

City of Wooster

Comprehensive Plan

Wayne County, Ohio

Steering Committee Meeting #1

February 2023

DRAFT 2.28.23



Welcome!



Why are we here?

- To create a plan to **guide and align local leaders, stakeholders, and the community** toward a shared future! This planning process is **rooted in community values** and aspirations and will guide the city for years to come.
- Key outcomes of the plan include...
 - Creating a plan to guide **future land uses in the city**
 - Identifying areas for **future investment or redevelopment (focus areas)**
 - Identify goals and strategies goals for **parks and recreation, mobility, infrastructure, and other community elements**

Successes from the 2014 Plan!

- **Downtown**

- Streetscape, new mixed-use development, increased public parking lots

- **585 Corridor**

- 585 Bike Trail, focus on former Rubbermaid – GOJO moves in, Daisy Way connector, Portage Rd bike path connector

- **Residential**

- Increased property maintenance, new zoning and increased possibilities for multi-family and cluster development, 585 apartment complex, Created a TIF for Oak Hill & Milltown Development, CRA district expanded, targeted annexations for strategic growth



Successes from the 2014 Plan!

- **Transportation**

- Bike Route Plan, developed paths, wayfinding for public parking downtown, roundabouts completed with 2 planned, contracted with CAWM for City-Wide transportation program

- **Parks and Services**

- Clear Creek Park created, Wooster Memorial expanded, EV charging stations downtown, FEMA grant for creek clean up, Community Relations Officer, routine newsletter, Constructed new Safety Center and Fire Sta. #3

- **Planning and Zoning Code Updates**

- Revised zoning districts and added development standards



Today's Agenda

- Introductions
- Project Overview
- Existing Conditions + Previous Plans
- Group Visioning
 - *Our Project Understanding*
 - *Issues and Opportunities*
 - *Big Ideas!*
- Next Steps



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MEET OUR TEAM



Arthur Schmidt
Senior Planner



Aaron Domini
Practice Leader



Kim Younkin
Technical Support



We are the community advancement firm.

We believe in the power of multidisciplinary teamwork to find ideas that aren't just different—they're better.

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18 Offices

Indiana | Kentucky | Michigan | Ohio | Tennessee

Community is at the center of everything we do.

We've been Advancing Communities since 1962 by keeping our singular forward-thinking focus on putting people first.

AUTHORIZED TO TRANSACT BUSINESS IN ALABAMA, ARKANSAS,
GEORGIA, KENTUCKY, PENNSYLVANIA AND WISCONSIN

We know **OHIO COMMUNITIES**

We focus on Ohio towns and cities, because that is who we are, where we live, and what inspires us.

Ashland, OH
Avon Lake, OH
Bexley, OH
Blendon Township, OH
Boston Heights, OH
Canal Winchester, OH
Clayton, OH
Columbus, OH
Fairborn, OH
Fairlawn, OH
Gahanna, OH
Grandview Heights, OH
Green, OH

Hilliard, OH
Hinckley, OH
Kenton, OH
Lebanon, OH
Lorain, OH
Marietta, OH
Marysville, OH
Massillon, OH
Medina, OH
Miamisburg, OH
Middletown, OH
Mount Vernon, OH
Newark, OH

Newburgh Heights, OH
Pataskala, OH
Pickerington, OH
Reynoldsburg, OH
Stow, OH
Tallmadge, OH
Vandalia, OH
Wadsworth, OH
West Carrollton, OH
Westerville, OH
*Whitehall, OH
Wooster, OH
Worthington, OH

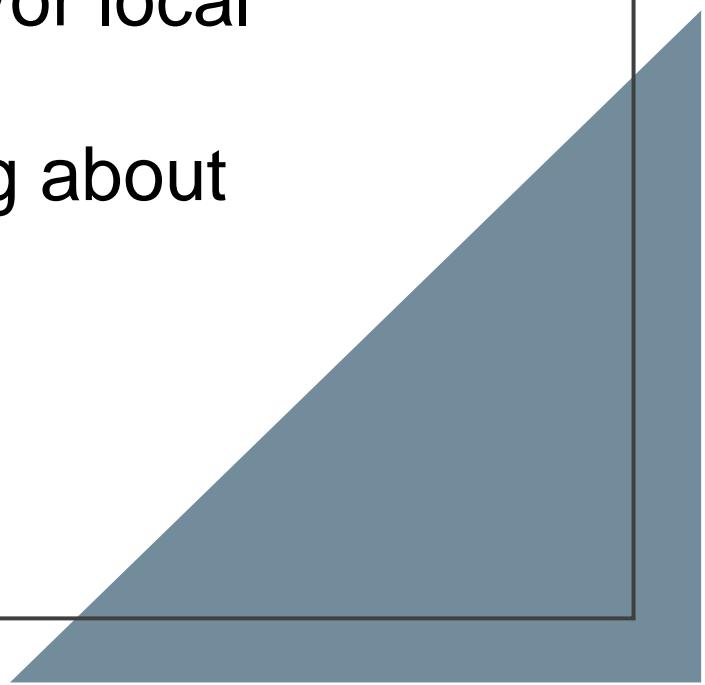


**Nice to
meet
you!**

Please tell us your...

- Name
- Organization and/or local affiliation, and...
- Your favorite thing about Wooster!

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Project Overview

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Our goal is to create a blueprint that will guide future **growth and development** in Wooster over the next 10-15 years.

Project Purpose



Best Downtown Placemaking:
Small Town Award (2019)

What a Comprehensive Plan is:

- **Comprehensive & citywide**
- **Long-range**
- **General**
- Focused on **physical development**
- **Relates physical design proposals to community goals**
- Acts as a **policy document**



What a Comprehensive Plan isn't:

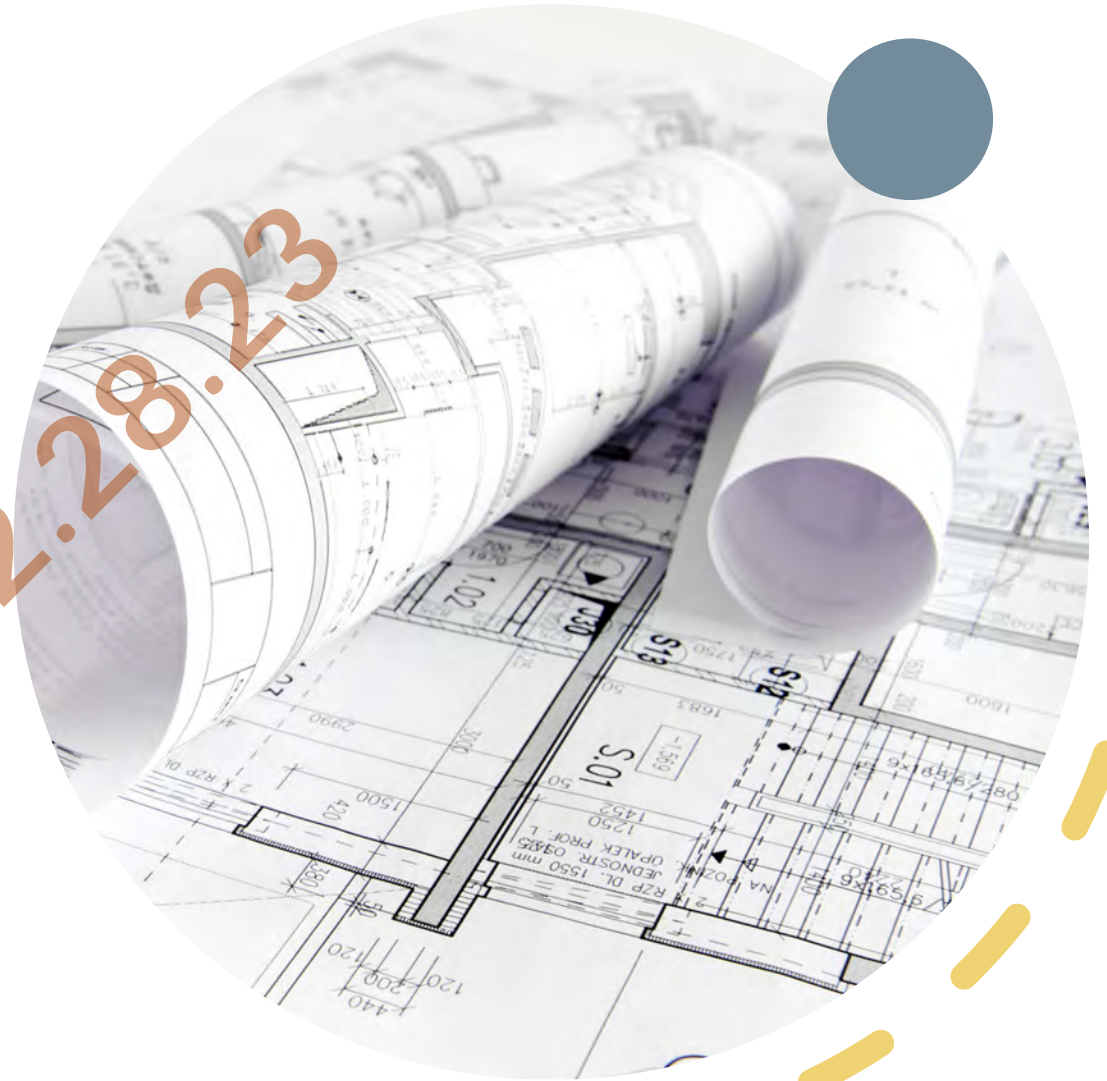
- A zoning ordinance
- A subdivision regulation
- A budget or a capital improvement plan

It is meant to provide the framework for the development of these implementation tools.



Project Outcomes

- Plan for the next step in the **evolution of Wooster**
- Identify **key next steps** to drive growth and development forward
- Create **implementation strategies** for catalytic projects and initiatives



The role of the Steering Committee

- Give **direction on how to engage** the community
- **Share insights**
- Act as **liaisons to community** groups and organizations
- **Assist in the creation** of the plan document
- Act as **stewards of the plan**



Project Phases

Learn + Listen

Develop + Finalize

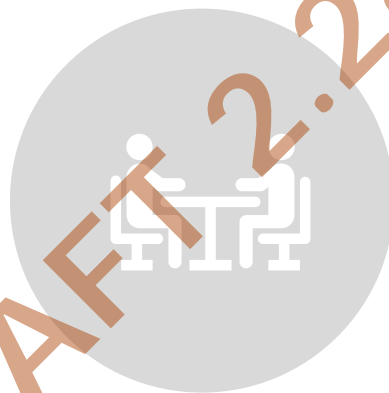
Ignite!



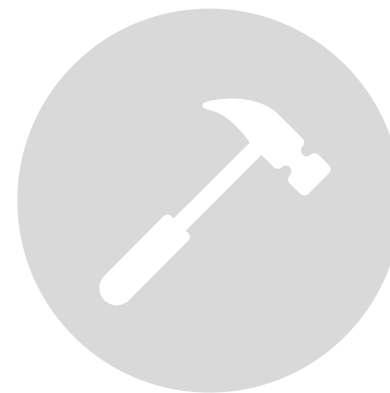
**Phase 1:
Investigate**



**Phase 2:
Inform**



**Phase 3:
Insight**



**Phase 4:
Invent**



**Phase 5:
Implement**

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Phase 1: Investigate

- ~~Project setup and general housekeeping~~
- ~~Review previous plans and collect preliminary existing conditions data~~
- ~~Form a project Steering Committee~~
- **Steering Committee Meeting #1**
 - Project kickoff and preliminary assessment and visioning
 - **TODAY!**



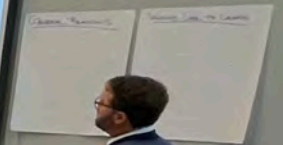
EXIT

Role of the Leadership Committee

- Identify champions and champions of the plan
- Guide the development of the plan
- Identify stakeholders to engage
- Spread the word about the planning process



Small image showing a meeting room with people seated around a table.



Phase 2: Inform

- Conduct existing conditions analysis
- **Steering Committee Meeting #2**
 - Review existing conditions and prepare engagement strategy for Phase 3
 - **March 28**

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Phase 3: **Insight**

- Host stakeholder sessions
- Launch community survey
- Community workshop
- **Steering Committee Meeting #3**
 - Review findings from community engagement and prepare draft vision, goal, and development framework
 - **May 30**



Community Engagement

Going beyond the easel.

By tailoring our planning process to each client, community, and project, we reach people where they are and create an environment where everyone feels welcome and valued.



Design Charrettes



Pop-ups



Digital and Social Engagement



Immersive Engagement



Public Open House

Engagement should be inclusive, fun, and inspiring!

Phase 4: **Invent**

- Create vision and land use plan strategies
- Focus area concepts
- **Steering Committee Meeting #4**
 - Review focus area concepts and additional plan elements
 - **July 18**
- Prepare draft plan
- **Steering Committee Meeting #5**
 - Review draft document and prepare for Open House
 - **September 26**

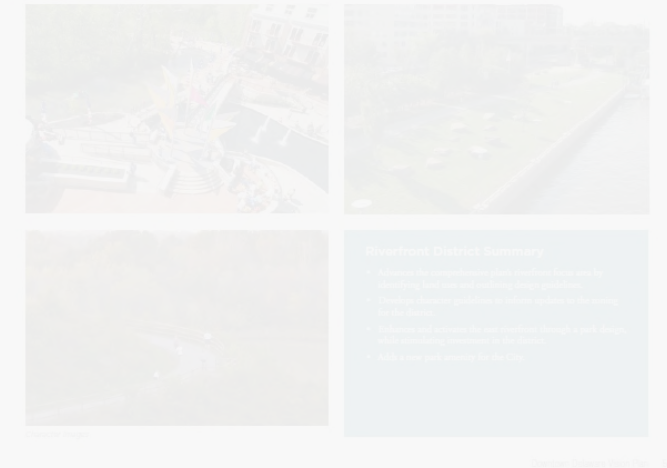
2021

Phase 5: **Implement**

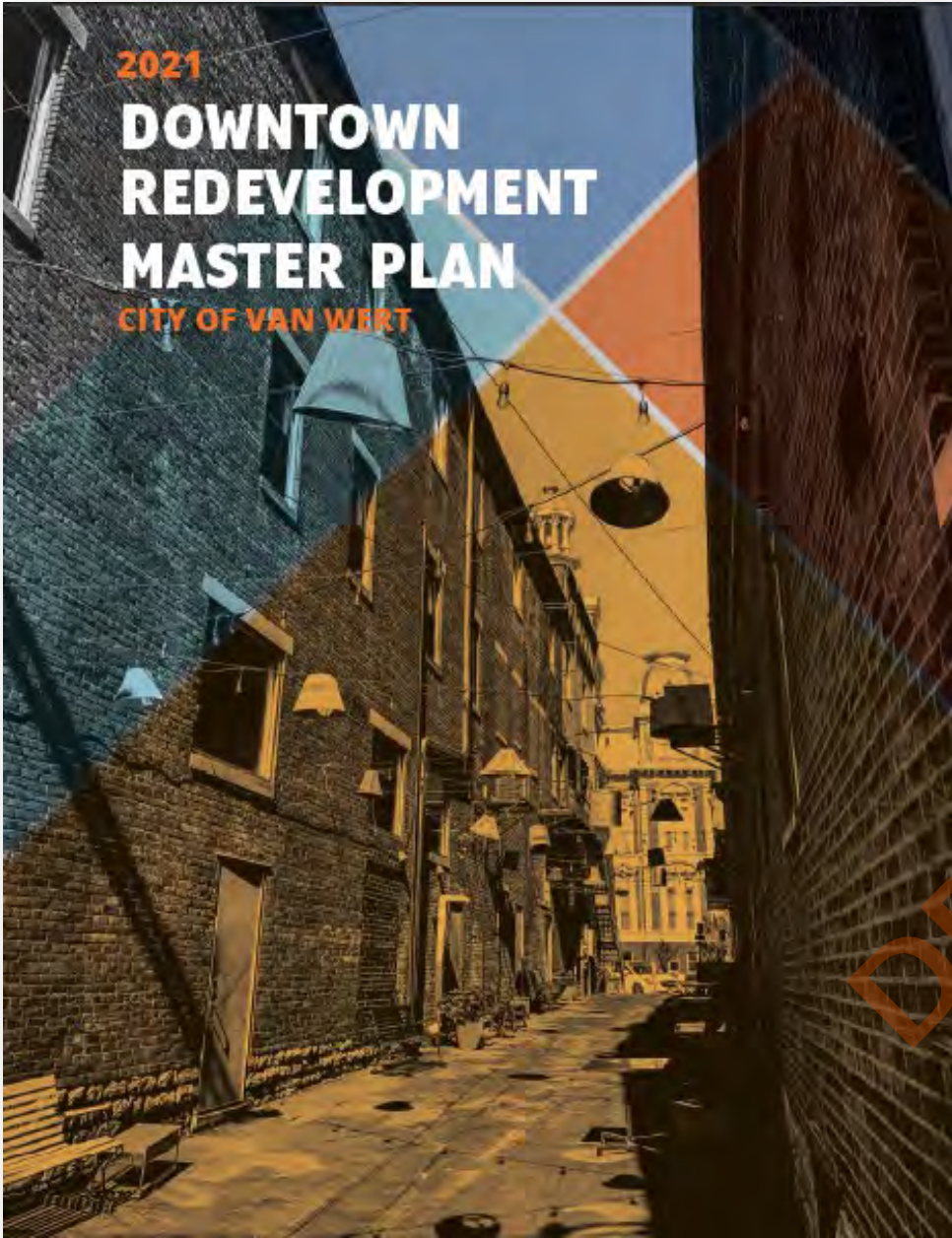
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REDEVELOPMENT
MASTER PLAN
CITY OF WOOSTER

- Public Open House
- **Steering Committee Meeting #6**
 - Review open house outcomes and finalize plan document
 - **Early December 2023**
- Final round of document review and comments
- **Finalize, submit, and adopt!**
 - **Before the New Year**

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2021 DOWNTOWN REDEVELOPMENT MASTER PLAN CITY OF VAN WERT



Riverfront Park Concept Plan



Character Images

Riverfront District Summary

- Advances the comprehensive plan/riverfront focus area by identifying land uses and outlining design guidelines.
- Develops character guidelines to inform updates to the zoning for the district.
- Enhances and activates the east riverfront through a park design, while stimulating investment in the district.
- Adds a new park amenity for the City.

Courthouse Plaza

OVERVIEW

The Van Wert Courthouse is an iconic community destination and feature. Complementing the courthouse is the historic Hotel Marsh which is also a beautiful architectural building and landmark in the community.

Considering the current and future potential of these locations as destinations in the community it is important to examine how they complement and integrate within the downtown framework to ensure this is a first class space within the community. This priority project is about elevating the quality and potential of these spaces as community spaces and to support future private development of the hotel, and surrounding properties.

PROJECT ELEMENTS

The major elements of this priority project focus on enhancing the public realm. This includes a new hardscape public space on the east side of the courthouse for entertainment and outdoor dining. This project also includes enhancing the streetscape on Main Street with new paving materials, arches, and trees/landscaping to identify this area in the downtown as a 'center'. Collectively the elements create a sense of place, comfort, and interest in this important part of the downtown.



CHARACTER IMAGES

IMPLEMENTATION

This section outlines some of the key steps needed to execute this priority project. It is important to note that these are preliminary recommendations and opinions of cost.

Opinion of Cost:

These improvements are estimated at \$350,000 - \$450,000 for the streetscape improvements, and approximately \$150,000 - \$200,000 for the proposed public space on the east side of the courthouse.

Responsible Parties:

- City of Van Wert
- Main Street Van Wert
- ODOT
- Van Wert County
- Adjacent businesses and property owners

Time frame:

4-7 Years



View from Bagley Alley



Overhead View looking West on Main St

Project Overview: Schedule Preview

MEETING SCHEDULE - TENTATIVE

UPDATED 02/03/2023

Phase 1	Client Kick-Off Meeting Project kick-off with the client to orient the team to the process.	Tuesday, January 17th, 2023 10-am - Virtual via Zoom
	Steering Committee Meetings #1 Review project purpose, scope, schedule, site existing conditions, and conduct goal setting/idea generation activities. Conduct a site tour around a similar date.	Tuesday, February 28th, 2023 2pm to 4pm - City Council Chambers
Phase 2	Steering Committee Meetings #2 Review additional existing conditions, market findings, and together create the community engagement strategy.	Tuesday, March 28th, 2023 2pm to 4pm - City Council Chambers
Phase 3	Community Engagement Conduct virtual or in-person engagement activities such as focus group meetings, pop-up events, and an online survey.	April/May, 2023 Time TBD - Location TBD
	Public Design Workshop Interactive workshop to further engage the public and gather additional feedback.	May, 2023 Time TBD - Location TBD
	Steering Committee Meetings #3 Review all public engagement and host interactive design session to focus on land use framework, development principles, and priority projects.	Tuesday, May 30th, 2023 2pm to 4pm - City Council Chambers
Phase 4	Steering Committee Meetings #4 Review and confirm plan framework, focus area strategies, and overall community vision.	Tuesday, July 18th, 2023 2pm to 4pm - City Council Chambers
	Steering Committee Meetings #5 Review draft plan and prepare for public open house to unveil the Comprehensive Plan.	Tuesday, September 26th, 2023 2pm to 4pm - City Council Chambers
Phase 5	Public Open House Unveil Comprehensive Plan recommendations at the public open house.	Week of November 6th, 2023 Time TBD - Location TBD
	Steering Committee Meetings #6 Review the final plan and outline implementation steps for recommendations.	December 2023 Time TBD - Location TBD
	Finalize and Submit Present the final plan for final feedback.	December 2023 Time TBD - Virtual Via Zoom

Steering Committee Meetings

- **February 28, 2023**
- **March 28, 2023**
- **May 30, 2023**
- **July 18, 2023**
- **September 26, 2023**
- **December 2023**

Public Meetings

- **Engagement Activities – April/May 2023**
- **Interactive Workshop – May 2023**
- **Public Open House – November 2023**



Community Overview

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Let's review!

- Brief introductions into...
 - Community Demographics
 - Existing Conditions Maps
 - Previous Plans

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Population Overview



Wooster 2020 Population

2010: 26,119

2000: 24,811

39.5

Median Age

39.8 in Wayne County

40.5 in Ohio

+9.8%

**Wooster
population change**
since 2000

Wooster Households



Total Households

44,113 in Wayne County



Household Size

2.56 in Wayne County

2.42 in Ohio



\$52,485

**Median Household
Income**

\$62,147 in Wayne County

\$57,725 in Ohio

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Real Estate and Affordability



\$165,287

Median Home Value

\$181,758 in Wayne County

\$175,857 in Ohio

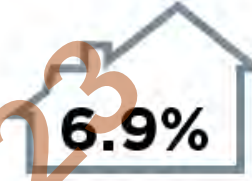


1973
**Median Year
Structure Built**



**Owner-Occupied
Housing Units**

65.3% Ohio average



**Vacant
Housing Units**



\$622

**Median
Contract Rent**
\$586 in Wayne County

137

**Housing
Affordability
Index***

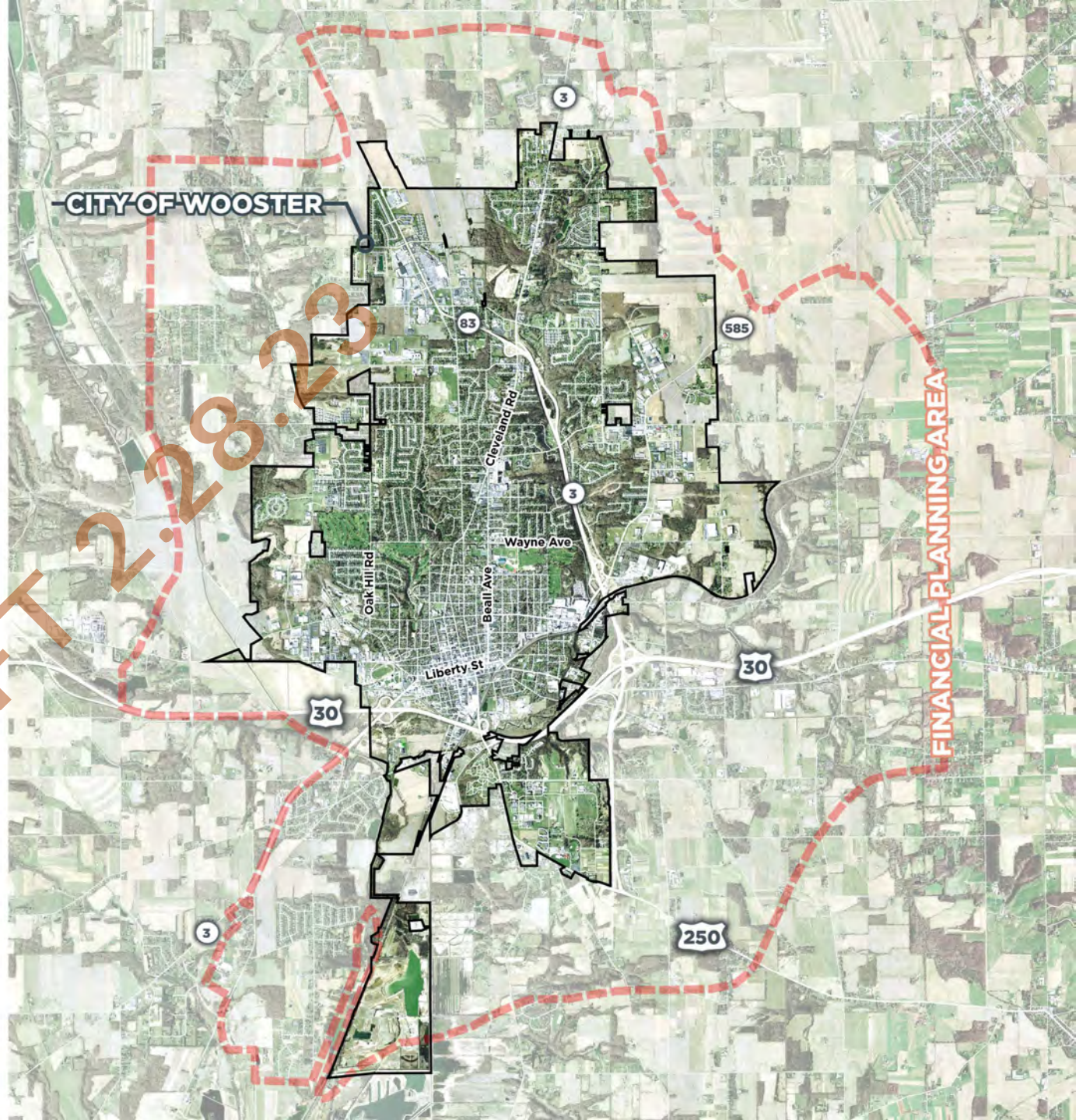
This index measures whether or not a typical family earns enough income to qualify for a mortgage loan on a typical home at the national and regional levels based on the most recent price and income data.

An index above 100 signifies that family earning the median income has more than enough income to qualify for a mortgage loan on a median-priced home, assuming a 20 percent down payment.

Study Area Map

(Financial Planning Area)

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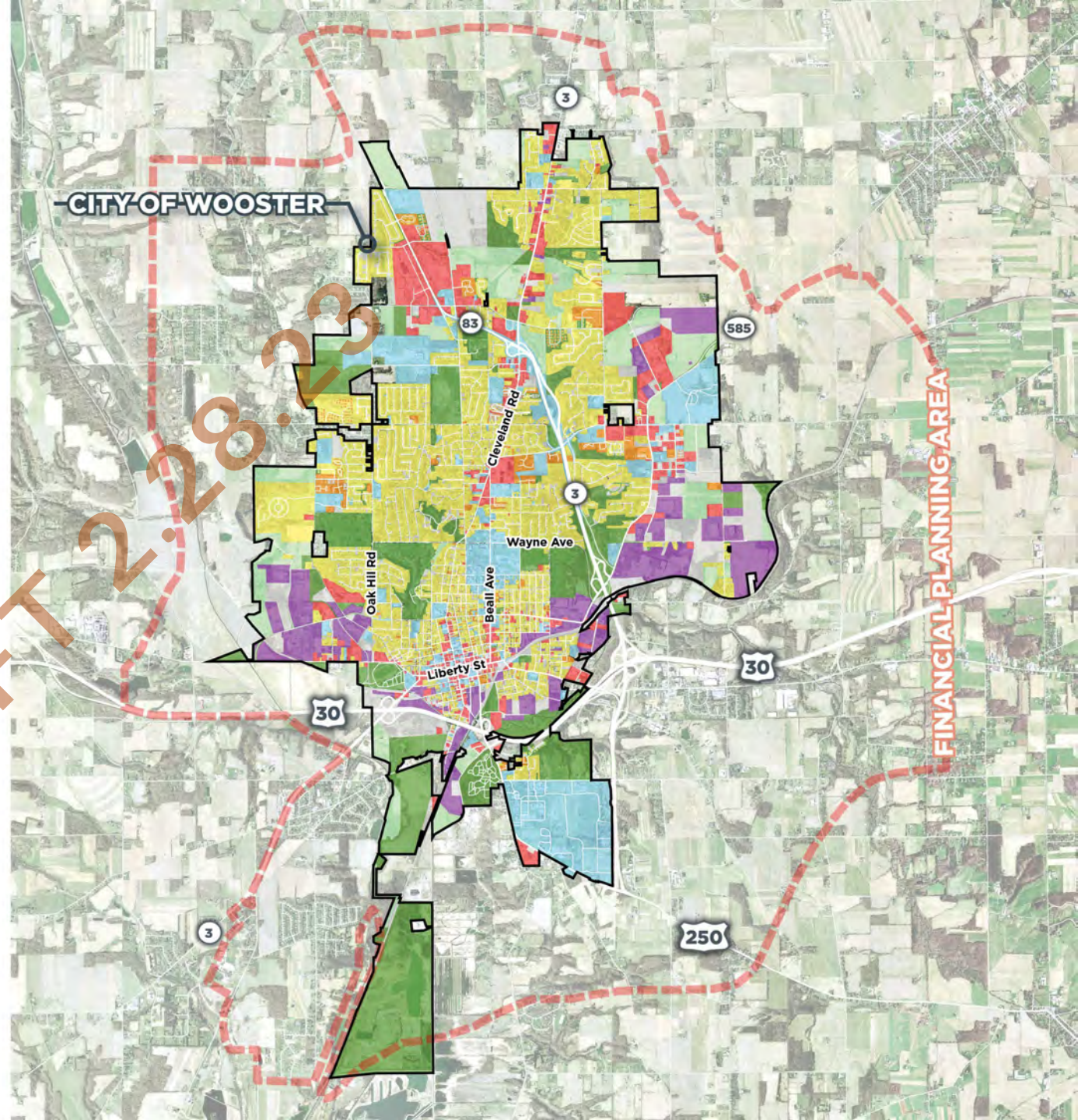


Existing Land Use

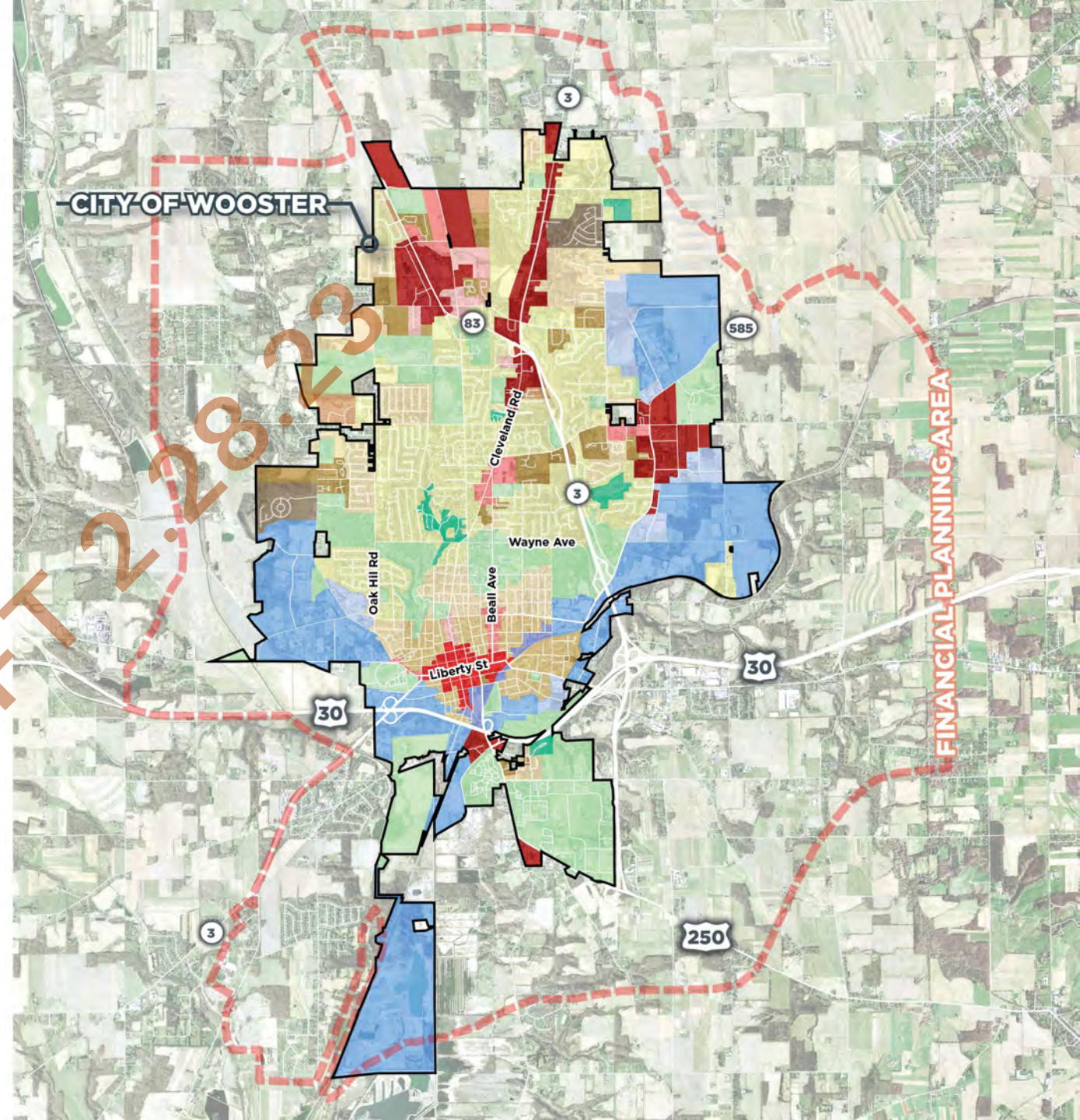
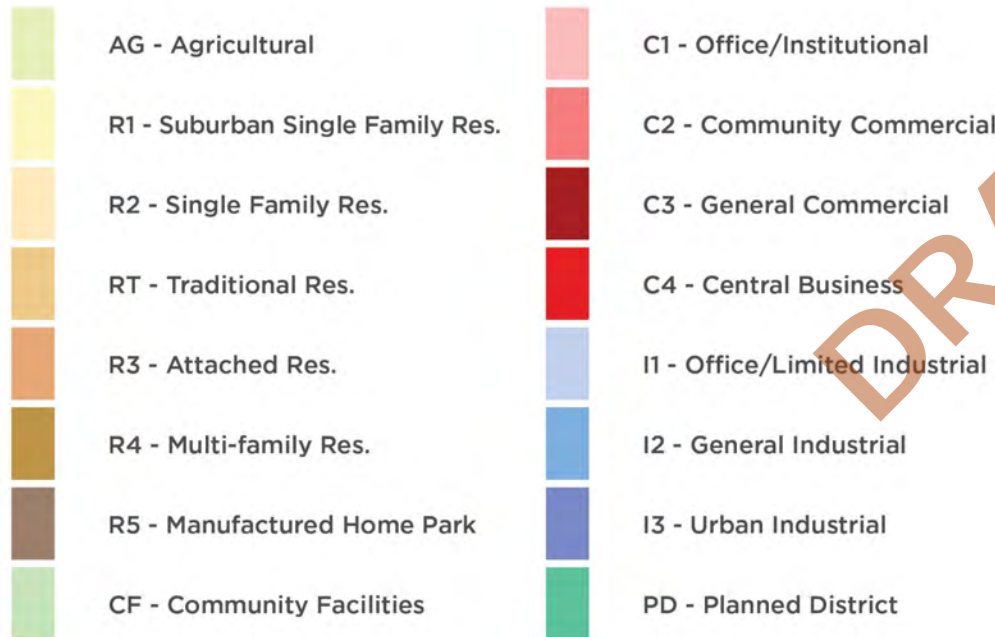
(Urban Footprint Data)



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Zoning



Previous Plans & Studies

Wooster Comprehensive Plan *2014*

Downtown Wooster Master Plan *2015*

Bike Path Plan *2015*

Wooster Design Guidelines *2016*

Downtown Parking Study *2019*

Wooster Zoning Code *2019*

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Comprehensive Plan 2014



- Promote continued **economic growth** along the 585 Corridor (*light industrial, manufacturing, R&D, office, etc.*)
- Promote **new residential development** that includes traditional neighborhood characteristics.
- Make Wooster a better **connected and walkable city.**
- Partner with the private sector, local organizations, and civic groups to help **support new and existing park spaces, programming,** and public events in the city.
- Promote **‘green’ stormwater management methods** when improving or expanding the existing stormwater management system.
- Emergency services should be carefully **expanded to ensure resident’s health and safety.**



Downtown Master Plan 2015

- According to market study consultants, Wooster should focus on **infilling vacant properties for retail** and there is space for **multiple market-rate apartment developments** that include upscale and moderate apartments.
- Public priority projects: **streetscape, pedestrian alleys, center green, and east green.**
- **4 residential, mixed-use, and commercial development projects** were identified as a roadmap for private developers.

Other Plans & Studies

Bike Path Plan 2015

City of Wooster Path and Bike Lane Map



Downtown Parking Study 2019

- Continue the **investment into public parking lots**, especially in the eastern portion of the study area. Coordinate with business owners with private lots and encourage shared parking agreements.
- **Improve and refine wayfinding** and signage for parking.

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Wooster Design Guidelines 2016



Wooster Zoning Code 2019

Group Visioning

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Project Outcomes

- Plan for the next step in the **evolution of Wooster**
- Identify **key next steps** to drive growth and development forward
- Create **implementation strategies** for the catalytic projects and initiatives

So...how do we get there?

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Let's Discuss!

- What are the **issues** in the study today?
- What are some **opportunities** you see within the study area?
- What **element do you feel will be most important** in this plan?



But first...

Think BIG. Consider what type of community you want to live in, and what can hinder or help to make that a reality.

The following subjects can be a starting point, but your ideas do not have to fit into those categories.

- **Land Use + Development**
 - **Housing**
 - **Parks + Public Space**
 - **Transportation + Mobility**
 - **Character + Image**
- ...and many more!**

DRAFT 2023



NOW, let's discuss!

- What are the **issues** in the study today?
- What are some **opportunities** you see within the study area?
- What **element do you feel will be most important** in this plan?




Let's talk!

Please fill out the form and then we'll discuss as a group!

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City of Wooster
Comprehensive Plan

 **Wooster**
EST. 1808 OHIO

Steering Committee Meeting #1 - Visioning Worksheet

Instructions:

The purpose of this worksheet is to get your input about the future of Wooster. All ideas are valued, and the results of today's work will be the foundation for creating a strategic vision for the community.

Please consider what are the most important issues and opportunities facing Wooster now and in the future. Think big! Consider what type of place you want to live in, and what can hinder or help to make that a reality. Use the space below to record as many ideas as you'd like. The subjects listed to the right can be a starting point, but your ideas do not have to fit into those categories. **Thanks for helping us plan for the future of Wooster!**

Subjects to consider:

- **Land Use** - Areas to be preserved and areas targeted for new growth and development.
- **Housing** - Residential dwellings such as multifamily, townhomes, lofts, single family, cottages, etc.
- **Parks & Public Space** - Any area or open space provided for community use.
- **Mobility & Infrastructure** - The systems connecting people to destinations and technology. (Various utility networks, streetscape, parking, vehicular traffic, walkability, biking, etc.)
- **Image & Brand** - How the community defines and markets itself to visitors and future residents.

ISSUES

1. _____

2. _____

3. _____

4. _____

5. _____

OPPORTUNITIES

1. _____

2. _____

3. _____

4. _____

5. _____

BIG IDEAS & THEMES Now consider the Issues and Opportunities you identified above and try to think of a **Big Idea** that eliminates an issue, seizes an opportunity, or both! Also, what element do you feel will be most important in this plan?

use the back of this handout for additional notes

Next Steps

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Next Steps

- More existing conditions analysis
- Draft project elements
- **Steering Committee Meeting #2:**
 - *Review existing conditions*
 - *Prepare for community engagement*
 - *Draft survey questions*
 - *Verify focus areas*
 - *March 28, 2023*





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Share your vision with us, and together, we'll
create great places for people.