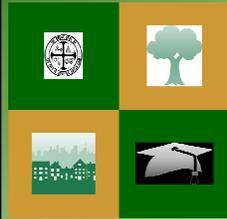


City of Bowling Green



Future Land Use Section 2014 Update Comprehensive Plan

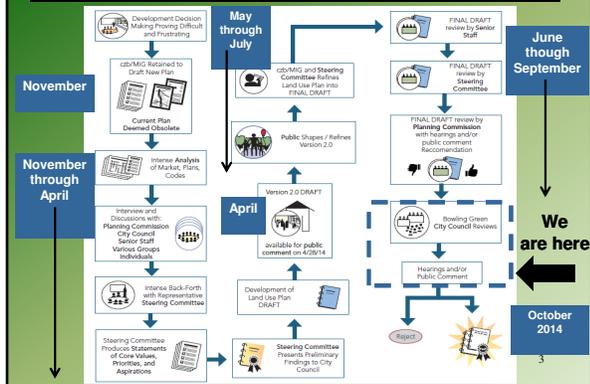
Purpose – Update on Land Use Plan

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

Get the "big stuff" right
(avoid paying 3x's-install, undo, re-install)

Anticipate future needs

Consistent, predictable decisions
(get everyone on the same page)

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?

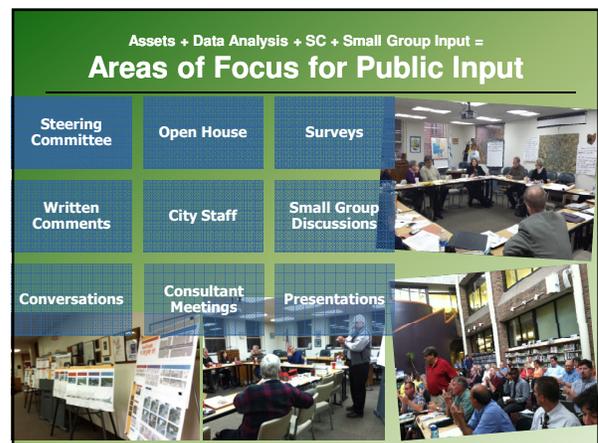
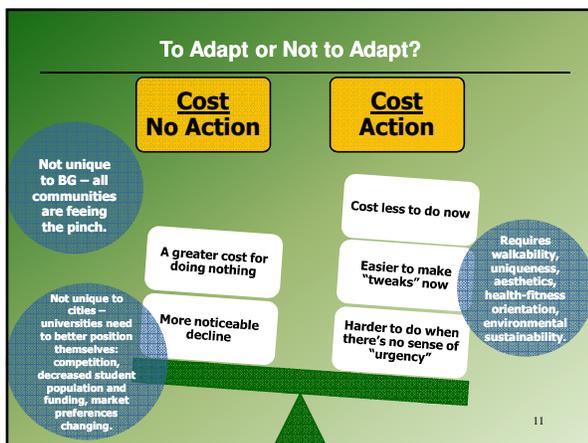
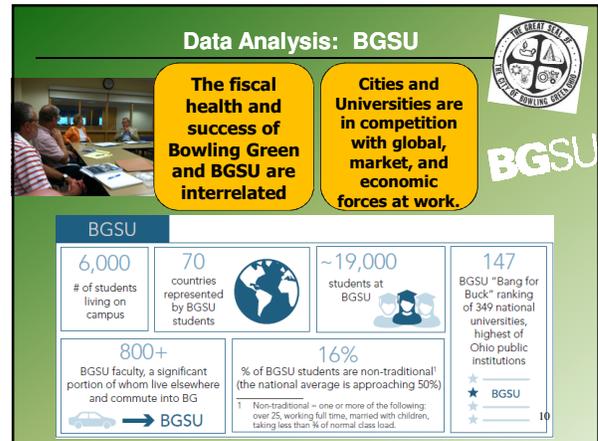
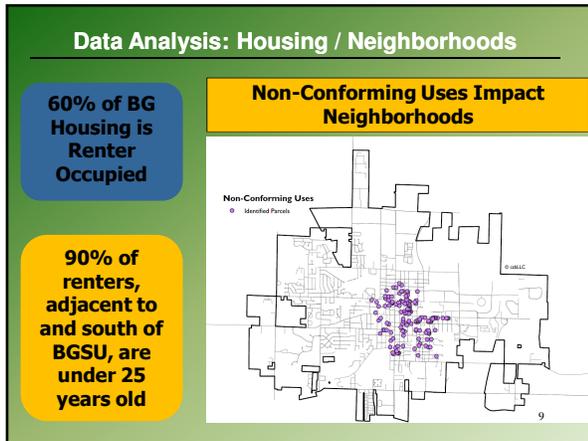
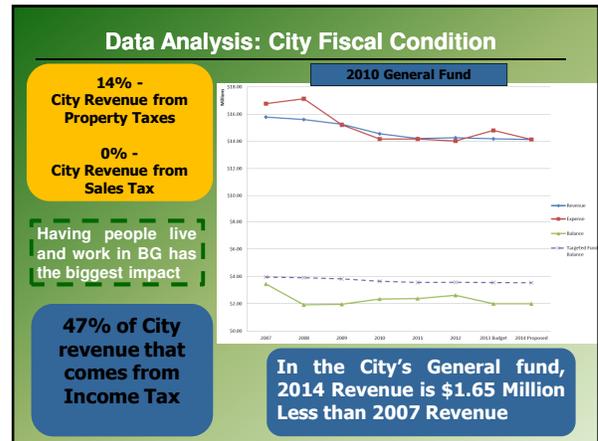
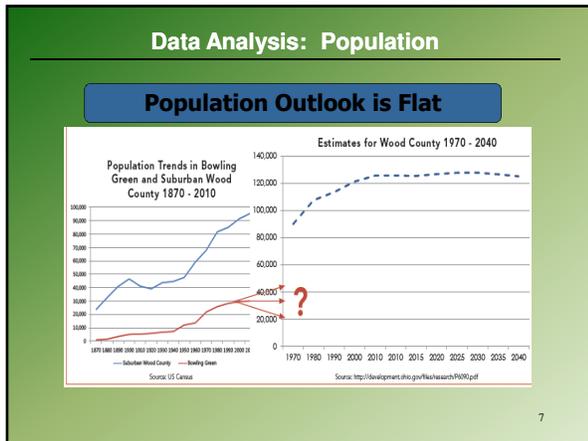
What is our Target "Market"?

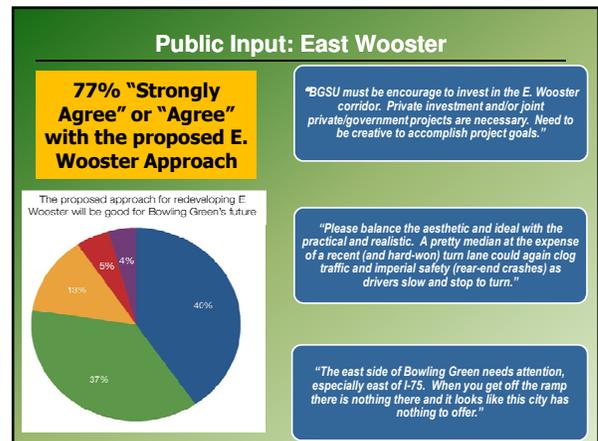
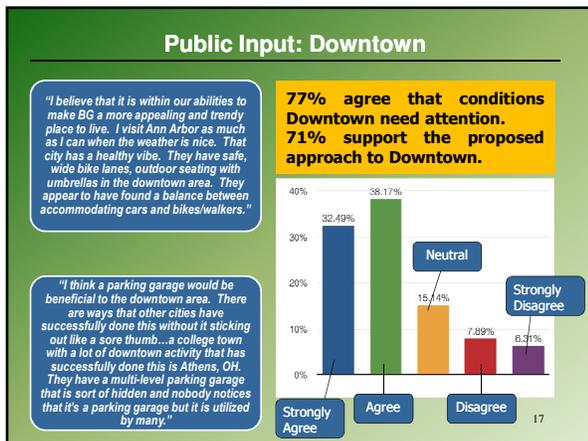
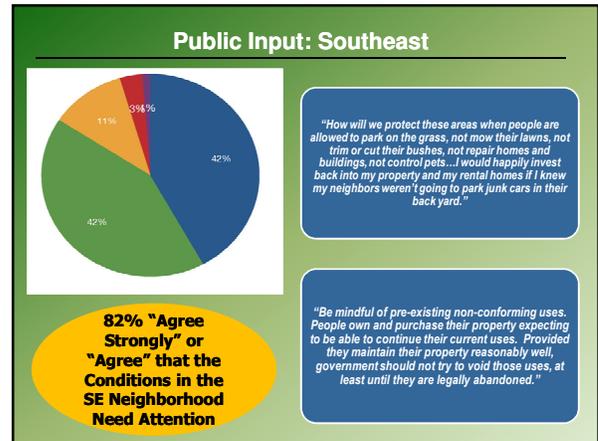
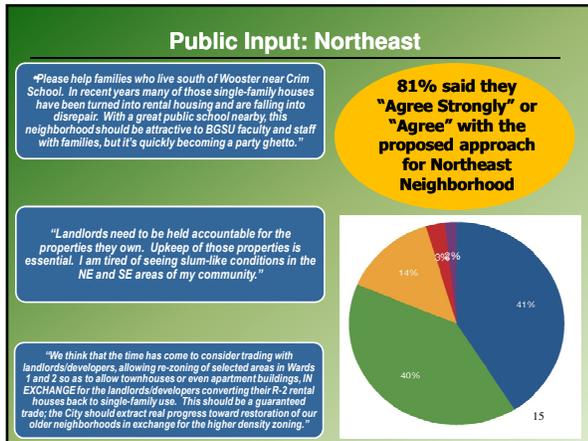
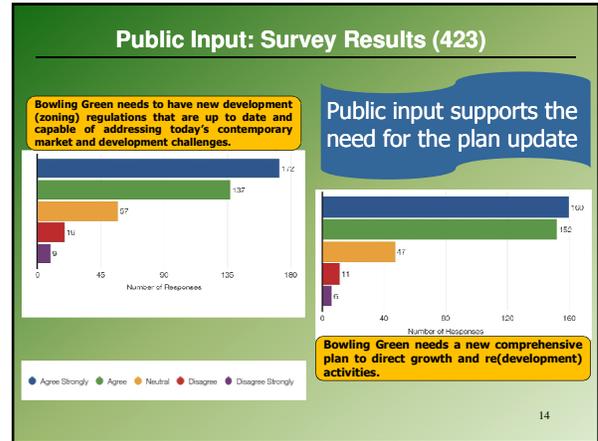
- Who do we want to attract and what will appeal to them?

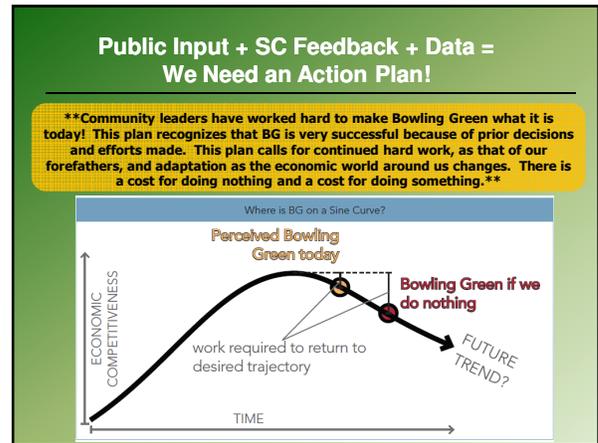
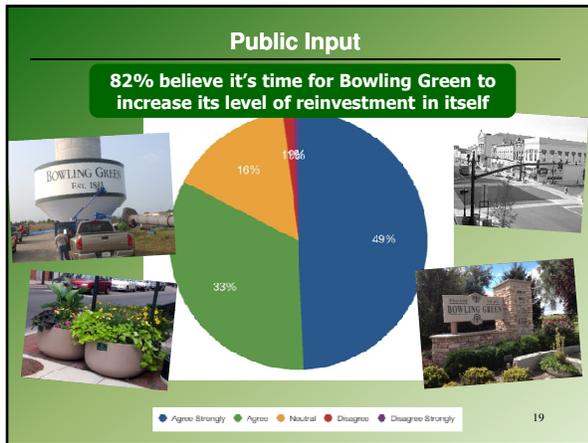
Thinking critically, focusing on current demographics, and looking at 5, 10, 15, and 20 years from now

Focusing on Assets









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.

21

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

22

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)

23

DRAFT Plan Highlights: The 7 BG Principles

It is the intention of BG:

- Highly livable urban form
- Local flavor & character
- Positive, appealing first impressions
- Strong business base
- Broad housing spectrum
- "Good Neighbor" neighborhoods
- Easy access to health & fitness

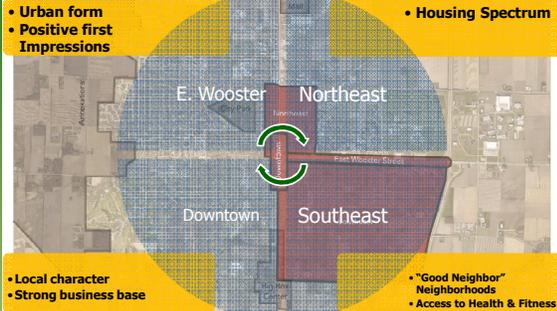
-To be a distinct, family-friendly college town comprised of a diverse community of residents, business owners, shopkeepers, and students

-To be an economically-viable and environmentally-sustainable place comprised of households and businesses alike that work together to steward scarce natural resources.

-That our neighborhoods be walkable, safe, and vibrant, and our streets beautiful and appealing.

24

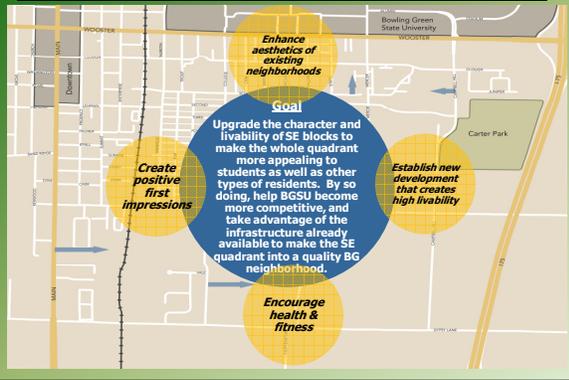
DRAFT Plan Highlights: Applying the Principles



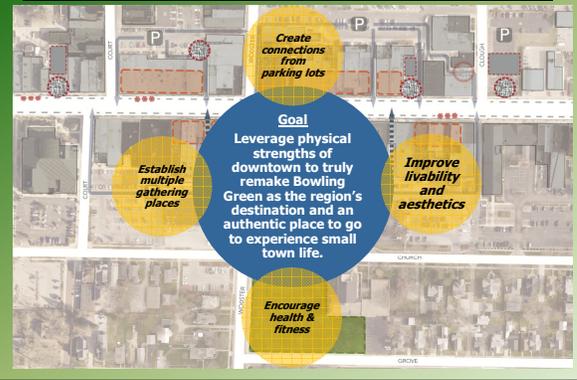
DRAFT Plan Highlights: Northeast



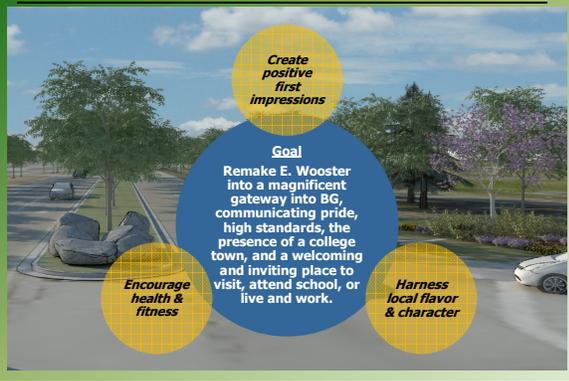
DRAFT Plan Highlights: Southeast



DRAFT Plan Highlights: Downtown



DRAFT Plan Highlights: East Wooster Street



DRAFT Plan Highlights: Proposed Land Use

