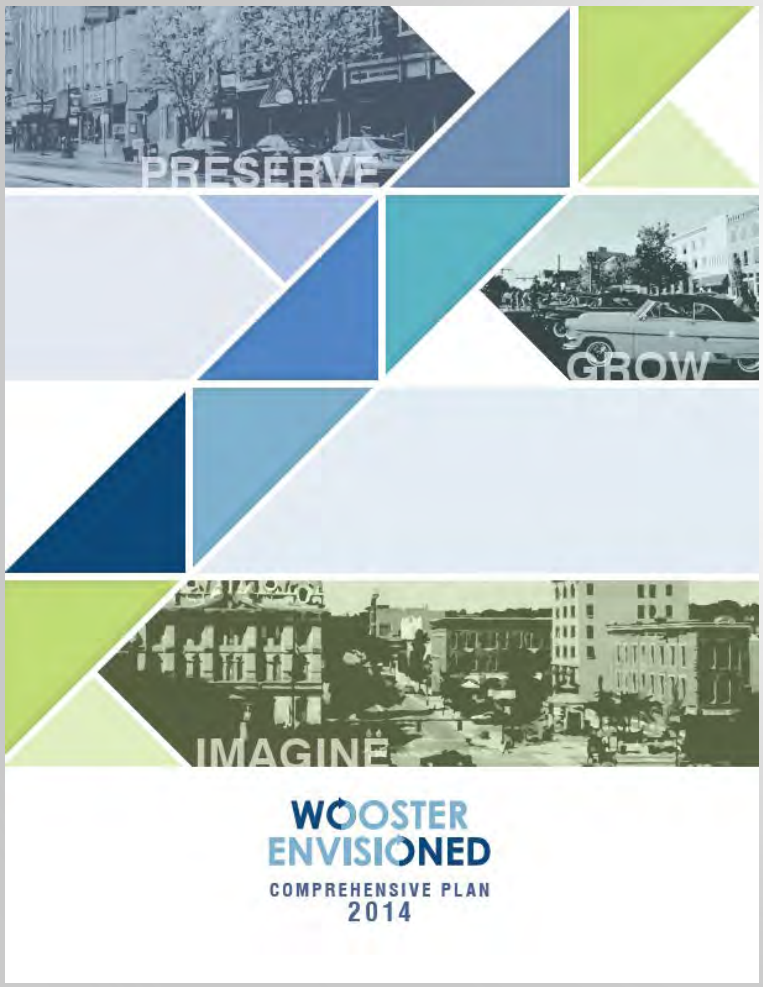
DOWNTOWN WOOSTER MASTER PLAN

Public Meeting

July 27th, 2015

How Did We Get Here

How Did We Get Here



How Did We Get Here

Figure 2.3: Ward Map

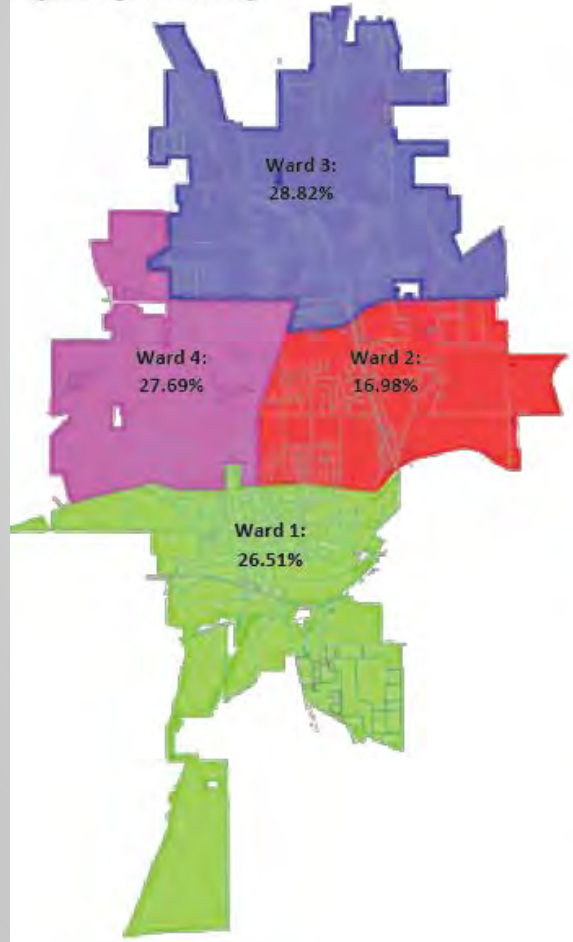
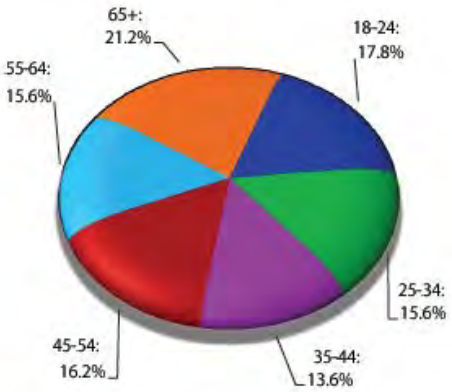
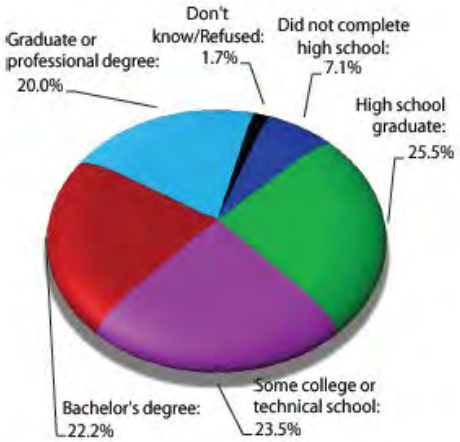


Figure 2.4: Profile of Respondents

Age:



Level of Education:



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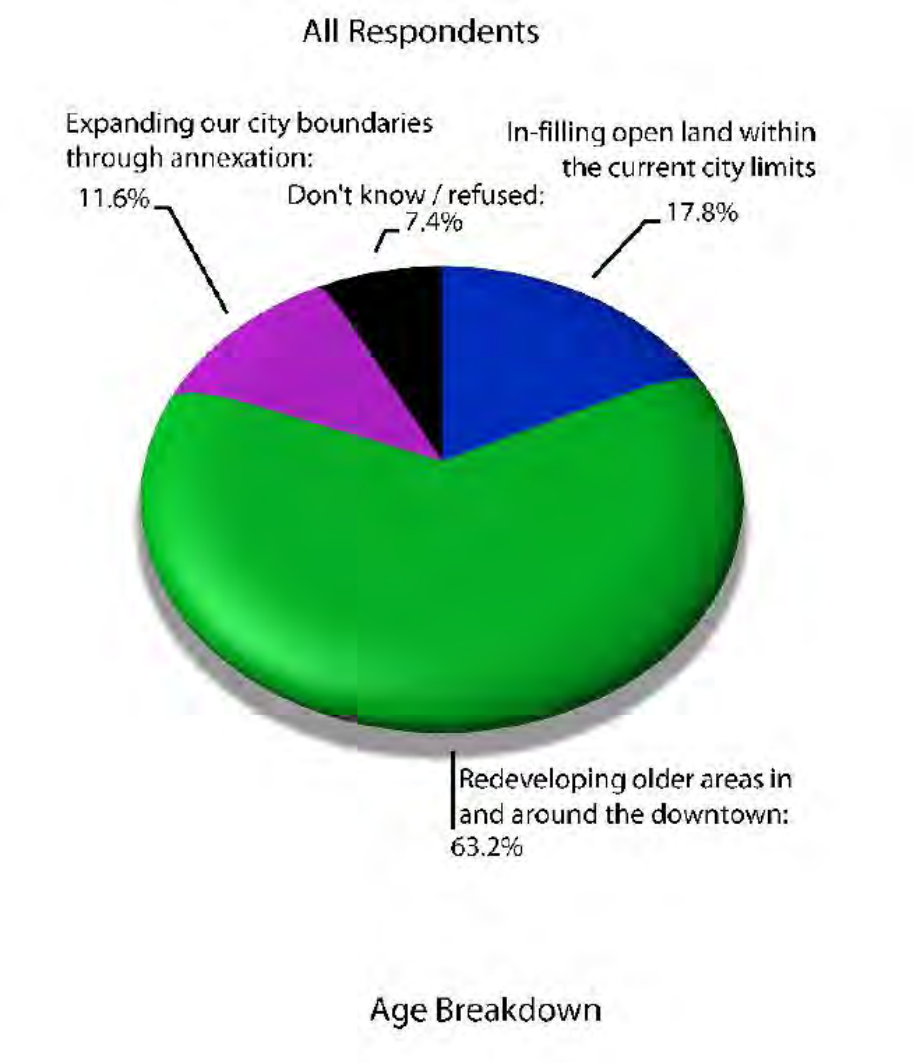
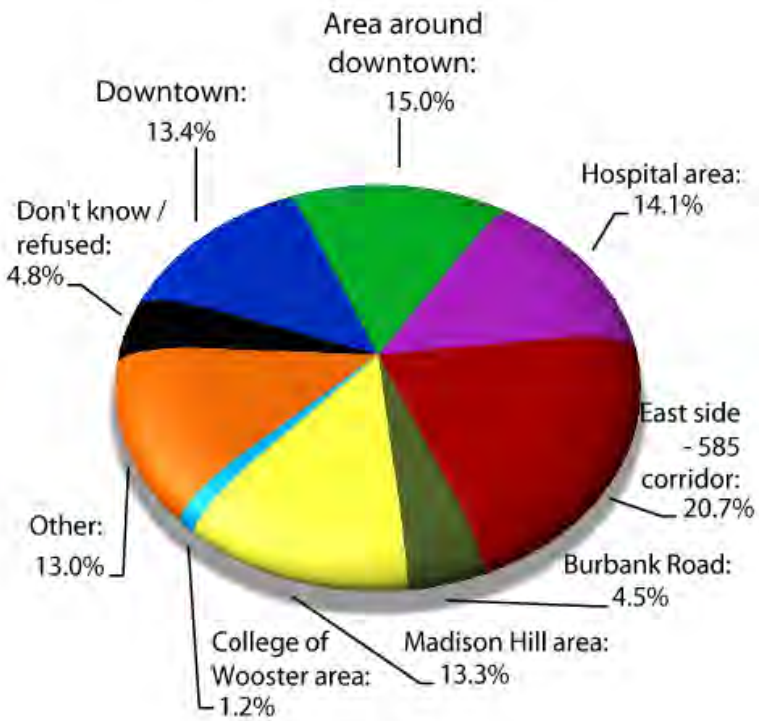


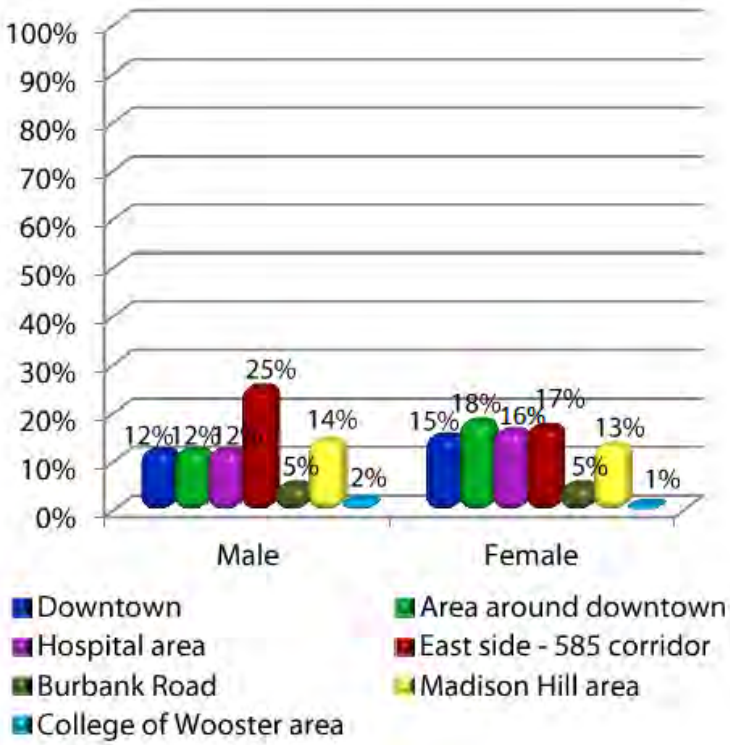
How Did We Get Here

What part of the city do you believe should be the highest priority for new development?

All Respondents



Gender Breakdown



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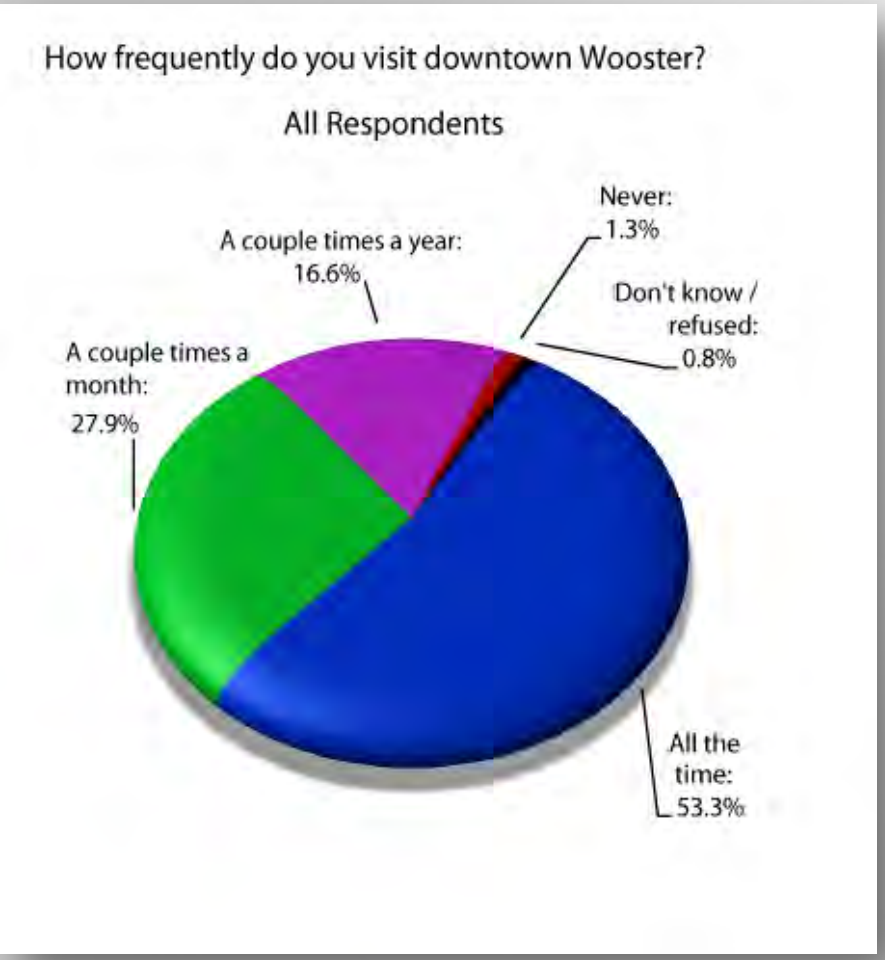
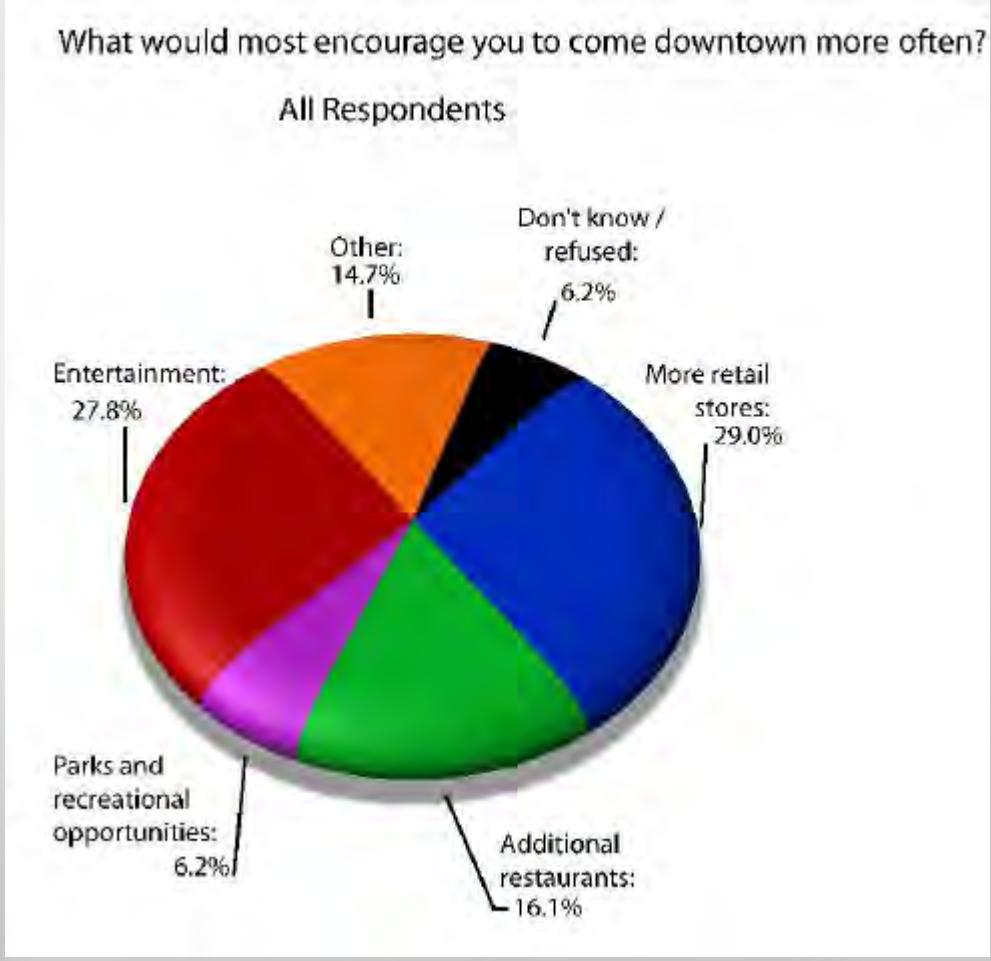
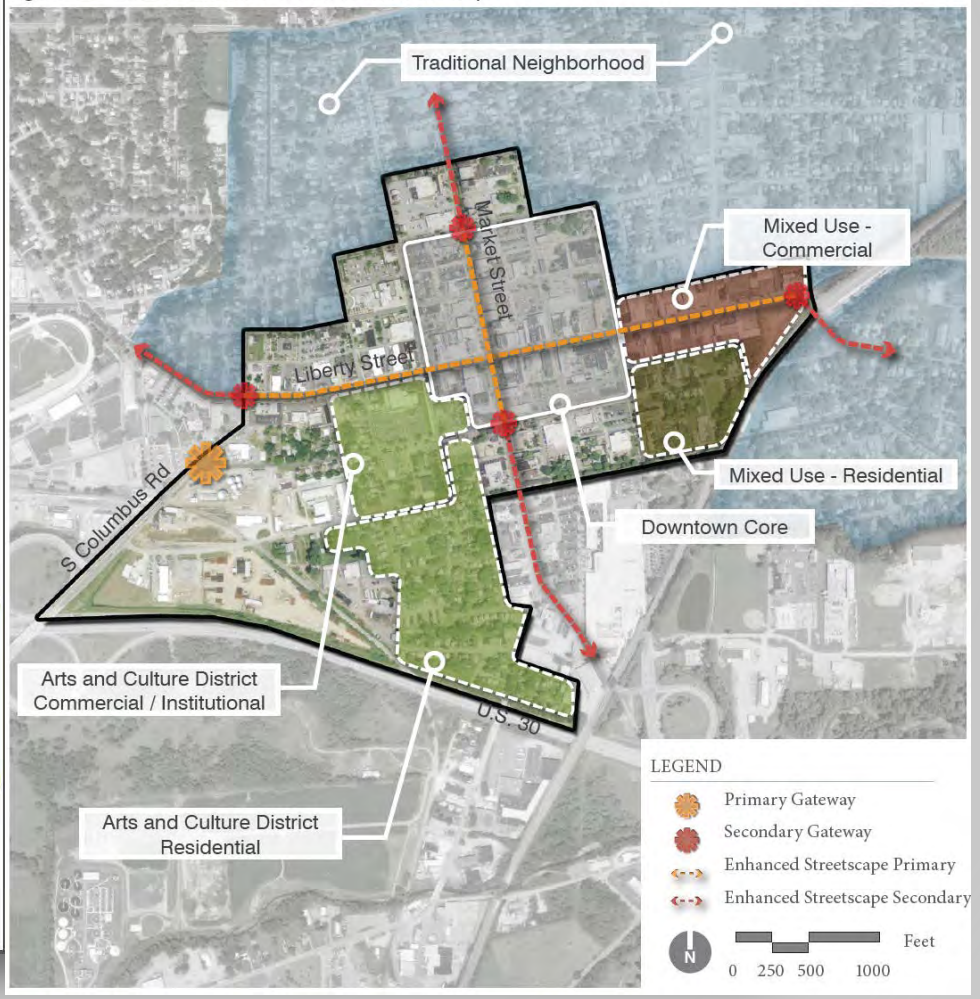




How Did We Get Here

Figure 7.2: Downtown District Urban Framework Map



1. PROJECT PROCESS

PROJECT GOALS

Develop a plan and economic development tool rooted in the needs of the community, balanced with today's market realities and proven public and private sector solutions.

PROJECT GOALS

- Create a vision and brand for the Downtown with a focus on key development areas including East Liberty Street.
- Create and communicate the community's vision for Downtown Wooster through creative redevelopment tools
- Create a plan through a market based approach
- Engage the community and stakeholders to create a plan that has public and private sector support
- Identify and plan for future public improvements

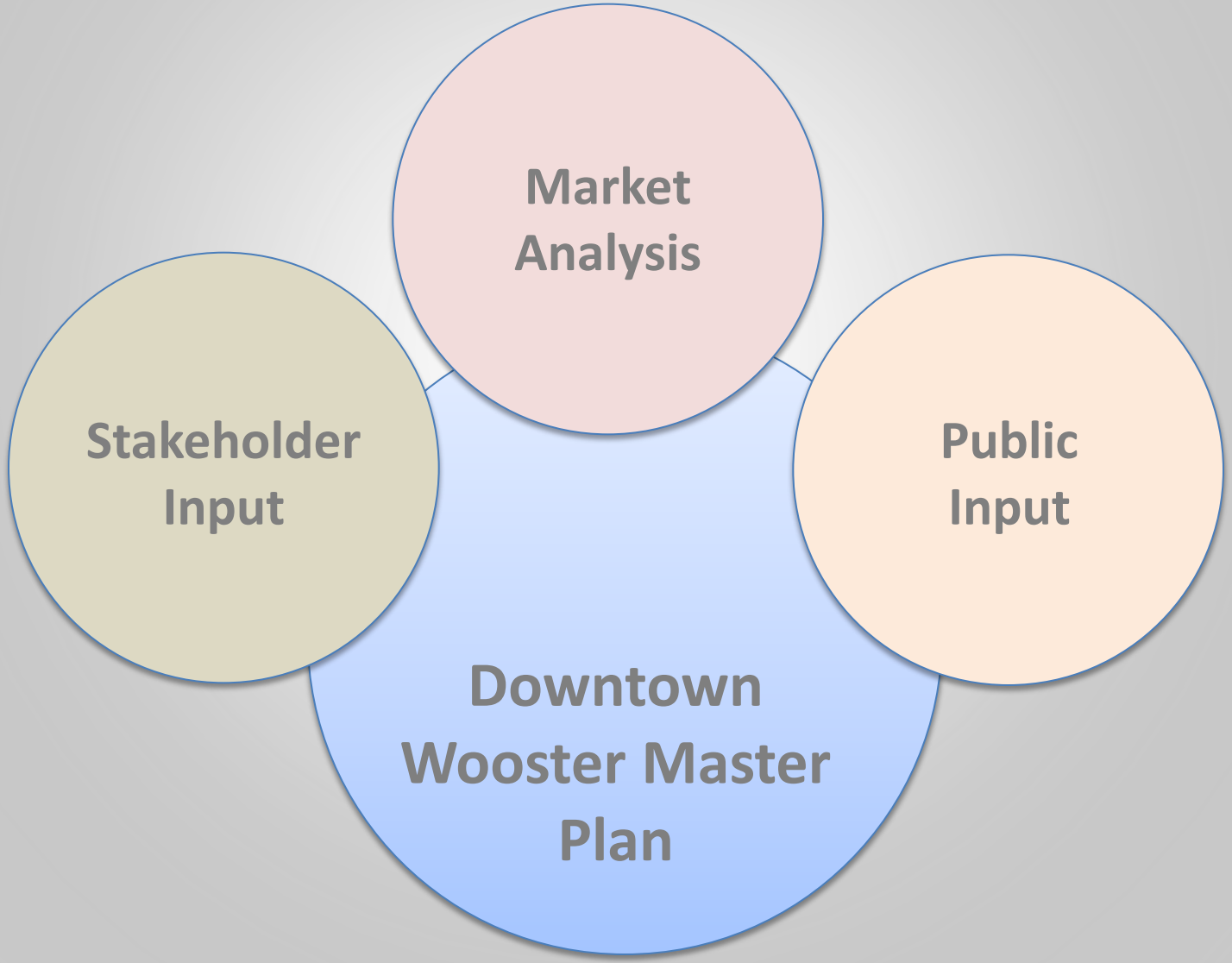
PROJECT GOALS

In Simple Terms. . .

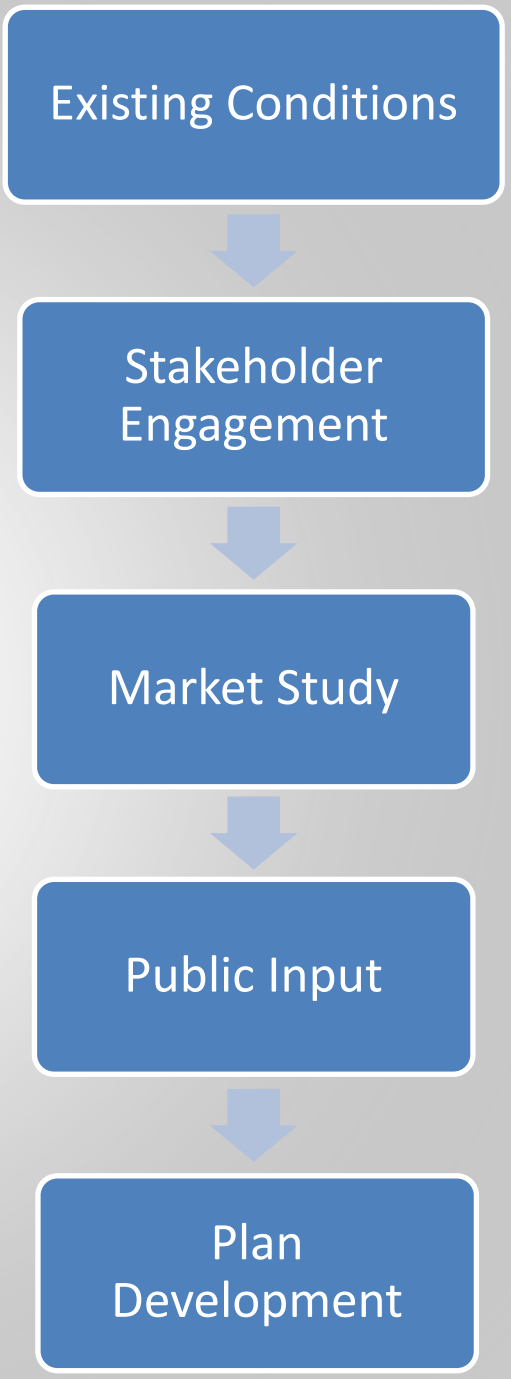
1. Identify Redevelopment Opportunities

2. Identify Public Projects To Enhance the Quality of Life and Economic Competitiveness of the Downtown

PROJECT APPROACH



PROJECT PROCESS

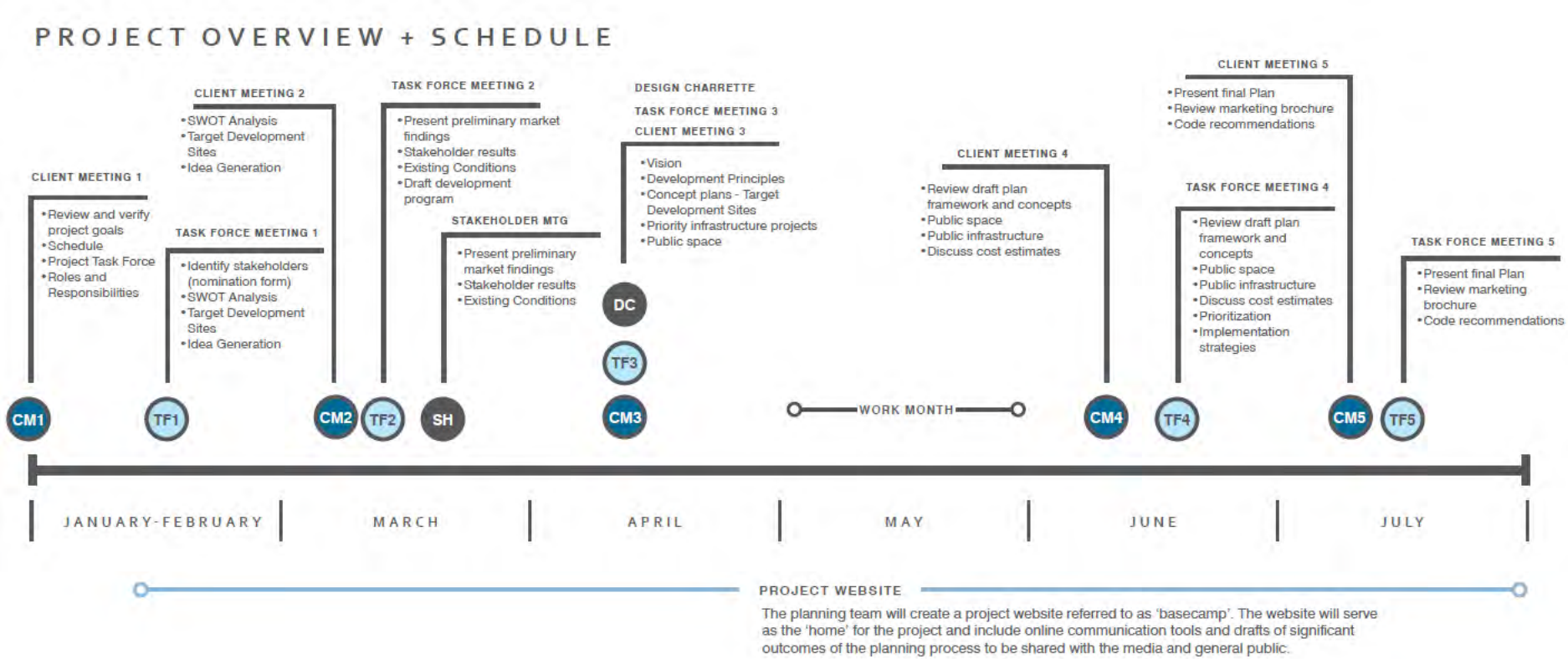


2. WHAT HAVE WE LEARNED?

COMMUNITY DRIVEN

Over 200 participants. . .

COMMUNITY DRIVEN



MEETING SUMMARY

- 5 Steering Committee Meetings
- 3 Stakeholder Meetings
- 2 Main Street Wooster Meetings
- 1 Downtown Merchants Meeting
- 1 Webpage

MEETING SUMMARY

Over 100 online participants. . .

woosterdowntownplan2015.com

PLAN ELEMENTS

WHERE HAVE WE BEEN?

Issues and Opportunities

SC Mtg. 1, Stakeholder Mtgs.

Project Identification (Top 10)

SC Mtg. 1, Stakeholders Mtgs.

Project Prioritization Round 1 (Top 6)

Stakeholder Mtgs., MSW Mtg. 1

Concept Development

SC Mtg. 2, SC Mtg. 3

Public Comments

Prioritization Round 2

MSW Mtg. 2

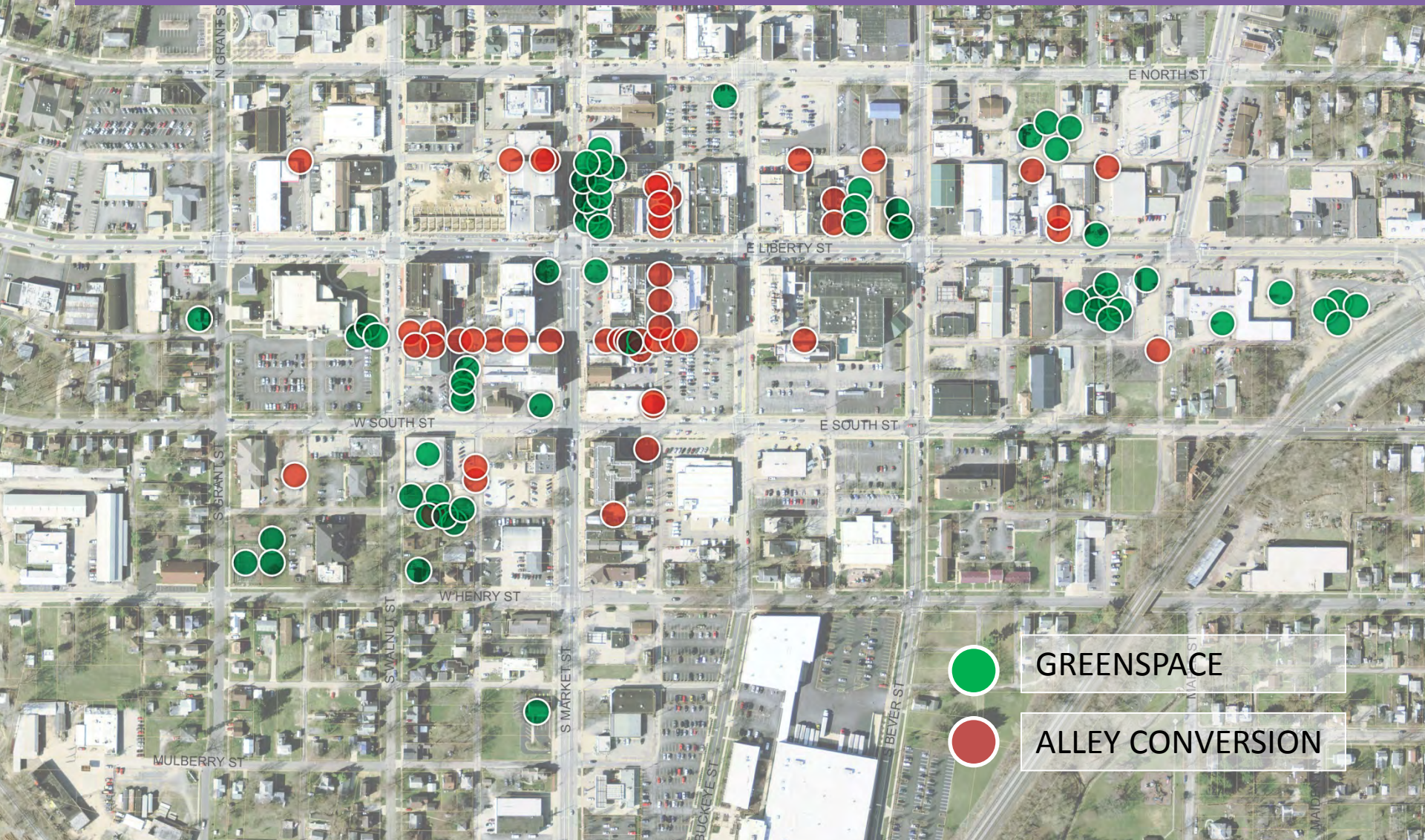
Final Plan Development

SC Mtg. 5

PROJECTS AND PRIORITIZATION

Projects	Counts			
	Main Street	Stakeholders	Online	**Sum**
Dual purpose Entertainment/Park Space	29	91	25	**155**
Increase Public Greenspace	26	64	15	**105**
Bike Connections	16	42	15	**73**
Streetscape Improvements	23	29	10	**62**
Enhanced Wayfinding Brand	13	40	5	**58**
Convert Alleyways to Greenspace	5	41	12	**58**
One-way Conversions	5	11	2	**18**
Pave newly acquired North Street parking area	6	5	7	**18**
Intersection Enhancements	3	9	2	**14**
Consistent Roadway Treatments	4	4	1	**9**

PUBLIC SPACES



Redevelopment Opportunities

MARKET STUDY KEY FINDINGS

Areas of Analysis and Recommendations:

1. Market Rate Apartments

2. Office

3. Retail

MARKET STUDY KEY FINDINGS

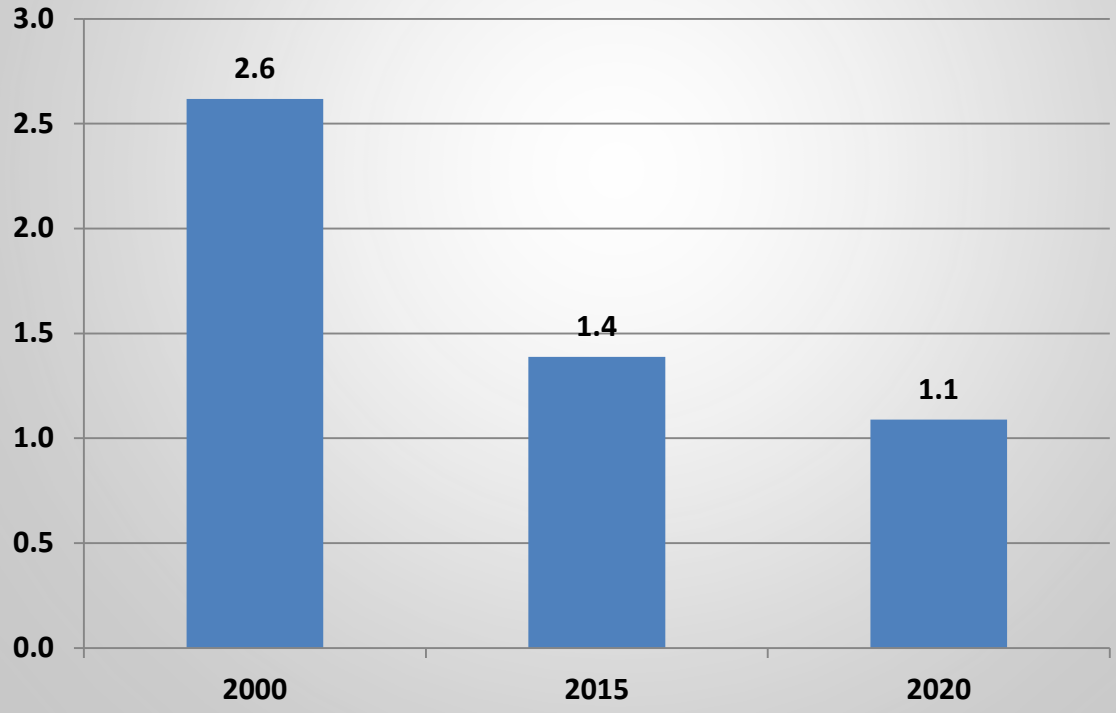
Impact of an Aging Population (Wayne County)

Increase between 2010 and 2020:

Population	1.7%
Households	2.9%
Households 65+	31.0%
Move-up singe-family sellers	316.5%

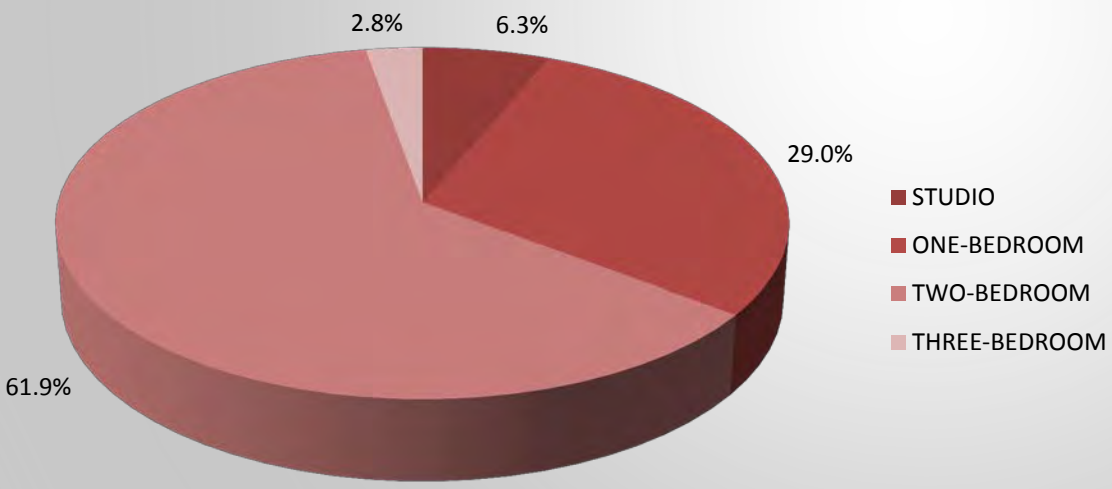
MARKET STUDY KEY FINDINGS

Buyer vs. Seller Ratio (Wayne County, Ohio)



MARKET STUDY KEY FINDINGS

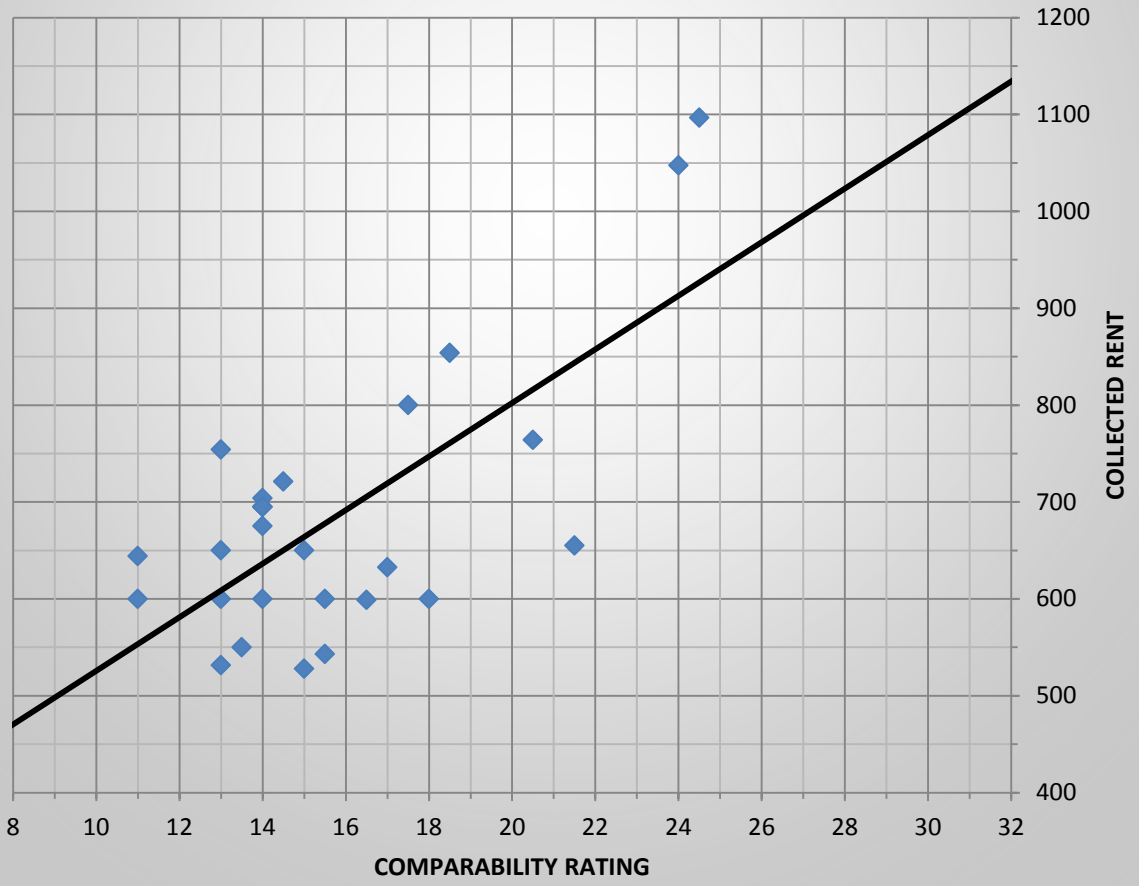
Distribution of Market Rate Apartments by Mix (Wooster, Ohio)



VACANCY….<2%

MARKET STUDY KEY FINDINGS

Two-Bedroom Rent by Comparability Rating Wooster EMA



MARKET STUDY KEY FINDINGS

Multifamily Recommendations

Current Demand	120 units
5-Year Demand	240 units

Initial Recommendation

Upscale Garden Units	40 ($1,000)
Upscale Townhouse Units	20 ($1,250)
Moderate Garden Units	60 ($800)

MARKET STUDY KEY FINDINGS

Office Market Summary

Total Square Feet	437,424
Vacancy Rate	11.5%
Median Rent Vacant Space	$11.35

MARKET STUDY KEY FINDINGS

Office Recommendations

5-Year Demand	24,000 square feet
$12.00 to $14.00	21,000 sf
$16.00 to $17.00	3,000 sf

MARKET STUDY KEY FINDINGS

Office Recommendations

Supporting Factors

1. Active downtown economy
2. Good value at recommended rents
3. Range of development alternatives
    - Periphery store fronts
    - Upper floors
    - New construction

Limiting Factors

1. Limited step-up support

MARKET STUDY KEY FINDINGS

Office Support

Internal Mobility	70%
External Mobility	20%
New Business Formations	10%

MARKET STUDY KEY FINDINGS

Retail Summary

Total Retail Space	157
Total Vacant	16
Total Vacant Space	36,176 sf
Rent per square foot	$7.25 - $13.80

DRAFT PLAN REVEAL

PROJECTS

Public

Private

PROJECTS - Public

1. PEDESTRIAN ALLEY

2. STREETSCAPE

3. DOWNTOWN PARK

PROJECTS
Streetscape

PROJECTS
Alleys

PEDESTRIAN ALLEY

PEDESTRIAN ALLEY

Two large blocks of surface parking are located to the north and south of Liberty Avenue. Improved pedestrian connectivity to and from these parking lots from Liberty Avenue is crucial to improve the sequence of entering the downtown district, and helping to improve pedestrian wayfinding within the downtown.

The transformation of underutilized alleys into public space has been an ongoing trend throughout American cities. In addition to improving connectivity, alleys can offer an intimate space for passive recreation, as well as a place to display art installations, both temporary and permanent.

PROJECTS
Alleys

PEDESTRIAN ALLEY

PROJECTS
DOWNTOWN PARK

PROJECTS
DOWNTOWN PARK

CENTER GREEN - A

With the identification of greenspace / public space as the highest rated priority, along with the results from the mapping exercise from the stakeholders and steering committee, the northeast quad of the downtown district should be considered as an ideal location for a signature public space.

The Center Green Park will serve as Wooster's trademark public space for the community, complementing the historic courthouse and surrounding urban form, while offering a significant space for pedestrians to enjoy the downtown. A variety of passive activities are built into the design, including swinging benches, a water feature, shade trees, green space, and a variety of outdoor seating.

Revised

CENTER GREEN - A

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PROJECTS
DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 9 spaces

CENTER GREEN - C

Parking Count
- Existing Parking: 17 spaces
- Concept Parking: 9 spaces

PROJECTS
DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 14 spaces

CENTER GREEN - B

Parking Count
- Existing Parking: 17 spaces
- Concept Parking: 14 spaces

PROJECTS
DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 16 spaces

CENTER GREEN-B1

Parking Count
- Existing Parking: 17 spaces
- Concept Parking: 16 spaces

PROJECTS
DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 18 spaces

CENTER GREEN-B2

Parking Count
- Existing Parking: 17 spaces
- Concept Parking: 18 spaces

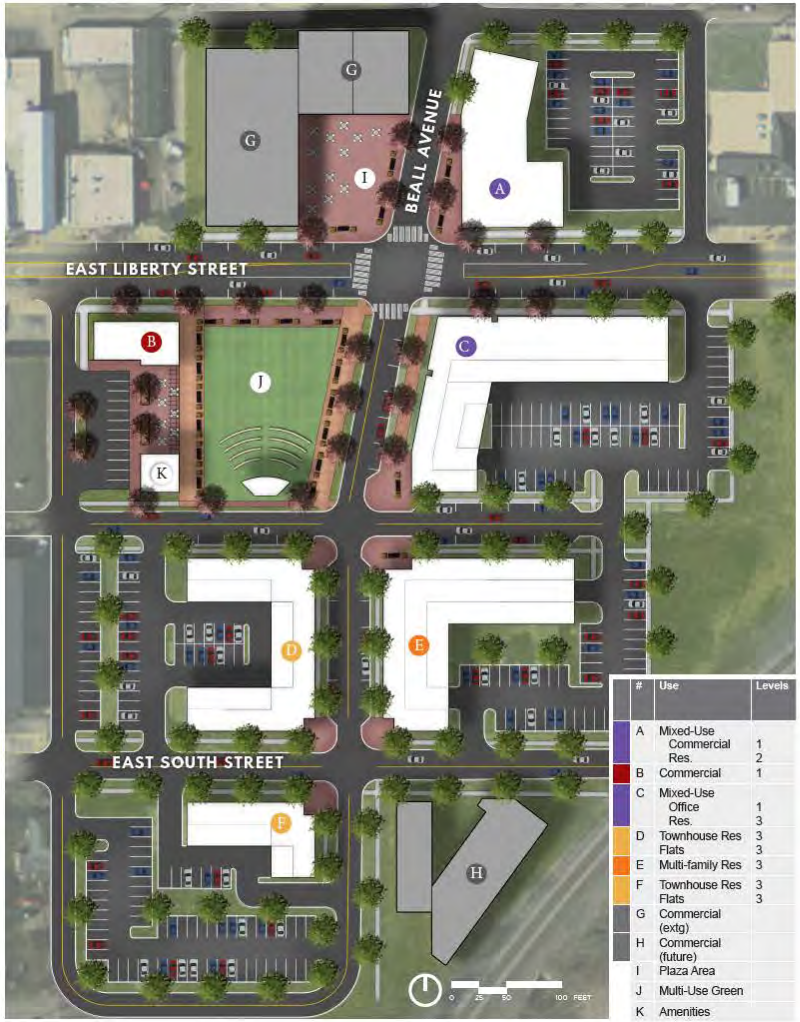
PROJECTS- Private

1. EAST LIBERTY

2. ARTS DISTRICT

3. SOUTH MARKET/RESIDENTIAL

REDEVELOPMENT – E. LIBERTY



	#	Use	Levels
	A	Mixed-Use Commercial Res.	1 2
	B	Commercial	1
	C	Mixed-Use Office Res.	1 3
	D	Townhouse Res Flats	3 3
	E	Multi-family Res	3
	F	Townhouse Res Flats	3 3
	G	Commercial (extg)	
	H	Commercial (future)	
	I	Plaza Area	
	J	Multi-Use Green	
	K	Amenities	

EAST LIBERTY

The East Liberty Redevelopment Concept builds from the market study findings and input from Stakeholders, the Steering Committee and Main Street Wooster.

Additional infill development helps to create a signature entertainment and social space signifying the edge of Downtown to the east and the end of Beall Avenue to the south. Buildings fronting the streets reinforce the existing development pattern of the downtown, with buildings framing a multi-function entertainment space for Wooster residents.

Additional public space and greenspace were identified throughout the public input process as the most important amenity needed within the downtown. The East Liberty development concept contains an amphitheater, plaza space, and an area suitable for park amenities (restrooms, concessions, etc.). The park serves as an organizing element for the surrounding buildings and spaces, becoming the focus of activity within the district.

REDEVELOPMENT – ARTS DISTRICT

ARTS & CULTURE

The Arts & Culture District was identified in the comprehensive planning process as an area for further investment and redevelopment. The concept uses the existing library and Wayne Center for the Arts as a hub for an ongoing effort to redevelop residential surrounding properties, while creating a destination with a focus on the arts. The transformation of the existing basketball court into a sculpture garden could act as a unique venue for events to provide additional revenue for the City and the Wayne Center for the Arts.

A redevelopment scenario has been shown on the southern side of West Henry Street, which shows how townhomes could be oriented to create a unified streetscape across from the sculpture park.

SCULPTURE PARK

RESIDENTIAL - RENOVATION AREA

REDEVELOPMENT – S. MARKET

SOUTH RESIDENTIAL

The South Residential redevelopment concept utilizes the vacant bank site along South Market Street to add additional residential within the Downtown District. Two-story buildings have been oriented along the street to reinforce the streetscape, while moving parking to the side and to the rear. Access to both parking areas is provided through the existing alleyway.

OPEN HOUSE / QUESTIONS