

City of Wooster

Comprehensive Plan

Wayne County, Ohio

Steering Committee Meeting #2

March 2023

DRAFT 3.28.23

Today's Agenda

1. Project Overview
2. SC1 Recap
3. Existing Conditions
4. Focus Area Discussion
5. Community Engagement Strategy
6. Next Steps

Project Overview

DRAFT 03.28.23

Project Phases

Learn + Listen

Develop + Finalize

Ignite!



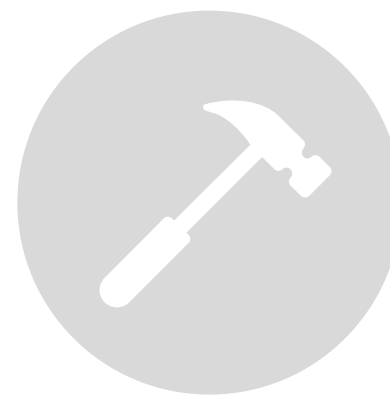
~~Phase 1:~~
Investigate



Phase 2:
Inform



Phase 3:
Insight



Phase 4:
Invent



Phase 5:
Implement

DRAFT 3.28.23

Phase 2: Inform

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

DRAFT 3/28/23

- Floodway
- 100-year floodplain
- 5 to 15% slope
- Natural/Open Space
- Single Family Residential
- Light Industrial
- Institutional
- Commercial
- Multi-Family Residential
- Main Street Mixed Use

- LEGEND
- LESS THAN 5 MINUTE DRIVE
 - GREATER THAN 30 MINUTE DRIVE

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
 - **Tuesday, May 30th @ 2pm – Council Chambers**

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



Steering Committee Meeting #1 Recap

We reviewed...

- Preliminary Community Demographics
- Land Use + Zoning
- Previous Plans

DRAFT

3.28.23

You discussed...

- Issues
- Opportunities
- Big Ideas



What did we hear from you?

A total of 87 ideas were contributed as part of the visioning exercises from steering committee meeting

6 Themes were developed from these ideas:



HOUSING



ECONOMIC
DEVELOPMENT



CITY SERVICES



INFRASTRUCTURE



MOBILITY



COMMUNITY
CHARACTER

Key Takeaways

Housing

- A desire to expand housing options
- A mix of housing types
- Support economic development
- Infill and fringe development

Economic Development

- A desire for more income generating growth
- Balance with preservation
- Continue growth in and around downtown
- Maintain the community character

Key Takeaways

City Services

- Continue to enhance the parks
- Explore the development of a community center
- Address vagrancy and mental health

Community Character

- Maintain small town feel
- Enhance gateways
- Consider a downtown arts district

DRAFT 3.28.23

Key Takeaways

Mobility

- Continue to improve and expand the non-motorized system
- Improve the Wooster Transit by expanding operations/increase frequency
- Consider regional transit connections (e.g. Columbus, Cleveland)

Infrastructure

- Maintain an excellent system
- Grow carefully

Existing Conditions

DRAFT 3.28.23

**Our Approach to the technical analysis
is to build a story with data that
responds to what we heard from you!**

DRAFT 3.28.23

Steering Committee Results

Four overarching themes from your comments need to be addresses in our work together.

1. Who will be living here and what housing choice are they living in?
2. What economic opportunities will there be and how will they shape the community?
3. How do we evolve parks and recreation services?
4. How is the community connected?

**Now let's analyze
each question**

DRAFT 3.28.23



**Who will be living in
Wooster in the
future?**

DRYDEN 3.28.23



Growth Scenarios

Future Growth

Considering future growth scenarios...



WHAT POPULATION SIZE
DO WE EXPECT IN THE
FUTURE?



WHERE CAN WE GROW?

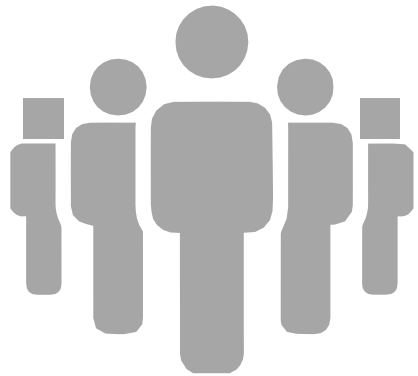


HOW DO WE WANT TO
GROW?

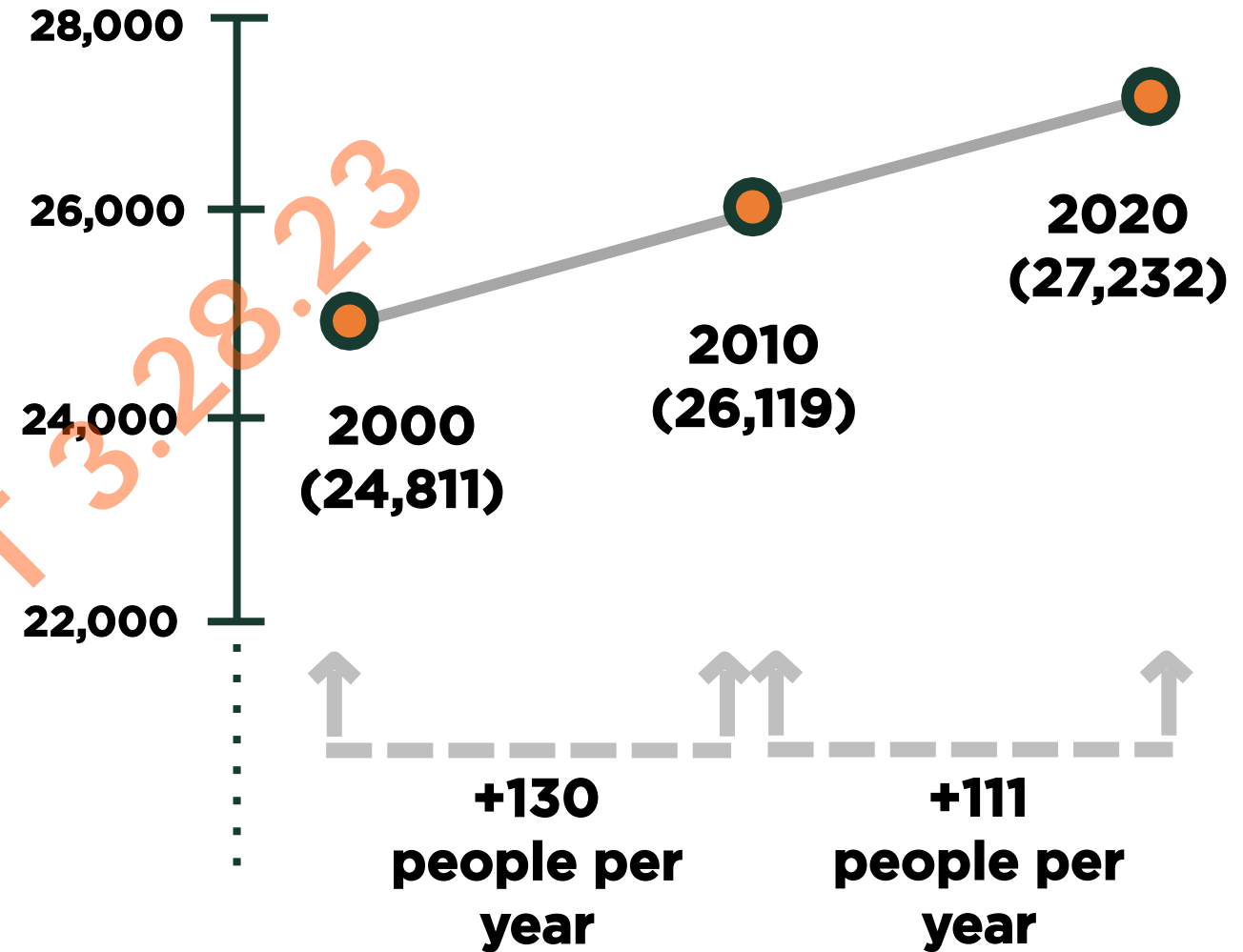
DRAFT 9.28.23

Growth Scenarios

Future Growth



Current
Population
27,232
(9.8% increase
since 2000)

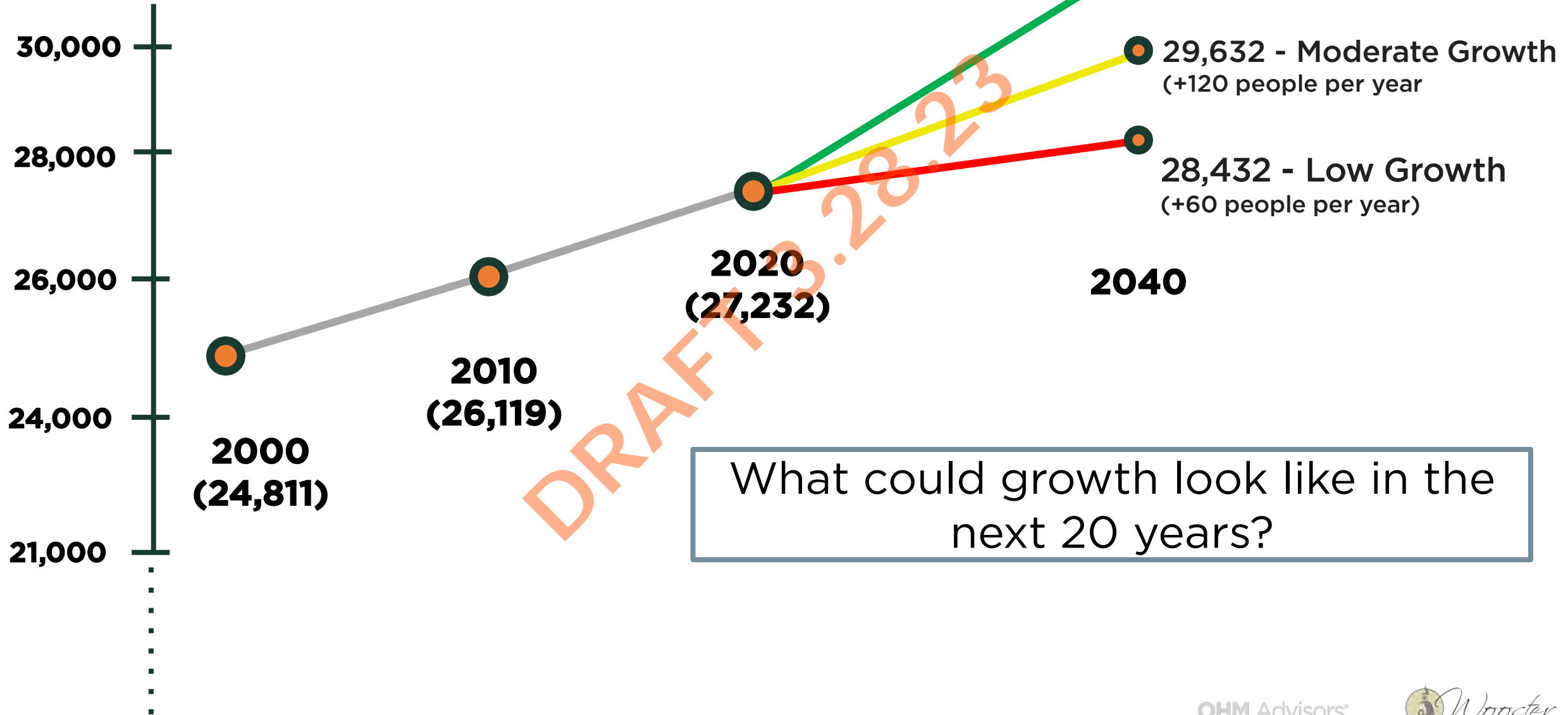


DRAFT 3.28.23

Source: US Census

Growth Scenarios

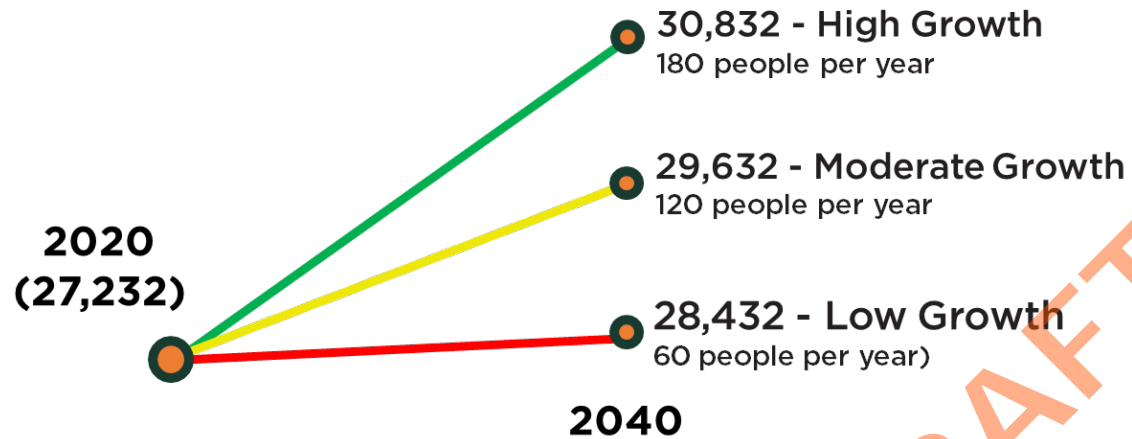
Future Growth



What could growth look like in the next 20 years?

Growth Scenarios

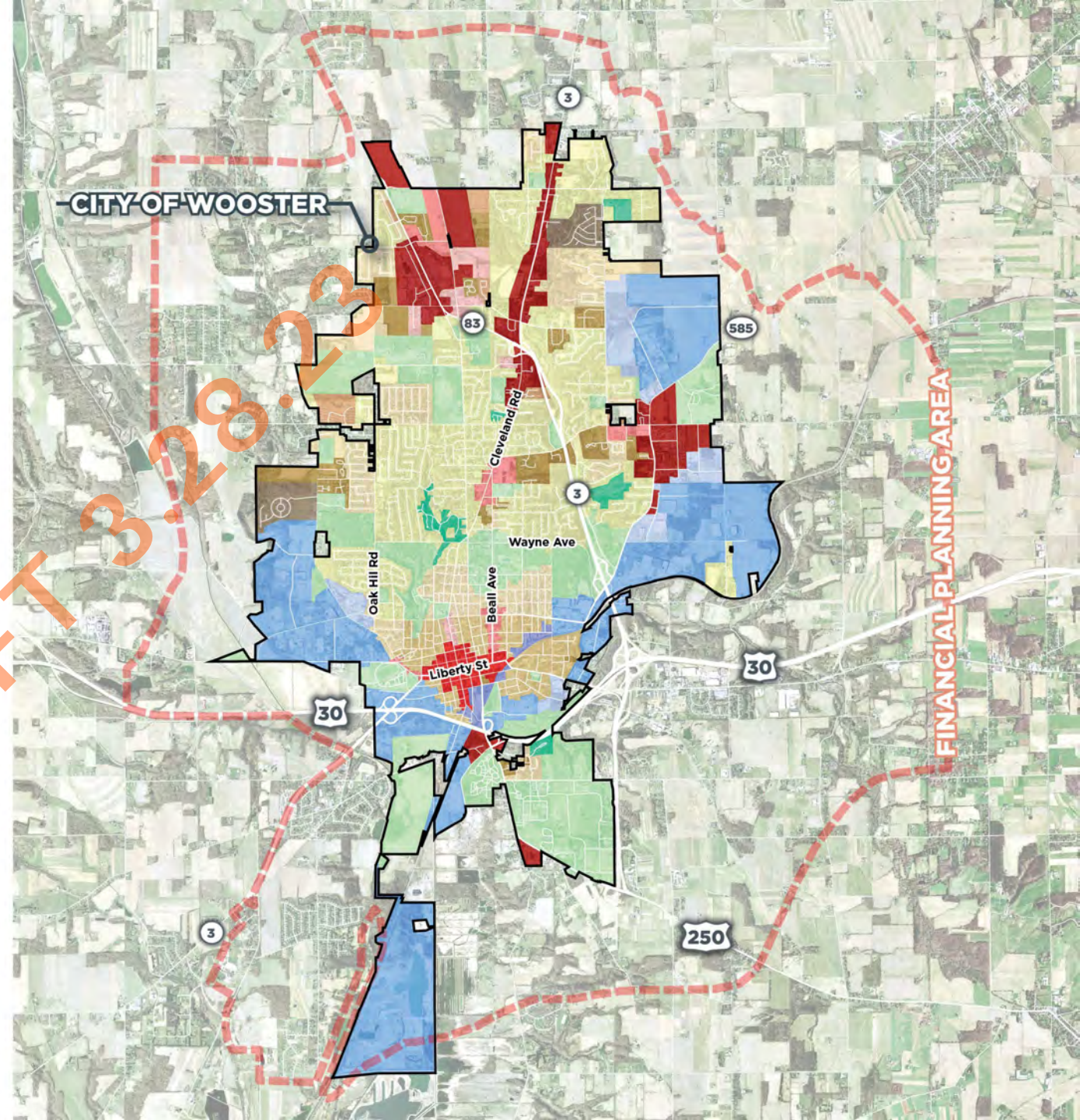
Future Growth



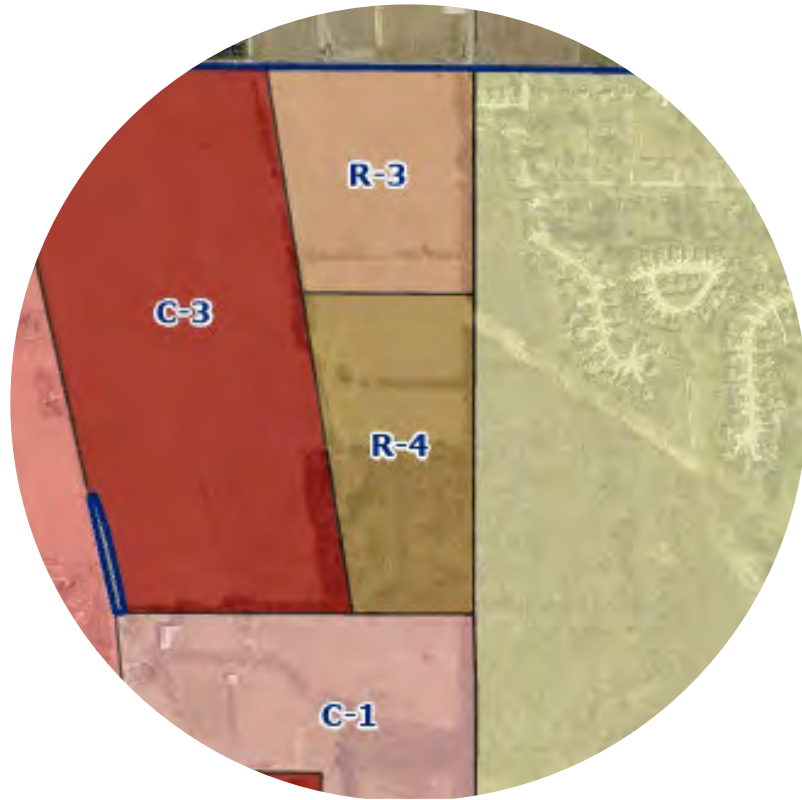
Pop Increase	Total Units @ 2.21 PPH	Acres Needed @ 8 units/ac
3,600	1,629	204
2,400	1,086	136
1,200	543	68

What could growth look like in the next 20 years?

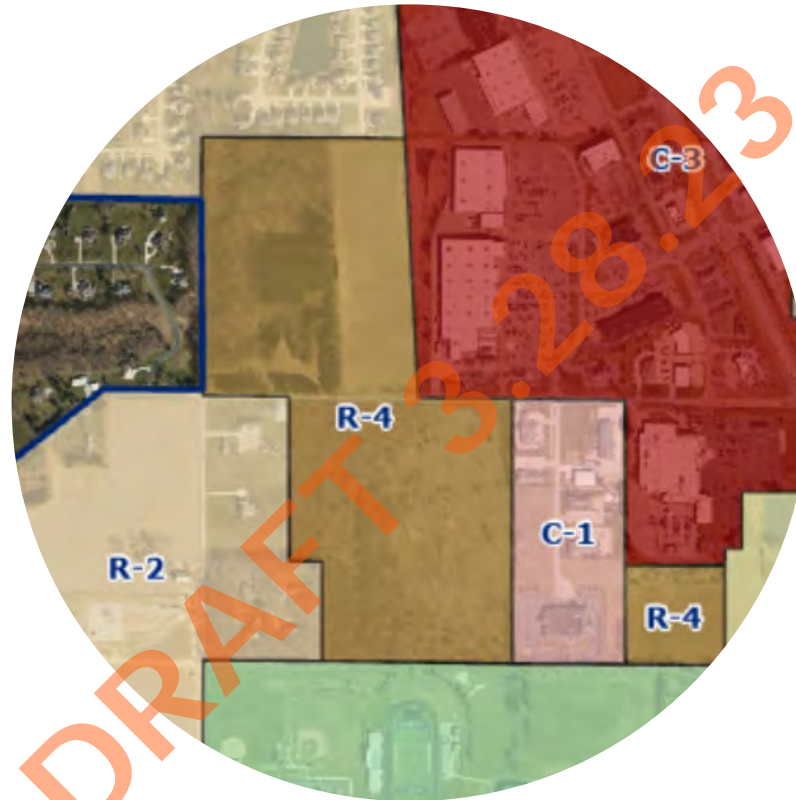
Zoning



Developable Multi Family Areas



25.6 acres

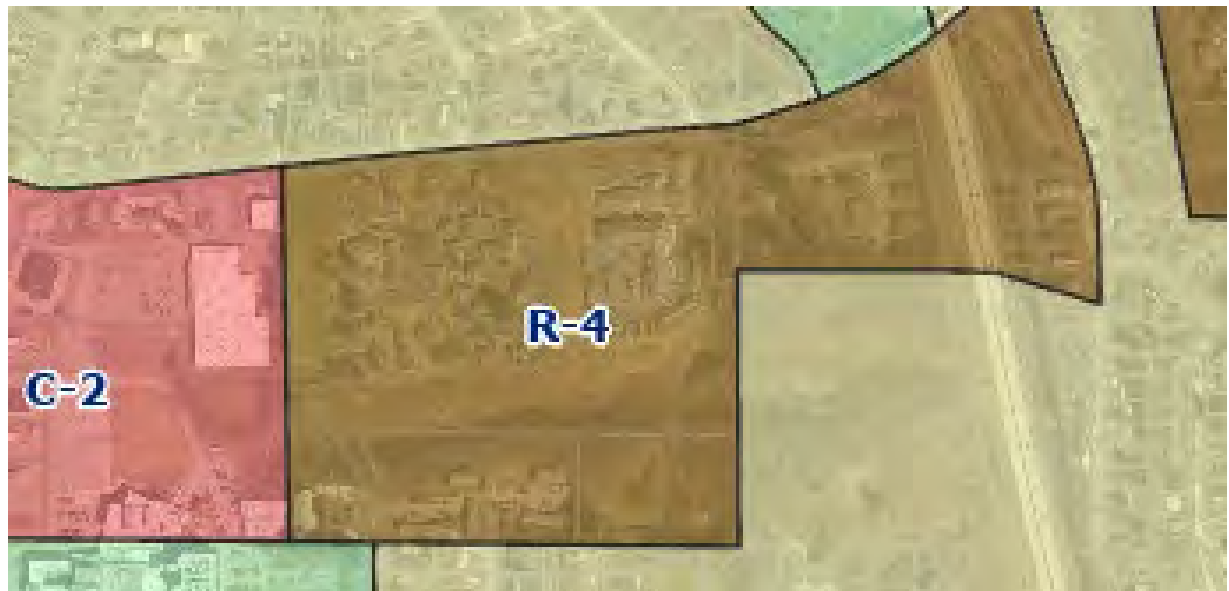
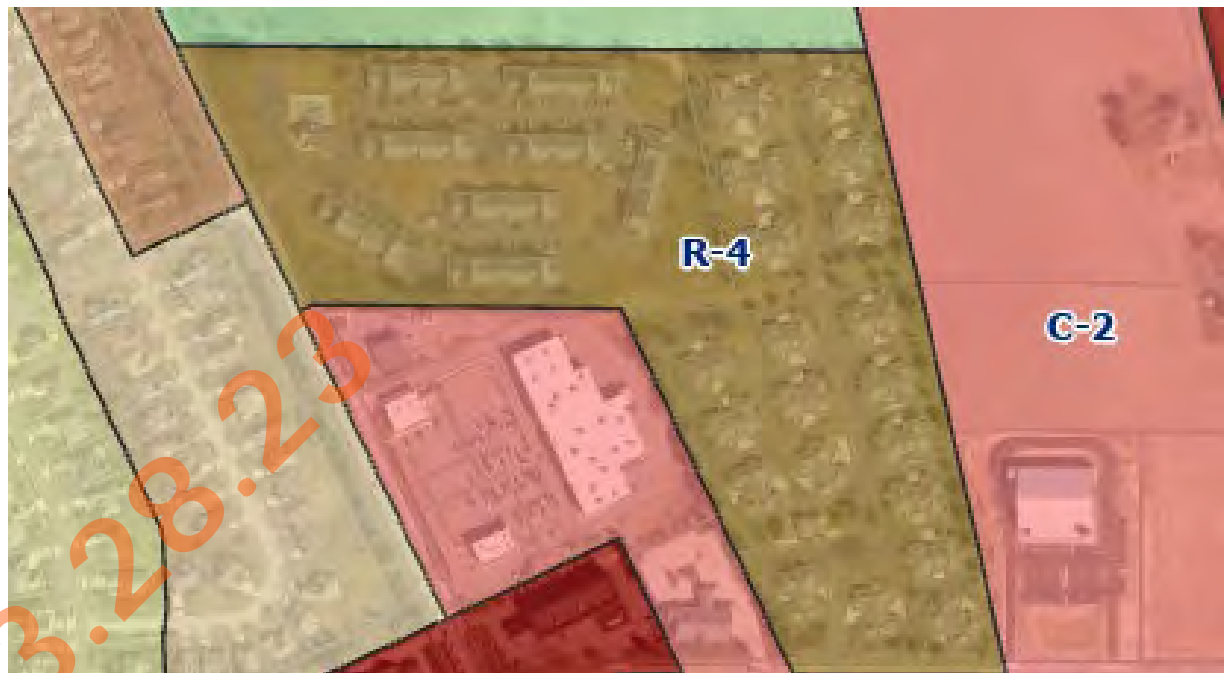


63.8 acres

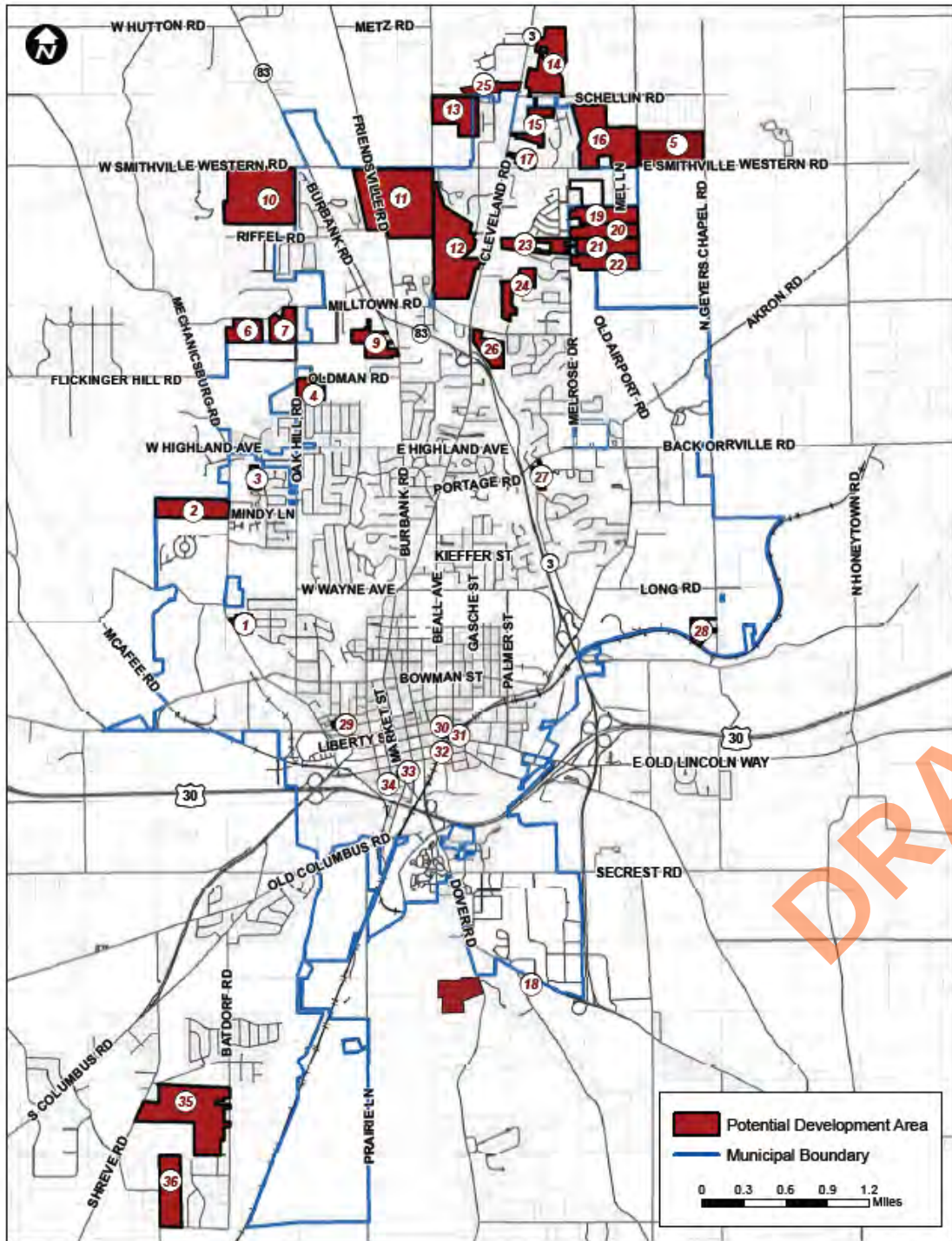


18.7 acres

108.1 total acres available for Multi-family



Developed Multi Family Areas



Potential Residential Development Areas

Within or adjacent to city boundary

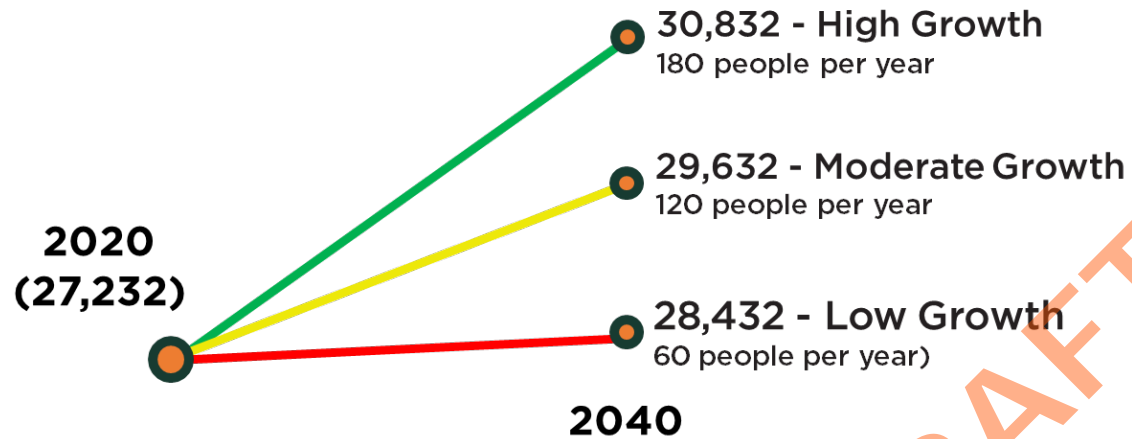
Exercise conducted by city staff to understand potential development areas. We broke this down further to understand what the development potential could be...

- Combined acreage of **parcels greater than 50 acres*** = 895.1ac
- Combined acreage of **parcels less than 50 acres*** = 418.4ac

***Parcels less than 50 acres have limited market potential for development**

Growth Scenarios

Future Growth



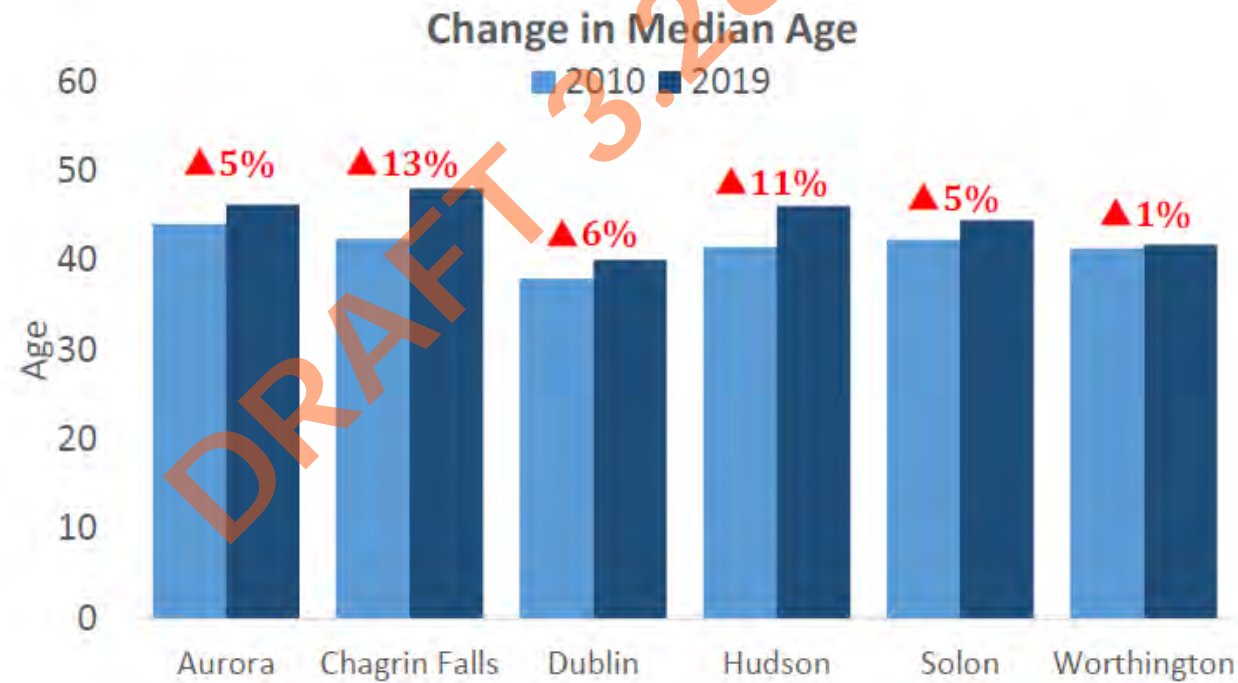
Pop Increase	Total Units @ 2.21 PPH	Acres Needed @ 8 units/ac
3,600	1,629	204
2,400	1,086	136
1,200	543	68

What could growth look like in the next 20 years?

Who will be living in Wooster in the future?

Demographics

The median age in Wooster is 39.5, and in 2010 it was 36, a 9% increase in ten years, on the higher end of increase compared to peer communities.

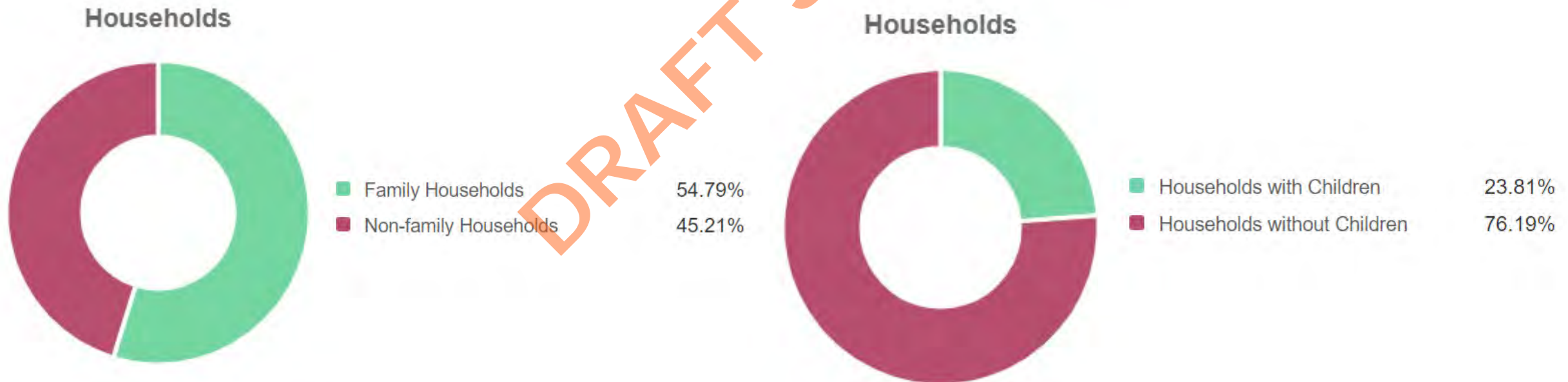


Source: 2010 and 2019 ACS

Who will be living in Wooster in the future?

Demographics

There are a total of 10,950 households in Wooster, each made up of around 2 members. Family establishments represent 54.79%, while non-family units account for 45.21%. Additionally, 23.81% of households have children and 76.19% are without.



Source: 2020 ACS, Point2Home

Who will be living in Wooster in the future?

Demographics

Approximately 43 percent of adults in Wooster are married, while 57 percent have never been, are divorced, or widowed.

Marital Status



Never Married	38.66%
Married	42.86%
Separated	2.07%
Widowed	5.55%
Divorced	12.93%

Martial Status

Never Married	8,990
Married	9,968
Separated	481
Widowed	1,290
Divorced	3,008

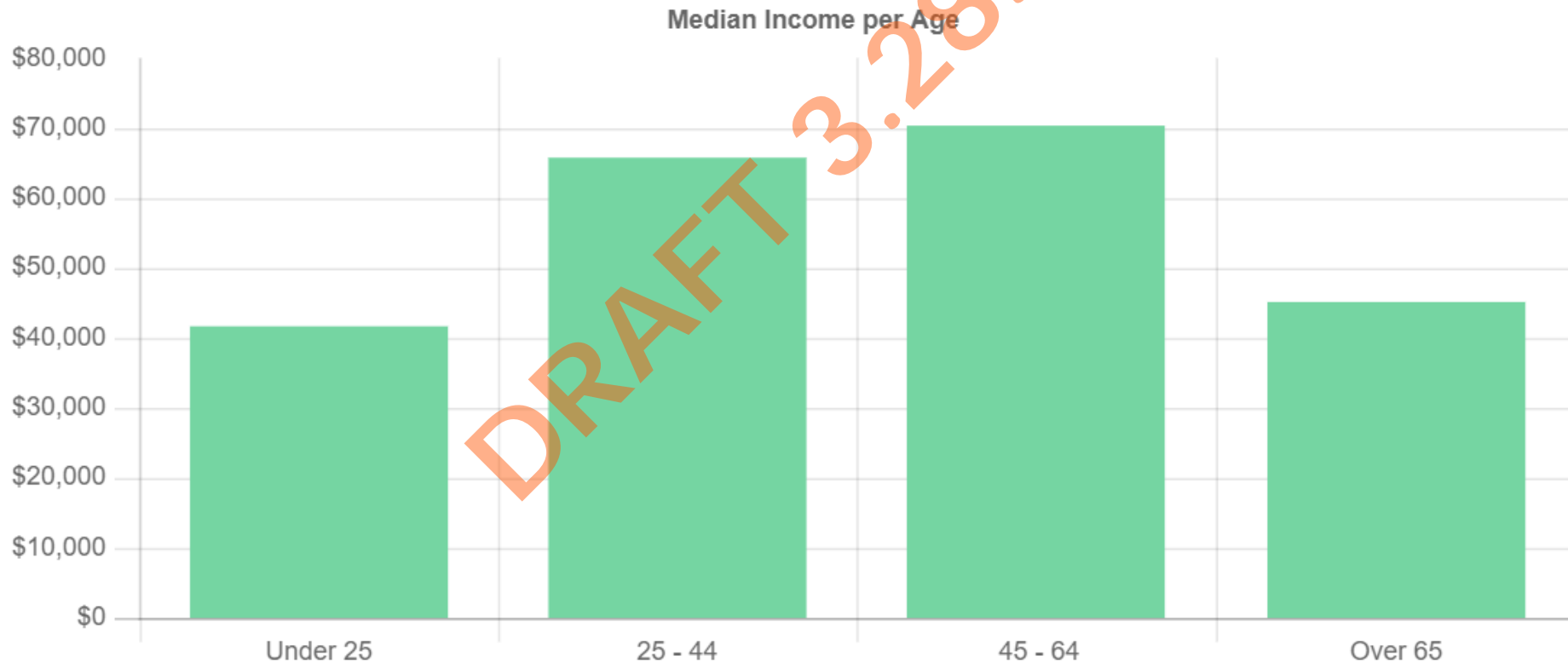
**Where and what
housing choice are
they living in?**

DRAFT 3.26.23

Where and what housing choice are they living in?

Housing

The average annual household income is \$70,644, the median is \$55,598. Residents aged 25 to 44 earn \$65,787, while those between 45 and 64 years old have a median



Where and what housing choice are they living in?

Housing

Approximately 27 percent of income is spent on housing, near the 30 percent threshold for maximum housing cost to income ratio

Housing (2017-2021)	
Owner-occupied housing unit rate	60.2%
Median value of owner-occupied housing units	\$156,200
Median selected monthly owner costs with a mortgage	\$1,252
Median selected monthly owner costs without a mortgage	\$486
Median gross rent	\$791

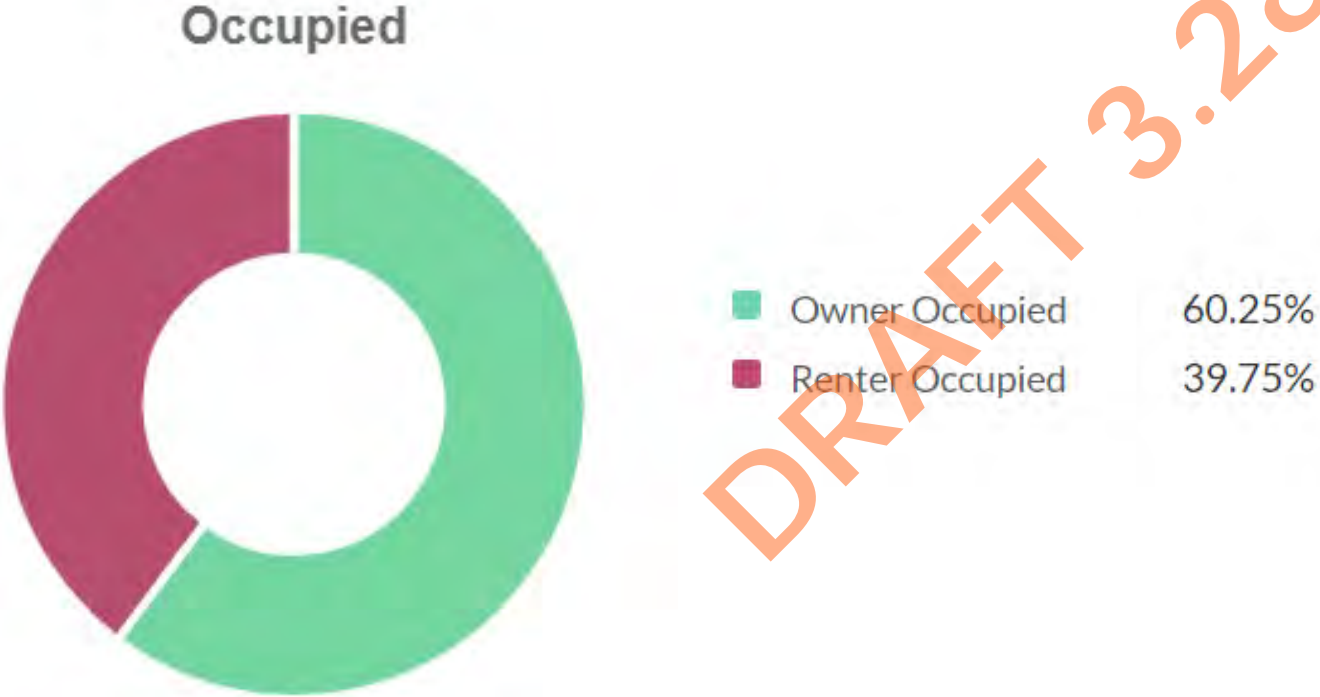
**Median Household Income:
\$55,598**

Source: 2021 ACS

Where and what housing choice are they living in?

Housing

Of the 10,950 occupied housing units in Wooster, 60.25% are owner-occupied, while 39.75% have renters living in them.

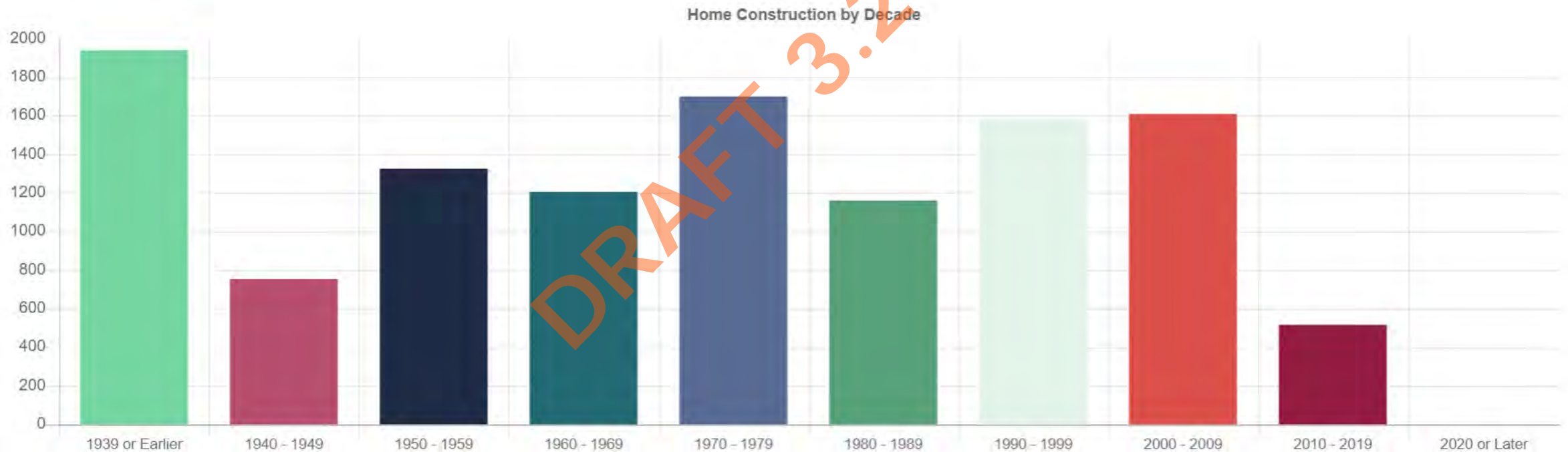


Occupied	
Owner Occupied	6,597
Renter Occupied	4,353
Total	10,950

Where and what housing choice are they living in?

Housing

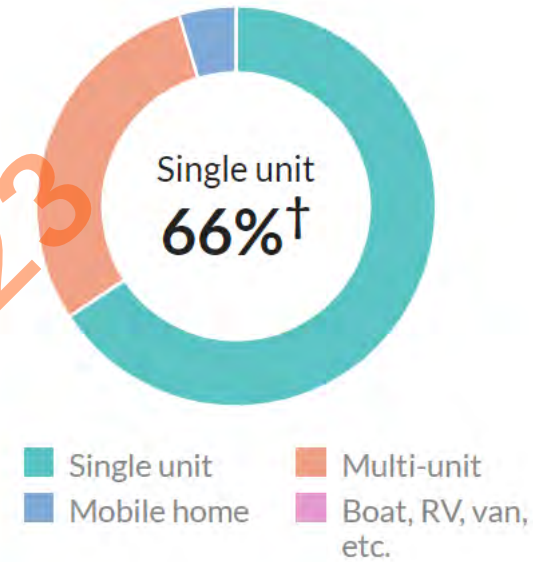
There are 11,787 housing units in Wooster, the median year they were built is 1974



Where and what housing choice are they living in?

Housing

Approximately 66 percent of all housing units are single family detached.



Column	Wooster				Wooster, OH Micro Area				Ohio	
Single unit	65.7%†	±7.7%	7,747	±636.2	77.3%	±0.8%	35,922	±690.3	73.6%	±0.2%
Multi-unit	29.7%	±2.8%	3,498	±439.6	15.1%	±1.2%	6,998	±549.2	22.8%	±0.2%
Mobile home	4.6%†	±1.1%	542	±138	7.6%†	±0.8%	3,533	±369	3.6%	±0.1%
Boat, RV, van, etc.	0%	±0%	0	±23	0.1%†	±0.1%	30	±43	0%†	±0%

Source: 2020 ACS

Where and what housing choice are they living in?

Housing

Housing and Demographics final thoughts...

Housing is moderately attainable for residents today with the average spent on housing at approximately 27% of median income.

Question: Will it be attainable for who will live here in the future?

Approximately 76% of households are without children, and approximately 57% of households are non-married. Approximately 66% of all housing units are single-family detached.

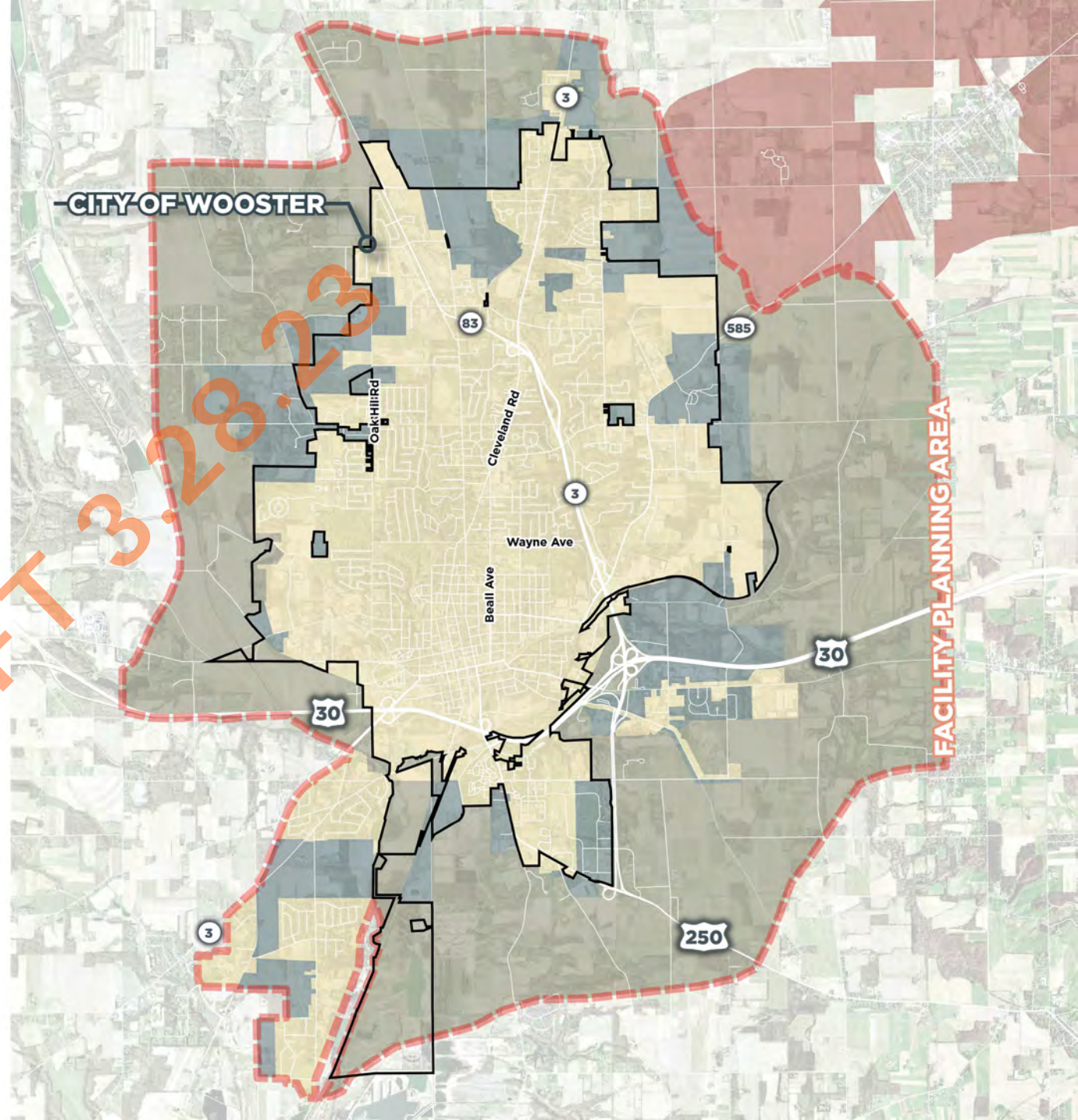
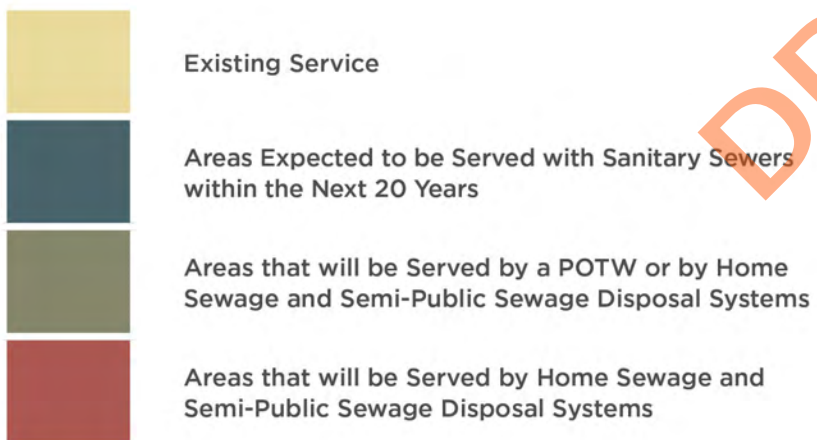
Question: Do we have the right mix of housing now and for the future?

What economic opportunities will there be and how will they shape the community?

DRAFT 3.28.23

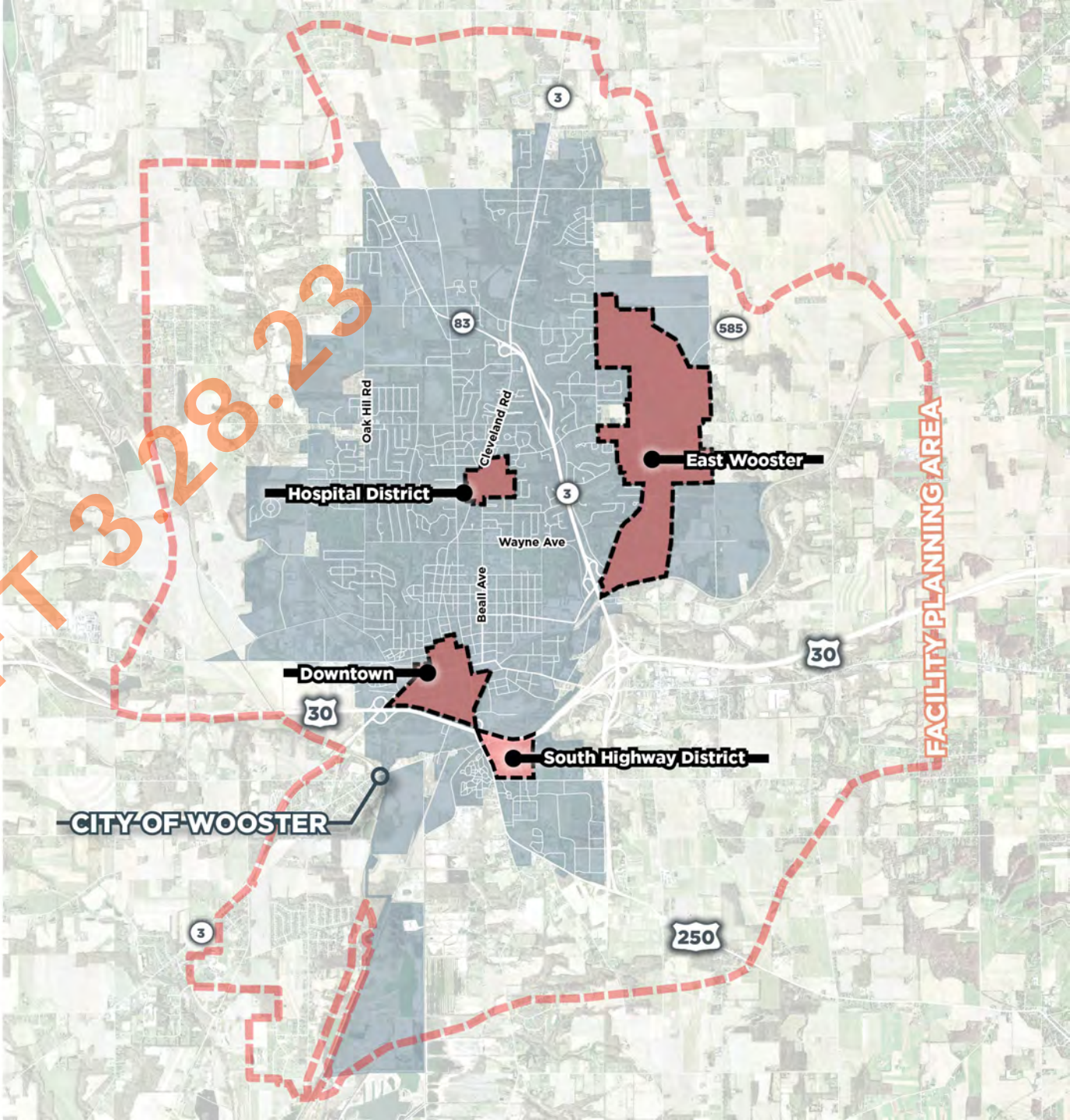
Sewer Service

- City sewer anticipated to serve property adjacent to existing boundary



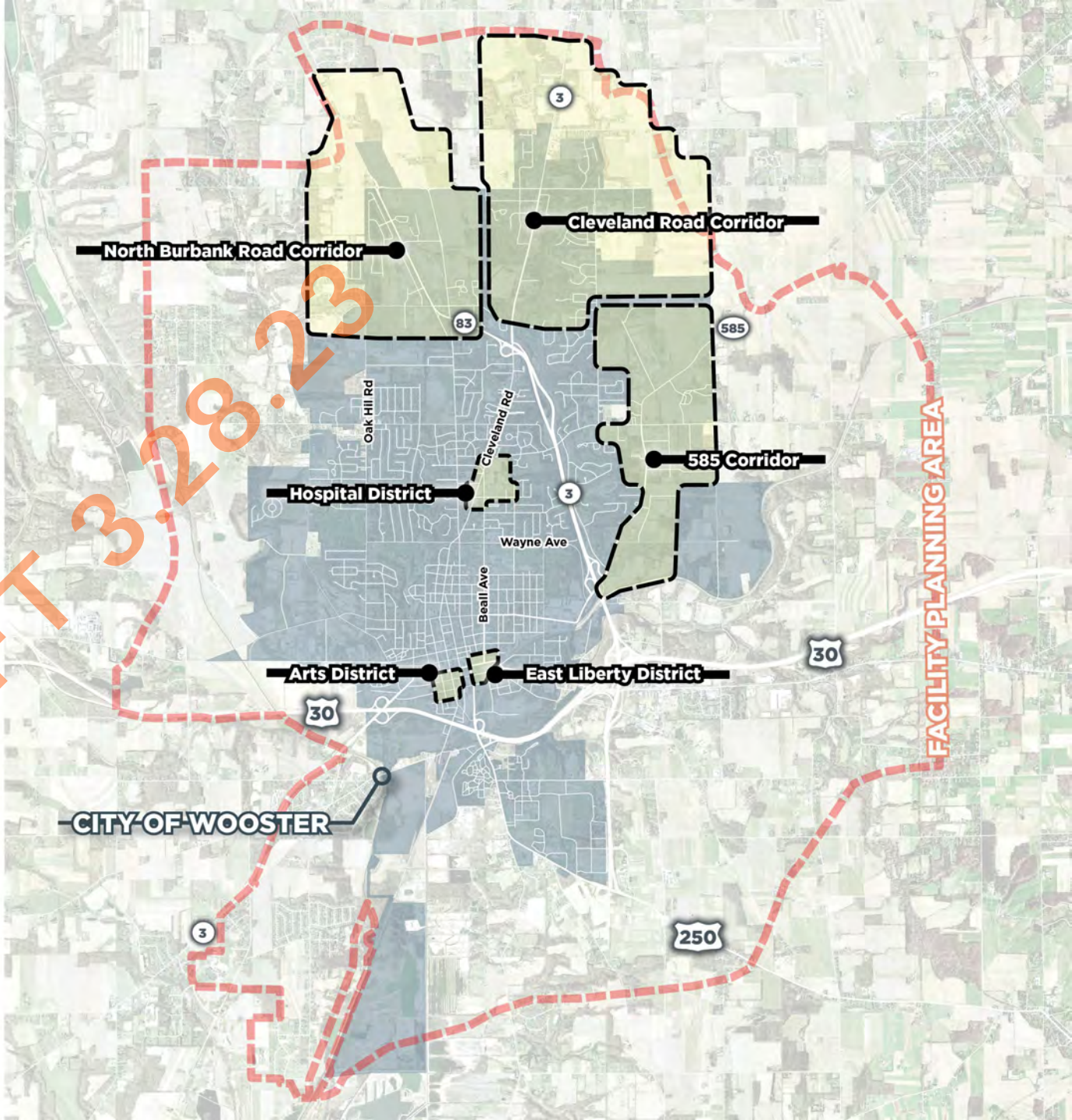
Focus Areas (2014)

DRAFT 3.28.23



Draft Focus Areas

DRAFT 3.28.23



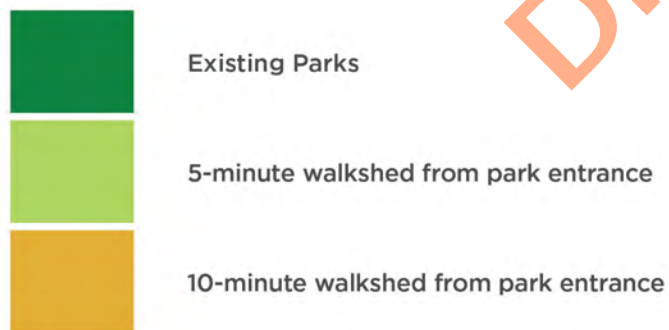
How do we evolve parks and recreation services?

DRAFT 3.28.23

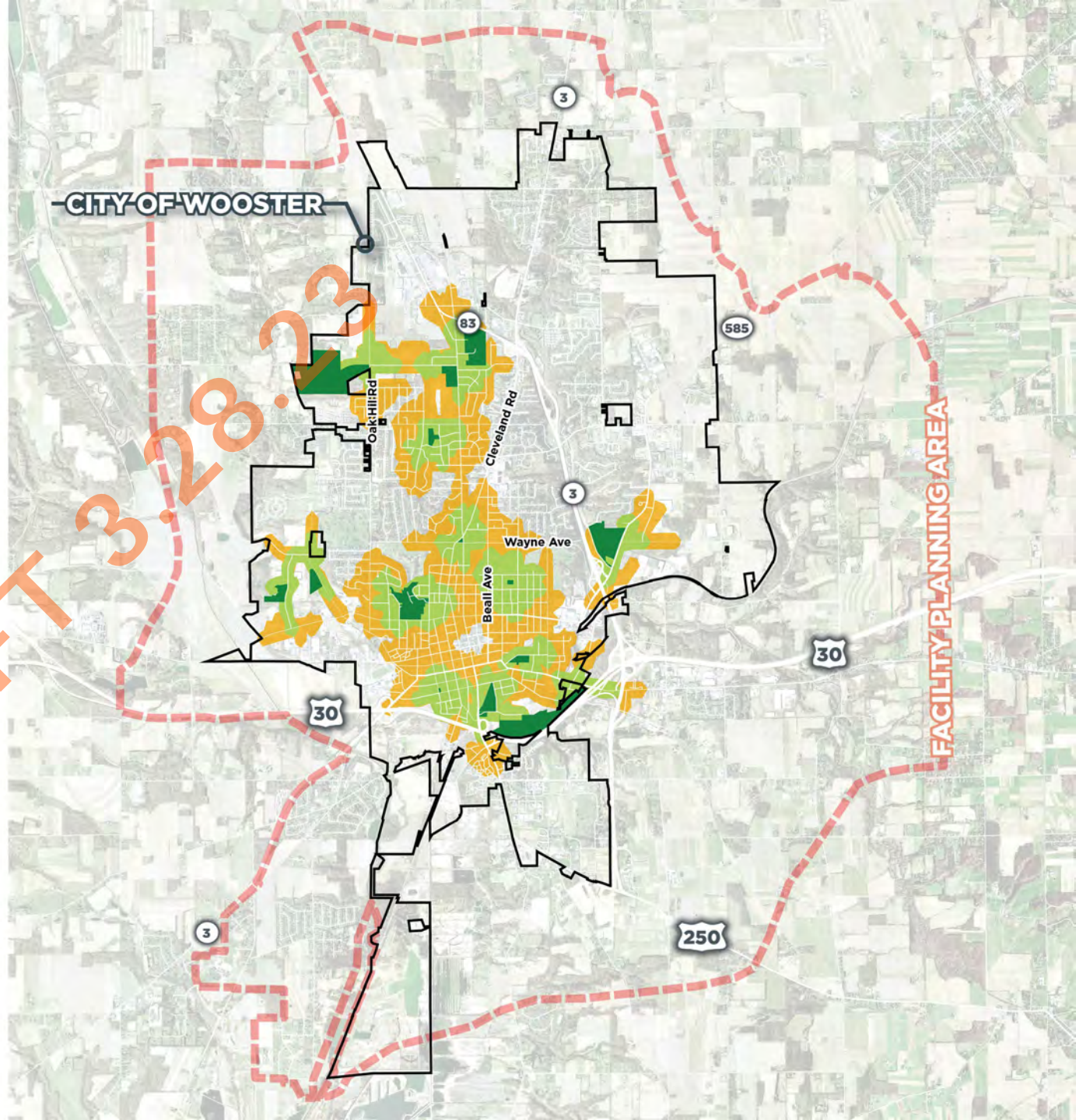
Walkshed

Much of the city is walkable to the existing parks

The northeast and southern region of the city have gaps in park service



DRAFT 3.28.23



National Benchmarks

- The National Recreation and Park Associate (NRPA) manages a comprehensive source parks and recreation trends for recreation agencies.
- **The following compare Wooster to other communities with 20,000 to 50,000 residents...**

Parks and Recreation

National Median Standard

1,941 residents per park

10.6 acres per 1000 residents *

8 miles of trails

City of Wooster

1,702 residents per park*

25.9 acres per 1000 residents*

- Wooster Memorial Park = 361 ac.
- W/o Wooster Memorial Park = **12.6 ac.**

5.23 miles of city-wide bike trails*

- 1.0 miles being constructed
- 1.74 miles being designed

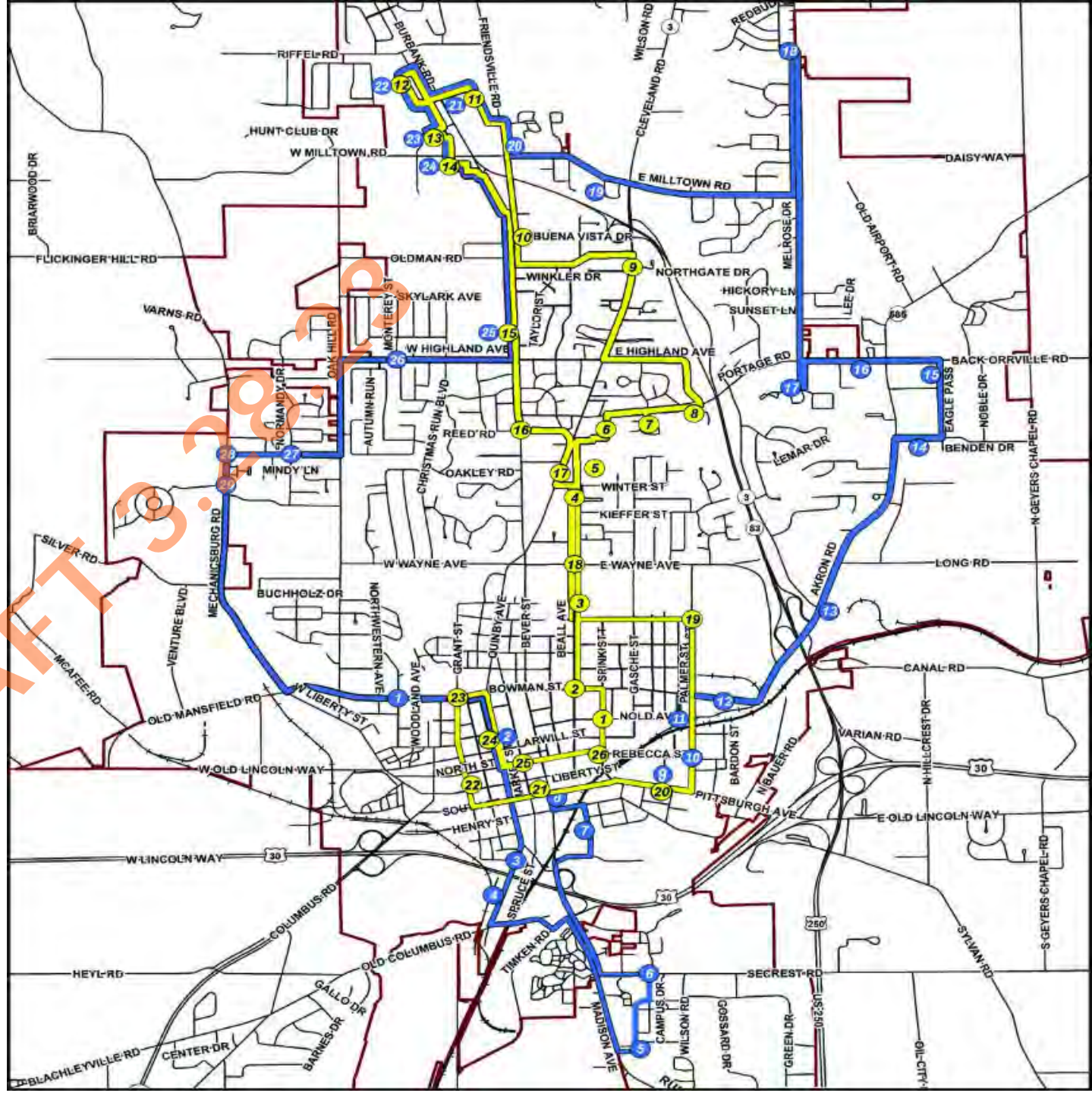
DRAFT

How is the community connected?

DRAFT 3.28.23

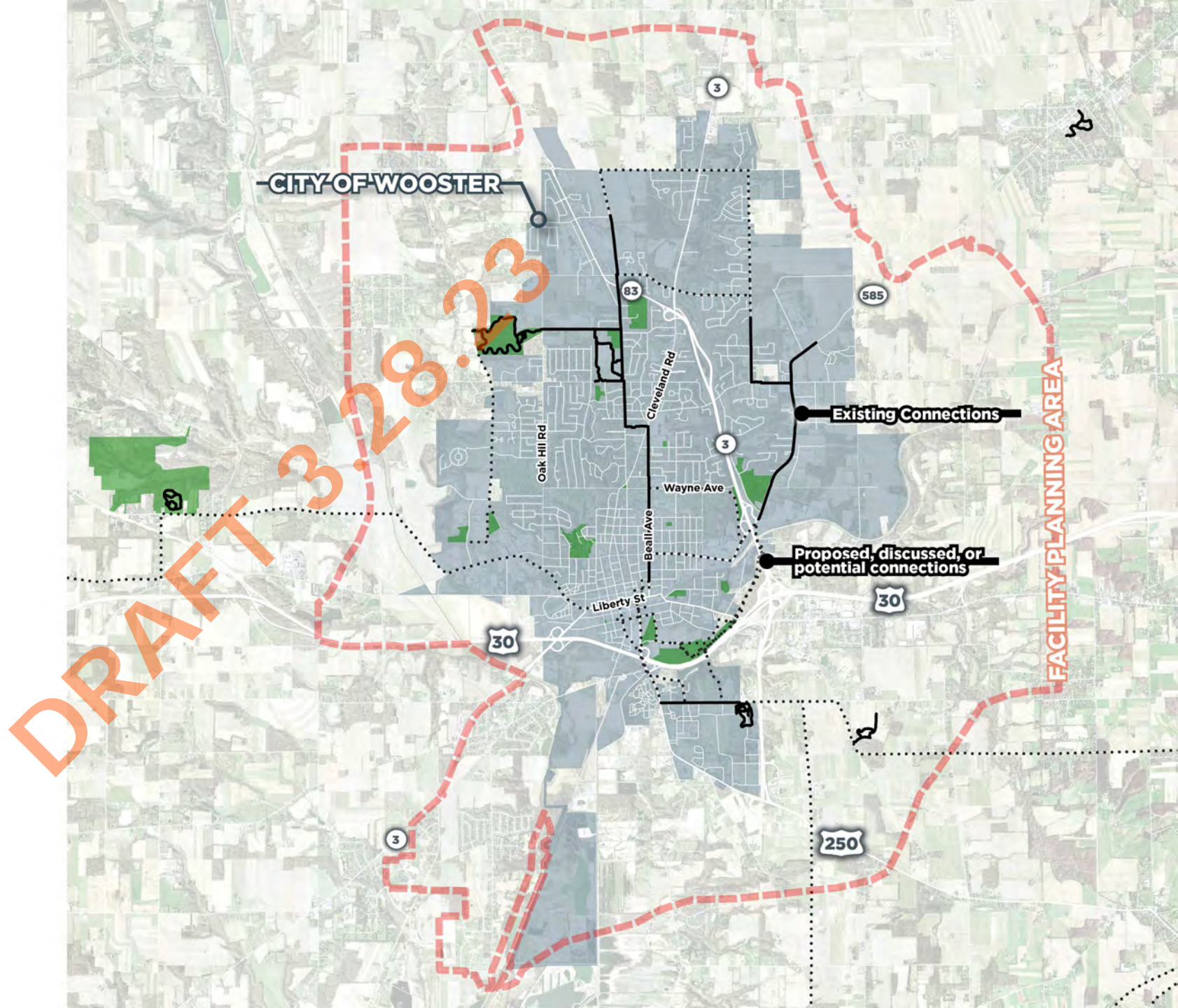
Wooster Transit

- 2 routes run 6 days/week
- \$5 day pass, \$2 one way
- Blue Route: 7am to 5pm
- Gold Route: 7am to 10pm



Non-motorized Connections

- Existing connections include...
 - Oak Hill Park to University to edge of downtown
 - Portions of 585 corridor
- Planned phases from 2019 Bike Plan





Let's talk!

DRAFT 3.28.23

Engagement Strategy

DRAFT 3.28.23

How do we engage?

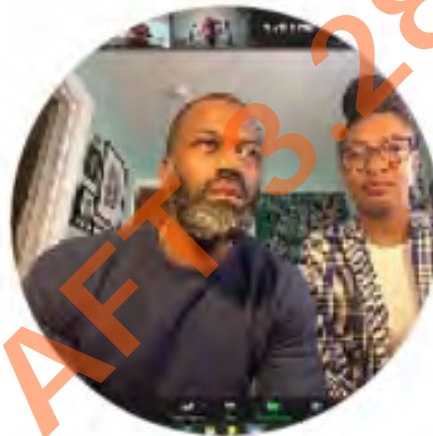
By tailoring our planning process to each client, community, and project, we reach people where they are and create an environment where everyone feels welcome and valued.



Design Charrettes



Pop-ups



Digital and Social Engagement



Immersive Engagement



Public Open House

Engagement should be inclusive, fun, and inspiring!

Our Strategy



ONLINE SURVEY



COMMUNITY SUMMIT



**FOCUS
GROUP/STAKEHOLDER
MEETINGS (X3)**

DRAFT 3.28.23

Who do we engage?



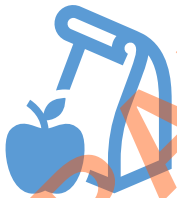
Neighbors



Community champions



Faith-based leaders



Youth



City officials



Business owners

DRAFT 3.28.23

Community Summit

For you to discuss...

- Is there a preferred location?
- Open house **OR** Facilitated at tables?
- Preferred time of day?

Group Work

DRAFT 3.28.23



Existing Conditions Reactions

- Based on what you heard during the existing conditions review, tell us...
 - Two (2) things that **surprised you about the data/information** we presented?
 - One (1) thing you would like to **learn more about?**

Please fill out the associated worksheet!



Community Survey

- What would you like to **learn from your community?**
- Are there **questions we need to ask** as a part of this process?
- General reactions and comments.

Review the handout and give us your feedback!

DRAFT 3.28.23



Stakeholder + Focus Group Nominations

- Fill out the form to **nominate a local stakeholder or identify a focus group**
- These groups can include **business owners, faith-based organizations, events community, local government, etc.**

Next Steps

DRAFT 9.28.23



Next Steps

- Conduct community engagement
 - Virtual Stakeholder Meetings
 - Community Summit
 - Online Survey
- **Steering Committee Meeting #3:**
 - *Review community engagement*
 - *Develop goals, objectives, and plan framework*
 - *Late May 2023*





OHM-Advisors.com

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