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.

We are here November through April.

Purpose of Planning

Get the “big stuff” right (avoid paying 3x’s-install, undo, re-install)

We are here October 2014.

Anticipate future needs

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

Developing a Comprehensive Plan

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

BGSU

Services

Downtown

Rich History

Well-Kept Homes & Neighborhoods

Abundant shaded neighborhood streets

Civic Engagement

Parks

Good Schools

Arts/Culture

County Seat

Pride

Economy
Data Analysis: Population

Population Outlook is Flat

Data Analysis: City Fiscal Condition

- 14% - City Revenue from Property Taxes
- 0% - City Revenue from Sales Tax

Having people live and work in BG has the biggest impact.

47% of City revenue that comes from Income Tax

In the City’s General fund, 2014 Revenue is $1.65 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

Data Analysis: 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.

BGSU

- 6,000 U.S. students living on campus
- 70 countries represented by BGSU students
- 19,000 students at BGSU

- 800+ BGSU faculty, a significant portion of whom live off-campus and commute into BG

- 14% of BGSU students are non-traditional (the national average is approaching 50%)

To Adapt or Not to Adapt?

Cost Action

Cost less to do now
Easier to make "breaks" now

Cost No Action

A greater cost for doing nothing
More noticeable decline

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

Not unique to cities - universities need to better position themselves.

Cities that are successful in the 21st century are not just about housing, market performance, changing.
Community Open House: 250+ attendees

Public Input: Survey Results (423)

Public input supports the need for the plan update

Bowing Green needs a new comprehensive plan to direct growth and redevelopment activities.

Public Input: Northeast

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

Landlords need to be held accountable for the properties they own. Change 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 people downtown. A change in direction is needed to ensure that Bowing Green is not lost to other more successful developments. It just doesn’t make sense for Bowing Green to get stuck in the dirt or in the past. We need to move forward.

Public Input: Southeast

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

How will we protect those areas when people are allowed to put up the places, put in the stores, put in the buildings without re-doing homes and buildings, and even states... I moved recently moved back into my property and my rental house 27 years ago... I know my neighbors won’t be going to rent those 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. Preventing them from maintaining their property reasonably well, government shouldn’t get in the way until at least until they actually abandon their use.

Public Input: Downtown

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

I think that it is within our abilities to make BG a more appealing and trendy place to live. To each his/her own and us as I can when the weather is nice. That city has a healthy skyline. They have walls with bike lanes, outdoor seating with umbrellas in the downtown area. They appear to have found a balance between accommodating cars and bicycles.

Public Input: East Wooster

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

BGU must be encouraged to invest in the E. Wooster corridor. Private investment and joint-private/public investments are necessary. Need to be creative to accomplish project goals.

“Please balance the aesthetic and ideal with the practical and reality. A pretty median in the expansion of a round (just hard round) lane could against city traffic and pedestrian safety (presented in cut-ins) as drivers slow and stop to turn.

“The east side of Bowing Green needs attention, especially west of 1-75. When you get out of the stop there is nothing there and it looks like this city has nothing to offer.”
82% believe it’s time for Bowling Green to increase its level of reinvestment in itself.

**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.**

We Need an Action Plan! Draft Plan Highlights

1. Competition
   - Just like businesses compete for customers, so too do other components of a community 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 tiny all.

2. Limited Resources
   - As a community, we have limited resources. Therefore, we need to think carefully and strategically about our priorities on where we get the most "bang for the 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.

Key Document Ideas

**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

- Competition: Just like businesses compete for customers, so do other components of a community 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 tiny all.

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

- 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
- This Translates into…
  - Walkable neighborhoods
  - Quality of life / amenity-rich neighborhoods
  - Vibrant downtown
  - Community character and aesthetics
  - Local flavor / character
  - Unique places, gathering spaces
  - Form (aesthetics, interconnectivity, housing near DT)

DRAFT Plan Highlights: The 7 BG Principles

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

It is the intention of BG:

- 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 that work together to steward scar cities resources
- That our neighborhoods be walkable, safe, and vibrant, and our streets beautiful and appealing

Draft Plan Highlights: Target Market

- Why this Target Market?
  - City has older demographic
  - Strong entrepreneurial, professional workforce opportunity
  - NGB (opportunities to retain strong households now and into their life cycles)

- This Translates into...
  - Walkable neighborhoods
  - Quality of life / amenity-rich neighborhoods
  - Vibrant downtown
  - Community character and aesthetics
**DRAFT Plan Highlights: Applying the Principles**

- Urban form
- Positive first impressions
- Housing Spectrum
  - Good Neighbor
- Local character
- Strong business base
- Good neighbor neighborhoods
- Access to health & fitness

**DRAFT Plan Highlights: Northeast**

**Goal**

- Return NE blocks to family orientation, and modify infrastructure and regulations to promote NE blocks to BGSU graduate students, university staff, alumni, and other families.

- Improve livability and aesthetics
- Allow transition uses and higher densities

**DRAFT Plan Highlights: Southeast**

**Goal**

- Upgrade the character and livability of SE blocks to make the whole quadrant more appealing to students as well as other types of residents. By doing so, help BGSD become more prosperous and improve the infrastructure already in place to make the SE quadrant into a quality BG neighborhood.

- Enhance aesthetics of existing neighborhoods
- Establish new development that creates high livability
- Encourage health & fitness
- Create positive first impressions

**DRAFT Plan Highlights: Downtown**

**Goal**

- Leverage physical strengths of downtown to truly remake Bowling Green as the region’s destination and an authentic place to go to experience small town life.

- Create connections from parking lots
- Improve livability and aesthetics
- Encourage health & fitness

**DRAFT Plan Highlights: East Wooster Street**

**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.

- Create positive first impressions
- Harness local flavor & character
- Encourage health & fitness

**DRAFT Plan Highlights: Proposed Land Use**

- 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?

City Projects
Are they consistent with the BG Plan?

Amending Regulations
Are land use regulations consistent with the BG Plan?

Approving Development and Zoning
Are they consistent with the BG Plan?