

2011 SUPPLEMENT
To the 2008 Grove City
Town Center Plan

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Prepared for the City of Grove City

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INTRODUCTION

On January 20, 2009, the Grove City Council adopted the Grove City Town Center Plan prepared by Lincoln Street Studio. This concluded a year long effort by the consultants, which included the preparation of a Market Study, a series of public meetings, research to define current development trends, assembly of case studies, and preparation of a land use study of all property within the Town Center Study Area. All of this was done to define a comprehensive assessment of strengths, weaknesses, and opportunities for the redevelopment of Grove City's Town Center.

During the planning process, Grove City had also been working on a public/private partnership to redevelop the old lumberyard property west of City Hall, which had been acquired by the City. A private development company had been selected through a competition of ideas presented by developer-architect teams. The selected developer had proposed an approach whereby one large project might serve as a catalyst for the redevelopment of the entire Town Center area. There was much interest in this approach, but by the fall of 2008, the "Great Recession" had dashed all feasibility for the project as too expensive for the perceived benefits.

The Town Center Plan, which City Council adopted took a different tack, presenting an alternative strategy. Rather than proposing a single grand project to revitalize the Town Center, the plan was

based on the approach that only multiple small successful projects would breathe new life into the Town Center area. Further, the Town Center Plan set forth the idea that the Grove City Town Center would never again become the retail center of Grove City. The plan proposed a vision that the Town Center Study Area was ideally suited to become a grand urban neighborhood. This concept derived from the unique configuration of the old Town Center plat of small square blocks and the Market Study and development trends assessment which defined the opportunity of new housing within an urban and highly walkable context.

The Town Center Plan's focus on implementation led to the development of the plan's over-arching strategy, called "The Green Frame," a concept which proposed a complete network of tree-lined walkways that:

1. Surrounded sites suitable for new housing development;
2. Connected all redevelopment sites to all stores, workplaces and public facilities; and built short but important street and walkway connections to nearby existing Grove City neighborhoods.

Additionally, the primary limits of the Green Frame network were defined within a distance of one quarter mile from the intersection of Jackson Street

and Broadway. The plan proposed construction of a series of small neighborhood parks along the Green Frame streets and a walking network to enhance the attractiveness of new housing development sites. See pp. 13 & 14 of the Town Center Plan.

One single property was omitted from the Town Center Plan, the old lumberyard property west of City Hall. This omission was due to the momentum for the private developer's work on the catalyst project, which had become known as the Lumberyard Project. The specific design was illustrated in the Town Center Plan pp. 36 & 37. In the summer of 2010, the City retained Lincoln Street to re-visit the Town Center Plan with the objective to consider other options for the old lumberyard property. A local resident and a Grove City Town Center merchant, Rebecca Sommers, had proposed a design for the property following a concept of using it as a large park. Her idea (graphic), called Lamplighter Park, incorporated a dog park. This design generated much discussion and renewed local attention on the old lumberyard property.

The City Council distilled the discussion to form several objectives which Lincoln Street was asked to address in some way as part of the study of the property. This Supplement to the 2008 Grove City Town Center Plan addresses those issues. Our work has consisted of a feasibility study and research

regarding the functional, aesthetic, financial, and maximum productive aspects of the development of this property in order to provide the greatest benefit to Grove City.

1. **What short term and longer term use considerations would be most appropriate to allow the City to be strategic in helping the Town Center redevelopment process?**
2. **Is there a mixed-use project that would fit the site and be most beneficial to existing Town Center Businesses?**
3. **Should the City develop a major park on the property?**
4. **What alternative use options seem most appropriate now? What would be the costs and benefits of each?**
5. **What is the highest and best use of the property?**
6. **How would the 2008 Town Center Plan be changed if the old lumberyard property is included?**

SUMMARY

Currently, no portion of the Town Center planning area possesses a strong identity. Each segment is a mixture of uses and vacant land. There is little evidence of mutual support or compatibility among the land uses. Consequently, no portion conveys an image of success and the overall complexion of the existing development pattern is one of confusion.

PROBLEMATIC LAND USE PATTERN

Historically, towns were laid out following certain important planning principals. For example, sites for the most important public buildings were located in the most important places, fronting the public green, or along one side of the primary public square. Sites for shops and stores were grouped to form a market district, sometimes set apart to form a market green or public park outfitted with farmer's market stalls to be open during warm months. Residential properties were also grouped to form residential districts or neighborhoods. Both large and small sites were set aside within each district to encourage the development of a multiplicity of scales, with larger buildings fronting an important public park or civic space. All of the public spaces were arrayed within the town in an hierarchical way, with the most important located in the center of the town and the smaller parks located among groupings of smaller buildings, and often along the primary streets. A review of the existing land use pattern within the Grove City Town Center area shows that

few, if any, of these principals were followed, with the notable exception of clustering retail lots on opposite sides of the widened portion of Broadway to form a market district. This circumstance leads to a proposition. If development of the lumberyard site and all of the previously proposed Green Frame improvements could be accomplished with an eye toward clarifying the existing land use pattern, then all property within the Town Center would improve in value. The graphic plan of a suggested land use pattern is shown on page 11 of this supplement.

SHORT AND LONG TERM USE OPTIONS FOR THE LUMBERYARD PROPERTY

When considering the old lumberyard site for redevelopment, there are two ways of evaluating value – short term benefits from the development that would add value to surrounding property and Town Center businesses, and longer term benefits in the form of added value for all of the property owners in the Town Center.

SHORT TERM USE CONSIDERATIONS

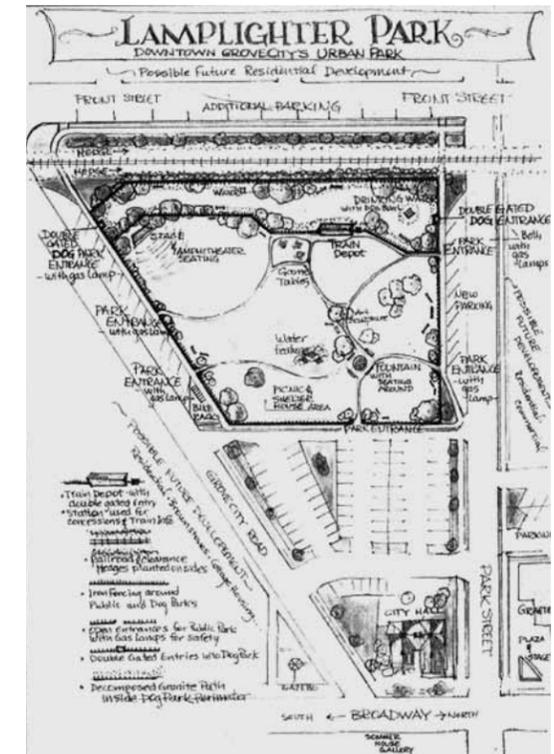
Several development ideas have been suggested for their potential to provide short-term benefits. These include building a permanent park, temporary park concepts, and similar uses. We have considered each, and offer our summary evaluations here.

Permanent Park Concepts

A permanent park option would use a park to spur surrounding redevelopment. The City could devote the full site to a park, or devote a small part of the site to a park and allow some part to remain for future development. (See the Library proposal on page 8.) A permanent / major park will provide little benefit to frontage property. And, it must be stated that a park of any size located on the lumberyard property will not effectively support the Town Center economy unless surrounding re-development occurs.

Such a park should be conceived as a part of a re-development of the immediate surroundings. It is our opinion that the existing land use pattern surrounding the lumberyard property is not configured properly to benefit from significant parkland development on the lumberyard site. Multi-story apartment and condo buildings for residential and office uses would benefit from such investment if located across the street from a major park, but we do not believe that such redevelopment is realistic for Grove City now or in the foreseeable future.

Our recommendation is to devote a small part of the site to a park and allow some part to remain for future development. A major park on the entire site would require significant investment. The entire site should be considered as a phased development so that unnecessary improvements are not made to portions which are to be left for future development.



Dog-Friendliness / Dog Park

A local resident and business owner suggested a dog park, which Lincoln Street was asked to address, since it generated substantial public interest. Our research suggested that people using dog parks typically drive to and from these parks, limiting the economic impact for local retail shopping. However, dog-friendliness is good for retail, sales, and is a simple change local businesses can implement themselves. Though we do not recommend a dog park for the old lumberyard site, dog parks do provide a valuable service to dog owners, and another site in one of Grove City's larger parks may be suitable. We have provided some guidelines and characteristics of successful dog parks as a reference for any future park plans. Instead of a dog park on the old lumberyard site, we suggest making the Town Center area "dog-friendly" and creating designated "dog-walks" throughout the green frame with amenities catering to dogs and dog walkers. Some examples of "dog-friendly" amenities and a "dog walk" graphic are provided as a reference on pages 24 and 25 of this supplement.

Temporary Park Concepts

At this time, a temporary or placeholder park may be a viable option in the short term. Central Ohio Real Estate developers and appraisers believe that Grove City could choose to wait for the land to reach its potential, as the current economy will still

not support a major mixed-use development project of the type previously proposed on the property at this time. However, the land could benefit the Town Center and the residents of Grove City in the meantime. The goal should be to replace emptiness with an amenity for a modest expenditure, and to spend as little investment as possible. Such a park would still provide a draw to bring people into the Town Center assuming there is activity programming, though a park alone will have limited economic impact on the surrounding businesses.

- Since the park may be temporary, it should be simple, to save funds for later improvements and for other work in the Town Center.
- It can be a passive landscape – as simple as grass and trees and a few cross paths.
- A portion of the site could be set up for community vegetable gardens and orchards for which residents sign up, to be administered by the Parks Department. (Illustrations on page 16).
- The disadvantage of this approach is that citizens can become attached to parks and gardens and get upset when they are taken away later. If this approach is used, it will be imperative that the eventual development of the site be emphasized so that there is no confusion.
- The advantage is that it will provide an amenity for the community which would draw people to the Town Center area.

LONG TERM USE CONSIDERATIONS

THE COLLEGES OF GROVE CITY

A businessman has assembled land at Broadway and Columbus Street, and has a development plan to focus on providing facilities for the colleges that have expressed interest in opening branch campuses in Grove City. We support this proposal, and believe it is better to support private investment to bring the colleges to the Town Center area than to invest public funds for campus facilities. Institutions of higher learning can contribute significantly to the economic development of their region and communities. However, a commuter college campus on the lumberyard site would likely have less impact than a college which is more integrated into the Town Center, unless student housing is included. We believe that the college campus project is a longer term development idea, whether accomplished privately or through assistance by the City.

HOLDING THE PROPERTY AS A FUTURE INVESTMENT OPPORTUNITY

We believe that the current economy will still not support a major mixed-use development project of the type previously proposed. We believe that it is a viable option for the City of Grove City to hold on to the site in its present state as an investment opportunity which could surface in the future when economic conditions improve. However, the only

way to test this is to put out a request for proposals with strong city incentives.

ENHANCEMENT OF PUBLIC FACILITIES CAN CLARIFY THE LAND USE PATTERN AND SPUR TOWN CENTER HOUSING DEVELOPMENT

Capitalizing on Library Patronage

Relocating the public library to the lumberyard site provides the following benefits:

The Benefits of a Stronger Library

- Relocating the library would bring the daily patronage of the library (approximately 1,100 people) to Park Street and Broadway where they would be in closer proximity to Broadway merchants.
- The library's new position in the Town Center would serve as a primary incentive for new housing and would likely support other new development of Broadway frontage property, including the proposed site for the Grove City college campus development, as it would be within easy walking distance for college students to use.
- The parking lot improvements to the north of Park Street, behind the merchants located along the west side of Broadway, would get "double-duty," serving merchants and public library patrons.

The Benefits of Housing

- New housing will increase the density and therefore buying power of the Town Center area resident population. In the last twenty years the population in the Town Center has increased only by 50 residents.
- At an average income of \$55,000, the purchasing power of each new household will yield annual retail sales of \$21,875. Eighty of them would amount to \$1,750,000. On average, sixty to eighty percent of this would be realized in the Town Center.
- A new housing development would draw friends and relatives of the new residents, increasing overall patronage of Town Center shops and facilities.
- A new housing development would benefit a potential new grocery tenant in the Town Center.

Of the public-private redevelopment options, the most feasible option is a plan combining 80 units of market rate housing, relocating the public library to the existing City Hall, with an addition; and the development of a public park between the library and the housing development. In addition to the benefits listed on page 5 in "Enhancement Of Public Facilities Can Clarify The Land Use Pattern And Spur Town Center Housing Development," this plan provides the following benefits:

- The existing library building, which could serve as a new location for municipal offices, is 19,675 square feet larger than City Hall, and the added space could obviate the need for an addition to City Hall to handle space needs for government offices.
- The new proposed location for the library would be of great incentive to the proposed new housing development, as residents could easily use the library by walking the short distance through the new park.
- Public expenditure to implement this option would focus on support from the Library Board and the City of Grove City. It would generate or leverage the private investment necessary to build the housing development.

The Grove City Library is the Town Center's biggest draw but is not well-integrated with other uses.

Estimated Costs of Relocating City Hall to the Library and the Library to the City Hall:

1. Existing Valuations:

- City Hall consists of 15,215 SF and is valued by the County Auditor at \$2,249,100.
- The Public Library consists of 34,800 SF and is valued by the County Auditor at \$1,968,800.
- City Hall is more valuable by \$280,300.

2. Renovation of the City Hall for Library Use:

- Assume 15,215 SF for rehab @ \$125/SF = \$1,901,875
- To build new reading room and lobby-entry, assume \$225/SF (new library construction cost) = \$6,750,000
- Total estimated budget for Library at City Hall \$8,651,875

3. Renovation of the existing Library for municipal offices:

- Assume all 34,800 SF @ \$125/SF = \$4,350,000

4. Other costs associated with switching places:

- Parking improvements – renovate and expand public \$ 411,840
- Parking on the north side of Park Street* \$ 600,000
- Land acquisition budget to increase parking lots \$1,061,840

Parking for City Hall at current library site:

- To improve existing parking lots, allow \$ 342,465

5. New Public Park between new housing and new library reading room budget allowance of:

\$ 525,000

Total Estimated Cost

\$15,943,020

* As proposed in the Town Center Plan

Only 1.7 percent of those living within one mile of the intersection of Park Street and Broadway work from home. As countywide levels are 4.2 percent, this area would support, at minimum, another 100 people working from home. (2008 Town Center Plan - Market Analysis). Users of such work/live spaces seek out coffee shops, libraries, and other "third places" to escape the freelance isolation and the distractions of home, hold meetings, and do work and research. (2008 Town Center Plan - Trends).



© Ed Yourdon



CURRENT GROVE CITY PUBLIC LIBRARY BUILDING



CURRENT GROVE CITY MUNICIPAL BUILDING

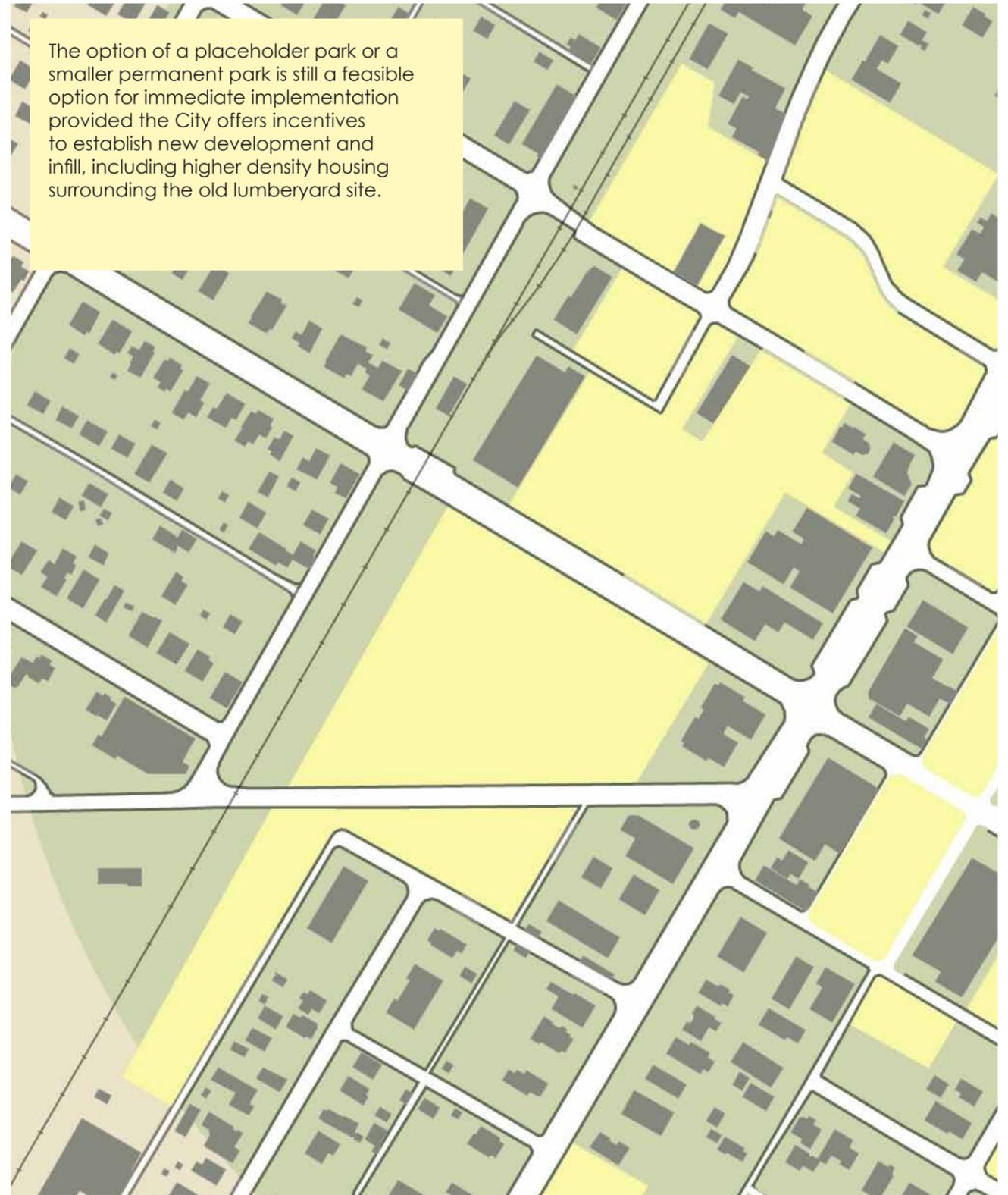
The library's facilities are inadequate. 58 percent of shoppers surveyed support the idea of getting the library a larger location within the Town Center. (2008 Town Center Plan - Market Analysis). The library cannot expand or improve its facilities without help from the City of Grove City and Jackson Township. (2008 Town Center Plan - Issue List).

The present pattern of land uses surrounding the lumberyard site is not configured properly to benefit from a major park. Multi-story apartment and condo buildings for residential and office uses would benefit from such investment, but we do not believe that such redevelopment is realistic for Grove City now or in the foreseeable future.



Existing uses surrounding the Lumberyard Site from the 2008 Town Center Plan

The option of a placeholder park or a smaller permanent park is still a feasible option for immediate implementation provided the City offers incentives to establish new development and infill, including higher density housing surrounding the old lumberyard site.



Redevelopment opportunities surrounding the Lumberyard Site identified in the 2008 Town Center Plan

160 New Dwelling Units

As initially proposed in the 2008 Town Center Plan, The Green Frame Plan sought to build in a market for new and existing businesses through the development of at least 160 new dwelling units at densities higher than Grove City has seen in the Town Center area.

The 2008 Plan determined that there were 346 dwelling units within a quarter mile of Jackson Street and Broadway. Based on the household size from the demographic data in the market analysis and assuming full capacity, the estimated population in this quarter-mile radius is 868 residents. Residential density is at 2.8 dwelling units per acre in this quarter-mile radius. Without vacancy, population density is 6.6 residents per acre.

The 2008 Plan proposed the addition of 160 dwelling units within this radius, representing a 46 percent increase, adding 400 more residents in this walkable area. Raising residential density to 4.03 dwelling units per acre. Population density would rise to 10 residents per acre. Assuming full capacity and average household income in line with the data from the market analysis, the new dwelling units would bring \$8.1 million to the area income to help support Town Center merchants.

Housing / Empty-Nester Housing

Empty-nester housing is a strong and growing market. By 2030 the number of seniors in the US will double, bringing the total to 70,000,000 or 20% of the total population. And while they relocate less often, people over 65 account for 10% of the housing market and those between the ages of 55 and 65 account for another 10%.

- Many seniors want to age in place – in their current homes or communities.
- Housing units adjacent to a park would guarantee a population that will utilize park facilities.
- Housing units adjacent to a park allow for increased social interaction in community and increased physical fitness and health opportunities.
- We have discussed the potential for housing development in Grove City with Central Ohio realtors and developers, and all believe that the primary market for housing is for persons between the ages of 55 and 70. Demographic data points to significant populations in this use group.

ALTERNATIVE USE OPTIONS

Unfortunately, the current economy cannot support large scale retail and office development like the previously proposed lumberyard project, so all options would require the City providing primary funding, with smaller private components that the City could help incentivize. In any scheme, the focus should be on what would best serve the Town Center.

Immediate redevelopment options include:

- Of the public-private redevelopment options, the most feasible option to implement immediately is a plan combining 80 units of market rate rental housing with the relocation of the public library to the existing City Hall with an addition, and a small park. (Described in more detail on page 6 and illustrated on page 17).

Dense housing, which would bring new residents to the Town Center, is a good option. If the City prefers the public-private option, we suggest the City advertise for proposals from private developers. This may include the proposal listed above with 80 apartment units at the west end of the lumberyard property or any of the following options.

- City Hall addition, a small park and new apartments. Under this proposal, the addition to City Hall would provide needed office space plus public use space facilities for public or civic meetings, computer use tutoring and similar activities would be attractive for new apartment residents. (Similar to illustration on page 17).
- City Hall addition, a small park and a health club facility. Such a facility would draw people to the Town Center area on weekends and during weekday evenings. A well-designed health club would also be an attractive neighbor for an apartment development. (Illustrated on page 18).
- Public Square: City Hall addition, public square and a new library facility. Concentrating civic uses on the lumberyard site and investing public funds in public facilities with the long term goal of spurring surrounding development and clarifying land use patterns. (Illustrated on page 19, also see page 11). Under this option, property now owned by the library would become available for redevelopment for infill housing.

- A temporary park may provide an amenity in the short term. The option of a placeholder park or a permanent park with incentives to establish higher density development surrounding the old lumberyard site is also a feasible option for immediate implementation. (Illustrated on pages 15 & 16).

Waiting for conditions to improve:

While this is a viable option, this does not take into account the community and surrounding businesses that may not be able to wait an indefinite amount of time for something that could help improve the Town Center. It is for this reason that we suggest the City consider moving forward with partial development of the site and prioritize housing in and around the Town Center, which would at least provide the much needed roof tops to support local businesses in the Town Center.

We suggest advertising the lumberyard property again to see if there is developer interest. The City could provide incentives, essentially acting as a bank in the short term to fund development when private money may not be available. In the long term, the City would be repaid from the development profits.

CHANGES TO 2008 TOWN CENTER PLAN

As summarized in the Introduction to the Supplement, the key components of the 2008 Town Center Plan do not change. This supplement adds several more detailed concepts to the plan, as follows:

1. This Supplement proposes adding four (4) land use districts to the plan (see graphic on page 11).

1.1. All new housing development and housing redevelopment projects should be located in the new Residential Use District. To maximize housing redevelopment opportunity, zoning should be changed to allow housing projects at a density of 32 units per acre.

1.2. Retail development and restaurants should be directed to locate in the Market Square District.

1.3. A Small Business Incubator District should be defined north of Park Street and west of the city's public parking lot, and

1.4. A new Public Square or Civic District should be defined to contain the existing City Hall property and the lumberyard property. This total area can be used to accommodate an expanded municipal building, new library facilities, and a parkland reserve.

IMPLEMENTATION: FORMER LUMBERYARD

Present Context

- Area has been cleared and assembled for redevelopment.
- The limits of the CRA, Community Reinvestment Area, have been extended to encompass the entire site.
- City Hall occupies the only portion of the block suitable for retail with its Broadway frontage and visibility, as identified in the 1987 plan.
- Unlike several other areas adjacent to the core, this area has good access to Broadway via Park Street and Grove City Road.

Proposed Regulation Changes

- Rezone the parcels in the area with the long term goal of clarifying the land use patterns in the Town Center. The graphic plan of a suggested land use pattern is shown on page 11.
- Write new ordinances to create:
 - Small Business Incubator District
 - Public Square District
 - Market Square District
 - Urban Residential Use District

Proposed Incentives

- The land has been pre-assembled for a redevelopment proposal.
- Use of Tax Increment Financing (TIF) or Community Reinvestment Area (CRA) to be determined in public/private partnership agreement.
 - TIF is available under Ohio Revised Code (ORC) §5709.40 or §5709.41.

Proposed Green Frame Improvements

- Improve the streetscape along Park Street and Grove City Road.
- The closure of Franklin Street at Grove City Road removes potential traffic conflicts with the access point for future development. It also removes an odd-angled intersection.

Possible Redevelopment Opportunities

See "Alternative Use Options" on page 5 and illustrations beginning on page 14.

- Permanent Park
- Temporary Park
- "Library Option" Mixed-use development: Housing, Public Library and Park
- Mixed-use development: Housing, City Hall addition and Park
- Mixed-use development: Housing, health club, and City Hall Addition
- "Public Square Option"

Implementing the Public Square Option

For this option to be viable, it will be necessary for the Grove City Council and the Library Board to reach agreement on many points. First, they all must accept the concept as an important step in the revitalization of the Town Center Area. Secondly, a strategy must be found to provide new library facilities at no cost to the library. At minimum, sources of revenue to offset costs include public funding and the purchase of existing library property by one or more developers interested in building new housing projects. It may be advisable for the City and the library to advertise the sale of the library property to get some proposals from developers, in order to determine a potential sum that could be available to fund new facilities.



Suggested clarification of land use patterns for Town Center area

ANSWERING THE CITY COUNCIL'S QUESTIONS:

1.

What short term and longer term use considerations would be most appropriate to allow the City to be strategic in helping the Town Center redevelopment process?

See "Enhancement of Public Facilities can Clarify the Land Use Pattern and Spur Town Center Housing Development," page 5 of this supplement.

Also see research summaries on Parks, Dog Friendliness, Libraries, and Educational Institutions, beginning on page 21.

Graphic illustrations:
"Suggested clarification of land use patterns for Town Center area", page 11.

2.

Is there a mixed-use project that would fit the site and be most beneficial to existing Town Center businesses?

Yes and no. The current economy cannot support a large scale retail and office development like the previously proposed lumberyard project. We have listed several suggested alternative uses in "Alternative Use Options" on page 8. The most beneficial option for the Town Center businesses may be incremental changes and infill housing developments and not a single mixed-use development on the old lumberyard site.

Graphic Illustrations of options begin on page 14.

3.

Should the City develop a major park on the property?

No, a major park will provide little immediate benefit for a large cost. See "Permanent Park Concepts" on page 4.

Also see alternatives to a major park, "Temporary Park Concepts" on page 4 and illustrations on pages 15 and 16. As well as "Dog-Friendliness / Dog Park" and related research and illustration on pages 24 and 25.

4.

What alternative use options seem most appropriate now? What would be the costs and benefits of each?

See "Alternative Use Options" on page 8 and elaboration of the Library option on page 6.

Also see illustrations of options beginning on page 14 and the "Library Option" on page 17.

5.
What is the highest and best use of the property?

The highest and best use is whatever the market will bear, and at this time, the market may not support anything. Therefore, we suggest the City advertise the project to find out what the market will bear.

See "Holding The Property As A Future Investment Opportunity" on page 5 and "Alternative Use Options" on page 8.

6.
How would the 2008 Town Center Plan be changed if the old lumberyard property is included?

See "Changes To 2008 Town Center Plan" on page 9 and "Implementation: Former Lumberyard" on page 12.

POSSIBLE LUMBERYARD REDEVELOPMENT IDEAS

Park as Placeholder for Future Development 15

Community Gardens as Placeholder 16

Mixed-use: Housing, Public Library & Park 17

Mixed-use: Housing, Health club, Park & City Hall 18

Civic use: Civic Square 19



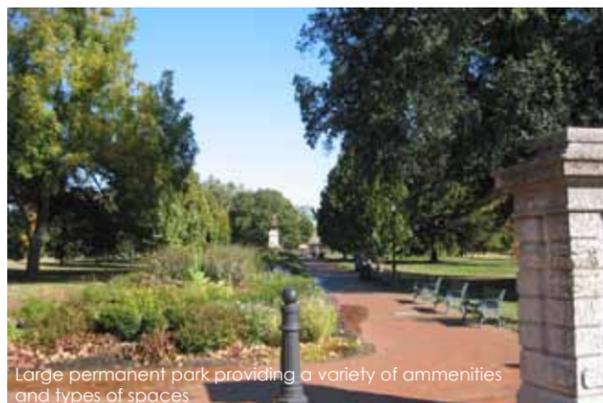
Simple placeholder: grass & trees



Small urban park with an assortment of amenities



Large permanent park with stage/amphitheater space



Large permanent park providing a variety of amenities and types of spaces



Permanent Park to spur surrounding development:

- Whether full-site or partial, this park should be conceived as part of re-development of the immediate surroundings.
- Whether full-site or partial, this park should be an integral piece of the Green Frame.
- The Town Center businesses should focus on something that makes them special, like being dog-friendly. For example, the Green Frame can be developed as a Town Center Trail, or dog walk with amenities catering to dogs and dog-walkers.

Park as placeholder for future development



Franklin Park Conservatory © Randall Schieber



Chapman Elementary © www.fpconservatory.org



Community Gardens as placeholder for future development



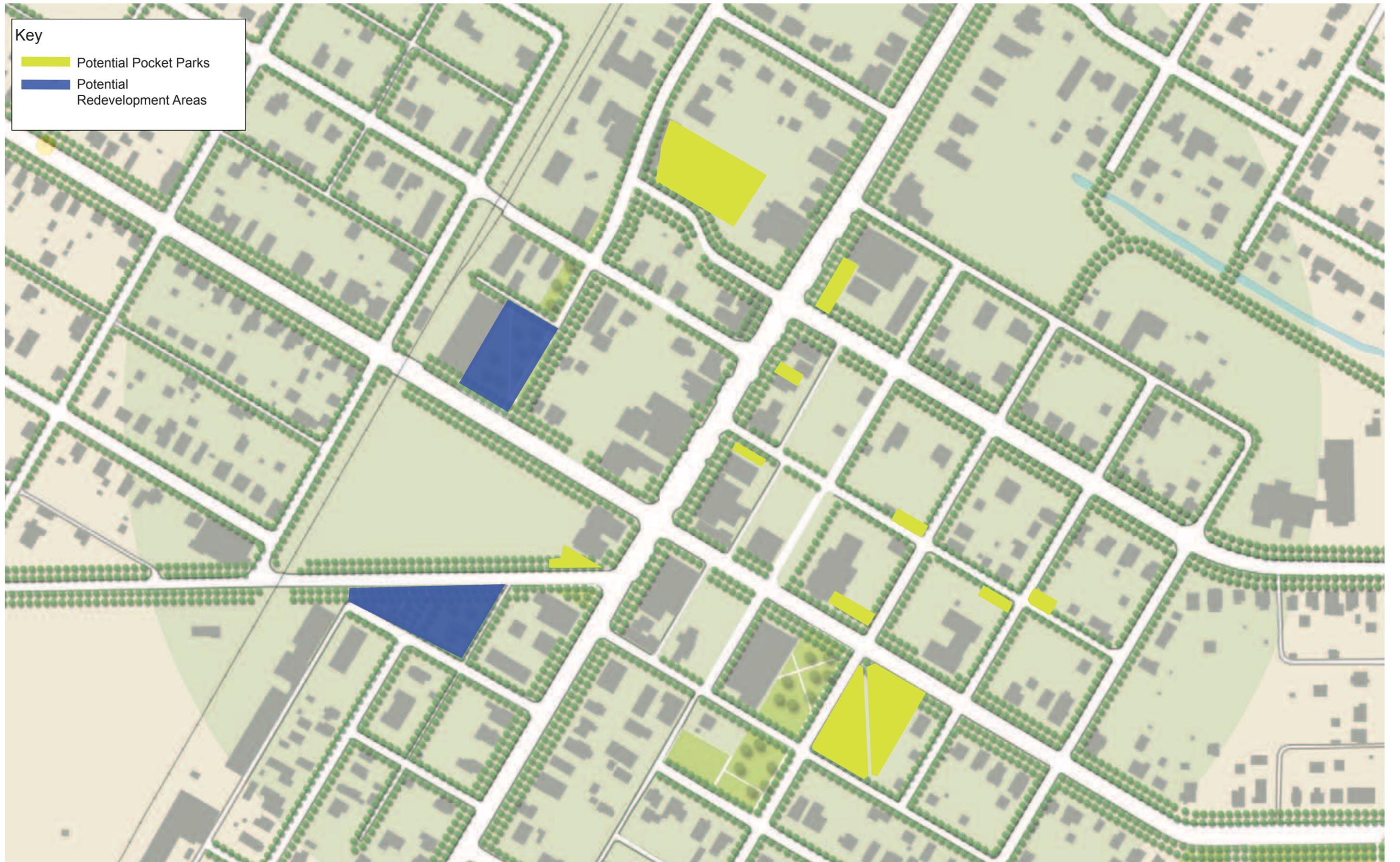
Mixed-use development: Housing, Public Library & Park



Mixed-use development: Housing, healthclub, & City Hall Addition



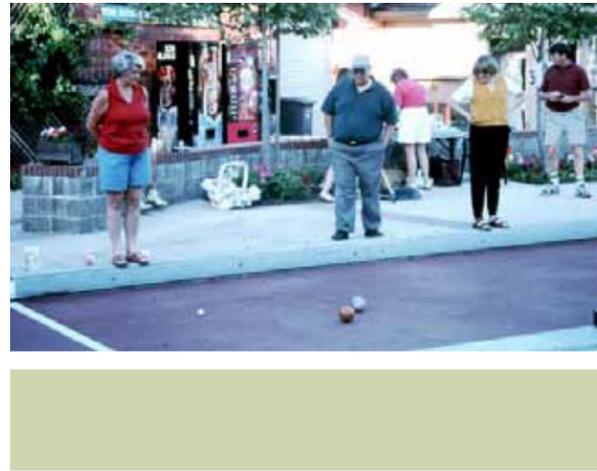
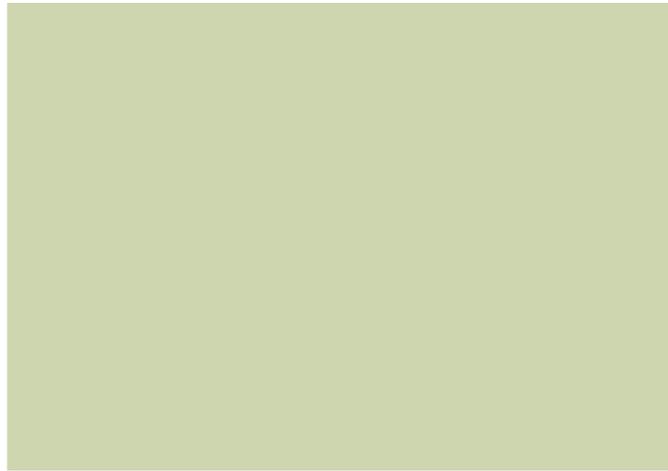
Civic Square



Community Gardens as placeholder for future development

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PARKS: CASE STUDIES

Our research supports the supposition that parks benefit their surrounding neighborhoods economically.

The following conclusions are based on the premise that a park or public space is well conceived in terms of its uses, is well-designed and well-executed.

- Parks encourage private development and investment in the community, especially following a renovation of a park space, when positive investment gives investors confidence.
- Parks improve property values and rents, and can attract new businesses and jobs, leading to an increase in tax revenues.
- Steps, such as PUD planning and re-zoning for higher densities, can be taken to encourage private investment.
- Parks in urban areas do even better if they are amenable to events.
- Events must be appropriate, well planned, well executed, and properly publicized; they are not a natural outcome of a park or plaza. In other words, only part of the success can be attributed to design. Or to put it another way, civic planning should be an integral component of design. An amphitheater does not create public musical events; a plan for musical events makes a stage and seating area necessary.
- Parks are centers of civic activity; a place where

people come together; they foster a sense of community. This is one reason that monuments to great leaders or to war dead are found in parks; and that parks are at the center of towns in the form of village greens or court house squares. Parks can be passive, for quiet time, or can serve as the venue for events.

- Location is important to success.

"Parks provide intrinsic environmental, aesthetic, and recreation benefits to our cities. They are also a source of positive economic benefits. They enhance property values, increase municipal revenue, bring in home buyers and workers, and attract retirees." *APA, "How cities use parks for . . . economic development", City Parks Forum Briefing Papers: 2002.*

"In 1991, the ULI in cooperation with the American Society of Landscape Architects examined eleven real estate developments to assess whether money spent on site planning, landscaping, and preservation of mature trees justified the added cost of development...landscaping and green space increased profits for developers while providing numerous other benefits to both the user and the community. Specifically, green space and landscaping translated into increased financial returns of 5 to 15% depending on the type of project. Landscaping also gave developers a competitive edge and increased the rate of project absorption."

McMahon, Edward T. "Green enhances Growth," Planning Commissioners Journal. No. 22 (1996).

Below are examples illustrating the positive impact of parks. Some detail the addition of a park or greenbelt where none previously existed. Others focus on the revitalization and added amenities in existing parks. The following examples span in size, location, and intent, but the conclusions remain the same – well considered and maintained parks make economic sense and bring value to their communities by enriching livability.

- **Chattanooga, TN:** In the early 1980's Chattanooga faced a deteriorating quality of life due to rising unemployment, crime rates and pollution (APA). To attract middle-class residents back the city created new parks and trails. When new parks and trails were created property values rose more than \$11 million, an increase of 127.5%. Annual combined city and county property tax revenues rose to \$592,000, an increase of 99% from 1988 to 1996.
- **Columbus, OH:** A study conducted in 1979 showed that in a Columbus neighborhood with access to a park, upwards of 7% of the value of residential property was attributable to the park.

- **Dayton, OH:** Proximity to the Cox Arboretum and park is attributed with 5% of the selling price of homes near that open space.

TPL Report – Economic Benefits of Parks and Open Space

- **Belleview, WA:** 20-acre park located several blocks west of office core, adjacent to 50-year old regional shopping center.

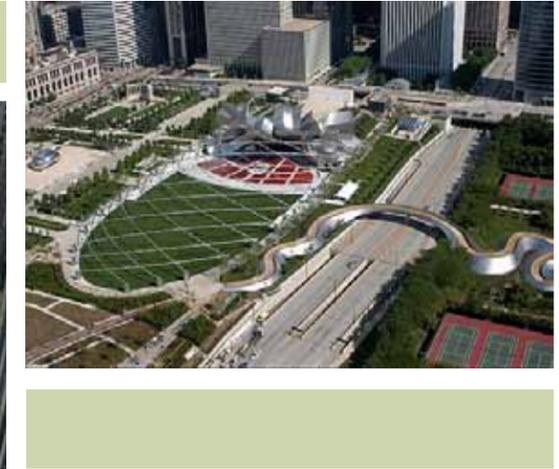
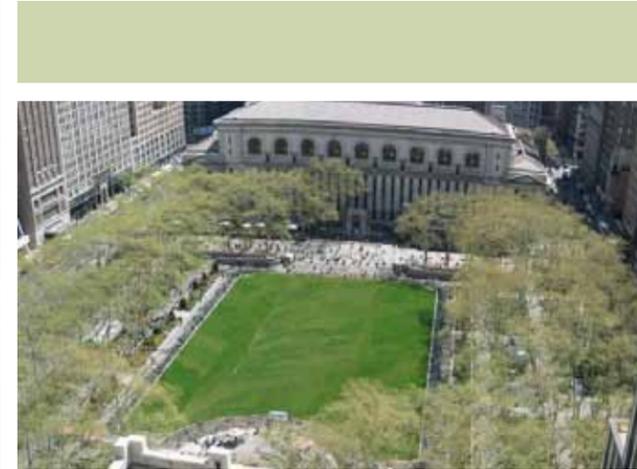
"Members of the local community strongly believe that development of the park was an important catalyst for residential development in the surrounding area."

"One of the first new housing developments downtown, the McKee/Parkside, borders the park and sold out very quickly. The first phase includes two bedroom luxury homes which face Main Street in Old Bellevue. The second phase includes larger and more expensive homes which face Downtown Park."

Phillips, Patrick L. Real Estate Impacts of Urban Parks. Economic Research Associates, 2000.

- "For a 1995 poll, researchers from the Regional Plan Association and the Quinnipac College Polling Institute queried nearly 2,000 people from around the country about quality of life. The major elements cited as crucial for a satisfactory quality of life were low crime with safe streets and access to greenery and open space."

TPL Report – Economic Benefits of Parks and Open Space



- **Boulder, CO:** Greenbelt. Parks' value to neighborhood quality is further confirmed by studies that find a statistically significant link between property values and proximity to green space, including neighborhood parks and urban forested areas. Another study found that the price of residential property—based on data from three neighborhoods in Boulder, Colorado— decreased by \$4.20 for every foot farther away from the greenbelt."

Property Tax Benefits: The presence of a greenbelt in a Boulder neighborhood was found to add approximately \$500,000 in property tax revenue annually.

Walker, Chris. "The Public Value of Urban Parks." Beyond Recreation A Broader View of Urban Parks: 2004.

American Planning Association "How cities use parks for...economic development" City Parks Forum Briefing Papers: 2002.

- **Boston, MA:** Post Office Square. A 1.7-acre park over a parking garage replaced an above ground parking structure. Amenities include a café and seat walls; the park seats 1,000 people.

Office space with a view of the park leases for 20% more than space with no view in the same building. Meridian Hotel rooms with a view of the park are at a premium and are the most heavily booked.

- **Columbus, OH:** Columbus Commons is currently underway in the heart of downtown Columbus. A 9-acre placeholder park, located on the former site of a defunct shopping mall, the plan anticipates phased development along the park edges to include a mix of office, residential and retail – all market driven private investment. A 6-acre permanent park will remain at the center. The anticipated cost is between \$15-20 million for the initial park infrastructure, the entire site is expected to bring in \$165 million in future investment.

- **New York, NY:** Union Square underwent reconstruction in 1985. Amenities include a plaza, more open central lawn, restoration of Lincoln and Washington Statues, and a renovated subway stop. A restaurant came to the park in 1994. These improvements stimulated private development. Zeckendorf Company built a \$200 million residential project adjacent to the park; units with a park view sell 20% higher than those without.

- **New York, NY:** Bryant Park, a 6-acre park adjacent to the New York Public Library, underwent a restoration beginning in 1980. Amenities include a great lawn, perennial gardens, monuments, and moveable seating for up to 5,000.

Seven million square feet of office and retail

space surround the park, which is viewed as a positive attribute in leasing. Leasing activity on 6th Avenue increased 60% between 1993-1994, and rents increased 40% in the years since renovation.

- **Shreveport, LA:** Shreveport Riverfront Park. A 5.5-acre park that had been neglected until the arrival of legalized riverfront gambling. Amenities include jogging paths, a waterfall and events.

The park has generated interest in the waterfront; new residential development has been approved as well as a bond issue for increased waterfront development. Property assessments near the park have increased, but it is difficult to know if this is spurred by the park or the casino.

- "A review of over 60 studies on the impact open spaces have on residential property values showed that most do increase property values but the magnitude depends on the size of the area, its proximity to residences, the type of open space and the method of analysis. The review found that increases in property value existed up to 500–600-feet away from the park. For community-sized parks over 30 acres, the effect may be measurable out to 1,500 feet, but 75 percent of the premium value generally occurs within the 500–600-foot range. One study

estimated that the average household living half a mile from open space would be willing to pay \$4,104 more for a home (in 1992 dollars) to live a quarter mile closer to the open space."

The Economic Benefits of Open Space, Recreation Facilities and Walkable Community Design, Active Living Research, Research Synthesis, May 2010.

SUMMARY:

- Revitalization or development of a new park can lead to spinoff development
- Revitalization or development of a new park can lead to increases in adjacent property values
- Programming attracts more park users
- Park programming can be related to adjacent uses – libraries or adjacent restaurants can expand into park space, snack shops or ice cream shops users can bring food to a park
- Parks create opportunities for social interactions in community
- Programming does not limit who uses the park

DOG-FRIENDLINESS – INCLUDING DOG PARKS

Dog friendliness is good for retail shopping volume, and dog related retail is even better. Pet-oriented businesses welcome well-mannered canine customers on leash. Some businesses have signage saying “Puppies Welcome”; many have treats or water to offer pup guests; others have pet “staff” members to greet and assist customers.

DOG-FRIENDLINESS

There are definite economic benefits for dog-friendliness: “Americans spend more than \$41 billion per year buying, feeding, and caring for pets. This is more than Americans spend on movies (\$10.8 billion), playing video games (\$11.6 billion), and listening to recorded music (\$10.6 billion) combined. After consumer electronics, pet care is the fastest-growing category in retail, expanding about 6 percent a year and more than 79 percent over the last decade. In particular, dog owners represent a large portion of this spending.”

Roberts, Amy D. and Diehl, Martha V. “Economic Benefits Report for the Institute for Canine Studies Proposed Educational and Recreational Campus”. Institute for Canine Studies. June 2008.

- **Ohio:** The State Health Department does not allow dogs to dine inside restaurants or to enter businesses selling foodstuffs, but outdoor patio areas can be dog-friendly.
- **Columbus OH, the Short North:** Retail and service establishments are so dog-friendly that most of them keep treats at the counter for canine customers. To

add to the sense of dog-friendliness, there are two pet stores welcoming dogs in the Short North. And most restaurants with outdoor seating allow polite dog customers accompany their owners being served outside. Many business owners bring their dogs to work each day, and it is customary for these working dogs to greet customers.

- **Chicago:** Restaurants can obtain a special permit for a separate outdoor dining area allowing dogs, as long as it has direct access to the street.
- **Asheville, NC:** Downtown Asheville claims to be pet-friendly and although they do not have a “dog-walk” per se, they suggest people and their dog companions follow the urban trail in the downtown area.

Features of Asheville’s dog-friendliness:

- o Pet-specific retail – Stores with specialty pet products i.e. homemade treats, leashes, etc.
- o Pet-friendly Bed & Breakfasts, Cabins, and Hotels
- o Pet-friendly retail stores
- o Pet-friendly restaurants and coffee shops with outdoor dining in warmer months

Urban Trail

- o 1.7 mile walking tour
- o 30 stops with public sculptures
- o Architecture
- o French Board River Park – Dog Park: Approx. 4 miles from downtown Asheville



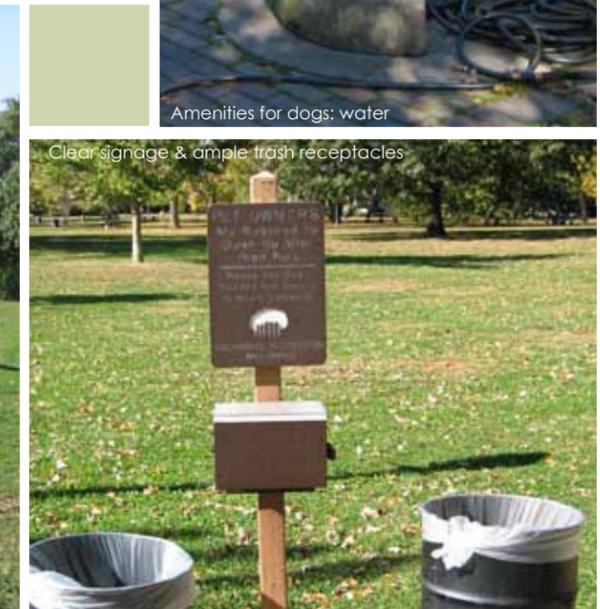
Amenities for people & dogs: picnic area



Amenities for dogs: water



Amenities for people & dogs: socializing



Clear signage & ample trash receptacles



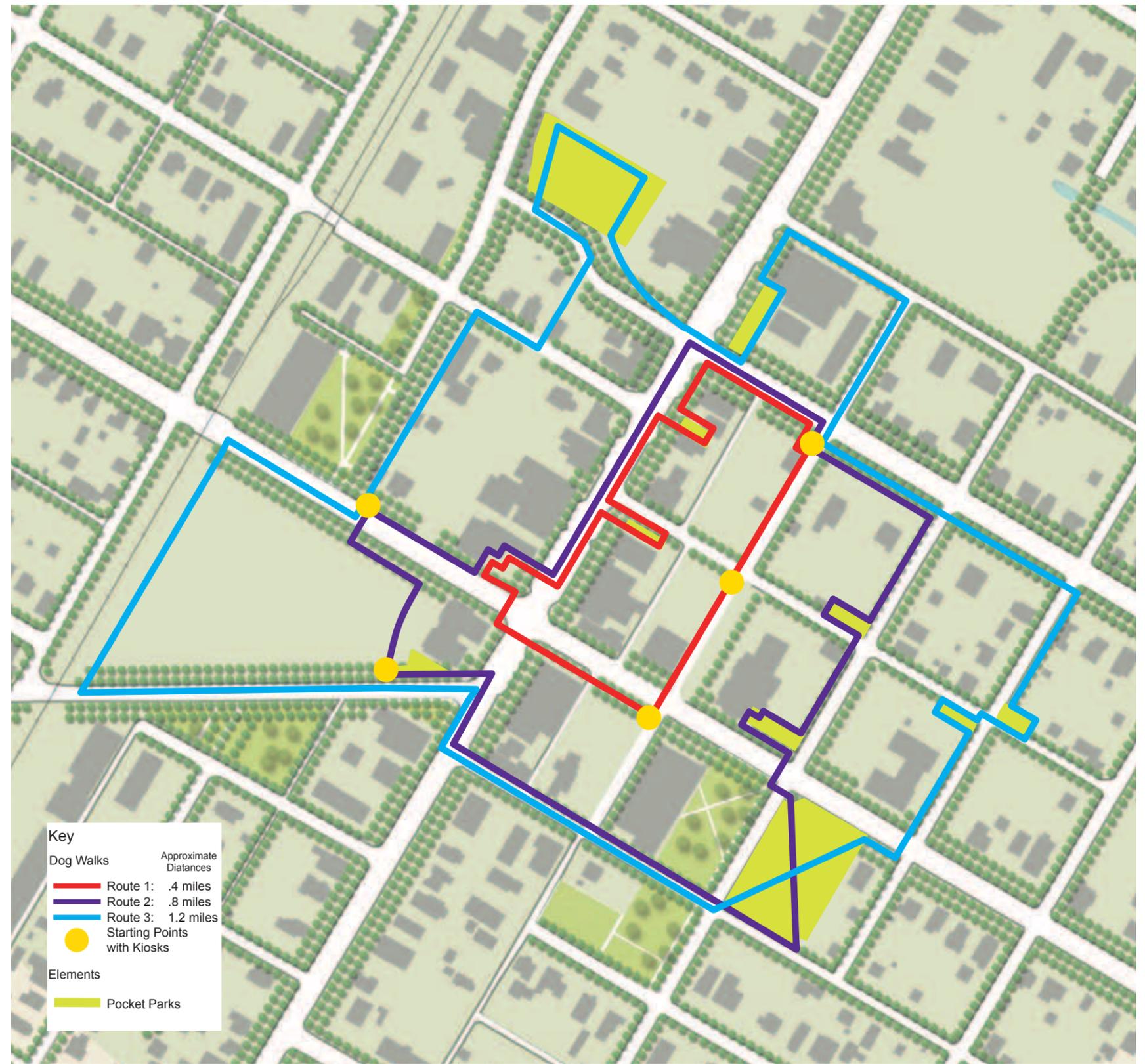
Dog focused retail: bakery

DOG PARKS

Characteristics of well conceived dog parks:

- **Size:** Size is critical. Successful dog parks should be 3 acres or more. Parks that are too small don't allow sufficient running space, and can get worn down and become muddy and unpleasant.
- **Separation:** There should be separate areas for large and small dogs. Entrances to dog areas should ideally be double gated.
- **Location:** Although dog parks have not been found to be noisy, there is a perception that they are. Consequently, they should not be located directly adjacent to residential property lines. This will help decrease the chance of actual and perceived problems between park users and the neighbors. However, dog parks should be close enough to a residential area that dog owners will take their dogs there and not allow them off-leash elsewhere.
- **Parking:** There needs to be adequate parking for the dog park users, as most users (95%) drive to them. In addition, the off-leash area needs to be as close as possible to the parking lot to discourage owners letting their dogs off-leash between the dog park and parking."
- **Safety:** Injuries to people and dogs from dog bites at legal off-leash areas are rare. Signage stating rules for the park should be posted at or near the entry.
- **Noise:** There is no correlation approaching significance between the increase in noise level at dog parks during times of heavy use and ranking of park success.
- **Sanitation:** Cleanliness and odor control are important. Signs highlighting the rule of picking up feces are more important than the number of refuse cans available – as long as the cans were accessible and not overflowing."
- **Maintenance:** The factors that are part of maintenance include, but are not limited to, are: frequency of emptying refuse cans; re-supplying disposable plastic pick up bags; replacing or fixing broken, bent, or weathered signs displaying rules; filling holes dug by dogs; irrigation and maintenance of vegetation and turf; repairing fencing.
- **Amenities for people:** Maintenance also includes cleaning restrooms and other park user amenities, such as benches.

Hart, Benjamin L. "Guidelines for Establishment and Maintenance of Successful off-leash dog exercise areas". Program in Veterinary Behavioral Medicine, Center for Animals in Society, School of Veterinary Medicine. Study completed by Program in Veterinary Behavioral Medicine, Center for Animals in Society, School of Veterinary Medicine based on study of 17 off-leash dog parks



Proposed Town Center "Dog Walks"

LIBRARIES

PUBLIC LIBRARIES

Public libraries are an enormously important tool in economic development, both from the standpoint of the programs they offer, and from their physical place in the city.

Libraries offer collections and programs that support early literacy, workforce readiness, and jobs search assistance, as well as small businesses. These services vary according to local needs and wishes, and are an important part of the community's learning infrastructure which supports local economic development. Public libraries are increasingly finding a place in the formal and informal network of agencies, corporations, nonprofits, and community organizations working together to elevate levels of education and economic potential, making cities stronger.

- Programs offered by libraries can help small businesses establish themselves, provide services for senior citizens, such as computer classes, and provide resources to community members, including space for community gatherings.
- Strengthening the workforce – In addition to job seeking services, library programs build technology skills.
- The return on investment in public libraries is significant. A 2005 study of nine public library systems in four counties of Southwest Ohio (Warren, Butler, Hamilton, and Clermont) found

an annual economic benefit of nearly four times the amount invested in operations – a \$3.81 return for every \$1.00.

- A summary of direct economic value provided by the Nine libraries was as follows in 2005:
<http://9libraries.info/>

Circulation	\$104,874,725
Reference	\$ 64,565,102
Computer Use	\$ 19,715,326
Computer Training	\$ 61,900
Outreach	\$ 464,197
Meeting Room Use	\$ 310,950
GED Programs	\$ 419,670
Health Programs	\$ 1,950
TOTAL	\$190,413,820

The library as a place has proven to be vital:

- Destination - Libraries are high quality destinations. They are a stabilizing force in neighborhoods, and are seen as contributing to the quality of life.
- Development – Developers seek to place library branches in shopping malls and mixed use development.
- Retail – Combining libraries with retail is healthy for the retail uses, because it brings a guaranteed population to the retail neighborhood. Library patrons are likely to use other nearby amenities. And, a library does not compete with retailers.

“Positive economic impacts are also evident at the city level. A recent study by the Carnegie Mellon University's Center for Economic Development (CMU) for the Carnegie Library of Pittsburgh found the library to be the most visited regional asset, attracting 500 thousand more visitors than the Carnegie Science Center and the Pittsburgh Steelers combined. CMU researchers estimate that the library generates a return of more than \$91,000 in combined economic output and sustains more than 700 jobs. Using a different methodology, the Seattle Public Library found substantial economic returns to the city and local business immediately following the development of the new downtown library. They found the net new contribution to the local economy to be approximately \$16 million during the first full year of operation alone.”

Urban Library Council, Making Cities Stronger: Public library contributions to Local Economic Development.

“Another civic institution, the public library, has also had to rethink its role as a public destination in light of changing consumer demands. The Princeton Public Library in New Jersey had a profound effect on its community when it opened the doors to its new building in 2004; the library offers a wide variety of programming, including a café, public artwork, a teen center, a focus on technology, and a lecture series based on the interests of Princeton native Christopher Reeve. A plaza just outside the front doors allows for reading in the sunshine. Salt Lake City's public library is situated on a vibrant “library square”; the Friends of the Library operate cafés, a comic book shop, and a gift shop on the library's block, and over one thousand community groups use the library as a gathering space.”

Karen Levy with Fred Kent, President and Cynthia Nikitin, Civic Anchors Program Director for Project for Public Spaces.

EDUCATIONAL INSTITUTIONS

It is indisputable that institutions of higher learning are an important factor in economic development.

Lorain County Community College

Lorain County Community College is a vital and dynamic institution that serves a culturally diverse community by promoting education, economic, cultural and community development. The College encourages lifelong learning through accessible and affordable academic, career-oriented, and continuing education. A major goal of the College is to stimulate both economic and workforce development particularly in new technologies, those focused on industry and job creation for the 21st Century Knowledge Economy.

Lorain County Community College works in partnerships with the Lorain County Chamber of Commerce and the Lorain County Commissioners, the State of Ohio, and the Research Universities of northern Ohio to create educational and business support programs to meet the unique needs of existing businesses transitioning to the Knowledge Economy. These include Workforce development for a high tech future – training and re-training, and economic contribution through rents.

Columbus State Community College

A 2006 study of the economic impact of Columbus State Community College found that out-of-region student spending accounted for \$18,197,294; out-of-region students only account for 17% of the total student body. "Students spend money while attending college, whether for books and supplies, rent, food, transportation, and so on. These expenditures create jobs and incomes for local businesses." The study also found that 90% of student remained in the region after graduating, adding to the longer term growth and economic benefit of the region. The Economic Contribution of Columbus State Community College, Chapter 2 Data Sources and Assumptions, Dec.22, 2006.

Beekeeper Analogy

"A classic example of positive externalities (sometimes called "neighborhood effects") in economics is the private beekeeper. The beekeeper's intention is to make money by selling honey. Like any other business, the beekeeper's receipts must at least cover his operating costs. If they don't, his business will shut down.

But from society's standpoint there is more. Flower blossoms provide the raw input bees need for honey production, and smart beekeepers locate near flowering sources such as orchards. Nearby orchard owners, in turn, benefit as the bees spread the pollen necessary for orchard growth and fruit

production. This is an uncompensated external benefit of beekeeping, and economists have long recognized that society might actually do well to subsidize positive externalities such as beekeeping.

Colleges are in some ways like beekeepers. Strictly speaking, their business is in providing education and raising people's incomes. Along the way, however, external benefits are created. Students' health and lifestyles are improved, and society indirectly enjoys these benefits just as orchard owners indirectly enjoy benefits generated by beekeepers. Aiming at an optimal expenditure of public funds, the analytical model tracks and accounts for many of these external benefits and compares them to public costs (what taxpayers agree to pay) of college education."

The Economic Contribution of Columbus State Community College, Chapter 2 Data Sources and Assumptions, Dec.22, 2006.

The positive externalities of higher education include improved health and education, higher wages, lower crime rates and lower unemployment. Taxpayers benefit from the savings associated with lower healthcare costs, higher taxable incomes, lower incarceration rates and less unemployment. Communities and local businesses benefit from the influx of people and money coming from outside the region as well as the educational opportunities to residents and the potential growth from people staying in the area after finishing school.

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