

# 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 MI<sup>2</sup>**  
**33 ACRES**

COLLEGE ST.

BROAD ST.

MILLS ST.

MAIN ST.



# WADSWORTH DOWNTOWN STREETSCAPE IMPROVEMENT

Phase 1 : Conceptual Design & Planning



VALUES



PRIDE



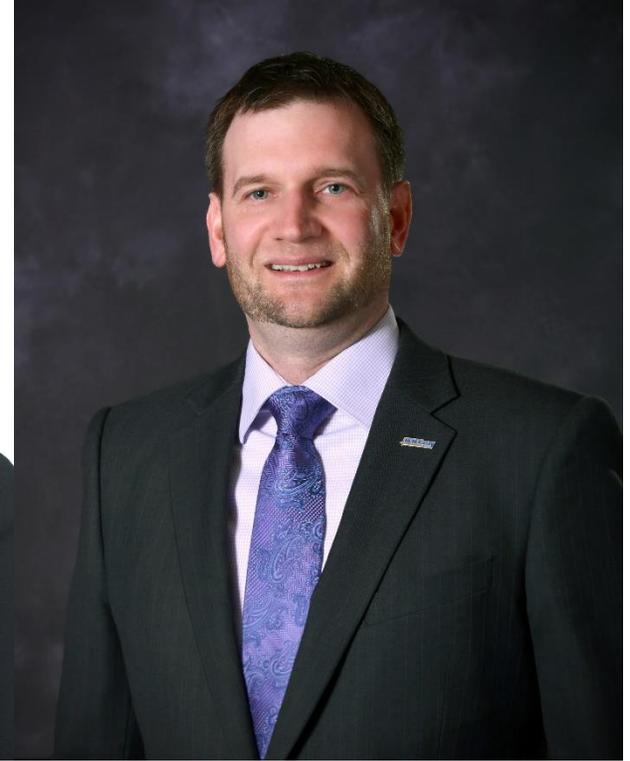
TRADITION



**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 adacen Improvements inc gravel lot and addi character and stor

Figure 5.3 -



### 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 D



## 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:

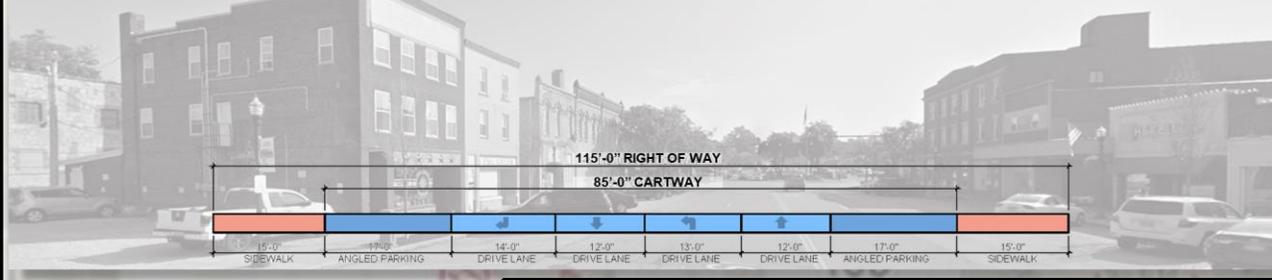
## UPCOMING SCHEDULE

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

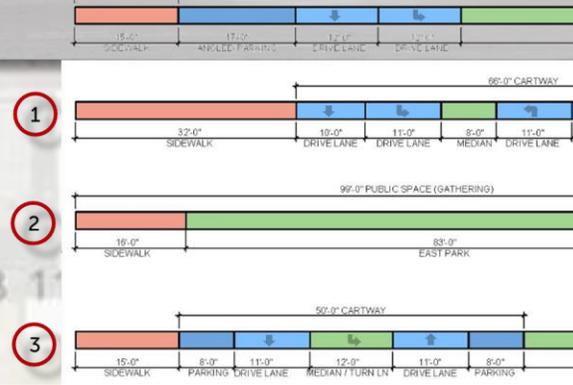
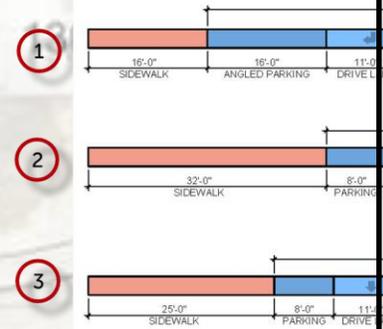
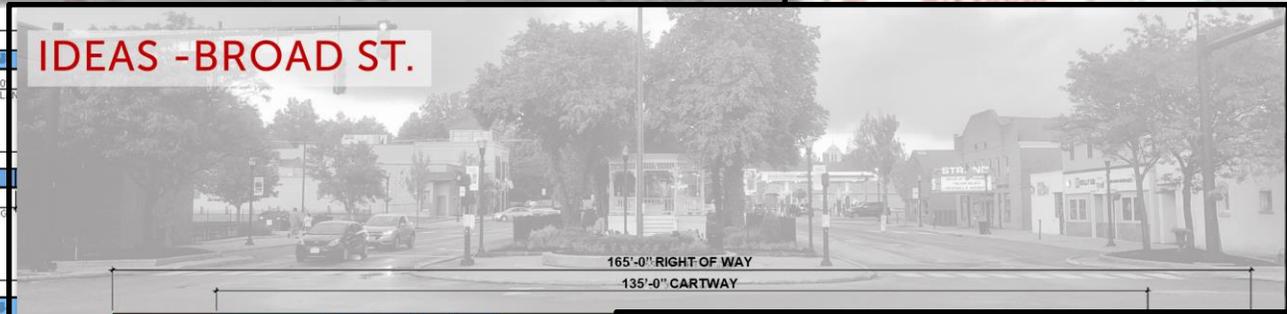
# INFRASTRUCTURE – PRIMARY STREETS



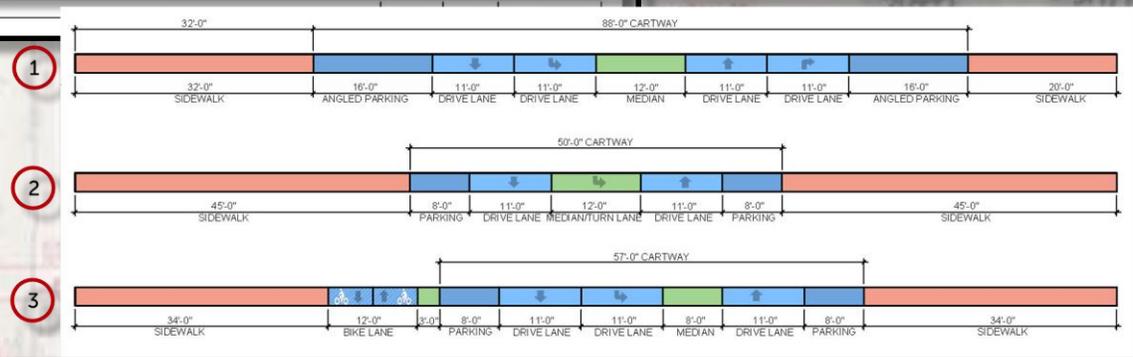
# IDEAS - COLLEGE ST.



# IDEAS - BROAD ST.



# IDEAS - HIGH ST.



# PARKING

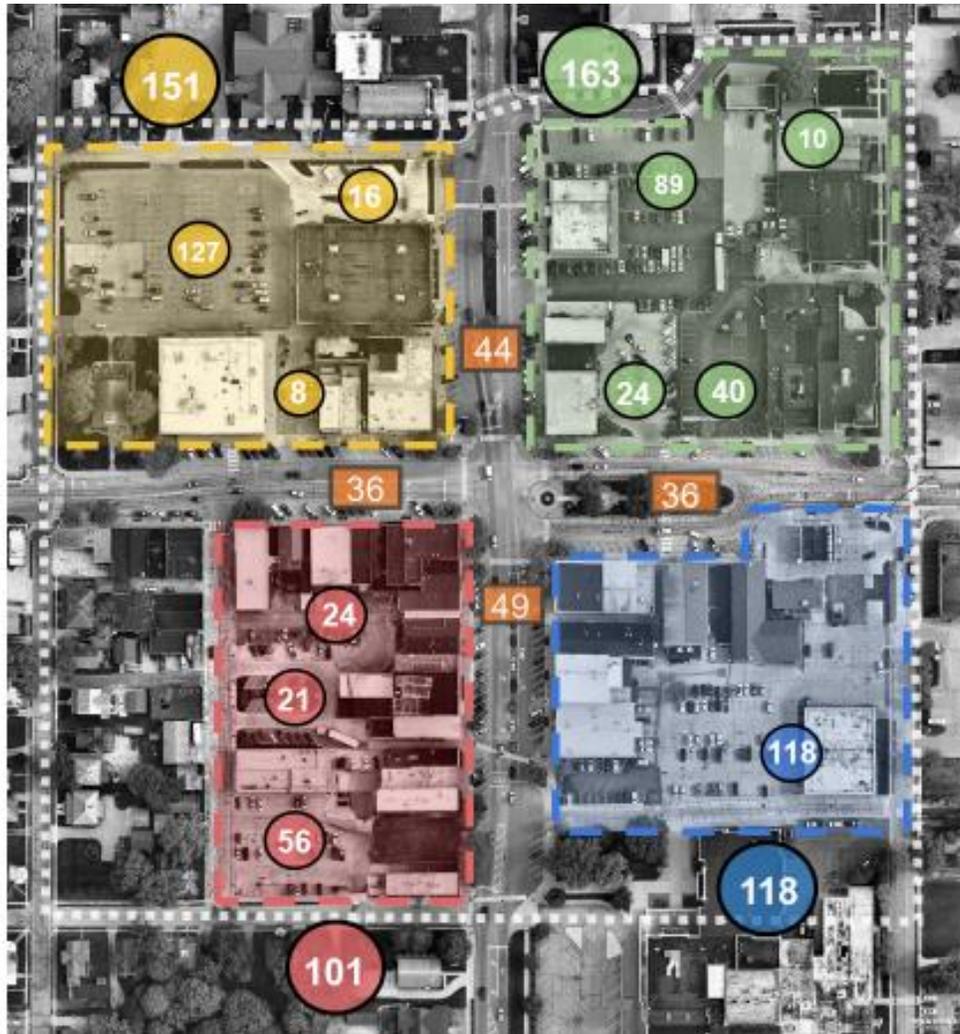
EXISTING

## PARKING SPACE TYPES

SURFACE PARKING LOTS 533

ON-STREET PARKING 165

TOTAL PARKING: 697



**PARKING**



**CITY OWNED PROPERTY**



An aerial photograph of a city street grid, showing buildings, parking lots, and roads. A large, semi-transparent white rectangle with a thick red border is centered over the image. Inside this rectangle, the words "COMMUNITY" and "OUTREACH" are written in a large, bold, black, sans-serif font, stacked vertically.

# 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

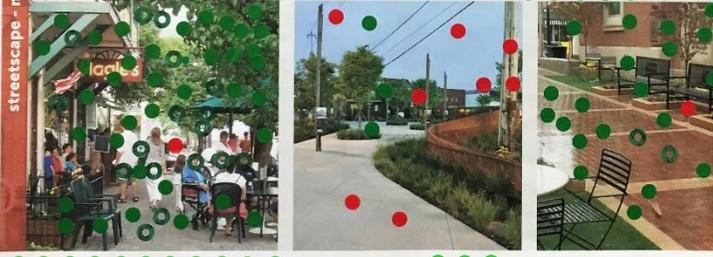
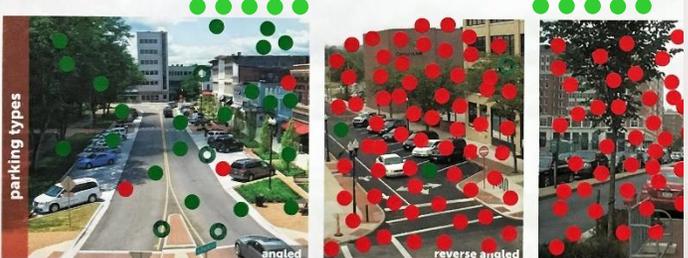
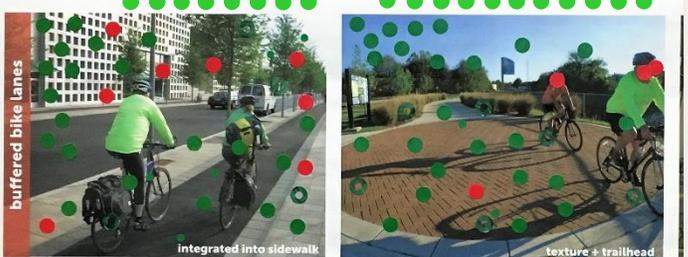
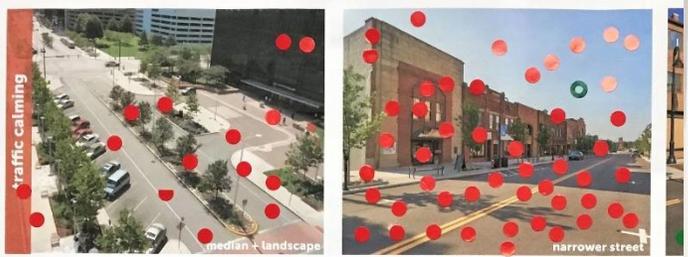
# PUBLIC SPACE + IDENTITY

[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





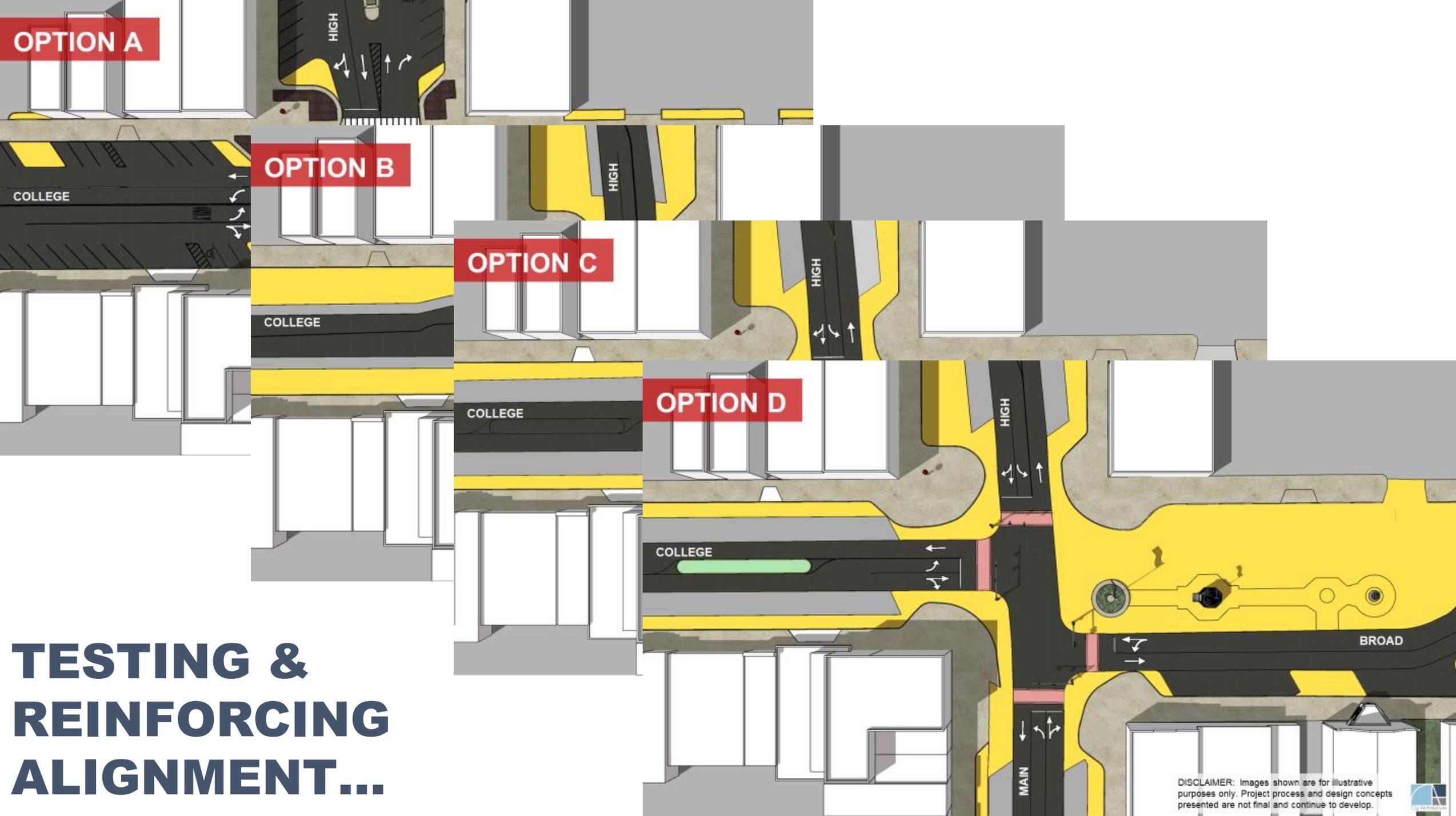
# KEY TAKEAWAYS FROM INPUT



- 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**

A street scene in a town during the day. On the left, a sidewalk runs alongside a row of trees and a building with a dark awning. A line of cars is parked along the curb. In the foreground, a white Kia SUV is parked, with a red car partially visible in the bottom right corner. Behind it is a white Jeep SUV, a dark sedan, and a white pickup truck. In the background, there are more trees and buildings, including one with a sign that says "ALEXANDRIS". The sky is blue with some light clouds.

**KEEP THE PARKING!**



**OPTION A**

**OPTION B**

**OPTION C**

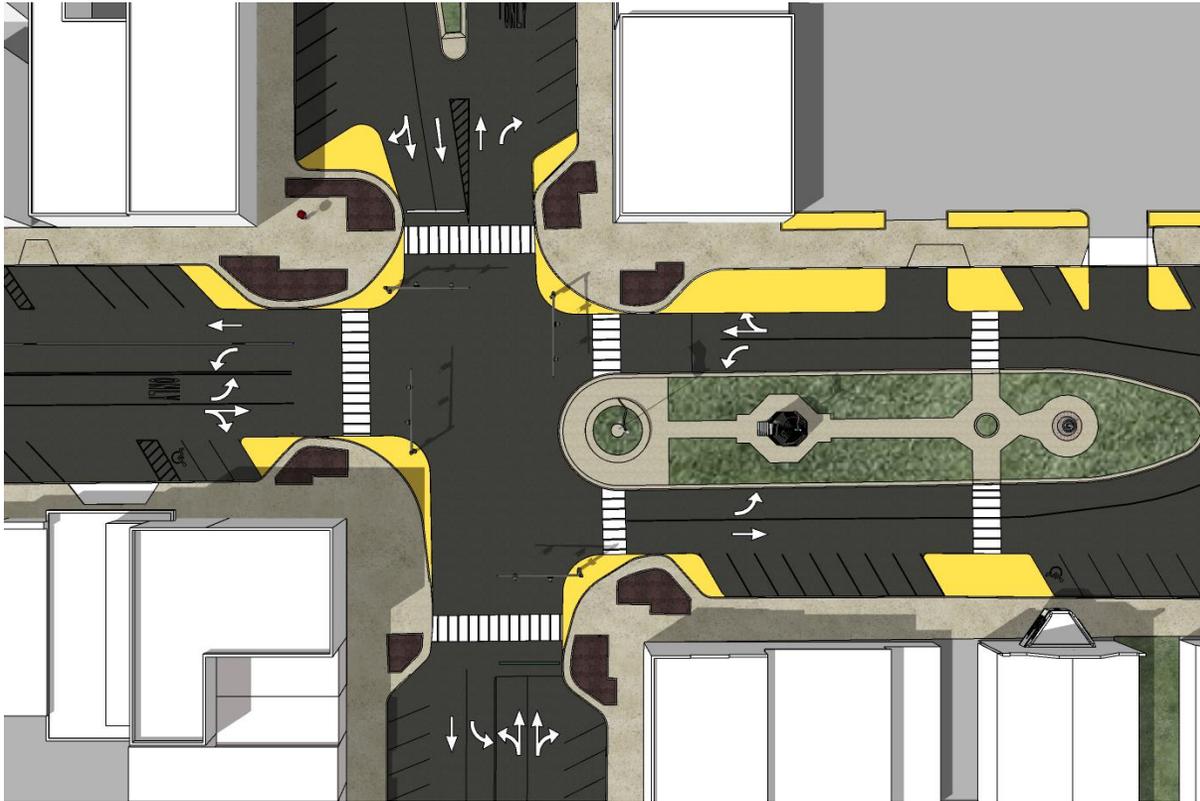
**OPTION D**

# TESTING & REINFORCING ALIGNMENT...

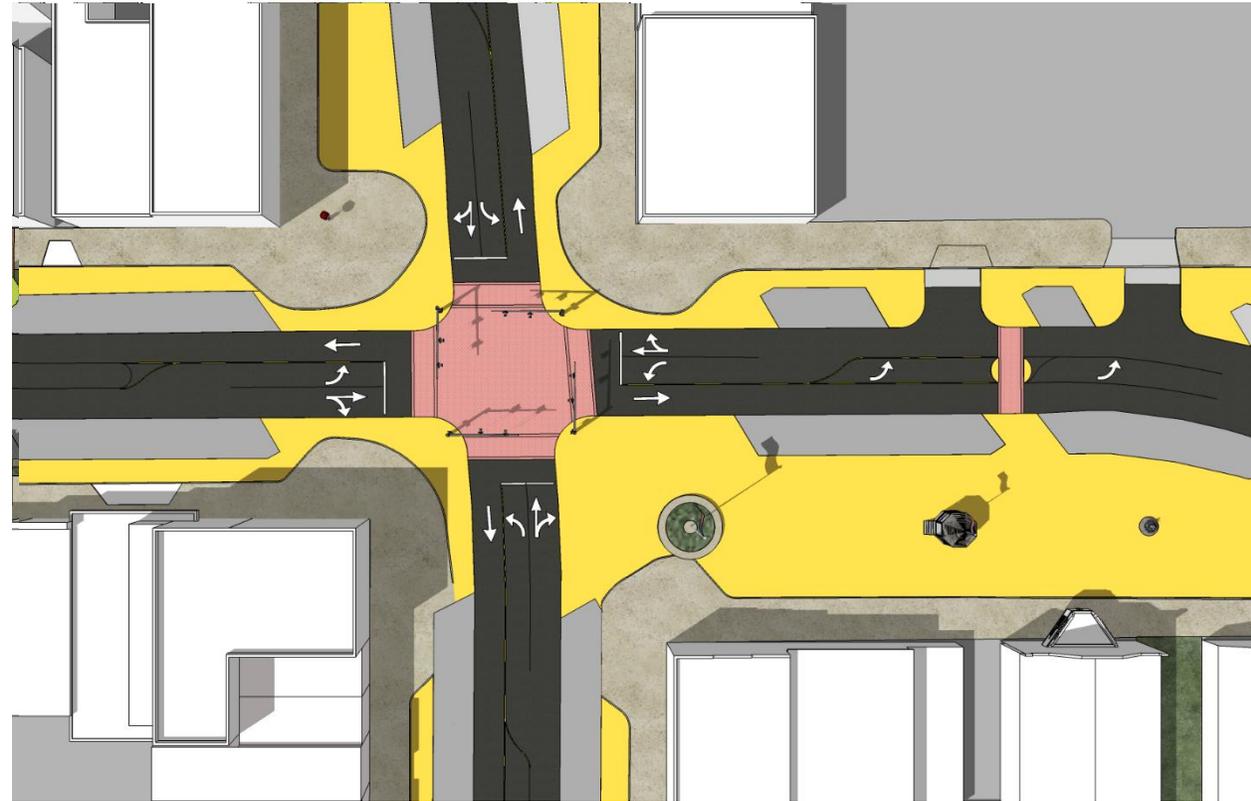
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# OPTION A



# OPTION C



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# OPTION A



# OPTION C



**BEGINNING TO DESIGN**

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# PRELIMINARY COST

## OPTION A

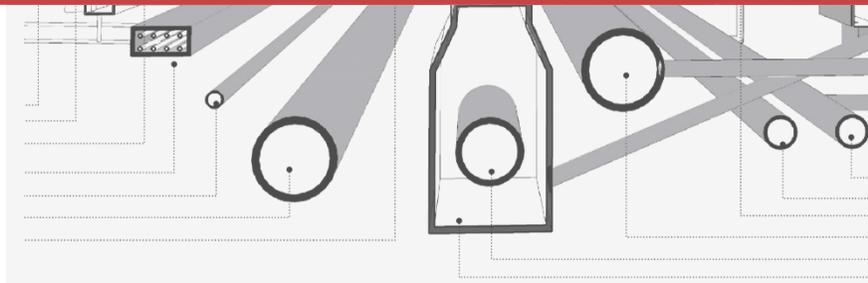
**ABOVE GROUND: \$1 MILLION**

(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 ...**

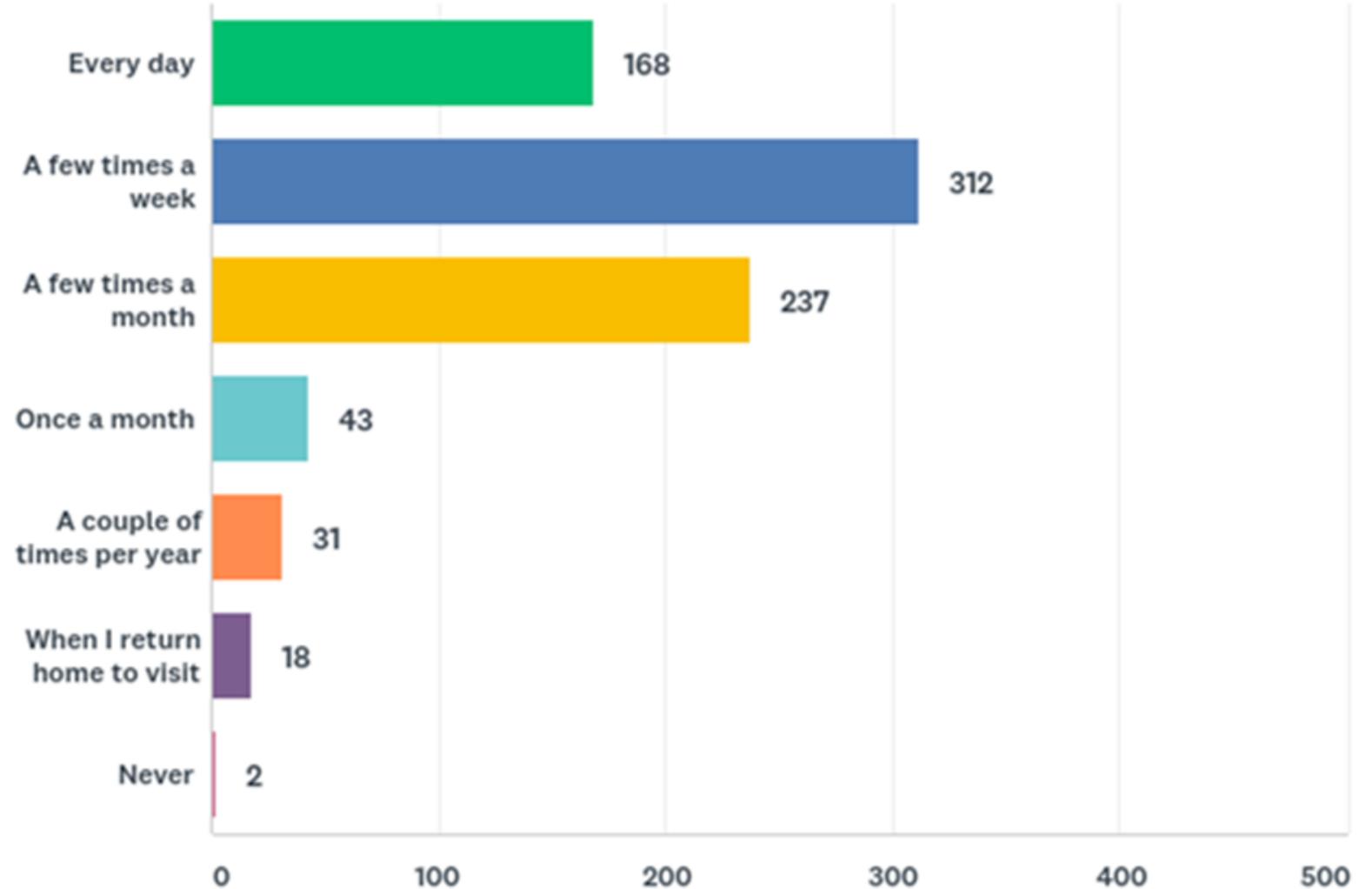
**PLEASE TAKE OUR  
DOWNTOWN  
INFRASTRUCTURE  
PROJECT  
SURVEY!**



# SURVEY RESULTS

BASED ON 811 PARTICIPANTS

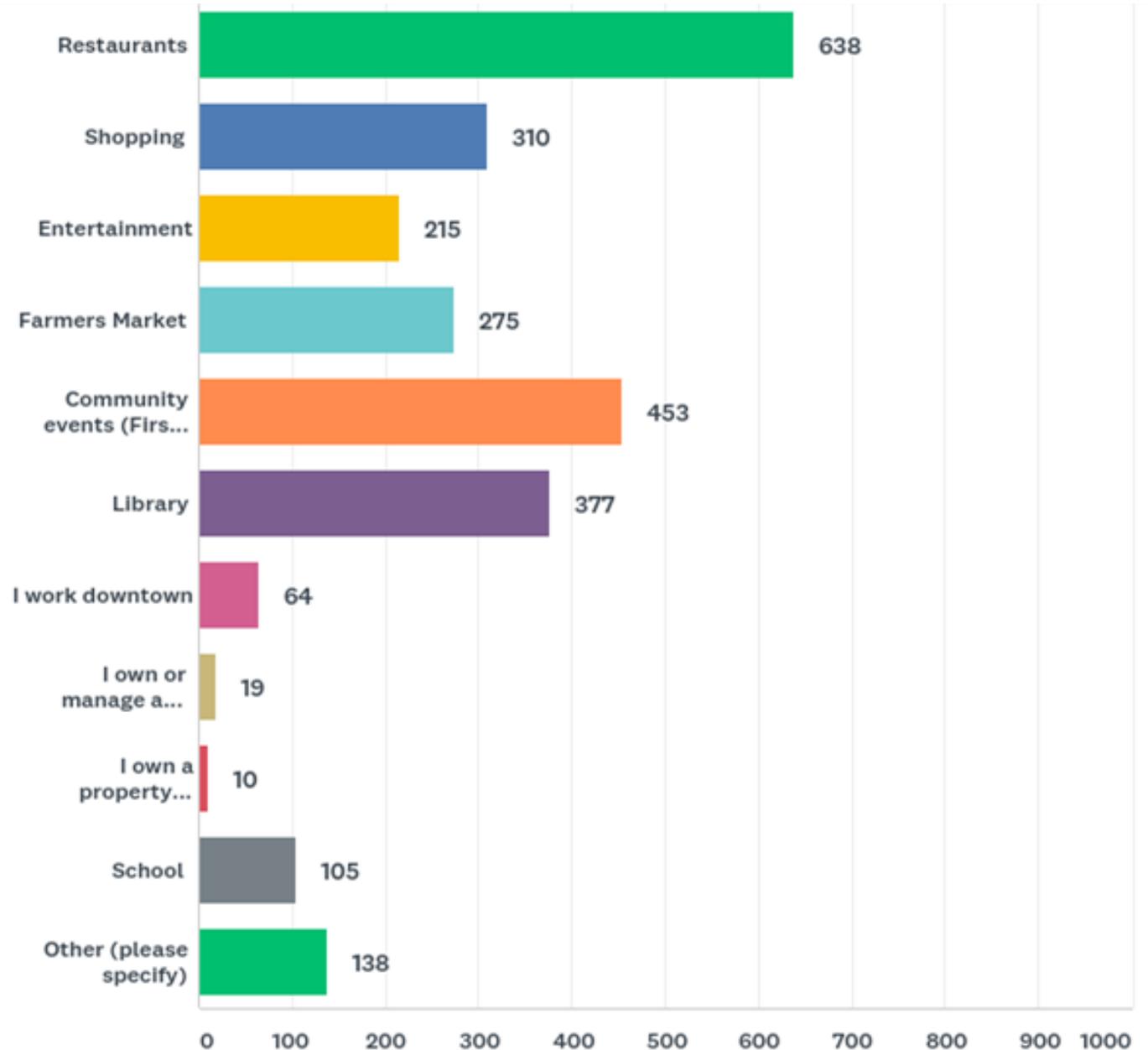
## How OFTEN THEY VISIT DOWNTOWN



# SURVEY RESULTS

BASED ON 811 PARTICIPANTS

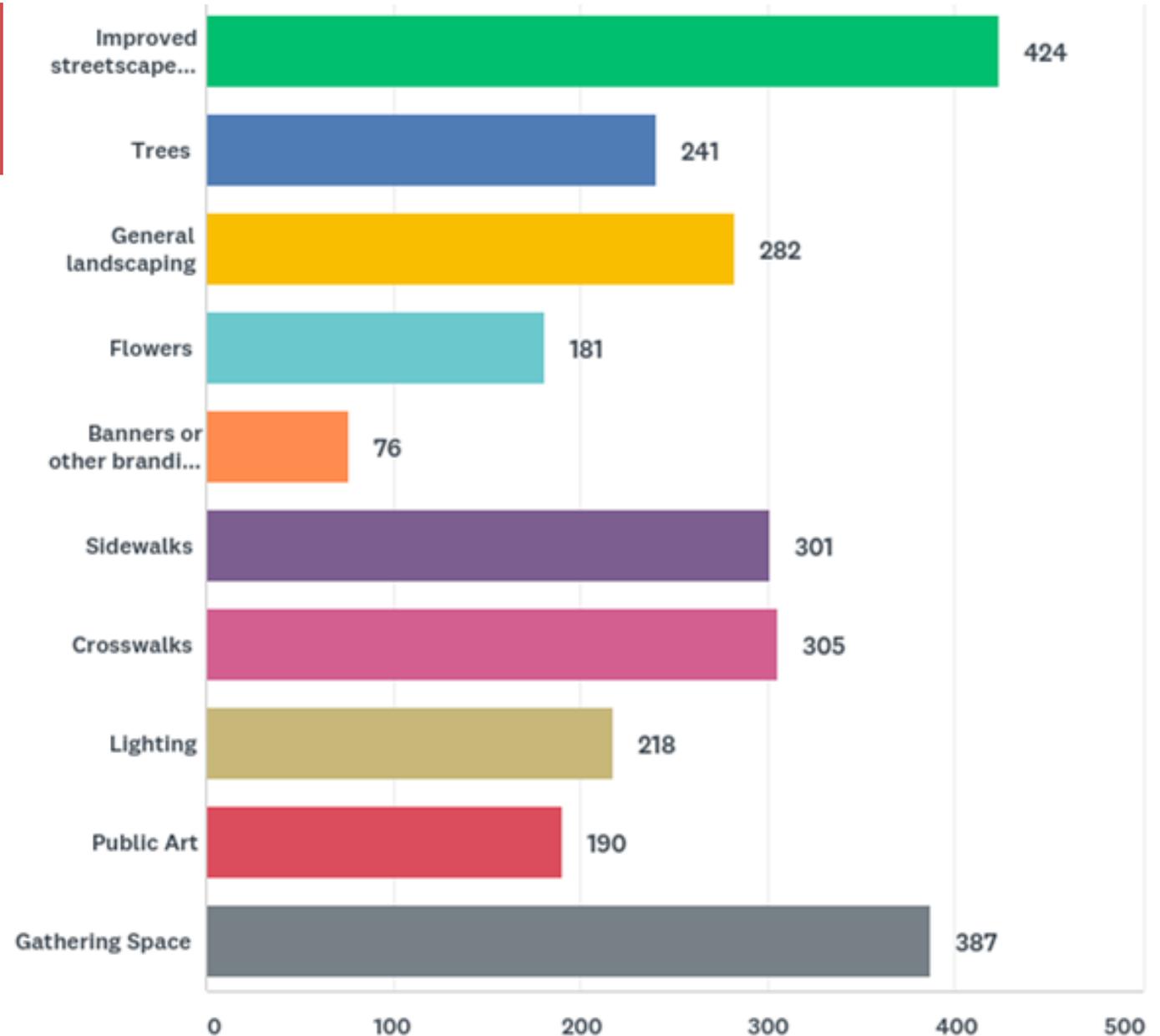
## WHY THEY VISIT DOWNTOWN



# SURVEY RESULTS

BASED ON 811 PARTICIPANTS

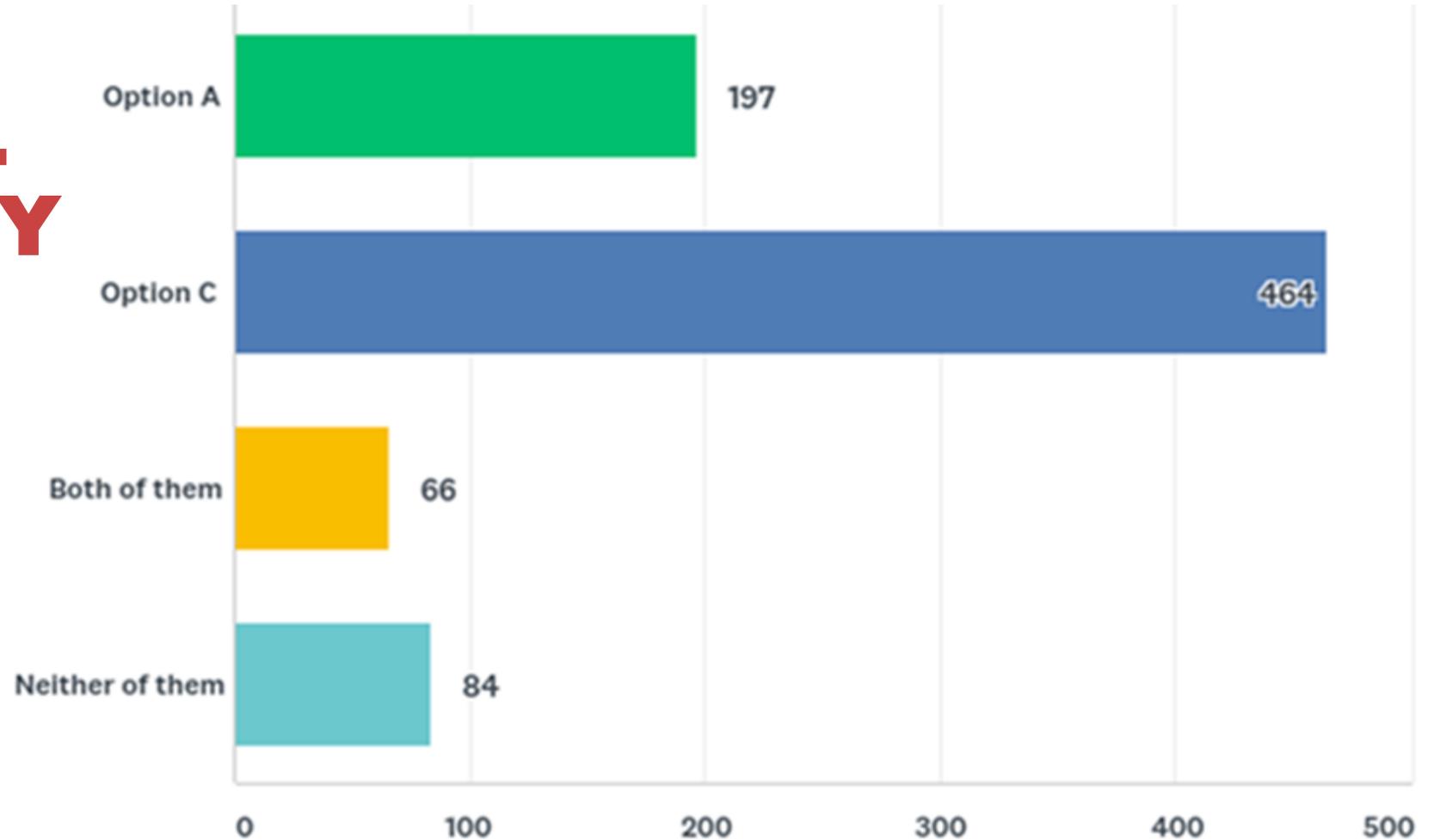
## WHAT STREETScape FEATURES NEED TO BE ADDRESSED OR IMPROVED UPON?



# SURVEY RESULTS

BASED ON 811 PARTICIPANTS

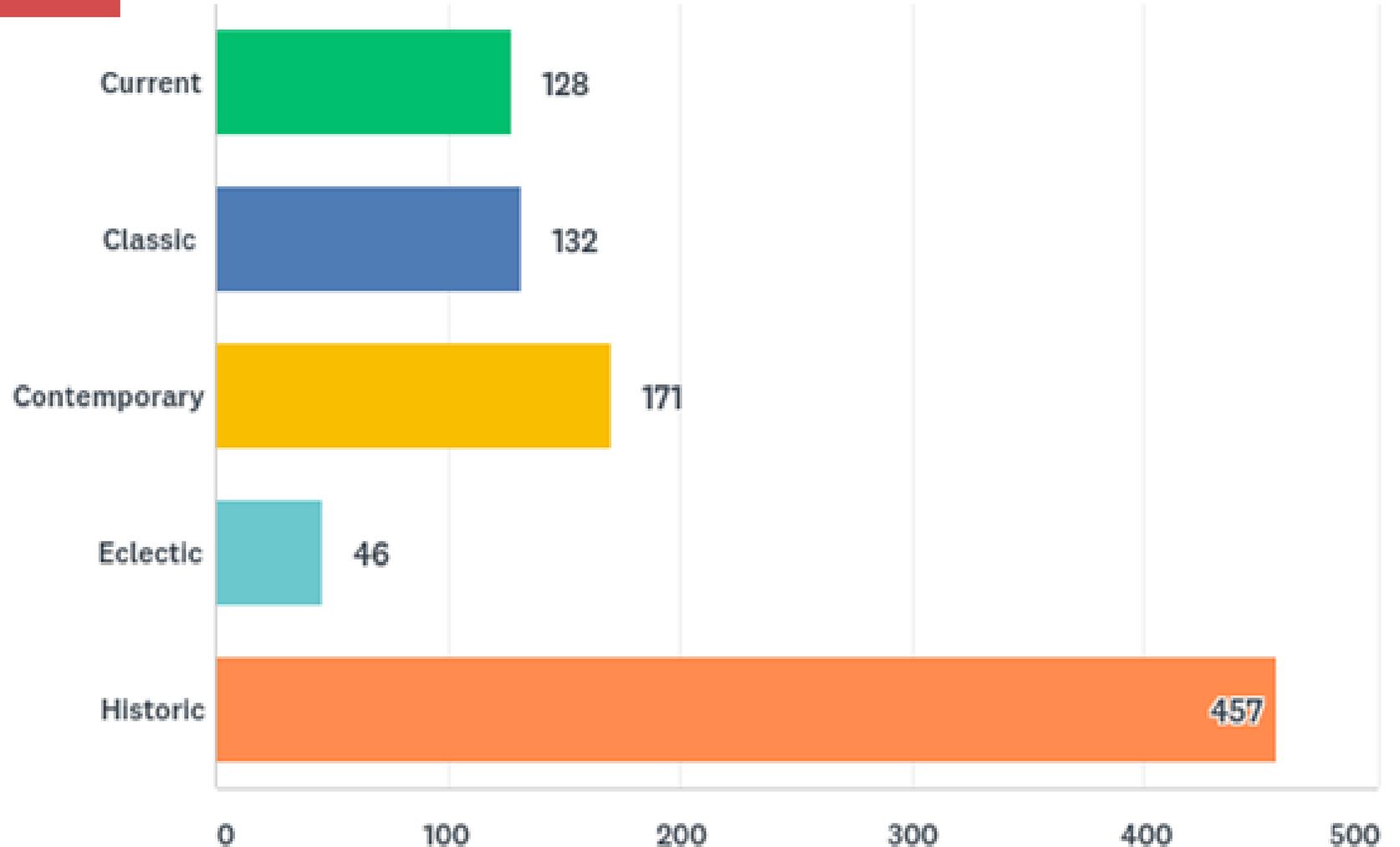
## CONCEPTUAL DESIGNS THEY LIKE



# SURVEY RESULTS

BASED ON 811 PARTICIPANTS

## STYLE OF OUTDOOR FURNITURE OR AMENITIES



# SURVEY RESULTS

BASED ON 811 PARTICIPANTS

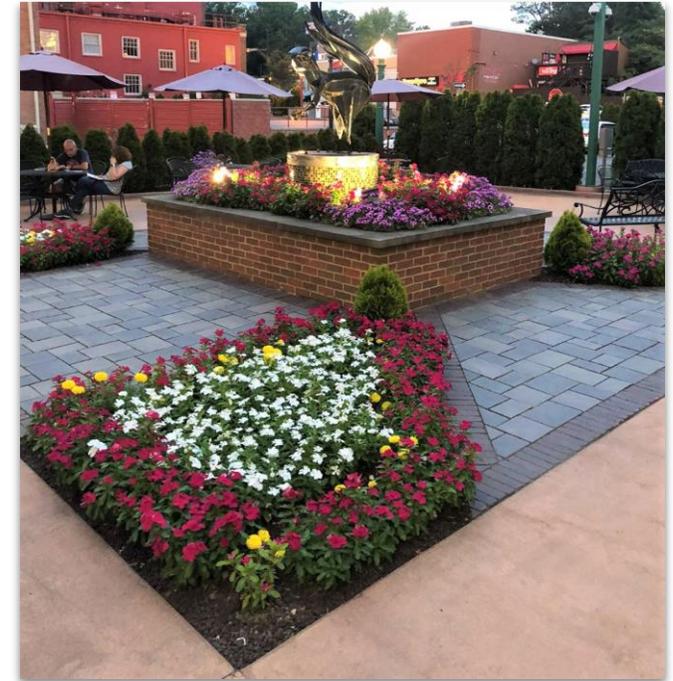
## MOST LIKED STREETScape MATERIALS/IDEAS:



439



328



323

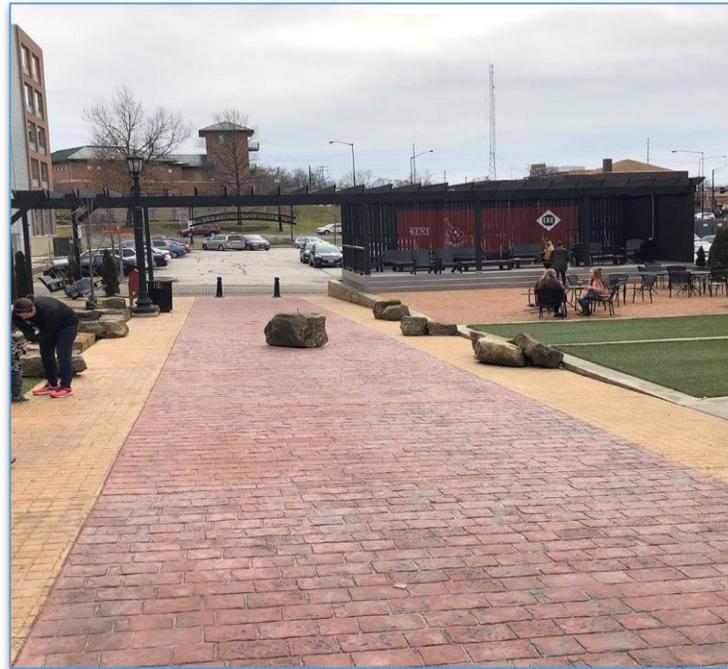
# SURVEY RESULTS

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

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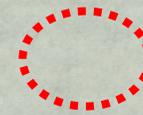


# PLACES FOR ACTIVITY & ENERGY

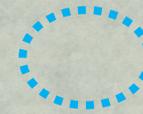
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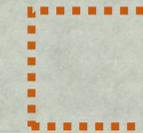
# PLANTING WADSWORTH'S FLAG



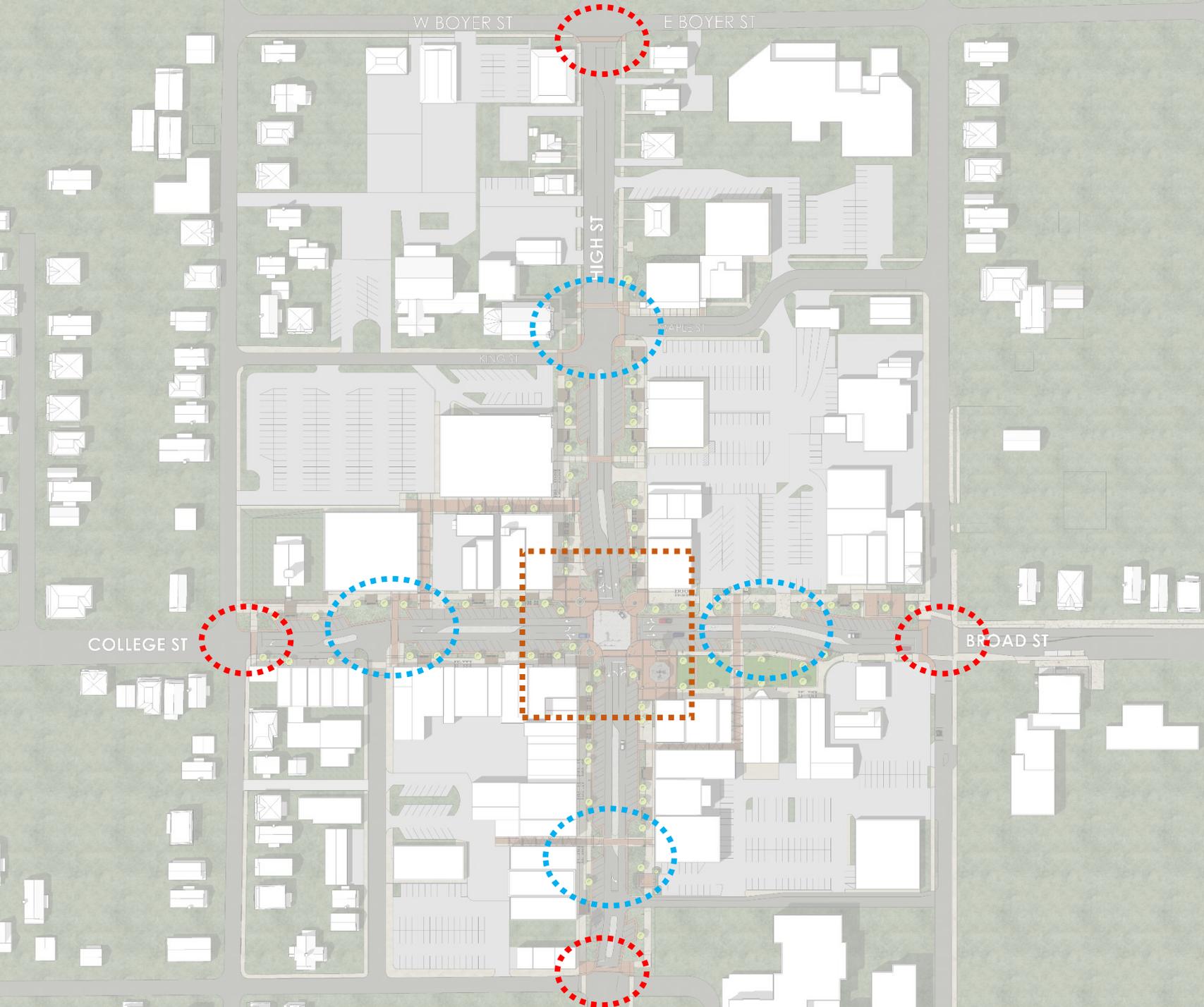
**INTRO**



**WELCOME**



**YOU'VE ARRIVED**





**MORE OF THIS**

**THROUGHOUT DOWNTOWN**

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# ACCESSIBLE & BEAUTIFUL

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# QUIET & SPECIAL

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**WELCOMING & HELPFUL**

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**SAFE & CONNECTED**

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

U.S. PASSPORTS  
MEDINA COUNTY  
AUTO TITLE  
CREDIT REPAIR  
DIVERS & TRAVEL

TITLE BUREAU

KELLY GRAHAM



**ACTIVE & FUN**

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**UNIQUE & AUTHENTIC**

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# A STREETSCAPE UNMATCHED

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# 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 shows a multi-way intersection with brick-paved sidewalks, landscaped medians with trees and plants, and modern buildings. A central gazebo-like structure is visible in the middle of the intersection. The word "QUESTIONS?" is overlaid in large, bold, black capital letters across the center of the image. In the bottom right corner, there is a small logo for "City of [unclear]".

**QUESTIONS?**