

COMPREHENSIVE PLAN

2025



CITY OF LONDON, OHIO

ACKNOWLEDGMENTS

Thank you to the steering committee members, stakeholders, community members, staff, and officials who invested their time and expertise in the creation of the 2025 London Comprehensive Plan.

London Comprehensive Plan Steering Committee

Patrick Closser, City of London Mayor	Steve Lelonek
Rex Castle, City of London Staff	Lisa Jackman
Eve Breedlove, City of London Staff	Katie Tobin
Bill Long, City of London Street Department	Josh Alcott
Landon McKenzie, City of London Parks & Rec	Brenda Russell
David Kell, Madison County	Scott Sims
Paul Gross	Joe Mullins
Tom Coughlin	Mike Hopkins
Andy Warnock	Henry Comer
Cole Antle	Andy Morse
Patrick Grabill	Joe Moiser

Prepared for:

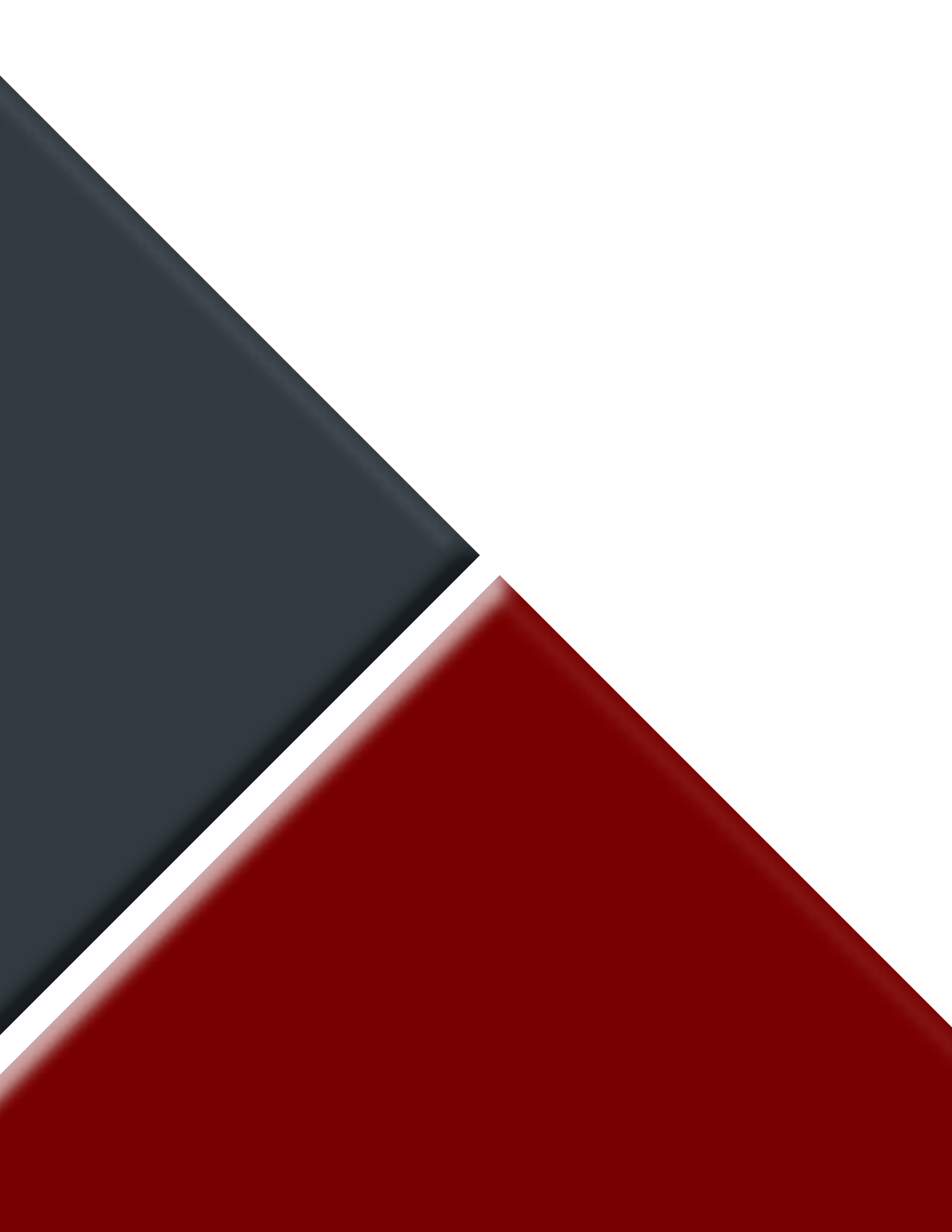


Prepared by:



Table of Contents

01	PLAN OVERVIEW	<i>6 pg.</i>
	About the Plan	
	Planning Process	
	Plan Input	
	Plan Framework	
	How To Use The Document	
	Additional Plan Integration Methods	
02	COMMUNITY CONTEXT	<i>12 pg.</i>
	Regional Context	
	The Study Area	
	Community Demographics	
	Existing Conditions Mapping	
	Market Analysis	
	Key Takeaways	
03	COMMUNITY ENGAGEMENT	<i>50 pg.</i>
	Steering Committee	
	Stakeholders	
	Online Public Survey	
	Public Open Houses	
	Key Takeaways	
04	PLAN FRAMEWORK	<i>72 pg.</i>
	Goals + Objectives	
	Future Place Typologies	
	Housing & Economy	
	Mobility & Connectivity	
	The Corridors	
	Downtown Revitalization	
	Parks & Recreation	
	The Focus Areas	
05	IMPLEMENTATION	<i>140 pg.</i>
	Implementation Matrix	



01

Plan Overview

01

Plan Overview

ABOUT THE PLAN

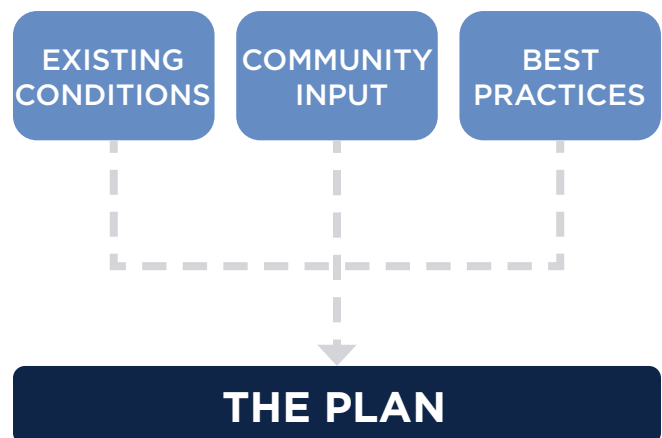
The City of London began partnering with OHM Advisors in 2024 to develop a comprehensive plan to guide the city's land use, zoning, housing, mobility, and economic development efforts over the next decade. The comprehensive plan was created through extensive research, analysis, and public engagement to ensure that its recommendations reflect the community's values and aspirations.

The planning process included input from a market analysis consultant, city staff, a dedicated project Steering Committee, and London's residents and business owners. The Steering Committee was composed of a diverse group of community members, including elected and appointed officials, local public and private sector stakeholders, and general community representatives, ensuring that multiple perspectives were considered throughout the process.

The 2025 Comprehensive Plan serves as a blueprint for London's future, providing a clear direction for how and where the city should grow over the next ten years. Beyond guiding growth, the plan establishes community-wide goals, objectives, and actions that address key priorities such as economic development, land use, non-motorized transportation, housing, and other initiatives essential to the city's long-term success and sustainability.

The following are some specific elements the comprehensive plan helps achieve:

- Defines a cohesive vision for London's future through clear land typology designations that guide growth and development.
- Identifies and prioritizes catalyst projects that have the potential to stimulate economic growth and enhance the public realm.
- Fosters broad-based support and collaboration by aligning the goals of both the public and private sectors.
- Establishes measurable goals and performance indicators to monitor progress.



The plan was created by integrating three key inputs: existing conditions, community input, and best practices.

PLANNING PROCESS

The 2025 Comprehensive Plan process spanned approximately 10 months and included both technical research and public involvement. The planning process was developed at the beginning of the project, and included five phases: investigate, inform, insight, invent and implement. This process helped guide project activities, many of which were carried out concurrently in order to maintain the overall project schedule.

Investigate

The planning team defined its scope of services and conducted several key foundational tasks. A preliminary review of existing conditions was completed to establish a baseline understanding of the city's current state. Members of the Steering Committee were identified and invited to participate, ensuring diverse representation from the community throughout the process. The first Steering Committee meeting focused on setting project goals and initiating the visioning process.

Inform

This phase involved comprehensive data collection, market analysis, and detailed mapping. The team assessed this information independently and in the context of current market trends to identify key patterns and opportunities. The analysis findings were presented to the Steering Committee to gain feedback and verify the data to ensure it aligned with local insights.

Insight

Public input was gathered to gain a deeper understanding of the community's aspirations for the future. This phase involved conducting stakeholder interviews, holding Steering Committee meetings, and conducting a public open house. This collaborative process played a critical role in shaping the foundation of the comprehensive plan, ensuring that its recommendations are not only data-driven but also aligned with the community's unique needs, values, and aspirations.

Invent

This planning phase focused on creating goals, objectives, and actions to guide the city for the next decade. A draft Future Place Typologies map and priority projects addressing community needs were presented. The Steering Committee provided feedback through an iterative process, and a public open house allowed the community to review and comment on the draft plan.

Implement

In the final phase of the planning process, the completed components of the comprehensive plan were compiled into a cohesive and accessible document. This phase focused on developing targeted implementation steps to guide the City of London in translating the plan's vision and recommendations into actionable outcomes.



PLAN INPUTS

The City of London 2025 Comprehensive Plan is a forward-looking blueprint for the city's future. It incorporates multiple layers of input derived from quantitative data and qualitative insights, ensuring that the plan is technically sound and reflective of community priorities. The following outlines these key inputs and their role in shaping the plan.

Existing Conditions

The analysis of existing conditions and a thorough market analysis provided critical information that established a baseline for future recommendations. Each aspect of the community was assessed individually and collectively offering a comprehensive understanding of current dynamics and identifying key opportunities to guide future planning efforts.

Steering Committee + Stakeholder Guidance

The planning team collaborated with a dedicated steering committee and engaged with key stakeholders through interviews to gather valuable insights and perspectives. The issues and opportunities identified in these discussions validated the findings from data analyses and public engagement. The contributions of these committed community members were crucial in shaping the project framework and guiding the development of a plan that reflects a collective vision for the future.

Public Input

Community engagement was crucial in informing and shaping the Comprehensive Plan. Public input was collected through two open house sessions, each with a specific purpose. The first open house provided an opportunity for community members to share their insights on key issues, opportunities, and their vision for the future. The second open house presented the draft plan and its recommendations, allowing the community to review the plan and provide feedback.



PLAN FRAMEWORK

The integration of the existing conditions analysis, public input, and committee and stakeholder insights informed the development of the Plan Framework (*see Chapter 4*). The Plan Framework chapter is broken into eight Plan Elements.

- » Goals & Objectives
- » Future Place Typologies
- » Housing & Economy
- » Mobility & Connectivity
- » The Corridors
- » Downtown Revitalization
- » Parks & Recreation
- » The Focus Areas

The **Goals and Objectives** section outlines both long-term and short-term strategies aimed at fostering the growth and sustainability of the City of London. These goals and objectives align with the community's needs, available resources, and future aspirations. The following themed elements within the plan framework support one or more of the city's goals and objectives.

The **Future Place Typologies** element illustrates how land should be zoned and ultimately developed in the future and provides guidance on updating the city's zoning code to align with the community's land use vision. The **Housing and Economy** element supports planned residential development and housing supply initiatives.

The **Mobility and Connectivity** section outlines improvements to non-motorized transportation, ensuring easy access and smooth movement throughout the city. **The Corridors** section highlights the need for infill development and redevelopment along major routes and beyond the city limits. **The Downtown Revitalization** area focuses on ongoing redevelopment efforts in the downtown area. **The Parks and Recreation** section emphasizes the importance of green spaces and recreational areas, highlighting opportunities for park enhancements and the potential development of a recreation center.

Lastly, the **Focus Areas** section outlines four specific areas within the City of London that have been identified for targeted investment, revitalization, and infrastructure improvements to drive meaningful change and align with the city's long-term vision.

PLAN ELEMENTS



Goals & Objectives



Future Place Typologies



Housing & Economy



Mobility & Connectivity



The Corridors



Downtown Revitalization



Parks & Recreation



The Focus Areas

HOW TO USE THIS DOCUMENT

The Comprehensive Plan serves as the City of London’s “blueprint” for the future, outlining a clear vision supported by a range of improvement projects and proposed steps to bring that vision to life. It provides a strategic framework to guide growth, development, and enhancements that align with the city’s goals and aspirations. Specifically the plan achieves the following:

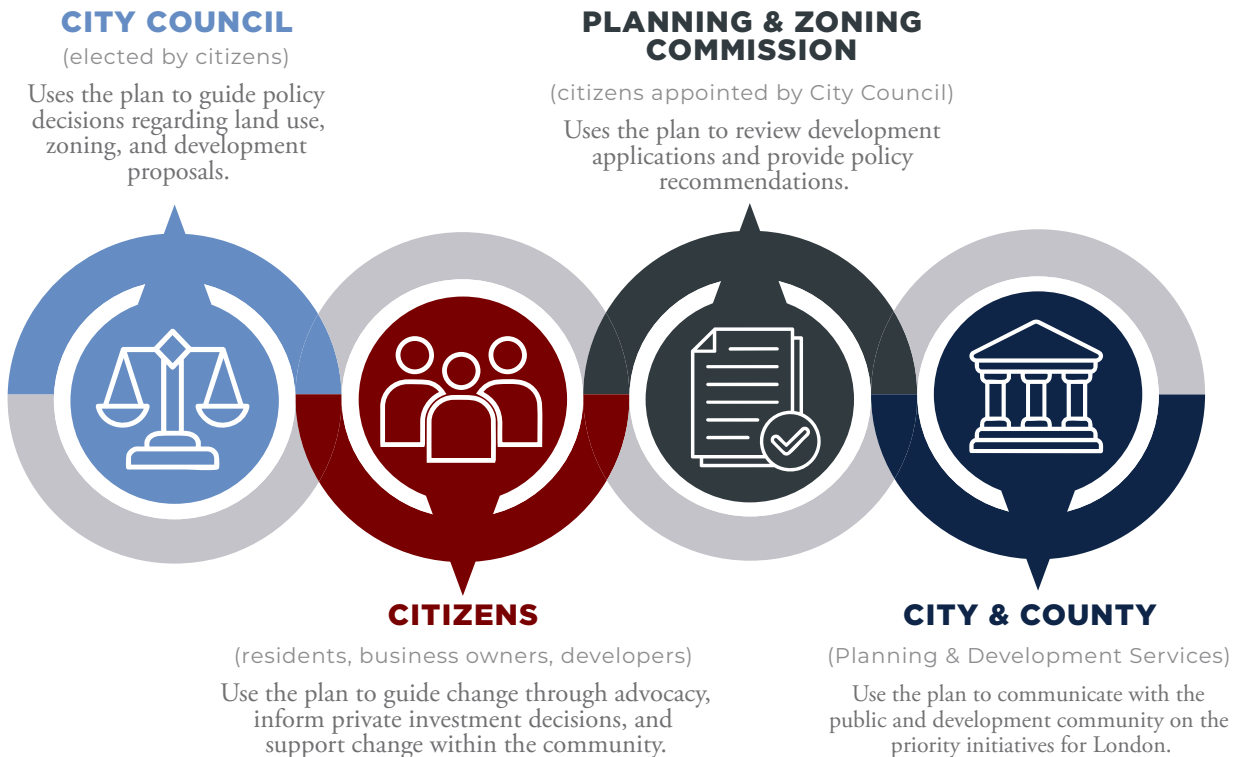
- » It translates the community’s values into goals and objectives. It serves as a policy guide that addresses the existing conditions such as important social, natural resource, and economic aspects of the community.
- » Outlines priority improvement projects within the city through design concepts, action steps, and potential funding initiatives.
- » Considers other municipal documents, initiatives, and supports ongoing projects within the community.

The City of London Comprehensive Plan is a living document that should be reviewed annually and updated as needed. The city will oversee its implementation and coordinate the efforts of those identified as responsible for carrying it out. As conditions evolve and various plan sections are implemented, the city may identify additional projects or strategies to help achieve its desired goals and objectives.

Who Will Use The Plan?

The plan is intended to be used by a variety of audiences. The following are select groups that may most frequently utilize the plan:

- » City Council - Elected officials use it to guide future policy decisions and development proposals.
- » City Organizations and Boards - Citizens appointed by City Council can use the plan to provide policy recommendations to City Council.
- » City and County - Use the plan to communicate with the public and development community on the priority initiatives for the City of London.



ADDITIONAL PLAN INTEGRATION METHODS

The following are some additional ways in which goals and objectives from this plan can be implemented:

Annual Work Programs & Budgets

Individual city departments and administrators should be cognizant of the contents of the plan when preparing annual work programs and budgets. Plan recommendations should be considered when reviewing budgets and capital plans.

Development Approvals

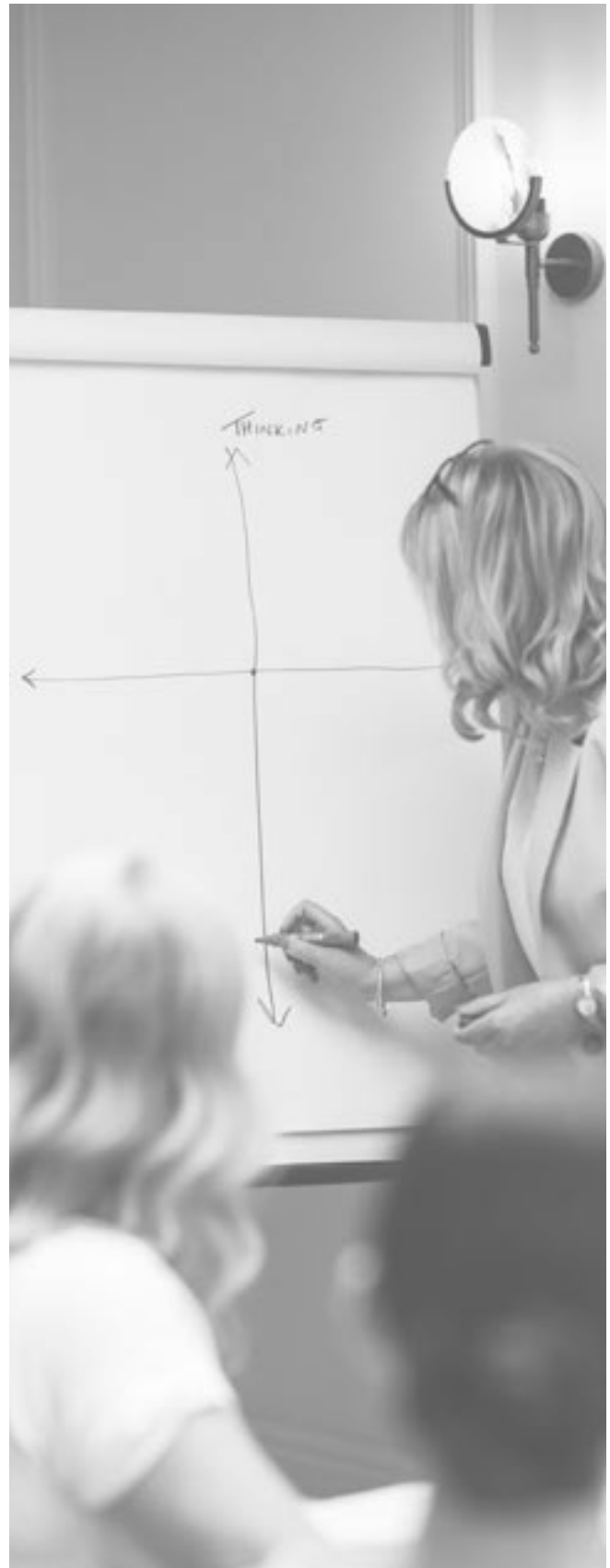
Administrative and legislative approvals of development proposals, including rezoning, major site plan reviews, and conditional use approvals, should be the central means of implementing the plan. Decisions by elected and appointed officials should reference relevant plan recommendations and guidelines. City plans and codes should also reflect and support the plan vision and recommendations.

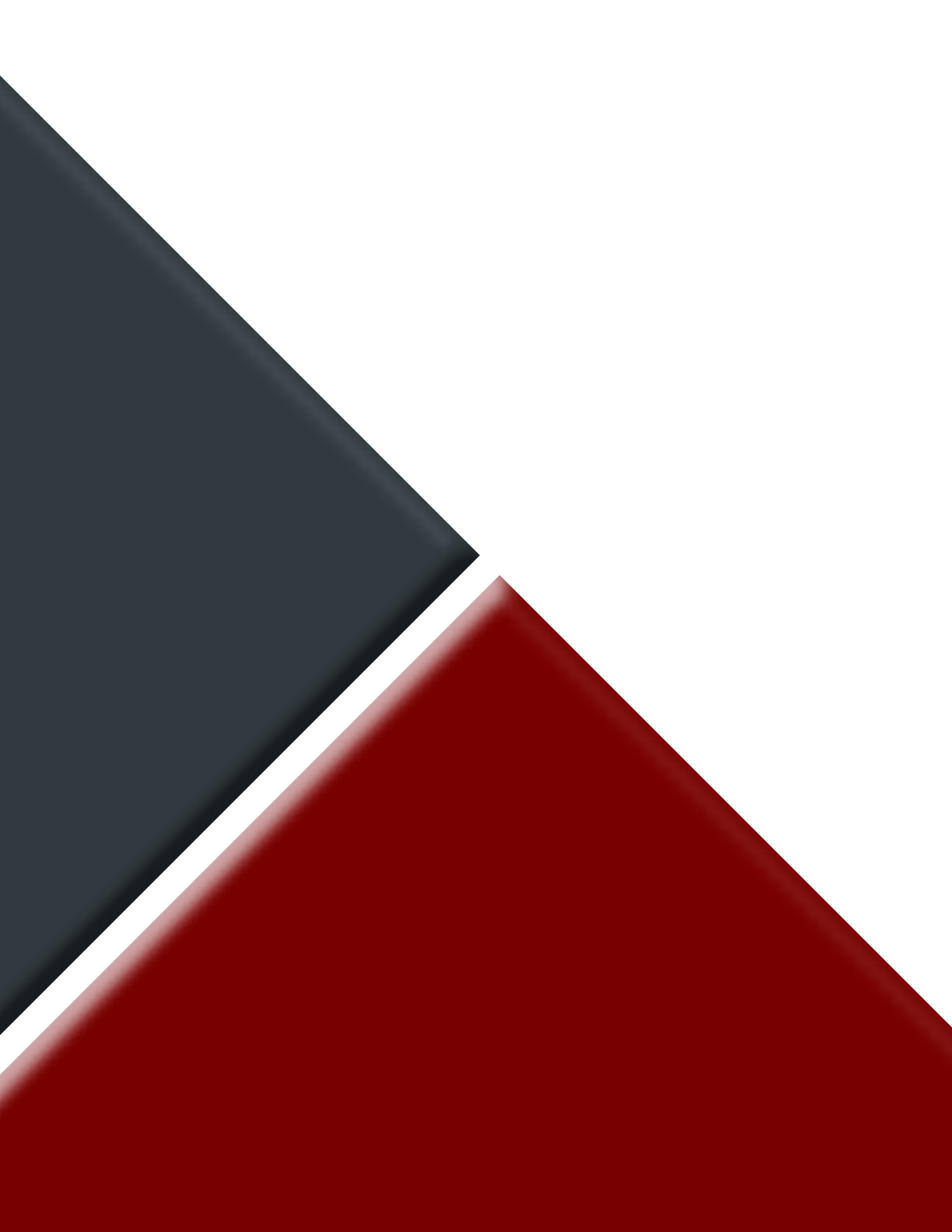
Capital Improvement & General Fund Expenditures

The city's plan for capital improvements and use of the general fund should be prepared consistent with the plan's policies and infrastructure recommendations.

Private Development Decisions

Property owners and developers should consider the plan's goals and strategies in their land use planning and investment decisions. Public decision makers will be using the plan as a guide in their development deliberations such as zoning matters and infrastructure requests. The City of London should utilize this plan to effectively communicate its overall vision for the future.







02

Community Context

02

Community Context

OVERVIEW

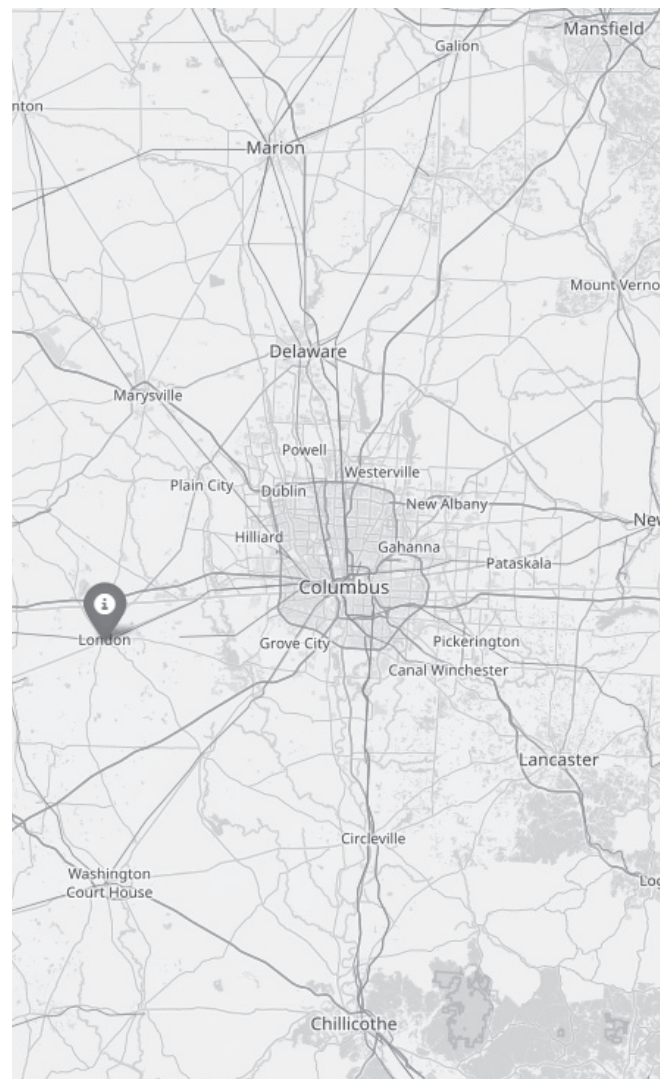
The Community Context chapter offers an overview of the City of London's regional context, current conditions, and key factors influencing the community. This overview provides a clear understanding of the city and emphasizes key findings that shaped the plan's framework, goals, and recommendations.

REGIONAL CONTEXT

The City of London, Ohio, is in Madison County, approximately 25 miles southwest of Columbus, the state capital. As the county seat, London is a regional hub for government, commerce, and community life. Madison County is part of the 11-county Central Ohio region and the Columbus Metropolitan Statistical Area (MSA), one of the nation's fastest-growing regions. Population projections estimate Central Ohio will reach 3.15 million residents by 2050, with Madison County expected to grow by approximately 30% (MORPC).

London's proximity to major transportation routes strengthens its connections to regional employment centers and amenities. The city's placement within a growing economic corridor makes London an appealing destination for residential, commercial, and industrial development. As Central Ohio's growth continues, regional planning efforts and development trends within Madison County and neighboring municipalities will play a key role in shaping London's future.

FIGURE 2-1: Regional Context Map



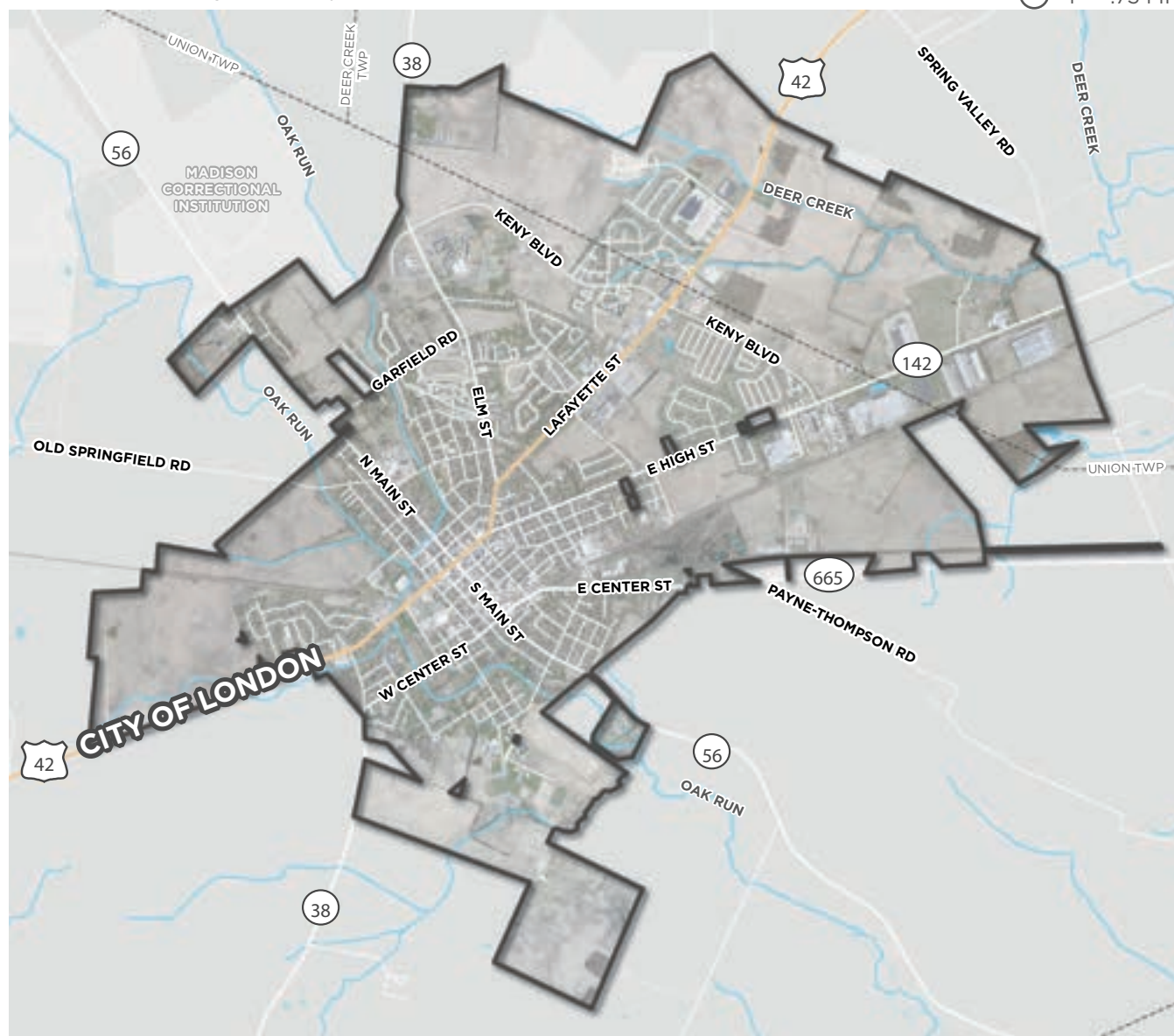
THE STUDY AREA

The study area includes the municipal boundaries of the City of London and potential areas for future growth, including key corridors. With a rich agricultural history, the city has transformed into a vibrant community that combines its rural heritage with expanding residential and commercial sectors. Land patterns within the city consist of residential neighborhoods, a historic downtown core, commercial districts, industrial zones, parks, and open spaces.

Major transportation routes, such as U.S. Route 42, State Route 38, and State Route 56, intersect within the city, providing essential connections to surrounding communities and the Columbus metropolitan area via nearby Interstate 70. This study area examines natural features like Deer Creek, Oak Run, and the surrounding rural landscape and the infrastructure systems that impact the city's connectivity and long-term sustainability.

FIGURE 2-2: Study Area Map

1" = .75 MI



COMMUNITY DEMOGRAPHICS

Understanding the demographic composition of the City of London is crucial for developing a comprehensive plan that meets the needs of its residents. This section highlights key demographics and provides insight into the city's makeup.

Population & Age

The City of London is home to 10,403 residents living in 4,406 households. The population is distributed across various age groups, creating a balanced demographic profile that includes young families, working-age adults, and older adults. The largest age group, comprising 29 percent of the population, falls between 25 and 44 years old, making this demographic critical to the city's workforce and family growth. Twenty-six percent of residents are between 45 and 64 years old, contributing to the city's experienced labor force and community leadership. Twenty-one percent of residents are under the age of 18, reflecting a strong presence of families with children. Eighteen percent of the population is 65 years or older, emphasizing the importance of services and amenities that support the aging population. Finally, seven percent of the population is between 18 and 24 years old, representing young adults who may be pursuing higher education or entering the workforce. The median age in London is 41, aligning closely with the broader age trends of Madison County and Ohio.

Income & Housing

The City of London's housing market has 4,749 housing units, with a median home value of \$194,800 and a median household income of \$60,364. This aligns with regional trends and supports a stable local economy. Household income distribution shows that the largest portion of households earn between \$50,000 and \$75,000, followed closely by those earning between \$75,000 and \$100,000. Fewer households are at the lower end (under \$25,000) and the higher end (over \$150,000), indicating that middle-income households primarily drive London's economy.

Source: 2023 American Community Survey 5-year Estimates

FIGURE 2-1: Population



FIGURE 2-2: Age Distribution

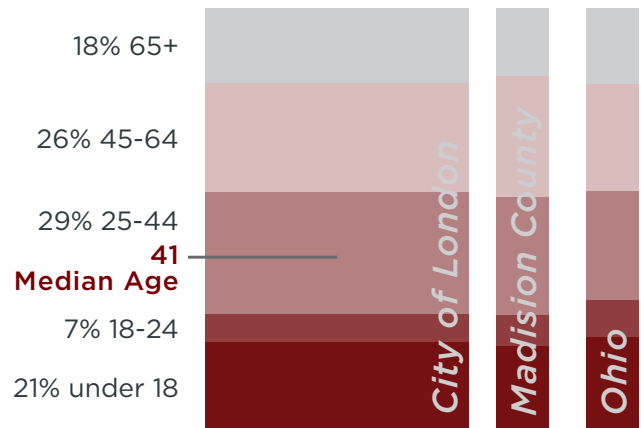
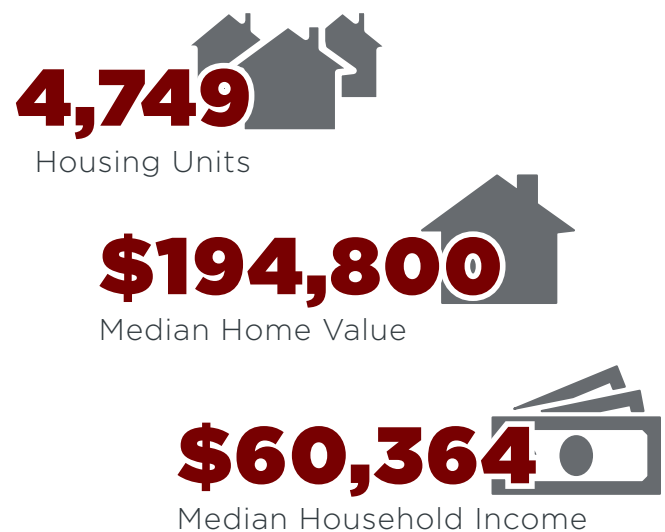


FIGURE 2-3: Income & Housing





Income & Housing Continued

London offers relatively affordable housing options compared to larger metropolitan areas, making it an attractive place for families, young professionals, and retirees. The age of London's housing stock varies, with a significant portion of homes built before 1960. The highest concentration of homes was constructed between 1940 and 1960, followed by steady development through the 1970s, 1980s, and 1990s. After 2000, the rate of new housing construction slowed, aligning with broader regional trends.

The composition of London's housing stock is diverse, with 66 percent of units classified as single-family detached homes, reinforcing the city's suburban character. Other housing types include single-family attached units (5 percent), two-family units (3 percent), and small multifamily buildings with three to four units (8 percent) or five to nine units (9 percent). Larger multifamily developments with 10 to 19 units comprise just 1 percent of the housing stock. Comparably, buildings with 20 or more units account for 8 percent, reflecting limited high-density residential options.

Most housing units (65 percent) are owner-occupied, reflecting a strong sense of community investment and long-term residency. In comparison, 35 percent are renter-occupied, offering flexible living arrangements for different income levels and household sizes. These ownership rates are slightly lower than Madison County's 76 percent homeownership rate but comparable to Ohio's rate of 67 percent.

In London, a significant portion of renters spend more than 30 percent of their income on housing, a standard benchmark of financial strain. Approximately 20 percent of renters allocate between 30 and 34.9 percent of their income to housing costs, while 25 percent spend 35 percent or more, a higher proportion than in Madison County and Ohio. This indicates that while housing is generally affordable, rental costs may pose challenges for some residents, underscoring the need for affordable rental options as the city grows.

FIGURE 2-4: Household Income

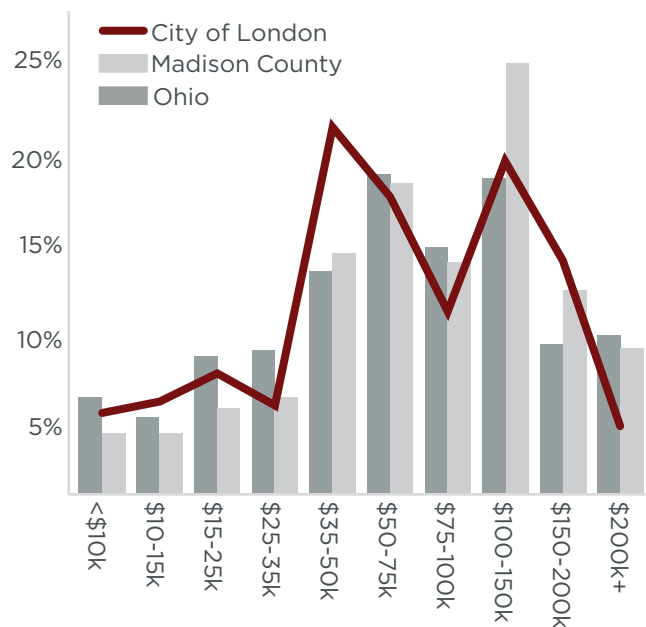


FIGURE 2-5: Housing Tenure

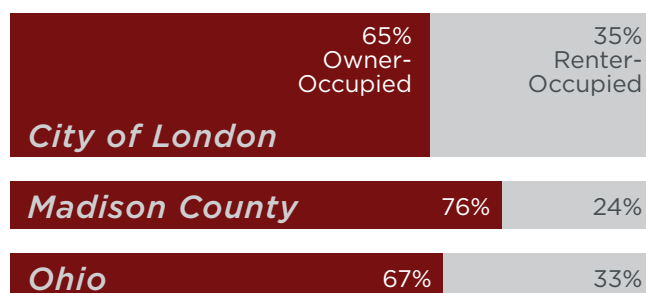
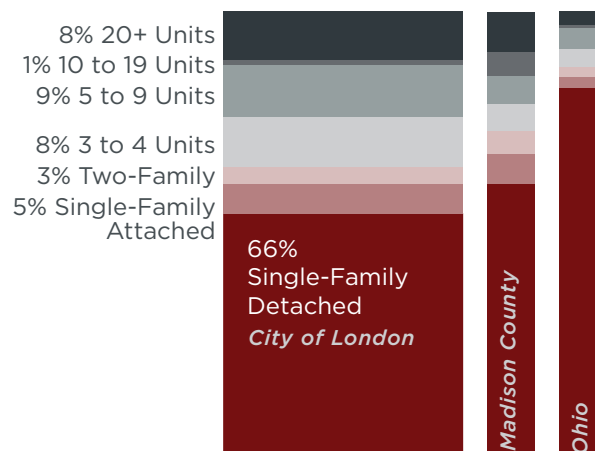


FIGURE 2-6: Housing Type



Source: 2023 American Community Survey 5-year Estimates

EXISTING CONDITIONS

The existing conditions analysis offers a comprehensive understanding of the city's current challenges and opportunities. This data-driven approach guides the planning process, ensuring that strategies align with the city's needs and future vision. The maps highlight key factors such as existing land use patterns, zoning, community assets and connectivity, environmental constraints, and economic development activity. These insights provide valuable information and aid in the development of the plan framework.

Existing Land Use

Land use describes how land is utilized within a community, whether for housing, agriculture, industry, recreation, or public facilities. It provides a snapshot of how different areas function and interact with one another, shaping the community's character, development patterns, and opportunities for future growth. The existing land use pattern in the City of London, as illustrated in Figure 2-7, reflects a balanced mix of development and open space, with large areas of undeveloped land surrounding a well-established core.

The largest land use category is Agriculture and Undeveloped land, which accounts for approximately 2,432 acres, about 44.1% of the city's total area. This extensive undeveloped land offers significant potential for future growth, conservation, or strategic infill development as the city evolves.

Residential areas comprise the second largest land use, totaling approximately 1,143.7 acres, or 20.7% of the city's land. These neighborhoods are concentrated in the central portions of the city and follow a traditional grid and suburban street layout. Their distribution highlights the importance of planning for future housing needs in a way that supports infrastructure capacity and community character.

The city has a substantial portion of land for public recreation and natural amenities, with parks and open space covering 911 acres, or roughly 16.5% of the land. These spaces are well distributed throughout the community and provide essential recreational opportunities, environmental benefits, and quality-of-life enhancements.

Civic and institutional uses, such as schools, government buildings, and community facilities, represent 382.4 acres, or about 6.9% of total land use. These spaces are typically located within or near residential neighborhoods, making them easily accessible to residents.

Industrial land comprises 342.8 acres, or 6.2%, and is primarily located along the city's eastern and southern edges. These locations are well suited for industrial uses due to their proximity to transportation corridors and separation from residential areas. Commercial land, including retail, services, and employment opportunities, focuses along key roadways and downtown areas. It comprises 284.6 acres, or about 5.2% of the total land within the city, supporting economic growth.

A small portion of land, about 22.3 acres or 0.4%, is dedicated to transportation and utility infrastructure. While modest in size, these areas play a critical role in supporting the city's overall functionality and service delivery.

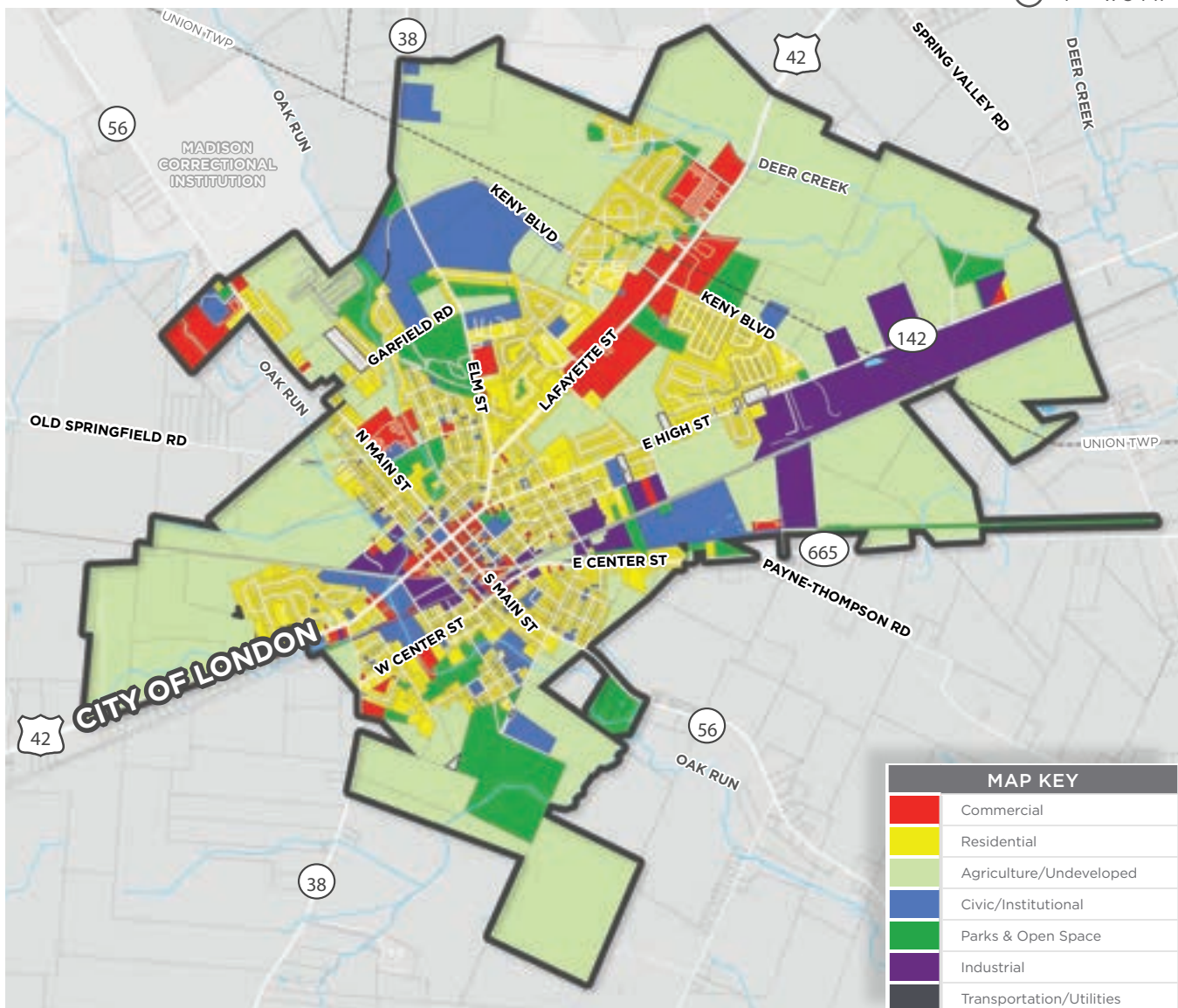
The City of London's current land use mix provides a strong foundation for future planning efforts. With significant undeveloped land and a well-balanced distribution of residential, civic, and open space uses, the city is well-positioned to accommodate thoughtful, sustainable growth in the years ahead.

TABLE 2-1: Existing Land Use

Land Use		Acreage	Percent of Total
	Commercial	284.6 acres	5.16%
	Residential	1,143.7 acres	20.72%
	Agriculture/Undeveloped	2,432.0 acres	44.07%
	Civic/Institutional	382.4 acres	6.93%
	Parks & Open Space	911.0 acres	16.51%
	Industrial	342.8 acres	6.21%
	Transportation/Utilities	22.3 acres	0.4%

FIGURE 2-7: Existing Land Use Map

1" = .75 MI

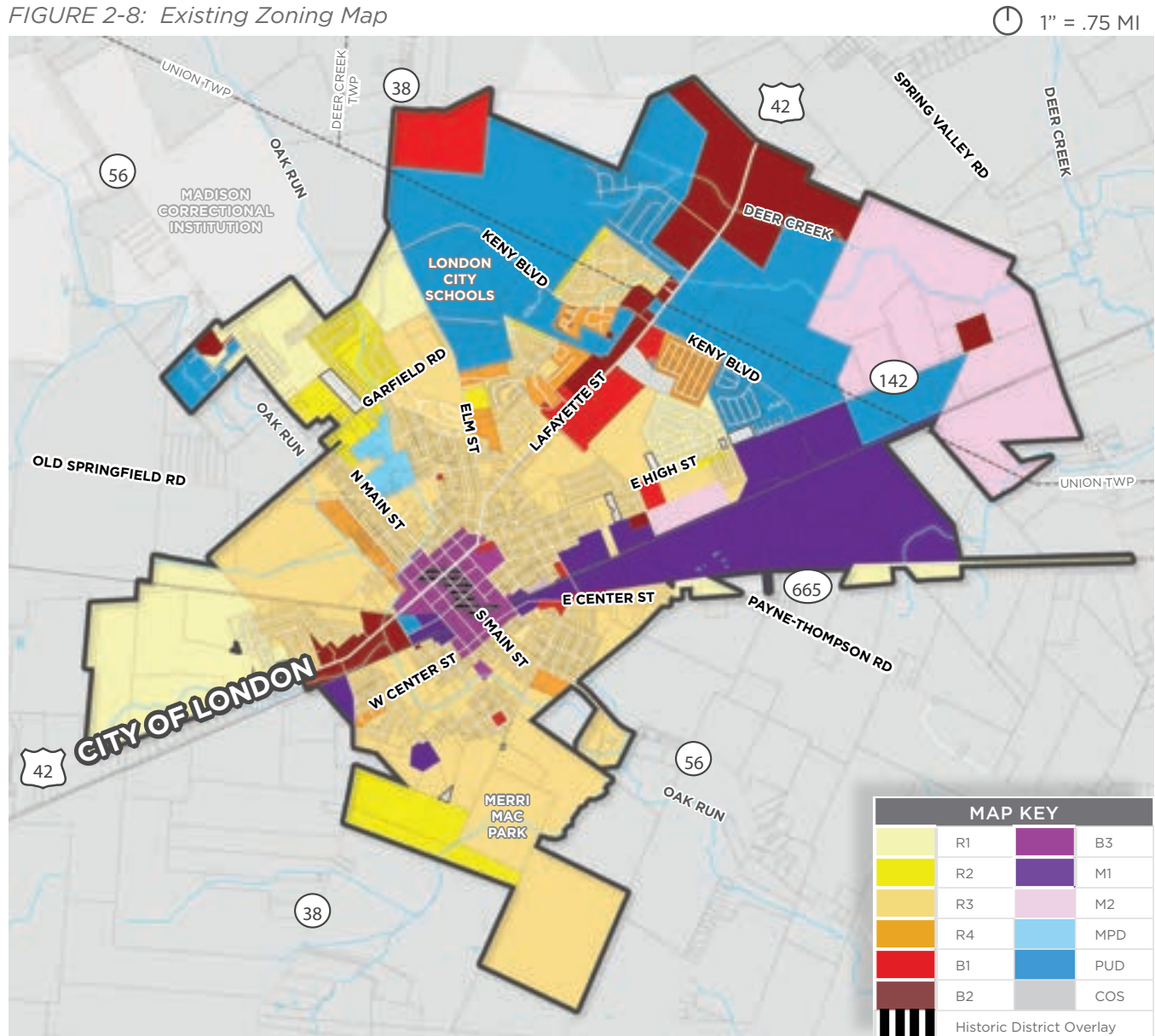


Zoning

The City of London's existing zoning framework, as illustrated in Figure 2-8, consists of 12 districts and one historic district overlay, providing a structured land-use regulation approach. Notable districts include four residential categories, three commercial categories, two manufacturing districts, a medical park district, a planned unit development (PUD) district, and a small conservation/open space district. The historic district overlay adds an additional layer of regulation to preserve the historic downtown character.

Zoning establishes the permitted uses and development standards that shape the built environment and influence future growth. By analyzing existing zoning, an understanding emerges of the intensity of development that could currently occur within the city. This analysis helps guide planning efforts by identifying where zoning aligns with existing and future place typologies and where adjustments may be needed to support the city's long-term vision. The existing zoning district standards that detail the map below can be found on the next page.

FIGURE 2-8: Existing Zoning Map





Zoning District Standards

Table 2-2 summarizes the primary zoning standards in the city's zoning code controlling development in the community today. More recent projects in the community have taken advantage of developing under the Planned Unit Development District (PUD). PUD's, like the one listed in Table 2-1, have no base standards like those in by-right zoning districts with which to regulate development.

By-right zoning districts are zoning districts where permitted uses and development types can proceed without requiring special approvals, variances, or discretionary review, as long as the proposal complies with all applicable standards (e.g., setbacks, height, parking). This approach provides predictability and efficiency in the development process by allowing property owners to build or use land according to established regulations without additional public hearings or case-by-case decisions.

TABLE 2-2: Existing Zoning District Standards

District	Min. Lot Area per D.U or Use (sq. ft.)	Min. Lot Width (ft.)	Max. Coverage of Lot (%)	Max. Height (ft.)
R-1: Low Density Residential District	15,000	90	25	35
R-2: Medium-Low Density Residential District	10,000	75	29	35
R-3: Medium Density Residential District	11,250	60	32	35
R-4: Medium-High Density Residential District	5,625 d/u or 11,250	60	27	35
B-1: Convenience Commercial District	6,000	50	-	35
B-2: General Highway Commercial District	5,000	50	-	45
B-3: Central Business District-Commercial	0	0	-	45
M-1: Heavy Manufacturing District	87,120	60	80	45
M-2: Light Manufacturing District	10,000	100	-	45
MPD: Medical Park District	5,000	60	80	45
PUD : Planned Unit Development District	-	-	-	-
COS: Conservation and Open Space District	43,560	209	25	20
HD: Historic District Overlay (B-3)	-	-	-	-

Alternatively, in PUD's, standards are negotiated with the community and are typically in line with market conditions and developer preference. Many of these negotiated standards are not found in the city's by-right districts. Adjusting zoning standards - especially those within by-right residential districts, to allow smaller and narrower lots, higher lot coverage, and taller, mixed-use buildings is a powerful and cost-effective non-PUD way for communities to increase housing choice, spur economic development, and ensure environmental sustainability without requiring a significant public investment or significant infrastructure expansion.

For example:

- **Large Minimum Lot Areas:** Large minimum lot sizes—such as 10,000 square feet or more for residential uses—can create a range of economic, social, and environmental challenges. While originally intended to promote public health, privacy, or neighborhood character, these standards often have unintended consequences that limit housing options, increase costs, and contribute to the inefficient use of land. Many communities are rethinking these standards as part of broader zoning reforms to allow for smaller lots, diverse housing types, and more compact, inclusive development.
- **Wide Minimum Lot Widths:** Excessive minimum lot widths can constrain design flexibility, raise development costs, and be inconsistent with both historic development patterns (e.g. Downtown London and surrounding neighborhoods) and the planning goals and objectives stated in this Plan. Many communities today are revising lot width standards to encourage infill housing, support walkable commercial corridors, and reduce regulatory barriers to small-scale, context-sensitive development.
- **Reduced Maximum Lot Coverage:** Small

maximum lot coverage limits—commonly found in residential and commercial zoning districts—are regulations that restrict the percentage of a lot that can be covered by buildings or impervious surfaces. While originally intended to manage stormwater, reduce crowding, and preserve green space, overly restrictive lot coverage standards can lead to a variety of problems that impact affordability, land use efficiency, and economic development. Today's zoning codes increasingly shift toward context-sensitive lot coverage standards or performance-based alternatives (e.g., stormwater management requirements) that better balance design, function, and flexibility.

- **Lower Maximum Building Heights:** Lower maximum building heights—such as 45 feet or 3.5 stories—in commercial districts can limit the community's ability to promote vibrant, affordable, economically viable, and efficient development. While these height limits may have been intended to preserve scale or reduce impacts on adjacent uses, overly restrictive height caps can result in a variety of economic, land use, and urban design challenges. Many communities now apply context-sensitive height regulations that increase flexibility while protecting adjacent uses through form-based transitions, stepbacks, or overlay districts.

Context-sensitive zoning regulations, like those discussed above, are zoning standards and development controls that are tailored to the specific characteristics, needs, and physical context of different areas within a community. Unlike conventional, one-size-fits-all zoning, context-sensitive regulations - when used in by-right zoning districts - recognize that different neighborhoods, corridors, or districts (like the Existing Place Typologies illustrated in Figure 2-7), require distinct approaches based on their existing form, function, intensity, and community development goals and objectives.

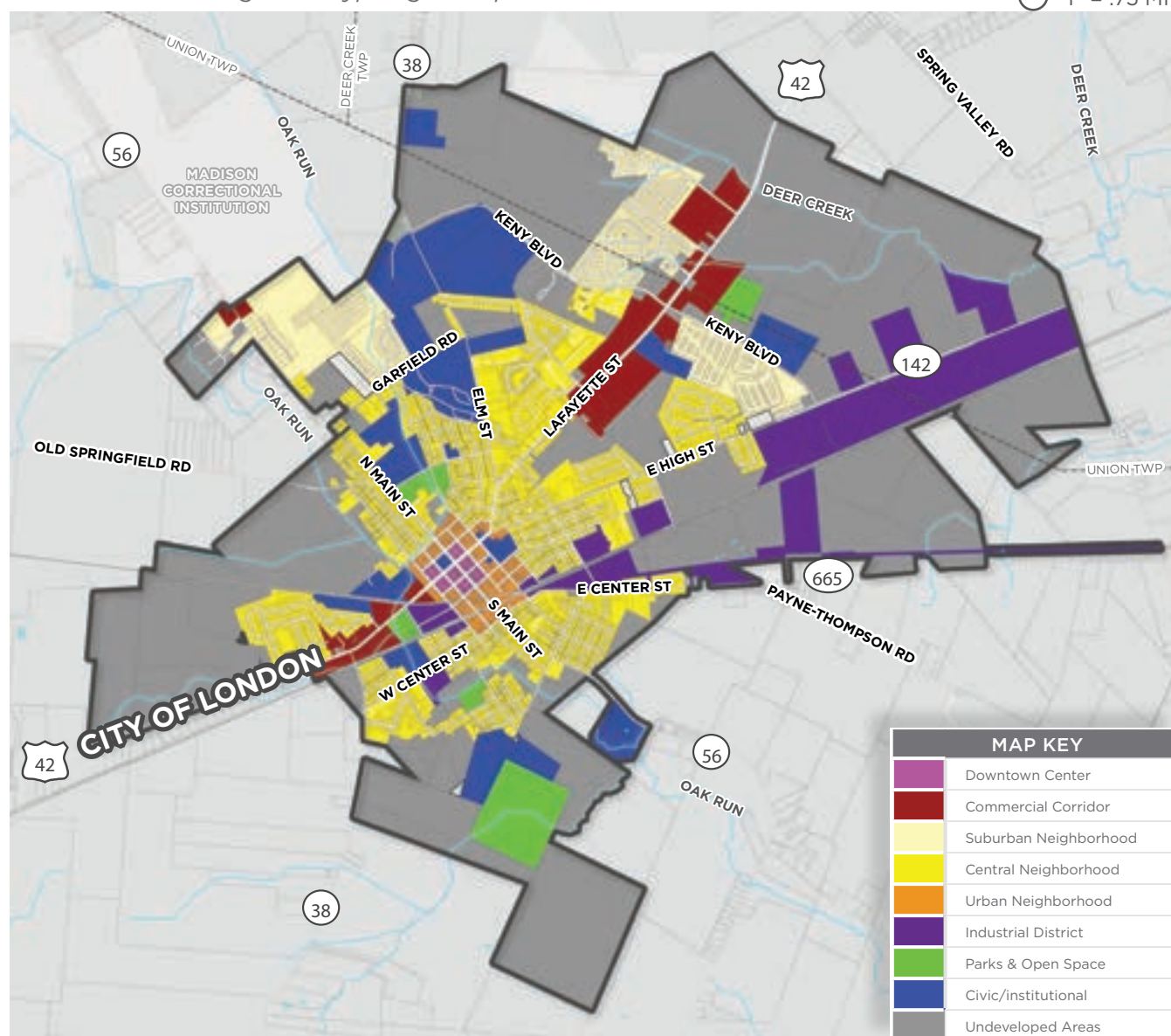
Place Typologies

The Existing Place Typologies map defines the land patterns currently found within the City of London, illustrating various place types including residential neighborhoods, commercial corridors, industrial districts, parks and open spaces, civic and institutional areas, and large swaths of undeveloped land. Unlike the existing land use map, which identifies how land is utilized, place typologies capture not only the function of the land, but also the built form, development character, and how spaces relate to one another. This framework helps communicate the feel and identity of an area, offering a foundation for shaping future land use and development.

A clear pattern of denser, mixed-use development emerges around the downtown core and along major corridors like U.S. Route 42 and State Route 142, where civic, commercial, and industrial uses are strategically located for access and compatibility. Moving outward, land use becomes less defined as suburban neighborhoods give way to large expanses of undeveloped land. These transitional areas present both challenges and opportunities, underscoring the need for intentional planning to guide future growth in alignment with the city's vision and infrastructure capacity.

FIGURE 2-9: Existing Place Typologies Map

1" = .75 MI



Undeveloped Areas

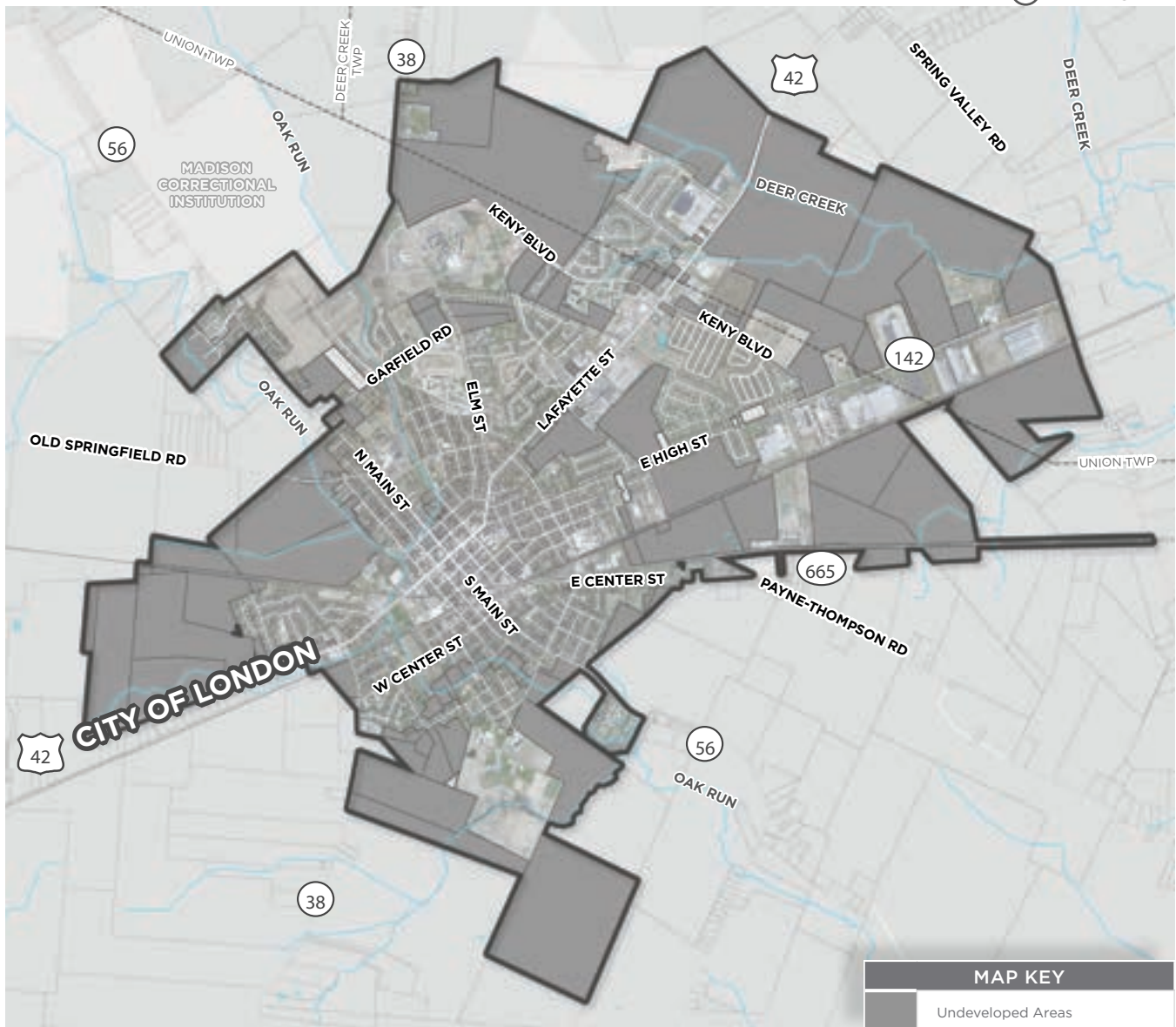
Undeveloped areas within the City of London primarily consist of vacant or agricultural land, much of which is located along the outer edges of the city where parcels are larger and less fragmented. These areas form a foundational base for assessing where future growth can occur in alignment with the city's long-term vision. Notably, a portion of this land is already within areas served by existing water and sewer infrastructure, excluding additional sites highlighted in the following Pipeline Projects section.

Prioritizing development in these infrastructure-ready locations before areas outside of the service area will help ensure cost-effective and efficient expansion.

By comparing and contextualizing these areas with their surrounding place typologies, the analysis helps identify logical extensions of existing development patterns. This approach ensures that future growth is thoughtfully integrated into the city's evolving landscape, balancing development needs with existing land uses and infrastructure capacity.

FIGURE 2-10: Undeveloped Areas Map

1" = .75 MI



Pipe Line Projects

Pipeline projects encompass ongoing and planned developments. By identifying where and what types of development are occurring, the city can better understand emerging trends, infrastructure needs, and opportunities for strategic planning. Notable initiatives include various upcoming residential developments, a new police station, and an adaptive reuse project in the downtown area. Recognizing these key efforts helps assess their potential impact. Additionally, understanding what is already in progress provides insight into gaps and unmet needs, guiding future planning efforts to ensure a balanced and sustainable approach to development.

FIGURE 2-11: Pipe Line Projects Map

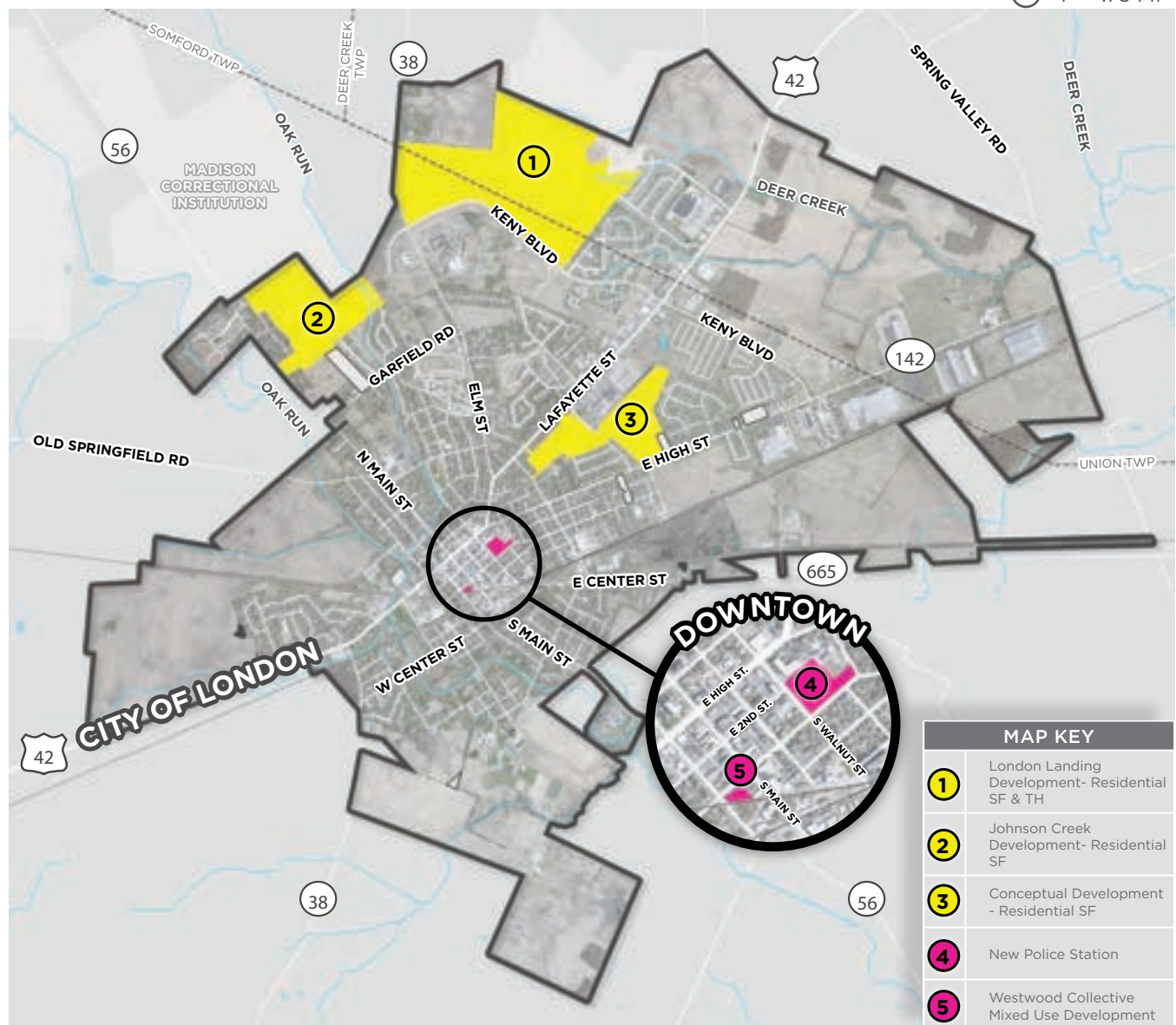


FIGURE 2-12: Westwood Collective Mixed Use Development Layout By Shift Collective



Community Assets

Community assets are the foundational elements that contribute to a city's quality of life, identity, and day-to-day functionality. In London, Ohio, these assets include a wide range of public facilities, schools, parks, trails, and civic institutions—places that support social connection, deliver essential services, and contribute to the health and vitality of the community. As shown in Figure 2-13, London's community assets are distributed throughout the city, with notable concentrations near the city center and along major corridors.

Educational facilities such as London's elementary and high schools, the middle school, and St. Patrick Elementary School (Assets 1–3) anchor the city's core and serve as central hubs for youth and families. Similar to the education facilities are the major civic institutions like London City Hall, the Madison County Courthouse, the London Public Library, and the London Arts Center (Assets 14–18), which are primarily located within the historic downtown and contribute to the civic identity and accessibility of public services.

Institutions such as Madison Health Hospital and the Madison County Fairgrounds (Assets 4, 13) serve broader community needs and represent regional draws that enhance London's service capacity and economic potential.

Recreational assets such as Cowling Park, Stanley Park, and the London City Swimming Pool (Assets 5, 7, 9) provide valuable green space and activity options across neighborhoods. At the same time, the Prairie Grass and Roberts Pass Trails connect residents and visitors to nature and regional destinations, offering opportunities for active transportation and wellness. Specialized amenities like the Skatepark (6), Yelp Yard Dog Park (8), and Merri-Mac Park (12) enhance the city's diversity of recreational offerings and help meet the needs of a wide range of users.

Together, these community assets form a growing network of critical infrastructure and amenities that strengthen local identity, promote healthy lifestyles, and build resilience. With strategic investment and better integration - such as enhanced trail connectivity, signage, and shared programming - the community asset network can evolve into a cohesive and accessible system for all.

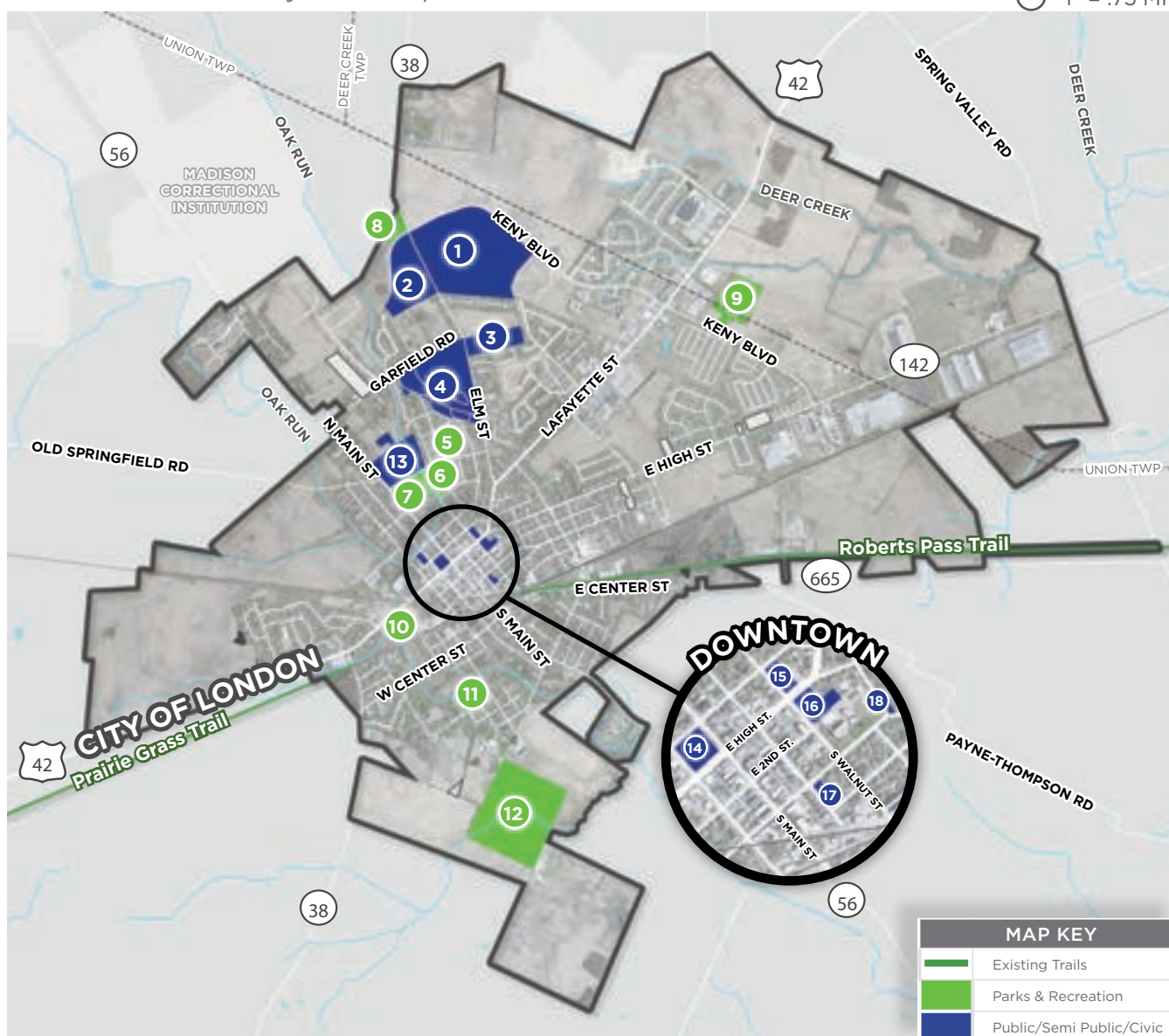


IMAGE 2-1: Cowling Park, a valued community asset in London, features a playground with a zip line and obstacle course, as well as picnic areas.

COMMUNITY ASSETS LIST	
1 Elementary & High School	10 Baseball Recreation Fields
2 Middle School	11 Burr Wheeler Baseball Park
3 St. Patrick Elementary School	12 Merri-Mac Park
4 Madison County Fairgrounds	13 Madison Health Hospital
5 London City Swimming Pool	14 Madison County Court House
6 Skatepark	15 London fire Department
7 Cowling Park	16 London City Hall
8 Yelp Yard Dog Park	17 London Public Library
9 Stanley Park	18 London Arts Center

FIGURE 2-13: Community Assets Map

1" = .75 MI



Infrastructure

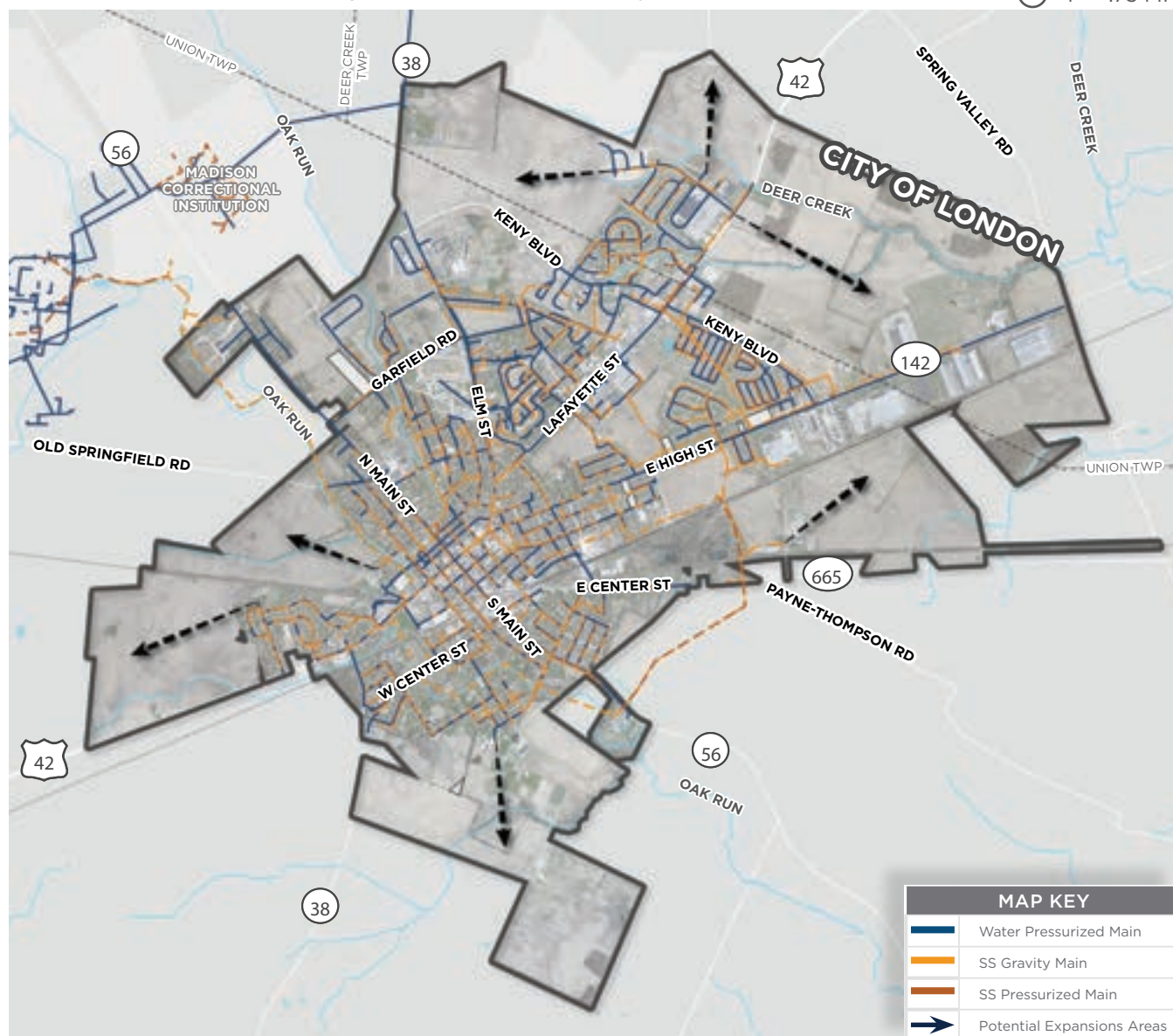
WATER SERVICE & SANITARY SEWER

Water and sanitary sewer services in the City of London are provided through the Mid-Ohio Water and Sewer District (Mid-Ohio WSD), which Madison County operates. The Water and Sanitary Sewer Service Lines Map highlights the existing network of pressurized water mains, gravity-fed sewer mains, and sanitary sewer mains across the city. The infrastructure network is primarily concentrated in the central and developed portions of the city.

Several areas at the city's edges are identified as potential expansion areas, indicating where future growth could occur with the support of extended utility infrastructure. Understanding the current utility network is essential for identifying where infill or new development may be supported and where improvements or capacity upgrades may be needed to accommodate growth. This infrastructure assessment provides a foundation for aligning future land use decisions with service availability.

FIGURE 2-14: Water & Sanitary Sewer Service Lines Map

1" = .75 MI



Mobility & Transportation

ROADWAY & BIKEWAY BY FUNCTION TYPE

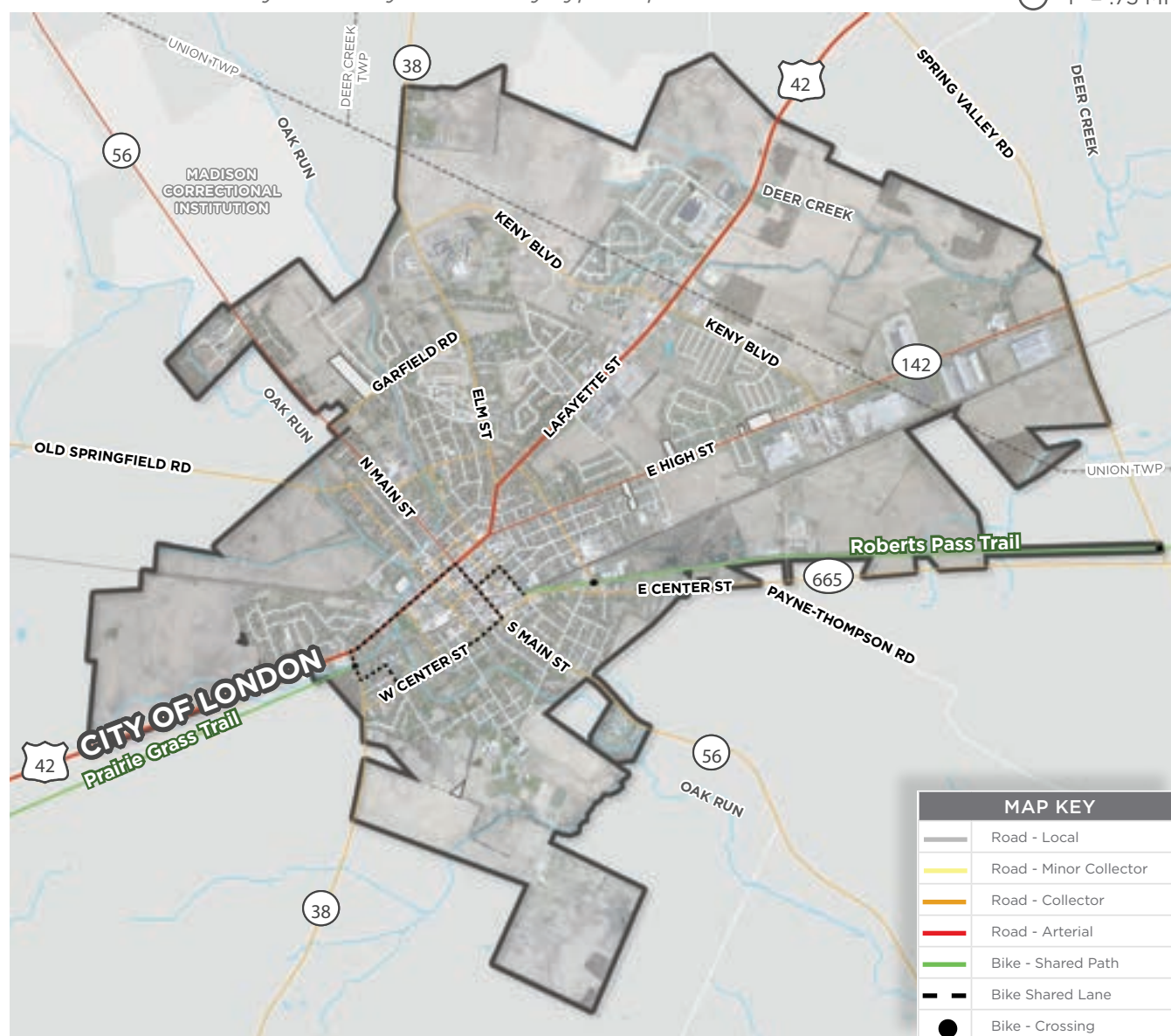
The City of London's transportation network includes a roadway hierarchy that serves a variety of mobility needs. Local streets, collectors, and arterials provide key connections within the city and to the surrounding region. Arterials carry higher traffic volumes, while local and collector roads support neighborhood access.

London's growing bikeway network supports both transportation and recreation. The Roberts Pass and

Prairie Grass Trail serve as the city's main shared-use paths, offering safe, separated routes for cyclists and pedestrians. A gap currently exists between the two trails, but a future connection could create a continuous route with access to downtown. Additional shared lanes and crossings further support bike mobility across the city. Together, these systems shape how people move through London. Understanding their function and layout helps identify opportunities to improve safety, connectivity, and access for all users.

FIGURE 2-15: Roadway & Bikeway Function By Type Map

1" = .75 MI



ROADWAY TRAFFIC VOLUME PER DAY

Understanding traffic volumes across the City of London helps identify how the roadway network functions and where infrastructure pressures may be concentrated. The traffic volume analysis highlights the average number of vehicles daily.

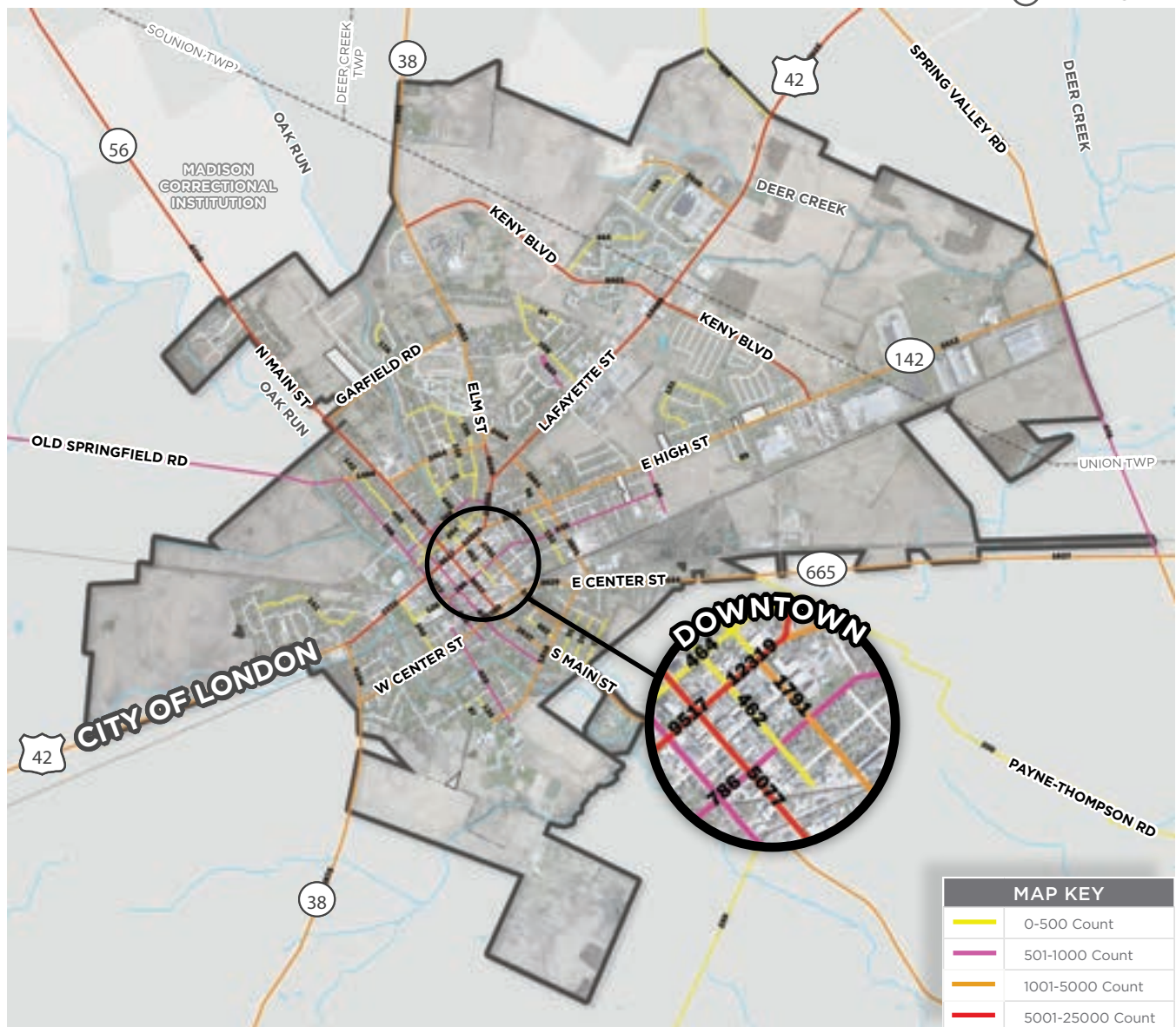
Higher-volume corridors, such as portions of Lafayette Street, US 42, and Routes 56 and 38, are key routes accommodating significant daily traffic. In contrast, many local and neighborhood streets experience lower traffic volumes, maintaining their role in providing access and supporting residential character.

Downtown London, in particular, experiences a traffic concentration, with several streets reaching counts above 5,000 vehicles per day, reflecting the area's importance as a civic, commercial, and community hub.

Monitoring and analyzing traffic volumes helps inform infrastructure improvements, safety enhancements, and future land use decisions to ensure the transportation system meets community needs efficiently and safely.

FIGURE 2-16: Roadway Traffic Volume Per Day Map

1" = .75 MI



ROADWAY FREIGHT TRUCK VOLUME PER DAY

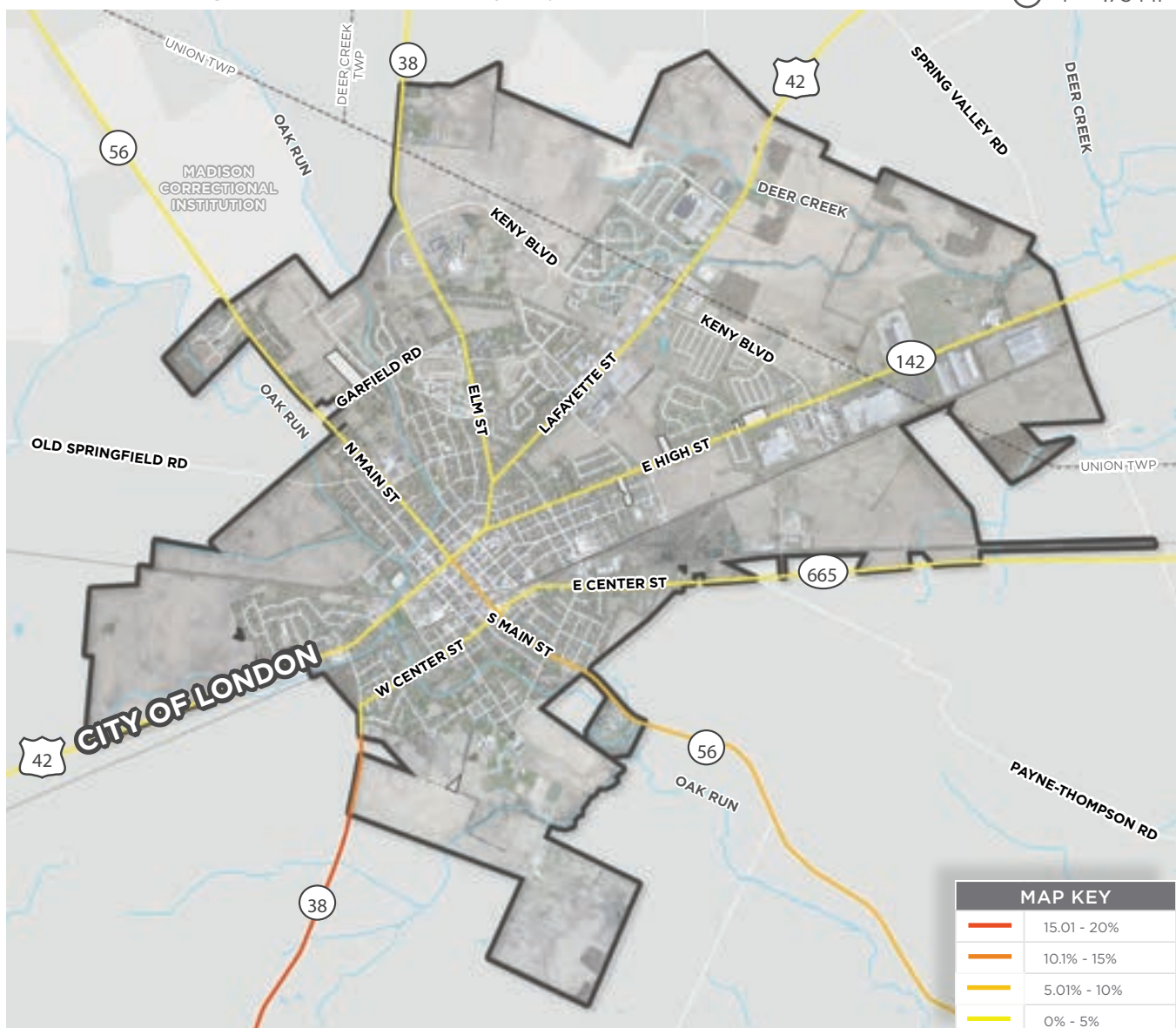
Freight traffic is a critical component of London's transportation network, influencing roadway conditions, safety, and overall mobility. Figure 2-17 shows the percentage of daily vehicle traffic comprised of freight trucks within the roadway network.

While US 42 is the designated truck route, traffic patterns show that on State Route 38, between 5-15% of the route is being utilized by freight traffic. This suggests that Route 38 may offer a more convenient or direct path for trucks despite not being formally designated for that purpose.

With continued regional growth and economic development, London may experience increased freight movement through and around the city. This trend presents an opportunity to evaluate Route 38 as a potential new or secondary truck route. The Madison County Comprehensive Plan recommends the creation of a north-south bypass east of the City of London to improve regional connectivity and reduce traffic congestion through the city. Planning freight corridors proactively can help reduce local traffic conflicts, manage road wear, and support long-term infrastructure and land use goals.

FIGURE 2-17: Freight Truck Volume Per Day Map

1" = .75 MI

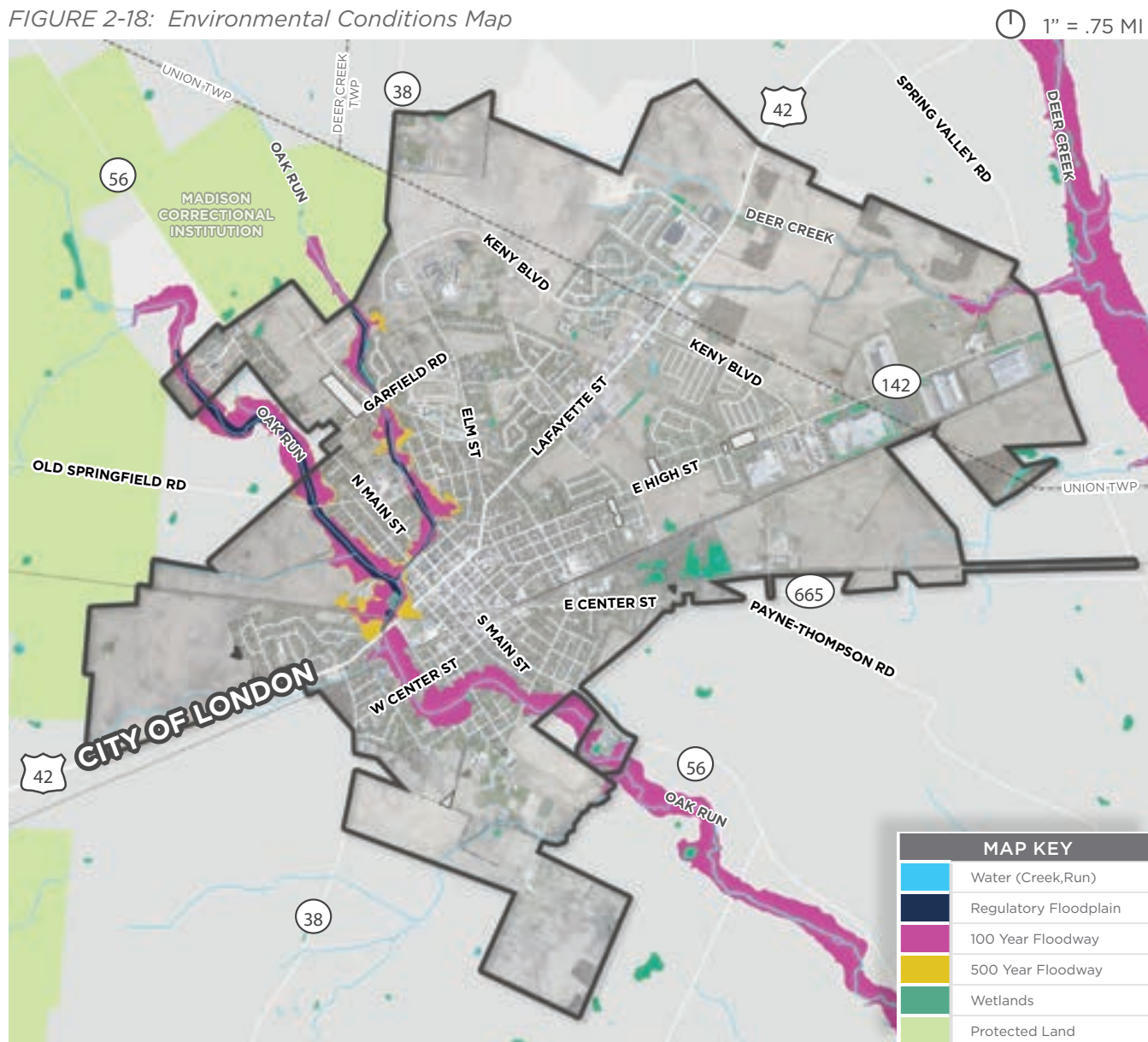


Environmental

Several environmental features within the City of London influence land use, development, and long-term ecological resilience. Two significant waterways include Oak Run, which flows directly through the community, and Deer Creek, which runs outside the boundary along the eastern edge. These water systems shape the city's geography and connect London to the broader Scioto River watershed, which ultimately drains into the Ohio River.

Other environmental conditions to consider, and highlighted on the map below, include regulatory floodplains and FEMA-designated 100-year and 500-year flood zones. These areas are increasingly important due to the impacts of a globally changing climate, which is contributing to more frequent and intense rainfall events and a higher the risk of flooding. The map also highlights wetlands and protected lands designated by the State of Ohio. As the city grows, these features offer a framework to guide sustainable development, stormwater management, and future open space planning.

FIGURE 2-18: Environmental Conditions Map



Farmland

The City of London contains valuable agricultural land within its boundaries that covers nearly 50% of the city's total land areas which reflects its farming heritage and ongoing role in the region's agrarian economy. A farmland analysis, as shown in Figure 2-19, was conducted based on the USDA Natural Resources Conservation Service (NRCS) classification system, which identifies farmland based on soil quality and suitability for production.

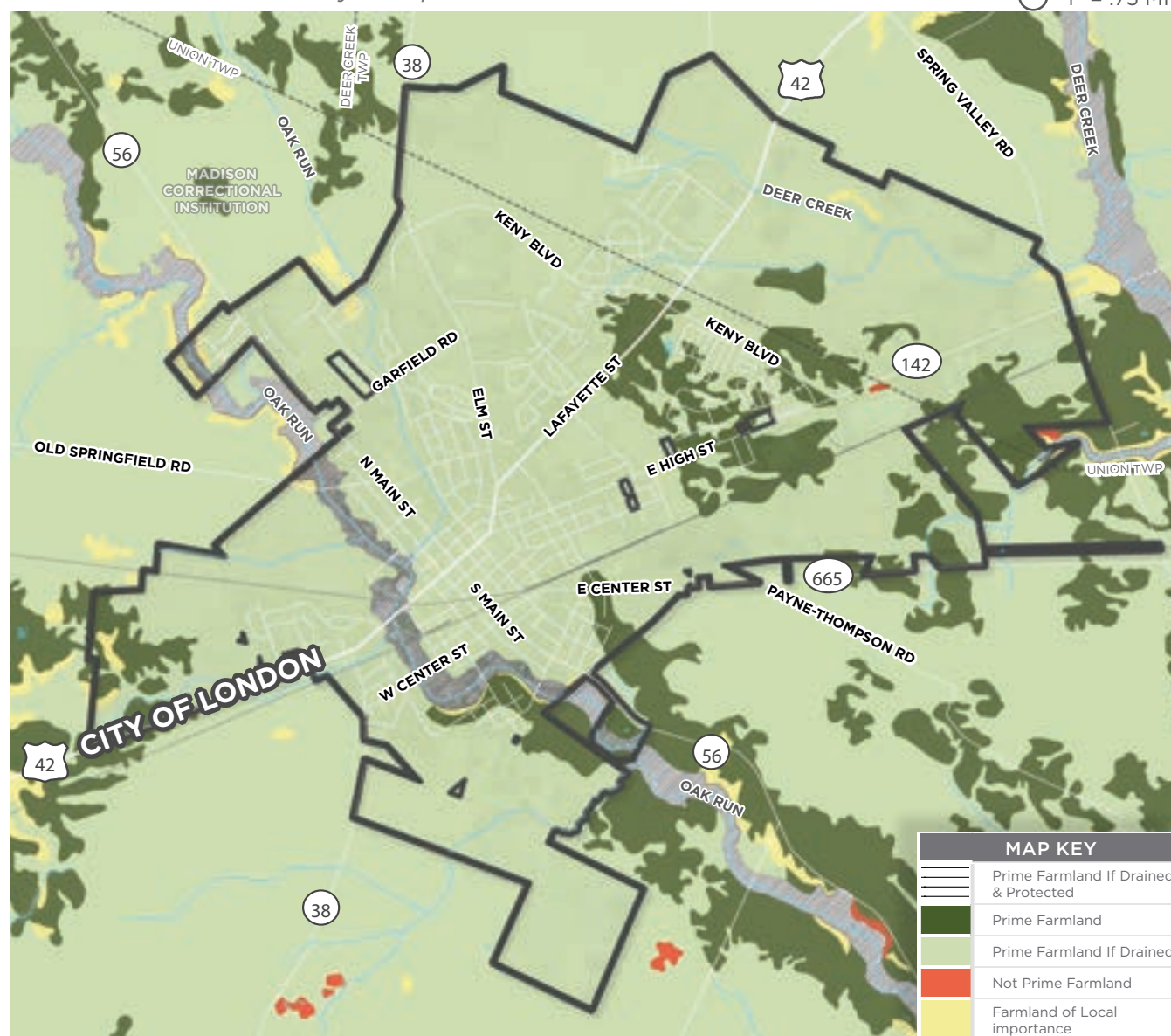
The analysis highlights how approximately 90% of farmland in London is classified as Prime Farmland or

Prime Farmland if Drained, indicating strong potential for agricultural productivity. A notable portion is further designated as Prime Farmland if Drained & Protected, primarily located near Oak Run and Deer Creek. These areas, while agriculturally valuable, are more susceptible to flooding and require careful management. Only a small portion of the city's land falls into lower-quality classifications.

This analysis provides important guidance for future land use decisions, ensuring that high-quality agricultural land is recognized and thoughtfully integrated into planning efforts.

FIGURE 2-19: Farmland Analysis Map

1" = .75 MI



MARKET ANALYSES

The following Market Analyses - Housing and Economic Development - represent two critical elements that contributed to the development of the City of London's Comprehensive Plan. These analyses, conducted by the consultant team, offered valuable insights into the city's existing housing and economic conditions, helping to shape strategies that support sustainable growth and improve residents' quality of life. Together, they informed and supported the development of the goals, objectives, and recommendations of the Comprehensive Plan, ensuring that London is well-prepared for future growth and economic prosperity.

Housing Analysis

The housing market analysis identifies current and future housing needs, market dynamics, and development opportunities in the City of London. By comparing London with Madison County, Springfield, Grove City, and Hilliard, it assesses regional trends and affordability factors to guide sustainable growth, economic development, and improved quality of life.

The analysis is broken down into various sub categories that all fall into the following three overarching contexts:

- **For-Sale Housing Supply & Demand:** Analyzes current listings, planned developments, and projected demand by income cohort within the city and county.
- **Rental Housing Supply & Demand:** Evaluates existing rental units, recent trends in single-family rentals, and anticipated demand across income groups.
- **Market Dynamics & Affordability:** Examines household buying power, the impact of current interest rates, and regional competition from nearby communities.

Note: The Census and American Community Survey (ACS) have not yet incorporated the new immigrant population in Springfield, which may impact future housing data in that area. A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.



IMAGE 2-2: Mixed-use commercial properties within the City of London's historic downtown.



IMAGE 2-3: An updated single-family home located on South Main Street in London, Ohio.

SUPPLY : SINGLE-FAMILY FOR SALE LISTINGS

From July to October 2024, 183 single-family listings were monitored on the MLS, including properties in Madison County, Plain City, and Hilliard. Of the 183 listings, 63 were built in 2024, primarily in Plain City. Excluding these new builds, the average listing was over 60 years old, priced around \$400,000, and approximately 2,000 square feet

All Listings:

- Average home: Built in 1981, listed for \$428,754, with 2,021 square feet.
- Median home: Built in 2003, listed for \$407,210, with 1,865 square feet.

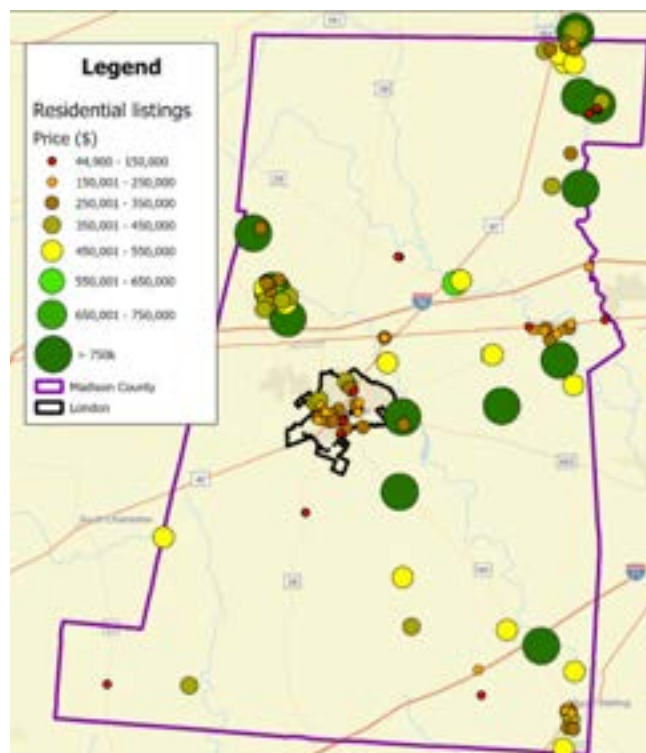
Excluding New Builds (2024):

- Average home: Built in 1959, listed for \$399,797, with 1,953 square feet.
- Median home: Built in 1984.5, listed for \$342,500, with 1,682 square feet.

Change since 2000:

- Growth over the last 24 years has been tepid. Between 2000 and 2010, London added 562 housing units, which is the most in recent history.

FIGURE 2-20: Active real estate listings July to October 2024.



SUPPLY : PLANNED HOUSING UNITS

There are three approved development plans that could bring a total of 1,356 housing units to the market. The unit mix is summarized in the Table 2-3.

If new housing units are absorbed at the same rate as between 2000-2010 (56 units per year), it would take approximately 24 years to absorb all the new units.

For reference purposes, London Landing is planning another phase. Currently, homes in London Landing are valued between \$270-\$400k. Homes for sale on Eagleton Blvd. (adjacent to planned Johnsons Creek subdivision) are priced around \$400k. Presumably, new homes would start at \$400k and likely go to \$600k; however, this would represent the top of the market for London, and absorption at the high end would likely be relatively slow.

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

TABLE 2-3: Planned housing units within the City of London

Housing Typology	Planned Units
Single-family homes	987
Townhomes	86
Rental units	292
Total	1,356

DEMAND: FOR-SALE SINGLE-FAMILY AND TOWNHOMES IN LONDON & MADISON CO.

Buying Power (Interest Rates at 6.9%):

The following outlines the “buying power” available to potential home buyers under several different lending conditions.

- Households earning \$125k–\$200k can afford homes priced between \$438k and \$680k.
- Homes priced above \$270k are only accessible to households earning \$75k or more annually.

City of London Demand (Next Five Years):

If we isolate the City of London, the next five years of demand for owner-occupied housing (for-sale) across the income spectrum can be summarized as follows:

- Total Units Needed: 250 units.
- By Income Cohort:
 - <\$75k: Negative demand (-43 units) due to limited affordability.
 - \$75k–\$125k: 47 units needed.
 - \$125k–\$200k: 215 units needed (highest demand).
 - \$200k+: 31 units needed.

TABLE 2-4: Buying power

Mortgage	Household Income						
	75k	100k	125k	150k	175k	200k	225k
30-year at 6.9%	270,100	355,400	438,100	513,900	606,100	680,400	769,900
30-year at 5.9%	289,700	383,600	470,100	550,100	650,400	729,600	826,700
30-year at 4.9%	303,600	400,600	506,200	591,100	679,400	785,000	890,500
30-year at 3.9%	326,600	431,500	546,600	637,500	732,000	847,100	962,200

TABLE 2-5: Demand for owner-occupied housing in the City of London only

City of London	All Income	<\$75k	\$75K - \$125K	\$125K - \$200K	\$200K+
2024 Households by Income	2,621	1,049	777	679	116
2029 Households by Income	2,780	973	797	867	143
For-Sale Units Needed for Balanced Market	2,851	998	818	889	146
- Existing Occupied Supply	2,621	1,049	777	679	116
- Existing Vacant Units For-Sale	6	2	2	2	0
+ Units Needed for replacement	26	10	8	7	1
Total Units Needed Over 5 Years	250	-43	47	215	31



DEMAND: COMPARISON OF NEARBY MARKETS BY INCOME COHORTS

Demand is virtually non-existent for for-sale housing for households with annual incomes below \$75k primarily because the supply is low, and many of these households do not meet the lending requirements for housing priced up to \$270k (according to the current buying power at 6.9% interest).

— \$75k Income:

- Negative demand across all markets due to limited affordable supply and borrowing constraints.
- London shows a need for -43 units,
- Madison County -365 units
- Grove City -476 units.

Within the Madison County market, \$75k–\$125k is the lowest income cohort for which demand can be satisfied by the current and anticipated supply. Please note, London has an advantage with respect to eligible supply, when compared to Grove City and Hilliard (where no additional units are needed). Currently, homes valued between \$270k and \$438k are the home targeted by earners in this range.

— \$75k–\$125k Income:

- Positive demand in London (47 units) and Madison County (111 units).
- Negative demand in Grove City (-603 units) and Hilliard (-134 units) due to limited available units in this price range.

Households within the \$125k–\$200k income cohort are qualified to purchase housing priced between \$438k and \$680k. The supply for homes in this category is currently very low in London and Madison County but the current and anticipated demand is present. However, the supply of and demand for homes in this category is greater in both Grove City and Hilliard, which is where the primary competition will come from.

— \$125k–\$200k Income:

- Significant demand in London (215 units), Madison County (894 units), and Grove City (1,112 units).
- Primary competition for homes priced between \$438k and \$680k comes from Grove City and Hilliard.

Households earning \$200k+ annually can purchase housing valued up to \$770k under current lending conditions. These homes are most likely to exist within the London market in the form of a renovated older home. Construction of new homes in this range is more likely to occur in nearby Franklin County or at Choctaw Lake located approximately 15 minutes to the north.

— \$200k+ Income:

- Lower demand in London (31 units) but higher demand in Madison County (287 units).

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

SUPPLY: RENTAL HOUSING

From July to October 2024, 14 apartment complexes were surveyed and monitored across London, Madison County, and northwestern Franklin County, totaling over 1,400 units. Outside the City of London, rental properties are limited, with a few located in Mount Sterling, West Jefferson, and Plain City.

Among these surveyed multifamily properties, only one contains studio apartments and they rent for \$674. Nine of the surveyed properties offer one-bedroom units. These units rent in the range of \$549 to \$2,125 per unit.

All of the properties offer two-bedroom units that range from \$629 to as much as \$2,792 per unit. There are six properties offering three-bedroom units that range from \$800 to \$2,995.

All of the properties with the highest rents are in Franklin County and Plain City. Within just the City of London, one-bedroom units max out at \$1,155, two-bedroom units at \$1,345, and three-bedroom units at \$1,499 per month.

A significant amount of rental housing in London can be found in one-unit attached or detached units (condos and single-family homes).

Approximately 32% of rental housing is in the form of one-unit attached and detached housing. Although this is not necessarily efficient, this is common for today’s rental supply because most areas within the region have not added enough multifamily supply over the last decade plus. Further, approximately 17% of all single-family homes are used as rental housing. This is lower than many nearby markets (~20%) but just slightly higher than the average in Ohio (~14%).

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

FIGURE 2-22: Multifamily rental complexes by total units

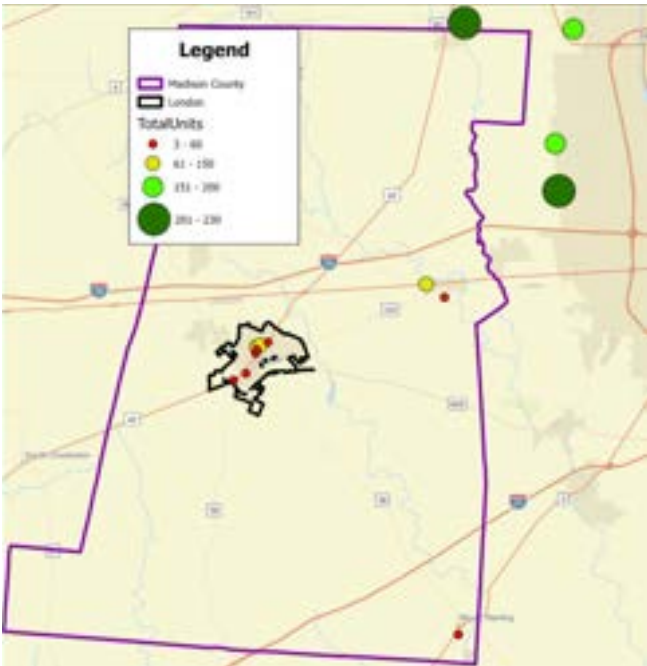


TABLE 2-6: Rental housing by units in structure

Rental Type	2000 CENSUS	2022 ACS
1, detached	386	447
1, attached	38	67
2	306	68
3 or 4	315	379
5 to 9	305	317
10 to 19	31	44
20 to 49	47	115
50 or more	96	114
Mobile home	15	0
Boat, RV, van, etc.	0	0
Total	1,539	1,551

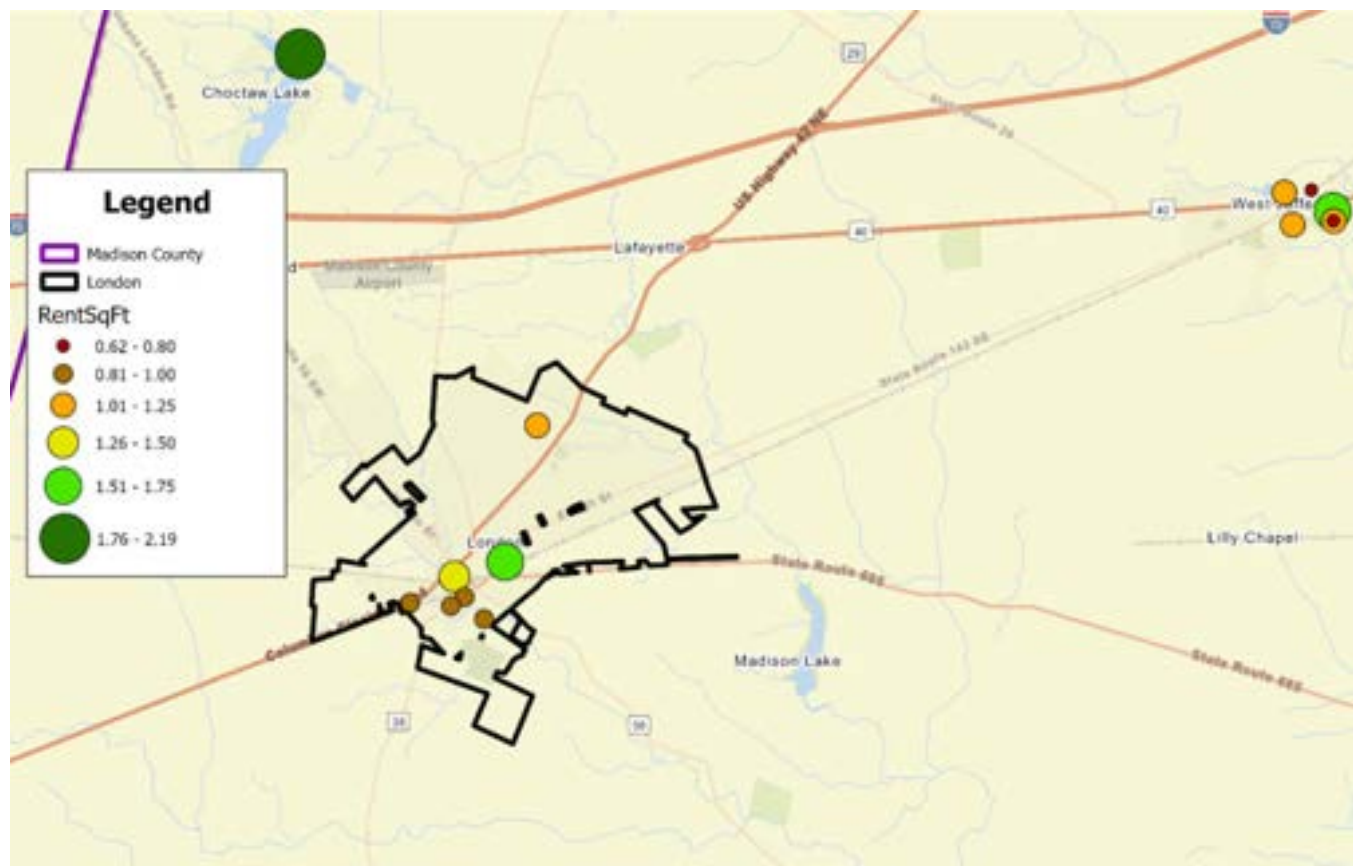
Single-family rental is housing that was once owner-occupied (for-sale housing) but is now part of the rental housing stock. This can occur for a variety of reasons, but the primary reason is simply that rental demand is more powerful than rental supply. Why? Because housing is a human need and demand will always find a way to be satisfied, even if it is not optimal. Therefore, if the market is not adding the additional supply necessary to meet demand, then unconventional rentals such as single-family homes will likely flip from owner-occupied to renter-occupied.

Non-conventional rentals are often popular with families that need three or more bedrooms. Conventional multifamily rental properties usually only contain a small percentage of units with three or more bedrooms and therefore, the supply is very constrained. But these types of rentals are also less regulated and therefore are often expensive when a household's income would have qualified it for voucher or tax credit housing ("Affordable" housing).

We monitored listings for single-family rentals across all of Madison County and western Franklin County. In all, we recorded 53 individual listings for single-family rentals between July and October 2024. Most listings were only posted for a week or two, which indicates high demand and/or limited supply. The following map illustrates how the price per square foot of rental housing in single-family homes and condos varies across the surrounding area.

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

FIGURE 2-23: Rent per square foot for one-unit attached and detached rental housing



DEMAND: RENTAL HOUSING IN LONDON & MADISON COUNTY

The following table illustrates the “buying power” available to potential renters across three different strata of “housing cost burden.” Please note, the U.S. Department of Housing and Urban Development (HUD) classifies spending 30% or more of a household’s gross income on housing as being cost overburdened. Further, households spending 50% or more of their gross income on housing are classified as being severely cost overburdened.

Note: Income qualifications are different depending on the prospective unit(s). Income qualification is not the same as cost overburden. The concept of being housing “cost overburdened” does not necessarily disqualify you from a certain type of housing. Income qualifications for rental units are ultimately up to the property manager and their risk tolerance.

TABLE 2-7: Purchase power of renter households by percent of housing cost burden

Percent of Income	HOUSEHOLD INCOME			
	50k	75k	100k	up to 150k
Max rent at 30% of income	1,250	1,875	2,500	3,750
Max rent at 40% of income	1,667	2,500	3,333	5,000
Max rent at 50% of income	2,083	3,125	4,167	6,250

If we isolate the City of London, the next five years of demand for rental housing across the income spectrum can be summarized as follows:

TABLE 2-8: Demand for owner-occupied housing in the City of London only

City of London	All Income	<\$50k	\$50K - \$75K	\$75K - \$100K	\$100K - 150K	\$150K+
2024 Households by Income	1,538	955	253	154	123	53
2029 Households by Income	1,486	847	235	165	140	99
For-Sale Units Needed for Balanced Market	1,564	892	248	174	147	104
- Existing Occupied Supply	1,538	955	253	154	123	53
- Existing Vacant Units For-Sale	84	52	14	8	7	3
+ Units Needed for replacement	77	48	13	8	6	3
Total Units Needed Over 5 Years	19	-67	-6	20	23	51

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.



A more realistic look at the rental market needs to consider the entirety of Madison County as the de facto market area. Due to the demand for rental housing in London being not regulated to just those currently living in London, we would expect up to 75% of the support for rental housing to originate from anywhere within the county.

The primary takeaway from the table below is there is an overall reduction of households earning less than \$50k annually across the board in the region. This is in part because wages for lower income households have generally increased over the last five years but have become stagnant. In other words, these households initially made more money and realized higher disposable incomes, but high inflation and stagnant wages have eroded those temporary advantages.

TABLE 2-9: Demand for owner-occupied housing in the market area

Madison County	All Income	<\$50k	\$50K - \$75K	\$75K - \$100K	\$100K - 150K	\$150K+
2024 Households by Income	3,812	2,158	660	387	423	184
2029 Households by Income	3,626	1,865	568	388	477	328
For-Sale Units Needed for Balanced Market	3,817	1,964	598	408	502	345
- Existing Occupied Supply	3,812	2,158	660	387	423	184
- Existing Vacant Units For-Sale	126	71	22	13	14	6
+ Units Needed for replacement	191	108	33	19	21	9
Total Units Needed Over 5 Years	70	-157	-51	27	86	164

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

DEMAND: COMPARISON OF NEARBY MARKETS BY INCOME COHORTS (BUYING POWER)

The following tables compare demand across London, Madison County, Springfield, Grove City, and Hilliard for-sale housing markets. Each table isolates a specific income cohort.

To note, there are not as many households earning less than \$50k than in the past. These households still require more affordable options, but existing units serving this segment of the market are likely to suffice for the foreseeable future as long as additional units targeting higher household incomes come online within the next five years or so.

TABLE 2-10: Comparison of income qualified demand (less than \$50k) across nearby areas

Income Range less than \$50K	London	Madison County	Springfield	Grove City	Hilliard
2024 Households by Income	955	2,158	8,375	1,854	1,561
2029 Households by Income	847	1,865	7,427	1,374	1,143
For-Sale Units Needed for Balanced Market	892	1,964	7,818	1,446	1,203
- Existing Occupied Supply	955	2,158	8,375	1,854	1,561
- Existing Vacant Units For-Sale	52	71	220	140	137
+ Units Needed for replacement	48	108	419	93	78
Total Units Needed Over 5 Years	-67	-157	-358	-455	-417

TABLE 2-11: Comparison of income qualified demand (\$50k - \$75k) across nearby areas

Income Range \$50K - \$75k	London	Madison County	Springfield	Grove City	Hilliard
2024 Households by Income	253	660	1,961	1,382	1,040
2029 Households by Income	235	568	2,001	1,243	890
For-Sale Units Needed for Balanced Market	248	598	2,106	1,309	937
- Existing Occupied Supply	253	660	1,961	1,382	1,040
- Existing Vacant Units For-Sale	14	22	51	104	92
+ Units Needed for replacement	13	33	98	69	52
Total Units Needed Over 5 Years	-6	-51	192	-108	-143

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.



When analyzing nearby markets by income cohorts, a notable trend emerges regarding rental housing demand. Specifically, it becomes evident that when household incomes exceed \$75,000, there is a renewed increase in the demand for rental housing. This pattern challenges the traditional assumption that renting is primarily associated with lower-income households. Instead, it highlights the presence of a strong rental market even among more financially stable households. In fact, the next two tables will further illustrate how rental demand in London rises as household incomes continue to grow, reinforcing the idea that rental housing remains a preferred option across various income levels, not just for those in the lower-income brackets but also for middle- and upper-income earners.

TABLE 2-12: Comparison of income qualified demand (\$100k - \$150k) across nearby areas

Income Range \$100k - \$150k	London	Madison County	Springfield	Grove City	Hillard
2024 Households by Income	123	423	564	947	1,028
2029 Households by Income	140	477	899	1,321	1,320
For-Sale Units Needed for Balanced Market	147	502	946	1,391	1,389
- Existing Occupied Supply	123	423	564	947	1,028
- Existing Vacant Units For-Sale	7	14	15	71	91
+ Units Needed for replacement	6	21	28	47	51
Total Units Needed Over 5 Years	23	86	395	420	321

TABLE 2-13: Comparison of income qualified demand (\$150k and above) across nearby areas

Income Range \$75k - \$100k	London	Madison County	Springfield	Grove City	Hillard
2024 Households by Income	53	184	115	332	628
2029 Households by Income	99	328	158	350	1,012
For-Sale Units Needed for Balanced Market	104	345	166	369	1,066
- Existing Occupied Supply	53	184	115	332	628
- Existing Vacant Units For-Sale	3	6	3	25	55
+ Units Needed for replacement	3	9	6	17	31
Total Units Needed Over 5 Years	51	164	54	29	414

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

Housing Analysis Conclusions

The following outlines the conclusions from the housing market analysis. The data highlights a constrained housing market with slow growth, limited new development, and affordability challenges that impact both for-sale and rental housing. London currently has the potential to lose residents and investment to neighboring cities. However, this can be averted with proactive steps to expand its housing options. Below are the key takeaways from the analysis.

LONDON HOUSING GROWTH IS SLOW

- The city has only added ~24 housing units per year since 2020, well below its past growth rates.
- 1,356 planned units exist, but at the current absorption rate, it would take 24 years to fully integrate them into the market.

LIMITED HOME AFFORDABILITY AND MORTGAGE CONSTRAINTS

- Homes under \$270K are scarce, and most buyers need \$75K+ annual income to afford housing at today's interest rates.
- Demand is strongest for homes in the \$270K–\$438K range, but supply in this price band is limited.

AGING HOUSING STOCK & SLOW TURNOVER

- Outside of new builds in Plain City, the average home on the market is 60+ years old and listed at ~\$400K.
- The city lacks new housing supply, which limits choice for buyers and stifles overall growth.

RENTAL DEMAND IS STRONG BUT SUPPLY IS INFLEXIBLE

- The rental market in London (and Madison County) is projected to support an additional net 70 rental housing units over the next five years.
- More specifically, over 250 housing units (beyond replacement) are needed to meet rental demand for households earning \$75K or more.
- The realization of these units would likely induce those currently renting older and/or lower-quality housing to “upgrade” to newer units, freeing up older housing stock for lower-income renters.
- This phenomenon, known as “naturally occurring affordable housing”, is the quickest and least encumbered method to expand affordable housing in London.

LONDON FACES REGIONAL COMPETITION FOR HOMEBUYERS

- Nearby cities have more housing supply at higher price points. Without more housing choices and better affordability.
- London risks losing residents to more competitive markets.

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

Housing Analysis Strategic Priorities

The conclusions drawn from the housing analysis led to identifying strategic priorities for the housing market. These priorities provide a foundational outline for tackling housing supply, affordability, and competitiveness issues in London. The data-driven approach to these strategic priorities contributed to developing key elements within the Plan Framework chapter such as the goals and objectives. Below are the most critical housing strategic priorities:



Expand Housing Supply

Support the approval of housing developments in the \$270K to \$450K price range to meet demand and diversify housing options, including townhomes, apartments, duplexes, and both attached and detached single-family homes to address the needs of a broader range of residents.



Encourage More Rental Development

Support the development of at least 250 new rental units that target households earning \$75K+. This will support demand and create naturally occurring affordable housing, while ensuring a mix of multifamily, single-family rentals, and townhomes.



Compete With Neighboring Cities

Aim to market the City of London as a competitive alternative to Grove City and Hilliard by expanding housing choices, maintaining affordability, and enhancing the overall quality of life to attract and retain residents.

Note: A comprehensive version of the housing market analysis, including detailed data tables, comparisons, and methodology, can be found within the Appendix.

Economic Development Analysis

The following CRE SWOT analysis reveals the strengths, weaknesses, opportunities, and threats affecting London's commercial and light industrial market. Understanding these factors is essential for making strategic decisions to enhance economic growth, improve underperforming areas, and position London competitively within the region.

The economic development analysis provided essential data that informed the Plan Framework, ensuring that the proposed policies and strategies are aligned with market realities. By identifying growth opportunities, addressing economic vulnerabilities, and prioritizing investments, this analysis serves as a foundation for guiding land use, infrastructure improvements, and business development initiatives within the Plan Framework.

Note: A comprehensive version of the economic development analysis, including detailed data tables, maps, and methodology, can be found within the Appendix.



IMAGE 2-5: Imagery of a mixed use buildings within the Historic Downtown District.

STRENGTHS (WHAT IS WORKING WELL)

- **Strong Lafayette Street Retail Corridor** : Most shopping centers along Lafayette Street have high occupancy rates, and future housing developments in the area will further support retail success.
- **Downtown London's Potential**: The city has a walkable grid layout, strong government employment base and recent private investments that are revitalizing the downtown area.
- **Proximity to Columbus & Regional Economic Growth**: London benefits from spillover growth from Columbus, with investments in manufacturing, logistics, and data processing in nearby communities.
- **Higher-Income Residents Are Moving In**: While London's existing population has below-average incomes, newer households moving into the area earn \$50K–\$100K more annually.
- **Major Transportation Access**: London is well-connected to U.S. Route 42, OH-142, and the Conrail Railroad, supporting commercial and industrial growth.

WEAKNESSES (WHAT CHALLENGES EXIST)

- **High Retail Vacancy at Eagleton Center**: This shopping center struggles with low consumer foot traffic and auto-dependency, making it difficult to attract tenants.
- **Downtown Challenges**: – Many downtown storefronts remain vacant or underutilized, and a lack of uniform branding and streetscape improvements weakens the area's appeal.
- **Declining Downtown Population**: Downtown has lost ~150 residents since 2000, reducing its built-in consumer base.
- **Below-Average Consumer Spending**: Household spending in London is 20–30% lower than the national average, making it harder for retail and service businesses to thrive.
- **Struggling Shopping Centers (e.g., Family Dollar Plaza)**: Some commercial sites, particularly 179 West High Street, are underperforming due to location disadvantages and shifting consumer trends.



OPPORTUNITIES (WHERE TO GROW/IMPROVE)

- **Increase Downtown Population & Workforce:** Adding 150 new residents downtown could generate \$846K+ in annual spending. Adding 120 new workers downtown could result in \$518K in spending at local businesses. Combined, this could inject \$1.5M into the local economy.
- **Redevelop Sites:** Adaptive reuse of properties could bring new life to underutilized spaces, potentially as a community center, recreation facility, or mixed-use development.
- **Leverage the Ohio-to-Erie Trail:** Improving signage and amenities along the trail could attract more people to downtown, increasing spending at local businesses.
- **Capitalize on Regional Growth:** Columbus and surrounding areas are experiencing significant economic expansion, and London can position itself as an affordable alternative for businesses and residents.

THREATS (WHAT EXTERNAL RISKS ARE THERE)

- **Development Between London & I-70 Could Divert Growth:** If new housing and commercial projects emerge outside London's borders, it could pull residents, jobs, and tax revenue away.
- **Hilliard & Grove City are Growing More Aggressively:** These cities are expanding residential and commercial options faster than London, making them strong competitors for future investment.
- **Over development in Northern London Could Divide the City:** If too much growth is concentrated in the northern planned developments, it could create an imbalance between downtown and newer areas, weakening investment in central and southern London.
- **Consumer Spending Levels May Continue to Lag:** If London does not attract higher-income residents or expand its workforce, retail and service businesses may struggle to grow, limiting economic expansion.

Economic Development Analysis Conclusions & Strategic Priorities

The findings drawn from the economic development analysis led to the identification of key conclusions and strategic priorities. Specifically, these priorities provide a foundational outline for implementing initiatives that support economic development within the City of London. The data-driven approach to these strategic priorities contributed to the development of key elements within the Plan Framework chapter, including its goals and objectives. Below are the most critical economic development strategic priorities:

Ensure Growth Is Balanced

Implement policies that prevent fragmentation, encourage infill development, and support cohesive growth patterns to strengthen London's long-term economic sustainability.

Leverage Residential Growth to Sustain Corridors

Align new housing development with commercial areas to create a built-in consumer base and enhances economic vitality.

Support Downtown Revitalization

Encourage revitalization in the downtown to increase foot traffic, strengthen the local economy, and attract private investment.

Encourage Mixed Use Developments

Promote the growth of new mixed use establishments to address residential and commercial market gaps.

COMMUNITY CONTEXT

KEY TAKEAWAYS

The Community Context chapter provides a foundational understanding of the City of London's people, places, and patterns. Through a detailed review of the city's regional context, study area characteristics, demographics, and existing physical and environmental conditions, this chapter paints a clear picture of how the city functions and where it is headed. Additional analyses of the housing market and economic development trends further enhance this understanding, offering insight into the forces shaping demand, investment, and community change. Together, these analyses reveal critical opportunities and challenges—ranging from housing supply and land use pressures to environmental risks, infrastructure capacity, and the role of community assets.

By integrating data, mapping, and analyses, the Community Context chapter has uncovered a set of important themes and patterns shaping London's future. The six key takeaways highlight the most important findings from the community context chapter that directly affect the structure and priorities of the Comprehensive Plan Framework. The next page outlines these six takeaways and provides a summary for each one.

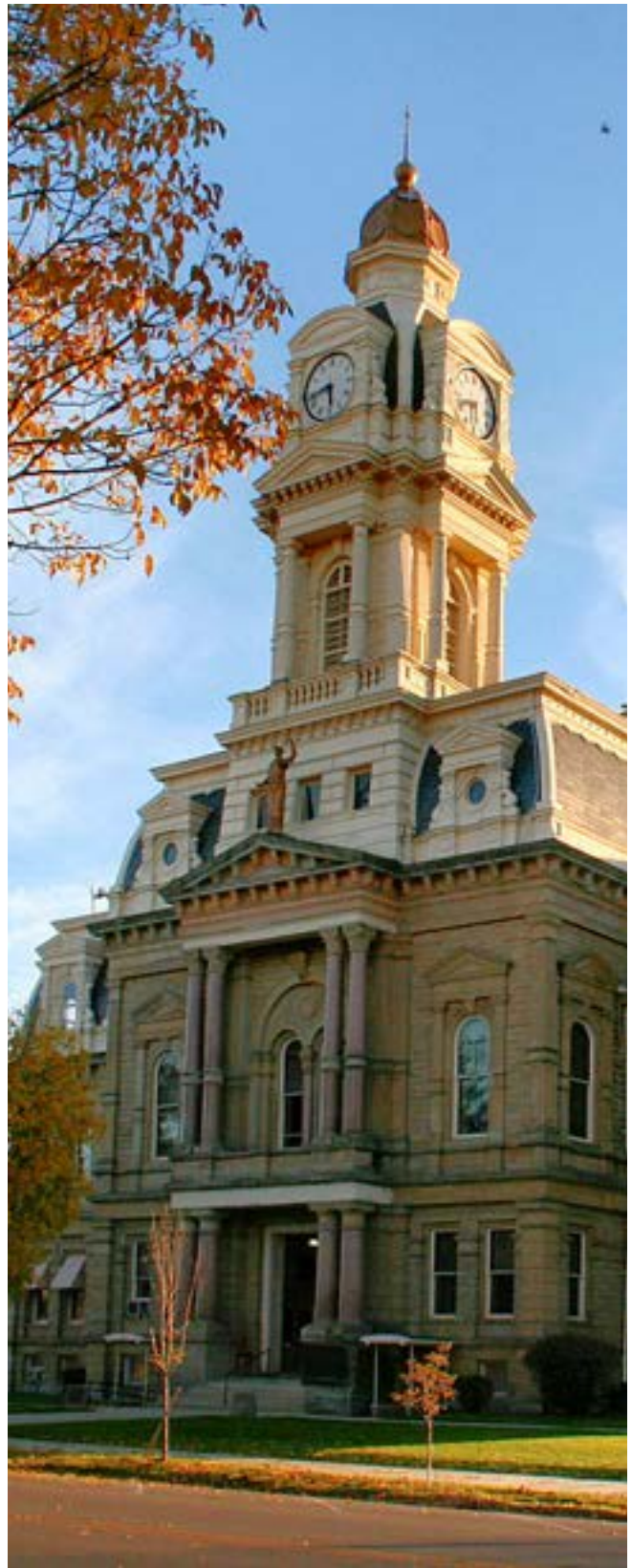


IMAGE 2-6: Madison County Courthouse located in downtown London.

Community Context Key Takeaways:



London Is A Strategic Growth Hub In Central Ohio

The City of London's location, regional connectivity, and role as the county seat of Madison County are catalysts for increased investment, housing demand, and economic growth.



Housing Supply is Constrained & Mixed Use Options Are Lacking

While new housing is planned, absorption has been slow, and much of the existing stock is aging. In addition, there is a lack of variety in housing types, particularly options such as townhomes, small-scale multifamily, senior-friendly units, and mixed use residential, limiting choices for residents at different life stages and income levels.



Infrastructure Support Core Areas But Expansion Could Occur

Water and sewer services are well-established in the city core. However, targeted expansion will be necessary to support future growth at the city's edges, particularly in potential development areas.



Community Assets Exists but Needs Stronger Connections

Parks, trails, schools, and civic spaces form the backbone of London's community assets. With investment in physical connectivity, such as trail links and improved access, these elements can become a more cohesive and inclusive system.



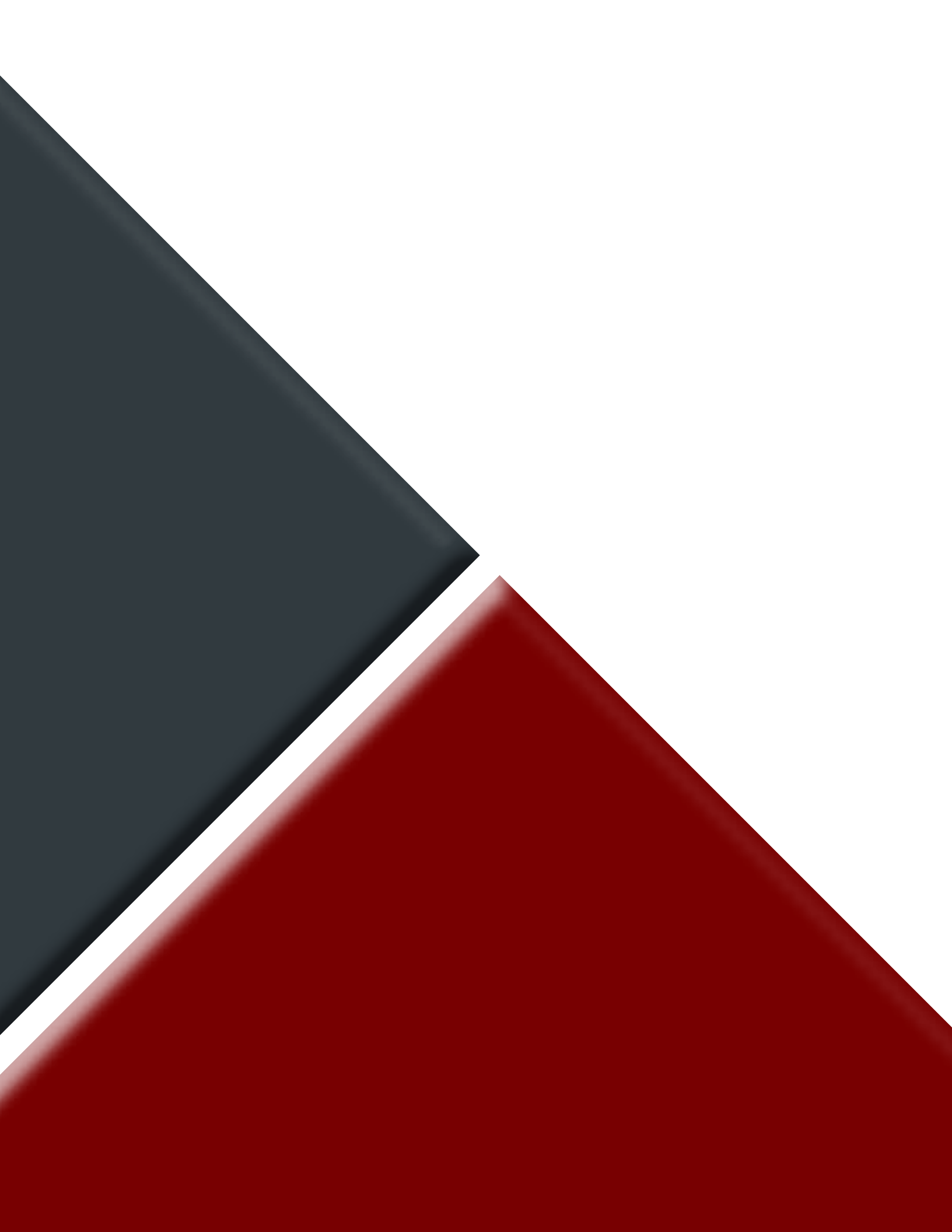
Future Development Should Consider Environmental Assets

Future development should be planned sensitively to the city's natural features—including floodplains, waterways, and protected open spaces. Thoughtful planning can help reduce risk while supporting sustainable development that protects natural systems, enhances stormwater management, and connects greenways, parks, and open space networks.



Development Potential is Growing, but Competition is Real

The new mixed-use and civic projects, including the downtown adaptive reuse and the new police station, represent progress for the city. However, competition from nearby cities means London needs to enhance its housing options, improve mobility and connectivity, and strengthen its economic offerings to retain and attract residents and investments





03

Community Engagement

03

Community Engagement

OVERVIEW

Community engagement is a cornerstone of any successful comprehensive plan. It ensures that the voices, values, and aspirations of those who live, work, and invest in a community directly shape its future. A truly effective plan must reflect local priorities, respond to lived experiences, and build consensus around shared goals—and that begins with inclusive, intentional engagement.

In the City of London's Comprehensive Plan, community engagement was the primary focus of Phase Three of the project process. It played a crucial role in shaping the plan's direction and content. Insights were gathered through various outreach efforts, which included steering committee meetings, stakeholder interviews, a public online survey, and two public open houses. The first open house was conducted early in the planning phase to identify key issues and opportunities, while the second was held at the end to review and gather feedback on the draft plan.

The steering committee and City staff played an essential role in organizing and supporting these engagement efforts, helping to promote public participation and ensure that forums were welcoming, informative, and productive. These efforts generated meaningful local insight and helped validate the plan's priorities and recommendations—ultimately resulting in a plan framework that reflects the values and vision of the London community.

The following chapter highlights the outcomes of this public engagement process, capturing the feedback, themes, and community-driven direction that helped shape the comprehensive plan.

ENGAGEMENT METHODS

STEERING COMMITTEE MEETINGS

STAKEHOLDER INTERVIEWS

ONLINE PUBLIC SURVEY

PUBLIC OPEN HOUSES

STEERING COMMITTEE

The Steering Committee played a vital role in shaping the City of London Comprehensive Plan, serving as a guiding force from the very beginning of the planning process. Composed of 24 community members representing a wide range of sectors—including city government, local businesses, parks and recreation, real estate, education, construction, finance, and residents—the committee brought diverse perspectives and deep local knowledge to the table.

Over the course of the project, the committee participated in five key meetings held at important milestones to review materials, discuss project direction, and provide meaningful input. Their engagement helped ensure the plan remained rooted in the community's needs, aspirations, and values. In addition to offering feedback on the plan framework and draft recommendations, members supported the public engagement process, helping promote events, increasing participation, and sharing local insights that enriched the planning effort.

Their active involvement and collaborative spirit were essential to developing a comprehensive, community-driven, and action-oriented plan.

STAKEHOLDERS

Targeted engagement with local stakeholders was a key component of the City of London Comprehensive Plan process. Stakeholders offer valuable on-the-ground insight into community needs, priorities, and challenges—helping to shape a more responsive and informed planning approach.

A total of 27 stakeholders participated in two focus group sessions held in September 2024. The first session, held on September 10, included community members, city and county officials, and local property or business owners with a particular stake in future development—primarily related to housing and infrastructure. The second session, held on September 23, brought together local employers, community members, and representatives from various city departments. This second discussion emphasized community development, quality of life, and opportunities to enhance services and amenities for residents.

These conversations gave the planning team critical background information and context from individuals with deep local knowledge and experience. Their input also informed the design of later engagement activities and the development of recommendations in the final Comprehensive Plan.



IMAGE 3-1: Collaboration throughout the entire planning process helped create a holistic comprehensive plan that reflects the community's values, priorities, and vision for the future.

Stakeholder Focus Group: Housing & Development

On September 10, 2024, a stakeholder focus group discussed future growth, infrastructure, and development priorities within the City of London. Participants included community members, city and county officials, and local property and business owners interested in London's long-term development—particularly in housing, economic development, infrastructure, and land use.

The discussion began by identifying what makes London attractive today, such as its regional location, small-town character, affordability, and community feel. Stakeholders acknowledged that London has significant potential and existing assets to build on but also shared concerns about the public perception of growth, particularly resistance from long-time residents. There was consensus that greater education and transparency are needed around economic incentives, infrastructure investments, and the long-term benefits of growth. Infrastructure was a recurring theme, especially the need to upgrade aging stormwater and sewer systems and ensure utility capacity is in place to support future residential and commercial development. Participants discussed flooding issues in the city center and highlighted an ongoing project addressing those concerns.

Housing was identified as both a challenge and an opportunity, with strong demand but limited inventory and diversity. Stakeholders emphasized the need for more affordable and varied housing options and thoughtful planning for the location of future commercial development. The group also touched on the importance of connectivity, supporting concepts of enhancing access to the planned Ohio to Erie Trail extension through downtown. Other opportunities included expanding community events, exploring a seasonal farmers market, and enhancing higher education access, primarily technical and continuing education. Stakeholders also noted that London's downtown, with its restaurants, events, and emerging nightlife, is a strength that could be further leveraged to enhance community vibrancy and attract new residents.

Stakeholder Focus Group: Community & Health & Safety

A focus group meeting on September 23, 2024, focused on community health, safety, education, and quality of life in the City of London. This session brought together a diverse group of participants—including representatives from emergency services, city departments, local schools, healthcare providers, workforce development, the business community, and residents. The conversation focused on the current state of services in London, key challenges, and opportunities for future improvements that align with the city's growth.

Participants emphasized the importance of schools, healthcare, and emergency services as core community assets. London City Schools reported steady enrollment growth and a desire to expand programming and partnerships, especially with parks and recreation. A recurring theme was the need for a community center, expanded youth programming, and more non-sports recreational opportunities.

On the health side, Madison Health shared workforce recruitment challenges, particularly for mid-level positions due to limited housing availability. Stakeholders also noted a growing demand for technical education and training opportunities, with support for alternatives to four-year degrees. Transportation and infrastructure were also key concerns. Participants highlighted poor walkability, limited transit options, and the growing need for an outer belt or bypass to relieve truck traffic on US 42. There was strong interest in integrating trails, greenways, and neighborhood parks into future residential developments to support active, connected neighborhoods.

The group also recognized that while London benefits from its proximity to Columbus, this can limit internal economic growth and workforce retention. Stakeholders agreed that supporting affordable and diverse housing options, improving communication and local marketing, and leveraging anchor institutions like schools and hospitals are essential to London's future success.

Stakeholder Focus Groups Key Takeaways:



Infrastructure Upgrade to Support Future Growth

Stakeholders across both sessions emphasized the need to improve and expand London's infrastructure—particularly stormwater, sanitary sewer, and roadway systems—to support new development and relieve existing pressure points like flooding and traffic on US 42.



Demand For More Diverse & Affordable Housing Options

A recurring theme was the lack of housing variety and affordability, which is impacting both workforce retention and new resident attraction. Participants called for a mix of housing types to serve different income levels, family sizes, and life stages



Public Perception and Communication About Growth

Many stakeholders noted a lingering reluctance toward change among some residents. They stressed the importance of clear, consistent communication that highlights the benefits of growth—such as improved amenities, expanded services, and new economic opportunities.



Community Facilities & Youth Amenities Are Lacking

There was strong consensus around the need for a community center, more non-sports youth programming, and additional neighborhood-scale parks and green spaces to serve residents and foster a higher quality of life.



London's Anchor Institutions are Key Assets

Schools, healthcare providers, and employers were recognized as essential to London's identity and economic future. Stakeholders emphasized leveraging these institutions for workforce development, housing alignment, and placemaking.



Downtown and Trail Connectivity Present Major Opportunities

London's emerging downtown district and the planned extension of the Ohio to Erie Trail were seen as important opportunities to increase vibrancy, attract visitors, and strengthen local identity—especially if paired with amenities like lodging, dining, and community events.

ONLINE SURVEY

To better understand public priorities and gather a broad range of community input, the City of London launched an Online Community Survey in October 2024 as part of the comprehensive planning process. The survey was promoted widely through city officials, city staff, Steering Committee members, printed fliers, and posts shared on the City of London website and local Facebook groups. As of December 6, 2024, the survey had received 206 responses, providing valuable insight into how residents view the city's future.

The survey included 23 questions designed to develop a more in-depth understanding of the City of London's existing issues and opportunities. Participants were asked to share their vision for the future, identify areas for improvement, and prioritize key quality-of-life enhancements.

Additionally, the survey gathered basic demographic information to assess the diversity and representativeness of the responses. This helps ensure that the planning process considers a wide range of perspectives and identifies any groups that may be underrepresented.

The following key findings from the public survey offer a high-level analysis of the most critical questions and their results. The pages that follow present some of the key survey results and takeaways, providing a valuable snapshot of community perspectives that directly informed the development of the Comprehensive Plan.

Note: The complete online survey questions and responses can be found in the Appendix.

Respondent Demographics

206

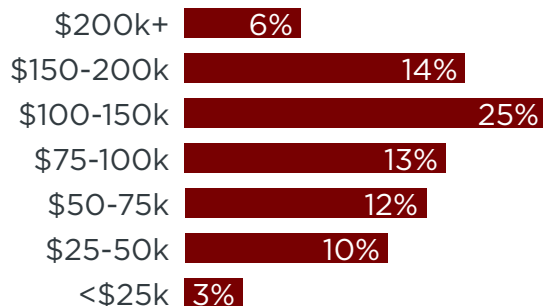
Respondents

87% Live in London, 63% for more than 10 years

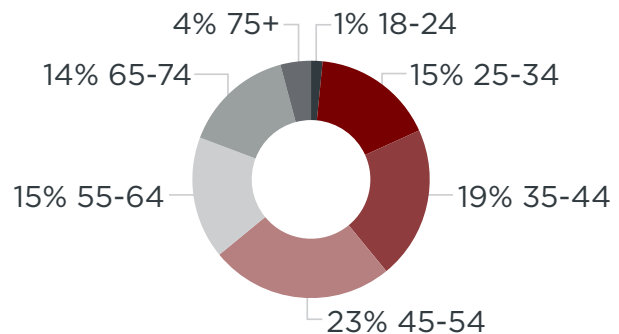
125 Women / **62** Men

178 Own / **23** Rent

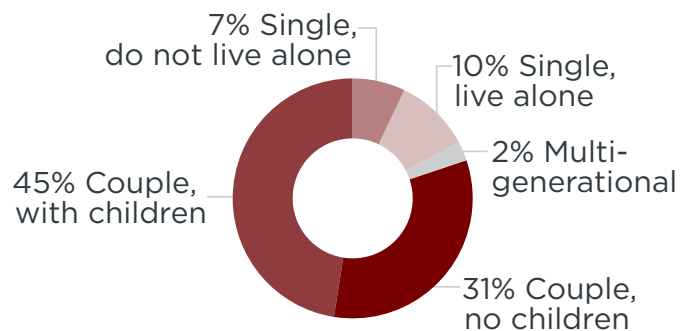
Household Income:



Age:



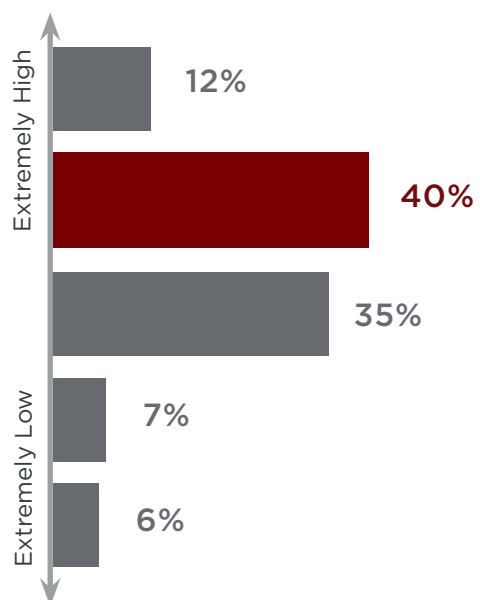
Households:



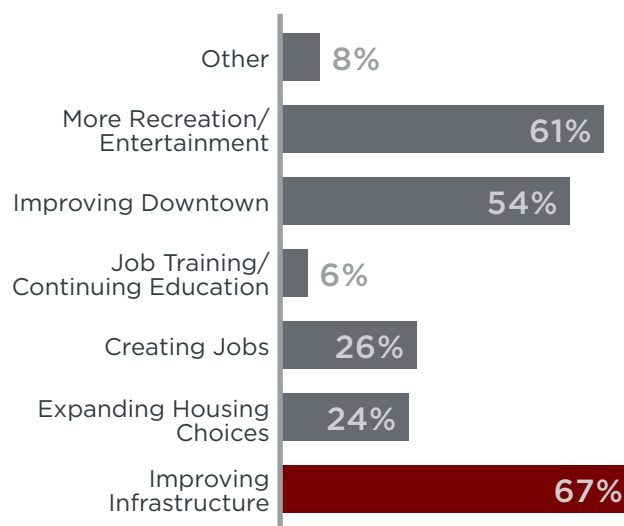


Survey Results

USING A SCALE OF 1-5, HOW HIGH," HOW WOULD YOU RATE YOUR QUALITY OF LIFE AS A LONDON RESIDENT?



OF THE FOLLOWING, WHICH WOULD YOU FOCUS ON MOST TO IMPROVE QUALITY OF LIFE IN LONDON?



IN ONE SENTENCE, DESCRIBE YOUR VISION FOR THE FUTURE OF LONDON.

"Being able to retain the small town feel while having a few more amenities"

"A vibrant and inclusive community with many things to do for locals, but that also attract others to come to our town!"

"Thoughtful and strategic growth with infrastructure planned for the future, housing to meet varying income levels, and attraction of more retail establishments"

"I would like to see London use the vacant space that is already developed to enhance the community instead of developing prime farmland"

"Balancing residential growth with available capacity - capacity of our schools, water, wastewater & roadway systems"

"While the town is slated to grow, much of the Infrastructure is outdated and there seems to be a lack of funds to upgrade... Let's work to keep a small town feel and leave some greenspace"

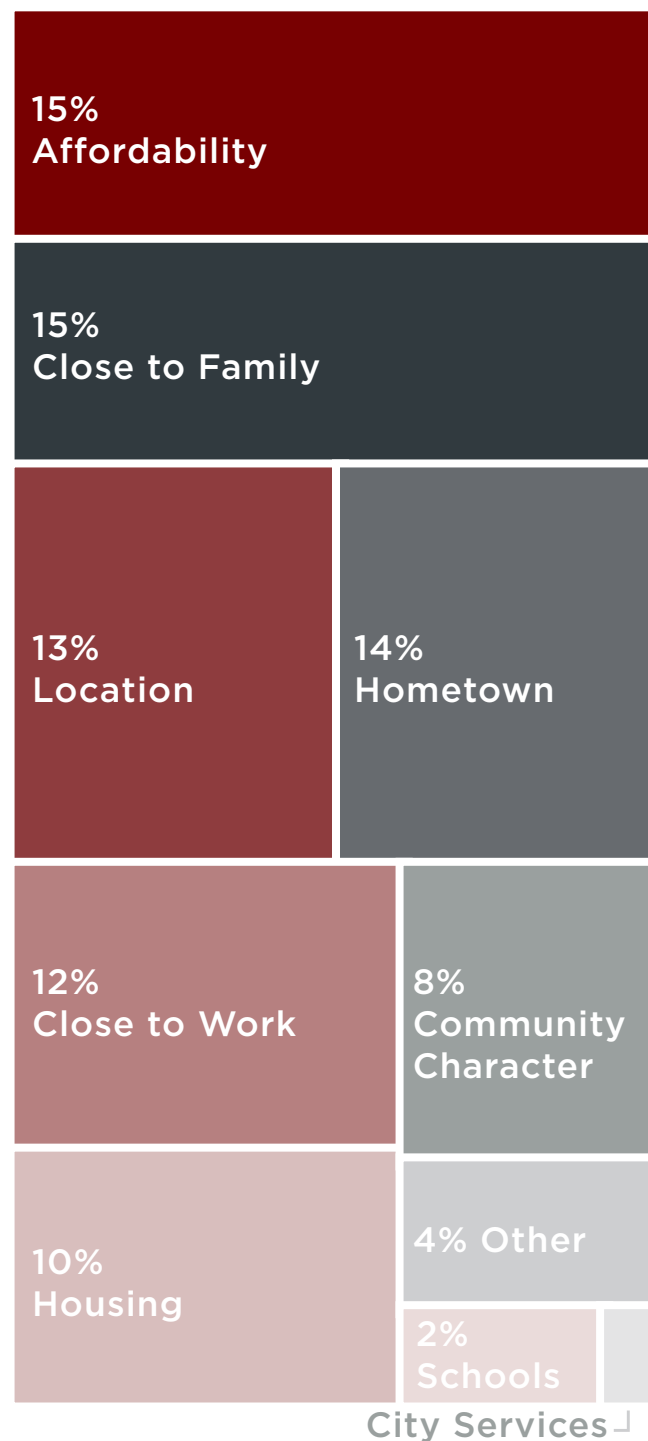
"Lack of engagement from residents, and too much from outside influences pushing the direction of the city -types of housing, businesses, over development of farm land, and green spaces surrounding us"

Note: The complete online survey questions and responses can be found in the Appendix.

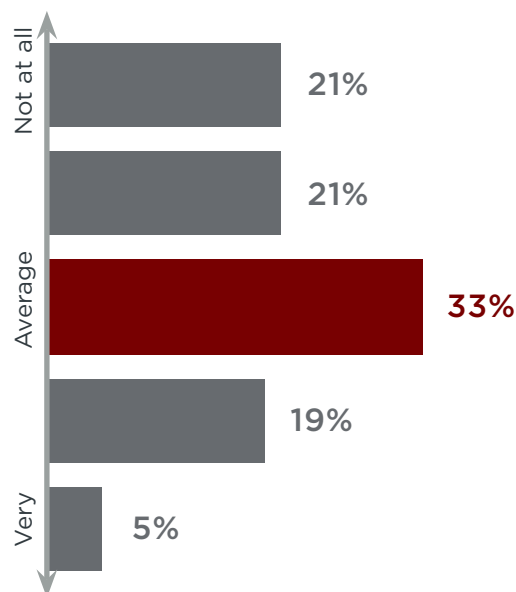
Survey Results

Continued

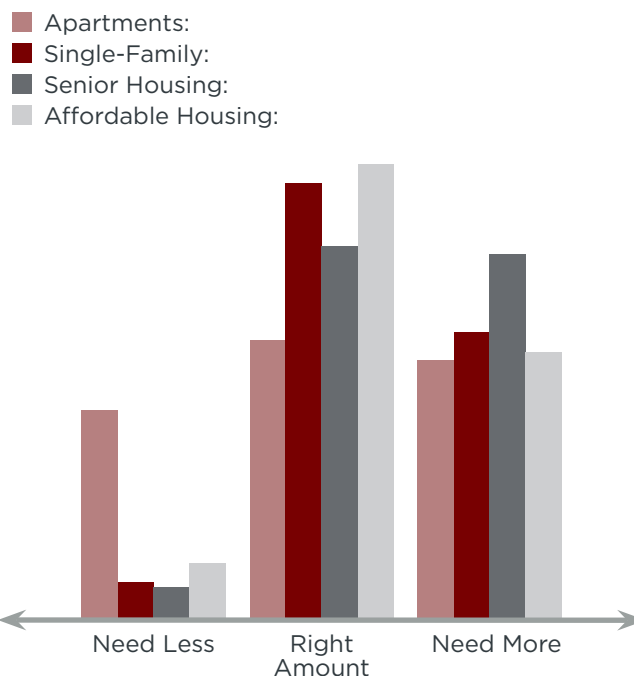
WHY DID YOU CHOOSE TO LIVE IN LONDON?



DO YOU FEEL THE HOUSING OPTIONS AVAILABLE IN LONDON ARE AFFORDABLE TO YOU?



TODAY, DOES LONDON NEED MORE, LESS, OR HAVE THE RIGHT AMOUNT OF EACH OF THE FOLLOWING HOUSING TYPES?

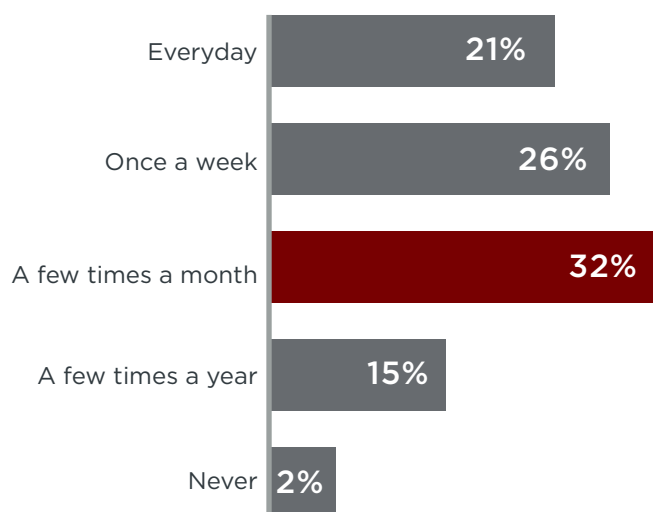


Note: The complete online survey questions and responses can be found in the Appendix.

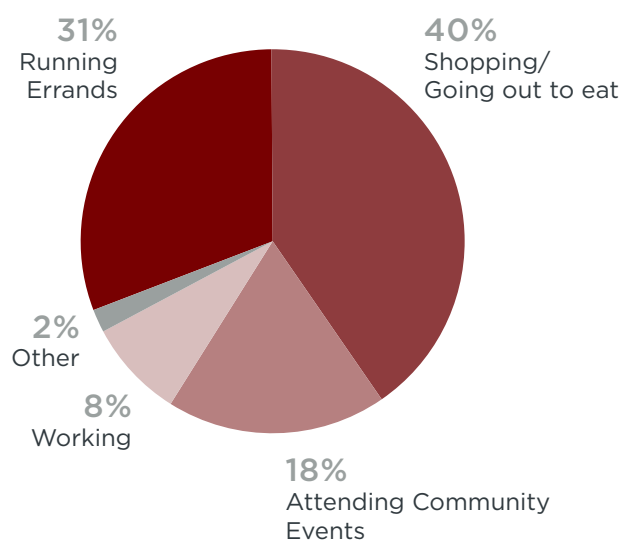
Survey Results

Continued

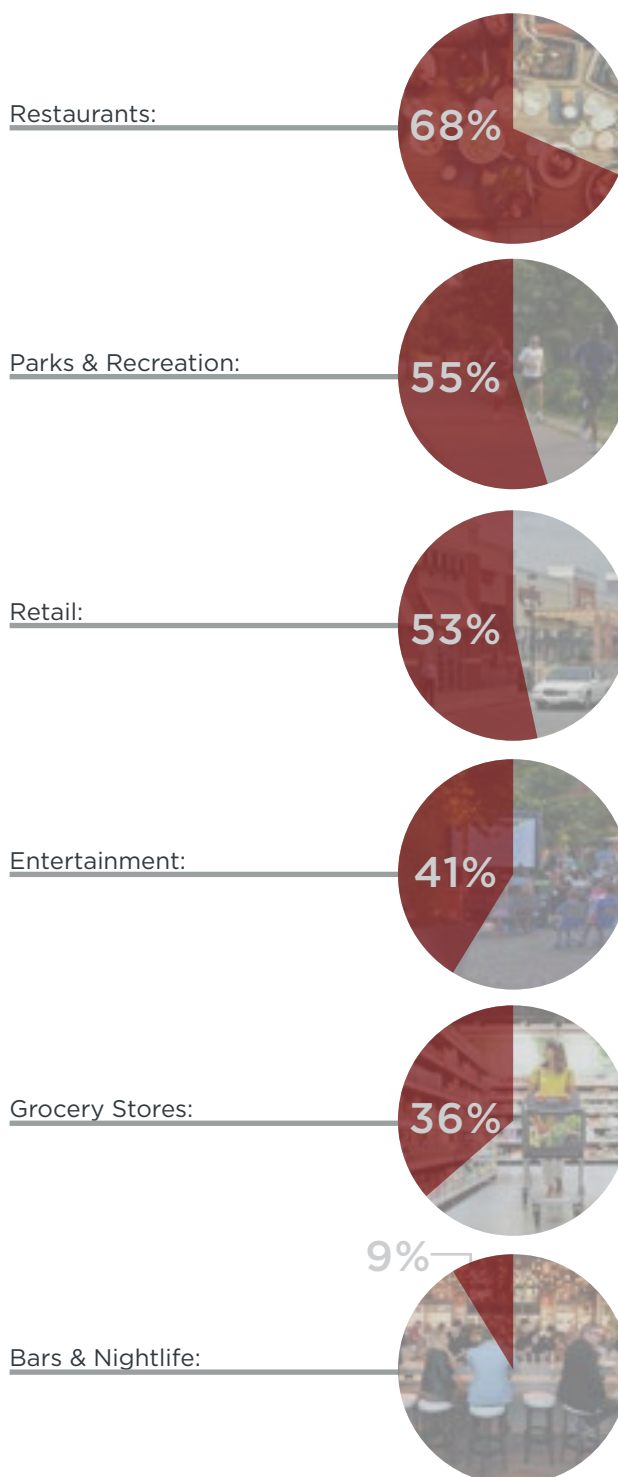
HOW OFTEN DO YOU SPEND TIME IN DOWNTOWN LONDON?



WHEN YOU VISIT DOWNTOWN LONDON, WHAT ARE YOU TYPICALLY DOING?



WHAT AMENITIES WOULD YOU LIKE TO SEE MORE OF IN LONDON?



Note: The complete online survey questions and responses can be found in the Appendix.

Survey Results

Continued

IF LONDON WERE TO BUILD A COMMUNITY CENTER, WHERE WOULD BE THE BEST LOCATION FOR IT?

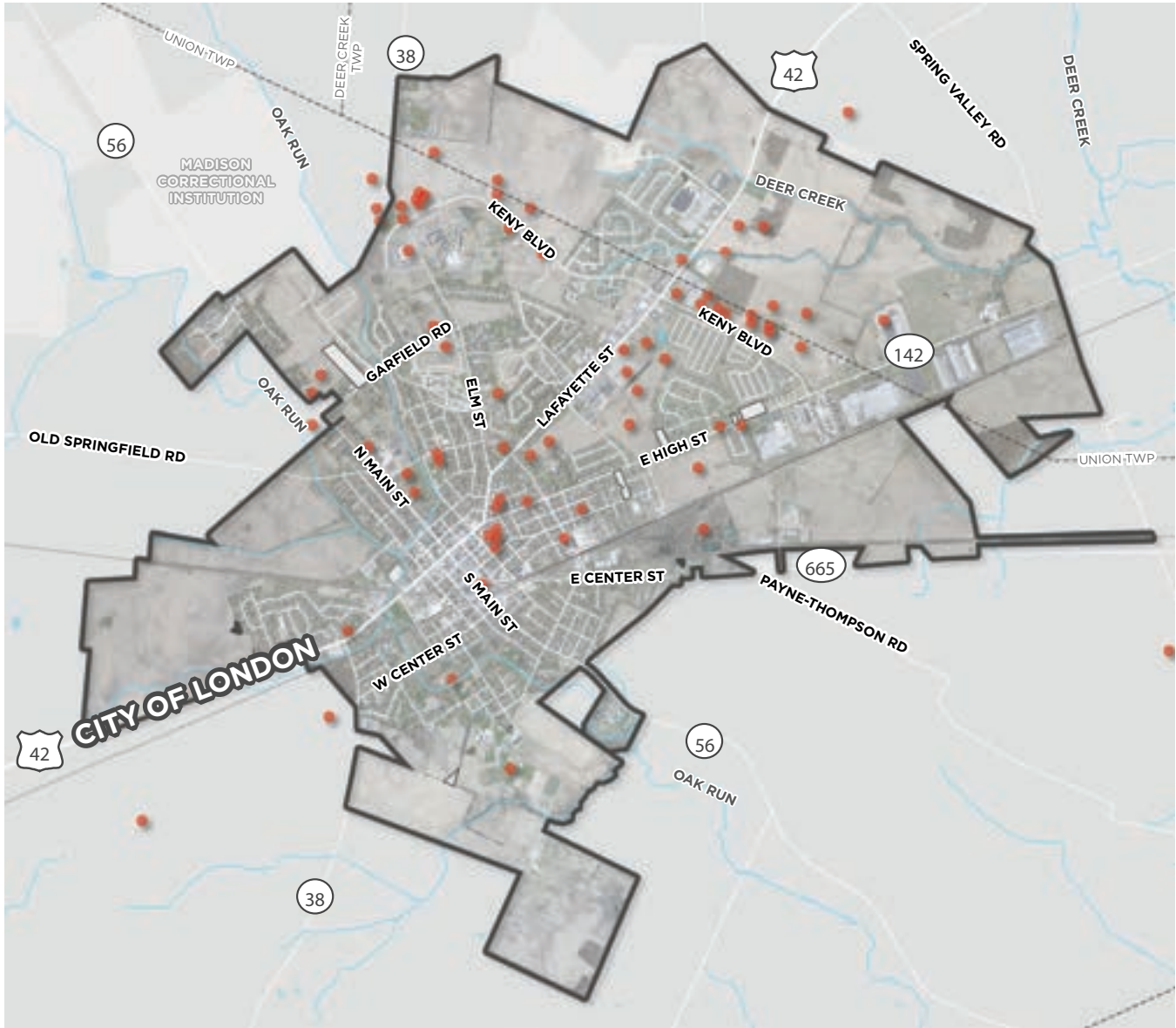


FIGURE 3 -1: Community Center Location Exercise Responses

1" = .75 MI

- Note: Online survey respondents were given the opportunity to interact with a map and click on locations where they would like to see a community center built; on the resulting map, darker red areas indicate higher concentrations of responses, showing where the most interest was expressed.

Online Public Survey Key Takeaways

The responses gathered from the Online Community Survey offers meaningful insight into how residents view the City of London today and their hopes for its future. Through careful analysis of the 23 survey questions and open-ended feedback, several recurring themes and priorities emerged. These responses revealed not only the community's shared values but also specific concerns, aspirations, and ideas that can inform future planning decisions.

The following Public Survey Key Takeaways summarize the most significant insights from the survey, highlighting the priorities, challenges, and opportunities that matter most to those who call London home. These findings played a critical role in shaping the recommendations and direction of the Comprehensive Plan.

Online Survey Key Takeaways:



Strong Community Ties

The majority of respondents indicated that they live in London (88%), with many also working, owning property, or having close family ties to the city- underscoring a deep connection to the community.



Desire For Community Infrastructure & Amenity Expansion

Top priorities included improving infrastructure (67%), enhancing downtown (55%), and expanding housing choices (24%). Other suggestions included building a YMCA.



Desire For Balanced Growth & Development

There is a desire to see London grow and evolve, while maintaining its small-town character, rural charm and reflects the community's identity.



Support for Education & Job Training

There is a need for better access to job training and continuing education, noting the value of alternatives to traditional four-year degrees.



A Top Challenge Infrastructure & Housing

Participants cited aging infrastructure, water, sewer issues, and limited affordable housing as significant concerns. Over 40% of respondents rated housing as not at all or only sometimes affordable, and many called for a wider variety of housing types.



Vibrancy Of Downtown Valued But Underutilized

While respondents appreciate the downtown district, most only visit a few times a month or less, citing a lack of shopping, dining, and evening activity. Many noted that additional events and local businesses could help energize the area.

PUBLIC OPEN HOUSES

Public open houses are vital parts of the comprehensive planning process. They offer a welcoming, interactive environment where community members can learn about the plan, ask questions, and share their ideas. These events ensure that the plan is shaped not only by technical analysis but also by the voices and lived experiences of those who call the community home.

For the City of London 2025 Comprehensive Plan, two public open houses were held at key stages of the project. The first open house, held during the project's early phases, focused on identifying community issues, opportunities, and preferences for growth and development. The second open house was held near the conclusion of the planning process and centered on presenting the draft plan and associated framework elements—allowing attendees to review proposed strategies and provide final feedback to help refine the plan.

Public Open House #1

The first Public Open House was held at London's City Hall on November 6, 2024, from 5:00 to 7:00 p.m. to introduce the planning process and gather early input from residents. The event was promoted through fliers distributed by the Steering Committee, City Staff, and on social media outlets. Community members were invited to attend, ask questions, learn about the comprehensive plan, and share their thoughts on London's future.

The first open house featured four interactive stations with self-guided activities and a slideshow providing background information on the planning process. The stations were designed to help attendees explore and discuss key topics such as growth, development, priorities, and opportunities.

Station One was an open-comment activity that asked attendees to write down what they believed were the biggest issues facing London and the greatest opportunities for the city's future. On the right side of the page are some of the comments provided by attendees. The downtown was frequently mentioned as both a challenge and an opportunity for revitalization and investment. Concerns around infrastructure, traffic, and sidewalk conditions also stood out as some of the most pressing issues the city will face in the coming years.

WHAT ARE THE BIGGEST ISSUES YOU SEE IN LONDON?

Traffic, Sidewalks, Housing

Lack of community in the downtown

More restaurants and better parking

More downtown development

Sidewalks need to be kept up with better

The city needs a community center gym

Long term traffic flow plan

Lack of affordability

Need of fulltime strategic city planner

Enforcement issues related to grass, nuisances, etc.

Downtown needs more improvements and greater diversity of stores and restaurants

WHAT ARE THE GREATEST OPPORTUNITIES YOU SEE IN LONDON?

Economic Development

Historic Downtown & Downtown Revitalization

Room for growth and community interest

Growth Is Coming

Downtown Investment & Trail Connections

Improvement and growth of the downtown

Housing & Jobs

Potential for live, work opportunities

Better Housing Options and More Shopping

Independent healthcare system focus on community health and needs

Close the gap on the bike trail, increase green space, and improve downtown tourism

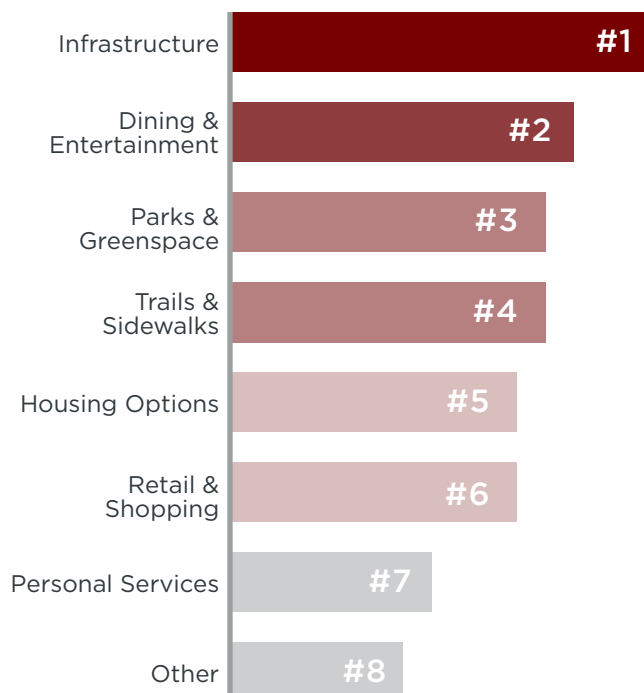
IMPORTANT COMMUNITY ELEMENTS

Station Two invited attendees to identify the top three community elements they felt should be prioritized in the coming years. This exercise aimed to quantify which improvements residents believe would most enhance the quality of life in London—participants selected from a list of common focus areas, reflecting both practical needs and community aspirations.

Infrastructure improvements were identified as the top priority. **Dining and entertainment** ranked second, with many residents expressing a strong desire for more local restaurants, social venues, and family-friendly gathering spaces. **Parks and Greenspaces** emerged as the third priority, emphasizing the importance of outdoor amenities, access to nature, and community health

Following the top priorities were elements such as trails and sidewalks, housing options, and retail and shopping. These results, illustrated in the adjacent chart, reflect a collective interest in maintaining essential services and expanding the amenities that contribute to making London a more engaging and livable place for everyone.

COMMUNITY ELEMENTS RANKED BY PUBLIC HOUSE ATTENDEES



PRESERVE, ENHANCE, TRANSFORM

Station Three invited participants to engage in a map-based activity where they identified specific areas of London they would like to preserve, enhance, or transform. These three categories helped distinguish between different levels of change:

- » **Preserve** refers to areas that are already valued and should be maintained or protected as they are.
- » **Enhance** applies to areas with potential that could benefit from improvements or upgrades while keeping their existing character.
- » **Transform** identifies underutilized, outdated, or disconnected places that would benefit from more significant redevelopment or change.

Downtown London received a mix of preserve and enhance markers, reflecting the community's appreciation for the area's character and the desire for continued investment. A few parts of downtown were also identified for transformation. Other transformation areas were largely clustered in the north in undeveloped areas.



FIGURE 3 -2: Preserve, Enhance, Transform Mapping Exercise Results

DESIRED DEVELOPMENT TYPES

Station Four focused on identifying preferred future development types across distinct areas of the city. Development type refers not only to the land use but also to the form, scale, and layout of buildings, which greatly influence how a place functions and feels. The type and location of development can shape everything from how people get around to what kinds of experiences and opportunities are available in a neighborhood.

At the station, participants were provided with descriptions of various development types and asked to indicate where they would like to see each type implemented in London. The city was divided into eight general areas, loosely based on existing zoning patterns and development characteristics. The different development types and their associated descriptions are on the right side of the page.

In Area One, which includes the historic downtown and central business district, the top selections were Neighborhood Mixed Use and Parks and Open Space, reflecting a desire for vibrant, walkable areas complemented by public gathering spaces. Neighborhood Mixed Use also emerged as a top choice in Area Two, which includes residential neighborhoods directly north of downtown.

On the north side of London, particularly in Areas Six and Seven, participants strongly preferred Planned Development and Multi-Unit Residential, aligning with recent growth and development patterns. Suburban Residential was also frequently selected in Area Six, indicating support for more traditional housing types in this part of the city.

Most importantly, Parks and Open Space were selected across all eight areas, with specific interest in increasing these amenities in the downtown and on the south side of London.

The following page displays the completed desired development map with the eight areas and the associated development types selected by attendees. The number of responses are identified in each cell.



Neighborhood Mixed-use

Neighborhood mixed-use areas have a combination of office, commercial, and residential uses. Buildings set close to the street and are between 1 and 4 stories. These areas are very walkable and can provide a variety of housing options.



Conventional Commercial

Traditional commercial development has large, 1 to 2 story buildings, with parking lots located in front or on the side of the building. This type of development is less walkable and requires large businesses that can afford to fill the large square footage of the stores.



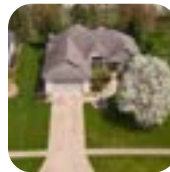
Planned Development

Planned developments can vary in size, but usually have a mix of housing types and often include some commercial uses. 1 to 4 story buildings are organized around amenities in shared open spaces and have centralized parking to the side or rear of the building.



Multi-unit Residential

Multi-unit development refers to residential uses other than single-family homes and comes in a range of sizes from small 2 to 4 unit buildings to large apartment complexes. Multi-unit development can be added into existing neighborhoods or can be part of larger planned developments.



Suburban Residential

Suburban residential areas characterized by larger lot sizes and buildings set further back from the road with front, back, and side yards. The majority of these areas are single-family homes, but they can include duplexes and condos or other small multi-unit buildings.



Conservation Development

Conservation development preserves natural areas and open space by clustering houses closer together than traditional suburban or rural residential development. This kind of development has many environmental benefits and can allow more housing to be built in ecologically sensitive areas.



Industry / Logistics / Manufacturing

This type of development provides the large buildings that can accommodate manufacturing, warehouses, and other industrial uses or large employers. Buildings can vary in size, but service access for loading and unloading is an important factor that impacts the design and layout of the buildings.



Parks & Open Spaces

Parks and open spaces can vary from playgrounds and athletic fields, to nature preserves with unpaved trails. Maintaining parks and open spaces provide recreation opportunities for people to enjoy and have environmental benefits.

FIGURE 3 -3: Desired Development Type Map

1" = .75 MI

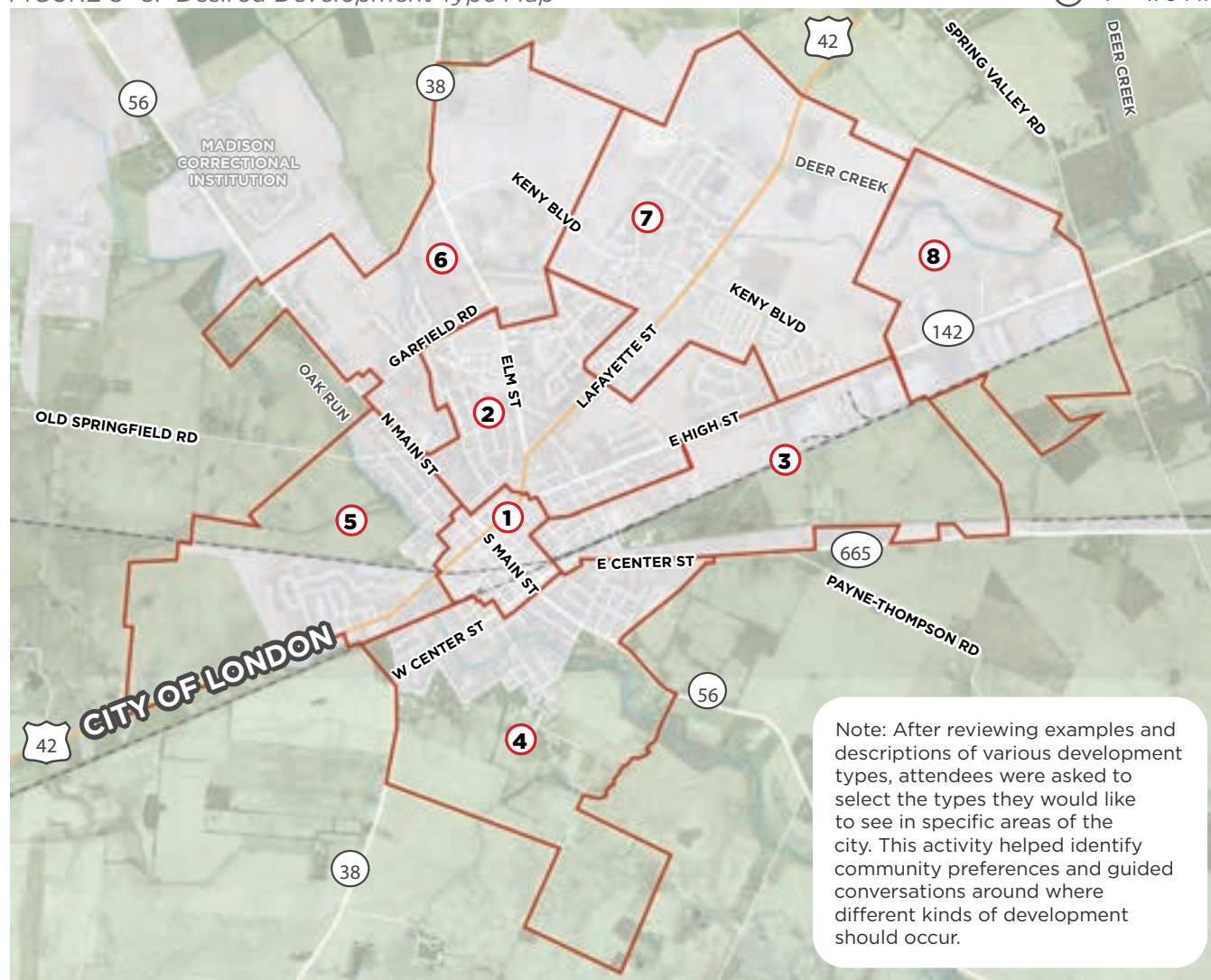


TABLE 3 - 1: Desired Development Type Selection

DEVELOPMENT TYPE	1	2	3	4	5	6	7	8
Neighborhood Mixed-use	6	6	5	1	3	1	3	0
Conventional Commercial	0	0	3	0	1	0	6	2
Planned Development	0	1	3	2	2	5	4	0
Multi-unit Residential	0	4	3	1	3	4	5	0
Suburban Residential	0	0	2	0	2	9	3	0
Conservation Development	1	0	3	3	1	1	1	6
Industry / Employment	1	0	7	0	1	0	1	5
Parks & Open Space	8	2	5	5	3	2	4	2

Public Open House #1 Key Takeaways

The first Community Open House provided valuable insight at a critically early stage of the planning process. Participants shared input on key issues, priorities, and aspirations for London's future through a series of interactive stations. The ideas and feedback gathered during the event offered first-hand knowledge of local conditions and community values beyond data and analysis.

Input was gathered through sticky notes, map markups, and written responses, providing attendees with multiple ways to share their ideas. The feedback collected during the open house played an essential role in refining the plan framework and ensuring stronger alignment with community priorities. *Note: All boards and public responses are included in the appendix for reference.*

The input gained at the first open house was carefully reviewed and used to help shape the Comprehensive Plan's framework. The open house served as an opportunity for engagement and a meaningful tool to ground the planning process in the lived experiences of London's community members. The following key takeaways represent the most consistent and impactful themes from Public Open House #1.

FIGURE 3 -4: Open House #1 Flyer

PLEASE JOIN US!

The **City of London** has initiated a process to update the **COMPREHENSIVE PLAN**, which will continue to guide the community for years to come.



MEETING DETAILS:
The meeting will be a self-guided open house with activities and discussion. Come and share your vision with us!

WHEN: Wednesday, Nov. 6th
5pm - 7pm

WHERE: London City Hall
20 South Walnut St.
London, OH 43140

Community Open House!

OPPORTUNITY FOR VIRTUAL ENGAGEMENT!
Take the community survey to help us plan for the future of London!
Visit <https://arcg.is/1vyPuj> or scan the QR code with your smartphone camera today!



This planning process is rooted in community values and aspirations. It creates a platform to guide and align local leaders, stakeholders, and the community toward a shared future.
Your perspective and participation is crucial to the planning process!

FIGURE 3 -5: Open House #1 Informational Sign

WELCOME!

Thank you for attending the **City of London's** Comprehensive Plan **COMMUNITY OPEN HOUSE!**



Make your way around the room and stop at each one of the boards to give us your feedback!

START THIS WAY

This planning process is rooted in community values and aspirations. It creates a platform to guide and align local leaders, stakeholders, and the community toward a shared future.
Your perspective and participation is crucial to the planning process!

HAVE QUESTIONS?
COME TALK TO THE PROJECT TEAM!

WANT TO CONTRIBUTE MORE? TAKE THE COMMUNITY SURVEY!
Visit <https://arcg.is/1vyPuj> or scan the QR code with your smartphone camera!



Public Open House #1 Key Takeaways:



Infrastructure Top Community Priority

Residents overwhelmingly identified infrastructure improvements as the most pressing need for the city, highlighting concerns about maintenance and future capacity.



Downtown a Challenge & Opportunity

Downtown London was frequently mentioned as an area needing revitalization. Residents called for more options while also recognizing its potential as a vibrant community hub.



Mixed-Use Development Favored Around & Near Downtown

Neighborhood Mixed-Use was the most selected development type for Downtown and North of Downtown, showing community support for walkable, vibrant areas with a mix of housing, commercial, and office uses.



Desire for a Balanced Approach

Participants expressed interest in preserving valued areas, enhancing those with potential, and transforming underutilized spaces.



Strong Desire for Parks & Open Spaces

Parks and open spaces were consistently ranked as a top priority reflecting strong community support for outdoor recreation and access to nature.



Connectivity & Trail Access Are Key Priorities

Participants expressed strong interest in improving pedestrian and bike connectivity. Expanding trails, sidewalks, and bikeways—particularly those connecting neighborhoods to downtown and parks—was considered essential.

Public Open House #2

The second Community Open House was held on April 16, 2025, at London City Hall and focused on gathering feedback and input on the draft Comprehensive Plan framework. This event marked a culminating point in the planning process, allowing residents to review and respond to the goals, land use strategies, and focus area concepts developed through prior engagement and analysis. The event was structured to be informative and interactive, ensuring that the community's voice continued guiding the plan's direction.

From 5:30 to 7:00 p.m., the event was open to the public, beginning with a brief introduction, a review of the project purpose, progress to date, and goals for the evening. Attendees then moved freely between several interactive boards, each highlighting a key element of the draft plan. Stations included:

- » **Plan Framework Goals and Objectives** – outlined the goals and objectives for the future, with the intent of understanding the public's agreements, suggestions, or changes.
- » **Future Land Use Map** – invited comments or markups to improve clarity or alignment with community expectations.
- » **The Catalyst Board** – summarized the overall vision and sought feedback on missing or desired connections.
- » **Four Focus Areas** – presented the four focus area visions and draft renderings with space for detailed input.
- » **Downtown Streetscape & Parking Board** – an information board comparing angled vs. parallel parking layouts for the downtown.
- » **Open Response Station** – provided attendees with space to write their thoughts on the proposed overall vision for London's future and reflect on how well the materials captured community values.

Input was gathered through sticky notes, map markups, and written responses, providing attendees with multiple ways to share their ideas. The feedback collected during the open house played an essential role in refining the plan framework and ensuring stronger alignment with community priorities. *Note: All boards and public responses are included in the appendix for reference.*

FIGURE 3 -6: Goals, Objectives & Actions



FIGURE 3 -7: Goals, Objectives & Actions



Public Open House #2 Office Hours

Following the walkthrough portion of Public Open House #2, approximately 45 minutes were set aside for an informal “office hours” session, allowing attendees to engage directly with project team members in a dialogue-based format. This time allowed residents to ask questions, share concerns, and express ideas in a more personal and conversational setting. Several topics emerged during this session, including a strong desire for a clearer understanding of the purpose and importance of a comprehensive plan and how it guides future decision-making in the community. Many attendees also sought further clarification on the Future Place Typologies Map.

Additional feedback highlighted concerns about equitable representation, with several participants expressing a desire for greater recognition and inclusion of the South Side of London in future planning efforts. There was openness to the idea of reimagining Main Street to be more pedestrian-friendly and interest in further planning for Merri Mac Park in response to newly raised community issues. Attendees also voiced an increased interest in understanding how water and sewer infrastructure planning, particularly in coordination with Madison County, will support the city’s long-term growth and development goals. The dialogue reflected a shared hope that the community can come together around a unified vision and work collaboratively to implement the plan framework recommendations.

Public Open House #2 Key Takeaways:



Managed Growth

Attendees emphasized the importance of managing growth in a way that respects the city’s character and community values while planning for the future. There was strong support for continued investment in housing, business, and industrial development to ensure balanced, sustainable growth.



Downtown Redevelopment & Connectivity

Participants advocated for continued investment in downtown redevelopment, parking, and local businesses, recognizing the area as vital to revitalization and economic growth. Strengthening connections to the regional trail system was also a key priority, viewed as a way to improve access and draw more residents and visitors to the downtown.



Youth & Recreation

Attendees indicated a keen desire for a community center that offers programming and recreation opportunities for all ages. Many also emphasized the importance of prioritizing youth in future planning efforts, ensuring that the next generation has access to meaningful spaces and activities.

COMMUNITY ENGAGEMENT KEY TAKEAWAYS

Community engagement was central to creating the City of London Comprehensive Plan. Through a thoughtful and inclusive process—including steering committee collaboration, stakeholder interviews, an online community survey, and two public open houses—the planning team gathered a wide range of perspectives, insights, and lived experiences from residents, business owners, and community leaders. These efforts ensure that the plan incorporates the community’s values, priorities, and aspirations with the technical analysis from the community context chapter.

Each method of community engagement provided a unique lens into the challenges and opportunities felt by London’s community members today. From housing and infrastructure to parks, connectivity, and downtown revitalization, participants consistently identified the areas where they see the most significant potential for positive change. The input gathered through the community engagement methods helped guide the direction of the plan, supported the development of the plan framework, and will aid future decision-making.

The following page outlines the key community engagement takeaways and common themes that emerged through this process. The community takeaways highlight what matters most to the people of London and how they want to see the city evolve, thus setting the foundation for the plan’s goals and recommendations.



IMAGE 3-2: Public engagement highlighted the community’s strong appreciation city’s enduring small-town charm.

Community Engagement Key Takeaways:



Infrastructure Consistently Emerged as a Top Priority

Infrastructure was consistently identified as a priority as community members voiced concerns about aging utilities, roadway conditions, stormwater issues, and the capacity of systems to support future growth.



Strong Desire for Diverse and Affordable Housing Options

All public engagement methods emphasized a lack of diverse and affordable housing options. Community members noted the need for more housing types—from single-family homes to multi-unit and senior housing—to meet the needs of different income levels, ages, and household sizes.



Community Amenities are in High Demand

Residents consistently requested expanded parks and green space, dining and entertainment, and a community center. These were top-ranked improvements in the survey and the first open house.



Downtown London is a Central Focus for Revitalization

The downtown was described as both a challenge and an opportunity. Many residents want greater vibrancy through local businesses, restaurants, events, and improved streetscape design while preserving the area's historic character.



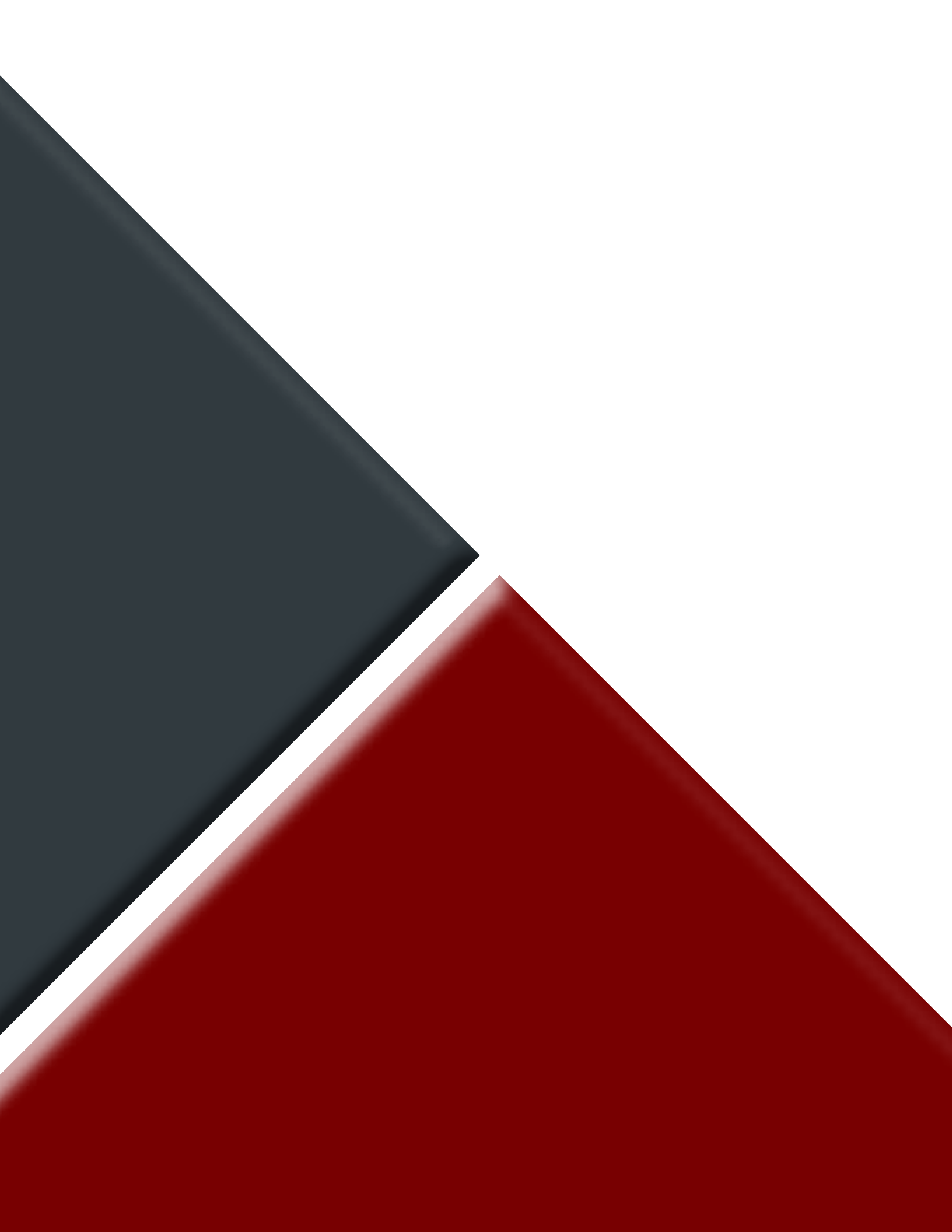
Connectivity, Trails, and Walkability Are Key Goals

Participants across all engagement formats expressed a desire to improve connectivity—primarily through expanded trails, sidewalks, and bikeways that link neighborhoods to downtown, schools, and parks. The Ohio to Erie Trail extension was seen as a key opportunity.



Support for Balanced & Thoughtful Approach to Growth

Community members advocated for a balance between preserving valued areas, enhancing those with potential, and transforming underused or undeveloped spaces. Feedback on future land use and development types strongly supported mixed-use neighborhoods, planned development, parks, and open spaces.



04

Plan Framework

04

Plan Framework

OVERVIEW

The Plan Framework chapter serves as the foundation for the City of London's Comprehensive Plan, translating community input and data analysis into a clear, actionable structure. It reflects the community's vision for the future and establishes a unified approach to decision-making—guiding how the city grows, where it invests resources, and adapts to changing demographic, land use and economic conditions over time.

The Comprehensive Plan framework promotes a strategic and connected vision for growth, sustainability, equity, and quality of life. It identifies key priorities and aligns them with policies and initiatives that aim to support a vibrant, resilient future for London. Each section of the framework builds on the insights gathered through public engagement, stakeholder collaboration, and analysis of existing conditions.

The Comprehensive Plan framework chapter includes the following components:

- » **Goals + Objectives + Actions**
- » **Future Place Typologies**
- » **Housing & Economy**
- » **Mobility & Connectivity**
- » **The Corridors**
- » **Downtown Revitalization**
- » **Parks & Recreation**

EXISTING CONDITIONS

MARKET ANALYSIS

COMMUNITY INPUT

BEST PRACTICES



PLAN FRAMEWORK

GOALS & OBJECTIVES & ACTIONS

» Focus Areas

The goals, objectives, and actions section outlines six long-term and short-term initiatives designed to support the City of London's growth, sustainability, and livability. These goals and objectives are grounded in the community's needs, informed by available resources, and inspired by the city's collective vision for the future.

Each component plays a specific role in guiding progress:

» Goal

» Objective

» Action

Together, this structure ensures that all planning efforts are strategic, measurable, and aligned with the city's long-term success.

The **six core plan goals** are on the following page, each accompanied by specific objectives and actions that support their implementation. Each goal is paired with a unique icon to aid in visual recognition. These icons will appear throughout the Plan Framework sections to indicate which goals and objectives are supported within each topic area. Notably, one or more of these goals are integrated into every section of the Plan Framework, ensuring all recommendations work together to advance the broader vision for London's future.

Note: The diagram below shows how icons will appear and defines a goal, an objective, and an action in the context of policy hierarchy—illustrating how they are interconnected and how each contributes to the overall Plan Framework.



A goal sets the overarching vision, objectives define specific aspects within that vision, and actions are the tangible and measurable steps taken to achieve each objective. Each level builds on the other to ensure progress toward the larger goal and overall plan framework.

GOAL: A broad, long-term vision that describes the desired outcome or overall aspiration. Goals provide direction and set the foundation for planning efforts.

OBJECTIVE: A specific aspect that helps achieve the larger goal. Objectives break down the goal into focused areas of action that guide decision-making and strategy.

ACTION: A concrete initiative or policy designed to achieve an objective. Actions are the practical steps that bring objectives to life and help accomplish the overall goal.

GOALS & OBJECTIVES & ACTIONS



Goal: Build a resilient and diverse economy by fostering the establishment and growth of local businesses, attracting a range of industries (light industry, logistics, etc.), and creating sustainable job (e.g., renewable energy, green building, remote work, etc.) opportunities for long-term community prosperity.

Objective: Support Local Businesses and Entrepreneurship

Action: Develop programs (e.g., job creation tax credits, Jobs Ohio grants, micro-loans, property tax abatements, City-wide Community Reinvestment Area, etc.), incentives (e.g. Cultivate London Business Center, Madison County Chamber of Commerce, etc.), and resources that empower small businesses, startups, and local entrepreneurs to thrive and expand.

Objective: Attract and Retain a Diverse Range of Industries

Action: Implement strategic placemaking strategies (e.g. Downtown Center, Urban Neighborhood, Corridor, etc.), infrastructure improvements (e.g. streets, utilities, sidewalks, bike lanes, wayfinding signage, landscaping, etc.), and workforce development initiatives to attract new industries while supporting the growth of existing businesses.

Objective: Enhance Workforce Development and Economic Resilience

Action: Invest in education, job training, and skill-building programs to equip residents with the tools needed to adapt to evolving economic trends and opportunities.



Goal: Create a cohesive, distinct, and recognizable community character, brand, and identity that reflects the city's unique attributes and fosters a sense of pride and belonging.

Objective: Establish a unified community brand and visual identity.

Action: Develop a comprehensive branding strategy that includes consistent signage, wayfinding, and marketing materials to reflect the community's identity.

Objective: Enhance public spaces to reflect the community's character.

Action: Incorporate public art, landscaping, and design elements that celebrate local culture, history, continuity and natural features.

Objective: Maintain the community's small-town character.

Action: Create and implement zoning code standards that reflect the community's scale, form, and intensity of development.



Goal: Continue to leverage community access to the Ohio-to-Erie Trail and implement other non-motorized connectivity (e.g. refers to the network of sidewalks, trails, bike lanes, and pathways that enable safe and efficient travel) to attract visitors and enhance resident lifestyles.

Objective: Extend bike and other non-motorized connections throughout the community.

Action: Expand and improve sidewalks, bike lanes, and crosswalks to ensure safe and accessible routes to the Downtown and Ohio-to-Erie Trail.

Objective: Promote London as a regional destination for trail-based tourism and recreation.

Action: Develop a marketing and branding campaign that highlights London's proximity to the Ohio-to-Erie Trail.

Objective: Enhance services that support trail users and boost the local economy.

Action: Partner with local businesses to provide trail-friendly services such as bike rentals, repair stations, and outdoor dining areas near trail access points.

GOALS & OBJECTIVES & ACTIONS



Goal: Create a vibrant, accessible, and connected parks and recreation system that promotes active lifestyles, strengthens community well-being, and enhances the city's natural and recreational assets.

Objective: Improve park facilities, amenities, and recreational opportunities, including the development of a community recreation facility, based on community needs.

Action: Conduct an inventory of existing parks to assess current conditions and identify improvement needs, categorizing them based on priority and urgency.

Action: Upgrade existing park facilities and develop new amenities such as playgrounds, sports courts, and picnic areas to serve residents of all ages and abilities.

Action: Strategically plan, design, and develop a community recreation facility that meets local demand and provides space for a variety of programs and activities.

Action: Engage the community in facility siting and in identifying the desired types of programs and activities to ensure alignment with public interests.

Objective: Enhance connectivity between parks, trails, and key community destinations.

Action: Expand dedicated bike lanes, bike paths, and multi-purpose trails that provide safe, accessible routes linking parks, trails, neighborhoods, and major community destinations.



Goal: Promote a diverse range of attainable housing options and support compact mixed-use development that enhances walkability.

Objective: Encourage sustainable and well-planned development.

Action: Implement zoning regulations that promote compact, walkable, and mixed-use development and encourage non-motorized transportation (e.g. walking, biking, etc.).

Objective: Increase the availability of attainable housing options.

Action: Update zoning codes to reduce the time needed to obtain permit approvals and allow diverse housing types, including duplexes, townhomes, and accessory dwelling units (ADUs), within both existing neighborhoods and new developments.

Objective: Improve connectivity between housing, public amenities, and transportation networks.

Action: Invest in pedestrian and bicycle-friendly infrastructure to improve access between residential areas, parks, schools, and employment centers.



Goal: Continue to revitalize the downtown area through infill redevelopment coinciding with public space improvements to create a vibrant, inviting atmosphere that fosters economic growth and strengthens community engagement.

Objective: Stimulate economic growth by redeveloping underutilized and vacant properties within downtown and surrounding neighborhoods.

Action: Establish incentives such as tax abatements, grants, and low-interest loans to attract private investment and promote the adaptive reuse of historic and vacant buildings.

Objective: Enhance the public realm to improve walkability, aesthetics, and social interaction.

Action: Implement streetscape improvements, including sidewalks updates, enhanced landscaping, pedestrian-scale lighting, and public seating to create a more welcoming environment.

Objective: Increase connectivity and accessibility between downtown, nearby neighborhoods, and key destinations.

Action: Develop a comprehensive wayfinding system with signage, maps, and digital resources to help residents and visitors navigate downtown and surrounding areas.

Future Place Typologies

The *Place Typologies Map* is a foundational component of this collective Plan that is meant to guide development in and around the community. There is a significant amount of land outside the community that could potentially be developed to accommodate growth in the coming decades, and various focus areas within the community that could be redeveloped and reimaged.

The *Place Typologies Map* was developed from a set of land use principles shaped by the planning team's existing conditions and market trends technical analyses, together with the community's feedback and insights. It is meant to guide the pattern and character of future growth in London so that growth is balanced, financially and environmentally sustainable, and aligns with the aspirations of the community.

What does the future look like?

The city has a significant amount of land for potential development to accommodate growth in the coming decades as well as historic downtown and neighborhoods that can be preserved and celebrated, and fertile agricultural areas that need to be carefully planned or protected. The *Future Place Typologies Map* is a blueprint to guide how these areas should be planned in the future, and includes policies to guide future decision making. Future place typologies translate the community's long-term vision into a structure that reflects desired patterns of development and place-based character rather than assigning land solely by use (e.g., residential, commercial).

The land use principles and map were built on an extensive community engagement process which generated dozens of ideas for how the city could grow in the future. They reflect key considerations related to housing, economic development, mobility, character, community gathering spaces and other elements of village life. Most importantly, they reflect the community's desire to consider and preserve London's traditions while thoughtfully moving the community forward.

SUPPORTING PLAN GOALS



Future growth in London, Ohio can be thoughtfully supported by applying place typologies and development characteristics that guide where and how new residential, commercial, and mixed-use areas take shape, enhancing community vibrancy and resilience.

Future Place Typologies Map & Development Characteristics

The *Future Place Typologies Map* on the following pages illustrates how the village should grow in the future. As development occurs, future zoning, developments, capital projects, and policy decisions should align with the map and designated districts.

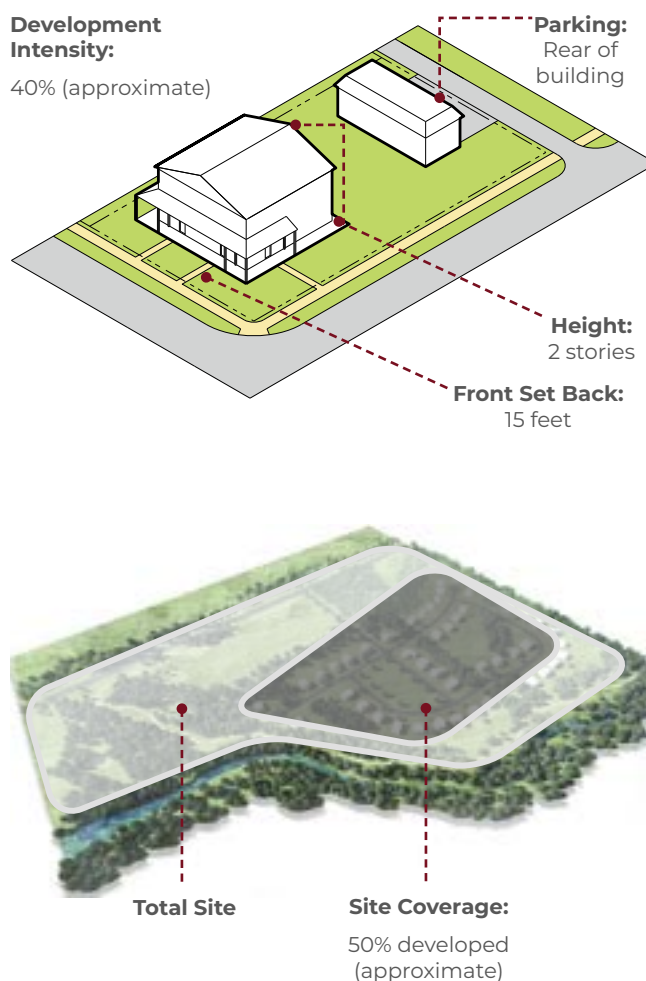
Each district is a unique land use typology and has a prescribed set of characteristics (see image to the right and below). Instead of showing precise use categories on a parcel-by-parcel basis, place typologies:

- » Provide generalized guidance for how areas should grow or evolve.
- » Emphasize flexibility, supporting mixed-use and context-sensitive development.
- » Focus on form and experience rather than land use silos, aligning more closely with form-based zoning systems.

The *Future Land Use Typologies Matrix* outlined on the following pages describes the desired future character and form for each type of land use along with associated development standards. The districts and typologies in the *Future Place Typologies Map* are intended to be used as a general guide for how development could occur in the future and how land could be rezoned in the future, or how zoning text may be updated or changed to align with the *Future Place Typologies Map* presented here, and zoning changes may be necessary in the future. It is important to note that to rezone any property, potential applicants would follow the village's legal process to amend the zoning code, which includes, but is not limited to, an application, multiple hearings, and formal approval procedures.

PLACE TYPOLOGY CHARACTER DEFINITIONS

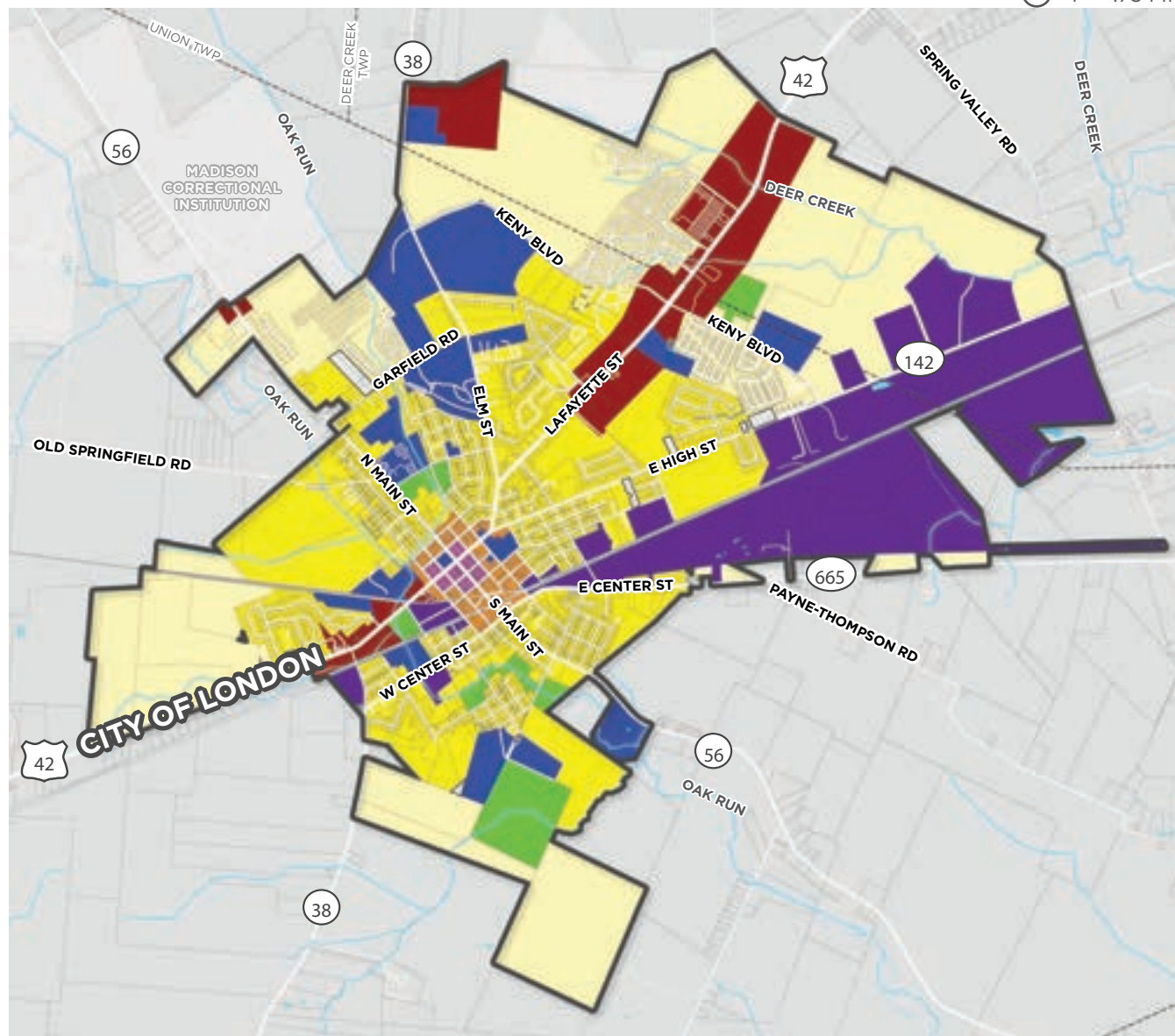
- » **Typology** - Describes the variety of ways (i.e. residential, commercial, etc.) people make use of the land.
- » **Height** - Describes the general height of a building in number of stories.
- » **Front Setback** - The minimum distance between the front edge of a site and the building on the site.
- » **Parking** - General requirements related to parking standards including location and screening.
- » **Development Intensity** - The approximate concentration or compactness of buildings on a site.
- » **Recommended Uses** - The proposed development type for a site.



The above graphics illustrate examples of the development characteristics detailed in the *Future Place Typologies* tables on the next pages.

FIGURE 4-1: Future Place Typologies Within Existing City Boundary Map

1" = .75 MI



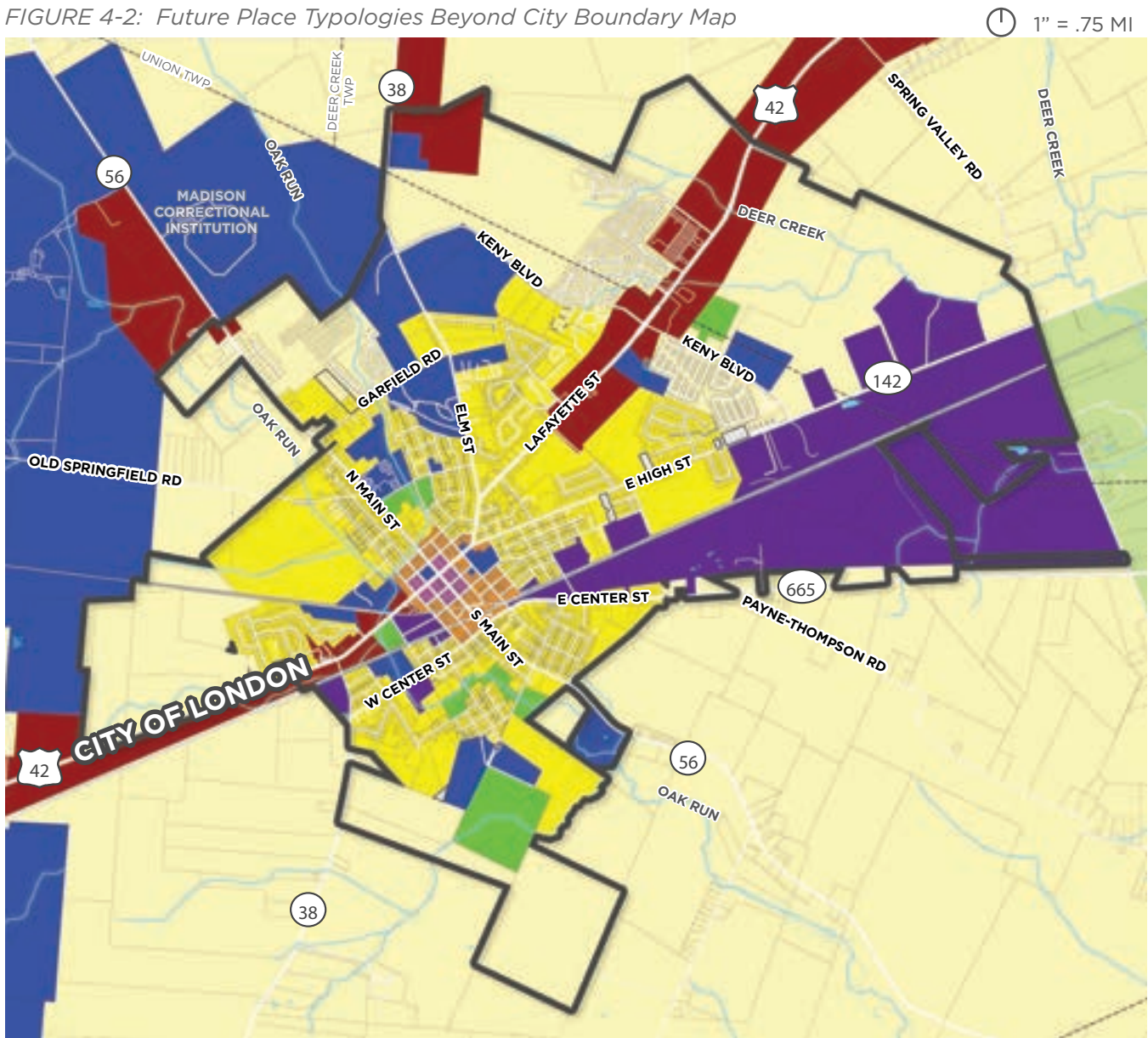
The Future Place Typologies Map illustrates how different areas within the existing City of London boundary are envisioned to grow and evolve. It defines distinct land use categories—such as Downtown Center, Urban Neighborhood, Central Neighborhood, Suburban Neighborhood, Commercial Corridor, Industrial Flex District, Parks & Open Space, and Civic/Institutional—that reflect the city's development goals, character, and community needs. These typologies help guide future decisions about land use, infrastructure investment, and quality of life enhancements across the city.

MAP KEY	
	Downtown Center
	Urban Neighborhood
	Central Neighborhood
	Suburban Neighborhood
	Commercial Corridor
	Industrial Flex District
	Parks & Open Space
	Civic/Institutional

TABLE 4-1: Future Place Typologies Within Existing City Boundary Matrix

Typology	Height	Parking Arrangement	Recommended Development intensity	Recommended Uses
Civic/ Institutional	1-3 stories	Rear or side of building, and on-street; screen from street/ neighboring uses	NA	- Public Services - Parks & Recreation - Natural Areas
Parks & Open Space	1-2 stories	Off-street with interior lot landscaping and on-street	NA	- Public Services - Parks & Recreation - Natural Areas
Downtown Center	1-4 stories	Rear or side of building, and on-street; screen from street/ neighboring uses	20,000 - 30,000 sf/acre or 10-20 u/a, 30% residential and 70% office/retail	- Multifamily - Restaurants - Retail / Services - Office - Public - Semi Public
Urban Neighborhood	1-4 stories	On-street and off-street	Up to 12 units/acre	- Detached Single-Family - Attached Single-Family - Multifamily - Limited Civic - Small Retail / Services - Live Work
Central Neighborhood	1.5-3 stories	On-street and off-street	Up to 10 units/acre	- Detached Houses - Attached Houses - Duplexes/Triplexes/ Fourplexes - Cottage Court / ADUs - Townhomes
Suburban Neighborhood	1-3 stories	On-street and off-street	Up to 8 units/acre	- Detached/Attached Single-Family - Multifamily - ADUs - Public - Semi Public
Commercial Corridor	2-6 stories	Rear or side of building, screen from street/neighboring uses	20,000 - 30,000 sf/acre or 10-20 u/a, 30% residential and 70% office/retail	- Mixed Use - Retail / Office - Multifamily - Live Work - Public - Semi Public
Industrial Flex	1-4 stories	Rear or side of building, screen from street/neighboring uses	NA	- Light Manufacturing - Warehousing - Flex Tech / Biotech - Research and Development - Office / Studio - Ancillary Commercial

FIGURE 4-2: Future Place Typologies Beyond City Boundary Map



GROWTH CONSIDERATIONS

In addition to mapping future place typologies within the existing city boundary, a broader map was developed for surrounding areas to proactively guide potential future growth. This approach helps the city plan for expansion and manage development and infrastructure needs in a coordinated, sustainable way.

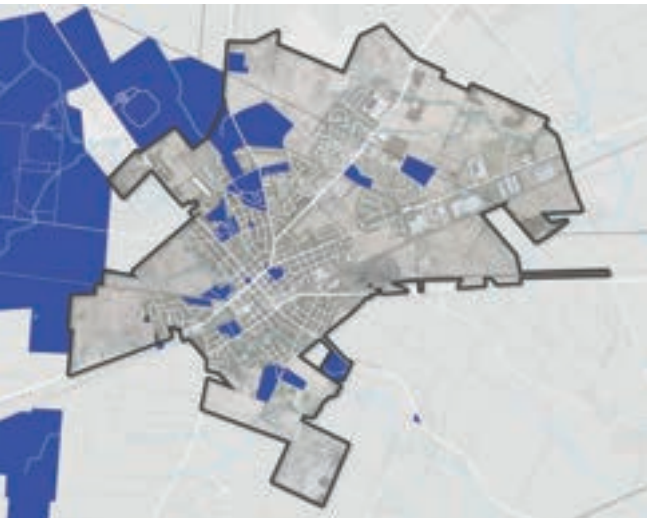
Typologies beyond the boundary reflect and extend those within the city to maintain consistent growth patterns. A new Preservation Neighborhood typology was also introduced to protect Deer Creek and the Scioto River Watershed, thus emphasizing conservation and low-impact development.

MAP KEY	
	Downtown Center
	Urban Neighborhood
	Central Neighborhood
	Suburban Neighborhood
	Rural Cluster Neighborhood
	Preservation Neighborhood
	Commercial Corridor
	Industrial Flex District
	Parks & Open Space
	Civic/institutional

TABLE 4-1: Future Place Typologies Beyond City Boundary Matrix

Typology	Height	Parking Arrangement	Recommended Development intensity	Recommended Uses
Civic/ Institutional	1-3 stories	Rear or side of building, and on-street; screen from street/ neighboring uses	NA	- Public Services - Parks & Recreation - Natural Areas
Parks & Open Space	1-2 stories	Off-street with interior lot landscaping and on-street	NA	- Public Services - Parks & Recreation - Natural Areas
Downtown Center	1-4 stories	Rear or side of building, and on-street; screen from street/ neighboring uses	20,000 - 30,000 sf/acre or 10-20 u/a, 30% residential and 70% office/retail	- Multifamily - Restaurants - Retail / Services - Office - Public - Semi Public
Urban Neighborhood	1-4 stories	On-street and off-street	Up to 12 units/acre	- Detached Single-Family - Attached Single-Family - Multifamily - Limited Civic - Small Retail / Services - Live Work
Central Neighborhood	1.5-3 stories	On-street and off-street	Up to 10 units/acre	- Detached Houses - Attached Houses - Duplexes/Triplexes/ Fourplexes - Cottage Court / ADUs - Townhomes
Suburban Neighborhood	1-3 stories	On-street and off-street	Up to 8 units/acre	- Detached/ Attached Single-Family - Multifamily - ADUs - Public - Semi Public
Preservation Neighborhood	1-2.5 stories	Off-street with interior lot landscaping and on-street	Up to 10 units/acre	- Detached Single-Family - Cottage Homes - Small Court Yard Homes
Commercial Corridor	2-6 stories	Rear or side of building, screen from street/neighboring uses	20,000 - 30,000 sf/acre or 10-20 u/a, 30% residential and 70% office/retail	- Mixed Use - Retail / Office - Multifamily - Live Work - Public - Semi Public
Industrial Flex	1-4 stories	Rear or side of building, screen from street/neighboring uses	NA	- Light Manufacturing - Warehousing - Flex Tech / Biotech - Research and Development - Office / Studio - Ancillary Commercial

Civic & Institutional



DESCRIPTION
Civic and Institutional areas are intended to accommodate public and semi-public uses. Buildings and land owned by the government, libraries, village emergency and service departments, religious uses, and schools share this development character. Such facilities should be well designed and integrated into their surroundings.

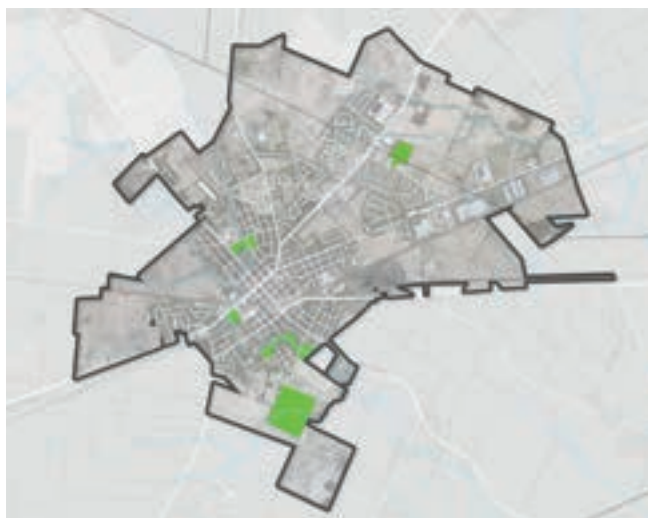
Pedestrian access is key on these sites and must be ADA accessible. Structures should be connected to pedestrian and bicycle facilities in the area, and enhanced crossings should be provided at roadways to ensure pedestrian safety. Attractive landscaping, streetscape elements, and signage should be used to integrate larger sites into the existing street network.

DEVELOPMENT CHARACTER

Height	1-3 stories
Front Setback	0-20 ft.
Parking	Rear or side of building, and on-street; screen from street/ neighboring uses
Recommended Development Intensity	NA
Recommended Uses	• Public Services • Parks & Recreation • Natural Areas



Parks & Open Space



DESCRIPTION

Parks and open spaces support public and semi-public uses that enhance community livability. These areas should be well-designed, ADA-accessible, and connected to pedestrian and bicycle networks with safe crossings.

When planning large-scale development, it is essential to prioritize open space and recreational areas. Proximity to parks and open spaces has been shown to increase the desirability and value of adjacent residential and mixed-use developments. To meet a range of community needs, park facilities should include both active and passive recreational opportunities. Designs should also consider long-term sustainability, with features that minimize maintenance demands while maximizing community benefit.

DEVELOPMENT CHARACTER

Height	1-2 stories
Front Setback	10-20 ft.
Parking	Off-street with interior lot landscaping and on-street
Recommended Development Intensity	NA
Recommended Uses	• Public Services • Parks & Recreation • Natural Areas

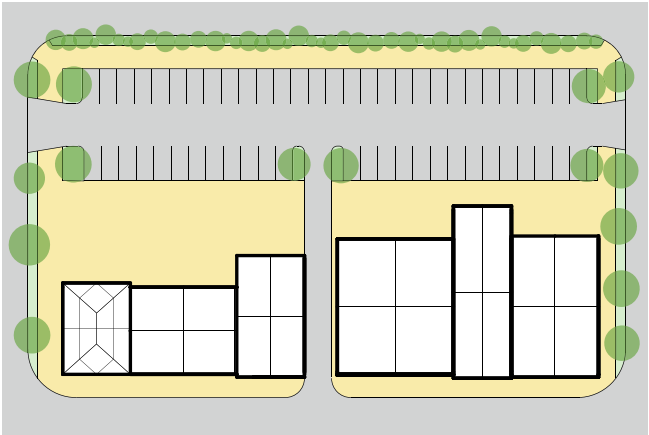


Downtown Center



DESCRIPTION
The Downtown Center is characterized by a mix of residential, commercial, civic, and cultural uses, creating a dynamic environment for living, working, and gathering.

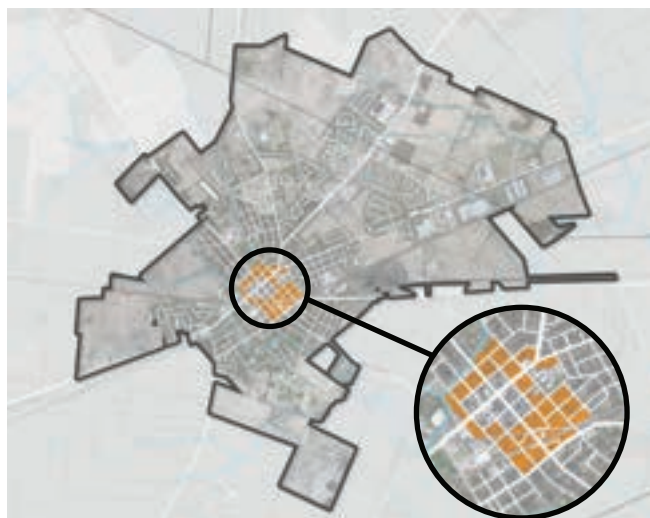
- Development Character should be mixed use development that blends complementary uses including retail, office, and residential in urban or semi-urban development styles. These uses can be integrated vertically in the same building, or horizontally in the same development, and create a live-work-play environment. Public amenities such as outdoor cafes, plazas, and green space provide both residents and visitors areas to relax and socialize.
- Development Intensity may range from 10 to 20 units per acre for residential and 10,000 to 30,000 square feet per acre for non-residential uses.
- Open Space should be highly connected and create both small and large places for people to gather including plazas, green lawns, and natural areas.
- Connectivity should be narrow and incorporate “complete streets” that promote all modes of travel.



DEVELOPMENT CHARACTER

Height	1-4 stories
Front Setback	0-10 ft
Parking	Rear or side of building, screen from street/ neighboring uses
Recommended Development Intensity	• 20,000 - 30,000 sf/acre or 10-20 u/a, • 30% residential and 70% office/retail
Recommended Uses	• Multifamily • Restaurants • Retail / Services • Office • Public • Semi Public

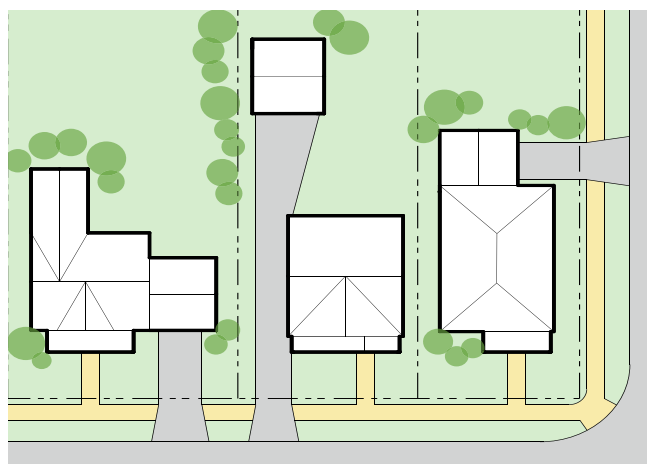
Urban Neighborhood



DESCRIPTION

The Urban Neighborhood place type is a moderately dense, walkable residential area that supports a mix of building types and limited neighborhood-serving uses. It provides a transitional fabric between more intense urban centers, like the Downtown Neighborhood place type and lower-density suburban or general residential, like the Central Urban place type.

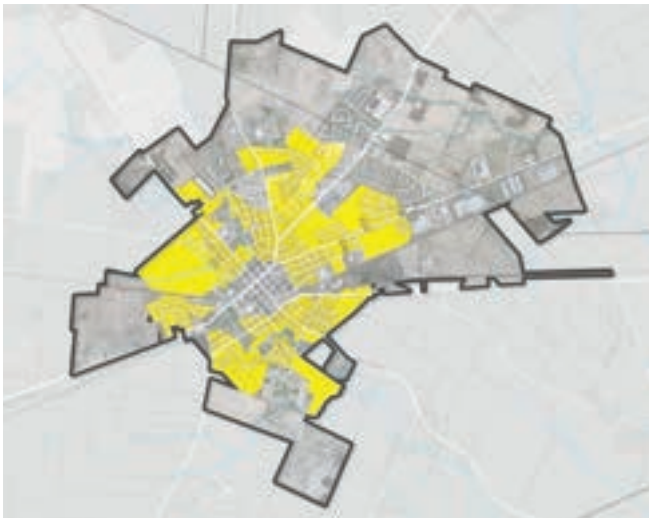
- Development Character is primarily residential with a mix of house-scale buildings, including single-family homes, townhouses, duplexes, and small apartment buildings. Neighborhood-serving uses such as corner stores, small offices, or live-work units may be permitted at key intersections or on designated frontages.
- Building Form
 - Height: Min. 1.5 stories / Max 2.5 to 3 stories
 - Lot Coverage: 50%–70%
 - Massing: Buildings scaled to the pedestrian; porches, stoops, and small balconies are common.
- Connectivity and the public realm within this typology emphasizes the following:
 - Sidewalks on both sides, typically 5–8 feet wide
 - Street trees in planting strips or tree wells
 - Lighting scaled for pedestrian visibility



DEVELOPMENT CHARACTER

Height	1-4 stories
Front Setback	5-15ft
Side Setback	0-10 ft
Rear Setback	10-25 ft
Parking	On-street and off-street
Recommended Development Intensity	Up to 12 units/acre
Recommended Uses	• Detached Single-Family • Attached Single-Family • Multifamily • Limited Civic • Small Retail / Services • Live Work

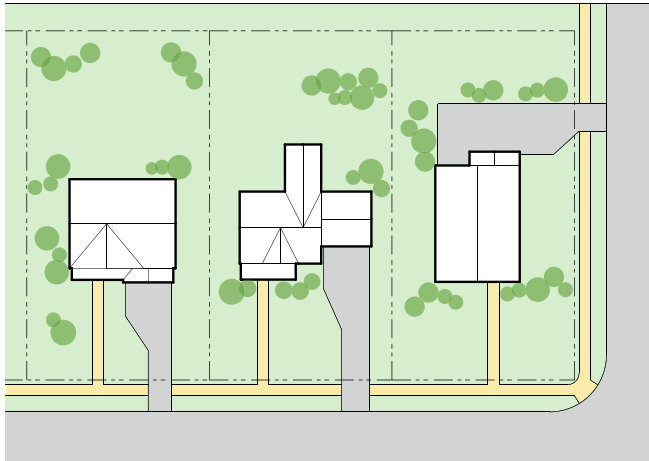
Central Neighborhood



DESCRIPTION

The Central Neighborhood is a transitional neighborhood that is a moderately dense, walkable residential district serving as a bridge between Suburban Neighborhood and Urban Neighborhood. It supports a range of low-scale building types, including detached houses, duplexes, townhouses, and small multiplexes—commonly referred to as missing middle housing—in a format that maintains the rhythm, scale, and character of traditional neighborhood blocks.

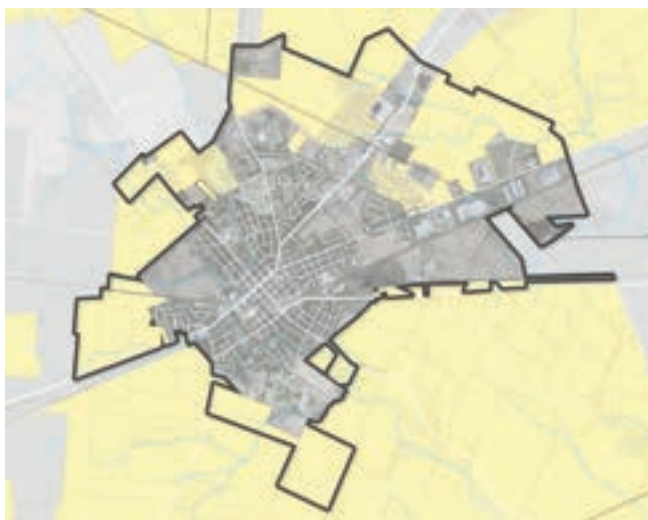
- Building & Site Form
 - Height: Min. 1.5 stories / Max 3 stories
 - Lot Width: 40-75 feet
 - Lot Coverage: 50%-70%
 - Massing: House-scale buildings with variation in rooflines and materials to promote architectural diversity
- Connectivity and the public realm within this typology emphasizes the following:
 - Sidewalks 5–8 feet wide, on both sides of the street
 - Street Trees are required in grates or planting strips; spacing based on frontage type
 - Pedestrian-scaled street lights required
 - Street Furniture such as benches, lighting, and bicycle racks required along commercial blocks
 - Block lengths are 300-500 feet to promote walkability
 - Alleys are encouraged for rear access and garage location



DEVELOPMENT CHARACTER

Height	1.5-3 stories
Front Setback	10-20 ft.
Side Setback	5-10 ft.
Rear Setback	15-25 ft.
Parking	On-street and off-street
Recommended Development Intensity	Up to 10 units/acre
Recommended Uses	• Detached Houses • Attached Houses • Duplexes/Triplexes/Fourplexes • Cottage Court / ADUs • Townhomes

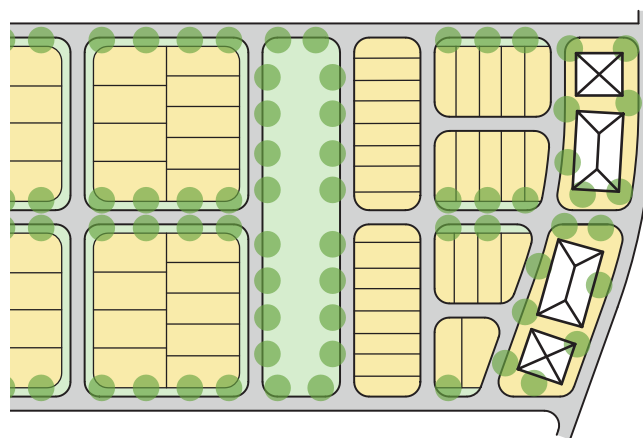
Suburban Neighborhood



DESCRIPTION

The Suburban Neighborhood place type is a low-density residential area characterized by primarily single-family detached homes on relatively large lots, with generous setbacks, private yards, and a distinct separation between buildings. It reflects conventional suburban development but is structured to promote walkability, contextual transitions, and architectural cohesion with more urban areas.

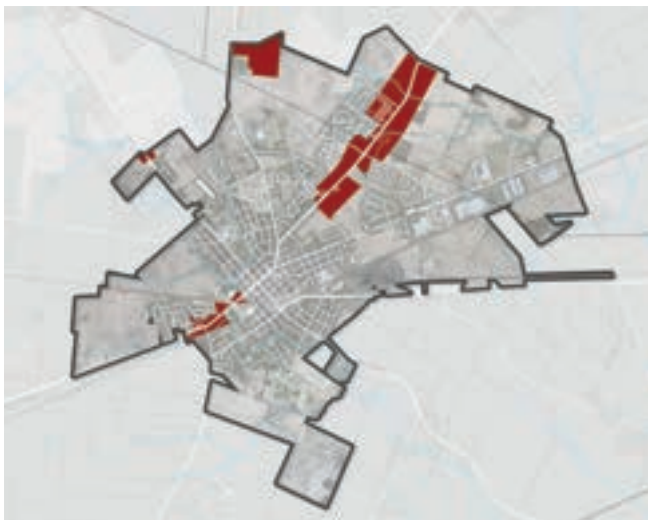
- Development Character of the suburban neighborhood are typically quiet, residential in character, and designed for privacy and low-intensity activity. Limited civic or institutional uses (such as schools, churches, or parks) may be included.
- Building & Site Form
 - Height: Min. 1 story / Max 2.5 stories
 - Lot Coverage: 30% - 50%
 - Massing: Buildings are house-scale with horizontal massing; garages are often prominent unless regulated
 - Lot Width: 60 - 100 ft
 - Lot Depth: 100-150 ft.
- Connectivity and the public realm within this typology emphasizes the following:
 - Sidewalks optional or on one side, typically 4-5 feet wide
 - Tree lawns or planting strips 6–8 feet wide



DEVELOPMENT CHARACTER

Height	1-3 stories
Front Setback	15-30 ft.
Side Setback	5-15 ft.
Rear Setback	20-40 ft.
Parking	On-street and off-street
Recommended Development Intensity	Up to 8 units/acre
Recommended Uses	• Detached Single-Family • Attached Single-Family • Multifamily • ADUs • Public • Semi Public

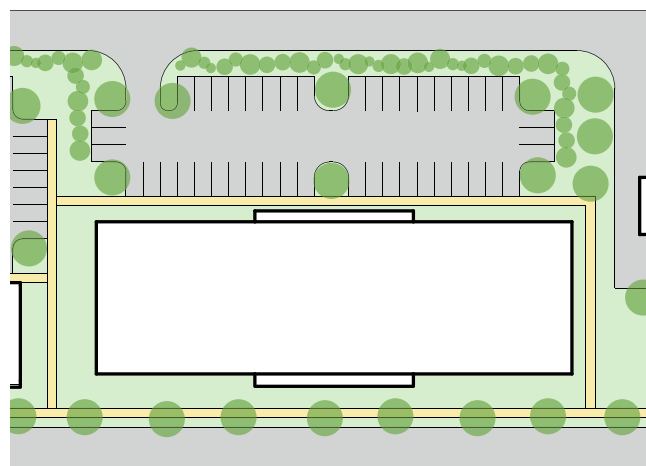
Commercial Corridor



DESCRIPTION

A Commercial Corridor is a linear mixed-use place type organized along a transportation corridor—typically an arterial or collector street—that supports a diverse range of uses and building types oriented to the public realm. This place type emphasizes street-oriented development, active frontages, and multimodal access, with the goal of transforming vehicle-dominated corridors into walkable, transit-supportive environments.

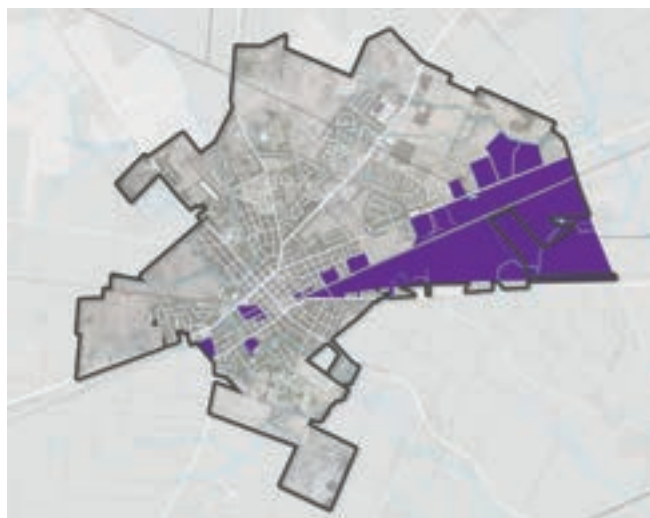
- **Building & Site Form**
 - Buildings oriented to the street with activated ground floors
 - Build to Zone (BTZ): 0–10 feet from front property line to reinforce a consistent street wall
 - Height: Min. 2 stories / Max 6 stories
 - Lot Coverage: Limited to 70%-100% of the site
 - Transparency: 60–75% minimum on ground floor street-facing façades
- **Connectivity and the public realm within this typology emphasizes the following:**
 - Sidewalks are 8–12 feet wide minimum, continuous and ADA-accessible
 - Street Trees are required in grates or planting strips; spacing based on frontage type
 - Street Furniture such as benches, lighting, and bicycle racks required along commercial blocks
 - Mobility elements like pedestrian crossings, bus stops, shelters, and coordinated with the block design



DEVELOPMENT CHARACTER

Height	2 -6 stories
Side Setback	0-10 ft.
Rear Setback	10-25 ft.
Parking	Rear or side of building, screen from street/ neighboring uses
Recommended Development Intensity	• 20,000 - 30,000 sf/acre or 10-20 u/a, • 30% residential and 70% office/retail
Recommended Uses	• Mixed Use • Retail / Office • Multifamily • Live Work • Public • Semi Public

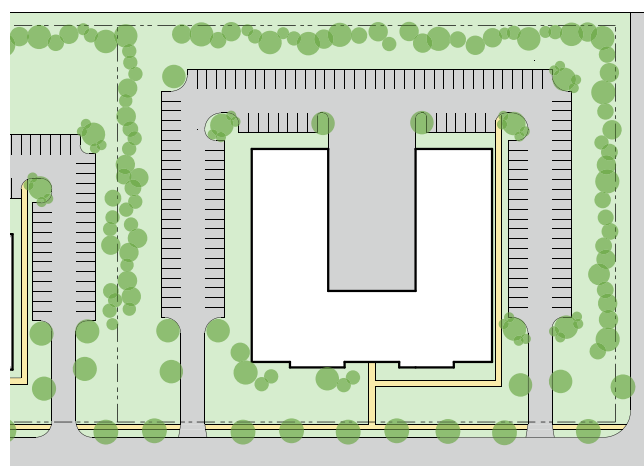
Industrial Flex District



DESCRIPTION

The Industrial Flex place type is a low-to mid-intensity employment area designed to accommodate a flexible range of light industrial, fabrication, technology, and employment-generating uses—often in hybrid building formats that support light manufacturing, warehousing, office, and limited commercial activity. This district is intended to support modern production, clean industry, and innovation-based enterprises, while maintaining compatibility with surrounding urban fabric.

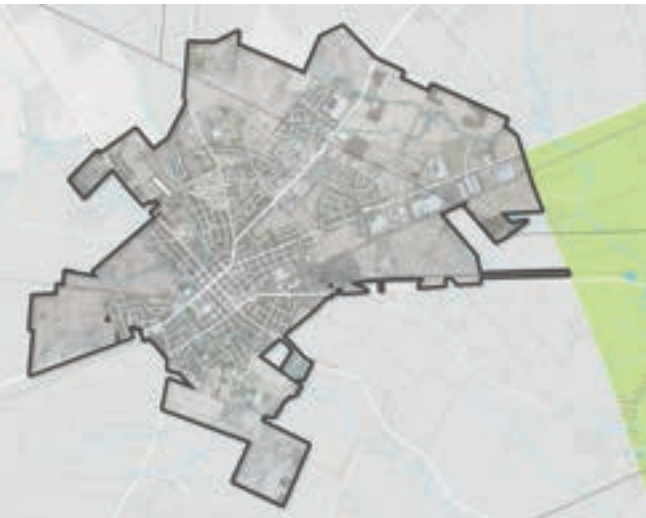
- **Building & Site Form**
 - Build to Zone (BTZ): 10–25 feet from front property line (flexible for larger vehicles or loading areas)
 - Height: Min. 1 stories / Max 4 stories
 - Lot Coverage: 60%–80%
 - Transparency: 30–40% minimum on public-facing facades
 - Street Edge: Landscaped or screened parking/loading must not dominate primary frontages
- **Connectivity and the public realm within this typology emphasizes the following:**
 - Sidewalks are a minimum 6–8 feet wide; continuous on all street frontages, shelters, and coordinated with the block design
 - Street Trees are Required in planting strips or tree wells (30–40 feet spacing)
 - Landscape Edges are required to buffer where adjacent to non-industrial districts



DEVELOPMENT CHARACTER

Height	1-4 stories
Side Setback	0-10 ft.
Rear Setback	10-30 ft.
Parking	Rear or side of building, screen from street/ neighboring uses
Recommended Development Intensity	NA
Recommended Uses	• Light Manufacturing • Warehousing • Flex Tech / Biotech • Research and Development • Office / Studio • Ancillary Commercial

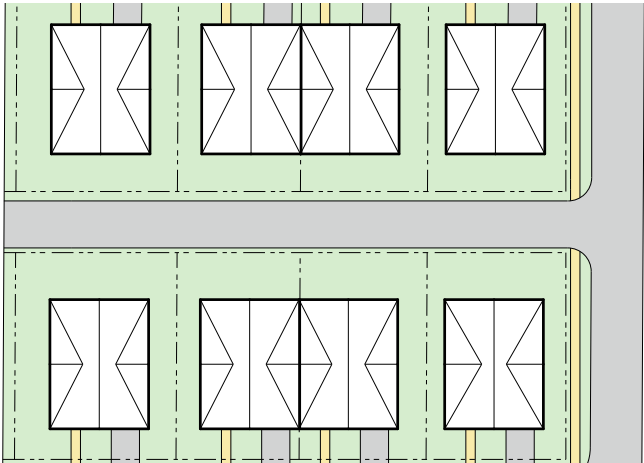
Preservation Neighborhood



DESCRIPTION

A Preservation Neighborhood place type (also known as a Cluster Subdivision) is a low-density, residential development pattern that concentrates building lots on a portion of the site while preserving the remaining land as permanently protected open space. This place type emphasizes site-sensitive design, rural character preservation, and compact neighborhood form within a larger natural or agricultural setting.

- Development Character of a conservation subdivision apply form principles to ensure compact walkable clusters of homes with defined edges, human-scaled streets, and strong integration with natural or recreational open space.
- Building & Site Form
 - Height: Min. 1 story / Max 2.5 stories
 - Lot Coverage: Limited to 40–60% of the site
 - Lot Width: 40 -70 ft
 - Lot Depth: 90 - 120 ft.
- Connectivity and the public realm within this typology emphasizes the following:
 - Streets are narrow with traffic calmed (typically 22–26 feet wide), and pedestrian access to open space
 - May include trails, wetlands, best stormwater management practices, and habitat zones
 - Pocket parks, commons, or village greens are encouraged as organizing elements



DEVELOPMENT CHARACTER

Height	1-2.5 stories
Front Setback	10-20 ft.
Side Setback	5-10 ft.
Rear Setback	10-20 ft.
Build- to Line	May be applied along common greens or street edges to reinforce public frontage
Parking	On-street and off-street
Recommended Development Intensity	Up to 10 units/acre
Recommended Uses	• Detached Single-Family • Cottage Homes • Small Court Yard Homes

Connecting Typologies to the Plan Goals

The Future Place Typologies section directly supports four of the Plan Framework’s overarching goals by guiding development in a way that reflects London’s values, priorities, and vision for growth. Each typology identifies the appropriate land uses, design patterns, and development characteristics that align with and help implement these goals—whether it’s fostering a resilient economy, expanding housing options, enhancing parks and public space, or revitalizing downtown. The goals and objectives shown below illustrate how place-based planning is integrated into broader community outcomes. A full list of goals, objectives, actions, responsible parties, and performance measures can be found in the Implementation Matrix, which serves as a roadmap for tracking progress and accountability.



Goal: Build a resilient and diverse economy by fostering the establishment and growth of local businesses, attracting a range of industries (light industry, logistics, etc.), and creating sustainable job opportunities (e.g., renewable energy, green building, remote work, etc.) for long-term community prosperity.

Objective: Support Local Businesses and Entrepreneurship

Objective: Attract and Retain a Diverse Range of Industries

Objective: Enhance Workforce Development and Economic Resilience



Goal: Create a vibrant, accessible, and connected parks and recreation system that promotes active lifestyles, strengthens community well-being, and enhances the city’s natural and recreational assets.

Objective: Improve park facilities, amenities, and recreational opportunities, including the development of a community recreation facility, to meet community needs.

Objective: Enhance connectivity between parks, trails, and key community destinations.



Goal: Promote a diverse range of attainable housing options and support compact mixed-use development that enhances walkability.

Objective: Encourage sustainable and well-planned development.

Objective: Increase the availability of attainable housing options.

Objective: Improve connectivity between housing, public amenities, and transportation networks.



Goal: Continue to revitalize the downtown area through redevelopment and public space improvements to create a vibrant, inviting atmosphere that fosters economic growth and strengthens community engagement.

Objective: Stimulate economic growth by redeveloping underutilized and vacant properties within downtown and surrounding neighborhoods.

Objective: Enhance the public realm to improve walkability, aesthetics, and social interaction.

Objective: Increase connectivity and accessibility between downtown, nearby neighborhoods, and key destinations.

Housing & Economy

Overview

Housing and economic development are deeply interconnected and serve as critical pillars of a community's overall health, resilience, and prosperity. The following Housing and Economy section dives deeper into specific recommendations based on the existing conditions analysis and market study findings. These recommendations are tailored to address the community's current challenges and opportunities, providing targeted strategies for housing diversity, workforce development, and economic growth.

Housing and economic development are foundational to a city's long-term success, shaping quality of life, workforce stability, and overall community vitality. In London, these elements were central to the planning process and were informed by a detailed market and economic study that identified key strengths, weaknesses, opportunities, and threats. A major focus of the study was evaluating the current availability and diversity of housing options for residents of all ages and backgrounds—and planning for a future that addresses those unmet needs. The process also underscored the importance of workforce development strategies and housing initiatives that help attract and retain talent, ultimately contributing to local economic growth. While residential land uses make up the majority of zoned land in London, the developed areas largely consist of suburban single-family homes, limiting housing variety. Additionally, the study highlighted a lack of commercial versatility—particularly restaurants and entertainment options—which has led community members to express a desire for more amenities that enhance quality of life.

As the city looks ahead, there is a clear need to expand housing options that respond to evolving demographic and economic demands. Ensuring housing diversity across income levels and life stages will help London remain an inclusive and vibrant place to live. This includes developing age-friendly homes with smaller footprints, workforce housing aligned with job centers, and mixed-use developments that combine residential

SUPPORTING PLAN GOALS



and commercial activity. New housing should be thoughtfully designed to complement London's small-town feel, while supporting modern living.

Housing & Economy Planning

Planning for economic development is equally important to building a resilient and well-served community. Currently, London's economic activity is concentrated in two primary areas: regional commercial development along U.S. Route 42 and industrial and logistics uses along State Route 142. These corridors provide vital employment opportunities and essential consumer services. With intentional investment and planning, these areas can be strategically expanded to support the city's evolving needs, increase job availability, and generate revenue that can be reinvested in infrastructure, services, and public amenities.

To strengthen economic resilience, London must foster a business-friendly environment while actively attracting new industries that align with regional strengths and future market trends. This includes supporting small businesses and entrepreneurs, enhancing infrastructure to support growth, and creating incentives for the redevelopment of underutilized properties. Workforce development should also be prioritized through stronger alignment between local training programs and the skills employers are seeking. By cultivating a diverse economic base—ranging from logistics and light manufacturing to retail and services—London can lay the foundation for long-term prosperity, job creation, and a thriving, adaptable workforce.

Housing Conditions

The existing housing stock in the City of London, Ohio, is predominantly composed of single-family detached homes, reflecting traditional suburban development patterns. Much of the residential land within the city is zoned for low-density uses, with large portions either already developed with suburban-style homes or remaining vacant for future development.

PREDOMINANTLY SINGLE-FAMILY

While there is a strong base of single-family housing, there is limited diversity in available housing types. Some examples of attached single-family units, duplexes, and small-scale multifamily buildings exist, particularly closer to downtown and older neighborhoods. However, options such as townhomes, apartments, senior housing, and workforce housing remain underrepresented in the city's overall housing mix.

This lack of housing variety creates challenges for meeting the needs of a growing and changing population. Young professionals, seniors looking to downsize, and workers seeking affordable options may find limited choices within the city. Expanding the range of housing typologies will be essential for supporting future growth, accommodating residents across all life stages and income levels, and maintaining London's competitiveness within the broader regional housing market.

To better meet the needs of current and future residents, London should focus on diversifying its housing stock beyond traditional single-family homes. Expanding housing options will support a broader range of income levels, life stages, and lifestyle preferences. Recommended housing types include townhomes, duplexes, triplexes, and small-scale multifamily buildings, as well as age-friendly housing with smaller footprints, workforce housing near employment centers, and mixed-use developments that combine residential and commercial uses. Encouraging a wider variety of housing types will help create a more inclusive, resilient, and vibrant community while supporting the city's long-term growth and economic vitality.



An example of predominately single-family homes stock



An example of predominately single-family homes stock

Regional & National Market Trends

As London's population continues to grow and the city evolves, national and regional trends will inevitably influence the demographics and the types of communities where people prefer to live. By incorporating these anticipated trends into planning efforts, London can sustain and strengthen its competitiveness in both the housing and commercial markets, while proactively preparing for the necessary city services—including schools, senior services, utilities, and parks—to support a changing and growing population. The following explores key regional and national market trends related to housing, helping to inform future strategies for accommodating demand and supporting a resilient, inclusive community.

PLACE FIRST

Emerging national trends show a shift in how individuals—particularly Millennials and members of Generation Z—choose where to live. Increasingly, people are prioritizing quality of life and a strong sense of place when deciding on a location, often selecting a community before securing employment or housing. This shift reflects a growing preference for communities that offer access to amenities, walkability, a mix of uses, and opportunities for social and recreational engagement.

In this evolving landscape, quality of life encompasses more than just affordability; it includes satisfaction with one's health, safety, social connections, environment, and access to services. Younger generations in particular are drawn to vibrant, in-town areas that support a lifestyle centered around convenience, diversity, and experience—areas that provide proximity to jobs, entertainment, parks, and local businesses.

For cities like London, this trend underscores the importance of creating a place-based development strategy that enhances livability and attracts new residents. Communities with walkable downtowns, diverse housing options, and a strong civic identity are increasingly sought after, while traditional low-density suburban areas with fewer amenities are seeing decreased demand among some Baby Boomers and younger generations alike. By focusing on placemaking and investing in the city's core strengths, London can remain competitive in attracting both people and economic opportunity.



Diversifying housing options creates opportunities for more people of different ages, incomes, and lifestyles to become residents of the City of London, strengthening the community and supporting its long-term growth.

BUYING VS. RENTING

While homeownership remains a goal for many, current national and regional trends show a growing preference for renting, especially among younger generations and more mobile households. In London, the housing market analysis highlights that while buying a home can offer long-term financial returns, it also carries significant upfront costs, ongoing maintenance responsibilities, and a long-term commitment. Renting, by contrast, provides greater flexibility, fewer financial risks, and a broader range of short- and long-term living solutions. Longevity and lifestyle flexibility are important considerations, particularly for younger households and seniors seeking to downsize.

As housing prices in London continue to rise—particularly with new homes starting around \$400,000—renting has become a more accessible option for many residents. Additionally, London's rental market shows strong demand across multiple income levels, with limited supply of newer, high-quality units. These trends emphasize the need for the city to expand and diversify both its rental and ownership housing options. Providing a balance between for-sale and rental housing will be critical to meeting future demand and supporting the community's goal of remaining inclusive, vibrant, and economically resilient.

HEALTH & SUSTAINABILITY

Healthy and sustainable initiatives can significantly enhance quality of life, attract new residents, and support long-term community well-being. In the context of housing, these efforts contribute to more livable neighborhoods by promoting walkability, access to green space, and proximity to daily amenities. Investments in parks, trails, and a well-connected sidewalk network not only support physical and mental health but also make neighborhoods more attractive and desirable places to live. In London, where the demand for diverse housing types continues to grow, integrating health and sustainability into new and existing residential areas can strengthen neighborhood identity and improve overall livability. Compact, mixed-use housing near downtown and along key corridors can reduce reliance on cars, lower household transportation costs, and create a more inclusive and vibrant community. As London plans for future growth, aligning housing development with sustainability goals will help ensure a high quality of life for residents today and in the years to come.



Neighborhood parks and green spaces boost overall quality of life by promoting health, sustainability, and community connection for people of all ages.

WALKABILITY & CONNECTIVITY

An emphasis on a complete transportation system allows people to easily travel by foot, bicycle, or car, enhancing daily convenience and accessibility. Key factors influencing walkability include pedestrian infrastructure such as sidewalks, crosswalks, wayfinding, signage, and safe intersections. Communities that are easily navigated on foot are increasingly in demand, especially among Millennials and Generation Z, who prioritize access to employment, services, and entertainment within walking or biking distance.

Walkable communities can support various housing types—townhomes, apartments, and mixed-use developments—while reducing reliance on cars and supporting healthier lifestyles. In London, enhancing connectivity between neighborhoods, parks, schools, and commercial centers can increase the appeal of infill housing and help older areas remain vibrant. Investing in the pedestrian experience, can help London strengthen its identity, promote economic development, and ensure housing and transportation support community goals.



Walkability and connectivity in London—between neighborhoods and key destinations—are increasingly valued by residents. These connections reduce reliance on cars and improve quality of life for people of all ages.

Residential Development Options

As development practices evolve, so do the ways residential neighborhoods are designed to balance growth with natural and agricultural preservation. Thoughtful planning considers how land can be used efficiently while protecting green space, incorporating parks, greenways, and natural features to support recreation and biodiversity.

As London continues to grow, accommodating a mix of housing types—such as single-family homes, condos, and multifamily units—will be essential. Aligning residential design with the land's natural features and agricultural suitable land can prevent sprawl, enhance livability, and support sustainable development. These residential development options should be carefully considered when planning within the Central Neighborhood, Suburban Neighborhood, and Preservation Neighborhood future place typologies, ensuring each area supports appropriate housing forms while maintaining environmental integrity and neighborhood character. The following section outlines approaches to increasing housing options in a way that preserves open space and enhances quality of life.

CLUSTER DEVELOPMENT - SINGLE-FAMILY

This development type entails clustering units on smaller lots to preserve open space and promote community-wide amenities. Trails and open space can be integrated into the community's system. Single-family lots are smaller and more clustered than conventional development types, while still maintaining existing development rights.



CLUSTER DEVELOPMENT - MULTIFAMILY

This development type can also entail clustering multifamily units on smaller parcels to preserve even more open space and promote community-wide amenities. Trails and open space can be integrated into community's system. Various unit types, such as multifamily, can be more clustered than conventional development types, while still maintaining existing development rights.



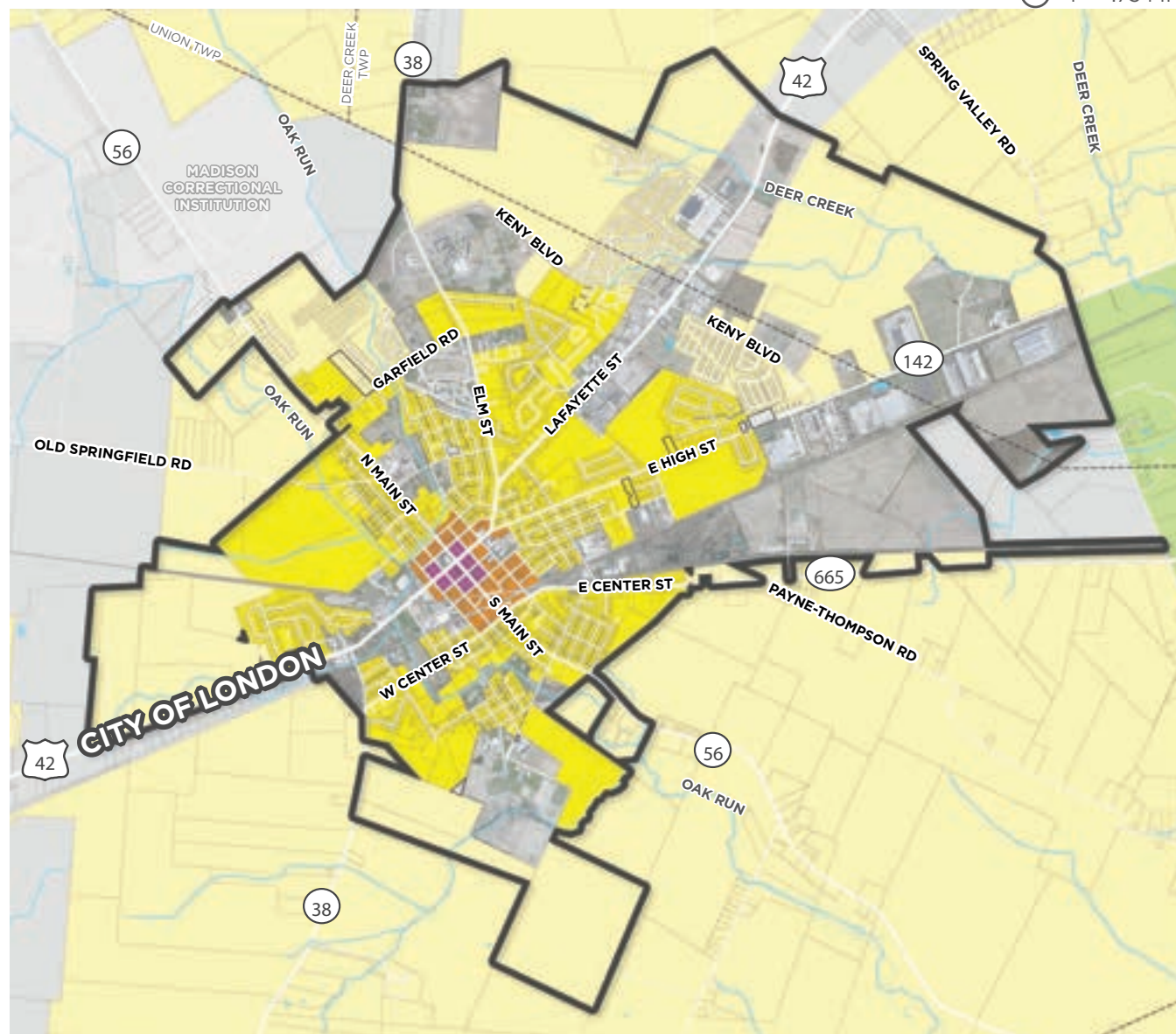
CLUSTER DEVELOPMENT - MIXED UNIT

This development type can also entail clustering various unit types on smaller parcels to preserve even more open space and promote community-wide amenities. Trails and open space can be integrated into community's system. This development type would increase the density and intensity of development, but would still preserve more open space than conventional suburban development.



FIGURE 4-3: Residential Future Place Typologies Map

1" = .75 MI



Note: The Residential Future Place Typologies map compiles key typologies—including Downtown Center, Urban Neighborhood, Central Neighborhood, Suburban Neighborhood, and Preservation Neighborhood—that currently support and have the potential to accommodate future residential development. These areas reflect a range of housing forms and densities both within the existing city boundary and in targeted growth areas beyond it.

MAP KEY	
	Downtown Center
	Urban Neighborhood
	Central Neighborhood
	Suburban Neighborhood
	Preservation Neighborhood

Economic Trends

Regional economic trends across Central Ohio and the Madison County area are shifting in ways that will shape London's future growth and competitiveness. As nearby metropolitan areas such as Columbus expand, suburban and exurban communities like London are becoming more attractive for residents and employers seeking affordability, available land, and a small-town atmosphere. Job growth in logistics, light manufacturing, healthcare, and remote-friendly industries creates demand for accessible housing, reliable infrastructure, and workforce development programs. With proximity to major transportation corridors and economic centers, London's location positions it well to benefit from this regional momentum.

These economic trends are directly linked to quality of life and housing needs. A strong local economy supports better services, infrastructure investment, and public amenities—all of which contribute to community well-being. At the same time, as job opportunities grow, so does the demand for diverse housing options that serve a range of income levels and household types. By recognizing and responding to these regional trends, London can create a more resilient and vibrant community that supports its residents and economic base.

CONSUMER PREFERENCES

City of London residents strongly desired more food, entertainment, and neighborhood-focused retail options, particularly within the downtown area. There was also recognition of the critical role that commercial businesses along U.S. Route 42 play for the City of London and the surrounding townships. Community input emphasized balancing new development with preserving London's historic character and small-town charm. In particular, residents favored local, experience-based retail over big-box stores or large regional shopping centers. This preference reflects broader national trends, as data from the Bureau of Economic Analysis shows that consumer spending on experiences—such as travel, dining, and recreation—has steadily increased, while spending on household goods and traditional retail items has declined.

To stay competitive in this shifting landscape, retailers across the region and nation are adapting by offering more experiential services. These may include community-oriented spaces, restaurants, pop-up events, cooking or fitness classes, and other interactive amenities that go beyond traditional shopping. By aligning with these trends, London can strengthen its appeal as a destination supporting residents and visitors while fostering a vibrant and traditional community.



Undeveloped land along U.S. Route 42, currently zoned for Business or Planned Unit Development (PUD), represents a strategic opportunity for economic development. These areas are well-suited for mixed-use projects that can attract retail, commercial services, and housing—supporting job creation, tax base growth, and expanded amenities for the community.

EXPERIENCE-BASED PLACES

London has the opportunity to create immersive, experience-based environments that celebrate its historic charm while supporting modern economic growth. Revitalizing the downtown as a walkable, vibrant destination will strengthen its role as the cultural and commercial heart of the city. By investing in high-quality public spaces, continuing to adapt and reuse historic buildings, and providing a mix of modern amenities—such as local shops, cafés, coworking spaces, and entertainment venues—London can attract residents and visitors seeking unique, authentic experiences. These places go beyond traditional retail environments to offer a sense of identity and connection that builds community and supports long-term economic vitality.

A key advantage in London’s downtown revitalization strategy is its direct connection to the regional trail system, which brings a steady flow of cyclists, runners, and recreational users from across the region. The Village of Peninsula, Ohio, serves as a compelling precedent for how trail access can drive local economic development. Located along the Ohio & Erie Canal Towpath Trail and within the Cuyahoga Valley National Park, Peninsula has successfully leveraged trail activity to support a thriving local economy composed of restaurants, shops, galleries, and small businesses.

London can apply similar strategies by strengthening the physical and visual connections between its trail network and downtown. Enhancements such as signage, safe crossings, dedicated bike infrastructure, and supportive amenities like bike racks, rest stations, and water fountains can make it easier for trail users to access and engage with the downtown. Trail-oriented businesses—such as cafés, breweries, bike shops, and convenience stores—are especially well-positioned to benefit, particularly when combined with welcoming streetscapes, outdoor seating, and active storefronts.

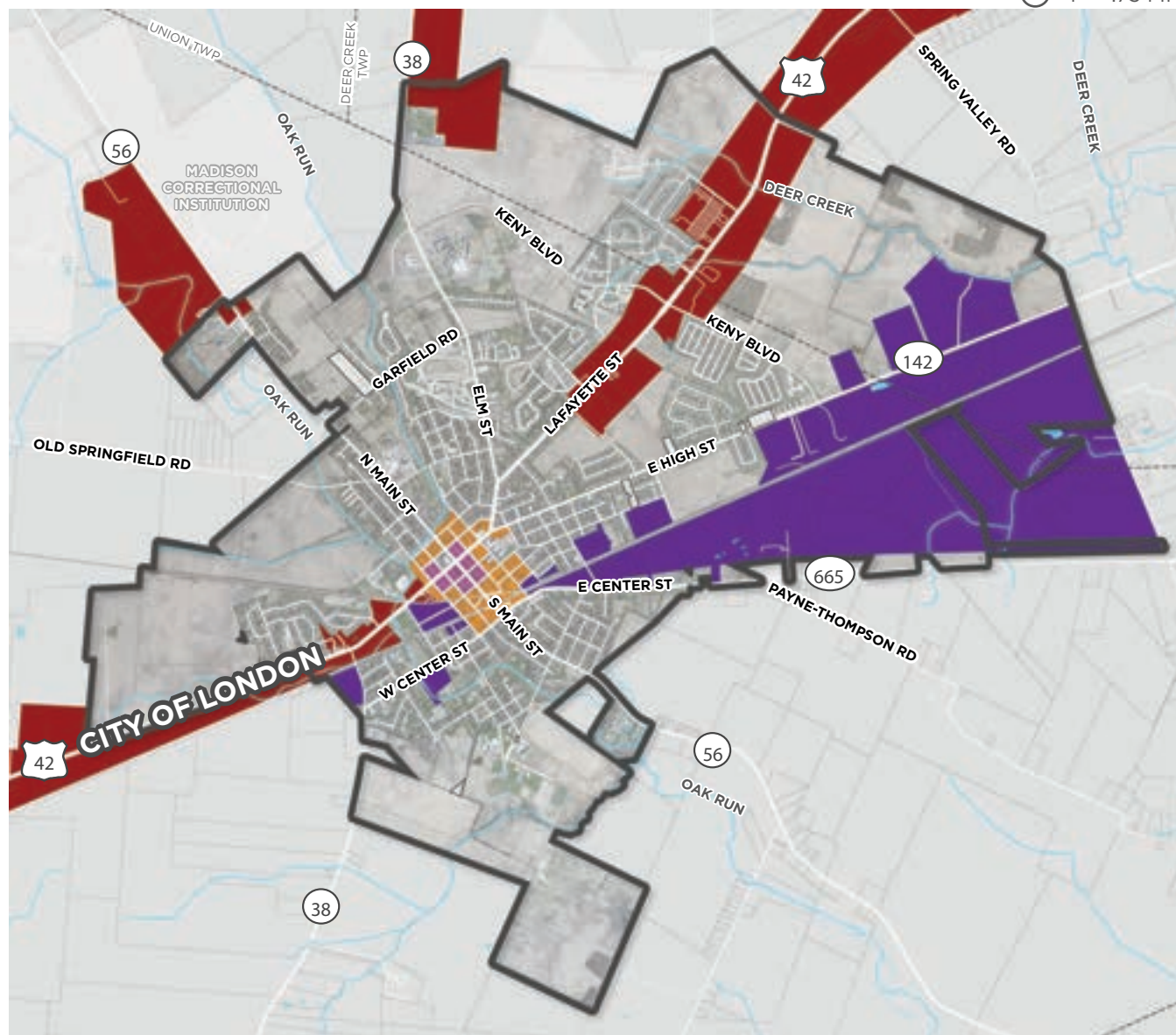
Special events like “trail-to-table” markets, pop-up shops, or themed rides that begin or end downtown can further solidify this connection, encouraging trail users to view London as a destination rather than a pass-through. As recreational trail use continues to rise across the country, downtown London is well-positioned to capture this economic potential by offering a compelling blend of historic character and modern convenience—creating a dynamic environment where recreation, commerce, and community intersect.



Within the downtown, existing and future restaurants, retail shops, and businesses in London can creatively engage trail users by offering trail-friendly amenities, promotions, and experiences—transforming the regional trail system into a powerful economic driver for the downtown and surrounding areas.

FIGURE 4-4: Economic Development & Future Place Typologies Map

1" = .75 MI



ECONOMIC DEVELOPMENT & GROWTH

Economic development is already underway in key areas of the City of London and is expected to grow as the city evolves. Investments in infrastructure, business development, and housing have created a strong foundation for continued momentum. Figure 4-4 highlights four key future place typologies—Downtown Center, Urban Neighborhood, Commercial Corridor, and Industrial Flex District—that outline where retail, service, and employment growth can occur.

The Downtown Center and Urban Neighborhood typologies support local retail, dining, and community-focused amenities, reinforcing London's historic charm and walkability. The Commercial Corridor along U.S. Route 42 is positioned for regional-scale retail and mixed-use development, while the Industrial Flex District along State Route 142 supports job-generating uses like manufacturing and logistics. Together, these typologies provide a strategic framework for London's future economic growth.

MAP KEY	
	Downtown Center
	Urban Neighborhood
	Commercial Corridor
	Industrial Flex District

Connecting Housing & Economy to the Plan Goals

The Housing and Economy section directly supports four of the Plan Framework's overarching goals by guiding development in a way that reflects the City of London's values and long-term vision for growth. These goals include building a resilient and diverse economy, promoting a range of attainable housing options, enhancing community character and identity, and revitalizing the downtown area. Each residential and economic future place typology outlined in this section help implement these goals. Whether through fostering small business growth, creating walkable mixed-use neighborhoods, preserving London's small-town charm, or activating the downtown core, these strategies work together to build a more vibrant and inclusive city. A complete list of goals, objectives, actions, and performance measures can be found in the Implementation Matrix, which serves as a roadmap for tracking progress and accountability.



Goal: Build a resilient and diverse economy by fostering the establishment and growth of local businesses, attracting a range of industries (light industry, logistics, etc.), and creating sustainable job opportunities (e.g., renewable energy, green building, remote work, etc.) for long-term community prosperity.

Objective: Support Local Businesses and Entrepreneurship

Objective: Attract and Retain a Diverse Range of Industries

Objective: Enhance Workforce Development and Economic Resilience



Goal: Promote a diverse range of attainable housing options and support compact mixed-use development that enhances walkability.

Objective: Encourage sustainable and well-planned development.

Objective: Increase the availability of attainable housing options.

Objective: Improve connectivity between housing, public amenities, and transportation networks.



Goal: Create a cohesive, distinct, and recognizable community character, brand, and identity that reflects the city's unique attributes and fosters a sense of pride and belonging.

Objective: Establish a unified community brand and visual identity.

Objective: Enhance public spaces to reflect the community's character.

Objective: Maintain the community's small-town character.



Goal: Continue to revitalize the downtown area through redevelopment and public space improvements to create a vibrant, inviting atmosphere that fosters economic growth and strengthens community engagement.

Objective: Stimulate economic growth by redeveloping underutilized and vacant properties within downtown and surrounding neighborhoods.

Objective: Enhance the public realm to improve walkability, aesthetics, and social interaction.

Objective: Increase connectivity and accessibility between downtown, nearby neighborhoods, and key destinations.

Mobility & Connectivity

Overview

Mobility and connectivity are essential components of the City of London's long-term vision for a well-connected, accessible, and welcoming community. The city's transportation network—both motorized and non-motorized—plays a key role in how people move between neighborhoods, access daily needs, and experience public spaces. The mobility and connectivity section focuses on three key areas: roadways, non-motorized connectivity, and wayfinding signage. Together, these mobility strategies aim to support the city's Future Place Typologies, strengthen connections across the community, and ensure that London continues to grow in a connected and user-friendly way.

SUPPORTING PLAN GOALS



Roadways

The City of London has several major transportation corridors, including US Route 42 and State Routes 38, 56, and 142. These roadways serve local residents and businesses and provide vital regional connections across Madison County and beyond. As key gateways into and through the city, these corridors shape mobility patterns, economic development opportunities, and the overall experience of traveling within London. Additionally, the city's local street network provides essential connections and supports travel and accessibility within the community. This section emphasizes US Route 42, SR.38, and Main Street, their significance, and recommendations to enhance the motorized transportation network.

Also highlighted is the importance of planning for Complete Streets—roadways designed to safely accommodate all users while also considering the environment. Coordinating with local, county, and state officials will ensure these major corridors are updated and maintained to meet changing safety, mobility, and development needs. Strategic investment in these corridors will help support local access and regional connectivity, aligning with the city's vision for a safe, efficient, and inclusive transportation system.

MAIN STREET

North and South Main Street serve as one of London's primary corridors, transitioning from the rural edges of the city into the historic downtown core. This vital corridor is a key connector, guiding vehicular and pedestrian traffic to essential community assets, neighborhoods, parks, and businesses. As a heavily traveled route, the continued maintenance and enhancement of Main Street and its sidewalks should remain a top priority. Investing in safe, accessible infrastructure along this corridor supports daily mobility and reinforces London's identity, character, and long-term economic vitality.

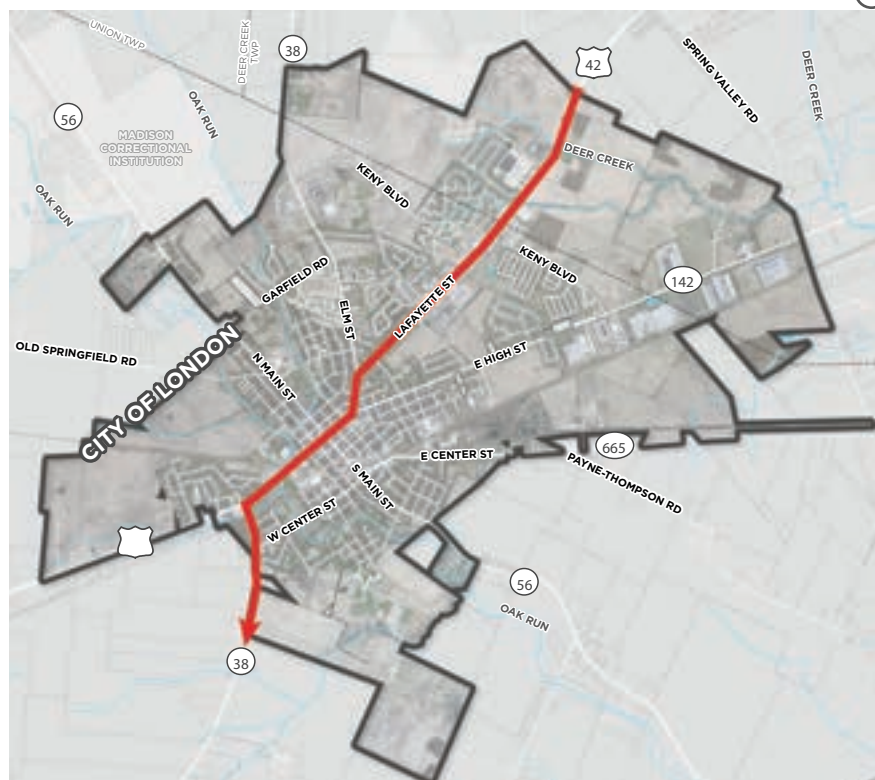
The section of South Main Street located within the historic downtown exemplifies a well-designed streetscape, featuring wide sidewalks, brick pavement accents, and marked crosswalks. This thoughtful design enhances walkability, safety, and the overall public experience. Similar design treatments should be considered along North Main Street, where consistent infrastructure improvements can extend this sense of place and promote a cohesive, pedestrian-friendly environment.

Additional Main Street recommendations are highlighted in the Focus Areas section of this plan, which includes a targeted recommendation for implementing a dedicated bike lane to improve multimodal access and support a more pedestrian and cyclist-friendly environment.

U.S. ROUTE 42 & OHIO ROUTE 38

U.S. Route 42 serves as the primary transportation corridor through the City of London, providing a vital connection for both residents and visitors traveling within the city and to surrounding communities. The corridor also functions as the current freight truck route. An analysis of the transportation network indicates a growing trend of freight traffic utilizing Ohio Route 38, which offers a more efficient path for truck movement and reduces congestion along U.S. Route 42. As such, a key recommendation is to formally designate Ohio Route 38 as the city's preferred truck route, helping to improve traffic flow, enhance safety in the downtown core, and support long-term roadway preservation along U.S. Route 42.

FIGURE 4-5: Proposed Truck Route Map



COMPLETE STREETS

Complete Streets are defined as roadways planned, designed, and constructed to provide appropriate access to all legal users in a safe and efficient manner. A transportation network comprised of Complete Streets can be easily navigated by travelers of all ages and abilities and across all mobility modes including car and truck vehicles, transit, rail, bicycles, and foot traffic.

The application of Complete Streets is dependent on the context of the community including the community's needs and the roadway's function. Therefore, appropriate design standards and engineering requirements must be balanced to meet users' needs within the context of the street. For example, a Complete Street in a rural area may not include sidewalks and curbs, but could feature a multi-use path on one side of the street to provide a meaningful transportation option in that setting. This means all "Complete Streets" will not look the same.

Features of Complete Streets may include:

- Sidewalks and Bike Lanes
- Safe & Frequent Crossing Opportunities
- Pedestrian Signals
- Curb Extensions and Median Islands
- Marked Lane Configurations & Signage
- Street Trees and Landscaping
- Stormwater Management (bioswales)
- Street Lighting
- On-Street Parking

Non-Motorized Connectivity

Non-motorized connectivity—through sidewalks, trails, and bike lanes—is a vital component of a city’s transportation network. It enhances quality of life by providing safe, accessible options for residents of all ages and abilities to walk, bike, or use other forms of active transportation. These systems support public health, strengthen neighborhood cohesion, and improve access to community assets such as schools, parks, and downtown destinations. As cities nationwide strive to create more livable, people-centered environments, non-motorized infrastructure plays a critical role in shaping how residents move and connect with their surroundings.

Regionally and nationally, demand for non-motorized infrastructure is on the rise. Communities are investing in multi-use trails, protected bike lanes, and sidewalk enhancements to meet growing preferences for walkable and bikeable neighborhoods. These systems support long-term sustainability goals by reducing vehicle miles traveled, lowering greenhouse gas emissions, and promoting alternative modes of travel. By providing reliable non-motorized options, cities can alleviate roadway congestion, extend the life of transportation infrastructure, and offer equitable mobility choices to a broader population.

In London, enhancing non-motorized connectivity presents a meaningful opportunity to improve daily travel, support economic vitality, and position the city for future growth. The following section of this plan outlines a set of recommended improvements to strengthen the city’s network of sidewalks, bike routes, and trail connections. These priorities were informed by public input, field analysis, and their eventual alignment with regional mobility goals. Moving forward, implementation of these non-motorized improvements should be a key focus for the city, particularly around schools, parks, and the downtown, where demand for safe and accessible alternatives to driving is highest.



Bike lanes create a dedicated, protected space for cyclists, promoting a safer, more accessible mode of non-motorized transportation for all.



The regional trail system running through London provides safe, non-motorized connectivity for residents and visitors.

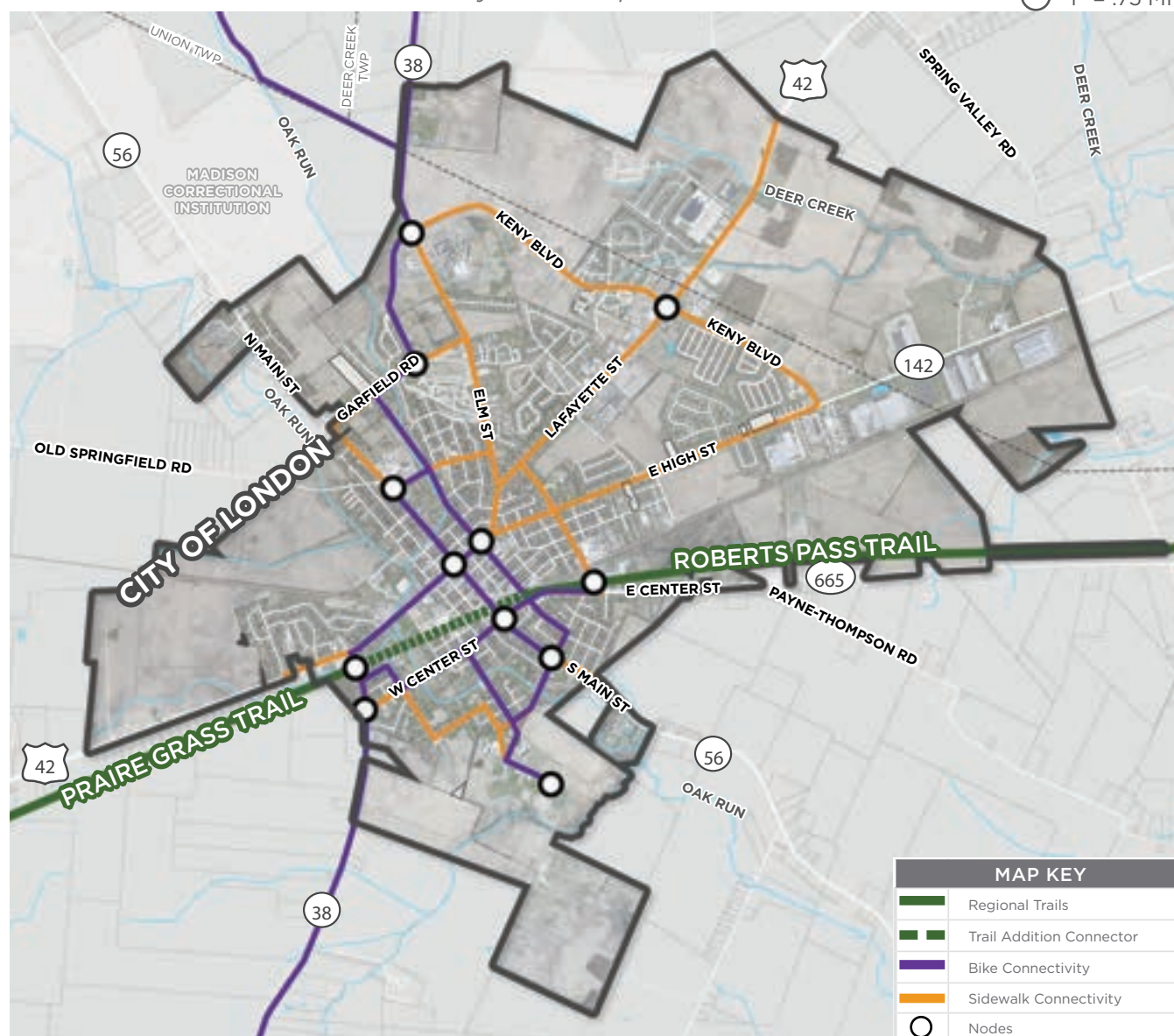
NON-MOTORIZED CONNECTIVITY ROUTES

The non-motorized connectivity recommendations for the City of London focus on three key infrastructure types: sidewalk, trail, and bike connectivity. Combined, these systems enhance internal circulation within the city and strengthen connections to regional destinations beyond the city limits. Sidewalk additions and improvements aim to create priority walking routes, close critical gaps, and ensure safe pedestrian access to schools, parks, and neighborhoods. Trail additions and enhancements—particularly to the Roberts Pass Trail and Prairie Grass Trail—seek to expand

access to the regional trail network. Bike connectivity recommendations include on-street and off-street facilities to support safer, more direct cycling routes throughout London. Figure 4-6 illustrates the collective non-motorized connectivity network envisioned in this plan, highlighting how each system type contributes to a unified, multimodal transportation framework. The following pages provide detailed information on each typology to guide implementation efforts in the coming years.

FIGURE 4-6: Non-Motorized Connectivity Routes Map

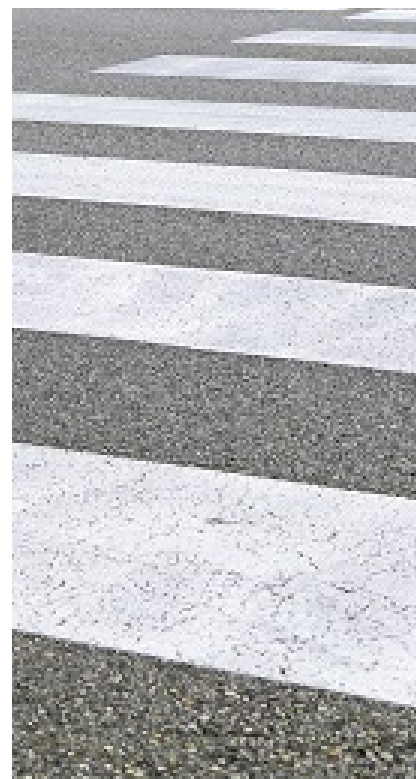
1" = .75 MI



SIDEWALK & CROSSWALK CONNECTIVITY

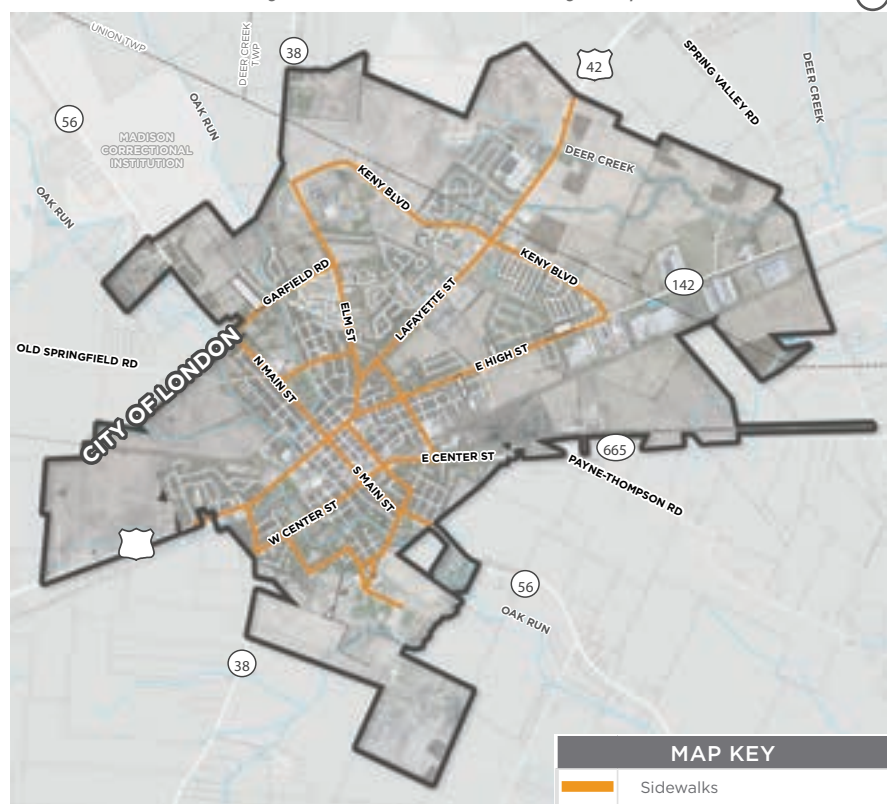
Sidewalks and crosswalks are vital to a safe, inclusive transportation system. They support walkability, promote healthy lifestyles, and allow people of all ages and abilities—including those with disabilities—to move safely through the community. Looking ahead, the City of London should prioritize improvements along primary corridors, especially those leading to and within the downtown core. As shown in Figure 4-7, several streetscapes present opportunities for both enhancements and new sidewalk or crosswalk additions. Targeted investments in these areas can create a more connected, accessible, and people-friendly environment. Upgrading existing infrastructure with ADA-compliant ramps and high-visibility crosswalks will enhance safety and user comfort. It is also important to ensure an even distribution of sidewalk connectivity across both the north and south sides of the city, linking residential neighborhoods with downtown and other key destinations. In the downtown area and at major intersections, crosswalks should be upgraded with enhanced striping, pedestrian signals, and, where feasible, traffic-calming features.

To move these improvements forward, the city should begin prioritizing which streetscapes to address first by identifying where new infrastructure is needed versus where enhancements can be made. Developing a phased implementation plan will allow London to systematically target sidewalk and crosswalk improvements over time, creating a continuous and cohesive non-motorized network that supports long-term mobility goals.



Crosswalk striping enhances pedestrian safety by making crossings more noticeable to drivers.

FIGURE 4-7: Priority Sidewalk Connectivity Map

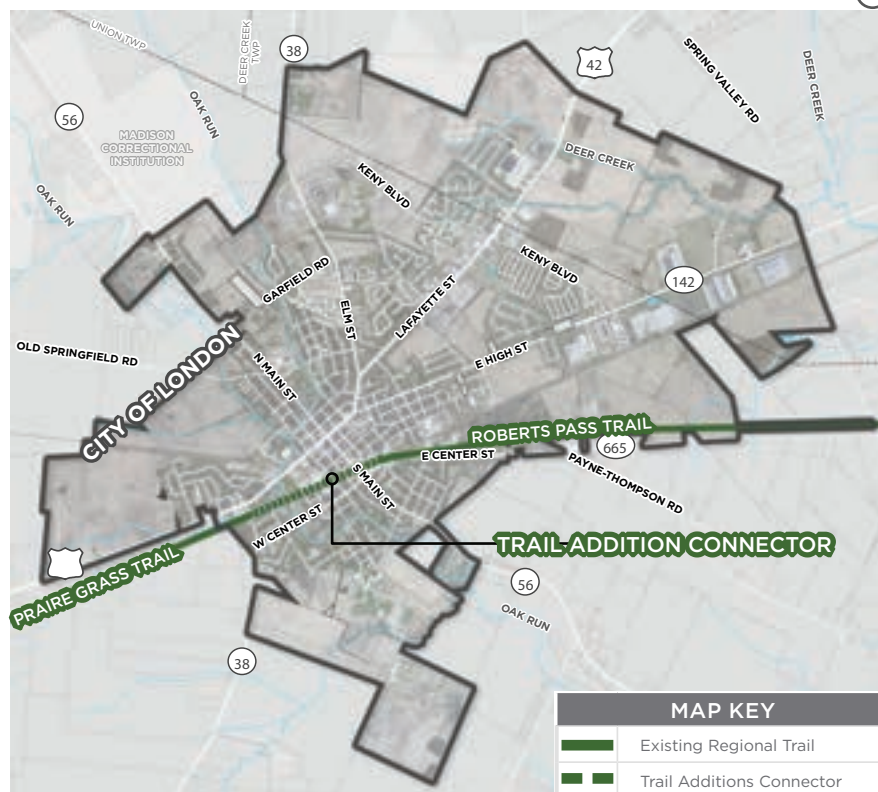


Sidewalks provide safe, accessible routes for pedestrians.

REGIONAL TRAIL CONNECTIVITY

London benefits from strong regional trail connectivity through the Roberts Pass Trail and Prairie Grass Trail, both of which are part of the larger Ohio to Erie Trail system. These trails offer significant recreational and economic potential by attracting cyclists and pedestrians traveling through the region. To strengthen this connectivity, it is recommended that the city pursue the acquisition of land needed to establish a dedicated trail connector between the Roberts Pass and Prairie Grass trails. Creating a continuous route through London would not only enhance regional trail access but also draw more visitors into the downtown, supporting local businesses and reinforcing the city's role as a trail-oriented destination.

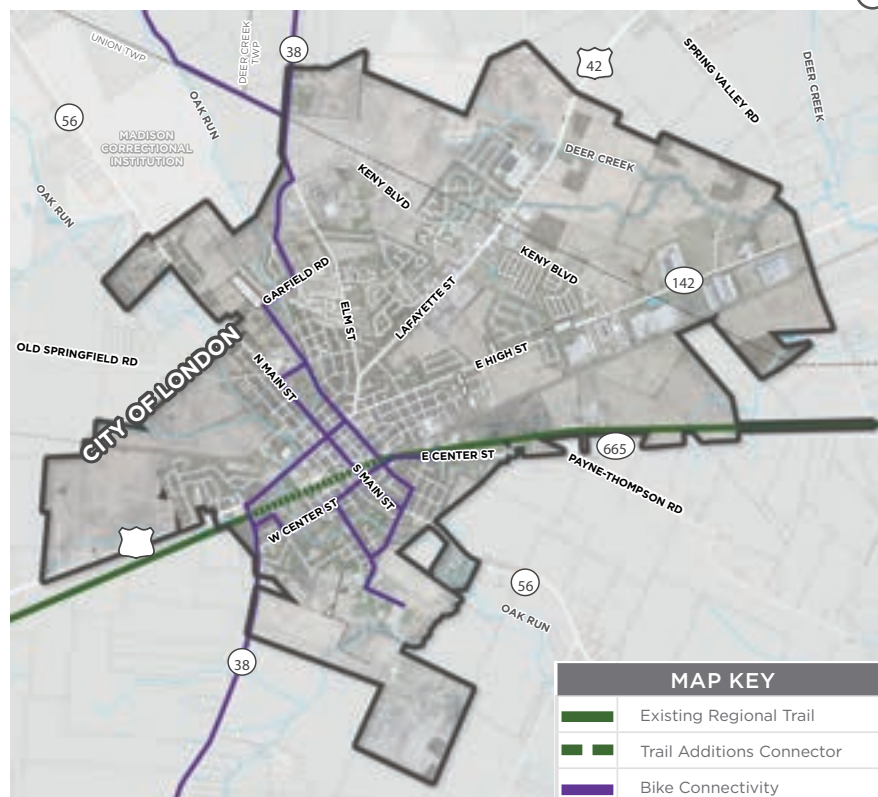
FIGURE 4-8: Trail Connectivity Map



BIKE CONNECTIVITY

Bike connectivity in London builds upon the strength of its regional trail access by establishing a network of bike routes that support safe, citywide travel. Highlighted in Figure 4-9 is the proposed bike connectivity system, which can be implemented through a variety of infrastructure types—including bike lanes, shared-use paths, and on-road bike routes—to link neighborhoods, schools, parks, and downtown with the Roberts Pass and Prairie Grass Trails. This network will allow cyclists to easily navigate the city while connecting to the broader Ohio to Erie Trail system. Investing in this infrastructure will improve mobility options for residents, reduce vehicle dependency, and position London as a more bike-friendly and accessible community.

FIGURE 4-9: Bike Connectivity Map



Wayfinding Signage

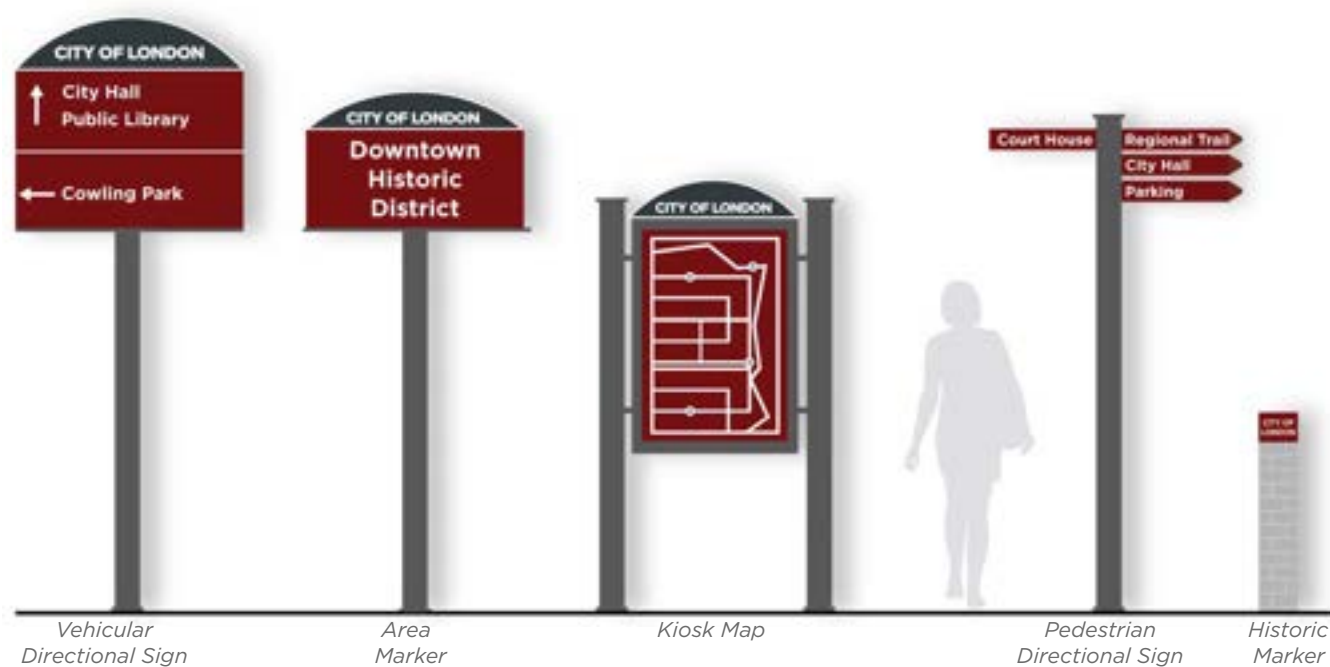
Wayfinding signage is critical to enhancing mobility and connectivity throughout the City of London by helping residents and visitors navigate efficiently between destinations. Clear, consistent signage supports non-motorized travel, promotes safe access to key corridors and community assets, and strengthens the city's visual identity.

Effective signage improves mobility by guiding people through the city's transportation network with clarity and consistency. Key design elements such as scale, placement, materials, lighting, and sign type (e.g., pole-mounted versus monument-style) all play a role in visibility and readability. Establishing cohesive design guidelines can help unify signage across different districts and destinations, reinforcing London's character while improving wayfinding for residents and visitors alike. This is especially important for enhancing walkability and bikeability in areas where people transition between transportation modes. As London evolves, establishing well-designed and appropriately scaled signage—particularly along U.S. Route 42, Main Street, and near the two trail access points—will create a connected and welcoming environment.

Importantly, wayfinding signage also supports economic development by drawing trail users and out-of-town visitors into the city's core. For example, trail users arriving from the regional network need clear direction to find downtown attractions, businesses, parking areas, and civic institutions. Well-placed signs along regional trail access points can encourage people to explore London's historic downtown and nearby amenities, benefiting local shops, restaurants, and event spaces. Likewise, directional signage throughout neighborhoods and commercial corridors can highlight key community destinations and create a more intuitive, user-friendly experience.

Figures 4-10 demonstrate a range of signage types that can support local navigation and broader regional connectivity. When implemented thoughtfully, these elements can make it easier for people to move through the city by foot, bike, or car. Investing in comprehensive wayfinding infrastructure is a key strategy for strengthening access, improving orientation, and supporting a more connected, and economically vibrant London.

FIGURE 4-10: Wayfinding Signage Examples



Connecting Mobility & Connectivity to the Plan Goals

The Mobility & Connectivity section directly supports three of the Plan Framework's overarching goals by improving how people move through and access the City of London, whether by foot, bike, or other non-motorized means. These goals include leveraging trail and bike network access to boost local tourism and quality of life, creating a vibrant and connected parks system, and enhancing community character and identity. This section outlines strategies that help implement these goals through safe, accessible, and well-connected infrastructure. Whether by extending the regional trail network, improving sidewalk and bikeway systems, or linking parks and key destinations, these efforts promote healthy lifestyles, increase community pride, and support economic vitality. The complete list of goals, objectives, actions, and performance measures can be found in the Implementation Matrix, which serves as a roadmap for tracking progress and accountability.



Goal: Continue to leverage community access to the Ohio-to-Erie Trail and implement other non-motorized connectivity (e.g. refers to the network of sidewalks, trails, bike lanes, and pathways that enable safe and efficient travel) to attract visitors and enhance resident lifestyles.

Objective: Extend bike and other non-motorized connections throughout the community.

Objective: Promote London as a regional destination for trail-based tourism and recreation.

Objective: Enhance services that support trail users and boost the local economy.



Goal: Create a vibrant, accessible, and connected parks and recreation system that promotes active lifestyles, strengthens community well-being, and enhances the city's natural and recreational assets.

Objective: Improve park facilities, amenities, and recreational opportunities, including the development of a community recreation facility, to meet community needs.

Objective: Enhance connectivity between parks, trails, and key community destinations.



Goal: Create a cohesive, distinct, and recognizable community character, brand, and identity that reflects the city's unique attributes and fosters a sense of pride and belonging.

Objective: Establish a unified community brand and visual identity.

Objective: Enhance public spaces to reflect the community's character.

Objective: Maintain the community's small-town character.

The Corridors

Overview

Corridors serve as vital arteries within the City of London, shaping how residents, visitors, and goods traverse the community while influencing economic development, land use, and the city's identity. The corridors within the City of London represent strategic areas for future growth, identity, and investment. As major routes that connect neighborhoods, commercial centers, and surrounding regions, corridors play a vital role in shaping how people experience and move through the city. This section focuses on two primary corridors—U.S. Route 42 and Ohio Route 142—and explores how each can evolve into a distinct, vibrant area aligned with the city's long-term vision. By examining these corridors in greater depth, the plan identifies opportunities to guide development, improve connectivity, and create distinct destinations that reflect London's values and vision for growth. The following pages examine broader regional and national trends influencing corridor planning, followed by an in-depth look at each corridor's opportunities and desired evolution.

Regional & National Market Trends

Across the country and region, communities are rethinking the role of U.S. and State Routes as more than just transportation corridors—they are being reimagined as active, economically productive spaces that support mixed-use development, improved mobility, and a stronger sense of place. These corridors are often some of the most visible and heavily traveled areas of a community, making them prime opportunities for reinvestment and placemaking. Trends show a growing interest in transforming these routes from auto-dominated thoroughfares into multimodal corridors that support a mix of commercial, residential, and light industrial uses. By aligning land use planning with infrastructure improvements, communities are creating more flexible, adaptable corridors that respond to changing economic conditions and support long-term growth.

SUPPORTING PLAN GOAL



Along East High Street/OH Route 142, the industrial flex corridor is already beginning to take shape with emerging development and investment.

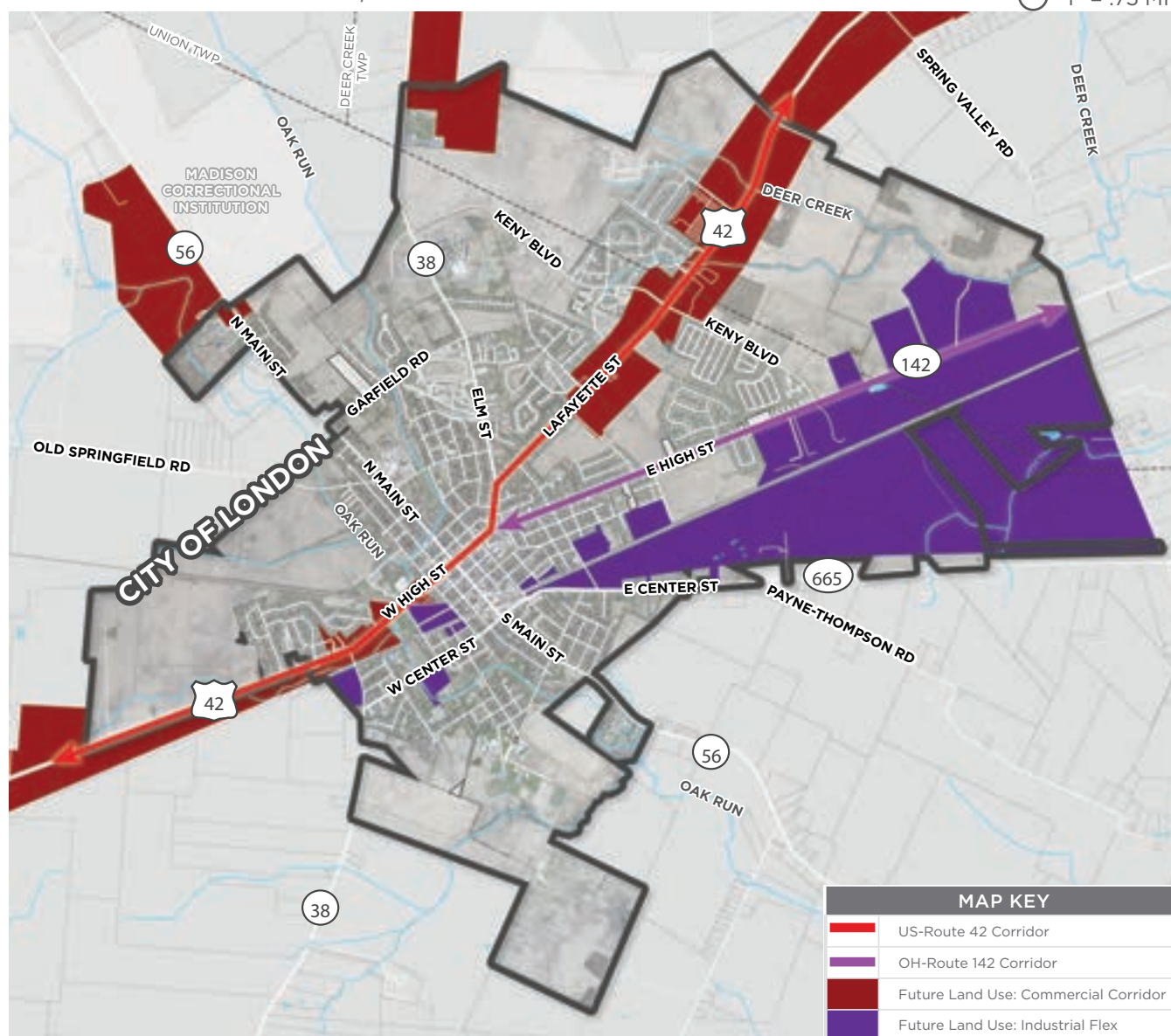
The Corridors

The U.S. Route 42 and Ohio Route 142 corridors represent two of the most significant and promising areas for future growth and transformation in the City of London. Serving as critical gateways into the community, these corridors shape first impressions and play a central role in economic development, mobility, and land use. As illustrated on the Corridors Map, U.S. Route 42 recommends that these corridors evolve into a vibrant mixed-use commercial corridor, building on its existing businesses, central location, and regional visibility. This area offers an opportunity to introduce a

dynamic blend of retail, office, residential, and public space that supports walkability and creates a strong sense of place. In contrast, Ohio Route 142 is envisioned as a future industrial flex corridor to meet the growing demand for modern industrial and logistics space. With new flex development already emerging, the corridor is poised to become a hub for adaptable employment uses. Additionally, Routes 56 and 38, while not primary focus areas, are experiencing commercial expansion at the city's edges—serving as transition zones that further reinforce London's broader economic and land use goals.

FIGURE 4-11: The Corridors Map

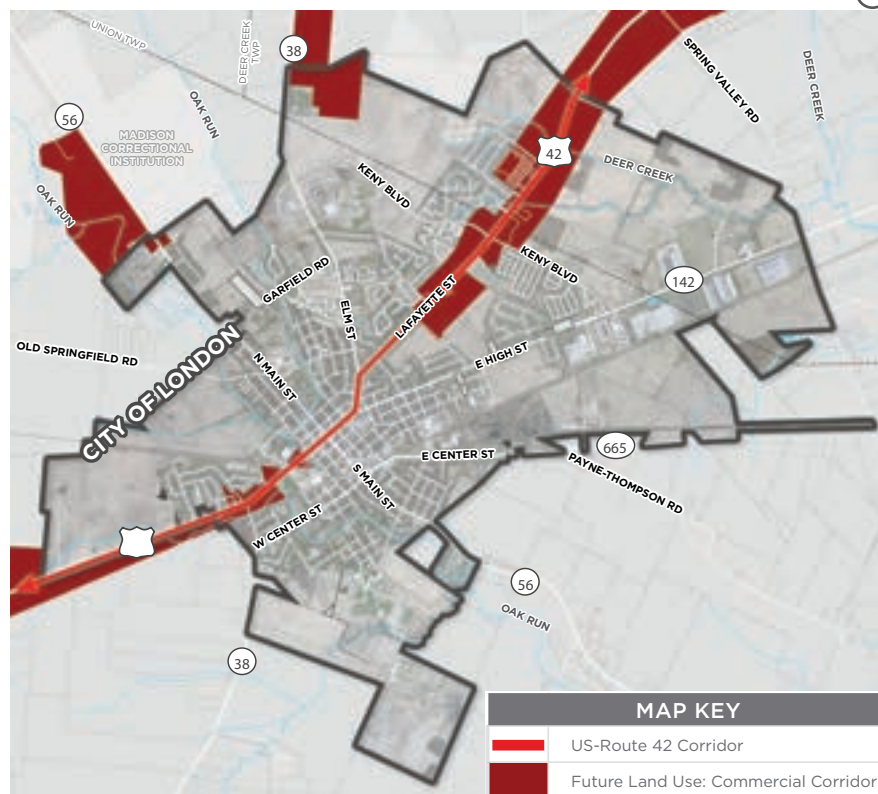
1" = .75 MI



MIXED USE COMMERCIAL CORRIDOR

U.S. Route 42 is well-positioned to evolve into a vibrant mixed-use commercial corridor that blends retail, dining, office space, and a range of housing options. The northern end of the corridor can support higher-intensity development, including multi-story buildings with ground-floor commercial and upper-level residential or office uses—serving as a prominent gateway into the city. As the corridor moves south, the intensity can transition to a more neighborhood-scale mix of shops, services, and medium-density housing. This gradual shift in scale supports a cohesive corridor experience while respecting the surrounding context.

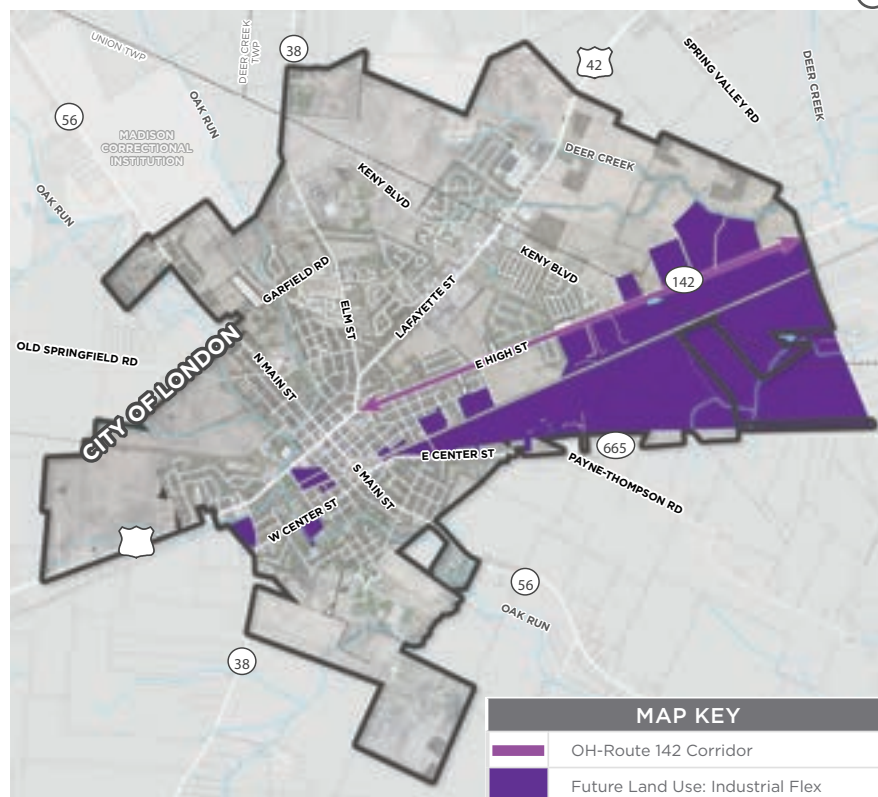
FIGURE 4-12: Mixed Use Commercial Corridor Map



INDUSTRIAL FLEX CORRIDOR

Ohio Route 142 is quickly emerging as a key industrial flex corridor, with several new businesses already established along its length. Its location on the east side of the city—offering direct highway access, regional connectivity, and ample developable land—makes it well-suited for continued industrial growth. The corridor has the potential to support a range of employment uses, including light manufacturing, warehousing, distribution, and office-tech hybrids. As demand for flexible business space increases, Route 142 provides the infrastructure and capacity to accommodate future expansion, positioning it as a vital employment hub in London's economic development strategy.

FIGURE 4-13: Industrial Flex Corridor Map



Connecting The Corridors to the Plan Goals

The Corridors section directly supports one of the Plan Framework’s overarching goals by enhancing how people move through and access the City of London—whether by foot, bike, or vehicle—while also reinforcing community identity and economic vitality. This goal emphasizes improving connectivity, encouraging reinvestment in key corridors, and aligning transportation with land use to support long-term growth. The strategies outlined in this section promote the development of vibrant, multi-functional corridors that improve access to jobs, businesses, and public amenities. Whether through upgrading infrastructure, fostering mixed-use development, or linking key destinations, corridor investments are essential for promoting active lifestyles, supporting local economies, and creating a cohesive and connected city. Additional goals, objectives, actions, and performance measures are outlined in the Implementation Matrix, which provides a roadmap for guiding and tracking progress.



Goal: Build a resilient and diverse economy by fostering the establishment and growth of local businesses, attracting a range of industries (light industry, logistics, etc.), and creating sustainable job (e.g., renewable energy, green building, remote work, etc.) opportunities for long-term community prosperity.

Objective: Support Local Businesses and Entrepreneurship

Objective: Attract and Retain a Diverse Range of Industries

Objective: Enhance Workforce Development and Economic Resilience



Downtown Revitalization

Overview

The following Downtown Revitalization section is a key component of the Plan Framework, complementing other focus areas such as future land use, mobility and connectivity, housing, and economic development. For the City of London, revitalizing the historic downtown core presents both a priority and an opportunity—to restore its architectural character while meeting the community’s evolving needs and modern infrastructure demands. This approach builds on ongoing efforts to improve the downtown’s functionality, appearance, and accessibility, reinforcing its role as the city’s cultural and economic center. The revitalization strategy aims to foster a vibrant, inclusive, and economically resilient downtown by honoring London’s historic identity and supporting residents, businesses, and visitors. The section also highlights national and regional revitalization trends and outlines tailored recommendations to guide London’s continued progress.

Ongoing Revitalization Activity

Visible revitalization efforts are already underway within the City of London, particularly in the historic downtown district. Recent upgrades to several landmark buildings have introduced new retail and business establishments, breathing new life into the city’s core. Improvements to Main Street—including the installation of brick sidewalks—have enhanced the pedestrian experience while reinforcing the area’s historic character. These investments serve as a catalyst for continued revitalization efforts by laying the groundwork for future enhancements that can support a more vibrant, walkable, and economically active downtown. As part of this Comprehensive Plan, recommendations include continuing and expanding revitalization efforts to strengthen further the downtown’s identity, activity, and economic development, ensuring it remains a central and thriving destination for the community.

SUPPORTING PLAN GOALS



Downtown revitalization is already taking shape in London’s historic district, with visible improvements that reflect the city’s character.

Downtown Revitalization Trends

Downtown revitalization is the process of reinvesting in a community's historic core to strengthen its role as a cultural, social, and economic hub. A successful revitalization effort can boost local pride, attract private investment, support small businesses, improve quality of life, and create a vibrant, walkable destination for both residents and visitors.

Nationally, many communities are reinvesting in their historic downtowns to create vibrant, people-oriented districts that serve as cultural and economic anchors. Trends emphasize adaptive reuse of historic buildings, preservation of architectural character, and integration of mixed-use development to support walkability and round-the-clock activity. Communities are also investing in public realm improvements—such as streetscape enhancements, lighting, public art, and gathering spaces—to improve the experience for residents and visitors while encouraging private reinvestment.

Regionally, smaller cities and towns across the Midwest focus on strategies connecting their historic downtowns to broader community goals. These include expanding housing options in upper-story spaces, supporting local entrepreneurs and small businesses, and leveraging downtowns as destinations for events, tourism, and placemaking. Emphasis is also placed on multimodal access and pedestrian safety, recognizing that successful downtowns must be accessible and welcoming to all. Together, these efforts are helping to transform downtowns into dynamic centers of community life while preserving their unique heritage.

Newark, Ohio, offers a strong example for the City of London to look to as it advances its downtown revitalization efforts. Over the past decade, Newark has transformed its historic downtown through a series of strategic investments, including comprehensive streetscape improvements, restoration and modernization of historic buildings, and the development of mixed-use spaces that combine retail, office, and residential uses. The city also prioritized the creation of welcoming public spaces, such as plazas and gathering areas, that encourage community interaction and year-round activity. These efforts have resulted in a more inviting, vibrant, and economically active downtown that successfully blends historic charm with modern functionality.



Newark's downtown revitalization has transformed the area into a vibrant community destination, fueling economic growth and local pride.



Newark's downtown revitalization included major streetscape transformations that created a more enjoyable and business-friendly environment for pedestrians.

Considerations for the Future

Analysis of the current downtown environment, ongoing revitalization efforts, national and regional trends, and established best practices all demonstrate that continued investment in Downtown London would be highly beneficial—both physically and socially. For the City of London, it is recommended to maintain and expand revitalization strategies that strengthen the downtown's identity, enhance its economic vitality, and improve the overall experience for residents, businesses, and visitors. The following list outlines key efforts to consider when planning for the future of downtown London.

Downtown Revitalization Efforts to Consider:

- Continue to preserve and highlight the historic character of the downtown with design guidelines and cultural storytelling.
- Continue to promote adaptive reuse of historic buildings for mixed-use development (retail, housing, office).
- Support upper-story residential development to increase downtown housing options and activity.
- Invest in façade improvement programs to assist property owners in restoring historic storefronts.
- Enhance streetscapes with improved lighting, landscaping, benches, and pedestrian-friendly crossings.
- Connect the downtown to the regional trail system and invite users into the downtown to explore.
- Expand downtown events and programming to draw foot traffic and build community engagement.
- Create welcoming public spaces such as plazas, pocket parks, or outdoor dining areas.
- Upgrade infrastructure and public amenities (sidewalks, broadband, bike racks, parking).
- Encourage multimodal access with bike lanes, trail connectors, and pedestrian connections.
- Improve wayfinding and signage to better connect downtown to surrounding neighborhoods and trails.



Downtown London's streetscape has many historic details like brick sidewalks and recessed entrances that contribute to its character.



Downtown London could attract visitors and expand the local economy by investing in events, visual elements, and active transportation in the area.

Connecting Downtown Revitalization to the Plan Goals

The Downtown Revitalization section directly supports three of the Plan Framework's overarching goals: revitalizing the downtown through redevelopment and public space improvements, enhancing community identity and pride, and expanding non-motorized connectivity. These goals emphasize creating a vibrant, inviting downtown that stimulates economic growth, encourages community engagement, and improves access for all users. Downtown revitalization strategies—including the reuse of underutilized properties, public realm enhancements, and connectivity improvements—help strengthen the city's identity while reinforcing its small-town charm. By leveraging assets such as the Ohio-to-Erie Trail and promoting safe, accessible infrastructure for walking and biking, these efforts also support trail-based tourism, healthy lifestyles, and broader community mobility. Each of these goals is further detailed in the Implementation Matrix, which outlines actions, and measurements to track future progress.



Goal: Continue to revitalize the downtown area through redevelopment and public space improvements to create a vibrant, inviting atmosphere that fosters economic growth and strengthens community engagement.

Objective: Stimulate economic growth by redeveloping underutilized and vacant properties within downtown and surrounding neighborhoods.

Objective: Enhance the public realm to improve walkability, aesthetics, and social interaction.

Objective: Increase connectivity and accessibility between downtown, nearby neighborhoods, and key destinations.



Goal: Create a cohesive, distinct, and recognizable community character, brand, and identity that reflects the city's unique attributes and fosters a sense of pride and belonging.

Objective: Establish a unified community brand and visual identity.

Objective: Enhance public spaces to reflect the community's character.

Objective: Maintain the community's small-town character.



Goal: Continue to leverage community access to the Ohio-to-Erie Trail and implement other non-motorized connectivity (e.g. refers to the network of sidewalks, trails, bike lanes, and pathways that enable safe and efficient travel) to attract visitors and enhance resident lifestyles.

Objective: Extend bike and other non-motorized connections throughout the community.

Objective: Promote London as a regional destination for trail-based tourism and recreation.

Objective: Enhance services that support trail users and boost the local economy.

Parks & Recreation

Overview

The following Parks and Recreation section is a key component of the Plan Framework, complementing other focus areas such as land use, mobility, housing, and economic development. Parks and recreation assets are essential to the well-being of the community, supporting health, connectivity, environmental quality, and overall quality of life. For the City of London, maintaining and enhancing the parks and recreation system presents both a responsibility and an opportunity—to preserve existing spaces while planning for future growth and evolving community needs. This section outlines a vision for a more connected, active, and inclusive parks and recreation network that serves all residents. Recommendations address the upkeep and management of existing facilities while also identifying opportunities to enhance and expand recreation amenities across the city. Together, these efforts aim to establish a complete and resilient parks and recreation framework that supports London's long-term vitality.

Parks and Recreation Matter

Parks and recreation are essential to the health, well-being, and vitality of the City of London. These spaces provide opportunities for physical activity, social interaction, environmental connection, and personal enrichment for residents of all ages. From playgrounds and sports fields to walking trails and open green spaces, parks are vital places where children play, families gather, and older adults stay active and engaged. Through analysis conducted during the planning process, an understanding emerged of the community's existing parks and recreation facilities and their critical role in daily life. These spaces are not only valued amenities—they are deeply integrated into the community's identity and quality of life. A strong and connected parks and recreation system improves residents' physical and mental and long-term community sustainability. As London continues to evolve, investing in and planning for the parks and recreation network will remain critical to building a resilient and vibrant community.

SUPPORTING PLAN GOALS



Playgrounds and parks provide welcoming spaces for families to gather, play, and enjoy time together outdoors.

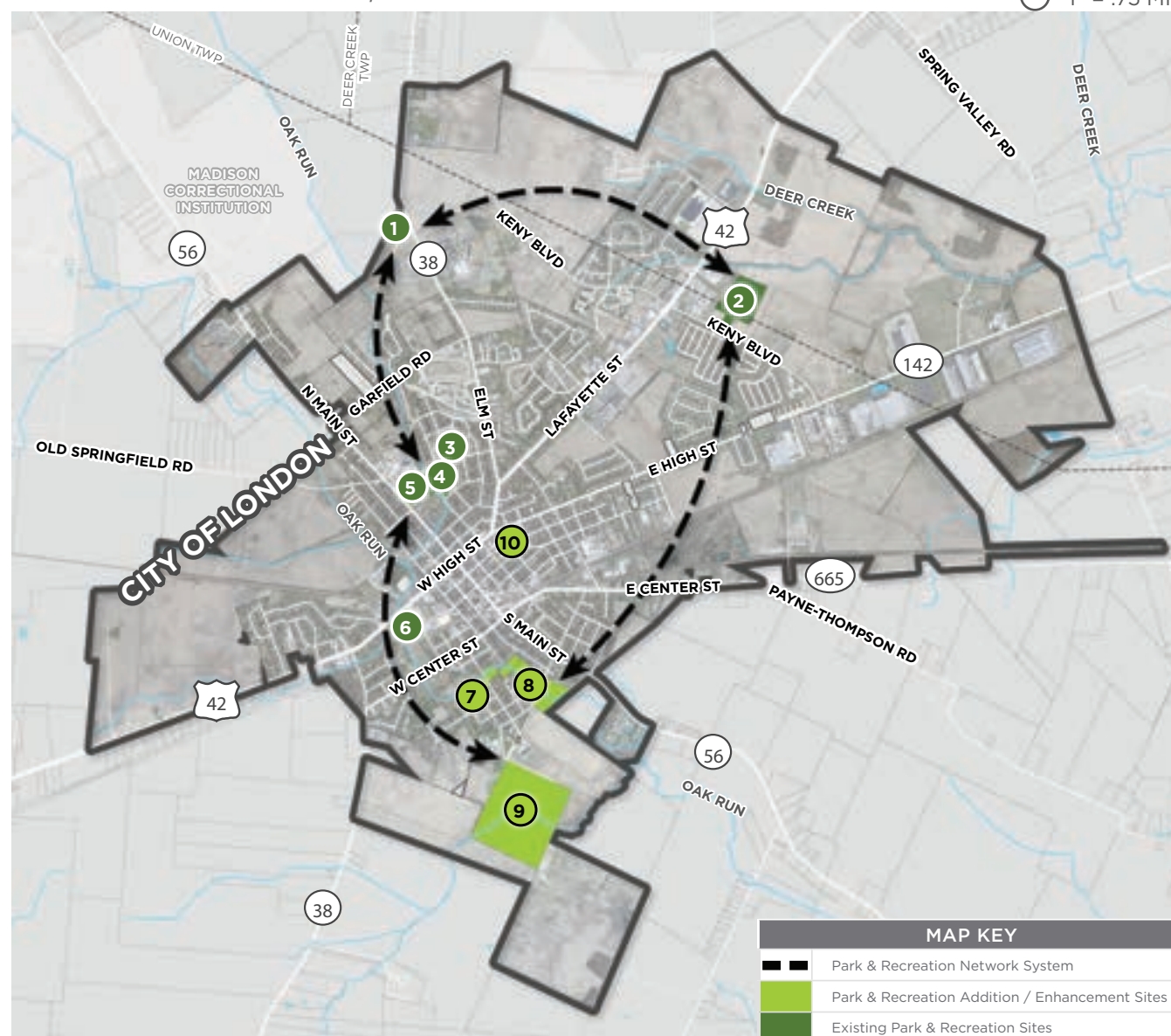
A Vision for Parks and Recreation

The future of London's parks and recreation system should focus on preserving existing assets while strategically enhancing the network to better serve the community. Continued investment in the maintenance and connectivity of existing parks is essential to providing high-quality, accessible spaces for residents to enjoy. Figure 4-14 highlights the existing parks and recreation system while also identifying four key sites for potential enhancement, along with opportunities for new park and recreation additions. Collectively, these improvements aim to create a more complete, connected, and inclusive parks and recreation system that supports the needs of all London residents.

COMMUNITY ASSETS LIST	
1	Yelp Yard Dog Park
2	Stanley Park
3	London City Swimming Pool
4	Skatepark
5	Cowling Park
6	Baseball Recreation Fields
7	Burr Wheeler Baseball Park - <i>Enhancements</i>
8	New Nature Park
9	Merri-Mac Park - <i>Enhancements</i>
10	New Community Arts & Recreation Center

FIGURE 4-14: The Corridors Map

1" = .75 MI



Planning for Parks & People

As the City of London continues to grow and evolve, its parks and recreation system must be maintained and enhanced in a way that reflects the needs of all residents. A strong parks system not only supports health and well-being but also contributes to the city's identity, environmental quality, and economic vitality. The following planning and upkeep actions are intended to be applied citywide—guiding the ongoing care, enhancement, and strategic development of all parks and recreation areas in London. These actions are not site-specific but serve as foundational practices for ensuring a high-quality, connected, and inclusive parks and recreation network.

- Align park improvements with broader city goals such as health, equity, economic development, and environmental sustainability.
- Conduct routine assessments of park equipment, landscaping, and infrastructure to prioritize repairs and reinvestment.
- Maintain and upgrade existing park facilities to ensure safety, accessibility, and long-term usability.
- Strengthen maintenance schedules and provide adequate staffing and resources for year-round park care.
- Enhance signage and wayfinding to improve navigation within and between parks and better connect parks to neighborhoods and trail systems.
- Support accessibility upgrades in compliance with ADA standards to ensure all park spaces are inclusive and welcoming.
- Expand shade structures, benches, and seating areas to improve comfort for park users of all ages.
- Incorporate sustainable landscaping practices including native plantings, rain gardens, and tree canopy expansion.
- Support year-round programming and events that activate park spaces and bring residents together.
- Encourage community input and stewardship through volunteer programs, park advisory groups, and public engagement in planning and programming.



Shade structures at playgrounds enhance comfort, protect users from sun exposure, and encourage longer, safer play for children and families.



Adding signage and wayfinding to connect parks and trail systems increases usability and public awareness, helping residents and visitors navigate and enjoy the full network.

BURR WHEELER BASEBALL PARK

Baseball is an important cultural and recreational sport for the residents of the City of London, serving as a long-standing tradition that brings people of all ages together through community leagues, school teams, and seasonal events. Burr-Wheeler Baseball Park is a valued recreational asset located on the city's south side, providing a vital space for youth baseball, team practices, and community gatherings. As one of the few dedicated recreational facilities in the southern neighborhoods, the park offers essential access to outdoor play and organized sports for nearby residents. Burr-Wheeler plays a key role in supporting active lifestyles and fostering community connections through recreation. As one of the identified focus areas within the Plan Framework, the park is recognized for its potential within London's parks and recreation system. The long-term vision includes targeted improvements to enhance accessibility and ensure the site's sustainability and ongoing maintenance. These enhancements aim to strengthen the park's role in the community while expanding its reach and functionality. For more detailed recommendations, refer to the Focus Area section of this plan.



Baseball is a recognized part of London's recreational identity, and maintaining quality baseball facilities should remain a priority for supporting community traditions and youth engagement.

NEW NATURE PARK TOLAND ST.

A new parks and recreation asset recommended as part of the Parks and Recreation Plan Framework is the creation of a nature park on an undeveloped site along Toland Street, directly adjacent to Burr-Wheeler Baseball Park. This site is ideally suited for a nature park due to its location within the floodplain of Oak Run, offering natural access to water and opportunities for seasonal interaction with the landscape. The site's position within the floodplain makes it less suitable for traditional development but ideal for preserving green space and supporting flood-resilient recreation. The vision for the site includes native plantings, mowed walking trails, and low-maintenance nature play features that provide a cost-effective and sustainable park experience for the surrounding neighborhood and broader community. This nature park would offer a unique recreational experience in London, emphasizing environmental preservation, education, and passive play while enhancing access to nature on the city's south side. For a more detailed vision and programming of the new nature park, refer to the Focus Area section of this plan.



A new nature park along Oak Run can inspire exploration and connection with the natural environment through trails, native plantings, and water-based play.

MERRI MAC PARK

Merri Mac Park is a significant and valuable park asset located on the southernmost edge of the City of London. With existing active recreational features, including baseball fields, the park is already serving the community but holds significant potential to become a destination recreation hub for both residents and visitors. Due to its size and open space capacity, Merri Mac Park is a prime candidate for expansion and enhancement. The long-term vision for the park includes building upon existing amenities while introducing new active recreational features, such as a track and field facility and a mountain bike course, to broaden its use and appeal. Additionally, the vision calls for preserving the site's southern portion as a nature park, offering educational elements, native plantings, and nature trails. Given its scale and potential, a dedicated parks and recreation master plan is recommended to thoroughly guide the site's development and ensure it meets the city's evolving needs. Merri Mac Park is identified as a focus area within this Plan Framework; for a more detailed vision and programming, refer to the Focus Area section of this plan.



Preserved space at Merri Mac Park could provide nature trails that support passive recreation and offer opportunities for environmental education and learning.

COMMUNITY ARTS & RECREATION

A key recommendation within the parks and recreation section is the development of a new community arts and recreation facility to be integrated into the City of London's parks and recreation system. Based on analysis and community engagement throughout the planning process, there is a clear need for a year-round indoor facility that offers accessible space for recreation, wellness, arts, and cultural programming. A proposed location for this new facility is downtown, adjacent to City Hall and the new police station, where it could build upon the presence of the existing arts center. By combining both arts and recreation under one roof, the facility could serve as a multifunctional community hub that supports a wide range of programs and activities for residents of all ages. For this endeavor to succeed, the city will need to undertake a Community Arts and Recreation Master Plan and engage in further community input to guide the design, programming, and long-term management of the facility. For more information on the proposed site and overall vision, refer to the Downtown Focus Area section of this plan.



A community arts and recreation center could offer a wide range of programming, supporting creative expression, wellness, and lifelong learning for residents across the City of London.

Connecting Parks & Recreation to the Plan Goals

The Parks and Recreation section directly supports several of the Plan Framework’s overarching goals by enhancing the quality, accessibility, and impact of recreational opportunities across the City of London. These goals emphasize creating a vibrant and connected parks system that promotes active lifestyles, supports community health and well-being, and preserves the city’s natural and recreational assets. This section also supports the development of a community recreation facility and improvements to park amenities that reflect the evolving needs of residents. Additionally, the plan encourages the city to leverage the Ohio-to-Erie Trail and other outdoor amenities to promote tourism and local economic development. These strategies help reinforce London’s identity as an active, livable, and inclusive community. The Implementation Matrix Chapter includes a complete list of goals, objectives, actions, and performance measures to guide and track long-term progress.



Goal: Create a vibrant, accessible, and connected parks and recreation system that promotes active lifestyles, strengthens community well-being, and enhances the city’s natural and recreational assets.

Objective: Improve park facilities, amenities, and recreational opportunities, including the development of a community recreation facility, to meet community needs.

Objective: Enhance connectivity between parks, trails, and key community destinations.



Goal: Continue to leverage community access to the Ohio-to-Erie Trail and implement other non-motorized connectivity (e.g. refers to the network of sidewalks, trails, bike lanes, and pathways that enable safe and efficient travel) to attract visitors and enhance resident lifestyles.

Objective: Extend bike and other non-motorized connections throughout the community.

Objective: Promote London as a regional destination for trail-based tourism and recreation.

Objective: Enhance services that support trail users and boost the local economy.

The Focus Areas

Overview

The following section presents recommendations for the four (4) Focus Areas identified in the 2025 City of London Comprehensive Plan. Focus Areas are strategic locations within the city that present the greatest opportunity to accommodate future growth, encourage infill development, support revitalization efforts, or serve as catalysts for long-term change. These areas are defined not only by their current conditions but also by their potential to evolve in ways that align with the community's vision for a vibrant, connected, and resilient future.

Focus Areas were identified through a combination of physical analysis, community input, and alignment with key priorities expressed during the planning process. Each was selected based on its redevelopment potential, location within the urban fabric, existing infrastructure, and its ability to support broader goals of the Comprehensive Plan—such as improving mobility, enhancing quality of life, supporting economic vitality, and preserving natural resources.

Importantly, each Focus Area directly reflects and advances one or more of the plan's six overarching goals. Whether through promoting walkable and connected neighborhoods, creating vibrant public spaces, increasing access to parks and recreation, supporting diverse housing options, or fostering local economic growth, the vision and recommendations for each Focus Area are grounded in the values and priorities expressed throughout the planning process. Together, they illustrate how strategic, place-based planning can translate high-level goals into tangible improvements that benefit neighborhoods and the city as a whole.

It's also important to remember that the following Focus Area examples in this section are conceptual in nature. They are not proposed developments, but rather illustrative ideas showing how the Focus Areas could be redeveloped over time. The following statements help clarify the purpose and intent behind these concepts:

- » The examples are **only concepts—not finalized plans** or proposed projects.
- » They introduce **new planning principles for London** focused on smart, sustainable growth.
- » Like the Future Land Use Map, these concepts **are intended to guide and inform** future land use decisions.
- » They **offer a proactive vision** for how high-priority areas in the city could evolve.
- » These **ideas are not about zoning**, but about **identifying ways to create social and economic value** when these areas are ready for transformation.

SUPPORTING PLAN GOALS

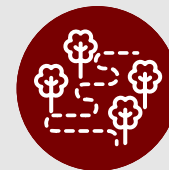
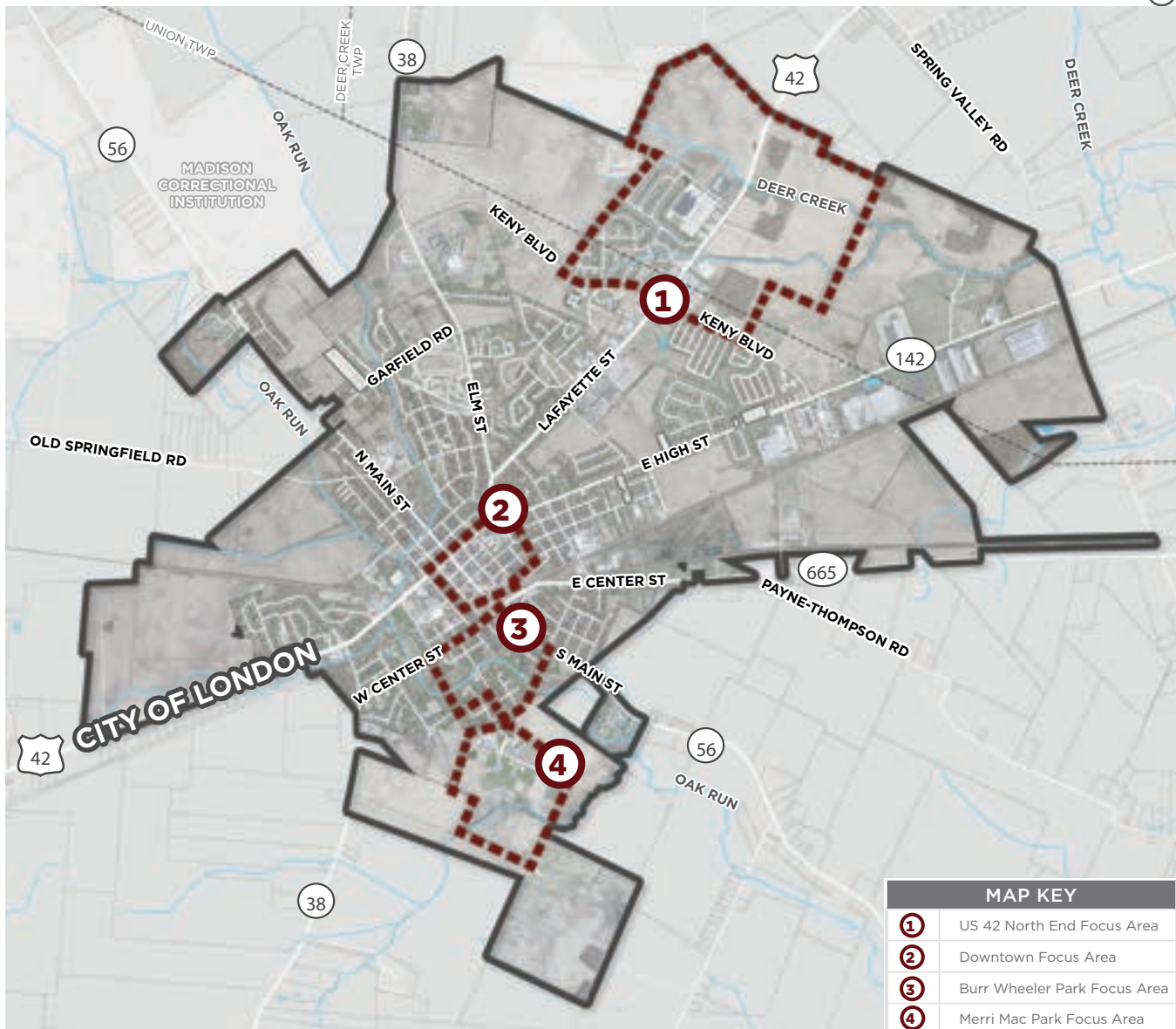


FIGURE 4-15: Focus Areas Map



FOCUS AREAS

For each of the four (4) Focus Areas identified, a future vision was developed to guide long-term improvements and community investment. These visions are supported by illustrative diagrams or conceptual renderings that help visualize how each Focus Area could evolve to support the community's goals. Along with the focus area's vision is a written description outlining key improvements and programming elements tailored to that area's unique needs and opportunities. These visuals and narratives demonstrate how targeted reinvestment can strengthen neighborhoods, enhance public spaces, and foster a more connected and vibrant London. Below is a list of the four Focus Areas identified in the 2025 City of London Comprehensive Plan.

- » US 42 North End
- » The Downtown
- » Burr Wheeler Park
- » Merri Mac Park

US 42 North End Focus Area

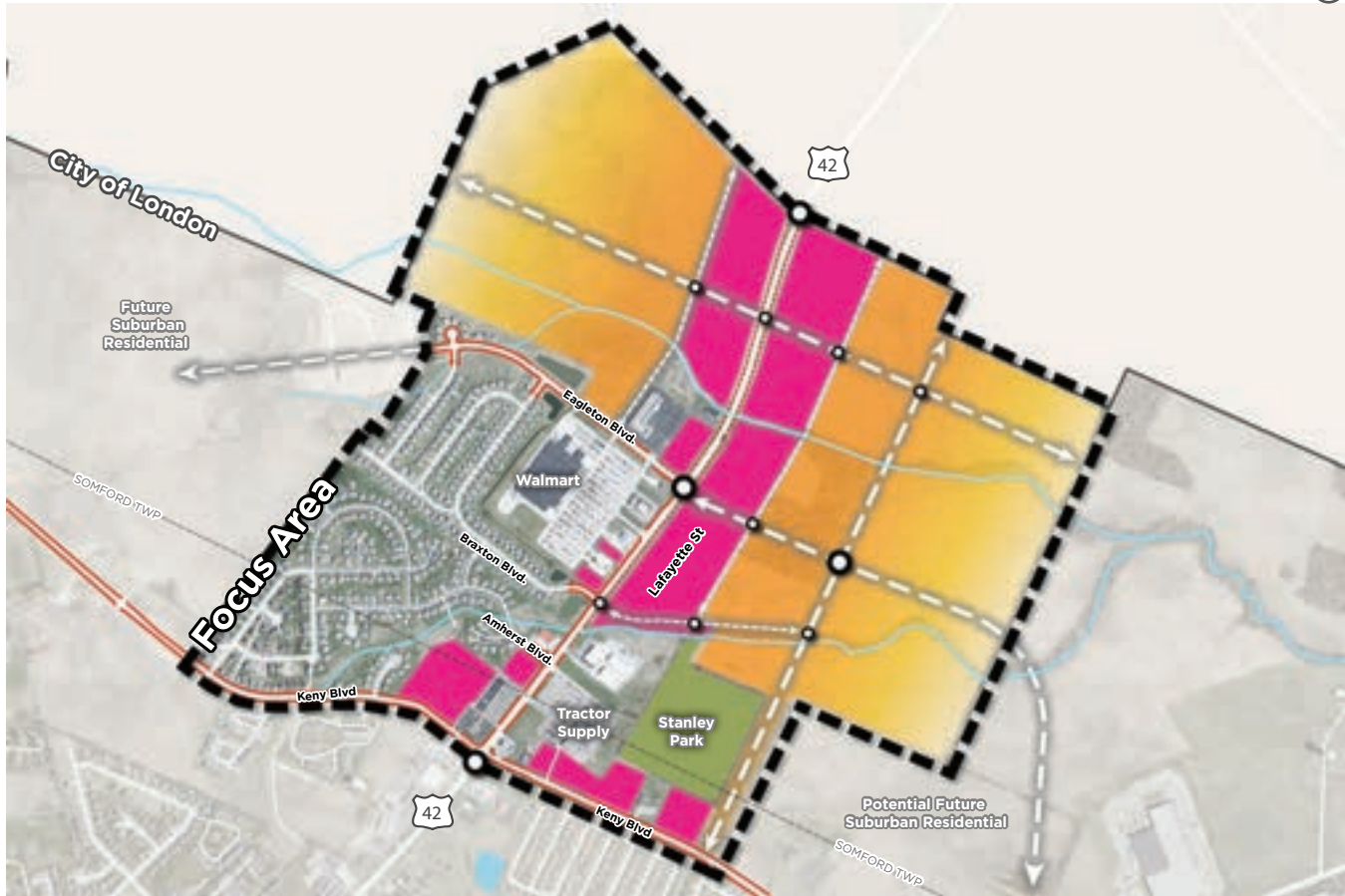
Vision

The vision for the US 42 North End Focus Area is to transform the corridor into a vibrant, mixed-use gateway into the community. The corridor will feature a dynamic mix of retail, services, housing, and connectivity that foster economic vitality. Buildings will be street-oriented with active ground-floor uses, pedestrian amenities, and rear parking to enhance the sense of place and community identity.

A connected network of streets, sidewalks, and multi-use paths will promote walkability and bikeability, providing easy access to shops, restaurants, services, and gathering spaces. Streetscape enhancements—such as landscaping, lighting, and signage—will further boost the corridor’s appeal and accessibility.

Beyond the commercial core, housing will transition from higher-density apartments and mixed-use buildings to townhomes and attached units, then gradually to detached single-family homes. This intentional progression supports a range of housing needs while maintaining a cohesive, walkable, and connected neighborhood fabric that respects the character of adjacent areas.

FIGURE 4-16: US 42 North End Focus Area Vision Diagram



MAP KEY					
	Existing Sidewalk		Potential Sidewalk		Existing Roadway
	Node/Intersection		Mixed Use / Infill		Residential
			Park/Green Space		Potential Roadway

PROGRAMMING

The vision's programming for the US 42 North End Focus Area includes a balanced mix of uses and infrastructure improvements that support a vibrant, connected, and livable corridor, including:

- » Mixed-use development
- » Various residential housing options
- » Commercial and retail spaces
- » Greenspace / Open Space
- » Enhanced pedestrian and vehicular connectivity
- » Parking Additions

Residential



Mixed Use



Commercial



FIGURE 4-17: US 42 North End Focus Area Vision Diagram



MAP KEY					
	Potential Streetscapes		Pedestrian Connectivity		Existing Roadway
	Greenspace/Open Space		Mixed Use / Infill		Single-Family Residential
					Node/Intersection
					Apartments/Townhomes

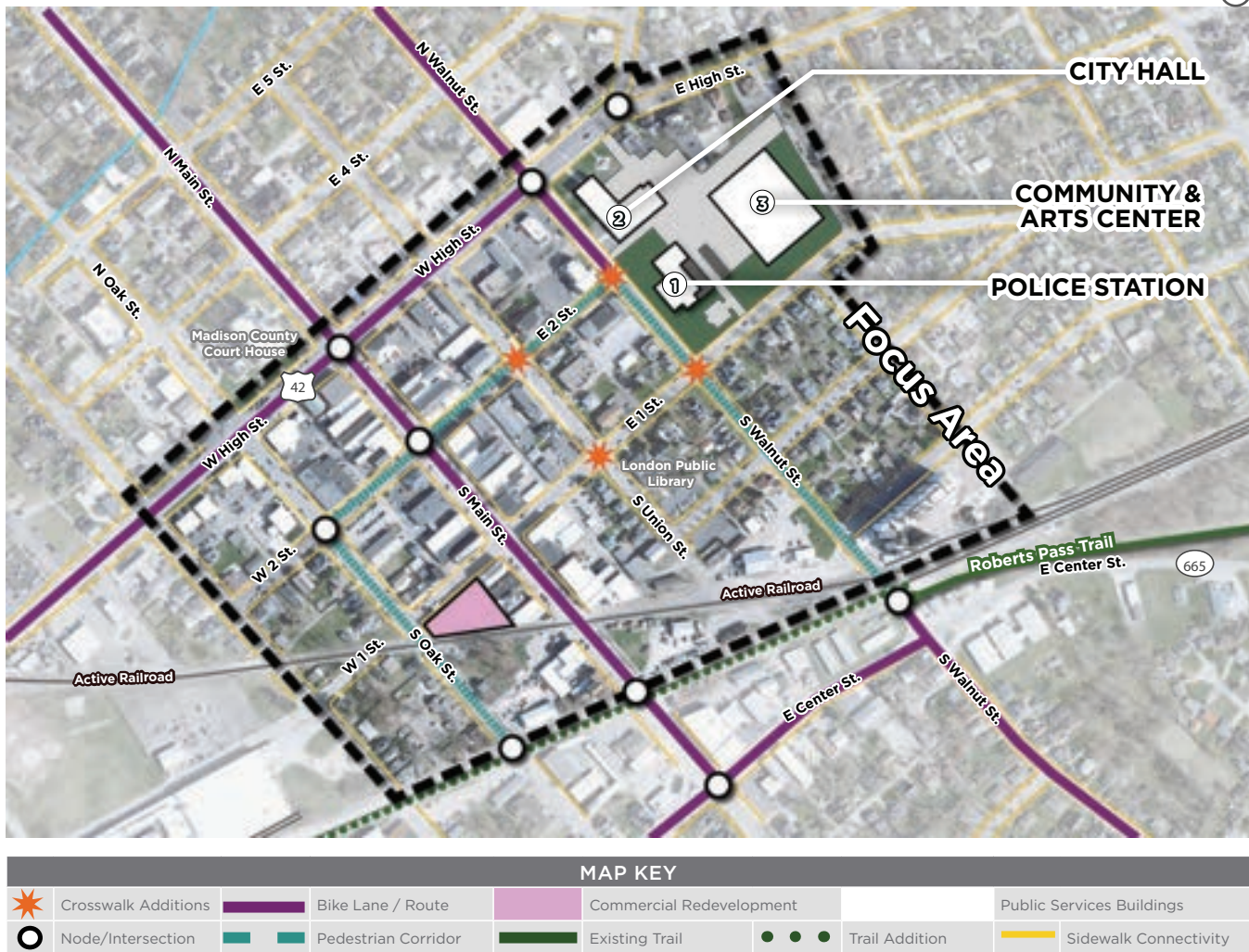
Downtown Focus Area

Vision

The vision for the Downtown Focus Area builds on ongoing revitalization efforts, honoring the area’s historic character while enhancing its connection to the Roberts Pass Trail. A new community and arts center, planned alongside the future police station and City Hall on South Walnut Street, will create a unified civic hub. The vision also supports key developments like the commercial redevelopment along West 1st Street and prioritizes walkability and bikeability through improved pedestrian and non-motorized connections throughout the downtown core.

By combining historic preservation with modern infrastructure, mobility enhancements, and new civic amenities, the Downtown Focus Area will continue to evolve as a vibrant and inclusive destination. These improvements will not only support local businesses and attract new investment but also create a welcoming environment that reflects community identity and pride. With walkable streets, accessible public spaces, and a mix of cultural and civic uses, downtown will serve as both a hub of daily activity and a focal point for long-term growth and revitalization.

FIGURE 4-18: Downtown Focus Area Vision Diagram



IMPROVEMENTS & PROGRAMING

Key improvements include the addition of dedicated bike lanes along Main Street, upgraded sidewalks, and the creation of a designated pedestrian corridor through enhanced streetscape elements such as high visibility crosswalks, lighting, landscaping, signage, and public furnishings. These enhancements aim to create a safer, more inviting environment for people of all ages and abilities—whether walking, biking, shopping or simply enjoying the downtown atmosphere.

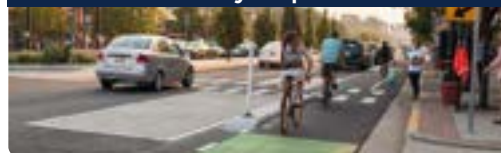
The following key programs are envisioned within the Downtown Focus Area to support its transformation and long-term vitality

- » Civic Hub
- » Commercial Redevelopment
- » Pedestrian Corridor
- » Bike Lane

Community & Arts Center Additions



Connectivity Improvements



Wayfinding Enhancements



FIGURE 4-19: Downtown Focus Area Vision Axonometric



MAP KEY							
	Crosswalk Additions		Bike Lane / Route		Pedestrian Corridor		New Trail Connector Addition
	Node/Intersection		New Developments		Green Space/Open Space		Parking Lots

STREETSCAPE ENHANCEMENTS

Streetscape enhancements are a central component of the Downtown Focus Area vision, shaping not only the physical appearance but also the functionality and character of the downtown environment. These improvements play a key role in creating a welcoming, safe, and accessible space for residents, visitors, and businesses. Streetscape upgrades can range from low-cost interventions—such as street furniture, planters, or signage—to more significant investments like sidewalk reconstruction, lighting, or green infrastructure.

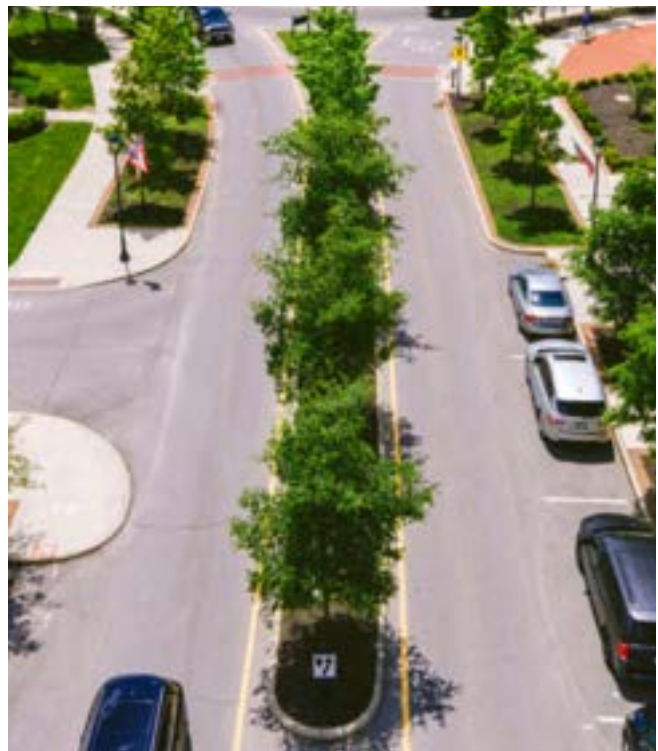
Regardless of scale, each enhancement contributes to improving safety, promoting sustainability, supporting local businesses, and reinforcing the unique identity of downtown.

As the city plans for the future of the Downtown Focus Area, the following streetscape improvements should be considered to enhance the overall downtown environment—strengthening its setting, functionality, and appeal for all users:

- **Dedicated Bike Lanes** – Improves cyclist safety and encourages non-motorized transportation
- **Landscaping and Street Trees** – Enhance visual appeal, provide shade, and support environmental sustainability
- **Street Furniture** – Includes benches, trash receptacles, and pedestrian-scale lighting to improve comfort and usability
- **Wayfinding Signage** – Helps orient pedestrians and cyclists while promoting local destinations and trail connections
- **Parallel Parking** – Supports local businesses with convenient, street-facing parking while maintaining walkability
- **Bump-outs** – Calms traffic and reduces crossing distances, improving pedestrian safety
- **High-Visibility Crosswalks** – Increases safety at key intersections and pedestrian crossing points
- **Paving Materials and Surface Treatments** – Use of materials like brick or decorative concrete reinforces historic character, improves aesthetics, and signals pedestrian-priority areas



Street furniture like benches and planters enhances comfort and encourages people to enjoy the downtown environment.



Street trees and landscaped medians add shade, improve safety, and enhance the visual appeal of downtown streets.

SOUTH MAIN STREET & PARKING

Parking along South Main Street is currently configured as angled parking, with vehicles positioned diagonally to the curb. While this layout provides more space in a given area and supports convenient short-term access to local businesses, it also has limitations. Angled parking requires more street width and can pose safety and visibility challenges for drivers backing out—particularly in a busy, mixed-use corridor like South Main. Additionally, it reduces the space available for pedestrian amenities, bike lanes, and other streetscape enhancements that contribute to a more walkable and inviting downtown environment.

As the city considers future improvements to South Main Street, addressing the existing angled parking configuration is essential to unlock the corridor's potential fully. Parking is key in shaping the overall downtown experience for residents, businesses, and visitors. The vision for the Downtown Focus Area does not propose eliminating parking but instead recommends converting angled spaces to parallel parking. This realignment would create a more balanced, flexible streetscape that supports all users.

The following outlines the potential benefits and trade-offs of angled and parallel parking configurations.

ANGLED PARKING



Advantages

- Easier to **enter and exit** for most drivers
- More **spaces per linear foot** than parallel parking
- Improves **visibility** of businesses/storefronts
- Often feels **more inviting to drivers**



Disadvantages

- Can be **less safe when backing out**, especially with poor visibility
- Requires **more street width**, reducing room for other amenities
- May **slow down traffic flow** due to more parking movement
- Can be **more dangerous** for cyclists if no buffer is present

EXISTING CONDITION

Currently South Main Street includes...

- 2 lane corridor **within the historic district**
- Elements include **sidewalks & brick pavers & street trees**
- For pedestrians there is a **high visibility crosswalk**
- Parallel Parking - **24 spots**
- Variety of **mixed use retail and businesses**
- There is a **lack of city branding or wayfinding signage**
- There is **little to no seating** or places for socialization
- Currently **cyclists have to share the roadway**
- The wide corridor offers **valuable opportunity for transformation**

PARALLEL PARKING



Advantages

- Takes up **less space**, allowing for other streetscape amenities
- **Safer for cyclists** when designed with a buffer
- Clear **sight lines at intersections** and driveways
- **Fewer conflicts** with moving traffic



Disadvantages

- Can be **less safe when backing out**, especially with poor visibility
- Requires **more street width**, reducing room for other amenities
- May **slow down traffic flow** due to more parking movement
- Can be **more dangerous** for cyclists if no buffer is present

RECONFIGURATION POTENTIAL

If parking was reconfigured...

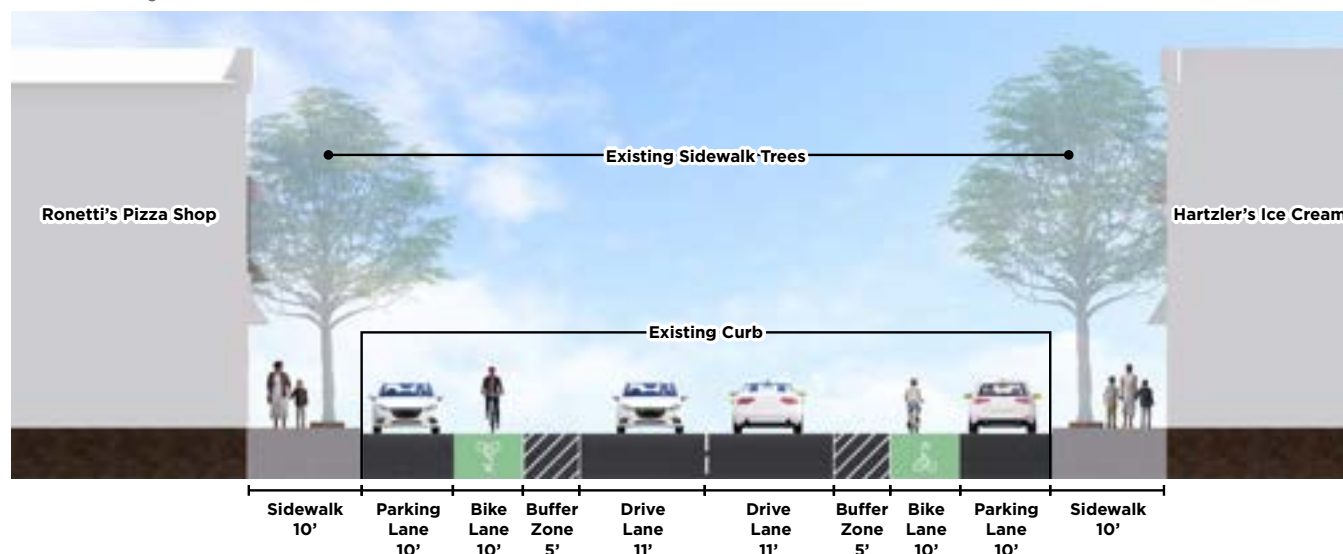
- Width **allows for enhanced non-motorized connectivity (bikelane)**
- The street width also has the potential for **street tree medians**
- Sidewalk width and bricks pavers **offer room for streetscape furniture and moments of social interaction**
- The implementation of parallel parking would allow for **19 parking spot (only 4 existing spots would be eliminated)**
- The streets proximity to the trails presents an **opportunity to incorporate wayfinding signage**
- The streets location within the historic district and downtown presents an **opportunity to introduce city branding signage**

SOUTH MAIN ST. STREETSCAPE OPTIONS

Below and on the following page are four potential ways South Main Street could be transformed by converting the existing angled parking to parallel parking. During the engagement process, particularly at Open House #2, the community overwhelmingly selected Option D as the preferred streetscape alternative.

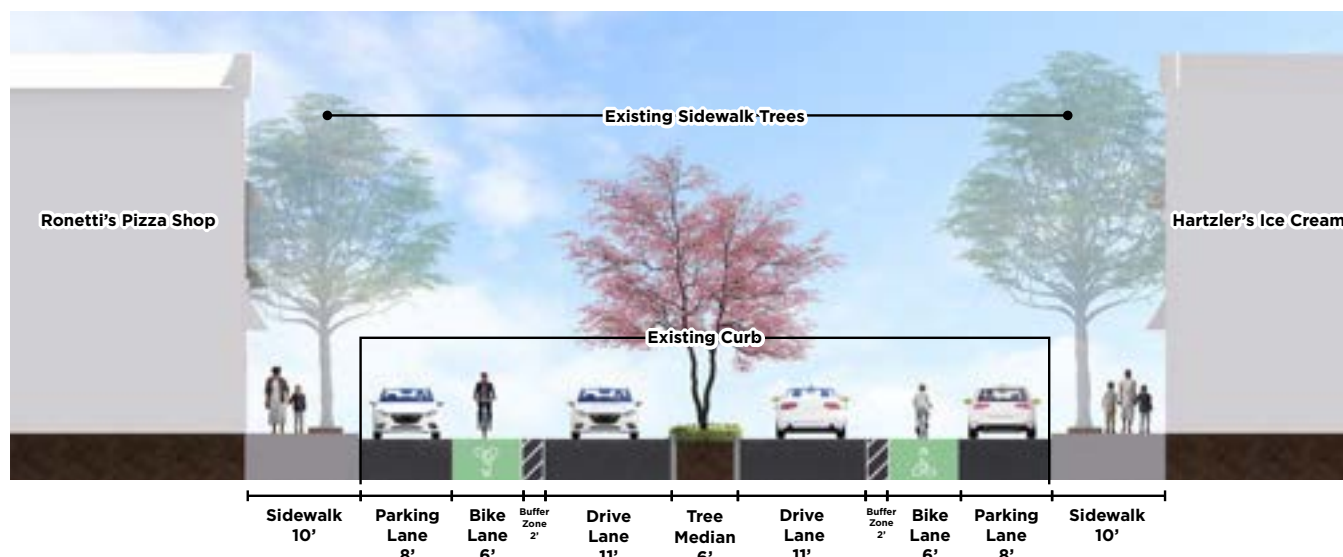
OPTION A

Option A includes **two lanes of traffic**, with **parallel parking** on both sides of the street. It also features **bike lanes and buffer zones** on either side. This option keeps the current locations of the **sidewalk and trees** intact, resulting in minimal changes to the existing streetscape and making it the **least costly choice of the four**.



OPTION B

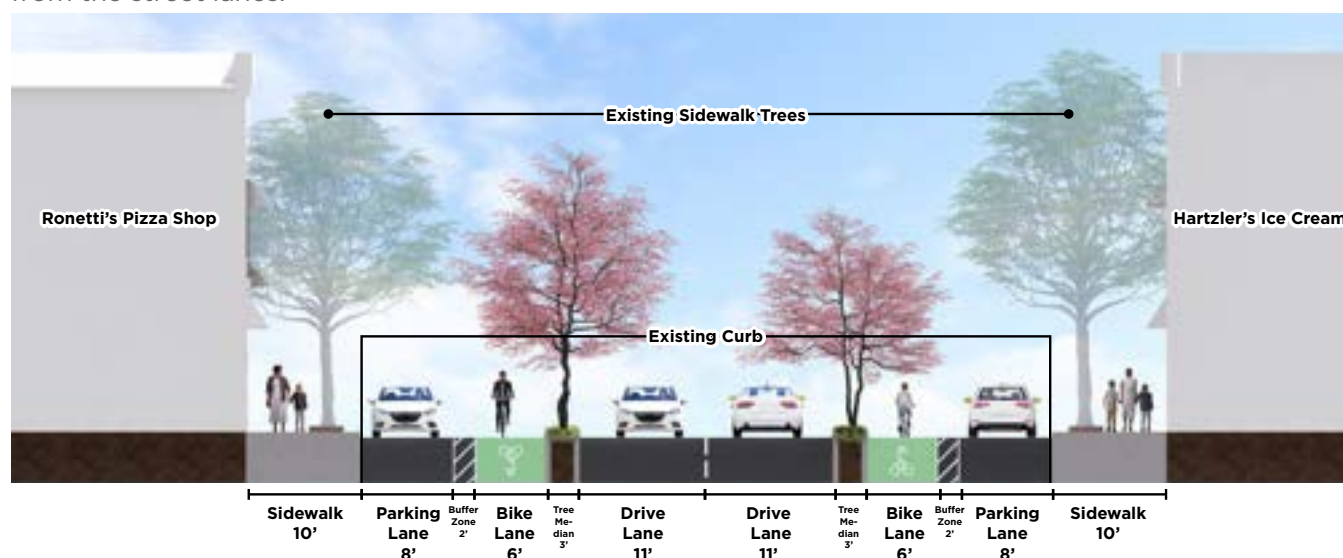
Option B includes **two lanes of traffic** with **parallel parking** on both sides of the street. It also features **bike lanes and buffer zones** on either side, along with a **tree median** in the streetscape. This option preserves the existing locations of the **sidewalks and trees** while **enhancing the downtown tree canopy**.



SOUTH MAIN ST. STREETSCAPE OPTIONS *CONTINUED...*

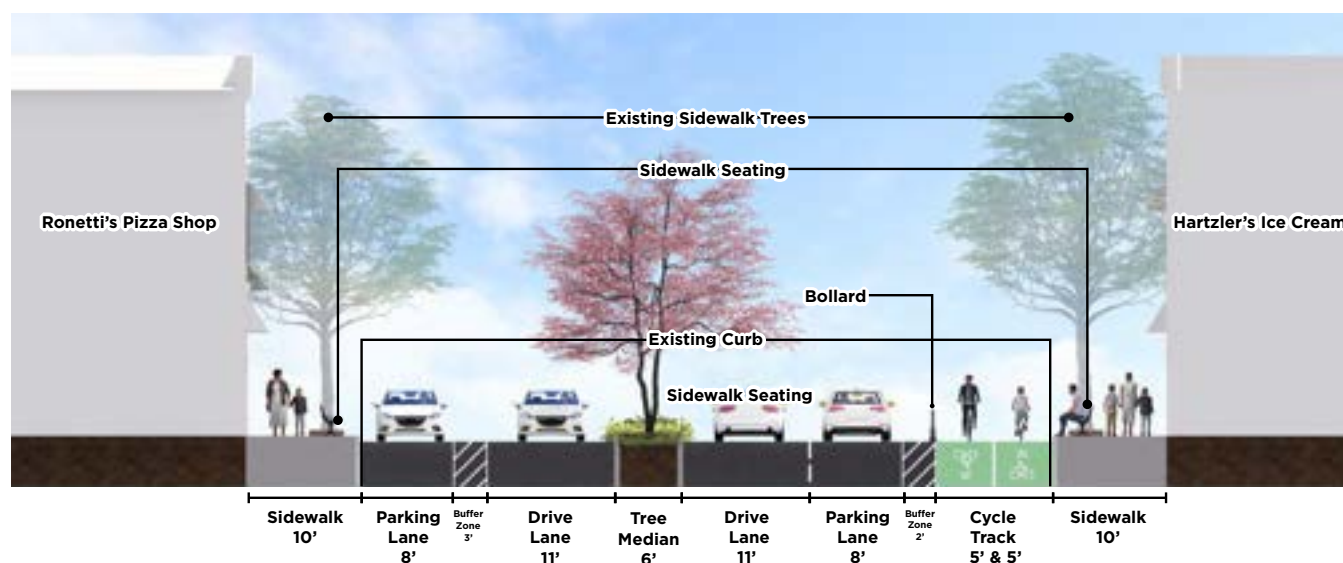
OPTION C

Option C includes **two lanes of traffic** with **parallel parking** on both sides of the street. It also features **bike lanes, buffer zones, and tree medians on both street sides**. This option preserves the existing locations of the **sidewalks and trees**. This options **creates a distinct barrier** for pedestrians and cyclists from the street lanes.



OPTION D

Option D features **two lanes of traffic** with **parallel parking** on both sides of the street. It includes **a cycle track, providing westbound and eastbound bike lanes, a buffer zone, and a tree median**. This option preserves the **existing sidewalks and trees**, but adds **streetscape furniture**. This options creates a **complete streetscape within the historic downtown**.



Burr Wheeler Park Focus Area

Vision

The vision for the Burr Wheeler Park Focus Area centers on enhancing neighborhood connectivity, recreation, and overall quality of life through a series of thoughtful public realm improvements. Key elements include strategic upgrades to Burr Wheeler Baseball Park to expand community use and improve amenities as well as new bike lanes and upgraded sidewalks along key roadways aim to better connect Southside residents to parks, schools, and downtown destinations.

Another major highlight of the vision is the transformation of underutilized land along Oak Run into a low-cost, low-maintenance nature park featuring mowed walking trails, nature play areas, and native landscaping—providing residents of all ages with opportunities to engage with the natural environment.

Together, these improvements will foster a more accessible, active, and vibrant neighborhood, strengthening connections between people and the places they live, play, and gather. This focus area's transformation will reinforce neighborhood identity, encourage healthy lifestyles, and enhance the visual and ecological character of the neighborhood.

EXISTING CONDITIONS

Burr Wheeler Baseball Park currently offers a large open green space and ballfield but lacks several basic amenities that would support broader community use. The parking lot is unpaved and undefined, sidewalks are limited or missing, and there is minimal signage to guide users or identify the park. Across the street, additional open space—owned by either the City of London Parks Department or the London Metropolitan Housing Authority—remains mostly undeveloped. While parts of this area lie within the floodplain, it presents a valuable opportunity to preserve natural green space and introduce passive recreational programming such as mowed trails and nature play areas that require minimal investment and maintenance.



Paving the parking lot at Burr Wheeler Baseball Park would improve accessibility, organization, and user experience for visitors and recreation programs.



The open space on the west side of Toland Street presents a valuable opportunity to preserve the natural landscape along Oak Run and create a setting for low-impact, nature-based recreation.

IMPROVEMENTS & PROGRAMING

The Burr Wheeler Park Focus Area includes targeted improvements to the existing baseball park, enhanced neighborhood connectivity, and the creation of a new nature park along Oak Run.

Key Programming Includes:

- » Baseball Park
- » Nature Park
- » Pedestrian Connectivity
- » Bike Lane/Route
- » Parking
- » Wayfinding



FIGURE 4-21: Burr Wheeler Park Focus Area Vision Diagram



MAP KEY					
	Crosswalk Additions		Sidewalk Additions		Bike Lane / Route
	Node/Intersection		Existing Sidewalks		Mowed Trails
	1	Burr Wheeler Baseball Park		3	Nature Park Area
	2	Improved Parking Lot		4	New Parking Lot

Merri Mac Park Focus Area

Vision

The vision for the Merri Mac Park Focus Area is to transform it into a vibrant hub for sports, recreation, and nature exploration. The plan builds on the park’s existing assets by continuing upgrades and maintenance to the basketball courts and baseball fields, along with enhancements to amenities such as restrooms, seating, and expanded parking to better support players and spectators.

New recreational features will broaden the park’s appeal, including the addition of a pump track and a new recreational track and field. A nature park area will offer a peaceful contrast to these active spaces, with direct connections to the recreational core. This natural zone will feature paved multi-use paths for cyclists and pedestrians, as well as soft-surface mowed trails for a more immersive, off-the-beaten-path experience. With these thoughtful improvements, Merri Mac Park will become a dynamic destination that brings people together through play, wellness, and nature.

FIGURE 4-22: Merri Mac Park Focus Area Vision Diagram



IMPROVEMENTS & PROGRAMING

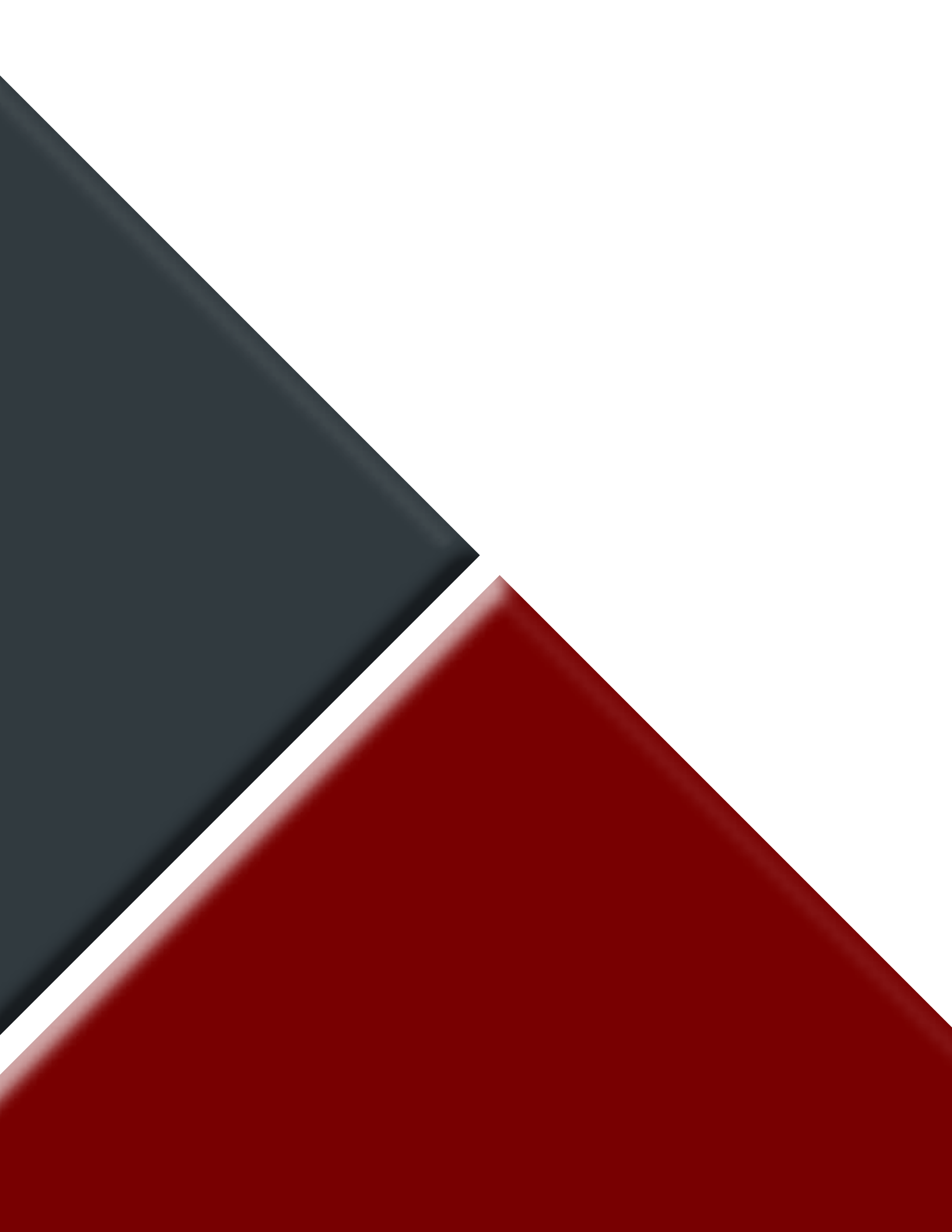
The Merri Mac Park Focus Area includes a wide range of improvements and programming designed to enhance recreational offerings, improve site functionality, and expand access to nature. These upgrades build on the park's existing strengths while introducing new amenities that serve a broader range of community needs.

Key Programming Includes:

- » Improved Connectivity and Parking – Site-wide upgrades to paths, access points, and expanded parking areas
- » New Pump Track Area – A dedicated space for bike-based recreation and skill-building
- » Improved Baseball Fields – Renovated playing surfaces and amenities, including one upgraded cloverleaf field
- » New Track and Field Facility – Multi-use athletic space to support expanded recreation and sports programming
- » Upgraded Basketball Court Area – Refreshed surfaces, seating, and site features for improved play and comfort
- » Nature Park Area – Includes both paved multi-use paths and soft-surface mowed trails for flexible, nature-based recreation

FIGURE 4-23: Merri Mac Park Focus Area Vision Diagram





05

Implementation

05

Implementation

OVERVIEW

The Implementation Matrix is a structured and accessible tool for advancing the goals identified in the City of London Comprehensive Plan. This chapter translates the key initiatives from the Plan Framework into a clear and actionable format. As detailed in the Plan Framework chapter, the plan outlines six primary goals, each supported by specific objectives and implementation actions.

The Implementation Matrix adds an important layer of planning by identifying ways to measure progress and suggesting responsibility categories to guide implementation. By centralizing this information, the matrix helps ensure that planning efforts remain organized, strategic, and actionable—providing the city and residents with a practical guide for decision-making and tracking success over time.

Designed as a versatile planning resource, the Implementation Matrix supports ongoing progress monitoring and long-term investment strategies. Whether used for budget planning, strategic improvement planning, or economic development initiatives, it provides a solid framework to help the city achieve a more connected, vibrant, and sustainable future with confidence and clarity.

IMPLEMENTATION MATRIX



GOAL: A broad, long-term vision that describes the desired outcome or overall aspiration. Goals provide direction and set the foundation for planning efforts.

OBJECTIVE: A specific aspect that helps achieve the larger goal. Objectives break down the goal into focused areas of action that guide decision-making and strategy.

ACTION: A concrete initiative or policy designed to achieve an objective. Actions are the practical steps that bring objectives to life and help accomplish the overall goal.

MEASUREMENT: A quantifiable indicator used to assess progress toward an objective and overall goal. It determines whether the intended outcome has been achieved or how far along implementation has progressed.

IMPLEMENTATION MATRIX

The Implementation Matrix is a key tool for translating the Plan Framework into actionable steps that guide progress toward the community's long-term goals. Organized by the six overarching goals of the plan, the matrix breaks each goal into a set of specific objectives, recommended actions, and measurable indicators of success. Each row includes a clearly defined objective, an action or strategy to support its achievement, and a performance measure that helps assess progress or completion. These performance measures provide a way to monitor outcomes over time—ensuring the plan remains responsive, accountable, and adaptable to changing conditions.

Implementation Matrix Tracker

Below, an Implementation Tracker is provided to help city staff, stakeholders, and residents monitor progress across all six goals. This tool allows users to evaluate how successfully objectives are being advanced and whether specific actions are being implemented as intended. By making this information transparent and accessible, the tracker supports continued engagement, informed decision-making, and collective responsibility for achieving the vision outlined in the plan. The Implementation Matrix lists objectives, actions, and performance measures and includes a 10-year tracker. Completed actions can be checked off in the year they are completed, helping the city and the community track progress and celebrate success.

FIGURE 5-1: Implementation Matrix Tracker

	OBJECTIVES	ACTIONS	MEASUREMENT	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10
GOAL 1	» 1.1.1	» 1.1.2	» 1.1.3										
	» 1.2.1	» 1.2.2	» 1.2.3										
	» 1.3.1	» 1.3.2	» 1.3.3										
GOAL 2	» 2.1.1	» 2.1.2	» 2.1.3										
	» 2.2.1	» 2.2.2	» 2.2.3										
	» 2.3.1	» 2.3.2	» 2.3.3										
GOAL 3	» 3.1.1	» 3.1.2	» 3.1.3										
	» 3.2.1	» 3.2.2	» 3.2.3										
	» 3.3.1	» 3.3.2	» 3.3.3										
GOAL 4	» 4.1.1	» 4.1.2a » 4.1.2b	» 4.1.3a » 4.1.3b										
	» 4.2.1	» 4.2.2a » 4.2.2b	» 4.2.3a » 4.2.3b										
	» 4.3.1	» 4.3.2	» 4.3.3										
GOAL 5	» 5.1.1	» 5.1.2	» 5.1.3										
	» 5.2.1	» 5.2.2	» 5.2.3										
	» 5.3.1	» 5.3.2	» 5.3.3										
GOAL 6	» 6.1.1	» 6.1.2	» 6.1.3										
	» 6.2.1	» 6.2.2	» 6.2.3										
	» 6.3.1	» 6.3.2	» 6.3.3										

IMPLEMENTATION MATRIX



GOAL 1

Build a resilient and diverse economy by fostering the establishment and growth of local businesses, attracting a range of industries (light industry, logistics, etc.), and creating sustainable job opportunities (e.g., renewable energy, green building, remote work, etc.) for long-term community prosperity.

OBJECTIVES	ACTIONS	MEASUREMENT
1.1.1 » Support local businesses and entrepreneurship.	1.1.2 » Develop programs (e.g., job creation tax credits, Jobs Ohio grants, micro-loans, property tax abatements, City-wide Community Reinvestment Area, etc.), incentives (e.g. Cultivate London Business Center, Madison County Chamber of Commerce, etc.), and resources that empower small businesses, startups, and local entrepreneurs to thrive and expand.  SHORT TERM (Begin within 1-3 years)	1.1.3 » Track the number of businesses supported through local programs, monitor the success rate of startups, and measure the number of new businesses established annually.
1.2.1 » Attract and retain a diverse range of industries.	1.2.2 » Implement strategic placemaking strategies (e.g. Downtown Center, Urban Neighborhood, Corridor, etc.), infrastructure improvements (e.g. sidewalks, bike lanes, wayfinding signage, landscaping, etc.), and workforce development initiatives to attract new industries while supporting the growth of existing businesses.  MID TERM (Begin within 4-7 years)	1.2.3 » Identify the number of new industries attracted, track job creation and retention rates, monitor private investment levels, and evaluate the percentage of land developed for commercial and industrial uses.
1.3.1 » Enhance workforce development and economic resilience.	1.3.2 » Invest in education, job training, and skill-building programs to equip residents with the tools needed to adapt to evolving economic trends and opportunities.  SHORT TERM (Begin within 1-3 years)	1.3.3 » Track enrollment and completion rates in local workforce development programs, monitor local job placement rates, and assess employer feedback on workforce preparedness.

Definitions

- » *Workforce Development: A broad range of policies, programs, and initiatives designed to equip individuals with the skills, education, and training necessary to secure and maintain employment in a competitive labor market.*
- » *Economic Resilience Defined: The ability of a community or region to withstand, adapt to, and recover from economic disruptions while maintaining long-term stability and growth.*

IMPLEMENTATION MATRIX *CONTINUED...*



GOAL 2

Create a cohesive, distinct, and recognizable community character, brand, and identity that reflects the city's unique attributes and fosters a sense of pride and belonging.		
OBJECTIVES	ACTIONS	MEASUREMENT
2.1.1 » Establish a unified community brand and visual identity.	2.1.2 » Develop a comprehensive branding strategy that includes consistent signage, wayfinding, and marketing materials to reflect the community's identity.  SHORT TERM (Begin within 1-3 years)	2.1.3 » Track the number of branded signage and wayfinding elements installed.
2.2.1 » Enhance public spaces to reflect the community's character.	2.2.2 » Incorporate public art, landscaping, and design elements that celebrate local culture, history, and natural features.  MID TERM (Begin within 4-7 years)	2.2.3 » Track the number of public realm projects (e.g. publicly accessible spaces, including streets, sidewalks, parks, and plazas, that shape community interaction and connectivity, etc.) completed and gather public feedback on the aesthetic appeal of the improved public spaces through surveys.
2.3.1 » Maintain the community's small-town character.	2.3.2 » Create and implement zoning code standards that reflect the scale, form, and intensity of development within the community's most desirable neighborhoods.  SHORT TERM (Begin within 1-3 years)	2.3.3 » Track the percentage of new developments adhering to scale and form guidelines and assess compliance through development review processes.

IMPLEMENTATION MATRIX *CONTINUED...***GOAL 3**

Continue to leverage community access to the Ohio-to-Erie Trail and implement other non-motorized connectivity (e.g refers to the network of sidewalks, trails, bike lanes, and pathways that enable safe and efficient travel) to attract visitors and enhance resident lifestyles.

<i>OBJECTIVES</i>	<i>ACTIONS</i>	<i>MEASUREMENT</i>
3.1.1 » Extend bike routes and other non-motorized connections throughout the community.	3.1.2 » Expand and improve trail connections, sidewalks, bike lanes, and crosswalks to ensure safe and accessible routes to the Downtown and Ohio-to-Erie Trail.  MID TERM (Begin within 4-7 years)	3.1.3 » Track the total distance of new or improved sidewalks, trail connections, bike lanes, and crosswalks upgrades.
3.2.1 » Promote London as a regional destination for trail-based tourism and recreation.	3.2.2 » Incorporate public art, landscaping, and design elements that celebrate local culture, history, and natural features.  MID TERM (Begin within 4-7 years)	3.2.3 » Promote London through two or three state and national platforms such as websites, magazines, and tourism guides; monitor increases in the number of people using the trail and local business revenue.
3.3.1 » Enhance amenities and services that support trail users and boost the local economy.	3.3.2 » Partner with local businesses to provide trail-friendly services such as bike rentals, repair stations, and outdoor dining areas near trail access points.  SHORT TERM (Begin within 1-3 years)	3.3.3 » Count the number of businesses offering trail-friendly services, track customer usage of these services, monitor business revenue growth near trail access points.

IMPLEMENTATION MATRIX *CONTINUED...*



GOAL 4

Create a vibrant, accessible, and connected parks and recreation system that promotes active lifestyles, strengthens community well-being, and enhances the city's natural and recreational assets.

OBJECTIVES	ACTIONS	MEASUREMENT
4.1.1 » Improve park facilities, amenities, and recreational opportunities, including the development of a community recreation facility, to meet community needs.	4.1.2a » Conduct an inventory of existing parks to assess current conditions and identify improvement needs, categorizing them based on priority and urgency.  SHORT TERM (Begin within 1-3 years) 4.1.2b » Upgrade existing park facilities and develop new amenities or parks, including playgrounds, sports courts, and picnic areas, to serve residents of all ages and abilities.  MID TERM (Begin within 4-7 years)	4.1.3a » Completion of the park inventory report, including condition assessments and prioritized improvement list. 4.1.3b » Track the number of upgraded park facilities and newly developed amenities or parks annually.
4.2.1 » Strategically plan, design, and develop a community recreation facility that meets local demand and provides space for a variety of programs and activities.	4.2.2a » Conduct a community center feasibility study to assess location, amenities, and funding options.  MID TERM (Begin within 4-7 years) 4.2.2b » Engage the community in facility siting and in identifying the desired types of programs and activities.  LONG TERM (Begin within 8-10 years)	4.2.3a » Completion of the feasibility study, including recommendations and cost estimates. 4.2.3b » Number of active participants and the diversity of input.
4.3.1 » Enhance connectivity between parks, trails, and key community destinations to promote active transportation and outdoor recreation.	4.3.2 » Conduct a community center feasibility study to assess location, amenities, and funding options.  MID TERM (Begin within 4-7 years)	4.3.3 » Completion of the feasibility study, including recommendations and cost estimates.

IMPLEMENTATION MATRIX CONTINUED...



GOAL 5

Promote a diverse range of attainable housing options and support compact mixed-use development that enhances walkability.

OBJECTIVES	ACTIONS	MEASUREMENT
5.1.1 » Encourage sustainable and well-planned development.	5.1.2 » Implement zoning regulations that promote compact, walkable, and mixed-use development and encourage non-motorized transportation (e.g. walking, biking, etc.).  SHORT TERM (Begin within 1-3 years)	5.1.3 » Progress can be measured by the completion of a zoning update that promotes mixed-use development, walkability, and non-motorized transportation options.
5.2.1 » Increase the availability of attainable housing options.	5.2.2 » Update zoning codes to reduce the time obtain permit approvals and allow diverse housing types, including duplexes, townhomes, and accessory dwelling units (ADUs), within both existing neighborhoods and new developments.  SHORT TERM (Begin within 1-3 years)	5.2.3 » Measure the time required for development approval, the variety of housing types permitted, and the annual number of newly constructed or renovated attainable housing units.
5.3.1 » Improve connectivity between housing, public amenities, and transportation networks.	5.3.2 » Invest in pedestrian and bicycle-friendly infrastructure to improve access between residential areas, parks, schools, and employment centers.  MID TERM (Begin within 4-7 years)	5.3.3 » Track the linear miles of new or improved sidewalks, bike lanes, and multi-use trails.

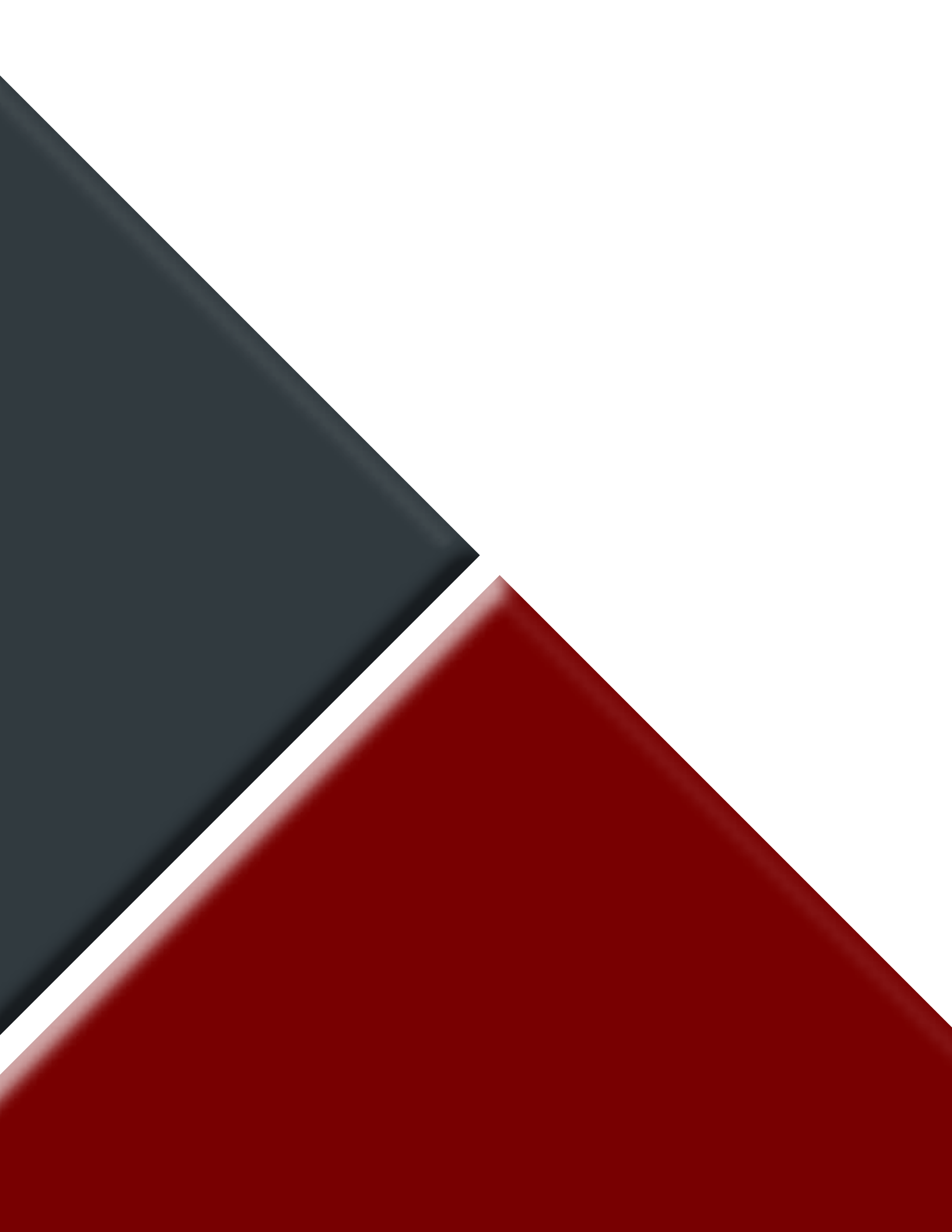
IMPLEMENTATION MATRIX CONTINUED...



GOAL 6

Continue to revitalize the downtown area through redevelopment and public space improvements to create a vibrant, inviting atmosphere that fosters economic growth and strengthens community engagement.

OBJECTIVES	ACTIONS	MEASUREMENT
6.1.1 » Stimulate economic growth by redeveloping underutilized and vacant properties within downtown and surrounding neighborhoods.	6.1.2 » Establish incentives such as tax abatements, grants, and low-interest loans to attract private investment and promote the adaptive reuse of historic and vacant buildings.  SHORT TERM (Begin within 1-3 years)	6.1.3 » Track the number of properties redeveloped, private investments secured, and businesses opened or expanded because of incentives.
6.2.1 » Enhance the public realm to improve walkability, aesthetics, and community interaction.	6.2.2 » Implement streetscape improvements, including sidewalks updates, enhanced landscaping, pedestrian-scale lighting, and public seating to create a more welcoming environment.  MID TERM (Begin within 4-7 years)	6.2.3 » Measure the number of streetscape projects completed, improvements in pedestrian traffic, and resident and visitor feedback on downtown's walkability and aesthetics.
6.3.1 » Increase connectivity and accessibility between downtown, nearby neighborhoods, and key destinations.	6.3.2 » Develop a comprehensive wayfinding system with signage, maps, and digital resources to help residents and visitors navigate downtown and surrounding areas.  MID TERM (Begin within 4-7 years)	6.3.3 » Monitor the number of wayfinding installations, assess their usage through surveys and feedback, and track increases in foot traffic and visitor engagement downtown.



06

Appendix

HOUSING MARKET STUDY

Extent of housing market area is Madison County

We compared London, Madison County, Springfield, Grove City, and Hilliard

Note: the census and ACS have not incorporated the new immigrant population in Springfield.

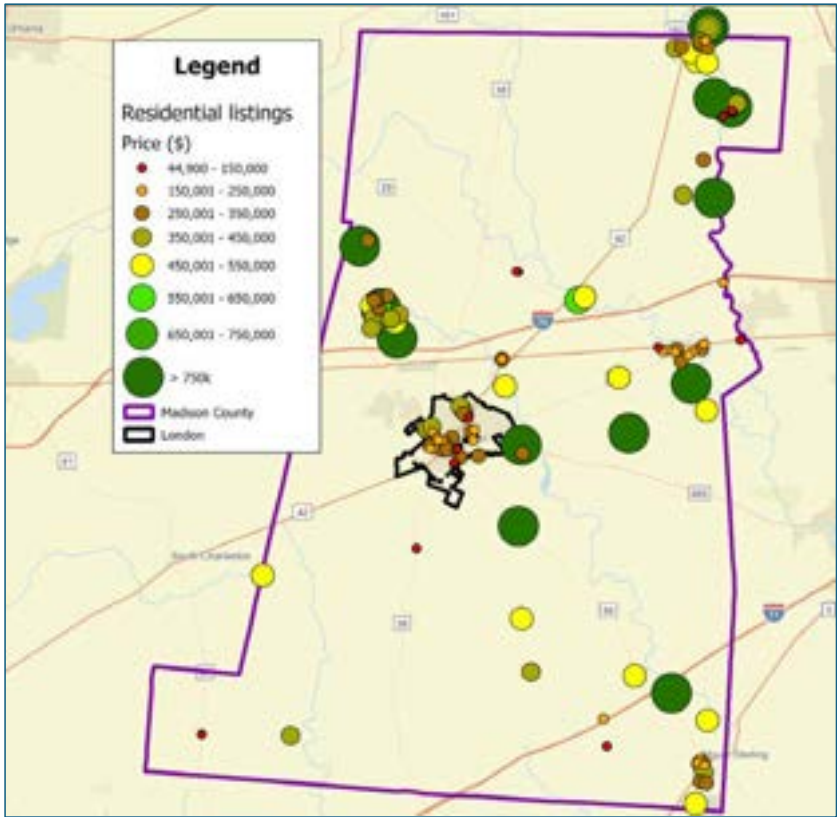
Supply: Single-family for-sale listings

We monitored 183 listings on the MLS from July to October 2024.

Table: Summary of active residential real estate listings for Madison County including portions of Plain City and Hilliard.

	Year Built	Days Listed	Asking Price	Beds	Baths	Sq. Feet	Price/SF
Average	1981	38	428,754	3.3	2.2	2,021	208
Median	2003	20	407,210	3	2	1,865	210

Map: Active real estate listings July to October 2024.



63 of the listings were for homes built in 2024 mostly in Plain City. If we remove those listings then the results change as follows:



Table: Adjusted Summary of real estate listings (removed new builds 2024)

	Year Built	Days Listed	Asking Price	Beds	Baths	Sq. Feet	Price/SF
Average	1959	49	399,797	3.3	2.1	1,953	200
Median	1984.5	26.5	342,500	3	2	1,682	193

Outside of the new build listings primarily concentrated in Plain City, the average listing is over 60 years old, approximately \$400,000 and is approximately 2,000 square feet.

Change since 2000

Growth over the last 24 years has been tepid. Between 2000 and 2010, London added 562 housing units, which is the most in recent memory.

Table: Change in Population, Households, and Housing Units since 2000

	Population	Annual Net Change (Pop)	Households	Annual Net Change (HH)	Average HH Size	Housing units	Annual Net Change (HU)
2000	8,771		3,590		2.4	3,848	
2010	9,904	113	3,991	40	2.5	4,410	56
2020	10,279	38	4,049	6	2.5	4,390	-2
2024 (est)	10,377	25	4,159	28	2.5	4,485	24
2029 (prj)	10,524	27	4,267	24	2.5	4,591	22

Supply: Planned housing units

There are three approved development plans that could bring a total of 1,356 housing units to the market. The unit mix is summarized as following:

Table: Planned housing units within the City of London

	Planned Units
Single-family homes	987
Townhomes	86
Rental units	292
Total	1,356

If new housing units are absorbed at the same rate as between 2000-2010 (56 units per year), it would take approximately 24 years to absorb all the new units.

For reference purposes, London Landing is planning another phase. Currently, homes in London Landing go for between **\$270-\$400k**. Homes for sale on Eagleton Blvd (adjacent to planned Johnsons Creek subdivision) are right around **\$400k**. Presumably, new homes would start at \$400k and likely go to **\$600k**; however, this would represent the top of the market for London, and absorption at the high end would likely be relatively slow.

Demand: For-sale single-family and townhomes in London & Madison Co.

The following table illustrates the “buying power” available to potential home buyers under several different lending conditions:

Table: Buying power

Mortgage	HH income						
	75k	100k	125k	150k	175k	200k	225k
30-year at 6.9	270,100	355,400	438,100	513,900	606,100	680,400	769,900
30-year at 5.9	289,700	383,600	470,100	550,100	650,400	729,600	826,700
30-year at 4.9	303,600	400,600	506,200	591,100	679,400	785,000	890,500
30-year at 3.9	326,600	431,500	546,600	637,500	732,000	847,100	962,200

Please note, some of the assumptions made were \$500 of miscellaneous monthly debt for households earning up to \$125k and \$1,000 of miscellaneous debt for households earning more than \$125k, a downpayment of at least \$60k for households earning up to \$125k and a downpayment of \$100k for households earning more than that, and a credit score of at least 700.

Until interest rates subside, sales for homes listing above \$270k are limited to those households earning at least \$75,000 per year.

If we isolate the City of London, the next five years of demand for owner-occupied housing (for-sale) across the income spectrum can be summarized as follows:

Table: Demand for owner-occupied housing in the City of London only

City of London	All Income	<\$75k	\$75k - \$125k	\$125k - \$200k	\$200k+
2024 Households by Income	2,621	1,049	777	679	116
2029 Households by Income	2,780	973	797	867	143
For-Sale Units Needed for Balanced Market	2,851	998	818	889	146
- Existing Occupied Supply (2024 Households)	2,621	1,049	777	679	116
- Existing Vacant Units For-Sale	6	2	2	2	0
+ Units Needed for replacement	26	10	8	7	1
Total Units Needed Over 5 Years	250	-43	47	215	31



A more realistic assessment of demand for for-sale housing considers the entirety of Madison County because the County is the de facto market area - the area from which up to 75% of the support will be derived.

Table: Demand for owner-occupied housing in the market area (Madison County)

Madison County	All Income	<\$75k	\$75k - \$125k	\$125k - \$200k	\$200k+
2024 Households by Income	11,838	4,123	3,543	3,092	1,079
2029 Households by Income	12,385	3,643	3,545	3,871	1,326
For-Sale Units Needed for Balanced Market	12,703	3,737	3,636	3,970	1,360
- Existing Occupied Supply (2024 Households)	11,838	4,123	3,543	3,092	1,079
- Existing Vacant Units For-Sale	57	20	17	15	5
+ Units Needed for replacement	118	41	35	31	11
Total Units Needed Over 5 Years	926	-365	111	894	287

Demand: Comparison of nearby markets by income cohorts (buying power)

The following tables compare demand across London, Madison County, Springfield, Grove City, and Hilliard for-sale housing markets. Each table isolates a specific income cohort.

Table: Comparison of income qualified demand (< \$75k) across nearby areas

Income Range <\$75k	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	1,049	4,123	7,697	3,885	1,841
2029 Households by Income	973	3,643	7,480	3,309	1,469
For-Sale Units Needed for Balanced Market	998	3,737	7,672	3,394	1,507
- Existing Occupied Supply (2024 Households)	1,049	4,123	7,697	3,885	1,841
- Existing Vacant Units For-Sale	2	20	75	24	1
+ Units Needed for replacement	10	41	77	39	18
Total Units Needed Over 5 Years	-43	-365	-23	-476	-317

Demand is virtually non-existent for for-sale housing for households with annual incomes below \$75k primarily because the supply is low, *and* many of these households do not meet the lending requirements for housing priced up to \$270k (according to the current buying power at 6.9% interest).

Table: Comparison of income qualified demand (\$75k - \$125k) across nearby areas

Income Range \$75k - \$125k	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	777	3,543	3,219	3,001	2,145
2029 Households by Income	797	3,545	3,452	2,327	1,942
For-Sale Units Needed for Balanced Market	818	3,636	3,540	2,387	1,992
- Existing Occupied Supply (2024 Households)	777	3,543	3,219	3,001	2,145
- Existing Vacant Units For-Sale	2	17	31	19	2
+ Units Needed for replacement	8	35	32	30	21
Total Units Needed Over 5 Years	47	111	322	-603	-134

Within the Madison County market, this is the lowest income cohort for which demand can be satisfied by the current and anticipated supply. Please note, London has an advantage with respect to eligible supply, when compared to Grove City and Hilliard (where no additional units are needed). Currently, homes valued between \$270k and \$438k are the home targeted by earners in this range.

Table: Comparison of income qualified demand (\$125k - \$200k)

Income Range \$125k - \$200k	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	679	3,092	1,518	3,351	2,960
2029 Households by Income	867	3,871	2,000	4,338	3,279
For-Sale Units Needed for Balanced Market	889	3,970	2,051	4,450	3,363
- Existing Occupied Supply (2024 Households)	679	3,092	1,518	3,351	2,960
- Existing Vacant Units For-Sale	2	15	15	21	2
+ Units Needed for replacement	7	31	15	34	30
Total Units Needed Over 5 Years	215	894	533	1,112	431

Households within this income cohort are qualified to purchase housing priced between \$438k and \$680k. The supply for homes in this category is currently very low in London and Madison County but the current and anticipated demand is there. However, the supply of and demand for homes in this category is greater in both Grove City and Hilliard. This is where the primary competition will come from.



Table: Comparison of income qualified demand (\$200k+)

Income Range \$200k+	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	116	1,079	452	2,020	2,565
2029 Households by Income	143	1,326	572	2,698	3,124
For-Sale Units Needed for Balanced Market	146	1,360	586	2,768	3,204
- Existing Occupied Supply (2024 Households)	116	1,079	452	2,020	2,565
- Existing Vacant Units For-Sale	0	5	4	13	2
+ Units Needed for replacement	1	11	5	20	26
Total Units Needed Over 5 Years	31	287	135	755	663

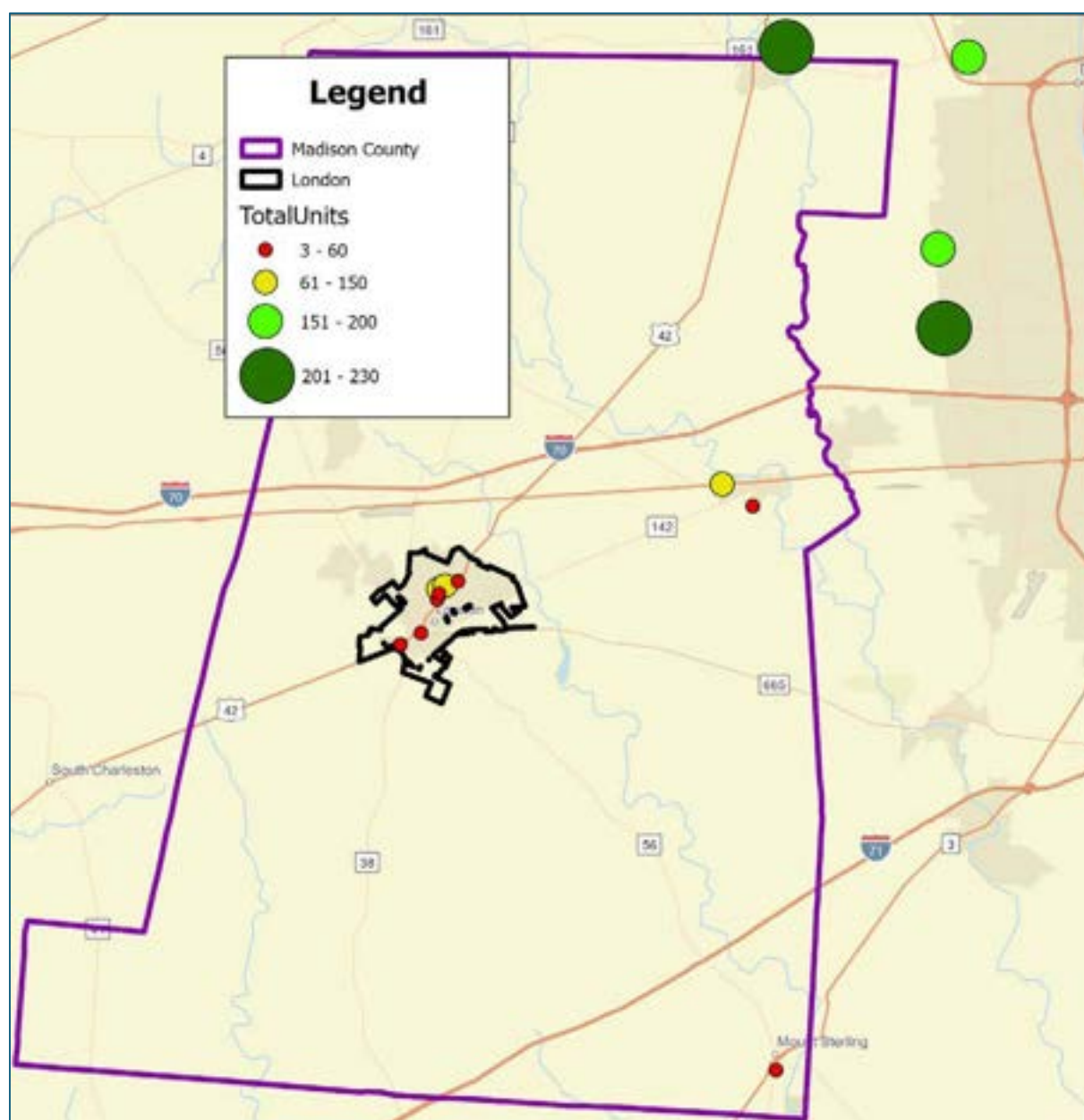
Households earning \$200k+ annually can purchase housing valued up to \$770k under current lending conditions. These homes are most likely to exist within the London market in the form of a renovated older home. Construction of new homes in this range is more likely to occur in nearby Franklin County or at Choctaw Lake located approximately 15 minutes to the north.

Supply: Rental housing

We surveyed and monitored 14 apartment complexes located in London, Madison County, and northwestern Franklin County from July to October 2024. These facilities contain a little over 1,400 units.

Outside of the City of London, there are just a handful of properties within the county, located in Mount Sterling, West Jefferson, and Plain City. The following map summarizes the location of these properties.

Map: Multifamily rental complexes by total units





Among these surveyed multifamily properties, only one contains studio apartments and they rent for \$674. Nine of the surveyed properties offer one-bedroom units. These units rent in the range of \$549 to \$2,125 per unit.

All of the properties offer two-bedroom units that range from \$629 to as much as \$2,792 per unit. There are six properties offering three-bedroom units that range from \$800 to \$2,995.

All of the properties with the highest rents are in Franklin County and Plain City. Within just the City of London, one-bedroom units max out at \$1,155, two-bedroom units at \$1,345, and three-bedroom units at \$1,499 per month.

A significant amount rental housing in London can be found in one-unit attached or detached units (condos and single-family homes). The following table summarizes the unit-mix within the City of London:

Table: Rental housing by units in structure

	2000 Census	2022 ACS
1, detached	386	447
1, attached	38	67
2	306	68
3 or 4	315	379
5 to 9	305	317
10 to 19	31	44
20 to 49	47	115
50 or more	96	114
Mobile home	15	0
Boat, RV, van, etc.	0	0
Total	1,539	1,551

Approximately 32% of rental housing is in the form of one-unit attached and detached housing. Although this is not necessarily efficient, this is common for today's rental supply because most places within the region have not added enough multifamily supply over the last decade plus. Further, approximately 17% of all single-family homes are used as rental housing. This is actually lower than many nearby markets (~20%) but just slightly higher than the average in Ohio (~14%).

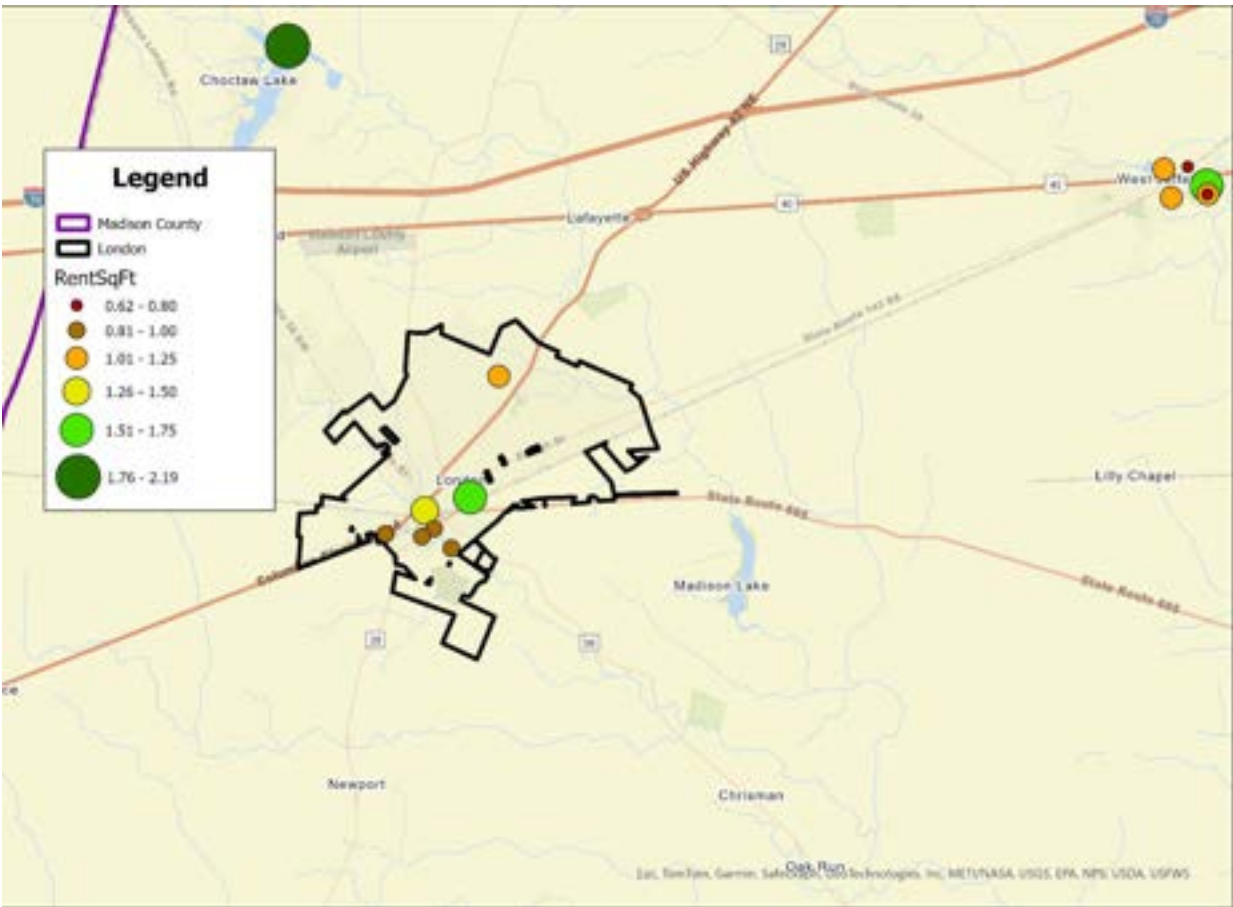
Single-family rental is housing that was once owner-occupied (for-sale housing) but is now part of the rental housing stock. This can occur for a variety of reasons, but the primary reason is simply the fact that rental demand is more powerful than rental supply. Why? Because housing is a human need and demand will always find a way to be satisfied, even if it is not optimal. Therefore, if the market is not adding the additional supply necessary to meet demand, then unconventional rentals such as single-family homes will likely flip from owner-occupied to renter occupied.

Non-conventional rentals are often popular with families that need three or more bedrooms. Conventional multifamily rental properties usually only contain a small percentage of units with three or more bedrooms and therefore, the supply is very constrained. But these types of rentals are also

less regulated and therefore are often expensive when a household’s income would have qualified it for voucher or tax credit housing (“Affordable” housing).

We monitored listings for single family rentals across all of Madison County and western Franklin County. In all, we recorded 53 individual listings for single family rentals between July and October 2024. Most listings were only posted for a week or two, which indicates high demand and/or limited supply. The following map illustrates how the price per square foot of rental housing in single family homes and condos varies across the surrounding area:

Map: Rent per square foot for one-unit attached and detached rental housing



Demand: Rental housing in London & Madison Co.

The following table illustrates the “buying power” available to potential renters across three different strata of “housing cost burden.” Please note, the U.S. Department of Housing and Urban Development (HUD) classifies spending 30% or more of a household’s gross income on housing as being cost overburdened. Further, households spending 50% or more of their gross income on housing are classified as being severely cost overburdened.



Table: Purchase power of renter households by percent of housing cost burden

% of Income	HH income			
	50k	75k	100k	up to150k
Max rent at 30% of income	1,250	1,875	2,500	3,750
Max rent at 40% of income	1,667	2,500	3,333	5,000
Max rent at 50% of income	2,083	3,125	4,167	6,250

Please note, income qualifications are different depending on the prospective unit(s). Income qualification is not the same as cost overburden. The concept of being housing “cost overburdened” does not necessarily disqualify you from a certain type of housing. Income qualifications for rental units are ultimately up to the property manager and their risk tolerance.

If we isolate the City of London, the next five years of demand for rental housing across the income spectrum can be summarized as follows:

Table: Demand for rental housing in the City of London only

City of London	All Income	<\$50k	\$50k - \$75k	\$75k - \$100k	\$100k - \$150k	\$150k+
2024 Households by Income	1,538	955	253	154	123	53
2029 Households by Income	1,486	847	235	165	140	99
Rental Units Needed for Balanced Market	1,564	892	248	174	147	104
- Existing Occupied Rental Supply (2024 Households)	1,538	955	253	154	123	53
- Existing Vacant Units for Rent	84	52	14	8	7	3
+ Units Needed to Replace Obsolete Rental Housing Stock	77	48	13	8	6	3
Total Units Needed Over 5 Years	19	-67	-6	20	23	51

A more realistic look at the rental market needs to consider the entirety of Madison County as the de facto market area. Why? Because demand for rental housing in London is not relegated to just those currently living in London. Rather, we would expect up to 75% of the support for rental housing to originate from anywhere within the county.

The following table illustrates the expected demand for rental housing by annual household income.

Table: Demand for rental housing in the market area (Madison County)

Madison County	All Income	<\$50k	\$50k - \$75k	\$75k - \$100k	\$100k - \$150k	\$150k+
2024 Households by Income	3,812	2,158	660	387	423	184
2029 Households by Income	3,626	1,865	568	388	477	328
Rental Units Needed for Balanced Market	3,817	1,964	598	408	502	345
- Existing Occupied Rental Supply (2024 Households)	3,812	2,158	660	387	423	184
- Existing Vacant Units for Rent	126	71	22	13	14	6
+ Units Needed to Replace Obsolete Rental Housing Stock	191	108	33	19	21	9
Total Units Needed Over 5 Years	70	-157	-51	27	86	164

The primary takeaway here is that there is an overall reduction of households earning less than \$50k annually across the board in the region. This is in part because wages for lower income households have generally increased over the last five years but have since remained stagnant. In other words, these households initially made more money and realized higher disposable incomes, but high inflation and stagnant wages have eroded those temporary advantages.

Demand: Comparison of nearby markets by income cohorts (buying power)

The following tables compare demand across London, Madison County, Springfield, Grove City, and Hilliard for-sale housing markets. Each table isolates a specific income cohort.

Table: Comparison of income qualified demand (< \$50k) across nearby areas

Income Range <\$50k	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	955	2,158	8,375	1,854	1,561
2029 Households by Income	847	1,865	7,427	1,374	1,143
Rental Units Needed for Balanced Market	892	1,964	7,818	1,446	1,203
- Existing Occupied Supply (2024 Households)	955	2,158	8,375	1,854	1,561
- Existing Vacant Units For-Sale	52	71	220	140	137
+ Units Needed for replacement	48	108	419	93	78
Total Units Needed Over 5 Years	-67	-157	-358	-455	-417

As we just pointed out, there are simply not as many households earning less than \$50k than in the past. These households still require more affordable options, but existing units serving this segment of the market are likely to suffice for the foreseeable future as long as additional units targeting higher household incomes come online within the next five years or so.



Table: Comparison of income qualified demand (\$50k - \$75k) across nearby areas

Income Range \$50k - \$75k	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	253	660	1,961	1,382	1,040
2029 Households by Income	235	568	2,001	1,243	890
Rental Units Needed for Balanced Market	248	598	2,106	1,309	937
- Existing Occupied Supply (2024 Households)	253	660	1,961	1,382	1,040
- Existing Vacant Units For-Sale	14	22	51	104	92
+ Units Needed for replacement	13	33	98	69	52
Total Units Needed Over 5 Years	-6	-51	192	-108	-143

Table: Comparison of income qualified demand (\$75k - \$100k) across nearby areas

Income Range \$75k - \$100k	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	154	387	884	614	875
2029 Households by Income	165	388	952	700	881
Rental Units Needed for Balanced Market	174	408	1,002	737	927
- Existing Occupied Supply (2024 Households)	154	387	884	614	875
- Existing Vacant Units For-Sale	8	13	23	46	77
+ Units Needed for replacement	8	19	44	31	44
Total Units Needed Over 5 Years	20	27	139	108	19

It is when household incomes exceed \$75k that we start to see the demand for rental housing increase again. In fact, the next two tables will illustrate that demand for rental housing in London increases as household income increases.

Table: Comparison of income qualified demand (\$100k - \$150k) across nearby areas

Income Range \$100k - \$150k	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	123	423	564	947	1,028
2029 Households by Income	140	477	899	1,321	1,320
Rental Units Needed for Balanced Market	147	502	946	1,391	1,389
- Existing Occupied Supply (2024 Households)	123	423	564	947	1,028
- Existing Vacant Units For-Sale	7	14	15	71	91
+ Units Needed for replacement	6	21	28	47	51
Total Units Needed Over 5 Years	23	86	395	420	321

Table: Comparison of income qualified demand (\$150k+) across nearby areas

Income Range \$150k+	London	Madison Co.	Springfield	Grove City	Hilliard
2024 Households by Income	53	184	115	332	628
2029 Households by Income	99	328	158	350	1,012
Rental Units Needed for Balanced Market	104	345	166	369	1,066
- Existing Occupied Supply (2024 Households)	53	184	115	332	628
- Existing Vacant Units For-Sale	3	6	3	25	55
+ Units Needed for replacement	3	9	6	17	31
Total Units Needed Over 5 Years	51	164	54	29	414

The rental market in London (and Madison County) is projected to support an additional net 70 rental housing units over the next five years. More specifically, over 250 housing units (over replacement) are needed to meet rental demand for households earning \$75k or more. The realization of these units would likely induce those currently renting older and/or lower-quality housing to “upgrade” to newer units and thus free up the older units. This phenomenon is called “naturally occurring affordable housing.” It is the quickest and least encumbered method to deliver more affordable housing units to the market.



STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS STUDY

From September through mid-November 2024, we surveyed most of the commercial and light industrial properties located throughout the City of London. Each property's occupancy, accessibility, visibility, overall quality, and property type were examined and noted in a separate field survey.

Although there are businesses of various types scattered across the city, there are two primary commercial/retail districts – the Lafayette Street corridor to the city's northeast and the downtown district whose center is the intersection of Main Street and High Street. Similarly, there are some pockets of warehouse and light manufacturing found throughout the city, but the majority reside along East High Street (Ohio State Route 142) and the Conrail Railroad tracks that run parallel to OH-142.

The following commercial/retail analysis is presented in the form of a **SWOT Analysis** for the benefit of the overall comprehensive planning effort, of which this market analysis is a subset of.

Strengths

The retail/commercial corridor that is Lafayette Street from Walmart down to Cambridge Drive (excluding the Eagleton Center), is actually quite strong. Among the six shopping centers of varying sizes, four of them were at capacity. There was one single vacancy at the Keny Business Center (289 Lafayette) and one vacancy at the Kroger Shopping Center.

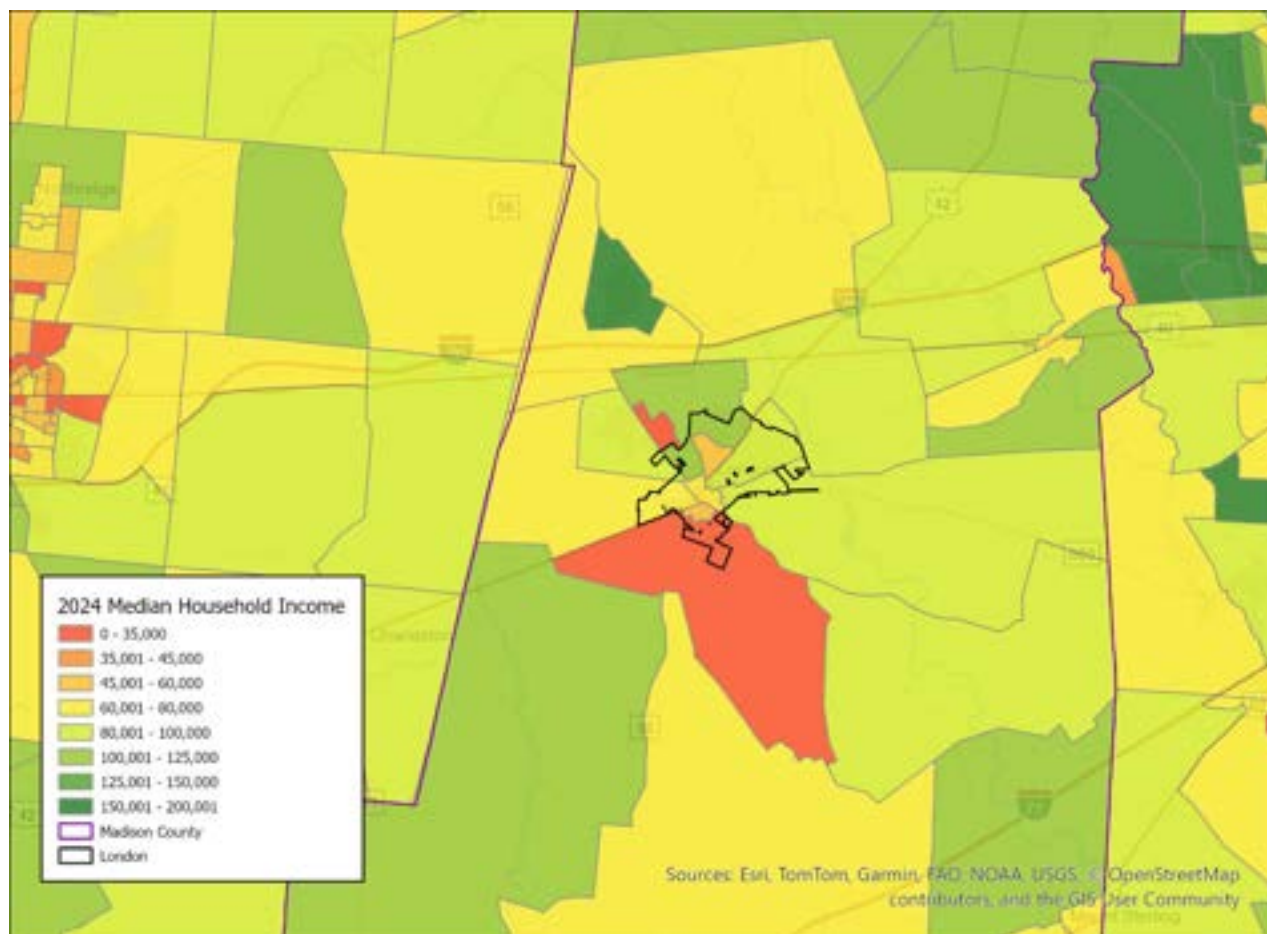
Along this corridor, a couple of out-lots are in the process of being developed including a primary care facility for Madison Health (in front of the Walmart). The old Specialty Outdoors store is being repurposed into a charter school and the old Pizza Hut building is vacant. There are several signs indicating land/parcels are available for development but other than that, the economic health of the corridor appears to be in good shape. This should only continue to improve as the proposed Johnson's Creek subdivision and Keny Road proposed housing is developed. In fact, the eventual build-outs of any housing along the Lafayette Road corridor will benefit many of the businesses situated along the route.

Downtown London as a whole is a strength. It has most of the attributes that many small cities would love to have, but do not. There are two primary corridors (High Street and Main Street) but the mostly "grid-like" design of downtown means there are several ways to get around downtown, and thus many places to park on the streets.

The fact that London is a county seat and therefore the center of county government is a significant factor in the health of downtown London. As the county grows, it stands to reason that the size of government may grow along with it. This benefits London as it means more daytime workers.

Recent investments in entire city blocks by the private sector are a great start to revitalizing the downtown area. These investments are highly visible and could attract other, similar investments.

Although incomes across the entirety of London are below state and national averages, those households that are moving into Madison County and London tend to have much higher incomes than those who live in the older parts of the city. In fact, these new households earn between \$50k and \$100k more annually than most of the households in London. This is one of the reasons why the city can support as much retail as it currently does. The following map displays the median household incomes across census block groups in the region.

Map: Median Household Income (2024)

The last strength we will mention is London's proximity to Columbus and its location in the region. Much has been publicized regarding the string of large investments made in manufacturing and data processing throughout the Columbus region. Just to the east of London, the Village of West Jefferson has embraced warehousing and distribution centers. Noticeable growth has been occurring in central Ohio for almost two decades and this is expected to continue through at least the next decade. Large swaths of farmland have been developed into housing, commercial, and industrial uses south, north, and east of Columbus.

Up until this point, the area between Hilliard and London has remained relatively unscathed, but that could change at any second. Case in point, developers are quickly building out the TruePointe development just to the east of Interstate 270 in Hilliard. This mixed-use project broke ground in July 2023 and as early as this summer (2025) this project will start to deliver the 500,000 square feet of housing, office, and retail space that is under construction. That's how quickly things can change.

Weaknesses

At the time of the survey, we noticed several retail nodes that were in varying degrees of distress. The Eagleton Center, located in the 1100 block of Lafayette Street, is currently the northernmost development in London. Out of its 15 retail units, there were six vacant units at the Eagleton Center in November 2024. There are several small to mid-sized shopping centers in London located between the Eagleton Center and downtown London and none of them had the proportional share of vacancies that we witnessed at Eagleton.

Eagleton is located immediately to the northeast of Walmart and its out-lots. The popularity of Walmart could be contributing to the lack of interest in Eagleton, but the bigger culprit is likely its location on the outskirts of town. Commercial businesses located on the edge of cities are usually trying to capture commuters and travelers as they enter and leave the city, but they also must rely on some part of the surrounding market of consumers. The problem with Eagleton's location is it is almost entirely auto-dependent coupled with the fact there are not many consumers residing nearby. The following table summarizes the consumer base residing distances up to one mile from the Eagleton Center.

Table: Eagleton Center - Local Trade Area Demographics

Distance from center (Mile)	2024 Total Population	2024 Total Households	2024 Median Household Income	2024 Median Household Income: Index	2024 Annual Budget Expenditures: Average	2024 Annual Budget Expenditures: Index
0.25	109	32	102,388	129	102,751	104
0.5	237	72	103,157	130	105,686	107
1	504	162	103,001	130	103,388	105

We present this table to illustrate the challenges this shopping center has with respect to its “built-in” market. Although the incomes and budget expenditures for these households are higher than the national averages (index), there are simply not enough consumers residing nearby to provide any meaningful boost to businesses located at Eagleton. Therefore, this shopping center is primarily relying on two types of consumers. The first type is a commuter or traveler, entering or leaving London. The second type of consumer is one that is also nearby because their primary destination is Walmart. Until this part of town realizes the build-out of nearby housing developments currently in the planning stages, this shopping center will likely continue to struggle.

Downtown London is experiencing a bit of a resurgence as investments in some highly visible properties are inching towards achieving a critical mass. However, the empty or covered up windows of vacant stores throughout, combined with a crumbling streetscape and an overall lack of uniformity, are the types of headwinds that can deter additional investment originating from the private sector.

There are approximately 25 rental housing units in downtown London. Further, there are just under 3,000 people living within a 15-minute walkshed of the intersection of High Street and Main Street. The following map illustrates the extent of this area.

Map: Downtown London – walkshed



It's been many, many decades since county seats like London have had robust and relatively dense downtowns. Development for the last 60+ years has largely favored less dense, more auto-dependent locations outside of the traditional downtown core. London is no exception, but as recently as the year 2000, there were approximately 150 more people living in downtown London than today. The declining population of downtown's "built-in" market of consumers is a glaring weakness within this re-emerging commercial node. Simply having more people visible on the streets would somewhat detract one's attention from blighted storefronts and crumbling sidewalks and curbs but more importantly, it would bring additional levels of consumer expenditures – many of which would be spent within this very area.

There is a noticeable lack of consistent "branding" across the city. Recent private sector investments downtown are great illustrations of how branding can affect a place. At a minimum, the City of London should consider uniform branding in its downtown. This could be signage, trash cans, flower boxes, or any uniform beautification effort.



Perhaps the weakness that is the most difficult to address is the overall depressed levels of consumer spending across all retail and service sectors throughout London and the overall broader market. To better understand how spending levels in London compare to the national averages, please review the following table which enumerates consumer spending as an “index” in relation to spending at the national average. Therefore, spending indices less than 100 indicate spending below the national average in that particular category and subsequently, indices greater than 100 indicate spending higher than the national average.

Table: Retail and Service Spending Potential

Industry Subsector & Group	Spending Potential Index
Motor Vehicle & Parts Dealers	79
Automobile Dealers	78
Other Motor Vehicle Dealers	91
Auto Parts, Accessories & Tire Stores	78
Furniture and Home Furnishings Stores	77
Furniture Stores	78
Home Furnishings Stores	76
Electronics and Appliance Stores	75
Bldg Material & Garden Equipment & Supplies Dealers	82
Building Material and Supplies Dealers	82
Lawn and Garden Equipment and Supplies Stores	80
Food and Beverage Stores	75
Grocery Stores	76
Specialty Food Stores	74
Beer, Wine, and Liquor Stores	74
Health and Personal Care Stores	82
Gasoline Stations	78
Clothing and Clothing Accessories Stores	76
Clothing Stores	76
Shoe Stores	74
Jewelry, Luggage, and Leather Goods Stores	76
Sporting Goods, Hobby, Musical Instrument, and Book Stores	75
Sporting Goods, Hobby, and Musical Instrument Stores	75
Book Stores and News Dealers	74
General Merchandise Stores	77
Department Stores	75
Gen. Merch. Stores, incl. Warehouse Clubs, Supercenters	77
Miscellaneous Store Retailers	78
Florists	80
Office Supplies, Stationery, and Gift Stores	75
Used Merchandise Stores	77
Other Miscellaneous Store Retailers	78
Non-store Retailers	77

Electronic Shopping and Mail-Order Houses	77
Vending Machine Operators	77
Direct Selling Establishments	77
Food Services & Drinking Places	74
Special Food Services	74
Drinking Places (Alcoholic Beverages)	75
Restaurants and Other Eating Places	74

This table is a comprehensive summary of the spending habits of those living in London. Please note, we consistently used 15-minute drive times emanating from London as the de facto trade area for retail, restaurants, and services to analyze the estimates for leakages expenditures out of the market and surpluses within the market. For this exercise, however, we want to focus on the spending *habits* of those residing within London today.

Within most retail and service categories, spending per London household is between 20 and 30% lower than the national average. This means that all things being equal, London needs more total consumers (more households) to achieve spending levels commensurate with the national average. Furthermore, if more households are not added (which would increase overall spending), net-even household growth would need to include much higher earning households.

Opportunities

As discussed earlier, spending in London is below the national average by a noticeable amount. Spending in restaurants and bars is no exception – total dollars spent are about 25% lower than the national average across all the restaurant subsectors. However, a close examination of the restaurant and bar market in London reveals a potential opportunity.

For this and all commercial analysis in London, a 15-minute drive-time emanating from the center of London serves as the de facto market area for restaurants and bars. Utilizing third-party business and expenditure data, we can reasonably estimate how much local consumers are spending on food and alcohol at restaurants and we can estimate the annual food and alcohol. Having said that, we also expect consumers residing within a market to spend a certain percentage of their meal budget outside of the London market. Similarly, not all patrons to a bar/restaurant in London will reside in London.

The following table lists the total sales of food and alcohol (supply) compared to the total expenditures (demand). The degree to which the market is over- or under-supplied will indicate if there is an opportunity.

Table: Restaurant and Bar Supply and Demand

	Total Sales	Food only	Alcohol only
Supply	34,855,000	31,051,100	3,803,900
- Demand	36,570,203	34,219,211	2,350,992
Over/under supplied	-1,715,203	-3,168,111	1,452,908



To better understand the potential opportunities in this sector, we separated food sales from alcohol sales. We did this because we noticed an anomaly in this market where alcohol sales were indicating an oversupply while food sales appeared to be under-supplied. This is important because it reveals the degree of opportunity that restaurants have over a new sports bar (if a new one was to enter the market). In other words, the market is indicating that there is an undersupply of between \$1.7 million and \$3.1 million.

A new restaurant could serve alcohol, but the alcohol sales are likely to come at the expense of another business already established in the market. Conversely, the data indicates that it would be difficult for one or more new bars (places that specialize in alcohol and entertainment, where food may or may not be available) to enter the market.

The shopping center located at 179 West High Street (Family Dollar, etc.) is an opportunity currently masquerading as a weakness. Make no mistake, this site has been challenging for retail uses. Further, one of its largest tenants is in the process of moving into the Specialty Outdoors site on Lafayette. However, this 5.8-acre site is in a very good location, just to the southwest of downtown London. It has not succeeded as a retail destination primarily because it is an afterthought to consumers that reside anywhere other than the southern portions of the city. Repurposing this site into a more appealing use like a community center/recreation center or a park, would likely provide the activation needed to bring this site back to life.

As we mentioned earlier, the downtown London commercial district is one of the city's strengths and weaknesses. We can also add "opportunity" to that list – the opportunity to build the population of the downtown area back to what it was 25 years ago. The housing units are still there. Some have been rehabilitated recently while others are waiting for investment. If this area were to add 150 residents over the next five years, the additional consumer expenditures within the entirety of the London market would resemble the data in the following table:

	Downtown Total (\$)	Average (\$)	Index	Potential Additional spending
Entertainment	3,308,456	2,915	71	174,896
Alcoholic beverages	521,458	459	70	27,566
Meals at restaurants (not incl alc)	2,932,469	2,584	69	155,020
Food at home	5,823,215	5,131	70	307,835
Personal care products/services	772,484	681	68	40,836
Housekeeping supplies	728,695	642	71	38,521
Apparel/services	1,930,238	1,701	71	102,039
Total	16,017,015			846,714

Table: Spending Potential of Downtown Residents

What this table indicates is adding approximately 150 people to the downtown area is likely to result in an additional \$846,714 in annual expenditures across a variety of sectors. A significant amount of those expenditures would likely be “captured” by downtown London businesses. This helps not just the individual businesses but more people on the sidewalks and in businesses tends to attract other people – the process feeds itself. M,

In addition to adding population downtown there is an opportunity to add more workers downtown, especially as more and more workers return to the office. We conducted research on just how much a typical worker spends within the daytime market of their place of employment. We estimated that if downtown London were to add 120 workers (regardless of occupation), the average weekly expenditures in the downtown area would be \$90 per worker. Over the course of 48 weeks (which accounts for holidays and vacation), adding 120 downtown workers could result in an additional \$518,000 in annual expenditures at downtown businesses only.

Combined, the downtown London businesses could realize additional total annual revenues up to \$1.5 million were it to achieve these population and worker total goals.

The last opportunity we will mention is related to the Ohio-to-Erie Trail that runs through London, including downtown. The Ohio-to-Erie Trail is a very popular multiuse path that runs from Cleveland to Cincinnati. The trail runs through the heart of London, but that portion of the trail is currently difficult to follow and often leads to lost cyclists. The City of London has indicated that trail improvements are forthcoming, and signage and route improvements are planned in the coming years. Capturing trail riders, if even for a quick snack or lunch, is a huge opportunity for London.



Threats

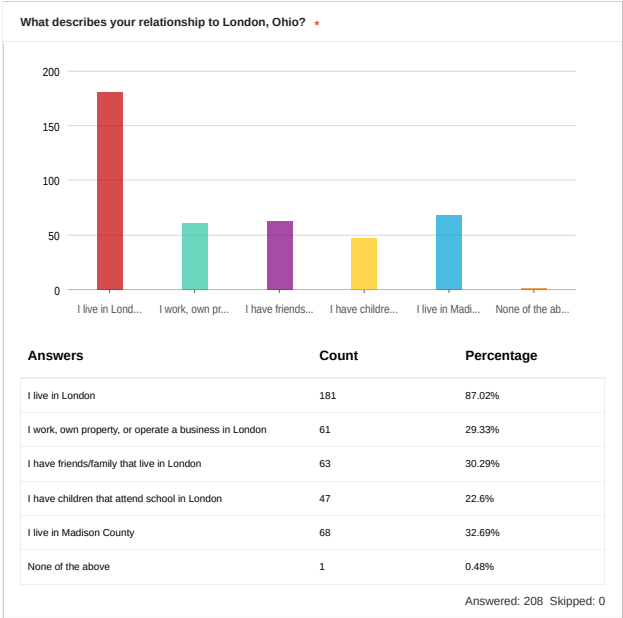
Though it is not obvious today, the threat of development between London's northernmost borders and Interstate 70 is a threat to future commercial and housing development within London itself. Development in this area would come at the expense of planned development already approved within London's borders. Further, existing commercial development along the U.S. 42/Lafayette Street corridor would not likely benefit from new households residing outside of London in this area between the city and the interstate.

Growth in Hilliard is a potential threat as well. Presumably, employment growth on the west and south sides of greater Columbus could easily lead to a surge in housing demand in these areas and to the west towards places like West Jefferson and London. Stagnant housing starts and permits in Hilliard have pushed home prices upward as demand increased. Recent developments like TruePointe, as well as an uptick in building permit activity (600+ units over the last two years) indicate that places like Hilliard are in an expansionist posture and therefore willing to annex land and/or change zoning law to facilitate growth. Some of this growth will come at the expense of London. This is also true of places like Grove City.

The last threat we will mention relates to an overdevelopment of the PUD tracts (planned developments) primarily north of downtown. Future development in this area in and of itself is not a problem. However, if this development comes at the expense of investments within and south of downtown London then there is a real danger of the city "splitting" into two noticeably unique places – downtown London and points south versus the north by northeast portions of London. Investments in downtown London are the single greatest tool available to thwart this unappealing scenario.

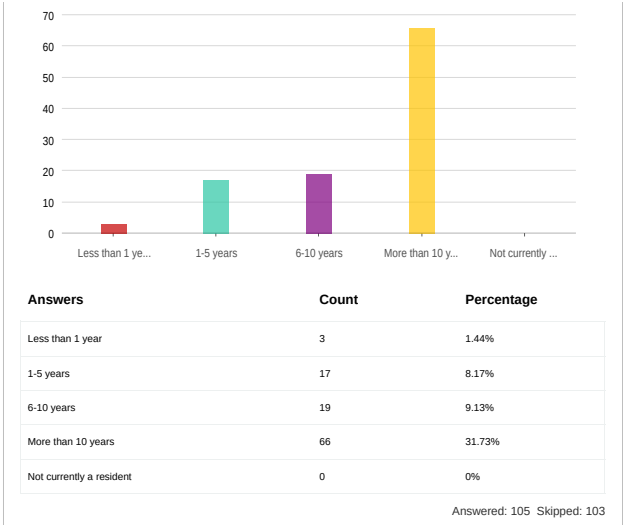
ONLINE SURVEY RESULTS

London Comprehensive Plan Survey

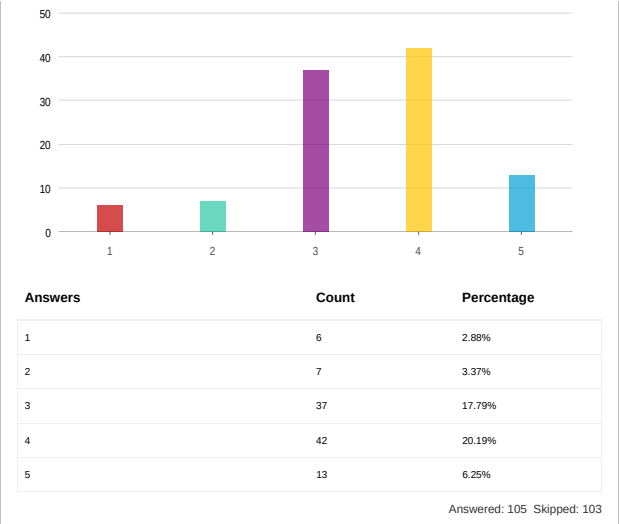


Since you live in London...

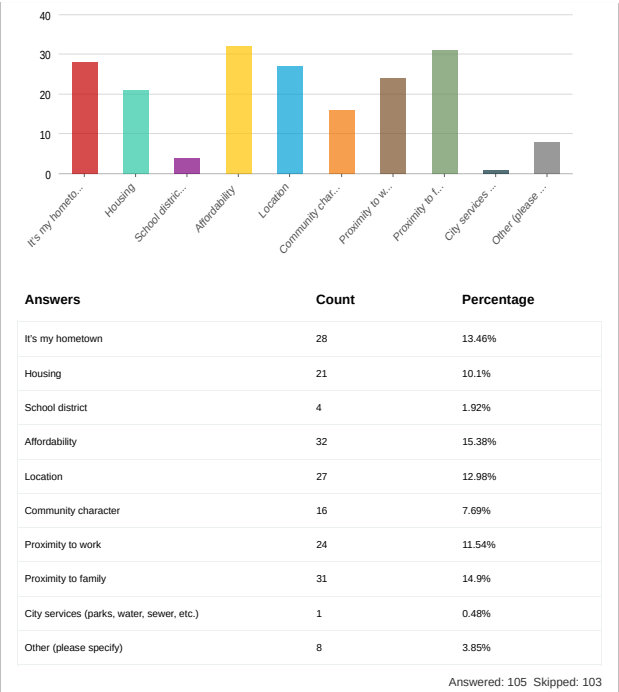
o Using a scale of 1-5, where 1 is "extremely low" and 5 is "extremely high..." *



o Why did you choose to live in London? (select all that apply) *



o How long have you lived in London? *



o Other: *

The word cloud requires at least 20 answers to show.



Answered: 8 Skipped: 200

- o What BEST describes where you work? *



Answered: 105 Skipped: 103

- Other: ★

The word cloud requires at least 20 answers to show

Word	Count
work	2
2	1
Travel	1
jobs	1
central	1
Ohio	1
including	1
Madison	1
Franklin	1
Union	1
Clark	1
Delaware	1
counties.	1
Hybrid	1
-	1
home	1
downtown	1
Columbus	1
days	1

Answered: 5 Skipped: 203

In one sentence, describe your vision for the future of London. ★



Word	Count
small	49
town	49
community	46
London	36
city	27
people	26
growth	26
love	18

Affordable	17
downtown	17
safe	17
place	17
Grow	16
family	15
housing	15
businesses	14
live	13
center	11
residents	11
feel	11
community	10
restaurants	10
things	10
options	10
&	9
stores	9
growing	9
town.	8
infrastructure	8
London.	8
business	8

schools	8
shopping	7
stay	7
great	7
shops	7
offer	6
work	6
friendly	6
maintain	6
retail	6
streets	6
restaurants.	6
move	5
feel.	5
food	5
TEST	5
growth.	5
walking	5
local	5
nice	5
water	5
houses	5
good	5

opportunities	5
homes	5
life	5
development	5
vision	5
activities	5
bring	5
amenities	5
Continued	5
bigger	4
traffic	4
Make	4
options.	4
Columbus	4
tax	4
run	4
future	4
Controlled	4
city.	4
area	4
Clean	4
support	4
land	4

fun	4
managed	4
cities	4
-	4
open	4
big	4
farm	4
pop	4
remain	4
quality	4
young	4
maintaining	4
street	4
keeping	4
improve	4
main	4
kids	4
similar	3
center.	3
events	3
fitness	3
current	3
appearance	3

drive	3
services	3
entertainment.	3
income	3
it.	3
businesses.	3
care	3
apartments.	3
central	3
thriving	3
pride	3
taxes	3
children	3
leaders	3
variety	3
entertainment	3
services.	3
places	3
buildings.	3
single	3
grocery	3
parks	3

Boutique	3
spaces	3
rural	3
quaint	3
improving	3
YMCA	3
dining	3
opportunity	3
recreation	3
building	3
youth	3
space	3
Bike	3
including	3
employment	3
areas	3
allowing	3
atmosphere	3
larger	3
travel	3
commercial	3
(restaurants	3

Continue	3
include	3
etc.	3
in.	3
library	3
working	3
raise	3
vibrant	3
NA	2
christmas	2
holiday	2
buildings	2
arts	2
recreation.	2
stop	2
park	2
expand	2
close	2
sad	2
fairgrounds.	2
middle	2
closed	2
won't	2

indoor	2
pool	2
provide	2
citizens	2
enjoy.	2
engaged	2
thoughtful	2
Planned	2
levels	2
visit	2
trucks	2
needed	2
solid	2
talk	2
family.	2
trails	2
classes	2
adults	2
fast	2
don't	2
money	2
Reasonable	2
live.	2

chlorine	2
smell	2
school	2
type	2
Green	2
respecting	2
welcoming	2
supports	2
citizens.	2
Improved	2
kids.	2
proud	2
expansion	2
system	2
families	2
size	2
trash	2
brings	2
It's	2
grow.	2
elsewhere.	2
housing.	2
add	2

dance	2
developing	2
offers	2
adding	2
couple	2
popular	2
things.	2
town!	2
Ohio	2
beautiful	2
leave	2
offerings	2
parking	2
surrounding	2
neighborhood	2
developed	2
inclusive	2
thought	2
population	2
sweeper	2
side	2
hope	2
turn	2

distance	2
focus	2
/	2
restaurant	2
them.	2
apartments	2
etc).	2
ages	2
opportunities.	2
resources	2
relax	2
1	1
30	1
YMCA.	1
wonderful	1
Prairie	1
Townships	1
brewery-	1
Mother	1
Stewart's	1
YS	1
Brewery.	1
decor.	1

events.	1
Tim	1
Hortons	1
gym-	1
planet	1
that's	1
gyms	1
managed!	1
Well-planned	1
patterns	1
upscale	1
signage.	1
carnivals	1
(what	1
fantastic)	1
culture	1
lights	1
added	1
area!	1
compete	1
pay	1
towns	1
show	1

inconvenient	1
festivals	1
markets	1
brought	1
exceed	1
village	1
nonexistent	1
Understand	1
listen	1
works	1
increased	1
handle.	1
continuous	1
growth....but	1
manner.	1
destination	1
agricultural	1
costs.	1
expanding	1
smalltown.	1
day	1
inside.	1
modern	1

carefully	1
full	1
service	1
envy	1
Ohio.	1
"upgraded"	1
modernized	1
expansion/bg	1
happening	1
Tightly	1
medical	1
times	1
strategic	1
meet	1
varying	1
attraction	1
establishments.	1
administration	1
put	1
benchmark	1
passing	1
impressed	1
condition	1

enticed	1
grows	1
missing	1
shingles	1
fire	1
department	1
instill	1
organized	1
implemented.	1
Pumpkin	1
palooza	1
face	1
painters	1
pumpkins.	1
idea	1
planning.	1
barbecue	1
truck	1
waited	1
line	1
minutes	1
nothing.	1
dos	1

tacos	1
cappy's?	1
event	1
down.	1
great.	1
roots!	1
Steady	1
small..	1
Hilliard.	1
wayyy	1
big...killing	1
levies.	1
feel...	1
Smart	1
planning	1
vibe	1
closeness	1
friends	1
creating	1
adults.	1
Dora	1
outdoor/patio	1
coffee	1

Sundays.	1
children.	1
amenity's	1
homes.	1
box	1
stores....local	1
satisfy	1
needs.	1
pizza	1
goods	1
interesting	1
sustained	1
priority	1
development.	1
taxpayer	1
wasted	1
tower	1
fact	1
suitable	1
use.	1
waste.	1
Slow	1
(1000-1800	1

square	1
feet)	1
boarded	1
illegals.	1
problem	1
fixed.	1
buy.	1
stores.	1
issues	1
fixed	1
picnicking.	1
based.	1
families.	1
reviving	1
acknowledging	1
history	1
lifelong	1
accommodating	1
newcomers	1
Remaining	1
communities	1
rec	1
hustle	1

bustle	1
emphasis	1
Pretty-much	1
dedicated	1
now.	1
Potholes	1
filled	1
aren't	1
food.	1
nicel	1
varied	1
overall.	1
map	1
difficult	1
find	1
possibly	1
Kmart	1
how.	1
vison	1
heritage	1
Agriculture	1
typically	1
calls	1

deal	1
balancing.	1
heading.	1
education	1
(since	1
kids)	1
booming	1
scene	1
gatherings.	1
built	1
class	1
pace	1
increase	1
updated	1
aspects	1
unchanged.	1
purchase.	1
sit	1
pickle	1
ball	1
trails.	1
clothing	1
bookstores	1

industry	1
Londoners	1
doctor	1
shop	1
events/festivals	1
olde	1
fashioned	1
ground	1
drugs	1
economically	1
stable.	1
gathering	1
prosperity	1
cost	1
atmosphere.	1
identity	1
thrive	1
individuals	1
valued	1
difference.	1
powerhouse	1
matter	1
on.	1

credits	1
paid	1
shit	1
Pat	1
mayor	1
congestion	1
higher	1
taxpayers.	1
economical	1
depleting	1
resources.	1
handle	1
upkeep	1
maintenance	1
repair	1
overcrowding	1
personality	1
continuing	1
residential.	1
corn	1
fields.	1
cheaper	1
girls.	1

ballet	1
shops!	1
inside	1
limits!	1
Quit	1
better.	1
work.	1
gonna	1
pro	1
active.	1
Replace	1
cover	1
up.add	1
collection	1
personal.	1
Police	1
firefighters	1
NFPA.	1
quadrupled	1
blood	1
ideas.	1
don	1
about.	1

.	1
neighborhoods.	1
Saturday	1
Sunday.	1
beautification	1
structures	1
overpriced	1
establishments	1
(Starbucks	1
target)	1
Walmart	1
attraction.	1
High	1
Street.	1
I'd	1
do.	1
skating	1
rink	1
arcade	1
lively	1
kept.	1
hate	1
stores/business	1

new"er"	1
White	1
Raven	1
Parlor	1
Polished	1
Roots	1
path	1
connected	1
heard	1
grassy	1
blighted	1
section	1
removal	1
attractive	1
elements	1
St.	1
venues/attractions	1
(and	1
types)	1
dining)	1
there.	1
home	1
month	1

Landing	1
I'm	1
scared	1
anymore	1
neighborhoods	1
destroy	1
top	1
play	1
area.	1
stores/restaurants	1
benefits	1
overwhelming	1
vacant	1
enhance	1
prime	1
farmland.	1
diverse	1
enjoyed	1
age	1
groups.	1
revitalization	1
rest	1
retire	1

prepared.	1
pleasant	1
navigate	1
large	1
fulfilling	1
bringing	1
longer.	1
limits	1
festival	1
embarrassed	1
weren't	1
cleaner.	1
owners	1
walks	1
front	1
business.	1
community-friendly	1
recreational	1
facilities	1
paths	1
gatherings	1
experiences...	1
inclusive.	1

haven't	1
pleased	1
downtown!	1
energy	1
owners.	1
continues!	1
envision	1
school.	1
sale	1
vibe.	1
Hoping	1
springfield	1
Honesty	1
integrity	1
breaks	1
seniors	1
Holding	1
true	1
values	1
owned	1
people.	1
another.	1
GROWTH...BUSINESS	1

bars/pizza).	1
Encourage	1
living	1
downtown/park/city	1
(fix	1
properties	1
SIDEWALKS).	1
builds/land	1
purchases.	1
investment	1
schools.	1
Checks	1
balances	1
spending	1
projects	1
selection	1
responsibly	1
privacy	1
part	1
separate	1
rate	1
eliminated	1
credit	1

paid.	1
ongoing.	1
gaining	1
especially.	1
plant	1
trees	1
flowers.	1
Benches	1
store	1
fronts.	1
progress	1
refurbishing	1
price	1
points	1
all.	1
movie	1
theater	1
days	1
flooding	1
Jacqueline	1
leadership	1
Fix	1
sidewalks	1

tripping	1
falling	1
lights!	1
properly	1
paved.	1
free	1
weeds	1
grass	1
road/curbs.	1
reason	1
Falling	1
miserably	1
isn't	1
residents.	1
build	1
cookie-cutter	1
quickly.	1
mix	1
developments	1
location	1
cheapens	1
lowers	1
property	1

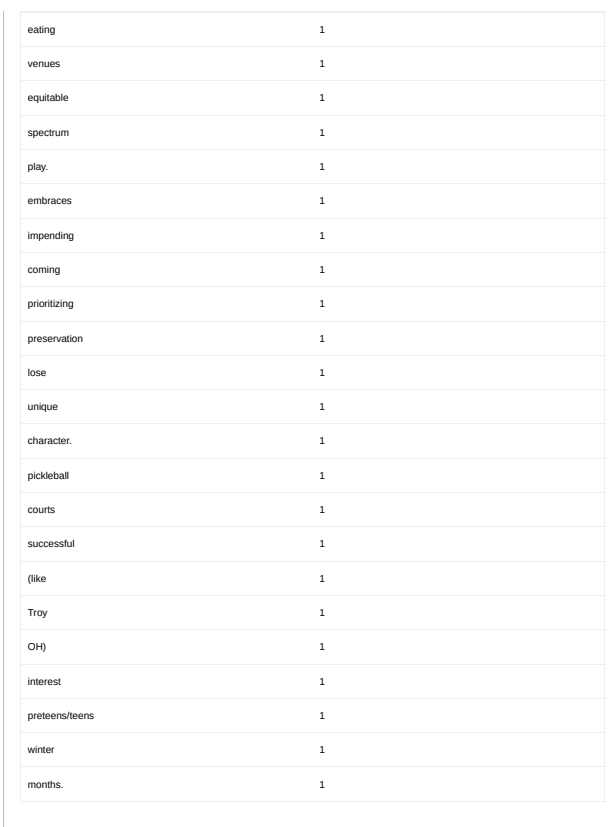
values.	1
sewer	1
availability	1
slapping	1
incoming	1
population.	1
combined	1
upgrading	1
infrastructure.	1
retaining	1
Control	1
expanded	1
activity	1
choices	1
cares	1
other.	1
playground	1
completely	1
fenced	1
small.	1
lot	1
kiddo	1
disabilities	1

apparently.	1
stimulating.	1
issue	1
bedroom	1
studios	1
somewhere.	1
hear	1
needing	1
roommates	1
wanting	1
liking	1
roommate	1
situation.	1
prices	1
rent	1
charts.	1
homeless	1
benefit	1
studio	1
temporary	1
feet.	1
playroom	1
room	1

have.	1
Additional	1
programs	1
disabilities.	1
Cleaner	1
woke	1
ideology	1
transportation	1
can't	1
presentable	1
Serviceable	1
roads	1
gutters	1
curbs	1
sidewalks.	1
Physical	1
start	1
trail	1
running	1
increasing	1
retain	1
Balanced	1
cookie	1

cutter	1
grounded	1
wholesome	1
forever.	1
members	1
positively	1
ymca/indoor	1
pool/more	1
tumbling	1
swim	1
lessons	1
locally.	1
harder	1
time	1
tons	1
paying	1
accessible	1
draws	1
visitors	1
areas.	1
locals	1
attract	1
starting	1

knowing	1
God	1
strong	1
oriented	1
success	1
excellent	1
job	1
plentiful	1
continually	1
progressive	1
suburbs	1
country	1
charm	1
vibes	1
entertain	1
respect	1
enjoy	1
life.	1
met.	1
thrive.	1
meets	1
conduct	1
multiple	1



What do you see are the greatest challenges the city faces over the next 10 years? *



Affordable	14
lack	14
growth.	13
taxes	11
schools	11
Support	11
school	10
London.	10
population	10
town.	9
grow	9
roads	9
center	8
tax	8
issues	8
city.	8
SERVICES	8
residents	8
houses	7
downtown	7
due	7
jobs	7
residents.	7

property	6
place	6
Poor	6
safe	6
sidewalks	6
living	6
options	6
Infrastructure.	5
amount	5
built	5
Business	5
create	5
County	5
-	5
road	5
Make	5
resources	5
current	5
TEST	5
department	5
things	5
maintaining	5
cost	5

increased	4
owners	4
making	4
major	4
bring	4
sitting	4
community.	4
adults	4
Columbus	4
Fast	4
proper	4
homes	4
coming	4
ready	4
system	4
citizens	4
change	4
challenges	4
housing.	4
Expanding	4
job	4
Streets	4
it's	4

future	4
development	4
costs	4
great	4
give	4
&	4
Fixing	4
let's	4
businesses.	4
good	4
feel	4
it.	4
Drugs	4
greatest	3
years	3
space	3
love	3
area.	3
run	3
start	3
vacant	3
properties	3
put	3

youth	3
water/sewer	3
quality	3
Water.	3
workers	3
accommodate	3
move	3
stop	3
rapid	3
systems	3
work	3
adequate	3
care	3
farm	3
land	3
apartments	3
Increase	3
Public	3
weeds	3
sewer	3
building	3
Fire	3
pay	3

parks	3
Rising	3
opportunities	3
Bringing	3
safety	3
.	3
wanting	3
leadership	3
education	3
family	3
including	3
aren't	3
older	3
income	3
Communication	3
improving	3
prices	3
Police	3
mayor	3
government	3
invest	3
Administration	3
10	2

young	2
reason	2
stay.	2
challenge	2
alternate	2
routes	2
1.	2
improve	2
hold	2
accountable	2
meet	2
2.	2
Gross	2
families	2
home	2
activities	2
supply	2
provide	2
over.	2
transportation.	2
updating	2
rent	2
here.	2

entire	2
sustainable	2
suburb	2
happening	2
Fix	2
Adding	2
apartments.	2
truck	2
bussing	2
patterns.	2
clean	2
influence	2
restaurants	2
grove	2
Flooding	2
expand	2
falling	2
walk	2
kids	2
lacking	2
playing	2
children	2
environment.	2

important	2
citizens.	2
extra	2
doesn't	2
creating	2
ability	2
big	2
in.	2
have.	2
build	2
year	2
don't	2
street	2
eat	2
nice	2
affordable.	2
YMCA	2
middle	2
happy	2
commercial	2
safe.	2
cleaning	2
competitive	2

properly	2
attracting	2
dining	2
options.	2
management	2
developers	2
low	2
rate.	2
residential	2
district	2
causing	2
sold	2
improvements.	2
systems.	2
up.	2
transportation	2
solar	2
grocery	2
Managing	2
handle	2
faster	2
planning	2
isn't	2

rise	2
letting	2
vision	2
problems.	2
related	2
entertainment	2
needs.	2
money	2
bars	2
places	2
utilities	2
educated	2
base	2
vibrant	2
improved	2
driving	2
influx	2
people.	2
neighborhoods	2
lower	2
board	2
benefits	2
age	2

enjoy	2
allowing	2
catch	2
illegal	2
extremely	2
bigger	2
pat	2
high	2
Limited	2
Handling	2
simply	2
flow	2
buddy	2
buildings	2
fear	2
Folks	2
out.	2
increase.	2
poorly	2
drug	2
word	2
Corrupt	2
rich	2

continued	2
now.	2
Changing	2
back	2
Balancing	2
capacity	2
Bill	2
Long	2
3.	2
2	1
42	1
56	1
101	1
20-30	1
struggle	1
find	1
popping	1
face	1
support.	1
gonna	1
worse.	1
helpful.	1
fairgrounds	1

moved	1
start??	1
abandoned	1
down.	1
property.	1
refuse	1
standards	1
enforce	1
finer	1
regulations!	1
Coughlin	1
Dwyers	1
Taco	1
Bell	1
mart	1
Schulers	1
vacant.	1
penalizing	1
excessive	1
rent????	1
Lastly	1
abatements	1
industry	1

turn	1
commerce	1
controlled	1
minority	1
affluent	1
policy	1
accountable!	1
time	1
buyers.	1
indoor	1
facilities	1
sports/	1
failures.	1
Sewer.	1
Depending	1
decide	1
Guess	1
sewage	1
resolved.	1
them.	1
Unsure	1
Uncontrolled	1
overcrowding	1

Unaffordable	1
commute	1
Dayton	1
etc.	1
outrageous	1
There's	1
survive	1
stayed.	1
stayed	1
hometown.	1
Plain	1
Kenny	1
layfayette	1
intersection	1
busy	1
dangerous.	1
exit.	1
manage	1
built?	1
Lafayette-	1
available.	1
Tom	1
Coughlin/Paul	1

conditions	1
vary	1
store	1
Hilliard	1
capacity.	1
inadequate	1
apart.	1
industrial	1
plants.	1
huge	1
variety	1
purchase	1
from.	1
accountability	1
snow	1
removal/snow	1
plowing.	1
minded	1
mentality	1
recent	1
state	1
report	1
card	1

showed	1
LCS	1
early	1
childhood	1
literacy.	1
epidemic	1
active	1
roll	1
child's	1
education.	1
snowball	1
effect	1
output	1
graduates	1
(if	1
far)	1
career	1
judicial	1
lives.	1
grows	1
1)	1
understand	1
importance	1

involved	1
2)	1
live	1
unstable	1
strong	1
youngest	1
adverse	1
rail	1
turn.	1
faces	1
stuffing	1
overpriced	1
there.	1
units	1
reach	1
economy	1
maintain	1
lifestyle	1
lagging	1
accommodations	1
(school	1
etc).	1
staff	1

moving	1
Taking	1
saftely.	1
villages	1
city's	1
weed	1
spray	1
nice.	1
ten	1
foot	1
trees	1
show	1
event.	1
matter.	1
Supporting	1
matching	1
system/Flooding	1
Absence	1
Fair	1
opportunities.	1
upgrades.	1
inevitable	1
happen.	1

are:	1
Rebuilding	1
(replacing)	1
Catching	1
operating	1
Upgrading	1
(raising)	1
scales	1
Welcoming	1
local	1
Widening	1
Lafayette	1
St.	1
Encourage	1
London's	1
Rec	1
Safety.	1
Safety!!!	1
Roadways	1
overcrowded	1
intended	1
RELENTLESS	1
semi-truck	1

traffic.	1
main	1
thoroughfares	1
carry	1
semi-trucks.	1
business-route	1
sorts	1
divert	1
demand	1
Reviving	1
developing	1
culturally	1
Retaining	1
gaining	1
Staying	1
black	1
raising	1
taxes.	1
Remaining	1
progressive	1
detriment	1
city?	1
Quit	1

giving	1
buisnesses	1
abatments.	1
buisness	1
credits	1
hiring	1
accounting	1
planned	1
bottlenecks	1
retail	1
align	1
goals	1
Modernization	1
labor	1
Pressure	1
treatment	1
leadership.	1
Farming	1
companies	1
lousy	1
acceptable	1
Parking.	1
loss	1

charm	1
overpopulation	1
general	1
crowding	1
issue	1
factory's	1
warehouse	1
abundance	1
additions	1
point	1
construction	1
surge	1
reasonable	1
outreach	1
homeless	1
swallowed	1
warehouses	1
fields	1
Negativity	1
selection	1
stores.	1
time.	1
financial	1

issue.	1
sense	1
Longtime	1
vote	1
additional	1
projects	1
with.	1
forethougt	1
grow.	1
spot	1
zoning	1
approvals	1
designated	1
zoned	1
areas.	1
complaint	1
dumping	1
grounds	1
areas	1
mid-Ohio	1
plant	1
edge	1
proposed	1

bio-digester	1
east	1
level	1
seat	1
offensive	1
plan	1
defensive	1
defend	1
economic	1
inhibitors	1
described.	1
economy!	1
riff	1
raff	1
illegals	1
professional	1
reality	1
solve	1
ownership-too	1
rentals.	1
code	1
enforcement.	1
engagement	1

influences	1
pushing	1
direction	1
(types	1
overdevelopment	1
green	1
spaces	1
surrounding	1
us).	1
repairs	1
providing	1
single	1
stores	1
smaller	1
privately	1
owned	1
shopping/entertaining	1
open	1
Columbus/Dayton	1
similar	1
patroning	1
Springfield	1
attracted	1

remains	1
republican	1
values!	1
living.	1
average;	1
towns	1
everything;	1
that's	1
close	1
cities!	1
slated	1
outdated	1
funds	1
upgrade.	1
Environmental	1
problems	1
farms.	1
include	1
agendas	1
majority	1
affect	1
talk	1
morals	1

values.	1
worry	1
end	1
Hilliard.	1
leave	1
greenspace.	1
highlights.	1
learn	1
activities.	1
tools	1
drive.	1
ways	1
shop	1
pizza	1
teens	1
aroung.	1
repair	1
floods	1
students.	1
balanced	1
increasing	1
attention.	1
one.	1

semis	1
opinion	1
tear	1
roads/streets.	1
priority	1
Commissioner	1
project	1
(water	1
sidewalks)	1
fill	1
school.	1
lights	1
crime	1
large.	1
cater	1
class.	1
inability	1
paid	1
paying	1
built.	1
pass	1
beneficial	1
-Improving	1

aging	1
-providing	1
center-indoor	1
pool	1
classes/activities	1
seniors	1
(	1
Prairie	1
Twp.	1
Center-MANY	1
brackets	1
today	1
patchwork	1
repairs.	1
immigration	1
aliens	1
woke	1
doctrine.	1
Idk	1
I'm	1
updating/maintaining	1
vital.	1
update	1

Internet	1
streamline	1
connections	1
offices	1
payments.	1
know.	1
funding	1
strong.	1
sure.	1
Housings	1
expensive	1
grew	1
hard	1
afford	1
forcing	1
willingly	1
choice	1
awful	1
(diversity	1
luxury	1
options/estate	1
size	1
lots	1

semi-custom	1
builders	1
traditional	1
track	1
homes).	1
reasons	1
choose	1
outdoors.	1
roads/intersections	1
concern.	1
stays	1
won't	1
recreation	1
real	1
adults.	1
powers	1
institute	1
hometown	1
require	1
demolition	1
limits.	1
footprint	1
feel.	1

sustainability	1
transitions	1
loses	1
small-town	1
rural	1
move.	1
fast-	1
helping	1
pains	1
poverty	1
date	1
wages	1
teachers.	1
challenging	1
number	1
longer	1
skyrocketing.	1
Governmental	1
maturity	1
professionalism.	1
rid	1
service	1
director	1

supervisor	1
Dora	1
ain't	1
trouble	1
crap.	1
many?	1
interested	1
mentioned	1
cliental	1
stay	1
operating.	1
yards	1
condemned.	1
discrimination	1
bullying	1
Farmiland	1
Expansion	1
suburbs	1
force	1
cities	1
lose	1
revenue.	1
continues	1

bad	1
"joints"	1
crappy	1
maintained	1
buildings	1
employment	1
revitalization.	1
Cat	1
control.	1
publications	1
events.	1
shoppers.	1
beautiful	1
Decaying	1
generally	1
rt	1
east.	1
approaches	1
attractive	1
increases	1
agriculture	1
livestock.	1
Losing	1

urban	1
sprawl	1
catering	1
continuing	1
(mayor	1
satanic	1
"assistant"	1
Eve)	1
(Cooper	1
couple	1
others)	1
Severely	1
drinking	1
minimal	1
Controlling	1
explosive	1
bet	1
large	1
chains.	1
elderly.	1
daily	1
newspaper.	1
Social	1

media	1
tainted	1
radical	1
views.	1
Commitment	1
mind	1
Climate	1
violence	1
worry.	1
shopping	1
council	1
anxious	1
quickly	1
accomodate	1
heads	1
qualified	1
stagnant	1
agricultural	1
suburban	1
Springfield.	1
constantly	1
drive	1
doctor	1

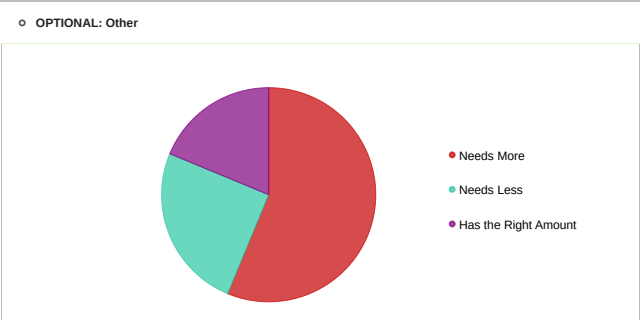
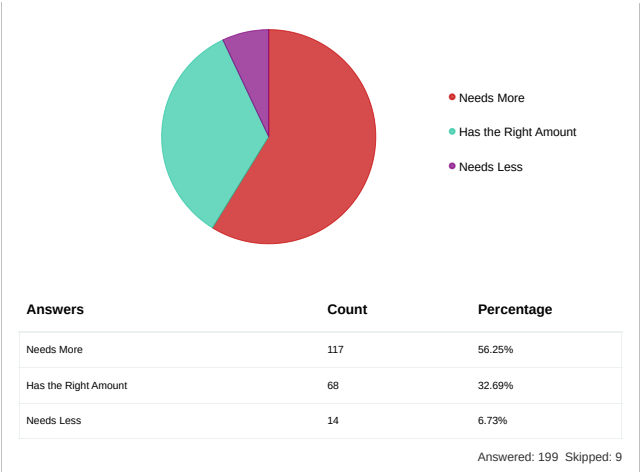
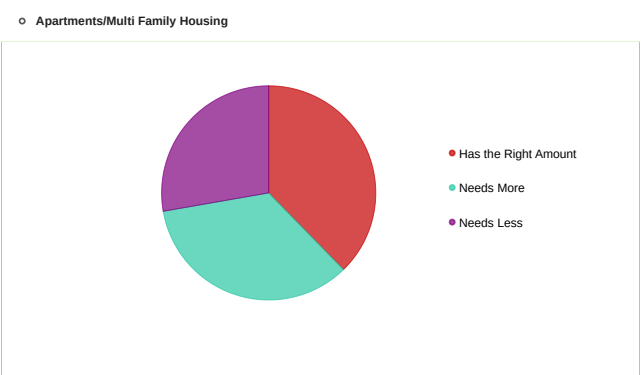
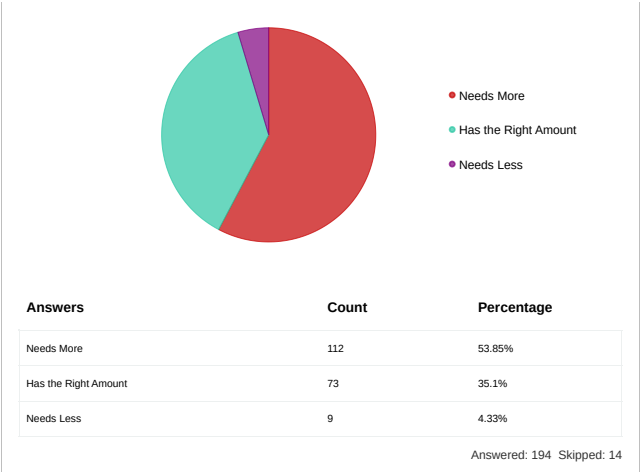
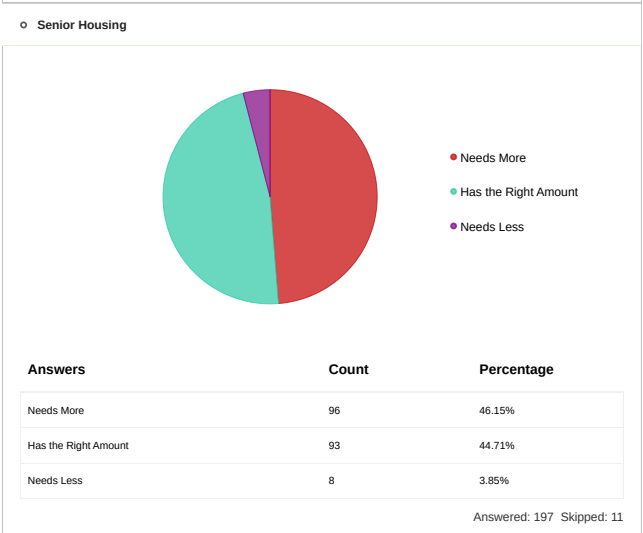
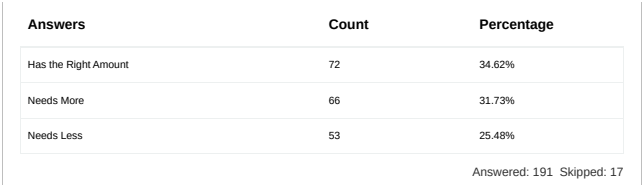
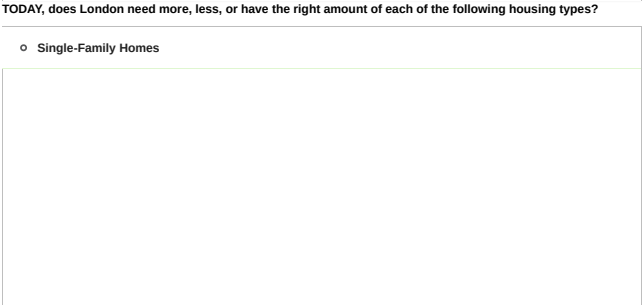
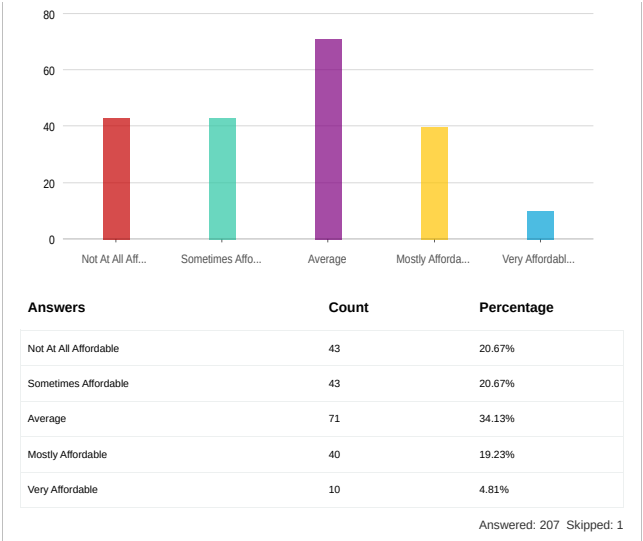
dentist	1
shopping.	1
Budgeting	1
problem	1
peoples	1
behaviors	1
control	1
impacting	1
revival.	1
diversity	1
wastewater	1
roadway	1
budget	1
continue	1
younger	1
generations	1
succeed.	1
Apprehension	1
officials.	1
everyone.	1
reasonable.	1
listening	1
words	1

matter	1
happen	1
not.	1
pole	1
barn	1
basketball	1
nets.	1
Mr.	1
Closser	1
focusing	1
emergency	1
council.	1
"Good	1
Ole	1
Boys"	1
retirement	1
comprehensive	1
plan.	1
us???	1
it??	1
1.Not	1
massive	1
2.Overcrowding	1

buildings.	1
hospital	1
4.	1
stress/calls	1
EMT's.	1
politicians.	1
fact	1
"pass	1
through"	1
route/town	1
semi/trucks	1
only.	1
NIMBYism	1
ahead	1
growth/development;	1
'all	1
development"	1
dictate	1
Exacerbated	1
inequities	1
instability	1

Answered: 207 Skipped: 1

Do you feel the housing options available in London are affordable to you? •



Answers	Count	Percentage
Needs More	9	4.33%
Needs Less	4	1.92%
Has the Right Amount	3	1.44%

Answered: 16 Skipped: 192

Other: *

The word cloud requires at least 20 answers to show.

Word	Count
TEST	5
housing	4
Affordable	3
Homeless	3
People	2
income	2
apartments	2
bring	2
run	1
town	1
fit	1
charge	1
housing.	1
tiny	1

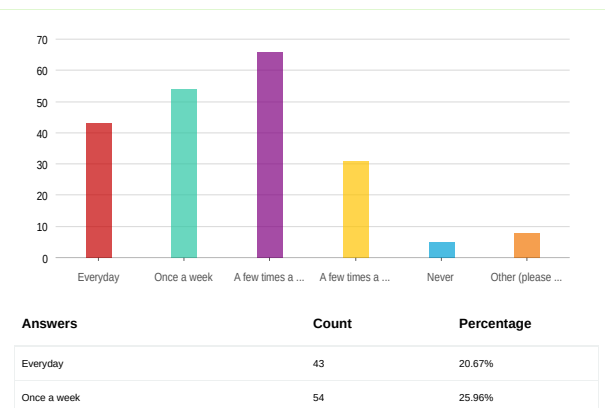
house	1
community	1
Temporary	1
Tax	1
break	1
elderly	1
home	1
owners	1
Slow	1
growing	1
broken	1
fixed.	1
NA	1
London	1
ADU's	1
multigenerational	1
opportunities.	1
low	1
individuals	1
work	1
make	1
decent	1
money	1

can't	1
afford	1
apartment	1
qualify	1
based.	1
government	1
properties	1
riffraff.	1
developments	1
city	1
low-income	1
liberal	1
trash	1
shelters	1
needed	1
desperately	1
shelter.	1
Group	1
homes	1
adolescents	1
Condos	1
Accessible	1
design	1

units	1
anyone.	1
disabilities	1
age	1
related	1
limitations	1
benefit	1
universal	1
design.	1

Answered: 16 Skipped: 192

How often do you spend time in downtown London? *



A few times a month	66	31.73%
A few times a year	31	14.9%
Never	5	2.4%
Other (please specify)	8	3.85%

Answered: 207 Skipped: 1

Other: *

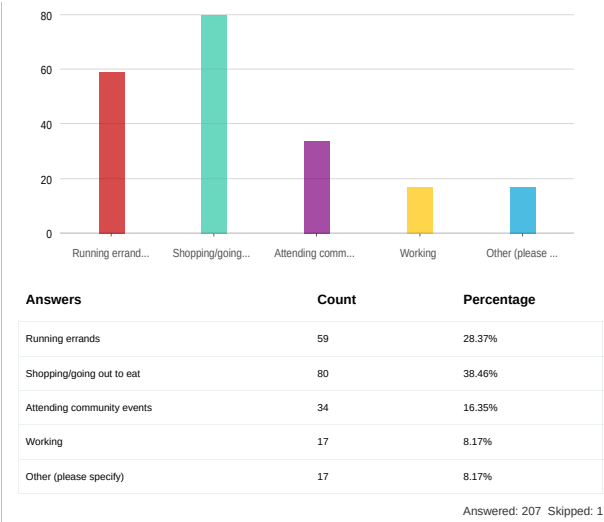
The word cloud requires at least 20 answers to show.

Word	Count
TEST	5
times	2
week	2
events	2
spend	2
money	2
needed	1
shops	1
open	1
work.	1
Hilliard	1
vibes.	1
Weekend	1
such.	1

family	1
friendly	1
stay	1
hangout	1
stop	1
shop	1
leave	1
rarely	1
hard	1
earned	1
London	1
mayor	1
began	1
double	1
taxing	1
residents.	1
walk	1
live	1
event	1
elsewhere.	1

Answered: 8 Skipped: 200

When you visit downtown London, what are you typically doing? *



Other: *

The word cloud requires at least 20 answers to show.

Word	Count
TEST	5
there.	2
driving	2
5	1

attend	1
countless	1
community	1
events	1
daughter	1
plays	1
tbball	1
DiamondZ	1
Taking	1
walks	1
Post	1
Office	1
Dwyers	1
Passing	1
London	1
library	1
Living	1
live	1
thing	1
find	1
afford	1
single	1
mom.the	1

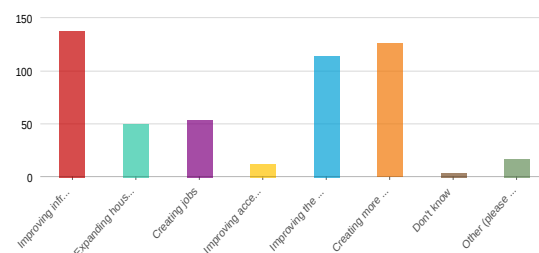


economy	1
grown	1
multiple	1
things	1
adjusted	1
change.	1
town	1
Downtown	1
updates.	1
Throw	1
guys	1
chipotle	1
bibibop	1
canes	1
piada	1
Make	1
main	1
street	1
stop	1
shop	1
that's	1
open	1
fun	1

semis	1
Attending	1
meetings.	1
working	1
services	1
hairdresser	1
lawyers	1
doctors	1
courthouse	1

Answered: 17 Skipped: 191

Of the following, which would you focus on most to improve quality of life in London? *



Answers	Count	Percentage
Improving infrastructure	138	66.35%
Expanding housing choices	50	24.04%

Creating jobs	54	25.96%
Improving access to job training or continuing education	13	6.25%
Improving the downtown area	114	54.81%
Creating more recreation/entertainment	126	60.58%
Don't know	4	1.92%
Other (please specify)	17	8.17%

Answered: 207 Skipped: 1

Other: *

The word cloud requires at least 20 answers to show.

Word	Count
TEST	5
Downtown	4
schools	3
stores	3
restaurants	3
walk	2
transportation	2
homes	2
options	2
tax	2
preservation	2
YMCA	1

indoor	1
pool.	1
Powell	1
kids	1
safe	1
space	1
afterschool	1
activities	1
parents	1
retail	1
medical	1
care	1
choice	1
paying	1
jobs	1
pays	1
economy	1
rising also	1
love	1
improvements we	1
housing	1
choices	1
apartments	1

Putting	1
resources	1
current	1
maintain	1
privacy	1
(trees	1
fences	1
etc)	1
Planet	1
fitness	1
&	1
Tim	1
Hortons	1
festivals!	1
good.	1
Loves	1
Kohls	1
awesome.	1
couple	1
restaurant	1
fast	1
food.	1
Butcher	1

Block	1
count	1
average	1
person	1
afford	1
it.	1
sidewalks	1
educating	1
walker's	1
facing	1
traffic	1
walking	1
street.	1
lowering	1
taxes	1
levies	1
Larger	1
brand	1
big	1
box	1
Keeping	1
woke	1
ideology	1

illegal	1
aliens	1
crowd	1
living	1
overwhelming	1
improving	1
Public	1
safety	1
Give	1
credit	1
city	1
paid	1
Expanded	1
areas	1
historic	1
updated	1
guidelines	1
addressing	1
inequalities	1
southside	1
enhanced	1
alternate	1
(sidewalk	1

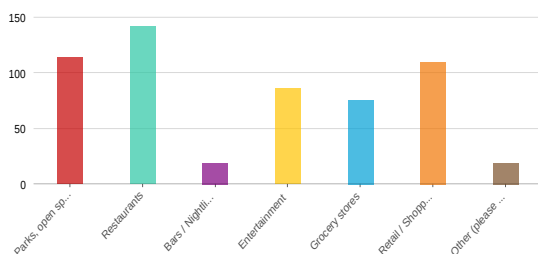
network	1
trails	1
bike	1
infrastructure	1
etc.)	1
wayfinding	1
(i.e.	1
parking)	1
London	1
lot	1
offer	1
good	1
improvement	1
addition	1
newer	1
business	1
main	1
done.	1
Adding	1
crooked	1
brewery	1
style	1
place	1



great	1
start	1
cater	1
younger	1
community,	1
Cleaning	1
town	1
trashy	1

Answered: 17 Skipped: 191

What amenities would you like to see more of in London? *



Answers	Count	Percentage
Parks, open space, and recreation facilities	114	54.81%
Restaurants	142	68.27%
Bars / Nightlife	19	9.13%

Entertainment	86	41.35%
Grocery stores	76	36.54%
Retail / Shopping	110	52.88%
Other (please specify)	19	9.13%

Answered: 207 Skipped: 1

Other: *

The word cloud requires at least 20 answers to show.

Word	Count
TEST	5
courts	3
fix	2
main	2
parks	2
salons	2
shops	2
Pool	2
Center	2
Community	2
good	2
things	2
YMCA	1
broken	1

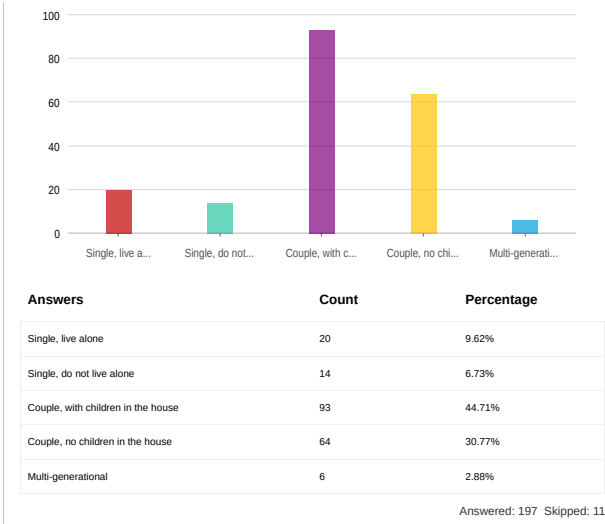
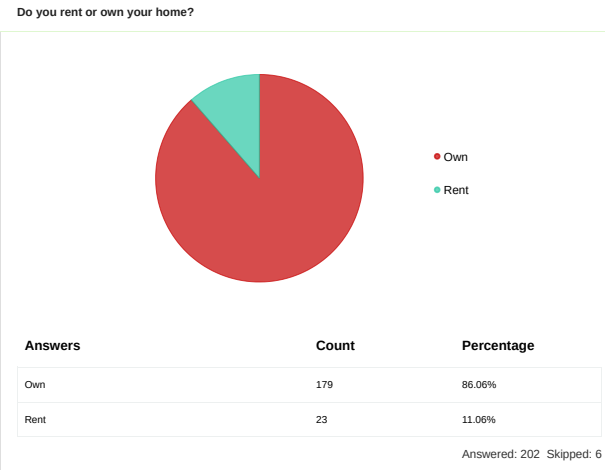
fixed	1
else.	1
Sidewalks	1
suck	1
city	1
theirs.	1
walk	1
town	1
safely	1
Whatburger	1
desperately	1
YMCA.	1
Tim	1
Hortons	1
&	1
planet	1
fitness	1
Target	1
abandoned	1
house	1
Street	1
that's	1
eye	1

sore	1
flipped	1
nice.	1
Craft	1
brewery	1
patio	1
seating	1
splash	1
pad	1
Pickleball	1
hair	1
nail	1
bars	1
smoke	1
pizza	1
places	1
N/a	1
opportunity	1
kids	1
do the	1
entertainment	1
bowling	1
mom	1

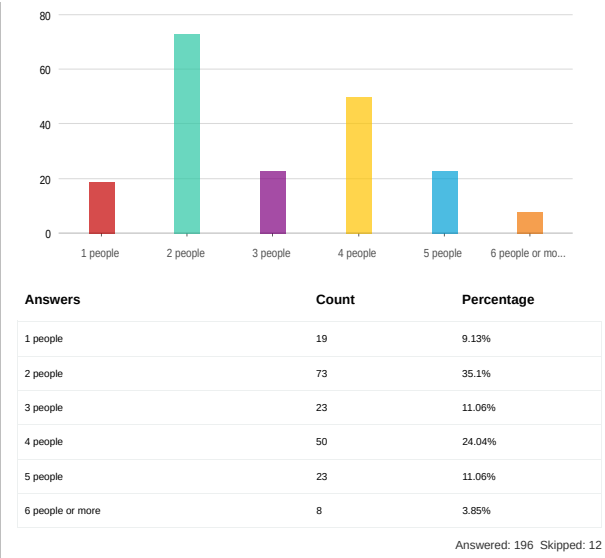
pop	1
butcher	1
non-franchise	1
establishments	1
Indoor	1
pool/community	1
events	1
youth.	1
Basketball	1
tennis	1
skate	1
park	1
!!	1
metal	1
isn't	1
wheels	1
big	1
crack	1
safety	1
hazard.	1
bad	1
variety	1
now.	1

people	1
exist	1
London	1
coming.	1
communication	1
great.	1

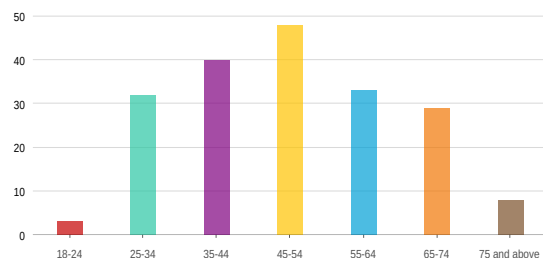
Answered: 19 Skipped: 189



What is the size of your household?



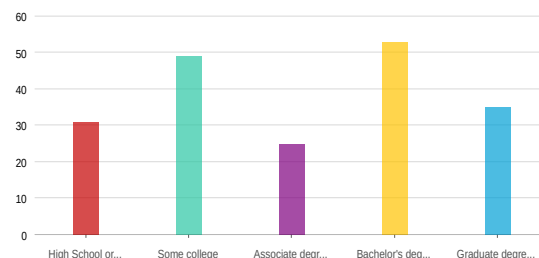
What is your age?



Answers	Count	Percentage
18-24	3	1.44%
25-34	32	15.38%
35-44	40	19.23%
45-54	48	23.08%
55-64	33	15.87%
65-74	29	13.94%
75 and above	8	3.85%

Answered: 193 Skipped: 15

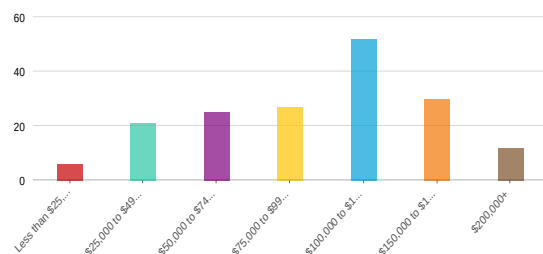
What is your highest level of education?



Answers	Count	Percentage
High School or equivalent	31	14.9%
Some college	49	23.56%
Associate degree	25	12.02%
Bachelor's degree	53	25.48%
Graduate degree or higher	35	16.83%

Answered: 193 Skipped: 15

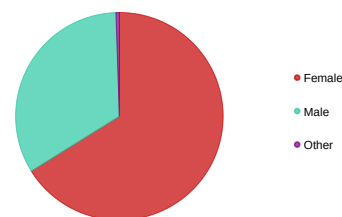
What is your household income?



Answers	Count	Percentage
Less than \$25,000	6	2.88%
\$25,000 to \$49,999	21	10.1%
\$50,000 to \$74,999	25	12.02%
\$75,000 to \$99,999	27	12.98%
\$100,000 to \$149,999	52	25%
\$150,000 to \$199,999	30	14.42%
\$200,000+	12	5.77%

Answered: 173 Skipped: 35

How would you describe yourself?



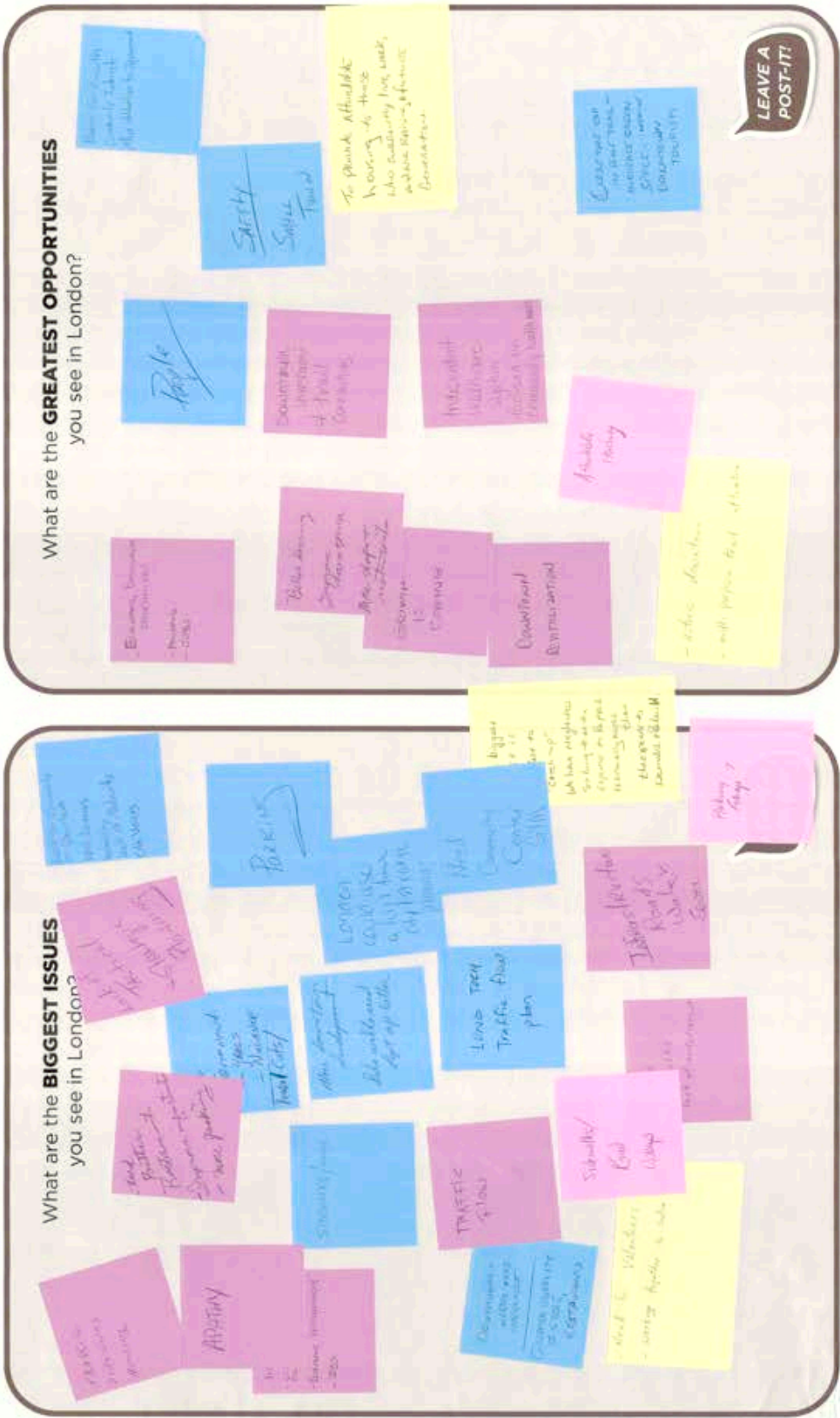
Answers	Count	Percentage
Female	125	60.1%
Male	63	30.29%
Other	1	0.48%

Answered: 189 Skipped: 19

OPEN HOUSE #1 RESULTS

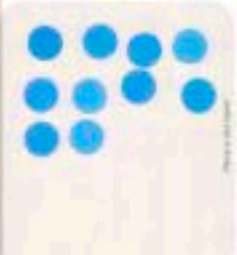
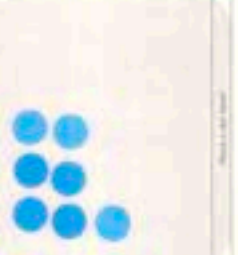
Tell us what you think about your community TODAY!

Leave us your thoughts on a post-it note below!



Which of the following **community elements** are most important to focus on in the coming years?

Of the following elements, pick the top three which are the highest priority to you.

DINING / ENTERTAINMENT  	SHOPPING / RETAIL  	INFRASTRUCTURE IMPROVEMENTS (WATER, SEWER, ROADWAYS, ETC.)  
HOUSING OPTIONS  	PARKS AND GREENSPACE  	Something else in mind? Leave a comment here!  LEAVE A POST-IT!
TRAILS AND SIDEWALKS  	PERSONAL SERVICES (BANKS, GROCERY, PHARMACY ETC.)  	



Preserve - Enhance - Transform



Place a **GREEN** dot on areas you want to **PRESERVE**

These are the areas of London you like and want to maintain.



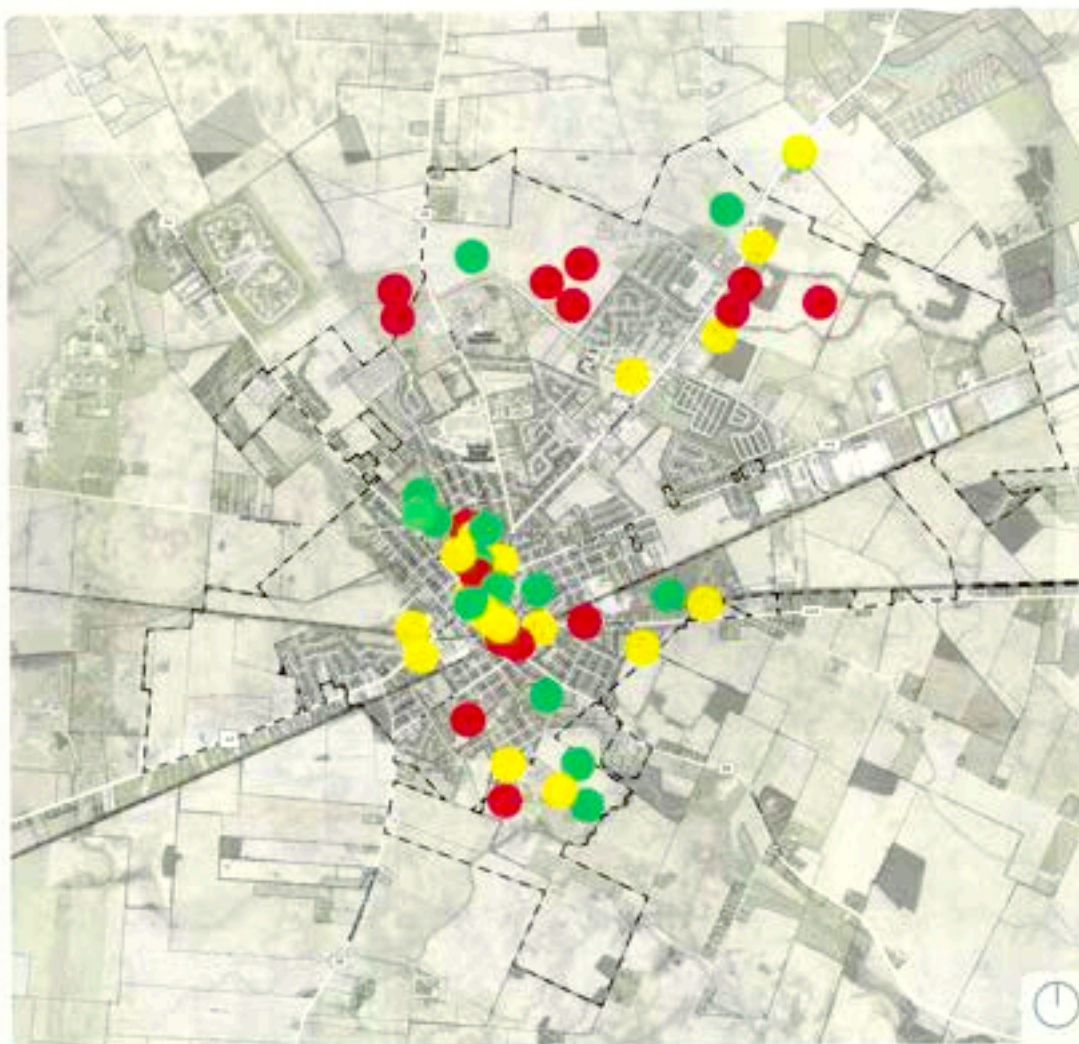
Place a **YELLOW** dot on areas you want to **ENHANCE**

These are areas that need some attention but have potential.



Place a **RED** dot on areas you want to **TRANSFORM**

These are areas you don't like and think should be reenvisioned and redeveloped.



Tell us more! Leave a post-it that explains what you want to preserve or enhance, or why you want to transform an area of London.



OPEN HOUSE #2 RESULTS

CITY OF LONDON 2025 COMPREHENSIVE PLAN



To create a vision for the future of London that allows the community to thrive, **we need your perspective and knowledge**. Please provide your feedback below!

1. What is your vision for the future of London?

SUGGESTION - ONCE THE POLICE DEPARTMENT MOVES, CONVERT THE POLICE PARKING LOT TO PUBLIC PARKING

2. Do you feel the work presented today reflects the community and the future of London?

CITY OF LONDON 2025 COMPREHENSIVE PLAN



To create a vision for the future of London that allows the community to thrive, **we need your perspective and knowledge**. Please provide your feedback below!

1. What is your vision for the future of London?

Managed Growth w/ a balance between Industrial and Residential. We need to move away from the bedroom community that we have been. We have too few job opportunities for the residents to be able to remain in town for work & Needs.

2. Do you feel the work presented today reflects the community and the future of London?

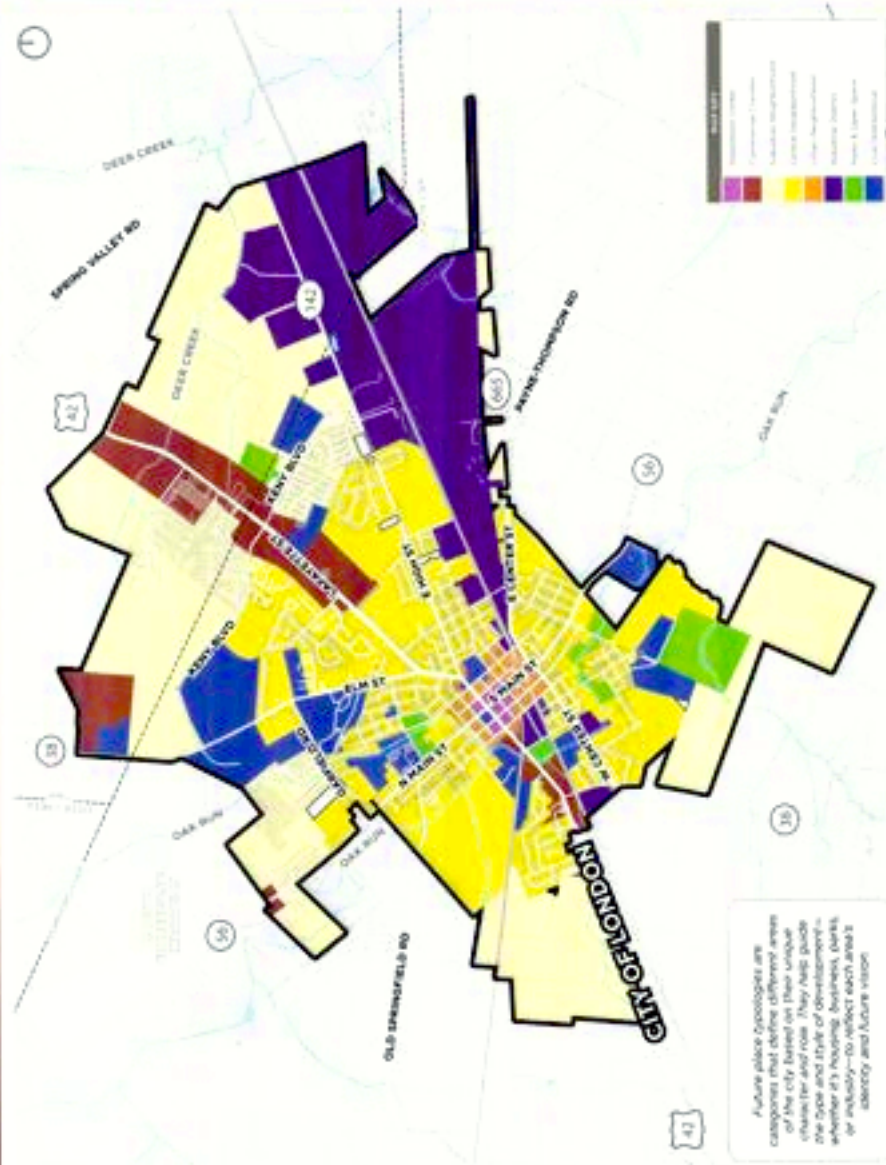
I need to digest the information to be able to answer.

FUTURE PLACE TYPOLOGIES : Map & Descriptions

The Future Place Typologies Map illustrates the City of London's long-term land use vision. We want your input on the suggested future place typologies and their placement within the city! Look at the map below and the descriptions provided.

FUTURE PLACE TYPOLOGIES DESCRIPTIONS

DOWNTOWN CENTER London's historic and cultural core is a vibrant, walkable neighborhood with a mix of historic and modern-day residential, commercial, and public amenities. Development Types: Mixed-use residential and commercial, civic and institutional buildings, cultural spaces, plazas, and urban development.	URBAN NEIGHBORHOOD A walkable, higher-density urban area focused on mixed-use residential and commercial amenities that complement the historic character of the city. Development Types: Attached and detached single-family homes, townhomes, apartments, townhomes, accessory dwelling units, and small-scale commercial.	CENTRAL NEIGHBORHOOD A transitional area featuring medium-density residential uses and some light neighborhood commercial nodes, which serve as a buffer between suburban and urban neighborhoods. Development Types: Attached and detached single-family homes, townhomes, ranches, small apartment buildings, parks, open space, and neighborhood commercial.	SUBURBAN NEIGHBORHOOD A residential area with low to medium-density, focused on walkability, connectivity, and neighborhood character. Development Types: Attached and detached single-family homes, townhomes, ranches, small apartment buildings, parks, open space, and neighborhood commercial.	COMMERCIAL CORRIDOR A mixed-use commercial corridor providing retail, office, and mixed-use residential development that contributes to the city's economic vitality. Development Types: Retail and commercial centers, offices, mixed-use residential, and neighborhood commercial.	INDUSTRIAL DISTRICT An area characterized by industrial and employment-focused development such as manufacturing, logistics, warehousing, and research and development. Development Types: Warehousing, light manufacturing, flex space, business parks, and workforce housing facilities.	PARKS & OPEN SPACE Areas featuring parks and open spaces designed for recreation, community, and connectivity. Development Types: Community parks, trails, greenways, natural areas, dogparks, and sports facilities.	CIVIC & INSTITUTIONAL Key community-serving areas that support education, public services, and cultural identity. Development Types: Schools, government buildings, libraries, churches, courthouses, emergency services, and community centers.
---	---	--	--	---	---	--	---



PLAN GOALS & OBJECTIVES & ACTIONS

The plan framework includes six core goals & associated objectives & actions. Together, these elements aim to reflect the community's priorities and provide a roadmap for achieving London's future. We want to gain your input on these six core goals! Review the following and then provide your input on the right side of the board!

GOAL: A broad, long-term vision that describes the desired outcome or overall aspiration. Goals provide direction and set the foundation for planning efforts.

OBJECTIVE: A specific aspect that helps achieve the larger goal. Objectives break down the goal into focused areas of action that guide decision-making and strategy.

ACTION: A concrete initiative or policy designed to achieve an objective. Actions are the practical steps that bring objectives to life and help accomplish the overall goal.

Do the goals & objectives represent and support the community of London?

What would you add, delete, or change of any goals or objectives?

Place a post-it below with your input!



ECONOMY

Goal: Build a resilient and diverse economy by fostering the establishment and growth of local businesses, attracting a range of industries (light industry, logistics, etc.), and creating sustainable job (e.g., renewable energy, green building, remote work, etc.) opportunities for long-term community prosperity.

Objective: Support Local Businesses and Entrepreneurship

Action: Develop programs (e.g., job creation tax credits, Jobs Ohio grants, micro-loans, property tax abatements, City-wide Community Revitalization Area, etc.), incentives (e.g., Cultivate London Business Center, Madison County Chamber of Commerce, etc.), and resources that empower small businesses, startups, and local entrepreneurs to thrive and expand.

Objective: Attract and Retain a Diverse Range of Industries

Action: Implement strategic placemaking strategies (e.g., Downtown Center, Urban Neighborhood Corridor, etc.), infrastructure improvements (e.g., sidewalks, bike lanes, wayfinding signage, landscaping, etc.), and workforce development initiatives to attract new industries while supporting the growth of existing businesses.

Objective: Enhance Workforce Development and Economic Resilience

Action: Invest in education, job training, and skill-building programs to equip residents with the tools needed to adapt to evolving economic trends and opportunities.

Could a four-year school of local schools be more effective?

Share a note!



DOWNTOWN

Goal: Continue to revitalize the downtown area through redevelopment and public space improvements to create a vibrant, inviting atmosphere that fosters economic growth and strengthens community engagement.

Objective: Stimulate economic growth by redeveloping underutilized and vacant properties within downtown and surrounding neighborhoods.

Action: Establish incentives such as tax abatements, grants, and low-interest loans to attract private investment and promote the adaptive reuse of historic and vacant buildings.

Objective: Enhance the public realm to improve walkability, aesthetics, and social interaction.

Action: Implement streetscape improvements, including sidewalks updates, enhanced landscaping, pedestrian-scale lighting, and public seating to create a more welcoming environment.

Objective: Increase connectivity and accessibility between downtown, nearby neighborhoods, and key destinations.

Action: Develop a comprehensive wayfinding system with signage, maps, and digital resources to help residents and visitors navigate downtown and surrounding areas.

What is the future of downtown?

Share a note!



HOUSING

Goal: Promote a diverse range of attainable housing options and support compact mixed-use development that enhances walkability.

Objective: Encourage sustainable and well-planned development.

Action: Implement zoning regulations that promote compact, walkable, and mixed-use development and encourage non-motorized transportation (e.g., walking, biking, etc.).

Objective: Increase the availability of attainable housing options.

Action: Update zoning codes to reduce the time needed to obtain permit approvals and allow diverse housing types, including (but not limited to) townhomes, and accessory dwelling units (ADUs), within both existing neighborhoods and new development.

Objective: Improve connectivity between housing, public amenities, and transportation networks.

Action: Invest in pedestrian and bicycle friendly infrastructure to improve access between residential areas, parks, schools, and employment centers.

How can we make housing more affordable?

How can we make housing more affordable?

Share a note!

PLAN GOALS & OBJECTIVES & ACTIONS

The plan framework includes six core goals & associated objectives & actions. Together, these elements aim to reflect the community's priorities and provide a roadmap for achieving London's future. We want to gain your input on these six core goals! Review the following and then provide your input on the right side of the board!

GOAL: A broad, long-term vision that describes the desired outcome or overall aspiration. Goals provide direction and set the foundation for planning efforts.

OBJECTIVE: A specific aspect that helps achieve the larger goal. Objectives break down the goal into focused areas of action that guide decision-making and strategy.

ACTION: A concrete initiative or policy designed to achieve an objective. Actions are the practical steps that bring objectives to life and help accomplish the overall goal.

Do the goals & objectives represent and support the community of London?

What would you add, delete, or change of any goals or objectives?

Place a post-it below with your input!



IDENTITY

Goal: Create a cohesive, distinct, and recognizable community character, brand, and identity that reflects the city's unique attributes and fosters a sense of pride and belonging.

Objective: Establish a unified community brand and visual identity.

Action: Develop a comprehensive branding strategy that includes consistent signage, wayfinding, and marketing materials to reflect the community's identity.

Objective: Enhance public spaces to reflect the community's character.

Action: Incorporate public art, landscaping, and design elements that celebrate local culture, history, and natural features.

Objective: Maintain the community's small-town character.

Action: Create and implement zoning code standards that reflect the community scale, form, and intensity of development.



CONNECTIVITY

Goal: Continue to leverage community access to the Ohio-to-Erie Trail and implement other non-motorized connectivity (e.g., refers to the network of sidewalks, trails, bike lanes, and pathways that enable safe and efficient travel) to attract visitors and enhance resident lifestyles.

Objective: Extend bikeways and other non-motorized connections throughout the community.

Action: Expand and improve sidewalks, bike lanes, and crosswalks to ensure safe and accessible routes to the Downtown and Ohio-to-Erie Trail.

Objective: Promote London as a regional destination for trail-based tourism and recreation.

Action: Develop a marketing and branding campaign that highlights London's proximity to the Ohio-to-Erie Trail.

Objective: Enhance services that support trail users and boost the local economy.

Action: Partner with local businesses to provide trail-friendly services such as bike rentals, repair stations, and outdoor dining areas near trail access points.



PARKS & RECREATION

Goal: Create a vibrant, accessible, and connected parks and recreation system that promotes active lifestyles, strengthens community well-being, and enhances the city's natural and recreational assets.

Objective: Improve park facilities, amenities, and recreational opportunities, including the development of a community recreation facility, to meet community needs.

Action: Conduct an inventory of existing parks to assess current conditions and identify improvement needs, categorizing them based on priority and urgency.

Action: Upgrade existing park facilities and develop new amenities such as playgrounds, sports courts, and picnic areas to serve residents of all ages and abilities.

Action: Strategically plan, design, and develop a community recreation facility that meets local demand and provides space for a variety of programs and activities.

Action: Engage the community in facility siting and in identifying the desired types of programs and activities to ensure alignment with public interests.

Objective: Enhance connectivity between parks, trails, and key community destinations.

Action: Develop and expand dedicated bike lanes, bike paths, and multi-purpose trails that provide safe, accessible routes linking parks, trails, neighborhoods, and major community destinations.



FOCUS AREA #1: DOWNTOWN

VISION

The vision for the Downtown Focus Area builds upon ongoing revitalization efforts while celebrating the area's historic character and strengthening its connection to the Roberts Pass Trail. This vision supports planned developments and prioritizes walkability and bikeability by enhancing non-motorized connectivity throughout the downtown core.

Key improvements include the addition of dedicated bike lanes along Main Street, upgraded sidewalks, and the creation of a designated pedestrian corridor through improved streetscape elements. These enhancements will create a safer, more inviting environment for people of all ages and abilities—whether they're walking, biking, shopping, or simply enjoying the downtown atmosphere.

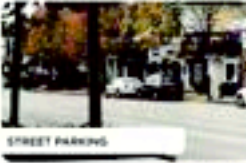
By combining historic recognition with modern mobility upgrades, the Downtown Focus Area will continue to evolve as a vibrant, accessible destination for residents, businesses, and visitors alike.



Programming Examples



SIDEWALK ENHANCEMENTS



STREET PARKING



COMMUNITY CENTER



BIKE LANE ADDITION



BUMPOUTS & CROSSWALKS



WAYFINDING SIGNAGE

Do you agree with the vision for the focus area? If not, what would you suggest instead?



LEAVE A POST-IT

LET'S TALK MAIN STREET PARKING!

As we plan for the future of Main Street, we're taking a closer look at how parking shapes the experience for residents, businesses, and visitors.

Below are four ways Main Street could be transformed by changing the existing angled parking to parallel parking. Which streetscape option do you like most?

Place a dot next to the streetscape option you like most!

OPTION A

Option A includes two lanes of traffic with parallel parking on both sides of the street. It also features bike lanes and buffer zones on either side. This option keeps the current locations of the sidewalk and trees intact, resulting in minimal changes to the existing streetscape and making it the least costly choice of the four.



OPTION B

Option B includes two lanes of traffic with parallel parking on both sides of the street. It also features bike lanes and buffer zones on either side, along with a tree median in the streetscape. This option preserves the existing locations of the sidewalk and trees while enhancing the downtown tree canopy.



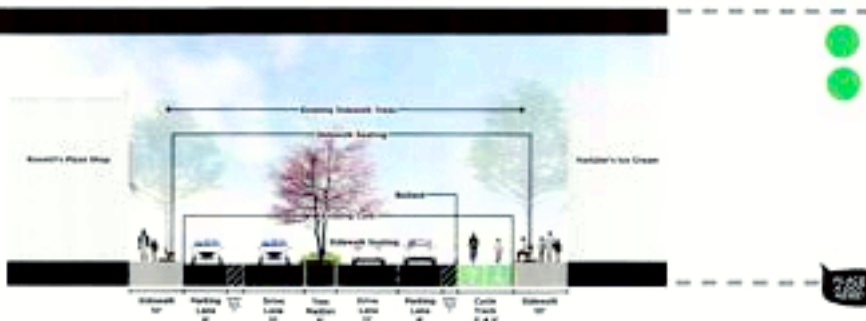
OPTION C

Option C includes two lanes of traffic with parallel parking on both sides of the street. It also features bike lanes, buffer zones, and tree medians on both street sides. This option preserves the existing locations of the sidewalk and trees. This option creates a distinct barrier for pedestrians and cyclists from the street lanes.

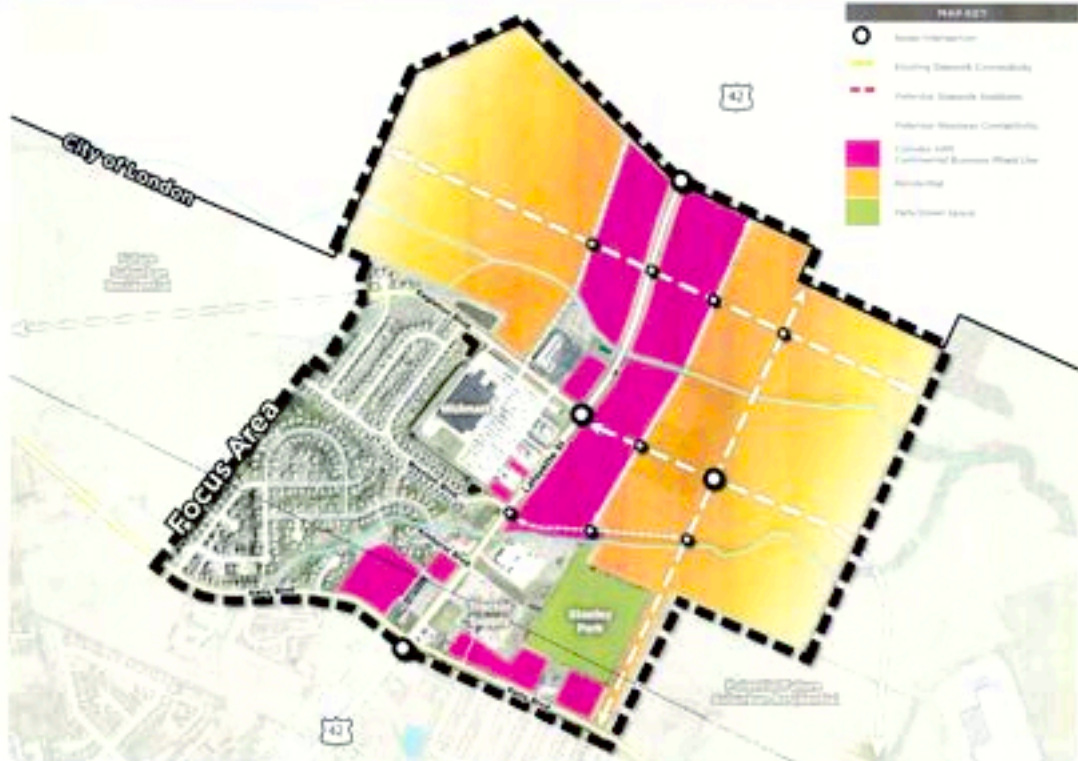


OPTION D

Option D features two lanes of traffic with parallel parking on both sides of the street. It includes a cycle track, providing westbound and eastbound bike lanes, a buffer zone, and a tree median. This option preserves the existing sidewalk and trees, but adds streetscape furniture. This option creates a complete streetscape within the historic downtown.



FOCUS AREA: CORRIDOR 42



LEGEND

- Node Intersection
- Existing Street/Corridor
- Potential Street/Corridor
- Potential Business Corridor
- Potential Mixed-Use Corridor
- Potential Residential Corridor
- Potential Open Space





VISION

The Corridor 42 Focus Area vision is a thriving commercial and mixed-use corridor that seamlessly integrates businesses, housing, and community spaces. A well-connected network of streets and sidewalks enhances mobility, ensuring convenient access to shops, services, and gathering spaces. Beyond the corridor development gradually shifts to lower-density residential neighborhoods, providing a diverse range of housing options while preserving a walkable and connected environment.

Do you agree with the vision for the focus area? If not, what would you suggest instead?

How many more units? 1000 units? 1500 units?





This page was intentionally left blank.

