

Hall of Fame Land Use & Transportation Study

Public Forum #3
October 17th, 2018



Gannett Fleming

ENVISION

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Meeting Agenda

+ Presentation of Draft Plan

- Revisit Study Goals & Public Involvement
- Review Past Plans & Plan Recommendations
- Define a Scenario Plan and What it Means for this Plan
- Understand how Recommendations are Prioritized
 - *Review Decision Matrix and Criteria*
- “A path forward” – Review the Implementation Plan
- Discuss Targeted Recommendations
 - *Fulton Road Corridor*
 - *I-77 Pedestrian Promenade*
 - *Plain Twp. Overlay District*
 - *Regional Parking Strategy*
- Next Steps

+ Questions/Discussion of Draft Plan

+ Open House: Targeted Recommendation Boards



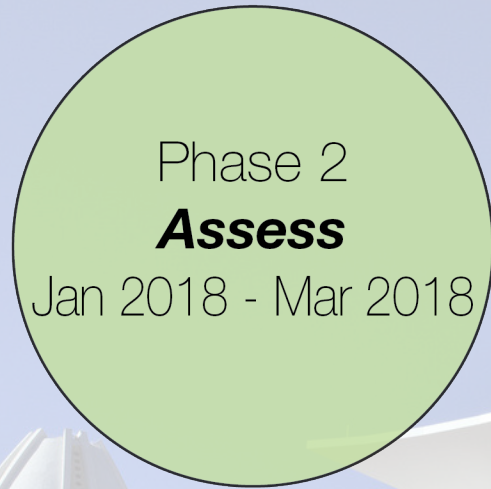
Study Goals & Public Involvement



Hall of Fame Study Schedule •••••



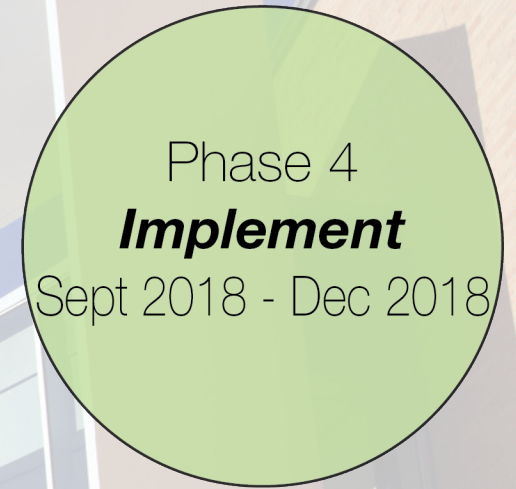
- + Study Area Limits
- + Goals & Objectives
- + Scope of Plan
- + Major Stakeholders
- + Steering Committee



- + Previous Studies
- + Current/Future Land Use
- + Traffic Counts
- + Multimodal Network
- + Regional Assets
- + Future Planned Projects



- + Build Scenarios
- + Community Connections
- + Ingress/Egress Access
- + Economic Impacts
- + Wayfinding
- + Parking



- + Strategic Plan
- + Decision Matrix
- + Funding Plan
- + Grant Sources
- + Regulatory Tools & Incentive
- + Joint Economic Development Agreements

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



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

Public & Stakeholder Involvement

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

- + 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/Flee Markets



Stakeholder Outreach

Social Media & Event Exposure

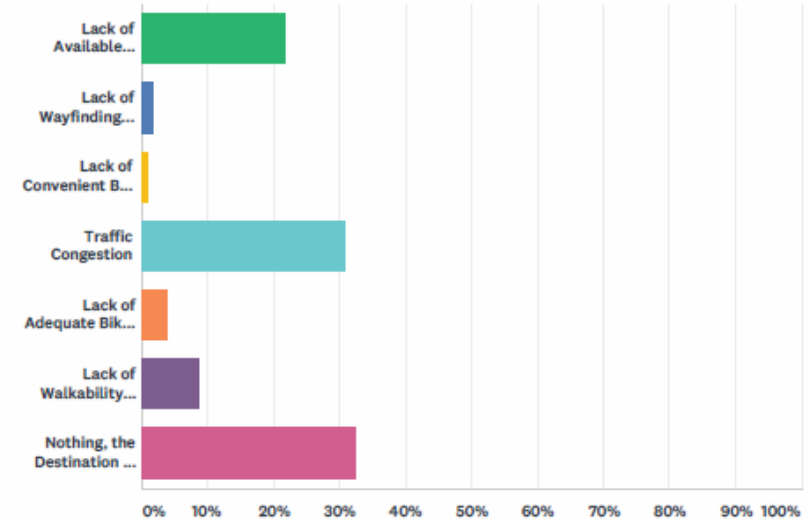


What We Heard

- + 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?

Answered: 253 Skipped: 20



ANSWER CHOICES	RESPONSES	
Lack of Available Parking	21.74%	55
Lack of Wayfinding Signage	1.58%	4
Lack of Convenient Bus Routes	0.79%	2
Traffic Congestion	30.83%	78
Lack of Adequate Bike Facilities (i.e. no bike lanes, bike racks)	3.95%	10
Lack of Walkability (i.e. Not ADA Accessible, no Sidewalks)	8.70%	22
Nothing, the Destination is Easy to get to	32.41%	82
TOTAL		253

Past Plans & Plan Recommendations



- + Worked with SCRPC Staff to determine Continued Relevance of Past Plan Recommendations

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
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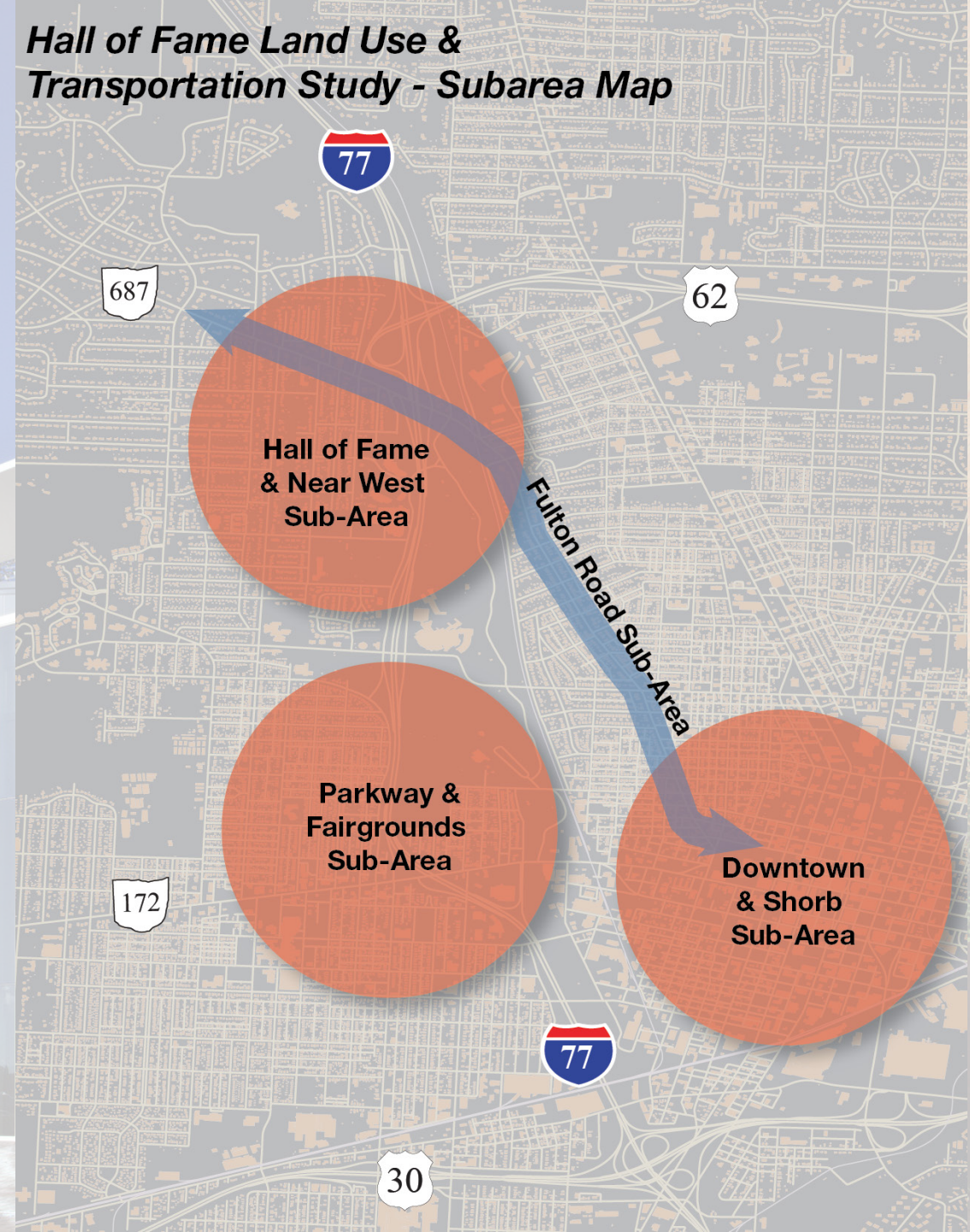
Defining Subareas



Hall of Fame Land Use & Transportation Study - Subarea Map

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



Recommendations

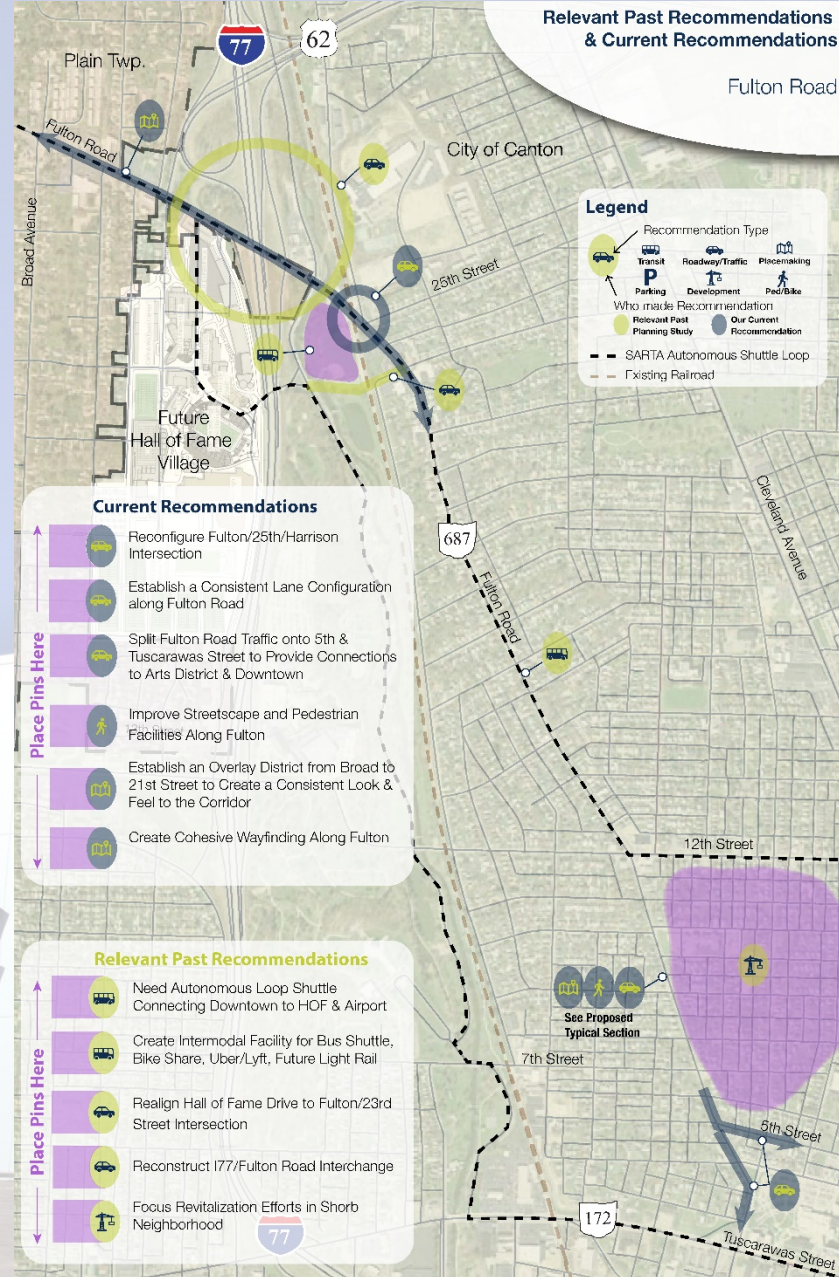
Relevant Past Recommendations & Current Recommendations

Hall of Fame/Vest



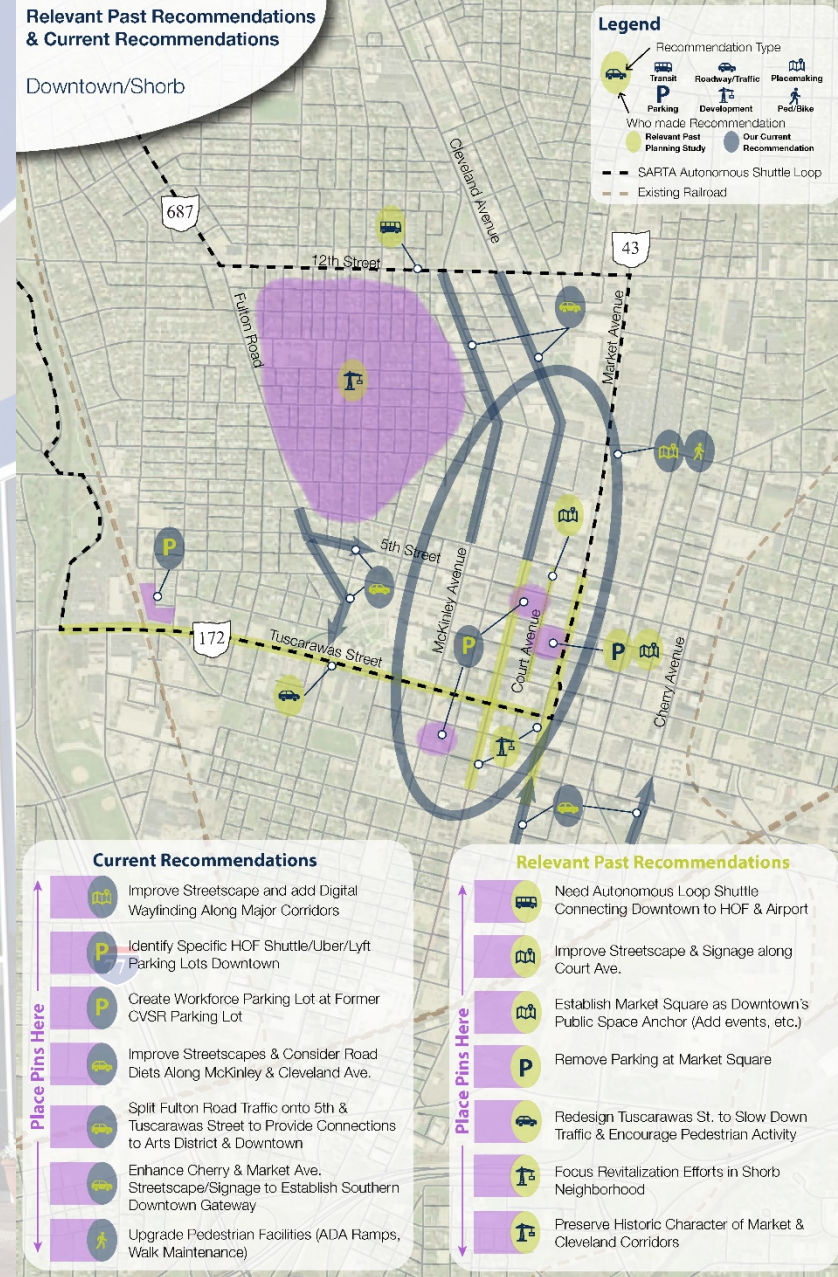
Relevant Past Recommendations & Current Recommendations

Fulton Road



Relevant Past Recommendations & Current Recommendations

Downtown/Shorb



Defining a Scenario Plan

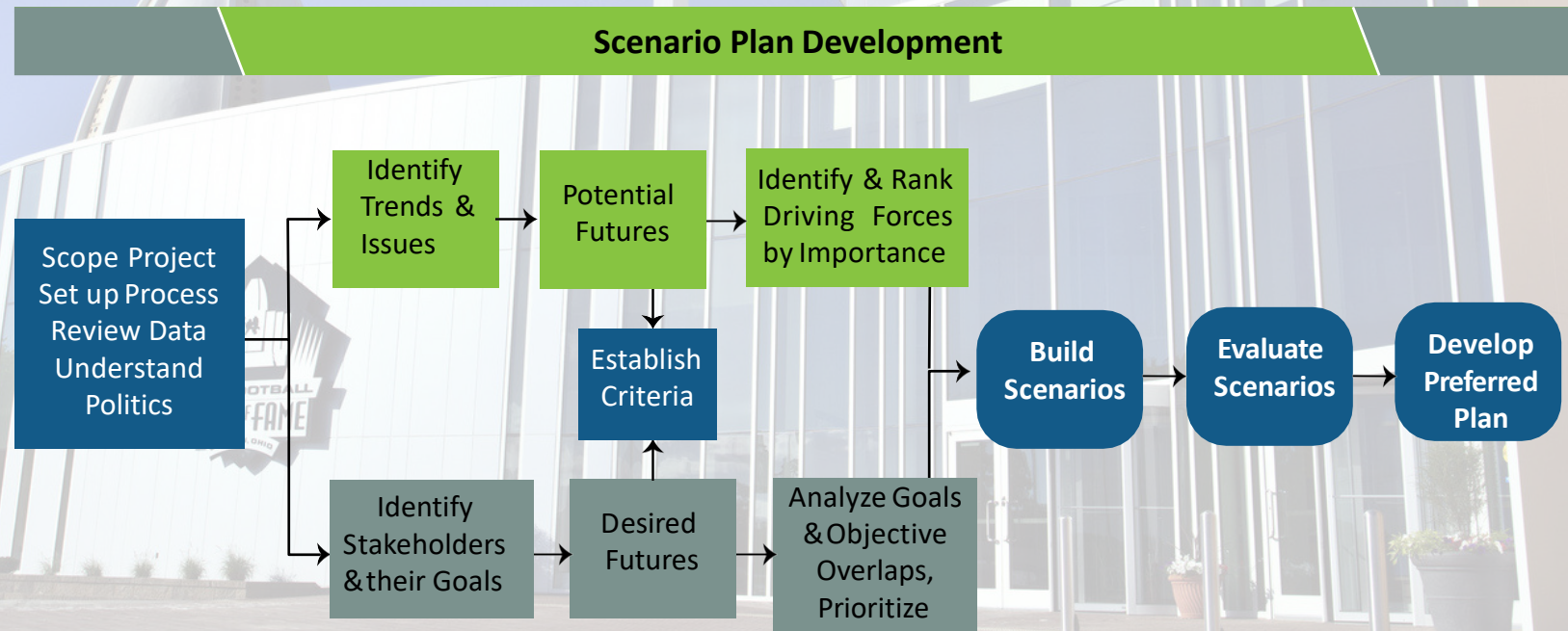
What is it? How does it Effect this Plan?



Scenario Planning

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.





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?

Scenario Planning



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)

Decision Matrix & Criteria

Understanding How Recommendations are Prioritized



Decision Matrix – Prioritizing Recommendations

+ What We Have:

- Over 50 area Recommendations
- 3 Scenarios Housing Recommendations Based on Future HOF Visitors

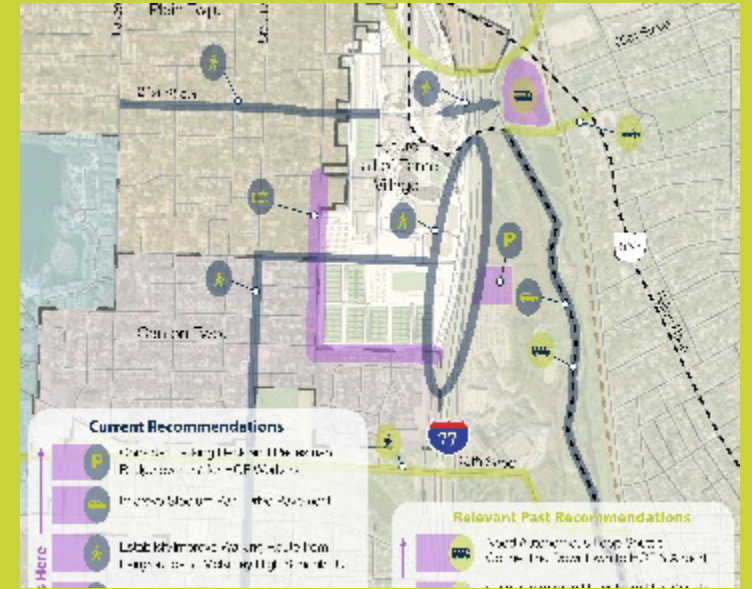
+ What We Need:

- To Prioritize Recommendations within Scenarios to Guide SCRPC
- Create an Implementation Plan to Fund Target Recommendations

+ How to do it:

- Create a Decision Matrix Based on Criteria that Meets Project Goals
- Rank Recommendations Based on Criteria

Recommendations



Scenarios



Baseline



Moderate



Forecast

Prioritized Recommendations



**Decision
Matrix**



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

	Recommended Weightings		
	Scenario		
Criteria	Baseline	Moderate	Forecast
Project Cost	4	3	2
Political Priority	4	3	3
Project Readiness	3	3	2
Public Desire	3	3	3
Economic Impact	5	5	5
Connectivity Enhancement	5	5	5
Traffic Impact	3	4	5
Quality of Life Benefit	5	5	5
Visitor Benefit	5	5	5
Transformative Project	2	3	4

Weighted on a scale of 1 to 5
1 = Least important
5 = Most important

Priority Tiers and Example

Forecast Scenario													
Code	Recommendation	Criteria and Weightings										Total Score	
		Project Cost	Political Priority	Project Readiness	Public Desire	Economic Impact	Connectivity Enhancement	Traffic Impact	Quality of Life Benefit	Visitor Benefit	Transformative Project		
		2	3	2	3	5	5	5	5	5	4		
D8, FR6, H9,P7	Need Autonomous Loop Shuttle Connecting Downtown to HOF & Airport	2	4	1	2	2	5	3	3	4	4	125	

Criteria Weightings for Forecast Scenario

Team score for each recommendation

125 = Tier I Priority

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

Priority Tiers	Score Range
Tier I	Above 125
Tier II	Between 100 and 125
Tier III	Below 100

Example Baseline Scenario Results

Baseline Scenario												
Code	Recommendation	Criteria and Weightings										Total Score
		Project Cost	Political Priority	Project Readiness	Public Desire	Economic Impact	Connectivity Enhancement	Traffic Impact	Quality of Life Benefit	Visitor Benefit	Transformative Project	
		4	4	3	3	5	5	3	5	5	2	
D10	Establish Market Square as Downtown's Public Space Anchor (Add events, etc.)	3	5	4	4	4	2	1	5	5	5	149
G1	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	4	3	2	3	5	5	3	2	5	5	147
FR5	Create Cohesive Wayfinding Along Fulton	4	4	3	4	3	4	3	3	5	4	145
D2	Identify Specific HOF Shuttle/Uber/Lyft Parking Lots Downtown	5	3	5	2	3	3	4	4	5	2	144
D1	Improve Streetscape and add Digital Wayfinding for Pedestrians & Cars Along Major Corridors	3	4	3	4	2	3	3	4	4	4	131
D4	Improve Streetscapes & Consider Road Diets Along McKinley Ave.	3	4	2	4	2	4	2	4	3	4	125
FR3	Improve Streetscape and Pedestrian Facilities Along Fulton	3	4	2	4	2	3	2	4	4	4	125
G5	Continue to promote and brand SARTA as an efficient, safe, and cost-effective means of transportation in the region	5	3	5	1	2	3	3	3	4	3	125
FR4	Establish an Overlay District within Plain Twp. similar to the City of Canton's to Create a Consistent Look & Feel to the Corridor	5	3	4	2	4	2	2	3	3	3	122
D14	Preserve Historic Character of Market & Cleveland Corridors	5	3	4	3	3	1	1	3	4	3	117
D6	Upgrade Pedestrian Facilities (ADA Ramps, Walk Maintenance)	4	2	4	4	1	3	2	4	4	1	116
G3	Expand bike share to more locations within Stark County	4	3	3	2	2	3	3	3	3	3	113
P1	Upgrade Portions of Fairgrounds Parking to use as Flex Lot for Events/Workforce	3	2	3	3	3	3	3	3	3	2	111
D11	Remove Parking at Market Square	5	5	4	3	2	1	2	2	2	2	106
D9	Improve Streetscape & Signage along Court Ave.	4	3	3	3	2	2	1	3	3	3	105
FR2	Establish a Consistent Lane Configuration along Fulton Road	2	4	2	3	1	4	4	2	3	2	105
H11, P9	Construct Bike Facilities along 13th St.	3	3	3	3	2	3	2	3	2	2	102
H4	Create Walking Route for Western Residents to HOF Village	4	1	3	4	1	4	1	4	1	1	96
H8	Establish a Landscaped Buffer around Athletic Fields (assume right of way is needed)	3	3	3	5	1	1	1	5	1	2	95
P6	Pave West Branch Trail within Park	4	2	3	2	1	1	1	2	3	1	79
H2, P3	Improve Stadium Park Drive Pavement	3	2	2	2	1	2	2	1	2	1	70

Implementation Plan

A Guide to Move Forward



Implementation Matrix

Scenario	Code	Recommendation	Lead Agency	Partnerships	Timeframe	Cost	Funding Strategy	Expected Benefits	Next Steps
Moderate	Tier 1	G2	Install infrastructure and encourage the adoption of Smart Parking both on street and within public parking lot/garages	City of Canton, Whoever owns the other surface and parking lots	Convention and visitor's bureau (Allison Bussey)	3 to 5 years	\$\$\$\$		 Weigh the Costs & Benefits of Implementing Smart Parking Techniques as part of the Downtown Parking Study
		G6	Develop a comprehensive digital wayfinding system (from airport to downtown and points in between) to aid in guiding visitors to their destinations and promote local attractions	City of Canton, ODOT,		3 to 5 years	\$\$\$		 Begin Discussions with Local and Regional Stakeholders to define Scope and Scale of the System
		FR7, H10, P8	Create Intermodal Facility for Bus Shuttle, Bike Share, Uber/Lyft, Future Light Rail	HOF, Parks	SCATS, SARTA, Akron Metro, Cuyahoga Valley	1 to 2 years	\$\$\$\$		 Acquire Needed Property
		D5	Enhance Cherry & Market Ave. Streetscape/Signage to Establish Southern Downtown Gateway	City of Canton	Hercules, Cormay development	1 to 2 years	\$\$\$		 Build off of Current Planning Concepts and Design Necessary Improvements
		H5	Develop Pedestrian Promenade under I77	ODOT, HOF, Canton Parks	FHWA	3 to 5 years	\$\$\$\$		 Complete I-77 Connectivity Study to determine Scope and Scale of Needed Improvements
		H6	Conduct a Study to Explore Options to Increase Connectivity across I77 (Tunnel, Cap, Bridge ideas)	Same as promenade	SCATS				Complete I-77 Connectivity Study
	Tier 2	D12	Redesign Tuscarawas St. to Slow Down Traffic & Encourage Pedestrian Activity	City of Canton		1 to 2 years	\$\$\$		 Complete a Study that Investigates Alternatives and their Impact on Traffic Flow
		P4	Add Roundabout & Realign Stadium Park Drive South of 7th to Better Align to Ramp	City of Canton (engineering)	Canton Park District	1 to 2 years	\$\$\$		 Complete a Study that Investigates Alternatives and their Impact on Traffic Flow
		FR1	Reconfigure Fulton/25th/Harrison Intersection	City of Canton (engineering)	SCATS	3 to 5 years	\$\$\$\$		 Complete a Study that Investigates Alternatives and their Impact on Traffic Flow

Targeted Recommendations

***Fulton Road Corridor
I-77 Pedestrian Promenade
Plain Twp. Overlay District
Regional Parking Strategy***



Targeted Recommendations – Fulton Road Corridor

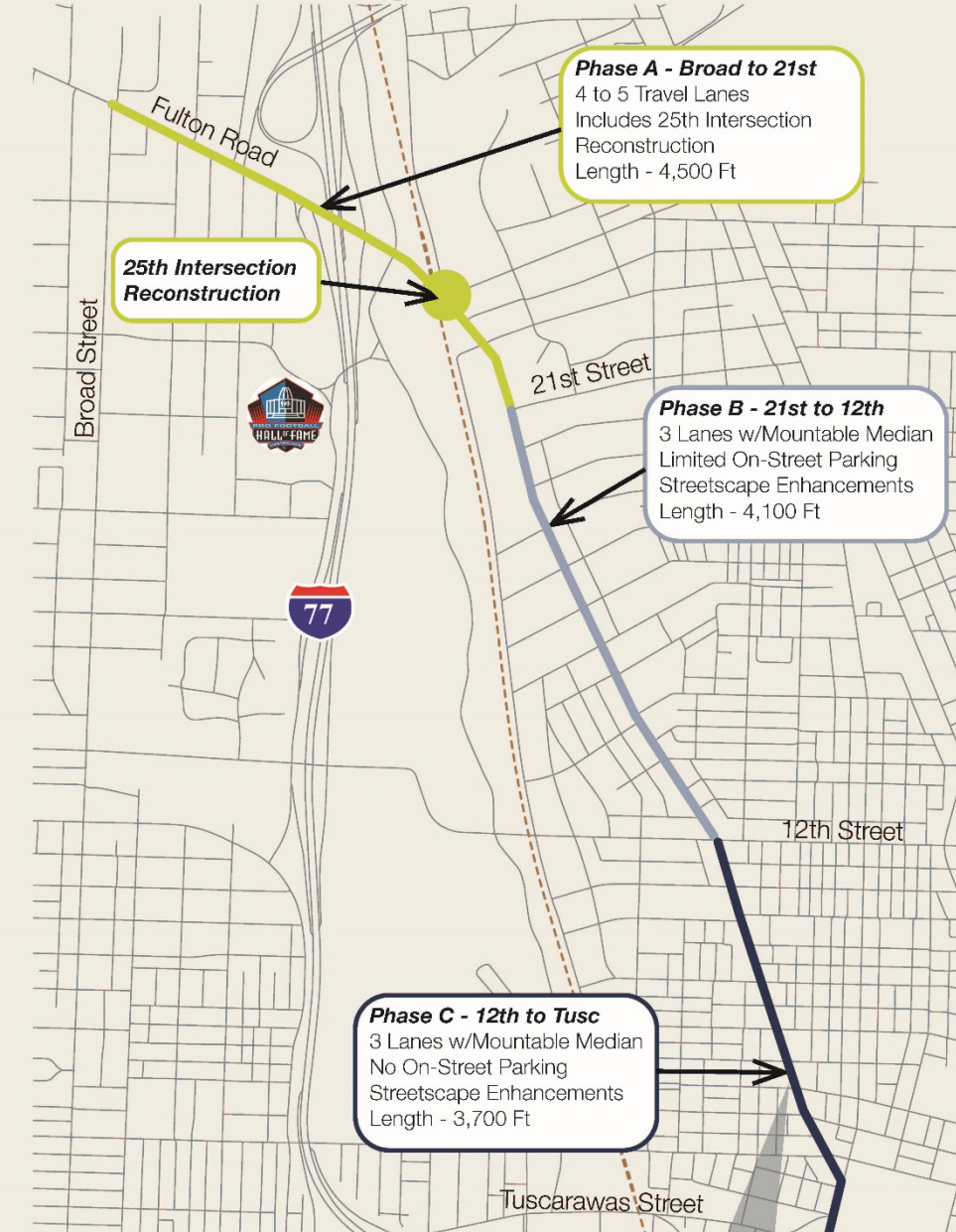
+ Goals for the Corridor

- Create a Consistent & Defined Lane Configuration
- Delineate On-Street Parking where Appropriate (Taggarts)
- Grand Entrance - 25th Street Intersection Improvement
- Enhanced Pedestrian Experience
- Improved Streetscape and Wayfinding Signage
- Mountable Medians where Appropriate

+ Broken into Three Phases

- Phase A – Broad to 21st – Interchange Oriented/Traffic Focused
- Phase B & C – 21st to Tusc. – Pedestrian/Streetscape Focused

Fulton Road Phasing Plan



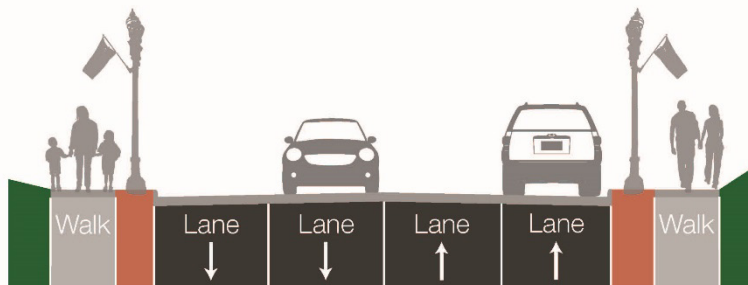
Targeted Recommendations – Fulton Road Corridor

Broad to 21st Street

21st to 12th Street

12th to Tuscarawas Street

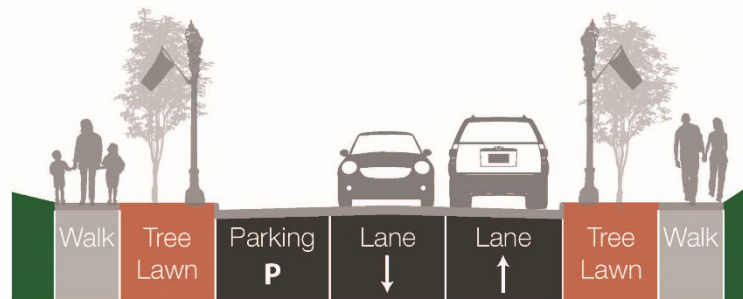
Fulton Road - Phase A



Right-Of-Way

Proposed Typical Section

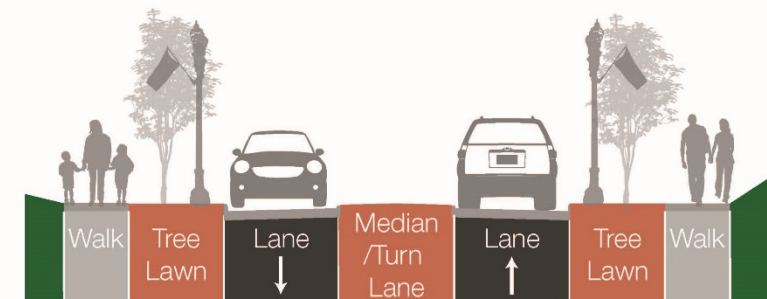
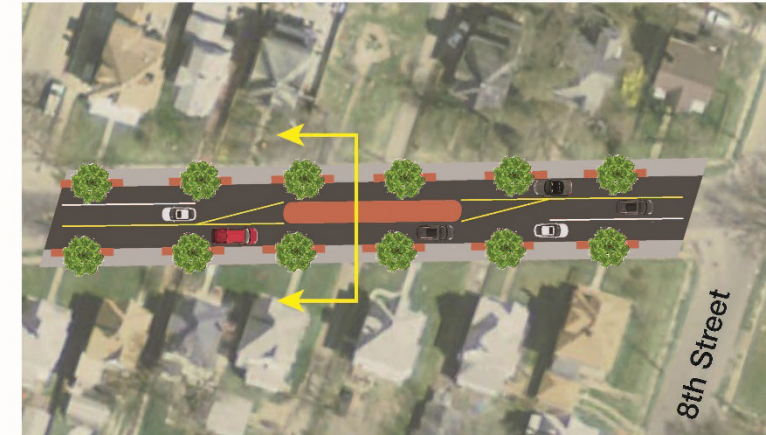
Fulton Road - Phase B



Right-Of-Way

Proposed Typical Section

Fulton Road - Phase C



Right-Of-Way

Proposed Typical Section

Targeted Recommendations – I-77 Pedestrian Promenade ■ ■ ■ ■ ■ ➔

+ Goals of Promenade

- To Improve Pedestrian Access to/from the HOF Village to Parkway, Parking and Future Intermodal Facility

+ Promenade Features

- 1 Lengthen I-77 Bridge from 50' to 200'
- 2 Remove and Regrade Eastern Hillside
- 3 Create Wide Promenade and Space for Street Games/Events along Promenade
- 4 Widen HOF Village Entrance to 4 Lanes

Promenade Plan View

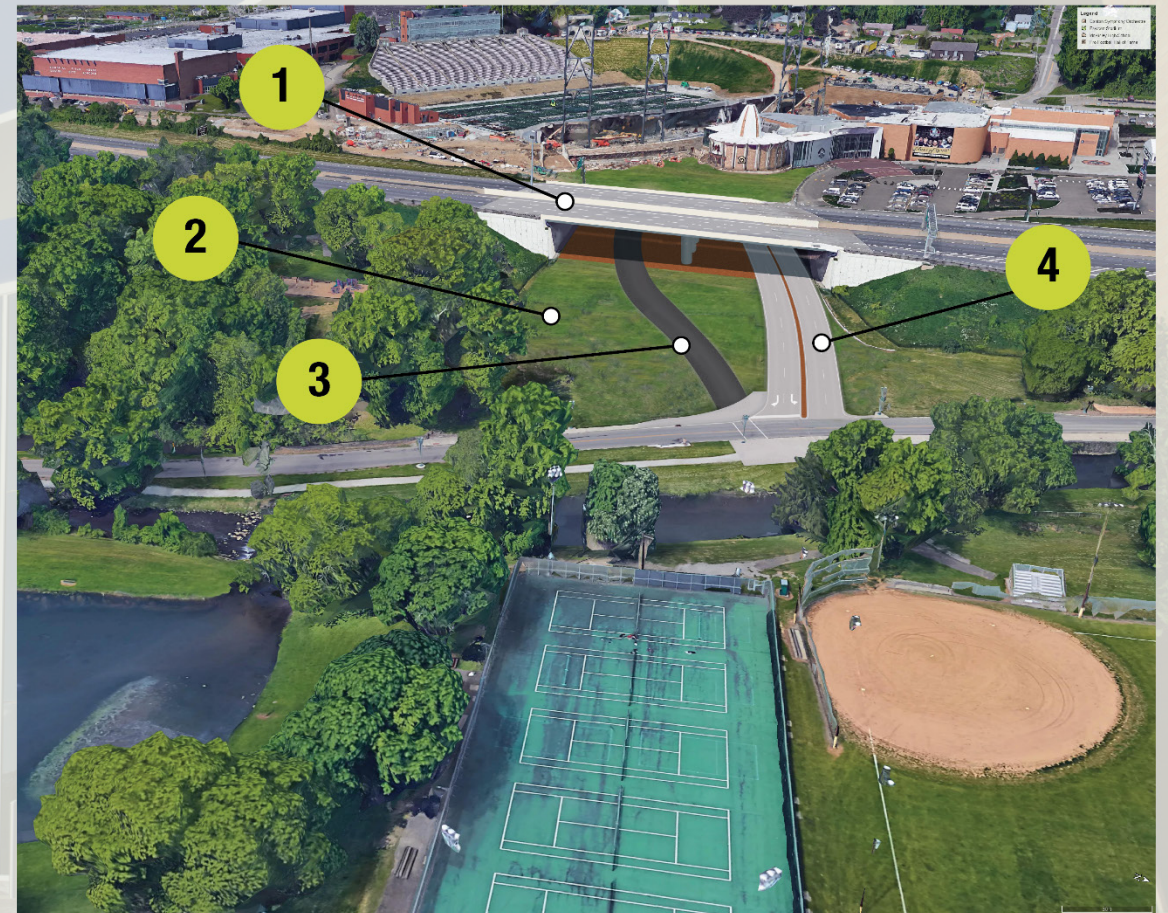


Targeted Recommendations – I77 Pedestrian Promenade ■ ■ ■ ■ ■ ➔

**Existing
Pedestrian Promenade - Looking West**



**Proposed
Pedestrian Promenade - Looking West**



Targeted Recommendations – I77 Pedestrian Promenade ■ ■ ■ ■ ■ ➔

Promenade Enhancement Ideas

To establish the Promenade as more than just a walkway, pedestrian scaled amenities must also be considered.



Programmable Lighting



Outdoor Games



Seating & Landscaping

Targeted Recommendations – Plain Twp. Overlay District

+ Goals of Overlay

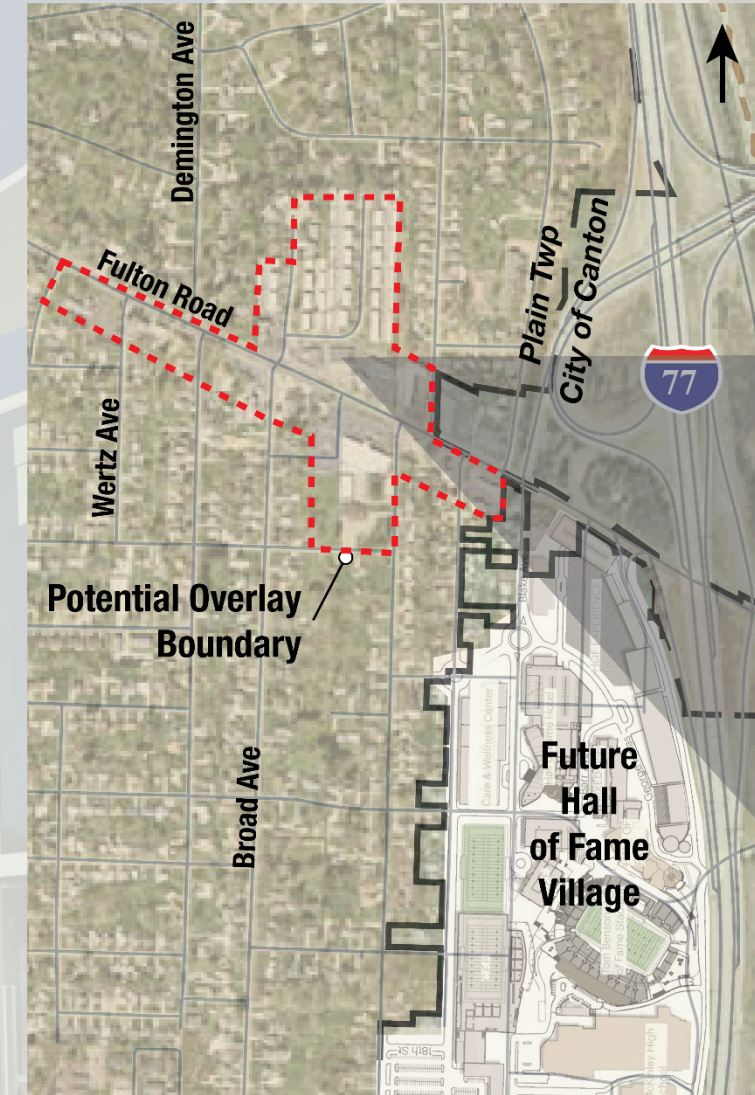
- To Encourage Mixed Use Development that is Pedestrian Scaled, Improve Corridor Aesthetics and Activity, Encourage Walkability and Enhance Access.

+ Overlay would be Placed along Fulton Road within Commercial or Multi-Family Zones.

+ Would Seek to Mimic Canton's Recent Overlays to Encourage Consistency Between City/Twp. Along Fulton.

+ Overlay Could Easily be Replicated in Other Areas of the Twp.

Overlay Map



Targeted Recommendations – Plain Twp. Overlay District ■ ■ ■ ■ ■ ➔

Overlay District Design Guidelines



1 Balance the needs of all users along the street. Provide wide sidewalks, on-street parking (where feasible) and an appealing streetscape to encourage pedestrian activity. Provide an engaging streetscape consisting of amenities, such as street trees and street furniture.



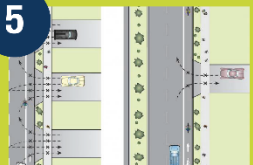
2 Encourage mixed-use development at a pedestrian scale. Mixed uses can include a variety of retail, office, research and design, service, housing and public facility uses all within close proximity.



3 Allow outdoor dining and temporary merchant space on the sidewalk area provided that a minimum six-foot pedestrian right-of-way remains unobstructed on the sidewalk.

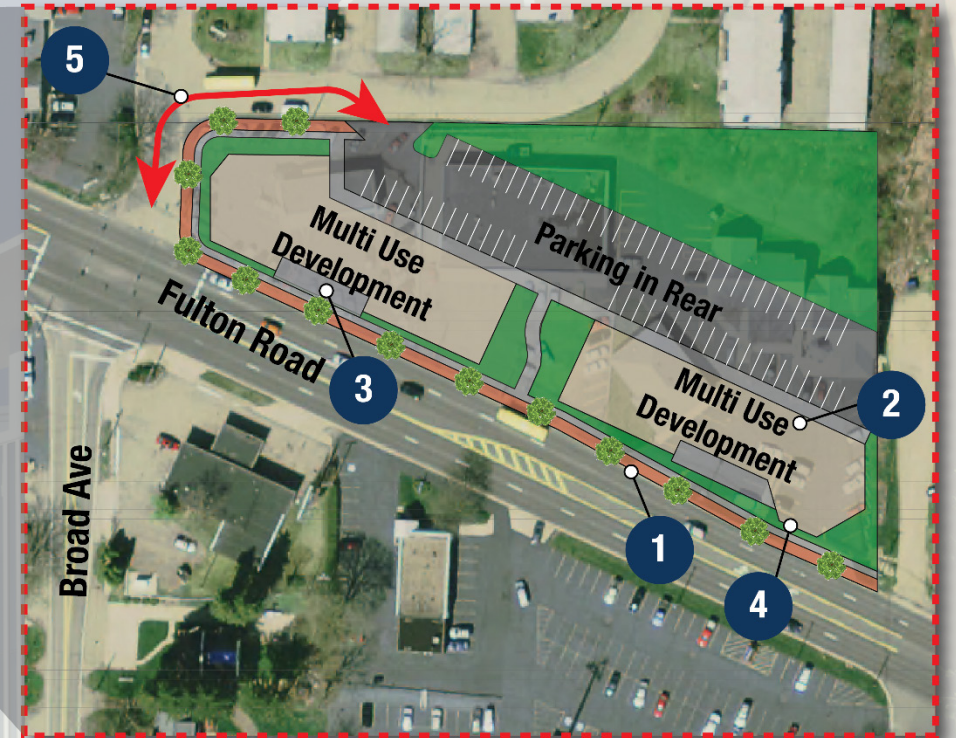


4 Orient buildings towards the street and surrounding buildings. Ensure the main entrance of a building faces the street and that no “blank walls” exist along the front facade of the building.



5 Encourage joint driveway access and/or access to alleys behind buildings. The reduction of driveways will improve safety and enhance the streetscape.

Sample Site Plan



Targeted Recommendations – Regional Parking Strategy

+ Goals of the Strategy

- To Shift Parking Distribution of HOF Visitors Regionally to Encourage Parking Downtown and the Fairgrounds.

Today



Conduct a Comprehensive Parking Study of the Region to Determine Usage & Occupancy Rates as well as Pricing.



Upgrade Portions of the Stark County Fairgrounds Parking Lot to Improve Parking Conditions for Visitors During Events.



Investigate the Viability of an Intermodal Facility around the HOF Village for Bus Shuttle, Bike Share, Uber/Lyft, Future Light Rail

Targeted Recommendations – Regional Parking Strategy

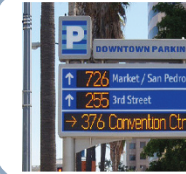
+ Goals of the Strategy

- To Shift Parking Distribution of HOF Visitors Regionally to Encourage Parking Downtown and the Fairgrounds.

Future



Integrate Parking Information into Regional ITS and Digital Wayfinding Systems.



Establish Smart Parking Policy for Public Lots and On-Street Parking.



Identify Locations for Uber/Lyft Layover Lots and Autonomous Shuttle Service.



Create Dynamic Parking Pricing where Rates Vary Based on Demand.



Improve Transit and Pedestrian Infrastructure to Encourage "One Stop" Parking

Next Steps

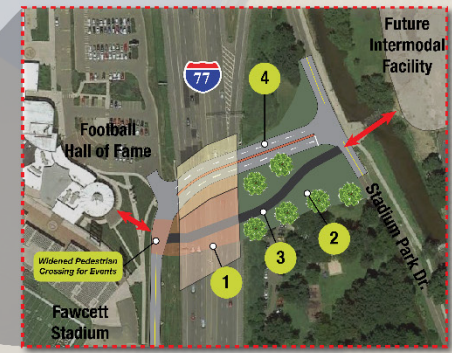
- + Complete Implementation Plan
- + Refine Targeted Recommendations
- + Submit Draft Plan November 2018 to SCRPC
- + Submit Final Plan December 2018 to SCRPC

Pedestrian Promenade

Overview Map



Promenade Plan View



Promenade Attributes

- 1 Lengthen I-77 Bridge (from 50' to 200') to Allow for Promenade
- 2 Remove Hillside and Regrade East of New Bridge Span
- 3 Create 24' Wide Pedestrian Promenade to Connect HOF Village to Park and Future Intermodal Facility
- 4 Allow for 4 Travel Lanes Along Park Drive

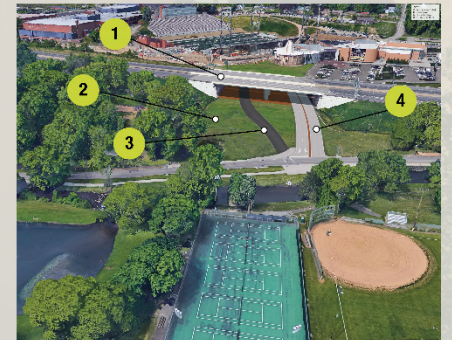
Existing

Pedestrian Promenade - Looking West



Proposed

Pedestrian Promenade - Looking West

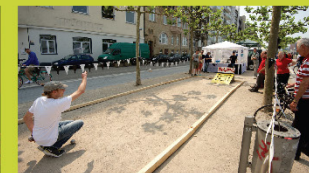


Promenade Enhancement Ideas

To establish the Promenade as more than just a walkway, pedestrian scaled amenities must also be considered.



Programmable Lighting



Outdoor Games



Seating & Landscaping

Thank You!
Questions?

