

City of Bowling Green



Future Land Use Section 2014 Update Comprehensive Plan

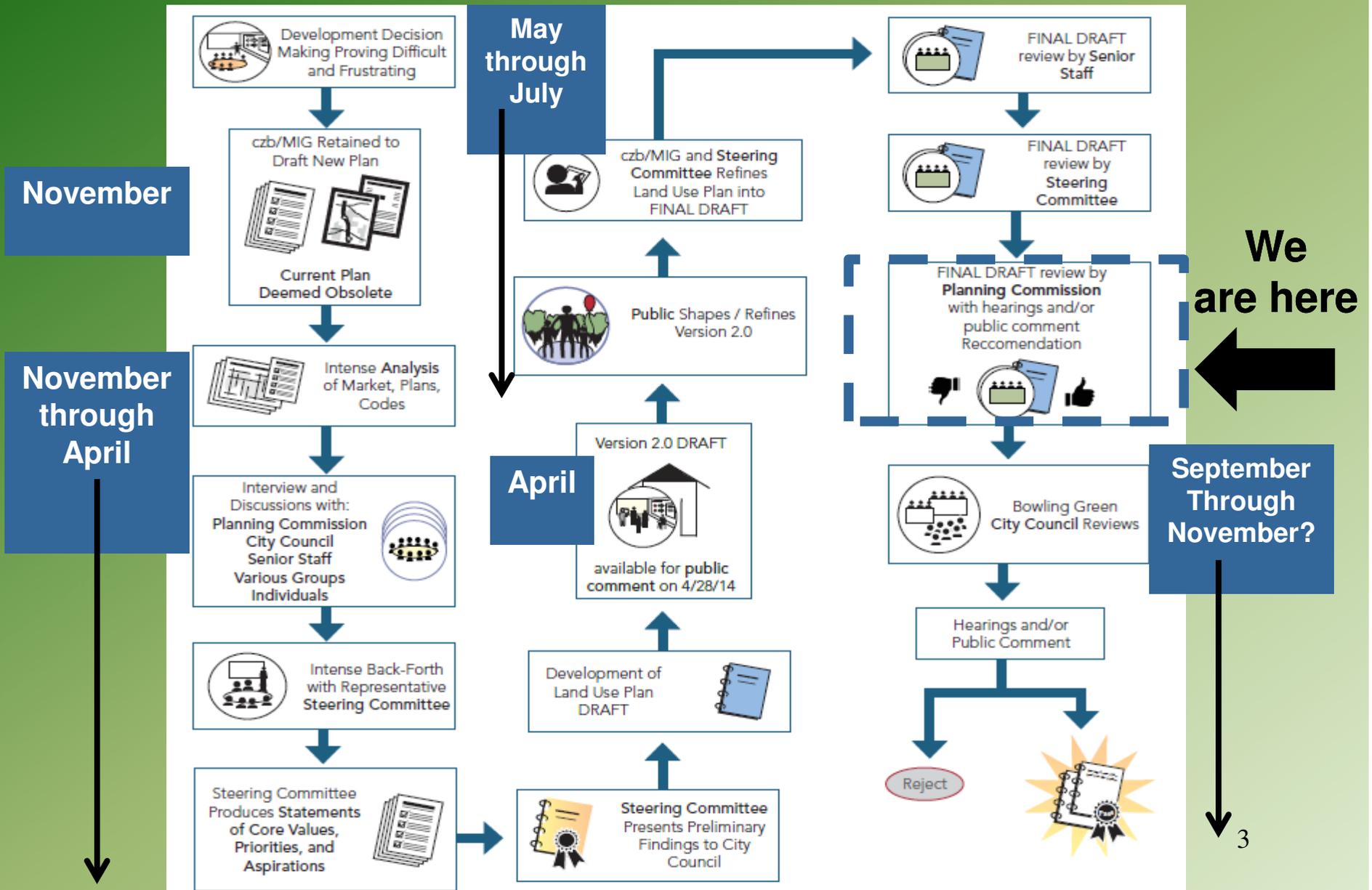
Purpose – Update on Land Use Plan

It is the intention of the Bowling Green community to be a distinct family-friendly, college town comprised of a diverse community of residents, business owners, shopkeepers, and students.

It is our intent to be an economically viable and environmentally sustainable place comprised of households and businesses alike that work together to steward scarce natural resources.

It is our intent that our neighborhoods be walkable, safe, and vibrant, and our streets beautiful and appealing.

Purpose – Update on Land Use Plan



Purpose of Planning



Asking the Tough Questions

What's "working" and "not working"

- What is our current trajectory?

How can BG better compete in the region?

- Just like businesses, cities are also in competition with each other

How can we better coordinate with BGSU

- Universities are also facing competition. Can we have greater mutual benefit?

What is our Target "Market"?

- Who do we want to attract and what will appeal to them?

Thinking critically, focusing on current demographics, and looking at 5, 10, 15, and 20 years from now

Focusing on Assets



Civic Engagement



Downtown



BGSU



Parks



Good Schools



Arts BLACK SWAMP Arts Festival Culture

Well-Kept Homes & Neighborhoods



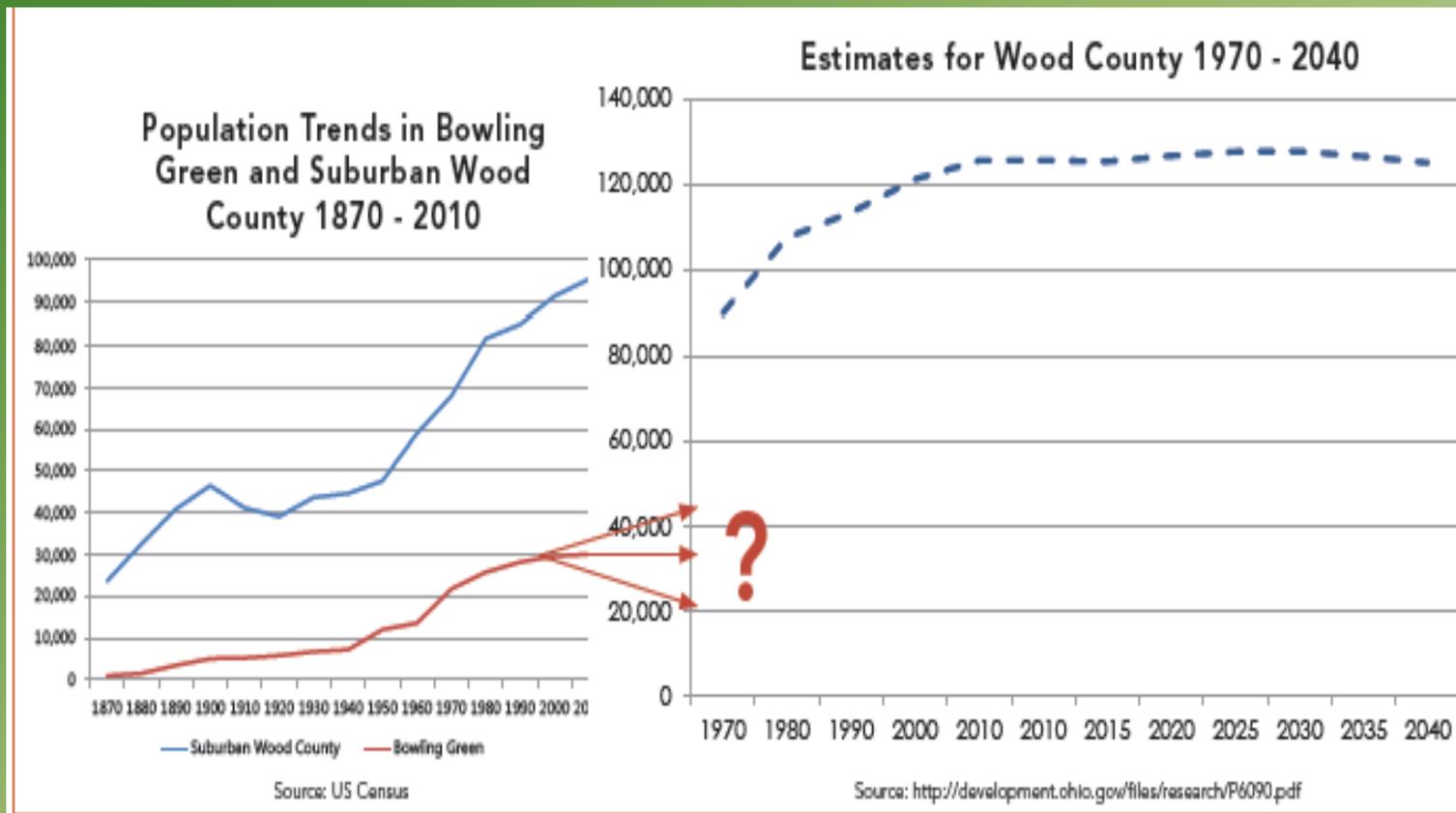
Abundant shaded neighborhood streets



Pride

Data Analysis: Population

Population Outlook is Flat



Data Analysis: City Fiscal Condition

**14% -
City Revenue from
Property Taxes**

**0% -
City Revenue from
Sales Tax**

47%

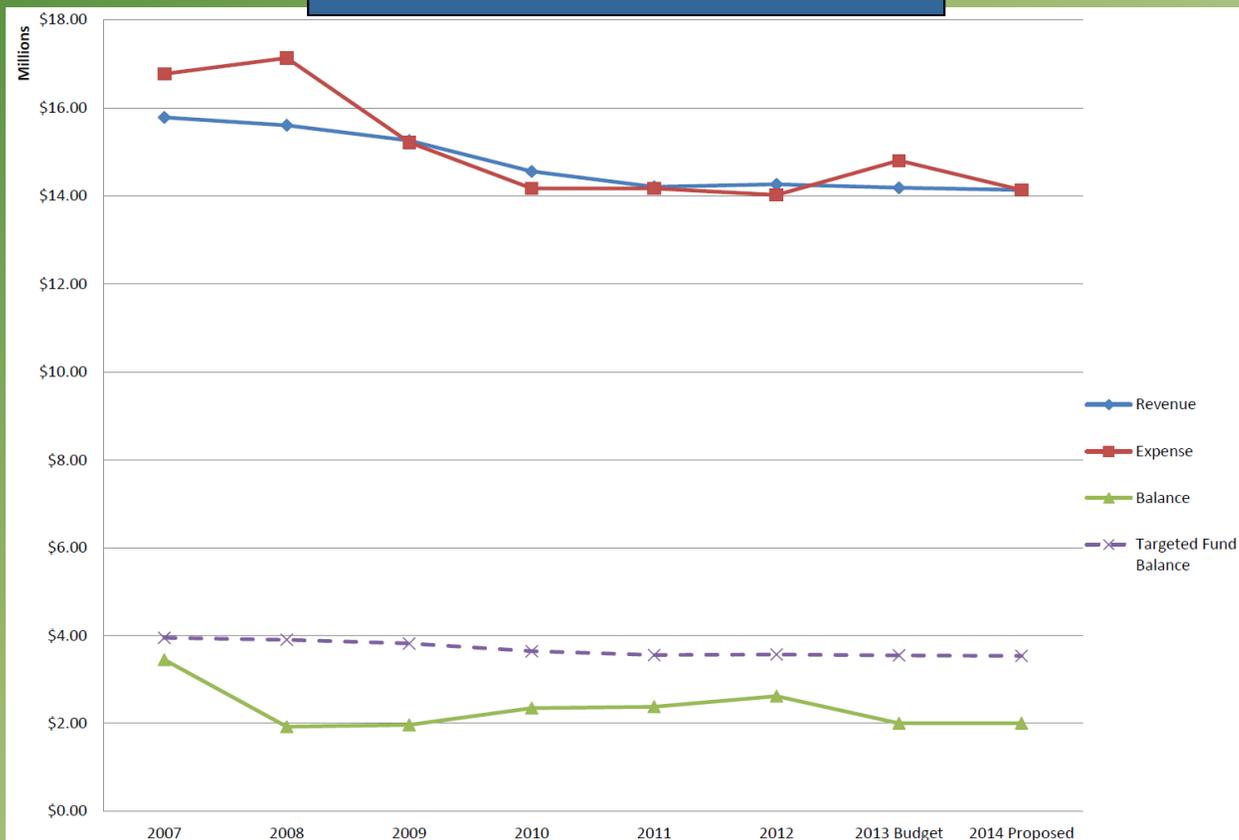
% of City revenue that
comes from Income Tax

Generally, the city where
you live gets 1%

The city where you work
gets 1%

...having people live
AND work in BG has the
biggest revenue impact

2010 General Fund



**In the City's General fund,
2014 Revenue is \$2 Million
Less than 2007 Revenue**

Data Analysis: Housing / Neighborhoods

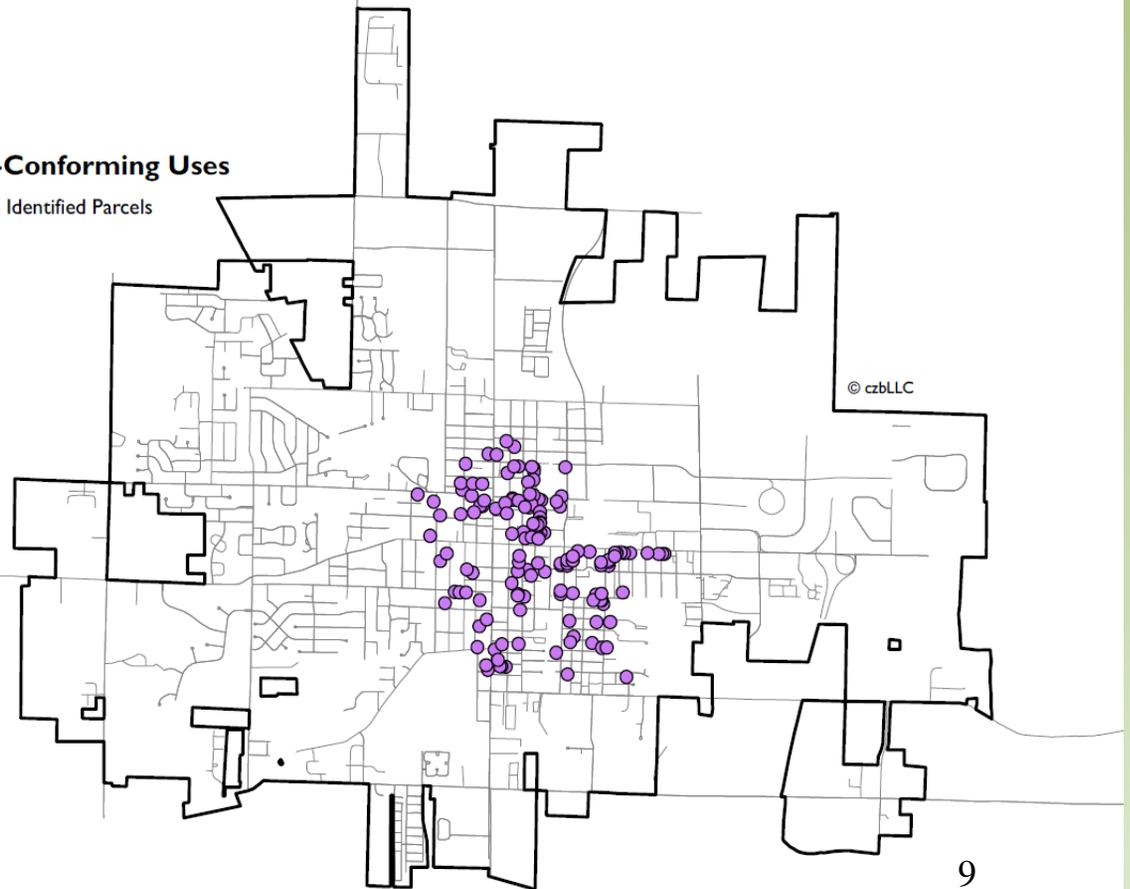
**60% of BG
Housing is
Renter
Occupied**

**90% of
renters,
adjacent to
and south of
BGSU, are
under 25
years old**

Non-Conforming Uses Impact Neighborhoods

Non-Conforming Uses

● Identified Parcels



Data Analysis: BGSU

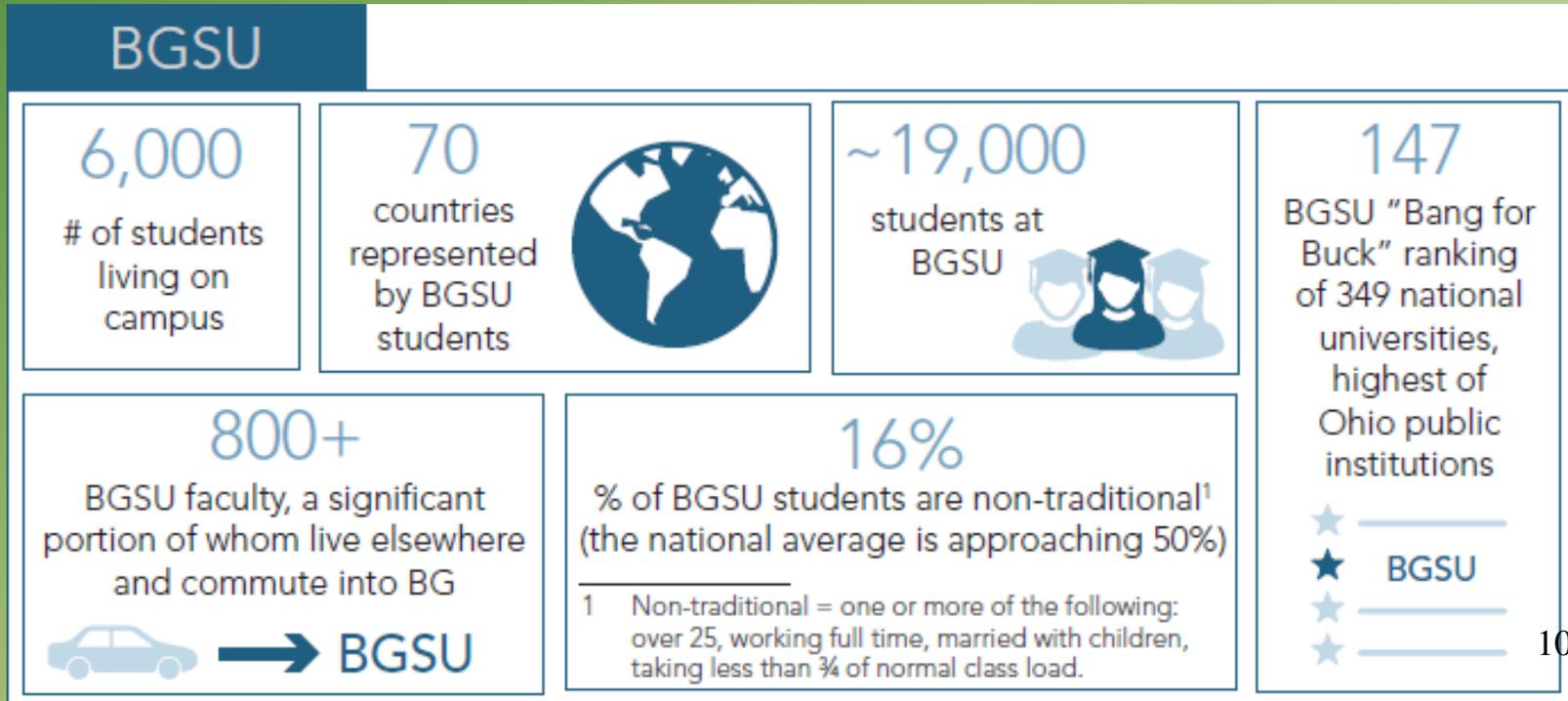


BGSU



The fiscal health and success of Bowling Green and BGSU are interrelated

Cities and Universities are in competition with global, market, and economic forces at work.



To Adapt or Not to Adapt?

**Cost
No Action**

**Cost
Action**

Not unique to BG – all communities are feeling the pinch.

Not unique to cities – universities need to better position themselves: competition, decreased student population and funding, market preferences changing.

A greater cost for doing nothing

More noticeable decline

Cost less to do now

Easier to make "tweaks" now

Harder to do when there's no sense of "urgency"

Requires walkability, uniqueness, aesthetics, health-fitness orientation, environmental sustainability.

Assets + Data Analysis + SC + Small Group Input =
Areas of Focus for Public Input

**Steering
Committee**

Open House

Surveys

**Written
Comments**

City Staff

**Small Group
Discussions**



Conversations

**Consultant
Meetings**

Presentations

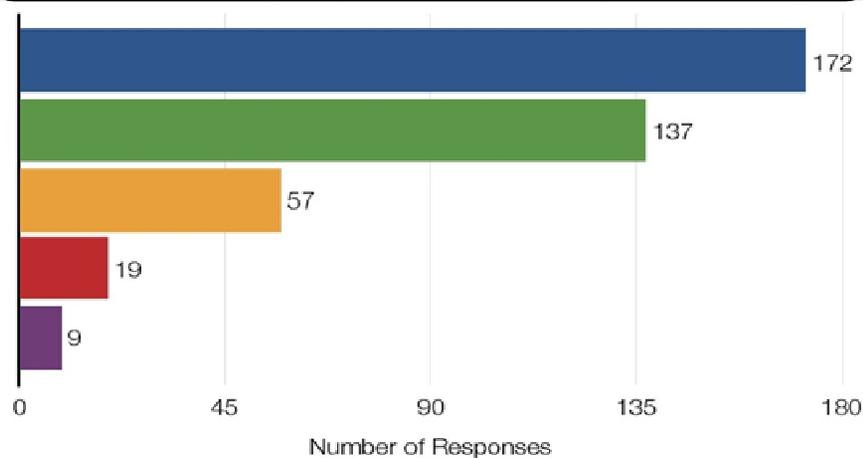


Community Open House: 250+ attendees

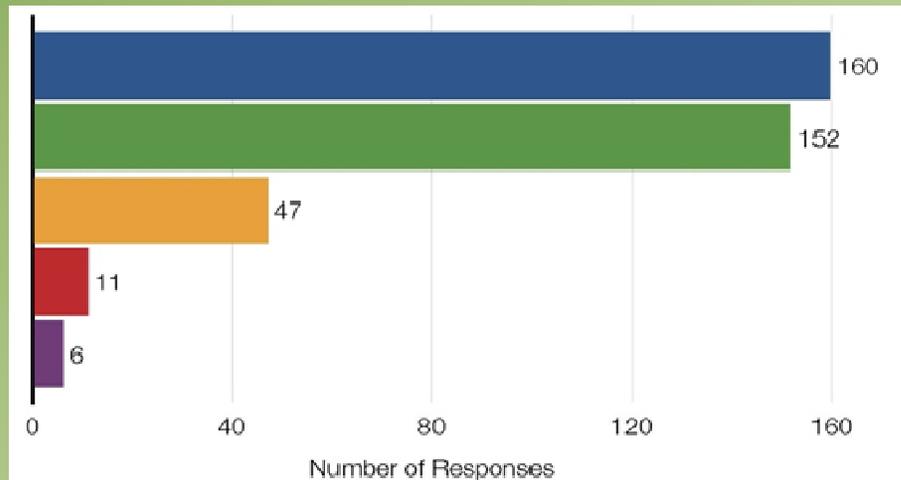


Public Input: Survey Results (423)

Bowling Green needs to have new development (zoning) regulations that are up to date and capable of addressing today's contemporary market and development challenges.



Public input supports the need for the plan update



Bowling Green needs a new comprehensive plan to direct growth and re(development) activities.

● Agree Strongly ● Agree ● Neutral ● Disagree ● Disagree Strongly

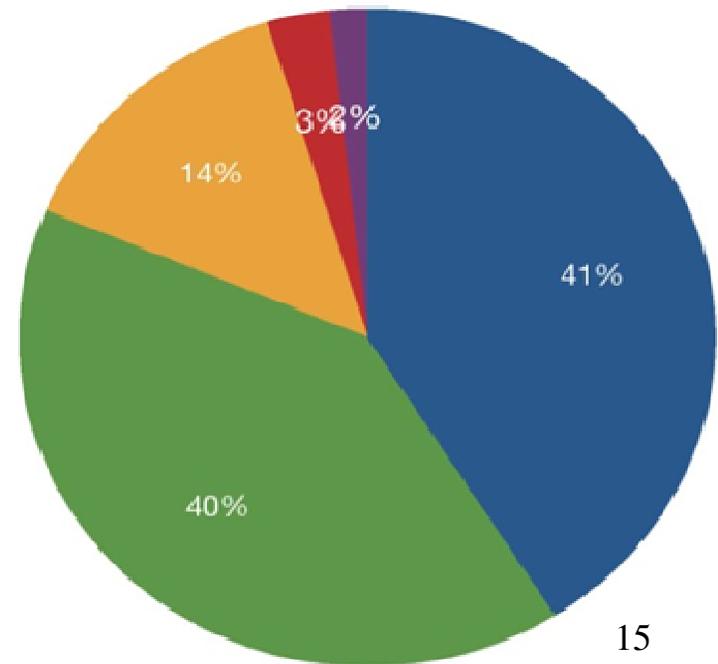
Public Input: Northeast

“Please help families who live south of Wooster near Crim School. In recent years many of those single-family houses have been turned into rental housing and are falling into disrepair. With a great public school nearby, this neighborhood should be attractive to BGSU faculty and staff with families, but it’s quickly becoming a party ghetto.”

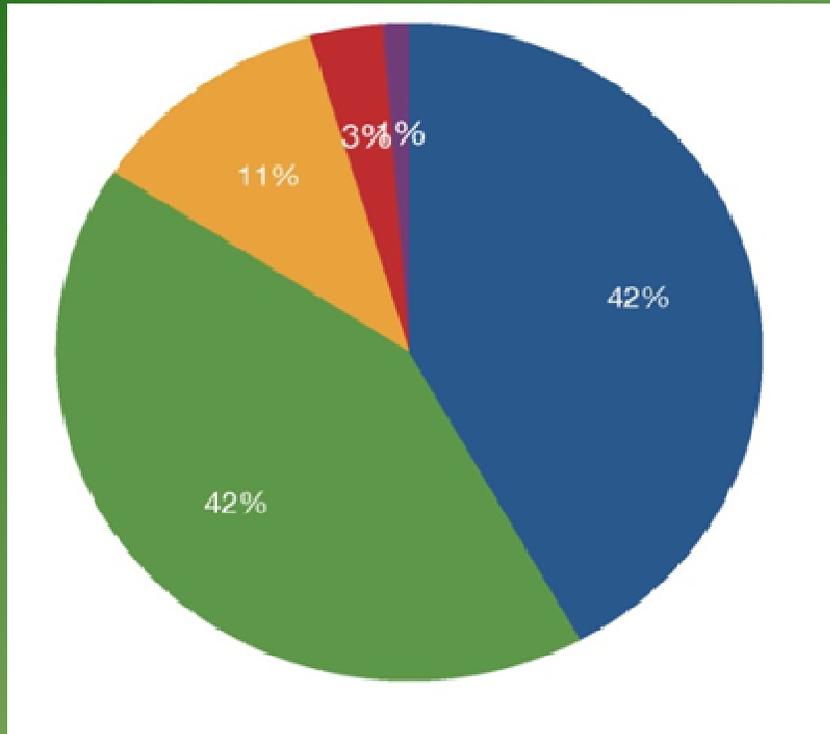
“Landlords need to be held accountable for the properties they own. Upkeep of those properties is essential. I am tired of seeing slum-like conditions in the NE and SE areas of my community.”

“We think that the time has come to consider trading with landlords/developers, allowing re-zoning of selected areas in Wards 1 and 2 so as to allow townhouses or even apartment buildings, IN EXCHANGE for the landlords/developers converting their R-2 rental houses back to single-family use. This should be a guaranteed trade; the City should extract real progress toward restoration of our older neighborhoods in exchange for the higher density zoning.”

81% said they “Agree Strongly” or “Agree” with the proposed approach for Northeast Neighborhood



Public Input: Southeast



82% "Agree Strongly" or "Agree" that the Conditions in the SE Neighborhood Need Attention

"How will we protect these areas when people are allowed to park on the grass, not mow their lawns, not trim or cut their bushes, not repair homes and buildings, not control pets...I would happily invest back into my property and my rental homes if I knew my neighbors weren't going to park junk cars in their back yard."

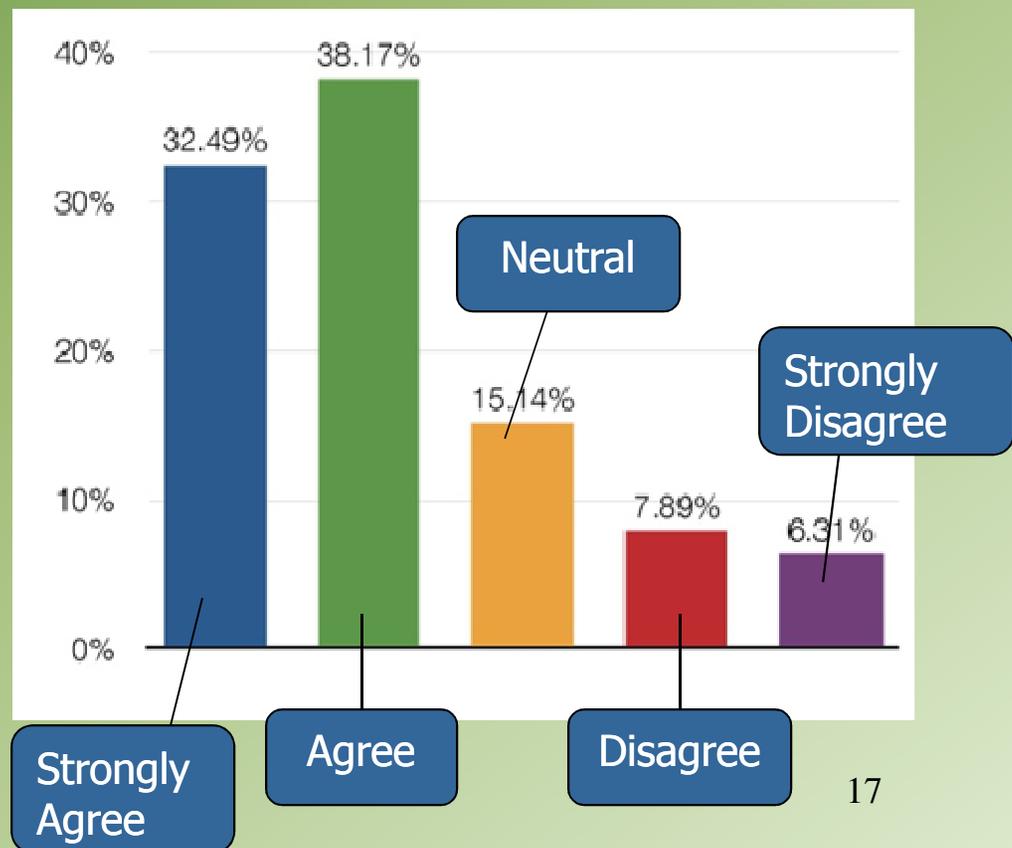
"Be mindful of pre-existing non-conforming uses. People own and purchase their property expecting to be able to continue their current uses. Provided they maintain their property reasonably well, government should not try to void those uses, at least until they are legally abandoned."

Public Input: Downtown

"I believe that it is within our abilities to make BG a more appealing and trendy place to live. I visit Ann Arbor as much as I can when the weather is nice. That city has a healthy vibe. They have safe, wide bike lanes, outdoor seating with umbrellas in the downtown area. They appear to have found a balance between accommodating cars and bikes/walkers."

"I think a parking garage would be beneficial to the downtown area. There are ways that other cities have successfully done this without it sticking out like a sore thumb...a college town with a lot of downtown activity that has successfully done this is Athens, OH. They have a multi-level parking garage that is sort of hidden and nobody notices that it's a parking garage but it is utilized by many."

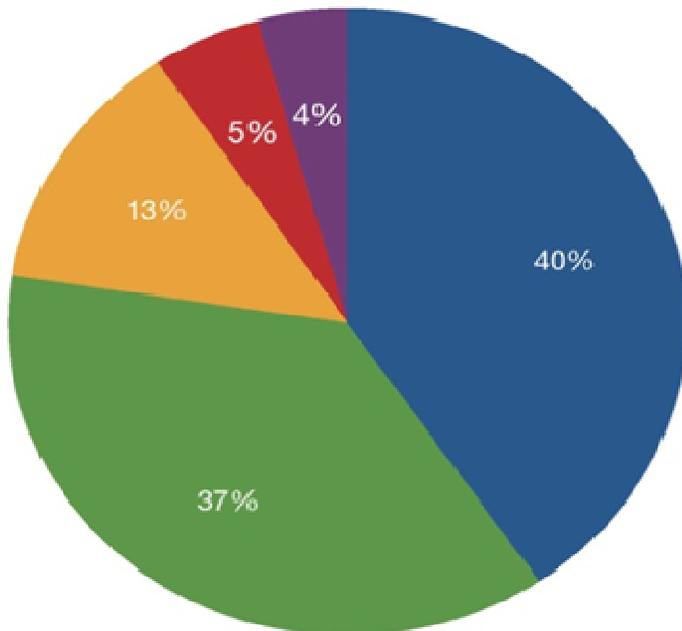
**77% agree that conditions Downtown need attention.
71% support the proposed approach to Downtown.**



Public Input: East Wooster

77% “Strongly Agree” or “Agree” with the proposed E. Wooster Approach

The proposed approach for redeveloping E Wooster will be good for Bowling Green’s future



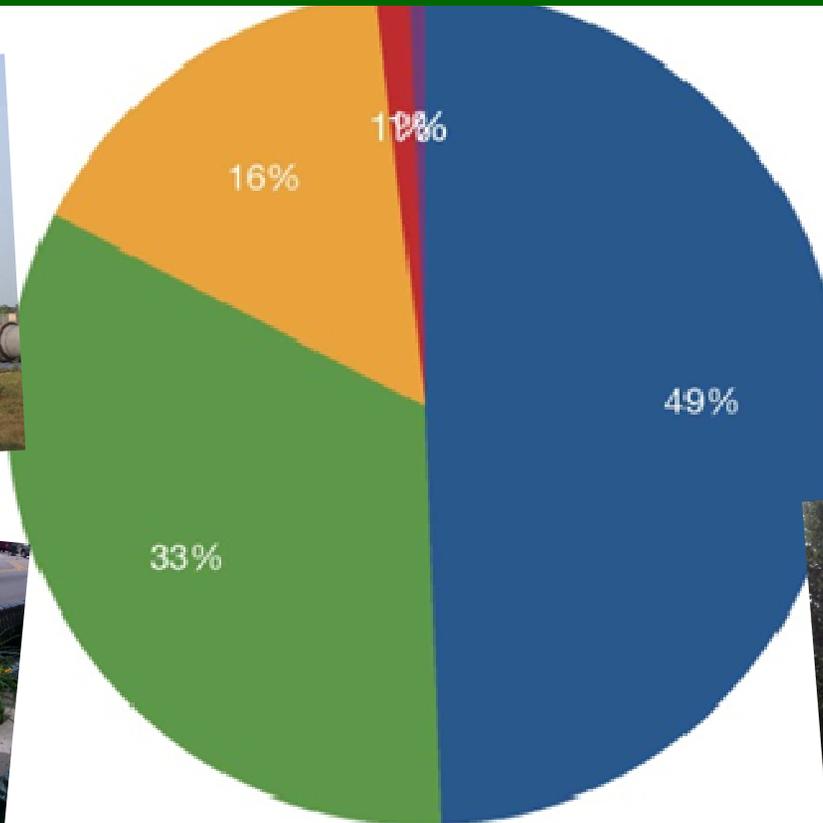
“BGSU must be encourage to invest in the E. Wooster corridor. Private investment and/or joint private/government projects are necessary. Need to be creative to accomplish project goals.”

“Please balance the aesthetic and ideal with the practical and realistic. A pretty median at the expense of a recent (and hard-won) turn lane could again clog traffic and imperial safety (rear-end crashes) as drivers slow and stop to turn.”

“The east side of Bowling Green needs attention, especially east of I-75. When you get off the ramp there is nothing there and it looks like this city has nothing to offer.”

Public Input

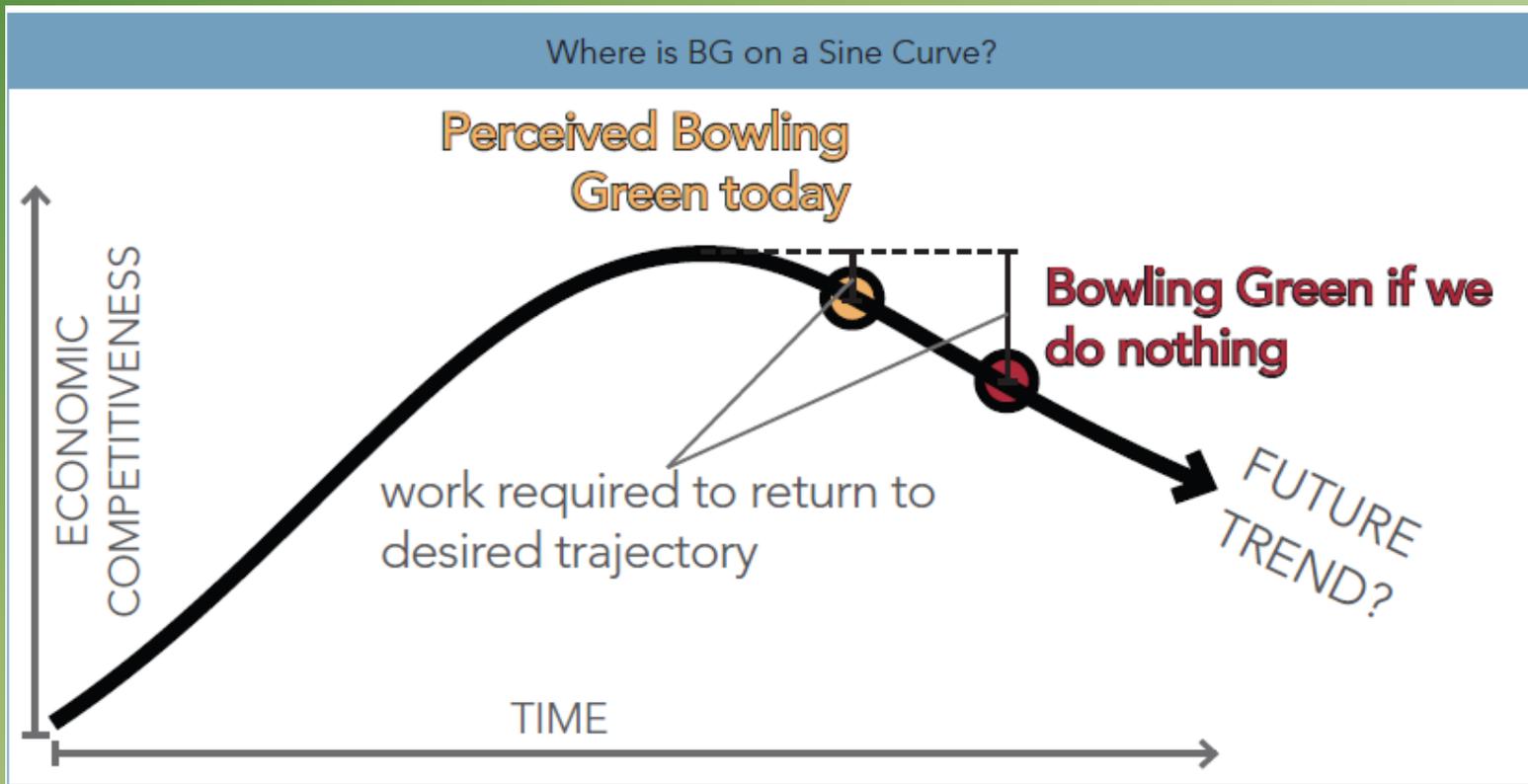
82% believe it's time for Bowling Green to increase its level of reinvestment in itself



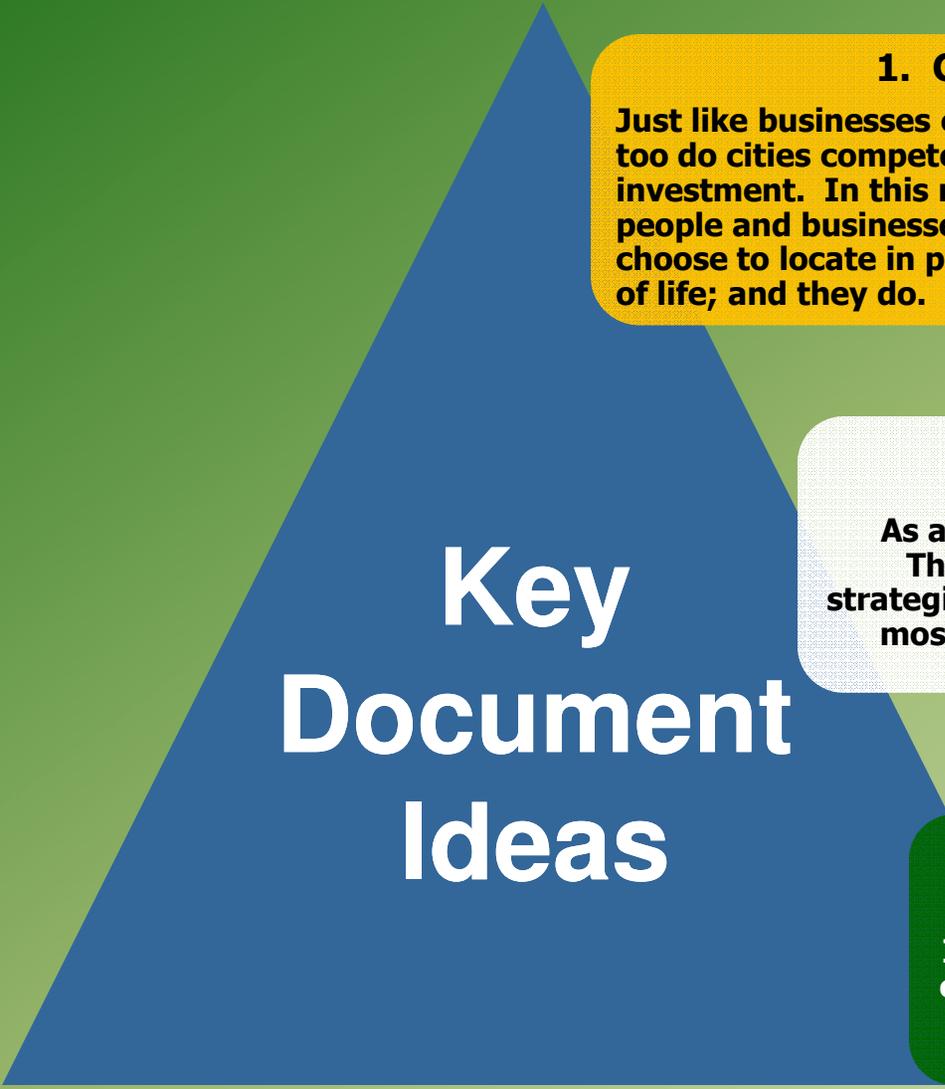
● Agree Strongly ● Agree ● Neutral ● Disagree ● Disagree Strongly

Public Input + SC Feedback + Data = We Need an Action Plan!

****Community leaders have worked hard to make Bowling Green what it is today! This plan recognizes that BG is very successful because of prior decisions and efforts made. This plan calls for continued hard work, as that of our forefathers, and adaptation as the economic world around us changes. There is a cost for doing nothing and a cost for doing something.****



Draft Plan Highlights - Introduction



Key Document Ideas

1. Competition

Just like businesses compete for customers, so too do cities compete for residents and business investment. In this mobile and wired society, people and businesses are freer than ever to choose to locate in places that have a high quality of life; and they do.

2. Limited Resources

As a community, we have limited resources. Therefore we need to think carefully and strategically about our priorities-where we get the most "bang for buck" from our investments.

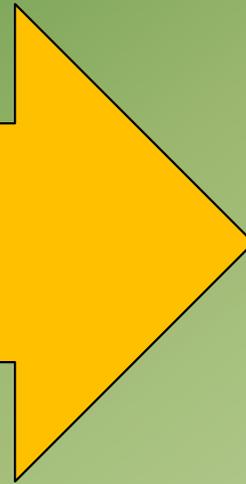
3. Goal Orientation

If we have a general idea of what we want to be, we can make the small, daily decisions in a way that will get us closer to our goal.

DRAFT Plan Highlights: Target Market

BG Needs to be able to retain & attract young professionals

93% of those surveyed agreed that BG needs to be able to retain & attract young professionals



Target Market

(who we most want/need to retain/attract)

**Existing Businesses & Residents
+
Professional Educated & Skilled
24-34 years old
Work in, or have ties to
BG or region**

DRAFT Plan Highlights: Target Market

Why this Target Market?

- City has older demographic
- Strong entrepreneurial, professional workforce opportunity
- BGSU (opportunities to retain strong households now and into their life cycle)

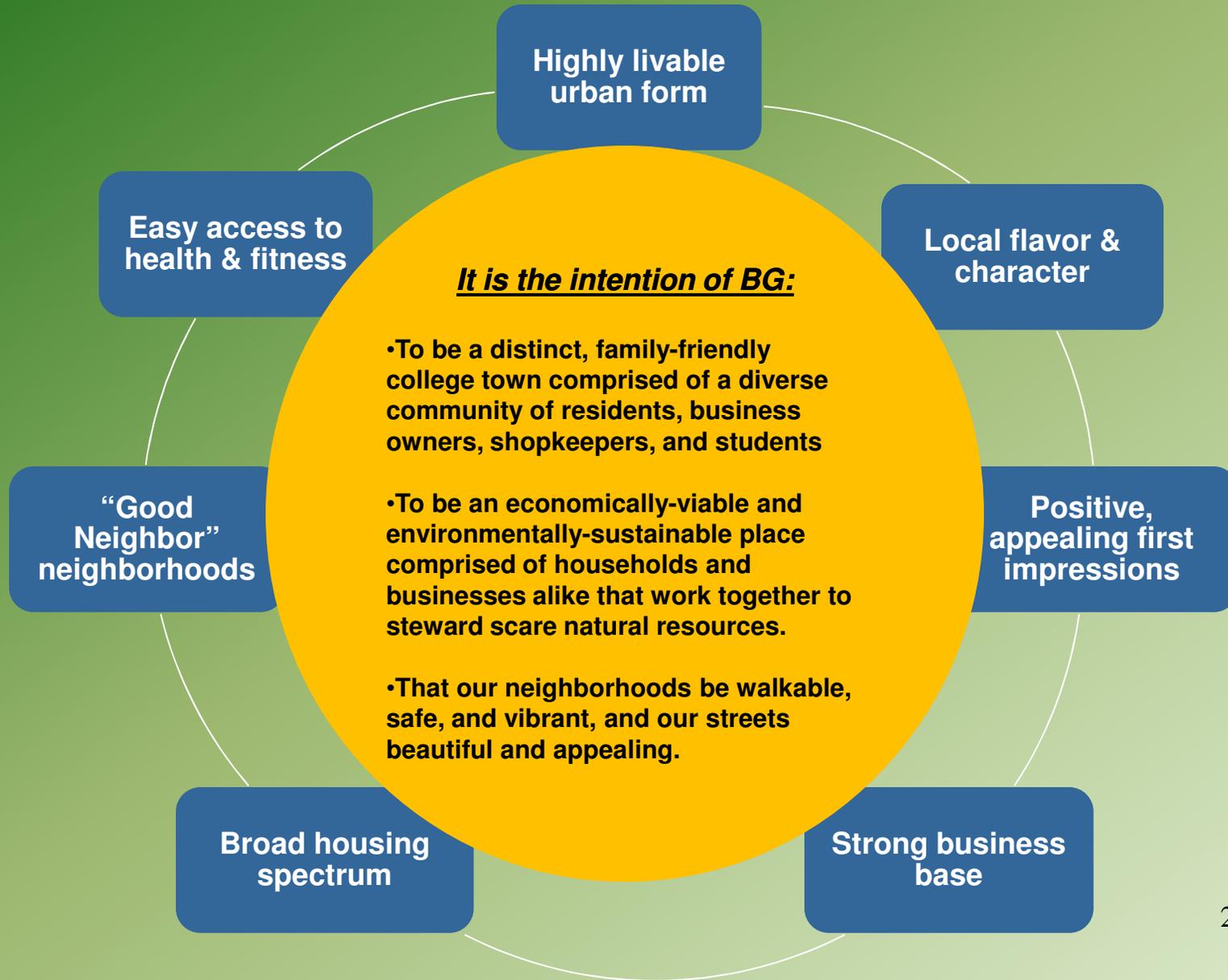
This Translates into...

- Walkable neighborhoods
- Quality of life / amenity-rich neighborhoods
- Vibrant downtown
- Community character and aesthetics

More Specifically...

- Health & fitness (bike paths, sidewalks, parks)
- Entertainment (athletics, events, theaters)
- Local flavor/character (unique places, gathering spaces)
- Form (aesthetics, interconnectivity, housing near DT)

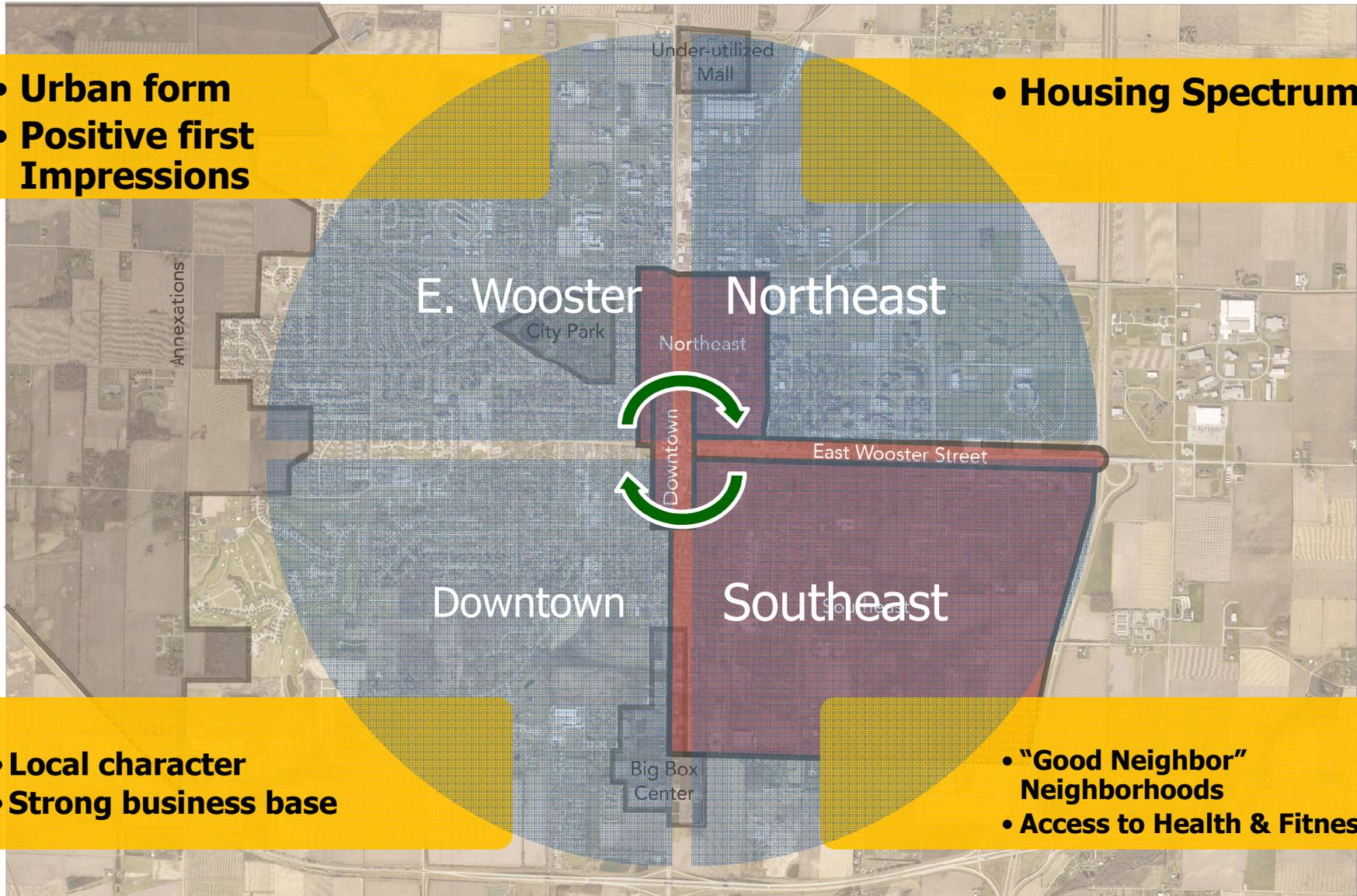
DRAFT Plan Highlights: The 7 BG Principles



DRAFT Plan Highlights: Applying the Principles

- **Urban form**
- **Positive first Impressions**

- **Housing Spectrum**



- **Local character**
- **Strong business base**

- **"Good Neighbor" Neighborhoods**
- **Access to Health & Fitness**

DRAFT Plan Highlights: Northeast

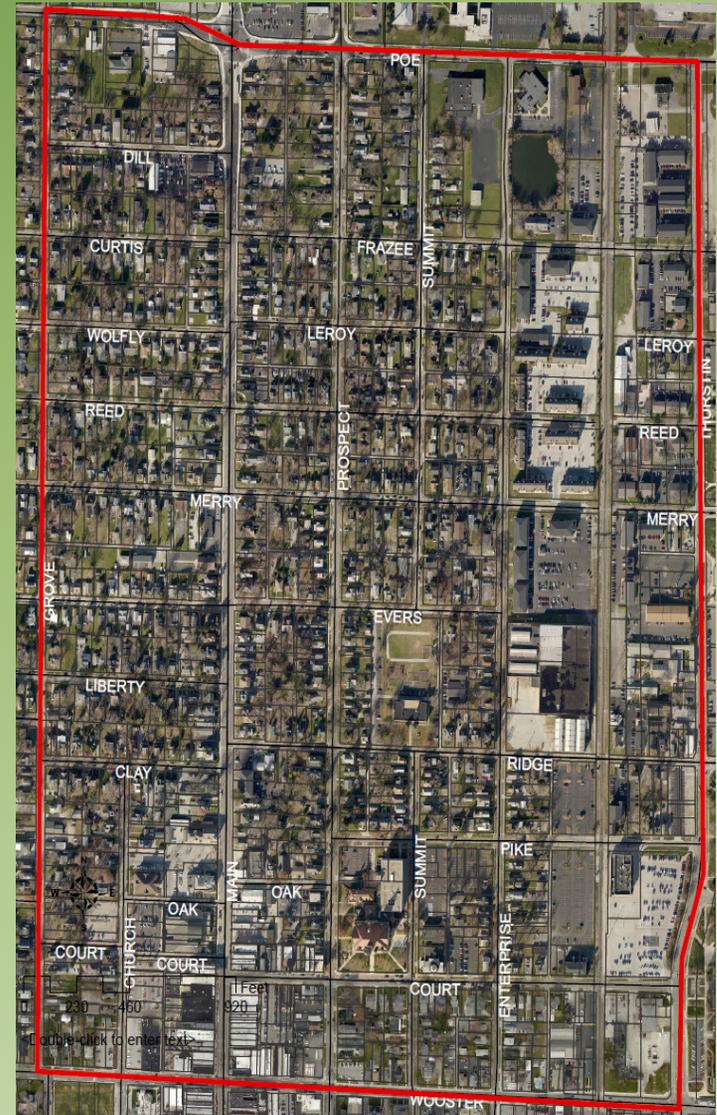
Assets & Opportunities

Community assets, such as Wood county Courthouse, Ridge Park, church, and Fire Division

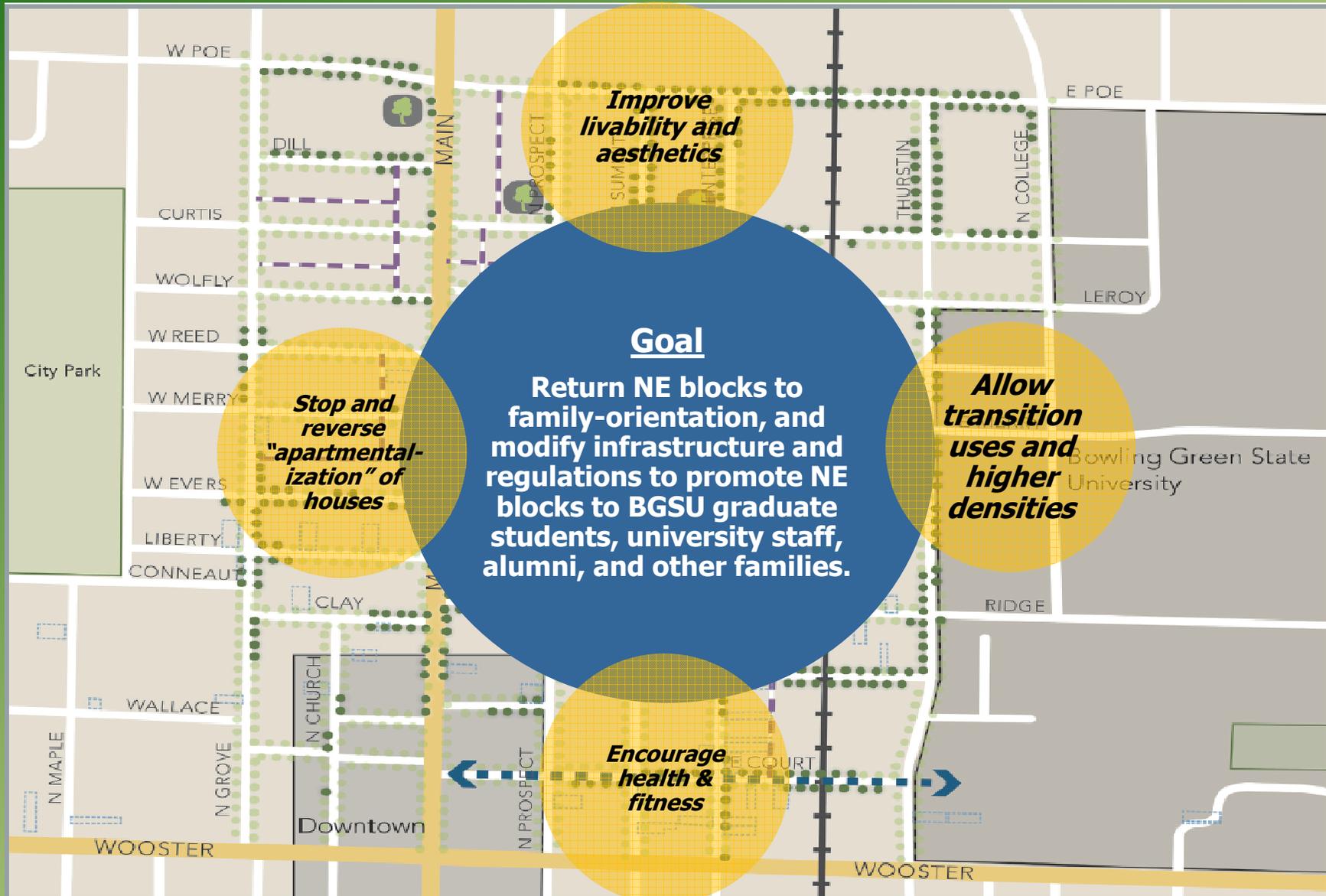
Walkable

Link between Downtown and BGSU

Traditional neighborhood



DRAFT Plan Highlights: Northeast



DRAFT Plan Highlights: Northeast Actions



Infill street trees to restore signature BG character throughout neighborhoods.



Commission design study for Court Street; Consider “sharrows” for bikes and cars.



Change zoning to allow town home transition between single-family homes and apartments.



Reduce the number of non-conforming uses (look at incentives or Community Development Corporation).



Amend zoning to allow apartments-over-garage, with owner-occupied homes only (upgrades conditions, provides alternative to “apartmentalizing”).

DRAFT Plan Highlights: Southeast

Assets & Opportunities

Community assets, such as Carter Park, schools, & churches.

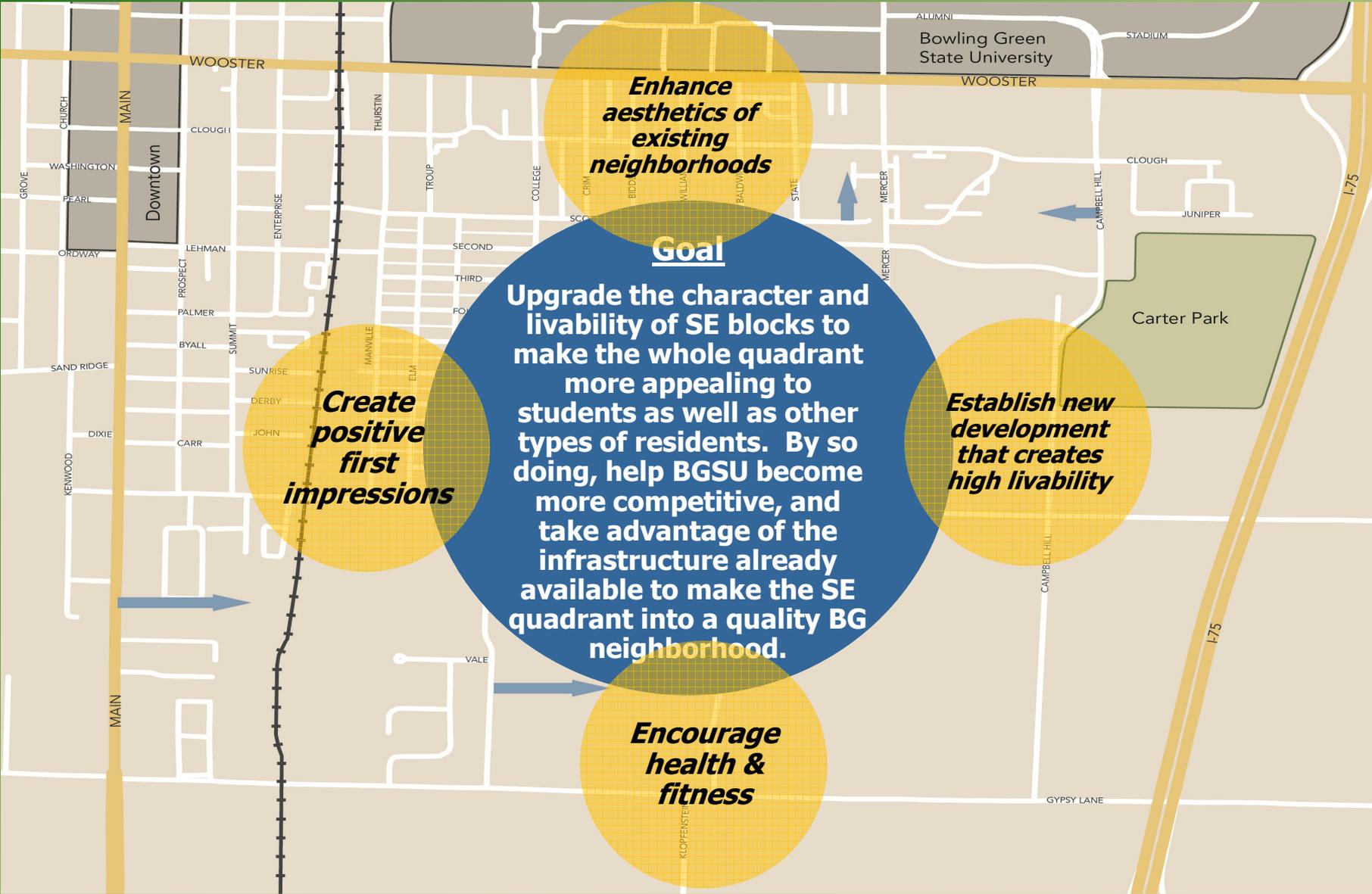
Walkable

Link between Downtown, BGSU, & I-75

Traditional neighborhood, with land for potential development



DRAFT Plan Highlights: Southeast



DRAFT Plan Highlights: Southeast Actions



Infill street trees to restore signature BG character throughout neighborhoods.



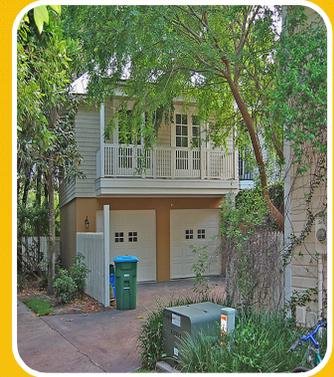
Create special “gateway intersections” on E. Wooster for bicycles and pedestrians, including signage, distinctive crossings, and striping of bikes lanes.



For large parcels subject to development or redevelopment, consider interconnectivity and mixed uses.



Reduce the number of non-conforming uses (look at incentives or Community Development Corporation).



Amend zoning to allow apartments-over-garage, with owner-occupied homes only (upgrades conditions, provides alternative to “apartmentalizing”).

DRAFT Plan Highlights: Downtown

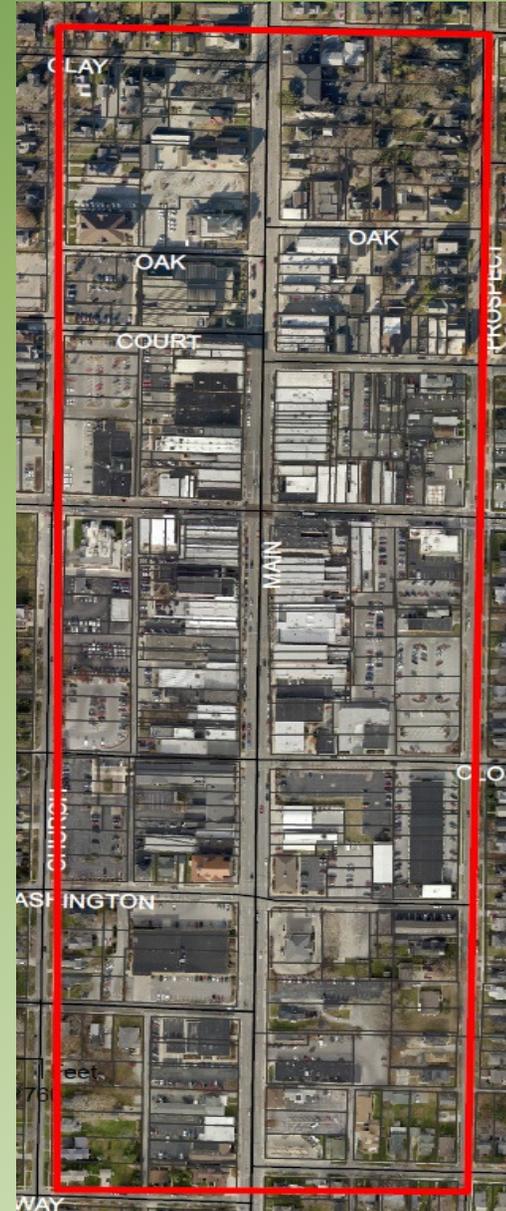
Assets & Opportunities

Community assets, such as library, post office, City- social -& civic services.

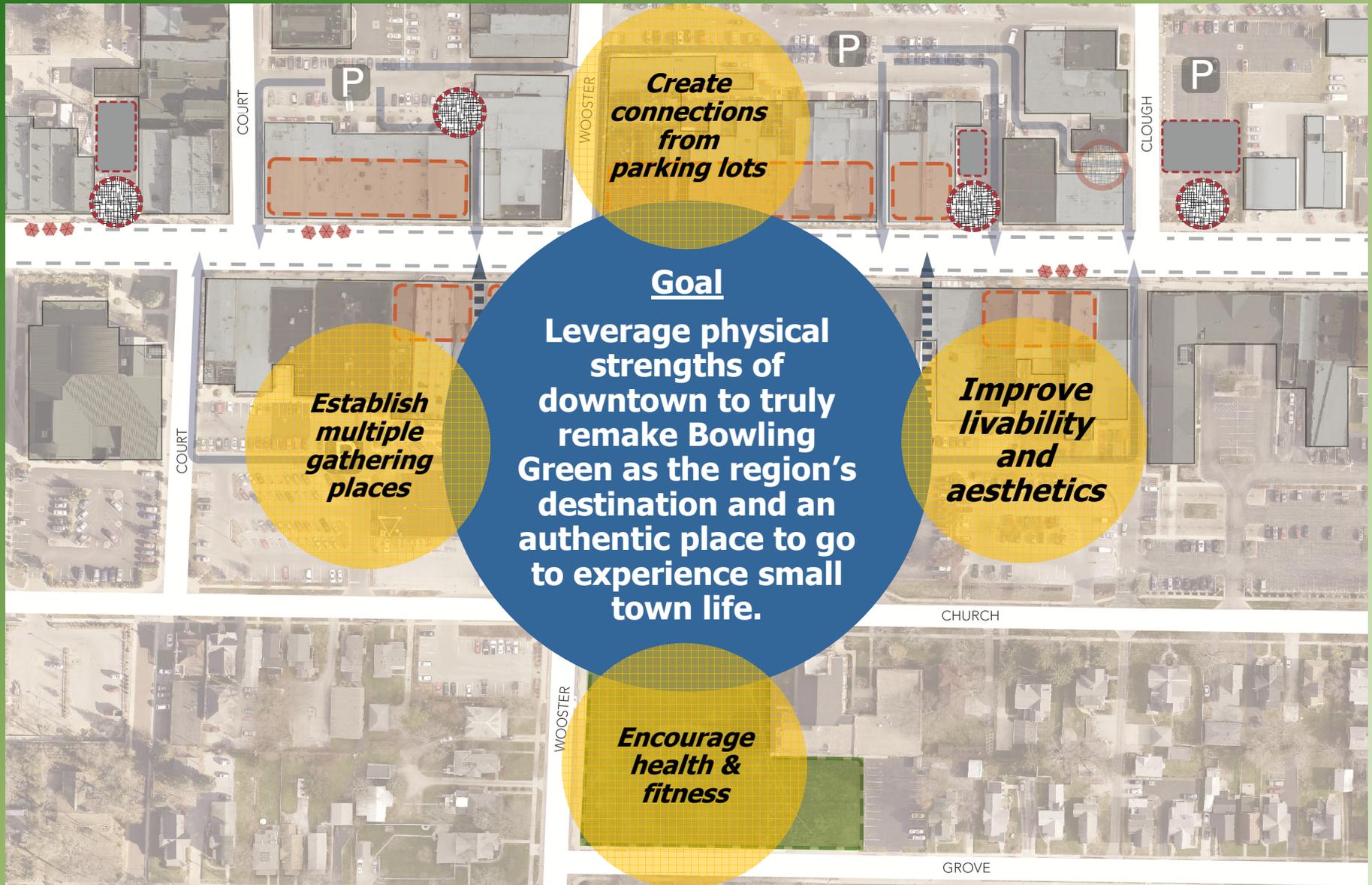
Walkable & mixed uses

Link between BGSU and neighborhoods

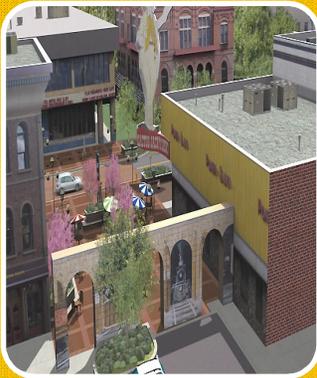
Traditional, authentic, heart of the BG community – a social & cultural gathering space



DRAFT Plan Highlights: Downtown



DRAFT Plan Highlights: Downtown Actions



Create additional plazas, utilizing public and/or private partner-ships.



Commission a streetscape design study and traffic analysis to determine feasibility of downtown improvements.



With Downtown BG, study the feasibility of creating additional “breezeway” connections between Main Street and parking lots.



Create incentives to increase maintenance of downtown historic facades.

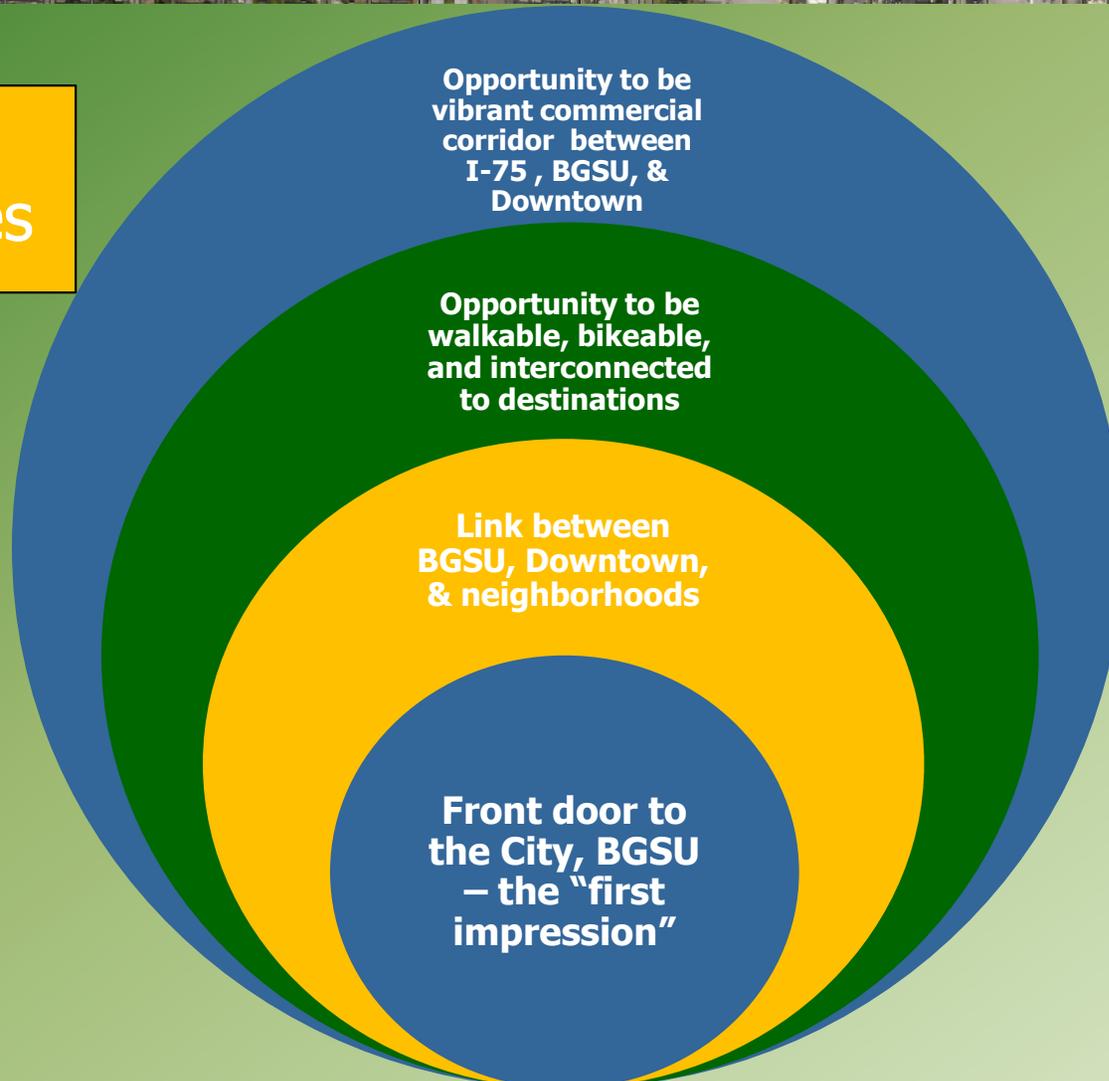


Commission an analysis of simplifying and clarifying downtown signage for parking lots and branding.

DRAFT Plan Highlights: East Wooster Street



Assets & Opportunities



DRAFT Plan Highlights: East Wooster Street

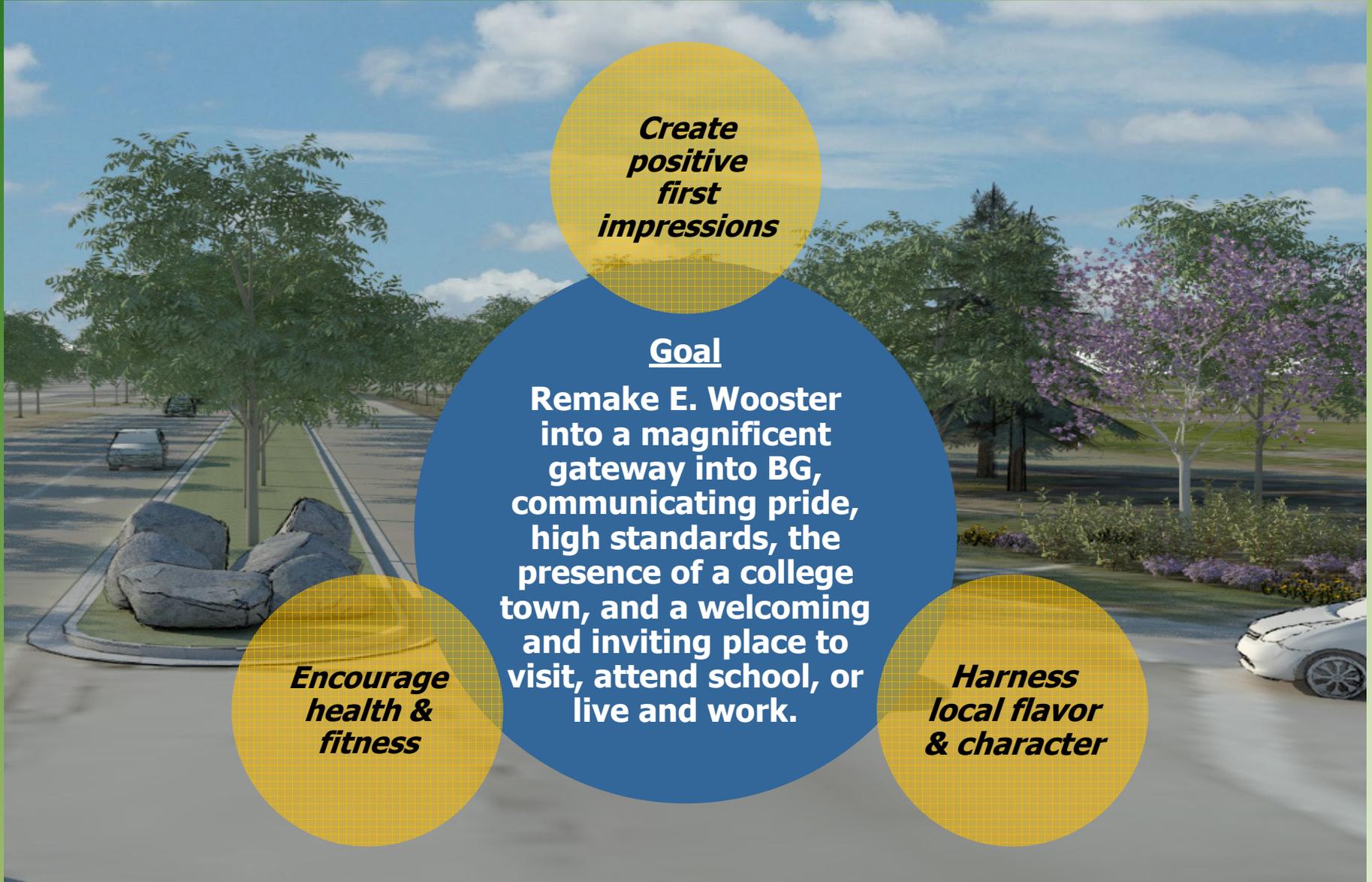
*Create
positive
first
impressions*

Goal

Remake E. Wooster into a magnificent gateway into BG, communicating pride, high standards, the presence of a college town, and a welcoming and inviting place to visit, attend school, or live and work.

*Encourage
health &
fitness*

*Harness
local flavor
& character*



DRAFT Plan Highlights: East Wooster Actions



Commission a detailed design study to create attractive streetscape, consider median, and connected sidewalks.



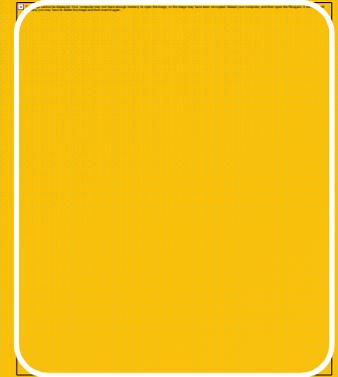
Consider a strong gateway entry feature near the I-75 interchange (trees, sculpture, signage).



Screen parking lots by working with property owner, including decorating fencing, trees, and shrub landscaping.



On the north side, create sidewalks and bike/ped paths from Stroh Center to Thurstin, consistent with BGSU Master Plan and BG 7 Principles.



Create a special gateway zoning to create a corridor that allows for a distinctive character (signage, landscaping, building form).

DRAFT Plan Highlights: Proposed Land Use

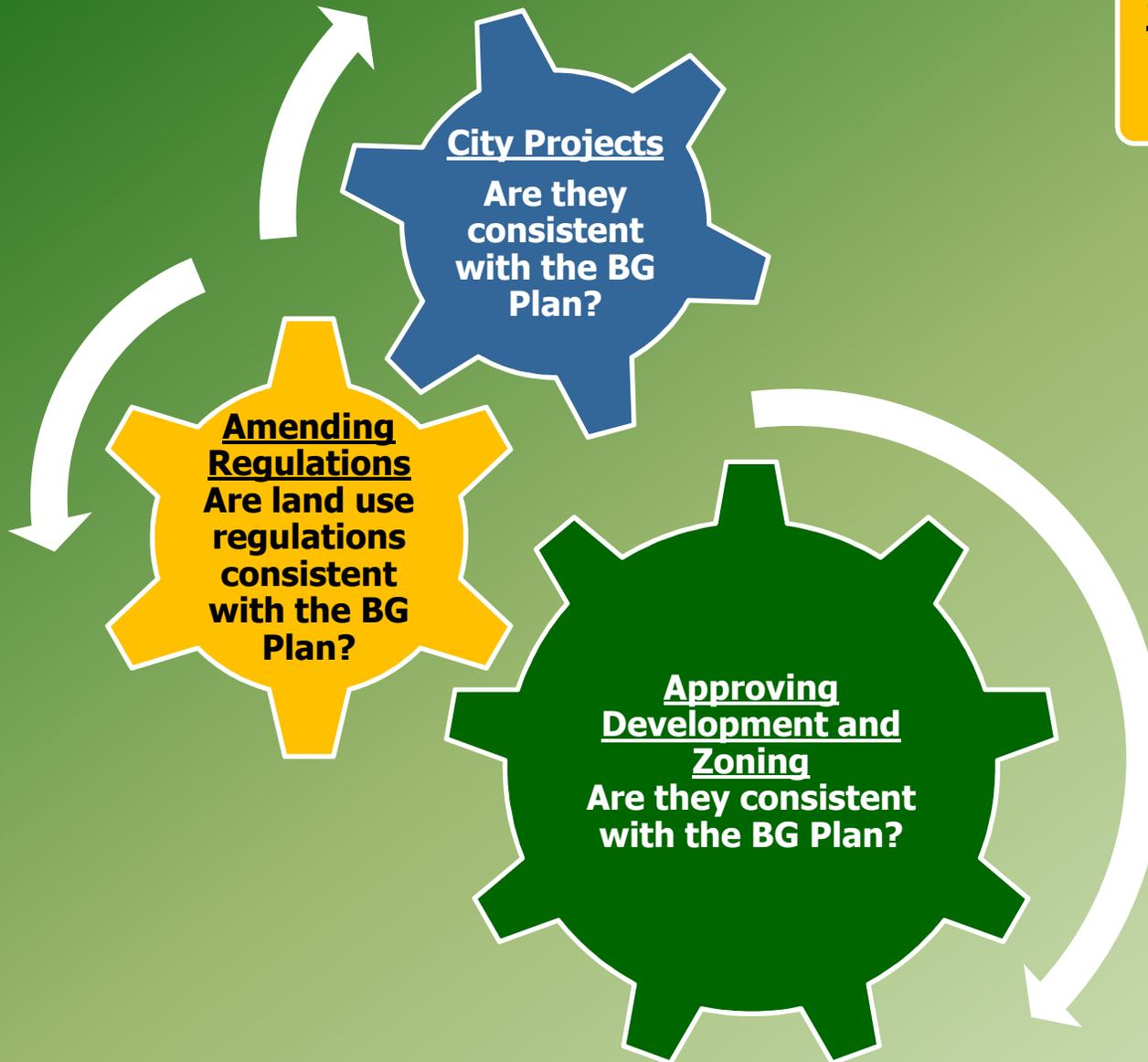
- Light manufacturing 
- Traditional residential 
- Suburban single-family 
- Mixed use, ped-oriented 
- Regional commercial 
- Parks – open space 
- BGSU 
- Gateways 
- Overlapping uses 



•Meant to be a guiding tool, not prescriptive in nature.

•Traditional urban core is the focus of (re)development.

DRAFT Plan Highlights: Making Decisions



Checklist for Decision Making

Is/Does the proposal...

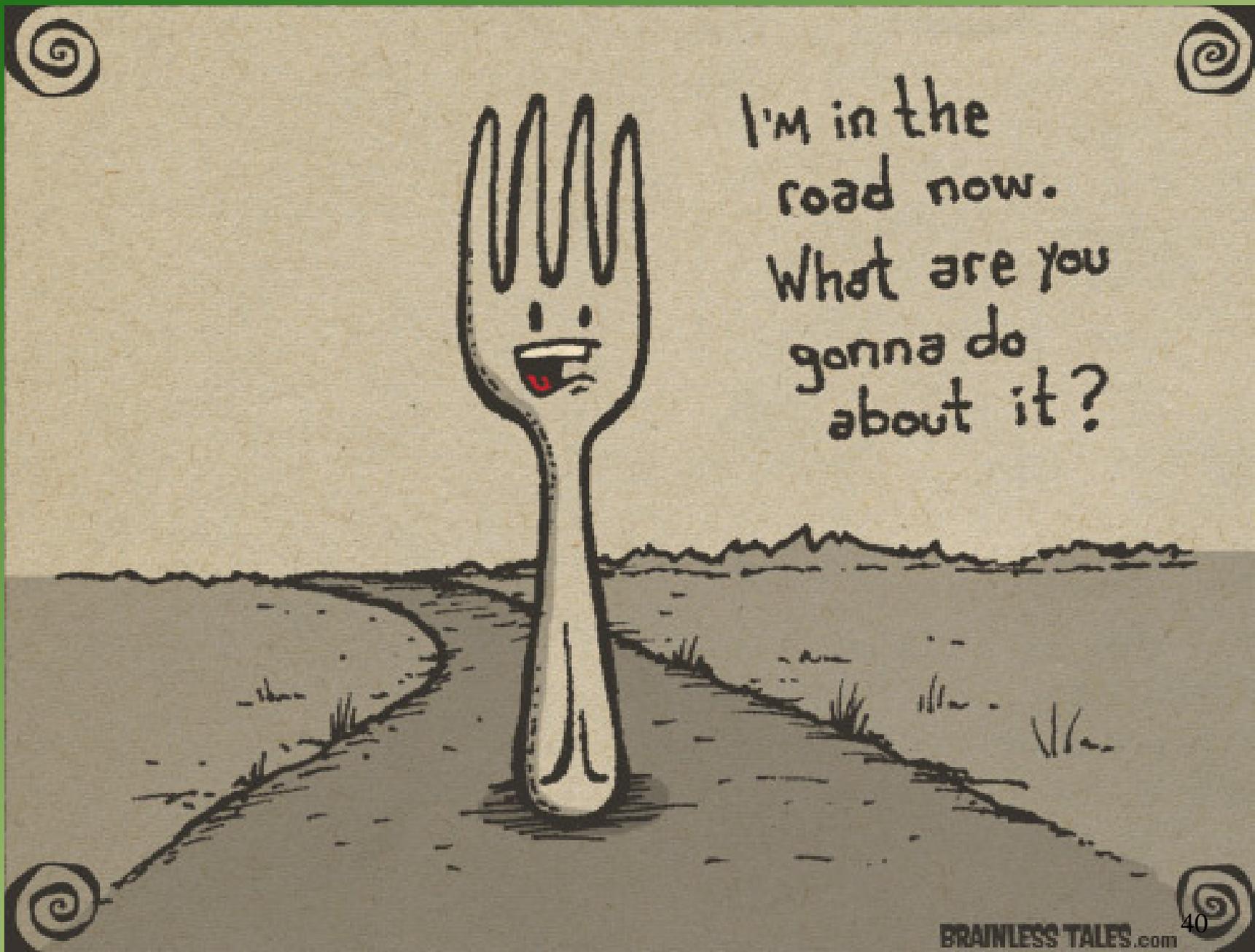
Consistent with the 7 BG Principles?

Help bring about the underlying objectives?

Greater for the public benefit than the public cost (current & future residents)?

Make BG more attractive to the target market?

Make BG more competitive in the region?



I'm in the
road now.
What are you
gonna do
about it?