

Developing the Objective: Next Steps

OBJECTIVE 5.1: Leverage the unique character and recent momentum in Downtown to promote continued development. PRIORITY OBJECTIVE

POTENTIAL PARTNERS

Action 5.1.1: Create a downtown art program with a focus on highlighting local artists

- » Create a downtown art commission to guide art programs and installments in Downtown.
- » Create a mural walk highlighting existing and future murals as a unique community destination activity.
- » Identify locations for new public art and work with local artists to design and install.
- » Collaborate with City of Newark, Newark Development Program, private funders, and Steve Layman to create a Downtown Painting Program to provide unification of buildings in a vibrant and traditional color pallet.

Action 5.1.2: Create a Hanging Flower Program

- » Work with local horticulturists, garden clubs, the Downtown Newark Association, and the Dawes Arboretum to create a planting and maintenance plan with an emphasis on volunteers.
- » Work with the Licking County Soil and Water District to irrigate plants/baskets downtown (which is providing the new streetscaping watering).

Action 5.1.3: Create a “look book” that showcases recently rehabbed Downtown properties and identifies sites that are ready for redevelopment.

- » Marketing effort to showcase Downtown properties – could be tool for potential developers.
- » Work with Local Designers to put together an electronic “flip book” showing the inventory of properties we have that are already developed as well as ones in process.

Action 5.1.4: Implementing parking strategies to promote the availability of parking.

- » Create a parking enforcement program working with the SID to create time limits on parking in certain areas (promote compliance over conviction by issuing warnings to first time offenders)
- » Work with local property owners who have parking capacity to create shared parking for public use.

- Local foundations
- Downtown Newark Association
- Newark Development Partners
- Downtown property owners
- City / County Government
- Licking County Chamber of Commerce
- Dawes Arboretum
- Licking County Soil & Water District
- Heritage Ohio



Urban murals

Art + Marketing

Outdoor art has a way of attracting visitors to a place, even if they have been there before. By incorporating murals and art into the street network of Downtown Newark, the City can reinvigorate the area, freshen older facades, and draw visitors to new areas of the city they may not have otherwise seen. Many successful art programs have tapped into their local art scene to find artists looking to get involved. This creates a strong sense of community buy-in and pride.

VIBRANT DOWNTOWN

ARTS & RECREATION

The Vision: A wide range of recreational and cultural activities and events that bring the community together and attract visitors to Newark. A variety of high-quality public spaces that provide opportunities for community gathering, recreation, and connections to the local landscape.



OVERVIEW

What makes a place unique? What makes a community memorable? How do you create a lasting connection between people and place? Recreation and the arts can have an enormous impact on the character and success of a community. A robust and active art community brings people together, attracts new visitors, and builds a sense of identity for the city.

Layering in new creative spaces that elevate personal and community health and quality of life builds the fabric of a community. These aspects can take many forms such as the historic traditions and character of the community, new placemaking strategies with a focus on arts and culture, and the reimagining of underutilized neighborhood parks into great community gathering areas.

KEY FINDINGS

These findings helped create the framework and were generated from the community survey, best practices, and technical research.

- An increase in youth and young adult activities is necessary to serve these sectors of Newark's population.
- Regularly sponsored free events are valued and well-attended by the greater community.
- Current musical venues lend themselves well for Newark to act as an entertainment destination for the region.
- Several neighborhoods in Newark are underserved by parks, meaning residents are 1/2 mile or more away from any parkland.
- Many neighborhoods underserved by parks are also areas with concentrations of vacant land, providing an opportunity to alleviate neighborhood park shortages.

The Vision:

A wide range of recreational and cultural activities and events that bring the community together and attract visitors to Newark.

Creating the Vision: Objectives & Actions

If the vision is the desired outcome of a particular subject, the objectives and actions are the roadmap on how to produce that outcome. The objectives listed below represent the key steps identified during the planning process through extensive community engagement. Each objective is supported by a series of actions steps that collectively work to achieve the overall

vision. While all the objectives are necessary and important to achieve the vision, one objective has been identified as the Priority Objective. This objective represents the first step in implementing the vision and should serve as a catalyst to create early success, build momentum, and lead to the implementation of subsequent objectives.



OBJECTIVE 6.1: Leverage existing public and private event and community spaces, and local partnerships to create new community events serving residents and attracting visitors.
PRIORITY OBJECTIVE



OBJECTIVE 6.2: Improve marketing for arts and recreation venues and events to help improve and strengthen the City's image. and brand.



OBJECTIVE 6.3: Increase visual arts opportunities.



OBJECTIVE 6.4: Ensure Newark's parks are publicized, well maintained, clean, and safe.



OBJECTIVE 6.5: Promote the development of a diverse range of public spaces with specific emphasis on youth recreation (skate park, BMX, etc.).



OBJECTIVE 6.6: Expand the regional bike path network with new key connections.

The complete list of Arts & Recreation objectives and actions are listed in the Recommendations section of the Appendix.



The Priority Objective:

Leverage existing public and private event and community spaces, and local partnerships to create new community events serving residents and attracting visitors.

HISTORIC ASSETS

Several historic restoration projects have been successfully completed in Newark, preserving the architecture of Newark's past, while providing quality places for the future. Promoting these areas as places for events and community gathering is an important aspect in continuing restoration projects. By utilizing these unique assets as community gathering and event hubs, residents and visitors are able to form a connection to the historic downtown. This connection to place is a crucial step in ensuring the success of current and future events, as well as newly created restaurants and storefront businesses.

Some of the popular places with completed or planned restorations in the downtown include 31 West, the Midland Theatre, Canal Market District, and the Louis Sullivan Building, with more to come. Retaining these hallmarks of the past instills local pride and protects the unique character of downtown from being lost.

PLACEMAKING

The spaces in between buildings and along the street also play an important role in a relevant and successful local economy by extending people's visits and creating an attachment to a city or place. The transformation of any underutilized place such as an empty lot, alley way, or land into a public park, plaza, or artistic installation is referred to as placemaking. The most recent example in Newark is the Canal Market District, which hosts events and draws crowds on a regular basis.

Throughout the planning process, steering committee members and the public expressed a desire for more placemaking strategies with a focus on increased gathering places and recreation opportunities in and around the downtown. Parks and plazas that are interspersed around the downtown core provide support for increased residential uses in the area, where there is limited access to private backyards and the spaces for events

and festivals needed to draw in new visitors. Successful placemaking in the downtown will result in increased residents and visitors and in turn help grow and facilitate the overall revitalization of the downtown.

NEIGHBORHOOD PARKS

Results of the public survey indicated that people in Newark are looking for more parkland, including gardens, wooded areas, and trails. This was closely followed by a desire for more events in new or existing outdoor music venues and amphitheaters, and more connected bike and pedestrian connections in the region.

A strong need for youth-oriented parks and activities was also noted in public input. Generally, small neighborhood parks can sufficiently serve the younger population so long as they are well distributed, in close proximity to family homes, and maintain a certain level of safety through lighting, maintenance, and patrol. Newark

has a significant amount of vacant land in undeserved neighborhoods that could help fill this need by converting to parkland. New parks of this nature increase the quality of life for locals, boost property values in the vicinity, and serve as important gathering spaces for residents and families.

CASE STUDY:

Passageways

Chatanooga, Tennessee

The City of Chattanooga, TN hosted a design competition to transform five of its alleyways into welcoming spaces for the public. Described as "public architecture" the winning artists used various weather-proof materials to enliven what were previously uninviting access roads. Over 1,200 residents and visitors attended the Party in the Passageways showcasing the completed installations. Presented by a collaboration of local organizations, the artistic installations are meant to be on display for 6-12 months and continuously replaced with new and interesting displays (pictured below).



Developing the Objective: Next Steps

OBJECTIVE 6.1: Leverage existing public and private event and community spaces, and local partnerships to create new community events serving residents and attracting visitors.	
	POTENTIAL PARTNERS
Action 6.1.1: Hire a community coordinator to facilitate collaboration across the public and private sectors; facilitating partnerships and marketing for public art and recreation venues and events.	<ul style="list-style-type: none"> • The Midland Theatre • Explore Licking County • The Works • Local businesses and foundations • Licking County • City of Newark • Newark Development Partners • Downtown Newark Association • Licking Memorial Hospital • YMCA • Licking County Park District • Licking County Arts • Cultural Arts Alliance • Licking County Chamber of Commerce • Downtown Newark Special Improvement District, Inc.
Action 6.1.2: Utilize and highlight the unique venues that exist in Newark: Canal Market District, parking garage roof top, new streetscapes around the courthouse, etc.	
Action 6.1.3: Increase partnerships and unique pairings of businesses (i.e. 31 West and Parks & Rec) for events such as an outdoor concert or movie.	
Action 6.1.4: Leverage popular culture to generate interest in our unique spaces (Flea Market Flip, Farmers Market Flip, etc.).	
Action 6.1.5: Encourage local businesses to program around events at The Midland Theatre, The Works, Canal Market District, 31 West, etc. (discounts to draw customers in, offering special hours, creating complimentary programming, etc.).	
Action 6.1.6: Engage community organizations to host or sponsor public events including small and fun activities to create momentum in the community (neighborhood block parties).	



Case Study

Art Place America

At ArtPlace, it is believed that successful creative placemaking projects do four things:

- Define a community based in geography, such as a block, a neighborhood, a city, or a region.
- Articulate a change the group of people living and working in that community would like to see.
- Propose an arts-based intervention to help achieve that change.
- Develop a way to know whether the change occurred.

ArtPlace focuses its work on creative placemaking, which describes projects in which art plays an intentional and integrated role in place-based community planning and development. This brings artists, arts organizations, and artistic activity into the suite of placemaking strategies pioneered by Jane Jacobs and her colleagues, who believed that community development must be locally informed, human-centric, and holistic.

ARTS & RECREATION

QUALITY EDUCATION

The Vision: A strong educational system supported by partnerships between local schools, families, institutions, and organizations.



OVERVIEW

A quality school system is a critical asset to the success of communities. Successful school systems can retain and attract young families; underperforming school systems can translate to difficult resident and business retention.

The City of Newark, with strong public and parochial school systems, Central Ohio Technical College and The Ohio State University at Newark, Career and Technology Education Centers (C-TEC), and Denison University, has the range of educational offerings to promote overall community health and prepare future generations for success in the global economy. As the city continues to grow, it will be critical to maintain and connect community members to current and future education and training opportunities.

KEY FINDINGS

These findings helped create the framework and were generated from the community survey, best practices, and technical research.

- With a university, technical college, a variety of continuing education programs, along with public and private schools, Newark can provide a full spectrum of education for current and future residents.
- Developing partnerships between educational institutions and local employers can help promote and retain businesses in the area.
- A handful of Newark's elementary and middle schools are located in areas with higher than average automobile crashes, posing safety challenges for parents who would like their kids to walk to schools.
- Coordinate workforce training with the needs of local and regional businesses.

The Vision:

A strong educational system supported by partnerships between local schools, families, institutions, and organizations.

Creating the Vision: Objectives & Actions

If the vision is the desired outcome of a particular subject, the objectives and actions are the roadmap on how to produce that outcome. The objectives listed below represent the key steps identified during the planning process through extensive community engagement. Each objective is supported by a series of actions steps that collectively work to achieve the overall vision. While all the

objectives are necessary and important to achieve the vision, one objective has been identified as the Priority Objective. This objective represents the first step in implementing the vision and should serve as a catalyst to create early success, build momentum, and lead to the implementation of subsequent objectives.



OBJECTIVE 7.1: Identify and strengthen career opportunity and requirement guidance at all educational levels in partnership with community, business, and industry leaders.
PRIORITY OBJECTIVE



OBJECTIVE 7.2: Increase communications and promotion of Newark's public school system.



OBJECTIVE 7.3: Ensure student safety through a multifaceted city-wide approach.

The complete list of Art and Recreation objectives and actions are listed in the Recommendation section of the Appendix.



The Priority Objective:

Identify and strengthen career opportunity and requirement guidance at all educational levels in partnership with community, business, and industry leaders.

EDUCATION PARTNERS

There are strong partnerships in place in Newark with Central Ohio Technical College, The Ohio State University at Newark, C-TEC, and Denison University which should be leveraged by local and regional employers. These institutions have a continued commitment to fostering graduates who are prepared for the workforce and the schools emphasize local leaders and local applicants in their programs. It is imperative that local business leaders and employers remain involved in the schools through mentorship programs, adjunct faculty teaching, career fairs, and more to ensure that Newark's young adult population is retained in the area and empowered to lead the next generation.

OHIO STEM LEARNING NETWORK (OSLN)

The OSLN began as a joint venture by Battelle, the Ohio Business Roundtable, and the Bill & Melinda Gates Foundation to create the nation's first statewide network for STEM education in elementary, middle, and high schools.

Several communities in the Columbus region have taken advantage of the support system provided by OSLN to further enhance their local school system with STEM schools.

These schools, whose focus is providing in-depth instruction and hands-on learning lab experiences in the fields of Science, Technology, Engineering, and Math, are committed to training the next generation of scientists and technology leaders.

The goal of this targeted instruction is to generate highly skilled workers, problem solvers, and critical thinkers who will enable the state to create, attract, retain, and grow businesses and industries. By joining this network of educators and industry leaders, the Newark school system could produce more students with proper workforce training for the growing technical economy.

THE WORKS

Situated in Downtown Newark, The Works is a strong community partnership in STEM programming for the community. Serving as a museum and resource center on history, art, and technology, The Works offers a wide array of technical assistance for educators, students, and families. Its STEM-focused summer camp offerings, designed for a range of ages, include training on robotics, computer sciences, and innovative thinking. The annual STEMfest brings in hundreds of youth to compete on projects related to architectural engineering, biofuels, and 3D technology. The center also works to strengthen professional relationships by connecting educators and business leaders in the STEM fields through the annual networking and professional development event "STEM Over Lunch".

Expansion and broadened support of these initiatives, as well as greater leverage of The Works' affiliation with the Smithsonian Institution and other national associations, could elevate Newark's role as a leader in STEM programming and strengthen the economic and social relationship between STEM training and the community at large.

SAFE ROUTES TO SCHOOL

One important and sometimes overlooked aspect of successful school attendance is the availability of transportation and a school's walkability. Safe Routes to School is a national program designed to identify schools and neighborhoods that could benefit from increased safety measures to ensure school children have the option of safely walking to and from school.

Utilizing MORPC crash data from 2012-2016, the areas surrounding Cherry Valley Elementary, John Clem Elementary, and Wilson Middle School were evaluated for safety. Each had areas of mid-level crash densities (map of data analysis provided in the Existing Conditions section of the Appendix). These areas could benefit from funds available through the Safe Routes program for projects such as improved sidewalks and crosswalks or educational programs on road and bicycle safety. These initiatives could positively reinforce the importance of a safe and quality education at every level of Newark's school system.



Developing the Objective: Next Steps

OBJECTIVE 7.1: Identify and strengthen career opportunity and requirement guidance at all educational levels in partnership with community, business, and industry leaders. **PRIORITY OBJECTIVE**

POTENTIAL PARTNERS

Action 7.1.1: Create an education taskforce, involving all of Newark's education providers.	<ul style="list-style-type: none"> • Private and parochial school systems • C-TEC • The Works • Job and Family Services • Licking County Library • Licking County Chamber of Commerce • Central Ohio Technical College • The Ohio State University at Newark • GROW Licking County
Action 7.1.2: Work with the business community and the education community to provide education and training programs to fill immediate gaps, as well as skillsets for future growth industries.	
Action 7.1.3: Bring workforce skill education in line with future county, regional, state, and national growth sectors, and align with GROW Licking County Economic Development Plan.	
Action 7.1.4: Create an education clearing house for job-seekers, employers, and educators.	
Action 7.1.5: Identify current offerings of Newark's educational resources and providers, and determine training and education gaps of current business needs.	
Action 7.1.6: Research best practices and case studies nationally and in the surrounding communities.	
Action 7.1.7: Explore opportunities for mentorship in the community connecting students to community leaders and business.	



Case Study

Student Mentoring Initiatives, Columbus City Schools

An investment of time and wisdom can have a tremendous impact on the lives of young people. Mentorship is critical to success in so many ways. In Newark, a mentorship program could help to connect students to local leaders, career insight, and opportunities within the Newark Community.

In 2015, Columbus City Schools (CCS), with funding from the Educational Service Center of Central Ohio, established the Office of Student Mentoring Initiatives to create quality relationships to assist students in making positive life choices. CCS mentors meet

weekly with their student, assist in developing academic goals and action plans, and share their own experiences.

Mentors encourage and empower students so they are prepared to navigate personal and professional life challenges with confidence and problem-solving skills. Studies show that young people who had mentor relationships are 55% more likely to enroll in college and 130% more likely to hold leadership positions. Local business people are encouraged to be successful mentors simply through commitment, compassion, and good listening skills.

QUALITY EDUCATION

NEWARK

VISION PLAN 2028

PLAN PREPARED BY:



PLAN PREPARED FOR:

