



Village of Ostrander Plan

Community Engagement Memo

October 2022 | Delaware County

ACKNOWLEDGMENTS

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SECTION 1

INTRODUCTION



Engagement Process

As part of the ongoing Village of Ostrander Comprehensive Land Use Plan, the planning team undertook an extensive public engagement effort to understand the needs and desires of Ostrander's population. The Neighborhood Design Center led the public engagement effort with a survey, in-person events, and interactive exercises. The results of this effort will help guide the planning process with the community's values, priorities, and direction of growth.

The survey was created for dissemination online and on paper. Both of the surveys contained the same questions and format. The paper survey was available at Midway Market and the Delaware County District Library. Staff from the Neighborhood Design Center also attended a brunch at the Ostrander-Scioto Fire Department and the Ostrander Farmers Market to better reach the residents of Ostrander. Finally, 1,500 postcards were sent via EDDM and placed at local businesses and institutional buildings to remind Ostrander residents about the survey and give further information about the planning process.

In all, 379 respondents participated in the survey, a high turnaround considering it is the equivalent of nearly half of Ostrander's population. While not all respondents reside in the incorporated area of the village, this effort still captured a significant share of the residents. In the following pages, we explored what they said.



379

SURVEY
RESPONSES

1,500

POSTCARDS
DISTRIBUTED

2

COMMUNITY
EVENTS

±30

RESIDENTS
ENGAGED

35

DOTS PLACED

4

OPPORTUNITY
SITES

SECTION 2

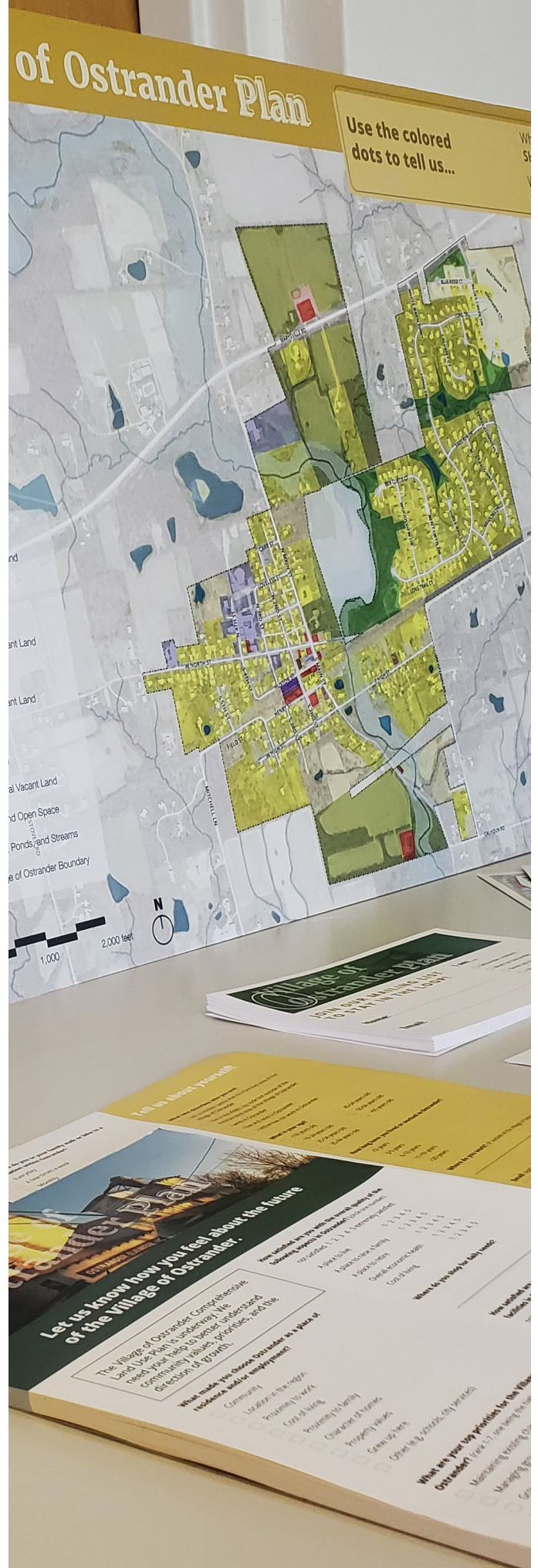
WHAT WE HEARD



Survey Results

A total of eighteen questions were asked as part of the survey. The questions formats included multiple choice, rankings, levels of satisfaction, selecting all choices that apply, and open-ended. Participants were asked to describe where they were in proximity to Ostrander, their age, and how long they lived or worked in Ostrander. Participants were also asked about where they work to understand the relationship between Ostrander and its surrounding municipalities. To gauge community values, respondents were asked about what made them choose Ostrander as a place of residence or employment from a selection of pre-defined prompts.

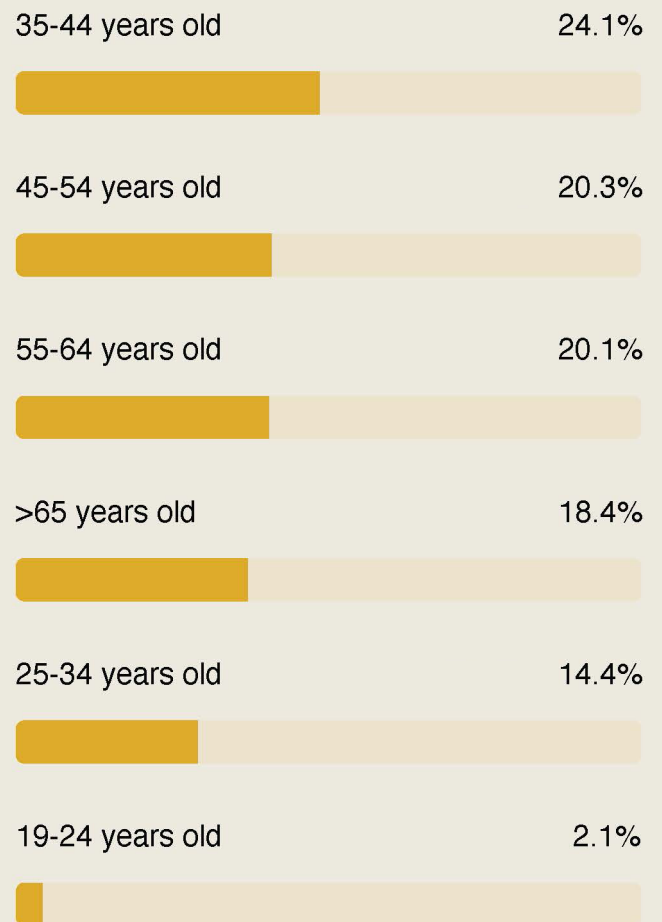
Participants ranked seven possible priorities for the Village of Ostrander to guide Ostrander's growth. The next set of questions asked participants about their satisfaction with the parks and recreation facilities, how often they used them, and what specific improvements they hoped to see. Questions for more specific planning intervention priorities, such as housing and transportation, followed. Finally, an open-ended response section asked respondents to describe their vision for Ostrander, along with their general likes and dislikes. The following pages summarize the survey findings and include top responses for each question.



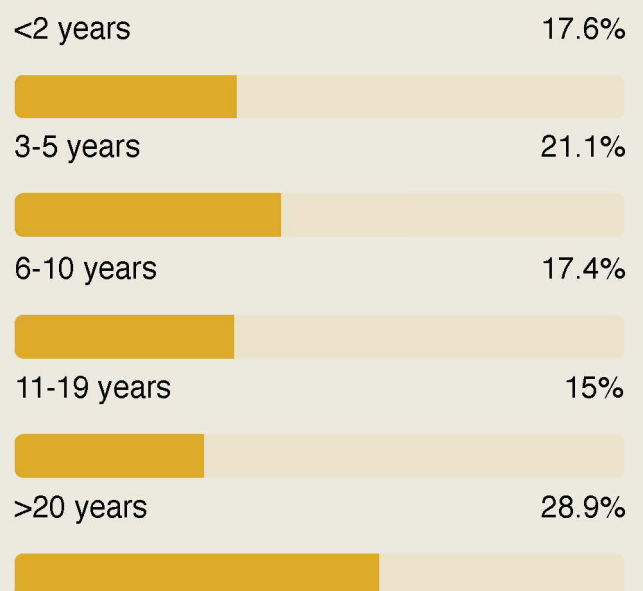
Who Responded to the Survey

The age representation of respondents is well-distributed. The most represented age group was 35-44 with 24.1%, but not by a large margin. The least represented age group was 19-24, with 2.1%. Lifelong residents were the most represented group (28.9%), and only 17.6% have lived in the Village for fewer than two years. Notably, most residents live in the 43061 ZIP code but outside the incorporated area of the Village, whereas 37.3% live within the Village boundaries. As expected, survey takers work all over Central Ohio and primarily within a 20-mile radius from Ostrander. 21.1% of respondents said they work in Columbus, and another 16% are retired.

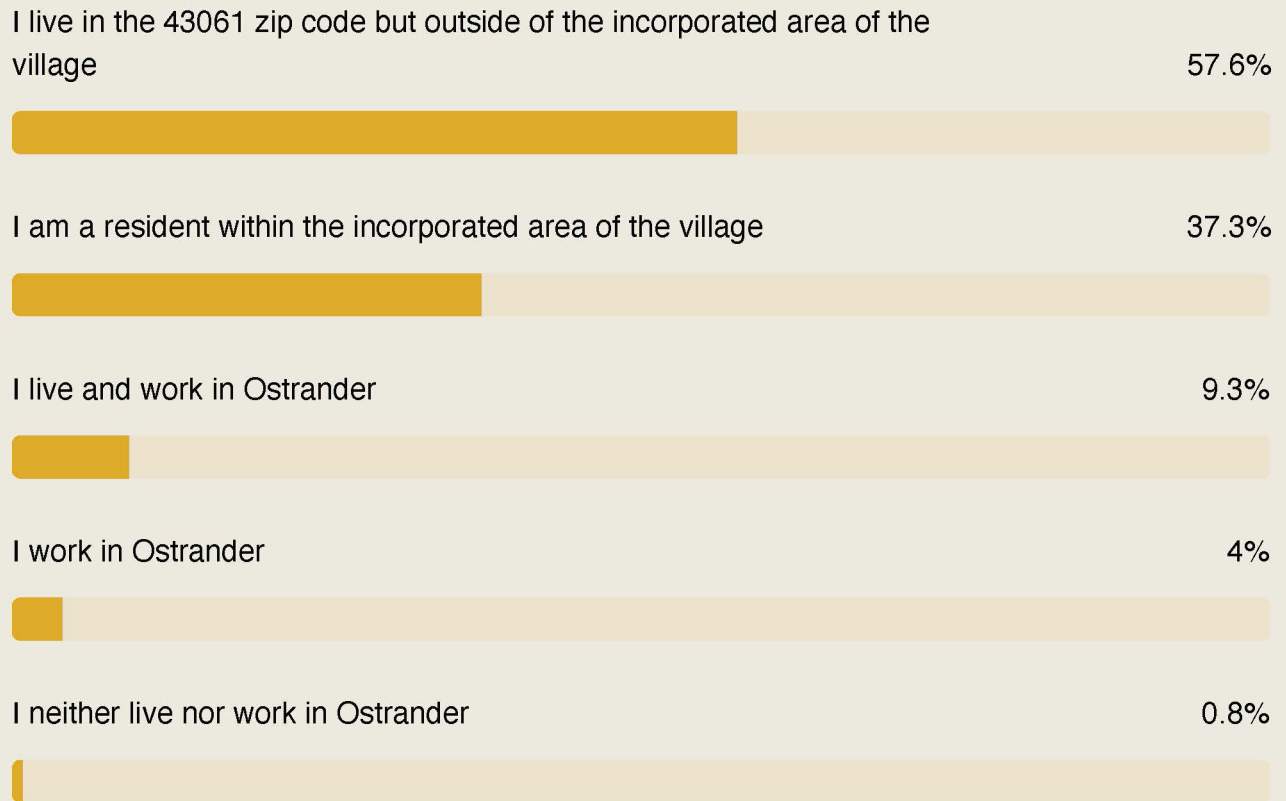
What is your age?



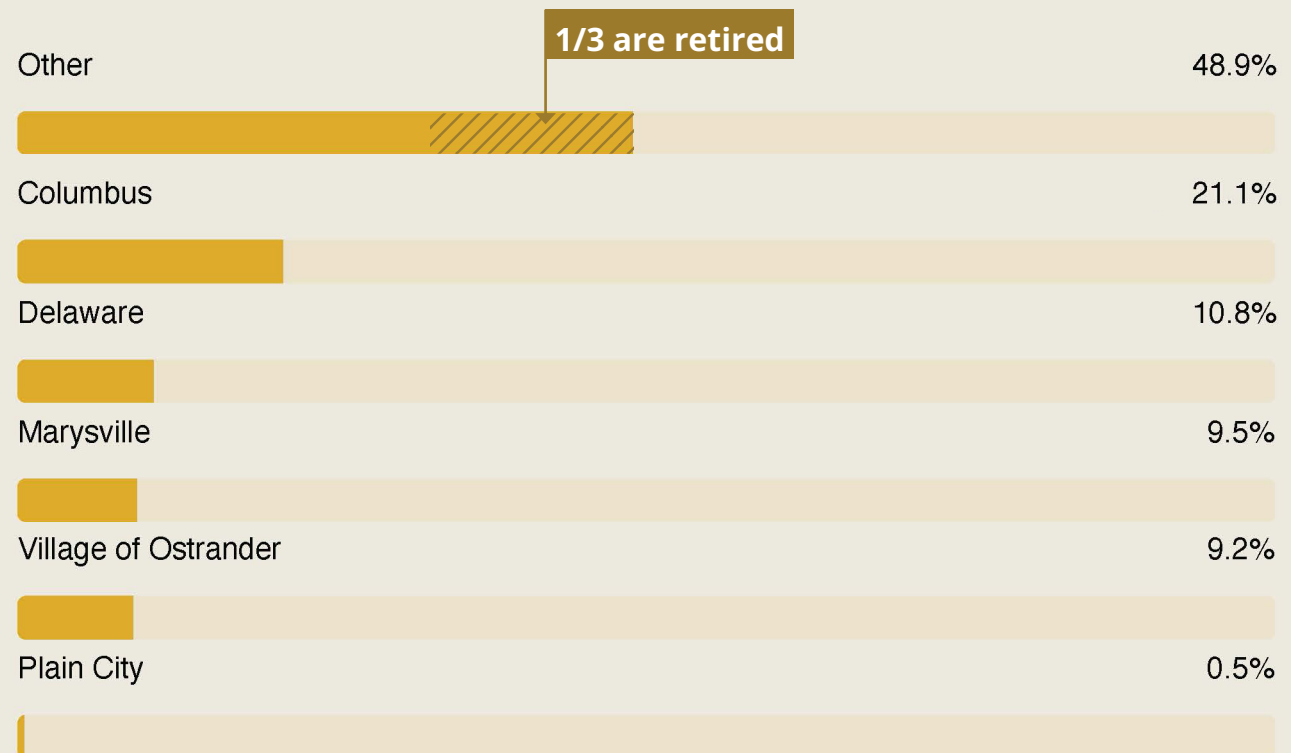
How long have you lived or worked in Ostrander?



What best describes who you are?



Where do you work?

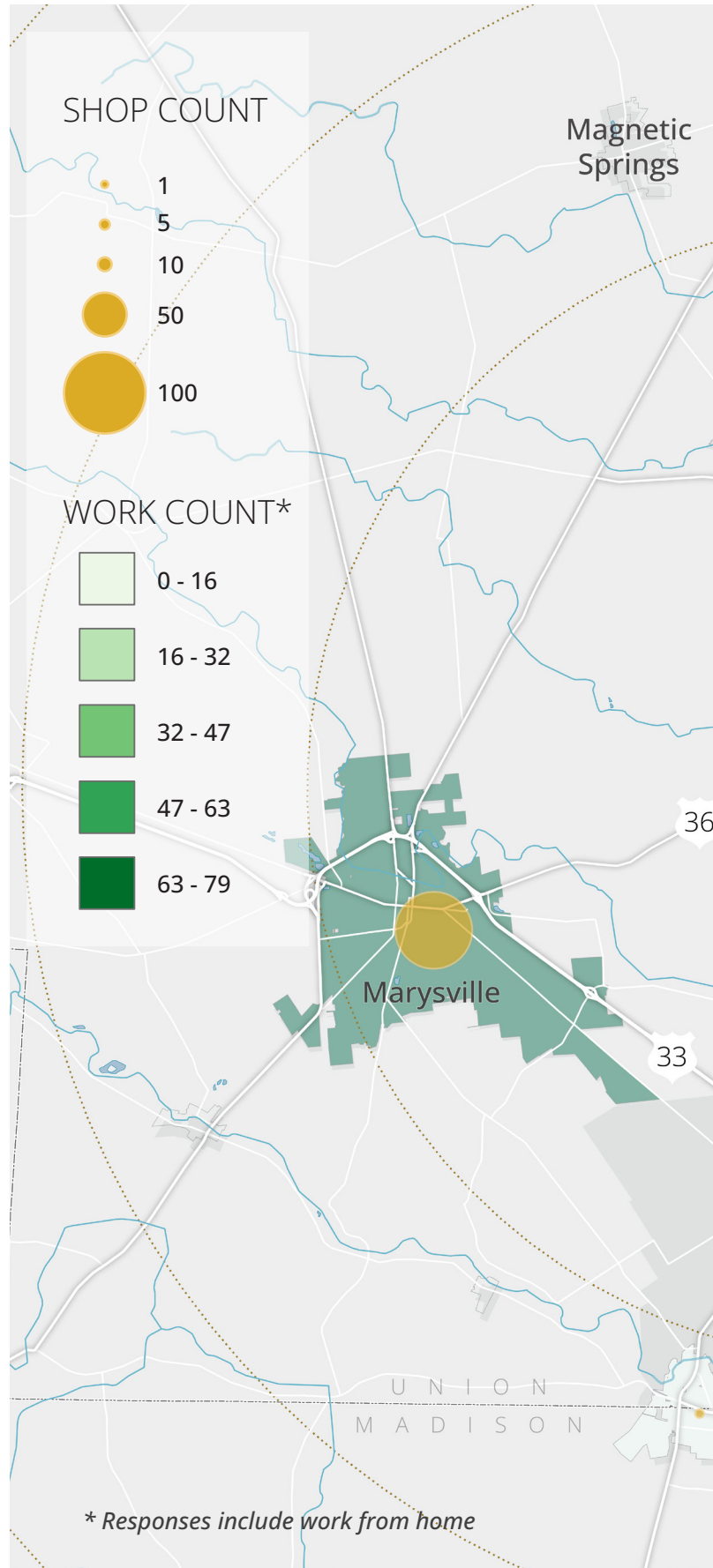


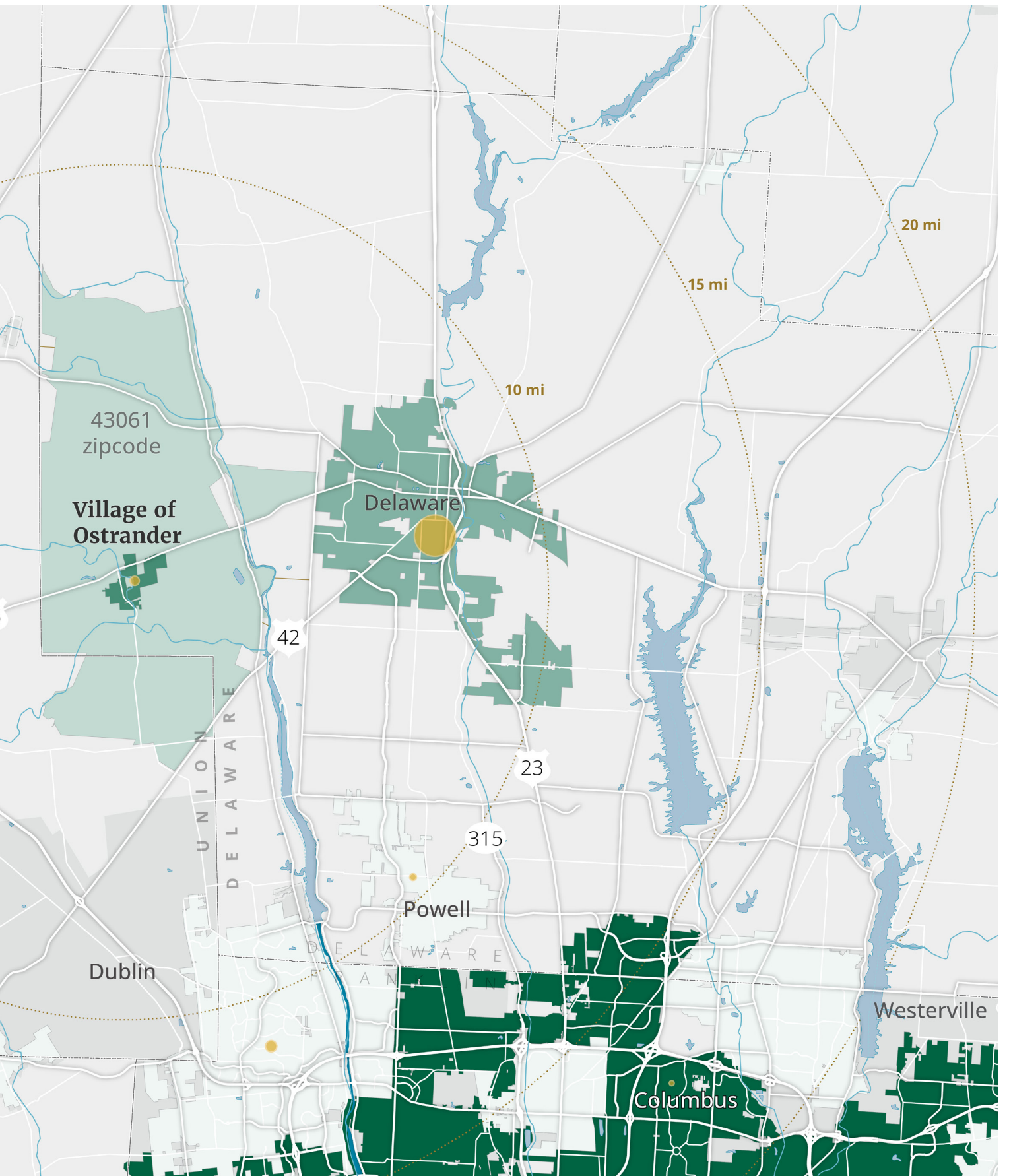
Where do you work and do daily shopping?



As of the 2020 Census, 1,094 people live in the Village of Ostrander. As a crossroads to many other cities and towns in Central Ohio, we analyzed where survey participants work and shop in relation to the Village. A total of 36 respondents indicated that they both live and work in Ostrander. To visualize where all respondents work, municipalities are colored green on a scale from light to dark, with darker colors indicating more employees. Most respondents work in Columbus, followed by Ostrander and its neighboring cities. The amount of respondents counted as working in Ostrander and the 43061 ZIP code also includes those work from home but live in Ostrander.

While many respondents work in Columbus or Ostrander, they usually do their daily shopping elsewhere. The yellow dots on the map are proportional in size to the number of people who indicated that they shop in that municipality. Many respondents listed several places where they shopped, especially the combination of Marysville and Delaware. Both sets of data indicate that while respondents may work across the region, their daily tasks are often accomplished as close to home as possible.





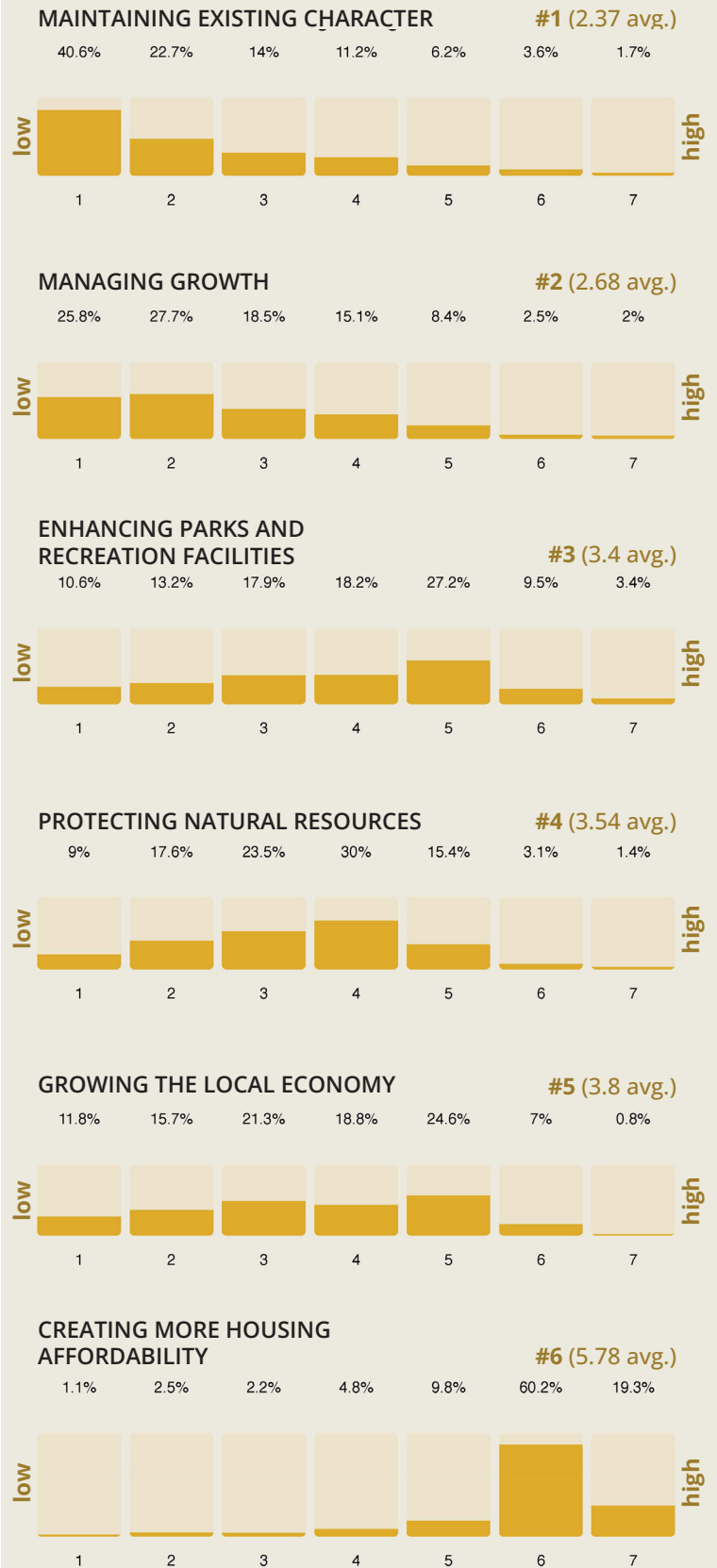
Community Sentiment

The following questions help to understand why respondents chose Ostrander as a place to live or work. As development pressure grows in Central Ohio, it was also important to capture the population's top priorities for the Village moving forward.

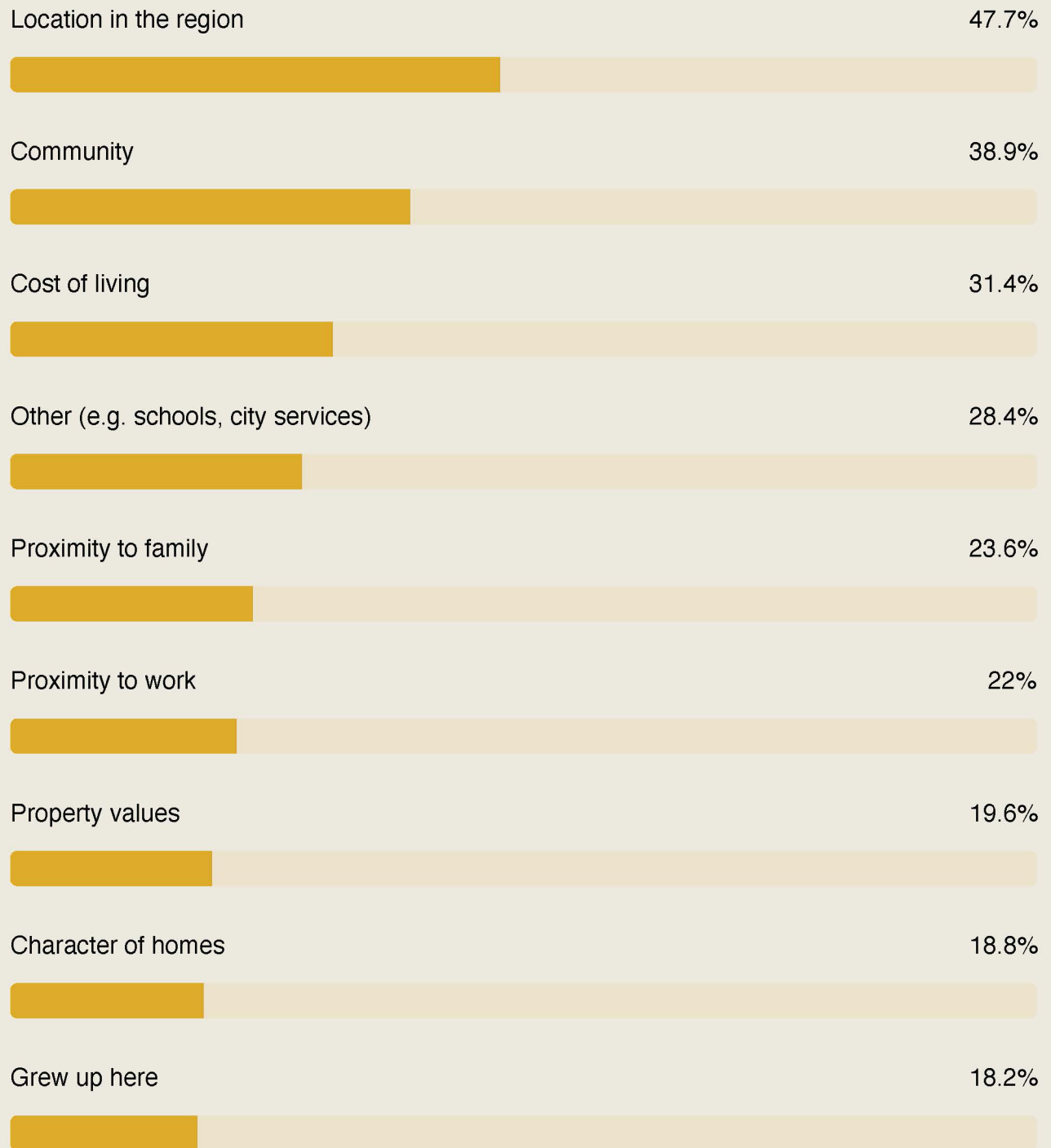
"Maintaining existing character" was chosen as the top priority for survey respondents, with 40.6% ranking it number 1. Followed by "Managing growth" (average score: 2.68) and "Enhancing parks and recreation facilities" (average score: 3.4).

"Location in the region" tops the list for why respondents chose to live in Ostrander with 47.7%, closely followed by the "Sense of community" (38.9%) and "Cost of living" (31.4%).

What are your top priorities for the Village of Ostrander?



What made you choose Ostrander as a place of residence and/or employment?



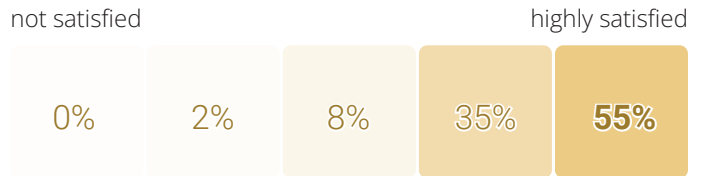
Community Sentiment (cont.)

The survey asked respondents to rank certain quality of life aspects to indicate their level of satisfaction with each. Most believe that the Village is “A place to live” and “A place to raise a family,” with 55% and 57% highly satisfied, respectively. 39% of respondents are highly satisfied with Ostrander’s condition as “A place to retire”. Conversely, not as many people are satisfied with the overall economic health of Ostrander.

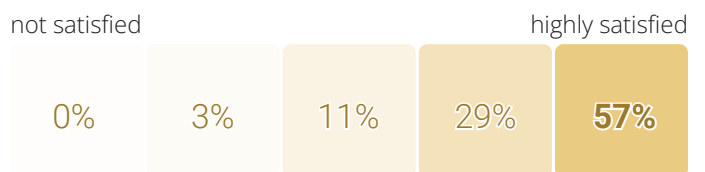
Participants were asked about their satisfaction and use of public park and recreation facilities within Ostrander. On a ranking from 1-10 (1 being the lowest), the public parks and recreation facilities received an average score of 5.4. Additionally, respondents indicated that “Trails and greenways” are the main facility improvement they would like to see (73.8%). Overall, there is also support for a “Large community park”, “Neighborhood park,” and a “Recreation center”. Additionally, when asked about how frequently their family uses bikes to arrive at a destination in Ostrander, 28% of respondents noted that they bike “a few times a week” or more. And even though 37% indicated that they never use a bike into Ostrander, 11% of participants do use a bike monthly and 24% said that they ride a bike a few times a year.

How satisfied are you with the overall quality of the following aspects in Ostrander?

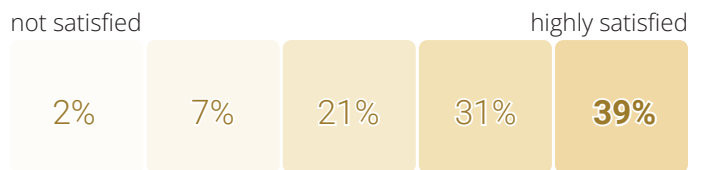
A PLACE TO LIVE



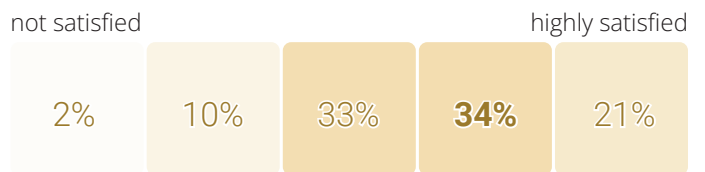
A PLACE TO RAISE A FAMILY



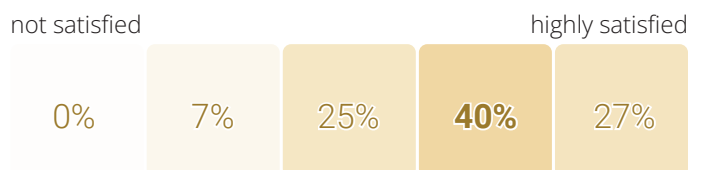
A PLACE TO RETIRE



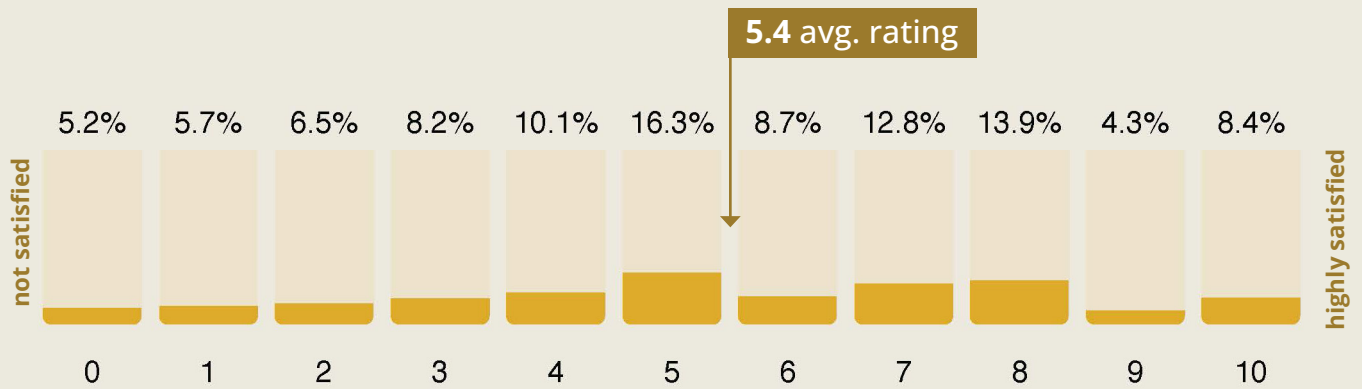
OVERALL ECONOMIC HEALTH



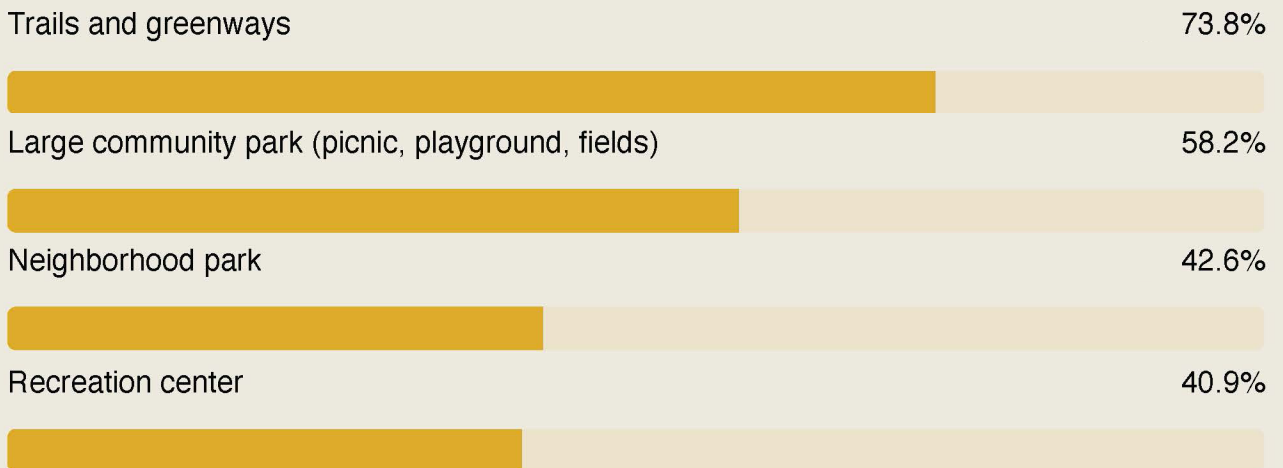
COST OF LIVING



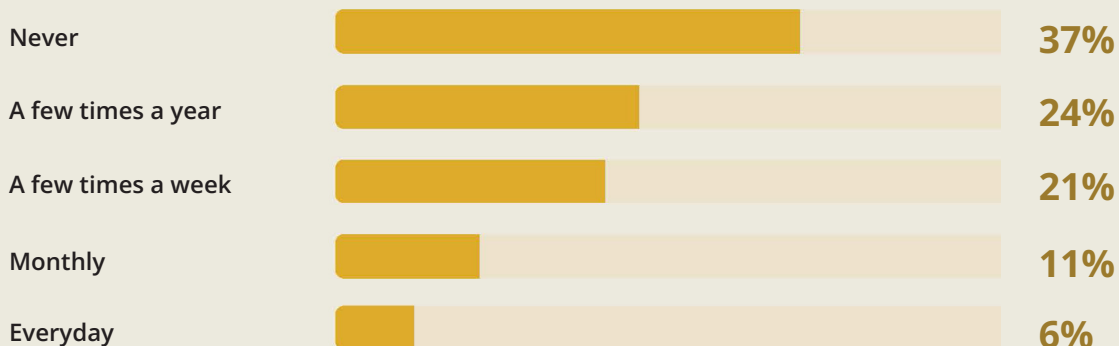
How satisfied are you with public parks and recreation facilities in Ostrander?



What types of new and/or improved parks and recreation facilities would you like to see in Ostrander?



How often do you or your family walk or bike to a destination within Ostrander?



Development Typologies

Community Sentiment (cont.)

Respondents were presented with five different potential transportation interventions. They were asked to rank them 1-5, with 1 being their top priority. The five interventions were:

- Maintaining and repairing roads
- Building paths and walking trails
- Building new bicycle infrastructure
- Repairing and building new sidewalks, and
- Improving access to major corridors (US-36, US-33, and US-42).

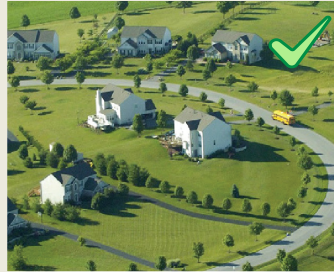
“Maintaining and repairing roads” was markedly higher than the rest—First-place votes made up 63.1% of the responses for this category. The second highest priority was “Building paths and walking trails”, receiving an average score of 2.43, followed by “Repairing and building new sidewalks” with a 3.16 average. Likely in an effort to maintain a small-town feel, “Improving access to major corridors” received the most last-place votes—60% of respondents ranked this as the lowest priority. The results indicate that Ostrander residents want to improve their local infrastructure conditions and have better options for local mobility.



Rural Single Family



Suburban Single Family



Rural Single Family



Suburban Single Family



Community Gathering Spaces



Suburban Single Family



Townhouses



Suburban Office



Townhouses



Single Story Commercial

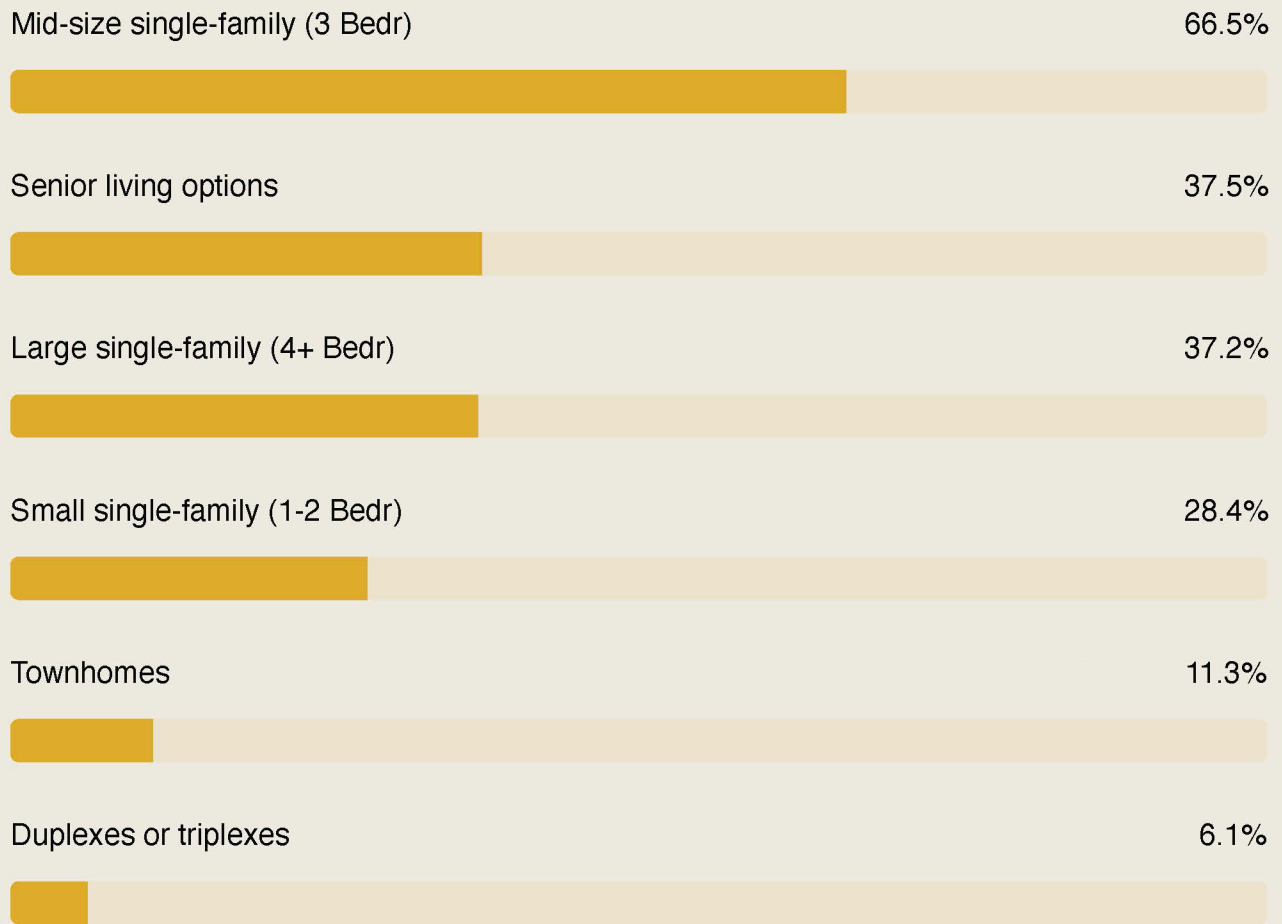


Multi Family



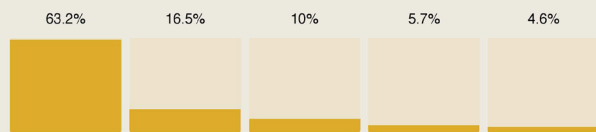
Mixed Commercial Use

What types of housing products would you like to see more of in Ostrander?

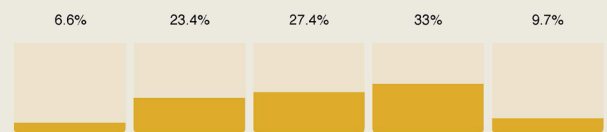


What are your top transportation priorities?

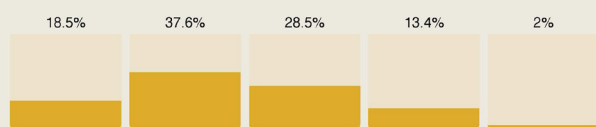
#1 (1.72 avg.) Maintaining and repairing roads



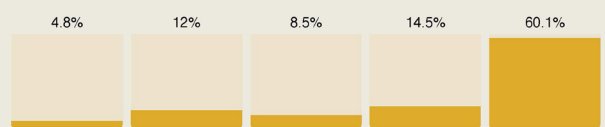
#4 (3.56 avg.) Building new bicycle infrastructure



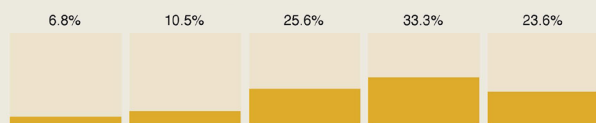
#2 (2.43 avg.) Building paths and walking trails



#5 (4.13 avg.) Improving access to major corridors (US-36, US-33, and US-42)



#3 (3.16 avg.) Repairing and building new sidewalks



My Vision for Ostrander is...

Respondents were asked to provide their vision for the Village of Ostrander, as well as what they like the most and least about the Village. These open ended questions captured candid thoughts from participants. Respondents delivered visions, including specific interventions, types of businesses they hoped to see, and community characteristics they wished to maintain or introduce. All responses were read and analyzed to identify the most common themes.

The small-town community feel is important for Ostrander's residents and neighbors. They appreciated the village's character and hope to maintain it in any future plans. The word "maintain" was seen in 36 replies. "Small" was seen in 139 responses, "local" was used 24 times, and "charm" was used 20 times.

Key Takeaways:

- Participants value small-town community feel and value existing character
- Limit new housing development, avoid density, and protect greenfield areas
- Provide affordable housing products include age-specific options
- Grow Downtown to offer cafés, restaurants, and other local businesses
- Maintain and provide infrastructure that supports local businesses, such as sidewalks and bikeways

What respondents "Like the Most"...

- The small-town sense of community and how quiet, friendly, and rural the village feels
- The friendly people of the town and how neighbors are willing to help each other
- Acknowledge that residents truly care for the Village
- Looking forward for their annual events such as 4th of July parade and Halloween celebrations
- Appreciate the local library branch and access to greenspaces

What respondents "Like the Least"...

- The lack of small businesses - hope to see more local restaurants, bars, shops, and places for their everyday needs
- Not enough pedestrian and bike paths to have options for accessing the village
- Dislike the housing developments that take away from the rural feel of the community
- The phrase "run-down" appeared often, with respondents citing unsightly characteristics of private homes or of the downtown area.



"To find the balance between growing the local economy (I would love more restaurant options) while keeping the small town charm."

"Encourage new businesses. Establish housing options for families and seniors. Retain and enhance natural beauty and parks."

"To stay and keep the small-town rural atmosphere and control spread of housing developments... senior citizen affordable housing would be great too"

"To continue small Ohio feel without commercialization"

"Safe biking options...Some cute shops or restaurants. Roads need repaired. Not huge subdivisions!"

"Growing as a community but still maintain that small town atmosphere. More retail options to allow residents to buy things local. For families to feel safe for their children."





DESIGN CENTER

Edward Jones

magnolia HAIR COMPANY

Village of Ostrander Plan

Development Typologies

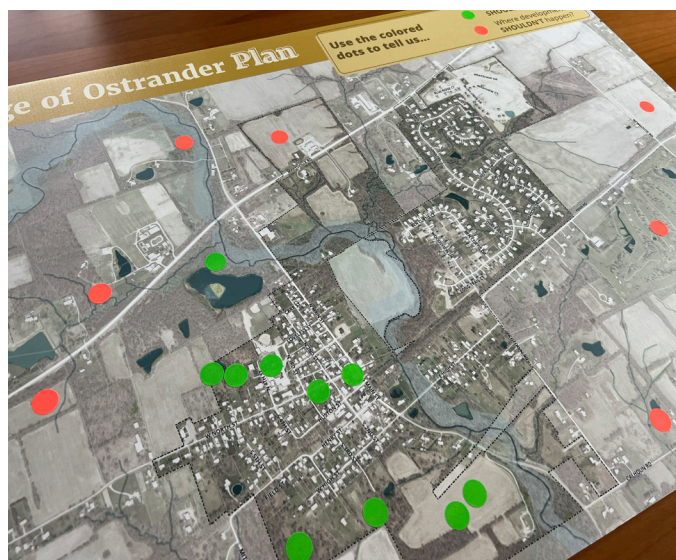
Place dots beside the typologies you most want to see in the community...

- YES, I LIKE IT!
- NO, I DON'T LIKE IT!



Community Events

The planning team met with residents in two occasions. The first on July 16 at the Ostrander-Scioto Fire Department breakfast. At this event we had the opportunity to meet and greet residents, let them know the plan is underway, and distribute survey postcards. The second event was on August 13 at the Farmer's Market located at the intersection of Main and North Streets. The set up under a tent included activity boards, paper survey, and conceptual development plans. The results of the preference board on building typologies is presented earlier in this report (see page 16). The image on the center right shows where residents think development should happen (green) and should not happen (red), reinforcing the survey results to keep rural character and focus on Downtown, S. Main Street, and by the former school site. Notably, several people cruised downtown or attended the farmer's market by using a bicycle, indicating that Ostrander is a prime location for local businesses to serve as a crossroads or rest destination between neighboring towns for people who bike.



SECTION 3
VISIONING



Visioning

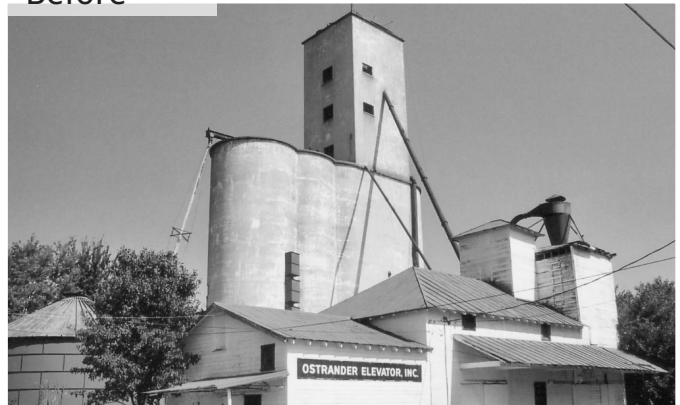


In addition to the survey, the planning team provided placemaking visioning and concept development plans.

The illustration on this page envisions a beautification opportunity in the Downtown area. The identity of the Village could be enhanced by the inclusion of locally curated public art at the grain silo on S. Main Street.

Informed by the existing zoning code, the conceptual development plans reflect community input and the Village's long-term capacity to serve such additional development. The first focus area is at US-36 and explores two options for single family homes. The second site explores a Village expansion west of the former school site on W. North Street. The last site is on S. Main Street and is the most suitable for commercial and office uses in addition to residential use.

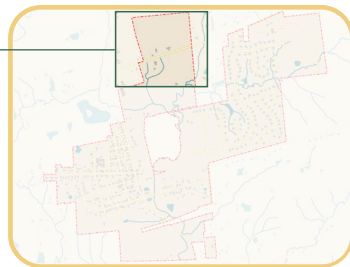
Before



After



US-36

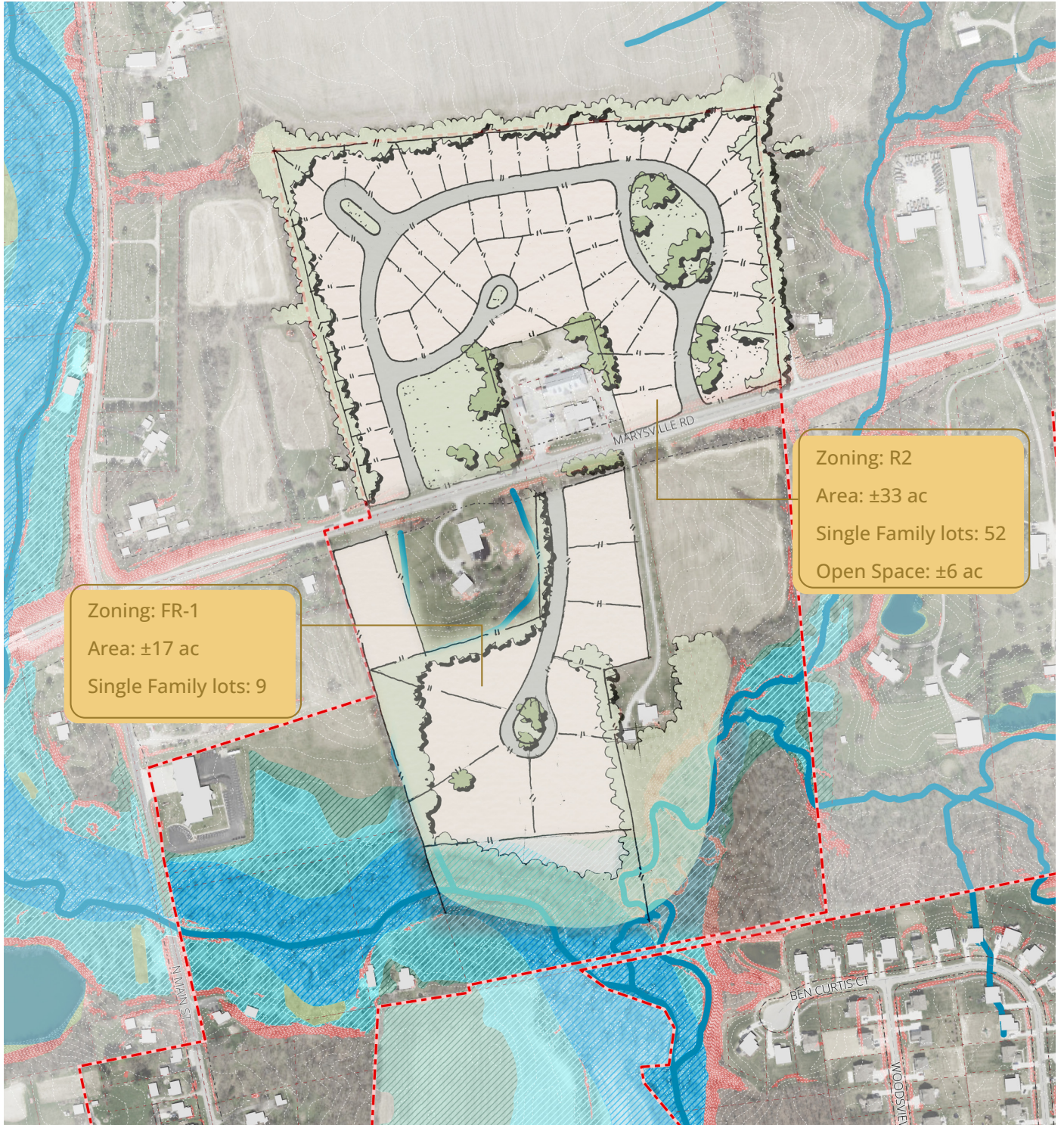


Opportunity Sites

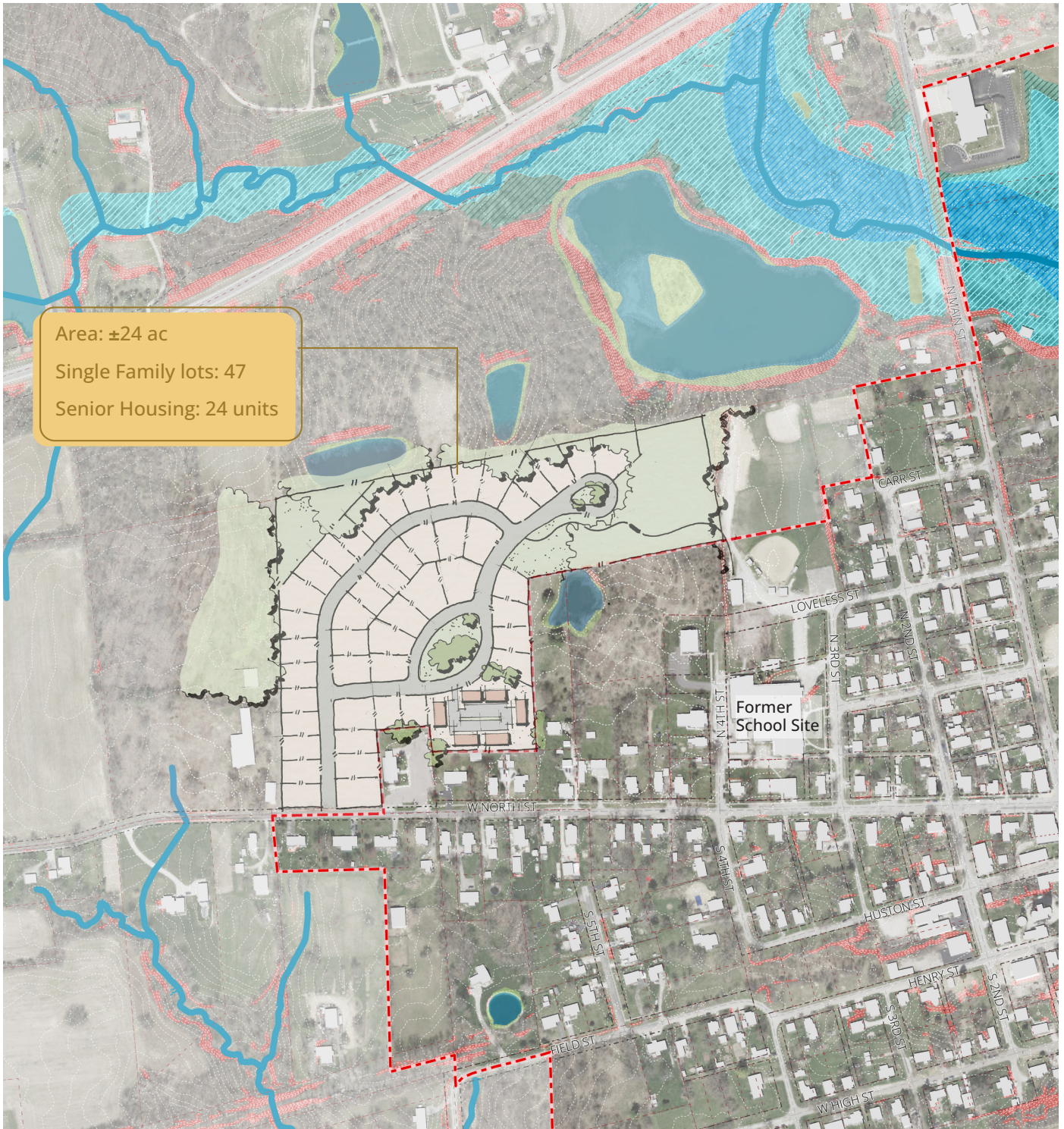
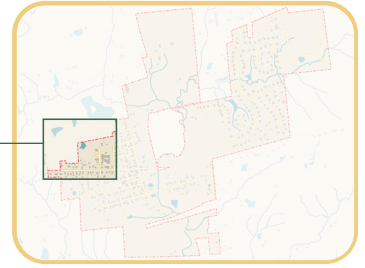


Zoning: FR-1
Area: ±17 ac
Single Family lots: 9

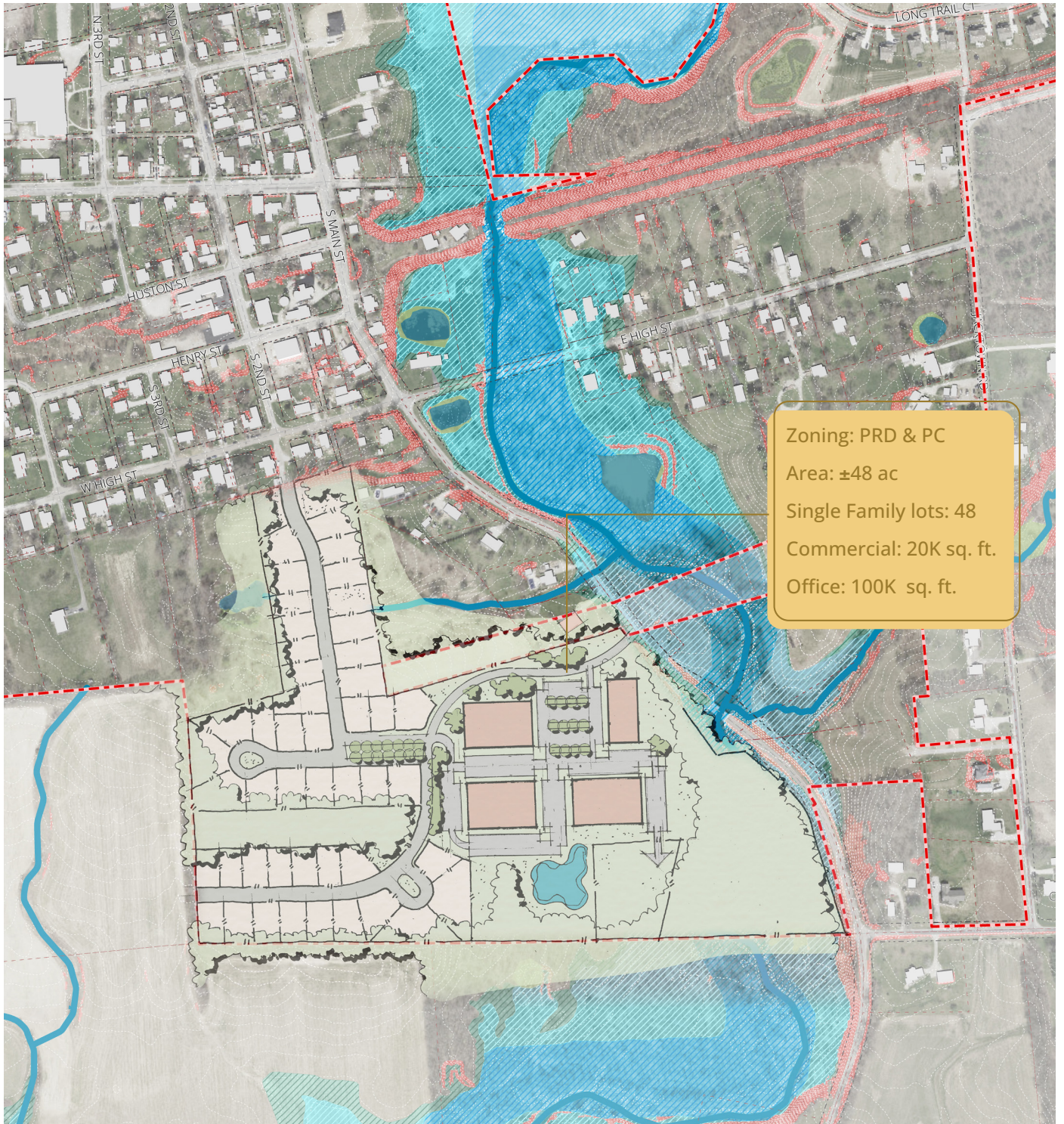
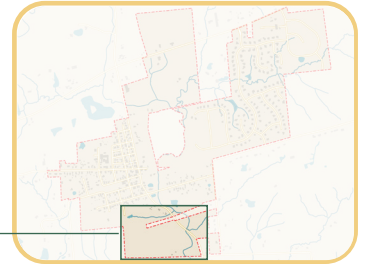
Zoning: FR-1
Area: ±33 ac
Single Family lots: 25



Village Expansion



South Main St.



Zoning: PRD & PC
Area: ±48 ac
Single Family lots: 48
Commercial: 20K sq. ft.
Office: 100K sq. ft.



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