PAINESVILLE
DOWNTOWN MASTER PLAN

Revitalizing an established place into a sustainable community of the future

February 2009

Painesville, Ohio

CITY OF Painesville

city architecture

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INTRODUCTION

PREPARING FOR THE FUTURE / BUILDING FROM THE PAST

Downtown Painesville is a community with unique appeal in Northeast Ohio that is strengthened by its rich history, intimate scale, unique character and civic presence. Centrally located in Lake County along the Grand River, its role as the County seat makes it a vital component and symbolic heart to the surrounding region. The City's connection to nature, relationship with Lake Erie College and strong residential base serve as valuable assets that nourish and enrich the downtown. Like many places in Northeast Ohio, Urban Renewal and uncoordinated development patterns over the years have left gaping holes in the urban core and have replaced historic buildings with auto-oriented development. However, what makes Downtown Painesville stand out amongst its surroundings is its established framework and roots of a real – not fabricated downtown. With the enormous amount of potential that exists here, the City of Painesville must take a proactive approach to guide and strategically maximize the area's growth to ensure it remains a special place within the region.

Now represents an ideal time to plan for the future because of the great deal of change that the City is experiencing. While the loss of both Lake East Hospital and Harvey High School will provide grave challenges to the City by losing major activity generators and leaving large voids in the City's fabric, these losses also provide the tremendous opportunity to maximize the potential of this valuable real estate through leveraging the incredible synergy emanating from the established core. By strengthening, enhancing and expanding the heart of a community in a manner that adds value and identity, re-energizes the public realm and establishes more meaningful and cohesive connections to its surroundings, the entire city will reap the benefits. Painesville's true potential lies in the success of its downtown, its ability to support the needs of the community and serve as the true center of confluence for the region.
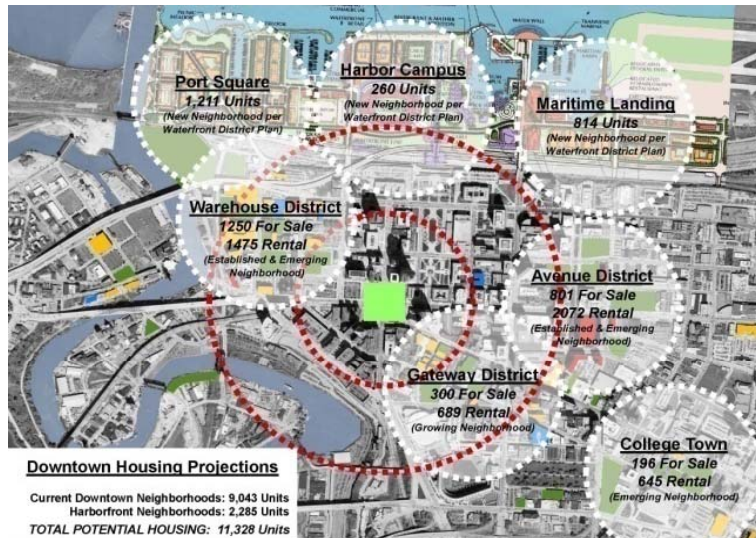

1950

Over time, our nation's focus has shifted from downtown commercial districts to suburban strip centers. However, recent trends are refocusing attention on the streets and blocks that define our established town centers.

Today

P A I N E S V I L L E   D O W N T O W N   P L A N

With increased competition from suburban lifestyle centers, traditional town centers like Downtown Painesville must create environments that celebrate their history and eclectic urban nature.

Downtown Housing Projections

Current Downtown Neighborhoods: 9,043 Units
Harborfront Neighborhoods: 2,285 Units
TOTAL POTENTIAL HOUSING: 11,328 Units

A fundamental element of established downtowns like Cleveland and Painesville is the presence of distinct but connected districts that bring synergy and vitality to the downtown.

As challenges of rising competitions from nearby communities and continued patterns of unplanned growth continue to escalate, the need to intervene with comprehensive planning and strategic investment is greater than ever. Economic and social trends throughout the years have brought significant competition to traditional commercial centers by shifting the focus to suburban strip centers and malls. Recently, retail development is beginning to move away from auto-oriented shopping centers and focusing on creating "lifestyle centers" that mimic traditional town centers like Downtown Painesville. Despite the great deal of time and money that is being spent to create these new commercial centers with walkable streets and mixed-use environments, they will never be able to emulate the diversity, layering, character and connectivity that is inherent to traditional downtowns like Painesville. The foundations of a true town center that other communities are trying to fabricate from scratch are already here and must be preserved, enhanced and expanded upon. By refocusing attention, effort and vitality to the framework that already exists here, Downtown Painesville will emerge once again as an engaging and memorable place.

Through this planning study, **the main inspiration for the master plan emerged from the notion that great downtowns are more than just the commercial hub of a community, but a multi-dimensional collection of neighborhoods.** Both large urban cores and small town centers need a diverse array of districts that serve a variety of functions and work together to support one another. From the beginning, it became apparent that Downtown Painesville's anatomy is composed of a series of established and emerging districts that are unique in function and character yet interact with one another to create a strong sense of synergy and vitality. By strengthening and integrating this series of districts, the entire downtown will grow as a stronger, more accommodating, complete and fulfilling place for people to live, work and enjoy.

Working closely with Lake County, key stakeholders, institutions and the community, the City of Painesville is taking a proactive approach to strategically plan for its future. In recent years, the City has taken critical steps in shaping its future through the completion of its comprehensive plan update and various other planning initiatives. Building upon the goals and priorities established through these initiatives, this process of creating a master plan involves taking these ideas to the next level in which objectives are translated into development ideas and directives that will shape the future of the city. This planning process sets forth a proactive approach to providing a comprehensive strategy geared toward building community and provides the chance to create a vision to which Downtown Painesville can aspire.

This plan reaches beyond broad planning recommendations and sets forth a direction for revitalization rooted in the aspirations of the community and potential of the downtown. The following development proposals set forth to inspire a renewed confidence and commitment to halt the disinvestment and arouse economic development, urban revitalization and a sustainable future. Our main goal throughout this entire effort is to establish momentum toward reinvestment in Downtown Painesville that restores, rediscovers and re-engages the various pieces that make up the greater whole to allow this special place to live up to the true potential it is worthy of.

THE PLANNING PROCESS

The process leading to the creation of this master plan involved comprehensive analysis and meaningful interaction with the greater community. In order to understand this unique place along with the needs and values of the public, considerable input and participation was provided by numerous stakeholders, institutions and people who live and work in Downtown Painesville. A Steering Committee was formed comprised of key stakeholders and agencies with special interests and insight to help guide and oversee the planning process. A series of four Steering Committee meetings, three public workshops as well as various other tours and stakeholder meetings were held at crucial stages to gather data, solicit input and allow the community to share in the process and shape the neighborhood vision. As a result of this highly collaborative process, the Downtown Painesville Master Plan is intended to be truly reflective of the community's goals and aspirations.

The process that unfolded for this initiative involved the following steps:

-- **Gather Information**
   What conditions exist within the neighborhood that influence long-term development?

-- **Site Analysis**
   How do the existing conditions in Downtown Painesville impact redevelopment potential?

-- **Understanding the Context**
   What are the surrounding influences that can be leveraged to impact development?

-- **Generating Concepts**
   What physical redevelopment possibilities exist within Downtown Painesville and its surrounding neighborhood?

-- **Reviewing Ideas with the Community Stakeholders**
   Do the potential redevelopment plans meet both the needs of the community and goals of the project?

-- **Creating a Revitalization Plan**
   An identification of our top priorities and the creation of a physical development plan

PARTICIPANTS INVOLVED

The Downtown Painesville Master Plan would not have been possible were it not for the vision and commitment of Rita McMahon and the City of Painesville to re-establish a quality urban downtown, the dedication and determination of the planning team, Steering Committee and residents that contributed their time and energy to create a vision for Downtown Painesville that will inspire it to evolve into a vibrant, thriving community. We would like to thank the following for their active roles in the planning process:

THE CITY OF PAINESVILLE
- Rita McMahon, City Manager
- Cathy Bieterman
- Russ Schaedlich
- Doug Lewis
- Lynn White

PAINESVILLE CITY COUNCIL
- Joe Hada

LAKE COUNTY COMMISSIONERS
- Ken Gauntner

LAKE ERIE COLLEGE
- Michael Victor, President
- Jana Holwick

LAKEEAST HOSPITAL
- Gary Robinson
- Ted Hoffman

PAINESVILLE CITY LOCAL SCHOOLS
- Michael Hanlon

DOWNTOWN PAINESVILLE ORGANIZATION
- Doug Nagy

ECONOMIC RESTRUCTURING COMMITTEE
- Neil Conway

CONSOLIDATED INVESTMENT
- Daniel Smith

MINSHALL DEVELOPMENT
- Eddy Eckart
- Brian Bower

NORTH SHORE ASSOCIATES
- Dennis Eckart

ZAREMBA
- Nathan Zaremba
- Joe Del Re

CITY ARCHITECTURE
- Paul Volpe
- Courtney Lepene
- Jennifer Cimino

With its rich historic fabric, Downtown Painesville provides the framework for a truly special place with established roots

UNDERSTANDING DOWNTOWN PAINESVILLE

UNDERSTANDING DOWNTOWN PAINESVILLE

In order to envision implementable strategies that are reality-based, it is critical to develop a comprehensive understanding of Downtown Painesville and its surrounding context. If a plan is not developed with a full awareness of the issues and conditions impacting the community, it will stand little chance of being realized in a way that actually benefits the residents and stakeholders. It is for these reasons that a thorough analysis was completed depicting the existing conditions of the study area which provided a framework from which to build upon.
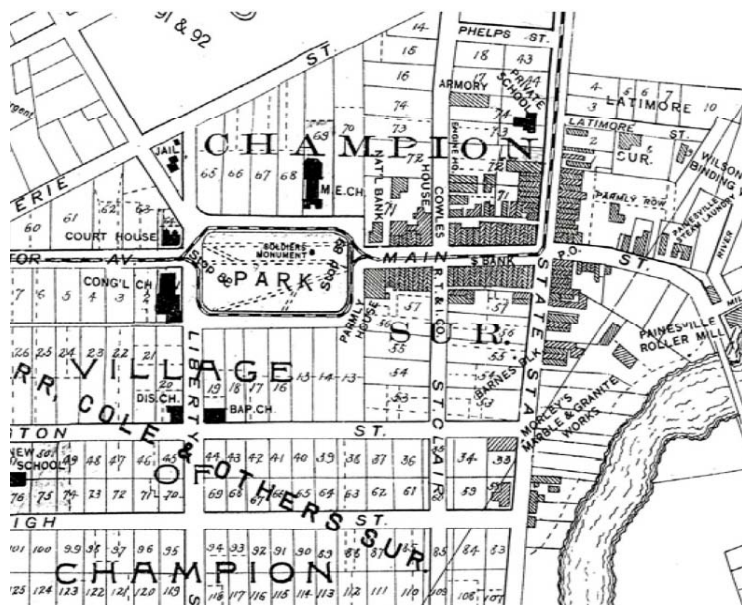
DOWNTOWN PAINESVILLE "THEN"

Painesville dates back to 1800 when it was settled as part of the Western Reserve land holdings by the Connecticut Land Company. When Lake County was established in 1840, Painesville was made the county seat and the courthouse was built. At that time, the town had grown to over 1,000 residents and was the largest community between Cleveland, Ohio and Erie, Pennsylvania. Painesville continued to grow, mostly due to the two railroad lines passing through the community that helped make it a center of commerce with several manufacturing businesses in town. By the late nineteenth century, Painesville was made up of four newspapers, five churches, three banks, fourteen stores and a flour mill.*

The Village of Champion, as it was originally called, was laid out on a grid system centered around a town square. As life began to emerge, dense, mixed-use development was focused at the intersection of State and Main, while civic buildings including the courthouse, jail and churches were built around the central park. Single-family residential development began to sprout up around the inner core, with open space and farm land beyond. A trolley line along State Street, Main Street and Mentor Avenue connected people to the town center and encouraged concentrated pockets of commercial development to line the streets.

During the twentieth century, Painesville continued to grow, but in a different manner. While the downtown remained the center of activity through the 1960's with active businesses, new development began to move away from the central core and entice people away to shopping centers and malls. In the late 1960's and early 1970's, attempts were made to revive Downtown Painesville through the Urban Renewal program which began replacing the original historic fabric with larger-scale suburban models like the New Market Mall and a discount department store along Main Street that later became the Ohio Jobs and Family Services Building. Throughout the years, a fundamental shift in land use development patterns has led to auto-oriented, single-use buildings set back from the street with large parking lots overtaking the urban fabric that once lined the streets. The overwhelming presence of surface parking lots that has resulted discourages a pedestrian-friendly environment and creates gaps and discrepancies that take away from the feeling of a connected and cohesive place.

*Historic data from www.ohiohistorycentral.org and www.morelylibrary.org

Historic maps of Downtown Painesville from 1871


1860

1880

1909

1947

1966

1968

Images of Main Street and State Street throughout the years from 1860 to 1968
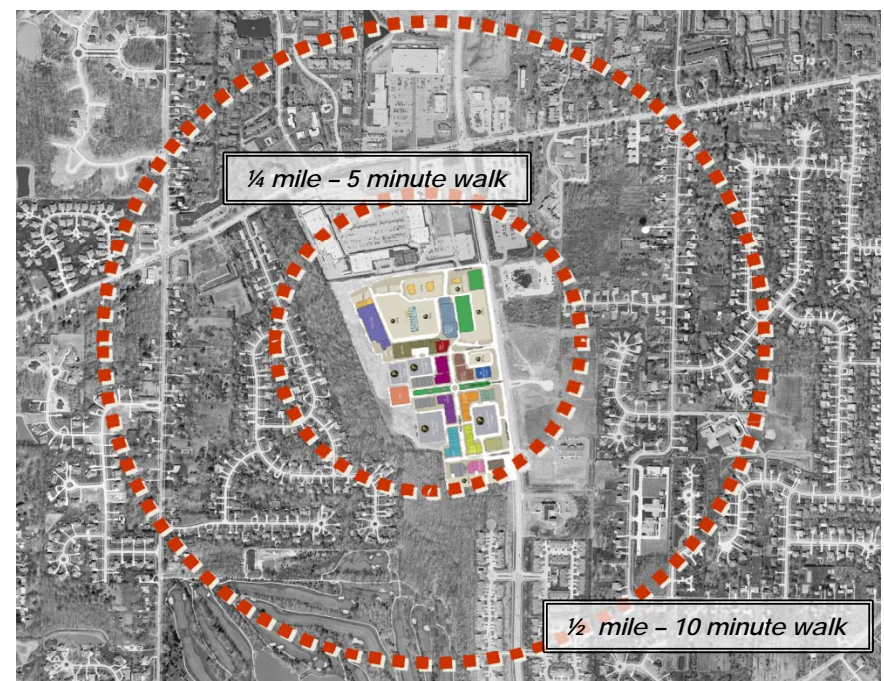
DOWNTOWN PAINESVILLE "NOW"

Today, Downtown Painesville remains an important center of confluence as the county seat with many vital businesses and institutions concentrated here. Despite the recent development trends, much of the rich historic fabric still remains intact throughout the urban core, providing pockets of history and urbanity along the street that must be preserved. No matter the changes that have occurred throughout the years, one thing remains the same – the framework of a true, walkable downtown. What sets Downtown Painesville apart from newer lifestyle centers is that within a quarter-mile or five minute walk from the center of downtown at Veteran's Memorial Park lies a tight urban core with a great many businesses, retailers, churches, jobs and amenities. Furthermore, hundreds of homes are within a half-mile radius or ten minute walk, providing a plethora of residents within walking distance to the city's core. Within the suburban centers that are emerging, that same ten minute walking radius often encompasses large expanses of parking, open fields or residential subdivisions that discourage connectivity and interaction from taking place. This critical mass found in and around Downtown Painesville provides an invaluable resource that brings nourishment and a source of life to sustain the center of town.

½ mile – 10 minute walk

¼ mile – 5 minute walk
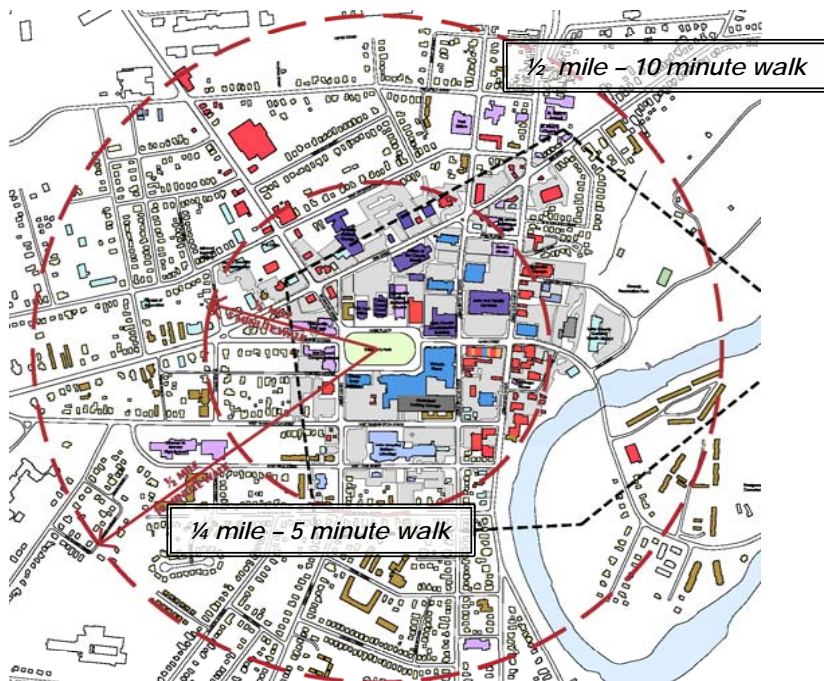
Plan of Downtown Painesville depicting its connectivity with surrounding neighborhoods

¼ mile – 5 minute walk

½ mile – 10 minute walk

Aerial image of Crocker Park in Westlake depicting its lack of connectivity with surrounding neighborhoods

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Aerial view of the existing neighborhood context.

Morely Library

Kiwanis Recreation Park

Lake County Courthouse

Painesville City Hall

Veteran's Memorial Park

Main Street

Victoria Place

Liberty Street

Washington Street

St. Clair Avenue

State Street

Grand River

Harvey High School

Lake East Hospital

High Street

Richmond Street

Erie Street

EXISTING LAND USE

As a mixed-use urban center, Downtown Painesville is made up of diverse range of commercial, office, institutional, residential and recreational uses. The civic core of the downtown is focused around Veteran's Memorial Park, the historic town square and central gathering space that brings a sense of community and presence to its surroundings. While City Hall, the County Courthouse and churches create a beautiful and grand setting on one side of the square, the large-scale office/retail building Victoria Place and the Chase Bank office building on the other side create a dichotomy that detract from maintaining a cohesive identity around Veteran's Park. However, these other uses can also be seen as a benefit by providing the opportunity for multi-dimensional activity around this central hub. Other Lake County buildings and office uses continue north of the square, concentrated along Erie Street. While the county offices provide a huge source of jobs and daytime activity, the large amount of surface parking necessary to serve the offices further separates employees from the rest of downtown and discourages integration from occurring.

Commercial development for the most part is focused along State and Main Streets. In many cases, these businesses are unique, locally owned establishments in multi-story buildings that sit directly on the right-of-way line. Single-use national retailers such as drug stores and fast food restaurants are interwoven into the historic fabric, and concentrated at key gateways into the downtown at the intersections of Richmond and Erie as well as State and Erie. This broad spectrum of retailers found within the downtown provides a diversity to accommodate an expansive market, yet the lack of connectivity and synergy between the businesses prevents Downtown Painesville from thriving as a commercial destination.

While much of the core is surrounded by single-family residential, only a small amount of housing exists within the downtown. The two apartment buildings of Johnson Apartments and Washington Square accommodate elderly and Section 8 housing, along with loft apartment units over retail within the historic block along Main Street. Without a critical mass of housing within the downtown core, an active environment 24 hours-a-day, 7 days-a-week will be difficult to achieve. Furthermore, the lack of a range of housing types and price ranges provides little choices to attract a diverse range of people to Downtown Painesville.

Downtown Painesville is well served by first-rate parks and recreational amenities that have the ability to inspire and uplift the downtown if fully taken advantage of. The Grand River and Kiwanis Recreation Park encompasses over 75 acres and offers great fishing opportunities, playgrounds, ball diamonds and a variety of other sports fields. Despite their adjacency to downtown, the presence of the river and park space is hardly felt. Part of the reason for this lack of interaction is the poor access that connects the park space to downtown. Both Mill Street and Latimore Street provide an unfriendly and uninviting atmosphere to pedestrians with little to no sidewalks and amenities bordered by parking lots and auto-oriented development. Furthermore, except for the portion that runs through Kiwanis Park, the Grand River is lined with the backs of private uses and underutilized land, preventing residents and visitors from taking advantage of this exceptional setting.
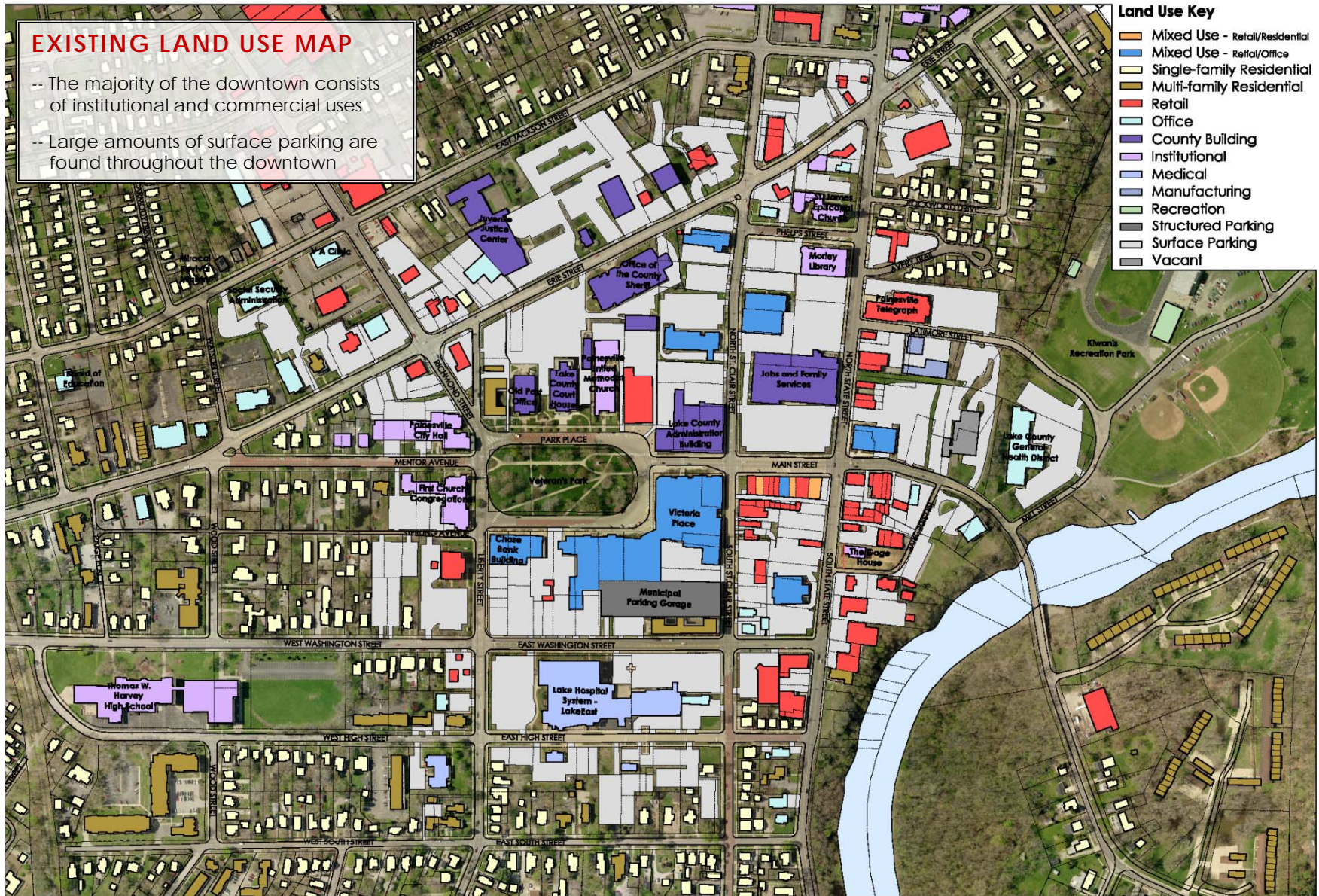
Access to Downtown Painesville is fulfilled by various north-south and east-west arterials that bisect the downtown. Richmond Street is the main transportation thoroughfare connecting Lake Erie and State Route 2 to the downtown. This key approach to the central core is characterized by single-use commercial buildings and strip shopping centers set back from the street, with little sense of arrival as you enter the downtown. Liberty Street and State Street also serve as major north-south streets, providing access from the downtown to the surrounding residential neighborhoods, industrial uses as well as I-90 to the south. Erie Street/Mentor Avenue is the major east-west street, connecting downtown to Lake Erie College, Route 44 and the City of Mentor to the west. Most of the streets in the downtown are two to three lanes with on-street parking where retail exists along State Street, Main Street, St. Clair Avenue and Park Place. While remnants of brick-paved streets are scattered throughout the downtown along Park Place, St. Clair Avenue and High Street, there lacks a cohesive streetscape identity that ties the downtown together. Furthermore, the absence of pedestrian amenities and welcoming sidewalks discourage the frequency of pedestrian activity that is possible here.
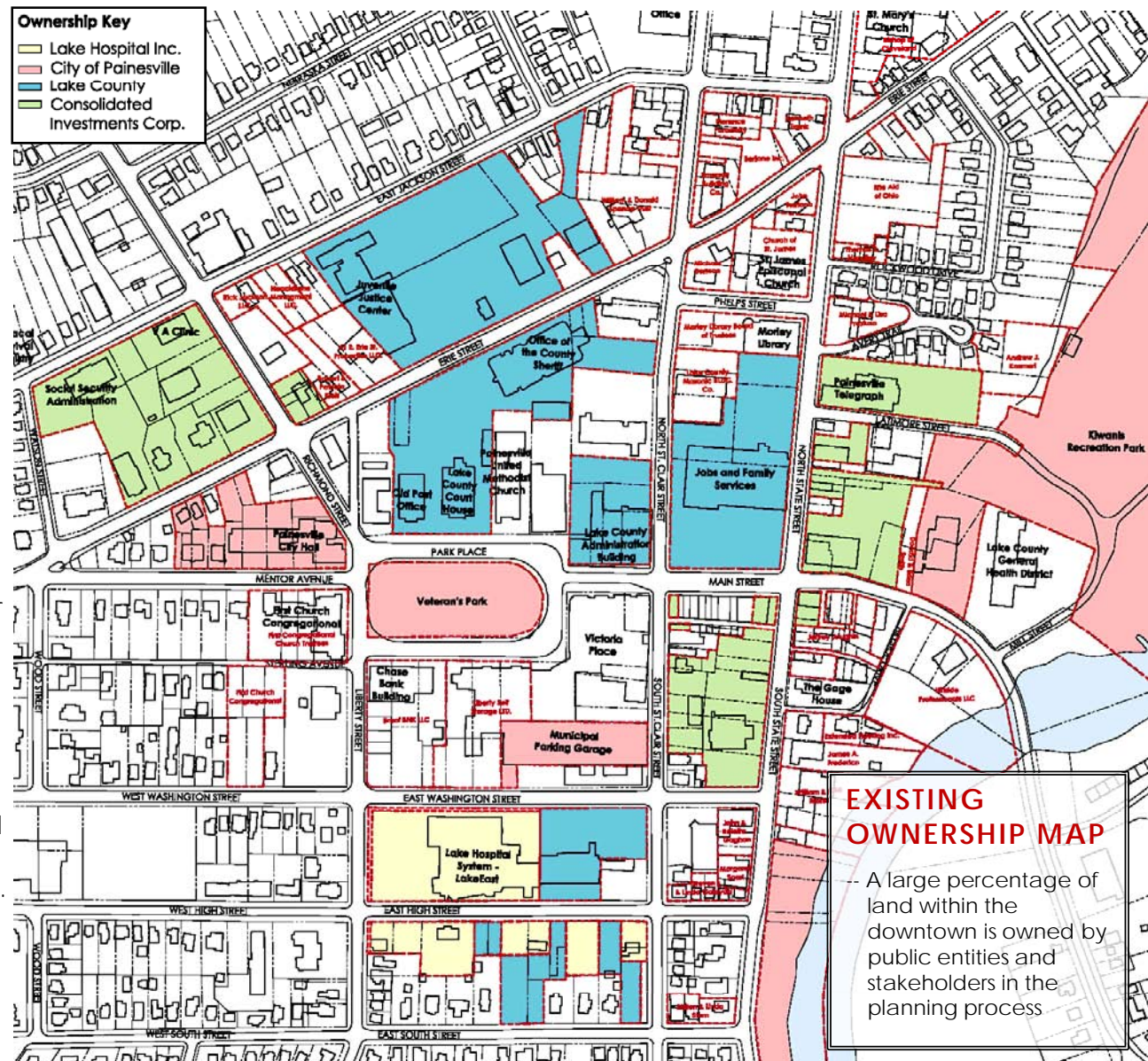
EXISTING LAND USE MAP

-- The majority of the downtown consists of institutional and commercial uses

-- Large amounts of surface parking are found throughout the downtown

Land Use Key

- Mixed Use - Retail/Residential
- Mixed Use - Retail/Office
- Single-family Residential
- Multi-family Residential
- Retail
- Office
- County Building
- Institutional
- Medical
- Manufacturing
- Recreation
- Structured Parking
- Surface Parking
- Vacant

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PAINESVILLE DOWNTOWN PLAN

OWNERSHIP PATTERNS

Land ownership represents an important factor in realizing the development potential of a place. Within Downtown Painesville, a great deal of land is owned by the City, Lake County, Lake East Hospital and the private company of Consolidated Investments Corp. which served as integral members of the Steering Committee throughout this planning process. In addition, much of the land owned by these entities represents large tracts of land in key locations throughout the downtown. While this planning process looks at revitalizing the greater downtown, regardless of whether sites are publically or privately owned, the fact that a large portion of the land is controlled by these public agencies and partners in the planning process provides real opportunities for substantial and meaningful development. The following map depicts current land ownership, highlighting the property owned by these agencies.

Ownership Key
- Lake Hospital Inc.
- City of Painesville
- Lake County
- Consolidated Investments Corp.

EXISTING OWNERSHIP MAP

A large percentage of land within the downtown is owned by public entities and stakeholders in the planning process

UNDERSTANDING

CURRENT INITIATIVES / SURROUNDING INFLUENCES & CATALYSTS

While this study is focused on revitalizing the downtown, changes in the overall City of Painesville greatly impact the central core. Despite the recent downturn in the housing market, the City is experiencing growth. In the last couple of years, Painesville was ranked the second best housing market in the Greater Cleveland Area and leads Lake County in residential building permits. 146 housing units have been recently constructed and 753 housing units in the form of single-family homes and condominiums are being proposed. Although most of this new housing is occurring around the City's periphery, Downtown Painesville still provides support to these residents and serves as their town center. With the growth that is taking place throughout the city, now marks a better time than ever to refocus investment and energy in the central core.

Recent articles in the City's newsletter discussing housing growth in the area
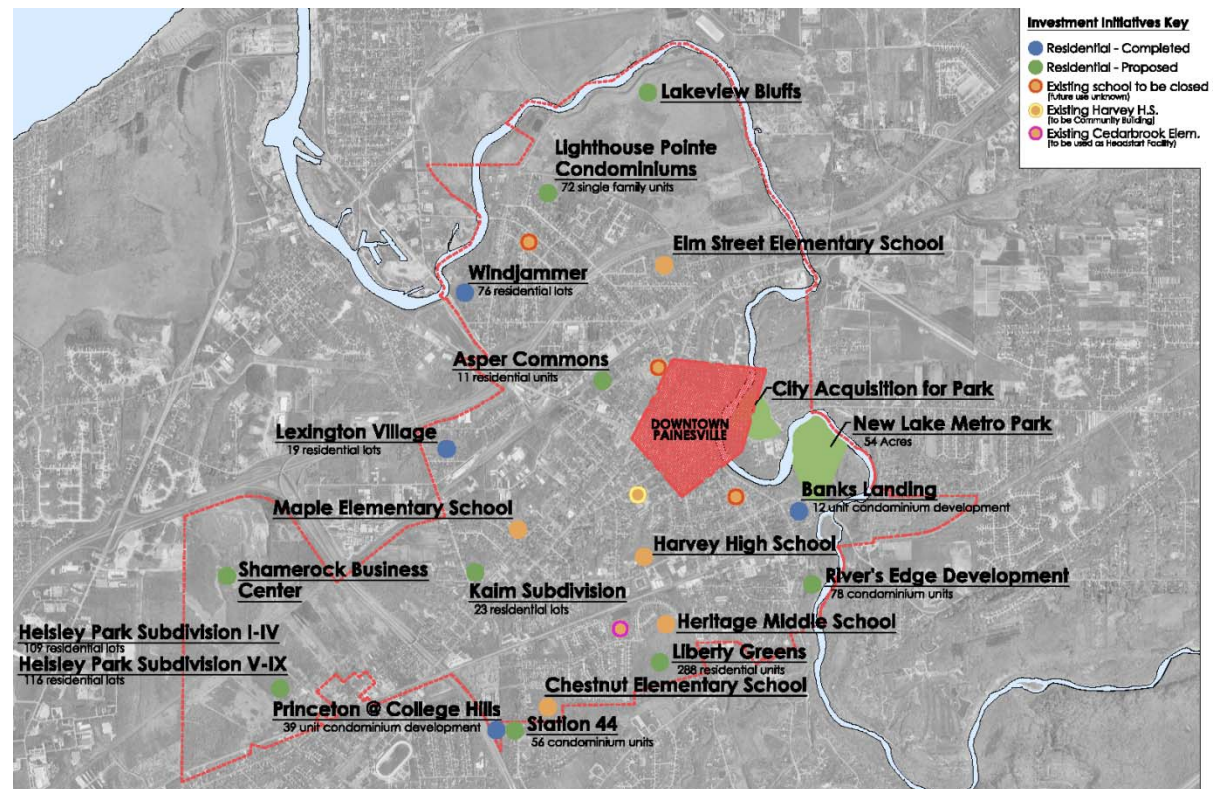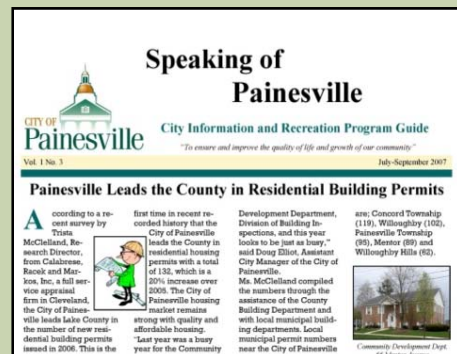
Map of the City of Painesville showing recent and proposed residential development, as well as school locations

PAINESVILLE DOWNTOWN PLAN

In addition to the current housing growth, numerous initiatives have recently been carried out or are underway that influence the downtown. With multiple projects being planned, it is imperative that these individual investments be carried out in a collaborative manner so that they may benefit the greater whole. The following initiatives and studies are key influences to be leveraged in catalyzing investment and revitalizing the downtown.

DOWNTOWN PAINESVILLE ORGANIZATION

This non-profit agency was recently formed as a part of the Ohio Main Street program dedicated to revitalizing historic cores. Their approach is divided into four major areas involving organization, design, promotion and economic restructuring. In the spring of 2007, the Downtown Assessment Resource Team visited Downtown Painesville to assess the area's needs and opportunities as well as meet with the community. As a result of the focus groups, participants identified the following factors to create a positive economic environment for the Downtown.

• Improved Arts, Culture & Entertainment

• Improved Access to the Grand River Corridor

• Encouragement of Property Owner Investment

• Encouragement of Neighborhood Cohesiveness

• Creating a College Town

• Promoting Heritage & Historic Tourism

• Promoting Funding Opportunities for Investment

• Working as a partner with Lake County and Painesville City on specific Properties and Development Projects

This organization represents a vital resource in providing guidance on the needs and goals of local businesses while helping to market and implement the master plan.
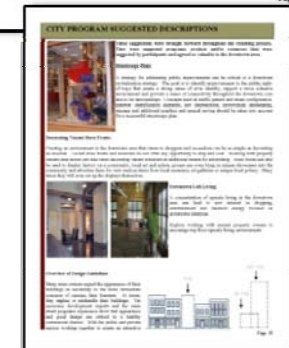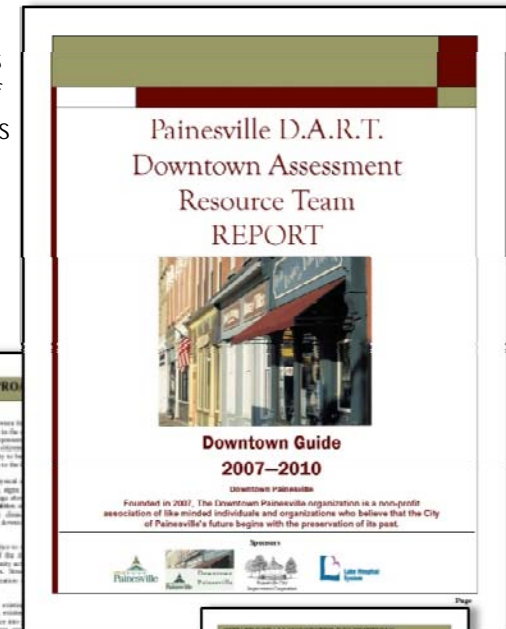
CITY OF PAINESVILLE COMPREHENSIVE PLAN

This plan update was completed in 2006 to address major community development elements in a comprehensive manner. This report focuses on long-term issues and provides overall guidelines as a statement of public policy. *This study served as a valuable foundation in identifying the community's objectives and aspirations for the future.*

THE GREENWAY CORRIDOR

The Greenway Corridor is a 4.8 mile bicycle and pedestrian trail along an abandoned rail line that extends from Painesville to Concord Township. Currently, connections from the surrounding neighborhoods to this corridor are being studied. *Linking the Greenway Corridor to the downtown and riverfront park would promote interaction with this great community asset and establish a "green network" that ties the area together.*

Other incentives the City offers include municipal wireless Broadband internet as well as a Farmer's Market along Main Street , which provide valuable support and a source of life for the downtown. In the future, both these amenities should be maintained, promoted and expanded upon.

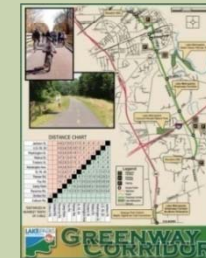## PAINESVILLE TRANSIT HUB PLANNING STUDY

The purpose of this initiative is to create a centralized bus transit center in the downtown to provide comfortable waiting areas for passengers and off-street parking for busses. Various sites were investigated and evaluated to best accommodate this important hub in a centralized and easily accessible location. The proposed sites were located at the intersection of East Washington and Liberty Streets, and at Erie and Richmond Streets. *A new transit hub in the downtown has the ability to serve as a catalyst to inspire development and investment to its surroundings.*
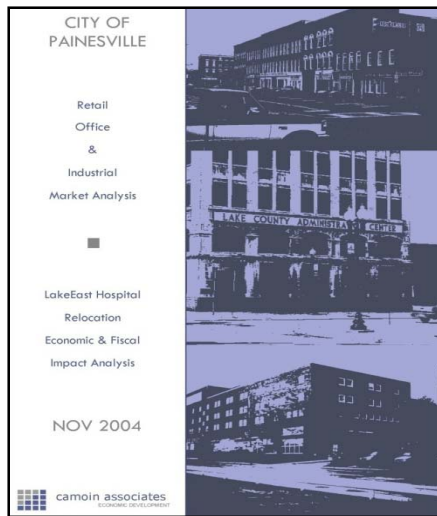

GRAND RIVER CORRIDOR REDEVELOPMENT PLAN

A conceptual plan was developed to connect the downtown central business district with the Grand River. The study focused on three sites which included Main Street revitalization, a new high school and a mixed-use development along the river. *This study helped to identify prioritizing areas of redevelopment and reveal the potential of this underutilized land.*


PAINESVILLE DOWNTOWN PLAN

THE LAKE EAST HOSPITAL CHALLENGE

One of the greatest challenges the City of Painesville currently faces is the loss of its second largest employer, Lake East Hospital. According to the relocation impact analysis study, the predicted total net loss to the economy is approximately 1,076 jobs, $26,577,936 in wages and $121,931,004 in total output. Paired with a market analysis, this study provided recommendations for the re-use of the hospital property. After assessing the retail, office and residential needs of the city, the study suggests redeveloping the eight acres of hospital property to create a new urban village housing development. Additionally, an urgent care and ambulatory outpatient services facility was recommended to be built within the downtown to ensure that the residents of Painesville have access to appropriate levels of healthcare services. *Although the loss of the hospital will mean a loss of jobs, money and activity, the redevelopment of Lake East Hospital provides a tremendous opportunity to expand the urban core and encourage investment and revitalization throughout the downtown.*
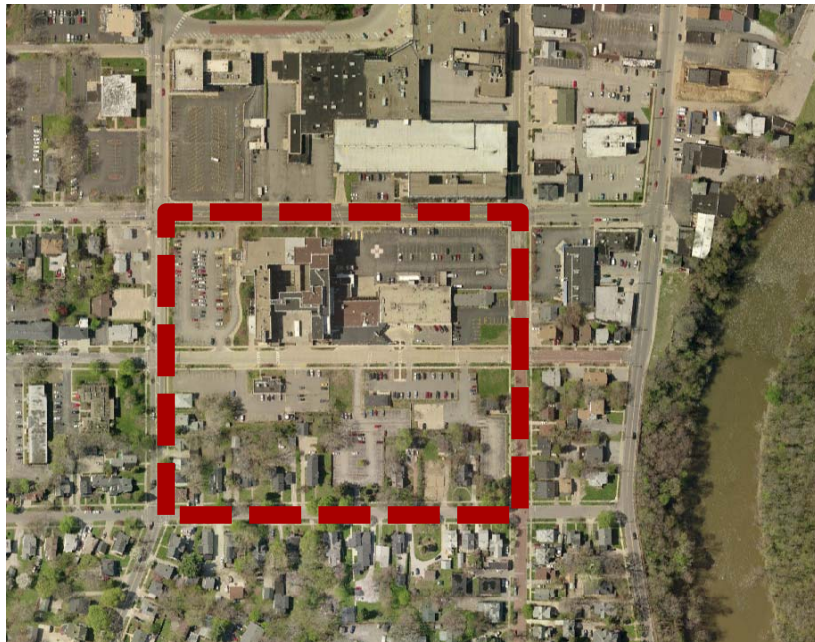
*Aerial view of Lake East Hospital property*

THE GREATER CONTEXT

When undertaking any planning process, it is important to understand the place being studied in terms of its greater context to get a full grasp of the environment. The City of Painesville is located in Lake County, about 30 miles east of Downtown Cleveland and bounded by the Villages of Grand River and Fairport Harbor to the north, Painesville Township to the east, Concord Township to the south, and the City of Mentor to the west. Access to and from the greater region is directly accessible via I-90 to the south as well as State Routes 2 and 44. As the historic, geographic, governmental and social center to its surroundings, Painesville's influence extends far beyond its borders.

CITY OF PAINESVILLE STATISTICS

- 1 of 23 municipalities in Lake County

- 4th largest municipality in Lake County following Mentor, Willoughby and Eastlake

- 7.9 square miles (5,056 acres)

- Bounded by Villages of Grand River and Fairport Harbor to the north, Painesville Township to the east, Concord Township to the south, and City of Mentor to the west

- Contains about 120 acres of City Parks and about 190 acres of Metroparks including the Greenway Corridor and parks focused along the Grand River

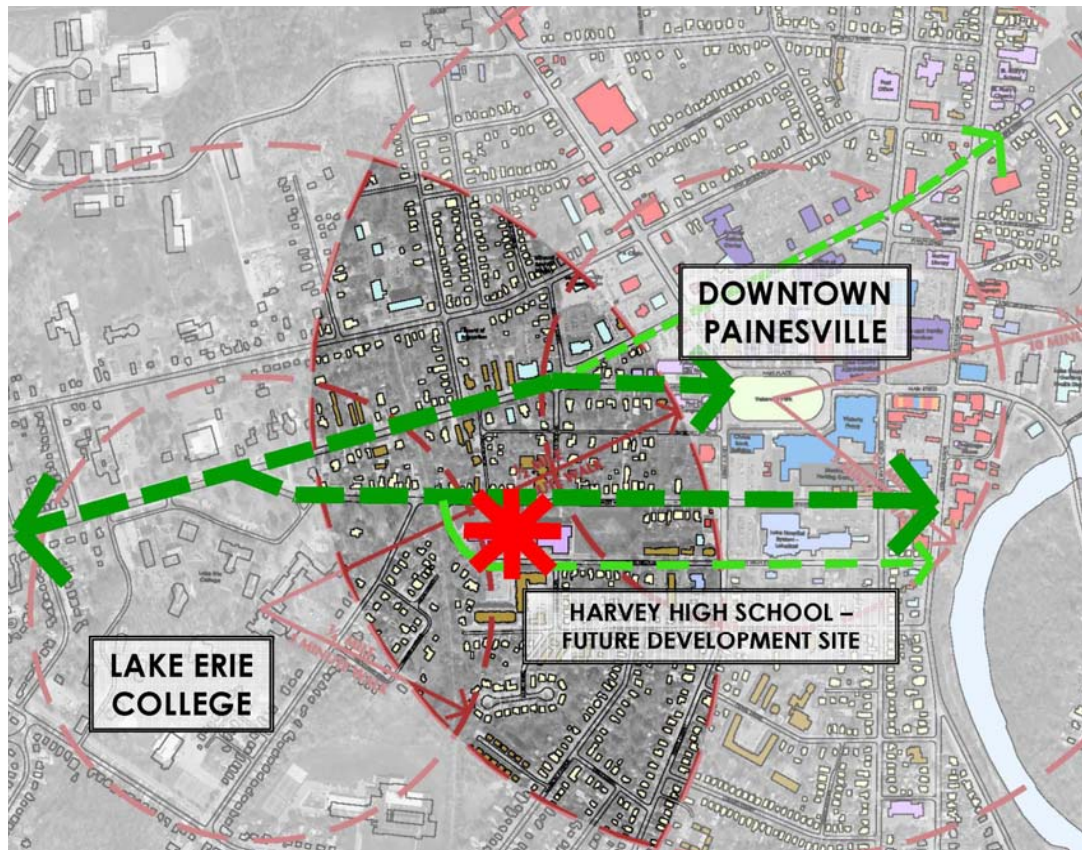- Lake Erie College enrolls about 1,000 students per year
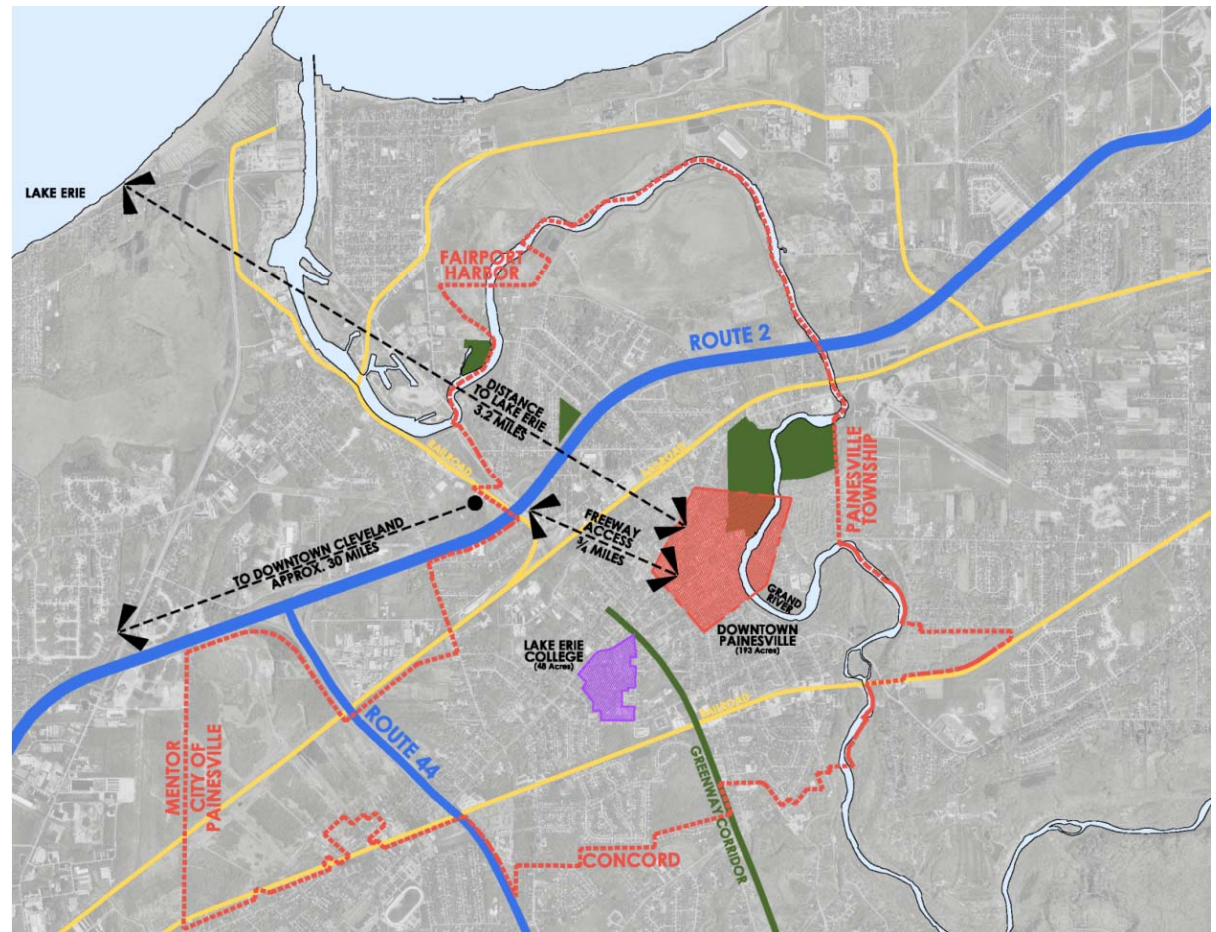
City of Painesville regional context plan

LAKE ERIE COLLEGE RELATIONSHIP

While many great amenities surround Downtown Painesville, one of the most valuable assets that has the potential to inspire new energy and activity is Lake Erie College. Located a little over half a mile from the downtown, this educational and cultural hub brings students, jobs, entertainment and life to the area. Working closely with the College throughout this planning process, it became apparent that Lake Erie College is growing, its students want to be more engaged in the community, and a stronger relationship between the college and downtown would be beneficial to both. By promoting and strengthening the "Town and Gown" bond, the opportunity exists to expand and enrich students' experiences beyond the campus while bringing the culture and vitality inherent to colleges to Downtown Painesville. Key to strengthening this relationship is enhancing the connection between the two. For the most part, single-family and multifamily housing bridge the two hubs, as well as the campus of Harvey High School which is soon to be relocated and vacated. The redevelopment of the Harvey High School site provides a great opportunity to enhance this linkage and bring the college and downtown even closer together. Furthermore, improvements to make Mentor Avenue and Washington Street more friendly and attractive to pedestrians, bicyclists and public transit riders will further foster interaction.
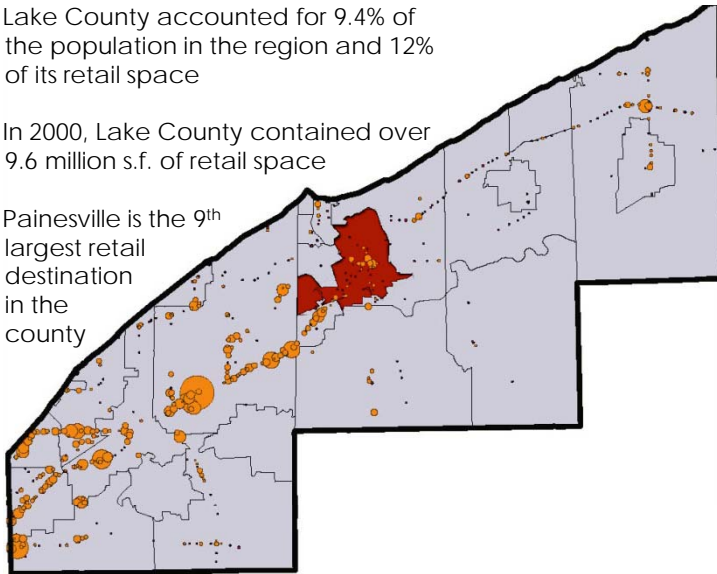

The distance between the center of Lake Erie College and Downtown Painesville is a little over a ½ mile, or 10 minute walk

UNDERSTANDING

REGIONAL RETAIL ANALYSIS

In order to recognize Downtown Painesville's role within the broader context of the region, its role as a commercial center must be understood as part of an increasingly competitive and expanding number of commercial areas within the region. Greater competition from newer retail areas in the suburbs have the potential to lure business away from Painesville and emphasize the need for a proactive strategic plan to ensure its long-term sustainability. For the most part, retail space in Lake County is concentrated to the west in the cities of Mentor and Willoughby, which are dominated by suburban strip shopping centers as well as the county's only enclosed mall. Despite Downtown Painesville's role as a traditional downtown with clusters of retail, Painesville ranks ninth in commercial activity for the county. Even though the commercial market may be oversaturated by large-scale national retailers found throughout Mentor when compared to its population, the current and future potential of Downtown Painesville's retail base is of a different nature and character that is gaining momentum and desirability. Furthermore, the southern and eastern portions of the county appear to be underserved with retail, putting Painesville in a prime position to rebuild its role as a regional destination.

The following maps depict Painesville's role in regards to retail within the greater region.

LAKE COUNTY RETAIL CONCENTRATIONS

-- Lake County accounted for 9.4% of the population in the region and 12% of its retail space

-- In 2000, Lake County contained over 9.6 million s.f. of retail space

-- Painesville is the 9th largest retail destination in the county

PROPOSED RETAIL

Regional Retail Analysis
Seven-County Area

Cuyahoga County
Geauga County
Lake County
Lorain County
Medina County
Portage County
Summit County
Outside Study Area

Proposed Retail
Selected Categories   **Other Categories**

500,000 Sq. Ft.   500,000 Sq. Ft.
250,000 Sq. Ft.   250,000 Sq. Ft.
50,000 Sq. Ft.   50,000 Sq. Ft.

Recently Submitted
Not Included in Analysis

500,000 Sq. Ft.
250,000 Sq. Ft.
50,000 Sq. Ft.

-- In 2000, over 500,000 s.f. of retail was proposed in Lake County

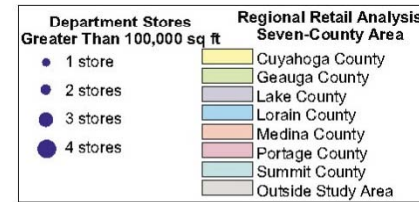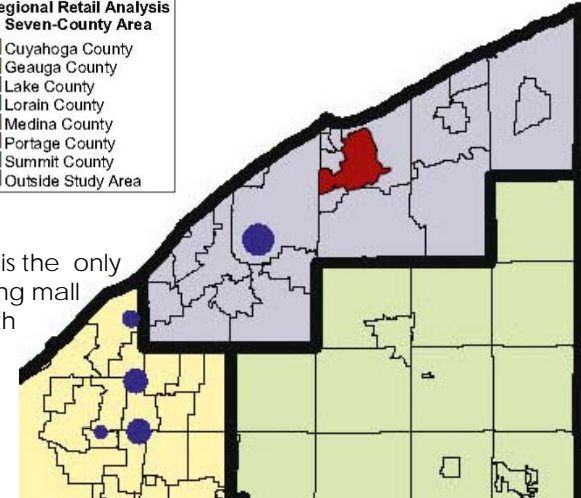-- Current initiatives include Shamrock Business Center
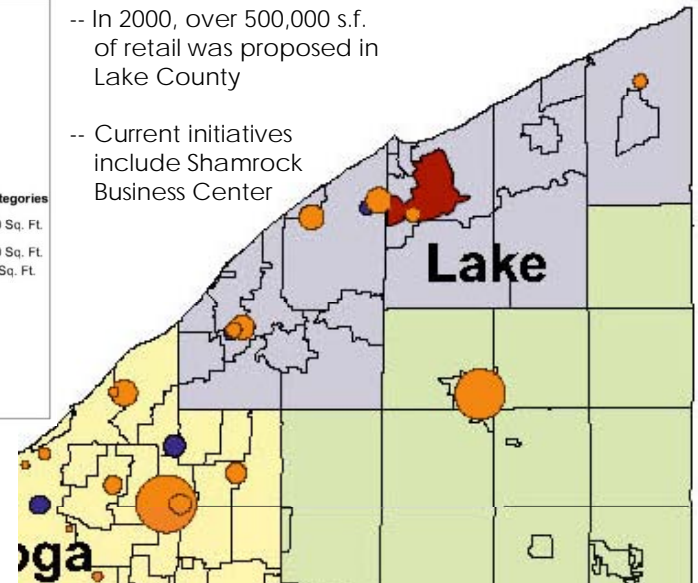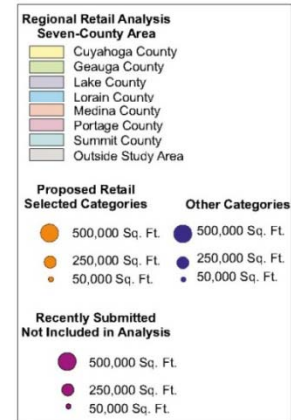
Lake

LAKE COUNTY RETAIL VOLUME
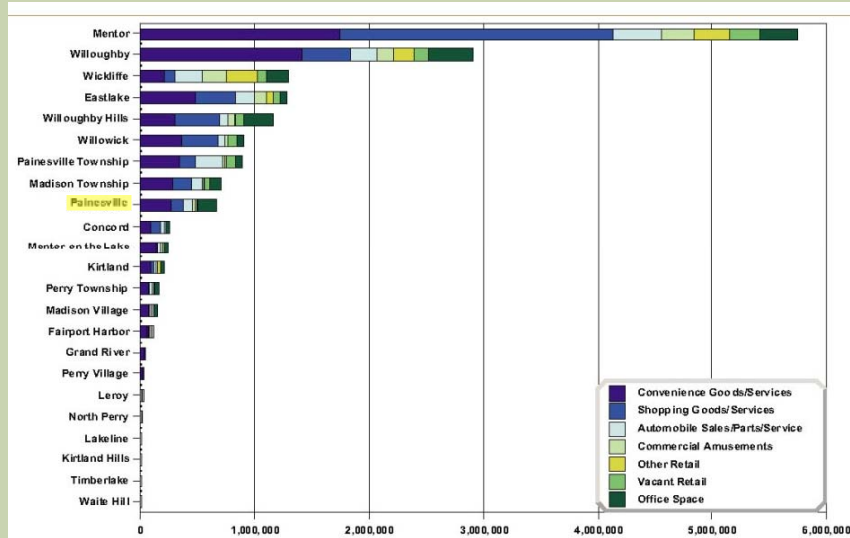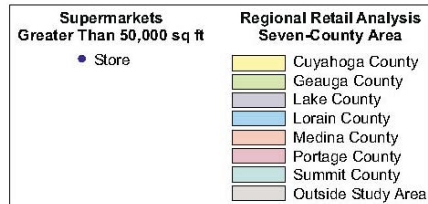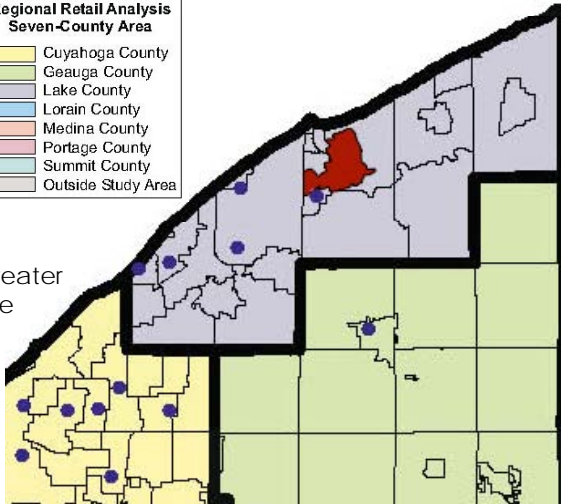

DEPARTMENT STORES

-- Great Lakes Mall is the only enclosed shopping mall in the county with four department stores
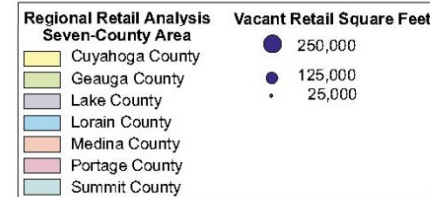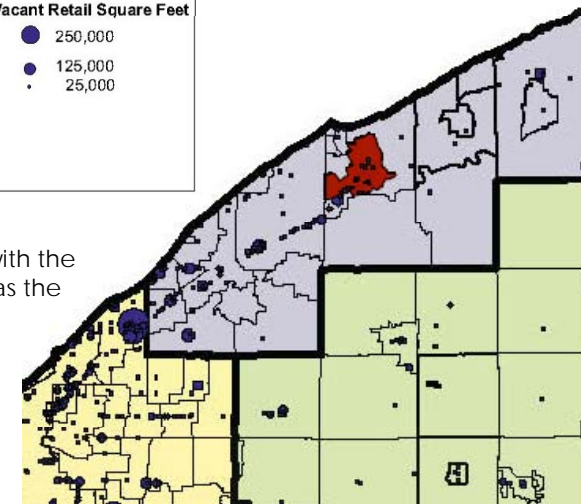
SUPER MARKETS

-- 5 supermarkets greater than 50,000 s.f. are located in Lake County, none of which are located in Painesville

VACANT RETAIL

-- Mentor, the city with the most retail also has the greatest amount of vacant retail with over 250,000 s.f.

DEFINING NEIGHBORHOOD DEMOGRAPHICS

An integral part of the planning process involves knowing who occupies the community and who will ultimately benefit from revitalizing Downtown Painesville. While the City of Painesville has been experiencing recent growth, the downtown, like many traditional town centers has suffered from a dwindling population base due to outward migration, disinvestment and loss of industry and jobs throughout the years. For this reason, it is imperative that Downtown Painesville attract the appropriate types of new development, preserve the heritage and historic character of the neighborhood, and encourage diversity in all respects to ensure a vital and healthy community into the future.

An analysis of the neighborhood demographics was completed through the use of U.S. census data from the 1990 and 2000 census. Trends and conclusions were able to be drawn by tracking the changes that occurred within that ten year time period. Demographics from the City of Painesville were also compared to Lake County as a whole to understand how the city measure up to its surroundings.

The following represents important conclusions drawn from demographic analysis that impacts neighborhood planning:

-- The City has been experiencing significant housing growth in the last 3 years, providing an incentive to attract investment and growth in the downtown core.

-- Although Lake County has a large surplus of retail space relative to its population, the southern and eastern portions of the county appear to be underserved.

-- While the number of families in Painesville City is growing, services and amenities within the downtown district have not expanded to meet potential demand.

-- The elderly population provides an additional market for residential development.

-- The growing Hispanic population provides an opportunity for further investment.

-- An environment conducive to the attraction and support of business entities needs to be created.

POPULATION AGE		
Ages 0-4	1,640	9.4%
Ages 5-19	3,798	21.7%
Ages 20-34	4,642	26.6%
Ages 35-59	5,117	29.3%
Ages 60+	2,306	13.1%
Median Age	30.5 years	

-- The median age in Painesville is somewhat younger than Lake County, in which the median age is 8.1 years older

RACE		
White	12,502	71.4%
Black	2,264	12.9%
Asian Pacific	75	0.43%
Hispanic	2,256	12.9%
Other	406	2.3%

-- The Hispanic population is much greater in Painesville than other cities around Northeast Ohio

city architecture

POPULATION	1990	2000	AVG. ANNUAL CHANGE
City of Painesville	15,712	17,503	+ 1.1%
Lake County	215,499	227,511	+ 0.6%
City as a % of County	*7.3%*	*7.7%*	

-- The City of Painesville is growing faster than Lake County

HOUSEHOLDS	1990	2000	AVG. ANNUAL CHANGE
City of Painesville	6,123	6,525	+ 0.7%
Lake County	80,421	89,700	+ 1.2%
City as a % of County	*7.6%*	*7.3%*	

-- The # of households did not increase as much the population, meaning the average household size grew from 2.56 to 2.68

AVERAGE INCOME	1990	2000	AVG. ANNUAL CHANGE
City of Painesville	$11,219	$15,391	+ 3.7%
Lake County	$15,438	$23,160	+ 5.0%
City as a % of County	*72.7%*	*66.5%*	

-- The average income in Painesville in 2000 was 66.5% of that in Lake County

DOWNTOWN BUSINESSES		
Attorney Firms	34	14%
Banks	10	4%
Doctors / Dentists	10	4%
Government Offices	40	17%
Insurance	10	4%
Real Estate	24	10%
Restaurants & Bakeries	22	9%
Retail	20	8%
Social Services	12	5%
Other	57	25%
Total	**239 Businesses**	

-- The overall retail capture rate for the downtown is 28.4%, meaning nearly ¾ of resident purchases are made outside of downtown

MAJOR EMPLOYERS	
1. Lake County Government	1,295
2. Lake County Hospital Systems	**818**
3. Avery Dennison	611
4. Painesville City Schools	392
5. Painesville City Government	299
6. Core Systems	255
7. Lake Erie College	182
8. Ohio Assoc. Enterprises	142
9. Coe Manufacturing	105
10. Cintas Corporation	100

-- Lake County Hospital Systems is the 2nd largest employer and accounts for 20% of the top 100 employers in Painesville

DOWNTOWN OFFICE SPACE	Total s.f.	% of Total	Occupied s.f.	Vacant s.f.	Vacancy Rate
Class A Office Space	35,937	5%	31,712	4,225	11.8%
Class B Office Space	530,410	80%	424,815	99,007	18.7%
Class C Office Space	97,037	15%	56,983	46,642	48.1%
Total Office Space	**663,384**	**100%**	**513,510**	**149,874**	**22.6%**

-- The office vacancy rate is 5.5% higher than the national rate and 3.2% greater than Cleveland's rate

NEAR DOWNTOWN HOUSING	
Within ¼ mile radius	190 units +/-
Within ½ mile radius	1,300 units +/-
Total Downtown Housing	**1,500 units +/-**

-- Of the total 113 buildings in the downtown business district, approximately 7% are vacant on the ground floor and 9% are vacant on the upper levels