

WADSWORTH DOWNTOWN INFRASTRUCTURE PROJECT: A STREETScape UNMATCHED





PARDEE ST.

HIGH ST.

LYMAN ST.

BOYER ST.

STUDY AREA
PRIMARY FOCUS ON
STREETS & PUBLIC
SPACES

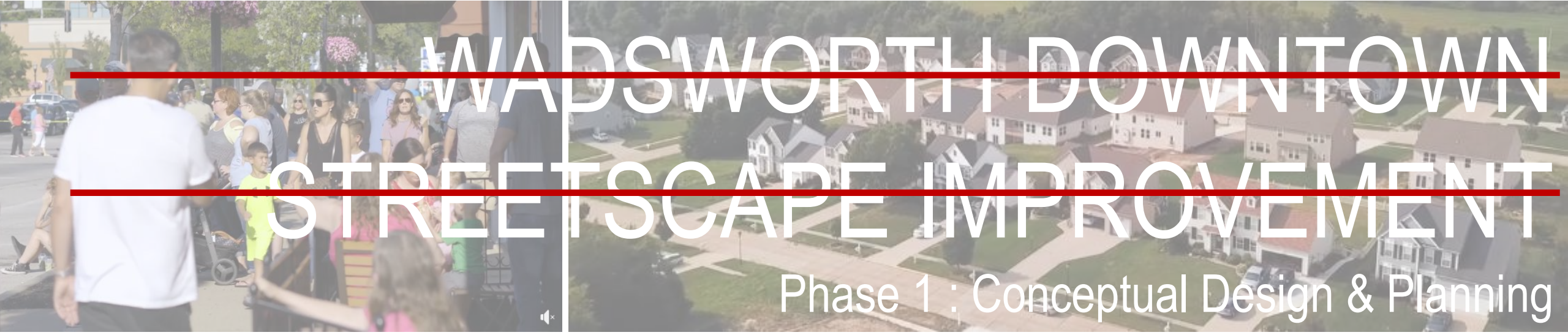
0.05 MI²
33 ACRES

COLLEGE ST.

BROAD ST.

MILLS ST.

MAIN ST.



WADSWORTH DOWNTOWN STREETSCAPE IMPROVEMENT

Phase 1 : Conceptual Design & Planning



VALUES



PRIDE



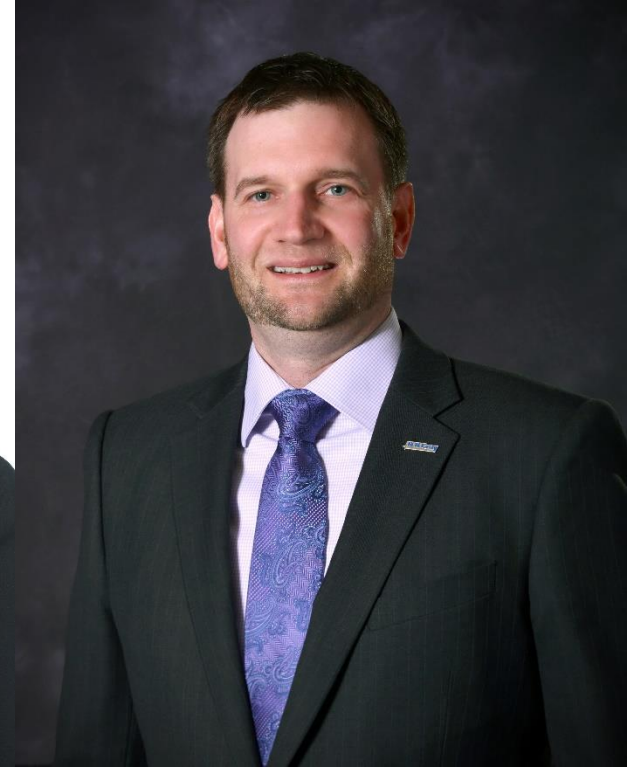
TRADITION



**DESIGN WADSWORTH
DOWNTOWN EXPERIENCE**



**City of Wadsworth
A Community Unmatched**



**AN ARCHITECT, ENGINEER &
CONTRACTOR WALK INTO A CITY HALL...**

DOWNTOWN VISIONING PLAN 2017

RECOMMENDATIONS

4.1 OVERVIEW

This chapter is the crux of the Plan and includes the plan pillars, objectives, strategies, and additional recommendations. The eight plan pillars serve as the foundation for the Downtown Plan. They are derived from the existing conditions analysis and community feedback gathered throughout the planning process. The plan pillars express overarching goals that are valued and desired by the community.

In essence, the plan pillars represent the community's intentions to drive progress in Wadsworth. The pillars are presented here with brief descriptions of each. The following section presents the individual objectives and strategies that fall within each pillar and activate the Plan toward implementation. Finally, recommendations are scattered throughout the chapter to further illustrate the intent of the Plan.

4.2 PLAN PILLARS

PILLAR 1: A QUALITY COMMERCIAL BASE

The heart of Downtown is often characterized by its commercial offerings, namely its retail and restaurant options. As a major economic driver for the City, it is important that Downtown Wadsworth attract quality commercial uses which in turn draw residents and visitors to the area. At the same time, it is imperative that existing businesses are supported by programs and policies to retain the existing character of Downtown Wadsworth. Together, old and new businesses can expand the commercial area, promote independent business, and increase the authentic downtown experience.

- 1 A QUALITY COMMERCIAL BASE
- 2 A DEFINED CHARACTER AND FORM
- 3 EFFICIENT AND CONNECTED MOBILITY
- 4 A DEFINED IMAGE AND BRAND
- 5 EXPANDED SOCIAL CONNECTIONS
- 6 A DIVERSE AND GROWING ECONOMY
- 7 A RANGE OF HOUSING CHOICES
- 8 SMALL AND FUN



ROAD ALIGNMENT
+ GREEN SPACE
\$5 M



ALLEY
IMPROVEMENTS
\$2.3 M



BIKE TRAIL
\$3.8 M



TRAIL HEAD +
POCKET PARK
\$1.5 M



STREETScape
IMPROVEMENTS
\$3.6 M



GATEWAY +
WAYFINDING
\$1.4 M



PLAZA / PARKING
AREA
\$2.8 M



PARKING
REALIGNMENT
\$1.4 M

FIGURE 3.1: CATALYST PROJECT INVESTMENT EXERCISE

RECOGNIZING WADSWORTH'S MOMENTUM



5.2 DOWNTOWN PARK & PLAZA

The following pages show several conceptual designs that could be integrated into the existing framework of Downtown and provide ample space for public gathering while retaining current parking availability. Features such as the gazebo and fountain, along with added green space, are shown in three potential configurations.

The final result of a Downtown park design could be any one of the three concepts shown here, or an alternative not represented in this plan. The design that ultimately gets constructed will depend on any number of factors, the availability of land and funding chief among them. These illustrations depict only a handful of options available to Wadsworth and are meant to inspire interest and discussion.

CONCEPT I

- FEATURES:**
- Plaza with outdoor dining
Acres: 0.4 ac.
Parcels: 5
Owners: 4
Estimated Cost: \$550-850K
2016 dollars
 - Improved streetscape; gazebo & median remain
Blocks: 1
Estimated Cost: \$500K-750K
2016 dollars
(as illustrated in Figure 5.9)

DESCRIPTION:
Area A of Concept Improvements to 1 lot between the W Library and busin Street, with access Street and adjaen Improvements inc gravel lot and addi character and stor

Figure 5.3 - Concept I



CONCEPT II

- FEATURES:**
- Plaza with outdoor dining
Acres: 0.4 ac.
Parcels: 5
Owners: 4
Estimated Cost: \$550-850K
2016 dollars
 - Road realigned, new park, & gazebo moved to corner
Acres: 1.25 ac.
Estimated Cost: \$850K-1M
2016 dollars

DESCRIPTION:
Area A remains the same as depicted in Figure 5.3 of Concept I with an existing parking lot redesigned to allow for outdoor dining and festivals.

Area B of Concept II depicts the realignment of Broad Street to College Street and removal of the center median. The gained right-of-way is converted to a community park, with the gazebo and fountain relocated from their current location in the roadway median. Realignment of the roadway improves traffic flow and increases walkability by shortening the distance pedestrians must travel when crossing the street.

The gazebo is shown in a highly visible and prominent position at the corner of Downtown and acts as a gateway to the new park. Locating the park adjacent to existing buildings provides more opportunities for outdoor dining and ease of pedestrian access from nearby parking via the redesigned alleyways (Figure 5.8). The new location of the gazebo allows residents and visitors to congregate in greater numbers to watch performances, gather for festivals, or just relax in a quieter, safer park.



Figure 5.4 - Concept II: Proposed Downtown park and plaza



RECOMMENDATIONS

A QUALITY COMMERCIAL BASE

CATALYST PROJECTS

5.2 DOWNTOWN PARK & PLAZA: CONCEPT III

- FEATURES:**
- Plaza with outdoor dining
Acres: 0.4 ac.
Parcels: 5
Owners: 4
Estimated Cost: \$550-850K
2016 dollars
 - Realigned park & gazebo
Acres: 1.5 ac.
Parcels: 2
Owners: 2
Estimated Cost: \$900K-1.1M
2016 dollars

DESCRIPTION:
Area A remains the same as depicted in Figure 5.3 of Concept I with an existing parking lot redesigned to allow for outdoor dining and festivals.

Area B depicts the realignment of Broad Street to College Street across the main intersection of Downtown and the removal of the roadway median, as shown in Figure 5.4 of Concept II. The gained right-of-way is converted to a community park, with the gazebo and fountain relocated from their current location in the median. Realignment of the roadway



Figure 5.5 - Concept III: Proposed Downtown park and plaza



IMPLEMENTATION

OBJECTIVE PRIORITIZATION

A compilation handout of the top 15 Objectives as prioritized by both the Task Force and general public through the planning process.

PILLAR	ID #	OBJECTIVE	TASK FORCE	PUBLIC MEETING	TOTAL VOTES
1	1.1	Grow more retail options	6	16	22
5	5.1	Create new public spaces for gathering	6	16	22
6	6.1	Use economic development tools to promote revitalization	9	9	18
4	4.1	Define and promote the Downtown brand	4	13	17
5	5.2	Add additional community events	3	14	17
6	6.2	Promote the redevelopment of vacant or underutilized areas	3	13	16
2	2.2	Improve existing building form / facades	3	12	15
7	7.1	Promote mixed use and infill medium density housing in the Downtown	4	8	12
4	4.2	Brand the public realm	3	6	9
3	3.3	Expand parking options	2	6	8
2	2.1	Enhance existing codes and guidelines	1	6	7
3	3.4	Promote non-motorized transportation options	2	5	7
3	3.2	Improve pedestrian safety	2	4	6
3	3.1	Improve traffic flow	0	4	4
7	7.2	Preserve and protect the existing historical housing stock	0	3	3

WADSWORTH VISIONING DOWNTOWN PARK & PLAZA

“To create an unmatched downtown experience!”

HOME ABOUT SUPPORT EVENTS VISIT 2019 CRAFT AND HERB FESTIVAL GET INVOLVED ART MURAL PROJECT GIVE



Wadsworth First Friday

5-9 p.m. | the First Friday of every month | rain or shine
fun, free, and family-friendly!
come downtown and enjoy food, music, art, and more while supporting your
downtown small businesses & organizations!

WE AGREE!
(MORE ON THIS LATER)

ABOUT US



BECOME A MEMBER



NEWSLETTER

Subscribe to our mailing list

SUBSCRIBE

UPCOMING EVENTS

April First Friday:
Superheroes Unite!
Apr 5 @ 5:00 pm - 9:00 pm

May First Friday:

- ### UPCOMING SCHEDULE
- April: Superheroes Unite
 - May: Downtown Game Night
 - June: First Responder Friday
 - July: Art in the Alleys
 - August: Around the World
 - Sept.: Sports Night

INFRASTRUCTURE – PRIMARY STREETS



High Street



Broad Street

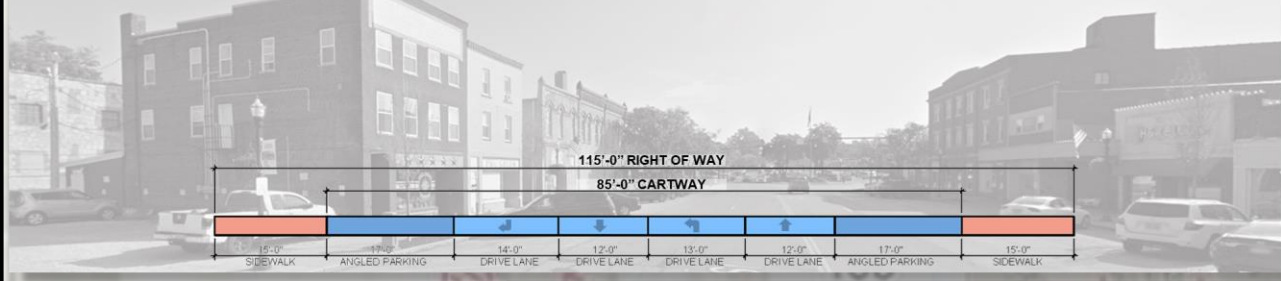


Main Street

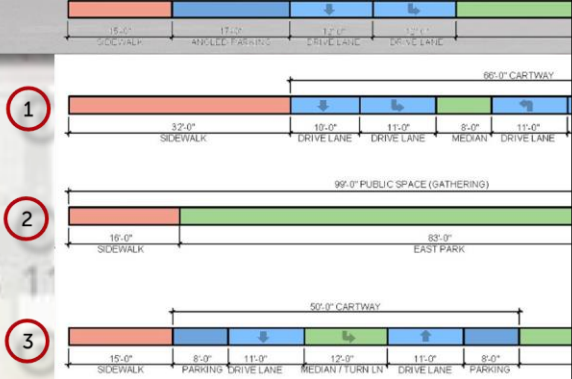
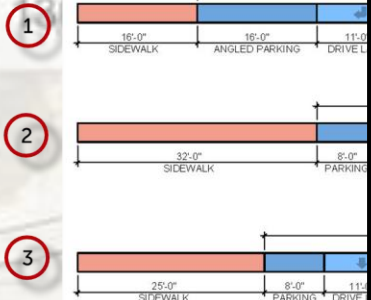
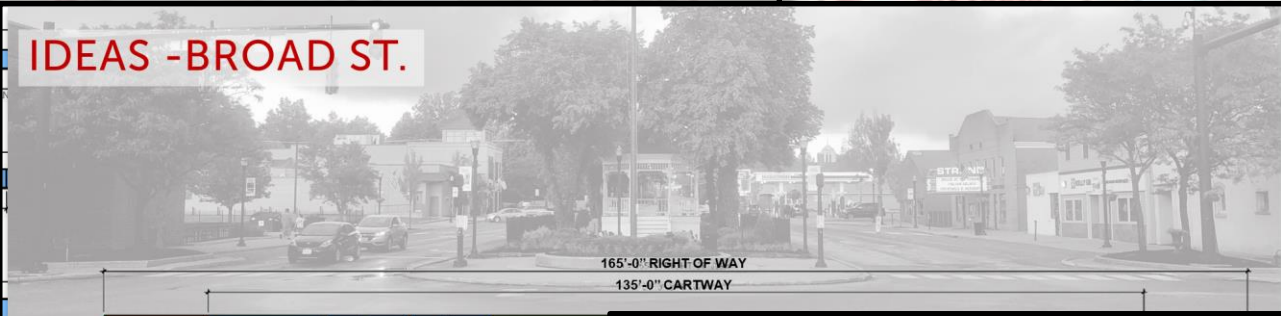


College Street

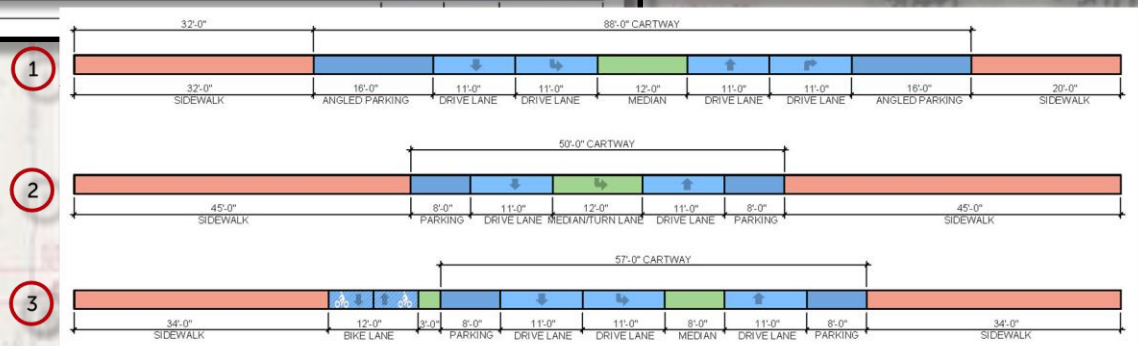
IDEAS - COLLEGE ST.



IDEAS - BROAD ST.



IDEAS - HIGH ST.



PARKING

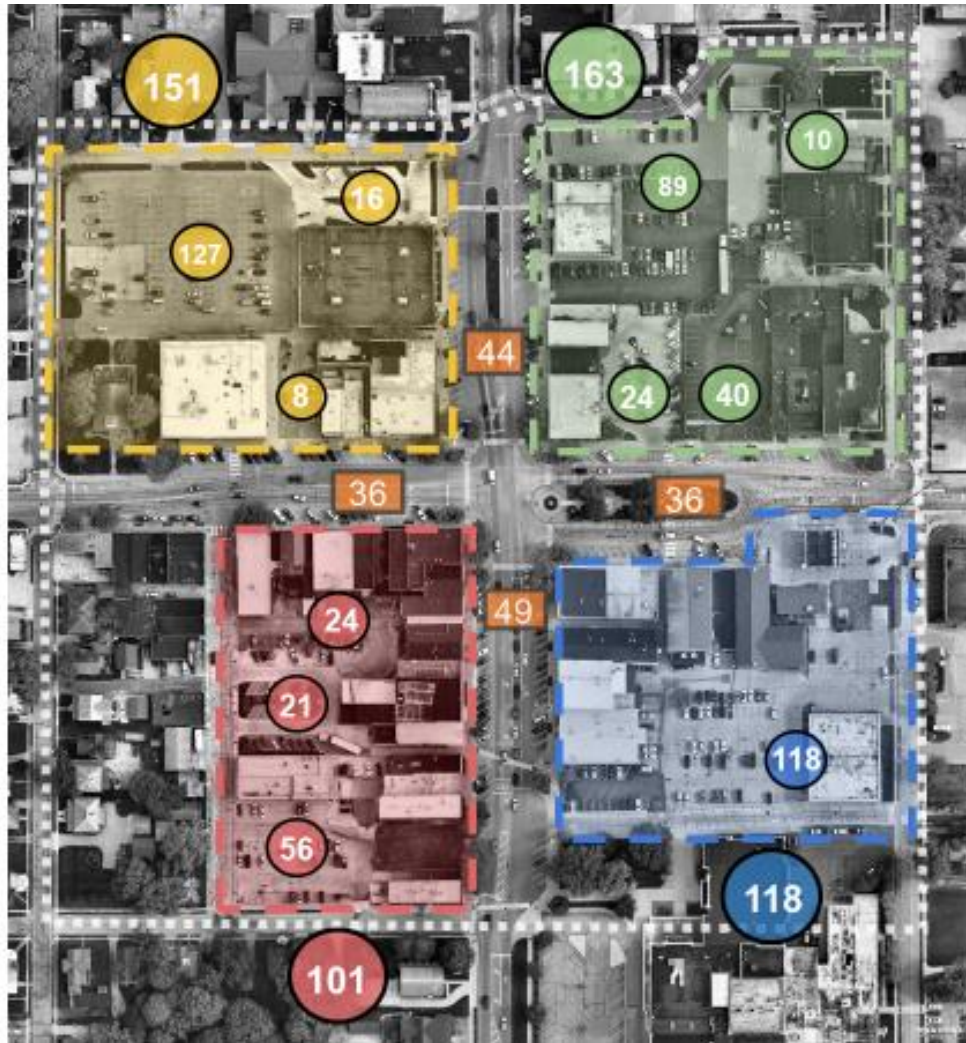
EXISTING

PARKING SPACE TYPES

SURFACE PARKING LOTS 533

ON-STREET PARKING 165

TOTAL PARKING: 697



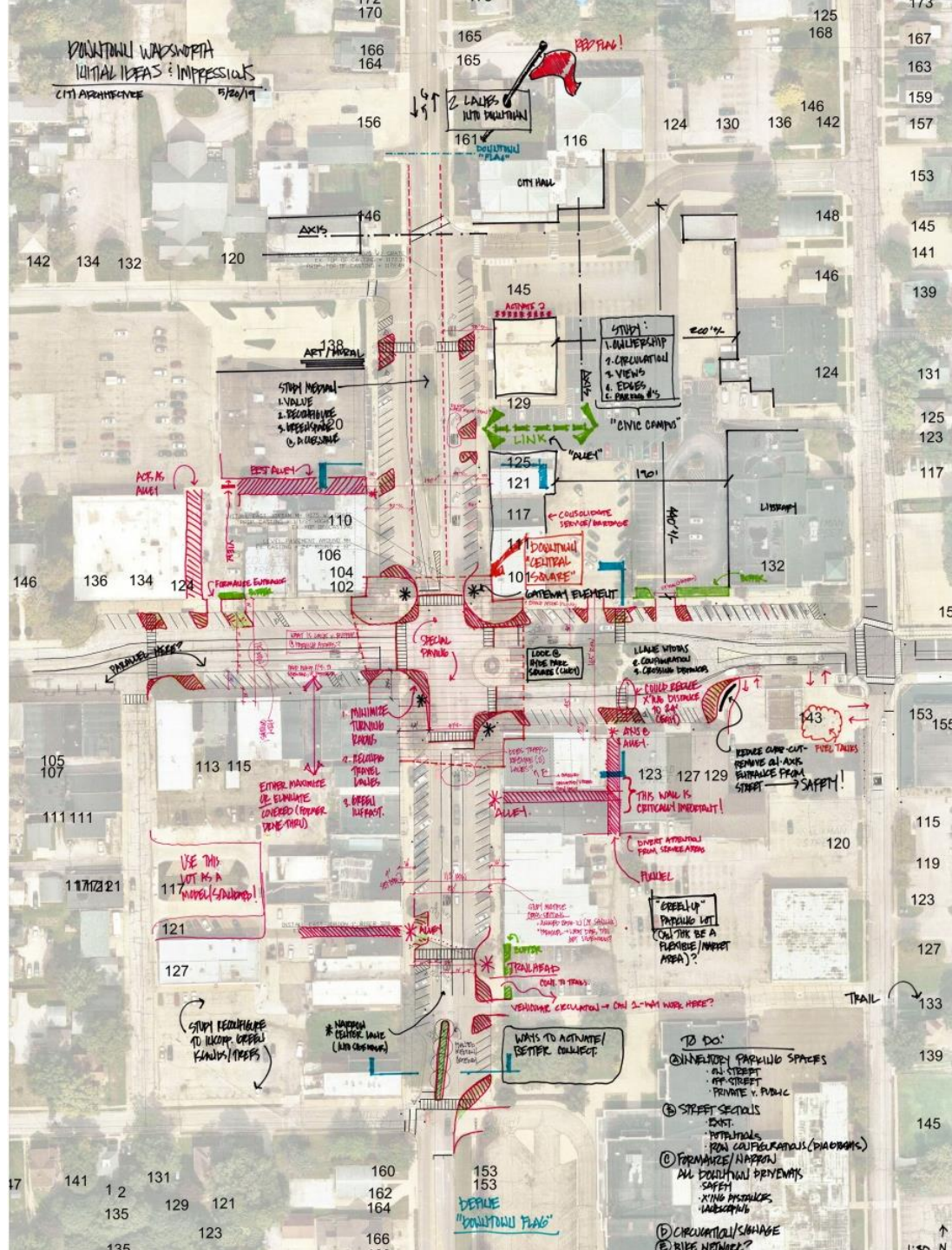
PARKING



CITY OWNED PROPERTY

IDEA MAP

INITIAL IMPRESSIONS + IDEAS



An aerial photograph of a city street grid, showing buildings, parking lots, and roads. A large, semi-transparent red-bordered white box is centered over the image, containing the text 'COMMUNITY OUTREACH' in bold, black, sans-serif capital letters.

COMMUNITY OUTREACH

VISIONING PLAN

2016
2017

2018

2019

IMPLEMENTATION
COMMITTEE #1
*Introduction to Downtown
Infrastructure Project*

4/30

5/30

FIRST FRIDAY
PUBLIC OUTREACH
Streetscape Design Features

7/5

7/23

BRANDING
INITIATIVE

TEMPORARY PATIO
+ BIKE CORRAL

STAKEHOLDER
MEETING #1
Business Owner Feedback

STAKEHOLDER
MEETING #2B
Gazebo Concerns

IMPLEMENTATION
COMMITTEE #2
*Existing Conditions and
Public Outreach Results*

MEETINGS +
OUTREACH

2019-2020

9/17
-11/1

8/26

8/21

7/23

IMPLEMENTATION
COMMITTEE #3
Proposed Alternatives

STAKEHOLDER
MEETING #2A
Proposed Parking Impacts

STAKEHOLDER
MEETING #3
*Business Owner Feedback
(Alternatives)*

PUBLIC
MEETING #2
Proposed Plan

10/23

12/11

2020

01/22

01/29

PUBLIC
MEETING #1
Alternatives

IMPLEMENTATION
COMMITTEE AND
STAKEHOLDER
MEETING #4
Proposed Plan



**JULY FIRST
FRIDAY**
[PUBLIC OUTREACH]



**EXPERIENCE
WADSWORTH**



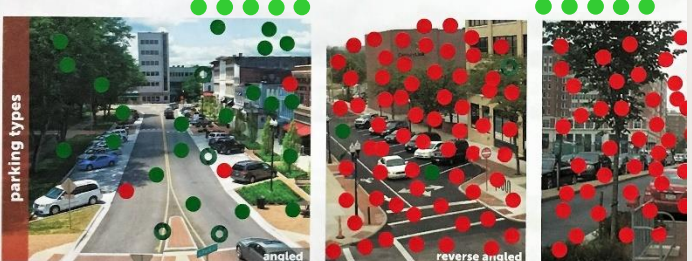
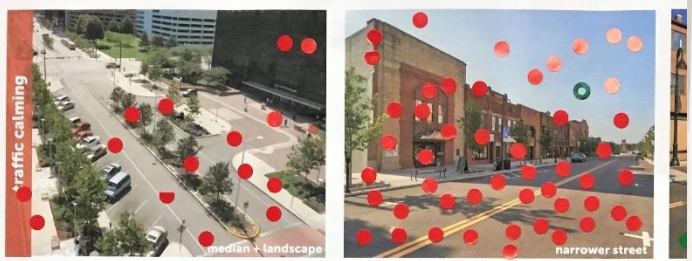
MOBILITY + CONNECTIO

PEDESTRIAN EXPERIENCE

PUBLIC SPACE + IDENTITY

[examples]

Like it or not? Apply a sticker. LIKE: GREEN



Like it or not? Apply a sticker. LIKE: GREEN



Like it or not? Apply a sticker. LIKE: GREEN or DISLIKE: RED



TESTING IDEAS





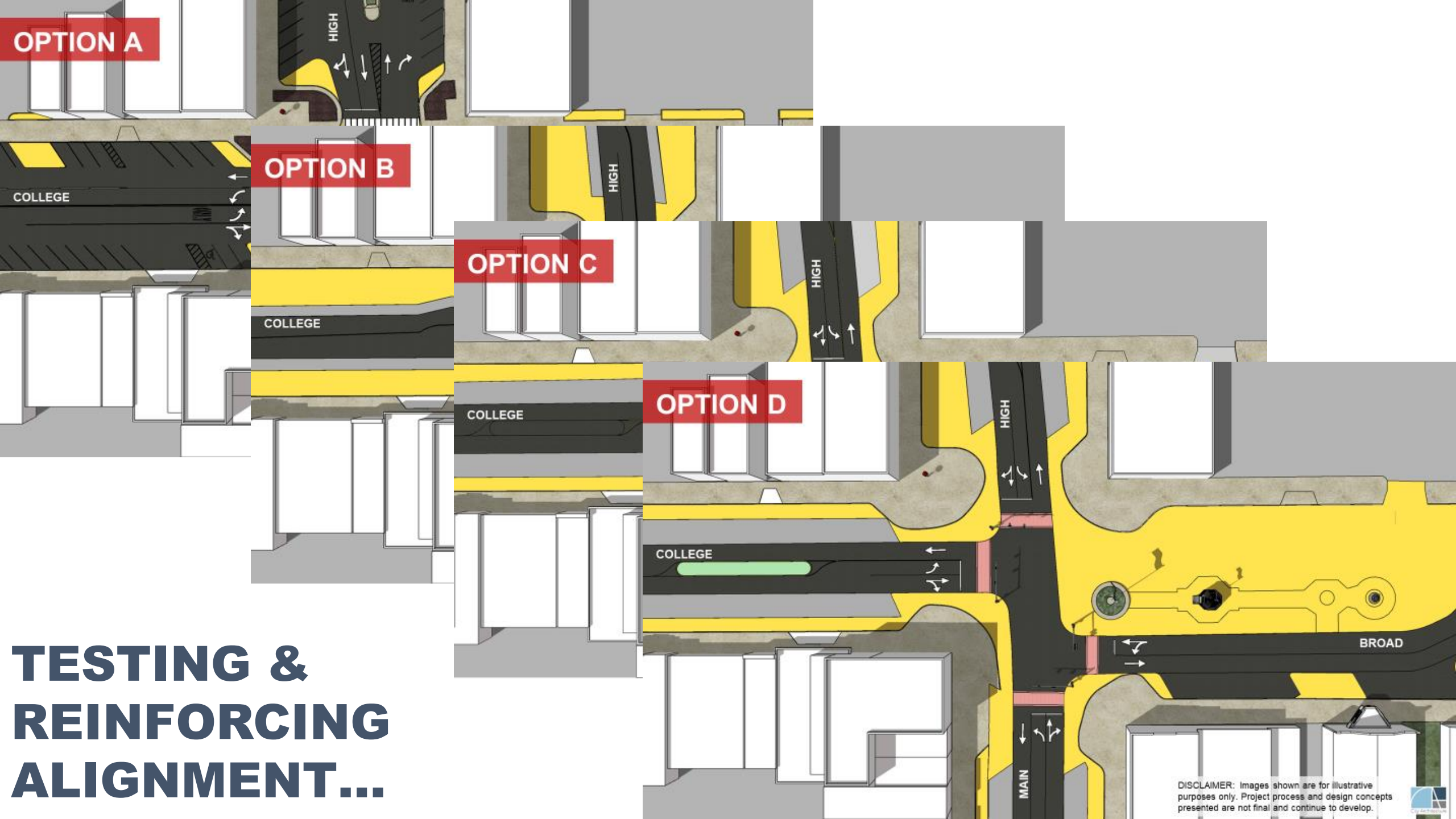
KEY TAKEAWAYS FROM INPUT



- 1. REPLACE 100 YEAR OLD INFRASTRUCTURE**
- 2. WIDER SIDEWALKS**
- 3. RETAIN PARKING**
- 4. RECONFIGURE INTERSECTION AND LANES**
- 5. MAKE EXISTING FEATURES MORE PROMINENT AND ACCESSIBLE**
- 6. SAFER PEDESTRIAN CROSSINGS**
- 7. BIKE INFRASTRUCTURE CONSIDERATIONS**



KEEP THE PARKING!



OPTION A

OPTION B

OPTION C

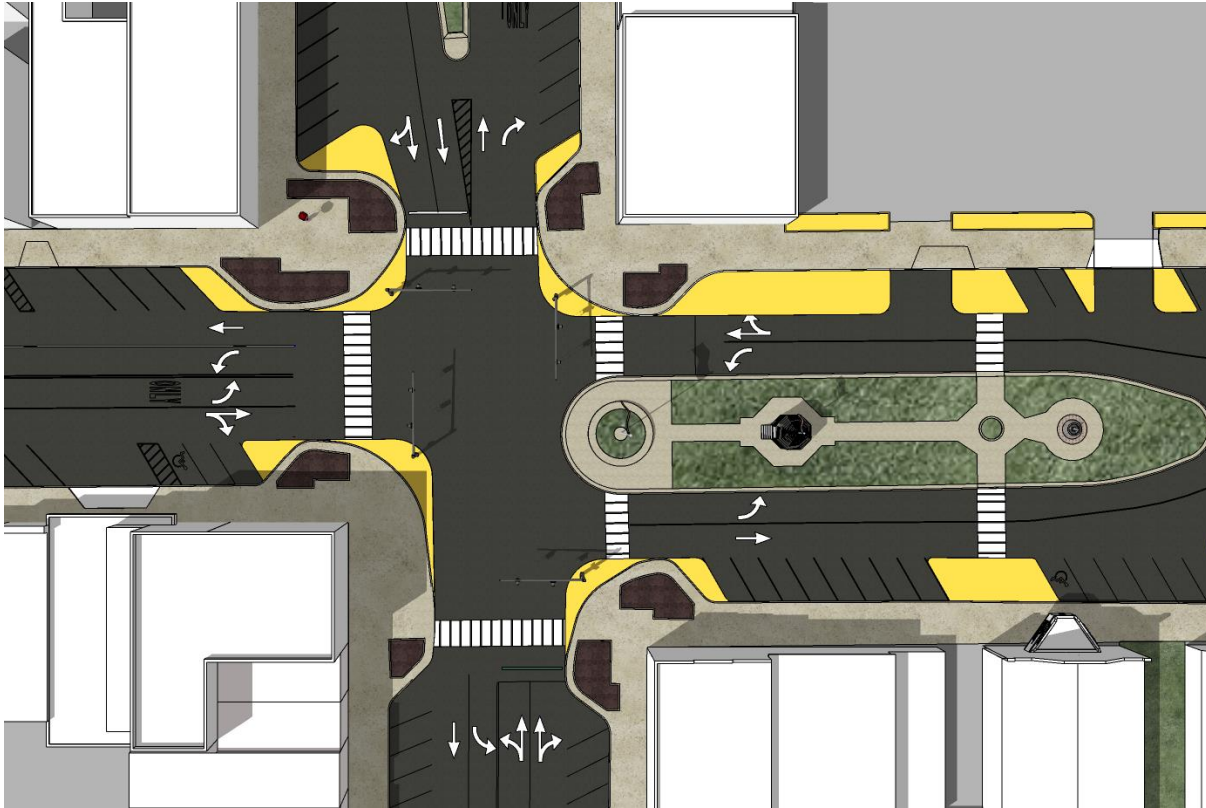
OPTION D

TESTING & REINFORCING ALIGNMENT...

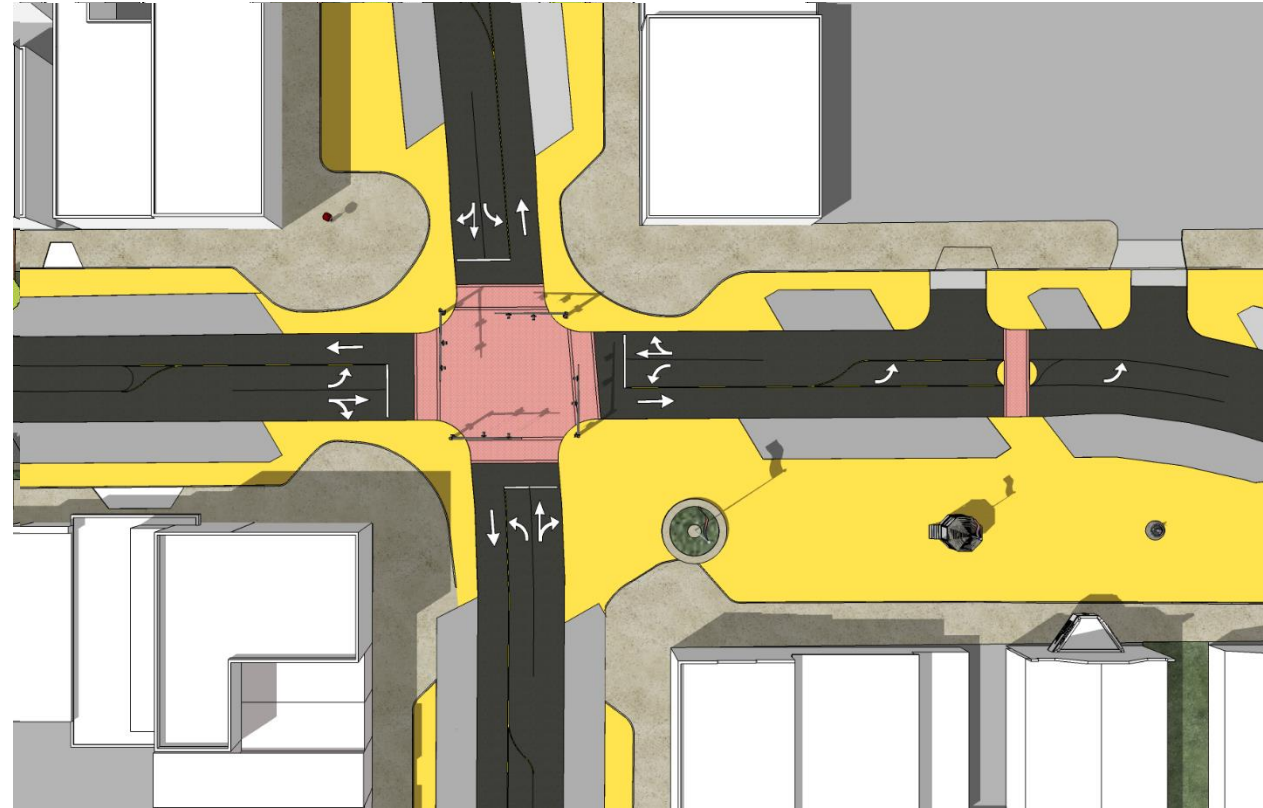
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OPTION A



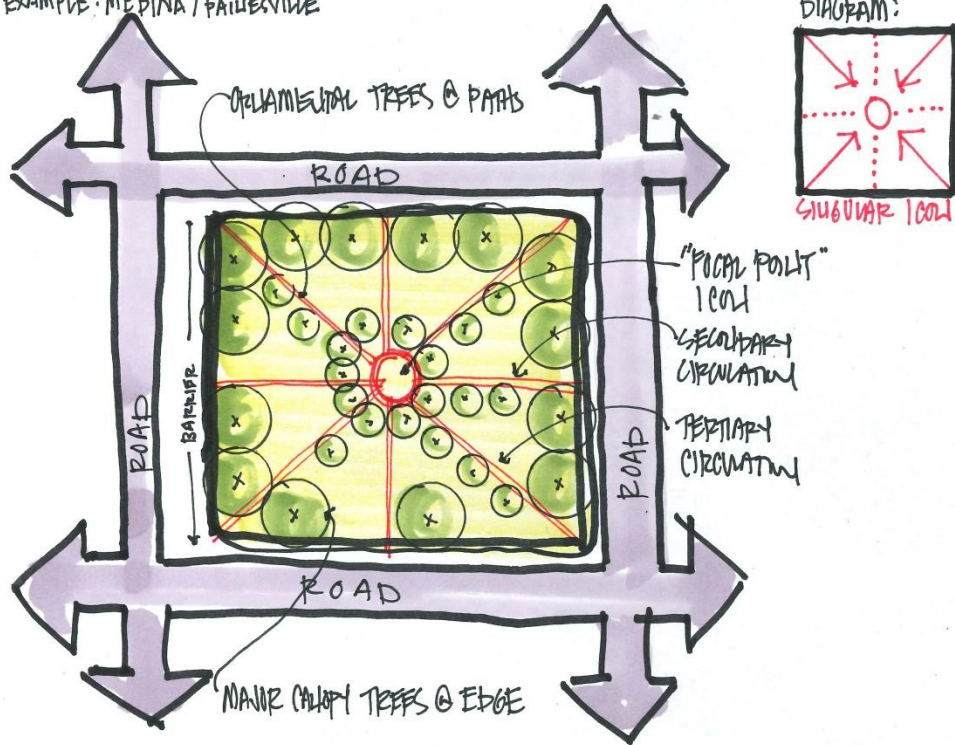
OPTION C



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TRADITIONAL WESTERN RESERVE "SQUARE" (DONUT)

EXAMPLE: MEDINA / PALMESTINE



CENTRALIZED "FOCUS" / FOCUS

↳ RADIAL FROM THERE

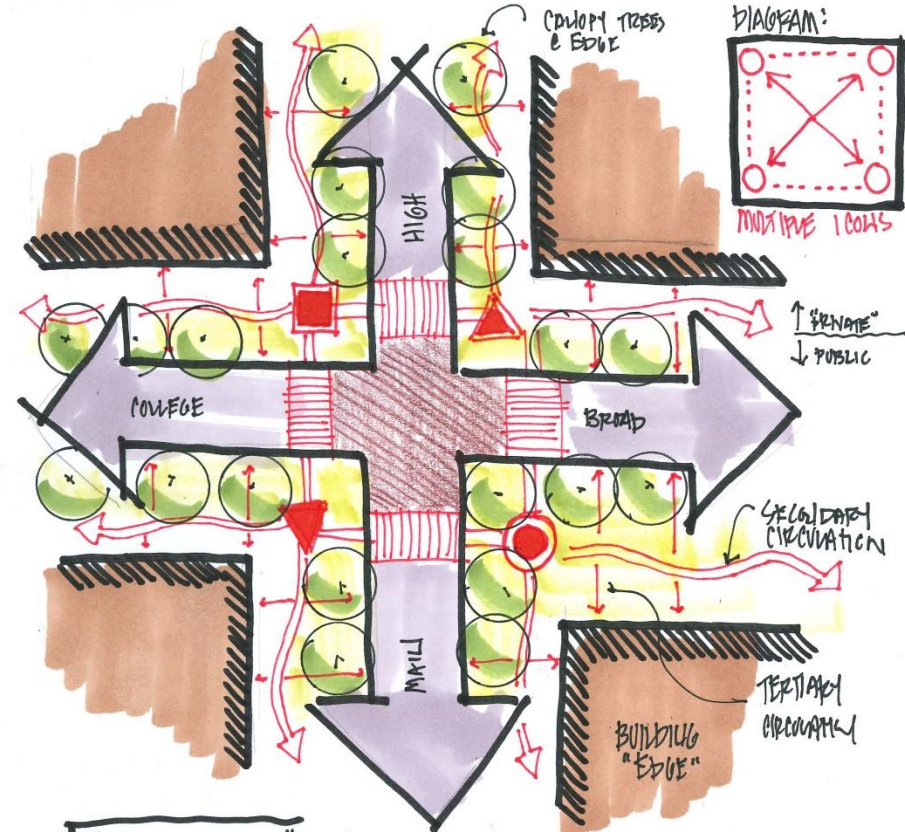
"ALL PATHS LEAD TO..."

PEDESTRIANS MUST COMMIT TO VISIT

↳ ISOLATED / ISLAND

↳ INTERIOR EXPERIENCE

DOWNTOWN MAPSWORTH "4 NODES" (SPOKES)



MULTIPLE "FOCUS" - 4 FOCUS @ SQUARE

↳ COLLECTED

↳ ACCESSIBLE: SOMETHING FOR EVERYONE

↳ EXPANDED @ SOUTHWEST / CAZERO

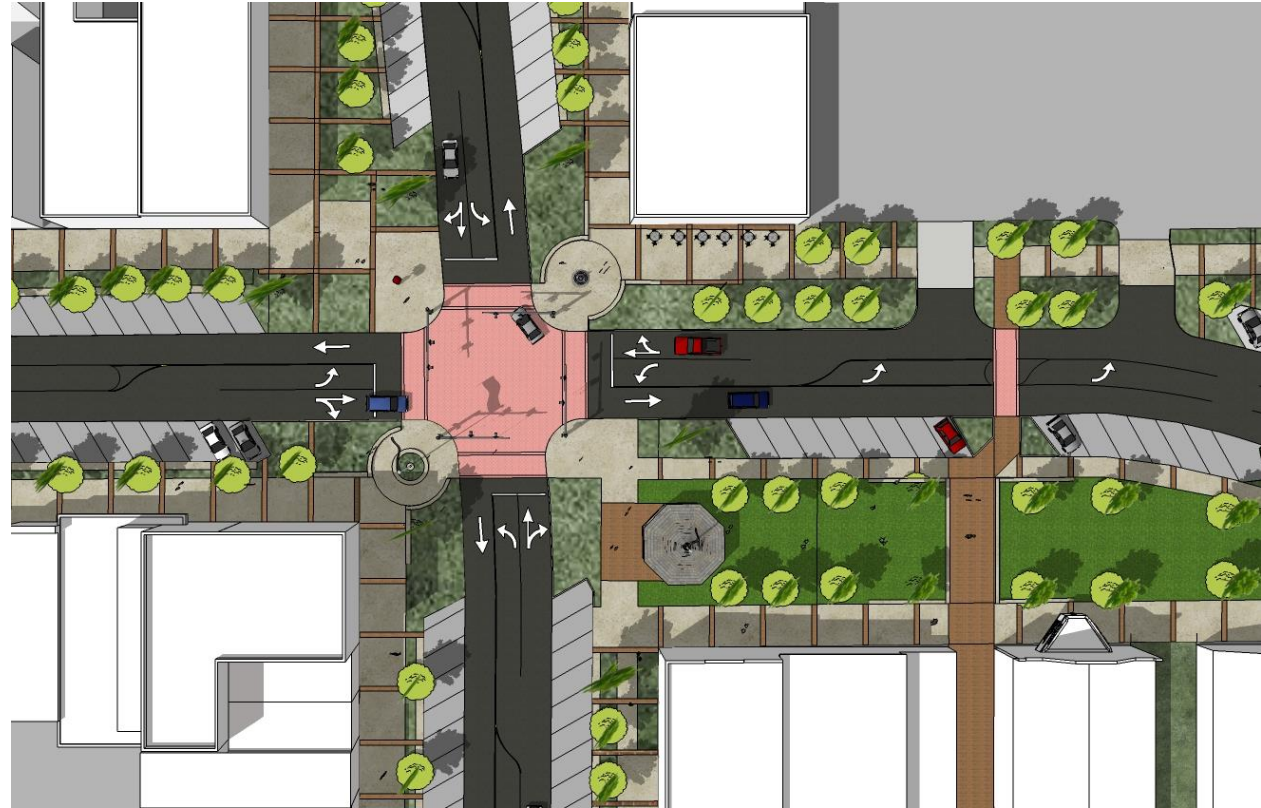
"ALL PATHS LEAD TO..."

↳ SIDEWALKS / AWAYS / "CUT-THROTS"

OPTION A



OPTION C



BEGINNING TO DESIGN

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PRELIMINARY COST

OPTION A

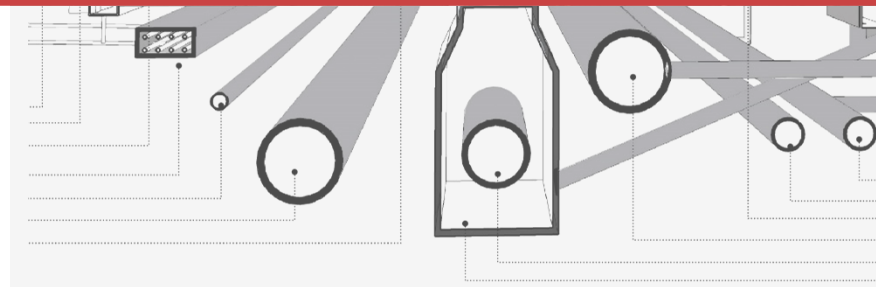
ABOVE GROUND: \$1 MILLION

(STREETSCAPE: PAVING, SIDEWALKS, LANDSCAPING, SEATING, ETC.)

BELOW GROUND: \$6 MILLION

(UTILITY REPLACEMENT: WATERWORKS, SANITARY, DRAINAGE)

TOTAL: \$7-10 MILLION



OPTION C

ABOVE GROUND: \$3.6 MILLION

(STREETSCAPE: PAVING, SIDEWALKS, LANDSCAPING, SEATING, ETC.)

BELOW GROUND: \$6.4 MILLION

(UTILITY REPLACEMENT: WATERWORKS, SANITARY, DRAINAGE)

TOTAL: \$10-13 MILLION



Downtown Infrastructure Project

Date Created: December 12, 2019

Public Meeting
12/11/19

[Embed](#) [Download](#)



**GET “IT” RIGHT...
TOO IMPORTANT,
TOO BIG,
TOO INVESTED ...**

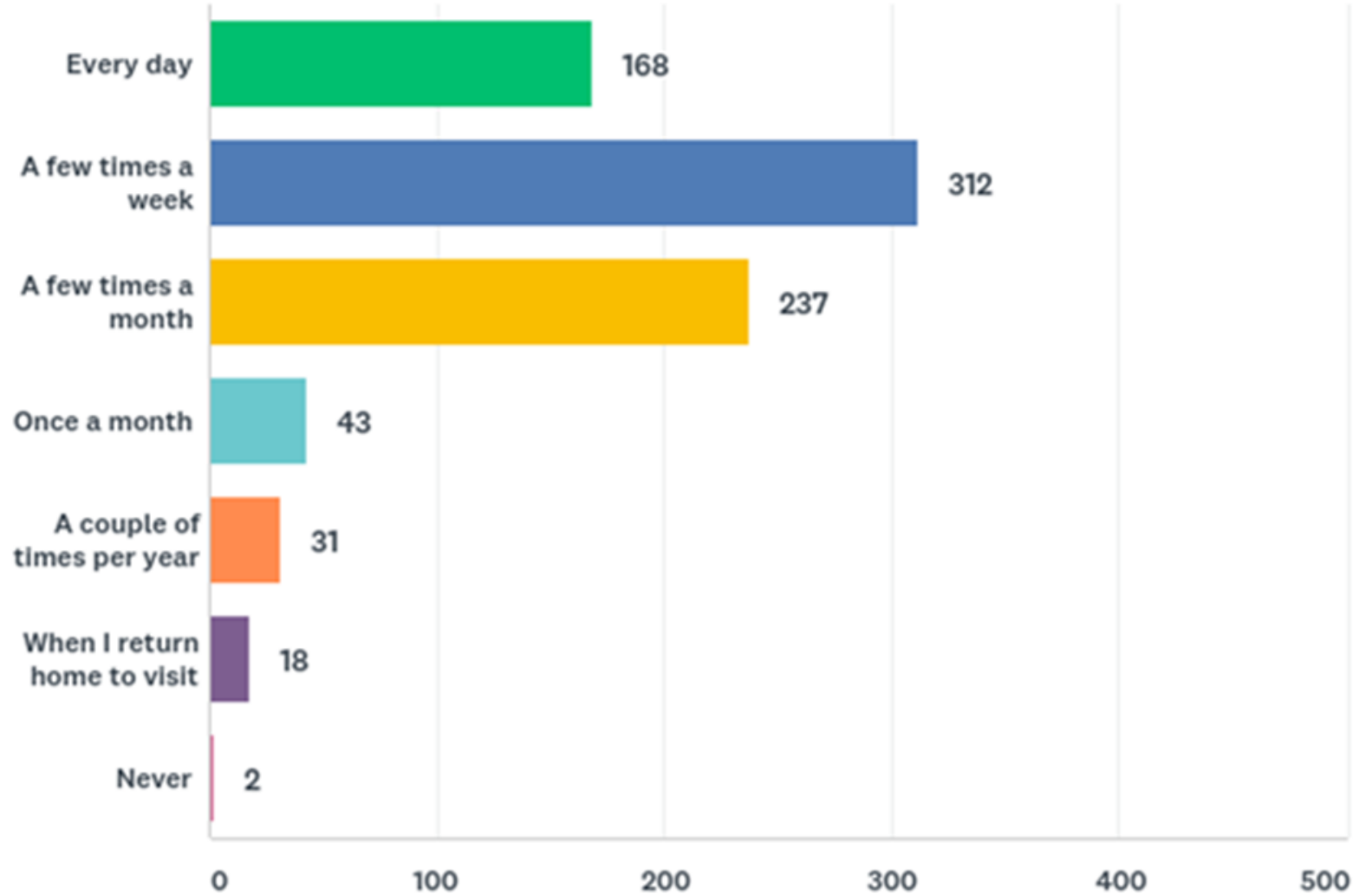
**PLEASE TAKE OUR
DOWNTOWN
INFRASTRUCTURE
PROJECT
SURVEY!**



SURVEY RESULTS

BASED ON 811 PARTICIPANTS

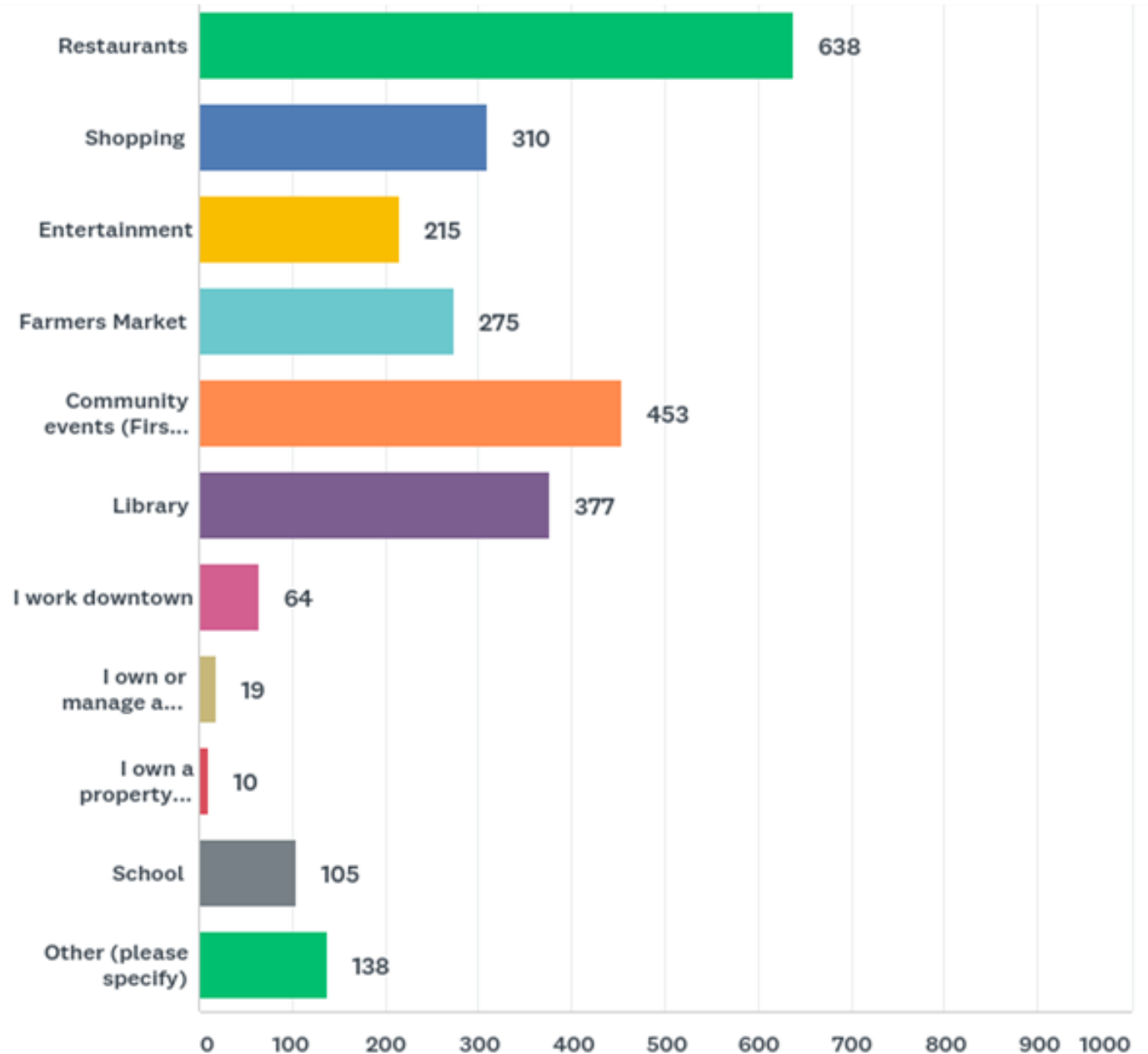
How OFTEN THEY VISIT DOWNTOWN



SURVEY RESULTS

BASED ON 811 PARTICIPANTS

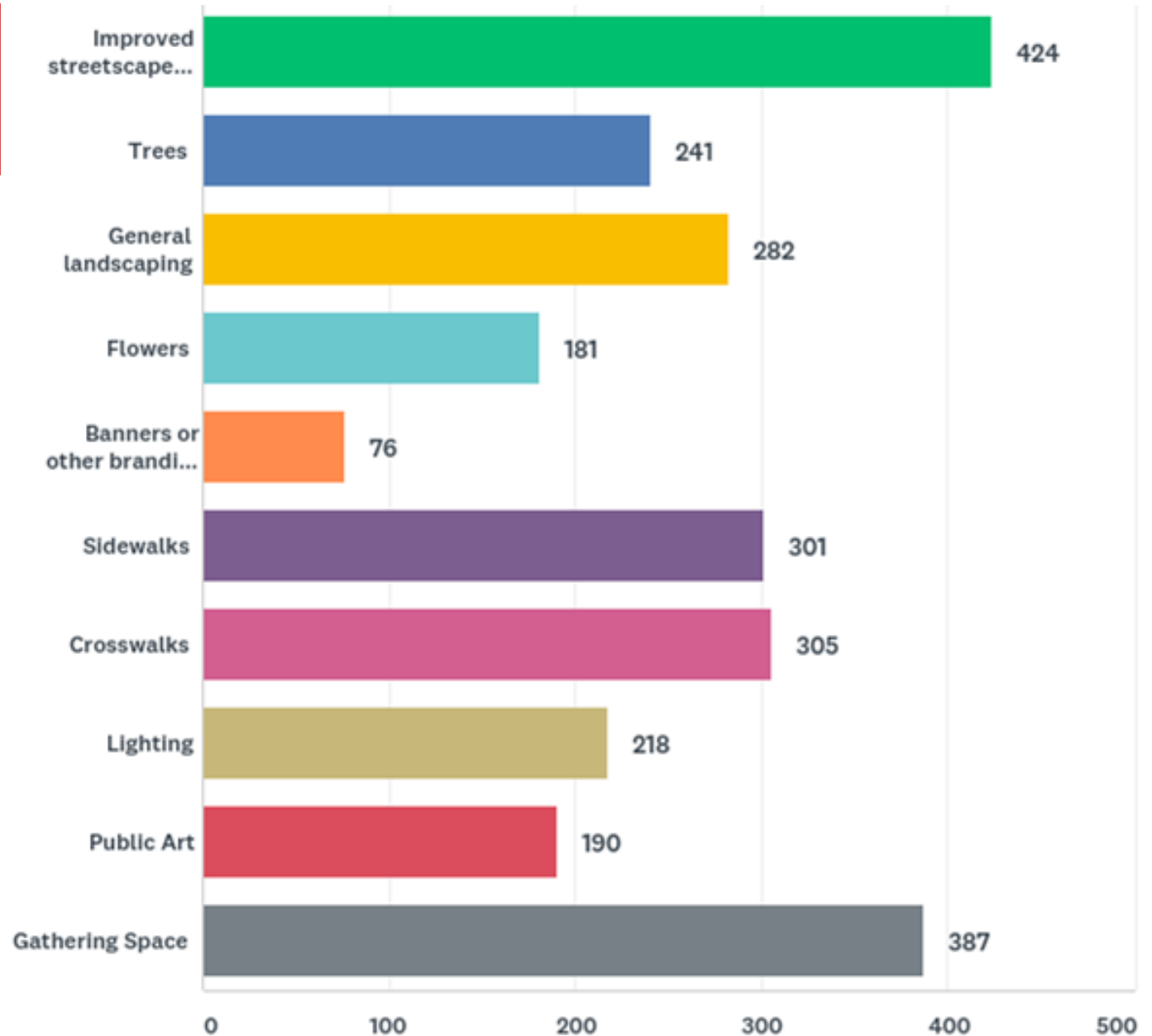
WHY THEY VISIT DOWNTOWN



SURVEY RESULTS

BASED ON 811 PARTICIPANTS

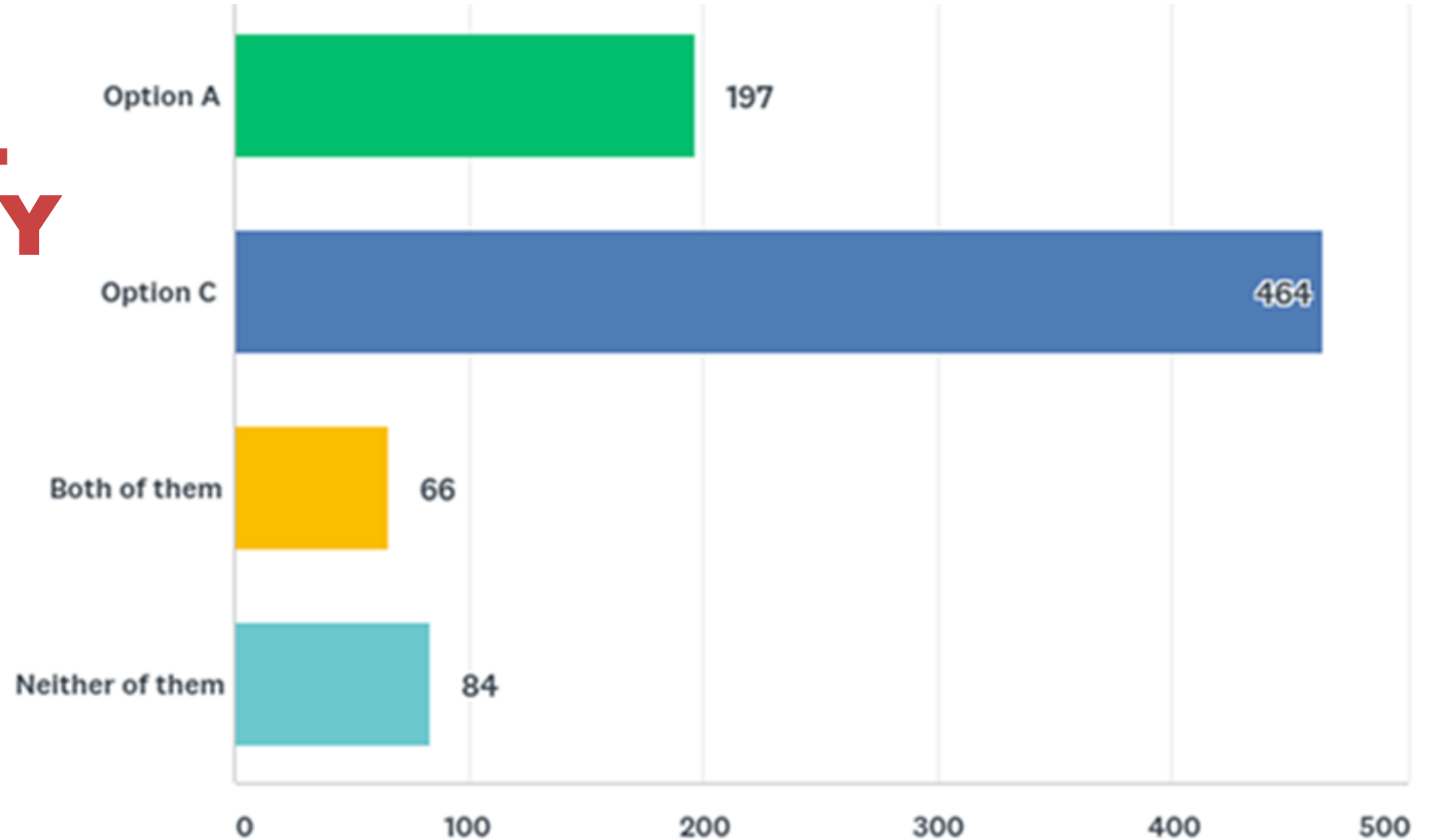
WHAT STREETScape FEATURES NEED TO BE ADDRESSED OR IMPROVED UPON?



SURVEY RESULTS

BASED ON 811 PARTICIPANTS

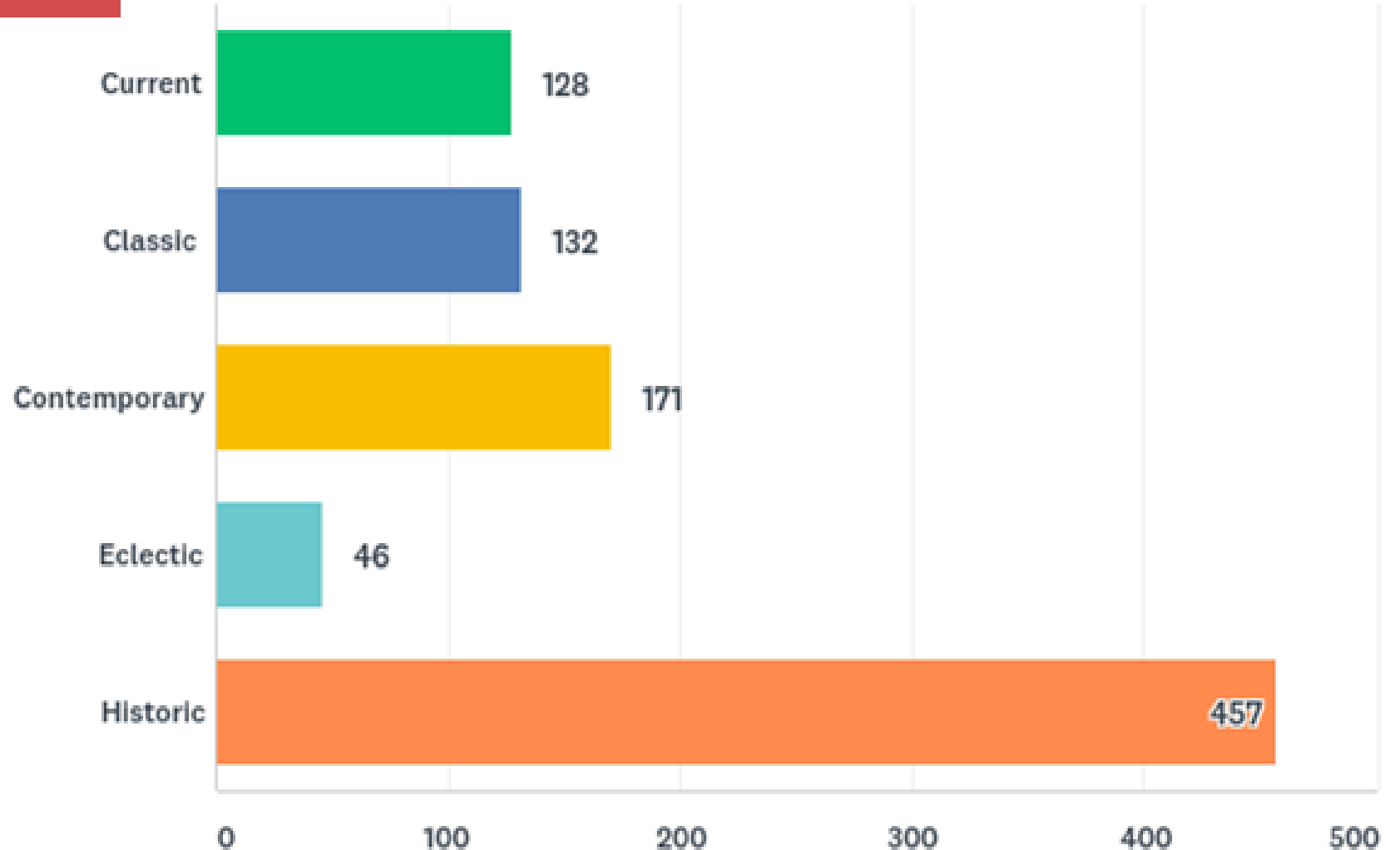
CONCEPTUAL DESIGNS THEY LIKE



SURVEY RESULTS

BASED ON 811 PARTICIPANTS

STYLE OF OUTDOOR FURNITURE OR AMENITIES



SURVEY RESULTS

BASED ON 811 PARTICIPANTS

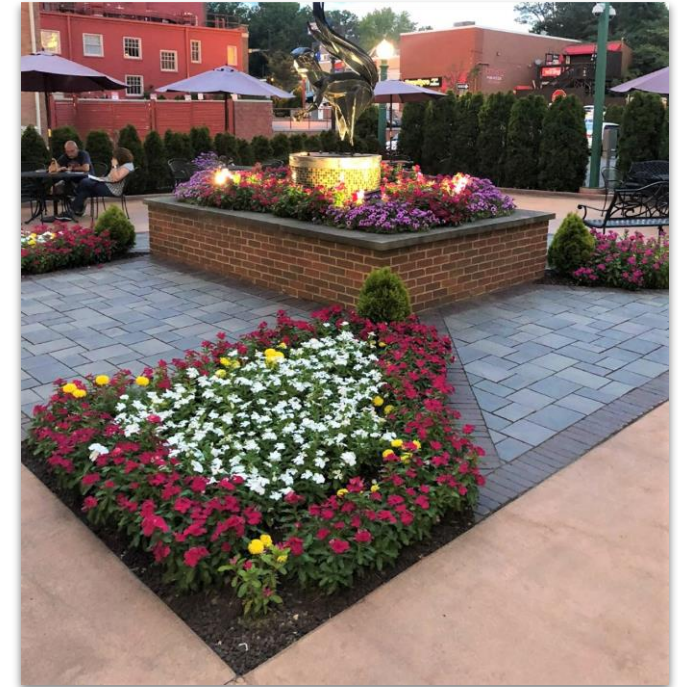
MOST LIKED STREETScape MATERIALS/IDEAS:



439



328



323

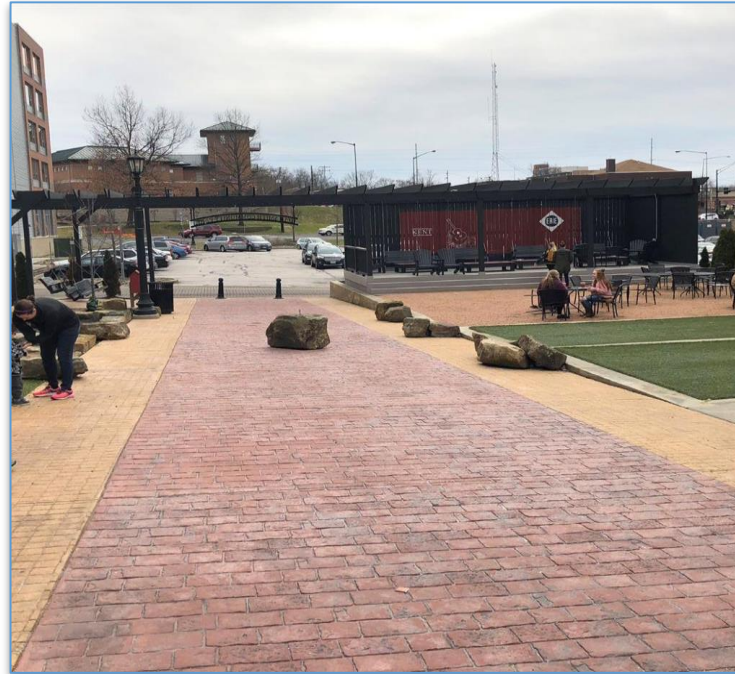
SURVEY RESULTS

BASED ON 811 PARTICIPANTS

MOST LIKED SIDEWALK MATERIALS:



159



108



81

SURVEY RESULTS

BASED ON 811 PARTICIPANTS...344 ANSWERS

COMMENTS ON OPTION A:

“Still doesn’t address open green space.”

“I don’t feel it addresses the safety needs for the area.”

“It’s boring and plain.”

“Cheap/less expensive.”

“Keeps traditional look of downtown.”

“Not enough change for the dollars.”

“Doesn’t fix the downtown road problem.”

“Keeps current parking.”

“There is not much change. Doesn’t address traffic issues. I really like Option C where the roads are realigned”

SURVEY RESULTS

BASED ON 811 PARTICIPANTS...446 ANSWERS

COMMENTS ON OPTION C:

“More green space.”

“Wider sidewalks for better uses.”

“I like the ability to maintain landmark assets by relocation and better use.”

“Fixes traffic/pedestrian issues.”

“Will bring more people downtown.”

“It’s the right plan for our future. We’ve always been a community looking to the future.”

“A good idea for looks and cost effectiveness.”

“Too much change.”

“Fresh and new.”

“Aligns the street which is very important.”

“Concerned with one lane exiting.”



CONCEPTUAL DESIGN RECOMMENDATION

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College St

High St

Main St

Broad St

DOWNTOWN WADSWORTH



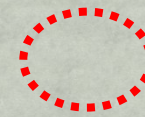
OVERALL CONCEPT



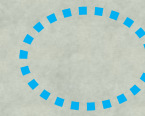
PLACES FOR ACTIVITY & ENERGY



PLANTING WADSWORTH'S FLAG



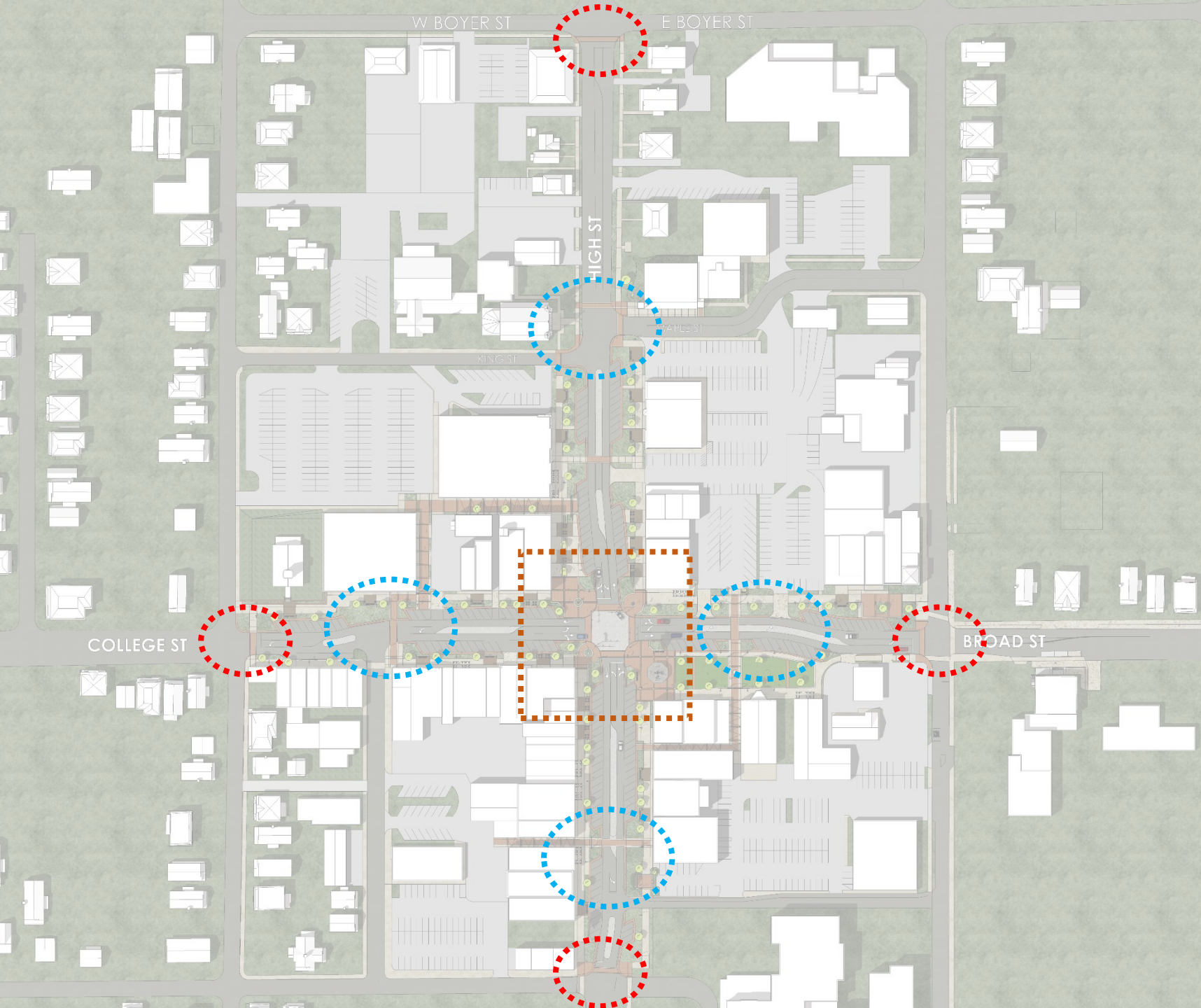
INTRO



WELCOME



YOU'VE ARRIVED





MORE OF THIS



THROUGHOUT DOWNTOWN ←



ACCESSIBLE & BEAUTIFUL

QUIET & SPECIAL





WELCOMING & HELPFUL



SAFE & CONNECTED



STRAND
COM... ON:
A ST... CAPE UNMATCHED

U.S. PASSPORTS
MEDINA COUNTY
AUTO TITLE

TITLE BUREAU

KELLY GRAHAM

ACTIVE & FUN



UNIQUE & AUTHENTIC





A STREETSCAPE UNMATCHED

NEXT STEPS

Detailed Design

Private Utility Installation

Water & Sewer Installation

Construction of Surface Items



2020



2021



2021



2021 - 2022

- Design of icons
- Landscaping
- Hardscape Materials
- Amenities
- Aesthetics

- Business Hours
- Working Days
- Deliveries
- Accessibility Items
- Any Special Details

- Project Roll-out
- Phasing
- Expectations
- Timing
- Who to call

A Streetscape Unmatched



An aerial architectural rendering of a city intersection. The scene features a central plaza with a light-colored, textured ground surface. Surrounding the plaza are several multi-story buildings with brick and stone facades. A prominent building on the right has a flagpole with an American flag. The streets are paved with asphalt and feature white directional arrows and lane markings. There are several cars and pedestrians visible, suggesting a busy urban environment. The overall style is a detailed 3D perspective view.

QUESTIONS?