

EXPERIENCE WADSWORTH DOWNTOWN STREETScape IMPROVEMENT

Phase 2 : Conceptual Design & Planning



IMPLEMENTATION COMMITTEE MEETING: AUGUST 26TH, 2019





**LAST TIME
WE DISCUSSED**



**IMAGE EXAMPLES FROM OTHER
COMMUNITIES**

WADSWORTH HISTORY

STUDY OF EXISTING CONDITIONS

FIRST FRIDAY PUBLIC OUTREACH



COMPONENTS OF A COMMUNITY



Willoughby, OH



Willoughby, OH



Statesville, NC

IDEAS – STREET / PEDESTRIAN EXPERIENCE

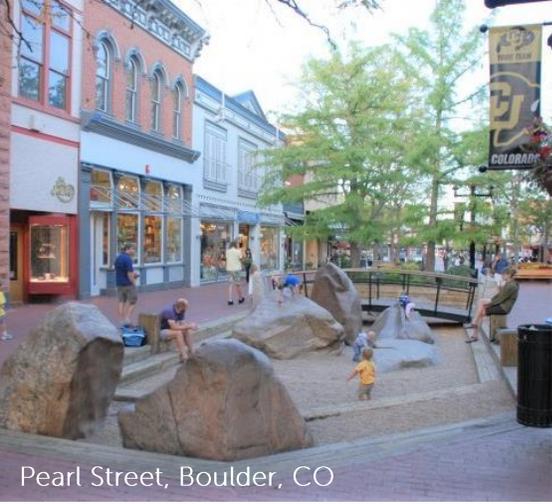


City Architecture
Newark, OH



Ocean Grove, NJ





Pearl Street, Boulder, CO



Seattle, WA



IDEAS — PUBLIC SPACE



Shaker, OH



Lake Geneva, WI



Washington Square Park, NYC



An aerial photograph of a city street grid, showing buildings, parking lots, and roads. A prominent red banner with a white border is centered across the image, containing the text 'WHAT WADSWORTH SAID' in large, bold, black, sans-serif capital letters.

WHAT WADSWORTH SAID

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

WHAT WADSWORTH SAID

THE BEST PART OF DOWNTOWN WADSWORTH IS...

EVENTS + ACTIVITIES

HISTORY

MOMENTUM

CHARM

THE PEOPLE

COMMUNITY PRIDE

CHARACTER

OPPORTUNITIES IN DOWNTOWN WADSWORTH...

GATEWAYS

SAFETY

PEDESTRIAN ACTIVITY

ALLEYS

OUTDOOR

IMPROVED CONNECTIVITY

DINING

MORE ACTIVITY/EVENTS

WAYFINDING SIGNAGE

GREEN SPACE



ROAD ALIGNMENT
+ GREEN SPACE
\$5 M



ALLEY
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BIKE TRAIL
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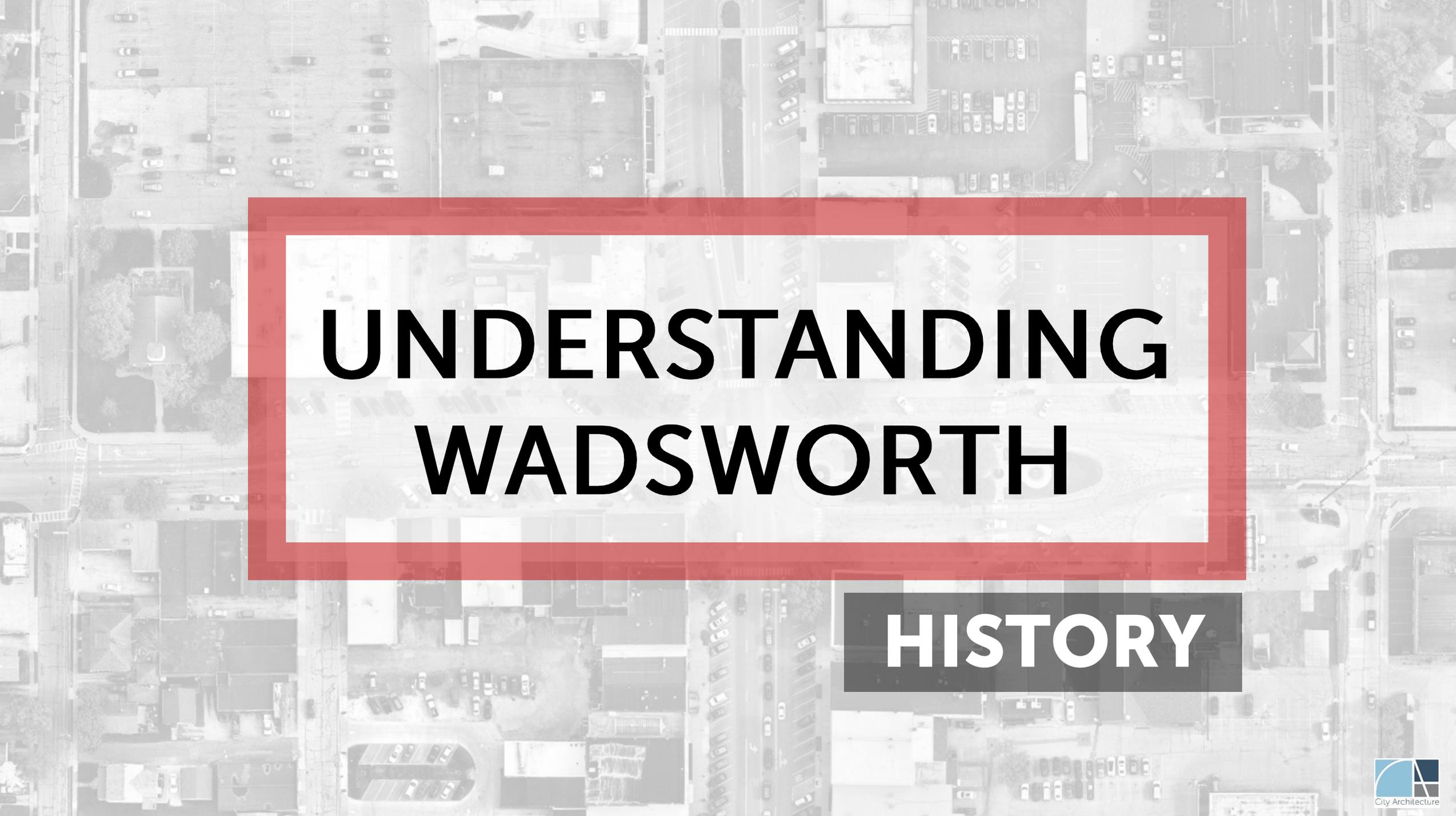


PLAZA / PARKING
AREA
\$2.8 M



PARKING
REALIGNMENT
\$1.4 M

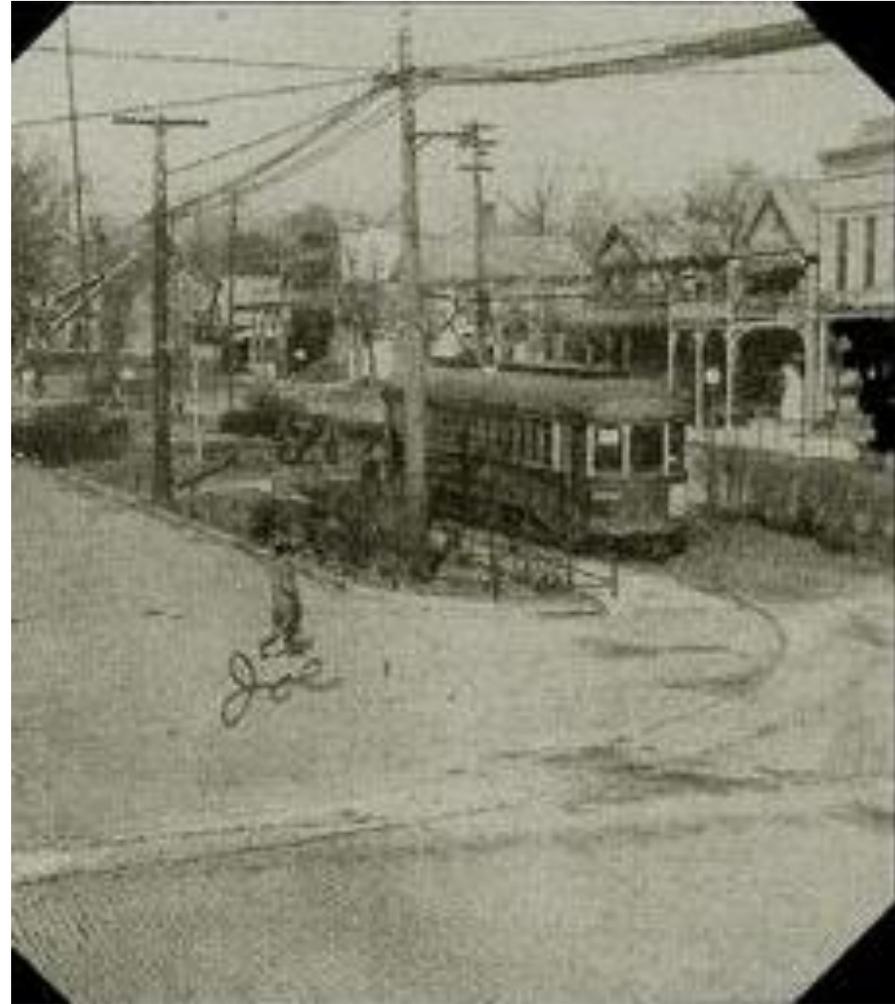
FIGURE 3.1: CATALYST PROJECT INVESTMENT EXERCISE



UNDERSTANDING WADSWORTH

HISTORY

HISTORY

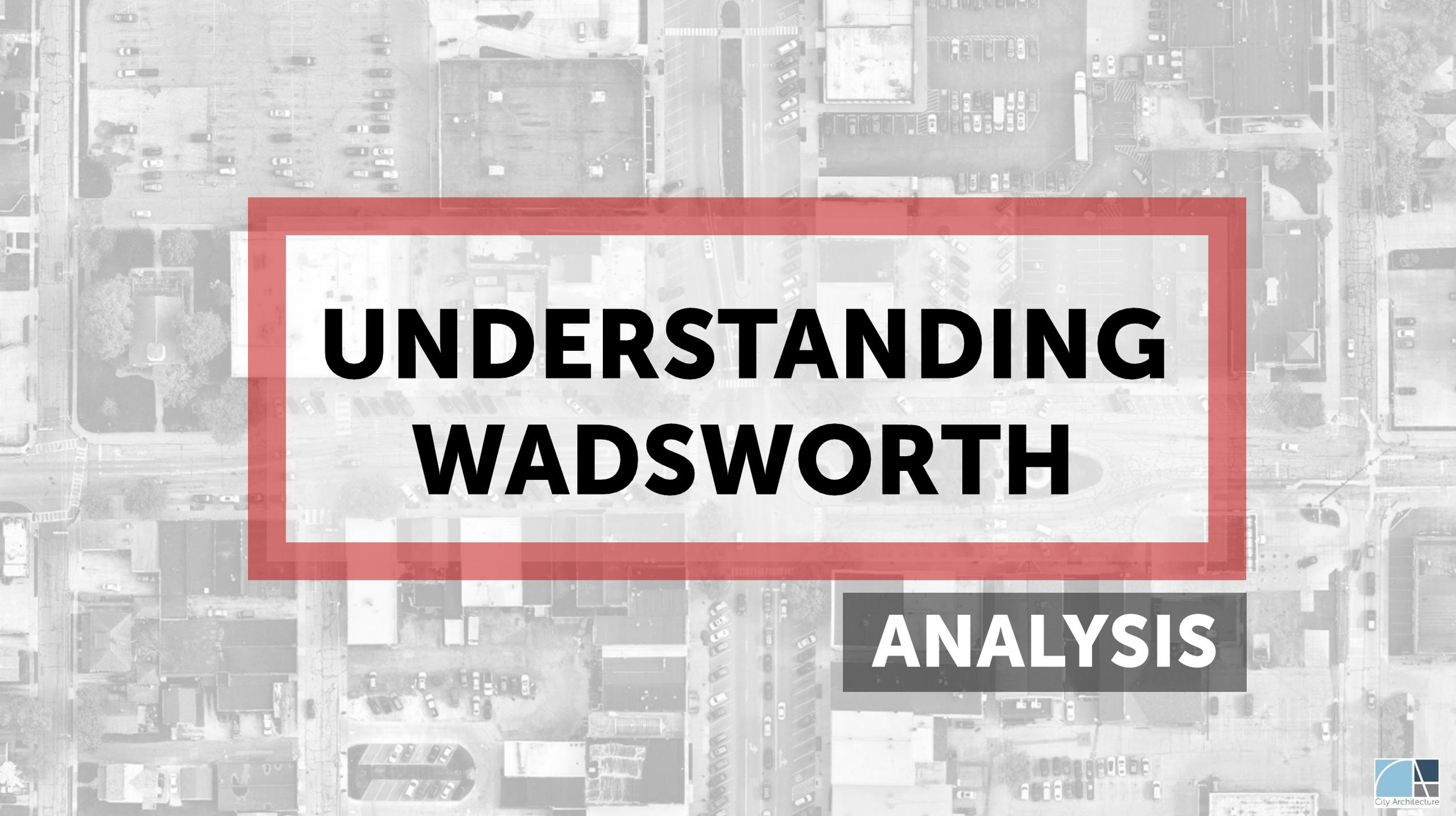


MAIN ST. - 1900



MAIN ST. – 2019





UNDERSTANDING WADSWORTH

ANALYSIS



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.

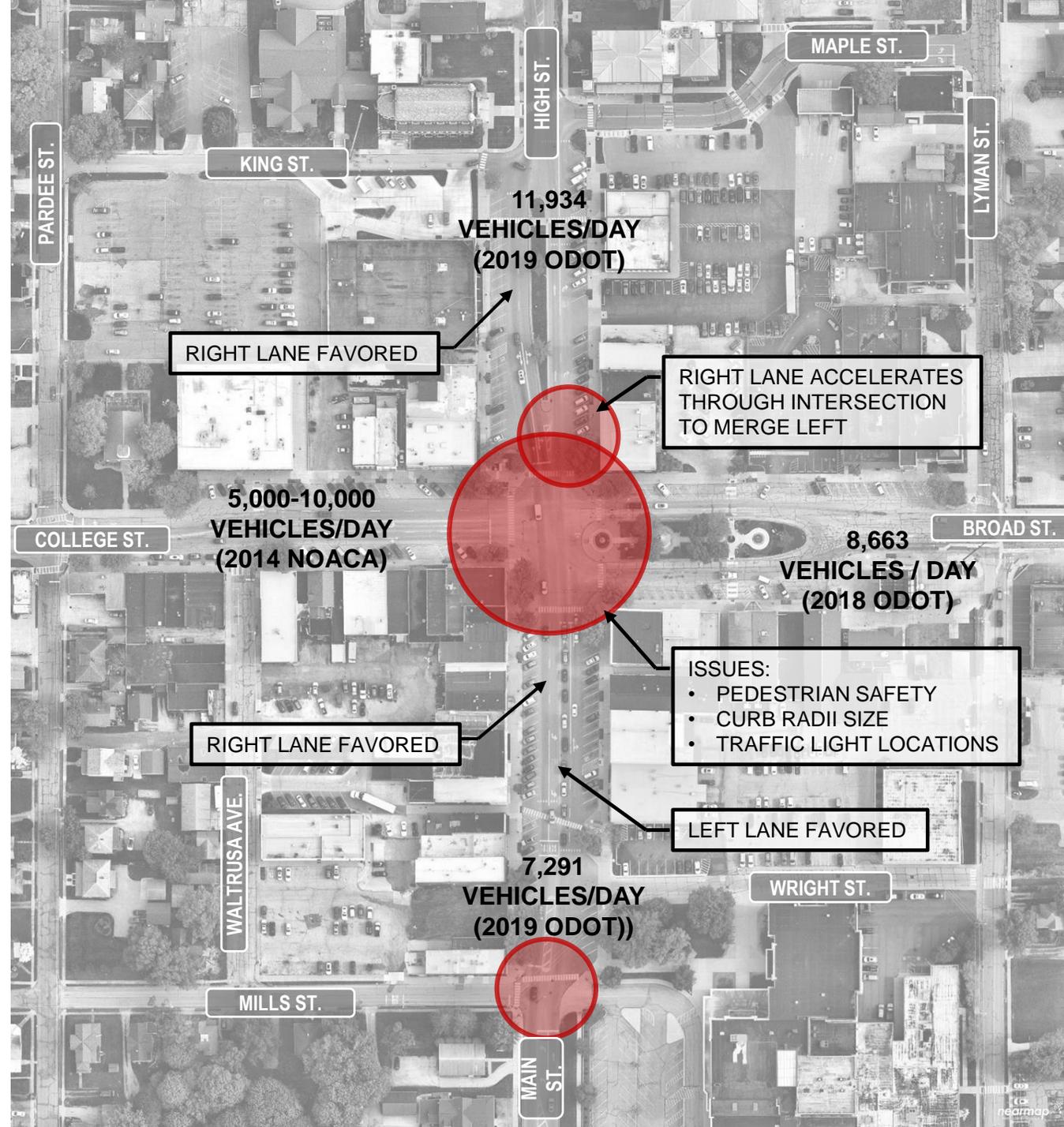
MAIN ST.

2010 SAFETY REPORT

2008-2010: 61 CRASHES

CRASH TYPES:

- BACKING 26.2%
- PEDESTRIAN 6.6%
- ANGLE 15%
- IMPROPER BACKING 23%
- RED LIGHT RUN 6.6%



PARKING

DOWNTOWN CORE

PARKING SPACE TYPES

SURFACE PARKING LOTS 538

ON-STREET PARKING 156

TOTAL PARKING: 694

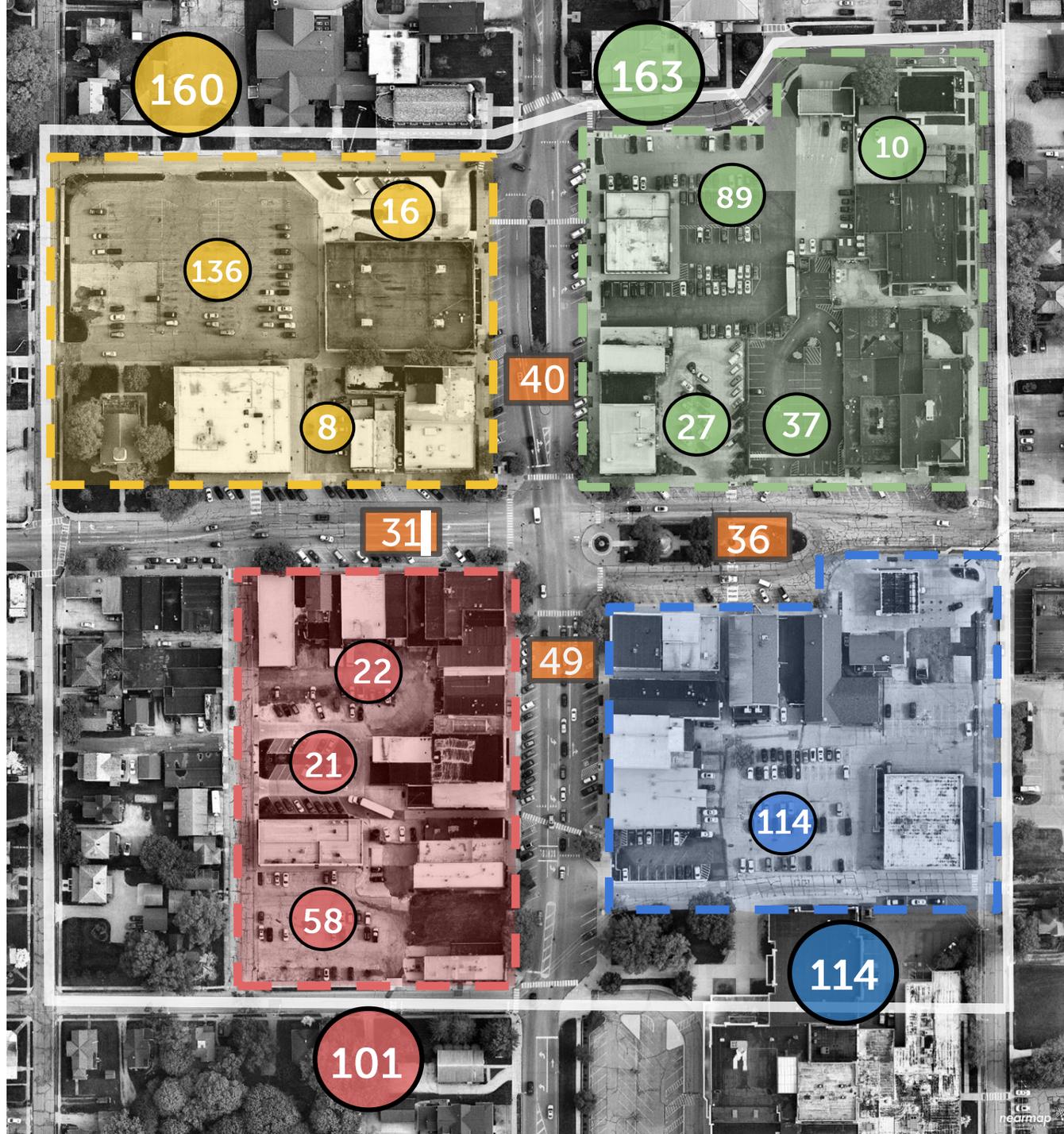
DOWNTOWN CORE: 23 ACRES

ON-STREET PARKING: .71 Acres (3%)

SURFACE PARKING: 4.7 Acres (20%)

NOT INCLUDING STREETS: 28%

**1/4TH OF DOWNTOWN
WADSWORTH IS PARKING**



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

COMMUNITY OUTREACH



**JULY FIRST
FRIDAY**
[PUBLIC OUTREACH]



**EXPERIENCE
WADSWORTH**

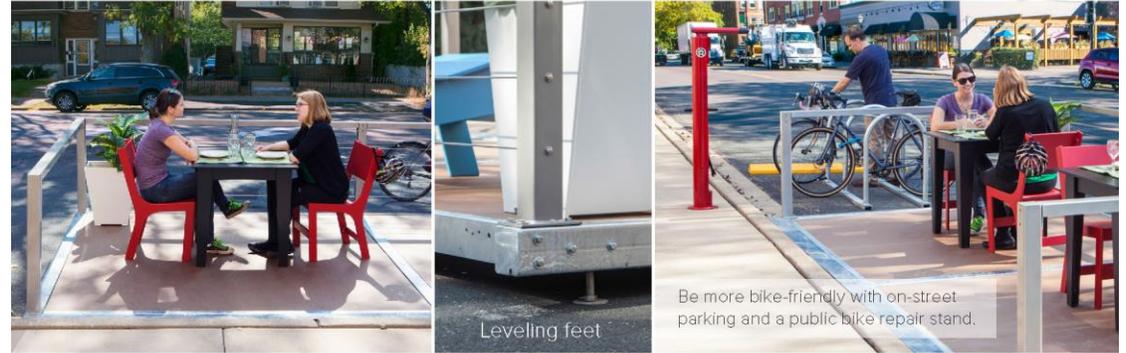
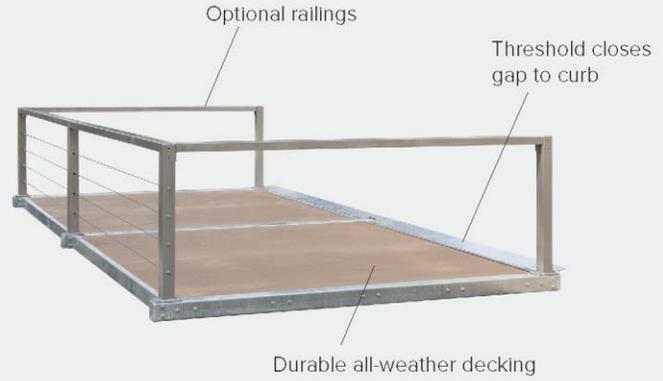


UPCOMING OUTREACH

SEPT. FIRST FRIDAY



DERO PARKLET



Be more bike-friendly with on-street parking and a public bike repair stand.

FINISH OPTIONS

Galvanized (Main Frame)



Powder Coat (Railing)

White	Black	Light Gray RAL 7042	Deep Red RAL 3003	Yellow RAL 1023
CHH Bright Yellow	Orange RAL 2004	Blue RAL 5005	Sky Blue RAL 5015	Hunter Green RAL 6005
Light Green RAL 6018	Green RAL 6016	Sepia Brown RAL 8014	Bronze	Silver 9007
Dark Purple	Flat Black	Wine Red RAL 3005	Orange RAL 1021	Iron Gray 7011

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MAIN DESIGN THEMES

1. **WIDER SIDEWALKS**
2. **RETAIN PARKING**
3. **RETHINK LANE CONFIGURATION**
4. **LANE WIDTHS TO MEET STANDARDS**
5. **TURN LANES & MEDIANS**
6. **BIKE INFRASTRUCTURE CONSIDERATIONS**

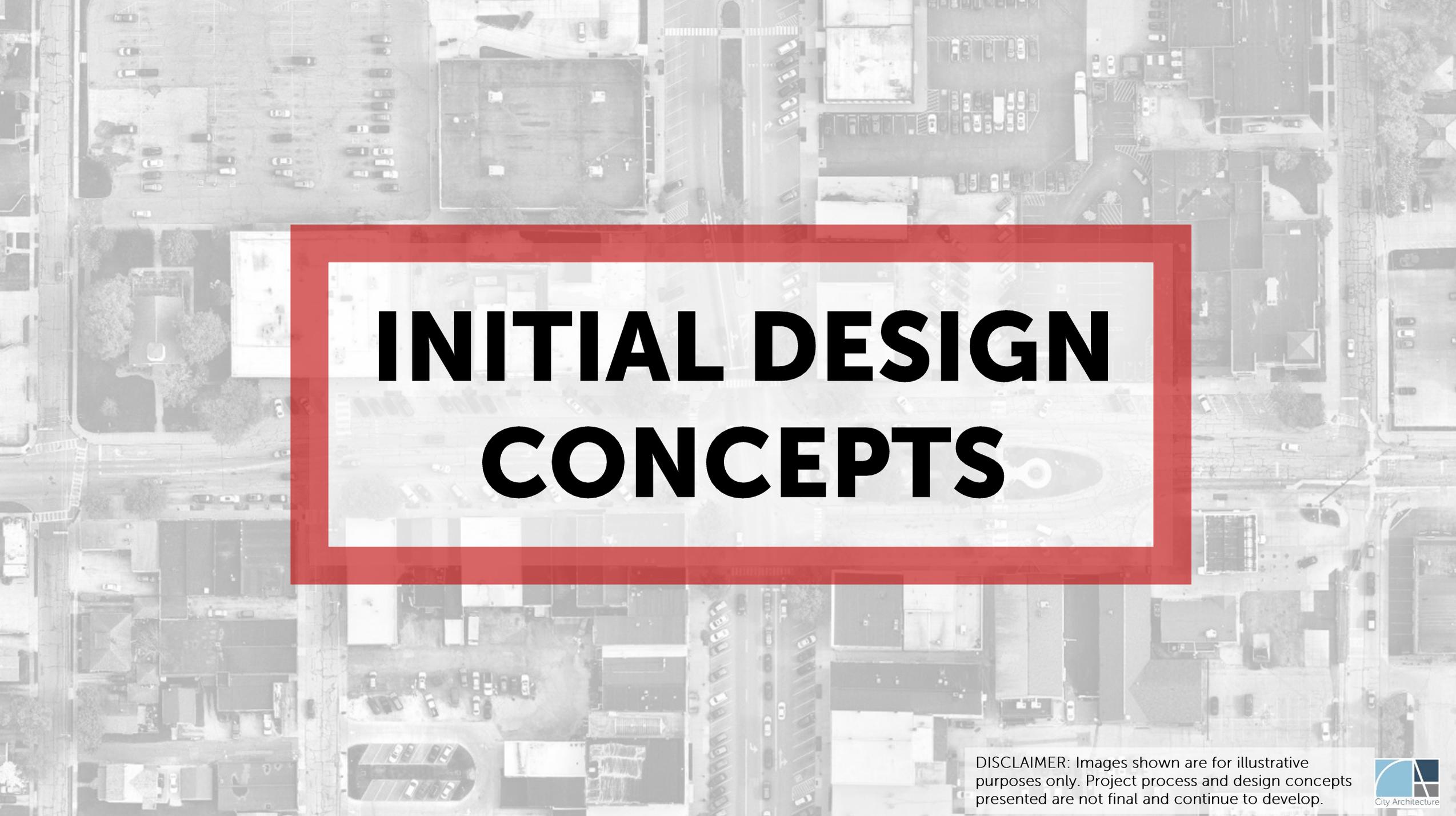




**SINCE LAST
TIME**



- 1. MEETING WITH BROAD ST. BUSINESS OWNERS**
- 2. MEETING WITH ADVOCATES FOR GAZEBO AND OTHER HISTORIC ELEMENTS**
- 3. DEVELOPED INITIAL DESIGN CONCEPTS AND RECOMMENDATIONS**



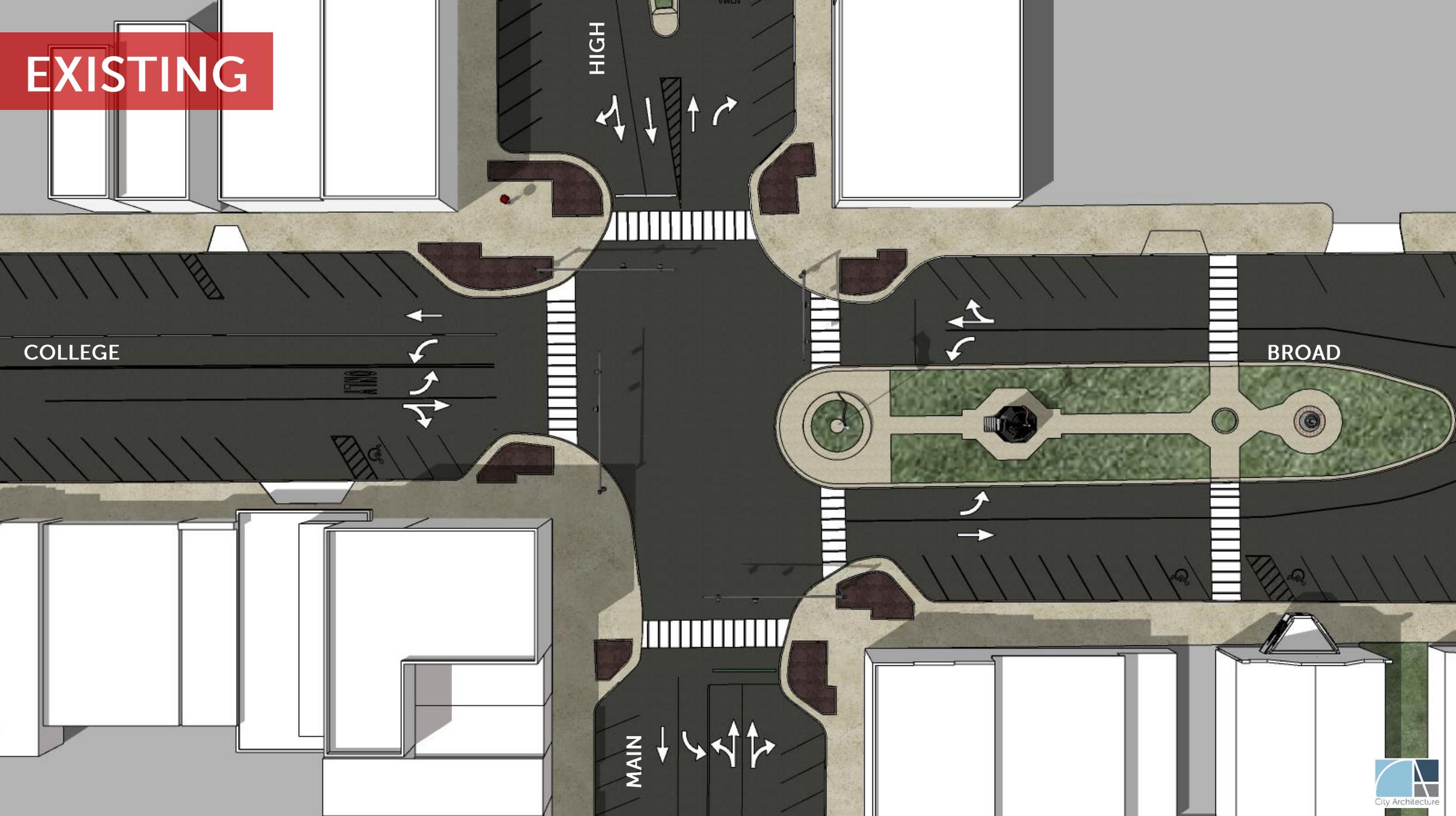
INITIAL DESIGN CONCEPTS

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EXISTING



EXISTING



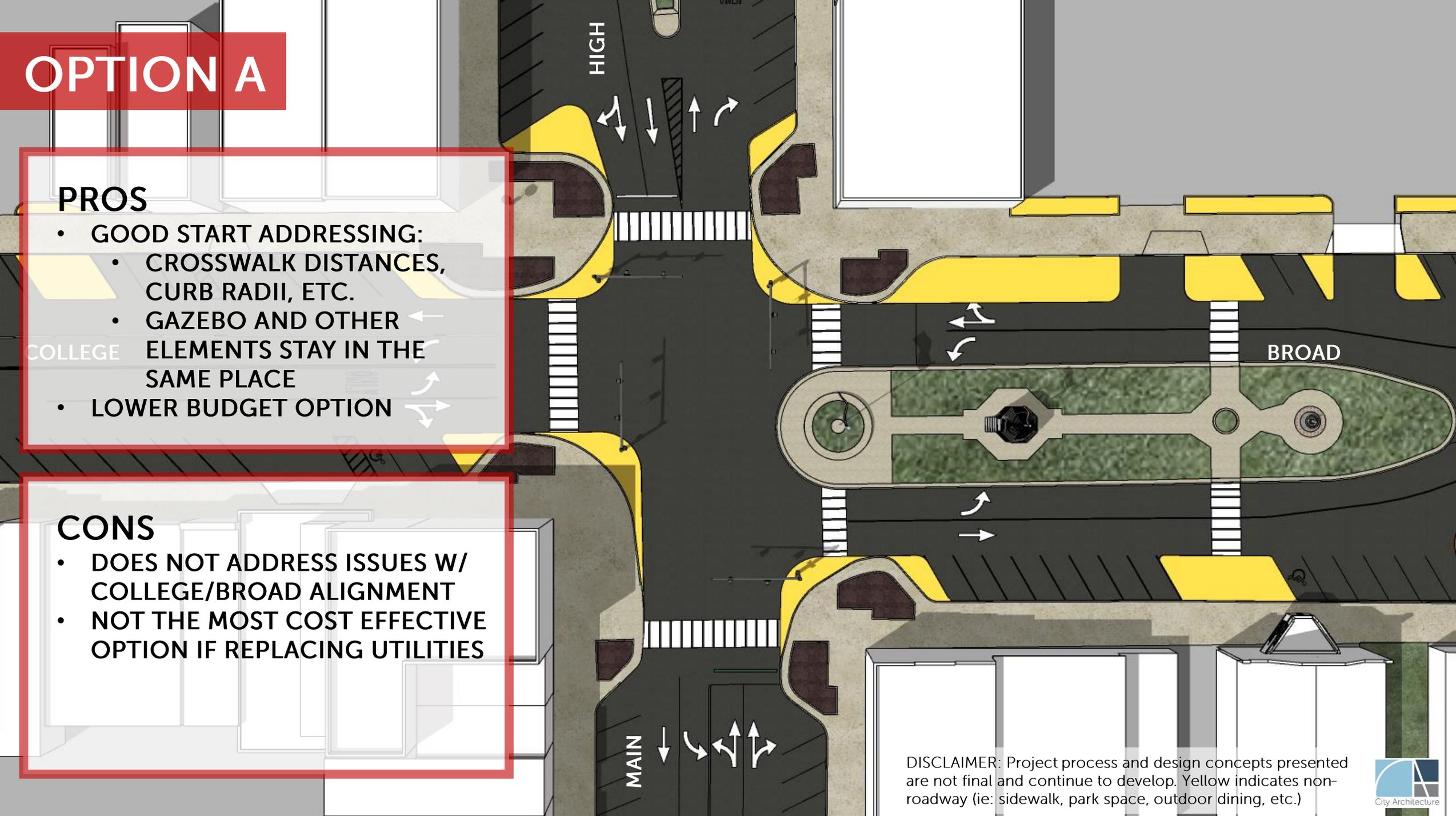
OPTION A

PROS

- GOOD START ADDRESSING:
 - CROSSWALK DISTANCES, CURB RADII, ETC.
 - GAZEBO AND OTHER ELEMENTS STAY IN THE SAME PLACE
- LOWER BUDGET OPTION

CONS

- DOES NOT ADDRESS ISSUES W/ COLLEGE/BROAD ALIGNMENT
- NOT THE MOST COST EFFECTIVE OPTION IF REPLACING UTILITIES



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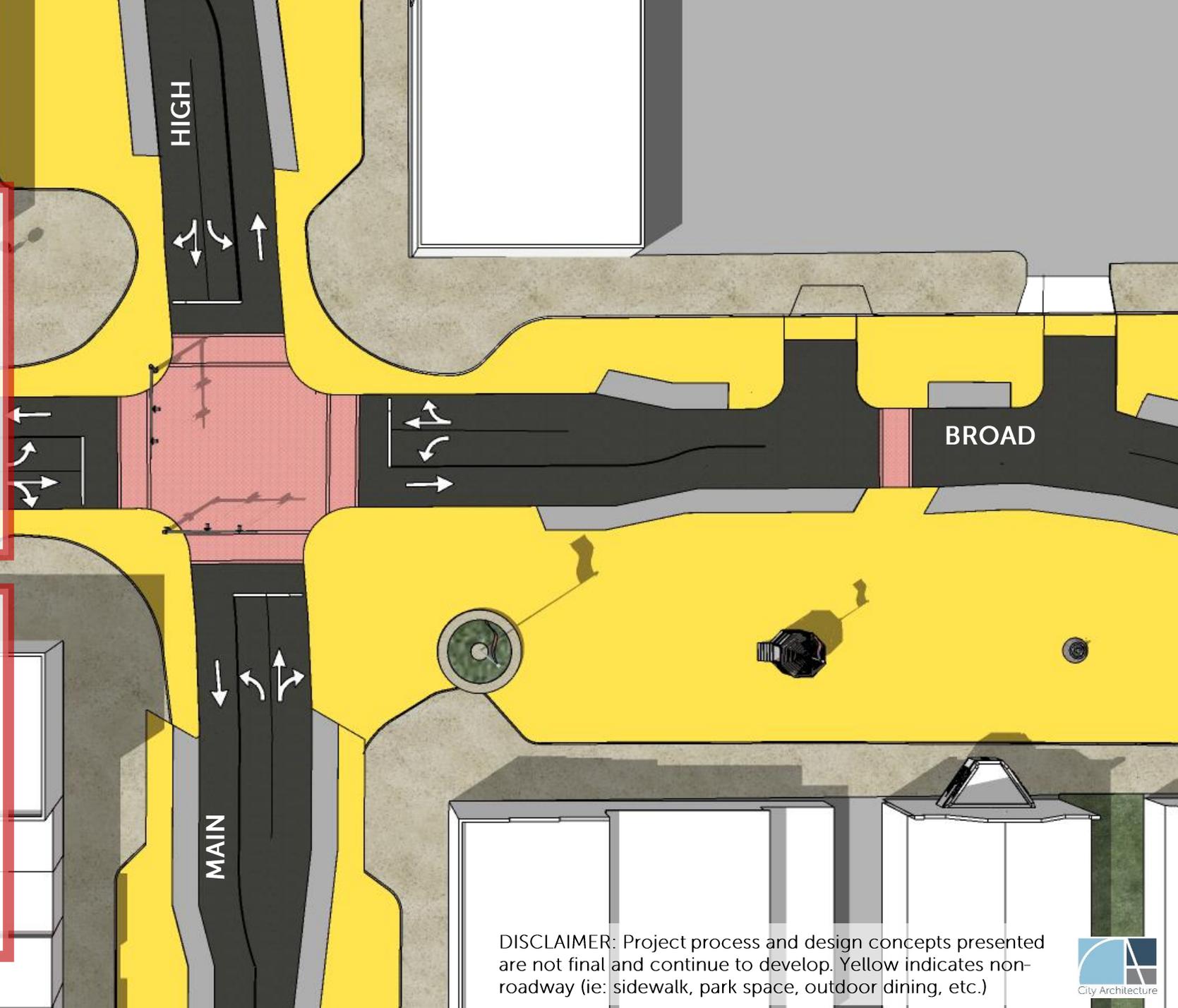
OPTION B

PROS

- EXTRA WIDE SIDEWALKS
- COLLEGE / BROAD ST. ALIGNMENT
- MORE EFFICIENT TRAFFIC FLOW
- LARGE GATHERING SPACE

CONS

- PARALLEL PARKING NOT PREFERRED
- STREETS ARE TIGHT FOR FRONT DOOR DELIVERIES
- GENERALLY DOES NOT MATCH COMMUNITY PREFERENCES



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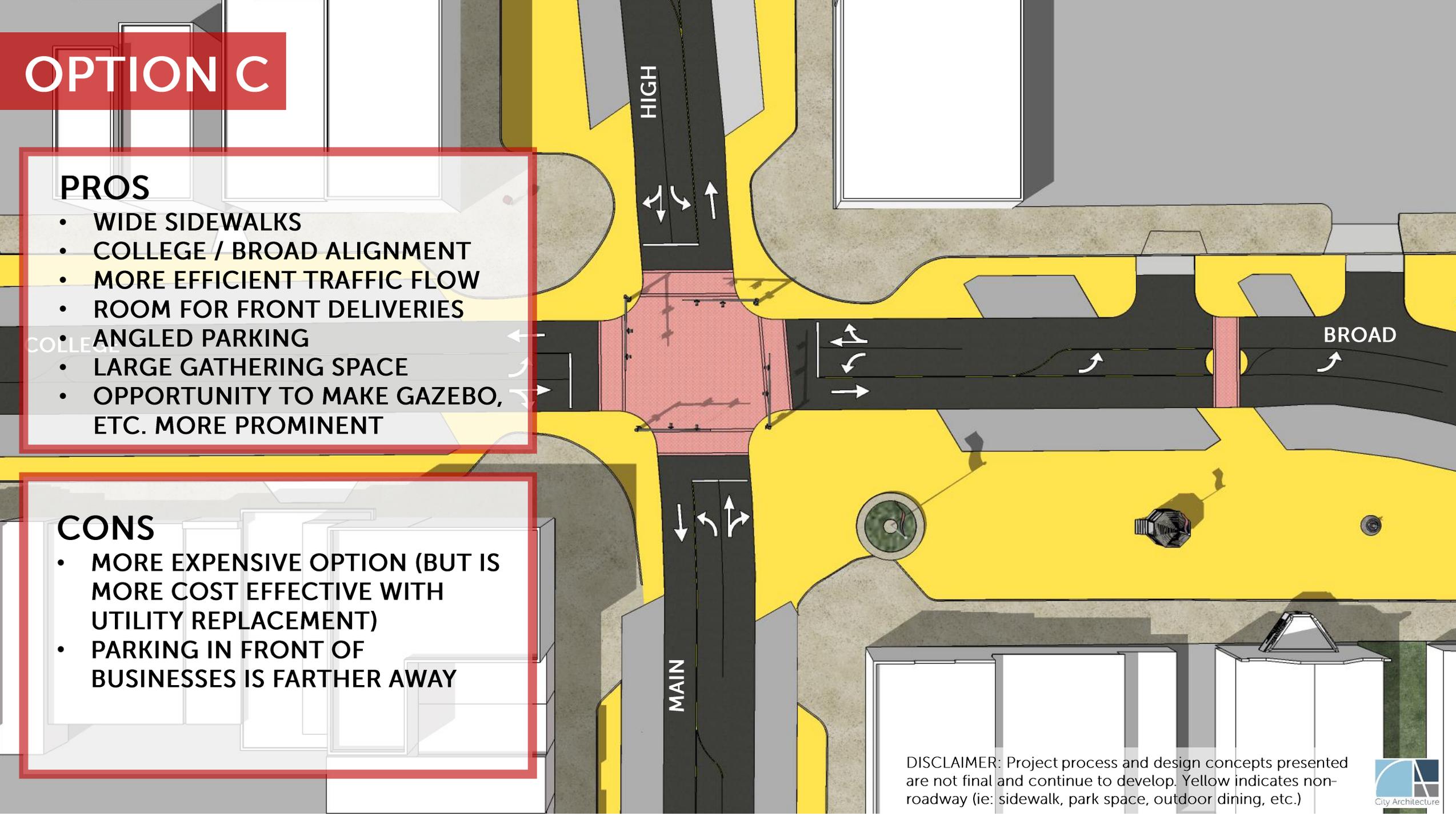
OPTION C

PROS

- WIDE SIDEWALKS
- COLLEGE / BROAD ALIGNMENT
- MORE EFFICIENT TRAFFIC FLOW
- ROOM FOR FRONT DELIVERIES
- ANGLED PARKING
- LARGE GATHERING SPACE
- OPPORTUNITY TO MAKE GAZEBO, ETC. MORE PROMINENT

CONS

- MORE EXPENSIVE OPTION (BUT IS MORE COST EFFECTIVE WITH UTILITY REPLACEMENT)
- PARKING IN FRONT OF BUSINESSES IS FARTHER AWAY



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OPTION D

PROS

- WIDE SIDEWALKS
- GAZEBO REMAINS IN PLACE
- LARGE GATHERING SPACE (ON NORTH SIDE)

COLLEGE

CONS

- TRAFFIC CONDITIONS LESS EFFICIENT THAN EXISTING (REQUIRES 4 SEPARATE SIGNALS)
- COLLEGE / BROAD OFFSET EVEN BIGGER (100'-0")
- POOR SIGHTLINES
- ONLY 2 LANES ON BROAD ST.
- LOSE ACCESS TO PARKING LOT BEHIND VALLEY CAFE

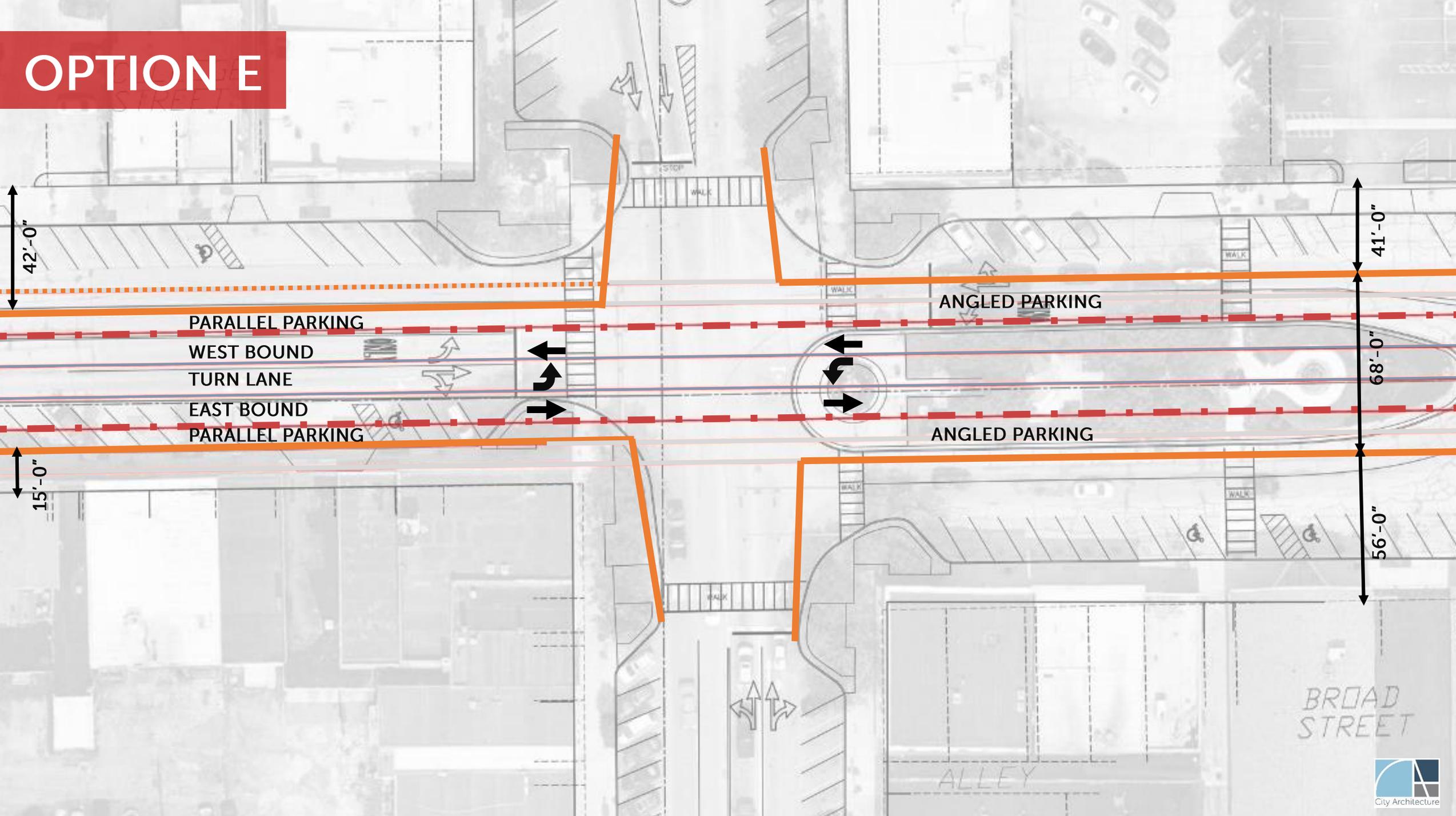
HIGH

BROAD

MAIN

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OPTION E





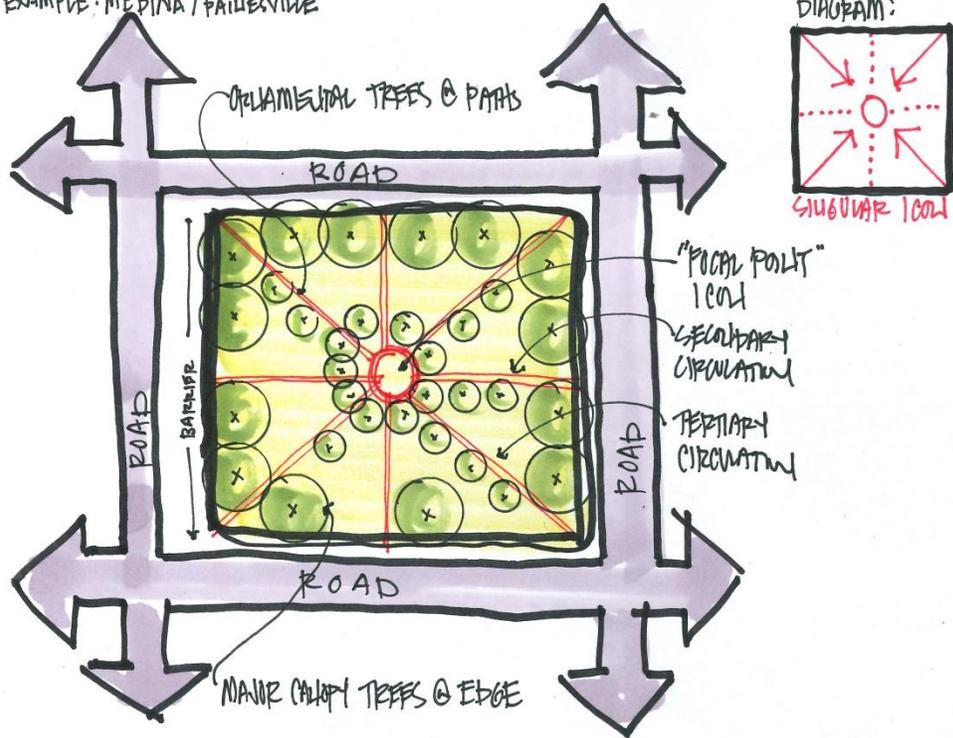
INITIAL RECOMMENDATIONS

LET'S TALK

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TRADITIONAL WESTERN RESERVE "SQUARE" (DONUT)

EXAMPLE: MEDINA / PALMESTINE



CENTRALIZED "FOCUS" / FOCUS

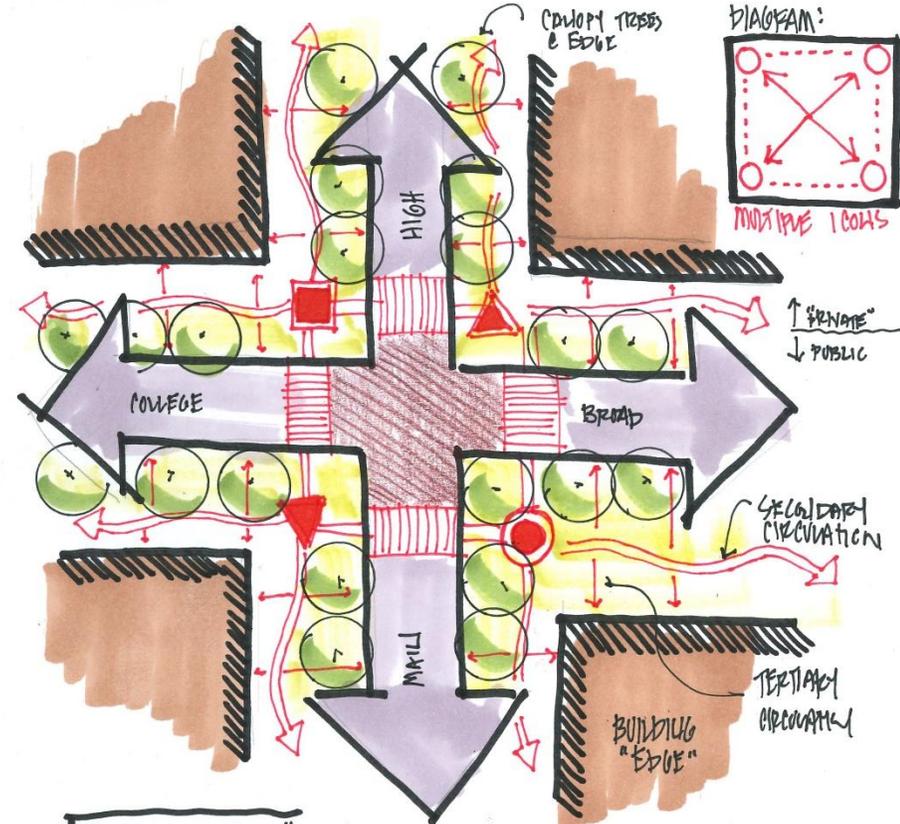
↳ RADIAL FROM THERE
"ALL PATHS LEAD TO..."

PEDESTRIANS MUST COMMIT TO VISIT

↳ ISOLATED / ISLAND

↳ INTERIOR EXPERIENCE

DOWNTOWN MADSWORTH "4 NODES" (SPOKES)



MULTIPLE "FOCUS" - 4 FOCUS @ SQUARE

↳ COLLECTED
↳ ACCESSIBLE: SOMETHING FOR EVERYONE
EXPANDED @ SOUTHWEST / CAZERO

ALL PATHS LEAD TO...

SIDEWALKS / ALLEYS / "CUT-THROTS"

EXISTING



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OPTION A



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OPTION C



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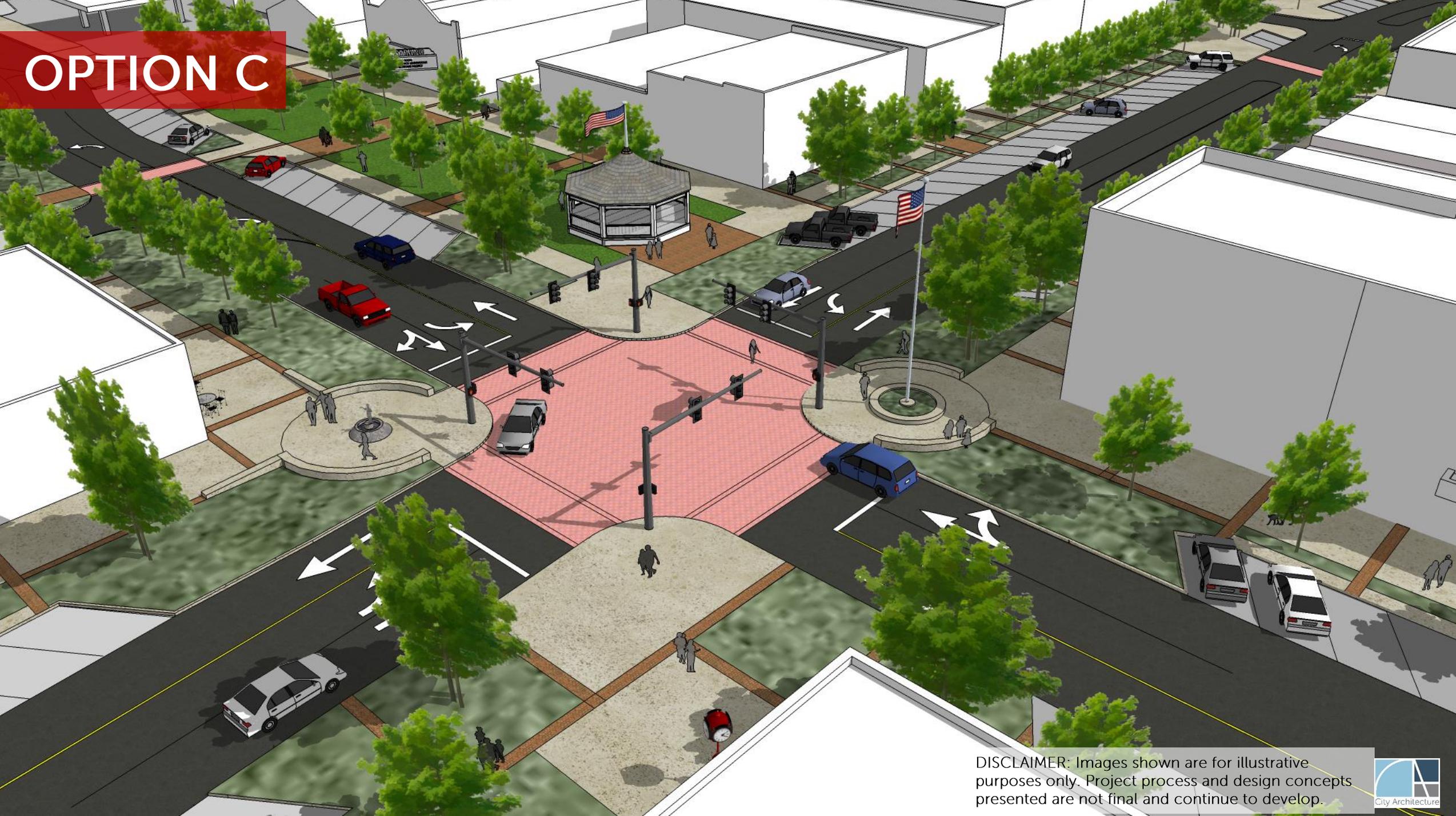


OPTION A



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