

# FREDERICKTOWN, OH

## VILLAGE STRATEGIC PLAN

MARCH 16, 2020



Prepared by ms consultants, inc. in conjunction with the  
Area Development Foundation of Knox County and  
the Knox County Foundation

## ACKNOWLEDGMENTS

*Thank you to the members of the community who were involved in this planning process including the steering committee, residents, and members of Council. This plan is a reflection of their dedication to the future of Fredericktown.*

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CREATED FOR:

THE VILLAGE OF  
**FREDERICKTOWN**  
EST. 1807

FUNDED BY:



PRODUCED BY:



KNOX COUNTY VILLAGE STRATEGIC PLANS  
CENTERBURG | DANVILLE | FREDERICKTOWN | GAMBIER

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# EXECUTIVE SUMMARY

The Fredericktown Village Strategic Plan envisions the future of growth, development, and quality of life for the Fredericktown community over the next five to ten years. The planning process, spearheaded by a steering committee of community members and spanning approximately eight months, blended data, local expertise, and regional trends to create tangible strategies and actions for the future.

The Strategic Plan revealed unique community assets which Fredericktown should aim to preserve and enhance; as well as challenges which should be addressed. The community is rich in recreation amenities and is well-positioned for revitalization of its historic downtown district. There is planning momentum which should be capitalized to propel the objectives of this Plan.

The strategic planning process revealed overarching themes to promote a healthy, safe, and economically viable community. The key takeaways are:

- The Village should leverage recent funding sources for downtown improvements to catalyze revitalization of Downtown Fredericktown and implement previous recommendations.
- Streetscape improvements should be coupled with strategic acquisition and redevelopment of underutilized or undeveloped parcels for economic growth and historic preservation.
- Fredericktown should enhance local parks and recreation opportunities and support regional expansion of recreational tourism.
- Existing neighborhoods and future residents would benefit from a more diverse housing stock which accounts for aging in place and a range of household types.

The key takeaways are guiding principles in development of the Plan. The ultimate function of the Village Strategic Plan is to serve as a roadmap to prioritize and identify funding of future improvements. The Priority Strategies for the future of Fredericktown, categorized by general theme and developed from the premise of the aforementioned key takeaways, are displayed below and expanded upon within the Plan.

## PRIORITY STRATEGIES TO GUIDE THE FUTURE OF FREDERICKTOWN:

### Land Use & Development:

Revitalize underused or vacant properties.



### Housing & Neighborhoods:

Diversify the housing stock.



### Mobility & Infrastructure:

Increase public right-of-way space and encourage walkability Downtown.



### Parks & Recreation:

Strengthen community connections to existing recreational assets.



### Community Image & Brand:

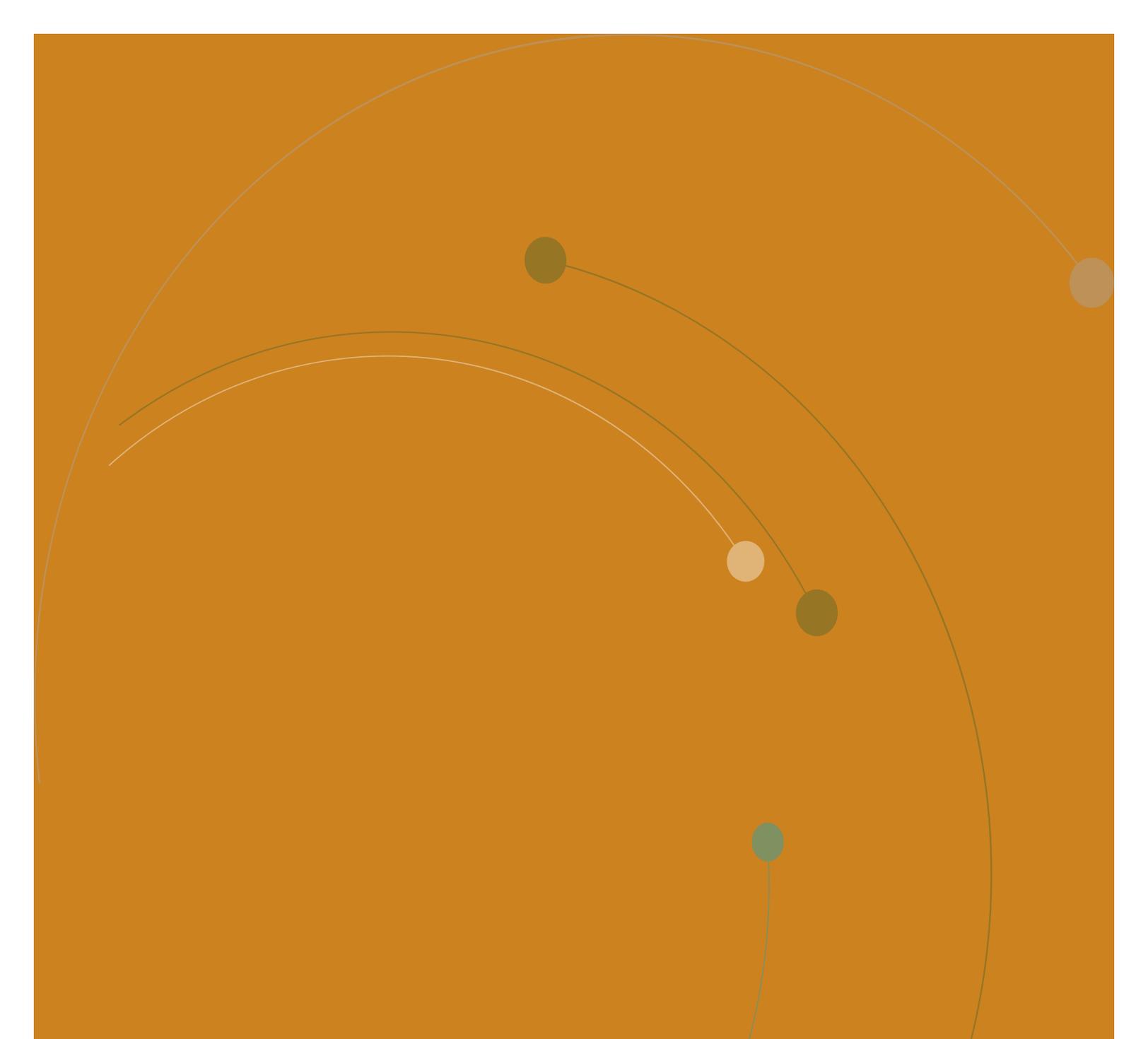
Create a Village marketing plan.





01





# PLAN OVERVIEW

THE PLANNING PROCESS

# PLAN OVERVIEW

## OVERVIEW

In 2019, the Area Development Foundation of Knox County, through funding from the Knox County Foundation, initiated the process to create guiding land use documents for the Villages of Centerburg, Danville, Fredericktown, and Gambier. The resulting documents - strategic plans for each village - are intended to reflect both county-wide and village-specific visions, market conditions, and long-term goals. The Village Strategic Plans will help guide the allocation of funding allocated to each Village from the Knox County Foundation over the next four years.

## WHAT IS A STRATEGIC PLAN?

The Fredericktown Village Strategic Plan envisions the future of growth, development, and quality of life for the community. Rooted in community aspirations and implementable goals, the Plan provides an honest evaluation of present and future needs. The planning process brings together community members to establish long-term goals around several topics. The strategic planning process allows for a dynamic conversation around the issues that matter most to the future of the community, but generally involves the following subject areas:

- Land Use & Zoning
- Economic Development
- Community Character
- Historic Preservation
- Mobility & Infrastructure
- Quality of Life and Place

Though initiated at a county level, the Plan is asset-based and community-driven to ensure its success in addressing the specific strengths, opportunities, and challenges for Fredericktown. Upon its completion, the Plan will provide immediate actions on policy, projects, and programs, and will ultimately serve as a road-map to help direct decision making in Fredericktown for years to come.

## A STRATEGIC PLAN...

DOCUMENTS WHERE WE ARE



DETERMINES WHERE WE WANT TO GO



DIRECTS US HOW TO GET THERE



## WHY PLAN?

The Ohio Constitution provides for municipalities to enact zoning and land use regulations as an exercise of police power. The impetus for local planning has generally been tied to the health, safety, and well-being of residents in that community. In addition to improving the lives of local residents, planning also helps ensure efficient allocation of resources by looking to the long-term goals and needs of the community.

The Village of Fredericktown has a rich history in planning for its future. In 2017, the Village embarked on a process to evaluate its downtown. The Village of Fredericktown Downtown Revitalization Plan produced short-term implementation strategies and long-term goals to enhance the Downtown. Recommendations included consistent and directional signage, improved green and open spaces, updated lighting, improved street and sidewalk conditions, building facade upgrades, and modified utility lines.

The Fredericktown Village Strategic Plan aims to provide further insight and analysis to existing plans for the Downtown, while expanding planning efforts to include the entire Village and outlying Township land.

## HOW DOES A COMMUNITY USE A PLAN?

### Roadmap for the Future

Strategic plans are legally-adopted documents used to guide decision-making in a community. Local officials should consult the strategic plan when making determinations about policies, projects, and programs; particularly as it relates to zoning, land use, and development. The plan provides a one-stop shop for understanding local conditions and demographics, as well as long-term, inclusive objectives.

The plan should be treated as a living document which is reviewed and updated on a regular basis so that it most accurately reflects the dynamic views, aspirations, and needs of the community.



*The Fredericktown Downtown Revitalization Plan laid the groundwork for imagining a vibrant, safe, and active Downtown environment.*



*The Village Strategic Plan should be consulted during routine village planning and zoning review processes (i.e. variance or permit requests).*

## WHAT IS THE PROCESS FOR CREATING A PLAN?

Creating a successful plan requires a careful balance of art and science; as well as the proper resources to develop a grand vision into a reality. The following section describes how the Fredericktown Village Strategic Plan was created.

### Participants

The process was guided by the stewardship of a steering committee comprised of community leaders with local expertise and a passion for the future of Fredericktown. The steering committee collaborated with a planning team of Village employees and hired consultants to facilitate public engagement and ensure final recommendations properly reflect input gathered during the planning process.

The strategic plan recommendations are built from the pillars of community-wide participation. This involves all members of the community including:

- residents,
- businesses,
- employees, and
- local officials.

### Inputs

Multiple pieces go into the production of a strategic plan. Extensive data on the local community is reviewed through the framework of regional trends and national best practices in planning and development. The local existing conditions are then guided by community-led visioning which is informed by ongoing and comprehensive public engagement.

### Outcomes

The planning process provides opportunities to consider and debate how Fredericktown would like to grow, adapt, and deliver its local services and identity. These conversations culminate in the production of the plan document which includes guiding statements, maps, and objectives for the future.

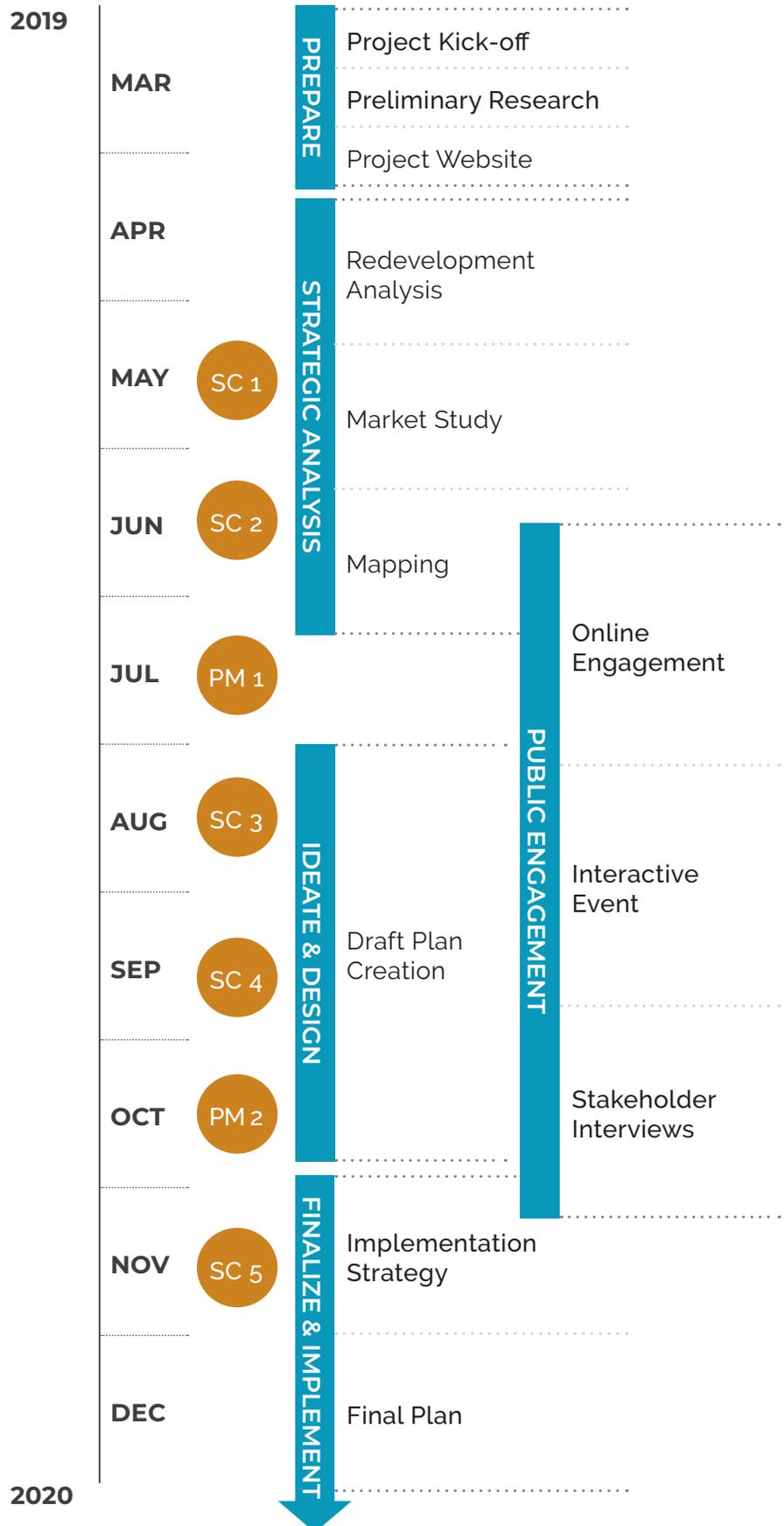
Figure 1. The Planning Process



## Schedule

The Village of Fredericktown Strategic Plan was completed during an eight-month planning process divided amongst five phases (as shown in the figure to the right). Each phase included distinct tasks and meetings which occurred at both discrete times and as ongoing actions throughout the process.

-  = **Steering Committee Meeting**
-  = **Public Meeting**





02



# COMMUNITY CONTEXT

EXISTING CONDITIONS

# COMMUNITY CONTEXT

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## OVERVIEW

The Fredericktown Village Strategic Plan aims to achieve long-term ambitious goals for the future while remaining grounded in market realities and an accurate portrayal of the community. The existing conditions for Fredericktown are evaluated against regional and national trends and best practices related to land use and development to provide context and ensure objectives are implementable.

## THE VILLAGE OF FREDERICKTOWN

Fredericktown is located in the northwest quadrant of Knox County, Ohio with convenient access to urban centers, open and natural areas, and historic communities. At two square miles in size, Fredericktown is just fifty miles north of Downtown Columbus and only seven miles from Mount Vernon, the County seat.

The ability for residents to commute to employment and cultural hubs allows Fredericktown to retain a largely rural identity. This Plan considers the Village's small town charm as a community asset, while addressing potential growth and development.

The following pages provide a general overview of the Fredericktown community. It is worth noting that the demographic data- estimated by the U.S. Census Bureau- is largely based on 2013-2017 estimates and is provided as a general and broad snapshot of the community. As the Village works to implement the strategies and actions recommended in this Plan, it may wish to compare existing data with future, updated figures; including, but not limited to, the 2020 U.S. Census. A more detailed technologically-informed market analysis is provided in the Appendix.



*The local school system, community events, parks, and Village character are all important contributors to Fredericktown's high quality of life.*

Figure 2. Fredericktown Base Map



## THE PEOPLE

### Population

Fredericktown's population was 2,428 in 2010 and estimated at 2,515 in 2018.<sup>1</sup> The Village's population remained fairly constant over the last few decades, growing at a slower pace than Knox County from 2010-2018. Fredericktown currently accounts for about 4.1% of the County's total population.

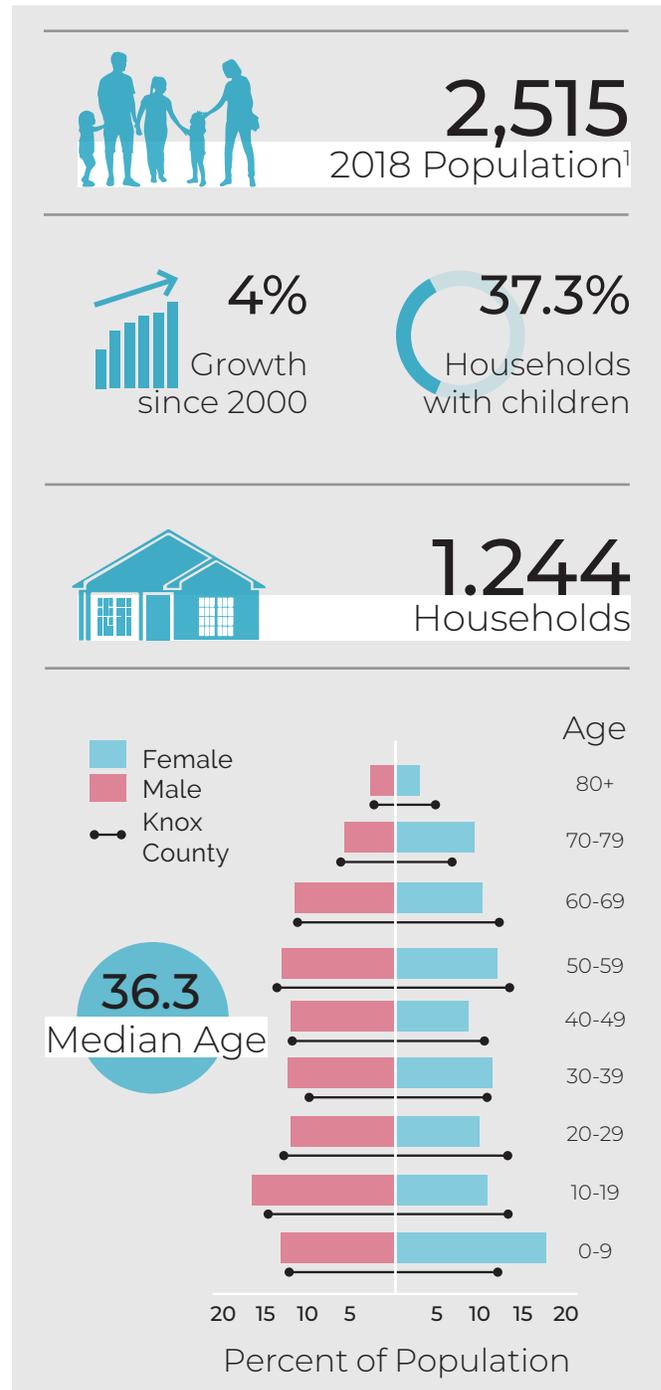
Though Knox County is generally growing at a modest pace (~1% annually from 2000 to 2010), the Central Ohio region is poised for substantial growth in the coming decades. Estimates project up to an additional one million people will be added to the region by 2050.<sup>2</sup> Given its convenient location off I-71 and its proximity to the City of Columbus, Fredericktown will likely be impacted by some of this growth- either directly, or as a result of current Central Ohio residents moving outward from Columbus in search of a setting more rural than the growing metropolis.

The Fredericktown Village Strategic Plan is designed to reflect the current wants and needs of the community, in addition to assessing Fredericktown's capacity for growth and development with the estimation that drastic, rather than steady, growth is both unlikely and undesirable.

### Households & Families

There are an estimated 1,244 households in Fredericktown. At roughly 2.45, the average household size in Fredericktown is nearly identical to that of Knox County (2.47). Around 31.4% (391) of its households classify as non-family, meaning the occupants live alone or with roommates to whom they are not related by blood or marriage. The percent of households with children is nearly the same as those with seniors (age 60 and above) at approximately 37.0%. About one-fourth of households in Fredericktown are occupied by people living alone and slightly less than half of those householders are 65 years or over. Households without children, including seniors, are less likely to require or desire a large lot single-family home.

Figure 3. Fredericktown: Population



\*Unless otherwise stated, data is derived from the U.S. Census Bureau, American Community Survey (2013-2017).

1. Source: U.S. Census Bureau, 2010 Census; & Annual Estimates of the Resident Population: April 1, 2010 to July 1, 2018

2. Source: MORPC, Insight 2050 (2015)

## THE ECONOMY

### Employment

The most common industry classification for employed Fredericktown residents is "educational services, health care, and social assistance" (28.0%), which is also the top category for the County as a whole. Manufacturing also plays an important role in the local economy employing about 20.5% of local workers.

### Income

Fredericktown's median household income is \$42,222, compared to \$51,211 in Knox County. This estimated difference in incomes persists despite 24.4% of Fredericktown's population 25 years and older earning at least a bachelor's degree (22.7% for Knox County).

## THE PLACE

### Housing

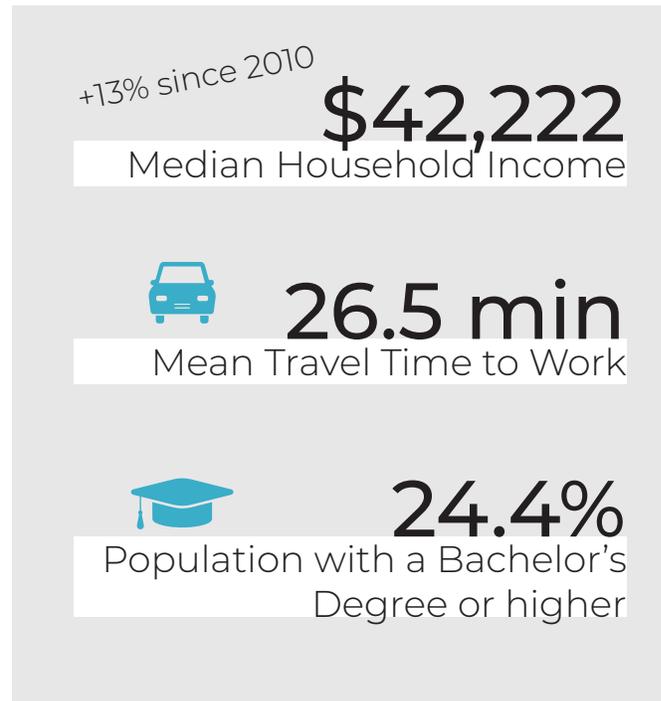
The majority of occupied housing units in Fredericktown are owner-occupied (67.7%), compared to 71.3% in Knox County. Of the total estimated 1,332 units, about 71.1% are single-family detached homes. The share of detached, single-family homes that is renter-occupied is estimated at 18.2% for Fredericktown (17.7% in Knox County).

Additionally, approximately 36.1% of occupied housing units in Fredericktown were built prior to 1950. The median home value is roughly \$104,100, compared to \$138,900 for Knox County.

### Natural Environment

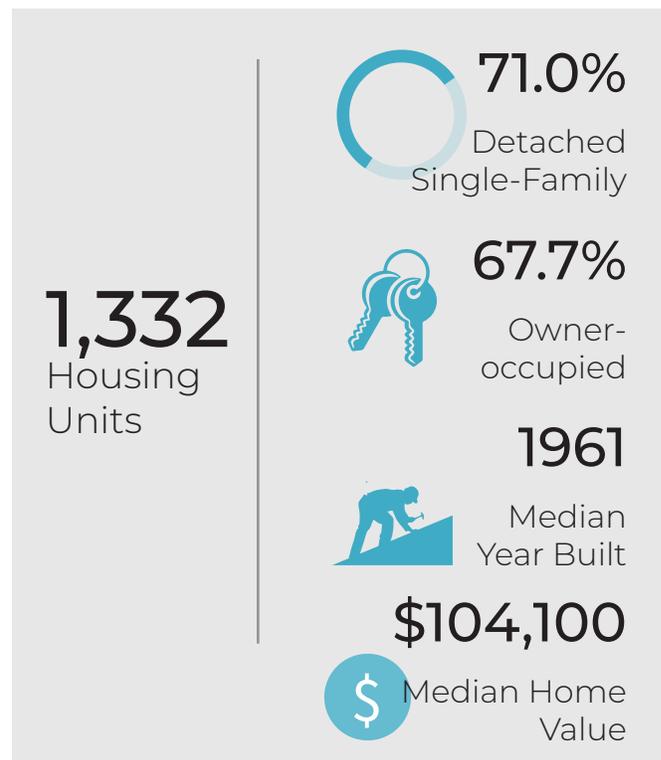
Fredericktown's rural aesthetic and natural features were identified as a community asset during the planning process. In order to protect the health and safety of both residents and the environment, this Plan aimed to promote green and open space and respect development barriers poised by waterways and floodplains. Flood hazard areas are primarily located along the fringes of the Village adjacent to the Kokosing River.

Figure 4. Fredericktown: Economics



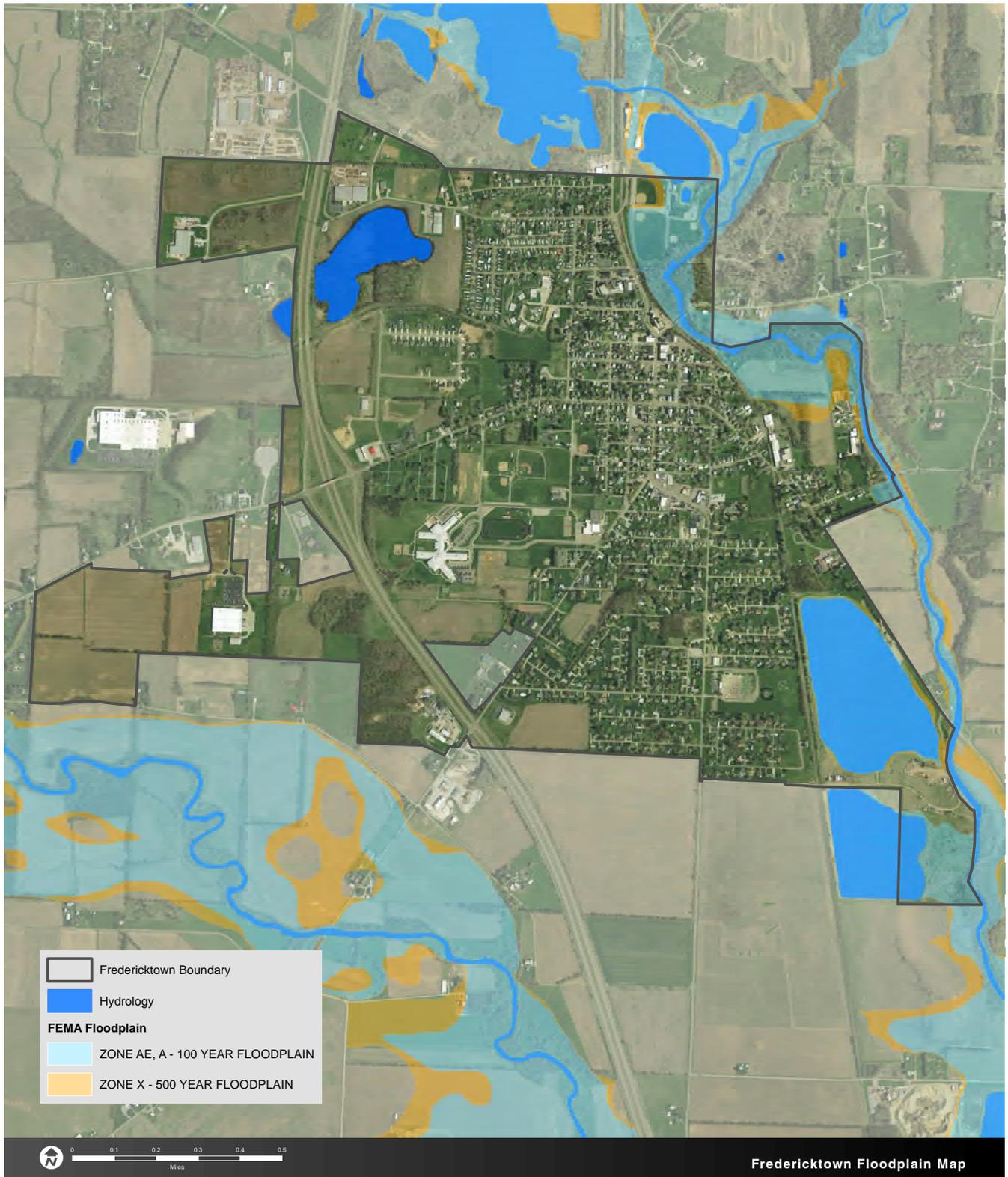
Source: U.S. Census Bureau, American Community Survey (2013-2017)

Figure 5. Fredericktown: Housing



Source: U.S. Census Bureau, American Community Survey (2013-2017)

Figure 6. FEMA Flood Map

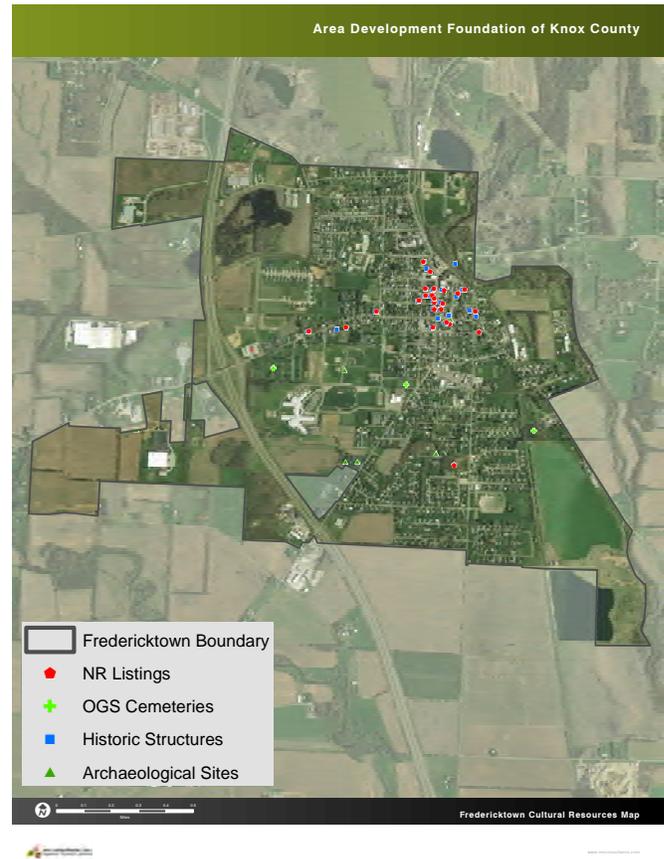


On the outskirts of Fredericktown and the surrounding area, much of the land is owned and held by the Kokosing Corporation for future quarry sites. This form of heavy material extraction in the area could lead to future natural features as quarries often fill with ground water as certain depths are reached. Some communities have capitalized on this form of man-made feature in the environment by converting retired quarry land into metroparks or nature preserves. It can reasonably be assumed that the topography and availability of land for development around Fredericktown will be altered drastically in the decades ahead as new quarry sites are created and expanded upon.

### Historical Structures

The Village of Fredericktown features 25 properties listed on the National Register of Historic Places; the majority of which are located in the Downtown. There are also several historic structures (buildings which are at least 50 years old and may or may not be historically significant) in the Village. There are several state and national funding options available for historic preservation that should be utilized to protect these culturally significant buildings into the future.

Figure 7. Historical Resources





03





# PUBLIC ENGAGEMENT

WHAT WE HEARD

# PUBLIC ENGAGEMENT

## OVERVIEW

Inclusive and comprehensive public engagement helps ensure the Strategic Plan both reflects an authentic community-wide vision and is implementable in the long term. To make this mission a reality, the planning team actively engaged residents, businesses, employees, civic leaders, and the general public throughout creation of the Plan. This chapter summarizes the public engagement process and the feedback received.

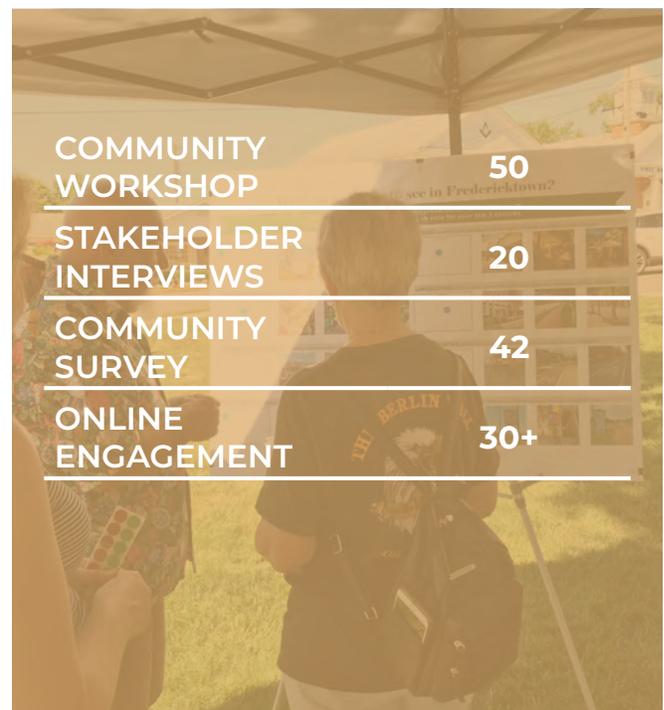
## ENGAGEMENT PROCESS

The strategic plan framework is founded in community-wide aspirations and shepherded by a steering committee comprised of leaders with local expertise and a passion for the future of Fredericktown. Steering committee members helped develop and test activities to engage the general public in the planning process and recommended additional community members for in-depth stakeholder interviews. The general public was invited to participate throughout the process; both in-person and online. An overview of each public engagement element is provided below, followed by a summary of results.

### Community Workshop

Bringing interactive engagement to existing community events helps ensure a wide audience is aware of the Fredericktown Village Strategic Plan and able to participate. The planning team set up a table at the annual "Christmas in July" event on Saturday, July 13, 2019. The event offered an opportunity to introduce community members to the planning process and gather feedback on what the public would like to see in Fredericktown in the future.

## BY THE NUMBERS...



## Stakeholder Interviews

Stakeholder interviews, including both formal and informal discussions, were conducted with business owners, employers, and other prominent community members to add detail and specificity to the feedback received from the general public.

## Community Survey

Hard copies of the community survey were available at in-person public engagement events, as well as through distribution by Village staff and steering committee members. The survey was also available to complete online. Questions encouraged participants to consider future growth, development, and overall livability of Fredericktown.

## Online Activities

The project website -KnoxCoPlans.com- provided updates, planning materials, and the activities conducted at the community workshops. Business cards advertising the website were passed out at community events and left around the Village to spread the word about online engagement. As the Plan was created, draft ideas were also available online for viewing and comment.

## Public Hearing

A complete draft of the Plan was presented to the public at a Village Council meeting before formal adoption of the Plan.

# ENGAGEMENT RESULTS

## General

According to community survey results and feedback received at the community workshop and stakeholder interviews, some of community members' favorite things about Fredericktown are the school system, its convenient location, rural character, and parks and recreation amenities. The most common concerns or issues to arise during the engagement process were related to the lack of entertainment, limited diversity in commercial offerings, quality and/or cost of utilities and infrastructure, taxes, and poor property maintenance.



The Village used its digital presence to encourage public participation in the Plan.



The planning team attended Christmas in July to gather feedback from the public on how they envision the future of Fredericktown.



Steering committee meetings included activities to discuss challenges and generate ideas.

When asked broadly what the community would like to see in Fredericktown in the future, community workshop participants gave the most votes to water recreation, followed by community events (Figure 8). Generally speaking, adding more dining options and retail choices were common ideas voiced by the public and local businesses. This idea is detailed in the following section.

### Land Use & Development

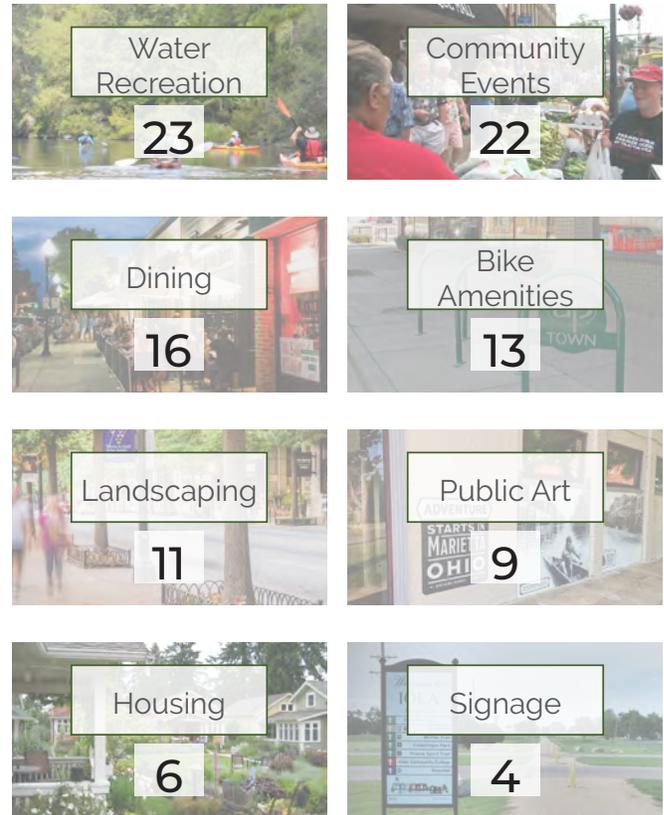
When asked on the community survey “What do you think is the most important development priority for Fredericktown to focus on over the next ten years?”, more than one-third of respondents said attract, grow, and retain small businesses (Figure 9). The second most popular response was to attract, grow, and retain large businesses. The public expressed general concerns over basic infrastructure quality—such as sidewalks and streets— as well as the cost of utilities. Addressing the physical barriers to development in Fredericktown, in partnership with other economic development and marketing initiatives, will support the development of new firms and employers.

In relation to creating more opportunities for businesses, the public shared a desire for more retail and dining options. At the community workshop, these ideas were provided through comment cards and expressed in the activity board (Figure 8). Community members said they travel for most errands, but would like to experience more shopping, eating out, and entertainment locally. The need for a grocery store in particular, was expressed by multiple survey participants. Outdoor seating and a vibrant downtown environment were common themes in regard to future dining opportunities.

An interest in more entertainment may relate to the strong support for continued efforts to enhance Downtown Fredericktown. Community members like the Downtown and were generally excited about creating more opportunities for events, commercial activity, and streetscape improvements. When asked what would encourage them to visit Downtown more, the most popular response (63%) was more restaurants and shops (Figure 10). Eighty

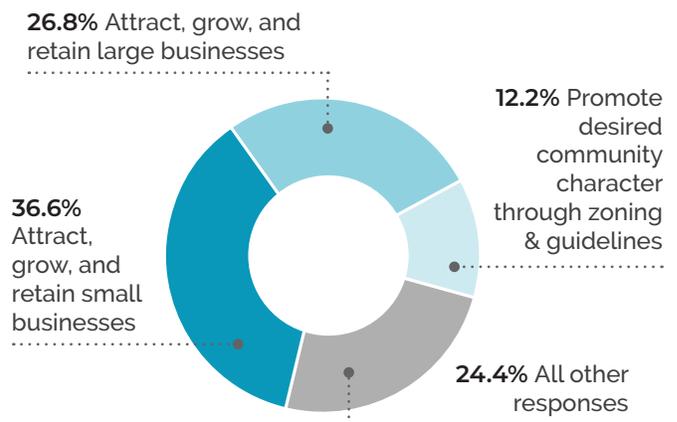
**Figure 8.** Community Workshop Results : General

What do you want to see in Fredericktown?



**Figure 9.** Community Survey Results: Land Use & Development

What do you think is the most important development priority for Fredericktown to focus on over the next 10 years?



percent of survey respondents did *not* select more parking as an incentive for them to visit the Downtown more often, even though they were able to select as many options as they'd like. Parking came up during stakeholder interviews, but more so in relation to visibility and safety issues from backing out of the angled parking Downtown.

## Housing & Neighborhoods

Increasing and/or diversifying the housing supply was not as high a priority for Fredericktown community members as expanding commercial uses or enhancing parks and recreation features. However, the general public expressed a desire for improved property maintenance and neighborhood amenities such as sidewalks, street lights, or open spaces (Figure 11). Additionally, community members are mostly content with existing housing options.

These results may indicate that additional housing options, which the real estate market and changing demographics indicate may be necessary for future growth, will likely be targeted to new residents. Expanded housing development may also help support additional commercial uses which the community says it would like to see.

## Infrastructure & Services

The greatest current challenge related to infrastructure and Village services in Fredericktown according to about 36% of community survey respondents is planning and zoning services. Looking to the future, planning and zoning services also received the highest percentage of votes. Figure 12 shows the complete breakdown of responses for both current and future conditions.

These results are similar to feedback gathered at the community workshop and through stakeholder interviews, though some business owners also mentioned flood damage and poor parking lot conditions as current issues.

## Parks & Recreation

The Village of Fredericktown has several community parks, playgrounds, and sports fields within the Village, as well as access to Knox

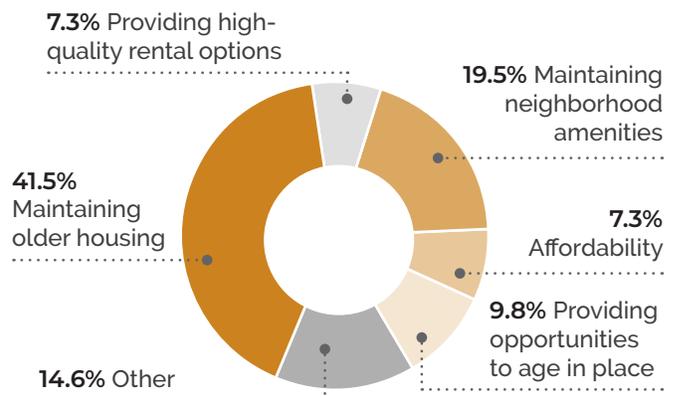
**Figure 10.** Community Survey Results: Land Use & Development Cont'd.

What would encourage you to visit Downtown more? (select all that apply)

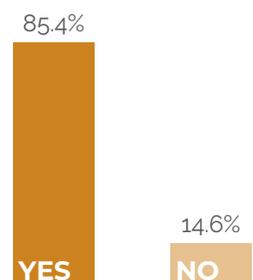


**Figure 11.** Community Survey Results: Housing

Which housing issue do you think will be the most pressing for Fredericktown to address in the next 10 years?



Is your preferred housing type available in Fredericktown?



Lake and the Kokosing River. Community survey participants rated the quality of existing parks in Fredericktown at an average 3.8 on a 1 to 5 scale with "1" being "poor quality" and "5" being "excellent quality". Using the same scale, the quality of existing trails in Fredericktown were rated at an average 3.7. Notably, almost three-fourths of respondents said that parks and trails are important or very important for the future of the Village (Figure 13).

Looking to the future, the public shared support for more programmed space and/or community events, as well as greater activation of the Kokosing River. At the "Christmas in July" event, water recreation and community events were selected as the most popular improvements the activity participants would like to see in Fredericktown (Figure 8) which aligns with survey respondents' support for programmed spaces and water activities (Figure 13).

At "Christmas in July", the public reasserted its support for Fredericktown's parks, trails, and preserves by marking them as areas to both preserve and enhance in a mapping activity. Investing in Fredericktown's parks, trails, rivers, and open spaces should be a priority moving forward.

## SUMMARY

The following key takeaways serve as a summary of the feedback gathered from the Fredericktown community.

- Continue improvements in the Downtown; including historic preservation, redevelopment of underutilized properties, streetscape enhancements, and parking upgrades
- Enhance the quality and connectivity of parks, trails, and rivers
- Increase entertainment, dining, and retail options
- Improve property maintenance; including the aging housing stock and existing neighborhoods
- Support small businesses

**Figure 12.** Community Survey Results: Infrastructure & Services

What is / will be the greatest challenge related to infrastructure and Village services in Fredericktown?

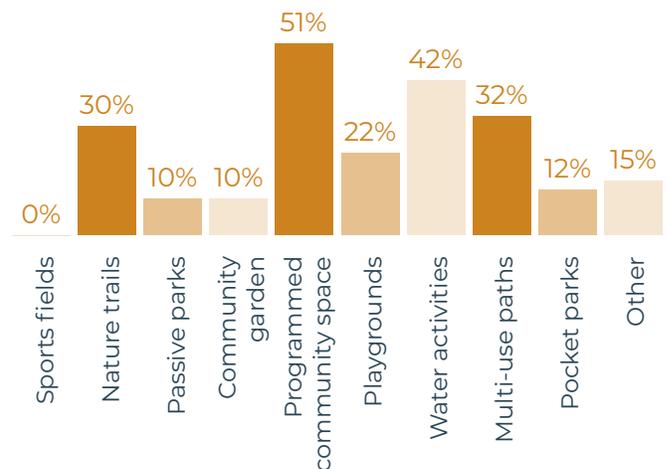
Issue	% (currently)	% (future)
Planning and zoning services	36.0%	33.3%
Village fiscal operations / taxes	28.2%	18.0%
Road maintenance	20.5%	5.1%
Quality of, or access to, utilities	10.3%	20.5%
Maintenance of public properties	5.1%	15.4%
Traffic	0.0%	7.7%
Public safety services	0.0%	0.0%

**Figure 13.** Community Survey Results: Parks & Recreation

How would you rate the importance of parks and trails for the future of Fredericktown?

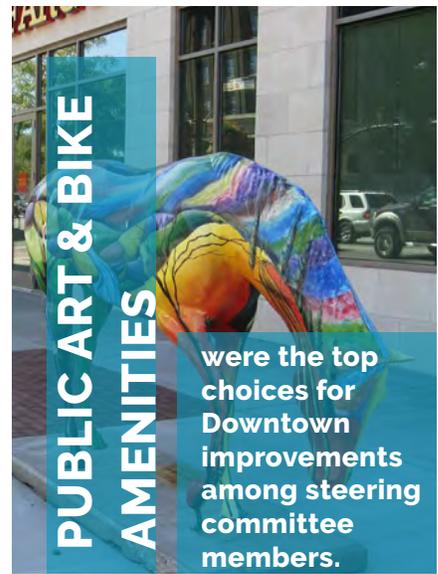
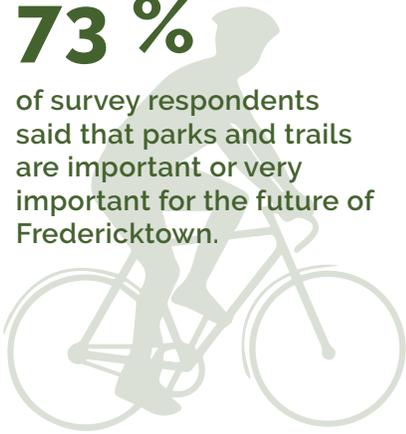


What types of parks/open space do you think Fredericktown needs more of? (select all that apply)



# 73 %

of survey respondents said that parks and trails are important or very important for the future of Fredericktown.



**PUBLIC ART & BIKE AMENITIES**

were the top choices for Downtown improvements among steering committee members.



# 27%

of survey respondents said that rural character was their favorite thing about Fredericktown



**OPPORTUNITIES**

- AVAILABILITY OF SHovel-READY SITES
- B/SR 95 ACCESS
- SCHOOL TAX
- RECREATIONAL WATER → MARKET
  - ↳ SCENIC RIVER
  - ↳ PUBLIC ACCESS
  - ↳ REGIONAL CONNECTIONS
- LAND LIGHTER: COMMUNICATIONS
- INTEREST / FOCUS ON DOWNTOWN
- SPOKESPERSON / ORGANIZATION FOR DOWNTOWN
  - ↳ VOLUNTEER ORGANIZATION
  - ↳ RECRUITMENT
- ENGAGE THE SCHOOLS → COMMUNITY EVENTS
- STRONG ATHLETICS

Community members identified developable sites and the Downtown as opportunities for the future.



## Water Recreation

was the #1 choice for Village improvements among community workshop participants.

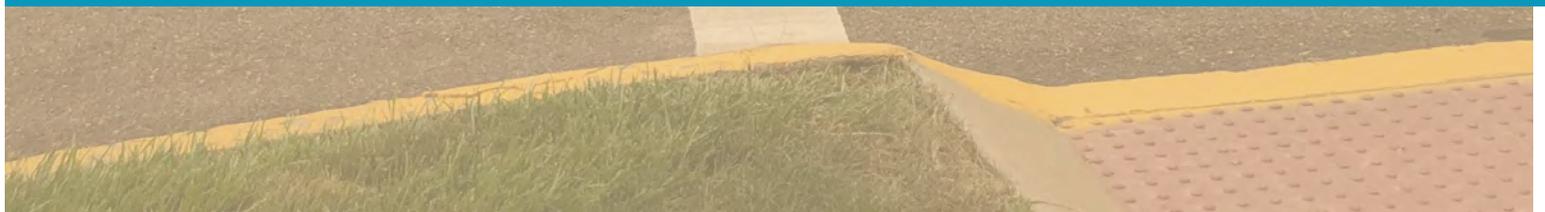
**THREATS**

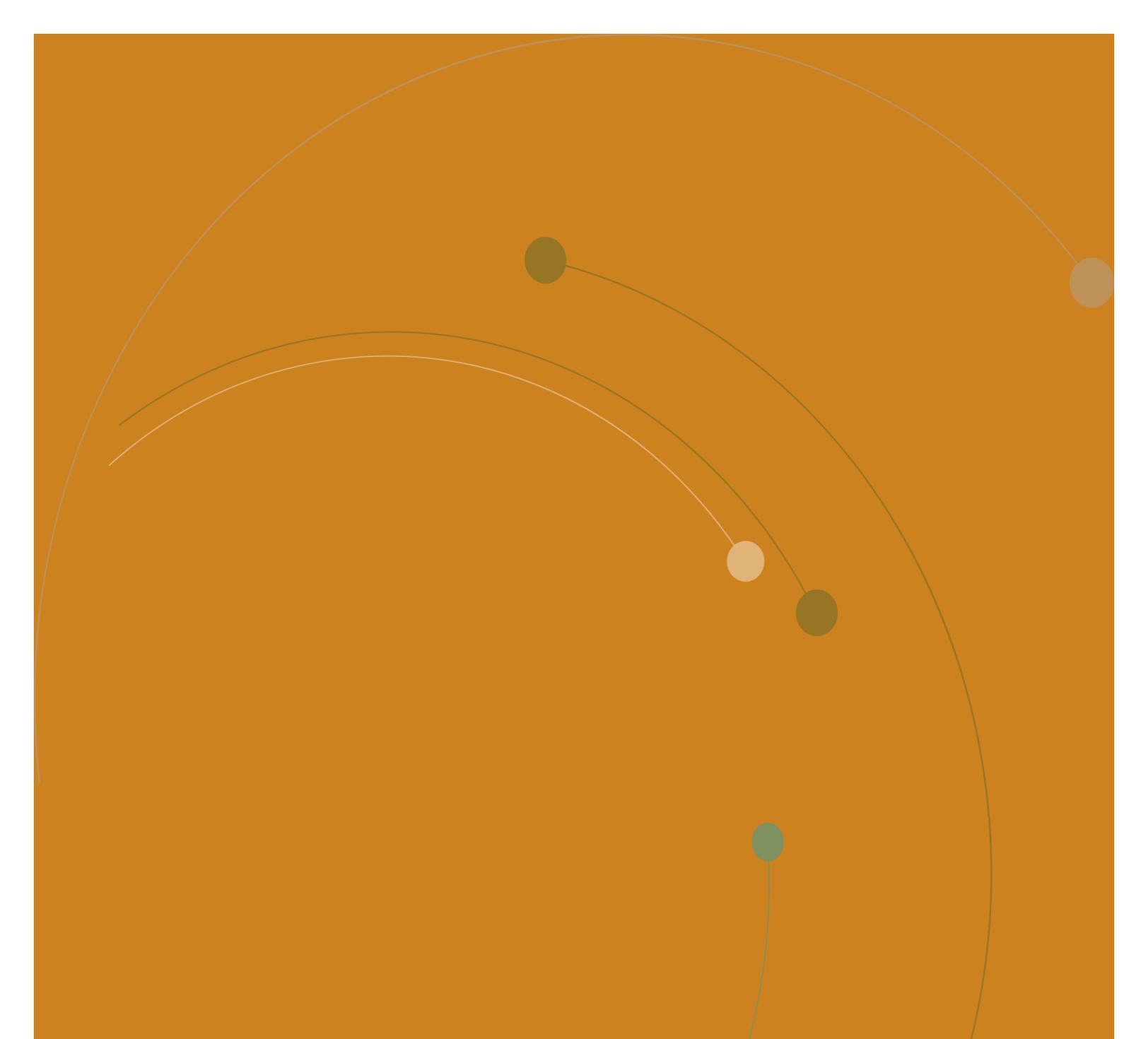
- BYPASS DECREASING VISITORS
  - ↳ LACK OF SIGNAGE
- LACK OF RETIREMENT / ASSISTED LIVING
  - ↳ INCREASE IN POP. NOT REFLECTED IN SCHOOL POP.
- VOLUNTEER BURN OUT
  - ↳ NEED NEW BLOOD
- MOUNT VERNON OFFERINGS → HOTEL
- PROXIMITY TO FARMS / LIVESTOCK
  - ↳ IMPROVING HOUSE MARKET
  - ↳ CREATING ACRES / ZONES PROTECTED
- LOCAL DOGS → TOO BUSH / LONG WAITS

The Steering Committee shared their concerns regarding threats to the future of Fredericktown.



04





# PLAN GOALS & STRATEGIES

BUILDING A VISION FOR THE FUTURE

# PLAN GOALS & STRATEGIES

## OVERVIEW

A successful plan acts as a roadmap by defining clear goals and strategic steps to achieve those goals. The following goal statements for the future of Fredericktown serve as a framework upon which the Village Strategic Plan was created and set the stage for the recommendations described in the Implementation Matrix.

The recommendations of this Plan are structured around three parts:

- A Goal Statement describes the long-term, broad objective around an overarching theme.
- The Strategies break down the goal into smaller components.
- The Actions provide straight-forward and specific items to work toward the initial Goal Statement.

The goal statements generally express how steering committee members and public engagement participants would like to see the community evolve, while the strategies offer a realistic path forward. Each strategy was identified during the planning process through a combination of public engagement, steering committee discussions, existing conditions research, and market analysis.

Fredericktown should strive to pursue each strategy in the long-term, with an emphasis on the priority strategy which may serve as a catalyst in achieving the remaining strategies and actions.



# GOAL STATEMENTS

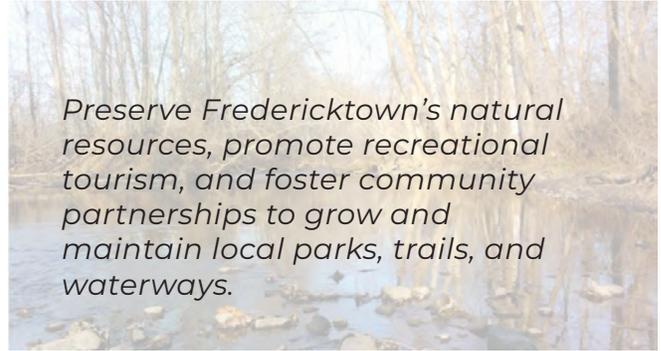
## LAND USE & DEVELOPMENT

Pages 28-31



## PARKS & RECREATION

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## HOUSING & NEIGHBORHOODS

Pages 32-35



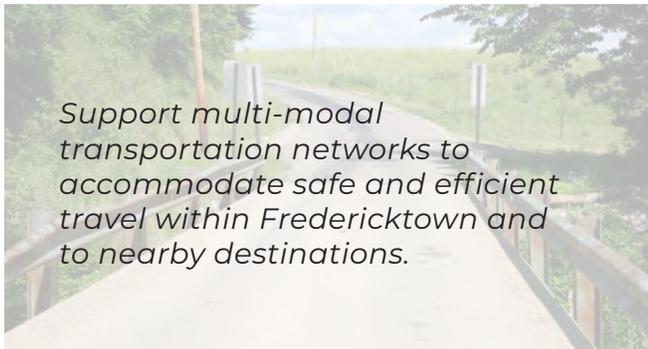
## COMMUNITY IMAGE & BRAND

Pages 44-47



## MOBILITY & INFRASTRUCTURE

Pages 36-39



Each goal statement is supported by strategies and corresponding actions. For a complete list of strategies and actions, you can view the Implementation Matrix (p. 54).

# LAND USE & DEVELOPMENT

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## The Big Picture

Land use and development patterns define a community through function and form. How Fredericktown property owners, including the Village and private developers, use their land is both an organic process and a deliberate response to regulation and investment. In this way, Fredericktown codes, policies, and the overall attitude toward development shape how the community evolves over time. Formation of a cohesive and coherent vision for the future of land and development strengthens the impact of improvements, provides stability for property owners, garners a sense of community, and improves the overall quality of life for Fredericktown residents.

Fredericktown is a residential community supported by a fair amount of commercial, industrial, manufacturing, and recreational land. There are four distinct commercial zones within Fredericktown: Main Street (Downtown), South Main Street, the West Sandusky Street area, and the Salem Avenue area. The Fredericktown Downtown Revitalization Plan (2017) laid the groundwork for re-imagining the future of land use and development within the Downtown specifically. Continuation of Downtown revitalization efforts may serve as a catalyst for community-wide improvements and help generate public support for planning initiatives more generally.

The remaining commercial zones, and the other areas of the Village, exhibit different development opportunities and land use needs. There is limited demand for office space in Fredericktown and the surrounding communities; though there is county-wide market support for select retail uses (grocery, clothing, and general merchandise stores). Future strategies for underutilized properties, commercial sites, and township land are provided within this document to ensure a holistic and long-term land use vision that supports the entire community.

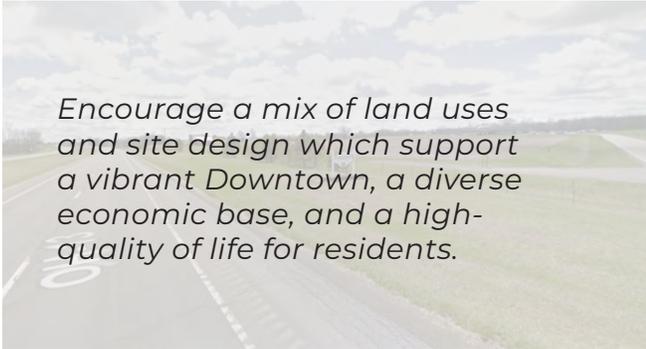
## Summary of Public Engagement

- Economic development (attraction, retention, and expansion of business) is the most important development priority for Fredericktown to focus on according to survey respondents.
- Community members would like to experience more shopping, dining, and entertainment locally.
- There is momentum for downtown improvements- community members are generally excited about creating more opportunities for events, commercial activity, and beautification.
- When asked what would encourage survey participants to visit Downtown more, the most popular response (63%) was more restaurants and shops.

# GOAL STATEMENT

## LAND USE & DEVELOPMENT

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# STRATEGIES

## STRATEGY 1

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Revitalize underused or vacant properties.

## STRATEGY 2

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Prepare for outlying development.

## STRATEGY 3

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Continue revitalization of historic Downtown Fredericktown.

## STRATEGY 4

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Support commercial development outside of the Downtown.



*Plans for streetscape enhancements can be aligned with redevelopment strategies.*

# PRIORITY STRATEGY

## STRATEGY 1

REVITALIZE UNDERUSED OR VACANT PROPERTIES.

## ACTIONS

### ACTION 1

Create a registry for vacant property.

### ACTION 2

Use regional partners to acquire and consolidate vacant parcels for repositioning.

### ACTION 3

Collaborate with local business owners to prioritize expansion of existing small enterprises.

### ACTION 4

Utilize tax-increment financing (TIF), historic preservation tax credits, and/or community reinvestment areas (CRA) to encourage redevelopment of strategic areas.

## Why prioritize this strategy?

Vacant properties and those which could be serving a more productive purpose can project a negative image of Fredericktown and deter private investment. They also represent unrealized potential to elevate the services and amenities available in the community.

Some of the most important priorities voiced by the public, and objectives necessary to increase revenue and the local quality of life, can be achieved through strategic infill redevelopment and development of underutilized land. Prioritizing the revitalization of underused properties also preserves fiscal and environmental resources. The Village can focus its energies on identifying targeted parcels for strategic investment rather than take a haphazard or overwhelming approach to growth and development.

## How to prioritize this strategy

Identification of vacant, tax delinquent, non-compliant, or otherwise underutilized sites is the first step toward redevelopment. This involves data collection and mapping analysis, as well as anecdotal review of under performing land uses.

Once redevelopment opportunities are identified, stakeholders should be engaged. The Village should coordinate with regional partners, such as the Knox County Land Bank (which operates under the Area Development Foundation), to acquire parcels in preparation for redevelopment. Creative partnerships and collaboration are vital in ensuring the success of revitalization efforts. Land swap proposals, in which the Village of Fredericktown “swaps” municipal land with private property for mutually beneficial gain is also an option.

When dealing with private owners and external stakeholders, the Village of Fredericktown should be prepared to explain the overall vision for the community and support its recommended land uses with relevant information.

*\*You can view actions for all of the Land Use & Development Strategies in the Implementation Matrix (p. 54).*

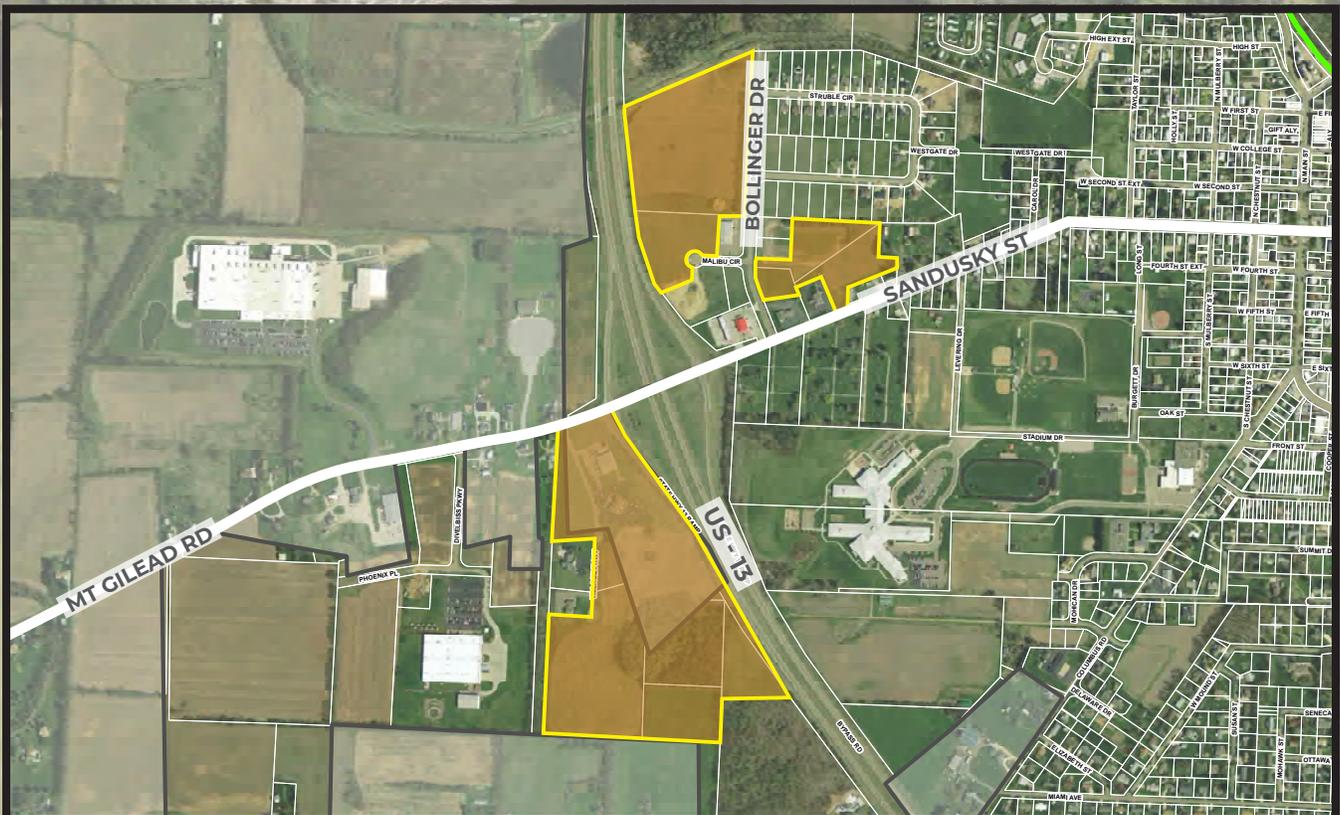
# FUTURE DEVELOPMENT AREAS

Land surrounding the Village of Fredericktown is largely one of two land uses: industrial or agriculture. Moving into the future, Fredericktown could benefit from more income-generating uses within the community. Examples of such uses may be manufacturing, office, or tourism-supporting industries such as lodging and recreation centers. As indicated in the map below, areas with the highest potential for attracting these new uses will have:

- good access to State Route 13
- ease of construction, or limited demolition needed prior to construction

- access to Fredericktown utilities
- visibility from SR-13 and/or major thoroughfares
- Flexible zoning

When developing any or all of these sites the village's goal should be to increase revenue, jobs, and potentially housing. A mixed use or PUD zoning classification could aid in a flexible development program which allows for a mix of uses and amenities to existing and future residents, while still allowing a developer to respond to the market restrictions of the day.



Potential future development sites with high visibility to US-13 and low demolition or rehabilitation costs. As the market continues to change, these sites should be further investigated, acquired, and advertised.

# HOUSING & NEIGHBORHOODS

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## The Big Picture

Fredericktown has a large stock of historic housing close to its Downtown core which embodies the character of the village for many residents and visitors. Preserving this housing should be a high priority for the village even as it looks to modernize and expand its housing options. There are several ways to maintain this historic character and to encourage active residents in the community such as utilizing a strong property maintenance code, creating a neighborhood brand, and facilitating renovations and maintenance through flexible funding options such as a revolving loan fund. These policies and actions can help guard against unwanted demolitions in historic neighborhoods and help preserve architectural gems for generations to come.

There are some options for modernizing a housing market that can be accomplished in tandem with historic preservation. One such option would be allowing accessory dwelling units (ADUs) or granny flats within the zoning regulations for an area. These policies allow for an additional dwelling unit to be added to an otherwise restricted parcel in the form of an apartment over a garage, a garage converted into an apartment, or an addition to the primary structure that has a private entrance. This allows for a slight increase in density in a neighborhood, which can then lead to more patrons for local businesses, more tax revenue for public amenities, and more flexibility for homeowners looking to offset mortgage costs. The greatest benefit of an ADU is providing an option for longtime residents to age in place, retaining ownership of their family home but residing in a smaller dwelling unit that meets their needs more adequately.

## Summary of Findings

- The planning process revealed a preference for improved housing maintenance and neighborhood amenities such as sidewalks, street lights, and open spaces.
- The U.S. Census Bureau predicts that 2035 will mark the first time in our country's history that seniors (65+) outnumber children. Knox County is not meeting the demand for senior housing.
- Household sizes are shrinking and people prefer walkability. The National Association of Realtors 2017 Community Preference Survey found that the majority of respondents would prefer to live in a house with a small yard versus a similar house with a large yard if it enabled them to walk to more places.

# GOAL STATEMENT

## HOUSING & NEIGHBORHOODS



# STRATEGIES

### STRATEGY 1

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Diversify the housing stock.

### STRATEGY 2

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Preserve and promote the small-town identity of Fredericktown's neighborhoods.

### STRATEGY 3

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Enrich the livability of Downtown.

### STRATEGY 4

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Promote maintenance and rehabilitation of existing residential properties.



*Fredericktown, like communities across Ohio, lacks a range of housing options to serve residents.*

# PRIORITY STRATEGY

## STRATEGY 1

DIVERSIFY THE HOUSING STOCK.

## ACTIONS

### ACTION 1

Reduce residential parking minimums to provide flexibility in adapting to changing demographics and household structures.

### ACTION 2

Promote development of senior living options.

### ACTION 3

Update zoning regulations for the Planned Neighborhood District (PUDs) to allow greater flexibility in units per acre; given continued promotion of high-quality design, shared amenities, circulation, and open space.

### ACTION 4

Advocate for inclusion of affordable (80% AMI attainable) housing within the Village.

## Why prioritize this strategy?

The majority of housing currently in Fredericktown is detached single units. The share of housing occupied by renters increased from 30.2% in 2010 to about 34.7% in 2019; similar to national trends.<sup>1</sup> To accommodate market demand for renting, the share of detached single-family homes in Fredericktown that are renter-occupied doubled from 2000 to 2018.<sup>2</sup>

Changes in demographics and neighborhood preferences will continue to change the future shape of Fredericktown. According to the Insight 2050 report, the majority of projected growth in Central Ohio (75%) will be households without children and more than 50% of the growth will be single-occupant households.<sup>3</sup> Smaller households, including the growing population of empty-nesters, may not need the traditional space allocated for single-family homes or want the maintenance they require. Addressing the gaps in Fredericktown's housing supply will help protect future property values, Village revenue, and the overall well-being of the community.

## How to prioritize this strategy

Fredericktown can diversify its housing stock by promoting development of rental and multi-unit housing to better meet the needs of existing and future residents.

Additionally, Fredericktown should coordinate with regional efforts, including the residential building code study recommended by the Knox County Comprehensive Plan as part of its goal to diversify the County's housing stock.

Enforcement of high-quality design standards and property maintenance, as well transparency and education related to supporting a variety of housing types will help guide implementation.

1. Source: Urban Decision Group (2019)

2. Source: U.S. Census Bureau, 2000 Census; & American Community Survey (2013-2017).

3. Source: MORPC, Insight 2050 (2015)

\*You can view actions for all of the Housing & Neighborhoods Strategies in the Implementation Matrix (p. 56).

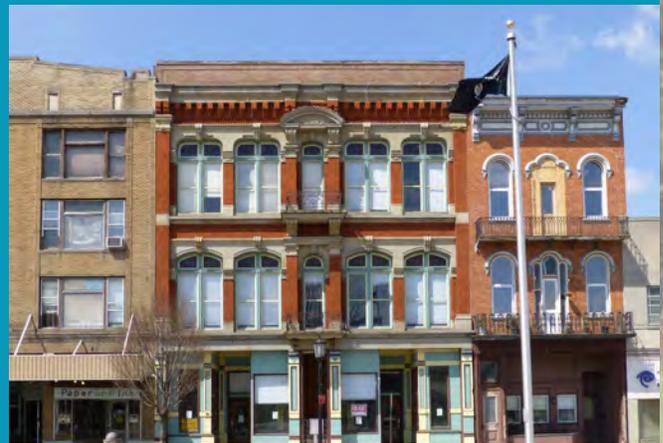
# HIGH-QUALITY MULTI-FAMILY

A homogeneous housing stock of detached, single-family units does not negate the need for rental housing within Fredericktown. Variations in wealth, household composition, and lifestyle preferences still create a need for diverse housing options in the community. When the options are not available, the market adjusts through exclusion, distorted prices, and conversion of single-family homes to rental properties.

Once a home is converted from a single-family, owner-occupied dwelling to a rental unit (often by out-of-town landlords or corporations), it is difficult to return the home to the market for its original purpose. Ensuring a diverse mix of housing types are available throughout the community can help better align residential properties with the needs and wants of residents.

Multi-family options may be apartment buildings, apartments over retail, accessory dwelling units, senior living communities, condominiums, or

townhomes. Regardless of type or tenure, zoning code and development policies should promote high-quality design. Multi-family housing should incorporate green space, communal areas, and resident amenities. Examples include dog parks, walking paths, or gardens. The design should be pedestrian-oriented with parking located to the side or rear lot.



*Historic preservation tax credits can help transform downtown properties from underutilized spaces to residential mixed-use.*



*“Aging in place” refers to the ability of residents to move within the local community as they age and their housing needs change.*



*Young adults often rent before buying a home. Providing a life cycle of housing means that these transitions are accounted for in the housing stock.*

# MOBILITY & INFRASTRUCTURE

## The Big Picture

While land use and development considers the overall form and function of the community, mobility and infrastructure encompasses the utilities, services, and transportation networks of the built environment. Fire, safety, water and sewer services are provided by the Village of Fredericktown for parcels within the jurisdiction. The Knox County Commissioners, in partnership with the Mid-Ohio Regional Planning Commission (MORPC) have begun work to extend Village sewer services to the unincorporated area near Knox Lake. Similar future service extensions may involve annexation procedures or economic development ventures (as referenced in the Land Use & Development section).

Fredericktown's transportation network is well-connected with that of nearby communities, and is located along the route from Mount Vernon to Mansfield. The Village is located off a state route and with access to I-71. Its convenient location impacts industry location and potential for recreational tourism. The regional trail network, however, is not connected with Fredericktown's Owl Creek Trail and there are limited options for non-vehicular travel modes. Nationally, and within the state of Ohio, walkability and bikability are increasingly important drivers in neighborhood preference. Moving forward, Fredericktown should capitalize on its automotive access while also expanding opportunities for non-vehicular travel.

## Summary of Findings

- The greatest current challenge related to infrastructure and Village services in Fredericktown according to about 36% of community survey respondents is planning and zoning services. Planning and zoning services also received the highest percentage of votes for the greatest future challenge.
- More than 8,500 cars travel past Fredericktown on OH-13 every day.
- The Downtown Revitalization Plan (2017) identified infrastructure issues in the Downtown such as non-uniform sidewalks, poor lighting, and an abundance of utility lines.
- The Owl Creek Trail lacks connectivity to other local and regional destinations.



*The Owl Creek Trail runs north to south on the eastern portion of Fredericktown.*

# GOAL STATEMENT

## MOBILITY & INFRASTRUCTURE



# STRATEGIES

### STRATEGY 1

Reutilize public right-of-way space to encourage walkability downtown.

### STRATEGY 2

Develop a long-term strategy for enhanced connectivity to the region.

### STRATEGY 3

Strengthen internal connectivity between the Owl Creek Trail and points of interest in the Village.

### STRATEGY 4

Prepare Fredericktown for emerging technologies in the realm of mobility and infrastructure.



*Mobility improvements should enhance walkability and bikeability throughout the Village.*

# PRIORITY STRATEGY

## STRATEGY 1

REUTILIZE PUBLIC RIGHT-OF-WAY SPACE TO ENCOURAGE WALKABILITY DOWNTOWN.

## ACTIONS

### ACTION 1

Transform angled parking along N Main Street to parallel parking.

### ACTION 2

Install signage to direct visitors to public parking and attractions.

### ACTION 3

Leverage Transportation Alternatives Program (TAP) funding to revitalize the downtown streetscape.

### ACTION 4

Encourage businesses in the downtown to include outdoor seating and landscaping.

## Why prioritize this strategy?

Central gathering spaces present prime opportunities to showcase a community's values and the type of development it would like to attract. Downtowns also often serve as the "face of a community" or the image conjured up in the mind of a non-resident. Prioritizing physical improvements and branding of one area allows for a streamlined and leveraged approach which can then be used to attract additional funding and resources. Re-imagining the Downtown streetscape in such a way as to enhance public space and encourage walkability will help drive a future vibrant, safe, and active Downtown; which will benefit all of Fredericktown.

## How to prioritize this strategy

In 2019, the Village of Fredericktown was awarded \$922,000 in reimbursable funding through the Transportation Alternatives Program (TAP) administered by the Ohio Department of Transportation (ODOT). Phase 1 of the project will be focused on streetscape revitalization along Main Street, between Mill Street and 2nd Street, with future plans to extend improvements throughout the Downtown area.

The project aims to implement recommendations provided in the 2017 Downtown Revitalization Plan including consistent and directional signage, improved green and open spaces, historic street lighting, pedestrian safety upgrades, ADA compliance, and burying of utility lines.

The TAP funding provides an indispensable opportunity to reimagine the future of Main Street and catalyze revitalization of historic Downtown Fredericktown. Because the project requires extensive disruption to Downtown's infrastructure, the Village should take this opportunity to thoroughly envision and invest in the long-term upgrades for the Downtown.

*\*You can view actions for all of the Mobility & Infrastructure Strategies in the Implementation Matrix (p. 58).*

# THE FUTURE OF MAIN STREET

At the commencement of this strategic planning process, it was shared that both Village leadership and community members wished to change the orientation of parking in the downtown area from angled to parallel. This change is supported by both the Ohio Department of Transportation and numerous nationwide safety studies which support the change to parallel parking to increase pedestrian safety in built environments.

The graphic to the right illustrates a new configuration of the public right of way with sidewalks widened to increase space for outdoor dining, landscaping features, and general walkability. Also shown is an infill development project at the southeast corner of the College St and Main St intersection. This is an important catalyst development site to spur new visitors and add new residential or lodging options in the downtown. Communal green space remains at the main intersection of Sandusky St and Main St, along with recommendations to increase access to the river on the opposite end of downtown.



*A rendering of potential streetscape improvements as suggested during the Strategic Planning process including parallel parking, wider sidewalks, and increased tree canopy.*

# PARKS & RECREATION

## The Big Picture

Ample quantity, high quality, and accessibility of parks and recreation amenities are significant contributors to a community's well-being. Parks, trails, open space, and recreation programming serve both residents and employers; providing health, environmental, and financial benefits. With access to regional waterways and strong local support for parks and recreation, the Village of Fredericktown is well-suited to capitalize on exiting strengths and prepare for a healthy, active future.

The Village of Fredericktown includes a variety of passive and active recreation amenities including:

- Owl Creek Trail
- Community Park
- Merrin Park
- Levering Park
- Dana Park
- Warner Park
- Mill Street Nature Center
- Ackerman Nature Preserve
- School facilities

Nearby recreation attractions include:

- Kokosing River
- Kokosing Lake
- Knox Lake

Existing parks, trails, and open spaces in Fredericktown are in varying degrees of condition and are maintained by the Fredericktown Recreation District, the Village, and/or Fredericktown Local Schools.

## Summary of Findings

- Industry leaders generally recommend park space be located within a 10-minute walk for all residents.
- In Ohio, trail-related activities have the highest participation rates of any outdoor recreation activity.
- Nationally, the typical small jurisdiction (< 20,000 pop.) has 11.8 acres of park land per 1,000 residents.
- The Fredericktown Recreation District includes 130 acres and maintains the majority of parkland in the Village.

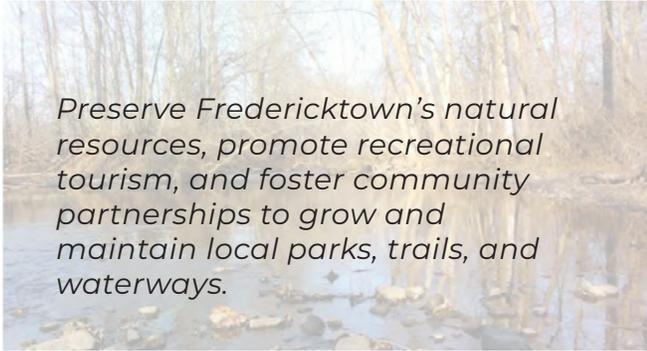


*The Mill Street Nature Center, featuring trails, a lodge, and nature center, is located a block northeast of Downtown.*

# GOAL STATEMENT

## PARKS & RECREATION

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# STRATEGIES

### STRATEGY 1

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Strengthen community connections to existing recreational assets.

### STRATEGY 2

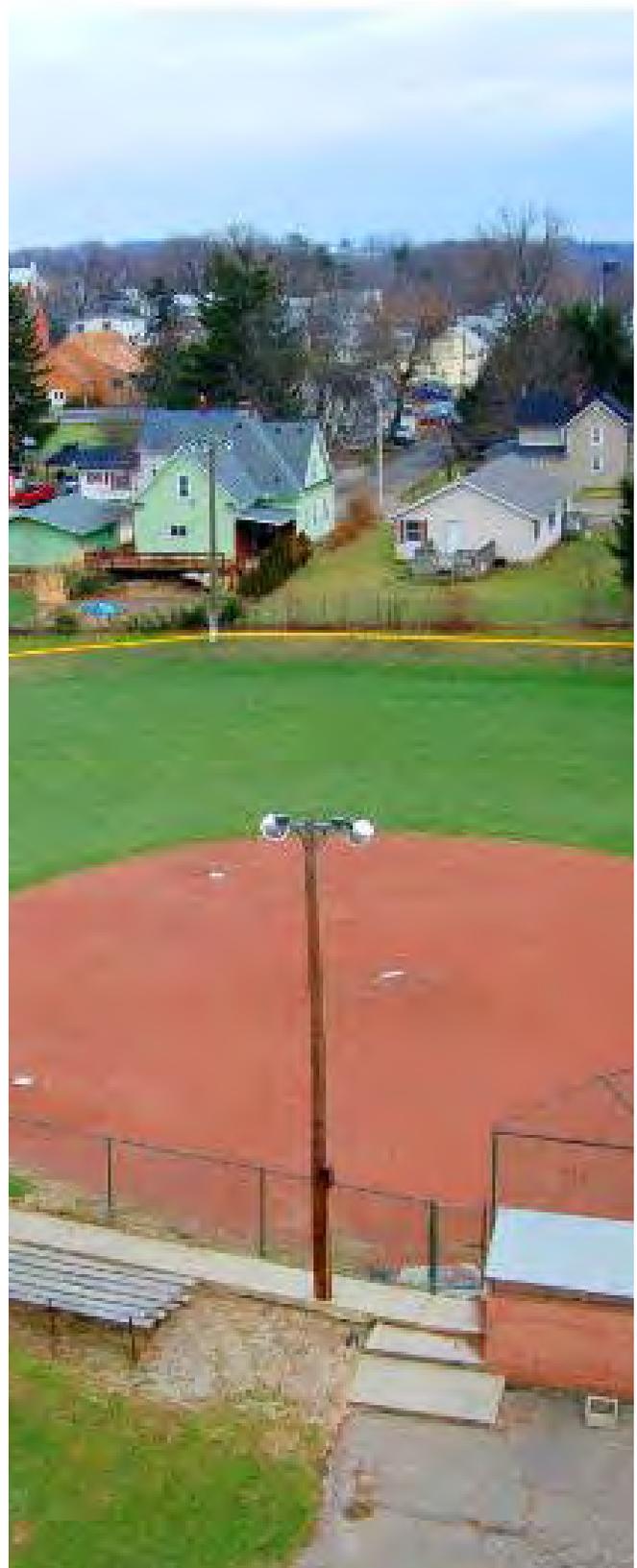
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Promote recreational tourism.

### STRATEGY 3

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Ensure robust access to open green space and recreation amenities for residents.



*Fredericktown's recreational assets are important shapers of the community's identity.*

# PRIORITY STRATEGY

## STRATEGY 1

**STRENGTHEN COMMUNITY CONNECTIONS TO EXISTING RECREATIONAL ASSETS.**

## ACTIONS

### ACTION 1

Open up the riverfront to the downtown through streetscape and bridge improvements.

### ACTION 2

Encourage cyclists to visit downtown with signage, bike lanes, and/or amenities.

### ACTION 3

Connect the Fredericktown Community Park athletic fields to the Mill Street Nature Center up the hill.

### ACTION 4

Expand the Owl Creek Trail to include connections to Downtown, parks, and school facilities.

## Why prioritize this strategy?

Maintaining strong recreational assets is critical in building the long-term vision for the future of Fredericktown. The Village's natural beauty and recreational offerings are tremendous assets to the community. The abundance of parks, sports fields, and nature preserves, along with the Owl Creek Trail, Kokosing River, and Knox Lake, all serve as important pieces to the larger community identity. They also make Fredericktown more attractive to potential future employers and residents.

An asset, however, is only as strong as its ability to be utilized. Strengthening existing parks and recreation offerings should include improved connectivity so that residents and visitors alike are able to easily use the parks, trail, and facilities in Fredericktown. The community is clearly proud of its recreational offerings and should highlight these strengths to demonstrate the high quality of life in Fredericktown.

## How to prioritize this strategy

There are several community assets in close proximity to each other which lack multi-modal connections: the Downtown, the riverfront, Mill Street Nature Center, and Community Park. Establishing piece meal connections; through infrastructure, design, and marketing efforts, can create a looped connection in the long-term.



\*You can view actions for all of the Parks & Recreation Strategies in the Implementation Matrix (p. 60).

# CONNECTING LOCAL ASSETS

The Village of Fredericktown is uniquely positioned with excellent access to both passive and active park and recreation amenities. The Kokosing River and Lake, Knox Lake, Owl Creek Trail, local parks, school facilities, and nature preserves all contribute to the quality of life in Fredericktown.

Moving forward, the Village should capitalize on these assets by strengthening the physical and psychological connections between parks and recreation features and the rest of the community. In particular, the investments currently being made to the Downtown can be strengthened by allowing nearby recreation attractions to work in conjunction with Downtown improvements.

The Kokosing River, a designated state scenic river, flows just northeast of the Downtown. Though the Fredericktown segment of the river is not typically traversable, its location does provide potential benefits when used to enhance nearby uses. Opening up the riverfront to

the Downtown through streetscape and bridge improvements would allow both important local assets - the river and the Downtown - to enhance the overall character and well-being of the community.

A stronger connection between the riverfront and Downtown can be made by enhancements to Mill Street such as sidewalks, lighting, planters, and signage. The Mill St. bridge can also be made more inviting to pedestrians and cyclists. The streetscape improvements made in the Downtown on Main Street can be extended through similar aesthetic design on Mill Street to the Mill Street Nature Center entrance. The current entrance includes a welcome sign, but does not signal to visitors that a nature center, venue, and trails are available up the hill.

Additional pathways down to the Kokosing River or viewing platforms may further provide a visual connection to the riverfront for visitors of Downtown.



*A pedestrian-friendly bridge in San Antonio, TX connects a recreational riverwalk to the area's nearby shops and retail.*



*The Creekside district in Gahanna, Ohio includes shops, dining, an event venue, and public park along the Big Walnut Creek.*

# COMMUNITY IMAGE & BRAND

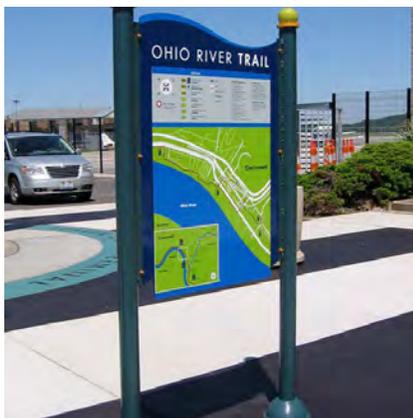
## The Big Picture

A community's image and brand describes the qualities which set it apart from other places. These qualities include both an aesthetic, sense of place and the set of services and amenities delivered to residents, workers, and visitors. Every decision made within Fredericktown should aim to align with an overarching, unified vision for the direction of the community. The strategic planning process involved analysis of how community members would like to brand Fredericktown and how this defined image can be marketed to enhance local quality of life and the attraction of businesses, tourism, or new residents.

The Fredericktown community takes great pride in its local organizations, schools, and businesses. The community pride is reflected in the positive momentum for planning initiatives and Downtown revitalization. The energy and community spirit should be harnessed and organized around a collective vision to help streamline and maximize marketing efforts.

## Summary of Findings

- Fredericktown is home to the original Future Farmers of America (FFA) jacket.
- Residents take great pride in the local history.
- The Amish community and rural setting impact the community identity.
- The Village of Fredericktown currently operates a website and Facebook account.
- The Knox County Visitors Guide features a one-page section on Fredericktown specifically and includes mentions of local points of interest and events such as the Tomato Show, Farmers Market, and local parks.



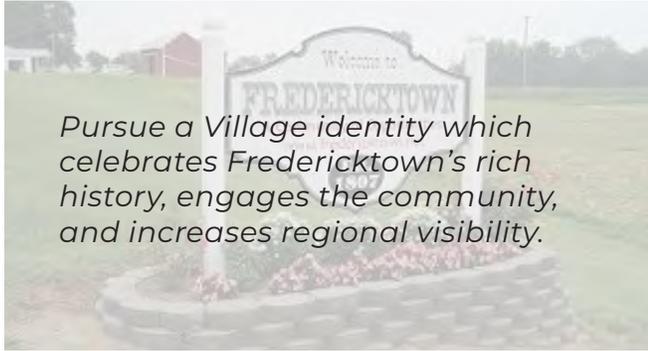
*A community's image and brand can be reflected in a cohesive signage strategy.*

*Community events provide an opportunity to showcase local assets and attract visitors.*

# GOAL STATEMENT

## COMMUNITY IMAGE & BRAND

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# STRATEGIES

### STRATEGY 1

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Create a Village marketing plan.

### STRATEGY 2

---

Elevate Fredericktown's regional visibility.

### STRATEGY 3

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Strengthen the branding of the built environment.



*Streetscape design can reflect and celebrate the local identity.*

# PRIORITY STRATEGY

## STRATEGY 1

CREATE A VILLAGE MARKETING PLAN.

## ACTIONS

### ACTION 1

Review and update existing branding materials (i.e. logo, tagline, colors).

### ACTION 2

Ensure cohesion in branding across media platforms.

### ACTION 3

Create a centralized community calendar and newsletter.

### ACTION 4

Coordinate with local organizations to create a marketing strategy to reach local, county, and regional visitors with news and events.

## Why prioritize this strategy?

Cultivating a sense of place can strengthen community pride, encourage collaboration, and promote asset-driven investments. Additionally, Fredericktown's population, along with Knox County in general, is growing at a fairly slow pace. Attraction and marketing strategies will continue to be important drivers in the local economy.

Creating a cohesive face for the Fredericktown community aids in regional visibility and recognition. This strategy will also involve widening the geographic radius for marketing efforts so that more visitors are aware of all that Fredericktown has to offer. It will also strengthen the ability to coordinate with other nearby communities to collaborate on events and cross-sell assets between neighboring towns.

## How to prioritize this strategy

Expanding Fredericktown's identity across the region involves improvements to the built environment, programming and events, and online content. But first, a vision must be settled on and a logo created to represent Fredericktown. The goal of using a community logo is to easily build cohesion among Village events and expedite recognition among residents and visitors.

The Fredericktown Ohio Tourism Development Strategy, prepared in 2014 for the Fredericktown Community Development Foundation, identified potential projects aimed at using tourism as a community economic development tool. The plan recommended a strategy which mixes agri-tourism, heritage tourism, and nature tourism.

The Village should work collaboratively with regional partners, including other small communities, to support increased marketing for recreational tourism, entertainment, and lodging opportunities within the Village.

*\*You can view actions for all of the Community Image & Brand Strategies in the Implementation Matrix (p. 62).*

# CELEBRATING PUBLIC SPACES

Time and time again communities have turned to public art and placemaking to reinvigorate their business districts. Placemaking can sound like an invented term, but in general it means creating public spaces where people want to visit and spend their time and, often, money. There are many strategies for incorporating public art into the built environment from murals, to sculptures, to intriguing light installations.

Public art and placemaking can increase visitors, inspire young residents, and showcase local artists; but oftentimes smaller communities can struggle to get started in their efforts to bring new and creative ideas to reality. Luckily a community-minded organization in Wyoming has created a toolkit for the implementation of public art that is directly aimed at assisting smaller and rural communities tap into their creative side.

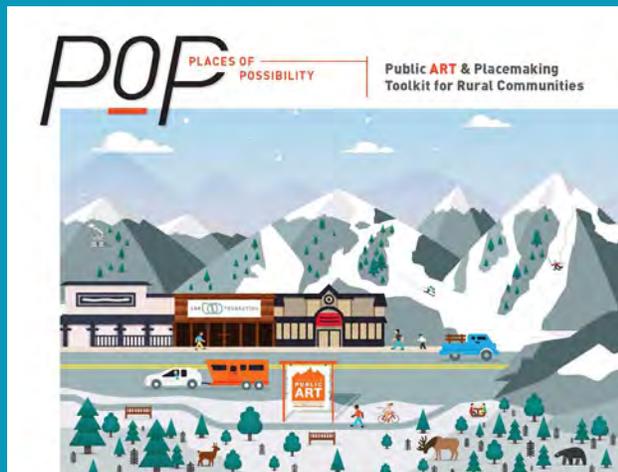
The Places of Possibility: A Public Art and Placemaking Toolkit for Rural Communities guides users through the many steps of successful implementation including deciding between temporary or permanent

art installation, evaluating locations for the chosen artwork, and developing a call for artists interested in completing the work.

The Toolkit includes tips and example events to try out in your community as well as a methodology for capitalizing on early success. Also included are steps toward creating and funding an organization to guide the implementation of art and maintain finished pieces once installed.

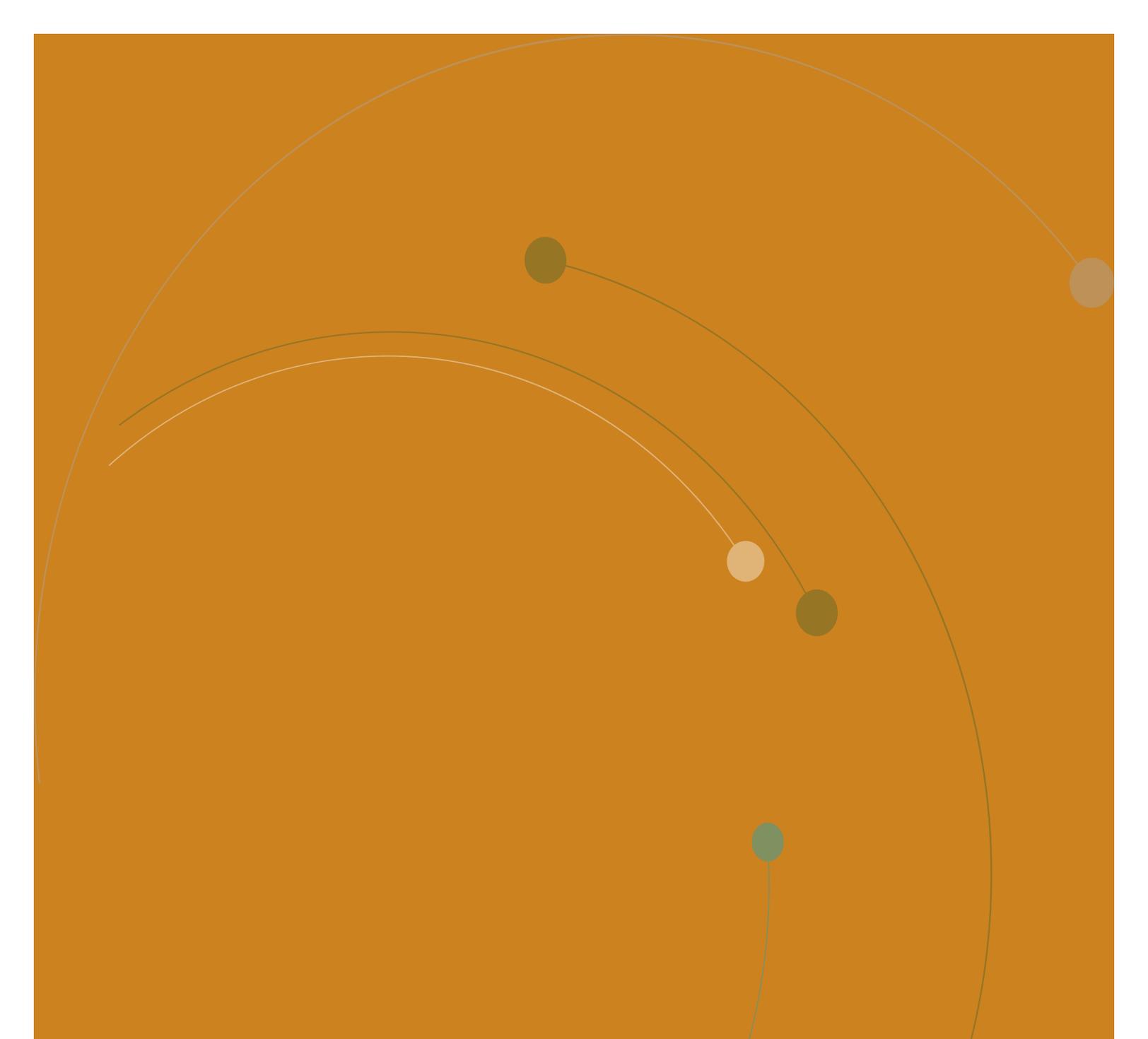
Last but not least, the Toolkit reminds communities that the work doesn't end with the artistic installation. In order to fully celebrate the work done and garner interest and support for future projects, the community must amplify the art by marketing to the larger region. There are ideas on celebrating the art with unveilings, repeat events, and special lighting - anything that calls attention to the success.

Implementing this type of artistic effort in Fredericktown could help to reinvigorate the business district, attract more visitors, and potentially inspire business owners to renew their investment in the community character through further revitalization.



*Excerpts from the Places of Possibility: A Public Art and Placemaking Toolkit for Rural Communities created by the Jackson Hole Public Arts organization to aid communities through successful implementation of public art and placemaking.*





# IMPLEMENTATION

PUTTING THE PLAN TO ACTION

## Funding the Plan

The Knox County Foundation (KCF) has partnered with the Area Development Foundation of Knox County (ADF) to solicit this Strategic Plan and create a vision for the future. In addition to funding the creation of the Village Strategic Plans, the Knox County Foundation will continue its support of the plans by strategically funding prioritized projects, contributing matching funds, and assisting to leverage additional funding sources throughout the Plans' first four years.

Funding has been set aside by KCF to implement the strategies of this Plan; however, it is likely that additional funding may be needed to see all strategies come to fruition. The Implementation Matrix strives to identify possible funding sources for each strategy.

## Additional Funding Resources

### Clean Ohio Trails Fund - ODNR

The Clean Ohio Trails Fund works to improve outdoor recreational opportunities for Ohioans by funding trails for outdoor pursuits of all kinds. Up to 75% matching State of Ohio funds are reimbursed under Clean Ohio Trails Fund. Eligible projects include: land acquisition for a trail, trail development, trailhead facilities, engineering and design

*For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>*

### Recreational Trails Program (RTP) - ODNR

The RTP is a reimbursement grant program that provides up to 80% project funding. This grant program is federally funded and is administered by the ODNR in cooperation with the FHWA. Funds can be used to assist government agencies and trail groups in the rehabilitation, development, maintenance, and acquisition of recreational trails and related facilities. The trails may be motorized, non-motorized, or multiple use trails. RTP funds can also be used for environmental protection and safety education projects related to trails.

*For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>*

### Rural Community Development Initiative Grants – U.S. Dept. of Agriculture

RCDI grants are awarded to help non-profit housing and community development organizations, low-income rural communities and federally recognized tribes support housing, community facilities and community and economic development projects in rural areas.

*For more info, visit: <https://www.rd.usda.gov/programs-services/rural-community-development-initiative-grants>*

### Certified Local Governments (CLG) Grant Program – State Historic Preservation Office

Certified Local Governments may compete annually for grants to help carry out a wide range of historic preservation activities. Funding for grants to Certified Local Governments (CLG) comes from the U.S. Department of the Interior's Historic Preservation Fund, administered by the National Park Service. Under provisions of the National Historic Preservation Act, 10% of the annual appropriation to Ohio is set aside for CLG grants. Eligible projects include those which strengthen community historic preservation, protect and preserve cultural resources, or promote economic development.

*For more info, visit: <https://www.ohiohistory.org/preserve/state-historic-preservation-office/clg/clggrants>*



*In 2018, ODNR granted over \$9 million dollars through both the Clean Ohio and Recreational Trails programs, including for connections along the Ohio to Erie Trail.*

## Cultural Heritage Tourism Grants - Ohio Humanities

Ohio Humanities, a private nonprofit organization, promotes the humanities in Ohio through collaborations with cultural and educational institutions. The cultural heritage tourism grant supports projects which explore history, highlight culture, and foster appreciation of local tourism assets. Proposed projects should work toward enhancing community life and focus on tourism as a learning opportunity for travelers and local residents.

For more info, visit: <http://www.ohiohumanities.org/grants-2/>

## Attributable Funding for Transportation - MORPC

The Mid-Ohio Regional Planning Commission uses a regional process for allocation of federal transportation funding. MORPC, of which Knox County is a member, selects eligible projects to receive federal dollars from the **Surface Transportation Block Grant Program (STBG)**, the **Congestion Mitigation & Air Quality Improvement Program (CMAQ)**, and the **Transportation Alternatives Program (TAP)**. Each funding source differs slightly in purpose and eligible projects, but all have potential to assist Gambier in preparing for and completing a trail connection.



*ODOT's Safe Routes to School program provides grants up to \$400,000 for infrastructure projects that improve the built environment for students to walk and bike to school.*

For more info, visit: <http://www.morpc.org/tool-resource/funding-grants/>

## The State of Ohio's biennial Capital Budget

The capital budget provides appropriations for the maintenance, repair, and construction of capital assets of public interest in context of the state's Capital Improvements Plan. Previous budgets included a portion for projects of local or regional significance. Funding is determined through coordination with local economic development agencies, the State Legislature, and the Administration.

For more info, visit: <https://budget.ohio.gov/Budget/capital/>

## BUILD - U.S. Dept. of Transportation

BUILD Transportation grants are for investments in surface transportation infrastructure and are to be awarded on a competitive basis for projects that will have a significant local or regional impact. BUILD funding can support roads, bridges, transit, rail, ports or intermodal transportation.

For more info, visit: <https://www.transportation.gov/BUILDgrants>

## Land and Water Conservation Fund (LWCF) - ODNR

The Land and Water Conservation Fund (LWCF) grant program provides up to 50% reimbursement assistance for state and local government subdivisions for the acquisition, development, and rehabilitation of recreational areas. Funding is issued to the state and it is at the state's discretion how much of that funding will be made available for local government. To be eligible for federal LWCF grant assistance, Ohio prepares and updates the Ohio Statewide Comprehensive Outdoor Recreation Plan (SCORP). Ohio reviews LWCF grant applications and submits recommended projects to the National Park Service for final approval. All recommended projects must be in accord with Ohio's SCORP priorities.

For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

### Safe Routes to School (SRTS) - ODOT

The Safe Routes to School (SRTS) program encourages and enables k-8 students to walk or ride their bicycle to school. In order to apply for funding, a community must develop a School Travel Plan or Active Transportation Plan. There are three categories of funding: 1) Infrastructure Projects, including planning, design and construction; 2) Non-Infrastructure Projects including education, encouragement, enforcement, and evaluation activities; and 3) School Travel Plan Development Assistance, available in the form of ODOT consultant assistance or reimbursed funding for a locally selected consultant.

*For more info, visit: <http://www.dot.state.oh.us/Divisions/Planning/ProgramManagement/HighwaySafety/ActiveTransportation/Pages/SRTS>*

### NatureWorks - ODNR

The NatureWorks grant program provides up to 75% reimbursable assistance to local government subdivisions for the acquisition or development of public outdoor recreation areas. Each county receives a \$150,000 allocation each year and can award that amount to one project or spread the amount among multiple recipients. Examples of eligible projects include land acquisition, picnic/camping and support facilities, swimming and boating facilities, outdoor games and sports field, and recreational trails.

*For more info, visit: <http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>*

## Additional Financing Tools

### Joint Economic Development Districts (JEDD)

A JEDD is a partnership between municipalities and townships to promote economic development in a defined area. The land in the area remains unincorporated, but the services provided and the income tax revenue generated in the area are shared among the jurisdictions per terms of a contractual agreement.

*For more info, visit: <http://codes.ohio.gov/orc/715.70>*

### Special Improvement District (SID)

A SID is an economic development tool which allows private property owners in a self-defined area to establish a program for services paid for with assessments on all properties in the defined area. This area can be any size, as long as it is contiguous. SIDs are governed by a private, nonprofit corporation created by the property owners and run by an elected board. Government-owned properties and churches are exempt from SID assessments, however, they may contribute voluntarily.

*For more info, visit: <http://codes.ohio.gov/orc/1710>*

### Community Reinvestment Area (CRA)

Ohio's CRA program provides real property tax exemptions for property owners who renovate or construct new buildings. A municipality or county government can establish a CRA in order to allow property owners to receive these tax benefits. CRAs are approved by the State of Ohio via an application process administered by the Development Services Agency.

*For more info, visit: [https://development.ohio.gov/bs/bs\\_comreinvest](https://development.ohio.gov/bs/bs_comreinvest)*



*Special Improvement District funds can be used for beautification and landscaping in commercial areas.*

### New Community Authority (NCA)

An NCA is an area established by a developer that owns all of the property within the area, allowing for the assessment of a community development charge. The community development charge is used to finance community facilities, public infrastructure improvements, and almost any other improvement that benefits the community. NCAs are often combined with TIFs to maximize infrastructure improvements.

For more info, visit: <http://codes.ohio.gov/orc/349>

### Community Improvement Corporation (CIC)

A CIC is a nonprofit organization created to advance, encourage, and promote the industrial, economic, commercial, and civic development of an area. Once designated as an agent for a political subdivision, CICs may sell land owned by that subdivision for development without advertising and bidding. This allows political subdivisions to choose how to develop property they own, in the interest of public welfare and economic development.

For more info, visit: <http://codes.ohio.gov/orc/1724>

### Tax Increment Financing (TIF)

A TIF is an economic development tool used to finance public infrastructure improvements. It works by locking in the taxable worth of real property at the value it holds at the time of the TIF's implementation. The increase in value, typically over a 30-year time period, is then captured and directed to a fund used to finance public infrastructure.

For more info, visit: <http://codes.ohio.gov/orc/5705>

## The Implementation Matrix

The implementation matrix on the following pages summarizes the strategies and actions for each goal statement. In addition to consolidating the Plan recommendations into an easy-to-follow table, the implementation matrix also provides insight to the responsible parties, projected timeline, and potential funding sources for each action. Though the matrix is designed to be simple and straightforward, these recommendations should not be treated rigidly, but may adapt to accommodate future needs and circumstances within Danville.

IMPLEMENTATION MATRIX KEY	
<b>PRIORITY</b>	Measures the importance of the listed Action in fulfilling the Goal Statement and may be used to determine the order of investments
H	High Priority
M	Medium Priority
L	Low Priority
<b>TIMELINE</b>	Provides an estimate on how long it may take to complete an action
<b>RESPONSIBLE PARTIES</b>	Lists potential partners in implementation of the strategy
<b>FUNDING</b>	Lists potential sources or financing strategies in funding implementation of the strategy

# LAND USE & DEVELOPMENT

*Encourage a mix of land uses and site design which support a vibrant Downtown, a diverse economic base, and a high-quality of life for residents.*

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Revitalize underused or vacant properties.</b>				
<b>A1.1</b> Create a registry for vacant property.	H	0 - 1 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Landbank</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> <li>• USDA Community Facilities Loan &amp; Grant Program</li> <li>• Historic Preservation Tax Credits</li> </ul>
<b>A1.2</b> Use regional partners to acquire and consolidate vacant parcels for repositioning.	H	1 - 3 yrs		
<b>A1.3</b> Collaborate with local business owners to prioritize expansion of existing small enterprises.	M	Ongoing		
<b>A1.4</b> Utilize tax-increment financing (TIF), historic preservation tax credits, and/or community reinvestment areas (CRA) to encourage redevelopment of strategic areas.	H	1 - 5 yrs		
<b>Strategy 2: Continue revitalization of historic Downtown Fredericktown.</b>				
<b>A2.1</b> Utilize Main Street's Downtown Assessment Team Visit (DART) to identify and promote redevelopment of historic properties.	H	0 - 3 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> <li>• Business Organization</li> <li>• Cultural Heritage Tourism Grant</li> <li>• MORPC Attributable Funds</li> <li>• Safe Routes to School Grant</li> <li>• Certified Local Governments Grant</li> </ul>
<b>A2.2</b> Create a facade improvement program to support building upgrades.	M	0 - 1 yrs		
<b>A2.3</b> Consider designating a Historic District with the National Register of Historic Places in order to access state and federal preservation funds.	M	0 - 2 yrs		
<b>A2.3</b> Preserve the unique purple glass tiles found in existing storefronts and utilize as foundation for further facade enhancements.	M	Ongoing		
<b>A2.4</b> Support the creation of a dedicated funding source to leverage Village resources and fund ongoing maintenance (special improvement district (SID), Main Street Program, etc.).	H	1 - 5 yrs		

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Prepare for outlying development.</b>				
<b>A3.1</b> Ensure the zoning code accounts for annexation procedures.	H	0 - 1 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> </ul>
<b>A3.2</b> Collaborate regionally to establish economic development partnerships (i.e. Joint Economic Development District (JEDD)).	M	1 - 3 yrs		
<b>A3.3</b> Inventory and map future utility capacity.	H	0 - 1 yrs		
<b>A3.4</b> Coordinate with local industries and surrounding townships to identify areas most appropriate for future residential uses.	H	0 - 1 yrs		
<b>Strategy 4: Support commercial development outside of the Downtown.</b>				
<b>A4.1</b> Extend Downtown streetscape improvements to the South Main Street commercial district.	H	1 - 5 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> </ul>
<b>A4.2</b> Work with regional economic development agencies to identify barriers in development of nearly "shovel ready" sites.	H	0 - 1 yrs		
<b>A4.3</b> Develop marketing materials for promotion of developable sites in the West Sandusky interchange area.	M	0 - 1 yrs		
<b>A4.4</b> Incentivize the location of underrepresented industries including grocery retail, electronics, and clean manufacturing.	M	Ongoing		

# HOUSING & NEIGHBORHOODS

*Support existing and attract new residents by providing diverse housing options in Fredericktown which reinforce the Village’s commitment to safe, healthy, and affordable neighborhoods.*

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Diversify the housing stock.</b>				
<b>A1.1</b> Reduce residential parking minimums to provide flexibility in adapting to changing demographics and household structures.	H	0 - 1 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• Knox County Land Bank</li> </ul>
<b>A1.2</b> Promote development of senior living options.	M	Ongoing		
<b>A1.3</b> Update zoning regulations for the Planned Neighborhood District (PUDs) to allow greater flexibility in units per acre; given continued promotion of high-quality design, shared amenities, circulation, and open space.	H	0 - 1 yrs		
<b>A1.4</b> Advocate for inclusion of affordable (80% AMI attainable) housing within the Village.	M	Ongoing		
<b>Strategy 2: Preserve and promote the small-town identity of Fredericktown’s neighborhoods.</b>				
<b>A2.1</b> Prioritize locating new residential development in the Downtown, adjacent to commercial corridors, and on the outer edges of the Village.	H	Ongoing	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> </ul>
<b>A2.2</b> Evaluate implementation of developer exactions (ex: impact fee, fee-in-lieu) to offset impacts of future development.	M	0 - 1 yrs		
<b>A2.3</b> Work with regional partners to identify environmentally sensitive areas and prime farmland for potential conservation easements.	H	0 - 2 yrs		
<b>A2.4</b> Explore opportunities to strengthen the connection between residents and nearby agricultural uses (i.e. community supported agriculture (CSA), farmer’s market, etc.).	M	0 - 2 yrs		

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
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### Strategy 3: Enrich the livability of Downtown.

<b>A3.1</b> Work with the county land bank to identify and acquire downtown parcels appropriate for mixed-use and multi-family residential options.	H	1 - 3 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Land Bank</li> <li>• Business Organization</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Land Bank</li> <li>• Knox County Foundation</li> </ul>
<b>A3.2</b> Ensure future Downtown development incorporates public green space, street trees, and landscaping.	H	Ongoing		
<b>A3.3</b> Collaborate with downtown business and property owners on opportunities for public-private partnerships	H	Ongoing		

### Strategy 4: Promote maintenance and rehabilitation of existing residential properties.

<b>A4.1</b> Evaluate existing sidewalk infrastructure and identify opportunities to address gaps and improve ADA compliance.	M	0 - 1 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• Safe Routes to Schools Grant</li> </ul>
<b>A4.2</b> Educate residents on existing state and regional rehabilitation resources including the Home Weatherization Assistance Program, Community Housing Improvement Program (CHIP), or a Medicaid grant (SCHIP) for lead paint hazard testing and removal.	M	1 - 2 yrs		
<b>A4.3</b> Educate residents on Village property maintenance codes and how to report violations.	H	0 - 1 yrs		

# MOBILITY & INFRASTRUCTURE

*Support multi-modal transportation networks to accommodate safe and efficient travel within Fredericktown and to nearby destinations.*

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Reutilize public right-of-way space to encourage walkability Downtown.</b>				
<b>A1.1</b> Transform angled parking along N. Main Street to parallel parking.	H	1 - 2 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Business organization</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• MORPC Attributable Funds</li> </ul>
<b>A1.2</b> Install signage to direct visitors to public parking and attractions.	H	0 - 1 yrs		
<b>A1.3</b> Leverage Transportation Alternatives Program (TAP) funding to revitalize the Downtown streetscape.	H	1 - 5 yrs		
<b>A1.4</b> Encourage businesses in the Downtown to include outdoor seating and landscaping.	H	Ongoing		
<b>Strategy 2: Develop a long-term strategy for enhanced connectivity to the region.</b>				
<b>A2.1</b> Strengthen connectivity between the Village of Fredericktown and developing neighborhoods surrounding Knox Lake through corridor branding, signage, and landscaping.	M	2 - 5 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> <li>• Business Organization</li> <li>• Knox County Parks District</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• Knox County Parks District</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• ODNR Recreation Grants</li> </ul>
<b>A2.2</b> Coordinate with regional partners to identify opportunities for trail access to Mount Vernon and nearby communities.	M	2 - 5 yrs		
<b>A2.3</b> Identify opportunities for shuttle and/or public transit service between Downtown Fredericktown and Knox Lake and Kokosing Lake.	L	3 - 5 yrs		
<b>A2.4</b> Promote stronger regional collaboration on community events and festivals.	H	Ongoing		

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Strengthen internal connectivity between the Owl Creek Trail and points of interest in the Village.</b>				
<b>A3.1</b> Conduct a trail study to determine optimal routes for a continuous trail loop through Fredericktown connecting to civic and educational points of interest.	M	1 - 2 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Parks District</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• Knox County Parks District</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• ODNR Recreation Grants</li> </ul>
<b>A3.2</b> Install signage and wayfinding to direct trail users to local attractions.	M	0 - 1 yrs		
<b>A3.3</b> Establish a path connection from the Fredericktown Recreation District Nature Center to Fredericktown Community Park.	M	1 - 3 yrs		
<b>A3.4</b> Construct a multi-use path on Mill Street to connect the Owl Creek Trail with the downtown.	H	1 - 3 yrs		
<b>Strategy 4: Prepare Fredericktown for emerging technologies in the realm of mobility and infrastructure.</b>				
<b>A4.1</b> Conduct a cost-benefit analysis on implementation of a fiber optic network.	L	1 - 2 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• One Columbus/ JobsOhio</li> </ul>
<b>A4.2</b> Work with local and nearby business and workforce leaders to identify infrastructure needs for leading industries.	M	0 - 1 yrs		
<b>A4.3</b> Support regional workforce initiatives to prepare local workers for changes in manufacturing and agricultural jobs.	M	Ongoing		

# PARKS & RECREATION

*Preserve Fredericktown’s natural resources, promote recreational tourism, and foster community partnerships to grow and maintain local parks, trails, and waterways.*

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Strengthen community connections to existing recreational assets.</b>				
<b>A1.1</b> Open up the riverfront to the Downtown through streetscape and bridge improvements.	H	1 - 3 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• ODNR Recreation &amp; NatureWorks Grants</li> </ul>
<b>A1.2</b> Encourage cyclists to visit Downtown with signage, bike lanes, and/or amenities.	H	0 - 2 yrs		
<b>A1.3</b> Connect the Fredericktown Community Park athletic fields to the Mill Street Nature Center up the hill.	M	1 - 3 yrs		
<b>A1.4</b> Expand the Owl Creek Trail to include connections to Downtown, parks, and school facilities.	H	1 - 3 yrs		
<b>Strategy 2: Promote recreational tourism.</b>				
<b>A2.1</b> Generate commercial activity associated with the Kokosing River through seasonal water activities, fishing events, and educational programming.	H	Ongoing	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Park District</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Knox County Foundation</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• ODNR Recreation &amp; NatureWorks Grants</li> <li>• Cultural Heritage Tourism Grant</li> </ul>
<b>A2.2</b> Update the zoning code to permit lodging Downtown.	H	0 - 1 yrs		
<b>A2.3</b> Collaborate with the Fredericktown Recreation District and the Knox County Park District on opportunities to expand recreational programming to non-residents.	M	1 - 2 yrs		
<b>A2.4</b> Partner with regional entities to identify opportunities for trail connections with nearby communities.	M	2 - 5 yrs		

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Ensure robust access to open green space and recreation amenities for residents.</b>				
<b>A3.1</b> Convene stakeholders to identify opportunities for expansion of existing community events and recreational programming.	H	0 - 1 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Park District</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> <li>• ODNR Recreation &amp; NatureWorks Grants</li> </ul>
<b>A3.2</b> Encourage future residential development to include communal amenities (ex: community gardens, dog parks, paths, etc.).	H	Ongoing		
<b>A3.3</b> Promote green infrastructure and best management practices (BMP) in future streetscape improvements.	H	Ongoing		
<b>A3.4</b> Assemble and leverage regional resources to secure additional grants and funding for parks and recreation improvements.	H	1 - 5 yrs		

# COMMUNITY IMAGE & BRAND

*Pursue a Village identity which celebrates Fredericktown’s rich history, engages the community, and increases regional visibility.*

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Priority Strategy: Create a Village marketing plan.</b>				
<b>A1.1</b> Review and update existing branding materials (i.e. logo, tagline, colors).	M	0 - 1 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Business organization</li> <li>• Area Development Foundation (ADF)</li> <li>• Knox County Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> <li>• Knox County Convention &amp; Visitors Bureau</li> <li>• Cultural Heritage Tourism Grants</li> </ul>
<b>A1.2</b> Ensure cohesion in branding across media platforms.	M	0 - 1 yrs		
<b>A1.3</b> Create a centralized community calendar and newsletter.	H	0 - 1 yrs		
<b>A1.4</b> Coordinate with local organizations to create a marketing strategy to reach local, county, and regional visitors with news and events.	M	1 -2 yrs		
<b>Strategy 2: Elevate Fredericktown’s regional visibility.</b>				
<b>A2.1</b> Capitalize on Downtown improvements to develop and market the image of Fredericktown.	H	Ongoing	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Business organization</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> </ul>
<b>A2.2</b> Expand and enhance Fredericktown’s social media and online marketing.	H	0 - 2 yrs		
<b>A2.3</b> Encourage local businesses to collaborate regionally on marketing and networking efforts.	M	Ongoing		

	PRIORITY	TIMELINE	RESPONSIBLE PARTIES	FUNDING
<b>Strategy 3: Strengthen the branding of the built environment.</b>				
<b>A3.1</b> Institute design guidelines to encourage desired building type and style.	H	0 - 2 yrs	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Business organization</li> <li>• Area Development Foundation (ADF)</li> </ul>	<ul style="list-style-type: none"> <li>• Village of Fredericktown</li> <li>• Knox County Foundation</li> <li>• Certified Local Governments Grant Program</li> </ul>
<b>A3.2</b> Ensure cohesive signage throughout Fredericktown; particularly at gateways.	H	1 - 2 yrs		
<b>A3.3</b> Engage residents and community stakeholders in improvement projects.	H	Ongoing		
<b>A3.4</b> Encourage and support private property owners in enhancing their facade and frontage (i.e. planters, seating, etc.).	H	Ongoing		



The image features a solid orange background. A large, thin white arc curves across the top and right side. Below it, a series of concentric white arcs are visible. Several colored dots (dark green, light green, and light orange) are scattered across the upper half, with thin white lines connecting some of them. A solid blue horizontal band spans the bottom third of the page, containing the word 'APPENDIX' in white, bold, uppercase letters.

# APPENDIX

# APPENDIX

## COMMUNITY SURVEY RESULTS

The following pages provide the complete raw results of the Fredericktown Village Strategic Plan Community Survey as summarized in Chapter 03 Public Engagement. An overview of the 41 survey respondents (as provided by voluntary demographic questions) is shown first, followed by multiple choice questions then open-ended responses.

### SURVEY PARTICIPANTS

#### Q1 Do you live in the Village of Fredericktown?

ANSWER CHOICES	RESPONSES
Yes, I live in Fredericktown Village limits	73.17% 30
No, but I live in the Fredericktown School District	17.07% 7
No, I live elsewhere	9.76% 4
<b>TOTAL</b>	<b>41</b>

#### Q2 Do you work in the Village of Fredericktown?

ANSWER CHOICES	RESPONSES
Yes, I work in Fredericktown	41.46% 17
I don't work	0.00% 0
I'm Retired	19.51% 8
No, I work elsewhere	39.02% 16
<b>TOTAL</b>	<b>41</b>

#### Q19 How would you describe your gender?

ANSWER CHOICES	RESPONSES
Male	58.97% 23
Female	41.03% 16
Non-binary / third gender	0.00% 0
Prefer not to say	0.00% 0
<b>TOTAL</b>	<b>39</b>

#### Q20 How would you describe your household type? (select all that apply)

ANSWER CHOICES	RESPONSES
I live alone	10.26% 4
I live with children (under the age of 18)	46.15% 18
I live without children (under the age of 18)	2.56% 1
I live with my spouse / partner	69.23% 27
I live with at least one family member	15.38% 6
None of these apply to me	0.00% 0
<b>Total Respondents: 39</b>	

#### Q21 What is your age?

ANSWER CHOICES	RESPONSES
Under 18	0.00% 0
18-24	0.00% 0
25-34	7.69% 3
35-44	17.95% 7
45-54	23.08% 9
55-64	20.51% 8
65-74	25.64% 10
75+	5.13% 2
<b>TOTAL</b>	<b>39</b>

#### Q22 Do you rent or own?

ANSWER CHOICES	RESPONSES
I rent	7.69% 3
I own	92.31% 36
Prefer not to say	0.00% 0
<b>TOTAL</b>	<b>39</b>

# MULTIPLE CHOICE RESPONSES

## Q3 What is your favorite thing about Fredericktown?

ANSWER CHOICES	RESPONSES	
The school system	29.27%	12
Rural character	26.83%	11
Parks and recreation	2.44%	1
Community events	7.32%	3
The public services (i.e. Fire, Police, Utilities)	4.88%	2
Job opportunities	0.00%	0
Location	24.39%	10
Other (please specify)	4.88%	2
<b>TOTAL</b>		<b>41</b>

Other (please specify):

- It's a nice community in general.
- Door 142

## Q6 Is your preferred housing type available in Fredericktown?

ANSWER CHOICES	RESPONSES	
Yes	85.37%	35
No	14.63%	6
I don't know	0.00%	0
<b>TOTAL</b>		<b>41</b>

## Q7 Would you be willing to live on a smaller lot than you currently do if it meant you would be in walking distance of parks, shops, restaurants, and other amenities?

ANSWER CHOICES	RESPONSES	
Yes	24.39%	10
No	31.71%	13
I don't know	4.88%	2
N/A (I already live in a walkable area)	39.02%	16
<b>TOTAL</b>		<b>41</b>

## Q8 Which housing issue do you think will be the most pressing for Fredericktown to address in the next ten years?

ANSWER CHOICES	RESPONSES	
Maintaining older housing	41.46%	17
Affordability	7.32%	3
Maintaining neighborhood amenities	19.51%	8
Providing high-quality rental options	7.32%	3
Providing opportunities to age in place	9.76%	4
Other (please specify)	14.63%	6
<b>TOTAL</b>		<b>41</b>

Other (please specify):

- The village will expand, allowing for new construction.
- Cleaning up the houses that are run down and get stricter zoning and ordinances
- High water prices could be a real deterrent for future residents. Also, the lack of a grocery store for sake of convenience.
- Inexpensive rent rates is leading to undesirable residents
- Maintenance of properties
- All of the above

## Q9 How often do you visit Downtown, Fredericktown?

ANSWER CHOICES	RESPONSES	
At least once a week	70.73%	29
A couple times a month	19.51%	8
A few times a year	9.76%	4
I never visit Downtown	0.00%	0
<b>TOTAL</b>		<b>41</b>

**Q10 What would encourage you to visit Downtown more? (select all that apply)**

ANSWER CHOICES	RESPONSES	
More restaurants and shops	62.50%	25
A more pedestrian-friendly environment	22.50%	9
More parking	20.00%	8
Better connectivity to the rest of the Village	7.50%	3
Beautification efforts	32.50%	13
More community events	27.50%	11
Total Respondents: 40		

**Q11 What do you think is the most important development priority for Fredericktown to focus on over the next ten years?**

ANSWER CHOICES	RESPONSES	
Attract, grow, and retain small businesses	36.59%	15
Attract, grow, and retain large businesses	26.83%	11
Increase manufacturing / industrial sites	7.32%	3
Promote the desired community character through zoning or development guidelines	12.20%	5
Preserve environmentally sensitive areas	2.44%	1
Create a range of housing options	4.88%	2
Improve connectivity	0.00%	0
Other (please specify)	9.76%	4
TOTAL		41

Other (please specify):

- the first three. Make this question so we can pick multiple answers.
- Larger incorporation limits to include industries to pay taxes appropriate to city limits
- All of the above
- Make it a destination

**Q12 How would you rate the quality of existing parks in Fredericktown?**

1 (Poor Quality)	2	3 (Average)	4	5 (Excellent Quality)
4.88%	0.00%	29.27%	41.46%	24.39%
2	0	12	17	10
<b>WEIGHTED AVERAGE: 3.80</b>				

**Q13 How would you rate the quality of existing trails in Fredericktown?**

1 (Poor Quality)	2	3 (Average)	4	5 (Excellent Quality)
0.00%	4.88%	41.46%	34.15%	19.51%
0	2	17	14	8
<b>WEIGHTED AVERAGE: 3.68</b>				

**Q14 How would you rate the importance of parks and trails for the future of Fredericktown?**

1 (Not Important)	2	3 (Average)	4	5 (Very Important)
0.00%	7.32%	19.51%	26.83%	46.34%
0	3	8	11	19
<b>WEIGHTED AVERAGE: 4.12</b>				

**Q15 What types of parks/open space do you think Fredericktown needs more of? (select all that apply)**

ANSWER CHOICES	RESPONSES	
Sports fields	0.00%	0
Nature trails	29.27%	12
Passive parks (open, un-programmed space)	9.76%	4
Community garden	9.76%	4
Programmed community space	51.22%	21
Playgrounds	21.95%	9
Water activities (ex: canoeing, kayaking, etc.)	41.46%	17
Multi-use paths	31.71%	13
Pocket parks	12.20%	5
Other (please specify)	14.63%	6
Total Respondents: 41		

Other (please specify):

- trail right along side the river
- Improve Campground, upgrade electric, sewer, water in RV park
- Can't really say. I think for the size of the community, the parks are sufficient. Maybe some new playground equipment, better lighting at Merrin and Sockman lake park. Also, higher back stops on the ball field near the river to keep from losing balls in the river. It would also be nice to extend the bike trail to Butler since it is not

- capable of being extended much further south.
- Splash pad would be amazing!
- Bike trails
- River Walk

**Q16 What do you think is the most important priority for Fredericktown to focus on over the next ten years regarding its parks, trails, and open space?**

ANSWER CHOICES	RESPONSES	
Promote recreational tourism	10.00%	4
Require new development to include green space	2.50%	1
Use trails to improve connectivity between residential, commercial, and civic uses	32.50%	13
Increase activities and events for residents	30.00%	12
Connecting to nearby villages	15.00%	6
Other (please specify)	10.00%	4
<b>TOTAL</b>		<b>40</b>

**Q17 What is the greatest challenge related to infrastructure and Village services currently in Fredericktown?**

ANSWER CHOICES	RESPONSES	
Road maintenance	20.51%	8
Quality of, or access to, utilities	10.26%	4
Village fiscal operations / taxes	28.21%	11
Traffic	0.00%	0
Planning and Zoning services	35.90%	14
Public Safety services	0.00%	0
Maintenance of public properties	5.13%	2
<b>TOTAL</b>		<b>39</b>

**Q18 Should the population increase, what do you think will be the greatest challenge related to infrastructure and Village services in the future?**

ANSWER CHOICES	RESPONSES	
Road maintenance	5.13%	2
Quality of, or access to, utilities	20.51%	8
Village fiscal operations / taxes	17.95%	7
Traffic	7.69%	3
Planning and Zoning services	33.33%	13
Public Safety services	0.00%	0
Maintenance of public properties	15.38%	6
<b>TOTAL</b>		<b>39</b>

# OPEN-ENDED RESPONSES

## Q4 What is your least favorite thing about Fredericktown?

WHAT IS YOUR LEAST FAVORITE THING ABOUT FREDERICKTOWN?
The income tax
Good old boy government. Need a mayor that's going to do something. Mayor Day is in it for the wrong reasons and he knows it.
Deteriorating sidewalks and some roadways.
No grocery store
No grocery store and rundown homes.
Water and waste prices
Water and waste prices
Water and waste prices
Lack of a grocery
The closing of retail stores: hardware, grocery, shoe shop
slumlord rentals
Slumlord rentals
Yippy dogs
In action on the part of public officials
No grocery store
The events and activities are very antiquated and there are too many unproductive committees to make a difference!
Rita
The water and sewer rates!
Rita
Lack of activities and poor appearance
No downtown entertainment
Liquor being sold now when for years Fredericktown was "dry".
That so many buildings and homes and sidewalks are deteriorating and trashy looking and in dire need of repair
Gossip
Lack of progressive planning by council .
Need more entertainment
All the electrical and cable lines
Zoning not being enforced. Don't care attitude from Village Council and residents.
Outsiders moving in and complaining about Fredericktown being... Fredericktown.
To many apartments in residential areas
The by-pass Locals complaining - mostly newcomers
Challenge in sustaining businesses
Small town
Lack of resources (including money) to upgrade and offer additional entertainment, events, etc. i.e. no theatre or venue
Condition of roadways
Taste of water, hard to get volunteers

**Q5 If you could change ONE thing about Fredericktown, what would it be?**

<b>IF YOU COULD CHANGE ONE THING ABOUT FREDERICKTOWN, WHAT WOULD IT BE?</b>
Get rid of the income tax
The mayor
With all the community events that are held, it would be nice to have a "showcase" part of time to hold such events. This would include new sidewalks definitely as well and maybe a "historic" area similar to Mount Vernon. I also think parking downtown is really messy, especially during peak hours.
More stores to shop at.
Grocery store
Try to make it a more desirable community for families to want to come and live.
Police sevices,or lack their of.Traffic on levering Dr runs 2 to 3 times posted limit constantly.
Police sevices,or lack their of.Traffic on levering Dr runs 2 to 3 times posted limit constantly.
Police sevices,or lack their of.Traffic on levering Dr runs 2 to 3 times posted limit constantly.
Lower utility bills especially water bills
More retail shops other than gun shops and gift shops or a antique shops.
bring back a grocery store
Bring back a grocery store, but that's one of many things.
Have a proactive council, not reactive.
Kick out everyone on the council who is not active and the Mayor.
Better water quality
Add some type of interactive park to the square! Like swings, or fountains, tables and chairs with umbrellas or sails for shade!
Colonial Village- abandoned, run-down trailers. empty ones need to be removed. Safety/nuisance/eye-sore
Rita
The town desperately needs another grocery store. I've contacted ALDI about potential land available, and was told there wasn't a large enough population to sustain, also because there is an ALDI in Mount Vernon that is 10-12 miles away. Also, I would like to see the water and sewer rates be a lot less than they are currently. Village residents pay about 3 times more than amount Vernon residents, and other surrounding communities in Knox county.
Rita
Improved appearance of downtown and residents homes (people taking pride in their properties)
Community building with work out facility, indoor pool, indoor basketball courts, etc.
Fast food available
That there wouldn't be so many run-down, trashy homes
the division between the north side of town and the south side of town. The north side gets all the attention, the south side gets no voice.
Look of downtown
the direction the village is going
Have a sign on the square for upcoming events, that can be read from both sides.
Change council and residents to see that Fredericktown could be a really neat place for tourists to visit.
Some lifelong residents could stand to be more open-minded.
More home owners
Downtown- dress it up
Create an improved environment for small business, restaurant, etc. to want to come and stay
Too much of a small town
More multi-family housing!
Connect trail outside of town
Attitude of Village Govt & residents or the speed at which things get done.

# APPENDIX

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## MARKET ANALYSIS REPORT

As part of the strategic planning process, Urban Decision Group (UDG) conducted a market analysis to evaluate current conditions and trends related to land use, development, economics, and housing. Key takeaways are integrated throughout the Plan and the complete report is provided as follows.



# Background

Fredericktown is located in the northwest quadrant of Knox County, Ohio, in parts of Morris and Wayne Townships. Fredericktown is under an hour from Downtown Columbus to the south and 30 minutes from Mansfield to the north via Interstate 71.

Fredericktown roads radiate in all directions from the intersection of Main and Sandusky Streets in downtown. State Route 13 sweeps to the west bypassing the historic center of the village along the west bank of the North Branch of the Kokosing River. State maintained parks are located around the lakes to the north of Fredericktown. Local parks have been established around river and streams on the north side of the village. The combined campus of the Fredericktown Local School District is located on Sandusky Road to the west.

State Route 13, improved in parts to a limited access highway standard, connects Fredericktown to Mount Vernon to the southeast (9,700 vehicles per day AADT, ODOT 2017 estimate) and Interstate 71 at Mansfield to the north (7,000 vehicles per day). Sandusky Road, or State Route 95, (5,600 vehicles per day) heads west from the village to the combined campus of the Fredericktown Local School District and then to the State Route 13 interchange. State Route 95 continues westward through Chesterville, the nearest interchange with Interstate 71, and on to Mount Gilead. State Route 6, or Upper Fredericktown Road (2,000 vehicles per day), leads southeast from the village to Mount Vernon. Other roads including Sparta Road, Main Street, Fredericktown-Amity Road, and Montgomery Road also radiate out from Fredericktown.

The following describes how the Village compares statistically to the geographies within Knox County.

**Figure 1.**  
Vehicles per day on major thoroughfares



## Population Characteristics

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The population of Fredericktown has historically fluctuated around a total population of 2,500. The population decreased from 2,514 in 2000 to 2,493 in 2010, a change of -0.8%. The estimated population for Fredericktown in 2019 is 2,539 and projected to increase to 2,571 by the year 2024, at an annual rate of 0.27%. Fredericktown increases in size by one to two people each year. Centerburg is the fastest growing village in the county with a growth rate of over 40% from 2000 to 2024, or approximately 27 people per year in that time. The population increase between 2000 and 2019 of 33 percent out paces the growth experienced in Danville (6.8%), Fredericktown (0.9%), Gambier (25.5%), Mount Vernon (5.1%), and Knox County (14.9%). The State of Ohio has grown by 3.7% since 2000 but almost all of Ohio's growth during this time has been concentrated in and around Columbus and suburban Cincinnati.

The following table describes each village in Knox County in terms of population, by the number of households, the number of families, and the size of households and families. The 2000 and 2010 figures are from the Decennial U.S. Census. The 2019 and 2024 figures are estimates. A household includes all the people occupying a housing unit. The size of family includes the family householder and all other people in the living quarters who are related to the householder by birth, marriage, or adoption.<sup>1</sup> The column pertaining to Fredericktown is highlighted. Other places within the county and Knox County are included for comparison.

Two people in Fredericktown were reported to live in group quarters. Group quarters include college or university student housing, correctional facilities, residential treatment centers, and nursing facilities. No correctional facilities are known within the four villages. Fifty-one people in Centerburg live in group quarters, assumed to be senior facilities. Nearly 1500 (75%) of the population of Gambier live in group quarters, most likely all to be in college dormitories.

Household composition within Fredericktown has remained steady since 2000. The average household size for those within Fredericktown is 2.37 persons. Family households account for 66 percent of all households in Fredericktown. This characteristic is shared with rural Knox County.

The median age of the population of Centerburg, Danville, and Fredericktown is in the upper 30s. The median age of Fredericktown is projected to increase slightly with each year.

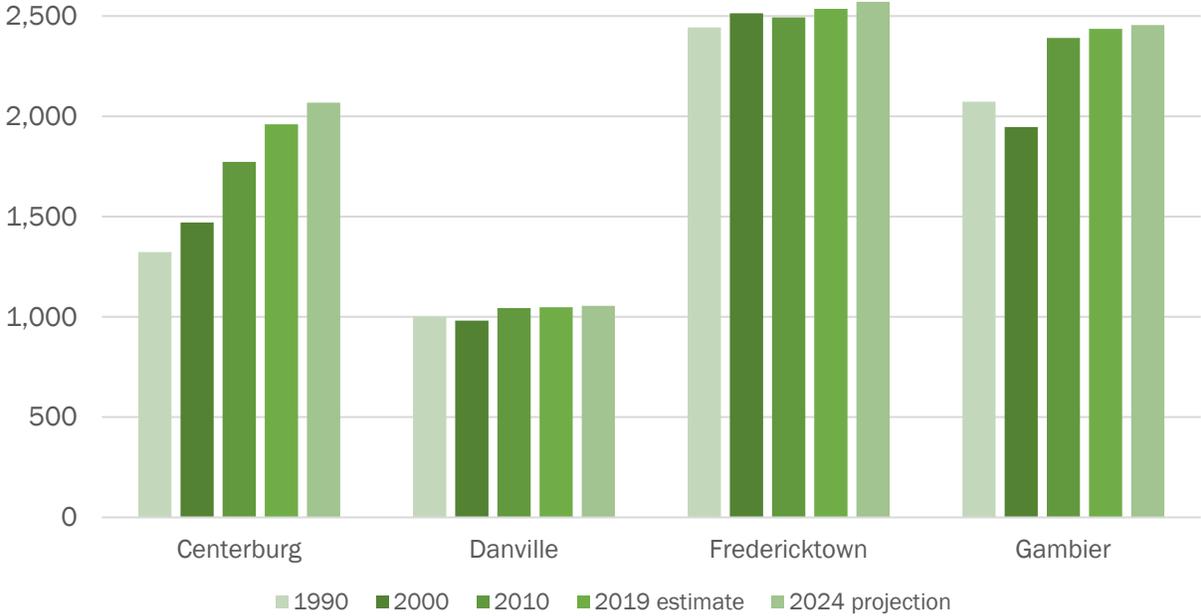
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<sup>1</sup> U.S. Census Current Population Survey (CPS) subject definitions

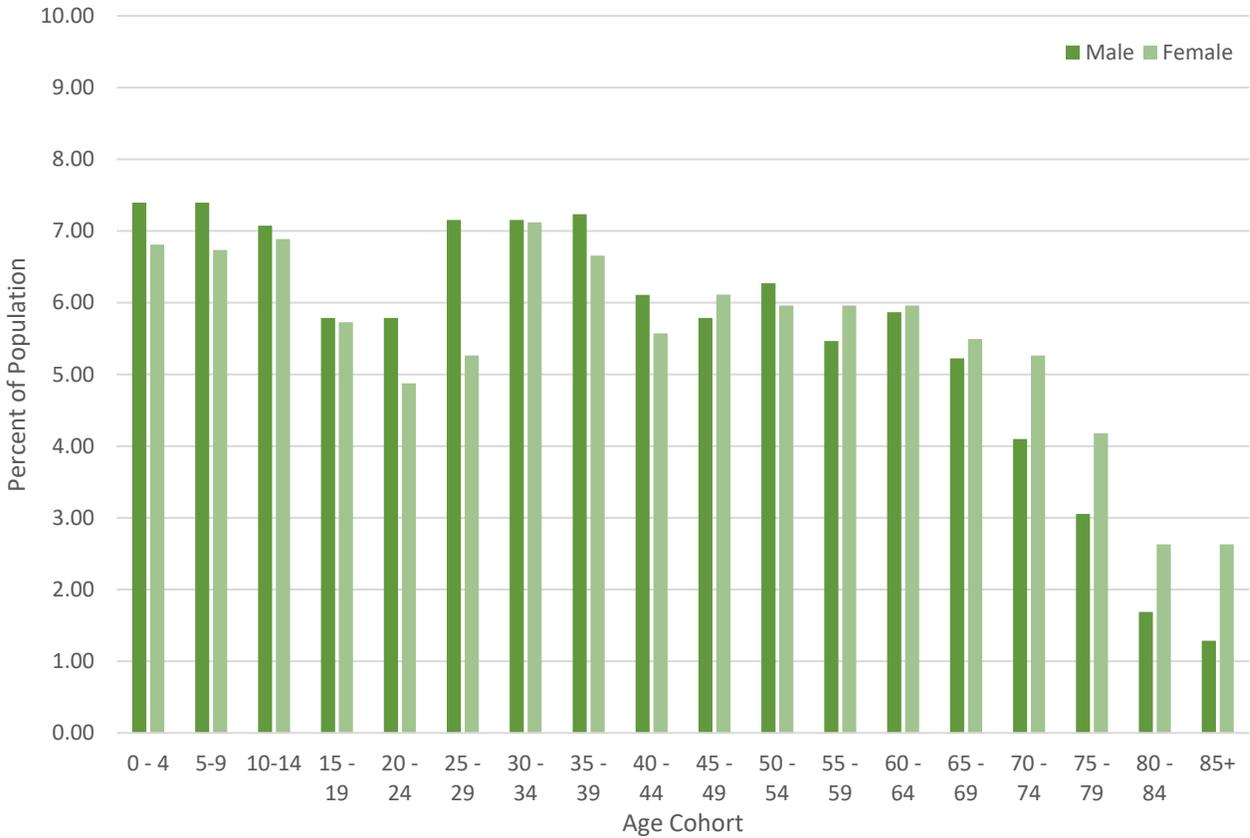
	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
<b>Population Summary</b>						
2000 Total Population	1,471	981	2,514	1,947	16,196	54,500
2010 Total Population	1,773	1,044	2,493	2,391	16,904	60,921
2019 Total Population	1,960	1,048	2,536	2,436	17,022	62,611
2019 Group Quarters	51	0	2	1,448	1,295	3,510
2024 Total Population	2,068	1,055	2,571	2,455	17,191	63,751
2019-2024 Annual Rate	1.08	0.13	0.27	0.16	0.20	0.36
2019 Total Daytime Population	1,939	1,022	2,825	2,931	23,523	58,148
Workers	1,036	504	1,412	1,637	13,874	24,998
Residents	903	518	1,413	1,294	9,649	33,150
<b>Household Summary</b>						
2000 Households	506	402	1,056	295	6,496	19,975
2000 Average Household Size	2.79	2.44	2.38	2.54	2.27	2.56
2010 Households	622	425	1,050	343	7,064	22,607
2010 Average Household Size	2.77	2.46	2.37	2.78	2.21	2.54
2019 Households	699	426	1,076	352	7,163	23,377
2019 Average Household Size	2.73	2.46	2.36	2.81	2.20	2.53
2024 Households	740	429	1,095	359	7,263	23,868
2024 Average Household Size	2.73	2.46	2.35	2.81	2.19	2.52
2019-2024 Annual Rate	1.15	0.14	0.35	0.39	0.28	0.42
2010 Families	474	306	695	150	4,172	15,693
2010 Average Family Size	3.19	2.90	2.90	3.24	2.85	3.04
2019 Families	525	301	697	147	4,109	15,935
2019 Average Family Size	3.17	2.93	2.90	3.28	2.87	3.05
2024 Families	554	302	703	148	4,123	16,170
2024 Average Family Size	3.16	2.93	2.90	3.27	2.87	3.05
2019-2024 Annual Rate	1.08	0.07	0.17	0.14	0.07	0.29

**Table 1.** Total population, total number of families, total number of households, average family size, and average household size for geographies in Knox County in 2000, 2010, estimated for 2019, and projected for 2024.

# Population Summary



**Figure 2.** Population in each village counted in 1990, 2000, and 2010 US Census with third party estimates for 2019 and 2024.



**Figure 3.** Population cohort for village in 2019.

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Median Age 2010	36.6	35.9	37.2	22.1	38.6	38.1
Median Age 2019	37.6	37.4	38.1	22.2	40.2	39.7
Median Age 2024	36.0	39.0	38.5	22.3	41.5	40.7

**Table 2.** Median Age by year with accompanying chart to expand on the age by sex cohort for the village in 2019.

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Household Income Base	699	426	1,076	352	7,163	23,377
Percent within cohort						
<\$15,000	11.4	14.3	9.9	9.1	15.2	10.7
\$15,000 - \$24,999	8.9	10.1	10.2	7.4	12.3	9.1
\$25,000 - \$34,999	6.7	11.3	19.6	6.3	12.8	11.1
\$35,000 - \$49,999	9.4	21.6	16.2	12.5	17.5	16.3
\$50,000 - \$74,999	18.7	19.2	17.0	19.6	20.5	20.2
\$75,000 - \$99,999	21.3	12.2	14.8	8.2	10.2	14.3
\$100,000 - \$149,999	19.2	6.8	8.1	27.3	7.6	12.0
\$150,000 - \$199,999	3.6	3.1	1.9	8.2	1.7	3.9
\$200,000+	0.7	1.4	2.2	1.7	2.1	2.5
Median Household Income	<b>\$65,994</b>	\$43,593	\$43,227	<b>\$67,121</b>	\$41,948	\$52,427
Average Household Income	<b>\$70,581</b>	\$56,788	\$59,494	<b>\$80,772</b>	\$56,399	\$67,814
Per Capita Income	\$25,187	\$20,761	\$25,090	\$14,986	\$23,592	\$25,425

**Table 3.** Household Income

The average and median income for households within Fredericktown are \$43,227 and \$59,464. Similar to Danville, over 50% of households in Fredericktown earn less than \$50,000 per year. Fredericktown follows the trend of Knox County as a whole.

Approximately 20 percent of households within Knox County live below the federal poverty guideline of \$25,100 (for a family of four). Nationally, the poverty rate has declined since 2014 when the rate was 14.8 percent. Today, the national poverty rate sits at 12.3 percent, which is almost identical to that in the State of Ohio.

## Workforce Analysis

Nearly 60 percent of Fredericktown residents 25 and over have some college experience or have earned a degree. Ten percent in Fredericktown have a graduate or professional degree which is a rate ahead of all other municipalities villages and statistical units within Knox County except Gambier. Gambier is home to Kenyon College and as a college town is statistically different where age, and income cluster on the low end for most residents who live in group quarters for 9 months out of the year in pursuit of higher education. Data for Gambier also reflect the age, income, and education of professors at the college. In Fredericktown and the other villages in Knox County, the data represent households across many life stages and experiences. In Fredericktown, 26.21% of the residents left college before graduating. For 31 percent of Fredericktown Villagers over the age of 25, a high school diploma is the highest level attained. In Knox County and the State of Ohio approximately 37 percent and 39 percent respectively, have achieved a high school diploma as their highest level of educational attainment.

In Knox County, 17 percent are employed in manufacturing, 13 percent in educational services, and 12 percent in educational services. In Fredericktown, employment is concentrated in manufacturing (19.51%), health care (18.19%), and retail trade (11.86%). More residents in Fredericktown are employed in manufacturing than any other community in the comparison chart. Residents in Fredericktown appear to be interested in higher education but that does not always translate to degrees awarded or income earned. A finer level of analysis may reveal if those who did not complete college found work in manufacturing and are therefore sorted into the middle income brackets (or the lower income brackets with employment in retail). Those with medical degrees are the top earners in the community.

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
Total Age 25+	1,291	702	1,717	562	11,614	41,868
Highest Level Attained (%)						
Less than 9th Grade	0.62	4.42	1.34	0.53	3.27	3.34
9th - 12th Grade, No Diploma	<b>3.49</b>	<b>6.13</b>	<b>5.88</b>	0.00	6.90	5.14
High School Graduate	<b>40.98</b>	<b>41.31</b>	31.04	13.35	37.02	36.98
GED/Alternative Credential	2.40	2.85	2.21	0.00	4.72	4.10
Some College, No Degree	17.35	17.09	<b>26.21</b>	10.50	18.58	19.28
Associate Degree	<b>10.77</b>	<b>8.97</b>	<b>8.44</b>	2.67	6.39	7.40
Bachelor's Degree	<b>19.05</b>	15.10	14.15	<b>30.25</b>	15.00	15.89
Graduate/Professional Degree	5.34	4.13	<b>10.72</b>	<b>42.70</b>	8.12	7.86

**Table 4.** Educational Attainment

	Centerburg Village	Danville Village	Fredericktown Village	Gambier Village	Mount Vernon	Knox County
2018 Employed Population 16+ by Industry						
Total	1,089	557	1,179	1,220	7,866	31,064
Agriculture	7	33	3	0	16	535
Mining	3	3	0	0	3	34
Construction	157	38	94	85	313	2,590
Manufacturing	168	102	222	13	1,385	5,082
Wholesale Trade	44	4	16	0	65	690
Retail Trade	143	52	135	68	683	2,485
Transportation	34	5	30	0	221	1,101
Utilities	7	4	0	2	25	315
Information	11	11	50	19	68	487
Finance/Insurance	72	8	62	77	310	1,352
Real Estate	10	13	5	17	97	317
Professional/Tech Services	37	8	30	27	148	827
Management	0	0	0	0	0	0
Admin/Waste	33	10	24	35	201	888
Educational Services	84	45	96	576	1,148	3,636
Health Care	99	110	207	74	1,179	4,010
Arts/Entertainment	6	0	0	10	46	195
Accommodation/Food Services	32	26	85	108	870	2,418
Other Services	72	34	53	58	438	1,744
Public Administration	47	31	26	6	199	1,027

**Table 5.** Employment by Industry

Commute for Work	Estimate	PCT
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Fredericktown ACS 2013-2017

Worked in Place of Residence	198	14.8%
Worked Outside Place of Residence	1143	85.2%
Worked in Knox County	899	67.0%
Worked outside Knox County	442	33.0%
Worked Outside Ohio	0	0.0%
Total Workers 16 and Over	1341	100.0%

**Table 6.** Commute for work. American Community Survey

The Knox County Comprehensive Plan 2018 Update by reference to analysis within Mid-Ohio Regional Planning Commission (MORPC) and Columbus2020 planning documents found that approximately 10,300 Knox County Residents commute to jobs outside the county; the majority of whom work in Licking and Franklin County. Those who travel north tend to work in Mansfield and Wooster. The majority of those who commute into Knox County work in manufacturing. Manufacturing is concentrated in Mount Vernon. The largest employers in Knox County are also in Mount Vernon.

Among the most common job types in Knox County with the best pay, postsecondary teachers top the list with nearly 500 employed at an average annual wage over \$77,000. Over 400 registered nurses average over \$64,000 annually. Elementary and middle school teachers average nearly \$55,000 per year among the 440 counted in a study by Celmar in 2017<sup>2</sup>. Seven of the top ten most common jobs in Knox County, paid wages less than 150 percent of the federal poverty threshold.

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<sup>2</sup> Turnover Basics and Wage Survey Trend Review. Bethany Celmar PHR. Referenced in The Knox County Comprehensive Plan 2018 Update

## Housing Analysis

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Through October of 2019, 37 homes were sold in Fredericktown at an average value of \$112,000. According to Zillow, many of the sales included large American four-square style homes in the historic center of Fredericktown under \$200,000, if not under \$100,000. Ranch and cape cod style homes are also on the market. The housing market in Fredericktown also includes a newer single-family subdivision adjacent to a mobile home park on the west side of the village. Fredericktown may draw residents who work in Columbus, Mount Vernon, and Mansfield.

The Village has a radial shape and it appears as though the village has room to grow. The history of the village is celebrated through the landmarked buildings in the center. Historic homes have a certain appeal, but may not have the bedrooms or amenities common in contemporary construction.

In Fredericktown, 131 homes have been sold since 2016. Sales as recorded with the Knox County Auditor are summarized in the table below.

Market-rate rental housing within the study area includes accessory units for which some listings were found but details could not be substantiated. A two bedroom, two-bathroom apartment was listed at \$600 per month in Pleasant View Apartment complex on the south side of town between Main Street and Mount Vernon Street (or Upper Fredericktown Road). The Pleasant View community is the only apartment complex in Fredericktown. The map below shows median contract rent in the area reported to the American Community Survey (ACS).

Outside of Mount Vernon, Centerburg has the most multi-family rental options in Knox County. An account of the limited data on multi-family apartment communities is provided above. Mount Vernon is less than 15 minutes by car via State Route 13.

	count	Price (average)	Square Feet (average)	Number of Bedrooms (average)	Number of Bathroom (average)	Days on Market (average)	Price per Square Foot (average)	Year Built (average)	Acres (average)
Centerburg	2	\$144,450.00	2,128.00	4.00	2.00	62.50	\$71.80	1903	0.15
Danville	2	\$86,500.00	1,992.00	4.00	2.00	197.00	\$46.94	1961	0.24
Fredericktown	7	\$126,300.00	1,499.29	3.29	1.57	48.57	\$87.38	1949	0.35
Gambier	3	\$188,300.00	1,548.00	3.33	2.00	275.33	\$120.42	1969	1.29

**Table 7.** Homes for sale October 2019. Zillow.com

Year	Number of Sales	Average Sales Value	Average Living Area	Sales Value per Sq. Ft.
2019	37	\$112,202	1,464	77
2018	33	\$121,930	1,354	90
2017	29	\$102,983	1,466	70
2016	32	\$112,502	1,423	79
2015	30	\$110,545	1,410	78
2014	24	\$107,487	1,408	76
2013	23	\$98,507	1,406	70
2012	10	\$92,350	1,604	58
2011	10	\$103,300	1,486	69
2010	15	\$97,447	1,313	74
2009	11	\$108,676	1,350	81

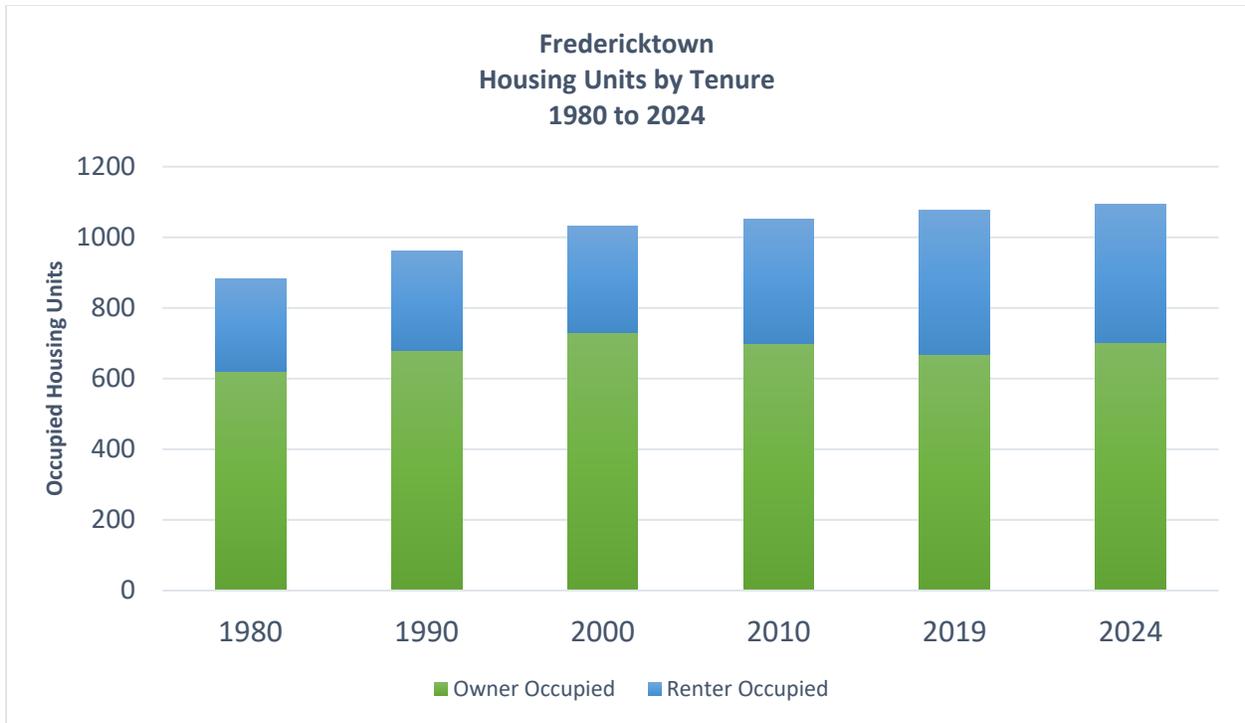
**Table 8.** Fredericktown home sales data.

Housing Units by Occupancy Status and Tenure							
	Census 2010		2019 estimate		2024 projection		
	Number	%	Number	%	Number	%	
Total Housing Units	1,133		1,175		1,205		
Occupied	1,050	92.67%	1,077	91.66%	1,094	90.79%	
Owner	708	62.49%	669	56.94%	701	58.17%	
Renter	342	30.19%	408	34.72%	393	32.61%	
Vacant	83	7.33%	99	8.43%	110	9.13%	

**Table 9.** Housing Units by Occupancy Status and Tenure.

Name/Address	Village	Total Units	Available Units	Age or Income Restrictions	Notes
Danville Commons	Danville	48	0	42 of 48 Units Income Restricted (RD 515 Subsidy)	Market-Rate: 2 BR \$550/month RD 515: Renters pay 30% of Household Income
Centerburg Court	Centerburg	36	0	no	would not disclose
Centerburg Commons	Centerburg	36	2	affordable	3-bedroom apartments \$451-\$478/month,
Heart of Ohio Homes	Centerburg	25	0	affordable	3 to 4-bedroom homes with garages \$556-\$682/ month
164 W Houck Street	Centerburg	20	0	62+, affordable	
Pleasant View	Fredericktown	32	0	no	2-bedrooms \$610 per month
411 Chase Ave	Gambier	24	0	affordable	5 person waiting list; 15 1-bedroom at \$400base, 8 2-bedrooms \$435
would not disclose	Gambier	2	1		\$675/month

**Table 10.** Limited data on apartments in Knox County from various sources including Apartments.com and interviews with property managers.



**Figure 4.** Historic estimate of Housing Units by Tenure in Fredericktown.

### Rental Housing Demand

In order to understand the future demand for rental housing in Fredericktown, we first analyzed the rental housing supply and demand in Knox County. According to estimates from Esri, a third-party data provider, the number of renter occupied households in Knox County is projected to decline between 2019 and 2024 by 128 households after gaining 1,137 renter households between 2010 and 2019.

Although renter households are projected to decline overall, we anticipate demand for 323 new multi-family housing units within the next five years. In order to calculate the total units needed, we used the 2024 projected renter household figure and then added 5 percent, with the goal being a 5 percent vacancy rate needed for a balanced market. We then subtracted the existing rental units (both occupied and vacant) and any planned and proposed units. Through our research, we could identify only 16 units proposed in Mt Vernon. Finally, we estimated that around 3 percent of rental housing would need to be replaced in the next 5 years because of age and quality. This leaves us with 323 additional units needed to achieve a balanced market with a 5 percent vacancy rate.

Outside of Mt Vernon, Centerburg is in the best positions to absorb some of market-rate multi-family housing demand because of its proximity to Columbus and higher incomes relative to other villages in the county. There are very few market-rate, multi-family housing options in and around Centerburg. The last market-rate apartment property was built in 1997 and is 100% occupied. Based on analysis of single-family home parcels that in Centerburg that are not receiving the 2.5 percent owner-occupancy credit 44.9 percent, much of this demand is being absorbed by single-family homes being used as rental properties.

Short-Term Rental Demand Scenario	Rental Housing 5-Year Demand					
	All Incomes	< \$30K	\$30K to \$60K	\$60K to \$100K	\$100K to \$150K	\$150K and up
Income Range						
2019 Households	7,974	3,447	2,368	1,822	210	127
2024 Households	7,945	3,227	2,348	2,030	188	152
Rental Units Needed for Balanced Market (95% Occupied)	8,363	3,397	2,472	2,136	198	160
- Existing Occupied Rental Product (2019 Households)	7,974	3,447	2,368	1,822	210	127
- Existing Vacant Units For Rent	265	116	80	61	7	0
- Planned & Proposed Projects	16	0	0	0	0	0
+ Units Needed to Replace Obsolete Rental Housing Stock	199	105	50	38	4	1
<b>Total Units Needed Over 5 Years</b>	<b>323</b>	<b>-61</b>	<b>73</b>	<b>291</b>	<b>-15</b>	<b>35</b>

**For-Sale Housing Demand**

Based on our understanding of the housing market through data analysis and field work, we have determined the Housing Market Analysis (HMA) for Fredericktown to be Knox County. While we understand that some support for new housing will come from outside of the county, any new housing development in Fredericktown will draw the majority of support from within Knox County.

In the for-sale housing market, we are projecting that demand will outpace supply by 2026. This scenario assumes a 0.8 percent vacancy rate in the for-sale market (based on Census data) and that 1.0 percent of the housing stock will need to be replaced within 5 years. Based on projected owner-occupied housing growth, we anticipate that 803 available single-family homes will need to be available in Knox County. We also anticipate that 131 homes will be available as “vacant for rent” and that 162 homes will need replaced because of age and quality. Once we take all of these factors into consideration, we anticipate demand for 905 new single-family homes in Knox County by 2024.

Based on projected income by tenure trends, the demand for homes will come primarily from those households making \$100,000 to \$150,000. It is projected that these types of homeowners will continue to grow through 2026.

Looking at the 10-year growth projections, we anticipate demand for single-family housing in Knox County to be 1,690 new homes.

Short-Term For-Sale Demand Scenario	For-Sale Housing 5-Year Demand				
	All Incomes	< \$50K	\$50K to \$100K	\$100K to \$150K	\$150K and up
Income Range					
2019 Households by Income	16,023	5,817	6,243	2,592	1,371
2024 Households by Income	16,642	5,867	6,315	2,883	1,576
For-Sale Units Needed for Balanced Market (98.5% Occupied)	16,896	5,957	6,412	2,927	1,600
- Existing Occupied For-Sale Product (2019 Households)	16,023	5,817	6,243	2,592	1,371
- Existing Vacant Units For Sale	130	47	51	21	11
+ Units Needed to Replace 1% of For-Sale Housing Stock	162	59	63	26	14
<b>Total Units Needed Over 5 Years</b>	<b>905</b>	<b>152</b>	<b>181</b>	<b>340</b>	<b>232</b>

**Table 11.** Short-Term for-sale housing demand scenario. Urban Decision Group.

Mid-Term For-Sale Growth Scenario	For-Sale Housing 10-Year Demand (Current Trends)				
	All Incomes	< \$50K	\$50K to \$100K	\$100K to \$150K	\$150K and up
Income Range					
2019 Income Qualified Households	16,023	5,817	6,243	2,592	1,371
2029 Income Qualified Households	17,261	5,918	6,387	3,174	1,782
For-Sale Units Needed for Balanced Market (98.5% Occupied)	17,524	6,008	6,485	3,222	1,809
- Existing Occupied For-Sale Product	16,023	5,817	6,243	2,592	1,371
- Existing Vacant Units For Sale	134	47	51	23	13
+ Units Needed to Replace 2% of For-Sale Housing Stock	323	117	126	52	28
<b>Total Units Needed Over 10 Years</b>	<b>1,690</b>	<b>261</b>	<b>317</b>	<b>659</b>	<b>453</b>

**Table 12.** Mid-term for-sale housing demand scenario. Urban Decision Group.

**Senior Living and Senior Care**

Given the age and quality of the single-family housing stock and lack of multi-family options within the village, we anticipate demand for other housing and care options for seniors living within Fredericktown. Currently, the closest options for senior living and nursing care are located in Mt Vernon. The table below illustrates the options for seniors broken down by type: independent living, congregate care, assisted living and nursing care.

<b>Independent Living/Congregate Care Facilities</b>				
<b>Name</b>	<b>Year Open/ Renovated</b>	<b>Total Units</b>	<b>Number Vacant</b>	<b>Occupancy Rate</b>
Ohio Eastern Star Home	1951	12	0	100.0%
The Living Center	1963/1986	41	6	85.4%
<b>Total</b>		<b>53</b>	<b>6</b>	<b>88.7%</b>

<b>Assisted Living Facilities</b>				
<b>Name</b>	<b>Year Open/ Renovated</b>	<b>Total Units</b>	<b>Number Vacant</b>	<b>Occupancy Rate</b>
Brookdale Mount Vernon	2002	110	2	98.2%
Country Club Center II	1979	36	0	100.0%
Hamilton Assisted Living	1989/2013	19	0	100.0%
Mount Vernon Health & Rehab Center (Lower)	2007	11	0	100.0%
Mount Vernon Health & Rehab Center (Upper)	2019	11	11	0.0%
<b>Total</b>		<b>187</b>	<b>13</b>	<b>93.0%</b>

<b>Nursing Care Facilities</b>				
<b>Name</b>	<b>Year Open/ Renovated</b>	<b>Total Units</b>	<b>Number Vacant</b>	<b>Occupancy Rate</b>
Buchenwald Healthcare Neighborhood	2016	62	0	100.0%
Centerburg Pointe	2009	66	6	90.9%
Centerburg Respiratory & Specialty Rehab	1979	42	5	88.1%
Country Club Center I	1979	76	0	100.0%
Country Court	1971	92	23	75.0%
Moreland Hughes Rehabilitation Center	2002	24	4	83.3%
Mount Vernon Health & Rehab Center	2013	20	1	95.0%
The Laurels of Mount Vernon	1948/1995	104	2	98.1%
Whispering Hills Care Center	1992	36	4	88.9%
<b>Total</b>		<b>522</b>	<b>45</b>	<b>91.4%</b>

All of the independent living and assisted facilities in Knox County are located in Mount Vernon. The only two senior care facilities located outside of Mt Vernon are Centerburg Pointe and Centerburg Respiratory and Specialty Rehab.

For the purpose of forecasting demographic support, we have taken the range of the average monthly fees for the independent living and congregate care properties surveyed in Knox County.

Our calculations assume that up to 60.0% of annual household income would be directed toward these fees. Assuming a five-year stay, these fees yield total costs and required assets/income as follows:

- Independent Living -  $\$1,385 \times 12 = \$16,620 / 60\% = \$27,700 \times 5 \text{ years} = \$138,500$
- Congregate Care - Low -  $\$2,200 \times 12 = \$26,400 / 60\% = \$44,000 \times 5 \text{ years} = \$220,000.$
- Congregate Care - High -  $\$2,650 \times 12 = \$31,800 / 60\% = \$53,000 \times 5 \text{ years} = \$265,000.$

A wide variety of other options exists for seniors of generally good health. These options include homeownership and condominium/patio homes, as well as conventional apartments. Based upon these choices, we consider capture rates ranging from 5% to 10% of income-qualified households as achievable rates. As such, a conservative 10% capture rate was used in our demand estimates. Support calculations are summarized in the following table:

<b>Total Support For Senior Living</b>					
<b>Knox County</b>					
<b>Base Monthly Rate</b>	<b>Support</b>	<b>X 10.0% Capture Rate</b>	<b>/80% (20% Support From Outside Market Area)</b>	<b>Competitive Units</b>	<b>Net Support</b>
<b>Independent</b> <b>\$1,385</b>	1,681 + 1,219 = 2,900	290	363	12	351
<b>Assisted (Low)</b> <b>\$3,111</b>	1,868 + 659 = 2,527	253	316	187	129
<b>Assisted (High)</b> <b>\$4,472</b>	1,699 + 383 = 2,082	208	260	187	73
<b>Nursing</b> <b>\$218*</b>	1,516 + 190 = 1,706	171	213	480**	-267

\*Denotes Daily Fee

\*\*Excludes Nursing units at Centerburg Respiratory & Specialty Rehab

As illustrated by the support calculations above, Knox County could support 351 new independent living units by capturing ten percent of the income and age qualified population in the county. We believe this presents an opportunity for Fredericktown given the age of the other two independent living facilities in Knox County and the anticipated support. There is also support for assisted living units in Knox County, at both the low and high ends of the monthly rate based on existing facilities.



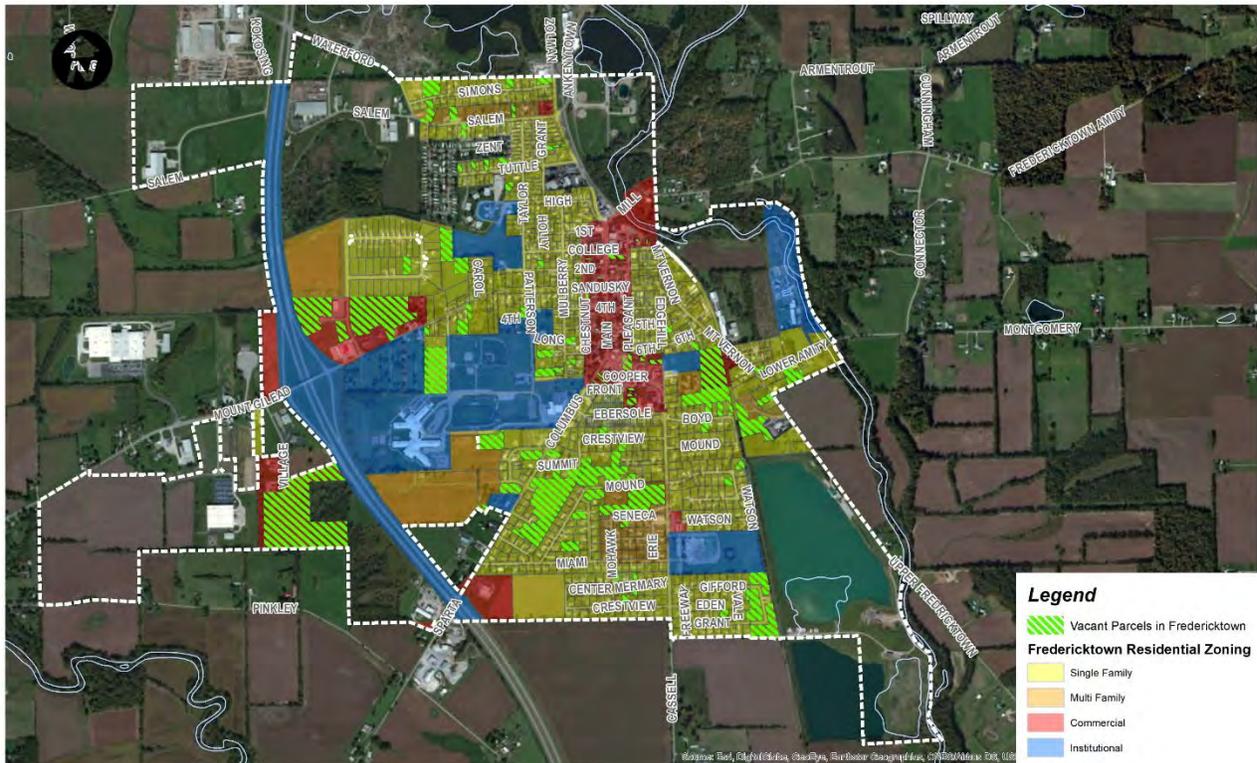
	2006	2007	2008	2009	2010	2011	2012
Number built	6	4	4	4	3	5	8
Lots available	49	43	39	35	31	28	23
Absorption Rate	12.24%	9.30%	10.26%	11.43%	9.68%	17.86%	34.78%
Average Sales Amount of homes	\$58,140	\$114,760	\$90,067	\$77,751	\$73,659	\$101,280	\$113,323
Count of Sales	5	5	6	7	12	5	14

	2013	2014	2015	2016	2017	2018	2019
Number built	7	1	5	1	0	0	0
Lots available	15	8	7	2	1	1	1
Absorption Rate	46.67%	12.50%	71.43%	50.00%	0.00%	0.00%	0.00%
Average Sales Amount of homes	\$100,297	\$155,375	\$131,262	\$217,667	\$186,000	\$147,333	\$37,000
Count of Sales	13	4	15	3	2	3	1

The Bolliger Subdivision located on the west end of Fredericktown near the intersection of State Route 95 (Mt Gilead Road) and State Route 13 is the only contemporary subdivision in Fredericktown. In 10 years, from 2006 to 2016, 48 lots were developed. Lots range in size from 0.4 acres to over 1 acre. The statistical average of the lots in Bolliger Subdivision is 0.54 acres. The average house size is 1,500 square feet. In 2016 the largest home in the subdivision at 2,800 square feet sold for \$285,000. The average valuation of all 49 lots is \$178,000 according to the Knox County Auditor.

## Build Out Analysis



**Figure 5.** Map of Fredericktown zoning districts overlaid with all vacant parcels: zoning districts that permit residential uses by right or conditionally and vacant parcels greater than 6000 square feet. The map combines regulatory attributes with the property assessment characterizations. M-3 (orange) is the intended zone for properties with three or more units. The commercial B-2 and B-3 (red) zones may also permit multi-unit residences.

Within the Village of Fredericktown there are significant commercial and residential areas available. Using minimum lot sizes for single family homes and dividing larger lots by the minimum lot size (6,000 sq ft) an estimated 700 additional homes could be built, not including site circulation and other considerations for buildability.

Fredericktown Zoning District	max R-3 scenario*	total area of zone divided by minimum lot area	total of buildable lot area in zone / minimum lot area	total of buildable lot area in zone / minimum lot area**
			low	high
AG/R	0	0	0	0
R-1	691	445	88	88
R-2	93	76	293	391
R-3	237	160	52	115
B-1	51	n/a	n/a	n/a
B-2	6	15	35	45
B-3	112	74	231	346
M-1	353	n/a	n/a	n/a
MHP	0	n/a	n/a	n/a
	1,543	771	700	985

**Table 13.** Build out analysis.

The following pages contain images from a select sample of residential buildings types in Fredericktown Village.



*For sale \$172,000*



*For sale \$134,900*



*For sale \$40,000*



*sold \$110,000*

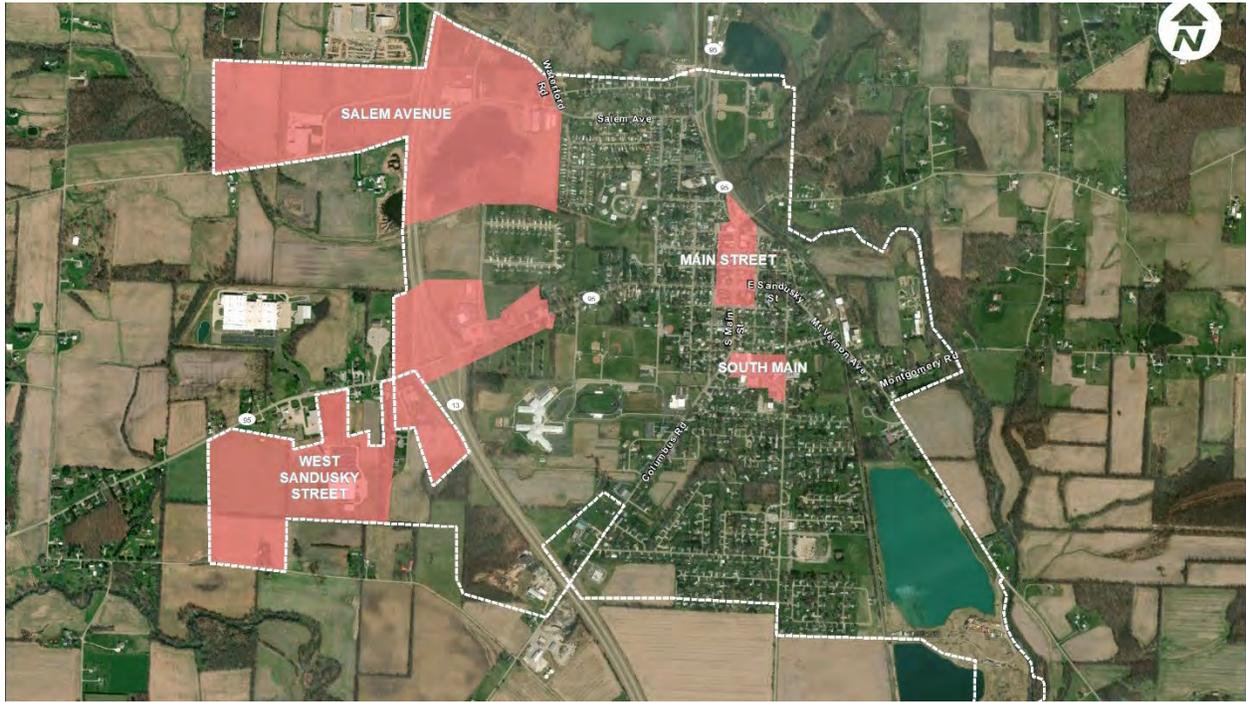


*sold \$70,000*

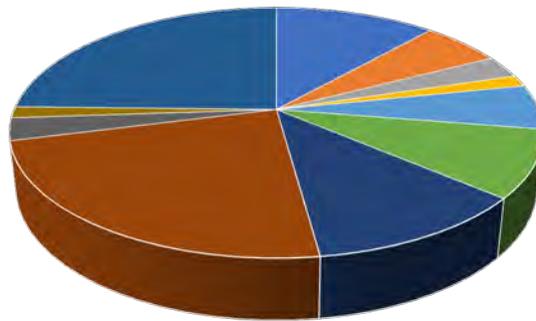


*sold \$176,000*

# Commercial Analysis



## FREDERICKTOWN BUSINESSES BY TYPE



- Accommodation and Food Services
- Arts, Entertainment, and Recreation
- Construction
- Educational Services
- Finance and Insurance
- Health Care and Social Assistance
- Manufacturing
- Other Services (except Public Administration)
- Professional, Scientific, and Technical Services
- Real Estate Rental and Leasing
- Retail Trade

Fredericktown is characterized by four distinct districts: Main Street, South Main, West Sandusky Street, and Salem Avenue.

The Retail sector is divided into several groups or subsectors. Retail analysis usually takes the form of a supply and demand analysis. When demand exceeds supply, we refer to the market as experiencing “leakage,” which means sales are “leaking” outside of the trade area. Conversely, when supply exceeds demand, we refer to the market as having a surplus. This generally indicates that people residing outside of the trade area are absorbing the excess supply. A retail subsector experiencing leakage can indicate a market opportunity for new entrants. All retail subsectors have varying degrees of demand elasticity. In other words, consumers will travel a certain distance to procure a good or service, depending on its price and the scarcity of the good. This is best demonstrated by comparing two very different goods – grocery items and luxury goods.

Items found at a grocery are generally readily available (not scarce) and low cost. We call these low-order goods. Low-order goods are *inelastic*. This means the consumer will generally travel to the closest establishment to procure the goods because differences in price among competitors is usually very small

Conversely, luxury goods are *elastic*, as those items (i.e. automobiles) are harder to find, and the scarcity usually results in higher prices. Consumers are generally willing to travel greater distances to procure a car if it means they are buying the car that they are explicitly seeking, and/or they are saving a significant amount of money by traveling the required distance to procure it.

Because goods and services have varying degrees of demand elasticity, their respective trade areas should vary accordingly. For example, the trade area for a convenience store is relatively compact – often less than five minutes in travel time. Conversely, the trade area for an automobile dealership may be as large as a one-hour drive from the dealership. In addition to demand elasticity, trade areas vary with travel friction (how easy or hard it is to get from one place to another) and the number of competitors.

Complicating matters even further is the impact of retail sales online. Although online sales currently account for less than 12 percent of all retail sales, that number is steadily increasing. Within the next five years, online sales may account for as much as 20 percent of all retail sales. Further, omnichannel sales are emerging as the platform of choice for retail sales. Omnichannel simply means a retailer is utilizing more than one channel for sales – generally a brick and mortar store with an online store.

For the purpose of simplicity, this exercise examines retail subsectors within the context of a single trade area – Fredericktown Village. Assessing the degree to which retail subsectors are affected by online sales is difficult; however, low-order goods (excluding most common grocery items) are currently more susceptible to online sales while high-order goods (like automobiles) are less susceptible.

2017 Industry Summary	Demand	Supply	Retail Gap	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink	\$28,145,042	\$43,616,757	(\$15,471,715)	21.6	19
Total Retail Trade	\$25,589,745	\$42,490,391	(\$16,900,646)	24.8	14
Total Food & Drink	\$2,555,297	\$1,126,367	\$1,428,930	38.8	5
2017 Industry Group					
Motor Vehicle & Parts Dealers	\$5,631,318	\$35,512,779	(\$29,881,461)	(72.6)	4
Automobile Dealers	\$4,545,102	\$35,174,896	(\$30,629,794)	(77.1)	4
Other Motor Vehicle Dealers	\$541,258	\$0	\$541,258	100.0	0
Auto Parts, Accessories & Tire Stores	\$544,958	\$0	\$544,958	100.0	0
Furniture & Home Furnishings Stores	\$723,042	\$403,724	\$319,318	28.3	1
Furniture Stores	\$443,391	\$0	\$443,391	100.0	0
Home Furnishings Stores	\$279,651	\$403,724	(\$124,073)	(18.2)	1
Electronics & Appliance Stores	\$770,956	\$359,074	\$411,882	36.4	1
Bldg Materials, Garden Equip. & Supply Stores	\$1,852,656	\$1,241,662	\$610,994	19.7	1
Bldg Material & Supplies Dealers	\$1,685,705	\$1,241,662	\$444,043	15.2	1
Lawn & Garden Equip & Supply Stores	\$166,951	\$0	\$166,951	100.0	0
Food & Beverage Stores	\$4,436,824	\$0	\$4,436,824	100.0	0
Grocery Stores	\$3,995,396	\$0	\$3,995,396	100.0	0
Specialty Food Stores	\$251,511	\$0	\$251,511	100.0	0
Beer, Wine & Liquor Stores	\$189,917	\$0	\$189,917	100.0	0
Health & Personal Care Stores	\$1,906,534	\$1,598,012	\$308,522	8.8	1
Gasoline Stations	\$2,938,797	\$1,554,906	\$1,383,891	30.8	2
Clothing & Clothing Accessories Stores	\$1,098,171	\$280,388	\$817,783	59.3	1
Clothing Stores	\$721,477	\$0	\$721,477	100.0	0
Shoe Stores	\$160,954	\$0	\$160,954	100.0	0
Jewelry, Luggage & Leather Goods Stores	\$215,740	\$280,388	(\$64,648)	(13.0)	1
Sporting Goods, Hobby, Book & Music Stores	\$557,972	\$0	\$557,972	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	\$462,722	\$0	\$462,722	100.0	0
Book, Periodical & Music Stores	\$95,250	\$0	\$95,250	100.0	0
General Merchandise Stores	\$4,159,083	\$1,032,651	\$3,126,432	60.2	1
Department Stores Excluding Leased Depts.	\$2,862,839	\$0	\$2,862,839	100.0	0
Other General Merchandise Stores	\$1,296,244	\$1,032,651	\$263,593	11.3	1
Miscellaneous Store Retailers	\$1,116,430	\$323,267	\$793,163	55.1	2
Florists	\$48,920	\$0	\$48,920	100.0	0
Office Supplies, Stationery & Gift Stores	\$220,903	\$44,206	\$176,697	66.7	1
Used Merchandise Stores	\$145,324	\$0	\$145,324	100.0	0
Other Miscellaneous Store Retailers	\$701,283	\$279,061	\$422,222	43.1	1
Nonstore Retailers	\$397,963	\$0	\$397,963	100.0	0
Electronic Shopping & Mail-Order Houses	\$241,996	\$0	\$241,996	100.0	0
Vending Machine Operators	\$38,063	\$0	\$38,063	100.0	0
Direct Selling Establishments	\$117,904	\$0	\$117,904	100.0	0
Food Services & Drinking Places	\$2,555,297	\$1,126,367	\$1,428,930	38.8	5
Special Food Services	\$75,949	\$0	\$75,949	100.0	0
Drinking Places - Alcoholic Beverages	\$92,412	\$0	\$92,412	100.0	0
Restaurants/Other Eating Places	\$2,386,937	\$1,126,367	\$1,260,570	35.9	5

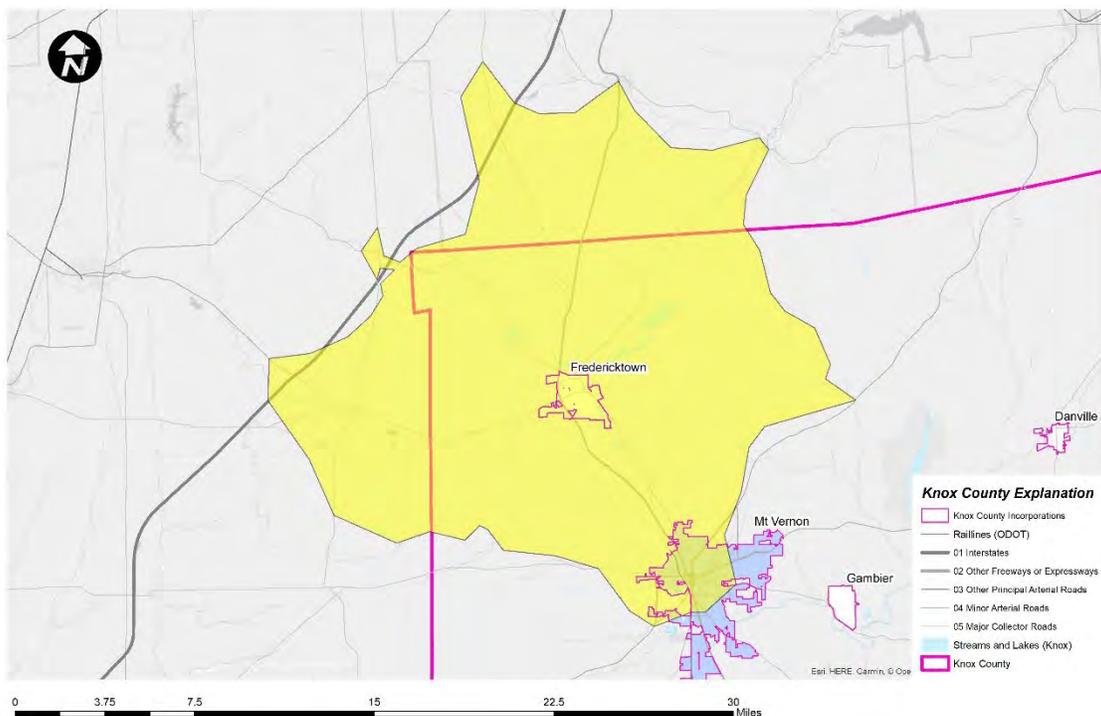
**Table 14.** Retail Supply and Demand for Fredericktown

Demand for the majority of retail sectors (where the value in the demand column is greater than the supply column) is fulfilled outside of Fredericktown. In these cases, the consumers residing within Fredericktown are traveling (or ordering online) outside of Fredericktown to procure these goods.

### Secondary Market Area Retail Analysis

In order to account for the demand for retail goods within the immediate area surrounding Fredericktown we examined supply and demands factors within a secondary market area – a 15-minute drive time from the intersection of Main Street and Columbus Road. There are no grocery stores in Fredericktown. The retail market analysis above suggests that most food and drink demand is satisfied within the village. However, when we zoom out to include a larger area we see a profound \$100 Million gap in supply and demand for food and drink. The gap for grocery stores is \$12 Million. Fredericktown is 20 minutes from big box retailers, groceries, chain restaurants, hotels, and other services on US Highway 36 on the west side of Mount Vernon. The 15-minute drivetime market area of the Walmart on State Route 13 and Interstate 71 outside of Mansfield is 30 minutes from Fredericktown.

The following map illustrates the nearest options for full-service groceries. Mount Vernon is centrally located within Knox County and has more options.

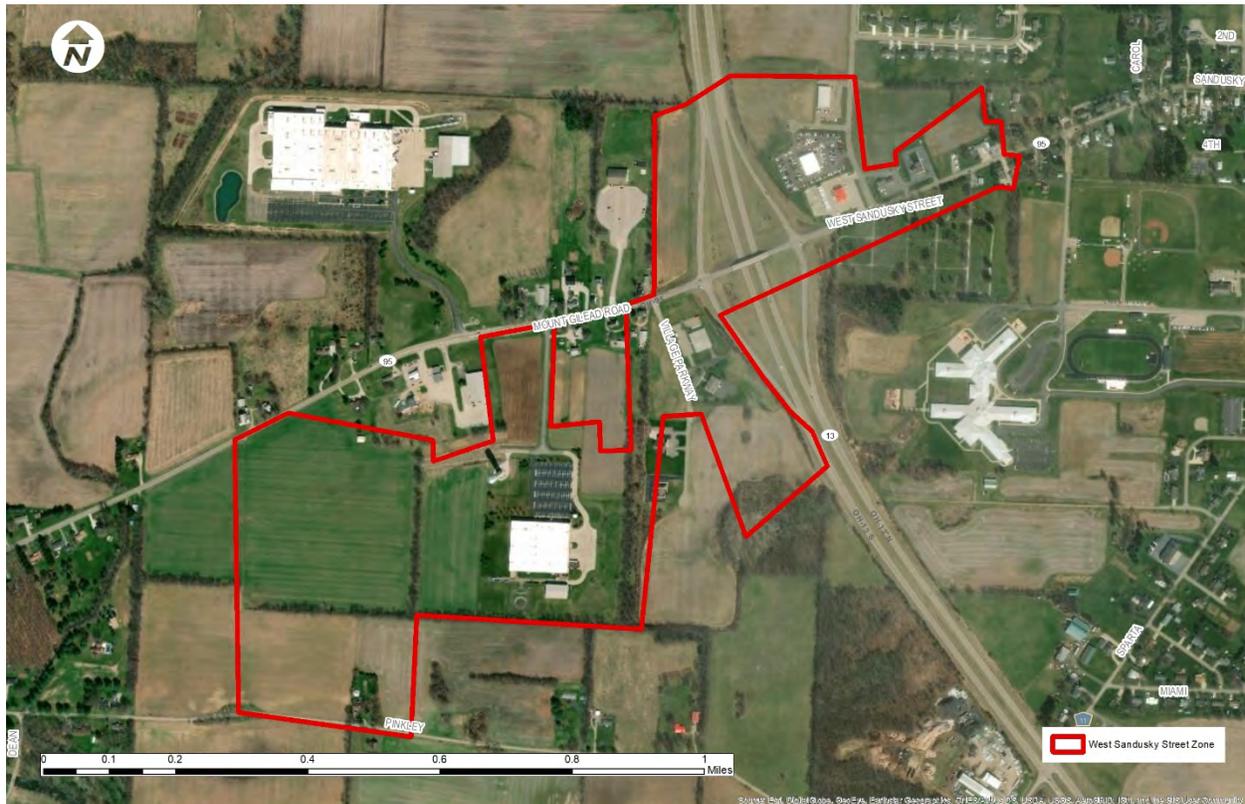


**Figure 6.** Location of major grocery stores in the region and their market areas as defined by 15 minute drivetimes.

2017 Industry Summary	Demand	Supply	Retail Gap	Leakage/ Surplus	Number of Businesses
Total Retail Trade and Food & Drink	\$344,393,299	\$247,054,357	\$97,338,942	16.5	201
Total Retail Trade	\$313,072,734	\$223,058,318	\$90,014,416	16.8	155
Total Food & Drink	\$31,320,565	\$23,996,039	\$7,324,526	13.2	46
2017 Industry Group					
Motor Vehicle & Parts Dealers	\$68,941,648	\$99,175,641	(\$30,233,993)	(18.0)	28
Automobile Dealers	\$55,612,703	\$88,674,776	(\$33,062,073)	(22.9)	19
Other Motor Vehicle Dealers	\$6,655,201	\$6,776,525	(\$121,324)	(0.9)	2
Auto Parts, Accessories & Tire Stores	\$6,673,744	\$3,724,340	\$2,949,404	28.4	7
Furniture & Home Furnishings Stores	\$8,791,115	\$3,665,029	\$5,126,086	41.2	5
Furniture Stores	\$5,355,625	\$2,410,751	\$2,944,874	37.9	2
Home Furnishings Stores	\$3,435,490	\$1,254,278	\$2,181,212	46.5	3
Electronics & Appliance Stores	\$9,353,826	\$2,174,573	\$7,179,253	62.3	6
Bldg Materials, Garden Equip. & Supply Stores	\$23,075,902	\$28,254,868	(\$5,178,966)	(10.1)	20
Bldg Material & Supplies Dealers	\$21,007,367	\$25,063,735	(\$4,056,368)	(8.8)	15
Lawn & Garden Equip & Supply Stores	\$2,068,534	\$3,191,133	(\$1,122,599)	(21.3)	6
Food & Beverage Stores	\$54,087,931	\$14,202,709	\$39,885,222	58.4	15
Grocery Stores	\$48,703,819	\$12,311,510	\$36,392,309	59.6	10
Specialty Food Stores	\$3,060,997	\$1,064,832	\$1,996,165	48.4	4
Beer, Wine & Liquor Stores	\$2,323,115	\$826,366	\$1,496,749	47.5	1
Health & Personal Care Stores	\$23,463,301	\$15,648,381	\$7,814,920	20.0	10
Gasoline Stations	\$35,776,380	\$32,717,567	\$3,058,813	4.5	11
Clothing & Clothing Accessories Stores	\$13,504,305	\$2,537,683	\$10,966,622	68.4	11
Clothing Stores	\$8,861,219	\$1,504,977	\$7,356,242	71.0	7
Shoe Stores	\$1,971,716	\$0	\$1,971,716	100.0	0
Jewelry, Luggage & Leather Goods Stores	\$2,671,370	\$1,032,706	\$1,638,664	44.2	5
Sporting Goods, Hobby, Book & Music Stores	\$6,806,121	\$4,631,027	\$2,175,094	19.0	12
Sporting Goods/Hobby/Musical Instr Stores	\$5,655,754	\$3,892,654	\$1,763,100	18.5	10
Book, Periodical & Music Stores	\$1,150,367	\$738,373	\$411,994	21.8	3
General Merchandise Stores	\$50,753,212	\$9,011,184	\$41,742,028	69.8	7
Department Stores Excluding Leased Depts.	\$34,946,804	\$649,620	\$34,297,184	96.4	1
Other General Merchandise Stores	\$15,806,409	\$8,361,564	\$7,444,845	30.8	6
Miscellaneous Store Retailers	\$13,593,770	\$7,351,030	\$6,242,740	29.8	25
Florists	\$605,299	\$1,759,015	(\$1,153,716)	(48.8)	7
Office Supplies, Stationery & Gift Stores	\$2,705,243	\$709,106	\$1,996,137	58.5	4
Used Merchandise Stores	\$1,757,801	\$1,183,819	\$573,982	19.5	4
Other Miscellaneous Store Retailers	\$8,525,427	\$3,699,090	\$4,826,337	39.5	9
Nonstore Retailers	\$4,925,224	\$3,688,626	\$1,236,598	14.4	4
Electronic Shopping & Mail-Order Houses	\$2,959,048	\$2,971,382	(\$12,334)	(0.2)	1
Vending Machine Operators	\$465,478	\$396,166	\$69,312	8.0	2
Direct Selling Establishments	\$1,500,698	\$321,078	\$1,179,620	64.8	1
Food Services & Drinking Places	\$31,320,565	\$23,996,039	\$7,324,526	13.2	46
Special Food Services	\$928,259	\$0	\$928,259	100.0	0
Drinking Places - Alcoholic Beverages	\$1,122,936	\$696,838	\$426,098	23.4	5
Restaurants/Other Eating Places	\$29,269,370	\$22,885,001	\$6,384,369	12.2	40

**Table 15.** Retail Supply and Demand within 15 minutes of the intersection of Main Street and Columbus Road.

## West Sandusky Street Commercial Zone



The newest commercial development is located on the west side of town near the State Route 13/State Route 95 interchange. State Route 13 runs north-south and connects Mt Vernon to the south to Mansfield to the north. West of the interchange is characterized by industrial facilities, self-storage, and small office uses located along Village Parkway.

East of the interchange, the most prominent commercial property is the Fredericktown Chevrolet Dealership. We spoke with the owner who provided great background about the property and the history of Chevy in Fredericktown. The former location of the dealership was on South Main Street and the property is still used as an autobody shop. Adjacent to the auto dealership is the Dollar General. Further east on Sandusky Street are a bank, a car wash and Buckeye Stoves, a home converted to a commercial property that sells unique fireplaces.

Business Name	Business Type	Address	Year Built	Building Quality Rating	Visibility Rating	Access/Circulation Rating	Parking Spaces	Parking Quality Rating
BellStores	Gas Station/Convenience Store	300 W Sandusky St	2010	4	5	3	36	4
Buckeye Bookkeeping Solutions	Accountant	9944 Mt Gilead Rd	1951	4	4	4	3	2
Buckeye Stoves	Home Goods	236 W Sandusky St	1957	3	5	4	1	6
Knox County Primary Care	Medical Clinic	16361 Village Parkway	1995	4	2	4	30	4
Divelbiss Corp	Manufacturing	9778 Mt Gilead Rd	1996	3	3	4	15	3
Dollar General	Retail Store	11 Malibu Circle	2005	4	3	5	52	3
Elliston Repair	Body Shop	9760 Mt Gilead Rd	2018	4	4	4	4	2
F T Precision Inc	Manufacturing	9731 Mt Gilead Rd	2000	4	1	4	100	4
FC Bank	Bank	250 W Sandusky St	2001	4	5	4	17	4
Fredericktown Chevrolet	Auto Dealership	300 W Sandusky St	2014	5	5	4	100	5
Goodwill Plus	Thrift Shop	16482 Village Parkway	1978	3	3	4	34	4
Napa Auto Parts	Auto Parts Store	9776 Mt Gilead Rd	1977	3	3	4	8	2
Ohio State Grange	Insurance Agency	16303 Village Parkway	2006	4	2	4	28	4
Ohio Valley Auto	Auto Repair Shop	9776 Mt Gilead Rd	1977	3	3	4	8	2
Pack Rat Storage	Storage Facility	9995 Mt Gilead Rd	2017	3	2	3	-	-
Schafer Driveline	Manufacturing	123 Phoenix Pl	1999	3	3	3	150	3
Subway	Restaurant	300 W Sandusky St	2010	4	5	3	36	4
Ultra Clean Car Wash	Car Wash	270 W Sandusky St	2005	4	5	4	16	4
Village Parkway Dental	Dentist	16482 Village Parkway	1989	4	3	4	55	4

**Table 16.** Inventory of West Sandusky Street Businesses

### Building Quality

Because this is the newest area, it is not surprising that most of the properties in this zone are in good condition. Even the older properties are well maintained.

### Signage and Visibility

Signage and visibility are not major issues in this zone. The Chevy Dealership and gas station are highly visible from the interchange and the businesses along Sandusky Street are easily visible from the street. The only exception is Dollar General, which is located off of Sandusky Street on Bollinger Drive.

## Ease of Access and Parking

During non-peak hours of traffic and during the summer when school is not in session, it is very easy to access any of these businesses and exit them. However, because there is no turn lane nor any signalized intersections along this stretch, the ability to have conflicts during peak traffic hours is high. There are also several curb cuts along this corridor that creates multiple possible points of conflict.



**Figure 7.** Development opportunities in the West Sandusky Street Zone

The West Sandusky Street zone is Fredericktown's newest commercial area. The average year built is 1995. This zone which spans both sides of the only limited access highway ramps in Knox county is characterized by manufacturing (FT Precision and DivalBiss Corp) and office space west of OH-13. The Chevy Dealership, gas station, other retail uses have been established east of OH-13 adjacent to the newest residential subdivision in Fredericktown. Twenty years later large sites of 14.4, 6, and 4 acres in this zone remain available. We recommend these sites develop primarily around medical office, senior living, and grocery uses.



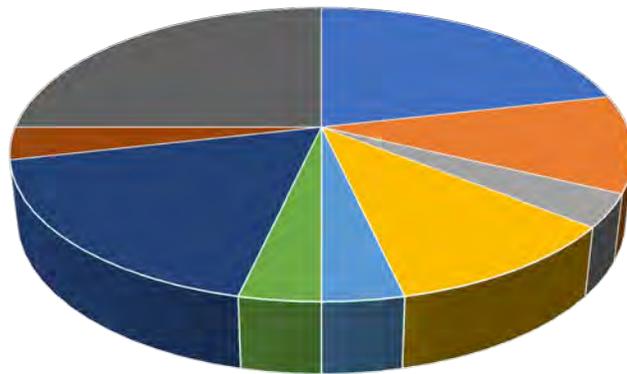
Images from around the West Salem Street zone in Fredericktown above and below.



## Downtown Commercial Zone



## Commercial Mix



- Accommodation and Food Services
- Educational Services
- Health Care and Social Assistance
- Other Services (except Public Administration)
- Retail Trade
- Arts, Entertainment, and Recreation
- Finance and Insurance
- Manufacturing
- Professional, Scientific, and Technical Services

In the Main Street Zone of Fredericktown, there are 28 total businesses. Of the approximately 80,000 Commercial SF, 11.3 percent is vacant. One vacant storefront was observed on Main Street. Vacant spaces have no signage and no apparent incentive to lease or sell.

The average year built for commercial buildings is 1911. All the buildings are in need of façade improvements. Several businesses we spoke with were concerned about building maintenance issues and a lack of parking during peak times (lunch and dinner time). Sidewalks and crosswalks need improvement. The Main Street District is very walkable. It is only a quarter-mile from the Brickhouse Grind to Lev Agri-Man.

Seven restaurants have been established downtown. The Brickhouse Grind and Duffer's offer outdoor seating. The Brickhouse Grind has grown their bakery business through social media, attracting customers from Columbus who want to know what pastries are available each day.



Observations from the Main Street district pictured above and below.



Business Name	Business Type	Address	Year Built	Year Renovated	Building Quality Rating	Visibility Rating	Access/Circulation Rating	Parking Spaces	Parking Quality Rating
Aunt Ruths Attic	Thrift Shop	155 N Main St	1928	-	2	2	0	On Street	0
Caywood Insurance	Insurance Agency	132 N Main St	1915	2000	3	5	0	On Street	0
Dirty Dog Rehab Pet Salon	Pet Groomer	154 N Main St	1928	-	2	4	0	On Street	0
Domino's	Restaurant	132 N Main St	1915	2003	4	5	0	On Street	0
Door 142	Restaurant	138 N Main St	1914	2014	4	4	0	On Street	-
Duffers	Restaurant	39 N Main St	1865	2016	5	5	0	On Street	-
Dumbaugh Insurance Agency	Insurance Agency	66 N Chestnut St	1930	1970	2	1	5	3	3
Eagle Rock Tours	Tour Guide	124 N Main St	1913	-	3	3	0	On Street	-
First-Knox National Bank	Bank	137 N Main St	1967	1980	4	5	5	4	19
Five Star STNA Training Center	Training Center	107 N Main St	1915	-	3	4	0	On Street	-
Homestead Restaurant	Restaurant	114 N Main St	1819	-	3	3	0	On Street	-
Hometown Video	Retail Store	115 N Main St	1875	-	2	3	0	On Street	-
Huff's Fine Jewelry Inc	Jewelry Store	25 N Main St	1960	1987	4	3	0	4	3
Ink Well Tattoo Studio	Tattoo Shop	154 N Main St	1928	-	2	4	0	On Street	-
Interchurch Social Services	Thrift Shop	69 N Main St	1890	-	3	4	0	On Street	-
Leve Agri-Man	Animal Supply	194 N Main St	1900	-	2	5	3	2	4
Main Street Free Press Museum	Historical Museum	42 N Main St	1836	-	2	3	0	On Street	-
Mid-Ohio Karate	Martial Arts Studio	155 N Main St	1928	-	2	4	0	On Street	-
Midwest CPA	Accountant	25 N Main St	1960	1987	4	3	0	4	3
Modernette Hair	Hair Salon	18 W College St	1932	1999	2	1	0	On Street	-
Peppy's Pizza & Sub	Restaurant	114 N Main St	1915	-	3	4	0	On Street	-
Robert E Burns DDS	Dentist	115 N Main St	1875	1994	3	4	0	On Street	-
Ryan's Barber Shop	Barber	114 N Main St	1915	2000	3	4	0	On Street	-
Stratford Guns	Gun Shop	107 N Main St	1915	-	3	4	0	On Street	-
Taste-Country Bulk Food Store	Restaurant	138 N Main St	1914	-	4	3	0	On Street	-
The Brickhouse Grind	Coffee Shop/Bakery	10 S Main St	1890	2018	5	5	0	On Street	-
Wenli Sewing Studio	Clothing Alterations	155 N Main St	1928	-	2	3	0	On Street	-
William P Bringman Co LPA	Accountant	13 E College St	1924	-	1	1	0	On Street	-

**Table 17.** Inventory of Downtown Businesses

## South Main Street



The small, centrally located South Main Street zone has 40,467 square feet of commercial property. Forty three percent, or 17,434 square feet, including the former grocery store is currently vacant. Existing tenants include Rite AID, Pizza Dock, Fast Freddy's Gas Station, and Trio Lanes Bowling Alley. Social and convenience activities are prevalent in this auto-oriented node. The former grocery store property at 130 South Main was recently acquired for \$112,500 (\$10.88/sf). South Main Street is already zoned for commercial and multi-family use (B-2: General Business). It is close to parks and a pharmacy. This may be an attractive location for the County Land Bank to redevelop.



Images from South Main Street zone in Fredericktown.

## Salem Street



Salem Street zone is located on the west edge of Fredericktown and includes the Fredericktown Industrial Park. The Fredericktown Industrial Park is a Certified Industrial and Shovel-Ready Site by the State of Ohio. The Burgett Family, of Kokosing Construction, created the Industrial park in 2000. The asking price for the remaining acreage is \$35,000 per acre. The site has been on the market for 10 or more years. According to a local agent, the site suffers from a lack of major interstate access and competition from vacant industrial property in Mt Vernon.

## Recreation and Tourism

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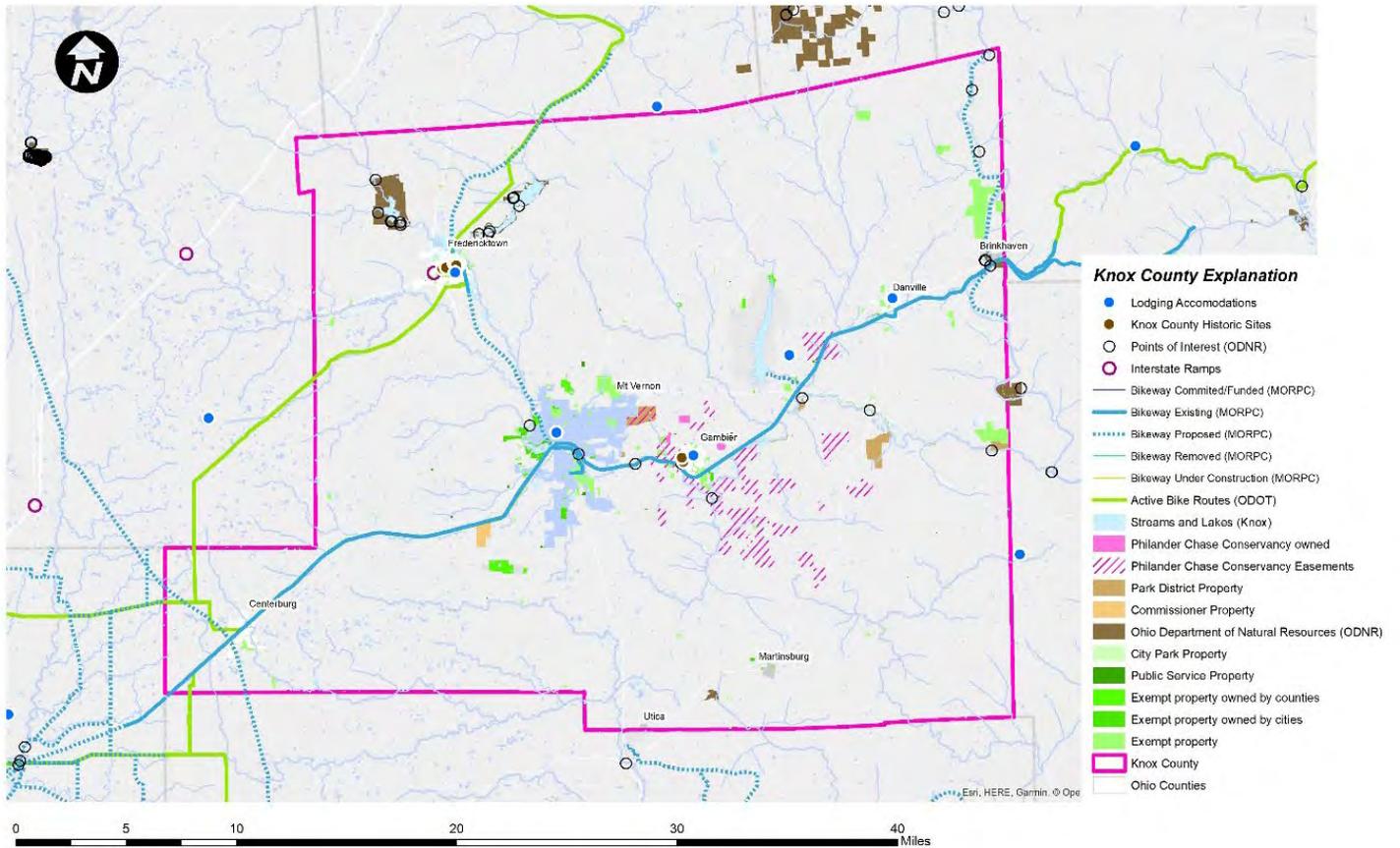
Many of the recreational and cultural assets in Knox County are located to the north of and along the Kokosing River. Fredericktown is surrounded by rivers and lakes with shoreline amenities managed by the village or state. The landscape is generally flat and agricultural in practice. The Owl Creek multiuse trail runs through the village over former rail right of way along the North Branch of the Kokosing River. Fredericktown could tie into the trail network if the Owl Creek Trail is completed between Fredericktown and Mount Vernon. Other opportunities include extension of the trail into the Kokosing Lake Wildlife Area and the Knox Lake Wilderness Area to the north of the village.

The Industrial Heartland Trail Coalition<sup>3</sup> developed a tourism strategy based on research involving state, local, and trail users in their network areas such as Cleveland and Pittsburg. The Coalition recommends states dedicate more funding to tourism and completing the trail network. Users and local officials emphasized the experiences and attractions along the route that capture the distinctiveness of the region. The report called attention to the industrial history, Underground Railroad tours, Native American history, agricultural tours, breweries, crafts, and the specific natural beauty of the region that could be explored through walking tours or while on route.

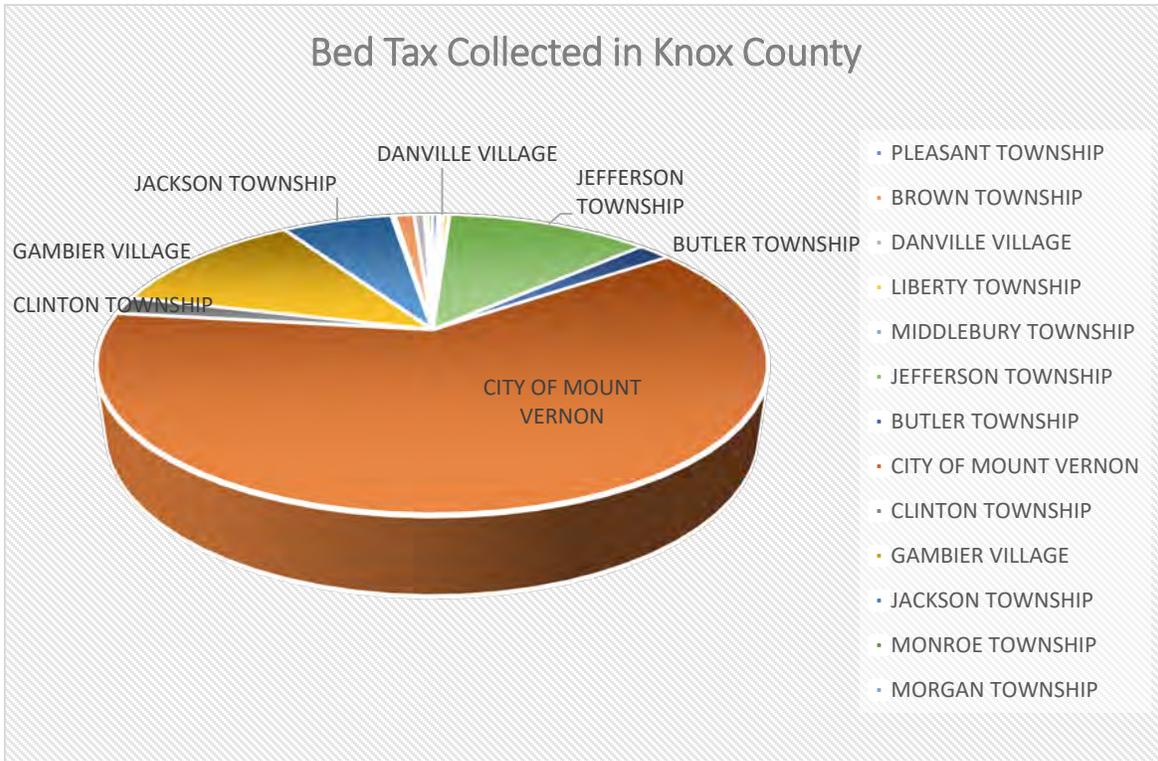
Self-selected survey respondents (majority male, age 46 to 65, and weekly trail users) preferred camping followed by hotels and bed and breakfasts for over-night trips. The nearest campground in the region is just north of Fredericktown. The nearest hotels were found in Mount Vernon.

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<sup>3</sup> Industrial Heartland Trails Coalition. I Heart Trails Tourism Strategy. January 2016.



**Figure 8.** Map of recreational and cultural assets in Knox County with lodging options and multiuse trail routes. Note the Ohio Department of Natural Resource assets in the area.



**Figure 9.** Bed Tax Revenue collected in August 2018 to August 2019 in Knox County by incorporated place or township. Revenue is aggregated by month by jurisdiction. This chart illustrates in relative terms where people stayed in Knox County in a 12-month period. Knox County Convention and Visitors Bureau.

Type	count	Weekday rate	Weekend rate
BNB	11	\$110.17	\$131.00
Lodge	2	N/A	N/A
Motel	2	\$67.50	\$72.00
Hotel	7	\$134.86	\$161.71
Campground	4	\$42.25	\$42.25
Cabin	6	N/A	N/A
Cottage	1	N/A	N/A
AirBNB House	1	\$99.00	\$99.00

**Table 18.** Lodging accommodations in Knox County with average weekday and weekend rates where available.

The Industrial Heartland Trail Coalition survey found that long distance (multi-day) cyclists likely bike two days on a single trail or visit multiple trails in hub-and-spoke fashion. Regional day-trippers and local trail users spend less than overnight visitors. The services and amenities respondents desired included restaurants and public restrooms/water. Those looking for food options seek out locally sourced and regionally favored foods. Convenience stores and bike shops were noted though trail users may be more likely to seek out a local brewery than the essentials.

The newly designated cross country Great American Rail Trail from the District of Columbia to Washington State would follow the Kokosing Gap Trail through Danville, Gambier, and Mount Vernon, to the Heart of Ohio Trail in Centersburg, to the Ohio to Erie Trail through Downtown Columbus, Ohio. The trail is a new way to see the country and may attract tourists to shops, restaurants, and lodges along the way.

The Mon River Trail System in West Virginia links a series of “trail towns” that supports hikers with services, promotes the trail to its citizens, and embraces the trail as a resource to be protected and celebrated. Trail Towns are built on a relationship between a town, the trail, and its volunteers.<sup>4</sup>

With the Knox County Comprehensive Plan focus on building up existing communities through a planning principle to ensure responsible growth and preserve environmental character, Villages may enjoy continued distinct identities. The spatial separation protected by the comprehensive plan<sup>5</sup> reinforces the attractiveness of trails for the recreational cyclist looking for an escape into the rural Heart of Ohio.

Parkersburg, Fairmont, and Morgantown along the Parkersburg to Pittsburg (P2P) trail corridor in West Virginia have adopted comprehensive plans that recognize existing trails as tourist attractions.<sup>6</sup> The trails are the backbone of their shared-use path network which advances quality-of-life, transportation, recreation, and economic development objectives for those in each city. The Parkersburg Plan (2011) goes a step further in recommending bicycle and pedestrian facilities for all new and redevelopment projects.

The Knox County Convention and Visitors Bureau estimates the total impact of tourism on the county to generate \$94 Million in sales which employees over 1,500 (5.8 percent in private sector employment) who earned over \$33 Million in 2017.<sup>7</sup> Tax revenues associated with tourism is estimated to exceed \$12 Million according to a report from 2018. Of the \$60.5 Million in direct sales in Knox County in 2017, approximately one third went to retail trade where over 200 were employed and another third to food and beverage sector where over 500 were employed. The report asserts that tourism supports 1 in every 17 jobs in Knox County.

More information on the trails in Fredericktown may be found at <https://knoxcountyparks.org/> and <http://www.railstotrails.org/greatamericanrailtrail/> .

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<sup>4</sup> North Country Trail Association.

<sup>5</sup> Knox County Comprehensive Plan 2018 Update.

<sup>6</sup> Connecting Parkersburg to Pittsburg by Rail-Trail – Bringing a world-class trail network to West Virginia. A rail-trail feasibility study of the Industrial Heartland Trails Coalition’s Parkersburg to Pittsburg Corridor. Published April 24, 2018.

<sup>7</sup> The Economic Impact of Tourism in Knox County, Ohio by Tourism Economics, prepared for the Knox County Convention and Visitors Bureau. June 2018.

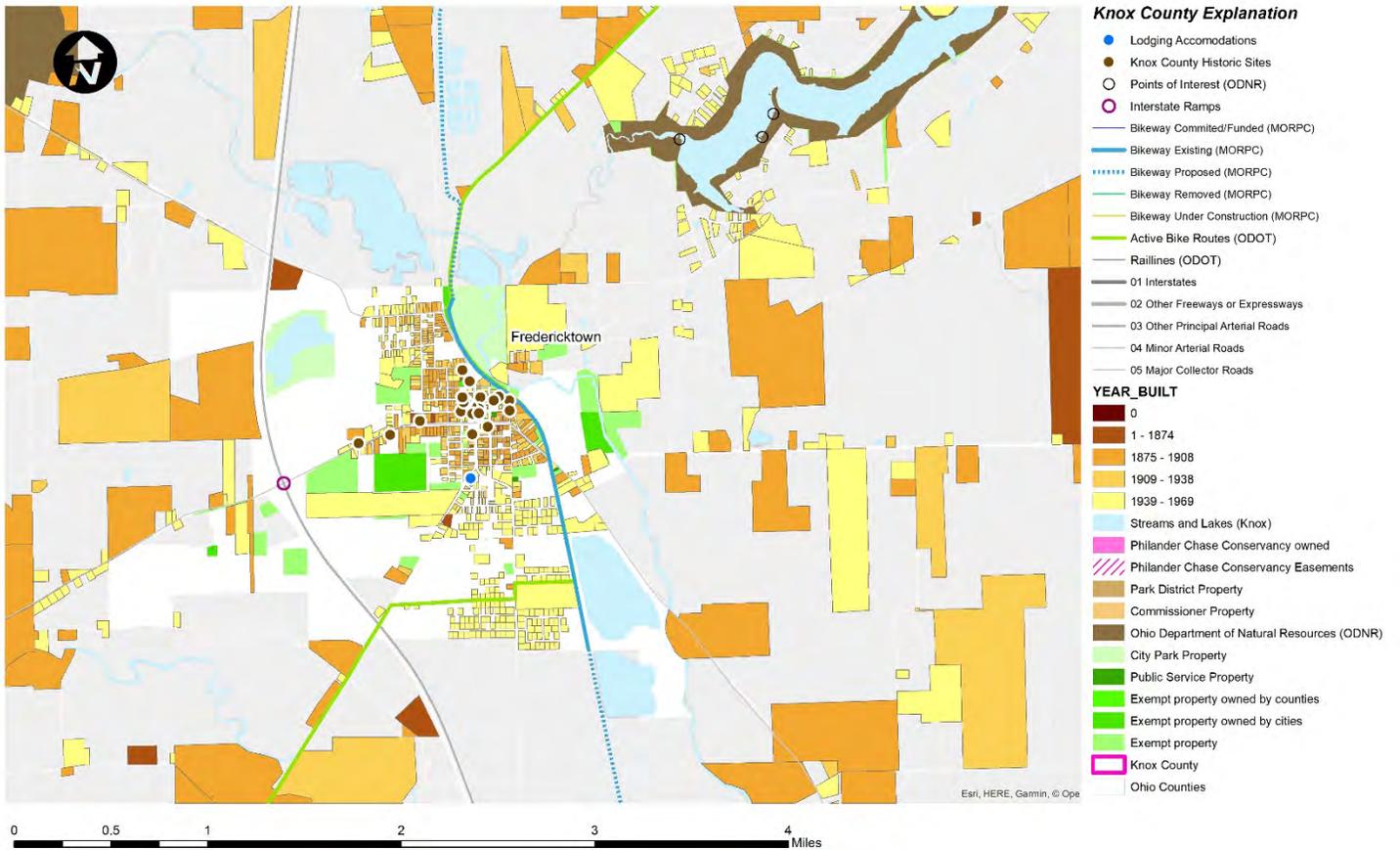
Taking steps to prepare is the first item the Village can undertake to arrange itself for tourism surrounding cycling. Others may, with or without incentives and encouragement, establish group rides based in Fredericktown. The regional trail network requires many actors to expand and maintain. Readiness is key.

We recommend installing wayfinding signage at the edges of the village along the Owl Creek Trail to direct recreational cyclists to downtown eateries, parks, and historic landmarks. Ideally a highly visible and physically separated bike trail could be constructed from the trail and circulate through the village, connecting landmarks and schools. Low cost and low stress solutions should be evaluated to allow cyclists to confidently leave the main trail to explore and spend money in Fredericktown.

Cyclists are self-sufficient. A restroom, drinking water, and a secure, robust, purpose-built bike rack at the main entrance of a place to rest suits most. Well-marked, well-lit, visible, sheltered, and secure bike parking at local eateries and the grocery store could establish a cultural identity around cycling for the village. A unified wayfinding plan that includes signage on State Route 13, Main Street, and Upper Fredericktown Road may encourage car commuters to experience the trail and local businesses. A gateway concept at the eastern edge of the Village where the trail crosses Upper Fredericktown Road may enhance the visibility of Fredericktown and the attractiveness of cycling within the community in a signature project. An awareness campaign along State Route 13, or Cassell Road, may aid the completion of the trail network.

In addition to developing a culture around cycling, Fredericktown should promote its downtown, the many historic landmarks, and watersport attractions. Fredericktown with proximity to Interstate 71 is the gateway to Knox County and the many manufacturing, cultural, and natural resources the county has to offer. Fredericktown should advocate for the completion of the Owl Creek Trail to Mount Vernon and spurs into the Kokosing Lake Wildlife Area and the Knox Lake Wilderness Area. Connecting local leadership with regional and national cycling coalitions may inform the feasibility analysis and strategies Centerburg pursues. The Knox County Convention and Visitors Bureau and Parks Commission will be integral to the success of the trail.





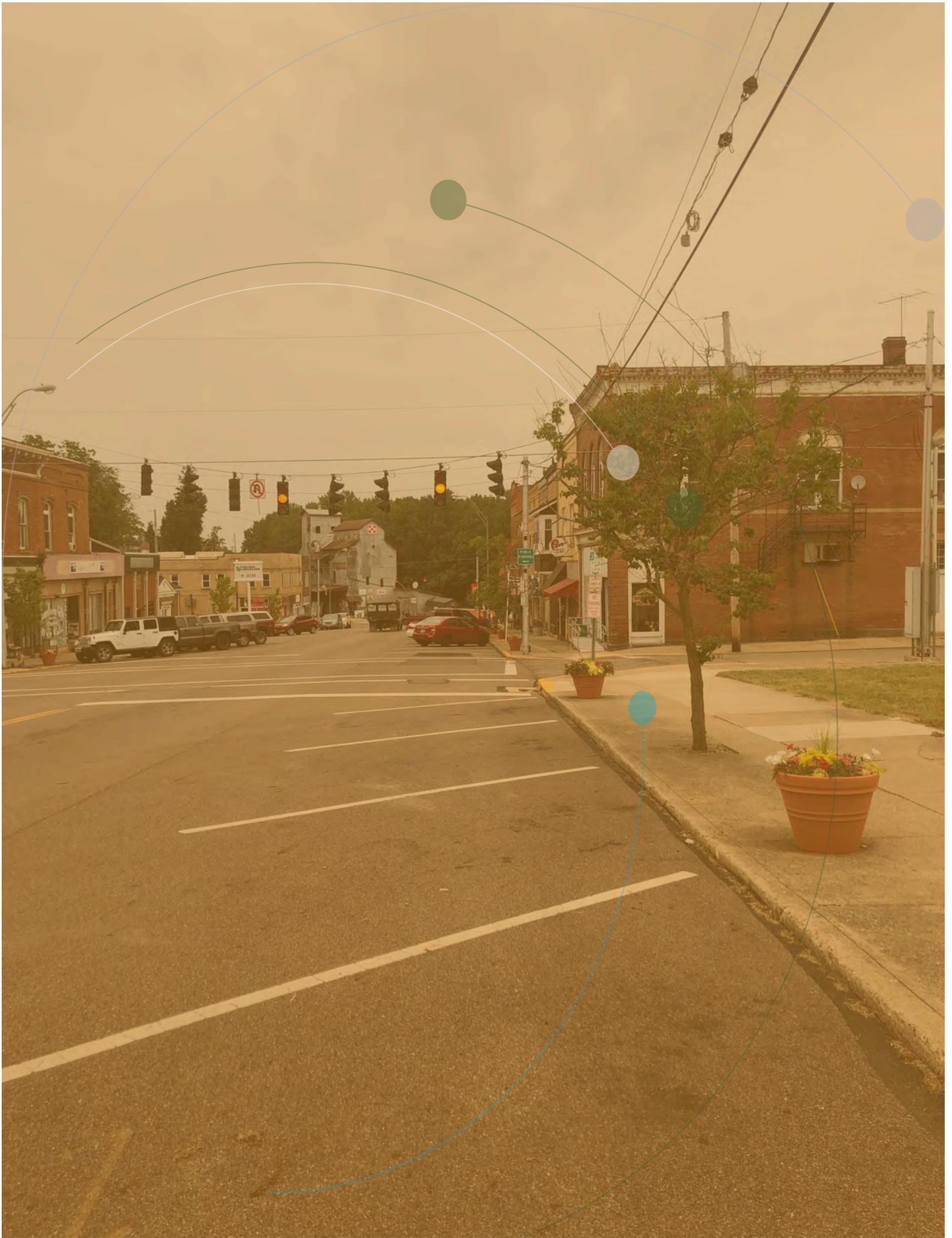
**Figure 10.** Trails (blue and green lines) and public use property (green polygons) in Fredericktown are shown with properties old enough to be considered historic (orange and yellow polygons).

## Recommendations

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We recommend new development in Fredericktown allow for a mix of housing styles and price points, and intergenerational living options. Large, single-use sites in the village have been slow to develop even with relative proximity to Interstate 71, Mansfield, and Columbus. It may be an opportune time to re-evaluate the land use designations of vacant sites and invest in streetscape and connectivity improvements in the original neighborhoods. It is also recommended to complete the Owl Creek Trail to Mount Vernon. Fredericktown should build on historic and Main Street assets as recommended by previous studies with the branding established by the Merchants Association.





FREDERICKTOWN, OHIO  
**VILLAGE STRATEGIC PLAN**  
MARCH 16, 2020



**ms consultants, inc.**  
engineers, architects, planners