

Real Estate Market Study and Strategic Recommendations Analysis



DEVELOPMENT DEPARTMENT

AGENDA

- Welcome/Introduction
- Analysis Presentation
- Breakout/QA

COMPREHENSIVE PLAN

INTRODUCTION

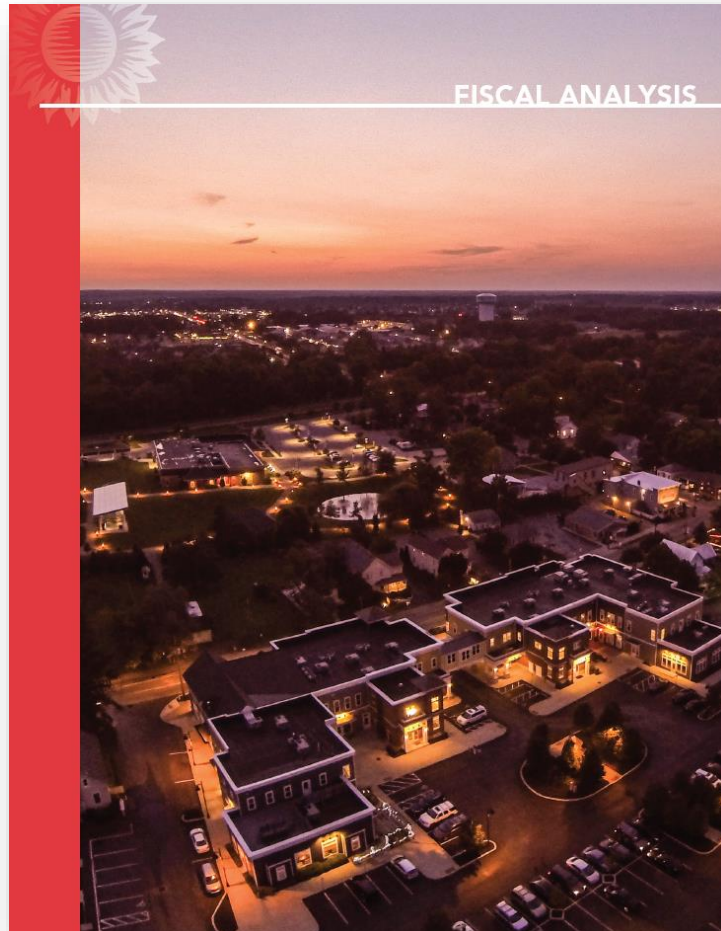
LAND USE PLAN

TRANSPORTATION PLAN

FISCAL ANALYSIS

IMPLEMENTATION


FISCAL IMPLEMENTATION



FISCAL IMPLEMENTATION			
GUIDING PRINCIPLES	FISCAL IMPLEMENTATION		LEADERSHIP
	Strategic	Actions	
	Closely monitor trends in revenues and expenses, particularly income taxes, and implement policies to address the fiscal gap	1. Strategically implement the Future Land Use Plan to advance fiscal goals with revenue-generating uses	Development Dept. City Manager Finance Dept.
		2. Analyze and advance tax revenue strategies and consider potential adjustments to income tax structure	Development Dept. City Manager Finance Dept.
		3. Implement a public education campaign to address concerns and gain support for potential tax rate adjustments	Development Dept. City Manager Finance Dept.
	Establish a dedicated fund for capital improvements, and communicate both funded and unfunded capital needs broadly	Identify capital needs spelled out in the City's annual budget document that should be met but cannot be because funds are not available to do so Initiate a public discussion of unmet capital needs and their impact on municipal services	Development Dept. City Manager Finance Dept.
	Undertake a market study to assess the capacity for proposed commercial developments	Initiate a community-wide market study and market strategy initiative that analyzes specific commercial sectors, residential types and geographic areas of the City	Development Dept. City Manager Finance Dept.
	Prioritize the annexation of commercial and mixed use development over residential-only development	Establish criteria to guide the annexation of residential developments that may have a strategic or community benefit	Development Dept. City Manager Finance Dept.
	Consider the impact of development holistically and strategically	Conduct a market study to assess the degree to which new commercial development pays for new residential development	Development Dept. City Manager Finance Dept.
		Establish a strategic annexation policy for that will incorporate lands in a fiscally sustainable manner	
	Evaluate the status of conservation areas as a strategic issue	Establish a standard policy with clear expectations for how conservation areas will be owned, maintained, and used by the public	Development Dept. City Manager Finance Dept.
		Explore opportunities to partner with land conservation entities such as the Metro Parks System or a private land trust	
	Understand the scale impacts of proceeding with the development scenarios	Analyze the specifics of accommodating a larger geographic area as part of the implementation strategy Create a City Staff position for an Economic Development Specialist	Development Dept. City Manager Finance Dept.

FISCAL IMPLEMENTATION

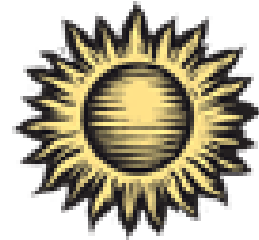
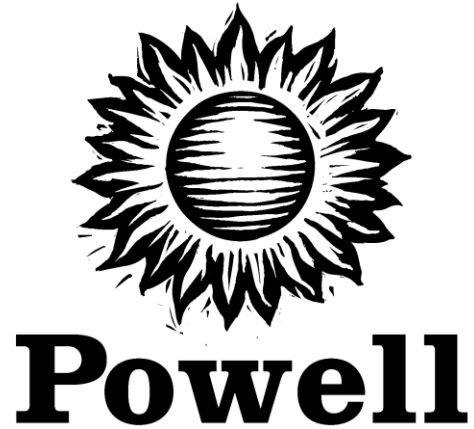


GUIDING PRINCIPLES	FISCAL IMPLEMENTATION		LEADERSHIP
	Strategy	Actions	Responsible Party
	Undertake a market study to assess the capacity for proposed commercial developments	Initiate a community-wide market study and market strategy initiative that analyzes specific commercial sectors, residential types and geographic areas of the City	Development Dept. City Manager Finance Dept.



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COLLABORATION

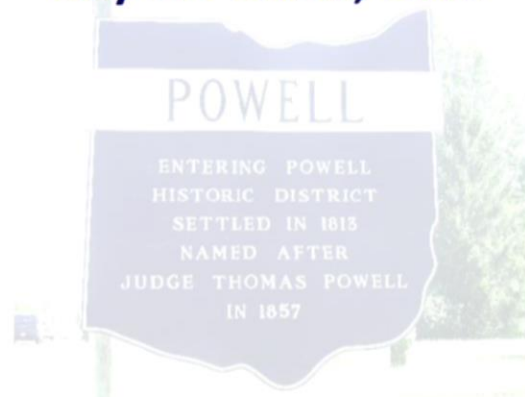


City of Powell, Ohio
Community Improvement Corporation



**Vogt Strategic
Insights**

***Real Estate Market Study and
Strategic Recommendations Analysis***
in the
City of Powell, Ohio



For:

Mr. David Betz, Director of Development
City of Powell
47 Hall Street
Powell, Ohio 43065

Effective Date: **October 4, 2018**
Job Reference Number: **14948AM**



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