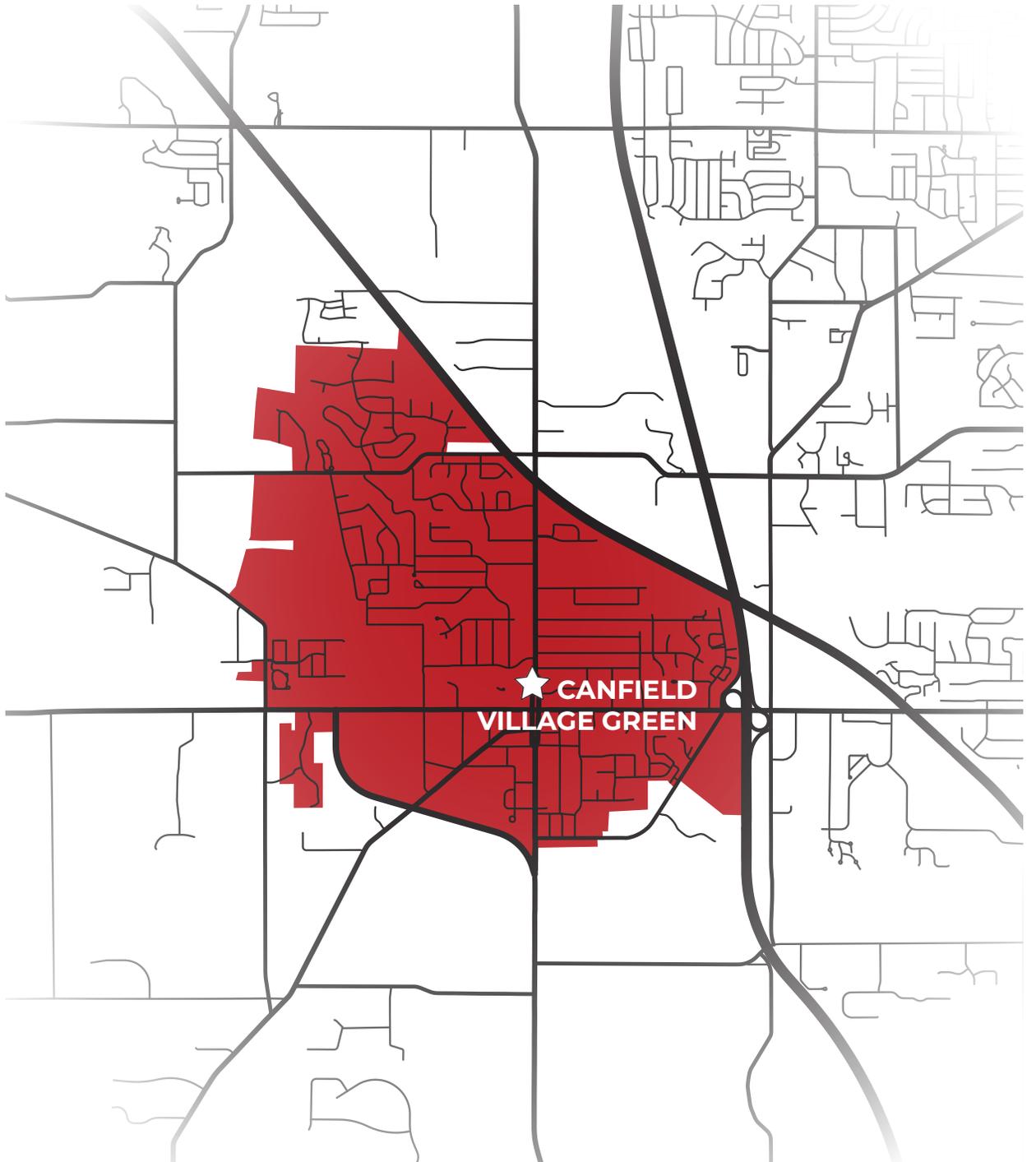


CANFIELD

COMPREHENSIVE PLAN

growing • together



CANFIELD COMPREHENSIVE PLAN: PUBLIC ENGAGEMENT MEMO

The Canfield Comprehensive Plan provides an honest evaluation of present and future needs related to growth, development, and the quality of life for the community. Feedback received from the public during the planning process is instrumental in shaping Plan goals and recommendations. The following memo provides a summary of input received thus far, as well as the process intended to achieve community-wide participation in the Plan.

COMMUNITY WORKSHOPS

- 6/22 CANFIELD SAFETY DAY
- 8/22 FAMILY MOVIE NIGHT

STAKEHOLDER INTERVIEWS

- 6/27, 6/28, 7/11

COMMUNITY SURVEY - ongoing

ONLINE ACTIVITIES - ongoing

OPEN HOUSE - pending

ENGAGEMENT PROCESS

The comprehensive plan framework is founded in community-wide aspirations and shepherded by a steering committee comprised of leaders with local expertise and a passion for the future of Canfield. Steering Committee members help develop and test activities to engage the general public in the planning process and recommend additional community members for in-depth stakeholder interviews. The general public is invited to participate throughout the process; both in-person and online. An overview of each public engagement element is provided below.

Community Workshops

Bringing interactive engagement to existing community events helps ensure a wide audience is aware of the Canfield Comprehensive Plan and able to participate. The planning team set up a table at the annual “Safety Day” event on Saturday, June 22, 2019. The event offered an opportunity to introduce community members to the planning process and gather feedback on what the public would like to see in Canfield in the future.

Engagement activities were also available on Thursday, August 22, 2019 at the family movie night on the Village Green to solicit feedback on preliminary Plan ideas.

Stakeholder Interviews

Stakeholder interviews were conducted with people nominated by steering committee members to add detail and specificity to the feedback received from the general public. The stakeholders were intended to provide expert or targeted feedback from passionate community members, such as large employers or civic leaders. The stakeholder meetings were conducted on June 27, June 28, and July 11 2019.

Community Survey

Hard copies of the community survey were available at in-person public engagement events, as well as through distribution by Canfield City staff and steering committee members. The survey is also available to complete online. Questions encourage participants to consider future growth, development, and overall livability of Canfield.

Online Activities

The project website - CanfieldCompPlan.com - provides updates, planning materials, and the activities conducted at the community workshops. Bookmarks with information on the website were passed out at community events and left around the City to spread the word about online engagement. As the Plan is created, draft ideas with also be available online for review and comment.

Open House

A complete draft of the Plan will be presented to the public in the form of an open house before a final document is provided to the City for adoption.



Marketing of public engagement included flyers, bookmarks, social media posts, personal invitations, and updates on the project website.

ENGAGEMENT RESULTS

Community Workshops

Generally speaking, Canfield Safety Day participants would like to see the Village Green area enhanced with a priority for dining, followed by play features and retail (Figure 2). This activity, along with a visioning card exercise, indicate a desire for increased commercial and recreation activity in the entire Village Green district. Through the retain & re-imagine mapping activity (Figure 1), and general comments, workshop participants also voiced strong support for the existing bike trail and suggested improved access and connectivity.

The second community workshop was a family movie night on the Village Green. In addition to general visioning cards, the movie night included engagement around biking behaviors and parks improvements. Due to the nature of the event, the results provide some insight to the likes and wants of the children in the community, as well as their parents.

The biking activity gauged comfort levels with three different types of bike infrastructure on the Village Green, Main Street, and neighborhood streets. Activity participants indicated they would only use a sharrow (shared environment in which bicycles are entitled to full access of the travel lane) on neighborhood streets. A separate lane for bike travel was deemed appropriate for the Village Green. Participants said they would use a separated lane protected by a physical barrier on the Village Green or Main Street / US Route 224.

Activity participants also voted on what recreation amenities they would like to see in Canfield and in which park the amenity should go. Not surprisingly, given its size and location within a neighborhood, Greasel Park was overall a less popular choice than Fair Park. A splash pad and climbing wall received the most total votes - 66 and 37, respectively (Figure 3).

FIGURE 1. RETAIN & RE-IMAGINE MAP RESULTS

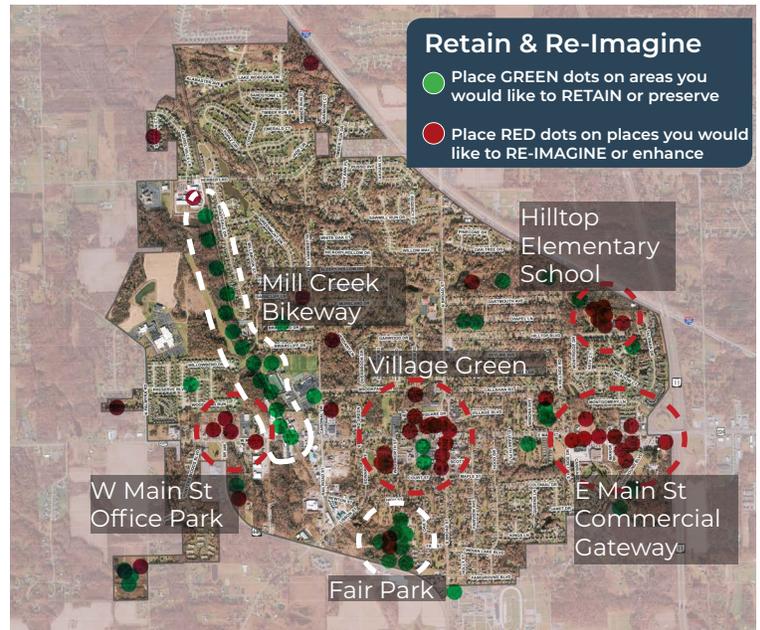


FIGURE 2. VILLAGE GREEN IMPROVEMENTS RESULTS

What do you want to see on the Village Green?

IMPROVEMENT	% OF VOTES
Dining	32
Play features	29
Retail	27
Events	18
Bike amenities	13
Public art	8
Signage & wayfinding	3
Housing	0

FIGURE 3. WHAT AMENITIES WOULD YOU LIKE TO SEE IN CANFIELD CITY PARKS?



Stakeholder Interviews

The planning team met with community members nominated by the steering committee to gather detailed input on the future of Canfield. Stakeholder interviews were conducted in small groups and lasted roughly one hour. There were approximately 30 participants including business owners, residents, civic leaders, and municipal employees. Representatives of Canfield Township also participated in the discussions.

Generally speaking, stakeholders shared similar concerns and aspirations as those voiced by the public at the community workshop. Stakeholders expressed a desire for more activity on the Village Green, stronger support for businesses, and more retail and dining options. Participants also identified community assets, such as the school system and City services, and challenges, such as barriers to development and the housing stock.

A summary of the key takeaways from the stakeholder interviews is provided below.

- Zoning regulations / Historic design standards are complicated and burdensome
- Would like to see incentives for small businesses to alleviate cost of construction and catalyze investment on the Village Green
- Canfield needs more events and entertainment-particularly aimed at attracting young professionals and families
- Would like to see more collaboration on planning and economic development between the Township and City
- The City needs more income-producing uses to increase its tax base
- The school system is high-quality and acts as an attraction, but the facilities need updating
- Canfield needs to expand and diversify its housing stock to compete with nearby communities
- The 224 commercial corridor needs gateway enhancements / revitalization
- Canfield needs more dining and drinking establishments (potentially temporary uses or permits during events on the Village Green)
- The City's 1% income tax results in higher-quality services (i.e. police, water)
- Need to attract more recent college graduates
- Would like to see a community center

FIGURE 4. ACTIVATE THE VILLAGE GREEN



Community workshop attendees and stakeholders generally support more dining, retail, and community events on the Village Green.

FIGURE 5. COLLABORATE WITH THE TOWNSHIP



Stakeholders expressed Joint Economic Development Districts (JEDDs) - like Millennial Moments (pictured above)- as an option for regional economic growth.

Results from the stakeholder interviews and public input from the community workshop will be evaluated alongside the community survey results to create a holistic view of how the residents and business people of Canfield see the community. Recommendations will be drafted for the future based on these results from the community at large.

Community Survey

The survey was available online beginning on June 21 until September 13, 2019. The following summary presents a highlight of the results.

SURVEY RESPONDENTS

Almost all of the 191 survey participants live in either the City of Canfield (70%) or Canfield Township (28%), however, only 28% work in Canfield. About 49% of respondents work outside of the City (primarily Youngstown, Boardman, and Austintown). These numbers support Canfield's identity as a bedroom community.

Survey respondents are overwhelmingly homeowners (93%) and female (65%), with a majority living with a spouse/partner and/or living with children (57% and 54%, respectively). Ages of respondents varied, but the largest cohort was those ages 35 to 44. Given that U.S. Census Bureau demographic data for Canfield reflect more diverse households, these figures suggest survey responses may be over-representative of married families with children (Figure 6).

HOUSING

Most respondents (95%) said their preferred housing type is available in Canfield. About one-fourth of respondents would be willing to live on a smaller lot if that meant they would be in walking distance of parks, shops, and restaurants.

When asked which housing issue will be the most pressing for Canfield to address in the next ten years, survey responses varied (Figure 7). Maintaining older housing and maintaining neighborhood amenities both captured almost 30% of votes, while affordability was the third most common selection (18%). Write-in responses included multiple references to flooding prevention and upgrading the sewer and stormwater infrastructure.

FIGURE 7. HOUSING

WHICH HOUSING ISSUE DO YOU THINK WILL BE THE MOST PRESSING FOR CANFIELD TO ADDRESS IN THE NEXT 10 YEARS?

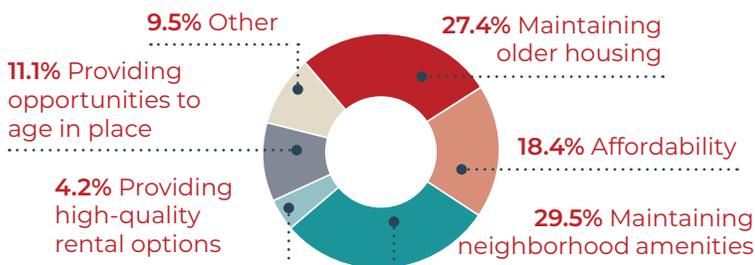
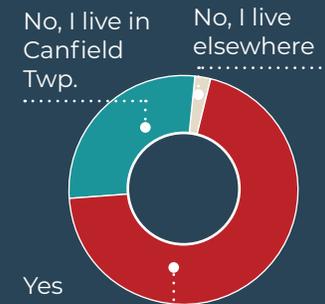


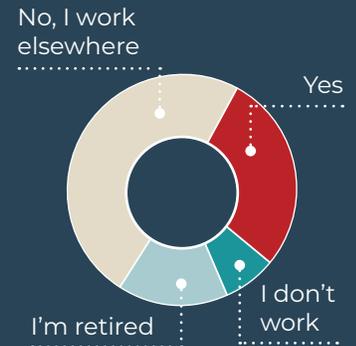
FIGURE 6. SUMMARY OF SURVEY RESPONDENTS

191 RESPONDENTS

DO YOU LIVE IN THE CITY OF CANFIELD?



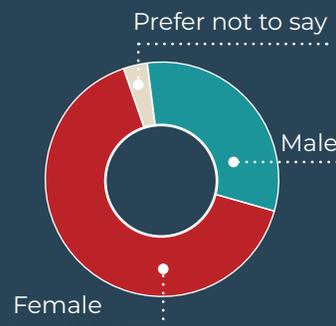
DO YOU WORK IN THE CITY OF CANFIELD?



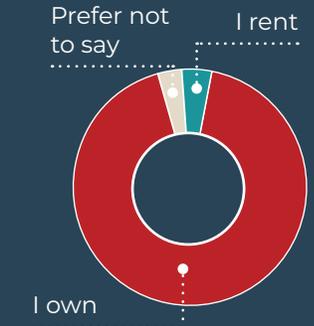
HOW WOULD YOU DESCRIBE YOUR HOUSEHOLD? (selected responses)

I live with my spouse / partner	56.8%
I live with children	54.2%
I live alone	6.3%
I live with at least 1 family member	10.0%

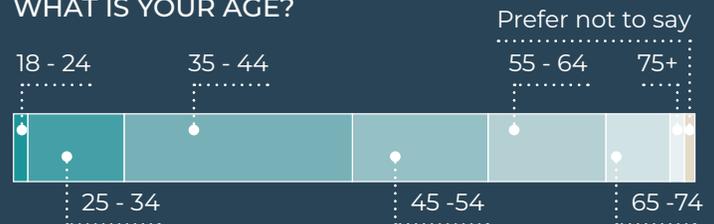
DESCRIBE YOUR GENDER



DO YOU RENT OR OWN?



WHAT IS YOUR AGE?



VILLAGE GREEN

The survey revealed a strong opportunity to increase activity in the heart of Canfield. About 38% of respondents visit Canfield's Village Green a few times a year, while roughly 28% visit a couple times a month and 28% at least once a week.

When asked what would encourage them to visit the Village Green more, almost all survey participants (90%) said more restaurants and shops. The second most popular option was more community events (50%). About one-fifth of respondents said beautification efforts or a more pedestrian-friendly environment would encourage them to visit more often (Figure 8).

LAND USE & DEVELOPMENT

The most important development priority for the future of Canfield, according to survey participants, is the attraction, growth, and retention of small businesses, with about 59% of respondents selected this choice. At about 13%, the second most popular response was to promote the desired community character through zoning or development guidelines. The remaining responses were scattered among a variety of land use objectives (Figure 9).

The results of this question suggest a preference for long-term prioritization of economic development initiatives and enhanced development standards - both of which are instrumental components to the Canfield Comprehensive Plan.

PARKS, TRAILS, AND OPEN SPACE

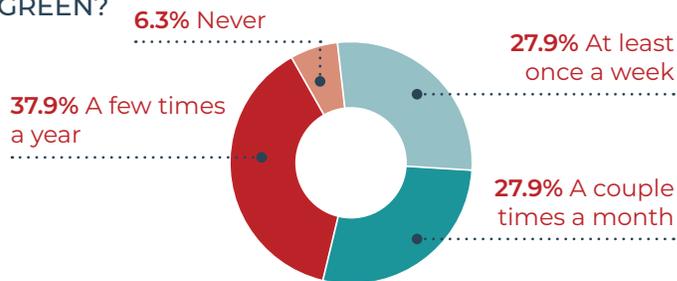
Survey participants generally believe that parks and open space are important for the future of Canfield, rating that importance an average 4.1 on a 1 to 5 scale with 1 being "not important" and 5 being "very important".

The mean rating for the quality of existing parks and trails was rated above average at 3.6. Recommendations around parks and recreation, including plans for the Canfield Loop, aim to support the community's desire for maintenance and enhancement of these amenities.

When asked the most important priority over the next ten years regarding parks, trails, and open space, about half of respondents selected an increase in activities and events. This aligns with general public engagement results which indicated a desire for more public activities and entertainment options. This general objective also supports survey responses regarding specific types of parks which are appropriate for the future of Canfield. About 64% of respondents said Canfield needs more programmed community space (ex: outdoor amphitheater, farmers market, etc.). Of those who selected "other", about half chose dog park as the top write-in option (Figure 10).

FIGURE 8. VILLAGE GREEN

HOW OFTEN DO YOU VISIT CANFIELD'S VILLAGE GREEN?

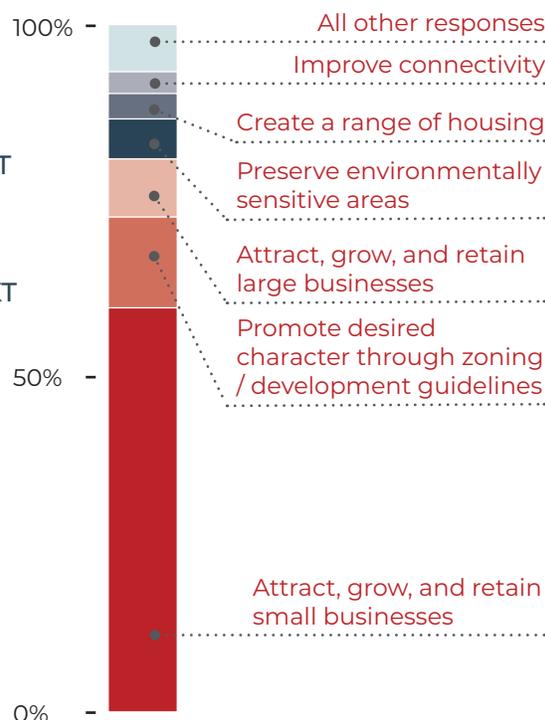


WHAT WOULD ENCOURAGE YOU TO VISIT THE VILLAGE GREEN MORE? (select all that apply)



FIGURE 9. LAND USE & DEVELOPMENT

WHAT DO YOU THINK IS THE MOST IMPORTANT DEVELOPMENT PRIORITY FOR CANFIELD TO FOCUS ON OVER THE NEXT 10 YEARS?



Public Engagement Memo

The responses received from this question provide further context to the in-person public engagement activity at movie night in which participants voted on what amenities they would like to see in Canfield's parks (Figure 3).

INFRASTRUCTURE & SERVICES

Survey participants were asked to select what they believe is currently the greatest challenge related to infrastructure and city services in Canfield and what will be the greatest challenge in the future (Figure 11). Canfield City Schools facilities received the most votes for present and future needs (31% and 39%, respectively). Though the Canfield City Schools District is not within the purview of this plan, its impact on the City's population, demographics, and development patterns is considered throughout the planning process; particularly as it relates to housing and community services.

GENERAL

In addition to the above subject areas, the community survey included open-ended questions about respondents' least favorite thing about Canfield and one change they would make about the City. The most common concerns voiced by survey participants relate to a lack of entertainment, a negative or lack of community image, taxes, utility costs, lack of businesses (especially in the Village Green), traffic, condition of school facilities, limited engagement and transparency with the public, vacant properties and property maintenance, flooding, lack of sidewalks, or the condition of the Village Green.

ENGAGEMENT SUMMARY

The following key takeaways summarize the main themes of the above results from the community workshops, stakeholder interviews, and community survey.

- Creating development and activity on and around the Village Green should be a priority for the future of Canfield.
- The community's desire for more commercial activity may be envisioned by revitalization of the 224 corridor.
- Canfield should increase its communication and engagement with the community - both in governance and through events.
- The existing bikeway and planned Canfield Loop are important assets which should be enhanced through new connectivity.
- Improvements to Fair Park may present an opportunity to increase recreation entertainment.
- Support for growth and development is strongest in regard to small businesses.

FIGURE 10. PARKS, TRAILS, & OPEN SPACE

WHAT TYPES OF PARKS/OPEN SPACE DO YOU THINK CANFIELD NEEDS MORE OF? (select all that apply)

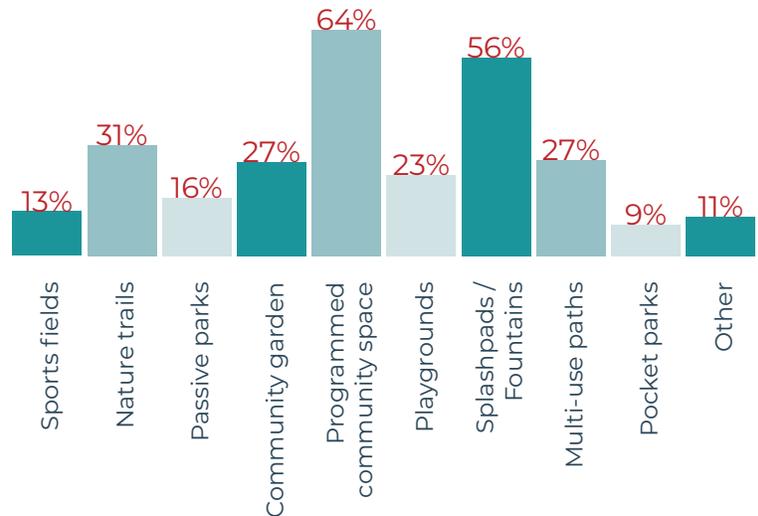


FIGURE 11. INFRASTRUCTURE & SERVICES

Greatest Challenge for Infrastructure & Services		
Issue	% Responses (currently)	% Responses (in the future)
Canfield City Schools facilities	30.9%	39.0%
Fiscal operations / taxes	17.0%	20.0%
Road maintenance	13.3%	8.6%
Traffic	12.8%	8.6%
Planning and zoning services	11.7%	10.7%
Maintenance of public properties	2.7%	5.4%
Public safety services	1.6%	1.1%
Other	10.1%	7.0%

PUBLIC ENGAGEMENT MEMO
PREPARED BY:



ms consultants, inc.
engineers, architects, planners