

Development Strategy



Village Green Master Plan

- Project Intent -

This project aims to explore if the redevelopment of Village Green could contribute to creating a more vibrant and thriving downtown Powell.

By the Numbers:



Between October 2024 and August 2025, we facilitated a series of in-person engagement meetings totaling:

27 Engagement Meetings

200 Stakeholder Participants

Business Owners
Property Owners
Council Members
Staff & Residents

658 Community Survey Responses

184 Individual Comments from Powell Fest

60 Olentangy Liberty High School Students

Community Meetings:



Downtown Property Owner Meetings	Individual Briefings w/ City Council Members
Downtown Business Owner Meetings	Powell Business Gathering Meetings
Meetings w/ Local Developers	Visit Powell Meetings
Community Open House	Quarterly City Council Updates
Powell Realtor Association Meetings	2025 State of The City
Olentangy Liberty High School Classrooms	2025 Powell Fest

Focus Area Findings:

Community Engagement Efforts gathered input from residents and stakeholders on ways to make downtown Powell more vibrant and economically sustainable, while preserving its small-town charm.

Site Inventory & Analysis Gallery revealed priorities for downtown Powell include preserving its small-town charm, improving public parking, adding amenities to increase vibrancy during the day, and exploring alternative routes to relieve congestion at the four corners.

Housing Market Study indicates that Powell faces an aging but affluent population, limited housing diversity, and constrained rental supply—suggesting a need for more varied housing options, especially missing-middle, senior, and attainable products, to attract younger residents, meet shifting preferences, and sustain economic vibrancy.

Retail Market Study suggests the commercial core is in transition, with Village Green poised to anchor a more vibrant, walkable downtown if supported by coordinated zoning, modernized retail spaces, and stronger connections to surrounding districts.

Existing Utility Assessment verifies that essential utilities are in place for the Village Green site, though future upgrades—particularly to address downstream sanitary sewer capacity constraints—will depend on the type and density of development defined in Phase 2.

Existing Traffic Analysis for the Village Green area shows existing and future congestion challenges along Powell Road/SR-750 and Liberty Road—intensified by the CSX rail crossing—highlighting the need for strategic intersection, signal, and connectivity improvements to support redevelopment through 2050.

CONCEPTUAL

Proforma & Market Study

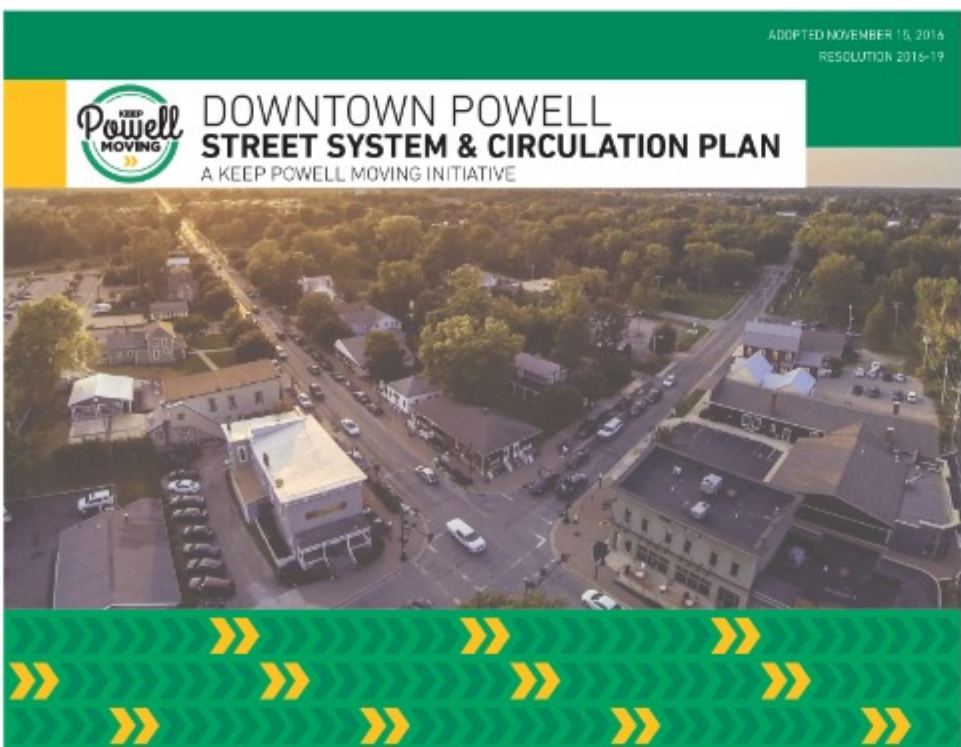
Residential	Office	Retail & Restaurant	Open Space
+ /- 180-200 Units of Housing Townhomes & Condominiums Upper-Floor Flats Approx. 190 Parking Space Demand	+ /- 200K Square Footage City Hall Leasable Office space Approx. 400 Parking Space Demand	+ /- 70K Square Footage Market Hall Leasable Retail & Restaurant space Approx. 280 Parking Space Demand	Parklets & Greenspace Public Square & Plaza Space Streetscape & Pedestrian Space Proximity to Other Parks

Suggested Uses & Amenities

Restaurants - Fast-casual and healthy - Unique / locally owned - Family Friendly - Variety - Brewery, Bagel Shop, Coffee Shop, Ice cream	Retail - Small independent businesses - Boutiques - Book Stores	Entertainment - Pins Mechanical - Outdoor musical programming	Public Space - Community Center/Recreation Center - Farmers Market - Playground
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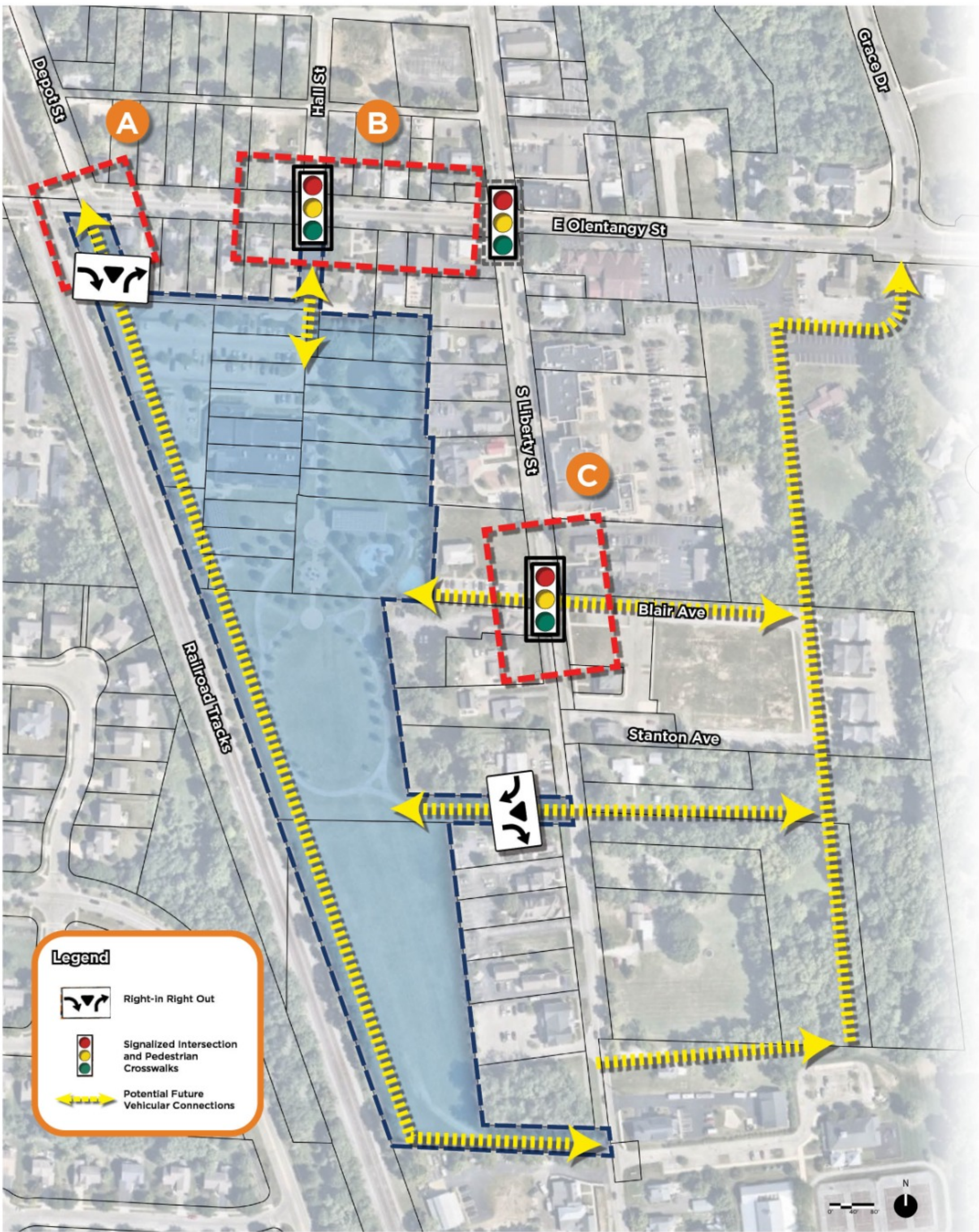
CONCEPTUAL

Efforts to Build Upon

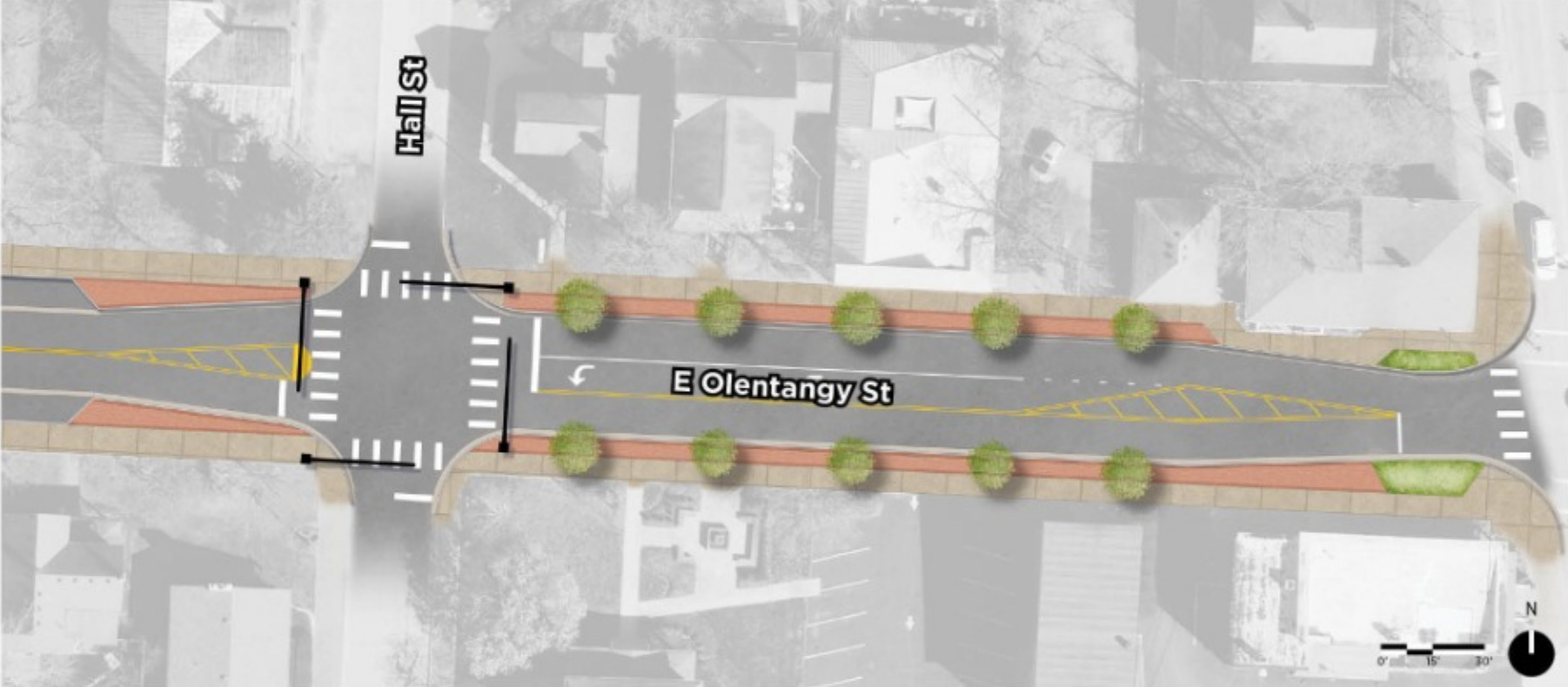


Traffic / Access

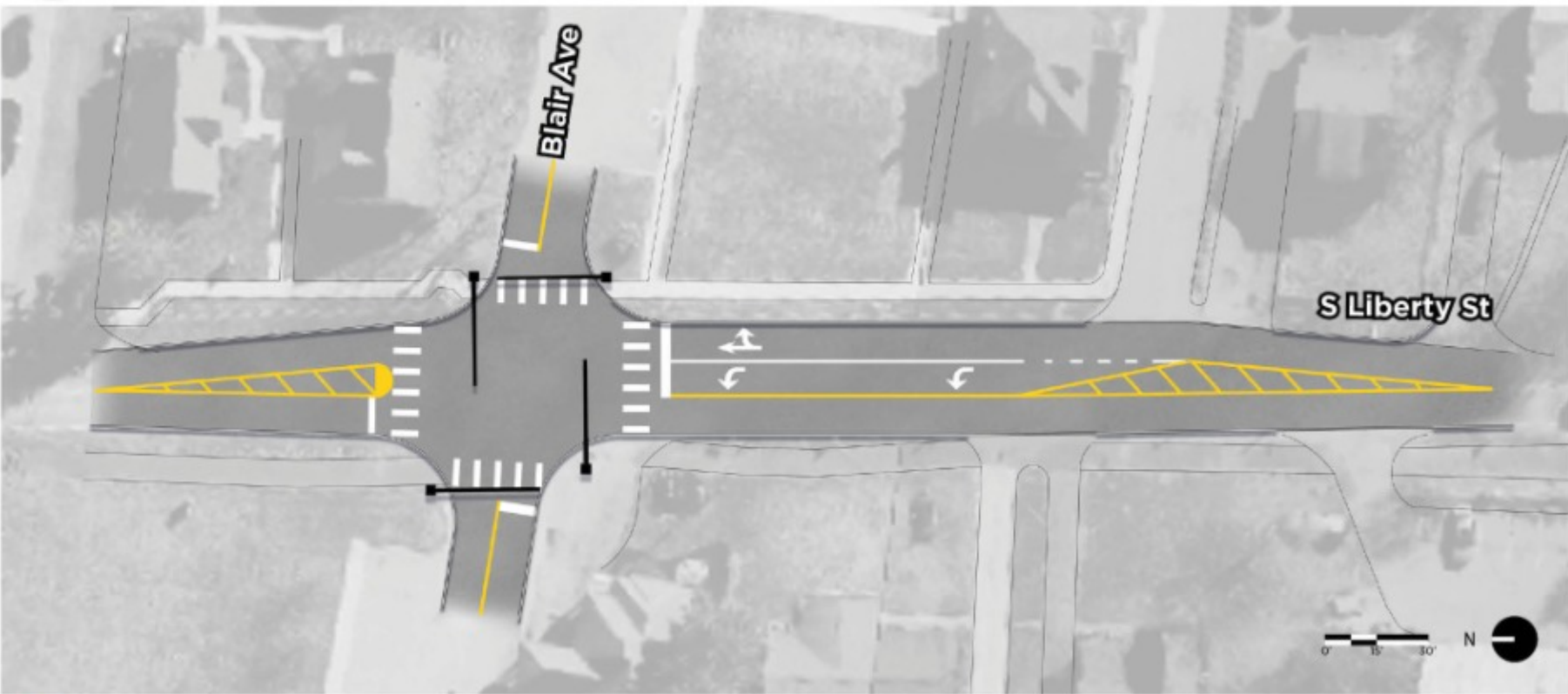
Traffic / Access



A ENLARGEMENT A - DEPOT AND OLENTANGY CONCEPTUAL PLAN



B ENLARGEMENT B - HALL AND OLENTANGY CONCEPTUAL PLAN



C ENLARGEMENT C - BLAIR AND LIBERTY CONCEPTUAL PLAN

POWELL VILLAGE GREEN DEVELOPMENT

NOTE: DETAILED ENGINEERING REQUIRED FOR ALL FUTURE ROAD AND INTERSECTION IMPROVEMENTS.



CONCEPTUAL



ILLUSTRATIVE CONCEPT RENDERING

POWELL VILLAGE GREEN DEVELOPMENT

NOTE: DETAILED ENGINEERING REQUIRED FOR ALL FUTURE ROAD AND INTERSECTION IMPROVEMENTS.



CONCEPTUAL

Village Square

FRAMEWORK STUDY

Key Objectives:

Maximize the developable parcel size in the current Village Green boundary.

Directly connects and welcomes the four corners and the core of Downtown Powell.

Provides a larger more flexible community gathering space.

Requires strategic parcel acquisition and partnerships to expand the footprint of a vibrant downtown



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VILLAGE GREEN MASTER PLAN

CONCEPTUAL

Market Street

FRAMEWORK STUDY

Key Objectives:

Developable parcels hug the community space and Market Street.

The new space connects to Hall Street and would require a pedestrian connector into Downtown Powell.

An urban linear design is used to create a highly programmable public space.

Requires strategic parcel acquisition and partnerships to expand the footprint of a vibrant downtown



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VILLAGE GREEN MASTER PLAN

CONCEPTUAL

Framework Studies

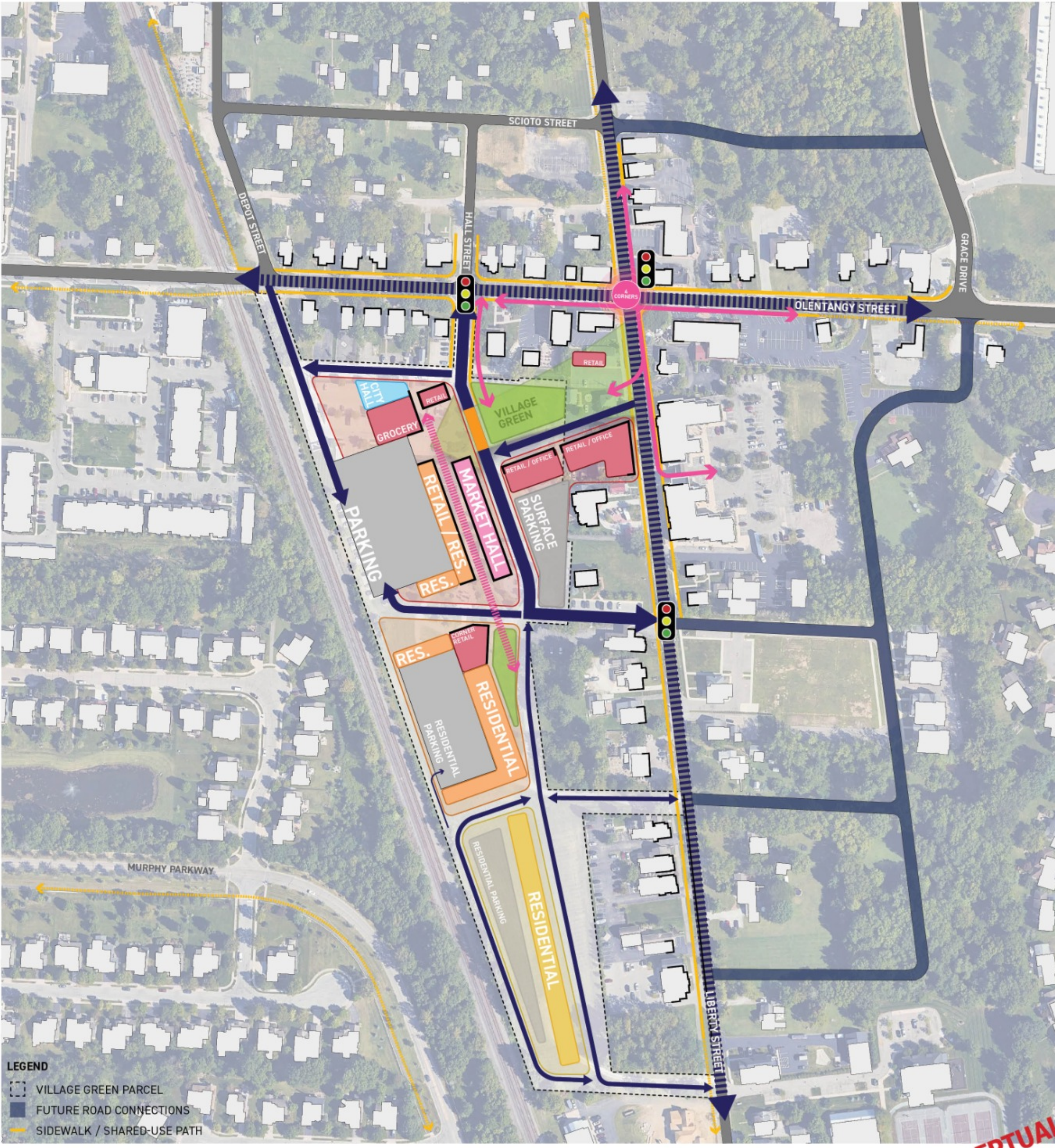
Village Square

VILLAGE SQUARE OVERVIEW

PROGRAM BUBBLE DIAGRAM



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04.20.2026 | FRAMEWORK PLAN REVIEW | VILLAGE GREEN MASTER PLAN

CONCEPTUAL

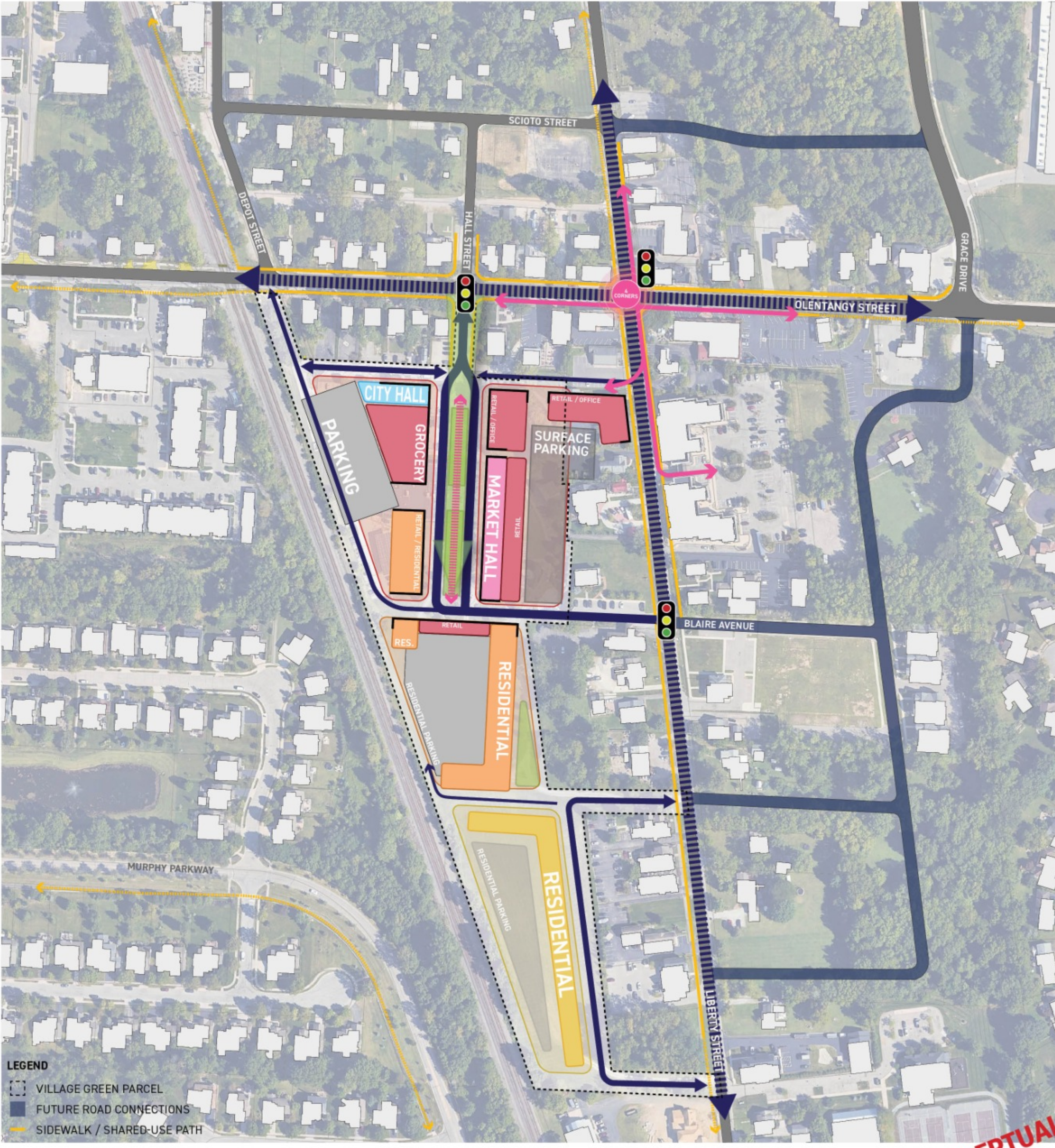
Market Street

MARKET STREET OVERVIEW

PROGRAM BUBBLE DIAGRAM



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CONCEPTUAL

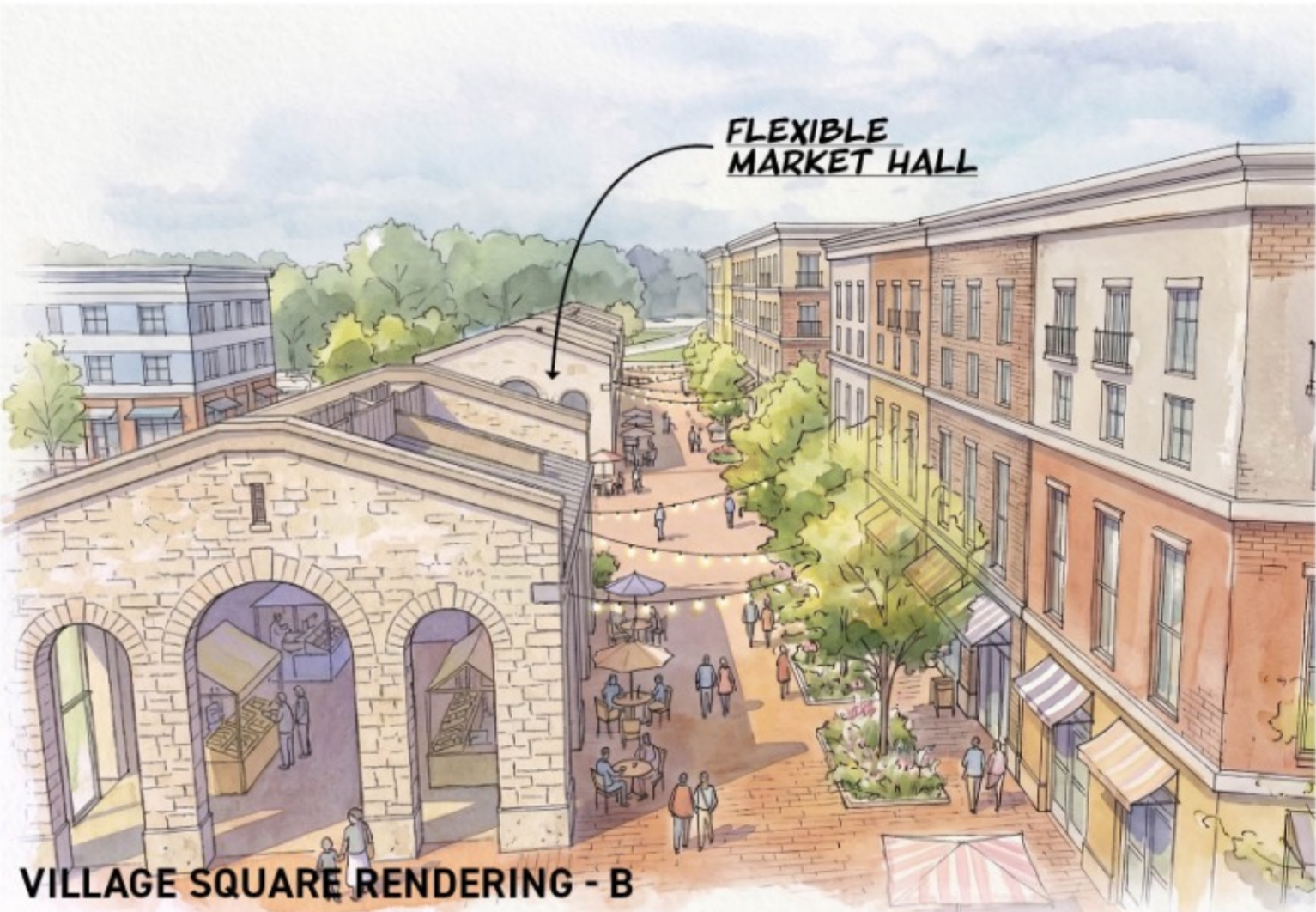
Public Realm Strategies

Village Square

VILLAGE SQUARE
CONCEPTUAL RENDERINGS



VILLAGE SQUARE RENDERING - A

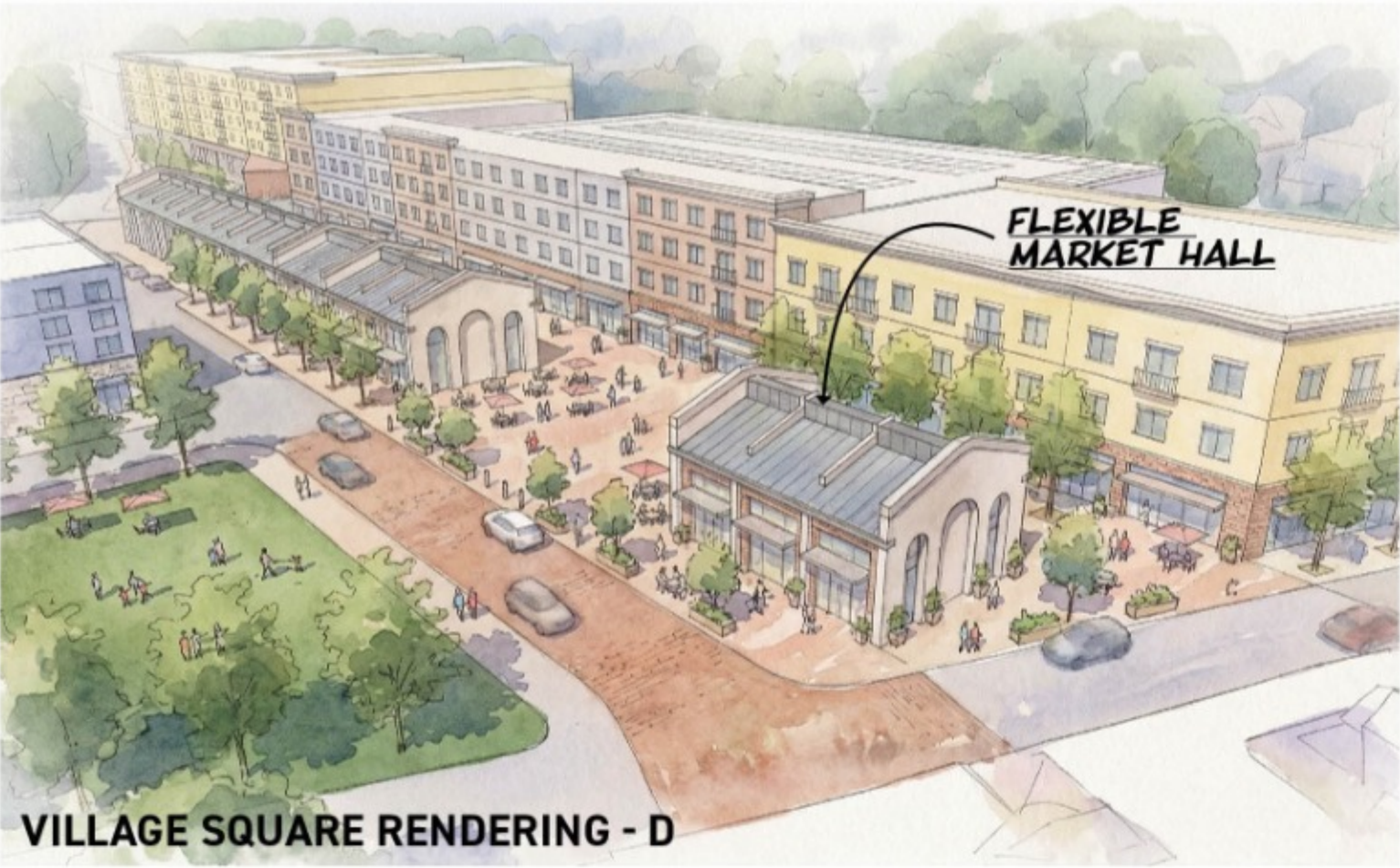


VILLAGE SQUARE RENDERING - B



VILLAGE SQUARE RENDERING - C

CONCEPTUAL



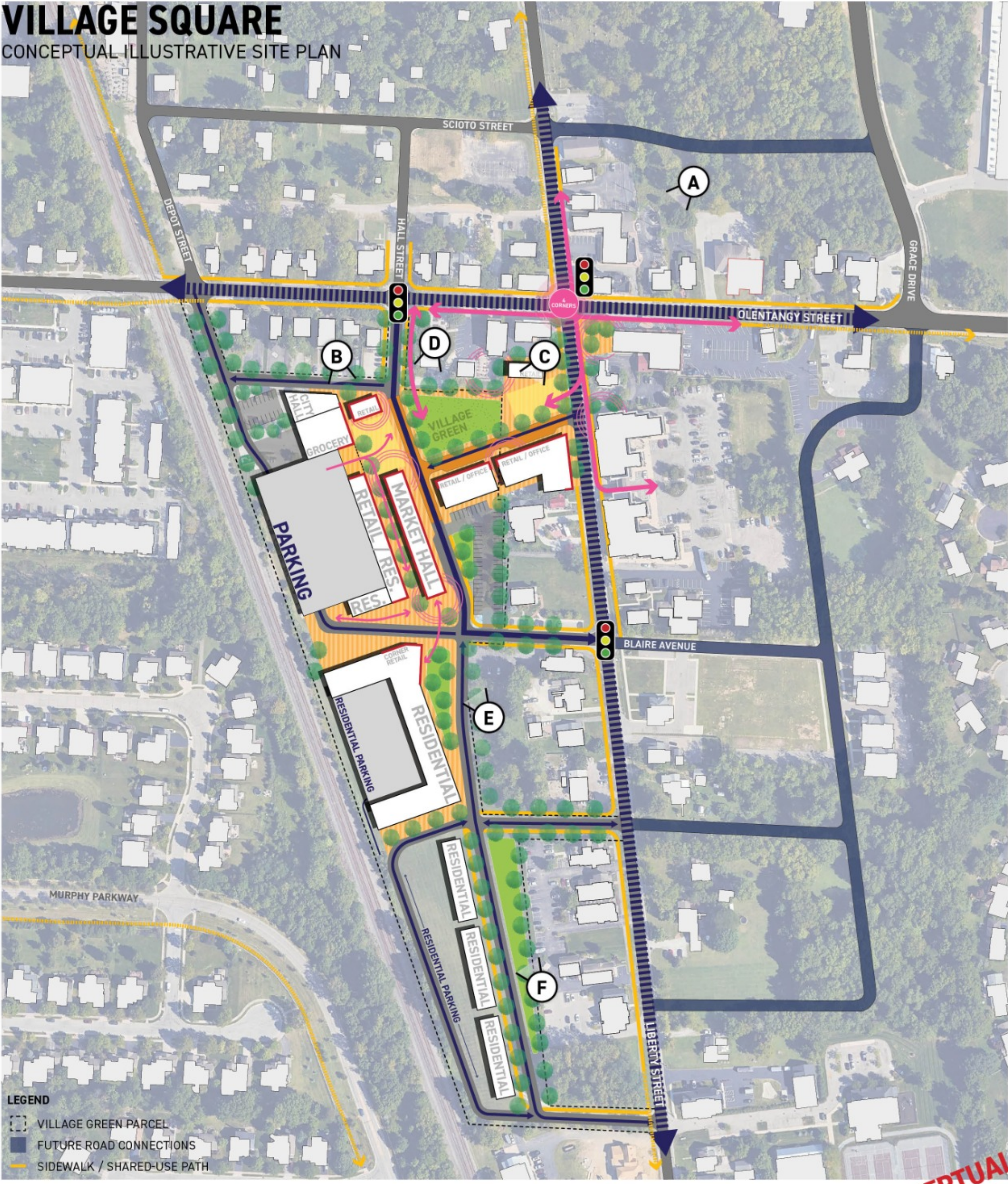
VILLAGE SQUARE RENDERING - D



VILLAGE SQUARE RENDERING - E



VILLAGE SQUARE RENDERING - F



CONCEPTUAL

Public Realm Strategies

Market Street

MARKET STREET CONCEPTUAL RENDERINGS



MARKET STREET RENDERING - A

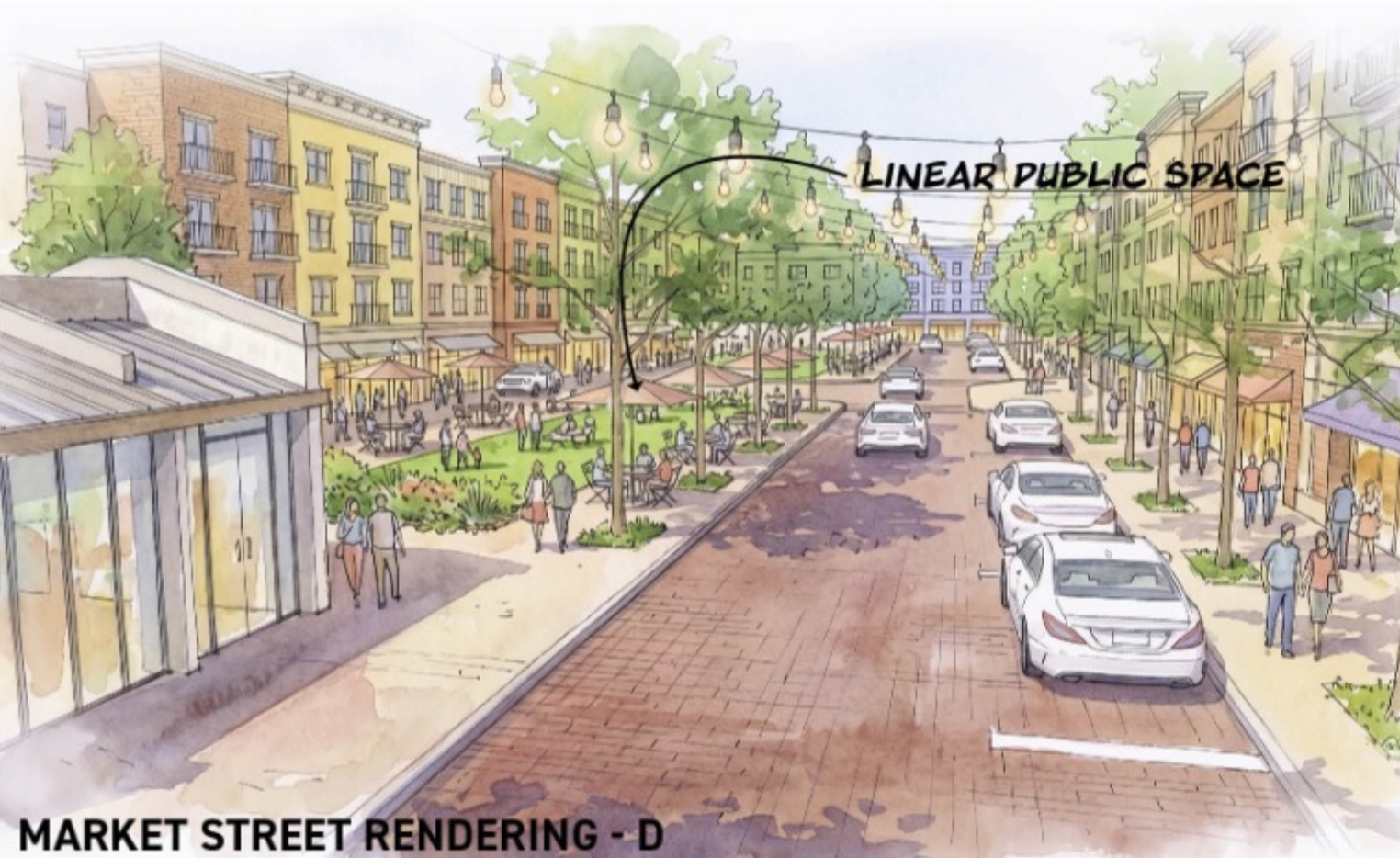


MARKET STREET RENDERING - B



MARKET STREET RENDERING - C

CONCEPTUAL



MARKET STREET RENDERING - D

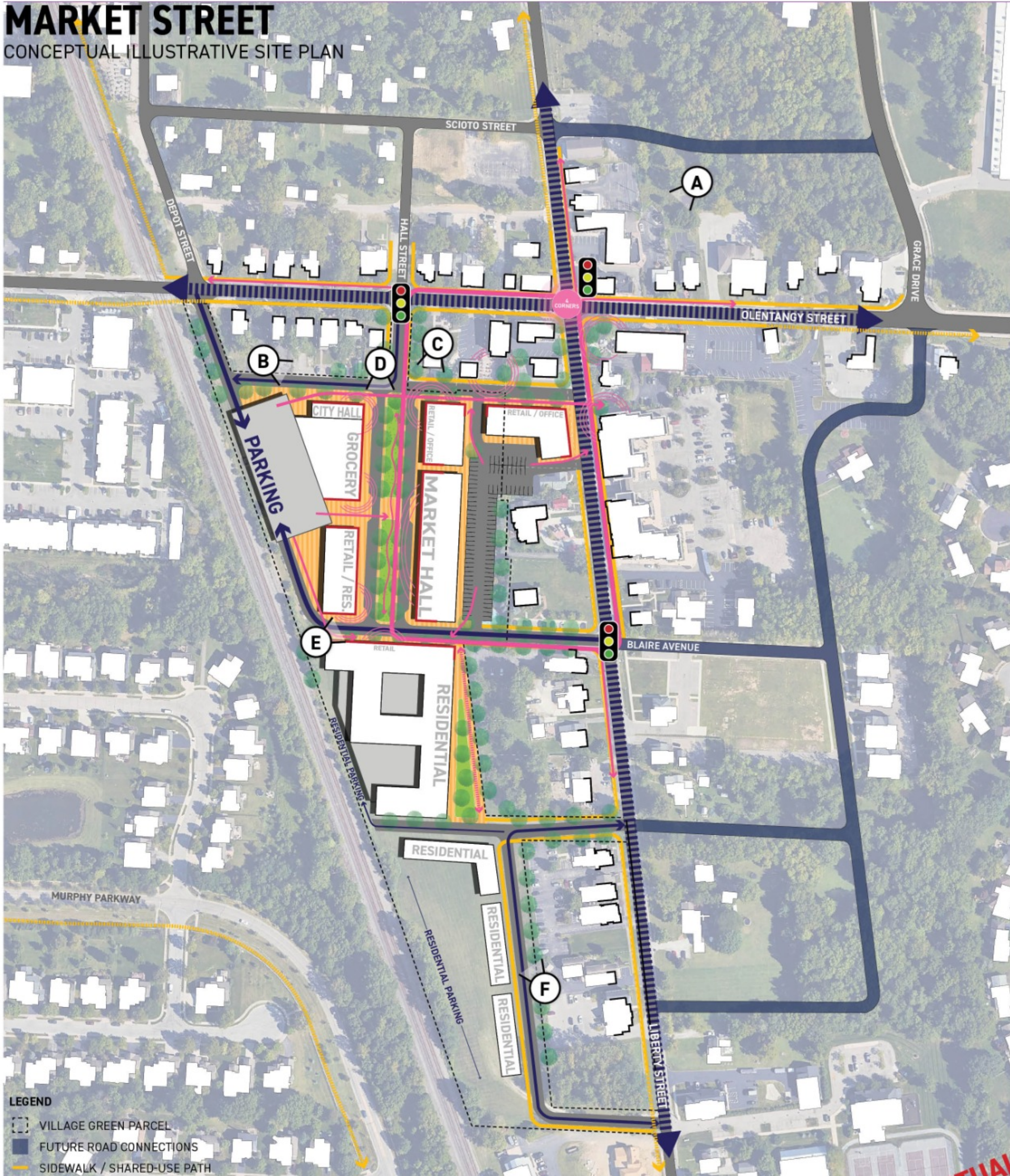


MARKET STREET RENDERING - E



MARKET STREET RENDERING - F

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CONCEPTUAL

Character Imagery

Architecture Style

CURRENT & RECENT DEVELOPMENT

ARCHITECTURAL STYLES



CONCEPTUAL

CONDOMINIUM & TOWNHOMES

RESIDENTIAL ARCHITECTURAL STYLES



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CONCEPTUAL

Comments

Capturing Comments

VILLAGE SQUARE

COMMENTS & FEEDBACK

What aspects of the Village Square concept add to the life and vibrancy of downtown Powell?



VILLAGE SQUARE RENDERING - A

04.20.2026 | FRAMEWORK PLAN REVIEW | VILLAGE GREEN MASTER PLAN

CONCEPTUAL

MARKET STREET

COMMENTS & FEEDBACK

What aspects of the Market Street concept add to the life and vibrancy of downtown Powell?



MARKET STREET RENDERING - A

04.20.2026 | FRAMEWORK PLAN REVIEW | VILLAGE GREEN MASTER PLAN

CONCEPTUAL