



PAINESVILLE

DOWNTOWN MASTER PLAN

Revitalizing an established place into a sustainable community of the future

February 2009

Painesville, Ohio

EXECUTIVE SUMMARY

PAINESVILLE DOWNTOWN MASTER PLAN EXECUTIVE SUMMARY

Working closely with Lake County, key stakeholders, institutions, the community as well as the planning and urban design firm of City Architecture, the City of Painesville is taking a proactive approach to strategically plan for its future by developing the Painesville Downtown Master Plan. Building upon the goals and priorities set forth by the community and established through previous planning efforts, this process of creating a master plan involves taking these ideas to the next level in which objectives are translated into development ideas and directives that will shape the future of the city. The main goal of this process is to establish momentum toward reinvestment in Downtown Painesville that restores, rediscovers and re-engages the various pieces that make up the greater whole to allow this special place to live up to the true potential it is worthy of.

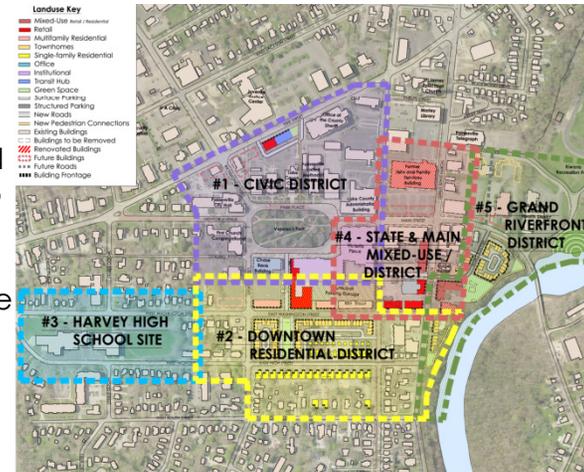
The process leading to the creation of this master plan involved comprehensive analysis and meaningful interaction with the greater community. In order to understand this unique place along with the needs and values of the public, considerable input and participation was provided by numerous stakeholders, institutions and people who live and work in Downtown Painesville. A Steering Committee was formed comprised of key stakeholders and agencies with special interests and insight to help guide and oversee the planning process. A series of four Steering Committee meetings, three public workshops as well as various other tours and stakeholder meetings were held at crucial stages to gather data, solicit input and allow the community to share in the process and shape the neighborhood vision. Based on this input, the following guiding principles were established and employed to ensure the final proposal remained true to the needs and desires of the community:

- Create a plan that is **realizable, economically viable, consistent with the community's core values and reinvigorates** Downtown Painesville and its surroundings
- **Establish key nodes** in which to concentrate meaningful redevelopment efforts
- **Preserve the historic charm** of the downtown
- Integrate **diverse housing options** in the downtown to help meet varying lifestyles
- Implement a **pedestrian-oriented streetscape environment** that is animated and timeless throughout the downtown
- Strengthen **connections to parks and the riverfront** with pathways, signage, lighting, views and development
- Encourage **high quality, mixed-use development** that compliments and reinforces the historic urban fabric
- **Organize parking** so that it is efficient and accessible but discrete and non-dominating
- Establish a **"Green Neighborhood"**
- Make Downtown Painesville more **beautiful**
- Increase the **tax base**

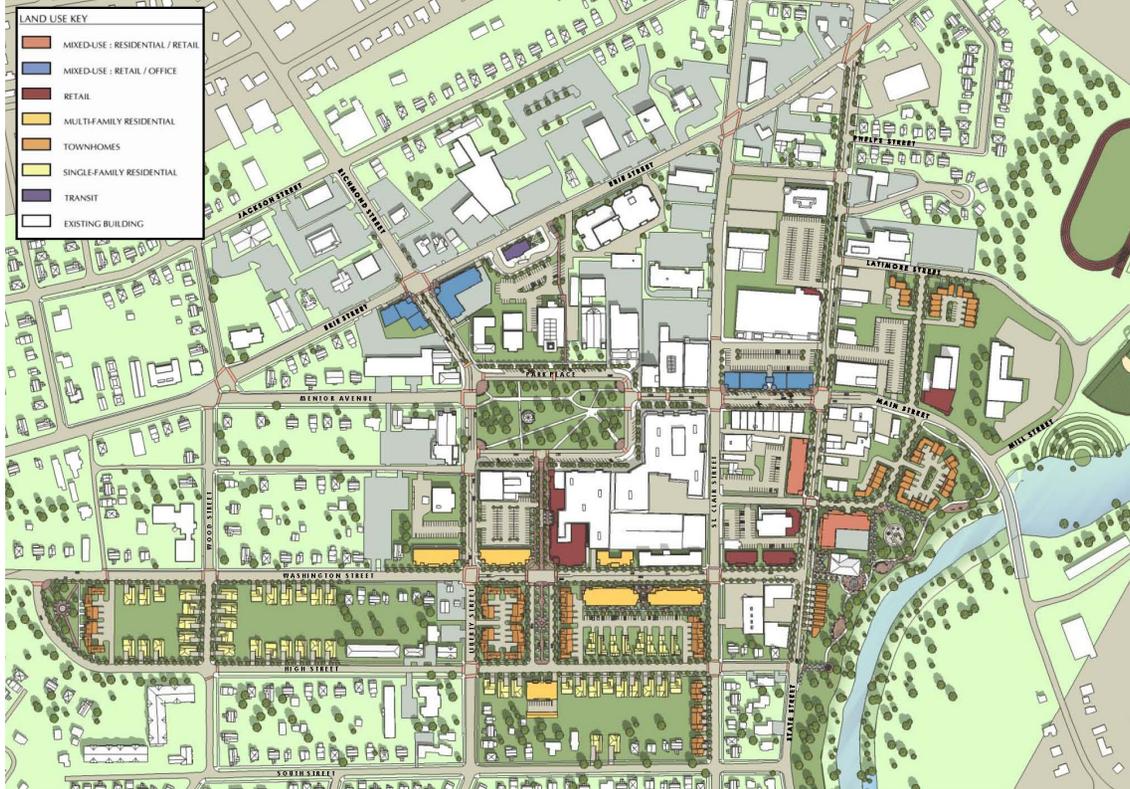


THE PROPOSED MASTER PLAN

From the beginning, the main inspiration for the master plan emerged from the notion that great downtowns are made up of a multi-dimensional collection of neighborhoods. Throughout the planning process, a Downtown Organization Plan was created and constantly updated to organize the type and character of development proposals throughout the downtown. The five districts identified are based off of the existing structure and uses within the downtown, taking into consideration the needs for future growth and a mixture of complimentary uses. Each district has its own distinct character, composition and uses that fulfill a need and provide support to one another. While the specific boundary lines are less critical, the relationships and synergy between these distinct and unique places is vital to the overall success of the downtown.



The master plan proposed in this document focuses on building upon the downtown's strengths to encourage a traditional, pedestrian-oriented town center that reflects the character of the community and maximizes the area's potential. The following pages depict the Downtown Painesville Master Plan by taking a closer look at each of the five districts to describe the overall vision.



THE CIVIC DISTRICT DEVELOPMENT OPPORTUNITIES

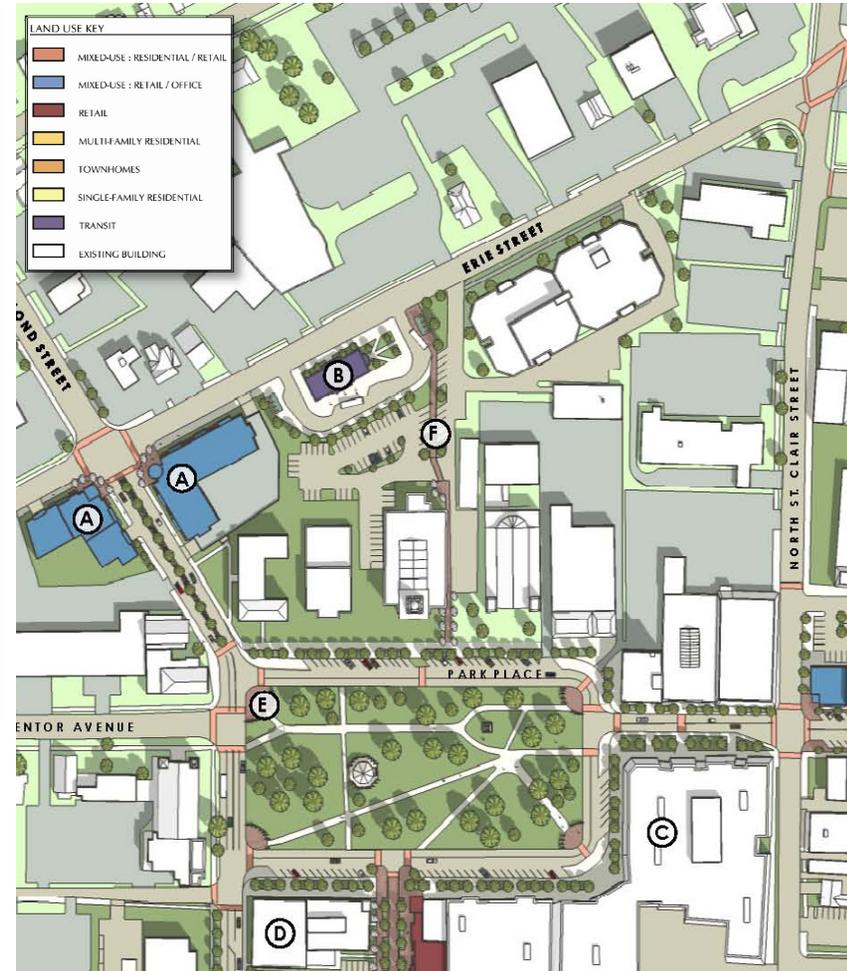
The Civic District is the physical and emotional heart of the downtown. It is also a major gateway into the central core, establishing the image and identity for the greater community. Veteran's Memorial Park and the historic civic buildings such as the Lake County Courthouse, Painesville City Hall and churches all support the feel of a town center and enhance the experience of the district. However, the lack of a bold gateway, the plethora of surface parking lots, vehicular-oriented environment and the inconsistent streetscape take away from the true potential of this unique place. The following objectives summarize the community's aspirations to improve their Civic District:

DISTRICT OBJECTIVES

- Consolidate City / County facilities into a defined campus
- Concentrate public daytime employees and activities
- Focus investment and activity around Veteran's Park
- Establish a critical gateway from the north into the Downtown
- Develop a transit hub in a centralized location
- Promote a more pedestrian-friendly environment

PLAN KEY

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|---|---|
| A 3-4 - story mixed-use building with ground floor retail and office above | D Renovated Chase Building with potential for office and/or medical use |
| B 1-story transit hub with retail and green space / plaza | E Expanded Veteran's Park |
| C Renovated Victoria Place with potential for office use and/or City - County expansion | F New mid-block pedestrian connection / sidewalk |



Out of all the areas in Downtown Painesville, this district provides the greatest opportunity for change with the vacation of Lake East Hospital. Over eight acres of land which are currently occupied by a large hospital building and surface parking lots have the ability to be rethought of as integrated neighborhood blocks that extend from the downtown core and surrounding residential development. Likewise, the current interface to the hospital has the potential to act not as an edge or back door, but a continuation of the town center. The following objectives provide the vision for transforming the Lake East Hospital property into a vital Downtown Residential District:



DISTRICT OBJECTIVES

- Create a **transition** between the downtown core and existing residential neighborhoods
- Provide **diverse housing** options
- Establish a **compelling link** between Lake Erie College, the Greenway Corridor, the downtown core and Grand River
- Create **pockets of park space** for downtown residents and pedestrians to enjoy

PLAN KEY

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|--|--|
| A 2-3 - story rear-loaded townhomes | F 1-story infill retail expansion to line new street |
| B 3-story front-loaded townhomes | G Renovated parking garage |
| C 2-story rear-loaded single-family homes | H Limited access pedestrian promenade |
| D 2-story front loaded single-family | I New community park |
| E 3-story multifamily residential building | J New connector street (one-way pair) |

Harvey High School is currently being replaced with a new school facility within the City of Painesville, leaving the existing building vacant and available for re-use or redevelopment. Located directly between Downtown Painesville and Lake Erie College, this site represents a tremendous opportunity to better connect these two activity generators. As a part of this study, much consideration was made to identify and evaluate various alternatives for the site. Although initial efforts focused on re-using the existing building as a community facility, assessments of the building deemed it to be too large, too expensive and not compatible to be retrofitted as a community center. Because this site represents such an important redevelopment opportunity, we felt it was important to consider an array of options for the site, including full re-use, partial or complete demolition with consideration for various uses, users and market demands. Based on comments from public meetings and tours of the facility by the planning team, the following options are being considered for the Harvey High School site:

DISTRICT OBJECTIVES

- Exploring options for redevelopment including:
 - 1) **Complete demolition** and conversion of site to a **city park**
 - 2) **Complete demolition** with **private development**, expanding the Downtown Residential District
 - 3) **Complete demolition** for property re-use by **Lake Erie College**
 - 4) **Full or partial re-use** of High School for multi-tenant community uses

PLAN KEY

- A 2-3 - story rear-loaded townhomes
- B 2-story front loaded single-family
- C New connector street – Wood Street Extension
- D New community park



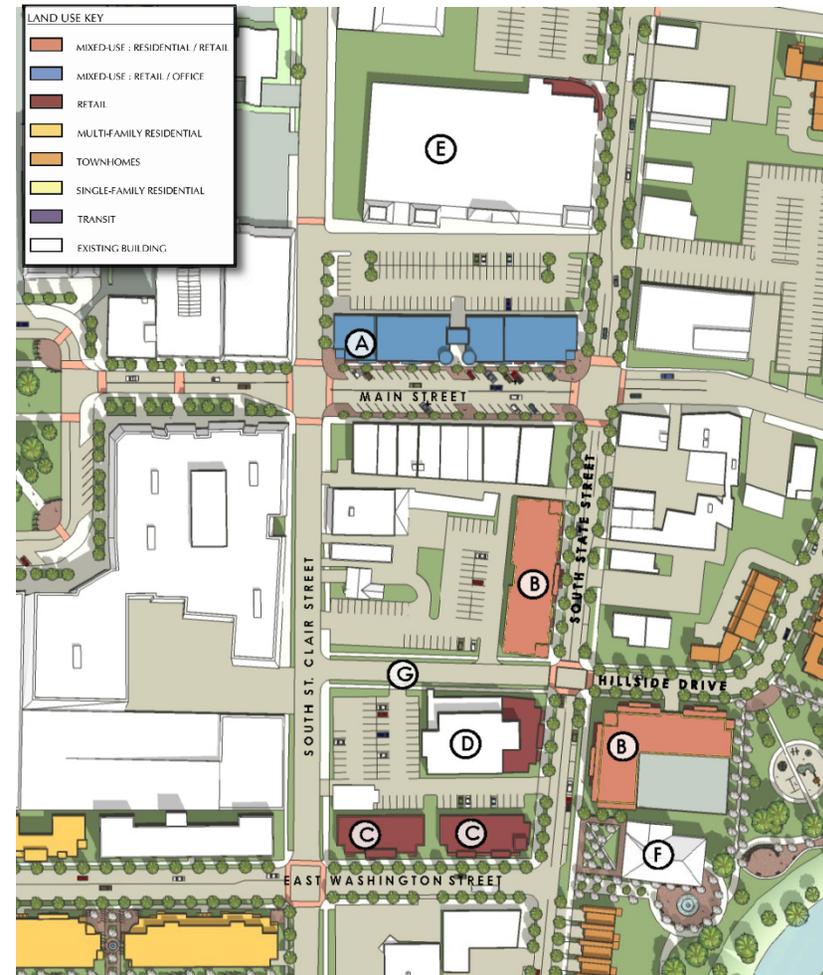
As it exists today this area serves as the commercial center of the downtown. For the most part, small, local businesses line State and Main Streets in older storefront buildings. However, newer development pushed back from the street and large surface parking lots take away from the feel of a unified commercial district. New mixed-use development that fills in the major gaps, compliments the existing fabric and brings new retail, entertainment, office and housing activity to the area will help make this district a thriving and vibrant destination. The following goals summarize the community's vision for the State and Main Mixed-Use District:

DISTRICT OBJECTIVES

- Improve the **pedestrian experience**
- **Reinforce the historic fabric** with complimentary development
- **Concentrate shopping** and entertainment activity
- **Encourage mixed-use development** to establish a living environment within the downtown core
- Consolidate and **minimize the appearance of surface parking lots**

PLAN KEY

- A 3-story mixed-use building with ground floor retail and office above
- B 4-story mixed-use building with ground floor retail and housing above
- C 1-story storefront retail building
- D Renovated office building with first floor retail expansion to line State Street
- E Renovated Jobs & Family Services Building with potential to accommodate retail use in future – enhanced frontage along State Street
- F Renovated historic house to accommodate retail use
- G New connector street – Hillside Drive expansion



GRAND RIVER FRONT DISTRICT DEVELOPMENT OPPORTUNITIES

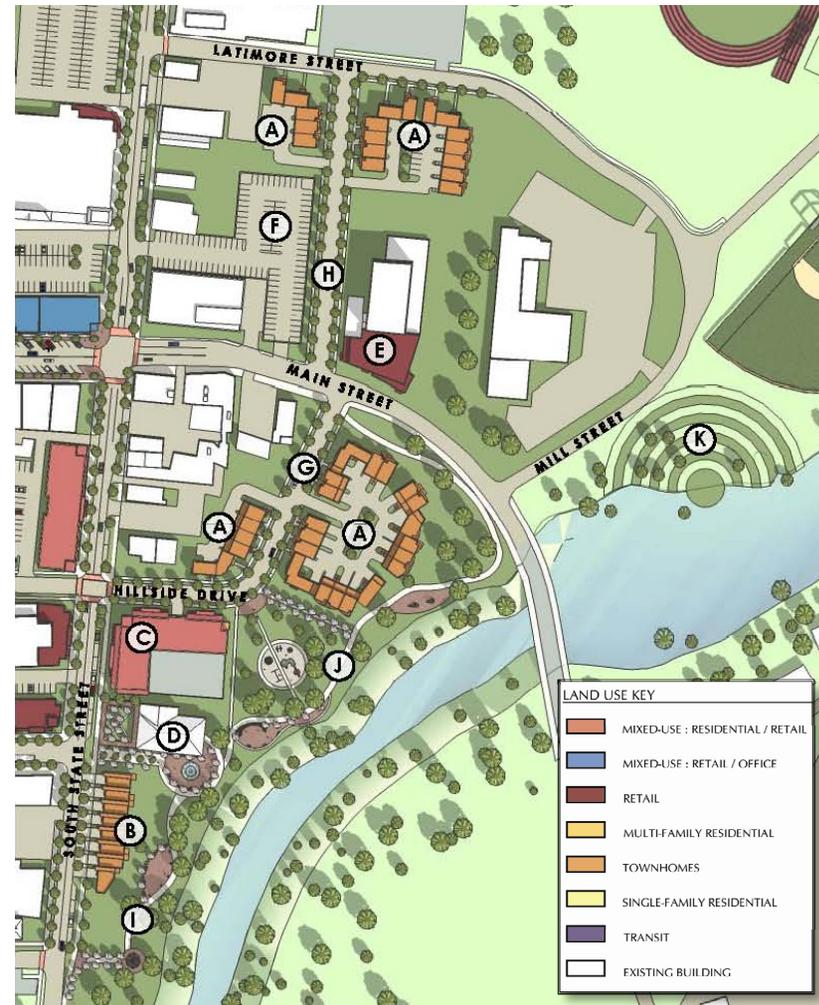
Development opportunities in this district revolve around celebrating the Grand River. Instead of treating the river as a back door, the riverfront should be opened up to the public and allow everyone the opportunity to enjoy this special resource, while increasing the value of the surrounding land. New residential and retail development will help bring people and life to this area and make the riverfront an engaging and exciting place. The following goals were established to guide the redevelopment of this district:

DISTRICT OBJECTIVES

- Optimize utilization and views of the **Grand River**
- Provide **diverse recreational amenities**
- **Enhance pedestrian connections** between the downtown core, residential neighborhoods and riverfront
- **Maximize the potential of underutilized land** along the riverfront with new development
- Establish a **public interface** along the riverfront with a boardwalk and park space

PLAN KEY

- | | |
|--|---|
| A 3-story rear-loaded townhomes | F Potential 2-story parking deck to accommodate surrounding existing and proposed development |
| B 3-story front-loaded townhomes | G Expanded Hillside Drive |
| C 4-story mixed-use building with ground floor retail and flats / lofts above | H New connector street – Hillside Drive extension |
| D Renovated historic house to accommodate retail use | I New public riverwalk overlooking the Grand River |
| E Renovated hotel building with potential to accommodate housing with first floor retail expansion to line Main Street | J New park / public green space |
| | K New outdoor amphitheater |



THE VISION



Rendered Perspective of new housing development and linear park



Rendered perspective of new mixed-use development and streetscape improvements along State Street



Rendered perspective of the riverwalk and new mixed-use development along the bluffs of the Grand River

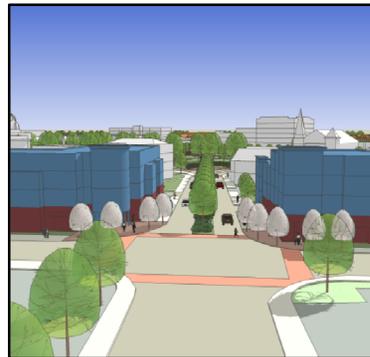
REDISCOVERING A REVITALIZED NEIGHBORHOOD



Overall view of the neighborhood looking northwest



View looking south at the new housing development on Lake East Hospital property



View of the intersection of the Richmond and Erie gateway



View looking south of the new pedestrian connection



View looking north on South State St. showing new mixed-use development



RECOMMENDATIONS FOR CONTINUING THE MOMENTUM

Request adoption of the final master plan

Begin the **Transportation for Livable Communities Initiative** to study transportation and streetscape improvements

Apply for **Green Communities / LEED-ND** to obtain funding and promote sustainable development

Prepare **zoning regulations** to guide future development

Undertake **market studies** to evaluate viable development opportunities

Market and promote the neighborhood to business and property owners, residents, developers and potential investors

Fully utilize the master plan as a guide and tool with regular updates and continued community participation

