

# Steering Committee Meeting 2



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## COMPREHENSIVE PLAN

# Welcome

Ann Holmes

Steering Committee Co-chair



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COMPREHENSIVE PLAN

# Agenda

1. Welcome
2. Process Updates
3. Key Findings
4. Public Engagement
5. Next Steps



# Process Updates

Jamie Greene  
Principal, planning NEXT



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COMPREHENSIVE PLAN

# Work Underway

- Completing technical analysis
- Compiling and theming stakeholder interviews
- Preparing for round one of public engagement



# Introduction to Technical Analysis

- Introduce major topics of the plan
- Share research process and methodology
- Reveal highlights and focus questions
- Follow-up with technical analysis memo



# Sources and Methodology

The team developed findings after compiling data through various sources

- Existing plans and studies
- New research and data discovery
- Mapping of geo-data
- Qualitative information



# Where We Are Headed

## Contents of the Plan

1. Introduction
2. Vision and direction
- 3. Topical / thematic chapters**
4. Implementation strategy

## Chapter

- **Introduction**  
Context, importance and placement
- **Goal and strategies**  
What's the direction?
- **Key findings**  
What have we learned? What's most important?
- **Recommendations**  
Menu of opportunities
- **Implementation and indicators**  
Getting started and measuring progress



# Topics Categorized

- People
- Place
- Prosperity



# People Key Findings

Brian Ashworth

Senior Planner, planning NEXT



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COMPREHENSIVE PLAN

# People Topics Covered

Examine demographic trends within Chillicothe and contextual locations

- Population
- Households
- Age
- Diversity
- Public Health
- Lifelong Learning

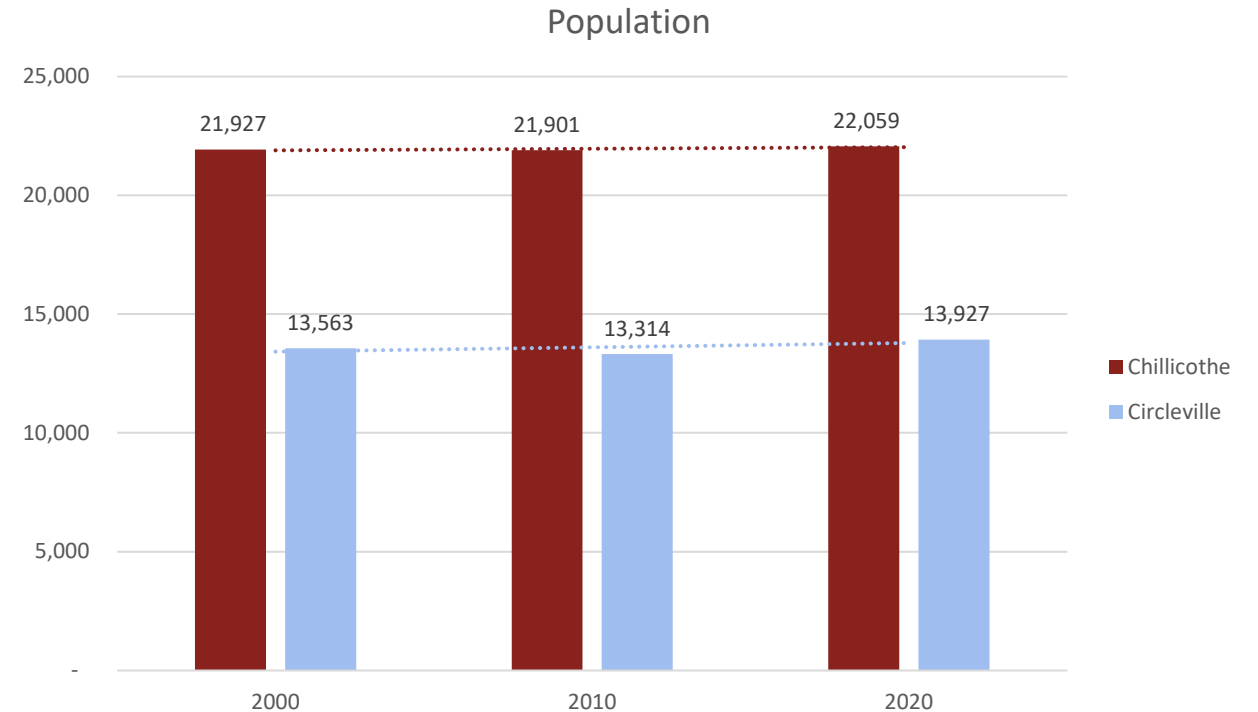


# People Key Findings

- **Chillicothe's population experienced very slight growth since 2010.** Yet average family size has decreased.
- **The youngest and oldest age groups have experienced the most growth.** There has been a general decrease in the number of residents in the middle age groups.
- **Chillicothe has become more diverse.** The percentage of non-white residents in 2010 was 12% and in 2020 that number rose to 14%.

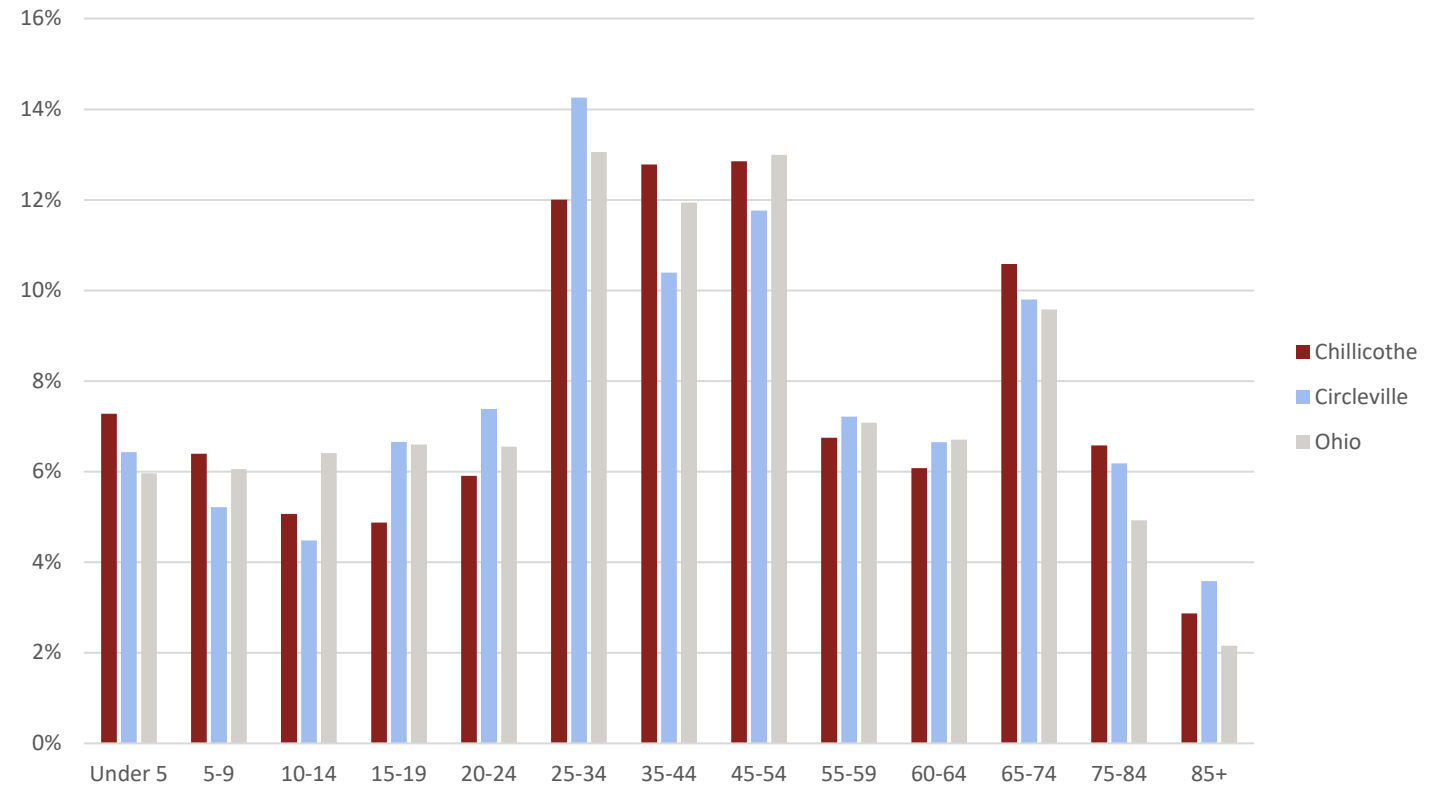
# Experiencing slight growth with smaller families

- Since 2010 Chillicothe has grown by 132 people
- Average family size is down, impacting housing demands
- Limited or stagnant growth is on par with similar communities in the region



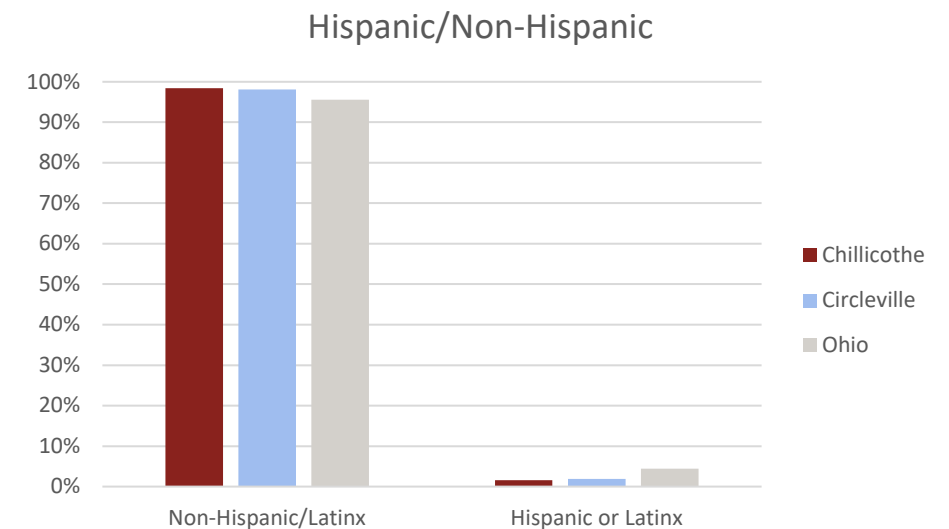
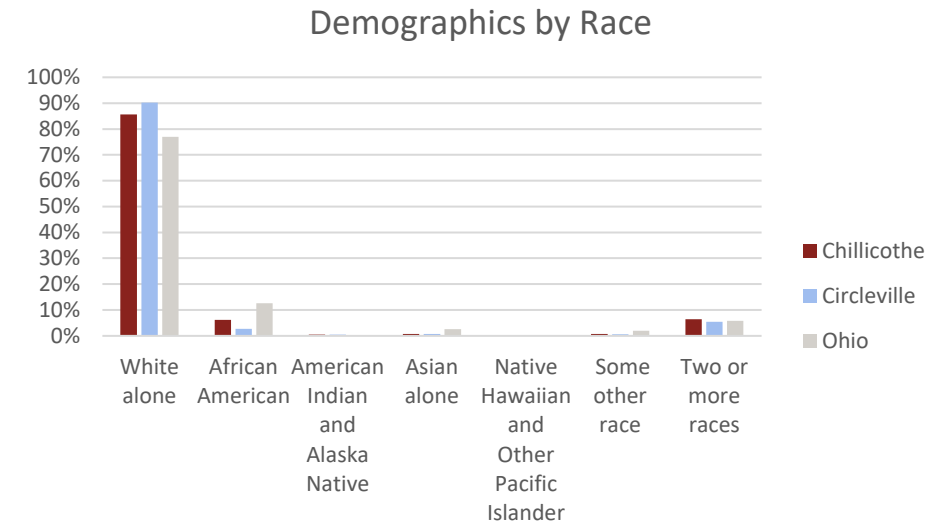
# Youngest and oldest age groups are showing biggest growth

- Over the past 20 years both the Chillicothe region and the State of Ohio are getting older
- Chillicothe is also experiencing growth in people under the age of 10
- **These trends indicate a future need for both family oriented and senior housing, and transportation options**



# Chillicothe has become more diverse

- Chillicothe is less diverse than the State of Ohio
- The fastest growing demographics in both the region and the state are people of two or more races, Asians, and Native Hawaiian and Other Pacific Islanders



# Public Health Key Findings

**Residents are offered access to some of the best healthcare facilities in the country.**

**Ross County ranks amongst the least healthy counties in Ohio.**

- With low life expectancy, low access to quality foods, and high obesity rates, the population ranks low compared to the state and national averages.

**The Community Health Improvement Plan is a valuable tool to monitor and improve public health.**



# Lifelong Learning Key Findings

## **Adult education levels have been climbing since 2000.**

- Though still slightly below the state average of high school education or higher, the percentage has risen by 15% since 2000.

## **K-12 schools underperform despite elevated spending per student.**

- The City school district has below average high school graduation rates and test scores, while having a higher student to teacher ratio and increased spending per student than neighboring districts.



**Anything  
surprising?**

**Questions?**

# Place Key Findings

Brian Ashworth  
Eric Lowry



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COMPREHENSIVE PLAN

# Place Topics Covered

Review existing development forms and connectivity

- Land use / Character Types
- Housing
- Active Transportation
- Transportation
- Infrastructure/Public Service
- Community Facilities
- Parks and Open Space
- World Heritage and Public Art



# Land Use Key Findings

## **There is a notable residential profile and neighborhood type.**

- Nearly 40%, of the city is residential with the majority being single family neighborhoods.

## **Industrial use casts a large shadow, yet has a small footprint.**

- Industrial land makes up only 7% of the city's incorporated land. This is disproportionate to the amount of jobs/dollars that the land use earns through tax income.

## **Physical barriers, natural and man-made, subdivide the city and restrict development.**

# Existing Land Use

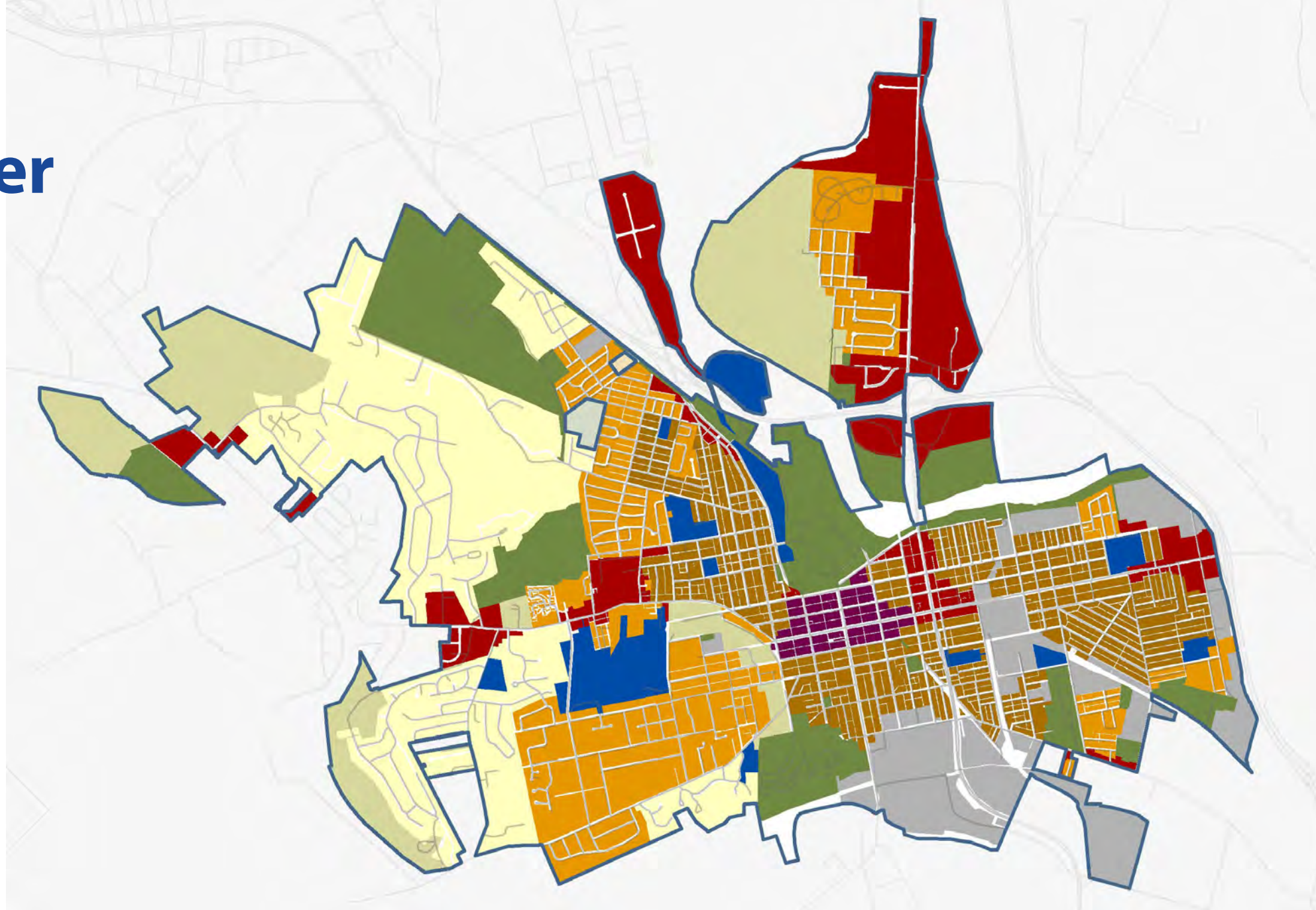
**There is a notable residential profile and neighborhood type.**

- Over 40%, of the city is residential, with the majority being single family neighborhoods.

Character Types	Acres	%
Single Family Residential	2,325.6	39.4%
Commercial	1,049.9	17.8%
Parks and Open Space	823.6	13.9%
Agricultural	646.9	11.0%
Industrial	434.3	7.4%
Institutional	279.1	4.7%
Multi-Family Residential	206.4	3.5%
Exempt	141.6	2.4%



# Existing Character Types



# Existing Character Types

## Downtown District

- Historic, civic, cultural center
- Grid streets
- Buildings close together
- Mixed-use

## Traditional Neighborhood, Core

- Single family residential on small lots
- Grid streets with alleys
- Locally scaled commercial

## Traditional Neighborhood, Edge

- Single family residential on medium lots
- Grid streets with alleys
- Locally scaled commercial



# Existing Character Types

## Suburban Neighborhood

- Single family residential on large lots
- Curvilinear streets
- Limited walkability

## Corridor Commercial

- Retail in car-oriented pattern
- Surface parking lots with large building setbacks
- Gateways to city along major corridors at interchanges

## Industrial

- Large lot intense use, factories, warehouses and assembly
- Rail/highway access

# Existing Character Types

## Civic / Institutional

- Campuses, healthcare, city/county owned facilities
- Vary in size and character depending on ownership

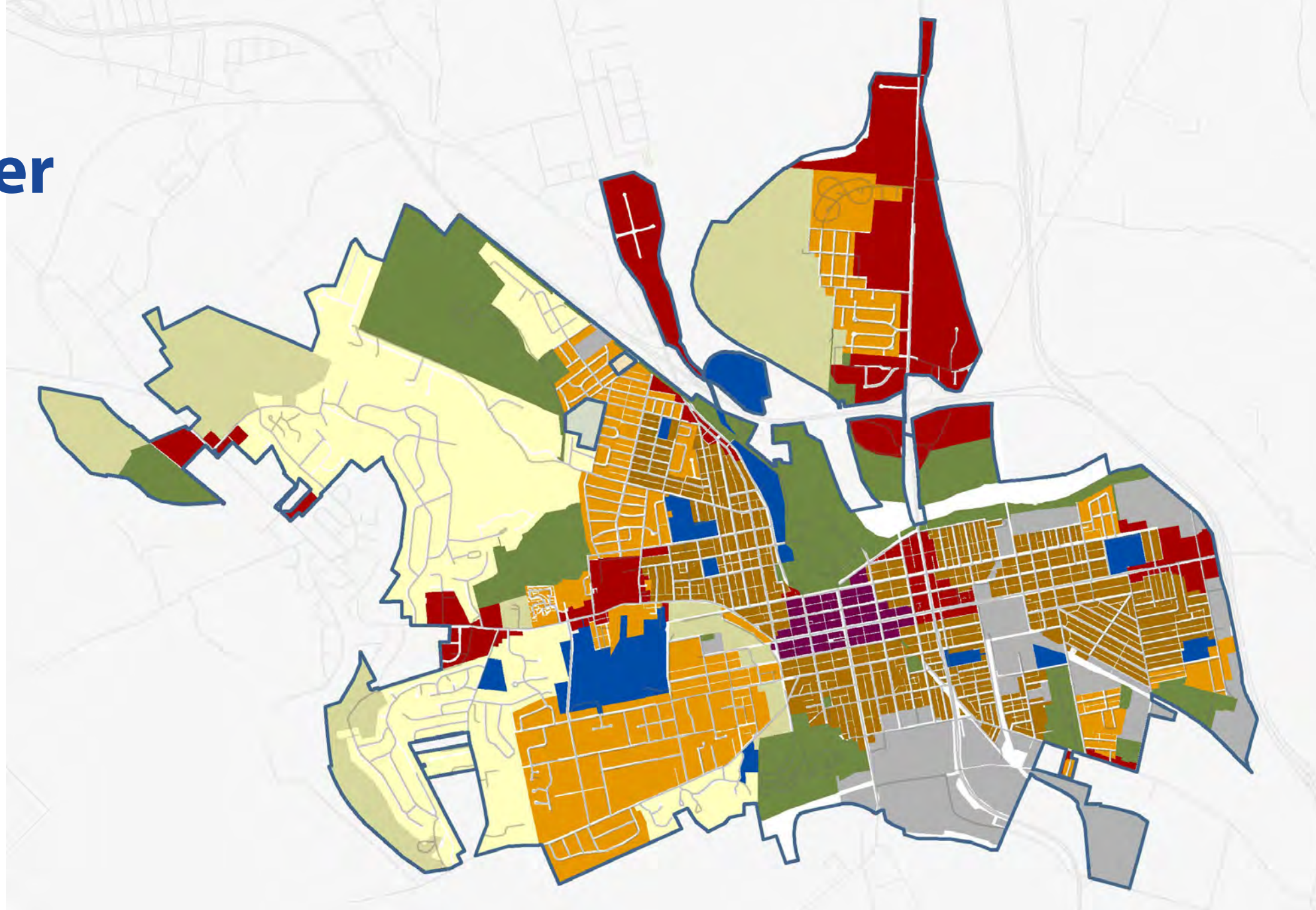
## Rural Edge

- Mix of ag and large lot single family residential
- Served by local streets with homes set back a considerable distance

## Open Space and Recreation

- Parks and open spaces including:
  - Community Gardens
  - Neighborhood Parks
  - Recreation Fields
  - Cemeteries
  - Golf Courses

# Existing Character Types



# Housing Key Findings

## **Significant percentage of homes need reinvestment.**

- 32% of homes were built before 1940 with many now falling into disrepair unless renovations are completed.

## **Downward pressure is placed on lower income residents due to limited supply of higher end rentals**

- Nearly half of the population can afford \$900/month but only 5% of units are priced at or above that.

## **More specialized housing is needed: recovery, transitional, supportive, and senior housing.**

# Why Active Transportation?

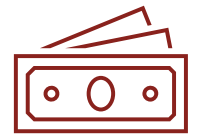
- **10.6%** of households in Chillicothe have **no vehicle** available
- **34%** of Ross County residents are **physically inactive**, and the county is ranked among the **least healthy** in Ohio

**Quality of Life**



**Physical and Mental Health**

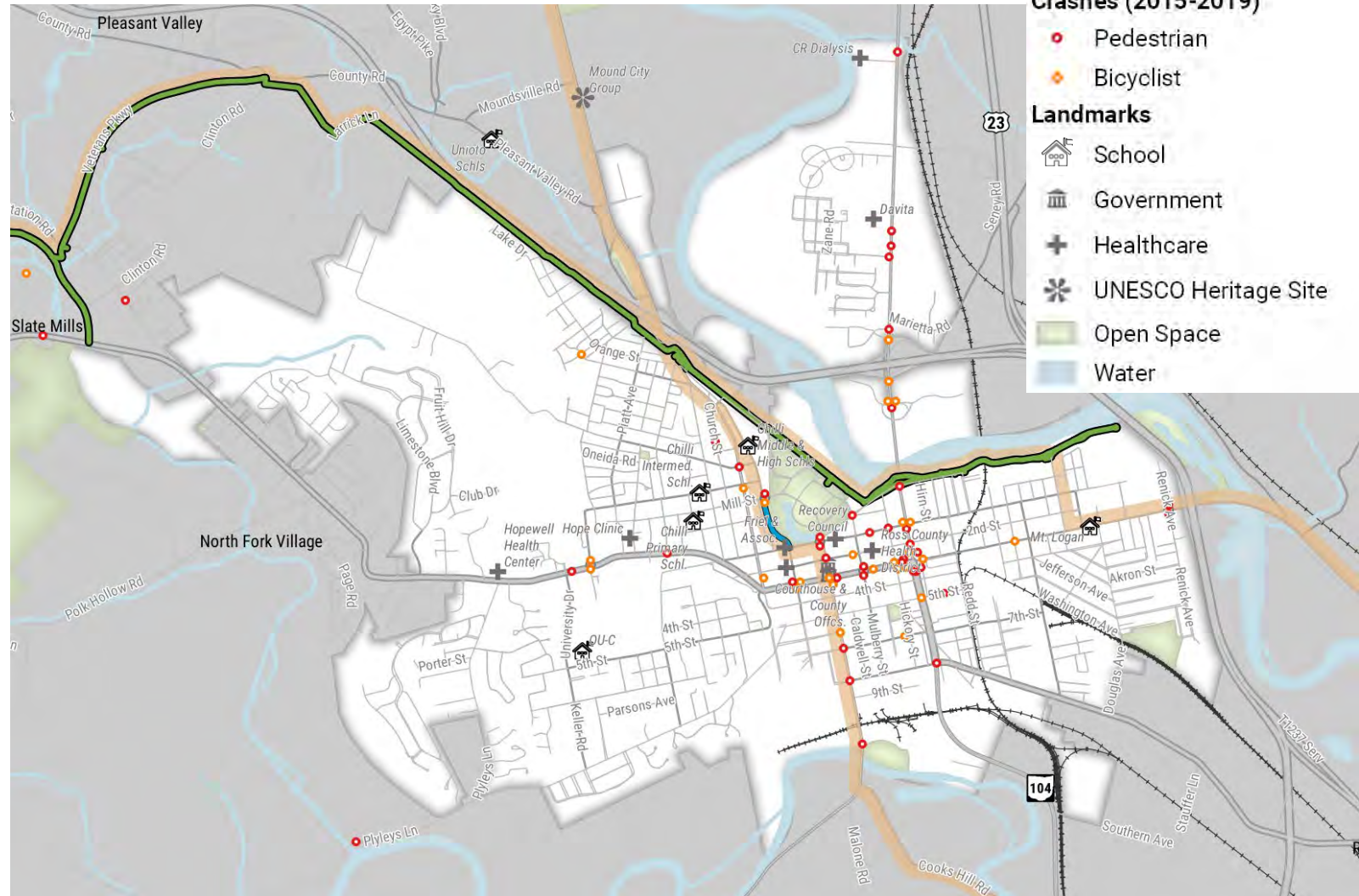
**Economic Development**



**Environmental Quality**

# Active Transportation Infrastructure

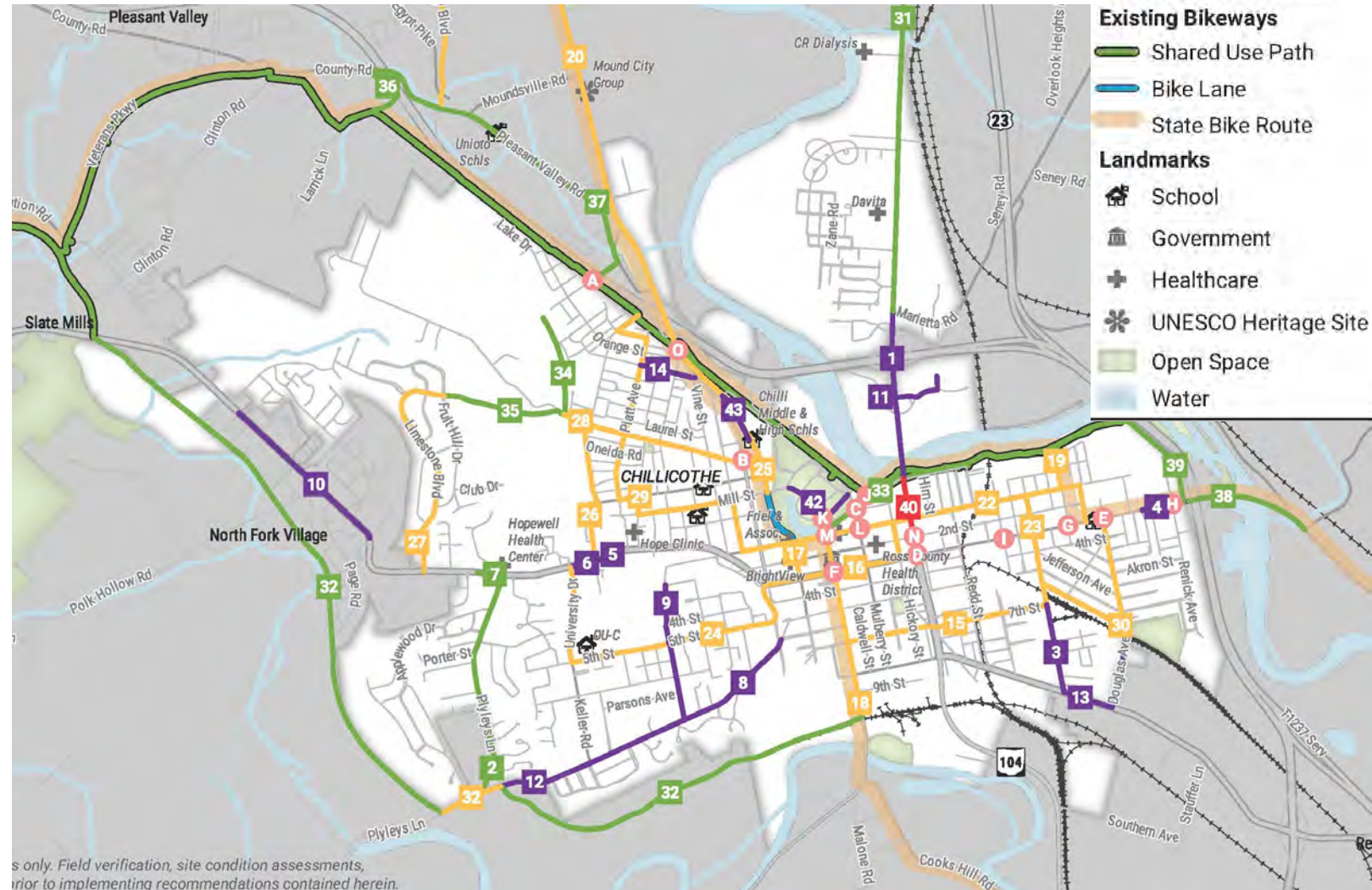
- Paint Creek Recreational Trail
- Yoctangee Blvd Bike Lanes
- Existing Sidewalk Network
- Ongoing sidewalk projects
- Fixed Route bus service



# Ross County Active Transportation Plan

## Priority Projects:

- City of Chillicothe Comprehensive Plan
- Increase Bike Lanes
- Increased Sidewalks and Sidewalk Repairs throughout County
- Bike and Pedestrian Education and Policy Development
- Expansion of Bike Share Programs
- Increased Signage and Wayfinding Demonstration Projects
- Repair and Maintenance of Current Trails
- Improved Crosswalks and Signals
- Add Bike Facilities on Trails and at Parks
- Implement Transit Pedestrian Facilities



# Supportive Programs

- Library Book – a – Bike
- Chillicothe VA Bike Share
- Chillicothe Transit
- Ross County Mobility Management
- Ross County Parks District programs
- Chillicothe High School Bicycle Club





# Transportation

- Infrastructure to facilitate the movement of people and goods.
- Quality of Life
  - *Congestion*
  - *Safety*
  - *Place and Character*



# Transit

- Centre for Public Impact Study
- Route and service redesign is going very well.
- Looking at opportunities to expand service and continue improving services



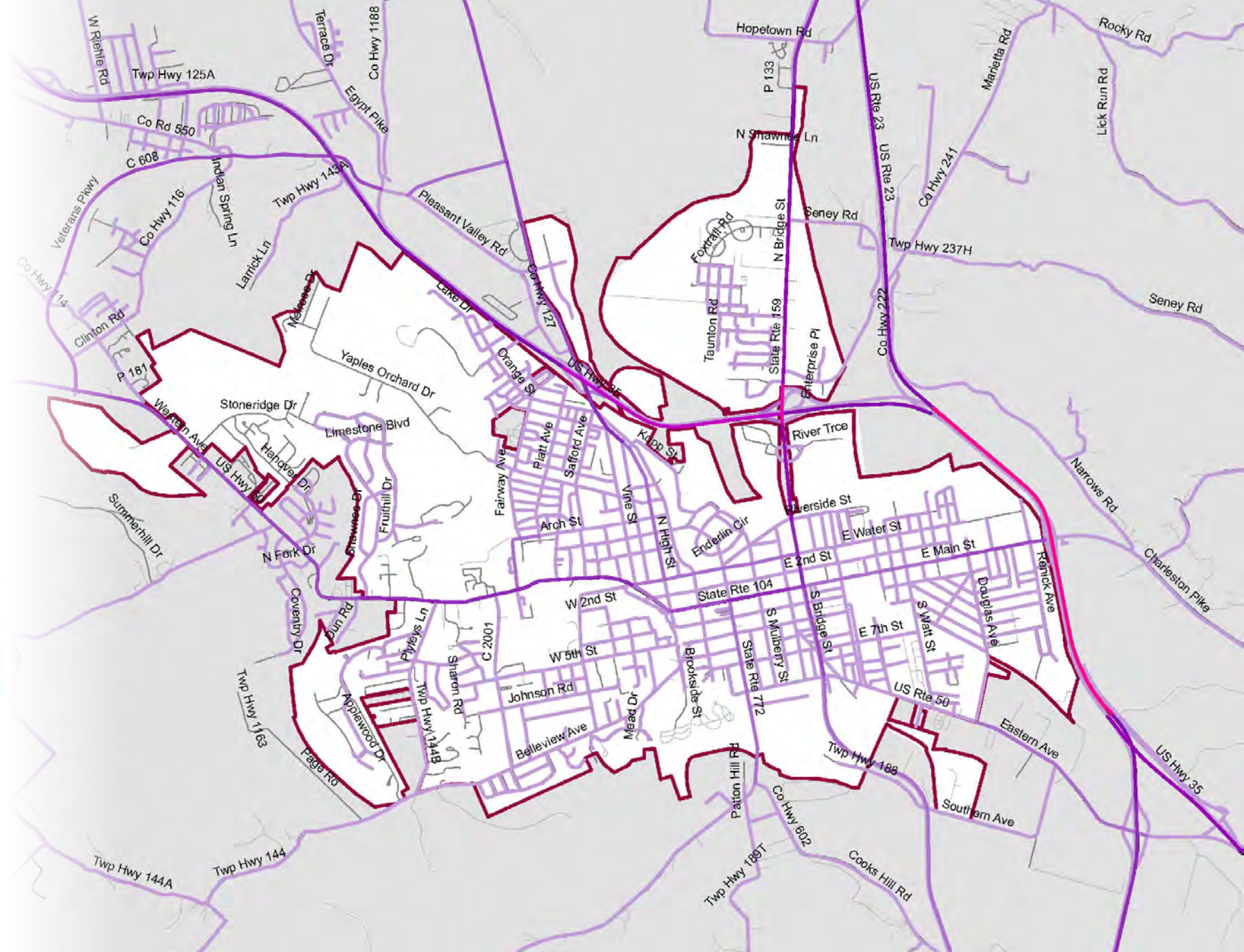
# Traffic

## Traffic Volume

Annual Average Daily Traffic

0

50,000



# Streets as a Place

2<sup>nd</sup> Street



# Streets as a Place

E Main Street  
east of Bridge St



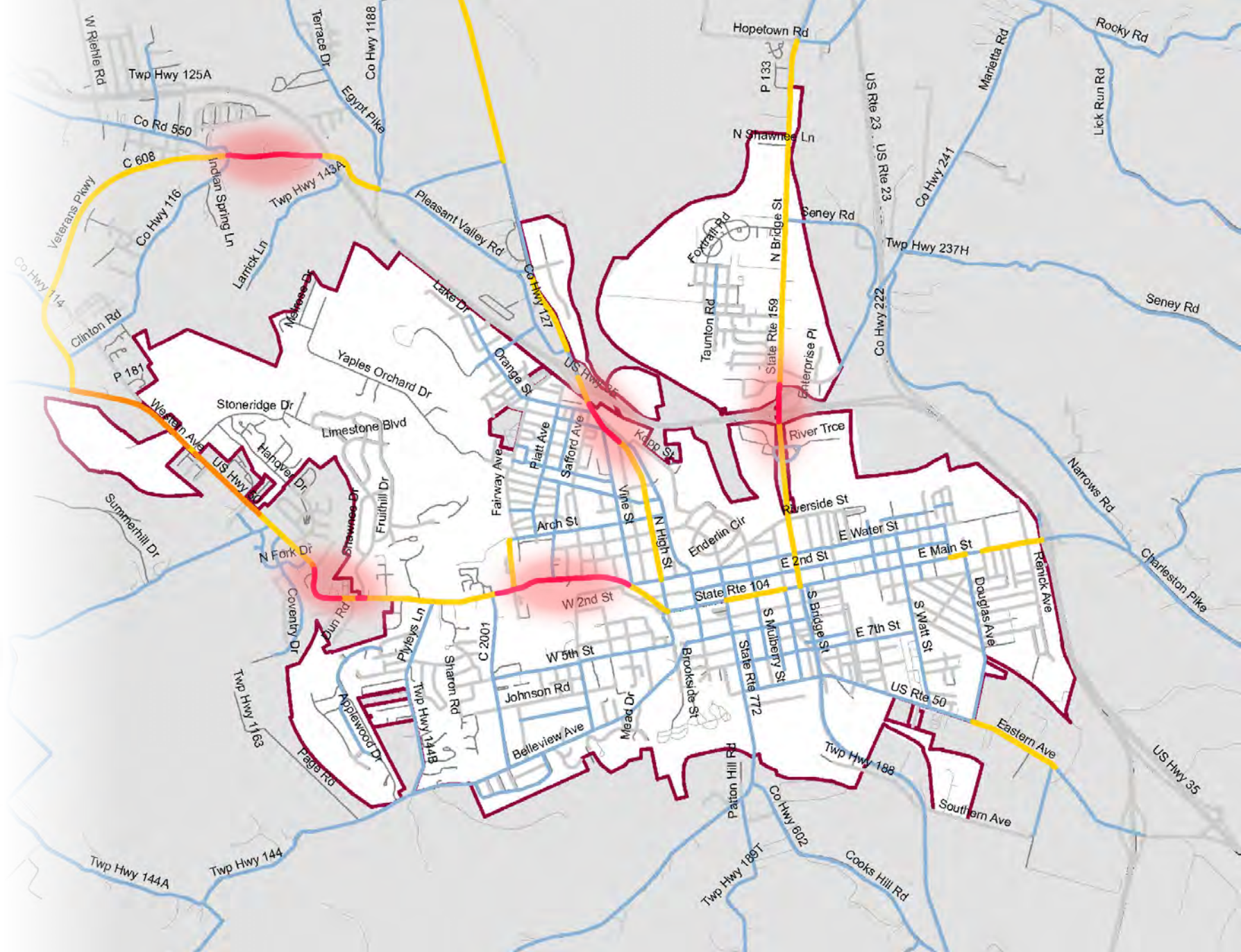
# Traffic Congestion

## Traffic Congestion

### Traffic Congestion Screening

Corridor Quality Level of Service

- No Congestion (LOS C or Better)
- Some Congestion (LOS D)
- Moderate Congestion (LOS E)
- High Congestion (LOS F)
- Insufficient Data or Freeflow Condition



# Streets as Gateways

## Considerations

- Aesthetics
- Visual Clutter (development, signs, etc.)

*Greetings from...  
E Main Street*



*Greetings from...  
N High Street*



# Streets as a Barriers

## Considerations

- Safety and access for children walking to schools and parks
- Safety and access for residents to walk to work, to shop or for services.

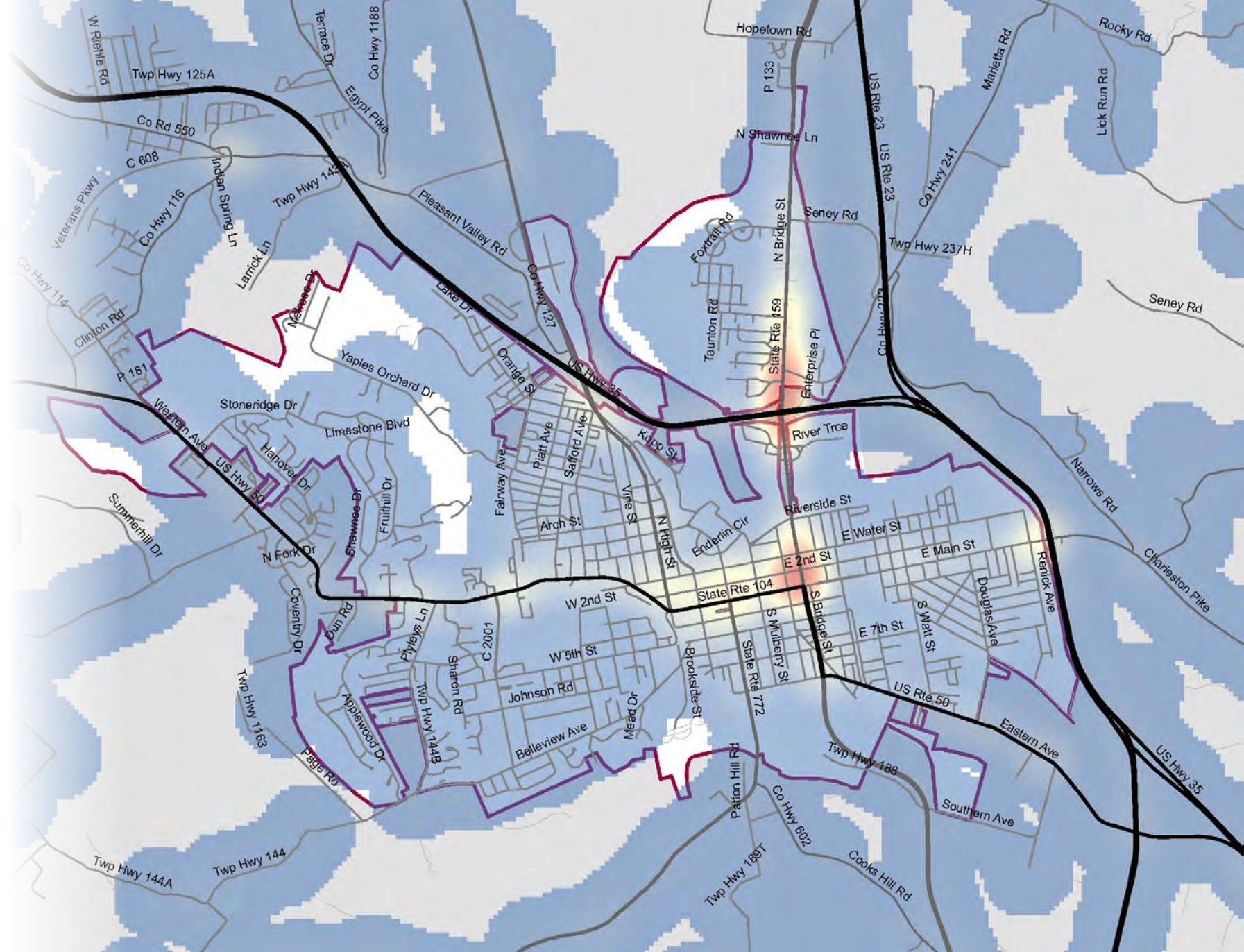




# Traffic Safety

## All Crashes

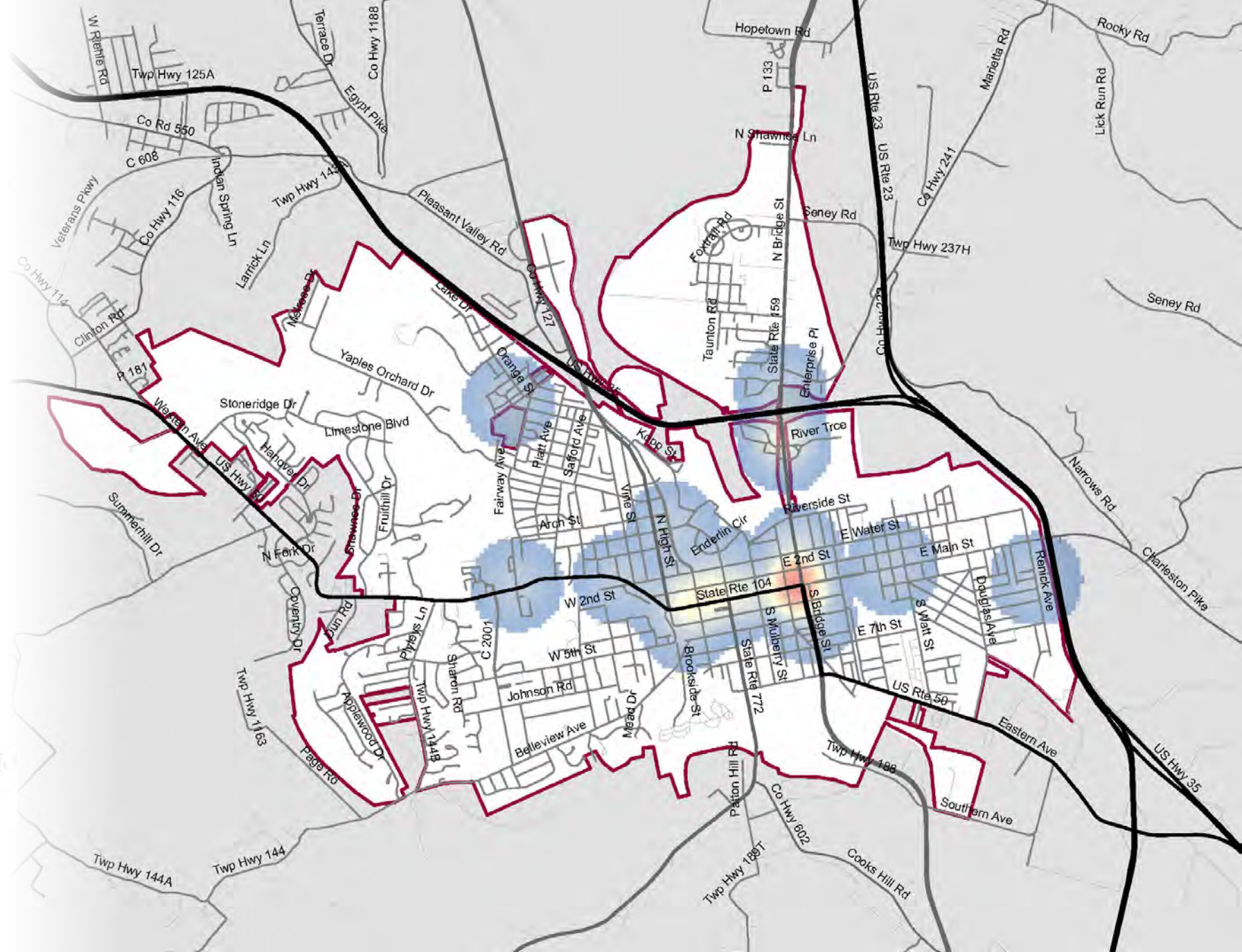
All Vehicle Crashes (Per Square Mile)



# Traffic Safety

## Pedestrian Crashes

Pedestrian-Vehicle Crashes (Per Square Mile)



# Infrastructure and Services Key Findings

**Utilities systems are robust but overdue for upgrades.**

**Emergency services are well-equipped for the community.**

- Both the Fire and Police departments provide specialties and the appropriate training or certifications to address all types of emergency situations.

**Property crime is declining but remains a significant concern.**

- Of the almost 1,700 cases reported in 2019; nearly 80% of them were theft related incidents which has declined almost 20% since the peak in 2006.

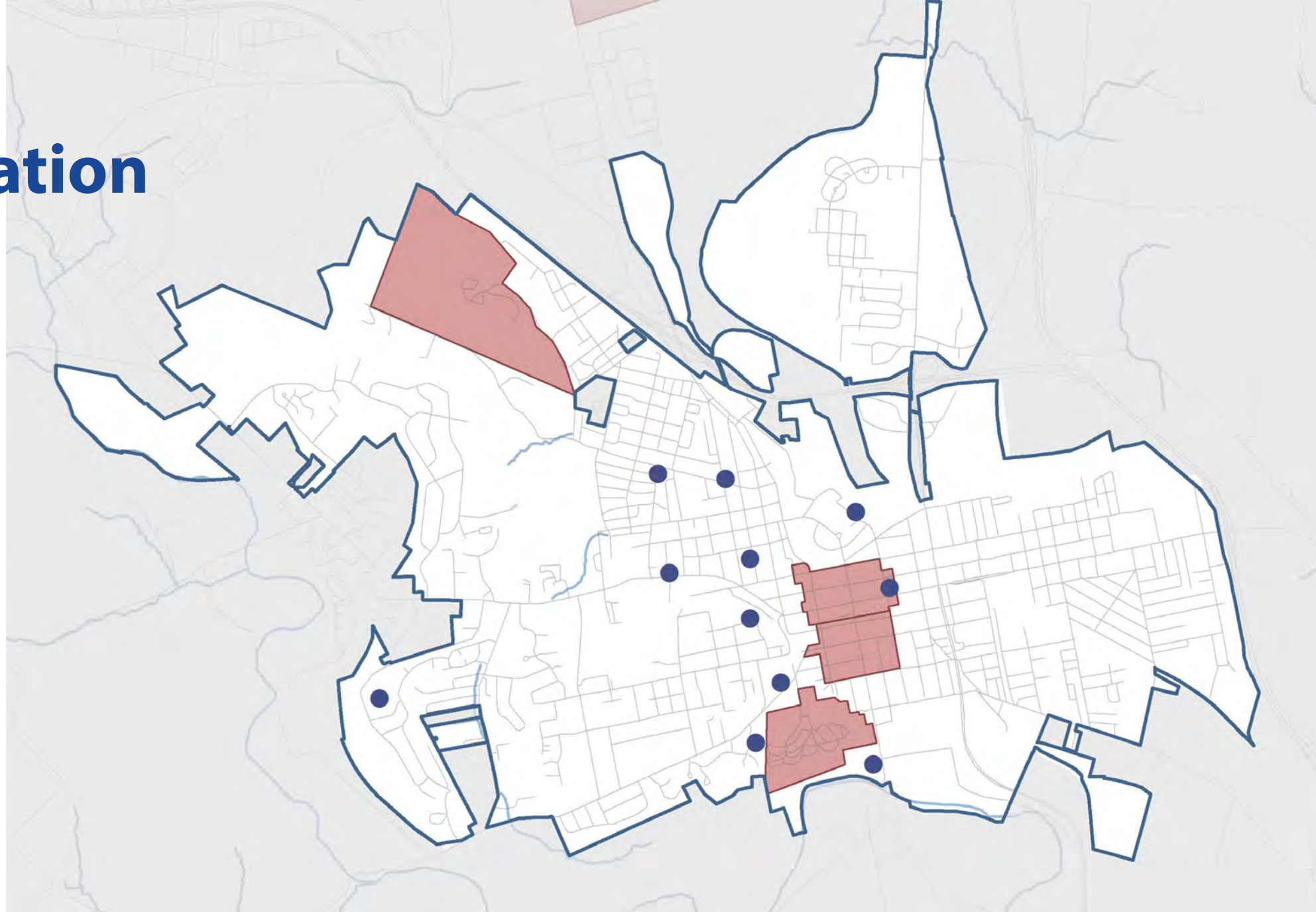
# Infrastructure and Services Key Findings

**Yoctangee Park has historically been important and remains a critical infrastructural location.**

- Drinking water is drawn from seven deep wells in the park
- Stormwater is also directed towards the park



# Historic Preservation



# Community Facilities Key Findings

**The City has a strong, long standing community support network.**

- Many of the community facilities not only provide a diverse range of services such as childcare, fitness, and homeless support but have also been a part of the community for several decades.

**Majority of community facilities have a presence downtown.**

- Almost all civic and cultural facilities have their main location in the downtown core, emphasizing the importance of downtown to the community.

# Parks and Open Space Key Findings

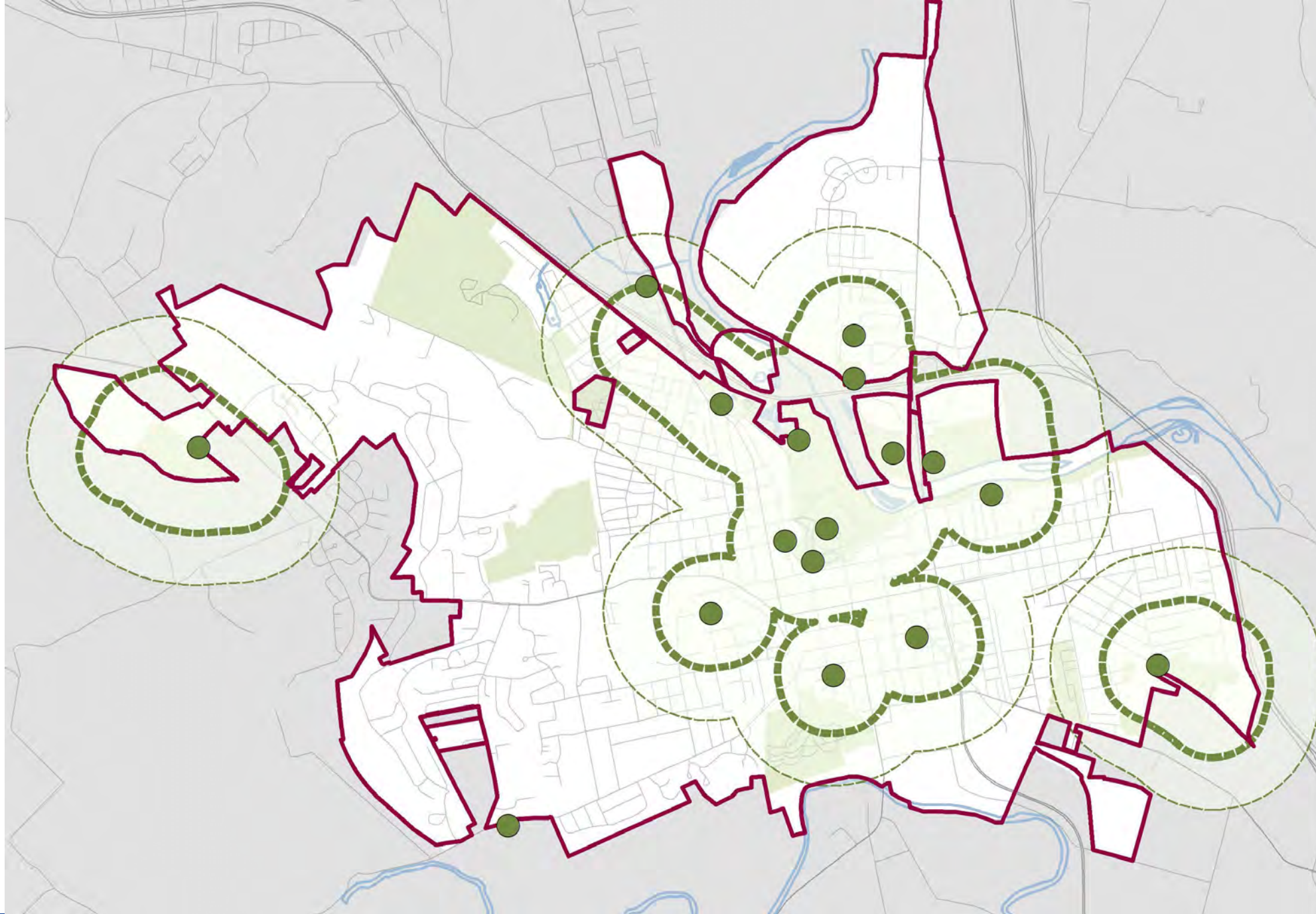
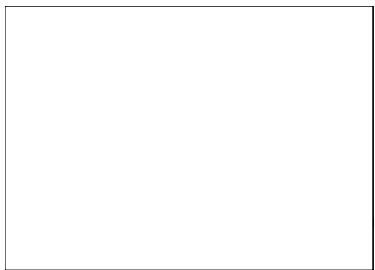
## **Residents are afforded excellent local access to park lands.**

- Roughly 60% of Chillicothe is within a half mile of a city park and is well beyond the national standard for parks per resident and acres per resident.

## **Canopy coverage is significant and should be protected.**

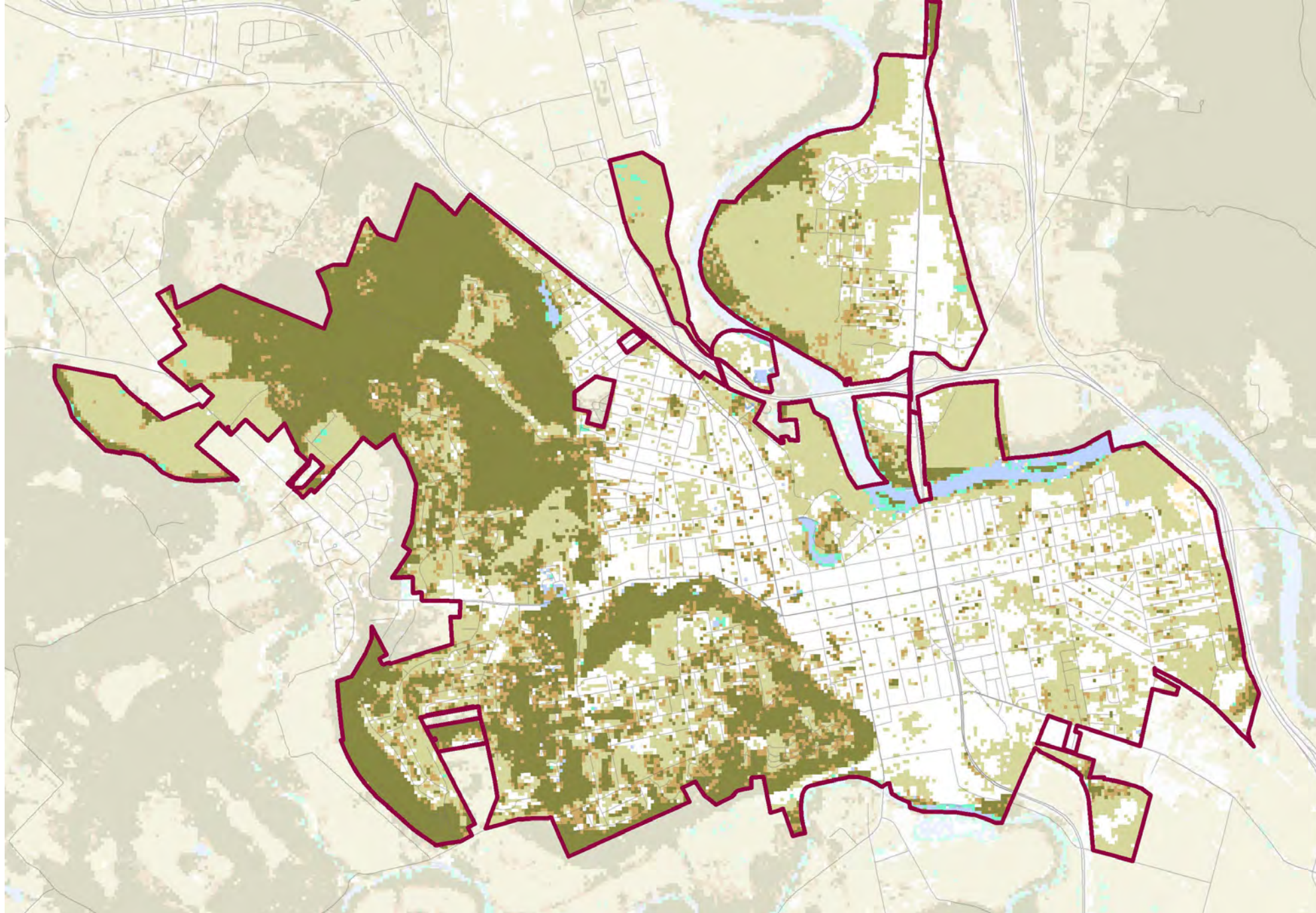
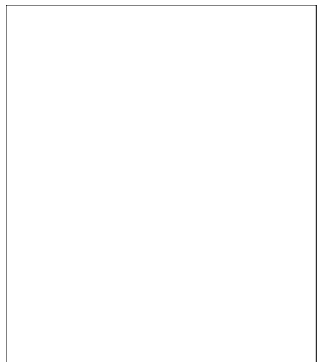
- Topographic features in the community have afforded preservation of areas less suitable for development. Almost 17% of Chillicothe is covered by tree canopy but urban forest needs attention.

# Parks Access





# Land Cover



# World Heritage and Public Art Key Findings

**The world heritage site designation can not be taken for granted and is a major accolade for the city/region.**

- Hopewell Ceremonial Earthworks will be on the same list as the Taj Mahal and Great Wall of China.

**Increased funding availability is a plus for the individual sites and will bring added exposure to the City of Chillicothe.**

- It is critical to leverage the UNESCO designation as a city to extend the stays of visitors.

**Support should be given to the multiple public theater opportunities existing in the community.**



**Anything  
surprising?**

**Questions?**

# Prosperity Key Findings

Kevin Hively



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COMPREHENSIVE PLAN

## A few notes about the data

- 1. Ohio does not report out labor market data information at the city or town level except for Cleveland and Columbus which makes consistent, comparative data difficult**
  - *ES-202 data (unemployment insurance eligible payrolle counts) is the most typical but not available*
  - *Self employment data is only reported at the county level with approximately a 2 year lag*
- 2. Developing baseline economic data for Chillicothe came from several sources including:**
  - *OntheMap.gov (3 year lagging ES202 data but only at broad industry categories)*
  - *Longitudinal Employee Household Dynamics data set (LEHD.gov) (3 year lag)*
  - *County Business Patterns (2 year lag – March only snapshot)*
  - *City tax information*
- 3. Therefore, the for purposes of the comprehensive plan focus should be on comparative direction, trend, and order of magnitude of economic performance rather than the “decimal points”.**

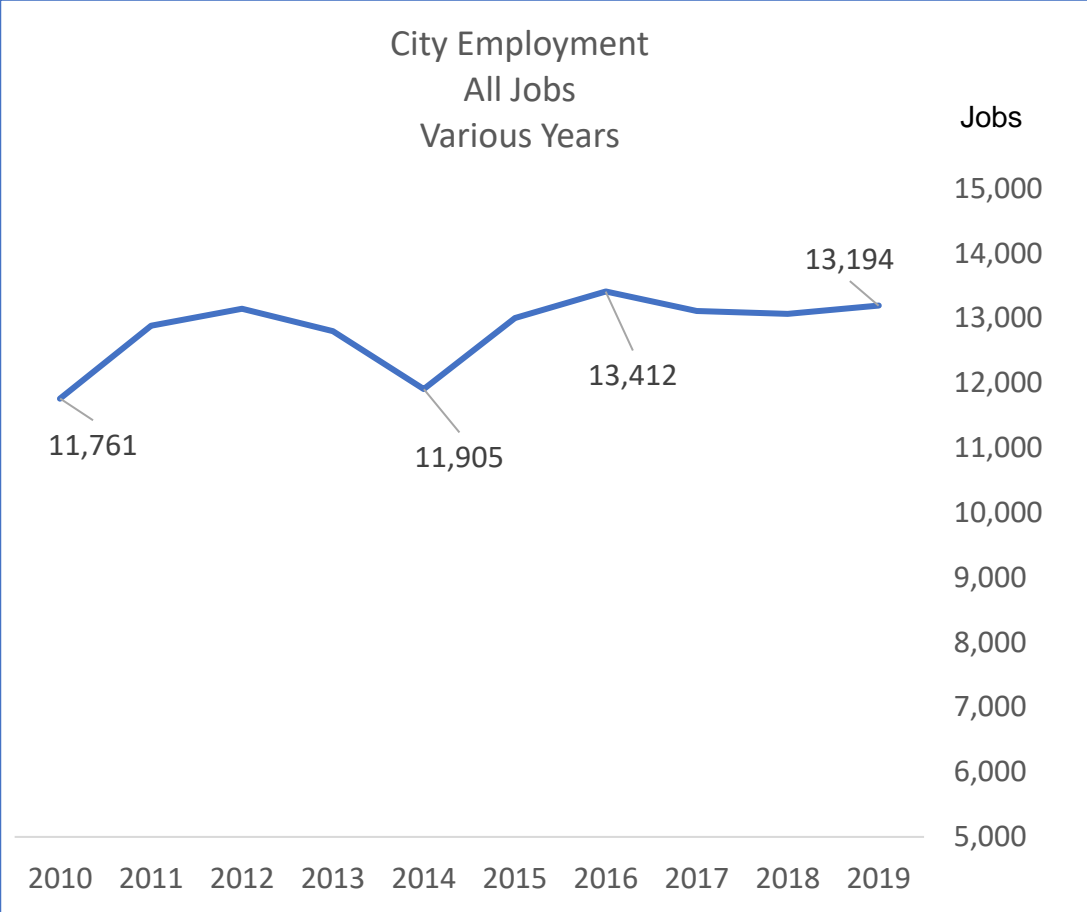
# Employment & Wage Trends

OntheMap.gov is a federal Census tool that combines a series of data sets including ES202 data (unemployment filings) to provide insights into regional labor dynamics. As noted earlier, Ohio does not track labor market information at the city level.

According to OntheMap, Chillicothe has more than 13,000 jobs in the city limits. The city represents approximately 44% of the total job base of Ross County, and 44% of the job base of the Chillicothe Micropolitan Area.

The city has added almost 2,000 jobs since 2010, a 12% increase, on par with the region. This is substantially faster than statewide employment growth of only 9.5%. Employment peaked in 2016.

NOTE: this does not include self-employment.



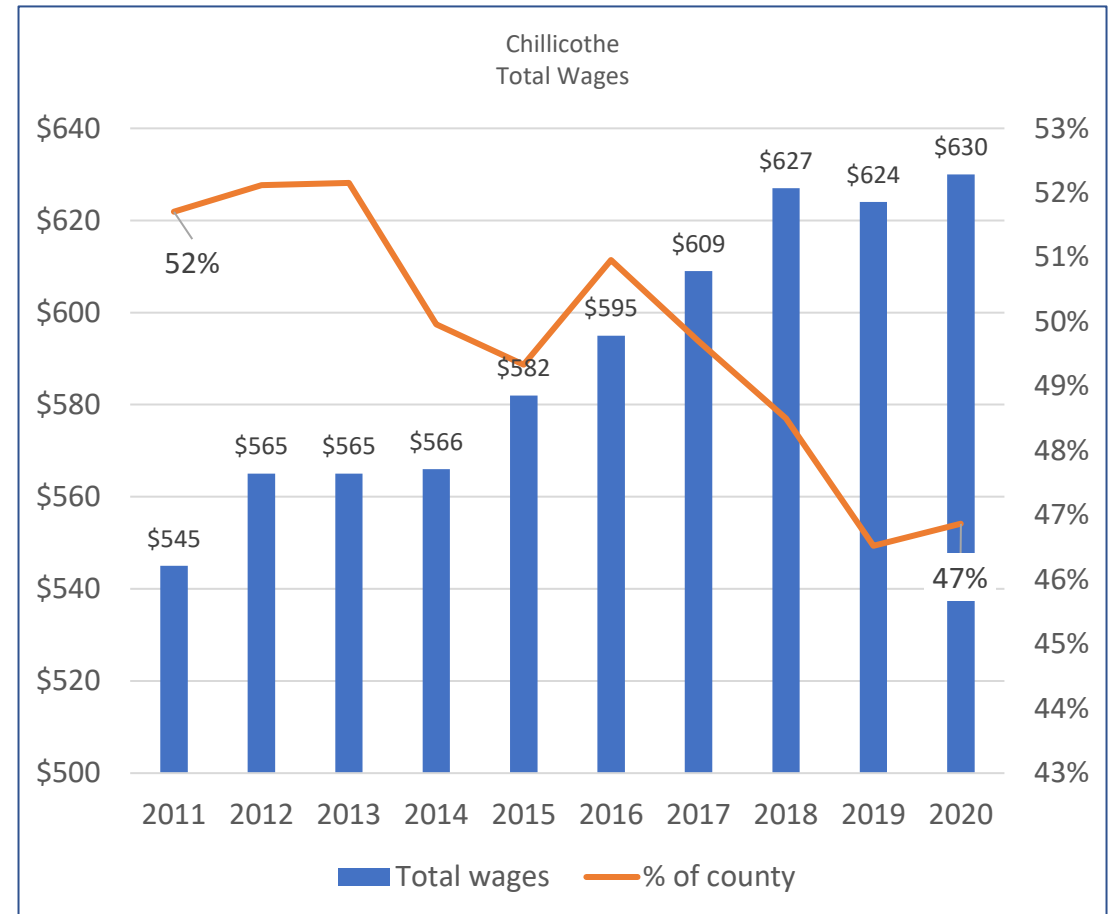
Source: NP analysis based on OntheMap.gov

Wages in the city were estimated from the city's income tax withholding data. Based on withholdings the city's wage base has steadily increased since 2011. It is up approximately 15%.

By contrast the county's total wage base grew by 27% during that same period. Moreover, city derived wages were 44% of the county wage base in 2020 down from 2011 when it was 52%.

It should be noted that the calculations are based on different estimates of wages. The county numbers were based on BLS.gov wage reports from the unemployment system. As noted above, because of lack of comparable data, the city's wage base calculation is based on withholdings.

Accordingly, the specific numbers should be considered with caution. However, given the significant and consistent apparent decline in the relative level of city wages, this is an increasingly important fiscal issue.



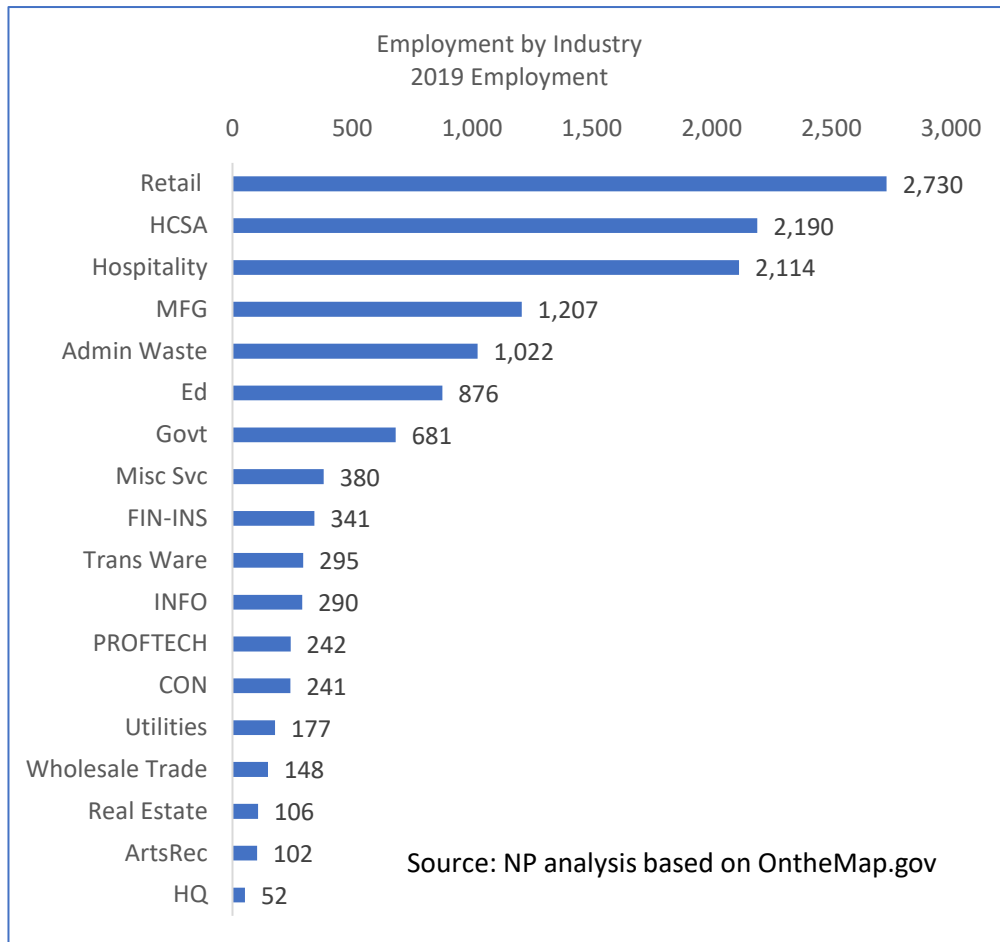
Source: NP calculations based on tax withholdings from city 2020 CAFR



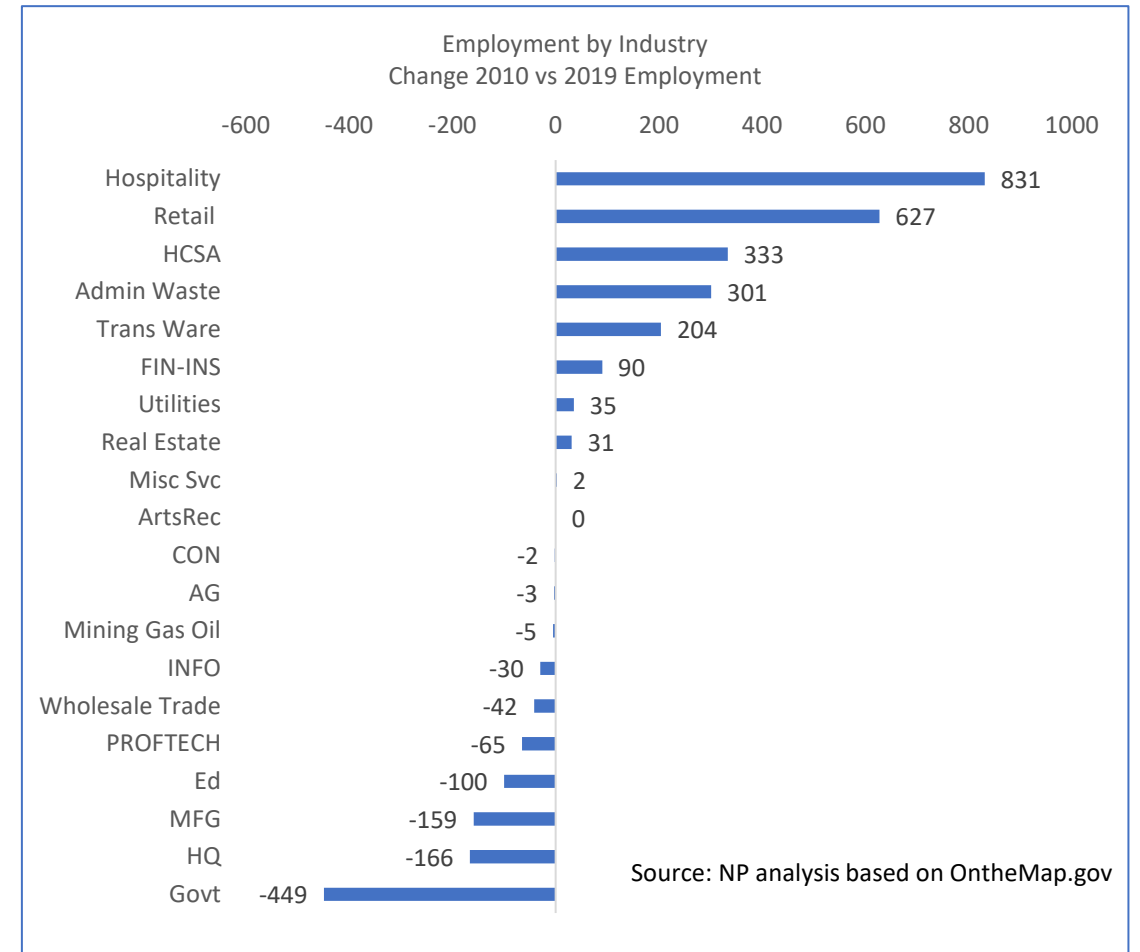
# Industry

# Industry Sectors

Retail is the largest industry in the city providing approximately 21% of the jobs. Combined with healthcare and social services (HCSA) and the hospitality industry (hotels and restaurants) these three sectors represent 53% of total employment.

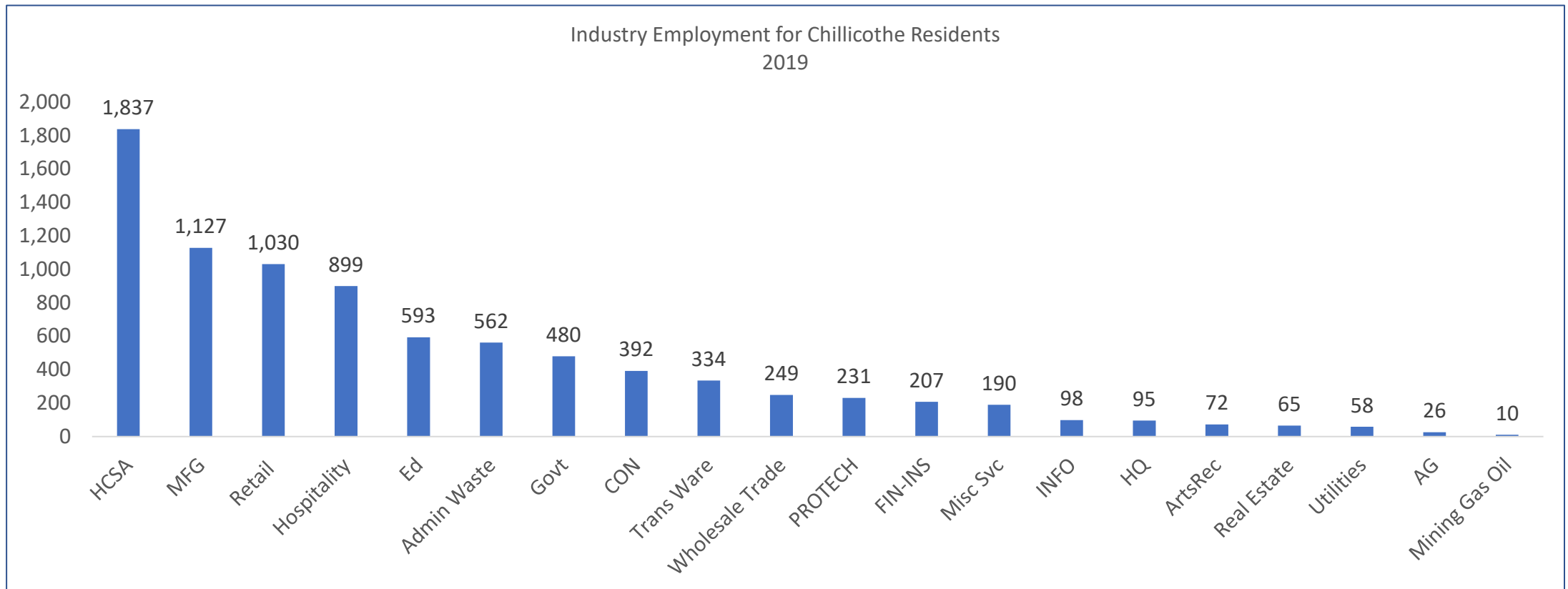


The top 3 employment sectors have also led the way in growth while government jobs have had the largest decline.



# Industry Employment – Chillicothe Residents

However, Chillicothe residents work in a different set of industries from those found in the city. Healthcare and social services is the largest employer. Manufacturing employs more residents than retail or hospitality.



Source: NP analysis based on OntheMap.gov

# Entrepreneurship Indicators

- Microbusiness Density (1)
  - Ross County 2.6/100 people
  - US county average 3.7/100
- \$23m increase from 2010 to 2020 in taxable income from individuals (2)
  - Income tax from net profits of businesses and individuals up from 19% in 2010 to 22% in 2020
- Chillicothe has a small but active creative community
  - There were 26 Kickstarter campaigns; 25 were arts based only 1 was product based.
  - No local ETSY stores were found identifying Chillicothe as their home location

(1) Fewer than 10 employees - Venture Forward by GoDaddy  
<https://www.godaddy.com/ventureforward/explore-the-data/>  
(2) City income tax information

“Projects We Love” designation by Kickstarter



# Chillicothe Workforce

# Workforce – Inflow / Outflow

- Chillicothe’s labor needs (workforce) are met by the region – and the City’s employment needs (jobs for residents) are also met by the region
- Chillicothe has approximately 2000 more jobs than it has citizens in the workforce

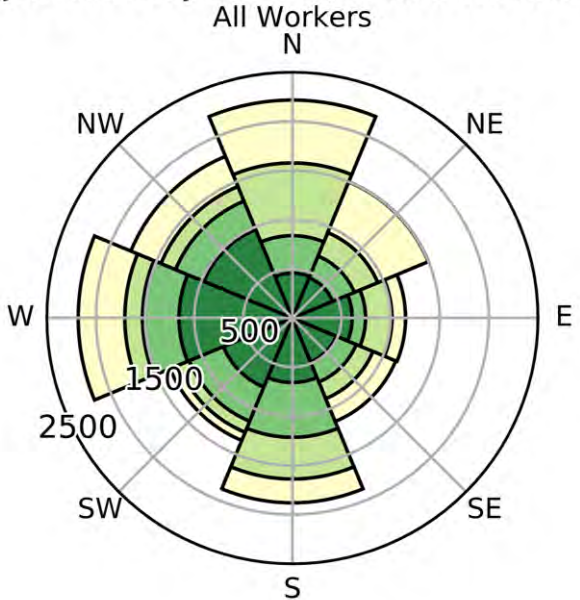


Source: U.S.Census Bureau, Center for Economic Studies, <https://onthemap.ces.census.gov>, ALL JOBS

# Labor Shed - 2019 Distance/Direction

Employers in the city pull from a wide area.  
 20% of workers commute more than 50 miles.

Job Counts by Distance/Direction in 2019

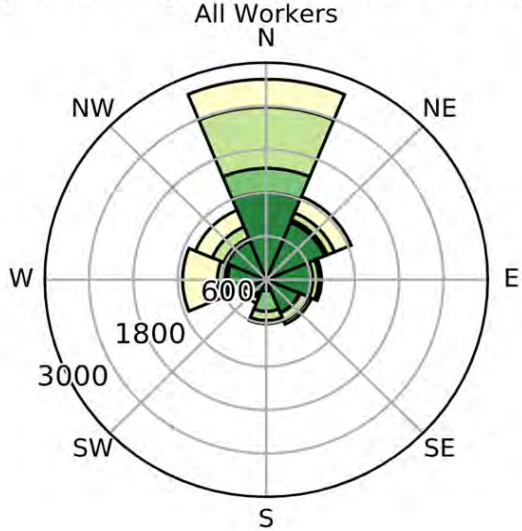


**Jobs by Distance - Work Census Block to Home Census Block 2019**

	Count	Share
<b>Total All Jobs</b>	13,194	100.0%
<b>Less than 10 miles</b>	5,542	42.0%
<b>10 to 24 miles</b>	2,593	19.7%
<b>25 to 50 miles</b>	2,338	17.7%
<b>Greater than 50 miles</b>	2,721	20.6%

Conversely, city resident primarily commute to the north with over 18% driving more than 50 miles.

Job Counts by Distance/Direction in 2019



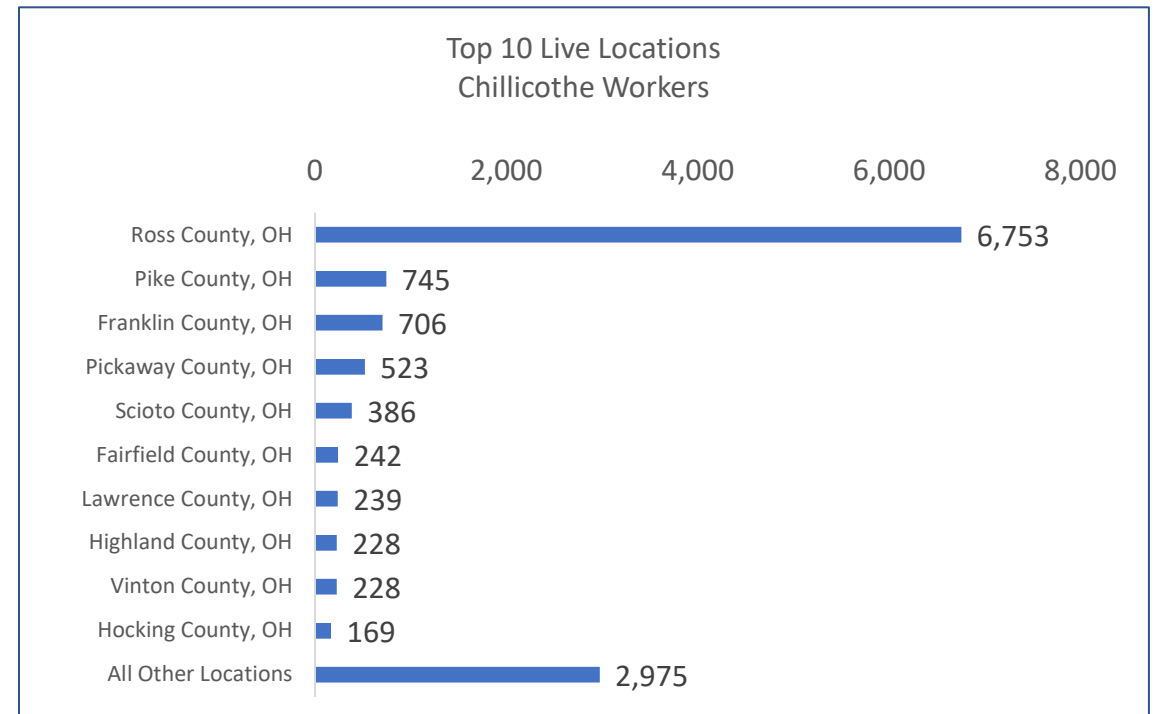
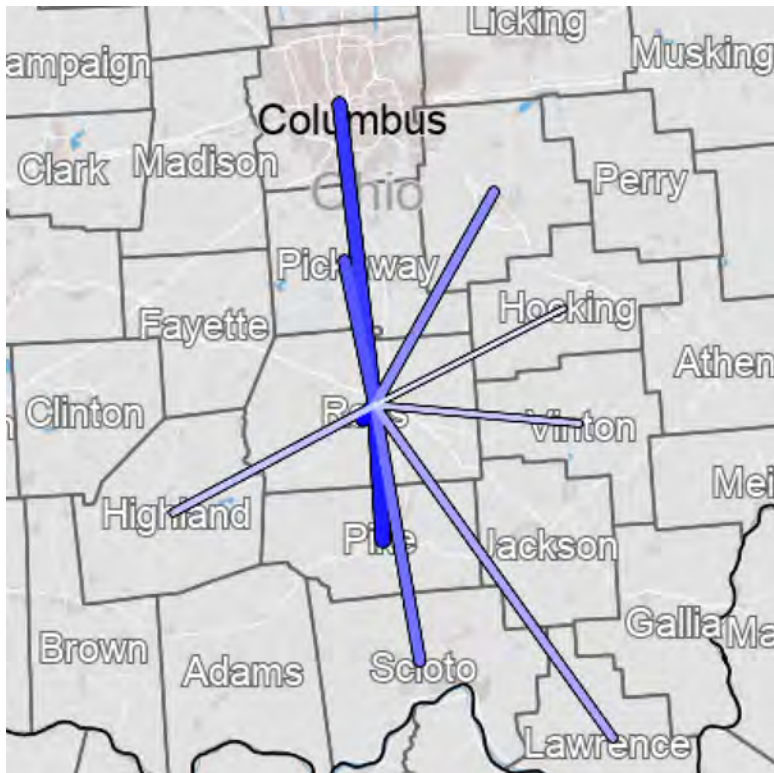
**Jobs by Distance - Home Census Block to Work Census Block 2019**

	Count	Share
<b>Total All Jobs</b>	8,555	100.0%
<b>Less than 10 miles</b>	4,647	54.3%
<b>10 to 24 miles</b>	786	9.2%
<b>25 to 50 miles</b>	1,568	18.3%
<b>Greater than 50 miles</b>	1,554	18.2%

# Chillicothe Workers Commuting

Chillicothe workers predominately live in Ross County, however, significant portions commute from surrounding counties

This may suggest that for certain classes of workers given the industry mix concerns around affordability.

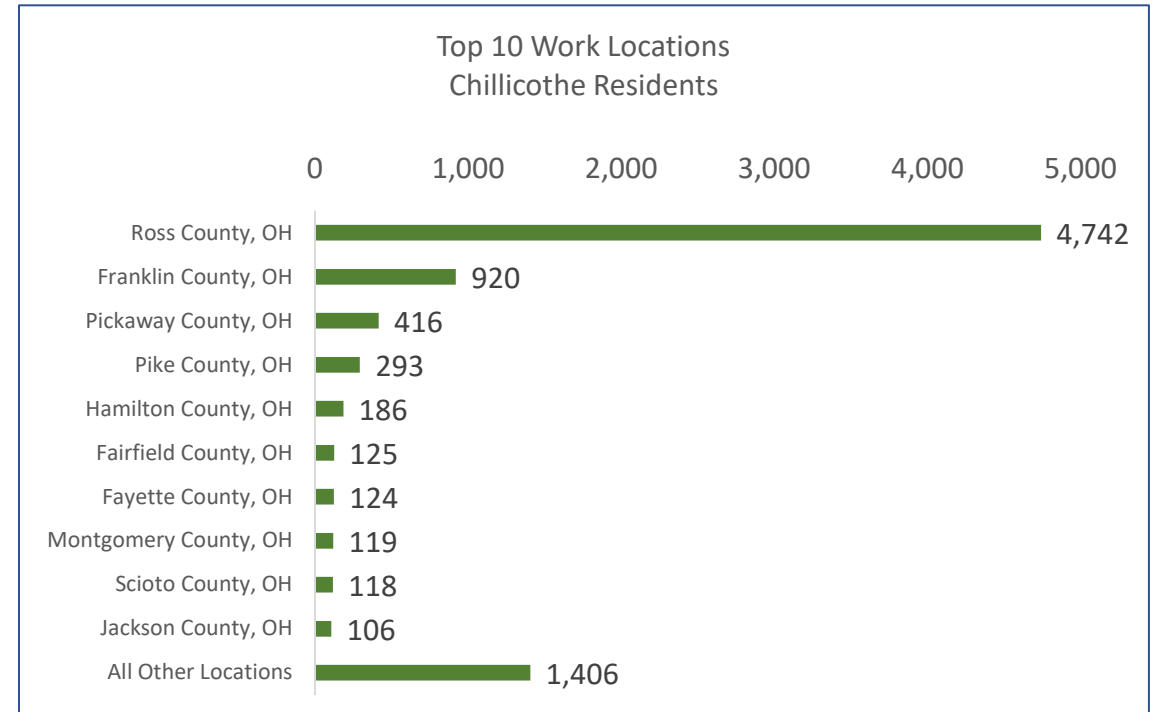
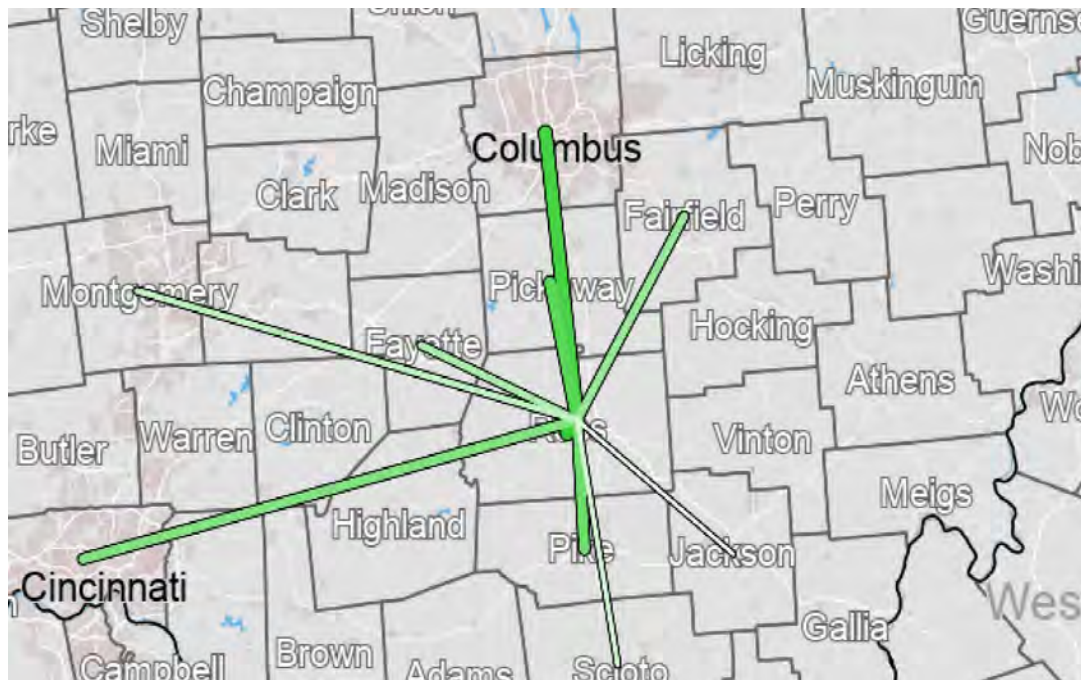




# Chillicothe Residents Commuting

Chillicothe residents predominately work in Ross County, however, significant portions commute to larger employment centers or work for employers in those communities.

This may suggest that for certain classes of workers, Chillicothe is a lifestyle decision rather than an employment proximity decision.



Source: U.S.Census Bureau, Center for Economic Studies, <https://onthemap.ces.census.gov>, ALL JOBS

# OTHER KEY POINTS ABOUT THE WORKFORCE

## Work in Chillicothe

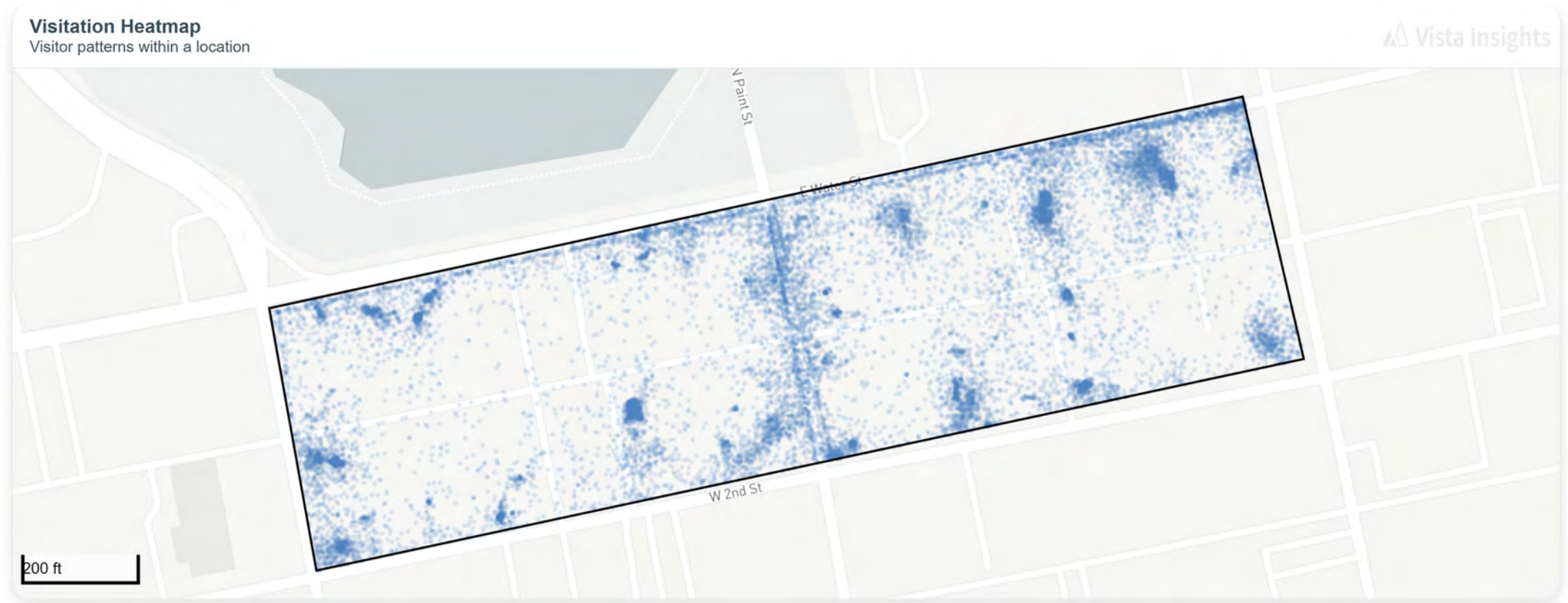
- 1. The workforce is getting older**
  - *in 2019 approximately 24% of the workforce was over 55 versus 19% in 2010*
- 2. Women increasingly represent the majority of the workforce**
  - *56% of the workforce is female in 2019 versus 53% in 2010*
- 3. Jobs appear to be requiring less education**
  - *In 2019 39% of workers had at least some level of college versus 43% in 2010*

## Live in Chillicothe

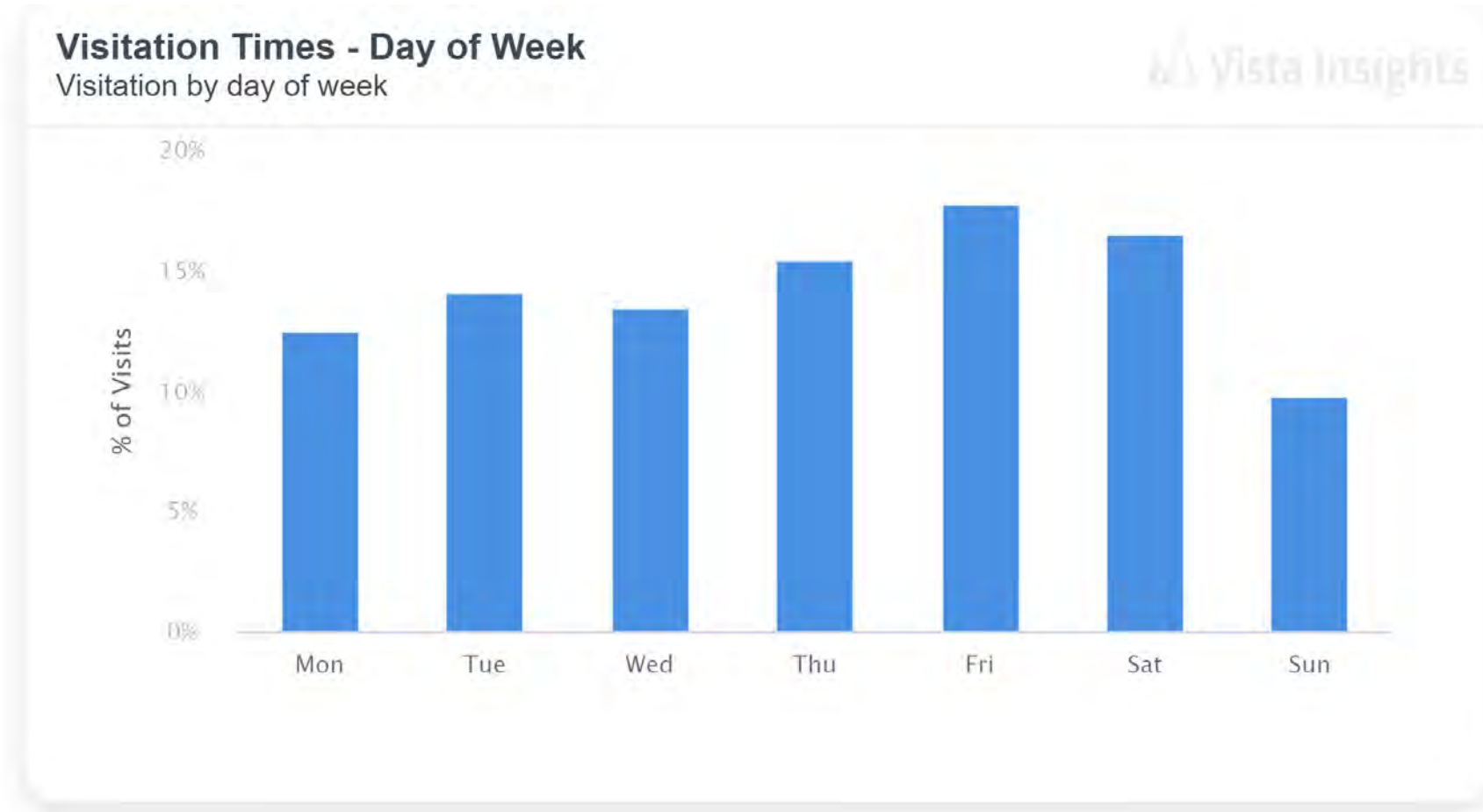
- The workforce is getting older at a slightly slower rate
  - in 2019 approximately 24% of the workforce was over 55 versus 20% in 2010
- Unlike the commuting in pool male / female split is roughly the same – employment splits have floated around 50/50 over the 10 year period
- Chillicothe resident workers have a higher level of education than those commuting in – both 2019 and 2010 show 43% of the workforce with at least some college

# Visitor Analysis – Downtown Example

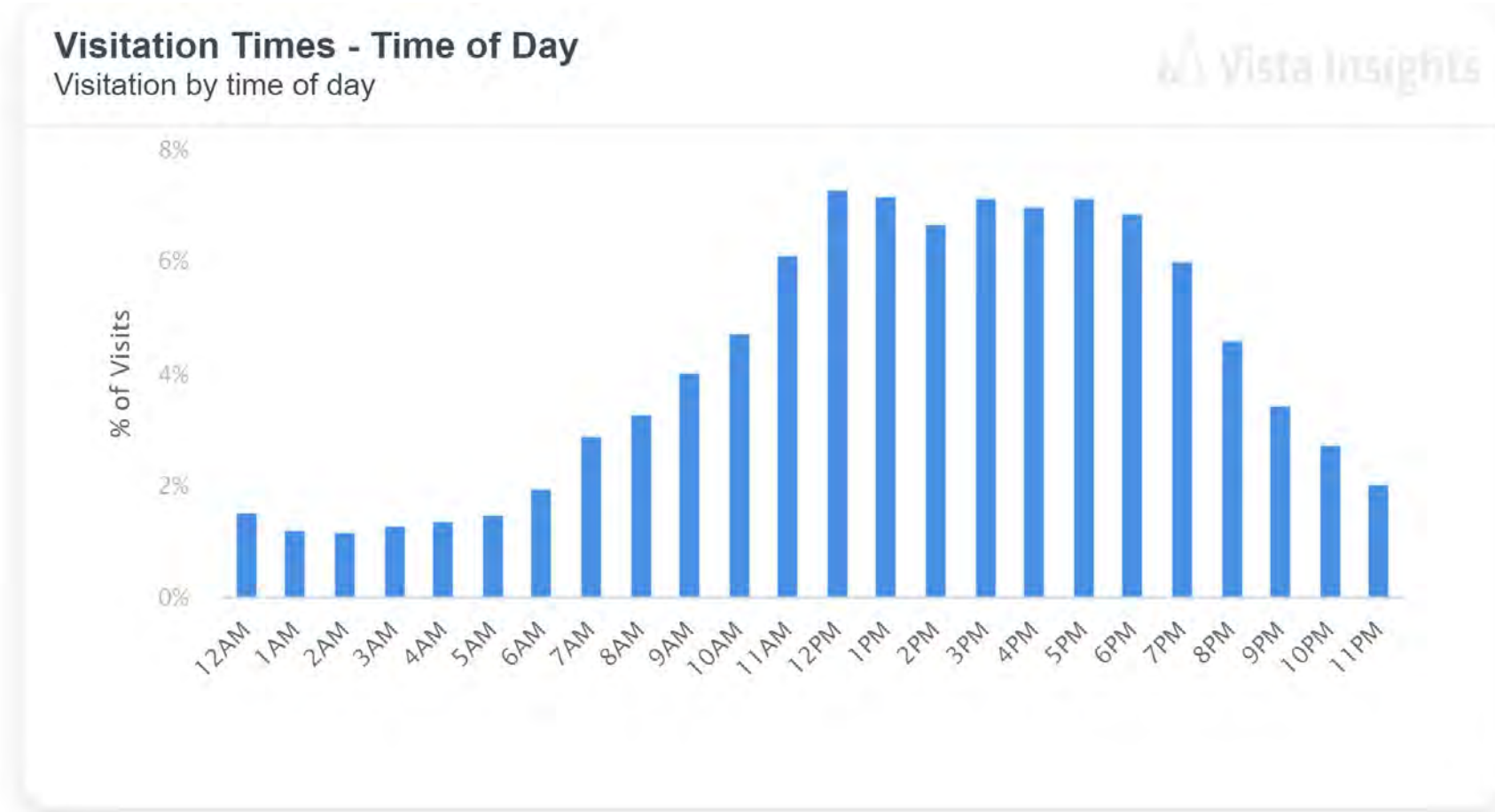
# Cellphone data – geographic study area March 1, 2019 – March 1, 2020



# Weekends have the most visitors, but other parts of the week other than Sunday do not show a significant drop

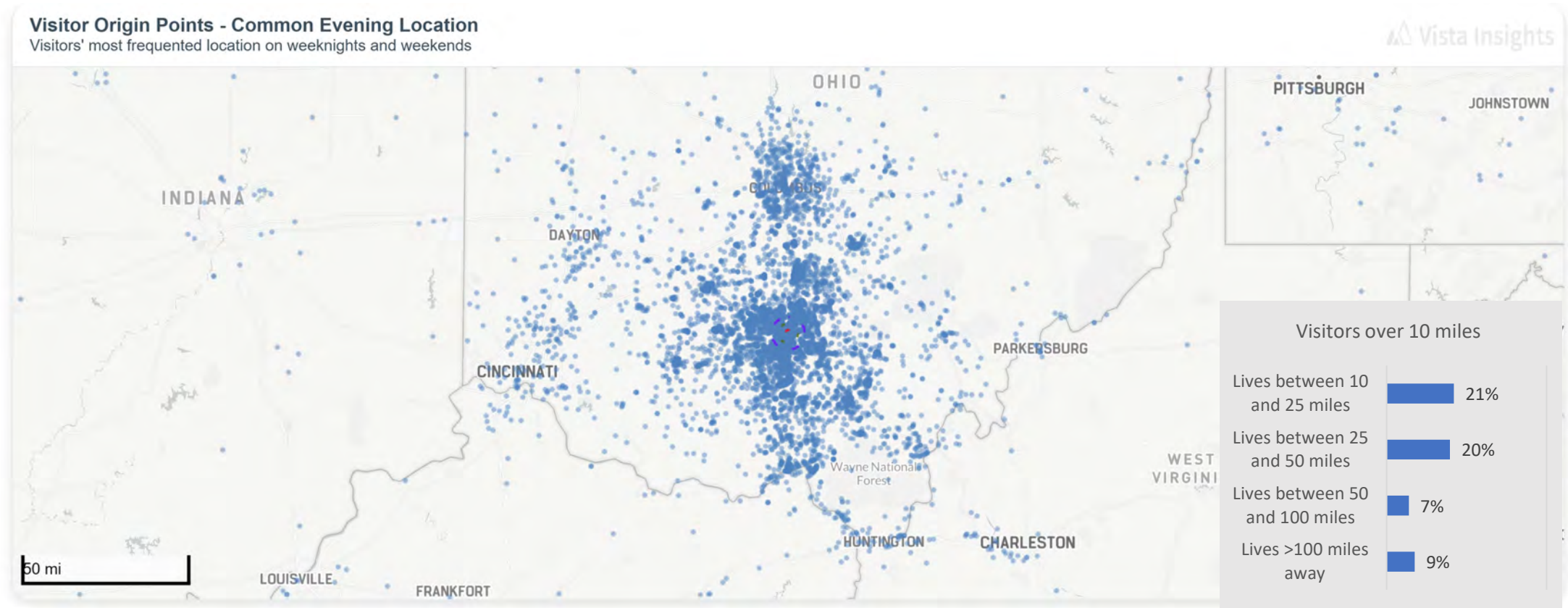


# Afternoons are key

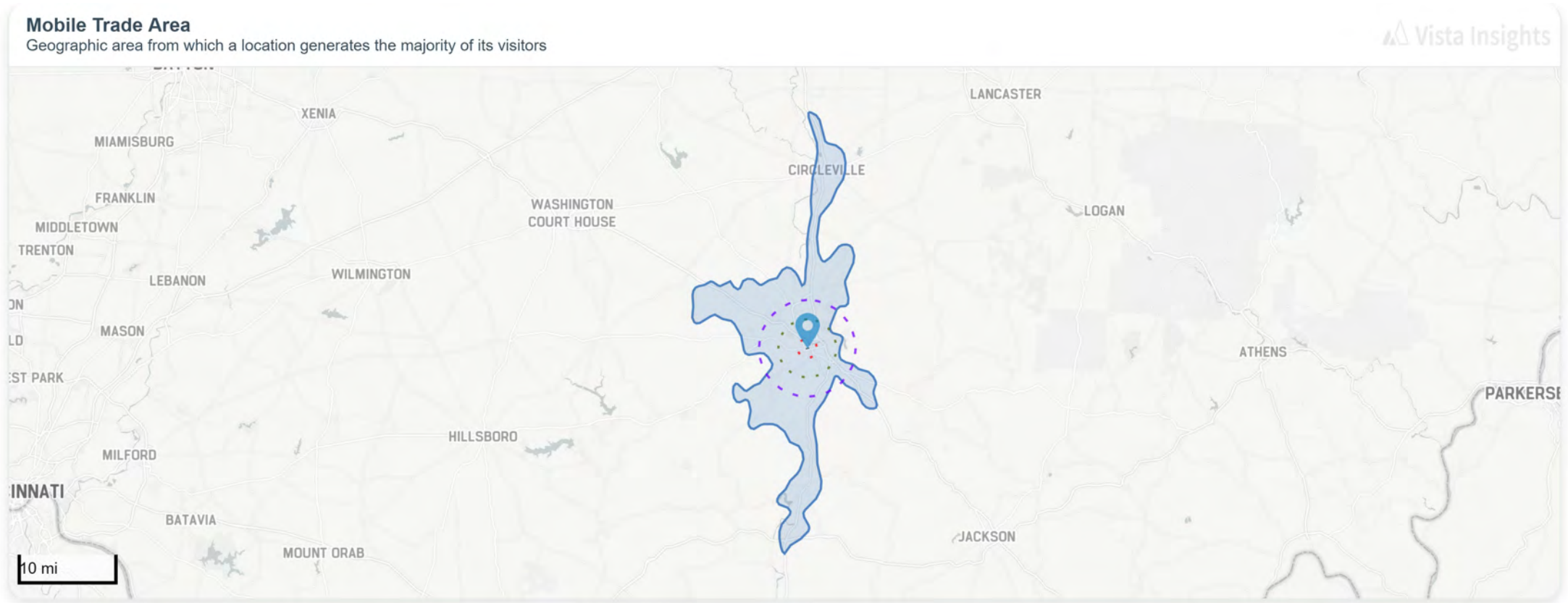


# Visitors are concentrated along north / south access points

- This will likely change with World Heritage Status

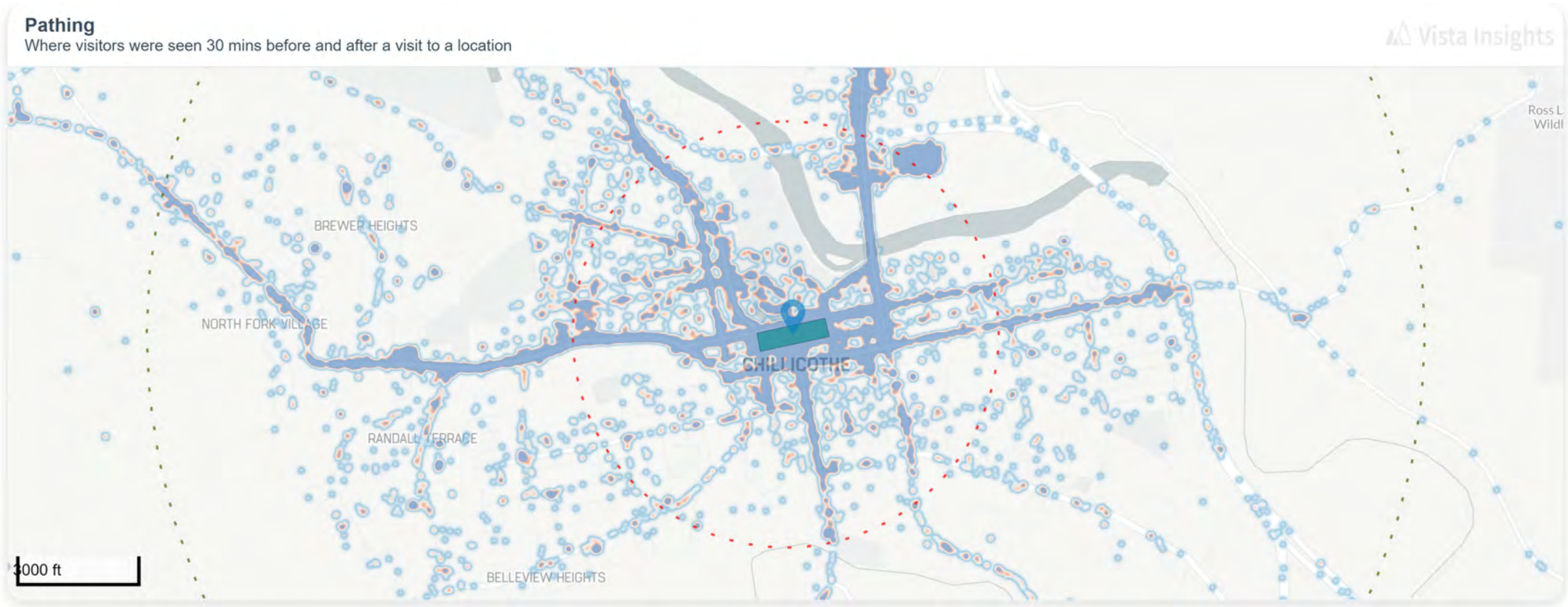


# 70% of visitors come from within this geography





# Visitors tend to move around the downtown area



# Findings and Implications

# Findings and Implications

- 1. Chillicothe has more jobs than workforce and the resident labor pool works in a different industries than most of the jobs offered in Chillicothe**
  - *This suggests that for some Chillicothe is a lifestyle decision*
  - *Given the mix of in-commuters and the types of jobs available in the city, this may suggest a housing affordability problem for some*
- 2. Demographic changes are shifting the workforce in important ways through aging as well as the increasing role of females in filling jobs in the city**
- 3. There is some evidence of a growing small business base and creative sector that can help build wealth and jobs in the city if the momentum can be continued and they stay in the city**
- 4. The visitor geography is currently highly concentrated in south central OH with only 5% of visitors coming from more than 50 miles away**
  - *This may change in important ways with World Heritage status*
    - The **visitor experience** is also likely to change spanning across a wider area of the city

*Critical to Chillicothe's economic future is maintaining an emphasis on quality of place, amenity rich, relatively affordable lifestyle options*



**Anything  
surprising?**

**Questions?**

# Public Engagement

Brian Ashworth

Senior Planner, planning NEXT



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COMPREHENSIVE PLAN

# Let's Chat! Chillicothe

*Round One of Public Input*

- 1. In-Person – 3/22**
  - *Small Group Discussion*
  - *Opportunities Mapping Activity*
- 2. Virtual – 3/24, 31**
  - *Small Group Discussion*
- 3. Online – 3/23-4/11**
  - *Input Questions*
  - *Opportunities Mapping Activity*
- 4. Voicemail**



**Let's Chat!**  
**CHILLICOTHE**

**We Need Your Help!**  
Community insight is critical to the planning process. Now is the time to envision the next 15 years of Chillicothe. Share your ideas related to growth, mobility, parks, public health, and more.

Four ways to share your ideas

- In-person Event**  
**March 22, 5:30-7p**  
Ross County Service Center  
475 Western Avenue
- Virtual Meeting**  
**March 24, 7-8:30p**  
**March 31, 11:30-1p**  
Visit website to register
- Online Survey**  
**March 22 - April 11**
- Voicemail**  
**(614) 285-7499**  
Leave a message with your ideas

**CHOOSE CHILLICOTHE**  
Create a vision and plan for our future.

To register for an event or learn more, please visit:  
**ChooseChillicothe.com**

# Ideas for the Future

What are the greatest opportunities for the City of Chillicothe?



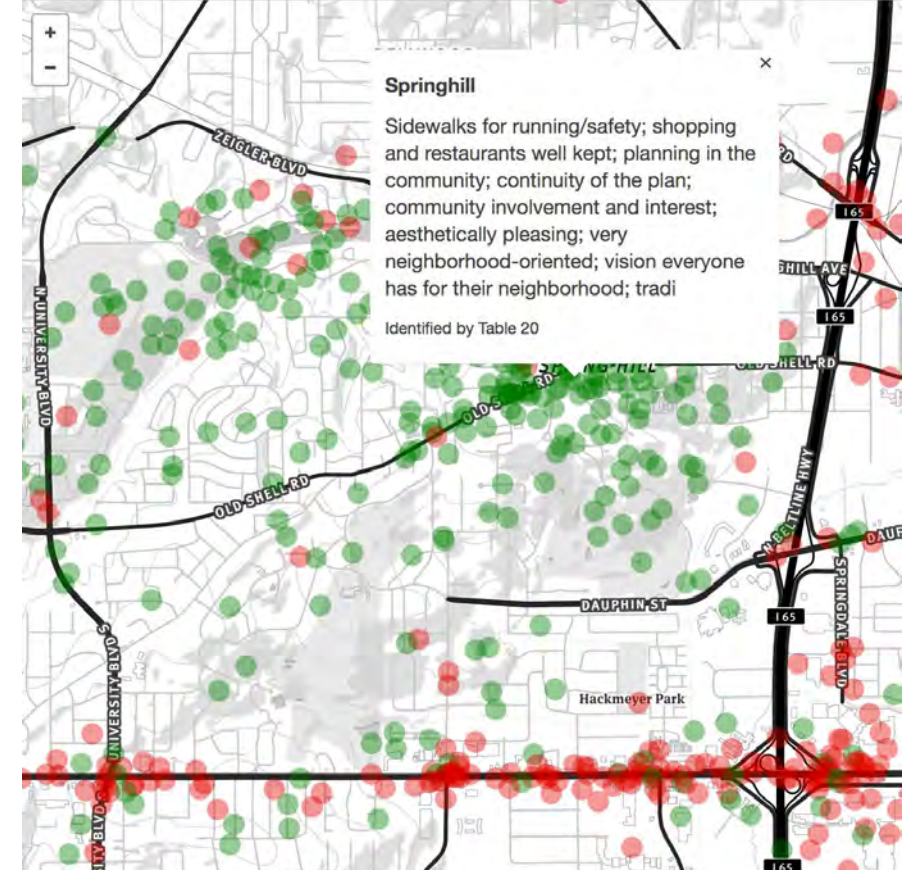
# Opportunities Mapping

## Strengths

- Places you would like to see replicated and reflect well on the community.
- Places you're proud to show visitors.

## Weaknesses

- Places you feel are undesirable and need improvement.
- Places you would not take visitors.





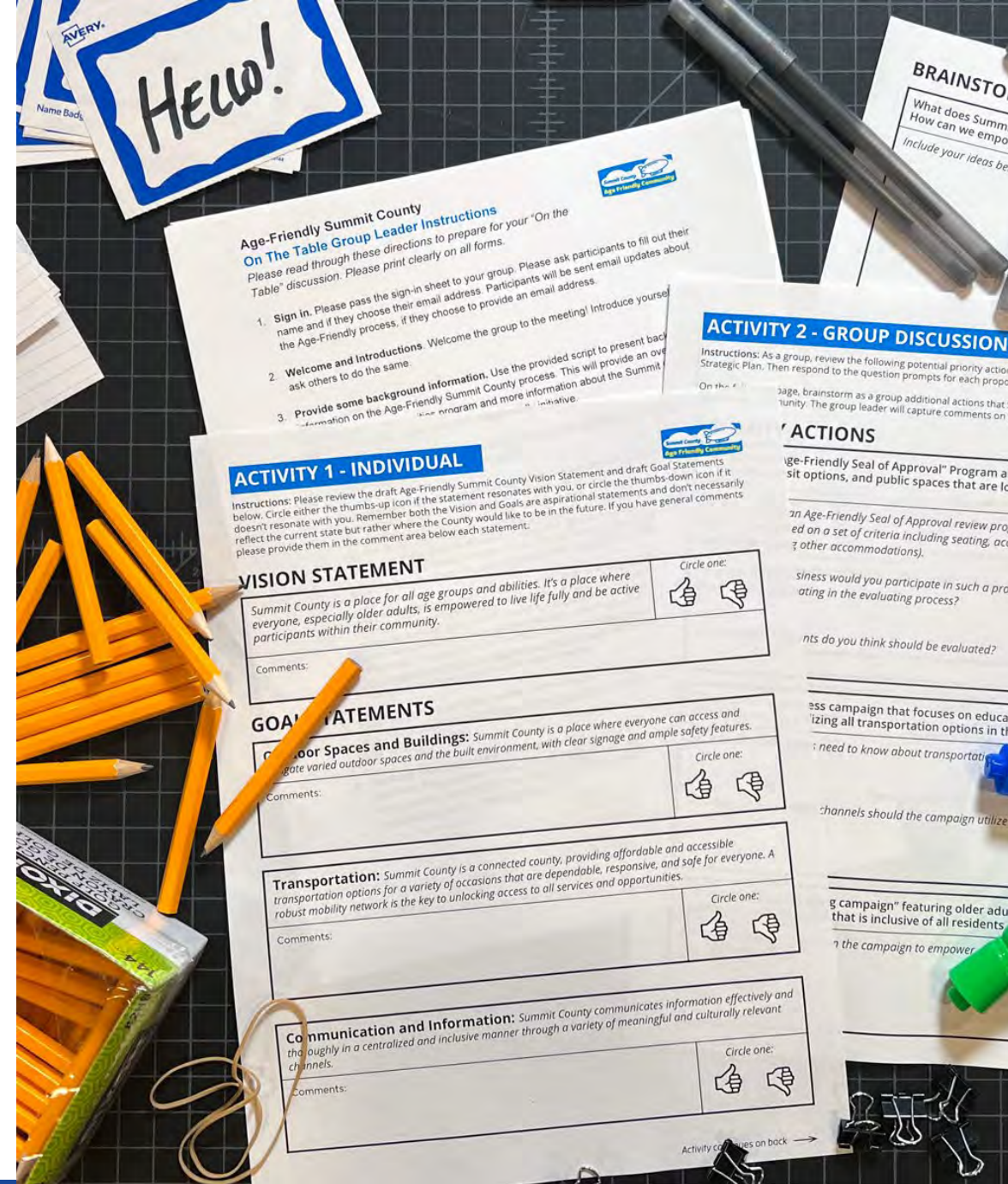
# To-Dos

## Spread the Message!

- Email your personal and professional networks
- Bring rack cards to places around town
- Utilize assets on social media

## Meeting in a box

- Gather a group and talk



# Outreach Toolkit

**Materials will be on project website for your use**

- Draft email
- Digital rack card
- Social media images
- FAQs

**Complete outreach sign up**



# Next Steps

Jeff Creed

Steering Committee Co-chair



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COMPREHENSIVE PLAN

# Future Meetings and Next Steps

- 1. Share full existing conditions memo**
- 2. Let's Chat Chillicothe! Round One Engagement**
  - *March 22, 5:30-7pm at the Ross County Service Center*
  - *March 24, 7-8:30 pm virtual*
  - *March 31, 11:30-1 pm virtual*
  - *Online survey March 22-April 11*
- 3. Next SC meeting in May**