

City of Wooster

# Comprehensive Plan

Wayne County, Ohio

DRAFT 6.6.23

**Steering Committee Meeting #3**

*June 2023*

# Today's Agenda

1. Project Overview
2. SC2 Recap
3. Community Engagement Summary
4. Group Visioning - Goals & Objectives
5. Next Steps



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# Project Overview

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# Project Phases

Learn + Listen

Develop + Finalize

Ignite!



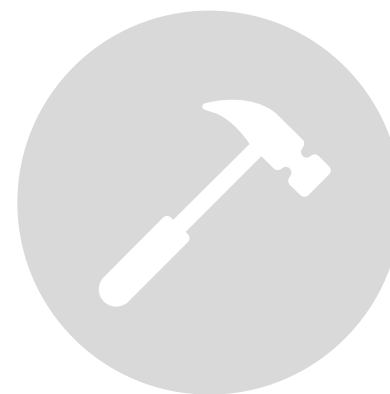
~~Phase 1:~~  
~~Investigate~~



~~Phase 2:~~  
~~Inform~~



**Phase 3:**  
**Insight**



**Phase 4:**  
**Invent**



**Phase 5:**  
**Implement**

# Phase 3: **Insight**

- ~~Host stakeholder sessions~~
- ~~Launch community survey~~
- ~~Community workshop~~
- **Steering Committee Meeting #3**
  - Review findings from community engagement and prepare draft vision, goals, and development framework
  - **Today!**

# Project Overview: Schedule Preview

## MEETING SCHEDULE - TENTATIVE

UPDATED 02/03/2023

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

## Steering Committee Meetings

- ~~February 28, 2023~~
- ~~March 28, 2023~~
- **June 6, 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 #2 Recap



## **We reviewed...**

- Population growth projections
- Remaining developable land
- Household structure
- Parks and services

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# You discussed...

- Reactions to the data
- Community Engagement methods
- Next Steps





# Community Engagement Results

# Community Engagement Methods

## Community Survey

- 1,836 responses

## Stakeholder Meetings

- 6 sessions with over 60 attendees (business, real estate, healthcare, education, arts, and housing groups)

## Public Open House

- 2 sessions, with over 50 attendees



Our approach to the Community Engagement is to **build a database of responses** we heard from the community and **organize them into key themes!**

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# Building the “database”

- What are the **biggest issues** you see in your community?
- What are the **greatest opportunities** you see in your community?

These questions were **asked at each touchpoint**, and the **responses have been organized to help identify key themes of this plan.**

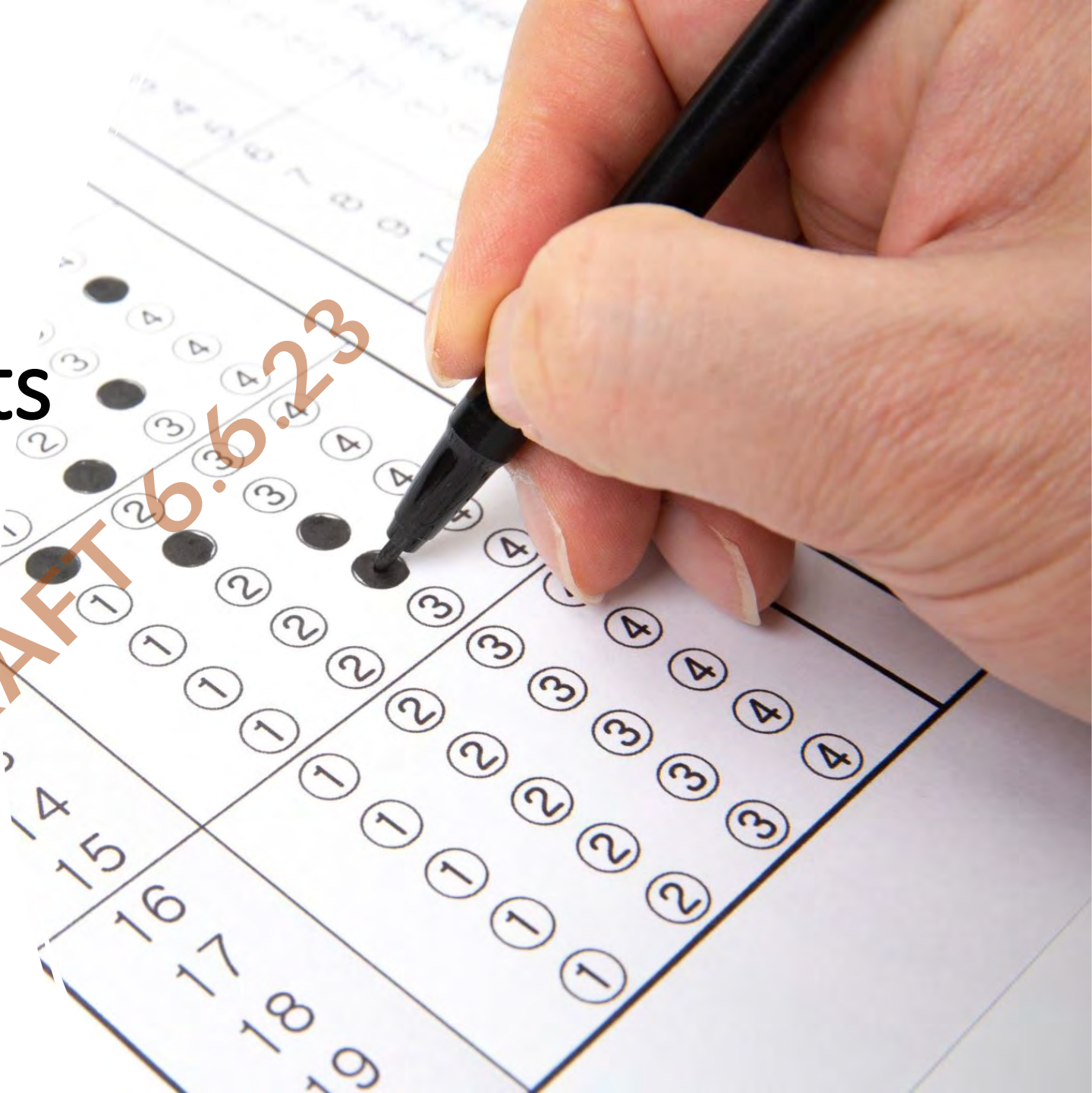
# Community Survey

**1,836 responses over 6 weeks!**



27 question  
1,836 respondents

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# Generally speaking, would you say that things in Wooster are on the right track, or headed in the wrong direction?

1824 out of 1836 answered

Right track

1k resp. 57%

Don't know

414 resp. 22.7%

Wrong direction

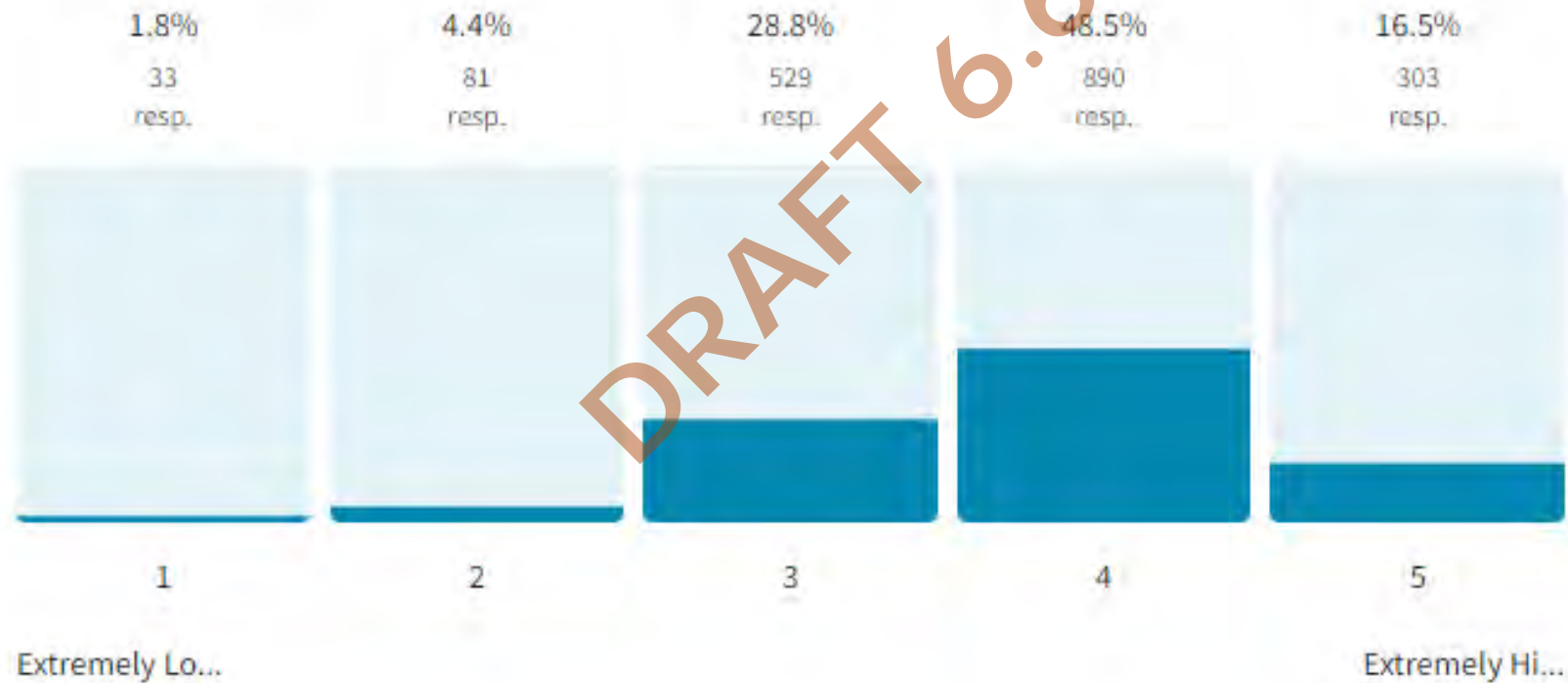
370 resp. 20.3%

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Using a scale of 1 to 5, where 1 is “extremely low” and 5 is “extremely high,” how would you rate your **quality of life** as a Wooster resident?

1836 out of 1836 answered

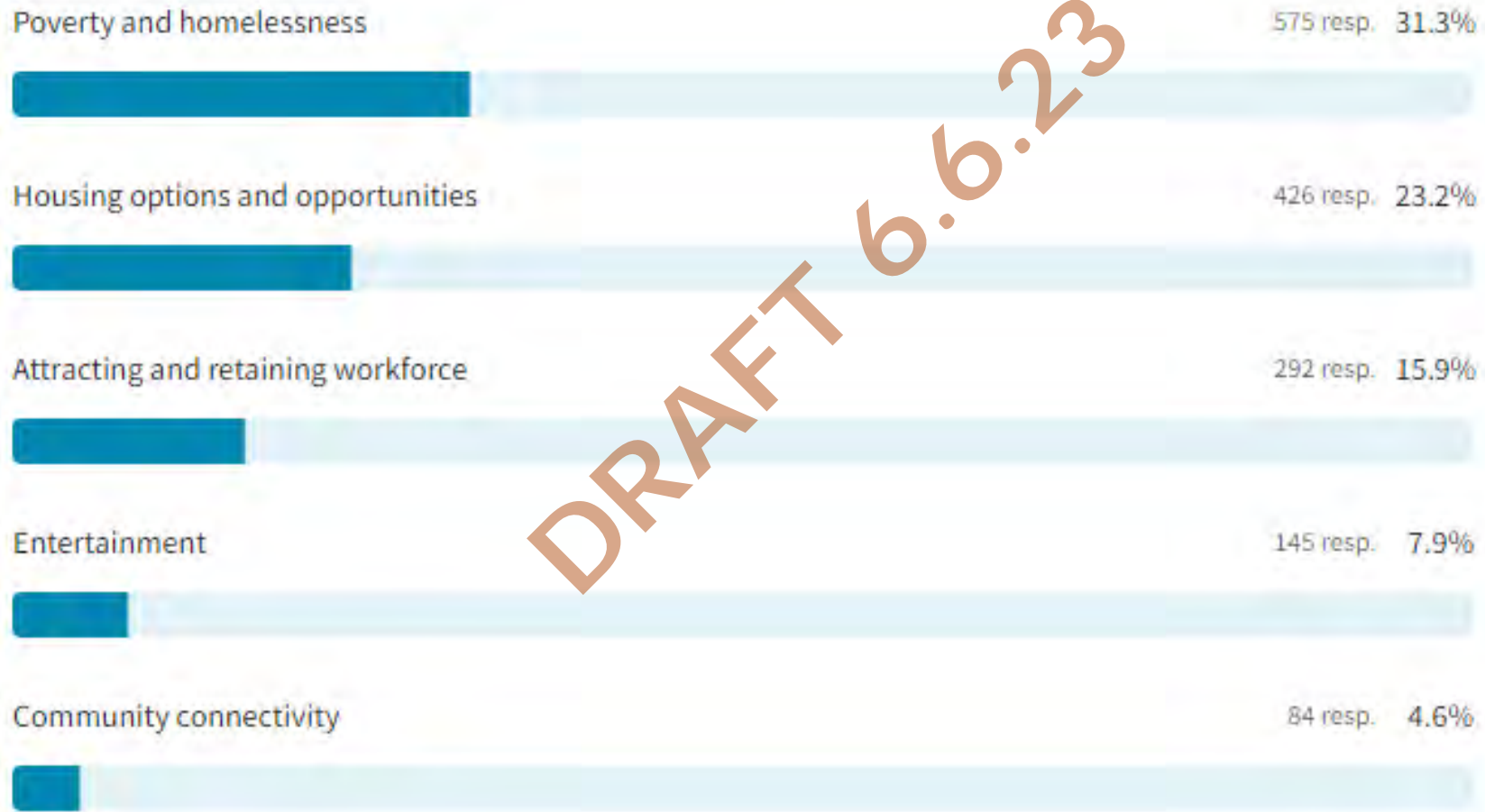
### 3.7 Average rating





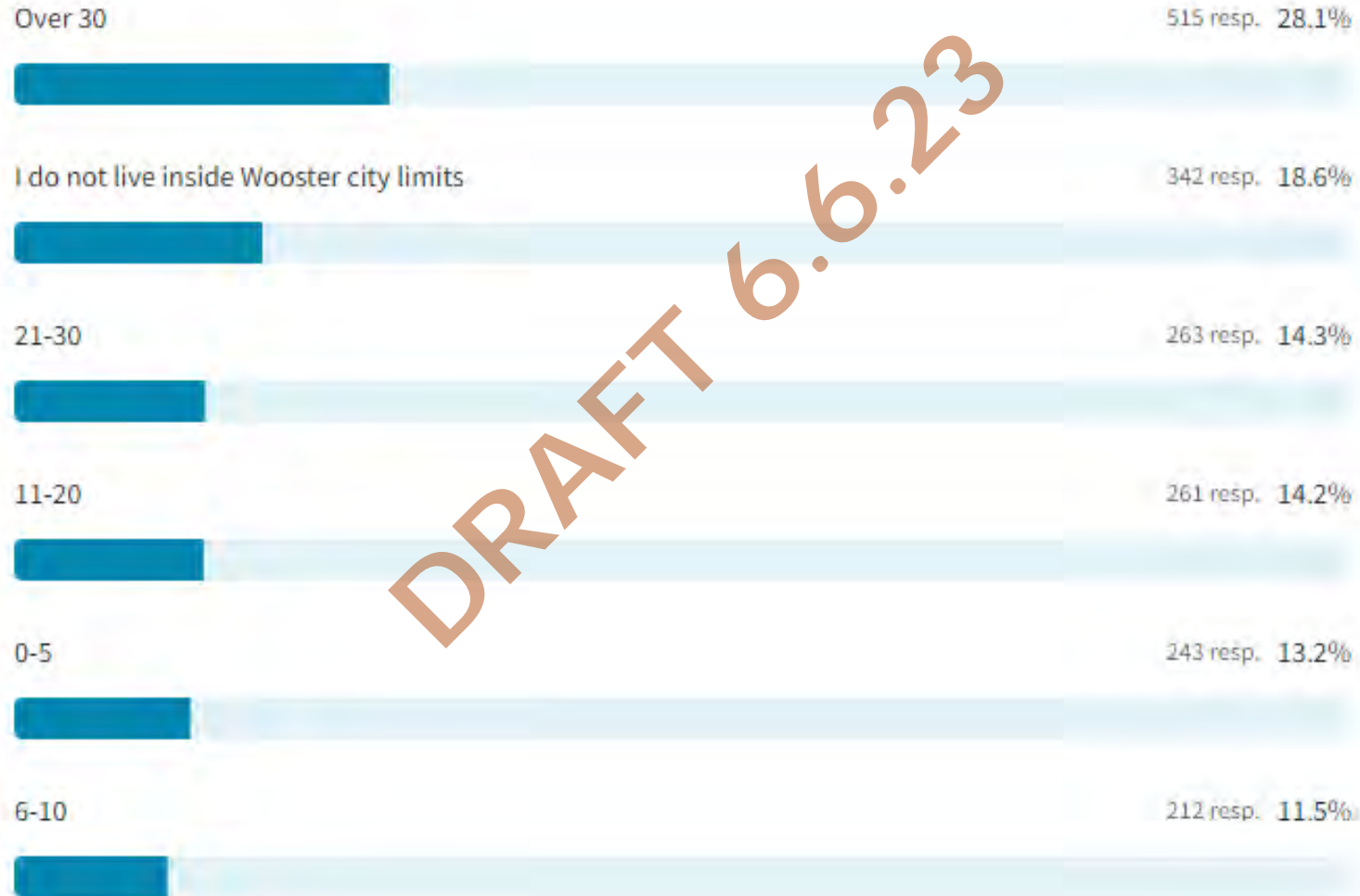
# In your opinion, what is the **most significant challenge** facing Wooster?

1836 out of 1836 answered



# How many years have you lived in the City of Wooster?

1836 out of 1836 answered



## What is your age category?

1822 out of 1836 answered





# Stakeholder / Focus Group Sessions

**6 sessions over 2 weeks with 60+ attendance!**

# Key Takeaways

## Stakeholder / Focus Groups

- Stakeholders desire **balanced growth** — keeping workforce and families in Wooster
- There is a desire to create more **affordable housing**
- A desire to support the homeless and underhoused with **mental health and other support services**
- Stakeholders want to continue to reinvent and **revitalize downtown**
- They want to continue streetscaping to create a more **pedestrian-friendly community**
- They want to create more **green spaces** and areas for outdoor performances

# Two Open Houses

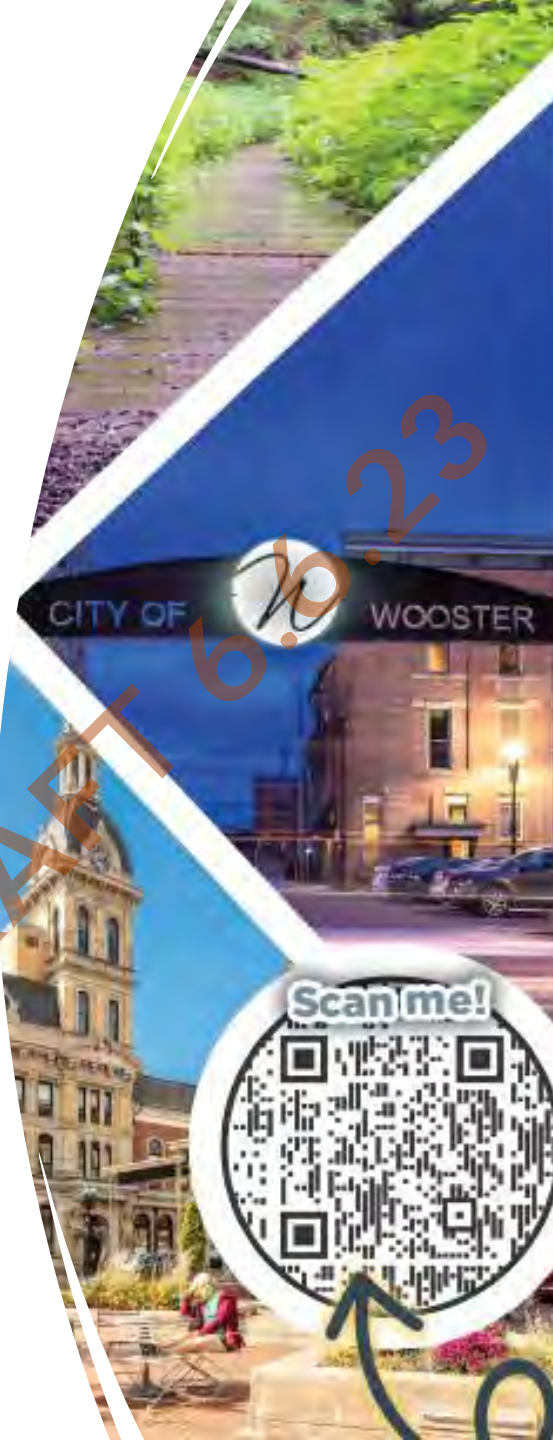
Day session at Community Center; Evening session at Spoon Market – 50+ attendees!



# Open House Overview

- Two meetings
- 50+ participants
- 5 activities

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The [City of Wooster](#) has initiated a process to update the **COMPREHENSIVE PLAN**, which will continue to guide the community for years to come.

**This planning process is rooted in community values and aspirations.** It creates a platform to guide and align local leaders, stakeholders, and the community toward a shared future.

*Your perspective is crucial regarding **housing, development, mobility, parks and recreation, infrastructure, quality of life, and more!***

## MEETING DETAILS!

Please join us for the Public Open House and help us plan for the future of Wooster. We have scheduled two options for your convenience, and hope you stop by and provide input!

**Session Format:** Open House (activity boards, survey, no formal presentation, come and go as you please)

**DATE:** Thursday, May 11<sup>th</sup>, 2023

### DAY SESSION:

11am to 1pm @ Wooster Community Center  
241 S Bever St

-OR-

### NIGHT SESSION:

5pm to 7pm @ Spoon Market & Deli -  
*The Excelsior Room (Upper level)*  
144 W Liberty St

Don't forget to take the **COMMUNITY SURVEY!**



# Open House

## Results

**What does the future of Wooster look like to you?**  
Share your vision for your community with us!

Sticky notes include:

- A vibrant downtown with a focus on Arts + Entertainment
- Culture... Better housing with the highest standards
- A supportive environment with strong focus on child enrichment + family friends
- A place that invests in the people
- Affordable or Affordable HOUSING
- Improvements in housing for lower income... Brownies to help the homeless + mental health overall
- A safe place with great job opportunities
- An outdoor space to look beautiful... to be a healthy active healthy, clean, healthy, clean, & respectful of nature
- EA can be more... overall inclusive housing for the whole/more housing
- Entrepreneurial... young to young families
- Older... White... Home drop-off
- New... do be... more... educational... diverse... welcoming
- We need to grow our people... people... skills
- SAFETY OF... PROTECTIVE... COMMUNITY... RESPECT... STRENGTH
- The future... will be... of... with... to help... options

LEAVE A POST-IT!

**Tell us what you think about your community TODAY!**  
Leave us your thoughts on a post-it note below!

**What are the BIGGEST ISSUES you see in your community?**

- workforce housing
- need more effort to help the homeless
- We have a lot of traffic issues near our schools. Need more attention paid to restoring old by our city.
- Need more... for the homeless
- workforce housing
- need more effort to help the homeless
- We have a lot of traffic issues near our schools. Need more attention paid to restoring old by our city.

**What are the GREATEST OPPORTUNITIES you see in your community?**

- Expansion of... local... people
- More... local... people
- More... local... people
- More... local... people
- More... local... people
- More... local... people

LEAVE A POST-IT!

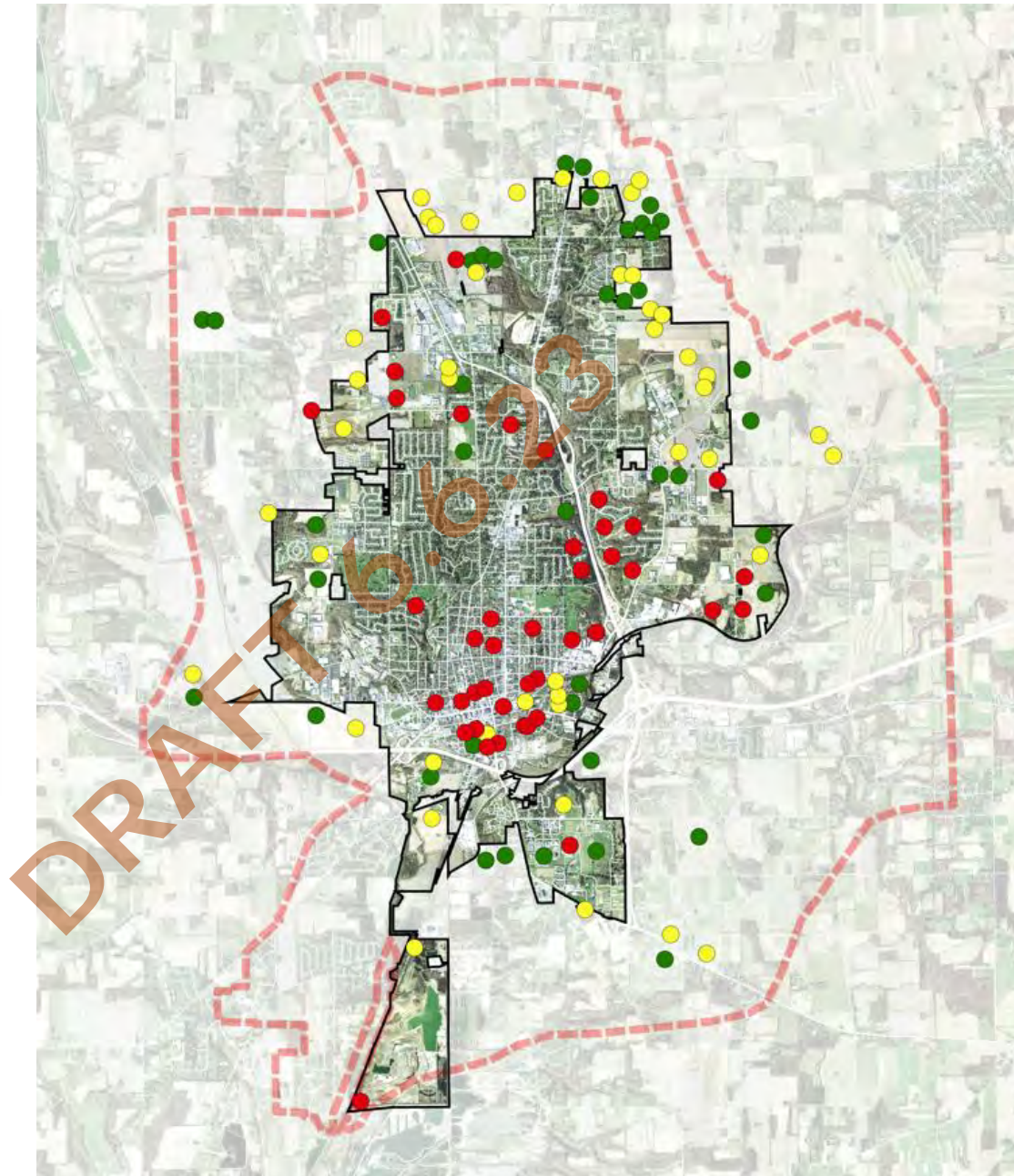


# Open House

## Results

### HELP US PLAN FOR THE FUTURE OF HOUSING IN WOOSTER!

- PLACE A **GREEN DOT** ON AREAS YOU THINK **COULD HAVE NEW SINGLE-FAMILY HOUSING.**  
THIS INCLUDES HOUSING TYPES SUCH AS LARGE, MEDIUM, AND SMALL LOT SINGLE-FAMILY DETACHED HOUSING.
- PLACE A **YELLOW DOT** ON AREAS YOU THINK **COULD HAVE NEW MULTI-FAMILY HOUSING.**  
THIS INCLUDES HOUSING TYPES SUCH AS TOWNHOMES, MULTI-UNIT BUILDINGS, APARTMENTS, ETC.
- PLACE A **RED DOT** ON AREAS YOU THINK **COULD HAVE NEW INFILL IN EXISTING NEIGHBORHOODS.**  
THIS INCLUDES HOUSING TYPES SUCH AS DUPLEXES, TRIPLEXES, QUADPLEXES, TOWNHOMES, APARTMENTS, MIXED-USE, ETC.





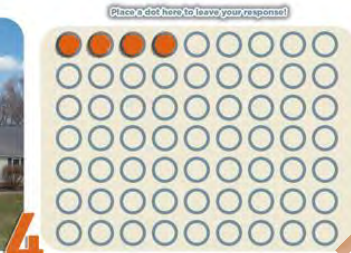
# Open House

## Results

What type of housing do you feel the City of Wooster needs more of?

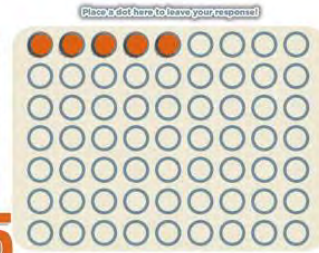


Single Family - Large



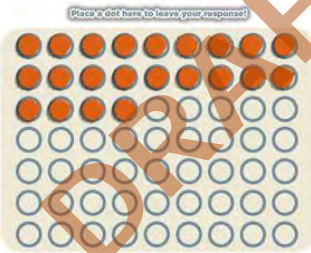
4

Townhomes



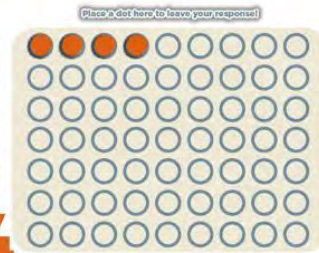
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Single Family - Entry-level/Starter Home



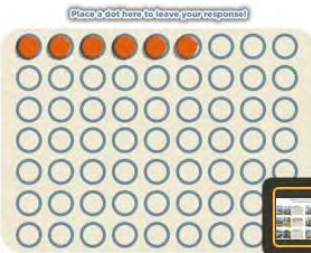
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Flats/Studios/Lofts



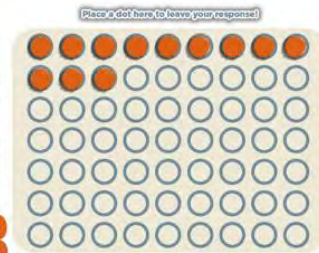
4

Duplex/Tri-plex



6

Multi-family



13



# Open House

## Results

What types of amenities and activities would you like to see more of in Wooster parks?



Place a dot next to your **TOP THREE** desired programming below!

<p><b>▶ PLAYGROUNDS &amp; ADVENTURE PLAY</b></p>    <p>6</p>	<p><b>▶ TREE PLANTING &amp; COMMUNITY GARDENS</b></p>    <p>8</p>	<p><b>▶ EDUCATIONAL PROGRAMMING</b></p>    <p>12</p>
<p><b>▶ AFTER-SCHOOL &amp; SUMMER PROGRAMS</b></p>    <p>13</p>	<p><b>▶ PLACES TO GATHER</b> (shelters, picnic tables, gazebos, etc.)</p>    <p>6</p>	<p><b>▶ OUTDOOR FITNESS EQUIPMENT</b></p>    <p>2</p>
<p><b>▶ DOG PARKS</b></p>    <p>2</p>	<p><b>▶ MULTI-USE TRAILS</b> (walking, running, biking, etc.)</p>    <p>10</p>	<p><b>▶ SENIOR PROGRAMMING</b></p>    <p>8</p>
<p><b>▶ OUTDOOR COURT SPORTS</b> (basketball, tennis, pickleball, etc.)</p>    <p>8</p>	<p><b>▶ MULTI-SPORT FIELDS</b> (soccer, football, baseball, lacrosse, etc.)</p>    <p>1</p>	<p><b>▶ INDOOR MULTI-USE FACILITY</b> (courts, walking track, fitness center, meeting &amp; activity rooms, etc.)</p>    <p>5</p>
<p><b>▶ AMPHITHEATER/STAGE</b></p>    <p>14</p>	<p><b>▶ CITY-WIDE EVENTS</b></p>    <p>11</p>	<p>Are there any <b>other activities and amenities</b> you would like to see in Wooster parks??</p> <ul style="list-style-type: none"> <li>* Transportation to park &amp; other activities</li> <li>* Youth sports programming</li> </ul>

# Open House

## Results

- Respondents overwhelmingly cited the **need for new infill development** in existing neighborhoods, especially **in and around downtown.**
- Generally, the **preferred housing types in the exercise were denser infill development**
- **Educational programming, amphitheater/stage for outdoor events, after school and summer programs for youth, and citywide events** were the most desired parks and recreation offerings.



# Community Engagement Summary

**A review of the robust community engagement shows that respondents support City action toward the following Key Takeaways:**



# Top Issues Noted by Residents

- A **lack of housing stock across all demographics.**
- A **lack of affordable housing for low-income residents**, and a perspective that current affordable housing is in disrepair.
- **Vagrancy, homelessness and mental health issues** were noted as key issues that need to be addressed.
- There is not enough **willing and/or skilled workforce.**
- There is a vulnerable population affected by **poverty and food insecurity.**

# Top Issues Noted by Residents (cont.)

- Residents expressed interest in creating other **entertainment options in the downtown other than dining.**
- Participants perceived **transportation options as being less than sufficient** and do not know they reach outside the City.
- **Limited land zoned to support new development** and expansion.
- Residents would like a **balanced growth plan** that allows for strategic growth while protecting rural areas.
- Residents desire **more public gathering space, and parks and recreation facilities** which can accommodate expanded programming.

# Top Opportunities Noted by Residents

- A desire to **accommodate mixed-use infill** and housing development.
- Opportunities for the land bank to **create infill opportunities in blighted areas.**
- Use of CRA and TIF **incentives to encourage redevelopment** in underdeveloped areas.
- Creation of a **central gathering space downtown** with adequate parking.
- **Connecting priority corridors** of downtown, College of Wooster, and Hospital District.
- Creation of a **downtown Arts District.**



# Top Opportunities Noted by Residents

- **Retention of talent** after graduation (high school + college).
- Local partnerships for **more transit options and start a regional transportation partnership** with other counties.
- Expanding the current or building a new **Community Center**.
- Intra-agency cooperation to address problems of **poverty, homelessness and mental health**.
- Collaboration between the **city and county to manage regional growth**.

# Community Engagement Key Takeaways

- Respondents noted a lack of **adequate and diverse housing for all demographics**
- There is a desire for balanced growth retaining the **agricultural identity rooted deeply in the community**
- A desire for strategic growth over the long term, balancing **smart growth and new development with preservation**
- Residents would like to see development of more **intracity and intercity transit** options
- Residents desire additional **shopping and entertainment options** in the downtown area with **adequate public parking** to support them
- Working in **partnership with the county and higher education** institutions within Wooster

# Community Engagement Key Takeaways (cont.)

- Respondents want to think about the ways the community can **work together to be self-sustaining when considering business growth and development.**
- Continuing to develop **community connectivity and walkability**
- **Developing local workforce** and creating housing and transit options to support it
- Residents would like **more space for parks and recreation which can accommodate expanded programming**
- They desire **more public gathering spaces, especially in Downtown Wooster**



# Group Work

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# Group Work

**Step 1:** Individually take 5-10 minutes to write key takeaways

**Step 2:** Write a draft goal statement for the chapter. A goal statement is a desired outcome expressed in simple terms.

**Step 3:** Share your goal statements as a group and find similarities. Facilitator to write a unified goal statement.

**Step 4:** Considering the goal statement, and the key takeaways, take five minutes and write down a series of objectives to support the implementation of the goal. Objectives are action statements that describe a program, policy or project to support the goal.

**Step 5:** Share your objectives as a group. Your group facilitator will record the objectives on a flip chart.

**City of Wooster**  
**Comprehensive Plan**  
Steering Committee Meeting #3 - Visioning Worksheet

**Instructions:**  
This is a pivotal and exciting time in the process where all the work to date comes together and starts to reveal a vision for the community. The purpose of this worksheet is to begin to create the plan framework that will shape and guide the remainder of the planning.

**Step 1:** Individually take 5-10 minutes to review the community input related to your chapter topic. Write down in the space below key takeaways you ascertain from the existing conditions and community.

**Step 2:** Considering the key takeaways you have identified, write a draft goal statement for the chapter. A goal statement is a desired outcome expressed in simple terms. The goal should describe a future condition and not start with a verb.

**Step 3:** Share your goal statements as a group and find similarities. Your facilitator will help lead the process and write a unified goal statement on a flip chart.

**Step 4:** Considering the goal statement, and the key takeaways, take five minutes and write down a series of objectives to support the implementation of the goal. Objectives are action statements that describe a program, policy or project to support the goal.

**Step 5:** Share your objectives as a group. Your group facilitator will record the objectives on a flip chart.

**CHAPTER:** \_\_\_\_\_

KEY TAKEAWAYS	OBJECTIVES
1. _____	1. _____
2. _____	2. _____
3. _____	3. _____
4. _____	4. _____
5. _____	5. _____

**GOAL STATEMENT**  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# The Chapters

For Steering Committee Use Only - June 6th, 2023 DRAFT



1

## Land Use

Land use recommendations are meant to guide the pattern and character of future growth in Wooster, so that growth is financially and environmentally sustainable and aligns with the aspirations of the community.

2

## Priority Development Areas (PDAs)

PDAs are parcels of land identified for development to deliver significant benefits to a community. Their importance lies in the transformative effect that changes to them could bring to adjacent properties and the City as a whole. Projects in these areas should interest developers, inspire business owners, and instill community pride in residents.

3

## Housing & Economy

Understanding and planning for more diverse housing opportunities and greater economic activity within the City will support the needs of residents, potentially create more financial revenue for the City supporting the services it provides, and improve the City's quality of life and attractiveness to potential new residents.

4

## Mobility & Infrastructure

These networks not only provide access to residents and visitors to and within a community but are a significant portion of the public realm within Wooster. Providing options for all modes of transportation is key to enhancing mobility and creating a well-connected community.

5

## Parks & Recreation

Access to parks and open spaces can improve people's mental and physical health, create places for the community to gather, and make Wooster a desirable place to live and visit. Research has also shown that these spaces can increase property values and revenue for local businesses.

6

## Community Identity

A city's identity expresses the overall impression, culture and feel of a community and serves as a promise to residents and visitors to deliver the long-term vision for the community as defined throughout a comprehensive plan.



# Next Steps

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# Next Steps

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- Create plan goals, objectives, and actions
- Develop plan framework
- Draft focus area concepts
- **Steering Committee Meeting #4:**
  - *Review plan elements & framework*
  - *Review priority development area concepts*
  - *Late July 2023*





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