

City of Powell – Village Green Master Plan

Powell, Ohio

Phase I Summary



Table of Contents

Executive Summary	Page 3
Community Survey	Page 5
Community Meetings	Page 9
Summary and Next Steps	Page 13
Appendices	
A – Public Engagement Results	Page A - 14
B – Market Study	Page B - 122
C – Project Gallery Summary	Page C - 316
D – Existing Utilities Assessment	Page D - 327
E – Existing Traffic Analysis	Page E - 353

Executive Summary

In April 2023, Pizzuti Solutions (PS) responded to a Request for Qualifications for Master Development of the Village Green. As communications continued between the City and Pizzuti Solutions, it was determined that PS would submit a phased proposal to the City for Master Planning efforts. In October 2024, Pizzuti Solutions and the City of Powell signed an agreement to complete a Phase I assessment. The scope of Phase I centered around community engagement and collecting information on the current condition of the site. PS managed community engagement and engaged Urban Decision Group (UDG) to complete a market study, REALM Collaborative to assist in community engagement efforts, and OHM Advisors to collect data on existing infrastructure.

Pizzuti Solutions conducted community engagement through several activities. These included stakeholder meetings, a larger community open house, a presence at various City hosted events, and a Community Survey.

The project team collected valuable feedback from residents for the Village Green Masterplan through the survey (Appendix A) that is included in the engagement summary. All residents within the City limits received a notice in the mail requesting their participation in the community survey, and input on a variety of factors related to appropriate land uses for Village Green and opportunity for varying use types. This survey was available for seven months and we collected 658 responses to the community survey. Results from the survey noted people would like to have more options for shopping, dining, and programmed recreational activity.

The team also invited the public to attend meetings at City Hall and at area businesses. In total, from October 2024 to August 2025, PS conducted and attended 28 different engagement efforts, reaching approximately 200 participants, to discuss the Village Green Masterplan. The team collected information from numerous stakeholders including business and property owners, council members, staff, and residents. Notable engagements include the Open House hosted by the project team in February and attendance at the State of the City, Powell Fest, City Council meetings, and discussions with three different classes at Olentangy-Liberty High School.

During our half-day engagement session with students at OLHS, we introduced the project and solicited feedback from students on activities they would like to see at Village Green. Key themes from these classes included interest in small shops, recreational amenities, and places that foster a sense of community where they can make memories with friends.

During Powell Fest, we hosted an informational booth featuring a 3D rendering of downtown Powell and an interactive activity designed to engage young children. The activity- called “a Penny for your thoughts” invited children to vote on their preferred activities by dropping pennies in front of images they were most interested in visiting. These included retail (bookstores, ice cream shops, outdoor movies), outdoor recreation (bike paths, playground equipment) and an outdoor market. The retail category received the most votes, followed by outdoor recreation, and lastly the outdoor market. In total we had 184 pennies dropped for their favorites.

Several common themes emerged from all community engagement efforts including additional dining options, retail, parking, family-friendly activities and recreation. A high-level summary of the community survey and our engagement sessions are laid out in the following sections.

Throughout the ten-month duration of Phase I, UDG collected market study information on both the housing and commercial market of the City. Their market analysis (Appendix B) covers the area demographics, the supply and demand for rental housing, for sale housing, tourism impacts, and the retail market. These findings highlight the changing market within downtown Powell. UDG notes that retail space is evolving and successful sites provide a combination of dining, services, public space, and experience-driven destinations. While residents of Powell have a high buying power, most of the local consumer dollars are spent outside the City limits due to the lack of retail diversity. The study notes the market is noticeably lacking boutique clothing, lifestyle goods, specialty food and drink, family-friendly and youth-oriented retail.

Throughout Phase I, REALM Collaborative assisted the project team in engagement efforts and project investigations. Their team created a discovery gallery that highlighted the research, analysis, and historical context of the City, with an emphasis on Village Green. This gallery is installed in City Hall, providing an opportunity for residents and visitors to monitor progress and regularly leave thoughts on the challenges and opportunities of Village Green. Additionally, REALM created a 3D model of downtown. This model helps visualize the current scale of Village Green and downtown, with removable sections to assist in laying out future developments and potential concept plans. This model is currently installed in City Hall. A summary of REALM Collaboratives effort is attached in Appendix C.

OHM Advisors completed a utility due diligence assessment (Appendix D) for the Village Green site and conducted a traffic study for downtown Powell (Appendix E). The existing utilities conditions assessment addresses the current capacity and condition of all available utilities. The assessment found that while all major utilities are located downtown, the sanitary sewer and current water infrastructure are nearing capacity. Modeling future developments and the impact on capacity will be analyzed and determined during Phase II. For the traffic study, counts were conducted at 12 major intersections located throughout downtown Powell. The study investigates any notable congestion experienced throughout the project area that will be factored into the future redevelopment of Village Green. Like the utility study, OHM will model impacts of prospective development on the impact to traffic during Phase II.

Through all studies and engagement efforts, the project team gathered valuable insights from participants. While the qualitative feedback was highly informative, the project team will also utilize market data to validate and support the findings presented. As mentioned above, the feedback obtained through community engagement sessions seems to closely align with the findings of the market and traffic study, particularly in the desire to have boutique shops, dining opportunities, and all-ages activities.

Throughout Phase II, the project team will begin pairing these findings and laying out vision and concept plans for Village Green. Taking input we collected from the public and comparing it to data from the commercial market study allows us to create certain scenarios for potential development. As this information is paired with traffic and utility data and modeling efforts, the project team can begin to present tangible changes that are beneficial to both downtown Powell and the City as a whole.

Below is a summation detailing Pizzuti Solution's engagement efforts over the last 10 months. Participant responses to the survey questions are laid out below and common themes that occurred

have been pulled out to continue discussion through Phase II. This is followed by an overview of community meetings that PS participated in, and different stakeholder groups have been identified. The project team has found that while the demographics of each stakeholder group have varying concerns and priorities, several common trends emerge throughout the engagements.

Community Survey

All residents within the City limits received a notice in the mail requesting their participation in the community survey about Village Green. PS worked with City staff to create the 29-question survey which asked for input on a variety of factors related to appropriate land uses for Village Green and the opportunity for varying use types. This survey was available for seven months and was promoted through mail, fliers, City newsletters, the City website, and QR codes posted on the REALM Collaborative discovery gallery. The team collected 658 responses to the community survey. Results from the survey noted people would like to have more options for shopping, dining, and programmed recreational activity.

Respondents were directed to rank the questions below between one and ten, one being disagree and ten being agree. The average response and common themes are broken out and listed in the attached table and are discussed below.

<i>Question</i>	<i>Average (1 - 10)</i>
<i>Powell's commercial areas (restaurants, businesses, shopping centers, etc.) have a look and design that complements the City's image.</i>	<i>6</i>
<i>Powell has attractive main streets and gateway entrances.</i>	<i>6</i>
<i>Powell should require higher architectural and landscaping standards in non-residential areas. Examples of these areas include Liberty Square, Powell Crossing or Liberty Crossing.</i>	<i>7</i>
<i>Downtown Powell has historic significance to the City.</i>	<i>7</i>
<i>Downtown Powell is pedestrian friendly and safe for visitors.</i>	<i>7</i>
<i>Powell should invest in public dollars to improve downtown streets including trees, landscaping, and amenities.</i>	<i>7</i>
<i>Traffic and parking are the biggest impediments to attracting visitors and businesses to the Downtown area.</i>	<i>7</i>
<i>Existing restaurants, retailers, family entertainment and other businesses in Downtown Powell meet my needs.</i>	<i>6</i>

Question (CONT.)	Average (1-10)
I would like to have more retail businesses in Powell so I would not have to leave the City to shop.	6
Powell would benefit from having more food and beverage options located in the downtown area.	8
Having small, locally owned businesses is better than having larger retail chains in Powell.	8
Downtown Powell would benefit from increased housing options.	4
<i>Downtown Powell would benefit from infill development or re-development. Infill development refers to building on vacant or underutilized land, often between existing structures. Re-development refers to a broader revitalization effort on existing sites which may include demolition or construction on land currently developed.</i>	7
<i>Recreation areas and public parks should be located in Downtown Powell.</i>	7
<i>I frequent City Hall and regularly enter the complex for specific business or to attend meetings.</i>	3
<i>More people living in or nearby Downtown Powell will improve the viability and walkability of the district.</i>	5
<i>I frequently park at City Hall to attend community events and patronize local businesses.</i>	6

These responses show that residents enjoy supporting small and local businesses including retail and dining and would like more recreational and entertainment areas. The results also show that City Hall as a municipal space is underutilized and that transportation can be an impediment to downtown.

Following these, four open-ended questions requested participants elaborate on their responses. A copy of the responses to all questions are available in Appendix A.

“We live walking distance to downtown so some places to pick up quick casual lunch (like a deli). Also some place to quickly get basic groceries...”

“Downtown condos to create more people to walk the district. Better traffic flow during rush hours. Better / safer sidewalks connecting all of the core downtown district.”

“Downtown Powell is great, has potential to be even better if the area continues to add local restaurants and shops”

“The Powell Village Green should be useable space for everyone”

“Farmer’s market type establishments, a bagel sandwich shop...”

Written responses to Question 19 (***What New Establishments or Amenities would you like to see in Powell***) show residents of Powell would support development encouraging restaurants, shopping, recreation, and space for family friendly activities. Some of the specific establishments and amenities are included in the list below.

Q19 What new establishments or amenities would you like to see in Powell?

downtown area live music food options splash pad playground Additional please add bars safer Book store locally
 Village Green retail nice go something create Recreation center gathering variety Trader Joe s use walking path
 Dublin coffee shop green space family walk connected Rec center make entertainment public
 Dog park around community casual downtown Powell keep space think
 businesses Bridge Park Powell Bookstore options sidewalks parking Also
 restaurants housing shops bakery better family friendly area market downtow
 new local deli stores great need unique food one small Children building None place love see
 community center bars restaurants large current pool chains restaurants bars City ice cream Maybe people
 kids love dining options much open stay boutiques retail shops street public pool upscale walking trails small business etc

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

Responses for Question 20 (***What business or type of business do you most frequent in Downtown Powell)***) list the following use types.



- Dining and Bars
- Retail / Shopping
- Local Businesses
- Personal Care Services
- Recreational Services / Family Activities

Community Meetings

Through the various stakeholders and community engagements, the project team has met with nearly 200 stakeholders including property owners, business owners, and residents. Through efforts organized by the City and the project team, a variety of meetings allowed our team to collect detailed information on participants opinions regarding Village Green. These meetings include:

- Individual briefings with City Council Members (7)
- Downtown Property Owner Meetings (2)
- Downtown Business Owner Meetings (2)
- Powell Business Gathering Meetings (2)
- Meetings with Local Developers (3)
- Visit Powell Meetings (2)
- Community Open House (1)
- City Council Meetings (3)
- Powell Realtor Association Meetings (1)
- State of the City (1)
- Olentangy Liberty High School (OLHS) Classrooms (3)
- Powell Fest (1)

Although the demographic differences among these groups might suggest varying priorities, several common themes emerged across them. When asked to comment on the feel of downtown Powell, people were attracted to the quaint and charming nature, whether through the scale or design of buildings. There was also a consistent mention for all-ages activities in the downtown area. Parents wanted something to entertain their younger and older children while students at Olentangy Liberty High School (OLHS) mentioned not having a specific place for them to spend time downtown. Pins Mechanical Company was mentioned as an example throughout these discussions. When asked to elaborate on this specific model, both parents and children mentioned they appreciated the indoor and outdoor space, activities that all ages could participate in, and affordable food and beverages.

Our team facilitated a half-day engagement session with students at OLHS and conducted a youth-focused activity during Powell Fest to gather input on future uses of Village Green.

At OLHS, we introduced the project and solicited feedback from students on activities they would like to see in Village Green that are currently unavailable, as well as the types of spaces that would appeal to their age group. Key themes from their responses included interest in small shops, recreational amenities, places that foster a sense of community, and spaces they could make memories with friends.

During Powell Fest, we hosted an informational booth featuring a 3D rendering of downtown Powell and an interactive activity designed to engage young children. The activity invited children to vote on their preferred types of uses for Village Green by placing pennies into jars corresponding to grouped categories of photos. The categories included retail (bookstores, ice cream shops, outdoor movies), outdoor recreation (bike paths, playground equipment) and an outdoor market. The retail category received the most votes, followed by outdoor recreation, and lastly the outdoor market.

Insights from both engagement efforts highlight a noticeable gap in amenities and programming for individuals under the age of 18

During our engagements with residents at the community open house, an overwhelming majority of people mentioned they prefer smaller local businesses and would prefer to avoid chain businesses within the downtown. This feeling plays into the idea of a charming and quaint downtown that residents commented on. Increasing the variety of boutique shops and local vendors are likely to do well downtown.

Participants were also able to provide input on issues that hinder the vitality and growth of downtown. Residents identified traffic, limited parking, and early business closures as areas to be improved. Regarding traffic, typical items of concern include long wait times at stop lights and signs. However, some additional areas of concern include difficulty finding parking, lack of streetlights, and disconnected pedestrian pathways. With downtown businesses closing early, this decreases the opportunity for foot traffic throughout downtown. If addressed, all three of these items can positively impact each other.

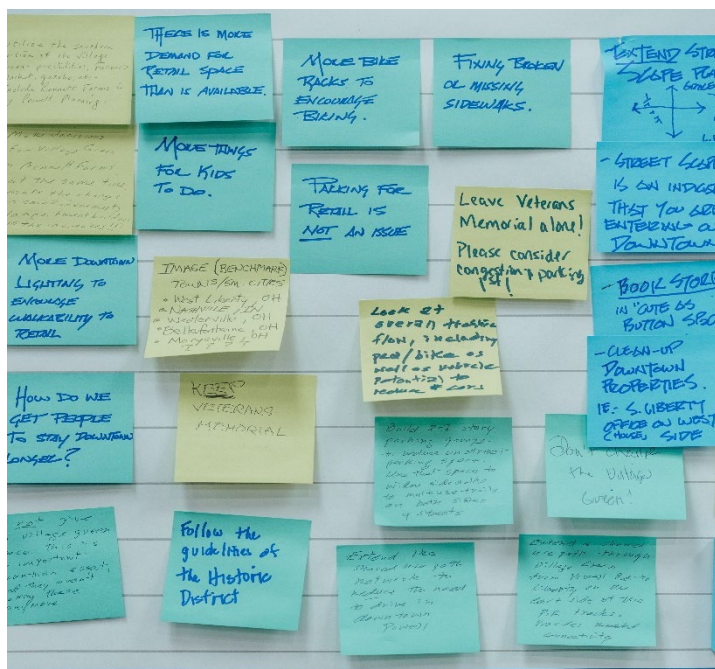


Figure A- Feedback left on the Vision Boards in Council Chambers.



Figure B- February Community Engagement Session.



Figure C- February Community Engagement Session.



Figure D- OLHS Engagement Session.



Figure E- February Community Open House.



Figure F- Powell Fest Booth.

Summary and Next Steps

Throughout Phase I, the project team has had the opportunity to gather valuable input from residents, business and property owners, and visitors. While personal engagement played a key role, the team also focused on collecting quantitative data to align and validate the various sources of information. Notably, the feedback obtained through community engagement sessions closely aligns with the findings of the market and traffic study.

Carrying this information into the next phase is essential to the future success of Village Green. Utilizing the tangible data collected in phase I to inform conceptual planning will equip the City with comprehensive insights, enabling staff to align future efforts with resident preferences while ensuring feasibility and long-term formal support.