



Comp Plan Final Presentation  
November 6, 2023

# Welcome & Introductions

- Michael Conwell, Chair
- Steve Rector, Vice-Chair
- Laura Jo Hawk, Secretary



# Steering Committee

Nick Ball  
Ryan Carr  
Kevin Hendrick  
Gail Daily  
Jack Daniels  
Paul Donatelli

Elizabeth Engels  
Jessica Evans  
Mark Sedlack  
Joshua Lepley  
Timothy Lusk  
Cindy McDonald

Pete Schanz  
Nolan Cartner  
Barry Shaffer  
Judy Williams  
Johnathan Schoblocher



# Consultant Introductions

## Kleinfelder, Inc.

- Lauren Falcone, AICP
- Paul Tecpanecatl, AICP



## Boulevard Studios LLC

- Christine Meske, PLA, LEED AP



# What is a Comprehensive Plan?



## Project Scope

Create a comprehensive plan for the future that addresses existing conditions and future opportunities/challenges. Document becomes a road map for the community.

## Consultant Services Provided

- Discovery/Data Collection
- Collaborative/Visioning
- Plan Development Workshops/Public Survey
- Draft Plan Prep
- Public Review & Final Adoption



# What is a Comprehensive Plan?

A process that determines community goals and aspirations in terms of community development

A plan which dictates public policy in terms of key issues in the community

Current/Future Land Use  
Economic Development  
Transportation  
Infrastructure/Utilities  
Public Safety/Services  
Parks & Recreation/Open Space

Housing  
Natural/Cultural Resources  
Historic Preservation  
Zoning  
Community Facilities  
Agriculture



# Comprehensive Plan Process



# General Guiding Principles of the Plan

1. New Franklin residents **know what they want to be and what they do not want to be**; any future planning should recognize this appreciation for the current quality of life and focus on the potential impact of the financial needs of planning.
2. New Franklin has **two commercial gateways, Manchester Road (SR 93) and West Turkeyfoot Lake Road (SR 619)**, into the community, and investment should be targeted here, along with planning tools for a more uniform look and feel.
3. New Franklin residents are engaged about their existing infrastructure; **any changes should be further studied, recognizing that changes may need to be made to attract certain types of development or redevelopment.**



# General Guiding Principles of the Plan

4. New Franklin's **existing agriculture is part of the fabric of the community and should be preserved** as part of the agricultural atmosphere that residents desire.
5. New Franklin residents are **interested in an identity and a central gathering place**, one that will serve to bring all residents together, no matter whether they live in the city or what school district they attend.
6. New Franklin's **parks, recreation, and open spaces (and unique opportunities with state and county-owned recreational areas) are important to residents and should be preserved, improved, and expanded** to meet the needs of existing and future residents and visitors.
7. New Franklin residents are **interested in some additional commercial development, specifically more diversity and options in restaurants and other commercial businesses**. These developments should **utilize vacant buildings first** so as not to utilize existing greenspace.



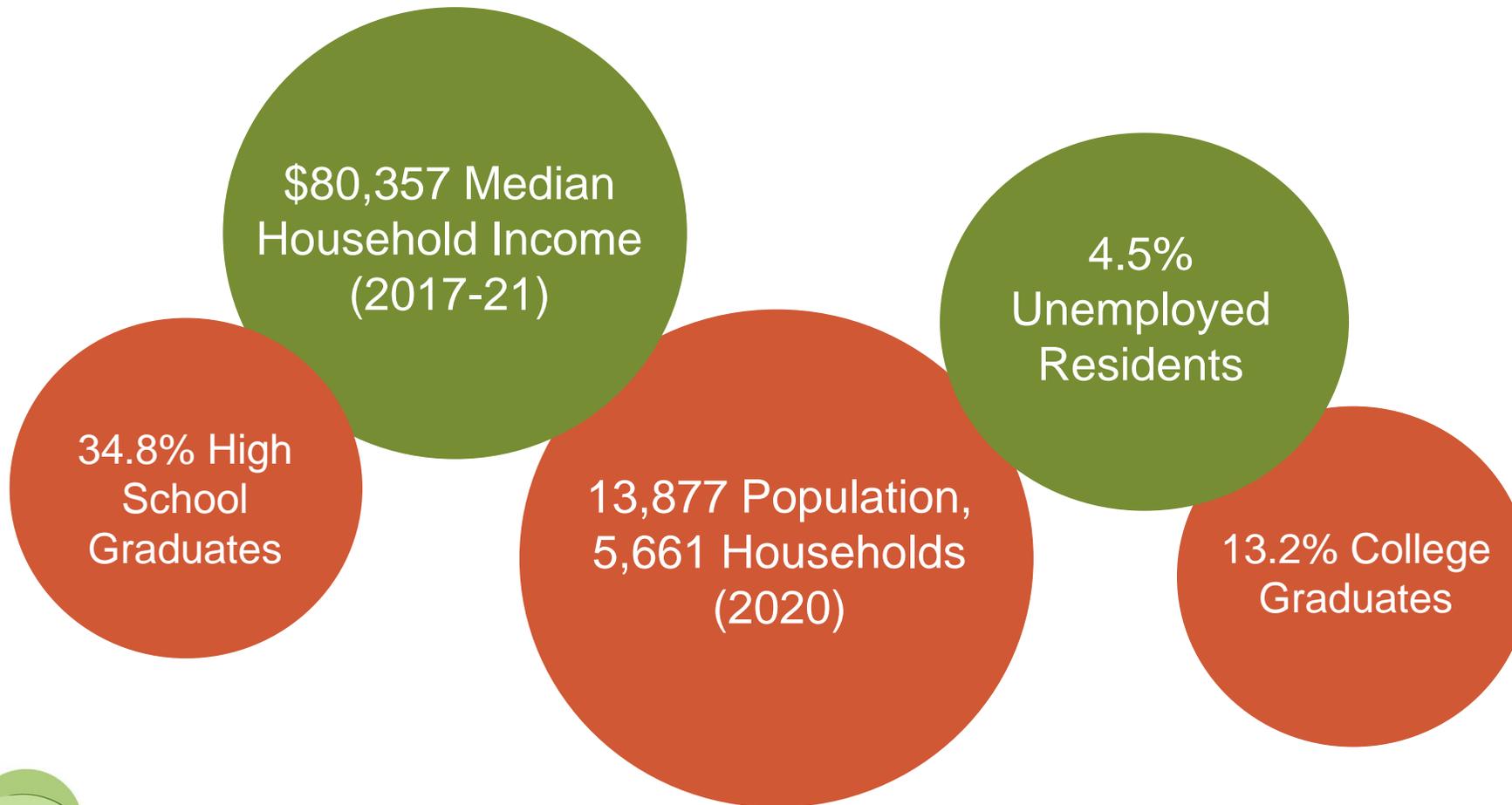
# General Guiding Principles of the Plan

8. New Franklin's **housing stock should include more diversity in price and options** in order to keep existing residents and attract new residents in different stages of their lives, especially those who want to downsize and age in place.
9. New Franklin is **interested in conservation design principles** to protect land and environmentally sensitive areas in development and redevelopment projects.
10. New Franklin is **one strong community, where residents love where they live, and all planning elements should recognize this.**



Many voices were heard during this process and many ideas were generated. These recommendations can be found in Chapter 6 by planning elements. While some of these ideas will be easily implemented, others will need further study. Additional public input and finalized plans will be necessary. Some drawings were developed for illustrative purposes only. We understand the financial implications of all these recommendations will need further review and final project determinations will be made by City Council.

# Phase 1: Data Snapshot



# Phase 1: Data Snapshot



# Phase 1: Existing Land Use



Uses	Acres	Percentage
Residential	+8,143	50.5%
Agricultural	+5,385	33.5%
Commercial	+1,039	6.5%
Exempt	+993	6.1%
Industrial	+555	3.4%
<b>Total</b>	<b>+16,115</b>	<b>100%</b>

# Phase 2: Public Engagement



# Public Engagement Plan

Activity	Number of Activities	People Engaged
Steering Committee Meetings	7	175+
Visioning	1	50+
Workshops	3	200+
Public Survey	1	1,751
Press Releases	3	75,000 (25k circulation)
Social Media	28	500-3,000 each time
Email Blasts	5	1,200
Webpage	1	2,000
Mayor's Daily Updates	Regularly	500-3,000 each time
Letter to the Editor	1	21,947-34,841 circulation
Community Events	2	1,000
Speakers Bureau	2	Kiwanis, Farm Bureau Members
Steering Committee Text/Emails	4	100+



# Phase 2: Public Engagement



Join Us, New Franklin!  
**PUBLIC INPUT WORKSHOPS**

Your City. Your Voice.  
 Share your ideas for the future of New Franklin.

[Learn More at NewFranklin.org](http://NewFranklin.org)

**WORKSHOP #1**  
**Current & Future Land Use**  
 Thursday, January 26, 2023 6-8 pm

**WORKSHOP #2**  
**Economic Development**  
 Tuesday, February 7, 2023 6-8 pm

**WORKSHOP #3**  
**Parks & Recreation**  
 Thursday, March 9, 2023 6-8 pm

ALL WORKSHOPS WILL BE HELD AT  
*gather*  
 EVENT VENUE  
 4315 MANCHESTER ROAD



**COMPREHENSIVE PLAN  
 PUBLIC INPUT WORKSHOPS**

Add your voice and ideas to the efforts to build a better community for the future. During the workshops, the City's consultant (Kleinfelder, Inc.) will lead a brief discussion about the work that has already been completed including a review of the recent survey results. The majority of the time will be spent discussing planning elements. The information from this meeting will be fundamental to the development of the Comprehensive Plan, which will include goals and action steps to help shape the future of the City of New Franklin.

All New Franklin residents are invited and encouraged to attend! Light refreshments will be served.

**Questions?**  
 Contact Katie Smith, Communications Manager, City of New Franklin  
 330-882-4324 ksmith@newfranklin.org



**Your City. Your Vision.**

Please Join Us to Share  
 Your Ideas for the  
 Future of New Franklin.

**VISIONING EXERCISE**

Community visioning is a technique that offers communities a way to promote great awareness of change, deepened citizen involvement, and a stronger sense of control over a community's destiny. The City of New Franklin has many great assets and through this process we hope to learn more about the future of the community. This is a unique opportunity to add your voice and ideas to the efforts to build a better community for the future.

**BACKGROUND**

The City hired Poggenmeyer Design Group, Inc. to work with a Steering Committee comprised of community members to complete our Comprehensive Plan. A Comprehensive Plan is a document and process that determines community goals and aspirations in terms of community development. It can guide public policy in terms of economic development, land use, transportation, infrastructure, public safety, community facilities, agricultural, natural, and cultural resources, housing, downtown revitalization, and historic preservation.

**We look forward to seeing you at this important event!**

The Comprehensive Plan Steering Committee

**PUBLIC VISIONING**

**TUESDAY**  
**May 17th**  
 2022  
**6:00 - 8:00 pm**

**WHAT**  
 Comprehensive Plan Visioning Workshop

**WHERE**  
 Gather at the Lakes Event Venue  
 4315 Manchester Road  
 New Franklin, Ohio 44319  
 Light refreshments will be served.

**Questions?**  
 Please contact Katie Smith,  
 Communications Manager,  
 City of New Franklin,  
 ksmith@newfranklin.org,  
 330-882-4324.



# Phase 2: Public Engagement



# Visioning

## Visioning Boards

COMPREHENSIVE PLAN 2022



### Final Visioning Boards:

- supports residents' visions
- does not support residents' visions

# Final Visions

## Overall Vision

The City of New Franklin aspires to be a centrally located community providing residents with an excellent quality blend of rural, suburban, and lake lifestyles, a varied housing stock, quality infrastructure and services, access to small local businesses, amenities, community gathering areas, strong schools, and natural open spaces.

## Future Land Use

To focus on small, incremental growth to maintain the current character of the community related to all planning elements.

## Parks/Recreation/Open Spaces

To have open, natural-feeling, inclusive, and accessible parks that serve multiple purposes, contain many amenities, and continue to serve the community demographics well while respecting residents' privacy and property.



# Final Visions

## Agriculture

To continue with a rural atmosphere and balance agricultural uses with residential uses and environmental issues related to agriculture.

## Housing

To continue to encourage property maintenance and the availability of single-family homes on larger lots, as well as different housing types for an aging population who want to age in place.

## Economic Development

To focus on small- to medium-sized locally owned existing and new businesses (retail, commercial, industrial) that service the residents of New Franklin. To prioritize existing vacant or underutilized properties for the best and highest use first, before utilizing green or agricultural spaces.



# Final Visions

## Transportation

To focus on Manchester Road (SR 93) Corridor and the Turkeyfoot Lake (SR 619) Corridor making it safe and aesthetically pleasing to all modes of transportation.

## Infrastructure

To maintain infrastructure for the current and future residents and businesses while being fiscally responsible and balance varying opinions on water/sewer and location of related services, especially as it relates to existing and future development/re-development.

## Community Facilities

To ensure adequate community facilities to host events in addition to those held at the Tudor House, such as a Farmer's Market, Community Garden, and other activities to bring people together.



# Final Visions

## Environmental

To apply conservation design principles to all types of development and redevelopment in the city to preserve environmentally sensitive areas.

## Quality of Life

To maintain and cultivate our community by unifying the city residents around a common identity. To foster a distinct character and design potential gathering places that strengthen the environment for a stronger New Franklin identity.



# Survey Fast Facts



A copy was sent to each household by DataForce in November

Survey was available online through SurveyMonkey Nov-Dec 15<sup>th</sup>

Additional paper copies were available at City Hall and the Library

Paper surveys were returned to DataForce and tabulated there

All final data was delivered in read only format and downloaded in meetings

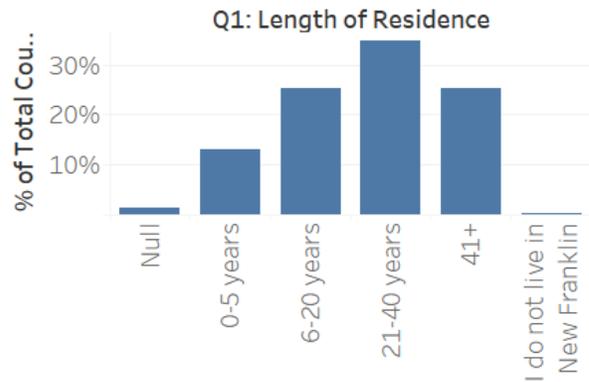
Tableau software was used to merge the two data sets

1,751 responses  
+/- 30% response rate

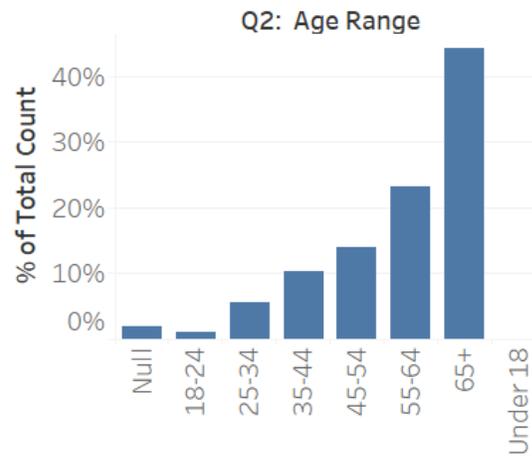
# Survey Summary – Who Responded?



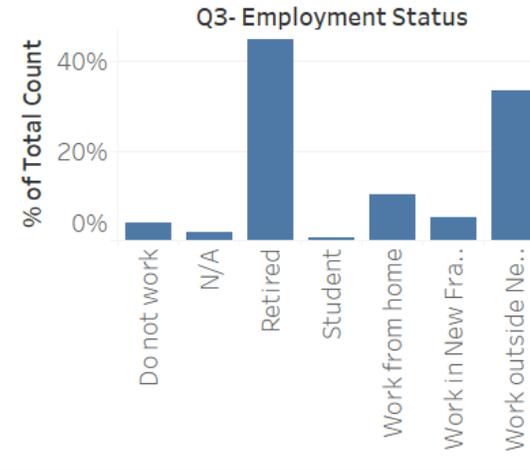
How Long Have you Lived in NF?



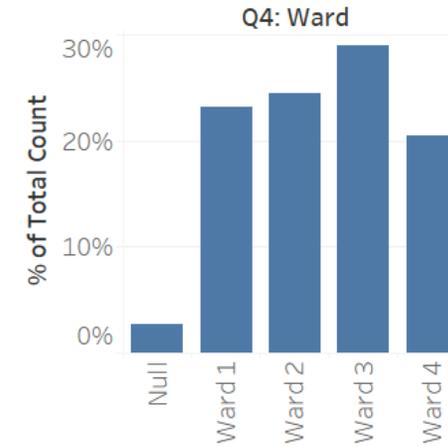
Age Range



Employment Status



Ward



# Survey Summary

Majority of respondents described NF as suburban (65%)

36% said rural atmosphere was important

78% would encourage others to live in NF

51% want to see commercial development as additional form of revenue, 25% said agricultural, 20% said residential, 14% said industrial, and 25% said no development

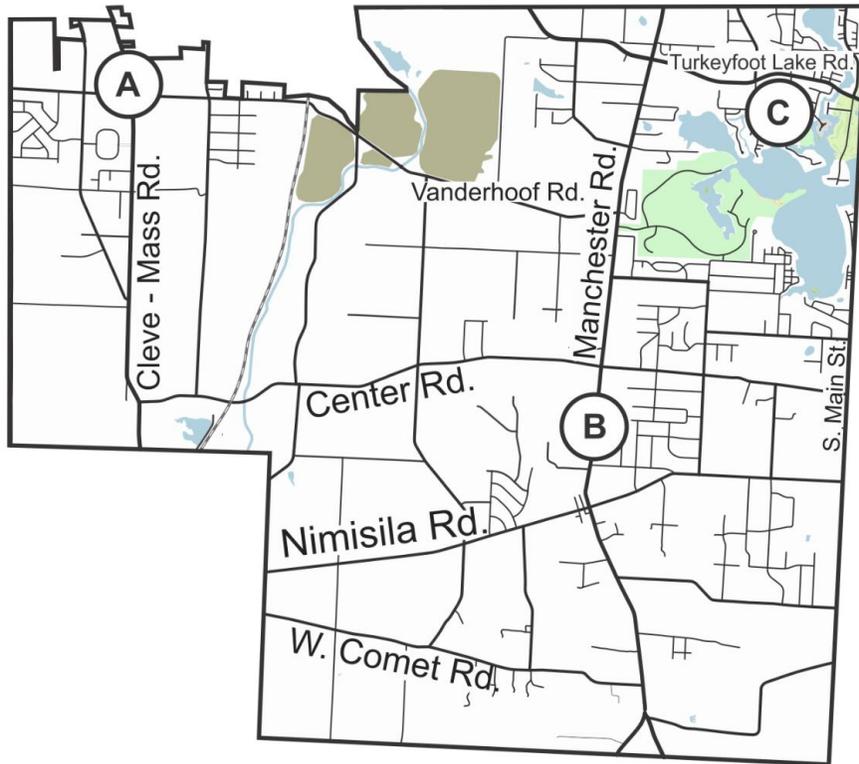
Majority of respondents happy with safety services, quality of life, snow plowing, traffic, road maintenance, schools, parks, housing affordability

Majority of respondents not happy with grocery store, shopping, dining options



# Survey Summary Related to Economic Development

## Map



## Survey Results

- Small Employers (> 20 jobs)
  - B (55% of respondents)
- Larger Employers (20+ jobs)
  - A (55% of respondents)
- Restaurants
  - B (61%), C (55% of respondents)
- None (10-11% of respondents)



# Survey Summary Related to Economic Development



Respondents gave a thumbs down to doctors' offices, availability of dining, shopping, and grocery stores



Respondents gave a thumbs up to utilities



54% of respondents want to see continue with private sewer and 60% with private wells. 20-22% want city wide sewer and water levies



76% of respondents have broadband, 56% happy with it



69% of respondents support asphalt road improvements, 32% support storm drainage improvements, 25% support sidewalk and streetlight improvements



# Survey Summary Related to Economic Development

## Revenue/Taxes

- Majority of respondents (70%) felt more small businesses were the answer for increasing city revenue and 50% thought more large businesses
- Majority of respondents would support more businesses if they:
  - Maintain character of community (78%)
  - Provided more jobs (76%)
  - Provided more services (75%)



# Survey Summary Related to Economic Development

- 61% of respondents want to attract new businesses
- 52% want to retain existing
- 67% want to utilize existing vacant buildings for economic development
- 8% said do nothing for economic development



# Survey Summary Related to Parks & Recreation

- 72% of respondents were **satisfied** with the city's **parks**
- 15% of respondents were **not satisfied** with the city's **parks**
  
- 46% of respondents were **satisfied** with **adult recreation**
- 26% of respondents were **not satisfied** with **adult recreation**
  
- 29% of respondents were **satisfied** with **senior recreation**
- 26% of respondents were **not satisfied** with **senior recreation**
  
- 44% of respondents were **satisfied** with **youth recreation**
- 18% of respondents were **not satisfied** with **youth recreation**



# Survey Summary Related to Parks & Recreation

## Focus On..

- Towpath & Vanderhoof (39%)
- Multi-Purpose Parks (38%)
- Open Space, Natural Areas (37%)
- Restrooms (28%)
- Playgrounds (26%)
- Water Recreation (25%)
- None (17%)
- Bike Lane (15%)



# Survey Summary Related to Parks & Recreation

## Spend Funds on...

- Park Facilities (20%)
- Recreation for Youth (13%)
- Recreation for Adults (10%)
- Recreation for Seniors (10%)
- Adding Bike Lane/ Multi-Purpose Paths (9%)



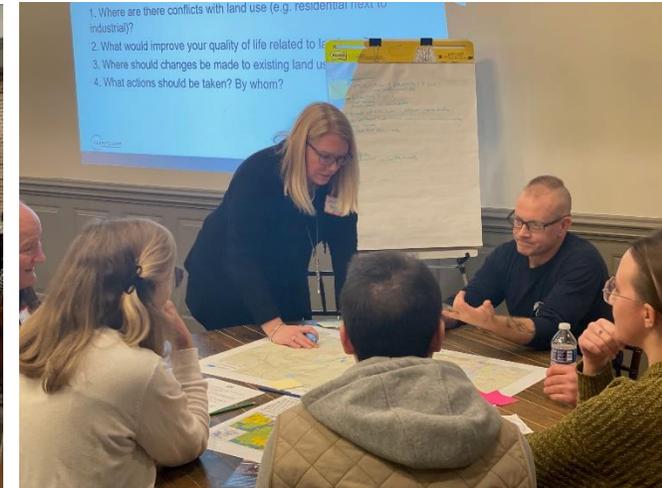
# In Their Own Words

A central graphic featuring a cluster of approximately 15 speech bubbles in various colors (blue, green, orange, red). Each bubble contains a quote from a community member. The quotes are:

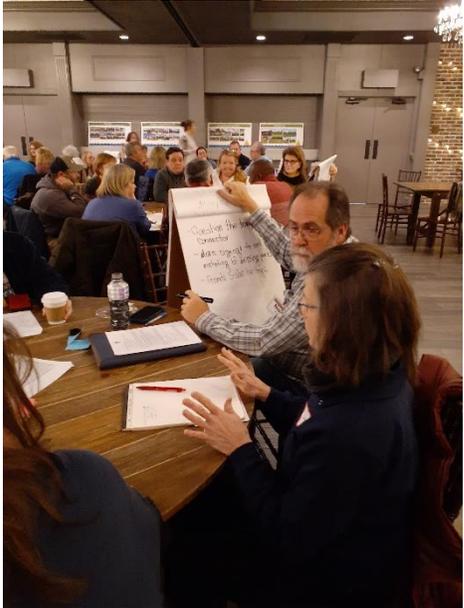
- "Let us remain a refuge from city life."
- "We would appreciate senior living facilities."
- "Taxes are too high for the services we receive."
- "Thank you for involving us as citizens in this decision making process."
- "Poorly maintained homes with junk, debris, cars in yards detrimentally affect not only the neighboring homes but the ENTIRE community."
- "Keeping it small and more rural is rare now, so we should try to be one of the nice small towns."
- "My experience with Police and Fire has been outstanding."
- "I'd love to see more activities for children of all ages."
- "I think there's room to update and move forward without losing the rural "country feel" that is New Franklin."
- "I really like the atmosphere of New Franklin and the small town feel is why we moved here."
- "We have a great community don't screw it up!"
- "The 619 corridor looks shabby at the moment with unused building structures & empty lots etc."
- "We love the Memorial Parade and activities like that truly give New Franklin the all American small town feel."
- "Each year the road dept. does a phenomenal job on road maintenance – summer & winter..."
- "Some business growth & infrastructure like broadband to keep the community up to date with modern times without sacrificing charm!"
- "The tax burden, mostly for the schools, is completely out of line with any of the neighboring communities."
- "I absolutely love New Franklin. Its close enough to shopping yet so country like at night."
- "Can we please get a grocery store!!"



# Workshops



# Workshops



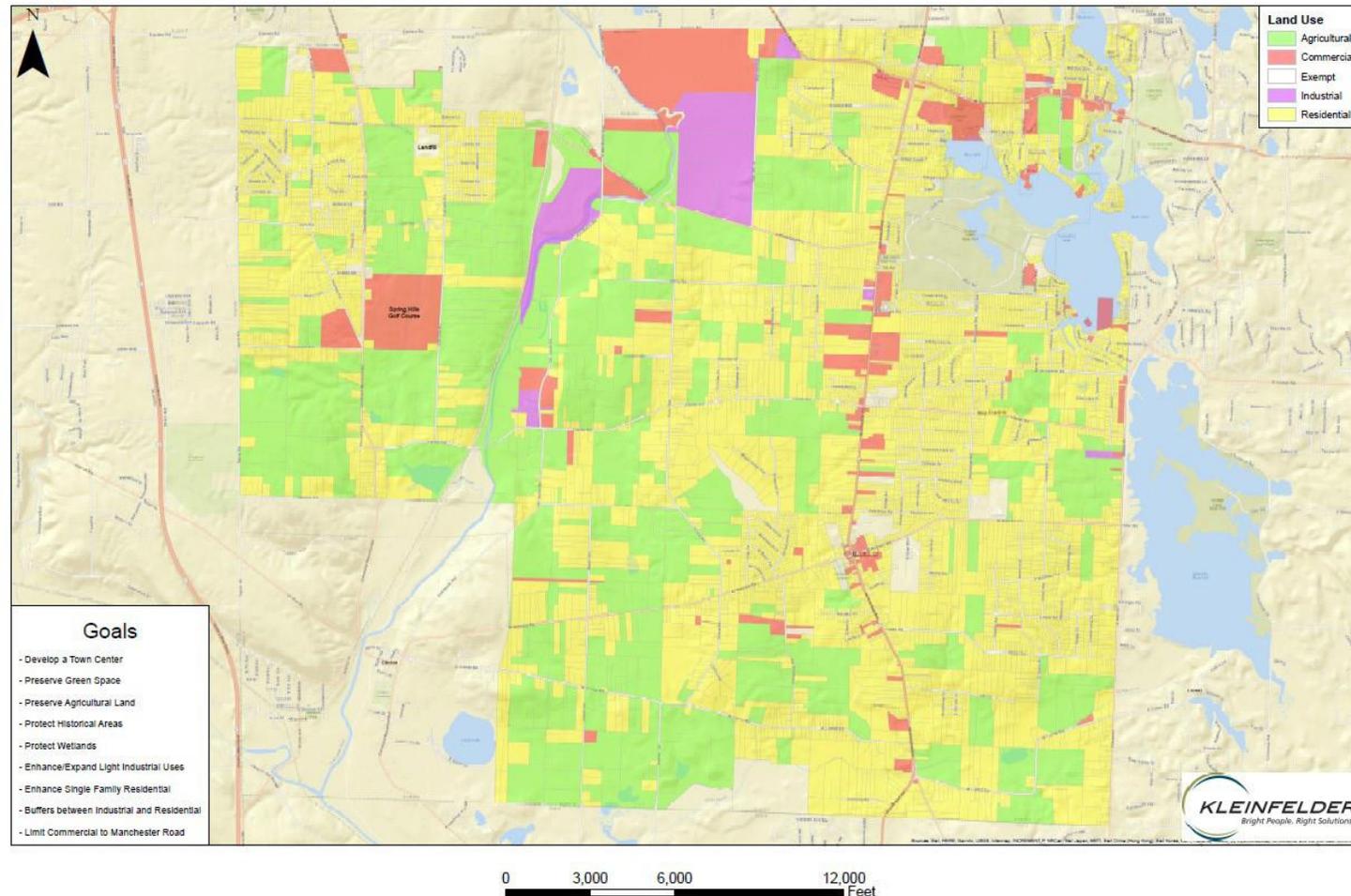
# Implementation

**Many voices were heard during this process and many ideas were generated. While some of these ideas will be easily implemented, others will need further study. Additional public input and finalized plans will be necessary. Some drawings were developed for illustrative purposes only. We understand the financial implications of all these recommendations will need further review and final project determinations will be made by City Council.**



# Implementation – Future Land Use

City of New Franklin | Future Land Use Map



# Implementation – Concepts

Data collected from Discovery Phase, Visioning, Workshops, and Survey revealed common themes in the kinds of initiatives and investments in public space that many New Franklin residents would like to see:

- Better access to parks and green spaces
- More flexibility in their uses (light rec, farmers' markets, etc.)
- Maintaining open space, rural feel
- Stronger identity as one travels through the city
- Cohesive commercial corridors for economic vitality

This series of concepts are intended to spark imagination and inspire ideas as to improvements that can be done at varying levels of investment.





# Implementation – Concepts



Sample Gateways



- Introduce unique symbol/branding that shows what New Franklin *is*.
- Establish city boundaries, welcome people as they enter
- Set stage for streetscape elements

# Implementation – Concepts

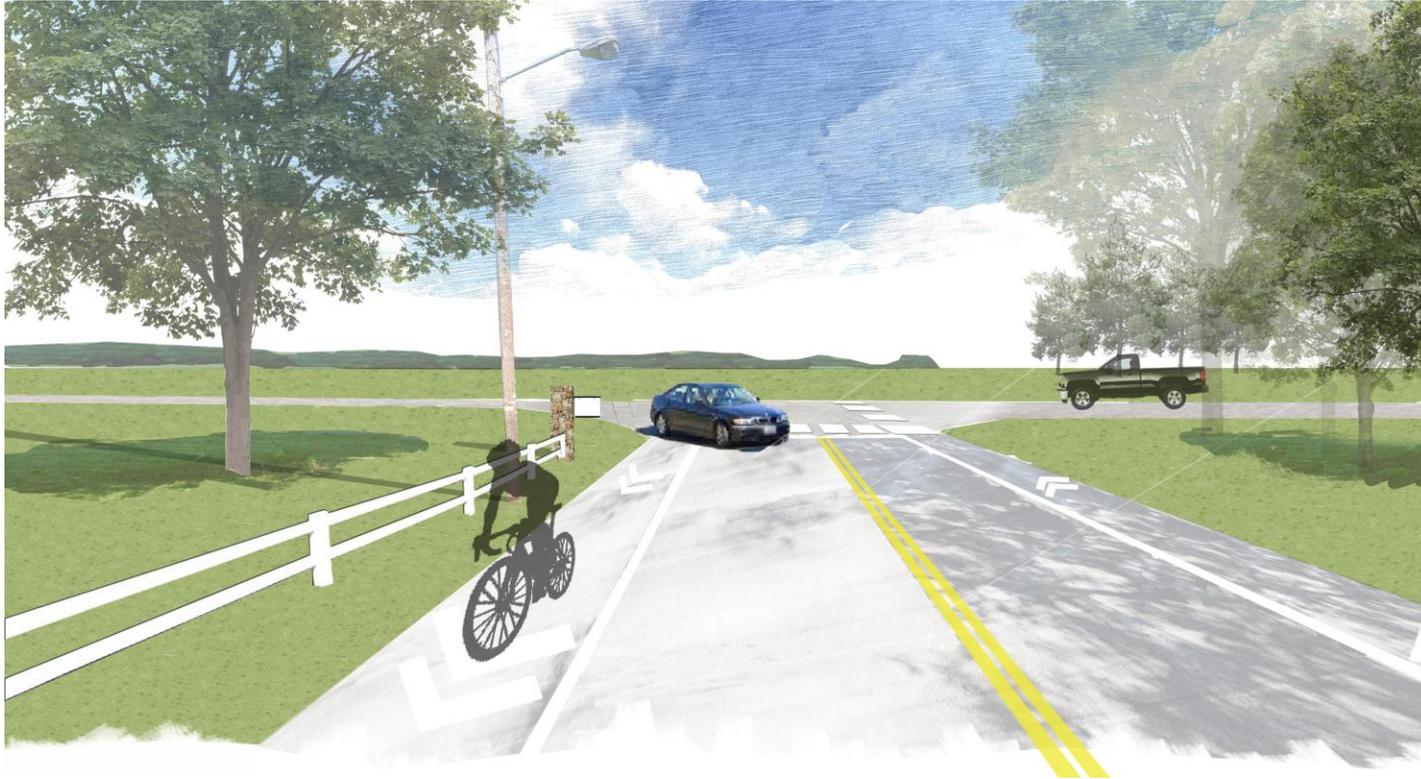


## Sample Corridor Improvements

- Streetscape elements for continuity, sense of place
- Improve access and traffic flow to benefit businesses
- Incorporate identity/branding elements, mini gateways into commercial districts



# Implementation – Concepts



Sample Bike Lane

- Roadway "diets" to make way for painted bike lanes
- Improve multi-modal access to existing amenities and greenspaces



# Implementation – Concepts



Sample Flexible Greenspace

- Rediscover greenspace the city already has by encouraging use for community events
- Improve access, parking
- Indicate public lands with identity/branding



# What Does It All Mean by Planning Elements

## Land Use

- Value rural environment, agricultural uses, and environmentally sensitive areas
- Buffering is important, along with using existing vacant buildings first, before greenspace



# What Does It All Mean by Planning Elements

## Parks, Recreation, Greenspace, Natural/Cultural Resources

- Existing parks should be maintained, upgraded, and enhanced prior to additional parks being created
- Parks should:
  - be family-friendly
  - be accessible
  - have multi-purposes
  - have open space
  - examine future improvements at Towpath & Vanderhoof depending on funding
  - be connected with paths/trails
  - have playground equipment
  - have restrooms



# What Does It All Mean by Planning Elements

## Agriculture

- Maintain current rural feel by providing farming & greenspace
- Preserve large lots for hobby farming, but balance with potential commercial and residential development and environmental concerns
- Examine agri-tainment and/or agri-tourism



# What Does It All Mean by Planning Elements

## Housing

- Single-family housing on larger lots is supported, considering environmentally sensitive areas
- Senior housing and a variety of housing options/prices is desired
- Conservation design principles could be used to permanently protect open space



# What Does It All Mean by Planning Elements

## Economic Development

- Necessary to maintain the existing services and grow additional services
- Steer to existing underutilized or vacant buildings, so as not to take existing greenspace
- Retain existing businesses
- Focus on small businesses with diverse business types and missing business types
- Focus on existing industrial and commercial areas, maintain small town rural feel



# What Does It All Mean by Planning Elements

## Transportation

- Planned expansion and enhancement for the two main corridors of Manchester/SR 93 & West Turkeyfoot Lake/619
- Gateways and wayfinding should be examined city-wide
- Multi-modal transportation for pedestrians, bicyclists, and vehicles is important and better connections are needed



# What Does It All Mean by Planning Elements

## Infrastructure/Utilities and Public Safety/Services

- Connected community with human connections, asphalt road paving, sidewalks, bike lanes, and parks
- Additional infrastructure may be necessary for connected community
- Infrastructure will be necessary to create a “town center” gathering area
- Work for middle ground on the water/sewer topic



# What Does It All Mean by Planning Elements

## Community Facilities/Public Facilities/Services

- Designate a ‘town center’ with programmed activities to draw residents and visitors
- Farmer’s Market or community garden were suggestions
- Continue focus on public facilities and services
- Continue communication between city and residents



# What Does It All Mean by Planning Elements

## Quality of Life

- All planning elements should remember this lens of the current quality of life
- Any redevelopment and/or development should maintain quality of life
- Many visions, but one community



# Implementation Matrix

- Building a highly livable and desirable community is hard work
- Takes vision, commitment, partnerships, civic leadership
- Implementation chapter identifies major action items, timeframes, responsible parties, where located/what look like, and potential funding sources
- City could take these action items and program them into annual capital improvement plans



# Implementation Matrix

## Agriculture

Agriculture	Where Heard	Time Frame	Responsible Party	Where Located/What Look Like	Potential Funding
Balance agricultural feel with agricultural uses and residential uses	Public Visioning	Short-Term	City	-Study, survey varying agricultural uses	N/A
Preserve large lots for hobby farming and continue to preserve large plots of land.  Balance with environmental concerns with fertilizer run off, lakes/ponds	Public Visioning	Short-Long Term	City Property Owners	-Support hobby farms/ag tourism/ ag- tainment  -Promote farmers selling products with map, city promotion  -Like Hale Farm on smaller scale  -Vineyards, feed collectives	USDA
Keep the rural, country feel with farming, greenspace, and township feel, however balance with those who want less farming or no farming	Vision Card Survey	Short- Long Term	City Residents Property Owners	-Limit ag only to low density residential  -Keep residential lots close to residential housing  -Quality enforcement of zoning  -Complete cost benefit analysis of land uses to determine what adds more tax base	N/A



# Appendices

- A- Key Trends & Existing Document Review
- B- Matrix Outlining 2004 Plan
- C- Maps
- D- Public Engagement Plan
- E- Survey Report
- F- Survey Data Integrity Plan
- G- Survey Comment Task Force Process
- H- Workshop Results
- I- Financing Programs
- J- Glossary of Terms



# Q&A Panel

1. Michael Conwell, Steering Committee Chair
2. Jack Daniels, Steering Committee & Survey Sub Committee Member
3. Jessica Evans, Steering Committee & Survey Comment Member
4. Elizabeth Engels, Steering Committee & Survey Comment Member
5. Lauren Falcone, Kleinfelder
6. Paul TecpanecatI, Kleinfelder
7. Chris Meske, Boulevard Studios



# Contact Information

[comprehensiveplan@newfranklin.org](mailto:comprehensiveplan@newfranklin.org)

[www.newfranklin.org/index.php/comprehensive-plan](http://www.newfranklin.org/index.php/comprehensive-plan)



## Consultants

- Lauren Falcone, AICP [lfalcone@kleinfelder.com](mailto:lfalcone@kleinfelder.com)
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- Chris Meske, PLA, LEED AP [chris@boulevard-studios.com](mailto:chris@boulevard-studios.com)

