

Bowling Green is Facing A Number of Challenges

Just like businesses compete,
cities also compete with each other, for:

Businesses

Employees

Residents

KEY QUESTIONS

Who is Bowling Green's competition?

What do we/they have to offer?

Who's winning?

Does it matter?

Bowling Green's Assets

- BGSU
- Traditional, relatively healthy downtown
- Many well-kept homes and neighborhoods
- Abundant shaded neighborhood streets
- Good schools

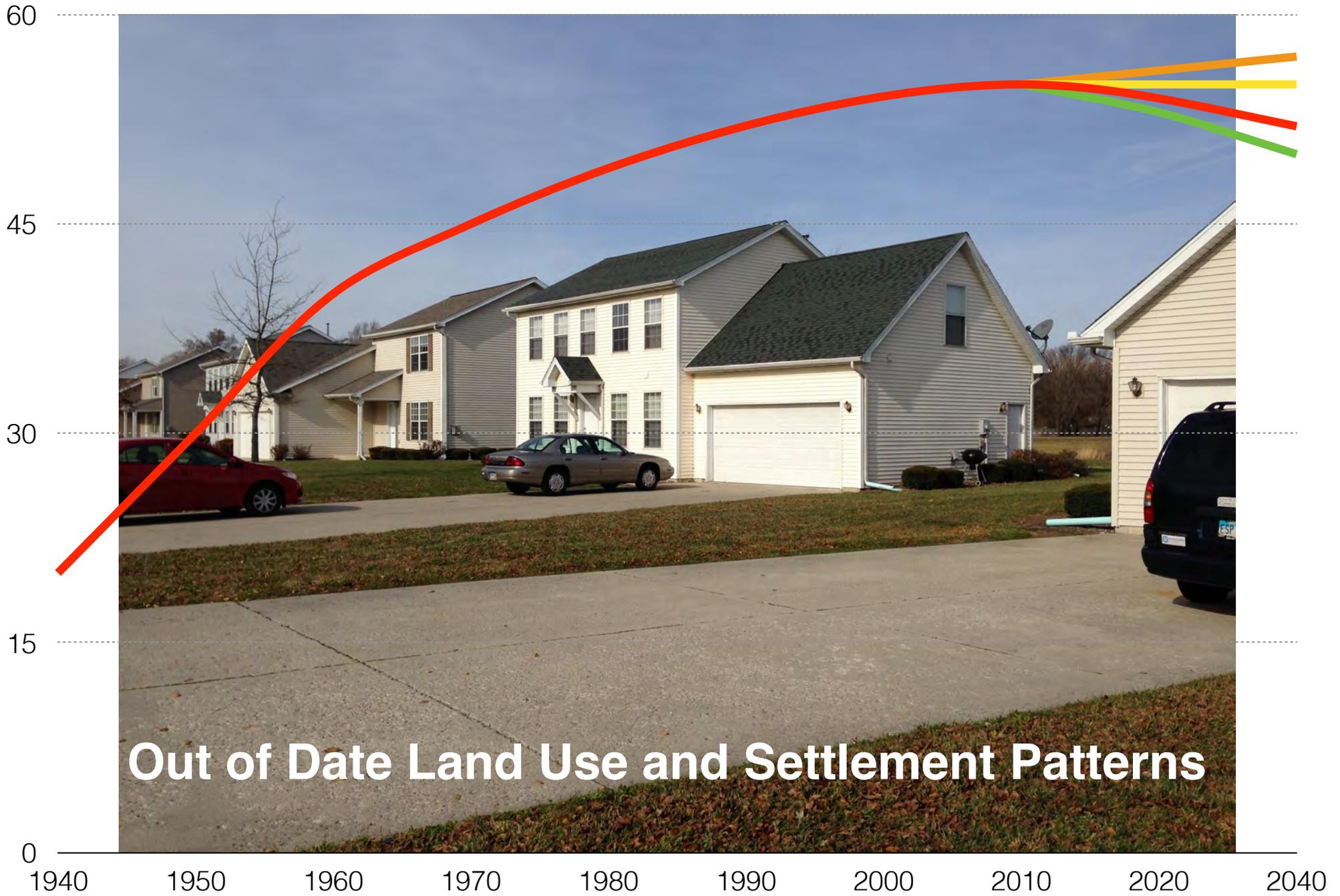
Some of Bowling Green's Key Challenges

Bowling Green @ Risk



Incredibly Uninspired Real Estate Development

Bowling Green @ Risk



Out of Date Land Use and Settlement Patterns

Bowling Green @ Risk



Private Gain at Public Expense

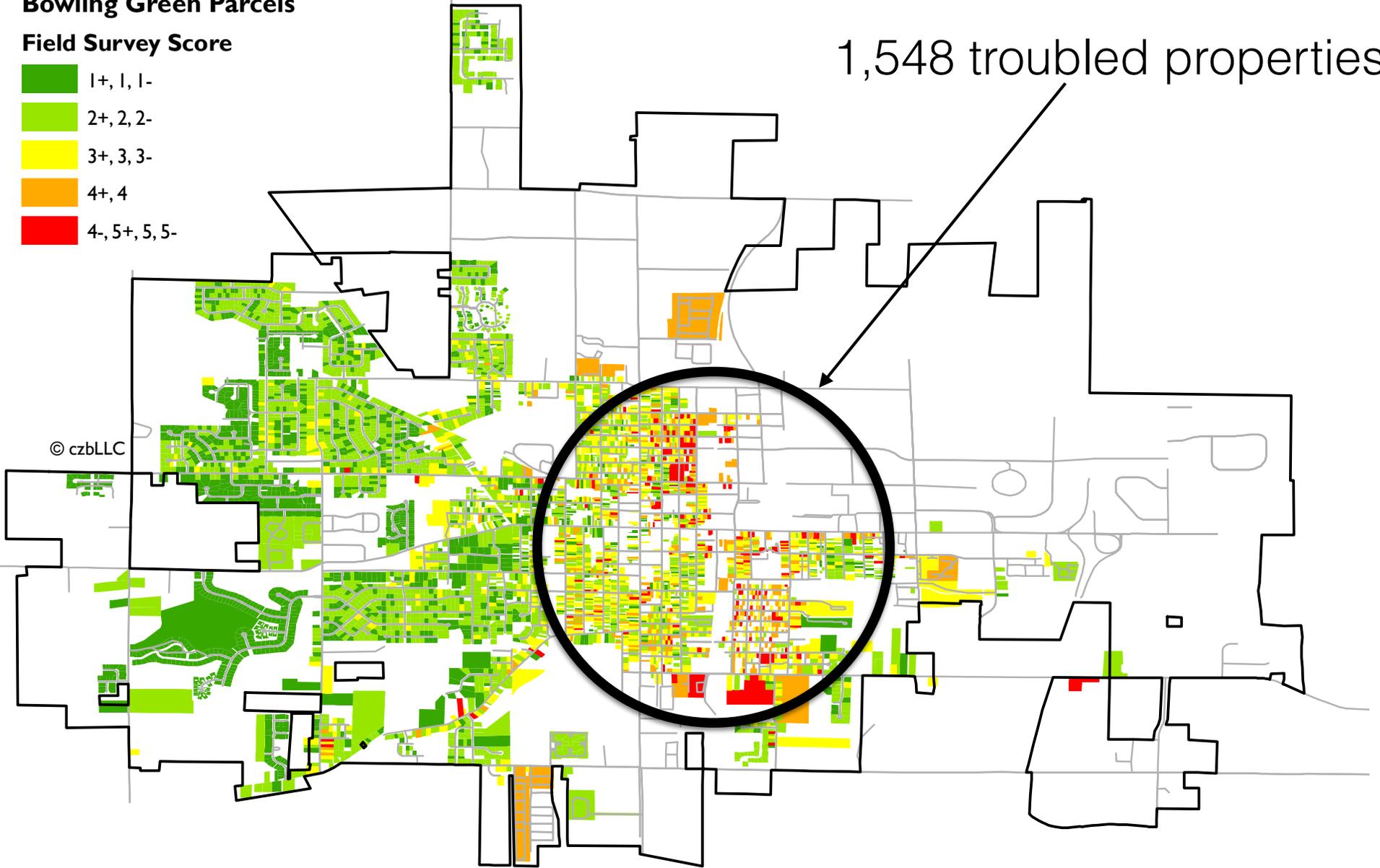
Specific Conditions

Bowling Green Parcels

Field Survey Score

- 1+, 1, 1-
- 2+, 2, 2-
- 3+, 3, 3-
- 4+, 4
- 4-, 5+, 5, 5-

1,548 troubled properties



Specific Conditions

Bowling Green Parcels

Field Survey Score

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\$54M in lost property value

© czbLLC

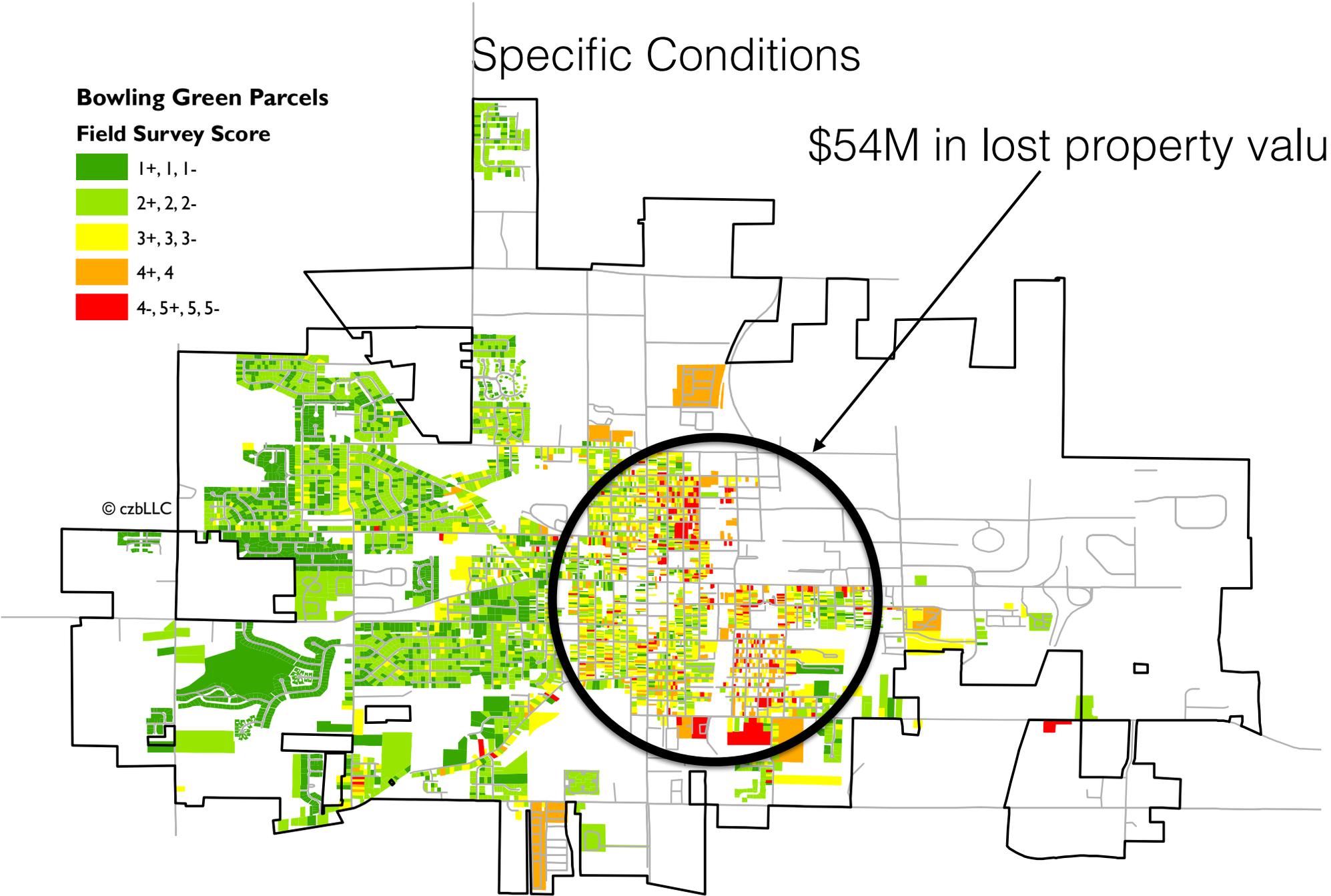


Table 1: Housing Stock Scoring Mechanism

Score	Description			Risk
1	Best in class; ready to sell; top of the Bowling Green market Demand >Supply	STRONG	Can generally be counted on to hold value, attract buyers, and generate positive cash flow if a rental property; typically in a good location.	Little to no risk of decline; the risk is that owners of these properties will move out after having grown frustrated with decline
2	Very little investment needed for property to move into the “best in class” category Rising Prices - Good Buyers			
3	Good, solid, middle Bowling Green home, but tired and needing upgrades Supply~Demand~Supply	MIDDLE	Middle market houses that often represent good “buy low” opportunities that - with sweat equity and creative financing - can turn around a market	Major risk of decline
4	Troubled property with significant issues and trending downward; still recoverable Prices Vacillate - Good Potential			
5	Blighted property with risk of abandonment Demand<Supply	WEAK	Tends to have negative equity and often too expensive to recover in a weak market	Exerts a major drag on the market
6	Property in abject distress; often abandoned Prices Falling - Attracts Reprobate Buyers and Slum Landlords			



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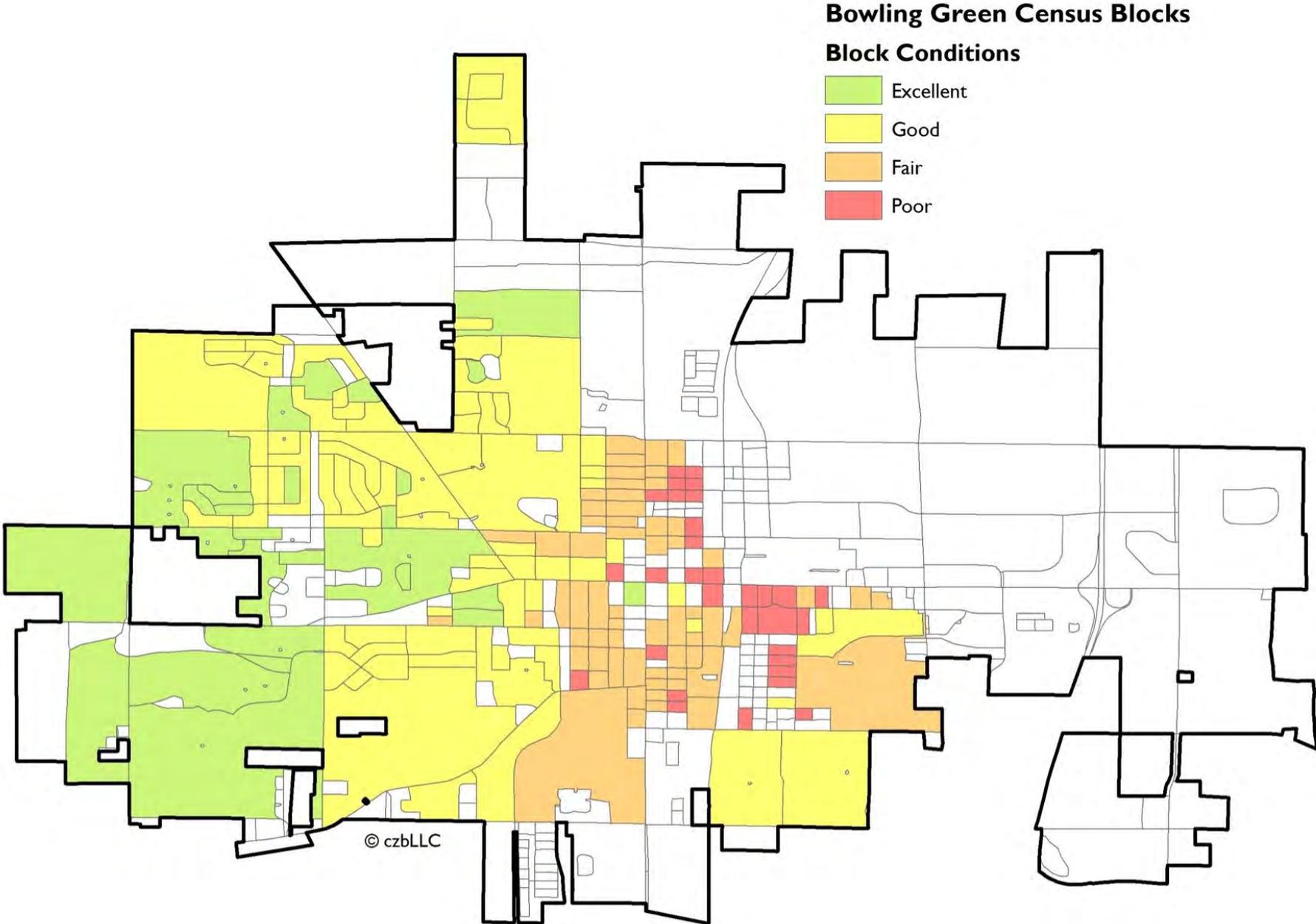
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Table 2: Scores of Bowling Green's Residential Structures

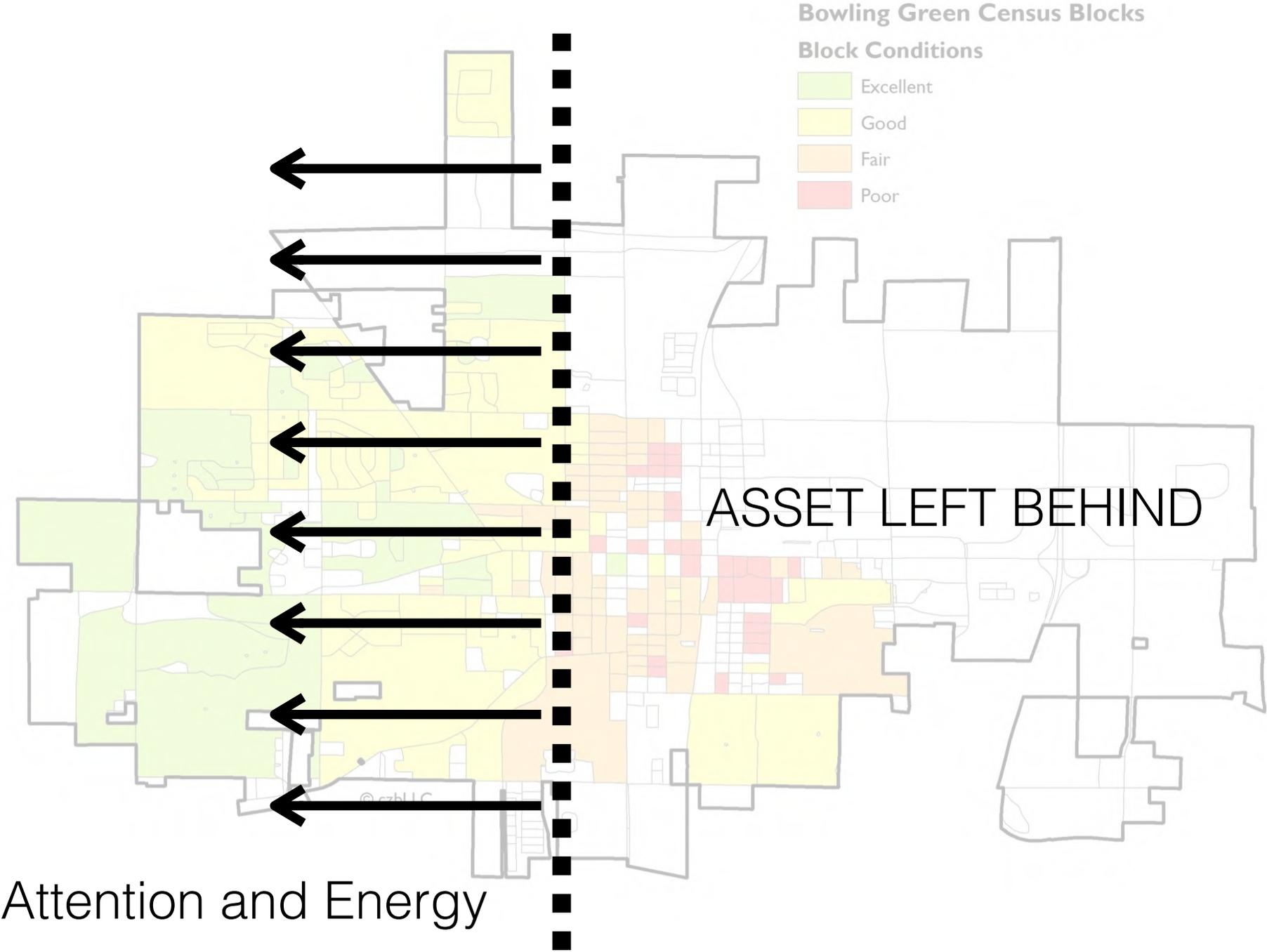
Score	Number of Structures	% of Structures		Number of Structures	% of Structures
1	1,483	26.8%	STRONG	3,888	70.4%
2	2,405	43.5%			
3	1,023	18.5%	MIDDLE	1,548	28%
4	525	9.5%			
5	82	1.5%	WEAK	82	1.5%
6	0	0%			

1	Best in class/ready to sell/ top of the Bowling Green market	1,483		STRONG	70.4%
2	Very little needed to move into "best in class" category	2,405			
3	Good, solid, middle Oswego home, but needing upgrades	1,023		MIDDLE	28%
4	Troubled property with significant issues, and trending downward	525			
5	Blighted property with risk of abandonment	82		WEAK	1.5%
6	Abject distress; often abandoned	0			

Easily Understandable at the Block Level



Easily Understandable at the Block Level

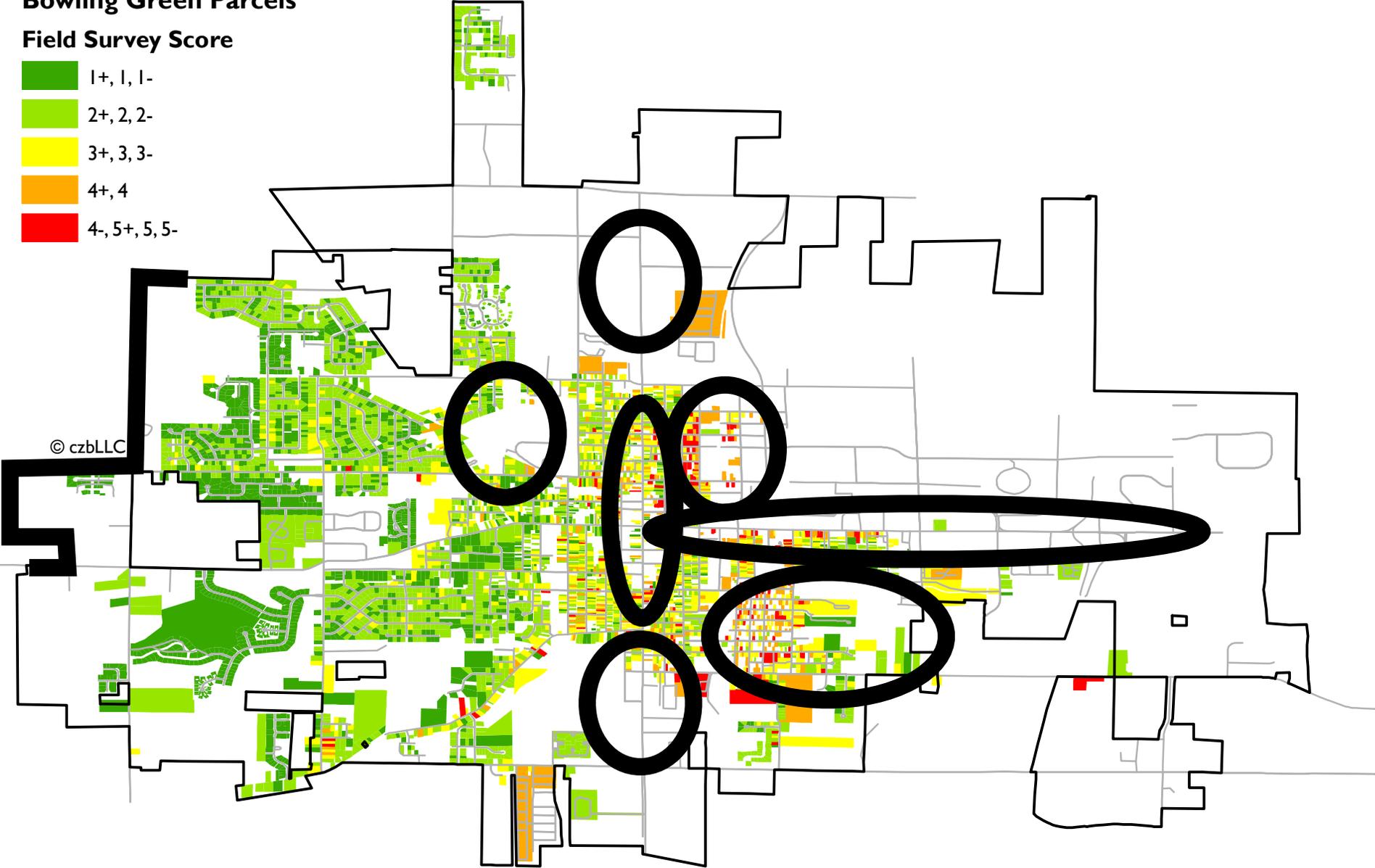


With Specific Areas of Concern

Bowling Green Parcels

Field Survey Score

- 1+, 1, 1-
- 2+, 2, 2-
- 3+, 3, 3-
- 4+, 4
- 4-, 5+, 5, 5-



WHAT DOES THIS LEAVE YOU WITH?

First Impressions - **E Wooster Entry**

Poorly Planned and Inherently Weak **SE**

At-Risk **Downtown**

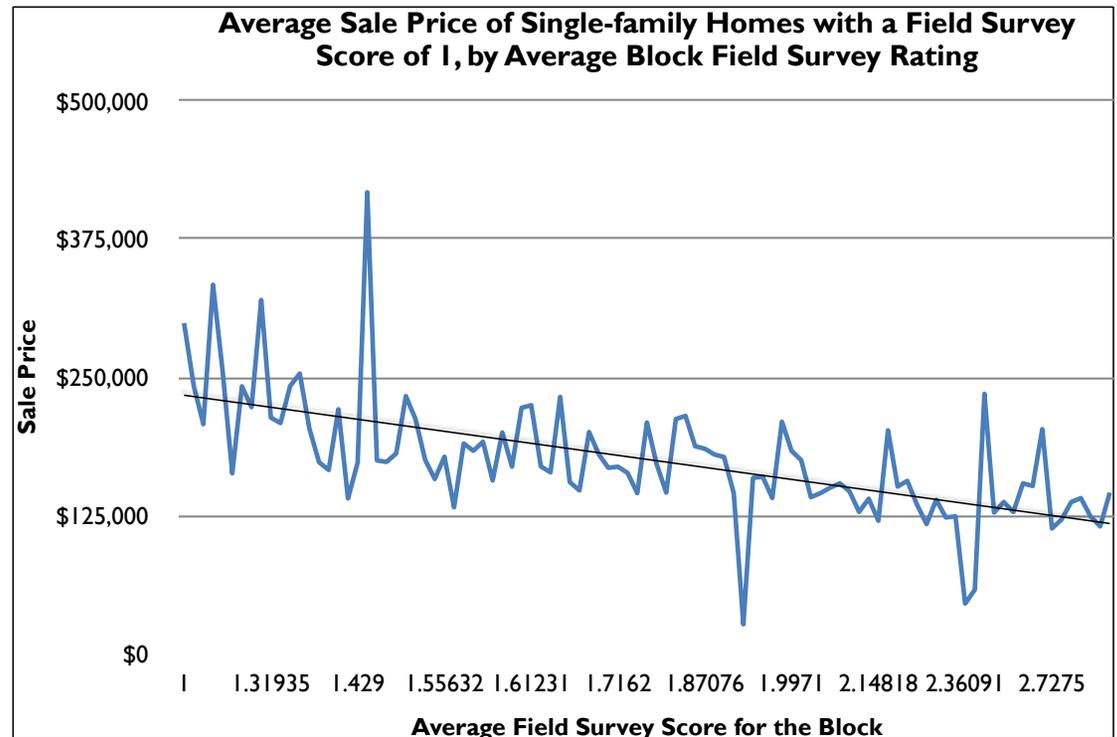
Undermined **NE** of Declining Value

Annexation Pressures/Sprawl

Expiring Use / **Country Club**

Big Box / Vacant Retail **North Main**

Box Box/ Retail **South Main**



These Challenges Are Interrelated

They Require Attention

Others With the Same Underlying DNA Will Emerge

They Also Stem From Four Issues

- Bowling Green grew geographically and civically away from its core and most marketable assets: Downtown and BGSU
- Bowling Green did not properly attend to regulatory matters during a critical period between 1970-1990
- Bowling Green did not vigorously enforce the useful parts of the regulatory codes it has had, especially between 1990 and the present
- Bowling Green did not view its market position in NW Ohio as something it would have to aggressively protect

ESSENCE

RECOMMENDATION

- Bowling Green grew geographically and civically away from its core and most marketable assets: Downtown

ASSETS

REFOCUS ATTENTION ON HISTORIC STRENGTHS

- Bowling Green did not properly attend to regulatory matters during a critical period between 1970-1990

TOWN/URBAN

RETURN TO A MORE URBAN, LESS SUBURBAN FORM

- Bowling Green did not vigorously enforce the useful parts of the regulatory codes it has had, especially between 1990 and the present

ENFORCEMENT

ADDRESS NON-CONFORMING USES

- Bowling Green did not view its market position in NE Ohio as something it would have to aggressively

TARGET MARKET

FIGURE OUT WHAT KIND OF A PLACE YOU WANT TO BE AND WHO YOU WANT TO BE IN BOWLING GREEN

TODAY:

TEST OUR DRAFT AGAINST KEY QUESTIONS

TEST OUR DRAFT AGAINST KEY QUESTIONS

- Did we get it right?
- Do you support it as presented?
- Why are you supporting it (if yes)?
- Do you understand the costs?
- Do you understand the time implications?
- Do you support the net benefits?
- Will it achieve your intended goals?

Target Market:
YOU SAID YOU WANTED

- Professional
- 24-34
- Educated
- Works in, or has ties to, Bowling Green

THIS TRANSLATES INTO

- Walkable neighborhoods
- Quality of Life / amenity-rich community
- Vibrant downtown
- Emphasis on beauty, aesthetics, standards

MORE SPECIFICALLY

- Health + Fitness
 - ◆ Bike paths and bike lanes
 - ◆ Parks everywhere
 - ◆ Sidewalks
 - ◆ Recreation centers
 - ◆ Sports field complexes
 - ◆ Terrain park
 - ◆ Regional biking (wide shoulders on connectors)

MORE SPECIFICALLY

- Entertainment
 - ◆ Large concerts
 - ◆ Small theater
 - ◆ Athletics
 - ◆ Tractor pull ???

MORE SPECIFICALLY

- Local Flavor / Character
 - ◆ Historic buildings
 - ◆ Unique restaurants
 - ◆ Outdoor dining
 - ◆ Gathering/watching places

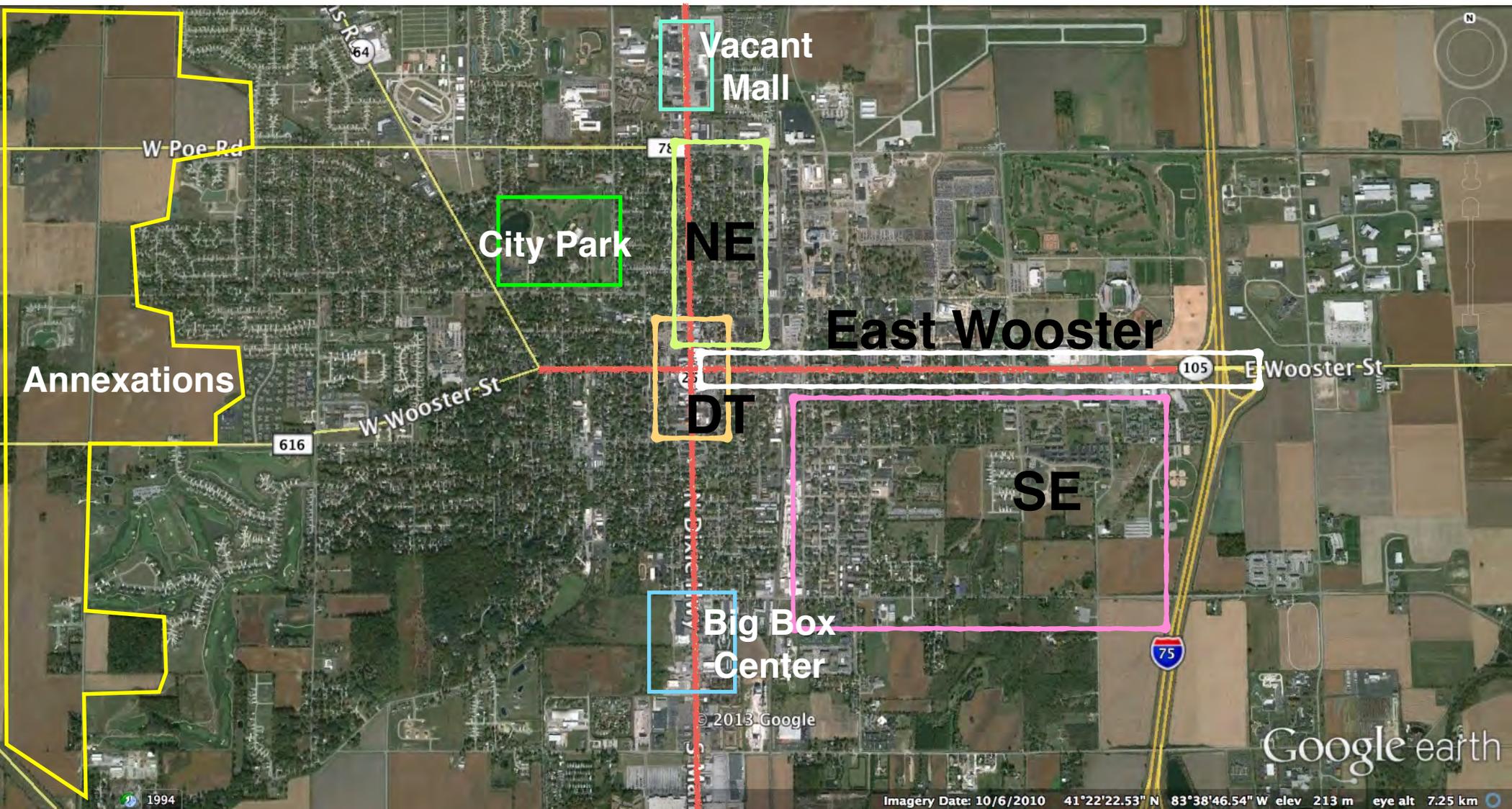
MORE SPECIFICALLY

- Urban Form
 - ◆ Active places - watch/be watched
 - ◆ Natural areas
 - ◆ Clear city/countryside demarcation
 - ◆ Shaded streets; sidewalks
 - ◆ Landscaping
 - ◆ Good first impressions

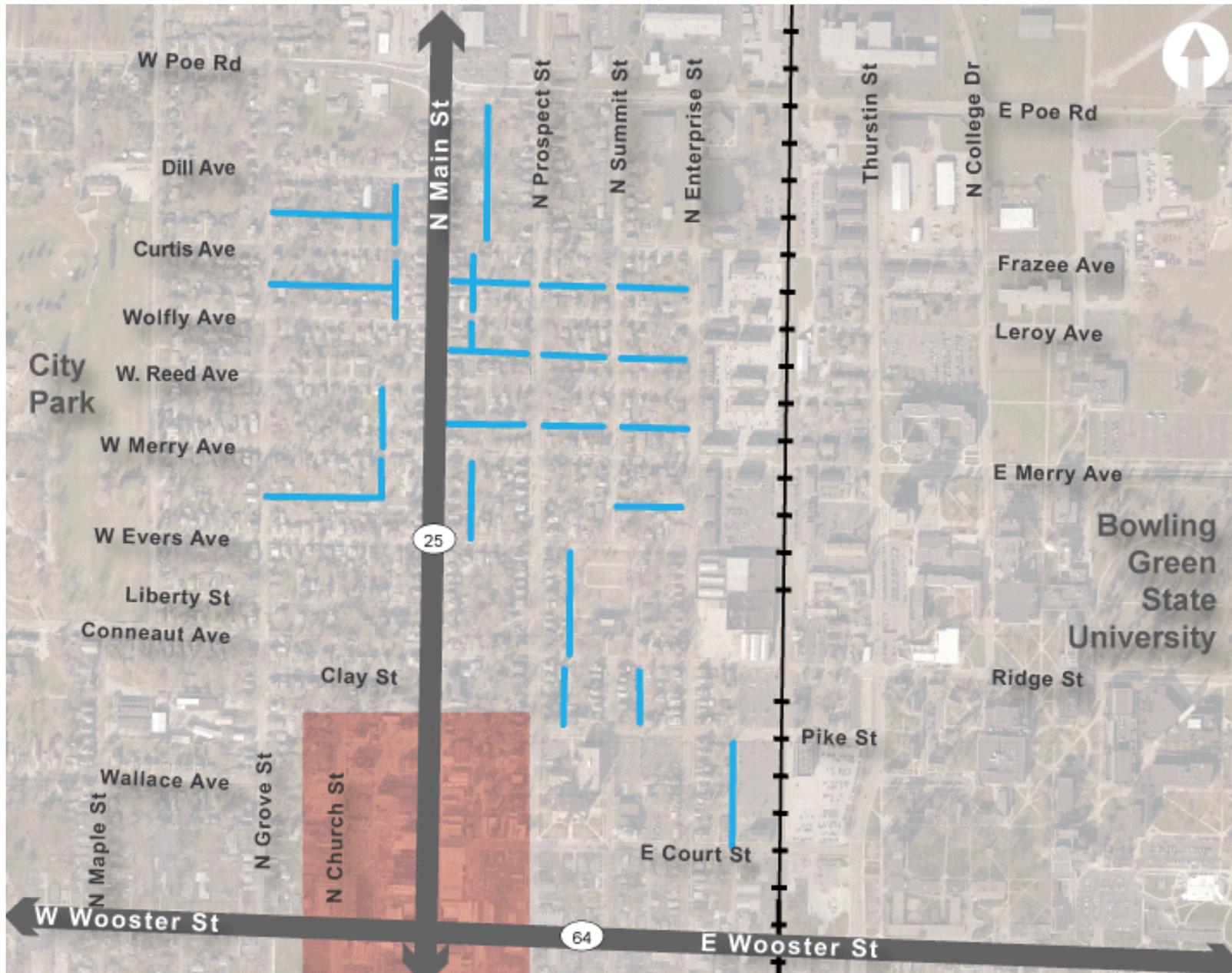
MORE SPECIFICALLY

- ☑ Composition
 - Easy to get around
 - Connected streets
 - Interconnected bike/pedestrian amenities
 - Shortcuts
 - Housing
 - Hip, dense, affordable
 - Above stores; near downtown
 - Green

8 major challenge areas:



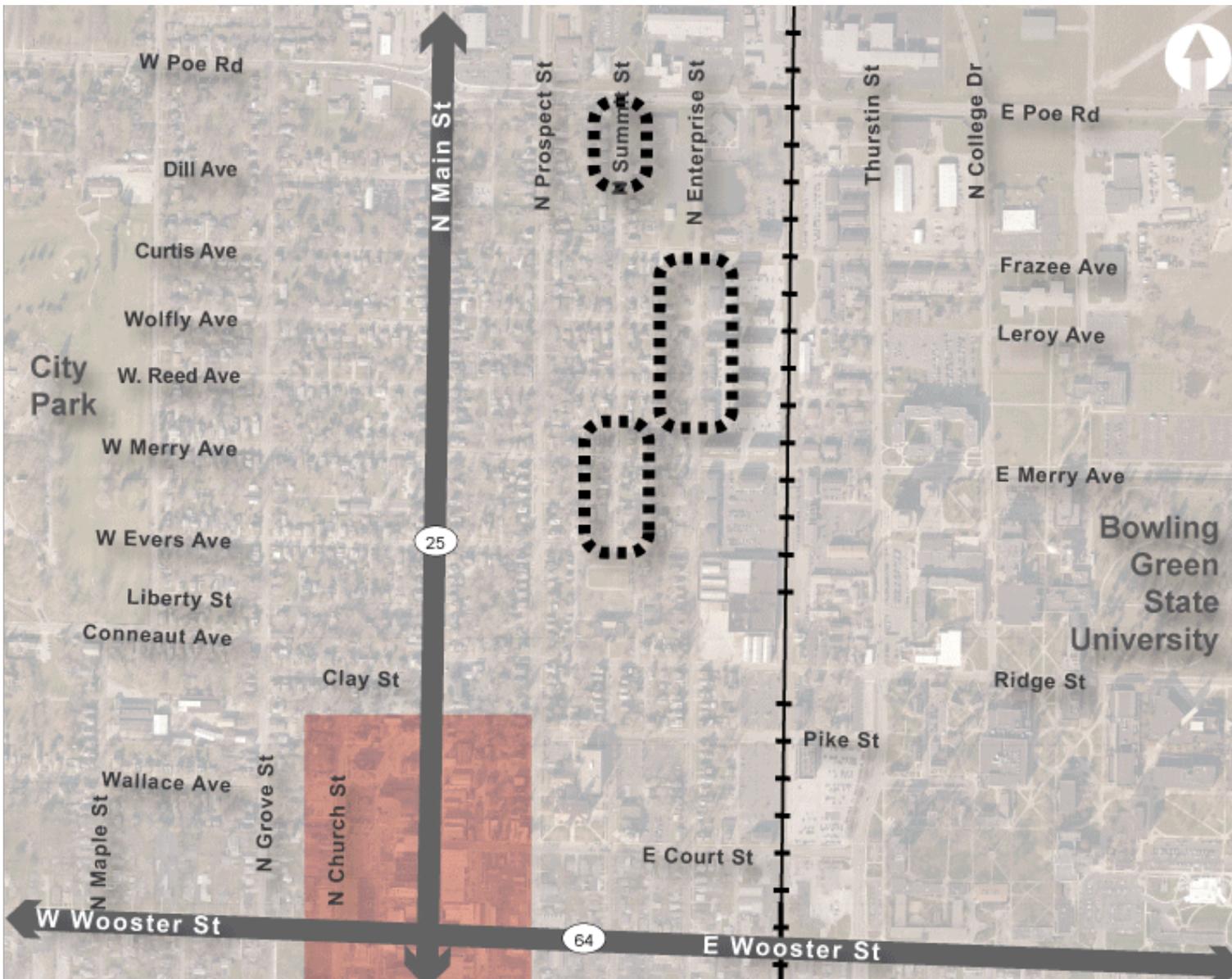
NE Alleys

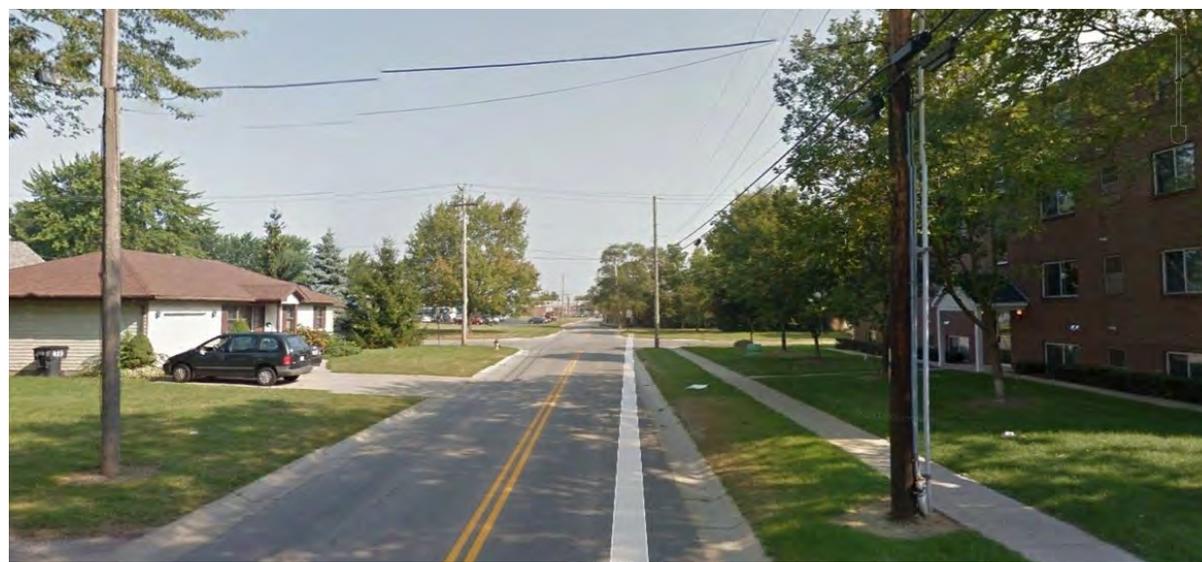
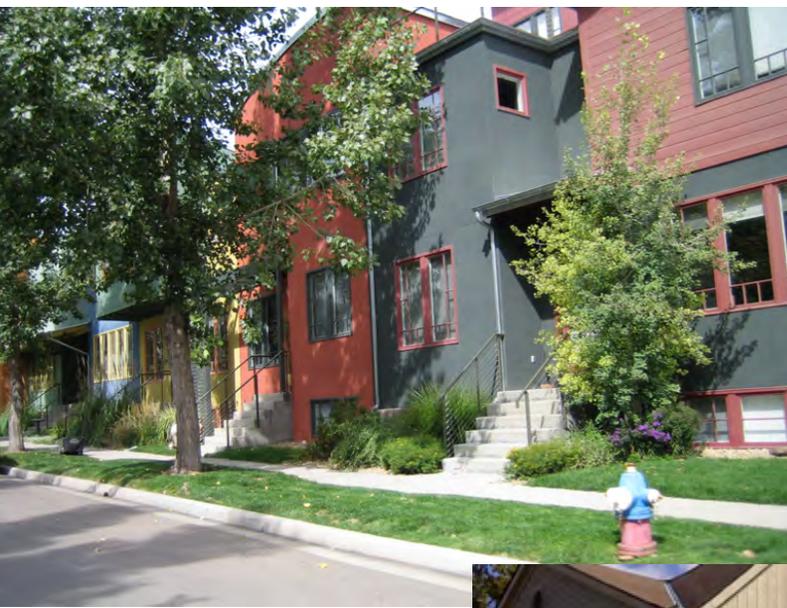




NE

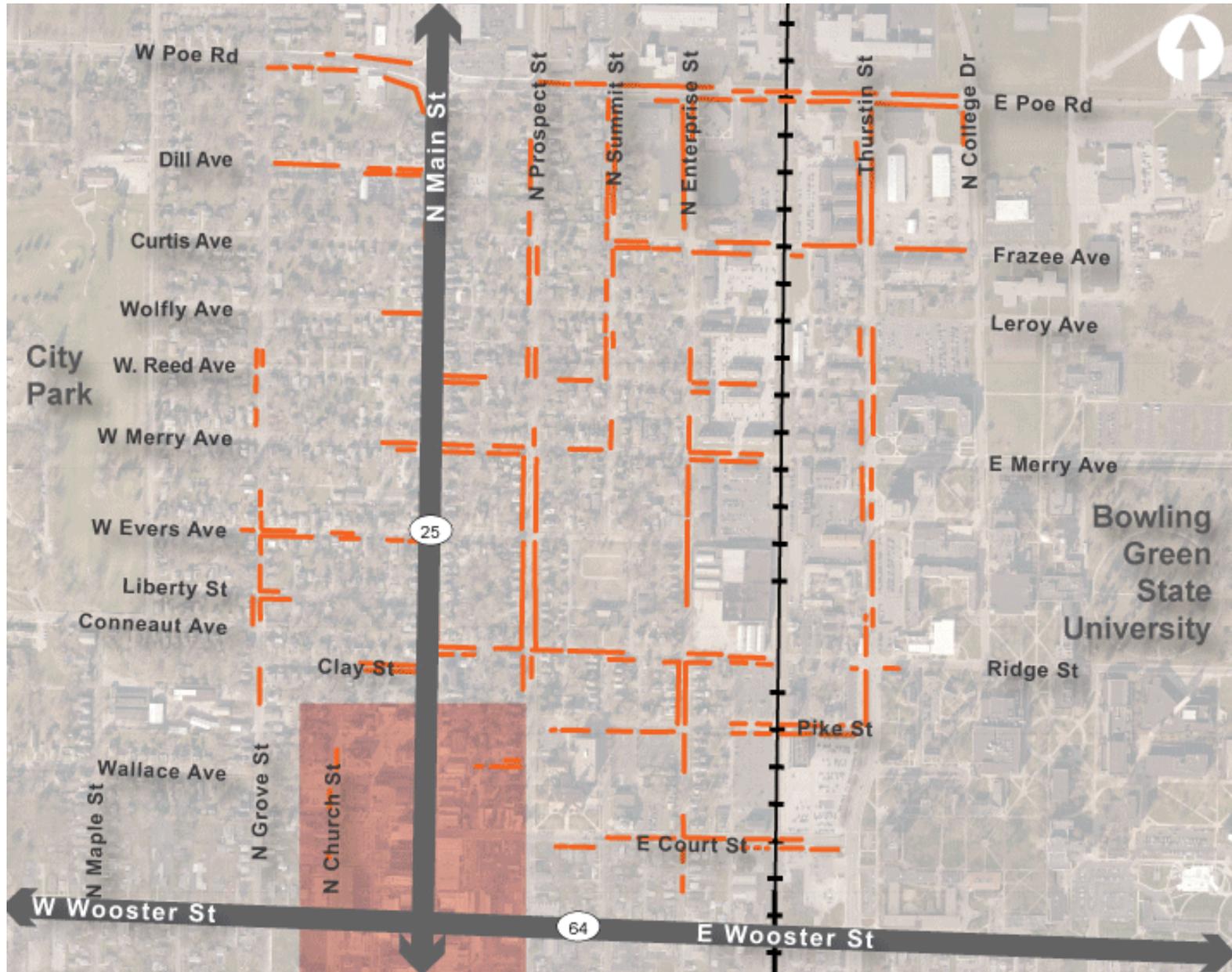
Incompatible adjacent uses





NE

Missing street trees



NE
Missing street trees



NE Connect DT w BGSU



NE

Goals:

A. Stop the 'apartmentalization' of houses (and related decline in housing price)

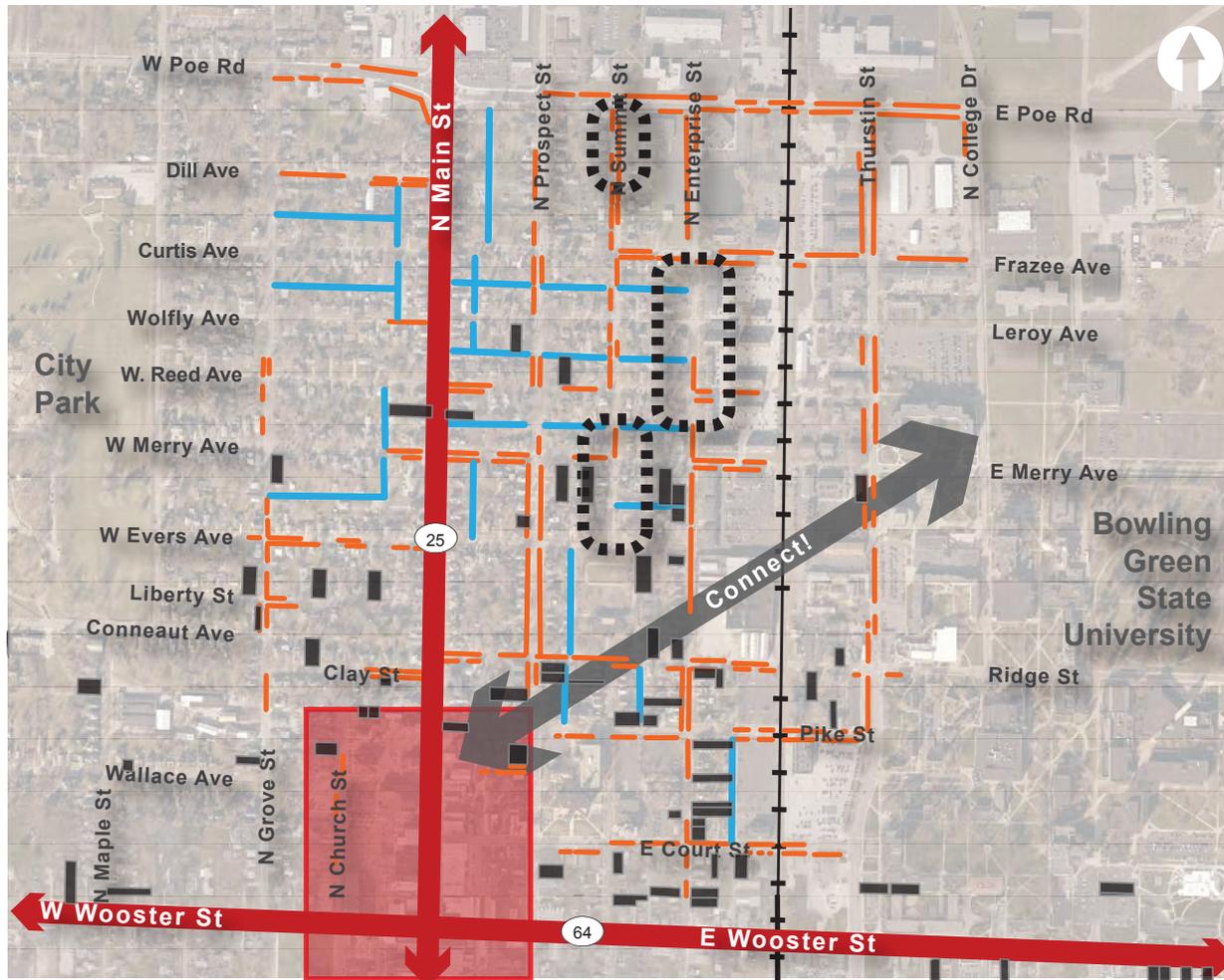
B. Improve livability, aesthetics

C. Strengthen connection to Bowling Green State University

D. Transition uses and densities



 = Incompatible adjacent uses



 = Unconforming parcels



 = Alleys



 = Missing street trees

Diagnostic
Northeast
Subarea

NE

- Goals:
- A. Stop the 'apartmentalization' of houses (and related decline in housing price)
 - B. Improve livability, aesthetics
 - C. Strengthen connection to Bowling Green State University
 - D. Transition uses and densities

Buy rental conversion houses



 = Unconforming parcels

Allow accessory units on alleys

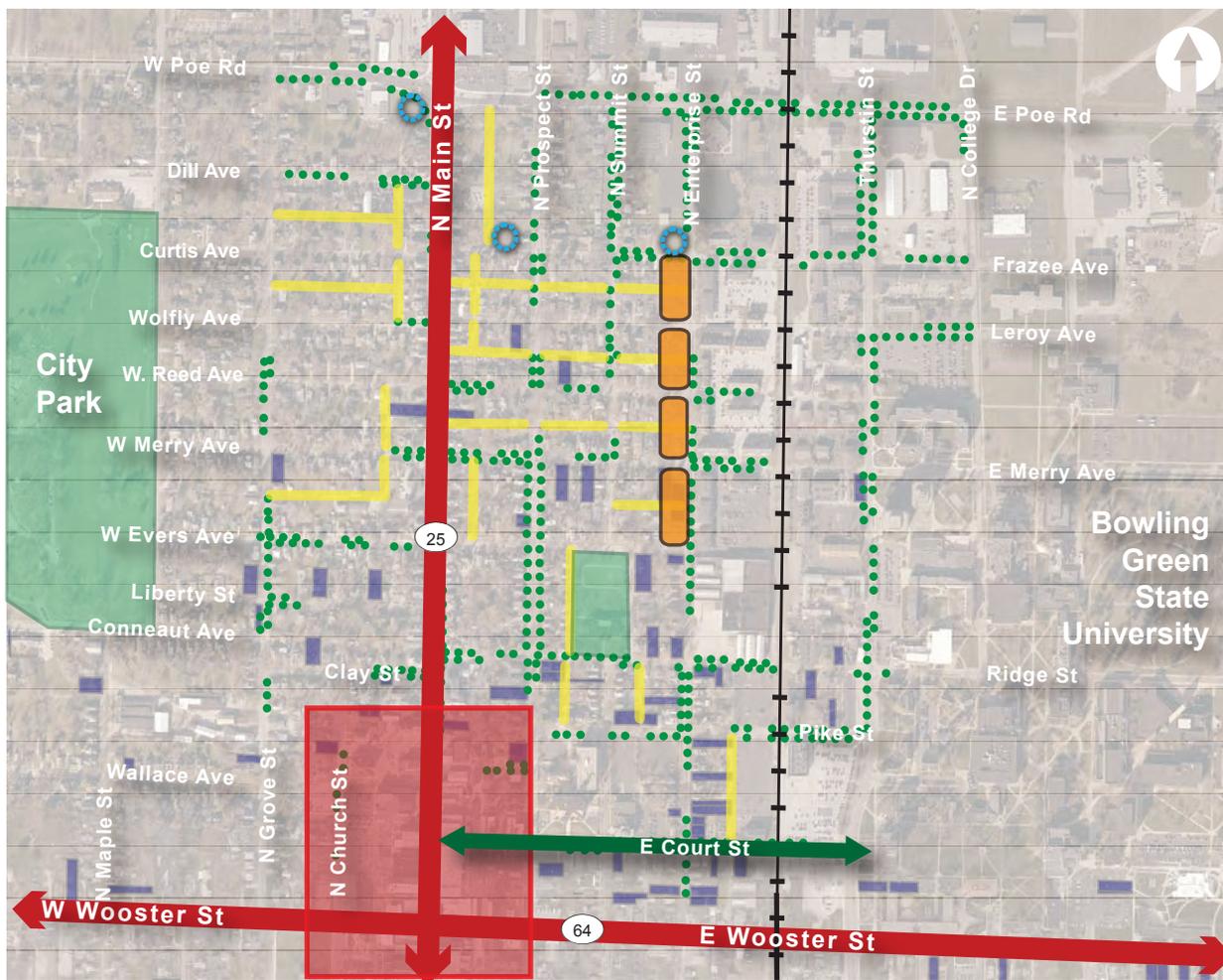


 = Alleys with potential for accessory units

Strengthen Connections to BGSU



 = Court Street as shared bike / pedestrian way



Designate some **block faces** for transition uses/densities (e.g. Townhomes)



 = Transitional town homes

Create pocket parks



 = Pocket park

Add street trees (and screening of parking lots)

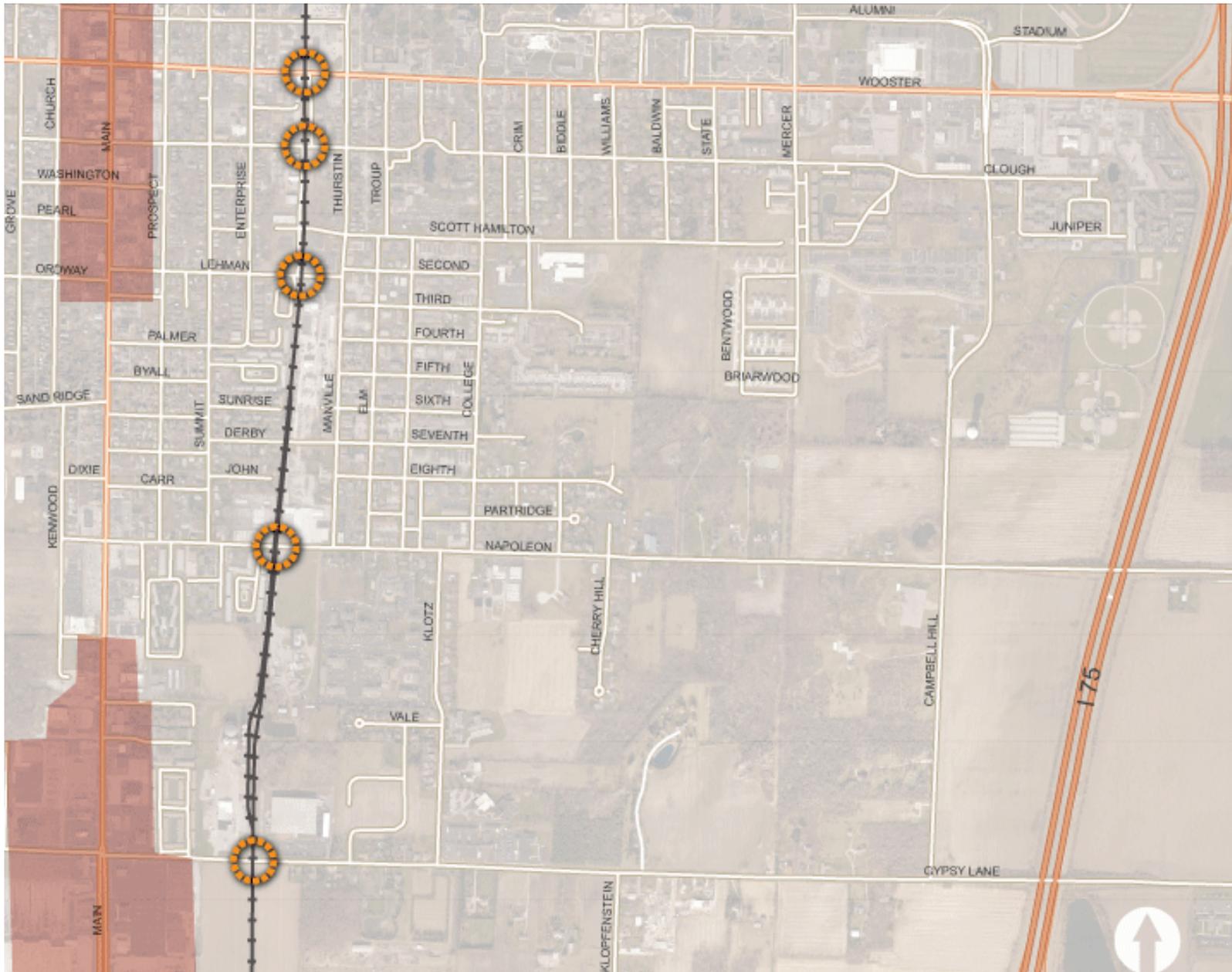
 = Where missing

Gradually bury overhead lines
= Wherever possible.

Actions

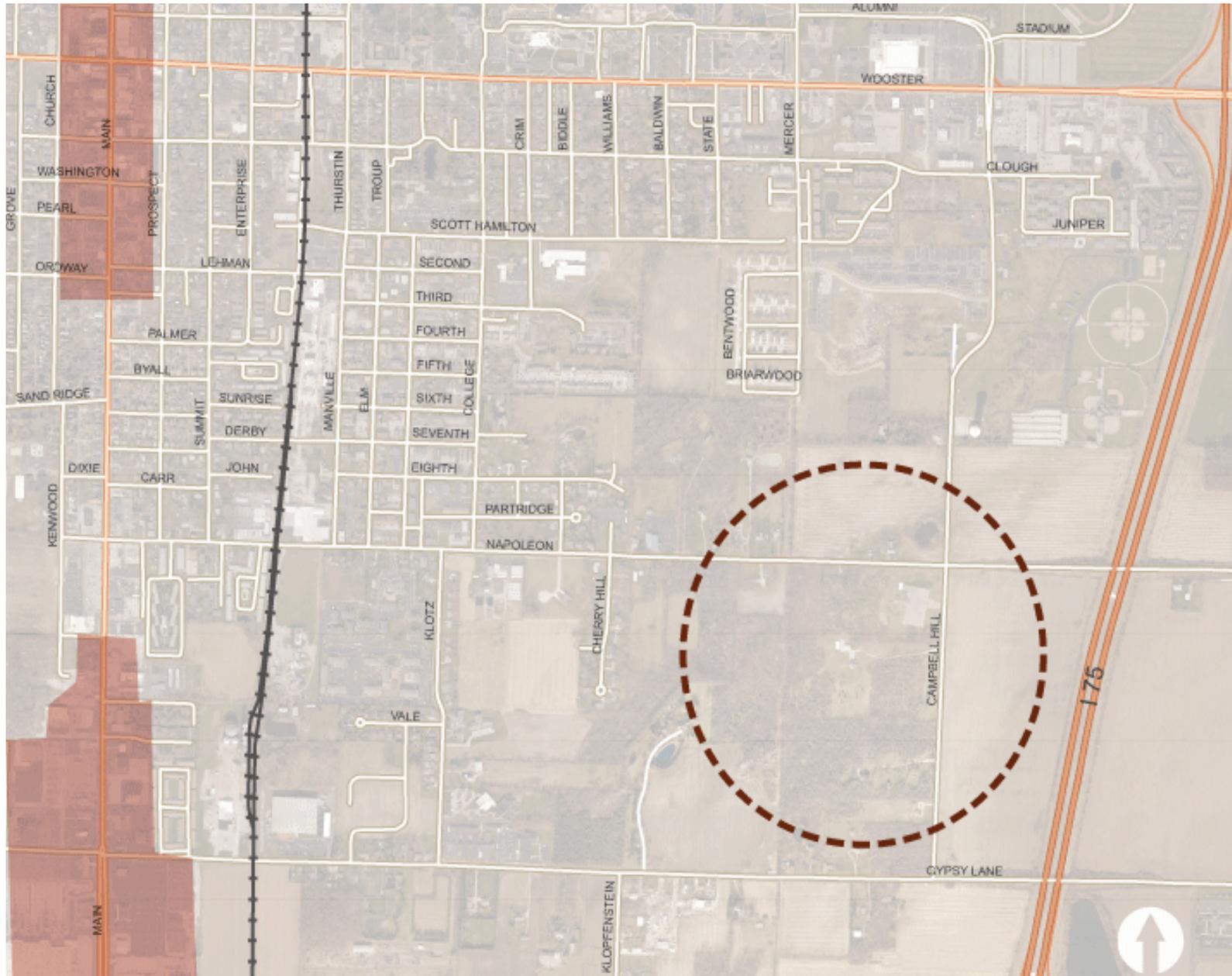
Northeast Subarea

SE Railroad crossings



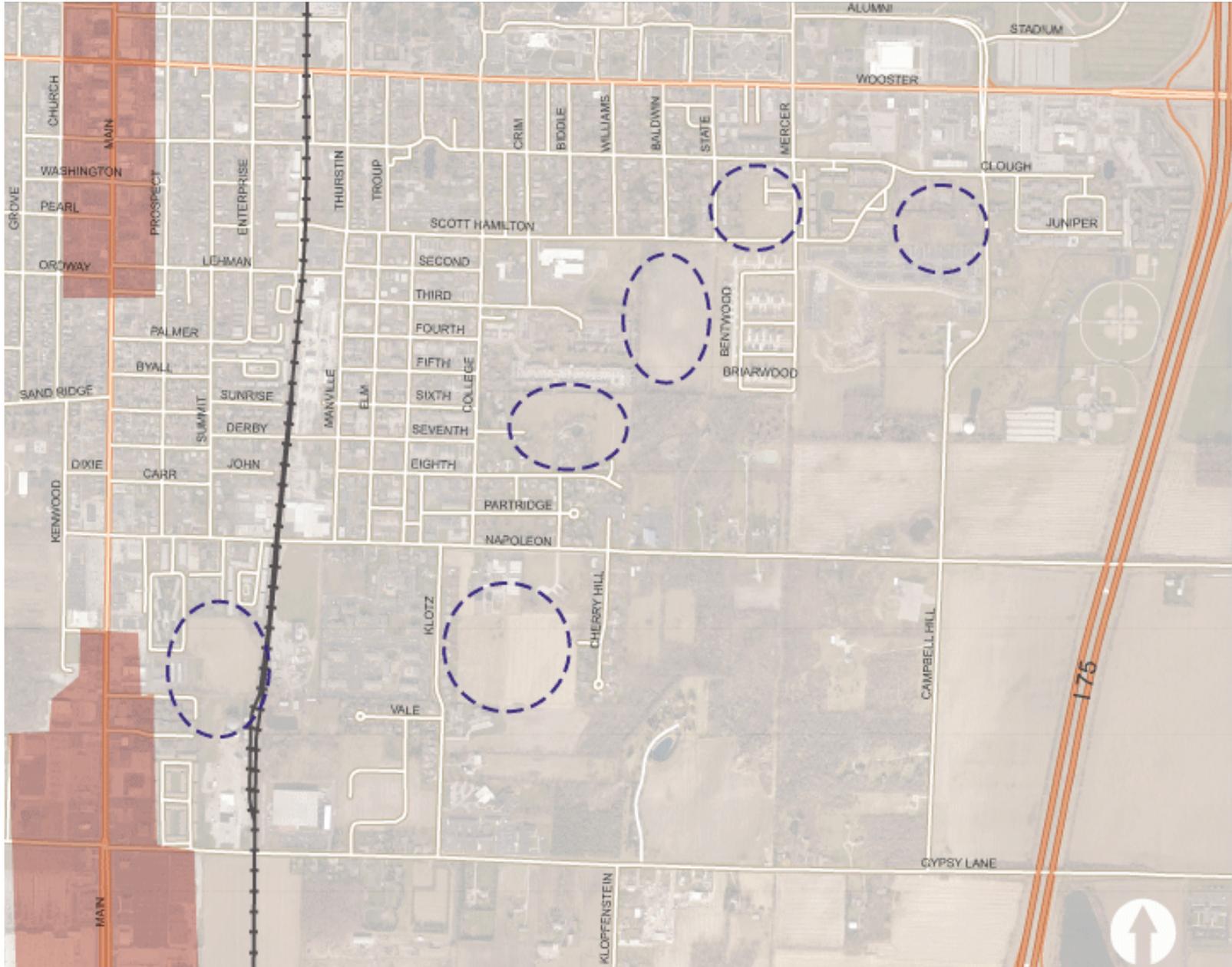
SE

Large development potential



SE

Areas with limited access



SE

Goals: A. Improve aesthetics B. Improve connectivity C. Improve livability

Subarea: Major concentration student housing

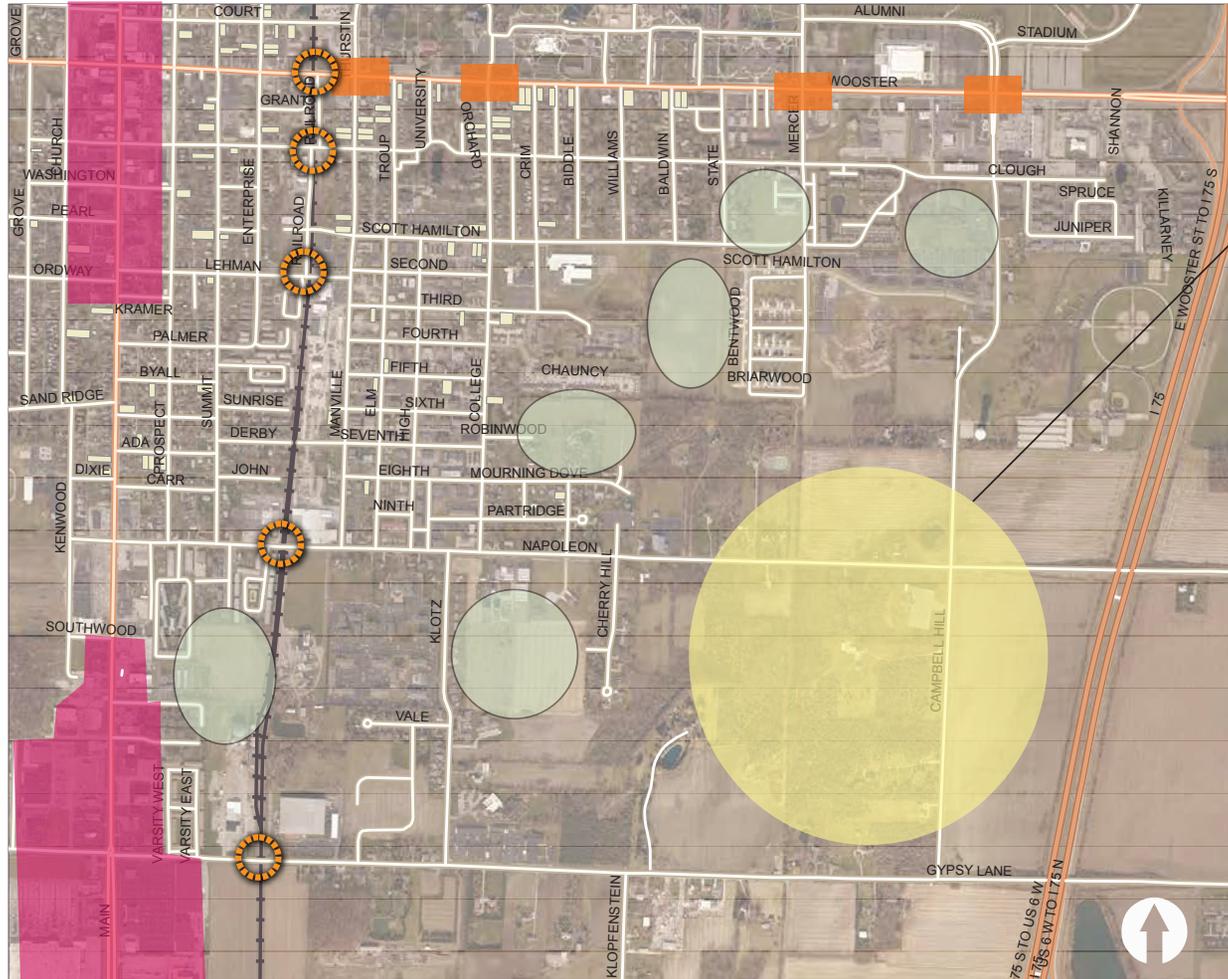


Many buildings dated - becoming obsolete

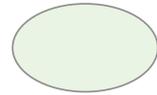


Urban form created sterile neighborhoods

- Front yard parking
- No Shade
- Power lines



Lack of connectivity creating large single-entry development parcels.



Potential for major development! will need:

- Parks
- Commercial opportunities
- Open spaces
- Trails
- Livable Neighborhoods



= Railroad crossings limit east west connectivity



= Campus entryway often non-descript



Diagnostic
Southeast Subarea

SE

Goals: A. Improve aesthetics B. Improve connectivity C. Improve livability

Road Master Plan to assure future connectivity

--- = future connections

Trails Master Plan to assure bike routes

●●● = on-street

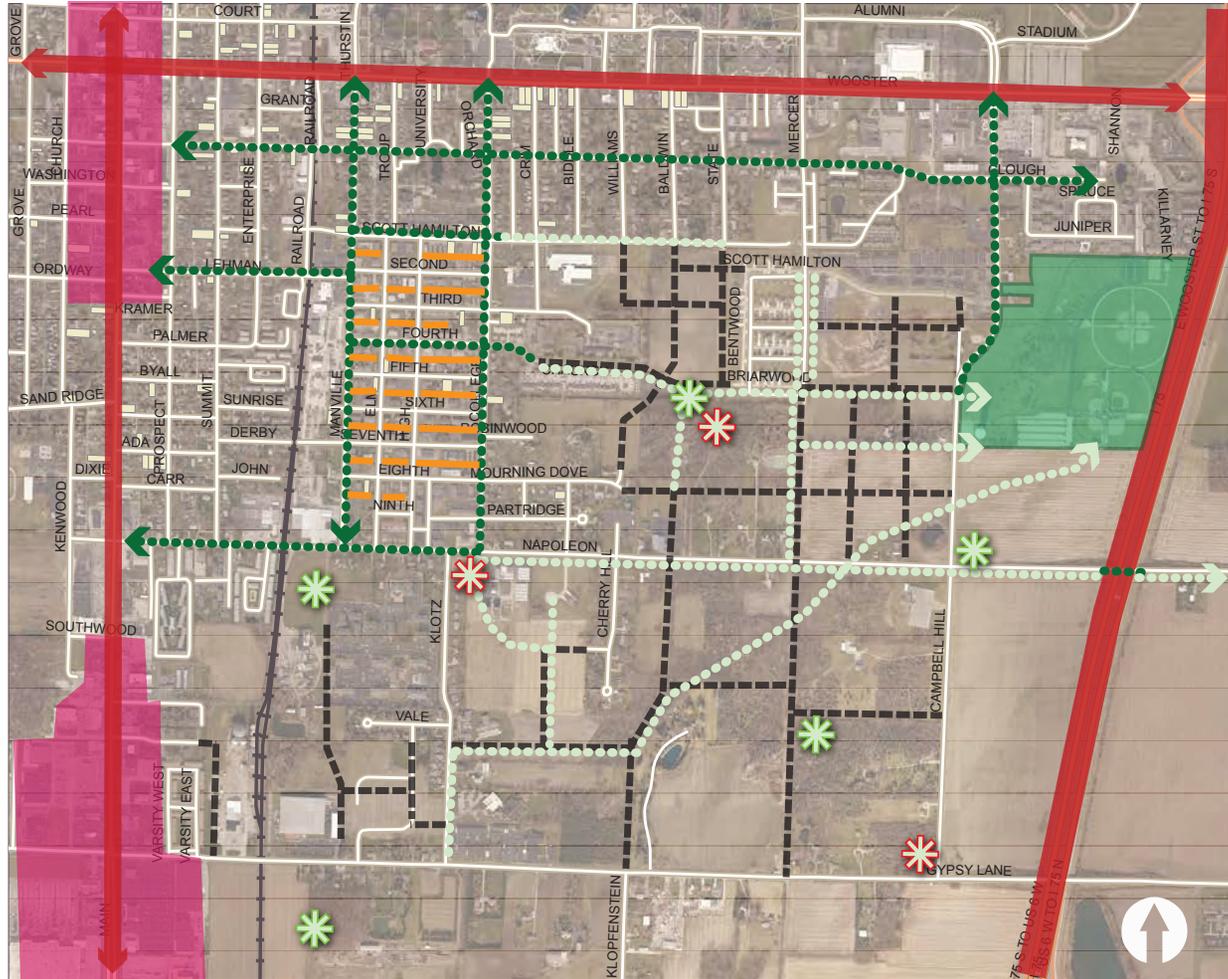
●●●● = off-street



General designations for future

✱ = park

✱ = neighborhood commercial



Code revisions, additions enforcement

- Street trees
- Parking in rear
- Open spaces
- Encourage good neighborhood streets

Consolidate parking behind buildings

— = Alleys with potential for consolidated parking



Actions
Southeast Subarea



© 2013 Google





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© 2014 Google

Google earth



EAST WOOSTER



0 0.05 0.1 Miles

Actions

East Wooster Subarea (East)

EAST WOOSTER



EAST WOOSTER



EAST WOOSTER



EAST WOOSTER



DOWNTOWN FARMERS MARKET
BOWLING GREEN OHIO
Hosted by
Huntington
Wednesday

The Downtown Farmers Market
Huntington
Held Here May 22 - October 11
Wednesdays 4 - 8 pm
Sponsored by:
Seal of Seals
BGSU
BGSU Extension
BGSU Center for Entrepreneurship
The Marketplace of East Ohio



EAST WOOSTER



DOWNTOWN



DOWNTOWN Traffic



DOWNTOWN



DOWNTOWN







REX
LEXINGTON, KY
WELCOME AUDIT LOGISTICS

SEPT 2018
LIVE! PERFORM! FEEL THE VIBES!

CHASE

The Empire

Restaurant

DOWNTOWN



DOWNTOWN



DOWNTOWN







LEHMANN

art sale

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DOWNTOWN



Legend

-  existing plaza
-  proposed plaza
-  existing mid-block connection
-  proposed mid-block connection
-  potential building/wall to boarder plaza
-  2nd or 3rd floor building connection



1 inch = 120 feet

0 125 250 Feet

DOWNTOWN

Consolidate 2nd story spaces for office, apartments



DOWNTOWN

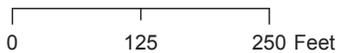


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Where from here?

Since we have finite resources, we need to:

Need to identify priorities

focus efforts

