



**MEDINA**  
COMPREHENSIVE  
PLAN  
**2021**

Steering Committee Meeting 2 – August 18<sup>th</sup>, 2021

# Agenda

- Welcome
- Process Update
- Existing Conditions Analysis
- SC1 Recap
  - What Kind of Plan?
  - Issues + Opportunities
  - Mapping Exercise
- Group Exercises
  - Project Themes
  - Focus Areas
- Community Survey
- Next Steps



**Welcome!**

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# Hello.



**Aaron Domini**  
Principal + Project Manager



**Arthur Schmidt IV**  
Project Manager + Planner

# MEET OUR TEAM



# Choose Your Jam!!!



**Song #1**



**Song #2**



**Song #3**

# Let's enjoy...



“September”  
(1978) – Earth,  
Wind & Fire



“My Town”  
(1983) –  
Michael  
Stanley Band



“Danger Zone”  
(1986) – Kenny  
Loggins



# Process Update

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# 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

- Steering Committee Meeting #2
- Community Survey, Pop-Up Events, Virtual Meeting
- 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 ...BRING IT TO LIFE!



# Project Website



[Home](#) [Project Overview](#) [Get Involved](#) [Resources](#) [Contact](#)

Home



[www.medinacompplan2021.wordpress.com](http://www.medinacompplan2021.wordpress.com)

# Project Schedule



## MEETING SCHEDULE

MEDINA COMPREHENSIVE PLAN - 08/18/2021

Phase 1	<b>Project Kick Off</b> Project kick-off with the client team to identify key planning and development issues, develop a steering committee structure and member list, and establish the finalized logistics and draft project schedule.	<b>June 18, 2021</b> Virtual - Zoom
	<b>Steering Committee Meeting 1</b> Review project purpose, scope, schedule, conduct goal setting/idea generation activities, and identify focus areas.	<b>July 22, 2021</b> 5pm - In-Person Medina City Hall
Phase 2	<b>Area Tour with Client Team</b> Conduct a driving/walking tour with the client team in key areas within the City. Purpose to develop a clear understanding of the identify issues and opportunities within the City.	<b>August 13, 2021</b> In-Person/On-Site
	<b>Design Charrette (Steering Committee Meeting 2)</b> Host an interactive design charrette with members of the steering committee, stakeholders, and community members to engage in exercises which will generate ideas and initiate dialogue on the future conditions of Medina.	<b>August 18, 2021</b> Time: 5pm-7pm - Location: Medina City Hall Rotunda
Phase 3	<b>Community Survey &amp; Pop-Up Engagement</b> Launch community and stakeholder survey to gather feedback and insights from the larger Medina community. Additionally, key questions will be formatted on boards to be placed strategically in the community to gather additional feedback and participation.	<b>Launch on August 30, 2021 - October 1, 2021</b>
	<b>Steering Committee Meeting 3</b> Review and translate the results from the previous tasks, create a list of draft development principles and review focus areas.	<b>October 21, 2021</b> Time: 5pm-7pm - Location: Medina City Hall Rotunda
Phase 4	<b>Steering Committee Meeting 4</b> Review focus area concepts and initial draft plan framework.	<b>December 2, 2021</b> Time: 5pm-7pm - Location: Medina City Hall Rotunda
	<b>Public Open House</b> Facilitate a public open house to unveil the draft comprehensive plan for community feedback and insights.	<b>Week of January 10 or 17, 2021</b> Time TBD - Location TBD
Phase 5	<b>Steering Committee Meeting 5</b> Present the final plan and outline next steps for fundraising and implementation.	<b>February 24, 2021</b> Time: 5pm-7pm - Location: Medina City Hall Rotunda
	<b>Elected Officials Meeting (Planning Commission/City Council)</b> Present the final plan to elected and appointed officials for adoption.	<b>March 2022</b> Time TBD - Location TBD

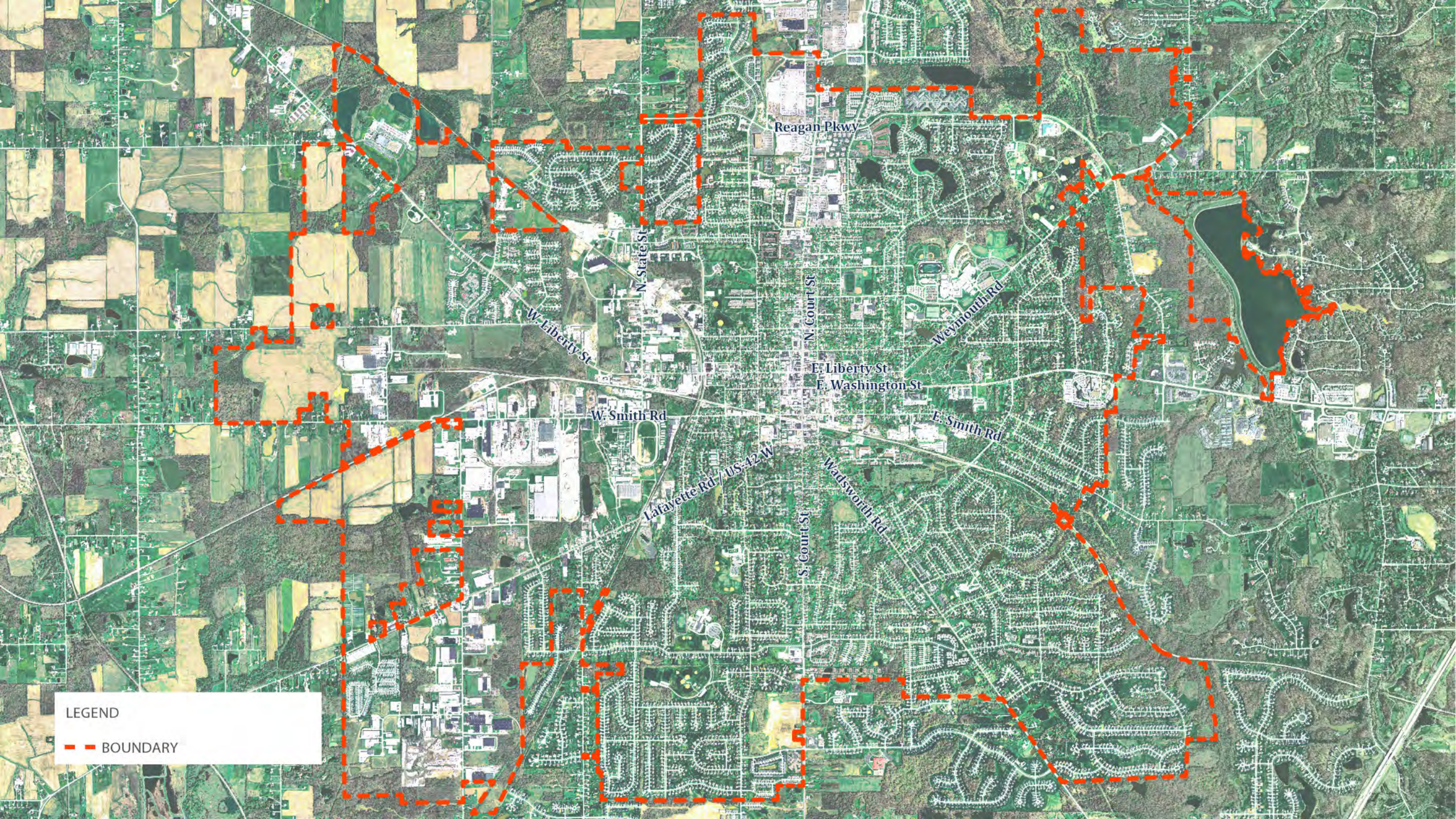


# Existing Conditions Analysis

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WHAT IS happening in Medina?





LEGEND

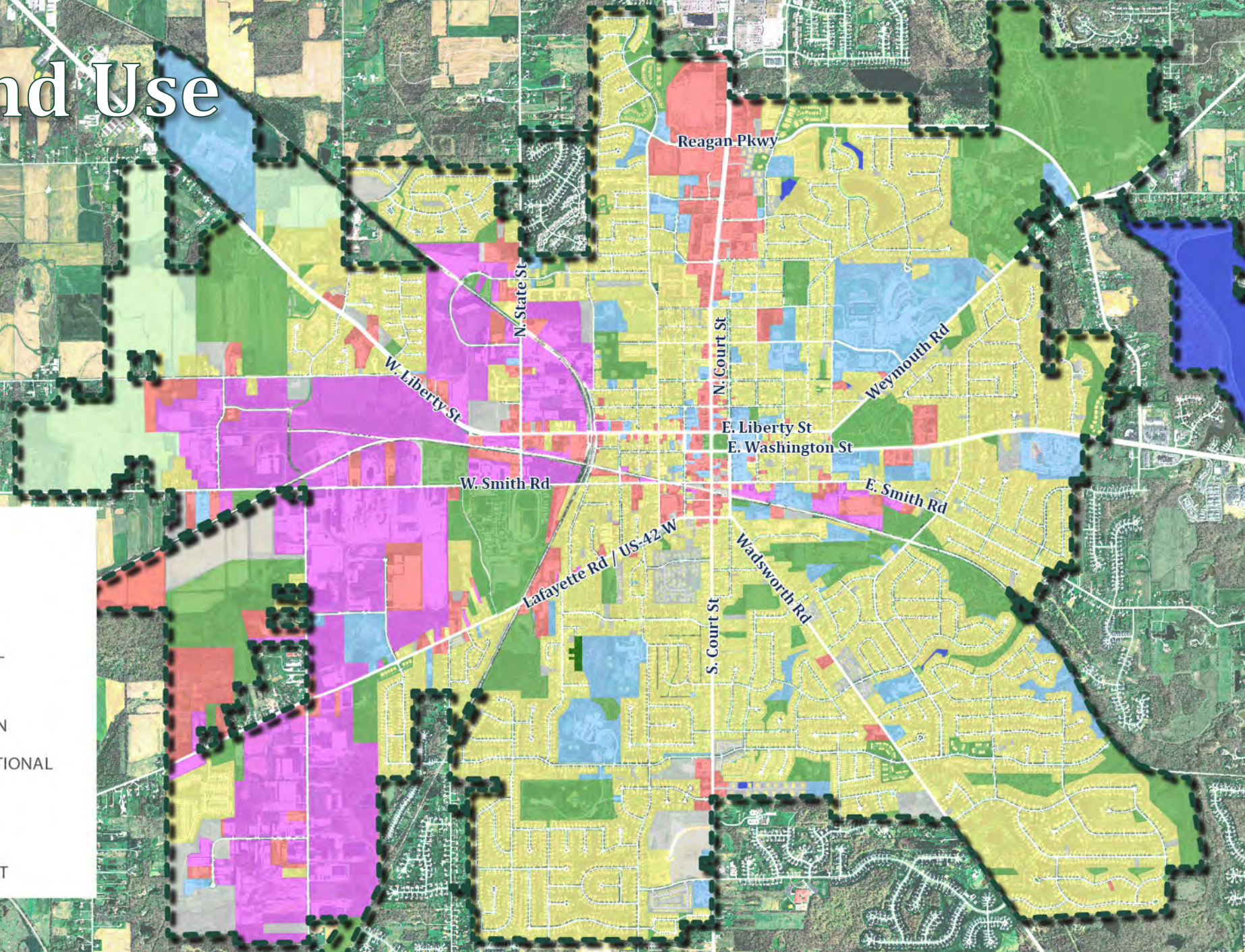
--- BOUNDARY



# Land Use

LEGEND

- INDUSTRIAL
- RESIDENTIAL
- AGRICULTURAL
- OPEN SPACE
- CONSERVATION
- CIVIC/INSTITUTIONAL
- WATER
- COMMERCIAL
- OTHER/VACANT



Reagan Pkwy

Weymouth Rd

E. Liberty St  
E. Washington St

E. Smith Rd

Wadsworth Rd  
S. Court St

Lafayette Rd / US-42 W

W. Smith Rd

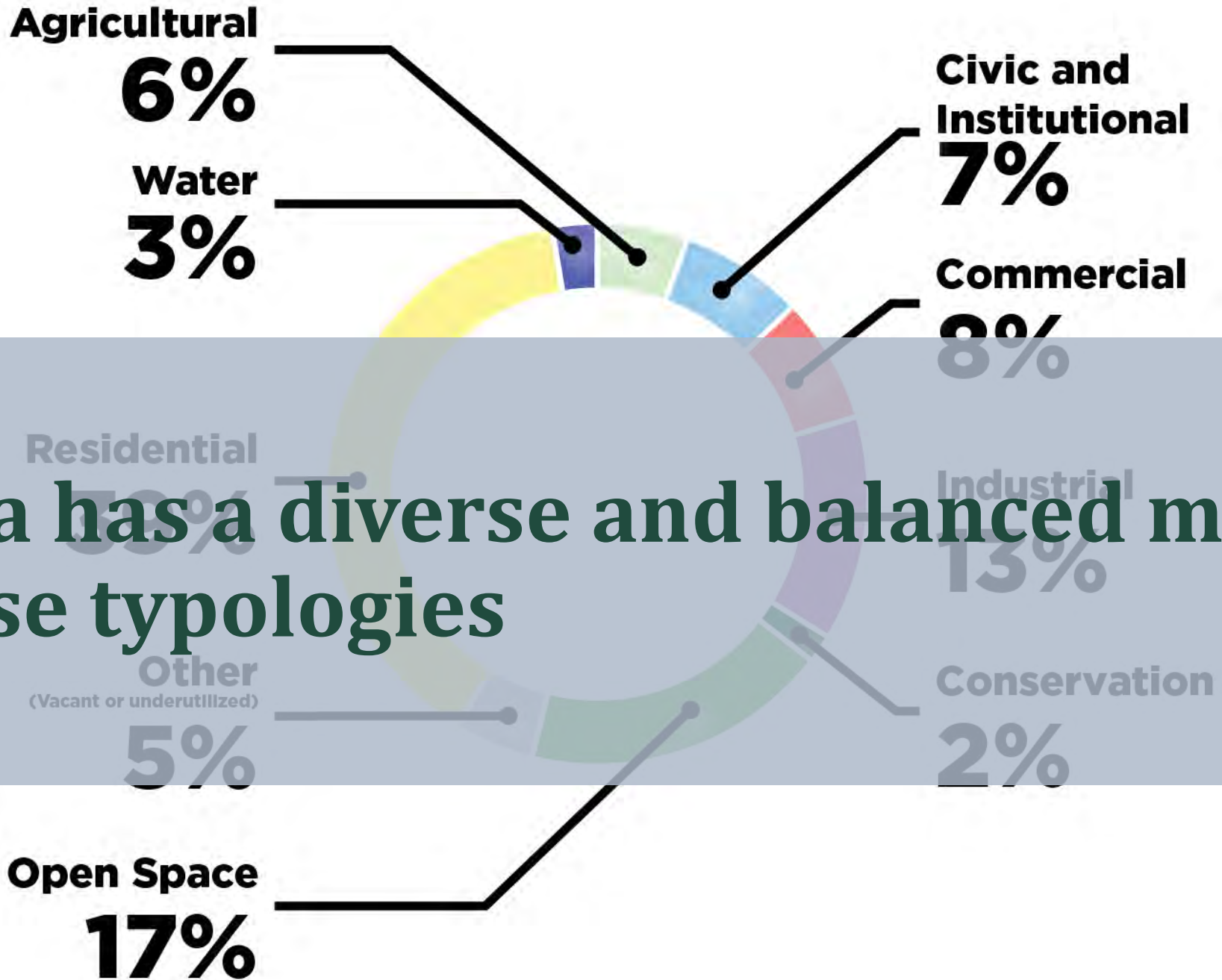
W. Liberty St

N. State St

N. Court St



# Medina has a diverse and balanced mix of land use typologies





# Zoning Map

Zoning classifications match, to a degree, the land use patterns. Some of the zoning classes could be examined to allow for mixed-use development and preserve the historic character of specific areas.

- LEGEND
- OPEN SPACE CONS.
  - LOW DENSITY RESI.
  - HIGH DENSITY RESI.
  - MULTI-FAMILY RESI.
  - MULTIUSE
  - PUBLIC FACILITIES
  - COMM. SERVICE
  - LOCAL COMM.
  - CENTRAL BUSINESS
  - GENERAL BUSINESS
  - INDUSTRIAL





# Connectivity

The roadway network includes number state routes in a radiating grid pattern which supports a robust local economy, and creates mobility challenges for non-motorized activity, safety, and comfort.




- LEGEND
- MAJOR ARTERIAL
  - MAJOR COLLECTOR
  - LOCAL



# Parks and Trails

Existing trails and pathways are present, but not connected to create a complete non-motorized system that connects people and destinations.

## LEGEND

-  PARK
-  PEDESTRIAN TRAIL
-  BICYCLE TRAIL





# Park Access

The City has excellent park coverage the majority of residents within a 5 minute walk to a park.

## LEGEND

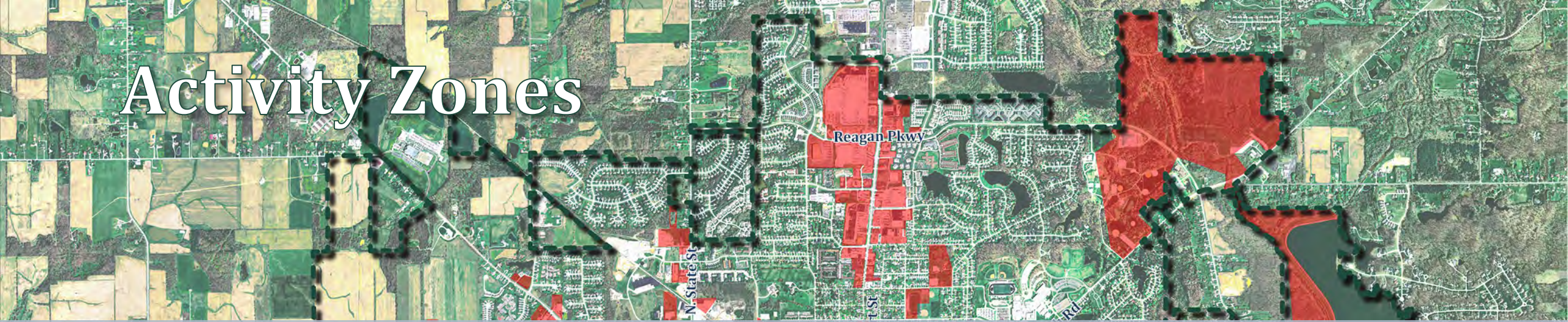
LESS THAN 5 MINUTE DRIVE

GREATER THAN 30 MINUTE DRIVE





# Activity Zones



**This represents the combination of retail, commercial, and park spaces. There is a good mix of zones throughout the city, but critical to understanding what's within those zones based upon resident needs.**



## LEGEND

 ACTIVITY AREAS



# Retail Access

There are variety of retail and commercial nodes in the community creating convenient access to shopping and convenient services.

## LEGEND

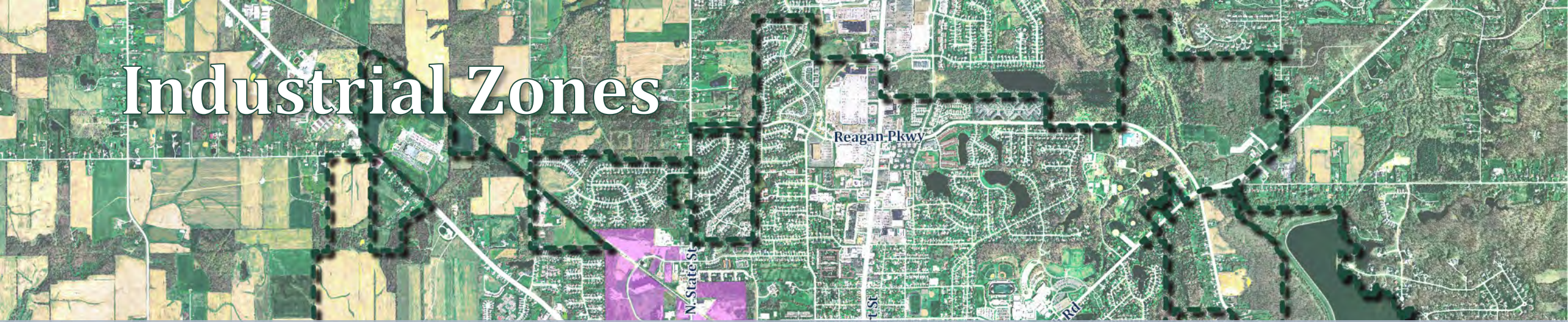
LESS THAN 5 MINUTE DRIVE

GREATER THAN 30 MINUTE DRIVE





# Industrial Zones



**Industrial areas are present on west side of the community creating opportunities for commerce, and logistical challenges presented by the management of truck traffic.**

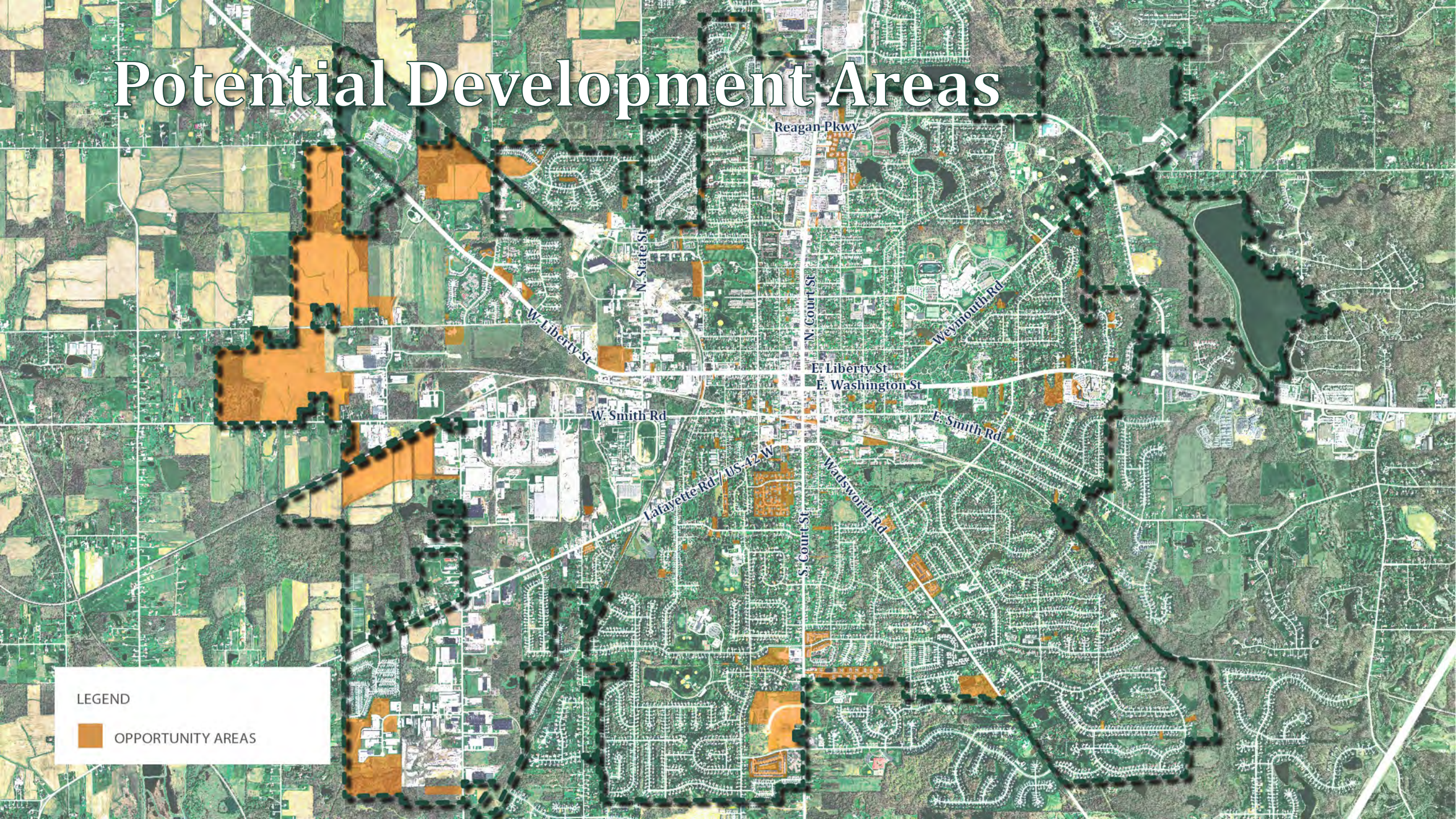


## LEGEND

 INDUSTRY AREAS



# Potential Development Areas



## LEGEND

 OPPORTUNITY AREAS



# Demographic Data....



# Demographics

PROJECT AREA POPULATION

**60,580**

27,955 in City of Medina  
12,578 in Montville Township  
9,393 in Medina Township  
6,067 in Lafayette Township  
3,853 in York Township  
(184,749 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)  
(40.5 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**

HOUSEHOLDS

(70,866 in Medina County)



**\$224,738**

MEDIAN HOME VALUE

(\$222,554 in Medina County)

(\$175,857 in Ohio)



**\$12,552**

AVERAGE SPENT ON MORTGAGE  
& BASICS (ANNUALLY)

(\$12,268 in Medina County)

(\$9,046 in Ohio)



**\$738**

MEDIAN CONTRACT RENT

(\$728 in Medina County)

(\$641 in Ohio)



**\$79,263**

MEDIAN HOUSEHOLD INCOME

(\$76,398 in Medina County)

(\$57,725 in Ohio)

*Note: 2020 census data will be available soon*

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

# SC1 Meeting Recap

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What did we do? What did we talk about? Summary of results.

# What Kind of Plan?

Type of plans can include(s):

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





# What Kind of Plan?





# What Kind of Plan?

We desire a plan that has a long-term vision with strategic recommendations that regularly followed and implemented...In short, a working policy document to guide change that elevates the overall quality of life.



# Issues + Opportunities Exercises



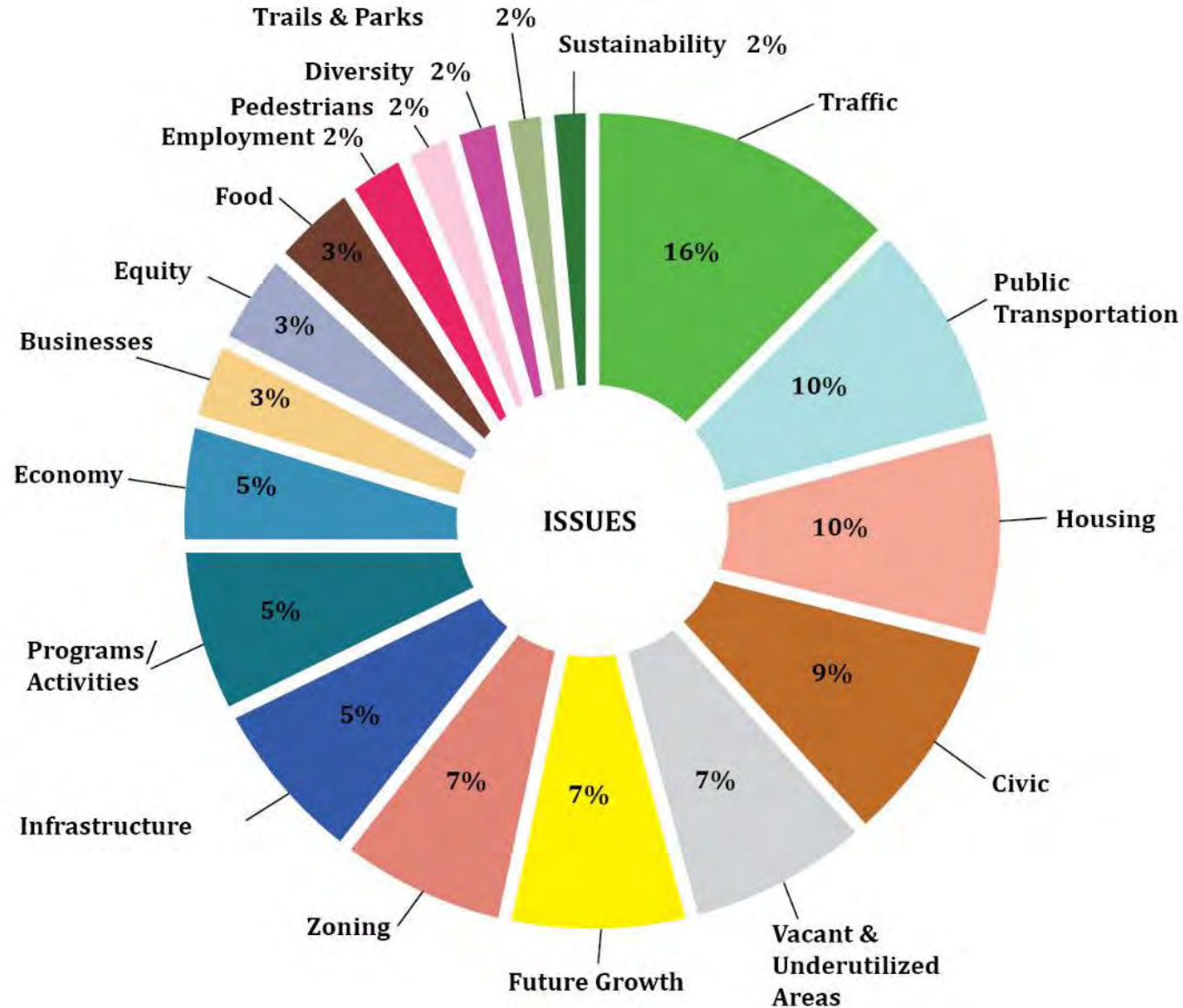


# Issues + Opportunities





# Issues + Opportunities






# Issues + Opportunities



Preserve  
historic  
district



Affordable  
housing/Upward  
Construction



Increase  
number of small  
businesses



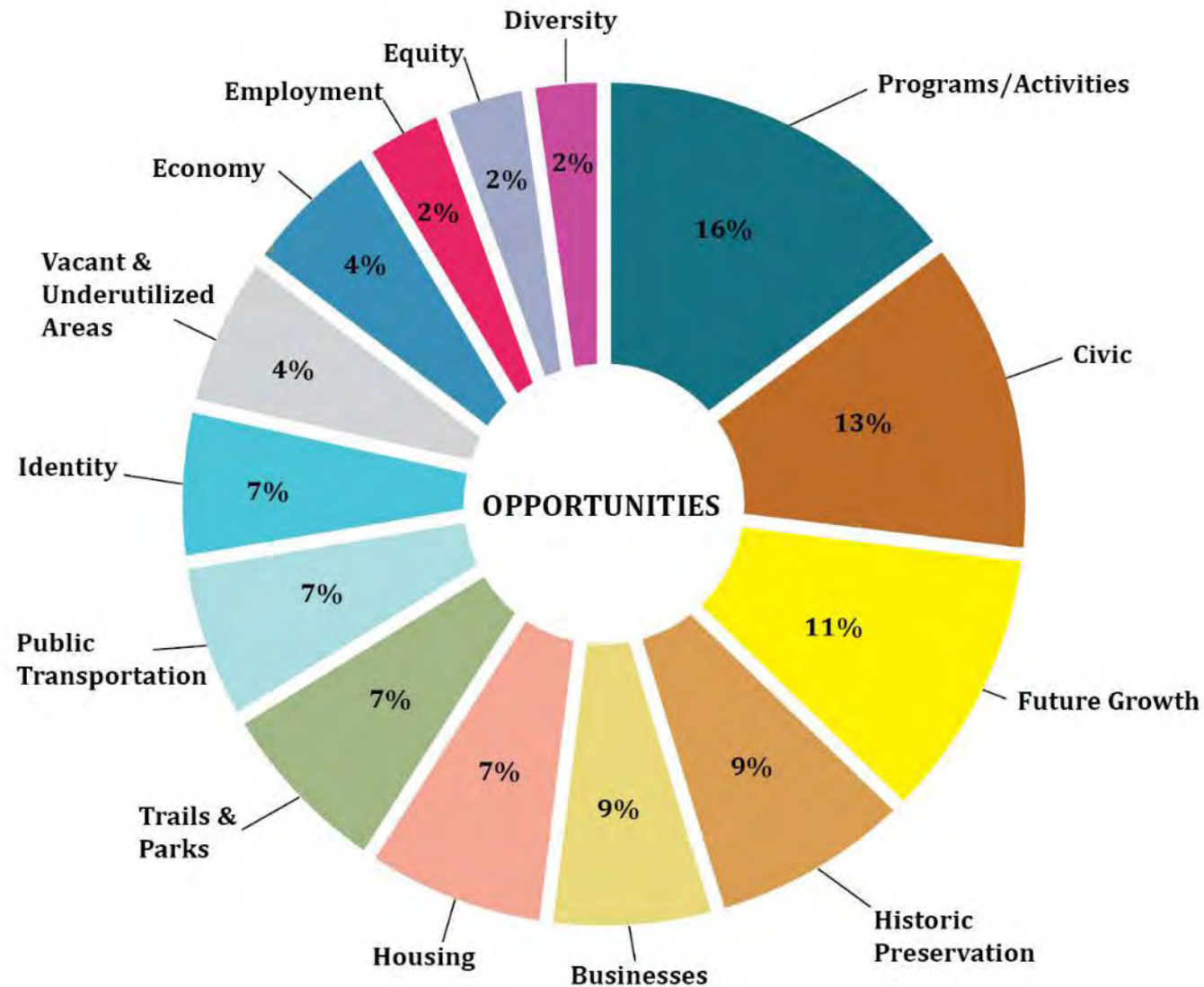
Repurpose  
vacant  
buildings



Expansion of  
public transit



# Issues + Opportunities





# What is the most critical **ISSUE** for the future of Medina?





# What is the greatest **OPPORTUNITY** for the future of Medina?





# The Emerging Themes...



MOBILITY



HOUSING



ECONOMIC  
DEVELOPMENT &  
STABILIZATION



SUSTAINABILITY



QUALITY OF  
LIFE





MOBILITY



HOUSING



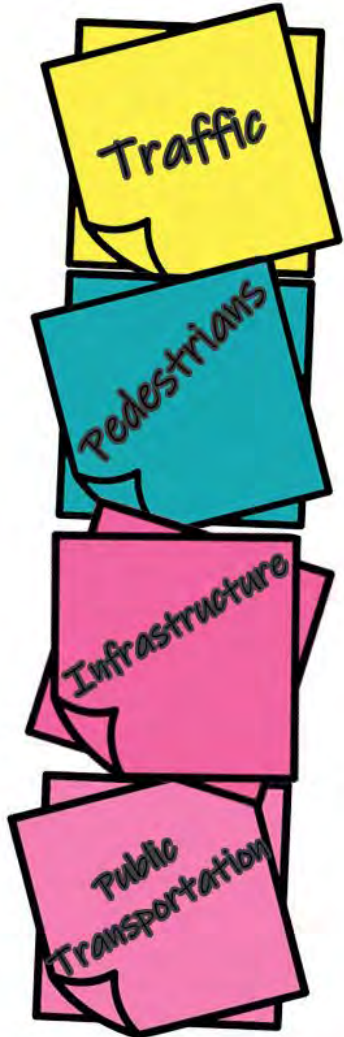
ECONOMIC  
DEVELOPMENT &  
STABILIZATION



SUSTAINABILITY



QUALITY OF  
LIFE







QUALITY OF LIFE



HOUSING



ECONOMIC DEVELOPMENT & STABILIZATION



MOBILITY

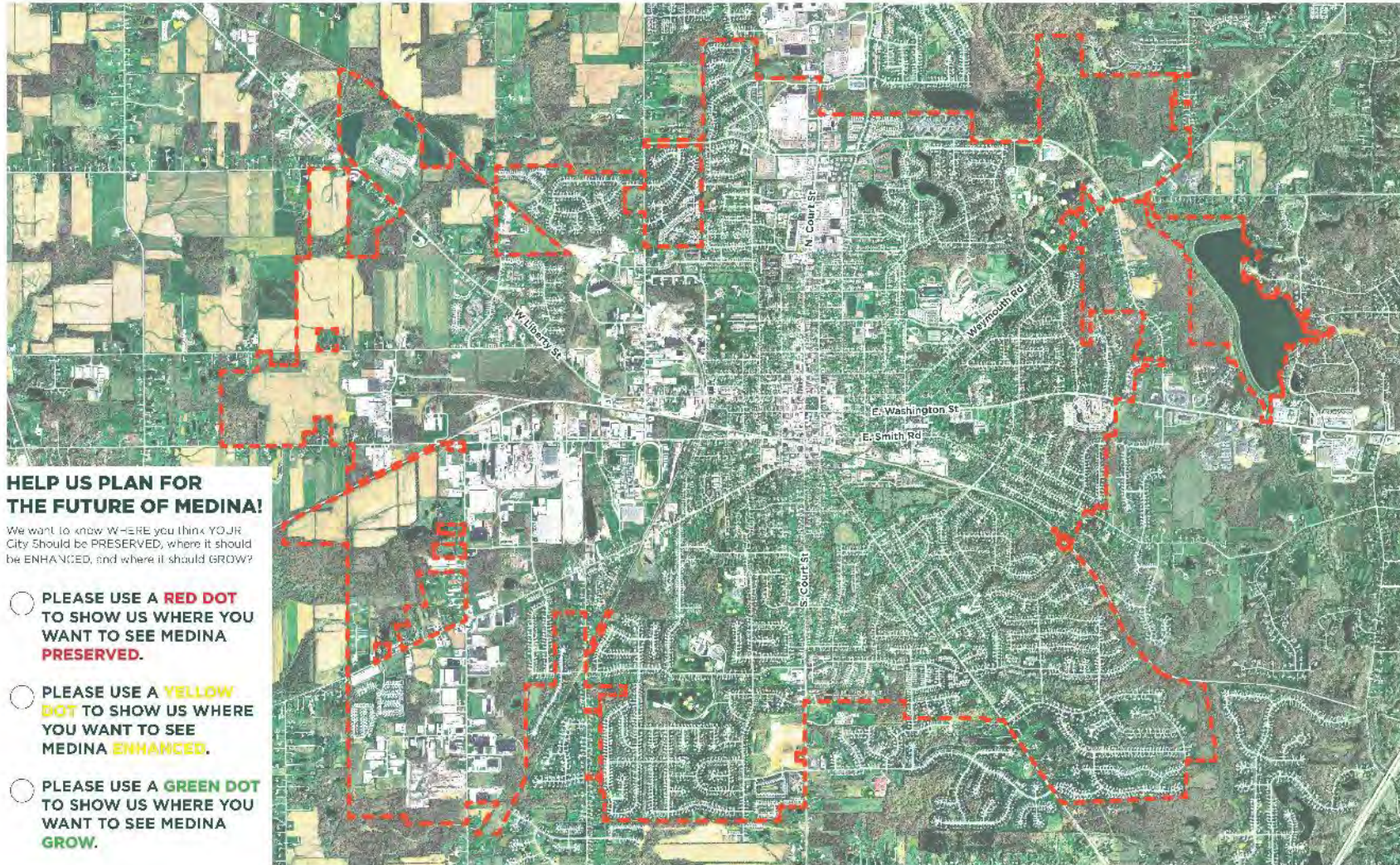




**And more to come...these themes will be tested and validated through the engagement process.**



# Mapping Exercise



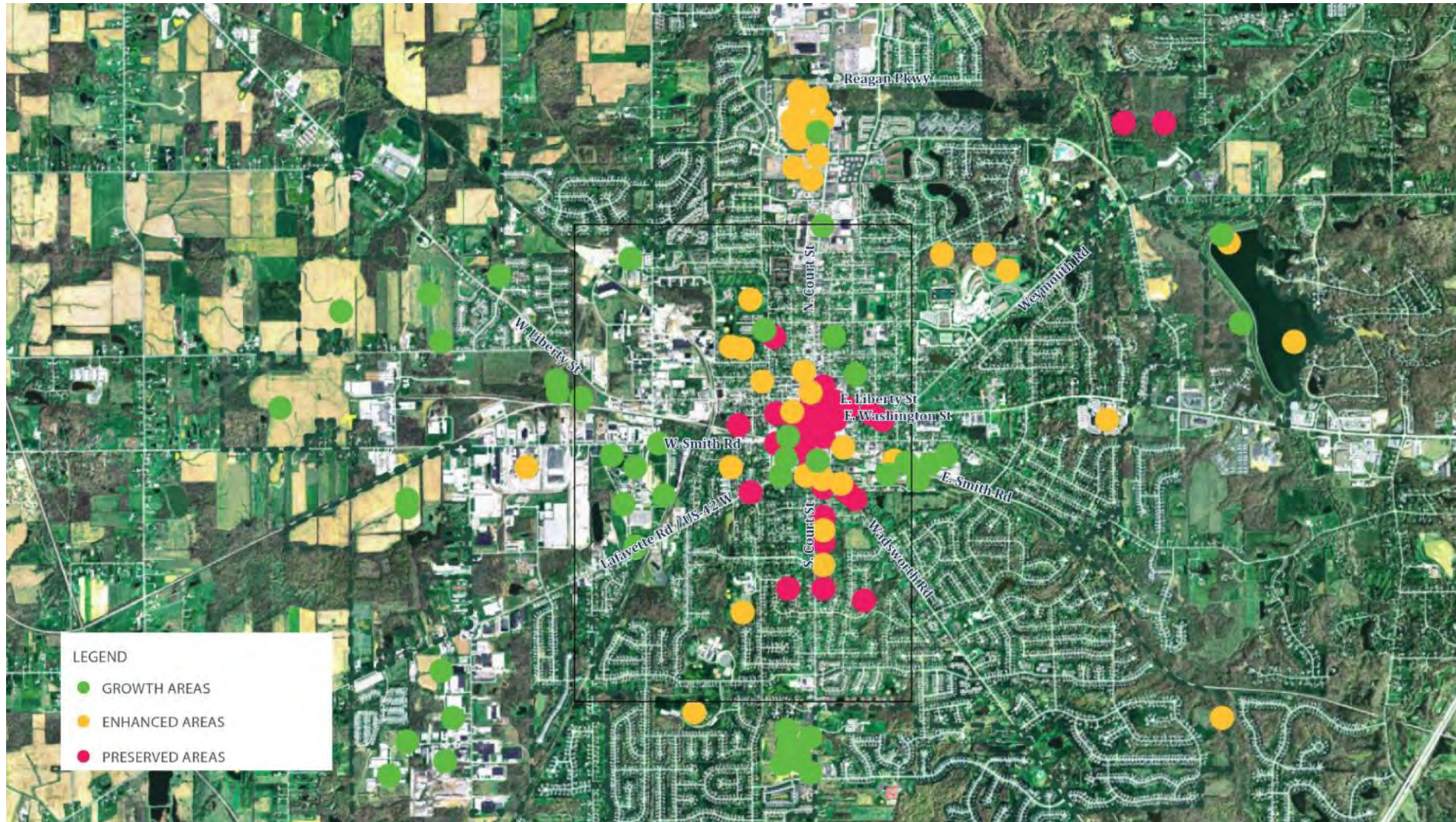
## HELP US PLAN FOR THE FUTURE OF MEDINA!

We want to know W-H-E-R-E you think YOUR City should be PRESERVED, where it should be ENHANCED, and where it should GROW?

- PLEASE USE A **RED DOT** TO SHOW US WHERE YOU WANT TO SEE MEDINA **PRESERVED**.
- PLEASE USE A **YELLOW DOT** TO SHOW US WHERE YOU WANT TO SEE MEDINA **ENHANCED**.
- PLEASE USE A **GREEN DOT** TO SHOW US WHERE YOU WANT TO SEE MEDINA **GROW**.

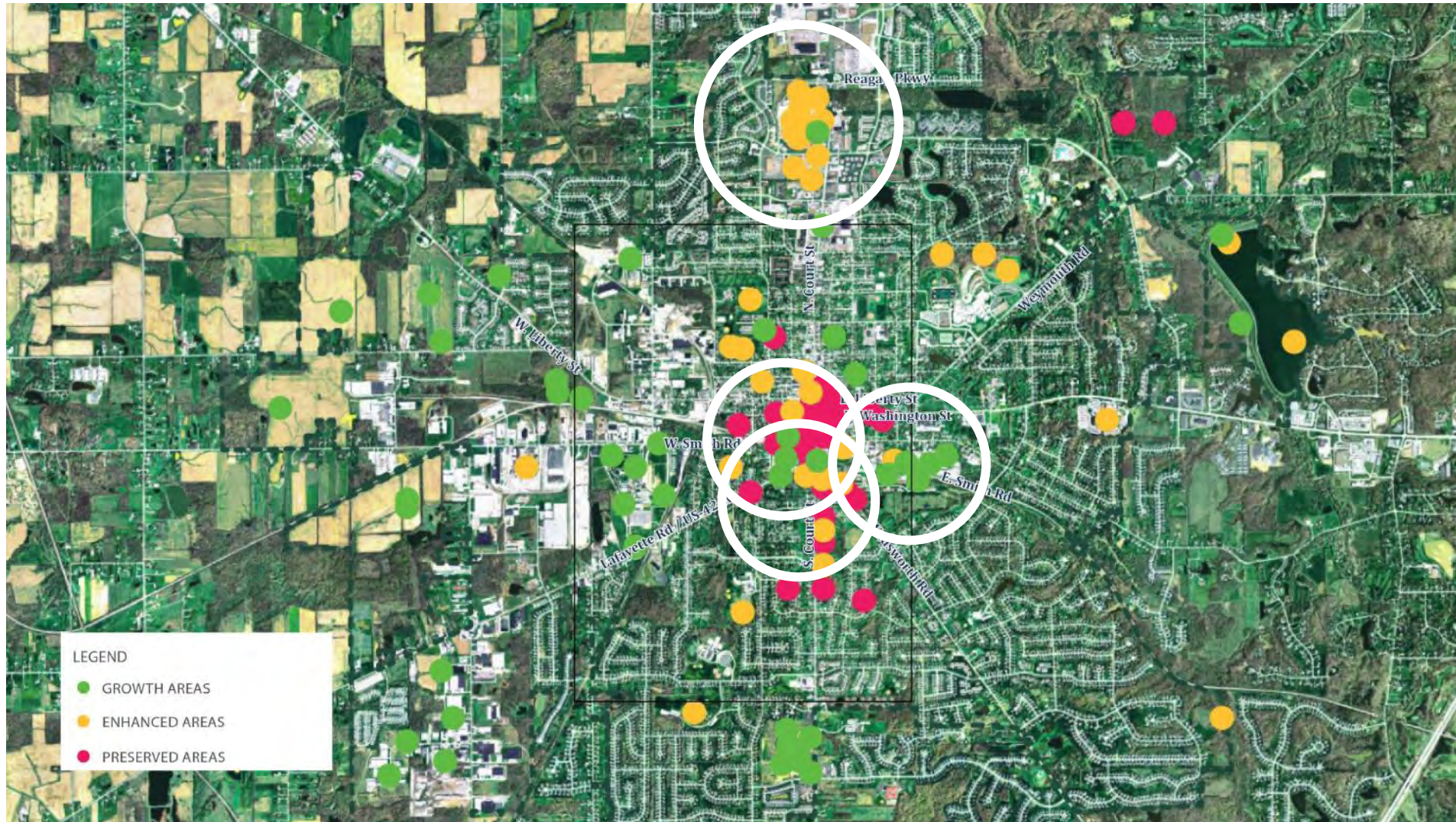


# Mapping Exercise





# Mapping Exercise





# Mapping Exercise

## 4 Developing Focus Areas:

- East Smith Corridor
- West Liberty Corridor
- South Downtown
- North Court Corridor



# Exercise 1: Focus Area Charrette

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Focus Area Conversation



# Step 1: Nominate a Table Facilitator

In charge of . . .

1. Managing group discussion
2. taking taking notes
3. Reporting out
4. Generally being awesome



# East Smith Corridor

N. Broadway St

E. Washington St

E. Smith Rd

Lafayette Rd / US-42 W

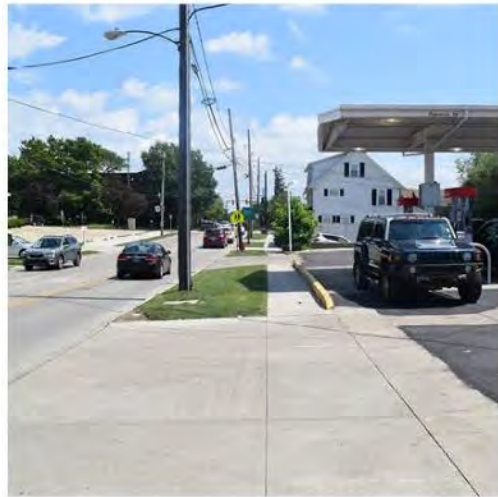
S. Court St

Wadsworth Rd





# East Smith Corridor





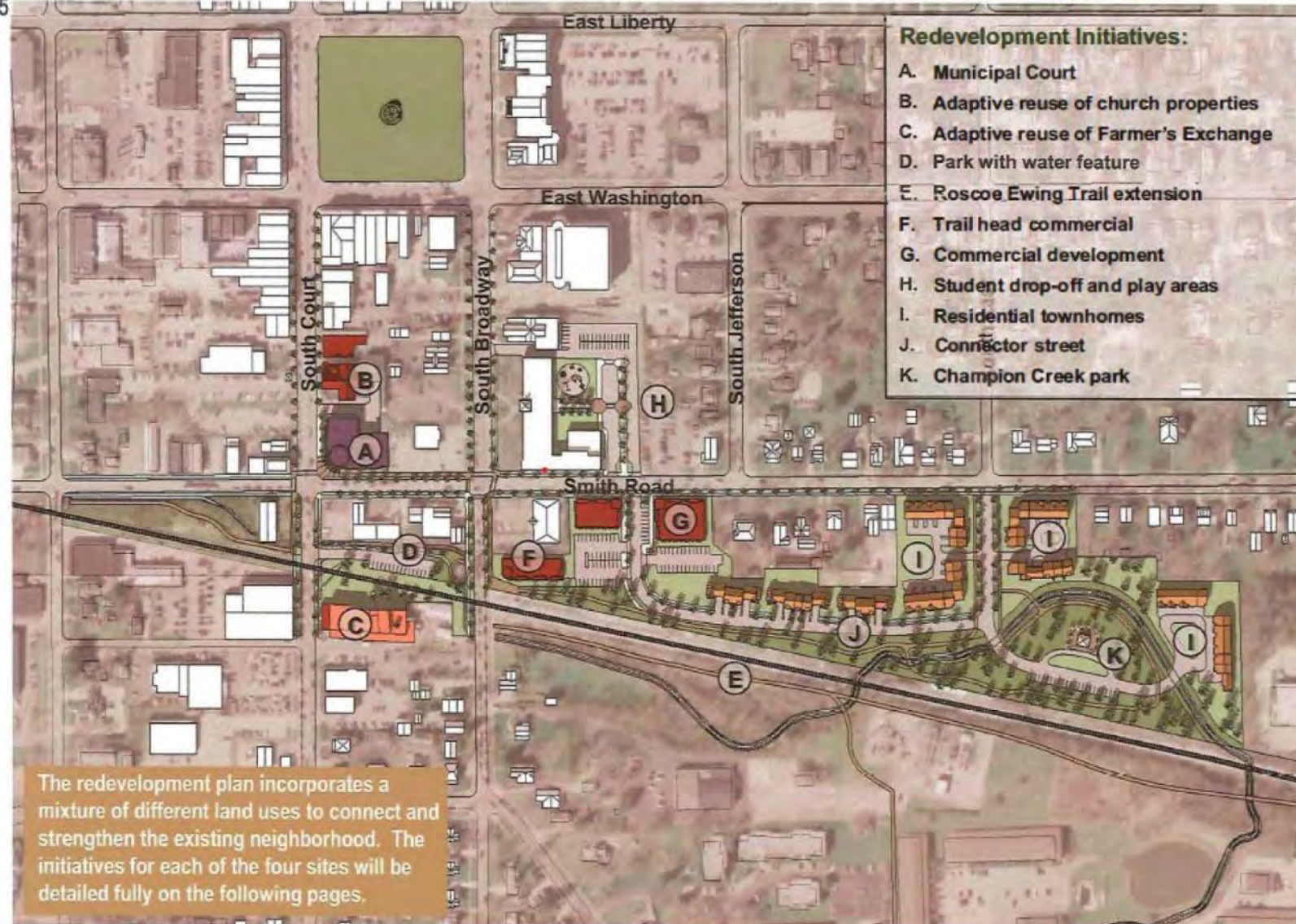
# Smith Road Champion Creek Plan (2010)

- Primary redevelopment sites: Medina United Methodist Church, Medina Supply, Medina Farmer's Exchange, James Lumber
- Medina United Methodist Church site: direct connection to Public square, but the large parking lot makes it feel very auto-dominant
- Medina Farmer's Exchange site: connect historic commercial district to southern residential neighborhoods
- Medina Supply site: large property behind the building bordering the Norfolk & Western railroad, also close to Garfield Elementary School
- James Lumber site: vacant warehouse buildings and commercial structure, Champion Creek runs through the property
- Plan addresses land use, marketability, and context



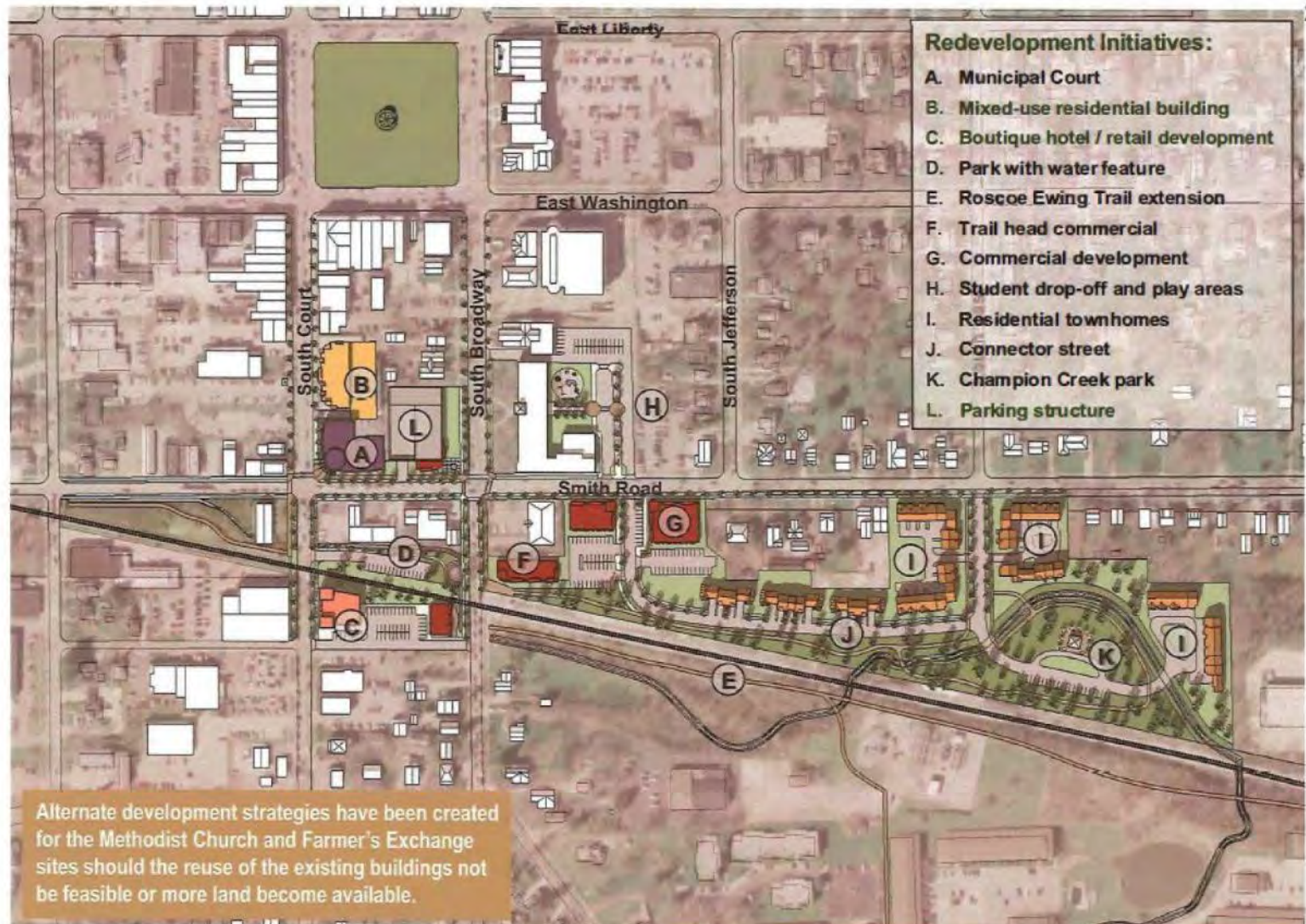
# Smith Road Champion Creek Plan (2010)

25





# Smith Road Champion Creek Plan (2010)





# Smith Road Champion Creek Plan (2010)



- The master plan has the potential to create:
- Municipal Court
  - Commercial Spaces – 39,000 sf
  - Residential Units – 67 homes
  - Boutique Hotel – 30 rooms
  - Parks / Green Spaces – 4.7 acres
  - Recreational Trail – 0.68 miles



# West Liberty Corridor

N. State Rd

W. Friendship St

N. Court St

W. Liberty St

E. Washington St

W. Smith Rd





# West Liberty Corridor





W Reagan Pkwy

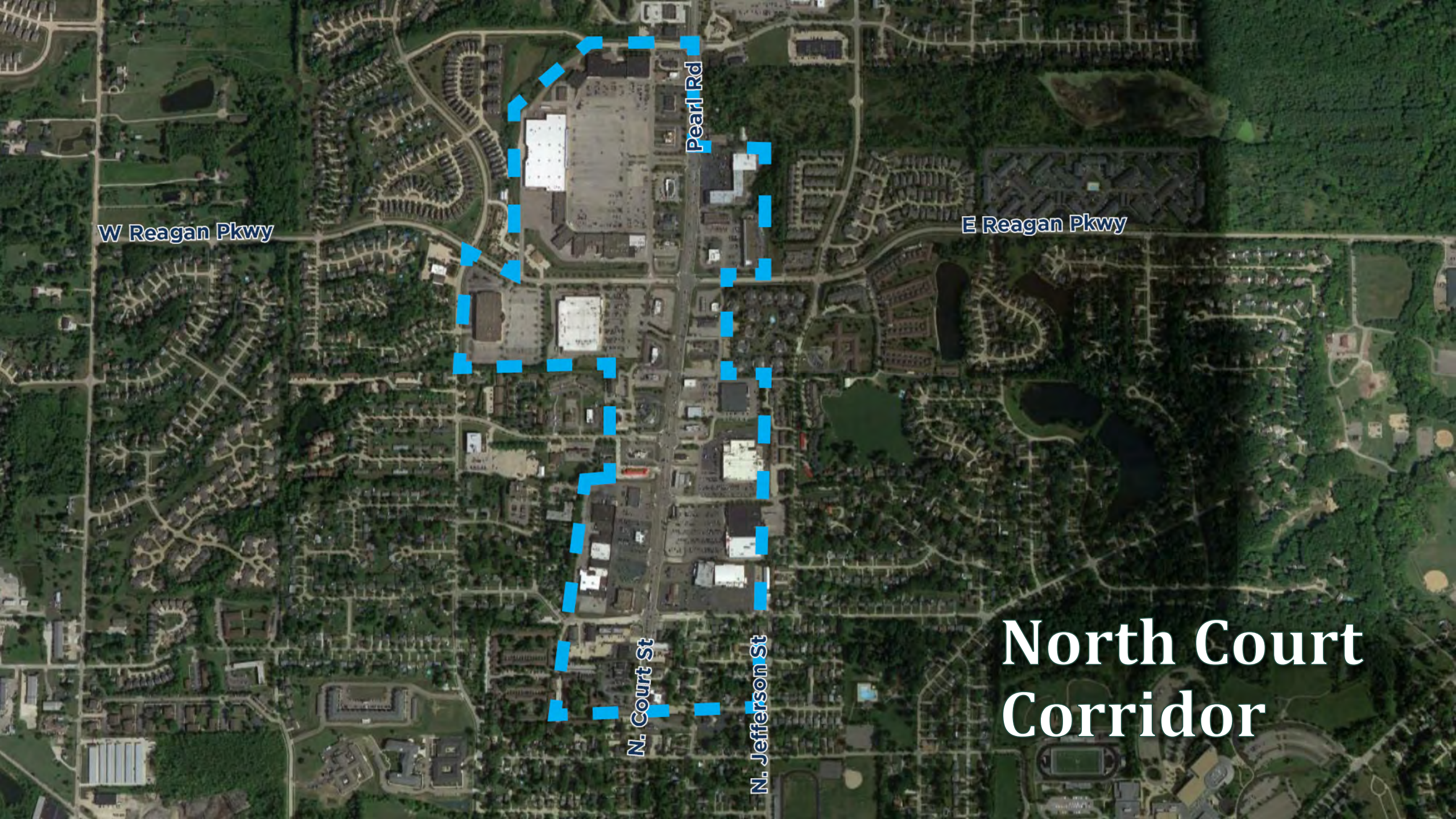
Pearl Rd

E Reagan Pkwy

N. Court St

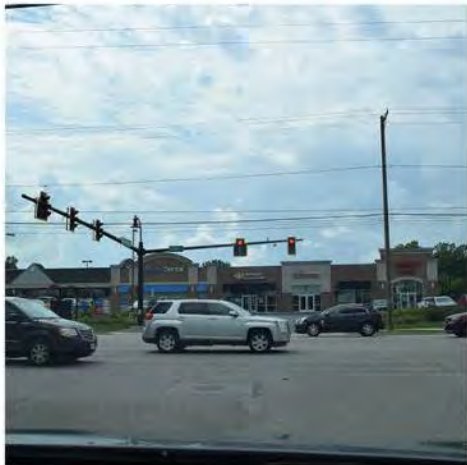
N. Jefferson St

# North Court Corridor





# North Court Corridor





# South Downtown

S. Prospect St

S. Elmwood St

S. Court St

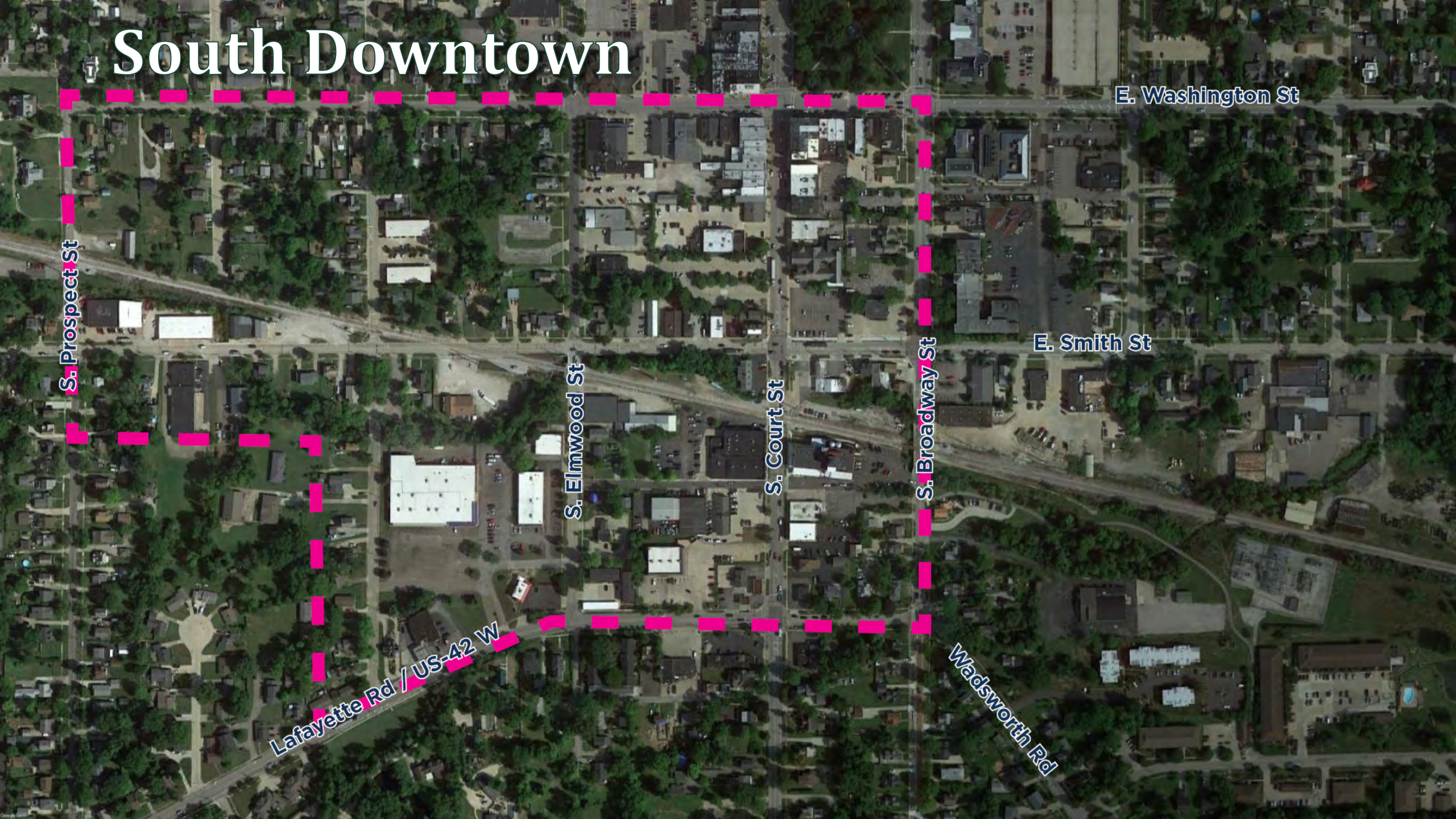
S. Broadway St

E. Washington St

E. Smith St

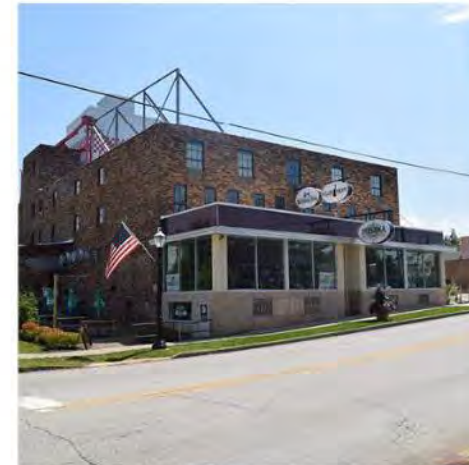
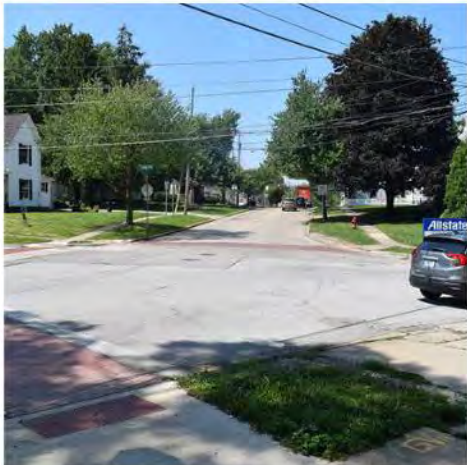
Lafayette Rd / US-42 W

Wadsworth Rd





# South Downtown





# Group Exercise Questions (30 - 40 min)

1. Write one word on a post it that describes what you believe is the desired future condition for this area
2. As a group examine all the words
3. Create a vision statement that articulates what you want this area to become in the future
4. A group write down 5-10 strategies that are actions to drive this desired outcome
  1. Develop building Z
  2. Build a trail to connect A to Z
  3. Etc.





**Now It's Time For You To Tell Us!**



# **Exercise 2: Community Survey Review**

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# Community Survey Work:

1. Individually read the draft survey and make notes of points where you feel a modification or addition should be made
2. As a group talk about the survey and share your thoughts
3. Table facilitator note 3-4 items your table would like to see addressed in the draft survey





Now It's Time For You To Tell Us!



# Next Steps

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# Next Steps

- Community Survey Launch
  - Tell your family, friends, and neighbors!
  - Survey Flyer
- Community Engagement & Pop-Up Events (see handout)
  - Interactive Boards Around Town (City Hall, Recreation Center, Public Library, Farmer's Exchange, Main Street, etc.)
  - Pop-Up Events:
    - Farmer's Market – 9/18
    - Cool Beans Café – 9/21
    - Virtual Community Meeting – Week of 9/27 TBD
- Steering Committee Meeting 3
  - October 21, 2021 | 5pm – 7pm