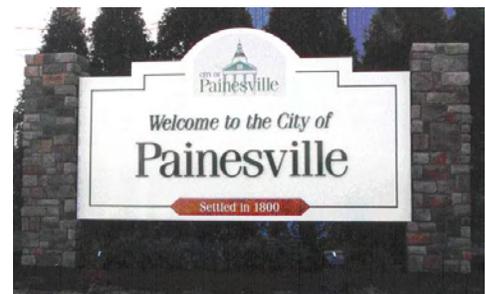
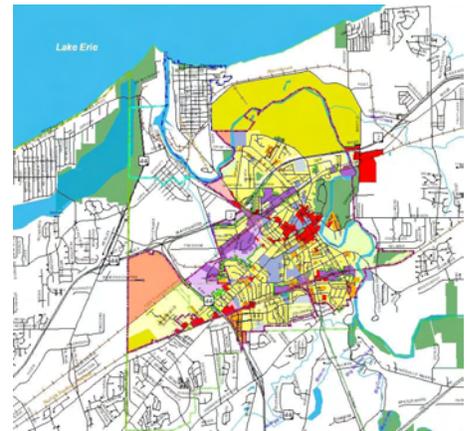




2006 Comprehensive Plan Update



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Table of Contents

- Chapter 1: Executive Summary1**
 - Plan Update Process..... 2
 - Vision Statement..... 4
 - Summary of Recommendations 5

- Chapter 2: Community Profile9**
 - Community History..... 9
 - Regional Context10
 - Demographics.....10
 - Transportation16
 - Utilities17
 - Recreation18
 - Culture.....19
 - Education.....19
 - Economic Development22
 - Downtown.....22
 - City Services23

- Chapter 3: Local Attitudes and Planning Themes..... 25**
 - Introduction and Overview25
 - Key Person Interviews27
 - Community Survey34
 - Recent Studies.....38

- Chapter 4: General Trends 40**
 - Local Trends40
 - Regional Trends.....42
 - National Trends45

- Chapter 5: Image..... 47**
 - Recent History.....47
 - Recommendation for a “New Image Campaign”49

- Chapter 6: Transportation, Public Utilities, and Parks 53**
 - Transportation53
 - Studies53
 - Projects.....54
 - Key People and Community Survey Comments.....54
 - Recommendations.....55
 - Utilities57
 - Past Studies57
 - Key People and Community Survey Comments.....58
 - Recommendations.....58



- Parks and Recreation59
 - Past Studies60
 - Key People and Community Survey Comments.....61
 - Recommendations.....62
- Chapter 7: Housing..... 64**
 - Housing trends.....64
 - New Housing Construction64
 - Age of Housing65
 - Types of Housing.....65
 - Owners vs. Renters.....65
 - Occupancy.....65
 - Housing Conditions.....66
 - Home Values66
 - Rents.....66
 - Housing Rehabilitation Programs.....67
 - Other Housing Programs.....67
 - Crime Free Multi-Housing Program67
 - The Homeless69
 - Key People Interviews69
 - Community Survey70
 - Steering Committee Concerns70
 - Recommendations.....73
- Chapter 8: Neighborhoods 81**
 - Neighborhood Trends81
 - Neighborhoods Identified in Community Survey.....81
 - General Neighborhood Issues83
 - Recommendations.....85
- Chapter 9: Economic Development 91**
 - Economic Development Entities91
 - Past Studies92
 - Existing Industrial Parks.....94
 - Current Development Projects.....95
 - Key People and Community Survey Results.....96
 - Annexations.....97
 - Incentive Programs.....98
 - Recommendations.....98



- Chapter 10: Downtown 101**
 - Downtown Entities 101
 - Events..... 102
 - Current Study 103
 - Past Studies 103
 - Key People and community Survey Results 105
 - Recommendations..... 106
 - Financing Options..... 109
 - Training Opportunities 112
 - Organizational Development..... 112

- Chapter 11: Land Use..... 114**
 - Land Use Changes..... 114
 - Residential 114
 - Industrial..... 115
 - Mixed Uses 115
 - Parks and Recreation..... 115
 - Commercial..... 116
 - Schools..... 116
 - Land Use Issues and Opportunities..... 116
 - Annexation and Revenue Sharing Agreements 118
 - Recommendations..... 120



Exhibits

- 3-1 Key People Interview Summary and Survey Form (In Appendix H)
- 3-2 Community Survey Summary and Survey Form (In Appendix H)
- 6-1 Transportation, Utilities, and Park Projects
- 7-1 1993 Plan Proposed In-fill and Annexation Areas
- 8-1 Neighborhood Area Map
- 10-1 Downtown Target Area Map
- 11-1 Land Use Map
- 11-2 School District Boundaries and Buildings
- 11-3 Potential Annexation Areas

Appendices

- A Summary of Reports
- B Housing Rehabilitation Programs
- C Housing Supportive Services
- D Proposed Local Housing Partnership Initiatives and Recommendations
- E 1993 Comprehensive Plan In-fill Areas—Current Status
- F Neighborhood Descriptions
- G Downtown Training Opportunities
- H Community Input Summaries
 - Exhibit 3-1 Key People Interview Summary
 - Exhibit 3-2 Community Survey Summary



Executive Summary

Communities are constantly changing. Sometimes change is small and almost imperceptible, and sometimes change can be dramatic, as large areas are developed, or as several smaller construction projects are built. Change is driven by decisions, and the Painesville that we see today emerged from the past through a series of decisions made by many entities:

- The City has made many decisions about how to regulate land use, what public infrastructure to build and where to build it.
- The School District has made major decisions regarding improving the quality of education and the construction of new school facilities.
- Lake Erie College has made decisions to bring in new leadership and chart new courses.
- Industries, lending institutions, downtown merchants, the hospital, and developers have all made major development decisions responding to a wide range of needs and demands.

All of these entities' decisions impact the community of Painesville. In addition, natural events, like the flooding of July 2006, and national events also affect local decision-making processes.

Within this dynamic environment of change and decision-making, it is not unusual for community leaders to question the overall direction of the community, and elect to pursue a definitive sense of direction and a vision for the future of the community. The purpose of a comprehensive plan is to provide this vision that captures and articulates desired community goals, and is based on community attitudes and preferences. Effective comprehensive plans serve as guides for day-to-day decisions, so that those decisions are made in the context of long-term community goals and objectives. Keeping these plans current is critical for implementing a proactive approach to community planning and development.

Comprehensive plans have several common characteristics. First, as the name implies, they address major elements of community development in a comprehensive manner. This means providing an overall, long-term vision of development that recognizes the interrelated elements of the community fabric, including how land is used, how people move from place to place, and what public facilities are required to support basic human needs now and in the future as envisioned.

Second, comprehensive plans are concerned with long-range, "big picture" issues, often looking 20 or more years into the future. While such a period may seem like a long time, it is critical because most municipal decisions are decisions that impact the community both immediately and long-term. Thus, the impacts of decisions made today regarding new land uses, new roads, and investments in infrastructure will be felt for many years to come,

Comprehensive Plans:

- **Address major community development elements in a comprehensive manner**
 - **Are concerned with long-range, "big picture" issues**
 - **Represent a statement of public policy & a community vision that reflect community attitudes**
-



and will significantly impact the quality of life experienced by future generations of Painesville residents.

Finally, comprehensive plans must represent a statement of public policy and a community vision that reflect community attitudes. The process of developing a meaningful comprehensive plan affords community leaders with an unparalleled and unique opportunity to engage residents in thoughtful and constructive dialog about their future. Thus, comprehensive plans emerge from a localized and thoughtful process of investigation and civic engagement.

One very common aspect of most successful and livable communities is the fact that they are fully committed to consensus-building and effective community planning. Community planning processes are utilized regularly to understand community desires, to identify challenges, to define priorities, and to move confidently toward the future with clear goals in mind.

The City of Painesville has gone through this comprehensive planning process before, most recently in 1993, and has implemented many of the recommendations that are in that Plan. Since the completion of that Plan, the City has completed over a dozen specific or targeted studies, and is in the process of implementing a variety of recommendations from those studies.

With the many exciting things that are happening in Painesville today, City administration felt that it was imperative to update the 1993 Plan and present a new vision, new goals, and new direction for the City and all of its partners in the community.

Plan Update Process

The City of Painesville retained the services of Poggemeyer Design Group, Inc. (PDG) to assist the City with the update of its 1993 *Comprehensive Plan*, which was prepared by Northstar Planning and Design. A contract was executed in May 2005, however, with work authorized to commence in November 2005. A 12-month planning period was agreed upon.

The City appointed a Steering Committee to assist PDG with the planning effort. Individuals representing a wide variety of interests, agencies, and population groups were selected to participate on the committee and to share their knowledge and experience with the planning team. The time and effort spent by these individuals to prepare this Comprehensive Plan Update is greatly appreciated. Members of the Steering Committee, and who they represent, include:

Patrick Armstrong, Planning Commission*
Cathy Bierterman, City Economic Development Office

One very common aspect of most successful and livable communities is the fact that they are fully committed to consensus - building and effective community planning.



Gary Fisher, Marketing Consultant and Owner of Multiple Rental Properties*
Tony Gagliardi, Local Industry Representative*
Joe Hada, City Council*
Michael Hanlon, Painesville City Schools Superintendent
Bill Horvath, City Council*
Pat Hoyt, Lakeland Community College
David Komjati, Planning Commission & Bank Representative (Steering Committee Chairman)*
Jeff Koski, Painesville City Improvement Corporation (PCIC)*
Steve Madewell, Lake Metroparks
Rita McMahon, City Manager*
Johnny Nemeth, Downtown Business Owner
Lydia Ortega, Painesville Schools and the Hispanic Community*
Linda Reed, Chamber of Commerce Director
Debra Remington, Lake Erie College*
Jim Sullivan, Avery Dennison
Vince Urbanski, Lake Metroparks
Carol Waytes, Board of Zoning Appeals (Steering Committee Vice Chairman)*

Doug Elliott, Assistant City Manager, joined the Committee in July of 2006, replacing Brian Frantz, City Planner, who left City employment in the Spring of 2006.

*Resident of the City of Painesville

The Steering Committee met eight times between November 2005 and November 2006. A Community Survey was conducted during March and April of 2006, and 22 Key Person Interviews were held in March 2006. (**Chapter 3** summarizes this information.) A public planning session was held in November 2006 to present plan recommendations resulting from the community input received to date, and to obtain additional input for the draft plan.

As mentioned above, the Painesville community has been very aggressive when it comes to planning and studying issues of importance to the community. Since the dozen or so targeted plans and studies referenced earlier are relatively current and remain relevant today, it was agreed early in the planning process to incorporate the issues addressed in those studies and not duplicate them. Those studies are identified in **Chapter 3**, and a summary of them is included in **Appendix A**. Because of this decision, some chapters of this Comprehensive Plan Update are very comprehensive, particularly Chapters 5: Image, 7: Housing, and 9: Neighborhoods; while others are less comprehensive and primarily reference key recommendations from the previous studies.

A City-appointed Steering Committee guided the planning process, assisted by:

- **Community Survey**
 - **Key Person Interviews**
 - **Public Meetings**
-



Vision Statement

The Vision for the future of the Painesville community is to create a “**New Painesville**” by building on the many new opportunities and developments already reshaping the community:

- **New Schools**
- **New Library**
- **New Residential Developments**
- **New Mixed-use Developments**
- **New Industry**
- Proposed **New Inter-modal Transit Center**
- **New Population Mosaic**
- **New ... “To be continued.”**

This “New Painesville” will be one with a positive image that is embraced by residents of all ages and backgrounds, City Hall, entrepreneurs, realtors, employers, and the community as a whole, and, will be obvious to visitors.

In the nearly thirteen years since the 1993 *Comprehensive Plan* was adopted, the community has changed and progressed in concert with the recommendations contained in that Plan. By the same token, many of the issues identified in that planning process as key issues for the community and its residents remain as issues today.

Housing options, the general image of the City, neighborhoods, the downtown, economic development, improved recreation opportunities for all age groups, traffic flows, the condition of streets and sidewalks, and the high number of rental properties, remain as key issues for Painesville, even though many positive steps have been made with regard to these issues since 1993. By 2006, some new concerns have arisen nationally as well as in the City of Painesville that are primarily social issues, many of which are the result of changes in the economy and societal values. Many of these concerns vary from the traditional issues typically addressed in Comprehensive Plans, but this planning process looked at them as well.

There is also a strong general concern about the number of job opportunities in the local area. Concerns about jobs, the downtown and economic development have been exacerbated by the fairly recent announcement by the hospital that it will be moving out of its downtown facilities within the next 3 to 5 years. (This subject was addressed in detail in the *Camoin Study*, as summarized in **Appendix A.**)

Demographically, the City has become even more racially diverse since the early 1990’s, with a Hispanic population that is now larger than the African-American segment of the City’s population. As discussed by many of the key persons interviewed, and in Steering Committee meetings, the community and its residents are dealing quite well with these changing demographics. Also, as pointed out by several people in the Key People

The Vision for the future of the Painesville community is to create a “**New Painesville**” by building on the many new opportunities and developments already reshaping the community:

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 - **New ... “To Be Continued”**
-



Interviews, this changing scene represents a tremendous opportunity for the community, economically, socially, and culturally.

Based on the factors cited above, together with other issues addressed in the 2006 Comprehensive Plan Update, the community is rapidly approaching a virtual and critical crossroads.

The community has many positive things happening that bode well for its future. Perhaps the most significant are the **new school facilities**, which are being anticipated with tremendous optimism throughout the community. All of the **new single-family housing** construction in the City is also recognized as a very positive development, as are the **new industrial members** of the community since 1993, with optimism for even more industrial and commercial development. The **new library** is also a tremendous asset that is a source of pride and valued highly by most residents. Beyond that, according to the *Camoin Study*, **leading market segments in the City's trade area** include some of the most affluent in the nation.

On the other hand, there are serious concerns about the future health of the Downtown, especially with the impending hospital relocation, as well as how the community can best deal with the drug, crime and homeless problems that contribute to the image of the City, as perceived by outsiders, as an unsafe place to live or even visit.

These are critically pivotal times for the Painesville community. The objective of this 2006 Comprehensive Plan is to clearly identify major issues facing the community - the present and anticipated opportunities and threats, as well as its strengths and weaknesses - and to then lay out desired, attainable goals that are supported by clear and detailed strategies that are the most likely to assure the accomplishment of these goals, and result in a "New Painesville".

Summary of Recommendations

Chapters 5 through 11 of this Comprehensive Plan Update contain numerous recommendations for implementation by the community – not just the "City" of Painesville government, but the entire community. They deal primarily with:

- Image
- Housing
- Neighborhoods
- Land Use
- Economic Development
- The Downtown
- Transportation, Public Utilities, and Parks

These are pivotal times for the Painesville community



The document itself, with all its recommendations, may appear overwhelming. However, if the community can begin implementing the following key goals, using the detailed recommendations in the appropriate chapters as work tasks, successful implementation will result. Consensus reached by the Steering Committee, based on the public input received, identified the key goals and recommendations as follows, in order of importance:

- 1. Enhancement and strengthening of the Community Development Department** under the direction of the Assistant City Manager is critical and must be completed as soon as possible, as the staff in this Department must play a major role in the implementation of the Plan and its recommendations. That is not to say that the Community Development Department staff must personally do all the implementation, only that they should facilitate implementation, as well as coordinate with City Council members and the administration. An organized effort will be required, and this Department is the best entity to be charged with that effort.
- 2. Agree to initiate a multi-pronged approach to increase home ownership throughout the community.** The recommendations in **Chapter 7: Housing** present numerous steps that can and should be taken to increase home ownership from 52% to a goal of 69%, and to show significant progress toward achieving that goal by the next census. To do so, this goal must be officially adopted (with this Plan Update), and decisions and efforts made consistently to achieve this goal.
 - The **Community Development Department** should spearhead the initiative; however, all entities involved in the provision of housing services should be included in the effort.
 - The **local partnership** recommended in Chapter 7 is critical and should be formed as soon as possible, so that specific implementation steps can be taken by it.
 - **Recommendations in Chapter 7** should be used to develop a work program for this partnership.
- 3. Through the Community Development Department, the City should begin a grass roots neighborhood commitment process** that will engage local residents in a neighborhood level program to improve overall living conditions throughout the community. The City should develop a framework for the types of issues and the flow of communication for this process, and begin working with residents to organize neighborhood groups, which could start with the Block Watch programs, local churches, PTA's, or any other existing organizations.

...initiate a multi-pronged approach to increase home ownership....



- **The Community Development Department** should spearhead this effort for the City, working closely with neighborhood leaders and Council persons. The twelve neighborhoods that are identified in Chapter 8, and were the subject of the Community Survey, should be used as a starting point to identify planning areas. Adjustments can be made to these boundaries as the process proceeds and issues dictate that a change is warranted.
 - **Priority should be given to neighborhoods that will either lose or gain a school building**, as this presents an opportunity for a dramatic change in the neighborhood that they can help plan. Close coordination with the School District is necessary.
 - Each neighborhood should **identify issues of concern and actual solutions** that the City (and/or its partners) should consider, as well as how the neighborhood can participate in implementation of the solutions. **Chapter 8** addresses this in more detail.
4. The City, and all of its partners, should **engage in a major “Image Campaign”** to show the world (and local residents) that there is a “New Painesville,” that the City has changed dramatically, and continues to change for the better. While continuing to work to eliminate the problems addressed throughout this planning process, the community needs to establish an exciting image for the new Painesville, and market that new image to local residents, businesses, realtors, potential college students, northeast Ohio, and the world.
- The City should engage a **public relations firm or individual** to spearhead this campaign.
 - The construction of the **new school facilities** should be a key element in campaign, along with the new developments and projects listed above.
 - The campaign should address **the recommendations contained in Chapter 5.**
 - **Communication should be strengthened** in all aspects of local decision-making (not just in City government) so that all parties can benefit from the knowledge, expertise, and financial resources of their community partners.
5. The City, with the help of its partners, should **continue to address new growth opportunities in a proactive manner.**



...engage in a major “Image Campaign” to show the world that there is a “New Painesville”....



- City administration and staff should continue to **address growth opportunities presented by developers** and property owners, in a cooperative manner as evidenced in past dealings with the Shamrock Business Center and Lakeview Bluffs projects, utilizing creative and innovative agreements to ensure the best project for the community as a whole, as discussed in **Chapter 11**.
- Economic Development staff should continue to work with downtown merchants and property owners to **revitalize the downtown**, as discussed in **Chapter 10**.
- Economic Development staff should continue to **promote economic development programs and incentives** to entice existing businesses to expand and new businesses to locate in the City, as discussed in **Chapter 9**.
- The Police Department should **strengthen and expand the Crime Free Multi-Housing program** to include ALL apartments, as discussed in **Chapter 5**.
- All City departments should **continue to improve their services**, understanding the importance of being “user-friendly,” and upgrade infrastructure and parks as needed and discussed in **Chapter 6**.

As the community implements the recommendations in this Comprehensive Plan Update, continual review of progress should be measured by the Community Development Department. If the City continues to develop at the pace it has experienced within the last five years, it may be necessary to revisit this Plan Update in five to six years.



...if the City continues to develop at this pace....it may be necessary to revisit this Plan Update in 5 to 6 years....



Community Profile

The following community profile is provided to furnish a general factual description of the City of Painesville in 2006. Selected characteristics of the City and surrounding region are included to provide an overall perspective of the City and to form the foundation for a more in-depth analysis of topical issues in the following chapters.

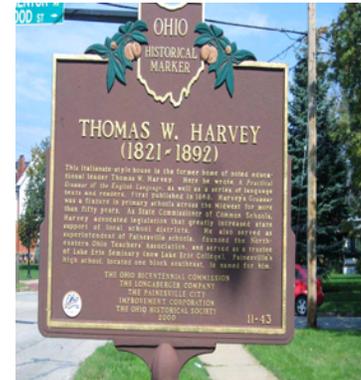
Community History

According to local historian Carl Thomas Engel's account of Painesville's history as found on the Morley Library website, the City dates back to 1800 when a band of sixty-six pioneers first settled what was then part of the Western Reserve. This group was led by John Walworth and Revolutionary War veteran, General Edward Paine. In that same year, the Western Reserve became Trumbull County which was subsequently divided into eight political townships, the smallest of which was named Painesville. The township government was organized in 1802 and the post office was opened in 1803 with John Walworth as postmaster.

The settlement area which grew to become the City of Painesville was originally named Oak Openings by Mr. Walworth and General Paine in deference to the prevalent oak trees and sandy soil. In 1805, General Henry Champion laid out a village plan which he named Champion. In 1832, when this portion of the Township was incorporated, the name was changed to Painesville.

In 1840, Lake County was created from portions of Geauga and Cuyahoga counties, and Painesville was designated the Lake County seat. Painesville became a town in 1832, a village in 1852, and a city in 1902.

By 1940, the City had grown to a population of 12,235. As documented in the US Census data, the City has experienced periods of substantial growth and decline in the last sixty years, most notably in the 40's, 50's and 60's when the population grew to 14,432 by 1950, reduced to 12,967 by 1960, and the grew by almost 30% to 16,391 in 1980. Since 1980, the City's population remained either slightly above or slightly below 16,000 through the mid-to-late 1990's when it started to steadily grow to its 2000 Census population of 17,503.



Regional Context

Lake County and the City of Painesville are located at the northeastern edge of the greater Cleveland area; Painesville is about 35 miles from the center of Cleveland. The Grand River flows through the City from the southeast and into Lake Erie just west of Fairport Harbor. The City is well-served by several major highways, including I-90, with two interchanges only a few miles south and east of the City, and US 20, which comes through the middle of town. Both of these highways parallel the shore of Lake Erie on a southwest-northeast direction through this part of Ohio, and continue east and west across the entire United States.

State Routes 2 and 44 also serve the City. SR 2 connects the City with Ohio communities to the west all the way to the Indiana border; SR 44 with communities to the south as far as the Canton, Ohio area.

As with most northern Midwest urban and suburban areas, employment in the local region was primarily in basic industries such as manufacturing, warehousing, transportation, wholesale trade and utilities. The Painesville area, which was known as the “nursery capital of the world”, is still home to several nurseries that are able to take advantage of the tempering effect of nearby Lake Erie and the fertile, predominantly sandy soil throughout the area.

NOACA, the regional planning organization, projects that the region will continue to see a decline in the basic industries employment, and increases in both retail and services employment. Lake County, which is not dominated by basic industrial employment as much as other counties in the region, is forecast to see a 49% increase in employment from 102,836 in 2000, to 152,732 in 2030, with most of those gains in Mentor, Painesville, Perry Township and Concord Township.

Demographics

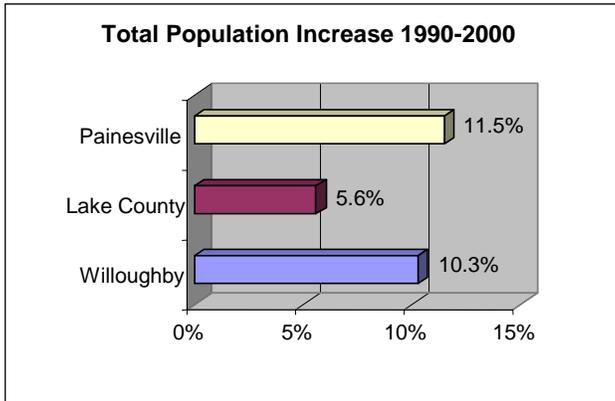
The review and analysis of selected demographic statistics and projections help to form the framework for a Comprehensive Plan. The City’s last Comprehensive Plan was completed in 1993, which makes a comparison between the 1990 and 2000 Census data particularly relevant to the Comprehensive Plan Update in 2006. Additionally, there are several sources for projections of demographic data for the years 2006, 2011, and beyond, which will also help put the issues being addressed throughout this Plan in their proper context.

For the purpose of having an even greater frame of reference and comparison, data for the nearby and similarly-sized City of Willoughby and all of Lake County, have also been compiled and are included in the following information.

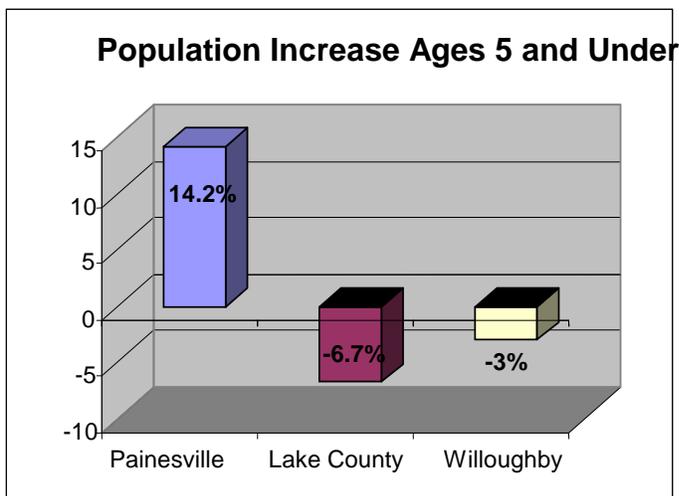
...“the nursery capital of the world”
is still home to several
nurseries...



The population of the City of Painesville **grew by 11.5%** from the 1990 Census to the 2000 Census, from 15,699 to 17,503. Willoughby grew by 10.3% to 22,261, but Lake County as a whole only grew by 5.6% to 227,511.



A further breakdown of the total population growth shows a significant difference in the **increase of the younger segments of the population** with those in the group younger than 20 years old growing by 15-20% in Painesville, but with the **65 and older population decreasing by over 8%**. This is a decrease of 162 people in the 65+ age group between 1990 and 2000. These statistics could indicate that there either aren't enough housing options for senior citizens, or there aren't enough senior-oriented amenities in Painesville, thus seniors are leaving the community, at least compared to Willoughby and the County as a whole.

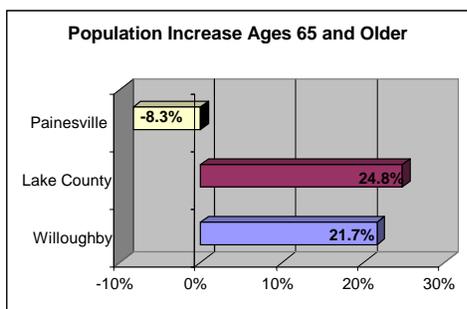
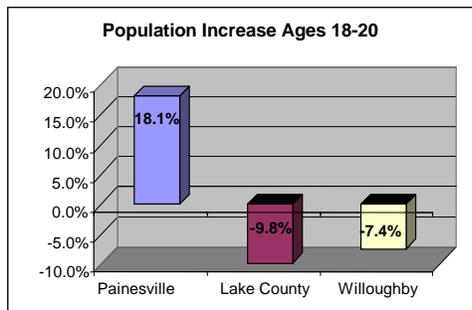
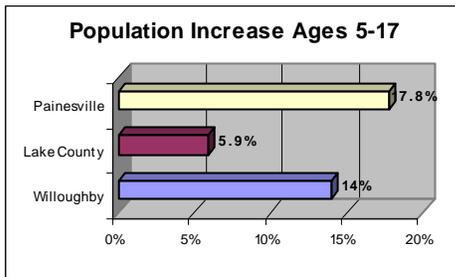


Painesville's rate of growth between 1990 and 2000 exceeded that of Lake County and neighboring Willoughby.

Population "under 5" increased significantly....



At the same time, the City of Willoughby saw a decrease in the number of children less than 5 years old and in the 18-20 age group, and only a 14% increase in the 5-17 age group (vs. an 18% increase in Painesville). The County as a whole saw an even greater decline in the less than 5 and 18-20 age segments, and only a 6% increase in the 5-17 age group. The most obvious impact from these statistics will be felt in the local schools and in the need to provide increased recreational facilities for young children and teens.

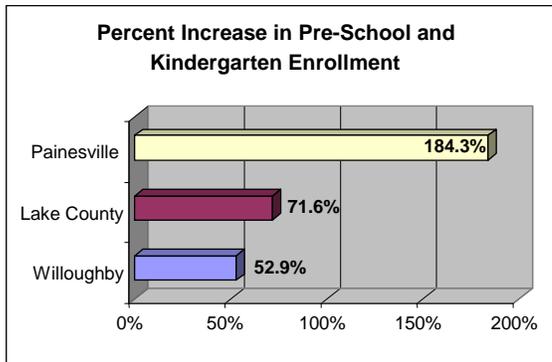


As might be suspected based on the age-based population statistics, school enrollments are also up substantially in Painesville from 1990 to 2000, with the largest percentage increase in the **Preschool and Kindergarten ages at 184%**. Again, the implications for the immediate future in the City schools are obvious.

The 5-17 and 18-20 age groups increased significantly...

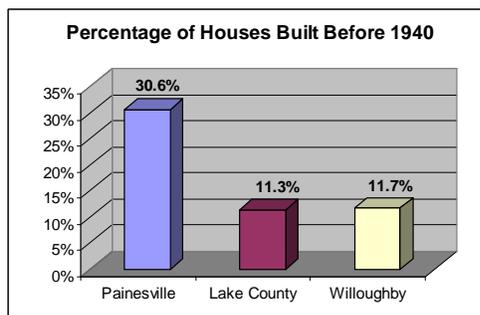
The City's 65+ age group decreased...





Housing-related statistics also support the inclusion of several major issues being dealt with in the City's Comprehensive Plan Update. **31% of the houses in Painesville were built before 1940**, compared to 11% in both Willoughby and the County. Also, **48% of the households in Painesville are renter-occupied**, compared to 40% in Willoughby and 23% County-wide. Again, these are 2000 Census figures that were actually gathered in 1999. The number of new single-family houses built since 1990, and the number of new housing developments in the City, would lead to the conclusion that these percentages have already changed and will have changed significantly by the 2010 Census. Nonetheless, the focus on housing and housing-related issues in this Plan for the future of the Painesville community is certainly warranted and necessary.

Given all of the new housing developments and annexations since the 2000 Census; all of the new school facilities; continuing, steady improvement in the quality of education being provided by the City schools; and other local factors, there are numerous reasons for questioning the validity of all of population projections by the US Census Bureau and other forecasting companies, as discussed below. Only time will tell how good those projections are; but it is important that they be included as reference information in this Comprehensive Plan update. Whether they turn out to be correct or not may depend, to one degree or another, on how well the goals and objectives of this Plan are met by the community as a whole.

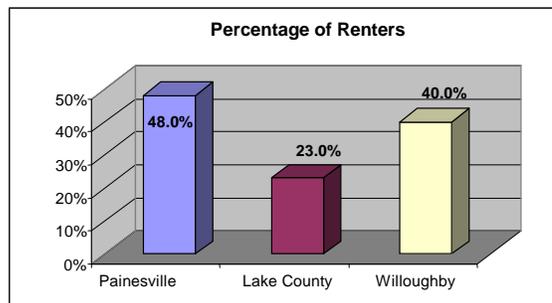
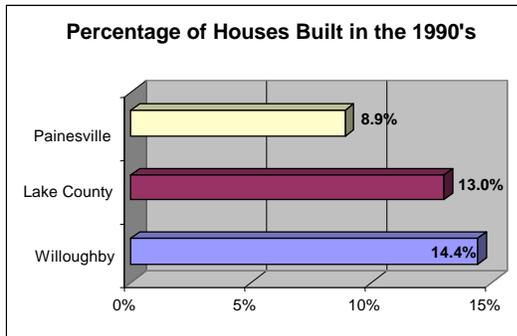


A huge increase in pre-school and kindergarten age groups...



A significant number of homes are over 60 years old...





Painesville has a significantly higher percentage of renters...

Further, it should be noted that, starting in the 2000 Census, the number of “race” categories increased substantially to, among other things, better reflect those individuals of mixed races. In so doing, the Census cautioned that some people are counted more than once, as they checked more than one race when filling out the Census. Thus, getting accurate racial data from the Census, as well as numbers that total 100% of the population, is almost impossible.

The Hispanic population has significantly increased...

Within this framework, the 2000 Census shows the total Painesville population of 17,503 includes 12,502 Caucasians (71.4%), 2,264 African Americans (12.9%), 2,256 Hispanics (also 12.9%), and 481 other races and racial combinations including 74 Asians and 51 Native Americans. According to Claritas Inc., a company that specializes in nationwide demographic estimates and projections, the **Hispanic population** in Painesville is already 3,510 in 2006 (a 56% increase since the Census), and will be 4,545 by 2011, slightly more than double the 2000 population. In comparison, the **African American population is estimated to have increased by 16% by 2006** to 2,628 people, and is expected to increase by 28% over the 2000 Census population in 2011, to 2895 people.

Claritas projects that the **Caucasian segment** of the population has decreased from 12,502 in 2000, to 10,845 in 2006, and will decrease further to 9,589 by 2011, a **21% decrease** in those eleven years. The net result for the City as a whole, according to Claritas, is a stable total



population through 2011 of about 17,500. Once again, it appears that Claritas is not taking into account the current and proposed residential developments within the City, which could in fact, provide attractive housing alternatives for current residents, as well as attract new residents, resulting in a total population increase by 2011.

In 2005, the Northeast Ohio Areawide Coordinating Agency (**NOACA**), the regional planning organization, projected that the Lake County population would grow from 227,511 in 2000 to 233,890 in 2010, a 2.8% increase, and then remain essentially stable through 2030. Within Lake County, the City of Painesville **is projected to see a 5.9% growth from 2000 to 2010**, to a population of 18,539, and then also remain essentially stable through 2030. These NOACA projections are based on US Census Bureau Office of Strategic Research information, in cooperation with the Lake County Planning Commission.

Finally, in the *2004 Camoin Study*, it was noted that “the leading market segments in the trade area include some of the most affluent in the nation, with active lifestyles and plenty of disposable income.” Unfortunately, it is estimated that 44% of the dollars spent by those living in the greater Painesville consumer trade area, or \$454 million annually, is spent outside of the area. This so-called “sales leakage” is highest for grocery stores, specialty retail establishments, general merchandise, consumer electronics, and eating and drinking places.

As a further comparison, Census Bureau projections for the **44077 Zip Code area** were also reviewed. This area includes the City of Painesville, Fairport Harbor and Grand River Villages, most of Painesville and Concord Townships, and portions of Perry and Leroy Townships. The 2000 Census population for the 44077 Zip Code area was 50,769. According to Claritas, it is estimated to have grown to 53,236 by 2006 and is projected to grow to 55,221 by 2011, a 4.9% and 8.8% increase from the 2000 Census, respectively. Within this Zip Code area, the Caucasian population is expected to only increase by 1.4% through 2011, while the Hispanic population is projected to more than double, and the African American segment of the population is projected to grow by 32% in that same time period.

In summary, the City is at a point where it can substantially influence these statistics and projections. The community of Painesville has the ability to determine what the City will look like in the future, and this Plan, as well as other plans and studies referenced herein, provides the framework for guiding the future development of the community.

...”the leading market segments in the trade area include some of the most affluent in the nation”... (Camoin Study)



Transportation

Roadways. As mentioned above, State Routes 2 and 44 service the City of Painesville, SR 2 in a east-west pattern paralleling the shores of Lake Erie, and SR 44 in a north-south pattern, terminating just short of Lake Erie in Grand River Village. US 20 also parallels the shores of Lake Erie south of SR 2. SR 535 (Fairport Nursery Road) provides access around the northern part of the City, north of the Grand River in Painesville Township, connecting SR 2 to Fairport Harbor Village. SR 86 enters the City from the southeast and becomes St. Clair Street in town, while SR 84, aka Johnnycake Ridge Road, follows the corporate limits to the south, and then heads east-west between US 20 and I-90. I-90 provides access to national highways with two interchanges a few miles south and east of the City.

Railroads. The City is serviced by two major railroads: CSX, which runs basically east-west (paralleling the Lake shore) through the center of the City, just south of SR 2; and Norfolk & Southern, which runs in the same general direction south of US 20. A third railroad provides a north-south service, adjacent to Richmond Street in the northwest part of the City, and providing service to a company in Grand River Village. The Norfolk & Southern has no grade separations within the City, causing problems for vehicular traffic and, more importantly, emergency vehicles which have to service the 1/3 of the City which is south of the tracks. The CSX railroad, on the other hand, has several grade separations.

Transit. LakeTran has three transit loops through the City to provide transportation services to City residents, as well as connections to the Regional Transit Authority (RTA). Loop #1, which includes six stops in the downtown and one on Old Johnnycake Ridge Road, and provides service to Painesville, Mentor, the Great Lakes Mall, and Lakeland College. Loop #4 provides service between Painesville and Madison Village. Loop #5 includes five stops in the downtown and one at Fairport Beach. An inter-modal transit study is currently underway to address the need for a multimodal transit center somewhere in the downtown.

Airports. Painesville residents are within a short drive of Cleveland Hopkins International Airport on the west side of Cleveland. This airport provides transportation to ports around the world. In addition, Burke Airport on the Cleveland Lakefront and Lost Nations Municipal Airport in Willoughby are public airports available for private aircraft including corporate jets.

Bike Trails. Lake Metroparks constructed a 4.4 mile bike trail along the former Baltimore & Ohio Railroad line linking Painesville with Painesville Township and Concord Township, allowing visitors and residents to enjoy the natural beauty of the area in a safe environment. The trail includes two bridges and varied levels of terrain. Its terminus in the City is at Jackson Street, between Mathews and Jefferson Streets. Plans are to extend the trail further north. Additional linkages are being studied as part of the Inter-



modal Transit Center Study. A map of all bike trails within Lake County is available through NOACA, as well as at any bike shop within the County.

Streets. The City conducts a continuous program of street maintenance and repair on its 75 miles of paved streets. Each year, funds are allocated to resurface and/or rebuild the highest priority streets in the City. Of course, there is never enough money to fund all the street projects that are needed, but the City continues to address as many projects each year as possible.

The condition of streets and alleys was one of the primary concerns of residents in the Community Survey. When asked to rank all City services, streets and roads were on the low end, while all other City services ranked very high. Also, “traffic” was ranked as one of the four top issues that got worse in the last five years, according to Community Survey respondents.

Utilities

The City is relatively unique with its capability of providing a full complement of utilities – water, sewer, and electric. These are provided to all residents of the City, with some provided to various areas outside the City.

The water treatment plant, which was originally constructed in 1896, services all of the City, the Village of Grand River, and sections of Painesville and Concord Townships. It treats and pumps approximately four million gallons per day (GPD), but has the capacity to handle up to 7.5 million GPD. Its source of water is Lake Erie and it is located in the City of Mentor adjacent to Headlands Beach State Park.

The water pollution control plant handles all sanitary sewer for the entire City. It can handle six million GPD with a 15 million gallon peak. The average amount of sewage processed, however, is three million GPD. Public tours of the plant are provided throughout the year. The plant provides tertiary treatment and discharges into the Grand River.

The City's municipal electric system, established in 1888, is one of 82 municipally-owned electric systems in Ohio and one of seven that generates electricity. In addition to the City, the electric system services parts of Concord, Painesville, and Perry Townships, and the Village of North Perry. The plant, which generated 231,890,800 kilowatt hours in 2005, is one of the oldest continuously operating facilities in Ohio. The electric plant consists of four steam turbine generators and three coal-fired boilers. In addition to generation, Painesville Municipal Electric will purchase power to meet system demands in a cost-effective manner.

The City's municipal electric system was one of the highest ranked and most frequently mentioned assets in the Key People Interviews. Most of



the people interviewed felt that the City needs to continue to market this asset to attract new industries to the community.

The City created a **storm water utility** in 2003 to raise revenues specifically for storm water and drainage projects. Projects are recommended and prioritized based on the study done as part of the establishment of the storm water utility. The recent floods of 2006 highlight the need to continually update and re-prioritize improvements to the storm water system.

Recreation

In 2000, the firm of Leon Younger & Pros, helped the City develop the *Parks, Recreation and Public Lands Master Plan*, which is summarized in **Appendix A**. This plan is steadily being implemented, and the City Department of Recreation and Public Lands and the City Recreation and Parks Committee are currently updating this 2000 Plan. As with other areas of this Comprehensive Plan Update, the objective is to avoid any duplication of effort, assess the progress made with regards to the recent studies and plans, and note any significant changes that might affect the previous plans.

In the 2006 Community Survey and the Key Person Interviews conducted in conjunction with this comprehensive planning process, parks, recreation, green space, outdoor gathering places, and cultural activities were all mentioned frequently as being significant assets of the City and very important to future of the community.

According to the 2000 Master Plan, the **City** had 101 acres in parks in 2000. Since that time, the City has acquired 18+ acres along the Grand River on the north end of town, for park and recreational purposes, for a **total of 119 acres of parkland**. A plan for that site is underway. In addition, the City's Department of Recreation and Public Lands manages a variety of youth, adult, and family programs throughout the year.

Directly across the River from this site, a canoe and kayaking launching facility, and other improvements, have recently been added to Lake Metropark's Grand River Landing Park. In fact, **Lake Metroparks** has numerous parks throughout the County, several of which are near the City, including:

- **Grand River Landing** – mentioned above (18 acres).
- **Painesville Township Park** – along Lake Erie northeast of the City, includes a dancehall that was built in the 1920's and was totally renovated in 1992, and has five softball fields, picnic areas, playground equipment and other amenities (37 acres).
- **Helen Hazen Wyman Park** – just south of the City, features fishing, picnic areas and a picnic shelter, playground, ball/game fields, and restrooms (60 acres).



The City of Painesville has about 120 acres of City Parks and about 190 acres of Metroparks.



- **Fairport Harbor Lakefront Park** – north of the City in Fairport Harbor, a lakefront park featuring a sandy beach area with restroom and shower facilities, playground, volleyball courts, and a concession stand (20 acres).
- **Greenway Corridor Bikeway** – a 4.4 mile, multi-use paved trail linking the City of Painesville with Painesville Township and Concord Township.

In addition, Lake Metroparks has recently purchased 50 acres along the Grand River in the City near the intersection of East Walnut and Bank Streets. Thus, residents have access to 119 acres of City parks and over 189 acres of Metroparks parks, for a total of 308.4 acres. Compared with the national standard of 15 acres of parks per 1000 residents, the **City should have about 255 acres of parks, and it more than meets that standard.**

Culture

The two major cultural assets of the City are the new, improved **Morley Library and Lake Erie College**. Also contributing significantly to the cultural opportunities are the local schools, with their music, art and drama programs, and the local churches. The rich cultural diversity of the community, as discussed throughout the Plan, also provides unique opportunities for broadening cultural experiences for residents and visitors alike. It should be noted, however, that there are no movie theaters in the City.

As discussed in **Chapter 8: Neighborhoods**, any discussions about the potential Community Center need to include addressing the need for a Community Arts Center, possibly housed in the same facility. Activities envisioned for the Community Arts Center include art, music, drama and dance classes; a community choir and orchestra; plays and concerts; after school arts programs for youth and teens; and similar programs for seniors.

Having additional cultural facilities was ranked very high by the Key Persons and in the resident survey with regard to their importance for the future development of the community. With the new library, the new schools and the opportunity to use the schools buildings being vacated to improve the quality of life in Painesville, the community has an opportune time to significantly improve the cultural offerings for its citizens of all ages.

Education

As detailed in **Chapter 3: Local Attitudes and Planning Themes**, the top three things identified in the Key Person Interviews as most important to the future of the community were all directly related to education:

- (1) The quality of education provided by the City schools,
- (2) The new City schools facilities, and
- (3) Lake Erie College.

Key people identified the top three issues for the community as:

- quality of education provided by the City Schools
 - the new City Schools facilities
 - Lake Erie College
-



Similarly, **the new school facilities and higher education opportunities** were ranked as very important for the future development of Painesville by more people than any other issues in the Community Survey.

It is apparent that the pending new high school, middle school and three elementary school facilities are among the most eagerly anticipated improvements in the City for some time. Many see them as the key ingredient for a new and revitalized Painesville.

In spite of mostly old and deteriorating facilities, and disruptive student behavior issues common to public schools almost everywhere these days, **the City Schools have been providing a high quality education for its students.** As noted particularly in the Key Person interviews, there is an erroneous perception that the quality of education in Painesville Schools is substandard; but, like several other issues in the City, the perception does not match reality. In the last six years, the local school district has improved its performance rating each year, even while the Federal and State agencies continued to raise the measurement standards. The local school district was in the “Continuous Improvement” rating category for both the 2004-2005, and 2005-2006 school years, and expects to be elevated to the “Effective” category in 2006-2007. The district has achieved a remarkable 17.7 point gain on Ohio’s Performance Index measure over the past three years, demonstrating marked improvement during that time span.

It is also important to note that the Painesville City Schools were constantly mentioned as an extremely important element of life in the City throughout this entire planning process. Obviously, schools are a critical quality of life issue in any community. However, it should be noted that this Comprehensive Plan does not intend to supersede or interfere with the current operations or administration of the School District.

Recommendations contained within this document are meant for general planning purposes only, to guide the City in any of its policy decisions that might have an impact on the School District, and vice versa. It was hoped that, by including a School representative (the Superintendent) in this City comprehensive planning process, more synergies and cooperation might emerge in the future. (This is true of all entities represented on the Steering Committee, not just the School District.)



It should also be noted that the School District has a *Comprehensive Continuous Improvement Plan* in place, and that this document contains specific strategies to continue to improve and operate the School District, within the confines of State guidelines. The City and the School District should work together to assure that streets, sidewalks, utilities, and street lighting are adequate to meet the needs of the District's proposed new school buildings, without having detrimental impacts on surrounding neighborhoods.

Lake Erie College (LEC), is an institution in the City of Painesville that dates back to 1856 when the Willoughby Seminary moved to town and became Lake Erie Female Seminary. LEC, now a coed college offering both undergraduate and graduate degrees, is celebrating its Sesquicentennial in 2006. A large percentage of the student population comes from the local area, but is joined by others from throughout the United States and several foreign countries. In addition to the higher educational opportunities provided by LEC, the college hosts a variety of cultural and entertainment events throughout the school year that are open to local residents. The new president intends to further these opportunities and events, and engage local residents more and more in college activities.

Lakeland Community College offers associate degrees in a wide variety of courses of studies from Engineering to Nursing to Paralegal studies at its main campus in Kirtland, Ohio, west of Painesville. Lakeland has Off-site Centers in Madison, Willowick and Painesville, where students can take certain course offerings in such fields as business, allied health, public services, early childhood education and human services.

Also located in Painesville is **The Phillips-Osborne School**, an independent, coeducational day school for children from age 3 to grade 8. In addition to providing an accelerated academic program, the school provides co-curricular experiences in art, foreign languages, music and swimming, and draws students from a four-county area.

There are **other parochial educational opportunities** within the City, including St. Mary's Catholic School and Good Shepherd Lutheran School.

Relevant comments from the **Community Survey and the Key Person Interviews** regarding education in Painesville include:

- The new school facilities will make a huge difference.
- The City schools do a good job, especially in light of their facilities. They need to do a better job of promoting their success and positives.
- LEC is an important asset to the community with a long-term presence in the City.



- People need to know LEC is here; there should be more publicity about its location in Painesville – billboards along I-90 and other signage.
- I'm not sure where the LEC students go on nights and weekends. There is not the feel of this being a college town, even on parents' weekends.

Hand-in-hand with the construction of the new public school facilities is the issue of what to do with the five elementary buildings and the high school facilities being vacated over the next few years. The opinions of those responding to the resident survey are discussed in detail in the **Chapter 8**, by neighborhood. Virtually all of the neighborhood elementary schools have preferred reuses as either residential or green space. The overwhelming recommendation for Harvey High School is as a Community Center.

Economic Development

There are several organizations in the Painesville area that provide economic development services to companies wishing to expand or locate in the City, with the City's Economic Development Department taking the lead role. These entities are identified and their services discussed in Chapter 9: Economic Development.

A variety of studies have been completed in the past ten years that address economic development activities and provide recommendations for the City. An Economic Development Strategy was completed for 2003-2008, and a Business Retention and Expansion Survey was recently completed. These are also identified and discussed in Chapter 8. The City has two existing industrial parks and a proposed mixed use development that will provide additional industrial site opportunities.

The Key People Interviews and the Community Surveys identified a number of issues that the community feels strongly about regarding industrial and commercial development, as well as the downtown. The City has a variety of incentives that are available to assist local businesses, and these are summarized in the *2005 Business Assistance Resource Guide*.

Downtown

Once again, there are several entities that play some role in the downtown, in terms of promotions and events, as well as a new effort by the City and a few key business owners to reenergize downtown property owners to undertake the national Main Street approach to downtown revitalization. The downtown has several very successful events each year, and several studies have been completed that recommend a variety of steps for the community to take to add vitality and economic life to the downtown. This information is discussed in **Chapter 10: Downtown**.



Key People Interviews and the Community Survey included several questions related to the downtown, with responses pretty much echoing issues addressed in the previous studies. Recommendations are included in **Chapter 10** for organizing under the Main Street program and how to finance the Main Street group. A variety of financing options, not only for the Main Street organization, but also for both public and private revitalization projects are listed, as well as a myriad of training opportunities, and websites for assistance. Recommendations on organizational development are also included in **Chapter 10**.

City Services

Fire. The City of Painesville has its own Fire Department, which responds to both fire and medical emergencies, responding to 911 calls. The Department also provides a variety of services and programs including: fire education programs and inspections, employee safety training, juvenile fire setter counseling, fire code enforcement, CPR and First Aid classes, fire prevention information, hazardous material response, fast water rescue, and confined space rescue.

Police. The City's Police Department handles complaints related to crime, motor vehicle accidents, parking, and disputes, and can also be reached by calling 911. The Police Department offers a number of community programs, including: the Citizens Police Academy, Drug Abuse Education, Crime Free Multi-Housing Program (discussed extensively in the Housing Chapter), and the Block Watch program. A K-9 unit is available to assist City police with enforcement issues. The City also houses a Municipal Court, whose jurisdiction includes Lake County, from east of Mentor to the Ashtabula County line.

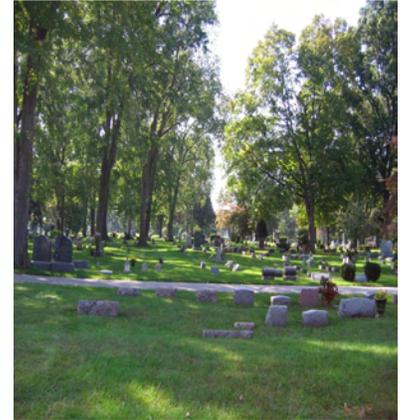
Refuse Collection. The City contracts with Republic Waste Services to provide weekly refuse collection for all single-family households. Two service options are available, with bulk items collected at no extra charge. Yard waste is also included at no extra cost.

Recycling. The City participates in the Lake County recycling program, with World Resources, Inc., retained as the recycling hauler. The City provides a drop-off recycling center near Recreation Park for residents' use.

Snow and Ice Removal. The Division of Public Works maintains streets throughout the City, with main thoroughfares given priority over residential streets.



Cemeteries. The City maintains and operates two municipal cemeteries. Riverside Cemetery, located on Riverside Drive north of the railroad, was opened in 1953 and consists of 12 developed acres. The cemetery also offers cremation niches at its Columbarium Memorial Gardens, as well as cremation burial lots. Evergreen Cemetery is located on East Main Street and dates back to 1850. Many notable citizens, as well as a Civil War Medal of Honor recipient, are buried there.



It should be noted that the City's utility rates and services were ranked among the top ten reasons why people would want to move to Painesville.



Local Attitudes and Planning Themes

Introduction and Overview

An integral part of the process for developing the Comprehensive Plan was the identification and definition of the major issues facing the community in 2006. In order to obtain a broad-based list and include the public early in the process, several different methods were used to develop a composite list of issues.

The initial meetings of the Steering Committee in late 2005 and early 2006 focused primarily on the current strengths and weaknesses of the community, and a review of eleven previous studies and plans undertaken in Painesville between November 2000 and May 2005, the *2000 Lake County Comprehensive Plan*, and the *1993 City of Painesville Comprehensive Plan*. From these discussions and review, the topics for the key person interviews and the community surveys were determined, as well as the best options for distributing and collecting the surveys.

On March 30, 2006, PDG conducted interviews with 22 key members of the Painesville community who represented a good cross-section of people very interested in the future of Painesville and active within the community in a variety of ways. *A detailed summary of these interviews, and the interview questions, are provided as Exhibit 3-1 in Appendix H.*

In March and April of 2006, a very successful community-wide survey was taken, with a total of 581 responses submitted; 86 were completed on-line and 495 paper surveys were returned. This level of response provides a very high statistical level of confidence that the results do indeed represent the views of the community as a whole. *A detailed summary of the survey results are provided as Exhibit 3-2 in Appendix H.*

The main disappointment with the survey was the fact that the percentage response from both the African American and Hispanic members of the community was substantially below their respective percentages of the Painesville population according to the 2000 Census. Per the Census, 12.9% of the residents of the City were African American and 12.9% were Hispanic when the Census was taken in 1999. In comparison, of those responding to the survey, only 5.5% (29 people) are African American, and only 1.1% (6 people) are Hispanic. However, even with this low response rate, the answers to the survey questions from both groups, for the most part, mirrored the responses of the whole community.

While the City went to great lengths to encourage participation by the Hispanic population as well as provide the survey in Spanish, both on-line and on paper, the speculation is that the low Hispanic response rate was probably due to the timing of the survey unexpectedly coinciding with the huge surge in national attention on the illegal immigration controversy.

City efforts to acquire comprehensive community input included:

- **Steering Committee**
 - **Key People Interviews**
 - **Community Survey**
 - **Public Meetings**
-



Apparently, many in the Hispanic community in Painesville were either preoccupied with the immigration issues, or did not want anything to do with something that might jeopardize their privacy, regardless of their individual immigration status.

Similarities abound among the interviews, the survey, and the review of recent studies and plans, especially with regard to the major issues and their relative importance to the community. These consensus issues are summarized immediately below, grouped by strengths and weaknesses.

On the positive side, the issues or attributes cited the most, the ones that represent a solid foundation upon which the community should be building its future, include:

- The highly-anticipated new school facilities
- The community's cultural diversity
- The cost of housing
- Utility rates – especially having municipal electric power
- Churches
- The presence of Lake Erie College
- The community and local area parks and recreation opportunities
- All of the new housing, including upscale opportunities
- One of the fastest growing cities in Ohio – people are moving here and staying
- City services and administration
 - Positive strides in property maintenance – residential and commercial
 - On-going infrastructure improvements
 - Crime-free housing program
 - Improved relations with the County
- County services
- Health and medical services
- Central location and proximity to Lake Erie
- Transportation advantages – highway and rail

On the negative side, the things cited the most that the community needs to be working on and turning around include:

- The lack of job opportunities
- Minimal local shopping options, especially in the downtown
- The outside perception that Painesville is not a safe place to live, due to:
 - Drugs
 - Crime (Perception abetted by local and regional media)
 - Homeless and loitering
- Too much rental housing

Attributes:

- **New School Facilities**
 - **Cultural Diversity**
 - **Cost of Housing**
 - **Utility Rates/Municipal Electric**
 - **Churches**
 - **Lake Erie College**
 - **Parks**
 - **New Housing**
-



- Conditions of streets and sidewalks
- Traffic
- Maintenance of private properties, especially in specific neighborhoods
- Lack of nightlife
- Lack of recreational facilities
- Need for wayfinding signage
- Not taking full advantage of the Grand River
- Lake Erie College students rarely seen in downtown
- Loss of the hospital from the downtown

However, even with this consistency among the survey, key person interviews and recent studies and plans, there was some variation in the degree of importance that emerged for specific issues. These are discussed in the following sections of this chapter.

Key Person Interviews

On March 30, 2006, PDG interviewed 22 key members of the Painesville community. These individuals were recommended by the Steering Committee because they represent a cross-section of the community, are very interested in the future of Painesville, are very active within the community, and have special knowledge of the issues. They are considered to be some of the movers and shakers in the City, and their knowledge and opinions are valued.

Each of these individuals was provided with a list of questions prior to the interviews for their review and preparation. The list of questions provided the structure for each interview. *Again, a detailed summary of these interviews, and the interview questions, is provided as **Exhibit 3-1** in Appendix H.*

With regard to the issues that were the most important to the future of the City, and should be addressed in the updated Comprehensive Plan, the consensus was that the **quality of education** provided by the City Schools and the **new City School facilities** were clearly the most important. These were followed by:

- Lake Erie College.
- Commercial development – especially in the downtown, but also along the Richmond Street Corridor and US 20.
- The level of cooperation between the City and the County.
- Assistance programs to increase home ownership.
- Revitalization of the downtown and recruiting specific businesses to the downtown.
- Properly buffering new developments from adjacent conflicting land uses.

Key People on – Top Issues:

- Quality of Education
 - New City School Facilities
-



- Workforce development, training and retention.
- The availability of high-speed fiber/broadband throughout the City.

The components of the City's infrastructure that need the most attention are **streets, roads and sidewalks**. It was also generally agreed that the City should be spending more of its resources on **enforcing the property maintenance regulations** already on the books, and on developing **additional recreational facilities**.

When asked to rank how important certain items were with regard to development and redevelopment in Painesville, **taking more advantage of the Grand River and Lake Erie College** were ranked the highest, followed closely by the **Morley Library, restaurants and cultural facilities**. Other items identified as important for future development included:

- High-speed internet connections
- Lakeland Community College
- The Richmond Street Corridor
- Parks/Green Space
- Entertainment
- Connections to existing trails and bike paths
- More retail
- Coordinated merchant hours
- A public transit station
- Outdoor gathering places

Items ranked low on the list as important for development were **hotels, downtown offices, and bars and clubs**. Parking was not considered to be a particular problem, nor was pedestrian use of intersections.

One of the obvious advantages to interviews, especially when compared to surveys, is the opportunity for dialogue and clarifying comments. The following is a collection of representative comments from the key person interviews, grouped by topics that are especially relevant to this comprehensive plan for the Painesville community.

Regarding **opening a new business in the City**, improving the process and increasing the likelihood for success, suggestions included:

- Improve facilitation by the City – resources, licensing and permit information, the architectural review and building department approval process.
- Provide tax abatements and help with financing.
- Be more welcoming and supportive – formally and informally.
- Have a “draw” to the City – things that bring people to the area such as recreation, entertainment, restaurants, etc.
- Make it easier to do business here – facilities with parking, an office supply business.

Key People on Redevelopment Issues:

- **Taking Advantage of Grand River & Lake Erie College**

 - **Morley Library**
-



- Provide information on future plans for the City.
- Improve the communications among businesses, as well as with the City.

What things or problems would most likely **stop you from opening a business** in Painesville?

- Not enough customers or shopping opportunities, people are not drawn here.
- There will be even less traffic with the hospital leaving the downtown.
- The outside perception that it is unsafe here, especially at night.
- The number of homeless in the City, especially in the park, square and library.
- The high rental rates, even for buildings that are in poor condition.
- The lack of signage directing people to Painesville, especially from I-90.
- "Nothing."

Thoughts on the existing **zoning code**:

- Back-yard residences should not be allowed.
- Allowing a large number of people in one house is detrimental to the neighborhoods.
- Commercial zoning is pretty strict already – as it should be.
- Apartment signage should not be under residential regulations, but have its own code.
- The zoning code and the comprehensive plan need to be in concert with each other.

The main **strengths** of the City:

- Cultural diversity.
- The City administration and staff.
- County Seat/Government Center (also seen as a weakness).
- New housing opportunities, including upscale.
- Things are getting better – people are moving here and staying.
- One of the fastest growing cities in Ohio.
- Friendly, residential city with a country feel.
- The schools, impending new school facilities and Lake Erie College.
- Proximity to Lake Erie.
- Transportation advantages.

The main **weaknesses** of the City:

- Unsafe perception – even though that is not the reality.
- Too many rental properties.
- Need better collaboration between agencies, government and the schools.
- Regulations that are not business-friendly.

Key People on:

- **Opening a Business...**

- **Zoning code**
-

Key People on – City Strengths:

- **Cultural Diversity**
 - **City Administration and Staff**
 - **County Seat/Government Center**
 - **New Housing Opportunities**
-



- Scheduled loss of the hospital.
- Few minorities in leadership positions.
- Not marketing our diversity as an asset.
- Lack of nightlife.
- Lack of recreational facilities.

Thoughts on **Downtown Painesville:**

- Need entertainment, restaurants, organized events and a good retail mix.
- Definitely an in-fill opportunity.
- Cater to the Hispanic population – fastest growing population segment in the Midwest.
- Encourage minority business owners – African American and Hispanic.
- Retail, arts and more upscale restaurants – it works in Willoughby.

Thoughts on the **Richmond Street Corridor:**

- First impression of the City for many.
- Improve the Gateway and enhance/improve the underpass area.

Thoughts on **Commercial Development:**

- Each area has its own character, take advantage of it:
 - Downtown – pedestrian.
 - Richmond Street – vehicle access.
 - US 20 – office and office-related.
- Create districts – not all necessarily in the Downtown:
 - Restaurant district.
 - Shopping district.
 - Family activities district (theater, bowling alley, indoor putt-putt, water park).
 - Convenience district (Richmond Street).

Thoughts on **Industrial Development:**

- Focus development on SR 2, not SR 44.
- Need intersection improvements at SR 44 and Jackson and/or SR 44 and Mentor – to accommodate warehouse district truck traffic.
- Provide busses to get workers to jobs.
- Roads leading to industrial sites may be substandard for trucks (built for residential traffic).

Thoughts on **Housing:**

- The neighborhoods on the north end of the City are old and dilapidated. (Confirmed in survey as well.)
- Should go after assistance for rehab and home ownership – especially ownership.
-

Key People on:

- **Downtown**

 - **Richmond Street Corridor**

 - **Commercial Development**

 - **Industrial Development**

 - **Housing**
-



- Need to hold landlords accountable – they must have (and spend) money for upkeep.
- Too much rental housing.
- City is at a perfect juncture to do something regarding housing. With \$90 million in new school buildings, the current and anticipated increase in the City population, the City needs a plan to dovetail all of this together. Probably a 5-7 year window of opportunity.

Thoughts on **Parks:**

- Link as many as possible with Greenway and other bike paths to create a destination attraction for outsiders.
- New schools will augment parks and green space in the City, and some space may become available for parks at the schools to be vacated.
- The City needs to continue to do a good job of improving the local parks.
- Focus should be on family activities – tennis courts, a sprinkler park, etc.
- We need a regional approach to parks either in cooperation with the County or by turning the City parks over to the County. Regionalization should be a more efficient way to operate the parks, helping to reduce the overall tax burden on residents.
- There are already 15 miles of trails in development.

Thoughts on **Schools:**

- New facilities will make a huge difference. (Major area of agreement and anticipation community wide.)
- The schools need to do a better job of promoting their successes and positives – which are many.
- The quality of the education in our City schools is very good.
- Use one of more of the vacant schools for re-entry programs for non-violent offender training.
- “New Library, New Schools...What’s next?”

Thoughts on the **YMCA:**

- A very good and needed asset for the community.
- A big draw for the City.
- The Y perceives the Rec Center as having a negative impact on the Y. Instead, the two should work together to provide affordable, complimentary activities.

Thoughts on **Lake Erie College:**

- Not sure where the students go at night and on weekends; there is no feel of Painesville being a college town, even on parents’ weekends.

Key People on:

- **Parks**

- **Schools**

- **YMCA**

- **Lake Erie College**
-



- An important asset to the community with a long-term presence. A source of prestige for the community – more than an academic institution.
- It needs to be publicized better locally (and along I-90) with directional signage and billboards.
- The previous leadership had a poor relationship with the schools and the City, but that appears to be turning around with the new President. It should be a more important part of the community.
- Too many good local athletes go to other Division 3 colleges. LEC should establish an athletic partnership with the area high schools.

Thoughts on the **County's presence in the Downtown** and the **cooperation** between the City and the County:

- The County has 2000 employees in the area. Embrace them and enjoy the taxes they pay. We need to do a better job of getting them to stay downtown after hours.
- The County offices bring a lot of traffic to the Downtown, capitalize better on that.
- News reports on County crimes are reported as crimes in Painesville – doesn't help the City's image.
- No tax benefit to the schools – highest percentage of untaxed land in the district.
- The City and the County should be talking about eliminating duplicated services, along with other communities and area service providers. Regionalization has to be the answer, even if only for tax and budget reasons.
- The relationship between the County and the City has been improving recently, but still has a way to go.
- The County offices ought to be in a City/County Services District, not in the downtown. The County is taking up too much of what could and should be valuable retail space.

Thoughts on the **prevailing image of Painesville** – for residents and outsiders:

Residents:

- Appearance could be improved
- Dead after dinner.
- Better than five years ago, but the message is not getting out.
- Locals don't see it as an improved city.

Outsiders:

- Perception is high crime area, low-income, unsafe, drug-infested – contrary to reality.
- The News Herald is a big part of the poor perception of the City. (Crime and court case reporting, etc.)
- People are migrating out of Cuyahoga County to Painesville.
- Nobody knows about all of the new development in the City.

Key People on:

- **County in the Downtown**



- **Image of Painesville**
-



- Isolated – too far from Cleveland.

Thoughts on **community diversity**:

- The community as a whole deals very well with the diversity. People here appreciate and value the diversity.
- Non-residents bring their kids to activities here to expose them to diversity in a good setting.
- Need to have more bilingual signs (English/Spanish) to reinforce to Hispanics that they are welcome here.
- The Painesville population mirrors the US population more than any other city in Ohio.
- We need more Hispanic homeowners and entrepreneurs.
- Painesville is sitting on a great opportunity to be a model community.
- Events should be for all groups, not targeted for certain groups.

Thoughts on the top things to be done to **attract more residents and businesses**:

Residents:

- Improve the image of the City schools.
- Have entertainment and recreation opportunities close to home.
- Have job opportunities close to home.
- Develop downtown night life.
- Eliminate crime perception.
- Deal with the rental issue through better code enforcement.
- More attractive home ownership opportunities.
- Family-oriented activities and businesses.
- Public transportation for those who work outside the City.
- “Schools, schools, schools.”

Businesses:

- Provide hard-working, well-educated workers – improve workforce training.
- Exploit advantage of municipal power.
- Provide economic and other assistance – tax abatement, financing assistance, training, top-flight & cost-effective utilities, good zoning, etc.
- Publicize what we have to offer and what isn’t available locally now.
- Organize niche and cluster businesses; emphasize culturally-diverse opportunities.
- Improve exposure and wayfinding signage – we are off the beaten path. Need to make it easy for people to come here and have reasons for doing so.
- Encourage Hispanic entrepreneurs – first-generation immigrants are historically the most successful entrepreneurs in the US.

Key People on:

- **Community Diversity**



- **Things to be done to attract residents**

- **Things to be done to attract businesses**
-



- Improve access to and from I-90.

Other comments:

- Get Hispanics involved in City positions – especially the police.
- There is a great history of churches in the City and a rich history of the churches’ and others’ involvement in the underground railroad as a stepping off stop into Canada. Good tour opportunity.
- Take advantage of the Phillips-Osborne Schools. It draws people from four counties, with several hundred families with good disposable income visiting the City regularly.

Community Survey

In March and April, 2006, a very successful community-wide survey was taken, with a total of 581 responses submitted. This level of response provides a very high statistical level of confidence that the results do indeed represent the views of the community as a whole. *A detailed summary of the survey results are provided as Exhibit 3-2 in Appendix H.*

As with the key person interviews, questions for the survey were developed by the Comprehensive Plan Steering Committee, and were intended to encourage public interest and input into the planning process, while at the same time determine which issues are most important to the community as a whole, and why. Some general demographic information was requested on each survey in order to compare the demographics of those who completed the survey with the 2000 Census data, as a non-statistical validation of the survey’s relevance.

Not too surprisingly, a higher percentage of home owners responded to the survey than renters, as 84% of those responding were home owners. In comparison, only 52% of the residents were home owners at the time of the 2000 Census. When compared to the 2000 census figures, those responding had more post high school education and higher average household incomes than the population in general.

Of those responding, 55% were married, compared to 48.6% of the Census population, and 56.8% of the respondents were female, compared to 50.8% in the Census. In the 2000 Census, the Painesville population was 76.9% Caucasian, 13.5% African American, 9.0% Hispanic, 0.4% Asian, and 0.3% Native American. 91.1% of the surveys were returned by Caucasians, 5.5% by African Americans, 1.1% by Hispanics, 0.2% by Asians, and 1.5% by Native Americans.

Community Survey:

- **581 Responses**

 - **84% Were Home-Owners**

 - **55% Married**

 - **56.8% Female**
-



The Steering Committee also felt that it would be good to know how the overall survey results compared with the results of those from specific areas or groups, primarily to see if the perception of major issues was more or less dependent on where people lived, etc. The two breakouts selected for such a comparison were (1) the residents of the neighborhood deemed as needing the most attention, and (2) those people living in rental housing.

Subsequently, responses were tallied specifically for the 34 respondents who live in Neighborhood #1 (the neighborhood deemed as needing the most attention by the overall survey, which is the area of the City north of the railroad and east of State Street), and all of the 72 renters who responded to the survey. As discussed below, responses from these specific groups that varied significantly from the overall survey responses were noted, and are addressed accordingly in the Plan.

Survey Results Summary:

- As predicted in the key person interviews, the majority of the residents (70%) are **proud to live in Painesville**, but an even greater majority (78%) believes that those who live outside Painesville do **not** think it would be a nice place to live.
- Attributes of the City cited as the **top reasons to move here** include:
 - Lake Erie College,
 - Churches,
 - Cost of housing,
 - Utility rates,
 - Central location,
 - Parks and recreation,
 - County services,
 - New school facilities,
 - City services, and
 - Health and medical services.
- The top **reasons for not moving here** include:
 - Lack of job opportunities,
 - Lack of local shopping, and
 - Not a safe place to live.
- **The top problems in the neighborhoods** are: (Percentages of those naming the following as one of the top 5 problems are shown for comparison purposes in the order of: the full survey, those living in Neighborhood #1 – the northeast area of the City, and renters)
 - Drugs (59% overall cited this as one of the top 5 problems, 82% of Neighborhood #1 respondents, and 72.1% of the renters).

Top 10 Reasons to Move to Painesville:

- Lake Erie College
 - Churches
 - Cost of Housing
 - Utility Rates
 - Central Location
 - Parks & Recreation
 - County Services
 - New School Facilities
 - City Services
 - Health/Medical Services
-



- Condition of the streets and sidewalks (50%, 42% and 52%).
 - Too much rental housing (49%, 61% and 28%).
 - Crime (47%, 64%, and 65%).
 - Traffic (40%, 39% and 41%).
 - Maintenance of private property (40%, 46%, and 29%).
 - Loitering is a big issue particularly in Neighborhood #1, with 61% including it on their top 5 list, compared to 30% overall and 49% of renters.
- The **neighborhoods** on the north side of the City, and in the Jackson Street area, were considered to be the ones **needing the most attention**.
 - **Preferred reuses of the elementary school buildings** to be vacated were Green Space, Residential and a Community Center, with Lathrop and State Street Schools not ranked as highly for a Community Center. The preferred reuse of Harvey High School was overwhelmingly a Community Center (39%).
 - Those surveyed were asked to choose the **top four things the community needs more of**. Those mentioned the most, in priority order were:
 - Retail in the downtown,
 - Industrial development,
 - New moderately-priced, single-family homes,
 - Green Space and Parks, and
 - Stronger property maintenance enforcement.
 - Similarly, the City should **target its future development efforts in**:
 - Residential redevelopment of existing areas,
 - Development of vacant land already in the City,
 - Commercial redevelopment, and
 - Identifying and preserving green space.
 - When asked to indicate which items on a list of community assets and City services have gotten better, worse or stayed the same over the last five years, only **Lake Erie College and public transportation were considered better now** by a majority of those ranking them, while **traffic, taxes, crime, and job opportunities were considered to be worse now**. All the other items on the list (such as City schools, Township schools, City services, the downtown, safety services, and the general image of the City) were considered to be about the same by the majority of those responding.

Residents on – What the City Needs:

- **Retail Downtown**
 - **Industrial Development**
 - **New, Moderately – Priced Homes**
 - **Green Spaces and Parks**
 - **Stronger Property Maintenance Enforcement**
-



- Those items ranked by the majority as **very important for development or redevelopment** included:
 - Restaurants,
 - More retail,
 - Cultural facilities,
 - Entertainment facilities,
 - Partnership with County Government,
 - Higher Education opportunities,
 - **New school facilities (Tops on the list),**
 - Outdoor gathering places,
 - Parks/Green Space,
 - Public accessibility to the Grand River,
 - Public view of the Grand River,
 - Upgrading the City Gateways (Neighborhood #1 and renters),
 - Connections to existing trails and bike paths,
 - Improved intersections for pedestrians (Neighborhood #1 and renters), and
 - A downtown public transit station (by renters)

- Those ranked as **somewhat important** included:
 - Specialty retail shops,
 - Coordinated merchant hours,
 - Upgrading the City Gateways (full survey),
 - Improved parking,
 - Improved intersections for pedestrians (full survey),
 - A downtown public transit station (full survey and Neighborhood #1),
 - Downtown offices,
 - Upper floor apartments in the downtown,
 - Hotels, and
 - WIFI City-wide.

Only **Bars and Clubs** were ranked by the majority as **not very or not at all important** by the majority, with many commenting that there are already more than enough of these in town.

- Most of the **City services and amenities were ranked well above average** except streets and roads, and private property maintenance.

Interesting demographics about the respondents to the survey include:

- 95% live in the City and 99% live here year-round.
- Of those renting, 74% rent an apartment and 26% rent a house.
- 62% have lived in the City for more than 10 years, with 30% of those having lived here all their lives.
-

Residents on – Items Important for Development:

- **Restaurants**

 - **More Retail**

 - **Cultural Facilities**

 - **Entertainment**

 - **New School Facilities**

 - **Public Accessibility to the River**
-



- 42% of the 68% who are currently working, work in Painesville, 14% in Cleveland, and 43% elsewhere.
- The largest numbers of people responding were between the ages of 40 and 59.
- The average annual household income for all of those responding was \$51,433 (\$40,742 for those in Neighborhood #1, and \$21,074 for those renting their home).
- 95% of those responding had at least a high school degree, with 32% having a college degree or higher.

Recent Studies

In October 1993, the City's most recent Comprehensive Plan was completed and approved by Council. Since November 2000, more than a dozen studies and plans covering a wide variety of issues in the City have been completed. *A summary of each of these studies and plans is provided in Appendix A.*

The recent studies and plans included: (in reverse chronological order)

- Youth Summit – May 4, 2005.
- Retail, Office & Industrial Market Analysis and LakeEast Hospital Relocation Economic and Fiscal Impact Analysis – November, 2004.
- Substation Master Plan – June, 2004.
- Shamrock Business Center Economic Development Plan and Incentive District – November, 2003.
- Community Center Feasibility Study – November, 2003.
- Painesville SW Development Plan and Design Guidelines – October, 2002.
- Signage Package – March, 2002.
- Economic Development Strategic Plan (2003-2008) – February, 2002.
- Retail and Services Business Survey (Part of EDS Plan) – February, 2002.
- Gateway and Corridor Enhancement – Conceptual Recommendations – February, 2002.
- Parks, Recreation and Public Lands Master Plan – November, 2000.
- Lake County Comprehensive Plan - 2000

Additionally, the Painesville Local City School District had a study conducted by the Triad Research Group in March 2003, and another study by the R. P. Carbone Company. Both studies were done by telephone interviews primarily to assess the level of community support for the proposed new facilities project and formulating strategies to insure voter approval. Given that all of these studies and plans are relatively current and remain relevant today, it was agreed early on that this Comprehensive

Numerous recent studies were done for the City, their results are incorporated...



Plan Update will not dwell further on these topics. Instead, this *City of Painesville Comprehensive Plan Update* will use these studies and plans as a foundation, utilizing them and referencing them as appropriate, but not revisiting these same subjects again in detail.

Therefore, as discussed in the **Executive Summary (Chapter 1)**, the focus of this Comprehensive Plan Update, is primarily on developing updated scenarios and implementation steps to accomplish the goals and objectives recommended in the previous studies and plans, as well as identifying any additional major issues facing the City and how to best deal with them.



General Trends

Local Trends

The local attitudes, issues and planning themes, which were identified and discussed in **Chapter 3**, and the community demographic projections detailed in **Chapter 2**, help to describe how the Painesville community is changing. Collectively, this information helps to identify the major local trends within the community which can also be put into perspective by comparing them with regional and/or national trends.

Growth: As discussed in **Chapters 2 and 8**, the increase in the City's population by the year 2010 (and beyond to 2030) is projected to be between 0 (the Claritas projection) and 1,035 people or 5.9% (the NOACA projection). An alternative method of projecting the likely total City population increase, is to look at the number of existing or planned new residential developments within the existing City limits. There are eleven such developments ranging in size from 12 to about 760 units, for a total of about 2,150 units.

Using the 2000 Census average household size in Painesville of 2.55 persons per household as a multiplier, at build-out of all these developments, there could be over 5,400 people living in new housing in the City. To date, 18.4% of the people moving into this new housing are people who already live in the City. If that ratio continues, and the City neither gains nor loses population otherwise in existing housing, the City's population will increase by about 4,400 people or 25.2% to a total of 21,910, within the next 10-15 years, exceeding the current regional and national projections significantly. This does not include any of the proposed subdivisions to be located adjacent to the City.

Diversity: As discussed in **Chapters 2 and 3**, the racial mix in the City is changing and projected to continue to change. Both the African-American and Hispanic segments are projected to increase in number and percentage, with the Caucasian segment projected to decrease. At the time of the **2000 Census**, the **Caucasian, African-American, and Hispanic segments were 71%, 13% and 13%, respectively.**

Assuming a stable total population of about 17,500, Claritas (a national demographic firm) projects that by 2011, the population will increase in such a manner that those percentages will be **55% Caucasian, 17% African-American, and 26% Hispanic.** However, given the fact that there will be an in-migration of new residents based on planned and current subdivisions, which are providing a wide variety of housing choices, and the fact that the current percentage of new residents in these new subdivisions (as opposed to existing residents just moving within the City) is substantial, some change to these projected percentages is very likely. (**Chapter 7** presents more detailed information on the housing situation in the City.)

Growth...

- **11 new developments planned or underway for ±2,150 housing units...**
 - **population could increase by 4,400 in the next 10-15 years.**
 - **projections show 2011 potential racial mix as:**
 - 55% Caucasian**
 - 17% African-American**
 - 20% Hispanic**
-



Housing: With 31% of the almost 7,000 housing units in the City built prior to 1940 (2,170 units), and the projected 2,150 new units being built between 2000 and 2015, the overall picture of the housing stock will be changing substantially. With housing stock being very much a market-driven commodity, housing in Painesville will undoubtedly reflect the trends for smaller families and the increasing number of “empty-nesters”. Also, if Painesville is to reverse the trend of a decreasing percentage and number of people in the 65 and over age group in the City (as discussed in **Chapter 2**), housing options will probably play a significant role in that change.

Recreation: With the Greenway Corridor, the Grand River, the proximity to Lake Erie, and the existing City and nearby Metroparks recreational facilities, Painesville is in a great position. Locally, regionally, and nationally, there is a trend toward both family-oriented and fitness-oriented recreational activities such as biking, hiking, boating, cross-country skiing, nature walks, and picnicking. The importance of creating new trails and linking as many of the new and existing local and regional trails as possible is obvious, as discussed in **Chapter 3**.

Downtown: Like most downtowns throughout the country, retail in the downtown has been on the decline. In Painesville, there are two other factors influencing the future of the downtown that aren't as universal – (1) the presence of the County offices and services, and (2) the pending move of the hospital from the downtown. (Options for dealing with the departure of the hospital from the downtown were identified and discussed in detail in the November 2004 *Camoin Study*, and will, therefore, not be readdressed in this Plan. This is the subject of ongoing cooperative efforts between the City and the hospital, as well as a variety of community partners.) Like many other downtowns, Painesville is considering revitalization using the Main Street approach.

School facilities: As mentioned throughout this Plan, the construction of the five new school facilities is probably the most eagerly anticipated development in the City in recent years. People responding to the survey and those who were interviewed were generally very upbeat about the ramifications of the new school facilities throughout the community and how they will impact the overall quality of life in many ways, including attracting new families to the community. This, it is believed, will even help in the rejuvenation of the downtown and various neighborhoods, by providing new opportunities for existing buildings and new sites.

Momentum: In sports, momentum – positive or negative - can play a huge role in the ultimate outcome. The same can often be said about life – the life of an individual, a family, and certainly a city. Painesville, as discussed in this Plan's **Vision Statement**, has some **very positive momentum going for it right now** with the new library, the new schools, new residential development, new industry, new mixed-use projects, new residents, etc.

Momentum...

City has some very positive momentum going for it right now.



How to best capitalize on this positive momentum is a recurring theme throughout this Comprehensive Plan Update.

Regional Trends

The following summaries are based primarily on information provided in NOACA's *Connection 2030 - Northeast Ohio's Long-Range Transportation Plan* published in 2005; the August 2000, *Northeast Ohio Regional Retail Analysis*, the 2000 *Lake County Comprehensive Plan*;, and "The State of Central Ohio Retail Real Estate – Top 10 Trends And Issues To Watch For in 2006" as presented by Chris Boring of Boulevard Strategies in January 2006. The Northeast Ohio Region includes Cuyahoga, Geauga, Lake, Lorain and Medina Counties.

Growth: From 2000 to 2030, the entire NE Ohio Region's population is projected to decline by 1%, from 2,148,010 to 2,134,850. In that same period, Lake County's population is projected to grow by 2%, from 227,511 to 232,340. In comparison, of the five counties, Medina County is projected to see the greatest numeric and percentage increase, growing from 151,095 to 206,770, a 37% increase, and Cuyahoga County is projected to lose 119,825, or 9% of its population; 96,000 of this decrease is in the City of Cleveland alone. Lorain County is expected to grow by 10% and Geauga County by 20%.

Diversity. In Lake County as a whole, the Caucasian segment of the population was 98.3% in 1970, African Americans 1.3%, and Hispanics 0.4%. Per the County's 2000 Comprehensive Plan, those percentages were projected to change to 95.4%, 2.2%, and 2.4% respectively, by 2020.

Housing. County-wide, there were 9,101 new housing units built between 1990 and 1999; 58% of those were built in four communities – Mentor, Concord Township, Willoughby, and Painesville Township. This represented a 11% increase in the total number of housing units in the County; a 12% increase in Mentor, 29% in Concord Township, 11% in Willoughby, and 13% on Painesville Township. (The City of Painesville had a 9% increase in housing units during that same time, 550 units.)

Impacting the housing demands in the future will be the change in the 65 and over population which, is projected to increase County-wide from 5.6% of the population in 1970 to 17.7% (43,000 people) in 2020. In contrast, as noted in **Chapter 2: Community Profile**, both the number and percentage of people in the 65 and over age group in the City of Painesville has been steadily decreasing.

Recreation. Per the County's 2000 Comprehensive Plan, "Lake County has made great strides in setting aside lands for parks and recreation in the last forty years. Statistically, for its size in acres, it is well ahead of the state average. However, for its population it is close to or behind the state

Lake County is projected to grow by 2% between 2000 & 2030....

Housing....

...the 65+ population will increase County-wide from 5.6% (1970) to 17.7% of population in 2020.

... the 65+ population in Painesville has been decreasing.



average, especially in community parks. In the west end of the county this is primarily the result of so much development occurring without adequate parkland being set aside and in the east end too much reliance on Metroparks and general open space.”

Retail. In 1997, retail trade in Lake County was dominated by the City of Mentor. With 22% of the County’s estimated 1998 population, it had 41% of the 975 retail establishments in the County, which accounted for 47% of the sales county-wide. Willoughby, with 9.6% of the County population, and Painesville, with 7.1%, had 11.2% and 8.3% of the number of retail establishments respectively, and accounted for 13.3% and 3.4% of the County’s retail sales in 1997.

In central Ohio (the Columbus region), the following issues and concerns were identified in a study for retailers by Boulevard Strategies, in early 2006. Undoubtedly, many of these same concerns apply to NE Ohio:

- Retail vacancy rates have been high in the last decade.
 - Shopping center space more than doubled in the last 10 years, while population only grew by 15%.
 - There is a preponderance of former free-standing ‘big box’ stores in the area that are vacant.
- Walgreens and CVS continue to battle, corner by corner.
 - Nationwide, Walgreens is the industry leader, both in size and innovation.
 - There is aggressive competition for traditional drug store business from grocery stores, discount stores, and the Internet.
 - Corner locations have boosted their ability to battle back.
 - Stronger identity and visibility.
 - More convenient.
 - Larger stores with dedicated parking.
 - Willing to pay top dollar for intersection locations.
 - Willing to locate in lower-income neighborhoods.
- Dining and entertainment may be the most active segments of the retail scene.
 - The number of upscale restaurants and movie screens is growing faster than the population is increasing.
 - The average American eats 50% of his/her meals outside the home now, vs. 25% of meals in 1975.
 - The rise in casual, home meal replacement, gourmet-to-go, take-and-bake, and meal preparation concepts mirror ever busier lifestyles.
 - 2005’s box office decline puts more pressure on cinema operators.

Regional Retail Trends:

- High Vacancy Rates
 - Walgreens vs. CVS
 - Dining/Entertainment are Active
-



- Increasing competition from home entertainment options.
 - Cinemas relying on ticket price increases and concession stands to offset rising costs.
- The three most important factors in retail real estate: Parking, Parking, and Parking.
 - Parking problems threaten the viability of urban and suburban downtown commercial centers.
 - Independent retailers and restaurants need adequate parking to compete.
 - Do shopping centers have too much parking?
 - Parking ‘problems’ can actually be a good thing in the sense that it means people want to be there.
- E-commerce continues to gain a growing share of the retail market.
 - 22% increase in 2005, accounting now for 5.5% of all retail sales.
 - Impact may be more profound on inventory management and logistics aspects of retailing than on direct sales.
 - A sales tax on internet sales is being discussed more often as that percent of total sales increases.
- Superstores and “Category Killers” ace each other for market dominance.
 - Nearly every retail category being impacted.
 - Not enough room for all.
 - This is one of the driving forces behind high vacancies.
- Nationally, 2005 was a tough year for Wal-Mart.
 - Negative media on a nearly daily basis.
 - Labor-related problems.
 - Depressed stock price.
 - Disappointing holiday season.
 - Growing opposition to new store sites.
- Wal-Mart is positioned for tremendous growth.
 - Passed Meijer as #2 grocer in 2005, on pace to pass Kroger by 2010.

[The above information is from a report prepared for retailers in the Columbus OH area by Chris Boring of Boulevard Strategies, a firm specializing in market analyses for real estate projects and investments, as well as long-range land use plans. The general information in Mr. Boring’s research, as discussed above, is relevant to the general market throughout the Ohio area.]

Regional Retail Trends:

- **Parking, Parking, Parking**
 - **E-Commerce**
 - **Super Stores and “Category Killers”**
 - **Wal-Mart**
-



National Trends

There are a number of national trends identified below that may have some influence on the future of Painesville. These trends include those that relate to resident attitudes, behavior, demographics, and economics. Just how much these national trends will impact the Painesville community, or when, is hard to say; but, an awareness of these – in concert with the local and regional trends – should be helpful background information for the City, its residents, and the community as a whole.

Diversity. The national population is becoming more racially diverse. African- Americans, Hispanics and Asians represent a growing share of the population.

Family Composition. Nuclear families represent a shrinking share of total households. Today, people who live alone outnumber couples with children. Non-families (people who live alone or with non-relatives) are a rapidly growing segment of the population, as people divorce more readily, postpone marriage, or live outside marriage. These factors are manifested in the decreasing household size statistics of recent decades, as couples have fewer children, and empty-nesters live longer. As discussed above and in **Chapter 7: Housing**, these trends have implications for housing demand in terms of size, style, location and cost.

Crime. Crime rates are down nationally and have been falling since the 1990's. Generally, people feel safer now than they did in the 1980's.

Leisure Time. Activities that have increased the most in the last decade or so include: walking, hiking, backpacking, boating, and cross-country skiing. Americans are also more likely to go to a movie, historic park, and art museum than they once were.

Educational Attainment. Educational attainment has increased dramatically in recent decades. In 1950, slightly more than one-third of the people over 24 years old were high school graduates. By 1998, more than 80% were high school graduates. Also, more and more high school graduates are going on to college, with college enrollment increasing steadily for many decades. College enrollment is projected to increase more than 12% between 2002 and 2010.

Home Ownership. Nationally, the home ownership rate has been rising to the current national average of 67%. In the Midwest, the rate is even higher, approaching 75%. This adds validity to Painesville's goal to increase its home ownership percentage to 69%.

Seniors. By 2025, the projection is that the number of people 65 and over will be more than double the 35 million in 2000.

National Trends:

- **More Racially Diverse**
 - **Shrinking Nuclear Families**
 - **Increase in Educational Attainment**
 - **Rising Home Ownership Rate**
 - **Increasing Senior Population**
-



Health Care. Despite the growing and aging population, the number of people admitted to hospitals declined 7% between 1975 and 1998, as outpatient care has grown, medical science continues to improve, and, generally speaking, people are better informed about healthy choices.

Job Markets. Rapid changes in job markets and work-related technologies create a demand for worker retraining within institutions of higher learning. At the same time, specialization is spreading throughout industry and various professions, due to the expanding body of knowledge for these professions and jobs precluding the ability to be a generalist in many fields.

National Trends:

- **Healthier Population**
 - **Worker Retraining Needed**
-



Image

The City of Painesville has experienced some major accomplishments in the past five years, visible mainly to those civic-minded individuals who live and work within the community. The outside world, for the most part, is unaware of the community's efforts and successes at turning over a new leaf. Outsiders, and some insiders, still hold the "Painesville of the past" perception. So, even though the reality is that the "Painesville of the future" is evolving quickly, perception of this change is much slower.

Unfortunately, perception becomes reality for those folks who hold onto a particular perception (especially negative), and for anyone to whom they pass the message. The negative perspective that some people have of the community was discussed at length in the Steering Committee meetings and the Key People Interviews, and was also alluded to in the Community Survey responses and comments. The factors that appear to be causing most of these negative perceptions of the City include: the pockets of drug-related and other crime, loitering and the homeless in the downtown area and the subsequent sense of an unsafe downtown - especially at night, the aging City school facilities and previous sub-par academic performance testing, the preponderance of renters, and the constant references to Painesville in reports by the media about criminals from throughout the County who are being tried at the County Courthouse in downtown Painesville.

Although many respondents to the Survey had a positive image of the community, there was general consensus among them that outsiders have a negative image. As discussed throughout this process, there is no time like the present for the Painesville community to show the world that it is a new time, a new era, and a **new Painesville**.

Recent History

So many positive things have happened in the community since the 1993 Plan, and these need to be reiterated over and over to those who do not believe that Painesville is entering a new era:

- The **new school facilities** being constructed by the School District (this is definitely #1 on the list of the best and most eagerly anticipated things happening in the City for an overwhelming majority of the residents!).
- The **City School District's continued improved ratings** over the past five years.
- The new and expanded **Morley Library**, a true asset to the community.
- All of the **new residential subdivisions** that are providing upscale, larger, and alternative housing choices, especially Windjammer, Lighthouse Pointe, Liberty Greens, River's Edge, and Heisley Park.



"If this comprehensive planning process identified one key issue for the Painesville community, it is that Painesville of the past is definitely not the Painesville of the future."



- New subdivisions that are providing **in-fill development**, alternative housing choices, and affordable housing options, including: Kaim Subdivision, Lexington Village, Princeton at College Hills, and Banks Landing.
- The proposed **reclamation of two former industrial sites**—the 300-acre parcel on the west side which was formerly owned by Diamond Shamrock and was used for the storage of brine in underground wells; and the former settling ponds on the Hemisphere property on the north side of town.
- **Proposed mixed-use developments:** Shamrock Business Center and Lakeview Bluffs (a joint venture between IMG and Hemisphere), both of which will bring exciting and new retail, office, residential, and recreational venues to the City. (IMG is the world's largest sports marketing and management agency.)
- The **Greenway** biking and walking trail, with plans for many more connectors.
- The **new gateways** at various entrances to the City.
- **Richmond Street Corridor** enhancements, with more improvements planned.
- A **new president** with a **new philosophy** at Lake Erie College, and all the assets that a college brings to a community.
- A **proposed new Metroparks** in the eastern part of the City and a **proposed new City park** in the northern part of the City, both providing additional public access to the Grand River. The **Grand River**, itself, is a major asset.
- A **proposed new intermodal transit center** in the downtown, with planned connectors to major transportation hubs, trails, and other key points of interest.
- **New racial demographics** and the cultural, economic, and social opportunities associated with these changes.
- The number of **new residents** who have moved to the City.
- **New downtown restaurants.**
- A **Town Square**, in Veterans Memorial Park, that most communities are trying to emulate.
- The **successes of the Crime-Free Multi-Family Housing program** and the Block Watch program, and their expanding participation.
- The **new signage** installed by the City in the past three years.
- The **availability of the Phillips-Osborne School** and its success at attracting an upscale clientele to the community, by providing this alternative educational option.

Many Positive Things:

...new school facilities

...school's continued improved ratings

...Morley Library

...new residential subdivisions

...in-fill developments

...reclamation of former industrial sites

...mixed-use developments

...Greenway

...new gateways

...Richmond Street Corridor

...new parks

...proposed intermodal transit center

...racial diversity

...new residents



The list could go on. Add to all of these positive things, data from a variety of studies that show that the leading market segments in the trade area for Painesville include some of the most affluent in the nation, with active lifestyles and plenty of disposable income. And, that the sales leakage across all store types in the trade area is estimated at \$454.4 million. These statements indicate that the opportunities for continued development and redevelopment are endless.

Recommendations for a “New Image” Campaign

So, if things are going so well, why is there still a negative image of Painesville among outsiders? Either the community and its residents are not marketing these assets to the outside world sufficiently well, or the outside world is not hearing the message. The *Economic Development Strategy* included, as its #1 goal, “Improve the image of the City of Painesville.” There is no time like now to undertake an extensive **Image Campaign** to let the world know that there is a new Painesville out there for them to discover. This campaign should consist of the following activities:

- Work with a Public Relations firm or create a position at the City to **develop a new identity or “brand”** based on all the above changes to create an excitement and an eagerness to become familiar with, do business in, and/or move to the City of Painesville. This brand should be incorporated into everything that the City does to help sell the new image, as discussed in more detail below. The City should include its partners in this campaign: the Schools, Lake Erie College, the media, the Chamber, and other interested parties.
- This new image campaign should utilize the City’s **current logo**, or an enhancement or addition to it, and include a **tag line**, and a **color scheme** (which could remain the same or a slight variation of it). Once agreed to, these image elements should be used everywhere possible to emphasize and constantly reinforce the message that Painesville is a “city on the move.”
- **Capitalize on the construction of the new school buildings** to kick off this campaign, also marketing the continual improvements in the School District’s ratings, as well as other City assets. This could also include marketing of new joint ventures between various educational institutions in the area, new workforce training programs, and any other new initiatives regarding education.

“New Image” Campaign

- **Brand**
 - **Logo**
 - **Tag Line**
 - **Capitalize on New Schools**
-



- The community should work with the School District as part of this new construction program to **target alumni** and encourage them to come home and experience the changes that have been made, and to encourage their participation as mentors, employers, job training partners, or financial supporters of the schools. The success stories of the alumni should be marketed to the community and the region.
- Continue to **work with the local and regional newspapers, radio and TV stations** to do positive coverage of the community.
- **Continue to utilize the independent newspaper**, Painesville Pride, for more opportunities to promote all the good things that are happening here. (The City provides articles to the newspaper on a regular basis.)
- **Resurrect the City's publication**, "Speaking of Painesville," in 2007 to provide another City venue for communicating news and events to the general public.
- **Continue to expand on the signage system** that the City has been installing for the past three years. Incorporate this signage system in additional gateways at City entrances, as well as at City parks and facilities, in a wayfinding system, shopping centers, etc.
- **Capitalize on a new era and the new leadership at Lake Erie College** to enhance "Town & Gown" relationships and encourage joint activities with the College. Help the College to promote its new football team and unique programs, and develop a business/college day.
- **Continue to address aesthetic issues** throughout the City, by planting additional landscaping and trees, adding landscaping in City parking lots and requiring the same in private or other public parking lots, screening parking lots from view and from the street with attractive and appropriate landscaping, continuing to upgrade streetscaping in the downtown, upgrading existing gateways and creating new ones.
- As stated in the *Economic Development Strategy*, continue the **redevelopment of the Richmond Street Corridor**, as it serves as the "first impression" that many people have of the City of Painesville.

"New Image" Campaign

- **Work with Media**
 - **Resurrect "Speaking of Painesville"**
 - **Signage System**
 - **New LEC Leadership**
 - **Address Aesthetics**
 - **Target Alumni**
 - **Richmond Street Corridor**
-



- **Be proactive in communicating with neighborhoods, engaging neighborhoods in problem solving,** and acquiring input from each of the neighborhoods to assist in City decision-making to resolve neighborhood issues. (See recommendations in **Chapter 8: Neighborhoods.**) Solving problems in small steps at the neighborhood level will help to provide a greater overall impact on community image, and will help residents “take back the neighborhoods” and establish a sense of place for residents.
- **Enhance efforts at enforcing property maintenance codes** throughout the City to clean up neighborhoods and make them more attractive. The City has made great strides in this effort over the past ten years. Additional effort should solve the problem within the next few years. (Refer to recommendations in **Chapter 8.**)
- **Continue to address issues at the root of the “image” problems** through a community engagement process, as discussed in more detail in **Chapter 8.**
- Organize a program to **educate realtors, bankers, and others** about the new Painesville. Orchestrate an effort to specifically address every realty office in the area about the good things about Painesville; speak at Rotary and other civic organizations to get the message out; provide advertisements in newspapers and magazines; advertise on the radio and TV stations; continue to utilize the public radio stations to advertise the City; and use every other means possible to get the message out that there is a new Painesville that people need to learn about. Including the positive improvements at the City Schools in these presentations is critical. The community should consider a “Realtor of the Year” award to reward the realtor who is the most positive about the City and the Schools.
- **Create of a short video** to accompany existing brochures about the City to use at the above programs, to send to prospective companies and residents, and to otherwise market the City and its assets.
- **Establish a Community Foundation** (a 501(c)3 or similar organization) to accept donations from philanthropic individuals or groups, to provide funds for noteworthy community betterment projects. The Painesville Community Improvement Corporation (PCIC) could be the vehicle to manage this Foundation. Competitions could be held for projects to be funded, with community groups and civic organizations suggesting projects. Also, the “Pretty in Painesville” contest, which provides monthly

“New Image” Campaign

- **Proactive Neighborhoods**
 - **Enforce Property Maintenance**
 - **Address Image Problems**
 - **Education**
 - **Create a Video**
 - **Establish a Foundation**
-



awards from May through August each year for the most impressive property improvements, should be continued and expanded.

- **Work with the Police Department to expand the Block Watch and Crime Free Multi-Family Housing programs** until every neighborhood is covered with an active Block Watch group and every apartment is involved in the Crime Free program. Involving the youth of the community in these groups will help develop the neighborhood leaders of the future, and should provide “buy in” from the youth to accept the Block Watch and Crime Free programs.
- **Capitalize on the relocation of the hospital out of the downtown** by working as a community to attract adaptive re-uses to the hospital facility that will benefit the downtown, the residents, and the community as a whole. (Refer to the recommendations in the November 2004 *Carnoin Study*.)
- **Continue to encourage in-fill development** on any empty lots throughout the community, as discussed in **Chapter 8**, assuring that new in-fill developments are compatible with the neighborhoods and add to the environment in terms of land use, aesthetics, safety, ingress/egress, parking, design, landscaping, lighting, etc.
- Encourage property owners in the Downtown to work with the City to **pursue a Main Street program for revitalization of the downtown area**, as discussed in further detail in **Chapter 10**.

“New Image” Campaign

- **Expand Block Watch**
 - **Expand Crime Free Housing**
 - **Capitalize on Hospital Relocation**
 - **Continue In-Fill Development**
 - **Pursue Main Street Program**
-



Transportation, Public Utilities, and Parks

Transportation

Existing transportation facilities and services were identified and discussed in the Community Profile, **Chapter 2**. This Chapter addresses issues of concern as expressed in the Key People Interviews and by residents in the Community Survey. It also addresses studies that are underway and proposed projects, as well as recommendations for the future.

Studies

There are several studies currently underway or recently completed that will have a significant impact on traffic patterns and flow. These include:

- Vrooman Road Study - This study, which is being completed by the Lake County Engineer in cooperation with NOACA, is analyzing the need to address the bridge over the Grand River. Options being considered are to replace the bridge or to close the road at the bridge. Even if the proposed solution is outside the City, Vrooman Road serves as a major gateway from the east, which is a large part of the City's trade area.
- SR 2/Heisley Road and Jackson Street/SR 44 Network Access Study - This study is being conducted by the City of Painesville and the Lake County Engineer with the support of NOACA, this study is addressing the interchange improvements along SR 44 to accommodate the proposed Shamrock Business Center, as well as to better address ingress/egress from Renaissance Park. The most likely solution at this time is to construct a full interchange at an extension of Renaissance Parkway and SR 44, and to close the existing half interchange at Jackson Street. This will provide a much needed access to SR 44 south (and thus, to I-90), as well as addressing the issues stated above. The study will also recommend improvements to the Heisley Road/SR 2 interchange to address improved traffic flow in the entire area.
- SR 44 Access Study - Although this study is not in the City of Painesville, it will likely have some benefits to the community. NOACA, with the Lake County Engineer, is conducting this study, which will address the 3-4 miles of SR 44 south of I-90 for needed improvements including access management issues. This area will be significantly impacted by the proposed new hospital.

“Several studies currently underway or recently completed that will have a significant impact...”



- Transportation for Livable Communities Initiative (TLCI) – This \$75,000 study, funded by NOACA and ODOT, is being undertaken to determine the feasibility of a multi-modal transit center in downtown Painesville, as well as a variety of connectors between and among the multi-modal center and transit hubs, bike paths, parks, employment centers, and other key areas of interest. It could tie into the Lakeview Bluffs project (discussed below) as well as tie into the Greenway Corridor.
- Painesville Gateway and Corridor Enhancement Conceptual Recommendations– Completed in February 2002, this study presents conceptual plans for the Richmond Street Corridor, including gateways, intersection improvements, streetscaping, signage, access management, sidewalk placement, parking, screening, lighting, and street tree selection. Many of these recommendations have already been implemented, and more will continue to be.

Projects

Two critical projects are underway within the City, and will have substantial impact on the future of the community. These are:

- The Lakeview Bluffs project – As proposed by Hemisphere Development LLC, in a joint venture with IMG, this project includes bikeways along the Grand River into Fairport Harbor and along Lake Erie. They would link with the Western Reserve Railroad Association historic train depot on Railroad Street in Painesville. Railroad officials have proposed that the depot be converted to a museum, and that a train be revived at the century-old railroad and bus depot.
- Greenway Corridor – Various discussions and studies have been undertaken to identify ways to extend the Greenway Corridor. Ideas include extending the Corridor into the downtown via Liberty Street and the town square. Other plans call for linking it to the 4-mile Geauga County bike path, once some traffic and parking issues are resolved in Concord Township, and still others involve connecting it to proposed bike trails in the Lakeview Bluffs project.

Key People and Community Survey Comments

Although transportation was not a really hot topic in either the Key People Interviews or the Community Survey, there were some concerns expressed. These include:

- Businesses are looking for sites along US 20 (Mentor Avenue) in the City.
- A sidewalk replacement program is needed, even if it means utilizing assessments to get it done.
- There are access problems from SR 2 to existing industrial areas.
- Street name signs are missing from many of the cross streets.



- Traffic was the #5 problem from the Community Survey and it is one of four things that Survey respondents said got worse in the past five years.
- Directional signage, or signs directing traffic through town to significant sites or places, is needed. A wayfinding system, especially to and from I-90, was also mentioned as being needed.
- Connectors should be added between parks and trails.
- A public transit station is needed in the downtown.
- Public transportation was one of two things that got better in the past five years according to Survey respondents.
- “Streets and roads” were ranted the worst City service by Survey respondents, and the Key People also noted that they needed more attention.
- Painesville’s location and transportation network are assets and should be marketed as such.
- Access to the City from the south is a problem.
- The Richmond Street Corridor is the first impression of the City by many. Although improvements have been made, more are needed, including enhancing the underpass area, improving the gateway, general clean-up, and attracting more upscale businesses to locate along the Corridor.
- Busses are needed to get people to and from work.
- The roadways to the industrial areas may not be designed for truck traffic.
- Intersection improvements at Jackson St. & SR 44 and Mentor Avenue & SR 44 are needed.
- Parking is a problem in areas of the City other than downtown.

Recommendations

- The City should **continue its annual street resurfacing and reconstruction program** and investigate other financing scenarios, whenever possible, to accomplish more projects each year.
- The City should **continue its efforts at enhancing the Richmond Street Corridor**, and assure that businesses are aware of City programs and incentives that may encourage redevelopment projects along the Corridor.
- Once the TLCI multi-modal center study is completed, the City should **pursue funds to implement the recommendations**.
- The City should continue to emphasize the importance of, and **require, interconnections between developments** for safety services and utility connections, as well as to eliminate cul de sacs and provide multiple access points.



- The City and the Shamrock Business Center developers should **work with NOACA to assure that the proposed SR 44 interchange improvements are constructed in a timely manner**, as this transportation improvement project is critical to the growth and development of the northwestern part of the community.
- The City and its Parks Department should continue to work with its recreation and parks partners to **extend bike trails and walking paths** throughout the community, as well as to and through neighboring communities, providing access to Lake Erie, the Grand River, and other parks and key sites. This was a key quality of life issue mentioned repeatedly by the Key People interviewed as part of this process and the respondents to the Community Survey.
- The City should work with NOACA to **identify the best grade separation project** for the Norfolk & Southern Railroad, and to pursue funding for the project if/when such funds become available.
- The City should **consider enhancing its sidewalk replacement program**, using assessments if necessary, to assure that residents have a safe, continuous, and accessible walkway throughout the City.
- The City Public Works Department should **identify areas where street name signs are needed** and install them as funds become available, especially as part of any street improvement projects.
- The downtown group should work with the County to **determine if County parking lots could be shared** with other downtown users, if not at all times, than at least after County business hours and weekends, with well-placed signage explaining the rules. In addition, efforts should be made to **make the parking lots more pedestrian-friendly** by adding decorative lighting, landscaping (including landscaped islands within the parking lots), and benches.
- Once the new interchange on Jackson Street is completed, the City should determine if access from the south to the City has improved. **Proper signage at this interchange** will be needed to direct people to the downtown, Lake Erie College, and other points of interest.
- The City should think about **developing a wayfinding system** to correspond with its current signage system, but emphasizing directions to key points of interest in the community. The signage system could be color-coded so that people begin to associate places with the color of the signs.



Utilities

The basic elements of the City's utility systems are identified and discussed in **Chapter 2: Community Profile**. Relevant opinions from the Key People interviewed and from the residents responding to the Community Survey are discussed below, as well as recommendations.

Past Studies

A *Substation Master Plan* was completed by GPD Associates in June 2004. The purpose of the study was to evaluate the capacity of the existing electrical substation relative to current and future loads. Projections of overall electric system growth are based on the increase in peak KW demand between 1991 and 2003 of 2% per year. Assuming that same rate of growth, and accounting for known large residential, commercial, and industrial projects, the study indicates that demand will reach 86 MW in 2014 (at an average increase of 5% per year) and 102 MW in 2023 (at an average increase of 4% per year).

Based on these demand projections, the following recommendations were made:

- The City should replace the 20/27/34 MVA transformer at the Intertie Substation with a 35/47/58/65 MVA transformer, and replace the 13.8 kV 1200 A secondary main circuit breaker with a 3000 A breaker. This should be adequate until 2013.
- The City should also obtain a second 138kV delivery point from FirstEnergy to feed a new 138-13.8kV substation. This new substation should be constructed as close as possible to the new major loads, freeing up capacity on the 138kV Intertie Substation. A 30/40/50 MVA should be installed to achieve double-contingency criteria.

It should be noted that the City is in the process of updating a substation this year (2006), and is working to identify an appropriate site for a second substation.

A *Storm Water Utility* was established by the City in 2002. It was noted by Key People that the City's storm water utility is a real plus. Still a relatively new concept in Ohio, storm water utilities are established similar to water and sanitary sewer systems, and property owners are billed monthly based on the size of the property or the amount of storm water generated from their property. These new revenues are used for storm water collection and drainage projects, according to an approved schedule of projects resulting from a city-wide study. The storm water utility systems established in Ohio to date have been very effective, providing communities with another source of revenue to fund needed capital improvement projects. Seeing the merit of, and need for these types of projects, residents generally do not object to the concept.



Furthermore, with Ohio EPA's continual focus on storm water separation from sanitary sewers, and concerns about storm water treatment, the City is well-positioned to respond to regulatory requirements regarding storm water. The flood of July 2006 resulted in the City commissioning a study of the Tiber Creek area to determine if improvements to prevent future flooding are warranted.

Key People and Community Survey Comments

As mentioned elsewhere, one of the key attributes cited most often as a reason to move to Painesville was utility rates. They are considered to be very reasonable and a major incentive for businesses and residents to locate in the community. Of the various City services and amenities listed in the Survey, electric service, water, sanitary sewers, and utility bill payment methods consistently ranked very favorably. Once again, the storm water utility was also mentioned as a positive for the City.

An issue that received a lot of varying opinions is high speed broadband. Opinions varied extensively on this issue, causing more confusion than answers. Opinions included:

- Fiber would soon be obsolete, so the community shouldn't worry about it much,
- Wireless is the way to go,
- The City was at a disadvantage without better high-speed service,
- Bigger companies have T lines, etc. so this is not an issue,
- There are currently gaps in the service being provided,
- The schools, hospital, and City Hall had issues at various times,
- Locations are needed in the City, especially the downtown, for wireless cafes,
- The youth are into WIFI.
- The City is on Verizon wireless now, could SBC or Comcast provide better service?
- The State of Ohio has ruled that cities cannot provide broadband service, as it would be unfair competition for the private sector.

There appeared to be no consensus on this issue as to what the problem is, if there is a problem, and if so, what the solution might be.

Recommendations

When possible, recommendations are indicated on Exhibit 6-1.

- The City should continue to work with developers and companies undertaking projects in the community to **determine the most cost-effective method of extending utilities** to their projects.



- The City should **continue to program upgrades of all utilities**, so that the overall systems are always in the best possible condition. Proactive use of the Ohio Public Works Commission grant program (aka Issue 2) is one way to stay on top of utility replacements and upgrades. There are several other State and federal infrastructure funding programs out there as well, all with a myriad of rules and regulations.
- The City should continue its policy of requiring a **cost-benefit analysis for extension of utilities** to areas outside the City in order to determine if annexation or some form of agreement (as discussed in **Chapter 11: Land Use**) makes the most economic sense for the City. Using the City's quality and inexpensive (in comparison to IOU's) utilities as enticements to attract companies to the City or as incentives to annex, is an important development tool cited by many people throughout this process.
- The community, including all partners involved in economic development or education, should participate in a study to **identify the need for high-speed fiber**, wireless opportunities, or the next level of technology for information transfer. This should include an extensive survey of local businesses to determine their needs more precisely. The City should attempt to remain on the cutting edge of this technology to assure that existing businesses are equipped to compete in the world market, and to assure that students are receiving the best opportunities for learning and career development. Morley Library should also be involved in this effort, as it provides computer access to residents without computers in their homes.
- The community (City, colleges, local businesses) should **continue to explore alternative energy sources**. Suggestions included wind power, landfill gas power, hydropower, and fuel cells. This could be a cluster of high-tech businesses that the economic development program could pursue for the area.
- The City needs to **continue exploring the addition of a second electric substation** and associated improvements, as well as a second connection to First Energy, as recommended in the Substation Study. This will be critical to the future expansion of the City, especially in light of all the proposed new development.

Parks and Recreation

Existing parks and recreation facilities are identified and summarized in **Chapter 2: Community Profile**. That discussion includes information about the parks and facilities owned by Lake Metroparks in the Painesville area, as residents have easy access to those facilities as well.

The City should:

...extend utilities

...upgrade utilities

...require cost-benefit analysis for extensions

...study need for high speed fiber

...explore alternative energy sources

...add second substation



Past Studies

As mentioned in Chapter 2, the *Parks, Recreation and Public Lands Master Plan* was completed in 2000, and the City and its Parks Department are in the process of implementing a variety of the recommendations made in that Plan. A summary of the plan can be found in **Appendix A**. In 2006, the Recreation and Parks Commission began an update of the Master Plan, which will incorporate many of the comments from this plan.

Since the Parks Master Plan indicated strong support for a Community Center and Aquatic Center, a follow-up *Community Center Feasibility Study* was conducted by Leon Younger & PROS in November 2003. Final results indicated that a multi-generational center for all ages should be developed and should include meeting space with a kitchen, an aquatic center (Preferably indoor), gymnasium with multiple courts, a track and possibly: an auditorium, a cultural center, fitness facilities, a dance studio, a learning center, and offices for Senior Center staff. (This study is summarized in **Appendix A**.) The possibility of re-use of one of the vacated City schools is being considered.

Also of significance to recreational opportunities is the *Lakeview Bluffs* development on the north side of the City, which includes plans for a golf course and recreational trails, a Trout Club for fishing, and other sports-related activities. This will provide additional recreational facilities for residents of the City, and will continue to improve the quality of life in the City of Painesville, making it an even more attractive place to live.

Following recommendations from past studies, the City now requires all new housing developments to include park and/or recreation space in the development. This requirement can be met with public open space, parks and recreation space, or with cash. Any funds collected are generally spent in the park closest to the development providing the funds. This system will help balance land uses as the City continues to grow.

In the *May 2005 Youth Summit*, the overriding request was for a **Teen Recreation Center**, which would go a long way toward providing a place for teens to hang out and have things to do. Obviously, teen activities could be included in the design and planning of the proposed Community Center. Another possibility for providing something for teens and youth to do involves the downtown parking garage, as discussed in the following recommendations.



Key People and Community Survey Comments

In the recent Community Survey, “parks and recreation” was one of the top ten reasons why people should consider moving to the City. “Green Space” was among the top three preferred reuses for each of the elementary schools to be vacated (the number one choice for Lathrop and St. Clair), and “green space/parks” was one of the top four selected as “things the community needs more of” in the Community Survey.

Similarly, outdoor gathering spaces, parks/green space, public accessibility to the Grand River, public view of the Grand River, and connections to existing trails and/or bikepaths, all were rated in the survey as “very important” for the future development or redevelopment of Painesville.

Relevant comments and recommendations from the Community Survey and the Key Person Interviews include:

- **Link the Greenway Corridor to Downtown Painesville and beyond.** This is one aspect of the City’s new *Transportation for Livable Communities Initiative (TLCI) study*, as is how to best connect the Greenway with a multi-use path to the new Transit Center and then north to the Lake Erie shoreline via the historic train depot property in the City and also to the Village of Fairport Harbor.
- Biking and walking trails are very popular locally and nation-wide. With the existing Greenway Corridor, the Grand River and the proximity of Lake Erie, Painesville could easily become a popular **destination for hikers, joggers and bike riders** from around the State and beyond if good trails could be constructed linking all of these assets. These trails could become a destination point and a huge draw for visitors to the City. The retail, entertainment, restaurant, and lodging implications are obvious.
- Taking more advantage of the **Grand River** was the co-number one item (tied with Lake Erie College) selected by the Key Persons from a list of twenty-three items considered important for future development or redevelopment in the City. (“Cultural Facilities” was #5.)
- A **regional approach to parks and trails**, in cooperation with **Lake Metroparks**, should be seriously considered, possibly to the extent of turning the responsibility for all of the City parks over to Metroparks.
- The overwhelming top choice for reuse of Harvey High School is as a **Community Center**.
- The **YMCA** is a tremendous asset for the community.



- The City, the local schools and the YMCA should work together to provide **complimentary activities** for the community and greater Painesville area.

Recommendations

- There is definitely strong community support for increased recreational opportunities and more parks, and the continued implementation of the *2000 Parks, Recreation and Public Lands Master Plan*. The City and the Parks Department should **continue their current efforts and continue to update the plan on a regular basis**. (The recommendations made in that Study are not being repeated here.)
- The community should **keep parks and recreation at the top of list** of quality of life assets that are critical to the continued growth and development of the City of Painesville.
- **Recreational trails** were consistently mentioned as critically important and should be high on everyone's list of new projects. **Extensions of the Greenway** should be pursued aggressively, including those plans to extend it through the downtown (via the train depot) to the Lakeview Bluffs proposed trails along the Grand River and Lake Erie and extensions to Fairport Harbor. In addition, existing **parks and trails should be linked** whenever possible. Once in place, promote these assets regionally and nationally, at least on the web.
- The City has been very successful regarding providing additional **public access to the Grand River**. With its recent parkland purchase and the Metroparks recent parkland purchase, residents will soon have considerably more access to the River than before, meeting a goal of the 2000 Master Plan. Negotiating similar access in projects like Lakeview Bluffs will also help meet this goal. **These efforts should continue**, as public access to the River and the Lake is a critical quality of life factor for the community. The City should continue to **pursue the acquisition of additional land along the River** for public use.
- Signage for park facilities and trails should be part of the City's overall signage program. All **facilities should be adequately marked**, parking areas should be identified, and directional signage and mile marker signage should be provided to the larger parks and trails.
- The City should **continue to submit applications for State and federal funding** of parks and recreation projects as often as possible in order to capitalize on the funding programs and leverage City and/or Lake Metroparks funds.

The City should:

...update parks plan on regular basis

...give parks and recreation priority

...extend trails

...provide public access to the Grand River

...adequately sign facilities

...pursue State and Federal funding

...work with School District to find alternative uses for vacated sites

...consider alternative uses for parking garage at select times

...organize clean-up day for garage



- The community should continue to **work with the School District to identify appropriate alternative uses for those school properties to be vacated** as part of the new schools construction program, since a lot of the recommendations dealt with parks and/or green space. Comments from the Key People and the Community Survey regarding alternative uses, as provided in **Chapter 8**, should be incorporated into the planning process for those properties. In addition, recreational facilities to be designed with the new schools should be coordinated with the City to assure that the residents are getting the recreational facilities that meet current needs and desires, and to reduce redundancies.
- The City should **consider an alternative use for the parking garage** on select occasions. A suggestion that could help clean up the garage and its image, as well as provide some wholesome activity for the community youth might involve closing portions of the garage to parking on selected days each month, reserving those areas for organized youth activities.

Prior to such activities there could be an **organized clean-up day**, with youth volunteers, supported by City workers and other adults, helping to change the image of the garage by giving it a thorough cleaning, perhaps some appropriate decorative painting, and generally getting the place ready for them to use. This project and program could not only provide wholesome activity for the community youth, but also help bring, or even introduce people to the downtown, create a new market for local food and beverage businesses, and maybe even help generate a new spirit of cooperation community-wide.



Housing

Housing Trends

This section of the Plan analyzes the various trends that have occurred in the housing market within the City of Painesville, and suggests recommendations for the community to consider in order to enhance the housing situation for future generations.

New Housing Construction

Housing construction has taken an interesting twist in the past five years within the City of Painesville. New housing construction is on a significant rise, with numerous new subdivisions underway or planned. There was an increase of over 500 housing units within the City between the 1990 Census and the 2000 Census, which is predicted to be overshadowed by new construction between 2000 and 2010.

In late 2005, the City had development plans in for approval (in various stages) for over 850 new housing units, including 722 single-family homes and 129 condominiums. In addition, the proposed Shamrock Development, located on 300 acres in the southwest section of the City, could add 540 housing units, including courtyard homes and town homes. The proposed Lakeview Bluffs development, located north of Elm Street, adjacent to the Grand River, has an estimated 2,307 housing units, 760 of which would be located within the City of Painesville.

In total, these development plans included over 2,150 new housing units to be constructed within the City in the near future. This is almost as many housing units that were constructed in the first 120 years of the City's history (2,338 housing units were constructed between 1832 through 1950). In addition, in two proposed subdivisions adjacent to the City (and there are more than just these two), over 3,045 housing units are proposed. If all of these proposed developments actually occur, the first two decades of the twenty-first century could be the most intense housing development period in the City's history. These 5,195 new units, both inside the City (2,150) and adjacent to it (3,045), would approach the total number of housing units constructed in the City in the four decades between 1940 and 1980 (5,799).

Obviously, this type of housing boom will have significant impacts on the overall operations of the City, as well as how residents live, work, and play in the community. Important characteristics of the housing market in the City, and how they compare to the State and the nation are discussed below and are considered in the recommendations that follow.



Age of Housing

There were 6,404 housing units in Painesville in the 1990 Census, and 6,928 in the 2000 Census, an increase of 524 units. 30.6% of the homes in the City were built prior to 1939; while only 11.3% of the homes in the County were built in that time frame, indicating that the City has a much older housing stock than the County as a whole. New housing construction in the City during the 1990's, as reflected in the 2000 Census, equaled 8.9% of total housing units available in 2000; while new housing construction in the County in the 1990's equaled 13% of its total housing stock in 2000; significant increase for both entities.

Types of Housing

The 2000 Census noted that the City had an increase of 25.8% single-unit attached structures (condos, townhouses...units with separate ownership but attached to other housing units), compared to only a 4% increase in the County as a whole. While Lake County experienced a 10% increase in the number of 2-4 unit structures between 1990 and 2000, the City experienced a 7.3% decrease. Both entities had between 4 and 5% increases in structures with over 10 units, and both experienced a decrease in the number of mobile homes (a 10.8% decrease in the County and a significant 54.5% decrease in the City).

Owners vs. Renters

Of significant interest to this comprehensive planning process is the ratio of home owners to renters within the City. In 1990, the County had a ratio of 75.8% owners to 24.2% renters. In 2000, this County-wide ratio improved to 77.5% owners to 22.4% renters. The City, on the other hand, had a ratio in 1990 of 53.6% owners to 46.4% renters, and this ratio worsened to 52.1% owners to 47.9% renters in 2000.

The national home ownership rate in 2005 was 69% and the State of Ohio rate was even higher at 73%. The City's home ownership rate is 20% below that of Ohio and over 15% below that of the United States. The City and the Steering Committee, as well as participants in the Key People interviews and the Survey respondents, are extremely concerned about this trend, and its overall impact on the community.

Occupancy

Overall housing vacancy rates (both homeowner and renter) have increased slightly in the past decade, but the numbers are still within reasonable percentages (1.3% to 5.8%). The number of persons per household (PPH) continues to decrease, mirroring the State, County, and national trends. The City 2000 PPH was 2.55, while the County's was 2.5. It is interesting to note that the owner PPH rate is higher (2.59) than the renter PPH (2.51) in the 2000 Census.



Housing Conditions

The 1993 Comprehensive Plan noted housing conditions in the community and cited a 1976 Neighborhood Analysis Report and a 1977 Preliminary Neighborhood Assessment, that were done in conjunction with the Urban Renewal Program. The Plan noted that a steady improvement in housing conditions had been experienced over the past twenty-five years (1968 through 1993). With the demise of that program, no similar neighborhood assessments have been completed. In the 1990 Census, only six homes lacked complete plumbing facilities. This number increased to 20 in the 2000 Census. Twenty-three homes lacked complete kitchen facilities in 1990, which decreased to 21 in 2000. Only 265 homes lacked phone service in 2000, compared to 408 in 1990.

Home Values

The values of homes have changed significantly between 1990 and 2000, according to Census statistics. The number of homes valued at less than \$50,000 decreased by 87.7% in that decade in the City and a comparable 88.9% in the County. Homes in the \$50,000 to \$100,000 range increased in both the City and the County, although by much wider margins (7.1% and 56.5%, respectively). Homes valued between \$100,000 and \$150,000, as well as between \$150,000 and \$200,000, increased 21.5% and 30%, respectively in the City and by 191% and 382% in the County.

Even more significant, the number of homes valued at over \$200,000 in the City increased by over 5%, while in the County, they increased by 615%. Obviously, there is a lot of growth occurring in the County, outside the City of Painesville. Although some of these value increases are attributable to inflation and a very positive housing market in the State of Ohio during that decade, the statistics indicate an overall increase in the value of housing for the area, and the beginnings of more upscale housing market in the City, as well as in the County. The 2010 Census should provide some very interesting statistics for comparison.

Rents

Monthly gross rents for renter-occupied housing units also saw some change in the 1990-2000 time period. Rents less than \$500 decreased by 385%, while rents of \$500 and higher increased by 157%. Once again, although some of this is attributable to inflation and overall cost of living increases, it is interesting to note that rents overall are going up.

There are programs available at the County level to assist with rent costs for eligible households. Lake County is providing HOME funds to various agencies to help with rent subsidies and security deposits. The County could also provide rental rehabilitation matching grants to experienced developers or agencies interested in rehabilitating housing units for large households through the HOME program.

Home values continue to increase...

Rents continue to increase...



Housing Rehabilitation Programs

There are a wide variety of housing rehabilitation programs and general sources of funding available to assist home-owners and renters within the County. These are described briefly in **Appendix B**.

Other Housing Programs

There is also a wide variety of efforts within the community to assist low- and moderate-income households with housing and supportive services, in an effort to break the cycle of poverty and make the transition to self-sufficiency.

To that end, the **Coalition on Housing & Supportive Services of Lake County** was incorporated in early 2005, and currently includes 23 member agencies dealing with some aspect of housing and/or low-income households. The Coalition's mission states that the group "is committed to promoting safe, decent, affordable housing opportunities and related supportive services through education, collaboration and advocacy." Two annual reports have been prepared, and they include information on the variety of programs that Coalition and/or its members administer to advance the Coalition's mission.

Additional programs and entities that are available within the community to assist with these types of efforts are summarized in **Appendix C**.

Crime Free Multi-Housing Program

The Painesville Crime Free Multi-Housing Program started in 1998 when then-director Gayle Hunt completed training at the Mesa Police Department, where the Crime Free Housing program began. The Mesa program was developed in response to a rash of problems that plagued apartment communities in Mesa, and its mission was to involve management and residents of rental properties in a cooperative effort to achieve common goals, primarily to improve the quality of life on and around the properties involved in the program. The program now operates in over 700 cities.

The Crime Free Multi-Housing Program is a three-phase certificate program. Phase one involves an 8-hour seminar conducted by the Police Department, which is offered to property owners, management, and maintenance people. The seminar is held annually. Phase two is the Crime Prevention through Environmental Design (CPTED) phase, which involves an exterior security check of the property. This check involves evaluating lighting, landscaping, window and door locks, cleaning and maintenance issues, etc., and determining whether or not the property meets the minimum requirements set by the program. Property owners often have to invest money in their properties in order to participate in the program.



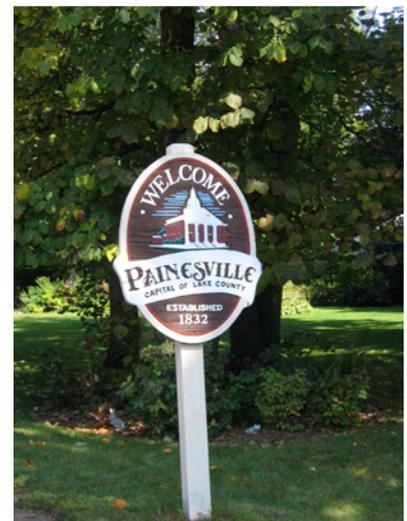
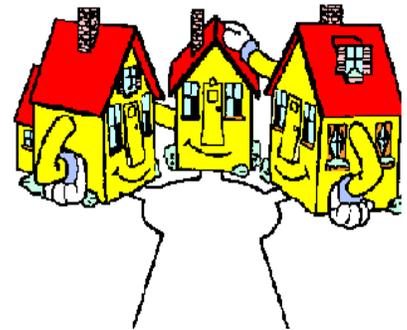
Phase three is the “Safety Social,” a crime prevention/ block watch sort of meeting with the tenants of the properties. Management hosts the Social and the Police Department offers information about the Program, as well as other crime prevention tips and materials. Once this phase is completed, the properties are fully certified as a member of the Painesville Crime Free Multi-Housing Program.

Member properties are given a “Crime Free Lease Addendum,” the most valuable tool of the program. It lists the undesirable activities in which the tenants cannot participate and states that participating in any of these activities violates the lease amendment and is cause for immediate termination of the lease. When officers respond to a call at a participating property, they leave a blue card if the call is a violation of the Crime Free Lease. The Crime Free Officer then contacts the property manager and apprises him of the call, and the manager can then start eviction proceedings. Evictions by the management for unacceptable activities or behaviors have the full support of the Police Department and are carried out quickly and efficiently, generally without litigation.

The Crime Free Program was given new life in 2002 when Chief Luhta took over the program, and additional apartment buildings were solicited for participation. A total of 19 apartment buildings were members of the program that year. Several prominent apartment managers have refurbished their facilities to participate in the Crime Free Housing program, resulting in better property maintenance and less crime and drugs at their facilities. In 2004, there were 1,370 individual housing units in the Program, with a total of 2,750 people, or 15.7% of the City's population that year.

In 2005, the Program required participating properties to meet safety standards in accordance with City Inspection Services and CPTED standards. Resident involvement opportunities were increased, and the Community Involvement Tactical Enforcement (CITE) Team was used to direct attention to properties in need. (The CITE Team consists of off-duty police officers who have agreed to work extra hours to address specific issues.) The K-9 Officer and Crime Prevention Officers spoke at various resident meetings regarding personal and family safety to encourage community support and involvement in the City-wide crime prevention goals.

Under the direction of Police Chief Gary Smith, the City designated a new officer in June of 2006 to manage this program. This Community Service Officer will be in charge of the Crime Free Housing program, as well as the Neighborhood Block Watch program. Many community meetings will continue to be held, and additional property owners will continue to be recruited to participate in the program.



The City of Painesville has found that the Crime Free Program is an effective tool for displacing criminal activity and helping to drastically reduce crime (especially serious crimes) on the participating properties. As a result, residents of the properties now have increased feelings of security and are able to enjoy a better quality of life.

Property owners and managers, residents of the properties, and police officers (and even drug dealers!) have noted that the Crime Free Program is working very well in Painesville, and the atmosphere at the vast majority of the participating properties has completely changed over just a few years. Not only is the eviction process happening more efficiently, but problem people have been restricted from returning to the properties. Managers have adopted better screening practices, assuring more long-term relief as problem persons are replaced with law-abiding citizens.

The Homeless

Since the City of Painesville is the County seat, and most of the County services and programs are available in the Downtown, the City has become a haven for many of the County's disadvantaged persons, including the homeless. Many of the Key People interviewed as part of this planning process, and Steering Committee members, as well as some of the Survey respondents, mentioned the homeless as a detriment to the image of the City, to their feeling of safety, and to the continued revitalization of the Downtown.

The City of Painesville is currently working with a local Task Force to assure that the homeless are brought into shelters on a short-term basis, and into programs for a longer-term transition away from homelessness. Several agencies are working together with the City to resolve homeless issues. Lake County and several agencies receive federal and State funds to assist in these efforts.

Key People Interviews

People interviewed during the planning process expressed a variety of concerns about housing in the City. Specific issues included:

- The preponderance of rental properties, which creates a negative image and results in a negative impact on the City.
- Lack of property maintenance and enforcement, especially rental units.
- The need to disburse public housing evenly throughout the County so that it is not all located in Painesville.
- Properly enforcing housing and building codes.
- The neighborhoods on the north end are old and dilapidated, creating a negative image of the City.
- The need to develop programs to improve home ownership and to work with groups promoting home ownership.

the City and its partners continue to work with a Task Force to transition away from homelessness.



- The preference for private housing assistance, as opposed to State and federal programs.
- The need to hold landlords accountable for their property upkeep.
- With the school construction program, this is an opportune time to dovetail new housing construction and housing rehabilitation programs with the construction of the proposed new school buildings.
- The need to encourage a greater variety of housing stock, specifically more upscale options.
- Preservation of historic homes within the City.
- Converting homes originally designed as single-family homes back to single-family use.

Community Survey

The Community Survey also provided many comments and suggestions about housing in the City of Painesville. Results of the survey were tallied and categorized by:

- All responses to the survey,
- Responses from Neighborhood #1, which was rated as the neighborhood needing the most attention, and
- Comments from all renters responding to the Survey.

In the Survey, residents were asked to identify the five biggest problems in their neighborhoods. “Too much rental housing” was identified as a major problem by 49.2% of all respondents, 60.6% of Neighborhood #1 respondents, and 27.9% of the renters. “Maintenance of private properties” was identified as a major problem by 39.7% of all respondents, 45.5% of those from Neighborhood #1, and 29.4% of the renters.

When asked to identify the top four things the community needs more of, “new single-family homes—moderately priced” ranked #3. Of the respondents to the Survey, 84% owned their homes, compared to 52% of the entire population. Of those respondents who were renters, 74% rent an apartment, 74% are female, and 80% are single. The age groups with the highest percentage of responses were the 20 to 29 age group and the 60 to 69 age group.

Steering Committee Concerns

The Steering Committee also expressed a number of concerns regarding housing in the City of Painesville. Topping their list was the concern, as expressed by so many others, that there was too much rental housing in the City, and the need to increase home ownership. This is evidenced by the home ownership to renter ratios discussed earlier.

Residents say:

- “too much rental housing”
 - “maintenance of private properties” is an issue
 - the community needs “new single-family homes, moderately priced...”
-



Also a Steering Committee concern, as mentioned earlier, was the fact that, since Painesville is the County seat and most of the County programs are housed in Painesville, the City becomes a haven for those who are less fortunate. Homeless persons, welfare recipients, and others move to Painesville because of easy access to County, State, and federal programs, and thus, the City becomes home to a disproportionate number of disadvantaged persons.

The City of Painesville is proud of its heritage and its beginnings as a nursery and garden center, and the influx of Hispanic persons resulting from this history. The City has historically embraced its ethnic diversity, and actually considers its cultural diversity a significant advantage for Painesville residents, and a positive marketing tool. However, with this diversity comes a variety of problems, language barriers being one of them.

The Steering Committee also expressed the concern that traditional neighborhoods were split apart by the conversion of single-family homes into multi-family dwellings, detracting from the “family environment.” As a result, families are less interested in living in these neighborhoods. Members felt that steps need to be taken to encourage converting those units that were originally designed as single-family homes back to single-family dwellings.

Several committee members felt that a rental inspection program needs to be implemented and enforced to force landlords to properly maintain their properties. Others said that the City’s existing ordinances and codes need to be better enforced by City staff. It should be noted that the City of Painesville follows the State Residential and Commercial Building Codes. [The State’s new *Residential Building Code* and the *Ohio Building Code*, which replace the former *Ohio Basic Building Code*, became effective on May 25, 2006.] Since the City must follow these new codes, some of the local control on building code issues, as well as some of the flexibility, has been removed by the State. In addition, these new codes will require some training and adjustment time on the part of City staff, necessitating some patience on the part of local developers and contractors.

Budget cuts at the City, as well as resignations and retirements in positions which have not been replaced, have severely hampered the City’s ability to enforce its property maintenance codes. As a result, in 2006, the City is basically responding to complaints, as opposed to taking a proactive approach to code enforcement, as it did several years ago. Recognizing the importance of code enforcement to neighborhood stability, the City hopes to rectify this situation in the near future. New staff members are being recruited and the City intends on emphasizing improved communication and adoption of standardized checklists to assist with uniform and consistent enforcement.



-
- **...most County programs are housed in Painesville...**
 - **...the City embraces its ethnic diversity...**
 - **...a rental inspection program is needed...**
 - **the City is emphasizing improved communications and adopting standardized checklists to enhance code enforcement...**
-



Although some expressed the concern that the new housing construction would pull many of the higher-end homeowners away from existing City neighborhoods to new developments, causing further deterioration of some neighborhoods, others felt that a majority of the new home owners were coming from outside the City. In fact, statistics gathered by the City for the nine newest subdivisions (Kaim, Lexington Village, Windjammer, Princeton at College Hills, Lighthouse Pointe, Retreat at Rivers Edge, Bank's Landing, Liberty Greens, and Heisley Park) show that only 18.4% of the residents of the 408 occupied units had already been residents of the City of Painesville. The balance came from the following places:

- Other states - 20 (5%)
- Lake County (excluding Painesville City) – 208 (51%)
 - Mentor - 70 (17.2%)
 - Concord Township - 19 (4.7%)
 - Willoughby - 40 (9.8%)
 - Painesville Township - 22 (5.4%)
 - Madison (Village/Township) - 11 (2.7%)
 - Eastlake - 11 (2.7%)
 - Mentor on the Lake - 5 (1.2%)
 - Willowick - 8 (2.0%)
 - Wickliffe - 12 (2.9%)
 - Grand River - 2 (0.5%)
 - Fairport Harbor – 4 (1.0%)
- Cuyahoga County - 53 (13.0%)
- Ashtabula County - 4 (1.0%)
- Geauga County - 8 (2.0%)
- Medina County – 3 (0.7%)
- Portage County – 3 (0.7%)
- Columbus - 4 (1.0%)
- Youngstown - 1 (0.2%)
- Lorain County - 1 (0.2%)
- Unknown - 21 (5.1%)

Attractions for these outsiders are the reasonable and variety of prices of the new housing, the location (away from large urban centers), and the variety and options for educational opportunities within the City. It is also interesting to note the number of households that came from out of state (20), especially those from the popular and sunny states of North Carolina (8), Florida (5), and California (2)!

A majority of new homeowners in the City came from outside the City...



Recommendations

As discussed above, housing is one of the key issues identified throughout the planning process as a major concern to the community and its residents. An analysis of the existing and historical data, and an awareness of what other communities are doing to combat similar problems, has resulted in the following recommendations for consideration by the community. It should be noted that most of these recommendations are not things that the City of Painesville as a political subdivision of the State of Ohio can do. The community of Painesville, however, with the help of City officials and administration, can achieve these goals by working together. Recommendations include:

- The City of Painesville's **Community Development Department** (as recommended and discussed in **Chapter 8**) **should be charged with leading** the City and community partners through an extensive effort to increase home ownership within the City, and to otherwise enhance housing opportunities, as discussed in detail below.
- Critical to achieving an enhanced housing environment in the community, parties must agree to a goal of **increasing the percentage of home ownership** from the current ratio of 52% home ownership to 48% home rental to the 2005 national level of 69% home ownership to 31% home rental, and to evidence some progress toward this goal by the next census. Although the US home ownership percentage (69%) is less than that of Ohio in 2005 (73%), this goal will be a positive step in the right direction. (Once achieving this goal, the community could raise its expectations to the State percentage.) Decision-makers addressing zoning and other development issues within the City should consider this goal when making decisions that will affect the future percentage of home ownership. The City Law Department should become familiar with *Bryco Co. v. City of Milford*, 1999 Ohio App. LEXIS 4750, and *Gerijo, Inc. v. City of Fairfield*, 70 Ohio St. 3d 223 (1994).
- Based on this critical goal, the City should **discourage new rental housing programs and projects** until progress is made toward reaching its goal of 69% home ownership.



- The entire community should **support and reinforce the Crime Free Multi-Housing Program** started by the City's Police Department. By far, this has been one of the most critical programs initiated by the City in the past decade, and its results are evident. All apartment building owners should be strongly encouraged to actively participate in the program. If the City or community can find a legal means to do so, ALL apartment building owners should be FORCED to participate. Participation by owners of new apartment buildings should be required to participate prior to receipt of permits issued by the City.
- **Form a local partnership** of interested parties to work with the City's Community Development Department to spearhead housing rehabilitation and neighborhood redevelopment on a City-wide level. This group should coordinate (not administer) all existing housing and neighborhood programs affecting the City and develop new ones. A major task of the partnership should be to develop programs to increase home ownership among residents of Painesville, so that the ownership/renter ratio achieves the established goal of 69% / 31%. Other tasks are to assure that the City is getting its fair share of the dollars committed to all of the housing programs discussed above, to assure that the various efforts are coordinated to achieve the greatest impact, and to positively market housing opportunities and choices to the community.

(Potential programs and resources to assist with the wide variety of housing efforts that could be undertaken by the local housing partnership are discussed in **Appendix D.**)

- **Work more closely with Lake County** to develop a strategy for housing and neighborhood rehabilitation whereby the County targets more CDBG, HOME, and ADDI funds to the City for specific redevelopment areas. These funds are spent on housing development and rehabilitation, infrastructure improvements, public facility improvements, and community social services, primarily to benefit persons in low- and moderate-income households. The County has about \$2 million that is allocated to about ten different programs, including:
 - Public improvements (e.g. sidewalks)
 - Public facilities – construction funds (e.g. senior centers, community centers, libraries, etc.)
 - Home repair (e.g. paint program)
 - Housing Rehabilitation (including emergency repair and accessibility)
 - Public Services



- Program Administration (staff wages)
- Neighborhood Development Services—Purchase, rehab, resell of homes
- Rental subsidy and security deposits
- Down payment assistance
- American Dream down payment Initiative

Although the City of Painesville receives some funds from these programs each year, an effort should be made to target funds to specific neighborhood rehabilitation efforts for greater impact, and matching these funds with other local, State, or federal funds to achieve a greater impact.

- The partnership should also **work more closely with Lake County regarding the homeless situation**. HUD is pushing for a coordinated planning effort, referred to as “continuum of care” (CoC), whereby the homeless are shepherded through a continuum of assistance from emergency shelters on to transitional ones, and then on to permanent supportive housing or permanent housing (apartments or single-family homes). HUD is attempting to eradicate chronic homelessness within 10 years. To help meet that goal, HUD funds homeless programs through the Emergency Shelter Grant (ESG) program and the Supportive Housing Program (SHP). Lake County has access to grants through these programs as part of its Consolidated Plan process. As stated earlier, Lake County has taken several steps to help address the homeless situation. Even more success could be achieved with an integrated effort spearheaded by the proposed housing partnership.
- **Identify areas for additional in-fill residential development.** *The 1993 Comprehensive Plan* identified fourteen (14) areas for in-fill residential developments. **Exhibit 7-1** identifies general locations of these areas. Of these 14 areas, two have been purchased by the School District for new school buildings, two have been purchased for new parks (one by the City and one by Metroparks), five and a half have been (or soon will be) developed as residential subdivisions, one is proposed for a mixed-use development, and three and a half remain available for development. One of the available areas recently flooded (Fall of 2006), thus its future use must be re-evaluated. A more detailed explanation of the current status of the 1993 recommendations for these 14 areas is included in **Appendix E**.

In addition to the developments that have occurred as proposed in the *1993 Comprehensive Plan*, the following housing developments are also underway or completed.



- **Lexington Village**, located off Newell Street in an area bounded by homes facing Button Avenue, Reed Avenue, and Community Lane. The Lake County CDC has proposed to construct 19 homes in the \$120,000 to \$150,000 price range.
- **Princeton at College Hills**, a 39-unit condominium development has been completed in an area bounded by Chestnut Street on the east, SR 44 on the south, and University Avenue on the west. Prices range from \$94,000 to \$150,000.
- **River's Edge**, a 78-unit condominium development is under construction between the Grand River (on the east) and buildings facing Bank Street on the west, between the railroad tracks on the north and State Street on the south. Units range between \$140,000 and \$225,000.
- **Banks Landing**, a development of 12 condominiums, is being planned for the area between the Grand River on the east, the railroad on the south, Valleyview Drive to the north and Bank Street on the west. Condos will cost approximately \$150,000.

These developments are providing a variety of housing types and prices for residents, meeting a current demand for new housing opportunities for a variety of living styles of local residents, as well as serving as an enticement to draw new residents into the community.

- The City needs to **continue to pursue new housing opportunities**, as the construction of new housing units begins a chain reaction of upgrading housing for a wider group of residents, and as existing homes become available for purchase. The City has worked extremely hard in the past to facilitate new housing developments, such as Heisley Park (225 lots), as mentioned earlier. Additional areas which should continue to be targeted for in-fill development of housing and related neighborhood services, as identified in **Exhibit 7-1**, include:
 - **Area #2 and parts of #7, and #9**, could still be developed as residential areas.
 - The City needs to continue working with the developers of **Heisley Park Subdivision** to successfully complete that project (Area #13).



- The City and its various partners must continue working with Hemisphere Development to successfully develop the **Lakeview Bluffs** project, as this project will likely have the most significant economic impact on the City in the near future. The clean-up of industrial brownfield areas, the provision of public access to the River through recreational areas and trails, the sporting activities that are planned, and all the associated developments, could likely put Painesville on the map as the new place to be in Northeast Ohio.

- The City should also continue working with the developers of the **Shamrock Business Center**, in the southwest corner of the intersection of SR 2 and SR 44. This plan for 300 acres of mixed-use development, as proposed by Shamrock Business Center Ltd., a partnership between Forest City Land Group and M.E. Osborne, includes areas for residential development in a Town Center or life-style center concept. The City has been extremely cooperative to date, approving an Incentive District to help finance public improvements through tax increment financing, adopting the SW Development Plan and Design Guidelines, approving a PUD zoning change, and agreeing to extend utilities to the area. These efforts will go a long way in helping the developers clean up a former industrial site which has been vacant for years, and turn it into a positive, tax-generating development that will be an attractive front door to the City from the west. Access to the site has been planned, and the City needs to continue to work with the developers to achieve the desired roadway improvements.

- The City and the School District should work together to identify **alternative uses for the existing school buildings and/or sites** that will be vacated as part of the new school construction program (see **Exhibit 11-2**). Some of these sites have the potential for reuse as residential (loft apartments or senior housing, as examples) or as sites for new residential construction if the buildings are demolished. The Community Survey specifically asked the question about the desired reuses of the various school sites in an attempt to get a general feeling of public opinion regarding this issue. Six schools are planned to be vacated as part of the new construction program. Survey results indicate the desired re-uses of these sites as follows:
 - Huntington - Residential was the third choice, closely following a community center (#1) and green space (#2).
 - Lathrop - Residential was a close second behind green space.



- St. Clair - Residential was a close second behind green space.
- State Street - Residential was a clear #1 choice for this site.
- Cedarbrook - Residential was the first choice, followed closely by a community center and green space.
- Harvey High - The clear choice for re-use was as a community center, with residential being a distant second choice.

Working with its partners, the School District should continue planning for the re-uses of these properties in a manner that best serves the community at large as well as the respective neighborhoods.

- The City should **review its ordinances** to ensure the best results and the most effective and efficient property maintenance enforcement practices are supported, especially as they relate to rental property. The City has a number of codes in place that are not working as well as they should, and the City should investigate what can be done to strengthen the current procedures. Educating neighborhood groups, civic groups, and others about the regulations and the process is an important goal.
- This City should **consider reviewing** some of HUD's "**Smart Codes in Your Community**," and other "best practices" to determine if some of those current philosophies regarding building rehabilitation codes should be incorporated into City codes. The goal is to be certain that the City's codes encourage, not discourage, rehabilitation of existing buildings, when the buildings are determined to be worth renovating. This is especially important in attempting to restore historic properties and buildings in the downtown, as well as in the older neighborhoods.
- The City should **continue to re-energize its inspection and code compliance staff** as soon as the City budget allows, and
 - assure that these individuals are properly trained on the new Ohio codes;
 - improve the communication among staff, administration, Council, home and building owners, realtors, contractors, and others involved in the construction business within the City; and



- develop and utilize checklists to assure consistent and uniform enforcement of the codes and regulations.

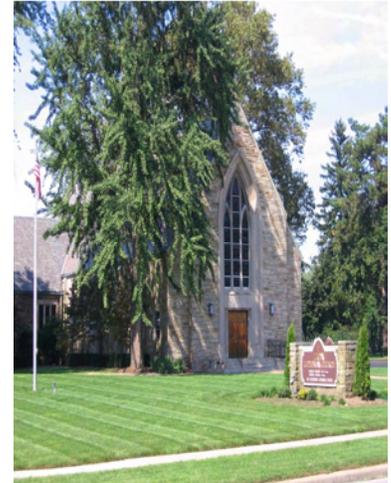
Continuing and enhancing a “user-friendly” system is critical to continued revitalization of the community.

- New incentives and initiatives should be developed by the local partnership mentioned above to **encourage, reward, and facilitate the conversion of homes originally designed for single-family households back to single-family uses**, especially in those neighborhoods that identify this as a key issue. Incentives will likely be needed to make this conversion an attractive and cost-effective alternative. Specific areas for such initiatives include areas with historic homes, such as:
 - The historic Wood neighborhood,
 - The areas around Lake Erie College,
 - Areas south of Downtown between Liberty and State Streets to the Norfolk & Southern Railroad, and
 - Areas north of East Erie Street to the CSX Railroad.
- **Specific neighborhoods or areas should be identified for single-family uses**, and in those neighborhoods, rezonings for dividing of homes into two-family units (or more) should be discouraged in an effort to encourage home ownership to meet the City’s goal of 69% home ownership. These neighborhoods should be targeted for home ownership programs. As it did in the early 1990’s, the City should again consider rezoning any potentially significant areas to single-family from multi-family, whenever the opportunities arise. Extra care should be taken to not divide these identified neighborhoods with roadway projects or other public improvements that result in divisions within the neighborhood.
- There are an abundant number of initiatives recommended for consideration by the local housing partnership as it attempts to implement a comprehensive housing program within the City. These are summarized in **Appendix D**.
- The City should **consider becoming a Certified Local Government (CLG)** so that it can locally designate historic buildings, the owners of which could then be eligible for the new **State income tax credit for historic preservation**. Owners of historic buildings undertaking renovation activities can write off 25% of the cost of the rehabilitation from their State income tax liability. Owners of



eligible buildings may also qualify for the 20% **federal tax credit**. The partnership should become familiar with these programs and promote them locally to encourage preservation of historic homes.

- Of significant interest, in addition to the downtown, is the **Mentor Avenue area**, from Lake Erie College to the west. The historic homes along this corridor should be preserved, and as they are restored, the historical significance and integrity of the structures should be retained and enhanced. **An overlay zone should be considered for this corridor**, to provide the community with an extra layer of review for issues such as land uses, additions, building materials, signage, lighting, paint colors, landscaping, parking, curb cuts, and other design elements. Although the underlying zoning still applies, the overlay zone provides an opportunity for stricter control of specific issues of importance to the community. The overlay zone would become a part of the City's zoning code.
- At one time, the City had an architectural review committee to review proposed plans for renovations or re-uses of historic homes and properties. There were so many objections to this level of review, that the City reserved design review for the downtown only. Given the current emphasis of this Plan and within the community on image, housing, and neighborhood revitalization, **the community should consider asking Council to reinstate architectural review for certain areas of the City.**



Neighborhoods

Neighborhood Trends

This section of the Plan analyzes what has transpired in the various neighborhoods throughout the City of Painesville since the last Comprehensive Plan, and suggests recommendations for the community to consider in order to begin the revitalization and/or enhancement of existing neighborhoods for future generations. It is important to note that many of the recommendations contained in this section cannot be completed solely by the City of Painesville, as a political subdivision, but will require the cooperation of the private sector and community groups to be successful.

The *1993 Comprehensive Plan* utilized Neighborhood Analysis Reports, which were prepared for Urban Renewal Program requirements (a HUD program that no longer exists) and windshield surveys to identify five areas in which there was a high concentration of housing needing major repair. The Plan also identified four areas of the City with high concentrations of housing needing minor repairs. These areas are concentrated in the north central part of the City, primarily bounded by SR 2, Jackson Street, and the Matthews Street area. The exception is the small neighborhood around the Lusard Street/St. Clair Street intersection.

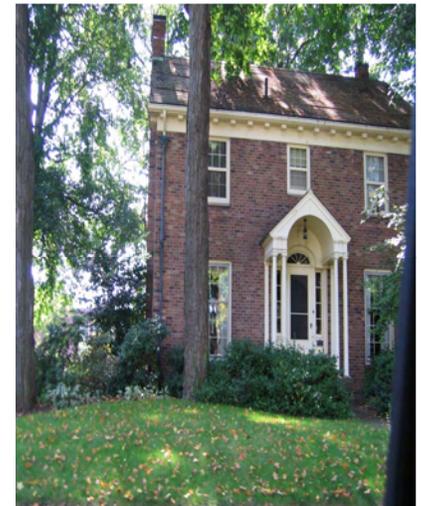
There are no current Neighborhood Analysis Reports, and a detailed housing conditions analysis was not required as part of this Plan Update. However, windshield surveys of the sites and public input from the Steering Committee, the Community Survey, and the Key People Interviews indicate that these areas are still in need of neighborhood revitalization and housing rehabilitation activities, the latter being discussed in **Chapter 7: Housing**.

Neighborhoods Identified in Community Survey

An attempt was made in the Survey to identify neighborhoods within the City, so that specific references could be made regarding neighborhood recommendations. Twelve neighborhoods were outlined on a map presented with the Survey. (Refer to **Exhibit 8-1**.) Some of these neighborhoods do not have names that are identifiable to the general public; however, it was hoped that respondents could at least identify on the map where they lived and where various problem areas were in the City.

The twelve neighborhoods used in the survey are identified as follows, and described in more detail in **Appendix F**:

- **Neighborhood #1** is in the northern part of the City and is bounded by the Grand River on the north, the CSX railroad on the southeast, State Street on the southwest, and Elm Street (southern extension) and the corporate limits on the west. The area immediately west of the proposed new elementary school is often referred to as Homeworth, while the area between SR 2 and Argonne Drive is known to some as the Erickston area.



- **Neighborhood #2** is in the northwest section of the City, bounded by the corporate limits and the Grand River on the west, the railroad on the southwest, SR 2 on the southeast, and State Street on the northeast. It is sometimes referred to as the “North End.” Half of the SR 2/Richmond Street intersection is in the southern corner of the area.
- **Neighborhood #3** is bounded by SR 2 on the north, State Street on the east, the CSX railroad on the south, and Newell Street on the west. The northern part of this neighborhood is often referred to as Fairlawn, and the southern part as Lexington-Stage. It contains the southern half of the SR 2/Richmond Street intersection and a key section of the Richmond Street Corridor.
- **Neighborhood #4** is located in the east central part of the City, and is bounded by the Grand River and/or corporate limits on the east; the River and Main Street, North Park Place, and Richmond Streets on the south; and the CSX railroad on the west and north. The area between Main Street and the River is referred to as Grand River. This is a key neighborhood, as it contains the bulk of the downtown north of Veteran’s Memorial Park.
- **Neighborhood #5** includes the area bounded by Richmond Street to the northeast, Mentor Avenue to the southeast, Newell Street to the west and the CSX railroad to the northwest.
- **Neighborhood #6** is bounded by Newell Street on the east, the Norfolk & Southern railroad on the south, SR 44 on the west, and the CSX railroad on the north. To the north of the CSX tracks is the huge Lubrizol industrial facility, which is currently not part of the City of Painesville.
- **Neighborhood #7** is in the southwestern corner of the City, bounded by SR 2 on the north, SR 44 on the east, Jackson Street and the corporate limits on the south, and the City of Mentor on the west. Until recently, this area has been largely undeveloped.
- **Neighborhood #8** is a small area south of the Norfolk & Southern railroad, between Chestnut Street and SR 44. It is primarily single- and multi-family residential. Some of the single-family homes are on rather large lots, providing a sense of open space between the single-family homes and the apartments. This area is often referred to as Brentwood.

12 neighborhoods were identified as part of the community survey...



- **Neighborhood #9** is bounded by Mentor Avenue on the north, the Metroparks Greenway on the east, the Norfolk & Southern Railroad on the south, and Chestnut Street on the west. This neighborhood is also home to Lake Erie College, the Phillips-Osborne School, the existing middle school, two industries, an apartment complex, a funeral home, and several small businesses.
- **Neighborhood #10** includes a portion of the downtown, from Memorial Square south, as well as a rather dense residential area, and a low area along the River. It is bounded on the north by Park and Main Streets, on the east by the Grand River and the corporate limits, on the south by the Norfolk & Southern railroad, and on the west by the Metroparks Greenway.
- **Neighborhood #11** is located south of the Norfolk & Southern tracks (which form its northern border) in the southeastern-most corner of the City. Its western boundary is the Greenway and its eastern and southern boundaries are the Grand River and the corporate limits. This area is often referred to as the Cumings Allotment.
- **Neighborhood #12** is located in the southern part of the City, and is bounded by the Norfolk & Southern railroad to the north, the Greenway to the east, Chestnut Street to the west, and the corporate limits to the south. Sections of this area are often referred to as Cedarbrook and Liberty Greens. This neighborhood is entirely single-family residential, and contains Cedarbrook Elementary School and park. This school will be vacated as part of the new schools construction program.

...Neighborhoods #1, #3, #4, #5, and #2 need the most community support and attention...

General Neighborhood Issues

- Survey results indicate that **Neighborhoods 1, 3, 4, 5, and 2 need the most community support and attention**, in that order of importance. Specific issues of concern in each neighborhood were discussed in **Appendix F**.
- **There are four Community Reinvestment Areas (CRAs)** in the City. These CRAs are designed to provide tax incentives to property owners investing in their properties through the abatement of new real property taxes resulting from that investment. Terms for the tax incentives range from 8 to 12 years and from 75% to 100% of the taxes (some areas have decreasing percentages each year). Eligible activities in each CRA are as follows:
 - **CRA #1** - Eligible activities include the construction of new residential dwellings (single, duplex, and multi-family), and commercial and industrial buildings.

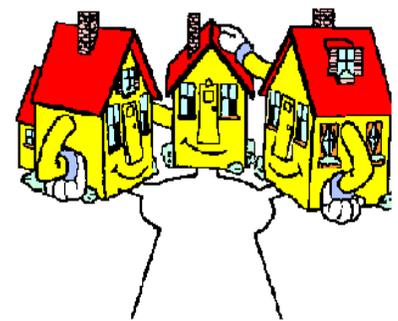
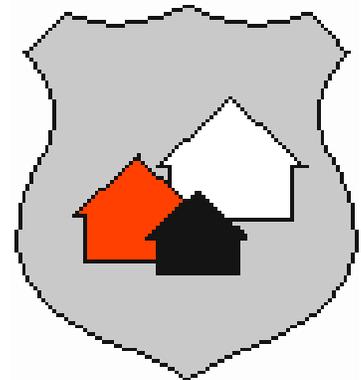


- **CRA #2** - Eligible activities include remodeling and new construction of existing single, duplex, or multi-family housing; commercial structures including retail; and industrial structures.
- **CRA #3** - Eligible activities include remodeling and new construction of single, duplex, and multi-family housing; and commercial and industrial buildings.
- **CRA #4** - Eligible activities include the remodeling and new construction of one- and two-family dwellings and new residential facilities.

These CRAs were established to provide incentives for property owners to invest or reinvest in the identified neighborhoods, either through the renovation and upgrading of their homes, construction of new homes, improvements to neighborhood commercial and industrial facilities, or construction of new commercial and industrial facilities.

- The neighborhood **Block Watch program** has been successful in the City, and new Block Watch groups are starting up. As of February 2006, there were seven existing Block Watch groups in various neighborhoods, and three new groups starting up.
- **The Crime Free Multi-Housing Program** has taken off in Painesville and gets better each year. Through this program, as discussed in the Housing Section, apartment buildings and complexes are becoming safer and more desirable places to live.
- The neighborhoods losing existing school buildings, as well as those scheduled to gain new school buildings under the school construction program, have a new incentive and a **window of opportunity to plan for the future of their neighborhoods**. Eight of the twelve neighborhoods will either lose or gain a school, as indicated in **Exhibit 11-2**, as follows:
 - Neighborhood #1 gains a school
 - Neighborhood #2 loses a school
 - Neighborhood #4 loses a school
 - Neighborhood #5 gains a school
 - Neighborhood #6 loses a school
 - Neighborhood #9 loses a school and gains a school
 - Neighborhood #10 loses 2 schools
 - Neighborhood #12 loses a school and gains 2 schools

the **Block Watch program** and the **Crime Free Multi-Housing program** are very effective...



Recommendations

The following suggestions are offered for neighborhoods interested in organizing and working more closely with the City and existing Council Ward structure to improve the quality of life over time in their neighborhoods.

- The City of Painesville should continue **redefining, enhancing, and strengthening the Community Development Department**, under the Assistant City Manager, to combine a variety of functions including these neighborhood planning issues. As the City continues to experience the type and amount of growth that it is currently experiencing, it will become more and more important to have a central location to funnel all community development-related issues. In addition to the neighborhood redevelopment recommendations contained below, this Department could coordinate the downtown planning efforts that are currently underway, the current economic development staff and activities, zoning and code enforcement, and possibly building inspection. After reviewing the number of recommendations made in the various sections of this Comprehensive Plan Update, it will become even more apparent why a stronger and enhanced Department is warranted.
- The **School District and the City should develop a partnership program** to engage neighborhood groups around the issues of the proposed new school buildings. The School District's construction program provides a great opportunity to develop neighborhood initiatives, with the schools as the central focus, for housing rehabilitation, new housing construction, neighborhood programs, sidewalk improvement programs, etc., as well as student programs to complement school activities. Examples include:
 - The new **Elm Street Elementary School** proposed for the 24-acre site south of SR 2 and west of Elm Street in the northern part of the City is adjacent to a residential neighborhood identified in the *1993 Comprehensive Plan* as an area in which housing rehabilitation is needed. This neighborhood can be very well-defined by roadways (SR 2, Elm Street, the railroad, and State Street), providing an opportunity to do some comprehensive planning and neighborhood revitalization, using the new school building as a catalyst. This is also the key area identified in the Community Survey as needing assistance. (See recommendations under the Neighborhood Section of this Plan for suggestions on revitalization activities.)



- The **State Street Elementary School**, which will be vacated as part of the School Construction program, is also in an area identified in the 1993 Plan as needing housing rehabilitation. The vacating of this building and re-use of this site could be part of an overall neighborhood revitalization program to address housing and other needs in this neighborhood. The Community Survey indicated **residential** as the #1 preference for re-use of the State Street School property, and that should be taken into serious consideration in any redevelopment efforts.
- The proposed **Maple Street Elementary School** is in a location where a variety of land uses converge (residential – both single and multi-family, commercial, industrial, public, and green space). The new school should be the catalyst for a plan that draws all of these uses into a coherent and meaningful scheme that protects single-family homes and incorporates commercial and industrial uses. Appropriately placed pathways, buffers, and green spaces will be critical to accomplishing this.
- The location in the southern part of the City of the **new Middle School**, which will be entirely surrounded by new residential construction, provides an opportunity to plan a well-designed walkable community centered around the school. Walkways and green spaces connecting homes, parks, and retail/service areas should be considered. Pedestrian-level street lighting, benches, signage, streetscaping, and landscaped green spaces should be planned as part of this construction program.
- The City and Schools should **pursue funds through ODOT's new "Safe Routes to School" program**, the goal of which is to improve the ability of primary and middle school students to walk and bicycle to school safely. Funds can be used to facilitate the planning, development, and implementation of projects that will improve safety and reduce traffic, fuel consumption, and air pollution in the vicinity (approximately two miles) of primary and secondary schools (grades K-8). Funds could be used to upgrade intersections and make them safer, install pedestrian crossing signals, and repair and replace sidewalks or paths, as examples.

Survey respondents provided suggestions for re-uses of existing school properties and/or buildings...



- The partnership proposed to be created in the Housing chapter should work with the Community Development Department to **identify all rental units** within the various neighborhoods (including single-family dwellings) so that the Partnership and the City can properly address issues related to rental housing. (Refer to the **Chapter 7: Housing** for rental housing recommendations.) As part of this process, a mechanism for communication and resident input should be developed, so that the most accurate information is obtained.
- **Neighborhood groups should be engaged** to work with their Ward Council Persons and the Community Development Department to provide input on the activities in the various neighborhoods. These groups should take the lead on identifying issues and suggesting solutions for the neighborhoods as discussed elsewhere in this chapter. The neighborhood groups should work not only with the City administration and the proposed Housing Partnership, but also with the School District; businesses, churches and agencies within their neighborhoods; civic and fraternal groups in the community; the City's police, parks, electric, streets, and utilities departments; local banks (which have federal Community Reinvestment Act requirements to meet); and residents of the neighborhoods. These neighborhood groups can become the representative organization for the neighborhood, anticipating that speaking with one strong, unified voice will be more successful than taking no action at all or providing disjointed input. The framework for communication should be established by the City up-front, including a list of who should be contacted for specific issues.
- The **City should earmark a small pot of funds** to support the neighborhood groups with mailings, newsletters, flyers, announcements, and other communication and administrative tasks.
- The Neighborhood Groups should work closely with their Ward Councilperson and the City's Police Department to **enhance existing Block Watch groups**, or to start new ones, until every neighborhood in the City is covered.
- Neighborhoods that are adjacent to, or that serve as entryways into the downtown, should **consider revitalization programs similar to the Elm Street program** in Pennsylvania. The Elm Street program works with the Main Street program to revitalize those neighborhoods that one must pass through in order to reach the downtown, using a five-point approach similar to Main Street's Four Point approach. The five points are:



- Organization
- Promotion
- Design
- Clean, green, and safe activities
- Neighborhood restructuring

As the City works its way through the Main Street program in the downtown, the adjacent neighborhood groups could be working on individual Elm Street-type programs, resulting in a much more positive impact to the City as a whole. This program could also be a function of the proposed Community Development Department.

- Neighborhood groups should **work with the City Parks Department** to address park and recreation needs within each neighborhood. Of special interest are pathway connections between parks, public facilities and other trails, thus connecting the neighborhood to other neighborhoods, the downtown, schools, regional bike paths, the Grand River, and other areas desired by the residents of the neighborhood.
- The neighborhood groups should **work with the City's Inspection and Code Enforcement staff** (and the Community Development Department), to identify problem areas, suggest solutions, and to be part of the solution with the City. Almost all neighborhoods responded in the Survey that maintenance of private properties and code enforcement were needed in their neighborhood and/or throughout the community to make Painesville a better place to live. With budget and staff cuts at the City, private efforts could help make the job a bit easier and result in greater impact and more successful enforcement.
- Neighborhood groups should **work with the City streets and utilities departments** to identify the needs of their areas and to help prioritize which projects should be funded in what order. Of most importance is the identification of street and sidewalk projects. The City has an active street replacement program, and replaces or resurfaces several streets each year. Getting projects on the City's capital improvements list is the first step toward getting a project approved and eventually constructed.
- Neighborhood groups should **be active at the City administration level on activities and decisions that affect their neighborhoods**. They can do so by participating in Council and other public meetings, and in review processes for projects proposed for their

Neighborhoods should work with City Departments to present solutions to neighborhood problems...



neighborhoods through the Community Development Department. Of special concern would be roadway projects that could divide a neighborhood, or bring additional traffic into the neighborhood.

Private projects should also be monitored to assure that no negative impacts affect their neighborhoods. It is important that this interaction takes place early in the various planning processes and in a professional manner, so that all parties benefit from the interaction, and that the final outcome is in the best interests of the community as a whole as well as the individual neighborhoods. Communications should flow through the framework to be provided by the City.

- Some neighborhoods, as they develop from an organizational standpoint, may benefit from **adopting and promoting an identity specific to that neighborhood**. A brand, color scheme, and/or tag line could be adopted and incorporated into gateway signage, banners, street signs, pedestrian street lighting, business letterhead, festivals, shopping centers designs and signage, parks, etc. While creating a special identity serves many functions, each neighborhood must also remember that it is part of a much bigger picture and continue to work for the betterment of the community at large. Neighborhoods could work through the Community Development Department for assistance with these activities.
- Neighborhood groups should work closely with the School District and the City (possibly coordinated by the Community Development Department), as they **continue to explore the potential for a Community Center**. As part of that Center, consideration should also be given to **the need for a Community Arts Center**, which could possibly be located in the same facility. Suggestions for activities to be included in a Community Center include:
 - Art classes
 - Music
 - Dance
 - Drama and theater
 - A community choir
 - After school programs for neighborhood children or teens
 - Senior activities and meeting space
 - A community education component
 - Workforce training in conjunction with area colleges
 - Recreation facilities and activities for children



Civic and fraternal groups, churches, non-profit agencies, local artists, Lake Erie College, Lakeland Community College, and parents should be encouraged to participate in the decision-making process and the implementation of a final decision. Possibly, this facility could be located in **Harvey High School** once it is vacated, as suggested by the survey results and many of the persons interviewed during this planning process. The survey results, which strongly supported a community center, should be used as a reminder when and if comes to raising local funds for the facility and its operation.

It should be noted that the School District is very supportive of this planning process to identify potential re-uses of its school facilities, and has been actively involved in the preparation of Comprehensive Plan Update. Of critical importance to the School District is a long-term agreement with prospective tenants for any of the buildings scheduled for adaptive re-uses.

**the School District worked closely
with the City in the preparation
of this Plan Update...**



Economic Development

Economic development is a key activity in any community wishing to maintain its economic base and to continue to provide job opportunities for its residents, as well as a solid tax base to finance local government and the schools. The City of Painesville has had a successful economic development program, coordinating with many partners in the City and the County. It is home to entrepreneurial successes such as High-Tech Performance Trailers, and national corporations such as Avery Dennison. The combination of geographic location, business and educational resources, skilled labor force, and City-operated and owned utilities (including electric), make Painesville an excellent business location.

Economic Development Entities

There are a variety of agencies that provide economic development services to businesses and residents in the City of Painesville. These include:

City of Painesville Economic Development Department

Staffed with one and a half persons in 2006, and supported by technical personnel from other City departments, this department provides economic development services to companies and individuals wanting to locate, grow or expand in the City. The Office coordinates services and programs with other relevant economic development entities and the State of Ohio, coordinates among the various offices within the City whose services are needed to assist companies, works with private sector partners to assure that local business' needs are met, and assures that incentives and required approvals are obtained through City Administration and Council.

Lake County Economic Development Center

The Center was established in 1985 to address economic growth in Lake County and an increased standard of living for its residents. Its mission is to continually monitor, analyze, and foster the economic development growth of Lake County in partnership with public and private community leaders.

The Center houses the Small Business Development Center, the North Coast International Trade Assistance Center, the Enterprise Zone/Site Selection System, the Lake County Microloan Program, and the Northeast Ohio Procurement Technical Assistance Center, and is involved with workforce development, government contracting, and State and federal loan and grant programs.

**there are many organizations
involved with economic
development...**



Community Improvement Corporation (CIC) of Lake County

The purpose of the CIC of Lake County is to advance, encourage, and promote the industrial, economic, commercial, and civic development of Lake County and the political subdivisions located within it. The CIC acts as the designated agency of the County and several of its municipal corporations for industrial, commercial, distribution, and research development, in accordance with Section 1724.10 of the Ohio Revised Code. The CIC can induce industrial development bonds for the entities that it represents.

Painesville Area Chamber of Commerce

The Chamber of Commerce represents the City and surrounding areas and was formed to address business and community issues, promote growth and development to enrich the economic, civic, social, cultural, and environmental well-being of its communities. If contacted by companies wishing to expand or locate in the City, the Chamber would forward those contacts to the City and/or Lake County Development Center.

Lake County Development Council (LCDC)

This Council's mission is to raise awareness of economic issues through meetings and events open to the public. It initiated a process to address problems and opportunities impacting Lake County business conditions, and unites persons and organizations to address them. The LCDC is considered the "big picture" umbrella organization for economic development in the County.

Past Studies

The City of Painesville has been proactive in studying various issues of concern in the community over the past decade, many of which have a direct relationship to economic development concerns. These studies, as summarized in **Appendix A**, include:

- *Painesville Retention & Expansion Study*, October 2006

This most-recent study involved extensive interviews with executives of 16 key companies in the City between April and October, 2006. The focus was primarily on each company's recent and planned retention and expansion activities, as well as discussions about what they like about being located in Painesville, and what issues they have. Particularly noteworthy are that 75% of those interviewed reported growth and expanding of products or services in the last 5 years, and 75% also have plans to expand in the next 3 years. Specifically, these 12 companies planning to expand are projecting \$8,365,000 in new capital investment and the creation of more than 192 new jobs by 2009.

**many studies have been completed
that address economic
development within the City...**



- *The Camoin Study* (aka *Retail, Office & Industrial Market Analysis & LakeEast Hospital Relocation Economic and Fiscal Impact Analysis*), November 2004.

This study addressed retail, office, and industrial market conditions, as well as the impact of the proposed hospital relocation out of the City to a location adjacent to Interstate 90. A myriad of recommendations were made in that study, including many related to Downtown Painesville, which will be significantly impacted by the loss of the hospital.

- *City of Painesville Economic Development Strategic Plan 2003-2008*, February 2002.

A Strategic Planning Committee consisting of representatives from a cross-section of community groups, industries, and agencies participated in the preparation of this Strategic Plan, with the Ohio State University Extension assisting with compilation of the final report. As part of this study, both a Retail & Services Survey and an Industrial Survey were conducted.

The Plan identifies seven goals:

- improving the image of the City
- enhancing and maintaining a safe community
- strengthening intergovernmental cooperation
- increasing retention, expansion and attraction efforts
- achieving a balanced development of housing options
- celebrating the City's diversity and
- serving as facilitator and information resource for the business community.

The City of Painesville is using this document as a work plan for its Economic Development Department staff.

- *Lake County Comprehensive Plan 2000*.

This study addressed a variety of general goals for the entire County related to open space; balanced development; revitalization of older communities; encouraging agricultural, commercial and industrial prosperity; fostering infrastructure; and providing for good governing, good schools, and good and affordable living conditions.

The Plan touches on economic development issues when it suggests:

the City's Economic Development Strategic Plan 2003-2008 should be updated soon...



- Adding programs and incentives to heighten the importance of the central business districts (it mentions linked deposit, low-interest loans, tax breaks, SIDs, and TIF);
- Planning for and implementing redevelopment;
- Recognizing community economic needs and implementing measures to accomplish them;
- Implementing integrated transportation modes;
- Redeveloping brownfields;
- Considering JEDDs as an alternative to annexation; and
- Charging impact fees to help pay for roads and public improvements.

In addition, the City's 1993 Comprehensive Plan addressed economic development issues, recommending that the City:

- Maintain an economic development program, including promoting the industrial park, the downtown, and the Richmond Street Corridor;
- Identify potential annexation targets, using a cost-benefit analysis to review them;
- Reclaiming the old settling basins for new development;
- Using its utilities as an annexation tool; and
- Undertaking roadway improvements.

The 1993 Plan also noted the need to implement the City's Economic Development Strategic Plan.

Existing Industrial Parks

Most of the industries in the City are located on privately-owned industrial sites located throughout the City but primarily along the Norfolk & Southern and CSX Railroads. The City currently has two industrial parks with sites available for new businesses or business expansions:

- Painesville Industrial Park was established in 1985 and consists of 40 acres, which was subdivided into smaller parcels. This Park is almost filled, with a variety of small industrial companies. It is located south of and adjacent to the CSX Railroad between Jackson, Newell and Richmond Streets. Its main entrance is Prospect Street, which intersects with Richmond Street just south of the CSX Railroad.
- Renaissance Park was started in 2000, when the City purchased 42 acres and provided infrastructure (including high speed fiber) to the property from Newell Street. A State High-Tech 629 grant assisted with the first phase of infrastructure costs, with the balance of the costs financed through assessments. There are currently two companies located in the Park: Core Systems, LLC and Cintas Corporation. The City subsequently extended



Renaissance Parkway to open 21 additional acres of privately owned land and plans to extend it again from its current terminus to the west, where it will join a proposed interchange with SR 44. This new interchange is planned to provide access to the proposed Shamrock Business Center development, and to alleviate existing traffic congestion in the Jackson Street/ SR 44 area.

Current Development Projects

The 21st century brought a considerable amount of interest and a number of new development projects to the City of Painesville. In addition to the ten or so housing developments discussed earlier, two rather significant mixed-use developments are completing their planning and approval processes:

- **Shamrock Business Center** is a 300-acre mixed-use development proposed to be located north of the CSX tracks, west of SR 44, south of SR 2, and east of and adjacent to the City of Mentor corporate limits. The parcel was formerly owner by Diamond Shamrock and was used as storage for brine in deep underground wells. The property has been vacant since 1988, producing no tax revenues or jobs for the area.

The City's 1993 *Comprehensive Plan* identified this area for future mixed uses and targeted it for annexation into the City. In 1997, the City annexed the property and began a long-range planning process for the future development of the site. Access to the site was also identified as a major issue. The City had committed to the property owner the installation of water, sewer, and electric infrastructure to the site as part of the annexation agreement. The road infrastructure was the developer's responsibility.

In 2002, the City adopted the *Painesville SW Development Plan and Design Guidelines* for Shamrock Business Center, proposed to be developed by a partnership between Forest City Land Group and M.E. Osborne. The project was designed to include about 500 courtyard and town homes in addition to commercial, retail, industrial, and office sites and green space, all in a Town Center design concept. About 60 acres will be designated for industrial use.

Roadways to the site will be financed through a Tax Incentive Financing (TIF) agreement between the developer and the City. As part of the infrastructure project, wetlands will be preserved and a bike path with landscape features will be constructed. A new interchange at SR 44 will be constructed to provide access to the development. As part of that interchange project, the current half interchange at Jackson Street will be eliminated.



- Lakeview Bluffs is a proposed 456-acre brownfield redevelopment project in the northern part of the City planned by Hemisphere Corporation. The project includes an additional 744 acres outside the City limits all the way north to Lake Erie (total project acreage is 1,200 acres). Working with IMG (a sports management group), Hemisphere plans to develop golf courses and other sports related facilities, including walkways along the Grand River.

The 456 acres that are within the City are master planned for residential development, taking advantage of the spectacular views of the Grand River. In addition, the former Diamond Shamrock waste lake provides ideal soil conditions for growing several varieties of grapes. A small vineyard has been planted and additional agricultural development is proposed. Lastly, the site is proposed to include a Trout Club to take advantage of the high quality fishing that is available on the Grand River and the several new ponds that are proposed.

Key People and Community Survey Results

The key people interviewed as part of this planning process identified several issues related to economic development that should be addressed by appropriate parties. In addition, over 500 residents responded to the Community Survey, expressing their thoughts on various issues, including economic development. The economic development issues raised through these two processes, and as discussed at Steering Committee meetings, include:

- Commercial development should be focused in the downtown, along the Richmond Street Corridor, and along US 20.
- Retail in the downtown and industrial development - these were the top two things that Survey respondents felt were needed most in the City.
- The availability of better or more complete high-speed fiber or broadband throughout the community.
- Better coordination of, and assistance with, the myriad of approvals needed to open a business in the City.
- More promotion of programs and incentives available to assist businesses, to generate awareness, and provide more assistance with them.
- Better communication among businesses to generate synergies.
- Identify niche and/or cluster businesses or industries for the City and implement a better mechanism to attract them into the City.
- Consider innovative and alternative energy research as a possible niche industry, and potential alliances with the Akron Polymer Center.
- Create a more positive image of the City to successfully attract businesses.



- Better marketing of the City's assets, especially its municipal electric service.
- Enhancing the City's connection with I-90.
- Focus industrial development near SR 2 and improve the SR 44/Jackson Street intersection.
- Enhance workforce development programs and services, including GED programs, re-entry programs, education high school students about careers, apprenticeship programs, etc.
- Provide more job opportunities.
- Encourage Hispanic and other minority entrepreneurship.
- Work together to acquire the best possible tenants for the hospital building, once it is vacated.
- Continue to enhance the Richmond Street Corridor.
- Address traffic, taxes, crime, and job opportunities - the top four things that Survey respondents felt got worse in the past five years.

Annexations

The 1993 *Comprehensive Plan* identified seven areas that should be targeted for annexation to the City to accomplish the goals and strategies set forth in the Plan. To date, three have been annexed, and part of another area annexed.

One area, the Sidley property northeast of the City, which is proposed as a large residential subdivision, is the subject of a Cooperative Economic Development Agreement (CEDA) with the City to provide sanitary sewer services. Because of this agreement, it will not be annexed. The costs to the City to provide services to that area outweighed the financial benefit to the City of an annexation. However, if any part of the project is developed commercially, and it is contiguous to the City, provisions require that the commercial property be annexed. If any commercial land is developed that is not contiguous to the City, a Joint Economic Development District (JEDD-see Chapter 11) will be established.

The Lakeview Bluffs area and project has been the basis of many negotiations among the City, the Township, Fairport Harbor and other entities. A cooperative agreement has been developed, which allows for annexation of the area north of the River only if it is determined to be in the best interest of all parties. The City does not intend to aggressively pursue this option for annexation, but will be responsive if/when asked.

In order for the City to continue to grow, additional property will have to be annexed, acknowledging that annexation laws in Ohio have changed since the last Plan. New revenue sharing agreement frameworks have been adopted in Ohio, providing a variety of mechanisms for cities and townships to share in future development. Areas identified for future potential annexation are discussed in **Chapter 11: Land Use**.



The City's philosophy regarding annexation is to be aggressive to the point that City utilities can service the land to be annexed. Each potential annexation is evaluated from a cost-benefit perspective to determine if there is a financial benefit to the City to annex. The City's electric utility is one of the most attractive services that the City can provide, and property owners often opt to annex in order to receive the reduced rates and reliable service of the City's electric system.

Incentive Programs

The City of Painesville's Economic Development Department has a variety of programs and incentives available to assist companies expanding or locating in the City. These are summarized in a *2005 Business Assistance Resource Guide*, which also includes programs and technical assistance available through Lake County, Northeast Ohio organizations, the State of Ohio, and the federal government. Websites are identified for these agencies, as well as other contact information.

Recommendations

Based on the fact that the *Economic Development Strategic Plan* and the *Camoin Study* are still current, the City decided not to include an in-depth strategy for economic development in this Comprehensive Plan Update. Thus, only the following recommendations are offered:

- The City should **update its EDS Plan** based on the recommendations in the *Camoin Study*, especially as they relate to target markets, the downtown, re-use of the hospital, and office and industrial demands. The City should also **incorporate data** from the *Northeast Ohio Regional Retail Analysis* as it reconfirms its goals and objectives for economic development within the City.
- The City's ED staff should pursue companies and/or land uses for those areas identified for **potential annexations** into the City, especially those areas offering private sector jobs and investment. Areas for potential annexation are identified and discussed in **Chapter 11: Land Use**.
- Although there are a myriad of programs and agencies involved with workforce training, this appears to be an area that is either not properly marketed, or not functioning as well as it could be. There were many comments from the Key People interviews suggesting some confusion on the delivery of this service. The **City and its ED partners should address these issues:**
 - Training for skilled and semi-skilled workers to address the current lack of the same
 - Educating workers so that they can pass both the skill tests and the drug tests

The City should:

- **Update its EDS Plan**
 - **Pursue development in potential annexation areas**
 - **Address workforce development**
-



- Enticing skilled workers to work in Painesville (as opposed to outside the City)
- Getting a handle on what skills the current workforce has
- Determining how Painesville companies recruit workers
- Educating students about what is expected of them at a job
- Assisting people with getting their GEDs
- Re-entry programs
- Mentoring programs
- The need for vocational training at the high school
- The proposed community center could be used as a location to undertake some workforce development programs

Several references were made regarding the fact that the Jobs & Family Services agency was doing a good job, but that possibly better coordination among agencies was needed, as well as better marketing of the services that are available in the City.

- The City should **consider a change to its income tax policy** which currently allows 100% of the employees' income taxes to be paid to the municipality in which they work. The City should consider requiring that some percentage also be paid to the community in which the employees live—that being Painesville. Many communities in Ohio currently do this to generate additional funds.
- The City should continue to **encourage in-fill redevelopment and brownfield redevelopment** which it has been doing so successfully in the recent past. Some of the City's current and past projects could be model projects in the State.
- The City and its partners should continue to **increase all of its economic development efforts** within the City, especially its business attraction efforts, and make them more widely known to the general public.
- The City's ED Department should continue to **work with the Chamber of Commerce and its other ED partners to expand efforts to:**
 - Provide business planning assistance to companies (working with SCORE and other partners)
 - Be more proactive in "welcoming" companies to town
 - Encourage more communication and synergies among local businesses
 - Better market the "small town" character of the City and the various assets
 - Encourage and assist Hispanic entrepreneurs

The City should:

- **Consider a change in its income tax policy**
 - **Encourage in-fill development and brownfield redevelopment**
 - **Increase economic development efforts**
 - **Work with Chamber and other ED partners**
-



- Better publicize its partnerships with unions regarding apprenticeship programs
- Identify and recruit specific businesses to the area
- Help companies complete compliance reports (such as Enterprise Zone and JCTC Annual Reports)
- Identify a niche industry or cluster of industries and market to them
- Capitalize on the historic nursery industry
- Remove vacant and non-usable industrial buildings



Downtown

The history of downtown Painesville likely goes back to 1809, when the first framed schoolhouse was erected at the corner of Park and Main Streets, the present site of Victoria Place. The downtown experienced substantial growth and served as the geographic, governmental, social, and commercial center of the community for decades. With the construction of the hospital in the downtown, the downtown also became the center for medical activities.

As with most downtowns in older, historic communities, Painesville's downtown went through several transitions as commercial markets and trends changed. The proliferation of shopping centers and malls in the greater Cleveland area successfully enticed shoppers away from downtown Painesville, destroying the retail core that held the community's attention for decades.

Attempts were made to restore the retail core through the Urban Renewal program in the late 1960's and early 1970's. This resulted in the demolition of a number of older and often historic buildings in the retail core and in the construction of Victoria Place as a small urban mall. Additionally, a strip center style discount store was constructed at the center of the retail core which impacted the basic characteristics that entice businesses into a downtown. Those efforts never achieved the desired retail potential. Coupled with the proliferation of County government services in the heart of the downtown, it has been difficult at best to rejuvenate a healthy retail climate.

Over the past decade, however, there has been a successful national effort to restore "Main Streets" throughout the US. The State of Ohio joined that National Main Street effort and established Heritage Ohio, Inc. (formerly Downtown Ohio, Inc.) to manage the program for Ohio communities. Heritage Ohio provides many services to communities interested in pursuing Main Street status, starting with a Downtown Assessment Resource Team (DART) visit, during which a team of downtown experts will meet with local leaders, evaluate the downtown in the context of the overall community, and provide a written report with recommendations for revitalizing the downtown and becoming a part of the Main Street program.

Downtown Entities

Currently there is not a downtown business association or any other well-established group of interested property owners and business owners managing the activities of the downtown. The City's Economic Development Department is currently working with a group of individuals who are interested in establishing such an organization to follow through on the Main Street approach. Representatives attended a Heritage Ohio pre-application workshop to learn more about what is required to become a



Main Street community. At this point (mid-2006), the group is attempting to acquire funding and support to continue this effort.

Other entities that are currently involved in the downtown include:

Painesville Area Chamber of Commerce. The Chamber undertakes the normal chamber-type activities for the entire City, as well as portions of Concord Township, Fairport Harbor, Grand River, Leroy Township, and Painesville Township. By its charter, their efforts are not directed solely toward downtown Painesville.

Lake County Conventions and Visitors Bureau (CVB). The CVB is a countywide organization designed to promote the cultural, recreational, and business environment of Lake County. It has an extensive and very informative website addressing most issues that interested parties would want to know. A calendar of events is updated regularly for all communities in the County and is posted on the website. Activities and events in downtown Painesville can be and are included on this website.

Painesville City Improvement Corporation (PCIC). The PCIC is a chartered non-profit group of business people and residents of Painesville, who are committed to improving the economic and cultural arts development in Painesville and the surrounding area. PCIC, which has been in existence of 28 years, has provided over \$65,000 in grants in the past five years to organizations such as the Chamber of Commerce, the City, Big Brothers/Big Sisters, Habitat for Humanity, the Salvation Army, the YMCA, and others.

The PCIC provided the amplification systems for the hearing and ADD impaired students at Painesville City Schools, the irrigation system for Veteran's Park, and thermal imaging rescue equipment for the fire department. In 2006, the PCIC donated \$10,000 to the City for new picnic tables in City parks. PCIC's economic development committee is currently working on several other major projects. (This should not be confused with the Lake County Community Improvement Corporation (CIC) which is an organization established under the Ohio Revised Code for economic development purposes and is used to induce Industrial Development Bonds for specific projects.)

Events

There are numerous events and activities happening in the downtown each year, under the direction of a variety of groups. These events are listed in the Parks & Recreation Directory, which is published quarterly on the Lake County Convention and Visitors Bureau (CVB) web site. Activities include:

- Easter Egg Hunt
- Earth & Gardeners Day
- Farmers Market

there are several existing entities involved in downtown development...

there are numerous events held each year in the downtown...



- Fall Festival
- Community Open Air Market
- Sunday Gazebo Concerts
- Party in the Park/Free Music Festival
- 5 Mile Run – 2 Mile Walk
- Art in the Park
- Taste of Painesville
- Harvest Dance – 50's Sock Hop
- Spirit of the Season

The City publishes a downtown brochure which includes a shopping map and an historic walking tour. Organizers of the Free Music Festival, which is held each year in the City, as well as other event planners, should consider advertising on the CVB web site, as well.

Current Study

The City has retained a Consultant to study the potential for a **downtown transit center**, along with pedestrian and bicycle connections to the Greenway and the Lake Erie shoreline. Working with a group of local stakeholders, the Consultant should complete the study in early 2007. The project is being funded with a grant under NOACA's Transportation for Livable Communities Initiative. Issues which will be addressed include: maximizing connectivity to transit, the Metroparks' Greenway system, the historic railroad station, LakeTran, the downtown, Greyhound services, City and other parks, the Grand River, and other key transportation services. The study has identified economic development as a primary goal of this effort.

Past Studies

The City of Painesville has been very proactive in identifying and analyzing key issues in the community, and identifying and implementing solutions. Several past studies have addressed downtown issues, including:

- The *1993 Comprehensive Plan* reiterated the need to implement the *City's Economic Development Strategy* as it related to the downtown.
- The *City's Economic Development Strategy* incorporated a Retail & Services Survey and provided several recommendations for the downtown, including:
 - Promote the safety of the downtown
 - Facilitate downtown redevelopment and infill opportunities
 - Attract specialty businesses and restaurants to the downtown
 - Target businesses that utilize County offices, courts, and the hospital
 - Enhance and expand communication with businesses



- Educate businesses relative to building and permit requirements
- Promote and facilitate business-to-business interaction
- Host special events highlighting the City's diversity
- Promote the City as an "International City"
- Explore the concept of developing a business cultural concentration
- Research and maintain information on funding and business assistance resource programs

Many of these goals have been attained and others are still being developed.

- The *Retail, Office & Industrial Market Analysis* completed by Camoin Associates in November 2004 provided an extensive analysis of the various markets in the downtown, and addressed extensively the forthcoming relocation of LakeEast Hospital out of the downtown. A summary of all of the recommendations of this report is contained in **Appendix A**. Those key issues mentioned relative to the downtown are:

- There is an opportunity for the City to capture some of the demand for goods and services for the southern and eastern portions of the County that are relatively underserved.
- Restaurants, specialty retail, and special events are drawing people back to the downtown.
- Nationally, there is an increased interest in Main Street Districts by national retailers.
- The leading market segments in the Painesville Trade Area include some of the most affluent in the nation.
- In-migration presents an opportunity to influence shopping habits.
- Sales leakage to stores outside the Trade Area is estimated at \$454.4 million per year (44 cents of every \$1). This is especially true for:
 - Grocery stores
 - Miscellaneous/specialty retail
 - General merchandise
 - Consumer electronics
 - Eating and drinking places
- Lake Erie Hospital could be adapted for mixed-use retail and commercial office (first floor) and residential (second floor).
- Incentive districts should be developed to upgrade Class B & C office space.
- Consider incentives to help recruit additional specialty retail to the downtown.
- Upper floor Class C office space should be converted to market-rate housing.
- Pursue the Ohio Main Street program.

numerous studies have been done that address downtown issues...



- Utilize Tax Increment Financing (TIF).
- Promote mixed-use infill along Main and State Streets.

It should also be noted that the City's Zoning Code contains Design Review Standards for the downtown in Chapter 1146. Although they are not based on the *Secretary of the Interior's Standards for Rehabilitation*, they provide basic guidelines for development and redevelopment in the central business district.

Key People and Community Survey Results

As part of the public input efforts of this comprehensive planning process, several questions related to the downtown were asked in the Key People Interviews and in the Community Survey. The ideas and opinions expressed pretty much echo issues addressed in the previously noted studies. Key points include:

- The community responded that "improved retail, office, and commercial uses" is the #1 item that "the community needs more of."
- Revitalization of the downtown is critical to Painesville's future. Maintain the small town charm and keep the Square pedestrian.
- Commercial activities should be focused in the downtown, on Richmond Street, and on US 20.
- Fast food restaurants should be kept on Richmond Street, not in the downtown.
- The downtown closes down at 5:00, in large part because the County's employees leave for the day.
- Coordinated merchant hours are needed.
- A viable merchants' organization is needed and the Main Street approach should be followed.
- A marketing and advertising plan is needed.
- Every conceivable adaptive use for the hospital was mentioned by someone.
- As great a facility as Victoria Place is, it doesn't lend itself to enhancing the retail aspects of the downtown. The same is true for the large County office buildings and the large expanses of parking lots.
- Vacant second floors should be dedicated to office or housing uses, although elevators will be needed for accessibility.
- Developers should be recruited to undertake large redevelopment projects.
- Issues regarding the homeless need to be addressed (see Housing Chapter).
- No-one wants to see any more bars or clubs in the downtown.
- Cities all over the country are trying to develop Town Squares, and "Painesville has a perfect one!"
- Minority businesses and entrepreneurs should be encouraged.
- Businesses that rely on the County government and the courts should be recruited.



- The parking garage is poorly lit, perceived as too far away, and located in the wrong part of town. A better pedestrian connection is needed. Plus, the meters in front of businesses are a problem. The greatest parking problem is in the courthouse area.
- Better signage is needed regarding parking as is better awareness of parking options.
- The Grand River should be targeted and connected to the downtown.
- Specific businesses that would do well in the downtown should be identified and then actively recruited. More retail and restaurants are needed.
- Suggestions regarding types of businesses to recruit for the downtown include:
 - Artist lofts, senior housing, condos
 - Upscale specialty shops
 - An anchor restaurant
 - Record store
 - Entertainment center or facilities
 - Cultural facilities
 - Outdoor gathering spaces
 - Businesses that cater to 20-30 year olds
 - An internet café

Recommendations

Since the downtown has been studied at length in past studies, and since there is a new group working with the City to address downtown issues, the City requested that little time be spent on this section of the Comprehensive Plan Update. Therefore, only the following general recommendations are made to assist the new group with getting organized, establishing a work program that could help it attain Main Street status, and in identifying financing sources to assist with that effort.

Getting organized is the first step in any project, and downtown revitalization is no exception. According to the Main Street model, the workload is divided along Four Points, not only to lighten the load for each individual person, but also to maximize each person's natural gifts and create a team environment in which many segments of the community work together to achieve a common goal, in this case, the restored vibrancy of the downtown. Typically the Organization Committee (one of four standard committees, as discussed below) is responsible for implementing action steps related to organizational fund-raising, volunteer management, membership development, and general promotion of the organization itself, which are the steps that Painesville needs to take first.



**the Downtown should adopt the
Main Street Program...**



Recommendations include:

- A **general vision for the downtown should be developed**, including the potential redefining of the boundaries of the “downtown.” (The most current boundaries of the downtown are illustrated in **Exhibit 10-1.**) Action steps for each of the recommended four committees are rooted in this vision, with each person and committee working to achieve the overall goals.
- The City and the future Main Street group should **maintain membership in Heritage Ohio** (the administrator of the State-wide Ohio Main Street program) and utilize its technical expertise whenever possible. A Downtown Assessment Resource Team (DART) visit should be requested to evaluate the downtown, provide direction, and energize the community’s downtown revitalization momentum. Also, a DART visit is a pre-requisite for applying to the Ohio Main Street Program for Main Street designation.
- The future Main Street group should be incorporated as a **private, non-profit organization** in order to receive donations of land, buildings or monetary contributions in exchange for a tax deduction for the contributors.
- In order to maintain a vibrant downtown, a **solid management team and strategy** are required. Once formed, the Main Street group should establish at least four standing committees based on Main Street’s Four Points: Organization, Design, Economic Restructuring, and Promotions.
 - **Organization:** This committee works to build an organizational framework that is representative of a broad range of community supporters, including civic groups, merchants, bankers, property owners, citizens, public officials and the Chamber of Commerce. A strong organization provides the stability needed to build and maintain a long-term revitalization effort.
 - **Design:** This committee works to enhance the aesthetic qualities of the business district. Historic building rehabilitation, appropriate in-fill construction, street and alley clean-ups, colorful banners, landscaping, street lighting and furniture all improve the physical appearance of the downtown as a quality place to shop, work, and live.



...create a vision

...join Heritage Ohio, Inc.

...incorporate as a private, non-profit

...establish a team and strategy



- **Economic Restructuring:** This committee analyzes current market forces to develop long-term strategies and solutions for the economic revitalization of the downtown. Municipal infrastructure investment and business expansion, retention and recruitment of new businesses, and creative and adaptive re-use of vacant spaces sharpen the competitiveness of the downtown's traditional retail merchants and service businesses.
- **Promotion:** This committee markets the downtown as a destination to entice shoppers, investors and visitors. Street festivals, retail events, heritage tourism and image development are some of the ways a local revitalization organization encourages consumer traffic downtown.
- The City's Community Development Department and the Main Street group should continue to work on their three-year plan to **pursue State and National Main Street designations**, as one end product of a downtown planning and implementation process.
- A long-range goal of the organization should be to hire a **full-time Downtown Manager** to be the key person coordinating all activities in the downtown. The Downtown Manager should coordinate the activities of the four committees, and also should serve as the primary liaison between the Main Street group, the City, and the Chamber, as well as other organizations.
- The **Main Street group should establish itself as a coordinating entity** for all downtown activities, not necessarily organizing or sponsoring each event, but making sure that all civic groups and the City use the downtown regularly as the center stage for community events.
- A **dues structure** should be established for the Main Street group. It is strongly recommended that membership be linked with the Chamber of Commerce to avoid consumer confusion and to boost both organizations' membership lists.
- The **entire community should continue to be involved** in the implementation of revitalization strategies for the downtown, and also in the celebrations of each achievement. The downtown is the community's "living room;" each resident has a certain amount of ownership of this public space. That sense of ownership should be fostered and developed over time so that the entire community, generation after generation, feels responsible for the overall health and security of the downtown.



...pursue State and Nation Main Street status

...hire a Downtown Manager

...serve as a coordinating entity

...establish dues

...involve entire community



- The Community Development Department and Main Street group should work together to determine if the **zoning changes** made after the 1993 Plan are as effective as desired. Those changes prohibited the location of offices on the ground floors of buildings within a designated area of the downtown, without the approval of the Planning Commission. It may be necessary to strengthen the language of this zoning requirement so that exceptions are not granted. In addition, the boundaries of the designated area to which this requirement applies may need to be expanded. As part of the overall planning for the revitalization of the downtown, these issues should be addressed.

Financing Options

Stable funding for the Main Street group must be maintained in order for a long-term revitalization program to succeed. The Main Street group should **diversify funding sources**, following the National Main Street Center's recommendation that 1/3 funding come from governmental sources (City, County, etc.), 1/3 from memberships and/or private investment, and 1/3 from other sources such as fund-raising events, festival proceeds, or grants. Recommendations for **organizational funding** include:

- The City, Chamber and/or Main Street group, at some point in the future, should consider establishing a **Special Improvement District (SID)** to generate funds to support infrastructure, planning, marketing, maintenance, economic development, management, and other activities in the downtown. The SID, if agreed upon by the majority of the property owners, would assess a fee to properties within the SID. The formula to determine that fee would be decided upon and agreed to by the property owners. Funds raised from this self-assessment would be placed in a special account at the City to finance specific downtown projects. One possibility is to consider using SID funds to construct elevators that could make upper floors of several contiguous buildings handicapped accessible. The newly formed Main Street group could easily assume the responsibility for the SID, and designate a management fee, which would provide it sustainable funding,
- The Main Street group's Promotions and Organization committees could **develop fund-raising programs** such as "adopt a street light (bench, planter, etc.)", buy a brick program, and other methods of raising funds for local programs. These local funds can be used as leverage to acquire some of the State grants mentioned above. The Main Street group's fund-raising calendar should be coordinated carefully with the Chamber's and other group's calendars so efforts do not overlap and/or overburden any one donor group.



- A **private, for-profit investment group** could be created, composed of individuals with vested interest in the downtown, to purchase, renovate, lease and/or sell properties within the downtown. This could be a Limited Liability Corporation (LLC). Similarly, the community could consider forming a Community Development Corporation (CDC) to undertake certain projects consistent with the downtown plan (similar to Lake Communities Development Corporation, but solely for the downtown). CDCs can be recipients of certain grant funds for which private and public organizations are not eligible. This would open new avenues to receiving funds into the downtown improvement process. This may also be an option through the Economic Development Committee of the PCIC.

For any downtown program to succeed, technical and financial assistance and incentives must be available to encourage and entice property owners to invest further in their properties. There are several programs available, and many initiatives that the City and/or Main Street group could implement to provide assistance to merchants and building owners, as well as to finance public improvement projects. In no particular order, they include:

- The City should investigate the Ohio Department of Transportation's (ODOT) **Transportation Enhancement Program (TEP)** as a funding source. The State's website says "this program provides funds for projects that enhance surface transportation by improving the cultural, historic, aesthetic, and environmental aspects" of the community. With this program, the City could secure 80% of construction costs through the grant with a matching 20% from City funds. This does not cover engineering or design costs, but is still a popular and lucrative source of dollars to improve the physical environment. (TEP is administered locally by NOACA.)
- The City should publicize benefits available through its **Community Reinvestment Area (CRA)** to downtown businesses and property owners. Property owners could use this incentive (tax abatement on new real property taxes resulting from improvements to buildings or construction of new buildings), in conjunction with other financing tools to maximize their rehabilitation or investment dollars.
- The City and Main Street group should continue to **market the PLEDGE Linked Deposit Program**.
- The Main Street Group and/or the City could request assistance from the **Ohio Historic Preservation Office (OHPO)** and its **Building Doctor Program** to educate building owners on the proper methods of renovating historic structures. Once again, understanding the concepts behind the regulations can make compliance with them less onerous.



- The Main Street group and/or the City should become familiar with the **Federal Rehabilitation Tax Credit program**, so as to educate owners of properties listed on the National Register of Historic Places or located within in a National Register historic district about this program. This program provides a 20% reimbursement of the cost of the rehabilitation to the property owner. If the property is not listed on the Register or located in a National Register historic district, but was built before 1936, it could be eligible for a 10% rehabilitation tax credit.
- A **State Investment Tax Credit** could be available through a brand new program approved by the State of Ohio that provides a 25% tax credit for the restoration and rehabilitation of Ohio's vacant and underutilized historic buildings. This tax credit is a dollar-for-dollar reduction in taxes owed. Owners of buildings listed on the National Register, certified as contributing to a registered historic district, or designated by a Certified Local Government would be eligible for this credit.
- The City should investigate the use of **Low Income Housing Tax Credits (LIHTC)** for projects involving the rehabilitation of upper floors. Use of this tax credit can result in substantial leverage for owners looking at innovative ways to fill gaps in building rehabilitation pro formas. Not only could this tax credit help make units available to residents with fixed incomes, such as the senior population, but it could also provide decent shelter to single-parent families, or other families just starting out who cannot necessarily afford to purchase a home of their own.
- The City should **investigate becoming a Certified Local Government (CLG)**. The CLG program is administered by the Ohio Historic Preservation Office and rewards communities which have instituted local preservation legislation with the ability to apply for grant funds for a wide variety of projects including bricks and mortar, advertising, educational programs, and staff support. While this fund is typically not large, applicants are limited to those communities certified as CLGs by the State.
- The Main Street group should work with the Painesville City Improvement Corporation (PCIC) to establish a **Foundation**, to encourage donations to this worthwhile cause.

**there are many funding programs
available to help with
downtown revitalization...**



Training Opportunities

All people involved in the downtown revitalization effort should have training made available to them. In order to mount a successful, professional revitalization effort, it is imperative that each person have a firm understanding of his role and responsibility in the revitalization process. Training is critical to job performance, and specialized training is often considered a “perk” or benefit to those volunteering their time. Recommendations and a list of readily available training opportunities are provided in **Appendix G**.

Organizational Development

Developing a sustainable organization is possibly the single most important thing a city can do to ensure the on-going vitality of its downtown. Just as a mall is managed around the clock by professional staff that oversees the retail mix and promotional events, and constantly monitor the market and economic trends affecting the mall's tenants, the City needs to create a parallel management structure for its downtown. To that end, the following recommendations are offered as long-range initiatives for the downtown, understanding that they are dependent upon the acquisition of adequate funding for implementation:

- **Create a professional organization** that clearly articulates its mission and goals, meets regularly, and follows through on its plans. This is extremely important in order to foster the kind of credibility the organization will need to build consensus, year after year, among all downtown stakeholders regarding the direction for downtown revitalization activities. Membership development and sponsorship recruitment also depend heavily on this reputation.
- **Document roles and responsibilities for each position** in the organization, making each person accountable for activities promised, but allowing for “life” to happen. Individuals can fail, but the team cannot.
- Organize the work plan to **distribute the workload evenly** among each of the Four Points. Not only does this ensure a balanced approach (which in turn ensures ultimate momentum and success), but it also engages a wide variety of people in projects, instilling ownership in the downtown revitalization movement and making a broad cross section of the community responsible for the movement's success.
- The board must **remain true to the established vision**, seeking out partnerships and funding sources that support that mission. Don't be tempted to distort the organization's focus to incorporate activities or programs that do not serve the downtown in a meaningful way. This is a dangerous and slippery slope that can derail positive momentum. Similarly, don't expect staff members to conduct all fund-raising



activities and membership campaigns. If staff members are focused on raising their own salaries, they cannot focus on the mission of the organization.

- **Set up a comprehensive volunteer management system**, including orientation, training, benefits, recognition, and termination policies and procedures. Not only will this keep expectations clear, but it will also heighten the perception of the organization as a professional entity. Because the Main Street approach relies heavily on volunteers for its success, it is absolutely imperative that a proactive and positive volunteer management system be in place. It doesn't necessarily have to be formal (i.e. personnel files for each volunteer employee), but it does have to be consistent and clear.
- Recognize that each person who contributes to the organization, or any partner that works alongside the organization, has motivations for whatever they are doing. Some are self-serving, other are altruistic. All are okay. The key is to understand the motivations and make sure that needs are met, mutual backs are scratched, and everyone comes out feeling like they "won." **Understanding the motivations of volunteers**, employees, partners, sponsors, and members - each of whom comes from different generations and socio-economic strata - will go a long way towards maximizing this human resource.
- The organization must **be professional and deliver a quality product** on all levels, never over-promising or under-delivering in any aspect. The work plan should be re-visited regularly, whether on a yearly, bi-yearly, or five-year cycle, is open for local debate and preference. It should be fairly well-structured to guide activities, but constructed loosely enough to allow for the organization to capitalize on unexpected opportunities or deal with crises as they arise. Not only will a well-structured work plan allow the organization to allocate time and resources effectively throughout the year, but it can also help keep the organization from being innocently derailed by the well-meaning "what you really ought to do" finger wagggers who would re-direct the organization based on morning "coffee-shop" discussions that tend to focus on small, comparatively inconsequential obstacles rather than large, systemic issues facing the downtown.

**volunteers are key to a successful
downtown revitalization
program...**



Land Use

Land Use Changes

As part of this comprehensive planning process, a windshield survey of the community was undertaken to provide a current record of general land uses throughout the City. Existing land uses were recorded and are illustrated on the Land Use Map, **Exhibit 11-1**. There are several changes worthy of note since the 1993 Plan. These include:

Residential

- Many new **residential** subdivisions are in various stages of completion. Based on plans that the City is aware of at this time, it is estimated that approximately 420 acres of land could be converted to residential use within the next 10-15 years. Some of this land has been annexed to the City since the last Plan, including parts of Heisley Park, Shamrock Business Center, and Liberty Greens. Other areas were already in the City but either vacant or in another use. Parts of both Shamrock Business Center and Lakeview Bluffs were former industrial sites that have been vacant for many years.
- Several housing sites have been developed on **in-fill lots** throughout the community, which was also a stated goal of the City in the 1993 Plan. At least one of the new subdivisions, the Kaim Subdivision, was also in-fill development.
- Another goal of the 1993 Plan was to develop more housing options, specifically **more** housing, **larger** homes, and **upscale** homes. **All of these goals are being met** with the various subdivisions under construction and planned.
- Many of the new subdivisions have, or are including, **alternative housing options**, especially condominiums, which can be attractive to elderly residents, empty-nesters, and young families. Princeton at College Hills, River's Edge, and Banks Landing are total condominium developments. Shamrock Business Center and Lakeview Bluffs will also provide such alternative housing options.

“Based on plans that the City is aware of at this time, approximately 420 acres of land could be converted to residential use within the next 10-15 years.”

“Many of the new sub-divisions have...alternative housing options...”



- The City has discouraged additional **conversion of single-family homes** to multi-family units by changing the zoning in critical areas of the City. While some progress has been made, a continued effort is needed to reach the goal of 69% home ownership, as discussed in **Chapter 7: Housing**. This plan addresses the goal of converting those homes, originally designed as single-family but now used as multi-family, back to single-family use and, preferably, householder ownership. In addition, the community has made some positive strides on housing rehabilitation; but continued efforts are required.

Industrial

- Land dedicated to new **industrial** uses has increased since the last Plan, while old industrial sites (as mentioned above) are being reclaimed and proposed for new residential, office, commercial, and recreational uses. Prospect Avenue was being developed into the Painesville Industrial Park at the time of the last Plan, and several additional companies have located there as a result. In 2000, the City purchased and annexed 42 acres west of Painesville Industrial Park and established Renaissance Park, a light industrial/high-tech park. Infrastructure has been constructed and two new companies are currently located there. Shamrock Business Center plans to provide acreage for industrial development as well.

Mixed Uses

- New **mixed-use** developments have been proposed for the Shamrock Business Center (which has been annexed to the City since the last Plan) and Lakeview Bluffs (which was already in the City). Proposed uses for Shamrock Business Center include residential, commercial, office, retail, industrial, and open space in a Town Center concept. Lakeview Bluffs as proposed will include: residential, a golf course, trails along the Grand River, other recreational activities, agricultural, and open space.

Parks and Recreation

- Both the City and Lake Metroparks have acquired property for **new parks** within the City limits since the last Plan, Metroparks on the eastern side and the City on the northern side of the City. Both parks will provide very desirable public access to the Grand River. In addition, the Lakeview Bluffs proposal will provide golf courses, walkways along the Grand River, a Trout Club, and additional recreational opportunities for residents. Shamrock Business Center will also include a small park area.

“...old industrial sites are being reclaimed and proposed for new uses...”

“...new mixed-use developments have been proposed...”

“...both the City and the Metroparks acquired property for new parks...”



Commercial

- An area around the railroad tracks between Richmond Street and SR 283 had been annexed for proposed **commercial** development.
- As mentioned above, Shamrock Business Center is proposing to include commercial, office, and retail uses.
- The **Richmond Street Corridor** revitalization has been planned, design standards have been adopted, and changes have been implemented to provide a more attractive gateway into the community and more opportunities for upscale commercial development.
- The City and a group of downtown merchants is organizing to revitalize the **downtown**, using the Main Street model as an example.

Schools

- The new school construction program will provide opportunities for the **redevelopment** of existing neighborhoods, through both the construction of new school buildings and the adaptive re-use of the existing buildings and/or properties to be vacated by the schools. Proposed potential uses of these existing school properties will most likely include a Community Center (probably at Harvey High School), residential, and open space or parks.

Land Use Issues and Opportunities

When comparing the City's current Zoning Map with existing land uses, there are very few discrepancies. Of these few, the most obvious are the **Shamrock Business Center** property, which is currently zoned R-2 Multi-Family Residential and the Lakeview Bluffs property, which is currently zoned light industrial.

The Shamrock Business Center property was zoned R-2 at annexation, pursuant to City regulations that dictate that any annexed land assume the zoning of the property adjacent to it at the time of the annexation. In this case, the property south of the railroad was zoned R-2. The proposed Shamrock development is using a **Planned Unit Development (PUD) overlay approach**. The PUD permits a creative approach to the development of compatible, high quality residential, commercial, institutional, public and industrial uses. This provides for flexibility in building sites, a variety of land uses and designs, optimum land use planning, usable open space and recreational areas, preservation of natural features, efficient traffic circulation, and an environment which is compatible with the surrounding area. The intent of the PUD is to encourage a higher quality project than conventional zoning typically allows.

"...the Richmond Street Corridor revitalization has been planned..."

...the PUD overlay provides for creative approaches to development...



The **Lakeview Bluffs** project will follow a similar zoning process, using the PUD overlay concept. Projects using the PUD must still go through the City's zoning change process.

The **Heisley Park subdivision** is zoned R-2, Multi-Family Residential, which allows for single-family homes, duplexes, multi-family (with some restrictions), schools, recreation facilities, and elderly housing, as well as several conditional uses. So far, mostly single-family homes have been constructed.

Land uses in the area along Mentor Avenue near and west of the YMCA are experiencing some changes, and will continue to do so in the near future, especially with the proposed interchange at Renaissance Parkway and SR 44, and the concurrent elimination of the current partial interchange at SR 44 and Jackson Street. Properties are being converted from single-family residential to commercial along Mentor Avenue, and with the proposed interchange changes, additional commercial users will likely express interest in current single-family properties.

The **closing of Lathrop School** will provide the opportunity for an adaptive re-use of that property, which will also impact the land uses in the area. There is a very strong desire in the community to preserve the institutional and residential character of this gateway. It can continue to serve as a transition area between the intense commercial development west of SR 44 and the historic character of Mentor Avenue closer to the downtown and the square, with proper design controls and appropriate transitional land uses.

Another area experiencing significant land use change since the last Plan is **Mentor Avenue from the downtown west to SR 44**. Land uses along this stretch of roadway include the City building, two residential structures converted to City offices, Lake Erie College, several churches, multi-family housing, single-family homes - some of which have been converted to multi-family, the YMCA, and commercial uses at the western end. This stretch of Mentor Avenue is a key corridor in the City. It culminates at Veterans Memorial Park, and provides the front door to Lake Erie College. Homes on Mentor Avenue are some of the nicest and most historic in the community. Properly addressing the future redevelopment of this corridor is critical.



“...Mentor Avenue Corridor redevelopment is critical...”



It is obvious that the City has been working extensively with developers of the **new projects in town** to encourage creativity and flexibility in the design of these projects, all for the best interests of the community at large. This proactive approach on the part of City administration is reaping huge benefits to the community as evidenced by the increased level of interest from developers and new residents that the City is currently experiencing. The City has also been active in re-development activities along the Richmond Street Corridor, old industrial areas, and the downtown, and those efforts must continue in concert with new development activities for a well-balanced community that will serve to improve the quality of life for all residents.

Annexation and Revenue Sharing Agreements

As the City's growth trends continue, and they appear likely to do so, given the current development interests in the community, the City will have to continue to look outside its current borders for available land. The municipal electric system is often the incentive needed to excite property owners about annexing into the City, especially industrial and commercial enterprises. Although annexation is an appropriate strategy for future growth and development, there are other strategies that the City has used in the recent past and should continue to consider as it grows. These include:

Joint Economic Development District (JEDD)

(S 715.69 of the Ohio Revised Code (ORC)) This agreement between a city(s) and a township(s) establishes a new governing body and provides the opportunity to levy and share an income tax in the area without annexation. It **cannot include** any existing or zoned **residential** properties, and provides an agreement related to services, utilities, improvements, and tax sharing. **County approval is required.**

Joint Economic Development Zone (JEDZ)

(S 715.81 of the ORC) This agreement between a city(s) and a township(s) also establishes a new governing body and provides the opportunity to levy and share an income tax in the area without annexation. However, it **can include residential** properties and, as a result, requires township voter approval. The JEDZ also includes agreements related to services, utilities, improvements, and tax sharing. **No County approval is required.**

...the City will have to continue to look outside its current borders for available land...



Cooperative Economic Development Agreement (CEDA)

(S 701.07 of the ORC) The CEDA allows for two or more communities to develop an agreement for economic development purposes, which provides for services, utilities, improvements, and tax sharing with the township(s) through payments in lieu of taxes (PILOTs). No income tax can be levied without annexation, and no governing body is established. The ORC allows cities to issue industrial bonds and other financing for projects outside its corporate limits but within a CEDA area. In terms of cost and timing, the CEDA is a simpler and less expensive process than a JEDD or JEDZ.

Joint Agreements

Local governments can enter into simple agreements regarding annexation, provision of services or utilities, sharing of taxes, and other issues through ordinances, resolutions, and/or contracts. These agreements are not defined by ORC, but cannot provide for the levying of income taxes in any area that is not annexed.

The City of Painesville should continue to consider the above options for revenue and service sharing agreements with its neighbors. However, in some instances, annexation will still be the most practical and best solution for the City and its residents. The decision to annex or enter into a revenue sharing agreement should continue to be based on a **cost-benefit analysis**. This analysis should focus on the cost of providing services and utilities to the area versus the potential utility revenues, new taxes, and other development potential.

It should also be noted that School District boundaries do NOT change with annexations. The process to change a school district's boundary is established in the Ohio Revised Code and must be undertaken with a totally separate effort, with the approval of both school districts. Generally, in this area of Ohio, school district boundaries are not commonly changed. This is an issue worth understanding in Painesville, as the Township School District services some of the geographic area of the City, including most of the newer residential subdivisions. This also means that the Painesville City School District is NOT receiving the taxes generated by these new developments. The School District boundaries are shown in **Exhibit 11-2**.

Since annexation remains a viable option for the City, an understanding of the new regulations is important. ORC Section 709 addresses the **various types of annexation**, as changed by the State legislature in 2003. These include:

There are a variety of revenue-sharing agreements available...the City has actively pursued several of them...



Regular Annexation

As under the old annexation laws, at least 51% of the property owners within the territory have to file the petition for annexation. Official notices are sent, the city passes an ordinance addressing services to be provided, and the Board of County Commissioners holds a public hearing and grants the annexation if all conditions are met.

Type 1 (Expedited)

Under the new laws, 100% of the property owners within the territory to be annexed can file the petition with the consent of the municipality and the township(s). The Board of County Commissioners grants the annexation at its next regular session without a public hearing. An annexation agreement or CEDA must be submitted with the petition. No appeal is allowed.

Type 2

All of the property owners (100%) within the territory to be annexed file the petition with or without the consent of the municipality or the township(s). Official notices are sent, the municipality, by ordinance, indicates services that are to be provided, and the municipality or township(s) file consent or objection (an objection can be filed only if the petition does not meet the requirements). If all conditions are met, the Board of County Commissioners grants the annexation. No public hearing is required. The City has used this type of procedure in recent annexations.

Type 3

All property owners (100%) file the petition. Official notices are sent, municipality or township(s) may file consent or objection (failure to respond means consent), the municipality, by ordinance, indicates services to be provided. If all conditions are met and consents given, the Board grants the annexation. No public hearing is required. If there is no consent, the Board holds a public hearing with proper notices, and makes a decision within 30 days.

Property owners interested in annexation should use the type of annexation that is the easiest and least expensive for all parties.

Recommendations

The following recommendations are made regarding future land uses in and around the City, to accommodate development and redevelopment opportunities as addressed within this Comprehensive Plan Update.

- There are several areas that the City may want to consider, or continue to consider, **for annexation and/or revenue sharing agreements**, for a variety of reasons. These are identified in **Exhibit 11-3** and include:

...School District boundaries do not change with annexations...



- **The area north of SR 2 and west of Newell Street**, which contains some industrial businesses and the Laketran service facility, as well as some vacant land that could easily be developed. Annexation to the corporate limits of Grand River and Fairport Harbor should be considered. The existing businesses in this area would provide income tax dollars to the City, and the available land could attract additional businesses.
- **The area south of the corporate limits and north of Jonnycake Ridge Road, between SR 44 and the Greenway.** There are some limited opportunities in this area of Concord Township for commercial or office development, and Jonnycake Ridge Road would provide an even boundary for the City in this area.
- **Mentor Avenue west of SR 44**, which includes the Giant Eagle and the County Fairgrounds. This would be especially critical if the commercial development along Mentor Avenue is interested in the City's electric service. Also, if the County ever decides to relocate the fairgrounds, a large section of land would be available for development, providing an opportunity for another unique mixed-use development. It is not likely that any of the existing residential developments to the south and west would want to be annexed, nor would the City be interested in having them annex.
- As discussed earlier in this Plan, the City is **not** aggressively pursuing annexation of the **Lakeview Bluffs project** that is currently outside the City limits. All relevant parties have worked very hard to arrive at a development agreement for this proposed project. If however, the opportunity arises, and all parties agree that it is in the best interests of the project and the community as a whole, the option of annexing north to Lake Erie should be considered.

Potential areas to consider for future annexation include:

- **North of SR 2, West of Newell Street**
 - **North of Jonnycake Ridge Road, between SR 44 and Greenway**
 - **Mentor Avenue west of SR 44**
 - **Lakeview Bluffs**
-



- As discussed in **Chapter 9, the Sidley property** to the northeast of the City is the subject of a cooperative agreement with the City, whereby sanitary sewer is being provided to the proposed residential development by the City without annexation. However, that agreement includes provisions for annexation of any property developed commercially if it is contiguous to the City's corporate limits. If any commercially-developed property is not contiguous to the City, then a JEDD would be required. The cost-benefit analysis conducted as part of this annexation investigation indicated that this arrangement was the most economically-feasible alternative for the City. Without annexation, however, this could block any future annexations in that direction.

The southeast area of the City is not feasible for annexation, as the City would be unable to provide sanitary sewer services. Thus, with the possible exception of some small lots adjacent to the City's current corporate limits, annexation in that direction is probably not likely. The City of Mentor is adjacent to the western limits of the City of Painesville, therefore annexation in that direction is also not possible. The area due east of the City, east of the Grand River, is already developed residentially and therefore not a candidate for annexation.

- **Create an enhanced, strengthened, and adequately staffed Community Development Department** to serve as a central "one stop shop" for land use, zoning and other development activities. This Community Development Department would be the key player in assuring that recommendations in this Comprehensive Plan Update are implemented. Issues that should be addressed within this Department, which would be headed by the Assistant City Manager, include:
 - **Implementation of recommendations in this Comprehensive Plan Update**, as well as in other plans adopted by the City, should be a primary focus of the Department.
 - Adequate **staff should be added** as soon as financially possible to assure that zoning, subdivision regulations, building codes, and other related codes are current, and that they are properly and consistently enforced.
 - Staff should be trained and required to always provide "**user-friendly**" services.
 - The Department should continue to work toward **expediting the application and review processes**.
- The Community Development Department should organize a group of interested residents and property owners and **prepare a Mentor Avenue Corridor Plan** to address:

...the Sidley property is subject of a cooperative agreement with the City....



- Preservation of single-family homes,
 - Discouraging further conversion of single-family homes to multi-family, especially close to the downtown,
 - Encouraging home ownership,
 - Providing incentives to convert multi-family units back to single-family homes,
 - Enhancing signage, landscaping, street lighting, and street furniture along the Corridor,
 - Resolving any traffic congestion issues,
 - Discussing and addressing any parking concerns,
 - Designing a gateway entrance at the western corporate limits,
 - Addressing sidewalks, walkways and bike paths along Mentor Avenue, and their connections to the Greenway,
 - Determining the potential for an overlay zone along the Corridor to provide added measures of protection as may be desired by the property owners as a result of the Corridor Plan, and
 - Any other issues of concern.
- To assure that the above goals and objectives of the Mentor Avenue Corridor Plan are met, the City Planning Commission and the Community Development Department should **establish a Mentor Avenue Corridor Overlay District**. A Corridor Overlay District is a planning tool for managing transportation systems and land uses along a specific corridor, regardless of the existing underlying zoning districts (which could vary). The Overlay District can enhance the overall visual character of the corridor while maintaining functional operations of the roadway, in a manner that ensures the health and safety of residents. It should be adopted as an amendment to the City's Zoning Code. Issues that can be addressed in a Corridor Overlay District include:
 - Land uses (more restrictive than with the underlying zoning)
 - Scale, design, color, and materials of buildings
 - Re-use of buildings
 - Walkways and/or bike paths
 - Number and location of curb cuts
 - Streetscaping, screening, and buffering
 - Signage
 - Street lighting
 - Demolition and new construction
 - Parking and off-street loading
 - Density and site dimension standards
 - Setbacks
 - Traffic studies
 - Locations, scale, and design of parking lots
 - Storm water retention

A Mentor Avenue Corridor Overlay District should be established...



- Burying of electric lines and screening of mechanical equipment
- The Community Development Department should **consider other smaller areas with similar concerns for corridor preservation**, such as Bank Street, St. Clair Street, and State Street. These issues could surface and be addressed as part of the neighborhood planning processes recommended in **Chapter 8: Neighborhoods**.
- As the current trend for development and redevelopment continues in the City of Painesville, the City Planning Commission and the Community Development Department need to **continue to address the zoning and subdivision processes** to assure that the City is practically and philosophically on the cutting edge of these important issues. To that end, the City should:
 - Continually **update the zoning and subdivision regulations**, and other codes to stay current with national and State trends. Re-evaluating these ordinances based on the recommendations contained in this Comprehensive Plan Update is critical to the successful implementation of the Plan.
 - Attempt to **make City codes more user-friendly**, using graphics (to illustrate set-backs and signage regulations, for example) and easy to understand matrices (such as for all permitted and conditional uses).
 - With the next required rewrite of the zoning and subdivision codes, consider changing to a **Unified Development Code**, combining zoning, subdivision regulations, and other codes into one document. This may make sense for the City as it continues to grow and has to address both new development and redevelopment issues. (Several cities in Ohio have already adopted unified development codes that could be used as a model, including the City of Kent.)
 - **Review building codes** to determine if there is any latitude for the addition of “Smart Code” concepts regarding the renovation of older buildings. The goal is to make it easier to re-use, rather than demolish, older buildings, within the limitations of the State of Ohio codes.
 - **Enhance design review guidelines for the downtown** as needed to provide proper guidance for the revitalization activities being planned, and to meet the requirements of the Main Street program.



the City should continually update its zoning and subdivision regulations, as well as its building codes...



- Consider the need for **design review guidelines for other areas** within the City, where residents are interested in preserving historic resources, parks, or other natural elements. This can be one subject explored in the neighborhood planning process recommended in Chapter 8, but should be a grass-roots effort, as opposed to a City responsibility. If/when adopted, however, it will be the responsibility of the Community Development Department and the Planning Commission to properly enforce the guidelines.
- **Re-evaluate the zoning for those areas along the Grand River** that were severely flooded in August of 2006, and take the appropriate steps to rezone those areas to less dense uses such as green space or parkland. The results of the Tiber Creek Drainage Study should be reviewed as part of this process.



APPENDIX A

City of Painesville
Comprehensive Plan Steering Committee
Summary of Previous Studies and Data
12/14/05
 (Listed from most recent to oldest)

#	Title - Date	Pages
1	City of Painesville Youth Summit, May 4, 2005	2
2	Retail, Office & Industrial Market Analysis & LakeEast Hospital Relocation Economic and Fiscal Impact Analysis - Camoin Associates, November 2004	2-6
3	Substation Master Plan - GPD Associates, June, 2004	6-7
4	300 Acre Shamrock Business Center Economic Development Plan and Incentive District - November 28, 2003	7-9
5	Community Center Feasibility Study - Leon Younger & Pros, November 3, 2003	9-11
6	Painesville SW Development Plan and Design Guidelines - Approved by City Council, October 2002.	11
7	City of Painesville Signage Package - Kinzelman Kline, March 2002	12
8	City of Painesville Economic Development Strategic Plan 2003-2008 - February 2002	12-14
9	Retail & Services Business Survey Results (Part of EDS Plan - February 2002)	14
10	Painesville Gateway & Corridor Enhancement - Conceptual Recommendations - Kinzelman Kline, February 2002	15-17
11	Parks, Recreation and Public Lands Master Plan - Leon Younger & PROS, Nov. 2000	18
12	Lake County Comprehensive Plan 2000 - David Gilmer, Consultant	18-20
13	City of Painesville Comprehensive Plan - Northstar Planning & Design, October 1993	20-24

1. City of Painesville Youth Summit, May 4, 2005

- Overriding request – A Teen Recreation Center.
- What to Painesville teens want?
 - Places to hang out and things to do.
 - Removal of City curfew.
 - Job opportunities – and a lower age limit for jobs.
 - Elimination of drugs
 - More and better counseling
- What would the “Perfect Painesville” look like?
 - A caring community.
 - Better education and housing, etc.
 - Better food in schools.
 - No dress code in schools.
 - Respect – mutual respect and community harmony.
 - Diversity
 - Pride
 - Getting along
 - No racism
 - Fun things to do including:
 - Concerts
 - Volleyball games
 - More restaurants
 - New stores
 - A place for us. (Teen Recreation Center)

2. Retail, Office & Industrial Market Analysis & LakeEast Hospital Relocation Economic and Fiscal Impact Analysis – Camoin Associates, November 2004

- Recent Study - Contains detailed recent Demographic data
- Executive Summary Highlights
 - Regional and Economic Context
 - City of Painesville population generally static
 - Has been experiencing housing boom in last 3 years
 - Lake County experiencing considerable growth, as is Geauga County – portions of which are in the City of Painesville Trade Area
 - Painesville’s Trade Area (the geographic area from which the business district draws the majority of its customers) is defined as:
 - City of Painesville
 - Painesville, Concord, Leroy and Perry Townships in Lake County
 - Hambden, Montville, and Thompson Townships in Geauga County
 - Villages of Perry, North Perry, Grand River and Fairport Harbor
 - Mostly within 20-30 minute drive to downtown Painesville
 - Mostly to the south and east of the City (Mentor gets business to the west).
- Retail Market Analysis
 - Downtown retail mix very limited in size and scope
 - A number of potential opportunities identified:
 - Southern and eastern portions of Lake County relatively underserved.
 - Opportunity for DT Painesville to capture some of demand for goods AND services
 - Nationally, increasing interest in Main Street districts and strong DT markets by chain retailers.
 - Restaurants, specialty retail, and special events drawing people back to DT – particularly in affluent markets.

- Trade Area population is experiencing steady growth.
 - By 2009, more than one-third of the households in the Trade Area will have incomes of \$75,000 or above.
 - Single-person households and households of 3 or less are expected to have high rates of growth.
 - Trade Area households are becoming more concentrated in the 45-54 age range – the peak earning years.
 - Growth in 55-64 age range households - expected to comprise 18% of area households by 2009.
 - The leading market segments in the Trade Area include some of the most affluent in the nation – active lifestyles and plenty of disposable income.
 - People are moving to Lake and Geauga counties from outside the area and outside the State.
 - The in-migration presents an opportunity to influence shopping habits.
 - Trade Area households spend significantly more than the average US household on dining out.
 - Strong retail categories within the Trade Area include:
 - Hardware
 - Garden supplies
 - Specialty foods
 - Antiques
 - Sporting goods
 - Bookstores
 - Sales “leakage” to stores outside the Trade Area is estimated at \$454.4 million per year, or 44 cents of every dollar spent. Especially within:
 - Grocery stores
 - Miscellaneous/specialty retail
 - General merchandise
 - Consumer electronics
 - Eating and drinking places
 - It will be difficult to recapture all of this leakage due to the amount of retail in Mentor, but even recapturing a portion could be solid business in Painesville.
- Office Market Analysis
 - The office leasing market bottomed out nationally in 2004 and is poised for a slow rebound. It will likely take five years to absorb existing spaces.
 - Ohio’s office employment is projected to grow by 13.9% between 2000 and 2010.
 - NE Ohio office and administrative type jobs are projected to grow at a slower rate.
 - Painesville office vacancy rates declined slightly between late 2003 and mid-2004.
 - Painesville’s overall office vacancy rate of 22.6% is higher than that of the Cleveland region’s 17.8%.
 - Class C office space in Painesville has a 48.1% vacancy rate.
 - Class A office space in Painesville is only 5% of the downtown area total office space, and has only an 11.8% vacancy rate.
 - Indicates a shortage of quality office space locally.
 - Due to a weak overall demand for regional office space and resulting lower prices, there is a greater demand for quality office space – unfavorable to DT Painesville which consists primarily of lower quality office space.
 - By 2012, demand for office space in Painesville could outpace supply – especially if higher quality office space can be offered.
 - Future demand for office space in Painesville to come primarily from:
 - Local (County) government
 - Social service organizations
 - Engineering firms

- Management firms
 - FIRE firms (Finance, Insurance, Real Estate)
- **Industrial Market Analysis**
 - Main driver for industrial space demand is local business growth.
 - National and local demand trends are for spaces of less than 40,000 square feet,
 - In Lake County, total rentable industrial space exceeds 26 million sq.ft.
 - In Painesville, 270,000 sq.ft. of industrial space is underutilized.
 - There appears to be no regional shortage of available industrial properties with comparable amenities to accommodate small to mid-sized businesses.
 - The low vacancy rates are in buildings under 40,000 sq.ft.
 - Warehousing and Distribution may be one segment of industry that is growing.
 - Lease rates in the entire Cleveland market area average \$4.05 per sq.ft.
 - Compared to \$4.22 per sq.ft. in Lake County.
 - Data indicates that the supply of industrial space is likely to continue to exceed demand for the foreseeable future.
 - There is also an abundance of acreage available in regional industrial parks that could accommodate future demand for new, smaller facilities.
- **LakeEast Hospital Relocation Economic & Fiscal Impact Analysis**
 - Projected 1,076 job loss, 816 directly from the hospital.
 - 260 more from:
 - Real Estate
 - Restaurants
 - Employment Services
 - Commodity contracts
 - Services to Buildings
 - Legal Services
 - Net income to the City due to the hospital only is \$269,000 annually (\$1,868,000 revenues less \$1,599,000 expenses)
 - The projected total long-run net loss is \$233,000 annually for the City.
 - As much as \$551,000 per year in the short-term.
- **Recommendations**
 - **LakeEast Hospital Building Reuse**
 - 32,000 of the 238,225 sq.ft will continue to be used by the hospital for ambulatory care services.
 - Zoning allows for retail and office uses.
 - May want to review zoning to offer even greater flexibility.
 - Mixed-use Redevelopment
 - First floor retail and personal services – especially along East Washington Street.
 - Upper floors – housing and commercial office space.
 - Enhanced Adult Housing
 - 75 and older population in market area to grow 9% by 2009.
 - It is not likely that this use would have a substantial positive economic impact for the City, but would offer employment opportunities and help fill a growing regional need.
 - **Commercial and Residential Downtown Development**
 - Develop incentive programs to upgrade existing Class B & C office space.
 - Consider incentives to help recruit additional specialty retail shops to DT.
 - Convert upper floor Class C office space to market rate housing.
 - Develop a City Microenterprise Program to support local entrepreneurs with a focus on targeted business types.
 - Revise existing DT site plan to accommodate recommendations.
 - Contact Downtown Ohio, Inc. regarding technical assistance via the Ohio Main

- Street Program.
 - Utilize Tax Increment Financing (TIF).
 - Promote mixed use infill along Main and State Streets.
 - **Industrial Development**
 - Facilitate local business expansions.
 - Pursue brownfield remediation and redevelopment funding.
 - Target the demand for smaller, more flexible space.
 - Promote available industrial sites to State ED officials.
 - **Minimizing the LakeEast Hospital Financial Impact**
 - Re-examine the Utility Rate Fee Structure.
 - City utilities are being provided below cost.
 - Reduce Operating Costs.
 - Begin reducing fixed costs in departments most likely to be impacted by the hospital's relocation.
 - General government and Public Safety budgets.
 - **Retail Recruitment and Promotion**
 - Focus on:
 - Restaurants and Taverns
 - Specialty Food Stores
 - Housewares and Furnishings
 - Bookstore
 - Target specific DT areas for concentrated retail use.
 - Develop a marketing campaign to continue to improve City's image.
 - Develop an effective retail recruitment package.
 - Continue to develop and promote special events.
 - Promote partnerships with Lake Erie College
 - Identify and pursue a DT anchor project, perhaps:
 - Children's science museum
 - Theater or small performing arts center
 - Youth indoor sports facility (ice rink, climbing wall, etc.)
 - Industrial history museum
 - Lake Erie Aquatic and National History Museum
 - Increase community involvement in planning and promoting the DT.

3. **Substation Master Plan – GPD Associates, June, 2004**

- Purpose – Examine and evaluate the capacity of the existing electrical substation relative to current and future (forecast) loads.
 - Painesville is approaching a major decision on the overall system.
 - City requested this study.
 - Projections based in part on previous summers' peak demands.
 - No evaluation of
 - Painesville electric distribution circuits
 - The Electric Plant
 - FirstEnergy's 138kV transmission lines.
- Existing System
 - 138kV Intertie Substation
 - Electric Plant
 - Four steam turbine generators
 - Only the net capacity of the two largest generators (19 MW and 16 MW) was used for the purpose of this study.
 - Three coal-fired boilers
 - All-time system peak occurred on August 1, 2002 - 52,300 KW.

- **Projection of Overall electric system growth**
 - From 1991 to 2003 the peak KW demand has increased an average of 2% per year.
 - Projections assumed the same rate of growth
 - The introduction of any large residential, commercial or industrial developments should be considered to be over and above projected general load growth and considered on a case-by-case basis.
 - Once current planned or underway (2004) large residential and commercial/industrial developments are built out, demand will reach:
 - 86 MW in 2014 (average of 5% per year)
 - 102 MW in 2023 (average of 4% per year)
- **Recommendations**
 - Utilize a two-step process to increase capacity for short-term and long-term needs
 - Replace the 20/27/34 MVA transformer at the Intertie Substation with a 35/47/58/65 MVA transformer AND replace the 13.8kV 1200 A secondary main circuit breaker with a 3000 A breaker. (This should be adequate until 2013)
 - Obtain a second 138kV delivery point from FirstEnergy to feed a new 138-13.8kV substation.
 - Construct this new substation as close as possible to the new major loads.
 - This can free up capacity on the 138kV Intertie Substation.
 - Install a 30/40/50 MVA to achieve a double-contingency criteria.
 - Implementing Step 2 provides adequate capacity to serve all the loads in the greater City of Painesville area for “years to come”.

4. 300 Acre Shamrock Business Center Economic Development Plan and Incentive District – November 28, 2003

- **Parcel History**
 - Land is bound by:
 - SR 44 on the east,
 - SR 2 on the north,
 - The Norfolk and Western RR on the south, and
 - The City of Mentor on the West.
 - Formerly owned by Diamond Shamrock
 - Used for storage of brine in deep underground wells.
 - Three oil and gas wells were drilled in the 1940's and 1950's, prior to Diamond Shamrock's ownership.
 - Between 1969 and 1974, Diamond Shamrock drilled and completed 13 salt-solution mining wells.
 - Diamond Shamrock operated these 13 wells until 1974 when they were sold to Lake Underground Storage Corporation.
 - Lake Underground Storage never converted the wells for propane storage as had been the plan, and no propane was injected into the wells.
 - Between 1955 and 1989 Diamond Shamrock plugged and abandoned the three oil and gas wells, the 13 salt-solution mining wells and the 1955 test hole.
 - The property has been vacant since 1988, producing no jobs and minimal taxes.
- **City Planning**
 - The City of Painesville's 1993 Comprehensive Plan specifically targeted the proposed 300 acre Shamrock Business Center, and the acreage south of that property to Jackson Street for annexation.
 - The area should be a mixed use development

- Due to its magnitude, the site would require special consideration regarding services and facilities.
 - Accessibility would be limited in the City and therefore, would require access by a major collector street from Jackson Street that would ultimately connect to SR 20.
 - A new access point with grade separation over the Norfolk & Southern tracks would also be necessary.
 - In April 2002, City Council adopted the Painesville SW Development Plan and Design Guidelines for the Shamrock Business Center, which
 - Identifies desired land uses and respective designs.
 - Discusses infrastructure needs.
 - Includes three main goals:
 - Manage traffic.
 - Improve infrastructure connections to and from the 300 acres.
 - Aesthetically integrate the development into the existing character of the community.
- Utilities
 - Existing streets, sidewalks, storm sewers, sanitary sewers, waterlines and electric facilities are inadequate to meet the needs of the development.
 - Also, the CSX tracks necessitate utilities borings and an overpass.
 - The City Electric Department will provide a dedicated feeder circuit directly from the substation on Richmond Street.
 - This circuit will have the capability to deliver up to 18 MW (representing 33% of the current electrical system load for the City).
 - The city will construct 3200 ft. of new 30' wide concrete roadway with curbs from West Jackson Street, and a new railroad overpass over the CSX tracks.
 - Concrete sidewalks will be constructed along the entire length of roadway as well as an 8' wide asphalt bikepath with landscaping.
 - 3200 ft. of storm sewers and related enhancements for wetlands preservation will be installed.
 - Electric will be underground within the new road right-of-way.
 - 2700 ft. of 12" ductile iron water main will be installed.
 - 800 ft. of 8" sanitary sewer will be installed.
 - Utility casing borings under the CSX Railroad to accommodate the new waterline and sanitary sewers will be completed.
 - All utility infrastructure must come from West Jackson Street.
 - To alleviate anticipated congestion, the City has widened the West Jackson Street bridge over SR 44 as well as the intersection of West Jackson and Fern Drive to provide additional turn lanes.
- Economic Development
 - In February 2002, the City updated the 1993 Economic Development Strategy.
 - The Shamrock Business Center development is fundamental to the City's achievement of its updated Economic Development Vision.
 - The City desires to finance the public improvements by utilizing Tax Increment Financing (TIF).

5. Community Center Feasibility Study – Leon Younger & Pros, November 3, 2003

- This was a follow-up study to the November 2000 Parks, Recreation and Public Lands Master Plan that indicated strong public support for a Community Center and new outdoor or indoor Aquatic Center.
- Findings from focus group meetings, interviews with potential partners and random telephone survey of voters included:
 - Generally strong support for a new, multi-generational community center and/or a family aquatic center.

- A Community Center had a slightly higher priority.
- Developing partnerships with other service providers or governmental entities was considered to be critical to maintaining support, given the need to leverage the City's scarce financial resources.
 - Painesville City Local School district and the Senior Center emerged as the most appropriate and willing partners.
- Support for a Community Center was largely contingent on avoiding duplication of services, unless demand exceeds supply.
 - Most of the current recreation providers in the City were supportive of a new Community Center and did not view it as competition.
 - Except the YMCA.
- There was a big emphasis on developing a multi-generational center for all ages, focusing on:
 - Families
 - Teenagers
 - Youth
 - Seniors
- Facility elements most desired by the public included:
 - Multipurpose meeting space with a kitchen.
 - Gymnasium with multiple courts.
 - Aquatic center.
 - Indoor preferred to accommodate year-round use.
 - Indoor walking/jogging track.
 - Other features mentioned:
 - Auditorium.
 - Cultural center.
 - Fitness facilities.
 - With strength and cardiovascular equipment
 - Dance studio.
 - Learning center.
 - Offices for Senior Center staff and new facility staff.
- The pending school levy for new schools identified as the main reason there was a limited window of opportunity to gain taxpayer support for a community center.
 - In accord with desire to leverage tax dollars through intergovernmental partnerships.
- Partnership opportunities
 - Schools and Senior Center most strategic and likely.
 - May be possible to match local tax monies with State new school building dollars.
 - Senior Center has become increasingly more reliant on the City for services.
 - Many issues with current Senior Center.
 - Accessibility
 - Parking
 - Rising operating costs
 - Even though limited financial support likely, support from this key group of voters for a community center is important.
- Other recreation service providers, while largely supportive, not likely partners at this time – neither through financial nor in-kind contributions.
 - If the Community Center is built, future partnering opportunities should be explored, especially for joint programs and marketing, with:
 - Salvation Army
 - Lake MetroParks
 - YMCA
- Facility Location.
 - Ideally, near or adjacent to the proposed new high school.
 - Centrally located in the City.
 - In vicinity of Recreation Park.

- **Financial implications.**
 - Facility including top-priority items – 35,000 sq.ft.
 - Construction \$4.8 million (in 2003 dollars)
 - Annual operating budget – slightly over \$500,000.
 - Should be able to recover 64% of operating costs.
 - Would require \$195,000 average annual subsidy for first five years of operation.
- **Leon Younger & Pros recommendations:**
 - Proceed with development of Community Center in partnership with Schools and Senior Center.
 - Offer multi-generational programming and include (at a minimum):
 - Multipurpose meeting space with a kitchen.
 - Multi-court gymnasium.
 - Indoor track.
 - Office space for Senior Center and new facility staff.
 - Prior to construction, develop written agreements with Schools and the Senior Center regarding financial responsibilities and joint use.
 - Purchase of the land.
 - Construction.
 - On-going facility operation.
 - Equitable space programming time.
 - As future funding becomes available, expand the facility to include:
 - Indoor or outdoor Aquatic Center.
 - Fitness area with cardiovascular and strength equipment.
 - These additional features could make it possible to sell memberships for a coat recovery nearing 100%.
 - Fees for all programs need to include the cost of using the building space.
 - Continue the practice of having programs recoup over 160% of their direct costs.
 - The School District will need to contribute based on amount of time it uses the facility.

6. Painesville SW Development Plan and Design Guidelines – Approved by City Council, October, 2002.

- Objectives of the Development Plan include:
 - Develop property in a sustainable manner.
 - Allow for a variety of uses to adapt to market demands, including:
 - Business
 - Light Industrial
 - Commercial
 - Residential
 - Utilize traditional urban planning principles to create appropriate scale and density.
 - Provide opportunities for new housing options.
 - Create a new town that complements and supports the existing town center, rather than competing with it.
 - Plan to allow for phased development.
 - Utilize more efficient development patterns that:
 - Are as efficient as possible.
 - Maximize public infrastructure investments.
 - Manage traffic patterns.
 - Provide for all types of transportation.
 - Not just automobile.
 - Improves overall accessibility of the community.

- **Strengthen Connections.**
 - Improve existing infrastructure.
 - Add streetscaping.
 - Establish quality standards for new architecture.
 - Accommodate
 - Pedestrians.
 - Public transportation.
 - Automobiles.
- **Preserve Downtown.**
 - Complimentary rather than competitive.
 - Strengthen connections to the neighborhoods surrounding the Downtown.
 - Market strategy that builds on small-town character of Painesville.
- **Enhance Downtown.**
 - Development that adheres to new traditional urban patterns.
 - Improve visibility and connections to river.
 - Take greater advantage of the riverfront for public use and as a catalyst for new development.
 - Improve gateways to the Downtown.

7. City of Painesville Signage Package – Kinselman Kline, March 2002

- This report provides general guidance and overall design elements for contractors producing and/or erecting signage in the City, including:
 - Main Entrance signs.
 - Secondary and Special Use signs.
 - Renaissance Park Entrance sign.
 - Renaissance Park Parcel signage.
 - Charter Oaks Park Sign.
 - Lake Erie Iron & Metal and Great Lakes Oxygen signage.
 - Organization signage.

8. City of Painesville Economic Development Strategic Plan 2003-2008 – February 2002

- Vision statement – The City of Painesville will be widely recognized for its progressive, supportive and innovative approach to the continued economic revitalization and growth of the business community.
- The cornerstones of Painesville's economic future are:
 - Retention and expansion of existing businesses
 - New business attraction
 - Investment in the education and training of its citizens
 - Government and institutional support
 - Innovation
 - Development and utilization of technology
 - Economic Diversity and diversity in its work force.
 - Inherent community assets include its:
 - Historic significance
 - Downtown
 - Role as County Seat
 - Parks
 - Neighborhoods
 - Current business diversity
 - Location on the Grand River
 - Proximity to Lake Erie
 - Access to major transportation routes

- And more.
- Painesville's business atmosphere will be locally and regionally known as:
 - Proactive
 - Stable
 - Responsive
 - Modern
 - Strong
 - Healthy
 - Competitive.

Goal 1 - Improve the image of the City

- Beautify City Entrances
 - Improved signage and landscaping at City entrances
 - Continued redevelopment of Richmond Street
- Expand Marketing efforts
 - Hire Communications Coordinator
 - Create Marketing Plan
 - Promotion of City businesses to area workforce
- Promote Historic homes and landmarks
- Continue special events and develop new events
- Continue beautification efforts.

Goal 2 - Enhance and maintain a safe community and business environment

- Promote Safety Committee participation by businesses,
- Develop Volunteer in Police Service Program (VIPS)
- Train businesses on crime prevention
- Increase visibility of police officers
- Promote safety of the Downtown
- Publicize successful City safety accomplishments.

Goal 3 - Strengthen intergovernmental cooperation—partnerships with non-profits, banks, other governments.

- Hospital, library, Lake Erie College, Laketran, TeamNEO, Greater Cleveland Growth Association, AmpOhio.
- PLEDGE Linked Deposit Program

Goal 4 - Increase Retention, Expansion and Attraction efforts

- Explore financial incentives – consider Free Trade Zone and Revolving Loan Fund
- Facilitate DT redevelopment and in-fill opportunities
- Attract specialty business & restaurants to the DT
- Complete an industrial market analysis – identify target industries
- Target businesses that use County offices, courts, and the hospital
- Facilitate accessibility of technology
- Establish a “business friendly community”
 - Enhance and expand communications with businesses
 - Educate businesses re: building and permit requirements
 - Promote business-to-business interaction

Goal 5 - Achieve balanced development of housing options while enhancing existing neighborhoods

- Continue Partnerships with Lifeline, LCCDC, Habitat for Humanity
- Inform/Educate residents on existing housing programs
- Aggressively explore financial incentives for reinvestment
- Expand housing rehabilitation program
- Attract and encourage development of moderate-to-high valued housing

Goal 6 - Celebrate the City's Diversity

- Host special events celebrating diversity
- Promote City as an "International City"
- Explore development of a Business Cultural Concentration

Goal 7 - Serve as the facilitator and information resource for the business Community

- Research and maintain information on funding and business assistance resource programs
- Provide workforce development and training opportunities, perhaps at:
 - Auburn Career Center
 - Lakeland Community College
 - Lake Erie College.
- Establish a seminar program to keep businesses advised of current opportunities and issues.

9. Retail & Services Business Survey Results (Part of EDS Plan – February 2002)

- Includes numerous charts, graphs and tables summarizing a survey of 70+ businesses.
- Highlights:
 - 55% of businesses have been in City for more than 20 years; 74% more than 10.
 - 49% of those surveyed provide services, 17% FIRE firms, 14% Retail, 11% Government.
 - 62% have 0-5 full-time employees; 74% have 0-5 part-time employees.
 - 29% of employees live in the City; 28% in Eastern Lake County.
 - 50% of customers live in Painesville and Eastern Lake County.
 - 60% rated Painesville as a "Good" place to do business.
 - The top factors affecting the business growth potential were:
 - Business climate
 - Attitude of City Government
 - Labor cost
 - Electric reliability
 - Electric cost
 - Labor quality
 - Local Taxes
 - Public Services
 - Utility reliability
 - Utility cost
 - Labor reliability
 - The top problem areas with Lake County Services were:
 - Land costs
 - Local Taxes
 - Building costs
 - School System
 - Vocational Training
 - Transportation accessibility
 - City Economic Development Strategies considered to be the most important:
 - Business Recruitment
 - Downtown Redevelopment
 - Improve the City's communications with business
 - Improvement of the City's Image
 - Marketing of Painesville
 - Richmond Street Redevelopment
 - Improvement of Exteriors of buildings
 - Infill Development

10. Painesville Gateway & Corridor Enhancement – Conceptual Recommendations – Kinzelman Kline, February 2002

- **The project scope** included:
 - Richmond Street Corridor.
 - Gateways
 - Streetscape
 - Intersections
 - Guidance for future site development and/or enhancement projects.
 - Focus on the intersection of State Route 2 and Richmond Street Gateway.
 - Charter Oak Park Gateway at the corner of Mentor Avenue and West Washington Street.
 - Coordinated with City’s recent traffic control plan.
 - Recommendations for future utilization by City staff and consultants
 - Guide to future improvements.
 - Identify and prioritize future projects with other capital improvement projects.
 - Provide for an orchestration of various smaller improvements to create a cohesive character throughout the City, including:
 - Updating of hardscapes.
 - Lighting.
 - Plantings.
 - Site furnishings.
 - Graphically illustrate the existing Richmond Street corridor and gateways conditions and recommended improvements.

- **Primary Gateway Study – SR 2 and Richmond Street Intersection**
 - General recommendations
 - Locate a primary entry sign/structure within the view of the intersection.
 - Use mast arm poles at all applicable intersections.
 - Provide landscape material and mounding to screen parking lots and unsightly views.
 - New signage to be creatively lit for visibility and dramatic effect.
 - Provide bold colorful masses of plantings.
 - Bury utility lines if possible; if not, replace existing wood poles with metal poles on both sides of the road to minimize number of lines crossing the corridor.
 - Paint poles a dark color to blend into the landscape.
 - Totally screen from view any external mechanical equipment – rooftop and ground.
 - Totally screen all service areas (e.g. loading docks, storage, and trash containers). Use extensive landscaping to soften their impact.
 - Specific recommendations with illustrations provided.

- **Corridor Study – From Rte 2 entrance and exit ramps to Veterans Memorial Park.**
 - Issues to be addressed:
 - Curb cuts too close to intersections create unsafe pedestrian and vehicular conditions.
 - Common at major intersections.
 - Often found at gas stations with multiple access points.
 - Corridor is dominated by overhead utility lines.
 - Distracting views.
 - Major contributor to visual clutter.
 - Few parking areas are screened from roadway or landscaped.
 - Adds to the monotony of the corridor,

- Lack of street trees and/or the inconsistent spacing of trees.
 - Pedestrian access across corridor is difficult and uncomfortable.
 - Wide expanse of pavement.
 - Lack of pedestrian amenities at intersections.
 - ODOT “cobra head” light fixtures are typical for majority of corridor.
 - Signage varies in shape, size and height.
 - Height and size don’t often relate to size of parcel.
 - Several businesses have multiple signs.
 - Adds to the visual clutter of the corridor.
 - **General recommendations:**
 - Require 3” or greater diameter street trees on south side.
 - Provide ornamental or small 2” or greater diameter shade trees on north side.
 - Avoid future interference with the utility lines.
 - Replace high maintenance areas (such as grass median strips) with brick paving units.
 - Existing utility poles and above-ground wires are visually unattractive.
 - Study feasibility of burying them.
 - Alternatively, consolidate lines onto a single utility pole that reflects the City’s standard for poles.
 - Introduce mast arm signal poles at all applicable intersections.
 - Double-up uses of the proposed street poles.
 - Banners
 - Street signs
 - City signs
 - Add common amenities at all major intersections to reinforce streetscape.
 - Mast arms
 - Landscaping
 - Specialty paving
 - Pedestrian scale lighting
 - Require perimeter landscaping to:
 - Screen parking areas
 - Visually buffer different land uses
 - Require parking lot screening
 - Provide a visual buffer of automobile lights
 - Minimize the visual impact of large expanses of asphalt
 - Require interior landscaping to visually break up large expanses of pavement.
 - Totally screen from view:
 - External mechanical equipment
 - Service areas including loading docks
 - Exterior storage and trash containers
 - Minimize access points (curb cuts) for each parcel
 - Require a minimum spacing between access points.
 - Detailed specific recommendations for sites along the corridor also provided.
- **Secondary Gateway Study – Charter Oak Park along Mentor Avenue**
 - General recommendations
 - Erect a secondary entry or special use sign within the park that is oriented for maximum visibility.
 - Similar to primary gateway sign but smaller in scale.
 - Creatively light the sign and major park elements for visibility and dramatic effect.
 - Bury and/or consolidate all utility lines to minimize poles and wires.
 - Landscape to accentuate signage and park elements.

- Bold, colorful masses of plantings.
 - Remove lower limbs of existing trees to allow for views into the park.
 - Provide park elements that match those found in Veteran's Memorial Park to enhance the visual unity of the City.
 - Schematic master plan and pictures provided.
- A list of recommended trees and shrubs was provided.
- Elements of recommended streetscaping was described, including:
 - Intersections
 - Medians
 - Sidewalks
 - Handicap Access
 - Utility poles
 - Street trees
 - Traffic mast arms
 - Traffic signs
 - Signage
 - Site furnishings
 - Lighting

**11. Parks, Recreation and Public Lands Master Plan
(Leon Younger & PROS, Nov. 2000)**

- Plan also included Painesville and Concord Townships
- **Recommendations included:**
 - Develop programs
 - The operating budget should be 50% self-supporting
 - Establish subsidies, corporate sponsorships, advertising
 - Establish partnerships
 - Increase City funding
 - Enhance marketing efforts
 - Provide seasonal brochures
 - Develop a comprehensive marketing plan
 - Relocate the recreation office to a more accessible and visible location
 - Create greater value in the department
 - Update park facilities
 - Develop additional bikeways and walking trails
 - Incorporate them into the City park system and annexed areas
 - Partner with Lake Metroparks
 - Acquire more parkland along the Grand River and in annexed areas
 - Plan a 20+ acre park
 - Partner with Grand River Corridor groups to secure property for river access
 - Do a feasibility study for community center and aquatic center
 - Use an RFP

12. Lake County Comprehensive Plan 2000 – David Gilmer, Consultant

Goals:

- Create or nurture a **central community focus**; combine commercial, civic, cultural, and recreational uses and foster compact development.
 - Add programs and incentives to heighten importance of the Central Business District, such as linked deposit, low-interest loans, tax breaks, SID, TIF.
- Supply **open space** in squares, greens, and parks, and encourage frequent use; create community physical edge such as greenbelt, to help define sense of place.
 - Grants are available for acquisition and easements. Use voted levies for purchase of development rights.

- Foster **balanced development** pattern, oriented to quality of life: safe, congestion-free, visually appealing, blending old and new, preserving natural areas for calming.
 - Think of development in terms of its effect on watersheds, stream corridors, the lakeshore, erosion, flooding.
 - Provide opportunity for preservation of farmland and fragile natural areas.
 - Continually plan, with attention to appearance of new developments monitored by a community review process.
 - Enforce erosion control, plan on a watershed basis with storm water control measures.
 - Acquire stream bank easements and establish riparian buffers.
- **Revitalize and nurture older communities**, offering opportunities for redevelopment commercially, industrially, & residentially.
 - Enact incentive measures, promote repopulation by acquisition or building new affordable housing.
 - Plan for and implement redevelopment.
- **Encourage agricultural, commercial and industrial prosperity** within the context of quality of life.
 - Recognize community economic needs (industrial park, commercial development, agricultural preservation) and implement measures to accomplish them.
- Foster **infrastructure** that has good appearance as well as function.
 - Integrate transit, bikeways, and trails with streets to reduce congestion and promote livability.
 - Consider air & rail travel in context of economy and accessibility.
 - Establish standards, and consider appearance at planning stage. Promote landscape design.
 - Implement integrated transportation modes.
- Provide the opportunity for **good governing, good schools, good & affordable living conditions** including housing, recreational space & facilities, and access to community involvement by County citizens.
 - Open meetings and open discussions. Attention to needs.

Vision: Lake County is a residence of choice where the opportunity to learn, work and play exists in a safe and relatively uncongested and visually appealing environment with access to travel opportunities.

Parks: Painesville–1998 pop. 15,896

- Community parks - 105.1 acres
- Private open space - 72.7 acres
- Schools - 30 acres
- Community parks provide 6.6 acres of parks and open space per 1000 persons

Parks and open space corridors for future:

- Grand River–from US 20 at Painesville to county line
- B&O railroad from southern County line to Jackson St.

Housing:

- 1990 units: 5,673
- Units built between 1990 and 1999: 511
- 1999 units: 6,184 - a 9% increase.
- Average household size - 2.8 persons

Historic sites:

- St. James Episcopal Church
- Old US Post Office
- Painesville City Hall (Old Lake County Courthouse)
- Uri Seeley House
- Sessions House (Tuscan House)
- Smead House
- Administration Building, Lake Erie College
- East Main Street Bridge
- Lutz's Tavern (Rider's 1812 Inn)
- Mathews House
- Mentor Avenue District
- Lewis Morley House

Road improvements 2000-2005:

- New freeway interchange at SR 44 & a new collector north of Jackson in the City.
- Widening of selected interchanges on US 20.
- Extension of Tyler Boulevard west and south to Jackson and Newell.

Pursue **State Wild River designation** for the Grand River from Rt. 84 to the County line, to be navigable by canoe in moderate to high water.

Casement Airport is an airstrip serving mostly recreational aircraft.

Implementation:

- Utility and transportation decisions can establish growth boundaries.
- Use a comprehensive approach to plan by watersheds.
- Redevelopment of brownfields.
- Use status mapping to track developments and their potential impacts.
- JEDDs are an alternative to annexation.
- A CIP could help control growth.
- Continue the planning process.
- Initiate purchase of development rights to preserve farmland.
- Include an affordable housing component in new residential developments.
- Provide incentives to retain and promote neighborhoods.
- Charge impact fees to help pay for roads and public improvements.

**13. City of Painesville Comprehensive Plan - Northstar Planning & Design
October 1993**

A. Controlled Growth and Development

Population issues:

- Population of City increased by 50% between 1920 and 1930.
- Growth continued until 1970, then slowed.
- Before 1940, 25% of the County's population lived in Painesville, now only 7.3%.
- The non-white population in the City is 50% of total minority population in County.
- Hispanics doubled in population between 1980 and 1990 with influx of farm workers for the nurseries. Emphasizes the need for bilingual services.
- Three population projections were done: stable, moderate, and aggressive growth. *[Actual 2003 population was between the moderate and aggressive projections].*

Recommendations:

- The City should take a more aggressive development role.
- The City should maintain ED programs, including the DT, Richmond St., and the existing industrial park.
- Identify annexation targets.

B. Balance in distribution of land uses.

Statistics:

- The City increased from 2,514 acres in 1967 to 3,673 acres in 1992, an increase of 1,159 acres in 25 years (46%).
- Acres in Single Family (SF) residential decreased to 1,040 acres, while acres in Multi-Family (MF) housing increased to 181 acres.
- There were 134 acres of retail/commercial and office, mostly in downtown and along commercial corridors.
- Industrial uses increased from 40 acres to 128 acres, due primarily to the City industrial park, Avery Dennison, and annexation of Obron Atlantic. Most of the industrial sites are along the railroad R/W.
- Parks occupied 101 acres in 1992 and public/institutional uses occupied 298 acres.

Recommendations:

- Improve Elm Street area (north) pg.4.
- Improve West Jackson Street area around Jackson Park (SW). *[Park has been sold to Osborn who is operating a gas well there.]*

[Note: The Hospital plans to move out of DT in 2007. The County owns the building. The Hospital controls the lease as long as a certain percentage of the building is in medical use.]

C. More efficient and visible parks and recreation program.

Information:

- Marine, North, & Recreation Park get most usage.
- Metroparks has plans for parks within the City and other areas.

Recommendations:

- Focus park improvements.
- Explore alternative financing, such as a recreation impact fee, and charging non-residents a higher fee. *[City is now charging non-residents higher rates.]*
- Higher profile and better communication are needed.
- North Park – add more acreage.
- Dispose of Homeworth Park.
- Use Morse Ave. Community Center for indoor facilities, relocate winter exercise program here and extend throughout the year. *[This has been done.]*
- Establish a recreation impact fee. *[City started a payment in lieu of land program.]*
- Salvation Army should add a gym.
- City parks should undertake Recovery Action Program (RAP) to be eligible for UPARR grant funds. *[Not done]*
- Increase coordination with other recreation providers.
- Better coordinate league use at Recreation Park. *[New director is doing this.]*
- Construct Lake Metroparks bike path corridor from Jackson St. to the corporate limit. *[Done]*

D. Housing.

Statistics:

- 1990–6,424 units; 72% in sound condition.
- 64% SF, compared to 78% in the County.
 - Most communities are 80% SF and 20% MF.
- Central area of City is 44% MF.

- 54% owner-occupied in the City. (>75% in the County)
- In 1990, vacancy rate was 4.5%.

Recommendations:

- Develop more housing options (more, larger, upscale). *[Several subdivisions are under construction offering greater options, including more upscale options.]*
 - Liberty Green–Ryan Homes on smaller lots – \$170,000 and up.
 - Heisley Park– Osborn/Forrest City with some Ryan Homes – \$300,000 homes (Wetland mitigation required). 300 acres. Some town homes.
- Maintain a balance of single-family and multi-family housing.
 - Convert large MF housing back to SF.
 - Create a zoning category for SF attached.
 - “Cluster” zoning should be adopted.
 - Sub regs should allow plats to be filed once the developer posts the performance bond.
 - Enhance existing neighborhoods.
 - Encourage rehab and redevelopment.
 - Encourage in-fill development, in subdivisions and on vacant lots. *[Quite a bit has been done on this. The LCDC (a non-profit) and private developers are doing projects.]*
- The City should offer incentives, remove impediments, provide R/W, and assess improvements.
 - *[Housing rehab tax abatement was removed from CRA's except within CRA #1.]*
- Areas for future housing development include:
 - South of Norfolk Southern–Cedarbrook area.
 - Grand River
- Use the Land Reutilization Program.
- Address the scattered deterioration throughout the City.
 - A housing inspection program should be maintained with the housing assistance programs.
 - Add rental unit licensing. *[This has not been done.]*
 - Add complaint-basis inspection.
 - Direct enforcement in concentrated areas.
 - Form a local non-profit housing improvement program. *[Lake Communities Development Corporation (LCDC) is doing this.]*
 - If homes are demolished, redevelop the property.
 - In-fill development is key – identify properties, encourage developers, start non-profits, use tax abatement.
 - Redevelop infrastructure to service housing.
 - Create a neighborhood-wide improvement plan, and start neighborhood organizations. *[Block Watch Groups and Safety Committee have been established.]*
 - Retain a neighborhood program coordinator. *[Not done–no funds.]*
 - Provide proper buffering between housing and commercial/industrial uses.
 - Provide neighborhood services, especially in the Richmond St. corridor and the DT.

E. Utilities

Statistics:

- WTP and WWTP capacities are okay. Need to repair and replace lines, pump stations, etc. There are some inflow issues in wastewater system.
- City electric capacity is 50+ megawatts, but back-up interconnect to CEI is only 30mgw. Therefore to utilize City’s full capacity, interconnect must be upgraded to 50mgw.
- A new circuit was installed west of 44 for the Shamrock development.

Recommendations:

- To utilize the City's full electric capacity, upgrade the interconnect to CEI to 50mgw.
- Disconnect from the annexed areas to free up capacity for in-city service. *[City has not done this.]*
- Serve the City first.
- Use utilities as an annexation tool. *[The City has extended water, electric, recreation, fire/EMS in the past without annexation being required. The City won't offer sewer if there is no annexation agreement.]*
 - Determine if it is cost-effective to annex property first.
 - *[Areas A, B, C, E +others have been annexed. D, F, and G have not.]*
- Market excess capacity on a business basis.
- A Capital Improvements Program (CIP) is needed.

F. Transportation –Improve movement and access.

Recommendations:

- Enhance traffic flow on main thoroughfares (signal interconnects and/or synchronization). *[Efforts have been made, not totally done yet, B&N is completing an effort started by Traffic Pro.]*
 - Address proliferation of curb cuts.
- Improve access to Elm Street area.
 - Geometrics need improvement at Elm Street and Skinner Ave. *[Not done.]*
 - Jackson Street /44–new access point is needed for N-S flow. *[This is planned.]*
 - Prospect to Newell connection needed. *[City has R/W, but not done yet.]*
- Seek alternative funds.
- Recommended projects:
 - US 20 widening Watson to State, add 3rd lane.
 - Remove B&O railroad bridge on US 20 & replace with culvert.
 - Resurface E Main Street and improve waterlines.
 - Resurface Richmond St., Sterling to Grand River & improve signals.
 - Give US 2 to County to maintain, as it does elsewhere in the County.
 - Relocate bus stop at Lake County Admin. Bldg. *[In process]*
 - Potential bikepath – Lake Metroparks – along B&O railroad R/W to Fairport Harbor and Community Center. *[City has TLCI grant to study best locations for Laketran and Metroparks paths in DT.]*

G. Perception/Image –Improve it!

Recommendations:

- Promote the City.
- Educate key opinion makers– realtors, media, civic leaders.
 - Create a City newsletter.. *[A new DT brochure was completed. City staff members speak at various group functions.]*
 - *[Painesville Pride–bi-monthly, Jen Bell in charge.]*
 - *[ED did a brochure for new residents. (Cathy Bieterman)]*
 - Direct promotional campaign to realtors is needed.
 - Articles in newspapers/TV shows *[Channel 9 cable, but no active campaign yet.]*

• *[Need west gateway at the Railroad.]*

[Note: City requires period street lighting in all new subdivisions.]

H. Schools

Statistics:

- There are 4 elementary schools, a junior high, and a high school.
- Enrollment has been decreasing, with 2,333 students in 1992.

- In 1992, 80% of graduates went to college.
- School District owns St. Clair School, leased to Head Start.
- Lake Erie College sits on 12 acres and has 700 students.
- *[Schools are undertaking a major construction program, and the district has passed a levy to match State funds. Construction is starting now on a new middle school and elementary school. Will result in 3 elementary schools, a middle, and a high school.]*
- *[Painesville Twp. Schools (not Painesville City Schools) are rated the best in Lake County and are top in the State. This school district includes Concord Twp. Negative marketing by realtors hurts the City school district.]*

Appendix B

Housing Rehabilitation Programs

- **Lake County Housing Rehabilitation Program**

Lake County operates a housing rehabilitation program, an emergency home repair program, and Mobility-Accessibility program through the Community Development Block Grant (CDBG) program, the HOME Investment Partnership program (HOME), and the American Dream Downpayment Initiative (ADDI) program, all funded by the US Department of Housing and Urban Development (HUD). As an entitlement county under HUD's programs, Lake County annually solicits projects from its constituent communities and agencies, and the Commissioners select the most appropriate projects to fund each year. Just over \$2.2 million was available for the entire County in FY 2005.

The City of Painesville has been the recipient of some of these funds, and in FY 2005 was scheduled to receive the following:

- \$20,000 for sidewalks in low- and moderate-income (LMI) areas,
- \$30,000 for the community center, and
- \$80,000 for home repair projects (a painting program).

Historically, the City has received approximately \$125,000 annually toward infrastructure improvements in the various neighborhoods with larger concentrations of low- and moderate-income persons. Past projects include the reconstruction of Carmody Drive, Matthews Street, Henry Street, and Argonne Drive.

Funds in other programs, such as downpayment assistance and the ADDI program, could be expended on projects within the City, if the fund recipients qualified and were selected. These programs amounted to another \$375,000 to be spent somewhere in Lake County.

- **Lake Communities Development Corporation (LCDC)**

LCDC ventured into a countywide housing rehabilitation program in 2004. That year, LCDC assisted 25 households with an average of \$3,000 in emergency repairs to their homes. The goal in 2005 was to assist 50 households. The focus of the program is providing emergency repairs that preserve the owners' health and safety in their homes. Funds were provided by the Ohio Department of Development and the Cleveland Foundation, with Lake Communities providing \$100,000 in deferred loans to supplement the program.

Goals for 2006 for LCDC include emergency rehab of 30 homes for seniors and/or persons with disabilities (very low income), preventive maintenance repairs for 50+ homes for low-income seniors and persons with disabilities throughout Lake County, and demolition of five residential properties in the City of Painesville. This is in addition to construction of new homes and free credit counseling.

In 2005, LCDC raised over \$900,000 from funding sources outside Lake County for affordable housing issues. These funds came from the Ohio Housing Financing Agency (\$700,000), the Ohio Department of Development, Federal Home Loan Bank of Cincinnati (in conjunction with Sky Bank), Wal+Mart Foundation, numerous banks, and other parties.

- **Lake Metropolitan Housing Authority (LMHA) – Section 8**

LMHA has 1,202 Section 8 housing vouchers outstanding in Lake County; however, it is unable to identify how many of those are in the City of Painesville. LMHA staff did note, however, that the cities of Painesville and Mentor received a good number of these voucher recipients. In conjunction with the Section 8 program, the City works with various agencies to get qualified

tenants or home owners financial assistance to pay for heat and/or electric costs, in an overall attempt to make housing more affordable.

LMHA is also using an innovative Section 8 program to assist eligible recipients with obtaining homeownership by assisting with grants for downpayments. Working with lending institutions and realtors is required for this program, making it more complicated and riskier than the standard Section 8 voucher program, yet LMHA has assisted six households through this program since its inception five years ago, and should be commended for its efforts. Not all public housing authorities are being this aggressive.

Appendix C

Housing Supportive Services

- **Lifeline, Inc.**, a Coalition member, has a mission to help low-income residents break the cycle of poverty and make the transition from agency-dependency to self-sufficiency. Housing in one area this agency addresses through a variety of funding sources. Lifeline administers a security deposit program, assisting nearly 110 families in the County in 2005. All properties approved through Lifeline must pass a safety and conditions assessment.

Lifeline also works with the Coalition to assist County residents with first-time homebuyers counseling and up to \$3,000 down-payment assistance for qualifying households. A new service is assisting residents with applications to various pharmaceutical company programs.

- **Extended Housing, Inc.**, with its many partners, helps eligible households with obtaining housing, staying in housing, and utility costs. The agency also works with persons experiencing severe and persistent mental illness, through the Housing & Employment Services Integration Program (HESIP).
- **The Fair Housing Resource Center (FHRC)** performs various services under the Fair Housing Initiative Program to assure that federal and State regulations on non-discrimination in housing are met. Education, distribution of information, fielding of questions, counseling on tenant/landlord issues and foreclosure prevention, and systematic testing are undertaken on a regular basis, in addition to ongoing case management of complaints. FHRC also counsels eligible residents on eviction prevention, repair requests, security deposit recovery, and mortgage delinquency prevention.
- **The 2-1-1 Program**, a community information and referral service, is available 24/7, 365 days a year, as a result of a collaborative efforts among many of the Coalitions' partners. Assistance is available either via the phone or the computer.
- **Habitat for Humanity** also has a mission to address housing needs (new construction and rehabilitation) of low-income households throughout Lake County. Habitat built six homes within the County during 2005, and plans to meet similar goals in the future. Habitat shares offices with Lake Communities Development Corporation on Chester Street in Painesville.

Appendix D

Proposed Local Housing Partnership Initiatives and Recommendations

- The proposed local housing partnership should **create a local pool of funds** to match Community Development Block Grant (CDBG), Home Investment Partnership Program (HOME), American Dream Downpayment Initiative (ADDI), and other State, federal, and County grant funds to extend the impact of these programs, and to undertake activities that these programs cannot fund. All local banks and lending institutions should be involved in this effort, which will help them meet their Community Reinvestment Act (CRA) requirements, while helping to further the housing and neighborhood redevelopment needs of the City. Lake Erie College (LEC) should also be involved, as this partnership's agenda could include developing and financing strategies for new or renovated student housing.
- The City should **consider creating a Linked Deposit Program** whereby certain City investments are placed with commercial lenders, and the City agrees to a reduced interest rate on those investments so that the reduction can be passed on by the lending institution to property owners for rehabilitation of their homes or for homebuyer assistance programs. (This program has been used successfully at the State of Ohio and many cities and counties for economic development programs. Some local governments have adapted the program for housing purposes.)
- **Investigate HUD Single Family Revitalization Zones** to see if their utilization would be beneficial for the City. These Revitalization Zones allow approved non-profits to acquire HUD homes at a discount, with the intent of renovating and reselling the homes to eligible households. These "zones" are designated by the Philadelphia Home Ownership Center (HOC) based on criteria contained within Housing Notice (HN) 05-9 Revitalization Area Evaluation Criteria-Single Family Property Disposition, as extended by HN 06-4. Although there are currently no designated areas within Lake County, there should be some census tracts that warrant designation based on the required criteria. The City and/or the partnership mentioned above, if interested, should review the criteria to determine if any census tracts are eligible, and if applicable, send in a written request for designation to the Philadelphia HOC. The Housing Notice clarifies what is needed to be submitted for consideration.
- **Pursue the Local Initiative Support Corporation (LISC)** in Cleveland to see if they can expand their service area to include Lake County and/or Painesville. LISC is a national organization that helps resident-led, community-based development organizations transform distressed communities and neighborhoods into healthy ones. By providing capital, technical expertise, training and information, LISC supports the development of local leadership and the creation of affordable housing, commercial, industrial, and community facilities, businesses and jobs.

Currently, the Northeast Ohio LISC office appears not to be in a position to expand its service area to include Lake County or Painesville. Thus, two options exist:

- **Aggressively pursue this option** and apply pressure (political, City, foundation, and corporate) if needed to change that position so that the Northeast Ohio LISC extends services to Lake County and Painesville.
- **Investigate the Rural LISC program** to see if that organization could assist the City with housing and neighborhood improvements. In 1995, LISC launched Rural LISC to expand its reach beyond urban areas to include rural communities. Its mission is to build the capacity of resident-led community development corporation (CDCs) by increasing their

production and impact, demonstrating the value of investing in and through rural CDCs, and making the resource and policy environment more supportive of rural CDCs and their work. Currently, Rural LISC provides 74 Partner CDCs with training, technical assistance, information, and financial support across the US.

Local LISC contact information is:

Northeast Ohio LISC
3865 Carnegie Avenue
Cleveland, Ohio 44115
216-432-9354

- **Continue to explore the potential opportunities of NeighborWorks America**, a national non-profit organization created by Congress to provide financial support, technical assistance, and training for community-based revitalization efforts. (This organization was formerly referred to as the Neighborhood Reinvestment Corporation.) Their affiliates, the Neighborhood Housing Services organizations, also refer to themselves as NeighborWorks organizations. There are currently 240 community-based organizations in 50 states working with this program.

These NeighborWorks organizations have the services of other agencies available to them to provide secondary mortgages. The agency listed below buys their mortgages, thereby recycling money for additional loans. If the City cannot become a NeighborWorks organization, it may want to emulate some of its programs through other agencies or the private sector.

- **Neighborhood Housing Services of America (NHTSA)** provides direct financial services to NeighborWorks network organizations by serving a unique secondary market that brings assets to communities suffering from decline and disinvestment. NHTSA's loan funds serve borrowers who do not meet conventional credit standards and who average less than 2/3 of the national median income. National partners such as banks, insurance companies, retailers, and foundations work with NHTSA in helping NeighborWorks organizations. NHTSA programs that may be of interest to Painesville include:
 - Campaign for Home Ownership
 - Rural and Community Economic Development Initiative
 - Insurance Alliance
 - Community Building and Organizing Initiative
 - Financial Fitness
 - Center for Foreclosure Solutions
 - Center for Home Ownership Education and Counseling

The Great Lakes District Office covers Ohio. Its headquarters is:

NeighborWorks America
2368 Victory Parkway, Suite 210
Cincinnati, Ohio 45206-2810
Phone 513-221-4260

- **Continue to work with the Lake Communities Development Corporation (LCDC)** to facilitate its new housing construction efforts and to target key housing opportunities resulting from this planning process. Explore the potential of using LCDC as the CDC for potential work with LISC, Rural LISC, NeighborWorks, Neighborhood Housing Services of America, and/or other programs/funding agencies that may need a CDC partner. LCDC should be encouraged to undertake projects in neighborhoods identified as targets by the City's housing partnership, as well as to expand their services and product lines.

- The Housing Partnership should **work with Habitat for Humanity to undertake more home construction projects** within the City. Currently, only one to two are done per year, whereas three to five units were previously completed each year. Recruitment of volunteers to assist with these projects should be a goal of the partnership. Businesses should be asked to volunteer employee groups to the Habitat effort. A competition could be held among local businesses to build new homes, possibly even for one of their employees.
- **Investigate the opportunity to establish a Habitat Restore** in the City to facilitate housing rehabilitation projects for low- and moderate-income families, and to raise funds for additional Habitat for Humanity housing projects. This can create jobs, empower a new entrepreneur, and provide a needed retail outlet for construction and home decorating materials at reasonable costs. It also provides a sales outlet for over stock or no longer needed construction materials for contractors.
- **Work with Lake Metropolitan Housing Authority (LMHA) to utilize the Section 8 voucher program more creatively to continue to encourage home ownership.** LMHA is currently utilizing the Section 8 program for homeownership and has completed six mortgages within the County in the past five years. Since this program is a little riskier, and requires more coordination with lenders and realtors, LMHA should be commended for taking this innovative approach. To achieve the City's goal of 69% home ownership, LMHA and the housing partnership should continue to explore ways to increase the participation in this program, specifically for City residents, working with the NeighborWorks (as mentioned above), the Neighborhood Reinvestment Corporation, and National Housing Services (with local banks) to access the secondary mortgage market to facilitate mortgages for low- and moderate-income homeowners.
- In addition, the partnership should work with LMHA to **assure that Section 8 vouchers are evenly distributed across the County**, so that Section 8 voucher recipients have a variety of housing location options. Currently, LMHA is not able to easily categorize Section 8 voucher holders by community, due to antiquated computers and programs. The partnership should work with LMHA, and possibly Lake Erie College (a computer class or business class) to improve its data base for better analysis and targeting of resources.
- The partnership should **establish a homeownership counseling program** (for both pre and post purchase) especially for first-time homebuyers, or it should work with Key Bank to enhance its programs to meet more homebuyers. This will help prevent foreclosures later on and help avoid unscrupulous predatory lenders. Many non-profit agencies such as the Ohio State Extension Services, Catholic Charities, Housing Authorities, Urban Leagues, etc. provide this type of service and the partnership should determine if any of these agencies could do so in Painesville. If services do exist, they may need to be enhanced and better marketed.
- The local partnership should work with all of these groups (and any others) to **develop an employer-assisted home ownership program**, whereby local companies assist employees with downpayments for their homes, possibly in specific areas around or near the company's facilities. The company may even be interested, under proper circumstances, in building the homes for its employees, similar to how companies did in the early 1900's. Institutions could also participate in this type of program, including Lake Erie College and the hospital. This could help stabilize the neighborhood and the workforce, and provide opportunities for first-time home buyers. This could be a win-win-win situation for the company, the employees, and the community. (Reference PAS MEMO July/August 2006, a service of the American Planning Association.)
- **All federal and State programs for home ownership assistance should be explored and utilized.** USDA Rural Development may have some programs in addition to HUD.

- **Incentives should be established** (CRA tax incentives) to encourage apartment owners to renovate and maintain their properties to a higher level, which could result in higher rents, which could then result in a reduction in crime and other problems currently experienced by the City. In addition to incentives, **disincentives should be identified and adopted** to discourage the lack of renovation and maintenance. Stiff fines, money in escrow accounts prior to start of construction, bonds in the name of the City, and other suggestions should be considered. Property maintenance policies should be enforced and landlords should be held accountable.
- The local **historical society should work aggressively with owners of historic homes to assure that appropriate historic homes and sites are identified, renovated, and preserved properly.** Owners should be encouraged to nominate their properties to the National Register of Historic Places so that these historic treasures can be recorded, and efforts can be taken to assure that they are preserved into the future.
- The housing partnership should work with local organizations to **assure that their constituents, and the community as a whole, are knowledgeable of available programs,** and that they acquire assistance in going through a mortgage loan process. Possibly SCORE, or other similar groups could assist with this effort, in conjunction with local banks or lending institutions. Special efforts should be made to educate the public about housing programs on the City's public radio station.
- The housing partnership should **work with the City and Lake Erie College to identify new locations for future student housing** as LEC expands. This could include acquisition and renovation of existing multi-family buildings, similar to Rainforest Village (formerly the Hershey House), located between Mentor Avenue and Jackson Street, a successful situation where LEC is now utilizing an existing apartment building close to campus for student housing. Having LEC as the owner of the housing will assure that the property is properly maintained.

Appendix E

1993 Comprehensive Plan In-fill Areas—Current Status

- **Area #1-** Approximately 15 acres south of the homes on Lucille Avenue and east of Chestnut Street, adjacent to the corporate boundary. This land has been purchased by the School District for the Chestnut Elementary School and is no longer available for development.
- **Area #2-** Approximately 10 acres bounded by the railroad tracks on the north, Chestnut Street to the west, Cedarbrook Drive to the south, and Hickory Lane to the east. This parcel remains available for development.
- **Area #3-** About 15 acres south of Townmill Court, adjacent to and west of the Metroparks Greenway. Although not yet developed, this area is included in the proposed 307-unit Liberty Greens development. Cedarbrook Drive has been connected to Kensington Avenue, and the School District has purchased land to the south of this proposed development (along Colonial and Trailwood Drives) for a new middle school, making this an attractive area for continued residential development.
- **Area #4-** 74.5 acres surrounded on three sides by the Grand River and bordered on the south by Walnut Avenue East. Although proposed for cluster or high-end residential development, Metroparks is purchasing this property for a new park, which will be a major asset to the community.
- **Area #5-** 25 acres north of and along the Grand River, south of the housing units along Main Street, Grand River Avenue and Steele Avenue. This land is still available for development; however, significant flooding of this area in August of 2006 eliminates this area for additional housing development.
- **Area #6-** On the northern side of the City, 24 acres bounded by SR 2 to the north, Williams Street to the south, and Elm Street to the east. This property has been purchased by the School District for a new elementary school, which will be a major neighborhood asset.
- **Area #7-** 20 acres bounded by SR 2 to the south, Elm Street to the north, and homes along Argonne Drive to the west. More than half of this property has been developed as housing; some acreage is still available.
- **Area #8-** 15 acres south and east of Elm Street (on the turn) and north of the homes facing State Street North. This property has been developed as Lighthouse Pointe Condos; 72 units ranging in price from \$125,000 to \$225,000.
- **Area #9-** 14.5 acres in the center of the block bounded by homes facing Skinner Avenue, Owego Street, North Avenue, and Sanford Street. This property remains available for development.
- **Area #10-** 38 acres adjacent to and east of the Grand River, west of Skinner Avenue, between Owego Street and Richmond Street. Although recommended for 40 to 50 single-family units in a cluster development or condos, the City has purchased 18 acres of this property for a future park and public access to the Grand River. This park will also be a tremendous community asset. On the balance of the property, a subdivision called Windjammer has been developed, consisting of 76 single-family units ranging in price from \$150,000 to \$270,000.

- **Area #11-** 6 acres in the center of an area bounded by homes facing Hayer Drive, Jackson Street, and Newell Street. This area has been subdivided as the Kaim Subdivision, providing 23 lots for single-family homes in the \$130,000 to \$160,000 price range.
- **Area #12-** 20 acres of land north and south of the College Hills Apartment Complex on Academy Court west of Chestnut Street. This land has been developed as additional multi-family residential, as proposed in the 1993 Plan.
- **Area #13-** This major area of vacant land in 1993 was identified as a potential site for new development. This land remains vacant and is proposed to be developed as single-family housing and condominiums.
- **Area #14-** This large, formerly industrial area on the north side of the City, between the Grand River and Elm Street is currently being planned as a large mixed-use complex called Lakeview Bluffs. It is being planned by Hemisphere Development and involves approximately 1100 acres. This project will have a significant positive impact on the City and Township of Painesville, as well as the Village of Fairport Harbor and all of Lake County. The area is proposed to be primarily residential in nature, with open space and agricultural uses intertwined.

Appendix F

Neighborhood Descriptions

Key attributes of each of the twelve neighborhoods are as follows:

- Neighborhood #1:
 - The neighborhood is **primarily single-family residential** with two multi-family developments.
 - The southern most portion of this area was identified in the 1993 Plan as needing both minor and major housing rehabilitation.
 - **A new elementary school is planned** for the area bounded by SR 2 to the north, Elm Street to the east, Williams Street to the south, and Pleasant Avenue to the west.
 - **A large brownfield area to the north, the former Diamond Shamrock property off Fairport Nursery Road, is planned for redevelopment** by Hemisphere Corporation in a development called Lakeview Bluffs, which will provide public access to and trails along the Grand River, along with residential development and recreational uses.
 - New residential developments have been constructed since the 1993 Plan, including **Lighthouse Pointe Condominiums**, 72 single-family units in the \$250,000 to \$225,000 price range.
 - **A Block Watch group** exists in the Argonne Drive area.
 - Results of the Survey conclude that **Neighborhood #1 was the neighborhood that needs the most attention**. It was ranked as such by the general population that responded to the Survey, by the respondents from Neighborhood #1 and by renters who responded to the survey.
 - Of all respondents to the Survey, 48.3% ranked their neighborhoods as good, and 51.4% of the renters ranked their neighborhoods as good; but 42.4% of Neighborhood #1 respondents ranked their neighborhood as **poor**.
 - Neighborhood #1 respondents felt that **the biggest problems** in their neighborhood, by order of importance, are drugs (81.8%), crime (63.6%), and too much rental housing (60.6%).
 - Neighborhood #1 respondents agreed with the overall Survey responses on the top five neighborhoods needing the most attention, those being neighborhoods #1 through #5.
 - Neighborhood #1 respondents felt that the following were **needed by the community**: retail in the downtown (69.7%), new single-family homes - moderately priced (54.5%), industrial development (48.5%), and stronger property maintenance enforcement (30.30%).
 - They also felt that **future development efforts should be targeted toward**: identification and preservation of green space (83.9%), residential development in existing areas (71%), development of vacant land in the City (67.7%), and commercial redevelopment (67.7%).
 - Respondents from this neighborhood felt that public transportation has gotten better in the past five years (50%), while traffic (55%), taxes and crime (48% each), and job opportunities (59%) got worse.
 - In identifying what was **important for future development**, Neighborhood #1 respondents said: parks/green space (67%); public access to the Grand River (62%); connections to existing trails and bikepaths (59%); and entertainment facilities, partnership with County government, and new school facilities (58% each).
 - When asked to rank community services, Neighborhood #1 respondents gave some of its **lowest scores** to cable service, streets and roads, sidewalks, zoning and building code enforcement, and private property maintenance.
- Neighborhood #2:
 - The area is primarily single-family residential with two parks, a school, some open space, one or two two-family units, a small business, and the City's wastewater treatment plant.
 - Both Huntington School and Rotary Park are included in this area. **Huntington Elementary School** is one of the schools **scheduled to be vacated**.

- The City recently purchased **18 acres along the Grand River**, which it intends to develop as a public park with River access. A new subdivision called **Windjammer** has recently been constructed on the balance of the property. It consists of 76 single-family homes ranging in price from \$150,000 to \$270,000.
 - A **Block Watch** group exists in the Hine Avenue area.
 - Survey respondents **ranked this neighborhood fifth** in terms of needing the most attention, after neighborhoods #1, #3, #5, and #4.
 - **10.8%** of all responses to the Survey came from this neighborhood.
 - The top **five problems in the neighborhood** according to Neighborhood #2 respondents are: streets and sidewalks, drugs, crime, too much rental housing, and traffic (in that order).
 - Residents **rated their neighborhood as good (53.1%) or fair (30.6%)**.
 - Residents noted that the best **re-use for Huntington Elementary School** would be as a community center (36%), green space (25%), or residential (23%).
- Neighborhood #3:
- **Land uses** in this area include a mixture of both single- and multi-family residential (with some new housing), major industries including Avery Dennison and First Brands, some commercial businesses, and some small open spaces (e.g. Ella Mae Shaw park).
 - The middle section of this area, just north of SR 2, was identified in the 1993 Plan as an area needing housing rehabilitation.
 - **Lexington Village**, a new 19-unit subdivision, is under construction by the Lake Communities Development Corporation. Homes range between \$120,000 and \$150,000.
 - Windshield surveys indicate a **continued need for housing rehabilitation** and a need for street upgrades in several areas.
 - The area south of SR 2, west of Newell Street, north of the CSX tracks (excluding properties adjacent to the tracks), and west of Avery Dennison are included in **Community Reinvestment Area (CRA) #4**, (a residential only CRA).
 - A **new Block Watch group** is getting started in the Fairlawn Avenue area.
 - Survey respondents (**58.2%**) **ranked Neighborhood #3 as second** in terms of needing the most attention, after Neighborhood #1. 53.1% of its neighbors in Neighborhood #1 ranked Neighborhood #3 as one of the top three needing the most attention. Since it ranked so high, a more detailed analysis of its residents' responses was undertaken.
 - The **five biggest problems** in Neighborhood #3 according to its residents' responses to the Survey are: drugs, crime, too much rental housing, vacant buildings and lots, and conditions of streets and sidewalks (in that order).
 - The **top four things that the community needs more of** include: retail in the downtown, industrial development, stronger property maintenance enforcement, and retail outside the downtown.
 - Neighborhood #3 respondents felt that the City should **target its development efforts at:** residential redevelopment of existing areas, development of vacant land already in the City, and commercial redevelopment.
 - Respondents rated none of the many listed services as having gotten better over the past five years, but felt that **the following got worse:** crime, taxes, job opportunities, general image of the City, the City as a place to live, Downtown Painesville, and traffic.
 - They ranked cable service, as well as streets and roads, as poor.
- Neighborhood #4:
- **Land uses** include commercial downtown businesses, the County Courthouse and several County office buildings, the Post Office, St. Clair School, Recreation Park, both single-family and multi-family housing, Evergreen Cemetery, and a few small industries.
 - The 1993 Plan identified the western part of this neighborhood as needing housing rehabilitation.
 - **St. Clair School** is **scheduled to be vacated** as part of the new schools construction program.
 - **Sidley Building Co.** and the **Casement Club Golf Course** are located just outside the

Harmon.

- **Lathrop Elementary School** is one of the schools **slated to be vacated** as part of the new school construction program.
 - The existing intersection at SR 44 and Jackson Street provides **no access to SR 44 south**.
 - There is a **proposed interchange upgrade planned for SR 44** and an extension of Renaissance Parkway to provide access to the proposed Shamrock Business Center. This roadway project will have a significant impact on this neighborhood, as it will provide access to a currently undeveloped section of it, and will provide excellent access to SR 44 from the industrial park. When this project is constructed, both north and south exits and entrances to SR 44 will be provided, and the current half interchange of SR 44 with Jackson Street will be closed. This is an ODOT-funded project following ODOT timelines, and is likely to start construction within 3 to 5 years.
 - Renaissance Industrial Park is included in **Community Reinvestment Area #1**.
 - Residents of Neighborhood #6 responding to the **Survey rated their neighborhood as good (62.9%)**.
 - They identified the **five top problems in their neighborhood** as: traffic, maintenance of private properties, streets and sidewalks, too much rental housing, and drugs (in that order).
 - Over 61% of the neighborhood respondents suggest that the **Lathrop School** property should be **re-used as green space**. Residential was second at only 21%.
- Neighborhood #7:
- A major residential subdivision of single-family homes is under construction south of the CSX railroad. About 625 homes are planned in the **Heisley Park** subdivision, ranging in price between \$170,000 and \$290,000, and many are already constructed and occupied.
 - A 300-acre **Shamrock Business Center** is being planned for north of the CSX railroad by a partnership between Forest City Land Group and M.E. Osborne. Plans call for a mixed-use development including residential, commercial, office, park, and industrial development in a Towne Center concept. This development will include about 544 courtyard homes and town homes, in addition to retail, commercial, and office facilities.
 - As stated above, a **major roadway improvement project is scheduled** to provide access to and from SR 44 and the Shamrock Business Center site. Access across the railroad will also be provided.
 - The response rate to the Survey from this neighborhood was very light (less than 2.5% of all responses).
 - Of those responding, 72.7% **ranked their neighborhood as excellent**.
 - **The two biggest problems in their neighborhood** were identified as drugs and maintenance of private properties.
- Neighborhood #8:
- A new subdivision is being constructed off Academy Court called **Princeton at College Hills**. This is a 39-unit condominium development with prices ranging between \$94,000 and \$105,000.
 - A **new Block Watch group** is getting started in the College Hills area.
 - Responses to the Survey from this neighborhood were light (less than 4% of total survey responses).
 - Of those responding, 57.9% **ranked their neighborhood as good**.
 - **The five top problems in the neighborhood** were identified as: drugs, too much rental housing, loitering, crime, and activities for teens.
- Neighborhood #9:
- **The Middle School will be vacated** as part of the new school construction program, and the property will be home to a new senior high school.
 - Single-family homes in this area are some of the most historic and well-kept homes in the community.
 - **The Phillips-Osborne School** is located adjacent to the Lake Erie College Campus. As a

- private school, it attracts upscale families from a wide area outside the City of Painesville. It is anticipating more partnerships with the Schools and Lake Erie College in the future.
- The area between Walnut Avenue, the Greenway, the Norfolk & Southern railroad, and the homes on Ardmore Avenue are located in **Community Reinvestment Area #3**.
 - Of total responses to the Survey, 7.8% were from Neighborhood #9.
 - Over 68% of the respondents from this neighborhood **rated it as good**.
 - The **top five problems in the neighborhood** were identified by resident respondents as: streets and sidewalks, traffic, too much rental housing, maintenance of private properties, and crime (in that order).
- Neighborhood #10:
- **Land uses include** the municipal buildings, Memorial Park, commercial land uses around the Park, the hospital, the current high school (which is being vacated), several apartment buildings, several industries, a low area surrounded on three sides by the Grand River (which was recently purchased by the Metroparks for a future park), many blocks of old but very stable single-family residential homes, State Street Elementary School, and Riverside Cemetery in the eastern most part of the City
 - A five- or six-block area of this neighborhood was identified in the 1993 Plan as being in need of housing rehabilitation.
 - The area west of the downtown contains many historic homes and is often referred to as **the Historic or Wood Street Area**.
 - A new 12-unit condominium development called **Banks Landing** is being developed on two acres adjacent to the River. Condos will cost about \$150,000.
 - **State Street School is scheduled to be vacated** as part of the new school construction program.
 - The proposed new high school is just west of the Greenway from this neighborhood.
 - The City has purchased some of the properties between the Grand River and the downtown that are currently housing commercial businesses. This could eventually provide a **location for public access to the River** and a connection from the downtown to the River.
 - The area adjacent to and north of the Norfolk & Southern railroad is included in **Community Reinvestment Area #3**.
 - The area between Main and Washington Streets, west of the Grand River, is located in **Community Reinvestment Area #2**.
 - A **Block Watch group** exists in the Historic district.
 - This neighborhood had the **highest response rate to the Survey, 17%**. Since this was the greatest percentage response rate from any of the neighborhoods, additional analysis was conducted of Neighborhood #10's responses to the Survey.
 - **43% of the responses to the Survey from renters** came from this neighborhood.
 - The **five biggest problems in the neighborhood** according to Neighborhood #10 respondents are: drugs, too much rental housing, crime, condition of streets and sidewalks, and loitering (in this order of importance).
 - Neighborhood #10 respondents **ranked their neighborhood as third** in the top three neighborhoods that need attention, after #1 and #5.
 - Since the State Street Elementary School and Harvey High School are located in Neighborhood #10, their responses to the best potential re-uses of the properties are critically important. 45% of the respondents from this Neighborhood felt that the **State Street School property should be used for green space**. Their second choice was residential (31%).
 - Their choice for the **re-use of Harvey High School** was overwhelmingly a **community center** (46%). There was no close second choice.
 - Respondents from Neighborhood #10 felt that the **top four things the community needs more of** include: retail in the downtown (45 responses), industrial development (27), new single-family homes - moderately priced (27), and green space/parks (22). Stronger property maintenance enforcement came in a close fifth (21).

- Neighborhood #10 respondents felt that the City should **target future development efforts at** residential development of existing areas and annexation and development of vacant land outside the City.
 - They also felt that City parks, public transportation, Lake Erie College, and Painesville City Schools got better over the past five years; while job opportunities, taxes, crime, and Downtown Painesville got worse.
 - **Development and redevelopment activities** of importance included: cultural facilities, parks and green space, new school facilities, higher education opportunities, and more retail, in that order.
- Neighborhood #11:
- **Land uses include** a considerable amount of single-family homes, Marine Park, a mini-storage facility, the Elks Club, several apartment buildings, Coe Manufacturing, High Tech Performance Trailers, and a vacant industrial building along the tracks.
 - A **water tower**, small historic cemetery, and a **quarry operation** are located at the corporate limits to the south.
 - A new 78-unit condominium development is being constructed in the far eastern area along the River. Condos will range in price at this **River's Edge** development from \$140,000 to \$225,000.
 - The area adjacent to and south of the Norfolk & Southern railroad is included in **Community Reinvestment Area #3**.
 - **Several Block Watch** groups exist in this neighborhood.
 - Just over 6% of all respondents to the Survey were from Neighborhood #11.
 - Over 51% of the Neighborhood #11 respondents **ranked their neighborhood as good**.
 - The **top five problems** that they identified for their neighborhood are: streets and sidewalks, maintenance of private properties, too much rental housing, drugs, and traffic (in that order).
- Neighborhood #12:
- **Liberty Greens** subdivision, consisting of 307 single-family homes, is under construction just west of the Greenway. Homes range between \$180,000 and \$230,000 in price.
 - Although **Cedarbrook Elementary School will be closed** (an alternate use for the building and/or site is needed), a new **Chestnut Elementary School will be constructed** just east of Chestnut Street at the southern corporate limits.
 - In addition, **a new middle school will be constructed north of Colonial Drive**.
 - **Cedarbrook Drive now extends** to the east to connect to Kensington Avenue near the Greenway, and also to the south to connect to Trailwood Drive, near the proposed middle school.
 - **A new Block Watch group is beginning** in this area, organized by the Cedarbrook PTA.
 - Neighborhood #12 had the **second highest response rate to the Survey (11.8%)**.
 - Over 57% of the respondents from this neighborhood **rated it as good**.
 - The **top five problems in the neighborhood**, according to residents responding to the Survey, are: drugs, traffic, streets and sidewalks, too much rental housing, and crime (in that order).
 - Resident respondents felt that the **Cedarbrook School property should be re-used as green space (37%) or a community center (30%)**.

Appendix G

Downtown Training Opportunities

The City should develop a series of training sessions and/or workshops that would be available to local revitalization volunteers. For any downtown program to succeed, technical assistance and incentives must be available to encourage stakeholders to participate fully in the downtown revitalization program. The City, in combination with the Chamber and Main Street group, could develop a series of workshops to cover locally significant topics. Recommendations include:

- Architects could be retained to assist building owners or merchants with the **design of facade improvements or building renovations**. (This was done in the past.) Often, individuals cannot visualize how a building could look, or what it might look like if it were converted back to its original design. Providing architectural services to the property owner, possibly underwritten by a grant source, or arranged as a donation to the downtown organization as an in-kind professional contribution, can help entice individuals to properly upgrade their buildings.
- **Design seminars** could be sponsored by the City, Chamber and/or the Main Street group to assist property and building owners with understanding how to work with zoning and building codes, as well as architectural design standards. Explaining the processes and requirements to property owners up-front can make compliance with the regulations less strenuous and formidable.
- The City, Chamber and/or the Main Street group could offer **merchandising workshops** for merchants in the downtown, assisting them with storefront window display ideas, promotional literature development, or website development and updating services.
- **Pro forma analysis or business plan workshops** could be developed to assist busy merchants with updating their own business plans or coming up with budgets for rehabilitation projects.

A variety of training opportunities exist for all stakeholders, volunteers and staff members involved in the downtown revitalization process. These include:

- **Quarterly workshops sponsored by Heritage Ohio, Inc. (HOI)**. These are hosted by Ohio Main Street communities around the State. Each workshop centers on one of the trademarked Four Points of Main Street Revitalization. While the Downtown Manager should attend each workshop, it is critical that community members also go and receive training. Committee members can receive in-depth instruction on different aspects of their work, and overall ownership of the program is enhanced the more each stakeholder commits to the process.
- In addition to trainings, HOI offers **networking meetings** for City officials, program managers and board members. These are powerful tools in which peers exchange “best practices,” workshop potential solutions to common problems, and form relationships with communities across the State.
- Heritage Ohio and the Ohio State University Extension Office have combined forces to offer the **First Impressions Program**. This is a program designed around the “secret shopper” concept that pairs two communities together, selects teams of people from each community, and then sends each team to the others’ community on an unknown day to assess the community on criteria such as merchant friendliness, wayfinding signage, ease of circulation in the downtown, overall atmosphere in the downtown, and other environmental aspects. This offers each community an unbiased and unvarnished viewpoint, giving constructive thoughts about how to solve potential problems as well as praising well-done efforts.
- HOI hosts a **state-wide annual conference** each year which provides several tracts of programming in revitalization and preservation. Additionally, HOI teams up with other organizations like the Ohio

Historic Preservation Office and Ohio Historic Society to sponsor **Building Connections**, a bi-annual conference dedicated to educating preservationists, economic development professionals, cultural resource managers, and heritage tourism and education professionals on the latest developments and best practices in their respective fields. Specialized trainings such as **Design 101 and 201** are also available to Ohio Main Street Programs at a reduced rate.

- The Ohio Main Street Program (OMSP) through HOI offers **new manager training** each year, as well as **Main Street Institute/101 Basic Training**. These sessions offer tailored information, specific to each of the Four Points, to managers and committee members about their specific roles and responsibilities in implementing the Main Street Approach.
- The **National Trust for Historic Preservation (NTHP)** hosts multiple preservation-related trainings throughout the year, most notably their annual conference which is held in a different community each year. For more information about this and other workshops available through the Trust, please visit their website www.nationaltrust.org.
- The **National Main Street Center (NMSC)** also offers a wide variety of workshops and seminars centered around comprehensive downtown revitalization. National Town Meeting, NMSC's annual conference, boasts several days' worth of targeted trainings in each of the four points. In addition, members can access members' only areas to network with other programs across the nation or enter the NMSC's database to research topics of interest to the community. Members receive discounts for publications, products, and attendance at seminars and conferences. For more information, please visit the National Main Street Center at www.mainstreet.org.
- The **National Preservation Institute** offers professional seminars in Historic Preservation and Cultural Resource Management. Topics include historic structure analysis, photo documentation of historic sites and properties, Section 106 compliance, and application of the *Secretary of the Interior's Standards for Rehabilitation*. For more information, please visit www.npi.org.
- The **Small Business Development Center (SBDC)**, which is located at the Lake County Economic Development Center, can provide a wide variety of direct assistance to budding entrepreneurs and existing merchants including marketing assistance, business plan development, financing assistance, and networking opportunities. Through the SBDC, business owners have direct access to local, state and federal resources, including the federal **SBA (Small Business Administration)** and all its programs, resources, and lending opportunities.
- The **American Association for State and Local History (AASLH)** offers a variety of workshops, publications, and other opportunities for those interested in learning more about how to tap their local history as a resource for education programs, tourism, marketing, and a host of other things. For more information, visit them on the web at www.aaslh.org.
- The **Ohio Historic Preservation Office (OHPO)** offers a wide variety of expertise, including their signature series: the **Building Doctor Clinics**. These workshops are hosted by communities around the State, bringing experts in building investigation and restoration to talk about building rehabilitation and sensitive alterations. In addition, OHPO has an extensive collections of reference and resource materials, both for reading at their library and purchase for home/community use. Their website is www.ohiohistory.org.
- Sharing the website with OHPO is the **Ohio Historic Society (OHS)**. They also have a host of experts on staff, and can offer expertise on a wide variety of topics from interpreting local historical sites to managing cultural resource collections. They also have internship programs.
- The **Ohio Community Development Corporation Association (OCDCA)** is another resource for housing, economic development and micro-enterprise lending programs. For additional information about OCDCA and their programs, visit www.ohiocdc.org.

- **Partners for Sacred Places** is an organization that focuses specifically on rehabilitating or adaptively reusing religious properties. As with most of the other organizations listed above and below, they offer publications, conferences and technical information through their website and via personal contact with office staff. Visit www.sacredplaces.org for more information on this organization, its mission and training opportunities available through them.
- **Fund-raising** is often listed as one of the most difficult tasks assigned to a revitalization organization. For this reason, there are a few suggestions in regards to grant writing, otherwise known as grantsmanship. In addition to using a search engine to find sites dedicated to grantsmanship, there are two resources that may be helpful. The Grantsmanship Center and Institute (www.tgci.org) and the Foundation Center (www.fdncenter.org) are two organizations that offer trainings designed to improve fund-raising efforts, as well as developing new programs and ventures to raise money for non-profit organizations.
- **Volunteer management and development** is a broad field in which there are many practicing experts who can offer volumes of advice and assistance. Two such experts are Susan Ellis and Steve McCurly, both of whom have decades of experience in the field. In addition to using a search engine to find other volunteer management and development sites and training opportunities, you can visit www.energizeinc.com and www.casanet.org to get a taste of Ellis' and McCurley's management styles.
- Local chapters of the **American Institute of Architects (AIA)**, **American Society of Landscape Architects (ASLA)**, **American Planning Association (APA)**, and **Ohio Planning Conference (OPC)** are wonderful professional resources to consider when researching available educational opportunities.
- **SCORE**, the Service Corps of Retired Executives, is another valuable resource in which locally retired people can assist with projects, offering their expertise in various fields to help spur the revitalization effort in the downtown.
- The **National Park Service (NPS)** offers a very helpful website, www.nps.gov, that, in addition to parks and recreation, offers a large amount of professional expertise celebrating local history and culture and preserving both the built and natural environments. The Park Service has a section specifically designed to help educators develop and implement programs celebrating local history, architecture and culture. In addition, the National Park Service is the keeper of the **National Register of Historic Places**. They offer many resources, often free, to assist with the listing process. Another feature on their website is called the **"Bookshop"** where visitors can find a listing of all publications produced and/or written by NPS professionals.
- In terms of developing and fostering a preservation ethic in the community, the City would be wise to begin with its young people. Much the same as with recycling programs or "Say No to Drugs" campaigns, creating a curriculum for school children celebrating local history will reinforce the value of the City's "roots" with its youngest citizens. Using the built environment as an outdoor classroom will have the long-term effect of creating a population that will honor and respect the City's historic assets. Those who value something are much more likely to preserve, invest, and enhance than to tear down, move away, or otherwise destroy. For more information about **using the built environment as a teaching tool**, the City can begin with the following two websites, in addition to using a search engine to locate more resources. Both **CUBE** (Center for Understanding the Built Environment, www.cubekc.org) and **T.H.E.N.** (The Heritage Education Network, www.mtsu.edu/then) are wonderful sites for educators and lay people alike.

APPENDIX H

Exhibit 3-1

Key Persons Interview Analysis Statistical Highlights and Comments Summary

Twenty-two people were interviewed on March 30, 2006. The structured discussions focused on issues in the City, future residential, commercial and industrial development, and opinions as to what the Community need to focus on to improve the general quality of life for its residents over the next 10-20 years.

The 22 people interviewed provided a good cross-section of people who are very interested in the future of Painesville and active within the community, many in a variety of ways.

When asked to rank how important nineteen certain topics, issues or entities are or should be to the future of the City and to this Comprehensive Plan update, the following emerged as the top ten most important (listed in priority order):

1. The quality of education provided by the City schools.
2. The new City schools facilities.
3. Lake Erie College.
4. Commercial development should be focused in the Downtown, along the Richmond Street Corridor, and Rte 20.
5. The level of cooperation between the City and the County.
6. Federal and/or State housing assistance programs to increase home ownership in Painesville.
7. Specific businesses should be identified and recruited for the Downtown.
8. New development should be properly buffered from adjacent conflicting land uses.
9. The revitalization of the Downtown is critical to the future of Painesville.
10. Workforce development, training and retention, AND, A better or more complete availability of high-speed fiber/Broadband throughout the City. (Tie)

When asked to grade five services and “quality of life” items in Painesville on a scale of 1 to 5, they all ranked an aggregate of very good to excellent in the following order:

1. Fire protection (4.57)
2. Emergency Medical Services (4.39)
3. Police protection (4.12)
4. Trails (4.0)
5. Parks (3.97)

With almost all agreeing that they are the same or better over the last five years.

With regard to which infrastructure components needed to be improved, and which ones should be a priority for the City, the interviewees overwhelmingly (19 of 22) cited the Roadways as needing the most attention, with 16 saying they should be the priority for the City. Electricity was a distant second (10 of 22), and water, sanitary sewers and storm sewers mentioned the fewest times (8,8 & 7 respectively).

On a scale of 1-5, with 1 being poor and 5 excellent, the City received an overall grade of 3.64, and the City Schools an overall grade of 3.18 from those interviewed.

In response to the question “How important (desirable) do you consider each of 23 items with regard to development (redevelopment) in Painesville?”, the following emerged as the consensus top fifteen:

1. Taking more advantage of the Grand River AND Lake Erie College. (Tie)
3. Morley Library
4. Restaurants
5. Cultural Facilities
6. High-speed Internet Connections

7. Lakeland Community College
8. The Richmond Street Corridor
9. Parks/Green Space
10. Entertainment
11. Connections to existing Trails and Bike Paths
12. More Retail
13. Coordinated Merchant Hours
14. A Public Transit Station
15. Outdoor Gathering Places

The items receiving the lowest ranking regarding importance for development were:

23. Bars and Clubs
22. Downtown Offices – Ground Floor
21. Hotels

From among a list of 13 areas paid for from City revenues and/or maintained by City personnel, those interviewed were asked to identify which ones the City spends not enough, too much, or about the right amount or resources. None from the list were cited as receiving too many resources, but one person felt that the “Downtown Park” belonged in that category. The two that stood out as receiving not enough resources were “Property Maintenance Enforcement” and “Streets and Roads”, with each being graded accordingly by 14 of the 22 interviewed. The only other three that were mentioned by more than 5 people in that regard were “Other Recreation Facilities”, “Sidewalks”, and “Police Protection”.

All of the others were considered “about right” by most of those interviewed, with several of the people putting all of almost all of those on the list in “not enough” category based on their belief that cities can never spend enough on such things, if they have the resources to do so.

In addition to these “ranking” types of questions, the key persons were asked for opinions and comments on a variety of related subjects, including information as to why they ranked things the way they did. Highlights of those comments and an indication of how often we heard much the same sentiment during the 22 interviews follows – with the number of x’s following a comment indicating how many more times the same or a similar comment was made.

Regarding what could be done to help make the process of opening a new business in Painesville easier and/or improve one's likelihood for success:

- The Building Department, Fire Department and Zoning folks all need to be more helpful.
- Better architectural review process.
- Better City facilitation – provide resources, licensing information and support similar to what is provided by Lake Erie ED Center.

- Welcome and support from the City. x
- Tax abatement programs. x
- Financial backing. xx
- Help businesses put together a good business plan.
- No one came to say hello when opened, or good-bye when left. (Seems to be changing now with more involvement of City and Chamber.)
- City great to work with so far.
- Relationship with BDC and Chamber should be kept with City.
- Awareness of future plans for the City – 10 years out.

- Publicity
- Access
- Safety

- Successful stores that service County-wide clients.
- A draw - things that help bring people into the area – recreation, entertainment, etc.
- Attract higher-income renters by fixing up apartments and raising rates – but may not have enough amenities to attract such renters in competition with neighboring communities.
- Easier to do business. (Facilities with parking, an office supply business).

- Image/perception improvement
- Designate areas as blighted and provide \$'s to help attract businesses.
- Old houses being torn down for redevelopment.

What problems would you be likely to meet or what would likely stop you from opening a new business in Painesville?

- Lack of assistance, acceptance.
- City does not have mechanisms in place to seriously orchestrate new businesses coming to town – introductions, financing, answering questions, making interested parties feel good – making it easy.
- Meeting code requirements.
- Building Department makes it difficult to get things done (5 weeks for a color decision on painted lettering).
- City needs an ED Plan.
- Lack of communication between businesses.

- They roll up the sidewalks at night. x
- Not enough customers. xxx
- People aren't drawn here. xx
- Not enough other stuff to make people come here. (Compared to Willoughby, for example.) xx
- People attracted to malls – no anchor store here.
- Longevity of other businesses – why are they leaving? x
- Population too small.
- Less people/traffic with hospital moving.

- Homeless in the Park, Square, Library, etc.
- The perception that it is not safe at night here (which is silly). x
- Nighttime in DT Painesville - not safe alone in dark in downtown.

- A lot is perception (unsafe, crime levels, lack of parking, noting going on after 5 PM – not true). Change perception!
- High costs – available buildings are run down with high rents.
- Need wayfinding system beginning at I90.
- Traffic flows/patterns.
- Image of school system (perception).
- Lack of skilled labor.
- “Nothing”

What are the strength and weaknesses of the current zoning code?

Strengths:

- Houses look better than they did 10 years ago.
- Continue efforts regarding multi-tenant developments – don’t eliminate, but control with locations, codes, etc. x
- Zoning board personnel – they know what they are doing.
- Commercial - Pretty strict already – can be aggravating but necessary to keep area looking nice – they do a good job.
- Already have specific zoning in industrial park.

Weaknesses:

- Back-yard residences should not be allowed.
- Need to spread out public housing so it is not all in Painesville.
- Residential – Large number of people in one house – a detriment to neighbors. Perception is that nothing is being done about it. Enforcement needed.
- Sign code is ridiculous – apartments are under residential codes so signs are too small. Apartment signage needs to be regulated separately.
- “Overpopulation code” If apartment burns down, may not be able to rebuild resulting in fewer units available.
- Cooperation of building and zoning departments with property owners.
- Takes too long to get a decision.
- Check to see if Zoning Codes support the Comprehensive Plan; change one or the other as necessary before adopting the Plan.
- With CRA’s, no payments to the schools.
- None. Not an issue.

What do you consider to be the main strengths and weaknesses of the City?

Strengths:

- Cultural diversity xxxxxx
- Hispanic population – should do Downtown Fairs to promote culture. x

- Strong Leadership
- Rita is doing a good/great job. xxxxx
- Administration familiar with business owners.
- City staff. x
- City administration that is not afraid to ask for help, open to suggestions, easily accessible.
- Rita's good leadership supported by Council; fairly consistent administration.
- Great strides in property maintenance, both residential and commercial, in last 10 years.
- Utilities. xx
- On-going improvements to infrastructure (one of the first to institute a storm water utility).
- Crime free housing programs – less crime – it is working!
- Ability to put incentive packages together. (Also a weakness.)
- Potential benefit of having municipal power is huge.

- County Seat/Government Center. x
- College and City get along very well.
- Communications
- Chamber of Commerce/Painesville Improvement Corp.

- New houses in the Township
- New housing starts
- Bad things are diminishing; people are moving here and staying.
- Friendly atmosphere
- Quaint. X
- Country feel.
- Residential city.
- Bringing in upscale housing.
- Charm of the Downtown/Town Center
- Downtown Square. X
- Summertime activities

- Schools
- Lake Erie College. X
- New schools.
- Rec Center.

- Transportation.
- Proximity to Lake Erie.
- Location within Lake County.

- One of the fastest growing cities in Ohio – not generally known.
- Positive self image emerging and being recognized outside.
- Chardon and Willoughby are taking off.

Weaknesses:

- Decisions made years ago allowed to sit and fester.
- Need better collaboration between agencies, government and schools.
- Code enforcement
- Need more experienced and qualified Department Heads – find money to pay them.
- Regulations that aren't business friendly.
- Lack of cooperation.
- Getting everyone on the same page to work toward the same goal – may not be possible because of egos.
- Too much emphasis on small things instead of larger issues. (Maintenance of housing vs. Richmond Street Corridor.)
- Lack of funds.
- Need more help with State incentives. Kathy Haworth not able to help with compliance and JCTC reports.

- County Seat (Also a strength.)
- Loss of hospital.

- Unsafe perception. (Not so.) x
- Homeless, Loitering
- Perception of City and County as a slum.
- Unfavorable areas.
- Old town – hard to keep things in good repair, but getting better.
- Rental properties.
- No one knows the City is improving, they only remember high crime and run-down homes.
- Residents don't share sense of positive image rebirth.
- Schools perceived as "inner-city" schools.
- Township schools regarded as better than City schools.

- Diversity (both strength and weakness). Xx
- Not marketing diversity as an asset.
- Few minorities in leadership positions.

- Lack of nightlife.
- Lack of recreational facilities.
- Signage. (e.g. Where is the Riverwalk?)
- Access from the South.
- Mentor and Concord need to be able to draw people in.

What types of adaptive reuses of the hospital facilities do you think would be the most desirable and/or most successful?

- Another (office/classroom) building for the college(s). xx
- College housing
- High School facilities – near new HS.
- Educational – trades, training, support services.

- Condos
- Upscale apartments

- Technology incubator
- Small business incubator
- Offices xx
- County/City offices. x

- Nursing Home
- Senior Housing/Senior Care/Assisted Living. Xxxxxxx (Breckenridge is interested – Special Care Housing – have done these kinds of conversions.)
- Hospice
- Physician's offices/Clinics. Xxxxx
- Regional Therapeutic Health Center.
- Partner with Lakeland and Lake Hospitals.
- Important to keep Emergency Services there.
- Emergency facilities.
- Fear that ER will be moved shortly after hospital moves. X

- Retail
- Services
- "Affordable space, central location"
- Dry Cleaning
- Food court
- Child care
- Themed hotel – if market dictates. (Hotel should probably be at 90).
- Transportation Center.
- Partner with LakeTran and pick up clients/patients all over Lake County.

- Not enough non-profits to fill it up, so tear it down.

Summary of other comments and suggestions made during the interviews, grouped by topic, included:

Downtown

- Need an entertainment center in the downtown.
- Be an on-going magnet – restaurants, theater, entertainment, organized events.
- Need a good mix of retail, services, entertainment, restaurants.
- County has 2000 employees in area. Embrace them and enjoy the taxes they pay.
- Restaurants and night life needed.
- Hudson-style Main Street – revitalize.
- Create a niche industry (bio-medical, communications, industrial cluster, ...) and market to that niche.
- Definitely an in-fill opportunity.
- Need a variety of core retail or discretionary stores like art galleries, photo studios.
- Utilize small town flair and position with college needs and activities.
- Cater to Hispanic population – fastest growing segment in the Midwest.

- Retail, arts and more upscale restaurants – this kicked things off in Willoughby.
- Great opportunity for the right businesses. Cities all over are trying to replicate town squares.
- Killed it with government program buildings; not enough attention to business.
- Encourage minority business owners – African-American and Hispanic.
- Mental health practice – minority-oriented or led by minorities.
- Create a “buzz”, something to attract diverse buying power – Unique shops, movie theater, bistro, etc.
- Keep the Square pedestrian.
- Target 20-30 year olds.
- Tie recruited businesses to County Seat.
- Use second floors for offices and retail, even restaurants.
- Never go downtown unless to City Hall.
- Need good restaurants and businesses with high numbers of employees.

Parking

- Not really a problem.
- Lake County ranks in top 20 for car dependence.
- People stay away from parking garage – no need to park way over there.
- Garage in wrong part of town.
- County employees use retail spaces.
- Signage/education issue – lots are there, stalls are there.
- Meters are a problem when they are in front of businesses (e.g. Arabica).
- Don't push parking too far from downtown – connect.
- Courthouse area seems to be the biggest problem.
- Square parking is a problem.
- Parking is more of an issue in parts of town other than the downtown.

Richmond Street Corridor

- First impression of City – needs to look clean and neat; more upscale development.
- Enhance with special attention to the underpass area.
- Baskin Robbins has done a nice job, but more is needed.
- Improve the Gateway.

Commercial Development

- Each area has its own character – downtown-pedestrian, Richmond Street-car access, 20 west - office related.
- Create districts – Restaurant district, Shopping district, Family activities district (small theater, bowling alley, indoor putt-putt, waterparks), Convenience district (Richmond Street), etc. – not all in downtown.
- Annex to 90, establish a corridor to 90. Connect to Shamrock Business Corridor.
- Look at Rte 306 in Mentor – trendy restaurants, office buildings – very crowded but booming.
- City not very responsive to ED needs of businesses.
- Makes sense to centralize in three areas. Needs to look nice and have specific standards.

Industrial Development

- Painesville good for getting trucks through.
- Focus development near SR 2 especially (vs. SR 44).
- Have buses to get workers to jobs.
- Roads leading to industrial sites may be substandard for trucks, mostly residential areas.
- Need to understand the market vs. what the City wants.
- Need to tear down lots of small, empty, old industrial buildings in town.
- Need intersection improvements at 44 & Jackson and/or 44 & Mentor, to accommodate warehouse district truck traffic.

High-speed connections to the Internet

- Important for schools and businesses.
- Tried to promote kids taking laptops home from school, but network not there to support it.
- Changing/evolving technology – direct to satellites coming.
- An amenity now, a necessity soon.
- Internet café needed.
- Not a problem, have hi-speed access in downtown.
- Have dedicated T-1 lines which are adequate.

Housing

- Detriment to Painesville.
- Neighborhoods on north end of city are old and dilapidated.
- Should try for assistance for both rehab and ownership – especially ownership.
- In 1994, 34% of the homes were owned by absentee landlords.
- Increased home ownership would benefit school district.
- City at perfect juncture to do something with \$90 million in school buildings and anticipated migration to Painesville. City needs a game plan to dovetail with school construction. Window opening for City in 5-7 years, but only for a finite period of time.
- Need to hold landlords accountable – they must have \$'s for upkeep, too.
- Work with groups promoting home ownership.
- Prefer to not depend on federal and state assistance – prefer privatized help.

Parks

- Most parks are greenspace.
- Link with bike path to make a destination.
- Sufficient now; new schools will augment parks/greenspace, and some space will be available at vacant schools for parks.
- City does a good job and continues to improve the parks as they should. Don't sit back – continue!
- 15 miles of trails in development.
- 400-500 acres of greenspace very important.
- We need a regional approach to parks in cooperation with Metroparks.
- Happy with how it is now.
- Turn the parks over to the County – they run them well. (Regionalize!)
- Focus on family activities – sprinkler park, tennis courts, etc.

Schools

- Regarding reuse of old buildings once abandoned – Probably more expensive to renovate than to tear down and rebuild or use for greenspace.
- Quality of education is very good.
- Would like to see the kids have the opportunity to see other programs and places – more field trips.
- Use Harvey HS for a Community Center.
- Have always faced up to their problems.
- New facilities will make a huge difference.
- Schools always clean!
- Excited – new library, new schools – what's next?
- There has to be a coordinated plan created by the City and the Schools to determine best reuse of abandoned schools.
- Schools do a good job, especially in light of facilities. Need to do a better job of promoting their successes and positives.
- Excited about new school facilities – never heard anything bad about Painesville schools.
- Name one of the new schools after an African-American – so far the schools have refused to consider it.
- Use one or more of the vacant schools for re-entry programs for non-violent offender training.

- Bought house here in 1993, realtors directed us away from Painesville due to schools and their effect on resale value.
- We don't need vacant buildings – use or tear down.
- Turn vacated properties into parks and ball fields.

YMCA

- Very good asset for the community.
- Needs to have a 5-15-year plan.
- Housing component is very inefficient.
- Community needs this facility.
- Takes care of itself – not a City issue.
- Y perceives Rec Center as a negative impact – the two should work together to provide complimentary activities that residents can afford.
- A big draw for City.

Lake Erie College

- Not sure where students go on nights and weekends; no feel as a college town, even on parents' weekends.
- Important asset – long-term presence in the City.
- LEC draws a large percentage of its students from Painesville.
- A gem, a draw for the City.
- People need to know it is here; there should be more publicity about its location in Painesville – billboards, signs, etc.
- Previous leadership had poor relationship with the schools – better now. Need synergies to develop.
- Anchor in the community. Great growth vehicle.
- Not enough publicity.
- Too many good local athletes go to other Division 3 colleges – establish more athletic partnerships with local high schools.
- They used to provide lots of things for the public to attend; I don't see much of that anymore.
- Used to do open houses and reach out to the community – new president will bring it back.
- Important source of prestige for the community – more than an academic institution.
- Should be more important part of community.

County's presence in the Downtown/Cooperation between City and County.

- A reality – learn to live with it.
- Important tax base.
- Brings in lots of traffic to downtown.
- Convenient location for many people.
- Can be disruptive.
- The local news reports County crimes as Painesville crimes when they report on activities in County courts – doesn't help City's image.
- Painesville is a dump-off area for other cities.
- City needs to come to grips with homeless issue.
- Important tenants and jobs, but not there after 5 PM.
- No tax benefit to school district – highest percentage of untaxed land in the district. 23% of total is tax exempt.
- Rita and others have done a fairly good job of improving the County-City relations which are much better, but still have a way to go.
- Taking too much of what should/could be valuable retail space.
- The city and the county need to be talking about eliminating duplication of services – along with other communities and area service providers. Regionalization has to be the answer, even if only for budget and tax reasons.
- The County ought to be in a “County/City Services” district – not in the downtown.
- Does not appear to be a priority for the City.

- A fractured downtown with the blocked off Square.

Workforce development, training and retention.

- Jobs & Family Service does good job.
- Kids need to be educated about what is expected of them in a job – obeying rules, etc.
- Not doing enough.
- Important but not the City's job.
- Train and help those who need GED's.
- Re-entry programs – a wealth of opportunities with this group of people.

Prevailing image of Painesville

Residents:

- Lots of concerns about hospital relocation.
- Appearance could be improved.
- Growing and improving
- Dead after dinner.
- Homeowners are proud of City and heritage.
- Value diversity and have desire to improve community – uneasy with negative image.
- Painesville is the heart of the County, but has poor perception from the outside.
- Better than five years ago, heading in the right direction – but message is not getting out.
- It's dead, there is nothing to do.
- Not comfortable walking at night in some sections in the North end.
- Minorities have lack of trust for city leaders, so no participation.
- Same old Painesville.
- Locals don't see it as an improved City.

Outsiders:

- Outsiders don't know much about Painesville except what they hear on the news, which is mostly bad for our image. (County court news example.)
- Perception is crime, old, dilapidated.
- Unsafe, drug-infested, crime haven.
- High crime, school problems, negative image.
- Terrible – East Cleveland, big ghetto perception.
- New schools will help outside image.
- News Herald is big part of poor perception of city.
- Dangerous, low-income, crime.
- People are migrating out of Cuyahoga County to Painesville. The City is rebounding, but people don't know about these folks' positive view of Painesville.
- Perception is not reality.
- Nobody knows about all the new development.
- Outsiders do see it as an improved City.
- Isolated (too far from Cleveland).

Community diversity:

- Community deals very well with diversity.
- Non-residents bring their kids to activities here to expose them to the diversity in a good setting.
- The most tension is between blacks and Hispanics, but ok for now. Leadership from both community segments need to sit down together to improve.
- Need to have more bilingual (English/Spanish) signs to reinforce to Hispanics that is OK to be here.
- People here appreciate and value our diversity.
- Influx of Hispanics has created some tensions – What do we “have” to do now?
- Painesville population mirrors the US population more than any other City in Ohio.
- Need more Hispanic home owners coming in and opening new businesses.
- Painesville is sitting on a lot of potential to be a model community.

- It seems that some events are targeted to certain groups, have more events for all groups.
- Racial proportions are similar to national levels.
- Hispanic workers are some our best workers.

Top (three) things that could or should be done to attract more residents and businesses:

Residents:

- Improve school image.
- Create entertainment and recreation close to home.
- Provide job opportunities close to home.
- Schools have to improve.
- Jobs.
- Schools success story.
- Development of downtown night life.
- Eliminate crime perception.
- Deal with homeless issue.
- Variety of housing stock – more upscale.
- Deal with rental issue through code enforcement.
- Economic redevelopment.
- More attractive home ownership opportunities (duplexes and condos).
- Improve perception.
- Jobs and training.
- Progressive downtown.
- Recreation.
- Safe neighborhoods for walking.
- Schools, schools, schools.
- Family activities and businesses.
- Public transportation for those who work outside the City.
- Retail.
- Lodging facilities.

Businesses:

- Provide hard-working, well-educated workers.
- Make tax system attractive.
- Provide assistance in all aspects of zoning and top flight, cost effective utilities.
- More industrial activity.
- Publicize what we have to offer.
- Publicize what we don't provide now.
- Emphasize culturally-diverse opportunities.
- Organized niche and cluster businesses.
- Viable Main Street.
- Improved exposure – we are off the beaten path, need to provide a reason for people to come here.
- Encourage Hispanic entrepreneurs.
- Improve services – Regionalization.
- Improve perception.
- Improve workforce training.
- Assessments of what is available.
- Trendy businesses for 20-30 year olds and young families.
- Getting to I-90.
- Draw.
- Economic assistance – Tax abatement, financing assistance, training.
- Improve accessibility.
- Exploit advantage of municipal power.

Other comments

- Get Hispanics involved in City positions – especially the police.
- The homeless issue is related to being the County Seat with all of the non-profits here.
- As with other first generation immigrants throughout our Nation's history, the Hispanics here are hard-working and very ambitious. Encourage their entrepreneurial ambitions and help them establish local businesses in the downtown and throughout the community.
- Great history of churches in City. Rich history of Underground Railroad associated with churches and others. Good tour opportunity.
- Take advantage of Phillips-Osborne Schools – draws people from 4 counties, several hundred families visit the City, looking to start adult programs, developing relationship with Lake Erie College, parents typically in top 10% of wage earners.
- Police know where illegal activities are going on, but don't go there so they don't get scattered.
- Attract minor league baseball team to the area.

Exhibit 3-2

Survey Results City of Painesville Community Survey Spring, 2006

Please circle or write in the response to the questions that apply to you.

1. Are you proud to live in Painesville? **Yes 70%** No 30%

2. Do you believe a majority of the residents think Painesville is a nice place to live?
 Yes 62% No 38%

3. Do you believe people who live outside of Painesville think it would be a good place to live?
 Yes 22% **No 78%**

4. Do you plan to move within the next 5 years? Yes 35% **No 65%**
 If Yes, to where?
 Within Painesville 12%
 Outside Painesville but in Lake County 51%
 Outside Lake County 37%

5. If a friend asked you about moving to Painesville, which of the following would you consider good reasons to move here or to not move here?

	Reason to move here	Reason to not move here
City Schools Programs	54%	46%
City Schools New Facilities	80%	20%
Township Schools	72%	28%
Tax Rates	58%	42%
Parks & Recreation	82%	18%
Lake Erie College	90%	10%
Job Opportunities	22%	78%
Safe Place to Live	53%	47%
Cost of Housing	88%	12%
Housing Options/Choices	69%	31%
Utility Rates	88%	12%
General Quality of Life	68%	32%
Local Shopping	38%	62%
County Services	80%	20%
City Services	79%	21%
Clean City	64%	36%
Caring Community	66%	34%
Health & Medical Services	75%	25%
Churches	90%	10%
Cultural Opportunities	61%	39%
Friendly People	75%	25%
Central Location	83%	17%
Small Town feel	78%	22%

6. In which neighborhood of the City do you live?

1	2	3	4	5	6	7	8	9	10	11	12
7%	11%	4%	11%	8%	7%	3%	4%	10%	17%	6%	12%

7. How do you rate your neighborhood? Excellent 16% **Good 48%** Fair 27% Poor 9%

8. What do you think are the five biggest problems in your neighborhood?

Drugs	59%
Crime	47%
Too much rental housing	49%
Loitering	30%
Homeless	20%
Traffic	40%
Group Homes	11%
Vacant Buildings/Lots	21%
Condition of Streets and Sidewalks	50%
Maintenance of Private Properties	40%
Maintenance of Public Property and Facilities	11%
Lack of Activities for Young Children	24%
Lack of Activities for Teens	32%

9. Which neighborhoods or sections of town need the most attention?

1	2	3	4	5	6	7	8	9	10	11	12
62%	30%	58%	36%	45%	5%	4%	9%	6%	19%	7%	5%

10. Throughout the City, how important are each of the following previously recommended improvements?

	<u>Very</u>	<u>Somewhat</u>	<u>Not Very</u>	<u>Not at all</u>
Landscaping & Trees	50%	35%	9%	5%
Landscaping in large parking lot	22%	38%	30%	10%
Visual screening of parking lots	29%	40%	21%	10%
Directional signage	39%	36%	18%	7%
Intersections more pedestrian friendly	39%	37%	17%	7%

11. After the new schools are built and the following school buildings are abandoned, what would be the best potential re-use of each of these school buildings or sites:

Community	<u>Residential</u>	<u>Green Space</u>	<u>Office</u>	<u>Commercial</u>	<u>Center</u>
Huntington Elementary	28%	29%	5%	7%	32%
Lathrop Elementary	32%	34%	10%	7%	16%
St. Clair Elementary	20%	24%	20%	16%	20%
State Street Elementary	38%	28%	7%	8%	19%
Cedarbrook Elementary	30%	29%	6%	6%	29%
Harvey High School	19%	16%	13%	14%	39%

12. Of the following, what are the top **four** things the community needs more of?

Industrial development	42%
Retail in the Downtown	67%
Retail outside the Downtown	25%
Commercial offices in the Downtown	24%
Commercial offices outside of Downtown	10%
New single-family homes – upscale	29%
New single-family homes – moderate	42%
New single-family homes – low income	13%
New rental housing – upscale	7%
New rental housing – moderate	9%
New rental housing – low income	5%
Greenspace/Parks	35%
Point of Sale Inspections	14%
Rental Inspections	23%
Stronger Property Maintenance Enforcement	33%
Stronger Property Maintenance Requirements	18%

13. Since the City is in a growth mode, and it appears that this is likely to continue, where should the City target its future efforts?

Residential redevelopment of existing areas	77%
Annexation and development of vacant land outside the City	32%
Annexation of developed land outside the City	19%
Development of vacant land already in the City	66%
Commercial Redevelopment	63%
Industrial Redevelopment	50%
Identify and Preserve Greenspace	57%

14. Over the last five years, do you think each of the following is better, the same or worse?

	<u>Better</u>	<u>Same</u>	<u>Worse</u>	<u>Know</u>	Don't
Painesville City Schools	29%	36%	19%	17%	
Painesville Township Schools	24%	37%	7%	32%	
Lake Erie College	36%	37%	2%	25%	
Public Transportation	39%	45%	4%	12%	
Traffic	9%	47%	40%	4%	
Taxes	4%	41%	47%	8%	
Crime	11%	39%	41%	9%	
City Parks	36%	52%	7%	5%	
City Services	23%	56%	14%	7%	
Safety Services	23%	57%	10%	10%	
Job opportunities	4%	30%	50%	16%	
Downtown Painesville	20%	44%	33%	3%	
The City of Painesville as a Place to Live	23%	48%	25%	4%	
General Image of the City	16%	46%	35%	3%	
Cultural activities	17%	46%	15%	22%	
Cost of Housing	10%	58%	21%	11%	
Housing Choices	27%	46%	17%	10%	

15. How important (desirable) do you consider each of the following for development (redevelopment) in Painesville?
(Circle your answers)

	<u>Very</u>	<u>Somewhat</u>	Not Very	<u>Not at all</u>
Restaurants	48%	40%	9%	3%
<i>Bars/Clubs</i>	11%	23%	39%	28%
Specialty Retail Shops	39%	41%	17%	4%
More retail	58%	31%	9%	3%
Coordinated Merchant Hours	31%	43%	20%	6%
Cultural Facilities (Museum, Library, etc.)	57%	30%	10%	3%
Entertainment Facilities (Theater, Cinema, etc.)	53%	30%	13%	4%
Partnership with County Government	43%	39%	13%	5%
Higher Education Opportunities	58%	29%	11%	2%
New School Facilities	63%	23%	9%	5%
Outdoor Gathering Places	44%	41%	10%	5%
Parks/Green Space	58%	32%	7%	3%
Public Accessibility to the Grand River	40%	37%	18%	4%
Public View of the Grand River	38%	37%	20%	6%
Upgrade City Gateways	39%	41%	16%	5%
Connections to Existing Trails/Bike Paths	47%	37%	11%	4%
Improved Parking	37%	43%	17%	3%
Improved Intersections for Pedestrians	32%	44%	21%	4%
A Downtown Public Transit Station	32%	35%	26%	7%
Transportation links to the Shamrock Commercial Development	20%	37%	28%	15%

Downtown Offices – Ground Floor	22%	40%	27%	10%
Downtown Offices – Upper Floors	17%	43%	30%	10%
Upper Floor Apartments in downtown	22%	43%	23%	12%
Hotels	26%	34%	27%	14%
WIFI City-wide	23%	34%	26%	17%

16. Please rank the quality of each of the following from 1 to 5, with 1 being excellent and 5 being poor (Circle your answers):

	Ave.	Excellent					Poor
		1	2	3	4	5	
Police protection	2.01	38%	36%	18%	4%	4%	
Fire protection	1.62	52%	38%	8%	1%	1%	
EMS (Emergency Medical Service)	1.62	54%	36%	9%	1%	2%	
Water	1.95	39%	37%	17%	4%	3%	
Sanitary Sewer	2.08	31%	43%	18%	4%	4%	
Storm Sewers	2.42	20%	40%	25%	7%	7%	
Electric Service	1.88	44%	34%	14%	6%	2%	
Cable Service	2.50	20%	34%	28%	11%	7%	
Telephone Service	2.10	30%	41%	23%	5%	3%	
Streets and Roads	3.22	6%	21%	35%	22%	17%	
Sidewalks	3.14	5%	23%	40%	18%	15%	
Zoning Enforcement	2.88	11%	24%	41%	13%	11%	
Building Code Enforcement	2.97	10%	24%	37%	17%	12%	
Private Property Maintenance	3.22	7%	19%	37%	21%	17%	
Garbage Collection	2.32	25%	30%	36%	4%	5%	
Snow removal	2.29	30%	34%	20%	9%	7%	
Painesville City Schools	2.76	17%	27%	31%	15%	11%	
Painesville Township Schools	2.30	19%	42%	34%	3%	3%	
Parks	2.20	23%	44%	27%	6%	1%	
Utility Bill Payment Methods	2.02	37%	36%	19%	5%	3%	

**Please provide the following Demographic Information:
(Circle the appropriate response)**

17. Do you live in the City of Painesville? **Yes 95%** No 5%
18. Do you live here year-round or seasonally? **Year-round 99%** Seasonal 1%
19. Do you own or rent your residence? **Own 84%** Rent 16%
20. If rent, is it a house or apartment? House 35% **Apartment 65%**
21. How long have you lived in the City? Up to 5 years 22%
6 to 10 years 17%
10+ years 43%
All my life 19%
22. Are you currently employed? **Yes 68%** No 32%
23. Where do you work? Painesville 42%
Cleveland 14%
Other 43%
24. Age: Less than 20 1% 20-29 10% 30-39 14% 40-49 19% **50-59 27%** 60-69 15% 70 or more 15%
25. Male 43% **Female 57%**
26. Single 45% **Married 55%**

27. Household Annual Income Level:	Less than \$10,000	7%
	\$10,000 – \$19,900	11%
	\$20,000 – \$29,999	13%
	\$30,000 – \$49,999	26%
	\$50,000 – \$74,999	23%
	\$75,000 – \$99,999	12%
	\$100,000 – \$199,999	7%
	\$200,000 or more	1%
	Average HH Income	\$51,433 (2000 Census \$34,842)

28. Race:			<u>(2000 Census)</u>
	Caucasian	91.1%	71.4%
	African-American	5.5%	12.9%
	Hispanic	1.1%	12.9%
	Asian	0.2%	0.4%
	Native American	1.5%	0.3%
	Other	0.6%	0.9%

29. What is your highest level of educational attainment?			<u>(2000 Census)</u>
	Some High School	5%	17%
	High School Graduate	21%	33%
	Some College/Post High School	32%	24%
	Associate's Degree	10%	6%
	Bachelor's Degree	18%	8%
	Master's Degree	11%	4% (Masters & Doctorate)
	Doctorate	2%	