

# Chapter 1 – Introduction

## I. The Core Values of Good Planning in Granville

Over generations, the Granville community has recognized that good planning is a significant contributor to a quality community. Therefore, it is no coincidence that Granville is successful in preserving its valuable historic community character and heritage while creating a vibrant and liveable community.

This Comprehensive Plan and its content and recommendations are a reflection of the following long standing core values exhibited in the community:

- Good planning is an ongoing exercise, not a singular event. This planning process is an update to previous efforts, not a stand-alone endeavor. For example, the surveys used in the process were designed to incorporate questions from prior planning efforts so that consistencies and/or changes in public opinion could be noted and analyzed.
- Good planning must be multi-jurisdictional. Many community issues transcend political boundaries. As water in Raccoon Creek and its tributaries flows, it pays no attention to political boundaries. Issues such as vehicular traffic and environmental concerns tend to affect the community at large, rather than just the Village of Granville or Granville Township. Consequently, a comprehensive planning effort must involve the Township, the Village, Denison University, the Granville Schools, and other public and private entities.
- Good planning must involve citizens. Good planning is not something done for or to the citizens of the community. Rather it is accomplished by and through the involvement of the citizens in evaluating information and making informed recommendations.

## II. The Purpose of this Comprehensive Plan

This Comprehensive Plan Update is intended to provide a framework through which the Granville Community can address issues related to the future of the community, including the extension of the Columbus region into Licking County, the strengthening of the tax base, and the expansion of housing opportunities, and yet make decisions that also serve to protect and preserve the rural character of the Township, the small town character of the Village, the quality and capacity of Granville schools, and other aspects of the community's quality of life.

A comprehensive plan is a visionary document. It looks five to ten years ahead to the future that a community envisions for itself. Using information about the physical, social, and economic features of the community, it reflects consensus about how the citizens want their community to develop.

A comprehensive plan lays out a road map of initiatives to achieve community goals. A basic tenet of the planning process is that the well being of the community as a whole shall be considered. It recommends a logical set of policies covering land use and residential and commercial development that define and protect the future that residents envision. It provides a foundation upon which landowners, developers, Township Trustees, Village Council members, and other legislative and administrative bodies can make informed and consistent decisions that affect the future of the community.

The primary goal of the 1998 Comprehensive Plan was to provide guidance in absorbing

expected growth while protecting the natural and agricultural environment, minimizing land use conflict, and protecting the area's natural beauty. The Plan set up a selection of Village, suburban, and rural land use categories that addressed the transition from the high density of Downtown Granville to the lower density of the farmed landscape of the Township countryside. As the level of density changed, the character of development also changed to encourage the provision of significant open space and land for public parks, the preservation of tree stands, and sympathetic treatment of environmentally sensitive areas. The guidelines were meant to encourage only development that blended into and maintained the unique quality and visual character of Granville. Whereas the 1990 strategy was to absorb and accommodate growth, the 1998 strategy specifically addressed the problem of controlling and shaping growth and placed greater emphasis on preserving farmland, open space, and natural land features than in the 1990 plan.

The 1998 strategy proposed to manage growth by:

- Raising the standards of residential and commercial development;
- Encouraging the set aside of contiguous open space for pedestrian and bicycle use;
- Mandating consideration of the existing rural character of the Township and small-town character of the Village; and
- Setting higher, clearer, and more thoughtful design standards.

The strategy advocated the use of forward-thinking land use practices that encouraged investigation of innovative policies such as transfer of development rights and agricultural security zones.

Additionally, the 1998 Plan emphasized attracting the type of commercial and industrial businesses desired by the community that generate maximum tax revenue at the lowest cost to the taxpayers. It also addressed the need to carefully manage annexation and to prudently develop water and sewer policy.

The 2001 Update supported the 1998 Comprehensive Plan in its further refinement of the community's vision and continued encouragement of innovative land use practices. The overall purpose of this 2009 Update to the Granville Comprehensive Plan is to guide the citizens of Granville to the realization of their vision for the future of the community and to enhance property values and the appearance of Granville, as well as the quality of life it offers. In particular, this current planning update effort responds to the need to prepare for the changes that improvements to State Route 161 may bring to the area. Another primary focus is to effectively address diversification and expansion of the tax base while preserving the character of the community. Lastly, this plan update addresses the range of needs among the different age and income groups that make up the community at large.

### III. The Planning Process

Poggemeyer Design Group, Inc. (PDG) was retained in 2006 by the Village of Granville and Granville Township to facilitate an update of the Granville Comprehensive Plan. Benjamin D. Rickey & Co. and EnviroScience, Inc. served as part of the planning team, as sub-consultants to PDG, to add their skills and expertise in the fields of historic preservation and environmental planning, respectively. The previous Plan was completed in late 1998 and updated in 2001. Since that time, the area has experienced a considerable amount of growth and development.

Even though changes in development or services may make some portions of the Plan outdated over time, the underlying principles and policies of the plan should remain constant. Most of the basic analyses, conclusions, and recommendations of the previous planning efforts remain relevant. However, increasing pressure for both commercial and residential development requires stronger, more specific guidelines than those presented in the previous plans.

Inevitable changes in services, development, and priorities warrant that the plan be reviewed periodically. Such review allows for updates to the technical data and the goals, while maintaining the Plan's overall integrity. The frequency of plan review will depend on the pace of growth in the community, with more rapid growth calling for more frequent reviews and updates.



While Granville Township and the Village of Granville must, by law, address the Comprehensive Plan as independent political entities, the development of the Plan is regarded as a joint undertaking that promotes effectiveness and efficiency and eliminates the need to prepare two planning documents. Since the Township and the Village regard themselves as a single planning unit, the terms "Granville" and "Community" as used in the Plan refer to both the Township and the Village unless otherwise noted.

A volunteer Steering Committee was appointed by the Village Council and the Granville Township Trustees to work with PDG during the planning period. This Committee consisted of the following people:

Granville Comprehensive Plan Steering Committee	
Constance Barsky, Village Council/ Steering Committee Chairperson	Jacqueline O'Keefe, Village Council
Steve Mershon, Village Council	Seth Patton, Denison University (Ex-Officio)
Bill Habig, Township Trustee	Scot Prebles, GEVSD (Ex-Officio)
Jim Havens, (Former) Township Trustee	Don Holycross, Village Manager
Fred Abraham, (Current) Township Trustee	Alison Terry, Granville Village Planning Director (current)
Jim Murr, Township Board of Zoning Appeals	Chris Strayer, Granville Village Planning Director (former)

A Kick-Off meeting was held in July of 2006 to define and discuss the major issues facing the community and to ensure that the Steering Committee and the consultant understood the expectations, schedule, and budget for the project. Next, objective information and relevant hard data were collected and analyzed to blend existing information and data with fresh insights into how the Granville community is changing locally and in the context of state and national trends. A substantial measure of effort concentrated on local historic and cultural resources and environmental assets. Key issues regarding development within the Village and Township were

identified and discussed during working meetings with the Steering Committee.

The Steering Committee recognized that public input is critical to this planning process in order to acquire resident consensus and support for future development and/or redevelopment issues. Major emphasis was placed on community engagement, which consisted of workshops and other forms of outreach intended to maximize community participation. Most communities have both pro-growth and anti-growth sentiments, and residents should be provided with opportunities to express their concerns to the Steering Committee for serious consideration. Several opportunities were designed into this planning process for public input, including the Stakeholder Interviews, a Community Survey, and public meetings for both general discussions and the review of draft sections of the plan. These efforts could effectively produce a clear image of what residents view as a desired future for their community. The Steering Committee engaged in extensive dialog about how best to organize and conduct these outreach efforts. This series of interconnected activities were conducted to:

- Fully examine and analyze the component layers of Granville's unique identity;
- Isolate the field of specific qualities and environmental attributes that constitute Granville's unique character; and
- Identify key community issues and challenges with respect to community growth and change.

Concurrent with other community engagement activities, surveys were designed and conducted by the consultant team. As a subconsultant, Stanford H. Odesky and Associates (SHOA) provided expertise and resources for this important community effort. The survey was completed by 300 adult residents selected at random with no more than one respondent per household. The survey was completed by telephone. The survey questions were based on issues identified by the Steering Committee, but were also designed to mirror questions asked in previous community surveys so that any changes in community attitudes could be tracked over time. The final report includes both an Executive Summary of the findings and the detailed tabulations of all questions by key variables. It is attached to the Plan as an Appendix. Even though the telephone survey yielded results that were statistically sound, other community residents were provided an opportunity to complete a similar written survey form. More than 850 of those written surveys were also completed by Village and Township residents. The results from those written surveys are also included in the Appendix.

Stakeholder interviews were conducted with local community leaders who are particularly knowledgeable about local economic and physical conditions, challenges, and opportunities. This activity provided considerable insight into:

- General perceptions about the current state of the community.
- Critical issues to be addressed to ensure that the community reaches its full potential.
- Current economic and quality of life conditions.
- Important trends that are now shaping and will continue to shape the community.

The Community Design Workshop focused on the primary design systems that make up the community. Of particular interest were elements that residents encounter in the community when driving, walking, working, shopping, or wandering. Primary entries and gateways, circulation routes, signage and landscape cues, parking and pedestrian routes and linkages, architectural systems, business signs, and public spaces were addressed and reviewed for

strengths, weakness, and especially the quality of the interaction between place and resident.

A series of general objectives and strategies were developed through consensus as centerpieces of the Comprehensive Plan. These general objectives and strategies focus on key issues such as:

- Preservation and Aesthetic Quality
- Natural Environment
- Transportation and Infrastructure
- Future Land Use
- Economic Development
- Community Utilities
- Parks and Recreation

Goals and Objectives were developed to address key issues, and specific development scenarios were formed from visioning exercises carried out with the Steering Committee and the public.

A development scenario workshop was conducted to review various scenarios for the community. Options such as alternative growth patterns, residential density, balance between local employment and numbers of residents, and related matters were presented as a basis for constructive and interactive discussion.

Building on the results of the entire planning process, the Steering Committee and consulting team developed a draft in a highly interactive manner. When a high level of consensus was reached, the plan was prepared for adoption. This report summarizes the specific issues, recommends development scenarios for key growth areas, identifies long-range development goals and objectives, and suggests strategies to implement and obtain these goals and objectives.

#### IV. The Planning Area

It was initially agreed that for planning purposes Granville Township, including the Village of Granville, would be used as the boundary for the study area for the Comprehensive Plan. The Plan is designed to provide guidance for the community for the next five to ten years. Please refer to Plate 4-3.