

AUGUST 22, 2023

# The Johnstown Gateway

**ZONING | PD APPLICATION**

By: Johnstown Land Company



SECTION 01

# Community Vision





# Deep Roots. New Growth.

Johnstown is at a Unique Moment in Time, with a Generational Opportunity at its doorstep.  
Growth is coming, now is the time to Shape the Growth.





ECONOMIC DEVELOPMENT LEADS TO

# Financial Prosperity for the Community & Local Schools

Strong Schools = Strong Communities





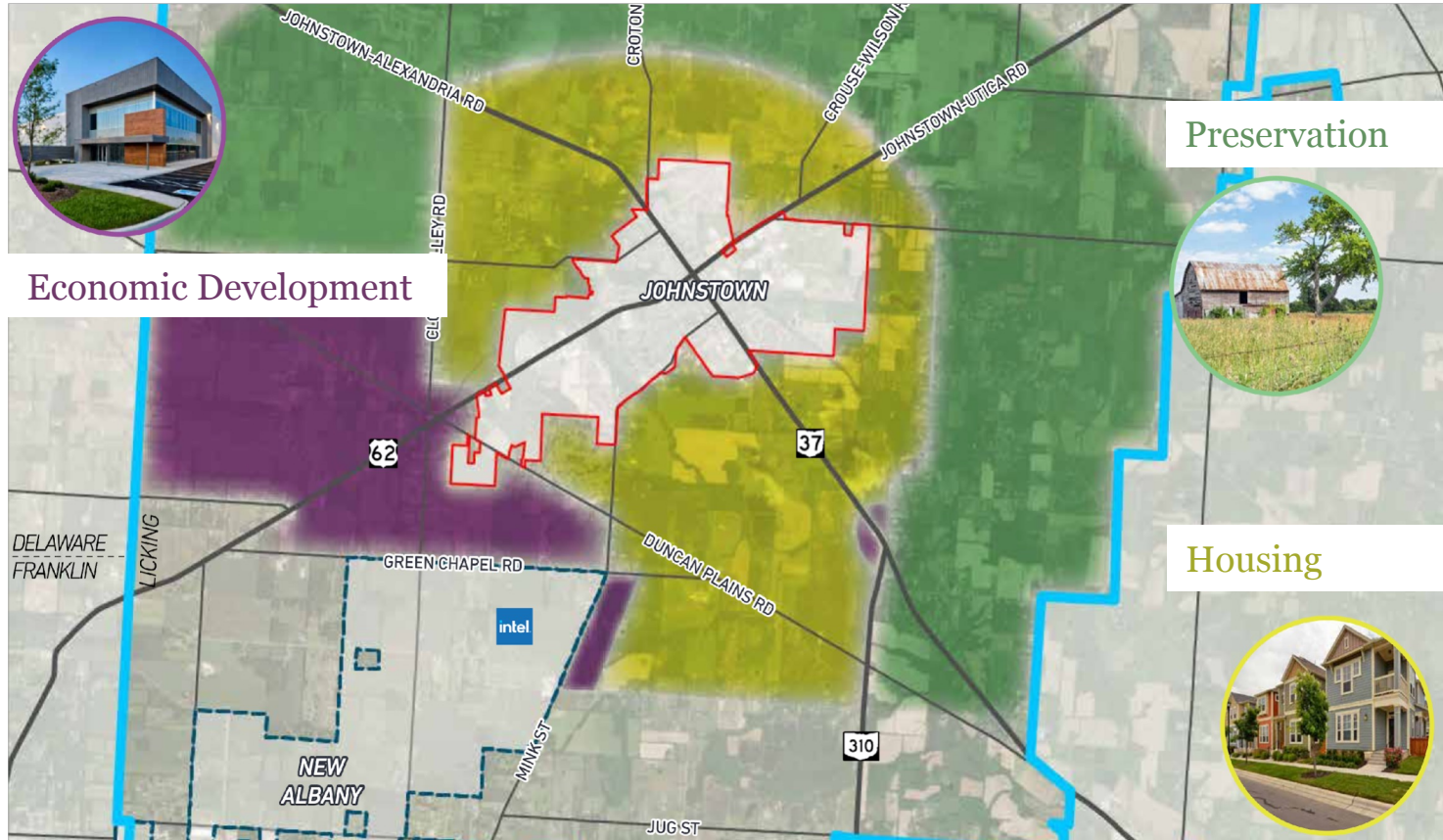


Economic Development

Preservation



Housing

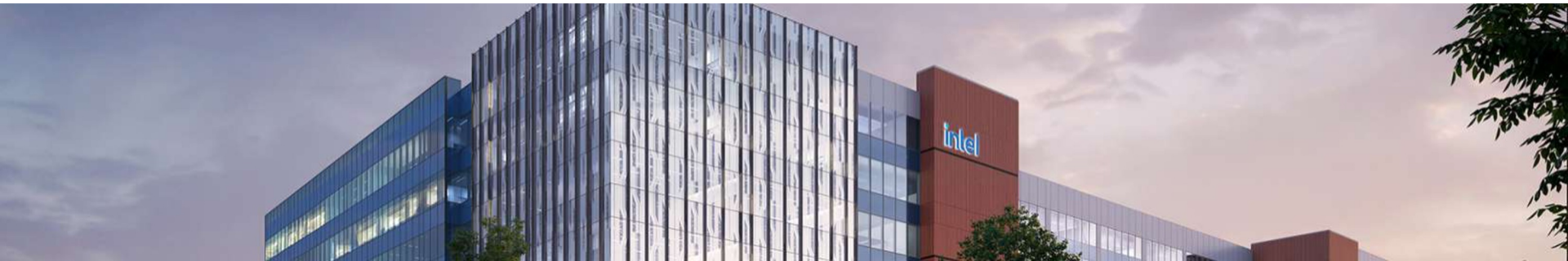


Source: MKSK's Framework Plan

# Johnstown Framework Growth Plan

## Opportunities identified in MKSK's Framework Plan:

- Improve the city's fiscal position
  - Increase Employment
  - Broaden & Balance Tax Base
- Grow the jobs base, increase wages, expand the revenue base
  - Invest back in the City's neighborhoods, schools and facilities
  - Continue to re-invest in Downtown Johnstown as the cultural center of the Community
- Control destiny and define borders
  - "Level up" community services and amenities
- Pursue strategic partnerships (public/private)
  - Speak to local needs with greater volume
  - Create Systems that Scale

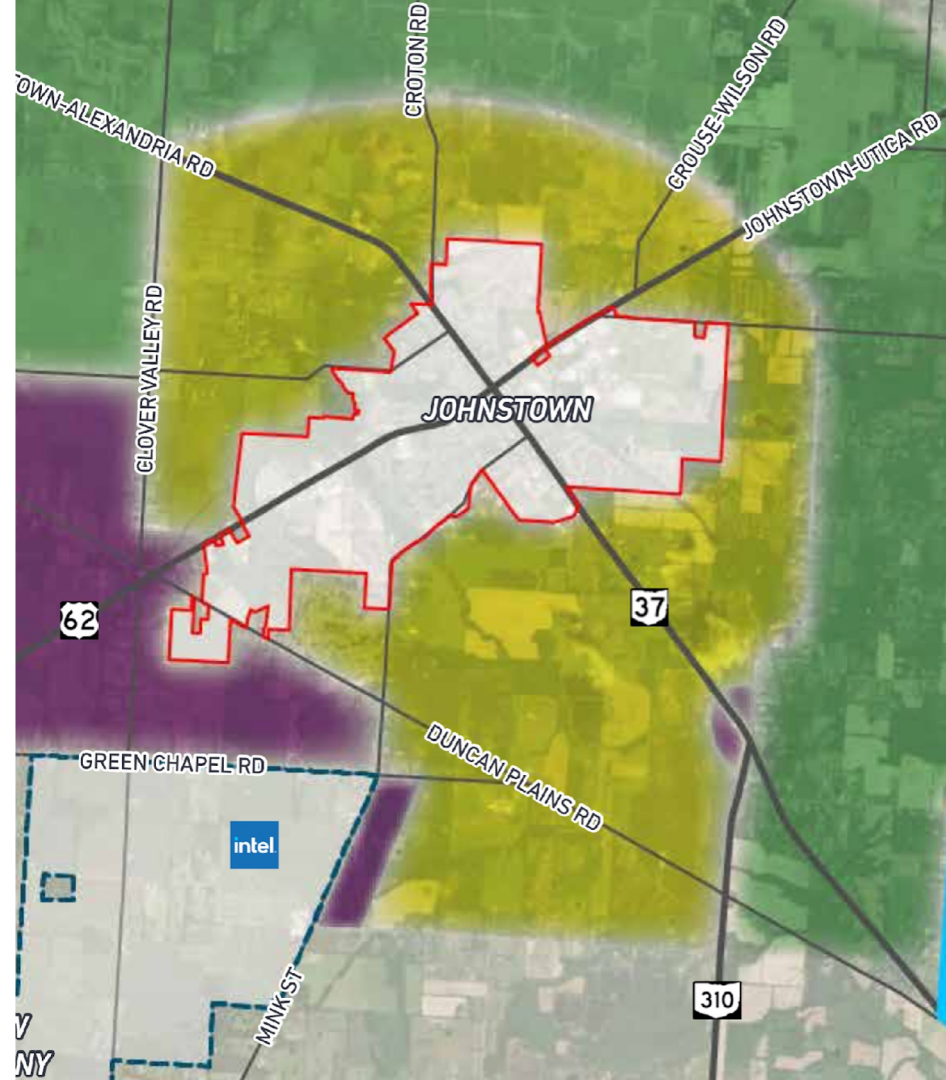




## COMMUNITY VISION

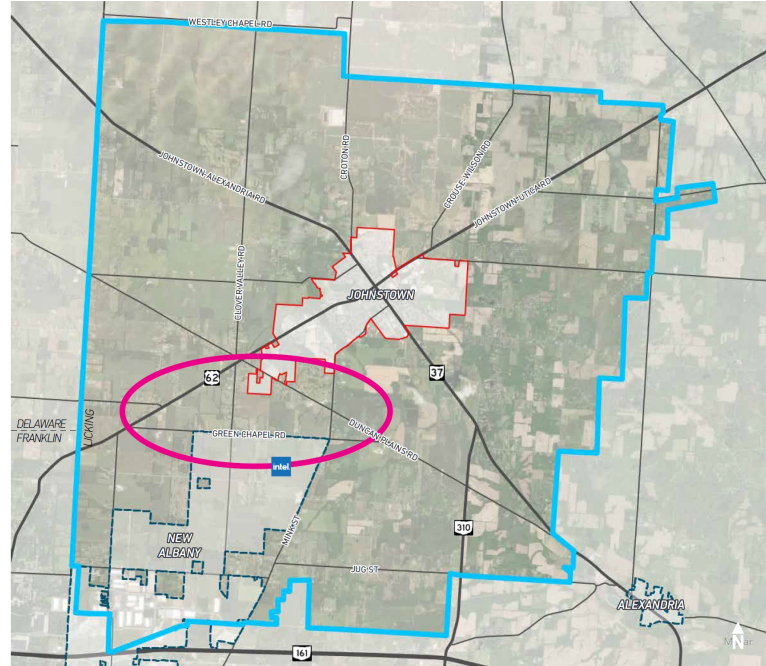
# PD District Entitlements + Standards

- The Planned District will facilitate creative development and will foster the goals of being flexible and yet predictable and, consistent with the Comprehensive Plan.
- **The proposed Gateway Development is an important piece of MKSK's larger puzzle.**
- The proposed Planned Development aligns with MKSK's Framework Study
- Avoid haphazard, piecemealed “conventional” development



# IMPORTANCE OF THE GREEN CHAPEL GAP

- » Establish **Johnstown's** utility service area
- » Water and sewer service are key
- » Identify regional players
- » Leverage partnerships







SECTION 02

# Regional & County Planning Efforts

*Collaborative Planning Leads to the Best Result.*

# Licking County Framework | Final Principles



- Communities benefit from growth and development.
- Development and change are proactively managed.
- Growth is focused inward toward communities and adjacent to existing development.
- Development and infrastructure are coordinated among jurisdictions.
- **Mixed uses and appropriately scaled development is supported in strategic locations.**
- Natural landscape and rural character are prioritized for conservation.
- Design quality is prioritized.
- Full range of housing choices are found.
- Agriculture remains a strong part of the local culture and economy.
- Mobility options are widely available to connect workers and employers.
- **Economic sectors are diverse and sustain local growth and workforce development.**
- Conditions support an expanding and highly skilled workforce.
- Strong collaboration among community institutions ensures success, especially K-12 schools.



Source: Licking County Framework | Final Principles





SECTION 03

# Our Approach

OUR APPROACH

## Shared Goals & Objectives

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**Adhere** to the community vision

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**Grow & balance** the financial base of the Johnstown community

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**Provide services & amenities** to attract and retain commercial and job growth







## OUR APPROACH

# How?

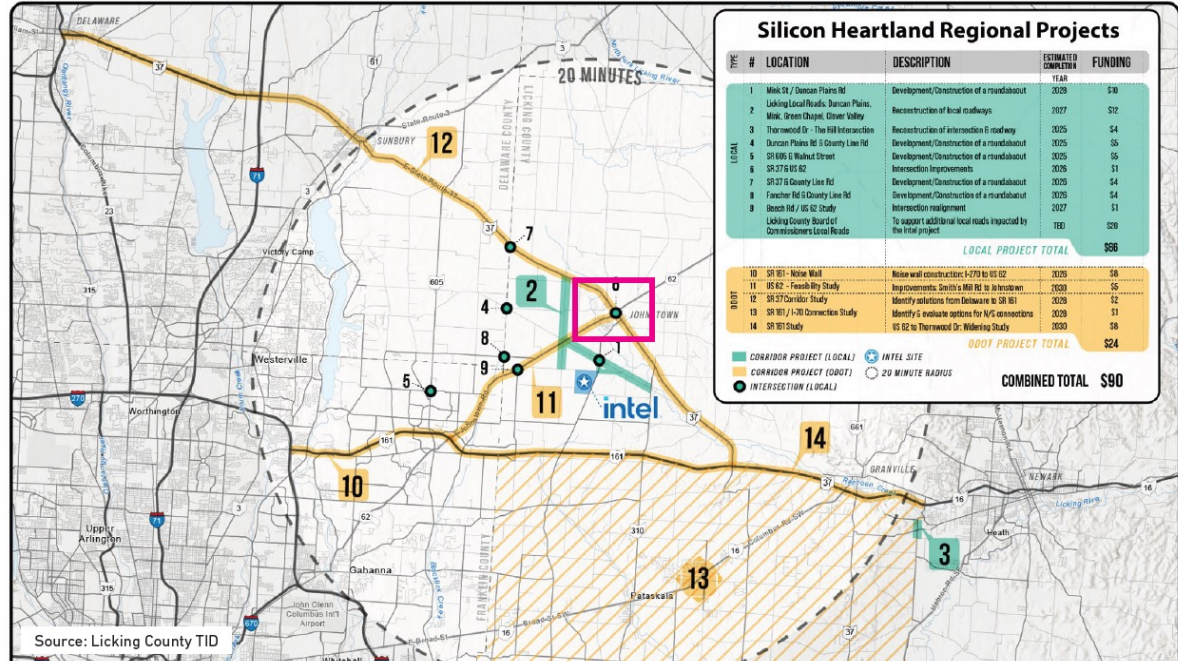
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## Through Economic Development

1. Develop a strategy to fund the growth
2. Create thoughtful entitlements to provide enough flexibility to meet the market demand, and provide the predictability to the community
3. Facilitate development to increase revenue for school district
4. Create long-term partnerships with local & regional governments and agencies to invest in infrastructure

# Proposed Roadway Improvements

The State, the County, the TID, and the Market are ready to make investments.

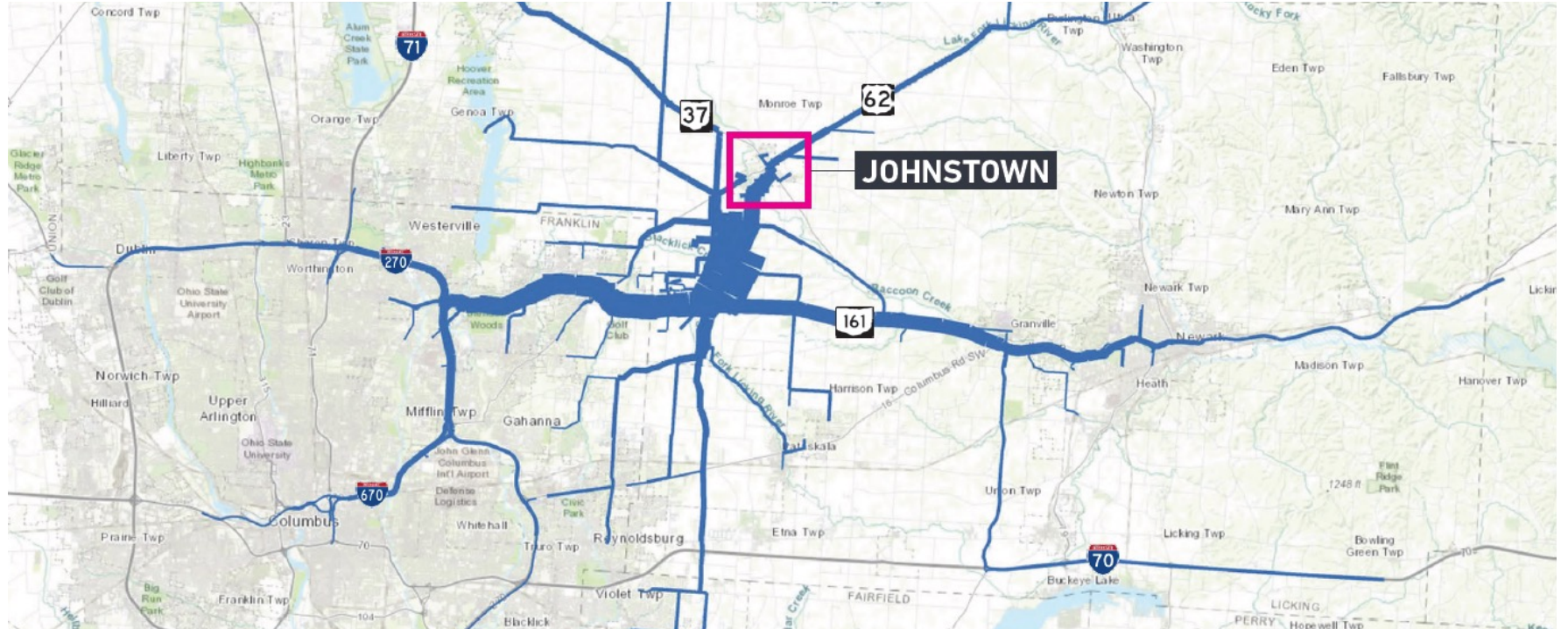


Source: Licking County TID



OUR APPROACH

# Projected Workforce Capture Related to Intel



Source: ODOT Office of Statewide Planning and Research

# 1. Invest in Infrastructure

- **Roads:** Managing successful growth requires strategic transportation planning—roads should be designed for the current demand, and planned for future demand
- **Utilities:** Well planned utilities will shape growth consistent with the community vision
- **Parks & Open Space:** Parks & Open Space are a necessity to creating modern cities and neighborhoods. They should be a primary consideration in every plan





## OUR APPROACH

# 2. Provide adequate funding to manage growth

- **New Community Authority:**  
*A way to have New Development pay for itself*
- **Growth of Employment:**  
Growth of employment will increase opportunities to the community, and capture new income taxes to the benefit of the City & the Johnstown-Monroe School District.
- **Growth of Commercial Tax Base:**  
New development will result in growth of Commercial Tax Base to the benefit of the school district



### 3. Create thoughtful entitlements

- Carefully thought-out entitlements will allow projects some flexibility to respond to the market, while protecting the community interest and manage the impact of development
- Well planned and designed development will provide for the needs of the new neighborhood while creating new experiences for the existing residents of the city. For example:
  - Shared-use Trails
  - New Parks & Recreation Facilities
  - Enhance future development of Historic Downtown Core
  - Restaurants & Community Social Spaces
  - Preservation of Open Space and Stream Corridors





## 4. Facilitate the growth of the Commercial Tax Base to provide additional revenue for the Johnstown-Monroe School District

- Expand tax base and revenue stream for the School District
- Increase Corporate Support & Philanthropy
- Take Advantage of a Generational Opportunity





SECTION 04

# The Johnstown Gateway



Intel is a Regional Project. Many communities will benefit, particularly Johnstown. Appropriate development should respond to Intel's scale and impact.





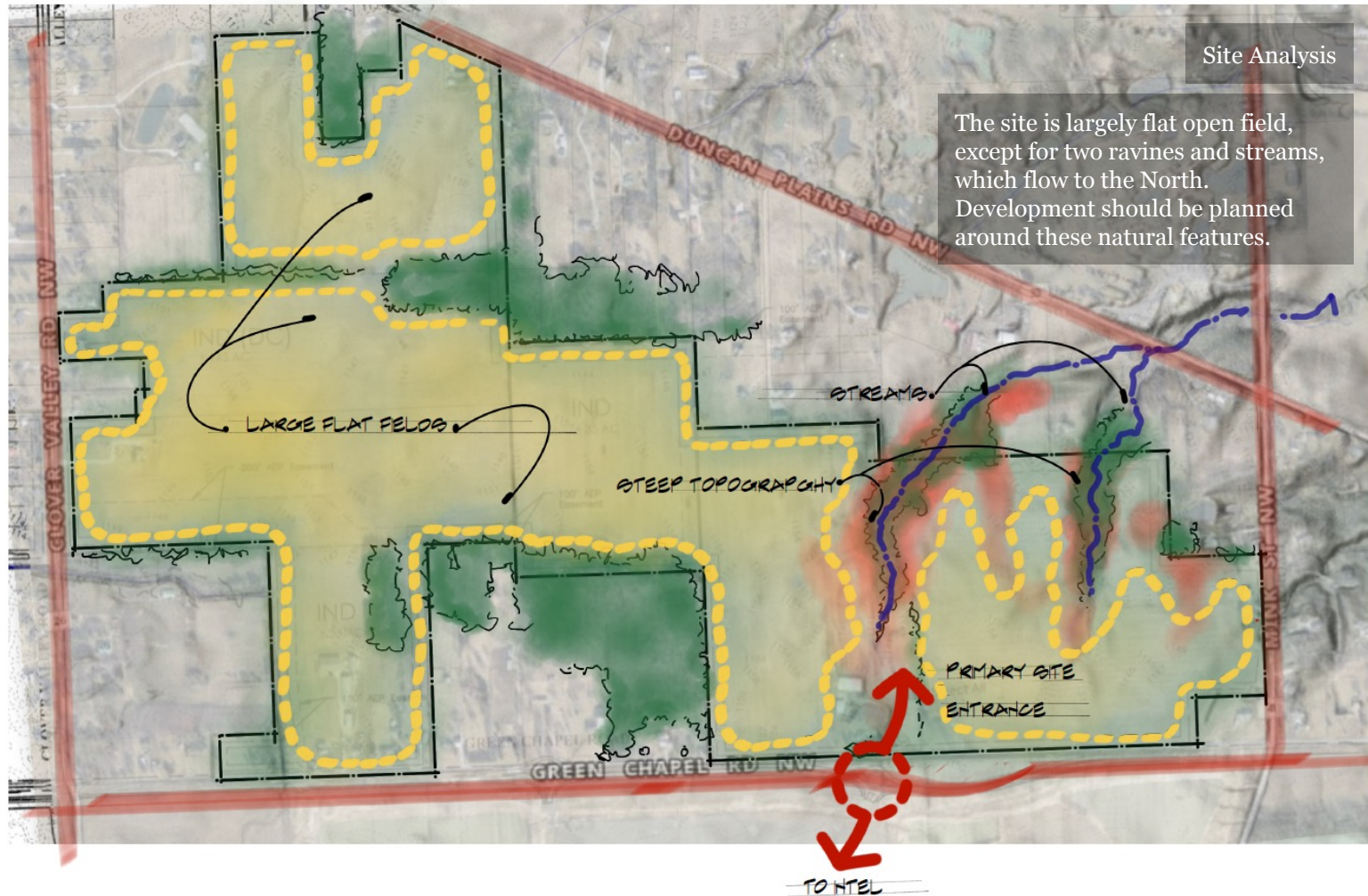
Intel will have 3,000 new employees in Phase I. Nearby developments should be planned to accommodate this additional growth.





## Site Analysis

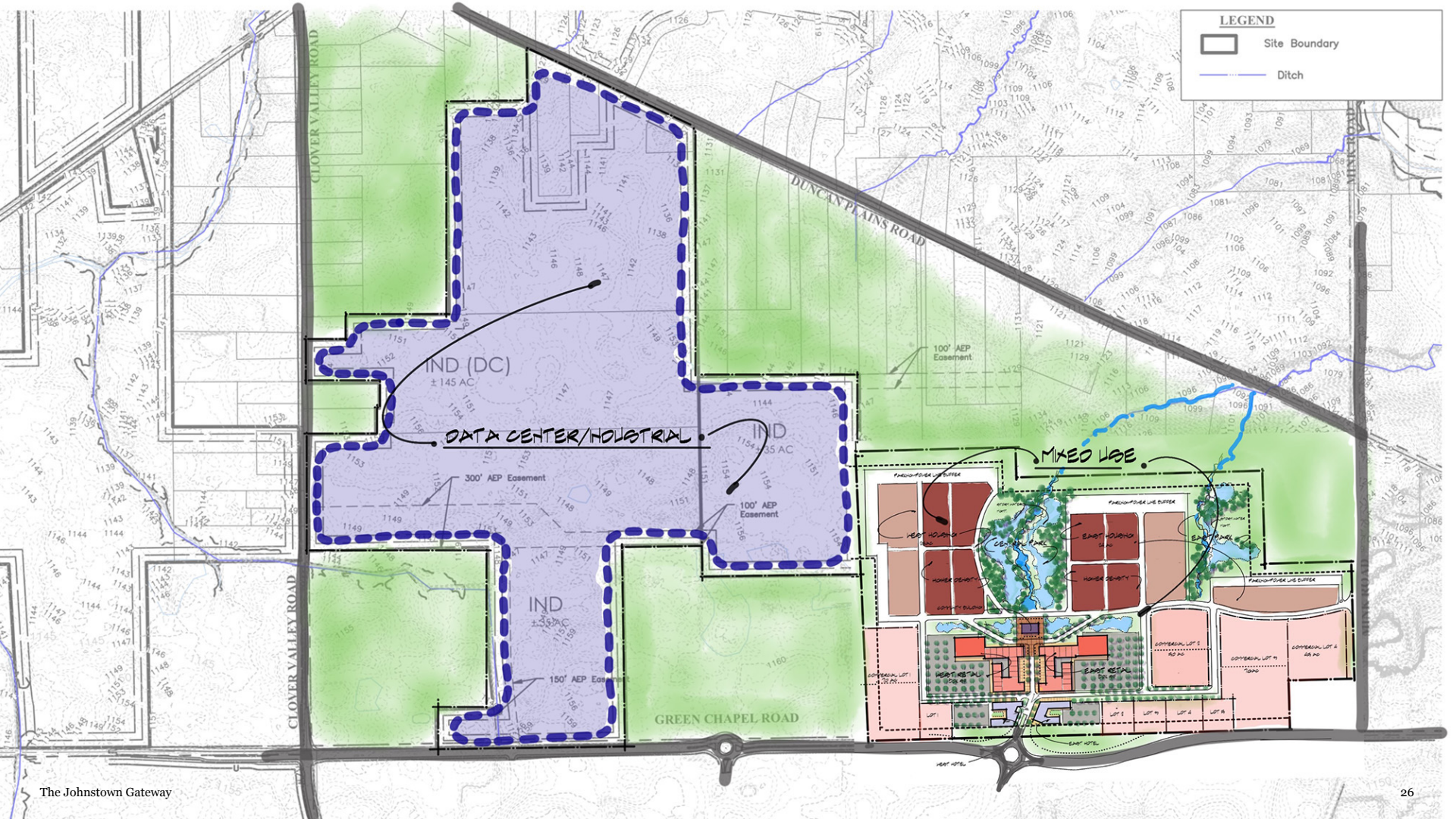
The site is largely flat open field, except for two ravines and streams, which flow to the North. Development should be planned around these natural features.





**LEGEND**

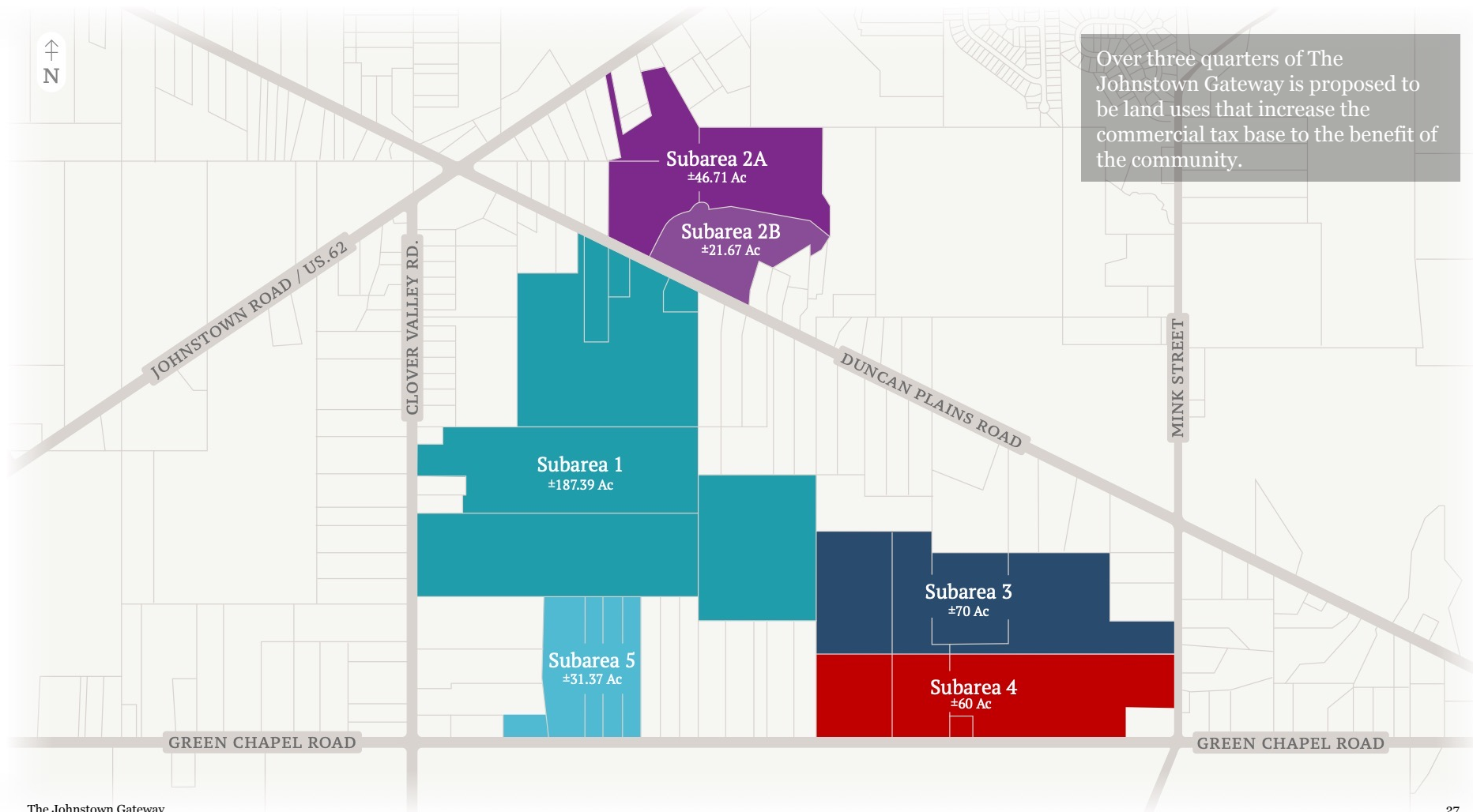
-  Site Boundary
-  Ditch

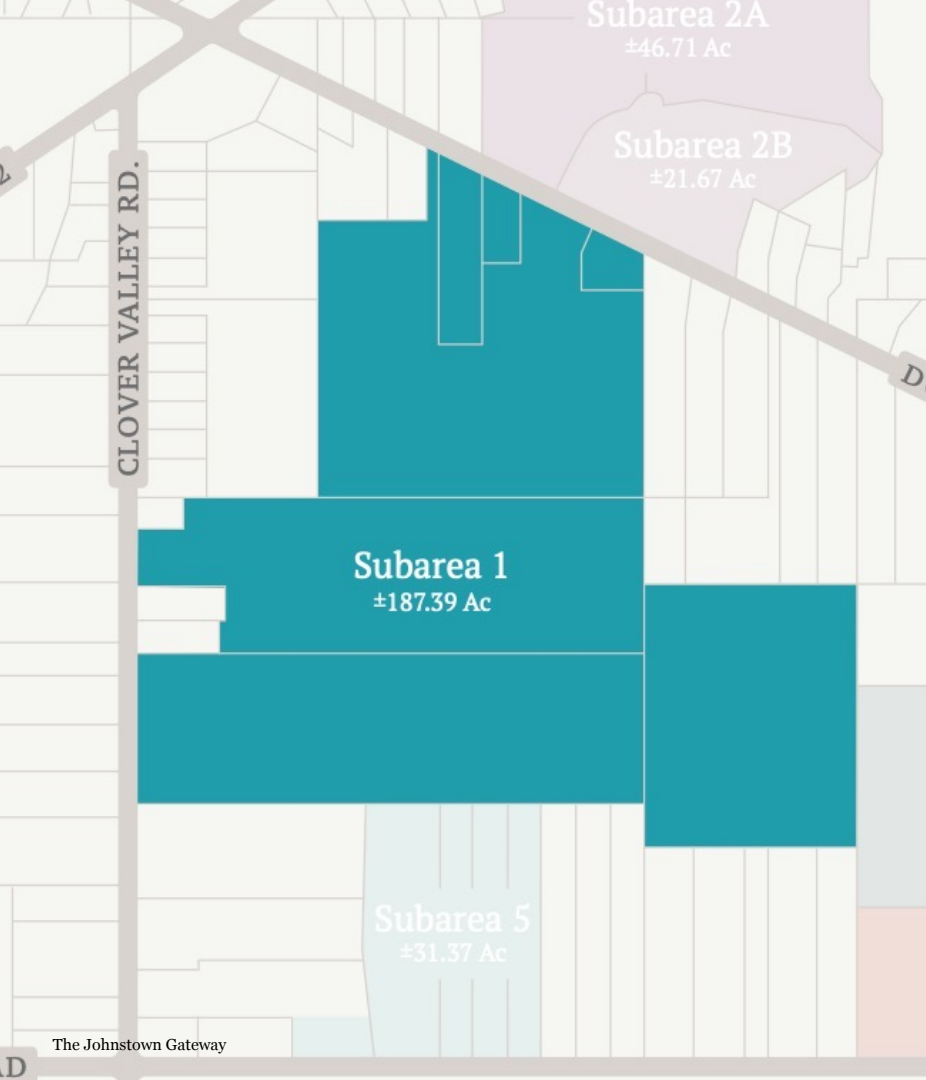






Over three quarters of The Johnstown Gateway is proposed to be land uses that increase the commercial tax base to the benefit of the community.





# Subarea 1: Use

- 187.39 ac +/-
- Permitted Uses: Office, Major Institutional, Manufacturing, Production and Industrial, Data Centers, Warehousing, Parkland
- Conditional Uses: Parking Structures

Example/Character Images:







Subarea 2A  
±46.71 Ac

Subarea 2B  
±21.67 Ac

DUNCAN

## Subarea 2: Use

- 68.38 ac +/-
- Permitted Uses: Office, Manufacturing, Production and Industrial, Data Centers, Warehousing, Parkland
- Conditional Uses: Parking Structures

Example/Character Images:



# Subarea 2B Proposed Site Plan



Current Parcel Owner:

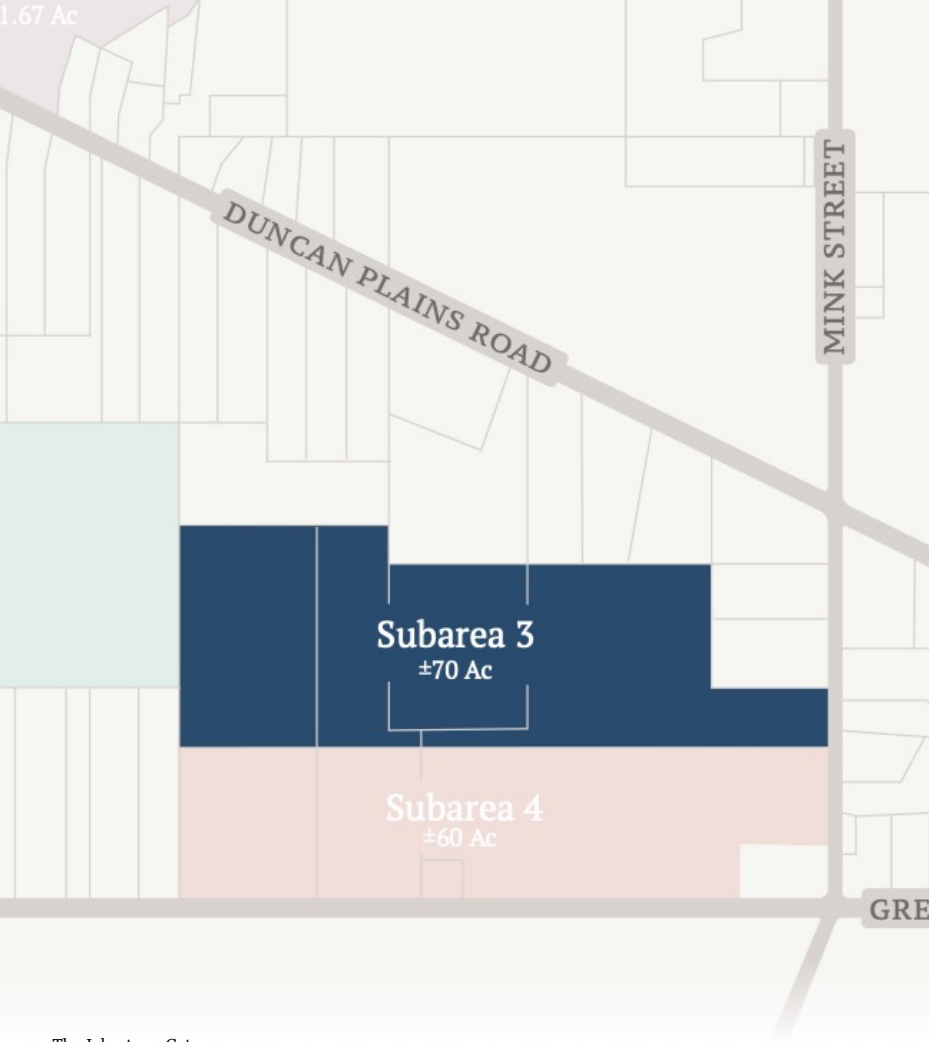
Heath Newark Licking  
County Port Authority



“Housing is an  
economic development  
issue”

—Alexis Fitzsimmons

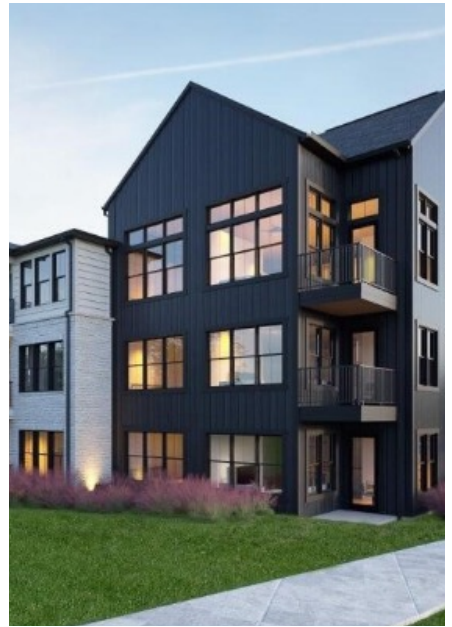
Executive Director, Grow Licking



### Subarea 3: Use

- 70.0 ac +/-
- Permitted Uses: Community Institutional, Neighborhood Commercial, Multi-Family Residential, Mixed Use, Parking Structures, Parkland

Example/Character Images:



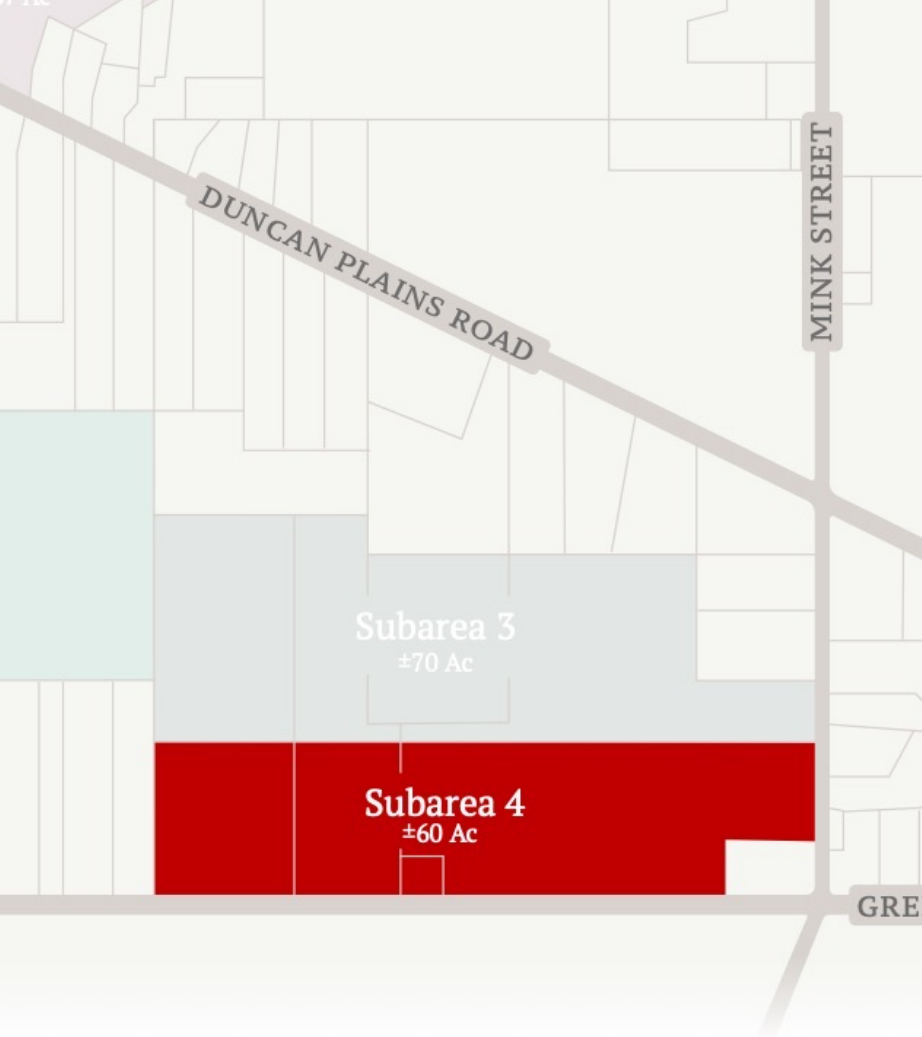


## Future Growth Needs to Develop Dynamic, Mixed-Use Ecosystems

“After an extensive period when many employees worked exclusively from home during the pandemic, some employers are rethinking their approach to real estate. One of the challenges is designing office spaces to accommodate new patterns of flexible work schedules...  
**Mixed-use development projects are enjoying a popularity boost as employers look to entice employees to spend more time in the office.”**

— Lauren Lawley

Columbus Business First,  
Head Contributor Jun 28, 2023



## Subarea 4: Use

- 31.37 ac+/-
- Permitted Uses: Office, Community Institutional, Neighborhood Commercial, Multi-Family Residential, Mixed Use, Parking Structures, Parkland
- Conditional Use: Major Institutional, Auto Related

Example/Character Image:





Subarea 1  
±187.39 Ac

Subarea 5  
±31.37 Ac

## Subarea 5: Choice of Use

- 32.37 ac +/-
- Permitted Uses: Office, Major Institutional (w/Subarea 1 or 4) Community Institutional (if under Mixed Use), Manufacturing Production and Industrial, Data Centers, Warehousing, Neighborhood Commercial, Regional Commercial, Multi-Family Residential (as part of Mixed Use), Mixed Use, Parking Structures, Parkland
- Conditional Use: Auto Related, Parking Structures

Example/Character Images:



# PD District — Process

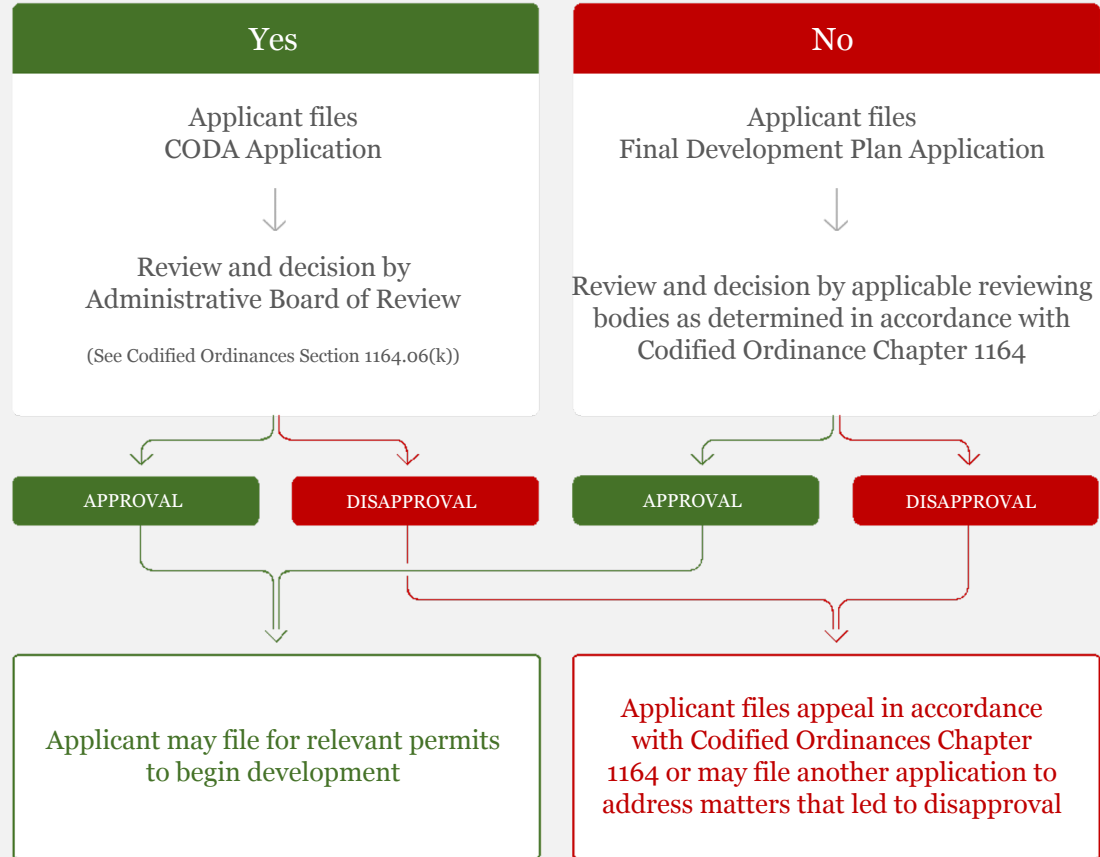
## Certificate of Development Approval (CODA)

- When a Major Economic Development is proposed, it will be required to file a CODA review and approval

## Other Projects

- Other projects will be required to file a Final Development Plan for review and approval

## Is the proposed development a Major Economic Development Project?





THE PROJECT

# PD District — Process

## Unit Bank Transfer Procedure

- Transfers from the Unit Bank will be requested as part of a Final Development Plan
- Upon approval of the Final Development Plan the applicant will provide an updated accounting of units to the City for approval



### Subarea 3

Assume the right to develop 200 units applies to Subarea 3

### Subarea 4

Assume the right to develop 400 units applies to Subarea 3

50 units from Subarea 3 deposited into Unit Bank



75 units withdrawn from Unit Bank and applies to Subarea 4

### Subarea 3

150 units remain for development in Subarea 3

### Subarea 4

475 units are permitted to be developed in Subarea 4





SECTION 05

# The Vision



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Conceptual Plan shown for illustrative purposes. Final Master Plan will likely vary. The illustrations are not intended to communicate quality, architecture or materiality.





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Potential Senior Housing Project



Conceptual Plan shown for illustrative purposes. Final Master Plan will likely vary. The illustrations are not intended to communicate quality, architecture or materiality.



## Entitlement To Do—

- File Zoning Documents**
- Finalize Annexation**
- Finalize Zoning**
- Complete Agreements**
  - Schools District Agreements
  - New Community Authority
  - Community Reinvestment Area
  - Economic Development & Infrastructure Agreements
  - TIF's

ECONOMIC DEVELOPMENT LEADS TO

# Financial Prosperity for the Community & Local Schools

Strong Schools = Strong Communities

