Hall of Fame Land Use & Transportation Study

Developing a Decision Matrix Tool to Guide Integrated Land-Use and Transportation Scenario Planning

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$899 Million Dollar Mixed Use Development and First Ever “Smart City”

Anticipated to Create more than 13,000 new jobs

Net Economic Output within Stark County Totaling $15.3 Billion over 25 Year Period

When Built Out 3 Million Annual Visitors Expected (300k Annual Visitors Currently)

Village to Include:
- National Youth Football & Sports Complex
- Upscale Hotel
- Center for Excellence
- Mixed Use Promenade
- Performance Center
- Player Care Center
- Hall of Fame Experience

Project Completion Expected in 2020
Overview
+ EDC Program Created to Speed up Project Delivery
  Address Challenges on Limited Budgets
+ Stakeholder Based Model
+ Strives to Make Innovation a Standard Practice that has Statewide Impact
+ New Innovation Categories Every 2 Years

Round 4: 2017-2018 Connecting Communities
+ Goal: To Develop Transportation Systems that are Inclusive and Interconnected Through Placemaking
+ Benefits:
  Informed Decision Making
  Increased Connectivity
  Enhanced Health and Safety

Plan Must Follow Goals of EDC Grant

Example Project
Long Street Bridge - Columbus Ohio
Mind Shift Mode Shift

Toledo Canton Akron Cleveland Columbus

Planning Implementing Established
Hall of Fame Study Goals

Enhance Connectivity
- Transit Circulator
- Bike/Ped
- Complete Streets
- Greenways
- Inter-community

Embrace “Smart” Technology
- Autonomous Shuttles
- Directional Apps
- Smart Parking
- Variable Signage
- Traffic Management

Leverage Development
- Infill Redevelopment
- Smart Growth
- Mixed Use District
- Local Attractions

Engage the Community
- Public Forums
- Community Surveys
- Stakeholder Interviews
- Social Media
- Event Outreach

Encourage Implementation
- Decision Matrix
- Funding Strategies
- Scenario Planning
- Project Prioritization
Study Limits

- Study Limits Encompass Multiple Communities in the Area
- Segregated into Primary and Secondary Study Area
  - Primary - For Physical Improvements
    - Area Includes Plain Twp., Canton Twp. & City of Canton
  - Secondary - For Land Use and Market Analysis
    - Area Includes Greater Canton Region
- Jurisdictions within Study Area have Competing Interests & Goals
Study Limits

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**Public Forums**

- Conduct 3 Forums
  1st to Gather Ideas/Vision
  2nd to Assess Recommendations
  3rd to Review Draft Plan
- Interactive in Nature
  Idea Stations
  Sticker Boards
  Real Time Voting
- Short Presentation

**Public Survey**

- Short Survey - 10 to 15 Questions
  Goals/Improvements
  Current Mode Use
  Demographics
- Distributed in Paper and Online
- Goal is to Gather Feedback from Cross Section of Population

**Stakeholder Outreach**

- Define Stakeholder Groups
  Neighborhoods
  Transportation
  HOF Village
  Institutional, etc.
- Conduct Small Group Interviews
- Have Joint Stakeholder Charrette to Review & Discuss Recommendations

**Social Media & Event Exposure**

- Utilize Existing Social Media
  SCATS
  Other Stakeholders
- Will aid in Public Survey Distribution
- Create “Traveling Boards” and Rotate Locations Throughout City
- Have Exhibit Stand at Local Events
  First Fridays
  Summer Festivals/Flea Markets
Stakeholder Groups

Hall of Fame
- IRG
- Hall of Fame LLC
- Johnson Controls

Connectivity
- Stark Parks
- Canton City Parks
- Cuyahoga Valley - Scenic Railway
- SARTA

Downtown
- Canton Planning
- Arts District
- Canton Development Partnership

Traffic
- FHWA
- ODOT Planning
- Stark Co. Engineer
- Canton Engineer

Neighborhood
- Avondale
- Mercy
- Shorb
- Plain Twp.
- Canton Twp.
- Jackson Twp.
- Meyers Lake

Institutions
- Malone University
- Mercy Hospital
- Aultman Hospital
- County Fairgrounds
- Canton Schools

Business Community
- Stark Economic Development Board
- Timken
- J.R. Coleman Center
- Convention Bureau

Public Safety
- Stark County Sheriff
- Canton Police
- Canton Fire
- Plain Twp. Police
- Plain Twp. Fire

Outlying Cities
- Massillon
- Louisville
- North Canton
- Alliance
What We Heard

- Region is Highly Auto-Centric
- Parking and Congestion are a Perceived Problem
- Generally Residents Don't Consider Walking/Biking - if they do, There are Limited Facilities to do so
- Relationships Between Townships & Canton are Strained Mostly Relating to Annexation
- Most Visitors to HOF stay in the Area for 1 Day or Less
- Almost all HOF Visitors Surveyed only Visit the HOF
- Consensus Among Steering Committee that:
  - Improved Connections Needed To/From Downtown
  - Future Workforce Parking Needed
  - Improved Wayfinding for Visitors
  - Integrated Real-Time Information for Visitors

Q9 What is your biggest challenge getting to and from the local destinations you selected in the previous question?

<table>
<thead>
<tr>
<th>ANSWER CHOICES</th>
<th>RESPONSES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of Available Parking</td>
<td>21.74%</td>
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<tr>
<td>Lack of Wayfinding Signage</td>
<td>1.65%</td>
</tr>
<tr>
<td>Lack of Convenient Bus Routes</td>
<td>0.73%</td>
</tr>
<tr>
<td>Traffic Congestion</td>
<td>30.63%</td>
</tr>
<tr>
<td>Lack of Adequate Bike Facilities (i.e. no bike lanes, bike racks)</td>
<td>3.99%</td>
</tr>
<tr>
<td>Lack of Walkability (i.e. Not ADA Accessible, no Sidewalks)</td>
<td>8.70%</td>
</tr>
<tr>
<td>Nothing, the Destination is Easy to get to</td>
<td>32.41%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100%</td>
</tr>
</tbody>
</table>
Incorporating Past Plans

- Many Recent Plans in Area. Some Privately Completed
- Conflicting Recommendations and Goals Between Studies
- Reviewed all Relevant Past Plan Recommendations within Study Area Including:
  - The Canton Connection Proposal (HKS Study)
  - Canton Downtown Development Plan
  - Canton Comprehensive Plan
  - SARTA Smart Cities Application
  - SCATS Transportation and Land Use Study
  - SCATS - Year 2040 Transportation Plan
  - I-77/US 62/Fulton Road Interchange Feasibility Study
  - Plain Township Master Plan
  - Stark Parks Trail and Greenways Plan
- Worked with SCRPC Staff to determine Continued Relevance of Past Plan Recommendations
Overview

+ From Past Studies and Current Observations within the Study Area there were a multitude of Recommendations

+ To Better Organize/Prioritize Recommendations the Study Area was divided into Four Main Subareas
  - HOF/Near West
  - Parkway/Fairgrounds
  - Downtown/Shorb
  - Fulton Road Corridor

+ With Multiple Jurisdictions and Competing Interests within Study, Subareas allow Local Priorities to be Met

+ General Recommendations for Entire Study Area

+ Subareas will help define priorities throughout Study Area
Intro to Scenario Planning:

+ Asks the Question, “What do you Think Might Happen?” Not, “What Would you like to see Happen?”
+ Seek to find “given or baseline” recommendations to Establish Alternative Scenarios
+ Scenarios can be Based on Various Factors including: Development, Legislative Changes, Environmental Concerns, etc.

Scenario Plan Development

Scope Project
Set up Process
Review Data
Understand Politics

Identify Trends & Issues
Potential Futures
Establish Criteria
Identify & Rank Driving Forces by Importance

Identify Stakeholders & their Goals
Desired Futures
Analyze Goals & Objective Overlaps, Prioritize

Build Scenarios
Evaluate Scenarios
Develop Preferred Plan
What Factor will Most Influence Future Transportation & Land Use Decisions in the Region?

**Hall of Fame Village Factors**
- Village Build Out Progress?
- HOF Village Profitability?
- Total Annual Visitorship?

**Outside Factors**
- Downtown Revitalization?
- Smart Tech Integration?
Hall of Fame Village Scenarios

+ Want to Develop 3 to 5 Scenarios for the Study Area Based on Future Hall of Fame Village Visitation

Baseline Scenario
HOF Village Attracts Visitors at Current Level (300k/Year)

Moderate Scenario
HOF Village Attracts 3 to 5 times Current Visitation Levels (1 to 1.5 Million/Year)

Forecast Scenario
HOF Village Attracts Close to Anticipated Amount of Visitors (3 Million/Year)
Criteria Definitions

**Project Cost:** How expensive the improvement will be. Lower cost improvements rank highest.

**Political Priority:** A project a local jurisdiction has identified as a priority in previous plans or expressed as a future goal.

**Project Readiness:** How quickly can project be implemented (funding, design, right of way, etc. in place?).

**Public Desire:** A project that the public has expressed interest in pursuing, through survey results, public meeting input or other feedback.

**Economic Impact:** A project that either directly adds jobs or encourages job growth to the immediate area.

**Connectivity Enhancement:** A project that increases transportation mobility or modal choice within the study area.

**Traffic Impact:** The positive effect a project will have on future traffic congestion and traffic safety.

**Quality of Life Benefit (Local):** How a project will increase health, safety, mobility or the opportunity for employment for local residents.

**Visitor Benefit:** How the improvement enhances a visitor’s experience in the area or encourages additional visitors to frequent the area.

**Transformative Project:** A project that is iconic either in scale or beauty, providing additional or enhancing local attractions.
## Criteria Weightings

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Baseline</th>
<th>Moderate</th>
<th>Forecast</th>
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</thead>
<tbody>
<tr>
<td>Project Cost</td>
<td>4</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Political Priority</td>
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<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Project Readiness</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Public Desire</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Economic Impact</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Connectivity Enhancement</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Traffic Impact</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Quality of Life Benefit</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Visitor Benefit</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Transformative Project</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Recommended Weightings

Weighted on a scale of 1 to 5

1 = Least important

5 = Most important
## Priority Tiers and Example

<table>
<thead>
<tr>
<th>Code</th>
<th>Recommendation</th>
<th>Project Cost</th>
<th>Political Priority</th>
<th>Project Readiness</th>
<th>Public Desire</th>
<th>Economic Impact</th>
<th>Connectivity Enhancement</th>
<th>Traffic Impact</th>
<th>Quality of Life Benefit</th>
<th>Visitor Benefit</th>
<th>Transformative Project</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>D8, FR6, H9, P7</td>
<td>Need Autonomous Loop Shuttle Connecting Downtown to HOF &amp; Airport</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>125</td>
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</tbody>
</table>

Team scored each recommendation against each criteria using a 1 to 5 scale.  
1 = Lowest Score and Doesn’t Meet Criteria Definition  
5 = Highest Score and Directly Meets Criteria Definition

### Criteria Weightings for Forecast Scenario

Team score for each recommendation

125 = Tier I Priority

### Priority Tiers and Score Range

<table>
<thead>
<tr>
<th>Priority Tiers</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>Tier I</td>
<td>Above 125</td>
</tr>
<tr>
<td>Tier II</td>
<td>Between 100 and 125</td>
</tr>
<tr>
<td>Tier III</td>
<td>Below 100</td>
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</table>
## Baseline Scenario Results

<table>
<thead>
<tr>
<th>Code</th>
<th>Recommendation</th>
<th>Project Cost</th>
<th>Political Priority</th>
<th>Project Readiness</th>
<th>Public Desire</th>
<th>Economic Impact</th>
<th>Connectivity Enhancement</th>
<th>Traffic Impact</th>
<th>Quality of Life Benefit</th>
<th>Visitor Benefit</th>
<th>Transformative Project</th>
<th>Total Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>D10</td>
<td>Establish Market Square as Downtown’s Public Space Anchor (Add events, etc.)</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>5</td>
<td>2</td>
<td>1</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>149</td>
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<tr>
<td>G1</td>
<td>Create an integrated visitor website (or app) that provides real-time updates on traffic, parking, current events, dining options, and leisure activities, etc. for the Greater Canton Region that can easily be used by visitors to help relay important information</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>2</td>
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<td>5</td>
<td>147</td>
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<tr>
<td>FR5</td>
<td>Create Cohesive Wayfinding Along Fulton</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>4</td>
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<tr>
<td>D2</td>
<td>Identify Specific HOF Shuttle/Uber/Lyft Parking Lots Downtown</td>
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<td>3</td>
<td>5</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>4</td>
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<td>144</td>
</tr>
<tr>
<td>D1</td>
<td>Improve Streetscape and add Digital Wayfinding for Pedestrians &amp; Cars Along Major Corridors</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
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<td>3</td>
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<td>D4</td>
<td>Improve Streetscapes &amp; Consider Road Diets Along McKinley Ave.</td>
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<td>4</td>
<td>3</td>
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<td>125</td>
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<tr>
<td>FR3</td>
<td>Improve Streetscape and Pedestrian Facilities Along Fulton</td>
<td>3</td>
<td>4</td>
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<td>4</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
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<tr>
<td>G5</td>
<td>Continue to promote and brand SARTA as an efficient, safe, and cost-effective means of transportation in the region</td>
<td>5</td>
<td>3</td>
<td>5</td>
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<td>2</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
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<tr>
<td>FR4</td>
<td>Establish an Overlay District within Plain Twp. similar to the City of Canton’s to Create a Consistent Look &amp; Feel to the Corridor</td>
<td>5</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>4</td>
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<td>D14</td>
<td>Preserve Historic Character of Market &amp; Cleveland Corridors</td>
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<td>3</td>
<td>4</td>
<td>3</td>
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<td>3</td>
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<tr>
<td>D6</td>
<td>Upgrade Pedestrian Facilities (ADA Ramps, Walk Maintenance)</td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>116</td>
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<tr>
<td>G3</td>
<td>Expand bike share to more locations within Stark County</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>113</td>
</tr>
<tr>
<td>P1</td>
<td>Upgrade Portions of Fairgrounds Parking to use as Flex Lot for Events/Workforce</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>3</td>
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<td>3</td>
<td>3</td>
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<td>111</td>
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<tr>
<td>D11</td>
<td>Remove Parking at Market Square</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
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<tr>
<td>D9</td>
<td>Improve Streetscape &amp; Signage along Court Ave.</td>
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<td>FR2</td>
<td>Establish a Consistent Lane Configuration along Fulton Road</td>
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<td>4</td>
<td>4</td>
<td>2</td>
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<tr>
<td>H11, P9</td>
<td>Construct Bike Facilities along 13th St.</td>
<td>3</td>
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<td>3</td>
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<td>H4</td>
<td>Create Walking Route for Western Residents to HOF Village</td>
<td>4</td>
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<td>5</td>
<td>1</td>
<td>4</td>
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<td>H8</td>
<td>Establish a Landscaped Buffer around Athletic Fields (assume right of way is needed)</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>5</td>
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<td>1</td>
<td>1</td>
<td>1</td>
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<td>P6</td>
<td>Pave West Branch Trail within Park</td>
<td>4</td>
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<td>3</td>
<td>2</td>
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<td>H2, P3</td>
<td>Improve Stadium Park Drive Pavement</td>
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<td>70</td>
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</tbody>
</table>
Next Steps

+ Gather Feedback on and Revise Scenario Prioritizations

+ Create Implementation Strategy for Each Scenario
  - Many Unique Tools Available
    * Special Improvement District (Downtown)
    * Tourism Development District (Around HOF Village)
    * Innovation District/DRD (Downtown)
  - Much Public and Private Interest in HOF Village Area

+ Draft Plan October 2018

+ Final Plan November/December 2018