



MAIN STREET
MEDINA

SOUTH TOWN

MEDINA, OHIO



DISTRICT DESIGN PLAN

FEBRUARY
2024

PREPARED BY



Downtown Redevelopment
Services, LLC
Ravenna, OH

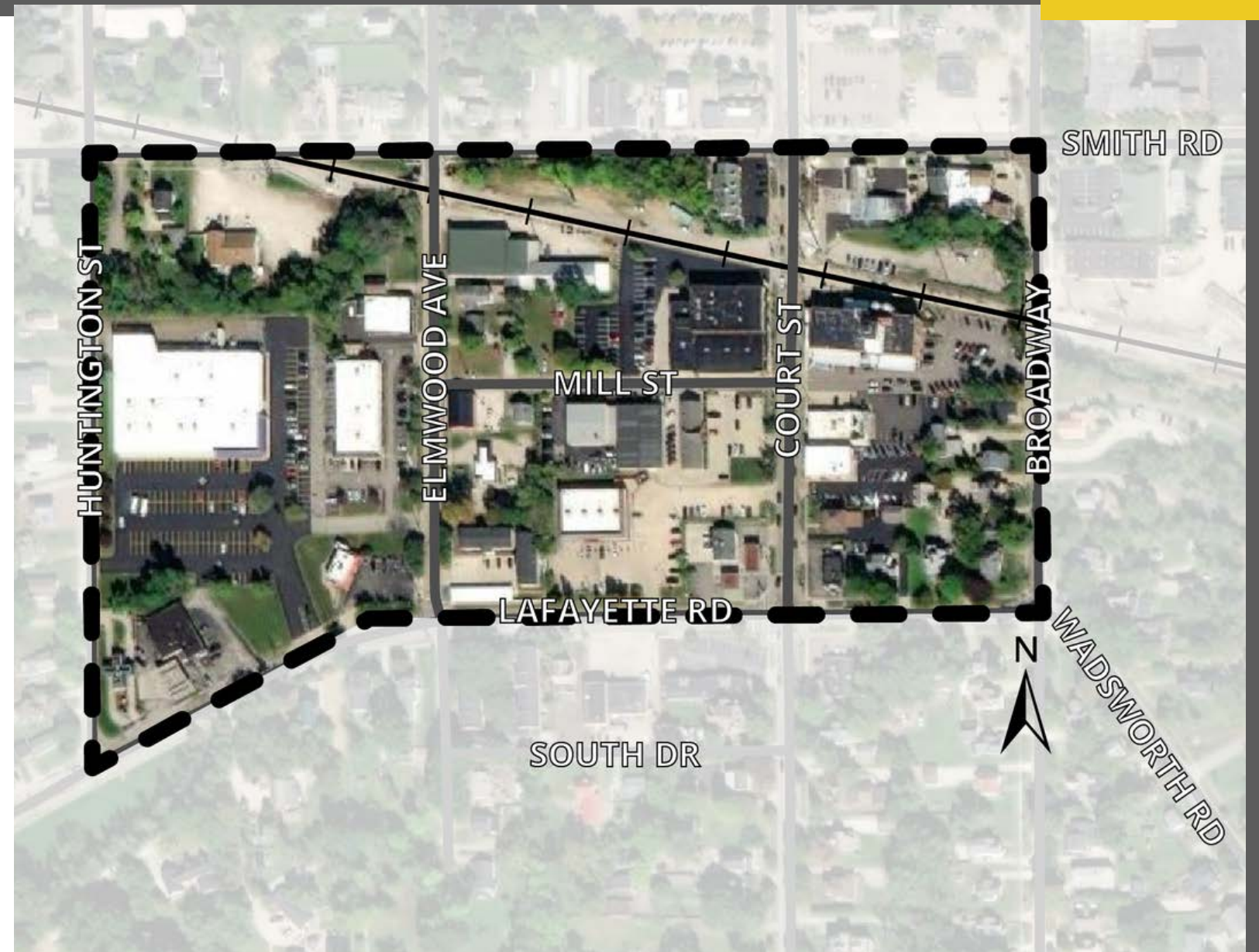


Medina, Ohio is situated in northern Ohio near the southern tip of Lake Erie. It is approximately 30 miles from Cleveland and 20 miles from Akron, two major commercial centers. It is situated along Interstate 71 and is proximate to I-76, I-77, and I-271, which connects the city to the region and beyond. Its award-winning historic square district, supported by Main Street Medina, attracts visitors from across Ohio and the country. As the City looks to the future, its South Town district presents a significant opportunity to retrofit a once-industrial area to become more economically resilient, pedestrian-friendly, and vibrant for residents and visitors.

The South Town District has been designated to extend the Main Street Medina footprint to include Smith Road south to Lafayette Road, and east to west from South Broadway Street to South Huntington Street. The district is a remarkable showcase of adaptive reuse, where historical structures have been thoughtfully repurposed to accommodate diverse businesses, boutiques, and dining establishments. Moreover, the district is rich with artists, musicians, and entrepreneurs, as well as local events and festivals.

Looking to the future, the City of Medina and Main Street Medina seek to build upon the recent progress and planning efforts by implementing a South Town District Design Plan. This plan seeks to guide future development and activity within the district to complement the Uptown district and improve Medina’s quality of life.

- 01 Introduction
- 02 Existing Conditions
- 03 Public Input Synopsis
- 04 Recommendations

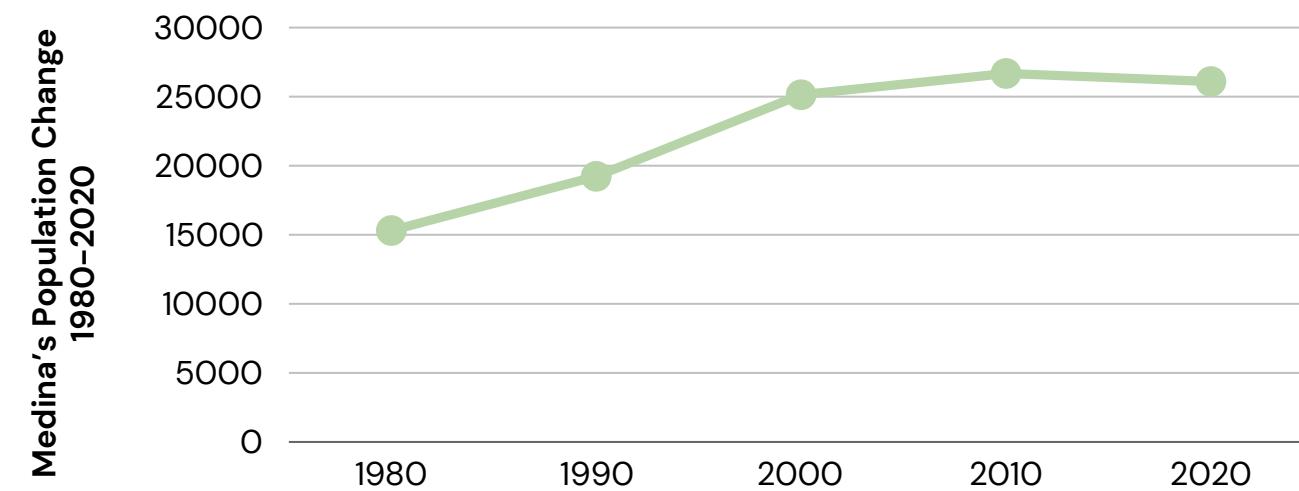


02/ Existing Conditions

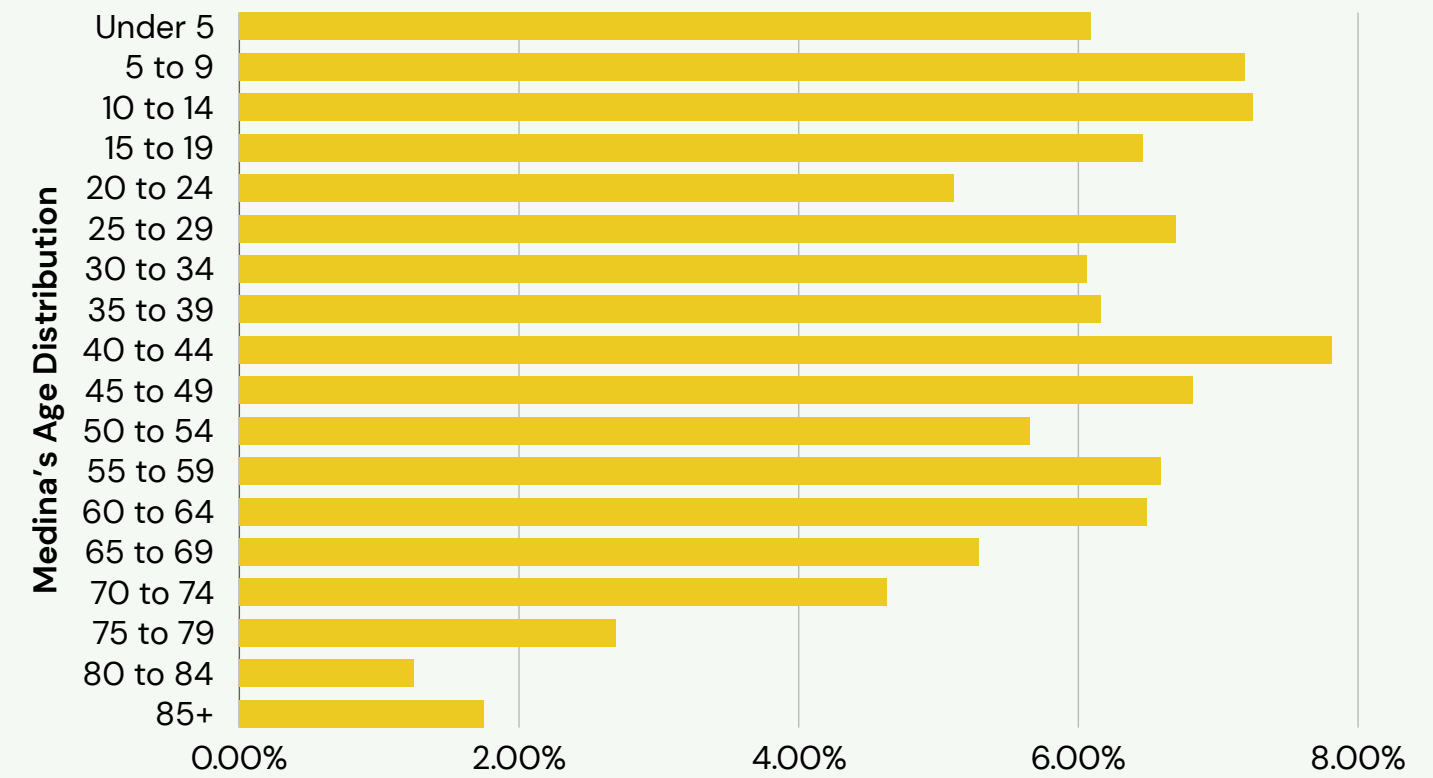
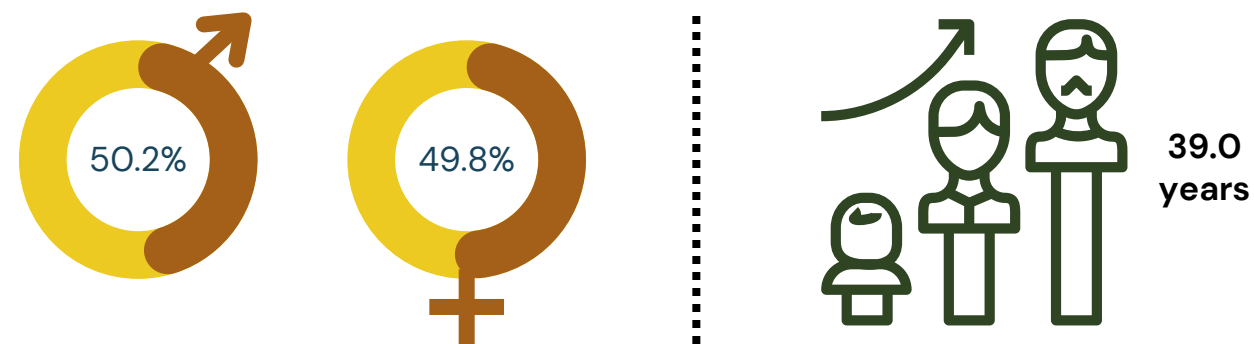
Demographic Analysis

Population

Medina's population has generally been increasing steadily since 1980, climbing from 15,037 in 1980 to 26,094 in 2020, a 73.53% increase. However, between the 2010 and 2020 census, there was a slight decline.



Approximately 50.2% of residents are male, and 49.8% are female, a near-even split consistent with most communities. The median age is 39.0 years, significantly higher than the national median but lower than the county and state medians.



Educational Attainment	Percentage
Less than High School	3.8%
High school graduate / GED	30.5%
Some college, no degree	18.6%
Associate's degree	10.3%
Bachelor's degree	25.7%
Graduate or professional degree	11.1%

Table X: Medina Educational Attainment (ACS 2021 5-Year Estimate)

Medina residents are highly educated, with 95.7% having a high school degree or higher and 37.2% having a bachelor's degree or higher.

03/ Public Input Synopsis

Survey

54.2%

of respondents visit the South Town district at least once per month, if not more.

30.7%

visit South Town primarily for its dining options, while **29.9%** report that they visit the district primarily for its shopping retailers.

143

Surveys completed during the open survey timeframe

52.8%

of respondents support wider sidewalks throughout the South Town district.

Public Open House



Strengths & Opportunities

- + The Farmers Exchange, Champion Creek, multi-use trail, and regular event programming represent vital assets to be leveraged.
- + Many property owners are open to redevelopment, presented with a mutually beneficial proposition.
- + There is potential for developing an arts and entertainment district that complements Uptown and provides a unique selling point.
- + The successful Mill Street Maker's Market draws over 1,000 attendees, fostering a sense of community and supporting local vendors.
- + Reinstating the South Town Committee could foster community involvement and collaboration for district improvement.
- + Implementation of a designated outdoor refreshment area (DORA) could enhance the entertainment and dining experiences.
- + Leasing private property for public parking and exploring long-term land leases could address parking challenges.
- + Promoting public art, murals, and artistic activities can create a unique and inviting atmosphere.
- + The City's multiuse trail plan intersects with the South Town district and is an excellent opportunity to improve bike and pedestrian safety.



Weaknesses & Threats

- The district has the perception of a parking problem caused by a lack of proper signage, various and fragmented ownership, and unwillingness to walk to destinations from ample surrounding parking facilities.
- Limited recreational land is available, hindering connectivity between neighborhoods and the South Town district.
- There is a lack of clear wayfinding signage, and there is no cohesive public art policy for Medina or South Town.
- Some businesses may resist change or redevelopment efforts due to financial constraints or lack of support.
- Pedestrian safety issues could deter visitors and impact the overall experience.
- Excessive parking lots reduce the potential for green spaces and pedestrian-oriented developments, impacting the district's overall appeal.



RECOMMENDATIONS

04

04/ Recommendations

Design Recommendations for the South Town District of Medina

Streetscape design, site amenity, and signage recommendations for South Town Medina are the culmination of months of public and stakeholder engagement to determine the future of the South Town District and public right-of-way, especially along Mill Street. In an effort to match the public's and City's vision for the district, these recommendation.

Over the coming pages, maps and renderings depict the design recommendations and highlight defining elements that are products of this planning process and should be continued through future efforts in the project area.



Short-Term Recommendations for Mill Street (Elmwood to Court)



This rendering is looking northwest towards Mill Street from its intersection with Court Street. Improvements depicted include an additional crosswalk on Court in the foreground, painted asphalt, and site amenities.

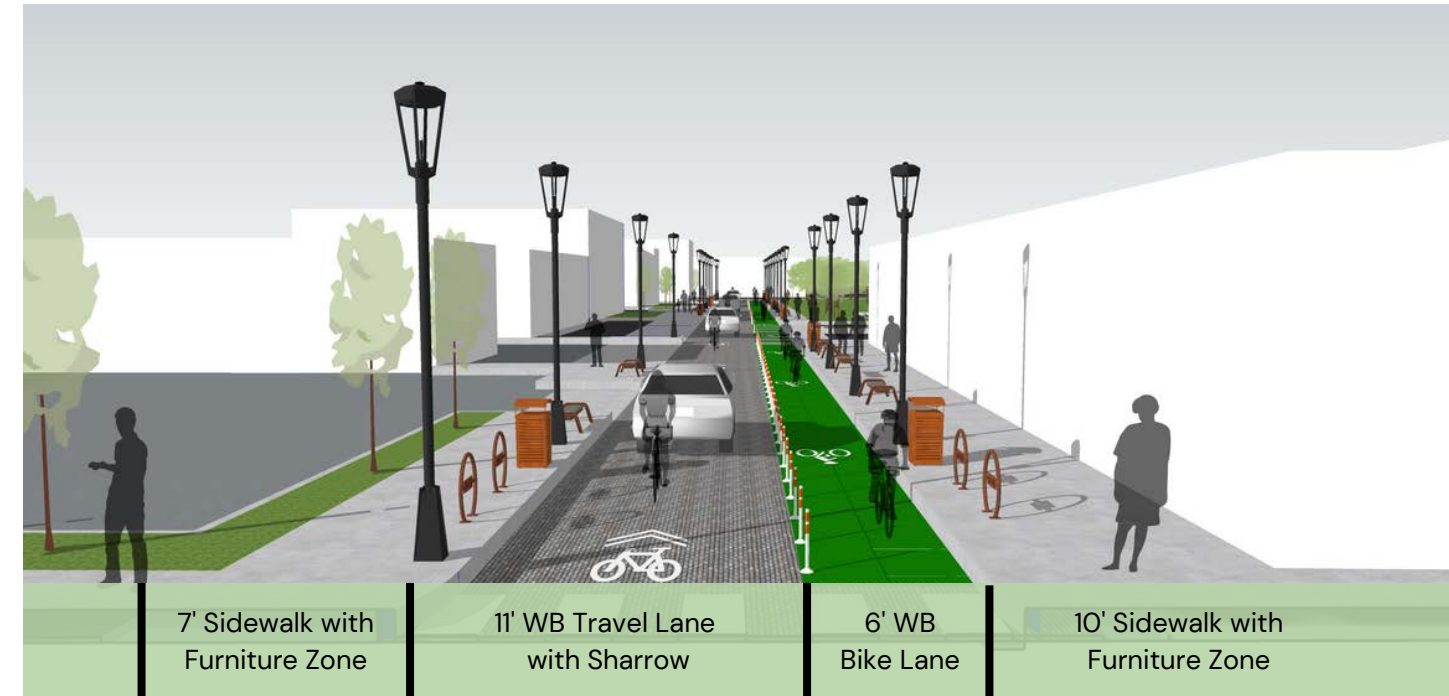


This rendering is looking west along Mill Street. Improvements depicted include the painted asphalt, street trees, and site amenities, e.g., benches, streetlights, planters, bike racks, and trash cans.

Long-Term Recommendations for Mill Street (Elmwood to Court)



Building upon the short-term recommendations, the long-term recommendations include a cobblestone WB roadway with a 'sharrow' and a protected EB bike lane for the whole length. This view is looking northwest with Court St in the foreground.

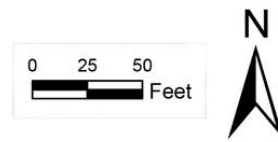


This rendering depicts the proposed division of space along Mill Street, adding much more space for pedestrians and bicyclists through a road diet. One-way WB traffic allows for the continued access to adjacent businesses.

Mill Street Connection Options (Court to Broadway)



- Multi-Use Markings
- Paths/Sidewalks
- Bike Path Crossings
- Crosswalks



Mill Street Connection Option 1

Option 1 of the Mill Street Connection aims to connect bicyclists and pedestrians through the privately-owned parking lot. This aims to accommodate a public need while also being considerate of the fact that this is privately-owned and that the owners have needs including maximizing parking for customers and tenants.

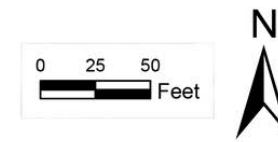
Key features of Option 1 include the following:

- Signalized bike crossing across Court Street (green dash)
- Painted multi-use markings through the parking lot, hugging the northern edge
- Formalized crosswalk connecting to the Champion Creek trail through the lot
- Movement of the trail to the north to meet the Mill Street Connection

This matter deserves more exploration and negotiation with the private owners.



- Multi-Use Markings
- Paths/Sidewalks
- Bike Path Crossings
- Crosswalks



Mill Street Connection Option 2

Option 2 of the Mill Street Connection also aims to connect bicyclists and pedestrians through the privately-owned parking lot. This, again, aims to accommodate a public need while also being considerate of the same facts at hand.

Key features of Option 2 include the following:

- Signalized bike crossing across Court Street (green dash)
- Painted multi-use markings through the parking lot, hugging the southern edge
- Formalized crosswalk connecting to the Champion Creek trail through the lot
- Champion Creek trail and the Mill Street connection meet in the middle at an ADA-compliant crossing, with possible signalization

This matter, again, deserves more exploration and negotiation with the private owners.

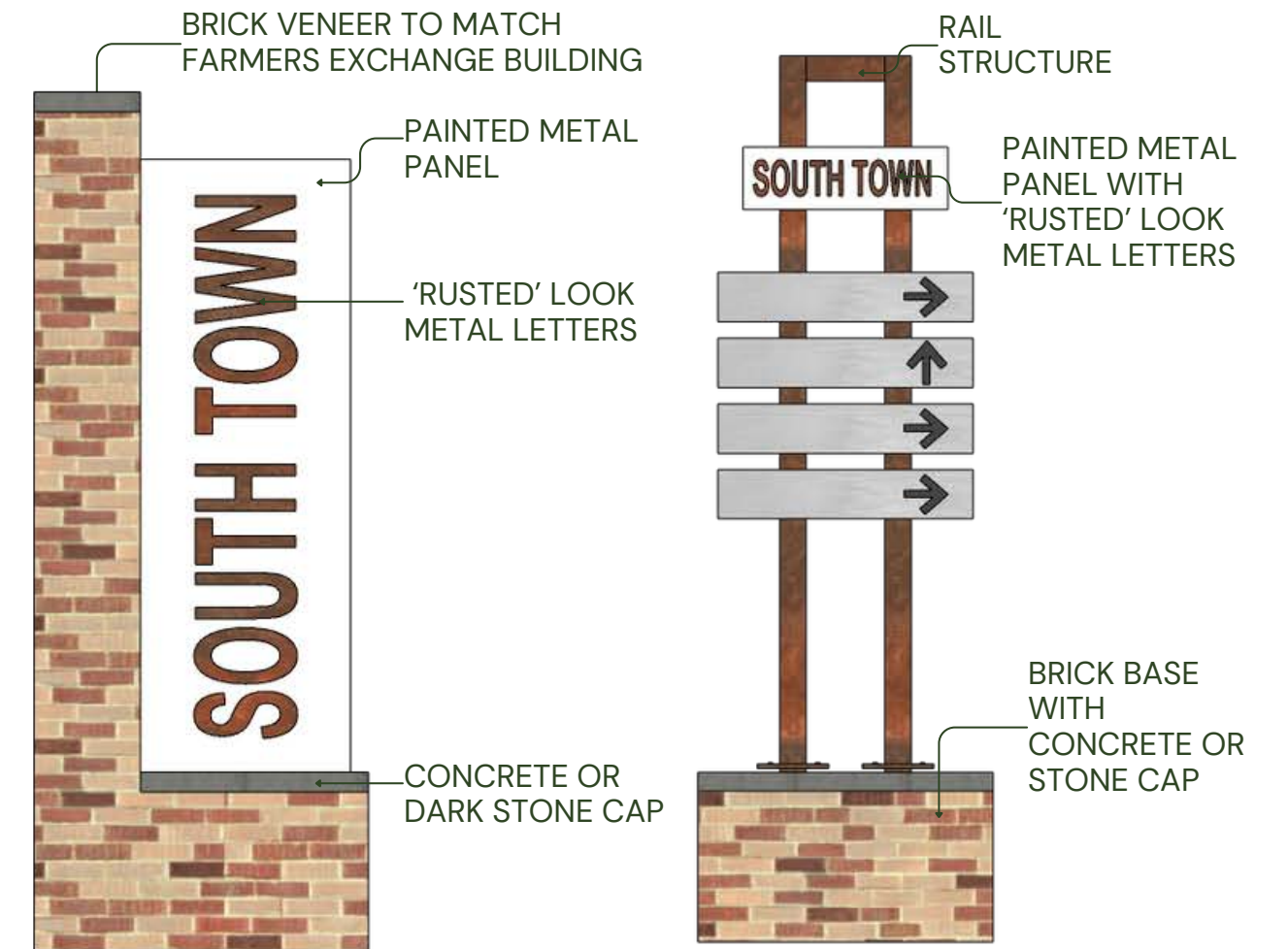
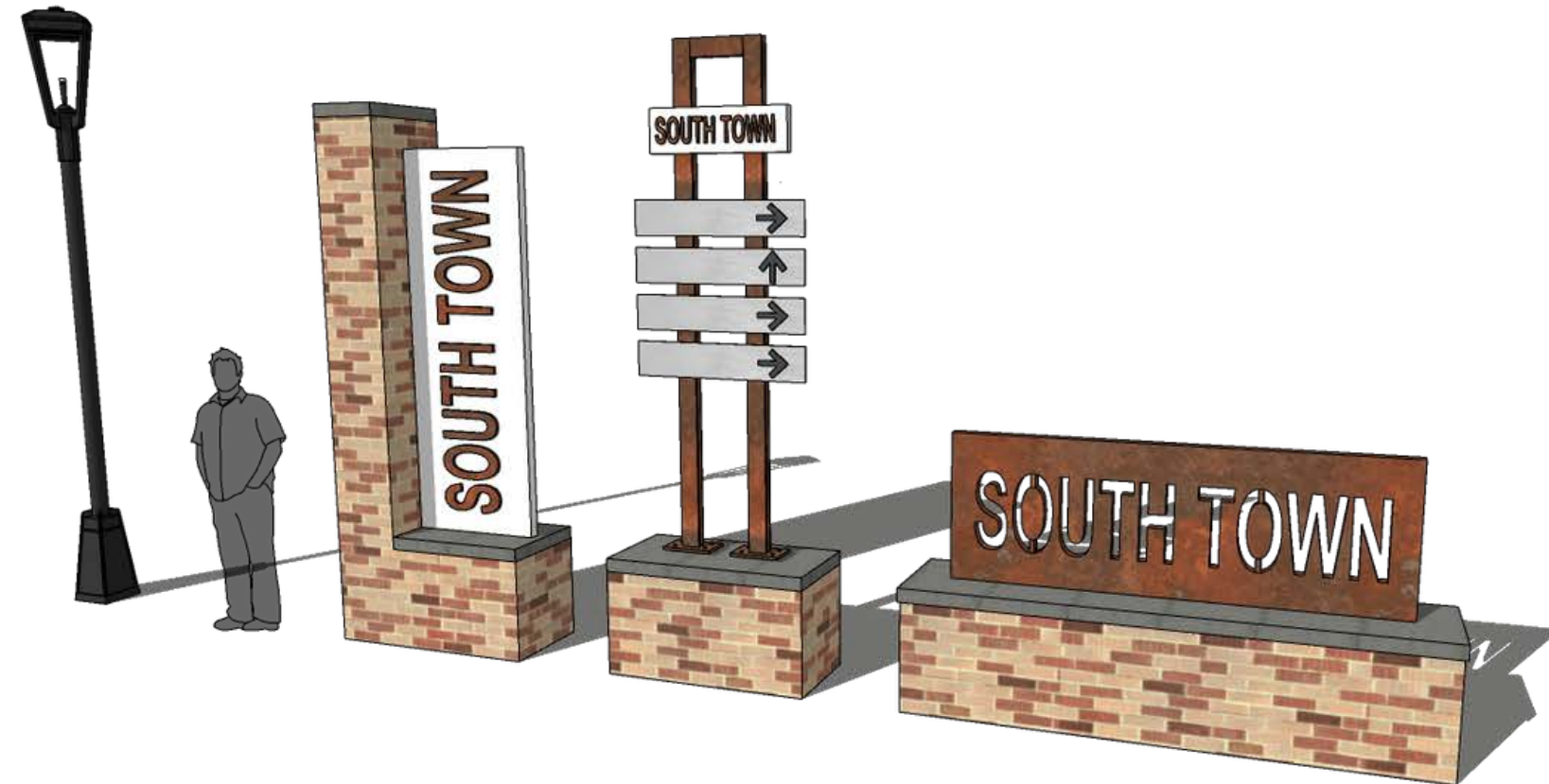
SIGNAGE OPTIONS

The signage should have a sturdy concrete base with a brick veneer that matches the prominent buildings in South Town – most notably, The Farmers Exchange Building. All signage bases should be capped with concrete caps. All signage should say ‘South Town’ and be made of metal.

Vertically oriented signage should be made of light or white painted metal and dark letters that should be painted to resemble rustic metal. The horizontal version of the area sign should be a corten metal panel with the letters of ‘South Town’ cut out of the center. Alternatively painted metal panels could be used, if painted to match the rustic metal theme.

Wayfinding signage should be fashioned out of repurposed rails or metal beams that are painted to resemble rails. A small metal sign with metal letters should say ‘South Town’ should be fixed at the top of the vertical rails. Unpainted metal panels with raised letters and arrows should direct visitors to nearby attractions.

To continue the rustic theme throughout South Town, ground-mounted metal signage should be used for garden beds along the public ROW, as well as business signage at the front of South Town establishments. These should be 2–4 feet tall and utilize corten or painted metal panels to match the base-mounted signs. Additionally, planting bed edging resembling rails or low corten panels should be integrated into the landscaping along all ROWs.

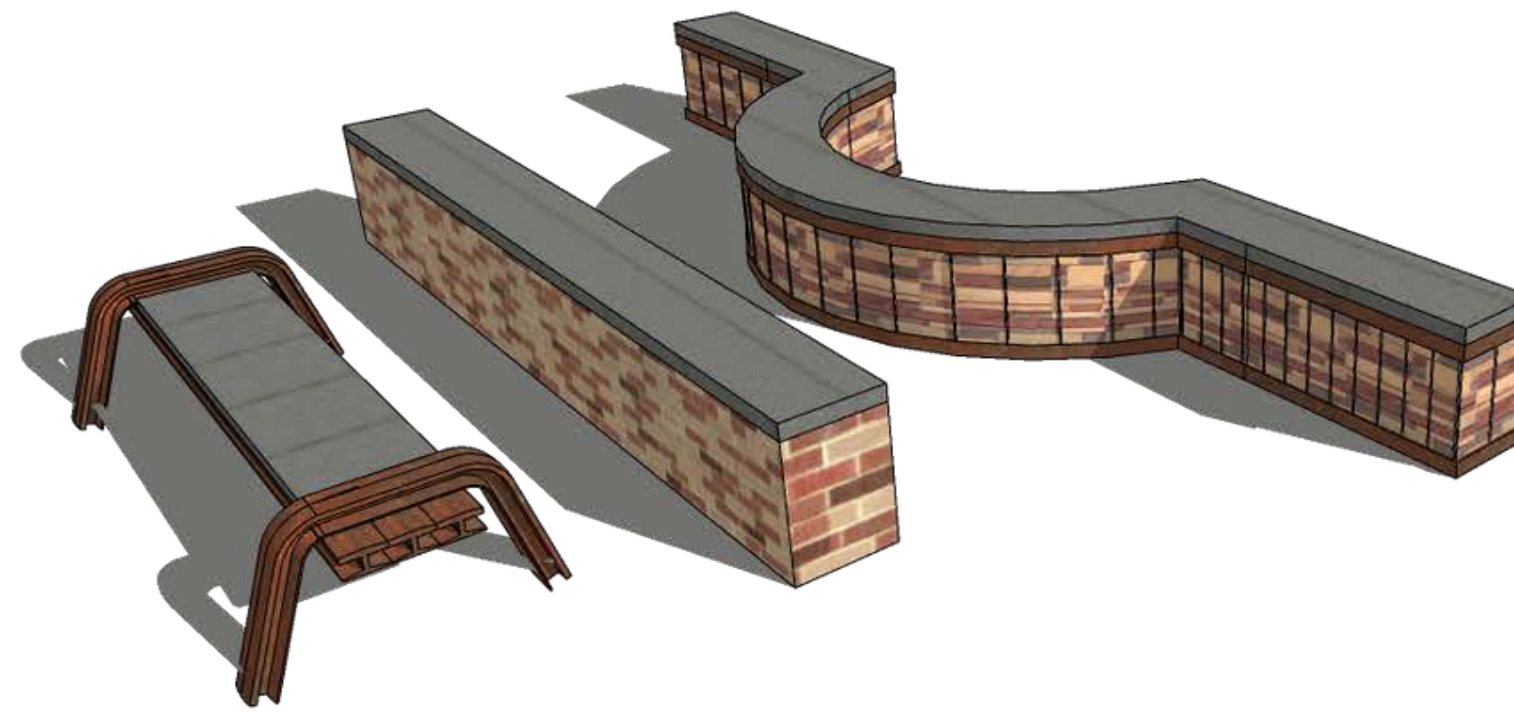


SEATING OPTIONS

Seating in South Town should differ from the historical seating used around Uptown. Brick walls capped with concrete should be used as seat walls. These should be used along areas of Court St and Lafayette Rd where vehicular traffic is higher, and buffering is most helpful.

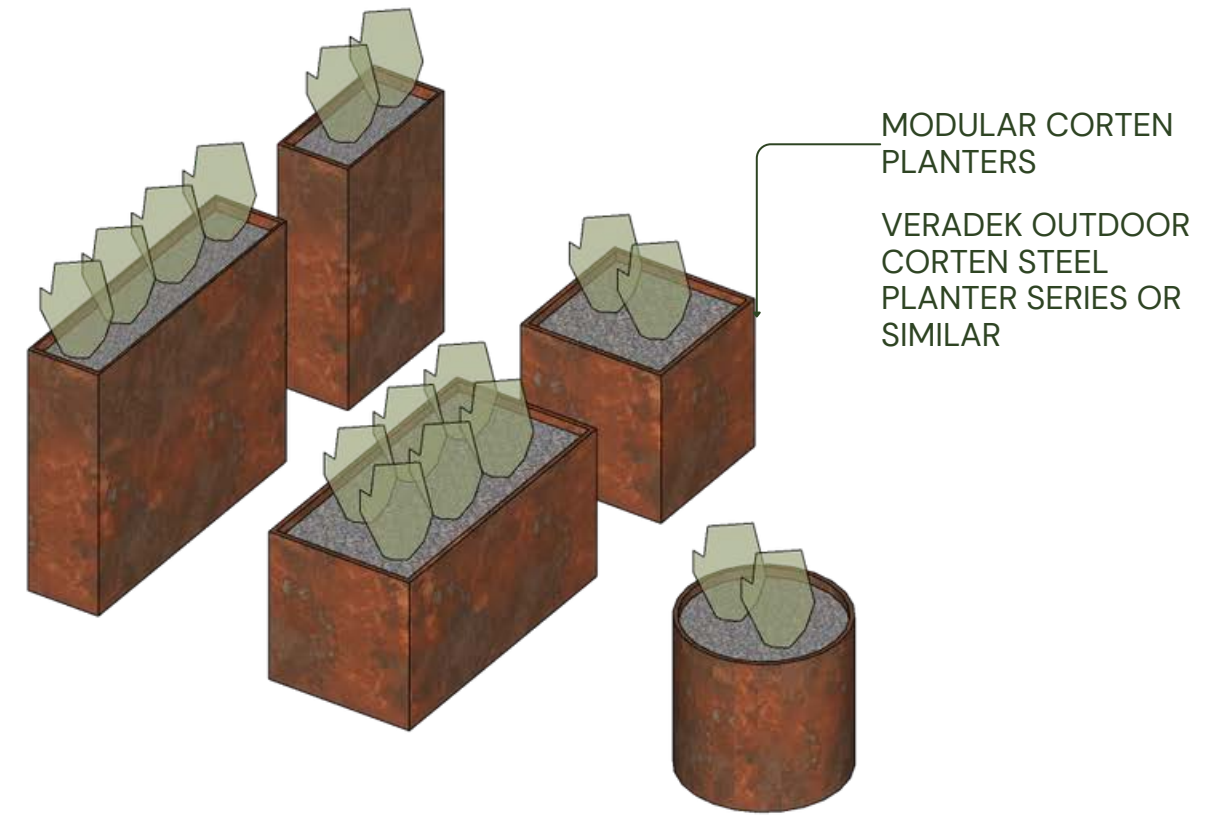
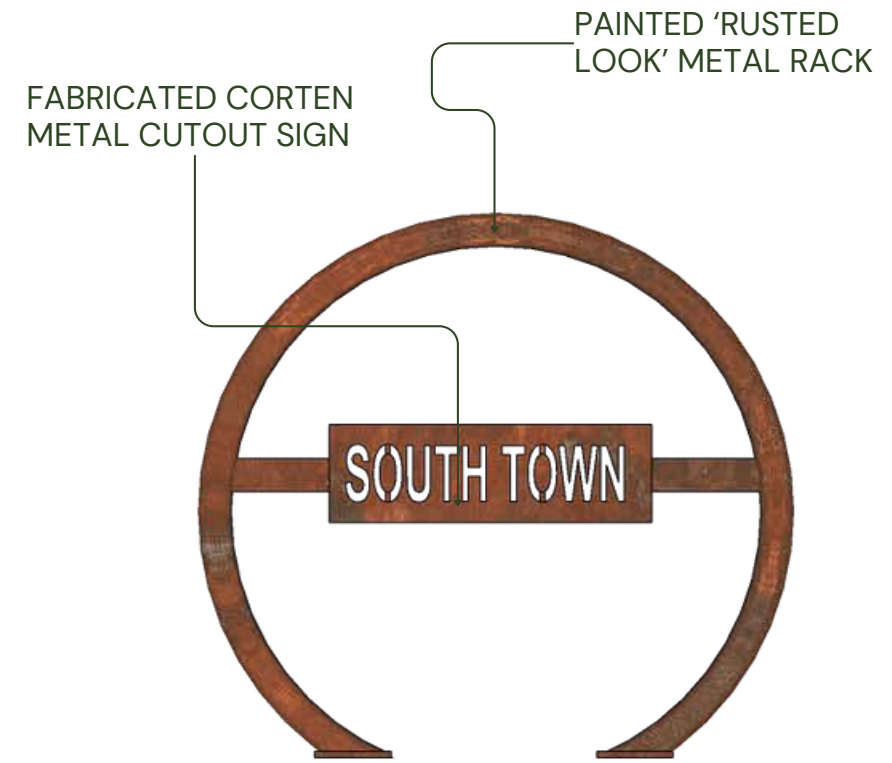
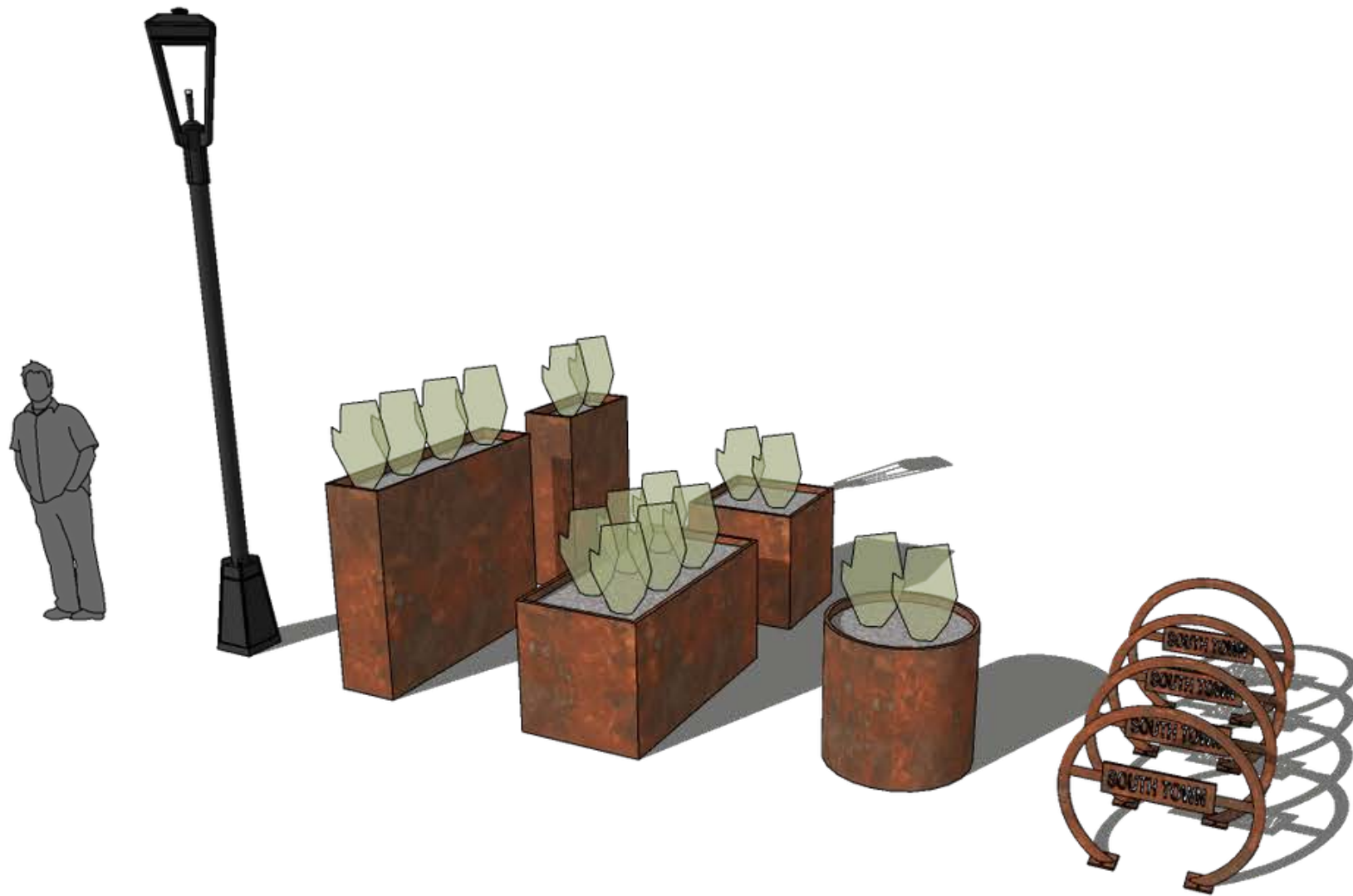
In select areas, such as the entry gateway, a curved gabion bench should be used in place of the simpler seat walls. The bench should be fashioned with repurposed brick or stone that complements the colors of the brick used elsewhere and a concrete cap should sit on top. Rustic metal should be used to trim the edges.

Additionally, benches fashioned by local artists out of repurposed rails should be added frequently throughout all of South Town. Concrete or dark stone should be used to cap the rails.



SITE AMENITY OPTIONS

Raised planters along the ROW should resemble the rustic, industrial look of South Town. Corten steel planters from Veradek Outdoor, or similar, should be used. Bike racks fashioned from repurposed rails or leftover metals should be used when possible to reinforce the identity of South Town. Traditional lamp post luminaires along the ROW should be replaced and supplemented with modern, yet industrial LED luminaires. Landscapeforms Ashbery Area lights should be used as design precedent.





SOUTH TOWN GATEWAY DESIGN RECOMMENDATIONS (COURT STREET)

The gateway on S Court Street should include seating, signage, enhanced crosswalks, and decorative roadway pillars. The east side of Court Street should also have seat walls and landscaping flanking the sidewalk. The west side of Court Street has more limitations due to underground utilities, and the entrance to Busy Bee Automotive. Additional lighting and seating should be added as limitations allow. Each roadway pillar should be constructed of a concrete and brick base, with painted I-beams and cross members resembling rustic metal rail segments. Letters spelling 'South Town' should be fabricated out of metal or durable composite plastic. Optionally, lighting may be added to the back of the lettering to provide depth and visibility at night. The view shown above is looking south on Court Street from the intersection of Smith Road and Court Street.

PROPOSED SHORT-TERM SOLUTION



POP-UP SEATING AT COURT & MILL

On the corner of Mill Street and Court Street, the northernmost parking spaces should be designated for pop-up temporary use. During festivals or special events, this area should be used for seating. The space should be cordoned off with corten planters and, optionally, the spaces may be painted for further contrast.

Picnic tables and umbrellas of any style that complement the South Town rustic aesthetic should be used for event seating, allowing quiet gathering spaces throughout South Town.

EXISTING CONDITIONS



SHORT-TERM RECOMMENDATIONS FOR PUBLIC SPACE IN SOUTH TOWN

The area between Marathon Gas and Gerber Collision and Glass on S Court Street provides the opportunity for after-hour events and recreation. In the short-term, 10 or 20-foot shipping containers should be repurposed into small vendor stations for use during concerts and festivals, with one designated for table and chair storage. A small stage should be set up with tables and chairs and jersey barriers on either end to encourage community gathering. During daytime hours, the parking stalls should be opened back up for regular use.



This plan view of the temporary green space / public space in South Town shows the relation between the various elements and the existing parking lots and businesses. It would utilize the parking spots along the access lanes to AutoZone.



This perspective view looking southwest depicts the temporary public space elements when they are not being utilized. The access lanes and some parking stalls are still usable. Most amenities can be stored in the shipping containers.



This perspective looking southwest depicts the temporary public space elements when they are being utilized for an event, including the band stand, versatile market stalls, seating, and a food truck. This is an opportunity to complement Mill Street.

LONG-TERM RECOMMENDATIONS FOR PUBLIC SPACE IN SOUTH TOWN

Eventually, the small shipping containers should be redesigned and reconfigured to accommodate larger vendor stations along S Court Street to form an open air event space. Combining the shipping containers will allow more flexibility and larger rentable stations. This new space should be named South Town Park, or similar, to further enforce the sense of place and familiarity of South Town. The existing parking access lane should shift roughly 24 feet south to accommodate a larger recreation area. On the south side of the new event area, a new permanent covered stage should be designed and built to host regular music events. The shipping containers should wrap around the north end to face the stage, and flexible seating should be distributed throughout the center on artificial turf. To the west, a more open, plaza-like area should be used for additional seating.



This plan view of the proposed South Town Park shows how the AutoZone access lanes were moved south to accommodate more green space.



This aerial view is from above Court Street, looking northwest onto South Town Park. From this angle, many of the key improvements mentioned can be seen including the revised drive lane, the park amenities, and streetscape amenities.