

CITY OF MEDINA
2021/2022 COMPREHENSIVE PLAN
STEERING COMMITTEE MEETING #1
JULY 22, 2021
Meeting Notes

Attendance: Attachments A & B

The first meeting of the City of Medina 2021 Comprehensive Plan Steering Committee began at 5:00 pm in the Rotunda of Medina City Hall.

Welcome: Mayor Dennis Hanwell welcomed the Steering Committee and thanked them for their willingness to serve on the committee and give their time to the development of a plan that will serve as the city's development tool for the future. He then turned the meeting over to Economic Development Director Kimberly Marshall who is serving as the Chair of the committee.

Mrs. Marshall added her welcome and thanks to everyone, and then introduced Aaron Domini, Principal and Project Manager Planner, and Arthur Schmidt, IV, Project Manager and Planner with OHM Advisors. They are the consultants that will guide the development of the plan.

Presentation: Attachment C The consultants showed a PowerPoint presentation that explained that the Comprehensive Plan aims to build upon the City's previous planning documents and public involvement to design a guide for future development. This guide will serve as a vision for future development and re-development to best position the City of Medina.

As an opening activity, the consultants asked each Steering Committee member to introduce themselves and tell which song best described them.

The consultants discussed national existing conditions and trends, and then the conditions and trends for Medina. The data for the City of Medina was incorrect, so the committee will be provided the correct data.

Committee Participation: Attachment D The Committee was then asked to talk with an adjacent committee member about what they would like to see for Medina. These responses were shared with the committee-as-a-whole. The committee was then asked to share what they thought the needs and the opportunities were for Medina. These were also shared with everyone. The consultants will tally and consolidate these responses.


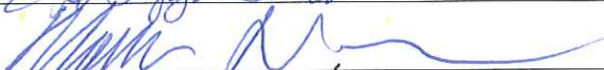




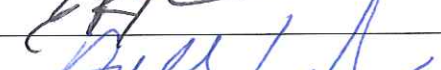
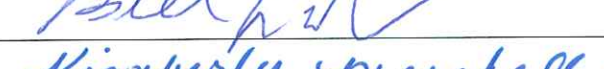


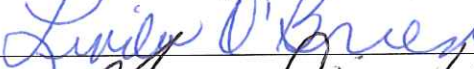









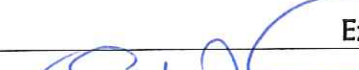

Using information and ideas gleaned from the Steering Committee, at the next meeting the committee will develop a draft of the Community Survey.

The meeting concluded at 7:00pm.

The next Steering Committee will be August 18, at 5:00pm in Medina City Hall Rotunda

2021 City of Medina Comprehensive Plan
 Committee Sign-in Sheet – July 22, 2021

Attachment A

NAME	SIGNATURE
Beth Biggins-Ramer	
Nathan Case	
Mike Costello	
Jeff Harrison	Excused
Paul Jeffers	
Chuck Johnson	
Chief Ed Kinney	
Bill Lamb	
Kimberly Marshall	
Rick Monroe	
Linda O'Brien	
Nino Piccoli	
Lila Richardson	Excused
Shannon Rine	
Jaclyn Ringstmeier	
Chauncey Ritondaro	
Paul Rose	
Aaron Sable	
Roger Smalley	
Dylan Smudz	
Gio Stabile	
Denise Testa	Excused
Chief Larry Walters	
Jansen Wehrley	
Matt Wiederhold	

Attachment C



Agenda


- > Introductions
- > Project Overview
 - > Purpose
 - > Schedule
 - > Approach
- > Existing Conditions and Trends
- > The Plan - Your Ideas
 - > Issues + Opportunities
 - > Mapping Activity
 - > Stakeholder Nominations
- > Next Steps




Introductions




Hello.





Aaron Demini
Principal - Project Manager



Arthur Schmidt IV
Principal Planner - Planner

Meet our Team
OHM Advisors

We are architects, engineers, and planners committed to *Advancing Communities*

50+ years of experience

16 studios throughout OH, MI, and TN

500+ multi-disciplinary team members





2019 Ohio Association of Planning Award - Best Comprehensive Plan Large Jurisdiction: High2050 Courier/Cleveland



2019 Heritage Ohio Award - Best Placemaking Project: Woodstar Downtown Plan, Center Green Plaza & Greenhouse




2018 Michigan Association of Planning Award - Michigan Planning Excellence: Northford Mall Redevelopment

We know OHIO DOWNTOWNS

We focus on Midwest towns and cities because that is who we are, where we live, and what inspires us. The following is a snapshot of some of the select communities we have recently completed downtown plans for.

Ashland	Hilliard	Mount Vernon
Canal Winchester	Kenton	Newark
Cleveland	Louisville	Pickerington
Columbus	Marietta	Stow
Fairborn	Marysville	Wadsworth
Fairlawn	Mason	West Carrollton
Gahanna	Medina	Westerville
Green	Miamisburg	Wesley
Grove City	Middletown	Worthington



Meet our Team
OHM Advisors

ACCOLADES

We've got something special. And the world has taken notice.



2018 Michigan Association of Planning Award - Best Economic Development Plan

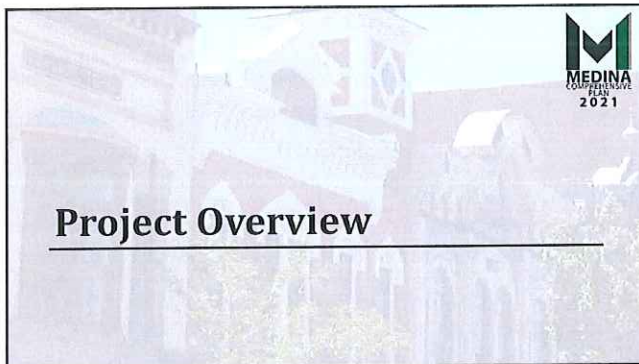


2019 Ohio Association of Planning Award - Best Comprehensive Plan Large Jurisdiction



2019 Heritage Ohio Award - Best Placemaking Project





Project Purpose

The Comprehensive Plan aims to build upon the City's previous planning documents and public involvement to design a guide for future development. This guide will serve as a vision for future development and re-development to best position the City of Medina.



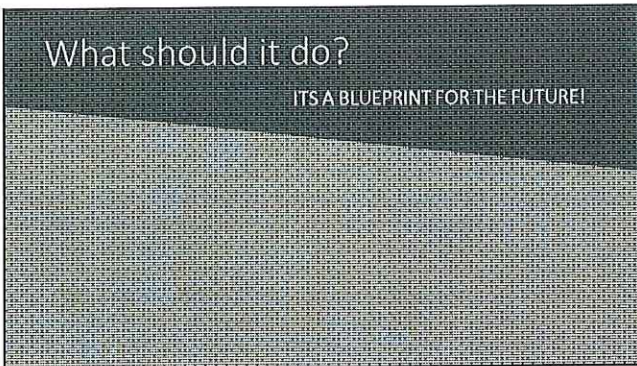
We do this by...

Developing 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.



What should it do?

IT'S A BLUEPRINT FOR THE FUTURE!



What should it do?
 IT'S A BLUEPRINT FOR THE FUTURE!

- Identify **target areas** to advance City goals and objectives
- Steer **public dollars** to spur private sector investment
- Identify greatest **development opportunities**
- Outline **preservation needs**

How to use the Plan




FOR THE CITY...

- Identifies areas for **new public sector investment**
- Illustrates the **type and mix of future land uses** to the private sector
- A tool that **communicates the market opportunity**
- A guide to make **future land use** and **code decisions**
- Identifies opportunities where the public and private sector can **work together** to achieve a common vision




How to use the Plan



FOR THE PRIVATE SECTOR...

- Identifies areas where **additional density or intensity** may be allowed
- Assist in refining **'site search'** efforts
- **Sets the expectation** for the quality and character of development
- Provides baseline data to **assist in site selection** (select areas)
- Potential **carrying capacity** of target development sites






A quick note...


- Planning is fluid
- Planning for the City must be both comprehensive and strategic.
- There is no "silver bullet".
- Each community is unique.
- It takes time.
- It takes direction.
- It must be intentional.
- It must involve the public and private sector.

...IT WILL PAY OFF


Our Approach






-  **PHASE 1: INVESTIGATE**
 - Project Kick-off
 - Steering Committee Meeting #1
-  **PHASE 2: INFORM**
 - Existing Condition Analysis
 - Area Tour with Client Team



Our Approach



-  **PHASE 3: ENGAGE THE COMMUNITY**
 - Design Charrette / Steering Committee Meeting #2
 - Community Survey & Pop-Up Surveys
 - Steering Committee Meeting #3
-  **PHASE 4: DEVELOP THE PLAN**
 - Develop the Vision and Land Use Strategies
 - Focus Area Concepts
 - Steering Committee Meeting #4
 - Prepare the Draft Plan



Our Approach



PHASE 5: FINALIZE, INSPIRE, & IMPLEMENT

- Public Open House
- Steering Committee #5
- Final Plan Development
- Elected Officials Meeting/Adoption



ONGOING SUPPORT

- Implementation efforts after plan creation...BRING IT TO LIFE!



Our Approach (Summary)



- Prepare a test group (YOU!) and project website to provide info;
- Understand the context of the plan and the city;
- Test the key themes of the plan with the public and stakeholders;
- Illustrate plan elements with maps & graphics; and,
- Finalize the plan with the public and kickoff implementation!



Steering Committee Roles



- Share your insights
- Review, test and confirm findings
- Act as stewards of the Plan



Project Website
www.medinacomplan2021.wordpress.com

The City Of
Medina
Ohio

Project Schedule

MEETING SCHEDULE - DRAFT
MEDINA COMPREHENSIVE PLAN - 07/24/2021

Project Kick Off Kick off meeting to discuss the scope of administrative and regulatory review and the project goals for the plan.	July 15, 2021 10:00 AM
Steering Committee Meeting 1 Initial meeting to discuss the project goals and the steering committee's role.	July 22, 2021 10:00 AM
Public Outreach - Kick Off Kick off meeting for public outreach and to discuss the project goals and the steering committee's role.	NOVEMBER 18, 2021 10:00 AM
Design Charrette (Planning Committee Meeting 1) Design charrette to discuss the project goals and the steering committee's role.	Week of August 1-5, 2021 10:00 AM
Community Review & Public Engagement Community review and public engagement to discuss the project goals and the steering committee's role.	Starts in August 01, 2021 - October 4, 2021
Steering Committee Meeting 2 Steering committee meeting to discuss the project goals and the steering committee's role.	Week of October 18, 2021 10:00 AM
Public Open House Public open house to discuss the project goals and the steering committee's role.	Week of November 29, 2021 10:00 AM
Public Open House Public open house to discuss the project goals and the steering committee's role.	Week of January 04, 07, 2022 10:00 AM
Steering Committee Meeting 3 Steering committee meeting to discuss the project goals and the steering committee's role.	Week of January 25, 2022 10:00 AM
Steering Committee Meeting 4 Steering committee meeting to discuss the project goals and the steering committee's role.	Week of February 01, 2022 10:00 AM
Steering Committee Meeting 5 Steering committee meeting to discuss the project goals and the steering committee's role.	Week of February 08, 2022 10:00 AM
Steering Committee Meeting 6 Steering committee meeting to discuss the project goals and the steering committee's role.	Week of February 15, 2022 10:00 AM
Steering Committee Meeting 7 Steering committee meeting to discuss the project goals and the steering committee's role.	Week of February 22, 2022 10:00 AM
Steering Committee Meeting 8 Steering committee meeting to discuss the project goals and the steering committee's role.	Week of February 29, 2022 10:00 AM

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Engagement

The City Of
Medina
Ohio

Engagement

The City Of Medina Ohio

Engagement

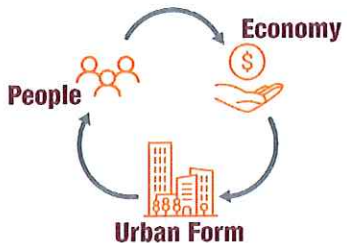
The City Of Medina Ohio

Existing Conditions and Trends

WHAT IS happening on the large scale?

The City Of Medina Ohio

Communities today are trying to harmonize...

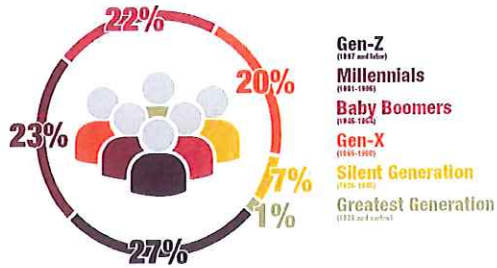


But to understand how they work together; we need to look at national trends for each category separately...

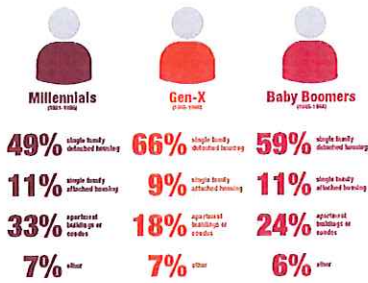


People

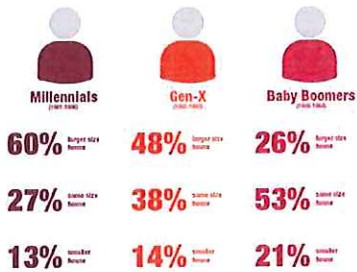
Generational Breakdown

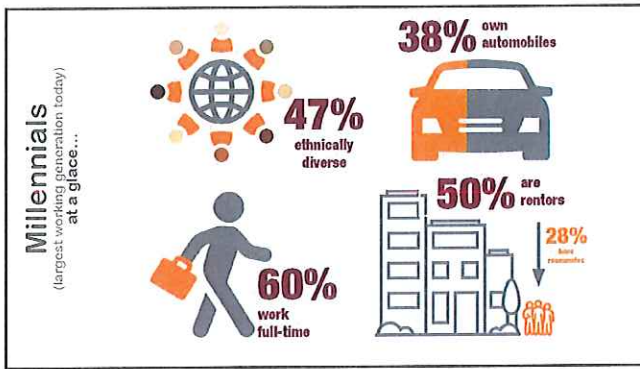


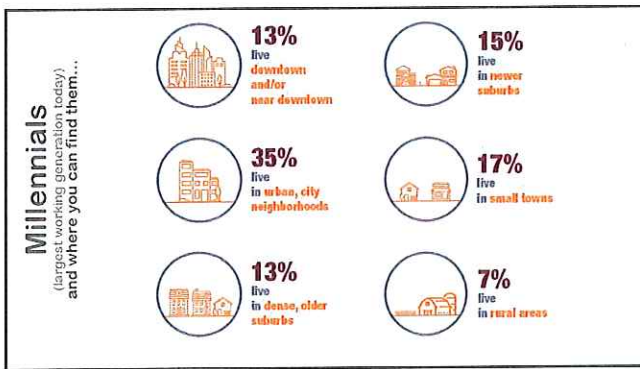
How the working-class lives...

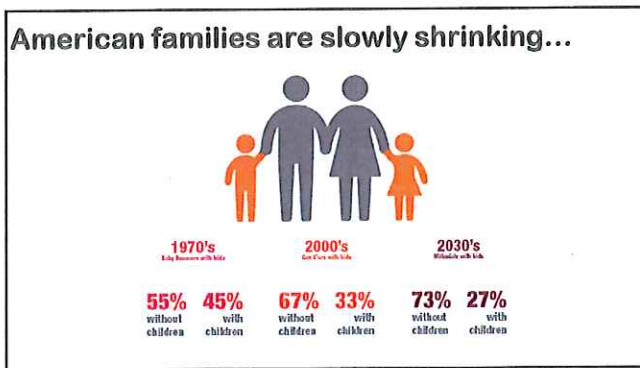


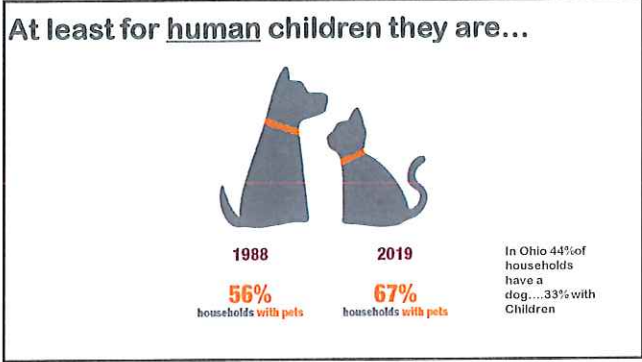
How the working-class WANTS to live...



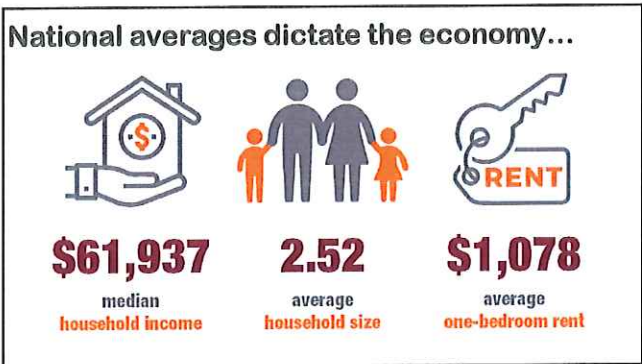


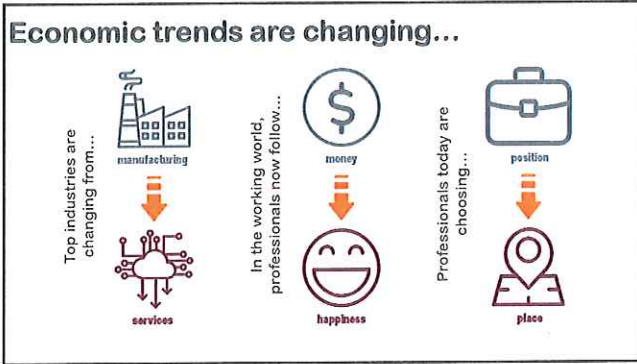


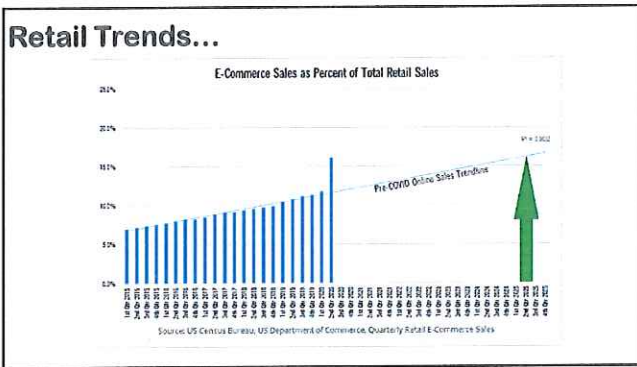


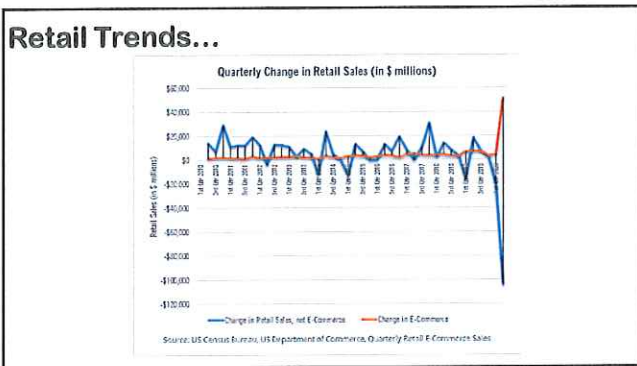












The retail real estate pie is shrinking. Now that shoppers are more familiar and comfortable with online shopping, communities and developers must give them a compelling reason to leave their homes to shop for retail goods. Future retail development has to be more thoughtful and experiential to survive in today's retail environment. In large part, that means giving patrons more than just retail.



Form is dictated by people, and what they want...

An orange line-art icon showing three rectangular blocks of different sizes arranged on a grid of streets. The streets are represented by parallel lines, with one street crossing the blocks at an angle.

Younger generations
want Diversity, Walkability,
and Proximity to influence
urban form

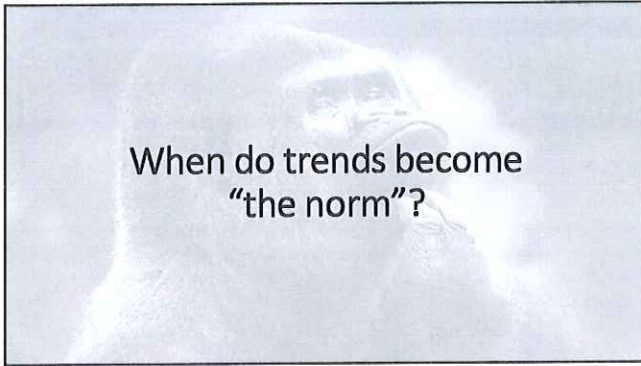
Older generations
want Healthcare, Arts &
Culture, and Recreation to
influence urban form

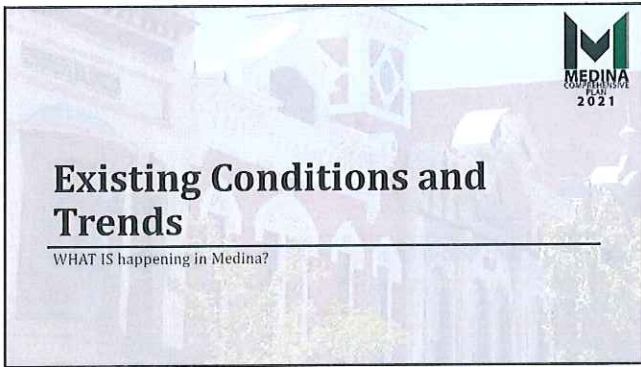
What does that look like in our communities?

The diagram features five circular icons arranged in two rows. The top row contains three icons: 'diverse housing options' (showing various building types), 'walkable environments' (showing a street with pedestrians), and 'user friendly open spaces' (showing a park area). The bottom row contains two icons: 'complete urban streets' (showing a street with a crosswalk) and 'multi-modal transit options' (showing a bus stop).

Understanding these trends is a vital component of *placemaking* and *advancing communities...*









Demographics

PROJECT AREA POPULATION

60,580

27,955 in City of Medina
12,572 in Montville Township
9,392 in Medina Township
6,097 in Lafayette Township
3,853 in York Township
(184,719 in Medina County)

-2.7%

MEDINA POPULATION CHANGE SINCE 2010
(+4.3% for Medina County)
(+1.3% for Ohio)

41.0

MEDIAN AGE
(42.5 in Medina County)
(43.5 in Ohio)

Note: 2020 census data will be available soon
Statistics include City of Medina, Montville Township, York Township, Medina Township, and Lafayette Township

Tapestry Segments

Workday Drive
6,559 households

28.1%
of households

- Two working parents with growing children
- Tech savvy

Green Acres
3,590 households

15.4%
of households

- Older homes with land used for gardening and recreation
- Middle-aged to older couples, most with no children

Savvy Suburbanites
1,646 households

7.1%
of households

- Married couples with no or older children
- Well-educated

Note: 2020 census data will be available soon

Household Structure

23,324
HOUSING UNITS
(72,846 in Medina County)

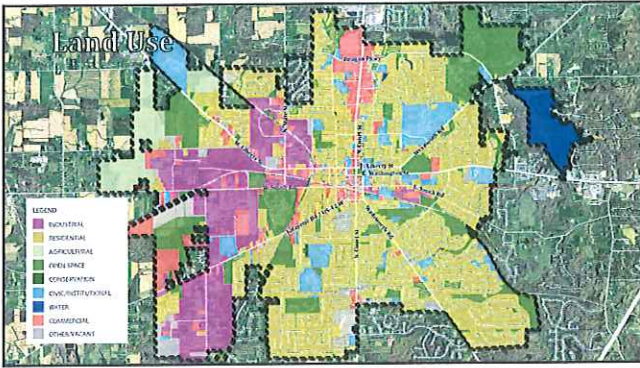
\$224,738
MEDIAN HOME VALUE
(\$222,564 in Medina County)
(\$175,917 in Ohio)

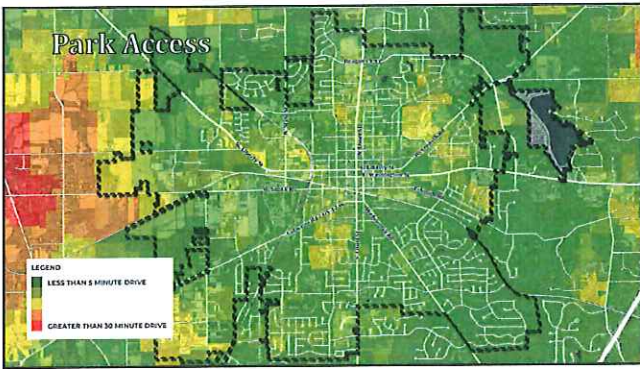
\$12,552
AVERAGE SPENT ON MORTGAGE & HOUS (ANNUALLY)
(\$12,245 in Medina County)
(\$9,816 in Ohio)

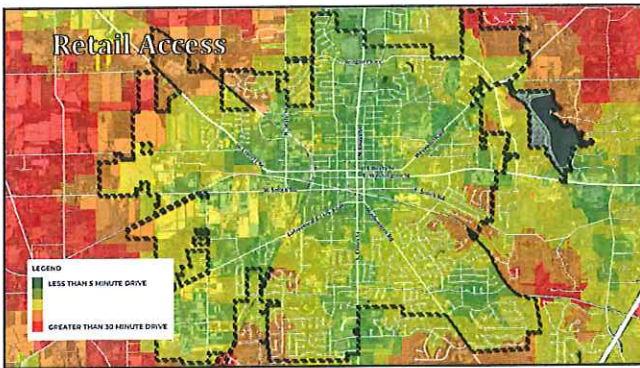
\$738
MEDIAN CONTRACT RENT
(\$710 in Medina County)
(\$641 in Ohio)

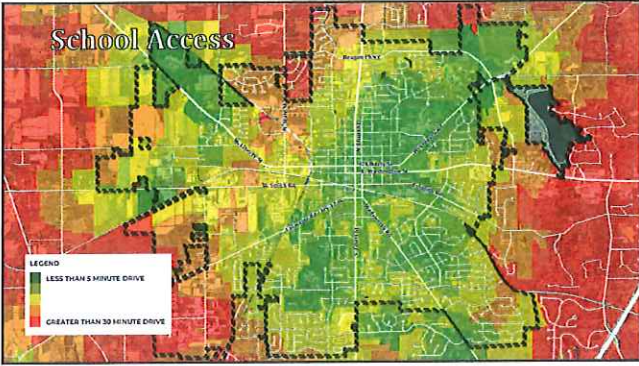
\$79,263
MEDIAN HOUSEHOLD INCOME
(\$74,318 in Medina County)
(\$57,325 in Ohio)

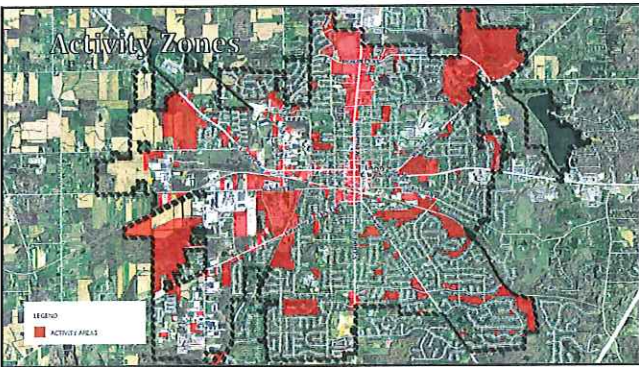
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Statistics include City of Medina, Montville Township, York Township, Medina Township, and Lafayette Township

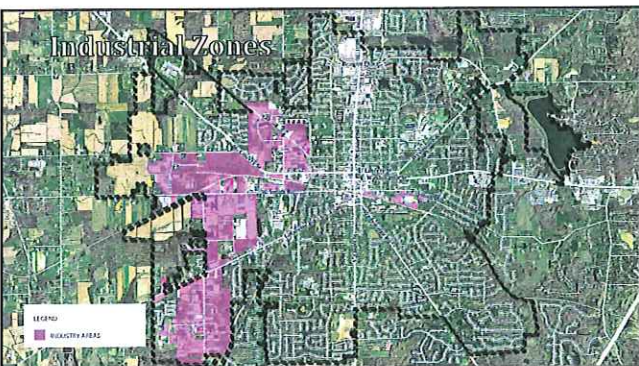



















What Kind of Plan?

Type of plans can include(s):

- Policy Document
- Land Use/Zoning Plan (update)
- Focus Area Plan
- Vision Plan

You Tell Us



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** - Areas for preservation or redevelopment
- **Housing** - Residential dwellings such as multifamily, condominium, townhomes, lofts, single family, etc.



You Tell Us



- **Parks & Public Space** - Any area or open space provided for community use.
- **Mobility** - The systems connecting people to destinations. This includes the street network, streetscape, parking, vehicular traffic, walkability, and biking.
- **Character + Image** - How the community defines itself and markets itself to visitors and future residents.



You Tell Us



Envision Medina

What do you want to see in Medina in the next 5-10 years?

Issues

1. _____

2. _____

3. _____

4. _____

5. _____

Opportunities

1. _____

2. _____

3. _____

4. _____

5. _____

WHAT KIND OF PLAN DO YOU WANT?

On the sheets provided separately, share with us your thoughts and return it back to the team.

You Tell Us

Envision Medina
MEDINA COMPREHENSIVE PLAN 2021



PROJECT GOALS - WORKS

ENHANCED IDEAS

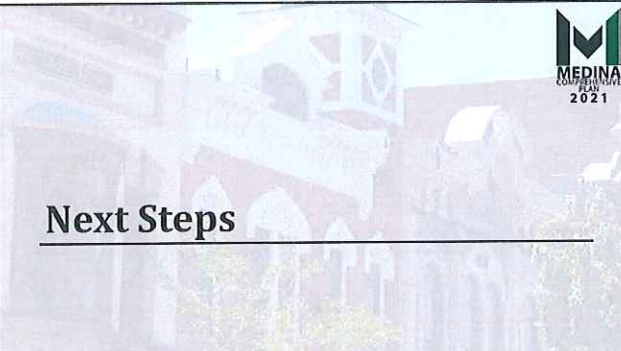
Issues

Opportunities

Big Idea

Medina

Next Steps



MEDINA
COMPREHENSIVE
PLAN
2021

Next Steps

- Finalize Project Schedule
- Existing Conditions
- Area Tour
- Launch Project Website
- Develop Community Survey
- Design Charrette (Steering Committee Meeting 2)

The City Of Medina
Ohio

Envision Medina

MEDINA COMPREHENSIVE PLAN 2021



Instructions

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

Please consider what are the most important issues and opportunities facing Medina now and in the future. Think big. Consider what type of community you want to live in, and what can hinder or help to make that a reality. Use the space below to record your ideas. The subjects listed to the right can be a starting point, but your ideas do not have to fit into those categories.

Subjects to consider:

- Land Use - Areas to be preserved and areas targeted for new growth and development
- Housing - Types of housing options and neighborhood connectivity.
- Parks & Public Space - Event areas, streetscape and programmable space.
- Mobility - The systems connecting people to destinations by driving, biking, or walking.
- 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. _____

WHAT KIND OF PLAN DO YOU WANT?

There are a variety of plan types which exist including; land use plan, vision plan, focus area plan, and a policy document plan. In the space below, talk about what type of plan you would like to see for Medina.

PROJECT SURVEY - WHAT DO WE WANT TO LEARN?

What questions would you like to be included in the community survey? Use the space below to note your ideas.

1.

2.

3.

Please return this form to Arthur Schmidt, arthur.schmidt@ohm-advisors.com

