Urban Transformation Tools

Five Themes:

1. Sense of Place, Mixed-Use Projects
2. Public Private Partnerships in Commercial Developments
3. Community Partnerships
4. Growth Modeling
5. Community Visioning
SENSE OF PLACE, MIXED-USE PROJECTS
Public Elements: Parks and the Foundry
Sense of Place, Mixed-Use Projects: LIBERTY CENTER

Layout Principle: the String of Pearls
Sense of Place, Mixed-Use Projects: LIBERTY CENTER

The Square:
Sense of Place, Mixed-Use Projects: LIBERTY CENTER

The Acropolis:
Sense of Place, Mixed-Use Projects: LIBERTY CENTER

The Park:
Sense of Place, Mixed-Use Projects: LIBERTY CENTER

The Foundry: the Living Room

- piano and fountains
- living room "cabanas"
- lounge seating
- the "stack" with fireplace
- the Foundry cafe
The Foundry: the Dining Hall
Liberty Township saw a downtown fall from the sky

For this still largely undeveloped Butler County township, the prospect of landing a megasized mixed-use mall—the $350 million Liberty Center—was unheard of a decade ago. As Greater Cincinnati’s northern suburbs along the Interstate 75 corridor grew, Liberty Township’s location became more of an asset than a liability.

It also offered the mostly rural, but growing bedroom community the chance to get a central business district. With Liberty Center, it’s almost like a Downtown fell from the sky, according to government officials. Actually, that was the hope and the plan all along.

So far Liberty Center, which just completed its first weekend of operation, is exceeding the expectations of township officials.

“It’s hard to not get excited about it,” said Caroline McKinney, the township’s economic development director. “It’ll have shoppers, business people and residents. People who come may not shop or buy anything. They may watch concerts or do yoga. The way they’re programming Liberty Center is meant to be more than just a shopping center.”
PUBLIC PRIVATE PARTNERSHIPS IN COMMERCIAL DEVELOPMENTS
Liberty Center Example:

**PUBLIC**
- Butler County, Ohio
- Liberty Township
- Ohio Department of Water Resources
- Liberty Community Authority

**PRIVATE**
- Liberty Center LLC
- Steiner + Associates

**PARTNERSHIP**
- Butler County Port Authority
  (funding $43M)
Liberty Center Example:

Contributions:
- Butler County Bonds $10,000,000
- Liberty Township Bonds $  5,000,000
- Liberty Community Authority $16,000,000
- Ohio Water Development Authority $12,000,000*

Total $43,000,000

Repayment Sources:
- Existing TIF zone $15,000,000
- Special Assessment/0.5% sales tax $28,000,000

Use of Funds:
- Off-site road improvements $  4,300,000
- Utility extensions $  4,500,000
- Parking garages $25,700,000
- Underground water storage $  8,500,000

* Loan
COMMUNITY PARTNERSHIPS
Community Partnerships

Liberty Center Example:

Community Mission of Liberty Center

To improve the measurable well-being of the community we serve.
Community Partnerships

Gallup-Healthways Well-Being Index®:

Five Pillars of Index Data

1. Purpose
2. Social
3. Financial
4. Community
5. Physical

Community Partnerships

Create Structure to Facilitate the Mission:

- Community Life Teaming Agreements
  - Founding Partner
    - Community and Family Wellness Mission
  - Cornerstone Partners
    - Category A (e.g., TriHealth)
    - Category B (e.g., Financial)
    - Category C (e.g., F&B Products)
    - Category D (e.g., Technology)
    - Category E (e.g., Communication)
  - Keystone Partners
    - Category F (e.g., Auto)
    - Category G (e.g., Beverage)
    - Category H (e.g., Education)
Community Partnerships

Liberty Center Example:

- Founding Partner: 
  - Community Life Team
  - Agreements

- Cornerstone Partners:
  - TriHealth

- Category E (e.g., Communication)
- Category F (e.g., Auto)
- Category G (e.g., Beverage)
- Category H (e.g., Education)
Community Partnerships

Liberty Center *Example*: Naming, Animation, and Programming Rights

- Exclusive naming rights for community assets
- Host event and programs at the named venues
- Exclusive use at mutually agreeable dates
- Primary Sponsor of Signature Event
- Selection for Change for Charity recipients
- Enhance sponsored community venues
Community Partnerships

Liberty Center *Example*: Financial Model

**Community Resources:**

- **Owner**
  - initial equity
  - annual operating contributions

- **Community Partners**
  - initial equity
  - annual operating contributions

**Creation of Public Amenities and Programming of Community Events**
Community Partnerships

Unity Chapel by TriHealth:
Community Partnerships

Sabin Hall by Cincinnati Children’s:
Community Partnerships

*Cincinnati Children’s Discovery Center*
Community Partnerships

Easton Town Center *Example*: Easton Community Foundation

*Change for Charity* - the proceeds from Easton’s metered on-street parking (and, to a lesser extent, any parking tickets that may be incurred) are donated to deserving local and regional charities and non-profit organizations.
Community Partnerships

Easton Town Center Example: Easton Community Foundation

Community Foundation Scholarships
You study. We pay.

Mentorship Program
You lead. We help.

Youth Advisory Council
You speak. We listen.

Ambassadors
You need. We provide.

Cornerstone Event Partnerships

Evening of Hope
The Center for Child & Family Advocacy

Celebration for Life
The James Cancer Hospital and Solove Research Institute

Once Upon a Night
Nationwide Children’s Hospital
Insight 2050 **Example**: Columbus, OH

getinsight2050.org

**New insight2050 Data Released**

Change. It’s the hot topic in Central Ohio. That’s why two years ago we launched insight2050 to examine the effects of population growth and changing development patterns on our region in the coming thirty-five years. At that time, we utilized the official job and population growth projections for region, as provided by Ohio Development Services Agency. Even under those somewhat conservative projections, Central Ohio was on track to be the fastest-growing region in the state.

Click images below to enlarge.

At its annual State of the Region event, held this year on May 5, MORPC shared the latest insight2050 data to benchmark our region’s actual growth from 2010 to 2015 against those earlier projections. With this valuable information, insight2050 assists communities across Central Ohio to prepare for this remarkable growth in the years ahead. We invite you to explore this new data here and while you’re visiting the site, please take a moment to sign up for the Insight2050 e-Newsletter to stay up-to-date on all things Insight2050.
Insight 2050 *Example:* Columbus, OH – “We are on track to becoming the largest metropolitan region in Ohio!”

**Population Growth Projections**

*7-county insight2050 Region*

- **Initial Projection**
- **Low Projection**
- **High Projection**

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*Growth Modeling*

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[Graph showing population growth projections for Columbus, OH from 2010 to 2050, with lines indicating different projections.]
### Insight 2050 Example: Columbus, OH

<table>
<thead>
<tr>
<th>Scenario A</th>
<th>Past Trends</th>
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<tbody>
<tr>
<td></td>
<td>Develop in the same way as in the past</td>
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<th>Scenario B</th>
<th>Planned Future</th>
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<td>Develop according to community’s plans</td>
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<tr>
<th>Scenario C</th>
<th>Focused Growth</th>
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<td>Develop with some infill &amp; redevelopment</td>
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<tr>
<th>Scenario D</th>
<th>Maximum Infill</th>
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<tbody>
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<td>Develop with maximum infill &amp; redevelopment</td>
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</tbody>
</table>
Insight 2050 *Example*: Columbus, OH
Insight 2050 Example: Columbus, OH

- **Land Consumption**
  - Past Trends: 495 square miles
  - Planned Future: 270 square miles
  - Focused Growth: 45 square miles
  - Maximum Infill: 15 square miles

- Reduction: -225 sq. miles
Growth Modeling

Insight 2050 *Example*: Columbus, OH

**LOCAL FISCAL IMPACTS**

- **Past Trends**
  - Capital: 4.4
  - O&M*: 12
  - Total: $16.4 billion

- **Planned Future**
  - Capital: 4.5
  - O&M*: 11.3
  - Total: $15.8 billion

- **Focused Growth**
  - Capital: 3.2
  - O&M*: 10
  - Total: $13.2 billion

- **Maximum Infill**
  - Capital: 3
  - O&M*: 10
  - Total: $13 billion

*Operations and maintenance
Growth Modeling

Insight 2050 Example: Columbus, OH – Projected Land Development

7-county insight 2050 Region

Scenario A  
Past Trends  
Continuing with policies and plans of the past

Scenario B  
Planned Future  
Continuing with communities’ existing plans

Scenario C  
Focused Growth  
Following market demands with some infill & redevelopment

Scenario D  
Maximum Infill  
Following market demands with Maximum infill & redevelopment

A: Past Trends  
B: Planned Future  
C: Focused Growth  
D: Maximum Infill

2010-1025 Consumption  
14 square miles/5 years

2010-2050 Consumption  
14 square miles/5 years
Conclusions for Central Ohio’s needs based on growth modeling and market trends:

• There will be increased focus by the communities of Central Ohio to develop ‘sense of place’ projects

• Through entitlement leverage, grocery anchored environments will be potential candidates for the creation of ‘village centers’

• The strong growth of the region will mitigate the impact of the online sales on existing retail environments

• Many of these projects will also become higher density and mixed-use combining retail with residential, office, or hospitality uses

• Municipalities will encourage these developments and pay for infrastructure costs through TIF type financing structures, taking advantage of the extra value created by higher densities
COMMUNITY VISIONING
Community Visioning

Buckeye Lake, Ohio Example:
Community Visioning

Buckeye Lake, Ohio *Example*: History

1. Early Days Canal System
2. “Playground of Ohio”
3. Economic Decline and Dam Problems
4. Continued Dam Problems & Toxic Algae
5. Rebuilding of the Dam
6. New Vision for the Future
Community Visioning

Buckeye Lake, Ohio Example:

VISIONING SESSION - MEETING AGENDA

8:00   Welcome and organization
8:15   Background presentations:
       history, tourism, creative communities,
       water quality, and agriculture
9:15   Identify a VISION for the future of our Region

10:15  - break –

10:30  Identify the ASSETS and LIABILITIES of our Region
11:30  Define our CORE PURPOSE (MISSION)

12:30  - Lunch Break –

13:00  Identify our CORE VALUES
14:00  Next steps and call for volunteers
14:30  Adjournment
Community Visioning

Buckeye Lake, Ohio *Example*: Facilitate Visioning Session with community participation
Community Visioning

Buckeye Lake, Ohio *Example*:
Community Visioning

Buckeye Lake, Ohio *Example*: A Plan for the Future

A Tri-County Alliance
BUCKEYE LAKE 2030
Charting a New Course
Together
CONCLUSION

The planning of our Communities is no longer a zoning or traffic engineering technique addressing land use decisions. Instead, planning is now driven by job creation goals that depend on the livability of our communities.
THANK YOU!

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