

LORAIN

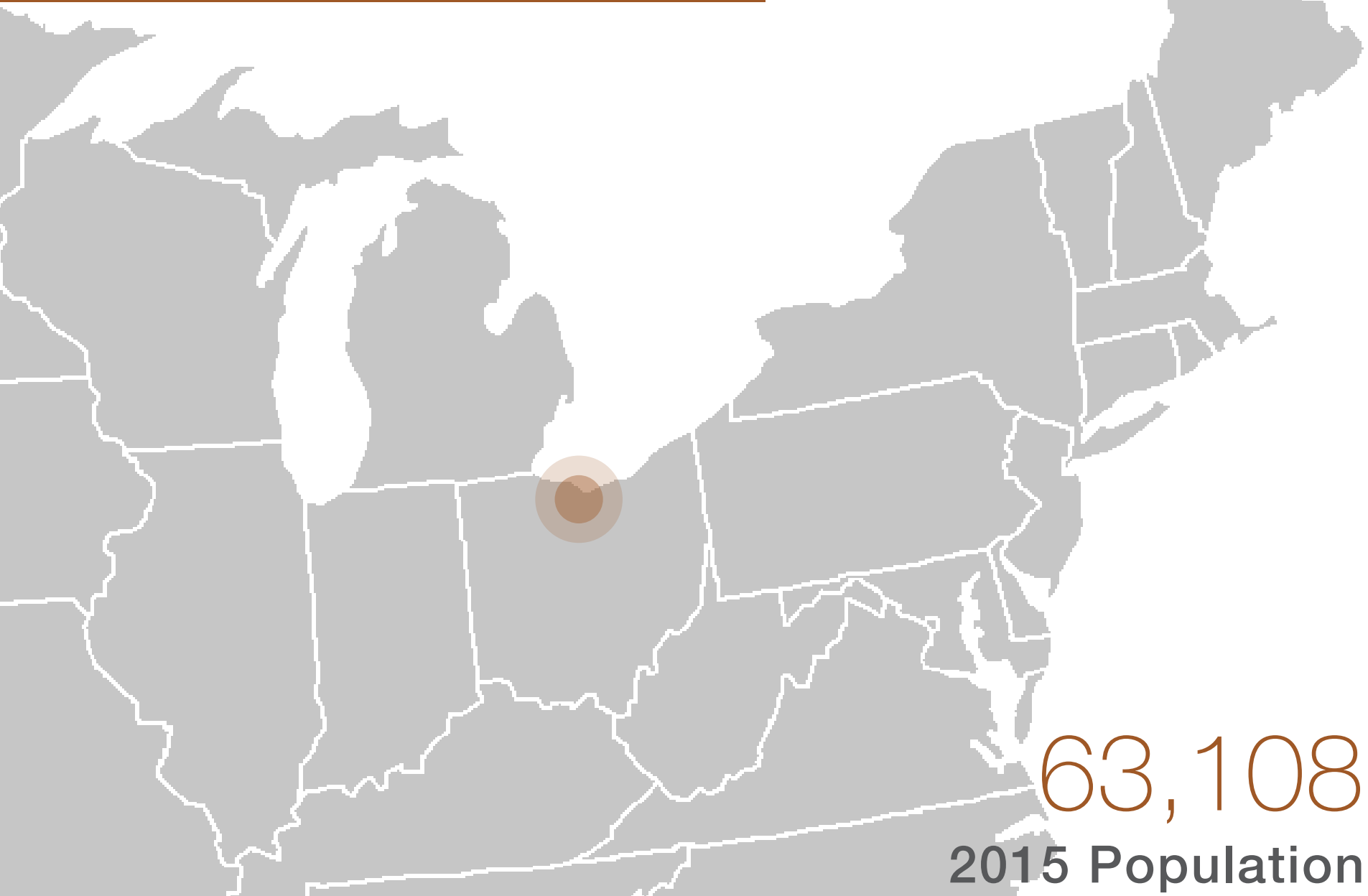
Comprehensive Plan



Thank you for coming! Please take a seat for the presentation.

LORAIN

Planning for the Future



63,108

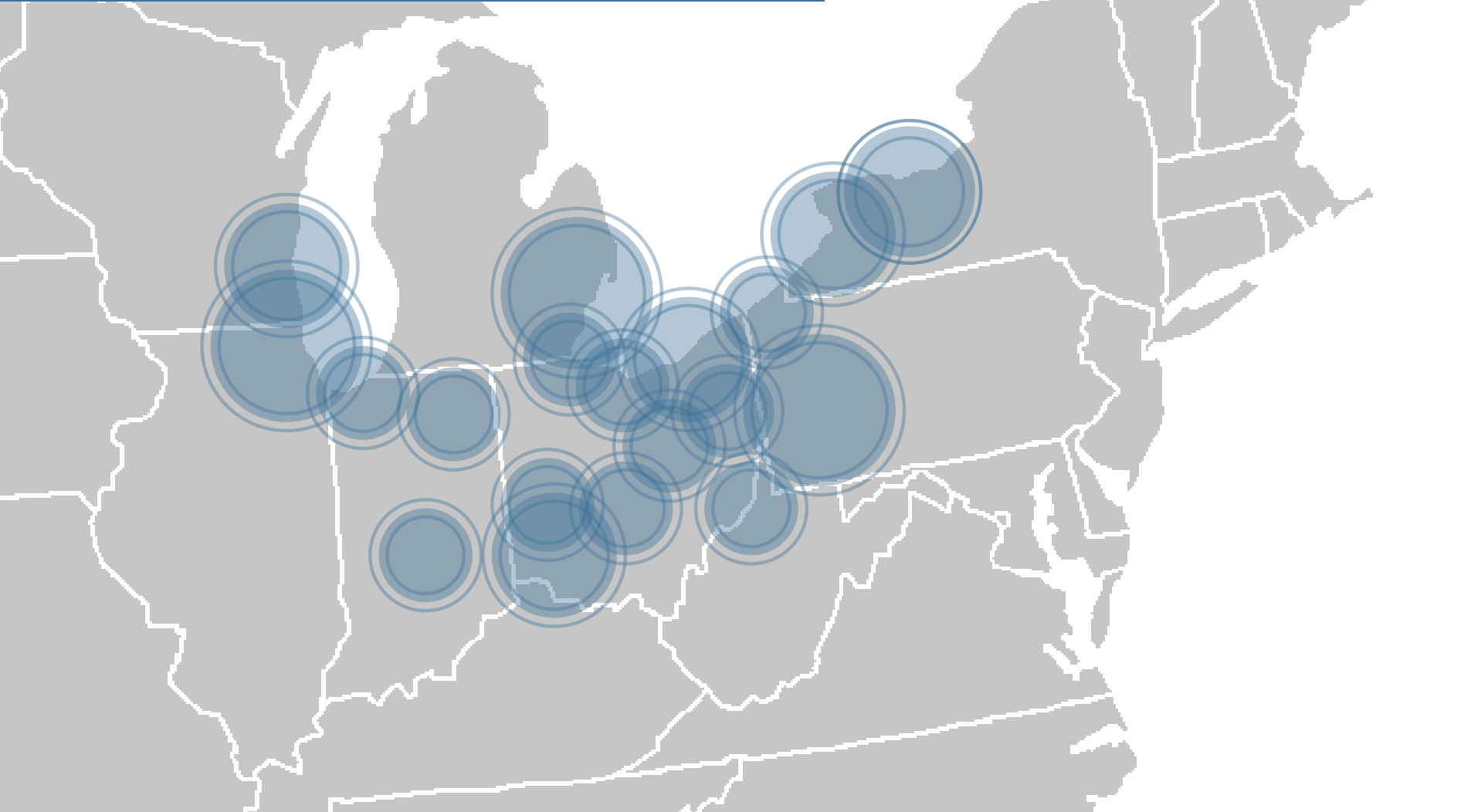
2015 Population

STEEL BELT

History of Manufacturing

Strong Local Economies

Built the National Economy

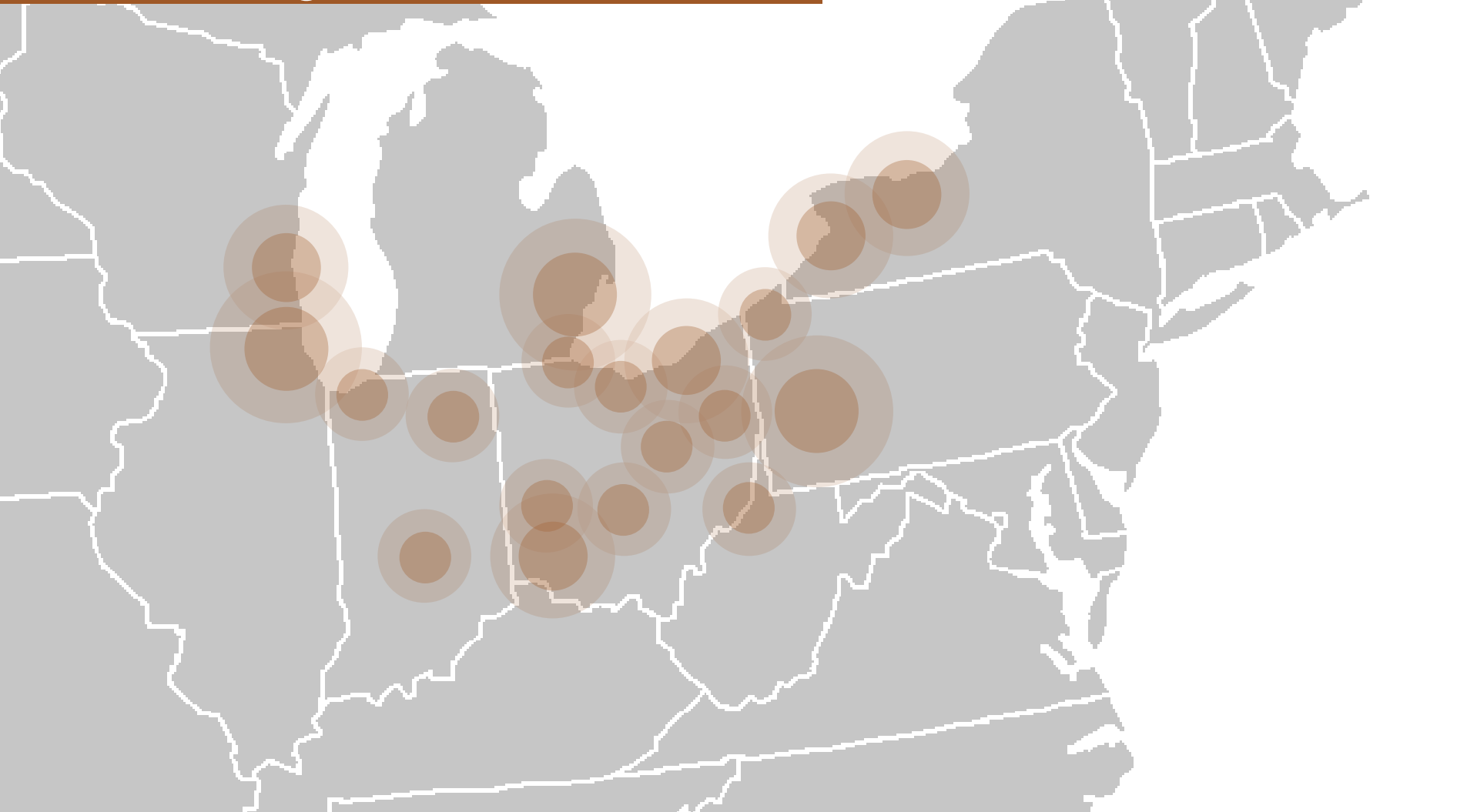


RUST BELT

Automated Manufacturing

Global Trade Policies

Shrinking Local Economies





WHAT DOES THIS MEAN FOR LORAIN?

WHO WE ARE



MEET OUR TEAM

- PROJECT MANAGEMENT
- PLANNING + URBAN DESIGN
- COMMUNITY ENGAGEMENT
- ENGINEERING



MEET OUR TEAM

- NEIGHBORHOOD PLANNING
- CITIZEN INVOLVEMENT
- URBAN ANALYSIS AND RESEARCH
- LORAIN COUNTY NATIVE

**SIDE
STREET
PLANNING**



1. PRESENTATION

A) WHAT YOU TOLD US

B) INTERACTIVE QUESTIONS

C) IDEAS

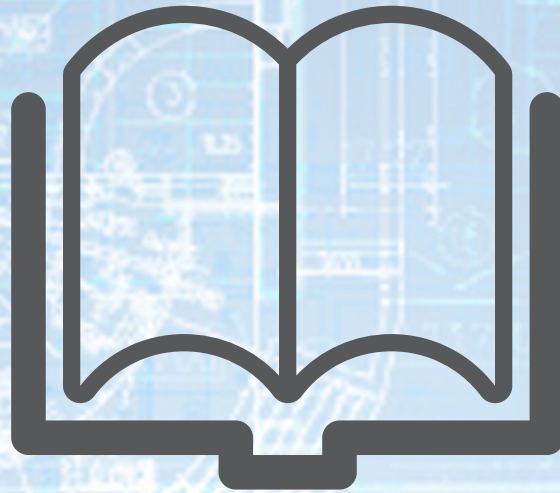
2. OPEN HOUSE ACTIVITIES

A) BREAKOUT STATIONS

B) PRIORITIZATION EXERCISE

AGENDA

WHAT IS A COMPREHENSIVE PLAN?



**A community's blueprint
for the future.**

WHAT IS A COMPREHENSIVE PLAN?

- **Guides future land use decision making**
- **10-20 year time frame**
- **Integrated with other city policies**

PROJECT PROCESS

Existing
Conditions

Public
Goals &
Desires

Best
Practices



PROJECT PROCESS

Project Launch

Technical Analysis

Community Engagement

Identify Priorities

Develop Plan Concepts

Community Engagement

Show off the Plan!

YOUR INPUT

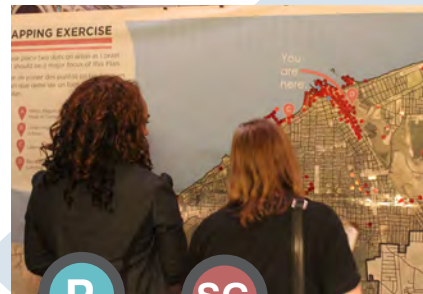
Planning Process: Who was involved?

SC Steering committee

S Stakeholders

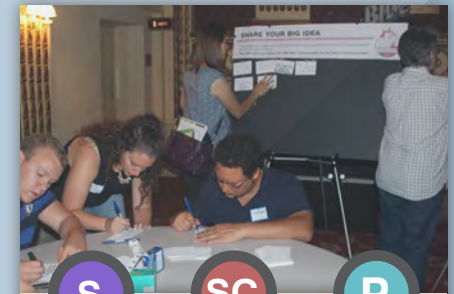
C City staff

P Public meetings



P **SC**

Mapping Exercise



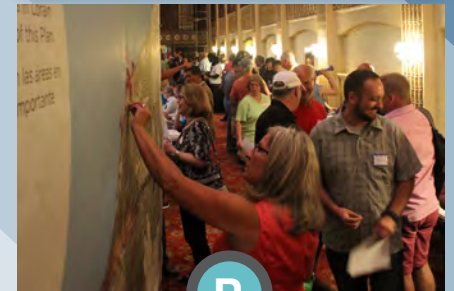
S **SC** **P**

Big Ideas



P

Survey

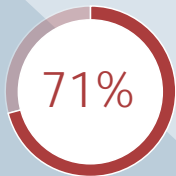


P

Initiative Prioritization

YOUR INPUT

Public Survey: What did we learn?



of the 178 surveys were completed.



of respondents have lived in Lorain for 20+ years.

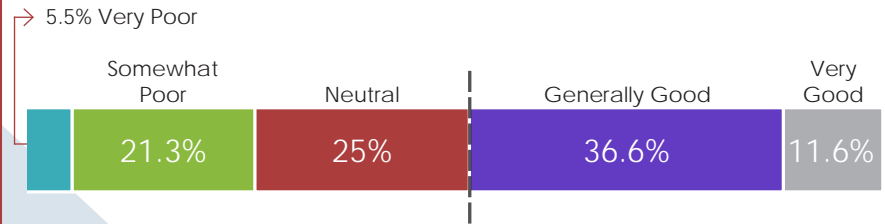


of respondents are homeowners.

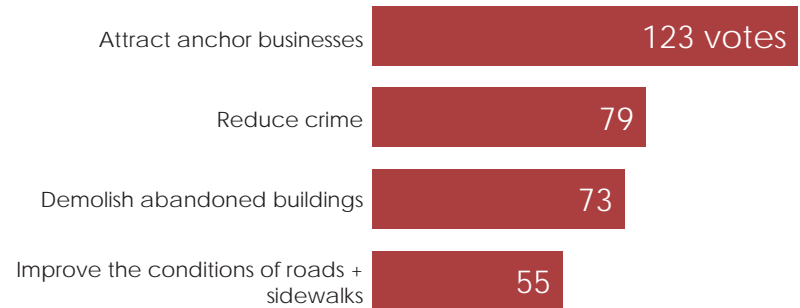
1

Neighborhoods need to be stabilized.

How do you perceive the quality of life in your neighborhood?



What specific things can the City do to improve the quality of life in Lorain's neighborhoods? Specify three.

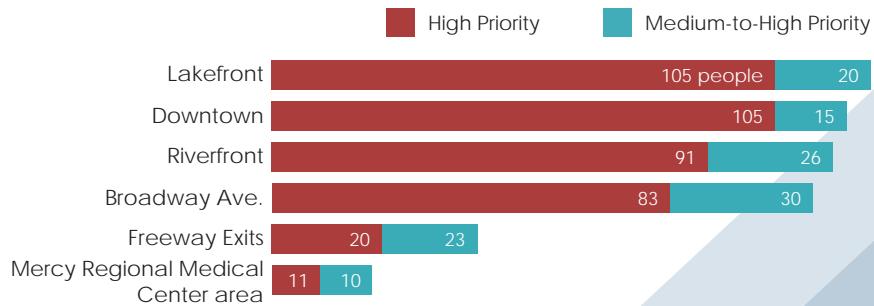


YOUR INPUT

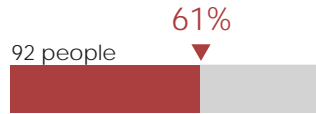
2

Downtown needs to be a priority for development.

What areas in Lorain should be a focus for redevelopment?



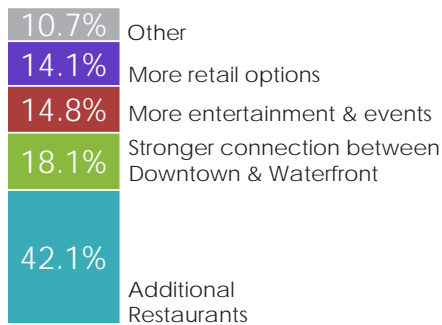
How many people visit Downtown at least a couple of times per month.



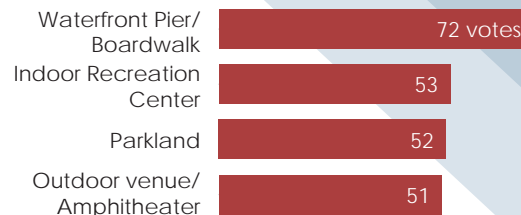
How many people visit the Lakefront at least a couple of times per month.



What would encourage you to visit Downtown more often?



What type of recreation opportunities would you like to see more of Lorain? Specify three.



YOUR INPUT

Mapping exercise

What did we learn?



1

Downtown



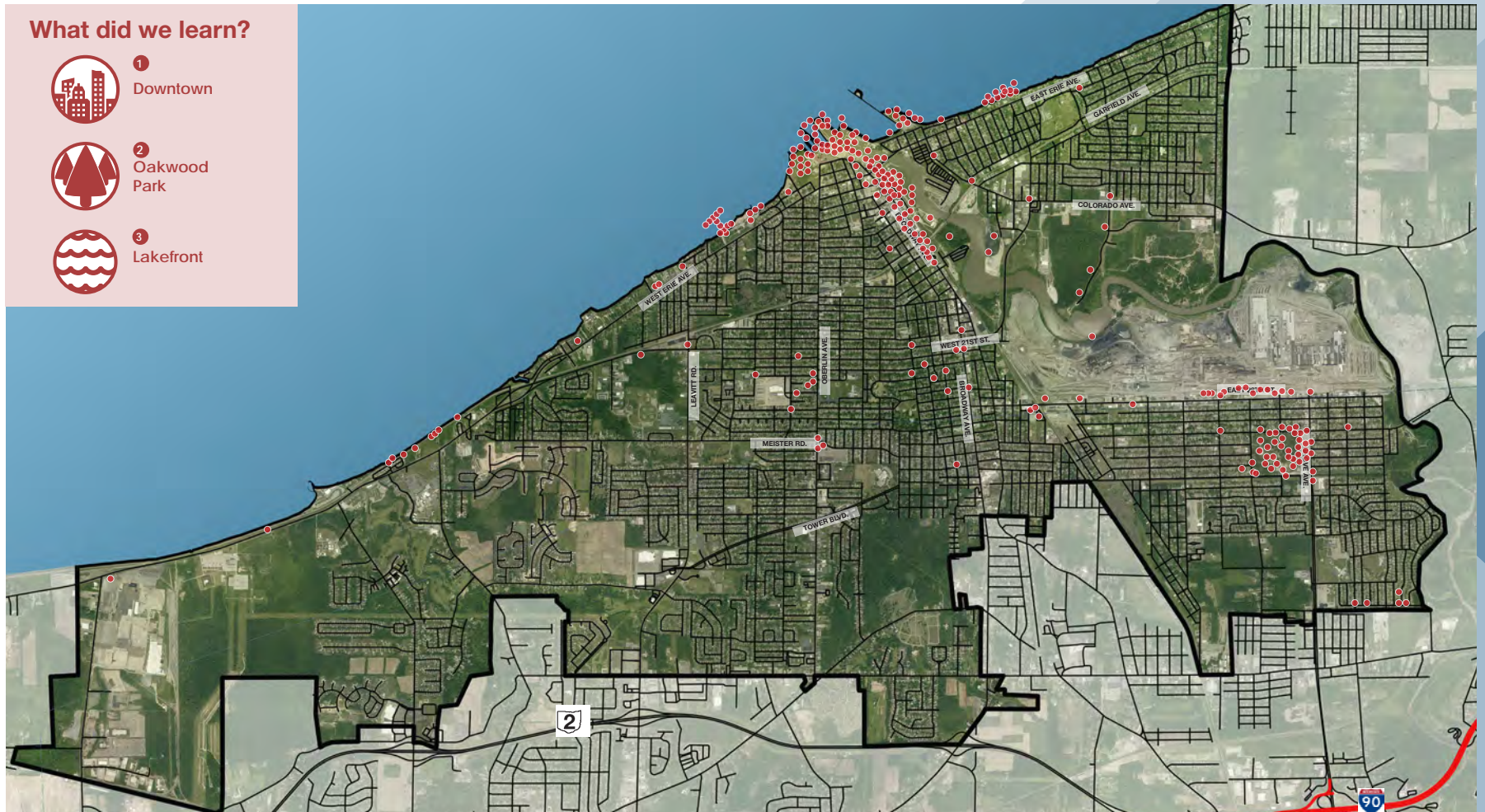
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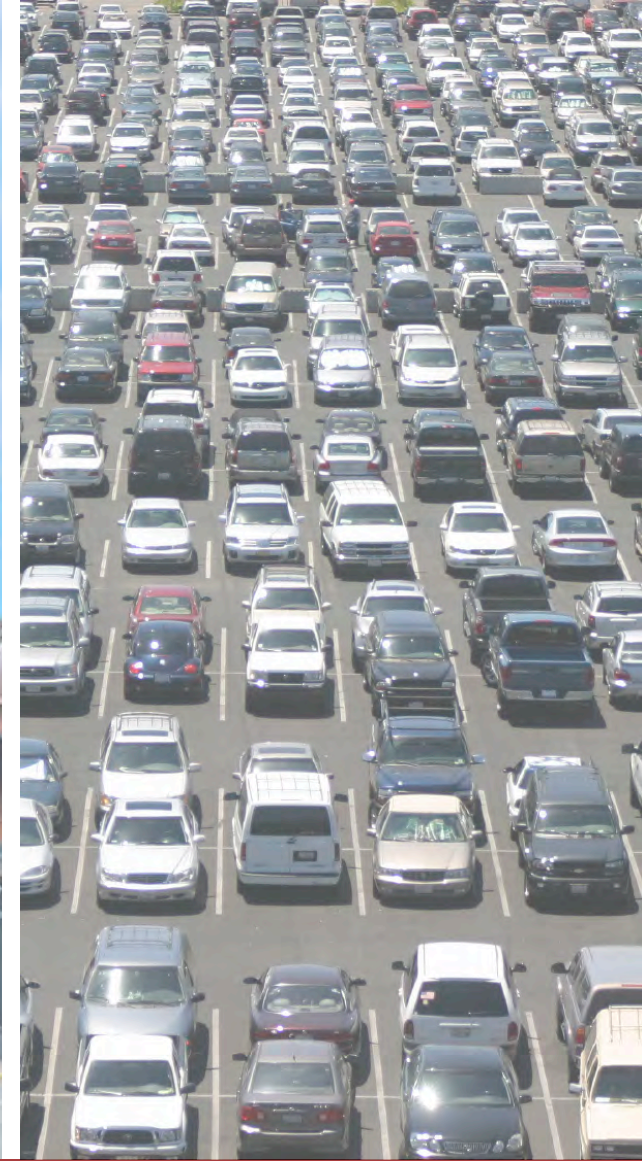
Oakwood
Park



3

Lakefront





OVERVIEW



Property Taxes go to Schools

Income Taxes go to Cities



HOW DO CITIES MAKE MONEY?



Net loss for city revenues

Expensive to maintain roads, water, police & fire

Residential

HOW DO LAND USES IMPACT CITIES?



Smaller net loss to city revenues

Increased quality of life

Attracts people to Lorain



Retail

HOW DO LAND USES IMPACT CITIES?



Net gain for city revenues

Employs residents

Diverse mix is critical



**Industry &
Office**

HOW DO LAND USES IMPACT CITIES?

An aerial photograph of a city grid, likely Lorain, showing a river on the right side. The image is overlaid with three red horizontal bars containing white text. At the bottom, there is a red silhouette of a city skyline with various building shapes.

Improve existing housing options

Diversify economic base

Continue investment in Downtown

WHAT DOES THIS MEAN FOR LORAIN?

FOCUS ON THE FUTURE

- 1. Growth**
- 2. Community**
- 3. Stability**
- 4. Mobility**

IDEAS

An aerial photograph of a city grid with a river on the right side. Overlaid on the left side are four horizontal red bars containing white text. At the bottom of the image is a red silhouette of a city skyline with various building shapes.

Redevelopment possibilities

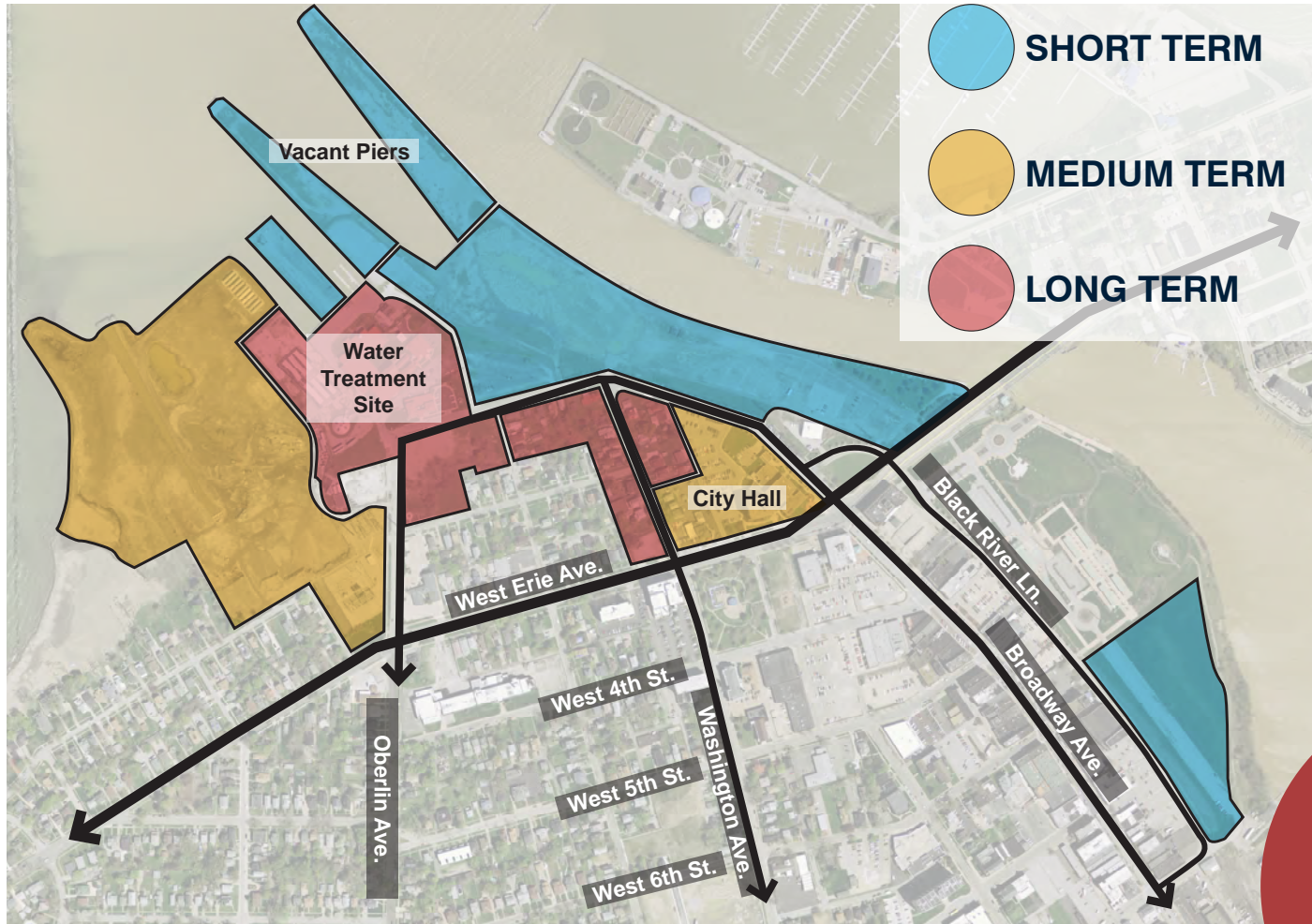
Economic development approaches

Stabilization methods

Policy updates

TOOLKIT OF STRATEGIES

MAKE DOWNTOWN DEVELOPMENT READY



GROWTH

STABILITY

COMMUNITY

MOBILITY

1

MAKE DOWNTOWN DEVELOPMENT READY

PROPOSED CHARACTER

These images are examples of what potential development could look like in Lorain.



COMMERCIAL



SINGLE-FAMILY HOMES



MULTI-FAMILY



GREENSPACE



OFFICE



TOWNHOMES



MIXED-USE

GROWTH

STABILITY

COMMUNITY

MOBILITY

1

MAKE DOWNTOWN DEVELOPMENT READY



GROWTH STABILITY COMMUNITY MOBILITY

1

MAKE DOWNTOWN DEVELOPMENT READY



GROWTH **STABILITY** **COMMUNITY** **MOBILITY**

1

MAKE DOWNTOWN DEVELOPMENT READY



GROWTH

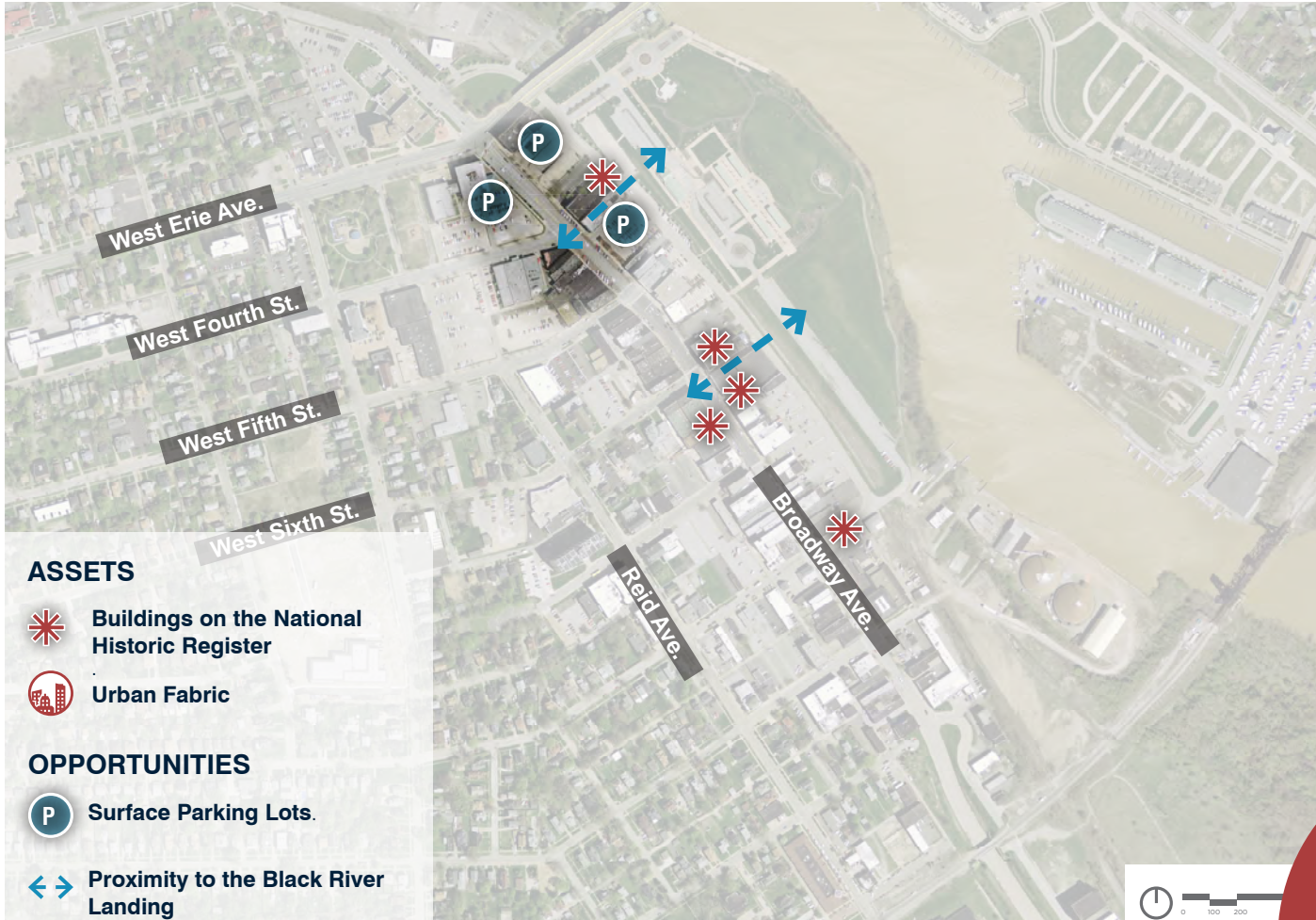
STABILITY

COMMUNITY

MOBILITY

1

MAKE BROADWAY DEVELOPMENT READY



GROWTH

STABILITY

COMMUNITY

MOBILITY

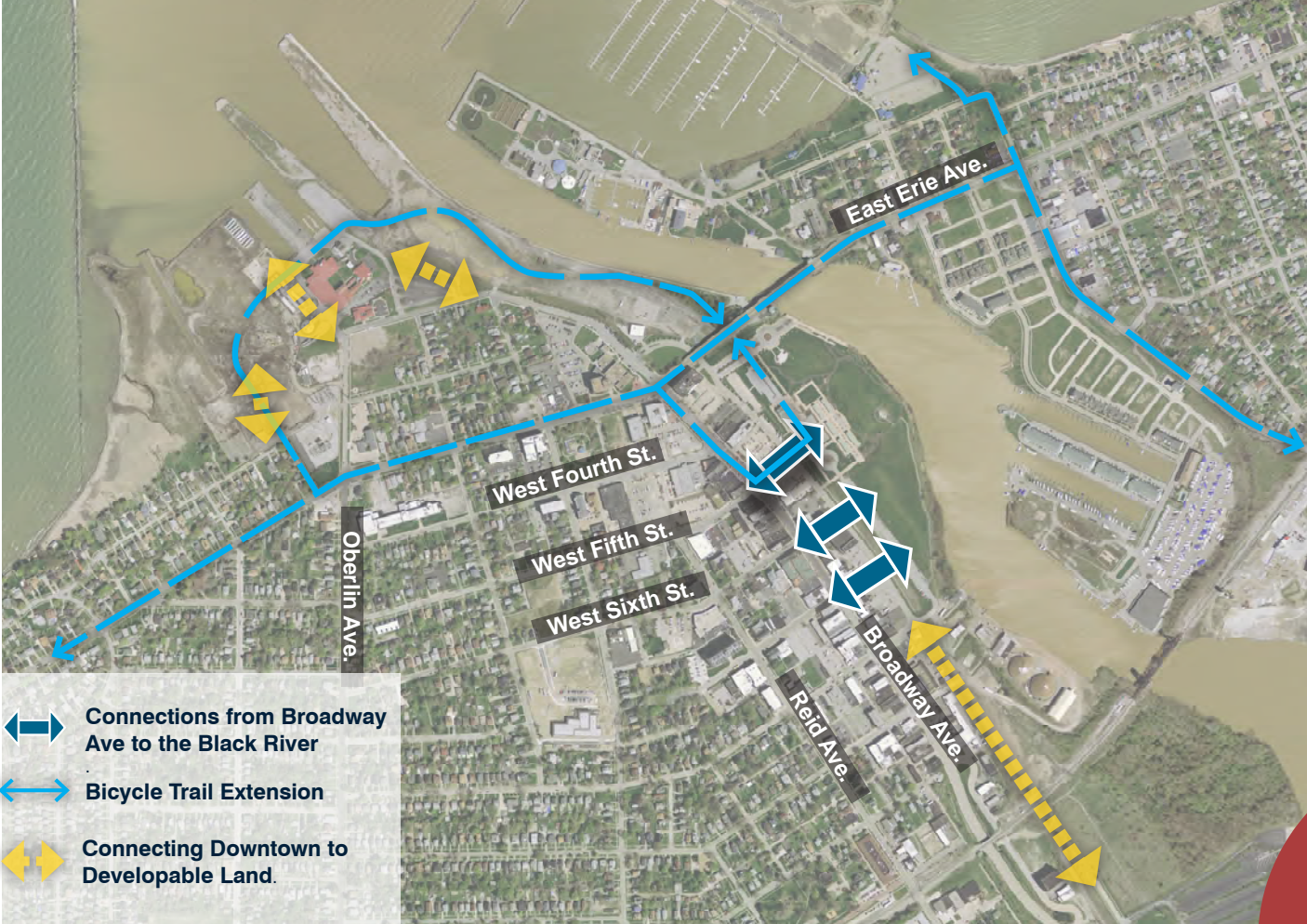
2



2



STRENGTHEN CONNECTIONS



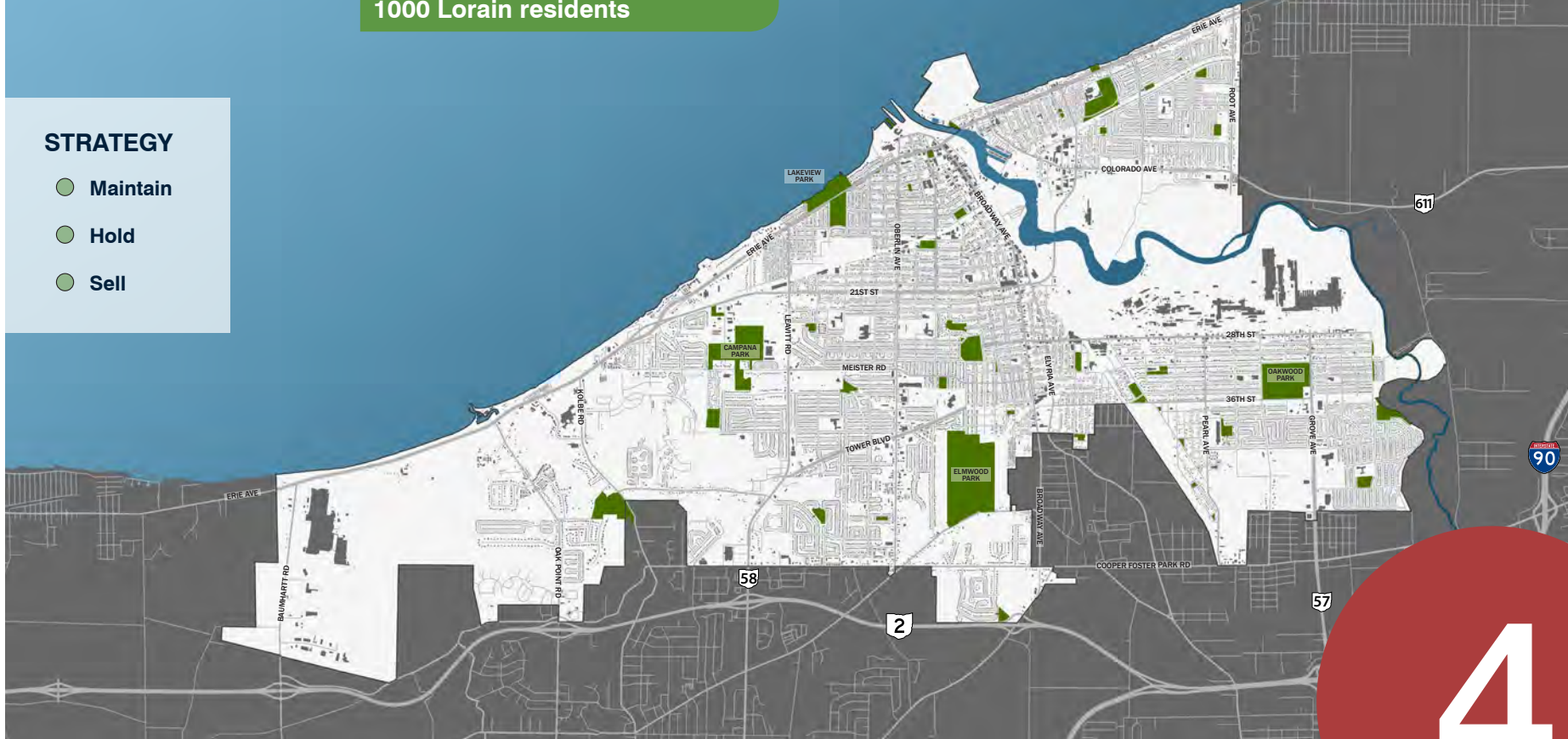
PARKS

583 ACRES OF PARKS

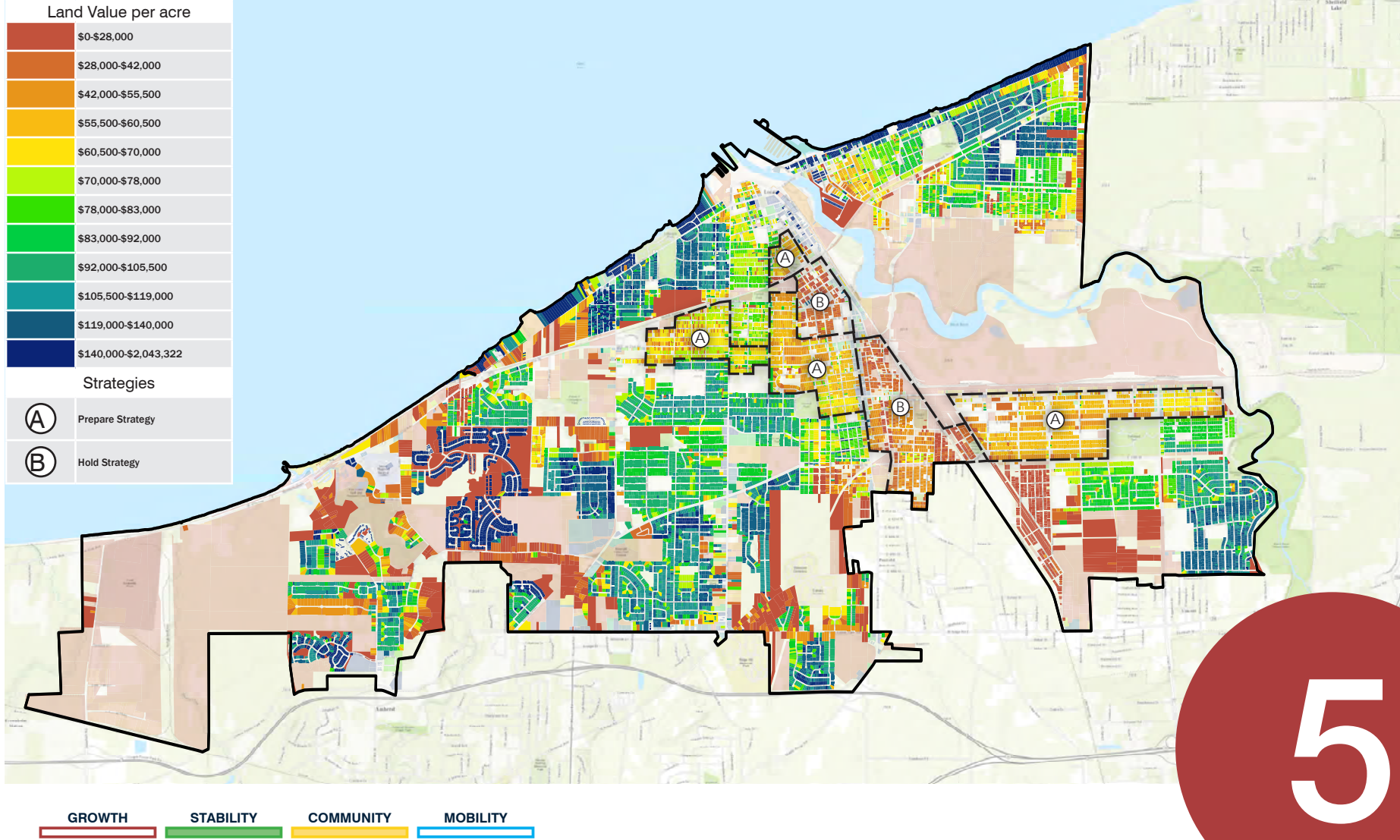
or ~9.12 acres of parkland per 1000 Lorain residents

STRATEGY

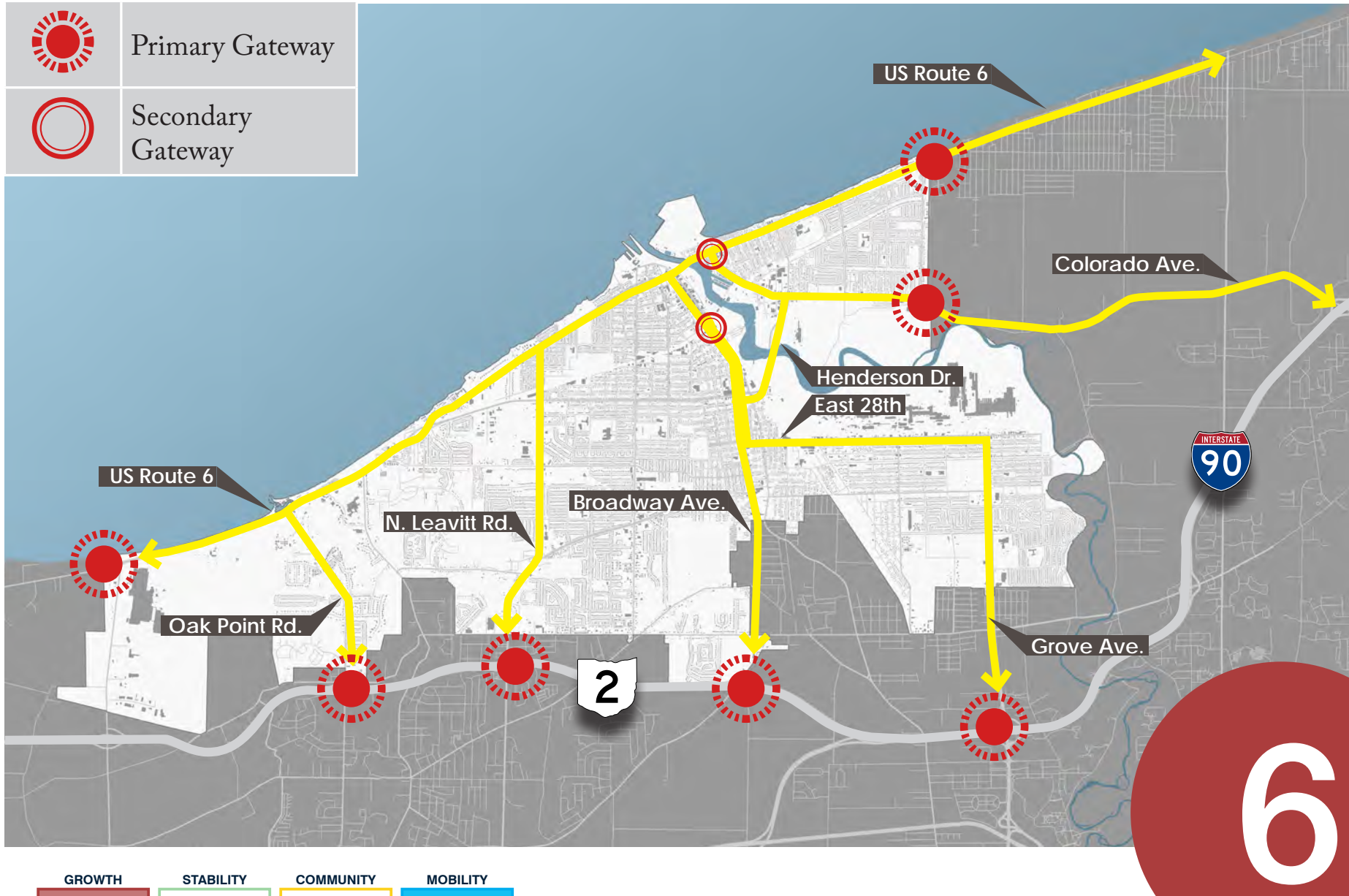
- Maintain
- Hold
- Sell



STABILIZE VACANT PROPERTIES



GATEWAYS AND SIGNAGE



GATEWAYS AND SIGNAGE

PROPOSED CHARACTER

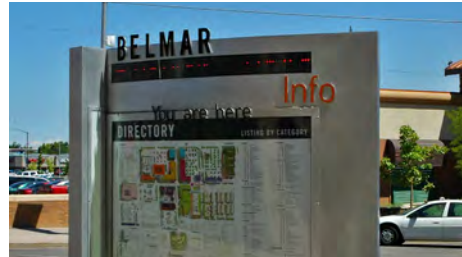
ATTRACT TO LORAIN

1



GUIDE WITHIN LORAIN

2



SHOW THE FINAL DESTINATION

3



GROWTH

STABILITY

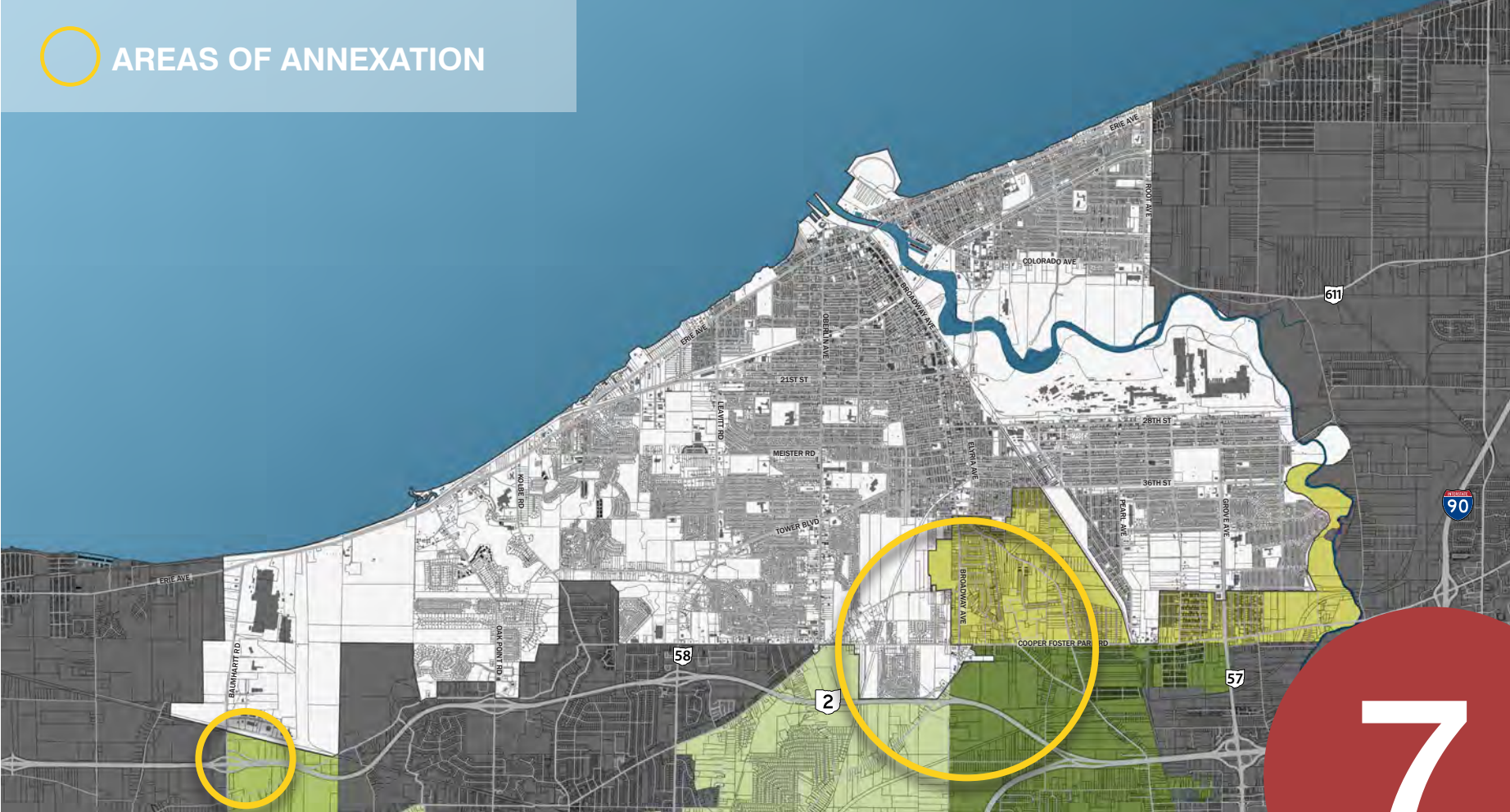
COMMUNITY

MOBILITY

6

CREATE ANNEXATION STRATEGY

○ AREAS OF ANNEXATION



GROWTH **STABILITY** **COMMUNITY** **MOBILITY**

7

PROMOTE LORAIN



DEVELOP ICONIC IMAGES AND LANDMARKS OF LORAIN



ENGAGE LOCAL ARTISTS AND ENTREPRENEURS TO HELP CREATIVELY PROMOTE AND BRAND LORAIN



GROWTH

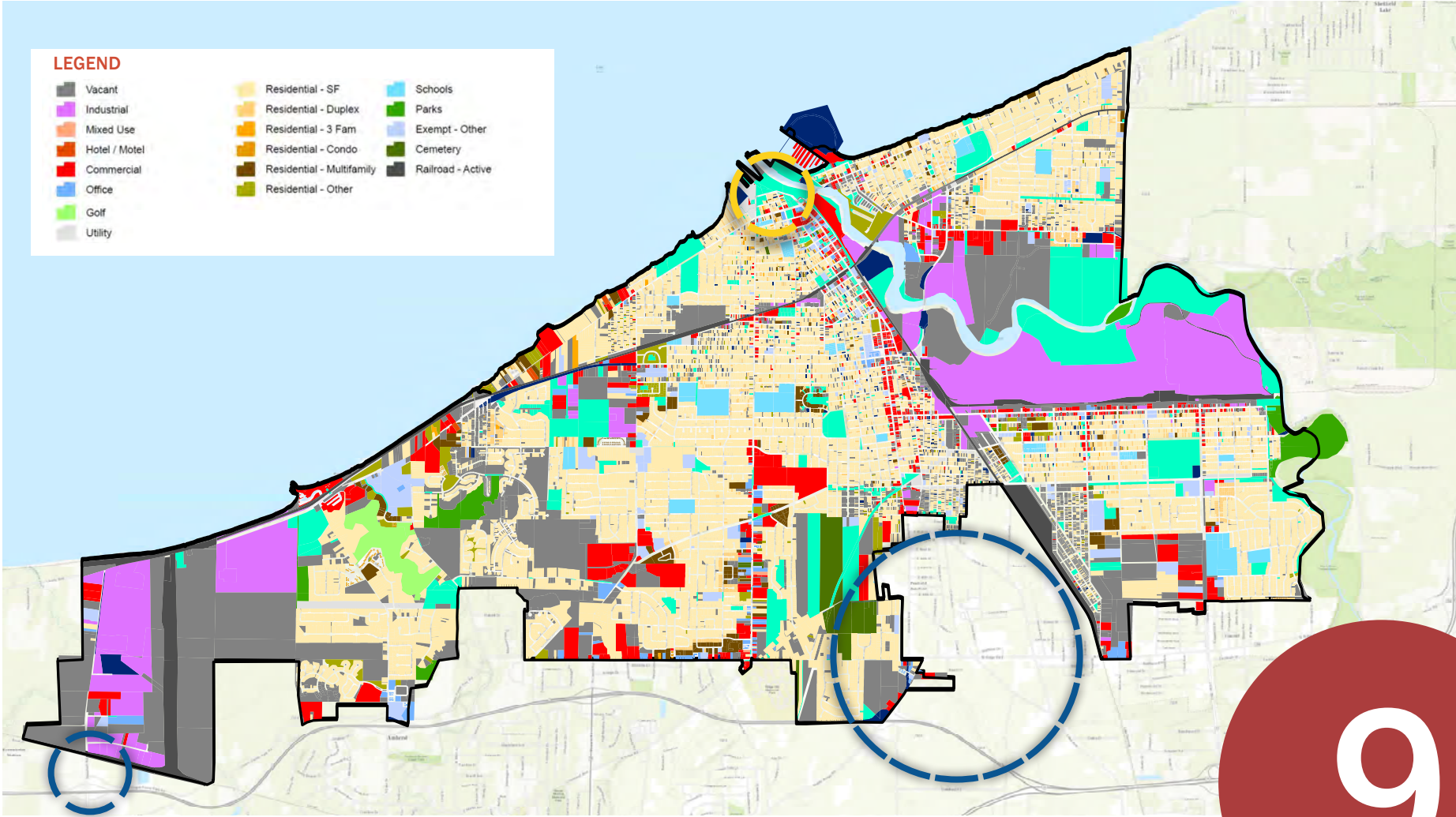
STABILITY

COMMUNITY

MOBILITY

8

ZONING AND FUTURE LAND USE



GROWTH **STABILITY** **COMMUNITY** **MOBILITY**

ZONING AND FUTURE LAND USE

PROFESSIONAL OFFICE

KEY FEATURES

- Serve large regional and national tenants
- Freeway access and visibility a plus
- Gateway to a community from the highway
- Landscaped and connections to reduce hardscape infrastructure
- Landscaping and green stormwater mitigation



MIXED USE

KEY FEATURES

- Mixture of office, commercial, and residential uses, both vertically and horizontally
- Additional density in high-value areas (lakefront/riverfront)
- Public spaces designed throughout
- Walkable areas: sidewalks, short blocks, and quality streetscape
- Integrated with greenspace and pedestrian amenities



GROWTH

STABILITY

COMMUNITY

MOBILITY

9



WHY NOW?

A photograph of a white lighthouse with a dark roof and a lantern room, situated on a small, dark island in the middle of the ocean. The sky is filled with soft, colorful clouds in shades of pink, orange, and yellow, suggesting a sunset or sunrise. The water is calm and reflects the colors of the sky.

Hear your ideas

Set the path forward

YOU'RE THE EXPERTS OF YOUR COMMUNITY

ACTIVITIES

REPLY CARD

Ten stations to further explain the toolkit of approaches

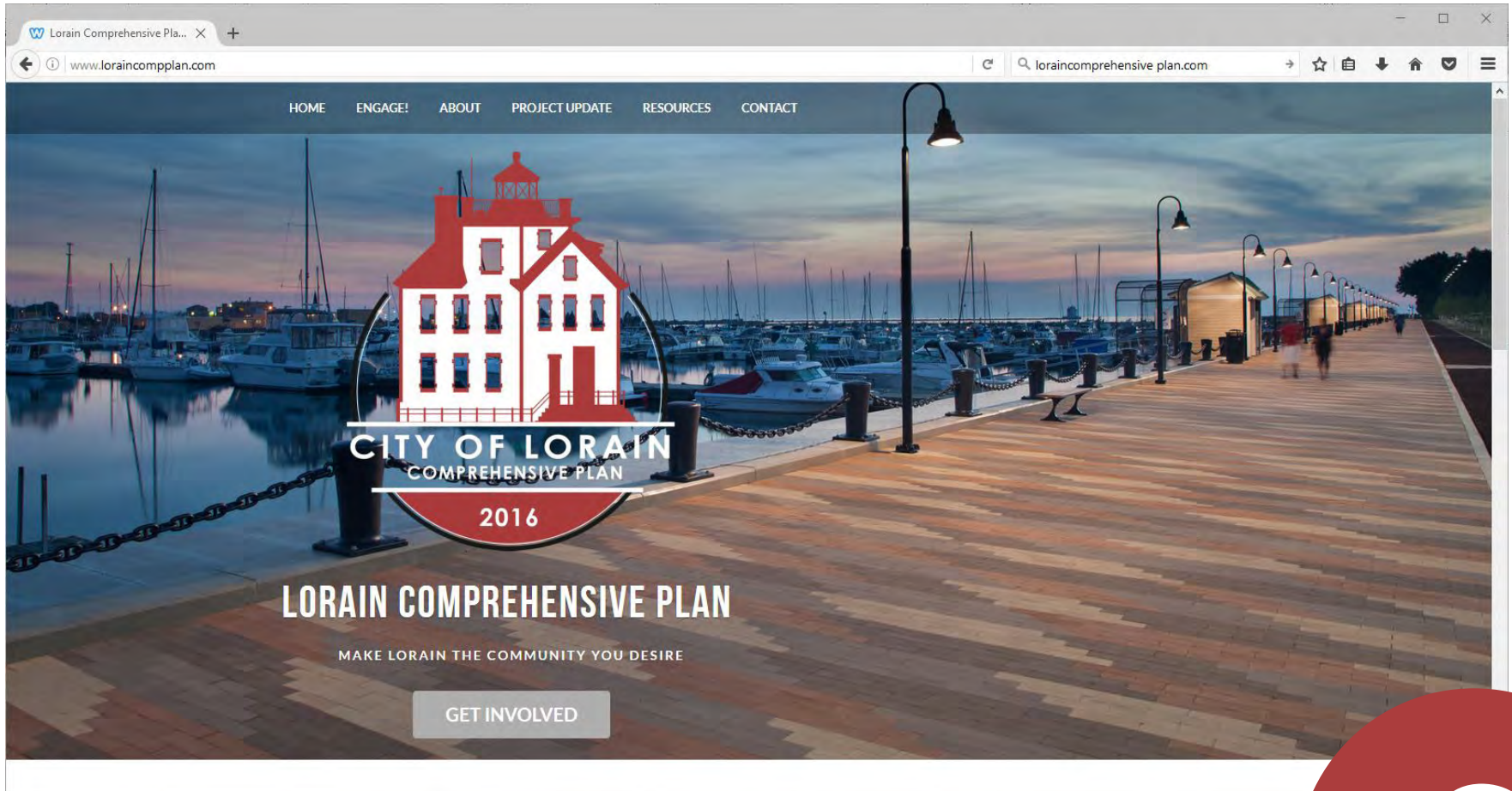
1

PRIORITIZE

What should we do first to help Lorain?

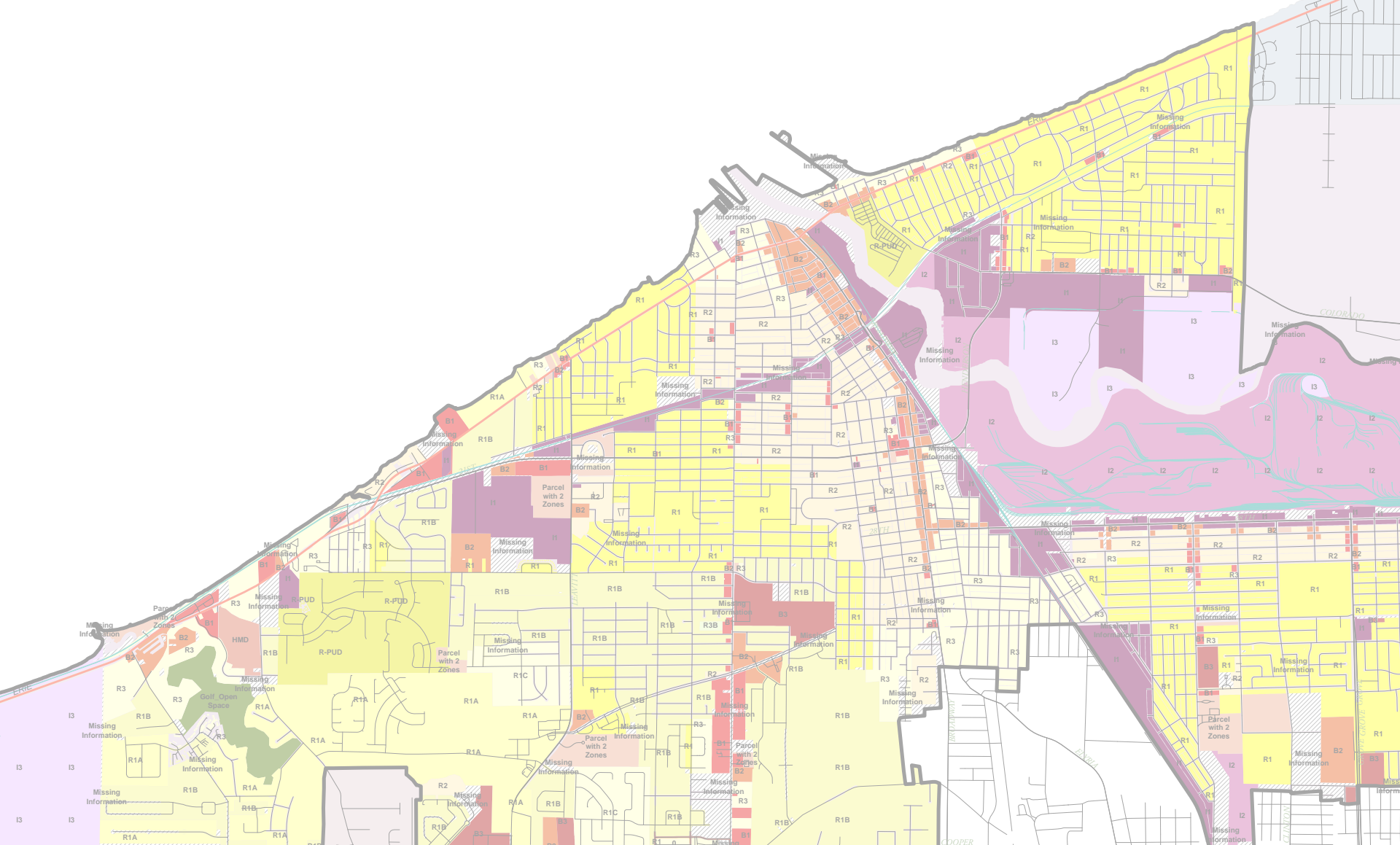
- Rate each initiative
- Participate on your smartphone or on the input cards

PROJECT WEBSITE



www.loraincompplan.com

3



PROCESS