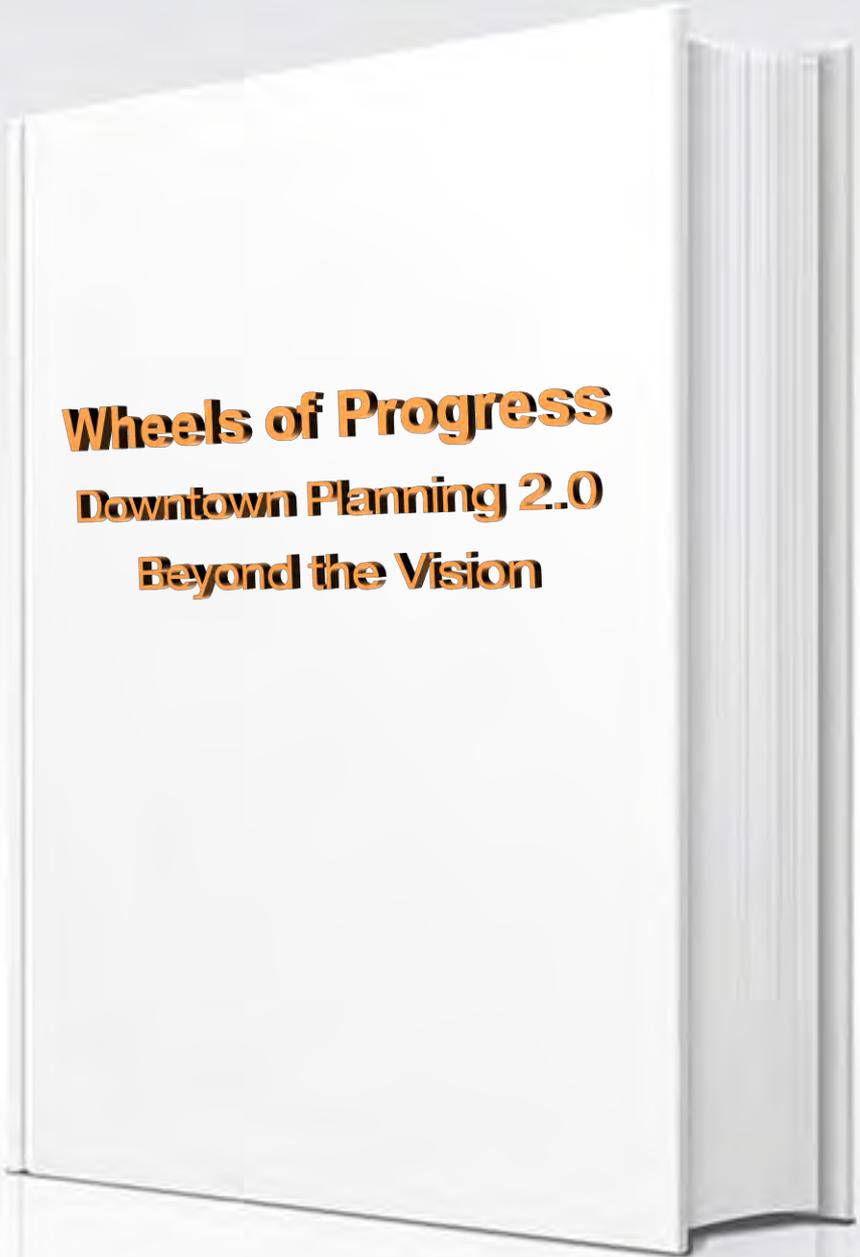


WHILE WE WAIT . . .

Go to:

www.govote.at

Enter code: 50 44 24

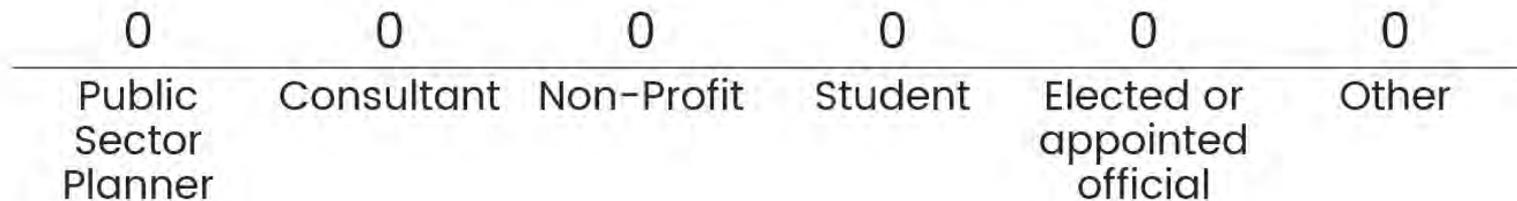
A 3D rendering of a white book with orange text on the cover. The book is shown from a three-quarter perspective, highlighting its spine and the thickness of the pages. The text is centered on the front cover.

Wheels of Progress
Downtown Planning 2.0
Beyond the Vision

Go to www.govote.at and use the code **50 44 24**



What best describes you as a planner?



Votes: 0

Go to www.govote.at and use the code **50 44 24**

 Mentimeter

If you have a downtown, do
you have a Downtown Plan?

0

Yes

0

No



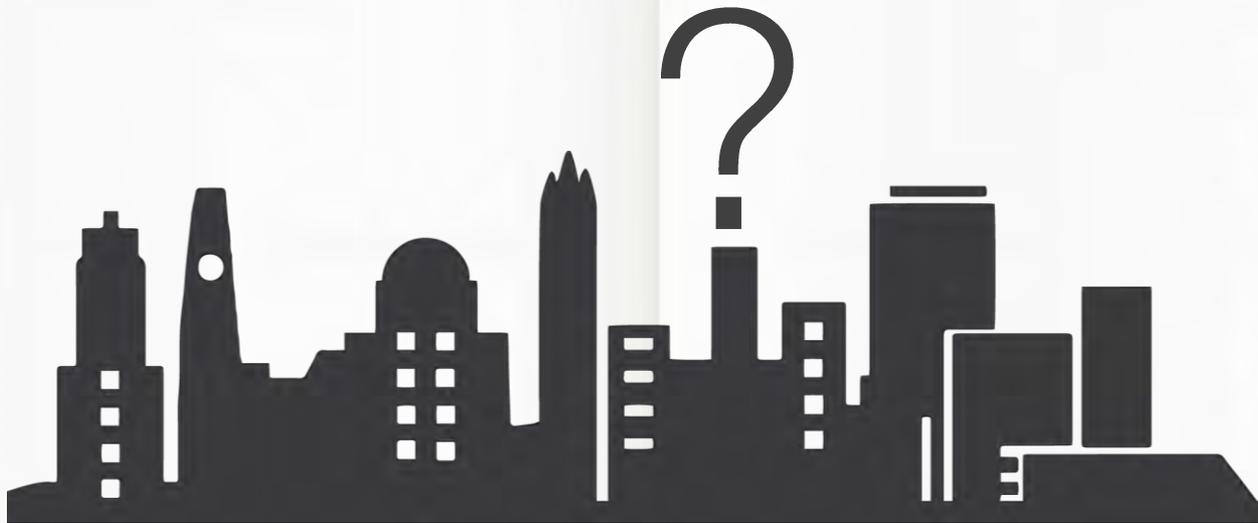
Votes: 0

Preface



PRESENTATION OVERVIEW

How to you grow and advance Downtowns that have a distinct sense of place/brand, a solid vision, and are well organized?



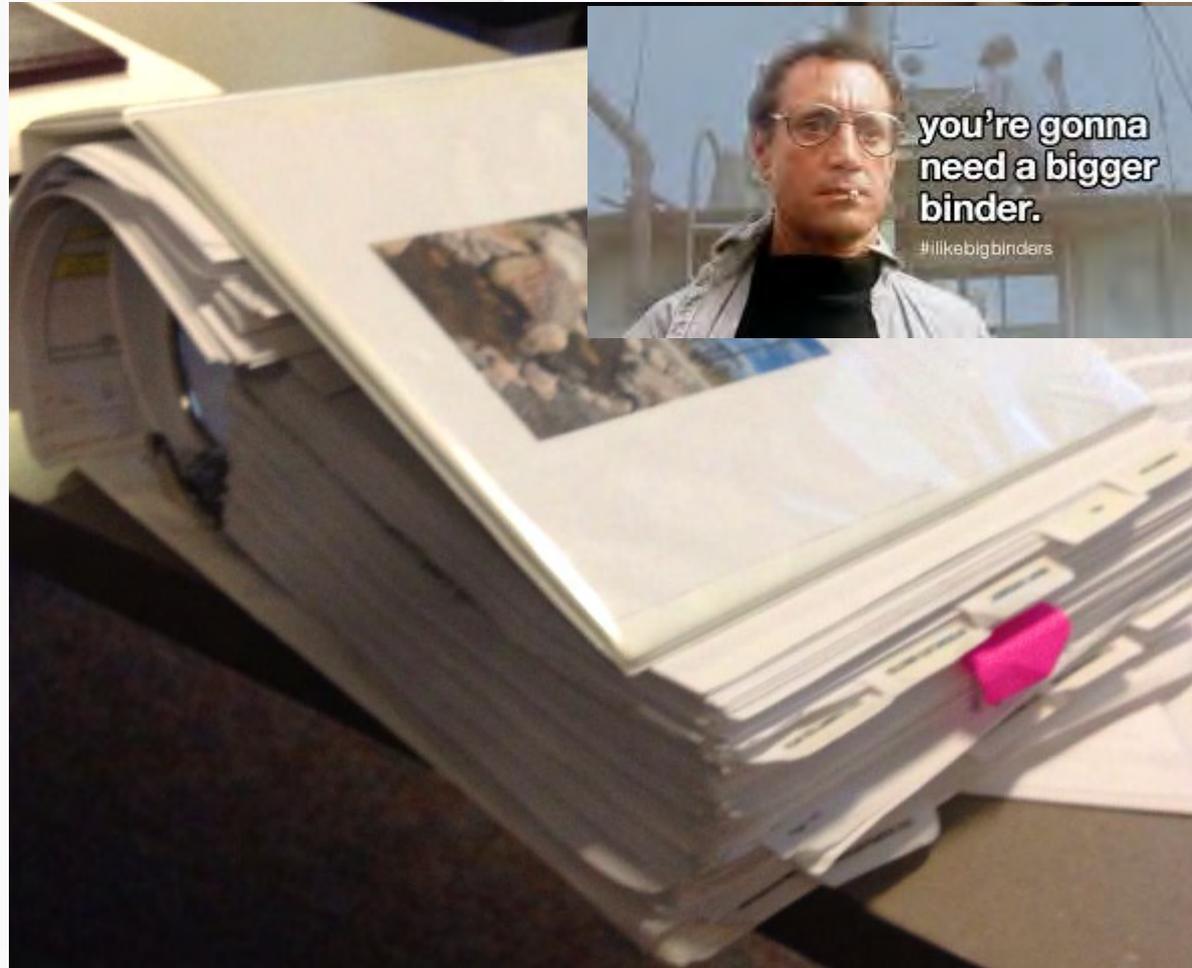
Don't do this



Don't do this . . .



DON'T GET THIS . . .



You will need a bigger shelf . . .



GO A DIFFERENT DIRECTION



THE SOLUTION



WHAT IS IT?

Develop a plan and economic development tool rooted in the needs of the community, balanced with today's market realities and proven public and private sector solutions.

DOWNTOWN ADVANCE: HOW TO

- Create a vision and brand for Downtowns with a focus on **key development areas**.
- **Create and communicate the community's vision** for Downtown through creative redevelopment tools
- Create a plan through a **market based approach**
- Engage the community and stakeholders to create a plan that has **public and private sector support**
- Identify and plan for **future public improvements**

DOWNTOWN ADVANCE: HOW TO

In Simple Terms. . . .

1. Identify Redevelopment Opportunities
2. Identify Public Projects To Enhance the Quality of Life and Economic Competitiveness of the Downtowns

And...

1. Engage the private sector
2. Work quickly
3. Identify champions

THEN...

com·mu·ni·cate

kə'myoʊnə,kāt/

1. share or exchange information, news, or ideas.
"the prisoner was forbidden to communicate with his family"

synonyms: be in touch, be in contact, have dealings

Growing...

WOOSTER
MEDINA

*Two premier Ohio Main Street
Communities*



Downtown Advance

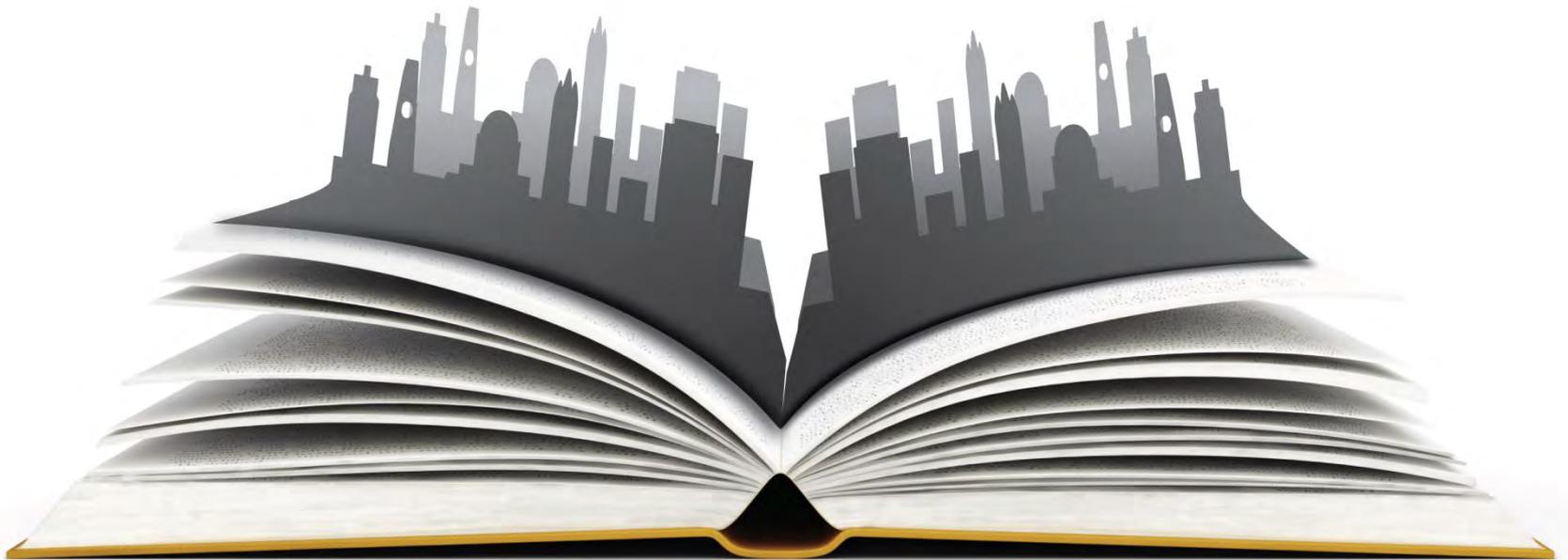
Chapter 1

Wooster



Chapter 1

Wooster's Story

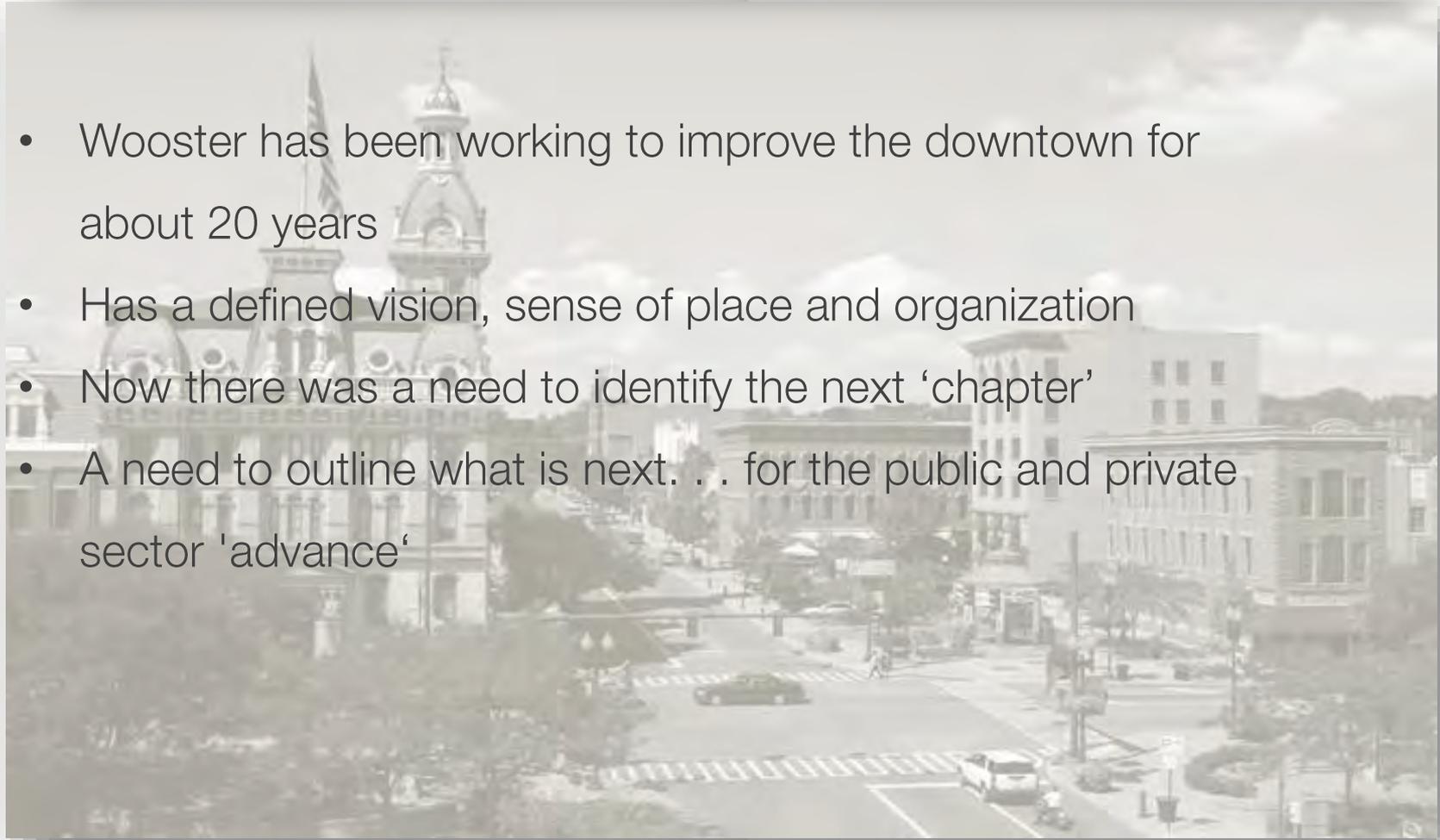


About Wooster



Why A Downtown Plan

- Wooster has been working to improve the downtown for about 20 years
- Has a defined vision, sense of place and organization
- Now there was a need to identify the next 'chapter'
- A need to outline what is next. . . for the public and private sector 'advance'



Getting There



**WOOSTER
ENVISIONED**
COMPREHENSIVE PLAN
2014

TOTAL TRAFFIC

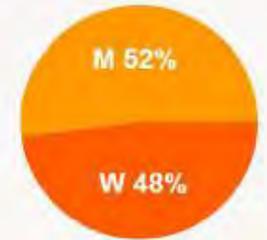
Unique Visitors



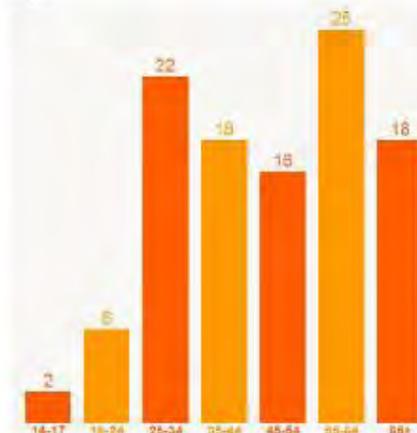
Page Views



Gender



Age



YOUR AVERAGE PARTICIPANT IS...

Male



48 Years Old

Living in these Postal
Codes:
44691, 43230, 43054

How Did We Get Here

Figure 2.3: Ward Map

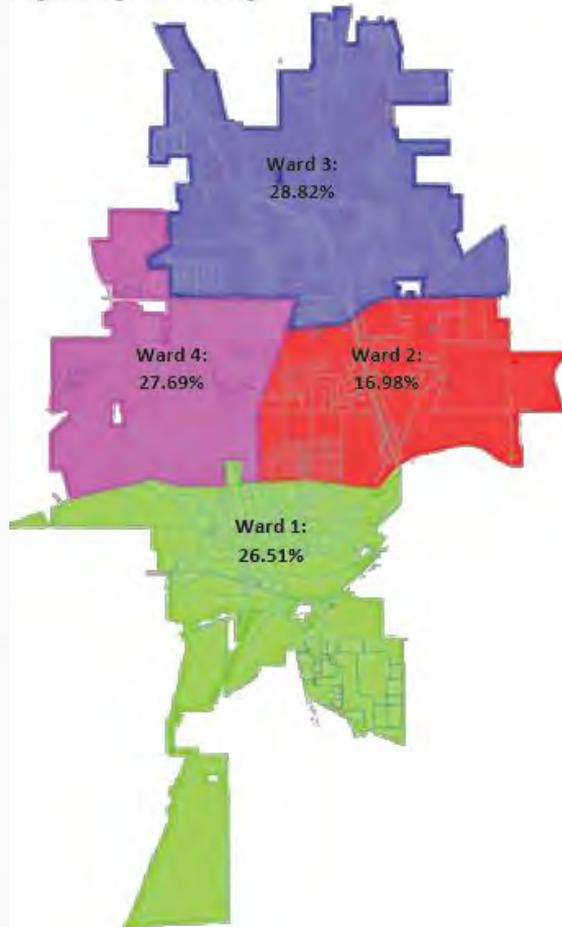
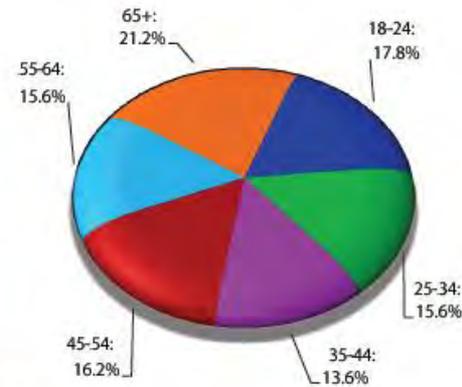
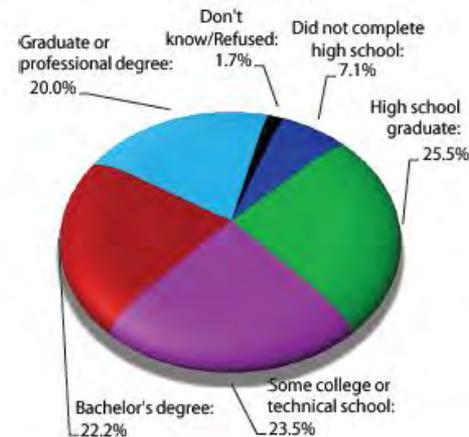


Figure 2.4: Profile of Respondents

Age:

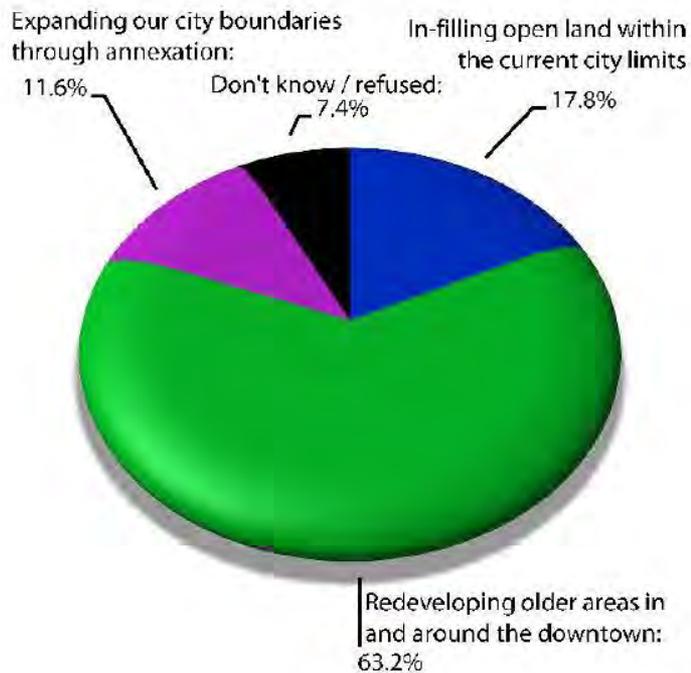


Level of Education:



How Did We Get Here

All Respondents

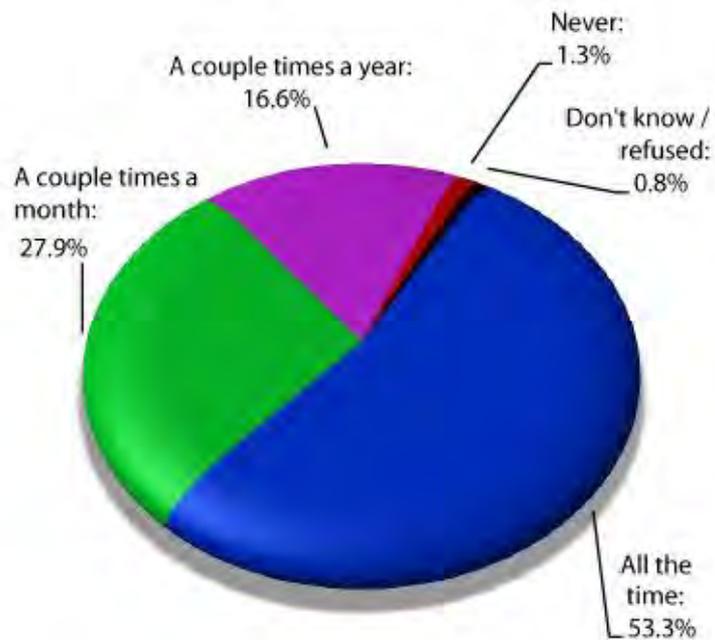


Age Breakdown

How Did We Get Here

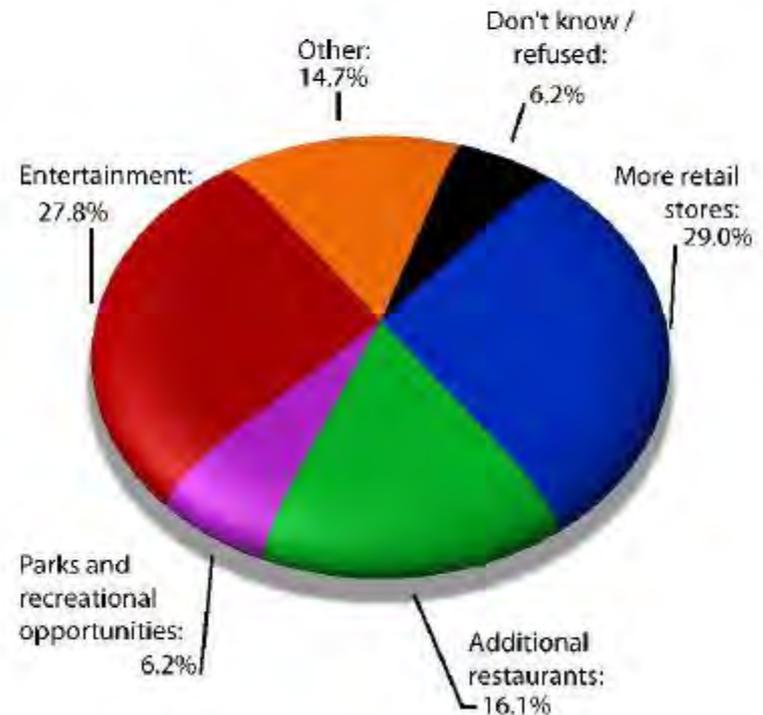
How frequently do you visit downtown Wooster?

All Respondents



What would most encourage you to come downtown more often?

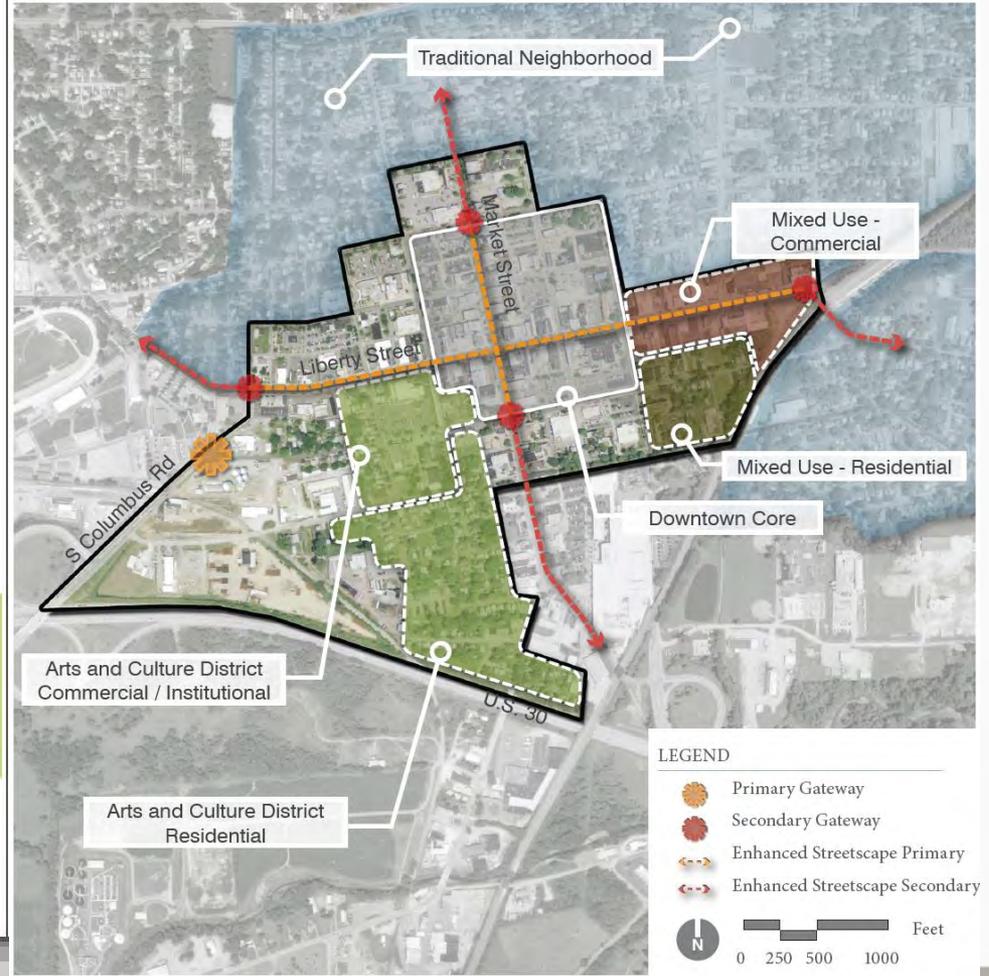
All Respondents



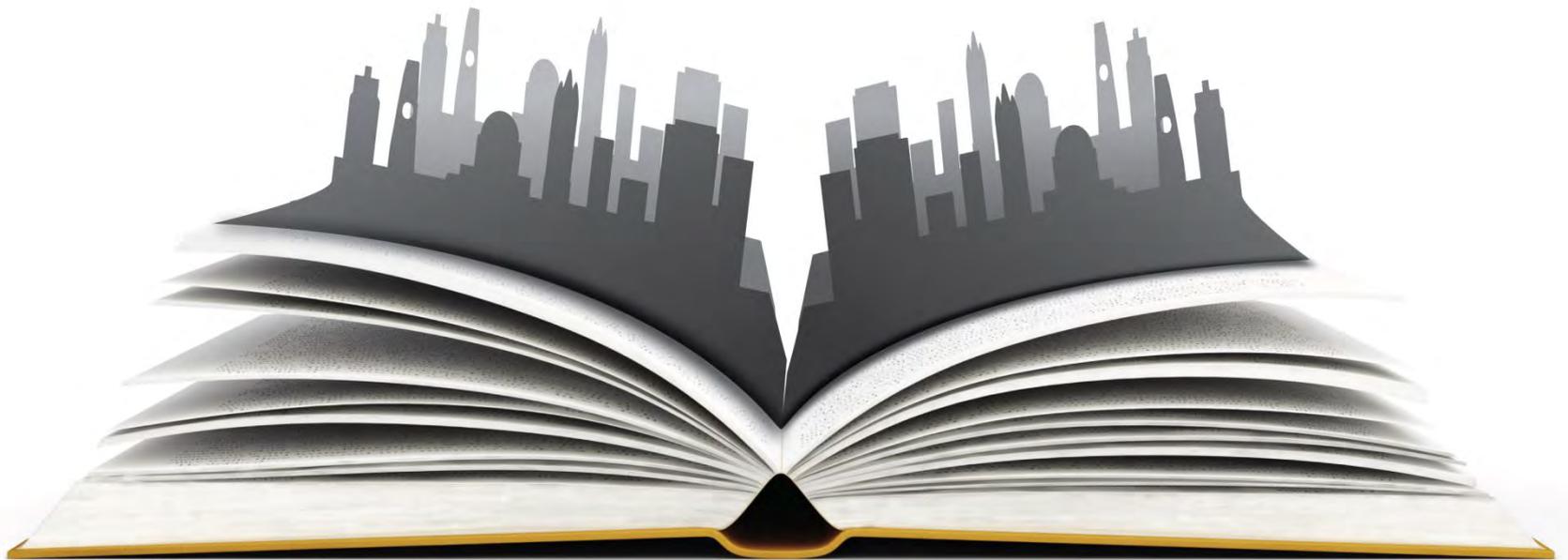
How Did We Get Here



Figure 7.2: Downtown District Urban Framework Map



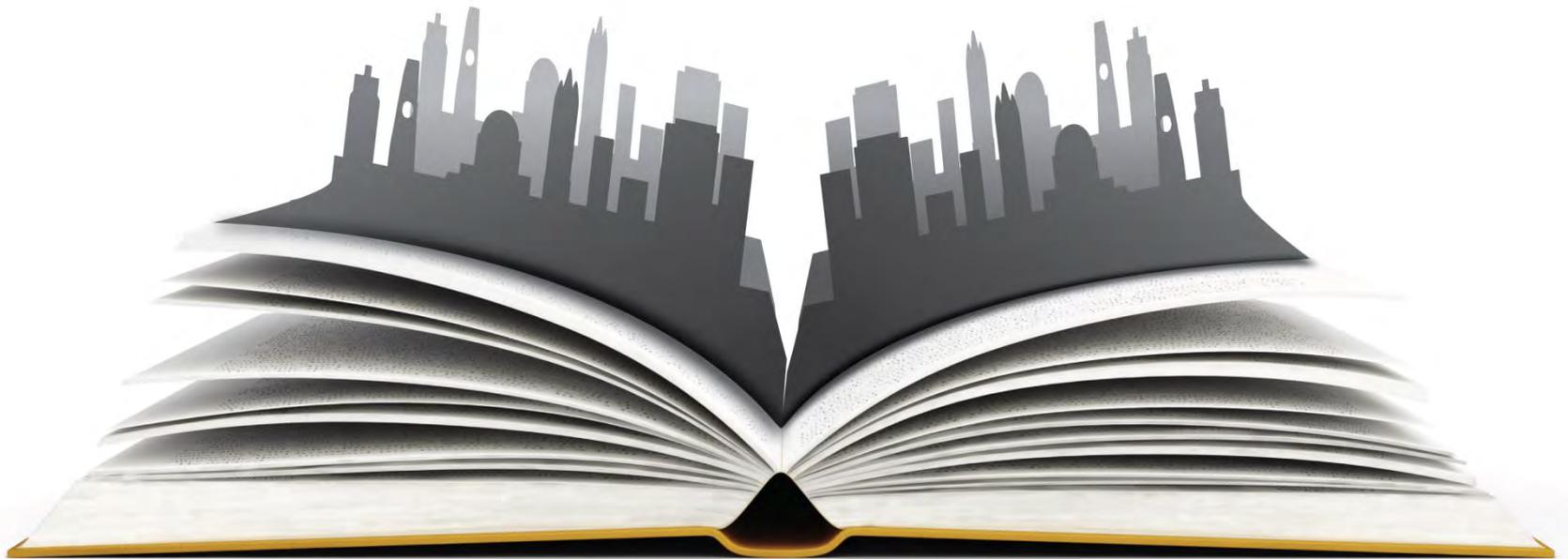
Process



PROJECT APPROACH



What We Learned



COMMUNITY DRIVEN



Over 200 participants...



MEETING SUMMARY

- 5 Steering Committee Meetings
- 3 Stakeholder Meetings
- 2 Main Street Wooster Meetings
- 1 Downtown Merchants Meeting
- 1 Webpage

MEETING SUMMARY

Over 100 online participants. . .



ABOUT

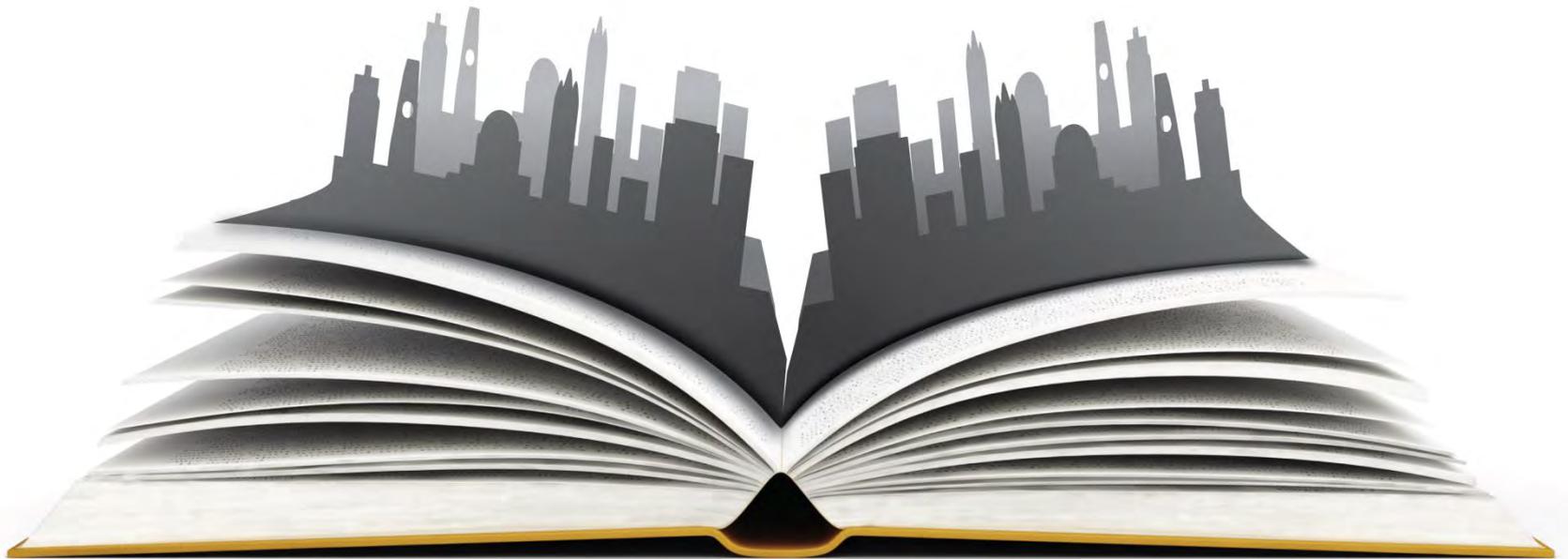
The City of Wooster has initiated a process to create a Downtown Strategic Plan. By developing a plan to build the Downtown, Wooster will create a shared vision that builds on the Comprehensive Plan already in place. A part of the vision will be the creation of an image and brand for the Downtown, which will set the course for where the community is going, and informs future investors, partners, and the larger community as to what they are 'buying' into and how they fit into the overall blueprint of the community.

ENGAGE!

[SURVEY](#)

[FORUM DISCUSSION](#)

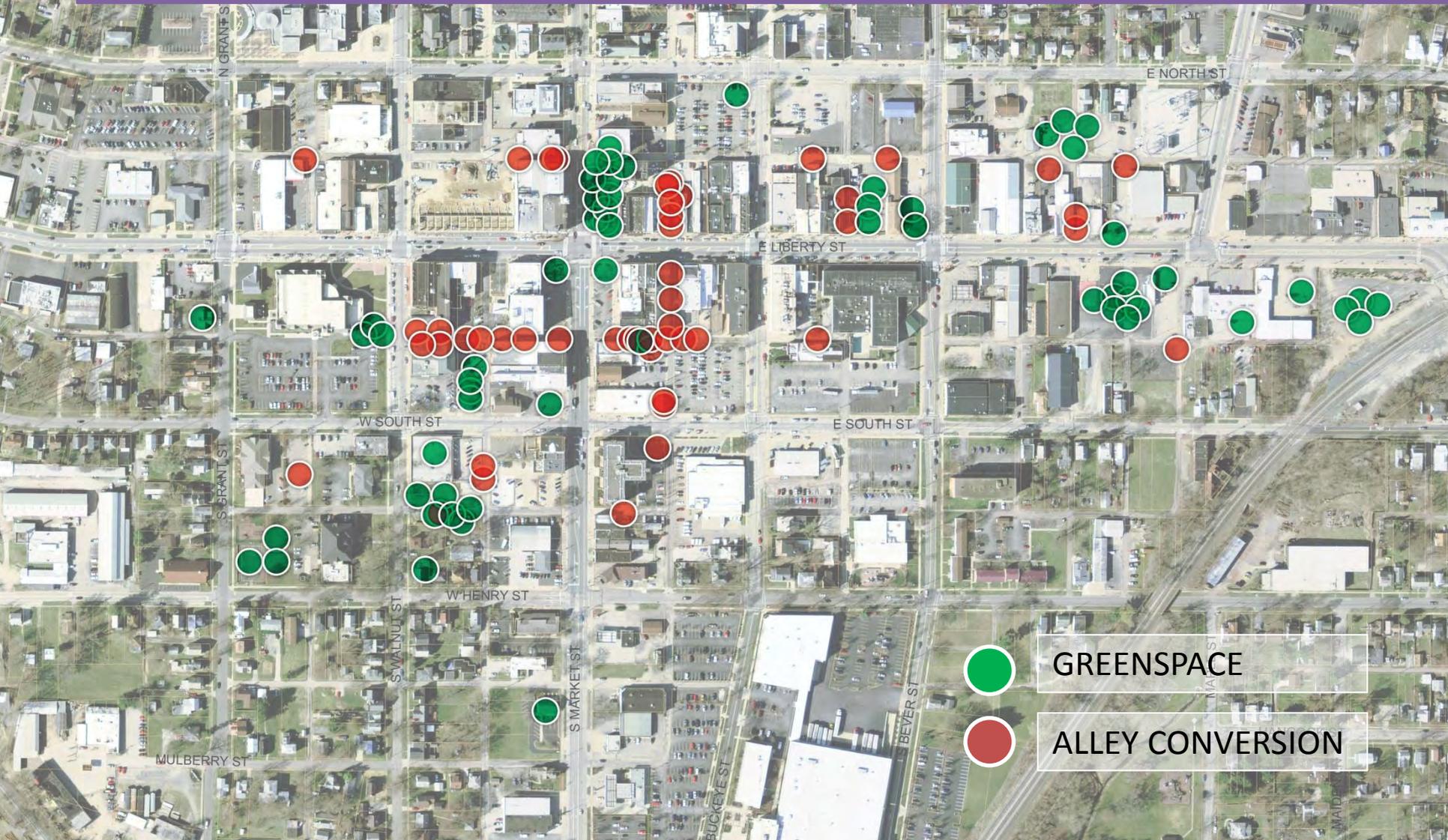
Projects



PROJECTS & PRIORITIZATION

Projects	Counts			Sum
	Main Street	Stakeholders	Online	
Dual purpose Entertainment/Park Space	29	91	25	155
Increase Public Greenspace	26	64	15	105
Bike Connections	16	42	15	73
Streetscape Improvements	23	29	10	62
Enhanced Wayfinding Brand	13	40	5	58
Convert Alleyways to Greenspace	5	41	12	58
One-way Conversions	5	11	2	18
Pave newly acquired North Street parking area	6	5	7	18
Intersection Enhancements	3	9	2	14
Consistent Roadway Treatments	4	4	1	9

PUBLIC SPACES



GREENSPACE



ALLEY CONVERSION

MARKET STUDY KEY FINDINGS

Areas of Analysis and Recommendations:

1. Market Rate Apartments
2. Office
3. Retail

MARKET STUDY KEY FINDINGS

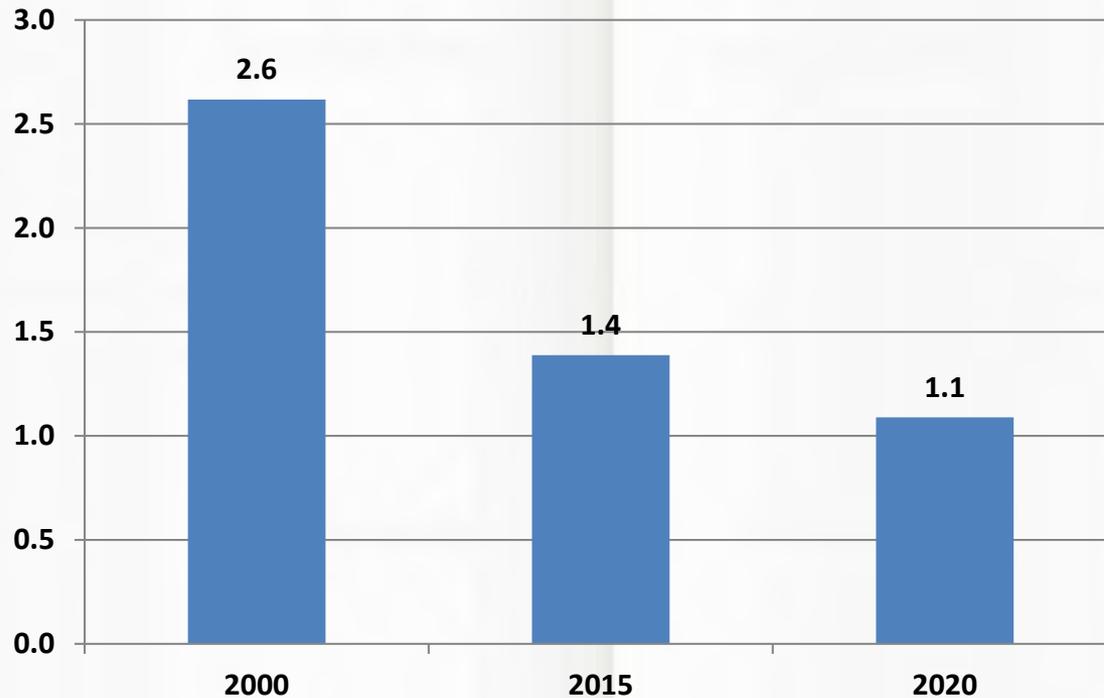
Impact of an Aging Population (Wayne County)

Increase between 2010 and 2020:

Population	1.7%
Households	2.9%
Households 65+	31.0%
Move-up single-family sellers	316.5%

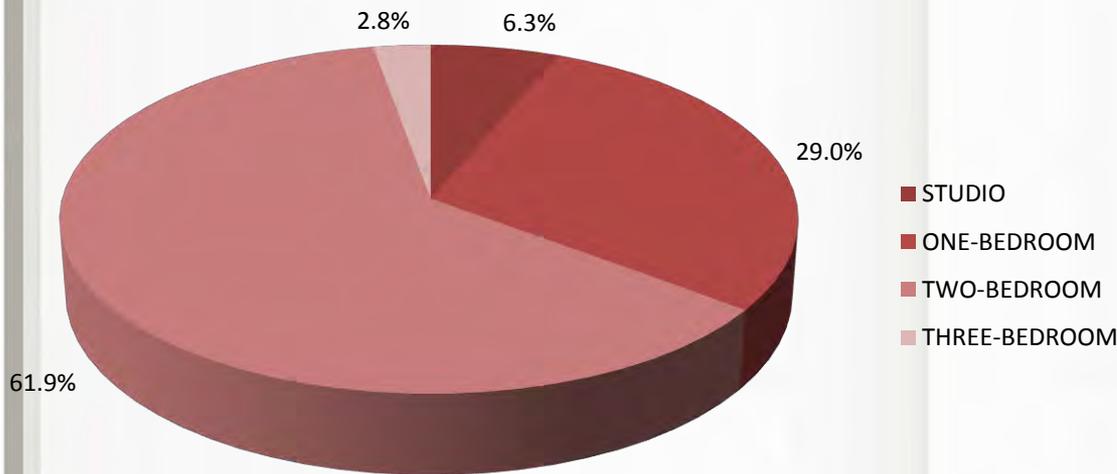
MARKET STUDY KEY FINDINGS

Buyer vs. Seller Ratio (Wayne County, Ohio)



MARKET STUDY KEY FINDINGS

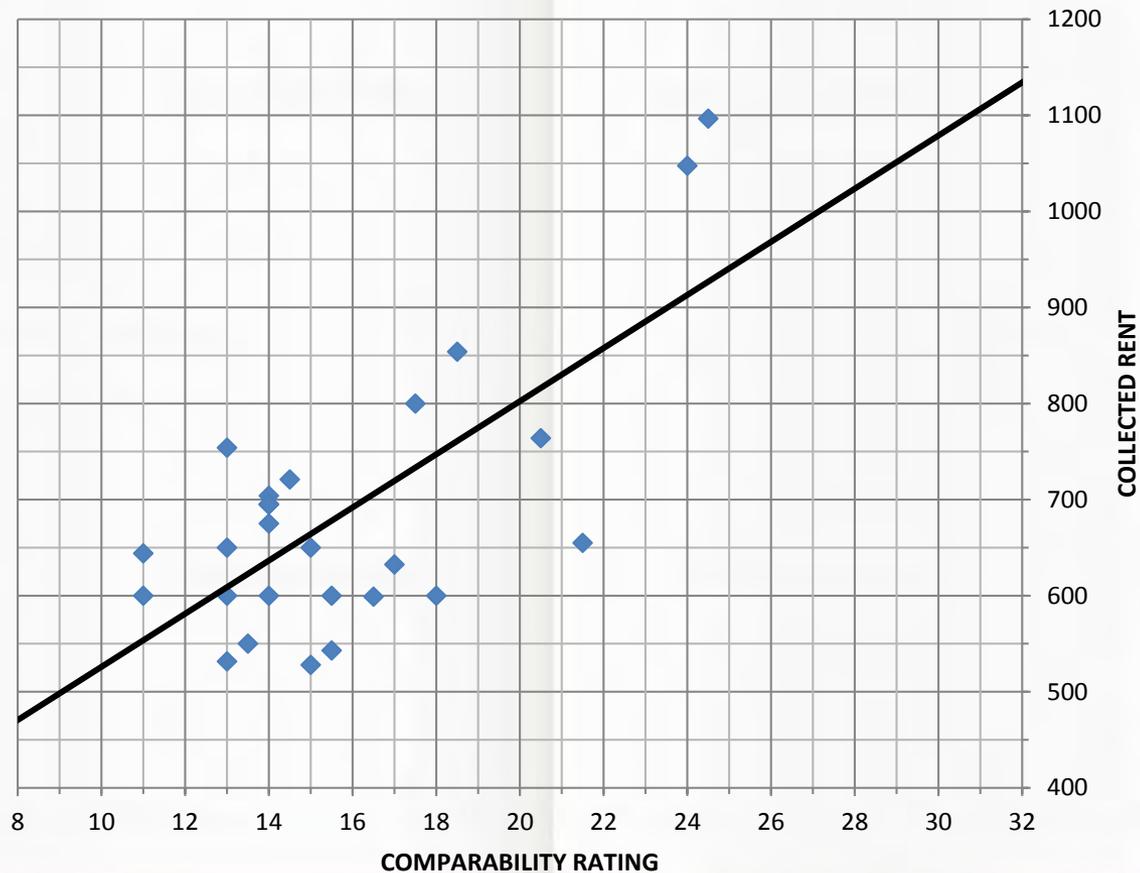
Distribution of Market Rate Apartments by Mix (Wooster, Ohio)



VACANCY....<2%

MARKET STUDY KEY FINDINGS

Two-Bedroom Rent by Comparability Rating Wooster EMA



MARKET STUDY KEY FINDINGS

Multifamily Recommendations

Current Demand 120 units

5-Year Demand 240 units

Initial Recommendation

Upscale Garden Units 40 (\$1,000)

Upscale Townhouse Units 20 (\$1,250)

Moderate Garden Units 60 (\$800)

MARKET STUDY KEY FINDINGS

Office Recommendations:

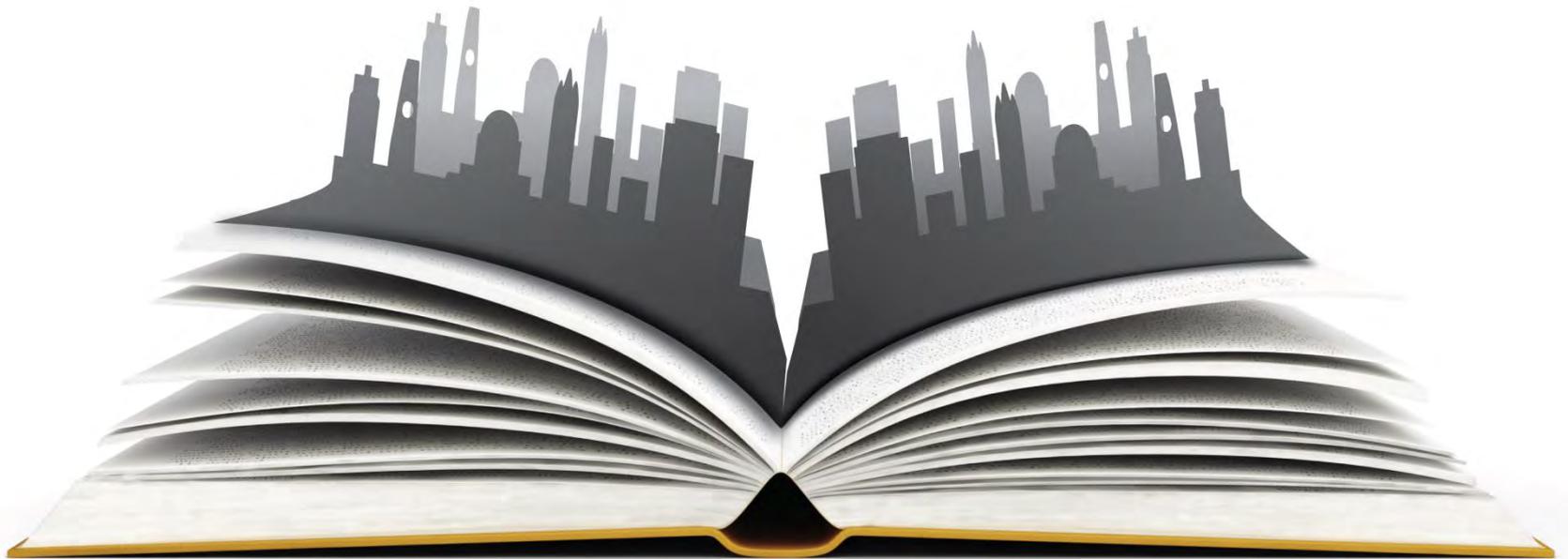
5-Year Demand	24,000 square feet
\$12.00 to \$14.00	21,000 sf
\$16.00 to \$17.00	3,000 sf

MARKET STUDY KEY FINDINGS

Retail Recommendations

1. Strengthen existing base
2. Supportive programming
3. Build turnover replacement
4. Expand to include commercial/office on periphery

PLAN REVEAL





Public



Private

PROJECTS - Public



1. PEDESTRIAN ALLEY



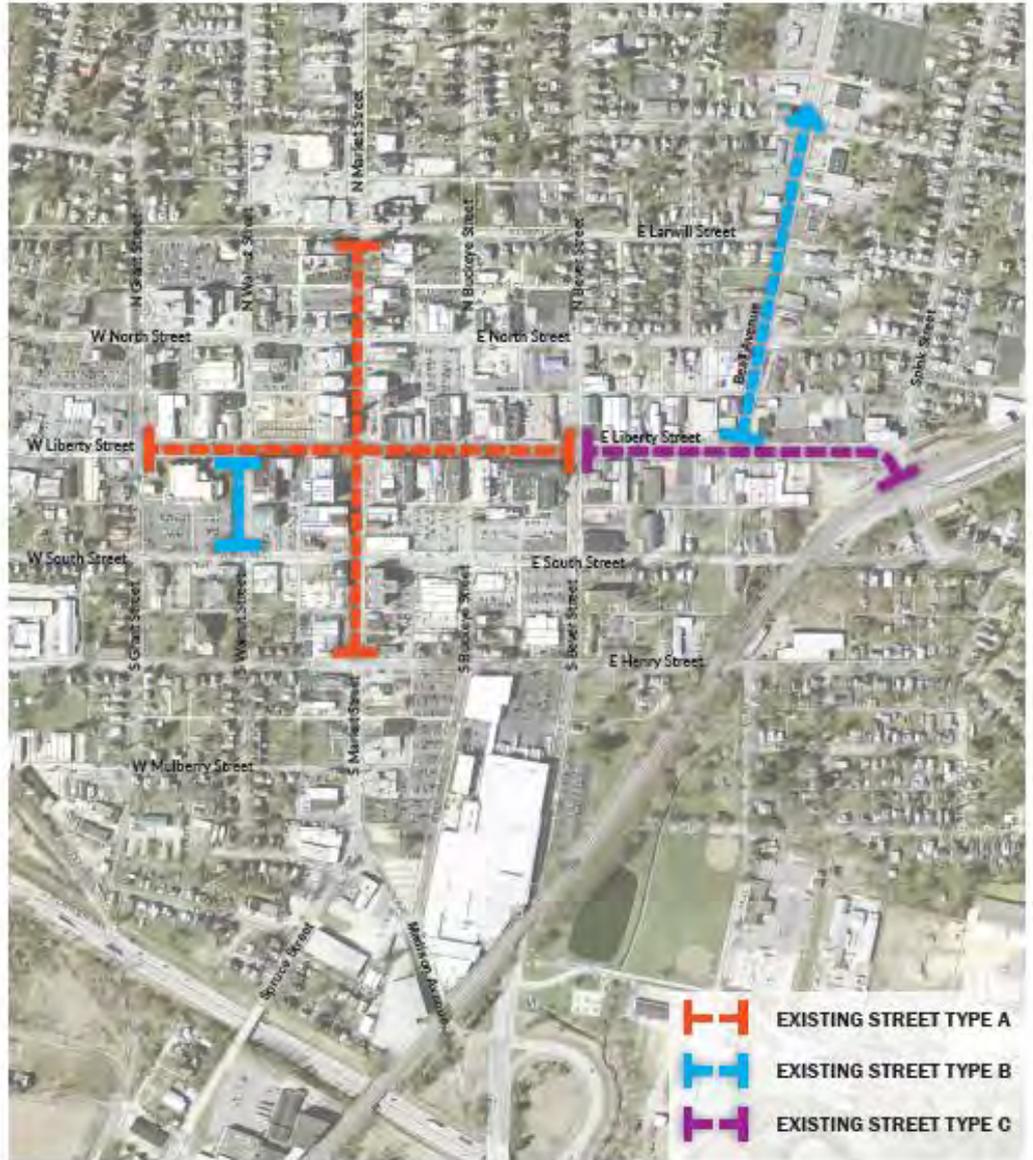
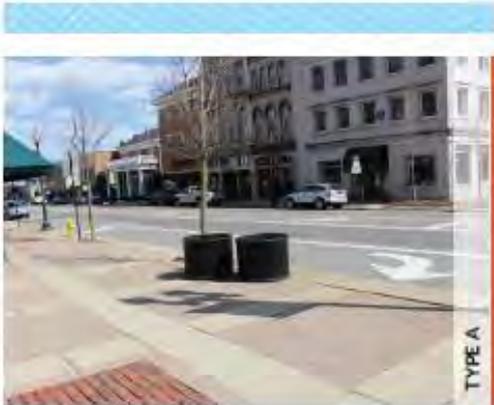
2. STREETSCAPE



3. DOWNTOWN PARK

3. STREETSCAPE

STREETSCAPE (EXISTING)



PROJECTS

Streetscape



STREETSCAPE

A coordinated and attractive streetscape that promotes pedestrian activity is one of the most important components of any successful downtown. The current streetscape in downtown Wooster is aging, and will be in need of significant maintenance well into the future.

The proposed streetscape project focuses on two phases. Phase I will focus on the immediate block surrounding the Downtown Quad, and Phase II includes the approach to Downtown along South Market Street, and the connection to the East Liberty area.

The material palette includes high quality and long-lasting materials such as clay brick pavers and granite curbs. The design of the streetscape is intended to create an atmosphere welcoming to pedestrians, while signifying the importance and history of the downtown.



PROJECTS

Alleys



PEDESTRIAN ALLEY



PROJECTS

Alleys

PEDESTRIAN ALLEY



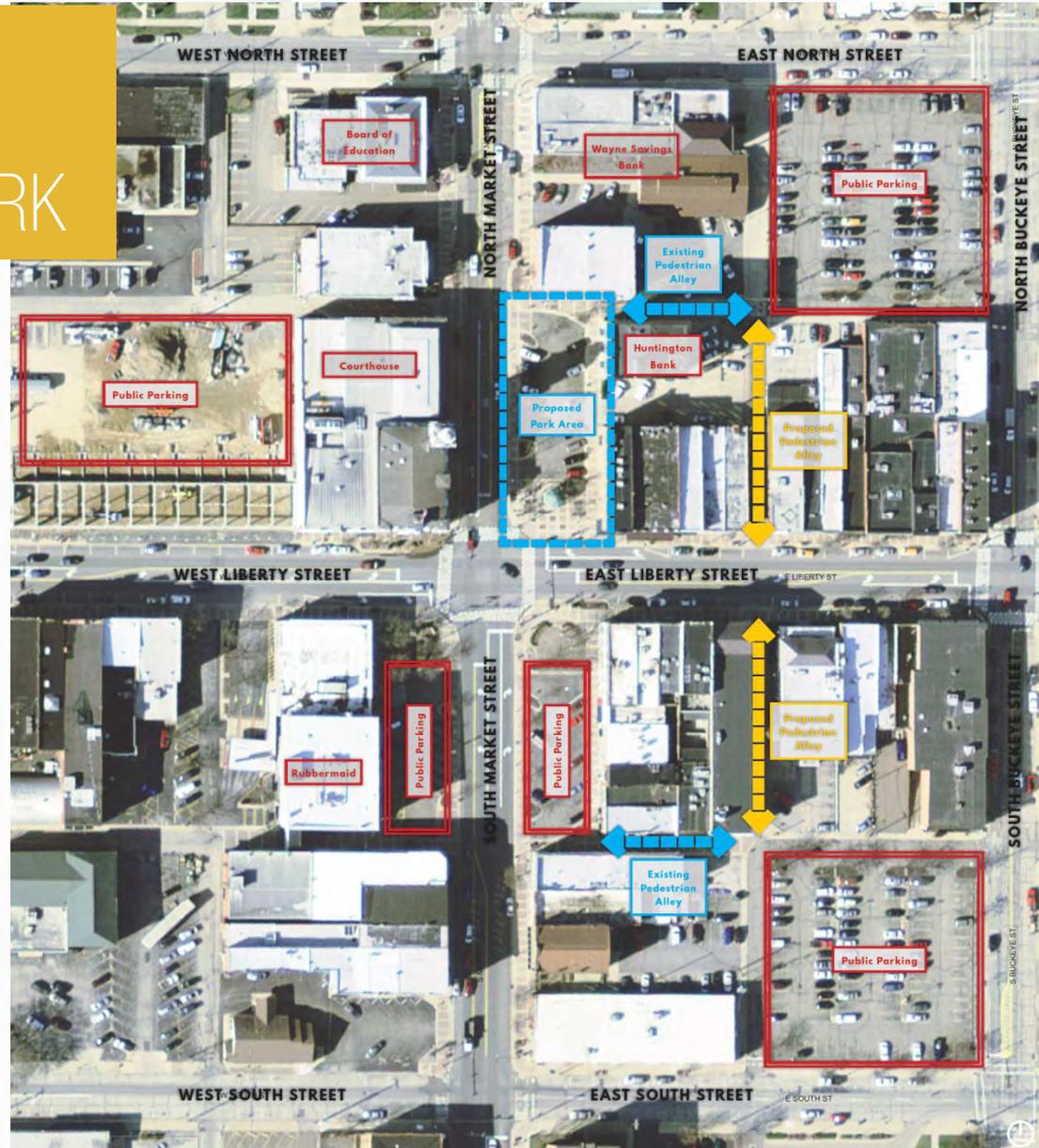
PEDESTRIAN ALLEY

Two large blocks of surface parking are located to the north and south of Liberty Avenue. Improved pedestrian connectivity to and from these parking lots from Liberty Avenue is crucial to improve the sequence of entering the downtown district, and helping to improve pedestrian wayfinding within the downtown.

The transformation of underutilized alleys into public space has been an ongoing trend throughout American cities. In addition to improving connectivity, alleys can offer an intimate space for passive recreation, as well as a place to display art installations, both temporary and permanent.



PROJECTS DOWNTOWN PARK



CENTER GREEN - A

With the identification of greenspace / public space as the highest rated priority, along with the results from the mapping exercise from the stakeholders and steering committee, the northeast quad of the downtown district should be considered as an ideal location for a signature public space.

The Center Green Park will serve as Wooster's trademark public space for the community, complementing the historic courthouse and surrounding urban form, while offering a significant space for pedestrians to enjoy the downtown. A variety of passive activities are built into the design, including swinging benches, a water feature, shade trees, green space, and a variety of outdoor seating.



PROJECTS DOWNTOWN PARK

CENTER GREEN - A

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PROJECTS DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 9 spaces



CENTER GREEN - C

Parking Count
= Existing Parking: 17 spaces
= Concept Parking: 9 spaces



PROJECTS DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 14 spaces

Revised



CENTER GREEN - B

Parking Count

- » Existing Parking: 17 spaces
- » Concept Parking: 14 spaces



PROJECTS DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 16 spaces



CENTER GREEN-B1

Parking Count

- » Existing Parking: 17 spaces
- » Concept Parking: 16 spaces



PROJECTS DOWNTOWN PARK

Existing Parking 17 spaces
Proposed Parking 18 spaces



CENTER GREEN-B2

Parking Count

- Existing Parking: 17 spaces
- Concept Parking: 18 spaces









		SCHEDULE YEAR*					
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	Σ
CENTER GREEN		\$439,208	\$352,682	--	\$948,750	--	\$791,890
DEMO	(complete)	\$66,539					
PHASE I	(north)	\$234,911					
PHASE II	(middle)	\$137,759					
PHASE III	(south)		\$349,836				
PHASE IV	(parallel pkng)		\$2,846				
PHASE V	(fountain)				\$948,750		
STREETSCAPE		\$1,209,475	\$1,267,631	\$1,796,203	\$947,996	\$947,996	\$6,169,301
PHASE IA	(north to liberty)	\$507,746					
PHASE IB	(liberty to south)	\$701,729					
PHASE IIA	(walnut to market)		\$597,088				
PHASE IIB	(market to buckeye)		\$670,543				
PHASE III	(south to rr)			\$1,796,203			
PHASE IV	(buckeye to beall)				\$947,996		
PHASE V	(beall to rr)					\$947,996	
PEDESTRIAN ALLEY		\$211,508					\$211,508
DEMO	(complete)	\$8,159					
PHASE I	(north)	\$113,218					
PHASE II	(south)	\$90,131					
COMPLETE		\$1,860,191	\$1,620,313	\$1,796,203	\$1,896,746	\$947,996	\$8,121,449

PROJECTS - Private



1. EAST LIBERTY



2. ARTS DISTRICT



3. SOUTH MARKET/RESIDENTIAL

REDEVELOPMENT — E. LIBERTY

EAST LIBERTY

The East Liberty Redevelopment Concept builds from the market study findings and input from Stakeholders, the Steering Committee and Main Street Wooster.

Additional infill development helps to create a signature entertainment and social space signifying the edge of Downtown to the east and the end of Beall Avenue to the south. Buildings fronting the streets reinforce the existing development pattern of the downtown, with buildings framing a multi-function entertainment space for Wooster residents.

Additional public space and greenspace were identified throughout the public input process as the most important amenity needed within the downtown. The East Liberty development concept contains an amphitheater, plaza space, and an area suitable for park amenities (restrooms, concessions, etc.). The park serves as an organizing element for the surrounding buildings and spaces, becoming the focus of activity within the district.



REDEVELOPMENT – ARTS DISTRICT



ARTS & CULTURE

The Arts & Culture District was identified in the comprehensive planning process as an area for further investment and redevelopment. The concept uses the existing library and Wayne Center for the Arts as a hub for an ongoing effort to redevelop residential surrounding properties, while creating a destination with a focus on the arts. The transformation of the existing basketball court into a sculpture garden could act as a unique venue for events to provide additional revenue for the City and the Wayne Center for the Arts.

A redevelopment scenario has been shown on the southern side of West Henry Street, which shows how townhomes could be oriented to create a unified streetscape across from the sculpture park.

SCULPTURE PARK

RESIDENTIAL - RENOVATION AREA



REDEVELOPMENT – S. MARKET

SOUTH RESIDENTIAL

The South Residential redevelopment concept utilizes the vacant bank site along South Market Street to add additional residential within the Downtown District. Two-story buildings have been oriented along the street to reinforce the streetscape, while moving parking to the side and to the rear. Access to both parking areas is provided through the existing alleyway.



Go to www.govote.at and use the code **50 44 24**

Are you currently marketing sites for
redevelopment in your downtown?

 Mentimeter

0
Yes

0
No

Votes: 0



Go to www.govote.at and use the code **50 44 24**



What is the biggest challenge you have in attracting private sector investment in your downtown?



Votes: 0

Chapter 2

Medina



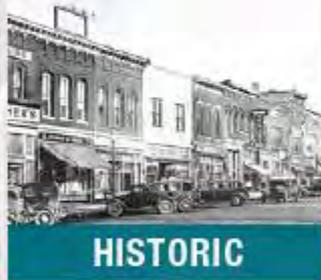
COMMUNITY IDENTITY

GETTING TO KNOW MEDINA

“ Everyone sees the charm and character of Medina, anchored by our historic square. We provide an unmatched balance of pride in maintaining our historic elements while having the courage to provide a progressive environment that allows for economic development and growth. ”

~ Mayor Dennis Hanwell

MEDINA IS...



HISTORIC



CULTURAL



SMALL BUSINESS



AUTHENTIC



LOCALLY-GROWN



TRADITIONAL

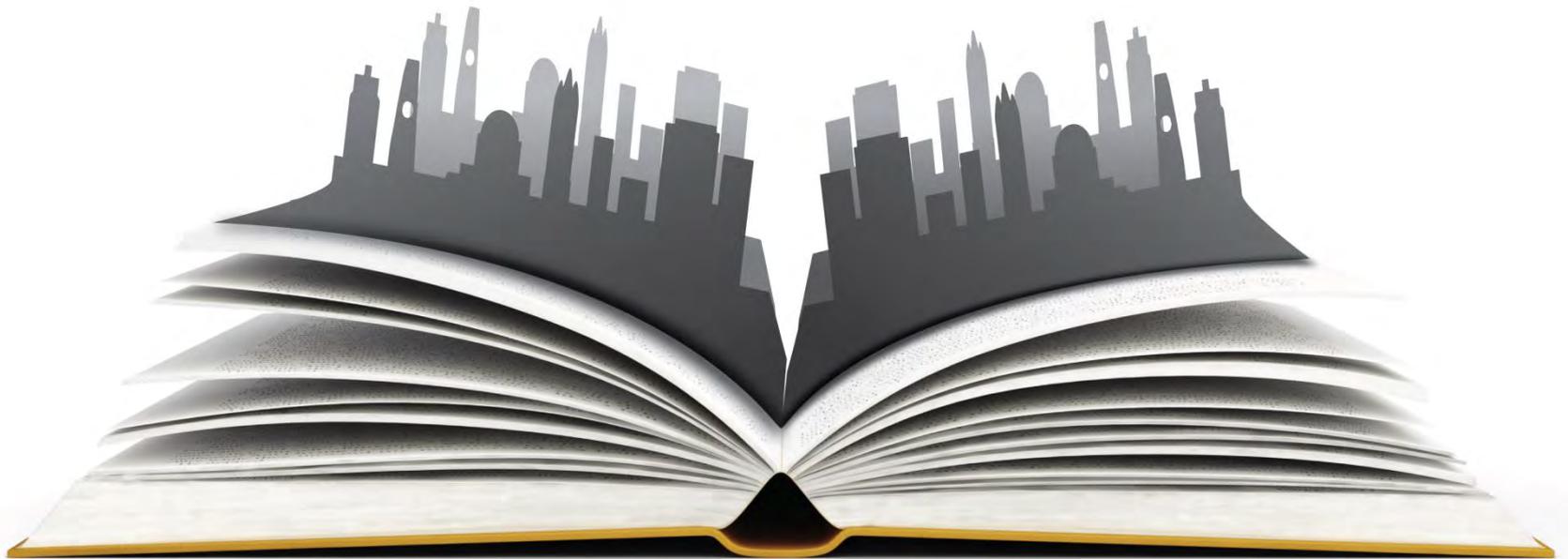
PROJECT GOALS

- Create a **development strategy** for the Downtown with a focus on target redevelopment sites
- Promote the opportunity through **creative redevelopment tools**
- Create a plan through a **market based approach**
- Engage stakeholders to create a plan that has **public and private sector support**
- **Minimize financial risks and build momentum and trust**

PROJECT GOALS

- A need for a plan to serve as a ticket to future funding (CDBG Downtown Revitalization )
- Embrace the relationship with  and the Four Point Approach (organize, promote, design, economic restructuring)
- Balance historic preservation with new investment

Approach



TARGETED APPROACH



DEVELOPMENT LENS



OUTREACH + ENGAGEMENT

- 5 taskforce meetings
- 2 public meetings
- 3 stakeholder meetings (20+ stakeholders)
- 1,200+ online participants

WEBSITE TRAFFIC

TOTAL TRAFFIC

Unique Visitors

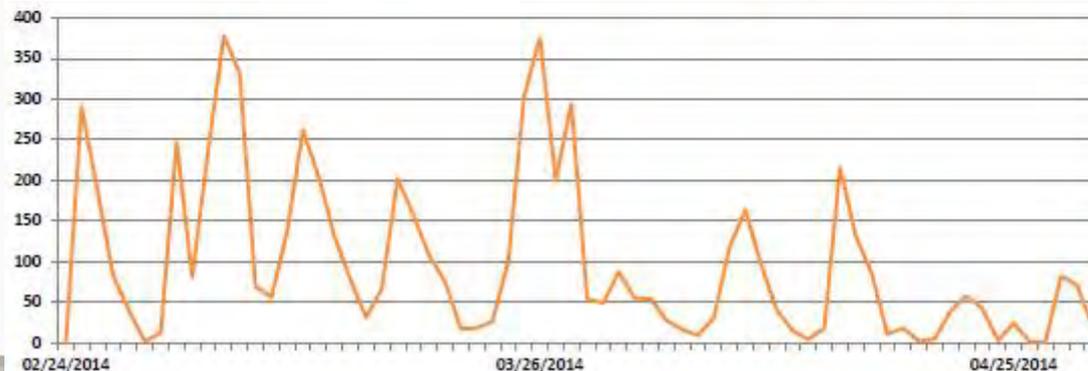
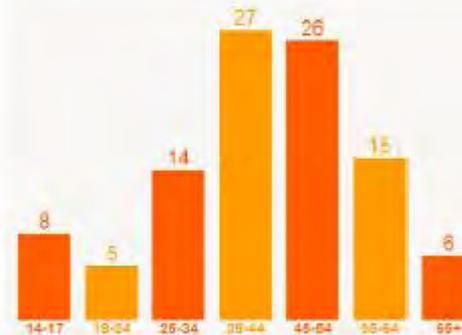


1,214

Page Views

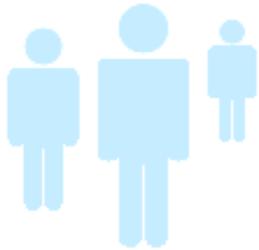


7,041



EFFECTIVE MARKET AREA INDICATORS

Demographics



Population - 2010

36,302

Households - 2010

14,096

Average Family Size - 2010

2.56

3. MARKET ASSESSMENT

Per Capita Income - 2013

\$31,664

Housing



Owner Occupied - 2010

67.0%

Renter Occupied - 2010

26.6.0%

Median Home Value - 2013

\$174,344

MARKET PRELIM FINDINGS

- **Retail/Business**
 1. **Protect** the integrity of the Square
 2. Focus of **destination retail** to enhance Downtown traffic
- **Office**
 1. Target **entrepreneurial market**
 - Average suite size = 2,500 sq. ft.
 - 8-12 employees
 - May be first floor 'retail' locations
 2. Be mindful of **windfall opportunities**
- **Residential Apartments**
 1. Potential for up to **248 units** (Phase I - 12 months)
 2. Potential for up to **428 over 5 yrs.**
 3. **Flats units** over retail/office
 4. **Townhouse** stand alone or clad parking structures

MARKET PRELIM FINDINGS

Project Type	Total Units	One-Bedroom	Two-Bedroom	Three-Bedroom
Upscale Garden	60	\$750	\$995-\$1,095	\$1,250
Upscale Townhouse	36	-	\$1,250-\$1,350	\$1,450
Moderate-Rate Garden Units	80	\$695	\$845-\$945	\$1,050
Tax Credit - Family	40	\$705*	\$846*	-
Tax Credit - Senior	32	\$587*	\$705*	-
TOTAL	248			

*Gross rent includes all utilities

4. TARGET REDEV. SITES

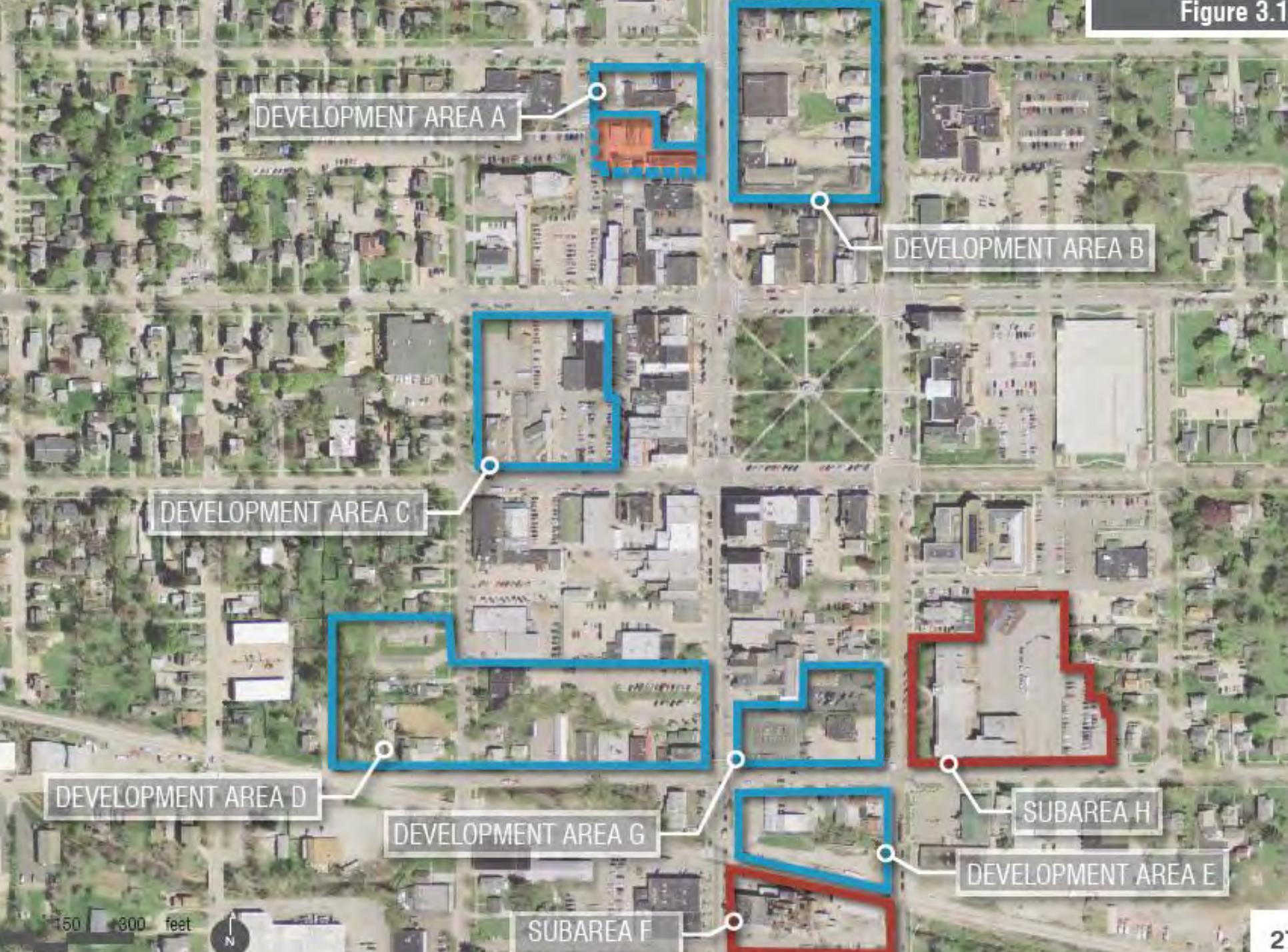


WHAT IS A TARGET REDEV. SITE

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 downtown in the future.

WHAT DO THEY DO?

- Identify areas that will **advance the goals and objectives of the city.**
- Identify projects that could serve as a **catalyst** for continued development of the downtown
- Guide **public investments and projects** to advance private sector investment in these areas.
- Identify areas to **be preserved** with the greatest development opportunity.



DEVELOPMENT AREA A

DEVELOPMENT AREA B

DEVELOPMENT AREA C

DEVELOPMENT AREA D

DEVELOPMENT AREA G

SUBAREA H

DEVELOPMENT AREA E

SUBAREA F

150 300 feet



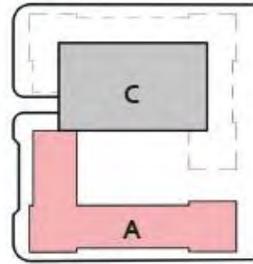


Focus Area C

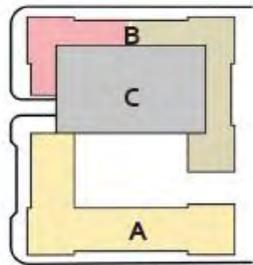
- Area 1.65 acres
- Zoning: C-2
- Bldgs: 4
- Parcels: 9
- Owners: 5

DEV. AREA "C"

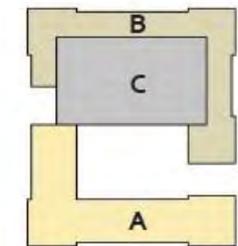
AREA C (OPTION 1) DEVELOPMENT CONCEPT



Level 1

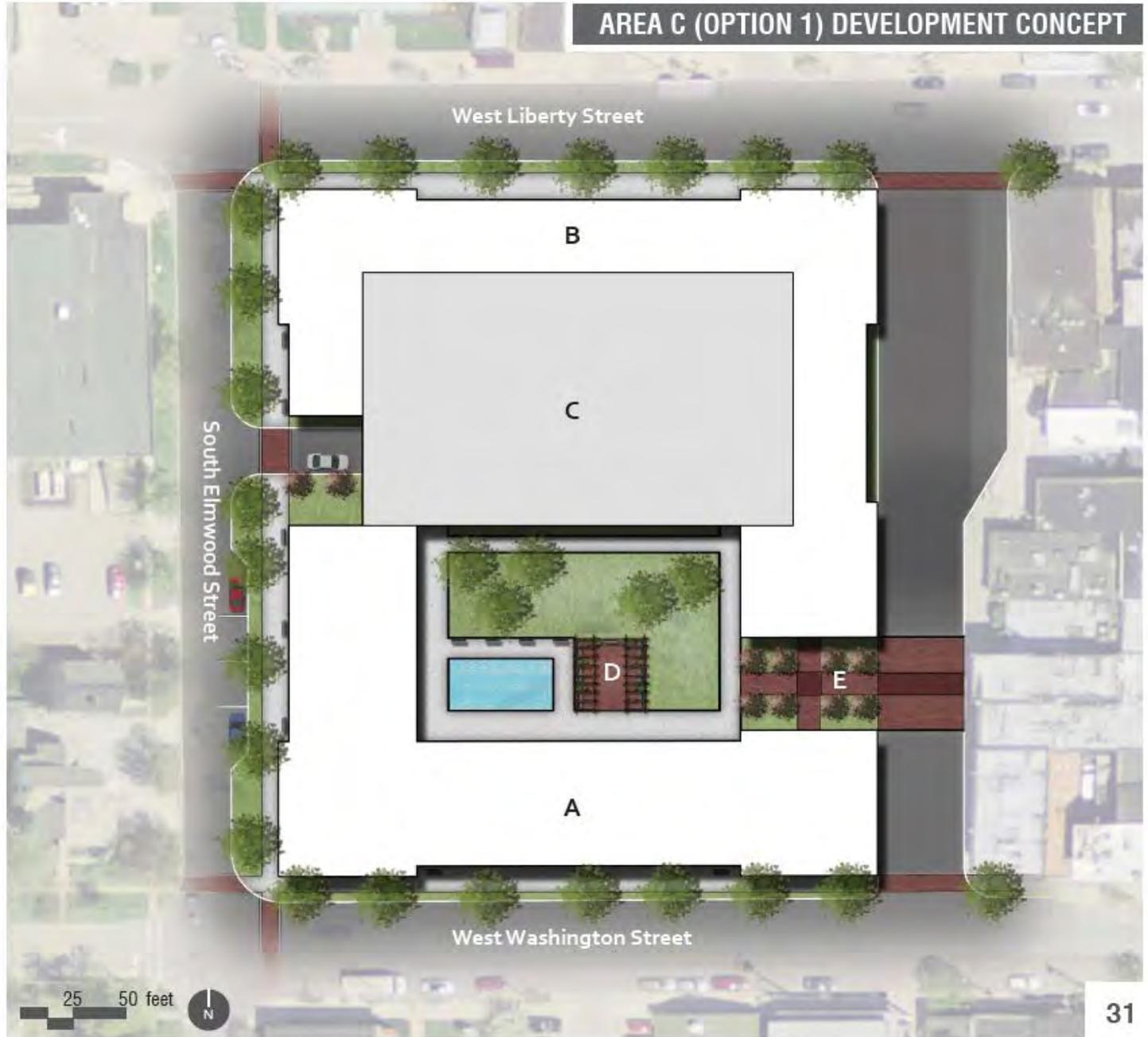


Level 2



Levels 3-5

- Commercial
- Hotel
- Residential
- Parking Garage



PRIORITY DEVELOPMENT AREA

3.4 DEVELOPMENT AREA "C" (OPTION 2)

a development site that fuses multi-family and lodging

CONCEPT OVERVIEW

The second development concept for Area C includes an open courtyard wrapped by a mixed-use building with a smaller-scale hotel. The proposed concept features a drop-off and loading surface parking area for the hotel as well as one level of underground parking below the courtyard. Total square footage of each use in this option are slightly decreased. Another component of this option would also be the City adding a parking deck across Liberty from the hotel. Much like option 1, this

DEVELOPMENT DATA

Site Area: +/- 2.15 acres

Use	Space
Retail	13,500 square feet
Office	13,500 square feet
Conference	6,000 square feet
Hotel	101 keys
Flats	78 units

cements and square.

PLAN DESCRIPTION

- A. Mixed Use - Residential - Ground floor retail and office running along West Washington will create a unified street frontage that improves pedestrian mobility and enhances the Downtown. Four stories of residential flats above the commercial space will feature a total of 95 units.
- B. Mixed Use - Hotel - Due to the slope of the site, level 2 shown in the diagram is the street frontage for the hotel along West Liberty. This level would contain commercial space on the corner of Elmwood and Liberty as well as the hotel lobby and restaurant on the northeast corner of the building. The rest of the hotel would occupy the top three stories of the building with 101 rooms.
- C. Courtyard with parking below - A courtyard with shared amenities is proposed to cover a ground-level parking lot underneath.
- D. Public Parking Deck - In order for this option to be viable, additional parking will need to be constructed to support the mix of uses.
- E. Pedestrian Connection - Integral to the design of Area C is its connection to the square. The southeast corner of the courtyard opens into a common space that connects the Area to the square through a pedestrian arcade.

Concept Character Images



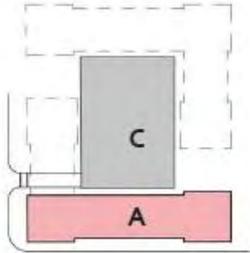
Downtown Hotel



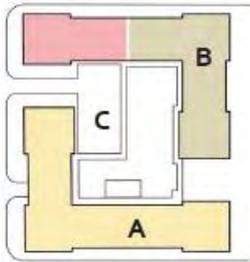
Mixed-Use



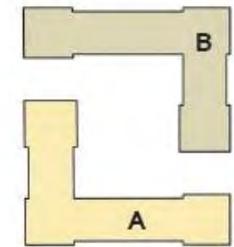
AREA C (OPTION 2) DEVELOPMENT CONCEPT



Level 1



Level 2



Levels 3-5

- Commercial
- Hotel
- Residential
- Parking Garage



Without Garage

	MXU Office	MXU Retail	Flats	Townhomes	Hotel Keys
A	-	-	3	10 units	-
B	8,400 sf	8,400 sf	80 units	20 units	-
C-a	13,500 sf	13,500 sf	78 units	-	101 key
D	-	9,300 sf	36 units	8 units	-
E	-	-	-	-	-
F	-	-	-	-	-
G	25,320 sf	8,440 sf	-	-	-
H	-	-	-	-	-
	47,220 sf	39,640 sf	197 units	38 units	101 keys

With Garage

	MXU Office	MXU Retail	Flats	Townhomes	Hotel Keys
A	-	-	3	10 units	-
B	8,400 sf	8,400 sf	80 units	20 units	-
C-b	16,000 sf	16,000 sf	95 units	-	122 key
D	-	9,300 sf	36 units	8 units	-
E	-	-	-	-	-
F	-	-	-	-	-
G	25,320 sf	8,440 sf	-	-	-
H	-	-	-	-	-
	49,720 sf	42,140 sf	214 units	38 units	122 keys

DEVELOPMENT SUMMARY

Development Concept vs. Market Recommendations

	Phase 1	5-year	Shown
Upscale Garden	60	120	95
Moderate Garden	80	140	80
Tax Credit	72	120	36
Townhomes	36	48	38
Total	248	428	249

DEVELOPMENT SUMMARY



THE CITY OF MEDINA

THE DOWNTOWN NEIGHBORHOOD IMPROVEMENT PROGRAM

STRENGTHENING THE ECONOMIC
COMPETITIVENESS THROUGH COMMUNITY
REVITALIZATION

THIS PROJECT IS MADE POSSIBLE BY THE FOLLOWING PARTNERS:

Kimberly Marshall, President
*Medina City Development
Corporation / Plan Leader*



Rob Root, President/Owner
Landmark Homes



Jim Gowe, President
620 Corporation



Melissa Fox, Retail Store Manager
Root Candles



Bethany Dentler, Executive Director
*Medina County Economic Development
Corporation*



Bill Lamb, Executive Director
The Community Design Committee



Troy Gerspacher, President
Gerspacher Real Estate Group



Keith Chris
Ericsson Corporation



Bill Shockley, Medina Site Leader
Owens Corning



Jarrod Fry, General Manager
MedinaTV



Jaclyn Ringstmeier, Executive Director
*The Greater Medina Chamber of
Commerce*



Matt Wiederhold, Executive Director
Main Street Medina



Sherry Stell, Executive Officer
Medina County Board of Realtors



Mayor Dennis Harwell
The City of Medina



Steve Ferris, Government & Public
Affairs Director
Discount Drug Mart



Jon Park, President & CEO
Westfield Bank



Kathy Breitenbucher, Managing Partner
Pedestal Group



Matt Marquard, CEO, REALTOR
M.C. Real Estate



Michele Kovack Boyd, Owner
Berkshire Hathaway - Kovack Realtors



ACQUIRE SCENARIO

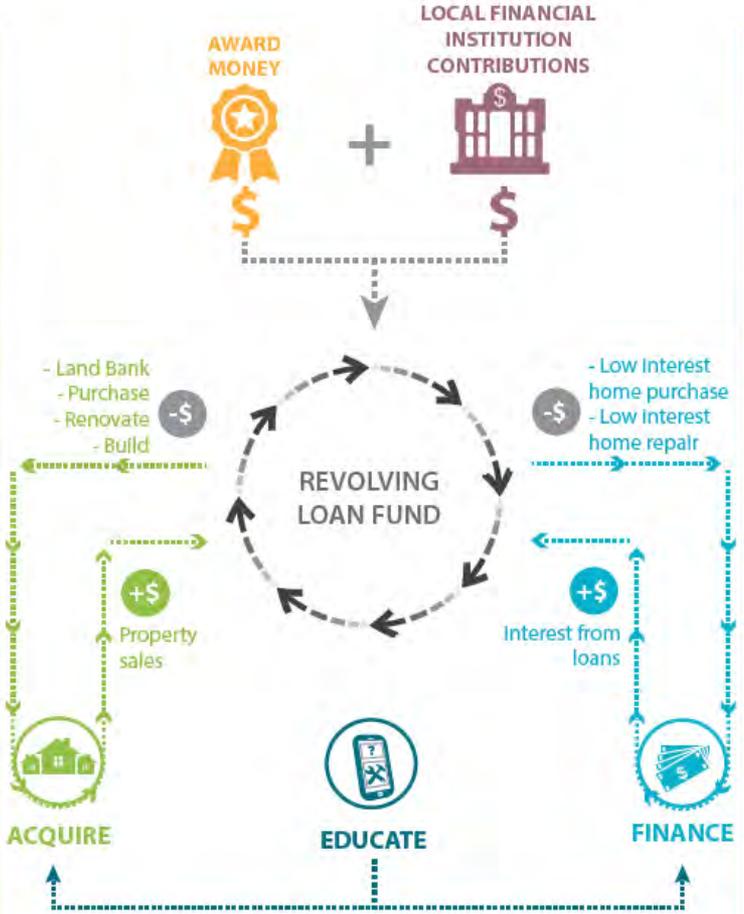
- 1 MCDC purchases 'target' houses or properties

- 2 MCDC works to improve the property and/or build a new house on vacant property

- 3 Property is sold

- 4 MCDC and contractor receive a portion of the profit

- 5 Profits from home sale return to RLF

About: Educate residents on home maintenance practices (with a focus on historic homes) empowering them to tackle necessary repairs and improvements.

Benefits: Promotes the initiative of the project, supports resident homeowners in improving their property by providing them with financial and educational resources, and boost the effectiveness of the Revolving Loan Fund.

FINANCE SCENARIO

- 1 MCDC partners with local bank

- 2 The bank provides low-interest loans to existing homeowners

- 3 Homeowners use the loans to rehab their property

- 4 Over time, loan generates interest and is funneled back to the banks and the revolving loan fund




STRATEGY ONE

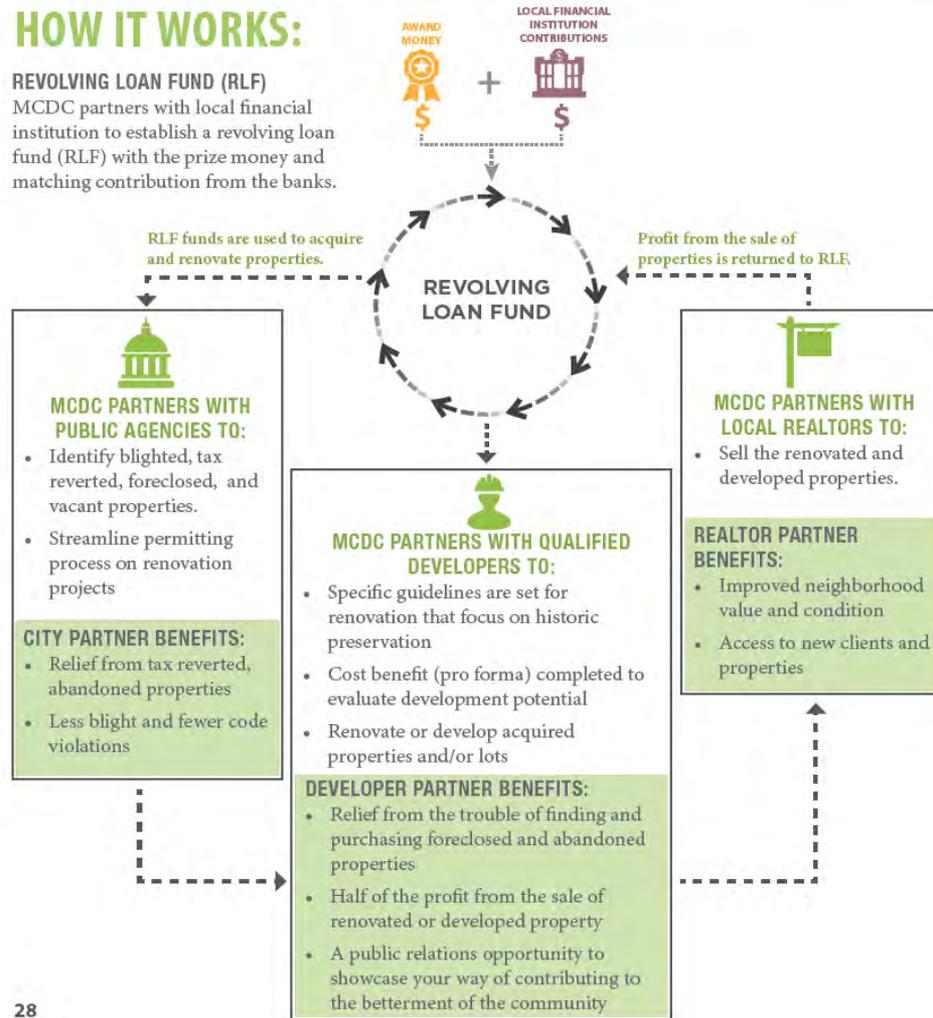
ACQUIRE OVERVIEW

PURPOSE: Acquire target properties to rehabilitate and resell blighted homes, or fill vacant lots with new homes.

HOW IT WORKS:

REVOLVING LOAN FUND (RLF)

MCDC partners with local financial institution to establish a revolving loan fund (RLF) with the prize money and matching contribution from the banks.





STRATEGY TWO

FINANCE OVERVIEW

PURPOSE:

Spur investment in the neighborhood by creating new opportunities for people to purchase and improve homes through low-interest home loans to qualified buyers and low-interest exterior home improvement loans to residents.

HOW IT WORKS:

REVOLVING LOAN FUND (RLF)

MCDC partners with local financial institution to establish a revolving loan fund (RLF) with the prize money and matching contribution from the banks.


MCDC PARTNERS WITH LOCAL FINANCIAL INSTITUTIONS TO:

- Establish low-interest loan programs to purchase or improve a homes.

CITY PARTNER BENEFITS:

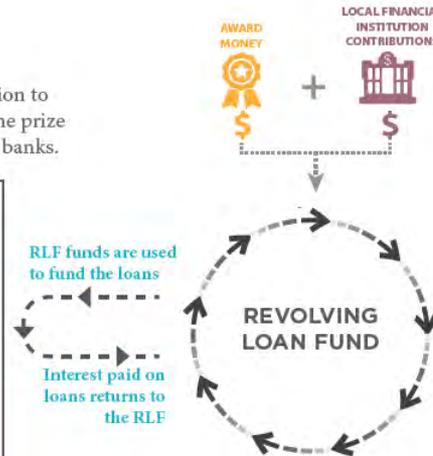
- Community service/support
- New programs that attract new customers, loan interest, advance mission of serving
- Community Reinvestment


MCDC PARTNERS WITH LOCAL REALTORS TO:

- Help promote the sale of properties in the neighborhood

REALTOR PARTNER BENEFITS:

- Access to new clients and properties
- Promotion of home sales



PROPOSED LOAN PROGRAM CRITERIA:

- Must fall within target study area
- Priority is given to applicants applying to purchase a home that has been rehabilitated under the Acquire arm of this strategy.
- Property taxes must be current for home improvement loans
- Home ownership and maintenance educational sessions are required.
- Home improvement loans must address the exterior of the house, or structural improvements



STRATEGY THREE

EDUCATE OVERVIEW

PURPOSE:

Provide residents with the information necessary to complete low-cost, easy, do-it-yourself home improvement projects within local codes and understand the purpose and goals of the program.

HOW IT WORKS:

MCDC partners with the City and local home improvement businesses to promote the project, support applicants, and boost the effectiveness of the Revolving Loan Fund.



POTENTIAL EDUCATIONAL OUTLETS:

- Public access TV
- YouTube Videos
- Presentations to neighborhood groups
- Home improvement stores
- Website
- Blog
- Social media

PARTNERS OF THE PROGRAM

- Ericsson Corporation
- Medina City Development Corporation
- 620 Corporation
- Root Candles
- The City of Medina
- The Community Design Committee
- Discount Drug Mart
- Owens Corning
- Gerspacher Real Estate Group
- The Greater Medina Chamber of Commerce
- Main Street Medina
- Medina County Economic Development Corporation
- Westfield Bank
- Pedestal Group
- M.C. Real Estate

PUBLIC AGENCIES



Coordinating the strategies of the program

LOCAL FINANCIAL INSTITUTIONS



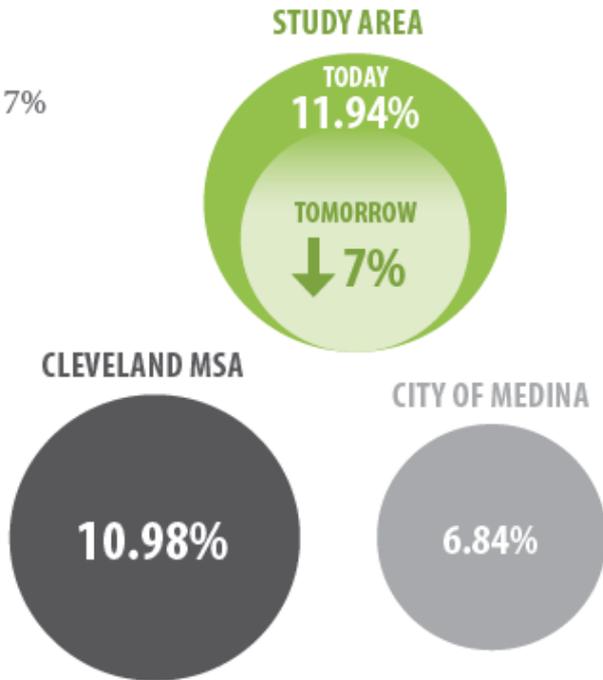
Ensuring financial stability in the future

PROGRAM APPLICANTS

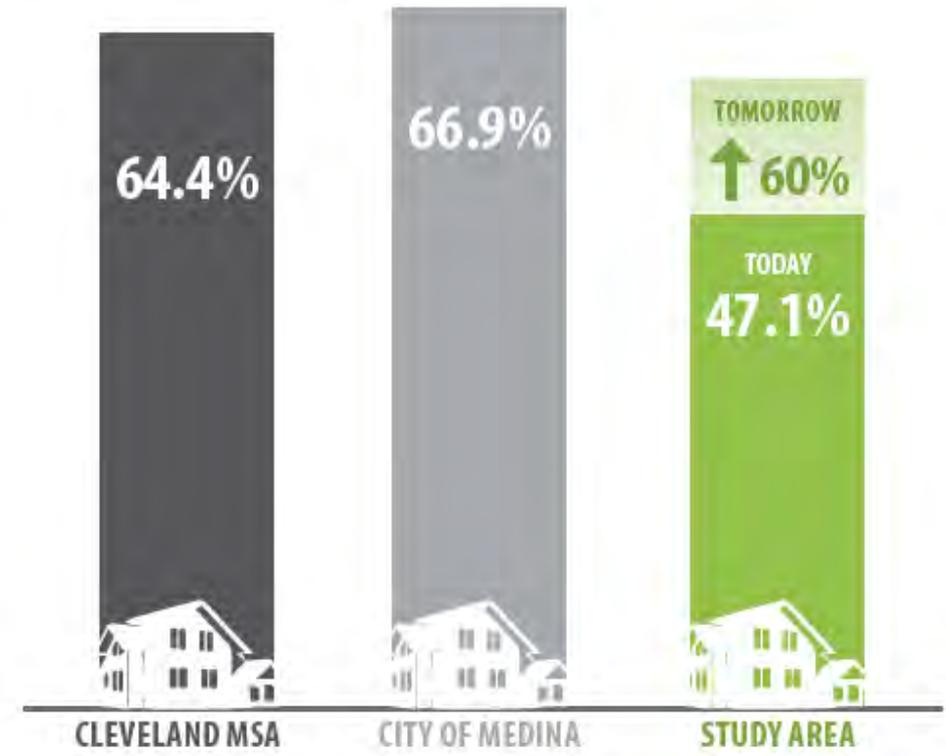


Taking pride in their home and neighborhood

he
e
ow 7%



Vacancy

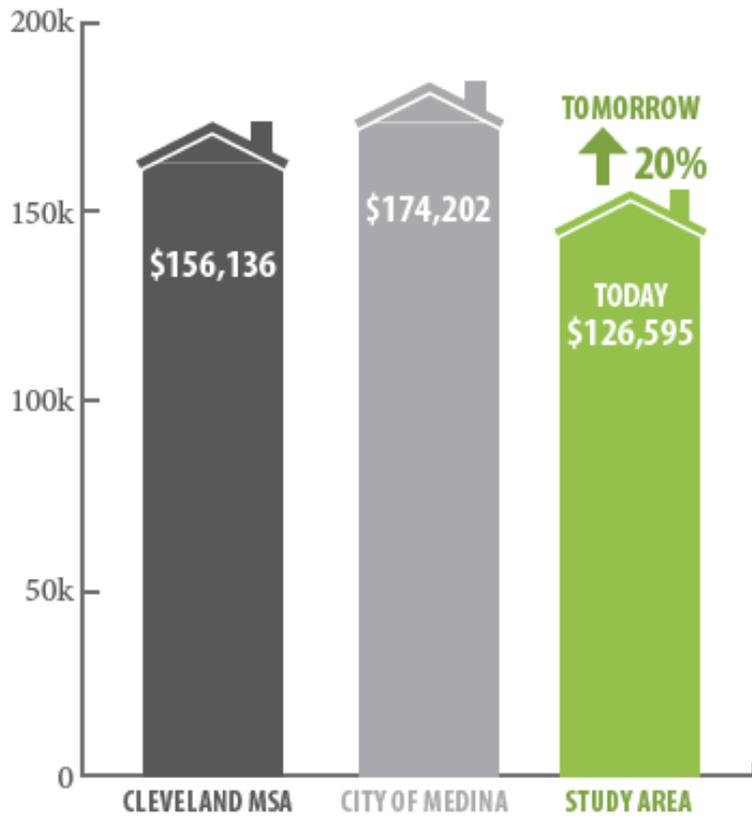


Home Ownership

TODAY, THE STUDY AREA ACCOUNTS FOR **41%** OF THE PROPERTY AND ZONING CODE VIOLATIONS IN THE CITY OF MEDINA



Code Violations



Home Value

Go to www.govote.at and use the code **50 44 24**

If you were to do a downtown plan today, what would be the most important outcome of the effort?

 Mentimeter



0

A refined vision and blueprint for the future

0

A process to get organized/define future leadership

0

An economic development tool

0

Identify placemaking, branding and public space opportun...



Votes: 0

Go to www.govote.at and use the code **50 44 24**

Aside from new private sector investment, what project would most help grow your downtown?

 Mentimeter



0

Special events

0

New public spaces

0

A downtown organization/leadership

0

Marketing and branding



Votes: 0



WRAPPING IT UP

Questions

