CANFIELD

COMPREHENSIVE PLAN

growing • together

Steering Committee Meeting #1
May 8, 2019

ms consultants

agenda

1. Introductions
2. Scope & Schedule
3. Planning Trends
4. Existing Conditions
5. Activity
6. Next Steps

INTRODUCTIONS

your team

Erin Moriarty
Project Manager, Senior Planner
ms consultants

Shannon Fergus, AICP
Planning and Development
ms consultants

Ben Levenger, AICP, PLA, GISP
Landscape Architecture & Commercial Development
Downtown Redevelopment Services

Ryan Bush, PE
Corridor Planning
ms consultants

Stephen Preston, PE
Local Knowledge
ms consultants

Thomas Mosure, PE
President
ms consultants

Jeanne Mosure
Vice President
ms consultants

Craig Mulichak, PE
Environmental Engineer
ms consultants

Rachel Pohnan,
GIS Specialist
ms consultants

ms mission

TALENTED PEOPLE. EXCEPTIONAL SERVICE. SUCCESSFUL SOLUTIONS

By investing in our people, clients, and communities,
we will nurture our philosophy of teamwork, respect, a caring attitude,
and excitement—creating opportunities for success.

ms background + history

- Full-service engineering, architecture and planning firm
- Currently 360+ employees in 9 offices across 5 states
- Ranked annually in Engineering News Record (ENR) Top 500 since 1993. In 2018:
  - # 265 Nationally
  - #44 Midwest Top Design Firms
  - #9 Ohio Top Design Firms

TRANSPORTATION

BUILDING SYSTEMS + ARCHITECTURE

ENVIRONMENTAL

SUSTAINABLE DESIGN

MUNICIPAL ENGINEERING

PLANNING

GRANTS + FUNDING

CONSTRUCTION

ENERGY

DOWNTOWN
REDEVELOPMENT
SERVICES

Downtown Planning

DRS has worked on over 150 downtown plans across the US in the past 7 years. Their employees have provided highly implementable and action oriented downtown planning for small to medium sized communities. As part of these downtown plans, DRS has provided:

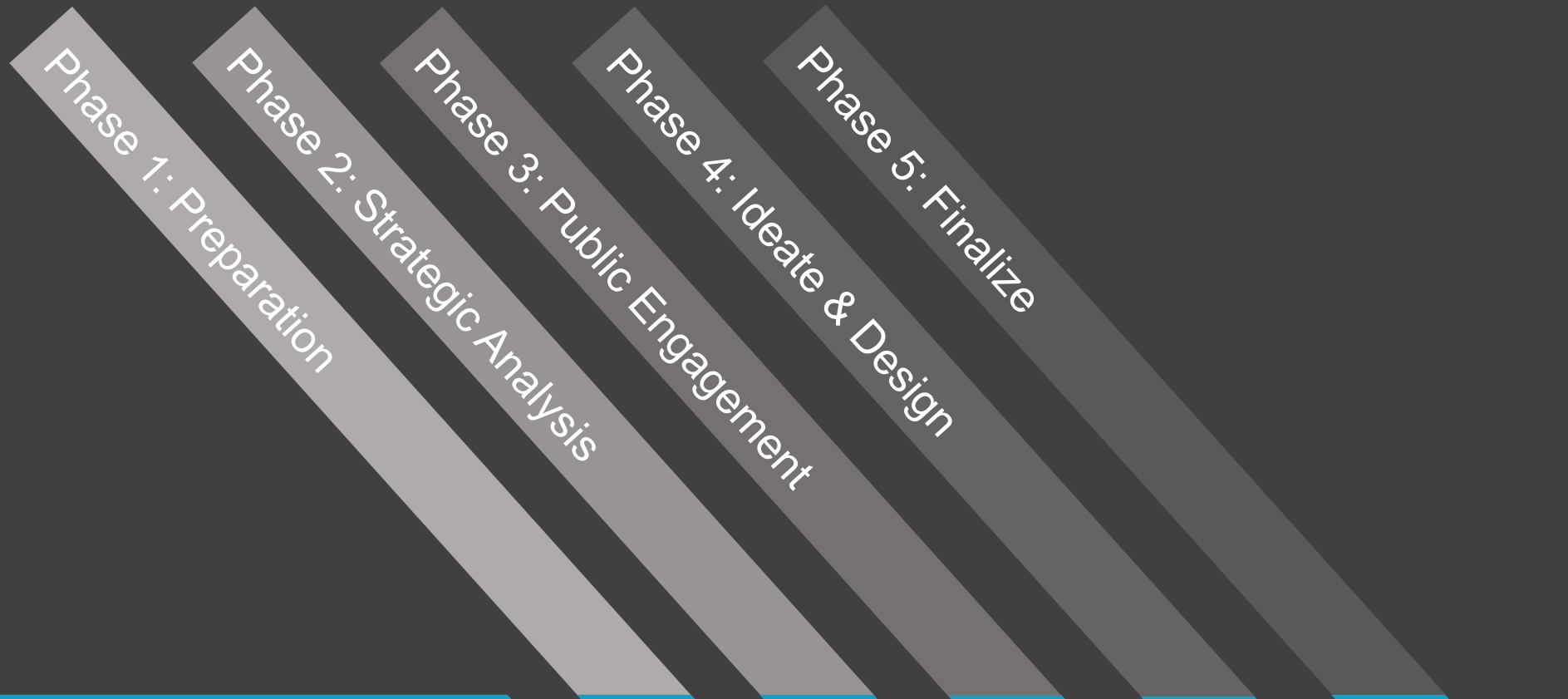
- Streetscape Design
- Market Studies
- Retail/Commercial “GAP” analysis
- Architectural/Façade updates
- Zoning/Code updates
- Main Street Services

Fresh Perspective. Local Knowledge.

Proven Results.

SCOPE & SCHEDULE

PROJECT TIMELINE



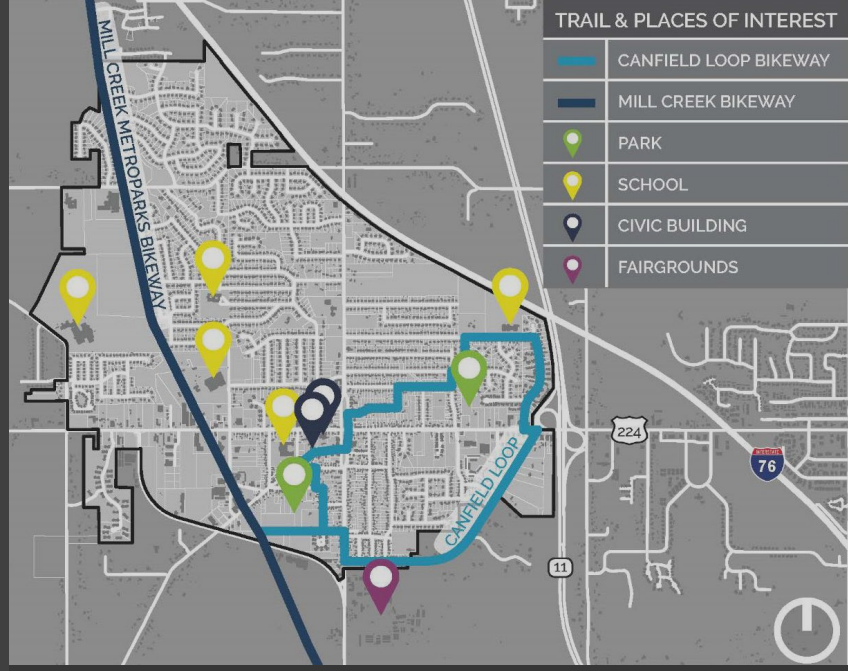
PROJECT TIMELINE

Phase 1: Preparation

- ❑ Project Kick-off
- ❑ Existing Conditions Research
- ❑ Steering Committee Formation

Regional Opportunities

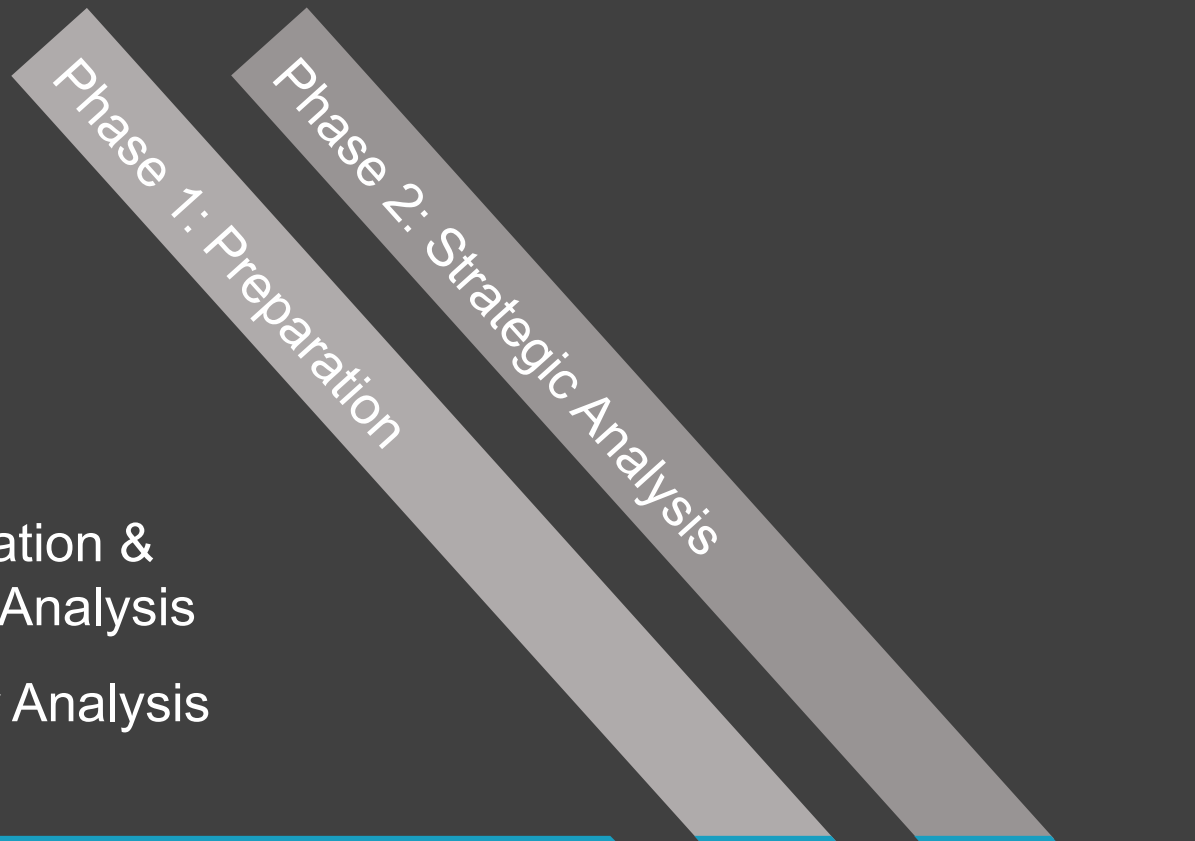
- Experienced with Eastgate funding opportunities
- Potential Canfield Loop project to connect major assets and regional bike trail



“Nothing compares to the simple pleasure of riding a bike”
– John F Kennedy

PHASE 1

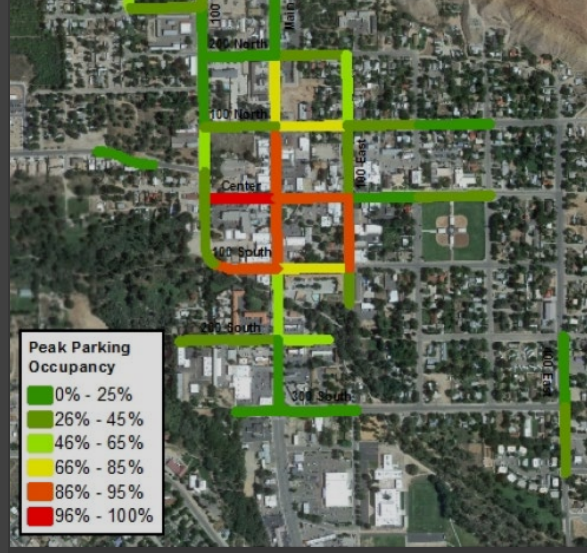
PROJECT TIMELINE

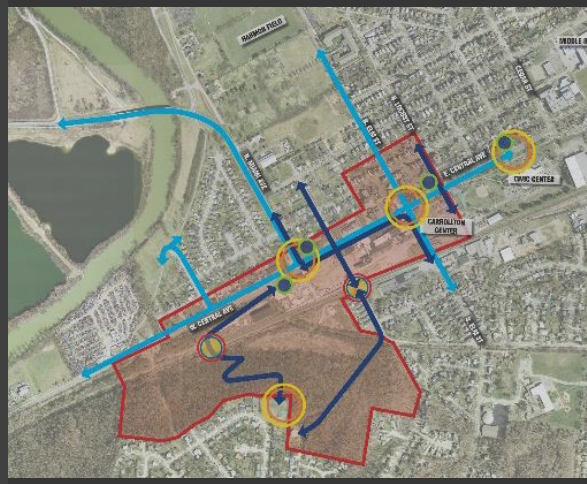


- ❑ Mapping
- ❑ Market Analysis
- ❑ Historic Preservation & Redevelopment Analysis
- ❑ Main St Corridor Analysis

Main Street Corridor Analysis

- Roadway operations
- Alternative transportation modes
- Streetscape design
- Branding opportunities
- Traffic and crash data
- Grant funding assistance

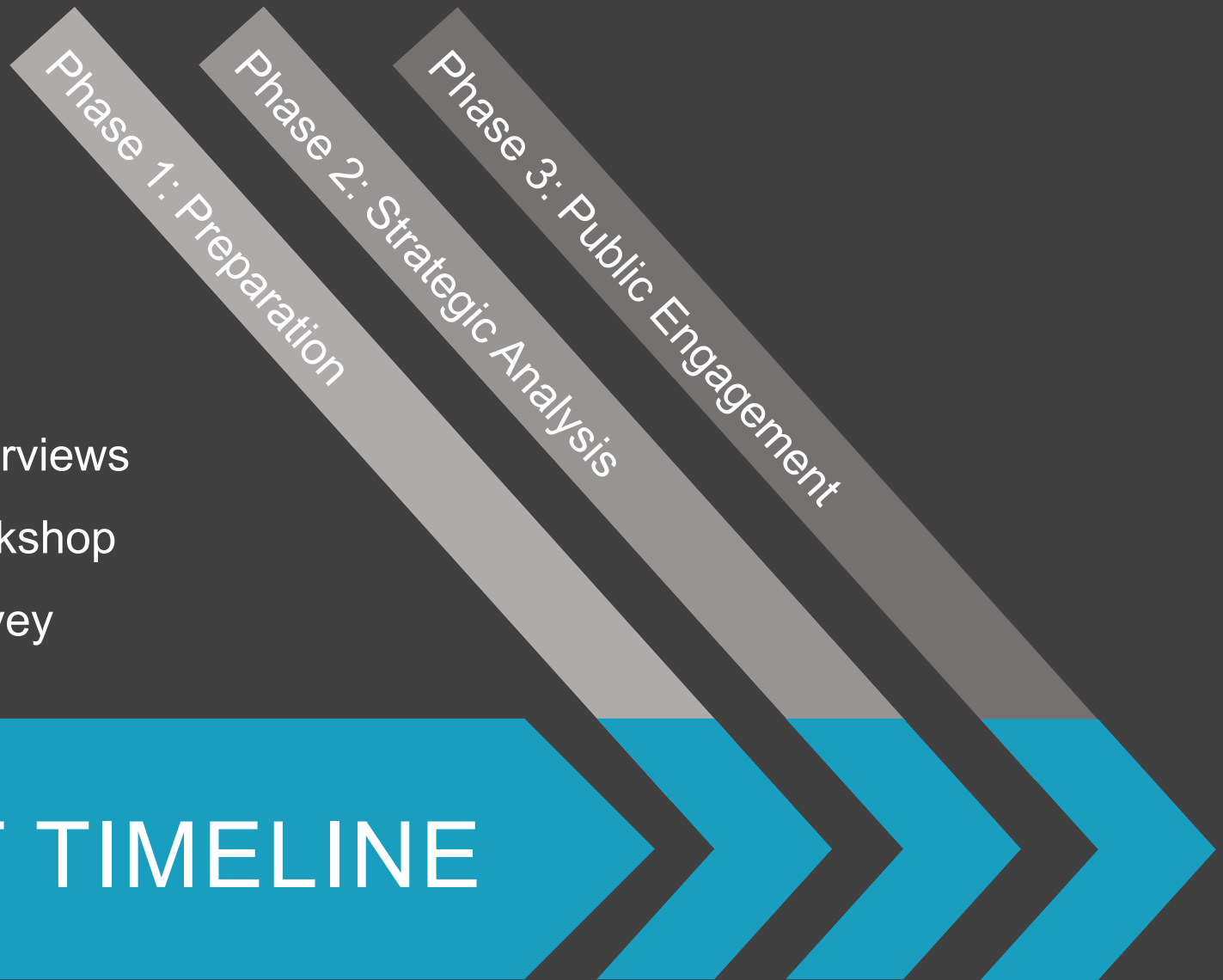




“Why do they call it rush hour when nothing moves?”
– Robin Williams

PHASE 2

PROJECT TIMELINE



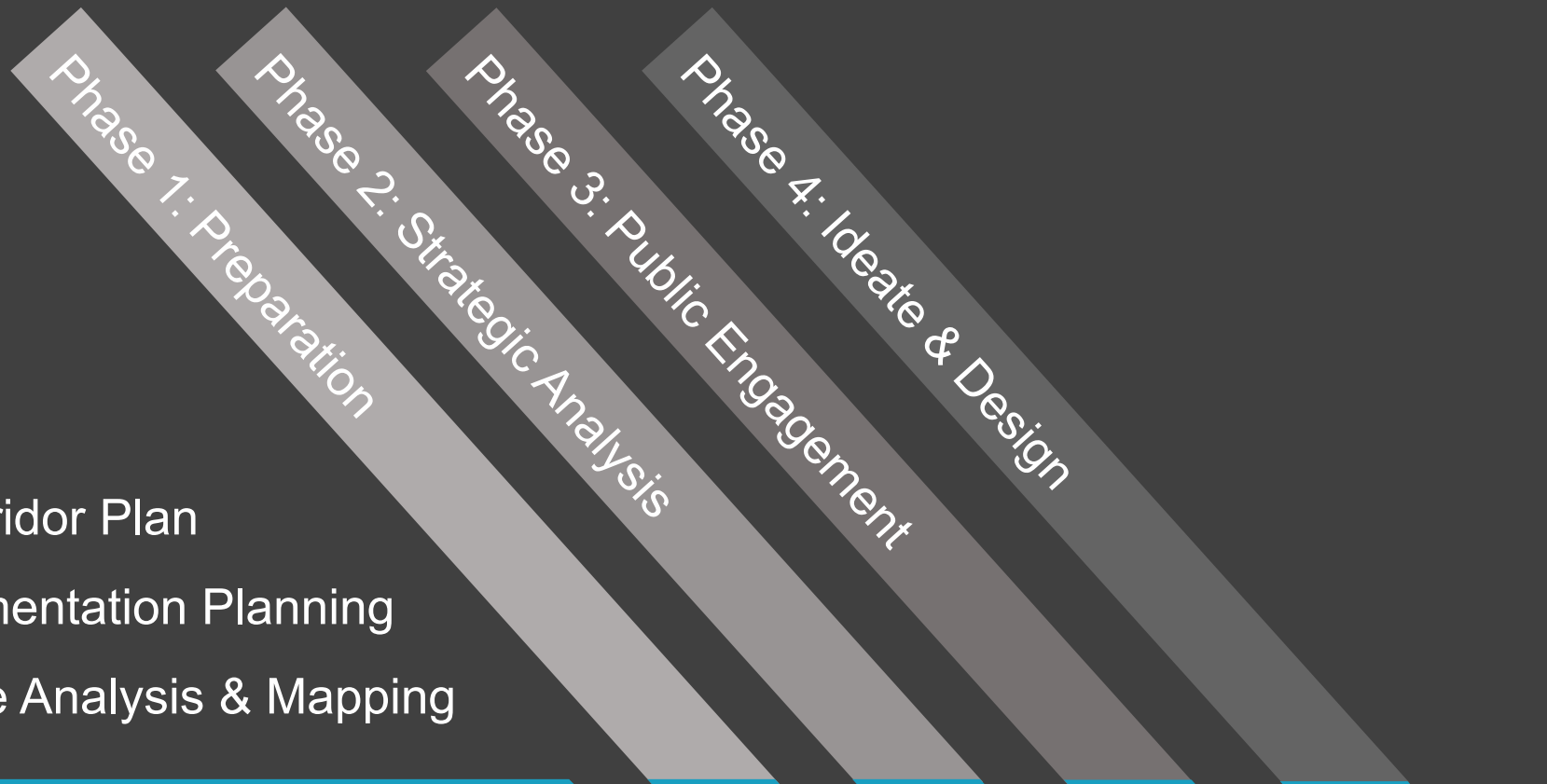
- ❑ Stakeholder Interviews
- ❑ Community Workshop
- ❑ Community Survey

Public Engagement

- Stakeholder meetings
- Pop-up booths at community events
- Online & print surveys
- Open-house meetings
- Youth integration

PHASE 3

PROJECT TIMELINE



- ❑ Main Street Corridor Plan
- ❑ Strategic Implementation Planning
- ❑ Future Land Use Analysis & Mapping

Village Green Area Guidelines

- Design Guidelines
- Neighborhood Revitalization

Downtown is important because it's the heart and soul of any community. If you don't have a healthy downtown, you simply don't have a healthy town.

- Ed McMahon Chair, National Main Street Center Board of Directors

PHASE 4

PROJECT TIMELINE

- ❑ Final Plan
- ❑ Public Open House
- ❑ Public Officials Meeting

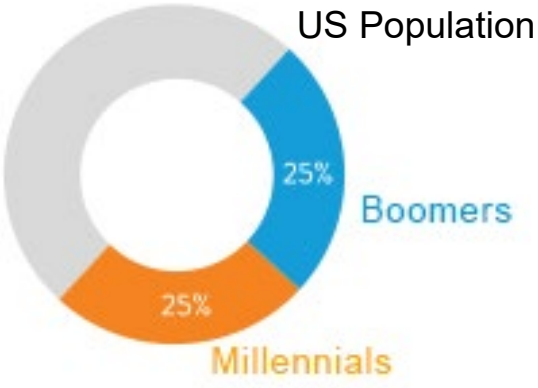
Zoning Code Audit & Recommendations

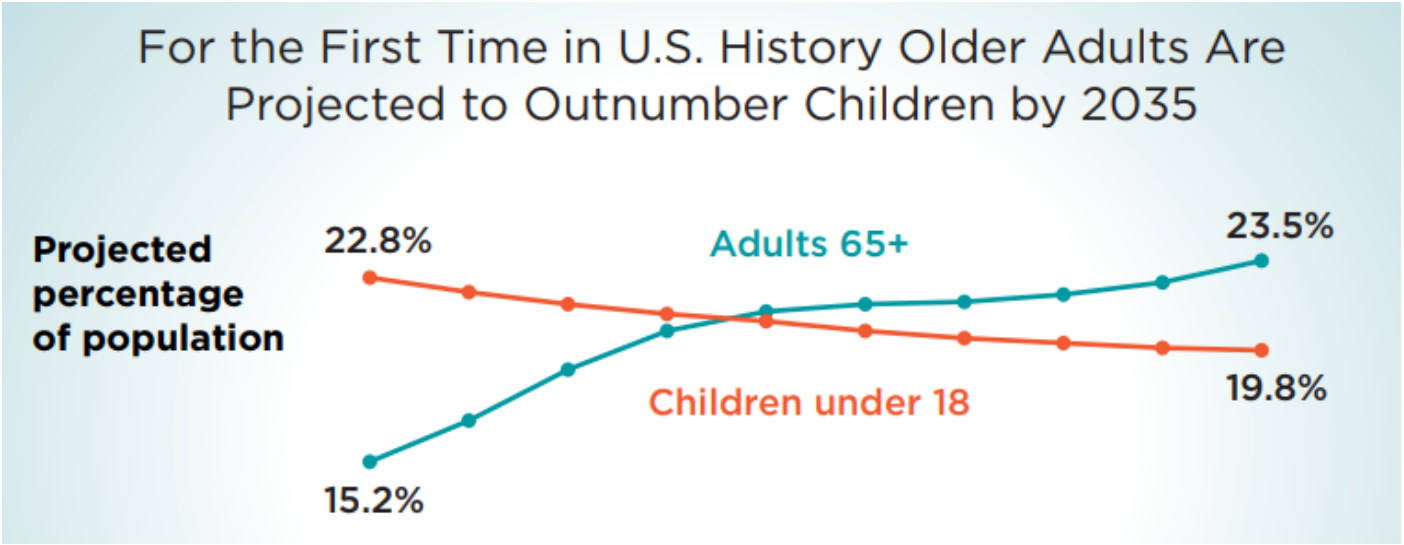
- Review current zoning code
- Identify misaligned areas with comprehensive vision
- Recommend zoning updates

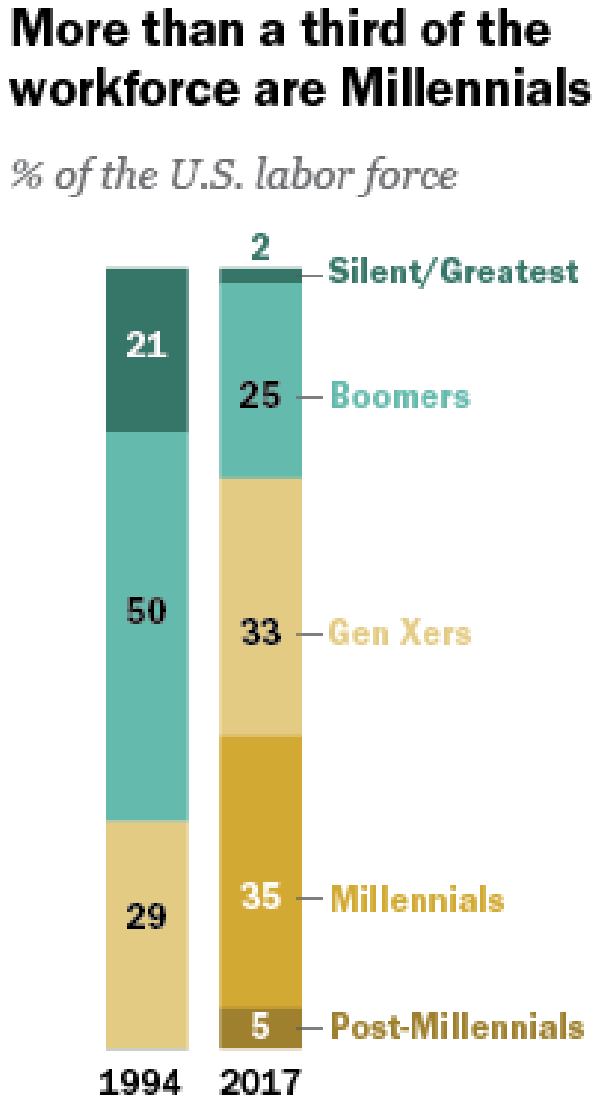
PHASE 5

PLANNING TRENDS

Millennials and Baby Boomers are driving housing preferences



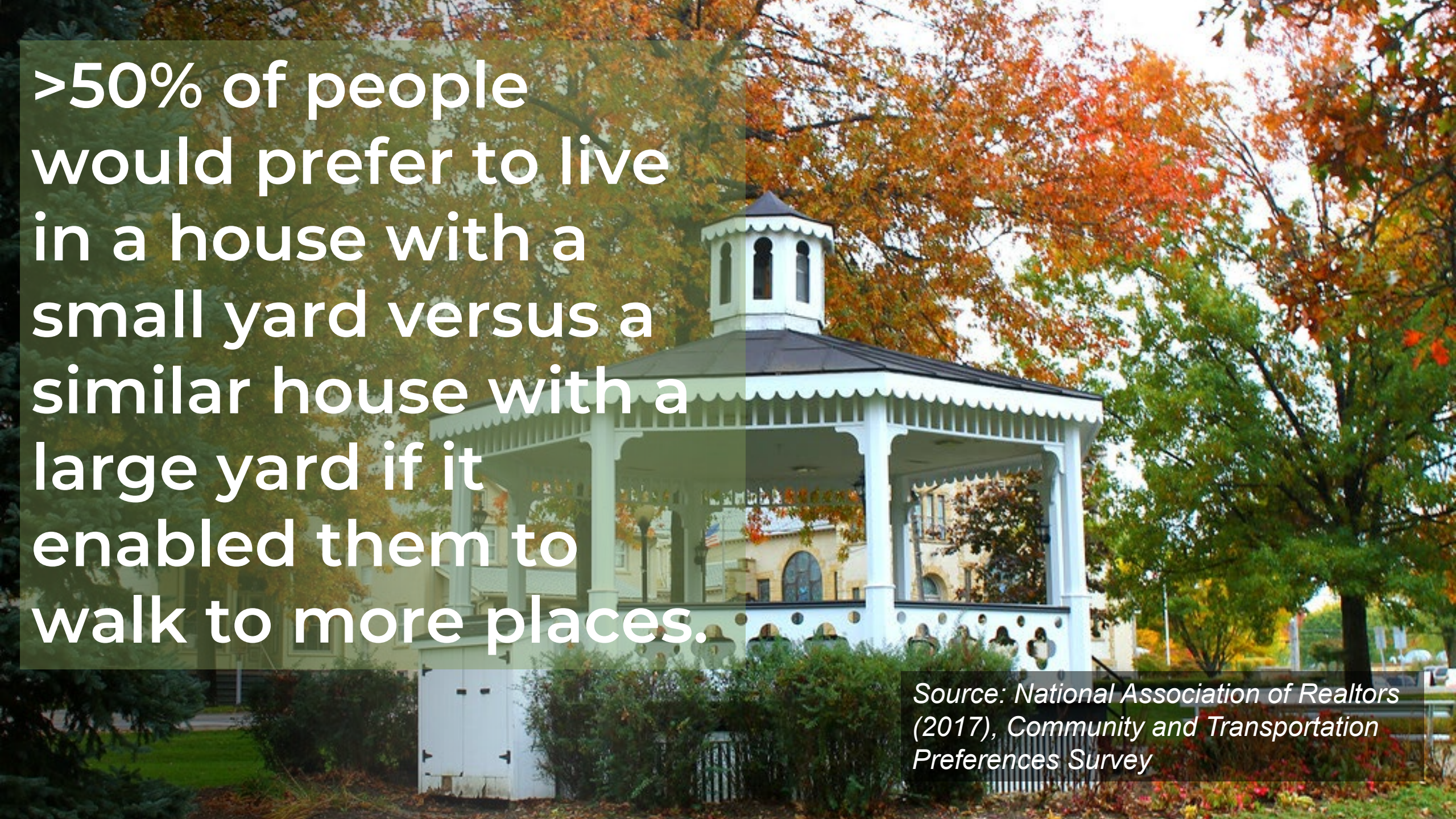


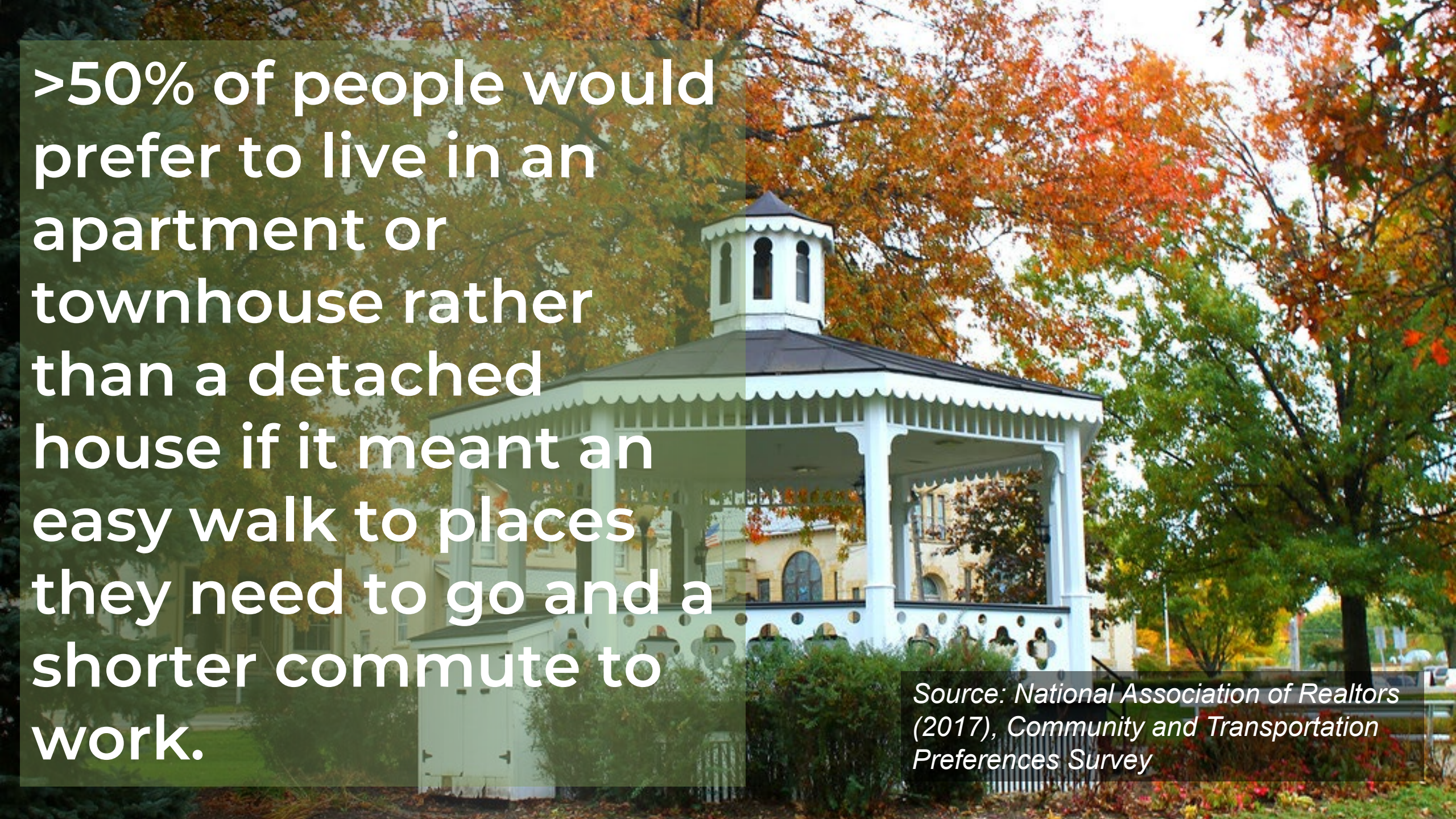


Source: PEW Research Center; The Nielsen Company; U.S. Census Bureau (2018)

Housing & Neighborhoods

6 out of 10 people would spend more $ to live in a community where they could walk to parks, shops, and restaurants.
Source: National Association of Realtors (2017), Community and Transportation Preferences Survey


>50% of people would prefer to live in a house with a small yard versus a similar house with a large yard if it enabled them to walk to more places.
Source: National Association of Realtors (2017), Community and Transportation Preferences Survey


>50% of people would prefer to live in an apartment or townhouse rather than a detached house if it meant an easy walk to places they need to go and a shorter commute to work.
Source: National Association of Realtors (2017), Community and Transportation Preferences Survey

About half of Millennials are renters- 60% which rent apartments or townhouse-style units.
Source: Urban Land Institute (2014), Gen Y and Housing Survey: What They Want and Where They Want It

Of those who hope to own in the future, 62% expect to live in a single-family home.
Source: Urban Land Institute (2014), Gen Y and Housing Survey: What They Want and Where They Want It

Public Space & Recreation

Running, jogging, and trail running is the most popular outdoor recreation activity in America.
Source: Outdoor Foundation (2018), Outdoor Participation Report

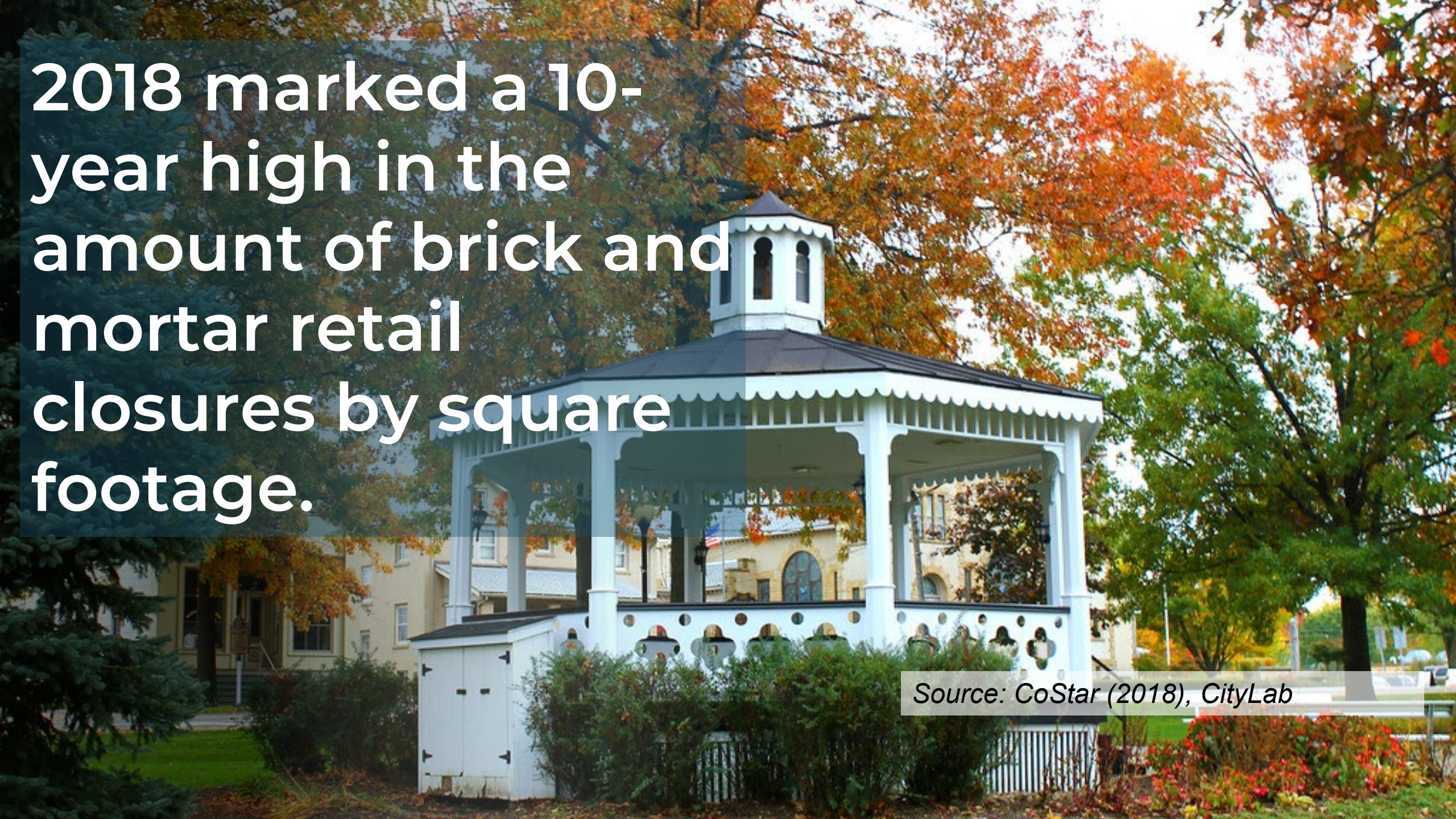
The Ohio & Erie Canal Towpath Trail generates an estimated $6.9 million in annual trail-user spending.
Source: Rails-to-Trails Conservancy (2018), Trail User Spending Impact Study

A typical small community has one park for every 1,231 residents.

Source: National Recreation and Parks Association (2019), NRPA Agency Performance Review

Source: The Trust for Public Land (2009), Measuring the Economic Value of a City Park System

Retail & Logistics



2018 marked a 10-year high in the amount of brick and mortar retail closures by square footage.

Source: CoStar (2018), CityLab

The percent of U.S. retail spending made online rose from less than 1% in 2000 to nearly 10% in 2018.
Source: U.S. Census Bureau (2018), Retail E-Commerce Sales Report

Amazon accounts for almost half of all online retail and 5% of total retail sales.
Source: eMarketer (2019), BizJournals report

Local business generates 70% more local economic activity per square foot than big box retail.
Source: Civic Economics (2004), The Andersonville Study of Retail Economics

EXISTING CONDITIONS

Existing Conditions: People & Households

7,334
Population

3,104
Households

26.2%
Households With Children

2.36
Avg. Household Size

51.5%
Households With Seniors

Existing Conditions: Economy

$69,118
Median Household Income

3,779
Total Employees

$40,947
Per Capita Income

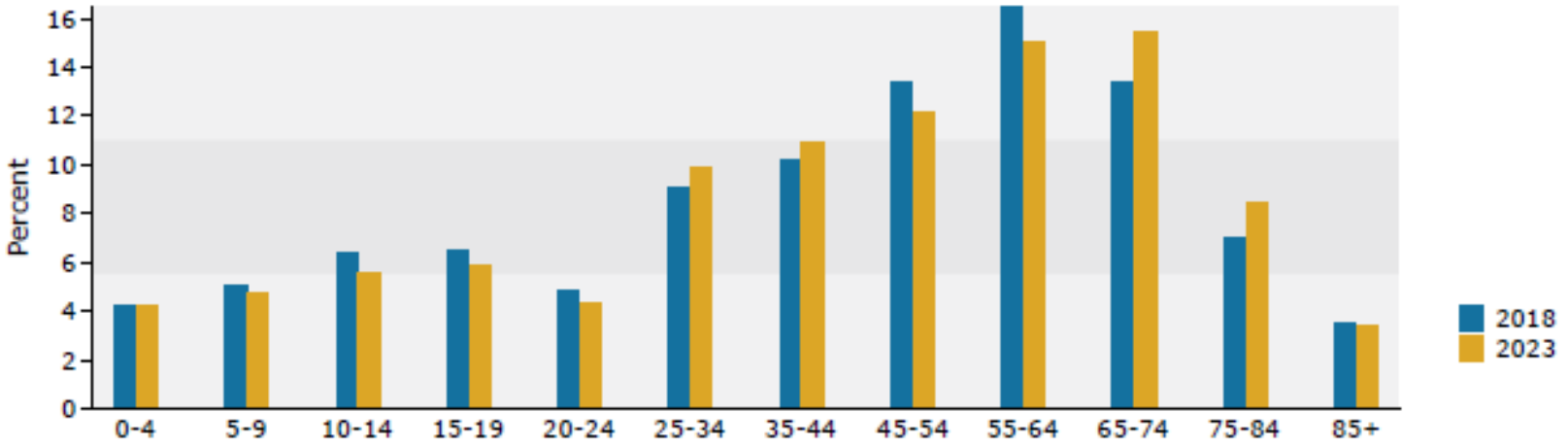
6.1%
Poverty Rate
vs 14% Ohio

319
Total Businesses

3.3%
Unemployment Rate
vs 4.4% Ohio

Existing Conditions: Age

Population by Age



Median Age

50.3
CANFIELD

43.5
MAHONING COUNTY

39.3
STATE OF OHIO

Source: *Esri forecasts for 2018 and 2023; ACS 2017 5-year estimates*

Existing Conditions: Economics

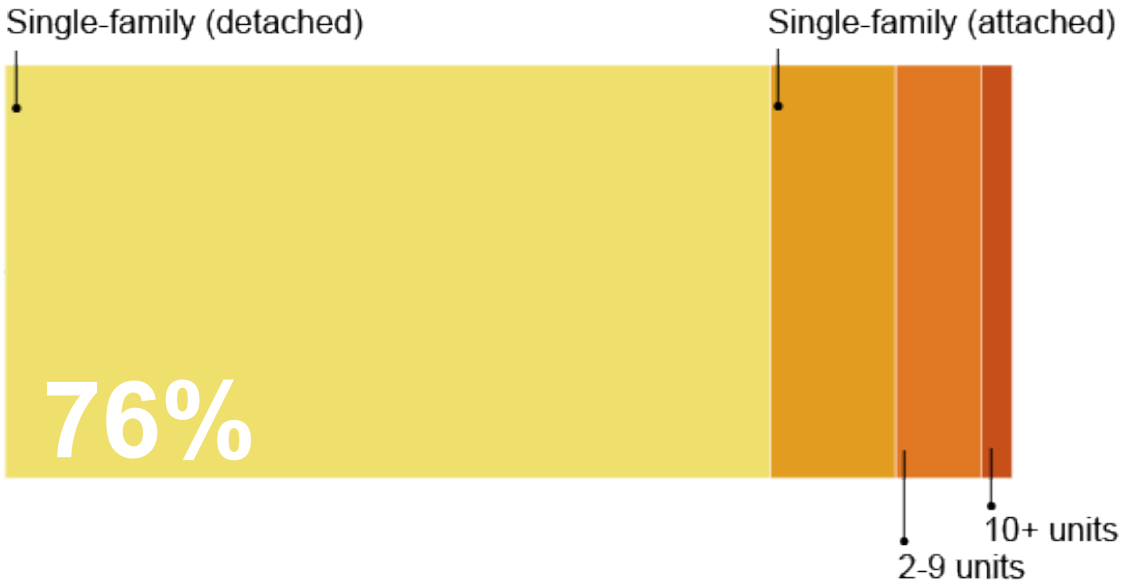
Top Industries	
Educational services, and health care and social assistance	33.9%
Manufacturing	12.0%
Professional, scientific, and management, and administrative and waste management services	10.2%

Per Capita Income	Median Household Income
$40,947 CANFIELD	$69,118 CANFIELD
$25,901 MAHONING COUNTY	$43,251 MAHONING COUNTY
$29,011 STATE OF OHIO	$52,407 STATE OF OHIO

Source: *ACS 2017 5-year estimates*

Existing Conditions: Housing

Housing by Type



Median Housing Value

$170,400
CANFIELD

$99,300
MAHONING COUNTY

$135,100
STATE OF OHIO

Owner-Occupied Housing Units

85.1%
CANFIELD

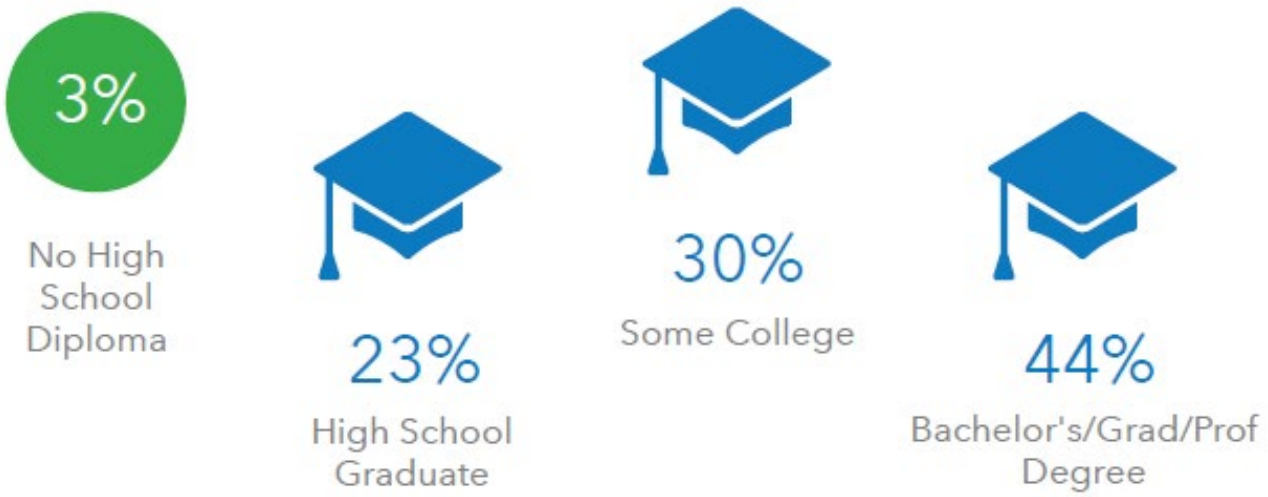
68.7%
MAHONING COUNTY

66.1%
STATE OF OHIO

Source: *Esri Business Analyst, 2019*

Existing Conditions: Education

Educational Attainment



Bachelor's / Grad / Professional Degree

44.3%
CANFIELD

23.2%
MAHONING COUNTY

27.2%
STATE OF OHIO

Source: *Esri Business Analyst, 2019; ACS 2017 5-year estimates*

ACTIVITY

NEXT STEPS

Steering Committee Meeting #2
May 23, 2019 | 5:30-7PM