

ZONING IN TRANSITION: NAVIGATING COMPLEXITIES IN COMMUNITY DEVELOPMENT & HOUSING PROJECTS

Crossroads Community Planning

Holly Mattei, AICP, Principal
Kelsey Miller, Senior Planner
Molly Ridge, Senior Planner



AGENDA

01

Our experience

02

Zoning challenges

03

Solutions in practice

04

Engagement: Community
leaders & residents

OUR EXPERIENCE



Crossroads Community Planning

Meeting clients at the crossroads of perspectives to actualize their community vision.

Specialized expertise in assisting growing communities navigate new development pressure.

- Zoning Codes
- Comprehensive Planning
- Neighborhood Plans
- Technical Assistance
- Economic Development & Housing



Holly Mattei

25+ years of experience in long-range planning, zoning, community engagement, and economic development.



Kelsey Miller

10 years of experience in economic & community development, and private development.



Molly Ridge

5 years of experience in long-range planning, sustainability, zoning, and community engagement.

ZONING CHALLENGES

01

ZONING CHALLENGES: APPLICANTS



Low-Density Zoning

A community lacks zoning that supports diverse housing types.

Public Perception

Projects can face public backlash from existing residents who hold misconceptions about new housing developments

Infrastructure

Costly or limited infrastructure in ex-urban communities limits new housing development.

Site Design Requirements

Extensive parking requirements, low maximum building height, and other site or design requirements increase costs or limit project feasibility.

Timelines

Unclear timelines within zoning regulations can obstruct the approval process.

02

ZONING CHALLENGES: ZONING STAFF



Outdated Regulations

Existing regulations may not allow for creative parking configurations, housing types, clustering, higher density, or site and building design.

Negotiations & Community Vision

When negotiating with developers, community leaders should articulate what amenities the community wants, informed by public engagement and comprehensive planning.

Other tactics include using variances as bargaining chips – but ensure that you do not over promise and under deliver, or this can ruin reputation in the development community.

Administrative Burden

Existing zoning that does not support density, sensible height requirements, or parking design can cause an increase in variance applications or rezonings, creating additional red tape.

Housing Policy

Develop policies to promote the mixture of housing types.

03

ZONING CHALLENGES: COMMUNITY IMPACTS



Public Perception & Lack of Engagement

Existing residents resist new housing developments due to misconceptions and a lack of education, which can bottleneck the approval process. Residents who haven't been engaged from the beginning lack a holistic understanding of the project.

Missing Vision

An outdated or non-existent plan creates a challenge when evaluating what the community should look like, what amenities it should have, and what housing types are needed.

Gentrification

Risk of growth and new interest in a neighborhood pushing out lower-income residents due to increased property values, rents, and changes in neighborhood character.

WHAT ELSE?

What other challenges do you experience?

ZONING SOLUTIONS

Applicants

ZONING SOLUTIONS: APPLICANTS

Humanizing Affordable Housing



Starting Teacher Salary:
\$51,600



Average Salary Child Care
Worker: \$31,800*



Average Salary Barista:
\$25,400*

*for Columbus region per Salary.com

ZONING SOLUTIONS: APPLICANTS

Senior Housing & Amenities



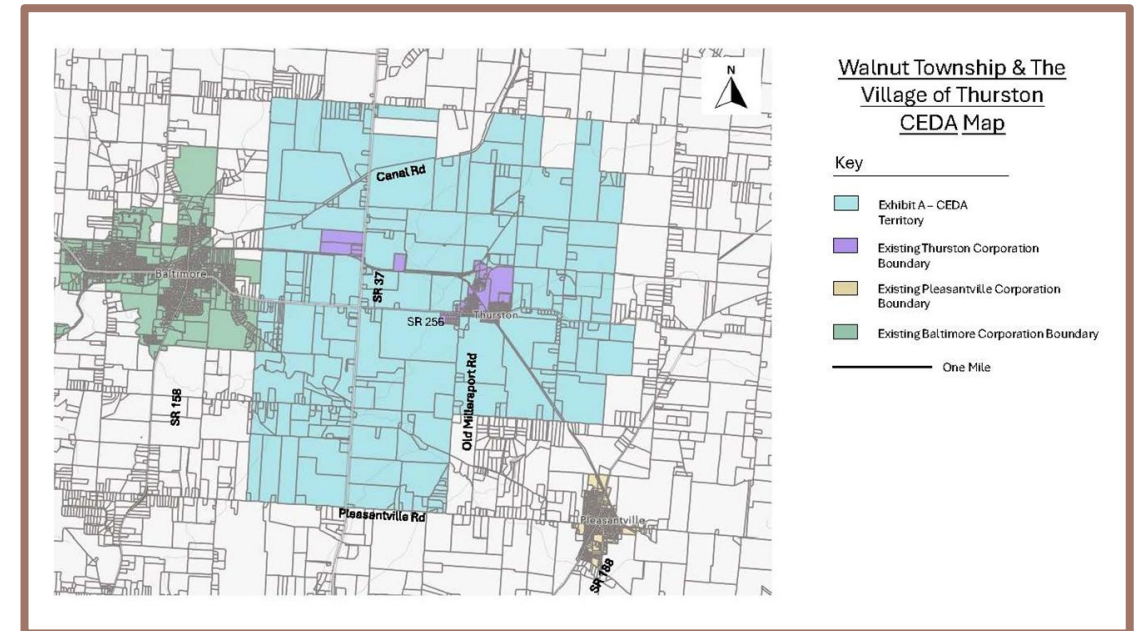
ZONING SOLUTIONS: APPLICANTS

Fairfield County Model Code & Community Partnerships

Aimed to help move additional housing forward.

Zoning Districts Based Upon Character Types

Open Space	Traditional Agriculture	Low Impact/Conservation	Mixed Rural
Rural Residential	Suburban Residential	Employment Center	Crossroad Center
Village Center	Village Growth Areas SF, TF, MF	Mixed Use Center	Transportation & Economic Development Corridor



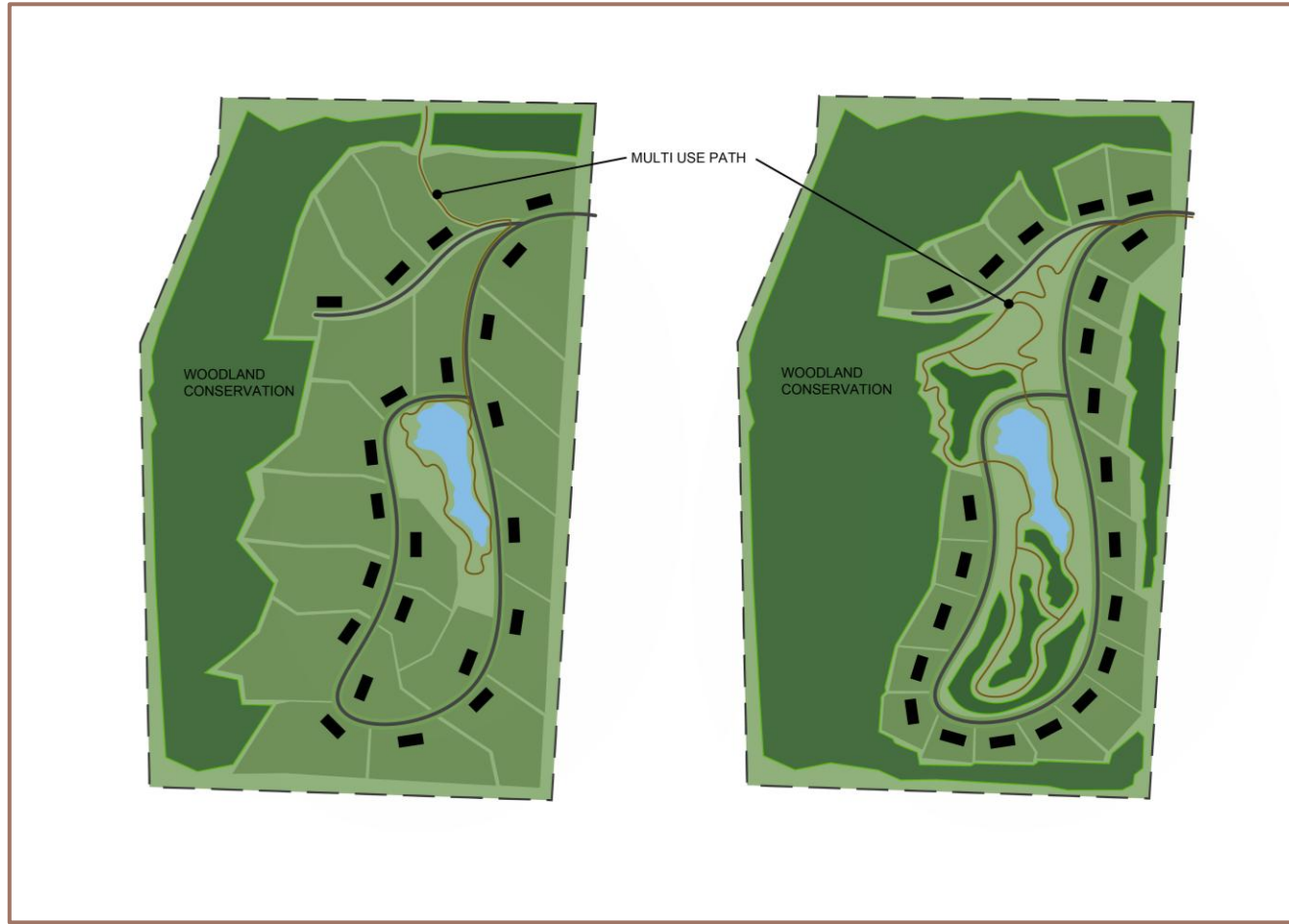
ZONING SOLUTIONS: APPLICANTS

City of Whitehall Land Bank Solutions

- Whitehall CIC Purchased 7 Single-Family Lots
- Donated Lots to the County Land Bank, the Central Ohio Community Improvement Corporation (COCIC)
- COCIC Partnered with Rockford Homes to Build For-Sale Product to Sell to Residents for No More Than \$240,000
- Residents Own the Home, COCIC Owns the Land



ZONING SOLUTIONS: APPLICANTS



Clustered Conservation Regulations

Limited or Expensive Infrastructure

Develop creative zoning standards, such as clustering, to reduce infrastructure costs, maximize open space, and accommodate both on-site and central systems.

ZONING SOLUTIONS

Zoning Staff

ZONING SOLUTIONS: ZONING STAFF

The City Of Lancaster

Updated Zoning Regulations

Implemented zoning that builds in diverse housing options and sets the policy in motion.

1129.06 RESIDENTIAL – MULTI-UNIT (RM)

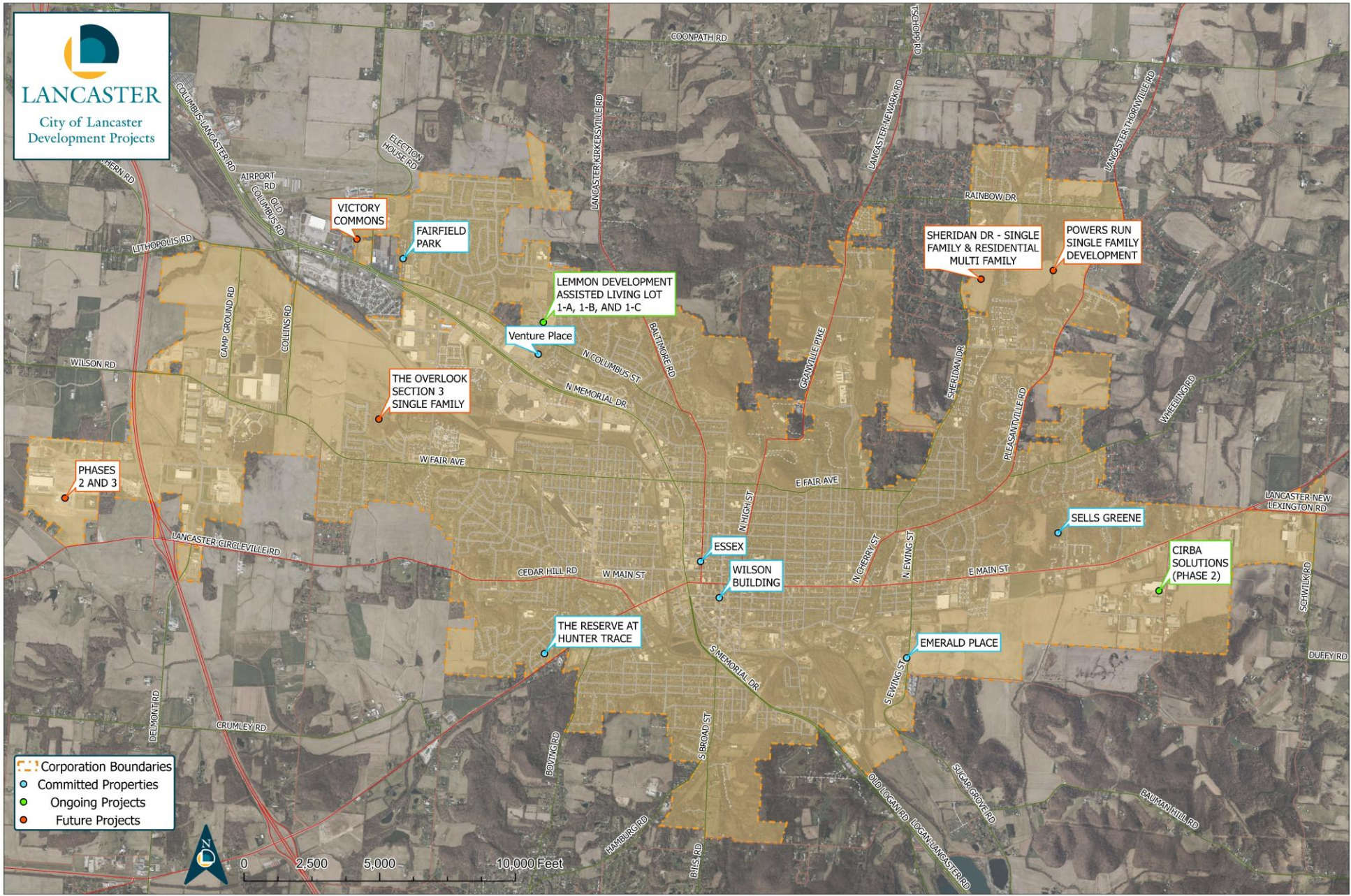
a) Purpose

- To provide for larger, denser multi-unit developments which include apartment complexes, condominiums, triplexes, and townhomes.
- To allow for a broad spectrum of housing choices including senior housing options to accommodate the aging population.
- To provide workforce housing to serve the employees of industries within and adjacent to the City of Lancaster.
- To create walkability within these developments and create pedestrian connections to adjacent areas.

b) Target Areas:



Excerpt from the City of Lancaster's updated zoning code.



ZONING SOLUTIONS: ZONING STAFF

The City Of Lancaster



Emerald Place

- 216 units
- 1-4 Bedrooms
- 40-70% Area Median Income, 100% of units

ZONING SOLUTIONS: ZONING STAFF

The City Of Lancaster



- 95 senior housing units
- 1-2 Bedroom
- 60% AMI, 100% of units

Reserve at Hunter Trace

ZONING SOLUTIONS: ZONING STAFF

The City Of Lancaster

Community Vision & Policy

Implemented the Cedar Hill Neighborhood Area Plan with specific studies for future workforce housing and community amenities, such as a dog park.



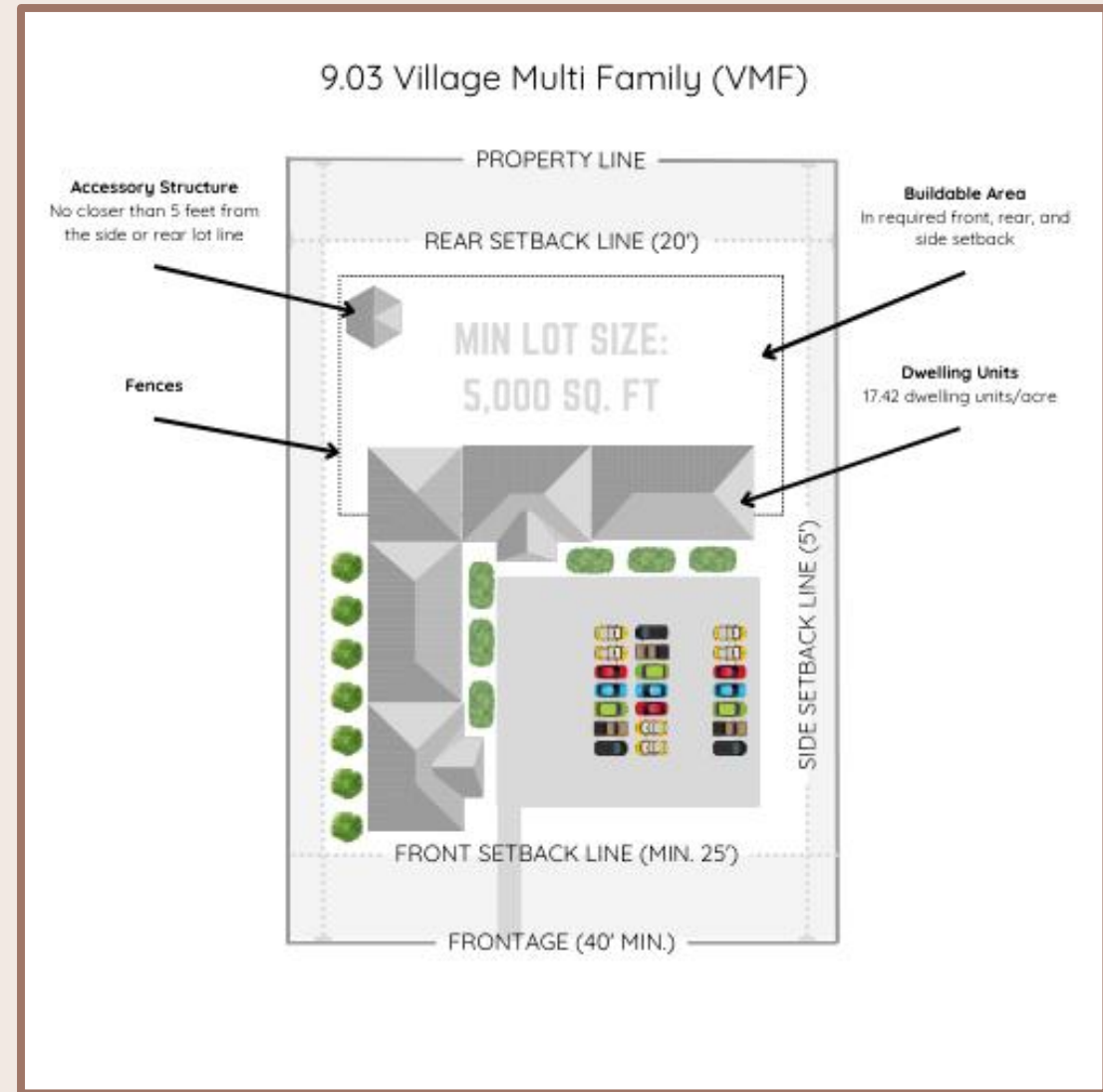
Workforce housing concept from the Cedar Hill Neighborhood Area Plan.

ZONING SOLUTIONS: ZONING STAFF

Fairfield County Model Zoning Code

Best Practice Regulations

Creates alignment between Fairfield County's Townships & Villages.



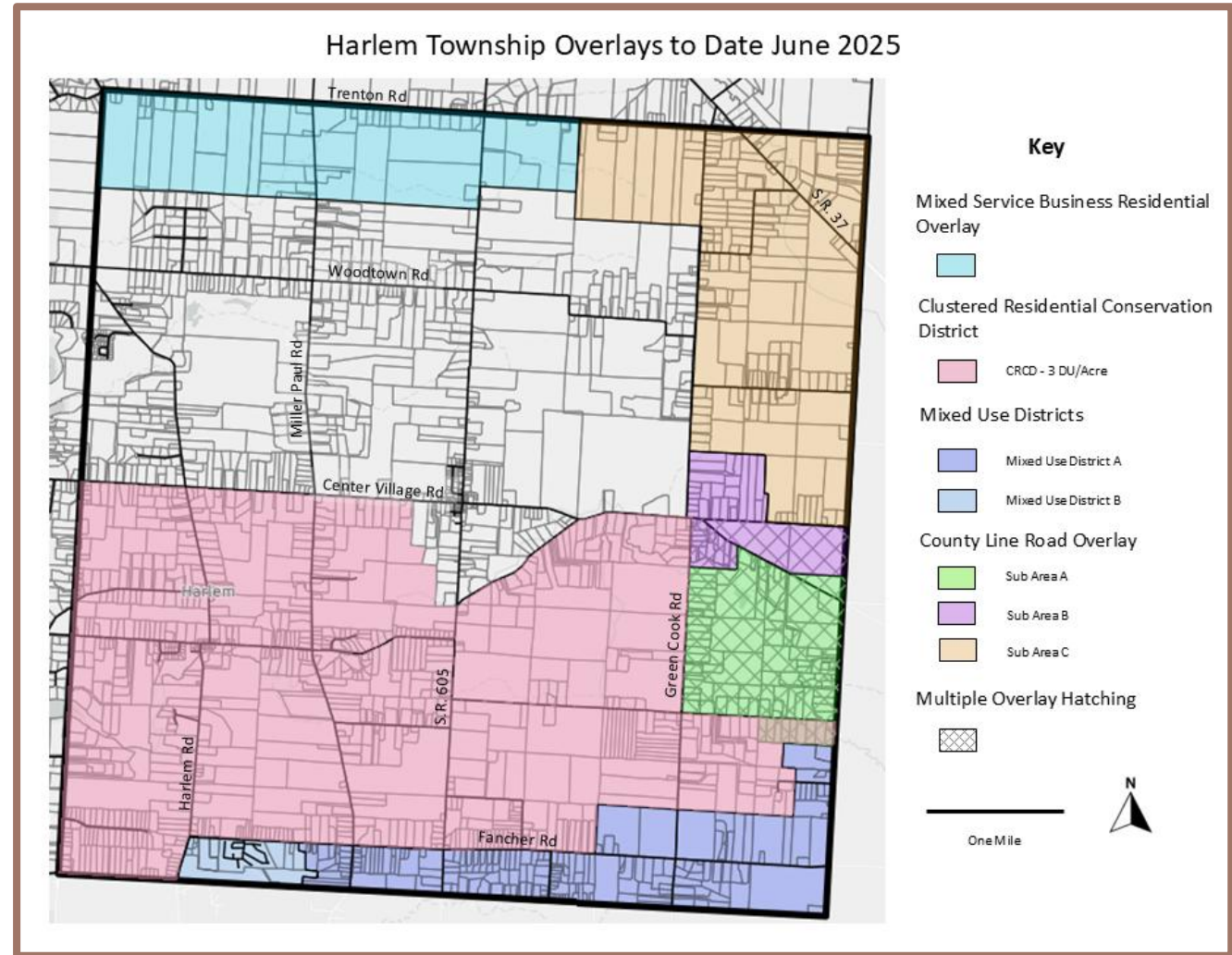
ZONING SOLUTIONS: ZONING STAFF

Harlem Township Overlay Districts

Housing Policy & Updated Housing Regulations

Implemented four overlay districts within the Township, with two specifically focused on housing.

These regulations have opened the door for municipal partnerships toward regional housing goals.



ZONING SOLUTIONS: ZONING STAFF

Harlem Township Overlay Districts

Mixed-Use District

- 8 & 12 units per acre
- Mixed-use buildings, condos, apartments, and senior living

Clustered Residential Conservation District

- 3 units per acre
- Soon to be expanding housing types & implementing “agri-community” options



From Aberlin Springs

ZONING SOLUTIONS

Communities

[illegible]

- About 20,000 Residents
- 12 Minutes East of Downtown Columbus
- Vibrant Immigrant Population – 15.7%
- Median Household Income: \$50,812
- 90% of Students Qualify for Free/Reduced Lunch Program
- 17.3% Residents Below Poverty
 - 1.4x the Rate in Columbus
- Fastest Growing Community in 1960's
- Home to the Columbus Military Base Campus
- Home to the First Regional Strip Mall: Town & Country

ZONING SOLUTIONS: COMMUNITY IMPACTS



The City of Whitehall **Woodcliff Stats**

- About 125 Dwelling Units
- Formerly Military Housing
- Corner of 2 Major Commercial Corridors in the Region
- Abuts Whitehall Community Park + Big Walnut Creek
- Average of 6 Police Calls Daily
- Naturally Occurring Housing/Housing of Last Resort

ZONING SOLUTIONS: COMMUNITY IMPACTS

The City of Whitehall Rockwell District Stats

- 1,000 Dwelling Units
- 20% LIHTC
- Biggest Commercial Investment in Whitehall's History at \$250M



ZONING SOLUTIONS: COMMUNITY IMPACTS

Whitehall Action

- Whitehall Development Blueprint
- CIC Purchased Woodcliff to Sell to Developer At-Cost During Development
- Secured State Demolition Grant
- Secured Additional Grants through Land Bank
- Secured Infrastructure Grants
- Minimizing Administrative Burden to Build
- Development-Friendly Reputation
- Helped to Secure Tax Incentives





ZONING SOLUTIONS: COMMUNITY IMPACTS

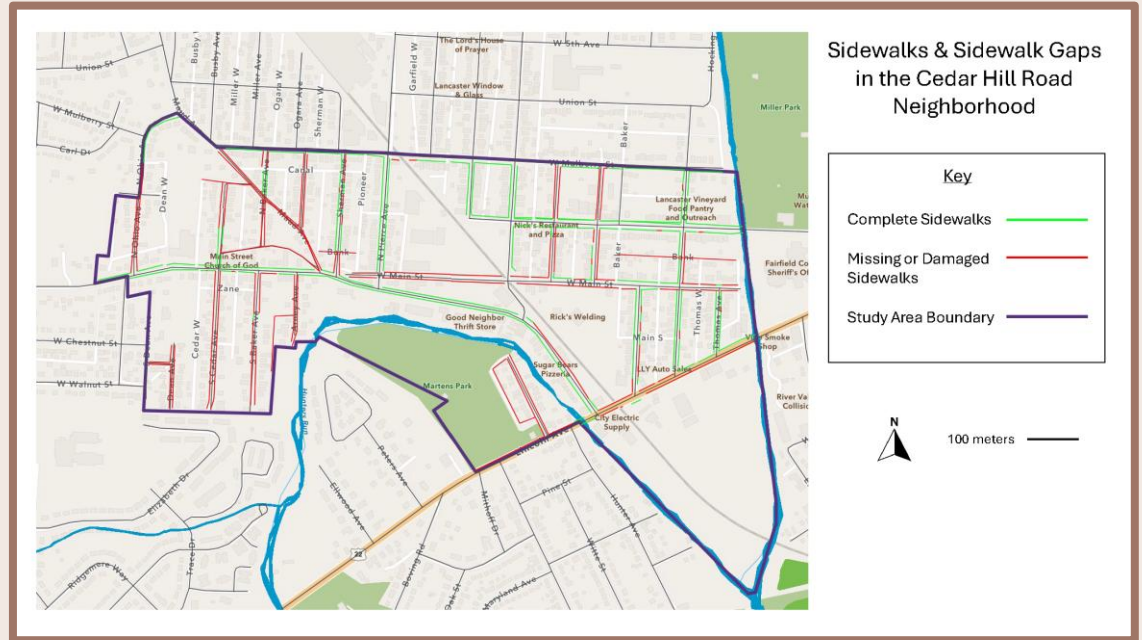
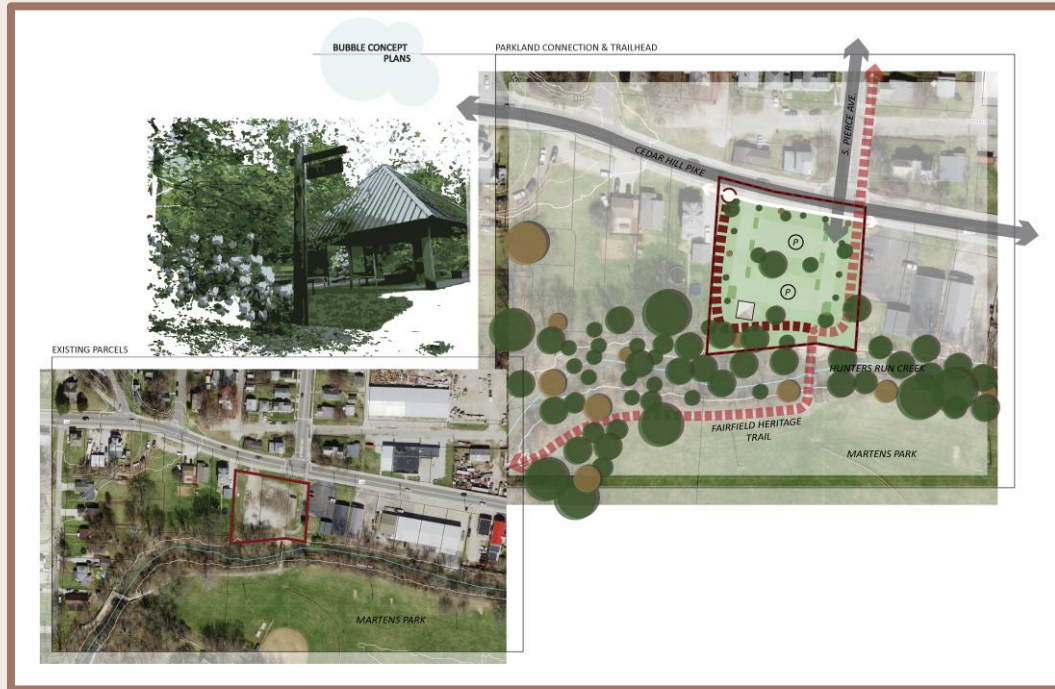


ZONING SOLUTIONS: COMMUNITY IMPACTS

The City Of Lancaster

Supporting Existing Residents

The Cedar Hill Neighborhood Area Plan includes financial resources for existing residents as well as funding sources and methods to improve community infrastructure.



The plan also emphasizes the need for additional attainable housing in the neighborhood to maintain affordability.

ZONING SOLUTIONS: COMMUNITY IMPACTS

Harlem Township 2025 Strategic Plan

In-Depth Engagement & Community Visioning

The 2025 Plan aims to define a changing community's vision for the future with an emphasis on additional housing.

Ongoing engagement to shift perspectives of expanded housing typologies to support a multigenerational community and enhance community focal points.



ADU example from Titus Contracting.



Condominiums & multi-unit dwellings in Hudson, Ohio's downtown.

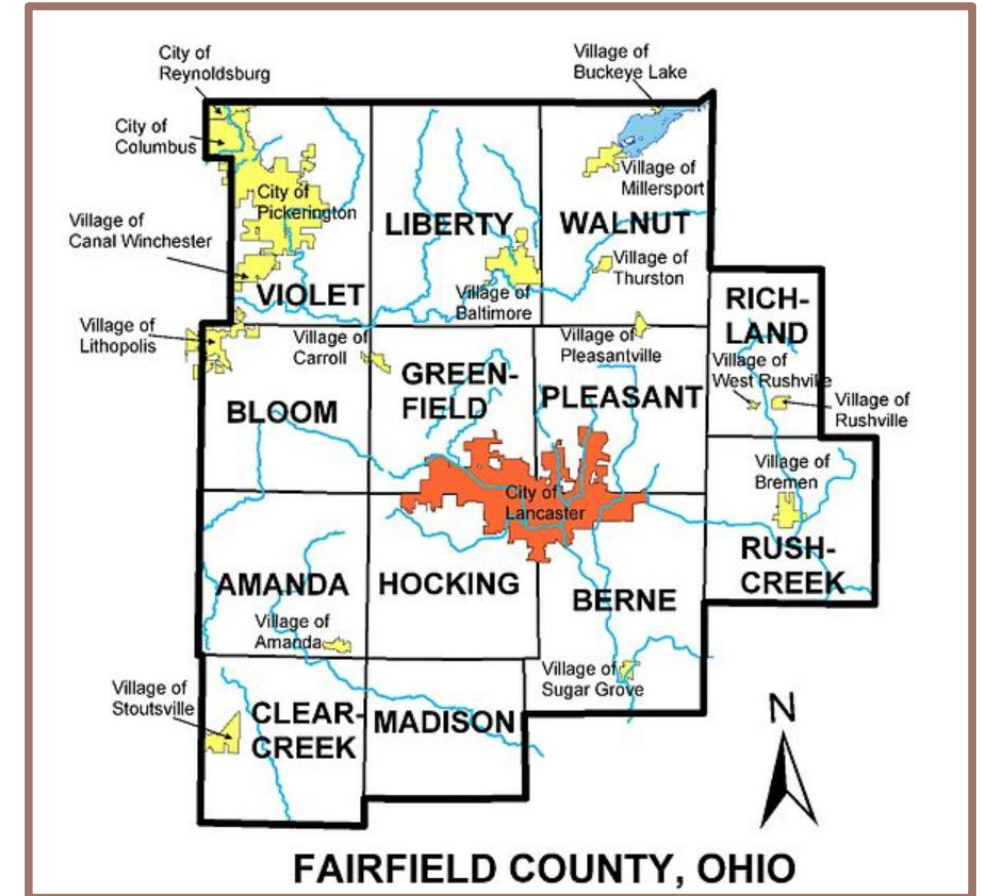
ENGAGEMENT

Building a team of community leaders and meaningfully engaging with residents.

ENGAGEMENT BUILDING YOUR TEAM

Fairfield County Comprehensive Plan & Model Zoning Code

Development Standards	Village Multi Family
Minimum Lot Size (Square Feet)	5,000
Maximum Density (utilize net acres)	17.42 dwelling units/acre
Minimum Frontage (Feet)	40 feet
Minimum Front Setback (Feet)	35 (Public Arterial, Collector, and Local Streets) 25 (Internal Private Streets)
Maximum Front Setback (Feet)	N/A
Minimum Side Setback (Feet)	One-Unit Dwelling, Duplexes, and Triplexes = 5 Multi-Unit Dwellings = 1' setback per 1' of building height; Non-Residential Buildings = 1' setback per 1' of building height
Minimum Rear Setback (Feet)	One-Unit Dwelling, Duplexes, and Triplexes = 5 Multi-Unit Dwellings = 1' setback per 1' of building height; Non-Residential Buildings = 1' setback per 1' of building height
Maximum Height (Feet)	50
Maximum Lot Coverage (Percent)	80
Projection into required setback Cornices, canopies, eaves (roof overhang), fireplaces-chimneys, bay window, porch, stoop, or other similar architectural features may project into a required setback up to two (2) feet.	
Exemptions from required side and rear setbacks Swimming pools, tennis courts, clotheslines, barbeque pits, playground equipment, portable or permanent dog run, house or kennel and similar structures customary and ancillary to the primary residential use of the property may be placed in a required minimum side or rear setback, but in no case shall such uses be closer than five (5) feet from a side or rear lot line.	



ENGAGEMENT CONNECT WITH COMMUNITY ORGANIZATIONS

The City of Lancaster Community Conversations

Creating an engagement hub where residents can learn about multiple initiatives and support services.

Lancaster Community Conversations,
led by Chasilyn Carter,
Lancaster City Planner.



COMMUNITY CONVERSATIONS

Coming to a Neighborhood Near you!

When & Where

- 1 **April 24, 2025 6-8 pm**
Tarhe Trails Elementary School
2141 Greencrest Way
Lancaster, OH 43130
- 2 **April 30, 2025 4-6 pm**
The Senior Hub
1515 Cedar Hill Rd,
Lancaster, OH 43130
- 3 **May 22, 2025 5-7 pm**
Fairfield County Library
219 N Broad St., Lancaster



Featured Community Presentations

City of Lancaster

- Community Development
- Planning, Zoning, Building, Housing & Neighborhoods Depts
- Parks & Recreation
- Utilities Collection

Social Service Agencies

- ADAMH
- Fairfield County 2-1-1 Information & Referral
- The Senior Hub -(Meals on Wheels)

County Service Agencies

- Fairfield County EMA
- Fairfield County Health Department
- Fairfield Center for Independence

Informational Topics

- Cedar Hill Plan - What's Next?
- ADA Plan - We need to hear from you!
- Future Development

Public Participation

- Complete a survey telling us what YOU want to see in YOUR community
- Ideas & questions are welcome!
- Housing & Neighborhoods will have safety product giveaways

For more information, please contact Chasilyn Carter, City Planner, 740-681-5017 ext 1450
Community Development, 104 E Main St., Lancaster

ENGAGEMENT CONNECT WITH EMPLOYERS

The City of Whitehall Changing the Narrative

- Lean into your marketing and PR to get the word out to organizations, employers and your region of your development intentions.
- Leverage BRE efforts to know employers



ENGAGEMENT

CONNECTING WITH EMPLOYERS

The City of Whitehall **Site Stats**

- 90 Year Old Salvage Yard
- 14 Acres on Main Street
- Contiguous to City of Columbus
- Abutting Residential
- Gateway into Whitehall



ENGAGEMENT

CONNECT WITH EMPLOYERS

The City of Whitehall Project Stats

- Whitehall approached by LDG Development
- Whitehall works with Columbus on Boundary Adjustment
- Whitehall works with Developer to secure environmental clean-up funds
- 316 units with community area and extended bike path
- New Whitehall Gateway

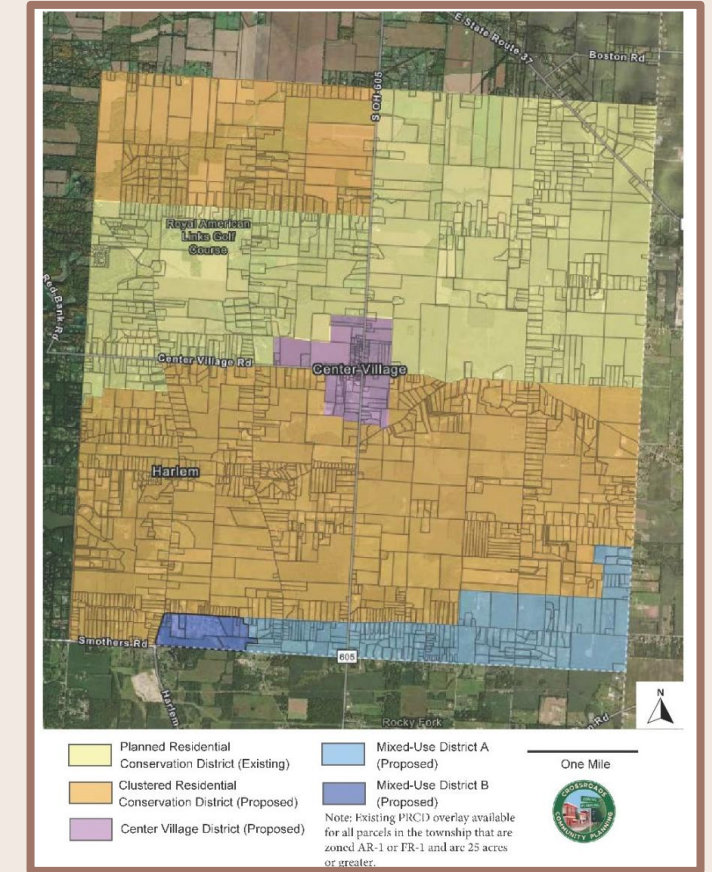
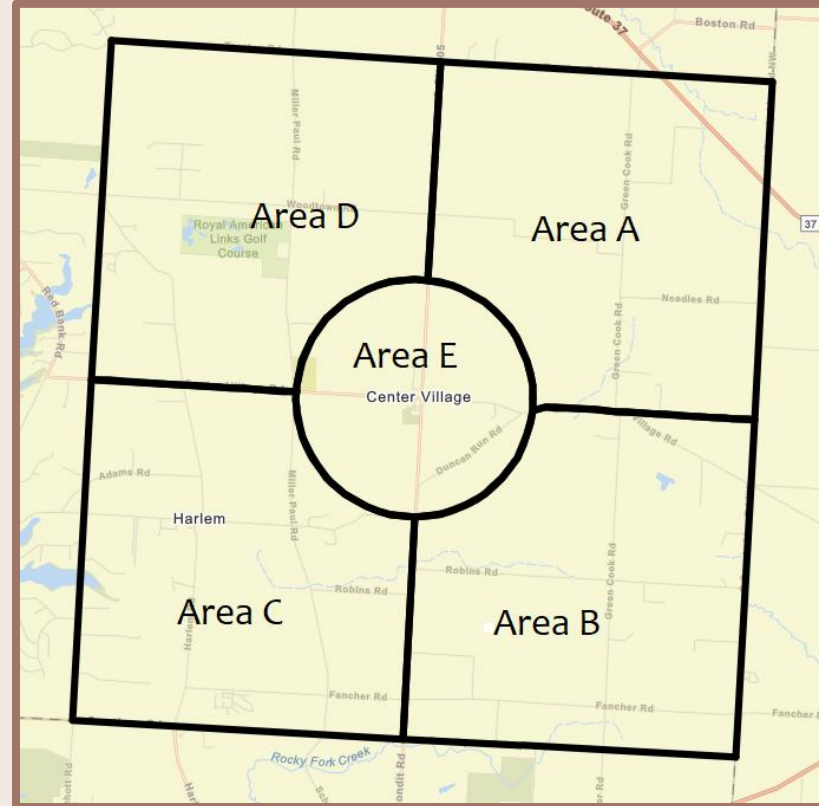


RESIDENT ENGAGEMENT EDUCATION

Harlem Township Quick Strategy Guide & 2025 Strategic Plan

Asynchronous Engagement

- Separated the Township into 5 subareas.
- Held 2 meetings per subarea.
- Allowed for distribution and education regarding area-specific impacts.



RESIDENT ENGAGEMENT INTERACTIVE ELEMENTS



Harlem Township Soup Sessions

Asynchronous Engagement

Provides the opportunity for additional engagement touchpoints with small groups and residents less likely to attend community meetings.

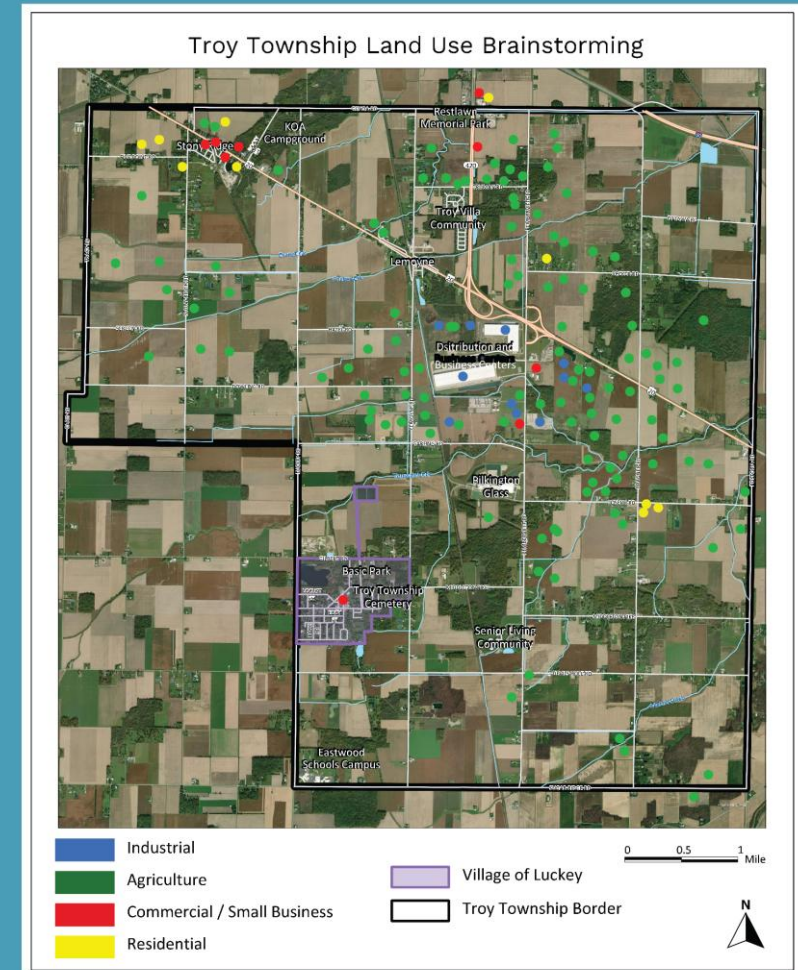
Troy Township

Interactive Public Meetings



Land Use Brainstorming

Please utilize the provided dots to symbolize where you would like to see future land uses - residential, commercial, industrial, etc. Your input will help inform the future land use map within the Comprehensive Plan.



QUESTIONS?

