

Chapter 5 – Preserving Small Town Character

I. Introduction

“All Americans need a sense of place. That’s what makes our physical surroundings worth caring about. . . We have a fundamental need for a sense of orientation, a sense of roots and a sense of place. It is important to preserve connections with the past. This gives us security, psychological stability and cultural continuity.”

Edward T. McMahon, Senior Fellow, Urban Land Institute

An important desire of the residents of the Granville community is the preservation of the "small-town New England" feeling of the Village and the surrounding area in Granville Township. Currently, the Granville area is experiencing modest growth as the Columbus Metropolitan Area continues to expand into Licking County. In spite of that growth, the Granville area has maintained its ties to the past, preserving its heritage and its downtown business area. One of the significant challenges facing the Granville community is how to preserve the distinctive character and strong sense of place of the Granville community even while that growth pattern continues.

According to the 2006 community survey, approximately 58% of the Granville residents work outside of the Granville community, with many commuting to work in Newark or the Columbus metropolitan area. However, their families appreciate the amenities of a small college town with a “hometown community” atmosphere. Most residents who moved to the Granville area did so because it was a small town close to, but not absorbed by, a big city.

Highway improvements and the advancing development pressures from the west emphasize the need for the Village to maintain and enhance its small-town character while encouraging economic development and managing the growth through thoughtful and effective planning.

This chapter covers the goals and strategies related to the preservation of the small town character of Granville. The goals for preserving the small town character of Granville are:

- Goal A: Preserve the Distinctive, Attractive Character and Strong Sense of Place of the Granville Community
- Goal B: Protect the Community’s Historic and Cultural Resources
- Goal C: Respect Local Character in New Construction and Development
- Goal D: Reduce the Impact of Cars and Promote Walkability

Preserving the small town character of Granville is consistent with the following Principle of Smart Growth:

Foster Distinctive, Attractive Communities with a Strong Sense of Place

Smart growth encourages communities to craft a vision and set standards for development and construction which respond to community values of architectural beauty and distinctiveness. . . It seeks to create interesting, unique communities which reflect the values and cultures of the people who reside there, and foster the types of physical environments which support a more cohesive community fabric. . . . It encourages the construction and preservation of buildings that prove to be assets to a community over time, not only because of the services provided within, but because of the unique contribution they make on the outside to the look and feel of a community.

Guided by a vision of how and where to grow, communities are able to identify and utilize opportunities to make new development conform to their standards of distinctiveness and beauty.

By creating high-quality communities with architectural and natural elements that reflect the interests of all residents, there is a greater likelihood that buildings (and therefore entire neighborhoods) will retain their economic vitality and value over time. In so doing, the infrastructure and natural resources used to create these areas will provide residents with a distinctive and beautiful place that they can call “home” for generations to come.

Source: Smart Growth Online (www.smartgrowth.org)

II. Goals and Strategic Recommendations

Goal A: Preserve the Distinctive, Attractive Character and Strong Sense of Place of the Granville Community

Conventional development patterns have created “cookie cutter” communities with a predominance of strip shopping centers, chain and franchise stores, fast food restaurants, and large suburban tract home developments that are, with the exception of small cosmetic variations, largely indistinguishable from one another.¹ The more that a community looks like every other place, there are fewer reasons for residents to feel a connection to it and for others to want to visit it.²

Granville is not like “Anyplace USA” because it already has its own distinctive character and strong sense of place. However, it is important that, whenever additional growth, development, or redevelopment occurs, those changes add to rather than detract from the character and attractiveness of the community. The distinctive small-town character of Granville can be preserved and enhanced by following some basic principles and guidelines:

- Direct Development toward the Existing Village

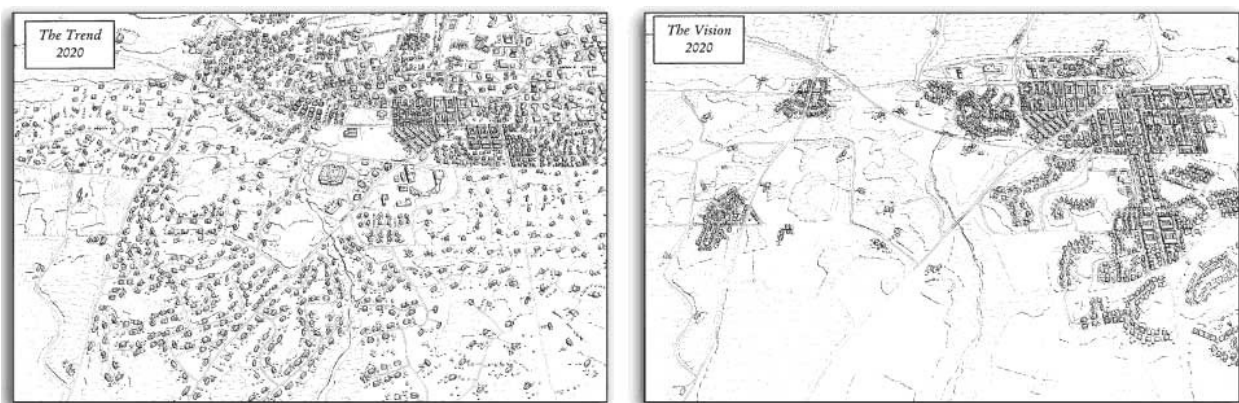
¹ “Getting to Smart Growth”, International City/County Management Association

² Edward T. McMahon, Senior Fellow, Urban Land Institute

- Preserve the Existing Village Character
- Strengthen the Community Core
- Design Real Neighborhoods
- Delineate and Enhance Gateways

1. Direct Development toward the Existing Village

In Chapter 4, Guiding Land Use, one of the goals is to “direct development toward the existing community core where infrastructure is available”. This guideline is consistent with that goal in that it encourages new development to occur within and adjacent to the existing Village rather than within the rural countryside. The illustrations below, which are taken from the book, Better Models for Development in Pennsylvania, show in the illustration on the left how the countryside may look if current development trends are allowed to continue. The alternative pattern on the right accommodates the same amount of growth while preserving the countryside.³



Without constraints, conventional patterns of sprawling, leapfrog development will make the countryside (above left) a featureless blur that is neither village nor country. The alternative is to encourage growth in the cohesive, walkable core community and to manage growth in the rural areas so that it fits the rural setting. The more compact development pattern as shown in the illustration on the right can accommodate the same amount of growth while benefiting both the village and the countryside.⁴

Smart-growth communities around the country are using a variety of techniques to maintain a clear edge between a town and its countryside and to direct development toward the existing built-up area.⁵

- Urban Growth Boundaries

An urban growth boundary is a planning tool that makes a distinction between areas that are appropriate for urban development and areas that are more appropriate for rural or agricultural uses.

³ Better Models for Development by Edward T. McMahon and Shelly S. Mastran

⁴ Better Models for Development by Edward T. McMahon and Shelly S. Mastran

⁵ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

Urban growth boundaries are more likely to be successful in the long term when they are coordinated on a regional level to prevent leapfrog development.

- Development Service Districts

Many communities have established the equivalent of urban growth boundaries by designating “development service districts” in which they identify those areas where they will accept responsibility for providing infrastructure.

- Greenbelts

Some communities have acquired open space or development rights to create greenbelts – continuous bands of open space or resource lands – that provide a buffer between a more urban area and the rural countryside.

2. Preserve the Existing Village Character

The complementary approach to not developing in the countryside is to maintain attractive places to live in those areas where growth can be accommodated. People crave a sense of community. The Village of Granville offers a sense of place, a compact settlement pattern, and proximity to local services. If you live in Granville, you can know your neighbors, walk your children to school, or bike to a local store.⁶

There are areas within the existing Village of Granville or within the logical “development service area” of Granville where additional development can be accommodated. It is imperative that any such future development should contribute to rather than detract from the small town character of the community. The development should embrace a vision of an attractive, livable, walkable, socially inclusive, and environmentally sound community.⁷

3. Strengthen the Community Core

One of the strengths of the Granville community is its attractive and vibrant downtown. When people “picture” Granville, they often have the downtown in their minds. The downtown serves many functions. Significant public buildings are located there, including the four churches on the “public square”, the Village offices, the police department, the fire department, the library, post office, and museums. Locally owned restaurants, stores, professional offices and apartments complete the mix of uses. The combination of shops, businesses, and religious and civic uses is enhanced with special events such as the Fourth of July celebration, the Candlelight Walking Tour, and weekly Farmers Market. The combination of these elements reinforces the downtown’s important role in the community.

This area is characterized by a variety of development patterns, each of which reflects the attitudes and planning of its time. The Village is a classic New England town design, with streets arranged in a grid-like fashion and major civic institutions (specifically, four churches) located on a public square at its center. The commercial district is immediately adjacent to the square. The residential blocks are reflective of the original Village plat. Small lots with homes set close to the street and sidewalks are typical.⁸

The downtown, with its street trees, wide sidewalks, and sidewalk cafes, is where residents naturally congregate to “people watch”, meet friends and neighbors, and enjoy the small town

⁶ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

⁷ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

⁸ Village of Granville Comprehensive Plan (2001)

atmosphere. The economic and social vitality in the downtown has a positive impact on the entire community.⁹ However, the downtown area is not without its challenges, particularly with regard to the reduction in the number of downtown retail shops and a perceived lack of parking.

The national Main Street Program was established by the National Trust for Historic Preservation in 1980 for the purpose of preserving and revitalizing traditional commercial districts like Downtown Granville. The Main Street program is a community driven, comprehensive strategy used to strengthen and revitalize downtown and neighborhood business districts in Ohio and throughout the nation. It is an example of a common sense approach to addressing the variety of issues and problems that challenge traditional business districts.¹⁰

The Main Street program uses a four-point approach as the foundation for enhancing the downtown business district:¹¹

- Organization

A governing board and standing committees with stakeholder representation make up the fundamental organizational structure of the volunteer-driven program. The board is supported by a paid program director. This structure not only divides the workload and clearly delineates program responsibilities, but also builds consensus and cooperation among the various stakeholders.

- Promotion

Through promotion, the local Main Street program encourages residents, visitors, potential shop owners, and investors to live, work, shop, play and invest in the Main Street district.

- Design

Design emphasizes the creation or enhancement of an inviting atmosphere in the downtown area through attractive window displays, parking areas, building improvements, street furniture, signs, and landscaping to convey a positive visual message about the commercial district and what it has to offer. Design activities also include advocating good maintenance practices in the commercial district, promoting the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

- Economic Restructuring

Through “economic restructuring”, the Main Street program helps sharpen the competitiveness of existing business owners. It also recruits compatible new businesses and encourages the conversion of unused or underutilized commercial space into economically productive property to help boost the vitality and profitability of the district.

In Ohio, the Main Street program is administered by “Heritage Ohio”, which is a statewide non-profit organization designated by the National Main Street Center. Approximately 40 cities and villages in Ohio are members of the Ohio Main Street program.

⁹ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

¹⁰ <http://www.mainstreet.org>

¹¹ <http://www.mainstreet.org>

In Ohio, cities and villages with a local historic preservation ordinance in place that meets requirements set forth by the Ohio Historic Preservation Office and the National Park Service are eligible to participate in the Certified Local Government (CLG) grant program. Once certified, these local governments may compete annually for grants to help carry out a wide range of historic preservation activities. Funding for grants to Certified Local Governments comes from the U.S. Department of the Interior's Historic Preservation Fund, administered by the National Park Service, which provides financial support to State Historic Preservation Offices. Under provisions of the National Historic Preservation Act, 10% of the annual appropriation to Ohio is set aside for Certified Local Government grants.

4. Design Real Neighborhoods

A big reason why development has been consuming land at such a fast pace is because the amount of land that each individual home consumes has increased by almost 60% over the last fifty years. Building appealing communities is more involved than just creating large-lot subdivisions. It also means providing a convenient mix of the essentials that people need daily, including homes, schools, services, sidewalks, and parks.¹²

Ideally, residential neighborhoods should be places that people enjoy: attractive, walkable, satisfying, and with convenient amenities. Well-designed communities are not just a collection of individual houses because equal attention is given to public areas that are conducive to walking, jogging, casual socializing, and community function.¹³

As communities grow, it is increasingly important to provide parks, open spaces, and connectivity. With new developments, there is the opportunity to include wonderful outdoor places. Play areas and greens can serve surrounding residences; greenways can turn undevelopable stream corridors into peaceful areas that maintain natural habitat; and public trails can provide connectivity among neighborhoods and commercial areas. These open spaces can be the places of the heart that become important community landmarks.¹⁴

Developers and builders are finding that homebuyers are willing to pay a premium to live in a neighborhood that is attractive and pedestrian-oriented and that creates a sense of community.¹⁵

A development trend that provides promise for building better communities is “traditional neighborhood development”, through which new neighborhoods are designed to incorporate the benefits and amenities of the older traditional neighborhoods.¹⁶ Common elements of “traditional neighborhoods” include:¹⁷

- Compact form that encourages walking
- Streetscape designed for pedestrians
- Buildings set close to the sidewalk
- Narrow, connected streets
- Neighborhood parks and open spaces
- Mix of housing types and price ranges

¹² Better Models for Development by Edward T. McMahon and Shelley S. Mastran

¹³ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

¹⁴ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

¹⁵ “Getting to Smart Growth II”, International City/County Management Association

¹⁶ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

¹⁷ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

- Architecture that reflects the community or region
- Compatible non-residential uses, including schools and neighborhood retail

Many of the principles associated with conservation design for subdivisions are also compatible with the elements of traditional neighborhoods.

5. Delineate and Enhance Gateways

Just as the ancient city wall once indicated the external boundaries of a community, visual cues are an important means to help visitors and residents distinguish areas from one another.¹⁸

Gateways, which can be viewed as the “front doors” into a community, provide the first impressions of that community. The gateways can either express a community’s pride and sense of place or can give the community a poor public image.¹⁹

While the Village should maintain a uniform theme of signage and streetscaping throughout the community, special attention should be given to the gateways to reflect the sense of place that is special to the Village of Granville and to create a “sense of arrival” to the visitor.

Development of attractive entrances into the Village should include landscaping and lighting with appropriate signage. New signs, which are low to the ground and unobtrusive, should be considered. These signs could be part of an overall uniform signage theme for the Village. Street lighting similar to the Downtown could also be considered along major corridors as the area develops, which could help tie the community together visually. Incorporation of the bike path into a design theme might also be useful.

6. Policy and Strategy Recommendations

The policy and strategy recommendations for preserving the distinctive, attractive character and strong sense of place of the Granville community include:

* The Village Council and the Township Trustees should work together to identify those areas that are appropriate for urban development and to establish a service area in which it would be logical and appropriate for the Village to extend utility services.

* The Township Trustees should continue the practice of acquiring open space land or development rights in an effort to establish a greenbelt that separates the urban service area from more rural areas of the Township.

* Any future development within the existing Village of Granville or within the logical “development service area” of Granville should contribute to rather than detract from the small town character of the community. The development should embrace a vision of an attractive, livable, walkable, socially inclusive, and environmentally sound community.

* Continue the focus on the downtown as the primary commercial and governmental district in the community. No matter how much Granville grows, every effort should be made to retain the civic and public nature of the downtown. This is where neighbors meet and interact and contribute to Granville’s extraordinary sense of community. While businesses downtown will change over time, it is important to have activity-generating businesses such as retail shops and restaurants filling most of the first floor spaces. Many upper floors are

¹⁸ “Getting to Smart Growth”, American City/County Management Association

¹⁹ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

already in use, and those that are not can provide future space for offices, apartments, or other uses.

* To preserve downtown as the commercial, social, and cultural hub of the community and to impede the proliferation of multiple commercial centers in outlying areas, new development must avoid the strip shopping centers, malls, and freestanding retailers that typify urban sprawl.²⁰

* Use the Main Street approach to preserve the heritage of the downtown, to enhance the attractiveness of the downtown, and to strengthen its economy.

* With the assistance of the Granville Area Chamber of Commerce and Denison University, establish a business retention and expansion program to demonstrate community support for existing businesses and to address immediate short-term problems; provide technical assistance to increase the competitiveness of existing local businesses; and implement a program for attracting new businesses.

* Examine the feasibility of amending the Village's land use ordinance to provide additional opportunities for residents to live within the downtown business district;

* Become a Certified Local Government so that the community can become eligible for historic preservation grants available through the State of Ohio.

* Promote the availability of the Ohio Historic Preservation Tax Credit for renovations to historically significant buildings.

* Continue to permit and promote fairs, festivals, and the Farmers Market within the downtown district.

* Build upon the existing signage within the downtown area to establish a comprehensive "wayfinding system" for those visiting the downtown.

* Examine the feasibility of amending the land use code for the Village of Granville to allow new neighborhoods and subdivisions that are based upon the form and function of traditional neighborhoods.

* To improve neighborhood aesthetics and provide the maximum amount of open space, homes on smaller lots with service lanes or alleys shall be encouraged.²¹

* Work aggressively to enhance gateway entrances to the Village. These standards should include requirements for landscaping, signage, lighting and glare, noise, litter and property maintenance, and odor and fumes.

* Create gateways at entrances to Granville and Granville Township along scenic byways. Signage, landscaping, and other elements should be used in consistent ways. Potential scenic byways are located throughout Granville Township and also pass through the center of the Village of Granville. The creation of special gateway signage at the entrances to the Township will establish and reinforce the special character of these roads. The gateways could be as simple as signage in a consistent design or they could be more elaborate, with landscaping or other design elements. Gateways in high-traffic areas might receive greater

²⁰ Granville Comprehensive Plan, 2001

²¹ Granville Comprehensive Plan, 2001

emphasis, although all of the gateways should share some design elements to ensure a high level of quality and consistency.

* Gateway signage can provide information to tourists by directing them to areas of interest and by providing clues to the historical, cultural, and economic foundation of the area.²²

* Gateways to the Village and Township should clearly convey the point at which one enters and leaves the community.

* A unique gateway sign should be constructed in targeted areas identified as entrances to the community.

* Gateways to the Village and Township, linkages to existing and planned developments, recreation trails, and wayfinding markers may all be tied together with consistent signage design.

* Gateway signs should be more grandiose and should be built to an automotive-oriented scale, while trailhead and wayfinding signs should be designed at a pedestrian scale.

* More general wayfinding signs directing residents and visitors to points of interest in the community should be at a scale that accommodates both motorists and pedestrians.

* Future residential development shall maintain the existing densities as defined in the current Zoning Ordinance.²³

* The Downtown is one of the most treasured aspects of Granville. The Village Council and the Granville Business and Professional Association should collaborate on a study to make specific recommendations for the preservation and enhancement of this important resource.

* Granville is confronted with a number of issues which are specific to a downtown area: parking; expansion of commercial area; types and mix of stores and services; ratio of office space to retail; the use of first floor space for offices; and, more broadly, the fire, police, and utility systems. These issues are beyond the scope of this Comprehensive Plan review and should be addressed by Village officials and citizens who are involved with them on an ongoing basis.²⁴

Goal B: Protect the Community's Historic and Cultural Resources

The Village of Granville and Granville Township have a long and rich history that is reflected in their built environment. From the layout of the village, with its New England town planning roots, the compact and cohesive downtown area, and the diverse architecture from the 19th and 20th centuries; to the rural character of the township with its farmhouses, barns and outbuildings, the community has retained an exceptional degree of historic integrity despite changes that have occurred over time.

²² Better Models for Development by Edward T. McMahon and Shelley S. Mastran

²³ Village of Granville Comprehensive Plan (2001)

²⁴ Village of Granville Comprehensive Plan (2001)

While many communities retain a rich architectural legacy, the most remarkable aspect of the Granville community is the intense pride the citizens take in their community's past, and the desire to manage change and growth so that Granville does not lose its unique character as it evolves in the future. Unfortunately, many communities have lost their character because of apathy, overwhelming pressure to develop at all costs, or a lack of understanding how historic preservation can be used as a powerful economic development tool. Through the comprehensive planning process, Granville has been able to plan for the future without compromising its past.

1. National Register of Historic Places

A portion of the Village of Granville was listed as an historic district in the National Register of Historic Places in the Granville Historic Resources nomination in 1980. The nomination identified approximately 135 historic buildings in the core of the village, on the Denison University campus, and on North Pearl Street. The Bryn Du Mansion was listed in the National Register in 1982.

The National Register of Historic Places is a program administered by the National Park Service in the U.S. Department of the Interior. The National Register is the official federal list of districts, sites, buildings, structures, and objects significant in American history, architecture, archeology, engineering, and culture. National Register properties have significance to the history of their community, state, or the nation. Nominations for the listing of local historic properties are made by the State Historic Preservation Officers. Private individuals and organizations and local governments often initiate this process and prepare the necessary documentation. A professional review board in each state considers each property proposed for listing and makes a recommendation on its eligibility.²⁵

In addition to the honor of recognition, listing in the National Register results in the following benefits for historic properties:

- Consideration in the planning for federal or federally-assisted projects. Section 106 of the National Historic Preservation Act of 1966 requires that Federal agencies allow the Advisory Council on Historic Preservation an opportunity to comment on all projects affecting historic properties either listed in or determined to be eligible for listing in the National Register.
- Eligibility for certain tax benefits. Owners of properties listed in the National Register may be eligible for a 20% investment tax credit for the certified rehabilitation of income-producing certified historic structures such as commercial, industrial, or rental residential buildings. Federal tax deductions are also available for charitable contributions for the conservation of historically important land areas or structures.
- Qualification for Federal grants for historic preservation, when funds are available.

National Register listing does not place any limitations on property owners to rehabilitate, restore, or maintain the property; dictate any use of the property; or require any type of design review before undertaking work on the property (unless the owner is using the Historic Tax Credit or federal funds). National Register nominations can take several forms: individual property nominations; historic district nominations; and multiple property documentation nominations.

²⁵ <http://www.nps.gov/nr/faq.htm>

- An individual nomination involves a single property, although the property might have multiple buildings such as a farmhouse with barns and outbuildings or an estate like Bryn Du. Buildings such as these, which have a physical and historical association with one another, are nominated as a single entity.
- Historic District nominations include multiple properties within an established set of boundaries. All of the properties within the boundaries are described in the nomination and are identified as either contributing or non-contributing to the character of the district. When establishing historic district boundaries, it is important that the majority of the properties be considered contributing and that there are no significant gaps in the streetscape due to loss of historic buildings, severe alterations to historic structures, or incompatible new construction.
- A Multiple Property Documentation (MPD) nomination establishes temporal, historic, and geographic parameters (such as 19th and early 20th century rural development in Granville Township) that delineate the time period that will be covered, the theme for significance, and the geographic area. The nomination serves as a background document for defining the significance for all eligible properties within this context. This form allows multiple properties that are not physically connected to be nominated to the National Register over a period of time. Individual nominations can accompany a MPD nomination or can follow at a later date.

As part of the comprehensive planning process, the historic resources of the village and township were evaluated to identify those that appear to qualify for listing in the National Register. The National Register evaluation was based on a field survey, Ohio Historic Inventory forms for Granville and Granville Township, and updated historical information provided by the Village of Granville. Written histories of the area were also consulted.

The National Register criteria were used as an evaluation tool because it establishes a nationally-recognized standard for identifying buildings, structures, sites, and objects that are significant locally, statewide, and nationally and thus worthy of preservation. To be eligible for inclusion in the National Register, a property must be at least 50 years old (although some exceptions may apply, such as contributing structures within historic districts or properties with exceptional significance) and possess integrity of location, design, setting, materials, workmanship, feeling and association. In addition, the property must:

- be associated with events that have made a significant contribution to the broad patterns of history; or
- be associated with the lives of persons significant to the past; or
- embody the distinctive characteristics of a type, period, or method of construction; or that represent the work of a master; or that possess high artistic values; or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- yield or may likely to yield, information important in prehistory or history.

The survey resulted in the identification of 41 additional individual properties in Granville Township that should be considered for listing on the National Register. Some of these may include multiple buildings, such as a complex of farmhouses, barns and outbuildings, but are counted as a single property.

In the Township, the vast majority of the properties dated from the 19th century and are rural in character. Among the non-residential properties included are two historic cemeteries, a church,

the Spring Valley Pool, and associated buildings. The properties are distributed throughout the township. A map indicating locations of the properties and photos of several examples are included in the appendix.

Plate 3-1 identifies the 41 properties that meet National Register criteria noted by number in red. In addition, the existing boundaries of the National Register Granville Historic District, which currently falls entirely within the village's boundaries, were evaluated for appropriateness.

2. Bryn Du Estate

For more than 100 years, the historic Bryn Du Mansion has dominated the landscape of a 52-acre estate on the east side of Granville. Its colorful history, and the history of the families that lived here, add to the rich environment and unique facilities. Only recently available for public use, the Bryn Du Mansion and estate have quickly become a popular location for business meetings, weddings, banquets, tradeshow, and sporting events.

There are a total of seven buildings on the grounds: the field house, carriage house, pump house, gardener's cottage, laundry cottage, and horse barn. With 52 gated-acres, 32 acres of level front lawn, and a 7,200 square foot Field House, the entire Bryn Du estate is utilized for community activities and sport and athletic competitions.

According to the Granville Historical Society archives:

- Henry D. Wright originally constructed this Italianate Villa structure in 1865. It was constructed of sandstone quarried from the property.
- Jonas McCune bought the mansion within a year and the property became known as McCune's Villa.
- Several others owned the property prior to John Sutphin Jones. Jones made his fortune in the railroad and coal businesses and purchased the property in 1905.
- Jones named the estate "Bryn Du", (Welsh for Dark Hills), and lived there with his wife and children.
- Jones hired architect Frank Packard of Columbus to renovate the mansion and to construct the outbuildings in the early 1900's. The renovation took roughly five (5) years and transformed the mansion into its current Georgian-Federal style design.
- During the Jones' occupancy, dinner was served to Calvin Coolidge, William Howard Taft, and Warren G. Harding.
- Jones died in 1927. His daughter, Sallie Jones Sexton, inherited the property.
- Sallie lived on the estate while managing the farm and the Granville Inn. Sallie became a local legend. She was famous for breeding and training show horses and for her vivid personality and colorful language. It was Sallie's storied management style that led the estate into bankruptcy.
- William M. and Ortha A. Wright purchased the property in 1979 and renovated the mansion into a restaurant for a brief time.
- Quest International purchased the property in 1989 for their company headquarters.

- Dave Longaberger purchased it in 1995. Longaberger constructed the tennis court and field house facilities and began a major renovation project of the existing buildings. Renovations halted at the time of his death in 1999.
- An advisory election was held in November 2002 to determine public opinion regarding the purchase of the property. 62% of the voters in the Village of Granville supported the property purchase.
- Village and Township officials took decisive action to secure the future of Bryn Du for the benefit of current and future generations of residents of the community. The Village purchased the property on December 16, 2002 from the Longaberger Company.
- Once the property was secured from potential demolition or incompatible development, planning was undertaken to determine how to develop, maintain, and utilize this significant community resource. The Village conveyed ownership of half of the front field (16.12 acres) to Granville Township for green space preservation.

The Granville community is applauded for its vision and ability to recognize opportunities of this magnitude and to make decisions that will benefit the community for decades to come.

3. Policy and Strategy Recommendations

The following policy and strategy recommendations to protect the area's historic and cultural resources reflect a consensus within the community that Granville retains a special sense of place and that future planning and development should enhance and respect the unique character of both the village and the township:

- * Historic overlay zoning should be considered to preserve the community's older areas possessing architecturally significant buildings.
- * Historic District boundaries should be expanded to incorporate additional properties whose significance may not have been appreciated when the original district was nominated approximately 30 years ago. The historic district expansion should include properties in the township contiguous to the village. The expansion area could include West Broadway, west of Shepardson Street; Newark-Granville Road east of Mt. Parnassus to Jones Road (on the south side of the road) and to Bryn Du Woods (on the north side); Pearl and Granger Streets, north of College Street; and parts of East and West Maple Streets.
- * Granville should be applauded for its efforts to have properties listed on the National Register of Historic Places. Explore the feasibility of nominating additional properties to the National Register. A Multiple Property Documentation for Granville Township should be considered for inclusion of one or more of the properties that have been identified as being potentially eligible for the National Register. If, however, some owners do not wish to pursue nomination, the property can still be nominated at a later date. The MPD designation makes it possible to nominate multiple properties in an efficient and logical manner as owners decide they wish to seek this recognition.
- * The first step in the nomination process is to meet with property owners to determine interest in pursuing the nomination. Owners of all of the potentially eligible properties in the village and township should be invited to a meeting to learn about the National Register and the process of nomination. If there is interest in pursuing any of the nominations, the Village and Township should work with the owners to accomplish this goal. Possible funding for

National Register nominations might be available through the Certified Local Government and Preserve America programs.

* Pursue designation of the Village of Granville as a Certified Local Government (CLG) through the Ohio Historic Preservation Office and the National Park Service. The Certified Local Government Program (CLG), established by the National Park Service and administered by the Ohio Historic Preservation Office, recognizes and supports communities that are proactive in identifying and protecting their historic resources. In order to qualify for this program, a community must have an ordinance in place that is designed to protect historic resources and offer guidance to those wishing to make changes to historic buildings, sites, and districts; a process for identification and nomination of historic resources; a commission of at least five members who designate historic properties and review proposed changes to the historic environment; and a public participation process that invites and encourages citizens to participate in the historic preservation program. Once designated, a CLG community becomes eligible to apply for funding from the Ohio Historic Preservation Office to undertake preservation activities locally.

At least 10% of Ohio's annual funding from the National Park Service is set aside for re-grants to CLGs. There are currently 43 Certified Local Governments in Ohio. Funding can be used for a wide variety of preservation activities, including preparation of National Register nominations and design guidelines; education/public awareness programs; feasibility studies for reuse of historic buildings; preparation of preservation plans; administration; site inventories; pre-construction/design; and acquisition and/or development.

* Develop and publish comprehensive design/development guidelines for the Village of Granville, especially in the Village (1159), Architectural Overlay (1161) and Transportation Corridor Overlay (1176) Districts. While the Village of Granville's Zoning Code does include some design standards for the zoning districts identified above, these standards can be open to significant variation in interpretation. The design guidelines should address alterations to existing buildings, including additions; new construction; landscaping and site features; setback, form and scale, as well as guidelines for demolition.

By developing illustrated design guidelines specific to these districts and by making the guidelines widely available, the Village can make the design review process more easily understood and administered. Well-written design guidelines can facilitate the process by allowing property owners to know what is expected of them, while also providing the framework for the village staff and planning commission to make objective and consistent decisions.

* Promote the use of the 20% Historic Rehabilitation Tax Credit for the substantial rehabilitation of income-producing properties that are listed in the National Register of Historic Places. In order to qualify for the tax credit, the property must be individually listed in the National Register or certified as contributing to the character of a National Register district. Rehabilitation work must be reviewed and approved by the Ohio Historic Preservation Office and the National Park Service as meeting the Secretary of the Interior's Standards for Rehabilitation. The work undertaken must qualify as "substantial" rehabilitation with a cost equal to the adjusted basis in the property or \$5,000, whichever is greater.

Among the income-producing properties in Granville and Granville Township that might qualify for use of the credit are downtown commercial buildings; income-producing

residential, including single-family houses, apartments, and residential uses above commercial space; and barns and other historic agricultural buildings.

To date, the 20% Historic Tax Credit has been used on only a few properties in Granville. Bryn Du used it in the 1980s and the Sinnett House rehabilitation at 122 South Prospect Street used it in 2006. As a dollar-for-dollar savings on federal taxes, the Historic Tax Credit can be a significant economic incentive for property owners undertaking rehabilitation of qualified historic structures.

* Continue the focus on the downtown as the primary commercial and governmental district in the community. No matter how much Granville grows, every effort should be made to retain the civic and public nature of the downtown. This is where neighbors meet and interact and contribute to Granville's extraordinary sense of community. While businesses downtown will change over time, it is important to have activity-generating businesses such as retail shops and restaurants filling most of the first floor spaces. Many upper floors are already in use, and those that are not can provide future space for offices, apartments, or other uses.

* The Bryn Du Commission has continued to plan for the future, while maintaining the property and encouraging its utilization by the community. The Bryn Du Master Plan sets out a practical course of action that is responsive to the needs of multiple segments of the community, and the plan can be implemented over a period of time as funding becomes available. This Master Plan should be officially adopted by the Village and Township. Continue to seek funding for its implementation.

* Develop a heritage tourism plan to support the economic vitality of the community while also respecting its historic character of place. Heritage tourism is generally defined as "travel directed toward experiencing the arts, culture, or a special sense of place."²⁶ It is a growing segment of the multi-billion dollar national tourism industry. The Travel Industry Association, the national tourism trade organization, has conducted several studies of the economic impact of heritage tourism. Its latest statistics from 2003 concluded that:

- * 81% of the 146.4 million US adults who traveled at least 50 miles from home in the past year could be considered cultural and heritage tourists
- * Compared to other travelers, cultural and heritage tourists spend more (\$623 vs. \$457);
- * Use a hotel, motel or Bed and Breakfast (62% vs. 55%);
- * Are more likely to spend over \$1,000 (19% vs. 12%); and
- * Travel longer (5.2 nights vs. 3.4 nights).

Additionally, the demographic profile of the cultural heritage tourist is younger, wealthier, better educated and more technologically savvy than when the first survey was conducted in 1996. Granville is ideally suited to take advantage of heritage tourism as an economic development tool. The community has a number of unique lodging facilities, restaurants and locally-owned shops, along with special events that take place in the downtown, at Bryn Du, or other facilities in the community that are attractive to heritage tourists. While pursuing heritage tourism, it is critical to remember that heritage tourists enjoy authenticity, which is also what contributes to the quality of life for a community's residents. The more livable and real a place is, the more it is likely to attract heritage tourists. By developing a

²⁶ (White House Conference on Travel & Tourism, 1995)

comprehensive heritage tourism plan to promote and package activities, Granville can maximize the potential of this segment of the tourism industry to benefit both the village and the township. The Preserve America program provides funding for planning activities of this type.

* Utilize Preserve America funding for implementation of preservation and heritage tourism strategies. Preserve America is a federal initiative to “recognize exceptional efforts to use cultural resources to promote tourism and community revitalization, to create jobs, and to educate the public.”²⁷ Granville is one of only eight Ohio communities that have received this designation. One of the major benefits of the program is eligibility to apply for funding on an annual basis to develop heritage tourism, planning, and educational programs focused on community heritage. These 50% matching grants range from \$20,000 to \$150,000. Among the types of projects that can be funded are nominations to the National Register of Historic Places, planning for heritage tourism, development of interpretive and educational programs, and heritage tourism marketing and advertising campaigns.

Establish a revolving loan fund at the state or local level for historic preservation. To ensure adequate and sustained funding for historic preservation, some communities and preservation foundations are establishing revolving loan funds. Frequently, these funds are capitalized with an initial grant or with proceeds from a bond measure.²⁸

Goal C: Respect Local Community Character in New Construction and Development

“Our culture is looking for beauty; people are desperately searching for it. When we give our citizens a place of beauty, they always respond positively.”

Joseph Riley, Mayor of Charleston, South Carolina²⁹

To preserve the small town character of Granville, it is imperative that new construction and new development are designed and implemented in ways that respect and enhance the community character of Granville.

1. New Construction

Eighty percent of everything ever built in America has been built since the end of World War II, and much of it is cookie-cutter, off-the-shelf construction. New buildings can either complement the character of Granville or they can turn the community into “Anyplace USA”.³⁰ Granville needs to take the appropriate steps to ensure that new construction respects and reflects the local character of the community. Granville’s natural setting, its historical development pattern, and architectural traditions make it a distinctive place.³¹

Urban design focuses on the physical improvement and management of public space, as well as the way these places are experienced and used. Public space includes those spaces used freely on a day-to-day basis by the general public, such as streets, sidewalks, parks, parking, and other public infrastructure, as well as some aspects of privately owned spaces, such as storefronts and facades.

²⁷ www.preserveamerica.org

²⁸ “Getting to Smart Growth 2”, International City/County Management Association

²⁹ Better Models for Development by Edward T. McMahon and Sara S. Hollberg

³⁰ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

³¹ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

Public spaces are frequently subject to overlapping management responsibilities of multiple stakeholders, including public agencies and/or property owners, as well as the requirements of multiple and sometimes competing users. Therefore, the design, construction, and management of public spaces typically demand consultation and negotiation at a variety of levels. To ensure the high standard of design required by the Granville community, the design guidance and concepts outlined in this section should direct and assist the community in the improvement and maintenance of the urban area.

Commercial developers can and do change their standard building designs to “fit in” with the local character of the surrounding community. But they only do this in communities that insist upon something that is different and better than standard, “off-the-shelf”, “cookie cutter” design. Experience shows that if a community accepts standard lookalike corporate design, that is what it will get. On the other hand, if the community insists on a customized, site-specific design, it can get something better that will reflect the character of the community.³²

Granville has a unique provision in its Zoning Code that attempts to discourage lookalike corporate commercial buildings. The Suburban Business and Village Gateway zoning districts both contain the following provision related to building style:

“Buildings which the ordinary reasonable person would readily associate with a particular entity based on viewing two or more other buildings used by the entity, will be considered in their entirety as signs. As such, all exterior surface square footage shall be taken into account under applicable sign ordinances and regulations.”

That provision, if applied to a proposed building design, would prohibit a cookie cutter commercial building from being built within those zoning districts because the signage area for the building would exceed all zoning code restrictions. However, that provision alone would not be sufficient to require that an alternative building design be compatible with the character of the community. Specific building design standards should be adopted to ensure that an alternative design reflects the Granville character.

2. Preserve and Protect Trees

Granville is a “Tree City USA” and is recognized for its urban tree canopy and beautiful street trees. However, while there are provisions in place to restrict the removal of trees within the public rights-of-way and on public property, there are no provisions that cover the protection or removal of trees on private property.

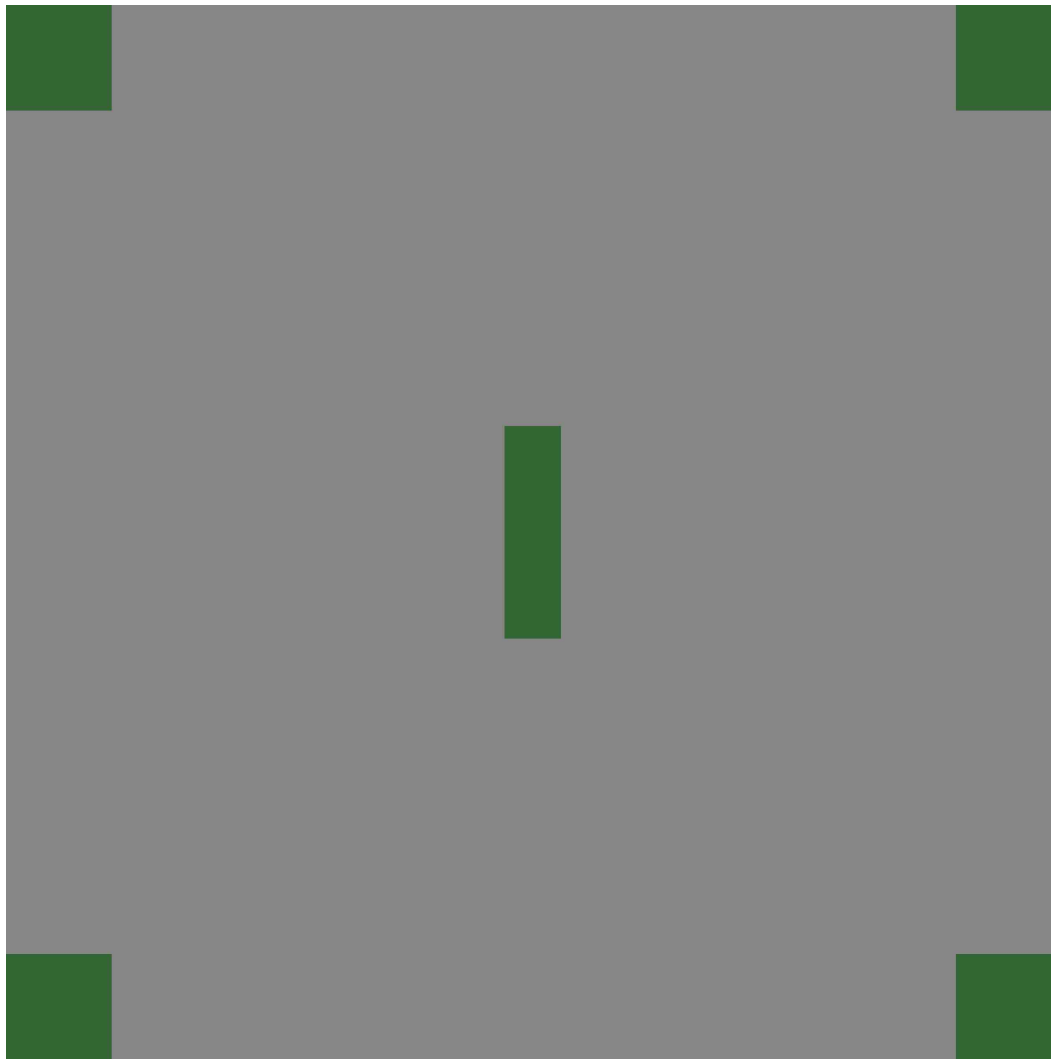
Trees are critical to the overall quality of the Granville community. Trees significantly diminish noise pollution, lower air temperature, remove pollutants from the air, decrease topsoil erosion, and reduce the impact of development. As important as trees are to the community, their survival can be threatened by development because developers often remove trees from building sites to make construction faster and easier. Granville should consider the adoption of additional policies to protect the scenic, environmental, and economic benefits of trees. Among other options, those provisions could protect sensitive forested areas, limit clearing during development, provide incentives for development that preserves trees, or require buffer zones within which trees are designated for conservation.³³

3. Landscape Commercial Areas

³² Better Models for Development by Edward T. McMahon and Shelley S. Mastran

³³ Scenic America at www.scenic.org

Granville is recognized for its tree lawns and attractively landscaped residential areas. However, additional attention could be given to the landscaping requirements for new commercial developments. The current zoning code only requires minimum landscaping for commercial properties and, while the Planning Commission and the Tree and Landscape Commission have been successful in getting developers to install landscaping that exceeds the minimum requirements, the code provisions should be updated and strengthened. The current code only requires that 5% of a parking area be developed as landscaping. The following diagram illustrates a parking lot with landscaping that constitutes five percent of the surface area:



In addition to the landscaping requirements for parking lots, the current code also requires that there be other landscaped areas on the property equal to 20 square feet per 1000 square feet of building ground coverage. For a 10,000 square foot building, 200 square feet of landscaping (equivalent to an area of 10 feet by 20 feet) would be required. That is a relatively small area when you consider that the code also requires that anywhere from 30% to 50% of a lot in the commercial zoning districts is to be preserved as open space. Open, green space is important and valuable; but green space that incorporates good landscaping and trees is even more of an

asset. The code requirements related to landscaping and the planting of trees within the interior of a lot (outside of a right-of-way or parking area) should be strengthened.

In 1995, the Urban Land Institute conducted a study to determine the impact of trees and landscaping on the value of retail, office, and residential developments. The study found that landscaping and the preservation of mature trees have a positive value for the developers, the potential tenants or customers of the development, and the overall community. Specifically, the study found that trees and landscaping have these effects:³⁴

- Translate into increased financial returns of 5% to 15% for project developers
- Give developers a competitive edge and increase the rate of project absorption (how quickly the project will attract tenants once it begins operations)
- Establish an image, identity, and sense of community for development projects
- Influence decisions to buy or rent in both residential and commercial projects
- Contribute substantially to the market's perception of security, privacy, and sense of place
- Reduce the need for publicly funded improvements on site and off site
- Contribute to employee productivity, morale, and job satisfaction
- By example, cause other developers to adopt a higher standard of design

Sidebar: The Value of Good Landscaping

In a national survey of real estate appraisers, 95% of respondents felt that landscaping added to the dollar value of real estate;

Trees can reduce runoff by 17%, decreasing storm water management costs;

Air conditioning and utility bills can be reduced in well-landscaped commercial area; and

People are more likely to walk in a well-landscaped, shaded commercial area. This reduces traffic congestion, promotes good health and the prevention of chronic diseases, and is good for business.

Edward T. McMahon and Shelley S. Mastran
Better Models for Development

4. Policy and Strategy Recommendations

The following policy and strategy recommendations to respect the community character through new construction and development are consistent with the community consensus to preserve the small town character of Granville:

* Public buildings and public spaces – parks and the public rights-of-way -- should establish a high standard of design excellence and set an example for private developers to emulate. ³⁵

* In-fill development should be complementary to the existing architecture. Granville should limit architectural styles for in-fill development to existing range of styles through zoning regulations. ³⁶

* Develop more specific design standards to address signage, walkways, lighting, landscaping, building materials, colors, facade design, architectural elements, and/or any

³⁴ Better Models for Development by Edward T. McMahon and Sara S. Hollberg

³⁵ Guiding Principles for Civic Design, www.kcdesigncenter.org

³⁶ 2001 Granville Comprehensive Plan

other standards that the Village deems appropriate for the future development of the community. Such guidelines should be clear so that streets, buildings, and public spaces interact to create a sense of place.

* Strengthen local building design standards to help assure that new commercial buildings in all commercial zoning districts will be compatible with the character of the community.

* New commercial development or redevelopment shall acknowledge and respect the character of the community. Commercial uses shall include pedestrian amenities such as generous sidewalks, attractive landscaping, street trees, appropriate lighting, and tasteful signage. Open space where the public can gather shall be provided, and it should be contiguous to other open space whenever possible. Buildings are to be oriented toward the street with all parking areas screened and limited to the rear and sides of buildings.³⁷

* Zoning regulations and design standards must be created or updated to provide specific and easily understood guidelines for landowners, developers, and legislative and administrative officials during the design process.³⁸

* New developments and structures shall be sensitive to the view from existing grounds. The rear of structures shall not face public road rights-of-way.³⁹

* Enact clear design guidelines so that streets, buildings, and public spaces work together to create a sense of place.⁴⁰

* Have adequate standards in place to make retail centers distinctive and attractive destinations.⁴¹

* Street trees are a vital element in the creation of attractive neighborhoods; therefore, they shall be provided at a spacing of no more than 40 feet on center in residential neighborhoods.⁴²

* Consider the adoption of a tree preservation ordinance to protected sensitive forested areas, to limit the clearing of trees during development, to provide incentives for development that preserves trees, and/or to establish buffer zones within which trees are designated for conservation.

* Strengthen the code requirements with regard to the amount of trees and landscaping that are required within vehicular use areas.

* Strengthen the code requirements related to the amount of landscaping and trees that are required within the interior of non-residential lot.

* Identify forested areas that are particularly vulnerable to development or deforestation and investigate donation or purchase of development rights to protect the trees from development pressure.⁴³

³⁷ Granville Comprehensive Plan, 2001

³⁸ Granville Comprehensive Plan, 2001

³⁹ Granville Comprehensive Plan, 2001

⁴⁰ "Getting to Smart Growth", American City/County Management Association

⁴¹ "Getting to Smart Growth II", American City/County Management Association

⁴² Granville Comprehensive Plan, 2001

⁴³ Scenic America at www.scenic.org

- * Preserve scenic vistas through the appropriate location of telecommunication towers and improved control of billboards.⁴⁴
- * Consider the adoption of low-impact development standards for storm water management in new developments
- * Encourage compact development and onsite best management practices to improve environmental outcomes and limit land consumption.

Goal D: Reduce the Impact of the Car and Promote Walkability

The Village of Granville has an extensive system of pedestrian pathways and a Pathway Advisory Committee was established in 2009 to provide recommendations for the expansion of that pathway system in the Village and the Township. Pathways and alternative modes of transportation are an important characteristic of the Granville community. New developments and transportation improvements should reduce the impact of the car and should promote alternative methods of transportation including walkability.

Reducing the impact of the automobile means designing transportation facilities that are attractive as well as functional, that meet the needs of people as well as those of motor vehicles, and that respect and enhance local communities. Design standards for neighborhood streets, community roads, parking lots and other transportation facilities should be revised to make them more community friendly. Transportation choices can be expanded by providing more sidewalks, trails, and bike paths that can create a network of non-motorized transportation options within and between neighborhoods to allow citizens to increase their physical activity close to home. Communities can also foster healthy lifestyles by considering walkable, mixed-use development and instituting traffic-calming measures to slow down traffic and make walking and biking more desirable.⁴⁵

1. Design Streets for Healthy Neighborhoods

Overly wide neighborhood streets encourage speeding, generate run-off and non-point-source pollution, increase the cost of new houses along the street, and increase the long-term maintenance costs for the Village. On the other hand, traditional neighborhood streets, which were the norm before World War II, provide for healthy neighborhoods and livable communities because they were designed for use by people in addition to motor vehicles.⁴⁶

The wider design of conventional streets typically encourages motorists to travel at higher speeds through the neighborhood, sometimes up to 35 or 45 miles per hour. Traditional streets are designed for low speed (15–20 mph) and typically provide sidewalks, on-street parking, shade trees, and other community amenities. Those design elements combine to create an environment that encourages walking, bicycling, and a sense of community. Traditional streets are narrower than conventional streets, and they are well connected to distribute motor vehicle traffic and to provide a variety of places to walk. Traditional streets have blocks no longer than 300–450 feet and have turning radii that require lower speeds. Traditional streets are safer for children because traffic volume and speed are reduced.⁴⁷

⁴⁴ “Getting to Smart Growth”, American City/County Management Association

⁴⁵ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

⁴⁶ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

⁴⁷ Better Models for Development by Edward T. McMahon and Shelley S. Mastran

2. Build Trails and Greenways

The results from a National Survey on the Recreation and Environment indicated that the single most popular outdoor activity was walking. An estimated 82.3 percent of the people in the United States walk outdoors for fun or exercise one or more times a year. The next most popular trail, street, or road activity was biking (39.4% of the population).⁴⁸

The Village of Granville has an extensive system of pathways and sidewalks (an estimated 7 miles of walking and biking trails and an estimated 16 miles of sidewalks), which are an important characteristic of the Granville community. However, in a 2008 online community survey⁴⁹ to which there were 445 respondents, over 65% were in favor of adding or extending new pathways for greater access to downtown Granville and the schools. Over 55% of the respondents were in favor of developing pedestrian or bicycle pathways in their neighborhoods.

When asked about the prospective use of new pathways, 90% of the respondents indicated that they would use the pathways for exercise or recreation, 35% would use the pathways to get to school, 23% would use the pathways to get to work, and 50% would use the pathways to walk their dogs.

The pathway extensions that received the most support from the survey respondents were:

- New Burg Street (from Granville High School to Granville Intermediate School)
- Raccoon Valley Park Access (Bridge and pathway from TJ Evans Trail to Raccoon Valley Park)
- Burg Street (from Joy Lane to Intermediate School)
- Burg Street (from Thresher Street to Joy Lane)
- River Road (from Lancaster Road to Raccoon Valley Park)
- Lancaster Road (from Old River Road to River Road)

In 2009, a Pathway Advisory Committee was established by the Village Council and the Township Trustees to review the community survey results, consider estimated costs for the various pathway alternatives, research and identify potential funding sources, and then develop a draft five- to ten-year plan for pathway improvements in the Village and Township along with a funding mechanism for those improvements. The Committee has representatives from the Village, the Township, the Granville Schools, the Granville Recreation District, and Denison University.

3. Policy and Strategy Recommendations

The following are policy and strategy recommendations to reduce the impact of the car and promote walkability within the Granville community.

- * Consideration should be given to inclusion of construction design elements in the Village's subdivision regulations.

⁴⁸ National Survey on Recreation and the Environment (1999-2002), USDA Forest Service and University of Tennessee

⁴⁹ 2008 Survey: Walking and Biking Around Granville (See Appendix ___)

- * The design of new developments and transportation improvements should reduce the impact of the car and should promote alternative methods of transportation including walkability.
- * Streets in new neighborhoods should follow the principles of traditional design rather than conventional design. The streets should be well connected and should contain design elements that encourage walking, bicycling, and a sense of community.
- * To improve neighborhood aesthetics and provide the maximum amount of open space, homes on smaller lots with service lanes or alleys are encouraged.⁵⁰
- * To discourage speeding, streets should be no wider than necessary to accommodate the volume of traffic and parking needs anticipated.⁵¹
- * Sidewalks shall be constructed along both sides of collector, sub-collector, and access streets. Sidewalks and/or bike paths are encouraged for all minor arterial, arterial, and rural roads.⁵²
- * Sidewalks or walking paths should be constructed in all new neighborhoods. Residential development shall be designed to contain large, contiguous areas of open space that provide a system of sidewalks, trails, or pathways for walking or biking that link one neighborhood to another. A high degree of interconnectivity among neighborhoods should be provided to allow convenient travel among those neighborhoods by alternative methods.⁵³
- * Develop a pathway master plan and adequately fund a five- to ten-year capital improvement plan for pathway construction in the Village and the Township. Emphasis should be placed on the looping or interconnectivity of pathways as well as connectivity to destinations of importance (schools, recreational fields, commercial areas, neighborhoods, etc.).
- * Neighborhood and urban streets should be designed to facilitate pedestrian crossings. In general, pedestrians will cross streets at crossing points so long as it requires going no more than 150 feet out of their way. For this reason, well-designed communities consider convenient crossing points every 300 feet. This spacing is especially important on major streets.⁵⁴
- * Revise subdivision regulations where necessary to encourage or require that new developments contain landscaping, sidewalks or pathways, narrow roadways, short blocks, grid-patterned streets, and well-marked bicycle lanes.⁵⁵
- * Consider the implementation or installation of traffic-calming techniques where traffic speed through residential and urban neighborhoods is excessive. Traffic-calming measures often include changes in street design, such as incorporating traffic circles to replace traffic lights or stop signs, speed humps, narrower streets, or curves in roadways. Other measures are more pedestrian-oriented, such as raised crosswalks, landscaped islands between

⁵⁰ Granville Comprehensive Plan, 2001

⁵¹ Granville Comprehensive Plan, 2001

⁵² Granville Comprehensive Plan, 2001

⁵³ Granville Comprehensive Plan, 2001

⁵⁴ Getting to Smart Growth by International City/County Management Association

⁵⁵ Getting to Smart Growth by International City/County Management Association

opposing lanes of traffic, and fewer road lanes (or the conversion of some lanes to other uses, such as bike lanes).⁵⁶

- * Encourage pedestrian-oriented retail over auto-dependent commercial use. Create incentives for pedestrian-friendly retail and restaurant development.
- * Encourage mixed-use development that reduces automobile dependency by limiting typical new “pad”-style retail and drive-through restaurant development.
- * Create strict guidelines to limit drive-through restaurants. Some college towns (such as Evanston, Illinois) prohibit drive-through lanes and restrict the bagging of food for take-out by restaurants.⁵⁷

⁵⁶ Getting to Smart Growth by International City/County Management Association
⁵⁷ Granville Comprehensive Plan, 2001