

# COMMUNITY GOALS AND STRATEGIES

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The vision for this community can be realized only by setting goals, and implementing strategies to achieve them.

## **Implementation Committee**

The recommendations in this plan will require action by township residents to ensure they accomplish their desired effect. Township officials should create a group or committee that is specifically in charge of acting upon and implementing the strategies of this plan. The group could potentially include members of the comprehensive plan committee, zoning committee, economic development committee, a range of other township committees as well as residents.

The implementation committee is as important as the comprehensive planning committee. Without the implementation of the plan, the goals and vision of this document will go largely unfulfilled. It is paramount that the township assign this task to a group of residents who are excited about furthering the goals outlined in this plan. They will take the lead in seeing that the implementation guidelines are being followed and the assigned parties are aware of their responsibilities.

In this section are the goals and strategies developed through the planning process. Included at the end of this section are detailed implementation charts that outline the time frame in which each strategy should be employed and who is responsible for doing so. Some of these steps should be taken immediately, while others are assigned a short term (2-5 years), mid-term (6-10 years), or long-term (11-20 years) window. Other strategies should be ongoing and employed when the need arises. The goals are arranged by agricultural, residential, high-density commercial, local commercial, and industrial land uses, along with goals for natural resources, planning and zoning, community involvement and transportation.

## **AGRICULTURE**

### **Goal 1: Maintain as much agricultural land as possible.**

- Strategy A: Keep or consider increasing the five-acre minimum lot size in the agricultural zoning category.
- Strategy B: Use voluntary programs such as purchase of development rights (PDR), transfer of development rights (TDR) or

purchase of conservation easements to preserve farmland.

- Strategy C: Partner with the Licking Land Trust and Ohio Department of Agriculture to permanently conserve and protect wetlands, woods, farmlands, waterway corridors, and scenic vistas.
- Strategy D: Educate landowners and developers on how farmland preservation programs would work.
- Strategy E: Raise money to help acquire open space and conservation easements. Apply for open space money available from the Licking County Planning Commission.
- Strategy F: Preserve agricultural lands in large contiguous blocks to maintain a consistent agricultural feel throughout strictly enforced agricultural districts.

### **Goal 2: Support programs and policies that will encourage agricultural business and enhance its viability in the township.**

- Strategy A: Establish right-to-farm policies in the community, thereby relieving farmers from farm-related nuisance complaints.
- Strategy B: Develop educational tools to help non-farming people

- understand some of the agricultural issues they may face when living in a farming community (smells, dust, etc.).
- Strategy C: Use the Land Evaluation Site Assessment (LESA) system to evaluate land that could be labeled prime farmland.
- Strategy D: Partner with the Licking County Soil and Water Conservation District to point out areas with the soils most suitable to agriculture activity.
- Strategy E: Refer to the Soil Survey of Licking County, Ohio, USDA, NRCS, to help discover land that has soils most appropriate for agricultural operations.
- Strategy F: Encourage agriculture by helping farmers take advantage of Federal and State Department of Agriculture programs that are designed to help maintain family farms.

**Goal 3: Balance development and agricultural pursuits through flexible zoning and limited infrastructure extension.**

- Strategy A: Maintain or consider increasing the five-acre minimum lot



size in the agricultural zoning category.

- Strategy B: Encourage cluster developments as a part of a Planned Residential Conservation District (PRCD).

**Goal 4: Limit or avoid the extension of water and sewer lines to areas that have the best agricultural land.**

- Strategy A: Investments in infrastructure improvements should be directed into existing urban areas and those marked for such development on the future land use map. This will help to increase urban population capacities and steer dense development away from targeted agricultural lands.
- Strategy B: Specify areas where the extension of water and sewer would be acceptable in the township.
- Strategy C: Where conservation subdivisions or planned unit developments are utilized, water and sewer should be allowed, but at the expense of the developer.

**RESIDENTIAL**

**Goal 1: Allow for high-density residential housing that will benefit the township and limit the negative effects it could bring.**

- Strategy A: Allow the construction of multi-family housing only as a

part of a larger development plan. Multi-family housing should be mixed with single-family dwellings.

- Strategy B: Consider amending the zoning resolution to specify limits on units and floors in multi-family buildings. The maximum multi-family allowed should be in accordance with the limits set in the PRD text of the Etna Township Planning Resolution.
- Strategy C: Consider updating the zoning resolution so higher density residential development only occurs in areas that are served by central water and sewer. Water and sewer extension should not be paid for by taxpayers; these services would be provided by the developer.
- Strategy D: Consider amending the zoning resolution to include requiring multi-family dwellings to have attached garages.

**Goal 2: Maintaining a rural atmosphere around agricultural land that is developed residentially.**

- Strategy A: Continue to use and implement the Planned Residential Conservation District (PRCD) in the Etna Township Zoning Resolution. Require 50% of the development to be preserved as open space.
- Strategy B: Consider amending the PRCD in the Etna Township Zoning Resolution to ensure that

dedicated open space in residential subdivisions is contiguous and available to all residents.

- Strategy C: Consider amending the PRCD in the Etna Township Zoning Resolution to allow up to 50% of open space to be used as working farmland.
- Strategy D: Consider amending the PRCD in the Etna Township Zoning Resolution so curbs and sidewalks are not allowed in these developments, but bicycle and hiking paths would be.
- Strategy E: Consider strengthening agricultural buffering requirements in the Etna Township Zoning Resolution, to minimize the impact that non-agricultural development will have on the surrounding rural environment.

### **Goal 3: Update the residential zoning requirements to reflect the rural nature of the township.**

- Strategy A: Consider updating the residential zoning section of the Etna Township Zoning Resolution to require increased minimum lot size for residential land use areas.
- Strategy B: Consider updating the Etna Township Zoning Resolution to increase the minimum lot size for agricultural land use areas.
- Strategy C: Consider updating the Etna Township Zoning Resolution to

provide pedestrian-oriented and bicycle-friendly options in all new subdivisions.

- Strategy D: Consider updating the Etna Township Zoning Resolution to require all new residential buildings to access the internal roadway and not the existing roadway.
- Strategy E: Consider updating the Etna Township Zoning Resolution to require new developments to maintain existing features that reflect a rural or agricultural nature. Features such as fencerows and barns are examples of such elements. What constitutes usable features should be determined at the discretion of the Etna Township Zoning Commission.

### **Goal 4: Connect residential neighborhoods with each other.**

- Strategy A: Interconnect neighboring residential subdivisions with roads, walkways, bike paths and shared open space.
- Strategy B: Develop a bike and walking path plan for the township that will link neighborhoods and provide residents with additional recreation opportunities.

### **Goal 5: Develop Etna proper as a traditional urban town center.**

- Strategy A: Consider updating the Etna Township Zoning Resolution to

include a traditional urban zone that allows for a mix of residential, civic and commercial uses.

- Strategy B: Live-work units should be encouraged, for example small shops on lower levels with living units above.
- Strategy C: The Etna Township Zoning Resolution should include a traditional urban zoning category that allows housing options for varied incomes and age groups.
- Strategy D: Buildings in the traditional urban zone should be limited to the maximum height of 35 feet.
- Strategy E: The zoning resolution should be updated so that setbacks in the traditional urban zones are very small, requiring new buildings to be right off the sidewalk.
- Strategy F: Parking standards should be established for the town center.
- Strategy G: Establish architectural review standards for Etna proper that include front porches, street shade trees, on-street parking, detached garages, pedestrian friendly designs and rural aesthetic features.
- Strategy H: Enhance the appearance of Etna proper through streetscaping and building improvements.
- Strategy I: Establish signage and lighting requirements for this area that are appropriate for a town center environment.

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- Strategy J: Allow for suburban style development close to the town center. Establishing larger neighborhoods in this area that are within walking distance will increase the retail viability of Etna proper.

### HIGH-DENSITY COMMERCIAL

#### Goal 1: Limit high-density commercial development to the areas designated on the Future Land Use Map.

- Strategy A: Establish a future land use map that designates a few specific nodes in the township where high-density commercial development would be acceptable.
- Strategy B: Establish a future land use map that directs new high-density commercial to major intersections.
- Strategy C: Allow new high-density commercial only where the proper infrastructure is readily available.
- Strategy D: Zoning Map Amendments of these areas should lean toward GB-1, GB-2, and GB-3 uses. Other districts are discouraged in these areas.

#### Goal 2: Develop high-density commercial uses in a manner that



**promotes rural aesthetics and high-quality architectural design.**

- Strategy A: Consider updating the GB-1, GB-2, and GB-3 sections of the zoning resolution to include more stringent landscaping and design criteria that reflect a rural look and feel (i.e. mounding, large setbacks, parking lot greenery etc.).

#### Goal 3: Don't let high-density commercial development degrade the existing traffic infrastructure.

- Strategy A: Require developers and commercial businesses to make needed improvements to the existing roadways in accordance with the increase of traffic expected from their particular development. The township should mandate these improvements during the zoning map amendment process.
- Strategy B: Communicate with the Licking County Planning Commission, the Licking County Area Transportation Study, the Mid-Ohio Regional Planning Commission, and the Ohio Department of Transportation to discover when, where, and what type of traffic improvements may be necessary based on a development's traffic-impact analysis. Correspond with the Licking County Planning

Commission to ensure improvements are platted and implemented.

### LOCAL COMMERCIAL

#### Goal 1: In commercial areas local retail, office, professional, and services serving the local population will be mixed.

- Strategy A: Use the PUD development tool to establish a mix of uses as identified on the future land use map.
- Strategy B: Create attractive gateways at the principle entrances to Etna Township through upgraded land uses, streetscape improvements, and signage.
- Strategy C: Permit GB-1, LB, AB, and PRO zoning districts in the areas designated for Local Commercial where appropriate.

#### Goal 2: Develop commercial uses in a manner that promotes rural aesthetics and high-quality architectural design.

- Strategy A: Continue to develop the regulations for an architectural review board to help regulate aesthetic requirements for new development.
- Strategy B: Discourage strip commercial establishments that perpetuate a sprawling suburban look.

**Goal 3: Don't let commercial development degrade the existing traffic infrastructure.**

- Strategy A: Cross-access, shared parking lots, and proper placing of access points should be encouraged for all newly developed commercial businesses.

**Goal 4: Make commercial developments bicycle and pedestrian friendly.**

- Strategy A: Establish a preliminary bicycle and pedestrian plan laying out acceptable routes for potential multi-use paths in the township, to increase community walkability.
- Strategy B: Use future commercial areas as destination points on the bicycle and pedestrian plan.
- Strategy C: Consider updating the Etna Township Zoning Resolution to establish requirements for new developments to include accommodations for bicycle and pedestrian traffic (i.e. bicycle racks, sidewalks, bicycle paths, hiking/biking trails, etc.)
- Strategy D: Connect commercial developments to residential developments with bicycle paths and sidewalks.
- Strategy E: Set up architectural requirements to ensure that entrances and facades are appropriate for pedestrians and

bicyclists, and not only to vehicular traffic.

**INDUSTRIAL**

**Goal 1: Provide new jobs for township residents.**

- Strategy A: Participate in the Licking County Retention and Expansion Task Force, facilitated by the Licking County Planning Commission.
- Strategy B: Continue to work with surrounding communities on economic development incentives that will attract new businesses to areas designated for industrial development in the township.
- Strategy C: Continue to maintain an active economic development committee.
- Strategy D: To attract industrial businesses, the township should maintain and improve the existing infrastructure.

**Goal 2: Expand tax revenue generating enterprises in the township.**

- Strategy A: Participate in the Licking County Retention and Expansion Task Force, facilitated by the Licking County Planning Commission.
- Strategy B: Continue to work with surrounding communities on economic development incentives that will attract new businesses to areas designated for industrial development

in the township.

- Strategy C: Continue to maintain an active economic development committee.
- Strategy D: To attract industrial businesses, the township should maintain and improve the existing infrastructure.

**Goal 3: Limit newly established businesses in the proposed manufacturing districts to industries that do not harm the environment.**

- Strategy A: Clean and green industries should be encouraged and recruited through township incentives.
- Strategy B: The township should collaborate with the Ohio EPA on enforcement of applicable environmental regulations.

**Goal 4: Protect agriculturally designated lands by strictly limiting future industrial and manufacturing enterprises to zones deemed appropriate for them on the future land use map.**

- Strategy A: Limit the amount of new industrial expansion by clearly identifying a few areas where these businesses are acceptable.

**NATURAL RESOURCES**

**Goal 1: Preserve the open areas, working farmland, and natural resources (tree**

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canopy, rivers, streams, floodplain, steep slopes and wetlands) that contribute to the rural character of Etna Township.

- Strategy A: Partner with the Ohio Department of Natural Resources and the Licking County Soil and Water Conservation District to identify areas that are of special importance to the natural environment.
- Strategy B: Educate residents on farmland preservation programs, such as the Ohio Department of Agriculture: Agricultural Easement Purchase Program.
- Strategy C: Develop a tree preservation plan that plans for planting new trees and maintaining the health of existing trees.
- Strategy D: Consider updating the zoning resolution to encourage developers to set aside environmentally sensitive areas as green/open space in these developments.
- Strategy E: Implement woodland preservation regulations to safeguard the finest wooded areas in the township for animal habitat, rural character, and environmental benefits.



### Goal 2: Retain wildlife cover and travel corridors to promote wildlife migration throughout the Township.

- Strategy A: Partner with the Ohio Department of Natural Resources and the Licking County Soil and Water Conservation District to identify those areas that are of particular significance to wildlife habitat.
- Strategy B: Implement woodland preservation regulations to safeguard the finest wooded areas in the township for animal habitat, rural character, and environmental benefits.
- Strategy C: Prohibit the destruction and encourage the restoration of significant waterway corridors in the township.

### Goal 3: Preserve the rural aesthetic appeal along township roadways.

- Strategy A: Update the Etna Township Zoning Resolution to require large rural setbacks along identified rural corridors.
- Strategy B: Maintain existing landscaping along major corridors, especially the green medians running along the central and eastern portion of US 40.
- Strategy C: Establish architectural design guidelines that require new developments be designed with a rural appearance when seen from all public throughways.

- Strategy D: Work to include street trees in the plans for new and existing roadways.

### Goal 4: Retain historic and agricultural structures, where feasible, in new developments.

- Strategy A: Encourage and incentivize the preservation of original character and land use. Culturally or historically significant structures should be incorporated into the design of a new development.
- Strategy B: Collaborate with the West Licking Historical Society to maintain a list of historically and culturally significant properties and structures, including Highpoint Park, National Road, National Road mileage markers, and the Grange Hall (Old Etna School).

### Goal 5: Preserve scenic views, where feasible, as open space in Planned Residential Developments or Conservation Subdivisions.

- Strategy A: Use the Planned Unit Development zoning tool to ensure proper open space is dedicated in new developments.
- Strategy B: Encourage on-site visitation by the Etna Township Zoning Inspector, Zoning Commission, and Trustees when zoning map amendments

are proposed, to determine when and where scenic views are present.

**Goal 6: Link Planned Residential Developments (PRDs) and Conservation Subdivisions with common green spaces and paths.**

- Strategy A: The Etna Township Zoning Commission should work with developers to ensure open space requirements are met and that future developments are connected with multi-use paths.

**Goal 7: Preserve a high degree of environmental quality by contributing to the protection of air, water, and soil quality, and the continued well being of plant and animal life.**

- Strategy A: Partner with the Ohio Departments of Agriculture, Natural Resources, and Development, and the Licking County Soil & Water Conservation District to engage in green infrastructure planning.
- Strategy B: Allow for environmentally-friendly construction methods, such as pervious concrete, bioswales, and green roofs.
- Strategy C: Implement stream corridor setbacks to keep development and impervious surfaces away from the streams. Encourage the use of the Streambed

Conservation Reserve Program through the Farm Services Administration of the USDA.

- Strategy D: Ensure the protection of the local aquifer by implementing a Wellfield Protection Zoning District. This district should be implemented as an overlay district that replicates the Ohio EPA's mapped five-year Protection Zone for Southwest Licking Water & Sewer District's water wells. This district should include Sections 905-910 of the Southwest Licking Water & Sewer District's Wellfield Protection Regulations and follow current regulations as they are updated, as well as a list of uses that will be prohibited in the district due to their probability of pollution.

**Goal 8: Promote green energy.**

- Strategy A: Explore programs and policies that will promote environmentally friendly construction, energy-saving concepts, and the proper use of natural resources.

**Goal 9: Mitigate the harmful effects of radon gases.**

- Strategy A: Work with and through the Licking County Health Department to ensure current and future residents of Etna Township

are educated about the dangers of radon gas.

- Strategy B: Encourage the Licking County Building Codes Department, Licking County Commissioners, and the State of Ohio to implement Building Code Regulations in Licking County that would require all new residential construction to be radon-resistant.

**PLANNING AND ZONING**

**Goal 1: Engage in proactive planning that will improve the quality of life in Etna Township.**

- Strategy A: Continue to develop architectural design regulations for new commercial construction.
- Strategy B: Seek out and obtain grants to aesthetically improve and redevelop existing businesses.
- Strategy C: Use economic development programs and incentives, as well as creative planning and zoning tools, to encourage the development of LEED certified business and industry in the township.
- Strategy D: Update the zoning resolution to match the new comprehensive plan.
- Strategy E: Establish regulations limiting negative effects of existing and future nuisance properties and businesses (i.e. junkyards, car lots, car repair shops, etc.).

- Strategy F: The township should establish an exterior property maintenance code to help maintain property values throughout the community.

## COMMUNITY INVOLVEMENT

### Goal 1: Encourage collaboration among surrounding communities.

- Strategy A: Continue strong working relationships with the Licking County Planning Commission and the Mid-Ohio Regional Planning Commission.

### Goal 2: Foster community involvement and engagement.

- Strategy A: Encourage or host community events where residents can meet informally and get to know each other.

## TRANSPORTATION

### Goal 1: Encourage automobile, pedestrian and bicycle interconnectivity throughout the community.

- Strategy A: Establish a preliminary bicycle and pedestrian path plan laying out acceptable routes for potential multi-use paths in the township.

### Goal 2: Ensure the rural aesthetic integrity of State Route 40 by maintaining the green median islands that divide the road.

- Strategy A: Explore state and federal programs that will help facilitate the continued maintenance and upkeep of these attractive places.
- Strategy B: Research grant programs that will help to fund multi-use path installation.

### Goal 3: Provide for the safe and efficient flow of traffic through the use of sound access management regulations.

- Strategy A: Etna Township, the Licking County Planning Commission, and the Ohio Department of Transportation should collaborate to enforce existing access management regulations. Illegal access points should be eliminated and brought into compliance with current regulations.

### Goal 4: Properly plan for increased truck traffic caused by future industrial development.

- Strategy A: The township should continue to explore potential alternate truck routes and the improvement of State Route 310, as well as the feasibility of a future interchange off of Interstate 70.

