

Perrysburg Land Use Plan Update

VIRTUAL OPEN HOUSE – APRIL 8TH 2021



**PERRYSBURG
TOMORROW**

Agenda



- ▶ Introductions
- ▶ Project Overview and Check in
- ▶ What We Heard – Community Engagement Overview
- ▶ Review Planning Principles
- ▶ Review Draft Plan
- ▶ Next Steps!

Introductions

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

Edge Group + Aimpoint

EDGE PLANNING
LANDSCAPE ARCHITECTURE
URBAN DESIGN

+

Aimpoint
go beyond insight™

Project Overview



Project Purpose

The Perrysburg Land Use Plan is the community's blueprint for how and where they should grow now and in the future. The Plan 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.

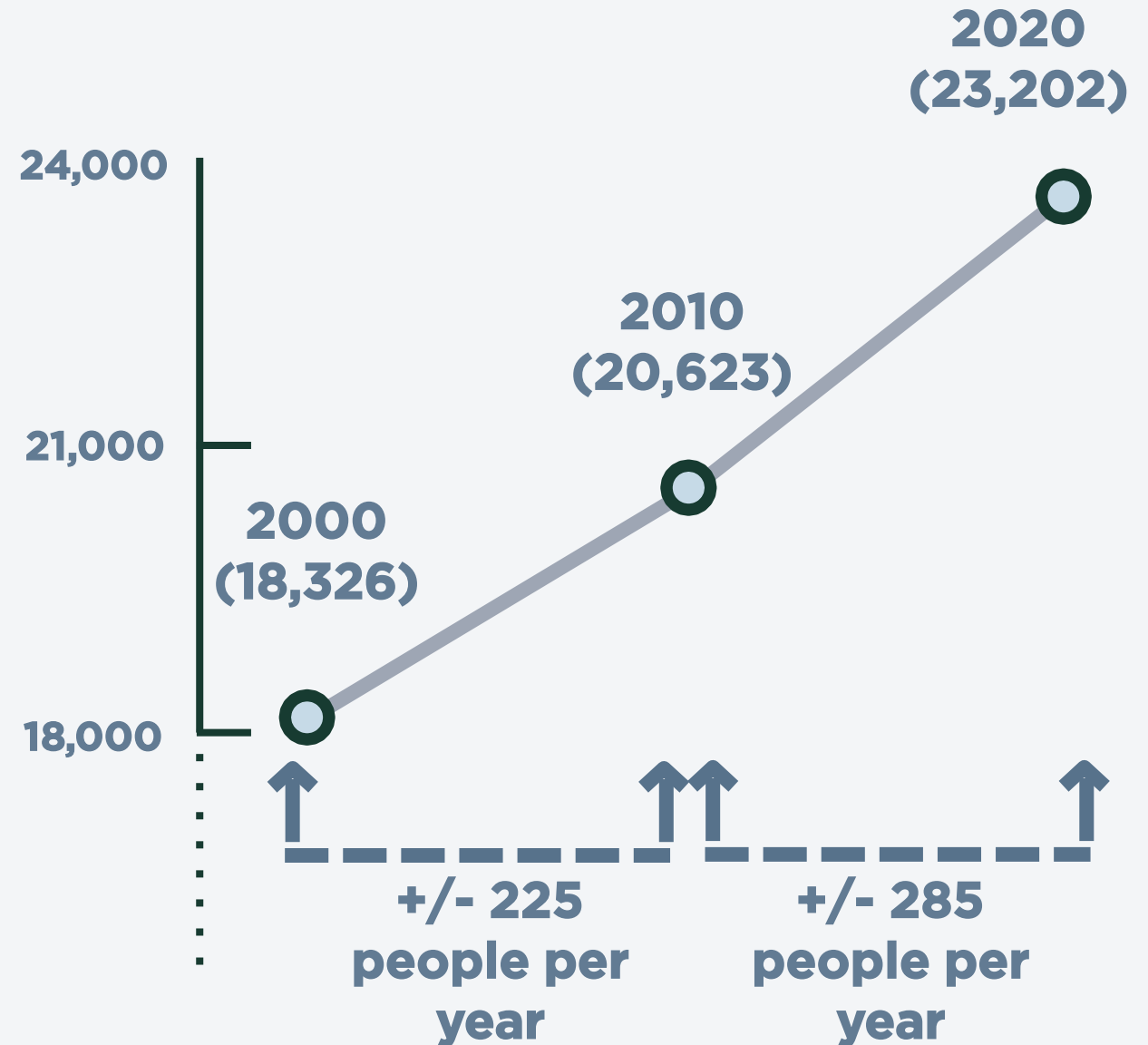


It is important to
remember....



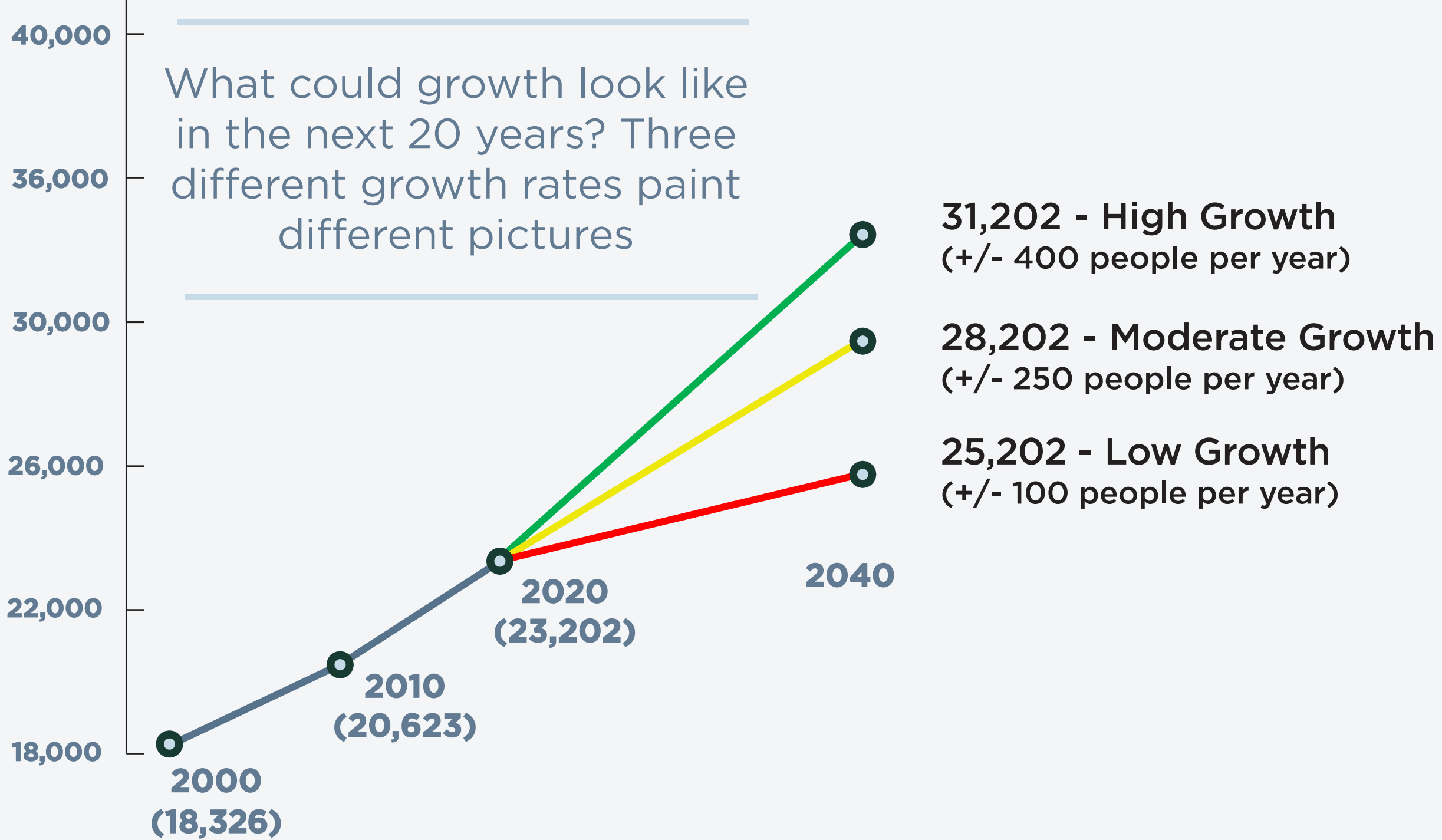
**Current
Population
23,202**
(26% increase
since 2000)

Moderate
population growth
in the last 20 years

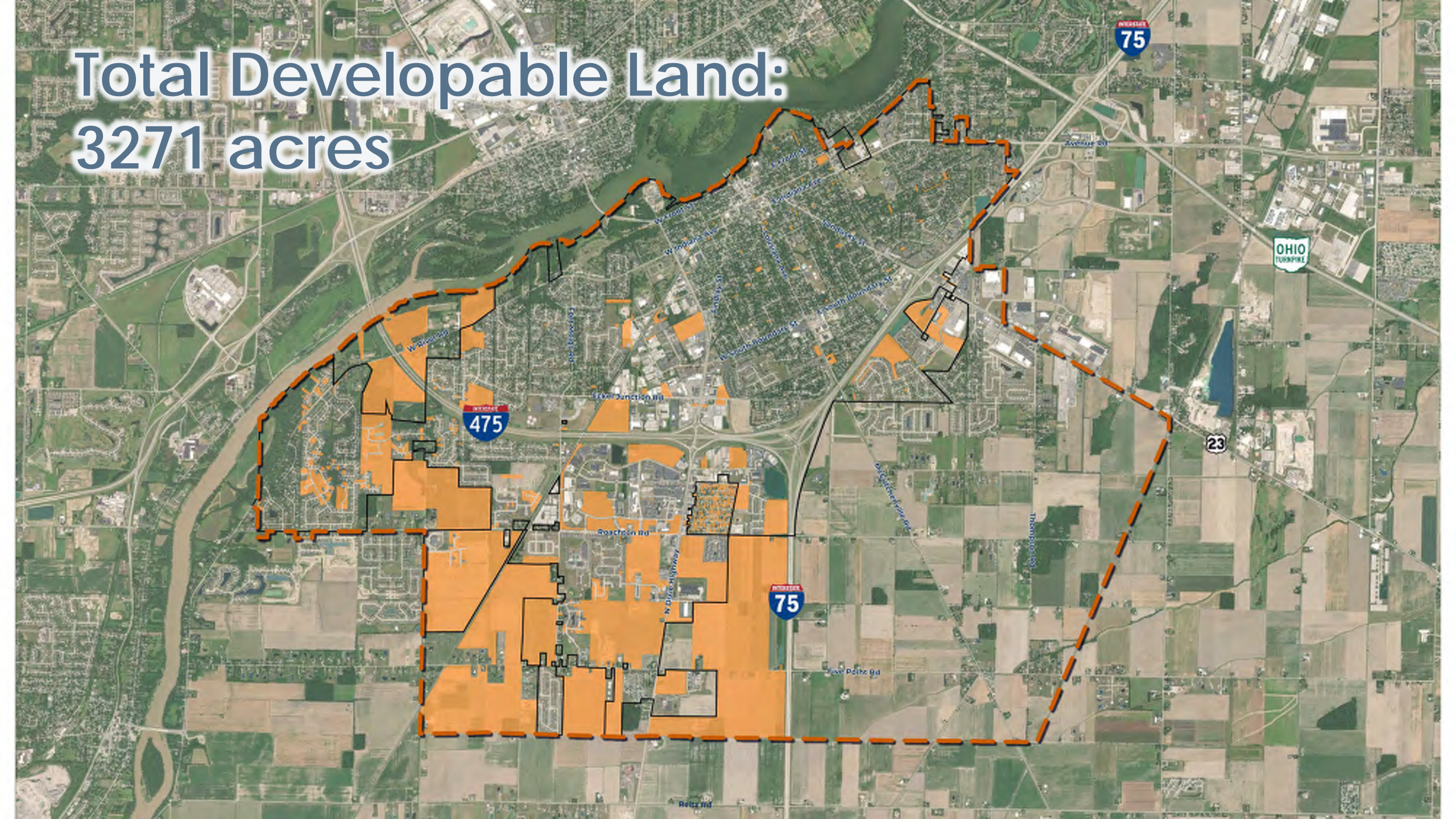


Source: American Community Survey

What could growth look like in the next 20 years? Three different growth rates paint different pictures



Total Developable Land:
3271 acres



	DISTRICT	ADDITIONAL RESIDENTS
Townships	Middleton Township Agricultural District	1830
	Perrysburg Township Agricultural District	1161
	Perrysburg Township Suburban Residential - High Density	683
City	Agricultural	2
	Single Family Residential Suburban	432
	Single Family Residential Low Density	44
	Single Family Residential Medium Density	585
	Single Family Residential Moderate Density	1627
	Two Family Residential	378
	Multiple Family Residential	854
	TOTALS BASED ON PERMITTED RESIDENTIAL USES	7,596 residents

Full build-out of developable, residentially zoned land would accommodate up to **7,596 residents** (3,114 housing units).

Potential vs. Projection

Full build-out of developable, residentially zoned land would accommodate up to **7,596 residents** (3,114 housing units).

By 2040:

High Growth Scenario
(+/- 400 per year)

8,000

ADDITIONAL PEOPLE BY 2040

3,200

NEW HOUSEHOLDS BY 2040

Moderate Growth Scenario
(Comparable to last 20 years in Perrysburg)
(+/- 250 per year)

5,000

ADDITIONAL PEOPLE BY 2040

2050

NEW HOUSEHOLDS BY 2040



We do this by. . .

Developing a plan and 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!

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

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

We are here!



What We Heard

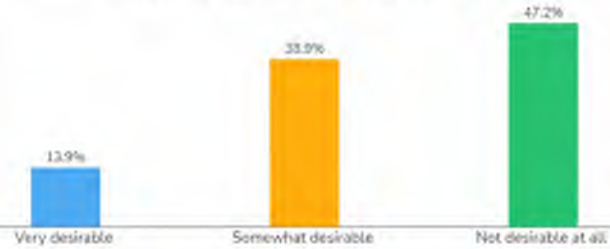
Last time we spoke...

▶ Public Meeting 1 – December 3rd

- ▶ Existing Conditions Review
- ▶ Growth Scenario Projections
- ▶ Issues, Opportunities, and Future Growth polling/discussion

To join, go to: ahaslides.com/PERRYSBURG

Generally, how desirable is MISSING MIDDLE development in Perrysburg?



Perrysburg
Land Use Plan - 2020
VIRTUAL PUBLIC MEETING 1 – NOVEMBER 11TH



Tapestry Segments

Segment	Percentage of Households	Household Count	Key Characteristics
5B In Style	45.9%	4,256 households	Professional couples or single households without children . Slightly older and already planning for their retirement .
1C Boomburbs	14.7%	1,364 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	10.2%	948 households	Small household size , mostly renter occupied, and typically live in multiunit structures. Fiscally responsible and keep a close eye on their finances.

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What we've been working on...

- ▶ **Reviewing key findings from all public input** (public meetings, online survey, statistically valid phone survey, etc.)
- ▶ **Establishing Guiding principles** (what we want Perrysburg to be)
- ▶ **Creating the Future Land Use Map** with new districts
- ▶ **Drafting Focus Area Concepts**
- ▶ **Establishing Community Connections**



Key Public Input



By the numbers

- 2 Community Meetings...+/- 50 participants
- 5 Stakeholder meeting...+/- 30 participants
- 2 community surveys...+/- 700 participants

1,000s of ideas, comments, and visions for the future



AND THE SURVEY SAYS...

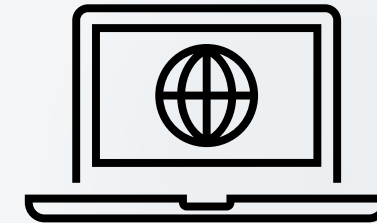
Research Approach



290

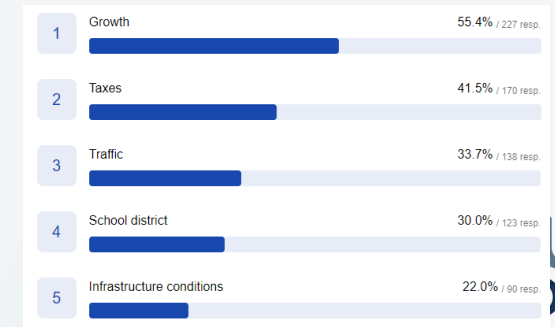
Phone interviews with current City of Perrysburg residents who are NOT an elected official or employed by radio/TV station or newspaper/magazine publisher

Interviewed 11/5/20 – 11/16/20



410

Online survey developed by OHM, and administered by Typform. Housed on project website and distributed by the City of Perrysburg



For more detailed information....

- ▶ On the project website, please visit the [PLAN RESOURCES](#) tab to view more detailed public input.



perrysburgtomorrow.weebly.com/plan-resources



Now for some
highlights...



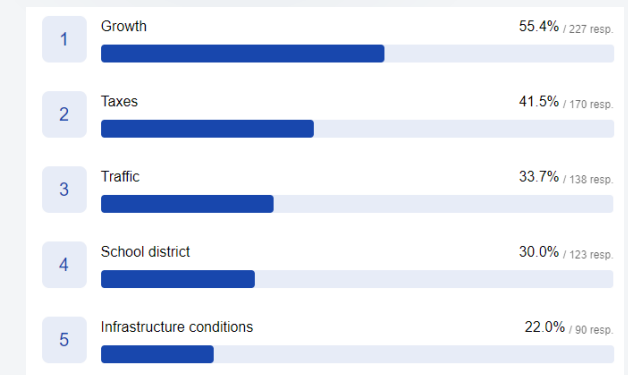
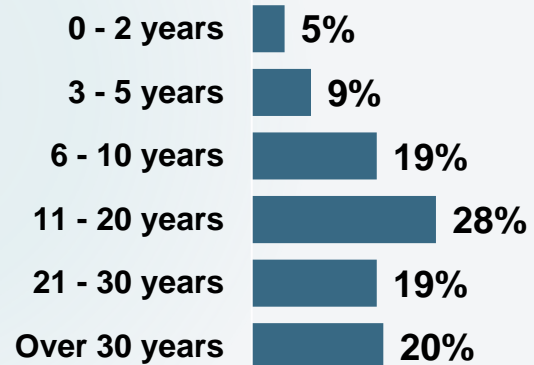
Research Approach

Statistically Valid Survey Graphs Look Like This

Online Survey Graphs Look Like This



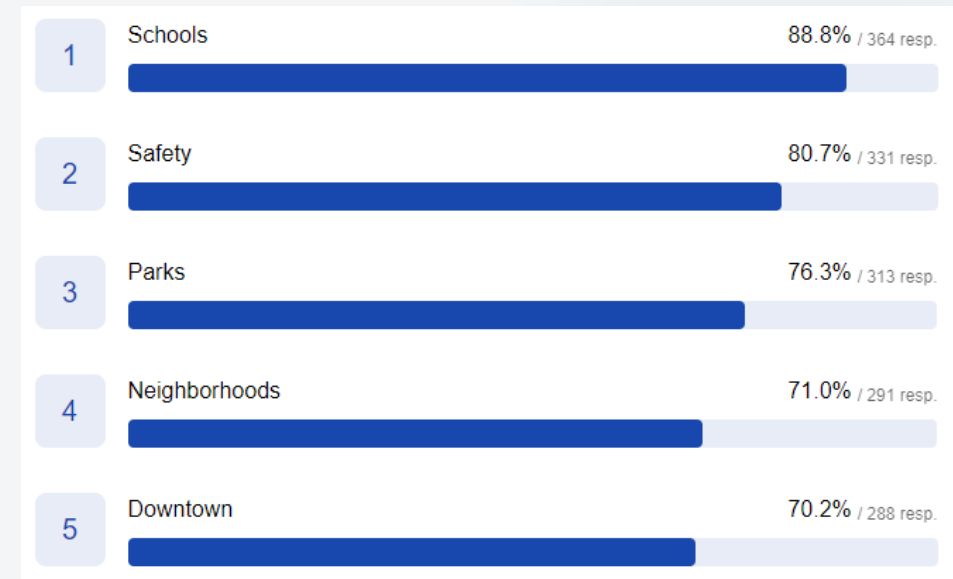
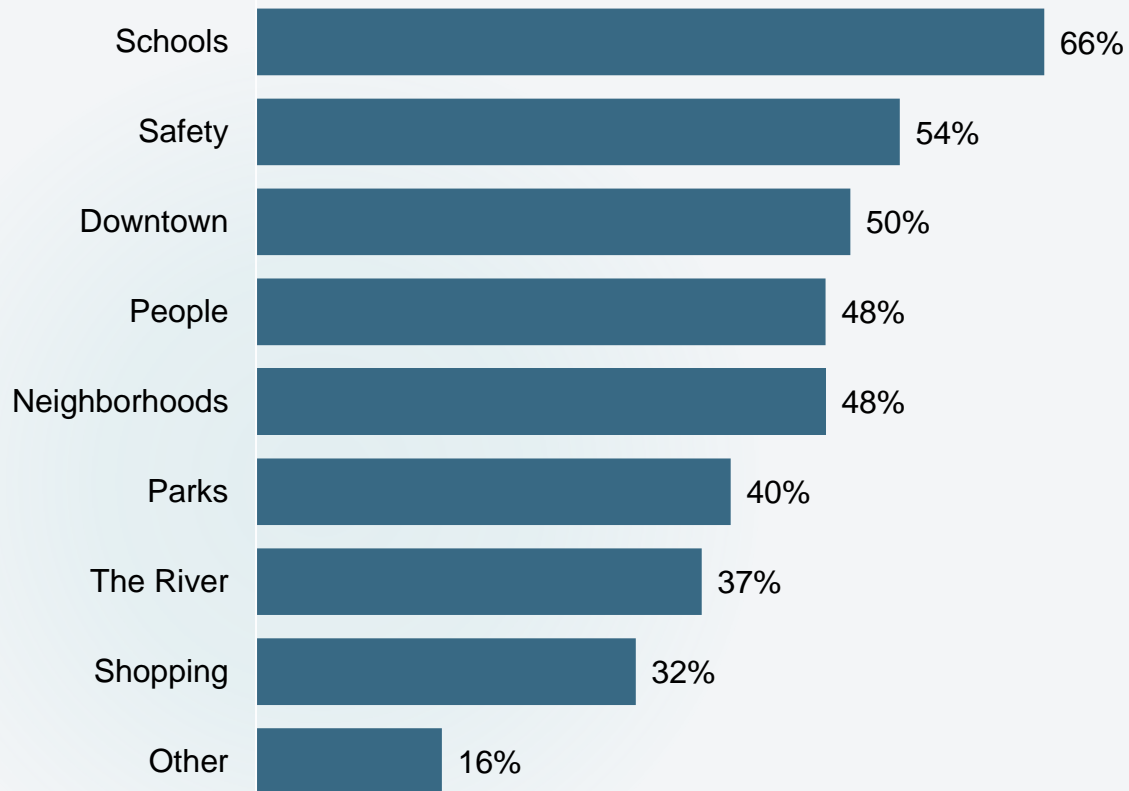
Years lived in Perrysburg



Schools are the top element that shapes the quality of life in Perrysburg followed by safety, downtown, people, and neighborhoods.



Elements that shape quality of life in Perrysburg

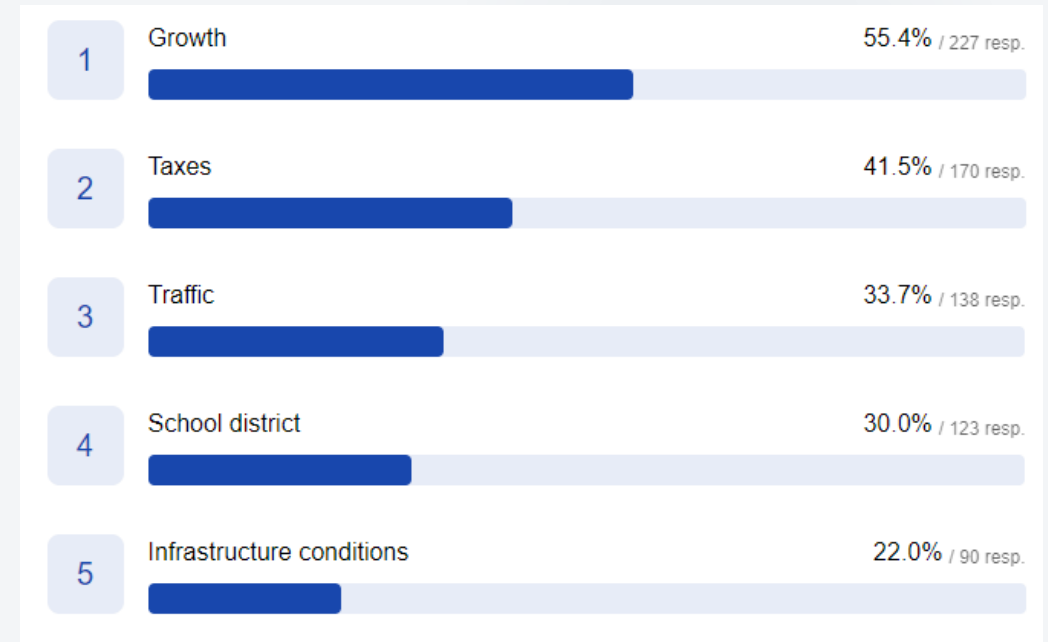
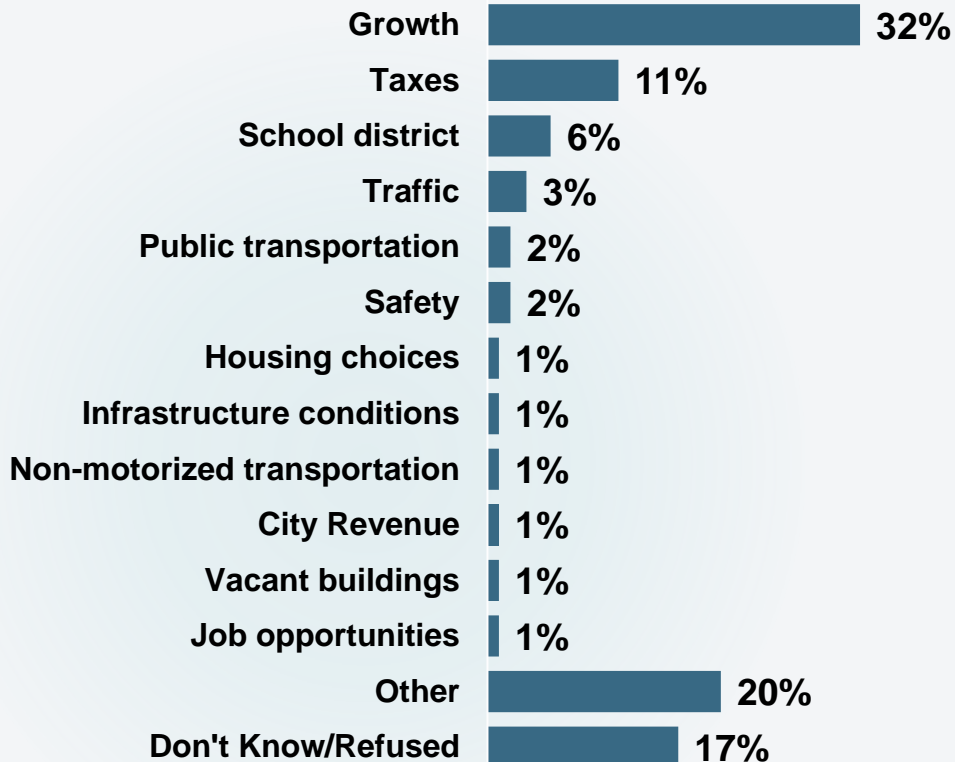


Source: Total respondents (n=290)
What elements in the community do you believe shape the quality of life in Perrysburg?

Growth is the biggest challenge facing Perrysburg.



Most significant challenge facing City of Perrysburg

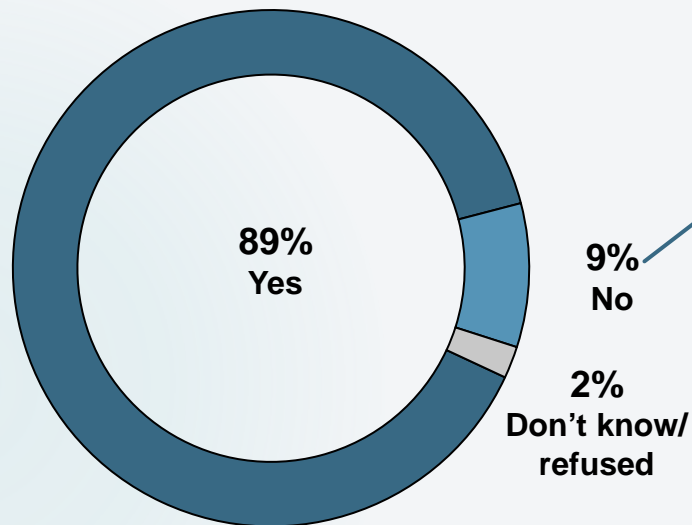


Source: Total respondents (n=290)
What is the most significant challenge facing the City of Perrysburg?

Most expect to continue living in Perrysburg. Taxes and cost of living are a key reason for the few who don't expect to continue living in Perrysburg.



Live in Perrysburg in next 5 years



Why won't be living in Perrysburg in next five years

- Taxes (10)
- Personal reasons for moving (6)
- Cost of living (5)
- Lack of diversity/culture (4)
- Family (2)
- Too much growth (2)
- Job opportunities (1)
- Entertainment (1)
- Other (4)
- Don't know/refused (2)

Online results generally mirror phone survey!

Source: Total respondents (n=290)

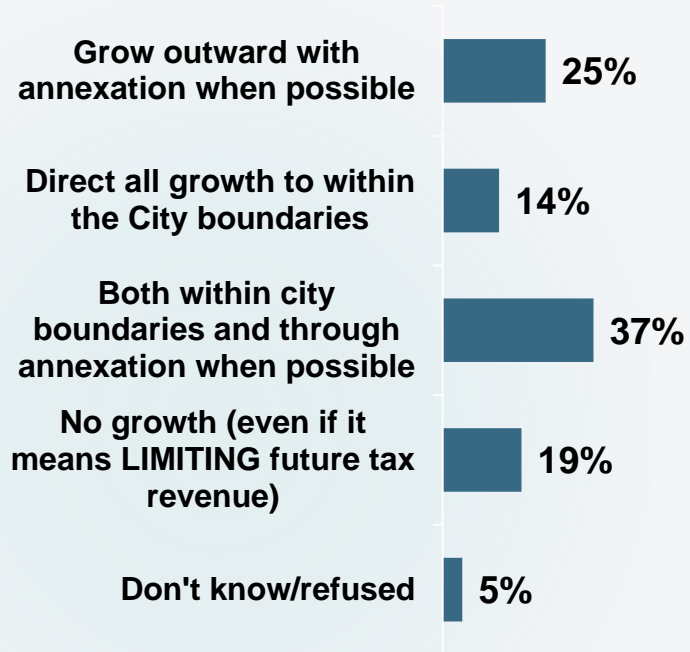
Do you see yourself living in Perrysburg in the next 5 years?

Why do you not see yourself living in Perrysburg in 5 years?

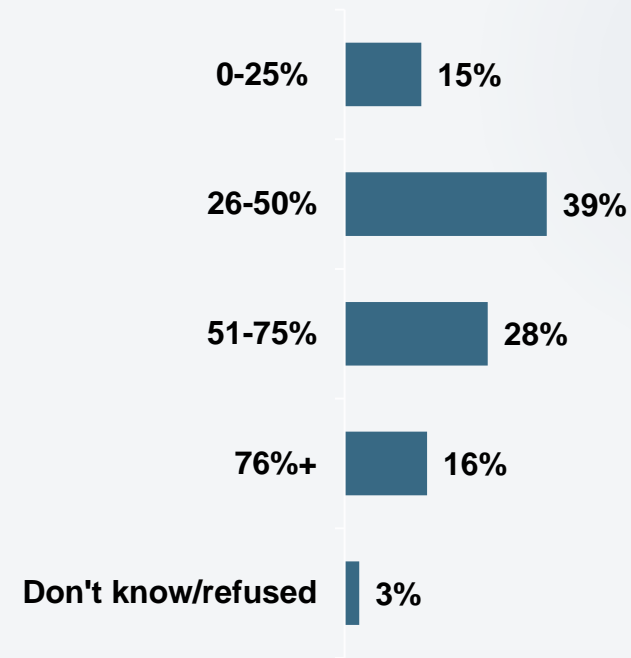
There are a variety of opinions on how Perrysburg should grow. Most believe at least some of the water/sewer land should be conserved.



How should Perrysburg grow in next 10 years



Percent of water/sewer land that should be conserved



Source: Total respondents (n=290)

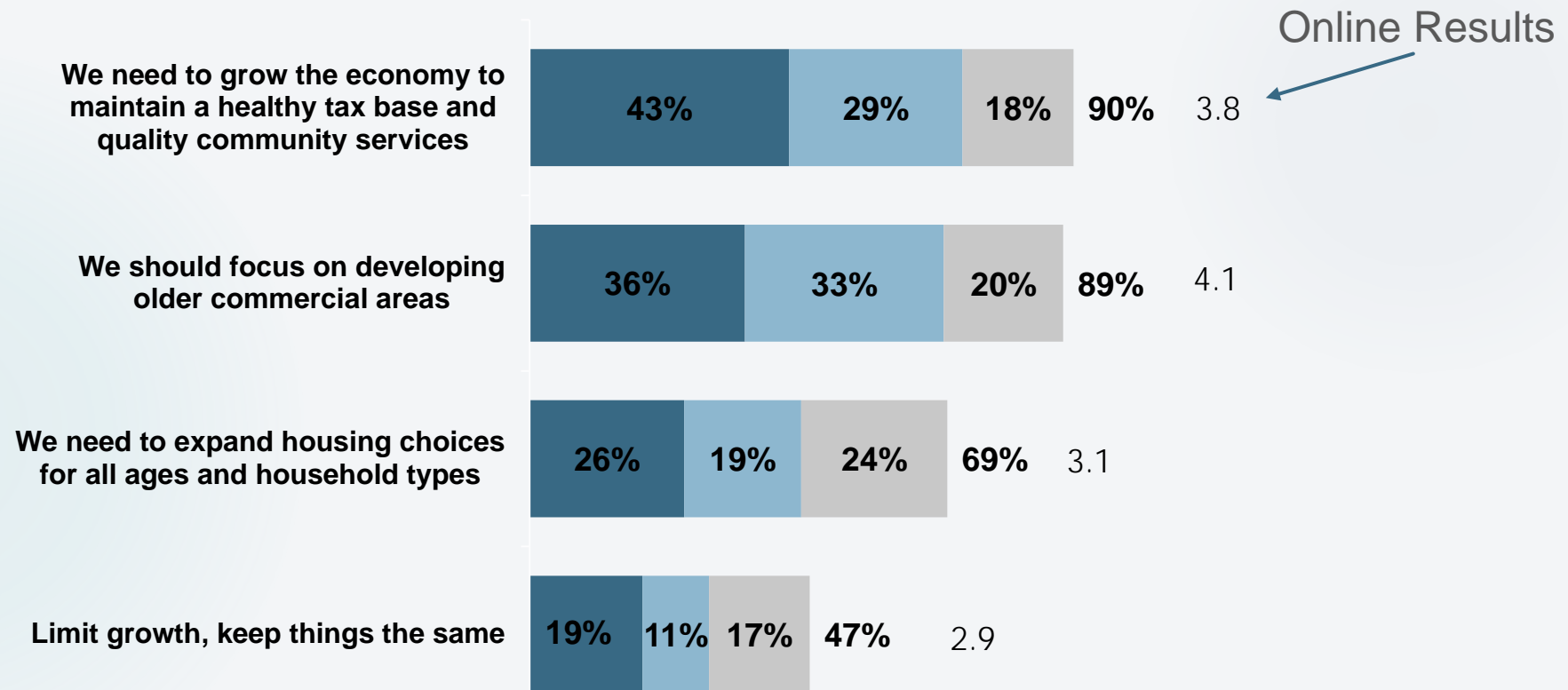
Perrysburg has been growing over the last ten years. On average about 200 new residents have called Perrysburg home each year. Looking ahead to the next ten years, how do you think the City should grow?

There are approximately 3,270 acres of undeveloped land in the Perrysburg Water and Sewer Service District, all of this land can be developed in some capacity based on existing zoning. If and when developed, what percentage of this undeveloped land should be conserved or protected for park space, agricultural use, open space and/or active recreation?

Growing the economy, developing older commercial areas, and expanding housing choices had strong community support.



Desired future growth and development



Source: Total respondents (n=290)

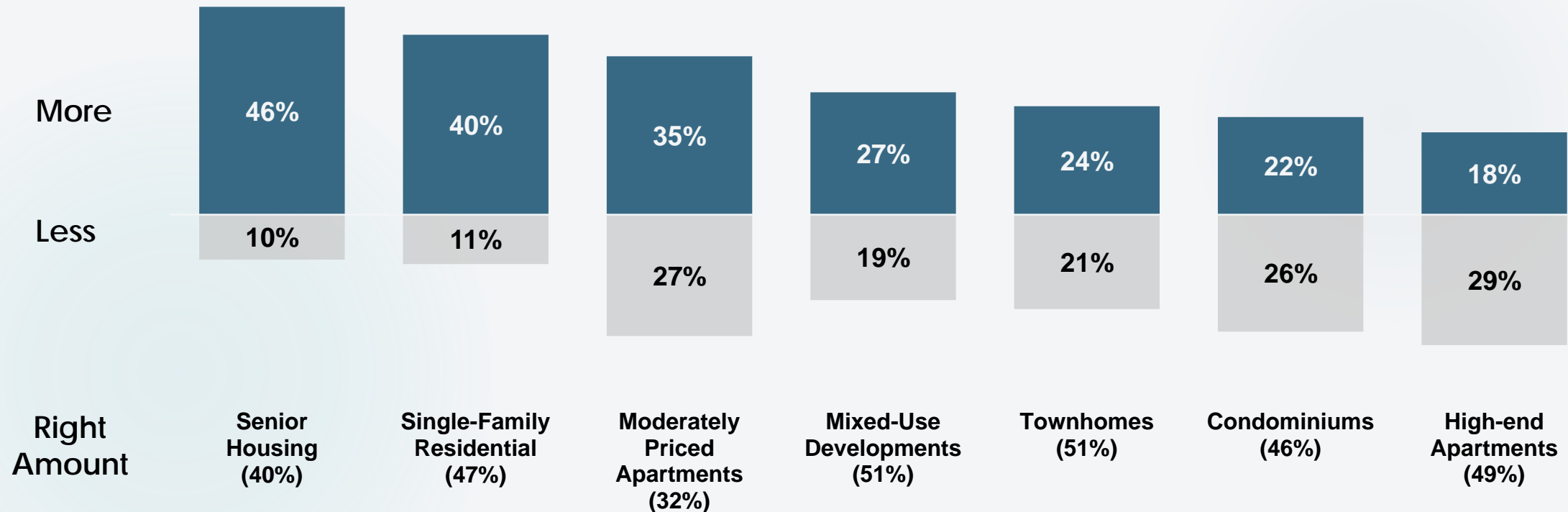
Thinking a little about future growth and development on a scale of 1-5 with 1 "being strongly disagree" and 5 being "strongly agree" how would you rate the following statements?

■ 5 - Strongly Agree ■ 4 ■ 3

In addition to single-family, residents believe there is a need to add “missing middle” housing options.



Amount of housing needed



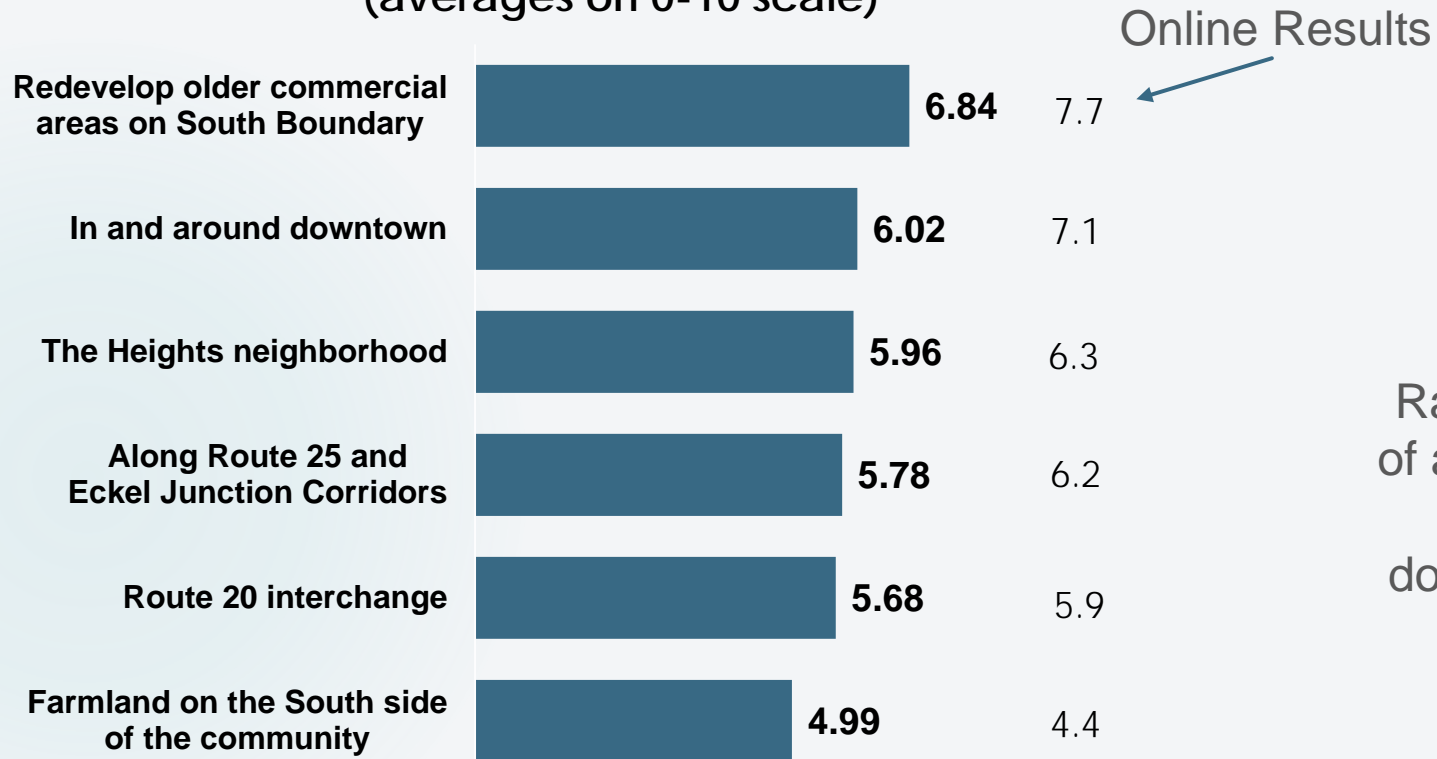
Online results generally mirror phone survey!

Source: Total respondents (n=290)
Does Perrysburg need more, less, or have the right amount of each of the following?

Again developing commercial areas rises to the top while developing farmland is at the bottom. Nearly half believe new development in the downtown area should be accommodated.



Appropriateness of locations for development (averages on 0-10 scale)



46%

Rate appropriateness of accommodating new development in downtown a 8, 9 or 10

Source: Total respondents (n=290)

Using a scale of 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.

On a scale of 0-10 where 0 is "not appropriate at all" and 10 is "very appropriate," how appropriate is it for the city to accommodate new development DOWNTOWN?

Public input key findings



Key Findings

- ▶ **Schools are the top element that shapes the quality of life in Perrysburg** followed by safety, downtown, people, and neighborhoods.
- ▶ **Growth and taxes are the biggest challenges** facing Perrysburg.
- ▶ There is a strong desire among residents to **improve the non-motorized connectivity** in the city
- ▶ Factors that impact residents' pocketbooks are at the top of the list as the most important factors to improve in the next ten years.
- ▶ Residents have a **balanced opinion of growth**, and believe some should be directed within the City limits, and some through annexation

Key Findings



- ▶ Residents **strongly support conserving land and open space** as development continues
- ▶ Residents **are favorable toward redeveloping older commercial areas** and areas in and around downtown
- ▶ **A range of housing** that is high-quality, integrates open space and neighborhood characteristics is important
- ▶ There is a deferring of opinion in growth being a top concern, and its impacts on schools, with residents still having a high preference for housing that serves families with children
- ▶ Residents feel there is a need for **more senior housing options**
- ▶ Growth that **generates new tax revenue for the City** is a high priority



Draft Plan



Draft Plan Framework

- ▶ The following are the core elements of the Land Use Plan Update...
 - ▶ Growth and Development Principles
 - ▶ Future Land Use Map and Districts
 - ▶ Focus Areas Concepts



Land Use Principles

- ▶ Land use principles are **statements of intent that describe a future outcome** for how the City should grow in the future
- ▶ They informed the development of the land use plan and focus area concepts/plans
- ▶ They should inform and **guide future decision making** as it relates to growth and development (e.g. zoning, major site plans, etc.)
- ▶ They are the **north star!**

FUTURE GROWTH AND DEVELOPMENT IN THE CITY SHOULD:



CREATE COMMUNITY SPACES

Provide opportunities for social gathering and community building in a variety of community spaces (parks, riverfront, shopping, restaurants, historic assets, connectivity, etc.).



KEEP A SMALL TOWN FEEL AND HISTORY

Maintain and promote a small town feel and celebrate the City's rich history through new development, preservation, and quality design.



CONSERVE THE RIVERFRONT

Protect, integrate, and connect to the riverfront through conservation, public access new development and future programming of public and private spaces



ENCOURAGE DIVERSITY

Supports and grow the diversity of the community through a variety of living and cultural amenities opportunities



FOSTER CREATIVE REDEVELOPMENT

Allow for the creative redevelopment of areas that promotes new mixed-use development that that is high quality and create economic and living options for a variety of residents



PROVIDE A VARIETY OF HOUSING OPTIONS

Plan for and promote a variety of housing options that maintains and grows opportunities for residents at all stages of life



BE CONNECTED

Connect the community through a network of trails and pathways and places that promote social gathering, safe mobility, and healthy lifestyles



ENCOURAGE ECONOMIC GROWTH

Offer creative ways to encourage economic growth and development that improves the community's fiscal health and quality of life, while respecting other land use principles



PRESERVE OPEN SPACES

Protect open spaces and valuable natural resources through the addition of new park spaces, and new development that follows conservation development principles, collectively creating a greenway network within and surrounding the community



PROMOTE REGIONAL PROXIMITY

Boasts Perrysburg's regional proximity as a unique location and center for commerce

















Draft Future Land Use Map & Development Character

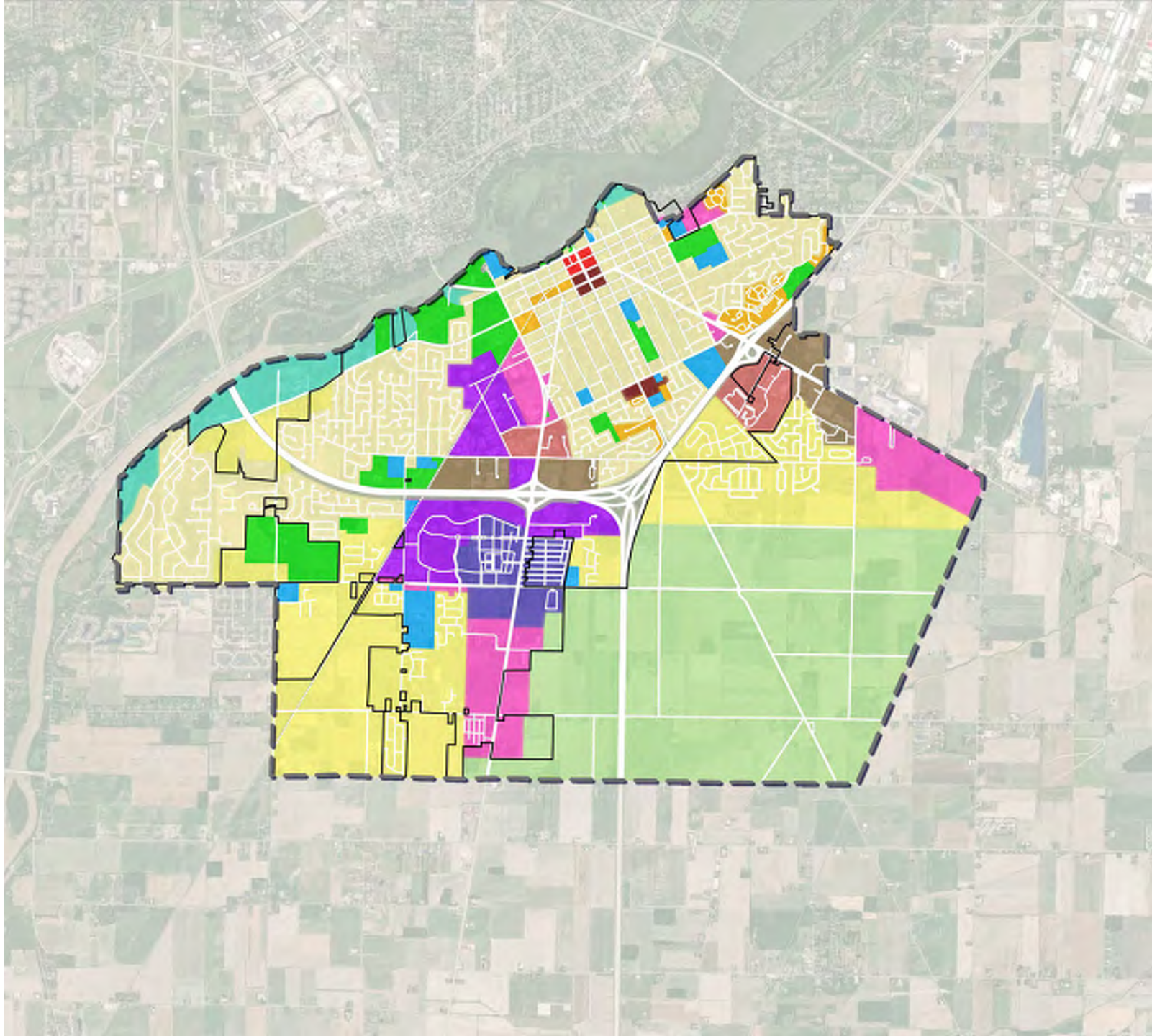


Future Land Use

- ▶ A blueprint for **HOW and WHERE** the City should grow
- ▶ Guides and informs **future development applications and re-zonings**
- ▶ Gives direction for **how and where to make future capital improvements**
- ▶ Sets expectations for the **private sector**
- ▶ Identifies areas for **economic** investments and incentives
- ▶ **It is NOT zoning** – but informs future zoning changes

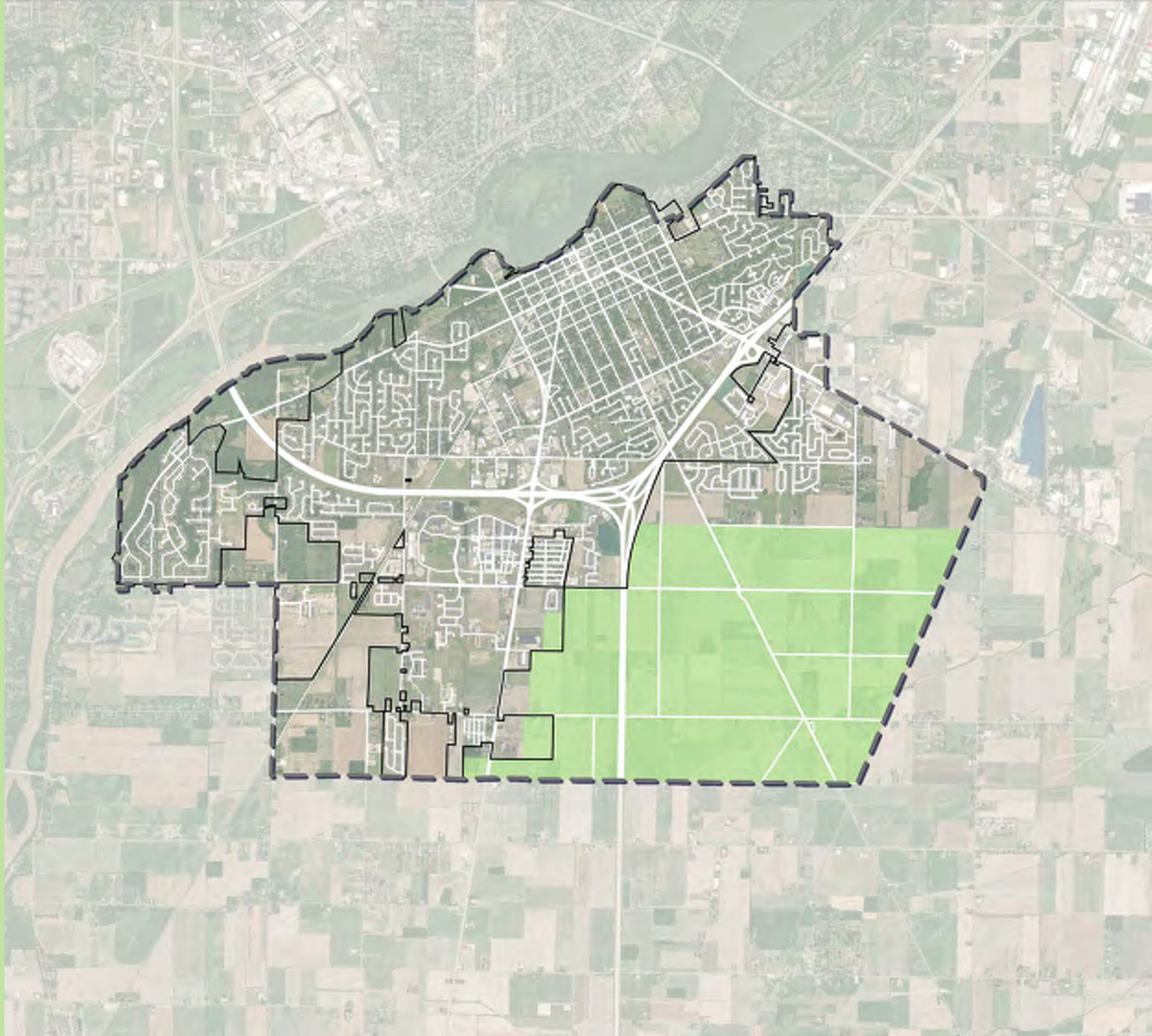
Future Land Use Map

	Conservation Rural
	Conservation Suburban
	Legacy Neighborhood
	Medium Density Res.
	Suburban Corridor
	Downtown
	Commercial Mixed Use
	Residential Mixed Use
	Village Mixed Use
	Highway Mixed Use
	Innovation
	Institutional
	Riverfront Conservation
	Public, Parks, Open Space



Conservation Rural

Conservation Rural allows for single-family homes that are clustered within a larger site to reduce land consumption and preserve natural features.



Conservation Rural

Development Character

Height	1-2 stories
Front Setback	30-100 ft
Parking	--
Lot Coverage/ Development Intensity	Conservation of 50-75% of site or overall development
Recommended Uses	<ul style="list-style-type: none">• Detached Single Family





Conventional Development



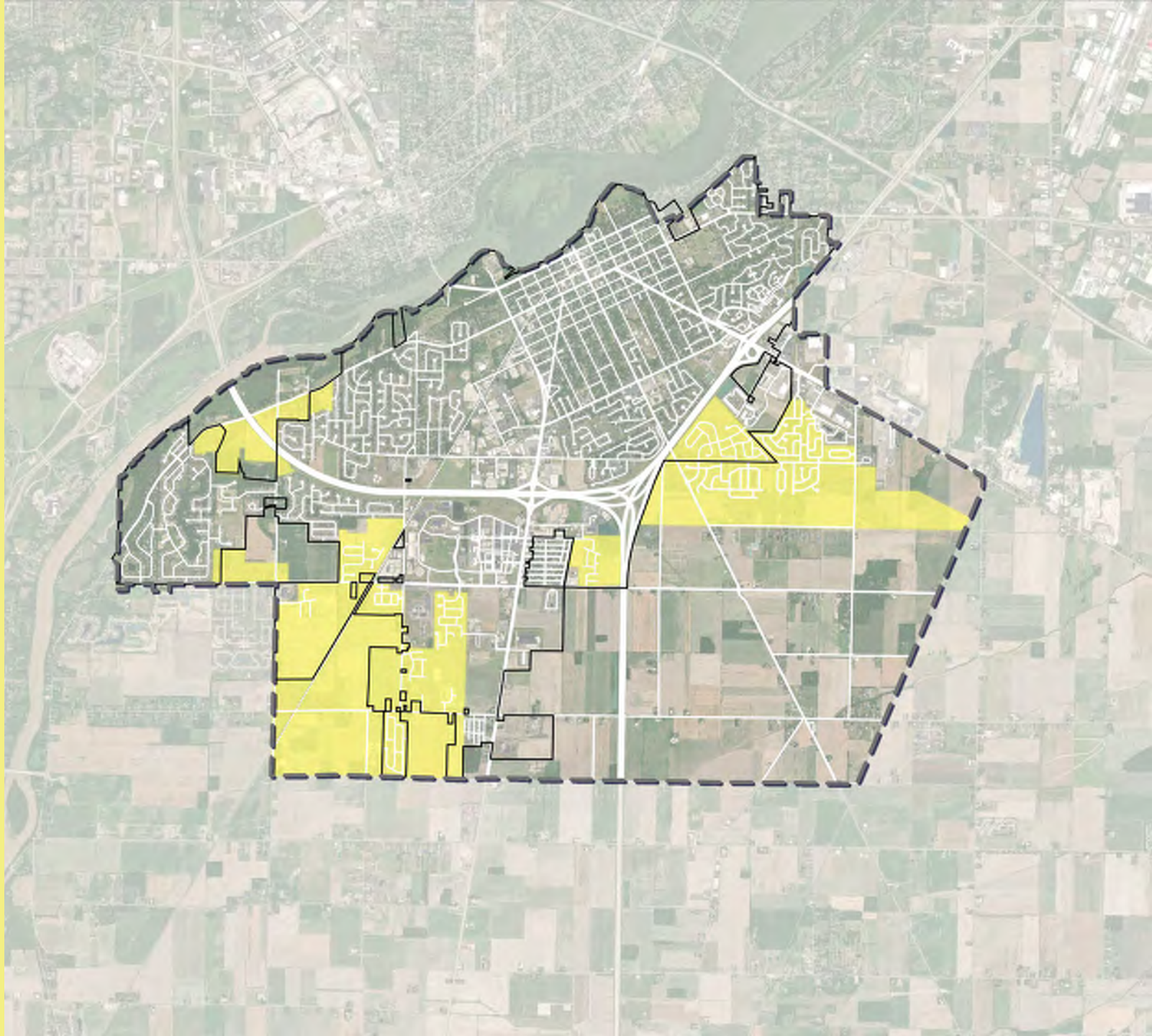
Rural Conservation – Single family



Rural Conservation - Multi family

Conservation Suburban

Conservation Suburban is characterized by a clustering of single-family homes with a slightly less quantity of conservation/open space areas.



Conservation Suburban

Development Character

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





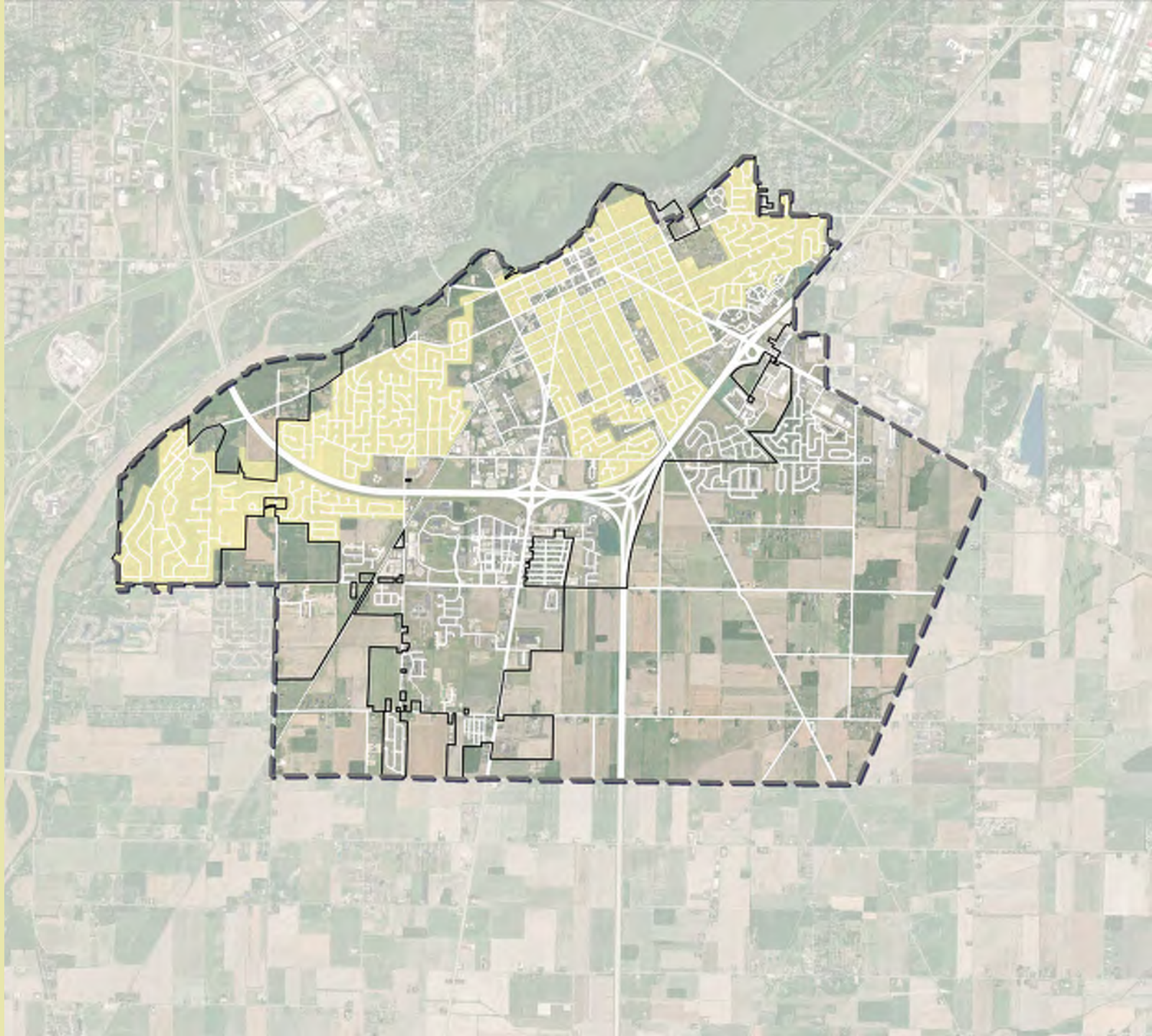
Conventional Development



Suburban Conservation – Various Unit Types

Legacy Residential

Legacy Residential is characterized by maintaining the existing fabric and character of older, existing Perrysburg neighborhoods



Legacy Residential

Development Character

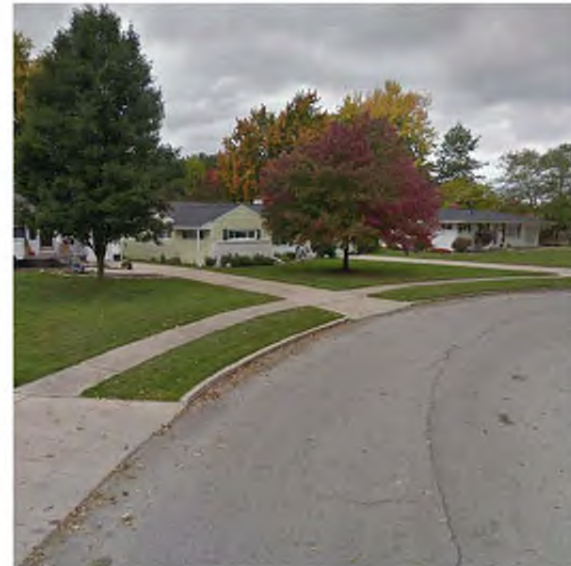
Height 1-2 stories

Front Setback N/A

Parking --

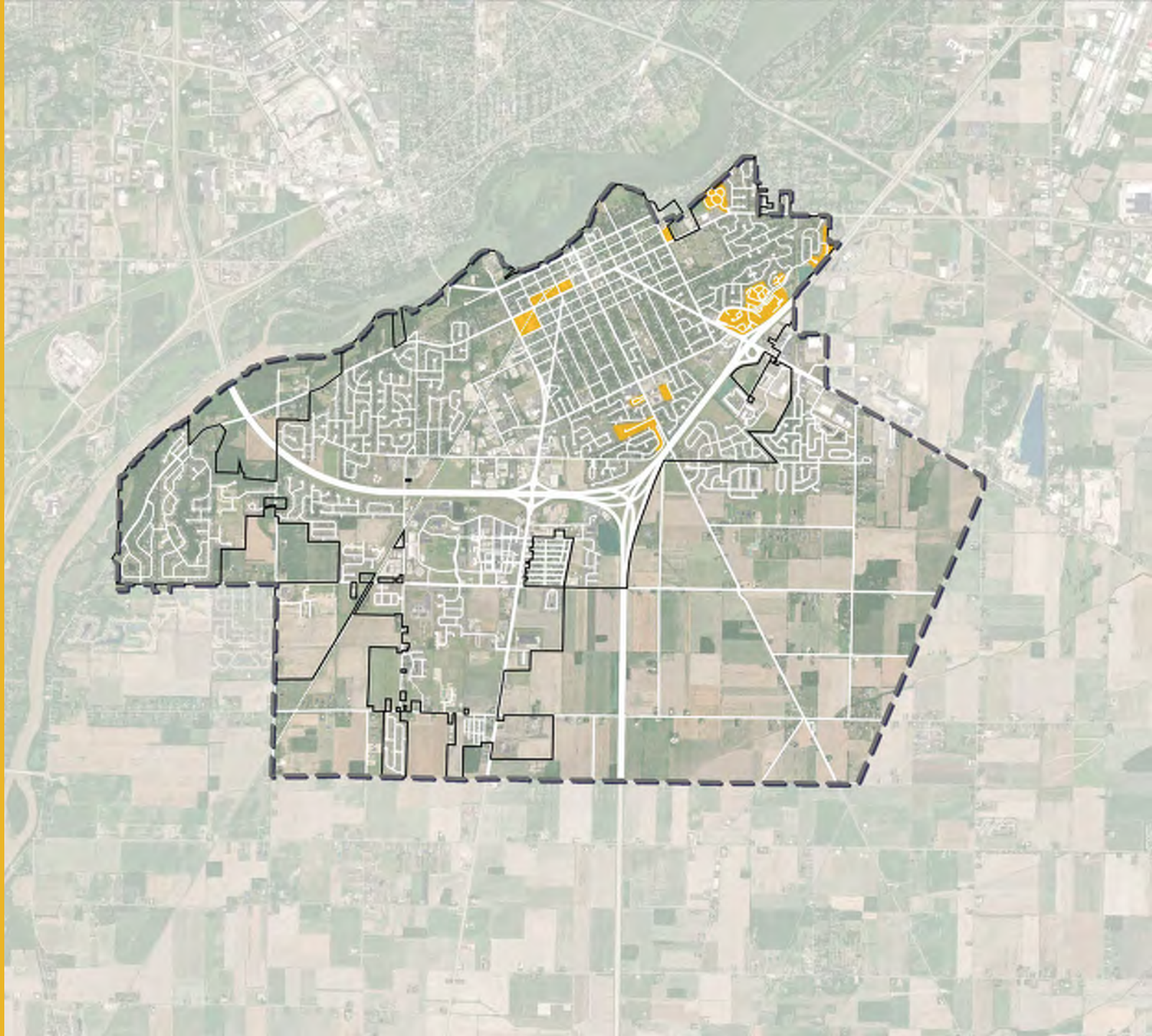
**Lot Coverage/
Development
Intensity** --

**Recommended
Uses** Current Development Pattern and
Uses



Medium Density Residential

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



Medium Density Residential

Development Character

Height 1-3 stories

Front Setback 25-100 ft

Parking --

**Lot Coverage/
Development
Intensity** Building coverage 30-50% up to
10 units/acre

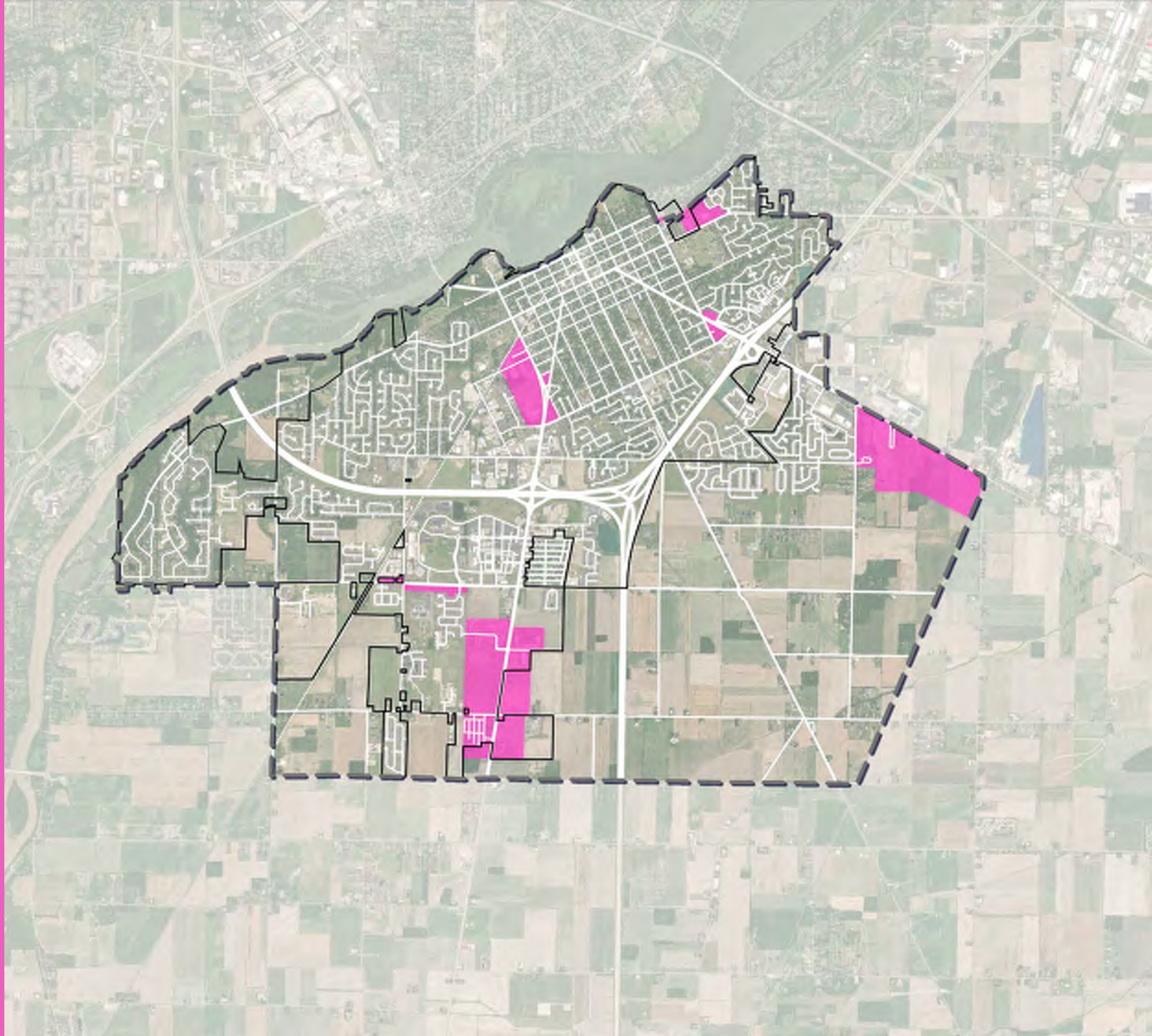
**Recommended
Uses**

- Attached Single Family
- Multifamily



Suburban Corridor

Suburban corridor allows for both residential and locally focused commercial (retail/office) that primarily serves residents within the surrounding neighborhoods or the City.



Suburban Corridor

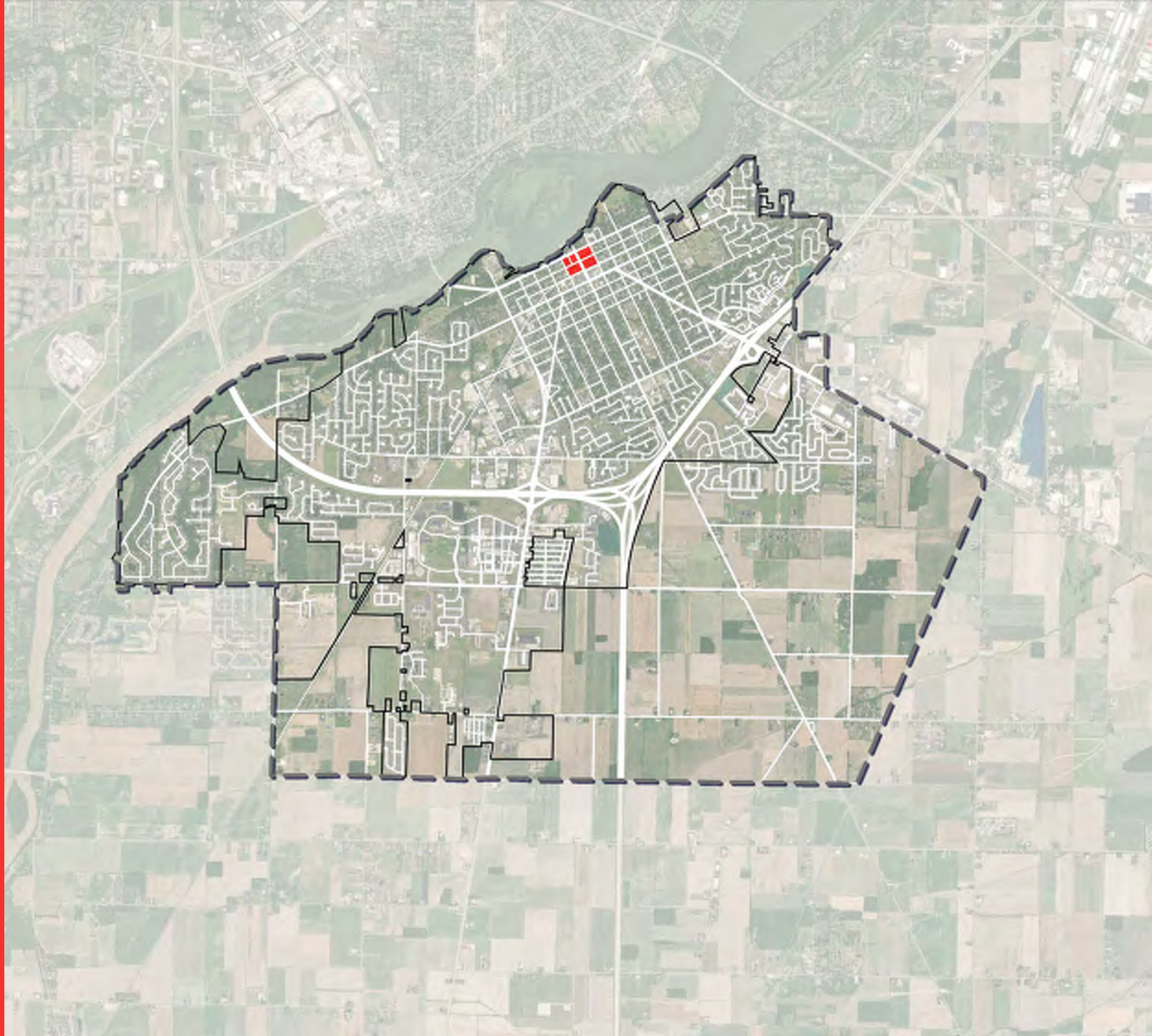
Development Character

Height	1-3 stories
Front Setback	0-30 ft
Parking	Rear or side of building, screen from street/neighborhood uses
Lot Coverage/ Development Intensity	<ul style="list-style-type: none">• Building coverage 30-50%• Development intensity 10,000 - 30,000 sf/acre or 10-20 u/a
Recommended Uses	<ul style="list-style-type: none">• Retail• Office• Multifamily



Downtown

Downtown is characterized by maintaining the existing and historic fabric of Downtown Perrysburg with a focus on historic preservation, walkability, a mix of uses, and quality public spaces.



Downtown

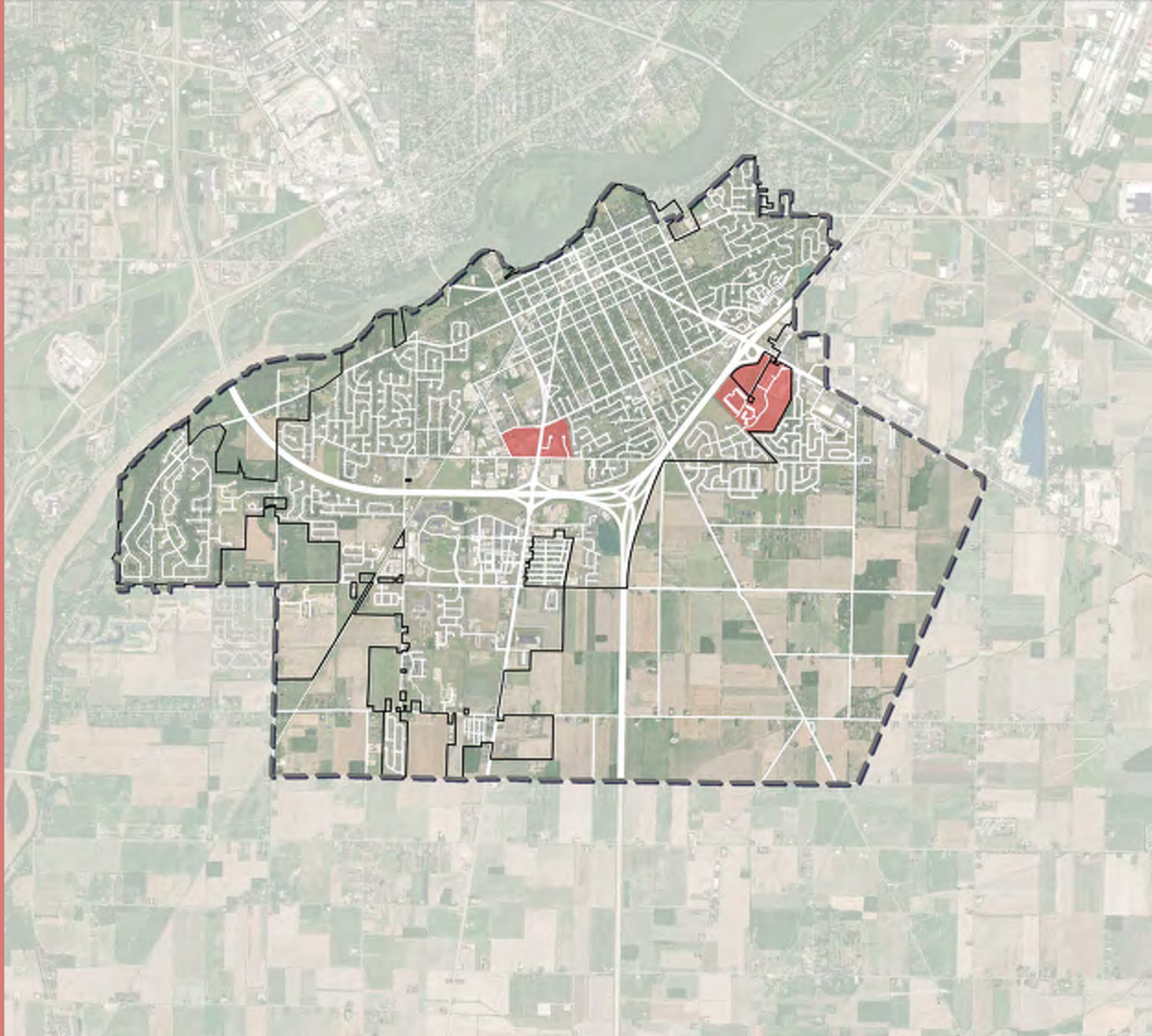
Development Character

Height	1-3 stories
Front Setback	0-10 ft
Parking	--
Lot Coverage/ Development Intensity	--
Recommended Uses	Existing Pattern and Uses



Commercial Mixed Use

Commercial Mixed Use is intended for medium to large-scale commercial uses that serve the regional community, as well as the option to provide multifamily residential. The focus in this district is primarily commercial.



Commercial Mixed Use

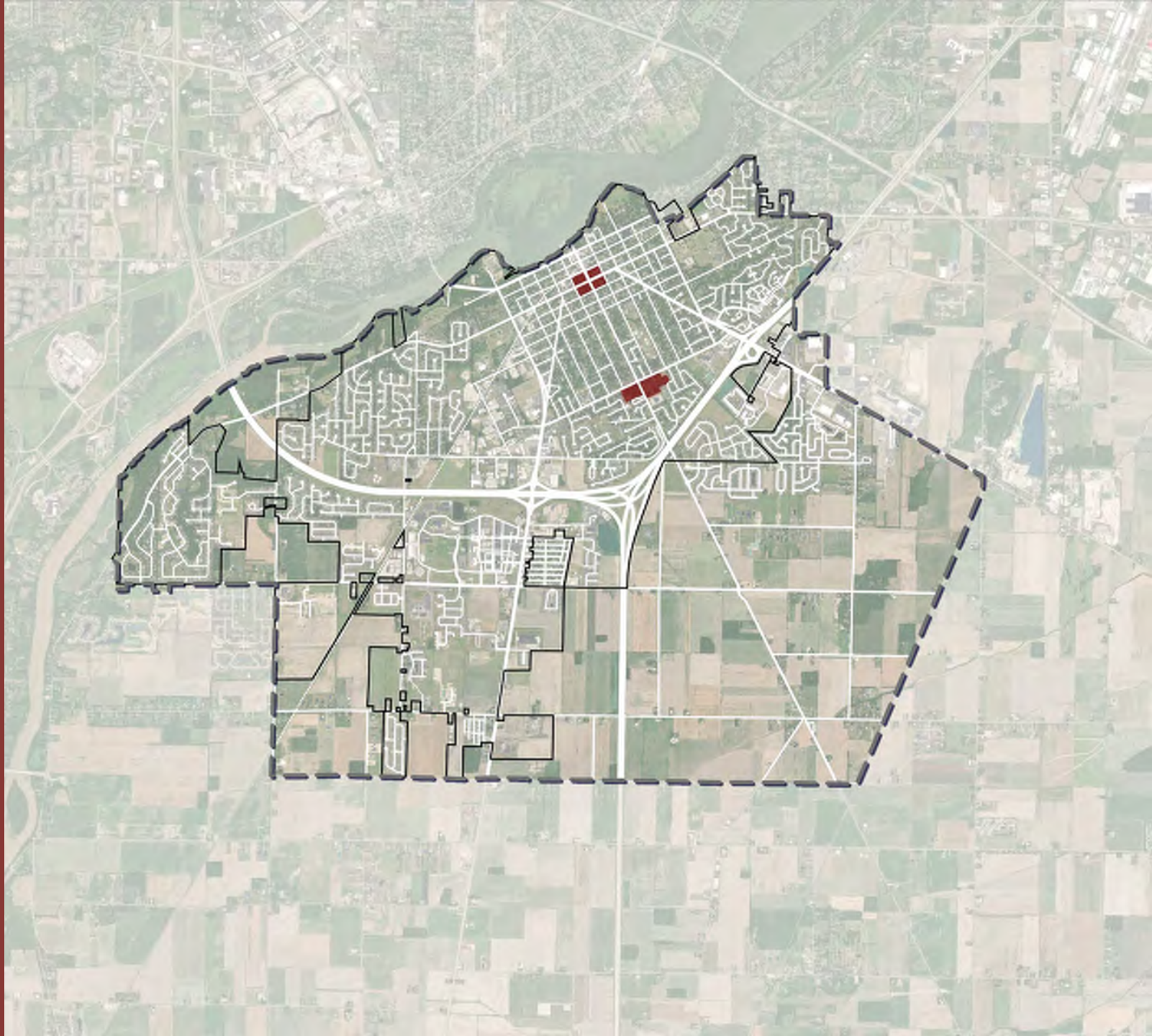
Development Character

Height	1-3 stories
Front Setback	0-100 ft
Parking	Rear or side of building, screen from street/neighborhood uses
Lot Coverage/ Development Intensity	<ul style="list-style-type: none">• Building coverage 30-50%• Development intensity 10,000 - 30,000 sf/acre or 10-20 u/a,• Preferred use mix 40% resid. and 60% office/retail
Recommended Uses	<ul style="list-style-type: none">• Multifamily• Retail• Office



Residential Mixed Use

Residential Mixed Use is intended for small to medium-scale commercial uses that serve the local community, as well as the option to provide multifamily residential. The focus in this district is primarily residential.



Residential Mixed Use

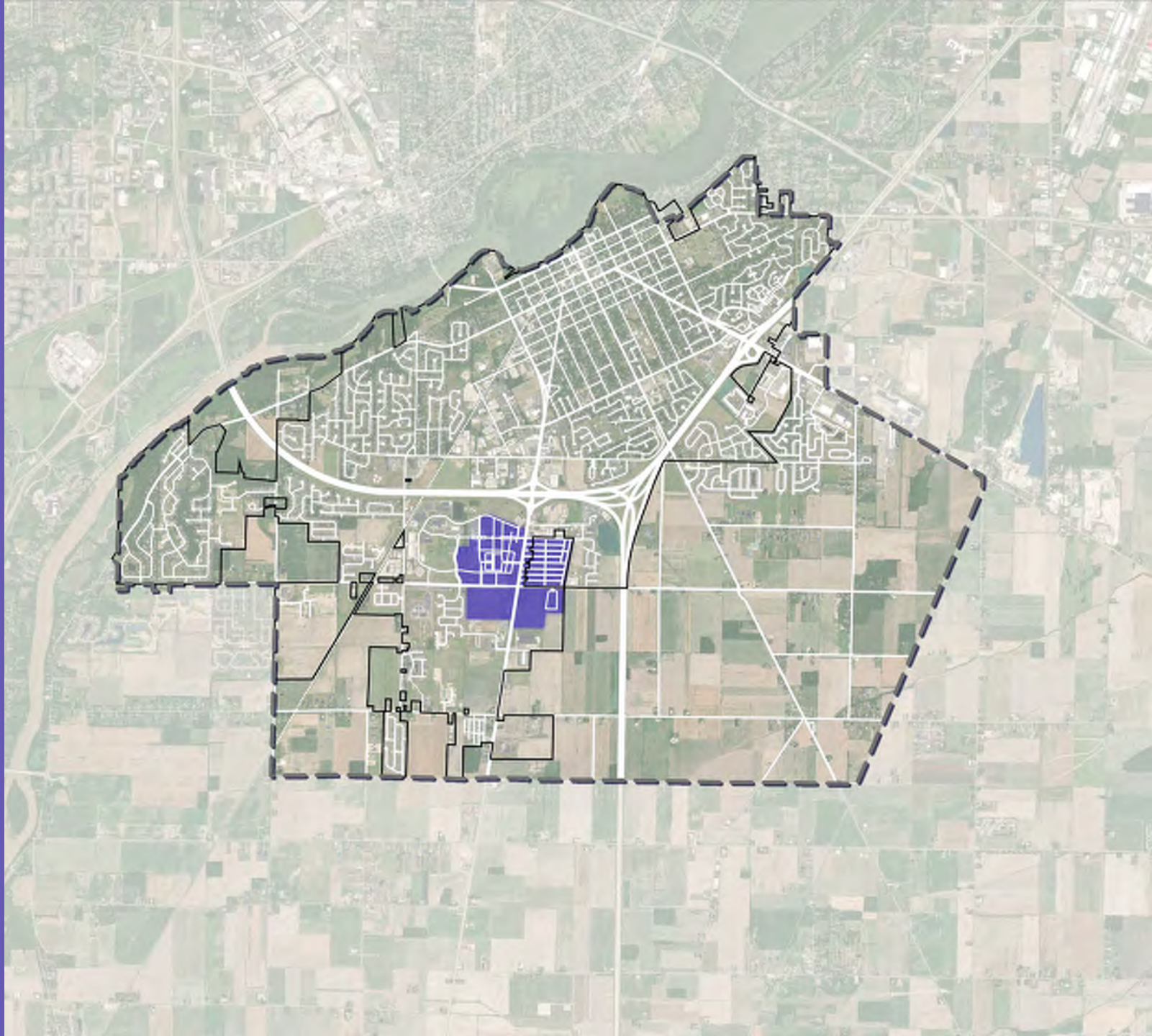
Development Character

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



Village Mixed Use

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



Village Mixed Use

Development Character

Height 1-5 stories

Front Setback 0-30 ft

Parking Rear or side of building, screen from street/neighborhood uses (multifamily/commercial only)

**Lot Coverage/
Development
Intensity**

- Building coverage 30-70%
- Development intensity 10,000 - 30,000 sf/acre or 10-40 u/a,
- Preferred use mix 60% resid. and 40% office/retail

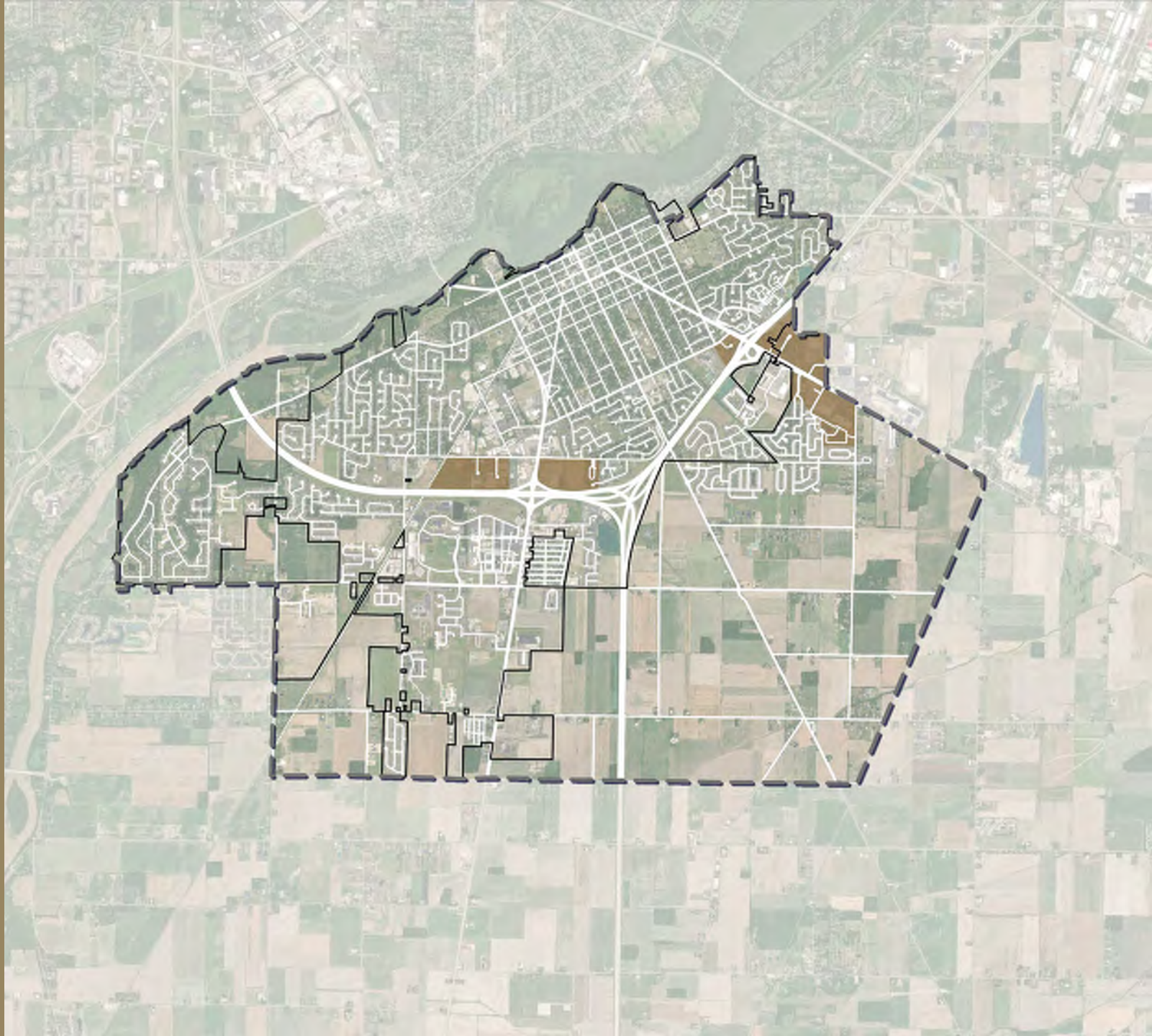
**Recommended
Uses**

- Detached Single Family
- Attached Single Family
- Multifamily
- Retail
- Office



Highway Mixed Use

Highway Mixed Use is intended for light industrial, office, and retail space that demand proximity to interchanges within the city.



Highway Mixed Use

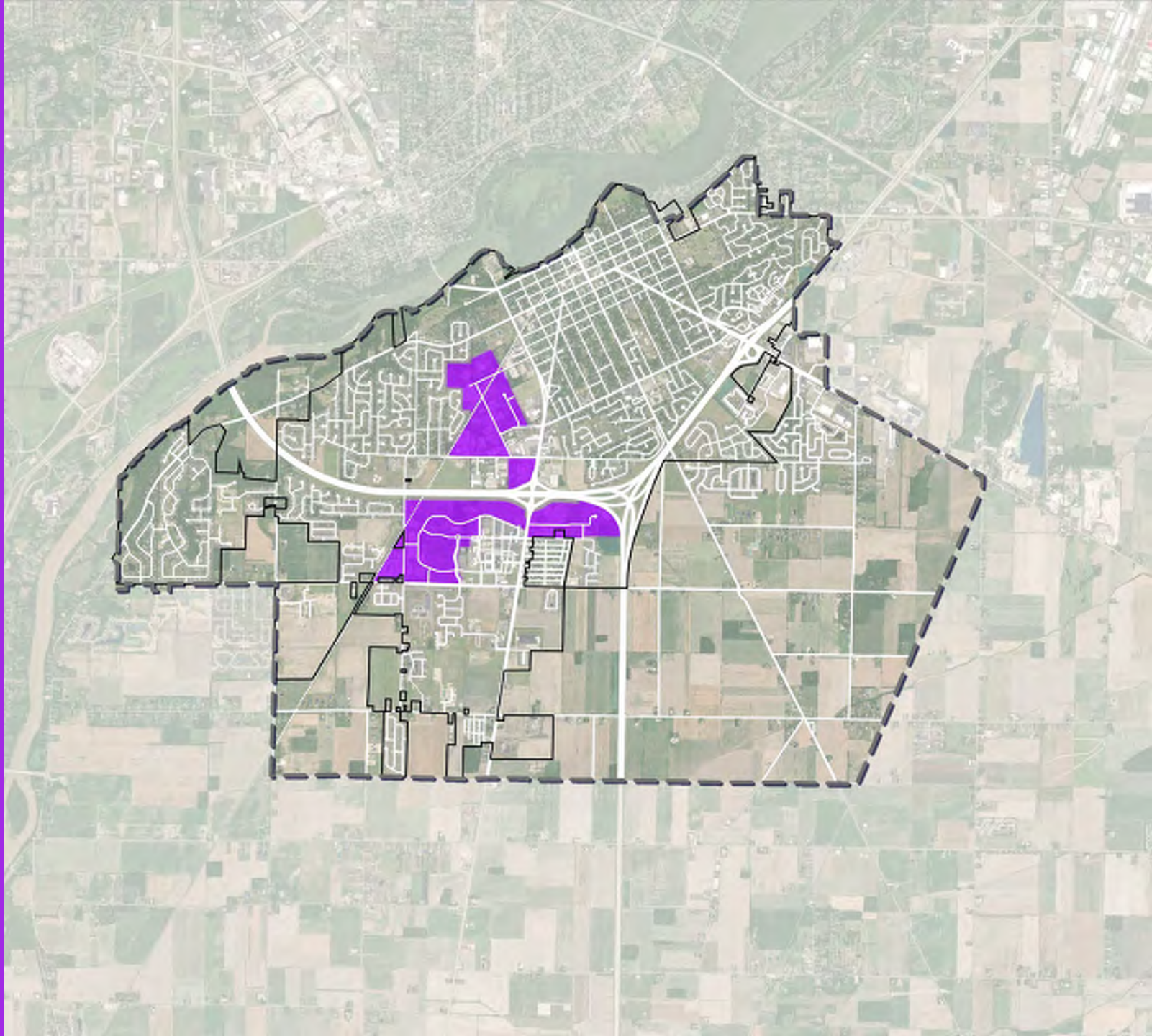
Development Character

Height	1-2 stories
Front Setback	25-200 ft
Parking	Screen from street/ neighboring uses
Lot Coverage/ Development Intensity	30-40% max. gross site area -or 10,000 - 15,000 sf/acre
Recommended Uses	<ul style="list-style-type: none">• Industrial• Office• Retail



Innovation

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



Innovation

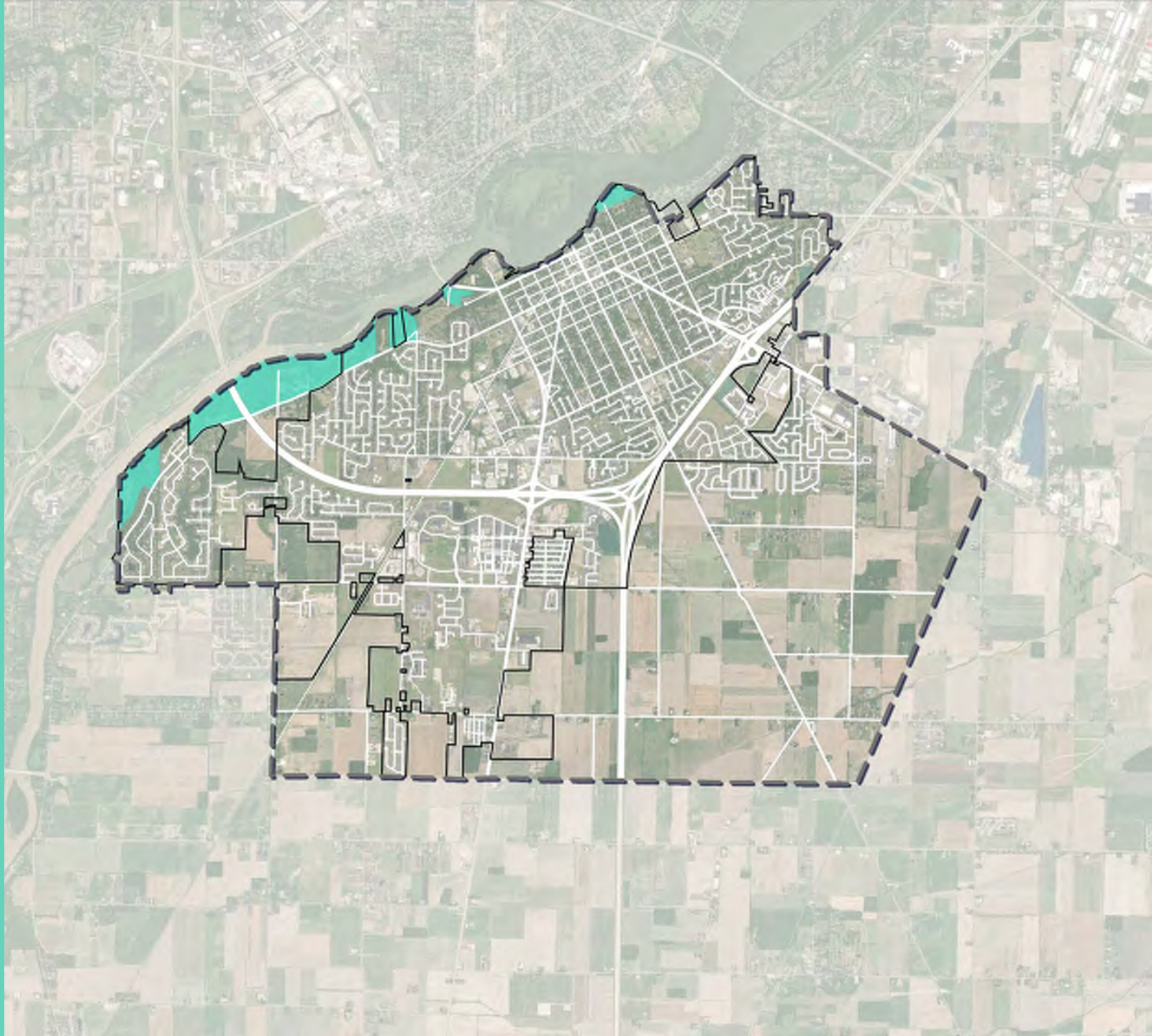
Development Character

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



Riverfront Conservation

Riverfront Conservation is characterized by maintaining the natural environment along the Maumee River and adding community amenities where appropriate.



Riverfront Conservation

Development Character

These areas are intended to...

- Accommodate **public and semi-public uses**
- **Preserving the riverfront** and allowing recreation within areas that front the Maumee River
- **Allow select commercial uses** where appropriate
- **Easily accessible by a variety of mobility options**, include multi-generational activities
- Provide **environmental education opportunities**



To Join, go to: ahaslides.com/pburgvoh

Scan this QR code
to join →

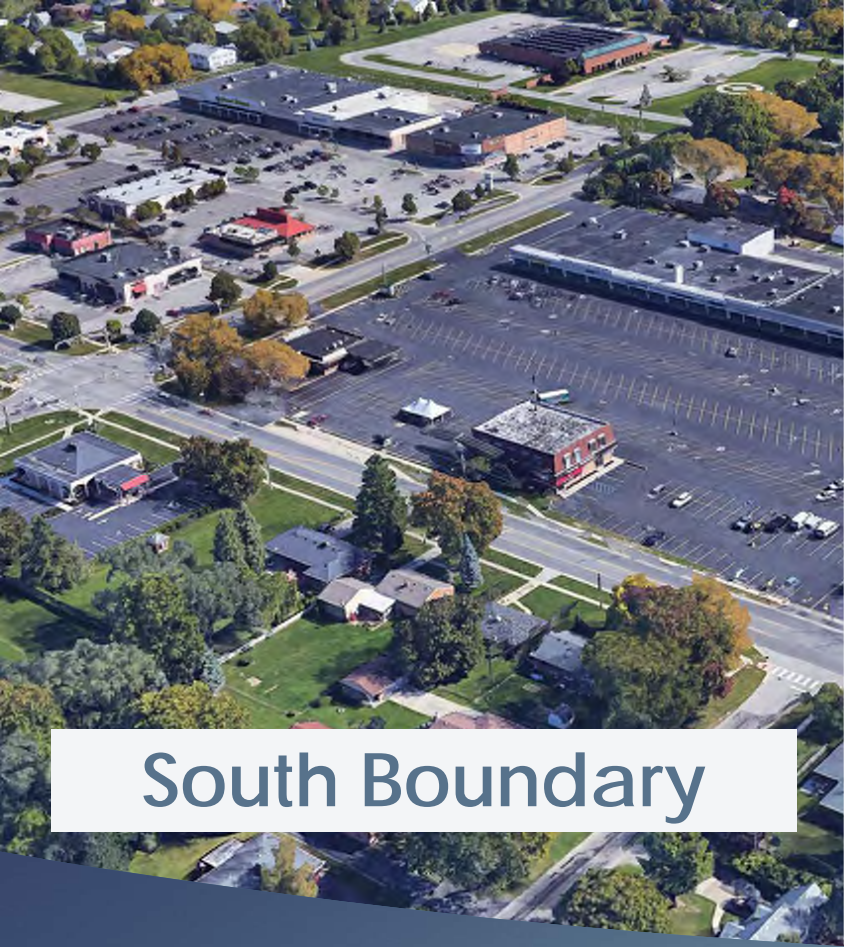


Focus Area Concepts

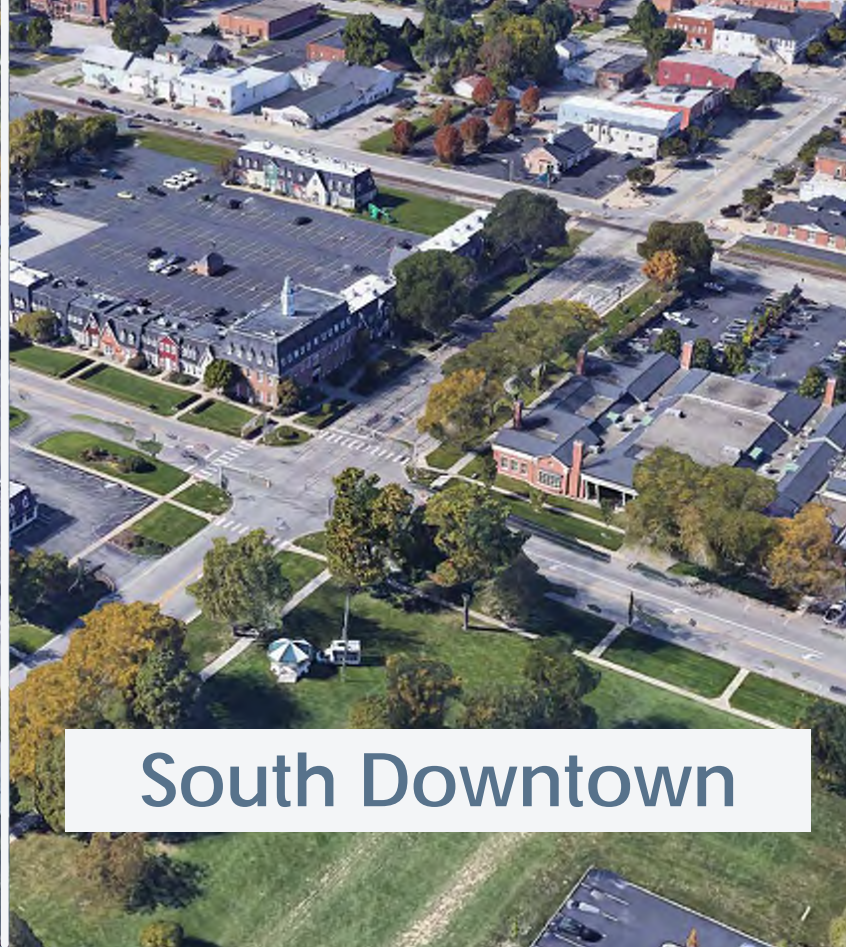


Focus Areas

An area that has been identified as an important parcel or collection of parcels that are appropriate for redevelopment or infill and can dramatically shape the quality of life and economic success of the community in the future.



South Boundary



South Downtown



Boundary Crossing

The key focus areas are...



Important to note...

- These are **only concepts**
- These are **not proposed developments**
- Growing **IN vs OUT**
- Like the land use map, they **are intended to guide and inform** future land use decisions
- **Sets a proactive path forward**
- It is NOT about zoning, but it is about **creating social and financial value**











Indiana Ave

West Boundary St

Boundary Crossing











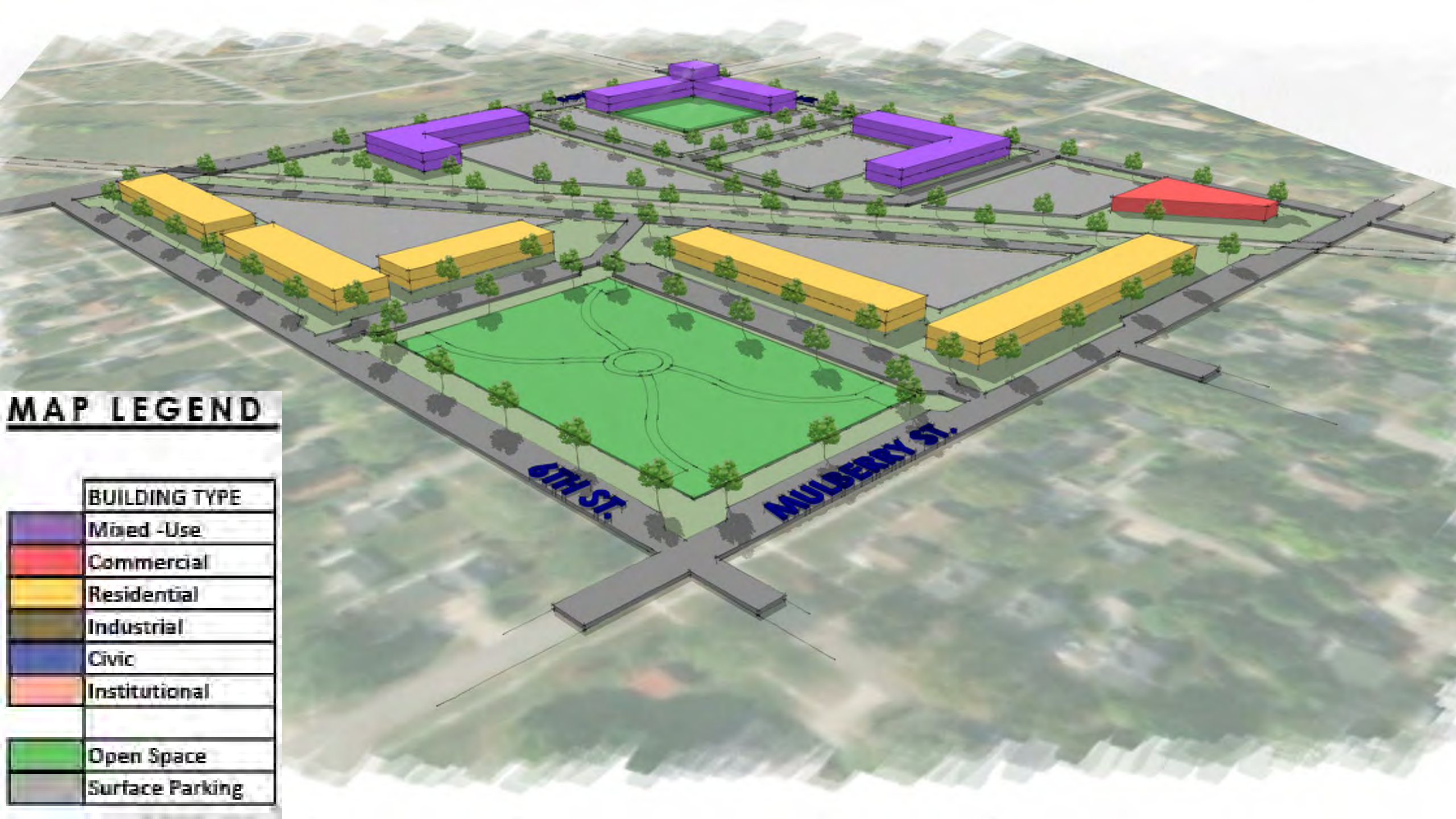
MAP LEGEND

BUILDING TYPE	
	Mixed -Use
	Commercial
	Residential
	Industrial
	Civic
	Institutional
	Open Space
	Surface Parking



MAP LEGEND

BUILDING TYPE	
	Mixed -Use
	Commercial
	Residential
	Industrial
	Civic
	Institutional
	Open Space
	Surface Parking





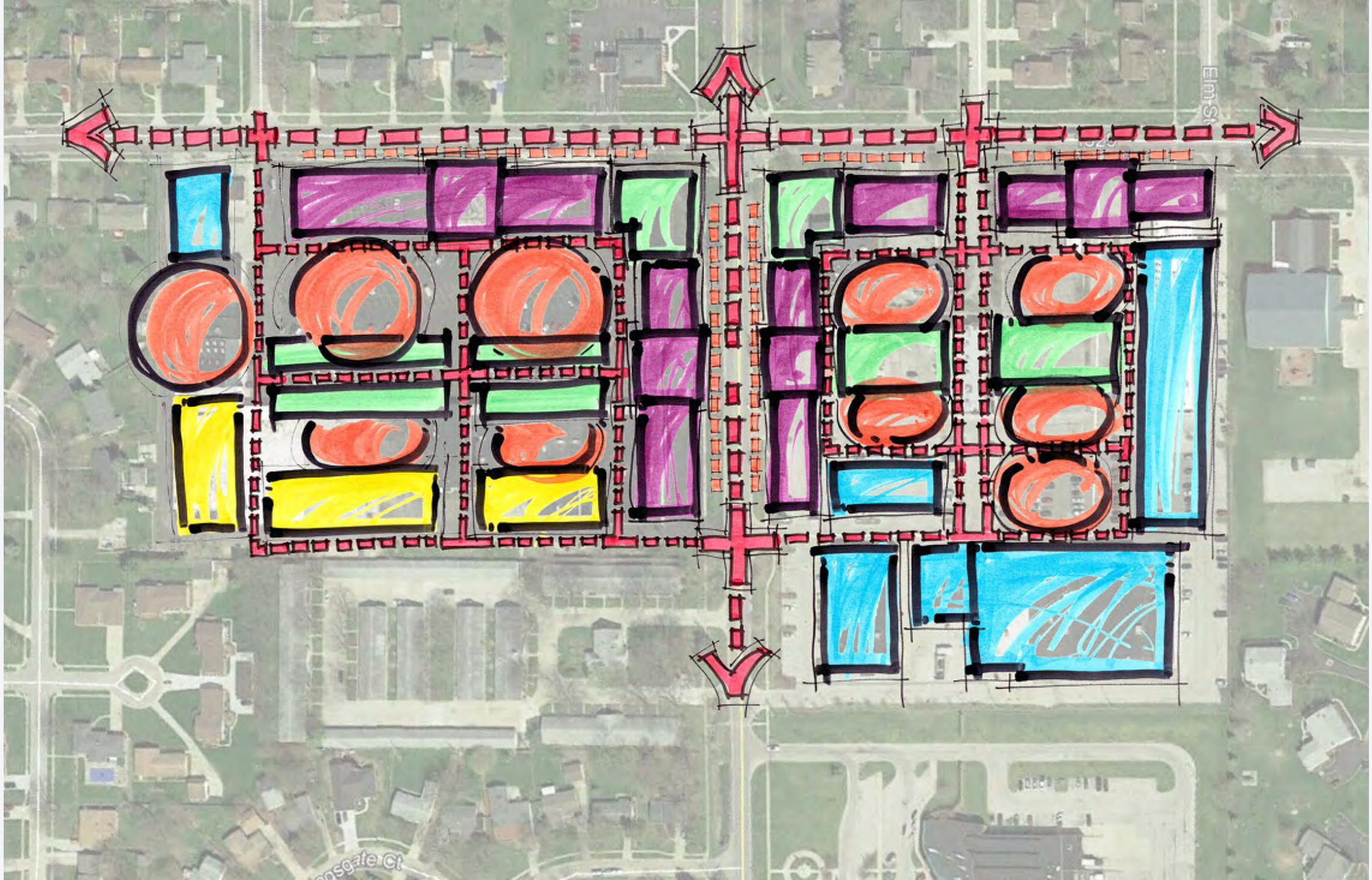


Estimated Economic Impacts (UrbanFootprint)

- ▶ Annual Property Tax Revenue..
 - ▶ **\$266,000** – A \$134k increase from the existing condition!
- ▶ Employment Impacts
 - ▶ **193 additional jobs!** - **\$144,750 in potential Income Tax Revenue** (50k salary @ 1.5% tax rate)
 - ▶ Loss of industrial sector jobs, but increases in office and retail jobs
- ▶ A total of **\$410,750** potential annual revenue



South Boundary



MAP LEGEND









BUILDING TYPE

	Mixed -Use
	Commercial
	Residential
	Industrial
	Civic
	Institutional
	Open Space
	Surface Parking





MAP LEGEND

BUILDING TYPE	
	Mixed -Use
	Commercial
	Residential
	Industrial
	Civic
	Institutional
	Open Space
	Surface Parking



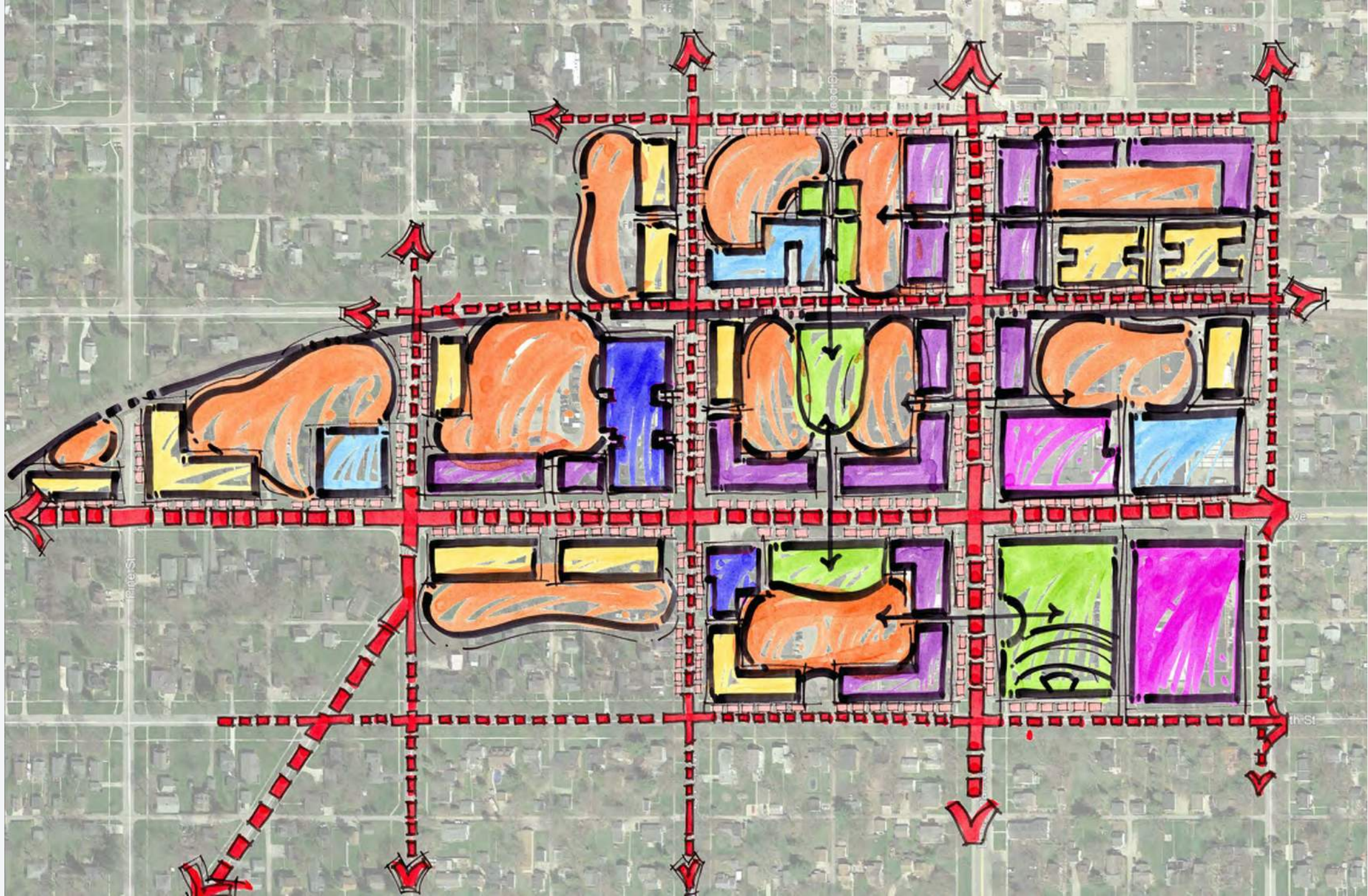
Potential Economic Impacts (UrbanFootprint)

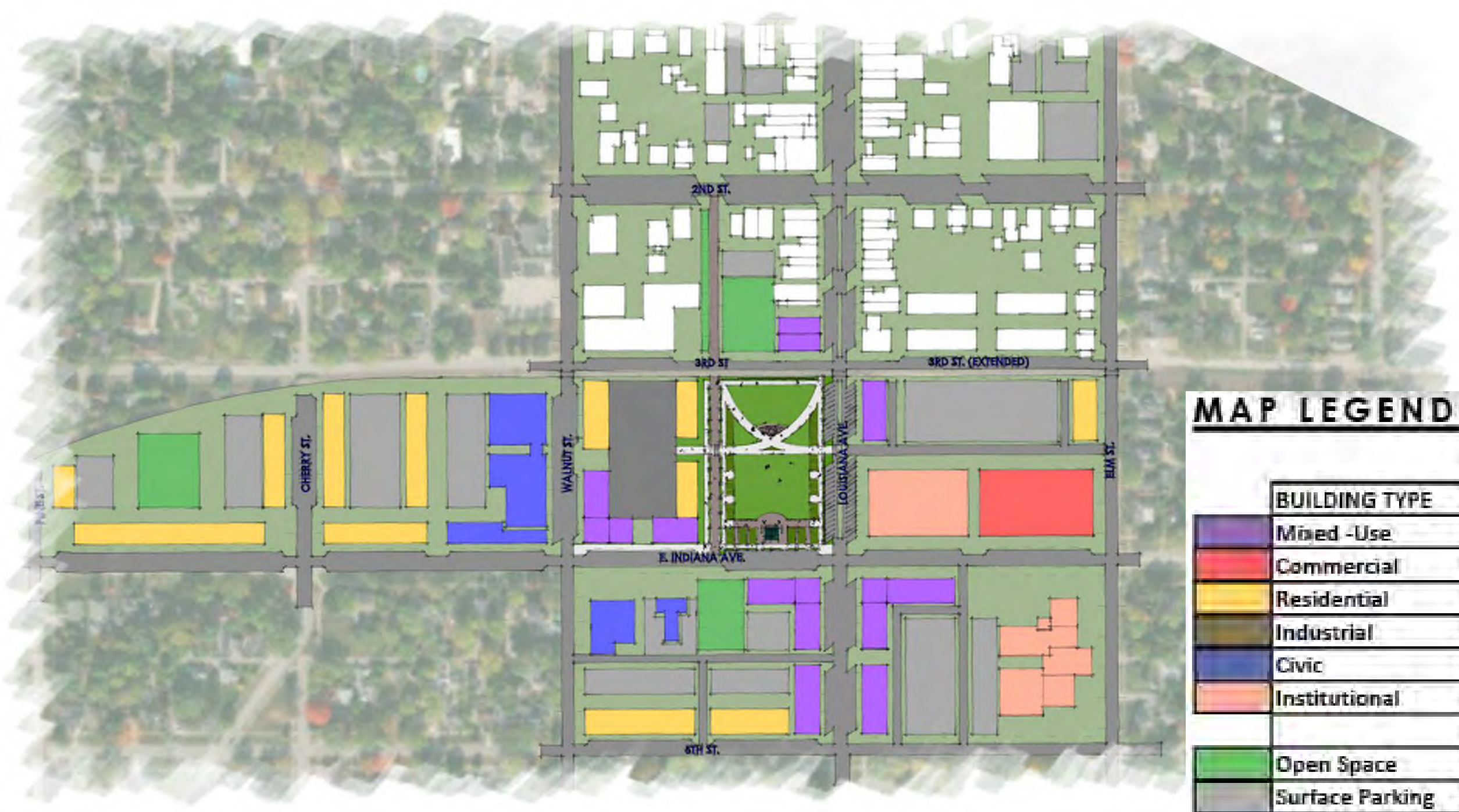


- ▶ Annual Property Tax Revenue..
 - ▶ **\$766,500** – A \$465k increase from the existing condition!
- ▶ Employment Impacts
 - ▶ **350 additional jobs!** - **\$262,500 in potential Income Tax Revenue** (50k salary @ 1.5% tax rate)
 - ▶ Small increase in retail jobs, but large increase in office jobs.
- ▶ A total of **\$1,029,000** potential annual revenue











South Downtown











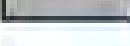


MAP LEGEND

BUILDING TYPE	
	Mixed -Use
	Commercial
	Residential
	Industrial
	Civic
	Institutional
	Open Space
	Surface Parking








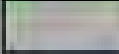


MAP LEGEND

BUILDING TYPE	
	Mixed -Use
	Commercial
	Residential
	Industrial
	Civic
	Institutional
	
	Open Space
	Surface Parking



MAP LEGEND

BUILDING TYPE	
	Mixed -Use
	Commercial
	Residential
	Industrial
	Civic
	Institutional
	Open Space
	Surface Parking





Potential Economic Impacts (UrbanFootprint)



- ▶ Annual Property Tax Revenue..
 - ▶ **\$704,000** – A \$514k increase from the existing condition!
- ▶ Employment Impacts
 - ▶ **452 additional jobs!** - **\$339,000 in Income Tax Revenue** (50k salary @ 1.5% tax rate)
 - ▶ Small increase in retail jobs, but large increase in office jobs.
- ▶ A total of **\$1,043,000** potential annual revenue

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Next Steps

Next Steps

- ▶ We'll take comments from today, and incorporate them into the Draft Plan
- ▶ The Steering Committee will review and comment on the draft document
- ▶ Final edits and submit to City for approval!



Now.... 2 options!

- ▶ I'll sign off, I have the information I need, and I will follow up online to provide feedback on a later date

OR

- ▶ I would like to stay and participate in a group discussion!
(Short exercise + 5 to 10min Q+A)



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