

# CONNEAUT COMPREHENSIVE PLAN UPDATE 2017

Advisory Committee Meeting #4

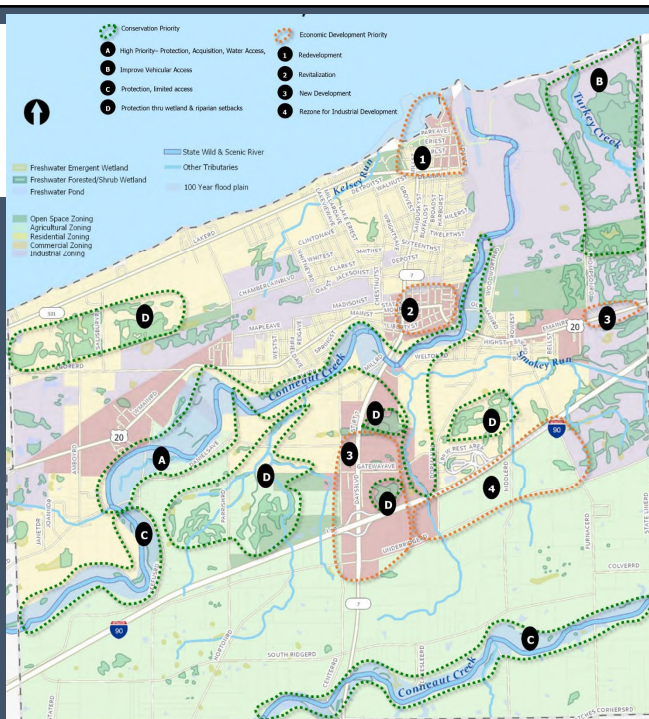
Tuesday, August 29, 2017



## PRIORITY AREAS

### Development Priority Areas

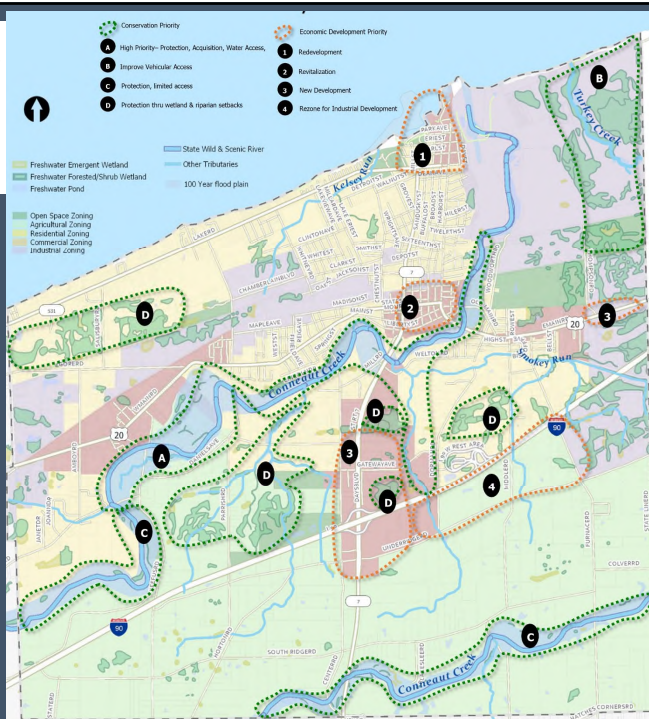
1. Redevelop Harbor Area
2. Revitalize Downtown
3. Foster New Development in areas already zoned
4. Expand Industrial zoning to enable New Development in prime location



# PRIORITY AREAS

## Conservation Priority Areas

- A. High Priority for protection, acquisition, public access
- B. Improve vehicular access
- C. Protect area, easements with limited access
- D. Protect area through regulations



# PRIORITY DEVELOPMENT AREAS

Overall Goal - Create Shovel Ready Sites

## Minimum Requirements:

- Suitable zoning
- A Market
- Land Ownership
- Environmental Clearance
- Utilities

And, better still, a  
“Contemporary” Location

Sufficient Vacant Land Available:

B-1: 240 ac  
B-2: 250 ac

M-1: 800 ac (but only about ~300 are developable)



# PRIORITY DEVELOPMENT AREAS

## Retail Considerations

### Trade Area

- Area where majority of customers will come from

### Purchasing Power

- Spending potential of population in the trade area (residents and employees)

### Site Availability

- Is suitable land appropriately zoned
- Is there sufficient traffic along street

## Tourism:

- Traditional Trade Area considerations don't apply
- Requires:
  - Supporting facilities
  - Attractive access routes (streetscapes)
  - Well maintained surroundings (buildings and properties)
  - Way-finding (Signs)

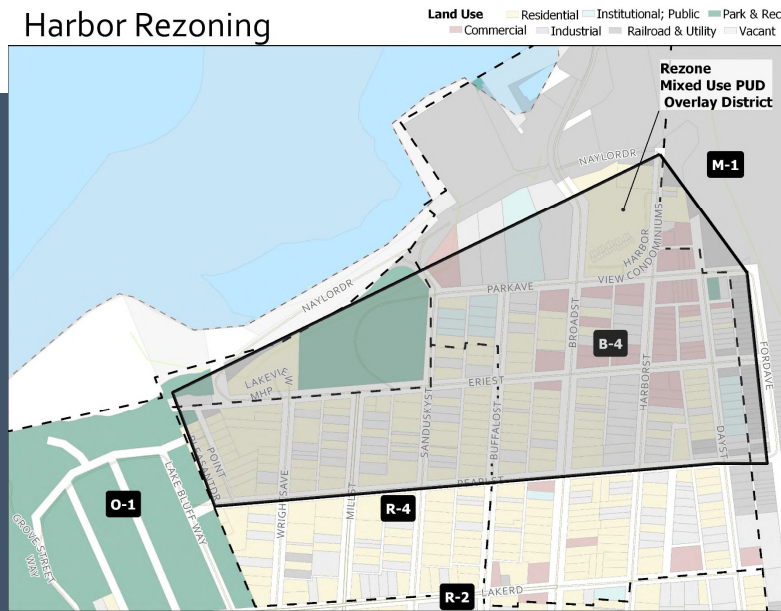


# PRIORITY DEVELOPMENT AREAS HARBOR REDEVELOPMENT

**#1 Priority**  
start at lake and  
move south

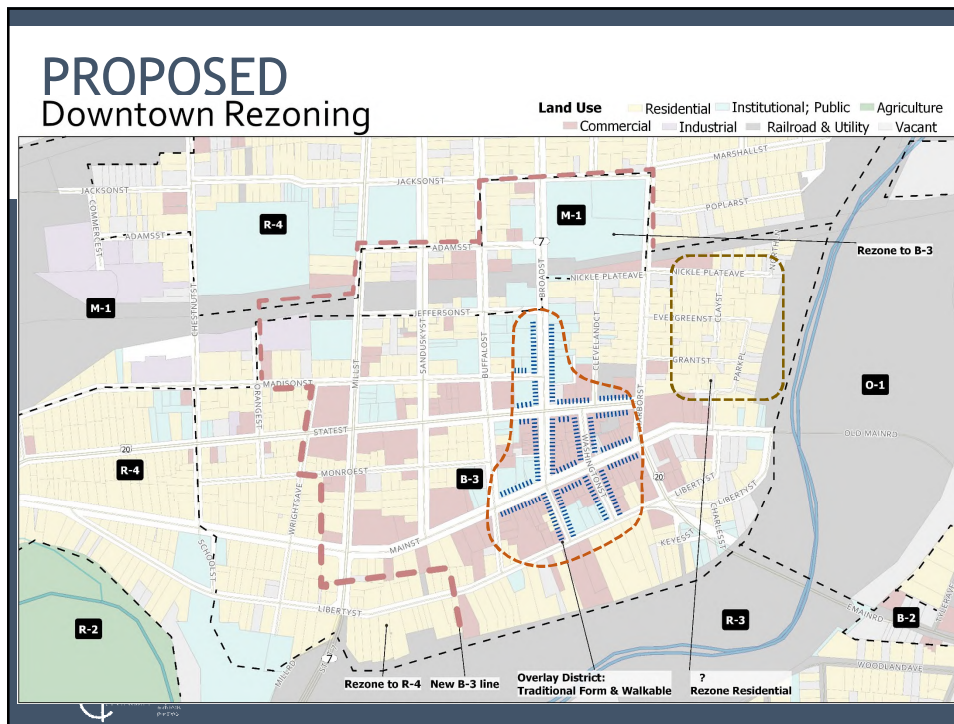
- Expand Marina: Dredge area next to Naylor to build new slips that can accommodate larger boats (100 50-ft slips)
- Redevelop Harbor to take advantage of Views, Proximity to Lake Erie, & to Promote Tourism
  - Build new housing with views of Lake (multi-family, townhouses)
  - Attract new retail, restaurants, hotel to Harbor Area
  - Create Development Sites through land assembly
  - Create a new Mixed Use Planned Development Overlay District - to enable creative mixed use projects, with standards and review process that flexibility; rezone Harbor Area for PUD (see map)
  - Hire an Economic Development Director, need leadership to tackle redevelopment
- Make improvements to Sand Bar
- Encourage property maintenance and home renovations
- Develop relationship with Canadian National
  - Need support of Council, County Commissioners, State of Ohio
  - Investigate ways of generating money through fees/tax
- Encourage improvements to existing hotel (located at I-90)
- Collaborate- City, Port Authority, County Tourism Board, Co Commissioners & State Rep
- Obtain funding, consider levy
  - Invite outside investors to participate in redevelopment activities

# PROPOSED Harbor Rezoning



## PRIORITY DEVELOPMENT AREAS DOWNTOWN REVITALIZATION

- Bring more people downtown
  - Conduct a parking utilization study
  - Conduct more events downtown, building on D-Day
- Update the Zoning Code and Zoning Map
  - Revise the B-3 zoning boundaries (see map):
    - Integrate State St and Broad St into Downtown, change M-1 zoning to B-3 zoning
    - Rezone predominately residential area (south of Madison and west of Mill St properties) to R-4
  - Adjust parking standards to reflect contemporary standards
  - Update the permitted uses and development standards to address apartments on upper floors of commercial buildings
  - Establish appropriate design guidelines to ensure that new development is compatible with the historic downtown character
    - Establish subarea within B-3
      - Establish a maximum building setback along Main Street
      - Limit parking to areas next to or behind the building
      - Require a minimum amount of window display area on the first floor façade
    - Require new construction along Liberty Street and the western end of Main Street where houses are still the dominate building form to respect the current building setback
  - Improve site plan review procedures



## PRIORITY DEVELOPMENT AREAS DOWNTOWN REVITALIZATION

- Improve the appearance of downtown
  - Enliven blank walls on downtown buildings with colorful murals
  - Reinvigorate the trees downtown
  - Create more green space, such as a pocket park in the vacant lot next to Orlando
- Improve accessibility, outline infrastructure needs, identify locations for crosswalk ramp and signal improvements
- Create a fiber optics-supported, high-speed, broadband infrastructure
- Identify a location for a Veterans Memorial
- Extend the Downtown environment northward and improve the underpass area along Broad Street:
  - Create better connections between downtown and the Harbor
  - Create a public open space with tower element to help anchor the Broad/State street intersection
  - Improve the appearance of the hillside near the underpass with terraced landscaping, which can double as seating for the Soap Box Derby events.

## PRIORITY DEVELOPMENT AREAS DOWNTOWN REVITALIZATION

Apply all four “prongs” of the national “Main Street Program”:

- Design/development, economic vitality, organization and marketing.
- Prepare a branding/ marketing campaign

Financing:

- Engage the Port Authority to assist with redevelopment financing
- Identify and apply for grant funding:
  - façade improvements
  - public open space creation and improvements
  - critical infrastructure improvements
  - neighborhood revitalization efforts
- Explore the potential for a Special Improvement District (SID)
- Explore the potential for using Tax Increment Financing (TIF) in conjunction with a major downtown development project



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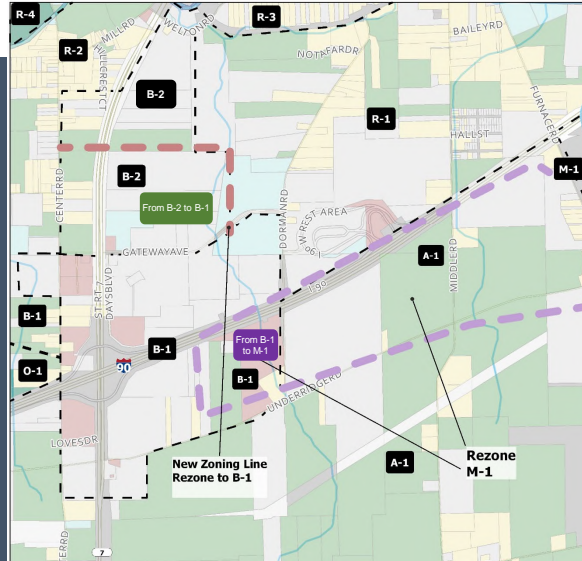
## PRIORITY DEVELOPMENT AREAS FOSTER NEW DEVELOPMENT

- **Revise & expand B-1 District to be a highway services district:**
  - Reserve area for highway related uses: add restaurants and offices; eliminate manufacturing & warehouses
  - Do not allow outdoor storage visible from highway
  - Add front yard landscaping standards
- **Revise B-2 District to better suit development along US 20 (& small area along SR 7)**
  - Expand flexibility in permitted uses: add light industrial and warehousing; allow shopping centers by right with updated standards
  - Update Development Standards:
    - Increase lot requirements
    - Increase front yard setback to 50 feet
    - Increase setback requirements when adjacent to residential
    - Require parking setback from street and residential lot lines, with minimum landscaping

## PROPOSED Interchange Rezoning

Land Use   Residential   Institutional; Public   Agriculture  
 Commercial   Industrial   Railroad & Utility   Vacant

- Rezone parcels along Under Ridge Road to M-1 Manufacturing District
  - Require larger front yard setback, with landscaping
  - Require parking setback from residential lots
- Develop Access Management plans for Rt 7 and US 20



## PRIORITY CONSERVATION AREAS

- Confirm priorities for preservation/conservation, as well as appropriate recreation related development improvements
  - Create map of larger region to show context - include all of Conneaut Creek (in OH), and PA game lands that provide access to Turkey Creek Metroparks
  - Confirm priority location for trails (along Conneaut Creek to connect Camp Peet to Gateway Schools and Downtown)
  - Identify and create additional sites for access to the river, parking for the hike/bike trails
  - Identify potential locations for recreation business related uses such as kayak/canoe rentals
  - Install interpretive signage along the trails
  - Establish criteria to guide future land acquisition/conservation, such as land adjacent to existing park
- Create access to Turkey Creek Metroparks; Partner with PA to establish interstate connections with adjacent PA game lands

## PRIORITY CONSERVATION AREAS

- Revise the Zoning Code:
  - Establish riparian and wetland setback regulations - with setback based on drainage area of waterway
  - Create conservation subdivision regulations that encourage preservation of natural features without reducing the development potential, with a percentage of land preserved as open space
  - Restrict tree clearing in riparian and wetland setback areas
  - Consider a conservation overlay district that would apply primarily to residential land - restrict tree removal, allow limited recreation related businesses
  - Revise the site plan review requirements to require detailed inventory of natural features (wetlands, streams, steep slopes, etc)

## PRIORITY CONSERVATION AREAS

- Create a wetlands mitigation bank area that can assist in economic development of commercial/industrial properties that are impacted by wetlands
- Market the recreation/natural areas:
  - Create map and develop a branding campaign through partnership with Ashtabula County Tourism Bureau
  - Install appropriate way-finding signs to guide people from I-90, SR 7, US 20, the Circle Lake Route, etc.
  - Establish metrics to quantify attendees, especially at Township Park
- Promote/create events that showcase the area's natural features and amenities
- Continue to update/fine tune the City's ordinance for hunting on public land



## PRIORITY RECREATION IMPROVEMENTS

- Develop a City Parks improvement plan so that each park has a primary focus:
  - Redevelop Lakeview Park (while retaining public open space, relocate ball diamond)
  - Liberty Ave park focus - tennis courts (recently rehabbed)
  - Dean Ave park focus - basketball courts
  - Malek Park - identify priority improvements
- Create an improvement plan for the Sand Bar:
  - Dredge the area north of Naylor Drive (see also Harbor Focus Group discussion) to create more boat slips
  - Develop a strategy for using dredged material; Conduct a cost analysis of establishing a dewatering location
  - Retain a portion of Sand Bar for a bird sanctuary

## RETAIL METRICS

### Trade Area

- Area where majority of customers will come from

### Purchasing Power

- Spending potential of population in the trade area (residents and employees)

### Site Availability

- Is suitable land appropriately zoned
- Is there sufficient traffic along street



## DETERMINING TRADE AREA

- **Population:** larger the population, the bigger the trade area is.
- **Proximity of other competing business districts:** people travel to the nearest location (generally, all things being equal).
- **Mix of businesses:** critical mass / variety = people will travel from longer distance - more reasons to shop.
- **Destination attractions:** people will travel farther for one-of-kind attractions.
- **Traffic patterns:** traffic patterns are impacted by street and highway network, as well as major landforms such as rivers and lakes.



## PRIMARY TRADE AREA GENERAL GUIDELINES

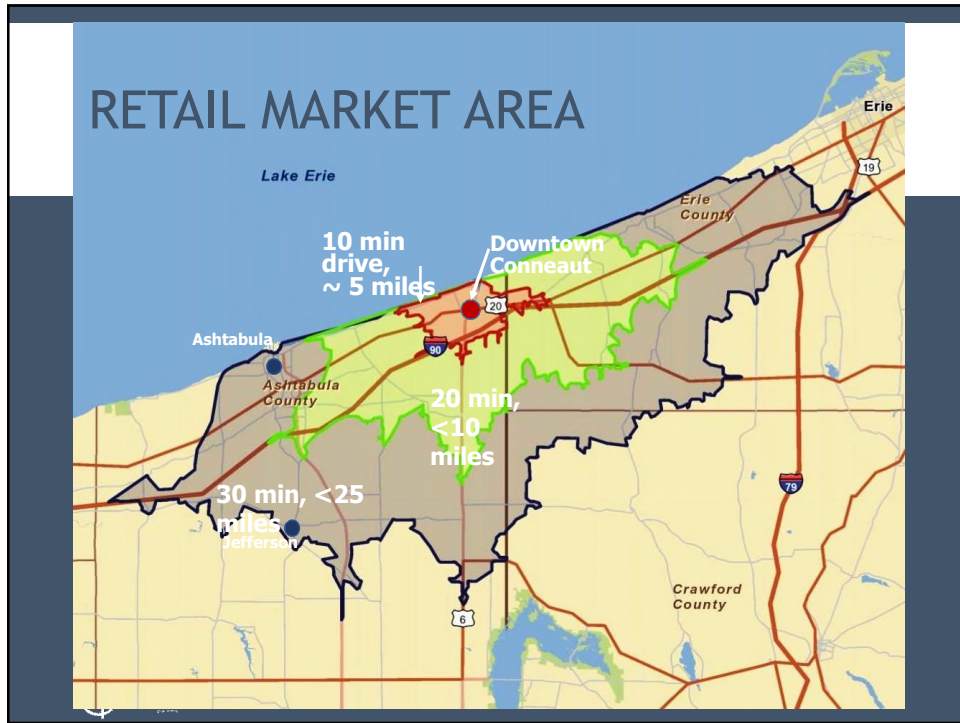
BASED ON TYPE OF RETAIL CENTER

Type of Retail Center	Minimum Population Supported	Trade Area Radius*	Driving Time*
Neighborhood	3,000 - 40,000	1.5 miles	5-10 minutes
Community	40,000 - 150,000	3 - 5 miles	10-20 minutes
Regional	Over 150,000	10 miles	+20 minutes
Super Regional**	300,000 and over	+15 miles	+30 minutes

\*Also based on location of competition

\*\* Places such as Crocker Park draw from 30+ miles





## RETAIL DEMOGRAPHICS (\*\*2016 AND \*2017)

	5-Mile Radius*	10-Mile Radius*	25-Mile Radius*	50-Mile Radius*	OHIO**	USA**
Population	14,035	25,101	192,744	853,589	11,614,373	323,127,513
Households	5,220	9,363	76,468	337,334	4,585,084	116,926,305
Median Disposable Income	\$33,222	\$37,235	\$41,037	\$42,158	\$39,875	\$41,071
Per Capita Income	\$19,270	\$21,540	\$26,632	\$27,174	\$26,953	\$28,930
Median Age	40.0	42.5	43.3	42.4	39.2	37.6
Daytime Population	10,863	19,932	180,364	779,003		

# SUPPORTABLE RETAIL & FOOD/DRINK

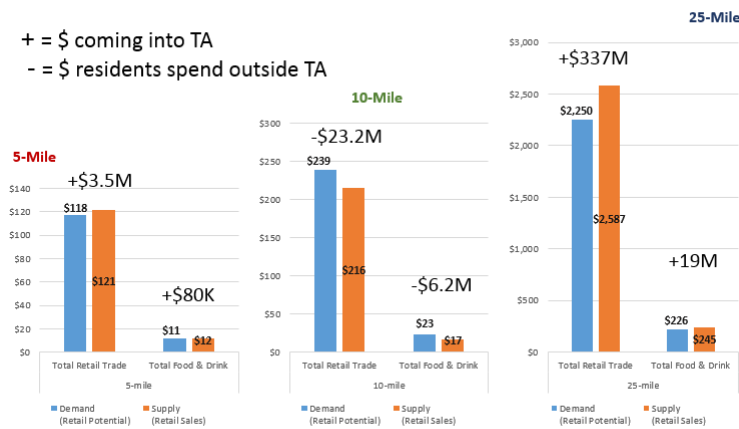
	5-Mile	10-Mile	25-Mile
Total Sales	\$132,790,937	\$233,099,643	\$2,831,863,395
Residential Expenditures	\$129,125,912	\$262,492,248	\$2,475,769,327
Estimated Sq Ft (based on sales)	483,000	848,000	10,298,000
Needed Acreage	48	85	1,030

Current Commercial Acres:  
 Zoned: 1,530  
 Vacant: 530 (includes area in wetlands)



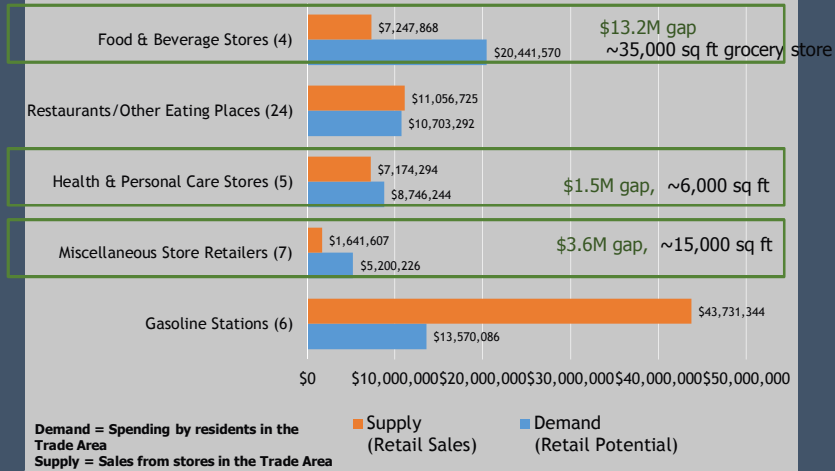
# RETAIL PROFILE BY TRADE AREA

+ = \$ coming into TA  
 - = \$ residents spend outside TA



(\$ in Millions)  
 Demand = Spending by residents in the Trade Area  
 Supply = Sales from stores in the Trade Area

## CONVENIENCE RETAIL/RESTAURANT PROFILE 5-MILE TRADE AREA



## COMPARISON RETAIL PROFILE 10-MILE TRADE AREA

