



SMART PLANNING FOR SMALLER COMMUNITIES

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Executive Director
Main Street Canal Winchester
April 28th, 2011



SMALL TOWN PROS & CONS

POTENTIAL CHALLENGES:

- Smaller Volunteer, Sponsorship & Membership Pools
- Less business diversity /depth
- Decisions impact friends
- Rumors travel @ “lightning” speed
- Isolated from large population centers -or-
- Overshadowed by larger nearby metro area

CORRESPONDING ADVANTAGES:

- 
- Relationships longer & stronger / Greater % of Community Involvement
 - Less Internal Competition
 - Decisions benefit friends
 - Good/“Newsy” info also @ “lightning” speed
 - Best game in town
 - Access to large population

CANAL WINCHESTER AT-A-GLANCE

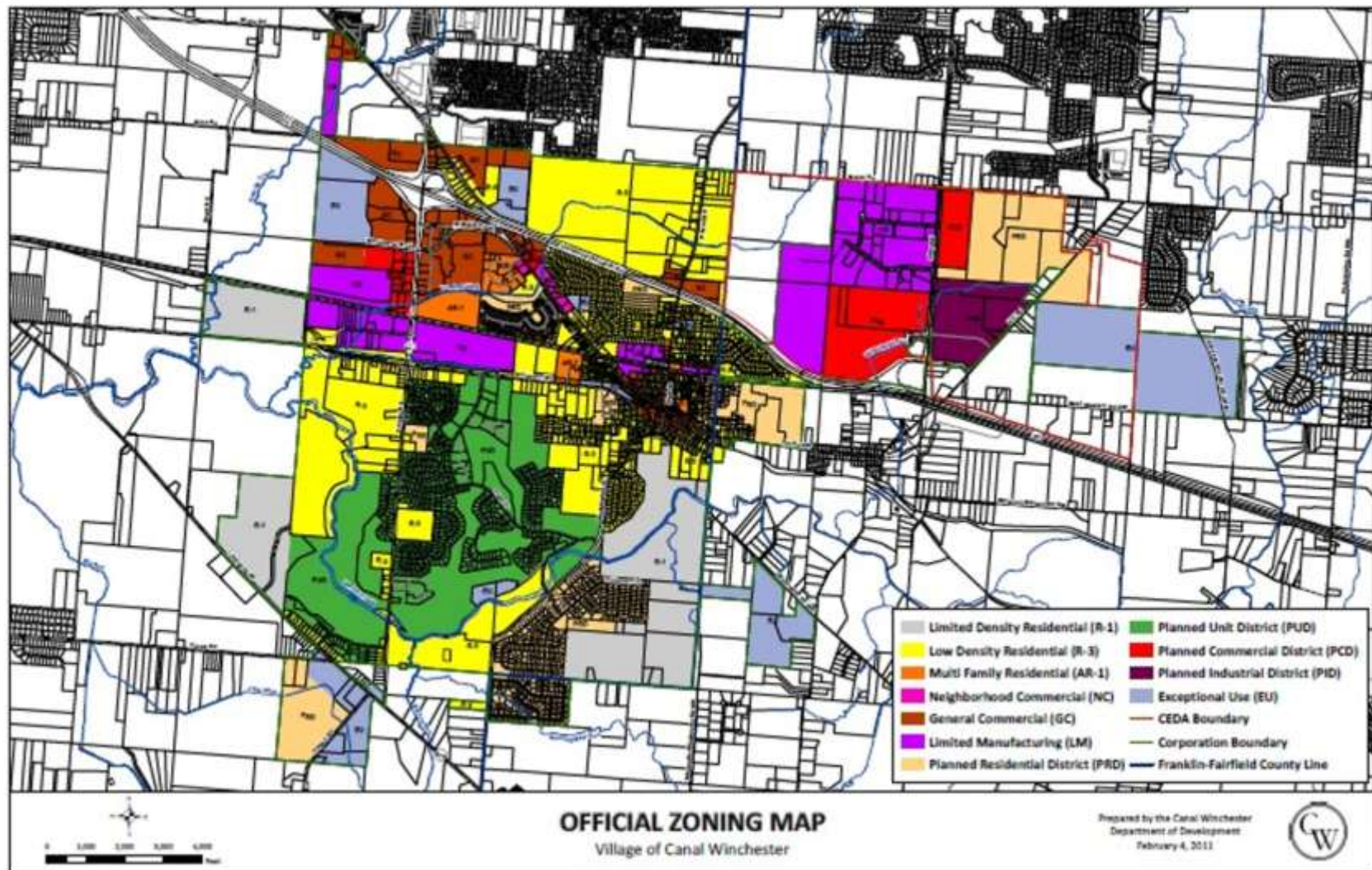
- Founded 1828
- Strong Mayor-Council Charter Form of Government
- 7 Square Miles
- Population: 7,108 (2010 Census)
- Median Household Income: \$61K
- 5 Historic Districts (3 DOI & 2 Local)



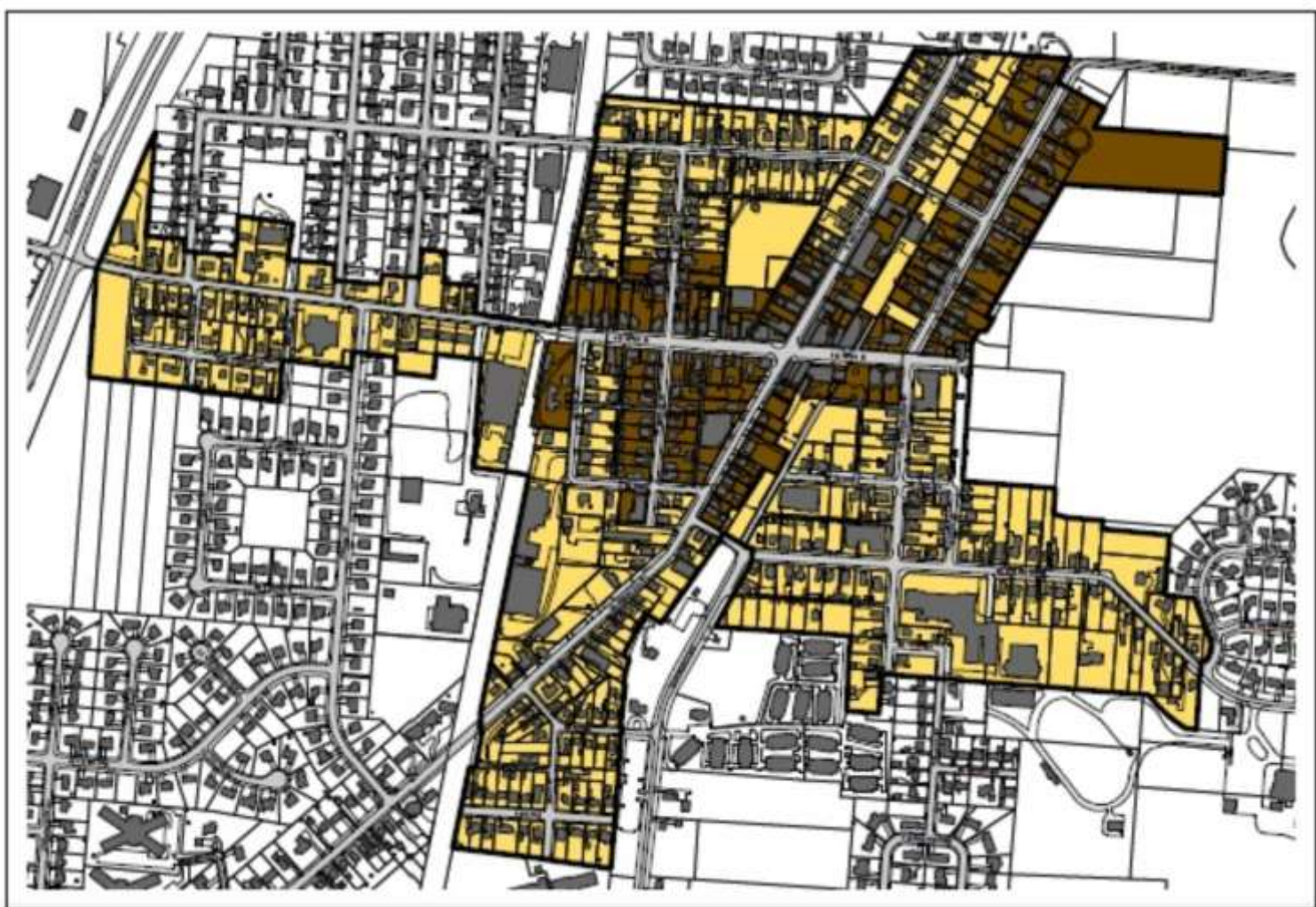
ORIENTATION MAP



ZONING MAP



OLD TOWN DISTRICT MAP



Preservation Area



Historic District(s)

COMMUNITY ROLES/ROSTER

Local Government (Elected Mayor & Staff)

Mayor

Finance
Director

Development
Director

Department
Heads

P & Z

Landmarks

Local Government (Council)

Council

Old Town
Sub-Committee

Local Not-for-Profits

Main Street

Historical
Society

Wider
Community

Business
Community

Key
Community
Stakeholders

THE LANDMARKS ORDINANCE/COMMISSION

- The Commission follows established criteria listed in the Landmarks Ordinance and uses the Secretary of the Interior's Standards for Rehabilitation to review proposed changes. Through the issuance of Certificates of Appropriateness the Commission reviews building and demolition permits. Acts as design review board for building change requests.

THE OLD TOWN GUIDELINES DOCUMENT

- Community's Architectural Styles
- Design-Review Process
- Rehab/New Construction Guidelines
- Site Elements (i.e. Parking, Landscaping, etc.)
- Signage
- Terminology

www.canalwinchesterohio.gov/ql/FormsPermits/PreservationGuidelines.pdf

O.T. GUIDELINES SAMPLE

Italianate

Popular in Ohio from about 1860 to 1890, the Italianate style was used for both commercial and residential buildings in Canal Winchester. The primary defining feature of the style is an overall verticality, with tall and narrow features that include window and door openings, projecting bay windows, and features such as porches and storefronts. Windows are usually regularly spaced. Depending on whether the building is vernacular or high style, there are sometimes ornamental brackets, usually at cornices and on porches.



O.T. GUIDELINES SAMPLE

Appropriate & Inappropriate Siding Practices



Original siding and wood trim intact.



Inappropriate remodeling; the porch and trim have been removed and artificial siding of the wrong dimension has been added

VACANT/UNDERUTILIZED BUILDING INVENTORY

- 1. Identify candidate structures/properties**
- 2. Create a specific desired vision of use (IAW zoning category)**
- 3. Discuss with building owner**
- 4. Obtain consensus/recommendation at sub-committee level**
- 5. Obtain approval/adoption of full Council**
- 6. Market for specific (and now approved) use**

BUILDING INVENTORY

Substation Building Property Description

PROPERTY INFORMATION

Address/Location: 39 West Waterloo Street
Property Owner: Glenn and Peggy Eisnaugle
Zoning: General Commercial (GC)
Last Sale Date: 6/4/2002
Last Sale Price: \$25,000
Auditor's Assessed Value: \$48,600
Site Size: 0.09 acres
Building Size: 2,126 sq. ft.
Year Built: 1904 (approximately)
Adjacent Uses:
North: Don Hartman Inc.
South: South Central Power Substation
East: Kaden Charles Salon
West: The Iron Nail

PROPERTY DESCRIPTION

Originally, the building on the subject property was used for functions related to the adjacent South Central Power Substation. The property has since changed ownership and no longer conducts operations related to the South Central Power Substation. The property currently does not have any discernable residential or commercial use.

Though the property is in very close proximity to the South Central Power Substation, the location should not have an effect on the use of the property. However, the condition of the structure may be a concern as bricks on the front face of the building are askew, though this problem may only be cosmetic in nature.

The property is quite small and contains little more than the substation building. A future use of the property would need to have the majority of parking located on West Waterloo Street.

The Substation Building Property is located in the Canal Winchester Historic District and is therefore subject to site and architectural standards. Any exterior changes to the property, other than an exact replacement of the existing structure, need to follow the Historic District sections of the Canal Winchester Preservation Guidelines.

STAFF RECOMMENDATION FOR DEVELOPMENT

This property has a prime location on West Waterloo Street. The Construction of the building lends itself to office, retail or mercantile use.

OLD TOWN COMMITTEE RECOMENDATION FOR DEVELOPMENT

The Old Town Committee recommends the property be used for retail or office.



HISTORIC INVENTORY

- Required by OHPO for Historic Districts
- The Ohio Historic Inventory form provides a brief description of the location, background, and architecture of a building, site, structure, or object of architectural or historical significance.
- The Ohio Historic Inventory form is an important reference for organizing community preservation efforts and can be used as a guide for safeguarding the historical and architectural resources of Ohio.
- The Ohio Historic Inventory form serves as an important data base for the Ohio Historic Preservation Office's computerization efforts.

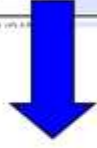
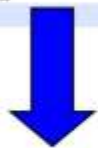


Ohio Historic Preservation Office
1982 Velma Avenue
Columbus, Ohio 43211-2497
(614)298-2000

OHIO HISTORIC INVENTORY

RPR Number:

1. No.		4. Present Name(s)		RPR Number:	
2. County		5. Historic or Other Name(s)			
6. Specific Address or Location		19a. Design Sources		35. Plan Slope	
6a. Lot, Section or VMD Number		20. Contractor or Builder		36. Changes associated with 17/17b Dates	
7. City or Village		21. Building Type or Plan		17.	
9. U.T.M. Reference Quadrangle Name		22. Original Use, if apparent		17b.	
Zone: Existing Northing		33. Present Use		37. Window Type(s)	
10. Classification		34. Ownership		38. Building Dimensions	
11. On National Register?		25. Owner's Name & Address, if known		39. Endangered?	
14. Part of Established Hist. Dist?		26. Property Acreage		By What?	
15. Other Designation (NR or Local)		27. Other Surveys		40. Chimney Placement	
18. Thematic Associations		28. No. of Stories		41. Distance from & Frontage on Road	
17. Date(s) or Period		29. Basement?		51. Condition of Property	
17b. Alteration Date(s)		30. Foundation Material		52. Historic Outbuildings & Dependencies	
18. Style Class and Design		31. Wall Construction		Structure Type	
18a. Style of Addition or Element(s)		32. Roof Type		Date	
19. Architect or Engineer		33. No. of Bays		Associated Activity	
		34. Exterior Wall Material(s)		53. Affiliated Inventory Numbers	
				Historic (OHI)	



Description Narrative,
Site Plan & Photos

HISTORIC INVENTORY FORM

www.ohiohistory.org/resource/histpres/docs/OHI_Form.pdf

PERIOD PHOTOGRAPHY

- Priceless reference of how it all really looked
- Shows earliest/most original details
- Sources: Historical Society/Local Amateur Historians
- The photo postcard craze of the early 20thC



PERIOD PHOTOGRAPHY



CASE STUDY OF A RECENT SUCCESS:

THE 1905 INTERURBAN DEPOT



TAKE A PAGE FROM HOLLYWOOD – USE PROPS TO REINFORCE IMAGE



THE “HERE’S A GREAT IDEA...” FEASIBILITY TEST

- Who will do it?
- Who will pay for it?
- What are the desired results?
- How will you measure success?

(MUST BE 4/4 TO PROCEED)



CLOSING THOUGHTS

- Take time to invest in relationships
- Communicate as you would with any respected partner (no surprises)
- Help develop realistic standards
- Anticipate loopholes/issues and change standards before they occur
- Gather historic reference material
- Treat your image as the gold that it is