

# 7.3

## hospital district

*Development within the Hospital District should leverage the success and economic opportunities created by the Hospital.*

The Hospital District consists of the Wooster Community Hospital and the surrounding area. This Development Area contains vacant commercial spaces and large areas of unattractive and environmentally unsafe surface parking.

The location of the Hospital District between Downtown, residential areas, and commercial strips to the north provides easy access from most of the City.

The location of the Hospital provides a unique opportunity for the area. This arrangement allows the City to capitalize on the health care industry, which is one of the fastest growing industries. By attracting medical offices, suppliers, and hotels, this industry can bring jobs to the City.

### Beall Triangle

The triangular portion of land bounded by Beall Avenue and Cleveland Road is currently a mix of office space, retail, and service establishments. The proximity to

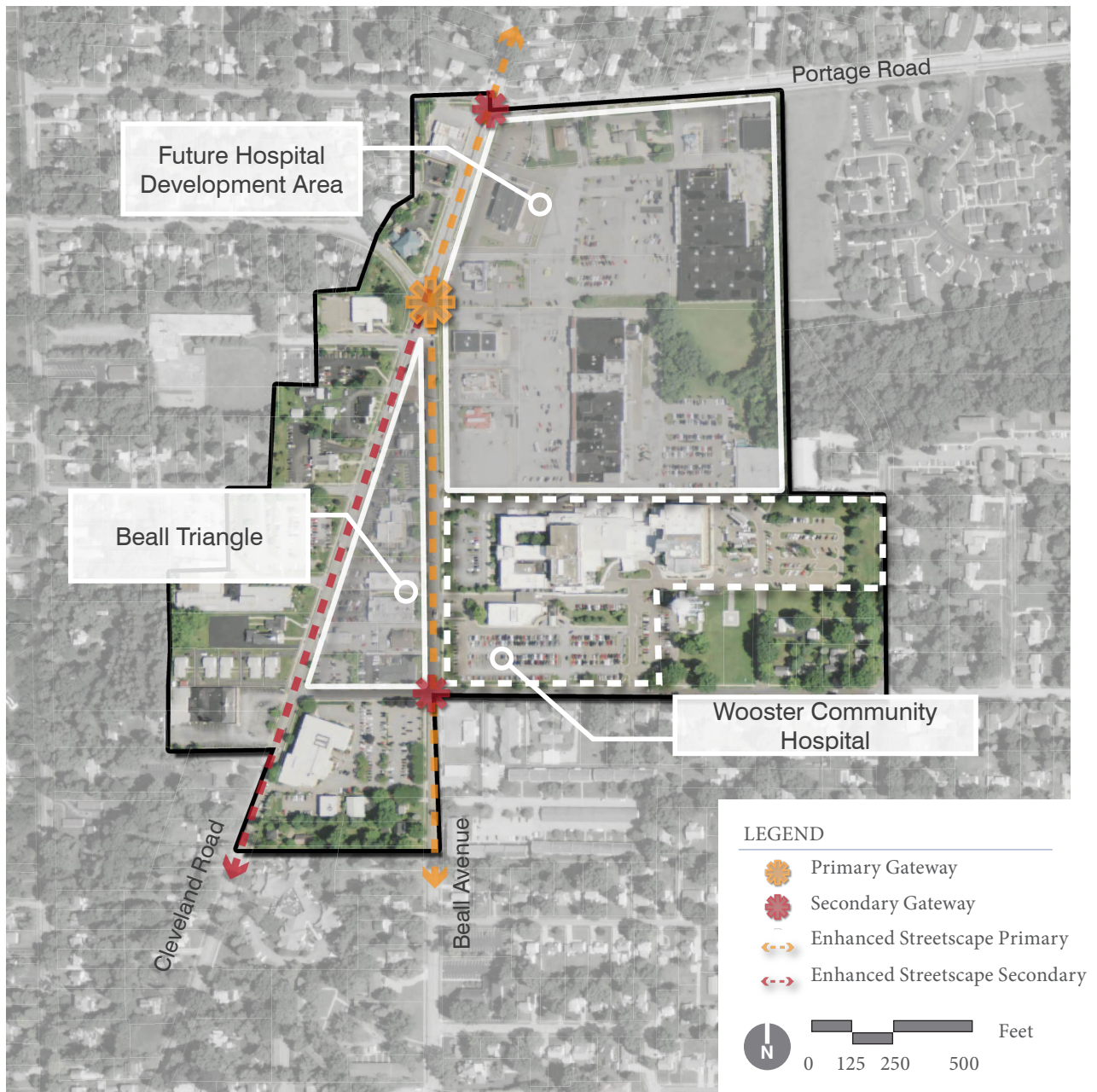
the hospital and the Cleveland Clinic make this site appropriate for continued development of medical office and support services. The existing design of this space acts as a physical barrier in the middle of the area and deters pedestrian circulation and connectivity.

### Future Hospital Development Area

The hospital now owns the property directly north of its site and has recently demolished the existing retail structures on-site. Potential uses will include medical office, laboratories, outpatient facilities, and skilled nursing care. The retail development at the corner of Cleveland Road and Portage Road should be considered for additional hospital related development.



Figure 7.9: Hospital District - Urban Framework Map



**Development Area: +/- 73 acres**

**Existing Land Use**

Commercial: 20.56 acres (32%)

Recreation: 1.28 acres (2%)

Office: 25.62 acres (40%)

Vacant: 11.68 acres (18%)

Multi-Family Residential: 1.28 acres (2%)

Single-Family Residential: 3.34 acres (5%)



## Development intent - Hospital District



A **mix of uses** will build on the presence of the Wooster Community Hospital by attracting medical offices and other uses that support it including hotels and secondary care facilities. By using the Hospital to attract other medical businesses, Wooster can create a district that is both innovative and functional. Adding medical office space will increase economic activity and attract residents to live in the City.



**Site design** for medical, office, and commercial uses should encourage minimal setbacks with a primary façade that faces the street. Parking should be located to the rear or side in order to promote a pedestrian friendly streetscape to the front.

Buildings should be designed to address the streetscape by placing parking in the rear or side and screening surface parking where present. Buildings scaled at two to three stories should be promoted where possible.



**Gateway Features** should be appropriately placed to create visual cues that reinforce the community brand and history. These features promote the Hospital District while adhering to the brand and design of the City as a whole.



**Streetscape** should provide accommodation for all modes of transportation including vehicular, pedestrian, and bicycle. Streetscape elements should be designed to prioritize pedestrian movement between uses to help connect the Hospital District.



**Maintain connectivity** for vehicular traffic that allows free traffic flow while promoting other modes of transportation including bicycling.



**Enhanced pedestrian crossings** should be visible to oncoming traffic in order to increase safety and walkability. Crossings and curb cuts should be accommodating to people of all abilities. Establishing safe pedestrian crosswalks across busy streets and intersections will create a better connected and cohesive District.



Figure 7.10: Beall Triangle Area - Existing



## Beall Triangle Redevelopment Concept

The Hospital District redevelopment concept leverages the existing Wooster Community Hospital as the foundation for future economic growth and development by clustering supporting land uses that reinforce the strength of the Hospital. The area has the potential to become a medical campus anchored by the hospital. To improve connectivity between the Hospital and the Cleveland Clinic, and to provide better connectivity to local businesses, a connector road is proposed between Cleveland Road and Beall Avenue.

Streetscape beautification, enhanced pedestrian connections, and a gateway treatment are proposed for the area. Medical offices have been clustered near the Hospital that could offer a variety of specialized products and services. As the nature of medical care adjusts to more outpatient treatment, a hotel located nearby could give patients a convenient option for stays. Development capable of supporting a mixture of uses will allow flexibility to respond to specific market demands and can include uses such as restaurants, pharmacies, or retail.



Figure 7.11: Beall Triangle Area - Concept Plan



#### Preferred Uses:

- Medical Office
- Hotel
- Medical Support Services
- Retail

#### Concept Plan Elements:

1. Potential for gateway plaza, signage, or landscaping
2. Buildings brought close to the street to frame the streetscape
3. Parking to the rear or sides of buildings
4. Street trees and pedestrian access
5. Connector road from Cleveland Clinic to Hospital



Figure 7.12: North Hospital Area - Existing



## North Hospital Redevelopment Concept

As with the Beall triangle, the North Hospital redevelopment area should take advantage of its proximity to the existing hospital. The concept shows a series of new connections that provide additional frontage within the site and give an opportunity to enhance the existing streetscape while providing space for an enhanced pedestrian realm. Commercial uses are given visibility along Beall Avenue and Cleveland Road, while medical office is placed to the rear of the site with frontage along the new connector road.

## Existing Plan Elements:

1. Existing strip retail centers
2. Existing commercial outparcel buildings
3. Existing electrical substation

Figure 7.13: North Hospital Area - Concept Plan



#### Preferred Uses:

- Medical Office
- Hotel
- Medical Support Services
- Retail

#### Concept Plan Elements:

1. Commercial Mixed-Use - Pedestrian scale development that reinforces the streetscape
2. Mixed-Use / Medical Office - Support uses for the existing hospital
3. Building frontages brought close to the street to frame the pedestrian realm
4. Enhanced intersection with pedestrian space framed by building facades
5. Existing hospital



# 7.4

## east wooster

*As a primary driver of economic opportunities and jobs within the City, further development within East Wooster should continue and expand upon the existing success of the District.*

Due to its proximity to highways and its availability of open space, East Wooster has recently drawn attention from new businesses and development. Serving as an economic hub for the City, the District has attracted a number of manufacturing and industrial users who continue to provide a strong economic base for the City.

### Hawkins Market

The Hawkins Market occupies the corner of the primary intersection of Portage Road and Akron Road within East Wooster. The aging building and surrounding parking lot remains vacant, giving some opportunity for redevelopment.



### Mixed-Use Development Area

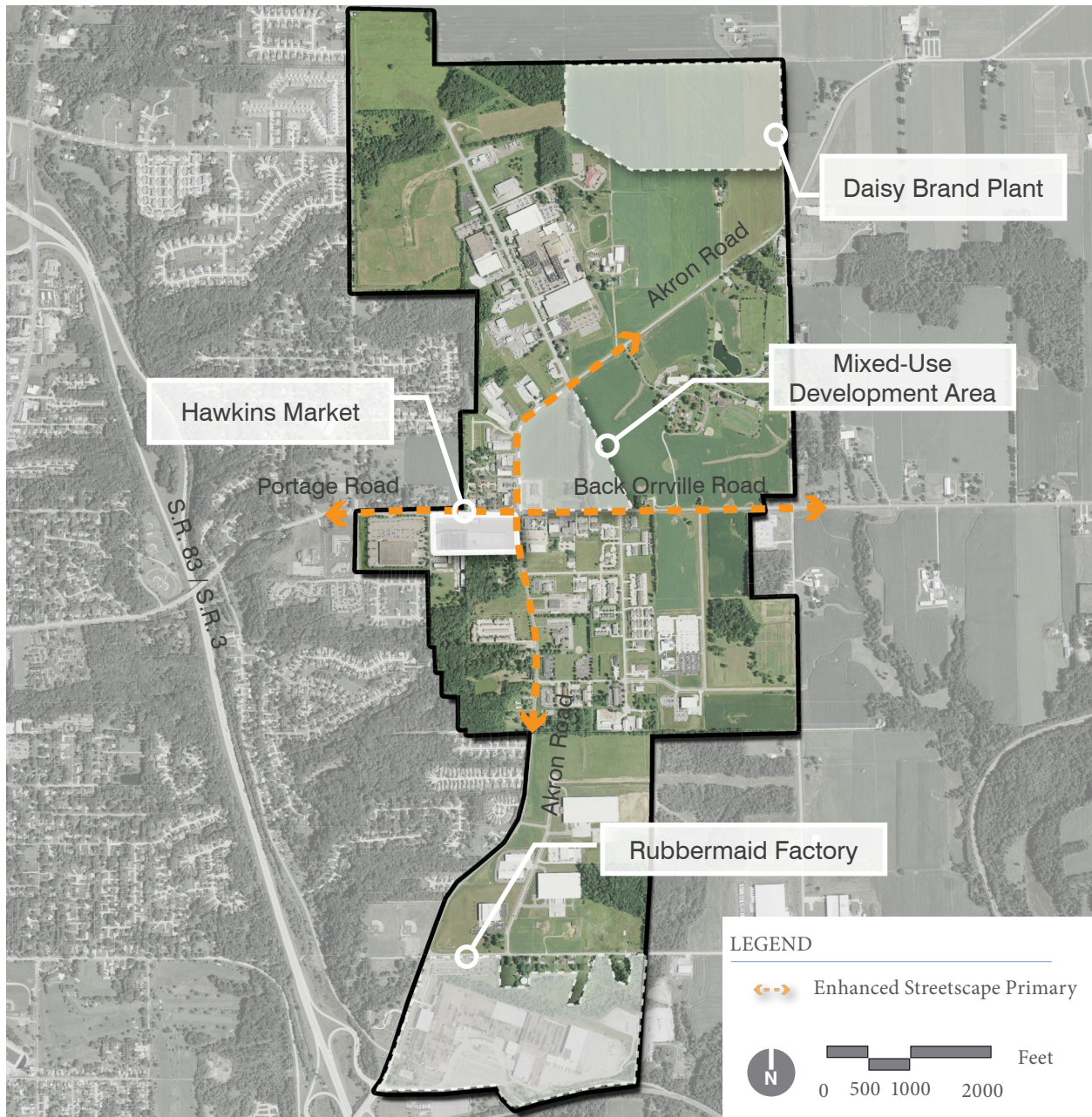
The northeast corner of the Akron Road and Portage Road intersection contains a substantial amount of undeveloped property, currently in productive agriculture use. The proximity of this site to the existing and planned developments along Old Airport Road lends this to a potential extension of Old Airport Road with a significant amount of space for retail and office developments. A continuing trend within this type of development is to comprehensively plan the site and buildings in order to create an imageable and aesthetic pleasing layout.

### Rubbermaid Factory

One of the largest industrial and manufacturing spaces in the City is the old Rubbermaid Factory to the south of the Development Area. This site has convenient access to transportation networks and is an ideal space for a large company. Portions of this space could also be used to house different uses like modern office space or a business incubator.



Figure 7.14: East Wooster - Urban Framework Map



**Development Area: +/- 932 acres**

**Existing Land Use**

Agricultural: 172.12 acres (20%)

Commercial: 58.34 acres (7%)

Public/Semi-Public: 48.49 acres (6%)

Office: 52.36 acres (6%)

Manufacturing: 162.75 acres (19%)

Multi-Family Residential: 25.44 acres (3%)

Single-Family Residential: 31.33 (4%)



## Development Intent - East Wooster



Easy and efficient **movement of vehicles** that allows for both commuter and commercial traffic should be a priority for investment and development within the area. Ensuring ease of vehicular movement makes the area more viable for commercial access that will promote continued commercial success.



**Green Buffers** should be placed along major arterials to screen heavy traffic and disturbances from developments. In addition, the inclusion of landscaping will enhance the character and brand of the district.



**Pedestrian accessibility** should be prioritized within development by installing appropriate sidewalks and bicycle paths in addition to public space. Better pedestrian connections outside the major thoroughfares minimizes vehicular impact and makes the area more attractive to potential businesses and residents.



A range of transportation options that connect to other areas of the City should be made to promote alternative means of transportation and pedestrian movements. These connections should make East Wooster a better place to locate a business while promoting healthy lifestyles.



Site Design should include parking in the rear when possible and should always screen parking from the street. The scale of the buildings should be one to two stories with façades that face the street.



Streetscape amenities that enhance the public realm should be a priority. Such enhancements include high quality lighting, mast arms, banners, and plantings.



Figure 7.15: Hawkins Market - Existing



## Hawkins Market Redevelopment Concept

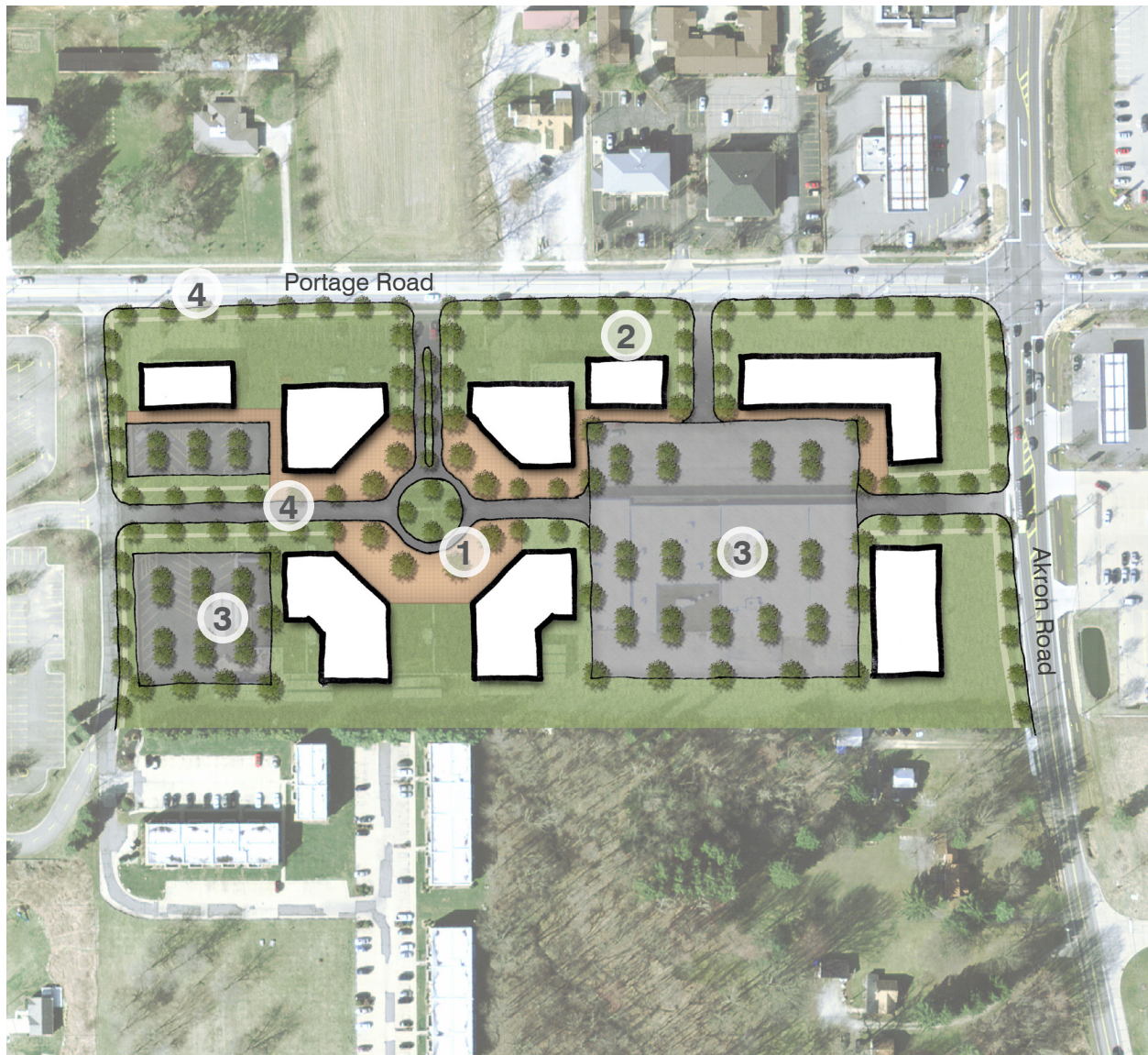
The aging retail center located at the southwest corner of the Portage Road and Akron Road intersection is an opportunity for potential redevelopment.

The concept to the right illustrates how the design intent within this section can be applied to a redevelopment site. The primary focus of this redevelopment concept is to accommodate automobile-oriented development while dedicating space for pedestrian activities within the site. Buildings have been placed close to the road while parking is located to the rear. Flex-office buildings

surround a center roundabout which acts as the primary circulation element within the site. Pedestrian spaces are located within the center space formed by these buildings.



Figure 7.16: Hawkins Market - Concept Plan



#### Preferred Uses:

- Retail
- Service
- Restaurant
- Office
- Flex-Office

#### Concept Plan Elements:

1. Incorporation of public space within the development
2. Buildings brought closer to the street to frame the streetscape while allowing a greenbelt within the frontage
3. Parking to the rear or sides of buildings
4. Street trees and pedestrian access