

Perrysburg Land Use Plan - 2020

STEERING COMMITTEE MEETING 1 – SEPTEMBER 1ST



**PERRYSBURG
TOMORROW**

Agenda



- ▶ Introductions / Project Team
- ▶ Project Overview
 - ▶ Purpose
 - ▶ Schedule
 - ▶ Approach
- ▶ The Plan – Your Ideas
 - ▶ Issues + Opportunities
 - ▶ Mapping Activity
 - ▶ Stakeholder Nominations
- ▶ Draft Survey Questions
- ▶ Next Steps

Introductions/Team Overview

Meet our Team
OHM Advisors

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

50+ years of experience

16 studios throughout OH, MI, and TN

500+ multi-disciplinary team members



2019 Ohio Association of Planning Award -
Best Comprehensive Plan Large Jurisdiction:
insight2050 Corridor Concepts



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



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

Meet our Team

OHM Advisors

We know **OHIO COMMUNITIES**

We focus on Ohio towns and cities, because that is who we are, where we live, and what inspires us.

Ashland, OH
Avon Lake, OH
Bexley, OH
Blendon Township, OH
Boston Heights, OH
Canal Winchester, OH
Clayton, OH
Columbus, OH
Fairborn, OH
Fairlawn, OH
Gahanna, OH
Grandview Heights, OH
Green, OH

Hilliard, OH
Hinckley, OH
Kenton, OH
Lebanon, OH
Lorain, OH
Marietta, OH
Marysville, OH
Massillon, OH
Medina, OH
Miamisburg, OH
Middletown, OH
Mount Vernon, OH
Newark, OH

Newburgh Heights, OH
Pataskala, OH
Pickerington, OH
Reynoldsburg, OH
Stow, OH
Tallmadge, OH
Vandalia, OH
Wadsworth, OH
West Carrollton, OH
Westerville, OH
*Whitehall, OH
Wooster, OH
Worthington, OH



Meet our Team
OHM Advisors

ACCOLADES

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



2018 Michigan Association of Planning Award - Best Economic Development Plan



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



2019 Heritage Ohio Award - Best Placemaking Project



Aimpoint
go beyond insight™

+

EDGE PLANNING
LANDSCAPE ARCHITECTURE
URBAN DESIGN

● Aaron Domini
Principal in Charge, Project Manager

614.474.1114

aaron.domini@ohm-advisors.com

- OHM
- EDGE
- URBAN FOOTPRINT

PLANNING

- Alyssa Sexton
- Marguerite Novak
- Eric Dryer, AICP
- Michael Cousins, GISP

URBAN DESIGN + FOCUS AREA PLANNING

- Tim Bockbrader, PLA, ASLA, LEED AP
- Tedd Hardesty, PLA, ASLA, LEED AP
- Jack McDonough, ASLA

INFRASTRUCTURE

- Matthew Parks, PE
- Rachel Jackson, PE

FISCAL IMPACTS + FUNDING

- Calthorpe Analytics
- Gregory Kacvinsky, PE

MEET OUR TEAM

Hello
my name is

**My favorite thing about
Perrysburg is...**



PROJECT OVERVIEW



Project Purpose

The Perrysburg Land Use Plan aims to build upon the City's previous planning documents and public involvement to design a guide for future development. This guide will serve as a vision for future land use patterns to best position the City of Perrysburg as a thriving community in the Northwest Ohio region.



We do this by...

Developing a plan and economic development tool rooted in the needs of the community, balanced with today's market realities and proven public and private sector solutions.

PERRYSBURG
TOMORROW

What should it do?

ITS A BLUEPRINT FOR THE FUTURE!



What should it do?

ITS A BLUEPRINT FOR THE FUTURE!

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



How to use the Plan

FOR THE CITY...

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



How to use the Plan

FOR THE PRIVATE SECTOR...

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



A Quick Note

- ▶ Land Use Planning Is Fluid
- ▶ There Is No “Silver Bullet”
- ▶ It Takes Time
- ▶ It Takes Direction
- ▶ It Must Be Intentional
- ▶ It Must Be Both Comprehensive And Strategic
- ▶ It Must Involve Both The Public And Private Sector
- ▶And It Will Pay Off

Approach



TASK 1:



PHASE 1:
PREPARING FOR
THE PLAN



PHASE 2:
UNDERSTANDING
THE CONTEXT



PHASE 3:
COMMUNITY
ENGAGEMENT



PHASE 4:
DEVELOPING THE
PLAN



PHASE 5:
FINALIZING THE
PLAN, SETTING UP
IMPLEMENTATION



Project Approach

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



Steering Committee Roles

- ▶ Share insight
- ▶ Test findings
- ▶ Act as stewards **of the Plan**



Perrysburg Tomorrow

The City of Perrysburg has initiated the process to update their Land Use Plan. The planning process will allow community members and local leaders to realize ambitions and make more informed decisions regarding land use and policy.

This project site is intended to provide additional opportunities for public engagement and inform the Perrysburg community of important meeting dates and projects throughout the planning process.

Please check back often and stay engaged!

Project Website: perrysburgtomorrow.weebly.com

MEETING SCHEDULE - DRAFT

PERRYSBURG LAND USE PLAN UPDATE - UPDATED 08/31/2020



Phase 1	Client Kick-Off Meeting Project kick-off with the client to orient the team to the process and establish the project schedule.	Tuesday, May 26th, 2020 11am - Zoom Call
	Steering Committee Meeting 1 Review project purpose, scope, schedule, and conduct goal setting/idea generation activities.	Tuesday, September 1st 2020 10am - Perrysburg Municipal Court
Phase 2	Steering Committee Meeting 2 Review and validate existing conditions key findings, outline additional research as needed and prepare for Public Meeting 1.	Thursday, October 8th, 2020 Time TBD - Location TBD
Phase 3	Small Group Meetings Meet with local stakeholders to gather ideas on issues and opportunities within the study area and prioritize for the future.	October (9th-23rd), 2020 Time TBD - Location TBD
	Public Meeting 1 Community meeting to gather ideas on issues, opportunities, and priorities within the study area. Community Survey available online.	Early November (2nd-6th), 2020 Time TBD - Location TBD
Phase 4	Steering Committee Meeting 3 Review community engagement, discuss initial framework plan with the committee and gather feedback. Identify objectives to meet the plan goals.	Thursday, November 19th, 2020 Time TBD - Location TBD
	Steering Committee Meeting 4 Review draft plan framework including phasing, and priority public and private projects and develop specific strategies to guide the implementation of the Plan and priority projects.	Thursday, December 17th, 2020 Time TBD - Location TBD
Phase 5	Virtual Plan Review (2 Zoom Meetings) Present document to the client and steering committee for comments. The comments will be addressed and the draft will be prepared for presentation at the second public meeting.	January 21st & February 11th, 2020 Time TBD - Location TBD
	Public Meeting 2 - Open House Provide an overview of the planning process and key findings, present plan framework and recommendations, and engage the public in a series of activities to gain input/feedback on the plan elements.	Thursday, February 25th 2020 Time TBD - Location TBD
	Steering Committee Meeting 5 Present input from Open House and present the final plan for final feedback.	Thursday, March 18th, 2020 Time TBD - Location TBD

DRAFT SCHEDULE



Public Input Snapshot



ENGAGEMENT STRATEGY

Engagement Strategy



5 Task Force Meetings



2 Public Meetings (Idea Gathering / Open House)



1 round small group stakeholder meeting



Statistically Valid Phone Survey



Online Engagement



Community Survey – accessible online and through meetings and project website

COMBUSTION
14.6 a 112.4
1.20
1.35
1.25
1.13
1.12
1.15

ITEM	PRICE	DESCRIPTION	PRICE
11	5.95	BARBECUE BONE	5.95
12	6.95	ALLEGRIA BEEF	6.95
13	6.95	C-100 GR. BEEF	6.95
14	6.95	COLDEN TURKEY	6.95
15	6.95	DARK BLACK PAST	6.95
16	6.95	SUNDIAL	6.95
17	6.95	SIX WINS CORDON	6.95
18	6.95	BIRCHMOUNT	6.95
19	6.95	POUR OVER COFFEE	6.95
20	6.95	INTRO DARK BLACK PAST	6.95
		COLD PRESS COFFEE	6.95



MORTGAGE REFINANCING

1. Lower interest rate

2. Lower monthly payments

3. Cash out equity

4. Shorten loan term

5. Switch from adjustable to fixed rate

6. Consolidate debt

7. Access home equity

8. Increase cash flow

9. Improve credit score

10. Increase home value

11. Reduce taxes

12. Increase flexibility

13. Increase liquidity

14. Increase net worth

15. Increase wealth

16. Increase retirement savings

17. Increase estate planning

18. Increase tax efficiency

19. Increase asset protection

20. Increase overall financial health





Engagement Post Covid



Sterling Connect

Carry the City in your pocket! Sterling Connect is a user-friendly way to get the information and answers you have about your city.



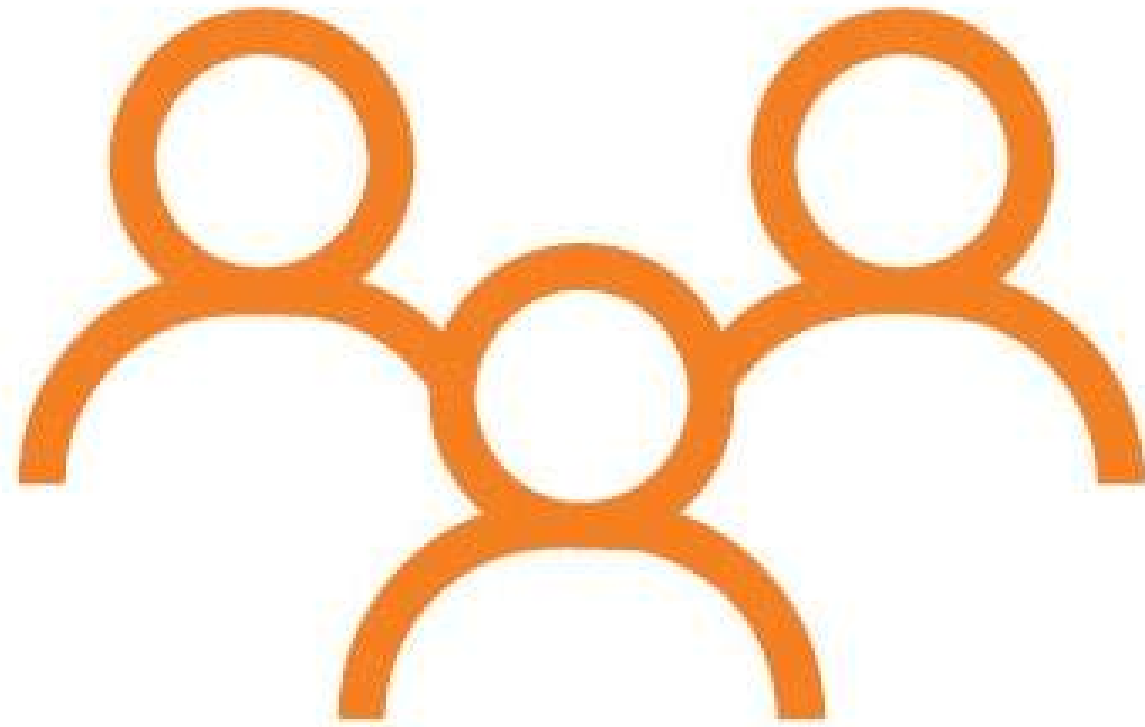
EXISTING CONDITIONS AND TRENDS

WHAT IS happening on the large scale?

Communities today are trying to harmonize...

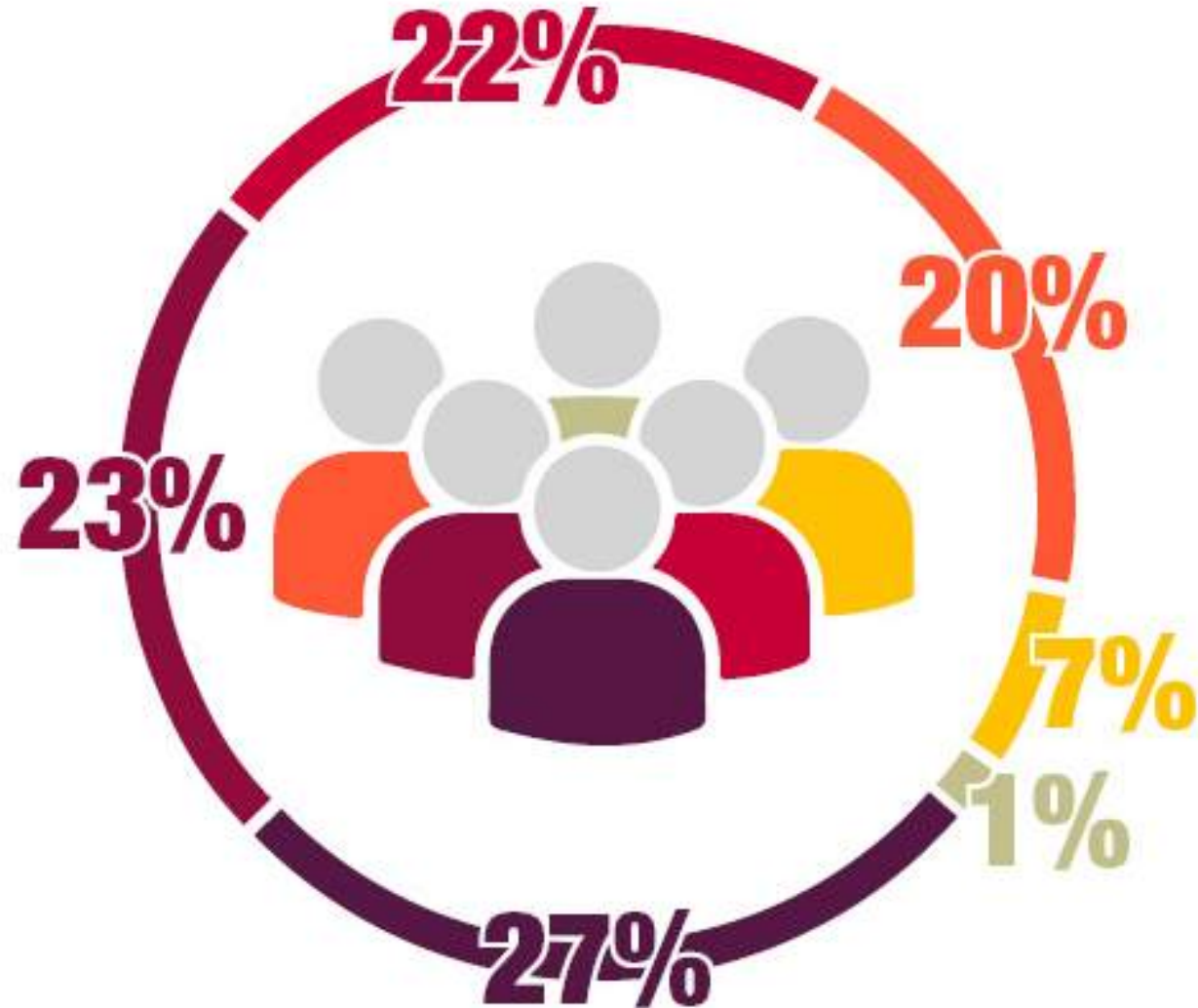


**But to understand how they
work together; we need to look
at national trends for each
category separately...**



People

Generational Breakdown



Gen-Z
(1997 and later)

Millennials
(1981-1996)

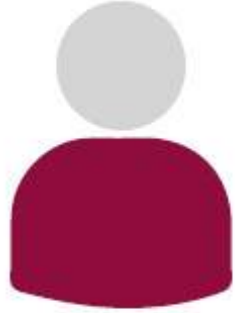
Baby Boomers
(1946-1964)

Gen-X
(1965-1980)

Silent Generation
(1928-1945)

Greatest Generation
(1928 and earlier)

How the working-class lives...



Millennials
(1981-1996)

49% single family detached housing

11% single family attached housing

33% apartment buildings or condos

7% other



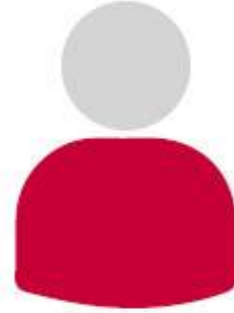
Gen-X
(1965-1980)

66% single family detached housing

9% single family attached housing

18% apartment buildings or condos

7% other



Baby Boomers
(1946-1964)

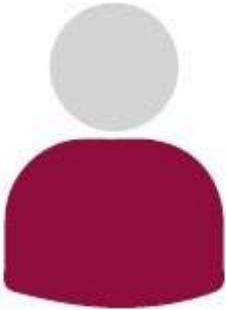
59% single family detached housing

11% single family attached housing

24% apartment buildings or condos

6% other

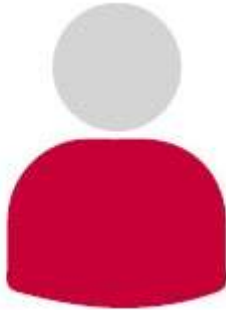
How the working-class WANTS to live...



Millennials
(1981-1996)



Gen-X
(1965-1980)



Baby Boomers
(1946-1964)

60% larger size house

48% larger size house

26% larger size house

27% same size house

38% same size house

53% same size house

13% smaller house

14% smaller house

21% smaller house

Millennials

(largest working generation today)
at a glance...



47%
ethnically
diverse



60%
work
full-time

38% own
automobiles



50% are
renters



28%
have
roommates

Millennials

(largest working generation today)
and where you can find them...



13%
live
downtown
and/or
near downtown



35%
live
in urban, city
neighborhoods



13%
live
in dense, older
suburbs



15%
live
in newer
suburbs



17%
live
in small towns



7%
live
in rural areas

American families are slowly shrinking...



1970's
Baby Boomers with kids

55% without children
45% with children

2000's
Gen X'ers with kids

67% without children
33% with children

2030's
Millennials with kids

73% without children
27% with children

At least for human children they are...



1988

56%
households with pets

2019

67%
households with pets

In Ohio 44% of households have a dog....33% with Children



Economy

National averages dictate the economy...



\$61,937

median
household income



2.52

average
household size



\$1,078

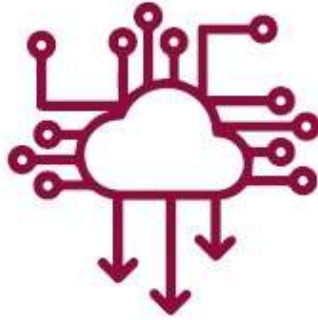
average
one-bedroom rent

Economic trends are changing...

Top industries are
changing from...



manufacturing



services

In the working world,
professionals now follow...



money



happiness

Professionals today are
choosing...

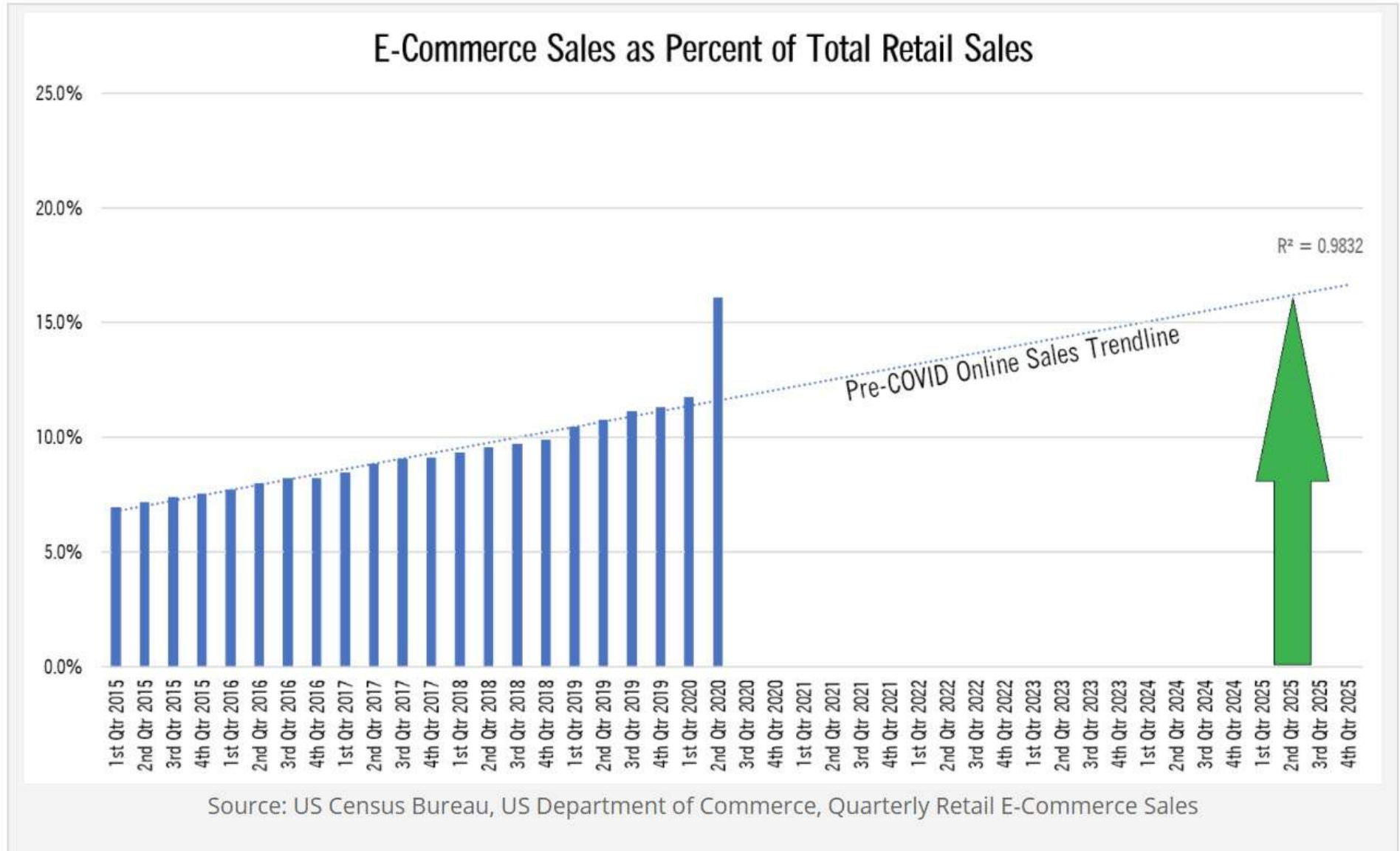


position

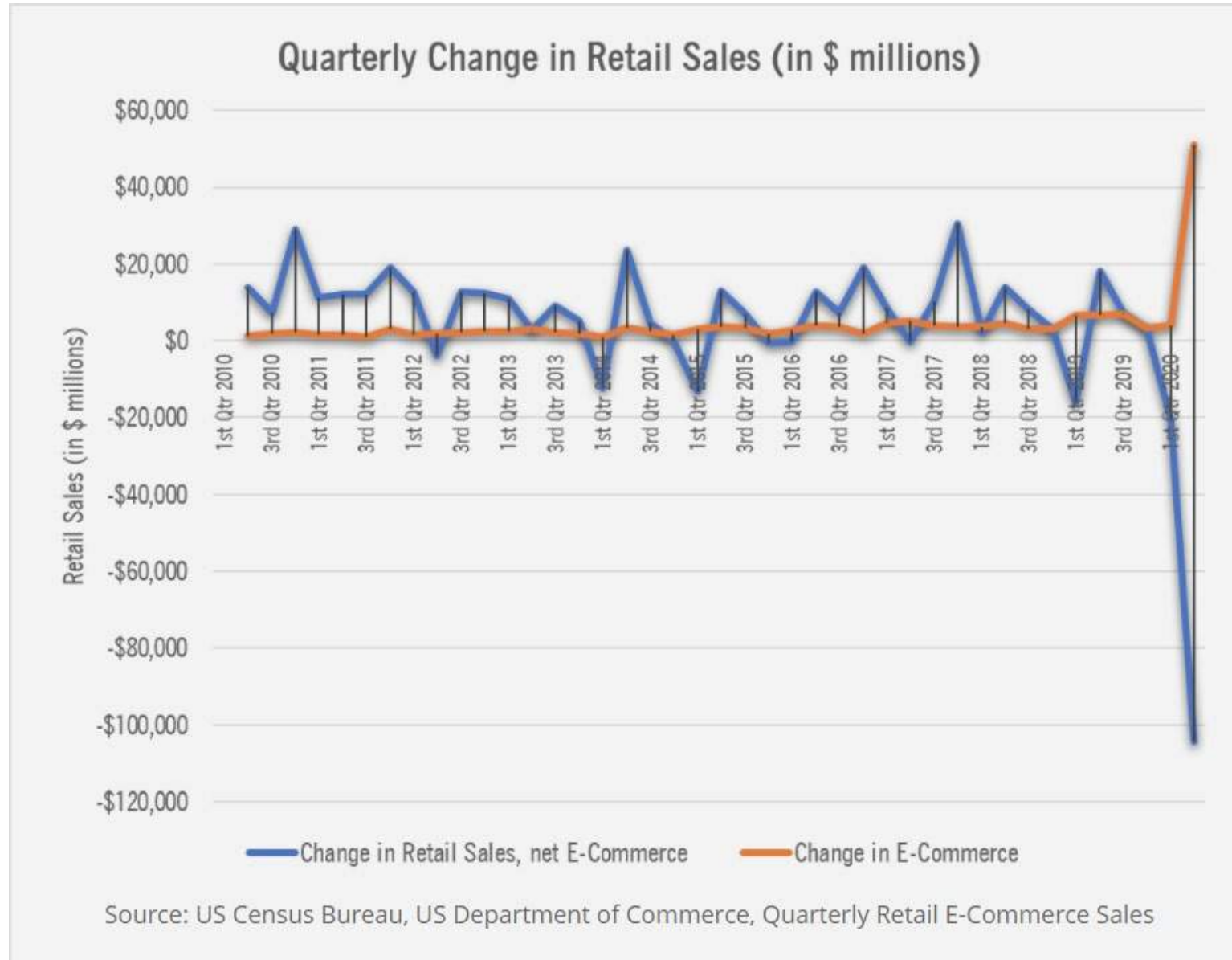


place

Retail Trends...



Retail Trends...

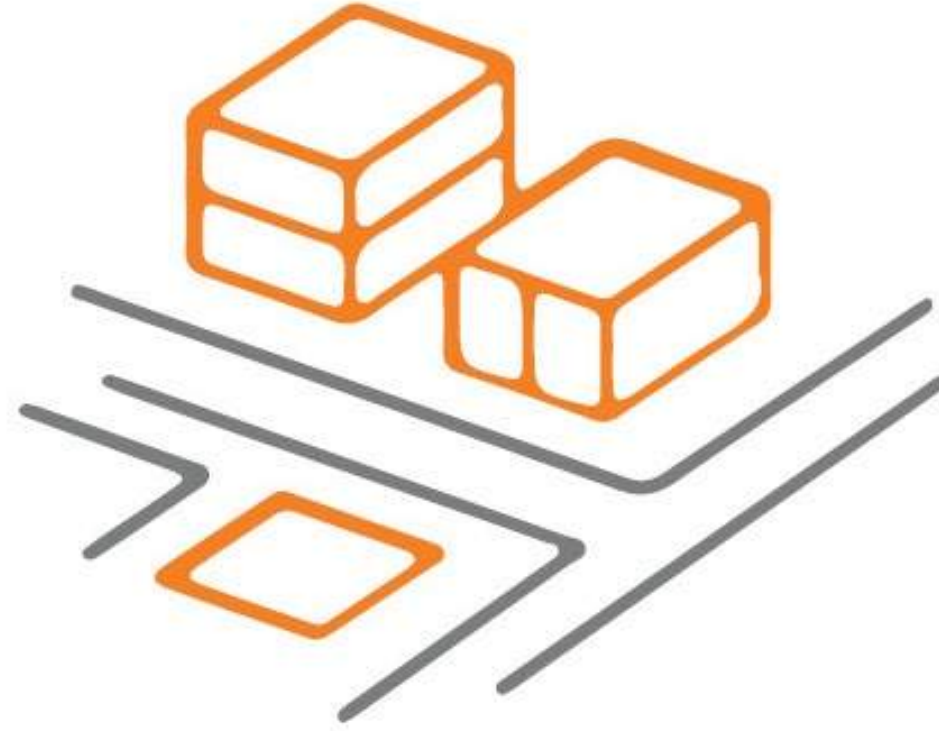


The retail real estate pie is shrinking. Now that shoppers are more familiar and comfortable with online shopping, communities and developers must give them a compelling reason to leave their homes to shop for retail goods. **Future retail development has to be more thoughtful and experiential to survive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



Urban Form

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



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

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

What does that look like in our communities?

**diverse housing
options**



**walkable
environments**



**user friendly
open spaces**



**complete urban
streets**

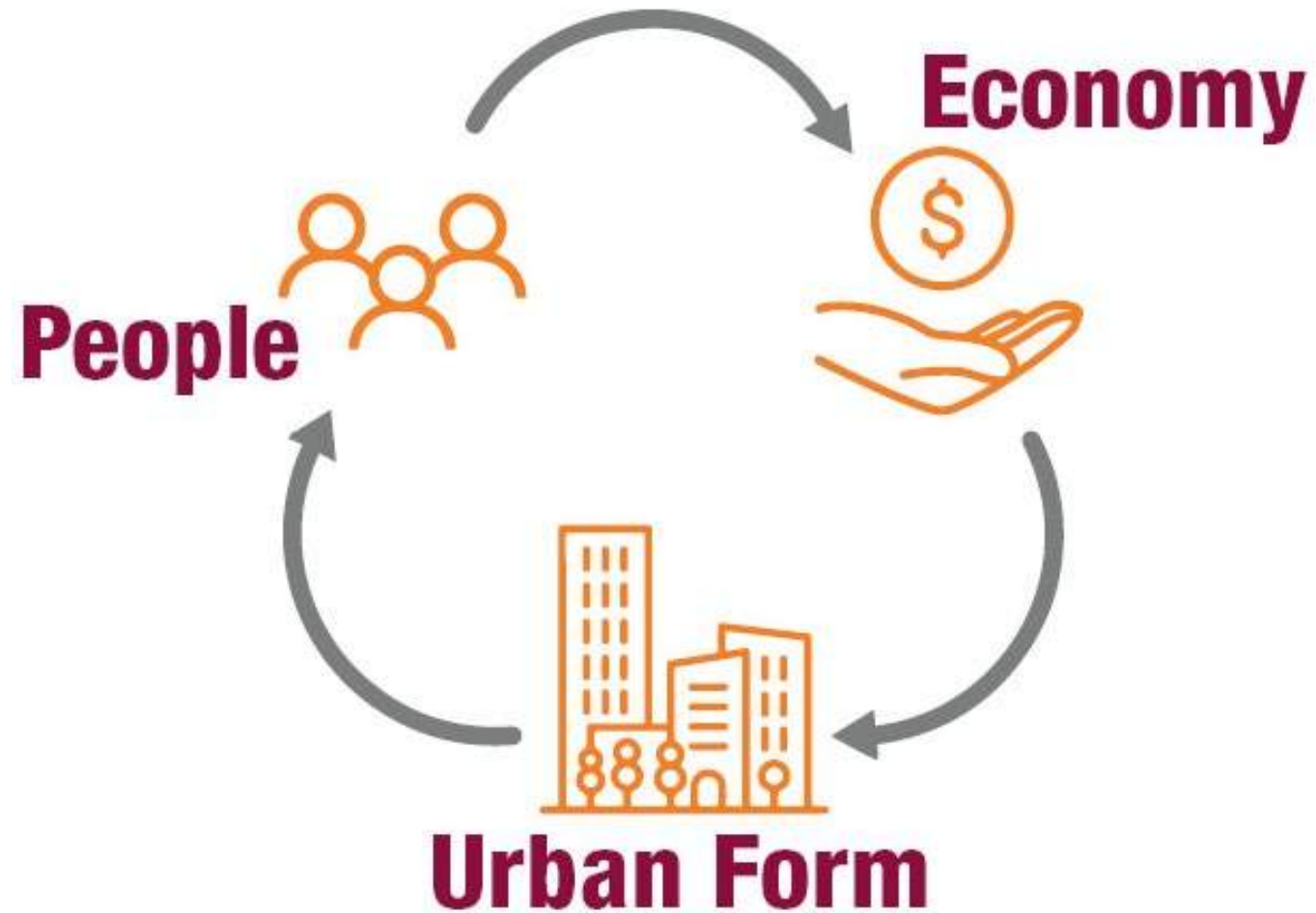


**multi-modal
transit options**



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

As we adapt to change,
we'll always strive to harmonize...

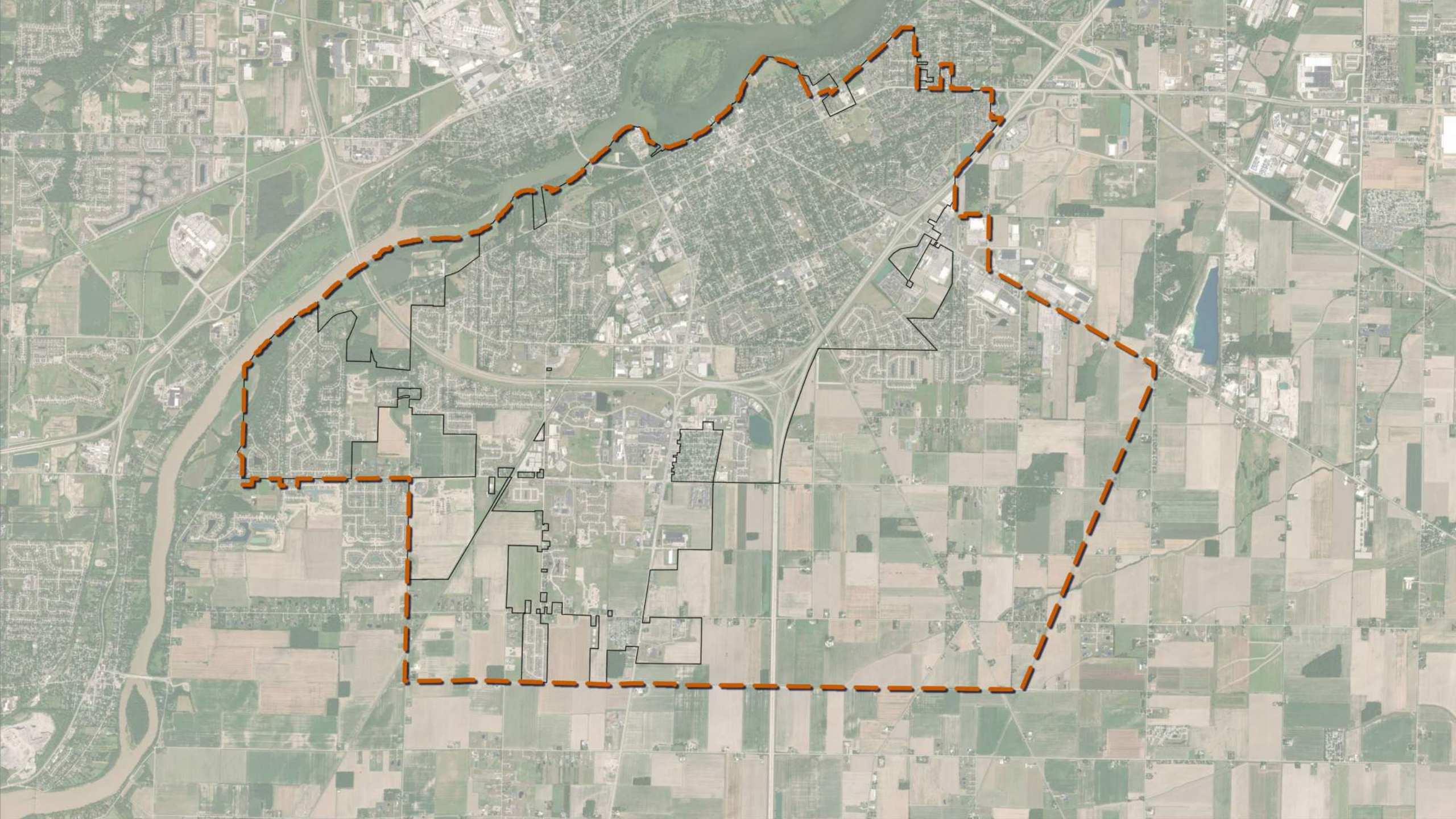




When do trends become
"the norm"...?

EXISTING CONDITIONS AND TRENDS

WHAT IS happening in Perrysburg?



PERRYSBURG POPULATION
23,202
(132,076 in Wood County)



PERRYSBURG POPULATION
CHANGE SINCE 2010
(+4.2% for Wood County)
(+1.3% for Ohio)

Population

Age Pyramid



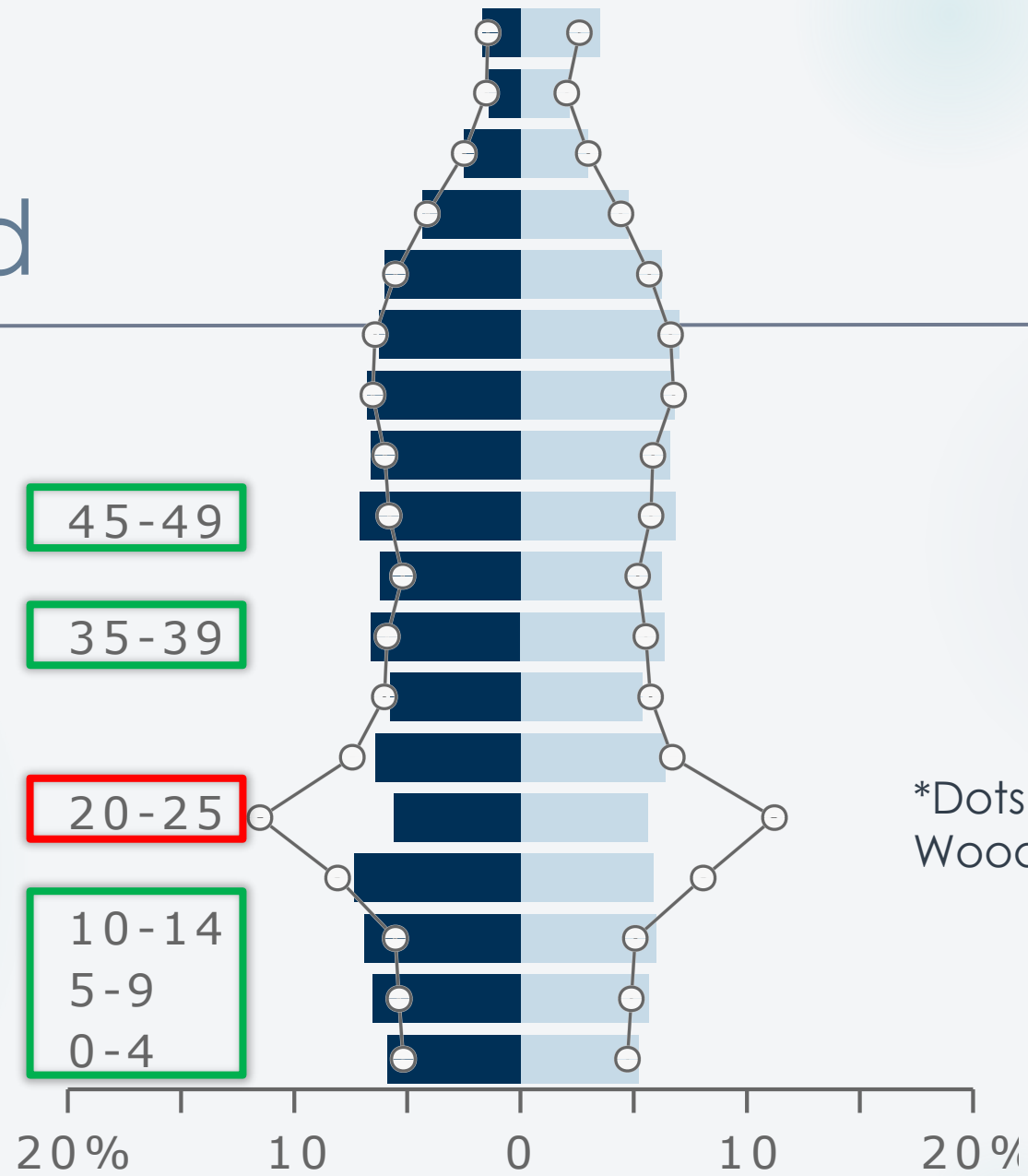
41.0
MEDIAN AGE
(37.0 in Wood County)
(39.5 in Ohio)

45-49

35-39

20-25

10-14
5-9
0-4



*Dots and lines indicate Wood County statistics

Tapestry Segments

(ESRI Business Analyst, a robust geospatial analysis tool)



5B

Urban Style

4,256 households

45.9%

of Households

- Professional couples or single households **without children**
- Slightly older and **already planning for their retirement**



1C

Boomburbs

1,364 households

14.7%

of Households

- **Young professionals with families** that have opted to trade up to the newest housing in the suburbs
- **Well-educated** professionals with a running start on prosperity



9E

Retirement Communities

948 households

10.2%

of Households

- **Small household size**, mostly renter occupied, and typically live in multiunit structures
- **Fiscally responsible** and keep a close eye on their finances

PERRYSBURG
TOMORROW



Household Structure



9,265

HOUSEHOLDS

(51,535 in Wood County)



\$221,465

MEDIAN HOME VALUE

(\$175,390 in Wood County)
(\$153,668 in Ohio)



\$15,282

AVERAGE SPENT ON MORTGAGE
& BASICS (ANNUALLY)

(\$10,000 in Wood County)
(\$8,636 in Ohio)



\$988

AVERAGE RENT - 1BR

(\$648 in Wood County)
(\$625 in Ohio)



\$95,681

MEDIAN HOUSEHOLD INCOME

(\$65,125 in Wood County)
(\$54,966 in Ohio)

Housing Affordability Index



The Housing Affordability Index **measures whether or not a typical family earns enough income to qualify for a mortgage loan on a typical home** at the national and regional levels based on the most recent price and income data

For example... **a score of 120** means a family earning the median family income has 120% of the income necessary to qualify for a conventional loan for a median-priced existing single-family home.



221

HOUSING AFFORDABILITY INDEX

(182 in Wood County)

(179 in Ohio)

Comparable communities include...

Sylvania: **204**

Maumee: **207**

Whitehouse: **203**

Bowling Green: **121**

Dublin: **163**

Miscellaneous Stats



34.6%

RENTER OCCUPIED

(34.2% in Wood County)

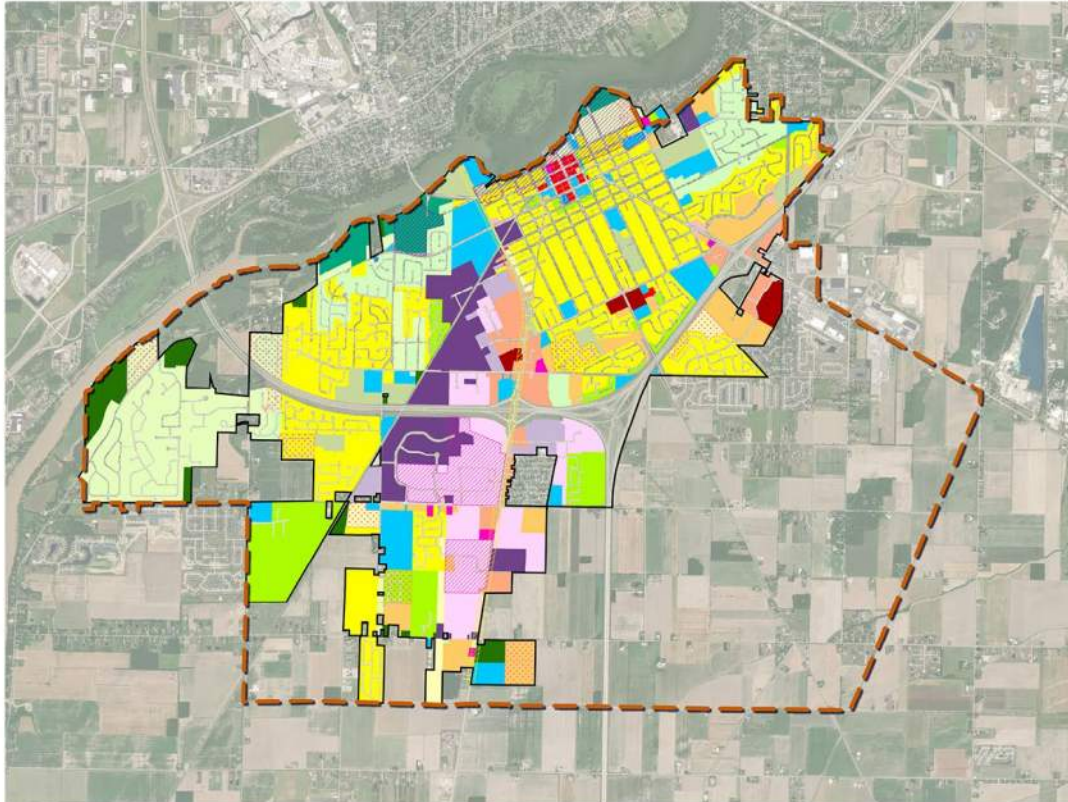
(31.2% in Ohio)



VACANCY PERCENTAGE
(7.8% in Wood County)
(10.5% in Ohio)



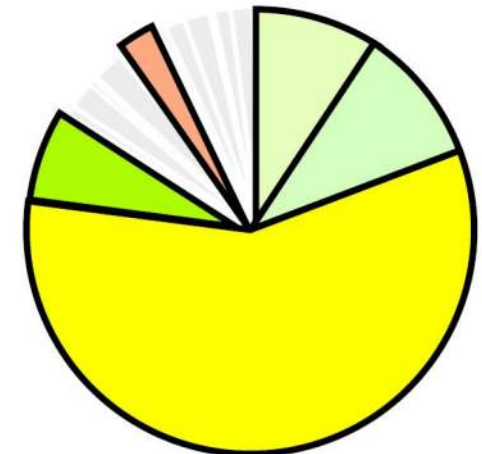
ZONING



- R3 - SINGLE FAMILY RESIDENTIAL MEDIUM DENSITY (58%)**
- R2 - SINGLE FAMILY RESIDENTIAL LOW DENSITY (10%)**
- R1 - SINGLE FAMILY RESIDENTIAL SUBURBAN (9%)**
- R4 - SINGLE FAMILY RESIDENTIAL LOW DENSITY (7%)**
- C4 - HIGHWAY COMMERCIAL (3%)**

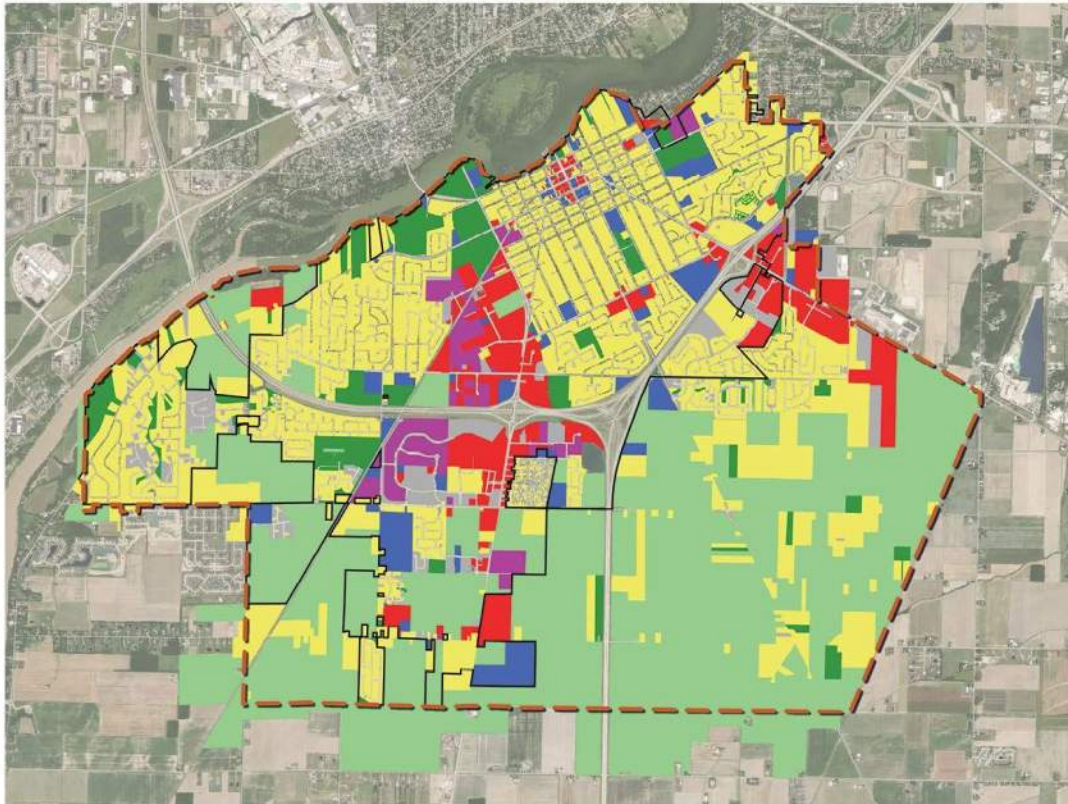
13 REMAINING ZONING DISTRICTS (13%)
(R5, RM, A1, C1, C2, C3, I1, I2, INS, OS, P, PBB, SI)

(Percentages based on number of parcels, not area)





LAND USE



 **RESIDENTIAL (78%)**

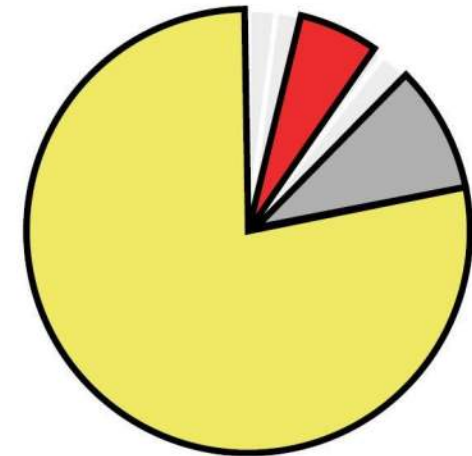
 **OTHER/VACANT (9%)**

 **COMMERCIAL (6%)**

6 REMAINING LAND USE AREAS (7%)

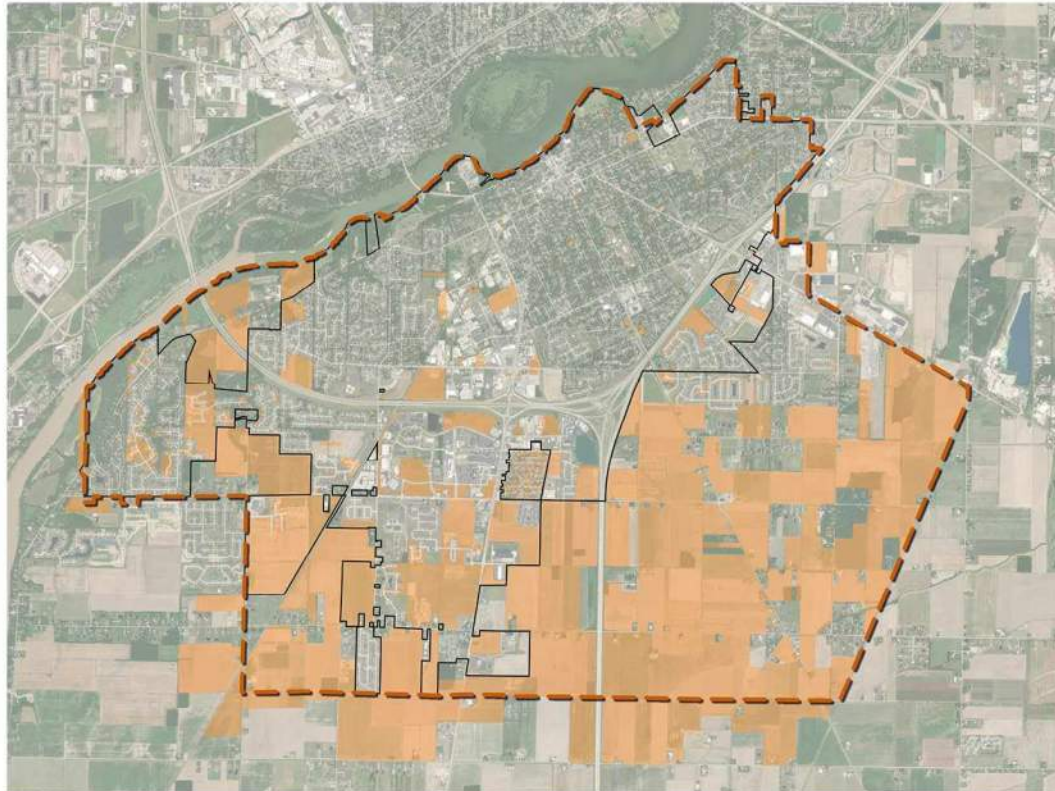
(AGRICULTURAL, CIVIC, INDUSTRIAL, MIXED USE, NATURAL/OPEN SPACE, TRANSPORTATION)

(Percentages based on number of parcels, not area)





OPPORTUNITY AREAS



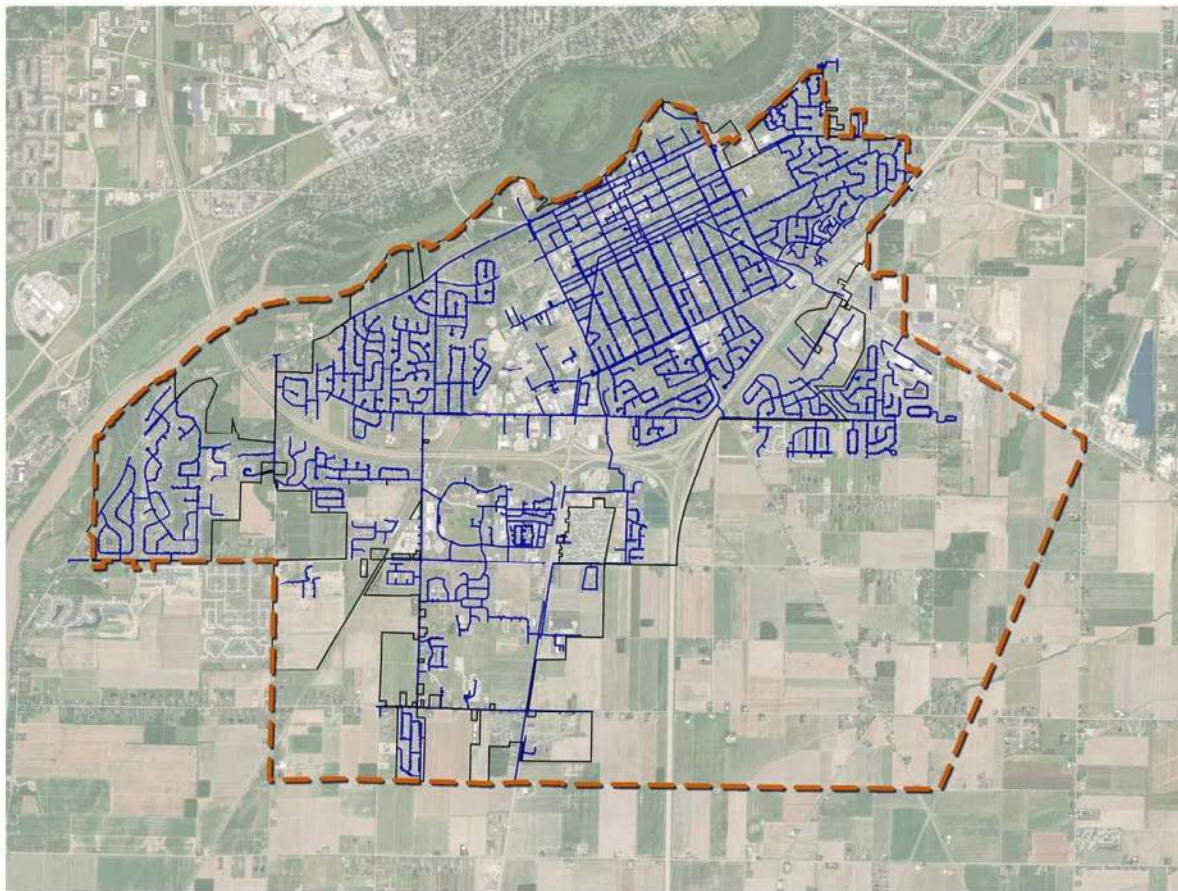
DEVELOPABLE LAND

(‘AGRICULTURAL’, ‘VACANT’, ‘UNDEVELOPED’, AND ‘OTHER’ CURRENT USES)

THIS AREA TOTALS TO ROUGHLY **6525 ACRES**



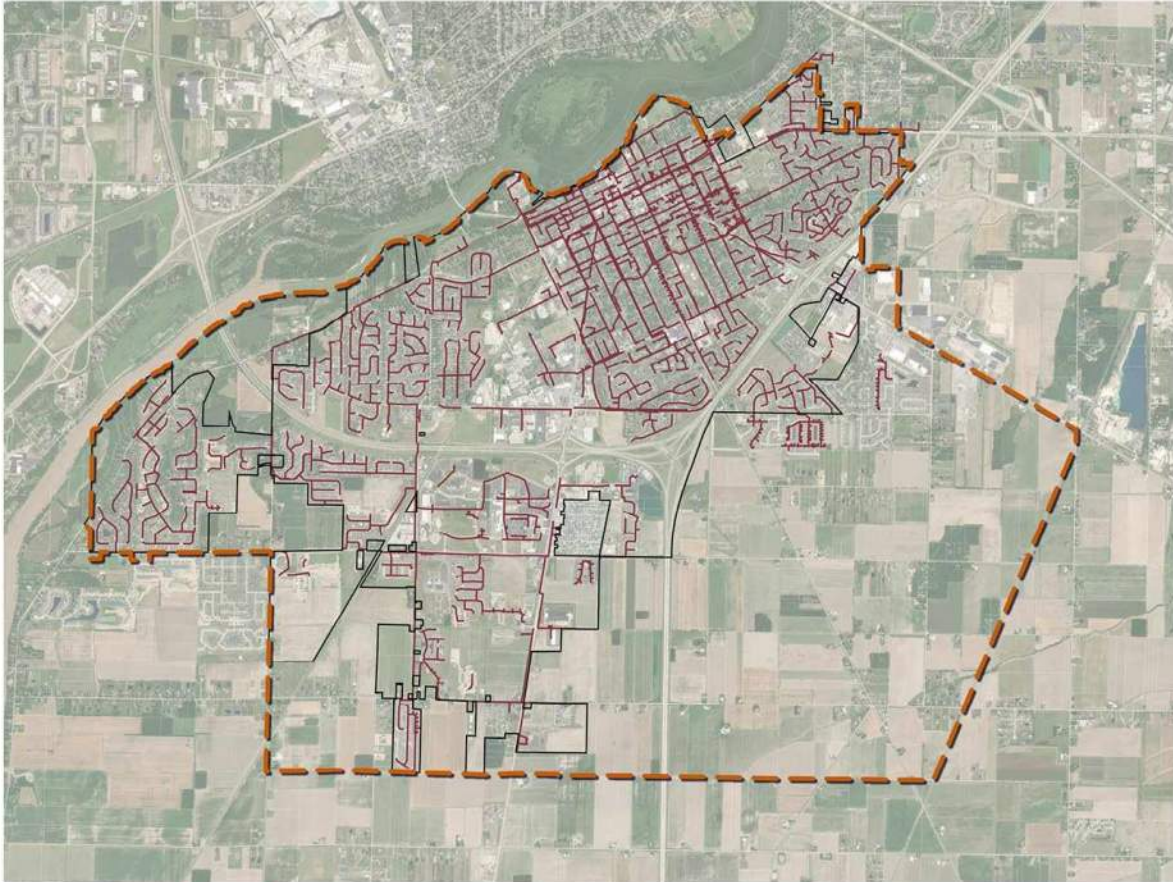
UTILITIES - WATER



 WATER LINES



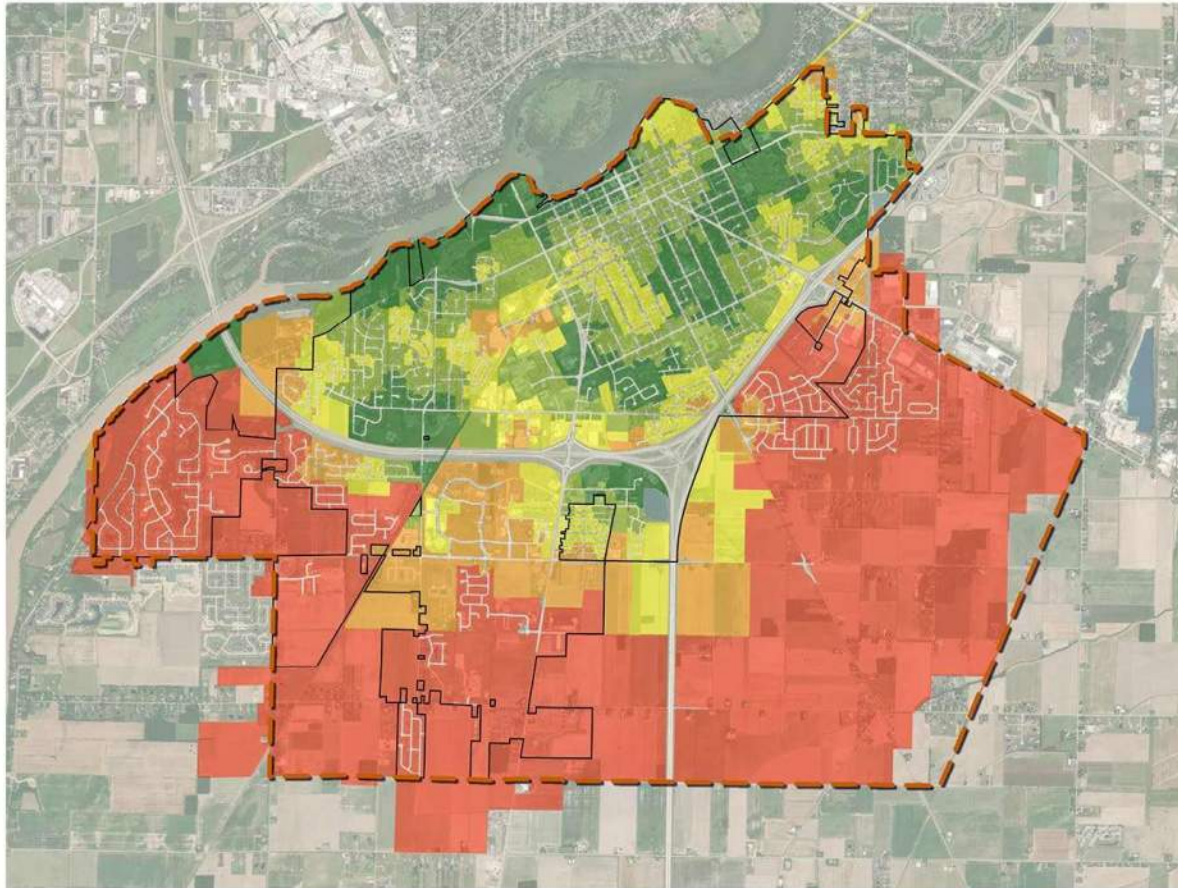
UTILITIES - SEWER








 SEWER LINES



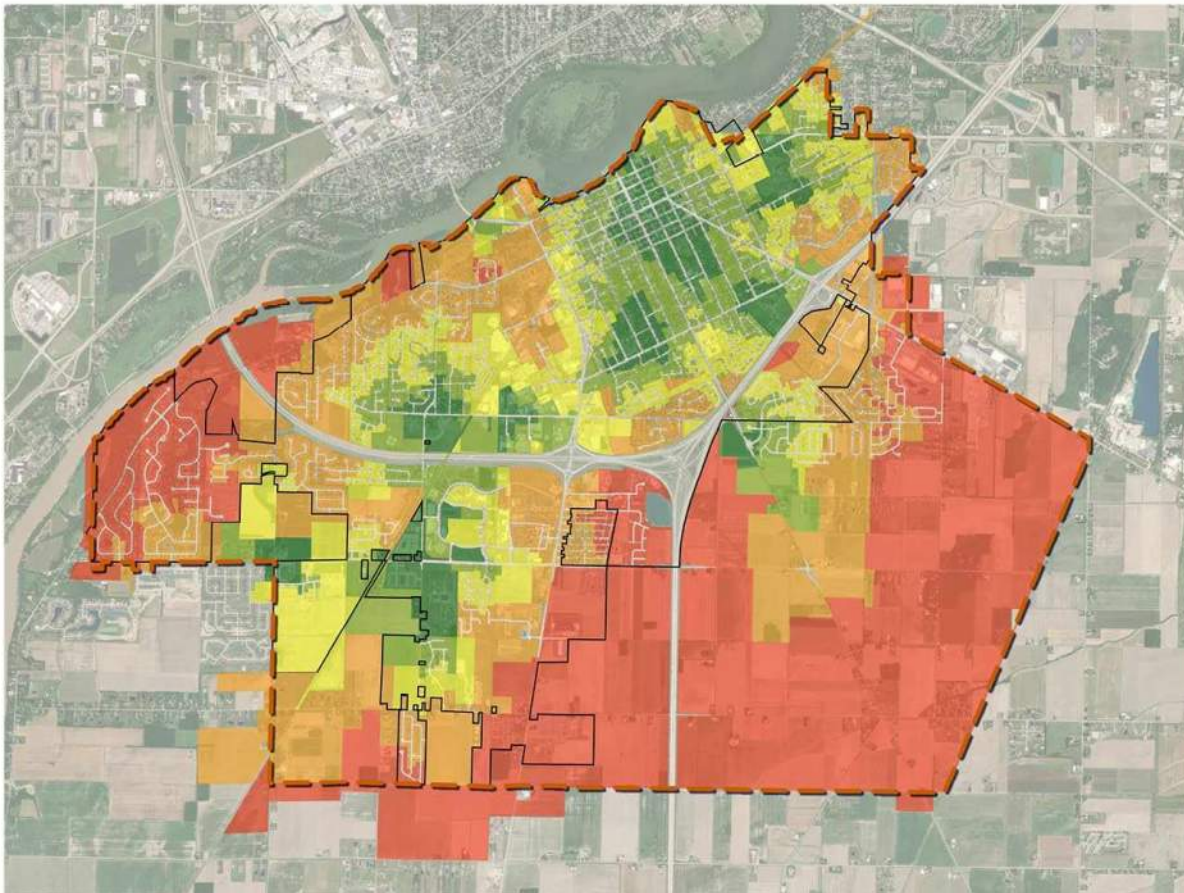
WALK TO PARKS








-  LESS THAN 5 MINUTE WALK
-  5-10 MINUTE WALK
-  10-15 MINUTE WALK
-  15-25 MINUTE WALK
-  GREATER THAN 25 MINUTE WALK



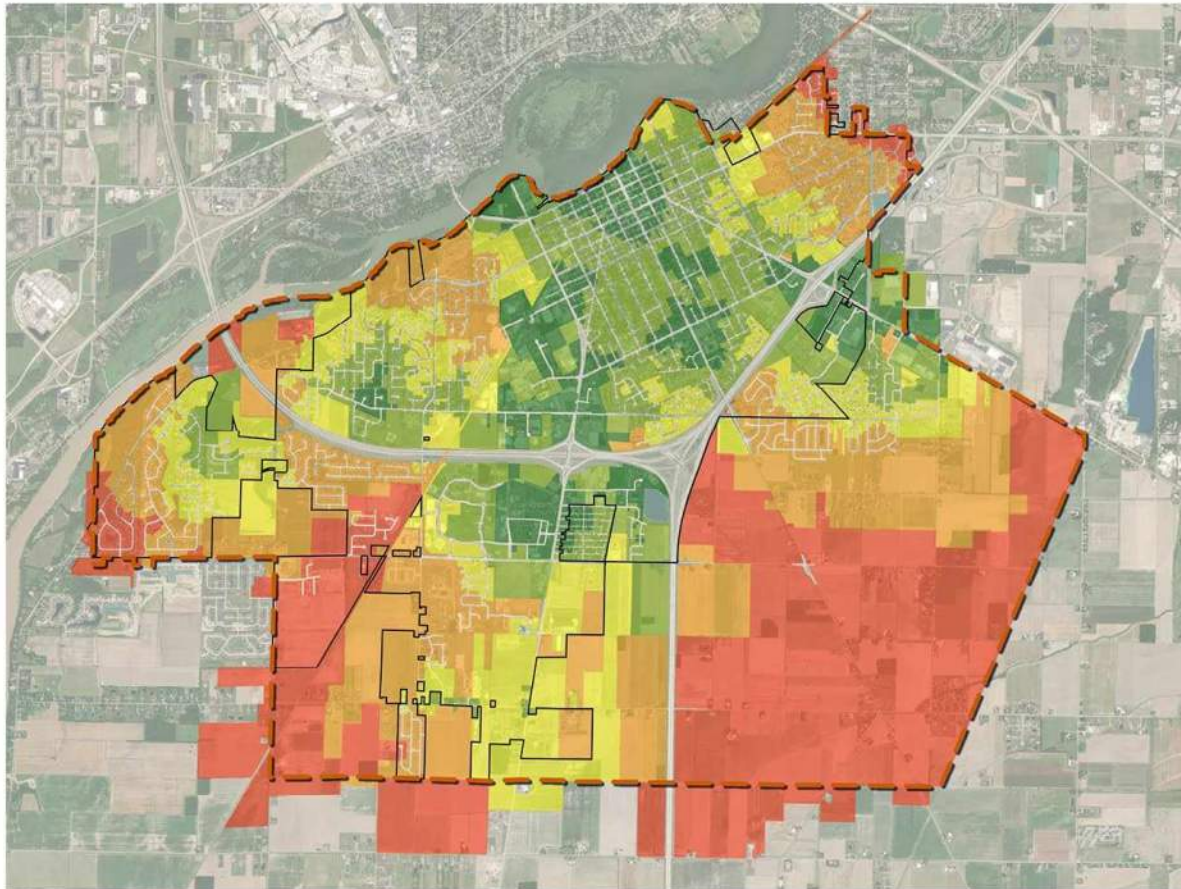
WALK TO SCHOOLS








-  LESS THAN 5 MINUTE WALK
-  5-10 MINUTE WALK
-  10-15 MINUTE WALK
-  15-25 MINUTE WALK
-  GREATER THAN 25 MINUTE WALK



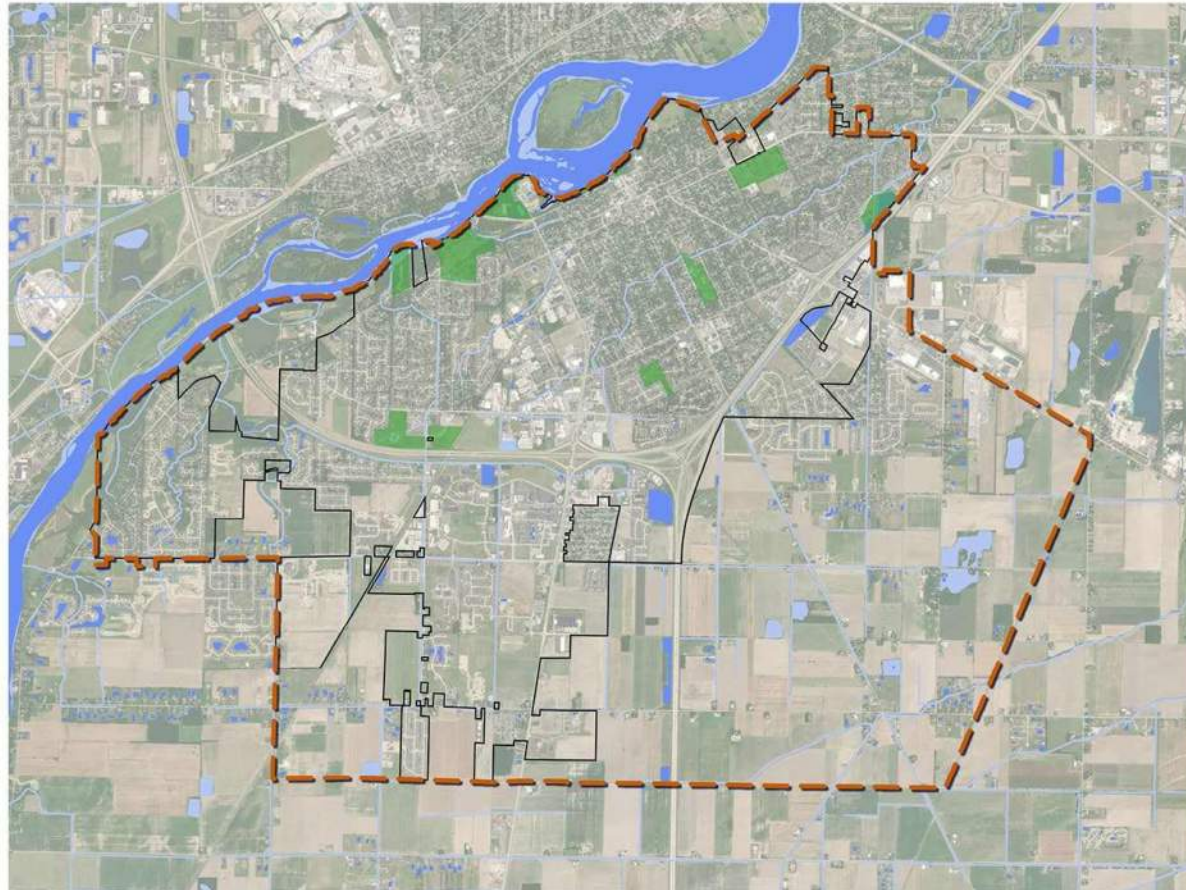
WALK TO RETAIL



-  LESS THAN 5 MINUTE WALK
-  5-10 MINUTE WALK
-  10-15 MINUTE WALK
-  15-25 MINUTE WALK
-  GREATER THAN 25 MINUTE WALK



NATURAL AREAS



-  PARKS
-  RIVER AND LAKES
-  PONDS AND CREEKS/SWELLS



NOW IT'S TIME FOR YOU TO TELL US!

YOUR INPUT IS VITAL!



YOU TELL US

Think BIG. Consider what type of community you want to live in, and what can hinder or help to make that a reality.

The following subjects can be a starting point, but your ideas do not have to fit into those categories.

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

YOU TELL US



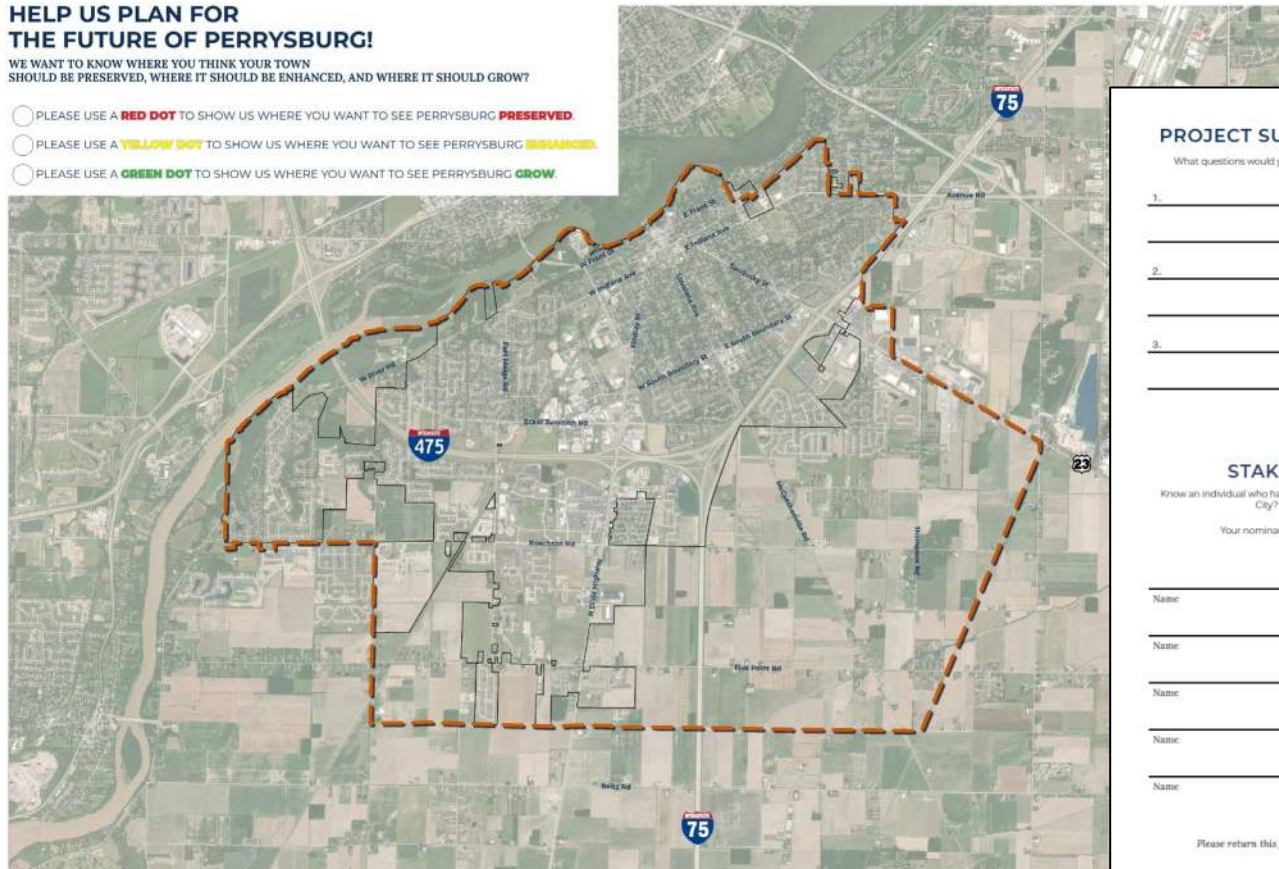
- ▶ **Parks & Public Space** - Any area or open space provided for community use.
- ▶ **Mobility** - The systems connecting people to destinations. This includes the street network, streetscape, parking, vehicular traffic, walkability, and biking.
- ▶ **Character + Image** - How the community defines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

YOU TELL US

HELP US PLAN FOR THE FUTURE OF PERRYSBURG!

WE WANT TO KNOW WHERE YOU THINK YOUR TOWN SHOULD BE PRESERVED, WHERE IT SHOULD BE ENHANCED, AND WHERE IT SHOULD GROW?

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



SC1 ACTIVITY MAP - PRESERVE, ENHANCE, GROW!

PERRYSBURG LAND USE PLAN UPDATE
PERRYSBURG, OH - WOOD COUNTY

PROJECT SURVEY - WHAT DO YOU WANT TO SEE?

What questions would you like to be included in the community survey?

1. _____
2. _____
3. _____

STAKEHOLDER MEETINGS

Know an individual who has a vested interest in Perrysburg, OH? Nominate individuals below to participate in a Stakeholder Meeting. Your nominations will get a personalized invitation.

Name: _____	Contact Information: _____
Name: _____	Contact Information: _____
Name: _____	Contact Information: _____
Name: _____	Contact Information: _____
Name: _____	Contact Information: _____

Please return this form to an OHM Advisory meeting. If you need additional space, please utilize the back of this page.

Ideas for Tomorrow

PERRYSBURG LAND USE PLAN UPDATE 2020

Instructions

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

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

Subjects to consider:

- **Land Use** - Areas to be preserved and areas targeted for new growth and development
- **Housing** - Types of housing options and neighborhood connectivity.
- **Parks & Public Space** - Event areas, streetscape and programmable space.
- **Mobility** - The systems connecting people to destinations by driving, biking, or walking.
- **Image & Brand** - How the community defines and markets itself to visitors and future residents.

Issues

1. _____
2. _____
3. _____
4. _____
5. _____

Opportunities

1. _____
2. _____
3. _____
4. _____
5. _____

Big Idea

Now consider the issues and opportunities you identified above and try to think of a **BIG IDEA** that eliminates an issue, seizes an opportunity, or both!

Be prepared to share your idea with the group.





NEXT STEPS

- ▶ FINALIZE SCHEDULE
- ▶ EXISTING CONDITIONS
- ▶ LAUNCH ONLINE SURVEY
- ▶ STEERING COMMITTEE MEETING 2