CANFIELD

COMPREHENSIVE PLAN

growing • together

CANFIELD STEERING COMMITTEE MEETING #2 | MAY 23, 2019

AGENDA

STEERING COMMITTEE MEETING #2

MAY 23, 2019

1. SCOPE & SCHEDULE REVIEW
2. POLICY OVERVIEW
3. PLANNING TRENDS
4. EXISTING CONDITIONS
5. ACTIVITY
6. NEXT STEPS

STEERING COMMITTEE #1 REVIEW

STEERING COMMITTEE ROLES

- » Review & test materials
- » Provide feedback & direction
- » Garner interest in the plan
- » Ask & answer questions
- » Represent your community

PROJECT SCOPE & TIMELINE

- » **Phase 1: Preparation**
- » Phase 2: Strategic Analysis
- » **Phase 3: Public Engagement**
- » Phase 4: Ideate & Design
- » **Phase 5: Finalize**

www.CanfieldCompPlan.com

PROJECT SCOPE & TIMELINE

» **Phase 2: Strategic Analysis & Corridor Planning**

- Mapping & Analysis
- Market Analysis
- Historic Preservation /& Redevelopment
- Main Street Corridor Analysis

ISSUES

- Condition of school facilities
- Need more support for local businesses
- Lack of senior center
- No community center
- Quality of parks
- Expense for businesses
- Not enough activity downtown after 5pm
- Need attractions other than schools for young families
- Lack of developable land
- City vs. Township issue

OPPORTUNITIES

- Quality of schools
- Sense of place
- Strong businesses / potential for collaboration
- Canfield Fairgrounds:
  - » Current attraction, capacity for more entertainment
- Library
- Safety
- Public services
- Flexible spaces
- Consistent real estate value
- Convenient location
- Development opportunities
  - » W 224/446 industrial area
  - » The Village Green
  - » Vertical growth
- Potential merger w/ Twp
- More liquor licenses

POLICY OVERVIEW

ANNEXATION*

Extension of municipality boundary to include neighboring unincorporated *property*

5 TYPES:

- **Regular:** Petition by ≥ 51% of property owners
- **Expedited Type 1:** Petition by all property owners with consent of the municipality & township(s)
- **Expedited Type 2:** Petition by all property owners with or without consent
- **Expedited Type 3:** Petition by all property owners for purpose of a significant economic development project
- Annexation by Petition of a Municipality for **Municipal, County, or State Owned Land**

* This information is solely for educational purposes and not a reflection of recommendations for the Canfield Comprehensive Plan.

MERGERS*

Annexation of the unincorporated area of a township with one or more municipal corporations

» Details of both annexations and mergers are determined by a certified agreement between the City & Twp

* This information is solely for educational purposes and not a reflection of recommendations for the Canfield Comprehensive Plan.

ANNEXATION / MERGER*

PROS

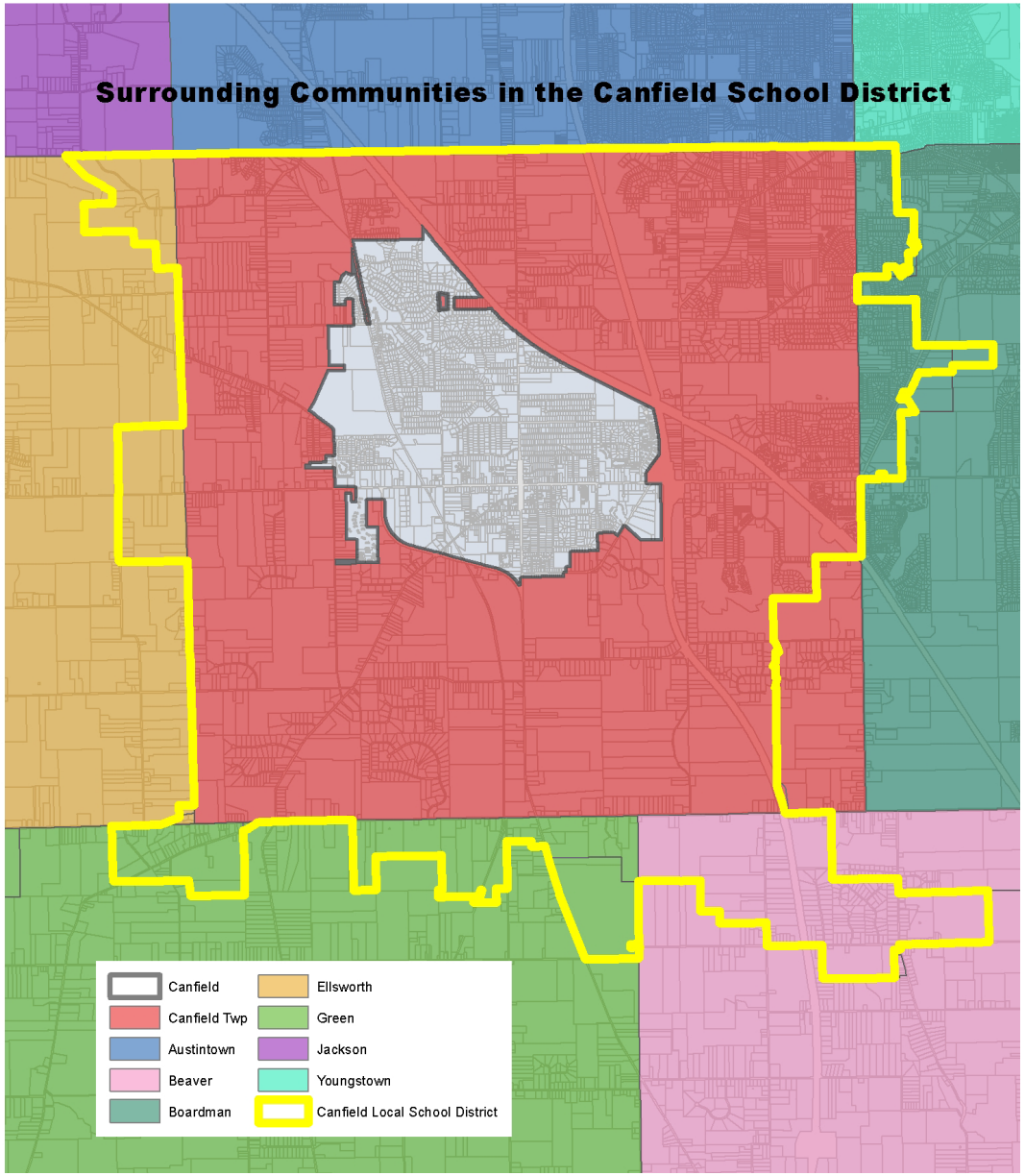
- Clarity for business and home owners
- Economies of scale
  - » Streamlining / consolidation of public services & utilities
- Tax equity
  - » Twp residents would pay for spillover benefits they receive as a result of City investment/services

CONS

- Increased administrative & labor costs to City
- Requires significant political capital
- Difficult to undo

* This information is solely for educational purposes and not a reflection of recommendations for the Canfield Comprehensive Plan.

JURISDICTIONAL BOUNDARIES



Area served by Canfield Local Schools:

- City of Canfield
- Canfield Twp
- Ellsworth Twp
- Green Twp
- Beaver Twp
- Boardman Twp

IF YOU LIVE IN...

CITY OF CANFIELD	CANFIELD TOWNSHIP	CANFIELD SCHOOLS
• Property tax • 1% Income tax	• Property tax	• Property tax

Est. annual taxes for home valued at $100,000

$1,980	$1,843

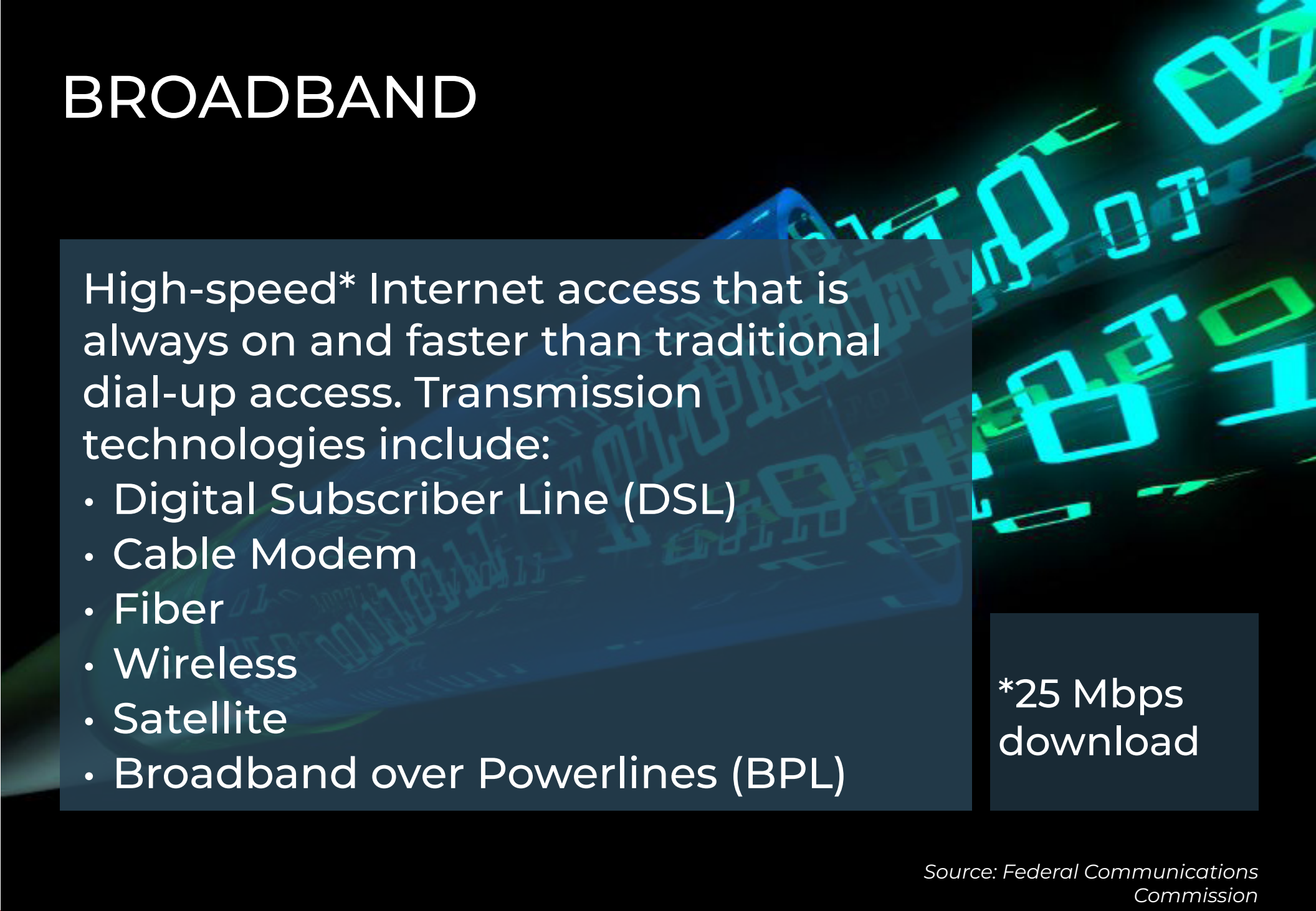
Services you receive

• Joint Fire • City Police • Water / Sewer	• Joint Fire • County Sheriff

PLANNING TRENDS

[CONTINUED]

BROADBAND



High-speed* Internet access that is always on and faster than traditional dial-up access. Transmission technologies include:

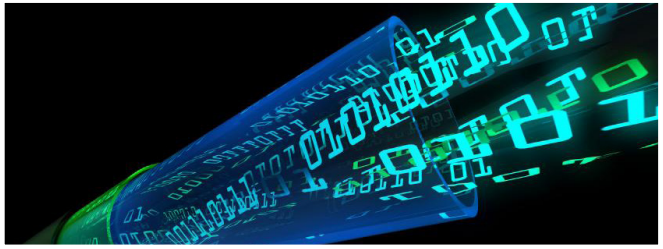
- Digital Subscriber Line (DSL)
- Cable Modem
- Fiber
- Wireless
- Satellite
- Broadband over Powerlines (BPL)

*25 Mbps download

Source: Federal Communications Commission

BROADBAND vs 5G:

5G: Fifth-generation **wireless** technology which is faster and more responsive than previous capabilities



Requires broadband infrastructure

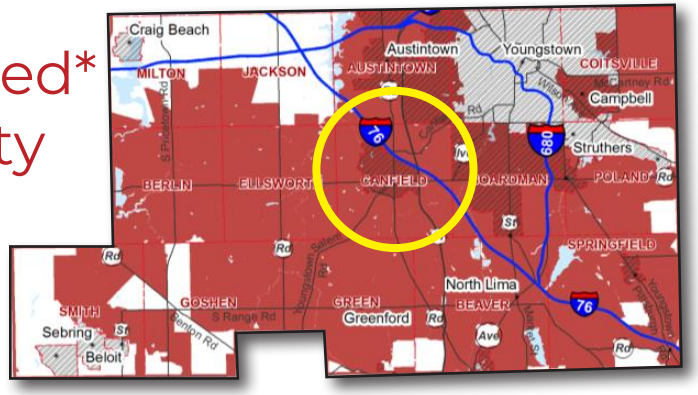
BROADBAND
EXISTING CONDITIONS

MAHONING COUNTY

- Infrastructure exists in majority of County (97% of HHs)
- Socio-economic factors & lack of choices limit home Internet usage

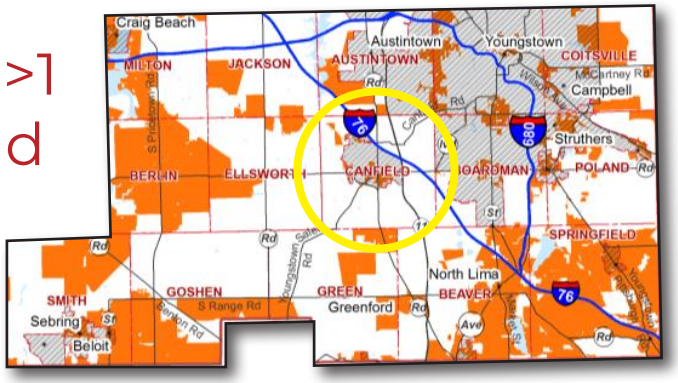
Broadband Availability

High-speed* Availability



**100 Mbps download*

Access to >1 Broadband Provider



Source: Youngstown-Mahoning County Broadband Team (2017), Community Technology Action Plan

RETAIL

DECLINE OF BIG BOX RETAIL

ECONOMIC IMPLICATIONS

- Loss of property, sales, & income tax
- Underutilized land
- Unrealized subsidies, incentives, & public infrastructure improvements

RETAIL

SUCCESSFUL RETAIL: EXPERIENCE-BASED

- Spending in general is still increasing
  - More so for travel, recreation, and eating out than durable goods
- 3 out of 4 Milliennials prefer to buy a desirable experience rather than desirable good *(Eventbrite, 2017)*

RETAIL

SUCCESSFUL RETAIL: PERSONALIZED; BOUTIQUE

- Use of data (AI)
- In-person tailored services
- 63% of consumers want personalized recommendations

(Accenture and the Retail Industry Leaders Association, 2018)

RETAIL

SUCCESSFUL RETAIL: MULTI-CHANNEL

» By 2015, nearly half of Americans had used smart phones to read reviews or price check while inside a brick and mortar store.

(PEW Research, 2016)

RETAIL

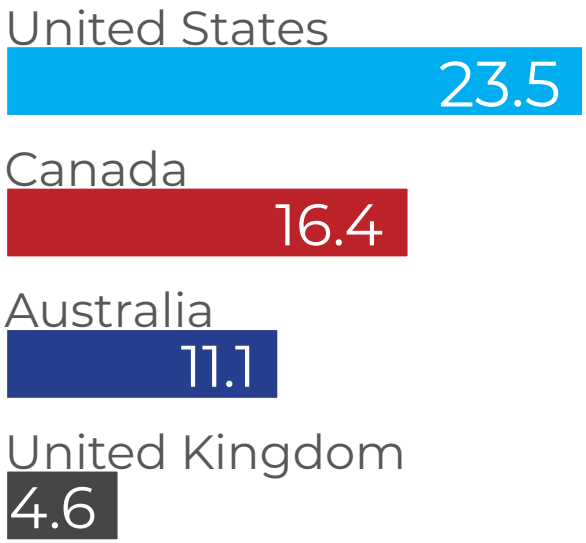
SUCCESSFUL RETAIL: LOCAL & SUSTAINABLE

- Local business generates 70% more local economic activity per sq. ft. than big box retail *(Civic Economics, 2004)*
- 66% of Global Consumers (73% of millennials) are willing to pay more for sustainable brands *(Nielsen data analytics, 2015)*

DEVELOPMENT IMPLICATIONS

- Smaller footprint
- Mix of land uses
- Access to technology infrastructure
- Flexible spaces
- Frequent deliveries:
  - » Use of ROWs
  - » Warehousing space

Square feet retail space per person:



Source: PwC (2015)

EXISTING CONDITIONS

DEMOGRAPHICS

7,334
POPULATION
Mahoning County: 231,857

-2.5%
since 2010

50.3
MEDIAN AGE
Mahoning County: 43.5

3,104
HOUSEHOLDS
Mahoning County: 98,035

2.36
AVG. HOUSEHOLD SIZE
Mahoning County: 2.29

29.5%
NON-FAMILY HOUSEHOLDS
Mahoning County: 38.9%

85.1%
OWNER-OCCUPIED
Mahoning County: 68.7%

Source: U.S. Census Bureau, American Community Survey (2013-2017)

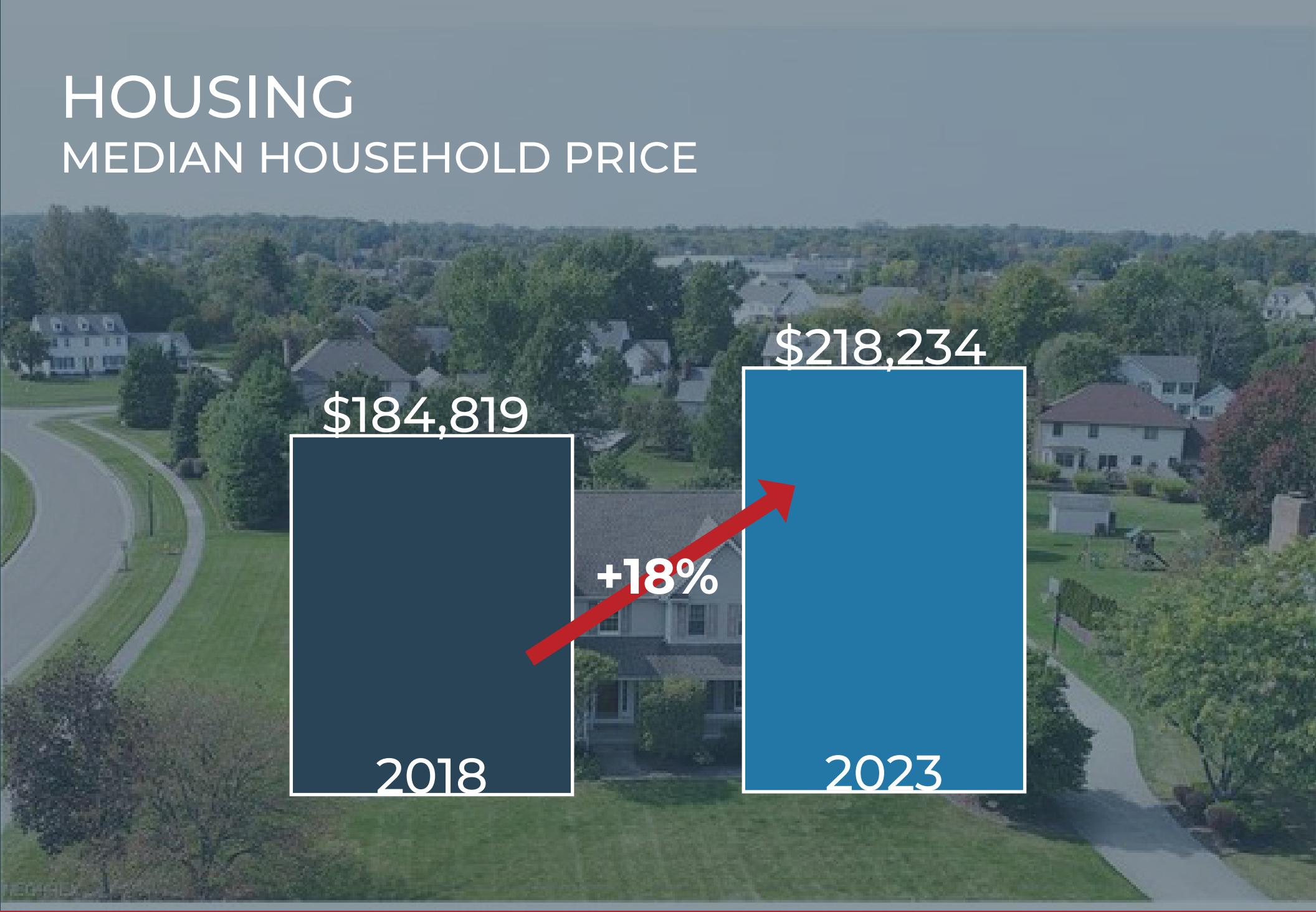
MARKET ANALYSIS

PRELIMINARY KEY FINDINGS

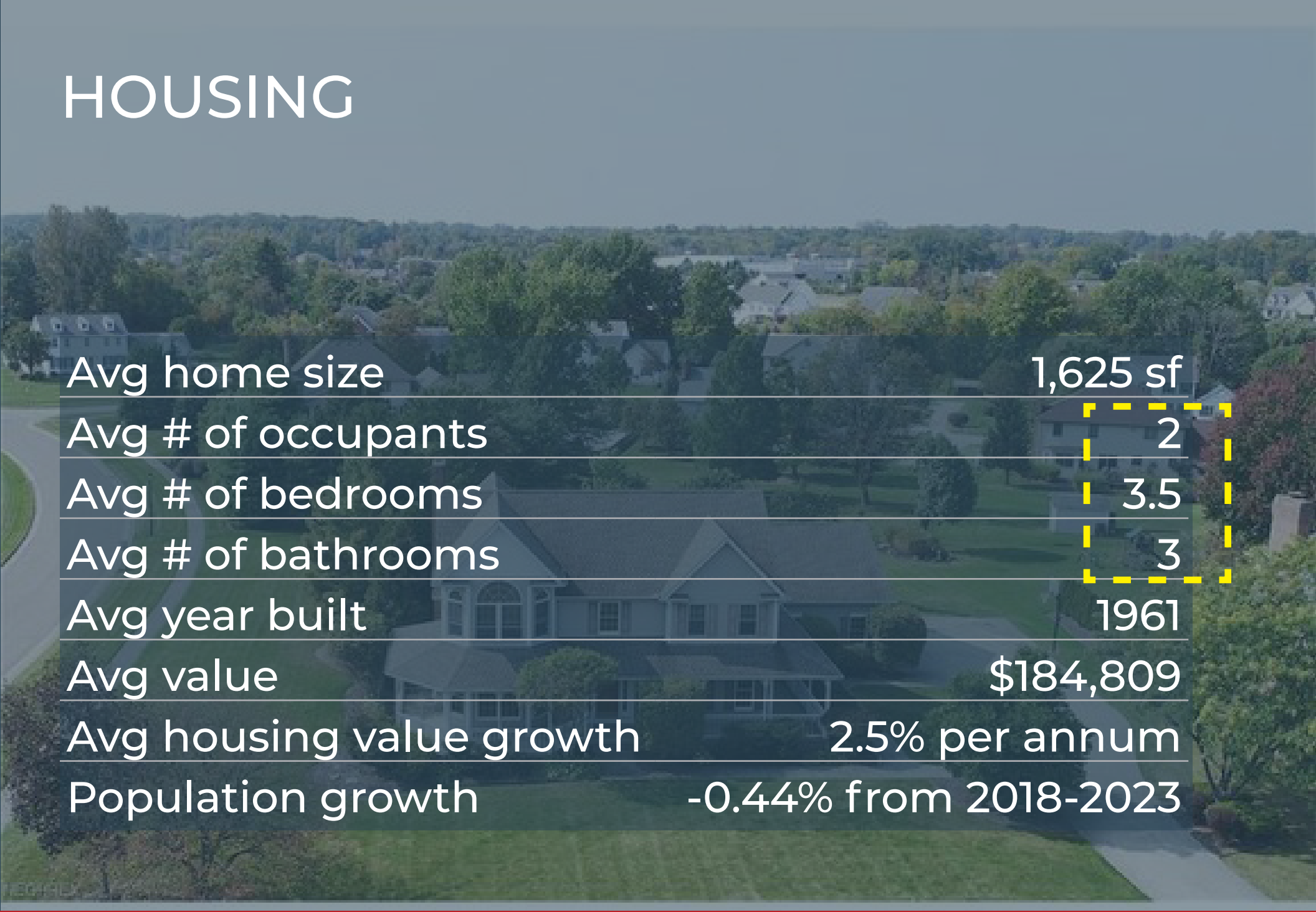
- Higher than avg. expendable income
  - $45,000 per household
- Higher than avg. educational attainment
  - 18.4%: graduate degree
  - 25.9%: bachelors degree
- Lower than avg. unmarried households
- Above avg. share of white collar jobs (74%)
- Mostly homogeneous ethnic breakdown
- Above avg. median age of 50 vs 36

HOUSING

MEDIAN HOUSEHOLD PRICE



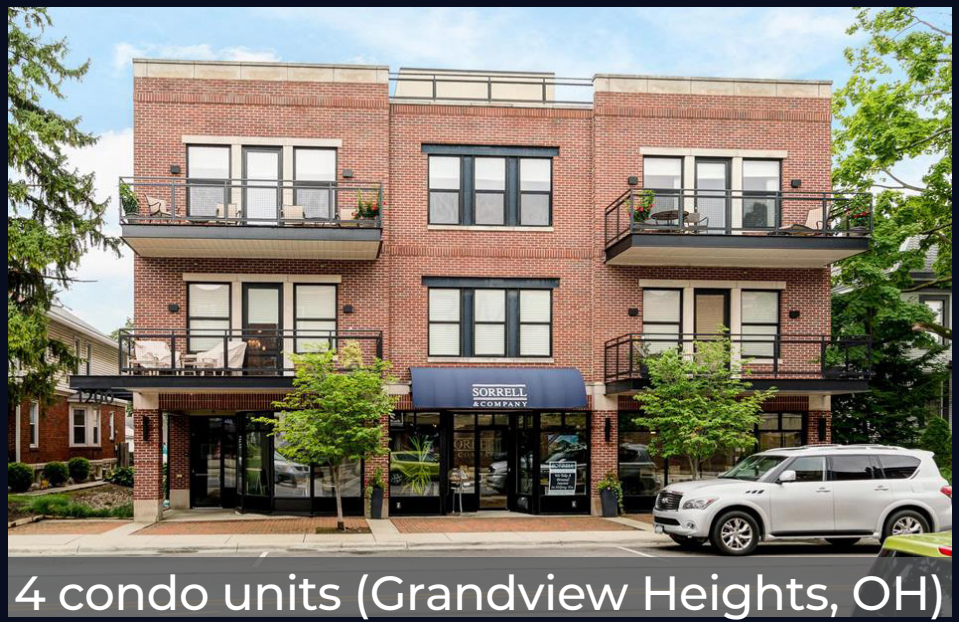
HOUSING



Avg home size	1,625 sf
Avg # of occupants	2
Avg # of bedrooms	3.5
Avg # of bathrooms	3
Avg year built	1961
Avg value	$184,809
Avg housing value growth	2.5% per annum
Population growth	-0.44% from 2018-2023

HOUSING

4 condo units (Bexley, OH)



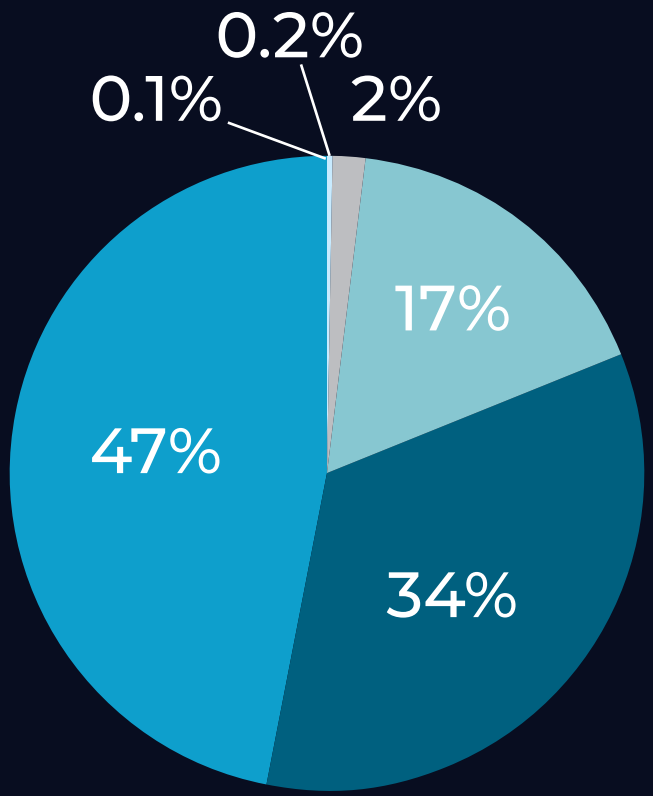
4 condo units (Grandview Heights, OH)

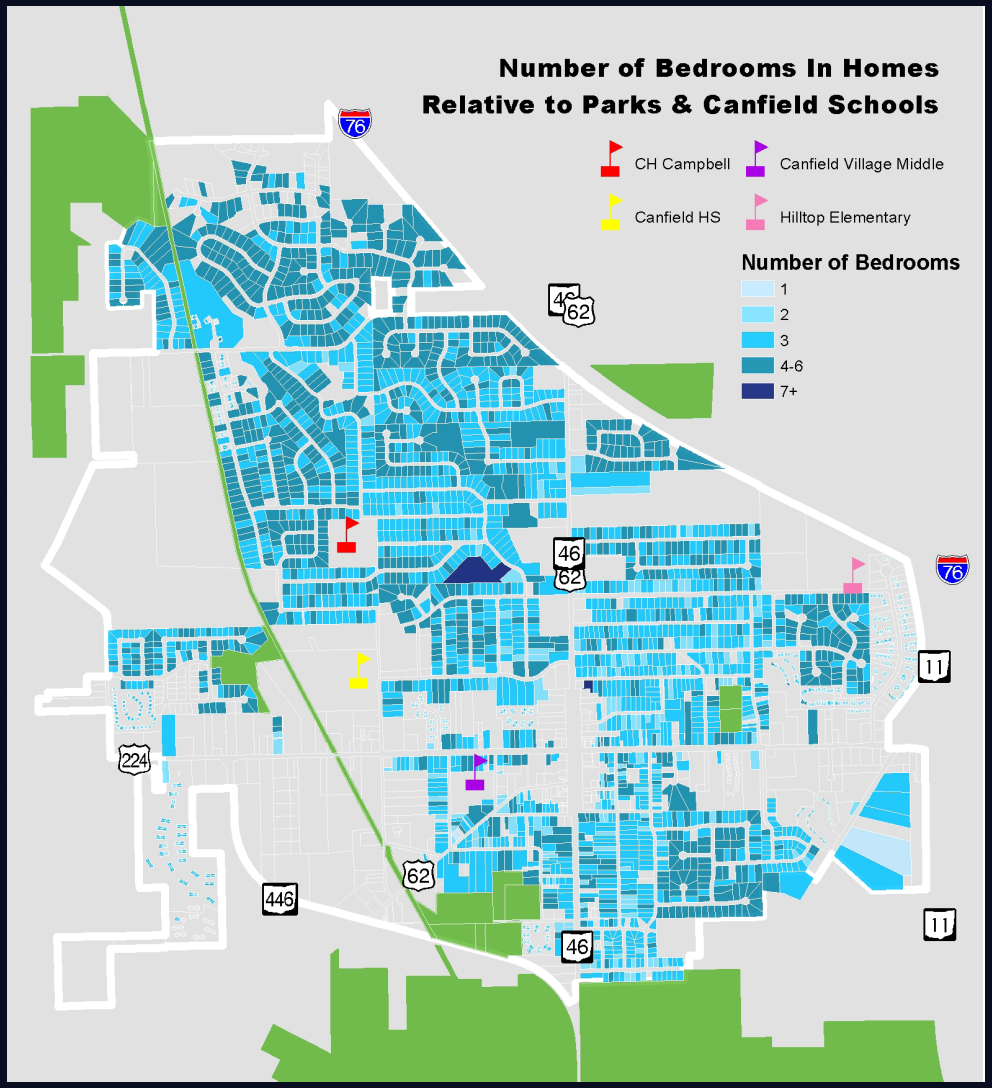
Small Lot Detached Single-Family

Medium-density Apartments

HOUSING

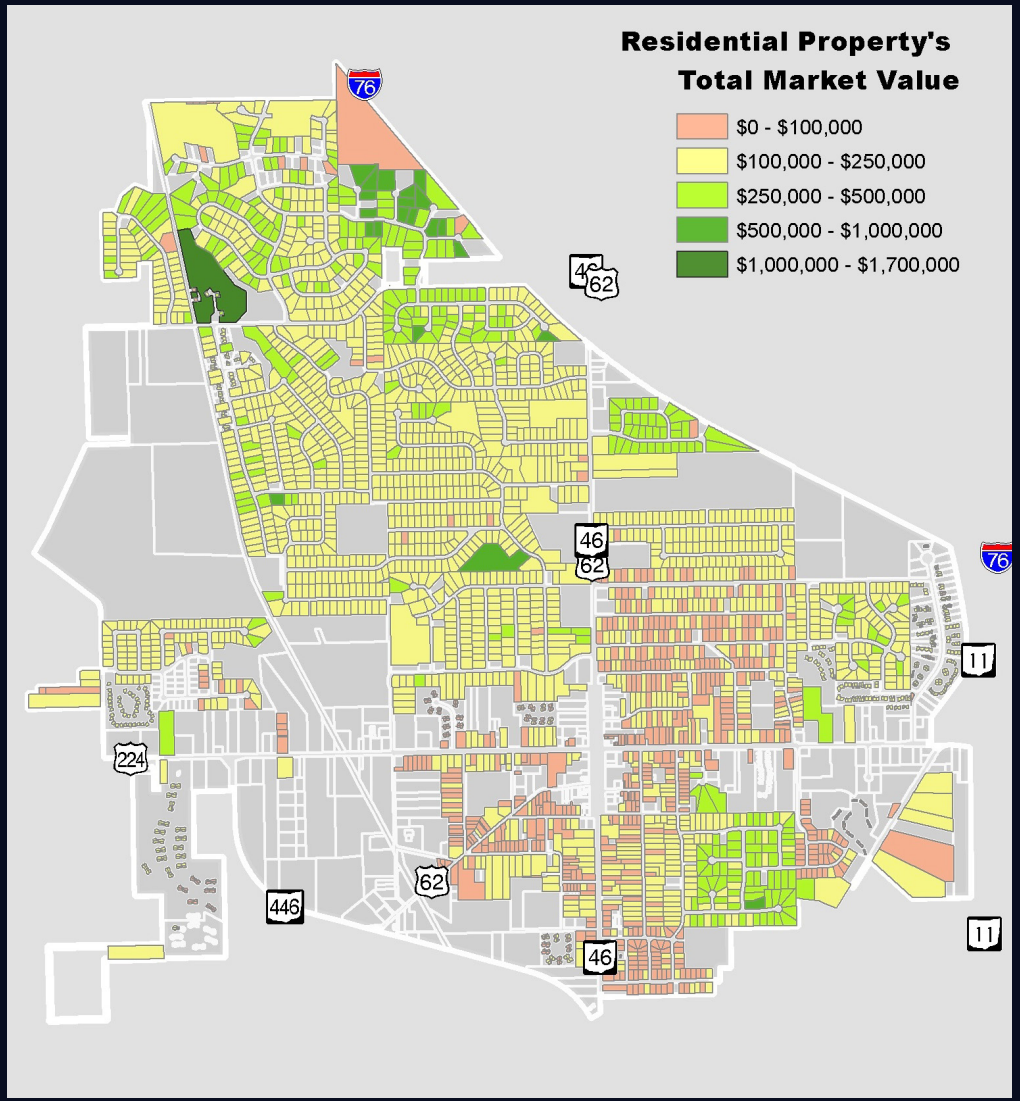
» Majority 3+ bedrooms





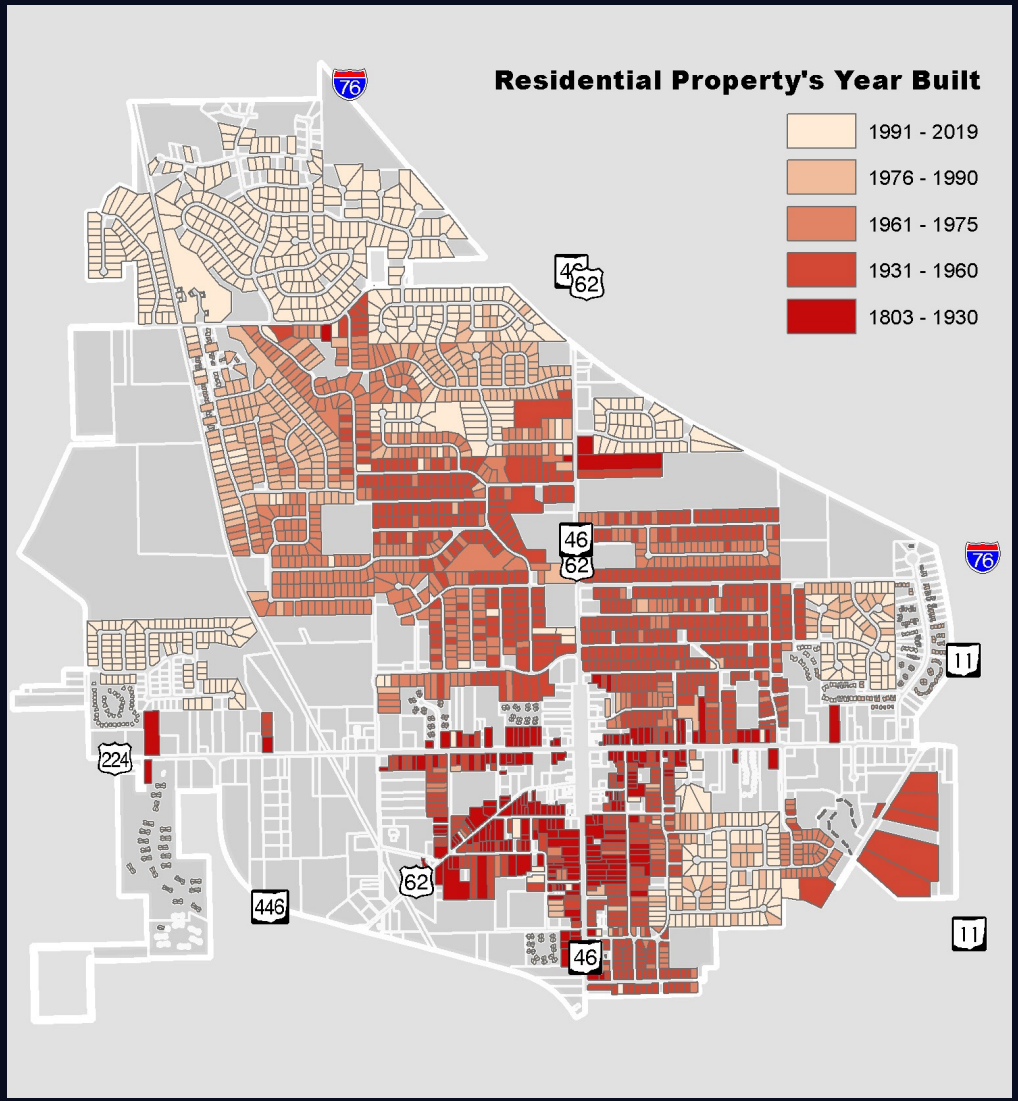
HOUSING

» Opportunities for redevelopment



HOUSING

» Aging commercial corridors



WORKFORCE
INFLOW/OUTFLOW

2,624

Workers Commute into Canfield

37.8%

earn $40,000+/yr

2,984

Residents Commute out of Canfield

47.7%

earn $40,000+/yr

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (2015)

WORKFORCE
OUTFLOW

- Youngstown (15.1%)
- Boardman (12.2%)
- Austintown (6.5%)
- Lordstown (3.9%)
- Warren (3.5%)
- All Other Locations (58.8%)

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (2015)

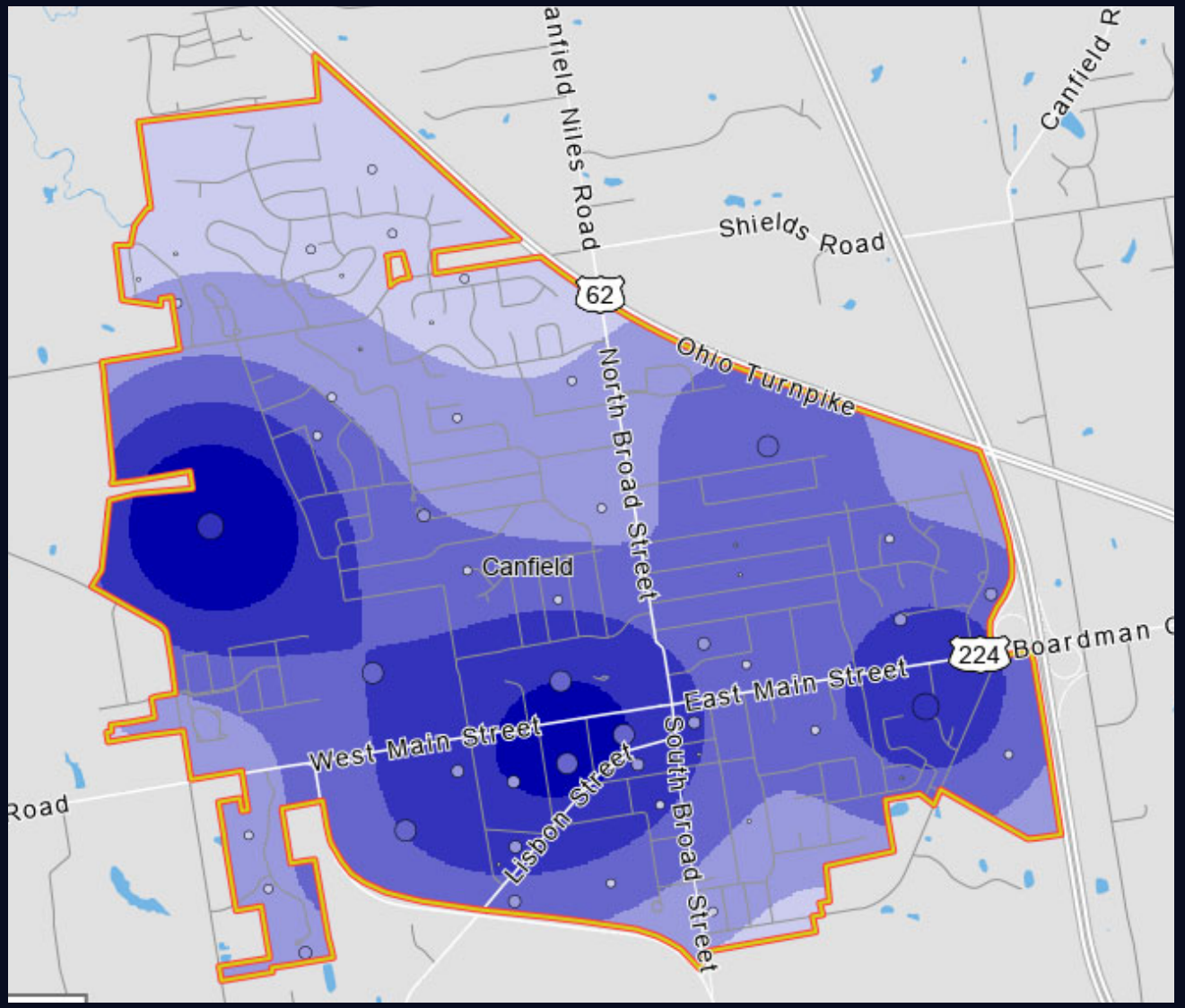
WORKFORCE
OUTFLOW

- “Trade, transportation, & utilities” industries (21.4%)
- “Goods-producing” industries (15.2%)
- All other “Services” industries (63.3%)

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (2015)

WORKFORCE

JOB DENSITY

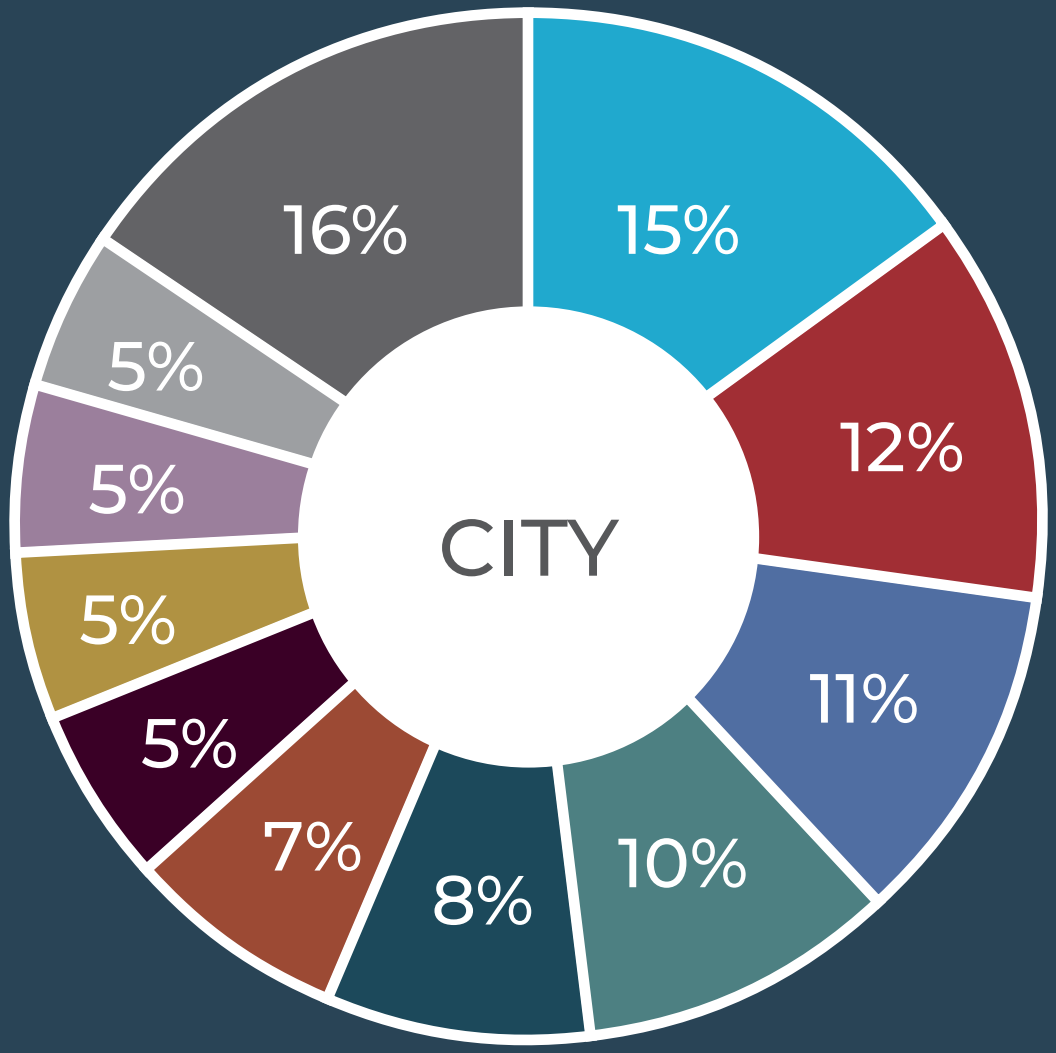


Legend
Jobs / Sq. Mile
5-83
84-317
318-708
709-1,256
1,257-1,960

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics (2015)

WORKFORCE

EMPLOYEES BY INDUSTRY



- Educational Services
- Retail Trade
- Manufacturing
- Health Care & Social Assistance
- Public Administration
- Accommodation & Food Services
- Professional, Scientific & Tech Services
- Construction
- Finance & Insurance
- Other Services (except Public Administration)
- All other industries

Source: ESRI Business Analyst (2018)

ACTIVITY

ACTIVITY

RETAIN | RE-IMAGINE

NEXT STEPS

NEXT STEPS

- Stakeholder interviews
- Public engagement