



City of Green

Land Use Plan

2014 Update

Prepared By:
City of Green Planning Department

With the assistance of
OHM Advisors, Gahanna Ohio

Acknowledgements

The Long Range Land Use Plan was prepared under the direction of the City of Green Long Range Land Use Plan Steering Committee. The members of the Committee dedicated many hours of volunteer time discussing planning and transportation needs, and the vision for Green's future. The City utilized the professional planning, development, and engineering expertise of both the Planning and Engineering Departments. The Plan was updated with the guidance and expertise of the professional land planning and traffic engineering firm, OHM. The updated Long Range Land Use Plan would also not have been possible without the participation and support of the Green City Council, Mayor, City Staff and Steering Committee. The update spanned over a couple years and a change in City Council.

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1. Introduction

1. Introduction

Overview

The City of Green Long Range Land Use Plan is a document that identifies the land development policies for Green. The Long Range Land Use Plan is intended to be a tool used by the City's leaders, administration and staff, property owners and developers to achieve sustained economic and community growth within the City.

This Plan is an update to the Long Range Land Use Plan prepared by the City in 2004. The 2014 update was directed by the City of Green Land Use Plan Update Steering Committee, a group comprised of administrative staff, political leaders, board and commission members, property owners and business owners. The Committee worked on the Plan for a ten-month period, beginning in the winter of 2011. The group evaluated data related to existing conditions and future trends. The group also thoroughly reviewed the policies and recommendations of the existing plan. The planning process for updating the Long Range Land Use Plan was driven by the need to create a land use and transportation plan for the Massillon Road District. A large part of time and effort was focused on planning for this area of the city as part of the update.

The approach to update this document included a strategic review of the entire plan, and a detailed comprehensive look at the Massillon Road District. Chapter III provides a more detailed look at the approach used to create a plan for the Massillon Road District, and the outcomes of the process.

The end result of the Committee's work, analysis, discussion and debate is a plan that defines the key issues that need to be the focus of Green's development policy in the future. The end result is a plan that identifies land use recommendations for the City that can be used to guide changes as needed, to evaluate redevelopment proposals, and to protect important community assets. The end product identifies strategies and recommendations for each of Green's seven distinct land use districts, known as Planning Areas, providing a combination of general policies for development within each Planning Area and specific recommendations to address current and future land use patterns. This Land Use Plan establishes a vision for the future of Green. Guidelines contained in this document are intended to aid the City in making decisions regarding land use development, street extensions, and park and open space concepts. While the Land Use Plan does not change any ordinances of the City, it does outline policies against which future zoning map and text changes will be evaluated.

About the Long Range Land Use Plan

What Is a Long Range Plan

The Long Range Plan is intended to be a tool. A tool is only effective if used for its designed purpose. The Plan's designed purpose is to serve as a guide for current and future development policy within Green. In order to be effective, the following considerations should be given to the Land Use Plan.

- The Plan needs to be used by Green’s leadership and citizens as a source of information when important land use and development policies are being considered.
- The Plan must be periodically evaluated and updated as conditions and attitudes change.
- The Plan must be supplemented with other support tools, such as transportation plans, recreation plans, Land Development Codes, zoning code enforcement programs, and other official mechanisms needed to implement the development policies identified on the following pages.

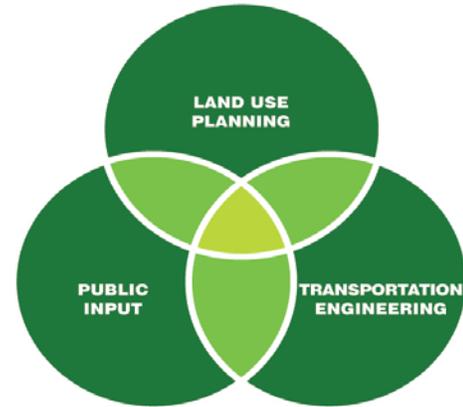


Figure 1: A balanced planning process was followed to develop a plan for the Massillon Road Corridor District. The process seeks to provide a roadmap for future development in Green that is consistent with the desires of the community, yet firmly grounded in the opportunities and constraints of the area.

In evaluating the challenges and opportunities in the City this Plan focuses on the impact of public investment and land-use policy, and coordinates future development with other public improvements (specifically roads) with land-use plans, and creates a vision and concept for a “city center” (note the creation of a city center was a primary recommendation of the 2004 LRLUP). The Plan in essence serves as an organizing element for overall private and public sector investment in the City.

Planning Approach

The process to update the Plan was based on a balanced approach that integrated public input, land use planning, and transportation engineering for areas in the Massillon Road District as described in Chapter III (see Figure 1). The process was informed by public input, an assessment of market trends and preliminary consideration of the image and brand for the City, specifically the Massillon Road District. In addition to

public input, the planning team met with a broad array of community stakeholders, including key property owners and city officials to ensure the plan embodies the community’s ideas and earns broad-based community support. In short, strategic public input balanced with technical analysis led to the creation of an informed and intuitive plan (see Figure 2).

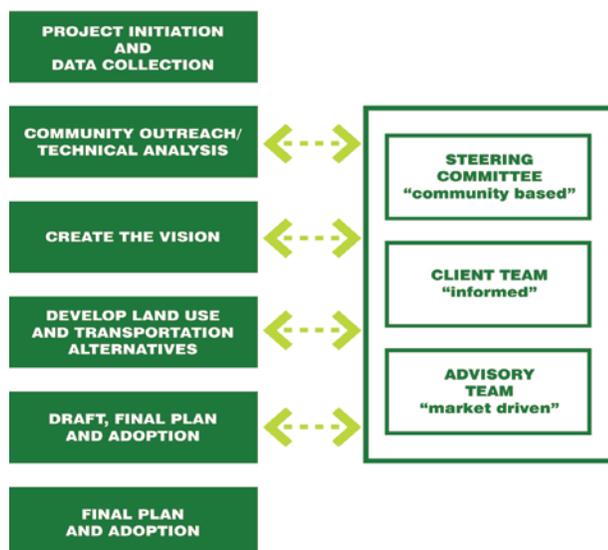


Figure 2: The graphic above represents the process used to develop the plan for the Massillon Road Corridor District. The process included multiple sources of input from the community including a steering committee and advisory team made up of a dozen local stakeholders.

Guiding Statements

The following statements are from the City of Green Priority Issues Strategic Plan (2002). These statements define the principles upon which Green strives to operate and provide services. These statements are included in the Long Range Plan because they present the City’s ideals for the future of Green, which is what planning is all about.

City Mission Statement

The City of Green exists to provide, facilitate, and optimize the best services available to enhance the quality of life for its citizens and the community.

City Values Statement

The City of Green values the rights of others and responsibilities to others. We work with ethical behavior and through the spirit of cooperation. We emphasize planning, cost effectiveness and task oriented work. We conduct our tasks with the belief that our residents entrust us to act professionally in the public interest.

City Vision Statement

The City of Green strives to strike a balance between the past, present and future in the relationships between its citizens; emphasizes managed growth while respecting its heritage; and encourages balanced growth of business, industrial and residential land use, while maximizing its attractive location and regional amenities.

How to Use the Plan

The Plan is intended to be used on a regular basis as public and private decisions are made concerning new development, redevelopment, capital improvements, economic incentives and other matters affecting the City. The following is a summary of how decisions and processes should align with the goals and strategies of the Plan.

1. Annual Work Programs and Budgets

Individual city departments and administrators should be cognizant of the recommendations of the Plan when preparing annual work programs and budgets.

2. Development Approvals

Review of development proposals and decisions by the Planning Commission and other boards and commissions of the city should reference relevant recommendations in the Plan. Where future development proposals are in conflict with the recommendations in this chapter, these proposals should be amended to align with the intent of the chapter.

3. Capital Improvement Program

The city's Capital Improvement Program (CIP) should be used as a tool to help support the recommendations of the Plan.

4. Economic Development Incentives

Careful and targeted use of economic development tools available to the City should be considered to achieve the Plan's goals and recommendations.

5. Private Development Decisions

Property owners and developers should consider the goals and strategies of the Plan when making land planning and investment decisions.

6. Consistent Interpretation

City Council should collaborate with the Planning Commission to ensure clear and consistent interpretation of the Plan.

7. Be Flexible

Policies and recommendations in the Plan are intended to serve as a guide to help city staff, development community and local residents plan for the development and redevelopment of the city. The Plan is intended to be flexible and fluid, and should be updated and amended as appropriate. As projects, policies, and programs develop over time they may not look exactly like the images in the document, but they should address the intent of the Plan. The sketches and descriptions herein provide a broad sense of how particular projects may function within the Massillon Road corridor and provide a sense of the intended development character of the entire city.

2. City Goals & Vision Statement

2. City Goals and Vision Statement

In order to evaluate the options available to the City, it is first necessary to establish the basic direction desired for the City. From the evaluation of the existing conditions and issues, the following goals have been formulated by the Plan Update Steering Committee to provide a general framework on which the planning objectives and development policies have been based. It is from these goals that the planning policies (Chapter III) and implementation strategies (Chapter IV) have been developed.

These goals and vision statements apply to the city as a whole. The Massillon Corridor District section of Chapter III contains a more specific set of goals and visions, which apply specifically to the District.

We envision a mix of industrial/commercial, residential, and agriculture uses that will:

- a. Take advantage of the City's regional location in the Akron-Canton Corridor and promote quality economic development within the City;
- b. Efficiently utilize existing and future infrastructure, such as roads and utilities;
- c. Retain the character of "traditional" Green by protecting selected natural areas and preserving historical features of the community;
- d. Recognize that land is a valuable resource to be used wisely and efficiently for the benefit of both private property owners and the Green community at large; and
- e. Encourage the utilization of mass transit between Green and the surrounding region.

We envision a desired mix of development occurring in an orderly manner which:

- a. Assures high quality development and enhances the physical appearance of Green;
- b. Promotes future economic development which has high quality landscaping, buildings, access and site design, both within the project and around its periphery;
- c. Promotes growth that protects and encourages conservation of natural resources and open space by promoting environmentally sound policies;
- d. Encourages municipal fiscal balance in an effort to minimize taxes through appropriate land use policy; and
- e. Reduces negative impacts between contrasting and potentially incompatible land uses, i.e. retail and residential.

We envision a community that offers a wide range of housing options with respect to type of living environments available and affordability.

We envision a community that is developed with a full range of municipal services and facilities, which reflect the expectations of the residents to have:

- a. Centralized utilities throughout higher density locations;
- b. Exceptional parks and recreation facilities convenient and accessible to all residents;
- c. A superior transportation system to minimize congestion within and through the City; and
- d. A storm water management system to control drainage, protect water quality, and prevent flooding within the City.

We envision a community in which Green is an independent community with its own unique identity:

- a. Through the development of a "town center", which creates a community focal point of civic, retail, and office uses;
- b. Through the provision of quality parks and open spaces, both public and private;
- c. Through the balance of land uses that are available to Green residents;
- d. Through the overall quality of development that occurs in the community;
- e. Through the commitment to linking key corridors, planning areas and neighborhoods providing community connectivity; and
- f. With the goal of a single zipcode covering the 33.5 sq miles of the City.

We envision a community that manages its own destiny while being realistically and appropriately responsive to federal, state, and regional trends and developments that may have an impact on Green.

3. Existing Conditions

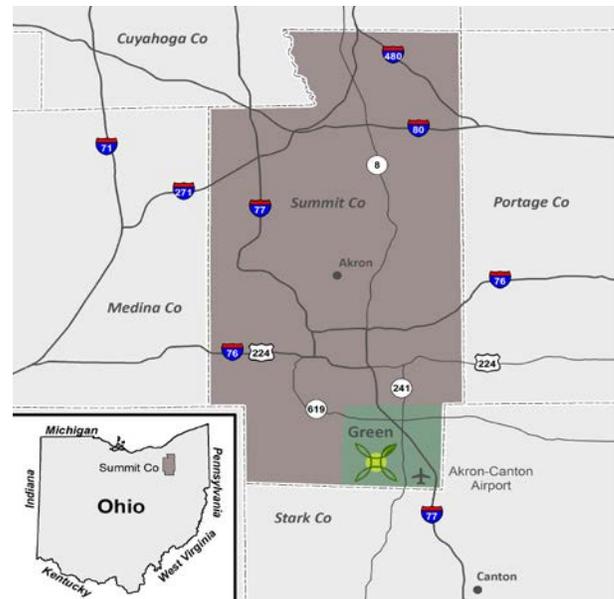
3. Existing Conditions

Overview

In 1809, Green was organized as a Township with an area of just under 33.5 square miles. The primary industry of the community for many years was farming and coal mining. Access to the region was by way of the Salem to Clinton and Massillon to Middleburg Stagecoach Routes.

Today, more than two hundred years later, the City of Green is an incorporated City (April 5, 1992), with an estimated population of 25,699 residents (according to U.S. Census estimates for 2010). The City has grown into a community that has a balance of residential and non-residential uses; a transportation network that provides good inter-regional access; and a diversity of people, neighborhoods and jobs. This section presents a brief examination of existing conditions and trends, and points out important factors that were evaluated and subsequently influenced the development of the Land Use Plan.

Map 3.1: Regional Context



Regional Context

Green is located at the southern border of Summit County adjacent to Stark County, (see Map 1). The City is approximately half way between Akron and Canton and is home to the Akron-Canton Airport. It is traversed from north to south by Interstate 77 (I-77), which provides easy access north to Akron, Cleveland and the Ohio Turnpike (I-80) – a major east-west connector; south to Canton, and to Interstate 76 (I-76) – which also provides east-west service.

Within the City limits there are three I-77 interchanges: Arlington Road, Massillon Road (State Route 241) and Lauby Road. Arlington Road and Massillon Road, along with East Turkeyfoot Lake Road (State Route 619), provide regional access to I-77 for the neighboring communities of Jackson Township to the south; and Lake Township and Hartville to the east. The Lauby Road interchange provides access to the airport, the southeastern section of Green and northern Stark County. The City's regional access results in traffic coming through the City to get to other destinations, but also provides the potential for economic development at each of the City's interchanges.

Population and Housing Characteristics

For most of its existence, Green has been a rural community characterized by pastoral landscapes, with cultivated fields and well-maintained orchards. During the past few decades, the City has experienced a consistent residential, office and more recently commercial growth. From 1990 to 2000, the City grew 18.5 percent. From 2000 to 2010, the growth of the City slowed some growing an additional 12.5 percent. Table 3.1 illustrates residential growth from 1980 to 2010, when the City reached a population of 25,699.

The following summarizes recent trends in residential building activity and housing trends in Green:

- The average number of residential permits issued annually between 1994 to 2003 was 191 permits per year. From 2004 to 2013 the average fell to 117 permits per year.
- Multi-family permits have been issued in low numbers since 2004. A 102 unit apartment community was built in 2010 and there have been few duplexes built since 2004. Issuance of single-family permits were at noticeably lower annual averages from 2004 to 2013 – 115 per year - when compared to the period from 1994 to 2003 – 124 per year. Table 3.2 illustrates the number of single family zoning permits issued since 2004.
- Changes have also occurred in the way that people live. Current trends indicate that the density (persons per household or dwelling unit) is decreasing. In 1980, the average was 2.88 persons per household; by 2010, the household size was 2.5 persons per household. This is a national trend, and is not peculiar to Green. The diminishing household size effects projections of future population, as well as the demand for a variety of housing types and community services.
- In 1990, the housing stock in Green consisted mainly of owner-occupied single-family homes on individual lots (76 percent). The percentage of owner occupied housing has increased slightly to 80% in 2010.
- Single family detached dwellings represent the predominant housing type accounting for 67.4 percent of the housing in Green, see Table 3.3.
- Multi-family housing accounts for 19.4 percent of the housing units in the City, and mobile homes contribute 1.6 percent of the housing.

Table 3.1: Green Population and Dwelling Units 1980-2010

Year	Dwelling Units		Population	
	Number	Increase	Number	Increase
1980	6,500		17,625	
1990	7,536	15.90%	19,254	9.20%
2000	9,180	21.80%	22,817	18.50%
2010	10,858	18.27%	25,699	12.63%

Source: U.S Census 1980-2010

Table 3.2: Single-Family Zoning Permits 2004 - 2013



Source: City of Green

Table 3.3: Housing Composition 2010

Units In Structure	Amount	% Total
1, detached	7,411	67.4
1, attached	1,271	11.6
2	476	4.3
3 or 4	793	7.2
5 to 9	397	3.6
10 to 19	251	2.3
20 or more	222	2.0
Mobile home	171	1.6
Boat, RV, etc.	0	0
Total	10,992	

Source: 2010 U.S. Census

- An increase in the construction of multi-family units is being proposed. The primary driver of these units is targeted for a mature adult or senior market (55 yrs +). This type of proposed multi-family is a positive mechanism to retain mature adults in the community. The other type of multi-family that should be considered is that which targets young professionals. This type of multi-family facility provides higher end, one & two bedroom units and is densely complimented by recreational amenities like fitness centers, pools, clubhouses, trails, and animal friendly areas. Close proximity to corporate facilities, leisure activities and transit should be considered in the location of these types of facilities.

Projected Future Population

Based on recent growth rates and building activity, it is projected that residential growth will remain steady and will increase by approximately 2,150 units (single family and multi-family) by 2030 (figure based on an average of 120 building permits per year). Based on this residential growth rate it is projected that the population of Green will be approximately 28,000 residents by 2020 and 31,000 residents by 2030. Obviously, several factors influence population growth, including overall economic activity, interest rates and building trends, factors which cannot be predicted with high levels of certainty (see also Section G Development Capacity).

It is likely housing will be provided in a mix of housing types with an increase in demand for attached units due to changing demographic structure with an aging population looking for a smaller low maintenance unit, and the younger population (millenials) growing and demanding a similar low maintenance lifestyle. It is likely that the population growth will not be as rapid as housing unit growth because household sizes are anticipated to decrease in the future.

Land Use Characteristics

The City encompasses approximately 33.5 square miles. Because of the large area of the City, and given the community's past development pattern as a township with multiple unincorporated villages, development has not been concentrated in one central area, but rather within several pockets of development. Map 2 illustrates the existing land use pattern, or pattern of development.

Currently approximately 76 percent of the land in the City is developed. Developed land is determined by subtracting the amount of vacant and agricultural land from the total land area of the City. Table 4 illustrates the acreage allocated to each land use, and the percentage each land use contributes to the total area of the City.

Table 3.4: Existing Land Use Summary

Land Use Category	Acres	% Developed Land	% of Total City
Single Family	7,604	46	35
Multi-Family	581	4	3
Airport	1,300	8	6
Commercial	1004	6	5
Industrial	250	2	1
Agriculture	2,815	NA	13
Open Space/Recreation	3,417	21	16
Institutional	555	3	3
Public	65	0.4	0.3
Utilities	57	0.3	0.3
Vacant	2,266	NA	11
Transportation	1,540	9	7
Total	21,454		

Source: City of Green (figures rounded)

As is common in many communities, most of the land in the City is

dedicated to residential uses. Residential uses represent 38 percent of the total land area of the City, and 50 percent of the developed land. For comparison, in 1996 when the original Plan was prepared, 65% of the developed land was residential.

The following is a summary of land use data changes. Table 3.4 and Map 3.2 illustrate the current Land Use Pattern:

- Single-family homes account for nearly thirteen times as many acres as multi-family uses.
- The amount of commercial and industrial land increased from 1,161 acres reported in 2003 to 1,254 acres in 2014.
- More than 5,000 acres, or 24 percent, of the City are currently agricultural or vacant.
- More than 3,400 acres (16 percent) of the City are currently used for a combination of public and private parks, recreation, and open space areas.
- City of Green Parks/open spaces 527 acres.
State of Ohio Parkland 1,425 acres.
Cleveland Museum of Natural History 301 acres.
Camp Y-Noah (Akron Area YMCA) 242 acres.
- Airport Lands – The total area of land owned by the Akron-Canton Airport that is located within the City consists of 1,737 acres, of that approximately 211 is being utilized as a commercial or industrial use. Separate from land utilized for airport purposes.

Land Use/ Zoning Pattern

The overall zoning district composition of the City has not changed substantially since the 2004 plan. The biggest change resulted from the adoption of the new Land Development Code in 2009. The Land Development Code created the B-5 Airport Commerce District, combined the I-1 General Industrial and I-2 Limited Industrial into one Industrial classification, combined all of the PD districts into one and re-titled the R-4 Multiple Family to R-2 Multiple Family. The B-5 Airport Commerce District only includes land that the airport owns at this point. The new zoning classification gives the airport flexibility in allowing the various uses that airports and the travel industry need. The current zoning pattern is illustrated on the Map 3 Existing Zoning Patterns.

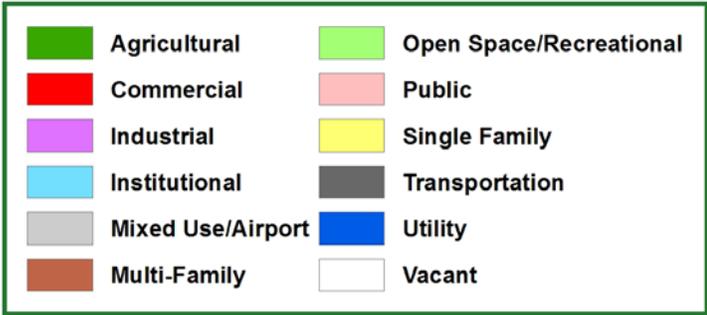
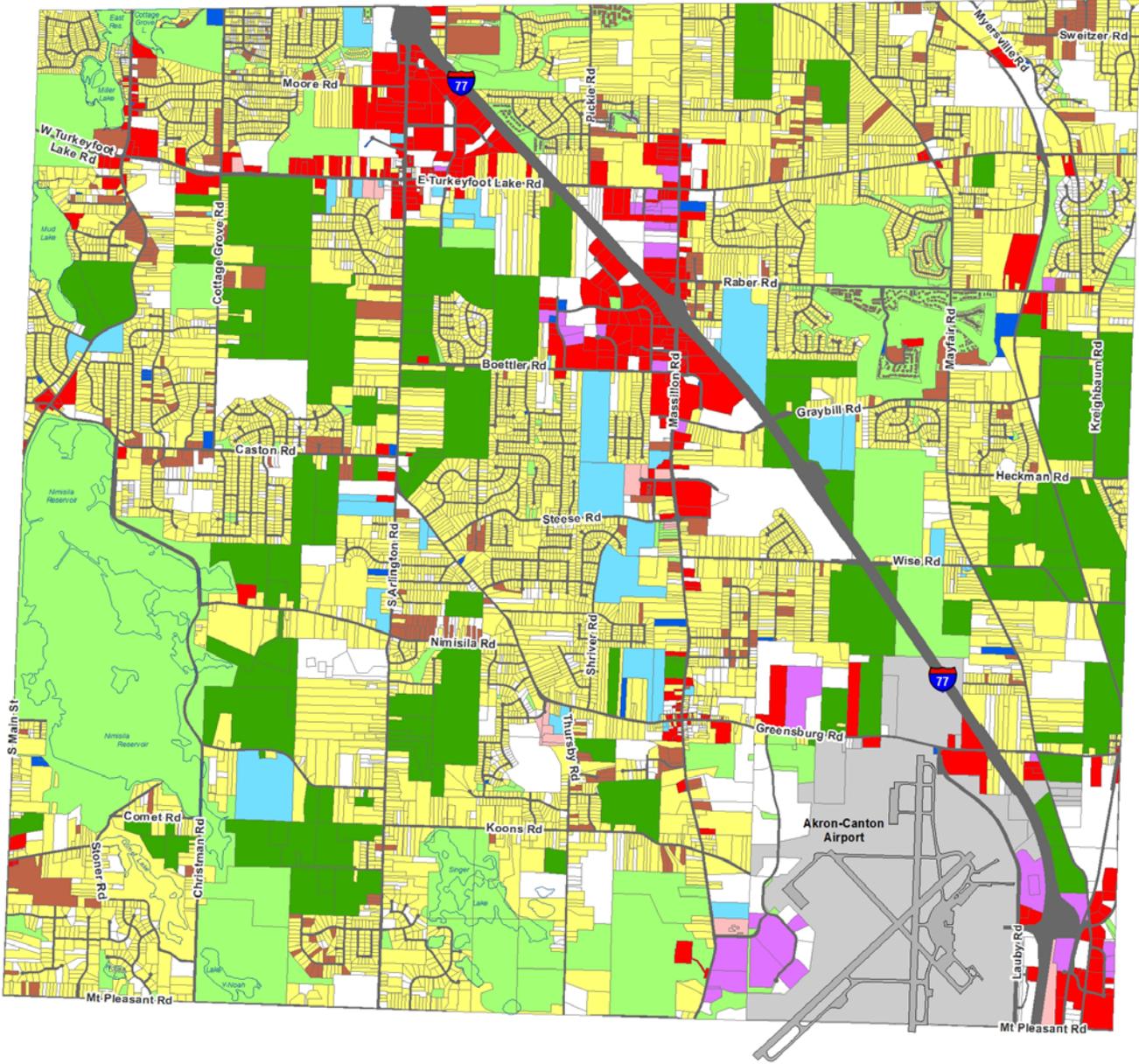
Residential zoning, including R-R, R-1, R-2 and PD districts, represent approximately seventy-seven percent of the total land area of the City. Commercial zoning (B-1, B-2, B-3, B-4 and B-5 districts) represent approximately fourteen percent of the total land area, and industrial zoning (I-1 district) represents approximately nine percent of the total land area. Table 3.5 indicates the acreage within each zoning designation, the percentage of each district in the City and the percentage of the land in each district that is vacant.

Table 3.5: Land Area by Zoning District

Zoning District	Acres	% of City	% Vacant
B-1	899	4.2%	15.6%
B-2	222	1.0%	10.8%
B-3	150	0.7%	15.3%
B-4	153	0.7%	21.6%
B-5	1,492	7.0%	10.7%
I-1	1,861	8.7%	19.5%
R-R	4,556	21.2%	6.2%
PD-1	1,253	5.8%	20.8%
R-1	10,703	49.9%	9.1%
R-2	165	0.8%	6.7%
Total	21,454		

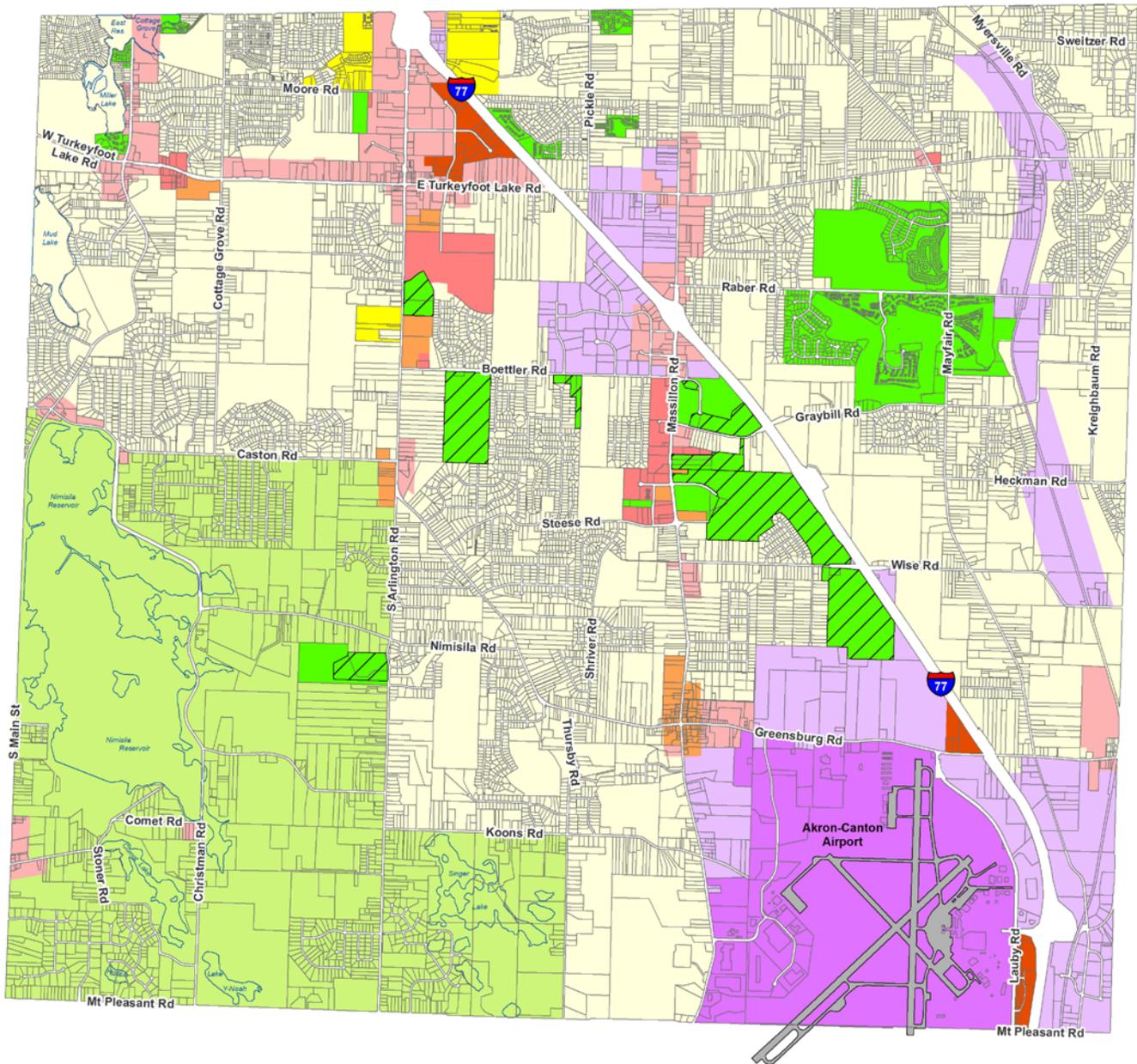
Source: City of Green (Figures rounded)

Map 3.2: Existing Land Use Pattern



Data based on the City of Green 2014 Land Use Analysis.

Map 3.3: Existing Zoning



	B-1: General Business		I: General Industrial
	B-2: Professional Office		PD: Planned Development
	B-3: Neighborhood Business		R-1: Single Family Residential
	B-4: Highway Business		R-2: Multi-Family Residential
	B-5: Airport Commerce		R-R: Rural Residential
			General Concept Plan Only



Development Capacity

The development potential of the City is influenced by the existing zoning district designations, the development density allowed within each zoning district, the amount of developable or vacant land, and on the demand or rate of development (i.e. number of homes built per year). The original Long Range Plan included a projection of potential development in Green. The 1996 Plan projected a build out population – the maximum number of residents based on the zoning restrictions and developable land was 46,034, or an additional 18,037 dwellings. In 2004, this assessment was updated and the plan identified the potential for an additional 8,426 new units, adding 21,486 new residents for a total build out of 44,096 persons by 2048.

The City has initiated several changes based on the recommendations presented in the 2004 plan. One of the primary changes focuses on the development of a plan for the Massillon Road District. The plan for this area identifies a number of locations where new medium to high-density residential dwellings may be considered, as well as two different mixed-use districts. Additional changes included the adoption of the Land Development Code (see Zoning Pattern section), several re-zonings to accommodate new development, the creation of the B-5 Airport Commerce zoning district and the development of the Transportation Plan and a city-wide Trails Plan.

Table 3.7: Potential Residential Build Out in the Massillon Road District

Developable Residential Area In the Massillon Rd. District			
Future Land Use	Acres	Density units/acre	Total Units
Low Density Residential	15	4	60
Medium Density Residential	81.9	10	819
High Density Residential	3.3	15	49.5
Mixed Use/ Residential (20/20/60)	19.8		0
MF Residential	11.88	15	178.2
Mixed Use (30/30/30)	95.4		0
MF Residential	28.62	15	429.3
Total	255.9		1,536

Does Not Include Vacant or Underutilized Area West of Tabs Dr.

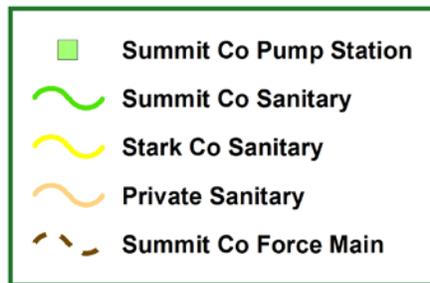
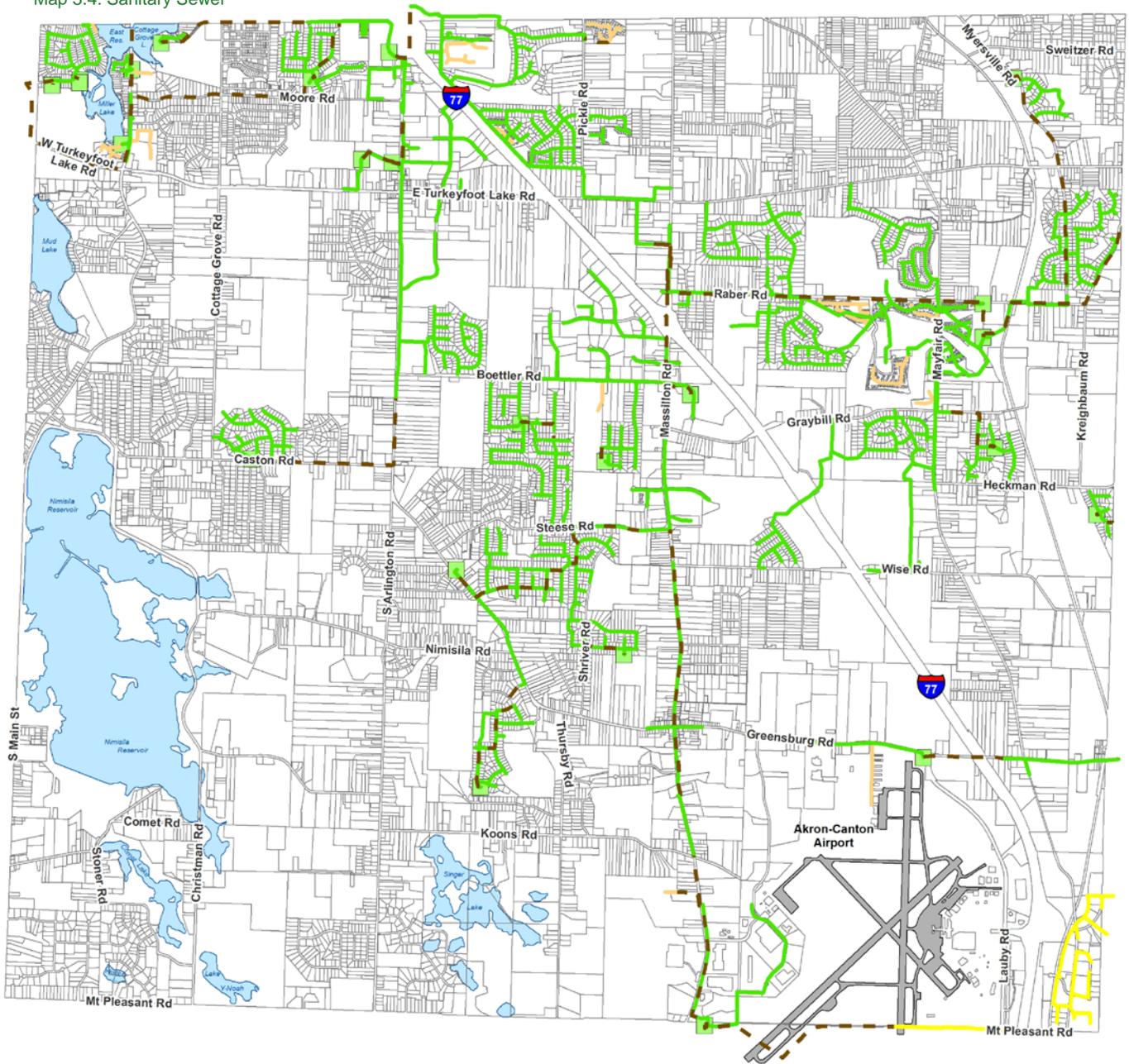
Based on the existing land use analysis, 1,443 acres of residential land were vacant in 2012. The majority of this land is zoned R-R Rural Residential (290 acres/.8 u/a) and R-1 Single Family Residential (1,153 acres/2 u/a). In addition to the low-density residential areas, the Massillon Road District as planned could potentially accommodate approximately 1,500 new medium to high-density multi-family units on vacant and underutilized ground that is currently developed.

Based upon these conditions, it is estimated that the City could accommodate approximately 4,000 to 4,500 new dwelling units. Conservatively assuming future household size will average 2.5 persons per household, the estimated build out population for the City (under current zoning) may be approximately 37,000 persons (11,250 new residents). If an average of 120 dwelling units are constructed every year (based on current and historic trends), this assessment yields a possible build out within 38 years or by the year 2050 (note this population projection is lower than what was projected in 2004 as a large amount of land was developed or rezoned changing the amount of available residential land for development).

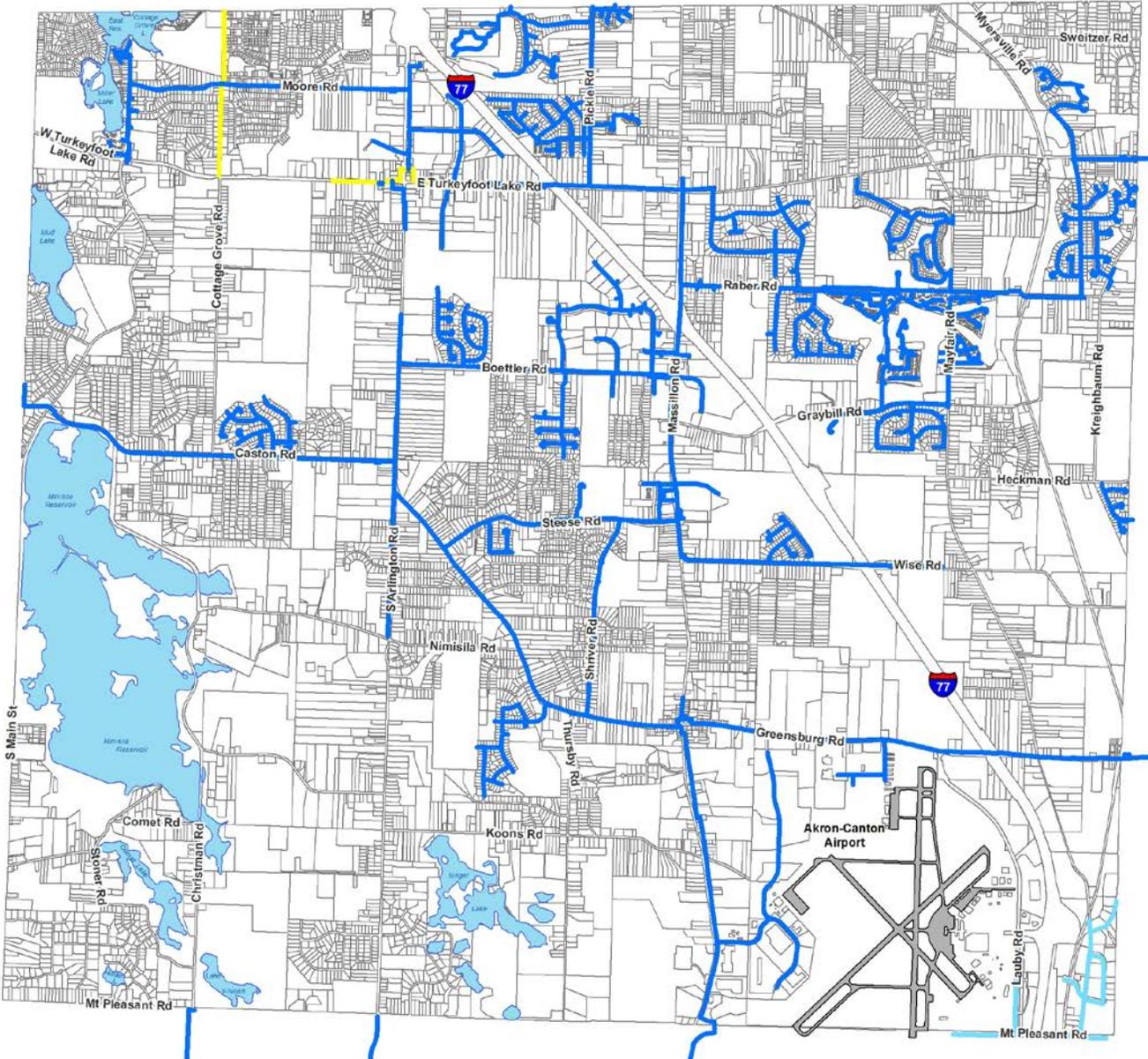
Water and Sanitary Sewer Service

Public water and sanitary sewer service is not available in all parts of the City of Green. The existing public water and sewer infrastructure system is illustrated on Map 4. Map 4 also illustrates currently proposed water service infrastructure. Within Green, water service is provided by both AquaOhio Water Company and the North Canton Utility Department. Sanitary sewer service is provided by the Summit County Department of Environmental Services and the Stark County Sanitary District. Map 4 also illustrates the location of sanitary force mains, which normally do not allow connections to adjoining property. There are a few private sanitary sewer systems in Green and these are also shown on Map 4.

Map 3.4: Sanitary Sewer



Map 3.5: Public Water



	Aqua Ohio Water Company
	Owned by City of Green *
	North Canton Water Service



* Water line is owned by the City of Green and operated by Aqua Ohio.

4. Land Use Development Policies

4. Land Use Development Policies

These general development policies are the best means of carrying out the City's vision as stated in Chapter II. They address broad policy guidelines, specific land use recommendations and administrative issues, which are important to the on-going planning strategy of the City. The policies generally establish recommendations in the areas of future land use, economic development, community facilities, natural features open space preservation and connectivity.

Green will continue to be predominantly a suburban residential community. This characteristic is influenced by the large land area encompassed by the City, as well as the layout of its street system, the type of existing topography and soils and the likely areas for utility extensions. While the Plan recognizes the importance of maintaining attractive, quality residential areas, this objective must be balanced with economic development initiatives that will increase fiscal stability by increasing the non-residential tax base, thereby reducing the tax burden on residential property owners to provide City services. In addition, it is important that the Plan help identify ways in which the City, and planning areas within the city can be developed in a way that creates a sense of place and identity, as well as higher intensity uses that create vibrant areas to live, work and play.

A. General Development Patterns

One of the basic foundations of the Long Range Land Use Plan is that intensive development should be located in areas that have public utility services and adequate transportation systems. This is important for several reasons. First, the provision of public utilities for intensive development is important to protect the health, safety and general welfare of the City.

This principle is important for the logical and controlled development of the community. Unplanned and uncoordinated utility extensions and roadway improvements can result in a fragmented "leapfrog" development pattern, and can be a stress to municipal fiscal planning. A concentrated, compact and potentially more manageable development pattern is the desired outcome.

From this fundamental statement about utility service and transportation systems is derived the principle that decisions about future intensive land uses should consider the availability of public utility services and infrastructure. This should include consideration of planned improvements or infrastructure, generally to be available or occur in two to four years.

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- E. Transportation Improvement Plan*
- F. Parks Recreation and Open Space Plan*

Chapter I discusses the existing pattern of development and the constraints on future development such as limited extensions of public water and sewer systems. Recognizing these factors, the Land Use Development Policies are based on a three-tiered approach to development that reflects the Goals and Vision Statements, and reinforces the concept of directing development toward areas that can provide needed public services. The Development Policies generally carry out the current and logical trends in a manner that strives for efficiency in public expenditures.

Policy 1

Continue to provide a wide range of housing options by:

1. Retaining a low density residential character of approximately one dwelling unit per acre in the southwest quadrant of the City;
2. Maintaining the existing single-family residential density of approximately 2.5 dwelling units per acre as the predominant pattern for residential neighborhoods outside the southwest quadrant;
3. Allow higher density residential uses within the I-77 & Arlington Road Area and the Massillon Road Corridor District; and
4. Incorporate open space preservation into neighborhood designs to the greatest extent possible.

Policy 2

Concentrate the most intensive development (non-residential and residential uses) in two specific areas of the City, the Arlington Road/I-77 Corridor and the Massillon Road District, to achieve the following objectives:

1. Provide for retail, commercial and industrial uses, and medium to high density residential development, in conveniently accessible locations;
2. Carefully evaluate the costs of future infrastructure enhancements such as road improvements and utility extensions on the City;
3. Maximize municipal tax revenue compared to service costs;
4. Provide for economic development in well defined areas while minimizing the impact from such development on existing and future single-family residential areas; and
5. Permit the types of uses adjacent to I-77 that minimize the need for sound barriers, and encourage buffering, landscaping, and screening in locations where highway visibility is not desirable.

Policy 3

Establish guidelines and principles for transitional areas between intensive non-residential land uses and less intense single-family residential areas to:

1. Minimize conflict between living areas and activity areas;
2. Guide appropriate development patterns for these “transition areas”; and
3. Provide clear guidance for future zone changes.

B. Land Use Planning Areas

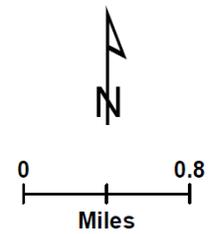
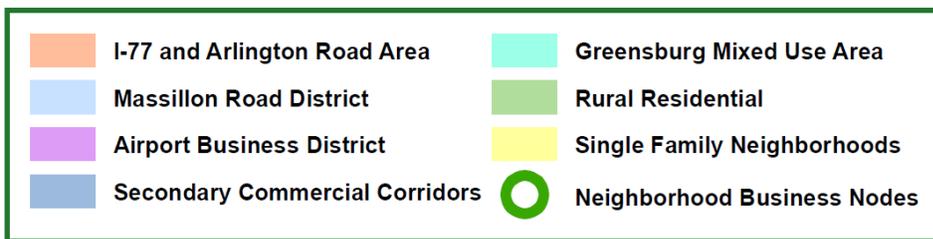
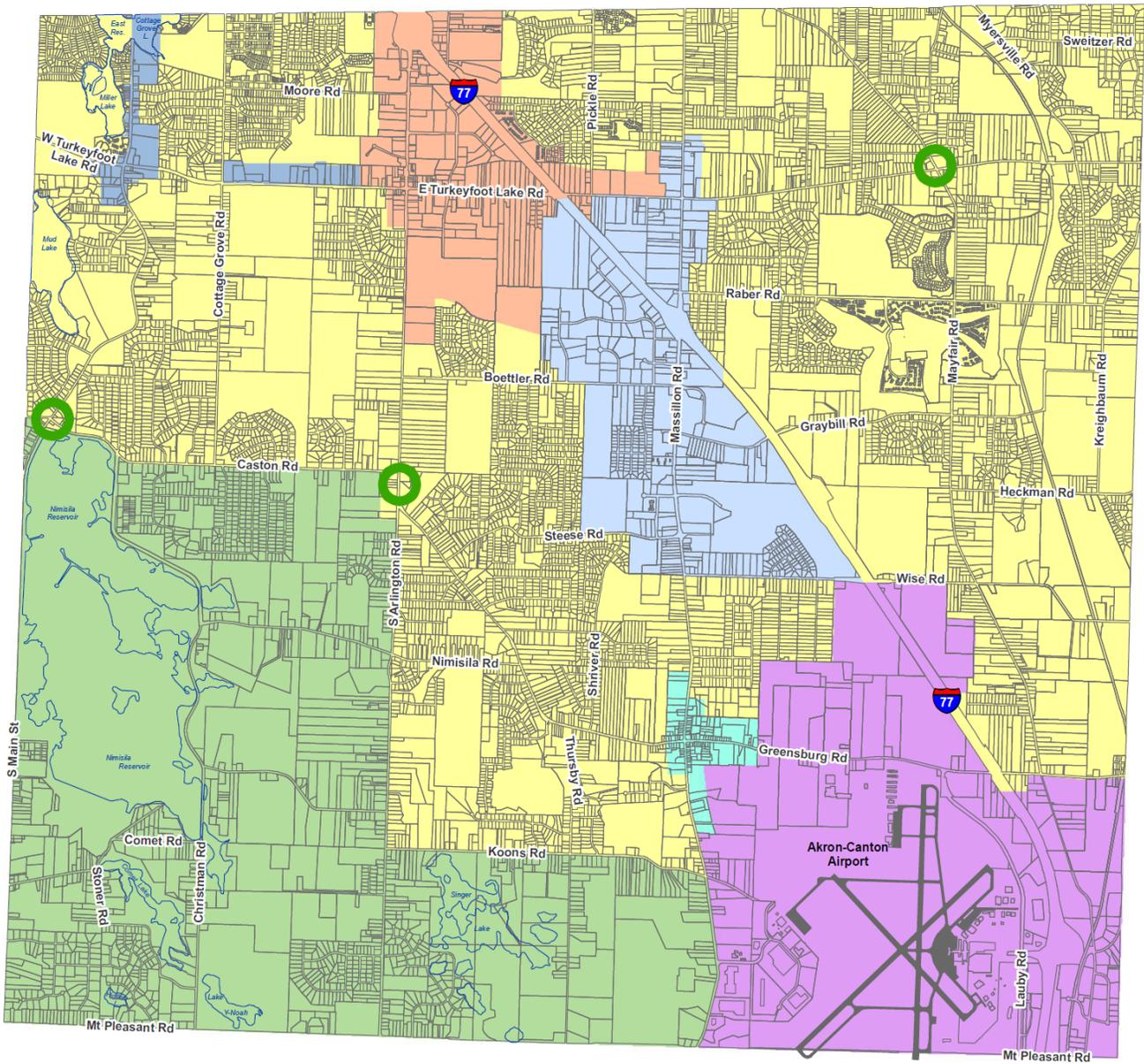
The City of Green has several distinct and defined development areas within the community. These areas represent residential neighborhoods, business districts, industrial parks and other types of uses. The properties and land uses within these areas share several general development characteristics, such as existing land use, zoning designations and geographic patterns. Because of the similarities of these

properties and the common land use planning issues, they have been grouped into Land Use Planning Areas for the purpose of defining Land Use Development Policies. Seven Land Use Planning Areas are identified on Map 4.1 and are listed below:

- Rural Residential Area
- Single-Family Neighborhood Areas
- Secondary Commercial Corridors
- Greensburg Mixed Use Area
- Neighborhood Business Nodes
- Airport Industrial Primary Development Area
- Arlington Road/ I-77 Primary Development Area
- Massillon Road Primary Development Area

Land Use Development Policies for each of the Land Use Planning Areas are presented in the following sections of this Chapter.

Map 4.1: Planning Areas Map



C. Residential Development Policies

Residential uses are the predominant use of land in Green as the majority of the remaining vacant land will be developed for homes. Therefore, it is important to establish policies that help to achieve the goals summarized in Chapter II, including the goals of offering a wide range of housing options for future residents, as well as protecting natural resources and open space so as to maintain the “physical & cultural” characteristics of Green. The primary residential areas within Green are designated as Rural Residential and Single-Family Residential Areas on the Land Use Planning Areas Map. The Land Use Development Policies for these two Planning Areas are described below.

Rural Residential

The Rural Residential Area is the southwest quadrant of the City, primarily around Nimisila Reservoir. This area is not currently served by public water and/or sewer, and is not expected to be for some time. Therefore, each house, now and in the future, needs to have its own septic system and well, requiring lot sizes that are large enough to satisfy those needs. While it is acknowledged that sanitary sewer service is not anticipated for much of the area, it is possible that such service will be available for certain portions of this Planning Area. If sanitary sewer service becomes available, the City should consider development patterns, such as clustering or open space subdivisions, that allow smaller lot sizes as a result of availability of sewers, but that maintains the general low-density character of the Rural Residential Area.

This section of the City is also characterized by large areas of wetlands and woodlands. The current R-R Rural Residential zoning district requires a larger lot size in response to the need for on-site sewage treatment and wells, and helps to preserve some of these significant natural features. The provision and protection of open space areas within Rural Residential neighborhoods should be encouraged. The low density, single-family residential character of the Rural Residential Planning Area should be maintained. Provision of public sanitary sewer is desirable to replace on-site sanitary sewage treatment, but the low-density character should be maintained and protected.

The Rural Residential Planning Area also includes the properties south of Koons Road, between Thursby Road and Massillon Road. The City should consider alternate development patterns of the R-1 Zoning District for these properties.

Single Family Residential Areas

The Single-Family Residential Areas represent the largest land area in the City of Green. This reflects the fact that the predominant developed land use in Green is single-family detached housing, and that the predominant zoning designation is R-1 Single-Family District. The predominant density of single-family residential development in these Planning Areas should not exceed 2.5 dwelling units per acre.

Areas that have been developed as single-family detached home neighborhoods but are zoned for more intensive use should be rezoned to reflect the actual use of the property.

The primary Land Use Development Policies for this Planning Area are to maintain and protect existing single-family residential neighborhoods and to strive to have high quality single-family neighborhoods develop in the future in these areas that compliment existing neighborhoods. Associated with these policies are recommendations made in other Planning Areas that address the appropriate location and design of

intensive (medium and high-density) residential and non-residential uses. Intensive development should not encroach into defined single-family neighborhood areas.

Provision of public utility service should be encouraged for development of neighborhoods within this Planning Area.

Clustering

Quality neighborhood design will be achieved in large part by the implementation of the R-1 District zoning regulations and the City's subdivision regulations. The current regulations require incorporation of open space into future neighborhoods, and encourage clustering of home sites to maximize open space and/or recreation areas into neighborhoods.

Clustering regulations provide an alternative to the standard lot subdivision that generally allows the same number of units on the site that could be built under the standard regulations, but which requires the set aside of a portion of the site to be preserved as natural area. The allowance for units to be clustered in a smaller net area provides savings to the developer for shorter streets and utility lines, while at the same time, establishes an area of the development that will remain open. Such a requirement helps to further preserve rural areas – farms, orchards, woods, riparian streams, as well as natural wildlife habitats – without the use of public funds. Preserving riparian streams reduces the capital costs for future storm water management.

The City should continue to review the development alternatives it currently provides to allow additional clustering options, potentially through the conditional use mechanism. This may continue to provide attractive, flexible design alternatives to address future housing needs. The City should establish and enforce requirements for the maintenance and preservation of privately owned open space resulting from cluster development projects. This may involve several approaches, such as homeowner associations or conservation easements or City parkland.

Interconnections

The Land Development Code should continue to encourage coordination and connection of vehicular and pedestrian systems within neighborhoods. The objective of this policy is to create interconnections without creating neighborhood “throughways” (i.e. high levels of through traffic). This will be important as Green continues to mature. Interconnection can reduce congestion on main thoroughfares. Pedestrian and bicycle path systems are an important component of neighborhood planning and should be incorporated into designs. Maintenance of path systems if on private property should be addressed during the development review and approval process.

Land Adjacent To Metro Railroad Tracks

There are several properties adjacent to the Metro Railroad tracks in the eastern portion of the Single-Family Residential Planning Area that are currently zoned for industrial use. The City's policy for many years has been to encourage reclassification of these properties for residential use in lieu of the industrial zoning along portions of the railroad corridor east of Mayfair Road. This corridor does not satisfy the contemporary industrial location criteria for several reasons. It is not readily accessible to a major arterial or interstate highway interchange, and therefore truck traffic would travel across residential streets to reach I-77. It has low marketability because it is not visible from I-77, which is more than a mile away. Many of the parcels

along the railroad are smaller than generally desired for new industrial development. The area lacks adequate utilities such as a public sewer and water systems. If industrial uses were to be developed, they could have an adverse impact on existing or expected adjacent residential developments. While the potential use of the tracks for commuter rail is not certain, residential uses in this area would be compatible, provided measures are taken to ensure adequate sound barriers are erected. If sound barriers are required for future development, they should be constructed by the developer or landowner, and not as a public cost. Clustering of residential units should be encouraged so as to maintain an adequate setback from the tracks.

Residential Development Fronting Major Streets

This Plan recognizes that single-family dwellings will continue to be the designated land use along many segments of the City's arterial streets. At issue is the combination of negative impacts that multiple driveway access locations for individual single-family homes have on the functionality of the street, and the traffic impacts of the major street on the homes. Cluster development, or creative "standard" subdivision design, can be used to orient new units away from these main roads. This alternative can be effectively utilized on large parcels, or when multiple parcels are combined, by facing the homes away from the major street ("reverse frontage") and installing a combination of mounding, buffering, and screening along the major street frontage in the "backyards" of the new homes. This Plan discourages the further subdivision of new single-family lots fronting on major or minor arterial streets as designated by the City's functional classification system to assure that such single-family development will adequately manage traffic and minimize turning conflicts. It is also important that the City reserve adequate right-of-way for planned infrastructure improvements. The following list identifies the current major and minor arterial streets in Green:

Major Arterial

- Arlington Road (Greensburg Road to North Corporate Line)
- Massillon Road
- Turkeyfoot Lake Road

Minor Arterial

- Arlington Road (Mt. Pleasant Road to Greensburg Road)
- Greensburg Road
- S. Main Street
- Lauby Road

Residential Development Alternatives

While single-family detached residential dwellings are the predominant land use in this planning area, there are alternative residential development patterns that can provide a transition between intensive land uses and low-density neighborhoods, or can be an effective tool for properties that have development constraints. The use of the Residential Alternatives described below can be appropriate within this Planning Area. These alternatives can be appropriate in areas where property configuration or terrain is irregular, and can be effectively used as transitions between traditional single-family neighborhoods and more intensive land uses. Public water and sanitary sewer service should be a requirement for this type of development.

Single-Family Alternatives/ Residential Planned Development

Not all of the properties within the Single-Family Residential Planning Areas are zoned R-1 District, nor does the Plan recommend that a homogenous R-1 District pattern is desired or appropriate. There are a number of locations in the City that have, or have the potential to develop as a PD Planned Development District zoning. This zoning district encourages flexible site and neighborhood design, incorporating significant amounts of open space. In exchange for the provision of large amounts of open space and a high-quality neighborhood design with community amenities, density increases are permitted. The PD District allows densities higher than the other residential zoning districts in order to encourage creative land use planning. The District also allows multiple family dwellings, as well as detached and attached single-family dwellings. The PD District currently allows for the incorporation of non-residential development within the overall project in order to allow mixed used developments to occur in areas of the city called out for higher density development with a mix of uses.

Since the 2004 Plan, **two** vacant parcels on the south side of Moore Road, west of the B-1 zoning on Arlington Road, were rezoned to PD. This is a good example of an appropriate location for this type of rezoning. Some of the locations where PD Districts with medium density residential uses would be appropriate are described below (this list is not exclusive):

1. On the west side of Arlington Road, north of the residential development on September Drive. This area is currently zoned B-1 District and R-1 District.
2. On the west side of Arlington Road, between Caston and south of Southwood Drive.
3. Along the south side of Boettler Road between Meadow Wood Lane and April Drive, on either side of the high school (Property east of Meadow Wood Subdivision was rezoned to PD in 2012).

D. Non-Residential Development Policies

Based on 2012 land use data, approximately one quarter of the City of Green is designated for non-residential development (based on distribution of zoning districts). This represents nearly 5,000 acres of land, and includes retail shopping areas, office complexes, industrial uses, the airport, as well as vacant land not yet developed. The manner in which the non-residential use areas develop in Green is a significant contributor to the appearance, image and quality of life for the community.

This section of the Plan provides recommendations on how to plan for these non-residential areas. The recommendations in this section are broken down by Primary Development Areas, and Secondary Development Areas.

The land use development policies for all of the planning areas are described below in the following two sections.

1. Primary Development Areas

The fundamental policy for non-residential development is that such uses should occur within designated “Primary Development Areas” in Green, and should not be scattered and haphazardly located without regard to access, public services and neighborhood impact. These designated areas have generally been established by the current development pattern and by the existing zoning boundaries. The three primary

areas for non-residential development are within the I-77 & Arlington Road Area, the Massillon Road District, and the Airport Commerce District.

a. Airport Business District

This area is located in the southeast quadrant of the City and is predominantly zoned B-5: Airport Commerce District. There are several industrial and office park developments within this Planning Area, but the Akron-Canton Airport is the dominant land use.

The airport is an important land user within the City. The 2004 Plan recommended the creation of an Airport Commerce Zoning District in order to encourage and accommodate a wider range of airport related uses (e.g., hotels, car rental, restaurants, service stations, etc.). With the adoption of the Land Development Code in 2009, the B-5 Airport Commerce District was created.

The City should continue its efforts to expand industrial, office and other airport compatible land uses in this planning area in order to increase the economic base within Green and to maintain a balanced tax base. The City has partnered with the Airport to expand the CAK International Business Park into Phase III. With the extension of Global Gateway north to Greensburg Road, this not only allows for another access point to the business park, it has opened up an additional 143 acres of land for commercial and/or industrial users.

Quality design and appearance of new development and redevelopment is important in this Planning Area, particularly for properties that have visibility from I-77. The City should also utilize standards of review for the Airport Business District Primary Development Area that are consistent with the requirements for commercial and office development, while providing flexibility appropriate for the type of use and buildings necessary for airport, industrial, and related business uses. The review standards should reflect the uses within the surrounding neighborhood and compatibility with adjacent facilities.

General Design Criteria

Within the Airport Business District Area, it is important to regulate and control the quality of development to ensure that regardless of the use of the land, the design and layout of new development is compatible with and enhances the overall quality of development in Green. The City has accomplished this objective to a great extent through the use of the Design Review process. Design should continue to be an important component of development review by the City. Specific ways to ensure that new development, and redevelopment, presents a high quality image include:

1. Ensure that the appearance of properties visible around the airport have a well-maintained appearance to improve the City's image in one of the primary commercial corridors. This should include landscaping, careful control of outdoor storage, sales and display, and consideration of all visible sides of a business.
2. Work with businesses to reduce the size and number of signs so as to minimize sign clutter and confusion.
3. Maintain the design review process and guidelines in the Land Development Code, which includes a broad set of criteria to regulate the overall appearance of buildings and a review process whereby the

Planning and Zoning Commission retains final authority for approval, but is guided by recommendations from the Design Review Board.

b. I-77 and Arlington Road Area

The I-77 and Arlington Road Primary Development Area is concentrated around the I-77 and Arlington Road Interchange (see Planning Area Map). For the most part, the development pattern is already established in this area. This Planning Area contains a large concentration of commercial, retail, service, and office type land uses. Future business and commercial uses of this nature should be located within this Planning Area. As one of the primary business cores in the community, this Planning Area is important for the economic health of Green. It is important that this area continues to provide a combination of jobs, services, and convenience goods that a maturing city requires.

Much of the land within this Planning Area is currently zoned for commercial and business use – B-1 General Business, B-2 Professional Office, B-3 Neighborhood Business, and B-4 Business Service. There are also properties that are zoned for high-density residential uses. These zoning classifications reflect intensive land use categories that are appropriate within this area.

A couple of locations in this planning area necessitate specific recommendations. This includes the area near Spring Hill zoned for low intensity, single-family use, as well as transitional land use areas. The recommendations for these areas are described below.

Spring Hill Mixed Use Area

The property located at the northeast quadrant of Boettler Road and Arlington Road is planned to be developed as a mixture of retail/service businesses, office uses, recreational areas, and residential dwellings. In the future business and office uses will be located along Arlington Road. The single-family home neighborhood along the north side of Boettler Road is nearly built out. In the 2008 the Spring Hill Sports Complex was built, which features 5 soccer or multi-use fields.

It will be important that this area develop as a cohesive project, to achieve a consistent design theme and attractive development. Equally important will be designing the project so that surrounding properties are considered and that negative impacts are minimized. The City's review and approval process requires the evaluation of the details of proposed development of this scale, and should help to facilitate a mixed-use development that benefits the community. Attention should be given to establishing a high quality streetscape appearance on both Arlington and Boettler Roads. Landscape buffering between residential and non-residential uses should be incorporated into the design. This area should develop with a "campus setting" or atmosphere.

Also of importance will be the consideration of traffic control and access management for this mixed use project. Impact analyses and road design studies should be prepared to understand and plan for the anticipated traffic for this project, to mitigate such impacts to the extent possible, and to plan for development of properties west and south. Roadway inter-connections through the land area to the north and east will need to be included in future planning reviews. The recreational trails proposed by the developer shall be required to be installed.

Business expansion is not the recommended land use west and south of the Spring Hill mixed-use project, as illustrated by the boundaries of the I-77 & Arlington Road Corridor Primary Development Area. However small scale business development in the form of professional offices may be a compatible land use. These office buildings should have a higher level of quality, including 4-sides of aesthetic treatments to said facilities, along with landscaping treatments.

Transitional Land Use Areas

There are several areas within the I-77 & Arlington Road Primary Development Area that have limitations to development as intensive retail, office, or other business uses because of one or more of the following conditions:

- Limited property depth and/or extreme property depth;
- Narrow property frontage;
- Proximity to existing residential neighborhoods, but adjacent to existing intensive business development;
- Multiple property owners that limit ability to develop as a cohesive unit; and
- Frontage on a major arterial street.

These areas have been categorized by this Plan as Transitional Areas. The term “transitional” reflects that fact that the properties are between intensive business (generally retail) uses, and residential neighborhood areas.

Development of such properties can be difficult, and are often met with opposition by neighbors and surrounding property owners. There is no “absolute” solution for development of these types of sites. It is not simply a matter of designating the properties as “office” or “medium density residential” or some other use that may fit within the property situation. A strategy that addresses the transitional land use nature of these properties is needed. The Plan recommends that the City recognize these areas as Transitional Areas and consider the following set of criteria or conditions for development of these difficult locations:

Land Use – Office uses and medium density residential uses (3 to 5 dwellings per acre) generally provide a suitable transition. A higher density (up to 7 dwellings per acre) could be considered if a development plan provides buffering to single-family uses. Intensive, high traffic generating or traffic-reliant retail, service, or restaurant uses typically do not make good transitional uses. Strict limitations on drive-through service, outdoor activity, storage and other intrusive activities are appropriate.

Building Design – New development in transition areas should be of a scale that is compatible with the less intensive use that it “transitions” to. Building heights, roof styles, window design, building materials and mechanical and refuse equipment screening are important to creating a transition character. Reuse of existing buildings should be considered, but may not always be practical.

Vehicular Access – The manner in which site access is designed is important. Shared access, cross access, pedestrian circulation, and alignment of curb cuts are all important issues that can be designed to transition from a vehicular dominated business environment to a low-intensity residential environment.

Site Development – Again, the scale of the site design should reflect the transition from intense to less intense uses. Parking areas placed predominantly beside or behind buildings, building setbacks, and front pedestrian entrances and paths connecting the street, buildings, and parking areas are important.

Landscaping – Landscaping plays an important role in transitional uses. Street trees, interior parking landscaping, and perimeter screening are important elements of transitional land uses. Landscape plantings adjacent to the building can also contribute to the transitional character.

Signs – The size, scale, location, and height of signs is an important quality of transitional areas. Ground signs should be required and a reasonable, but limited amount of on-building signs should be prescribed. Prohibitions or control of temporary signs, banners, electronic copy, or other types of commercial signs may also be appropriate.

Lighting – Exterior site lighting can be an important issue for transition areas. The height, design, number, illumination type, and direction of lights are important. Light trespass on adjacent properties should be prohibited.

The following are examples of Transitional Land Use Areas within the I-77 & Arlington Road Primary Development Area. There may be other locations that can be designated as Transitional Land Use Areas:

1. The south side of East Turkeyfoot Lake Road, west of I-77.
2. The north and south sides of East Turkeyfoot Lake Road, east of I-77.
3. Along the north side of Boettler Road, between Spring Hill Subdivision and the Industrial zoning.
4. The east and west sides of Massillon Road north of Turkeyfoot Lake Road (note this area falls within the Massillon Road District, and is a transitional district in the the I-77 and & Arlington Road Primary Development Area).

General Design Criteria

Within the Arlington Road Area, it is important to regulate and control the quality of development to ensure that regardless of the use of the land, the design and layout of new development is compatible with and enhances the “physical & cultural” character of Green. The City has accomplished this objective to a great extent through the use of the Design Review process. Design should continue to be an important component of development review by the City. Specific ways to ensure that new development, and redevelopment, presents a high-quality image include:

1. Ensure that the appearance of properties visible along the Arlington Road Corridor present a clean, well-maintained appearance to maintain the City’s image in one of the primary commercial corridors. This should include landscaping, careful control of outdoor storage, sales and display, and consideration of all visible sides of a business.
2. Work with businesses to reduce the size and number of signs so as to minimize sign clutter and confusion.
3. Maintain the design review process and guidelines in the Land Development Code, which includes a broad set of criteria to regulate the overall appearance of buildings and a review process whereby the

Planning and Zoning Commission retains final authority for approval, but is guided by recommendations from the Design Review Board.

C. Massillon Road District

Introduction

Through the update of the Long Range Land Use Plan, the Massillon Road Corridor District was identified as an area of special focus due to its ability to shape the community's identity, brand and economic future. The growing economic conditions in the corridor at the time of the study created a unique opportunity for the City to explore the future land use, transportation and desired community character in the District, which contains some of the city's most prominent employers and civic uses. The corridor also contains a large amount of undeveloped and underutilized land, creating a chance to further define the character and quality of the area by outlining strategic public and private sector redevelopment opportunities.

A Call To Action

The main challenge facing the city prior to this study was planning for the development and attraction of employers to the corridor. At the time the plan was initiated, many projects were already underway in the District including the development of two major regional hospitals and a regional grocer. Prior to and during the development of these projects, many questions were raised regarding the long-term plan for the corridor. While the city had completed a long-range land use plan in 2004 which gave some direction for the Massillon Road corridor, a significant amount of new development has occurred which warranted a reevaluation of the area. Of primary importance was finding a way to balance land use and transportation plans to allow for continued economic growth, while creating a safe and efficient transportation network. A more detailed analysis was also needed to ensure the development character in the corridor was unique and cohesive, creating a distinct image and brand which would define the area in the future.

The potential to plan for the creation of a "city center" was another key issue the city wanted to explore. While a considerable amount of development had occurred in the city over the past ten years, a downtown or center to the city was never established. Planning for the future of the corridor set the foundation for how and where the creation of a "city center" may occur.

History of Planning for the District

Creating a plan for the Massillon Road Corridor began with the 2004 Long Range Land Use Plan which specifically recommended the creation of a town center in the corridor. The city formally began creating a plan for the Massillon Road Corridor District in the fall of 2011. A vision plan was developed to begin the process. The goal of the vision plan was to demonstrate to existing investors and businesses in the community where and how the city planned for future development in the District. The vision plan illustrated a prosperous high-quality community that is vibrant and progressively planning for the future. The outcome of initial visioning sessions established the goals and direction for the development of the Massillon Road Corridor District outlined in this chapter.

A Call To Action

The following were the primary goals when planning for the Massillon Road Corridor District.

- *Evaluate* the transportation network
- *Assess* existing and future planned land uses in the corridor
- *Guide and Attract* economic growth
- *Balance* land use and transportation improvements
- *Identify* and plan for where and how a "downtown" could be developed in the corridor
- *Assess* and plan for the image and character of the corridor

Key Findings

Public Input

The vision and recommendations for the District must respond foremost to the wants and needs of the community it is intended to serve. A public outreach process was used to better understand those needs and wants. Five different strategies were used to gather public input including a SWOT analysis, stakeholder interviews, community surveys, community comparisons and on-street interviews.

SWOT: Standing for Strengths, Weaknesses, Opportunities and Threats, a SWOT analysis was used as a method to reveal areas of opportunity and concern within the community.

Stakeholder Interviews: Five stakeholder meetings were held throughout the course of the process. Over 100 ideas were recorded from the 12 different stakeholders. These ideas were used to inform the development of the chapter.

Community Surveys: Over 200 surveys were completed as a part of the community survey process. The survey was designed to help the planning team understand what amenities and services are most desired in the District. The data was compiled to provide a baseline of how the District is currently being used, as well as community opinions of how they would like to see it developed in the future.

Community Comparisons: A comparison of similar communities to Green was conducted. The Ohio communities of Westlake, Hudson and New Albany were chosen for their similar profile to Green. These communities were selected as each of these communities has seen increased population and/or economic growth in recent years, and each has responded to the needs of the community in different ways. The analysis consisted of a mixture of resident and visitor opinions in addition to a physical analysis of the community. For each community considered, a list of both favorable and unfavorable attributes were identified that could be applicable to the future of the District.

Community Outreach Day – “On The Street Interviews”: On-Street interviews were conducted in a variety of businesses and places within Green. Participants agreed to be interviewed regarding their perceptions and thoughts of the city. The interviews did not adhere to a strict script, but rather allowed the interviewee to speak freely and the interviewer to adjust his questions accordingly. Interviews were conducted for one day in early January, 2012.

Technical Analysis

The technical analysis of the land use and transportation conditions within the corridor was conducted. The following is a description of how these analyses were conducted.

Planning Process

This planning process for the Massillon Road Corridor District was a more detailed continuation of the vision. The goal throughout the planning process was to create a plan for the corridor that supports and builds on the work of the 2004 Long Range Plan, responds to the physical site constraints, reflects the public’s vision for the District, and balances this vision with an in depth analysis of the current and future market and economic trends, as well as planning for a safe and efficient transportation network.

Land Use: The planning team performed an existing conditions analysis to determine the current land use patterns within the District. An analysis of land use conditions within the area was conducted to determine the mix of uses, how intensely the area was being developed and what areas were undeveloped, and what new development was planned or anticipated. The amount and type of anticipated growth was determined to identify what areas were likely to develop in the short to mid-term, as well as inform the transportation study to ensure transportation improvements would support the planned development. Below is a summary of the key findings from the land use analysis.

Table 4.1: Undeveloped and Underutilized Land Use Map in Massillon Rd. Corridor

Land Use Type	Total Acres	Developed Acres	Percent Developed	Undeveloped Acres	Percent Undeveloped	Developed Area Bldg. Density (S.F./Acre)
B-1	115	107	93%	8	7%	6,759
B-2	117	76	65%	41	35%	5,942
B-3	79	12	15%	67	85%	8,919
I	315	208	66%	107	34%	6,601
PD	96	5	5%	91	95%	7,055
R-1	425	308	72%	117	28%	0.7
Total	1,147	715	-	431	-	

Note the total District area is slightly larger than 1,147 acres, additional areas north of I-77 were added to the District after this analysis was complete

- A significant cluster of civic uses are located in the District totaling approximately 500,000 square feet. The facilities include:
 1. School facilities
 2. City of Green/Green Local School District Central Administration Building
 3. Central Fire Station
 4. Public Library
- The District is approximately 1,147 acres, 715 acres are developed, and 431 acres are undeveloped.
- Currently there are approximately 715 acres in the District that are developed at a low to medium density levels typical of a suburban office corridor (see Table 4.1).
- At the density levels the District is being developed the 431 acres of undeveloped land could potentially accommodate an additional 2.2 million square feet of office and retail.
- In 2012 approximately 2,500 new jobs were anticipated in the District within 1-3 years. These job figures were based on known developments in 2012.

Transportation: An extensive transportation study was performed that took into account many of the needs of the future land use plan. The Massillon Road corridor is currently the primary transportation connection between the I-77 freeway and the community of Green, but it is also a prominent feature of the community. The desire to define the corridor purely by traffic requirements had to be balanced with the desire to create a pedestrian friendly character for the city. The statements below represent the key findings from the transportation study.

- The current level of service during peak hour is creating traffic delays, especially for northbound traffic on Massillon Road.
- The District does not have a good network of north/south connectors which causes some traffic issues on Massillon Road which currently handles all north/south flows. (Generally, cul-de-sacs are not recommended and are discouraged unless specifically approved by the Planning and Zoning Commission due to extenuating circumstances). Temporary turnarounds are used as part of the planning process, their use is to be temporary in nature and are not meant to become permanent.

- There are limited pedestrian and bicycle connections and routes in the corridor which may create conflict between user groups as the District continues to accommodate future growth.
- The existing roadway design does not add to the character of the corridor but could be enhanced by adding landscaped boulevards, street trees and other streetscape elements.
- The Boettler and Massillon Road intersection is one of the primary limiting factors to improve traffic flow.
- The City has completed transportation planning studies of the Massillon Road Corridor. These documents along with the mapping that follows, provides a high level of planned improvements for this area. Additional and more detailed studies and designs will be needed to accomplish the best solutions for the transportation network of the Massillon Road Corridor. This process will also require a short term, mid range and long range improvement plan.

Key Findings Summary

This section contains the key findings from the public outreach and technical analyses. While a number of key findings are highlighted below, two themes rose to the surface during the public outreach and technical analyses.

One was the desire for the District to be vibrant, have a unique identity (center or “downtown”), and include a mix of uses. The second was the need to improve traffic flow in the District, to maintain a high-quality of life while still accommodating future economic growth.

Below is a complete list of the key findings.

1. Achieving the vision of a mixed-use human scale corridor while managing traffic will require balanced solutions

Every public engagement session held during the planning process revealed the concern for traffic in the District. However, the public also has expressed a strong desire to promote the District as a vibrant mixed-use area with a unique identity. To achieve this vision and accommodate new economic growth will require making tradeoffs between providing a high level of service on the roadways and accommodating new growth.

2. The District is dependent on Massillon Road to move cars and people, and lacks alternative north south connections

Making connections to destinations in the corridor and between uses is important to promoting the success of the district as a whole. Improving the vehicular and pedestrian connections, specifically north south connection, between destinations in the district will help reduce the amount that is directed onto Massillon Road.

Table 4.2: Results of survey questions, “What do you think is most important when considering the future of the corridor.”

Response	Very Important	Somewhat Important	Somewhat Unimportant	Very Unimportant
A defined identity	39%	30%	7%	2%
New/Improved public/civic space	26%	35%	8%	3%
Creation of a city core (downtown)	31%	34%	8%	3%
Walkability	33%	37%	5%	6%

3. There is a strong desire in the community to create a center of gravity or city center with a civic focus in the District

The results of the survey, and stakeholder interviews indicated the public feels the city would benefit from the creation of a “city center”, and should be a clear objective in the future. A city center area serves multiple functions, and helps to meet a variety of the public desires. This area would serve as an area to host special events, add to the creation of an identity to the District and city, and create opportunities for new businesses to locate in a unique mixed-use walkable area (see Table 4.2).

4. Additional professional office space in the District would help attract new businesses to the corridor

The Massillon Road District is home to an array of office space, but most is contained within large aging stock, corporate office buildings or flex-warehouse space. It is important that the plan for the future of the District include areas for new high-quality professional and flexible office space that will help attract smaller businesses and start-ups looking to move into the area. Stakeholders interviewed during the planning process thought the presence of new professional office space would give Green a competitive advantage by attracting new businesses that demand turn-key space. Office space can be low maintenance, adaptable, and most importantly integrated into the fabric of a “place”, that will help attract talent, and reflect a positive image of the business.

5. The addition of new amenities and public spaces in the corridor is important to attract and retain businesses and residents

The public outreach process revealed many of the residents felt the need for more shared amenities such as walking trails, parks and public spaces that are important to the future of the corridor. Some participants felt that these amenities are critical to attracting a quality workforce to the area who demand high-quality of life amenities in the areas where they want to work. Community amenities are also important to the aging population who are looking for active spaces for both social and recreational opportunities within Green (see Table 4.2).

6. Unique high-quality dining establishments are desired

There was a clear and strong public desire for a better variety of restaurants and entertainment options within the District. The survey results revealed that only 9 percent of respondents used the District primarily for restaurants, while 86 percent of respondents indicated a need for new businesses in the corridor including restaurants. Respondents saw the promotion of unique high-quality restaurants as important to supporting existing business development initiatives, and an additional component of establishing an identity to the District and city. Restaurants are also an excellent way to attract pedestrian activity to the “downtown” area.

7. Additional housing choices should be promoted to build a full spectrum community

The existing housing stock within Green consists primarily of single-family residences within conventional suburban developments. This product specifically accommodates and attracts the middle spectrum of the demographic makeup of the community. This presents an opportunity plan for a wider variety of medium to higher density housing that can attract and serve both seniors and young professionals. While the public survey revealed housing to be a relatively low priority, it is important to consider housing as a necessary component of the district.

8. There is a strong desire to communicate a unique image and brand in the District

The “On-Street” interviews conducted with participants revealed several consistent opinions about Green. People generally saw Green as a nice place to live, but lacking an identity that distinguishes itself from its neighboring cities of Akron and Canton. There is a need to develop a cohesive image and brand, with the development of the Massillon Road District being a catalyst and focus in the creation of the image.

9. At the density the District is being developed, and with the current mix of uses, creating a vibrant mixed-use area will be challenging

As outlined in the previous section the District is currently being developed at an average of 6,000 – 8,000 square feet an acre for office and retail. This is typical of a conventional suburban corridor. In addition, the District lacks a mix of housing types, with almost no multi-family in the area. This may be a result of the Land Development, which at the time limited multi-family to six units per acre.

District Vision and Plan

This section of the plan outlines the vision for the District. It is important to note that the vision outlined in this section is specific to the Massillon Road District. The creation of the vision is built on the vision outlined in Chapter II, and was guided by the key findings outlined in the previous section.

The vision is made up of a vision statement and a set of development principles. Collectively the vision statement and principles were used to guide the development of a plan for the District.

Vision

The Massillon Road Corridor District is a regional destination with unique, vibrant, connected centers for retail, housing, entertainment, community and business that reflect Green’s traditions, character and aspirations.

Development Principles

1. Economically diverse and competitive

Future development will include a mix of uses to ensure the corridor is economically competitive in the region.

2. Promote a distinct small town metropolitan character

Future development will foster creativity, and create a distinct destination to attract and retain businesses, visitors, and residents.

Communicating The Vision

A series of statements were developed to help communicate the vision for the District. They include both promise statements and desired position statements outlined below.

Promise Statements

The Promise Statements represent what each group should expect when coming to Green as well as what the community should strive to provide for each group.

To Visitors/Workers:

“When you enjoy yourself in the Massillon Road District, you’ll have a relaxed and surprising sophisticated good time, because District offers a unique mix of a metropolitan small town.”

To Potential

Retail/Restaurant/Entertainment:

“When you open your business in the District, you will experience unexpected financial success and you’ll be part of a uniquely affluent and friendly community.”

To Potential (and current) Residents:

“When you live in the District, you’ll enjoy the best of all worlds because the Massillon Corridor is a unique mix of a metropolitan small town.”

Desired Position

The Desired Position section provides a concise, aspirational direction for the character of the Massillon Corridor.

Desired Position

What the Massillon Road District is:

An upscale, vibrant small town district.

What the corridor offers:

An upscale live, work and play district.

How the corridor is better:

There is nothing like it.

3. Maintain and create physical and social connections

Future development will connect Green's diverse community through physical connections (roads and paths), and through the creation of new public spaces that serve as gathering areas.

4. Promote Housing Choices

Future development will respond to market trends and demands, specifically the aging population and growing demographic of young professionals, by providing a range of housing, entertainment, transportation, shopping and recreational opportunities.

5. Grow Seamlessly

Future development will promote the corridor as a center for commerce, culture and community, integrating and coordinating future development(s).

6. Quality Growth

Future development will maintain a high standard for architecture, public programming and city services.

7. A Unique Brand

Future development will integrate new urban design elements that define and brand the corridor as a unique place within the greater Green community.

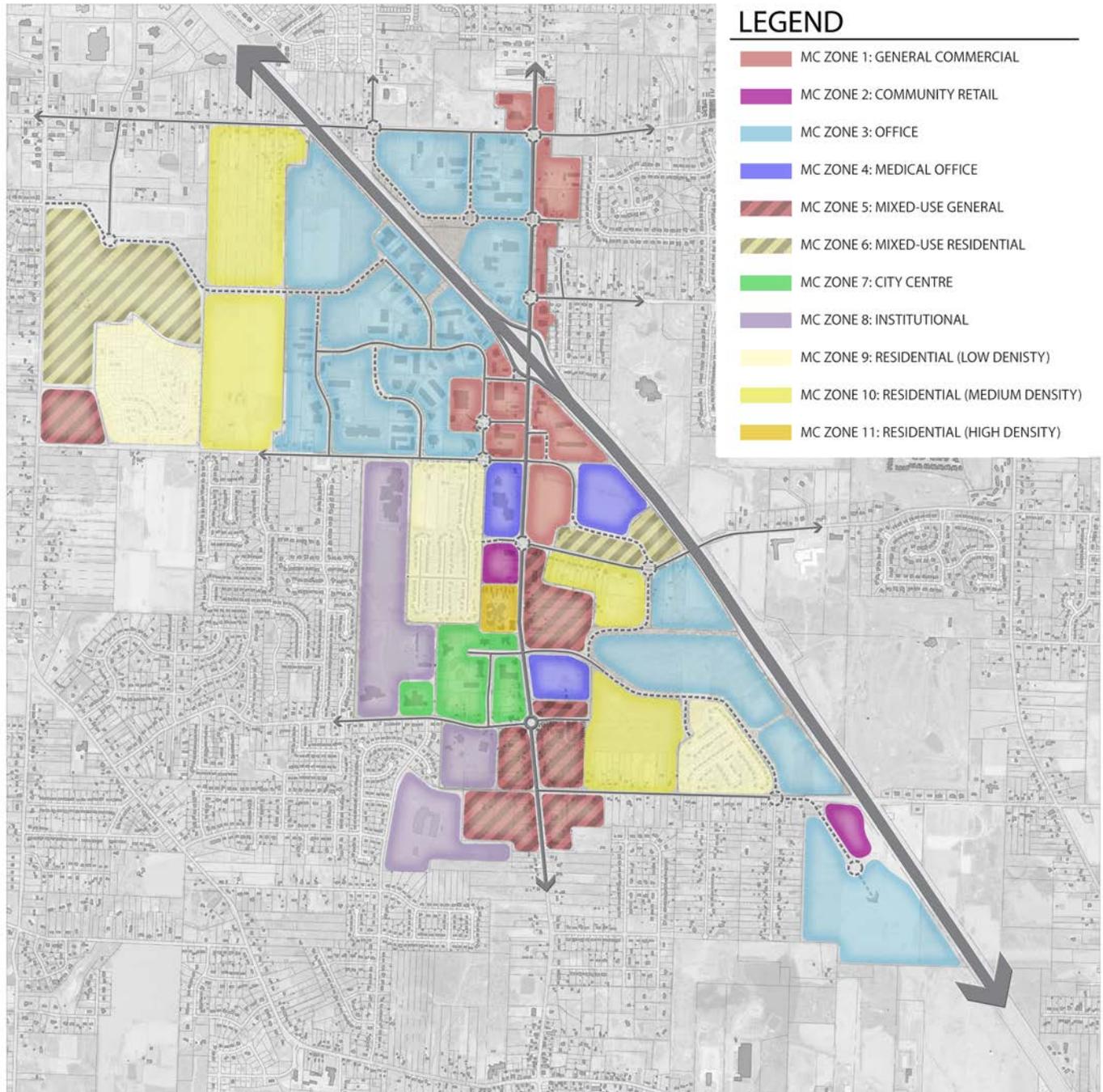
Translating the Vision to Plan

The planning team worked with the steering committee through a design workshop to translate the vision and development principles in a plan for the District. The committee was divided into two groups to develop conceptual

land use plans for the corridor. Each group discussed elements such as vehicular and pedestrian circulation, gateways, potential development areas, and appropriate land uses. Through the discussion each group worked with the planning team to develop a preferred land use plan for the District through a hands-on design process. This included recommendations to the transportation network that were informed through the key findings identified as part of a transportation study.

Two concept plans were created. After the committee reviewed each concept plan the two plans were revised into a preferred development plan that addressed current issues in the corridor identified by the public; and integrated transportation solutions to balance existing and future land use plans while maintaining an acceptable level of service. The images in Map 4.2 represent the outcomes of the design workshop, and illustrate how they translated into a preferred development plan for the District, Table 4.3 describes the land use types.

Map 4.2: Massillon Road District Preferred Land Use Plan



Note: See the Transportation Improvement section at the end of this chapter for a full description of the proposed transportation improvements in the Massillon Road District.

Table 4.3: Land Use Matrix

Land Use Type	Development Intent	Building Blocks		Uses (P=Preferred/O=Optional)				
		Density	Max . Height (Stories)	Single-family	Multi-family	Office	Commercial	Civic
MC Zone 1: General Commercial	This district is intended to include highway-oriented businesses such as restaurants, convenience stores, gas stations, big box retail, and other auto-oriented businesses. Uses in this area should be well connected via auto and pedestrian connections. Buildings should be well designed and have distinct architectural character. Well designed landscaping and streetscape elements are very important in this area and will define the gateway into the city.	Density 10K-15K s.f./a Max. Build. Size 120,000 s.f.	1			O	P	
MC Zone 2: Community Retail	Small-scale commercial mixed-use center intended to serve the daily needs of nearby residents and employment centers. These areas should be developed to have a distinct street presence, and be accessed via vehicular and pedestrian routes. Public space should be included in the development in the form of greenspace or hardscape, but should not be an afterthought to the overall development plan.	Recomm. Max. Build. Size 30,000	2			O	P	
MC Zone 3: Office	These areas are intended to accommodate large-scale office development. Office development in these areas is intended to serve regional and national tenants. While this development is encouraged primarily for economic reasons, it is still expected that growth in these areas should incorporate low-impact development practices, enhance the streetscape, and incorporate well planned interior green spaces visible from public realm.	15-20K s.f/a	4			P		
MC Zone 4: Medical Office	This area should incorporate a mix of small to medium sized office spaces designed to serve local and regional markets. Development in this area should incorporate low-impact development practices and help to define the streetscape through trees, pedestrian elements, and a variety of landscape treatments.	10 -15K s.f/a	3			P		
MC Zone 5: Mixed-Use General	This area is planned to include a mix of retail and office uses both vertically and horizontally. The desired mix of uses is fifty/fifty, and no more than two-thirds of one use. Office uses should be encouraged on the second floor while retail uses should be reserved for the first floor and have a strong street presence. Some residential uses may be incorporated in this area, but should generally not be permitted on the first floor. Development should be connected via a pedestrian network and include public spaces.	10 -15K s.f/a 10-20 units/acre	5		P	P	P	O
MC Zone 6: Mixed-Use Residential	This area is planned to include a mix of commercial, office, and residential uses integrated both vertically and horizontally. When and where appropriate residential should be encouraged on the second floor while retail uses should be reserved for the first floor and have a strong street presence. The primary target for a mix of uses should be twenty-percent office (20%), twenty-percent retail (20%), and sixty-percent residential (60%).	10 -15K s.f/a 10-20 units/acre	5		P	P	P	O

Table 4.3: Land Use Matrix

Land Use Type	Development Intent	Building Blocks		Uses (P=Preferred/O=Optional)				
		Density s.f./acre	Max . Height (Stories)	Singlefamily	Multifamily	Office	Commercial	Civic
MC Zone 7: Centre Green	This area is intended to incorporate a mix of small and medium sized commercial and office uses with a well defined streetscape and well planned public spaces. Uses should be well integrated and connected via streets and pedestrian routes. A variety of residential uses can be integrated within this district. These areas should be carefully planned to complement the streetscape and help to create and define the public realm. Residential uses should be discouraged from being located on the first floor.	15 -20K s.f/a 10-20 units/acre	5		P	P	P	P
MC Zone 8: Institutional	Areas intended to serve/accomodate public and semi-public uses.	NA	2					P
MC Zone 9: Residential Low-Density	Areas planned for new residential uses supported by public spaces within or adjacent to the development. Streets should include sidewalks and street trees, and provide for connectivity within and outside of the individual development. These areas should be served by nearby neighborhood retail within a half-mile radius, residential development should also have access to a park or public space within walking distance (1/4 mile).	≥ 4 units/acre	2	O	P			
MC Zone 10: Residential Med.-Density	Residential areas appropriate for a variety of residential types because of proximity to planned or existing roadways and utilities. New development should be walkable with a distinct center and well planned open spaces, carefully designed streets and public spaces, and include multiple housing options (styles and price).These areas should be served by nearby neighborhood retail within a half-mile radius, and when have access to a park or public space within walking distance (1/4 mile).	4- 12 units/acre	2		P			
MC Zone 11: Residential High-Density	This area is intended for high-density residential development. A variety of housing types are permitted from single-family, to townhomes and condominiums (diversity in housing types and pricing is strongly encouraged). Whenever possible access to individual units should be provided from the street. Parking in this area should be both on-street and off-street, as well as served by parking structures when feasible. Outdoor patios and public spaces should be integrated into the design of this area.	12-20 units/acre	1		P			

Note: The development intent described in this table is specific to the Massillon Road District. These are guidelines and are not intended to be strict regulating standards.

District Elements – Creating the Brand

The creation of a distinct image or brand for the District is an important step in helping to implement the desired vision and land use principles. Identity planning, placemaking, or "branding" the corridor, is typically more of an afterthought - the bow on the planning or economic development strategy. However, the creation of the brand is an integral component of the development and marketing strategy for the corridor.

A strong first impression of the corridor - and, by extension, the municipality itself – is important to the overall success of the District. The brand strategy and elements outlined in this section will help set and manage those impressions before they are formed.

Through the planning process the seeds of a District brand were developed. The brand components include a series of development policies, conceptual design elements and features that overtime will be implemented/built by both the public and private sector. Collectively these elements will:

- Enhance civic pride
- Increase the ability to attract, recruit, and retain talented people
- Generate increased respect and recognition from being associated with the place as a resident, visitor, businessperson or student
- Get everyone on the same page in conveying focused and consistent messages about the City

The following is a description of the brand elements and strategies developed for the District. The elements and strategies are grouped by public and private sector elements.

Public Sector District Elements And Design Features

These elements are specific to the public sector and public realm. They are elements that will need to be built by the public sector, or in partnership with the private sector. The primary public sector branding elements include:

- Streetscape
- Gateways
- Public Space

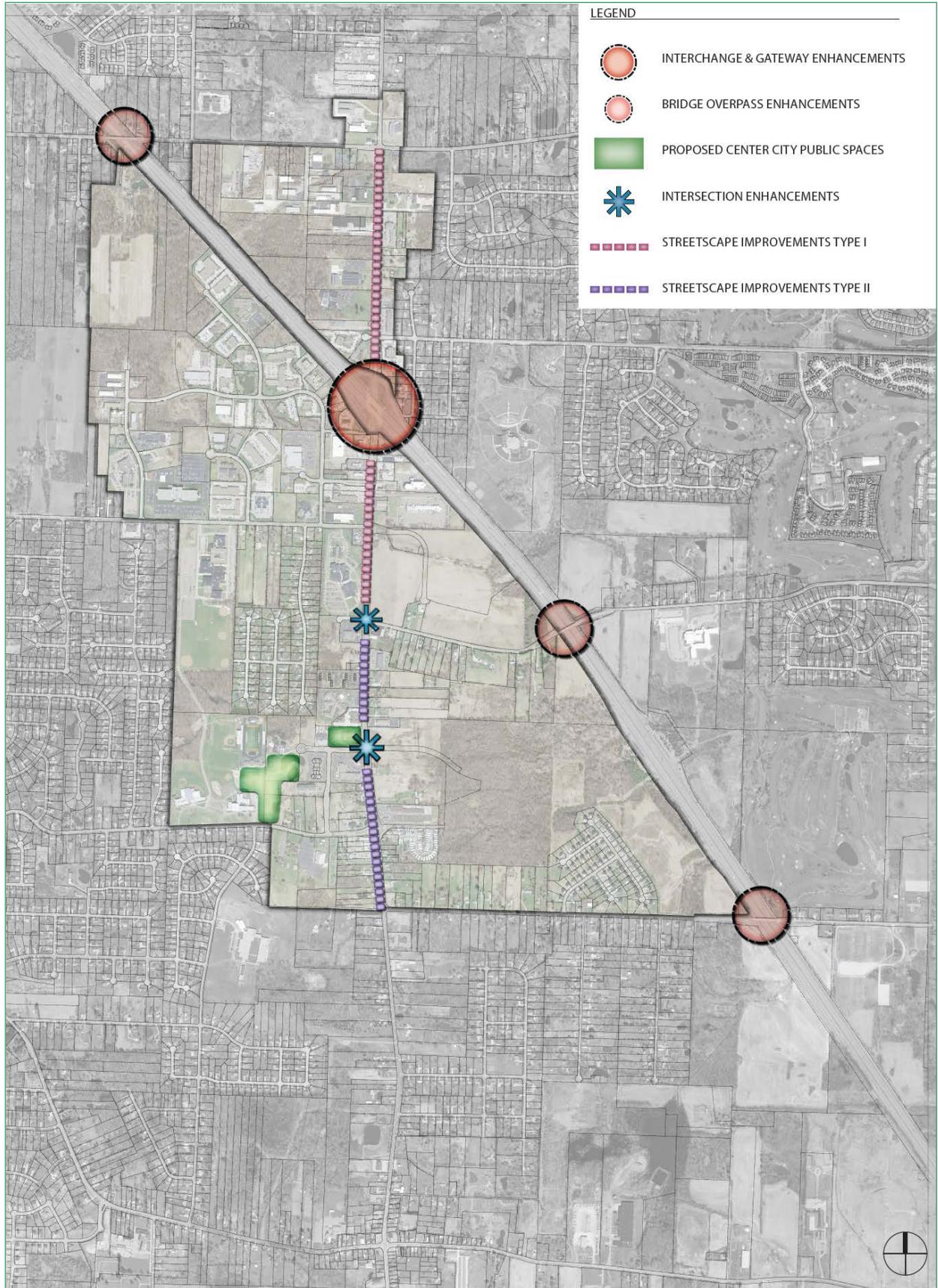
These elements are clearly identified on Map 4.3, and explained in more detail in this section. It is important to note that the development of the streetscape, gateways, and public space will require additional design and engineering plans. What is illustrated in this chapter are initial concepts to communicate conceptually how these elements may be conceived in the future.

What's The District Brand

The brand for the District...

- Is not made up of one single feature, but a collection of elements that when layered together create a unique image and experience
- Is intended to be flexible and integrate various features and elements
- Should establish a cohesive look and feel to the District
- Have the ability to apply throughout the District on both public and private property
- Once implemented should have longevity and stand the test of time
- Should be engrained in multiple elements of the District rather than something people stumble upon

Map 4.3: Public Sector Branding Elements

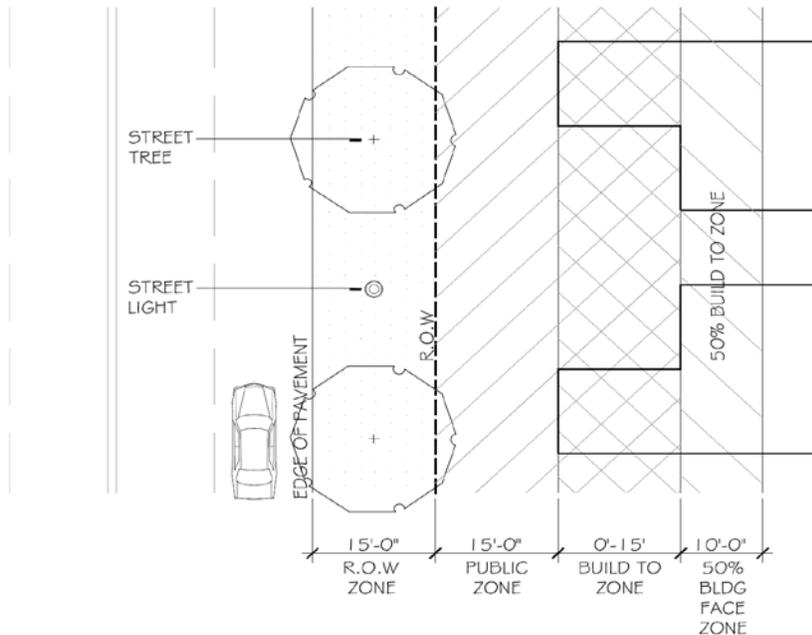


Streetscape

The development of a defined streetscape is one of the dominant features in the District that will define the brand. The streetscape should contain sidewalks, unique decorative lighting, and other accent elements such as banners and landscape features. While the physical elements are a large component of a successful streetscape they must also work in concert with the surrounding built environment. The built environment recommendation for the district is to reduce the setback of buildings fronting Massillon Road, and locate parking to the side and rear of the building(s), so that the street and built environment create one unique experience. The streetscape is broken down into two sections Type I (north Massillon) and Type II (south Massillon).

Streetscape Type I – This section of Massillon Road should be improved to include upgraded sidewalks, street lighting and landscaping. The overall design should balance both vehicular and pedestrian movements.

Streetscape Type II – This section of Massillon Road should be improved to include upgraded sidewalks, street lighting and landscaping. Slightly different than the Type I streetscape this section should give a high priority to the pedestrian and public space.

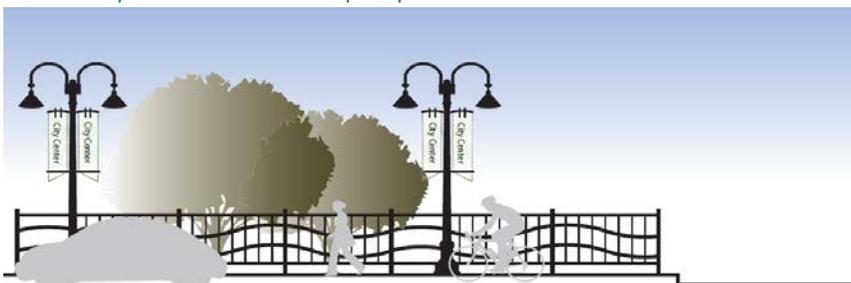


This image is an illustrative rendering of how the Type I streetscape may look.



This image illustrates how the Type II streetscape should develop overtime layering in landscaping, site furnishings, and appropriately sited buildings to create a human-scale corridor.

The streetscape is also largely defined by the built environment. An overlay placed on the District will help achieve the vision by ensuring buildings are sited in a way that will complement future streetscape improvements.



A number of design elements can be added to the streetscape to help carry the Green brand through the corridor. Above is a concept that illustrates how pedestrian lighting, decorative banners, and fencing collective organize and brand the street.

Gateways

The gateways into the City set the tone for the brand and quality of the City. A more detailed description of the existing gateways and proposed improvements are described in the Transportation Improvement section of this chapter.

Primary Public Spaces

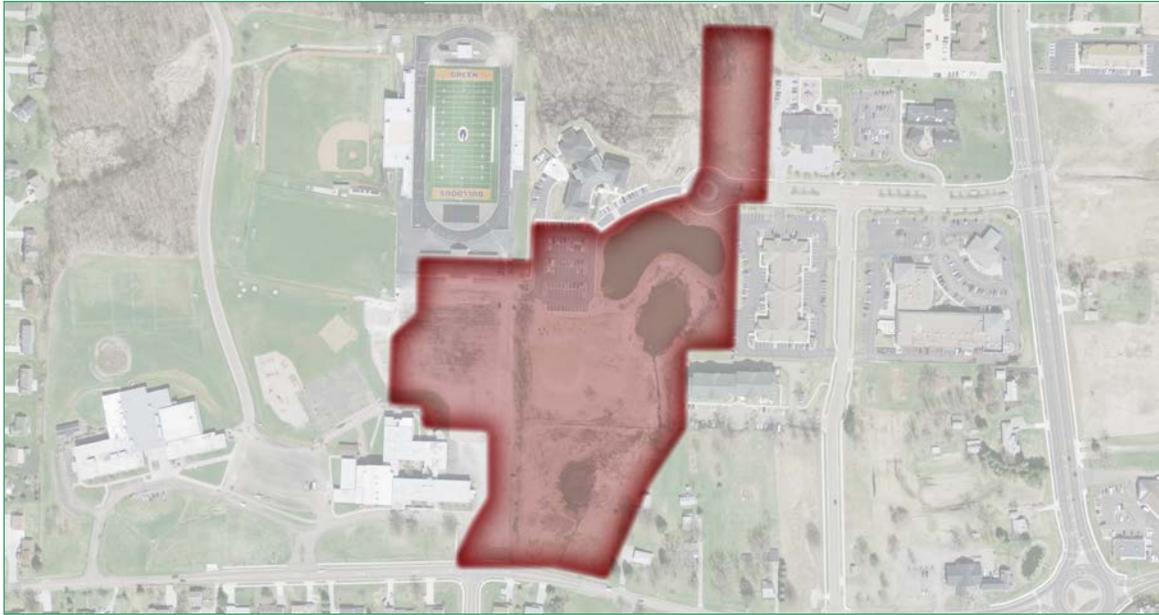
Public space is an important branding component. Public space serves many community functions, in the District proposed public space improvements will define the character of the area and support economic and redevelopment initiatives. Two primary areas have been identified as locations for future public space. These two spaces are described below (note public space is also described in the private sector section).

Library Greenspace – Through the planning process the green space in front of the library was identified as a potential location for a public park/plaza. This primary function of this area is to help create a gateway into the city center and define the Massillon Road and Town Park Boulevard Intersection, while creating new outdoor programmable space for the library.

City Center Community Park – This area is a public space that has been identified as a public space that should be the catalyst to create a community park that has a village scale mixed-use development in the heart of Green. This public space should be seamlessly integrated into future development as part of the community park, and build on and promote the presence of the City and school facilities, and the potential to collaborate in sharing of facilities and parking.



This image is a conceptual rendering of the library greenspace, and also illustrates streetscape and intersection improvements that will help define the Massillon Road and Towne Park Blvd. gateway.



The rendering above is a concept plan for Centre Green Community Park. The park could include water features, a defined plaza in front of the stadium, splash pad, playground feature, and a community amphitheater.

Private Sector District Elements And Design Features

In addition to the public sector, the private sector can contribute to the development of the District. This section outlines a number of features and design elements the private sector should add to the development of the District. Like the public sector elements these elements can be implemented exclusively by the private sector or in partnership with the public sector. The primary private sector district elements and design features include:

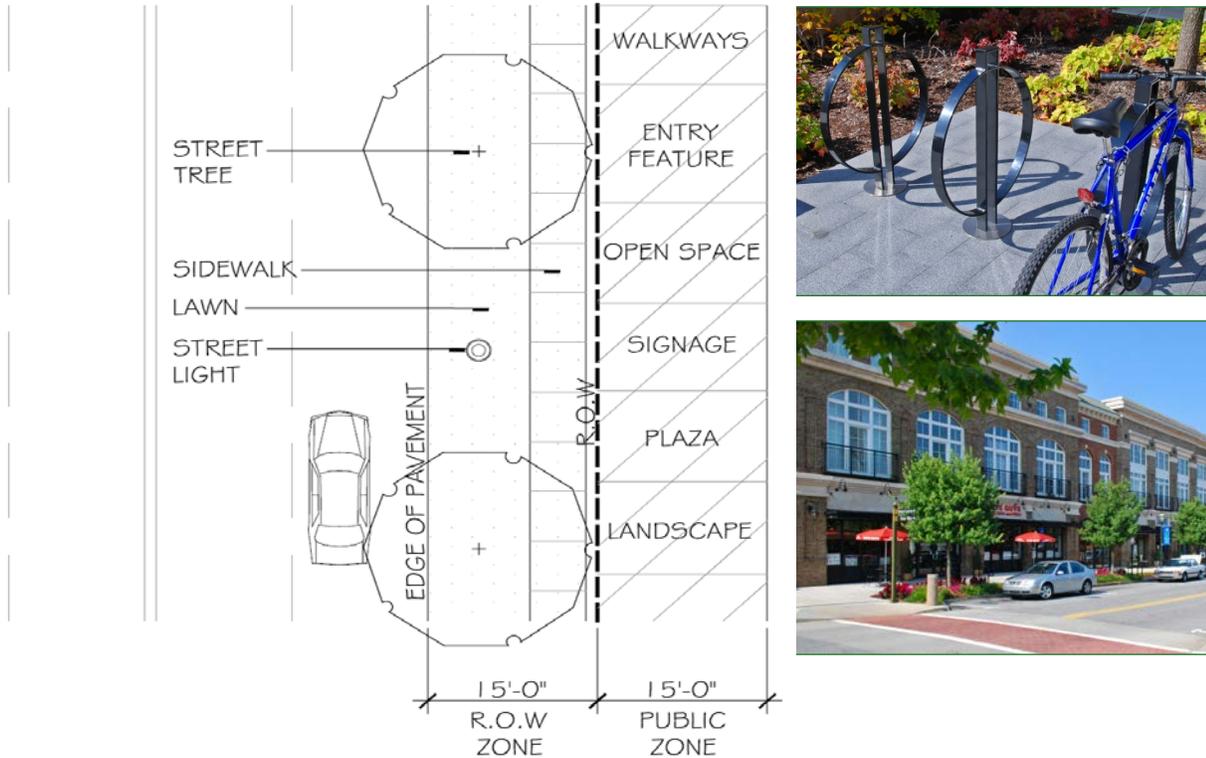
- Site design
- Public zone improvements
- Signage
- Architecture

Site Design

In the past this area has been auto centric with many areas being defined by large clusters of parking. This has not created a unique character to the District, lacks of human scale element, and does not promote walkability. Within the Massillon Road District whenever possible, parking should be located to the side and rear of the principal structure and the building should be pulled up to the street to create a more pedestrian oriented streetscape.

Public Zone Improvements

The public zone is the area between the public rights-of-way and the front of a building. This if well planned and designed with pedestrian features and design elements will help create a unique and vibrant District and streetscape. The private sector should play a large role in helping plan and develop this area as new development and redevelopment occurs.



The graphic above illustrates the relationship between the public zone and the street. This area should be developed in a way that complements and activates the streetscape. Some suggested public zone uses are indicated in the graphic. Simple elements can help define the streetscape and public realm such as bike racks and outdoor dining. When these types of elements are layered they create a dramatic impact that adds to the character of the District.

Signage

One of the most effective and easy to implement forms of defining an image in the district is signage. The size and style of signs can create a unique look and feel in a place, or if left unchecked can be disjointed and detract from a community’s brand. In the Massillon Road District a uniform look and feel to how signage is regulated and developed will help convey an image of quality and sense of place. Both public signage for public spaces and wayfinding, as well as signs for private developments should be coordinate to create a unified look and feel to how signs are treated in the District.



The image above is a concept for how signage for private businesses and developments can be designed and built to convey a sense of quality in the District by incorporating natural materials.



The image above is a concept for how signage for the District and public spaces can help define areas within the District. The design and location of signage this signage should be coordinated with the signage being developed by the private sector.

Architecture

Architecture is another component that will help define the image and brand of the District. The city has done an excellent job of regulating architectural design to ensure new development and redevelopment is high-quality. The general style of architecture in the city has been predominantly defined by the incorporation of brick material in the overall design. When developed on Massillon Road the architectural detail and features should relate to the streetscape and public spaces if present.

2. Secondary Commercial Corridor

Existing commercial and business development is not necessarily limited to the three primary development areas. Businesses have also historically concentrated along the S. Main Street corridor north of SR 619/East Turkeyfoot Lake Road, and on the north side of SR 619/East Turkeyfoot Lake Road between Cottage Grove Road and Arlington Road. These locations are designated on the Planning Areas Map as Secondary Commercial Corridors. These business locations initially developed prior to the construction of the interstate highway system, and without public water or sewer services. The majority of properties within the Secondary Commercial Corridors are currently zoned B-1 Business District.

A. Secondary Commercial Corridors

It has been the City's policy to concentrate commercial development around the I-77 and Arlington Road; Massillon Road or the Airport Corridors. This policy reflects the City's goals to guide intensive development to areas where infrastructure, such as public sewer and water and adequate roadways are available. This remains the City's policy today. However, the Plan recognizes the existing business uses within the Secondary Commercial Corridors. It is recommended that these areas continue as commercial land uses. These Planning Areas currently have limited public water and sewer services; extension of public water and sewer service may be possible in the next several years. Future development or redevelopment within these Corridors should be evaluated based on the capacity of the public service to meet the proposed needs of future uses.

It is recommended that the boundaries of the business zoning areas should not be expanded beyond the current limits of the Secondary Commercial Corridors, until such time that public water and sanitary sewer is available. The scale of business development should be neighborhood oriented businesses or community services, as opposed to regional shopping or employment centers that attract or require large amounts of vehicle traffic, or require higher levels of utility service than is available.

It is recommended that the City consider changing the zoning designation of the end portions of the corridors from B-1 General Business to B-3 Retail Business. The setback requirements in the B-3 District should also be increased when adjacent to residential districts to provide sufficient buffers and screening.

Access management will be important to defining the future character of these areas. Efforts should be made to design access to maintain the functionality of the primary thoroughfares by combining curb cuts and property access, aligning access locations, and sharing access easements whenever possible.

Site design issues are also important to defining the character of these areas. Issues related to buffering between nonresidential and residential uses, lighting and sign controls are important. It is anticipated that

low to medium density residential neighborhoods will (and in some cases already) abut these Planning Areas. Site design (and redesign) of future nonresidential and residential uses should give strong consideration to neighboring properties so that negative impacts are minimized. The use of the Site Plan Review process and the open space/clustering concepts for residential uses adjacent to these corridors can be effective techniques to address these concerns.

B. Neighborhood Business Nodes

The fundamental policy for non-residential development is that intensive business uses should be located within designated “Primary Development Areas” in Green, and should not be scattered and haphazardly located without regard to access, public services and neighborhood impact. However, there is also a need to provide convenient neighborhood business and services in proximity to residential neighborhoods to limit the need for frequent and lengthy trips to shopping centers to purchase convenience items. Today, such convenience is primarily provided by gas stations and convenience stores.

The Plan recommends that Neighborhood Business Nodes be located throughout Green to address this need. While these concepts may appear to be contradictory, in fact, it is believed that providing Neighborhood Business Nodes in planned locations will be complementary to the policy of concentrating intensive development in designated areas. Neighborhood Business Nodes are appropriate where public water and sewer service is available.

Currently, there are several commercially zoned parcels at crossroads around the City. Many of these areas contain vacant land zoned for business use, or residential uses in business zoning districts. Expansion of these existing areas should not be encouraged, and perhaps reduced in size or eliminated, particularly if no water or sewer is available. The Plan generally recommends that the size of these Neighborhood Business Nodes should be reduced because often more land is zoned for business use than is anticipated for the convenience needs that is being planned for in the future. Vacant areas within the designated Neighborhood Business Nodes that are zoned for retail should be rezoned to residential when the character of the area is predominantly residential.

The following list identifies the location of existing Neighborhood Business Nodes, followed by the general Plan recommendation for each node.

- Caston Road at S. Main Street
 1. Retain as a future Neighborhood Business Node
 2. Reduce the Business zoning area on the north side of Caston, west of Christman Road
- Comet Road at Christman Road
 1. Not designated as a future business node.
 2. Reduce the Business zoning area at this location.
- South Main Street at Comet Road
 1. Not designated as a future Business Node.
 2. Reduce the business zoning area at this location.

- SR 619 at Mayfair Road
 1. Retain as a future neighborhood business node
 2. Reduce the amount of business zoning area on the northwest quadrant of the intersection

- Massillon Road at Wise Road
 1. Retain as a future business node.
 2. Manage the business zoning area at this location. Serves as the end cap to the Massillon Road District. Modify zoning as appropriate to accommodate development that complements the District. Provide adequate buffering to minimize any impacts.

- Caston Road at Arlington Road
 1. Retain as a future Neighborhood Business Node.
 2. Manage the amount of Business zoning area.

Consideration should also be given to rezoning areas that are developed with retail uses outside of the primary development area from the B-1 General Business District to the more restrictive B-3 Neighborhood Business District, reducing the development impact on the surrounding neighborhood. The setback requirements in the B-3 District should be increased to fifty feet when adjacent to residential districts.

The Planning Areas Map illustrates the location of the three Neighborhood Business Nodes that are designated to remain. The Land Development Code adopted in 2009 created a Neighborhood Business District. This District can be applied to the three Nodes, and should allow a limited scope of retail, service, and office uses with setbacks and other development mechanisms appropriate for the scale of development.

C. Greensburg Mixed Use Area

The Greensburg Mixed Use Area is the “neighborhood” that surrounds the intersection of Massillon Road and Greensburg Road as designated on the Planning Areas Map. This Area is unique in the City of Green in that in many ways it reflects the old village style crossroads community, with a combination of business and residential uses next to each other. The character of this Planning Area is also unique because of the small lot sizes, narrow lot widths, and small front and side yard setbacks. This area developed prior to the automobile dominated era that we now live in. The character and history of the Greensburg Area justifies distinct evaluation and discussion, separate from the other Neighborhood Business Nodes.

The Greensburg Mixed Use Area is predominantly zoned a combination of B-3 Retail Business District (along Massillon Road) and B-1 General Business District (on Greensburg Road in the eastern portion of the area, and on two parcels on Massillon Road) – See Greensburg Mixed Use Area Map 4.4. While there are several business uses in the Planning Area, the predominant use within the Business district is residential. There are also several churches and other public uses that contribute to the mixed-use character.

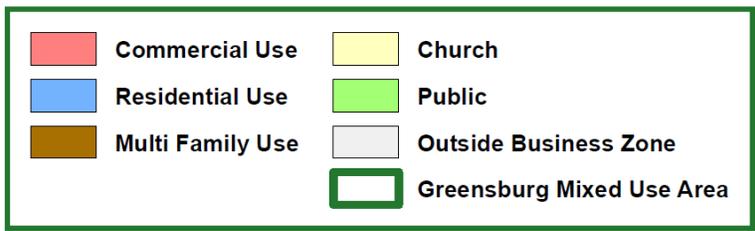
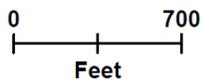
It is recommended that the character of the Greensburg Mixed Use Area be maintained and enhanced. The property configuration and mixture of uses makes the area a unique part of the Green community. Efforts are necessary to protect the character of this area to ensure that new or redevelopment does not destroy the

appeal of Greensburg. This is not to say that all existing structures, setbacks, and uses should be “preserved”. To the contrary, redevelopment is recommended, including construction of new buildings, however, such new construction should strengthen the character of Greensburg and not detract from it.

The City has created a new “sign district” for this area that allows for signs that are more compatible with the mixture of uses in the area. It is recommended that the City create a new zoning designation – perhaps the Greensburg Mixed Use District – to define sign and other appropriate regulations for development in this Planning Area. The regulations should include the typical zoning mechanisms – permitted uses, conditional uses, building setbacks, lot widths, building heights, accessory structure regulations, etc. It is also recommended that the District include design guidelines or criteria that will define building and site designs that are appropriate for the Area. Parking design, building scale, “compatibility” criteria, control of demolition of existing structures, sign controls, and other issues can be included in the District. An alternative to a new zoning district is to create an overlay zoning district, which can be used to address the design and use issues without changing the existing “underlying” zoning designation.

The zoning regulation adjustments should also address residential development. It is recommended that the City identify future “infill” residential areas within the Greensburg Area. If a village concept is going to be maintained, a population base to support the businesses and services will be needed. Infill housing – housing that reflects the current single-family density and characteristics – or new medium density residential development would be appropriate for the area if public services are available to support such development.

Map 4.4: Greensburg Mixed Use Area



5. Transportation Improvement Plan

5. Transportation Improvement Plan

Transportation Improvements - City Wide

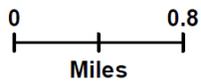
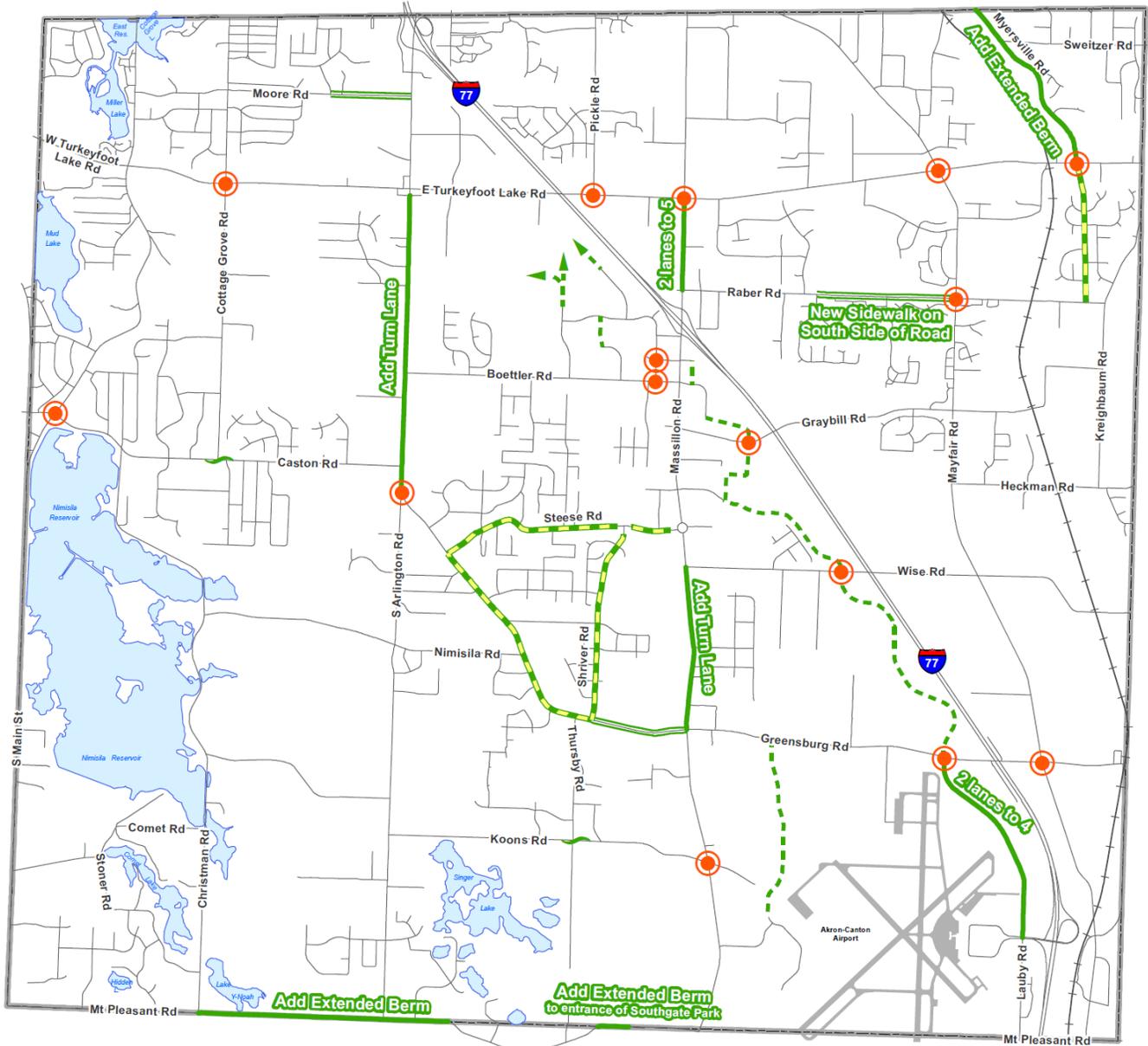
The coordination of land use planning and road and transportation planning is important to the success of the Plan, and community as a whole. The basic development policies discussed in this Plan include the importance of balancing economic development and population growth, with the capacity of the transportation system to handle the development. One of the goals of this Plan is to have a superior transportation system to minimize congestion within and through the City, while accommodating new growth, and improving the overall quality of life in the community.

In 2010 the Planning Department produced the Transportation Plan for the City. While this Plan is complimentary to the Long Range Land Use Plan, it offers a more in depth look at the City's transportation system than what the Long Range Land Use Plan can present. The Transportation Plan includes information on the City's roadway inventory, AMATS reports, the City's transportation improvement program, connectivity, hike/bike trails, public transportation and bridges. The Plan will be ever evolving as transportation projects are identified and completed. The Plan should serve to aid decision making by having multiple transportation information sources in one place.

A number of City Departments continue to work together to plan for improvements to, and the expansion of, the City's transportation system. In particular, a great deal of attention and consideration was given to the Massillon Road District because of the amount of growth and development that is occurring at this time. The update of the Plan included a full transportation study of the Massillon Road District, which resulted in a number of short to mid-term recommendations to maintain and improve circulation within and through the District. These transportation recommendations, as well as other planned or proposed projects in the City are shown on Map 5.1. Where appropriate, transportation planning and improvement programming should include the assistance and planning participation of the Akron Metropolitan Area Traffic Study (AMATS) to utilize potential State and Federal funding sources, and to integrate plans within the regional context.

The City is working with Metro RTA to develop an improved bus routing system within the city. Once completed the Transportation Plan should be updated to include the new plan for transit service in the city.

Map 5.1: Proposed Citywide Transportation Improvements



-  Intersection Improvement or Roundabout
-  Reconstruct - Add curb, gutter & sidewalk
-  Vertical Curve Reduction
-  Widen - see note
-  Future Roadway
-  New or Reconstruct Sidewalks



Transportation Improvements – Massillon Road District

As part of this Plan update a more detailed transportation study was conducted of the Massillon Road District. The plan study was initiated to ensure existing and planned development in the District is supported by a transportation network that functions efficiently, maintains acceptable level of service, and adds to the overall character of the district.

The outcome of the transportation study was a list of proposed projects which have been categorized as short-term (1-3 years), mid-term (4-7 years, and long-term (7+ years).

Table 5.1 and Map 5.2 illustrate planned transportation improvements specific to the Massillon Road District.

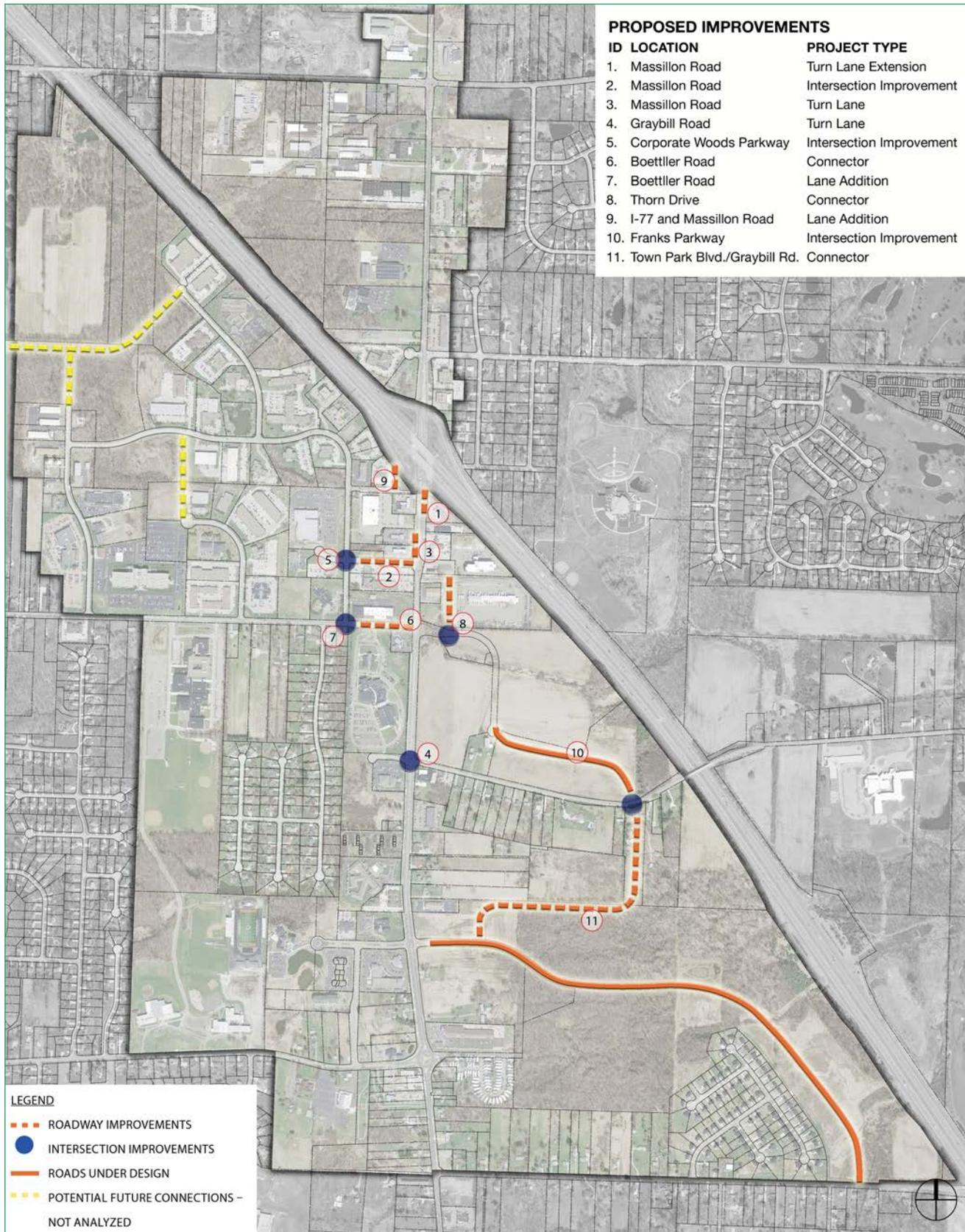
Table 5.1: Proposed Massillon Road District Transportation Improvements

ID	Location	Project Type	Timeframe	Cost	Comment
1	Massillon Road	Turn Lane Extension	Short-term	NYD	Extend northbound left turn lane at I-77 back and reduce median width
2	Massillon Road	Intersection Imp.	Short-term	NYD	Add dual left turns at Massillon Road and Corporate Woods Circle and realign Thorn Drive
3	Massillon Road	Turn Lane	Short-term	NYD	Add southbound right turn lane on Massillon Road at Boettler
4	Graybill Road	Turn Lane	Short-term	NYD	Add turn lanes at Massillon Road and Graybill Road
5	Corporate Woods Parkway	Intersection Imp.	Mid-term	NYD	Add roundabout at Corporate Woods Circle and Corporate Woods Parkway
6	Boettler Road	Turn Lane	Mid-term	NYD	Add 4th lane, dual turn lanes
7	Boettler Road	Intersection Imp.	Mid-term	NYD	Add roundabout at Corporate Woods Parkway and Boettler Road
8	Thorn Drive	Connector	Short-term	NYD	Extend Thorn Drive to Franks Parkway
9	I-77 and Massillon Road	Lane Addition	Short-term	NYD	Sip lane off of I-77 SB to Sandy Knoll Drive – IMS
10	Franks Parkway	Intersection Imp.	Mid-term	NYD	Connect Franks Parkway to Graybill
11	Town Park Boulevard / Graybill	Connector	Mid-term	NYD	Future connection from Towne Park Boulevard to Graybill Road

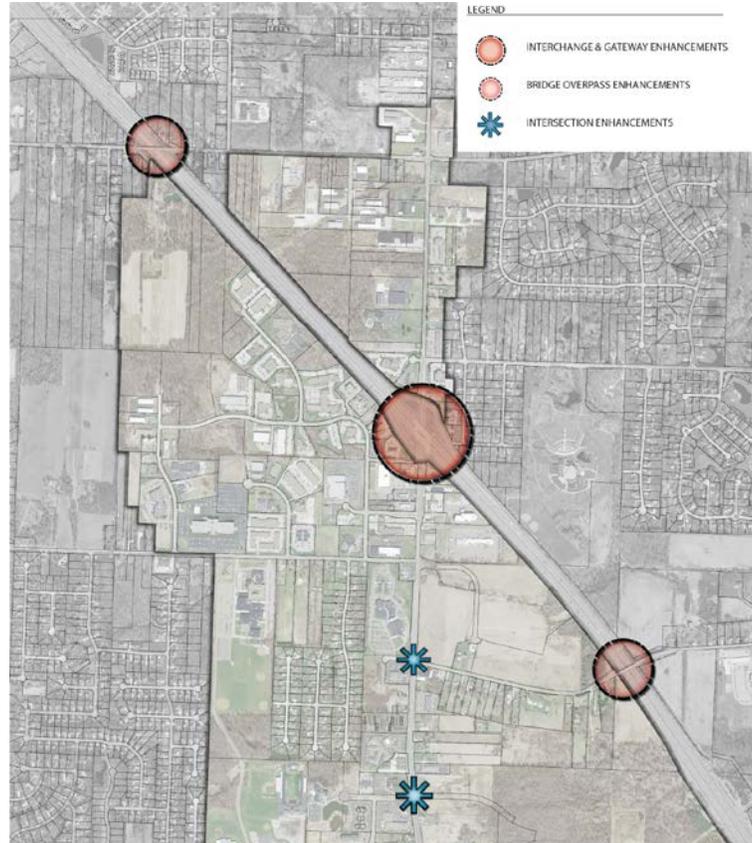
Priority

Short-term	1-3 years
Mid-term	4-7 years
Long-term	7+ years

Map 5.2: Proposed Massillon Road District Transportation Improvements



Map 5.3: Proposed Gateway Enhancement Areas



Transportation Gateways

The gateways into the City set the tone for the brand and quality of the City. A total of three bridge treatments, two intersection enhancements, and one interchange have been defined in the City that will help create a sense of place and quality, and also clearly delineate when you enter and leave the area. The gateways and bridge enhancements are (see also Map 5.3):

Bridge Enhancements

- East Turkeyfoot Lake Road Bridge
- Graybill Road Bridge
- Wise Road Bridge

Intersection Enhancements

- Massillon and Graybill Road Intersection
- The Massillon Road and Town Park Boulevard Intersection

Interchange Enhancements

- Massillon Road / I-77 Interchange

While each of these gateways are unique, a coordinated set of gateway treatments with repeating elements should be implemented at each gateway



This image is a conceptual rendering of a gateway treatment for the Massillon Road I-77 interchange. This gateway treatment should create a dramatic impact to the city/District, one of quality and prosperity.



This image is a conceptual rendering of a gateway treatment for Graybill Road Bridge. Like the Massillon Road I-77 interchange gateway, the bridge treatment should communicate an identity of the city, and complement other branding elements in the City.

Master Trail Plan

An established and well planned trail system aids in creating a desirable community to live and do business. Trails can provide a means of exercise and transportation while enhancing quality of life. It is important for Green to have a trail plan so decision makers can have a tool to reference as development occurs or as transportation projects are planned. Trails could then be established over time as projects occur in specific areas. A trail plan can also be used as support documentation for grant applications while seeking project funding.

Since the last Long Range Land Use Plan, there have been three groups who have studied pedestrian connections throughout the City. The Bike/Hike Committee, The Public Service & Transportation Strategic Committee and the Living Green Task Force have each at different times discussed the subject at hand. In an effort to merge the recommendations of the three groups this Pedestrian Connections section is being added to the Long Range Land Use Plan.

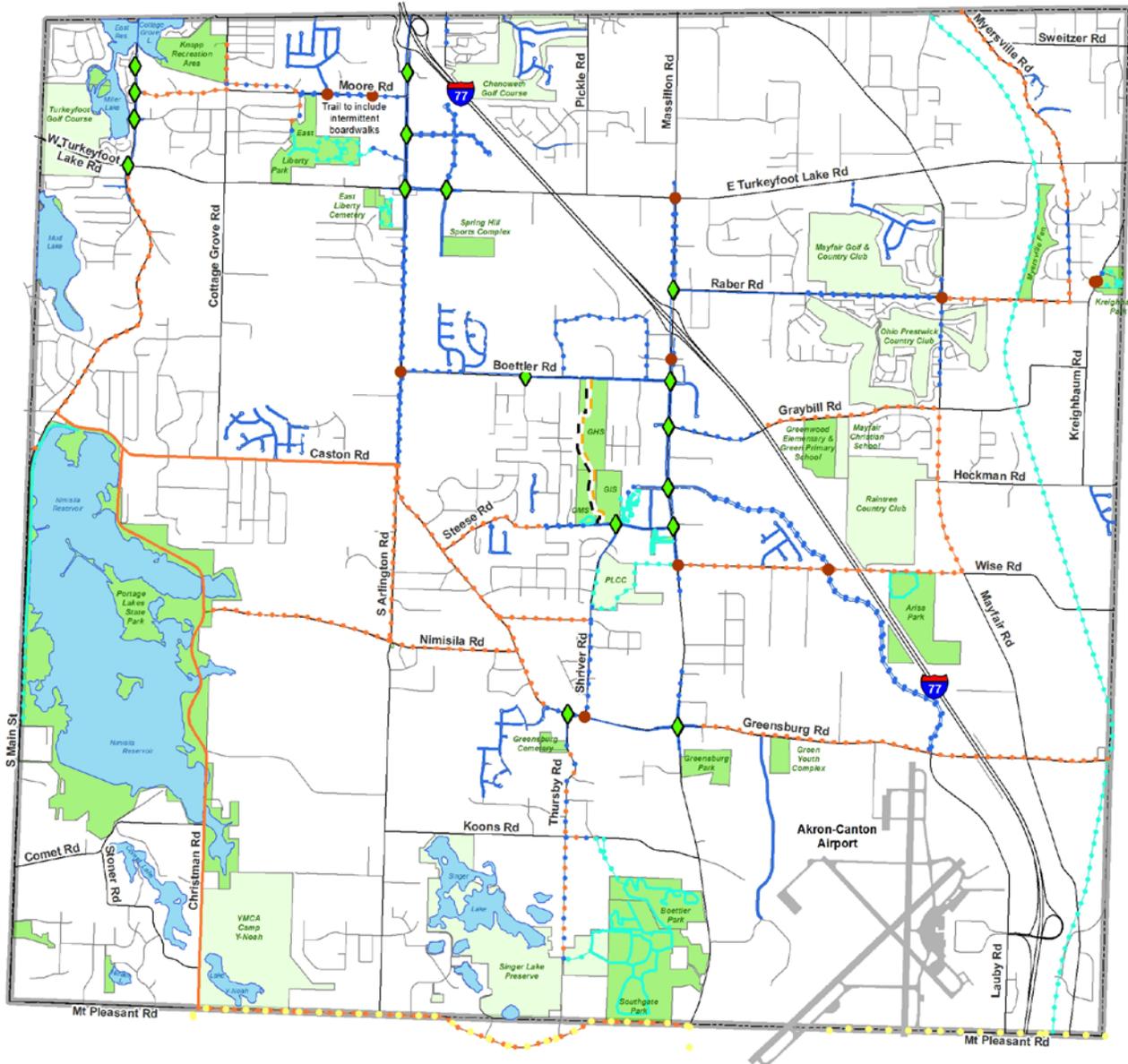
In 2007 the Bike/Hike Committee was established to examine the pedestrian connections throughout the City. The Committee, formed of citizen advisors and representatives from City Council, Planning & Zoning Commission and the Parks & Recreation Board, developed the *Four Trail Focus Plan*. The goal of the *Four Trail Focus Plan* was to connect the four quadrants of the City to the School Cluster (Green High School, Green Middle School and Green Intermediate School). The Plan recommends a trail location in each of the four corners of the City that could guide pedestrians not only to the School Cluster but also to the other corners of the City. Trail segments could be comprised of sidewalk, expanded berms, off road trails or boardwalks.

The Public Service & Transportation Strategic Committee was established in 2009. One of the tasks of this committee was to evaluate sidewalk locations and to make recommendations for future sidewalk locations. Many factors contributed to their recommendations including population density, commercial density, bus stops and schools.

In 2014 the Living Green Task Force identified connectivity as one of its educational and promotional priorities. After reviewing the Four Trail Focus Plan and the Public Service & Transportation Strategic Committee's sidewalk recommendations, the Task Force met to consider additional potential connection points and recommended that the City develop a master trail plan that would serve as the single point of reference for pedestrian connections throughout the City.

The following map represents the Master Trail Plan. The use of sidewalks and expanded berms are the primary trail styles but boardwalks and off road trails are included. The Master Trail Plan also incorporates the 2013 Summit County Trail & Greenway Plan. Establishing this trail system over time would create an increase in walking and biking throughout the community.

Map 5.4: Master Trail Plan



	Existing Crosswalks		Existing Off road trail
	Recommended Crosswalks		Recommended Off Road Trail
	Existing Sidewalk		Bulldog Alley
	Recommended Sidewalk		Cardinal Trail (Statewide)
	Existing Expanded Berm		Public Open Space or Facility
	Recommended Expanded Berm		Conservation Easement
	Recommended Sidewalk or Expanded Berm		



A larger map is available in the Planning Department or online at cityofgreen.org.

6. Parks, Recreation & Open Space Plan

6. Parks, Recreation and Open Space Plan

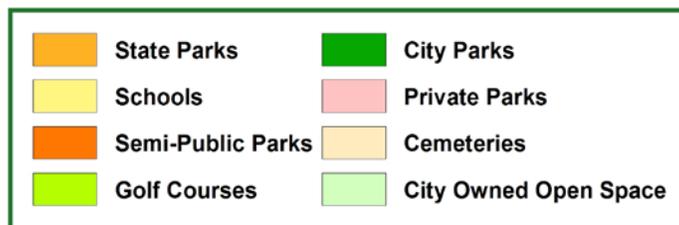
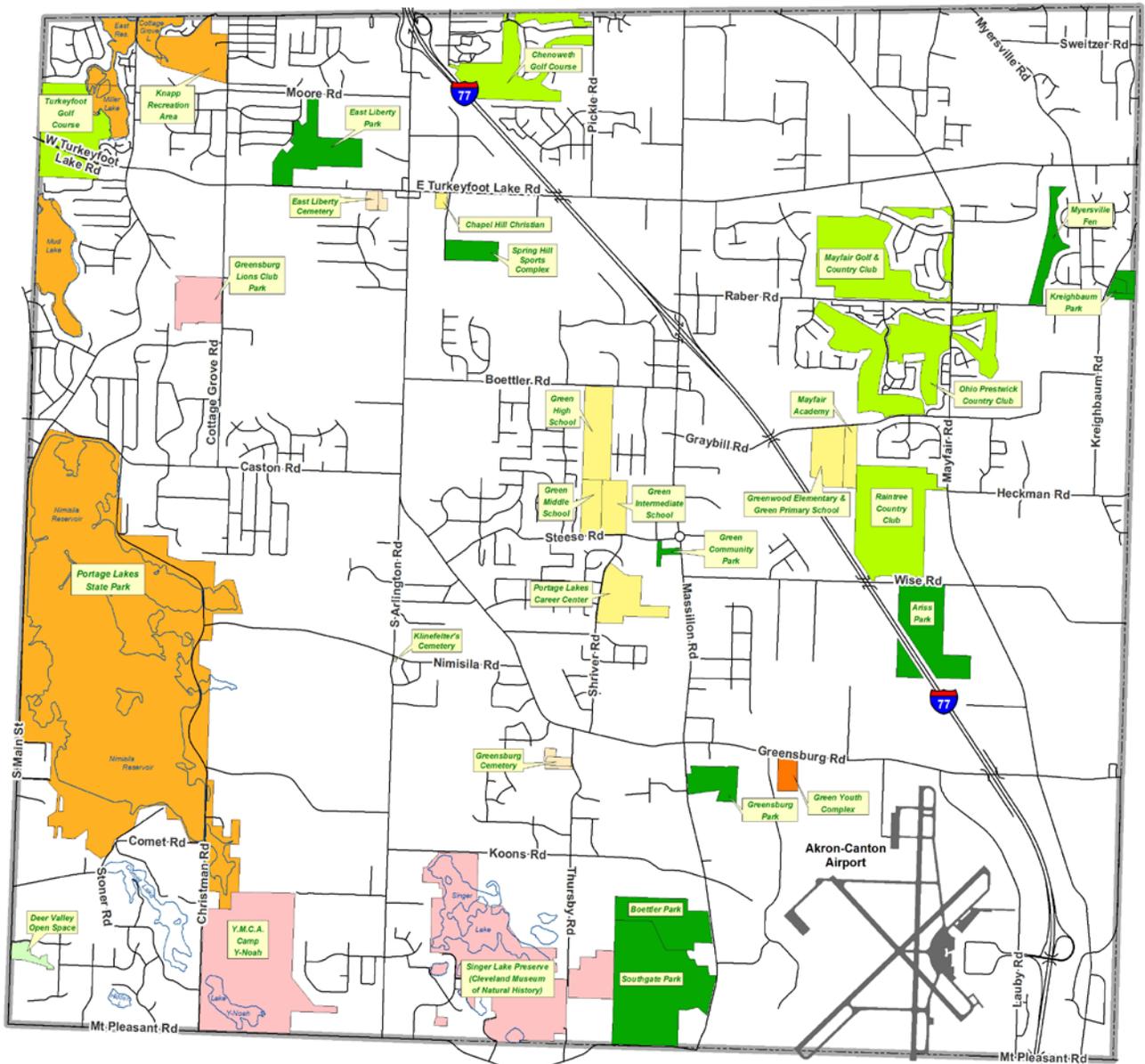
PARKS, RECREATION, AND OPEN SPACE PLAN

Similar to transportation planning, the City of Green Division of Parks & Recreation developed a Parks and Recreation Master Plan in 2006. A current inventory of parks, recreation, and open space areas within Green is illustrated on Map 6.1, including both local and regional park land.

A substantial portion of the City of Green is currently designated as parks, recreation, or open space area. Currently, there are approximately 3,368 acres of public and private parks and recreation land in the City. This includes county, state, and local parks and designated open spaces, and represents approximately 16% of the total land area of the City. For reference, the National Recreation and Park Association provides a target standard of a minimum of 10 acres of local park for every 1,000 people. The City’s ratio of local (city owned) parks to population is approximately 19.5 acres for every 1,000 residents (503 acres of local park; 25,699 2010 Census population).

	Restrooms		Pavilion						Walking Trails				Sports & Games								
	Permanent	Portable	Electric	Water	Charcoal Grills	Playground	Concession Stand	Fishing	Asphalt/Concrete	Natural	Stone	Wildlife Preserve	Historical Structure	Baseball/Softball	Soccer	Football	Lacrosse	Sand Volleyball	Horseshoe	Basketball	Tennis
Ariss Park 2520 Wise Rd	●						●			●						5	3				
Boettler Park 5300 Massillon Rd	●	●	●	●	●	●		●	●		●	●		10				2	2	1	4
East Liberty Park 471 E. Turkeyfoot Lake Rd		●	●		●	●			●				2							1	2
Greensburg Park 4899 Massillon Rd	●	●	●		●	●	●						4								
John Torok Community Center 4224 Massillon Rd	●	●	●		●	●			●												
Kreighbaum Park 3143 Kreighbaum Rd		●											2								
Southgate Park 5300 Massillon Rd		●						●	●	●	●	●									
Spring Hill Sports Complex 3749 Fortuna Dr	●						●		●					5							
Youth Sports Complex 2500 Greensburg Rd		●					●						3		1						

Map 6.1: Parks and Open Space Map



7. Storm Water Master Plan

7. Storm Water Master Plan

Storm Water Master Plan

In 2012, the City created an internal Storm Water Committee to work out issues regarding localized flooding. The development of a plan and project list was the primary focus of the plan. The Planning Department assembled the basis of the plan consisting of:

- NPDES requirements
- New development & redevelopments
- Maintenance of the public system
- Summary of storm water structure inventory
- Storm Water Study (1994/EDG)
- County ditches/easements
- FEMA Floodplains
- Green infrastructure
- Capital projects
- Funding options
- Recommendations/strategies

The City's Engineering has worked to design and implement capital improvements. The Service Department is charged with maintenance of the system(s) where they are public.

The Storm Water Master Plan is "under construction". This document is similar to the Transportation Plan, attempting to put all the documentation into a singular document/resource. This document will continue to change and will be required to be updated with maintenance reports and new capital improvements.

While this plan is being developed, the City will continue to develop plans to address capital improvements to the system and the Service Department should continue to maintain the system so that it may provide the level of service it was designed to accommodate.

8. Implementation Strategies

8. Implementation Strategies

A. Overview

In Chapter 3 of this document recommendations were made to both policy type issues as well as to specific land use and development issues. These implementation measures generally fall into one of the following categories:

- Proposed zoning district map amendments
- Proposed Land Development Code text amendments
- Administrative actions.

Proposed Zoning District Map Amendments

As changes occur within the community, the zoning district areas will need to change as well; changes in the real estate market; need for diversified housing; housing market trends/changes; need for commercial business nodes and land designated for industrial type facilities (these may be providing multi-uses within, i.e. offices, R&D, testing, manufacturing, warehousing). However, the comments made in previous chapters also reflect balanced, stable growth, and changes need to incorporate into the decision making process infrastructure and neighborhood needs and impacts as changes are brought to the Boards & Commission's, and City Council for discussion.

This document and district modifications recognize the following areas as those that should be considered and supported for changes as they are brought forward:

- Expand the R-R Rural Residential District boundary south of Koons Road, east of Thursby Road towards Massillon Road.
- Modify the district designation of properties adjacent to the Metro railroad tracks that are zoned I-1 General Industrial to a less intensive use, excluding properties that are currently used for industrial/business purposes.
- Extend the I-1 General Industrial or an appropriate Corporate Business Office District north and west of Tabs Dr. and Corporate Woods/Forest Lake Dr. along the west side of I-77 within the I-77 Primary Development planning area.
- Change the district designation of the properties at the “end portions” of the Secondary Commercial Corridors from B-1 to B-3 designation, to improve the transition or step down, of uses and to defer the limits of the corridors. Detailed analysis by the Planning Department will be necessary to identify the appropriate boundaries of these changes, and to take into consideration the status of infrastructure improvements.
- Modify the district designation of the apartment south of Greensburg Road, west of Massillon Road (Greentree Place) from R-1 to R-2 to reflect the current use of the property.
- Provide a district designation to existing modular unit/trailer park communities other than R-1 so that appropriate development controls may be put in place.

Proposed Land Development Code Text Amendments

- Encourage alternative subdivision design along major and minor arterial roadways, such as cluster developments in order to minimize multiple new curb cuts along the street, while providing viable use of the land.
- Review the standards and procedures of the Site Plan Review Process and make modifications to the standards as needed to address recommendations of the plan, continued emphasis on quality of development, and completeness of the proposed development.
- Inventory and analyze the designation of non-conforming properties that are currently zoned business that are outside the Primary Development areas and are not within a designated Neighborhood Business Node. Consider the use and modify the district as needed.
- Consider creation of an overlay district for the Massillon Road Corridor District that will help promote the corridor as a destination with unique, vibrant connected centers for retail, housing, entertainment, community and businesses that reflect Green's traditions, character and aspirations.
- Modify the development code if necessary to allow for a comprehensive wayfinding program to help direct residents and visitors around the community, and to elevate the character of the community (this is also an administrative action).
- Create a Commercial and Multi-Family property code to manage existing and future investment properties.
- Encourage the use of Green building and infrastructure design.

Administrative Actions

In addition to the recommended amendments to zoning districts and the development code, there are administrative steps that can be taken to compliment the implementation of the plans policies. Some of these actions are:

1. Continue to promote the dedication of land for open space and natural area preservation. The City is in a unique position to continue conservation efforts, as it has large areas of land utilized for active and passive recreation and conservation. Some of these entities; State Parklands, Cleveland Museum of Natural History, Akron Area YMCA provide a level of conservation that compliments the City's park holding.
 2. Continue to develop the Town Center concept, providing suitable locations for civic functions, working with private developers to provide compatible uses at a scale and design sensitive and inclusive of providing for a walkable Town Center district.
 3. Update and continue to develop multi-use type trails in the form of sidewalks, extended berms or off road trails to provide for both functional pedestrian use as well as recreational use.
1. Before any major circulation improvements are undertaken, the priority improvements should be determined using transportation modeling techniques. This Plan recommends the City conduct such modeling in order to ensure that the most needed improvements are implemented first.

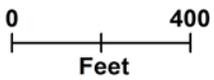
2. Conduct a detailed and thorough planning study of the Greensburg Mixed Use Area. The study should evaluate appropriate future land uses, design guidelines and infrastructure improvements – roadway, water, storm water, sanitary sewer – that are needed to respond to the recommendations of the Plan for this Area. Financial analysis and market feasibility should also be a component of the study. The creation of a new Greensburg Mixed Use Area zoning district may be needed to guide new development and reuse within the area.
3. Establish requirements, procedures, and standards for the preparation and review of traffic impact studies for proposed development to provide consistent impact assessment and mitigation.
4. As mentioned in the Introduction of the Plan, the City has prepared a Strategic Plan to guide and prioritize projects within the City. In addition to the Mission Statement, Values, and Vision, the Strategic Plan identifies several “planning” projects that are related to the issues addressed in this Plan. These include:
 - Support and continue to update the City’s Transportation Improvement Plan.
 - Development of an Economic Development Strategy, which identifies land areas, incentives, and policy requirements to promote high employment business creation.
 - Update the City’s Master Parks and Recreation Plan that addresses leisure and recreation facilities within the parks, bike/hike trails, and programs for citizens. .
 - Support the Heritage Corridor Plan and the Inter-Linkage with the Canal Corridor.
 - Update the Fire/EMS Response Plan.
 - Update/Maintenance of the 1994 Comprehensive Storm Water Study.
 - Maintain a water/sewer facilities map working with the City’s providers.
 - Maintain annual updates of five-year Capital Improvement Plan.
 - Continue to support and update the recommendations of the Four Trails Focus Plan.
5. The Planning and Zoning Commission should reevaluate this Plan approximately every five years in order to :
 - Refine the policies as necessary to ensure development occurs as desired;
 - Evaluate progress being made to implement the Plan; and
 - Set forth a revised list of action steps that should be pursued in ensuing years to continue the implementation of the Plan.
 - The Planning and Zoning Commission will need to work with City Administration, primarily the Planning Department, to review and establish policies on a continuing basis.
6. Work with the library to cooperatively develop the vacant greenspace at the northwest corner of the Towne Park Boulevard and Massillon Road into a public space that promotes community and defines the intersection.
7. Develop a streetscape plan for Massillon Road for the Type I and II streetscapes. This streetscape plan should include specific recommendations to the enhance the Massillon Road intersections at Graybill and Towne Park Boulevard to help brand the district and promote pedestrian and bicycle safety/connectivity.

8. Enhance the I-77 bridges at East Turkeyfoot Lake Road, Graybill and Wise Road. Bridge enhancements should include branding elements that promote a level of quality and identify Green to those traveling the I-77 corridor.
9. Implement the proposed transportation improvements.

Appendix A

Maps of Existing Neighborhood Business Nodes

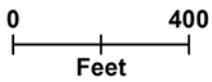
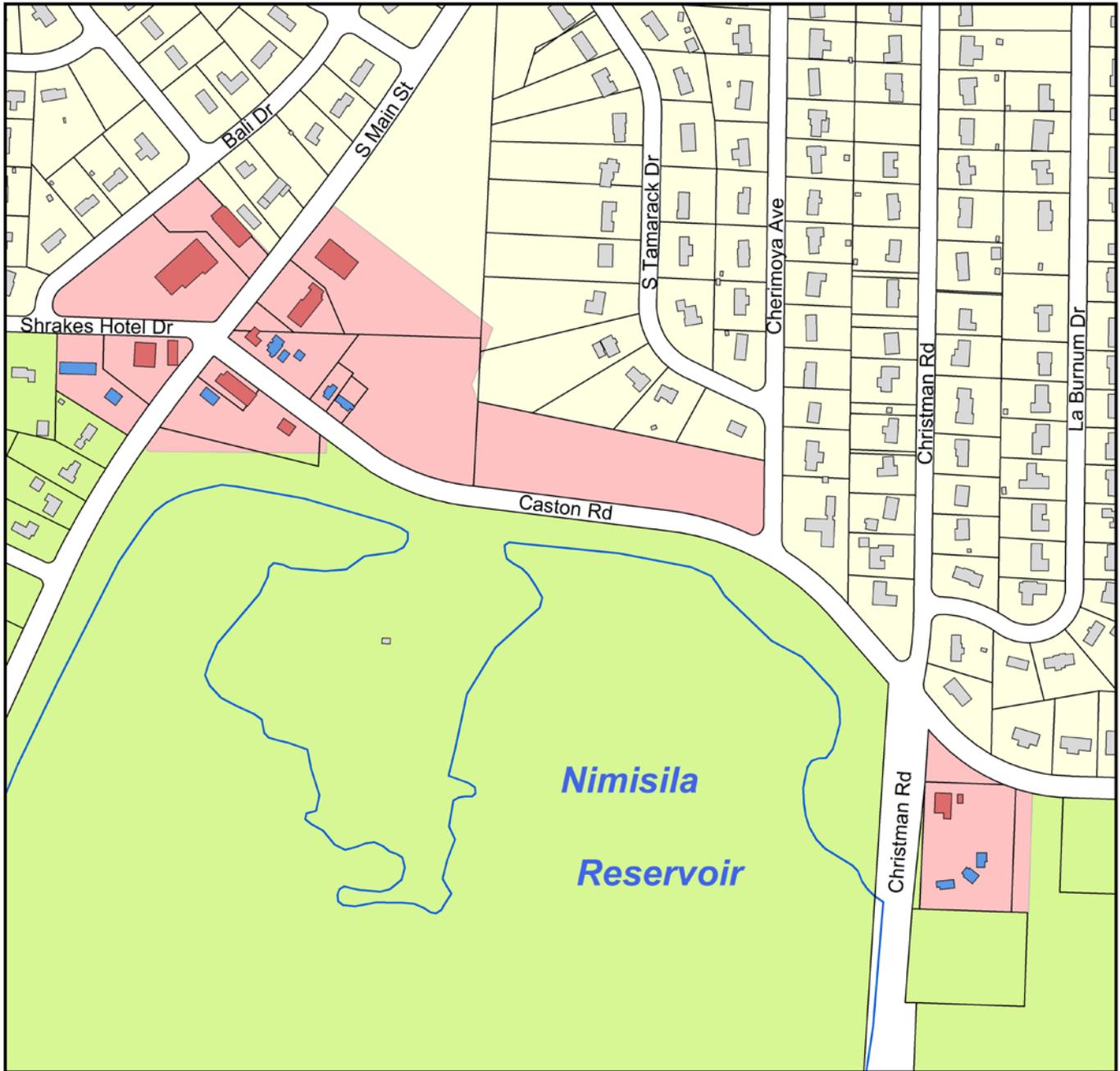
Map A: Arlington Rd. Neighborhood Business Node



Business Use	B-3: Neighborhood Business
Residential Use	PD: Planned Development
Outside Business Zone	R-1: Single Family Residential
B-1: General Business	R-R: Rural Residential



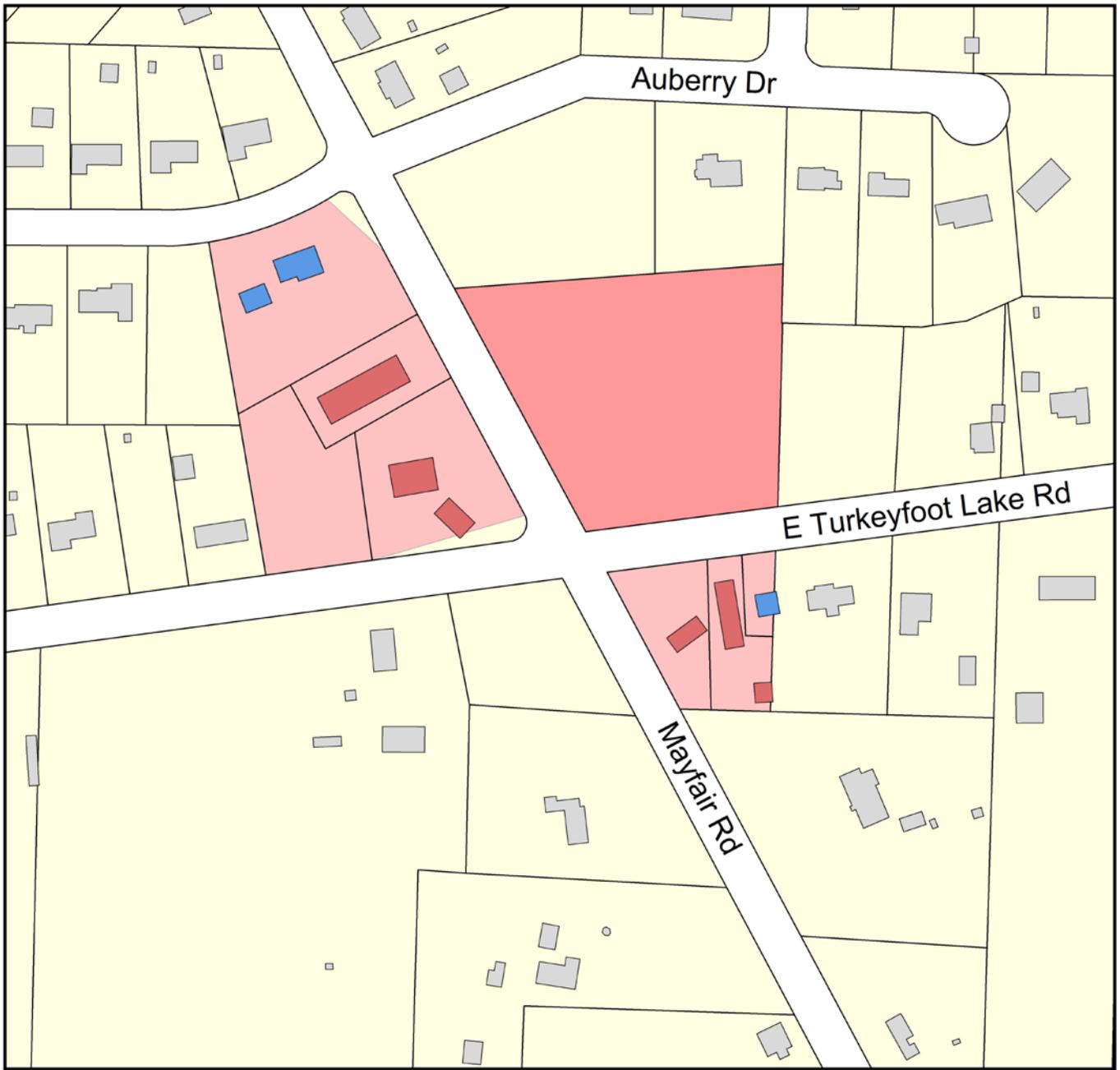
Map A: Caston Rd. Neighborhood Business Node



Business Use	B-1: General Business
Residential Use	R-1: Single Family Residential
Outside Business Zone	R-R: Rural Residential



Map A: Mayfair Rd. Neighborhood Business Node



 Business Use	 B-1: General Business
 Residential Use	 B-2: Professional Office
 Outside Business Zone	 R-1: Single Family Residential

