



# SOUTH TOWN VISIONING WORKSHOP

Alien Vacation Mini Golf  
Attraction at Castle Noel

GetGo Gas Station

AutoZone Auto Parts

Papa John's Pizza

S Huntington St

W Smith Rd

W Smith Rd

Lafayette Rd

S Court St

42

3

# SOUTH TOWN VISIONING WORKSHOP

April 25, 2019

# AGENDA

1. Review S.W.O.T. Analysis Results
2. Learn History & Legacy of South Town
3. Share Common Goals of “Stakeholders”
4. Demonstrate Planning Exercise
5. Share Visioning Ideas for Needs, Aesthetics, Development
6. Discuss Opportunities/First-Step Projects
7. Questions & Answers

## REVIEW S.W.O.T. ANALYSIS

FROM JANUARY 31, 2019

### STRENGTHS

- **Proximity** to historic district
- **Variety** of businesses (60+)
- Business owners **engaged**
- Support for “South Town” **identity**
- Properties available to **develop**
- Unique industrial **history**
- **Daytime** employees/businesses

## REVIEW S.W.O.T. ANALYSIS

FROM JANUARY 31, 2019

### WEAKNESSES

- **Parking** scarcity
- **Street noise** (i.e., truck traffic)
- Lack of **aesthetics**
- Limited **recognition**
- Lack of **pedestrian** pathways
- **Vacant** properties and spaces
- Lack of proper **streetlighting**
- **Mismatched** building styles

## REVIEW S.W.O.T. ANALYSIS

FROM JANUARY 31, 2019

## OPPORTUNITIES

- Focus on **underdeveloped** properties
- Take advantage of limited **regulations**
- Build on unique **image/identity**
- Improve pedestrian activity with **streetscape** improvements
- Add more **parking** spaces/lots
- **Engage** stakeholders/investors
- **Improve** railway & Champion Creek
- Create **arts/entertainment** niche
- Promote available **liquor licenses**

## REVIEW S.W.O.T. ANALYSIS

FROM JANUARY 31, 2019

## THREATS

- Lack of **ownership/involvement**
- Awkward **land use** and “out-of-place” properties
- Limited pedestrian/parking **access** not addressed
- Lack of familiarity and negative **perception**
- Champion Creek **flooding**
- Lack of **railroad** owner support
- **Fear** of added regulations, impositions on landowners, etc.

## S.W.O.T. ANALYSIS RESULTS

FROM JANUARY 31, 2019

### OVERVIEW

- Need for **expansion** of business district/**development** of South Town
- Build on **historic legacy & unique niche** of South Town
- **Unify** South Town business district & neighborhoods with **common goals**
- Encourage **development** of vacant properties
- Encourage **rehabilitation** of available building stock
- Improve **land use** of underdeveloped space to address public needs



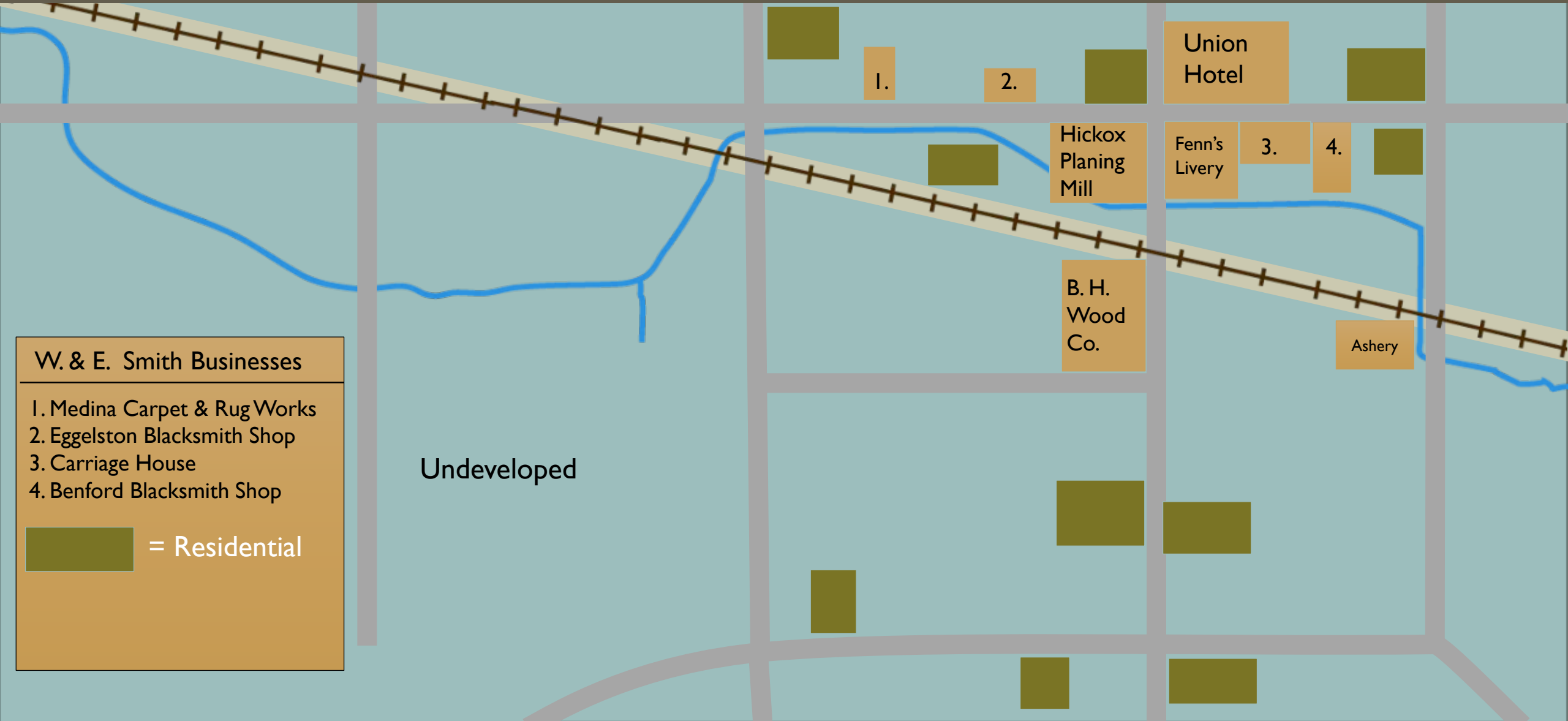
# HISTORY OF SOUTH TOWN

TAKEN FROM HISTORIC SANBORN MAPS &  
“BEYOND THE STOREFRONTS” HISTORY PROJECT

# SOUTH TOWN MEDINA – PRESENT DAY



# SOUTH TOWN MEDINA – CIRCA 1885



**W. & E. Smith Businesses**

- 1. Medina Carpet & Rug Works
- 2. Eggelston Blacksmith Shop
- 3. Carriage House
- 4. Benford Blacksmith Shop

 = Residential

## 1885 HIGHLIGHTS

*We begin with 1885, for this year marks the construction of the rail line, which is the single-most differentiating quality of the area.*

- In its beginnings, South Town was not quite South Town, but the South End of the Village.
- The area was populated by approximately a dozen residences, with several businesses congregating along Smith Road and the freshly constructed railroad line.
- Businesses worked in tandem, with the blacksmith shops servicing the livery and Union House Hotel.
- The railroad line was constructed by the Pennsylvania & Akron-Canton railroad company.
- Marginal development south of the Mill.

## 1885 IMAGES

- 282 S. Court Street: Union Hotel

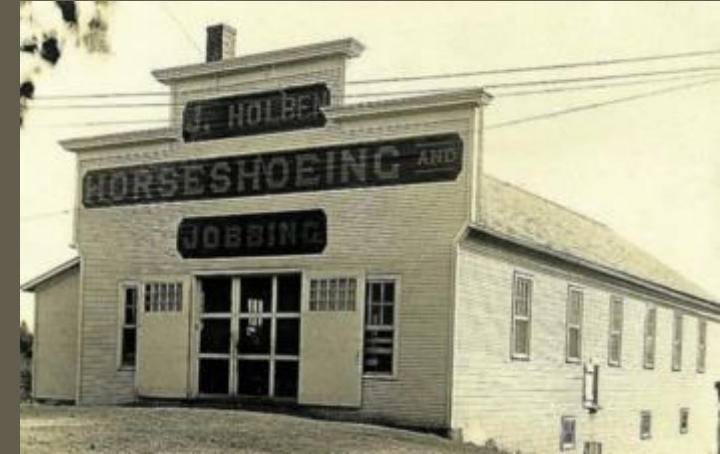


- 302 S. Court Street: Fenn's Livery Stables



## 1885 IMAGES

- 108 E. Smith Road: Holen Blacksmith Shop

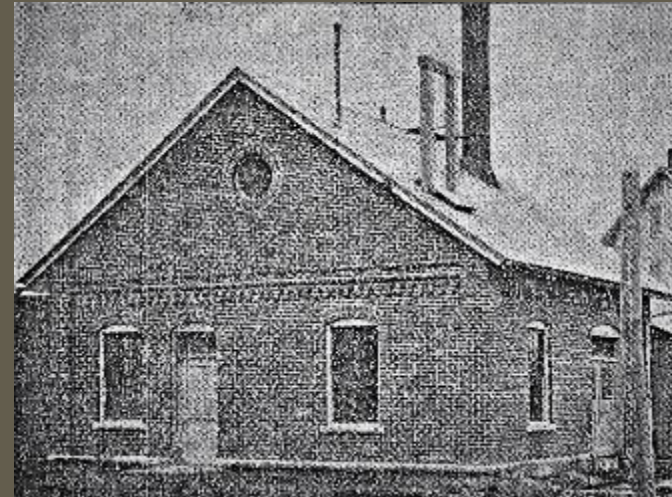


- 321 S. Court Street: B. H. Wood Co.



CHAMPION CREEK:  
1898-1911

- The Village of Medina built its Water Works building at 325 S. Broadway on Champion Creek, at the site of the old ashery.



- Champion Creek, at this time, provided water north to the Public Square.
- The Water Works plant moved to Rocky River in 1911, and 325 became the Clement Concrete Co.

## FARMER'S EXCHANGE: 1904

*South Town's Landmark Structure*

- Medina Farmer's Exchange was built at its present location in 1904, headed by Seth Swain as company president.



- The Farmer's Exchange was rebuilt twice, due to fires in 1915 and 1935 that destroyed both the original structure and its first reconstruction.



# SOUTH TOWN MEDINA – CIRCA 1923



- West Smith Businesses**
- 1. Blacksmith
  - 2. Medina Manufacturing Co.
  - 3. Medina Carpet & Rug Works
  - 4. Oatman Plumbing & Heating Supplies

Standard Oil Bulk Plant & Filling Station

Undeveloped

Vacant (Formerly Medina Bending Works)

Residential Neighborhood

Penn. Power Co. Passenger Depot

- 4.
- 3.
- 2.
- 1.

Neumeyer Apts.

Medina Granite & Marble Works

Union Hotel

Gibbs Motors Blacksmith Shop

Residence & Studio

Medina Coal Co.

Farmer's Exchange Motors Inc.

Farmer's Exchange Clement Concrete

Concrete Block Factory

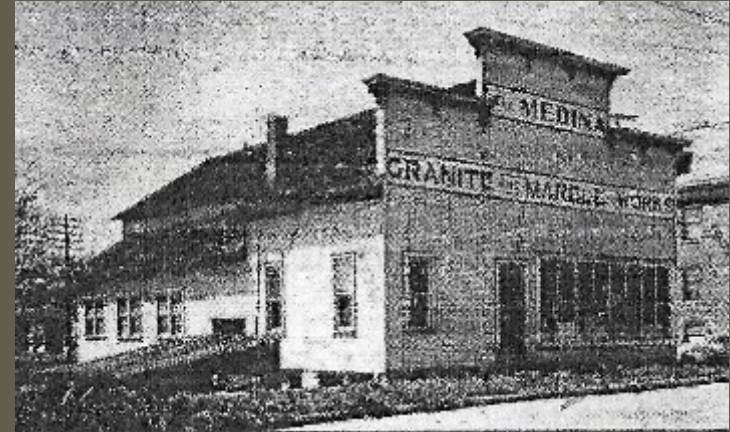
## 1923 HIGHLIGHTS



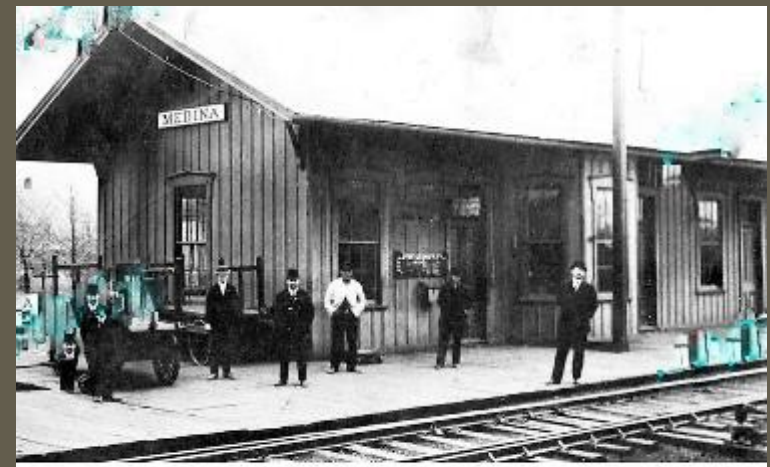
- The 1920s witness to South Town's emergence as a distinct quarter within the Village.
- Focusing around West Smith and the rail line, South Town thrived as an industrial center of town.
- South of Mill Street was *all* residential, with approximately three-quarters of the properties in South Town comprised as residences.
- Left: Streetscape of Court Street viewing South.

## 1923 IMAGES

- 301 S. Court: Medina Granite & Marble Works



- Passenger Depot Station



*Medina Ohio, view of the railroad depot station c1920*

## 1923 IMAGES

- 325 S. Broadway St.: Clement Concrete Co.



# SOUTH TOWN MEDINA – CIRCA 1932



- West Smith Businesses**
- 1. Gill & Dreher Machine Shop
  - 2. Medina Tractor Sales
  - 3. Medina Granite & Marble Works
  - 4. Ohio Fuel Gas Co. Field Office

Undeveloped

Residential Neighborhood

Standard Oil Bulk Plant & Filling Station

Passenger Depot

Union Hotel

Neumeyer Apts.

S. Oil Service Station

Gibbs Motors

Blacksmith

Medina Coal Co.

Farmer's Exchange Motors Inc.

Farmer's Exchange

Clement Concrete

Concrete Block Factory

Filling Station & Residence

Medina County Highway Garage

4.

3.

2.

1.

## 1932 HIGHLIGHTS

- In the 1930s, more filling stations are added to the area, and South Town continues to develop its automotive presence.
- Notably, South Town continues to thrive amidst the Great Depression.
- We begin to see a commercial entity entering South of Mill Street, which anticipates future changes to the South Town area.

## 1932 IMAGES

- 312 S. Court: Medina Coal Company

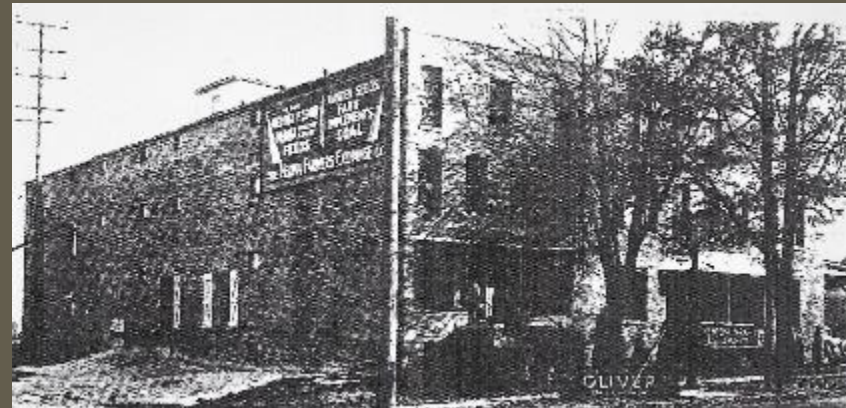


- 302 S. Court: Gibbs Motors



## 1932 IMAGES

- 320 S. Court St.: Medina Farmer's Exchange





# SOUTH TOWN MEDINA – CIRCA 1963



**West Smith Businesses**

1. Medina Machine Shop
2. J & S Tractor Sales
  - 2<sup>nd</sup> Floor: Kingdom Hall
3. Lawrence Memorials
4. Medina Laundry Co.
5. Kay's Yarn Shop

Standard Oil Bulk Plant & Filling Station

Jungle Larry's Safari Bldg.

Vacant

Amaco Service Station

Sunoco Serv. Station

5. 4. 3. 2. 1.

Neumeyer Apts.

Medina United Methodist Parking Lot

S. Oil Service Station

Medina Tire & Auto Supply

FEX Implements Sales Bldg.

MFX Coal CO.

Vacant (Formerly Cadillac Dealer)

Farmer's Exchange

Kay e Bros Dist.

Apts.

FEX Used Car Lot

Office & Residence

MCC

Apts.

Sunoco Station

Sinclair Station

Humble Station

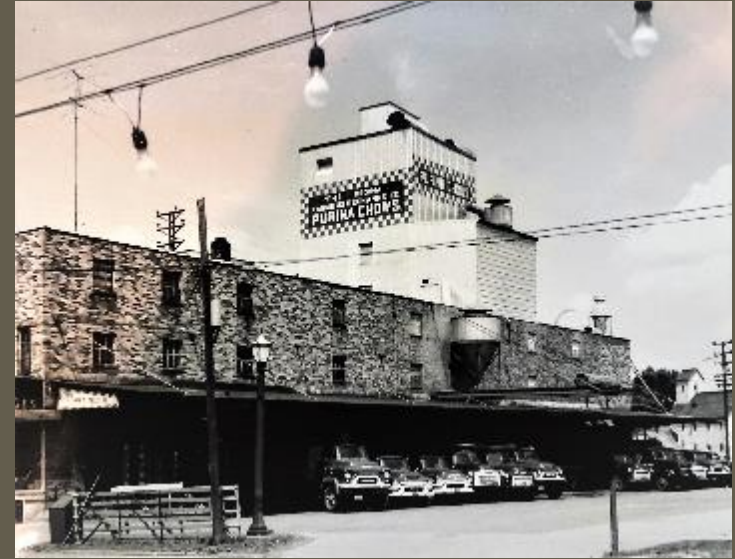
Atlantic Station

## 1963 HIGHLIGHTS

- South Town continues to develop its automotive presence in the area, exemplified with *four* filling stations at the intersection of Court Street and Lafayette, and several auto repair shops and dealerships.
- South of Mill Street continues to change, with businesses and apartment complexes replacing homes from the 1910s and 20s.

## 1963 IMAGES

- 320 S. Court St.: Medina Farmer's Exchange





## 1981 HIGHLIGHTS

- By the 1980s, South Town ceases to act as a residential neighborhood and quarter, and acts as a commercial center for the City and regional community.
- South Huntington and Lafayette Road were in full swing, with several commercial entities and residences occupying the Southern and Western portions of South Town.
- Auto-related businesses and the Farmer's Exchange continue to thrive, and we witness the emergence of offices and plazas that shaped South Town into its present form.

## 1981 IMAGES

- 320 S. Court St.: Medina Farmer's Exchange



## SOUTH TOWN HISTORIC LEGACY

- Early Pioneer Days – Farmland and Farm Houses (Formation of Community)
- Pre-Industrial Age – Transportation (Carriages, Liveries, Blacksmiths, R.R., etc.)
- Industrial Age – Farm Commodity Production (Grain Mills, Lumber, etc.)
- City Growth – Industrial Expansion (Utilities, Warehousing, Building Supplies, etc.)
- Automotive Age – Transition Period (Auto Sales, Gas Stations, Auto Repair, etc.)
- Auto-Oriented – Goods & Services (Parking in Front, Buildings Set Back, etc.)

# VISIONING SESSION



ALL ON THE SAME TEAM

## Common Goals

We are **investors/stakeholders** that ...

- Benefit from a thriving community
- Want access to goods/services/amenities
- Need to maintain/grow property values
- Encourage strong business development
- Others?

## Who are the Stakeholders?

- Residents/Neighborhood Groups
- Property Owners
- Businesses
- City
- Main Street Medina
- Investors/Developers

## RECOMMENDATIONS

Based on S.W.O.T. Analysis Results  
and C2 Zoning Recommendations

### Auto-Oriented Environment

- Pull-in curb cuts/less sidewalks
- Frontal parking spaces/lots
- Buildings set back/varied in scale

### Human-Oriented Environment

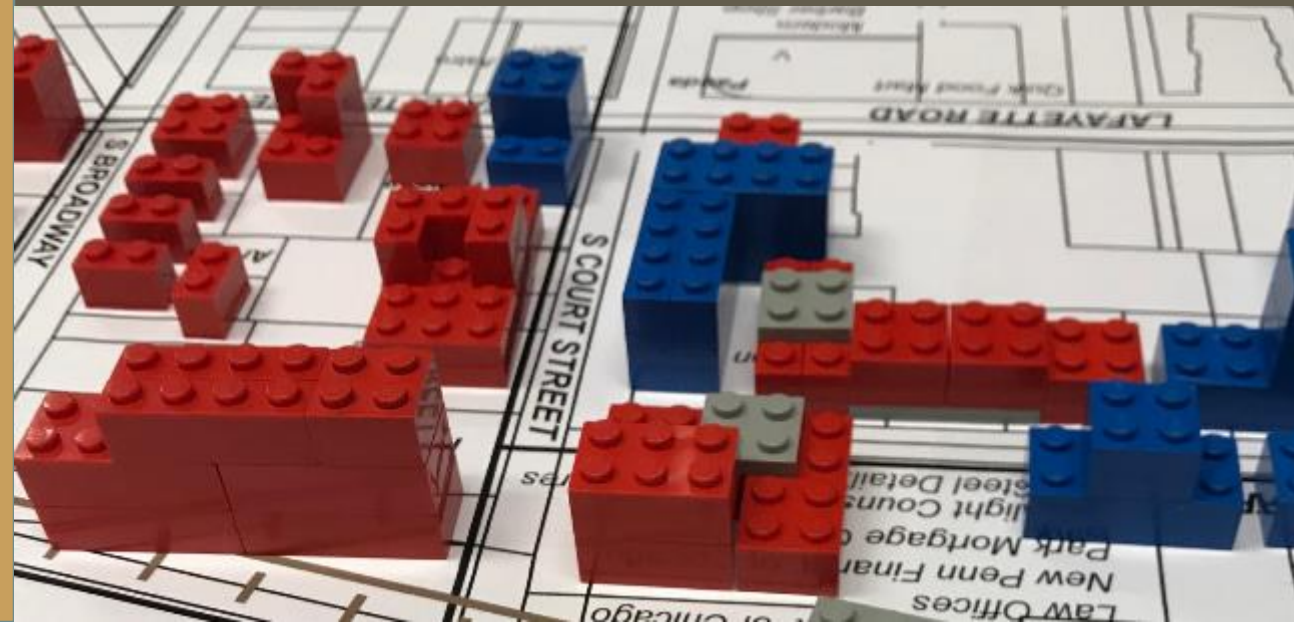
- Less curb cuts/more sidewalks-crossings
- Parking spaces in rear/parking lots
- Buildings set to sidewalk/same lot scale

### Transition from Auto to Human

- Cohesiveness with historic district
- Building to “zero lot lines” (C2 zoning)
- Environment conducive to walking

## PLANNING EXERCISE

1. Find a spot at one of the tables
2. Select street block for demonstration
3. Use Legos to build “zero lot lines”
4. Observe the remaining space
5. Suggest uses for available space
6. General discussion of results



## DESIRED OUTCOMES

- Create a more human-oriented environment
- Enhance public space to be more walkable, safe and inviting
- Build on South Town legacy; create a unique niche
- Encourage mixed development
- Connect surrounding neighborhoods with commercial district
- Others?

**OPPORTUNITIES/  
FIRST-STEP PROJECTS**

# I. Events: “Cruise-Ins” at ReStore/Habitat for Humanity

OPPORTUNITIES FOR  
FIRST-STEP PROJECTS



## 2. Projects: Neighborhood Cleanup

### OPPORTUNITIES FOR FIRST-STEP PROJECTS

The form is titled "Service Project Request Form" and is from the City of Medina Parks and Recreation Department. It includes contact information for the department and a thank-you message for the applicant's interest. The form contains several sections for providing organizational details, project description, and request specifics. At the bottom, there is an "Office Use Only" section for approval and a date field.

**City of Medina Parks and Recreation Department**  
755 E. Washington Street  
Medina, OH 44256  
(330)721-5950  
[www.medinaoh.org](http://www.medinaoh.org)

**Service Project Request Form**

Thank you for your interest in performing a service project in the Medina City Parks. We appreciate your willingness to volunteer time and effort to make your parks a nicer place to be!

Please fill out this form and mail or fax it to the Medina Parks and Recreation Department office. You will be notified once the Parks Director has approved the project.

Organization Name: \_\_\_\_\_ \*

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

E Mail Address: \_\_\_\_\_

Contact Phone Numbers: Day: \_\_\_\_\_  
Other: \_\_\_\_\_

Description of Project: \_\_\_\_\_  
\_\_\_\_\_

Request: Park: \_\_\_\_\_  
Date: \_\_\_\_\_  
Alternate Date: \_\_\_\_\_  
*(In case of rain or schedule conflict.)*

# of Participants: \_\_\_\_\_

Minor Participants: NO YES\*\*\* \*\*\*Minor Release Form required

Time: \_\_\_\_\_

Supplies: \_\_\_\_\_  
\_\_\_\_\_

\* (Please send any flyers or brochures about your organization to our office and we will keep it on file for future reference.)

**Office Use Only**  
Approved: \_\_\_\_\_  
Date: \_\_\_\_\_ Jansen Wehrley, Parks Director

9/17

## OPPORTUNITIES FOR FIRST-STEP PROJECTS

- ### 3. Development:
- Farmer's Exchange
  - Streetscape
  - ReStore
  - Others?





# QUESTIONS & ANSWERS