

DRAFT - 06/01/2022



2022

# COMPREHENSIVE PLAN

CITY OF MEDINA

# ACKNOWLEDGMENTS

Thank you to the public officials, steering committee members, and community members that aided in the formation of this plan.

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# ONE

## Project Overview





## Project Overview

### **ABOUT THE PROJECT: MEDINA COMPREHENSIVE PLAN**

In 2021, the City of Medina partnered with OHM Advisors to create a new comprehensive plan that will guide the city in zoning, land use, transportation, and economic development over the next 10 to 20 years. Medina's existing comprehensive plan was adopted in 2006 and, 15 years later, the city recognized the need to revisit goals and update recommendations based on changing conditions. Unique to Medina, this plan takes a closer look at many factors that were shaping the city, market, environment, transportation, and other community factors at the time of the plan. It also includes specific focus areas within the city that show the greatest potential for development or redevelopment, and could serve as a catalyst for other community initiatives.

The planning process included extensive research to understand current conditions and develop a vision rooted in community beliefs and desires. The process also included abundant public input ensuring the plan recommendations are based in the values and aspirations of the community.

The Comprehensive Plan is a vital community document. It serves as the cornerstone for many decisions related to how the community grows and is planned in the future. Specifically, the plan will help to achieve the following objectives:

- Lay out a "big picture" for future growth;
- Consider the entire geographic area, including neighboring townships, county, and regional initiatives;
- Integrate input from key city staff and personnel to create collaboration among visions, programs, and policies;
- Inform the Capital Improvement Plan (CIP);
- Set a plan and direction for future development and zoning changes; and
- Determine how best to integrate new development within the existing network.

Additionally, the Comprehensive Plan is a document by which all future policy and budgetary decisions should be evaluated, but it will need to be updated as conditions and funding change.

Finally, the plan is intended to be general in nature and serve as a 'guide'. It is also intended to be flexible and updated over time as needed.



# PURPOSE OF THE PLAN

## GUIDE

the community in evaluating proposed public, private, or joint projects.

## INFORM

current and prospective property owners and developers on the city's plans and desires for future growth and development.

## DEVELOP

a unique vision for the city based on its own set of challenges, opportunities, and desires.

## MEASURE

progress and effectiveness of projects in Medina to ensure they strengthen the community as a whole.



## **PLAN CONSIDERATIONS**

A variety of community elements such as land use, housing, and mobility are considered in the plan to create a holistic and informed vision for the city. When thinking about these elements, a series of key questions were assessed to best consider and plan for the future of the community.

### **WHERE ARE WE NOW?**

The planning team conducted extensive research on the history of Medina, past planning efforts, and current area conditions. Some of the items evaluated include zoning, land use classifications, parks and open space, transportation network, and existing development. More information and detailed maps resulting from this effort are provided in Chapter 2.

### **WHERE CAN WE GO?**

As part of the research process, the planning team looked at emerging trends in Medina and the region. Growth projections in Chapter 2's "Community Snapshot" and popular opinion in Chapter 3 predict the future demand for housing, economic development, and mobility options. This research revealed that like many cities, Medina is evolving demographically and is impacted by local, regional, and national trends related to economic conditions and mobility choices, among other factors.

### **WHERE DO WE WANT TO GO?**

How the community grows in the future needs to be balanced and informed by public input. To learn more about the opinions and desires of community members, the planning team assembled a steering committee made up of local stakeholders to guide and inform the process. In addition, extensive public input was solicited through community meetings, pop up events, a

community survey, and stakeholder interviews. The team also facilitated discussions among regional agencies and city departments. The findings were used to develop guiding pillars and shape recommendations. A complete record of community engagement can be found in Chapter 3.

### **HOW DO WE GET THERE?**

OHM Advisors brought their team of talented professionals to organize all the elements into one document. The first step in achieving the future vision is creating a comprehensive plan that is backed by community members, government officials, and local organizations. In Chapter 5, priorities and implementation strategies aid with development in the focus areas. In Chapter 4, vision statements, objectives, and strategies are provided to guide the community.

### **WHO WAS INVOLVED?**

1. Planning Team (OHM Advisors)
2. Project Steering Committee
3. Medina City Officials
4. Community Stakeholders
5. Medina Community Members



# PLANNING PROCESS

A customized five phase planning process was designed to complete the comprehensive plan. The process was iterative, each stage built on and informed the next step. Each phase is listed and described below.



## PHASE ONE:

During this phase the project kicked off, and preliminary research and site analysis was conducted to provide the necessary base data to inform the planning process.

1

## PHASE TWO:

The second phase of the project included the evaluation of existing conditions and trends. The steering committee also created the major pillars of the plan and finalized the community input plan.

2



## PHASE THREE:

Phase three included the first round of community engagement, the development of the plan framework, and multiple design workshops with the steering committee.

3

## PHASE FOUR:

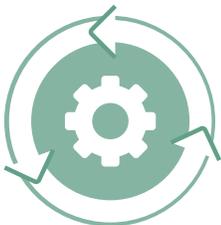
During phase four, the planning team created plans for specific project focus areas, and completed a draft of the plan. The draft plan was distributed for review by the steering committee and the general public.



4

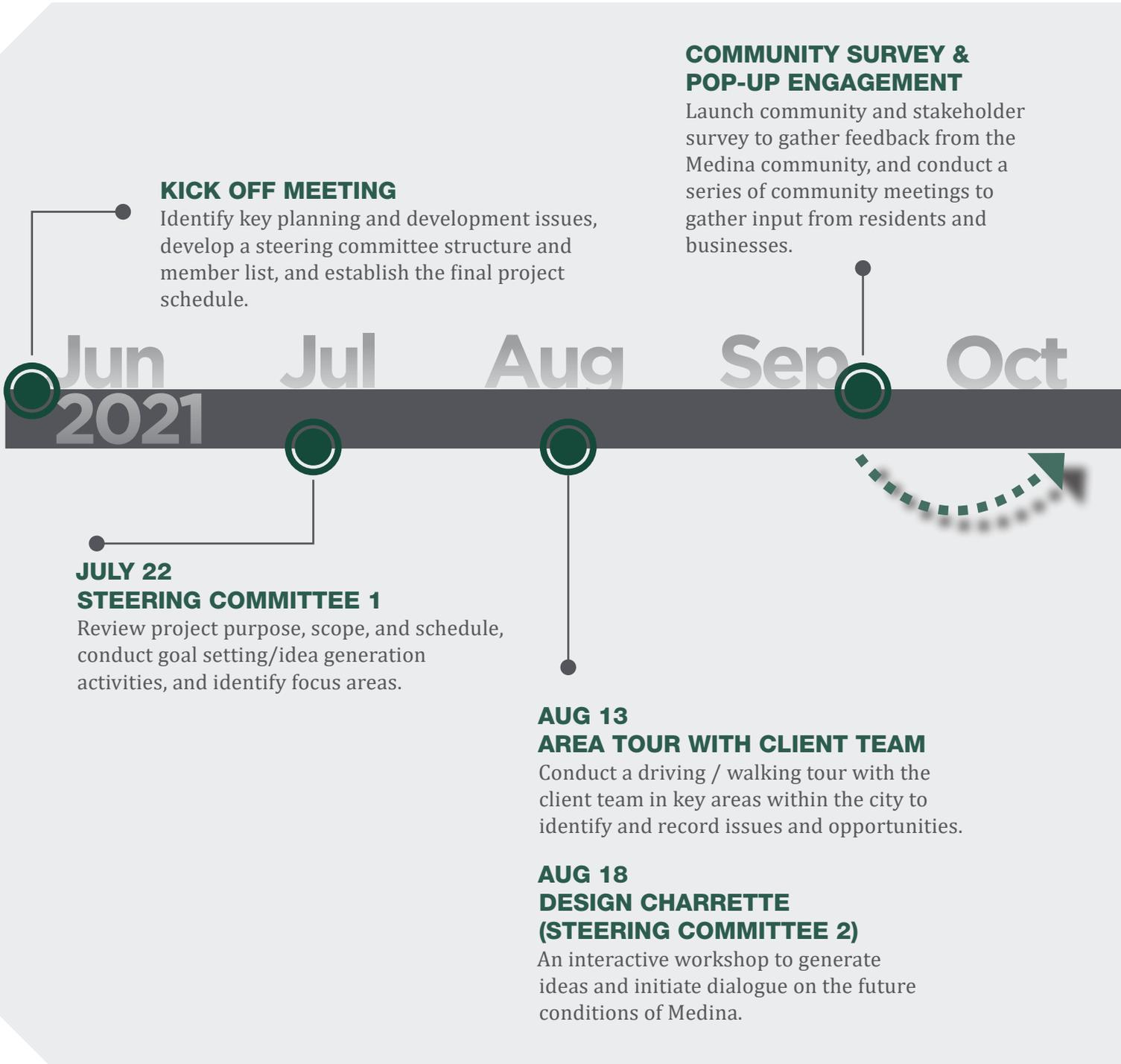
## PHASE FIVE:

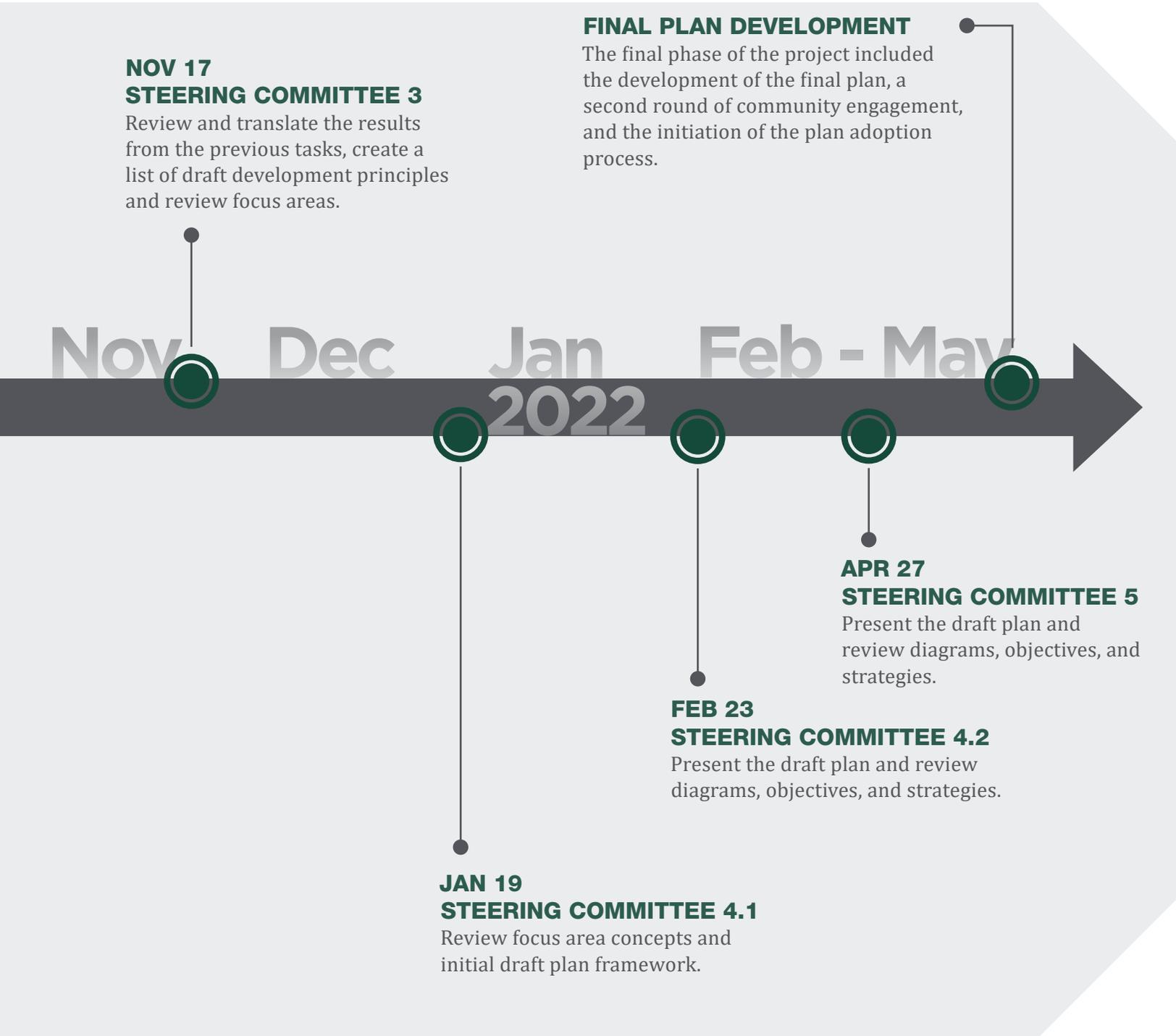
The final phase included the finalization of the plan and the adoption process through city planning commission and city council.



# TIMELINE

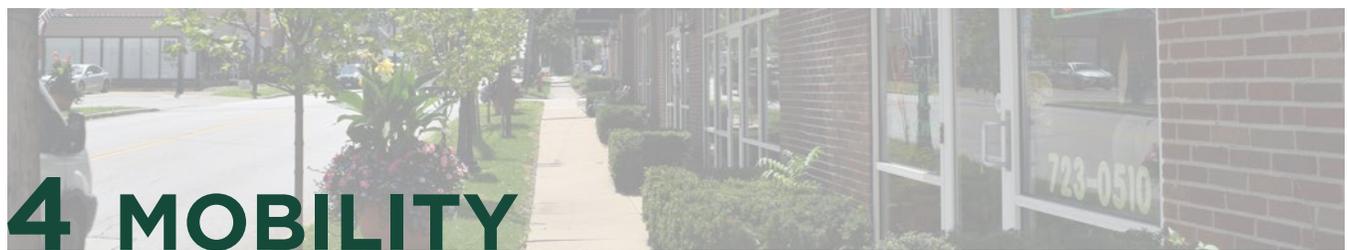
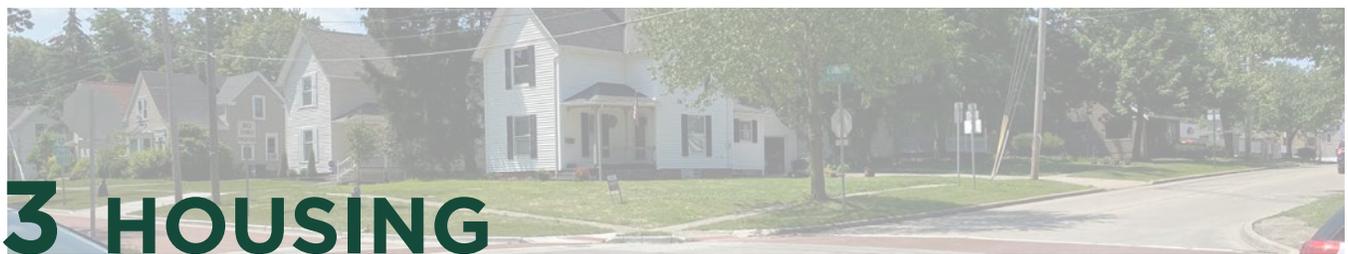
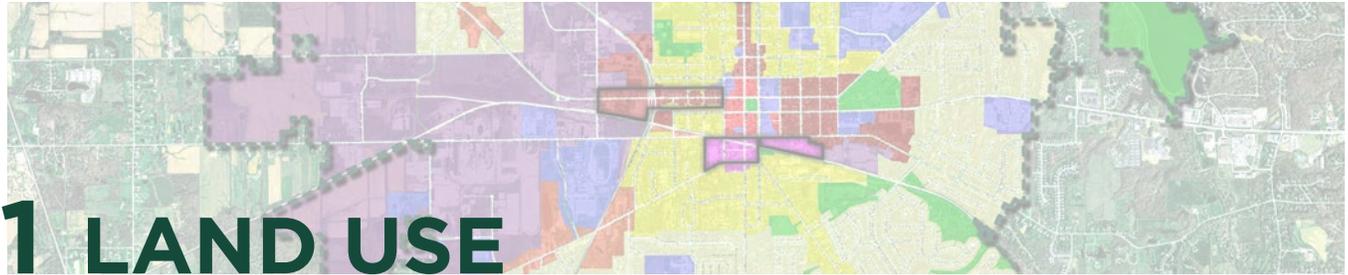
The project was initiated in June 2021 and, for the next twelve months, meetings were held with the steering committee, city officials, planning team, and community members.





## **PLAN FRAMEWORK - PILLARS**

The framework of the plan (plan chapters) is organized around five key pillars. These themes, listed below, were developed by the steering committee, and represent the areas of focus they wanted to consider as part of the plan development.





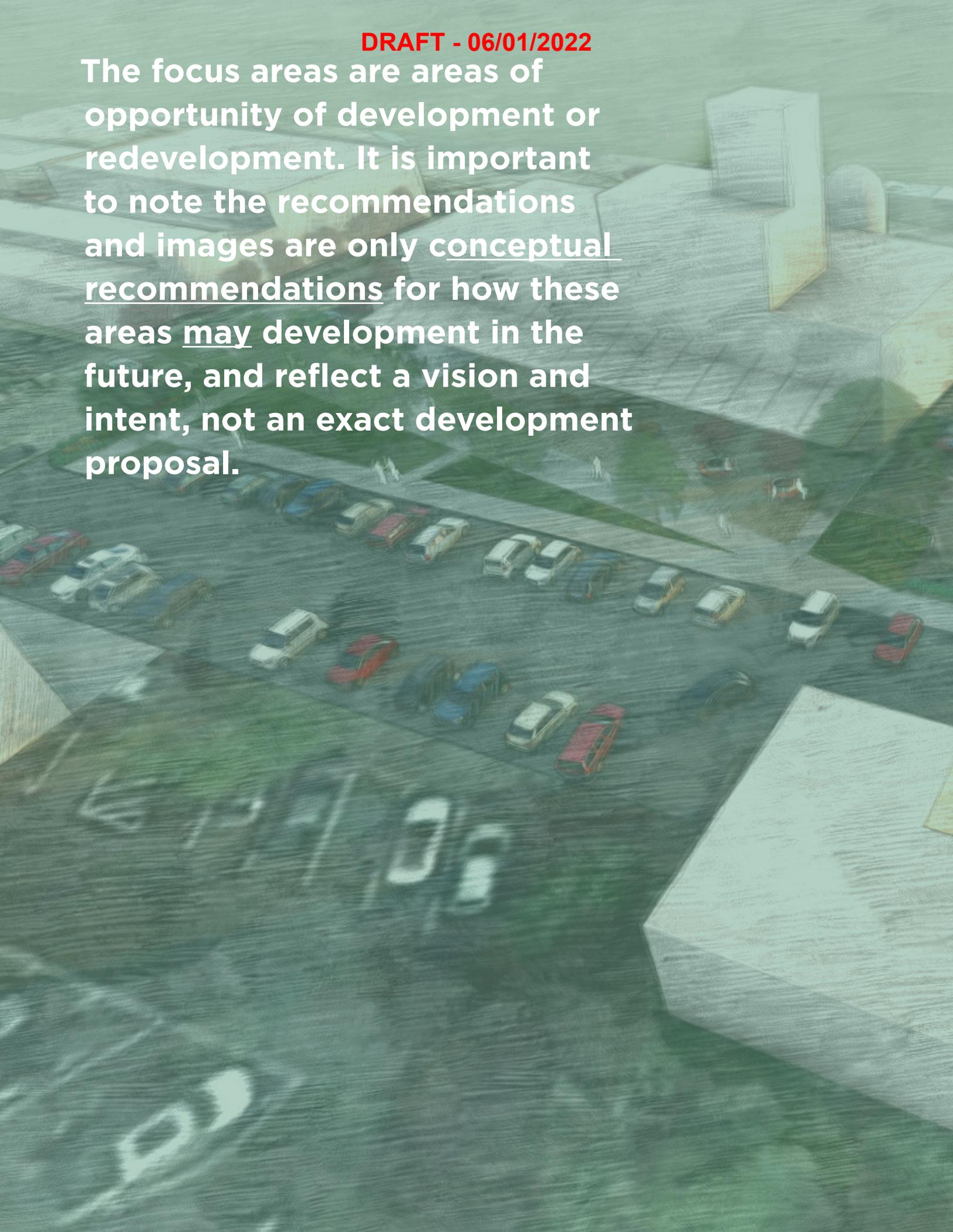
## PLAN FRAMEWORK - FOCUS AREAS

Another key element within the plan framework is the plan focus areas. The focus areas represent areas of opportunity within the city for development or redevelopment. They are specific areas within the land use pillar in the future land use map, and are further described in Chapter 5. Chapter 5 includes *conceptual recommendations for how these areas may develop in the future.*



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The focus areas are areas of opportunity of development or redevelopment. It is important to note the recommendations and images are only conceptual recommendations for how these areas may development in the future, and reflect a vision and intent, not an exact development proposal.





## **HOW TO USE THIS PLAN**

The Comprehensive Plan is a broad policy document intended to guide decision making in order to manage long-term development and growth. Comprised of goals, strategies, actions, maps, and tables, the plan guides the physical, social, and economic development of the city as well as city officials, residents, and public and private entities, as they make land use and development decisions. The plan will be implemented over time through many distinct decisions including annual budgeting, departmental work programs, re-zonings, and subdivision of land.

The Comprehensive Plan guides city staff and officials during:

- The administration of zoning and subdivision regulations;
- The location and classification of streets and thoroughfares;
- The location and construction of public and semi-public buildings and related community facilities including water, storm and sanitary sewer, and gas, among others;
- The acquisition and development of public and semi-public properties such as parks, trails, and open spaces;
- The preparation of annual work programs, budgets, capital improvement plans, and economic incentives; and
- Discussions with residents and private developers.

From time to time, unusual cases will arise and the use of flexible solutions is encouraged.

The Comprehensive Plan also guides private entities:

- As they make land use and investment decisions;
- On the long-term goals of the community as it relates to land use and development; and
- On the desired character of development including businesses, neighborhoods, and thoroughfares.

Additionally, county and regional organizations should seek opportunities where there are shared common goals that can help implement this plan. The community should be closely involved in the implementation of these projects to ensure they meet the needs and desires of residents.



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# TWO

## Existing Conditions



# TWO

## Existing Conditions

### OVERVIEW

The planning process began with an analysis of existing conditions and trends in the community. A number of factors were considered as part of this analysis such as demographics, land use and zoning, market trends, mobility conditions and changes, and housing trends, among other community factors.

The purpose of conducting this analysis was to create a technical understanding of the community's conditions and trends to inform the development of the plan recommendations.

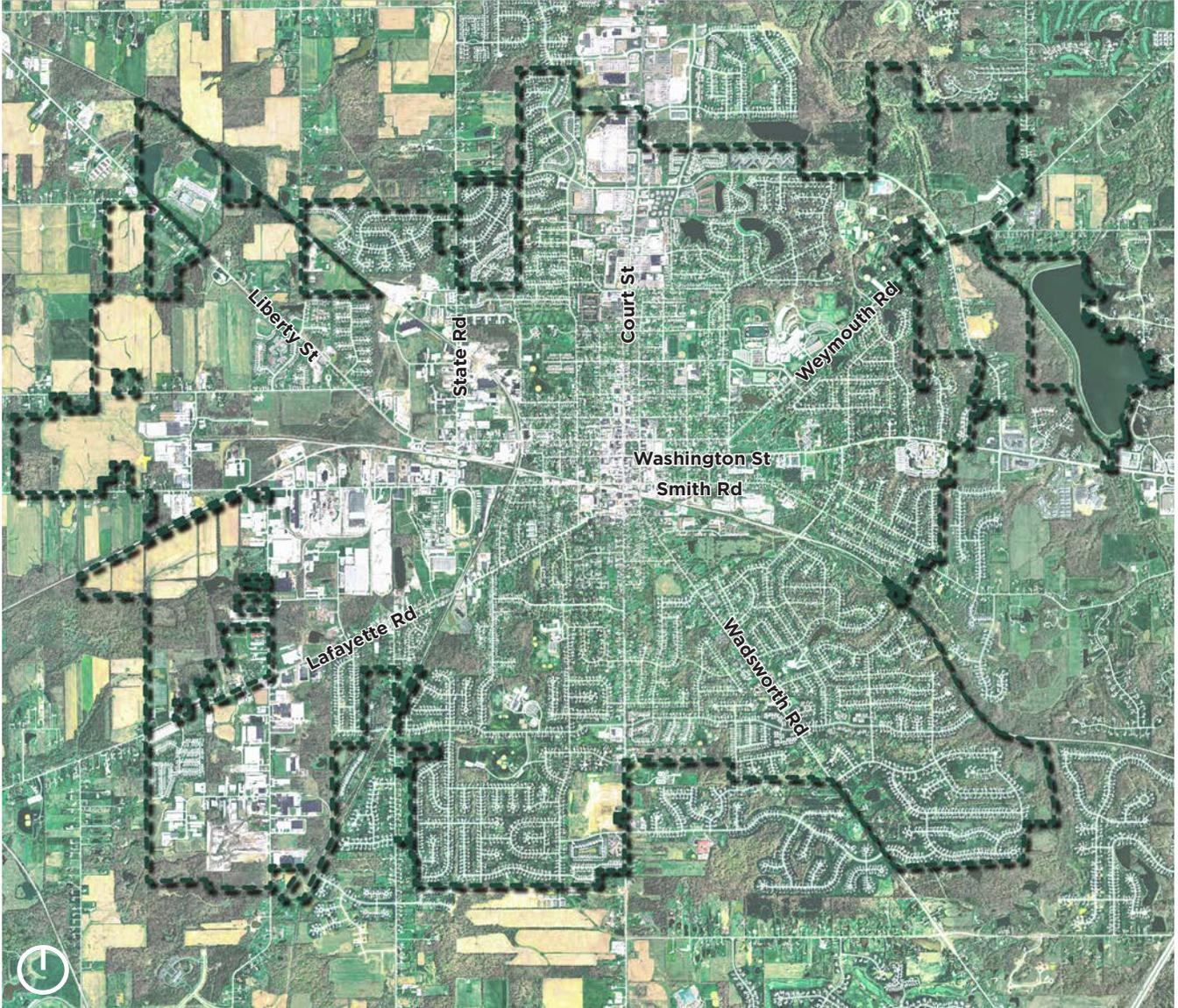
Key findings are organized by the five guiding principles at the end of this chapter. Combined with key findings from public input (see Chapter 3), these form the basis of the recommendations.



*An analysis of existing conditions in Medina, such as pedestrian connections (shown above), is important in developing recommendations that are technically informed.*



## STUDY AREA BOUNDARY



### LEGEND

- - Boundary

## COMMUNITY DEMOGRAPHIC SNAPSHOT

When planning for the future, it is important to understand demographic conditions and trends in the community. As part of preparing this plan, Medina's demographic makeup was analyzed. The following indicators were considered:

**Population:** The total population in the study area is about 60,000 residents. Within the project study area, the city's population declined by over two percent since 2010, while both the county and state population increased.

**Median Age:** The median age is 41 years, slightly higher than the state average of 40. While it may appear to be a small difference, this is not insignificant when considering age and may be an indicator leading toward population decline.

**Household Income:** Medina's median household income is nearly \$80,000, well above the county and state. This is a positive indicator for spending power and market resiliency.

**Households and Median Home Value:** There are approximately 23,000 households in the study area, nearly 50,000 more than the state average.

**Median Rent:** Median rents are also higher than the state average at \$738.

**Average Spent on Mortgage and Basics:** Households spend considerably more than the state average on mortgage and basics, despite the percent of income spent on housing for Medina and the state being at about 15.5%

**Demographic Tapestries:** The largest demographic tapestry is the Workday Drive tapestry, making up 28 percent. This tapestry largely consists of tech savvy, working parent households.

PROJECT AREA  
2020 POPULATION

**57,985**

26,094 in City of Medina  
12,578 in Montville Township  
9,393 in Medina Township  
6,067 in Lafayette Township  
3,853 in York Township  
(182,470 in Medina County)



**\$79,263**

MEDIAN HOUSEHOLD INCOME

(\$76,398 in Medina County)  
(\$57,725 in Ohio)

Source: ESRI Business Analyst (2021), U.S. Decennial Census (2020)



MEDINA POPULATION CHANGE 2010-2020 (+5.8% for Medina County) (+0.2% for Ohio)



MEDIAN AGE (42.5 in Medina County) (40.5 in Ohio)



**Workday Drive** 28.1% of households

- 6,559 households
- Two working parents with growing children
- Tech savvy



**Green Acres** 15.4% of households

- 3,590 households
- Older homes with land used for gardening and recreation
- Middle-aged to older couples, most with no children



**Savvy Suburbanites** 7.1% of households

- 1,646 households
- Married couples with no or older children
- Well-educated

*Demographic Tapestries. ESRI Tapestry Segments provide a summary of America's main types of neighborhoods based on demographic and socioeconomic factors.*



**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)

Source: ESRI Business Analyst (2021), U.S. Decennial Census (2020)

## EXISTING ZONING

There are 12 zoning classifications in the City of Medina. Residential districts account for the majority of the zoned land in the city, followed by industrial and business districts. Residential zones are organized by density: low density, medium density, high density, and multi-family. The largest residential district, low density residential, is concentrated south and east of downtown. Industrial zones are grouped together west of downtown, with a small area south of Smith Road. Small local commercial districts and large general business centers are located along major corridors outside of downtown. The Central Business District is how the majority of the downtown is zoned, along with public facilities such as the courthouse and library. Small areas of multi-use along West Liberty, North Court, North Broadway and Washington Street allow for older homes to be repurposed as businesses. Finally, open space conservation is scattered throughout the city.

A strong understanding of these zoning designations is important to set a baseline for how land can be developed today. The zoning, as outlined here, may not align with the future land use map presented later in the plan. By including the zoning here, the intention is to provide a reference point for how land may be rezoned in the future to align with the future land use map. The existing zoning also represents a reasonably balanced land use tapestry that supports a diverse array of businesses, residential and other land use types.



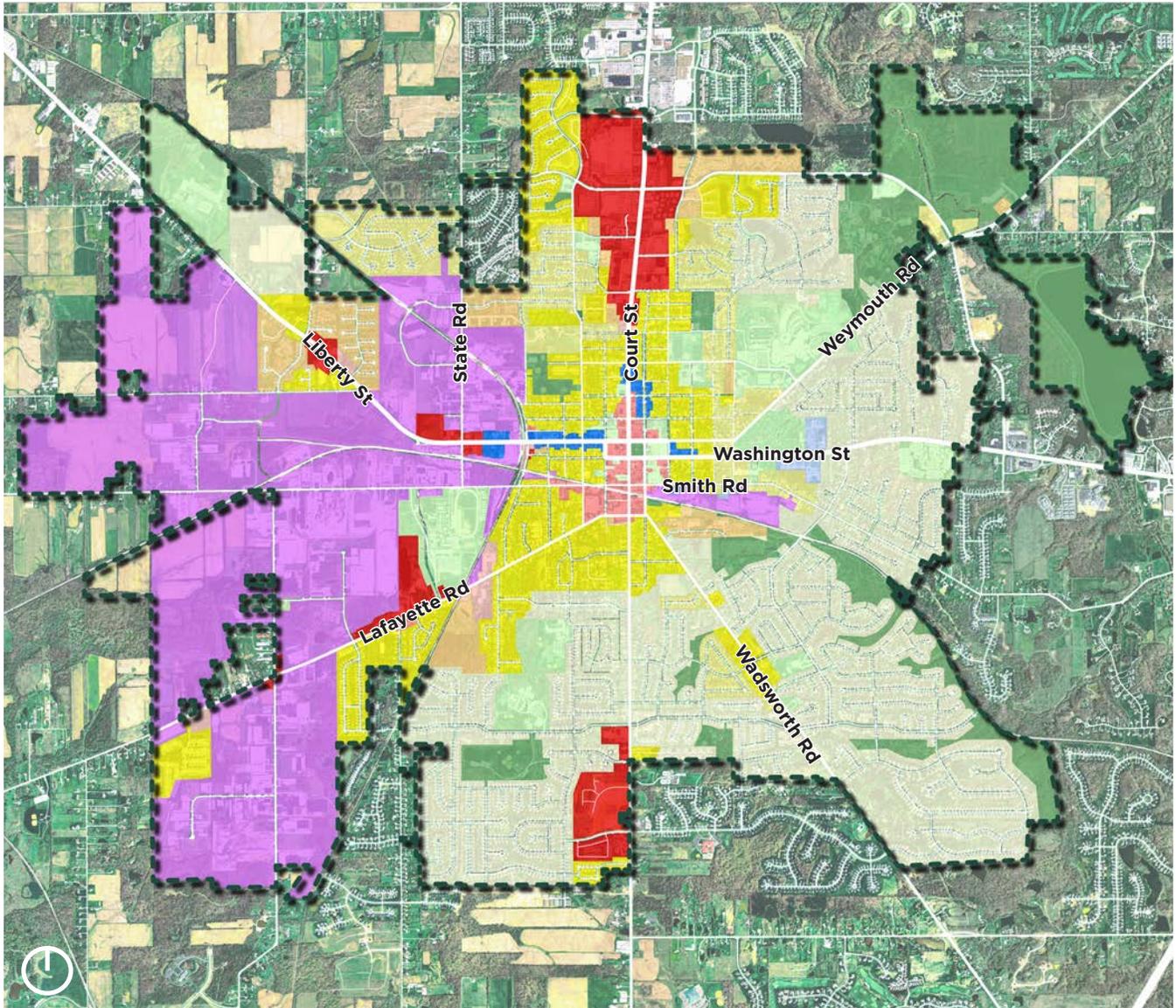
*Businesses around Medina Square are in the Central Business District.*

*"The Multi-Use District is established to allow a combination of limited commercial uses and residential uses in areas of the city located adjacent to commercial areas that indicate a changing trend."*

*- Excerpt from the zoning code*



Figure 2.1 - Existing Zoning



**LEGEND**

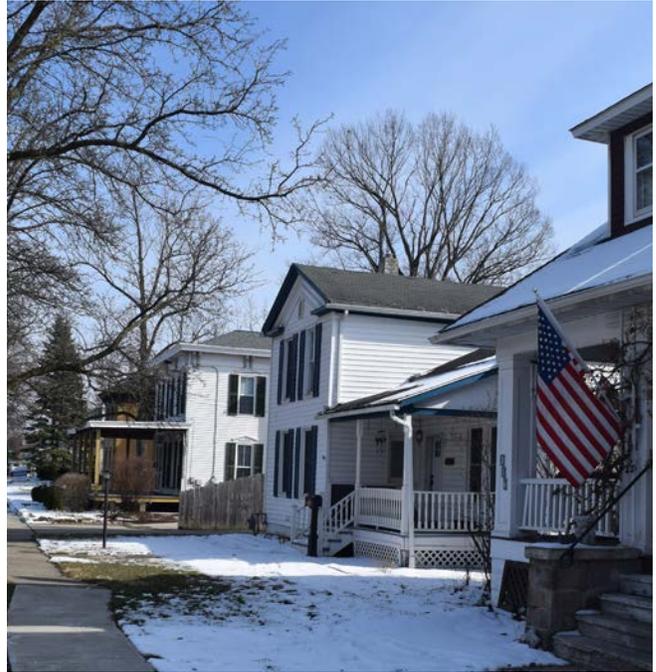
- |  |  |
|--|--|
|  Open Space Conservation    |  Public Facilities  |
|  Low Density Residential    |  Commercial Service |
|  Medium Density Residential |  Local Commercial   |
|  High Density Residential   |  Central Business   |
|  Multi-Family Residential   |  General Business   |
|  Multi-Use                  |  Industrial         |

## EXISTING LAND USE

The map to the right illustrates how land is currently used in the city. This map differs from the zoning map, as it shows not a specific zoning designation, but rather a more accurate depiction of how land is used. It is important to compare and contrast this map with the zoning map, existing conditions, and public input, when considering how land should be used in the future.

The largest land use in Medina is residential, which aligns with the large number of residential zoning districts. Other major land uses include industrial in the west and open space distributed throughout the city. Civic and institutional uses include schools, government buildings, and hospitals. Commercial uses along major corridors will be particularly important in the focus areas of Chapter 5.

Vacant land exists in small pockets around the city, creating opportunities for new development. Vacant Land is carefully considered when drafting the future land use map and focus areas.



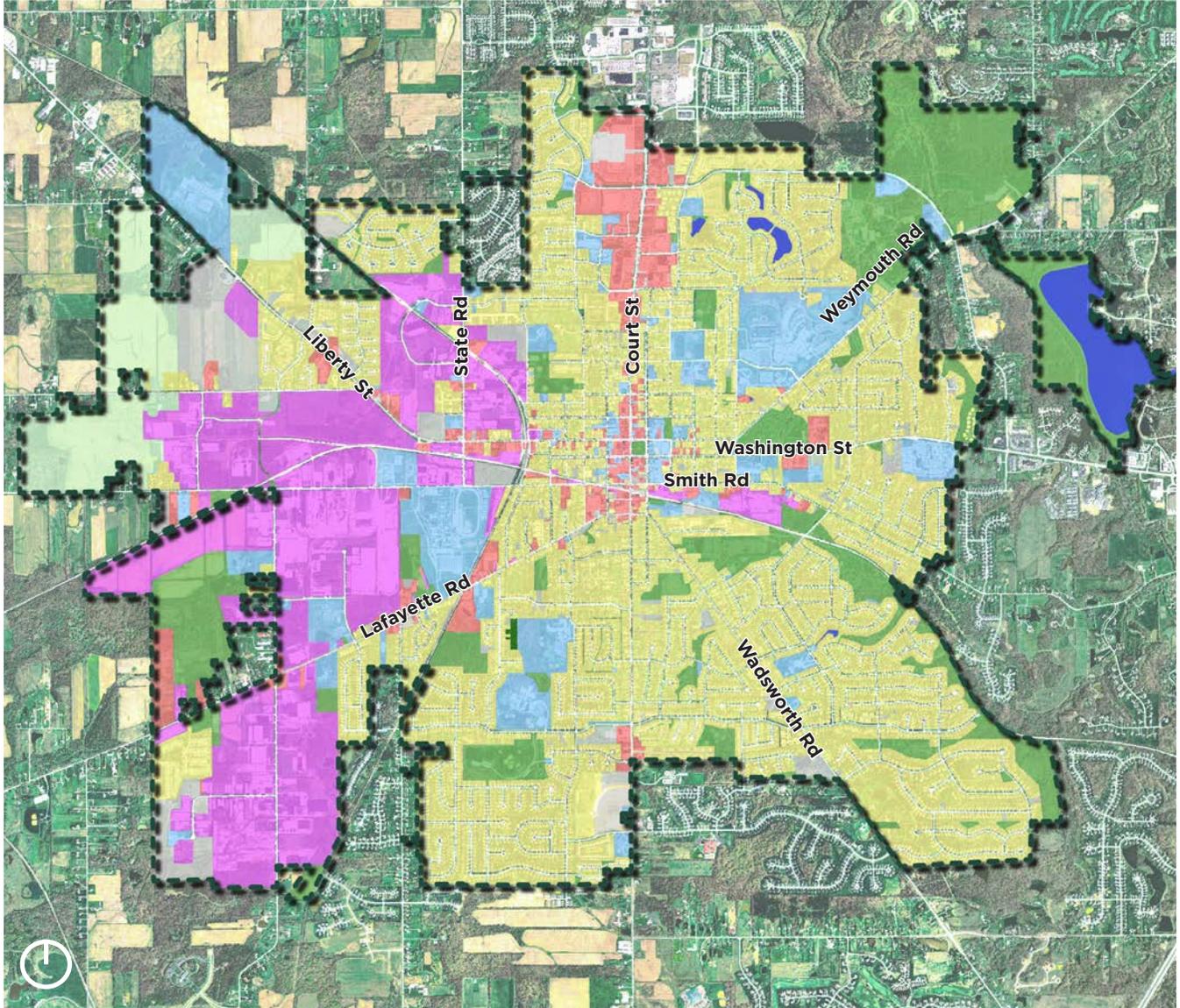
*The largest land use in Medina is residential, and includes a variety of housing types from single-family, multi-family and mixed-use.*



*The city has a number of vacant or underutilized properties that have the potential to accommodate new growth and development.*



Figure 2.2 - Existing Land Use



**LEGEND**

- |  |   |
|--|---|
|  Industrial   |  Civic / Institutional |
|  Residential  |  Water                 |
|  Agricultural |  Commercial            |
|  Open Space   |  Other / Vacant        |
|  Conservation |   |

## MOBILITY

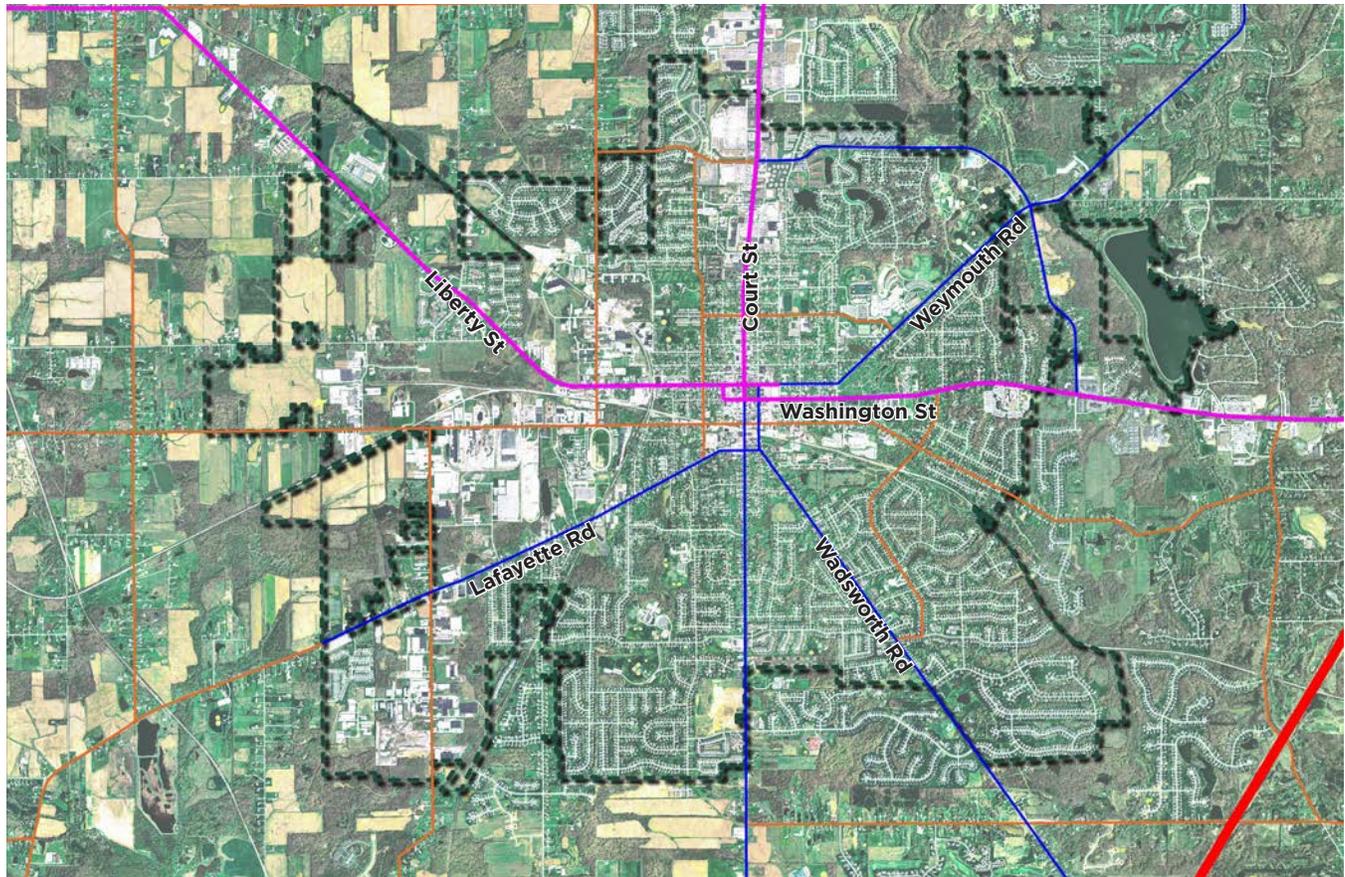
Medina serves as a county seat and, like other county seats in Ohio, the city is well served by a diverse roadway network. Medina is connected to the state by I-71, and a number of state routes that converge around the historic square. The city is also served by Medina County Public Transit.

The system creates a tremendous economic opportunity for the city, but also present challenges. The challenges are more prominent since the revitalization of the Central Business

District and surrounding neighborhoods. As a result of the revitalization, pedestrian and 'on-street' activity have come back, and pedestrian safety and accommodation are paramount.

To better address this trend a number of opportunities are available. This includes complete street strategies, where the goal would be to enhance pedestrian and non-motorized conditions, while still accommodating car and truck flows on the designated state routes.

Figure 2.3 - Roadway Network



### LEGEND

- Highway
- Major Collector
- Local
- Major Arterial
- Minor Arterial



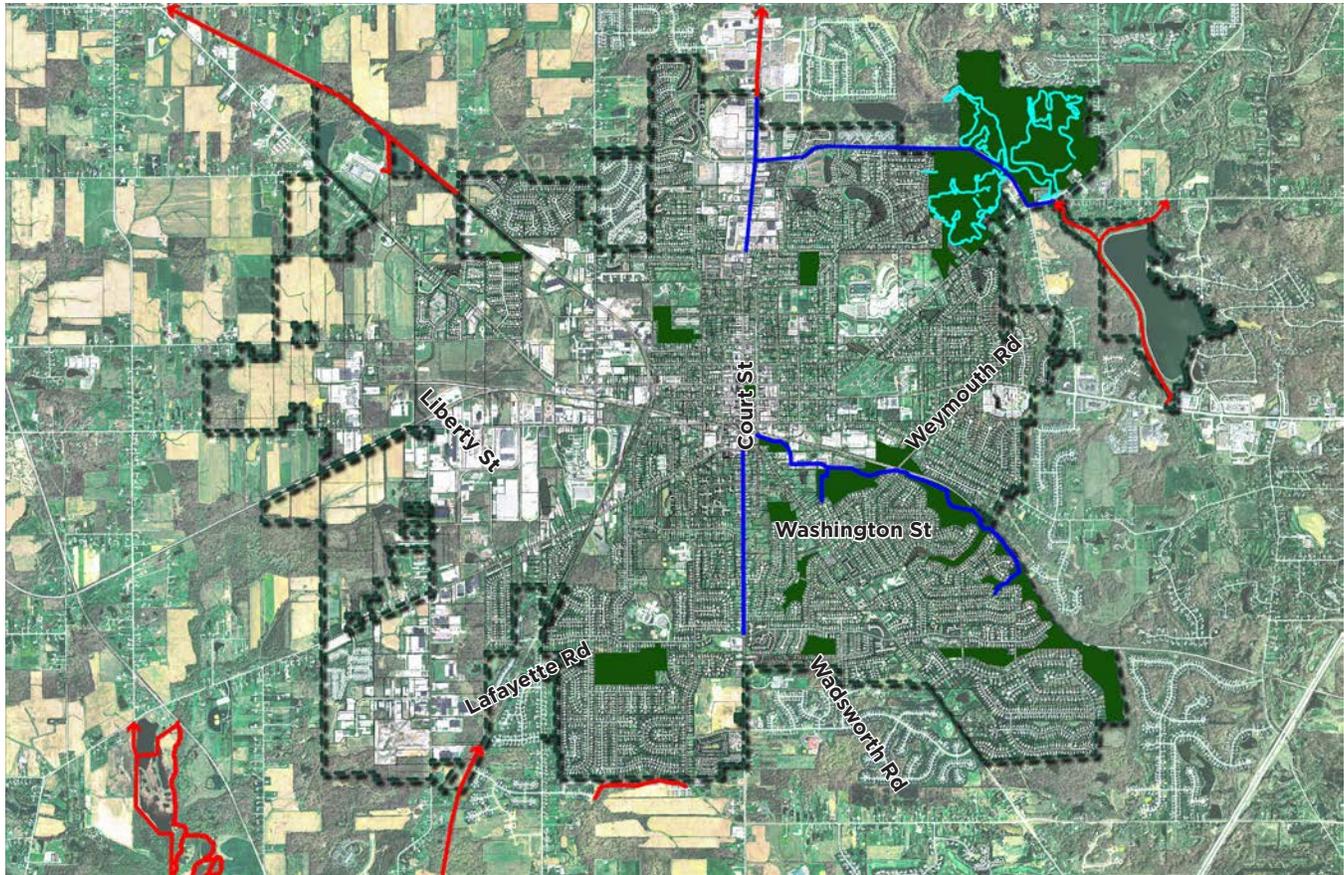
## PARKS AND OPEN SPACE

Medina manages 14 parks throughout the city with a variety of amenities. Some of the parks and open spaces are linked together by pedestrian and bike trails and, in some cases, are connected to neighborhoods and nearby commercial centers. The largest green spaces are Huffman Cunningham Park, located next to Raegan Park and Lake Medina along Weymouth Road, and the Medina County Fairgrounds along Smith Road.

The U.S. Parks Service recommends cities have ten acres of park space for every 1,000 residents.

Currently, Medina has over 800 acres of park space or ten acres for every 349 residents, putting Medina well above the national average. It is important to keep in mind opportunities for green space to be considered as part of new or existing developments, as the city should strive to provide a range of parks spaces from neighborhood parks, community parks, active spaces and passive open areas. The total amount of park space is not as important as the total offering of parks and recreational opportunities.

Figure 2.4 - Open Space and Non-Motorized Paths

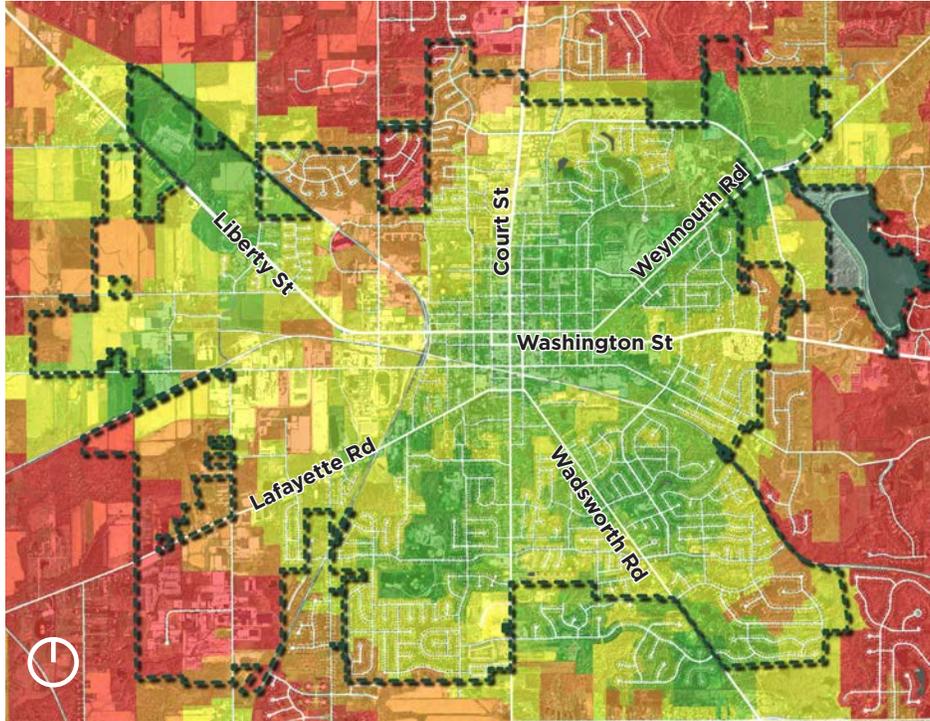


### LEGEND

- Existing Route outside city
- Existing Route within city
- Park
- Mountain Bike Path

## ACCESS TO SCHOOLS

Figure 2.5 - Access To Schools



Schools are located throughout Medina, with the majority less than a five minute drive away. Medina High School is on Weymouth Road, Medina County Career Center is in the northwest on Liberty Street, and the school district's elementary and middle schools are located to the south and east. The location of schools is important when evaluating and planning for a variety of community elements.

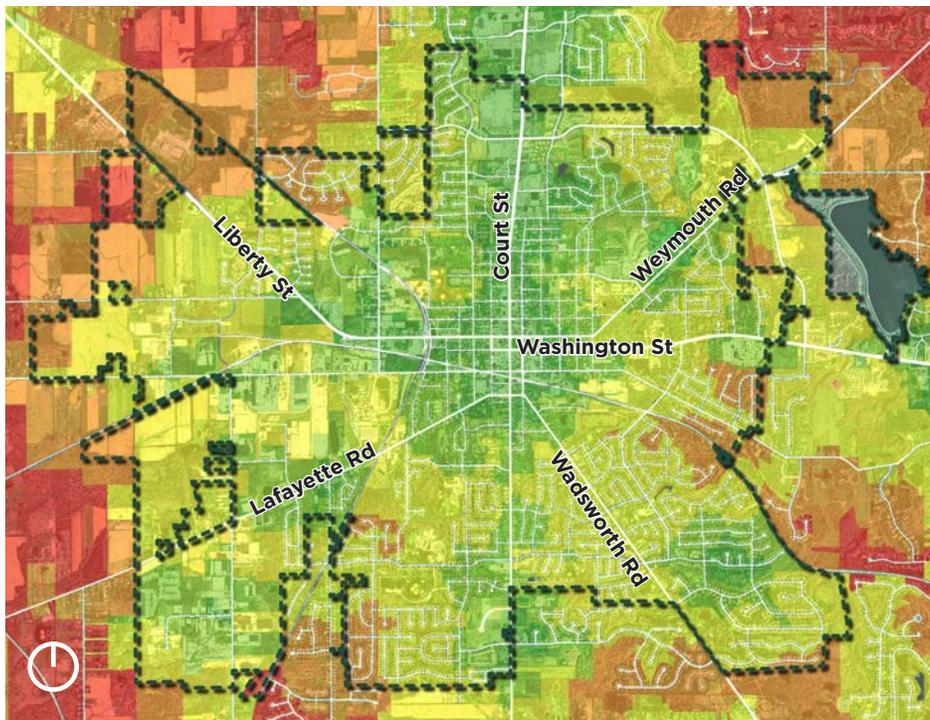
### LEGEND

- Less than 5 Min. Drive
- More than 30 Min. Drive

Source: Urban Footprint

## ACCESS TO RETAIL

Figure 2.6 - Access To Retail



Retail access is crucial to the economic landscape and quality of life. Having a diverse array of retail in a variety of accessible formats is very important. Medina residents have sufficient access to retail stores with a majority of the city within a five minute drive. Better access is around the downtown and Court Street. In the surrounding townships, access to stores is more limited.

### LEGEND

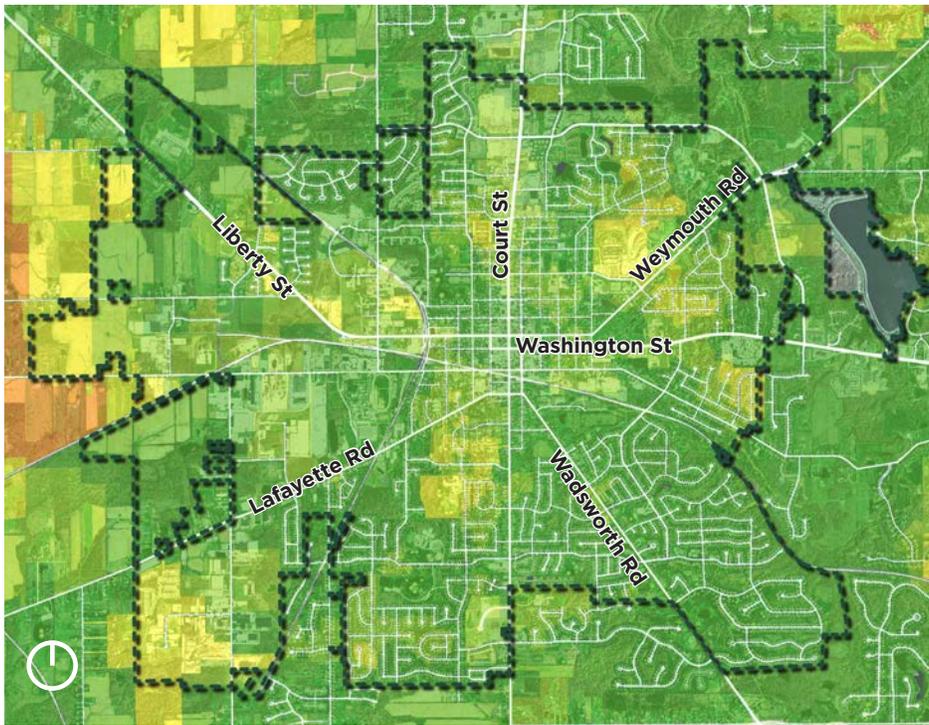
- Less than 5 Min. Drive
- More than 30 Min. Drive

Source: Urban Footprint



## ACCESS TO PARKS

Figure 2.7 - Access To Parks



Medina residents are well connected to city parks. Aside from a small area in the west side of the city, all residents are approximately five minute drive from a park. This is important when considering ideal locations for new green space and trail connections to ensure access to parks and open space is convenient and accessible for all residents, and preferably within a walking or biking distance.

### LEGEND

- Less than 5 Min. Drive
- More than 30 Min. Drive

Source: Urban Footprint



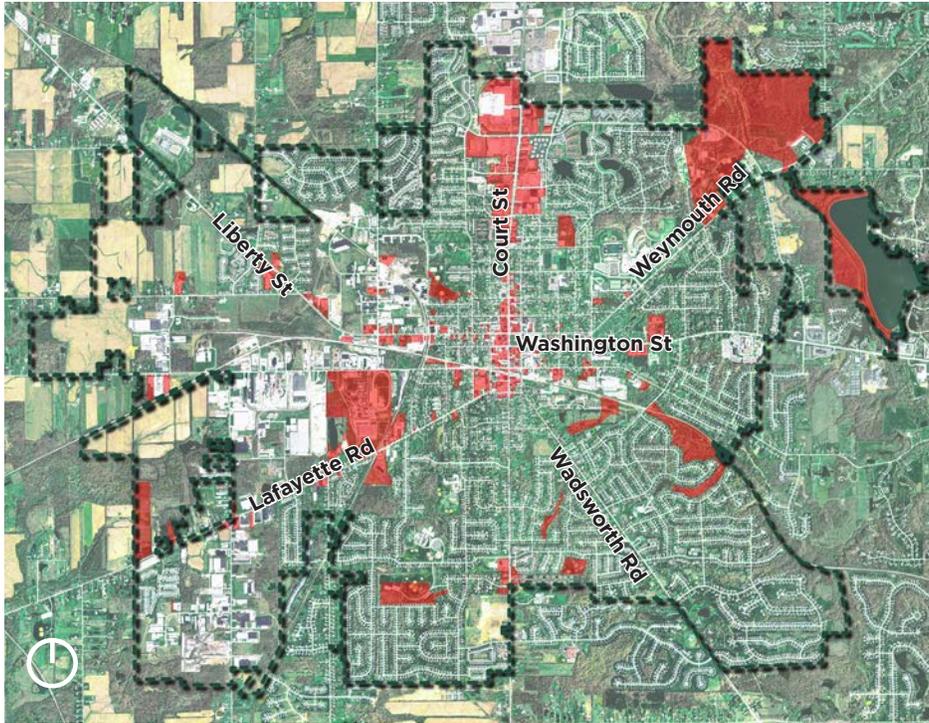
Medina residents are well connected to the City's parks and trails, such as the Champion Creek Trail.



Having a variety of accessible green spaces throughout the city is important to maintaining and improving the quality of life.

## ACTIVITY AREAS

Figure 2.8 - Activity Areas



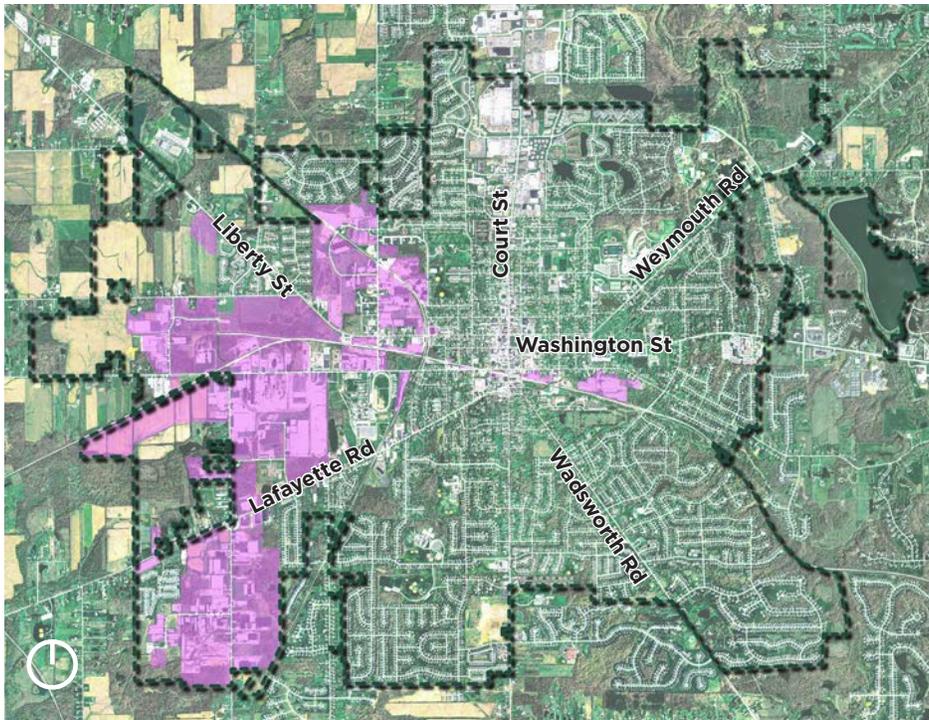
Activity areas are sections of a city often frequented by residents and visitors because they are a work center, entertainment area, or high activity public space. In Medina, some of these include retail plazas on North Court Street, Medina County Fairgrounds, and parks surrounding Lake Medina. Activity areas are important to understand what attracts people, how connections are made, and social/economic impacts and synergies.

### LEGEND

 Activity Areas

## INDUSTRY AREAS

Figure 2.9 - Industry Areas



Industry areas are primarily located west of Downtown Medina. Some of the major industries include automotive shops and technology repair, light manufacturing and supply companies. The location of major industries is important to understand the economic drivers in Medina, and both the benefits and demands the create within the city framework.

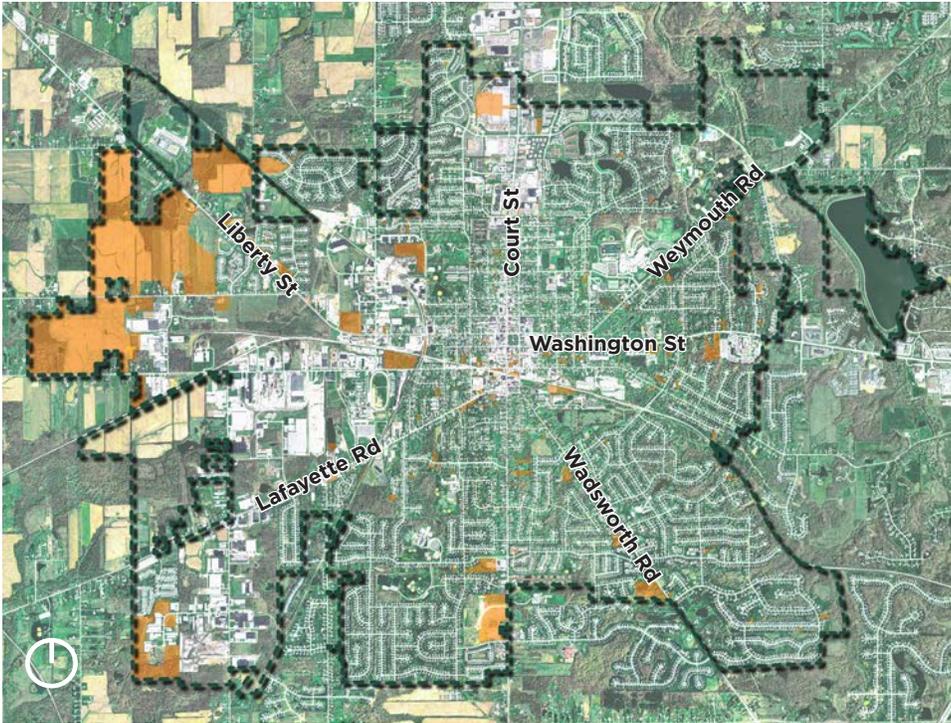
### LEGEND

 Industry Areas



## OPPORTUNITY AREAS

Figure 2.10 - Opportunity Areas



Opportunity areas are sections of a city that are currently underutilized or vacant. In Medina, these areas are located toward the western and southern borders. It is crucial that these areas are considered as often they are places in transition or present future development opportunities. This does not mean the existing use will discontinue, but the map and areas are indicators of potential change.

### LEGEND

 Opportunity Areas

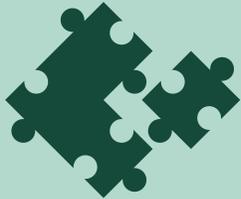


Large industrial lots west of Downtown Medina.



Open space presents an opportunity for future development.

# KEY FINDINGS



## LAND USE

- Existing land use in Medina is dominated by residential, with a fair amount of industrial and open space.
- Activity and Industry Areas represent area that could be preserved or expanded to grow the economy.
- Opportunity areas should be considered as places to enhance, grow, and connect as the city grows in the future.



## QUALITY OF LIFE

- Medina's median income and household characteristics are well above that of Ohio and Medina County.
- Residents are well connected to the regional transportation network and Medina's parks.
- The city provides a variety of places for gathering and hosting special events that elevate the local quality of life.
- There are opportunities to increase the quality of life in Medina by expanding housing and mobility options.



## MOBILITY

- Medina is well connected to other major cities in Ohio (Cleveland, Akron, and Columbus) which presents both opportunities and challenges.
- The grid street network connects the square to the city and beyond, but also creates some conflicts between cars, pedestrians, and the downtown economy.
- Medina County Public Transit offers public transportation for the area and is looking to expand and enhance the system.



## HOUSING

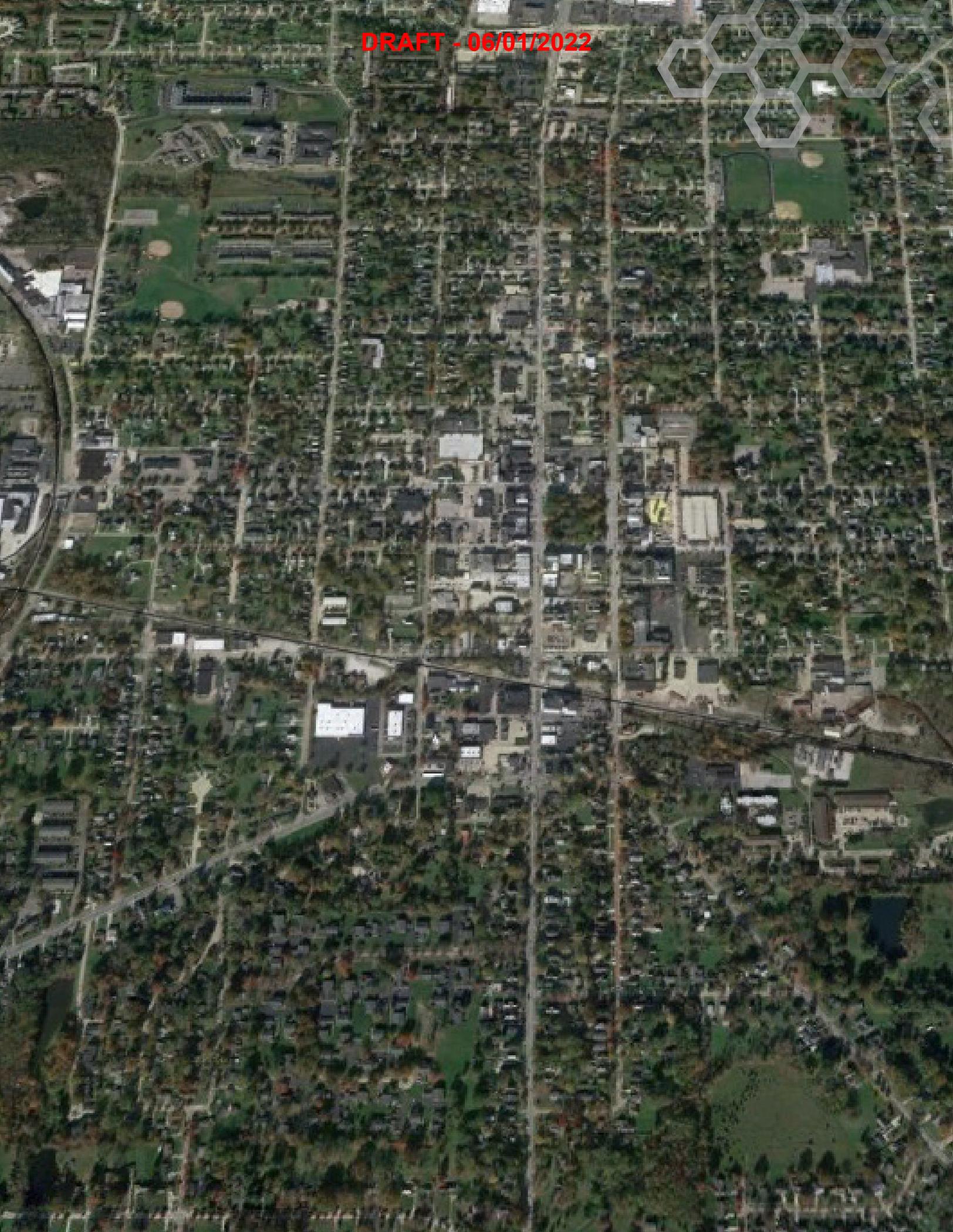
- The residential district is the largest zoning district and land use in Medina.
- Medina's median household income, home value, and contract rent are greater than Ohio's average.
- The majority of housing in Medina is single-family detached housing with opportunity to develop alternative housing types to serve all residents.



## ECONOMIC DEVELOPMENT & STABILIZATION

- Medina's current economy is strong with a diverse tapestry of businesses and employers.
- Industrial land uses make up a large portion of Medina and are supported by the state routes converging in the city.
- A variety of commercial uses are established, with many aging and in need of new investment to improve conditions and market competitiveness.

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# THREE

## Public Input



# THREE

## Public Input

### OVERVIEW

One of the key elements that informs the plan's development is the ideas and aspirations of the public. The planning team conducted an extensive public engagement effort to solicit ideas and develop the vision for the future of Medina. These ideas, values, aspirations, and technical analysis provided the foundation of the plan framework.

Through the engagement process, over 500 community members contributed their ideas for how the city should address growth, development, and preservation in the future. The planning team engaged with the community in a variety of methods such as committees, pop-up events, engagement board stations, virtual presentations, social media, and an online survey.



*One of the public events occurred at an outdoor farmer's market in the fall.*



**3**  
Months of  
Engagement

**2**  
Pop-Up  
Engagement  
Boards

**4**  
POP-UP  
EVENTS

**500+**  
people  
engaged

**150+** total  
people  
engaged

**Online  
Survey**

**5 Methods of  
Engagement**

**403**  
Total  
Responses

ONLINE  
SURVEY  
|  
POP UP  
EVENTS  
|  
SOCIAL  
MEDIA

ENGAGEMENT  
BOARDS  
|  
VIRTUAL  
PRESENTATION

**Social  
Media**

## **STEERING COMMITTEE MEETINGS**

The steering committee consisted of 25 people and included a diverse section of the community, from government officials to local high school students. The steering committee's role was to guide the development of the final plan by providing firsthand insight into the community and vetting the recommendations and concepts presented by the planning team. Additionally, the steering committee members were asked to act as stewards of the plan, passing along information to their friends, families, and neighbors.

At the first steering committee meeting, the planning team engaged the committee in several activities and exercises to identify key opportunities and issues related to land use,

growth, and preservation within the city. These were summarized and condensed into five themes (land use, mobility, housing, quality of life, and economic development and stabilization) which community members confirmed through the online survey and pop-up engagement events.

The second meeting included a workshop, where members identified focus areas in the city and brainstormed strategies for each and refined the themes. The remaining meetings with the committee consisted of the planning team presenting critical updates, concepts, and plan framework refinements, followed by group activities to further refine each focus area and content for the plan.



*Steering Committee Meeting #1*

### **FINDINGS**

- The plan should balance future growth with historical preservation.
- The main issue revolves around transportation, traffic and mobility options.
- The greatest opportunity lies in civic events, programs, and building on the history of Medina.
- There is a desire to improve each of the four focus areas by implementing smart land use, efficient circulation, and integrated green space.
- The five themes are highly applicable to the current needs of Medina and should inform the overall vision.



Boards were set up around the room, allowing steering committee members to provide comments on the current condition of Medina and future concepts in later meetings.

## PUBLIC EVENTS

The planning process occurred amid the COVID-19 pandemic; therefore, it was essential to ensure all community members could contribute their voice to the process. Events were held outside at the local farmer's market and through office hours at Cool Beans Coffee Shop and no-contact engagement boards placed around town, including City Hall and the community recreation center. The results from conversations and recorded comments formed a broader view of the city and helped to inform the plan. The following pages show images and results.

One word  
to describe  
Medina

PERFECT QUAINT FRIENDLY  
COLLABORATIVE  
ALL-AMERICAN HOME  
COMMUNITY



Station set up at the Medina Square Farmers Market.



Boards set up at Cool Beans Coffee Shop during office hours with the planning team.



What do you recommend?

**FARMER'S MARKET  
DOWNTOWN  
THE SQUARE  
FOUNDRY SOCIAL**



What do you love?

"Events on the square!"

"The natural gathering space in and around the square"

"Small town/ community vibe"

"The square and local shops surrounding the square."

**PUBLIC EVENTS RESULTS CONT.**

**TOP 3 TYPES OF HOUSING**

**TOWNHOUSE  
MIXED USE  
APARTMENTS**



**Current vs Future Mobility**

**NOW: CAR  
FUTURE: PEDESTRIAN**

**Top 3 Streetscape Elements**

**SIDEWALK DINING / SEATING  
IMPROVED PEDESTRIAN EXPERIENCE  
PUBLIC ART**





PUBLIC EVENTS RESULTS CONT. - TOP THREE IMPROVEMENTS



**East Smith  
Corridor**

**HOUSING  
STREETSCAPE  
MIXED USE**

**MIXED USE  
RETAIL  
STREETSCAPE**



**North Court  
Corridor**

BORDERS



**South of  
Downtown**

**ENTERTAINMENT  
/ RESTAURANT  
HOUSING  
STREETSCAPE**

**STREETSCAPE  
MIXED USE  
HOUSING**



**West Liberty  
Corridor**

## ONLINE SURVEY

The online survey was available for over six weeks, promoted through city and community outlets, and received over 400 responses. The feedback offered another perspective on the current perception of the city and the future. The results helped confirm the plan themes, focus areas, issues, and opportunities, all of which informed the plan recommendations.

The survey included questions ranging from existing services, conditions, and characteristics in the city, to asking for public input about the future. The following section summarizes the results, sorted by topic and concluding with key findings.



*Over 400 community members responded to the online survey.*

**68%** say Medina is going in the right direction

**8/10** Quality of Life, 10 being top quality

**79%** see themselves living in Medina in 5 years

**96%** use a car to get around Medina

**64%** resided in the City of Medina

The community has confidence in the City's current direction, which boosts support for future projects that continue to positively impact Medina's quality of life. Additionally, despite the high percentage of car users, there is a strong desire to use more active transportation modes, such as cycling, and improve walking conditions.



**77%**  
believe safety  
shapes the quality  
of life in Medina



**65%**  
see traffic flow  
as a significant  
challenge facing  
Medina today



**54%**  
think the group most in need of  
housing over the next 10 years is  
55 and older



**72%**  
would like  
to see more  
or improved  
biking/walking  
trails



**53%**  
“strongly agree” that  
we should focus on  
developing older  
commercial areas

Projects that continue to support a safe community, connect residents to community assets such as parks and open spaces, and improve the downtown should be prioritized. Residents also want to see improvements to traffic and infrastructure.

## HOUSING

Future housing projects and typologies should cater to the identified group in need of housing, 55 and older, to retain residents. The significant characteristics (high quality materials, open space, cost) provide insights into the amenities that attract residents. Additionally, the results indicated a need for a greater variety of housing types available in the City.

Needs More

- Moderately priced apartments
- Mixed use development
- Senior housing

Right Amount

- High-end apartments
- Single family housing
- Townhomes
- Senior housing



The most important housing characteristic to survey respondents was high quality materials.



Large Lots



Proximity to Schools



Proximity to Parks



Cost to Owner / Renter



High Quality Materials

LESS IMPORTANT



Proximity to Commercial Amenities



Proximity to Trails and Multi-Use Paths



Range of Housing Options



Open Space or Green Space

MORE IMPORTANT



### ECONOMY

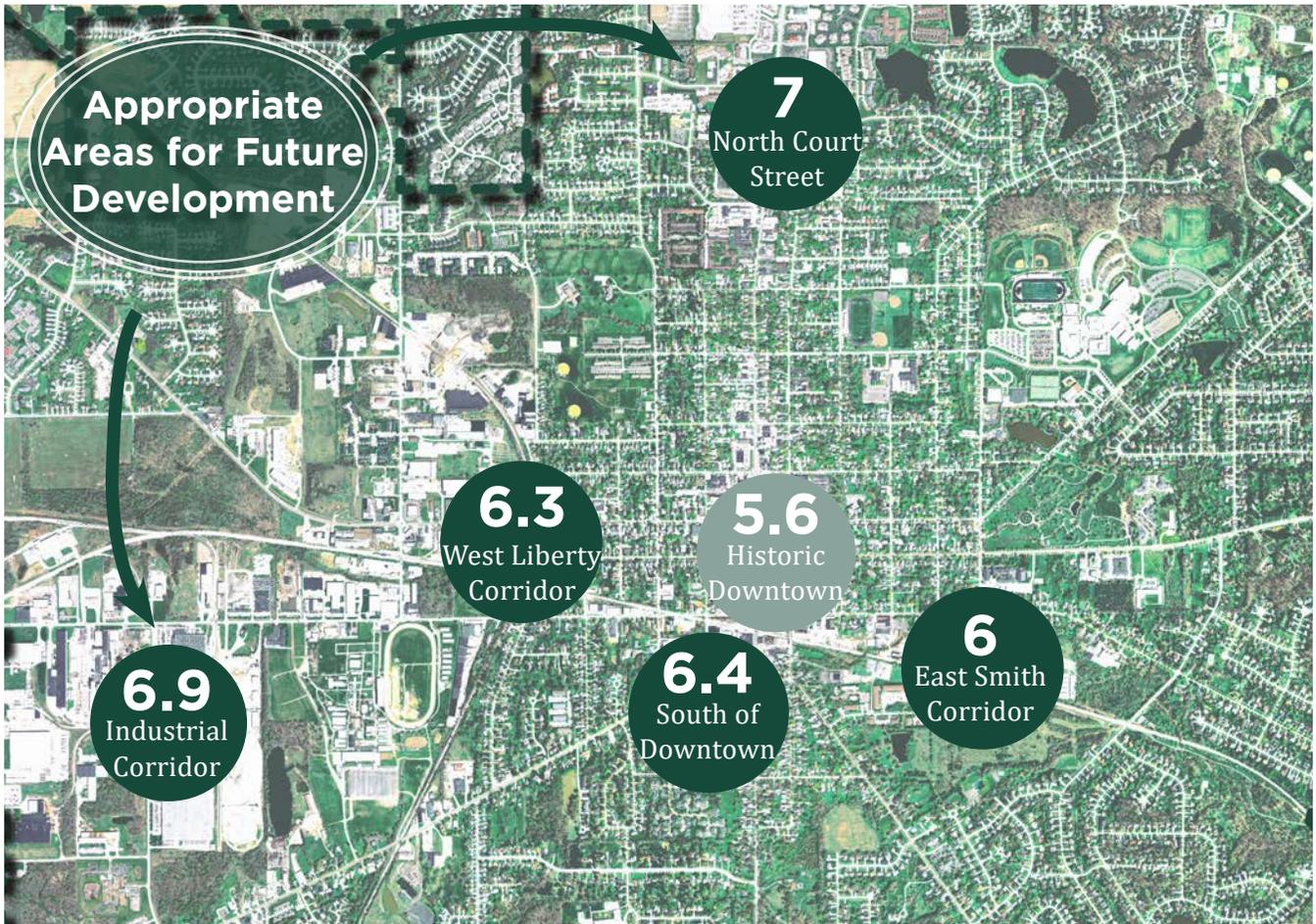
There is a desire for continued growth within the city boundaries and in partnership with neighboring townships. Growth should focus on the redevelopment of existing spaces before expanding into new greenfield development. The focus areas, along with industrial zoned properties, are the most appropriate for development.

### Preferred Type of Economic Growth

**GROW OUTWARD  
W/ TOWNSHIPS VIA  
JOINT AGREEMENTS**

**WITHIN CITY BOUNDARIES  
& ANNEXATION**

**DIRECT ALL GROWTH WITHIN  
CITY BOUNDARIES**

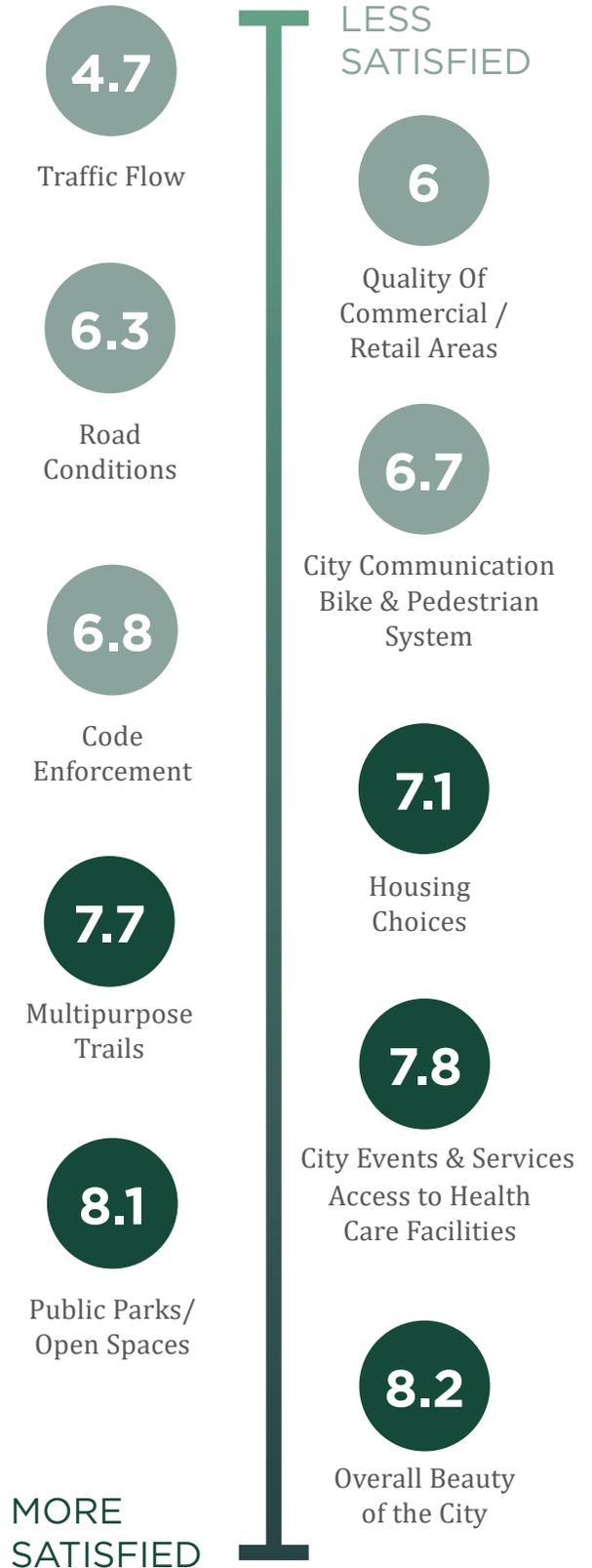


## SERVICES

The survey responses provided insights into what is currently working well in the City (programming, parks, aesthetic quality) and areas that could be improved (traffic flow, commercial spaces). These are incorporated as action strategies within the Plan framework.

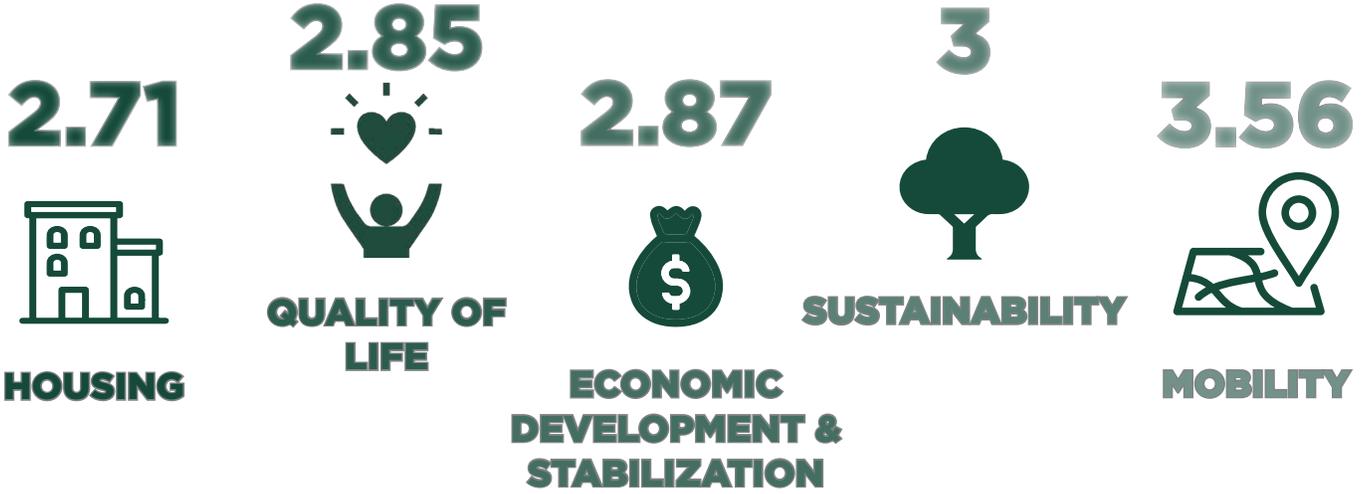


Survey respondents felt most satisfied with the overall beauty of the city and public parks.





How applicable is each theme to Medina?



1 = MOST APPLICABLE

KEY SURVEY FINDINGS

After collecting and summarizing the input from the online survey, to the right are the key findings and considerations which were taken into account when developing the Plan recommendations.

- 1 The types of housing should be diversified and cater to those who need housing most, 55 and older.
- 2 New projects should continue to build on the high quality of life in Medina.
- 3 Economic development should be focused in existing commercial (North Court) and industrial centers.
- 4 Green space should be required in new projects to enhance the overall beauty of the City.
- 5 In addition to making traffic more efficient along major corridors, more transportation options should be provided.



# FOUR

## Plan Framework



# FOUR

## Plan Framework

### OVERVIEW

This chapter represents the core of the plan. Each section of this chapter revolves around a major element within the city and represents the core pillars of the plan. This includes land use, quality of life, housing, mobility, and economic development and stabilization. Supporting each element are the related **community insights and technical analysis** developed throughout the process. This intuitive knowledge from the public and detailed examination by the planning team informed the recommendations around each element.

Recommendations for each element are included in the Implementation Framework Table, as many of these recommendations are policy and direction driven. These tables are included in the recommendation section for each element, as well as in a summary table at the end of the chapter.

Each plan element section contains:

- Technical Analysis, Previous Plans & Studies
- Community Insights
- Implementation Framework Table: Vision Statement, Objectives, and Strategies

### IMPLEMENTATION FRAMEWORK TABLE

The Plan Framework includes vision statements, objectives, strategies, timeframe, and responsible parties.

Developed from the community insights and technical analysis, each element is guided by a vision statement. ***The vision statement is a statement of intent that simply describe the future desired condition or activity in the community.*** The statements served as the foundation from which all the recommendations were developed in the plan. At the highest level, these statements should be considered to help inform, and support how future decisions are made in the community.

The vision statements are supported by objectives., which are key themes that describe an action to support the vision statement(s). Supporting the objectives are a series of strategies that are specific actions that drive implementation. These strategies include a time frame and identify the responsible parties to assist in carrying out each strategy.



DEFINING THE PLAN ELEMENTS



## Land Use

This element defines how land should be used and developed in the future, and includes specific actions steps to evolve the land use pattern. (See Page 56)



## Quality of Life

The quality of life element defines the activities, characteristics, and amenities that create a livable and attractive community for residents, businesses, and visitors. (See Page 60)



## Mobility

This element outlines the plans for how the community will be connected in the future. It describes a vision and strategy for transit, motorized and non-motorized infrastructure. (See Page 64)



## Housing

Housing is an important community element that supports the social and economic health of the community. This element defines how to preserve and grow housing in the community in the coming years. (See Page 68)



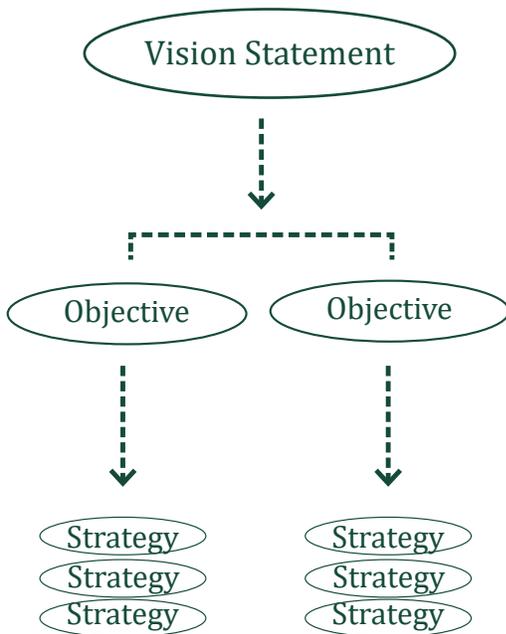
## Economic Development & Stabilization

Economic development is what drives a city. It ensures there is growth and development to generate new revenue. This element describes how economic development can shape the future of the city. (See Page 72)

## POLICY HIERARCHY

Each element of the plan is grounded in a Vision Statement, desired outcome expressed in simple terms. It describes the future of the city as it relates to that plan element. It is intended to be aspirational and direct, as well as encompass the key themes for the implementation, objectives and strategies.

The objectives and strategies are the 'implementors' of the vision. The objectives are statements in support of the Vision Statement, whereas the strategies are the programs, policies, or plans intended to achieve the objectives.



## GETTING IT DONE

The implementation of the policy hierarchy requires careful consideration, accountability, and planning. To 'get it done', it is essential to allocate specific responsibilities to specific parties, as well as communicate a clear timeframe to achieve these strategies. Each year, the plan should be reviewed by staff and the planning commission as a way of auditing and monitoring the success of the plan.

Responsible Parties	
<b>C</b>	Council
<b>D</b>	Community Development Department
<b>PC</b>	Planning Commission
<b>Z</b>	Planning & Zoning Department
<b>HP</b>	Historic Preservation Board
	Parks & Recreation Department
	Public Service Department
	Engineering Department
	City Economic Development Department
	Community Organizations

Timeframe		
Short	<b>S</b>	0-3 years
Medium	<b>M</b>	3-6 years
Long	<b>L</b>	6+ years
Ongoing	<b>O</b>	Continuous



# Project Elements

## VISION STATEMENT



### ELEMENT ONE

*Land Use*

#### VISION STATEMENT:

A community that balances future growth and development with the protection and enhancement of existing open space, historic neighborhoods, and small town character.

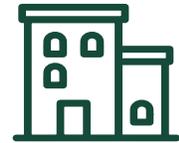


### ELEMENT TWO

*Quality of Life*

#### VISION STATEMENT:

A community that is an attractive place to live, work and play.



### ELEMENT THREE

*Mobility*

#### VISION STATEMENT:

A community that is connected through multiple modes of transportation creating an accessible, attractive, and economically resilient community.



### ELEMENT FOUR

*Housing*

#### VISION STATEMENT:

The quality of housing is influenced by location, materials, affordability, and supply, all unique to each city.



### ELEMENT FIVE

*Economic Development & Stabilization*

#### VISION STATEMENT:

Economic development and stabilization depends on all businesses in the city, from small shops to large industries, and how they benefit the city.

## ELEMENT ONE: LAND USE

### KEY FINDINGS



#### Technical Analysis, Previous Plans & Studies

- Previous plans and studies included recommendations for high density development, mixed-use commercial development, and residential development with green space.
- Medina has a diverse and balanced mix of land use typologies.
- There are areas within the city that are undeveloped or underdeveloped and have the potential to accommodate infill growth and development (North Court Corridor, West Liberty Corridor, East Smith Corridor, and South Downtown).
- Parts of the zoning code could be examined to allow for more mixed-use development in targeted focus areas.
- There are a variety of retail and commercial nodes in the community, creating convenient access to shopping and services.
- Industrial areas are present on west side of the community, creating opportunities for commerce, and logistical challenges presented by the management of truck traffic.
- Most residents are well connected to parks, within a five minute drive.



#### Public Engagement

- The community expressed a desire to address underutilized, vacant, and abandoned structures.
- There is strong support to develop the old Kmart site into a residential and/or entertainment district.
- There is a preference for growing inward within the city boundaries, with limited and strategic outward growth.
- 78% of survey respondents think it is very important to maintain and promote the historic district.
- The community supports mixed-use development within targeted focus areas.
- Community members are generally satisfied with parks and open space, in addition to events, overall beauty, and access to healthcare.



**Vision Statement:** A community that balances future growth and development with the protection and enhancement of existing open space, historic neighborhoods, and small town character.

**Objective 1.1:** Consider updates to codes, regulations, and plans to align with the Future Land Use Map.

Strategy	Responsible Parties	Timeframe
<b>1.1.1</b> Update the city's zoning map to align with the future land use map.		Short
<b>1.1.2</b> Update the city's zoning code to align with the district descriptions and regulations.		Short
<b>1.1.3</b> Work with the Planning Commission, Board of Zoning Appeals, and the Historic Preservation Board to regularly review and implement the Comprehensive Plan.		Continuous
<b>1.1.4</b> Align updates to the Capital Improvements Plan with the Comprehensive Plan.		Short

**Objective 1.2:** Promote the development of the focus areas as human-scaled, walkable centers that connect to primary corridors, offer diverse uses, services, and businesses, and provide a mix of living options.

<b>1.2.1</b> Grow the West Liberty focus areas with an aim to enhance and improve the public realm. (see West Liberty Focus Area section)		Medium
<b>1.2.2</b> Promote the East Smith focus area as a mixed use development area (see East Smith Focus Area section)		Medium
<b>1.2.3</b> Redevelop the North Court focus area with mixed use commercial and residential uses. (see North Court Focus Area section)		Long
<b>1.2.4</b> Promote the development of the South Town focus area as a vibrant district with a mix of uses and a distinct public realm of opportunities. (see South Town Focus Area section)		Short
<b>1.2.5</b> Establish new zoning regulations and/or design guidelines for the focus areas to guide and promote new development and preserve historic character.		Medium

Strategy	Responsible Parties	Timeframe
<b>Objective 1.3: Celebrate and grow historic Downtown Medina as the cultural and entertainment hub of the city.</b>		
1.3.1 Promote new infill development that enhances the economic condition and quality of life in the Downtown. (see Downtown Medina Strategic Redevelopment Plan)		Long
1.3.2 Continue to promote an appropriate balance of the protection of historically significant buildings and redevelopment in the downtown area.		Continuous
1.3.3 Maintain and enhance the public realm and streetscape.		Continuous
1.3.4 Regularly review and update the city's historic guidelines, with the Historic Preservation Board, to align with market conditions, trends, and best practices in historic preservation.		Continuous
<b>Objective 1.4: Continue to grow the local economy along major commercial corridors and industrial areas.</b>		
1.4.1 Promote a variety of uses near the West Liberty and Medina Street intersection that complement and support the evolution of the area as an innovative industrial and entertainment district.		Long
1.4.2 Promote flexibility in the development and regulations along major corridors to align with changing market conditions and trends, while preserving historic aspects where appropriate.		Continuous
1.4.3 Continue to support the growth and advancement of industrial zoned properties.		Continuous
<b>Objective 1.5: Maintain and enhance existing neighborhoods while growing a new mix of residential options that attract and serve a diverse population.</b>		
1.5.1 Reinforce existing neighborhood identity with direct linkages to parks, civic spaces, and commercial centers.		Long
1.5.2 Locate smaller neighborhood commercial uses along major corridors and within walking distances of residential areas.		Long
1.5.3 Concentrate residential development in the appropriate land uses as indicated in the future land use map.		Continuous

DRAFT - 06/01/2022



## ELEMENT TWO: QUALITY OF LIFE

### KEY FINDINGS



#### Technical Analysis, Previous Plans & Studies

- The majority of residents are within a five minute drive of parks.
- Access to retail dramatically decreases as residents live farther from Downtown and North Court commercial corridor.
- There is an opportunity to enhance and develop Champion Creek Greenway as a unique natural feature within the community.
- Currently the historic district offers a variety of programs, and there is opportunity to expand programming to other parts of the city.
- There are some dedicated multi-use paths and non-motorized connections in the city



#### Public Engagement

- 68% of survey respondents believe Medina is heading in the right direction.
- On a scale of one (extremely low) to ten (extremely high), respondents ranked Medina's quality of life as an eight with a focus on safety and schools.
- There is a desire to maintain and promote a work/live/play community.
- The community strives for balanced and accessible services and amenities.
- There is a need for safe and convenient access to daily goods and services.
- There is strong support to maintain and grow local and small business enterprises.
- Building a sense of community through public gathering spaces and parks is important.
- Providing opportunities for all residents in the city was noted as a priority by residents and stakeholders



Vision Statement: A community that is an attractive place to live, work and play.

Objective 2.1: Continue to plan, protect, and promote Medina as a safe community.

Strategy	Responsible Parties	Timeframe
2.1.1 Create Safe Routes to School plans to guide and support future capital improvements that promote pedestrian safety.		Medium
2.1.2 Consider complete street policies and design tenets when improving the public right-of-way. Consider using ODOT TAP as a funding source.		Medium
2.1.3 Implement traffic calming measures along high volume pedestrian corridors to improve the safety for all users.		Short
2.1.4 Continue to promote traditional neighborhood design principles which encourage opportunities for social interaction and building social capital.		Continuous

Objective 2.2: Maintain, enhance, and expand parks and opens spaces.

2.2.1 Consider updates to the open space provisions in the zoning code to enhance green space in new housing and mixed use developments.		Short
2.2.2 Conduct a citywide parks and recreation master plan to assess facility conditions, identify needs, and create recommendations that inform the city's capital improvements plan.		Medium
2.2.3 Ensure all residents live within an accessible distance from parks by creating new parks in undeserved areas of the city.		Medium
2.2.4 Improve access and address physical barriers to existing parks and community spaces.		Medium
2.2.5 Create a focus on health in the community through programming opportunities such as community gardens, recreational events, etc.		Medium

Strategy	Responsible Parties	Timeframe
<b>Objective 2.3: Grow community events, gatherings, and social connections throughout the city.</b>		
2.3.1 Continue to work with local community organizations (Main Street Medina, Medina Chamber of Commerce, etc.) to organize public events.		Continuous
2.3.2 Create design standards for outdoor seating that still allow for the movement and use of the sidewalk for pedestrians.		Short
2.3.3 Consider the creation of a Designated Outdoor Refreshment Area (DORA) for the Central Business District.		Medium
2.3.4 Create a signature public gathering area in the South Downtown focus area that will create a sense of place and provide opportunities for gathering and entertainment.		Medium
2.3.5 Market events and activities in unique ways, using methods to reach all ages and backgrounds, so that everyone, both inside and outside of the community, feels welcome.		Continuous
<b>Objective 2.4: Continue to maintain and promote a unique community image and brand.</b>		
2.4.1 Utilize consistent, high quality materials across public spaces to create a distinct identity that is reflective of the community.		Continuous
2.4.2 Encourage new developments to utilize high quality, unique design elements which complement the existing city character and spark interest in the built environment.		Continuous
2.4.3 Continue to enhance the gateways in and around the Downtown similar to the improvements made on North Court Street.		Continuous
2.4.4 Improve and expand wayfinding signage and other elements throughout the city.		Medium
2.4.5 Define district character (e.g. lighting, streetscapes, street signs, banners. etc.) where distinct neighborhoods/areas/districts are present or emerge.		Continuous
2.4.6 Implement strategies to market and promote citywide activities and events to audiences within and outside the community.		Short



Strategy	Responsible Parties	Timeframe
Objective 2.5: Promote sustainability throughout public and private development activities.		
2.5.1 Promote sustainable design features as part of city improvements. (e.g. permeable pavers, solar power, bio-retention)		Medium
2.5.2 Ensure the zoning code does not inhibit energy efficiency or renewable energy devices on commercial, industrial, or residential properties.		Short
2.5.3 Support and promote green building and low-impact development (LID) standards as part of public and private developments.		Continuous
2.5.4 Work on promoting new housing within close proximity to shopping and entertainment districts to reduce vehicle miles traveled.		Medium
2.5.5 Encourage electric vehicle charging stations as part of new public and private developments, and partner with energy suppliers to assist in the installation of charging stations.		Medium
2.5.6 Maintain best practices for protecting existing watersheds such as riparian setbacks, naturalizing waterway edges, etc.		Continuous
2.5.7 Promote green stormwater management methods as part of new public infrastructure and private development activities.		Continuous
2.5.8 Promote conservation development principles when developing the exurban areas around the city. (see also Objective 2.2)		Continuous

## ELEMENT THREE: MOBILITY

### KEY FINDINGS



#### Technical Analysis, Previous Plans & Studies

- Previous plans highlighted the importance of protecting and enhancing walkability in the downtown and along active commercial corridors.
- The roadway network includes a number of state routes in a radiating grid pattern which supports a robust local economy, but creates mobility challenges for non-motorized activity, safety, and comfort.
- Existing trails and pathways are present, but not fully connected to create a complete non-motorized system that connects people and destinations.
- Most residents are well connected to parks, within a five minute drive.
- There are a variety of retail and commercial nodes in the city, creating convenient access to shops and services.



#### Public Engagement

- There is interest in improving the streetscapes on major roads to encourage pedestrian mobility.
- The amount of truck traffic was identified as a key issues by the community.
- The public supports exploring methods to control congestions and truck traffic such as better identifying truck routes, pedestrian enhancements, and alternative modes of travel.
- There is a strong community desire to see an increase in trail connectivity within the city.
- Transit continues to be a key mobility option that is being developed and expanded by the Medina County Public Transit.



Vision Statement: A community that is connected through multiple modes of transportation creating an accessible, attractive, and economically resilient community.

Objective 3.1: Promote best practices in transportation planning.

Strategy	Responsible Parties	Timeframe
3.1.1 Prepare and adopt an Active Transportation Plan that prioritizes future projects to improve non-motorized transportation, as well as connections to destinations, public spaces, transit, and the regional trail network.	C PC  D Z	Short
3.1.2 Accommodate bicycle traffic along residential streets using signage, marked bicycle lanes, and sharrows.		Medium
3.1.3 Incorporate standards which promote bike facilities (i.e. racks or shelters) for new commercial, mixed use, and public developments.	PC  D	Short
3.1.4 Support mixed use development with reduced shared parking requirements.	C PC  D	Continuous
3.1.5 Consider updates to the zoning code to incorporate anticipated changes in parking requirements, curbside management, and drop-off/pick-up zones.	C PC D Z	Short
3.1.6 Reduce or provide on-site parking in commercial areas, where shared parking agreements are possible.	C PC  D	Short

Objective 3.2: Implement strategies to reduce congestion and improve the quality of main corridors and intersections.

3.2.1 Manage or reduce access points on major corridors to ensure efficient flow of traffic and access to commercial centers while promoting pedestrian safety.	PC	Continuous
3.2.2 Require traffic impact studies for new development proposals as appropriate.	PC	Continuous
3.2.3 Explore opportunities to route truck traffic away from the Downtown in a manner that supports the industrial community while promoting a safe downtown.	C	Long
3.2.4 Clearly identify trucking routes in the city for all modal users.	C	Medium

Strategy	Responsible Parties	Timeframe
3.2.5 Improve awareness and access to public parking through a comprehensive wayfinding strategy.		Medium
3.2.6 Evaluate traffic signal timing at intersections to increase functionality and decrease congestion in the transportation network.		Short
<b>Objective 3.3: Improve the connectivity and walkability of Medina.</b>		
3.3.1 Continue to repair and expand the sidewalk network to developments, open/park spaces, destinations, and neighborhoods in the city.		Continuous
3.3.2 Identify opportunities to convert alleyways into pedestrian-only streets, specifically in the South Downtown focus area. (see South Downtown focus area)		Short
3.3.3 Enhance gateways along entry corridors, key locations, and districts to welcome visitors and residents. (see South Downtown focus area)		Short
3.3.4 Update landscaping standards and requirements along primary corridors to reduce traffic noise and improve safety and comfort for pedestrians. (see West Liberty and South Downtown focus area)		Short



Strategy	Responsible Parties	Timeframe
3.3.5 Improve the streetscape along primary corridors, specifically West Liberty Street and South Court Street.		Medium
3.3.6 Improve crosswalks (e.g. improved signal timing) at key intersections and consider installing pedestrian islands where crossings are 4 or more travel lanes to improve pedestrian safety and convenience.		Medium
3.3.7 Coordinate with the Medina City School District to conduct a Safe Routes to School plan to identify improvements to the walking and biking environment for students. (see also Objective 2.1)		Medium
3.3.8 Require street and trail connectivity to adjacent developments and networks when new development occurs.		Continuous
<b>Objective 3.4: Coordinate regional connectivity with peer organizations.</b>		
3.4.1 Support Medina County Public Transit in their efforts to improve public transit options in the city and beyond.		Continuous
3.4.2 Continue to coordinate with the Medina County Park District's efforts to provide new and improved multi-use trails as part of regional trail network activities and developments.		Continuous
3.4.3 Coordinate the implementation of bike infrastructure along identified local and regional routes.		Medium

## ELEMENT FOUR: HOUSING

### KEY FINDINGS



#### Technical Analysis, Previous Plans & Studies

- Previous plans indicated the demand for housing will be influenced by younger professionals and seniors looking for more rental housing.
- One of the housing challenges in Medina is the older housing stock in established neighborhoods which may be too large or require maintenance and do not align with changing needs of residents.
- The cost of housing in Medina exceeds that of the region and Ohio at large.



#### Public Engagement

- There is demand for high density/mixed use housing developments with amenities to attract and retain a variety of residents.
- There is an opportunity to diversify housing options, promote high quality development, and preserve historically significant areas.
- The community identified that important housing characteristics are cost to owner/renter, quality of materials, and location to open space or green space.
- Some of the housing types desired by the community were townhomes, apartments, and units above businesses.



Vision Statement: A community that offers a variety of housing options for Medina residents while promoting high quality development and preserving historically significant areas.

Objective 4.1: Promote a mix of housing options.

Strategy	Responsible Parties	Timeframe
4.1.1 Consider conducting a housing market study to determine housing needs and demand in the effective market area and align city policies and codes to support future demand.	D	Medium
4.1.2 Promote a mix of housing options (e.g. single-family, townhomes, flats, multi-family, etc.) that cater to and align with the changing demographic and market demands, specifically young professionals and seniors.	D PC HP	Continuous
4.1.3 Support senior housing in areas within proximity to medical facilities, parks, trails, and other community amenities.	D PC	Continuous
4.1.4 Update or amend zoning regulations within the focus areas to allow for higher density housing and promote traditional design features such as small lots, setbacks, and higher floor area ratios.	D C PC Z	Short

Objective 4.2: Target higher density residential development in focus areas and the urban corridor land use category.

4.2.1 Promote residential and mixed use development in the East Smith and South Downtown focus areas.	D PC  Z	Continuous
4.2.2 Continue to find opportunities to add multi-family residential development along the major corridors in Medina (West Liberty, East Smith, South Court, Lafayette).	D PC  Z	Long
4.2.3 Along major corridors, ensure new residential development strengthens the streetscape, complements the surrounding neighborhood character, and integrates quality public spaces.	D Z HP	Long

Strategy	Responsible Parties	Timeframe
Objective 4.3: Strengthen existing single-family neighborhoods and the historic district.		
4.3.1 Continue to maintain and invest in pedestrian infrastructure and park space in established residential neighborhoods.		Continuous
4.3.2 Promote the long-term maintenance of housing through programs to assist property owners with property maintenance and renovations.		Long
4.3.3 Invest in code enforcement personnel and training to maintain and improve housing.		Medium
4.3.4 To improve housing conditions, consider expanding code enforcement programs to target the historic district and areas with older residences.		Medium
4.3.5 Assist seniors in maintaining and upgrading existing housing.		Medium
4.3.6 Preserve the existing housing stock in the historic residential districts through incentive programs and education.		Long
4.3.7 Support rental property owners and tenants in maintaining safe, code-compliant properties through continued enforcement of codes, the use of grants, and other incentives.		Long



## ELEMENT FIVE: ECONOMIC DEVELOPMENT & STABILIZATION

### KEY FINDINGS



#### Technical Analysis, Previous Plans & Studies

- Previous plans indicated Downtown Medina has a strong retail base with a good variety of retailers, however, more office space could be built into the existing fabric.
- There are areas of opportunity within the city that have the potential for infill growth and development (North Court Corridor, West Liberty Corridor, East Smith Corridor, and South Town).
- Medina has a diverse and balanced mix of land use typologies, specifically commercial and industrial land uses.
- The industrial zones create continued opportunity for commerce and business development.
- Multiple state routes provide high-quality access to support a variety of economic activities.



#### Public Engagement

- The community supports programs that attract new businesses and support existing businesses.
- There is a desire to maintain a balanced mix of commercial and industrial uses.
- Survey respondents confirmed the four focus areas as the most appropriate for redevelopment and new development opportunities.
- Community members felt the existing, aging, commercial centers should be a focus for future growth.
- There is a preference for growing inward within the city boundaries, with limited and strategic outward growth.



Vision Statement: A community with a diverse local economy and balance of commercial and industrial land uses that attracts and retains businesses.

Objective 5.1: Promote new small and adaptable office environments that support the evolving work place environment and growth of small businesses.

Strategy	Responsible Parties	Timeframe
5.1.1 Conduct a local economic analysis or participate in the development of a regional analysis of existing industry sectors to understand current needs and opportunities.	C D  Z	Medium
5.1.2 Continue to meet with local companies to discuss opportunities to expand and capture more local demand for their product(s) and identify challenges and barriers to expansion.	D	Medium
5.1.3 Provide focused support, resources, and services to young, entrepreneurial companies through business incubation.		Short
5.1.4 Continue to support programs that increase collaboration between local businesses and schools for workforce development and education.		Continuous

Objective 5.2: Continue to build and implement a wide variety of economic tools and strategies.

5.2.1 Continue to offer tax incentives such as tax abatements, tax increment financing, TIFF or JEDZ to attract, retain, or expand businesses.	C D	Continuous
5.2.2 Continue to partner with neighboring townships to create a joint economic development strategy benefiting multiple jurisdictions.	C D	Continuous
5.2.3 Leverage the current and potential of future Opportunity Zones to attract future private investment.	C  Z	Medium
5.2.4 Provide incentives for businesses that use materials produced within the city and sell their products within the community.	C	Medium
5.2.5 Continue to connect entrepreneurs and business owners with lenders and investors in the city to facilitate investment in the local economy.		Continuous

Strategy	Responsible Parties	Timeframe
<b>Objective 5.3: Promote the adaptive re-use of aging commercial and industrial centers.</b>		
5.3.1 Direct programs for small businesses to fill vacant spaces in commercial centers, such as organizing a temporary storefront or incubator spaces.	 	Medium
5.3.2 Review zoning code requirements to provide additional support to small-format retail centers and discourage large-format retail.	   	Short
<b>Objective 5.4: Grow new economic opportunities in underutilized area of the City.</b>		
5.4.1 Continue to support and promote local businesses with "Shop Local" days and sponsoring events to strengthen the local economy.	 	Continuous
5.4.2 Create a portfolio of incentives for potential development or redevelopment of key properties.		Short
5.4.3 Continue to promote the expansion of the industrial zoned properties of the city by encouraging a variety of business types and emerging sectors.	  	Continuous
5.4.4 Continue to engage with the business community on a regular basis to address specific needs.		Continuous
<b>Objective 5.5: Maintain and promote new infrastructure investments that support existing and grow new economic activities.</b>		
5.5.1 Ensure that new development proposals coordinate with appropriate city and county officials for infrastructure requirements.	   	Continuous
5.5.2 Conduct an assessment of existing infrastructure (roadway, water, sewer, electric. etc.) in the industrial zoned properties to understand future impacts and needs.	   	Medium

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# Future LAND USE

The Future Land Use Map is the result of a careful study of existing land uses and conversations with the public about the future direction of the city. There is a significant amount of land that could be developed to accommodate growth in the coming decades or redeveloped to fill future demand. This map is meant to **guide** the pattern and character of future growth in Medina.

As development occurs, future zoning and policy decisions should align with the districts shown on the map. Each district has a prescribed set of building typologies and land use characteristics. The following pages contain the guidelines for each district. ***It is important to note that these guidelines are general and new development should reference the most recent zoning updates.***

## DEFINITIONS

**Land Use:** The variety of ways people make use of the land (i.e. residential, commercial, etc.)

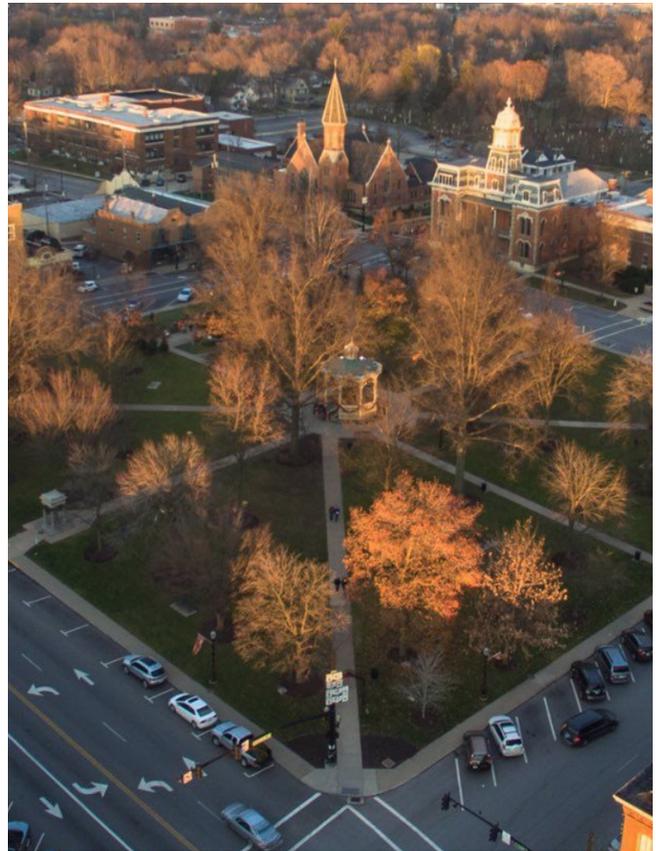
**Height:** The general height of a building in number of stories

**Front Setback:** The minimum distance between the front edge of a site and the building on the site

**Parking:** General requirements related to parking standards including location and screening

**Development Intensity:** The approximate concentration of buildings on a site

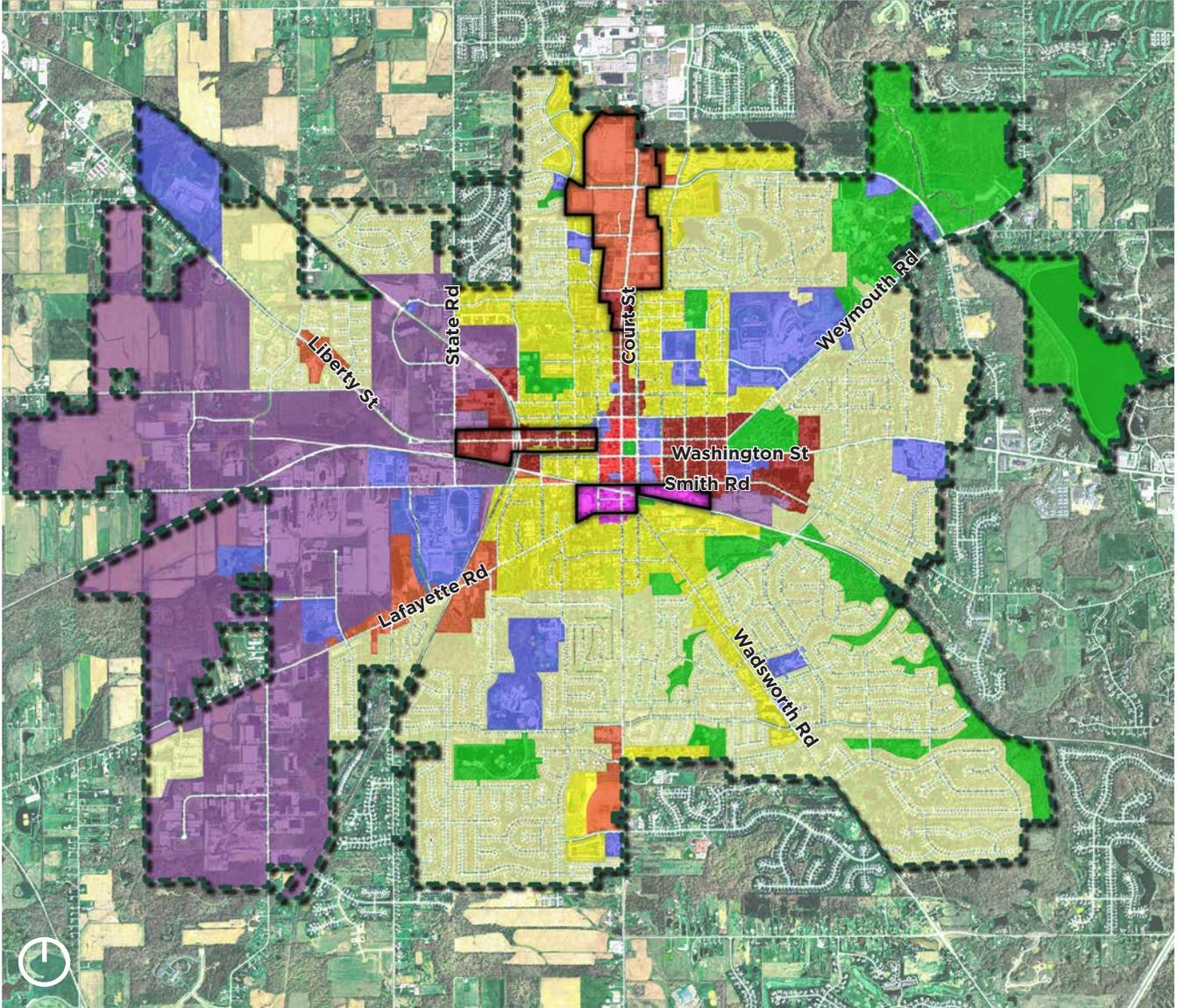
**Recommended Uses:** The proposed development type for a site



*Medina's land use is a traditional radial pattern defined by a series of roadways that connect the city to the regional and national landscape.*



Figure 4.1 - Future Land Use



**LEGEND**

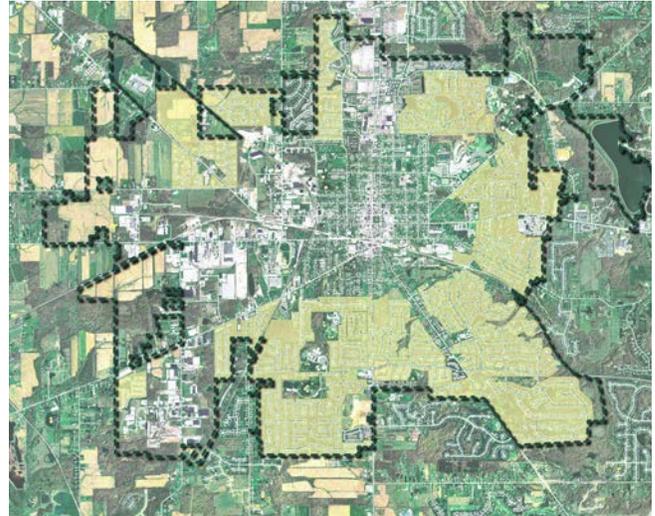
- |   |  |
|---|--|
|  Parks & Open Space        |  Mixed Use      |
|  Suburban Residential      |  Institutional  |
|  Urban Residential         |  Innovation     |
|  Community Commercial      |  Urban Corridor |
|  Central Business District |  Focus Areas    |

## SUBURBAN RESIDENTIAL

### DESCRIPTION

Suburban Residential is characterized by a clustering of single-family homes with moderate quantities of conservation/open space areas.

- **Development Character** should be single family residential and community facilities that consume smaller percentages of the total site, with the remaining land being conserved for natural or communal purposes.
- **Development Intensity** should be three to four dwelling units per acre. Higher net densities may be achieved through open space dedication, as long as the overall density does not generally exceed four units per acre, unless density bonuses allow.
- **Open Space** should make up at least 25% of the site and may include preservation areas where land has been restored to its natural state and sensitive features are protected. Recreational paths should be included within open space and make connections to existing paths whenever possible. Open spaces should be landscaped with native plants that require little care and support a variety of habitats.
- **Connectivity** should be that of a neighborhood character, with narrow street widths and streetscapes that include trees, lighting, green stormwater infrastructure, etc.



### DEVELOPMENT CHARACTER

<b>Height</b>	1-2 stories
<b>Front Setback</b>	25-100 ft
<b>Parking</b>	--
<b>Recommended Development Intensity</b>	Conservation of 25-50% of site or overall development
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Attached Single Family</li> <li>• Detached Single Family</li> <li>• Public</li> <li>• Semi Public</li> </ul>



Examples of single family homes with large lots and open space.

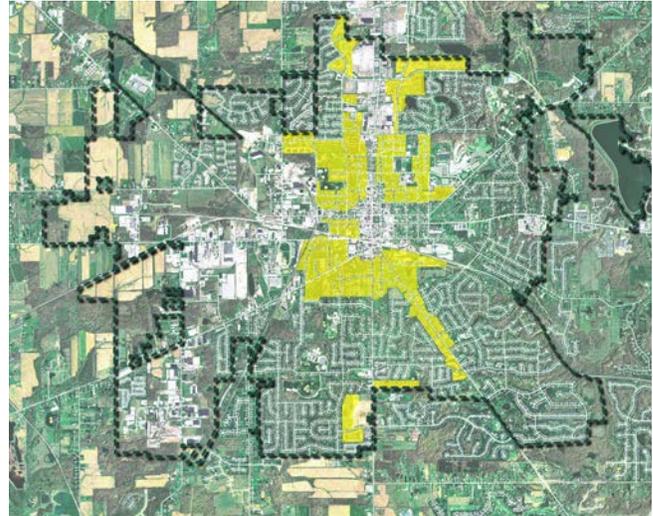


## URBAN RESIDENTIAL

### DESCRIPTION

Urban Residential is characterized by communities with a range of single and multi-family housing options with on-site, shared amenities.

- **Development Character** should be single family, multi family residential, and community facilities that offer various amenities to residents such as a community center, recreational paths, and natural areas.
- **Development Intensity** should be up to 10 dwelling units per acre. Higher net densities may be achieved through open space dedication, as long as the overall density does not exceed fifteen units per acre, unless density bonuses allow.
- **Common Spaces** should be carefully designed and integrated into the development. This could include areas for pets, play, common activity areas, or passive green spaces.
- **Connectivity** should be that of a neighborhood character, with narrow street widths and streetscapes that include trees, lighting, green stormwater infrastructure, etc.



### DEVELOPMENT CHARACTER

<b>Height</b>	1-3 stories
<b>Front Setback</b>	25-60 ft
<b>Parking</b>	--
<b>Recommended Development Intensity</b>	Building coverage 30-50% up to 10-12 units/acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Detached Single Family</li> <li>• Attached Single Family</li> <li>• Multifamily</li> <li>• Public</li> <li>• Semi Public</li> </ul>



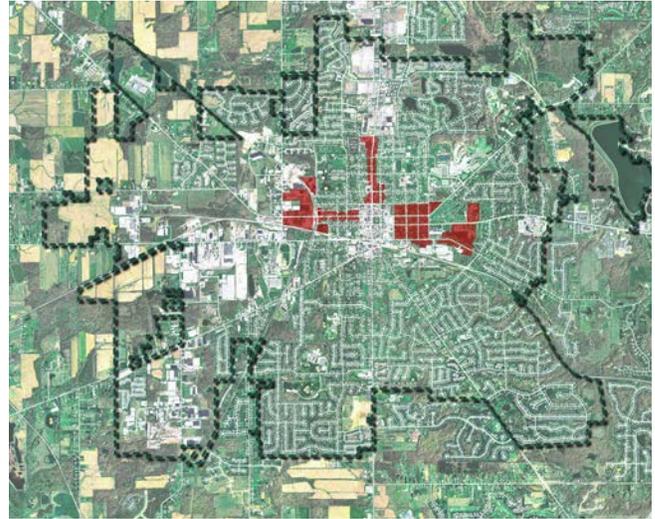
*Attached townhomes are one example of the type of housing that could exist in the Urban Residential District.*

## URBAN CORRIDOR

### DESCRIPTION

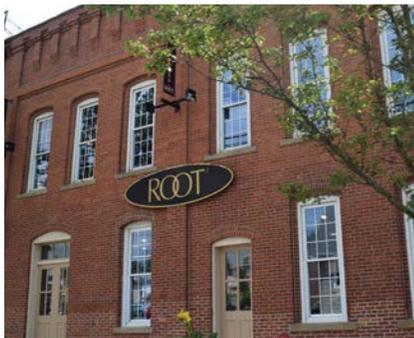
Urban Corridor is a district intended to maintain and enhance the existing and historic fabric of neighborhoods around the downtown. Focus within this district is the preservation of the neighborhood walkability, a mix of uses, and quality public spaces.

- **Development Character** should be consistent with historic district design guidelines and blend seamlessly with the existing fabric of the district.
- **Development Intensity** should follow existing development intensity.
- **Open Space** should be used to define and add character to a development. Ornamental landscaping within the setback, within parking lots, and along buildings is encouraged.
- **Connectivity** should promote walkability to nearby neighborhoods with short blocks and a lush streetscape, including street trees and lighting.



### DEVELOPMENT CHARACTER

<b>Height</b>	1-3 stories
<b>Front Setback</b>	0-40 ft
<b>Parking</b>	--
<b>Recommended Development Intensity</b>	--
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Current Development Pattern and Uses</li> <li>• Public</li> <li>• Semi Public</li> <li>• Retail</li> <li>• Office</li> <li>• Mixed use</li> </ul>



The ROOT Candle Company is an example of a business that fits into the Urban Corridor District.

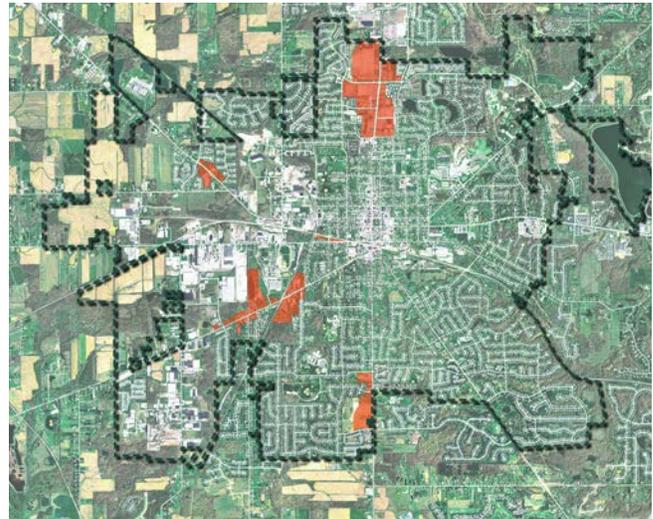


## COMMUNITY COMMERCIAL

### DESCRIPTION

Community Commercial is intended for small to medium-scale commercial uses that serve the local and regional community, as well as the option to provide multifamily residential. The focus in this district is primarily (60%) commercial.

- **Development Character** should be mixed use development that blends complementary uses including retail, office, and residential in an integrated development style. These uses can be integrated vertically in the same building, or horizontally in the same development, and create a live-work-play environment. Public amenities, such as outdoor cafes, plazas, and green space, provide both residents and visitors areas to relax and socialize.
- **Development Intensity** may range from 10 to 20 units per acre for residential and 10,000 to 30,000 square feet per acre for non-residential uses.
- **Open Space** should be highly connected and create both small and large places for people to gather, including plazas, green lawns, and natural areas.
- **Connectivity** should be narrow and incorporate “complete streets” that promote all modes of travel.



### DEVELOPMENT CHARACTER

<b>Height</b>	1-3 stories
<b>Front Setback</b>	0-25 ft
<b>Parking</b>	Screen from street/neighboring uses
<b>Recommended Development Intensity</b>	<ul style="list-style-type: none"> <li>• Building coverage 30-50%</li> <li>• Development intensity 10,000 - 30,000 sf/acre or 10-20 u/a,</li> <li>• Preferred use mix 60% commercial and 40% office/residential</li> </ul>
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Multifamily</li> <li>• Retail</li> <li>• Office</li> <li>• Restaurants</li> <li>• Public</li> <li>• Semi Public</li> </ul>



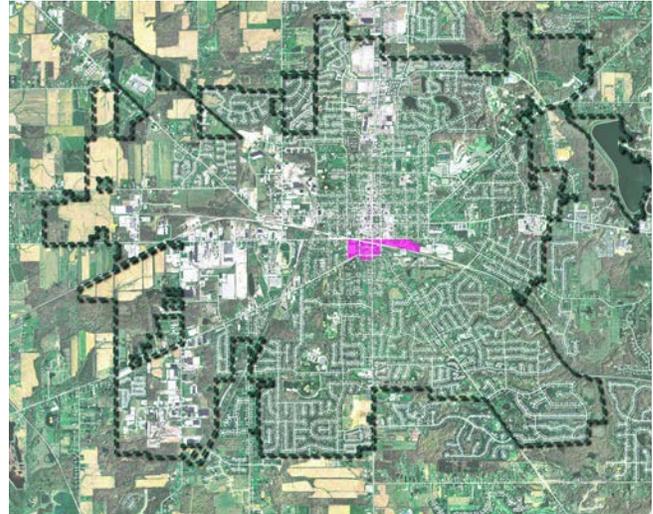
*Some community commercial uses already exist in Medina and could be expanded and re-imagined to include office and residential.*

## URBAN MIXED USE

### DESCRIPTION

Urban Mixed Use is characterized by a vertical and/or horizontal mix of uses, with high public and private realm features that promote walkability and social interaction.

- **Development Character** should be mixed use development that blends complementary uses including retail, office, and residential in urban or semi-urban development styles. These uses can be integrated vertically in the same building, or horizontally in the same development, and create a live-work-play environment. Public amenities such as outdoor cafes, plazas, and green space provide both residents and visitors areas to relax and socialize.
- **Development Intensity** may range from 10 to 25 units per acre for residential and 10,000 to 30,000 square feet per acre for non-residential uses. Preferred use mix should be 60% residential and 40% office/retail.
- **Open Space** should be highly connected and create small and large places for people to gather including plazas, green lawns, and natural areas.
- **Connectivity** should be narrow and incorporate “complete streets” that promote all modes of travel.



### DEVELOPMENT CHARACTER

<b>Height</b>	1-5 stories
<b>Front Setback</b>	0-30 ft
<b>Parking</b>	Rear or side of building, screen from street/neighboring uses (multi-family/commercial only)
<b>Recommended Development Intensity</b>	<ul style="list-style-type: none"> <li>• Building coverage 30-70%</li> <li>• Development intensity 10,000 - 30,000 sf/acre or 10-30 u/a,</li> <li>• Preferred use mix 60% residential and 40% office/retail</li> </ul>
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Detached and Attached Single Family</li> <li>• Multifamily</li> <li>• Retail</li> <li>• Office</li> <li>• Restaurants</li> <li>• Public &amp; Semi Public</li> </ul>



*A mix of uses can promote walking, gathering, and an overall sense of community in this district.*



# CENTRAL BUSINESS DISTRICT

## DESCRIPTION

The Central Business District is intended for a mix of uses that serve the regional community, as well as the option to provide multifamily residential. The focus in this district is primarily (60%) commercial.

- **Development Character** should be mixed use development that blends complementary uses including retail, office, and residential in urban or semi-urban development styles. These uses can be integrated vertically in the same building, or horizontally in the same development, and create a live-work-play environment. Public amenities such as outdoor cafes, plazas, and green space provide both residents and visitors areas to relax and socialize.
- **Development Intensity** may range from 10 to 20 units per acre for residential and 10,000 to 30,000 square feet per acre for non-residential uses.
- **Open Space** should be highly connected and create both small and large places for people to gather including plazas, green lawns, and natural areas.
- **Connectivity** should be narrow and incorporate “complete streets” that promote all modes of travel.



## DEVELOPMENT CHARACTER

<b>Height</b>	1-4 stories
<b>Front Setback</b>	0-10 ft
<b>Parking</b>	Rear or side of building, screen from street/neighbor uses
<b>Recommended Development Intensity</b>	<ul style="list-style-type: none"> <li>Building coverage 50-100%</li> <li>Development intensity 20,000 - 50,000 sf/acre or 10-20 u/a,</li> <li>Preferred use mix 30% residential and 70% office/retail</li> </ul>
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>Multifamily</li> <li>Restaurants</li> <li>Retail / Services</li> <li>Office</li> <li>Public</li> <li>Semi Public</li> </ul>



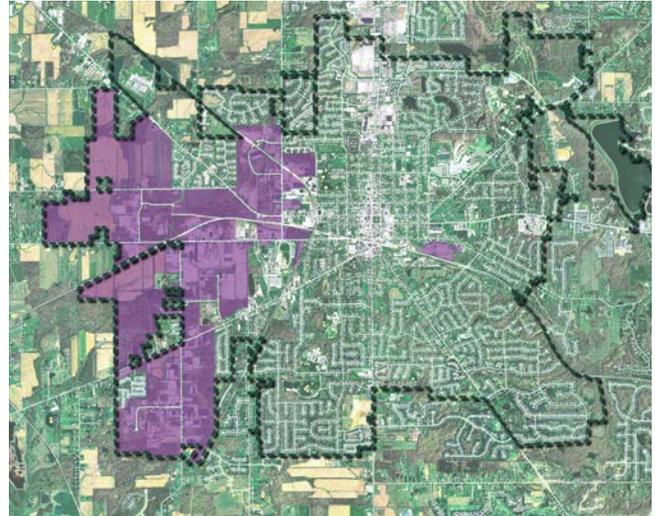
*The central business district supports a high-density, walkable community.*

# INNOVATION

## DESCRIPTION

This district is characterized by large-scale industrial, research, and office uses that demand proximity to local, regional, and national transportation networks and create synergy between adjoining uses and businesses.

- **Development Character** should be a variety of industrial, research and development, laboratory, design, and technology uses. Retail may be considered as a secondary use to accommodate workers. High interconnectivity through public plazas, green spaces, and pathways within and around the site should create a campus of cross-collaboration. Parks, public amenities, and pedestrian and bicycle access should be included.
- **Development Intensity** may range from 10,000 to 20,000 square feet per acre and allow for large format users.
- **Open Space** should be incorporated into site design as appropriate.
- **Connectivity** should allow safe travel for cars, trucks, and freight with consideration for roundabouts where appropriate. Branding signage may also be considered in this area.



## DEVELOPMENT CHARACTER

<b>Height</b>	1-2 stories
<b>Front Setback</b>	25-200 ft
<b>Parking</b>	Screen from street/ neighboring uses
<b>Recommended Development Intensity</b>	20-30% max. gross site area -or- 10,000 - 20,000 sf/acre
<b>Recommended Uses</b>	<ul style="list-style-type: none"> <li>• Industrial</li> <li>• Office</li> <li>• Retail</li> <li>• Public</li> <li>• Semi Public</li> </ul>



*Innovation uses require large lots, making it even more important to incorporate green space and connectivity.*

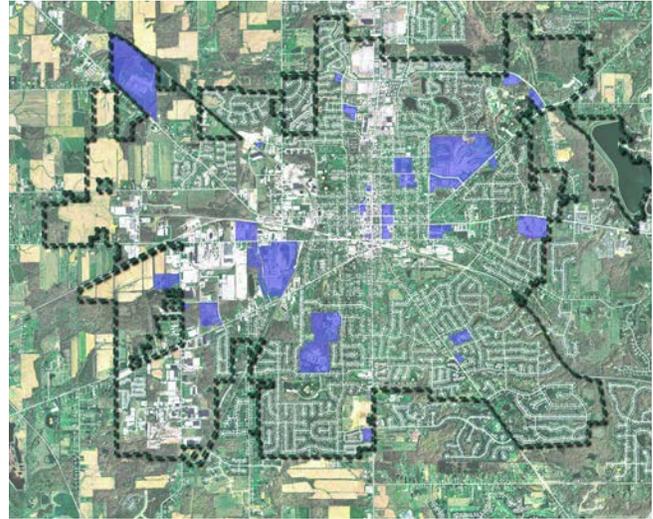


# INSTITUTIONAL

## DESCRIPTION

Institutional is intended to accommodate public and semi-public uses. Buildings and land owned by the government, libraries, City emergency and service departments, religious uses, privately owned schools and universities, and the public school system share this development character. Such facilities should be well designed and integrated into their surroundings.

Pedestrian access is key on these sites and must be ADA accessible. Structures should be connected to pedestrian and bicycle facilities in the area, and enhanced crossings should be provided to ensure pedestrian safety. In larger institutional settings such as a university campus. Parking that serves a greater area may be located at a further distance to preserve the pedestrian experience within the site. Attractive landscaping, streetscape elements, and signage should be used to integrate larger sites into the existing street network.



## DEVELOPMENT CHARACTER

Height	--
Front Setback	--
Parking	--
Recommended Development Intensity	--
Recommended Uses	<ul style="list-style-type: none"> <li>• Public</li> <li>• Semi Public</li> </ul>



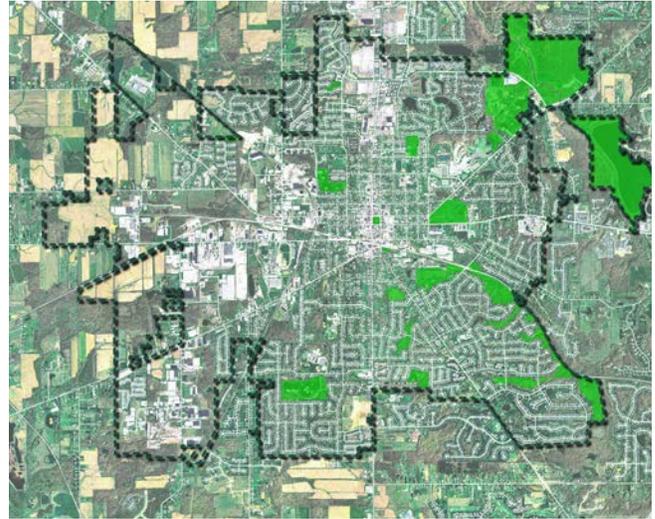
Examples of some of the institutional uses that already exist within Medina.

# PARKS AND OPEN SPACE

## DESCRIPTION

This district is intended to accommodate public and semi-public uses. Buildings and land owned by the government, libraries, city emergency and service departments, privately and publicly owned schools, as well as private and public parks and open spaces share this development character. Such facilities should be well designed and integrated into the surrounding context. Pedestrian access is key on these sites and must be ADA accessible. Structures should be connected to pedestrian and bicycle facilities in the area, and enhanced crossings should be provided to ensure pedestrian safety.

When considering the development of large expanses of greenfield land, it is important to recognize the value of open space and recreational areas and land remaining in its natural state. Residential neighborhoods and mixed-use developments often gain an even greater value when located in proximity to parks and open space. Park facilities should include a range of active and passive uses or activities, and be designed to reduce maintenance expenses. The existing park network should be expanded into new areas of development.



## DEVELOPMENT CHARACTER

Height	--
Front Setback	--
Parking	--
Recommended Development Intensity	--
Recommended Uses	<ul style="list-style-type: none"> <li>• Public</li> <li>• Semi Public</li> </ul>



*Green space should be integrated into the existing network and accessible to all.*



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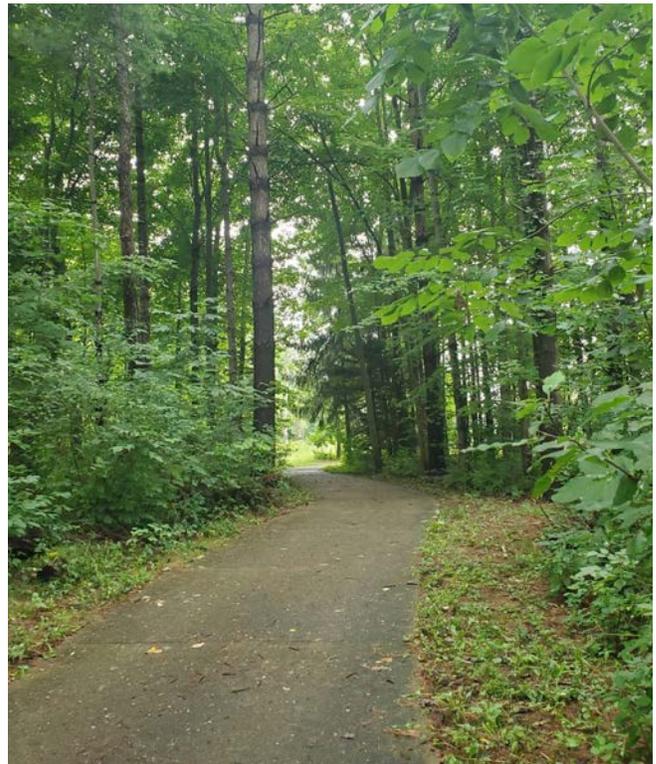
# Future ACTIVE TRANSPORTATION

The Future Active Transportation Map shows existing trail connections in and around Medina and how new trails could be added to expand the network. The paths are divided into city-managed paths in blue, county-managed paths in red, ODOT-planned routes in purple, and other connections.

Through community engagement, the public has expressed satisfaction with the network of trails and access to green space in Medina, but they also agree it should be expanded. New connections can be created along major corridors within city boundaries and to neighboring communities. By increasing the number and length of trails, residents have more options to get around the city and enjoy the benefits nature has to offer.

## EXISTING TRAILS

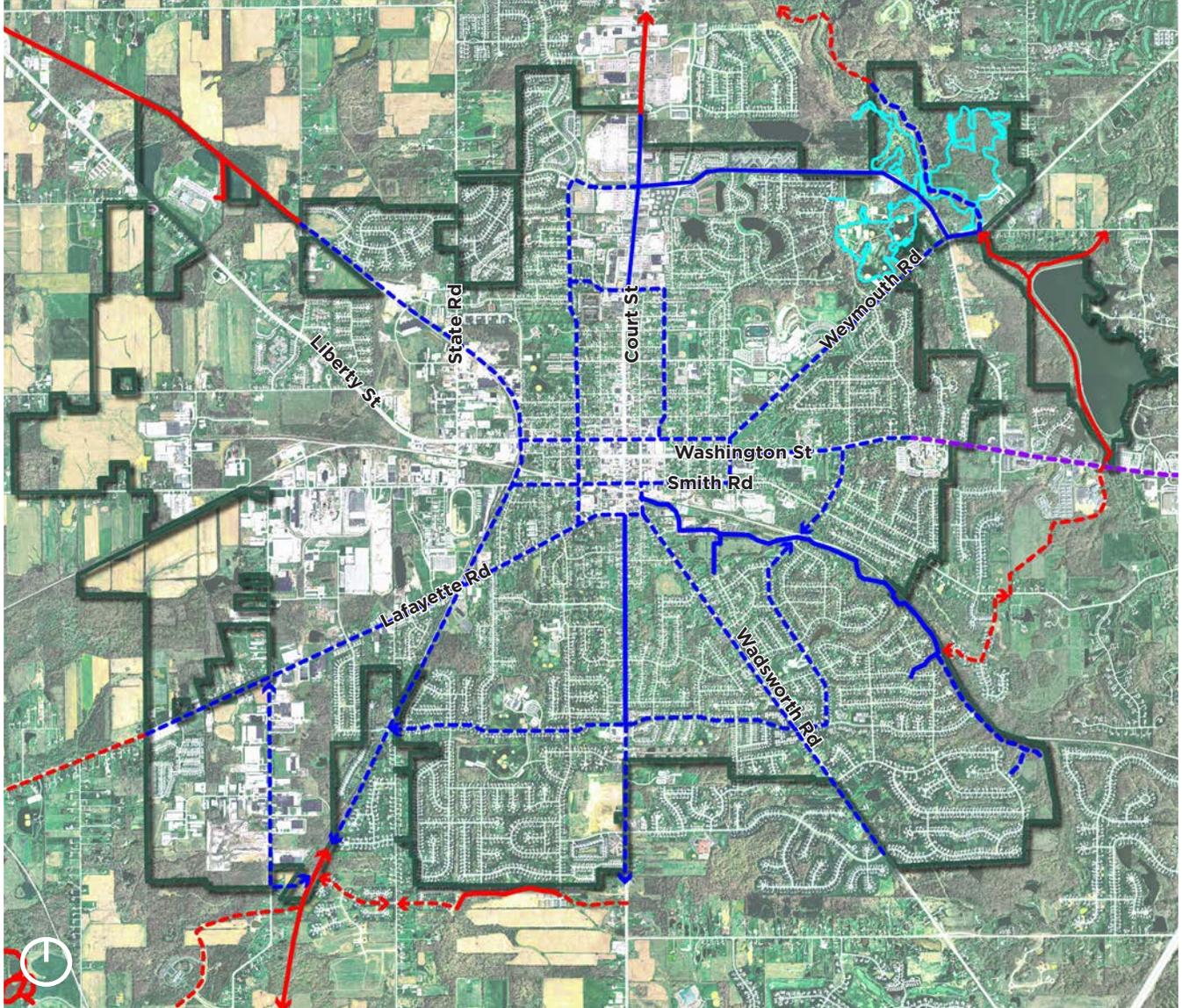
The City of Medina manages the Lake Medina Trail running from eastern suburbs to commercial areas in the north and the Champion Creek Trail running just south of East Smith Road. Bike lanes run through residential neighborhoods of South Court Street. The County of Medina manages the Chippewa Rail Trail and Chippewa Inlet Trail in the southwest, which connect to communities south of Medina. The county also manages the Lester Rail Trail in the northwest that extends to York Township. The Ohio Department of Transportation (ODOT) plans to create a path along Washington Street running east.



*The Future Active Transportation Map expands the existing network of paths to connect more parts of the city as shown above on the A.I. Root C.C. Trail.*



Figure 4.2 - Future Active Transportation Map



**LEGEND**

- Existing Route within City
- - Future Route within City
- Existing Route outside City
- - Future Route outside City
- - Future Route - ODOT
- Mountain Bike Path



# FIVE

## Focus Areas



# FIVE

## Focus Areas

### OVERVIEW

This chapter outlines recommendations for specific Focus Areas identified in the Future Land Use Map. A Focus Area is defined as an area that has been identified as an important collection of parcels that are appropriate for development, redevelopment, or infill, and can dramatically shape the quality of life and economic success of the community in the future. It is important to note the concepts outlined in this chapter are only conceptual in nature, and do not represent a specific development proposal or fixed plan for redevelopment. They are intended

to communicate a vision for how the area may develop based on the land use typology and development principles outlined herein.

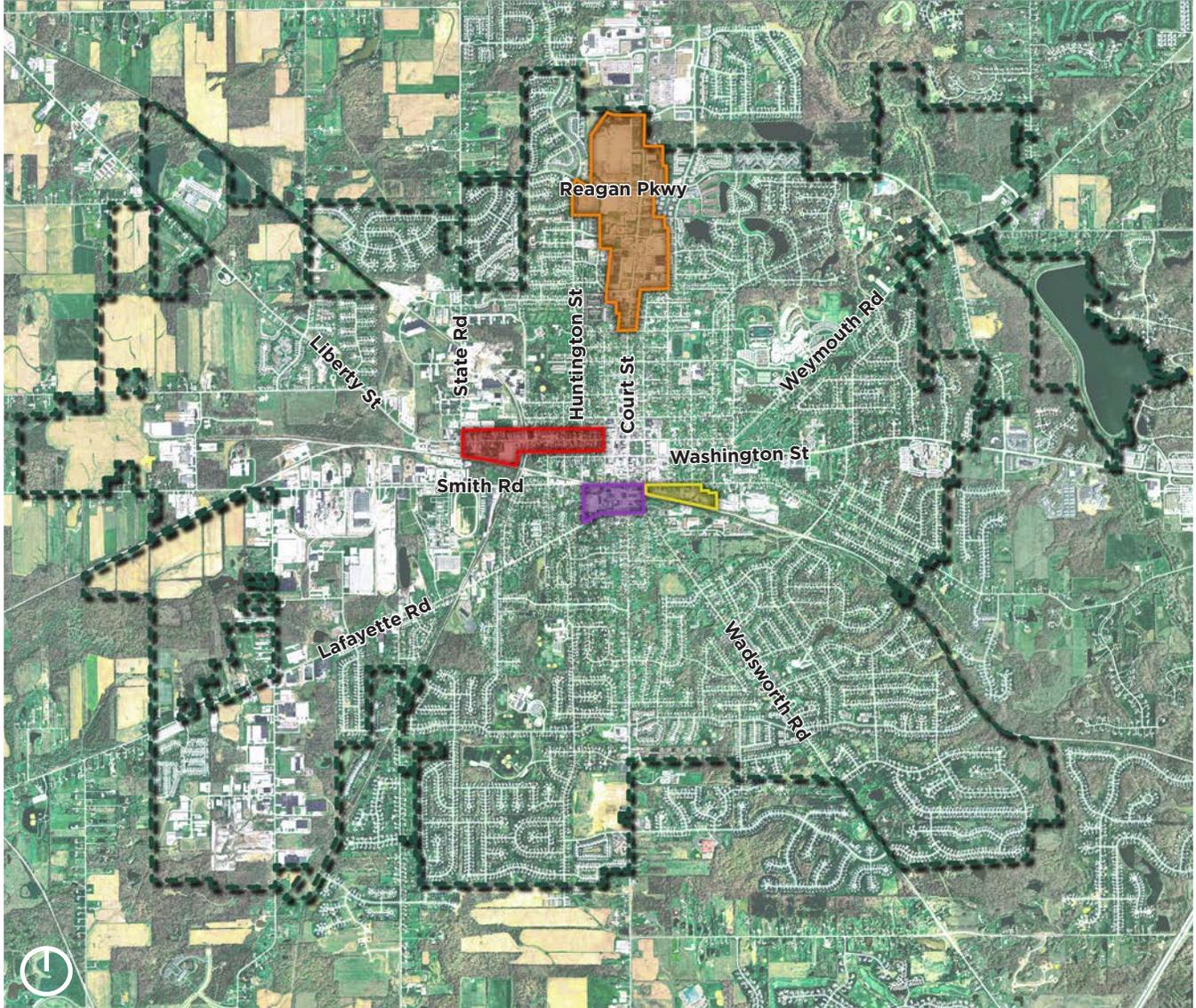
The planning process identified four primary Focus Areas defined and outlined in this chapter: East Smith, West Liberty Corridor, North Court, and South Town. This chapter outlines the development potential and vision for each Focus Area.

### THE FOLLOWING STATEMENTS FURTHER DEFINE THE PURPOSE AND INTENT OF THE FOCUS AREAS.

- The examples in this chapter are only concepts; they ARE NOT proposed developments.
- The examples highlight the plan elements and themes of the Comprehensive Plan.
- Like the land use map, they are intended to guide and inform future land use decisions.
- The concepts set a proactive path forward as it relates to the development of these priority sites.
- The goal is NOT to change zoning, but create social and financial value when these areas are ready to transform.
- The concepts reflect a vision and intent and not a detailed development proposal.



## FOCUS AREA MAP



### LEGEND

-  North Court
-  West Liberty Corridor
-  East Smith
-  South Town
-  City of Medina Boundary

# EAST SMITH

## OVERVIEW

Located on the east side of the Central Business District, East Smith provides an opportunity to support the historic downtown with complementary mixed-use development. East Smith Road bisects the focus area with Broadway Street as the western boundary and the railroad line as the southern terminus. The area is a transition zone between predominantly single-family residential development and the growing central business district and historic downtown core. Existing land uses include commercial, vacant industrial properties mixed with single-family residential, a school, and an industrial business park. Champion Creek winds its way through the area's southern portion alongside the Champion Creek Trail. The site also has a considerable amount of grade that should be considered and may impact the configuration for how the area is developed in the future.

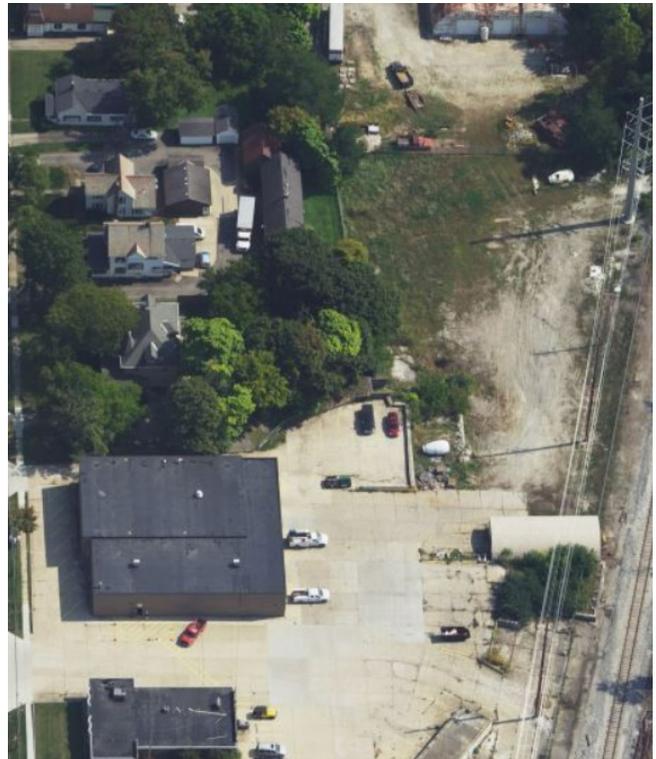
## ISSUES AND OPPORTUNITIES

There is an opportunity to plan for a mix of housing and commercial to support the bordering development and complement the historic downtown and the Farmer's Exchange. Several businesses already exist south of East Smith Road, but lack a direct connection to the corridor. Single-family residential homes are mainly located along the corridor with street frontage.

Opportunities for redevelopment exist with underutilized properties and additional parcels the city controls. These properties provide a prime location for mixed-use development that could add include commercial uses and housing options,

such as multi-family or affordable units. Providing and locating housing here would also introduce park/open space to the site to complement and highlight Champion Creek and its existing multi-purpose trail.

In summary, redeveloping this area creates an opportunity to complement the historic downtown and create a mixed use development expanding housing choices and the local tax base.



*Aerial view of Focus Area.*



## **VISION**

The vision for this Focus Area is to transform vacant and dormant land uses, increase land use efficiency by adding mixed-use development, support adjacent development in the neighborhood, and highlight Champion Creek. The primary building would be mixed-use commercial/residential with podium parking and adjacent green/open space. The building would front East Smith Road to re-establish a building line and street frontage. The building height would not exceed three stories along East Smith Road to keep with the surrounding neighborhood context. Still, due to the sloping topography on the rear of the site, the building height could go up to four stories without compromising the scale of the neighborhood. Parking would support uses on the property itself and fill demand for adjacent developments.

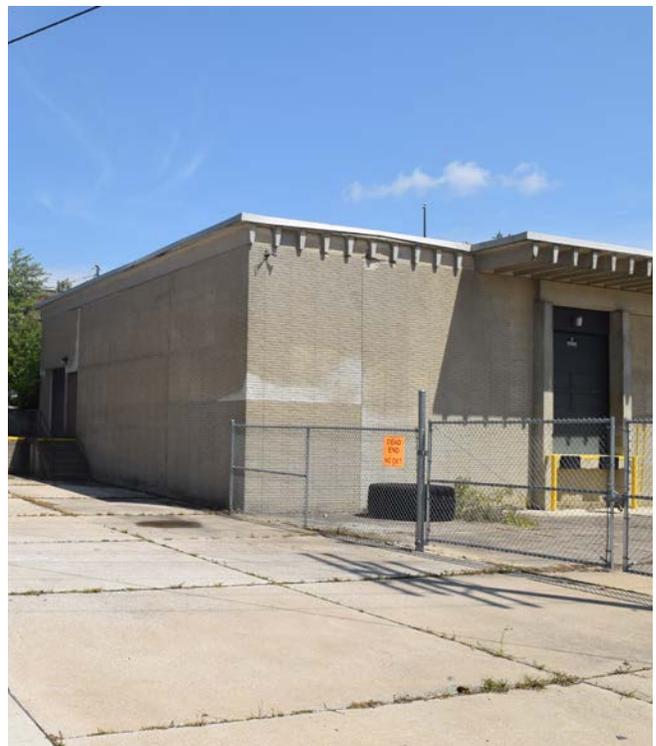
Expanding the vision further east, additional residential could continue to provide alternative housing options for residents.

The current building footprints on the site could be re-organized into a mixed-use building with continuous frontage on East Smith Road. Open space may also be considered to serve future residents in the area and complement Champions Creek.

The proposed vision for this area would fit into the character of the existing neighborhood much more than current building typologies, and be developed to seamlessly transition from the single-family neighborhood to multi-family and mixed-use entering the Central Business District. The increased density may encourage consumers to regularly visit the mixed-use development and provide more conveniently located goods and services.

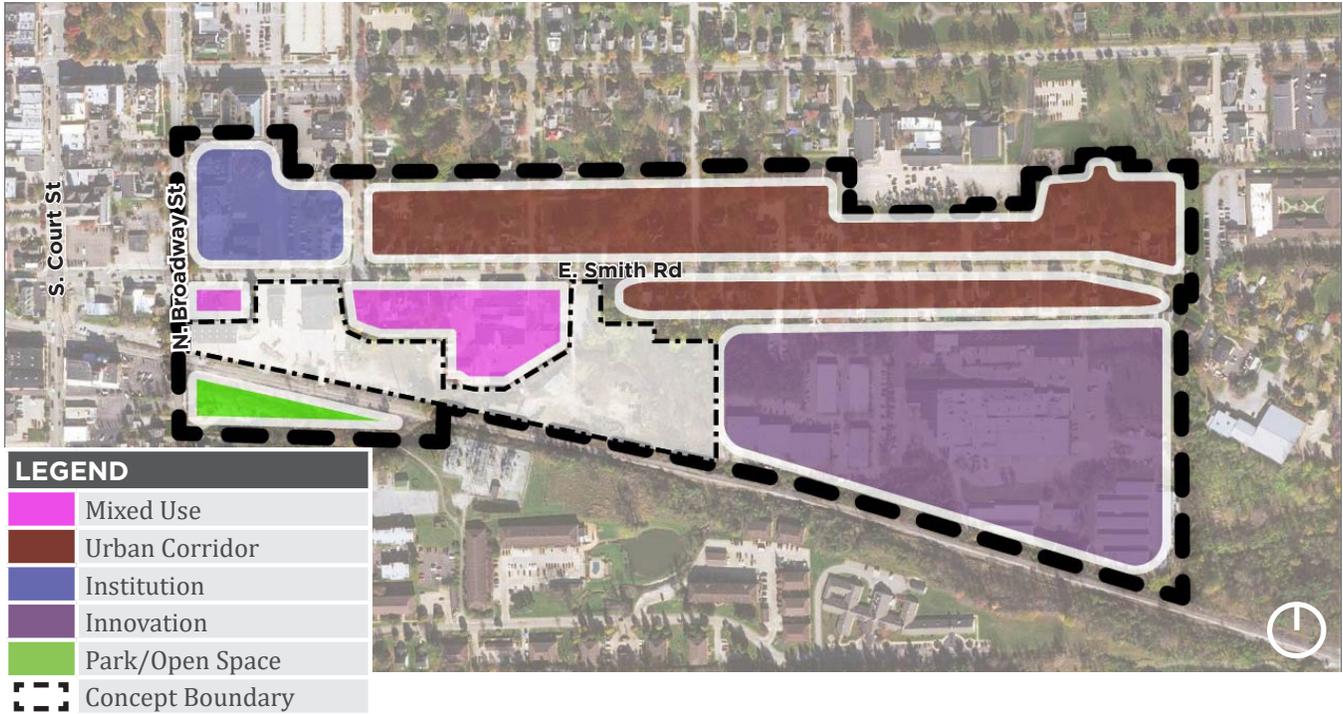


*View looking west along East Smith Road.*



*View looking north along South Broadway Street.*

### FOCUS AREA + FUTURE LAND USE MAP

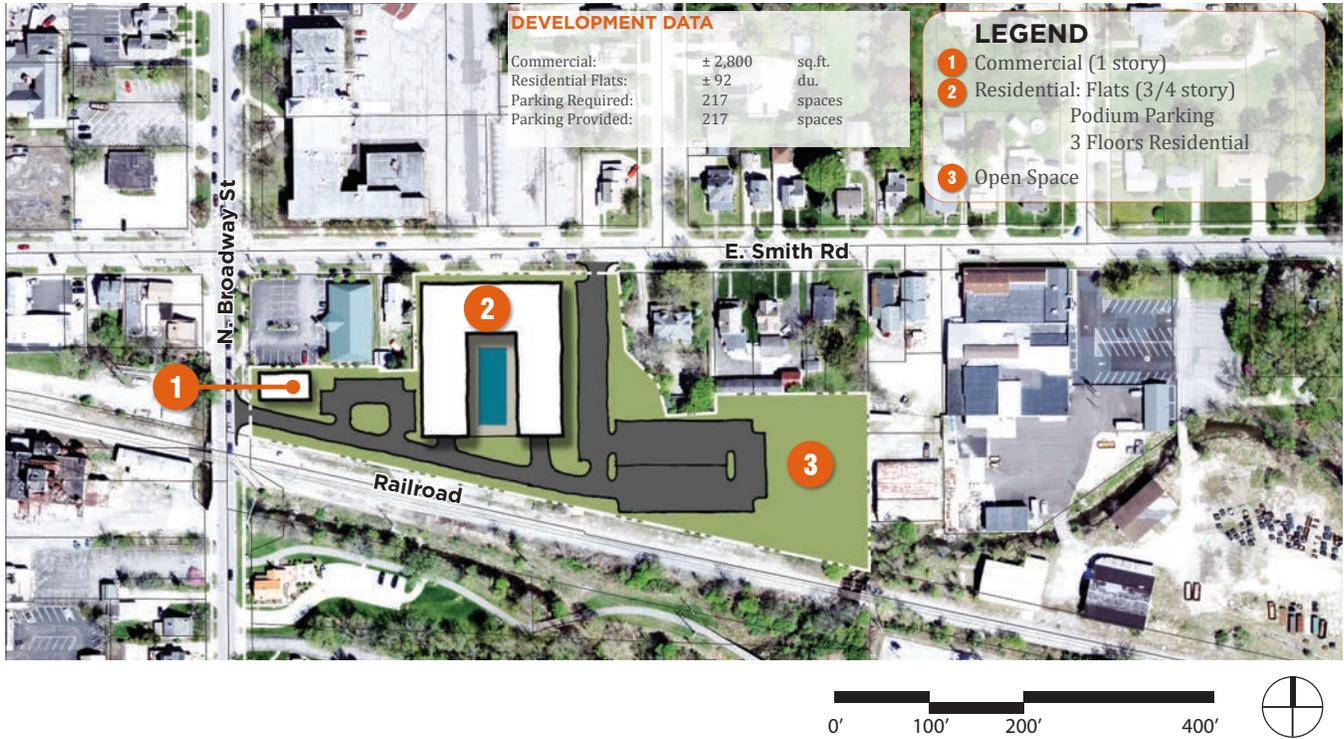


### CHARACTER IMAGES

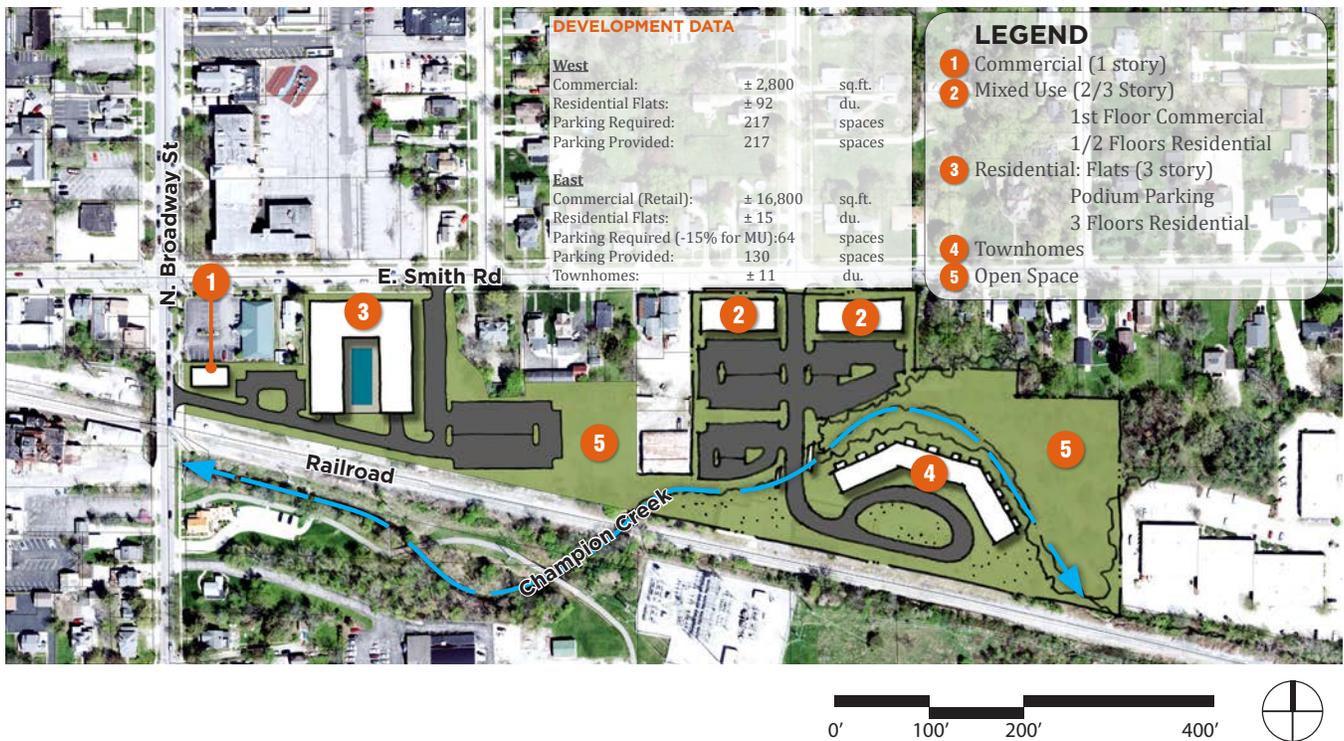




**DEVELOPMENT CONCEPT OPTION 1: COMMERCIAL & RESIDENTIAL**



**DEVELOPMENT CONCEPT OPTION 2: MIXED USE**



# SOUTH TOWN

## OVERVIEW

South Town is located just south of the Central Business District and historic downtown, spanning from Huntington Street to the west, Broadway Street to the east, Smith Road to the north, and Lafayette Road to the south. South Elmwood Avenue, Mill Street, and South Court Street are also included, with South Court Street as the main corridor within the district.

The district has industrial roots dating back to the 1880s, when the Industrial Age sparked construction of the railroad to serve emerging grain mills, lumber yards, and coal companies. The evolution of the area has included automotive uses and various commercial and retail properties.

Many people in the community recognize the potential of this district to evolve into a mixed-use development and supplement the adjacent Central Business District. The recent redevelopment of the Farmer's Exchange building, originally built in 1904, has sparked additional interest from the development community. This section presents options to re-imagine underutilized areas, enhance connectivity, and increase activity in South Town.

## ISSUES AND OPPORTUNITIES

South Town has grown considerably over the last few years and is home to many active businesses. The area includes a unique blend of historic structures and newly constructed buildings, creating a mix of building typologies and character. There are opportunities in the focus area to improve connections, enhance walkability, update

the streetscape amenities, and promote a mix of land uses to grow the district as a vibrant place within the community.

South Court Street serves as the primary corridor into the district but is bisected by a railroad that runs through the district's northern edge. The railroad crossing acts as a barrier to connect the district, with the Central Business District. The recent redevelopment of the Farmer's Exchange has created a new destination for both visitors and community members, but it has also highlighted the district's weaknesses concerning parking and connectivity.

Existing land uses throughout the district include multi-family, commercial, automotive, and single-family residential structures converted to office/retail spaces. Most of the land uses are developed in a suburban-style, auto-oriented development. New investments have been made in small pockets. Many areas can be re-purposed to increase efficiency and value, while preserving and enhancing the character. Planning for this district's growth is important with the growing need for housing and development interest.

As with any mixed-use, urban environment, parking can be scarce, especially public parking. While there are options throughout the Central Business District, there are few opportunities specifically in the district for parking. There are options to increase parking availability through re-configured lots and the potential for a parking garage in the long term. More importantly, improving walkability and connections from the surrounding Central Business District and neighborhood aides with parking.



## VISION

The South Court Street corridor is critical to the success and vibrancy of the district, as it is the primary entry and gateway. The vision starts with improving the connectivity, walkability, and aesthetic of South Court Street, beginning at the intersection with Smith Road, going south over the railroad crossing. The intersection features an enhanced crosswalk to increase pedestrian visibility and calm traffic. Street trees, raised planter beds, and seating would be scattered along the corridor to enhance the aesthetic and create a buffer between pedestrians and traffic.

A new pedestrian crossing may be located at the intersection with Mill Street to formalize pedestrian crossing patterns for the Farmer's Exchange. The crossing could extend towards Broadway Street to tie into the Champion Creek Trailhead. A new pavement treatment could be installed along the entirety of Mill Street to create

an opportunity to close the street for special events, and remain open during normal hours for vehicles and businesses located on the corridor. Additional lighting and tree plantings could also span the alleyway, creating a unique place and aesthetic in the district.

New gateway signage, installed on each side of South Court Street, enhances the entry and creates a sense of arrival to the district. Both options incorporate surrounding materials and the district's history into their respective designs. Option 1 features a truss-style structure on a brick base, with an internally lot logo and aluminum sign face. Option 2 is a corten sign on a brick face, mimicking the Farmer's Exchange building pattern.

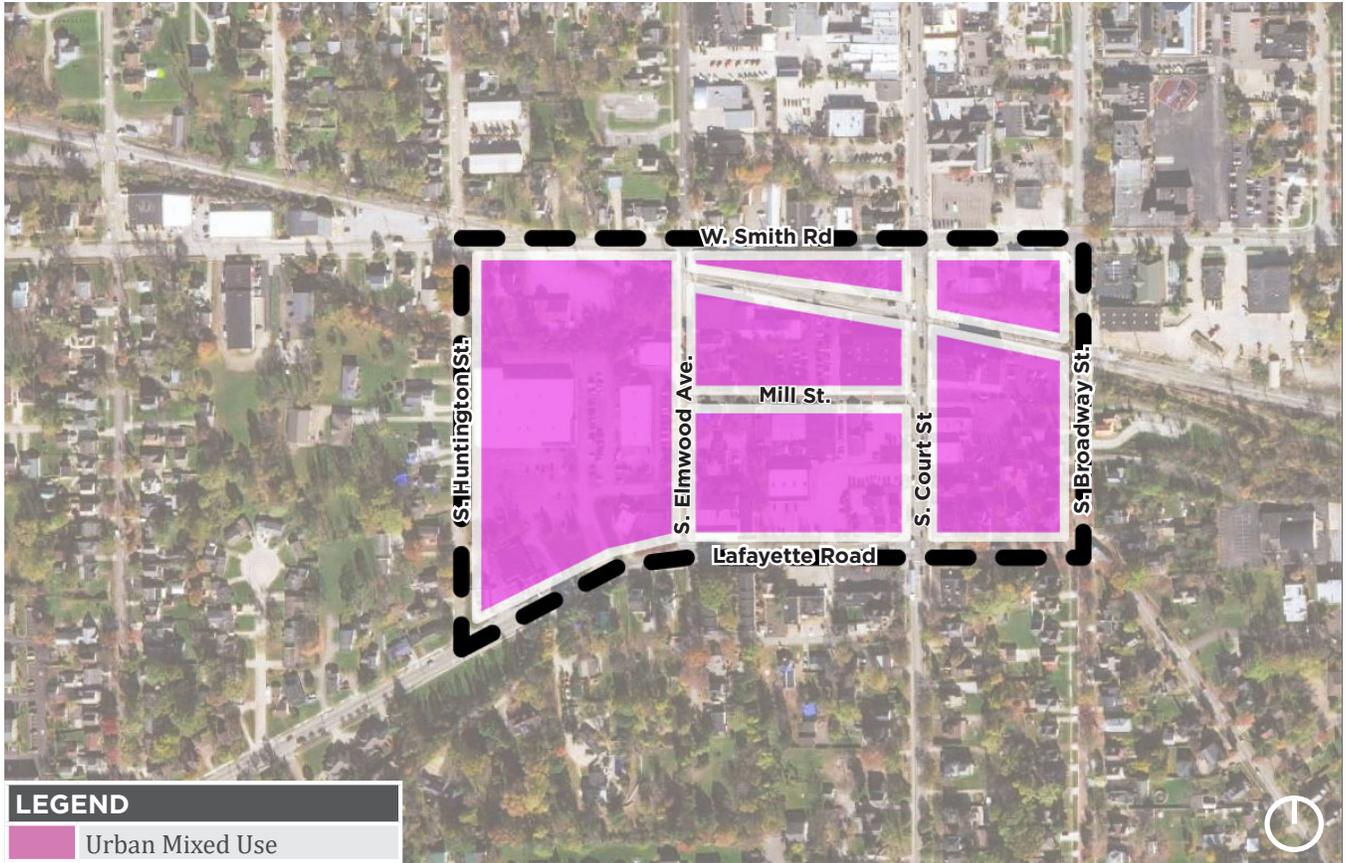


*View of the redeveloped Farmer's Exchange building on South Court Street.*



*Auto Collision Center located at the intersection of South Court Street and Mill Street.*

### FOCUS AREA + FUTURE LAND USE MAP



### CHARACTER IMAGES

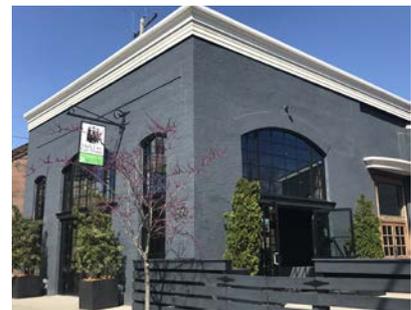




## DEVELOPMENT CONCEPT



## CHARACTER IMAGES



### GATEWAY SIGNAGE OPTION 2

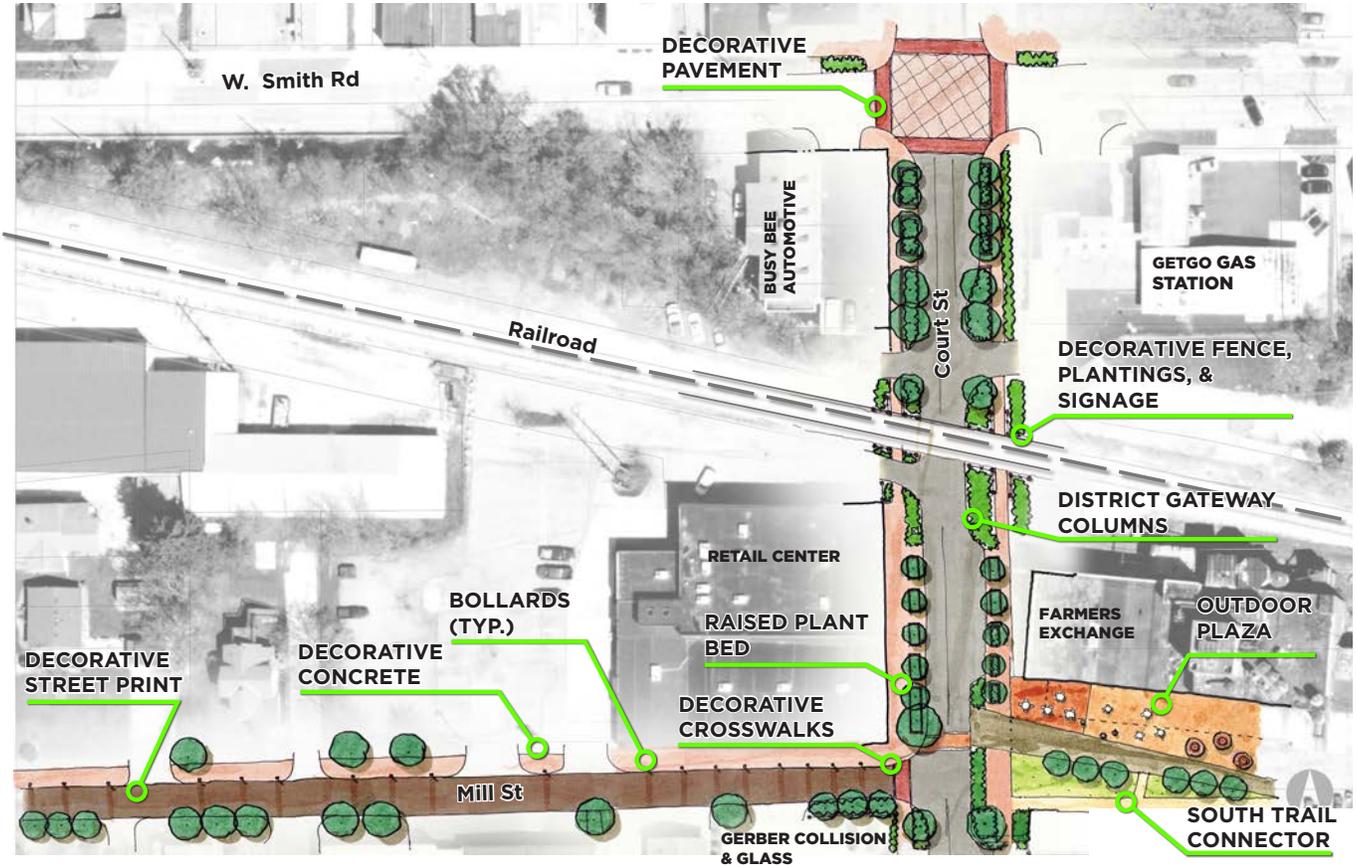


### GATEWAY SIGNAGE OPTION 1





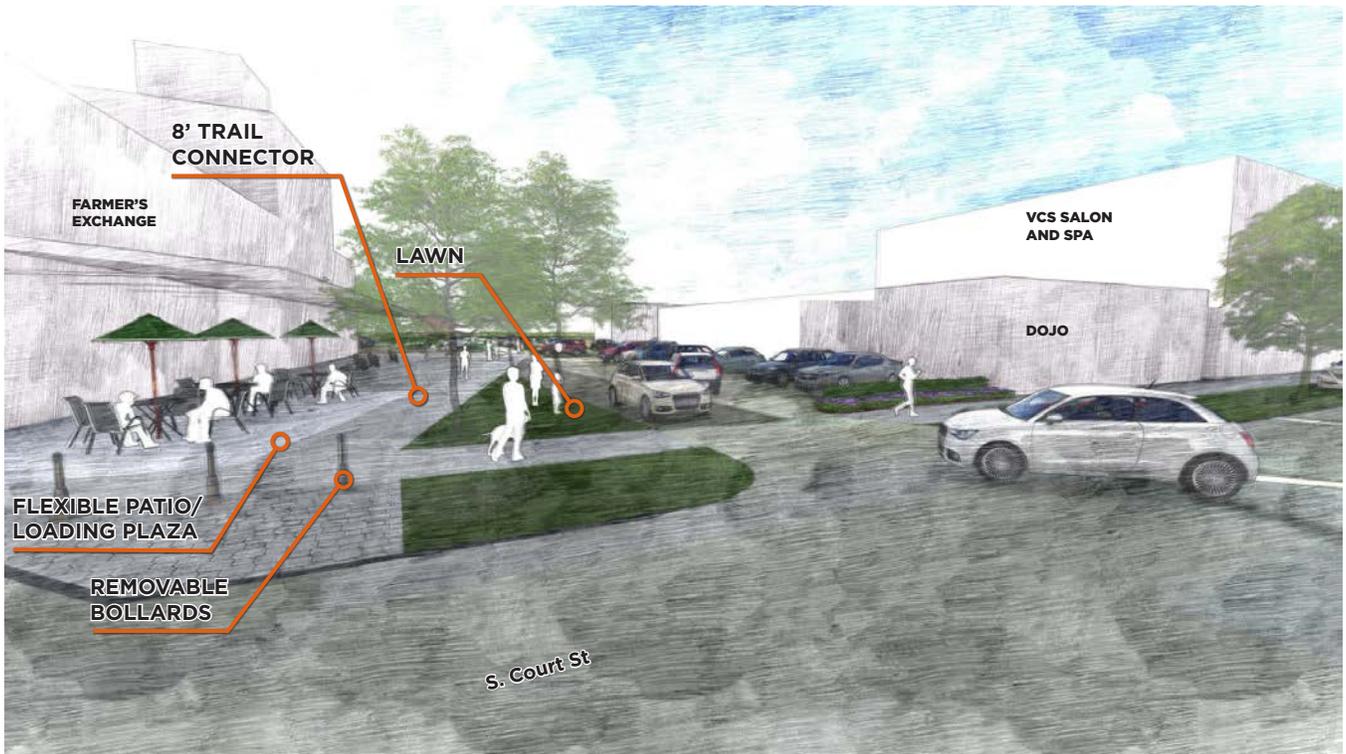
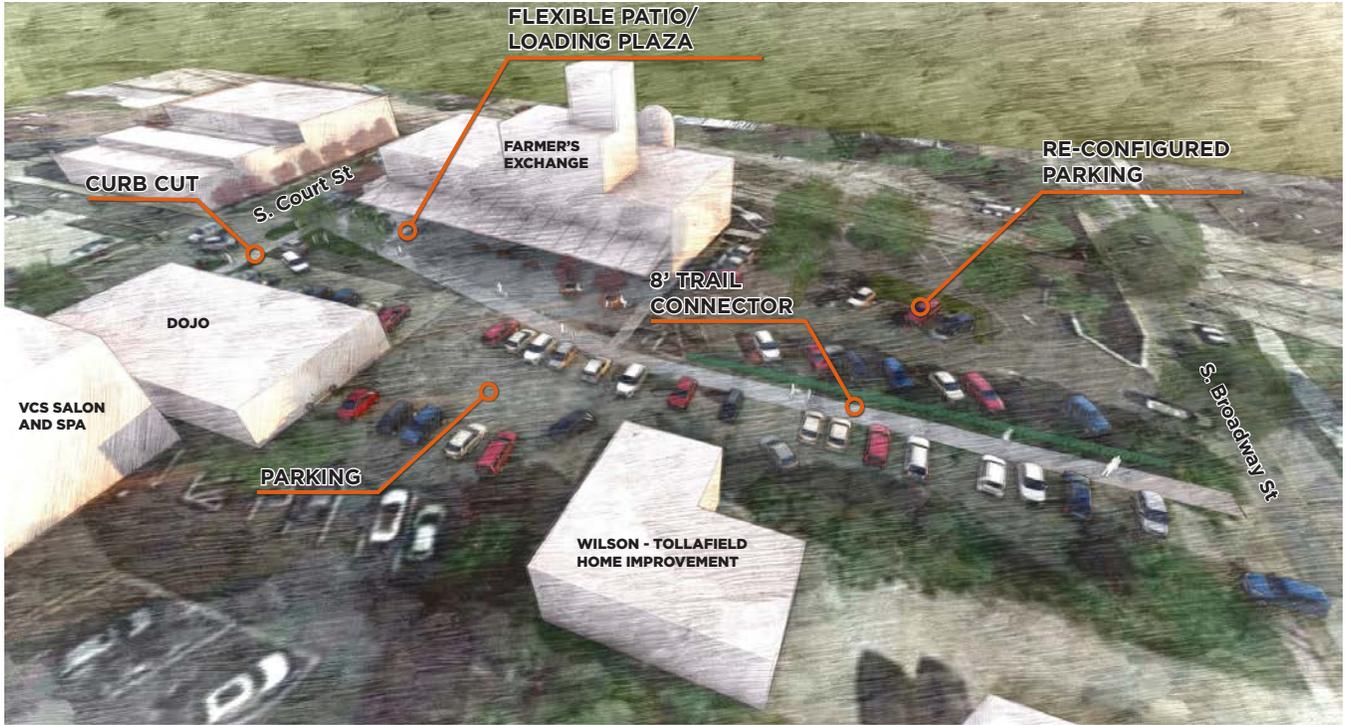
### STREETSCAPE IMPROVEMENTS PLAN



### STREETSCAPE IMPROVEMENTS PLAN: LOCATOR MAP

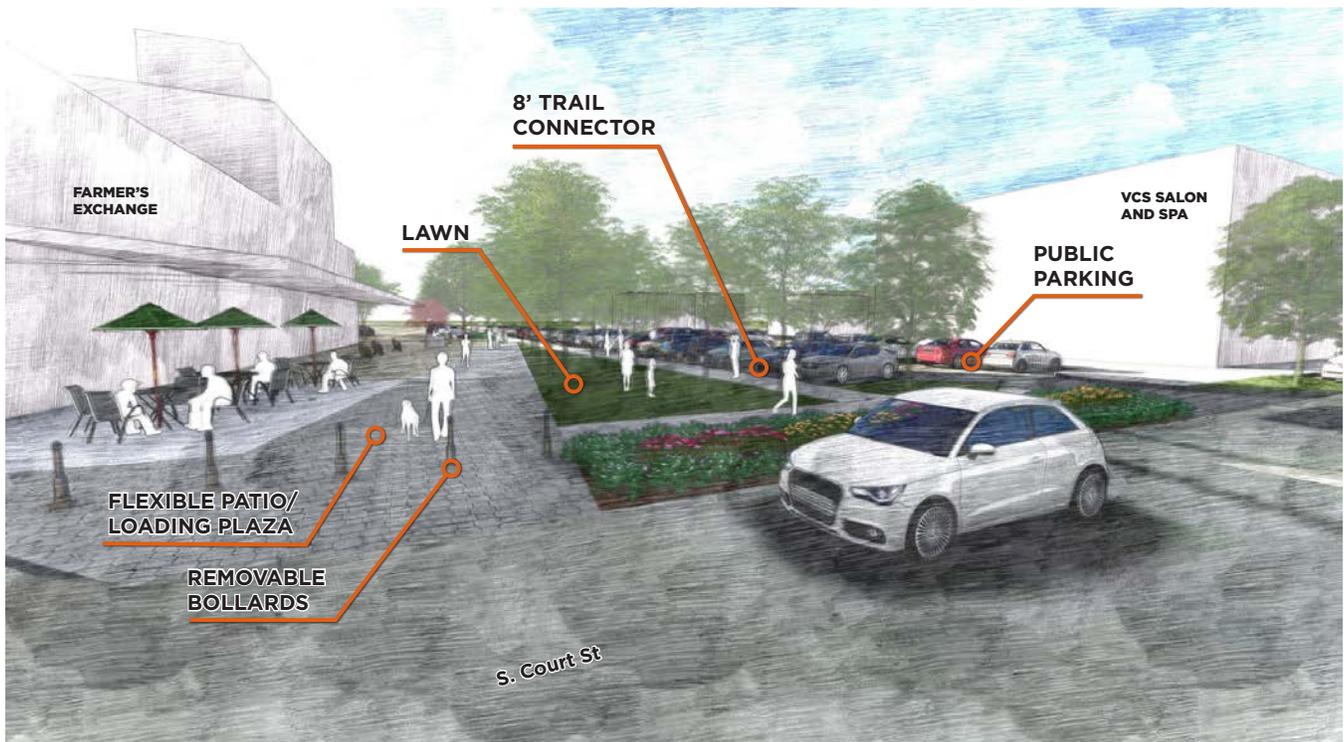
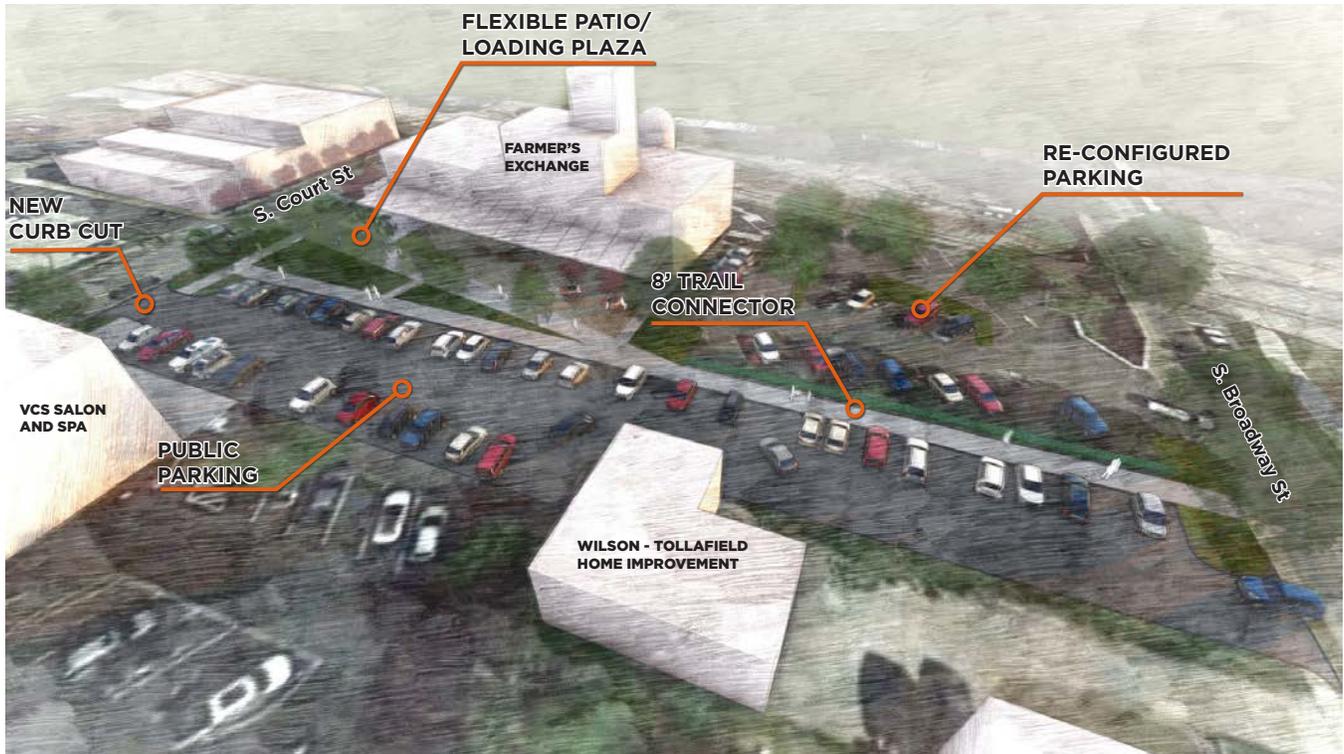


### EXCHANGE PLAZA - OPTION 1





## EXCHANGE PLAZA - OPTION 2



# WEST LIBERTY CORRIDOR

## OVERVIEW

West Liberty is one of the key corridors in the city. The street connects the center of the industrial-zoned properties to the west with the Central Business District. There is a unique cross-section and transition of historic homes, underutilized industrial and commercial properties, and the A.I. Root company campus existing along the corridor.

The areas to the north and south of the corridor includes a collection of historical homes and older industrial developments. The commercial properties are a mixture of typical suburban drive-up style development and historic residential homes converted into retail or office uses. The buildings have a deep setback positioning to the streetscape, often with some form of parking located in the front. Each business and parcel have dedicated curb-cuts with a relatively inactive streetscape, which includes typical sidewalks and crosswalks at intersections. West Liberty Street is also State Route 18 and State Route 57, a primary trucking route which runs through the Central Business District.

## ISSUES AND OPPORTUNITIES

The corridor features two distinct characteristics from the central business district to State Road. Starting at Huntington Street, just past Vine Street, there are primarily residential land uses or home structures converted to retail/office uses. The section features a typical sidewalk and comfortable amenity zone with a collection of mature trees that create a welcoming canopy effect when walking. Beginning near South Prospect Street and going west towards State

Road, the land uses shift to commercial centers, restaurants, and industrial uses, including the A.I. Root Company facility. The section is similar concerning the sidewalk and tree canopy conditions, however, the railroad crossing changes the nature of the corridor.

Founded in 1869, the A.I. Root Company facility anchors the focus area and provides potential for introducing development opportunities on adjacent parcels. The site is enhanced as a destination for visitors and community members by centralizing development around the facility.

There is an existing restaurant next to A.I. Root, an entertainment facility to the north, and a growing event space to the south. Traveling east on West Liberty Street towards the Central Business District, land use transitions into a mix of single-family residential and residences converted into retail/office. Maintaining the flexibility to convert single-family structures into retail/office uses is critical to maintaining the corridor's historic character and economic flexibility.

The right-of-way varies, but is approximately 65 feet with two 15-foot travel lanes going in either direction. The corridor is a trucking route, which increases traffic noise and volume. Despite the comfortable existing streetscape amenity zone, the noise resulting from the truck traffic creates an unpleasant pedestrian experience. The corridor does not have any permanent bike infrastructure, despite the potential linkages to existing trails, parks, and other community assets. Improving the walkability and introducing bicycle infrastructure can improve user experience and help influence development opportunities along the corridor.



## VISION

The current configuration of West Liberty is functioning, however, some improvements will improve pedestrian and cyclists experience, while maintaining the efficiency of the truck route. Two drive lanes would remain, but with a reduction in lane width and inclusion of on-street parking to supplement existing off-street parking. The reduction in lane widths will reduce the crossing length for pedestrians at intersections and improve pedestrian and motorist visibility at crossings. Crossings will be enhanced through upgraded materials to help increase visibility and strengthen the corridor character. Along the north side of the street, a multi-use path will link the Central Business District with future connections to the larger regional/local network.

The streetscape amenity zone space could be enlarged to create more space for landscaping and other amenities such as seating, lighting, and

signage. The increased size provides the ability to diversify plantings and further soften and buffer pedestrians and cyclists from the impact of traffic noise. The additional space can also provide an opportunity for future outdoor dining and other seating types for businesses while maintaining a clear and unobstructed pedestrian travel zone. Another potential feature of the streetscape design is the potential for green infrastructure installations to help with stormwater management.

The enhanced streetscape will further activate the corridor through improved modal connections and support investments in surrounding land use developments.



*Typical sidewalk condition along West Liberty Street.*

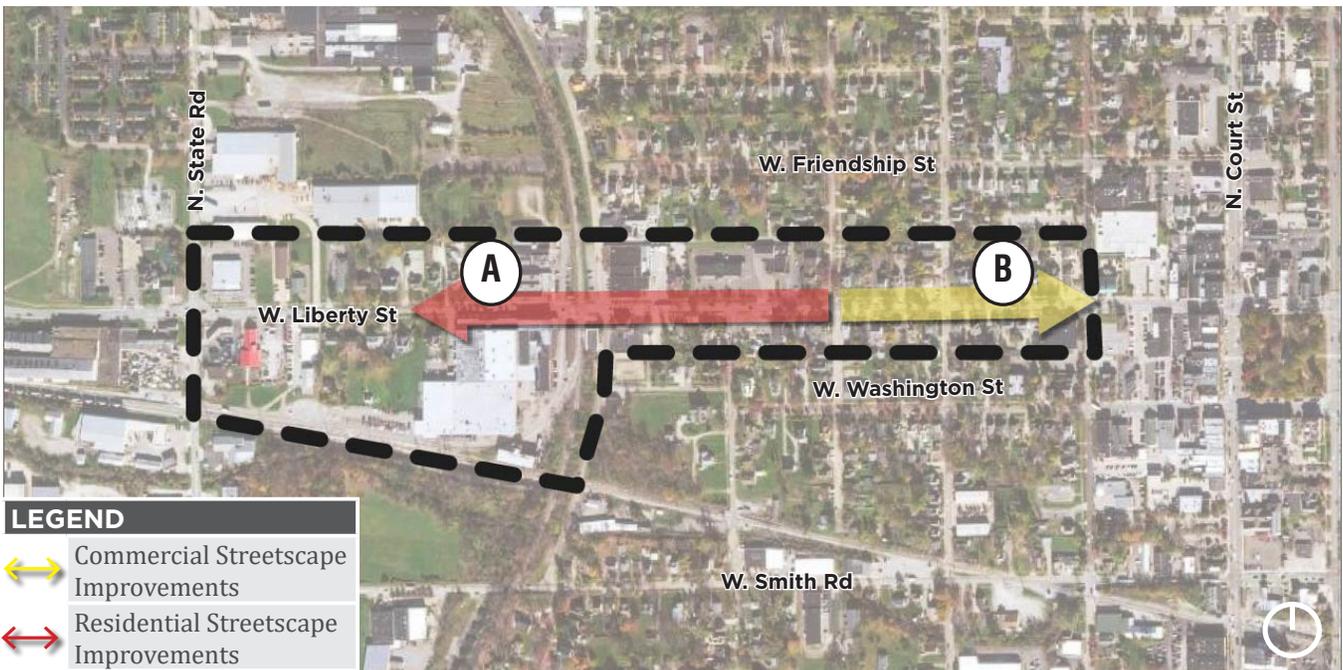


*A. I. Root Company facility.*

### FOCUS AREA + FUTURE LAND USE MAP

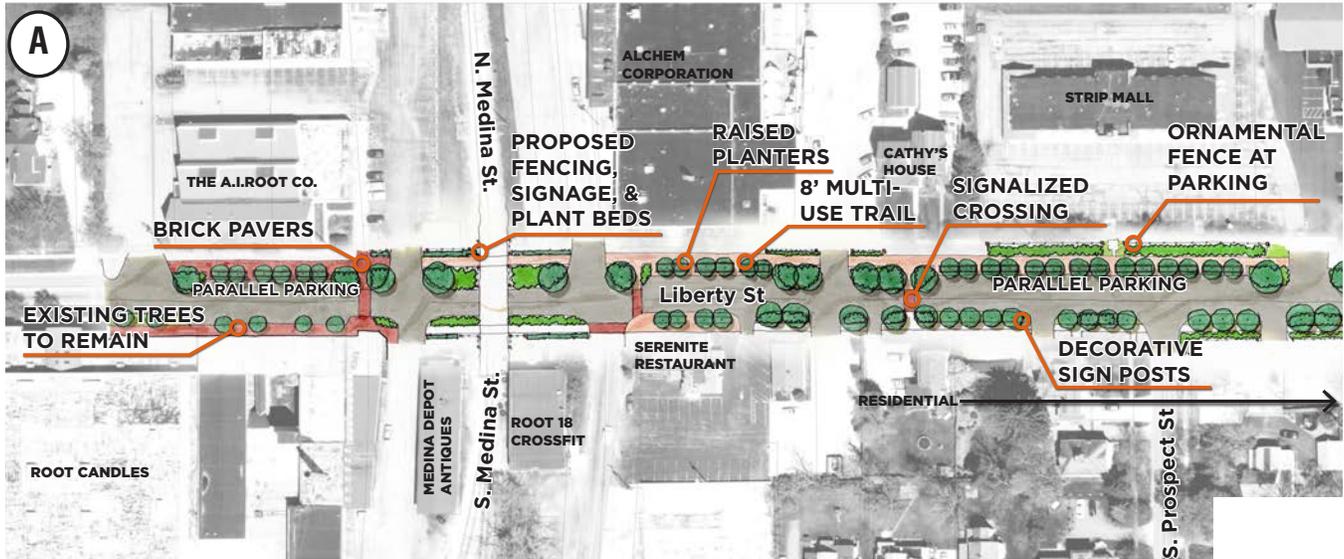


### STREETSCAPE IMPROVEMENTS

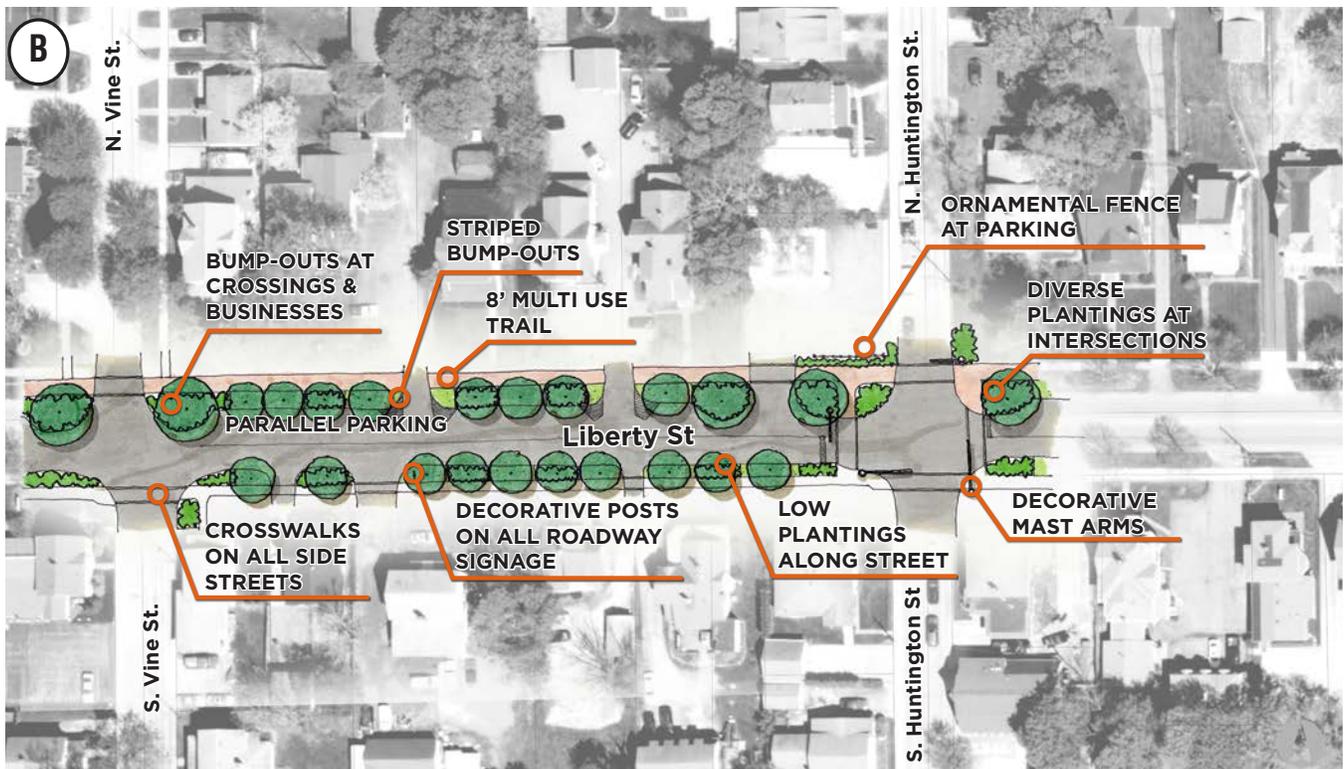




## STREETSCAPE PLANS



### SECTION A: COMMERCIAL



### SECTION B: RESIDENTIAL

**SECTION A: PROPOSED COMMERCIAL STREETSCAPE RENDERING**



Widen Sidewalk ±6'	Streetscape Amenity Zone ±10'	Drive Lane ±11' - 13'	Drive Lane ±11' - 13'	Parking Lane (*Optional) ±9'	Streetscape Amenity Zone ±8'	Multi-Use Path ±8'
Proposed ROW : ±65'						
Sidewalk ±5'	Streetscape Amenity Zone ±12'	Drive Lane ±15'	Drive Lane ±15'	Streetscape Amenity Zone ±13'	Sidewalk ±5'	
Existing ROW : ±65'						

**CHARACTER IMAGES**





**SECTION B: PROPOSED RESIDENTIAL STREETScape RENDERING**



Widen Sidewalk ±6'	Streetscape Amenity Zone ±9'	Drive Lane ±11' - 13'	Drive Lane ±11' - 13'	Parking Lane (*Optional) ±9'	Streetscape Amenity Zone ±9'	Multi-Use Trail ±8'
Proposed ROW : ±65'						
Sidewalk ±5'	Streetscape Amenity Zone ±13'	Drive Lane ±15'	Drive Lane ±15'	Streetscape Amenity Zone ±12'	Sidewalk ±5'	

Existing ROW : ±65'

**CHARACTER IMAGES**



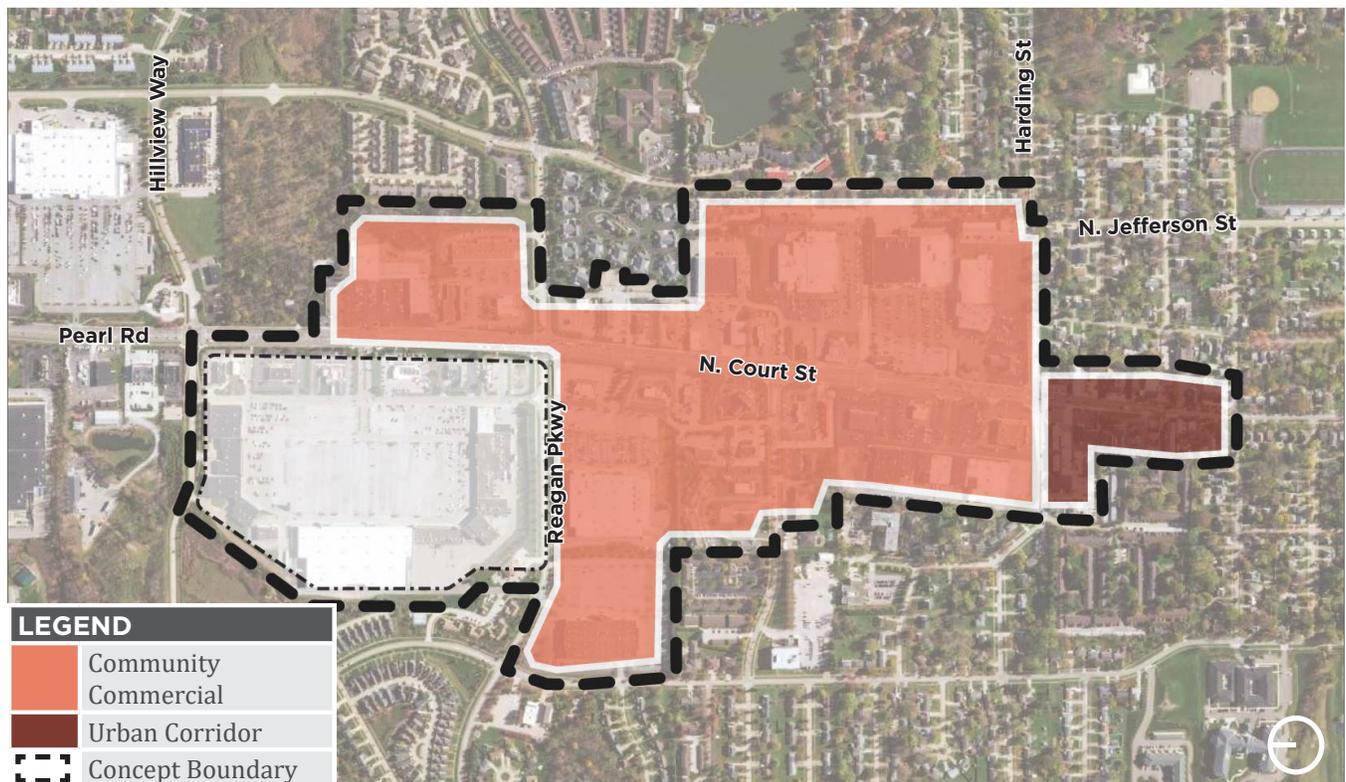
# NORTH COURT

## OVERVIEW

Located along the northern terminus of the city and primary corridor, the North Court focus areas provides an opportunity to reshape a strip shopping center complex and vacant big box retail store. The larger focus area is bound by Hillview Way and Harding Street, with North Court Street the main arterial connecting to the Central Business District and historic downtown. Most of the corridor features typical suburban style commercial development with several big box retailers such as Target, Giant Eagle, Buehler's, and Marshalls.

Some of the properties includes small out-parcels with additional retail, fast food, and other commercial types. Buildings have a deep setback, with parking in front of the businesses and curb cut access at organized intersections. The focus area is surrounded by traditional single-family and multi-family neighborhoods with connectivity from the shopping centers to the neighborhoods.

## FOCUS AREA + FUTURE LAND USE MAP





## **ISSUES AND OPPORTUNITIES**

The former Kmart site was identified early and often in the planning process as an opportunity for redevelopment. The site is located at the north end of the focus area, just north of Reagan Parkway, a key arterial in the city. The site features existing commercial shopping, but contains a large surface parking lot, usually empty. Properties like this tend to be viewed as part of the past, and smart growth and development has helped to enhance vacant big box retail stores and shopping centers like these be much more sustainable and efficient.

Commercial shopping areas are now being developed in a reverse fashion compared to the existing conditions. Rather than parking fronting the street, the buildings are often fronted on the corridor, with parking on the side or rear.

This allows businesses to be prominently showcased with consumers walking from shop to shop, rather than driving and walking through a wide-open parking lot. Introducing mixed-use development to commercial retail areas also brings permanent residents to the shopping area, increasing consistent business in the area. By centralizing commercial retail, it opens the rest of the site to be utilized for multi-family residential condos, apartments, and townhome housing.

This area can also serve as a location for businesses who either have outgrown their current location in the historic downtown area or want to locate in the City of Medina. The location provides an appropriate area for diversifying the housing typology and development type.



*Former Kmart building and parking lot.*



*Buehler's grocery store on North Court Street.*

## **VISION**

North Court offers a unique opportunity to create a complementary development and gateway for the northern entry point into the city. With vacant retail space, an aging commercial facility, and outdated organization of space, the former Kmart site is prime for a makeover, with businesses remaining in the same general area. Both options re-arrange the site by breaking down the large parcels into more walkable blocks featuring a mix of residential and mixed-use developments. Along Hillview Way, residential townhomes introduce a new housing typology and higher density flats, located near Reagan Parkway, also offer housing options. The increased density will

provide consistent consumers for the mixed-use development and existing commercial retail.

Two-story mixed-use buildings are featured at the center of the developments, creating a main entry drive from North Court Street. These buildings would include commercial businesses, retail, and restaurant opportunities on the first floor, and residential apartments/lofts above. The streetscape would include parallel parking and a large sidewalk that allows access to building frontages. Parking would be located between and behind buildings. Open space for outdoor dining, small events, and green space for the residents would also be integrated into the phased concepts.

### **REDEVELOPING COMMERCIAL VACANT PROPERTIES IN LEGACY CITIES**

#### **A GUIDEBOOK TO LINKING PROPERTY REUSE AND ECONOMIC REVITALIZATION**

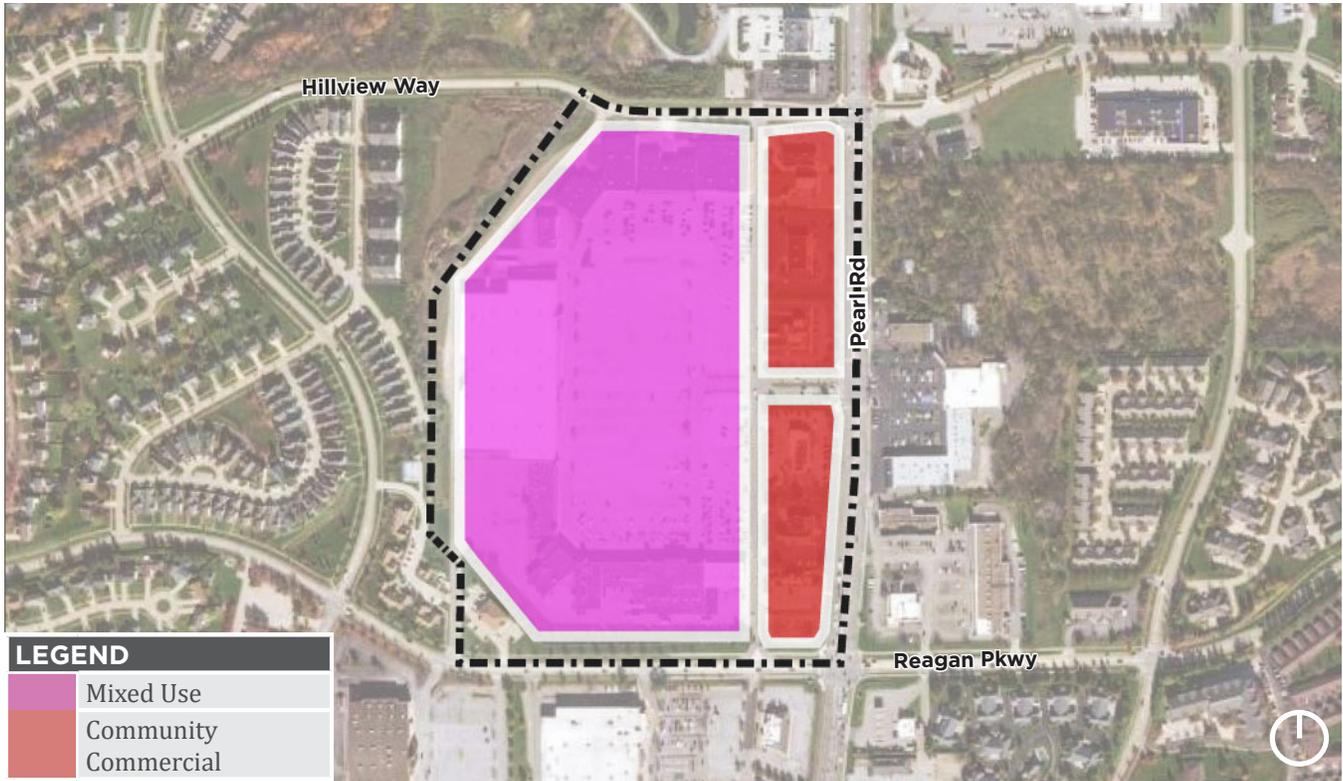
The Greater Ohio Policy Center, in partnership with the German Marshall Fund of the United States and the Center for Community Progress, has developed this document, *Redeveloping Commercial Vacant Properties in Legacy Cities: A Guidebook to Linking Property Reuse and Economic Revitalization*, as a project of the German Marshall Fund's Cities in Transition (CIT) initiative. CIT is a three-year project to build a network of policymakers, practitioners, and civic leaders in five older industrial cities: Detroit and Flint, Michigan; Cleveland and Youngstown, Ohio; and Pittsburgh, Pennsylvania. The idea for the guidebook grew out of discussions with network participants who identified redeveloping and reusing commercial vacant properties as a critical challenge in their cities.

This guidebook supports the transition of vacant commercial properties to productive reuse and strategically links this reuse to local and regional economic regrowth in legacy cities. The tools and strategies throughout the guidebook are intended for use by practitioners, policymakers and leaders at local and state levels. Community development organizations, municipal planning and economic development officials, Main Street program and commercial district managers, Business Improvement Districts, chambers of commerce, and land banks may find the tools particularly useful for commercial revitalization efforts. While the tools, strategies, and policy recommendations are particularly relevant for legacy cities and their communities, they are also applicable to all cities and regions that seek to reuse commercial vacant properties with the purpose of enhancing community stability and economic development.

<https://www.greaterohio.org/all-publications>



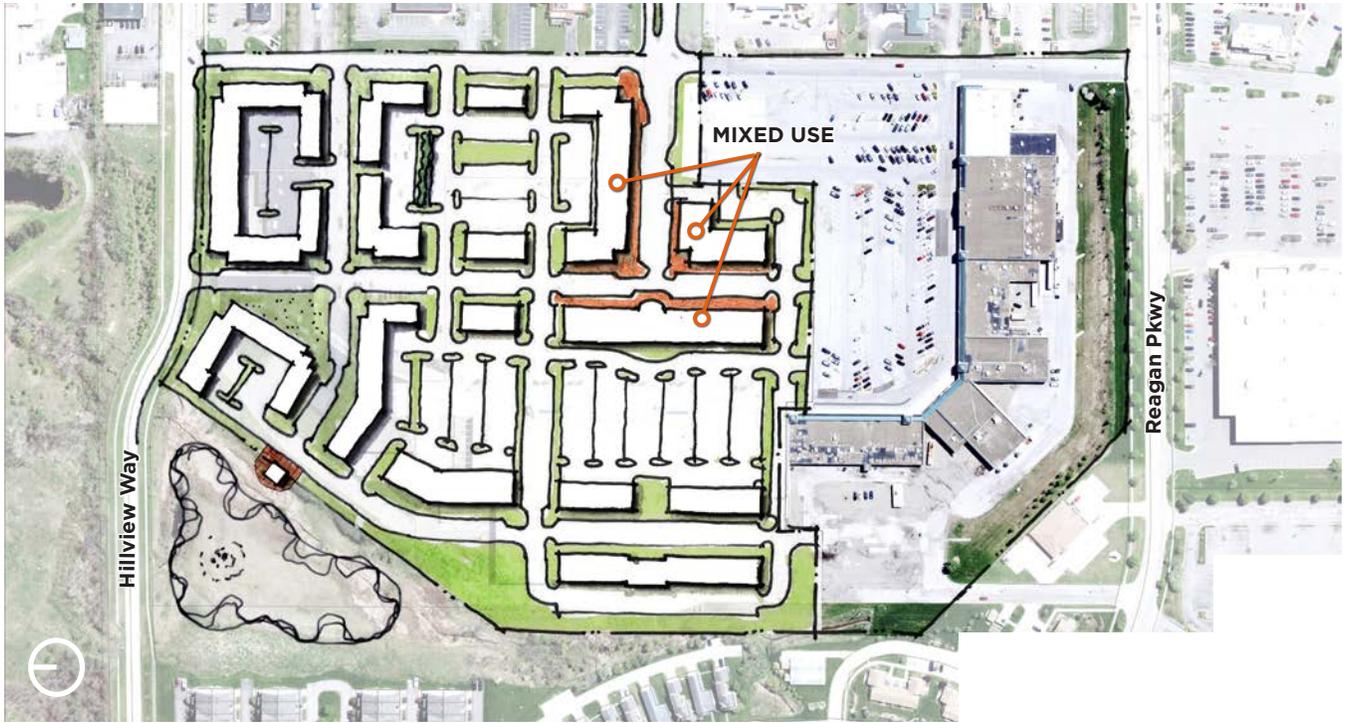
## DEVELOPMENT CONCEPT



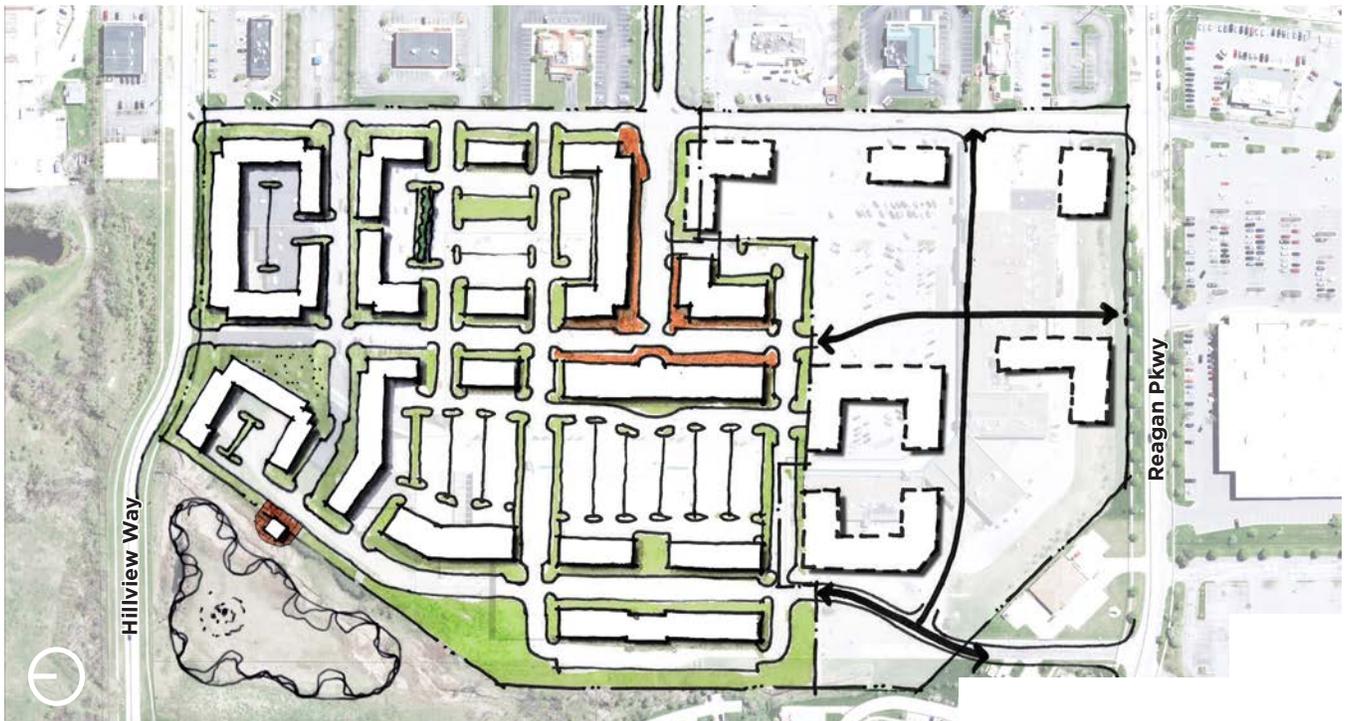
## CHARACTER IMAGES



**NORTH COURT CONCEPT PHASE 1: TOWNHOMES & MIXED USE**



**NORTH COURT CONCEPT PHASE 2: FUTURE RESIDENTIAL & MIXED USE**





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# SIX

## Appendix





## Appendix

### **PUBLIC INPUT RESULTS**

The purpose of this chapter is to provide a record of all the online survey responses, activity results from the steering committee meetings and public workshops, and any other miscellaneous items from the planning process, as record.

DRAFT - 06/01/2022



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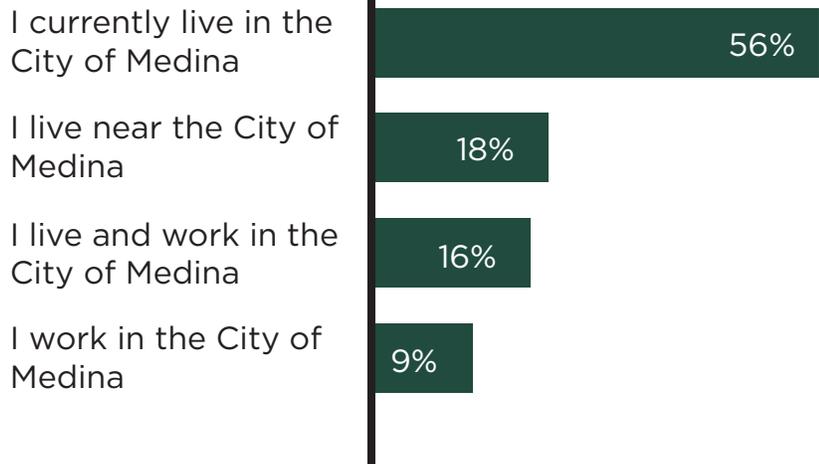
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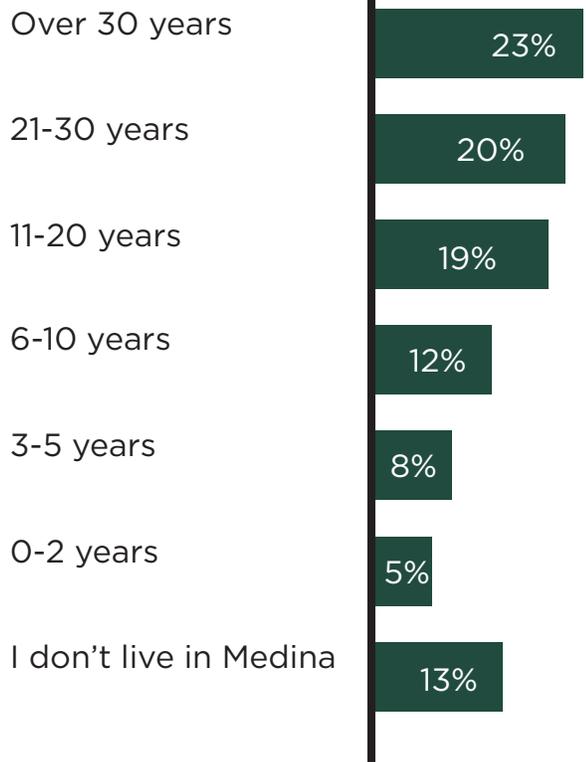


**ONLINE SURVEY RESULTS**

**Q 1: What best describes you?**

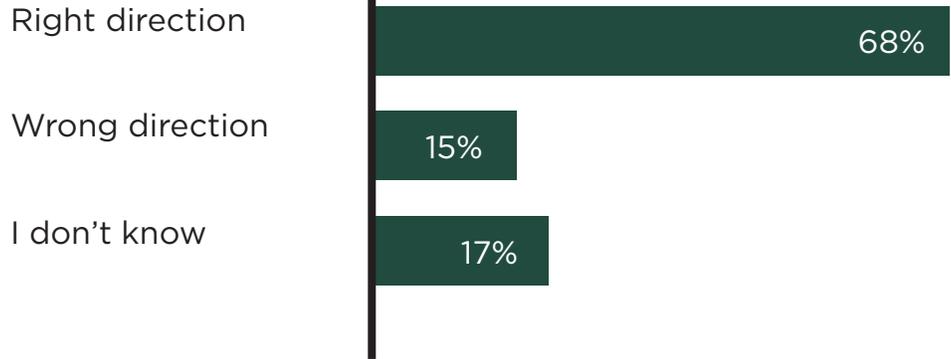


**Q 2: If you live in Medina, how many years have you lived there?**





**Q 3: Generally speaking, would you say Medina is going in the right or wrong direction?**

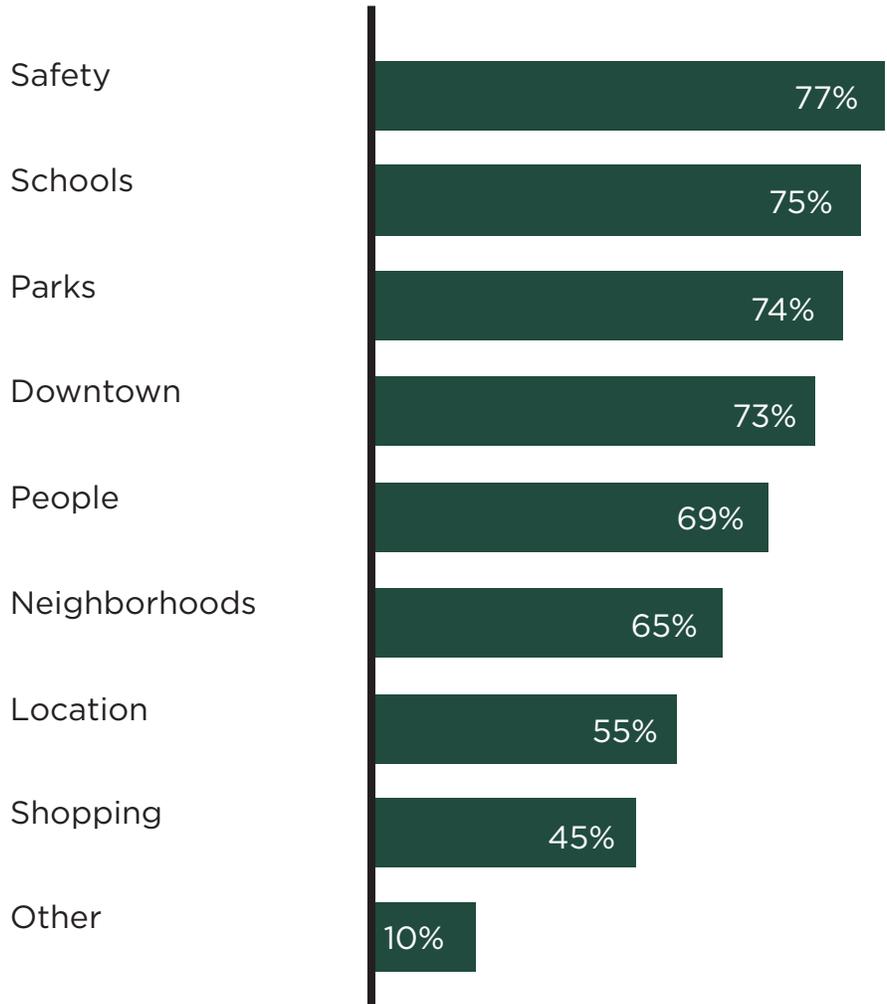


Q 4: On a scale from 0 to 10, where 0 is “extremely low” and 10 is “extremely high”,

**How would you rate the quality of life in Medina?**

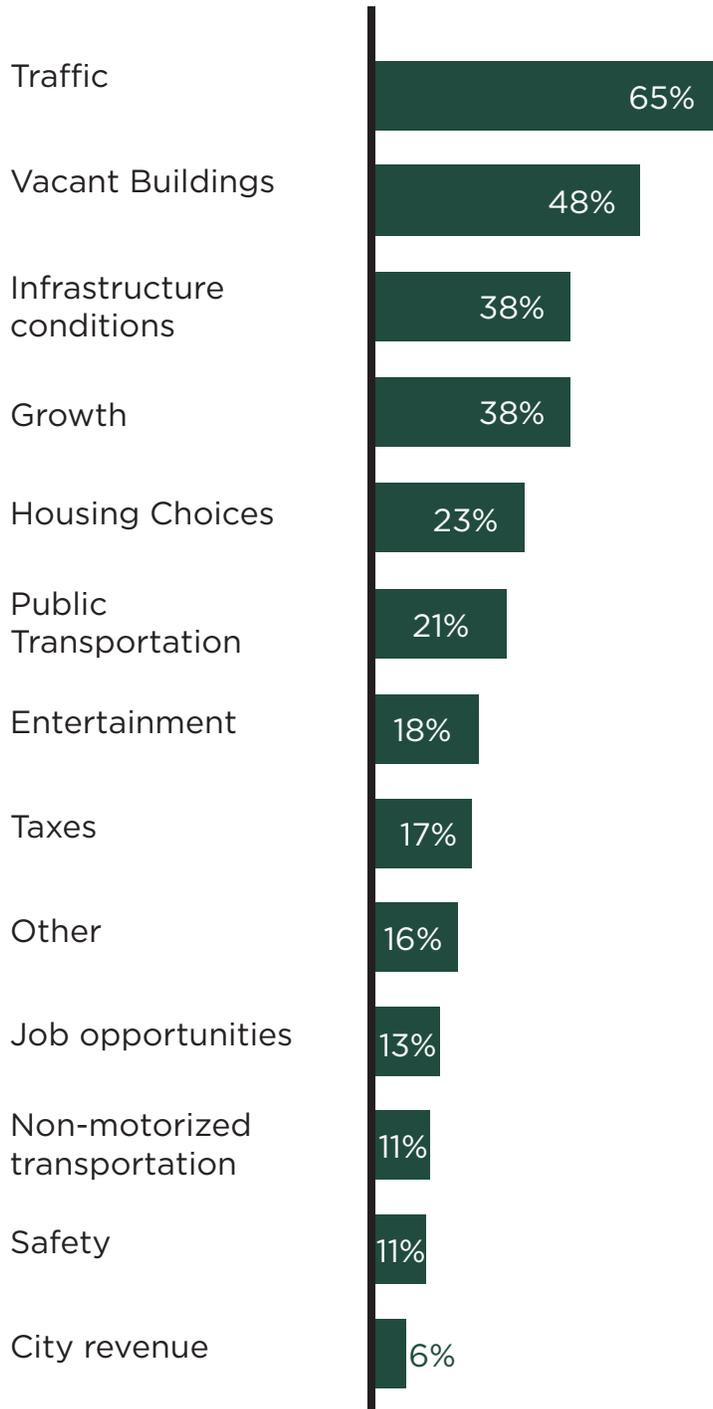


**Q 5: What elements in the community do you believe shape the quality of life in Medina?**



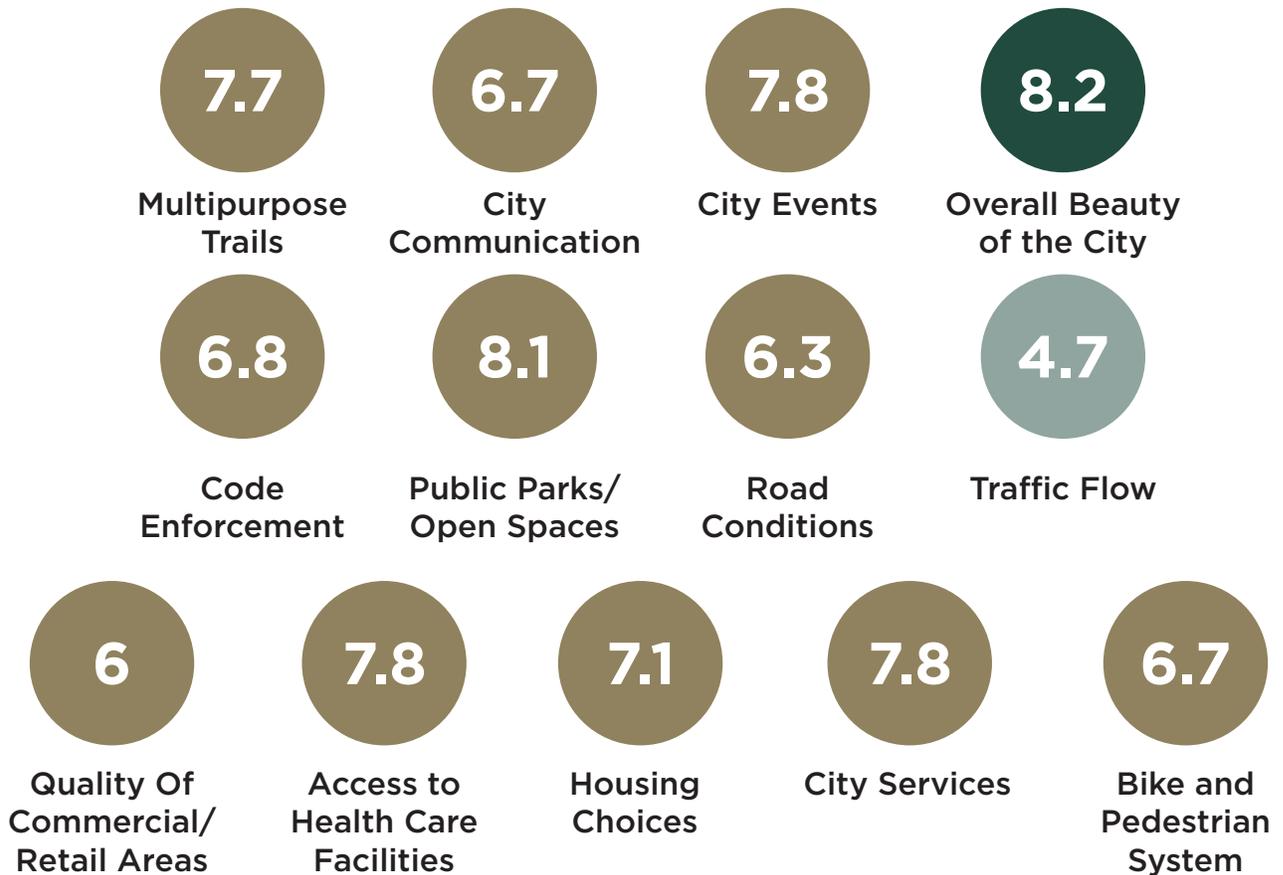


**Q 7: What are the most significant challenges facing the City of Medina today?**



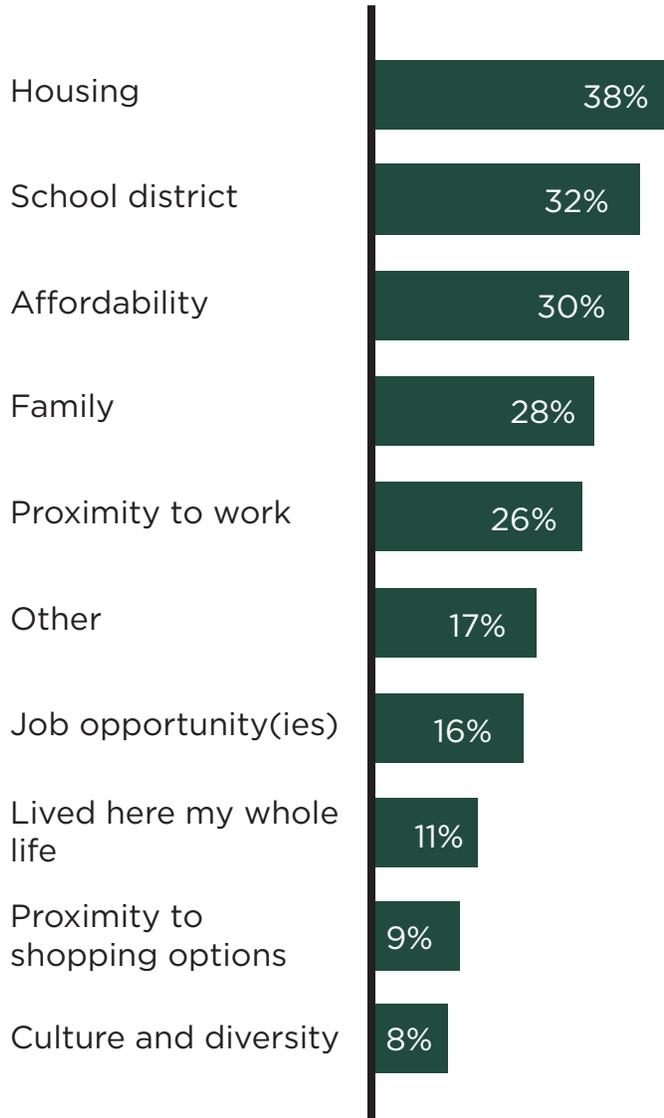
Q 9: On a scale from 0-10, with 0 being “not at all satisfied” and 10 being “extremely satisfied,”

**How satisfied are you with the following services and characteristics?**

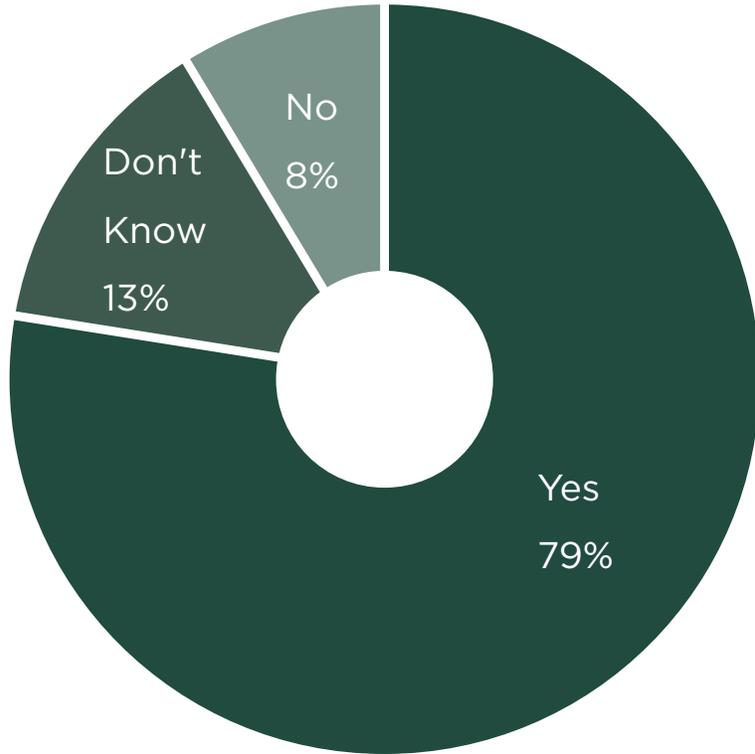




**Q 10: What initially brought you to Medina?**

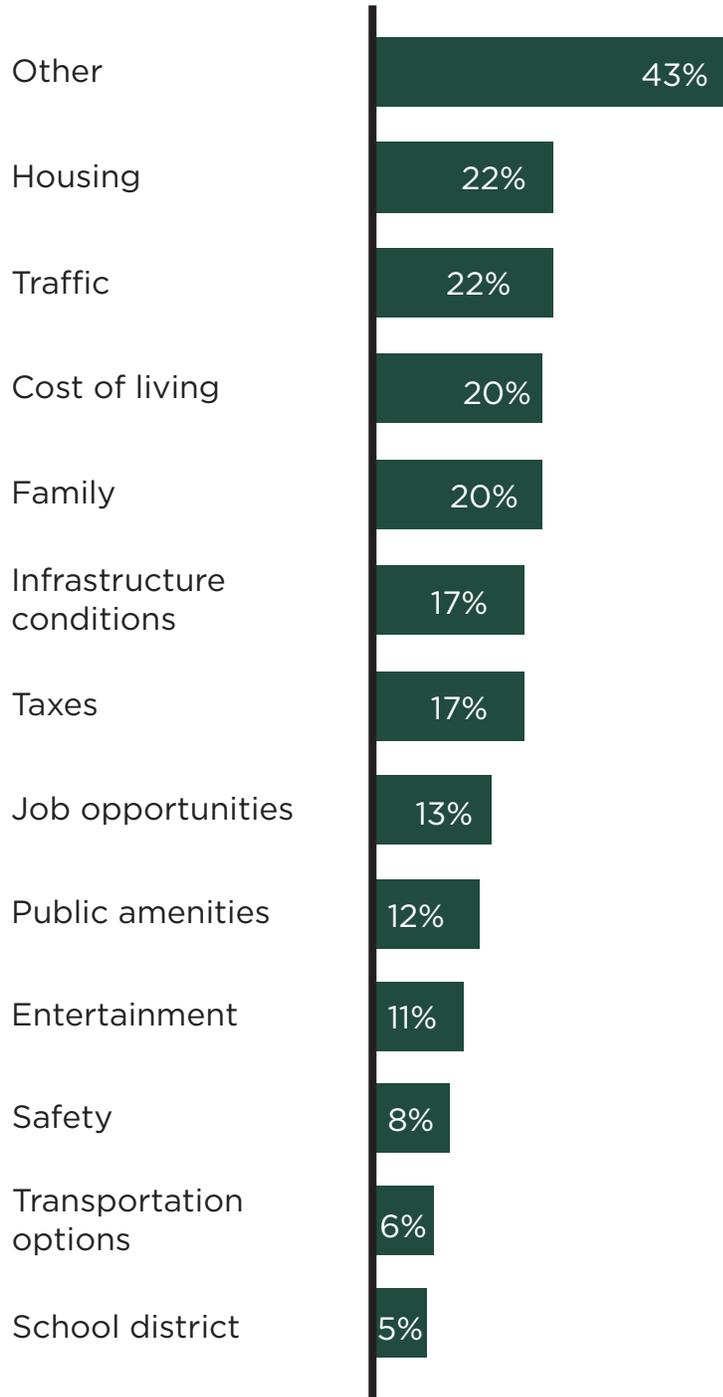


**Q 12: Do you see yourself living in Medina in the next 5 years?**



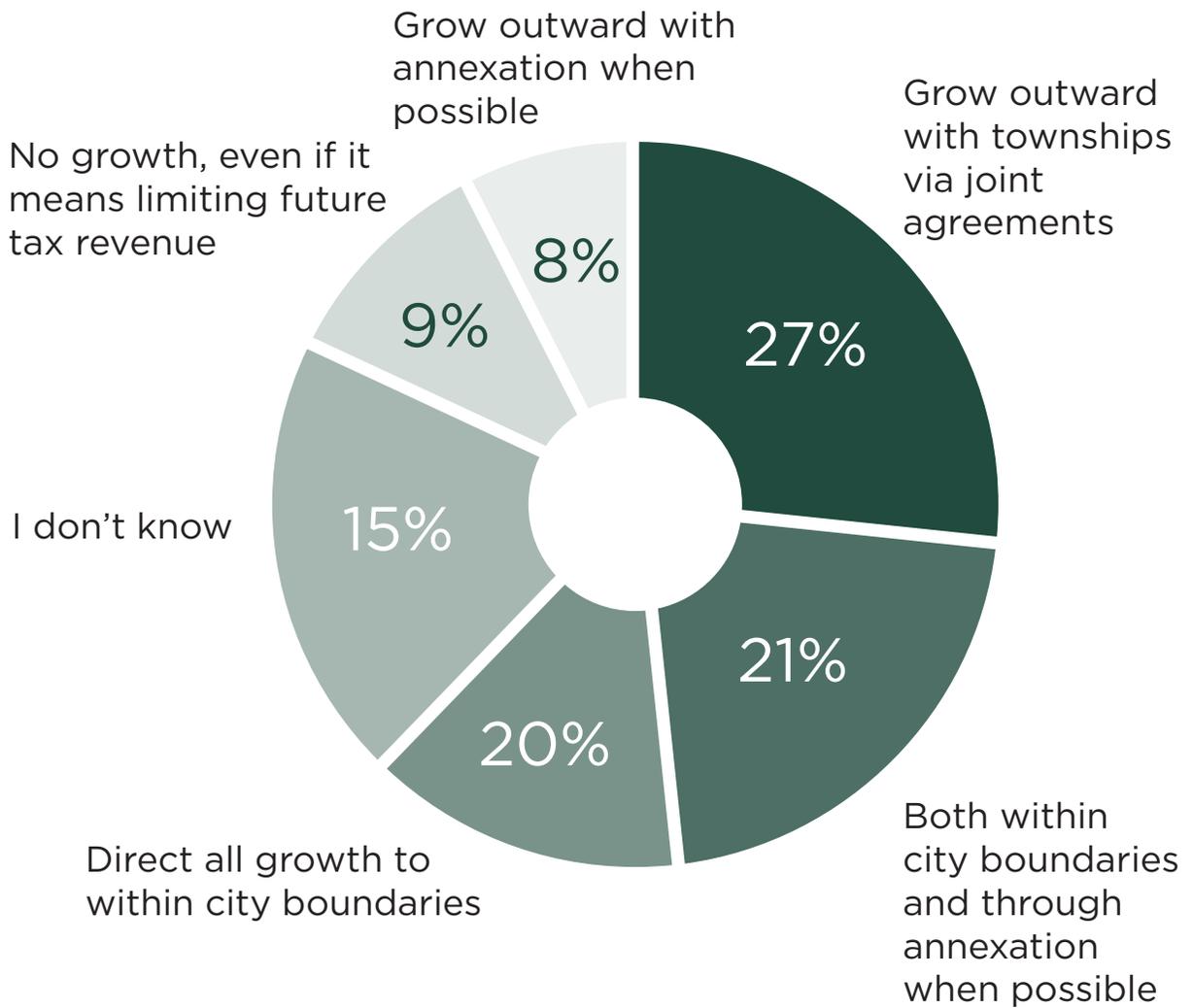


**Q 13: Why do you not see yourself living in Medina in 5 years?**



Q 15: Medina has experienced different types of growth over the last few decades. Looking ahead to the next 10 years,

**How do you think the City should grow?**





Q 16: Thinking a little about future growth and development, on a scale of 1 to 5, with 1 being “strongly disagree” and 5 being “strongly agree”,

**How would you rate the following statements?**

3.9

We need to grow the economy to maintain a healthy tax base and quality community services.

4.3

We should focus on developing older commercial areas.

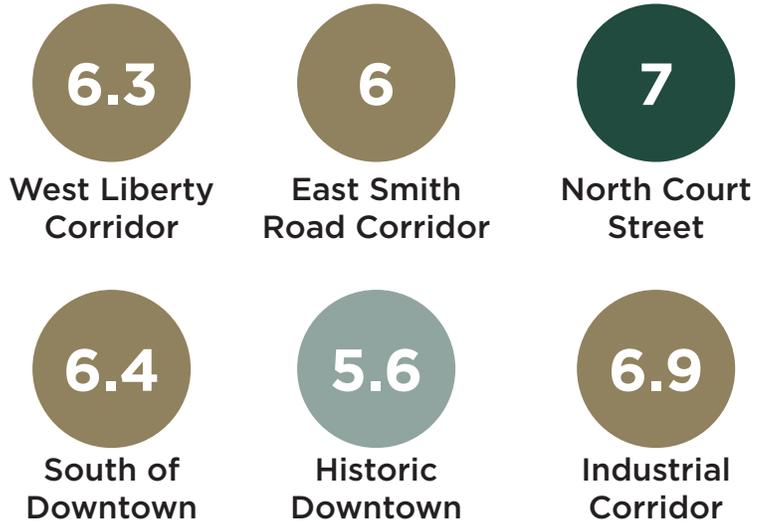
3.3

We need to expand housing choices for all ages and household types.

2.5

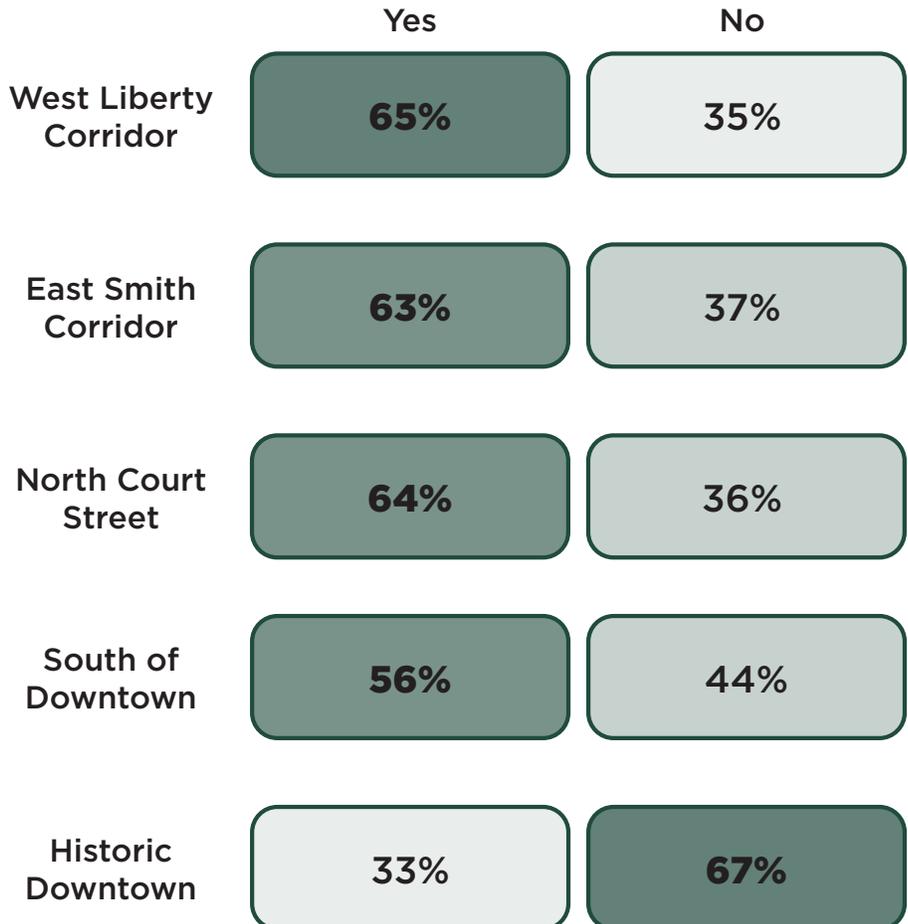
Limit growth, keep things the same.

Q 17: On a scale from 0-10, with 0 being “not appropriate at all” and 10 being “very appropriate,”



How appropriate are each of the following locations for development in the future?

Q 18: Within these focus areas, would you support a mix of building densities and 2-4 stories of mixed-use development?



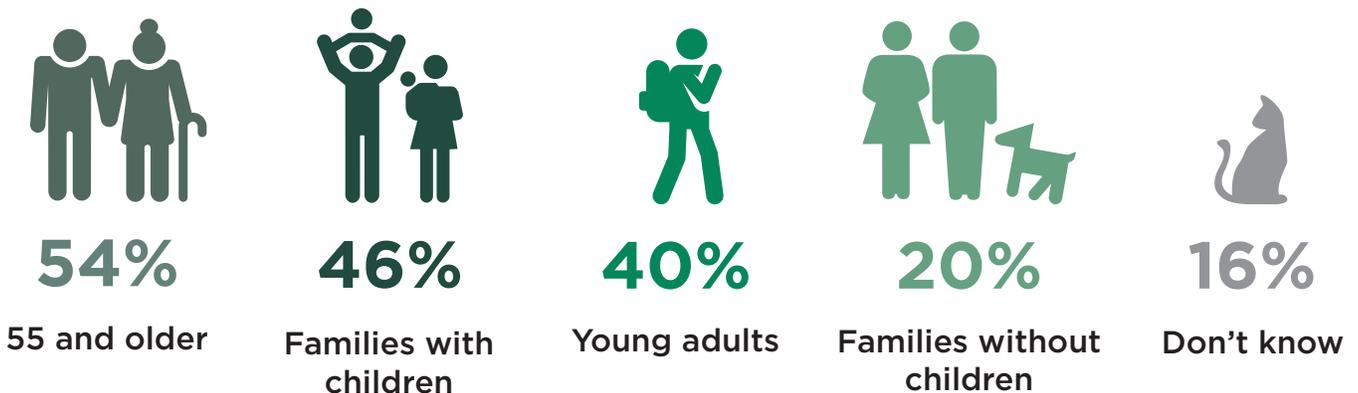


Q 19: On a scale from 0-10, with 0 being “extremely unimportant” and 10 being “extremely important,”

**How important are each of the following housing characteristics when thinking about residential growth and development?**



Q 20: What group of people might need more housing in Medina over the next 10 years?

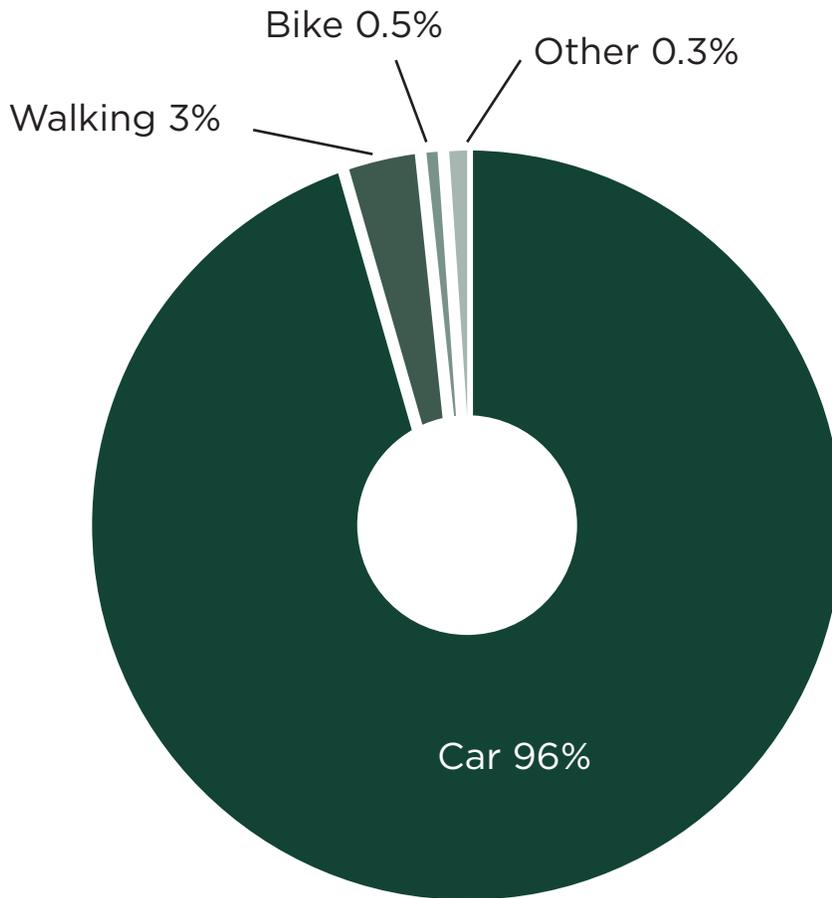


**Q 21: Does Medina need more, less, or have the right amount of each of the following types of housing?**

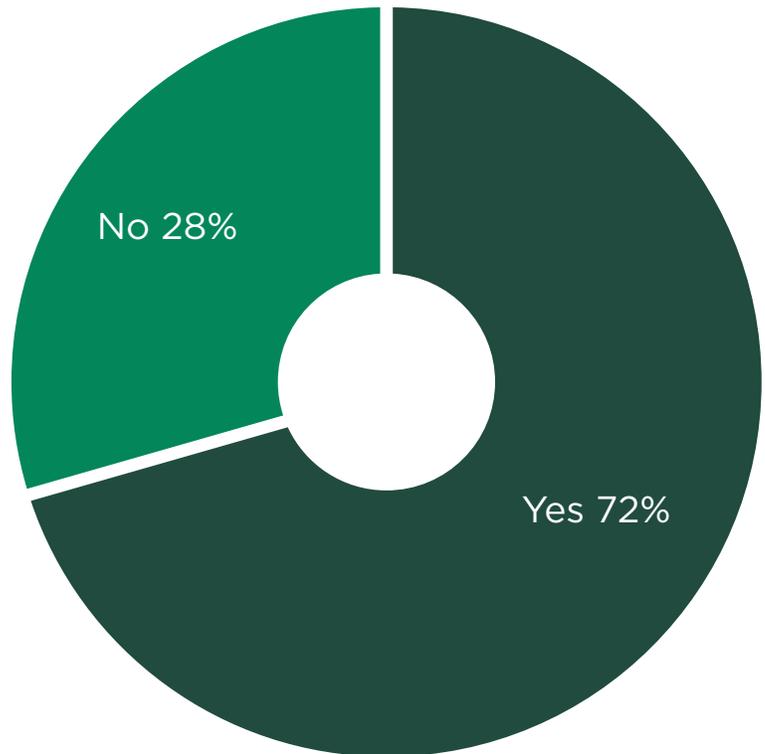
	Needs More	Right Amount	Needs Less
High-end Apartments	21.7%	58.4%	19.8%
Moderately Priced Apartments	43%	42.7%	14.3%
Condominiums	29.2%	51.5%	19.3%
Mixed-Use Development	33.5%	51.8%	14.7%
Senior Housing	33.7%	51.1%	15.2%
Single-Family Housing	27.3%	61.8%	10.9%
Townhomes	28.9%	56%	15.1%



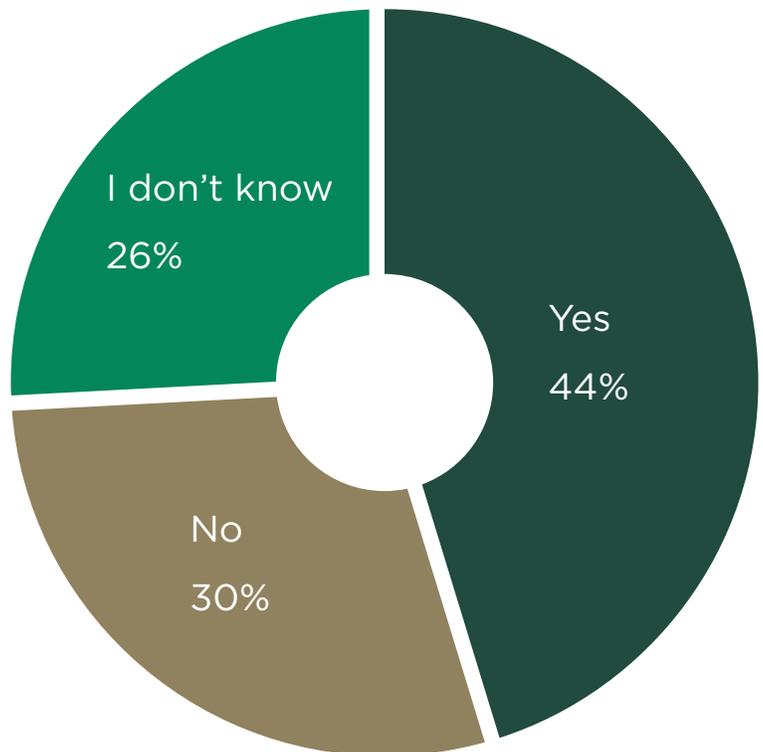
Q 22: What mode of transportation do you use most often to move within Medina?



**Q 23: Would you like to see more or improved biking / walking trails in the City?**



**Q 25: Do you believe Medina should expand its boundaries to accommodate new income-generating uses (i.e. office and light industrial)?**





Q 26: On a scale from 0-10, with 0 being “would not like at all” and 10 being “would like a great deal,”

**What type of economic growth would you like to see in Medina?**

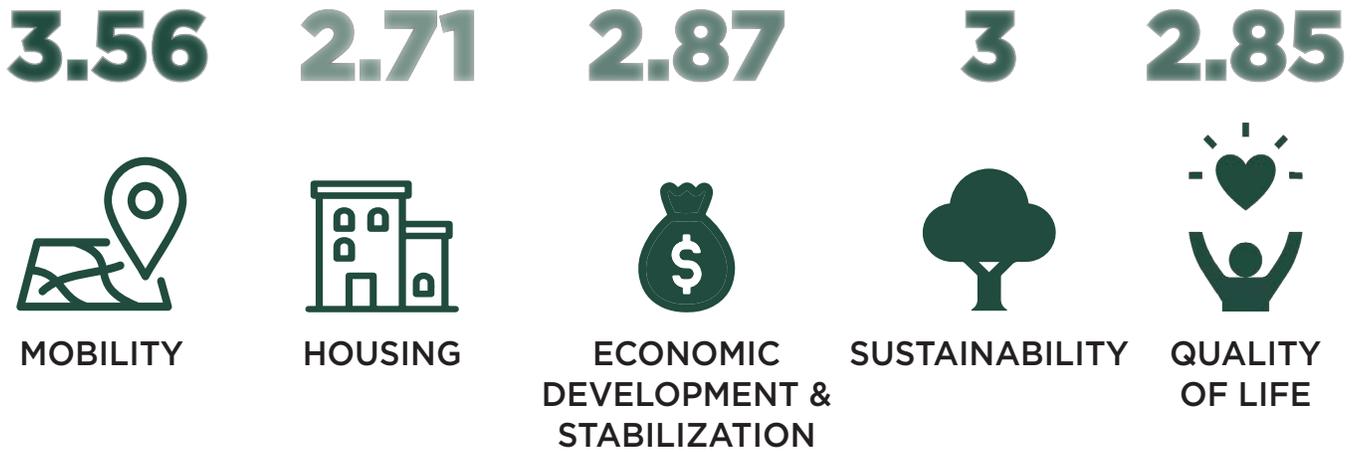


Q 27: The City of Medina has an established historic district. On a scale from 1-5, 1 being “not important” and 5 being “very important”,

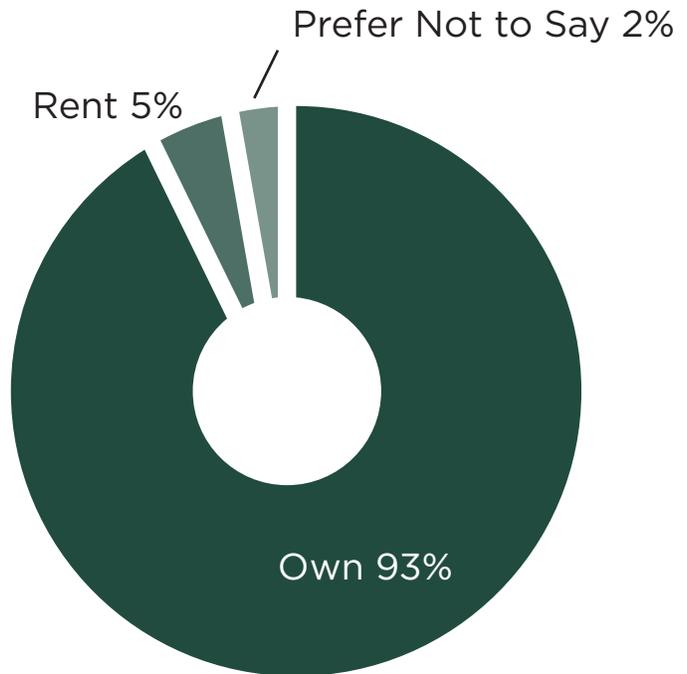
**Rate how important it is to you to preserve and maintain the historic district.**



**Q 28:** The following themes were identified. Please rank how applicable each theme is to the City of Medina, 1 being the most applicable and 5 being the least applicable.

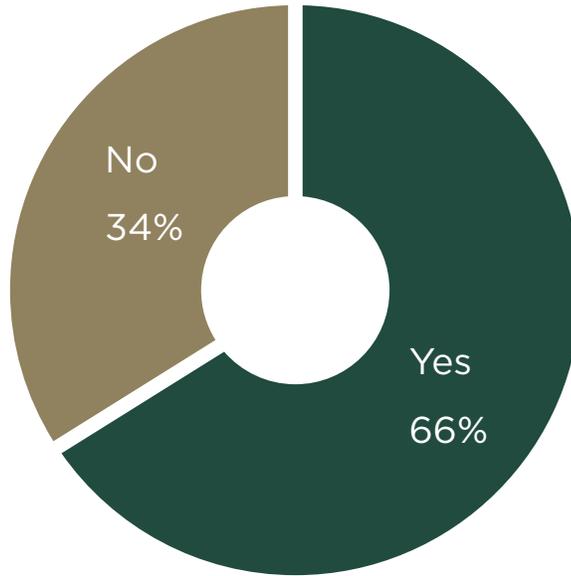


**Q 29:** Do you own or rent your home?

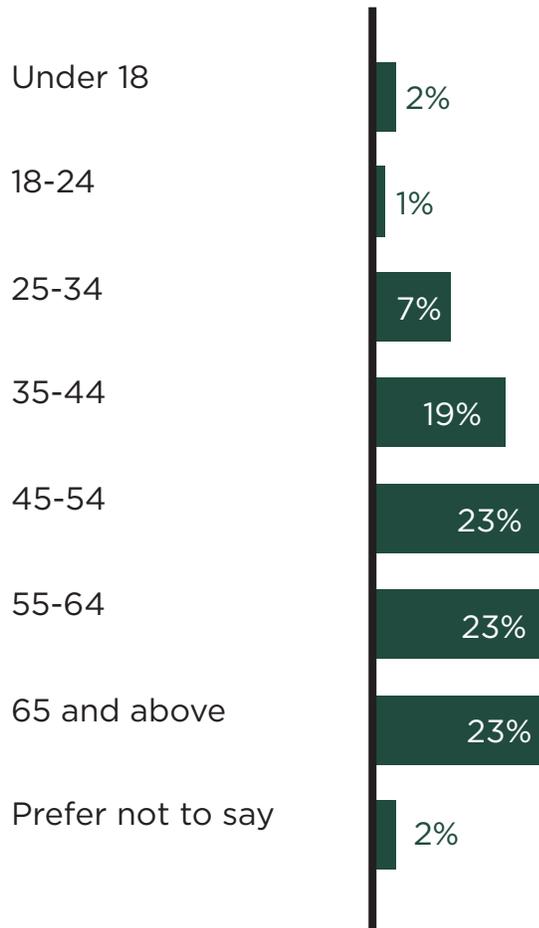




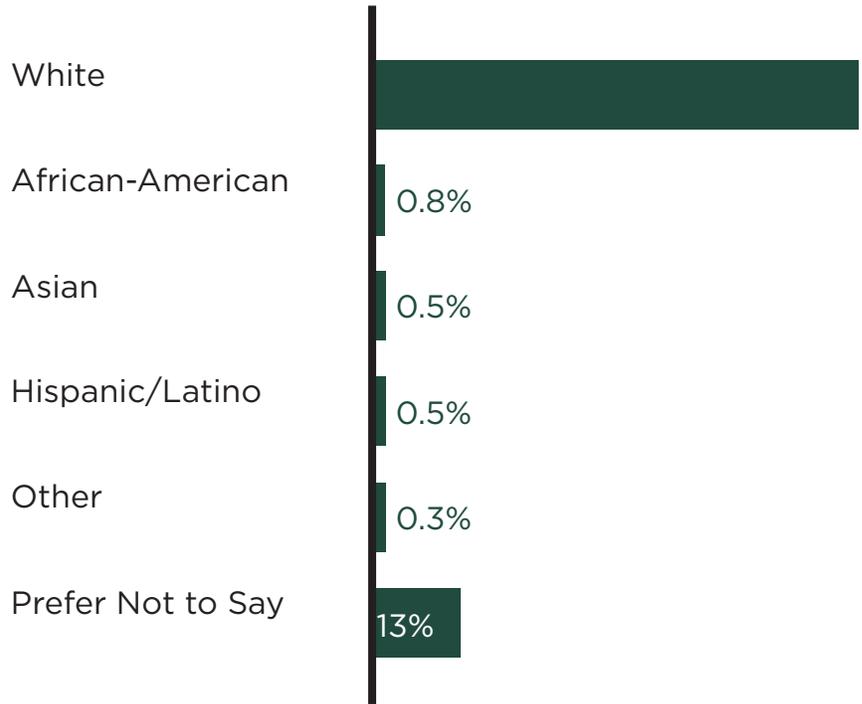
**Q 30: Do you currently have children under the age of 18 living in your household?**



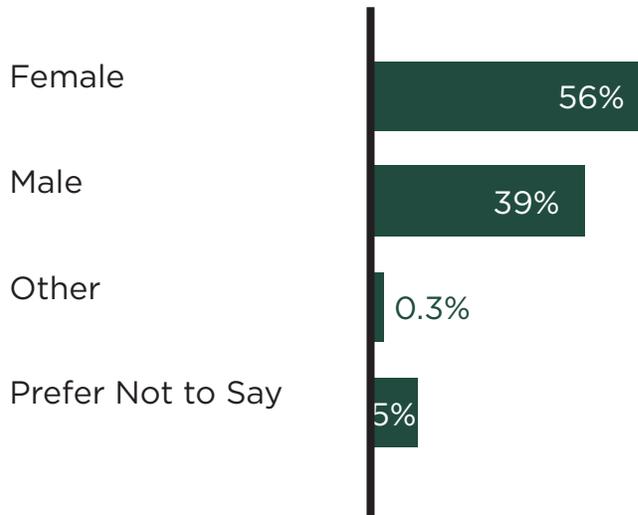
**Q 31: How old are you?**



**Q 32: Would you like to share which ethnic group best describes you?**

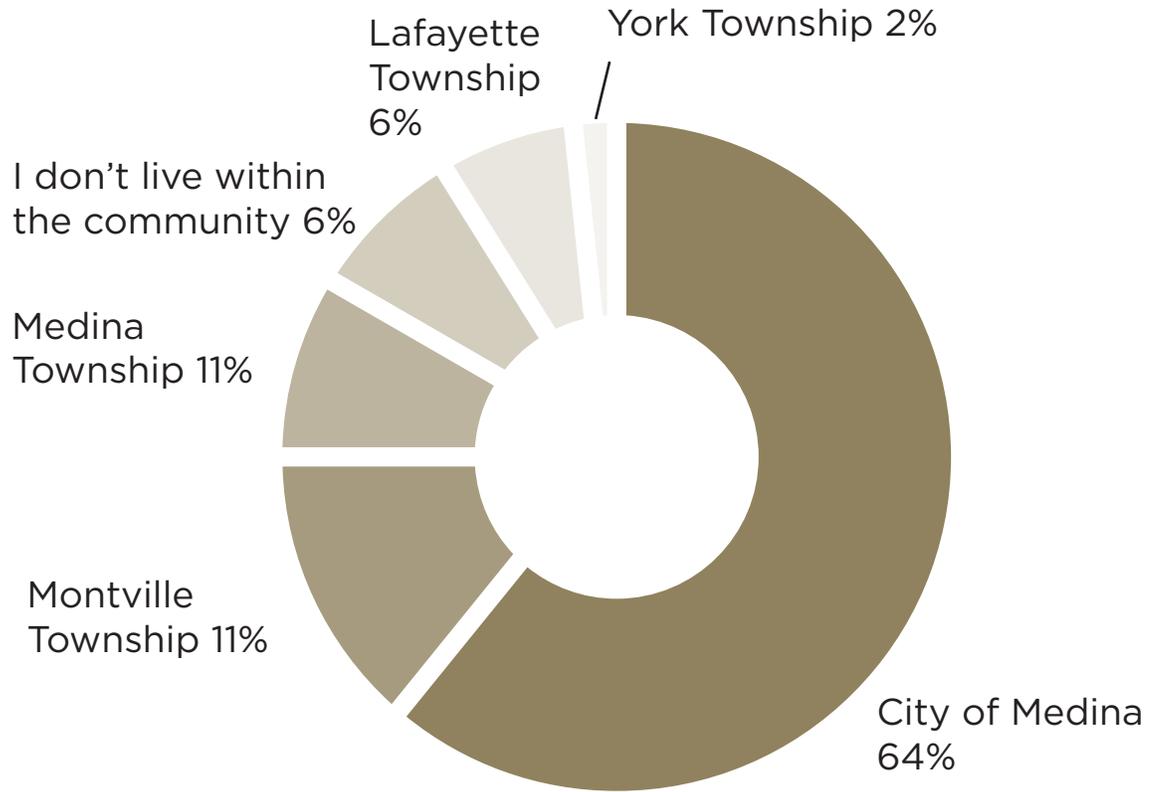


**Q 33: What gender do you associate with?**





**Q 34: Where do you reside in the community?**



## STEERING COMMITTEE MEETING #1 RESULTS

### What kind of plan?

A vision of what Medina can be
Equitable services and amenities for everyone
A plan that reflects a changing community
Revisit current zoning
Affordable housing
Set direction to repurpose low used current commercial areas
Community growth in vacant buildings
Trail connectivity, neighborhood access
Focus- destination dining/attractions
Infrastructure real
Mobility freedom, raise public transit awareness & accessibility
Increase the walkability of the city
Preserve through funding historical buildings homes. Funding to support.
Repurpose/redevelop existing historical structure for businesses and living.
"Outside the house community" Conservative growth focused in refreshing the old communities
Controlled and diverse growth
Forward looking, reasonable, actionable
Find ways to fund the rehabilitation and continued value of our housing stock
Revitalization of all parts of the city not just the square
Strategic plan- education access, population & zoning
Trail connectivity to city parks to county parks to (NE Ohio) Regional Parks
Sustainable city
Multi use- pedestrian community
Successful and reasonable development
Meeting community's living/working needs w/ necessary growth but maintaining the small town feeling
Bring Medina together. Everyone belongs. Not leaving some out.
Opportunities for low income households & children
Access to media and the online world
Based on what areas we want to address
Overlaps in the types of plans
Most of my issues/opportunities lie in the 'land use' area but could also fall under 'policy & vision'

KEY

Equity
Housing
Zoning
Businesses
Vacant/underutilized areas
Trails & Parks
Public transportation
Pedestrians
Historic preservation
Diversity
Future Growth
Programs/Activities/Events
Traffic
Infrastructure
Sustainability
Civic (Government/Schools)
Employment
Food
Economy
Identity

### What is the most critical issue for the future of Medina?

Alternative route for trucking traffic
Aging infrastructure, water/sewer to CEDA areas
Truck traffic through square
Workforce housing budgets stretched, need DT hotel transit to industrial park
Food market desert on west side of city
Lack of sidewalks throughout city
Vacant buildings, run down areas
After care/kids
Traffic
School populations
Fire services
Public transit
Lack of family entertainment options
Affordable apt houses
Public transportation around city is lacking
Lack of parking at some parks (Fred Greenwood)
Lack of employment opportunities across broad labor force
Business diversity- big box stores, similar types
Truck traffic
Vacant buildings- rezone with outside investment incentives
New building planning not requiring brick and stone standard for building frontages
Public transportation
Old vacant buildings
Attraction of families into the city
Social economic discrepancies
24/365 fire staffing funding

KEY

Equity
Housing
Zoning
Businesses
Vacant/underutilized areas
Trails & Parks
Public transportation
Pedestrians
Historic preservation
Diversity
Future Growth
Programs/Activities/Events
Traffic
Infrastructure
Sustainability
Civic (Government/Schools)
Employment
Food
Economy
Identity



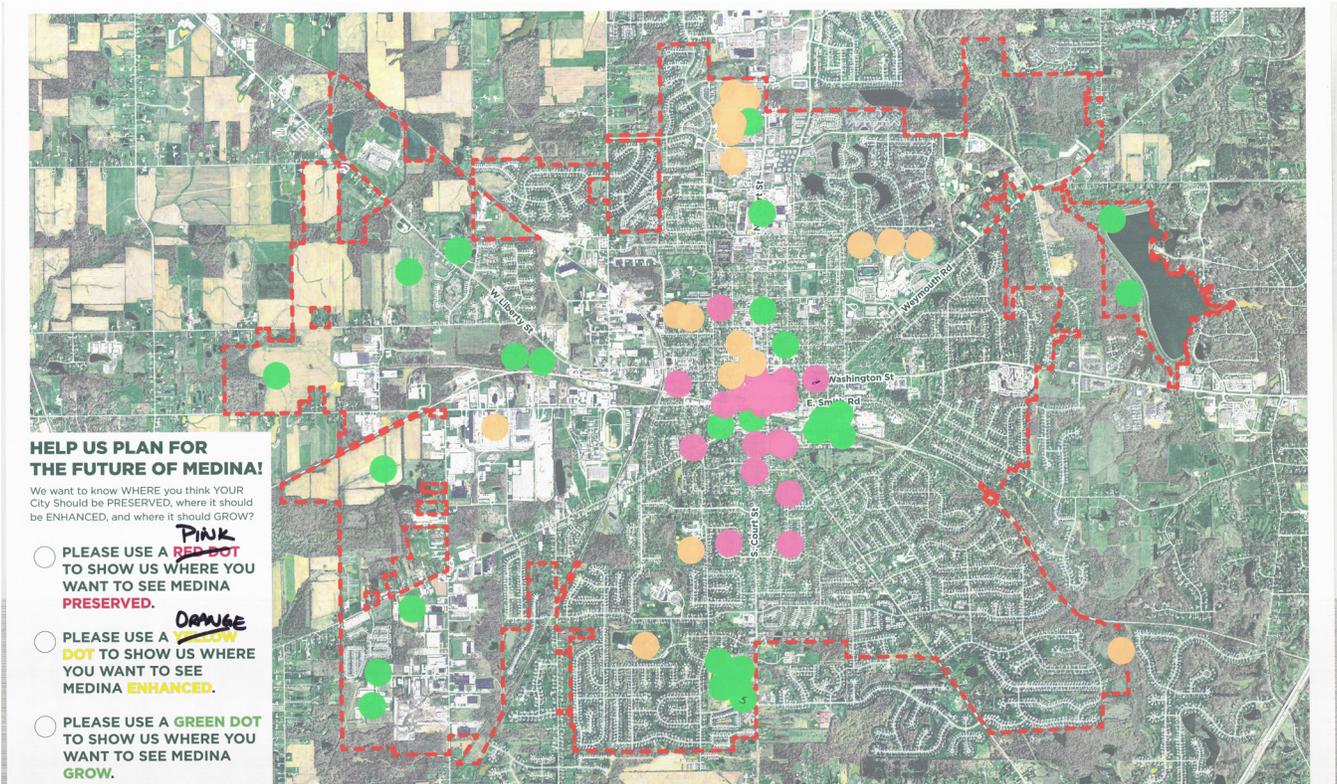
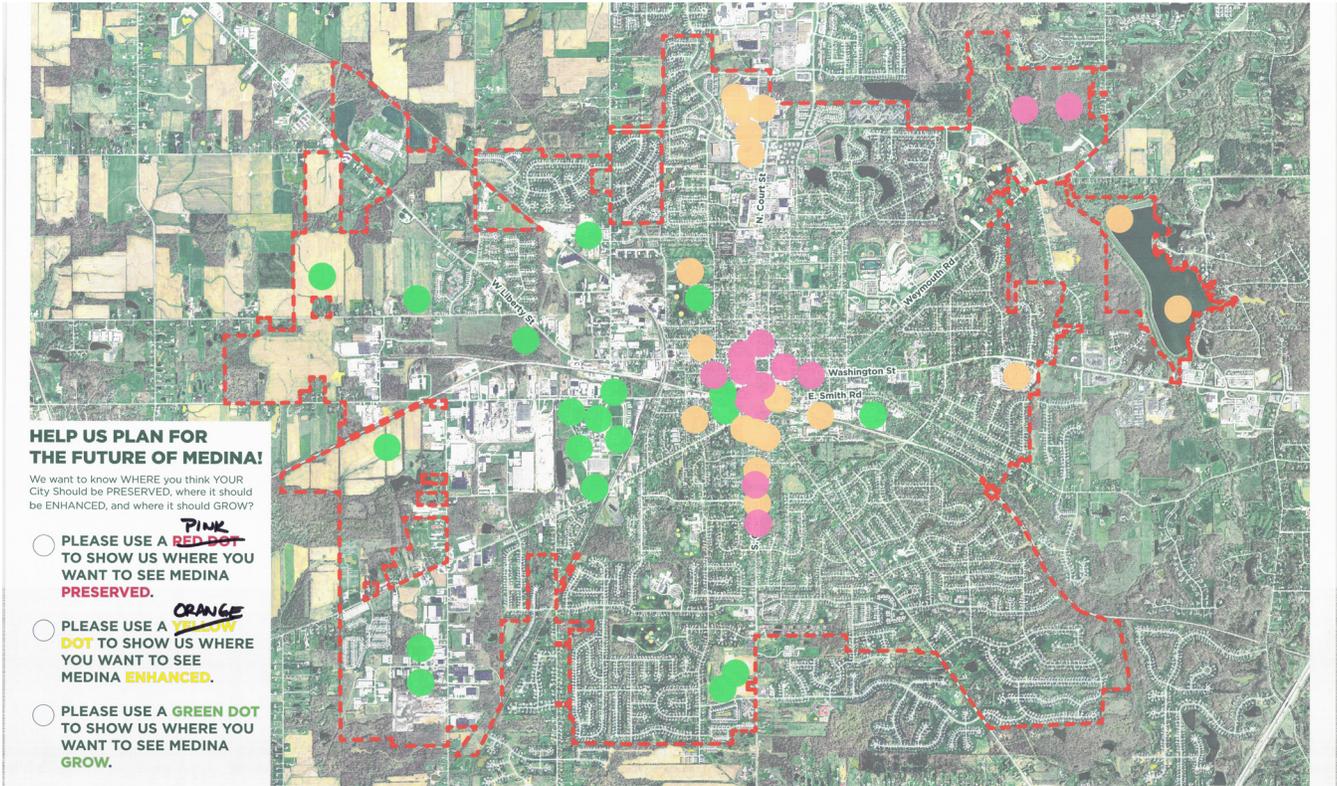
Traffic
Property maintenance & code enforcement
Lack of affordable housing
Affordable housing
Diverse population & lack of inclusion
Transit awareness & marketing
Less traffic & remote parking
Division: north and south
Transit
R-mart area/naked buildings
Missed opportunities
Traffic
Infrastructure
Lack of land for growth
Traffic
Traffic congestion
Income tax- consideration
Lack of city staffing
Funding- priorities change
Funding
Infrastructure
Housing/employment connection
City regulated land without current plan, Bennett Bricoing
Diversity in dining and shopping
Divide in economic housing level
Traffic calming
Recycling (not as we are led to believe it works)
Food insecurity
Community needs to find ways and funds to address more green buildings and services
Revise communication methods to reach more people
Not all Medinians are participating & feel a part
Availability of fresh food is limited and requires distance shopping, increasing traffic
Housing in historic neighborhoods needs help (financial) to maintain
Deer overpopulation
Clean up & develop abandoned buildings (Kmart etc.)
Reduce speed entering into city on south end of town
57/162 and 162/3 - traffic lights!!
Housing- 65 and older developments
More ranch style homes for the aging population
No trucks through the square!
Armstrong monopoly. More internet providers

**What is the greatest opportunity for the future of Medina?**

Not enough involvement in extracurriculars
Lack of volunteering
More opportunities with money
Preserve historic district- unique
Repurpose vacant buildings
Family growth
Increase number of small businesses
Redevelopment
Upward construction
Public safety buildings
Preserve the history
History
Activities/events
Downtown
Parks
Great schools
Tourism destinations
Creating an arts & entertainment district
More coordination with townships and county for services
Increase connections among schools, businesses, foundations, and other organizations
Lots of local professional talent, bring more of it into community events
Vacant buildings for repurposing for commercial and residential
Great schools for expansion of educational activity
More options for family affordable entertainment
Actively attract/seek more brand industries into city technology, etc
Developed parks w/ many of same amenities
Diversify & connect
Low income tax rate
Employment opportunities in ino. area, commercial area
Government working together: courthouse, school/city IT, police, fire coverage (city/townships)
Improve property values around historic district
Multi family housing
Rural city identity
Family friendly
Small business friendly
Growth w/ creativity on country theme
More work & play trips on transit
Synergy between lines of business
Create affordable apt houses
Improve community public transportation
Disconnected trail segments that do not attract those outside community
New funding available
Repurpose vacant structure for multi-use
Improve property value
Improve city's attractions
Expansion of transit
Deer sanctuary for hurt & injured & vaccination center (Porcine zone pellucide vaccine to...)
Restaurant & entertainment opportunities in these areas (Costco, Sam's)
Amphitheater- bring in more events!
Put traffic lights in new reduced speed zones
Reroute trucks
Need for more internet options & capabilities for higher bandwidth

KEY

Equity
Housing
Zoning
Businesses
Vacant/underutilized areas
Trails & Parks
Public transportation
Pedestrians
Historic preservation
Diversity
Future Growth
Programs/Activities/Events
Traffic
Infrastructure
Sustainability
Civic (Government/Schools)
Employment
Food
Economy
Identity



STEERING COMMITTEE MEETING #2 RESULTS

**W. LIBERTY CORRIDOR**

**EXISTING CONDITIONS ANALYSIS:**

**ZONING LEGEND**

- I1 INDUSTRIAL
- C3 CENTRAL BUSINESS
- R3 HIGH DENSITY URBAN RESIDENTIAL
- P2 PUBLIC FACILITIES
- R4 MULTI-FAMILY RESIDENTIAL
- C1 LOCAL COMMERCIAL
- M-U MULTI USE
- R1 LOW DENSITY URBAN RESIDENTIAL
- O2 OPEN SPACE CONSERVATION
- C2 GENERAL BUSINESS

**LAND USE LEGEND**

- INDUSTRIAL
- RESIDENTIAL
- OPEN SPACE
- COMMUNSTITUTIONAL
- CONSERVATION
- COMMERCIAL
- OTHER/VACANT

**EXISTING CONDITIONS PHOTOS:**

**YOUR VISION STATEMENT:**

*Revised Building*   *FOOD DINING*   *STREET SCAPE IMPROVEMENT*   *OLD SURFACE CARP. GRASSY LOT (REDEVELOP)*   *NEOSE Bldg REDEVELOP*   *INDUSTRIAL REDEVELOP OF 300 N. STATE*

**STRATEGIES & ACTION STEPS:**

*BLAKE ST WIDENING STREETSCAPE*

FOCUS AREA MAPS  
EDINA COMPREHENSIVE PLAN  
VILLAGE OF MEDINA COUNTY

**W. LIBERTY CORRIDOR**

**EXISTING CONDITIONS ANALYSIS:**

**ZONING LEGEND**

- I1 INDUSTRIAL
- C3 CENTRAL BUSINESS
- R3 HIGH DENSITY URBAN RESIDENTIAL
- P2 PUBLIC FACILITIES
- R4 MULTI-FAMILY RESIDENTIAL
- C1 LOCAL COMMERCIAL
- M-U MULTI USE
- R1 LOW DENSITY URBAN RESIDENTIAL
- O2 OPEN SPACE CONSERVATION
- C2 GENERAL BUSINESS

**LAND USE LEGEND**

- INDUSTRIAL
- RESIDENTIAL
- OPEN SPACE
- COMMUNSTITUTIONAL
- CONSERVATION
- COMMERCIAL
- OTHER/VACANT

**EXISTING CONDITIONS PHOTOS:**

**YOUR VISION STATEMENT:**

*Capitalize on the Industrial Sector by reclaiming the abandoned properties for Family Entertainment / Food / Housing.*

**STRATEGIES & ACTION STEPS:**

- 1) Purchase Vacant Sites
- 2) Develop for Food / Entertainment / Housing
- 3) Rezone land where needed
- 4) Recruit Developers

FOCUS AREA MAPS  
MEDINA COMPREHENSIVE PLAN  
VILLAGE OF MEDINA COUNTY



### SOUTH DOWNTOWN

ART
Entertainment
Outdoor Arena
Kid Friendly
Family Events

EXISTING CONDITIONS PHOTOS:

FOCUS AREA MAPS  
MEDINA COMPREHENSIVE PLAN

**ZONING**  
LEGEND  
I-1 INDUSTRIAL  
C-2 CENTRAL BUSINESS  
R-2 HIGH DENSITY URBAN RESIDENTIAL  
P-2 PUBLIC FACILITIES  
R-4 MULTI FAMILY RESIDENTIAL  
M-1 MULTIFAMILY  
R-1 LOW DENSITY URBAN RESIDENTIAL  
O-C OPEN SPACE CONSERVATION

**LAND USE**  
LEGEND  
INDUSTRIAL  
RESIDENTIAL  
OPEN SPACE  
CIVIC/INSTITUTIONAL  
COMMERCIAL  
OTHER/VACANT

**YOUR VISION STATEMENT:**

Central and entertainment district  
Historical

**STRATEGIES & ACTION STEPS:**

- Repair big building on S Stewart
- Repair build Brewery
- Improve utility infrastructure leading to water development
- Build outdoor amphitheater
- Improve street scape on Caloyette to increase pedestrian friendly

### SOUTH DOWNTOWN

EXISTING CONDITIONS PHOTOS:

FOCUS AREA MAPS  
MEDINA COMPREHENSIVE PLAN

**ZONING**  
LEGEND  
I-1 INDUSTRIAL  
C-2 CENTRAL BUSINESS  
R-2 HIGH DENSITY URBAN RESIDENTIAL  
P-2 PUBLIC FACILITIES  
R-4 MULTI FAMILY RESIDENTIAL  
M-1 MULTIFAMILY  
R-1 LOW DENSITY URBAN RESIDENTIAL  
O-C OPEN SPACE CONSERVATION

**LAND USE**  
LEGEND  
INDUSTRIAL  
RESIDENTIAL  
OPEN SPACE  
CIVIC/INSTITUTIONAL  
COMMERCIAL  
OTHER/VACANT

**YOUR VISION STATEMENT:**

Vibrant  
Historical  
Art & Entertainment  
Additional townhomes on S Stewart  
Create outdoor arts, pens, and public spaces along Caloyette to the north side  
Historical

**STRATEGIES & ACTION STEPS:**

- Clean up/develop area around Caloyette to attract resources
- Historic-friendly development
- Add multi-family housing of traditional townhomes
- Encourage and coordinate private financing for public space
- Create outdoor for outdoor
- Coordinate on Caloyette and surrounding streets to attract properties

### N. COURT CORRIDOR

**EXISTING CONDITIONS ANALYSIS:**

**ZONING LEGEND**

- I-1 INDUSTRIAL
- C-1 GENERAL BUSINESS
- R-3 HIGH DENSITY URBAN RESIDENTIAL
- P-F PUBLIC FACILITIES
- R-4 MULTI FAMILY RESIDENTIAL
- O-C OPEN SPACE CONSERVATION
- R-1 LOW DENSITY URBAN RESIDENTIAL
- R-2 MEDIUM DENSITY URBAN RESIDENTIAL
- C-1 LOCAL COMMERCIAL

**LAND USE LEGEND**

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

**EXISTING CONDITIONS PHOTOS:**

**YOUR VISION STATEMENT:**

- Retail
- Big BOX
- Shopping District

**STRATEGIES & ACTION STEPS:**

- Repurpose former Camping/Outdoor Business site
- Improve walkability infrastructure for walking and biking
- Assess feasibility of existing land parcel for residential use

FOCUS AREA MAPS  
MEDINA COMPREHENSIVE PLAN  
MEDINA, OH - MEDINA COUNTY

### N. COURT CORRIDOR

**EXISTING CONDITIONS ANALYSIS:**

**ZONING LEGEND**

- I-1 INDUSTRIAL
- C-1 GENERAL BUSINESS
- R-3 HIGH DENSITY URBAN RESIDENTIAL
- P-F PUBLIC FACILITIES
- R-4 MULTI FAMILY RESIDENTIAL
- O-C OPEN SPACE CONSERVATION
- R-1 LOW DENSITY URBAN RESIDENTIAL
- R-2 MEDIUM DENSITY URBAN RESIDENTIAL
- C-1 LOCAL COMMERCIAL

**LAND USE LEGEND**

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

**EXISTING CONDITIONS PHOTOS:**

**YOUR VISION STATEMENT:**

- A vibrant, walkable multi-use corridor that is functional and aesthetically pleasing
- Walkable
- Rebuild
- Some expansion

**STRATEGIES & ACTION STEPS:**

- Increase open space requirements for commercial development
- Redevelop area into a residential and commercial district
- Clarify traffic flow in parking lots
- Improve signage and landscaping

FOCUS AREA MAPS



### E. SMITH CORRIDOR

**EXISTING CONDITIONS ANALYSIS:**

**ZONING LEGEND**

- I-1 INDUSTRIAL
- C-2 CENTRAL BUSINESS
- R-2 HIGH DENSITY URBAN RESIDENTIAL
- P-P PUBLIC FACILITIES
- R-4 MULTI FAMILY RESIDENTIAL
- C-3 COMMERCIAL SERVICE
- M-1 MULTI USE
- R-1 LOW DENSITY URBAN RESIDENTIAL
- O-C OPEN SPACE CONSERVATION
- R-3 MEDIUM DENSITY URBAN RESIDENTIAL

**LAND USE LEGEND**

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

**EXISTING CONDITIONS PHOTOS:**

**YOUR VISION STATEMENT:**

Create High density / Mixed housing development with amenities to attract 30-50 age group while improving the visual appeal to drive the economy

*Amenities:  
Dog Park  
DECA  
Playground  
Coffee Shop*

**STRATEGIES & ACTION STEPS:**

- 1 Advise the Property
- 2 Rezone the property
- 3 Dev. a Plan
- 4 Choose a Developer
- 5 County Planning Approval

FOCUS AREA MAPS  
MEDINA COMPREHENSIVE PLAN

### E. SMITH CORRIDOR

**EXISTING CONDITIONS ANALYSIS:**

**ZONING LEGEND**

- I-1 INDUSTRIAL
- C-2 CENTRAL BUSINESS
- R-2 HIGH DENSITY URBAN RESIDENTIAL
- P-P PUBLIC FACILITIES
- R-4 MULTI FAMILY RESIDENTIAL
- C-3 COMMERCIAL SERVICE
- M-1 MULTI USE
- R-1 LOW DENSITY URBAN RESIDENTIAL
- O-C OPEN SPACE CONSERVATION
- R-3 MEDIUM DENSITY URBAN RESIDENTIAL

**LAND USE LEGEND**

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

**EXISTING CONDITIONS PHOTOS:**

**YOUR VISION STATEMENT:**

*Medina Supply Warehouse*

*510 Rowley Warehouse*

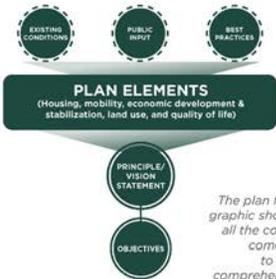
**STRATEGIES & ACTION STEPS:**

*Event Applications*

*INDUSTRIAL Recruitment*

# STEERING COMMITTEE MEETING #3 RESULTS

## MEDINA COMPREHENSIVE PLAN DRAFT PLAN ELEMENTS



**INSTRUCTIONS:**

In the following columns, your group will start to develop vision/principle statements for each of the plan elements. Under each element are reminders of the feedback we have learned to date from the survey, pop-up engagements, steering committee meetings and existing conditions analysis.

1. Write one word on a post it that describes how you envision that plan element to advance the future of Medina.
2. Review and discuss those words in your group.
3. Create a principle/vision statement that articulates how you envision that plan elements to advance Medina. Write that statement using a marker, on the sheet.
4. Next, write down 5-10 objectives that are actions or methods to drive and achieve the principle/vision statement for the plan element.

- Reuse, repurpose, preserve, sustainability, creative, practical
- Responsible growth & redevelopment
- Clear zoning area definitions
- Preserve green space

### LAND USE

This plan element encompasses what type of land uses are desired, how/where the city should grow, how to address vacant/underutilized lands, park and open spaces, trails for recreation, and zoning.

**WHAT HAVE WE LEARNED:**

- 78% of survey responders think it is very important to preserve and maintain the historic district downtown.
- Respondents felt that redeveloping existing, aging, commercial centers should be a focus for future growth.
- Mixed-use development is also supported and encouraged where appropriate in the City.
- The City has excellent park coverage with residents being within a 5 minute walk to a local park.
- Existing trails and pathways are present, but not connected to one another or key destinations.
- Overall a healthy balance of land uses that is not too reliant on one particular use.

**YOUR VISION / PRINCIPLE STATEMENT:**

- Land use framework that encompasses ALL neighborhoods and corridors that complement and enhance the character and quality of the ENTIRE city
- Efficient, responsible, repurpose-able
- Preserve and sustain historic areas, thoughtfully and strategically redevelop and grow outwardly

**OBJECTIVES**

- Trail connectivity- all city trails connecting to each other and then to county trails, non-motorized
- Protect open space
- Create specific & appropriate requirements for growth corridor
- Ensure zoning is in place for appropriate development
- Identify sites for redevelopment & growth
- Protect historically significant and environmentally sensitive locations
- Expand mixed use zones to provide flexible & creative (re) development

### QUALITY OF LIFE

This plan element encompasses programs, events, activities, employment, and other civic components that make the City of Medina attractive to live, work, and play.

**WHAT HAVE WE LEARNED:**

- 68% believe Medina is going in the right direction
- 79% see themselves living in Medina in the next 5 years.
- Asked to describe Medina in one word, some answers were: quaint, community, home, friendly, and collaborative
- Events on or near the square were popular with the community, with a desire to see more programs.
- School district, proximity to employment, and job opportunities were high ranked elements bringing people to Medina.
- The overall beauty of the City was rated the highest when asked how satisfied residents were.
- Safety, schools, parks, downtown, and people were answered to shape the quality of life in Medina.

**YOUR VISION / PRINCIPLE STATEMENT:**

- To improve the overall quality of life for all residents and visitors
- Equitable, safe, sustainable
- Walkability / mobility, green space, transportation, recreation
- Tax incentives for business
- JEDD with Townships
- Support schools, work & life balance
- Promote civic events, safe small town feel
- Maintain & promote a work/life balance that attracts new business, promotes civic events, and offers green space and mobility options

**OBJECTIVES**

- Work with community organizations to support schools and public events
- Improve safety services
- More Christmas lights
- Better electric aggregation program
- Improve walkability, trail connectivity
- Offer tax incentives and collaborate with townships
- Support city & county parks and provide indoor/outdoor recreation options
- Incorporate green space in new developments



## MOBILITY



This plan element encompasses how people (residents and visitors) move throughout the City. It incorporates all modes of transportation and should consider the balance of those modal types.

### WHAT HAVE WE LEARNED:

- 67% of respondents felt that traffic is a significant challenge facing the City.
- Traffic flow and the amount of truck traffic were also highlighted as key issues.
- The current roadway network includes a number of state routes which supports the local economy but creates mobility challenges.
- While 96% of respondents use their car most often, 72% would like to more or improved biking/walking trails in the City as the current system is not connected.
- Improving the pedestrian experience was also identified as a key objective.



## HOUSING



This plan element encompasses type, aesthetic, location, density, and the zoning regulations pertaining to housing in Medina.

### WHAT HAVE WE LEARNED:

- 39% of the current land use is housing in Medina
- Housing is permitted in four different zoning classifications
- 43% of respondents felt Medina needs more moderately priced apartments. Additionally mixed-use development.
- When asked which type of housing residents would like offered more, townhouses, apartments, and units above businesses were the top three.
- When identifying a housing location, cost, quality of materials, and location to open/green spaces were the most important characteristic.
- The survey indicated that the 55 and older cohort are in the most need of housing.
- 38% of surveyors stated that housing is what initially brought them to Medina.



## ECONOMIC DEVELOPMENT & STABILIZATION



This plan element encompasses existing and future business growth/retention for Medina. Additional items to consider are location, types, and zoning.

### WHAT HAVE WE LEARNED:

- Respondents felt that redeveloping existing, aging, commercial centers should be a focus for future growth.
- Examining continued partnerships via joint agreements with surrounding townships is also favorable.
- Medina has a healthy industrial land use mix of 13%.
- The retail mix is 8% of the current land use, however continuing to offer a diverse mix of business and products is desired.
- Office, retail (large chain), and medical were uses identified.
- The focus areas identified were agreed to be most appropriate for future development.



### YOUR VISION / PRINCIPLE STATEMENT:

- Create a traffic management plan that will provide a more efficient traffic flow model
- Walkability, sidewalk repair
- Traffic calming
- Secondary N/S route
- Revisit Foote/Reagan bypass
- Coordinate rd/st projects better with state/county
- Traffic lights
- Create a multi-modal transportation network that emphasizes safety, connectivity, transit options, and accessibility



### OBJECTIVES

- Educate public on alternate routes to help relieve traffic on main roads
- Public transit- safe, reliable, accessible
- Sidewalk, trails, multi-use paths
- New exit off I-71
- Evaluate possibility of a bypass to alleviate (truck) traffic
- Multi-use path connectivity
- Complimentary transportation modes
- Support Medina County Transit
- Establish a commercial truck route with signs



### YOUR VISION / PRINCIPLE STATEMENT:

- Affordable, decent & quality
- Code enforcement
- Townhouses
- Point of sale inspections
- Aesthetic compatible redevelopment, mixed use communities
- Provide opportunity to diversify housing options, promote high quality development, and preserve historically significant areas
- Define the mix of housing options to fill the needs of Medina residents



### OBJECTIVES

- Incorporate mixed use zoning options and aesthetic design standards
- Work with community orgs to provide workforce housing
- Identify housing opportunities that supports local economy
- More affordable, single family, owner occupied homes
- Use land wisely
- Preserve historic housing stock
- Age in place



### YOUR VISION / PRINCIPLE STATEMENT:

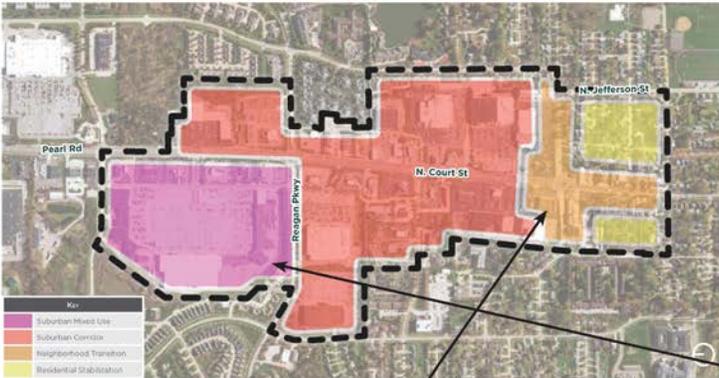
- Mixed-use development, diverse dining options
- No more boutiques!
- Lifestyle center (Crocker Park)
- Fieldhouse
- Tax incentive programs
- Employment pipeline
- Support existing businesses and create programs that attract/retain businesses
- Keep a balanced healthy mix of commercial & industrial businesses



### OBJECTIVES

- Corporate campus attraction
- Offer tax incentives
- Promote business incubators
- Collaborate with education, reflect values
- Keep businesses sustainable
- Succession plans for privately held companies & businesses
- Communicate with business organizations

**NORTH COURT CORRIDOR**



**WHAT DO YOU LIKE BEST?**

- Redevelopment
- Restaurants
- Painted brick look/feel- not commercial, too modern

**WHAT WOULD YOU LIKE SEE CHANGED?**

- Underground utilities (again)
- Transit stop
- Streetscape improvements
- Kmart- suburban mixed use with green space (see yellow dots)
- Multi-use path connections
- Aesthetic improvements
- Continue redevelopment of older commercial
- Address the North court streetscape (i.e. medians)

PROPOSED CHARACTER IMAGES:



**WEST LIBERTY CORRIDOR**



**WHAT DO YOU LIKE BEST?**

- ROOT
- Historic homes
- Like urban commercial - ROOT Candle mfg/retail (mothership)
- Multi modal route connection

**WHAT WOULD YOU LIKE SEE CHANGED?**

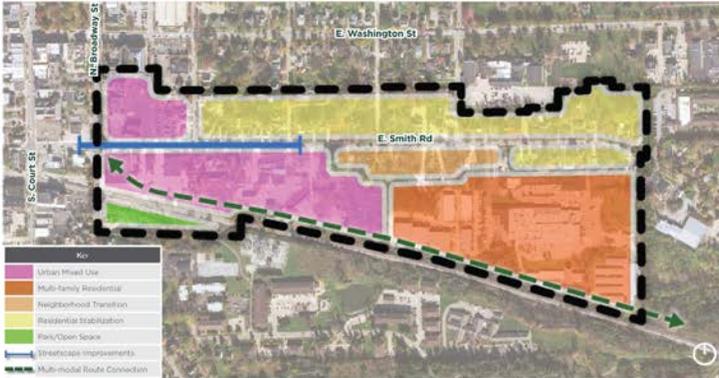
- Connect to downtown
- Streetscaping, more streetscape in neighborhood transition
- Quiet zones (trains)
- More green space (possible abandoned gas station)
- Connect to the Foundry
- More light industrial east to Medina Street to include Root Candle
- Small businesses - neighborhood transition to Bella Moxie
- State & Liberty intersection has potential, redevelopment potential in downtown
- New restaurants

PROPOSED CHARACTER IMAGES:





## EAST SMITH CORRIDOR



**WHAT DO YOU LIKE BEST?**

- Sweets & Geeks?
- Garfield Elementary

**WHAT WOULD YOU LIKE SEE CHANGED?**

- Medina Supply redevelopment
- Streetscape improvements
- Mixed uses in urban mixed use
- Transition to residential
- Appropriate redevelopment - not modern

PROPOSED CHARACTER IMAGES:



## SOUTH DOWNTOWN



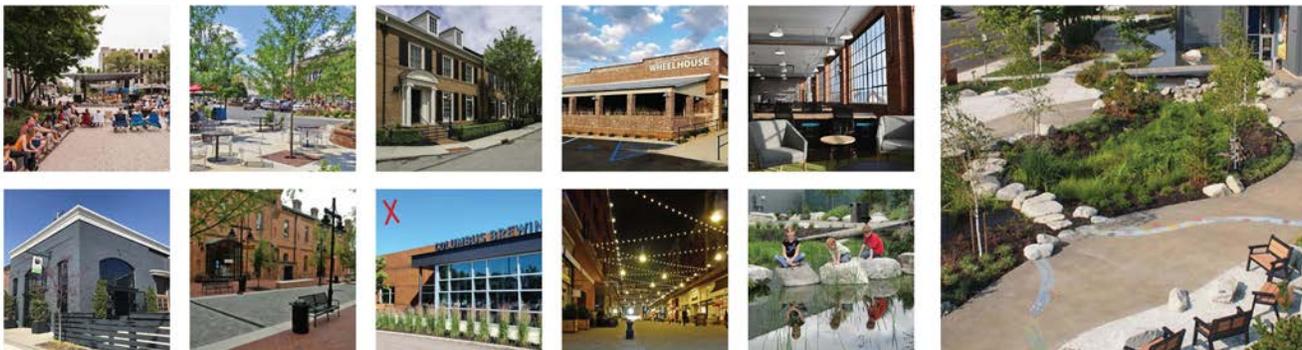
**WHAT DO YOU LIKE BEST?**

- Farmers Exchange
- Park space
- Bleed into historic downtown

**WHAT WOULD YOU LIKE SEE CHANGED?**

- Sidewalk connectivity
- Streetscape improvements
- Shuttle stop
- Underground utilities
- Public green space
- Improve Champion Creek corridor
- Clean up back lots and consolidate parking lots
- Make park space commercial redevelopment to complement uptown
- Townhomes - urban scaled living units, walkable to district

PROPOSED CHARACTER IMAGES:



STEERING COMMITTEE MEETING #4 RESULTS

## 2 SOUTH DOWNTOWN CONCEPT

**OPTION 2**

**LEGEND:**

- 1 Residential: Flats (4 story)  
Podium Parking  
3 Floors Residential
- 2 Townhomes (3 story)
- 3 Commercial (1-2 story)
- 4 Park
- 5 Mixed Use (3 Story)  
1st Floor Commercial  
2nd, 3rd Floor Residential Flats
- 6 Trail Connector

**DEVELOPMENT DATA**

Commercial	± 31,500 sq.ft
Residential Flats:	± 190 du.
Residential Townhomes:	± 74 du.
Parking Required:	659 spaces
Parking Provided:	845 spaces

**WHAT DO YOU LIKE BEST?**

*Limit height of building to 3 stories or lower*

*LET HEIGHT BE LIMITED BY ADJACENT PROPERTY OWNERS*

*Missing things like any shade of an area and no trees in the area*

**OPTION 1**

**LEGEND:**

- 1 Residential: Flats (4 story)  
Podium Parking  
3 Floors Residential
- 2 Townhomes (3 story)
- 3 Commercial (1 story)
- 4 Park

**DEVELOPMENT DATA**

Commercial	± 6,000 sq.ft.
Residential Flats:	± 168 du.
Residential Townhomes:	± 71 du.
Parking Required:	542 spaces
Parking Provided:	562 spaces

**WHAT DO YOU LIKE BEST?**

**WHAT WOULD YOU LIKE TO SEE CHANGED?**

*Limit height of building to 3 stories or less*



### MEDINA COMPREHENSIVE PLAN PLAN FRAMEWORK

**Vision Statement**  
The desired outcome expressed in simple terms.

**Objective** Statements aimed at or sought out in support of the vision statement.

**Strategy** Program, policy, or plan intended to achieve the objectives.

Developed from the community insights and technical analysis, each Plan Element (Land Use, Quality of Life, Housing, Mobility, Economic Development and Stabilization) has Vision Statements that were based on key findings from technical analysis and public engagement. These statements are statements of intent that describe the future desired condition or activity in the community in simple terms. The Vision Statements are supported by Objectives, which are measures of success to assess implementation.

**PLAN ELEMENTS**  
(Housing, mobility, economic development & stabilization, land use, and quality of life)

**PRINCIPAL VISION STATEMENT**

The plan framework graphic showing how all the components come together to create the comprehensive plan.

### LAND USE

**Key Findings**

- Previous plans and studies included recommendations for high density development, mixed-use commercial development, and residential development with green space.
- There are areas within the city that are undeveloped or underdeveloped and have the potential to accommodate swift growth and development (North Court Corridor, West Liberty Corridor, East Smith Corridor, and South Downtown).
- There are a variety of retail and commercial nodes in the community creating convenient access to shopping and convenient services.
- Industrial areas are present on west side of the community creating opportunities for commerce, and logistical challenges presented by the management of truck traffic.
- The community expressed a desire to address underutilized, vacant, and abandoned structures.
- There is strong support to develop the Kmart site into a residential and/or entertainment district.
- There is a preference for growing inward within the city boundaries, with limited and strategic outward growth.
- Community members are generally satisfied with parks and open space, in addition to events, overall beauty, and access to healthcare.

**Vision Statement:**  
A community that balances future growth and development with the protection and enhancement of existing open space, historic neighborhoods, guided by a cherished small town character.

**Objective 1.1:** Update codes, regulations, and plans to align with the Future I and Use Map.

**Objective 1.2:** Concentrate development in compact, human-scaled, walkable centers that connect to primary corridors, offer diverse uses, services, and businesses, and provide a mix of living options.

**Objective 1.3:** Celebrate and grow historic Downtown Medina as the cultural and entertainment hub of the city.

**Objective 1.4:** Continue to grow the local economy through the attraction of a variety of economic activity.

**Objective 1.5:** Maintain and enhance existing neighborhoods while growing a new mix of residential options that attract and serve a diverse population.

**NOTES:**

- Balance is good
- Focus Areas are good
- Small Town Feel is Right

### QUALITY OF LIFE

**Key Findings**

- Most Medina residents are within a 5 minute drive of parks, but access to retail and schools dramatically decreases as residents live farther from Downtown.
- There is an opportunity to enhance and develop the Champion Creek Greenway as a unique natural feature within the community.
- Currently the historic district offers a variety of programs, and there is opportunity to expand programming to other parts of the city.
- On a scale of one (extremely low) to ten (extremely high), respondents ranked Medina's quality of life as an eight with a focus on safety and schools.
- The community strives for equitable services and amenities.
- There is a need for safe and convenient access to daily goods and services.
- There is strong support to maintain and grow local and small business enterprises.
- Building a sense of community through public gathering spaces and parks is important.

**Vision Statement:**  
A community that is an attractive place to live, work and play.

**Objective 2.1:** Continue to plan, protect, and promote Medina as a safe community.

**Objective 2.2:** Maintain, enhance, and expand parks and open spaces.

**Objective 2.3:** Grow community events, gatherings, and social connections throughout the city.

**Objective 2.4:** Continue to maintain and promote a unique community image and brand.

**Objective 2.5:** Promote sustainability as a core principle in the development of the city.

### MOBILITY

**Key Findings**

- The roadway network includes a number of state routes in a radiating grid pattern which supports a robust local economy and creates mobility challenges for non-motorized activity, safety, and comfort.
- Existing trails and pathways are present, but not fully connected to create a complete non-motorized system that connects people and destinations.
- There are a variety of retail and commercial nodes in the city, creating convenient access to shops and services.
- There is interest in improving streetscapes on major roads to encourage pedestrian mobility.
- Traffic infrastructure challenges should be addressed in a variety of methods such as identifying truck routes, pedestrian enhancements, and alternative modes of travel.
- There is a strong community desire to see an increase in local connectivity within the city.

**Vision Statement:**  
A community that is connected through multiple modes of transportation creating an equitable, attractive, and economically resilient community.

**Objective 3.1:** Promote alternate modes of transportation.

**Objective 3.2:** Implement strategies to reduce congestion and improve the quality of main corridors and intersections.

**Objective 3.3:** Ensure new developments are connected into the transportation network.

**Objective 3.4:** Improve the connectivity and reliability of Medina.

**Objective 3.5:** Continue to support the efforts of Medina County Public Transit in improving public transit options in the City of Medina.

**NOTES:**

- Have to be more selective
- OPEN EXISTING ROAD TO FACILITATE TRUCK MOVEMENT THROUGH QUARTERS
- LANES TO BE TOO SMALL NO ADVANTAGE TO PARKING LIKE
- CONGESTION ALLEVIATION STRATEGIES WILL ONLY CAUSE TRAFFIC CONGESTION TO BECOME WORSE UNLESS WE TO ADDRESS TRUCK

### HOUSING

**Key Findings**

- Previous plans indicated the demand for housing will be influenced by younger professionals and seniors looking for more rental housing.
- One of the challenges to Medina is its older housing stock, which could be too small for the changing needs of residents.
- There is demand for high density-infill use housing developments with amenities to attract 30-50 age groups while improving the visual appeal.
- Future housing projects and typologies should cater to the identified peoples of need within the city to retain and attract residents.
- The community identified that important housing characteristics are cost to owner/tenant, quality of materials, and location to open space or green space.

**Vision Statement:**  
A community that offers diverse housing options for Medina residents while promoting high quality development and preserving historically significant areas.

**Objective 4.1:** Promote a diverse mix of housing options.

**Objective 4.2:** Target higher density residential development in the plan focus areas and urban corridor land use category.

**Objective 4.3:** Strengthen existing single-family neighborhoods and historic districts.

**NOTES:**

- Have to be selective

### ECONOMIC DEVELOPMENT & STABILIZATION

**Key Findings**

- Previous plans indicated Downtown Medina has a strong retail base with a good variety of retailers. However, more office space could be built into the existing fabric.
- There are areas of opportunity within the city that have the potential for swift growth and development (North Court Corridor, West Liberty Corridor, East Smith Corridor, and South Downtown).
- Medina has a diverse and balanced mix of land use typologies, specifically commercial and industrial land uses.
- Survey respondents confirmed the four focus areas as the most appropriate for redevelopment.
- Community members felt the existing, aging, commercial centers should be a focus for future growth.
- There is a preference for growing inward within the city boundaries, with limited and strategic outward growth.

**Vision Statement:**  
A community with a diverse local economy, values local and small businesses, promotes entrepreneurship, and supports and grows new innovative businesses and practices.

**Objective 5.1:** Promote new small and adaptable office environments that support the evolving work place environment and growth of small businesses.

**Objective 5.2:** Continue to build and implement a wide variety of economic tools and strategies.

**Objective 5.3:** Promote the adaptive re-use of aging commercial and industrial centers.

**Objective 5.4:** Grow new economic opportunities in underutilized areas of the City.

**Objective 5.5:** Maintain and support new infrastructure investments that support existing and grow new economic activities.

**Objective 5.6:** Implement initiatives that maintain and grow Medina as a digitally connected and advanced City.

**NOTES:**



## 2 EAST SMITH CORRIDOR CONCEPT

**LEGEND:**

- 1 Commercial (1 story)
- 2 Residential: Flats (4 stor Podium Parking
- 3 Floors Residential
- 3 Open Space

**DEVELOPMENT DATA**

Commercial:	± 2,800 sq.
Residential Flats:	± 92 du.
Parking Required:	217 spa
Parking Provided:	217 spa

**Key:**

- Red: Retail
- Yellow: Flats
- Grey: Podium Parking

**WHAT DO YOU LIKE BEST?**

*Limit height of building to 3 stories or less*

**WHAT WOULD YOU LIKE TO SEE CHANGED?**

STEERING COMMITTEE MEETING #4.2 RESULTS





### FOCUS AREA CONCEPT SUMMARY

#### WEST LIBERTY FOCUS AREA

Future Land Use Map

WRITE YOUR COMMENTS HERE

Proposed Commercial Structures (Landing West)

Proposed Residential Structures (Landing West)

PLEASE write down ideas for this Concept Plan on the ST PARKING

#### NORTH COURT FOCUS AREA

Future Land Use Map

Concept Land Use Map

WRITE YOUR COMMENTS HERE

North Court Concept Plan

LEGEND:   
● Residential (Medium Density)   
● Commercial (Retail)   
● Community Center   
● Office/Professional   
● Employment/Industrial   
● Open Space/Recreation

Future Land Use Map

WRITE YOUR COMMENTS HERE

Future Plan should be in complete with the Center

#### EAST SMITH FOCUS AREA

Future Land Use Map

WRITE YOUR COMMENTS HERE

Concept Plan

Future Land Use Map

WRITE YOUR COMMENTS HERE

South Downtown Outdoor Plaza Rendering - Opt. 1

South Downtown Outdoor Plaza Rendering - Opt. 2

EAST SMITH CONCEPT - OPTION 3

### FOCUS AREA CONCEPT SUMMARY

#### WEST LIBERTY FOCUS AREA

Future Land Use Map

WRITE YOUR COMMENTS HERE

Proposed Commercial Structures (Landing West)

Proposed Residential Structures (Landing West)

an open space concept in this area. I have a vision of a park

#### NORTH COURT FOCUS AREA

Future Land Use Map

Concept Land Use Map

WRITE YOUR COMMENTS HERE

North Court Concept Plan

LEGEND:   
● Residential (Medium Density)   
● Commercial (Retail)   
● Community Center   
● Office/Professional   
● Employment/Industrial   
● Open Space/Recreation

Future Land Use Map

WRITE YOUR COMMENTS HERE

an open space concept in this area. I have a vision of a park

#### EAST SMITH FOCUS AREA

Future Land Use Map

WRITE YOUR COMMENTS HERE

Concept Plan

Future Land Use Map

WRITE YOUR COMMENTS HERE

South Downtown Outdoor Plaza Rendering - Opt. 1

South Downtown Outdoor Plaza Rendering - Opt. 2

EAST SMITH CONCEPT - OPTION 2

## PUBLIC EVENTS RESULTS

**1** Give us **YOUR** feedback on the following questions...

**TELL US...**

**MEDINA**  
2021

**What is something about Medina that we should know about?**  
No more tire stores, mattress stores, auto part stores  
Community collaborative  
Community that cares  
We left because it became too busy  
Not a very diverse community  
Need alternate route for truck traffic  
Once a bedroom community now a destination city  
Great schools  
Love it so much we will never leave  
Don't like truck traffic  
Love the square

**In one word, how would you describe Medina?**  
Quaint  
Friendly  
Home  
Sense of community  
All-American  
Perfect!  
Home  
Collaborative

**If you were to tell a friend to visit Medina, what locations or activities would you recommend?**  
Square and parks  
Beautiful downtown  
Sweets & Geeks  
Farmer's Market  
Farmer's market  
Come to the square  
Downtown  
Parks are awesome  
Square  
Foundry social

**What is one aspect (business, event, space, etc.) of Medina that you love?**  
Events on the square  
More restaurants!  
Small town vibe  
Love the brewery choices  
Small town community feel  
Best economic developer ever!  
Square is a natural gathering place  
100% occupancy on the square  
Local shops  
...space  
Fry's Ele...

**What do you feel is missing in Medina? (business, housing type, service, mode of transportation, etc.)**  
Redevelop K-Mart  
Obstet...  
High end shoe store  
Affordable single family houses  
Costco  
Benches and tables in square  
Trader Joe's  
Meijer  
Menards  
More cute shops  
Tix K-mart and that plaza  
Restaurants  
More independently owned restaurants  
Grocery store on s. end of town

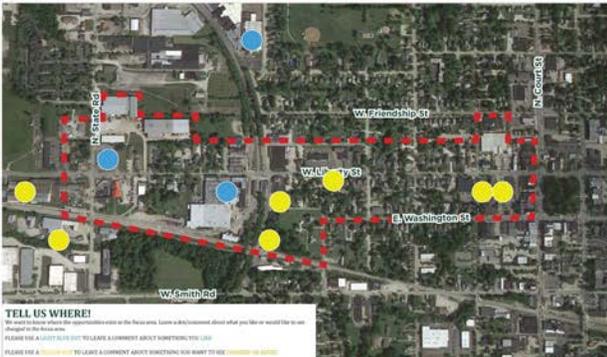


2

We want to hear from **YOU** about the following focus areas...



**WEST LIBERTY CORRIDOR**



**TELL US WHERE!**  
 Please place a yellow dot in the Focus area. Leave a dot/comment about what you like or would like to see about the area.  
 PLEASE USE A LIGHT BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU LIKE.  
 PLEASE USE A DARK BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU WANT TO SEE.

In one word, describe what you believe is the desired future condition for this area...

Place a dot next to the type of use/improvement that you would like to see in this focus area. (pick three)

Housing	<input type="radio"/>	Retail	<input type="radio"/>								
Mixed Use	<input type="radio"/>	Park/Public Spaces	<input type="radio"/>								
Industrial	<input type="radio"/>	Entertainment/Restaurant	<input type="radio"/>								
Improved Mobility	<input type="radio"/>	Improved Streetscape	<input type="radio"/>								

What BIG IDEAS do you have for this focus area?  
**Historic preservation**

**EAST SMITH CORRIDOR**



**TELL US WHERE!**  
 Please place a yellow dot in the Focus area. Leave a dot/comment about what you like or would like to see about the area.  
 PLEASE USE A LIGHT BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU LIKE.  
 PLEASE USE A DARK BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU WANT TO SEE.

In one word, describe what you believe is the desired future condition for this area...

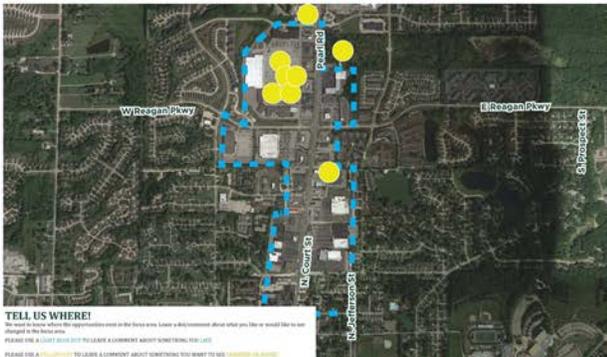
Place a dot next to the type of use/improvement that you would like to see in this focus area. (pick three)

Renovate / reuse	<input type="radio"/>	Utilize unused industrial property	<input type="radio"/>								
------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------	------------------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

What BIG IDEAS do you have for this focus area?  
 Use what exists - renovate / reuse  
 Keep the residential part of the mix  
 Improve trail from Spokes to Springbrook apts.

Housing	<input type="radio"/>	Retail	<input type="radio"/>								
Mixed Use	<input type="radio"/>	Park/Public Spaces	<input type="radio"/>								
Industrial	<input type="radio"/>	Entertainment/Restaurant	<input type="radio"/>								
Improved Mobility	<input type="radio"/>	Improved Streetscape	<input type="radio"/>								

**NORTH COURT CORRIDOR**



**TELL US WHERE!**  
 Please place a yellow dot in the Focus area. Leave a dot/comment about what you like or would like to see about the area.  
 PLEASE USE A LIGHT BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU LIKE.  
 PLEASE USE A DARK BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU WANT TO SEE.

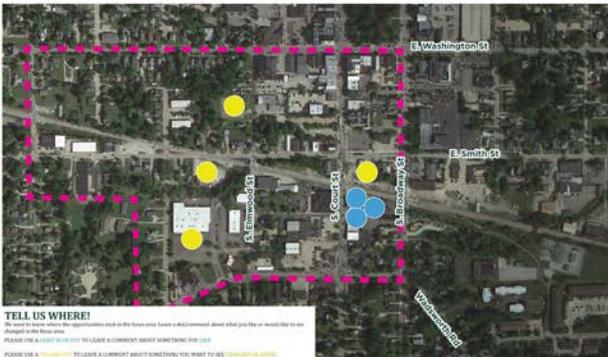
In one word, describe what you believe is the desired future condition for this area...

Place a dot next to the type of use/improvement that you would like to see in this focus area. (pick three)

Housing	<input type="radio"/>	Retail	<input type="radio"/>								
Mixed Use	<input type="radio"/>	Park/Public Spaces	<input type="radio"/>								
Office	<input type="radio"/>	Entertainment/Restaurant	<input type="radio"/>								
Improved Mobility	<input type="radio"/>	Improved Streetscape	<input type="radio"/>								

What BIG IDEAS do you have for this focus area?  
 Gateway  
 Reuse / renovate what exists  
 Need to look improving outside the square area plaza's north of the square  
 Anchor store where K-mart used to be  
 Bring natural stores - Earth food mustard seed / Whole Foods - to old Kmart area?  
 Figure out what to do about the tractor junk yard where the old K-mart was!  
 Large retail (Costco, Trader Joes)  
 Tear down K-mart - mixed use like Crocker Park  
 Kmart building - possible all sports shop w/ many special sports shops mini mall

**SOUTH OF DOWNTOWN**



**TELL US WHERE!**  
 Please place a yellow dot in the Focus area. Leave a dot/comment about what you like or would like to see about the area.  
 PLEASE USE A LIGHT BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU LIKE.  
 PLEASE USE A DARK BLUE DOT TO LEAVE A COMMENT ABOUT SOMETHING YOU WANT TO SEE.

In one word, describe what you believe is the desired future condition for this area...

Place a dot next to the type of use/improvement that you would like to see in this focus area. (pick three)

Reuse / renovate what exists	<input type="radio"/>				
------------------------------	-----------------------	-----------------------	-----------------------	-----------------------	-----------------------

What BIG IDEAS do you have for this focus area?  
 Historic preservation  
 Affordable rentals  
 More restaurants  
 Housing South Elmwood  
 Get Go Reno for outdoor space & better use of Champion Creek

Housing	<input type="radio"/>	Retail	<input type="radio"/>								
Mixed Use	<input type="radio"/>	Park/Public Spaces	<input type="radio"/>								
Office	<input type="radio"/>	Entertainment/Restaurant	<input type="radio"/>								
Improved Mobility	<input type="radio"/>	Improved Streetscape	<input type="radio"/>								

4

What are your preferred options for housing for Medina?  
Use post-its and dots to show us what you really like!



Help us answer some questions about housing!

Place a dot next to the type of housing that you would like to see offered in Medina...

1. SINGLE FAMILY HOMES



Dot grid for Single Family Homes with 3 green dots in the top row.

2. DUPLEX



Dot grid for Duplex with no dots.

3. TOWNHOUSE



Dot grid for Townhouse with 12 colored dots in the top row.

4. APARTMENTS



Dot grid for Apartments with 12 colored dots in the top row.

5. MIXED RESIDENTIAL/COMMERCIAL



Dot grid for Mixed Residential/Commercial with 12 colored dots in the top row.

6. ACCESSORY DWELLING UNITS (ADUS)



Dot grid for Accessory Dwelling Units with 2 colored dots in the top row.

What qualities are you looking for in housing?



On-site parking (Garage, dedicated spot, etc.) Character (original materials, historic, etc.) Proximity to amenities (restaurants, retail, parks, etc.) Other (leave us a post-it!)

Dot grid for housing qualities with 12 colored dots in the top row.

Where would you like to see your preferred housing choice?

Downtown Northwest Medina Southeast Medina

Dot grid for location preferences with 1 dot in the first column.

Southwest Medina Northeast Medina All of the above

Dot grid for location preferences with 1 dot in the first column and 2 dots in the third column.



Place any other thoughts or ideas you have related to housing for the City of Medina we should consider...

- Entrenreneurial options
- Startup Incubator
- Affordable housing options
- Preservation of historic homes - Suzanne Sharpe & Jack Sharpe paved the way - good path!



5

For each question, share what is most important to you for the future of Medina?



Place a dot next to the type of transportation you currently use and the method you would like to use or see improved in the future...

<p><b>VEHICULAR (CAR)</b></p> <p>NOW</p>	<p>FUTURE</p>	<p><b>WALKING (PEDESTRIAN)</b></p> <p>NOW</p>	<p>FUTURE</p>
<p><b>CYCLING (BIKE)</b></p> <p>NOW</p>	<p>FUTURE</p>	<p><b>PUBLIC TRANSIT</b></p> <p>NOW</p>	<p>FUTURE</p>

Which of the following streetscape elements are most important to you? Please place a dot next to **FOUR** elements!

<p><b>ENHANCED CROSSWALKS</b></p>	<p><b>PUBLIC ART</b></p>
<p><b>SIGNAGE / WAYFINDING</b></p>	<p><b>BIKE AMENITIES</b></p>
<p><b>SEATING</b></p>	<p><b>SIDEWALK DINING / SEATING</b></p>
<p><b>BUMP OUTS</b></p>	<p><b>IMPROVED PEDESTRIAN EXPERIENCE</b></p>

**OTHER**

I am a visitor - I like: walking, green space, funky shops, fun!

