

Development Strategy



Village Green Master Plan

- Project Intent -

This project aims to explore if the redevelopment of Village Green could contribute to creating a more vibrant and thriving downtown Powell.

By the Numbers:



Between October 2024 and August 2025, we facilitated a series of in-person engagement meetings totaling:

27 Engagement Meetings

200 Stakeholder Participants

Business Owners
Property Owners
Council Members
Staff & Residents

658 Community Survey Responses

184 Individual Comments from Powell Fest

60 Olentangy Liberty High School Students

Community Meetings:



- Downtown Property Owner Meetings
- Individual Briefings w/ City Council Members
- Downtown Business Owner Meetings
- Powell Business Gathering Meetings
- Meetings w/ Local Developers
- Visit Powell Meetings
- Community Open House
- Quarterly City Council Updates
- Powell Realtor Association Meetings
- 2025 State of The City
- Olentangy Liberty High School Classrooms
- 2025 Powell Fest

Focus Area Findings:

Community Engagement Efforts gathered input from residents and stakeholders on ways to make downtown Powell more vibrant and economically sustainable, while preserving its small-town charm.

Site Inventory & Analysis Gallery revealed priorities for downtown Powell include preserving its small-town charm, improving public parking, adding amenities to increase vibrancy during the day, and exploring alternative routes to relieve congestion at the four corners.

Housing Market Study indicates that Powell faces an aging but affluent population, limited housing diversity, and constrained rental supply—suggesting a need for more varied housing options, especially missing-middle, senior, and attainable products, to attract younger residents, meet shifting preferences, and sustain economic vibrancy.

Retail Market Study suggests the commercial core is in transition, with Village Green poised to anchor a more vibrant, walkable downtown if supported by coordinated zoning, modernized retail spaces, and stronger connections to surrounding districts.

Existing Utility Assessment verifies that essential utilities are in place for the Village Green site, though future upgrades—particularly to address downstream sanitary sewer capacity constraints—will depend on the type and density of development defined in Phase 2.

Existing Traffic Analysis for the Village Green area shows existing and future congestion challenges along Powell Road/SR-750 and Liberty Road—intensified by the CSX rail crossing—highlighting the need for strategic intersection, signal, and connectivity improvements to support redevelopment through 2050.

CONCEPTUAL

Proforma & Market Study

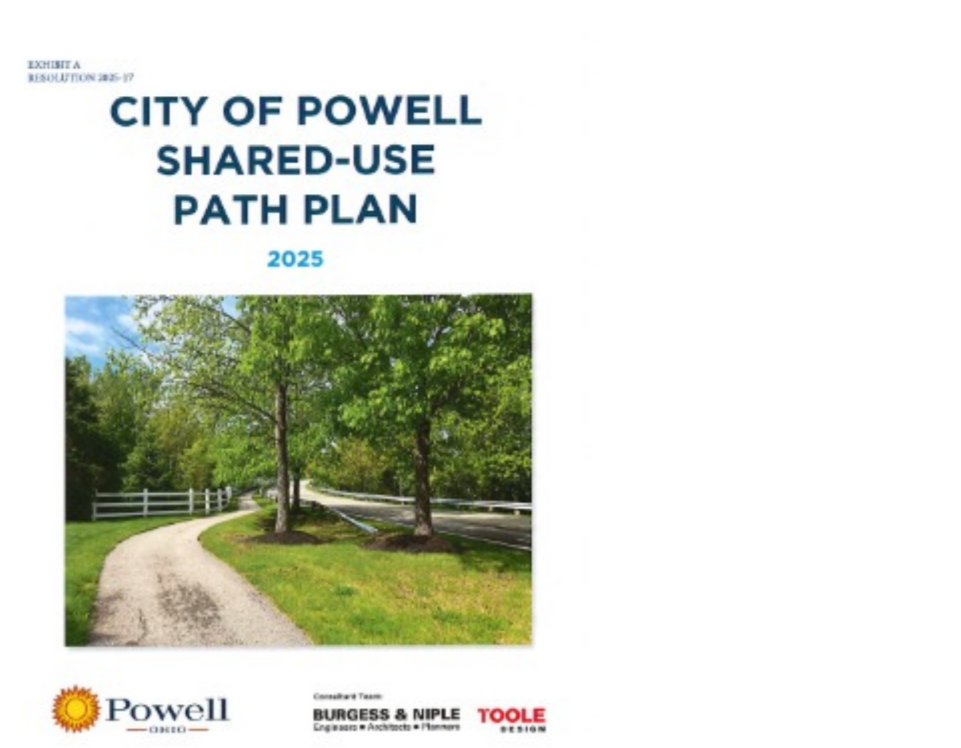
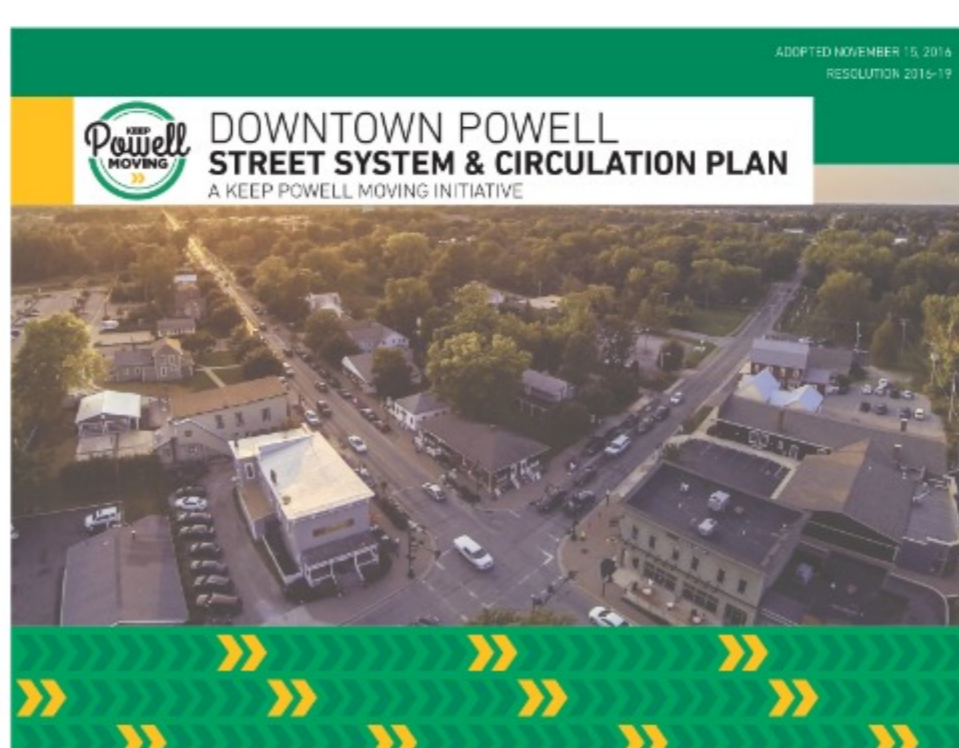
Residential	Office	Retail & Restaurant	Open Space
+/- 180-200 Units of Housing	+/- 200K Square Footage	+/- 70K Square Footage	Parklets & Greenspace
Townhomes & Condominiums	City Hall	Market Hall	Public Square & Plaza Space
Upper-Floor Flats	Leasable Office space	Leasable Retail & Restaurant space	Streetscape & Pedestrian Space
Approx. 190 Parking Space Demand	Approx. 400 Parking Space Demand	Approx. 280 Parking Space Demand	Proximity to Other Parks

Suggested Uses & Amenities

- Restaurants**
 - Fast-casual and healthy
 - Unique / locally owned
 - Family Friendly
 - Variety
 - Brewery, Bagel Shop, Coffee Shop, Ice cream
- Retail**
 - Small independent businesses
 - Boutiques
 - Book Stores
- Entertainment**
 - Pins Mechanical
 - Outdoor musical programming
- Public Space**
 - Community Center/Recreation Center
 - Farmers Market
 - Playground

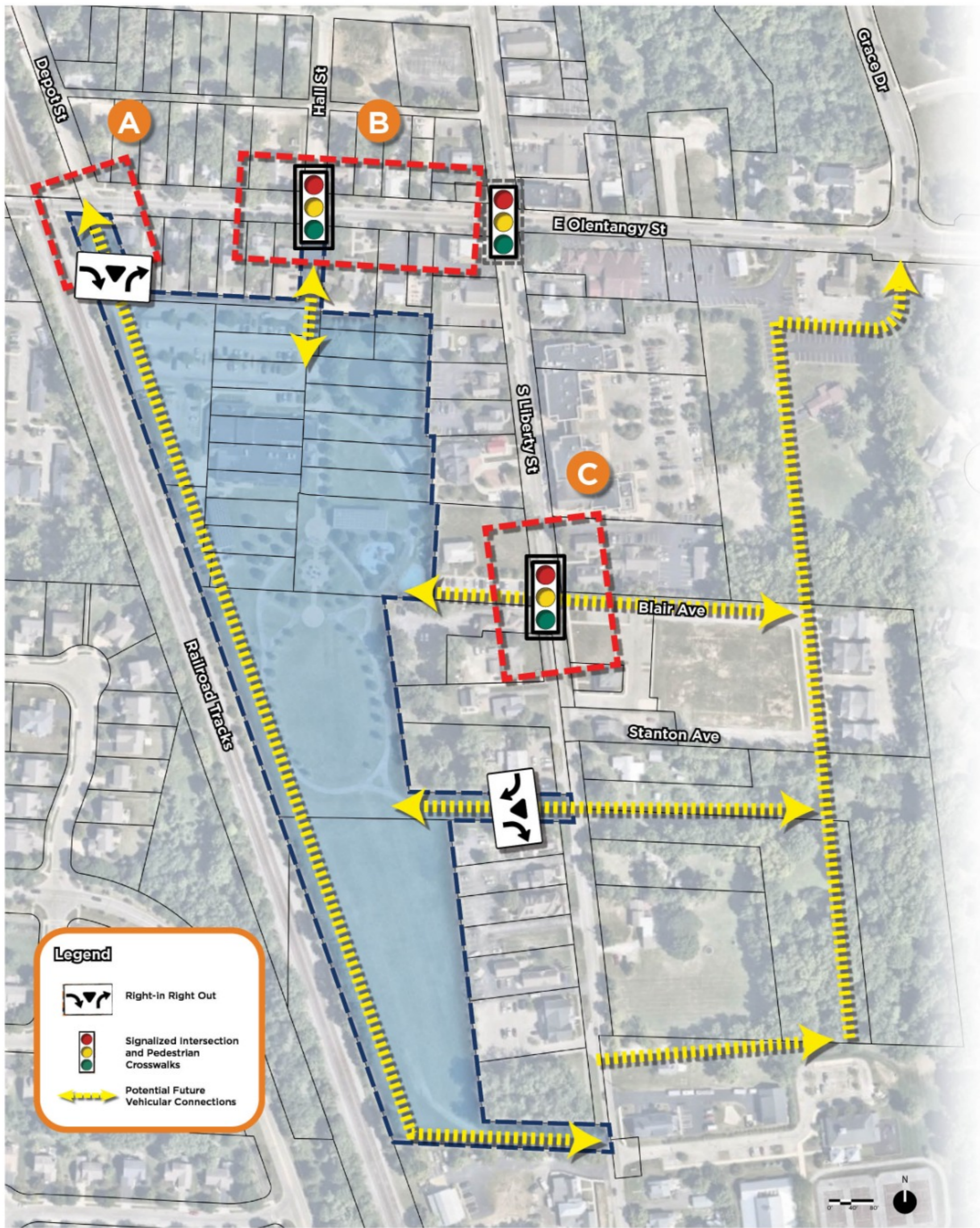
CONCEPTUAL

Efforts to Build Upon



Traffic / Access

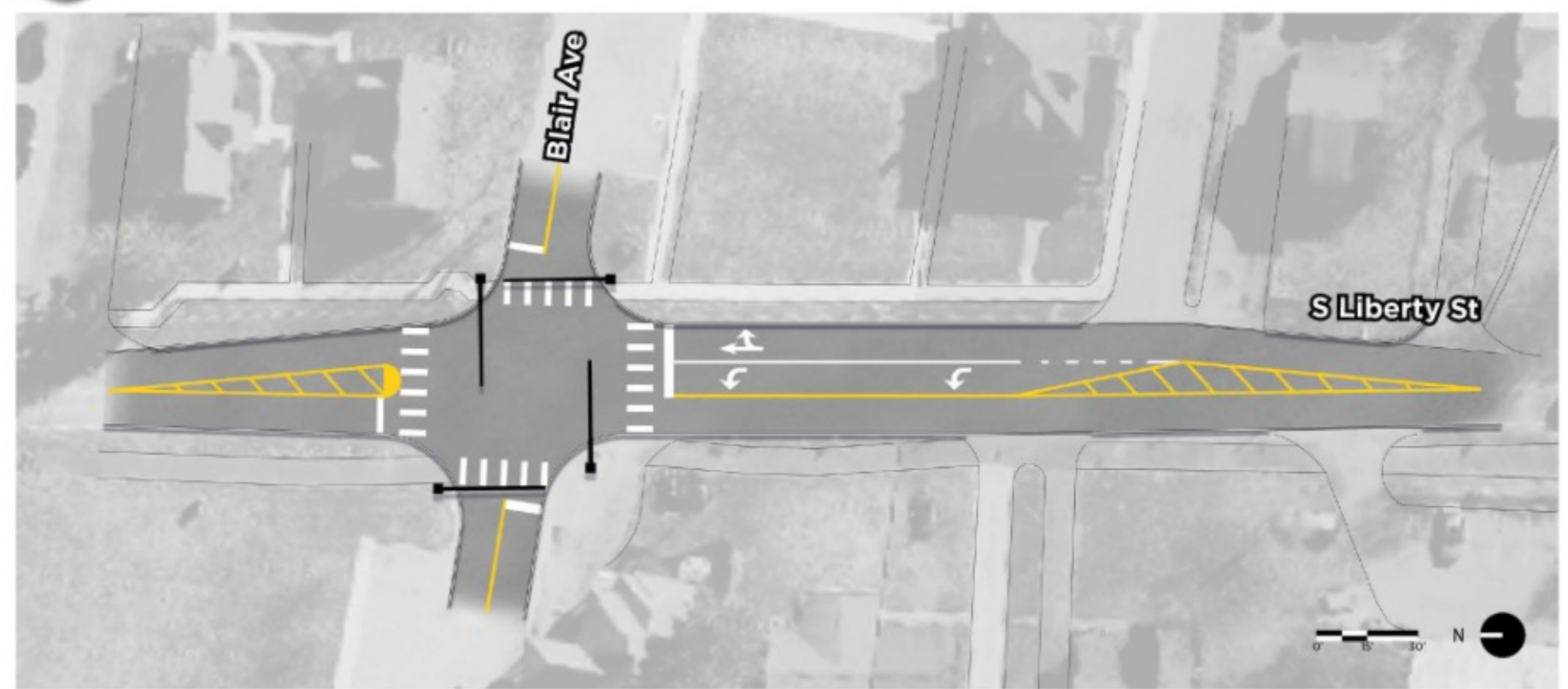
Traffic / Access



A ENLARGEMENT A - DEPOT AND OLENTANGY CONCEPTUAL PLAN



B ENLARGEMENT B - HALL AND OLENTANGY CONCEPTUAL PLAN



C ENLARGEMENT C - BLAIR AND LIBERTY CONCEPTUAL PLAN

CONCEPTUAL TRAFFIC NETWORK PLAN
POWELL VILLAGE GREEN DEVELOPMENT
 City of Powell

NOTE: DETAILED ENGINEERING REQUIRED FOR ALL FUTURE ROAD AND INTERSECTION IMPROVEMENTS.

CONCEPTUAL



ILLUSTRATIVE CONCEPT RENDERING
POWELL VILLAGE GREEN DEVELOPMENT
 City of Powell

NOTE: DETAILED ENGINEERING REQUIRED FOR ALL FUTURE ROAD AND INTERSECTION IMPROVEMENTS.

CONCEPTUAL

Framework Studies

Village Square

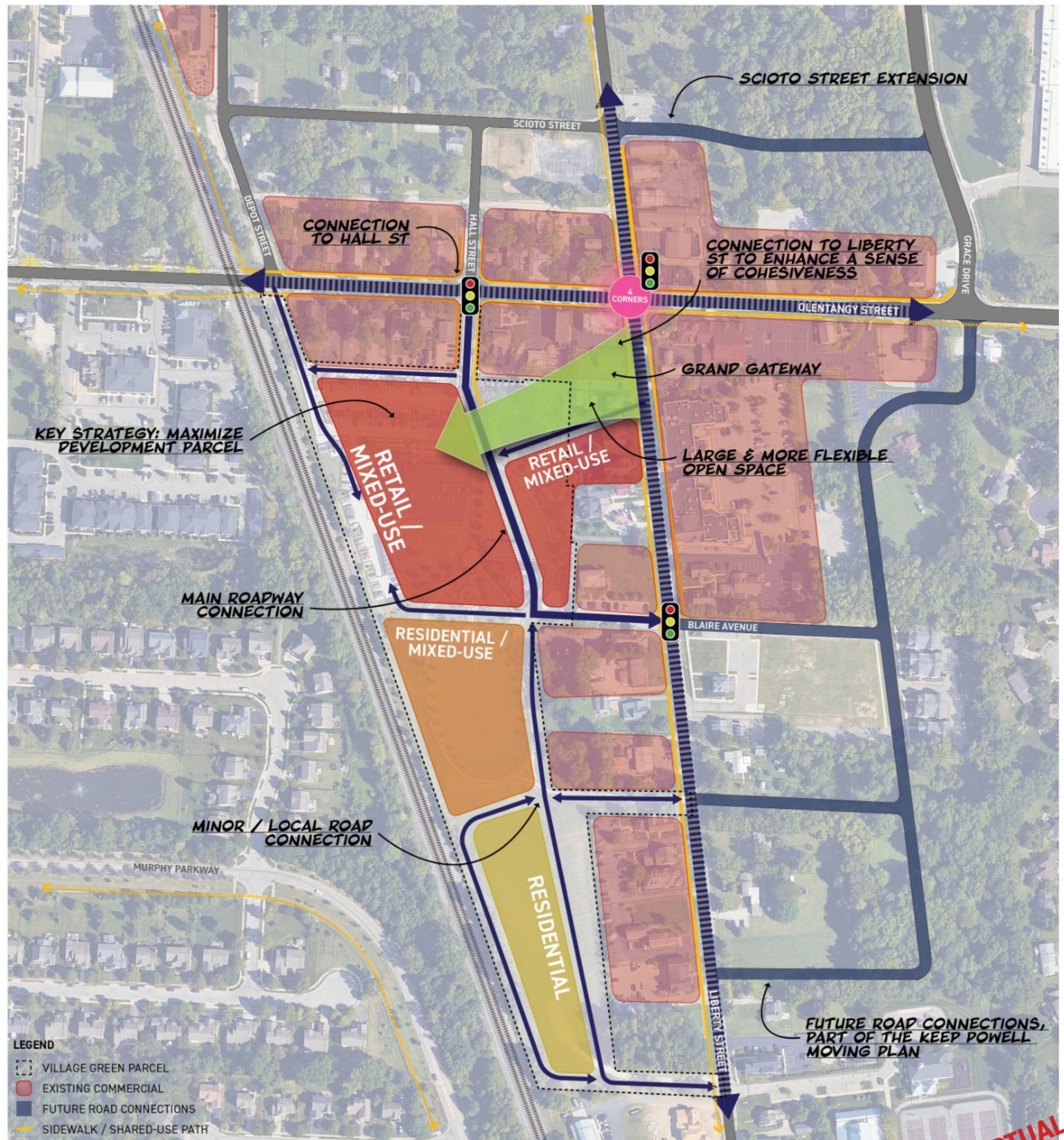
VILLAGE SQUARE OVERVIEW

FRAMEWORK STUDY

This framework plan seeks to create a central public square directly connecting to the heart of Downtown Powell.

Key Objectives:

- Maximize the developable parcel size in the current Village Green boundary.
- Directly connects and welcomes the four corners and the core of Downtown Powell.
- Provides a larger more flexible community gathering space.
- Requires strategic parcel acquisition and partnerships to expand the footprint of a vibrant downtown



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04.20.2026 | FRAMEWORK PLAN REVIEW | VILLAGE GREEN MASTER PLAN

Market Street

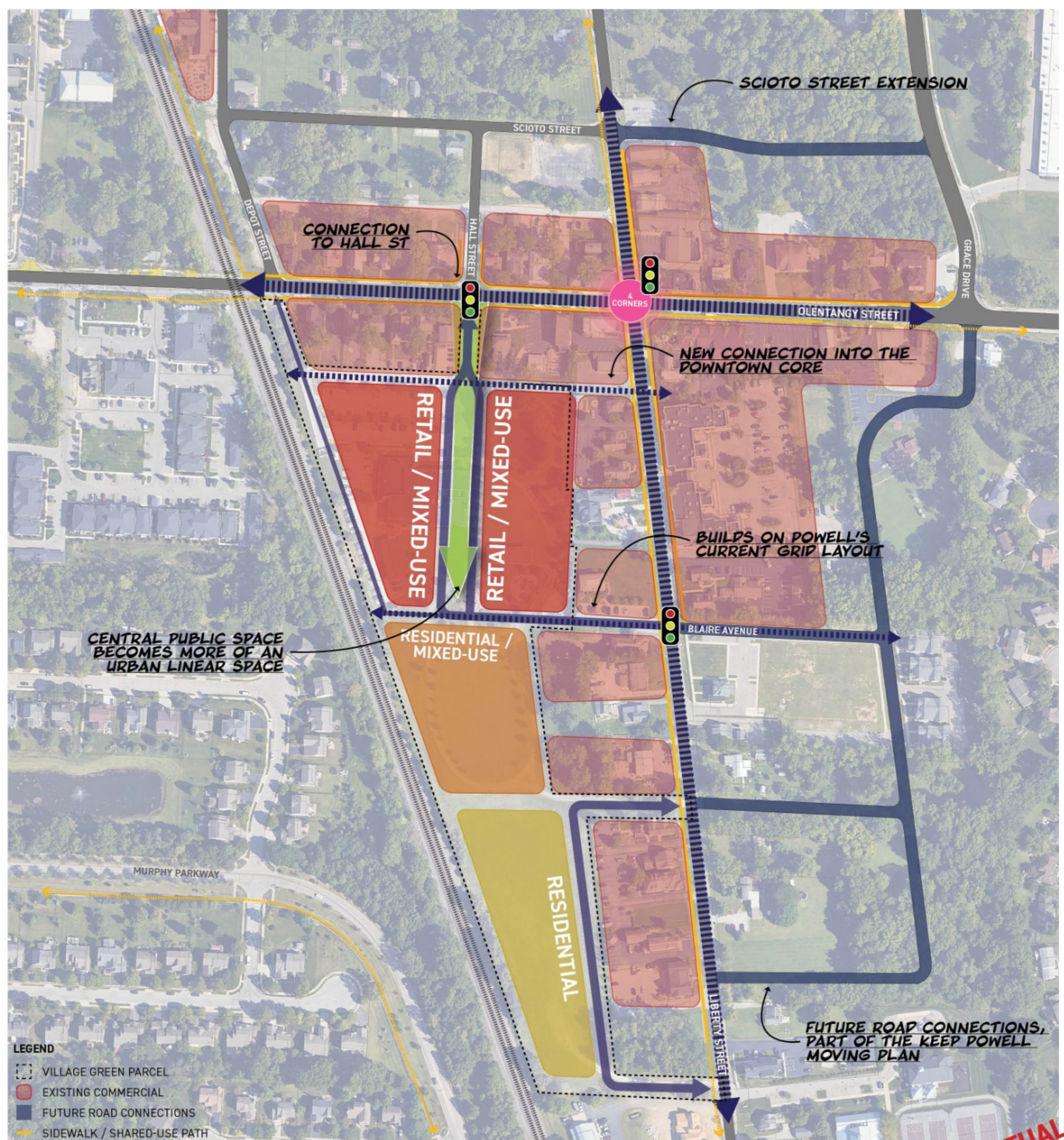
MARKET STREET OVERVIEW

FRAMEWORK STUDY

The objective of the Market Street Framework Study is to create a denser, more linear space framed by retail and entertainment in Powell's Village Green.

Key Objectives:

- Developable parcels hug the community space and Market Street.
- The new space connects to Hall Street and would require a pedestrian connector into Downtown Powell.
- An urban linear design is used to create a highly programmable public space.
- Requires strategic parcel acquisition and partnerships to expand the footprint of a vibrant downtown



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Framework Studies

Village Square

VILLAGE SQUARE OVERVIEW

PROGRAM BUBBLE DIAGRAM



MAYOR VERA CALVIN PLAZA - BURLESON TX

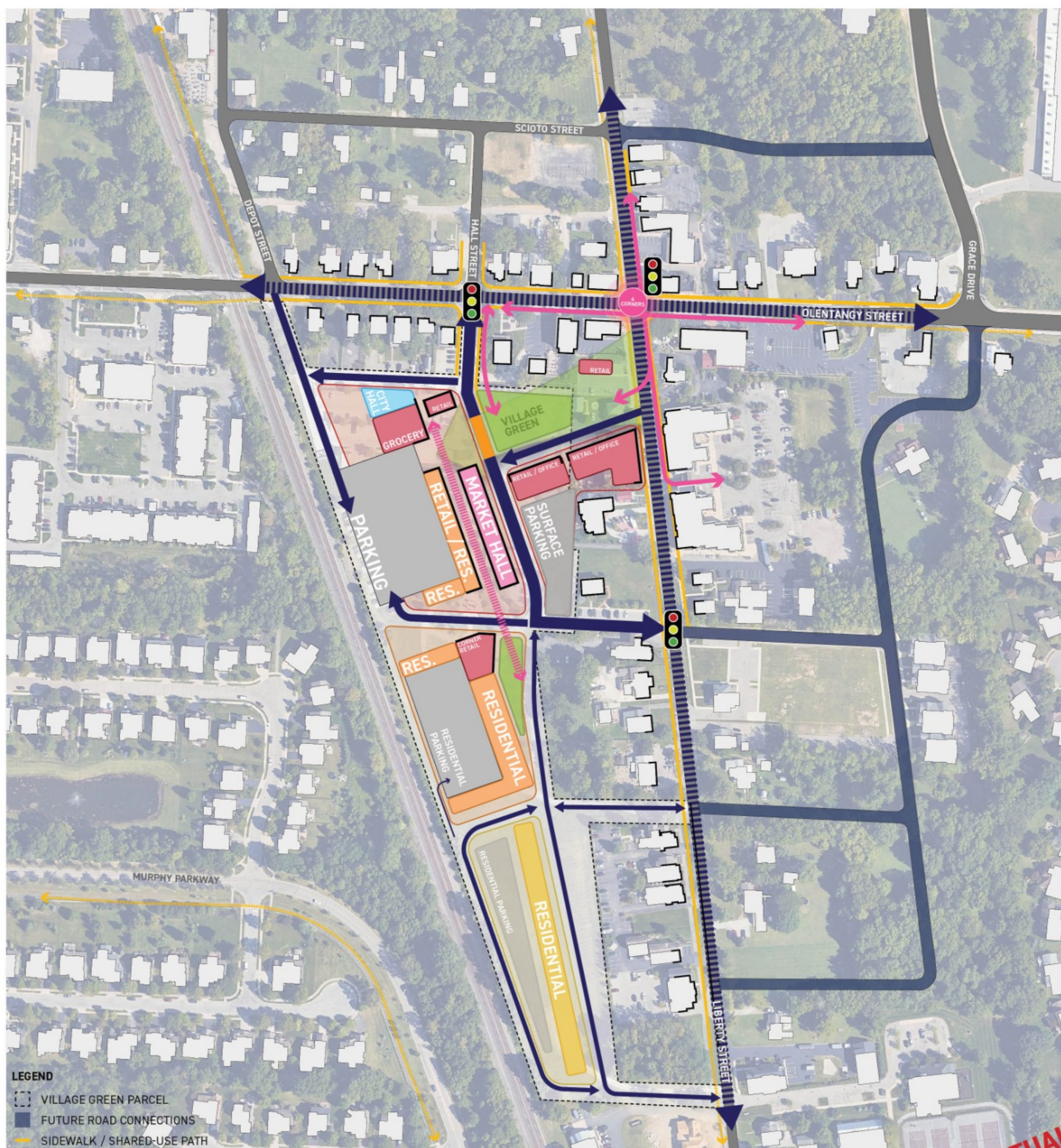


ONE PASEO - SAN DIEGO, CA



MARKET HALL PRECEDENT

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CONCEPTUAL

Market Street

MARKET STREET OVERVIEW

PROGRAM BUBBLE DIAGRAM



SANTANA ROW - SAN JOSE, CA

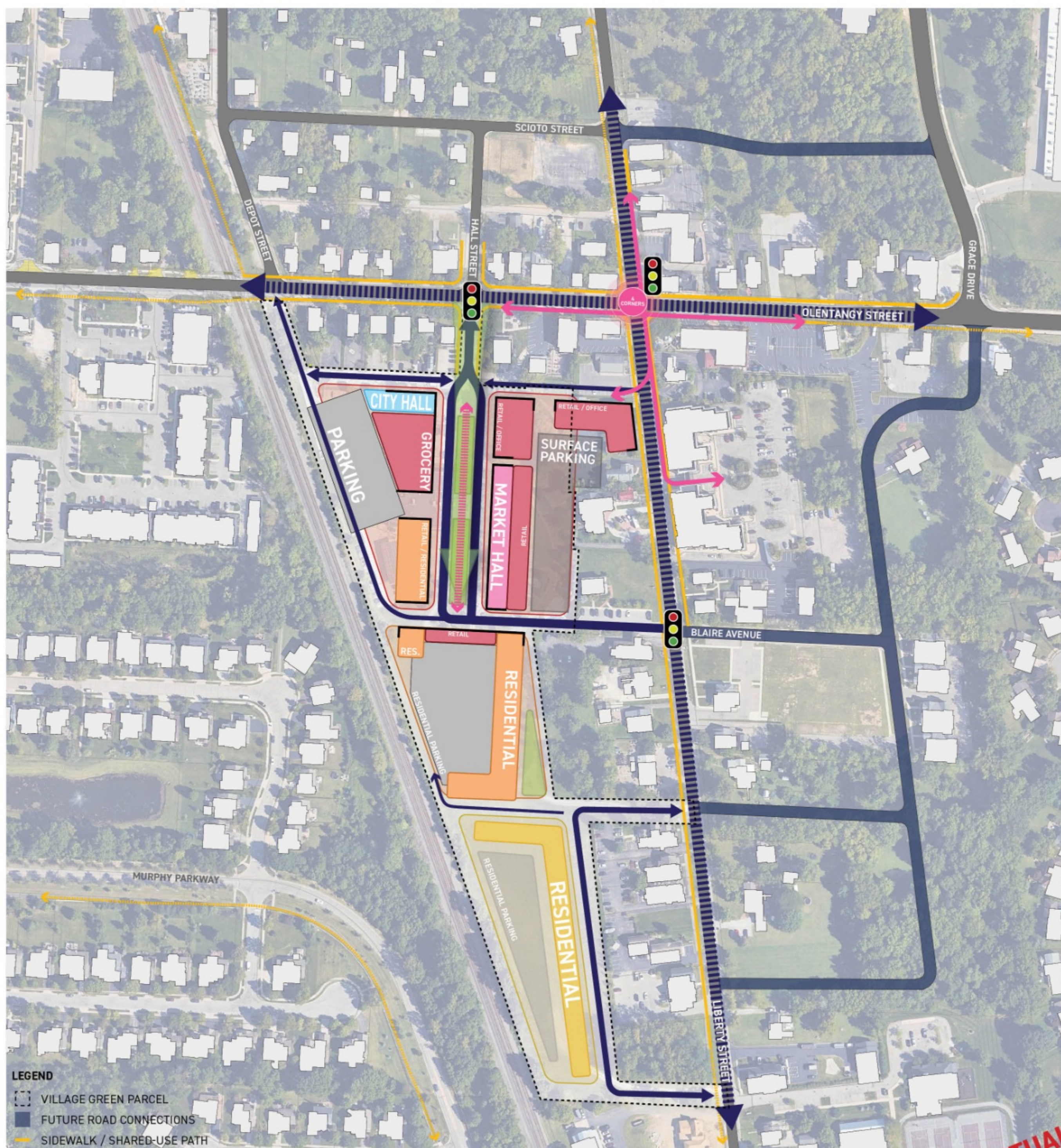


SANTANA ROW - SAN JOSE, CA



16TH ST MALL - DENVER, CO

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CONCEPTUAL

Public Realm Strategies

Market Street

MARKET STREET CONCEPTUAL RENDERINGS



MARKET STREET RENDERING - A

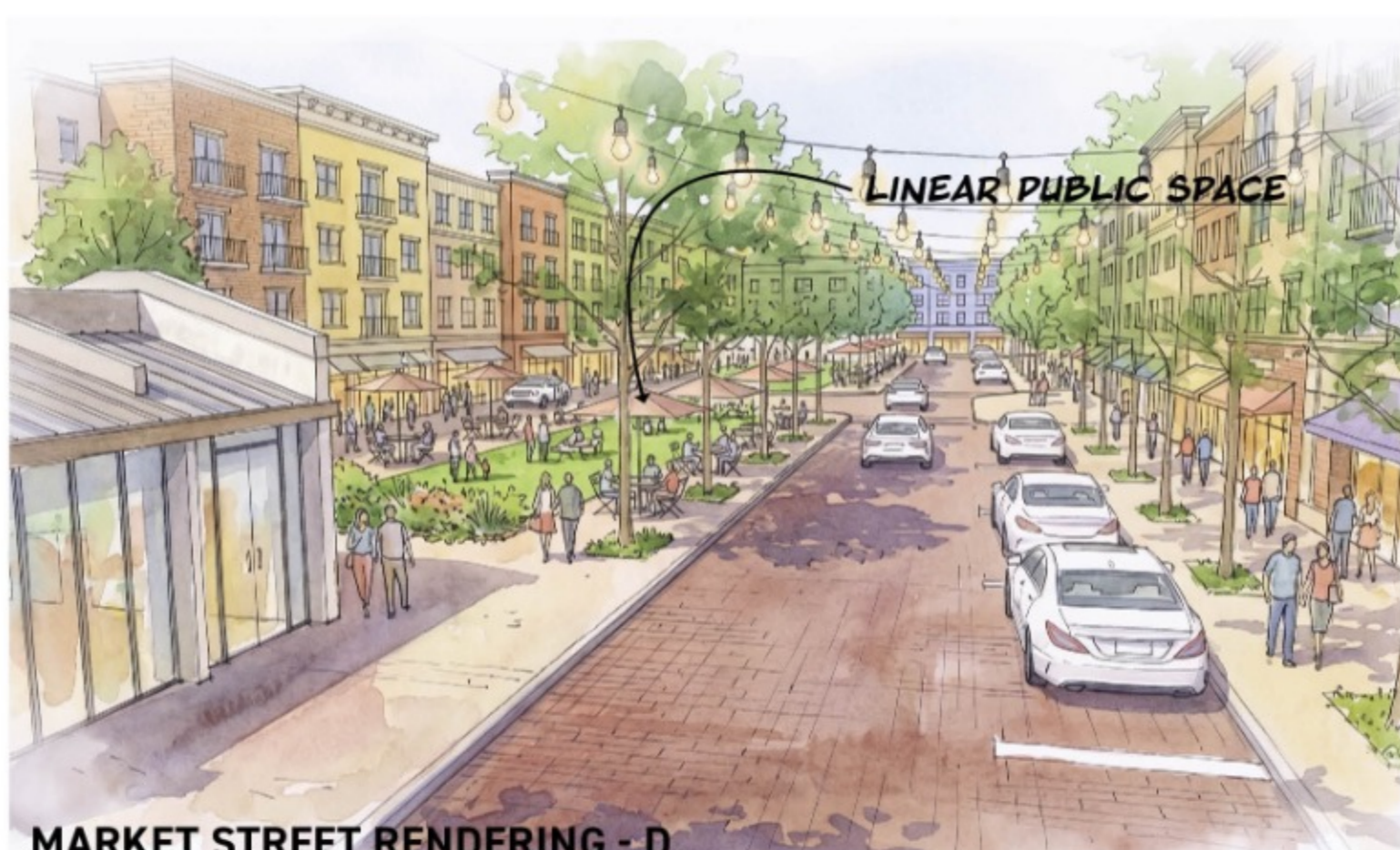


MARKET STREET RENDERING - B



MARKET STREET RENDERING - C

CONCEPTUAL



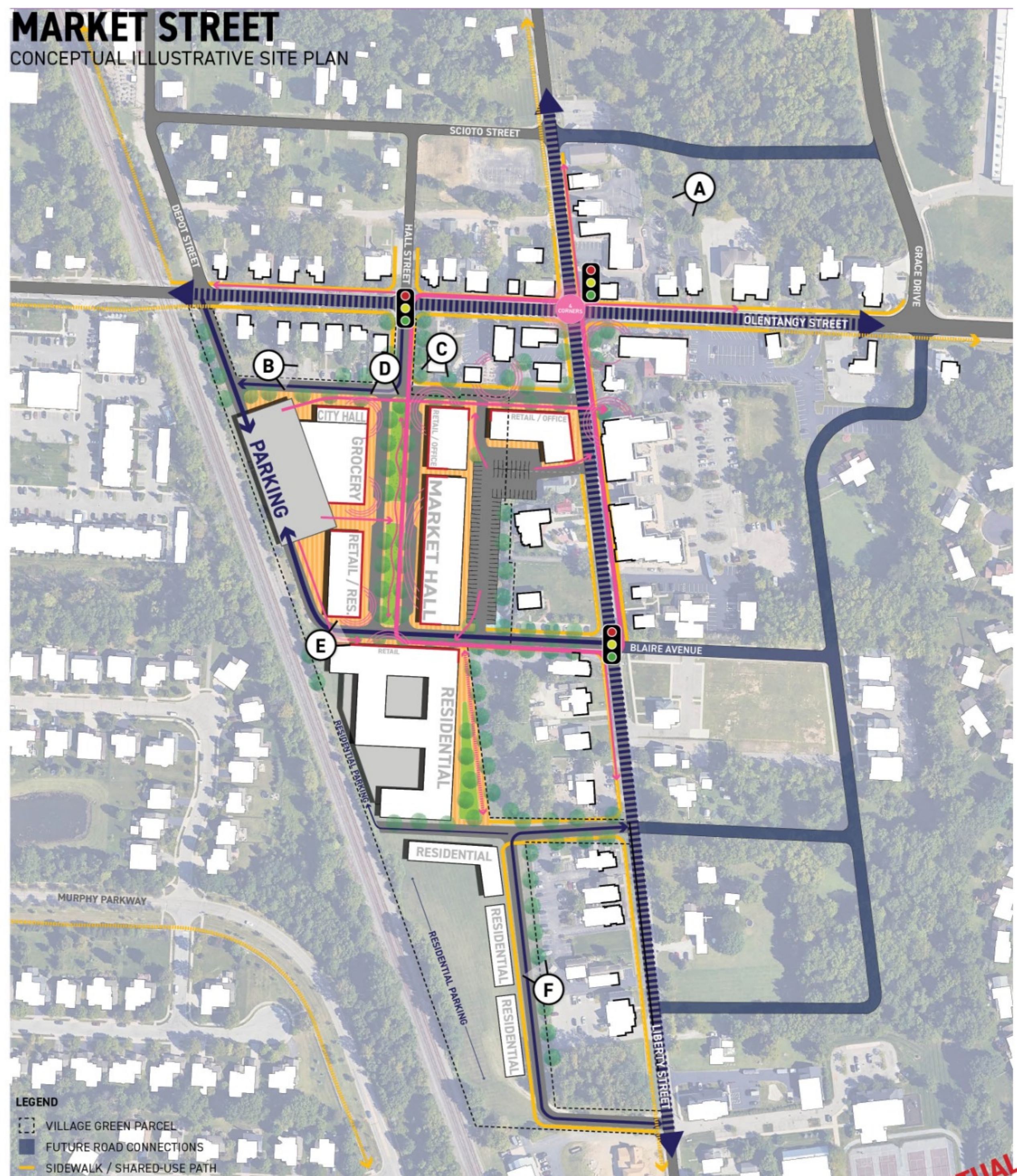
MARKET STREET RENDERING - D



MARKET STREET RENDERING - E



MARKET STREET RENDERING - F



MARKET STREET CONCEPTUAL ILLUSTRATIVE SITE PLAN

CONCEPTUAL

Character Imagery

Architecture Style

CURRENT & RECENT DEVELOPMENT

ARCHITECTURAL STYLES



CONCEPTUAL

CONDOMINIUM & TOWNHOMES

RESIDENTIAL ARCHITECTURAL STYLES



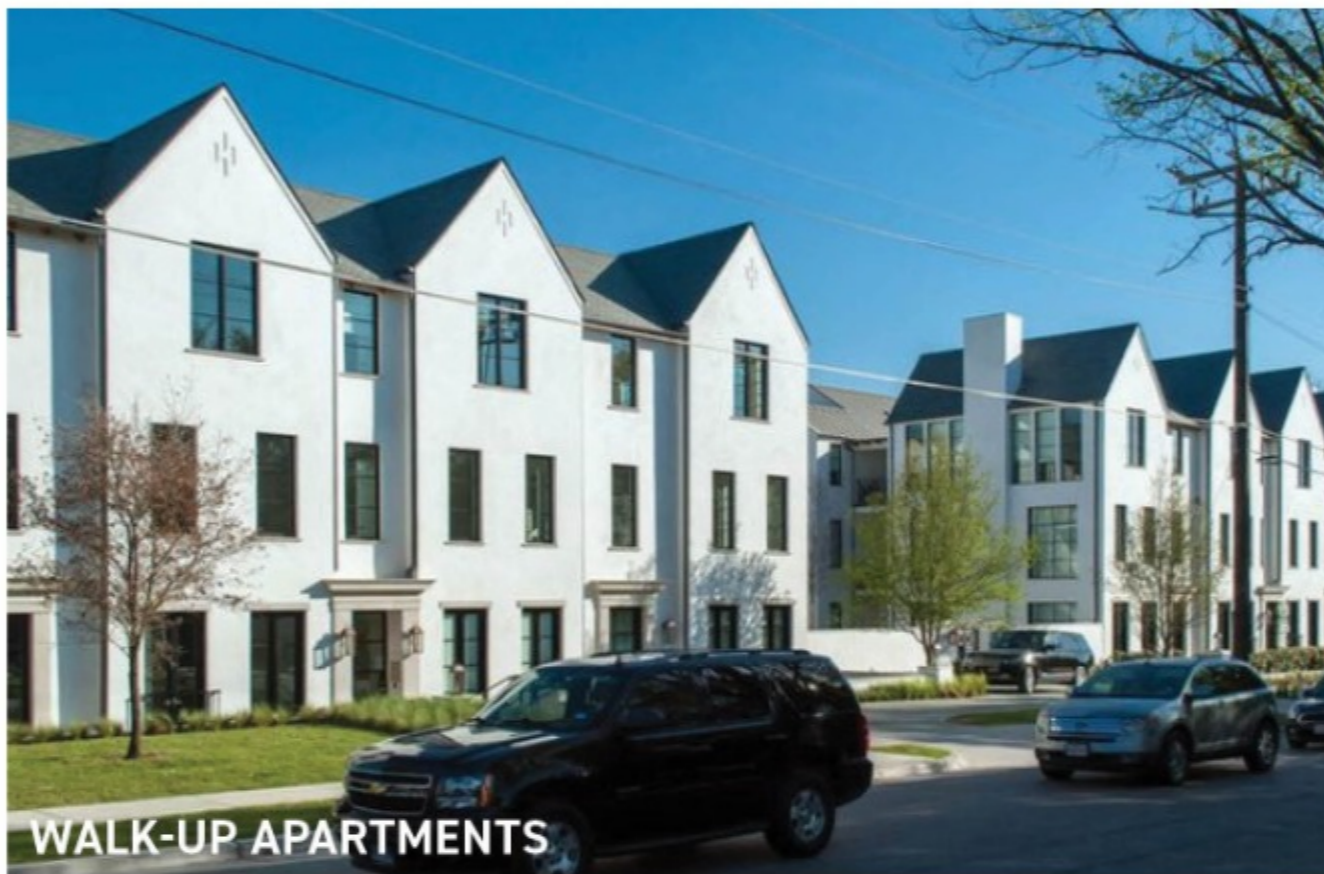
APARTMENTS

RESIDENTIAL ARCHITECTURAL STYLES



MIXED-USE HOUSING

RESIDENTIAL ARCHITECTURAL STYLES



REALM | PIZZUTI SOLUTIONS

04.20.2026 | FRAMEWORK PLAN REVIEW | VILLAGE CENTER MASTER PLAN

CONCEPTUAL

