

CITY OF OBERLIN, OHIO

ORDINANCE No. 24-01 AC CMS

AN ORDINANCE ADOPTING A NEW COMPREHENSIVE PLAN FOR THE CITY OF OBERLIN

WHEREAS, Oberlin City Council has determined that it is desirable to have a new Comprehensive Plan and has entered into a contract with a planning consultant to assist with the development of a new Plan for the community; and

WHEREAS, a Comprehensive Plan Steering Committee comprised of Oberlin residents has overseen the development of a new Plan since October 2022 at many meetings open to the public; and

WHEREAS, the Steering Committee has agreed to the concepts contained in the proposed new Comprehensive Plan, and has recommended that Plan to the Oberlin Planning Commission; and

WHEREAS, the Planning Commission, upon due deliberation and review, has recommended that Oberlin City Council adopt the new Comprehensive Plan; and

WHEREAS, Oberlin City Council has received the report and recommendation of the Oberlin Planning Commission concerning the matter and held a public work session on January 16, 2024.

NOW, THEREFORE, BE IT ORDAINED by the Council of the City of Oberlin, County of Lorain, State of Ohio:

SECTION 1. That the new City of Oberlin, Ohio Comprehensive Plan prepared by KM Date Community Planning, LLC and OHM Advisors be, and hereby is adopted, a copy of said Plan being attached hereto and incorporated herein by reference.

SECTION 2. It is hereby found and determined that all formal actions of this Council concerning or relating to the adoption of this Ordinance were adopted in an open meeting of this Council and that all deliberations of this Council and of any of its committees that resulted in such formal action were in meetings open to the public in compliance with all legal requirements, including Section 121.22 of the Ohio Revised Code.

SECTION 3. That this Ordinance shall take effect at the earliest date allowed by law.

PASSED: 1st Reading: January 16, 2024
2nd Reading: February 5, 2024
3rd Reading: February 20, 2024

ATTEST:



BELINDA B. ANDERSON, MMC
CLERK OF COUNCIL



EBONI A. JOHNSON
PRESIDENT OF COUNCIL

POSTED: 02/21/2024

EFFECTIVE DATE: 03/21/2024

Final - 2.14.24



CITY OF OBERLIN

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CITY OF OBERLIN

Comprehensive Plan

2024

EXECUTIVE SUMMARY

THE CITY OF OBERLIN

The City of Oberlin is a small town of 8,600, located in Lorain County, Ohio about 30 miles southwest of Cleveland. Home to Oberlin College, a 4-year liberal arts college with an internationally known music conservatory and about 3,000 students, Oberlin is valued by its community members for its small town character, commitment to environmental sustainability and social equity, and vibrant arts culture.

PLANNING EFFORTS

In the spring of 2022, the city embarked on the development of a new Comprehensive Plan, the first since 2005. The city has a longstanding dedication to thoughtful planning, and had previously developed multiple Climate Action Plans, the latest in 2019; and a housing analysis, in 2017. During the pandemic years of 2020 to 2021, a Comprehensive Plan Committee prepared for a full Comprehensive Plan project through subcommittee work developing provisional recommendations for economic development, downtown revitalization, parks and open space, social equity, city services, and more.

A consulting team including KM Date Community Planning and OHM Advisors was engaged in the summer of 2022 to lead a Comprehensive Plan project. The consulting team conducted in-depth data and existing conditions analysis and trends assessment. Subsequently, a social equity assessment and downtown strategic plan were completed.

PUBLIC ENGAGEMENT

The Comprehensive Plan project was done in concert with the Comprehensive Plan Steering Committee, and extensive public engagement including a community survey, stakeholder focus groups and interviews, three public input sessions, and web and social media presence. In all, close to 800 Oberlin community members were reached.

PURPOSE OF THE PLAN

The Oberlin Comprehensive Plan incorporates all of the data and previous planning and public engagement work, framed by public consensus. It sets the stage for the implementation of important strategies into the future.



KEY FINDINGS OF PUBLIC INPUT AND DATA ANALYSIS

Affordable Housing

Throughout public engagement discussions, the lack of quality affordable housing was at the top of every conversation. People were concerned about the high cost of housing, both for-sale and for-rent; the lack of quantity and types of housing to meet everyone's needs; the low quality of rental housing, and Oberlin's older housing. High taxes were seen as a significant add to the cost of living in Oberlin, effectively inflating the cost of housing.

Economic Growth and Development

Community members recognize the need for increased economic development in order to expand the tax base in Oberlin. Community members support the growth and expansion of the community, including commercial and innovation opportunities, and new housing and neighborhoods, with a caveat: that Oberlin's walkable, sustainable land use pattern, and small town character, be retained, and even enhanced where possible. They prioritized the continued revitalization and enhancement of downtown for residents, businesses, students, and visitors alike.

Community Services

Community members are generally pleased with the quality of community services in Oberlin, including both city services and those provided by partners. They prioritize social equity, environmental sustainability and resilience, and customer service in the city's activities, with improved communication, collaboration and information sharing. They had a wide range of specific recommendations, which can be found in the Implementation Matrix in Chapter 6.

Arts and Culture

Community members supported expansion of arts and culture opportunities, in particular communication and collaboration to inform both the community and wider region about the arts in Oberlin, and strategies to allow arts and culture to thrive. Expanded opportunities for arts and cultural programming, public art, and historic preservation enhancement were prioritized.

Communication and Collaboration

Community members emphasized the need for expanded communication and collaboration among the city and its partners, in particular Oberlin College, Oberlin Schools, and business, downtown, arts and social organizations. An easy-to-navigate city website, a comprehensive community-wide website, and organizational meetings were prioritized.

Thinking about future growth and development, **do you agree with the following statements?**

84% ..we need to **grow the economy to have a healthy tax base and quality community services.**
strongly and somewhat AGREE...

80% ..we should **focus on developing older commercial areas.**
strongly and somewhat AGREE...

89% ..we need to **expand housing choices.**
strongly and somewhat AGREE...

61% ..we need **more light industrial areas where businesses can grow.**
strongly and somewhat AGREE...

73%
strongly and somewhat DISAGREE...

..we need to **limit growth and keep things the same.**

EXECUTIVE SUMMARY

VISION, GOALS, AND OBJECTIVES

These community priorities were translated into the vision, goals and objectives for the plan, and an aspirational Future Land Use Map. Vetted with the community through public input sessions, these elements formed the core of the Plan.

Plan Vision:

Oberlin is a small town known for its diversity, arts, quality of life, and commitment to social justice and environmental sustainability, where individuals, families, businesses and organizations collaborate and thrive.

Plan Lens:

All goals, objectives and action steps will be pursued under two overarching lenses: environmental sustainability and resilience, and social equity. They overlap each goal, objective, and action step in the plan, and will broadly influence city policy and decision-making as the plan is implemented.



Plan Goals:



Expand Diversity and Affordability of Housing

Provide a full range of housing types and price points across the city that allows for diverse lifestyles and provides quality, affordable homes for all Oberlin residents.



Continue and Expand Economic Development

Provide quality economic development services and facilities to enable businesses and families to thrive.



Continue to Provide Quality Community Services

Retain and enhance quality of life in Oberlin through providing individuals, families, businesses and neighborhoods with quality public services and partnerships.



Promote Community Arts and Culture

Provide city support and private/college partnerships to strengthen and promote the arts and cultural opportunities in Oberlin, making them accessible to community members and visitors.

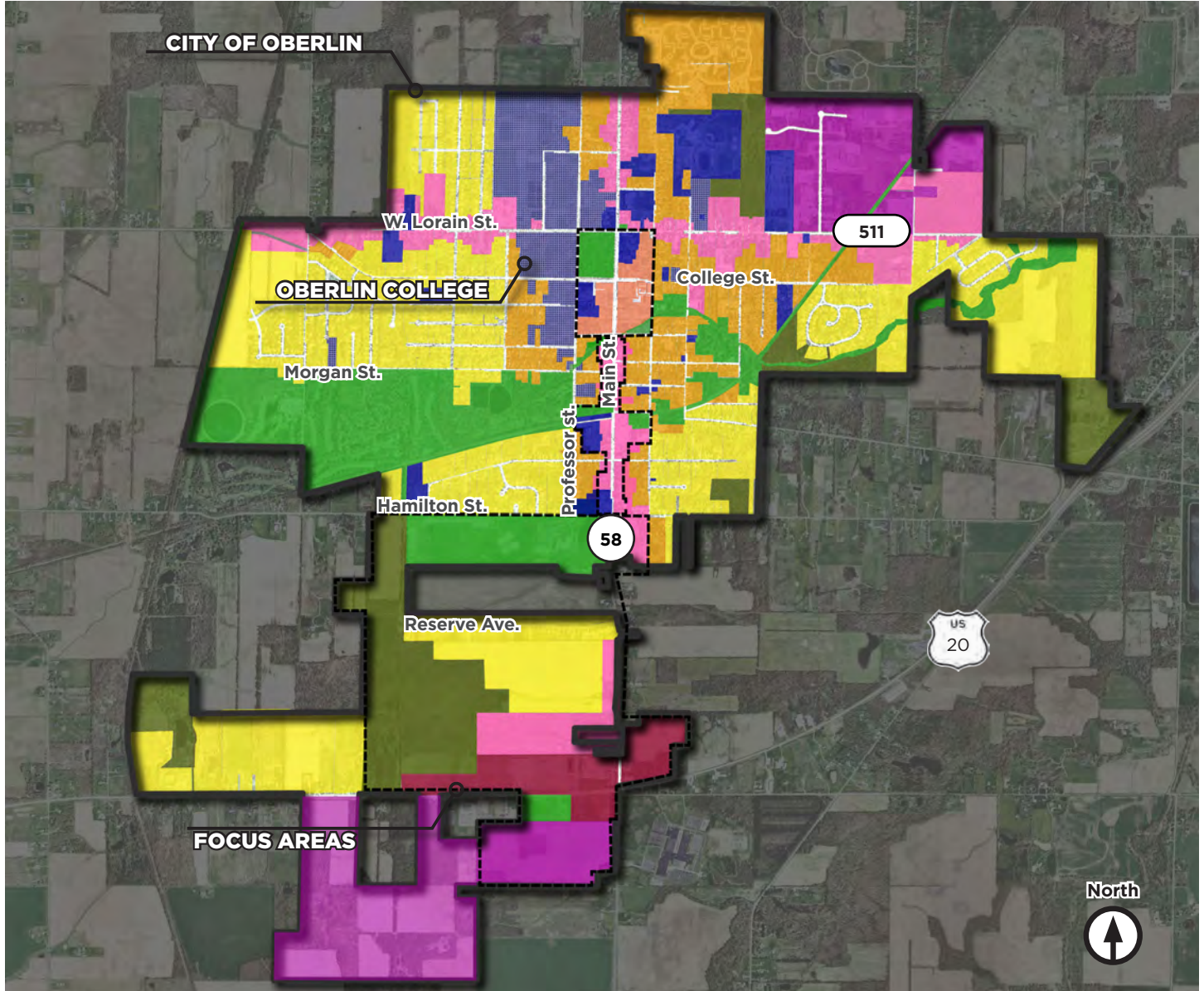


Improve and Expand Communication and Collaboration












Strengthen communication between city government, residents, businesses, Oberlin College, and Oberlin Schools, for the benefit of community information, culture, and collaboration.

EXECUTIVE SUMMARY

FUTURE LAND USE MAP



FUTURE LAND USE KEY

	Suburban Residential		Traditional Neighborhood		Downtown Core		Neighborhood Mixed Use
	Institutional		College		General Commercial		Innovation
	Conservation		Parks & Open Spaces		Focus Areas		

TOP PRIORITY ACTION STEPS FOR THE COMING THREE YEARS

In the Plan's Implementation Matrix (Chapter 6), specific action steps were outlined under each objective. Further discussion among Comprehensive Plan Steering Committee members, in light of the extensive public input received, prioritized the following steps for the short term future:

- Update Oberlin's zoning to align with the comprehensive plan, especially residential and mixed use development, to allow for a range of housing types and price points, at densities that will continue Oberlin's walkable, small-town character
- Enhance support for business and economic development, especially in the downtown, and in business attraction and retention
- Implement a social equity plan with strategies to enhance social equity in Oberlin
- Strengthen collaboration between the city, Oberlin College, Oberlin Schools, businesses and organizations through regular meetings and collaboration
- Implement a new city website and community-wide website

Going Forward

The Oberlin Comprehensive Plan is intended to be referenced regularly to guide city decisions, communication and collaboration. Chapter Six, the Implementation Framework, should be managed as a living document which is revisited annually. Action steps should be updated to acknowledge tasks completed, and augmented to accommodate changing needs and emerging opportunities.

ACKNOWLEDGMENTS

Thank you to the steering committee members, stakeholders, community members, staff, and officials who invested their time and expertise in the creation of this Comprehensive Plan for the future of the City of Oberlin.

COMPREHENSIVE PLAN STEERING COMMITTEE

Ray English, Chair

Michael McFarlin, Vice Chair

Matt Adelman

Katie Ashwill

Dawn Calvert

Heather Elmer

Jack Ford

Tracie Haynes

Bryce Johnson

Sylvan Long

Greggor Mattson

Ruth Palmer

Jill Sawyer

Kelley Singleton

Nancy Wall

Carrie Porter, Director of
Planning and Development

David Hertz, Oberlin
College liaison (participant)

Jay Nimene, Oberlin Schools
liaison (participant)

PREPARED FOR:

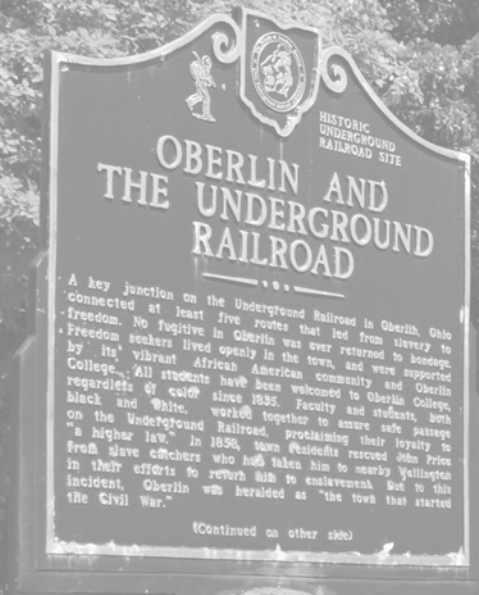


PREPARED BY:



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01

**PROJECT
OVERVIEW**

01 PROJECT OVERVIEW

ABOUT THE PLAN

In 2022, the City of Oberlin partnered with KM Date Community Planning and OHM Advisors to create a new comprehensive plan that will guide the city in land use, zoning, housing, transportation and economic development over the next 10 years. A comprehensive plan is the culmination of a community-driven effort to determine goals and a corresponding plan for the future, serving as a guide for policies, practices, and investments. The plan provides an opportunity to prioritize development and land-use patterns, identify important and potentially transformative projects, and align resources to address growth and improve a community's quality of life. It also includes specific priority development areas within the city that show the greatest potential for development or redevelopment and could serve as a catalyst for other community initiatives.

Comprehensive plans involve an engaging process that brings people from various walks of life together to discuss their ideas and aspirations for the future. These aspirations may focus on anything from the environment, economy, infrastructure, education, recreation, or any other issue that is important to those who live, work, and play in the community. The planning process included extensive research to understand current conditions and develop a vision rooted in community feedback. The process also included abundant public input ensuring the plan recommendations are based on the values and aspirations of the community. It was created with guidance from city staff, the

Steering Committee, and city residents and business owners. The Steering Committee included broad representation from the community, including elected and appointed officials, local stakeholders from the public and private realms, and general community representatives.

The 2023 Comprehensive Plan is a vital community blueprint. It sets the direction for where and how the city should grow over the next 10 years. Within this broader goal, there are a number of community-wide objectives the plan achieves. These include land use, housing, community services, communication and collaboration, economic development and growth, and community arts and culture.



The Plan was created by integrating three key inputs. This included existing conditions, data analysis and trends, stakeholder and community input, and best practices.

PLAN INPUTS

The Comprehensive Plan is a holistic and informed blueprint for future growth and development. Many input layers from quantitative and qualitative analyses were considered, and extensive community involvement was conducted to create a technical and community-informed vision. The following describes these inputs and how they informed the plan.

Existing Conditions, Data Analysis & Trends

Community existing conditions such as current land use, demographics, parks and open space, mobility, development character, community vision, and infrastructure were analyzed along with current market trends. With an understanding of these, the planning team and the Steering Committee worked to create the plan.

Stakeholder & Community Input

Throughout the planning process, the planning team facilitated public and stakeholder input sessions to gain insight into community values and aspirations for how and where the city should grow. These sessions revealed important insights on the issues and opportunities within the community and preference for a desired growth strategy.

Best Practices

The planning team incorporated their professional knowledge along with local, regional, and national best practices when analyzing the existing conditions considering public and stakeholder input. This understanding helped to inform the plan's recommendations.

Comprehensive Plan Committee

The City of Oberlin assembled a committee to review the previous comprehensive plan, evaluate the goals and objectives, and develop an outline on future focus areas/topics such as downtown, economic development, residential, parks and recreation, general policies, and others. This work was evaluated as part of the planning process and incorporated into the goals, objectives, and actions steps of this plan.

PURPOSE OF THE PLAN

GUIDE

the community in evaluating proposed public, private, or joint projects.

INFORM

current and prospective property owners and developers on the city's plans and desires for future growth and development.

DEVELOP

a unique vision for the city based on its own set of challenges, opportunities, and desires.

MEASURE

progress and effectiveness of projects in Oberlin to ensure they strengthen the community as a whole.

PLANNING PROCESS

A customized five phase planning process was designed to complete the comprehensive plan. The process was iterative; each stage built on and informed the next step. Each phase is listed and described below.



PHASE ONE:

1

During this phase the project kicked off, and preliminary research and site analyses were conducted to provide the necessary base data to inform the planning process.



PHASE TWO:

The second phase of the project included the evaluation of existing conditions and trends. A community survey and initial public open house were launched and conducted to understand the goals and aspirations of the community.

2



PHASE THREE:

Phase three started to outline the initial project themes and develop them into preliminary goals and objectives to be vetted in the community. Additional stakeholder and focus group engagement took place.



PHASE FOUR:

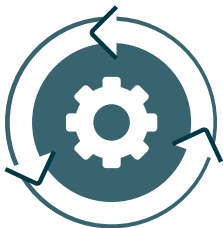
During phase four, the planning team crafted an initial plan framework outlining the plan's vision, goals and objectives. The plan also outlined specific focus areas. All was shared and tested with the committee and community.

3

4

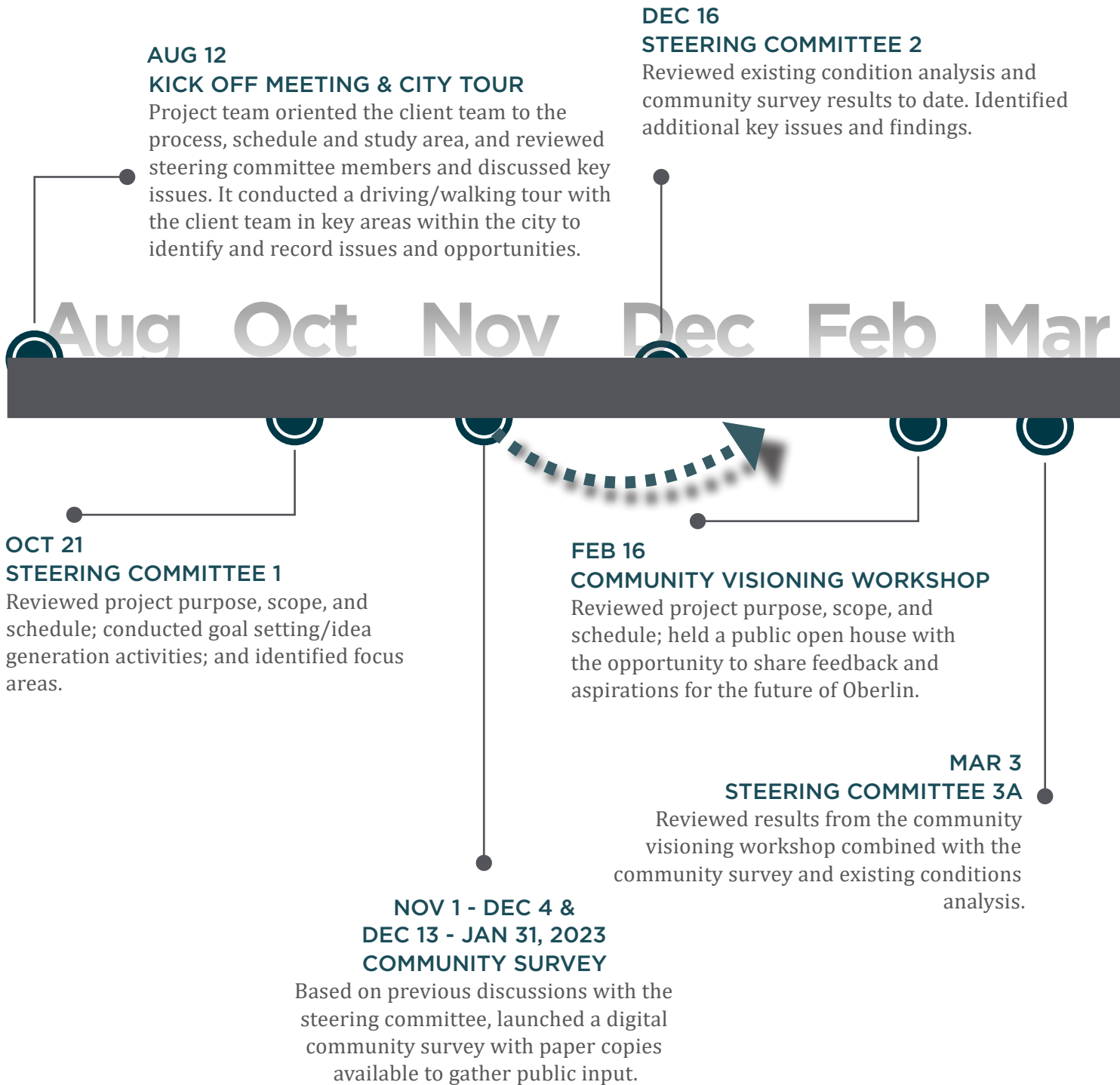
PHASE FIVE:

The final phase included review of the draft plan by the committee and then the finalization of the plan and the adoption process through city planning commission and city council.



TIMELINE

The project was initiated in August 2022 and spanned approximately 17 months where meetings were held with the steering committee, city officials, planning team, stakeholders, focus groups, and community members.



JUL 21

STEERING COMMITTEE 4

Reviewed the existing plan themes, vision, and goals in light of the additional engagement. Reviewed future land uses and focus areas.

APR 28

STEERING COMMITTEE 3B

Further discussion concerning potential community focus groups, desired questions, and best practices on engagement.

**DEC 2023 & JAN 2024
PRESENTATIONS TO PLANNING
COMMISSION & CITY COUNCIL**

Presented the final plan to planning commission and city council for approval and adoption.

OCT 27

STEERING COMMITTEE 5

Based on feedback to date, reviewed plan framework and implementation strategy.

**DEC 1 & 8
STEERING COMMITTEE 6 &
PUBLIC COMMENT PERIOD**

Reviewed the draft plan and open public comment period on the project website.

MAY - JUNE

COMMUNITY FOCUS GROUPS

Engaged in small group and one-on-one community interviews to better understand the needs and desires of various groups within the Oberlin community.

SEP 22 & 23

COMMUNITY INPUT SESSIONS

Interactive community input sessions took place to review the plan goals, objectives, future land use map, and focus areas. Participants were asked to provide their feedback and engage in discussions.



HOW TO USE THE PLAN

The 2023 Comprehensive Plan is a living document which should be reviewed annually and updated periodically. The city will oversee the plan implementation and coordinate the efforts of the parties identified as being responsible for its implementation. As conditions change and various sections of the plan are implemented, the city might find additional projects and/or strategies with which to achieve its desired goals and objectives.

A comprehensive plan is a community's "blueprint" for the future. It is the vision of what a community wants to become and a proposal for the steps needed to realize that vision. Specifically the plan achieves the following:

- Documents and illustrates what the community looks like today and what direction it wants to go in the future; it includes assessments of existing resources and issues, projections of future conditions and needs, and consideration of collective goals and desires.
- Translates the community's values into specific actions. It is a policy guide which not only addresses land use and infrastructure, but also includes important social, natural resource, and economic values of the community.
- Covers an approximate time frame of 10 years; it is assumed that shorter-term reviews will keep it current with the changing needs of the community.
- Integrates with other municipal documents and initiatives.
- The Implementation Matrix (chapter 6) is crafted to assist and guide the process, laying out the steps, time frames, and responsible parties for each action step to advance the vision. It requires a concentrated effort and review from the city, local organizations, stakeholders, engaged citizens, and others over the course of the next ten years. The matrix should be reviewed regularly, and as funding, roles, and passions change within the local landscape, they should be updated within the matrix to support the implementation of the objectives and actions.

WHO WILL USE THIS PLAN?

The Plan is intended to be used by a variety of audiences. The following are select groups that may most frequently utilize the plan:

- Citizens - Residents, business owners, and developers use the plan to submit development proposals to the city.
- City Council - Elected officials use it to guide policy decisions regarding land use, zoning, and development proposals.
- Planning Commission, Zoning Board of Appeals, and other City Organizations and Boards - Citizens appointed by city council can use the plan to provide policy recommendations to city council.
- City and County - Use the plan to communicate with the public and development community on the priority initiatives for Oberlin.

Used effectively, the plan will make the process of new development and growth in Oberlin easier and more efficient.

ADDITIONAL PLAN INTEGRATION METHODS

The following are some additional methods where potential projects from this plan can be implemented:

Annual Work Programs & Budgets

Individual city departments and administrators should be cognizant of the contents of the plan when preparing annual work programs and budgets. Plan recommendations should be considered when reviewing budgets to layer city improvements with the recommendations outlined herein. In this way, the city can use public funds to help attract and elevate private investment, in turn creating opportunities for more revenue generating developments.

Development Approvals

Administrative and legislative approvals of development proposals, including rezoning, major site plans, and conditional use permits, should be a central means of implementing the Plan. Decisions by elected and appointed officials should reference relevant plan recommendations and guidelines. City plans and codes should also reflect and support the plan vision and recommendations.

Capital Improvements & The General Fund

The city's plan for capital improvements and use of the General Fund should be prepared consistent with the plan's policies and infrastructure recommendations. New improvements that are relevant to recipients of the General Fund as well as other tax funds such as street improvements should be considered as a means to implement the recommendations of this Plan.

Economic Development Incentives

Economic development incentives should be reviewed periodically to ensure consistency with the plan and current legislation. New state ordinances may develop that change the economic landscape for funding projects in Ohio. This plan should be leveraged to apply for funding which requires a set of guidelines or area plan.

Private Development Decisions

Property owners and developers should consider the plan's goals and strategies in their land planning and investment decisions. Public decision makers will be using the plan as a guide in their development deliberations such as zoning matters and infrastructure requests. The city should use this plan as a tool to clearly communicate to property owners and developers the overall vision for growth in Oberlin.



The 2023 Oberlin Comprehensive Plan plan vision: A small town known for its diversity, arts, quality of life, and commitment to social justice and environmental sustainability, where individuals, families, businesses and organizations collaborate and thrive.

Final - 2.14.24



02

EXISTING CONDITIONS

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02 EXISTING CONDITIONS

OVERVIEW

This section outlines the key data, analyses, and perspectives that form the foundation of the plan. This includes the data and analyses on existing conditions, population, housing, and businesses. Collectively, these elements served as inputs from which the plan's vision, goals, and recommendations were developed. The planning process begins with analyzing existing conditions and trends in the community. Several factors considered in this analysis are demographics, land use and zoning, market trends, mobility conditions and changes, and housing trends, among other community factors. This analysis aims to create a technical understanding of the community's conditions and trends to inform the development of the plan recommendations.

STUDY AREA

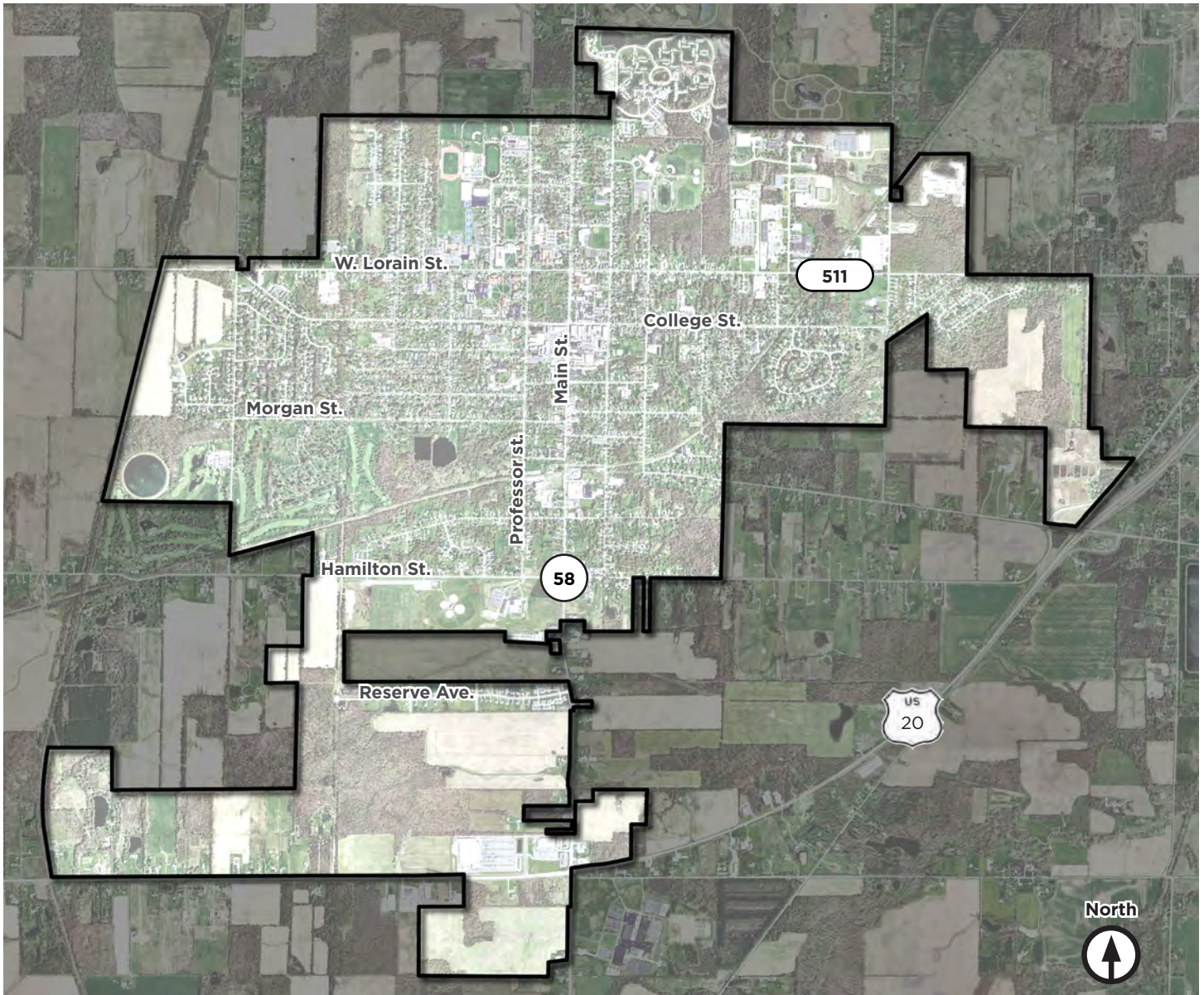
Our project study area is bound by the City of Oberlin legal boundaries and additional properties acquired by the city (and not yet annexed). Figure 2-1 displays the boundaries while highlighting city corridors, state routes, and U.S. highways. State routes 58 and 511 serve as the primary north-south and east-west connector streets, meeting in the downtown area of Oberlin. The core of the city is where the greatest amount of development has occurred, with the boundaries seeing new development occurring. The area south of Hamilton Street near U.S. 20 has seen the most recent development in both commercial and residential.



One of the methods used to gather information was a site visit and walking tour. The image above was taken on the walking tour and shows Allen Memorial Art Museum, part of Oberlin College near Oberlin's Downtown.

STUDY AREA BOUNDARY

FIGURE 2-1: Study Area



LEGEND

— Boundary

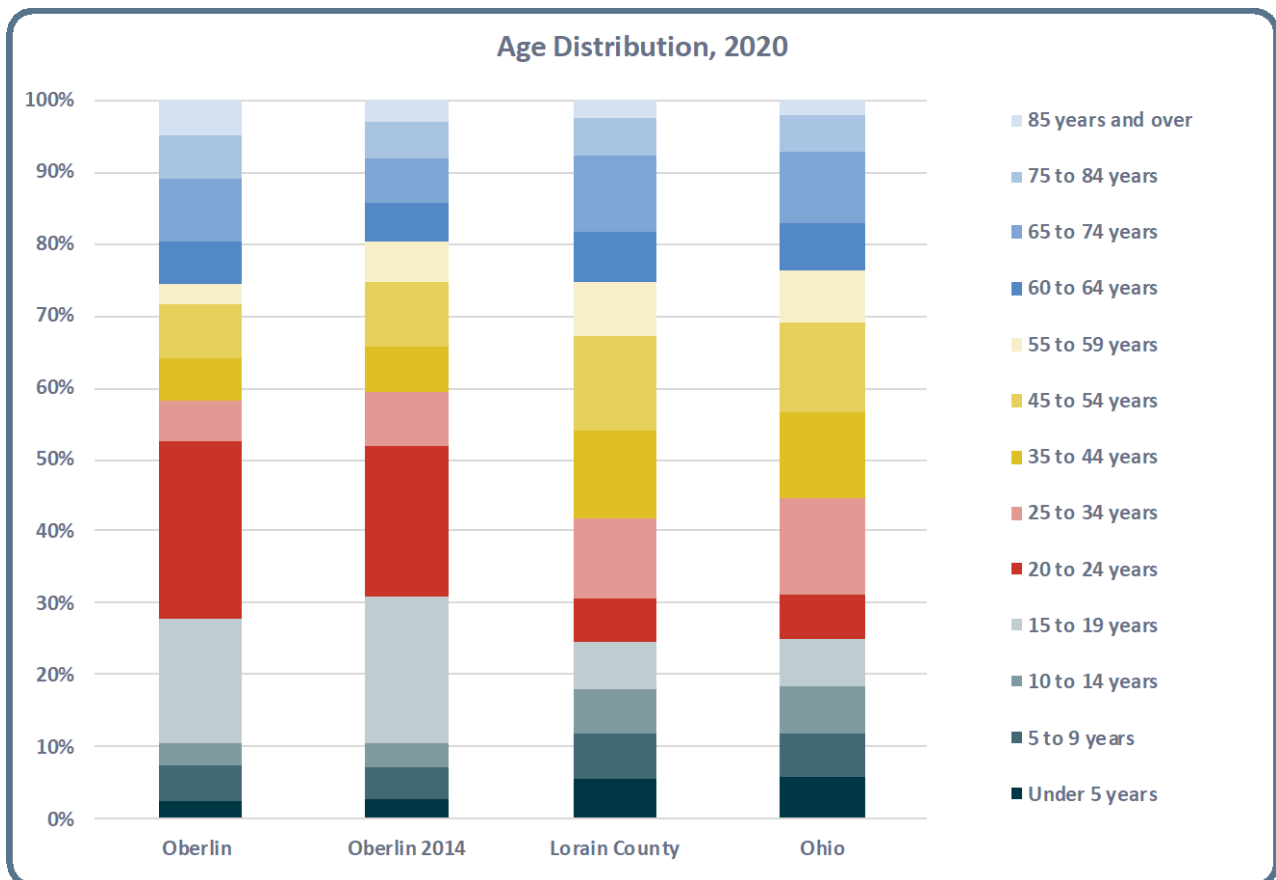
COMMUNITY SNAPSHOT

Understanding where Oberlin is as a community and where it is projected to grow is a critical component to the overall analysis. These figures helped guide the steering committee on recommendations and action steps. The following pages are a brief sampling of the analysis conducted with the full analysis available in the appendix.

It should be noted that the US Census Bureau's American Communities Survey data (abbreviated ACS), used for some tables and charts as cited in this section, are estimates based on sampling of typical communities across the US. While statistically rigorous, ACS data includes a margin of error, which can be significant for small communities and data points. Margins of error for individual data points tend to be similar from year to year, allowing us to compare trends over time while being aware that specific statistics may not be exact.¹

Population Projections & Age:

Based on past trends, Oberlin's population excluding students could reach 6,750 in 2050. This is up from 5,921 estimated in 2020. Based on Ohio Department of Development projects, the projected number is slightly lower at 6,246. Households are proportionally rising to 2,973 and 2,752 respectively (from 2,608 in 2020). Total population including students could reach 9,246-9,750. The student population is projected by the College to remain at roughly 3,000 students over the coming decade. As expected, Oberlin's population of people aged 20-24 is proportionally larger, and has grown since 2014. Population age 60 and over is typical for the county and Ohio.



Source: : American Communities Survey 5-year estimates, 2016-2020

¹Margins of error are provided in the original data, available from the US Census at www.data.census.gov



Source: : US Census, Ohio Department of Development, KM Date, Oberlin College

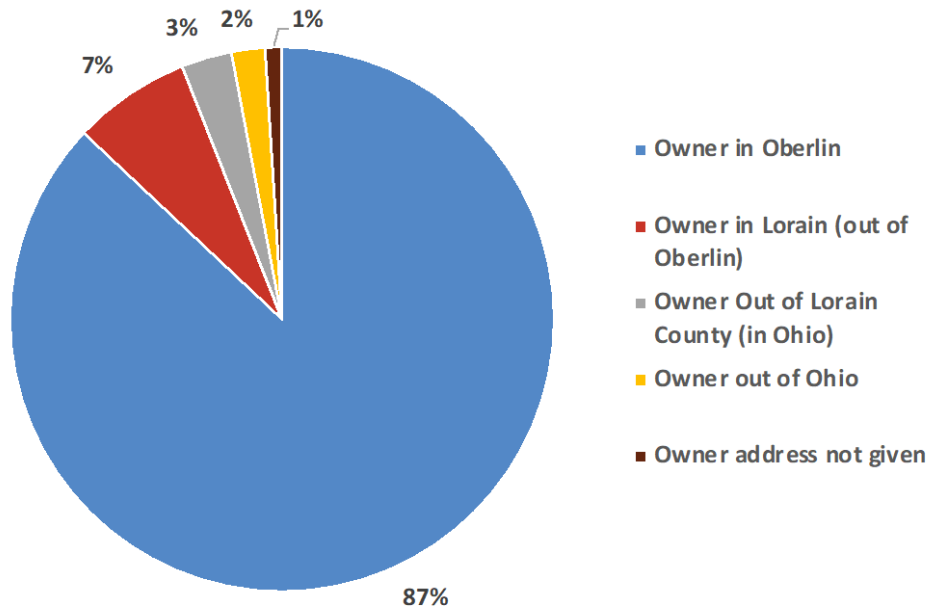
Residential Analysis:

Residential analysis examined rentals, owners, and new housing projections. Total number of households has dipped slightly, starting at 2,730 in 2010 and at 2,654 in 2020. Possible reasons include increased college dorm occupancy, increasing cost of living, and loss of some housing in general. Most property is owned by entities located in Oberlin. The pie chart breaks down the percentages. The data available limits determining whether in-town ownership is owner-occupied or rental. However, out-of-county and out-of-state are the highest concern.

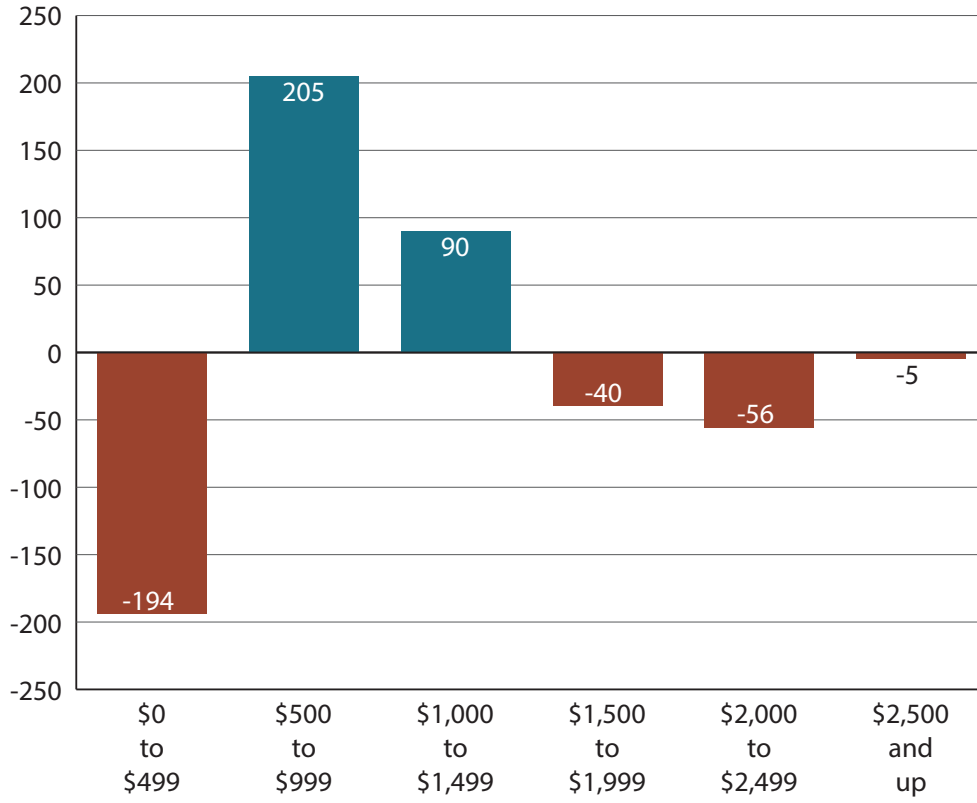
for in the \$500-\$999 scale, where renters are paying more than 30% for housing. Owner-occupied units seem to be better matched than renter-occupied to current households' incomes. It is common for households that can afford higher-end housing to choose to spend less than what they can afford on housing, and instead spend discretionary funds on other uses. Note that this analysis does not address the needs of renters who would like to own, or those who moved or live outside of town. For further detail see the appendix.

Based on the available data, a rental and owner housing niche analysis provide insight into where there are surpluses and gaps in the housing types owner versus rental). The analysis for the rental housing was based on 30% of household income affordability level. There is a gap in units less than \$499 per month but it is made up

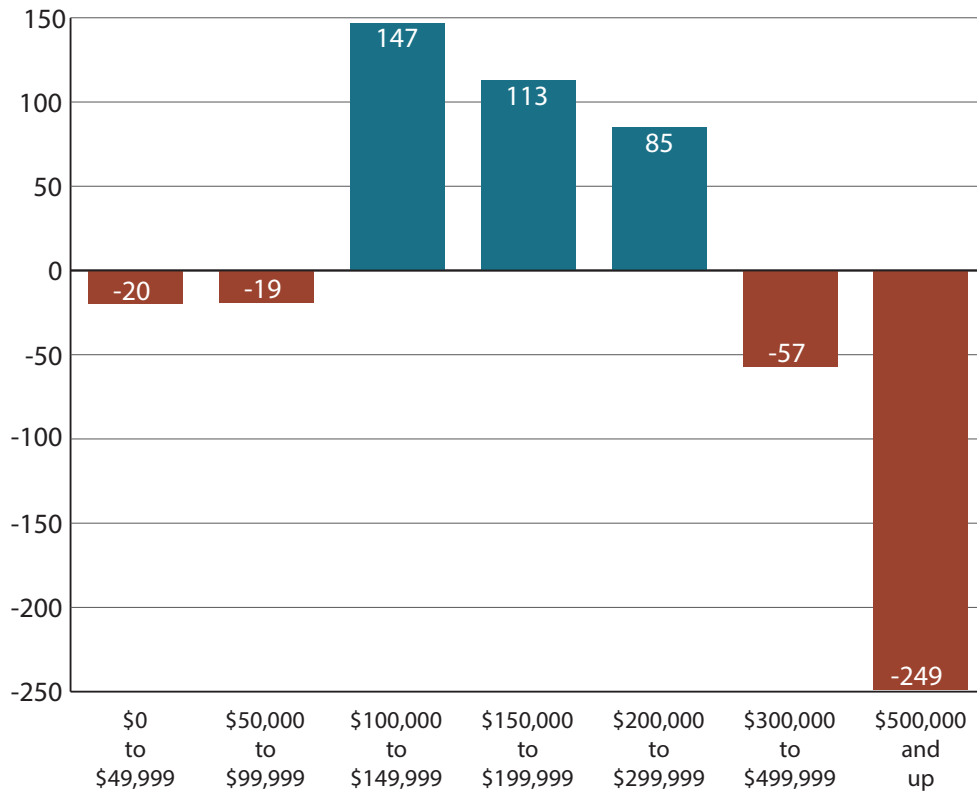
Ownership of Residential Parcels in Oberlin, 2022



Rental Units Surplus and Gap



Owner Units Surplus and Gap



Source: : American Communities Survey 5-year estimates, 2016-2020, KM Date model

Housing Projections:

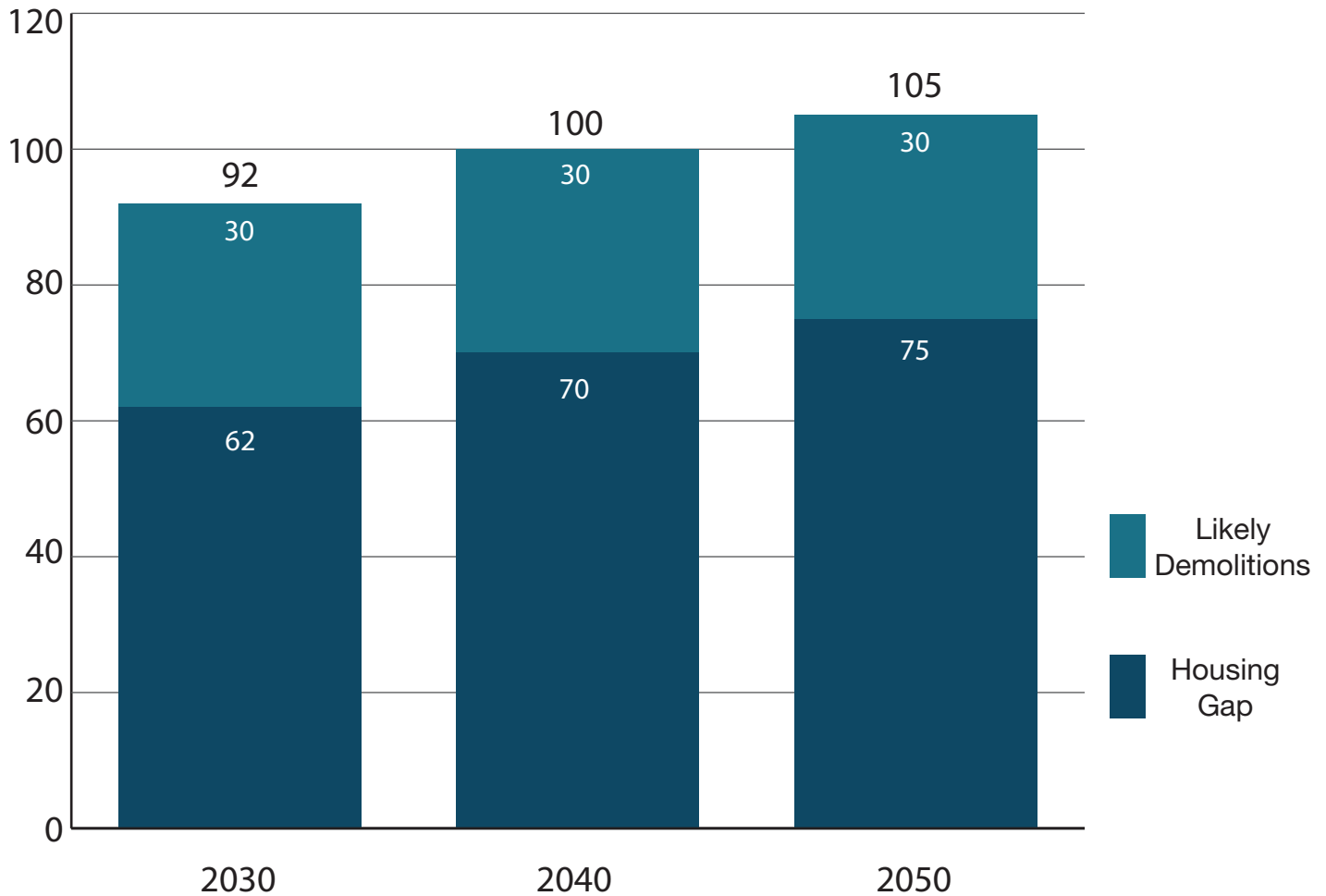
Based on the available data and analysis, new housing needs projections were calculated for consideration. The estimates are based on household projections and per-year average demolition history between 2016-2021. Approximately 100 new units will be needed per decade (or 10 per year) through 2050. The type and location of the housing unit is not specified in this analysis. These conversations took place as part of the community and stakeholder engagement, in order to gain a better understanding and perspective. It should also be noted that the demolition rate is half of the existing rate between 2016-2021, assuming that the demolition backlog will be complete. The demolition rate for 2022-2023 is two to three per year. This information helped to inform the steering committee of the recommendations for the plan.

It should be noted that housing projections are based on existing population trends and do not take into account additional residents who may be attracted by renovated and new housing, and expanded employment opportunities in Oberlin.



Reserve Avenue is a newer residential development located off of the OH-58 corridor in the southern portion of the city.

New Housing Needs Projections



	2020	2030	2040	2050	Total
Household Projections (average scenario)	2,608	2,725	2,846	2,973	
+ 5% for Vacancy		136	142	149	
Total Housing Units Needed		2,861	2,989	3,122	
- Housing Units Existing	2,799	2,799	2,919	3,047	
Total Surplus or Gap	-191	-62	-70	-75	-207
Likely Demolitions		-30	-30	-30	-90
Total New Housing Needed		92	100	105	297

Source : City of Oberlin, KM Date Planning

EXISTING LAND USE

Understanding current land uses in the study area provides a context that guides plan recommendations. Updating land use designations and identifying areas within the boundary that have higher and better uses results from analyzing existing conditions and building on the variety of land uses that exist.

Figure 2-2 illustrates how land is currently used in the city. This map will differ from the zoning map, as it shows not a specific zoning designation but rather a more accurate depiction of how land is used. It is essential to compare and contrast this map with the zoning map, existing conditions, and public input when considering how land should be used in the future.

Overall, Oberlin has a good mix of land use typologies, with opportunities to sustainably develop vacant and agricultural areas. A large portion of land uses in Oberlin are for residential/housing, with heavy use of the single family typology. Existing multifamily housing is nonconforming or otherwise does not align with the existing zoning. Oberlin could stand to benefit from diversifying their housing typologies.

Oberlin has many commercial areas concentrated around the downtown and main street corridor. The intersection of OH-58 and US-20 also includes a sizable commercial area, portions of which could be redeveloped. The mixed use destination exists primarily in the downtown, presenting a potential opportunity to expand its footprint in appropriate areas. Industrial land uses exist primarily in the northeast, but there is growing interest to expand this type of use in its current location and in areas near US-20. Oberlin College is predominately located on the western side of downtown and Main Street, presenting an opportunity to better integrate future plans between the college and surrounding community.



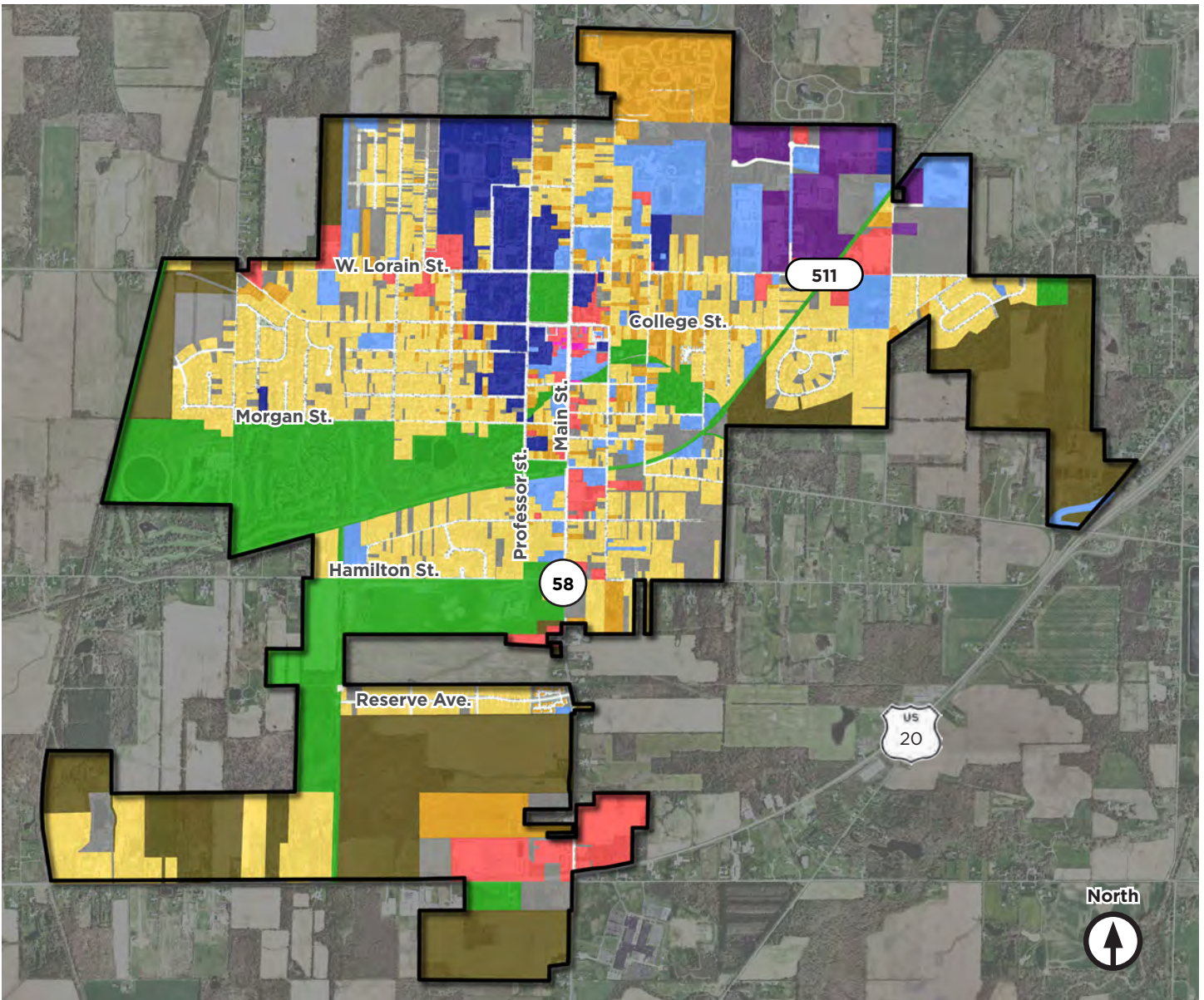
Downtown Oberlin has a number of restaurants, eateries, and commercial retail along walkable corridors.













The city has a wonderful parks and athletic complex located in the southern portion of the city.

EXISTING LAND USE MAP

FIGURE 2-2: Existing Land Use



LEGEND

- | | |
|--|---|
|  Single Family Housing |  Institutional |
|  Multifamily housing |  College |
|  Mixed Use |  Open Space |
|  Commercial |  Agriculture |
|  Industrial |  Vacant |

EXISTING ZONING

There are 10 zoning classifications in the City of Oberlin. Residential districts account for most of the zoned land in the city, followed by businesses/commercial and industrial. The residential zoning districts are organized by density and are located throughout the city. The businesses/commercial districts stick to the primary corridors such as US-20, OH-58, W. Lorain Street, College Street, and Main Street.

Understanding these zoning designations is important to set a baseline for land development today. As shown in Figure 2-3, the zoning does not align with the current land use map, which causes friction when new development projects are proposed. Two districts in particular, multifamily and mixed use types, have no zoning regulations to match the desired land use type and development. The zoning, as outlined here, may not align with the future land use map presented later in the plan. By including the zoning here, the intention is to provide a reference point for how land may be rezoned in the future to align with the future land use map.



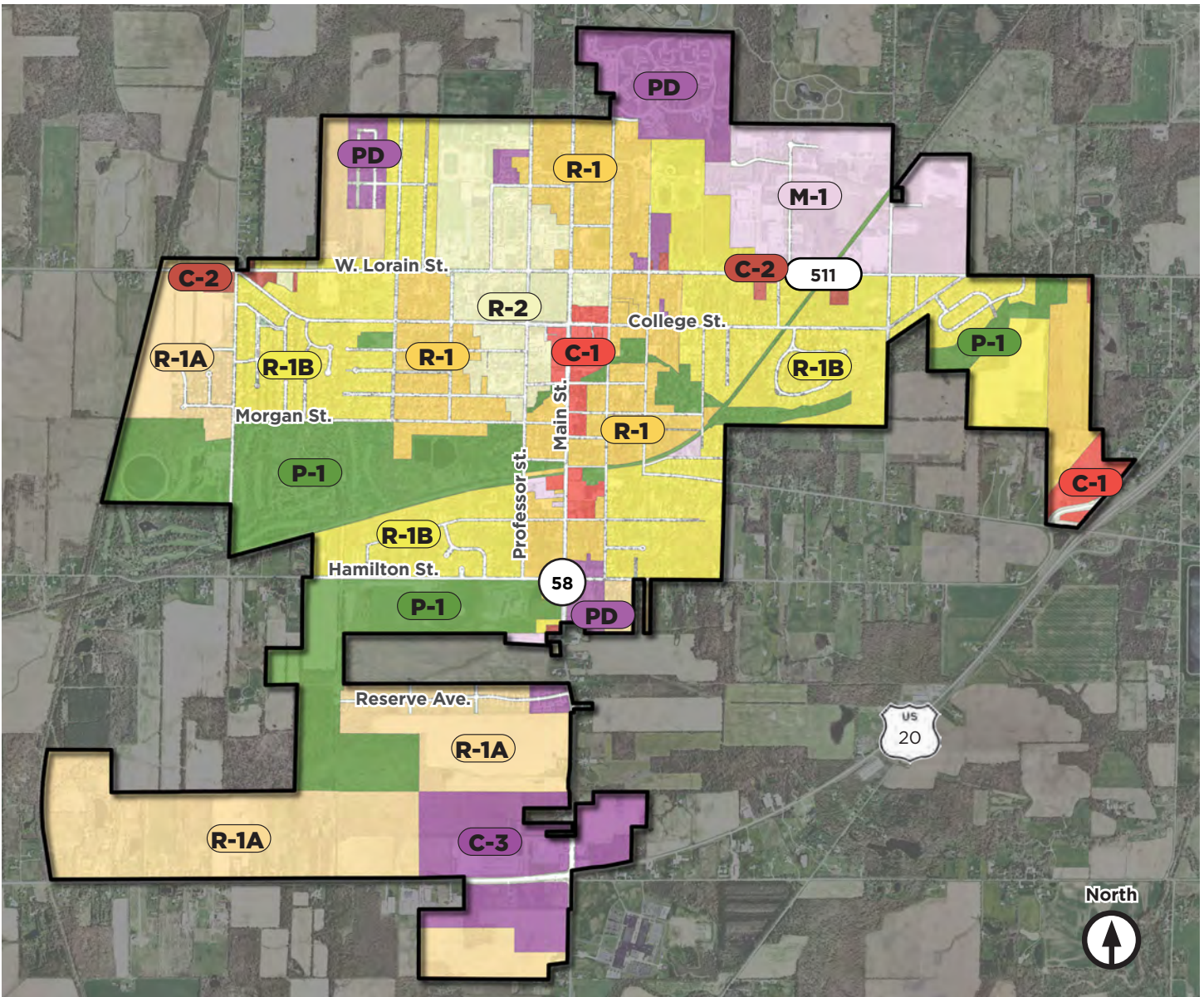
The Oberlin Preserve, located along Hamilton Street in the southern portion of the city, is a great example of conservation.



College Street, located in the downtown core, provides mixed use development opportunity.

EXISTING ZONING MAP

FIGURE 2-3: Existing Zoning



LEGEND

- | | |
|---|---|
| R-1 Single Family District | C-2 General Business District |
| R-1A Single Family District | C-3 Planned Highway Commercial District |
| R-1B Single Family District | P-1 Public Park and Recreation District |
| R-2 Dwelling District | M-1 Light Industrial District |
| C-1 Central Business District | PD Planned Development District |

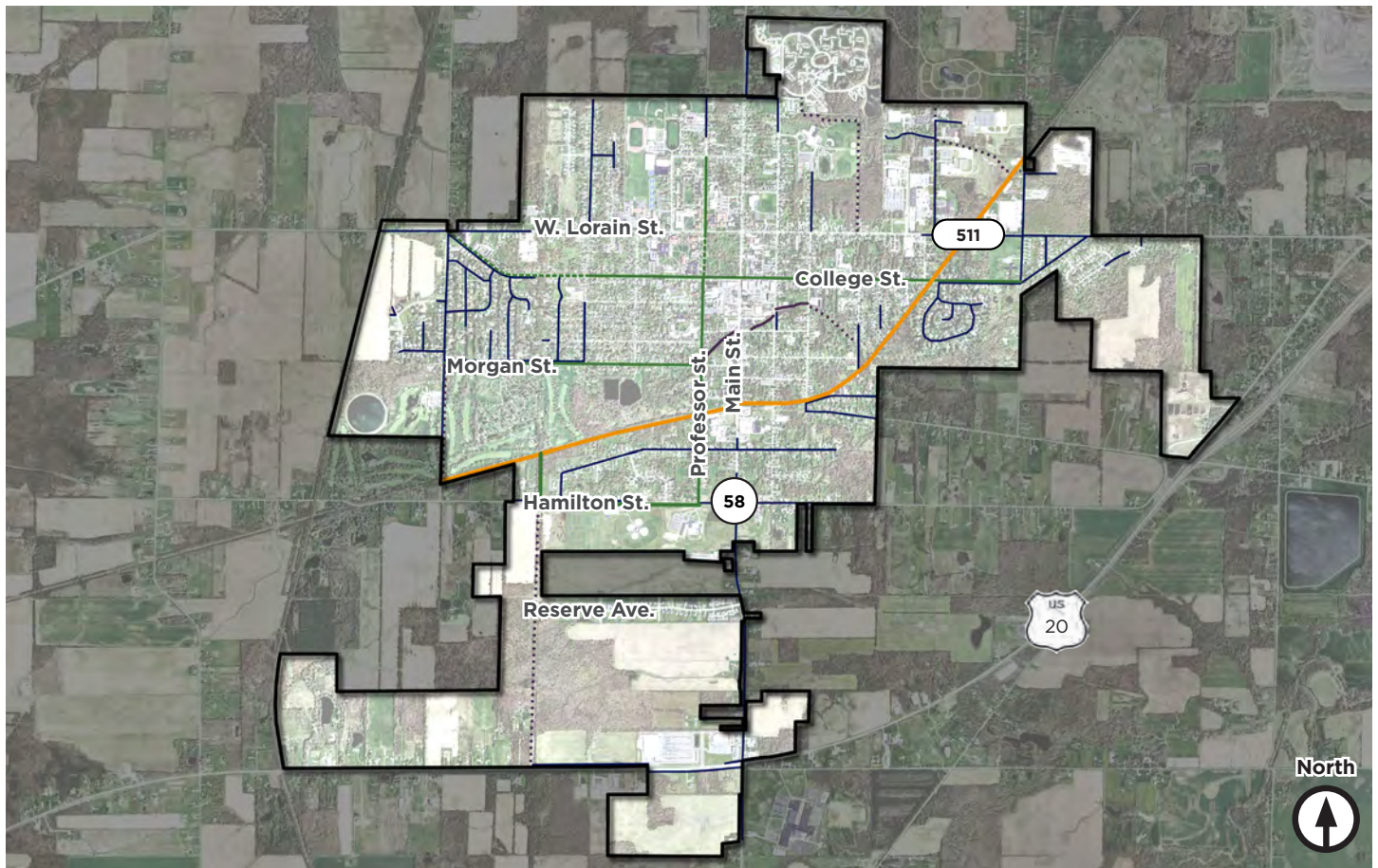
ACTIVE TRANSPORTATION PLAN

A traditional street grid forms the core and older Oberlin neighborhoods, while the outer neighborhoods follow a more suburban pattern. State Route 511 forms the primary east/west connection through Oberlin and has significant truck traffic due to the surrounding industrial and commercial land uses, along with its access to U.S. Route 20. State Route 58 is the primary north-south route through Oberlin and this portion of Lorain County, carrying significant traffic volumes to and through the city. These routes become critical connections for Oberlin and surrounding communities.

The 2005 Comprehensive Plan set goals for a better

connected and more complete non-motorized transportation network throughout the city by expanding sidewalks and establishing a local bikeway system, which includes trail connections, to create more walkable neighborhoods. The 2020 Active Transportation Plan extended those goals and mapped specific improvements including the expansion of sidewalks and the installation of bike lanes, sharrows, and bike paths. The map displays the existing infrastructure and proposes future active transportation route and sidewalk improvement priorities. Portions of the city's bicycle path network have been implemented, anchored by the North Coast Inland Trail, a 13.1-mile multipurpose trail that connects Kipton and Elyria. While the system has not been fully realized, there appear to be gaps between new developments, key destinations, and places of origin for bikes and pedestrians.

FIGURE 2-4: Active Transportation Map



LEGEND

- Existing Rec Path
- Future Rec Path
- Existing Bike Lane/Sharrow
- Future Bike Lane/Sharrow
- Future Sidewalk
- Bike Path

PARKS AND OPEN SPACE

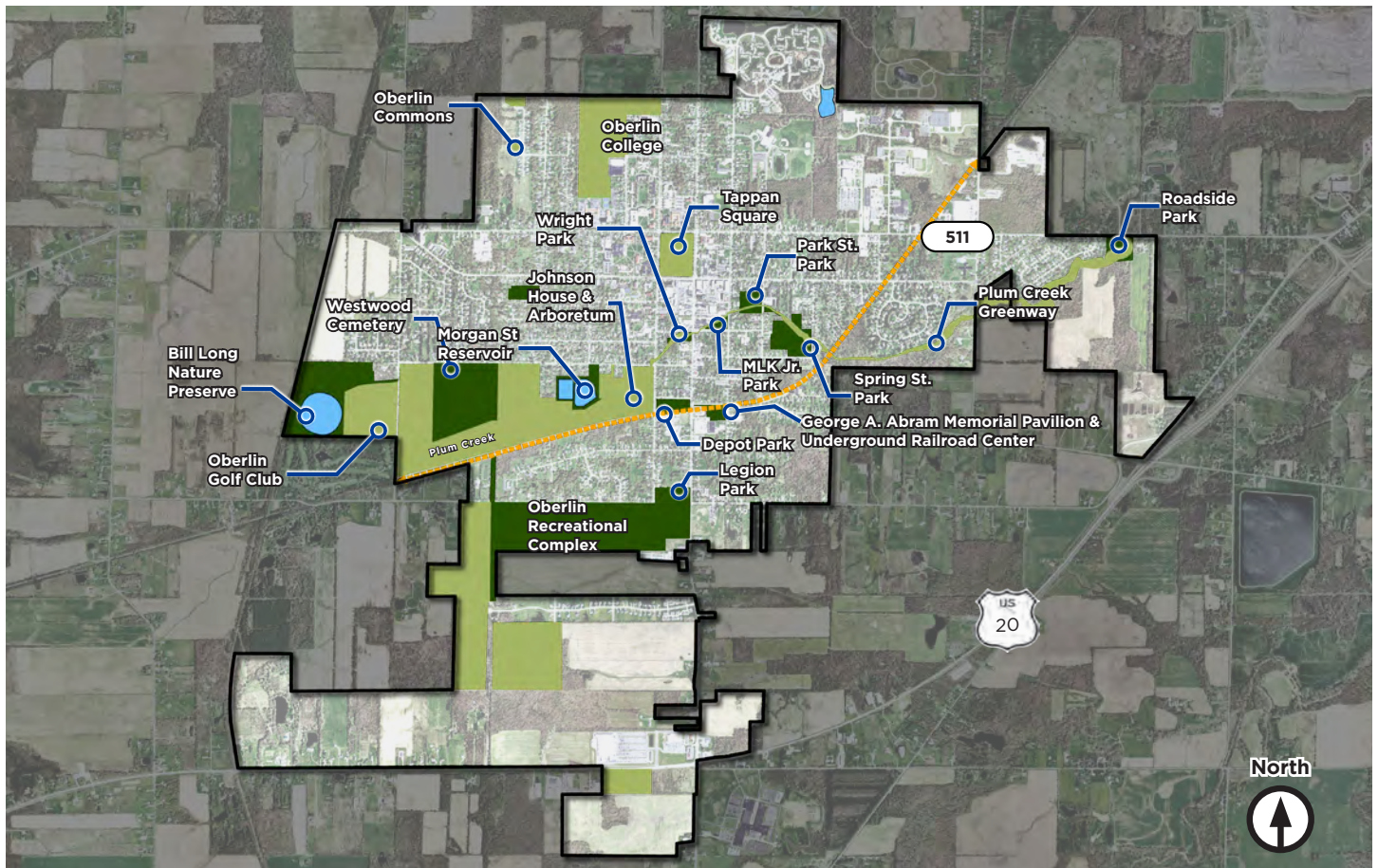
The city has a healthy, exciting network of green and open spaces, which has numerous benefits for the community. Green space also significantly benefits the environment because plants filter the air, lower the local temperature, and prevent flooding from water runoff. The combination of environmental and health benefits of green space can lead to more sustainable, beautiful, and vibrant spaces.

The Oberlin Recreation Complex, Bill Long Nature Preserve, Morgan Street Reservoir, and Johnson House Arboretum provide the hallmark green and open spaces within the community. They provide

a combination of both active and passive uses. Tappan Square is an ample, attractive formal space in the city's core and downtown. Smaller neighborhood parks and spaces are scattered throughout the community, including Depot Park and Spring Street Park.

The city has renovated Prospect School as the Oberlin Enrichment and Activity Center. There are plans for additional open space improvements to land owned south of Hamilton Street. The east and northeast portions of the community lack park and park access within walking distance, and there is an opportunity for the city to create greater access. More green and open space access within the city increases residents' quality of life and area attractiveness for visitors.

FIGURE 2-5: Parks and Open Space Map



LEGEND

- City Park Space
- Open Space

WALKSHED ANALYSIS: PARK AND OPEN SPACES

The following maps analyze a 5-minute (1/4 mile) and 10-minute (1/2 mile) walk radius for parks and open spaces. The analysis provides a picture of how many residents could potentially access these spaces. The analysis does not take into account sidewalk conditions

or resident capabilities. Most residents are within a 10-minute (1/2 mile) walk of a park or open space, giving them access and opportunity to usable outdoor space. The next phase in this analysis and discussion will be the type of park and open spaces within the walksheds and what residents desire.

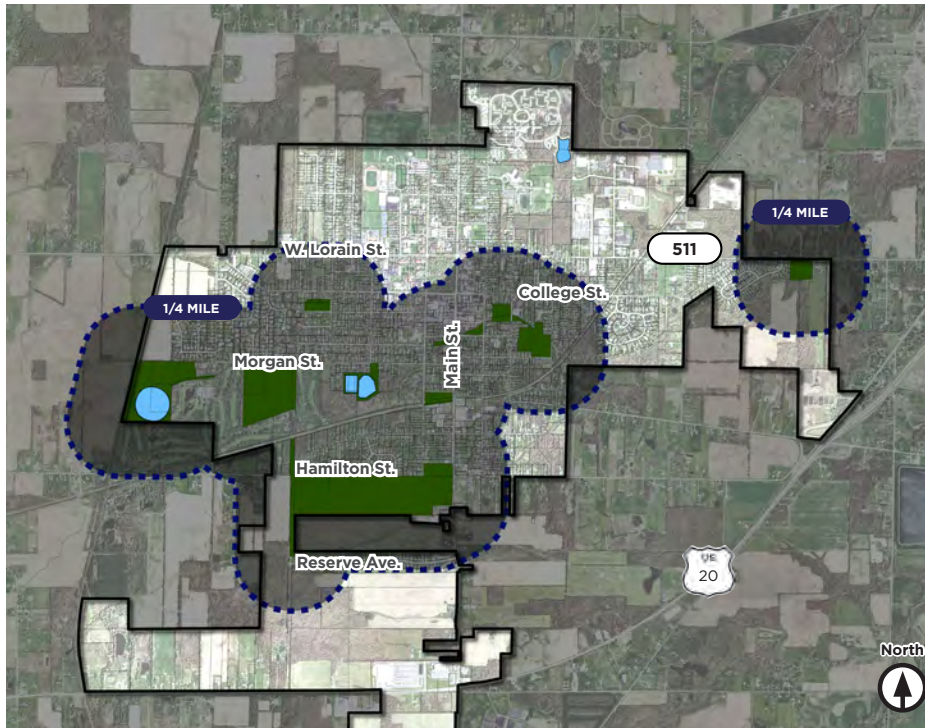


FIGURE 2-6: 1/4 mile walk for park spaces

LEGEND

- Park Space
- Walkable Boundary

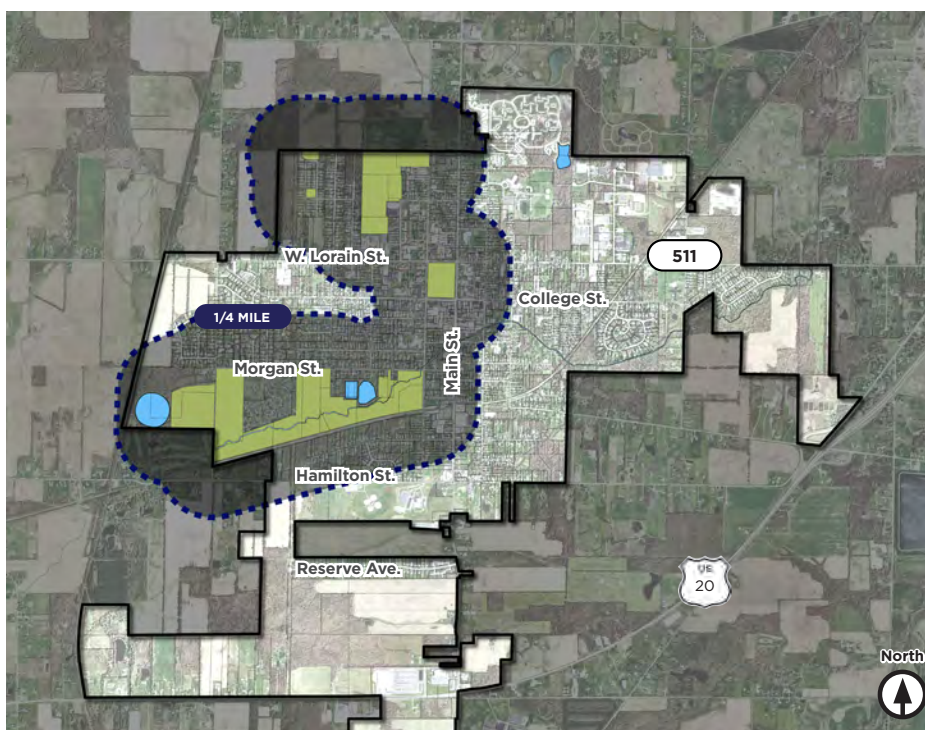


FIGURE 2-7: 1/4 mile walk for open spaces

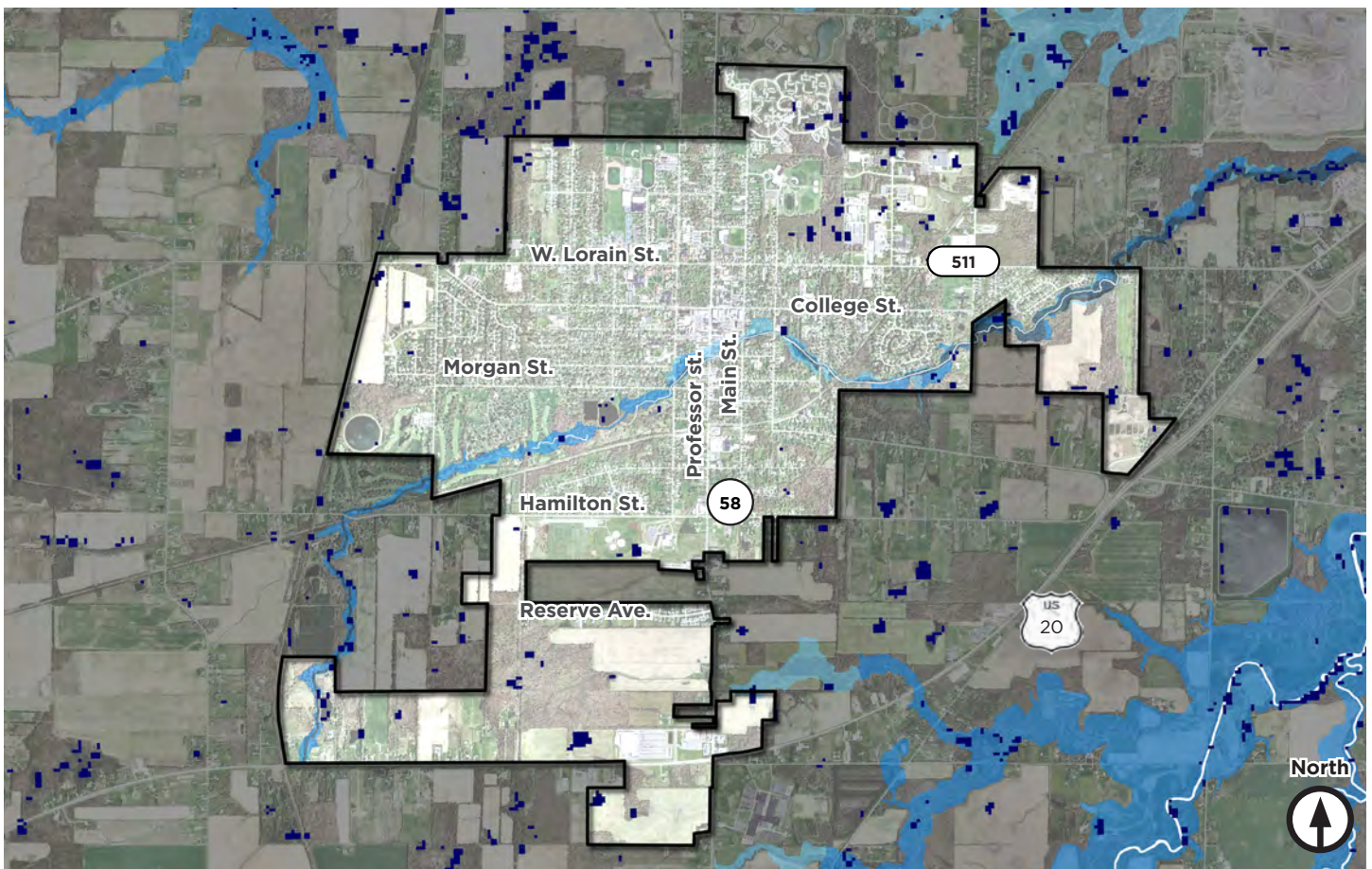
LEGEND

- Open Space
- Walkable Boundary

ENVIRONMENTAL - WATER

Sustainability and resiliency are critical principles for the community and the City of Oberlin. Part of the analysis included understanding existing environmental conditions particularly emphasizing water. The map outlines floodplains, wetlands, and waterways in the city—the information assisted in discussions about future growth and areas for conservation. Understanding the impact on the water systems is critical for the community, as there is a desire for sustainable growth (residential and commercial) when forecasting the future of Oberlin.

FIGURE 2-8: Environmental Water Map



LEGEND

- Floodplain
- 100-year floodplain
- 500-year floodplain
- Wetlands

INFRASTRUCTURE/UTILITIES

The following series of maps will outline city infrastructure and utilities. Most of the city is serviced by city utilities for stormwater, sanitary, and water. When considering sustainable growth (residential or commercial), understanding the impact on city

utilities is critical, with this information providing a view into where systems would need to expand. It is important to note that sanitary wastewater and stormwater are handled in separate systems, which is the preferred approach for protection of environmental water quality.

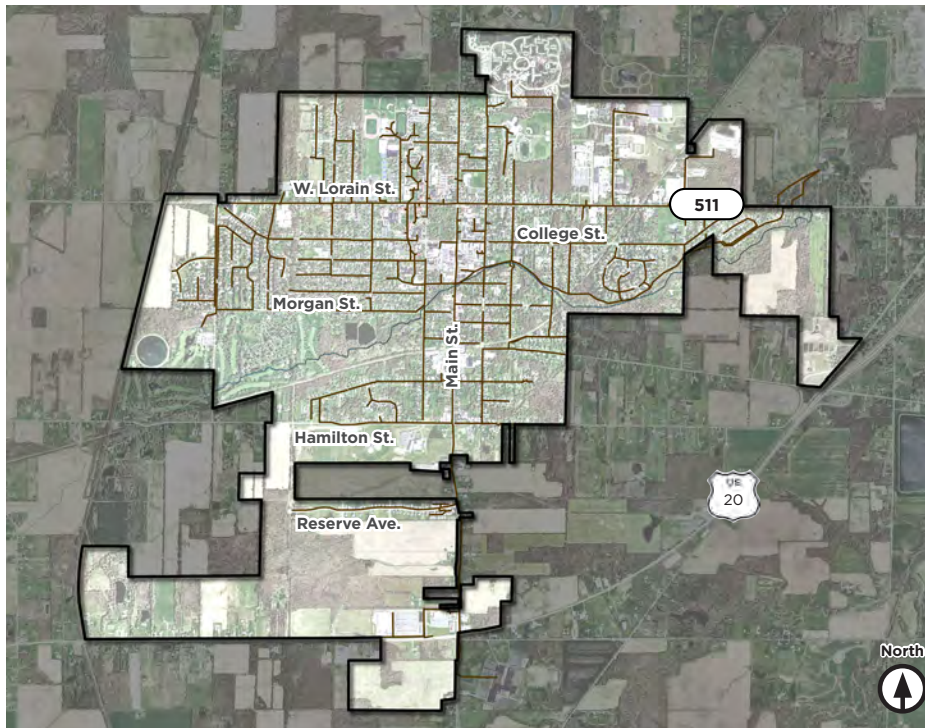


FIGURE 2-9: Sanitary sewer map

LEGEND

- Sanitary Lines
- City Boundary

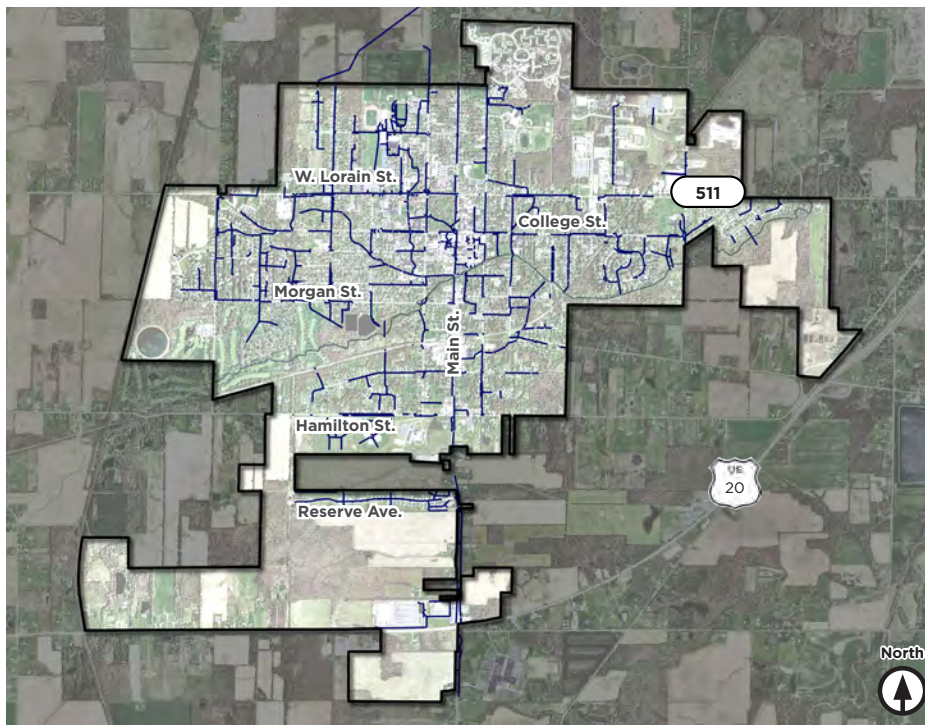


FIGURE 2-10: Storm water sewer map

LEGEND

- Stormwater Lines
- City Boundary

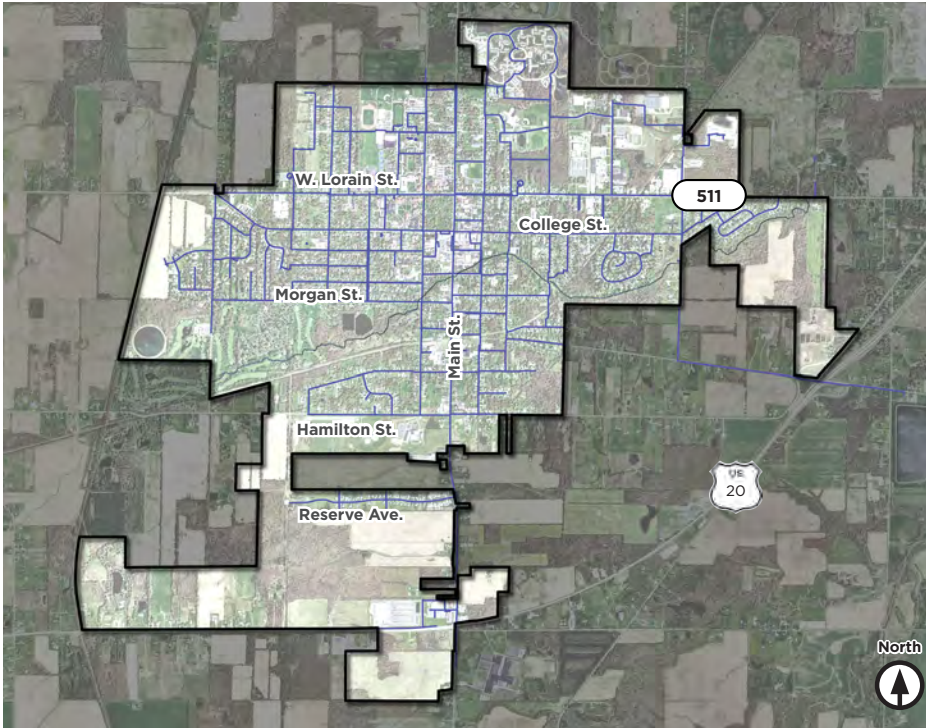


FIGURE 2-11: Water lines map

LEGEND

- Water Lines
- City Boundary

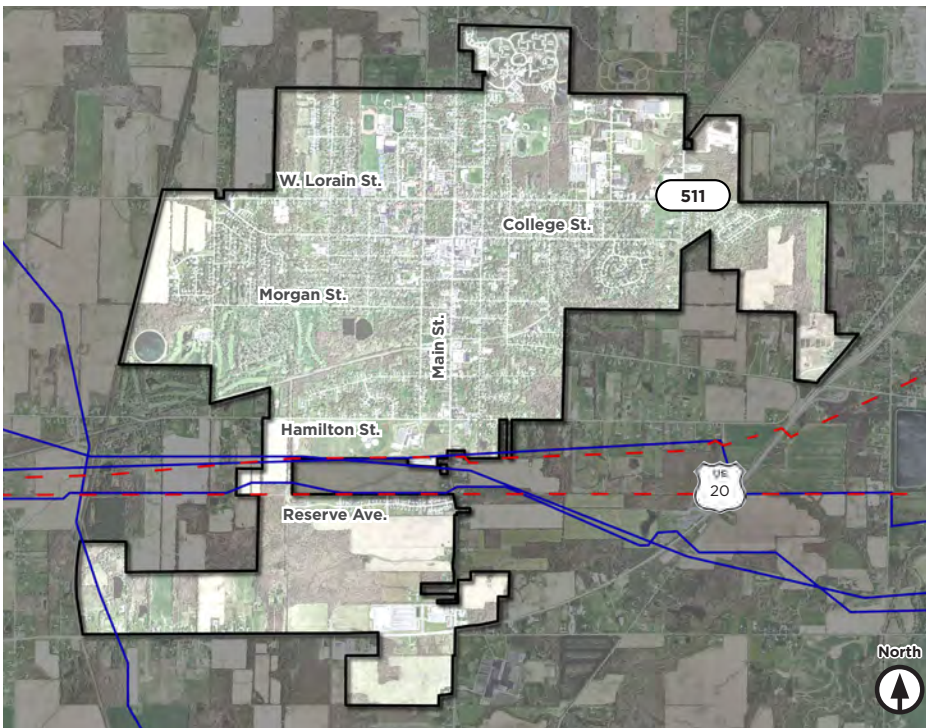


FIGURE 2-12: Pipelines map

LEGEND

- Gas Transmission
- Hazardous Liquids
- City Boundary

Final - 2.14.24



03

**COMMUNITY
ENGAGEMENT**

03 COMMUNITY ENGAGEMENT

OVERVIEW

The community engagement process for the 2023 Oberlin Comprehensive Plan began with the first steering committee meeting on October 21, 2022, and ran through the presentation to the Oberlin Planning Commission on December 20, 2023.

City staff, steering committee, and the project team used a variety of outreach methods to effectively communicate opportunities for the community to engage in the process. A community survey was posted and open for several weeks, open houses and input sessions were held at various points in the planning process, focus group sessions were conducted, and an interactive project website allowed community members to engage in the project at any point in time. Over 900 people participated in the community engagement efforts, generating thousands of ideas for how to shape the future of Oberlin. This document outlines the community engagement process as well as key takeaways garnered from the ideas and aspirations of the steering committee and community.

15

Steering Committee Members

engaged throughout 7 total meetings in this process (3 additional participants).

90+

Focus Group Participants

across 24 unique outreach opportunities and meetings.

555

Survey Responses

via online and paper surveys, which was conducted over the course of 6 weeks.

40+

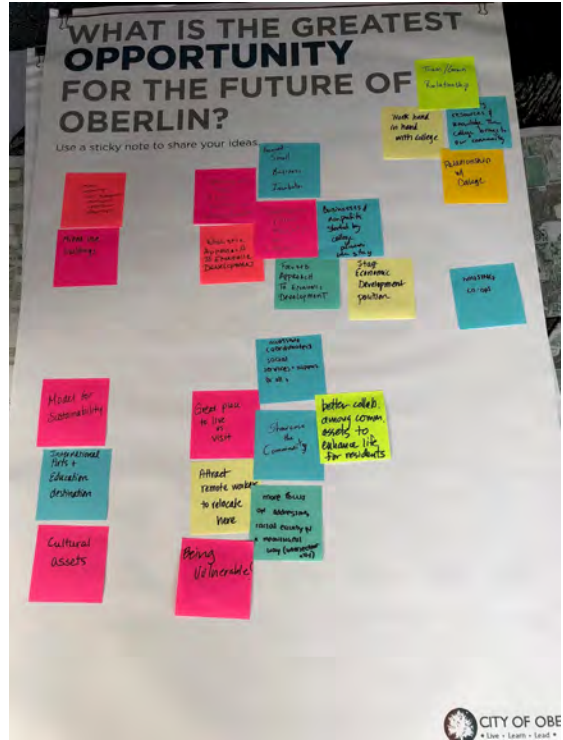
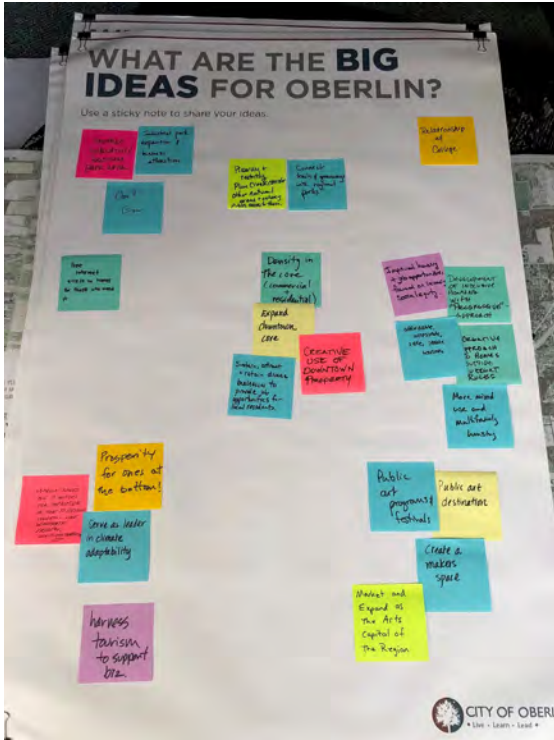
Public Open House 1 Participants

between an in-person session and a virtual session through the project website.

80+

Community Input Session Participants

between 2 in-person sessions held over 2 days and a virtual session on the project website.



Activity results from the early steering committee meetings.



Participation during a community open house.

STEERING COMMITTEE ACTIVITIES

The seven steering committee meetings provided time for summary, in-depth reflection, and collaboration between committee members and the project team. Discussion allowed for refinement of the approach to ensure that community members' concerns were fully incorporated into the plan.

The early meetings established the foundation for the initial round of community engagement. Two activities were performed to engage the group. The first activity asked the following three questions:

What is the most critical issue for the future of Oberlin?
What is the greatest opportunity for the future of Oberlin? What are the big ideas for Oberlin?

Committee members wrote their ideas on post-it notes and placed them under the appropriate question board. From there, the consultant team organized the responses by themes and engaged the group in a more extensive discussion. After the meeting, the results were further summarized and refined into initial plan themes.

The steering committee engaged in a mapping activity, where they indicated on a map of the city where they would like to see preservation, growth, and enhancement. Figures 3-1 and 3-2 display the full results of the mapping activity.

Preservation (white dots):

Groupings are located in the city's downtown area, along with areas currently shown as green/open spaces or trails.

Enhancements (yellow dots):

Groupings surround the edge of the downtown core and along the OH-58 corridor. Other locations include the golf course, park spaces, and undeveloped lands to the northeast.

Growth (blue dots):

Several groupings are located along the edge of the city boundary, primarily south of Hamilton Street along the OH-58 corridor.

Both activities were replicated with the community in the open house to compare results and identify potential focus areas of the plan.

The following are takeaways:

FIGURE 3-1: Frequent comment summary

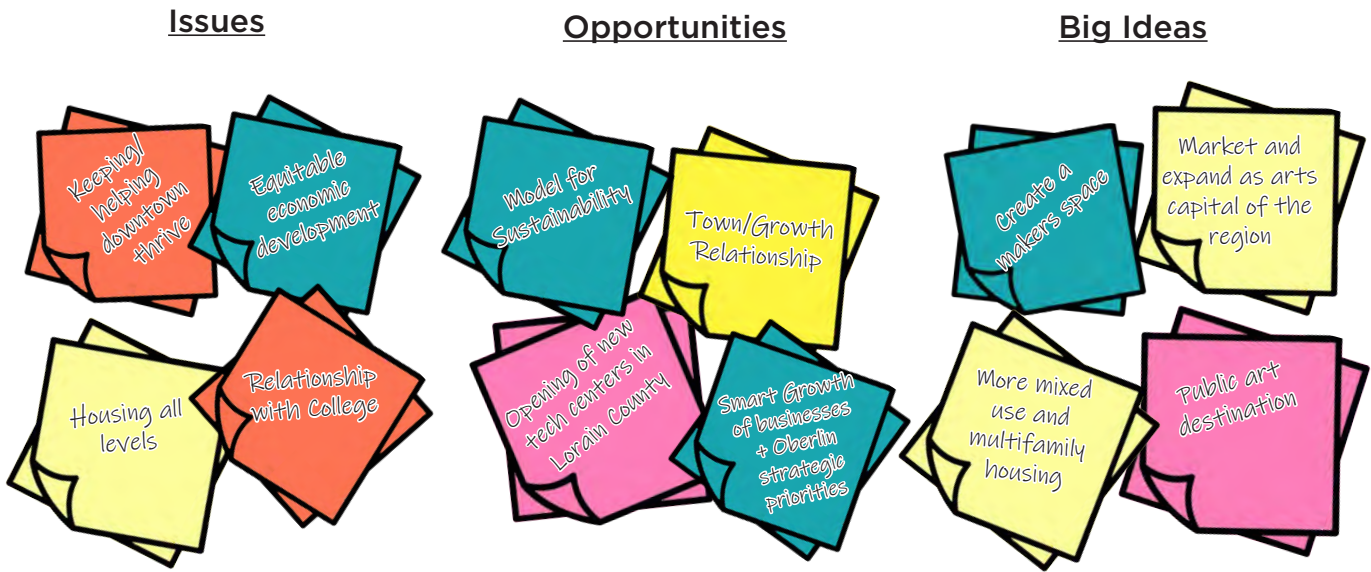
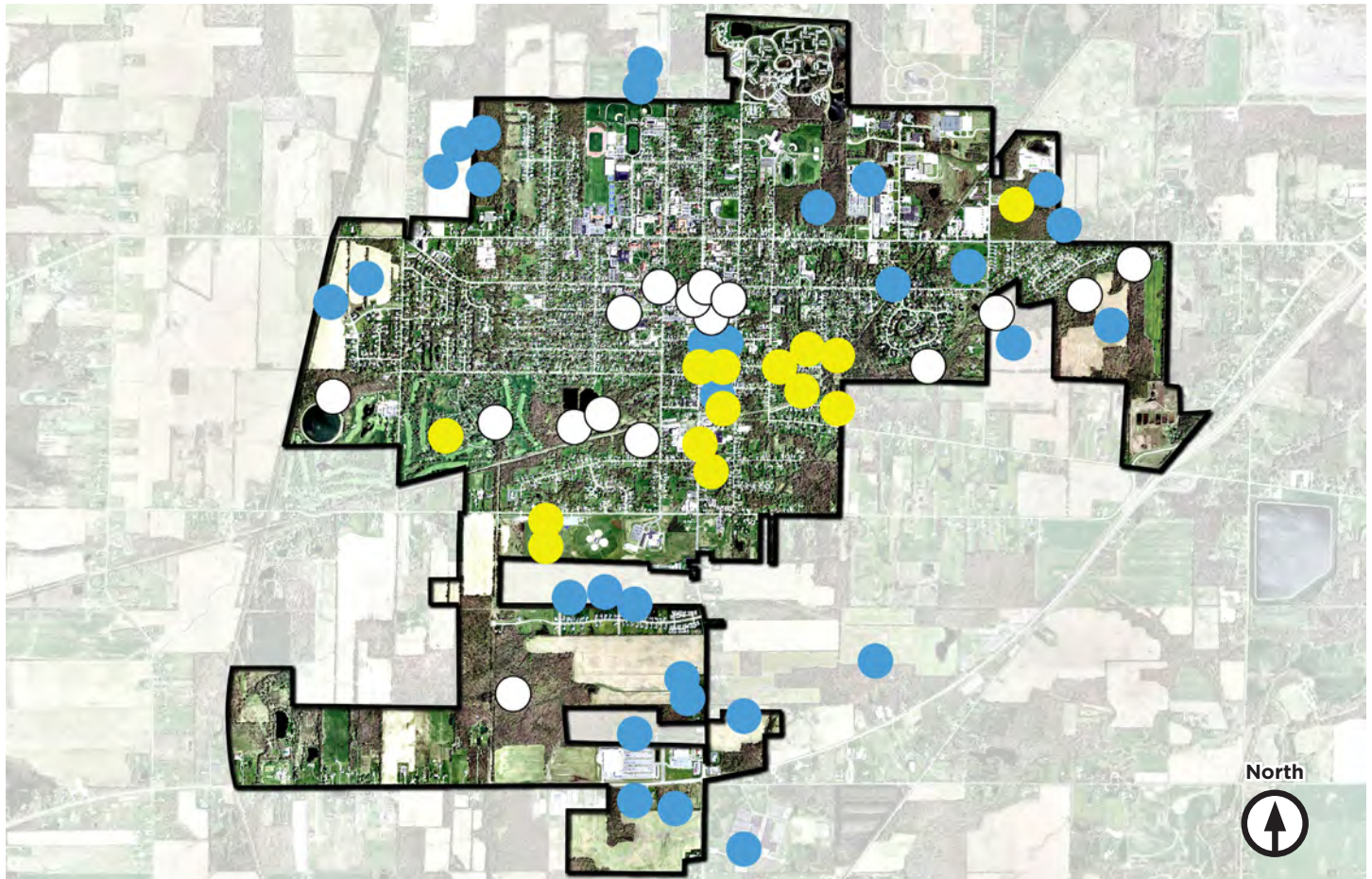


FIGURE 3-2: Mapping exercise result



LEGEND

- Boundary
- Preserve
- Enhance
- Grow

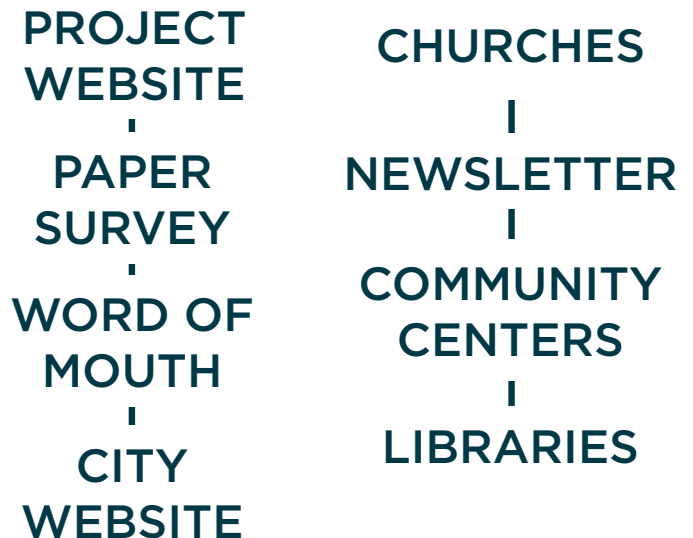
COMMUNITY SURVEY

A community survey was crafted in collaboration with the project team and steering committee and then distributed to the community in both digital and paper format. The survey was open from November 1, 2022, through December 4, 2022, and received 393 responses. Following a review of the results, the steering committee agreed to reopen the survey from December 13, 2022, through January 31, 2023 and received an additional 162 responses. The survey was posted on the project and city websites and marketed through a variety of media, including printed flyers, postcards, e-newsletters, social media, and word of mouth.

In total, 555 responses were received over an 86-day period. A summary of the question groups is provided below, with the following pages sharing specific question responses. For full detail see the appendix.



Marketing Methods



Community survey flyer



Demographics

Survey respondents overall reflected the city's demographics, but were on average older and more white than the city's population. Note that survey respondents do not always add up to 100%, with some respondents choosing to not answer each question.

Growth & Challenges

There is a desire to see smart, sustainable growth in Oberlin that complements and maintains community values. Housing, job opportunities, public transportation, and city/college relationship were seen by the most respondents as challenges.

Connection to Oberlin

Most respondents are Oberlin residents, with a mix of those who have lived here a long time and those who are new. Most respondents who work are in education. Many survey takes who are not Oberlin residents are former Oberlin residents.

Future Housing

Respondents recognized a need to provide affordable housing and diversity to Oberlin's housing stock. High quality, sustainable design was also highly desirable.

Current Housing

Most respondents currently own their homes. Most of those who do rent are paying between \$500 and \$1500 per month. 80% of owners are spending more than \$1000 per month on housing costs.

Quality of Life

Respondents indicated that they love the "small town, college, artsy" vibe of the city. It is part of the reason they live and stay in Oberlin.

Transportation

Most respondents drive around Oberlin, followed by walking. There is an opportunity for better public transportation. A small percentage are utilizing other means of transportation including e-bikes, skateboards, and scooters.

City Services

The majority of respondents are very or somewhat satisfied with a range of city services, with the exception of housing choice and affordability.

Downtown

Survey respondents frequent downtown daily or weekly. Additional respondents feel safe (day/night) and would like more to do, such as different restaurants or retail stores.

What do you think are the biggest challenges facing the City of Oberlin?

Top 5 responses below:



Housing Choices



Affordable Housing



Job Opportunities



College/City Partnership



Public Transportation

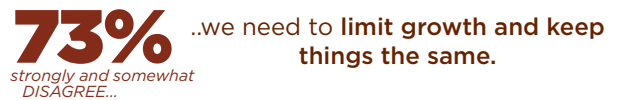
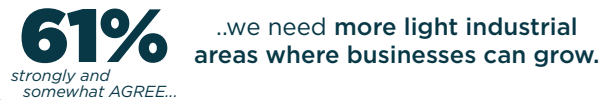
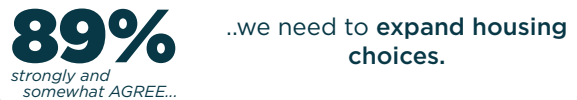
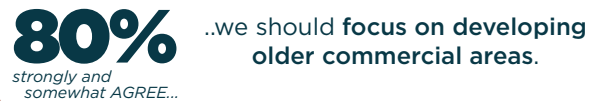
What **type of housing** would suit your needs?



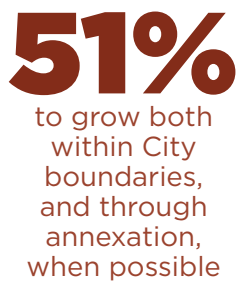
Using a scale of 0 to 10, where 0 means “low” and 10 means “high,” how would you rate the **quality of life** in the city of Oberlin?



Thinking about future growth and development, **do you agree with the following statements?**



Oberlin has experienced different types of growth over the last few decades. Looking ahead to the next 10 years, **how do you think the city should grow?**



Who might need more housing in Oberlin today and in the future?

Top 3 responses below:



56%
Families with Children



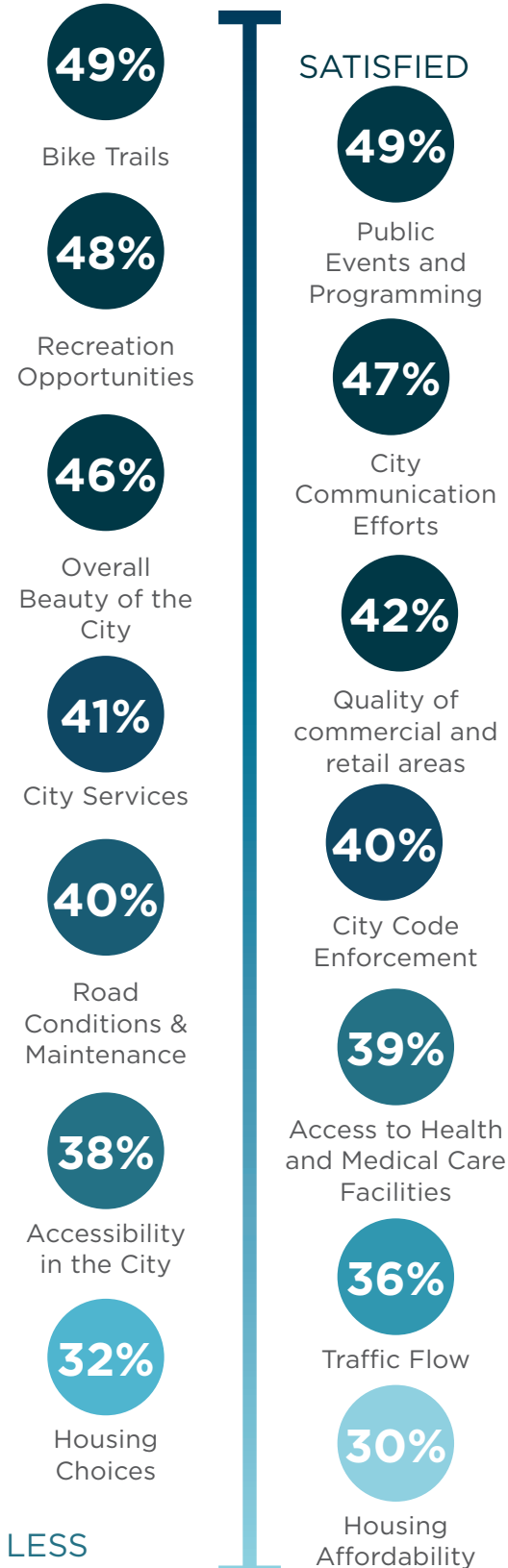
51%
55 and older



46%
Young adults without Children (age 18 - 30)

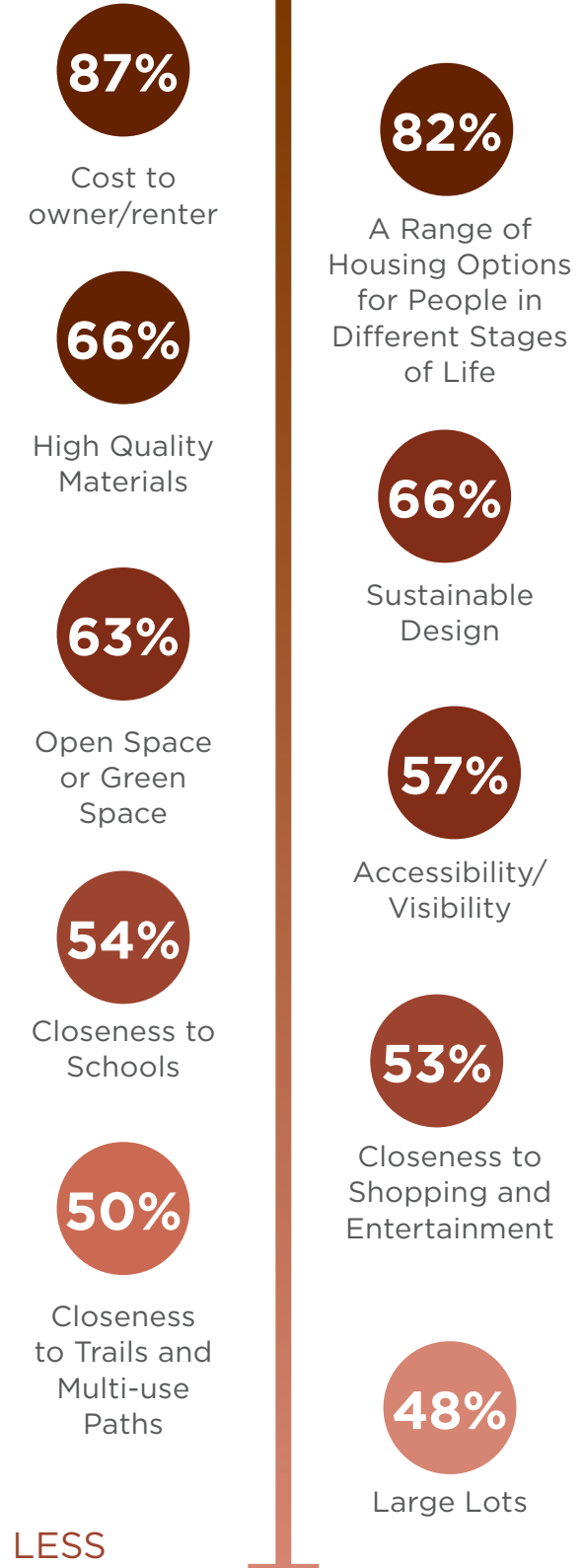
How satisfied are you with the following in Oberlin:

MORE



What do you think is important for building new housing in Oberlin?

MORE



COMMUNITY OPEN HOUSES

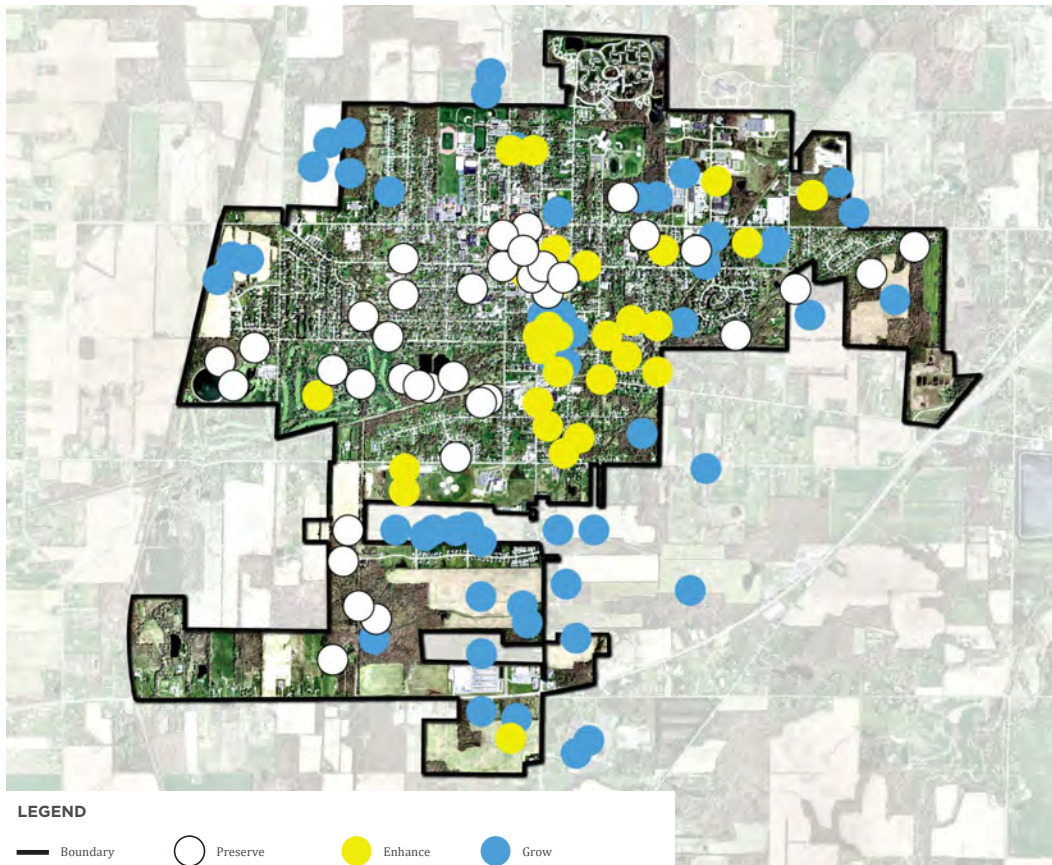
In February 2023, the project team and steering committee hosted a community open house at the Oberlin Enrichment and Activity Center to ask questions and engage with the community. The event layout contained stations on different topics related to the comprehensive plan. These topics included future growth, mobility, housing typologies, future land uses, emerging plan themes, a community survey summary, and a general questions board. A project team or steering committee representative facilitated the station, assisting participants in the activities and addressing questions.

Over 40 community members participated, providing critical feedback and insights into the process. Housing was a significant topic of conversation with participants citing the need for more affordable housing options in the community. Downtown was discussed at length regarding the need to build on the current assets and continuing to promote the

small town, walkable feel it current possesses. Participants also had much to say regarding the nine emerging plan themes. Participants agreed with the themes presented, however their feedback raised awareness to overlap and the possibility of combining themes.

These activities were replicated on the project website and marketed to allow additional community members the opportunity to participate and provide their voice to the process. The activities were summarized and presented to the steering committee to continue refining the plan.

Focus Areas Exercise



- Respondents overwhelmingly cited the need for preservation and enhancement for downtown.
- Participants noted that the 58 Corridor, linking the downtown to the southern border, should be prioritized.
- Participants concentrated white dots on existing assets and spaces within the city, citing the importance of preserving the existing community character.
- The area south of Hamilton Street hosted a large amount of "grow" dots, but participants noted the growth should be strategic.
- This exercise supports the findings in the survey that growth should respect the community's sustainability principles.

Housing Typology Boards

- The top choices in the exercise were affordable senior and rental housing and mixed use development.
- Generally, the preferred housing types in this exercise are more dense in nature and their development can be accomplished via infill.
- The top choices also support a general need for more affordable choices in the market, and ownership for a variety of the community demographic.



Emerging Plan Themes Boards

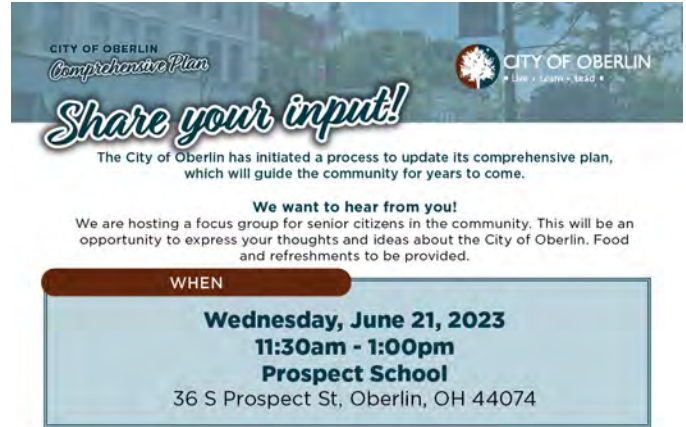
- Through the community survey and steering committee, nine themes emerged that were tested in the open house.
- The top two noted were housing and college relationship, with participants noting both were critical for the future and sustainability of Oberlin.
- The themes of "Downtown" and "Economic Development" scored high, adding their importance to creating a well rounded community.



FOCUS GROUP MEETINGS

Following the community survey and open house, the steering committee and project team evaluated who within the community participated and responded. The group felt that there were some underrepresented community groups and wanted a more direct reach to them. It was decided to conduct focus groups and interviews with the identified groups over an approximate 6-week period. The project team and steering committee worked together to reach out to interest groups and conduct the sessions.

In 19 different sessions (which included 7 in-person sessions and 12 interviews), 94 community members participated and provided their voice to the planning process. Key takeaways were increasing the quantity and quality of affordable housing, increasing the accessibility to downtown businesses, improving communication and collaboration between the city, college, schools, businesses, and residents, and expanding opportunities for community-based events. The information provided was reviewed by the steering committee, who felt the additional outreach ensured a greater representation of the Oberlin community.



Focus group session invitation and flyer.

Key Takeaways

- Affordable housing: quantity, quality, and cost
- Taxes' role in affordable housing: increases cost of living
- Activities and events: strengthen and expand opportunities in town
- Accessibility: In general, but specifically to downtown and businesses
- Economic development: Business organizations and city staff meeting regularly
- Communication and collaboration: City, college, schools, businesses, and residents
- Information on events/businesses/opportunities: Creating a centralized hub on information (city website)

94
**Total People
 Participated**

19
**Outreach
 Opportunities**

Small Group Outreach Opportunities, Summer 2023			
Outreach Group	Outreach opportunity	Date	Number of participants
Oberlin Business Partnership	In person, Oberlin Public Library meeting room	5/11/23	17
Youth/Young Adults	In-person introduction and paper survey conducted by City of Oberlin Recreation Department	6/7/23	18
Downtown business community	Zoom	6/16/23	9
Seniors outside Kendal	In-person discussion at Prospect School seniors lounge	6/21/23	11
Parents of children in the Oberlin Schools	Zoom	6/22/23	11
African-American residents	In-person discussion at Mt. Zion Community Center	6/27/23	14
Oberlin College students	In-person discussion at Oberlin College	7/10/23	2
Interviews	Telephone	6/1/23 through 7/7/23	12

COMMUNITY INPUT SESSIONS

In September 2023, the steering committee and project team hosted two community input sessions over two days. The first meeting was hosted at the Oberlin Enrichment and Activity Center as a picnic with food provided by local vendors. The layout included stations inside and outside the building, with participants encouraged to move throughout the spaces. Station topics included a review of the draft plan goals and objectives, future land use map, and focus areas (downtown, 58 Corridor, and south of Hamilton), along with a general area for questions and discussion. The second session took place on the following day at the local farmers' market, where the team had a table containing the draft plan goals and objectives and future land use map.

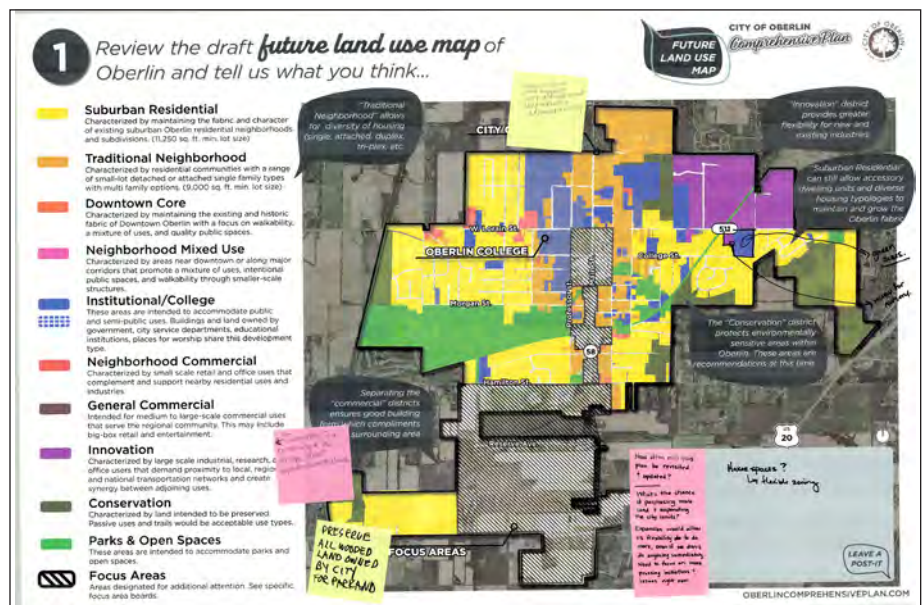
Over 80 community members participated between the two sessions, engaging in conversation over the draft plan elements. Participants were supportive of the revised draft plan goals and objectives and already beginning to offer input on the prioritization of certain

objective statements, particularly around housing and communication. The future land use map and focus area maps had more extensive conversations, specifically around expanding conservation land use and understanding the neighborhood mixed-use description. Participants were mindful of their desire for sustainable development but recognized its effects on undeveloped land. Similarly, participants cited concern for overgrowth in the areas south of Hamilton Street and wanting to ensure parts of the community do not feel disconnected from the downtown core.

The station information and overall draft plan framework were replicated on the project website and marketed to allow additional community members the opportunity to participate and provide their voice to the process. The activities were summarized and presented to the steering committee to continue refining the plan.

Future Land Use Board

- Generally, participants understood the breakdown of the proposed new land uses based on the descriptions.
- There was concern and confusion concerning the neighborhood mixed use designation and the type of development that would be allowed.
- Participants were generally in favor in the approach to the innovation land use allowing for additional flexibility.
- Additional comments asked to look further into expanding conservation zones throughout the city.



Downtown Focus Area Board

- Heavy support from participants in maintaining the existing fabric of downtown and allowing for infill opportunities.
- There were questions surrounding the district parking concept proposed, but in general there was support.
- Participants encouraged additional pedestrian connections and improvements to the walkability of downtown.
- Suggestions were added about establishing an arts district near downtown.

2b Give us *your* feedback on the focus areas..

Downtown

Continue to build on the vibrancy of Downtown through pedestrian improvements and district parking

PROPOSED CHARACTER IMAGES

SHARE YOUR COMMENTS

Encouraged along with commercial

Don't lose character - ADA Access Plus - Sun - Safe - Pedestrian friendly

Eliminate the use of rooftop or other elevated parking structures downtown. Preserve character, health of people and work

Support to keep Downtown vibrant?

Support to new parking with downtown

Support to keep Downtown vibrant?

OBERLINCOMPREHENSIVEPLAN.COM

Goals and Objectives Boards

- Participants were supportive of the updated goals list based on the feedback provided previously.
- Additional comments highlighted ideas for housing and community services for the team to consider.
- Participants emphasized specific objectives as higher priority than others. This assisted the project team with the organizing the action steps for implementation.

3 Give us *your* feedback on the goals & objectives..

PLAN FRAMEWORK

Continue to Provide Quality Community Services

Retain and enhance quality of life in Oberlin through providing individuals, families and businesses and neighborhoods with quality public services and partnerships.

1. Strengthen, diversify and improve safe and convenient mobility options that will allow residents and workers to access key destinations throughout the City via walking, biking, public transportation, or automobile, to suit their needs
2. Coordinate regional connectivity with peer cities and organizations.
3. Continue to enhance parks, recreation and open space facilities and programs to serve all neighborhoods, residents and workers
4. Continue to provide and improve quality and sustainable City services for refuse management, recycling, and facilities maintenance
5. Support and collaborate with the Oberlin Schools to promote excellent educational opportunities for all families
6. Continue to provide and improve sustainable utility services, providing water, stormwater, sewer, and energy options for residents and businesses.
7. Reduce congestion and improve the quality of main corridors and intersections.
 - Reduce or provide on-site parking in commercial areas, where shared parking agreements are possible.

incorporate standards that promote bike facilities for new commercial, mixed use, and public developments.

8. Complete a City of Oberlin Social Equity Plan, building on the earlier Provisional Social Equity Plan and recent Social Equity Assessment.

- Improving access to the Court system and to justice-related assistance
- Improving police-community relationships
- Support for improving access to physical and mental health services for all
- Enhancing access to affordable, quality food for all
- Expanding the diversity of people in City staff and leadership

9. Continue to promote environmental sustainability, climate positivity and reduce climate vulnerability throughout City services and partnerships; Update the city's Climate Action Plan

Develop Habitat for Humanity Tree Exchange Program - Make it a priority to plant trees in public spaces

public restroom facilities downtown

Make a priority to plant trees downtown

reconnect tree planting on front property

Native Plant Initiative

Tree, shrub and floral installation - Plant on East to Preserve Heritage - Quality for City

organize "Oberlin Garage Fest"

DONT DEVELOPE ABOVE ASPHALT DRIVE - IT WILL MAKE A BEAUTIFUL WOOD PARK

Reduce Invasive Species

MORE PARKLAND

Review bike trail improve sections

YES!!!

What is the plan for Eastwood School land?

OBERLINCOMPREHENSIVEPLAN.COM

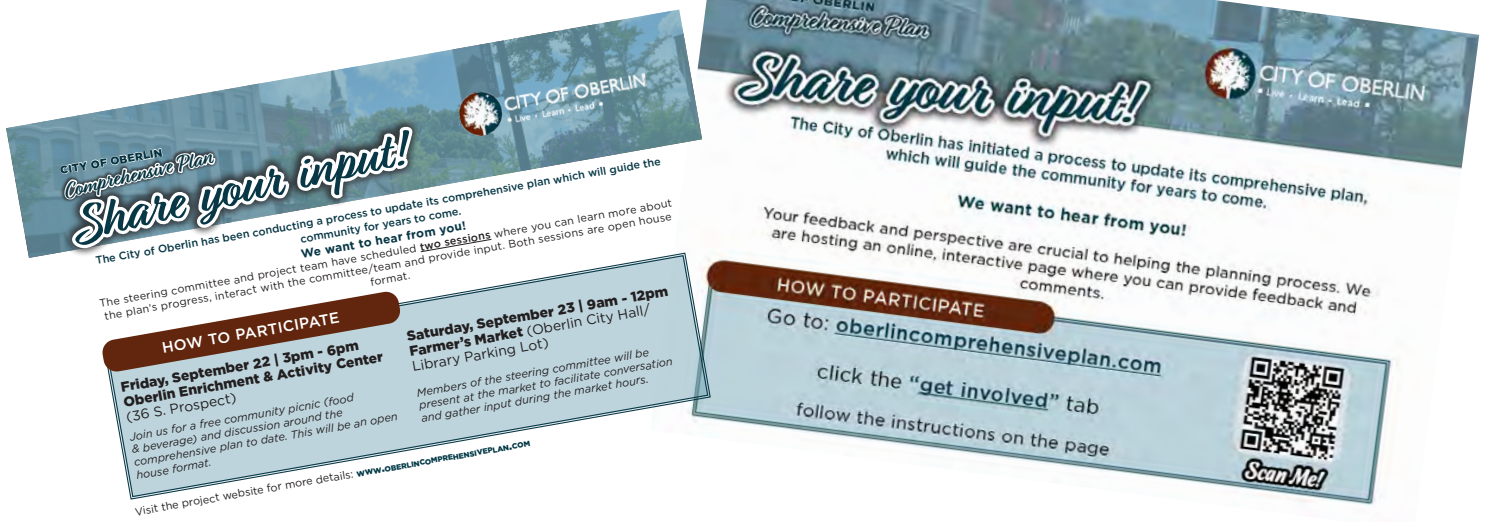
PROJECT WEBSITE

A project website separate from the city’s main site was created to serve as the informational center for the planning process. The website included background information about the planning process and participants, outlining the traditional steps and elements of a comprehensive plan and ways to actively participate. As the process commenced project updates were frequently posted to keep the community informed. A section of the website contained various information related to the project, such as in-progress documents, memoranda, presentations, public materials, and access to video recordings of all steering committee meetings.

A “get involved” section provided the opportunity for community members to participate in the planning process virtually following any in-person events and sessions. The activities conducted during the community open house and input sessions were duplicated online, to gather additional input and ensure full community participation. Following the steering committee review, the draft plan document was uploaded to the website for community review and feedback prior to the council hearing and adoption.



Examples of the flyers, postcards, and other marketing materials used to promote the community input session and follow-up website materials.





Oberlin Comprehensive Plan

New community event announcement below!

The Comprehensive Plan aims to envision the future for

The project website, www.oberlincomprehensiveplan.com, home landing page.

Draft Plan Framework

Based on all the work and feedback received to date, the project team has produced the draft plan framework. Included in this framework are the plan goals and objectives, future land use map, and focus areas. Each aspect of the framework is available for review below. Go to the "resources" tab to view the November 1st preliminary presentation to Planning Commission to get further background information. After your review, there is a form below to provide your input.

[Implementation Framework \(Goals & Objectives\)](#)

[Goals & Objectives Overview](#)

[Future Land Use Map \(DRAFT\)](#)

[Future Land Use Map \(Draft\) Overview](#)

[Focus Areas Packet](#)

[Neighborhood Mixed Use Land Use Overview](#)

After viewing the maps/links above, please take some time to respond to the survey questions below to provide your feedback. Thank you!



The project website, www.oberlincomprehensiveplan.com, landing page for the "get involved" section.

KEY TAKEAWAYS

This page summarizes the key takeaways and themes from thousands of ideas generated from the community input. These themes and takeaways, together with the existing conditions and trends research, informed the development of the plan framework.



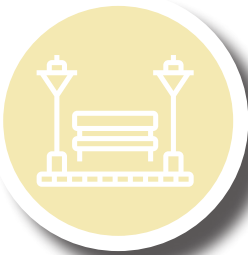
Housing

Respondents noted a desire to see **more diversity and affordable housing** options.



Economic Development & Growth

Continue to **grow sustainably**, balancing the tax base and diversifying jobs, goods, and services within the community.



Downtown

Build on the **existing core** through an **increase of the retail mix** (restaurants, retail offerings, etc.) and programmed events.



Mobility

Improve overall connectivity for pedestrians and cyclists through direct routes to **key destinations (downtown) and job centers (college)**.



College Relationship

Respondents desired to see an **improved relationship and partnership** between the city and college.



City Services

Continuing **improvements and upgrades to overall infrastructure** (water, sewer, electric, stormwater, etc.) and adding sidewalks throughout the community.



Community Character & Culture

Respondents appreciated the **small-town community's** feeling and **support for the arts and culture**.



Communication

Respondents want to see an improvement in general communication between **all groups, audiences, and mediums**.



Parks, Recreation, and Open Spaces

Continue to **expand recreation, parks, and open spaces**, especially within the northeast portion of the city.

Final - 2.14.24





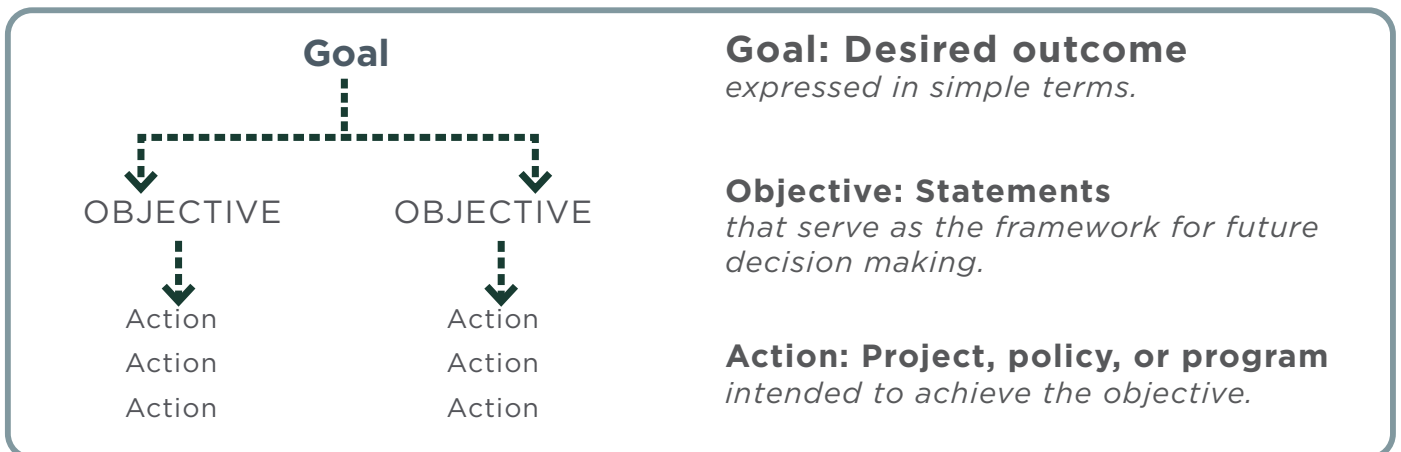
04

PLAN FRAMEWORK

04 PLAN FRAMEWORK

OVERVIEW

This chapter is the core of the Plan. It describes the plan vision and lens, goals and objectives, and future land use map, providing a framework for implementation. In Chapter 5, land use focus areas are given special attention; and in Chapter 6, the full implementation matrix is presented, with detailed action steps. These components of the plan framework were derived from the existing conditions analysis, community feedback gathered through the public engagement process, and stakeholder and Steering Committee guidance.



Each Plan Element has a Goal Statement, with corresponding and Objectives and Actions developed by the Steering Committee.

PLAN ELEMENTS

Plan Vision & Lens

The steering committee crafted a vision statement to guide the development of the plan's goals, objectives, and action items. Additionally, a plan lens was written to further clarify the intentions of the community.

Goals & Objectives

The culmination of the existing conditions analysis and input from the community engagement resulting in the goals and objectives to build the foundation of the plan and guide future decision making.

Future Land Use Map

Land use recommendations are meant to guide the pattern and character of future growth in Oberlin, so that growth is financially and environmentally sustainable and aligns with the aspirations of the community.

Focus Areas

Focus Areas are parcels of land identified for development to deliver significant benefits to a community. Their importance lies in the transformative effect that changes to them could bring to adjacent properties and the city as a whole. Projects in these areas should interest developers, inspire business owners, and instill community pride in residents (*see Chapter 5*).

Implementation Matrix

Lays out the steps, time frames, and responsible parties associated with the specific goals and objectives to advance the vision of the plan. The matrix is intended to be used as a roadmap to help make informed decisions as they relate to the overall plan (*see Chapter 6*).

PLAN VISION & LENS

OVERVIEW

The purpose of this project is to imagine and plan for how Oberlin grows in the future over the next 10-15 years. The vision for how land should be used in the future is outlined within this chapter and anchored in a set of land use typologies, as well as illustrated in the Future Land Use map. Collectively, the typologies and map are the two elements that should guide and inform future growth and development.

To help guide the development of the plan, the steering committee developed a plan vision and lens. These statements were vetted through the community engagement process and helped shape the associated goals, objectives, and action steps in the coming sections. These statements reflect the vision to which the Oberlin community sees themselves in the future. As future decisions are made, the plan vision and lens should be taken into consideration.

Plan Vision:

Oberlin is a small town known for its diversity, arts, quality of life, and commitment to social justice and environmental sustainability, where individuals, families, businesses and organizations collaborate and thrive.

Plan Lens:

All goals, objectives and action steps will be pursued under two overarching lenses: environmental sustainability and resilience, and social equity. They overlap each goal, objective, and action step in the plan, and will broadly influence city policy and decision-making as the plan is implemented.

GOALS & OBJECTIVES

OVERVIEW

This section provides a framework of goals and objectives on which the specifics of the plan rest. The five identified goals and objectives were developed based on the existing conditions analysis, past plans and studies, and community insights. The goals include housing, community services, communication and collaboration, economic development and growth, and community arts and culture. These went through further consideration during a series of meetings with the steering committee, stakeholder focus groups, and final community engagement events.

The goals and objectives, along with the action steps, form the implementation framework. The implementation framework incorporates the vision, goals and objectives developed through Steering Committee and public input throughout the plan process. In the framework for implementation, each objective is then translated into clear action steps. The action steps incorporate the recommendations of the city's original Comprehensive Plan working group, along with additional steps that have come out of the extensive public engagement of this project. Action steps recommended by the original Comprehensive Plan working group that have been implemented have been removed.

Chapter 6 places the framework into a matrix which includes the action steps, time frames and responsible parties.

PLAN GOALS



Expand Diversity and Affordability of Housing

Provide a full range of housing types and price points across the city that allows for diverse lifestyles and provides quality, affordable homes for all Oberlin residents.



Continue and Expand Economic Development

Provide quality economic development services and facilities to enable businesses and families to thrive.



Continue to Provide Quality Community Services

Retain and enhance quality of life in Oberlin through providing individuals, families, businesses and neighborhoods with quality public services and partnerships.



Promote Community Arts and Culture

Provide city support and private/college partnerships to strengthen and promote the arts and cultural opportunities in Oberlin, making them accessible to community members and visitors.



Improve and Expand Communication and Collaboration

Strengthen communication between city government, residents, businesses, Oberlin College, and Oberlin Schools, for the benefit of community information, culture, and collaboration.



Expand Diversity and Affordability of Housing

Provide a full range of housing types and price points across the city that allows for diverse lifestyles and provides quality, affordable homes for all Oberlin residents.

Objective 1.1: Expand quantity and diversity of housing types through city policy and development partnerships.

Objective 1.2: Create affordable rental and for-sale housing for seniors and families.

Objective 1.3: Work to restore Oberlin’s existing housing stock and neighborhoods.

Objective 1.4: Improve quality of existing rental properties, and support for tenants, while remaining affordable.

Objective 1.5: After full community discussion, update the city’s zoning map and regulations (zoning code) to align with the future land use map and goals and objectives of the Comprehensive Plan, with particular attention to residential uses.

Objective 1.6: Evaluate the Fair Housing Ordinance and cooperative programs to ensure Fair Housing in Oberlin.



Continue and Expand Economic Development

Provide quality economic development services and facilities to enable businesses and families to thrive.

Objective 2.1: Expand the city’s support for the development, attraction, expansion and retention of businesses, including support for organizational collaborations serving businesses.

Objective 2.2: Develop and enhance innovation/industrial properties to accommodate businesses that will strengthen Oberlin’s economy and tax base, and provide a nearby base of desirable jobs for Oberlin residents.

Objective 2.3: Strengthen downtown through business and organizational support and economic development, slowly expanding affordable, quality retail spaces in keeping with downtown character.

Objective 2.4: As economic opportunities expand throughout Oberlin, ensure that they are environmentally sustainable and resilient, support social equity, and enhance Oberlin’s unique character

Objective 2.5: Identify financial and capital opportunities to support Oberlin businesses and business development.

Objective 2.6: Work with partners to provide workforce development, training for startup businesses, and encourage entrepreneurship skills.



Continue to Provide Quality Community Services

Retain and enhance quality of life in Oberlin through providing individuals, families and businesses and neighborhoods with quality public services and partnerships.

Objective 3.1: Improve the quality of the downtown design experience in keeping with user safety, convenience, and enjoyment, and Oberlin's small town character.

Objective 3.2 Strengthen, diversify and improve safe and convenient mobility options that will allow residents and workers to access key destinations throughout the city via walking, biking, public transportation, or automobile to suit their needs.

Objective 3.3: Coordinate regional connectivity with peer cities and organizations.

Objective 3.4: Continue to enhance parks, recreation and open space facilities and programs to serve all neighborhoods, residents and workers.

Objective 3.5: Support enhancement of Oberlin's urban forest in alignment with the Climate Action Plan.

Objective 3.6: Continue to provide and improve quality and sustainable city services for refuse management, recycling, and facilities maintenance.

Objective 3.7: Support and collaborate with the Oberlin Schools to promote excellent educational opportunities for all families.

Objective 3.8: Continue to provide and improve utility services, providing water, stormwater, sewer, and energy options for residents and businesses in accordance with the city's goals for environmental sustainability and resilience, and social equity.

Objective 3.9: Improve and address social equity in Oberlin.

Objective 3.10: Continue to promote environmental sustainability and resilience, and climate positivity, and reduce climate vulnerability throughout city services and partnerships

Objective 3.11: Provide a customer-friendly approach to all city services and interactions with residents, developers, property owners and managers, businesses, and organizations.



Promote Community Arts and Culture

Provide city support and private/college partnerships to strengthen and promote the arts and cultural opportunities in Oberlin, making them accessible to community members and visitors.

Objective 4.1: Support and promote community and college-based arts and culture opportunities through City action and public-private collaboration.

Objective 4.2: Continue citywide programs including the Big Parade, Juneteenth, Chalk Walk, Second Saturdays and others, and expand programming

Objective 4.3: Continue to foster historic preservation.

Objective 4.4: Conserve Oberlin's unique small-town character and beauty.

Objective 4.5: Support and collaborate with partners to expand knowledge of the diverse cultures and peoples within Oberlin's shared history.



Improve and Expand Communication and Collaboration

Strengthen communication between city government, residents, businesses, Oberlin College, and Oberlin Schools, for the benefit of community information, culture, and collaboration.

Objective 5.1: Continue and expand regular communication through print and web-based media.

Objective 5.2: Provide a coordinated web presence for city and community information that is accessible to residents, businesses, and visitors.

Objective 5.3: Collaborate with the Oberlin Schools to widely promote factual information about school excellence.

Objective 5.4: Encourage and support collaborative regular meetings with Oberlin College, Oberlin merchants, and Oberlin Schools.

Objective 5.5: In alignment with the Downtown Strategic Plan, develop a unique brand for Oberlin and implement it in signage and streetscape elements, web sites, and other resources.



FUTURE LAND USE MAP

OVERVIEW

The Future Land Use map is a synthesis of understanding the local and regional context of the City of Oberlin. There is a significant amount of land that could potentially be developed to accommodate growth in the coming decades, as well as neighborhood centers that could be redeveloped and re-imagined. This chapter is meant to guide the pattern and character of future growth in Oberlin, so that growth is financially and environmentally sustainable and aligns with the aspirations of the community. Developed in concert with the community engagement insights in Chapter 3, the technical analysis performed by the project team, and market trends, this chapter establishes a set of guiding principles that inform how and where various land uses are appropriate and intuitive. This plan is meant to guide the city in development for years to come.

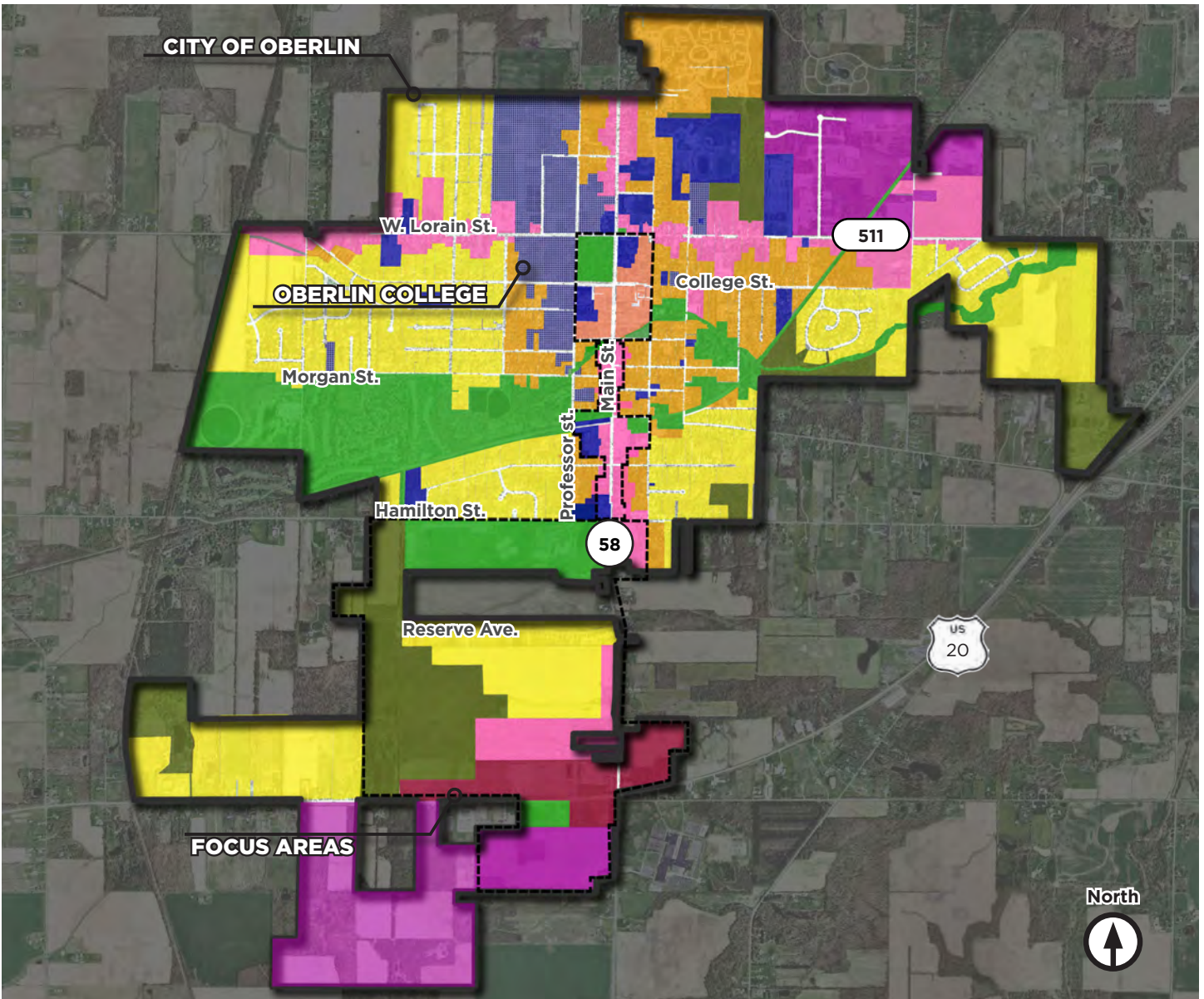
It is important to note that the land use maps presented in the plan are intended to be guides for future policy decisions, including zoning. While zoning is codified into law, the land use map is aspirational, representing the community's consensus on the intended land use of the future. The land use map is intentionally general, allowing for additional analysis and public discussion during adoption of the zoning that will regulate development.

During this planning process, the need for a careful look at annexation issues was raised. While it was beyond the scope of this plan to delve into the

financial implications of annexation, the need for some form of strategy was raised and should be pursued by the City. It is also noted that increasingly, municipalities are engaged in more collaborative agreements with adjacent townships to develop win-win agreements that sometimes involve sharing revenue and public service arrangements.

FUTURE LAND USE MAP

FIGURE 4-1: Future Land Use



FUTURE LAND USE KEY							
	Suburban Residential		Traditional Neighborhood		Downtown Core		Neighborhood Mixed Use
	Institutional		College		General Commercial		Innovation
	Conservation		Parks & Open Spaces		Focus Areas		

The Future Land Use Map is intended to be used as a blueprint for future growth and development. While prescriptive, it is also flexible in nature. General Land Use areas should be maintained but exact boundaries may shift depending on future growth and development considerations.

FUTURE LAND USE DISTRICTS

The Future Land Use Map illustrates how land should be used in the future. As development occurs, future zoning and policy decisions should align with the map and the districts therein. Each district is a unique land use typology and has a prescribed set of characteristics. The table next to the map describes each land use type and the associated development standards.

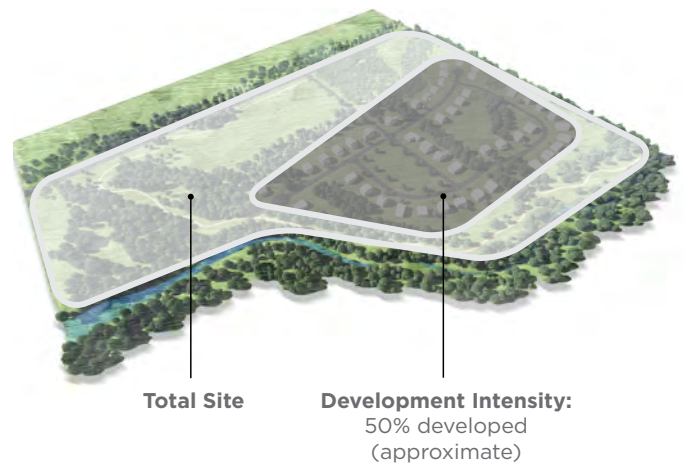
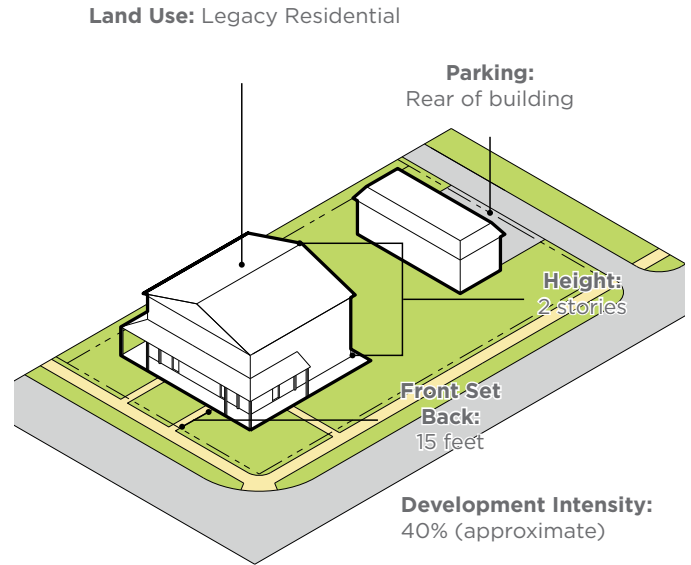
It is important to note that as part of this Plan, these standards are only intended to be general in nature. These standards can be used and referenced to guide future zoning changes.

LAND USE TYPES

The Land Use Types table summarizes the desired future character and form for each type of land use. **These descriptions are intended to be a general guide for how development may occur in the future, not a rigid set of standards.**

Definitions

- **Land Use** - Describes the variety of ways (i.e. residential, commercial, etc.) people make use of the land.
- **Height** - Describes the general height of a building in number of stories.
- **Front Setback** - The minimum distance between the front edge of a site and the building on the site.
- **Parking** - General requirements related to parking standards including location and screening.
- **Development Intensity** - The approximate concentration or compactness of buildings on a site.
- **Recommended Uses** - The proposed development type for a site.



LAND USE	HEIGHT	FRONT SETBACK	PARKING	RECOMMENDED DEVELOPMENT INTENSITY	RECOMMENDED USES
Parks & Open Space	--	--	--	--	<ul style="list-style-type: none"> Public Services Parks & Recreation Natural Areas Multi-Use Paths/Trails Environmental Education
Conservation	--	--	--	--	<ul style="list-style-type: none"> Natural Areas Multi-Use Paths/Trails
Suburban Residential	1-2 stories	15-50 ft	--	3 to 4 du/ac and 25% open space	<ul style="list-style-type: none"> Detached Single Family Attached Single Family Cluster Homes Accessory Dwelling Units (<i>conditional</i>)
Traditional Neighborhood	1-2 stories	15-30 ft	Rear or side facing garages. Alley access where appropriate	6 to 12 du/ac with common spaces integrated	<ul style="list-style-type: none"> Detached Single Family Attached Single Family Multifamily Duplexes, Triplexes, Quadplexes Coops Cottage Style Accessory Dwelling Units (<i>conditional</i>)
Downtown Core	1-5 stories	0-10 ft	Rear or side of building, screen from street/neighbor uses. Consolidate where possible	Building coverage 30-70%	<ul style="list-style-type: none"> Commercial Retail Office Apartments
Neighborhood Mixed Use	1-2 stories	0-15 ft	Rear or side of building, screen from street/neighbor uses	Building coverage 30-50% Development should be mixed use in nature	<ul style="list-style-type: none"> Attached Single Family Multifamily Duplexes, Triplexes, Quadplexes Townhomes Retail Office
General Commercial	1-2 stories	0-30 ft	Rear or side of building, screen from street/neighbor uses	Building coverage 30-50%	<ul style="list-style-type: none"> Retail Healthcare Office
Innovation	1-3 stories	25-200 ft	Screen from street/neighbor uses	Building coverage 30-70%	<ul style="list-style-type: none"> Industrial Logistics R+D Office
Institutional/ College	--	--	--	--	<ul style="list-style-type: none"> Public Institutions Civic Buildings Places of Worship

PARKS & OPEN SPACES



Description

These areas are intended to accommodate parks and open spaces. Buildings and land owned by the government, libraries, city emergency and service departments, privately and publicly owned schools, as well as private and public parks and open spaces, share this development character. Such facilities should be well-designed and integrated into the surrounding context. Pedestrian access is key on these sites and must be ADA-accessible. Structures should be connected to pedestrian and bicycle facilities in the area, and enhanced crossings should be provided to ensure pedestrian safety. When considering the development of large expanses of greenfield land, it is important to recognize the value of open space and recreational areas and land remaining in its natural state. Residential neighborhoods and mixed-use developments often gain an even greater value when located in proximity to parks and open space. Park facilities should include a range of active and passive uses or activities and be designed to reduce maintenance expenses. The existing park network should be expanded into new areas of development.

CONSERVATION



Description

The Conservation district is characterized by land intended to be preserved and remain largely in its natural environment adding community amenities or passive uses/trails where appropriate. These lands do not contain any active park spaces or uses.

- **DEVELOPMENT CHARACTER** should be areas that are intended to accommodate public and semi-public uses, with the primary goal of conserving the natural environment.
- **DEVELOPMENT INTENSITY** should be passive uses or activities such as trails.
- **OPEN SPACE** should be integrated into the regional and local network.
- **CONNECTIVITY** should be easily accessed by a variety of mobility options and provide environmental educational opportunities.

SUBURBAN RESIDENTIAL



TRADITIONAL NEIGHBORHOOD



Description

Suburban Residential Development is characterized by maintaining the fabric and character of existing suburban Oberlin residential neighborhoods and subdivisions

- **DEVELOPMENT CHARACTER** should be single family residential and community facilities that consume smaller percentages of the total site, with the remaining land being conserved for natural or communal purposes.
- **DEVELOPMENT INTENSITY** should be three to four dwelling units per acre. Single family detached and cluster homes are example typologies. Accessory dwelling units would be considered, ideally as a conditional use. Development projects that are campus like in nature, such as co-housing or conservation development, could be accommodated through a planned development approach. Higher net densities may be achieved through open space dedication if the overall density does not exceed four units per acre.
- **OPEN SPACE** should make up at least 25% of the site and may include preservation areas where land has been restored to its natural state and sensitive features are protected. Recreational paths should be included within open space and make connections to existing paths whenever possible. Open spaces should be landscaped with native plants that require little care and support a variety of habitats.
- **CONNECTIVITY** should be that of a neighborhood character, with narrow street widths and streetscapes that include trees, lighting, green stormwater infrastructure, etc.

Description

Traditional Neighborhood Development is characterized by residential communities with a range of small-lot detached or attached single-family types with multi-family options

- **DEVELOPMENT CHARACTER** should be single-family, multi-family residential, and community facilities that offer various amenities to residents such as a community center, recreational paths, and natural areas.
- **DEVELOPMENT INTENSITY** should be up to 6 – 12 dwelling units per acre. Multifamily, duplexes, triplexes, quadplexes, co-ops, and cottage development are example typologies. Accessory dwelling units would be permitted, as long as overall density does not exceed 12 units per acre.
- **COMMON SPACES** should be carefully designed and integrated into the development. This could include areas for pets, play, common activity areas, or passive green spaces.
- **CONNECTIVITY** should be that of a neighborhood character, with narrow street widths and streetscapes that include trees, lighting, green stormwater infrastructure, etc.

DOWNTOWN CORE



Description

Downtown Core Development is characterized by maintaining the existing and historic fabric of Downtown Oberlin with a focus on walkability, a mixture of uses, and quality public spaces.

- **DEVELOPMENT CHARACTER** should be mixed-use development that blends complementary uses including retail, office, and residential in urban or semi-urban development styles. These uses can be integrated vertically in the same building, or horizontally in the same development, and create a live-work-play environment. Public amenities such as outdoor cafes, plazas, and green spaces provide both residents and visitors areas to relax and socialize.
- **DEVELOPMENT INTENSITY** may range from 10 to 20 units per acre for residential and two to three stories and site coverage of 30-70% for non-residential uses.
- **OPEN SPACE** should be highly connected and create both small and large places for people to gather including plazas, green lawns, and natural areas. Parking should be accommodated behind buildings, ideally consolidated with other needed parking in a district strategy.
- **CONNECTIVITY** should be narrow and incorporate “complete streets” that promote all modes of travel. Specific attention should be given to pedestrian travel to promote walkability through short blocks and lush streetscapes, including

NEIGHBORHOOD MIXED USE



Description

Neighborhood Mixed Use Development is characterized by areas near downtown or along major corridors that promote a mixture of uses, intentional public spaces, and walkability through smaller-scale structures.

- **DEVELOPMENT CHARACTER** could be a mixture of residential, commercial, institutional, or mixed-use development that blends complementary uses including retail, office, and residential in urban or semi-urban development styles. These uses can be integrated vertically in the same building, or horizontally in the same development, and create a live-work-play environment. Public amenities such as outdoor cafes, plazas, and green space provide both residents and visitors areas to relax and socialize. Design guidelines will be critical in these areas to establish appropriate design and site layout to support Oberlin's small town character.
- **RESIDENTIAL TYPES** would include a full range such as single family, cluster, townhome, and cottage development while also permitting multi-story residential development up to 2 to 3 stories.
- **OPEN SPACE** should be highly connected and create small and large places for people to gather including plazas, green lawns, and natural areas. Parking should be behind or beside buildings, and consolidated into district parking where possible.
- **CONNECTIVITY** should incorporate “complete streets” that promote all modes of travel. It should also promote walkability to nearby neighborhoods with short blocks and lush streetscape, including street trees, benching, and lighting.

GENERAL COMMERCIAL



Description

General Commercial Development is intended for medium to large-scale commercial uses that serve the regional community and may include big-box retail and entertainment.

- **DEVELOPMENT CHARACTER** should be a commercial mix development that blends complementary uses including retail, office, and medical uses in an integrated development style. These uses can be integrated vertically in the same building, or horizontally in the same development. Public amenities, such as outdoor cafes, plazas, and green spaces, provide both users with areas to relax and socialize.
- **DEVELOPMENT INTENSITY** may range from 30-50% of the site for non-residential uses and between one to two stories in height.
- **OPEN SPACE** should be highly connected and create both small and large places for people to gather, including plazas, green lawns, and natural areas. Parking should be screened.
- **CONNECTIVITY** should accommodate the daily traffic anticipated for the site, but incorporate “complete streets” that promote all modes of travel and access.

INNOVATION



Description

Innovation Development is characterized by large-scale industrial, research, and office users that demand proximity to local, regional, and national transportation networks and create synergy between adjoining uses.

- **DEVELOPMENT CHARACTER** should be a variety of industrial, research and development, laboratory, design, and technology uses. Retail may be considered as a secondary use to accommodate workers. High interconnectivity through public plazas, green spaces, and pathways within and around the site should create a campus of cross-collaboration. Parks, public amenities, and pedestrian and bicycle access should be included. Zoning and building guidelines for this area should be flexible to accommodate the needs of a range of businesses sizes and types.
- **DEVELOPMENT INTENSITY** may range from 30-70% of the site and between one to three stories in height.
- **OPEN SPACE** should be incorporated into site design as appropriate. Parking should be screened.
- **CONNECTIVITY** should allow safe travel for cars, trucks, and freight with consideration for roundabouts where appropriate. Multi-use paths and trails should be considered where appropriate. Branding signage may also be considered in this area

INSTITUTIONAL / COLLEGE



Description

Institutional is intended to accommodate public and semi-public uses. Buildings and land owned by the government, libraries, city emergency and service departments, religious uses, privately owned schools and universities, and the public school system share this development character. Such facilities should be well designed and integrated into their surroundings. Pedestrian access is key on these sites and must be ADA accessible. Structures should be connected to pedestrian and bicycle facilities in the area, and enhanced crossings should be provided to ensure pedestrian safety. In larger institutional settings such as a university campus. Parking that serves a greater area may be located at a further distance to preserve the pedestrian experience within the site. Attractive landscaping, streetscape elements, and signage should be used to integrate larger sites into the existing street network.

RESIDENTIAL CAPACITY ANALYSIS

Residents have expressed an interest in a wider range of housing unit types, and a larger quantity of quality housing, both for-sale and for-rent. In addition, expansion of employment via the new innovation area south of Route 20 will generate additional demand for housing in the City. To better understand this dynamic, a brief analysis was done to understand the residential capacity of the City going forward with the recommended Future Land Use Map density ranges.

dwelling units. Our projections of current trends (without additional demand) indicated about 100 new homes would be needed per decade over 30 years, or 300 homes (see Chapter 2 - Existing Conditions). This analysis indicates that if development design is done well, in accordance with Oberlin’s walkable character, there is likely no urgent pressure for annexation to accommodate new residential development.

For each future land use residential category, total gross acreage was calculated, and 35% removed to allow for infrastructure, inefficiencies of design, and parks/open space. For the Neighborhood Mixed Use category, an additional 50% discount was applied, assuming that only about half of new development properties would accommodate residential uses.

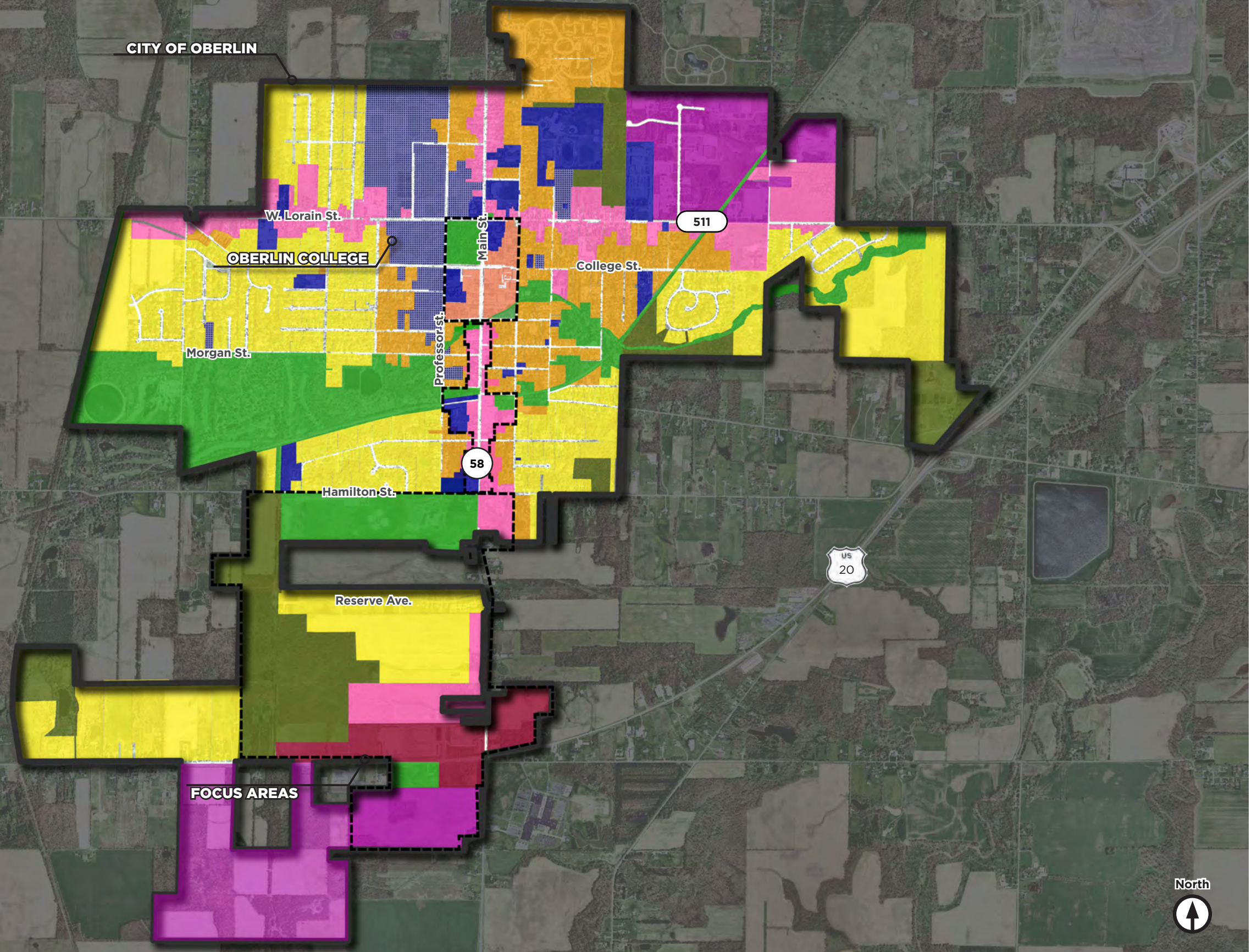
Residential Capacity Analysis			
Total (gross) acreage	Net (discounted) acreage	Density range	Total number of homes
Suburban Residential			
503 acres	327 acres	3-4 units per acre	900-1300 homes
Traditional Neighborhood			
60 acres	39 acres	6-12 units per acre	230-470 homes
Neighborhood Mixed Use			
256 acres	166 acres	16 units per acre (multiplied by 50%)	1300-2600 homes
		Total	2430 - 4400 homes

The table shows that even within current City boundaries, and a generous infrastructure/open space allowance, up to 2400-4400 homes could be accommodated, simply by matching existing densities in traditional Oberlin blocks, new suburban development, and downtown mixed-use development, while allowing some increase in traditional neighborhood areas for accessory

FUTURE LAND USE MAP

Key:

-  **Suburban Residential**
 Characterized by maintaining the fabric and character of existing suburban Oberlin residential neighborhoods and subdivisions. (11,250 sq. ft. min. lot size)
-  **Traditional Neighborhood**
 Characterized by residential communities with a range of small-lot detached or attached single family types with multi family options. (9,000 sq. ft. min. lot size)
-  **Downtown Core**
 Characterized by maintaining the existing and historic fabric of Downtown Oberlin with a focus on walkability, a mixture of uses, and quality public spaces.
-  **Neighborhood Mixed Use**
 Characterized by areas near downtown or along major corridors that promote a mixture of uses, intentional public spaces, and walkability through smaller-scale structures.
-  **Institutional/College**
 These areas are intended to accommodate public and semi-public uses. Buildings and land owned by government, city service departments, educational institutions, places for worship share this development type.
-  **General Commercial**
 Intended for medium to large-scale commercial uses that serve the regional community. This may include big-box retail and entertainment.
-  **Innovation**
 Characterized by large scale industrial, research, and office users that demand proximity to local, regional, and national transportation networks and create synergy between adjoining uses.
-  **Conservation**
 Characterized by land intended to be preserved. Passive uses and trails would be acceptable use types.
-  **Parks & Open Spaces**
 These areas are intended to accommodate parks and open spaces.
-  **Focus Areas**
 Areas designated for additional attention. See specific focus area boards.



Final - 2.14.24



05

**FOCUS
AREAS**

05 FOCUS AREAS

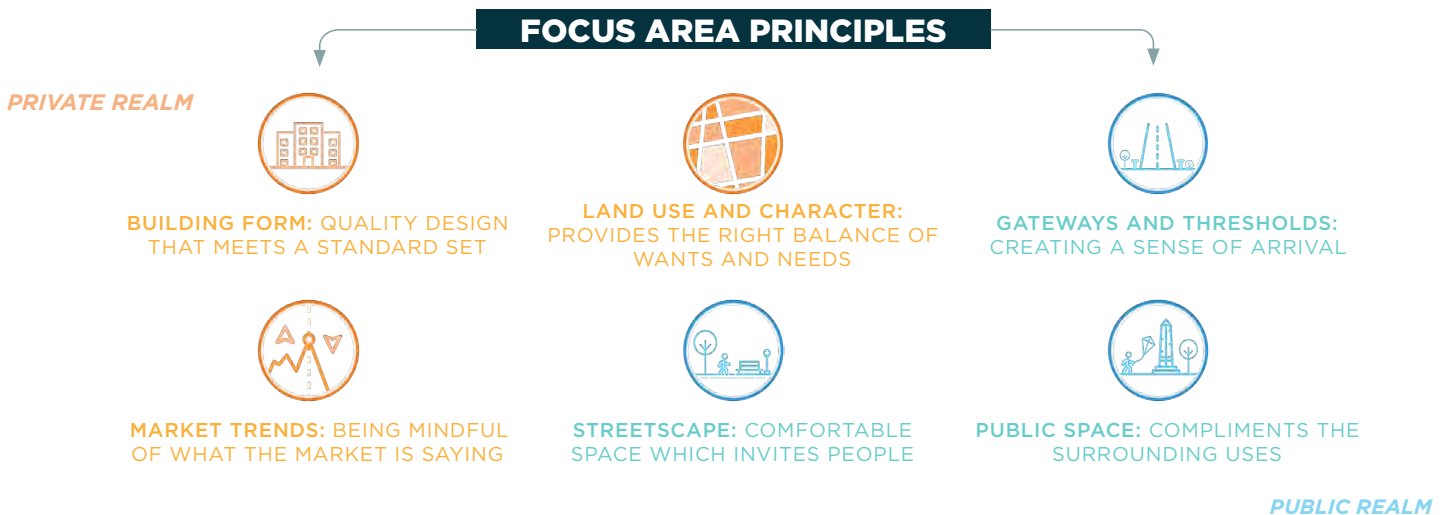
OVERVIEW

This chapter outlines recommendations for the three (3) focus areas identified in the future land use map. These are areas of focus that have the greatest potential to accommodate future growth and development, facilitate infill and revitalization of existing districts, or can be a catalyst for change through future development. They were identified by the steering committee and confirmed by the public based on their physical characteristics, their location, and their support to the broader plan goals and objectives.

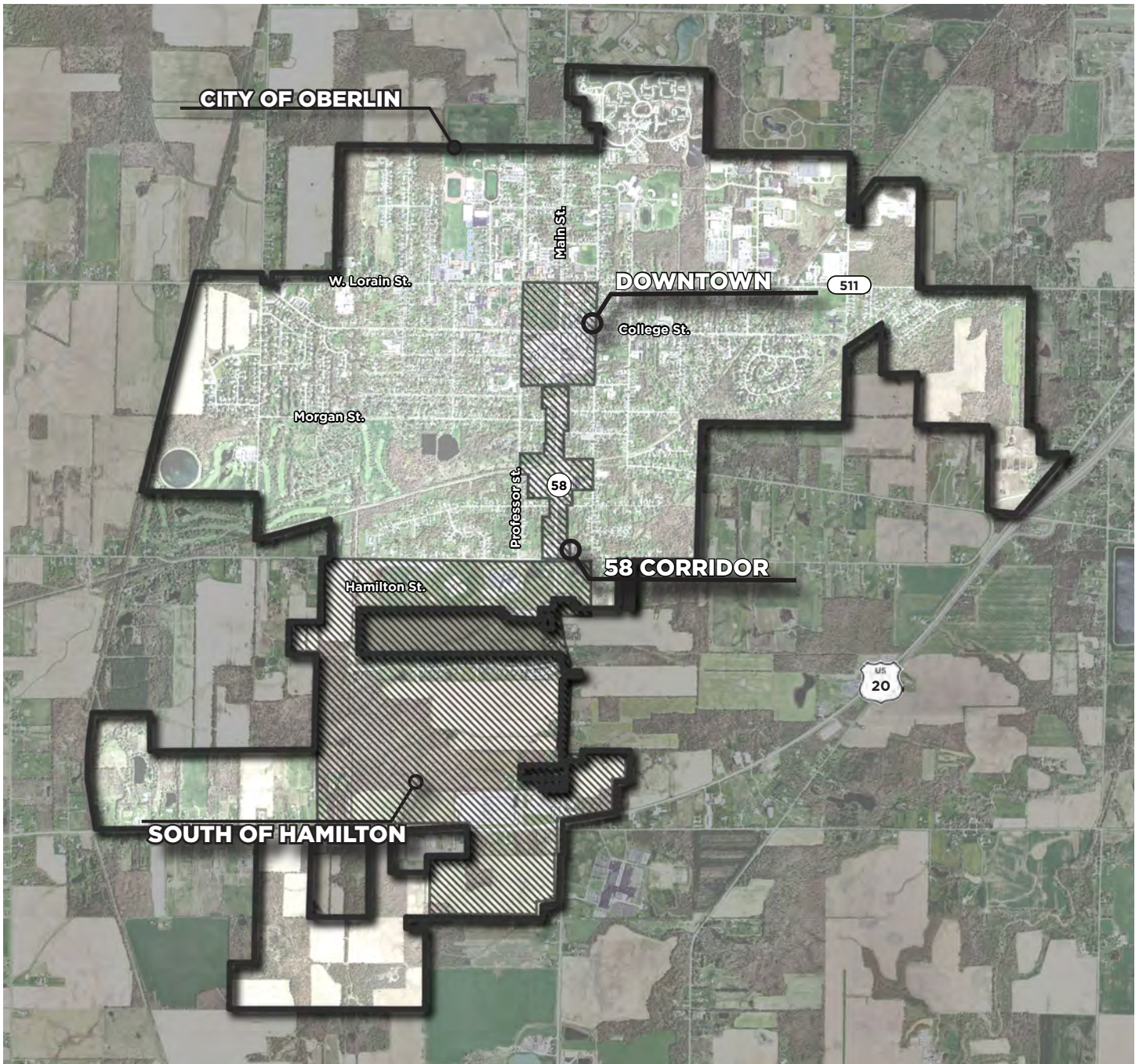
The defined focus areas include Downtown, 58 Corridor, and South of Hamilton. Within this chapter, the proposed future development and community impact is described.

It is important to remember that these are only suggested concepts of how the focus areas could be redeveloped. The following statements further define the purpose and intent of the focus areas.

- » The examples in this chapter are only concepts
- » The examples are NOT proposed developments
- » They highlight planning principles in Oberlin, which are, at their core, about smart, sustainable growth
- » Like the future land use map, they are intended to guide and inform future land use decisions
- » The concepts set a proactive path forward as it relates to the development of these high priority sites
- » These examples are NOT about zoning, but about creating social and financial value when these areas are ready to transform



FOCUS AREA KEY MAP



DOWNTOWN

OVERVIEW

The heart of the community is located within the downtown core, centered on the intersection of Main Street and College Street. Tappan Square is located within the northwest corner of the focus area and provides a common space area between downtown and Oberlin College. The Oberlin Conservatory of Music, Allen Memorial Art Museum, Kander Theater, and Hall Auditorium reside on the focus area boundary, while the recently opened Hotel at Oberlin, located at the corner of Main and College Streets provides a multi-use benefit for both the college and community. The College Street corridor provides a blend of retail, commercial, and food options, with the Apollo Theater also on the corridor. South Main Street between College and Vine Streets contains Oberlin City Hall, the Public Library, the U.S. Post Office, Oberlin Heritage Center, and a continuing mix of retail, commercial, and food options. These four quadrants make up the core of both the downtown and focus area, providing the opportunity for further infill development and improved connectivity to enhance the vibrancy of the place.

ISSUES & OPPORTUNITIES

Downtown Oberlin, like many other downtown centers in the region, is facing challenges that include aging buildings, vacant storefronts, a limited variety of commercial spaces, and missing connectivity points. However, the recent redevelopment of properties along College Street provides an opportunity to reignite development while preserving the character and atmosphere. Activating vacant storefronts and strategic infill development, specifically along South Main and Pleasant Streets, is one specific strategy.

Oberlin College, located along the western border of downtown, offers an opportunity and challenge. The student body enables more vibrancy and potential customers for store owners. However, during the summer semester, the student population decreases. The recently developed Hotel at Oberlin has provided a good example of cross-support for the city and college, meeting a critical need. Identifying additional cross-support would continue to improve the vibrancy of downtown.

Connectivity is an area for improvement. Pedestrian mobility is easy, but improvements to landscape buffering and outdoor dining areas should be considered. Additionally, wayfinding improvements would help users and visitors to navigate their way through the area. Parking was identified as a concern during the analysis and engagement phases, with a particular focus on identifying available parking for the users.



Tappan Square viewed along West College Street

DOWNTOWN AERIAL MAP



VISION

The vision for downtown seeks to build on the current momentum and vibrancy. A downtown core land use designation creates the flexibility to maintain the mixed-use nature of the building development and encourages additional mixed-use development in vacant properties. Priority should be given to address vacant storefronts and buildings, with infill development to support existing goods and services. The land between the Hotel at Oberlin and Pleasant Street could provide new development opportunities which should include residential units. District parking is a proposal to help address concerns expressed by the downtown business and community. This concept would group available parking between public and private entities, offering spaces for employees, users, and visitors at the peak times of those groups. For example, parking at the theater is a higher priority during performances and shows. During times when the theater is not in use, parking spaces could be provided for user groups visiting downtown shops.

Connectivity and wayfinding are critical in improving downtown. Currently, there are various alleyways and smaller spaces that pedestrians can access to maneuver through the parking lots behind the buildings and main corridor. Pedestrian-scaled lighting, benches, and improved walkways will promote increased usage and passage of these spaces, improving the pedestrian flow. Signage and wayfinding in the downtown help to orient and navigate visitors and locals to where they should be headed, whether they are a motorist, pedestrians, or cyclists. This improves the downtown experience and attracts more visitors. The intersection at Main and College Streets functions at a high level, especially for pedestrians. Improvements to pavement crossings and timing, specifically, can further enhance the walkability of downtown and promote it more. Additionally, this can aid businesses south on Main Street to connect with events and other activities that take place on Tappan Square.



Improved streetscape crossing example

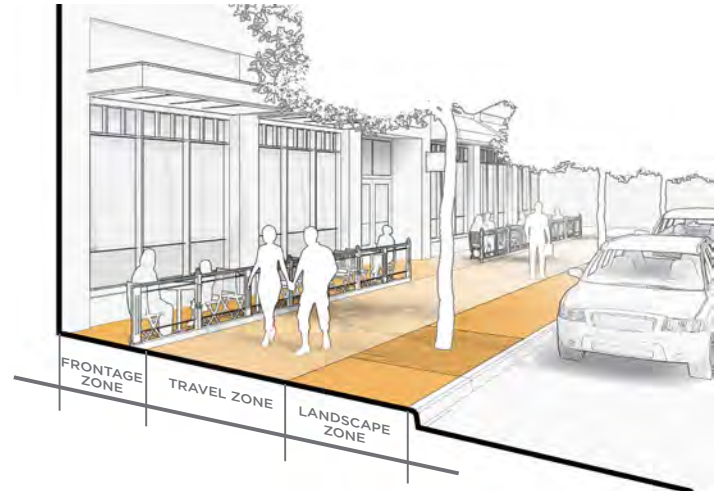


Illustration of the "zones" for sidewalks.

KEY	
	Institutional
	Downtown Core
	Conservation Space
	Parks and Open Space
	Existing Pathways
	Potential Trail/Greenway Connectivity
	Existing Roadways
	Roadway Enhancements
	Intersection Improvements (shown in white on the map)
	District Parking (proposed)

DOWNTOWN FUTURE LAND USE MAP



58 CORRIDOR

OVERVIEW

The boundaries of this focus area begin at Vine Street to the north and extend down to Hamilton Street, focusing on the adjacent land uses and streetscape. This portion of the corridor provides a critical link between the southern portion of the community into the downtown core and is the official gateway into the city. The corridor contains an eclectic array of business and building types, ranging from antique stores, drug stores, medical offices, chain restaurants, and gas stations. A mixture of residential housing fronts the corridor, intermixing with the various commercial storefronts.

At the center of the focus area are the Oberlin Depot and Oberlin Underground Railroad Center, two public park/open spaces used frequently by the community. The same center also contains the intersection of the North Coast Inland Trail, a multi-use path that extends the length of the city and is part of the larger Lorain County Metro Parks trail system. The focus area potential lies within the ability to link the southern portion of the community to the downtown core, through a mixture of land uses and offerings.

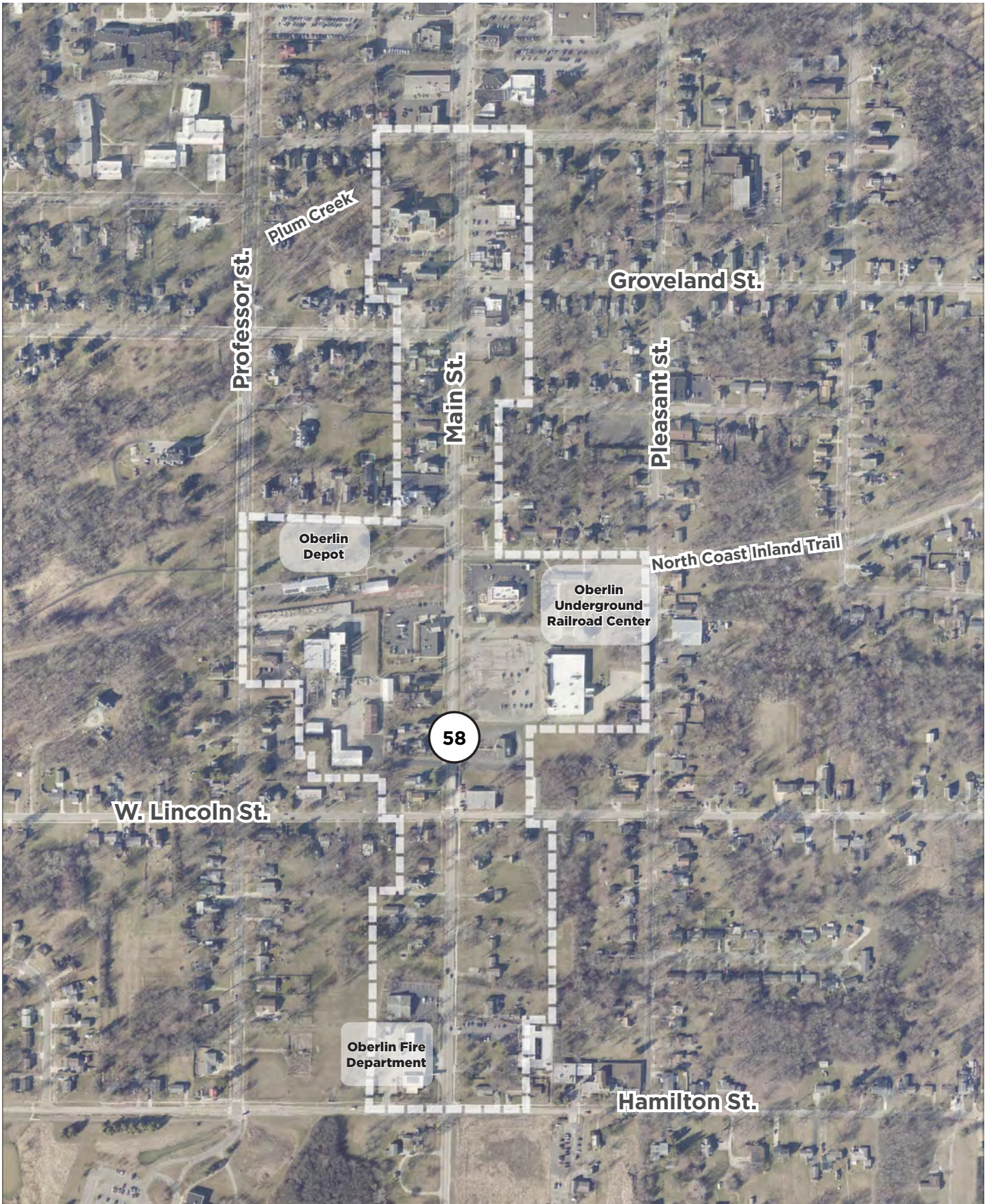
ISSUES & OPPORTUNITIES

Both the northern and southern parts of the 58 Corridor contain a mix of business and residential land use types. The streetscape lacks continuity and does not provide an inviting atmosphere to encourage residents to walk along the corridor or cross the street. Motorists entering this portion of the corridor are forced to slow down, but the immediate nature of the drop in speed limit still presents cars entering the corridor at higher speeds.

The core of the area, centered on the intersection of OH-58 and Edison Street, contains park space and trail connectivity. The Oberlin Depot and Oberlin Underground Railroad Center provide critical community spaces to host personal or community events. The North Coast Inland Trail intersects at this location which acts as a trailhead. These are surrounded by medium-sized commercial storefronts that contain underutilized parking lots.

The roadway is predominantly three lanes, with two traffic lanes and a center turn lane. The roadway/configuration narrows as you move north towards Vine Street. Sidewalks are present on both sides of the street through the boundaries of the focus areas, with varying landscaped buffers between the walk and the roadway. There are few amenities for pedestrians, including minimal lighting. The lighting present is tailored to vehicular traffic. Additionally, there are few signalized intersections where pedestrians could cross. The corridor presents a unique opportunity to extend and link the downtown to the southern portion of the community, providing complimentary goods and services to the community.

58 CORRIDOR AERIAL MAP



VISION

A mixed-use corridor, with a strong central gathering space at the core, is the vision for this focus area. The neighborhood mixed-use designation would allow for residential, commercial, retail, and office uses. By promoting a mix of uses, the existing commercial blocks along the corridor can be transformed, particularly around Edison Street where the public spaces exist. A successful redevelopment strategy would include a mixture of residential housing typologies to meet the various needs of the community. Townhomes, duplexes, and flats are recommended types that could be part of a larger development strategy or on their own. This strategy can happen organically, over time, as market realities are changing. Design guidelines are recommended to ensure that changes over time are in keeping with Oberlin's small town character.

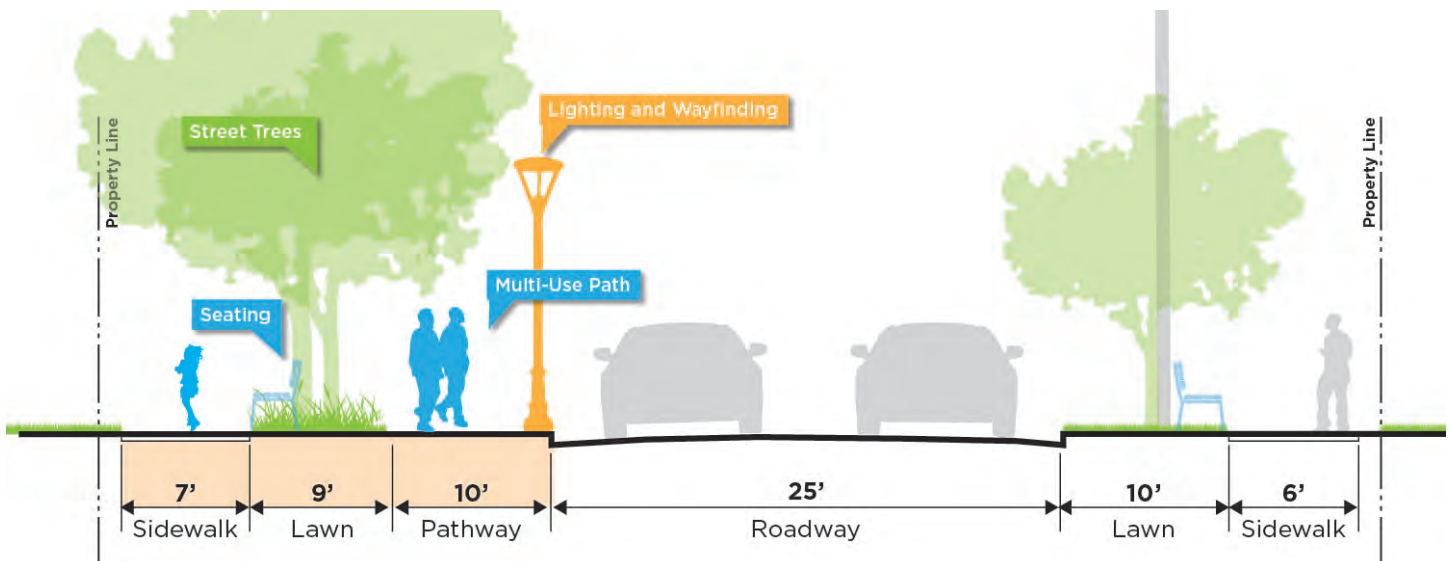
Critical to the vision are streetscape enhancements and improved connectivity. A separated multi-use path for bikers, joggers, etc. provides an active transportation link for the community, which can tie into the larger county active transportation network. Adding pedestrian scale lighting, enlarged landscape buffer zones, and amenities (benches, trash receptacles, etc.) encourage users to walk and feel secure. These improvements would not only enhance the look and feel of the corridor, but extend the character of the downtown through the corridor and to the southern entryway into the community.



Residential housing example

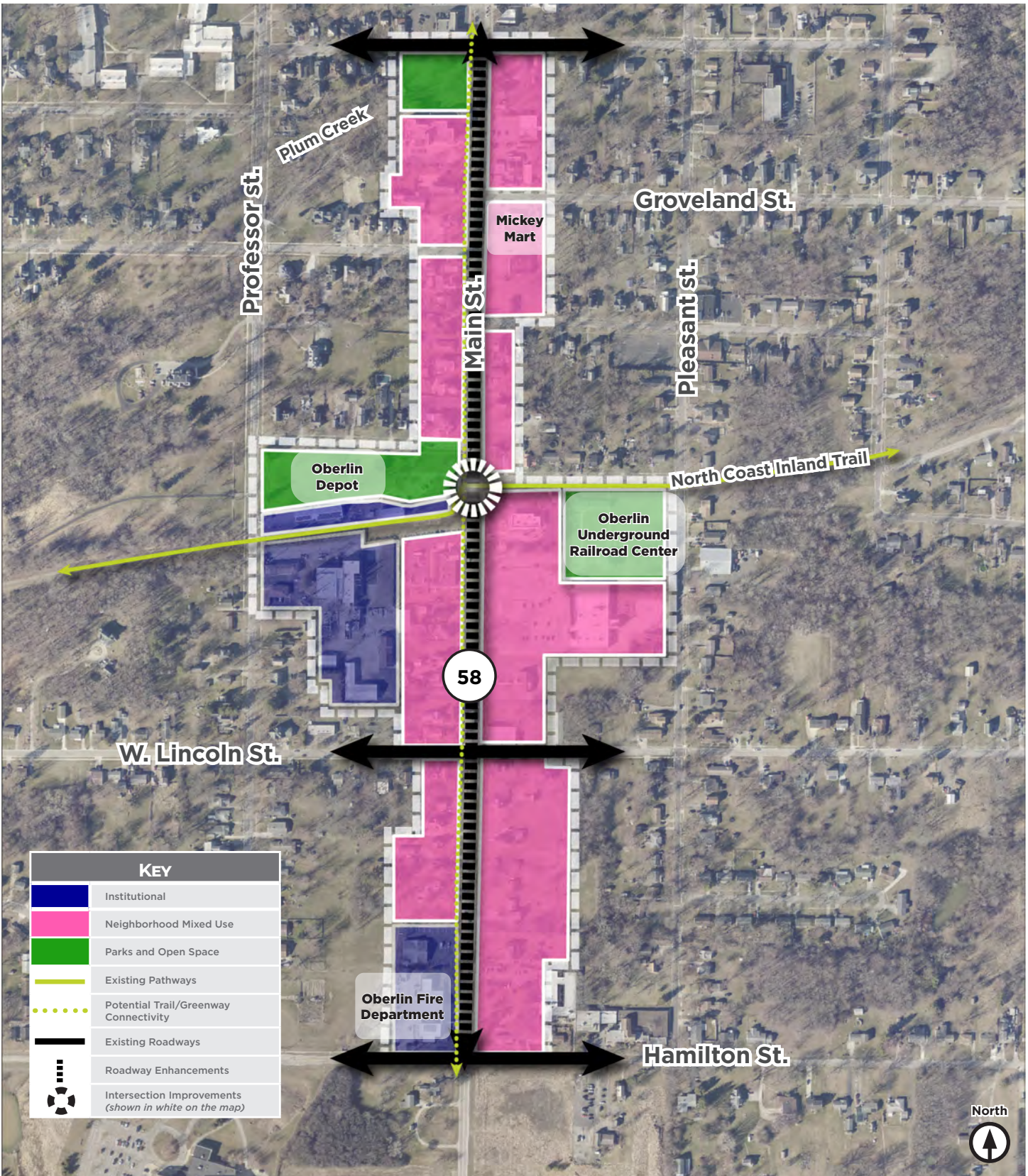


Mixed-use development with outdoor dining example



Example illustration section of streetscape improvements

58 CORRIDOR FUTURE LAND USE MAP



KEY	
	Institutional
	Neighborhood Mixed Use
	Parks and Open Space
	Existing Pathways
	Potential Trail/Greenway Connectivity
	Existing Roadways
	Roadway Enhancements
	Intersection Improvements (shown in white on the map)

SOUTH OF HAMILTON

OVERVIEW

The South of Hamilton focus area is located south of Downtown Oberlin, and includes the intersection of U.S. 20 and the OH-58 corridor. This is the southern terminus for Oberlin and where the greatest potential for new development could occur. The area is home to several commercial businesses including a Walmart, Wendy's, Pizza Hut, Aldi, and several smaller commercial stores, providing a variety of goods and services to the residents and visitors. The northern portion of the area contains the Oberlin Recreation Complex, containing athletic fields, splash pads, and other community recreational amenities.

New residential development is located along Reserve Avenue, offering both single family and smaller first-floor living options. Located to the south of the area, beyond the boundaries of the city is the 100-acre campus of the Lorain County JVS which offers an accredited career-technical education for high school students and adult learners. The remainder of the area contains smaller industrial and automotive services/industries and agricultural land. The focus area has the potential to provide additional commercial, residential, and industrial opportunities, with perhaps a consideration of a city boundary extension.

ISSUES & OPPORTUNITIES

The South of Hamilton focus area is described by community members as being at the "outer edge of town", creating a feeling of disconnection within the community. There is also uncertainty in regard to the type and scale of development that would be most appropriate in the area. Additionally, there are discussions regarding the agricultural land in the area, concerning whether it should be preserved or developed to support the needs and desires of the community. Taking into consideration those discussions, this area presents an opportunity to add goods and services which support the community, while still maintaining the character and feel of Oberlin.

Larger commercial and industrial development footprints would be most appropriate within the focus area given its proximity to state routes and available land. These types of developments are less suited for other areas in town, specifically the downtown core or the 58 Corridor. New housing developments can also support the increased demand within the community but need to occur while also improving the overall connection to the core of the community through sidewalks, trails, and other active transportation measures. The importance of this area lies in its ability to support the core values and development within Oberlin, while not sacrificing the character of the community. Moving forward, a key consideration will be the balance between development and conservation of available land.

SOUTH OF HAMILTON AERIAL MAP



VISION

The goal of re-imagining the South of Hamilton focus area is to utilize the available land more effectively and balance the opportunity for residential, commercial, and industrial growth. Larger commercial and industrial developments are centered on the intersection of OH-58 and US 20. These types of developments require access to major transportation routes for the distribution of goods and services. Larger commercial developers prefer these spaces which conflict with the type of development form that is desired in other areas of the city. This provides the opportunity for these types of businesses to locate in Oberlin, providing a benefit to the community while not sacrificing the character of the community.

The corridor creates a critical link back to the core of the community. The plan encourages a mixture of use and building types along the corridor, continuing the development pattern seen further north. Housing options include a mixture of single family, apartments, flats, townhomes, and potentially senior housing units. While the land is intended for development use, there are still portions of the focus area designated for conservation, a key principle for the community. These lands can be used for passive recreation that supports the recreation complex or for multi-use paths and trails.

Improving the 58 Corridor by adding sidewalks, a multi-use path, street lighting, and other pedestrian-scale amenities will help to ensure a proper connection back north to the downtown. The holistic, long-range strategy helps diversify development, goods, and services for the community while maintaining the character of the community. Additionally, the improved corridor connection improves accessibility.



General commercial example

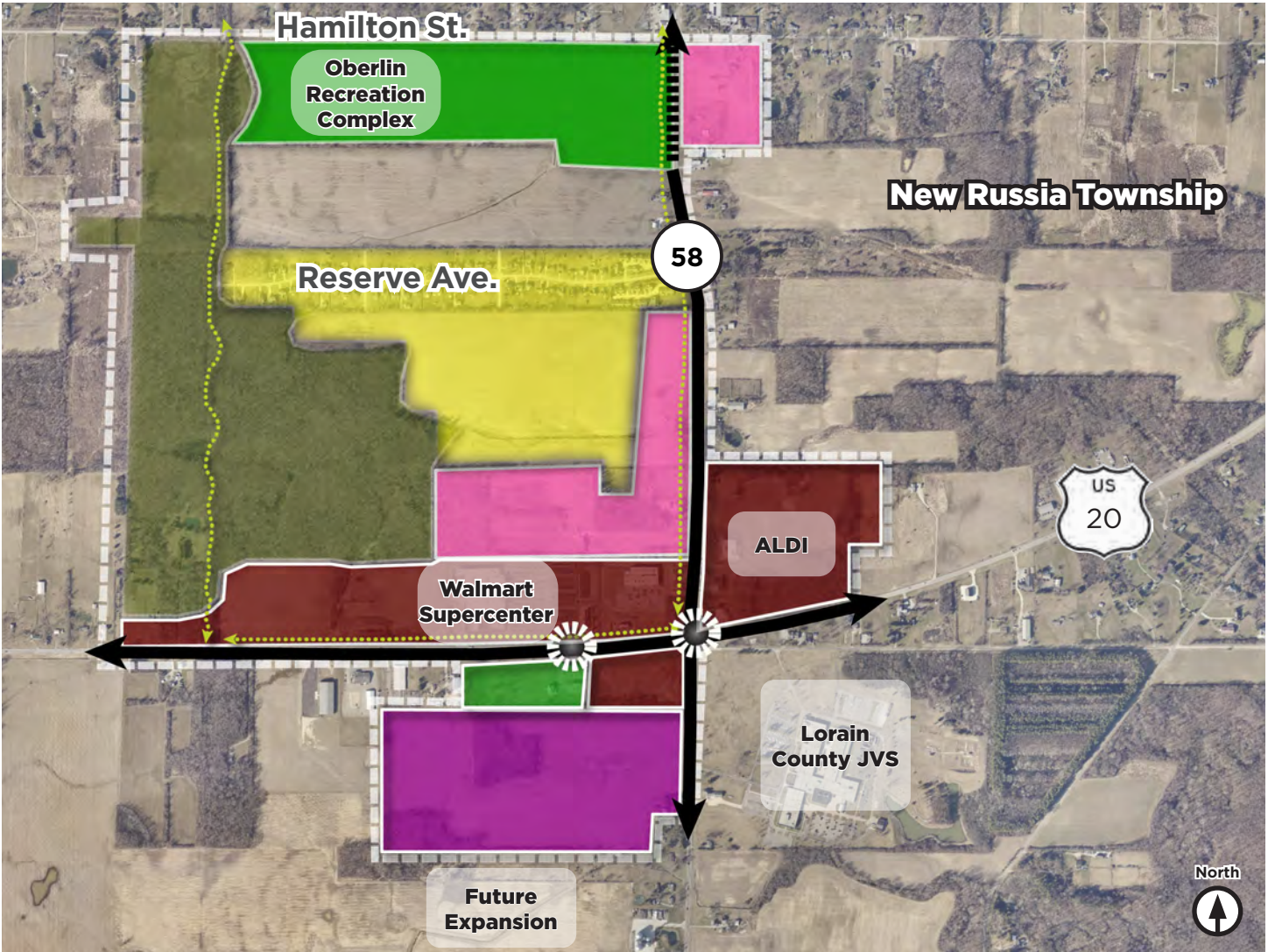


Trails within a passive open space example



Innovation (industrial) building type example

SOUTH OF HAMILTON FUTURE LAND USE MAP



KEY	
	Suburban Residential
	Neighborhood Mixed Use
	General Commercial
	Conservation Space
	Parks and Open Space
	Innovation
	Potential Trail/Greenway Connectivity
	Existing Roadways
	Roadway Enhancements
	Intersection Improvements (shown in white on the map)

Final - 2.14.24



06

**IMPLEMENTATION
MATRIX**

06 IMPLEMENTATION MATRIX

OVERVIEW

Bringing the Plan to fruition will require a concerted effort from the City, local organizations, stakeholders, engaged citizens, and others over the course of the next ten years. To assist and guide the process, an implementation matrix was created (exact time frames and project partners may change over time). The matrix should be reviewed regularly, and as funding, roles, and passions change within the local landscape, they should be updated within the matrix to support the implementation of the objectives and actions.

The purpose of the implementation framework is to lay out the steps and time frame associated with the specific goals and objectives to advance the vision. This plan is intended to be used as a road map to help make informed decisions as they relate to the overall plan.

GETTING IT DONE

The implementation of the action steps requires careful consideration, accountability, and planning. To 'get it done', it is essential to allocate specific responsibilities to specific parties, as well as communicate a clear timeframe to achieve these strategies. Each year, the plan should be reviewed by staff and the planning commission as a way of auditing and monitoring the success of the plan.

TIME FRAMES

The projects were assigned a time frame based on a number of factors including level of priority, complexity of the project, funding, and local passion for specific projects that was noted during the planning process. The steering committee further refined short term goals into three priority categories.

Short Term - 0 to 3 years

Short Term Priority Level 1 (ST-1)

Short Term Priority Level 2 (ST-2)

Short Term Priority Level 3 (ST-3)

Medium (M) - 3 to 6 years

Long Term (L) - 6+ years

Ongoing Projects (O) - Continuous

FIVE-POINT STRATEGY

The City of Oberlin is pursuing a five-point strategy to successfully pursue the City's mission, vision, and values. The strategy is based on evaluating and completing identified tasks in the areas of:

1. **City Services (CS)**
2. **Environmental Sustainability (ES)**
3. **Social Equity (SE)**
4. **Community Development (CD)**
5. **Neighborhood Enrichment (NE)**

The action steps of this plan were evaluated based on this strategy. *(see appendix for full strategy descriptions)*

RESPONSIBLE PARTIES

This list, which updates and changes as projects are completed, contains responsible parties and potential partners that may be involved in various objectives and actions from this plan. It includes, but is not limited to:

- Oberlin City Council & Leadership
- City Manager's Office (CMO) (Communications and Office of Sustainability)
- City Finance Department
- City Planning & Development (PZD) (Planning, Zoning, Economic Development, Social Equity, and Community Development)
- City Planning Commission
- City Engineer
- City Parks and Recreation
- Oberlin Recreation Commission (RC)
- City Public Works
- Oberlin Municipal Light & Power (OMLP)
- Oberlin Open Space & Visual Environment Commission (OSVEC)
- Oberlin Historical Preservation Commission (OHPC)
- Oberlin Human Relations Commission (HRC)
- City Police Department
- Oberlin Police Advisory Committee (PAC)
- Oberlin Community Improvement Corp. (OCIC)
- Oberlin Heritage Center (OHC)
- Oberlin Business Partnership (OBP)
- Oberlin Underground Railroad Center (OURC)
- Oberlin City Schools
- Oberlin College
- Lorain County and Departments
- Lorain County Metroparks
- Arts & Various Nonprofit Organizations
- Local Townships
- Private Landowners
- Private Developers
- Western Reserve Land Conservancy (WRLC)
- Wilson Bruce Evans Home Historical Society (WBEH Society)
- Team NEO

GOAL 1: Expand Diversity and Affordability of Housing. Provide a full range of housing types and price points across the city that allows for diverse lifestyles and provides quality, affordable homes for all Oberlin residents.

Objective 1.1: Expand quality and diversity of housing types through city policy and development partnerships.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
1.1.1 Provide expanded quantity of housing and types of living options including co-ops, co-housing, boarding homes, cluster homes and accessory dwelling units.	ST-1	CD	City Leadership; PZD; Private Landowners & Developers
1.1.2 Evaluate new construction that could involve highly energy efficient modular homes.	M	CD	PZD; CMO.
1.1.3 Recommend a community-supported plan for the property known as Bait Canteen.	ST-2	CD	City Leadership; PZD
1.1.4 Evaluate multifamily, housing cluster options and housing types that suit the community.	M	CD	PZD; Planning Comm.
1.1.5 Evaluate areas for residential projects that involve the townships through communication and partnerships.	M	CD	City Leadership; PZD; Twps; Lorain County
1.1.6 Monitor and evaluate short term rentals' impacts on housing availability and affordability in Oberlin, and make recommendations as needed.	ST-3	CD	PZD; Planning Comm.

Objective 1.2: Create affordable rental and for-sale housing for seniors and families.

1.2.1 Continue to collaborate with the Oberlin Community Land Trust and other private and non-profit entities in facilitating affordable housing development through new construction, deed restrictions, utilizing city-owned land, collaboration with the Lorain County Land Bank, renovation and resale of older homes, and other tools.	ST-1	CD	City Leadership; PZD
1.2.2 Establish a tax abatement strategy designed to incentivize affordable housing development.	M	CD	City Leadership; PZD; Finance Dept.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
1.2.3 Establish city focus on developing affordable housing, socially equitable financing options, housing renovation, and financial literacy, as well as address other social equity concerns related to housing.	ST-1	SE	PZD
1.2.4 Provide affordable smaller for-sale homes and multifamily rentals, while continuing to expand housing opportunities at all price levels.	ST-3	CD	PZD; Private Landowners
1.2.5 Support senior housing in areas within proximity to medical facilities, parks, trails, and other community amenities.	M	CD	PZD; Private Landowners
Objective 1.3: Work to restore Oberlin’s existing housing stock and neighborhoods.			
1.3.1 Establish comprehensive housing stock rehabilitation and maintenance strategies.	ST-1	CD	PZD; Lorain County
1.3.2 Enhance the code enforcement program to improve the condition of housing in Oberlin, and support tenants, small landlords and good landlords as well as lower income owners.	M	CS	PZD
Objective 1.4: Improve quality of existing rental properties, and support for tenants, while remaining affordable.			
1.4.1 Develop a residential rental registration program, within city capacity, and incorporate best practices for managing out of town landlords.	M	CS	PZD; Lorain County
1.4.2 Actively publicize county programs designed to stabilize families and prevent evictions and Homelessness.	M	CS	CMO
1.4.3 Work with the city’s Human Relations Commission and the Lorain Metropolitan Housing Authority to educate landlords and tenants, advocate for tenants’ rights, and resolve disputes between landlords and tenants.	ST-2	CS	PZD

Objective 1.5: After full community discussion, update the city’s zoning map and regulations (zoning code) to align with the future land use map and goals and objectives of the Comprehensive Plan, with particular attention to residential uses.			
Strategy	Time Frame	5-Point Strategy	Responsible Parties
1.5.1 Implement "green" and sustainable building and development code opportunities that address smart growth policies.	M	ES	PZD; Planning Comm.; CMO
1.5.2 Review city codes and subdivision standards to assure subdivision and other street and utility regulations are up to date and consistent with neighboring communities.	M	CD	PZD; Public Works
1.5.3 Adopt revised residential zoning districts that permit multifamily housing, coops, co-housing, boarding homes, cluster homes and accessory dwelling units, and other types of housing in keeping with recommendations of the plan.	ST-1	CD	PZD; Planning Comm.; City Leadership
1.5.4 Consider a mixed-use zoning district regulation that aligns with the future land use map and provides flexibility for varied building typologies while maintaining high design quality and complimenting the surrounding context.	ST-1	CD	PZD; Planning Comm.; City Leadership
1.5.5 Consider conservation development provisions on environmentally sensitive properties.	M	CD	PZD; Planning Comm.; City Leadership
Objective 1.6: Evaluate the Fair Housing Ordinance and cooperative programs to ensure Fair Housing in Oberlin.			
1.6.1 Evaluate the city’s Fair Housing Ordinance and existing countywide programs to define and implement an approach to education, complaint response, and testing that ensure fair housing in Oberlin.	ST-2	SE	PZD; Human Relations Commission

GOAL 2: Continue and Expand Economic Development. Provide quality economic development services and facilities to enable businesses and families to thrive.

Objective 2.1: Expand the city’s support for the development, attraction, expansion and retention of businesses, including support for organizational collaborations serving businesses.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
2.1.1 Develop and implement a city communications and promotion strategy that emphasizes the advantages of the location, available sites, labor market, and other data helpful to established and startup businesses, solo entrepreneurs, industries, climate refugees, and developers.	ST-1	CD	PZD; CMO
2.1.2 Continue to address service needs that are required for existing businesses, with retention or expansion as the focus.	O	CS	PZD; OBP; OCIC
2.1.3 Incorporate 100% renewable energy, fiber optics capabilities, and quality of life in communications about the advantages of developing, relocating, and establishing brick and mortar businesses and remote employees in Oberlin.	ST-3	CD	PZD; CMO
2.1.4 Promote Oberlin as the optimal location for first-time and startup businesses. Promote small and mid-range regional businesses.	O	CD	PZD; CMO; OBP.
2.1.5 Provide easy-to-access resource information to potential businesses, including zoning information to help navigate existing regulations.	ST-2	CS	PZD; CMO
2.1.6 Engage with regional and statewide small business organizations to promote locating/relocating small businesses.	M	CD	PZD; OBP
2.1.7 Continue coordinating environmental sustainability incentives for businesses including encouragement and support through city resources, cooperative efforts of business owners and other stakeholders (OCSD, OC), bulk purchasing of sustainable products for use/reuse, using native plants for landscaping, etc.	O	ES	PZD; CMO

Objective 2.2: Develop and enhance innovation/industrial properties to accommodate businesses that will strengthen Oberlin’s economy and tax base, and provide a nearby base of desirable jobs for Oberlin residents.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
2.2.1 Address the need for an increased tax base through new light industrial facilities and office areas.	ST-1	CD	City Leadership; PZD; Private Landowners & Developers
2.2.2 Coordinate efforts with Pittsfield Township, New Russia Township, and property owners to expand light industrial and office development. <i>ST (Pittsfield and property owners); MT or LT (New Russia Twp.)</i>	S/M/L	CD	City Leadership; PZD; Private Landowners; Twps
2.2.3 Develop design criteria for developments that promote high quality design and integration into the surrounding context.	M	CD	City Leadership; PZD; Planning Comm.
2.2.4 Promote new small and adaptable office and innovation environments that support the evolving workplace environment and growth of small businesses.	ST-3	CD	City Leadership; PZD; Planning Comm.; OCIC
2.2.5 Review and update Industrial and Commercial Zoning District regulations to ensure that they accommodate innovation, entrepreneurship and small business need for flexibility.	ST-1	CD	City Leadership; PZD; Planning Comm.

Objective 2.3: Strengthen downtown through business and organizational support and economic development, slowly expanding affordable, quality retail spaces in keeping with downtown character.

2.3.1 Align with recommendations of the Downtown Strategic Plan for downtown enhancement, including partnering with OCIC to implement recommendations for design, organization, programs and economic vitality.	ST-1	CD	City; OCIC; OBP; DT Business & Property Owners
2.3.2 Evaluate the use of Tax Increment Finance tools to promote and revitalize development along Main Street.	M	CD	PZD; Finance Dept.; OCIC; OBP
2.3.3 Over time, evaluate the need, costs and benefits of establishing of a Special Improvement District (SID) which earmarks property tax funds for improvements in downtown spaces.	L	CD	City; OBP; DT Property Owners; OCIC

Strategy	Time Frame	5-Point Strategy	Responsible Parties
2.3.4 Clarify the role between the city, OCIC and Oberlin Business Partnership related to implementation of Downtown Strategic Plan and Comprehensive Plan recommendations.	ST-2	CD	City Leadership; OCIC; OBP
2.3.5 The city should, in collaboration with OCIC and cooperation with the owners and merchants, identify specific downtown infill and expansion sites, providing reasonable assurance to property owners and potential investors of the acceptability and approvability of specific projects.	ST-1	CD	City Leadership; OCIC; OBP; DT Business & Property Owners
2.3.6 The city and the Planning and Development Department should work to recruit potential new business owners that fit market demand and character of Oberlin, to fill vacated spaces with retail, services and live/work structures that will benefit the community.	ST-2	CD	City; PZD; OCIC; OBP
2.3.7 Enhance the downtown core through promoting city programs and resources for existing businesses.	M	CS	CMO; PZD; OBP; OCIC
2.3.8 Promote city incentives and services offered to downtown businesses and provide guidance on accessing that information and support.	M	CS	PZD; OBP; OCIC
2.3.9 Evaluate business ownership and incentivize downtown opportunities for individuals in protected classes, including Black, Indigenous and other people of color, LGBTQ individuals, women, immigrants, and people with disabilities.	M	SE	City Leadership; PZD
2.3.10 Encourage alternative business models including Mobile food vending/food trucks that complement the existing retail and food spaces of downtown.	M	CD	City Leadership; PZD
2.3.11 Explore shared parking arrangements that meet the various demands of business owners, office workers, the general public, and visitors.	M	CD	City Leadership; Off-Street Parking Owners; PZD
2.3.12 Continue to work on options for installing a public restroom downtown.	ST-3	CS	Parks & Rec; PZD; Public Works

Objective 2.4: As economic opportunities expand throughout Oberlin, ensure that they are environmentally sustainable and resilient, support social equity, and enhance Oberlin’s unique character.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
2.4.1 Promotion and cultivation of the development and expansion of industries that embrace innovative methods and new technologies.	ST-3	CD	PZD; CMO
2.4.2 Create city-led programs and policies that encourage equitable access to economic development.	M	SE	PZD; City Leadership
2.4.3 Encourage, incubate, and develop businesses and industries that are economically and environmentally sustainable through a collaboration between the city and key regional partners.	M	ES	CMO; PZD; Team NEO; Jobs Ohio; Lorain County
2.4.4 Encourage practices in environmental sustainability that reflect positively on businesses. Promote energy-efficient programs that are available to Oberlin businesses.	M	ES	CMO
2.4.5 Continue to support a farmers' market downtown which accepts SNAP, EBT and similar programs.	O	SE	CMO; Oberlin College
2.4.6 Evaluate other options for food resilience such as co-ops, local food auctions, and others.	M	ES	CMO; Oberlin College
2.4.7 Grow new economic opportunities in underutilized areas of the city.	L	CD	PZD; City Leadership

Objective 2.5: Identify financial and capital opportunities to support Oberlin businesses and business development.

2.5.1 Evaluate financial tools and develop incentives and resources for small businesses that lower the barriers to starting a business in Oberlin.	ST-1	SE	PZD; City Leadership; OCIC; OBP
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Objective 2.6: Work with partners to provide workforce development, training for startup businesses, training for Oberlin school students, and encourage entrepreneurship skills.

2.6.1 Support workforce development programs for existing or future businesses.	M	SE	PZD; Oberlin Schools; Existing Businesses; LCJVS; LCCC
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Strategy	Time Frame	5-Point Strategy	Responsible Parties
2.6.2 Continue to maintain a list of registered, licensed contractors for businesses to help with upkeep and maintenance of equipment and operations, and work to identify additional local contractors from diverse backgrounds.	O	SE	PZD
2.6.3 Foster collaboration with Oberlin Schools and Oberlin College to provide opportunities for training to align with businesses and area workforce development needs	M	SE	PZD; Oberlin College; Oberlin Schools; LCJVS; LCCC; OBP; OCIC

GOAL 3: Continue to Provide Quality Community Services. Retain and enhance quality of life in Oberlin through providing individuals, families, businesses and neighborhoods with quality public services and partnerships.

Objective 3.1: Improve the quality of the downtown design experience in keeping with user safety, convenience, and enjoyment, and Oberlin's small town character.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
3.1.1 Evaluate potential improvements to the public realm that can allow for outdoor dining, landscaping, and the safe movement of pedestrians. Enhance the sidewalk environment with streetscape elements, in alignment with the downtown strategic plan.	M	CS	PZD; Public Works

Objective 3.2 Strengthen, diversify and improve safe and convenient mobility options that will allow residents and workers to access key destinations throughout the city via walking, biking, public transportation, or automobile, to suit their needs.

3.2.1 Evaluate parking and the role of the city in assuring areas are visible, safe, accessible, maintained, and inviting to visitors; support a district parking approach where useful and possible; reduce or provide on-site parking in commercial areas, where shared parking agreements are possible; consider reducing or eliminating parking minimums.	ST-2	CS	PZD; Planning Comm.; City Leadership; Off-Street Parking Owners; OCIC; OBP
3.2.2 Evaluate a comprehensive accessible design approach to downtown businesses, including a downtown portable ramp program; shared paved entrance ramps; shared collaborative effort to use the small business loan program in ways that benefit multiple businesses at a time; and citywide disability access initiatives for accessible streets and sidewalks.	ST-2	SE	PZD; Public Works; City Leadership; OCIC; OBP
3.2.3 Work with the Human Relations Commission to consult with people with disabilities to gain insight about design issues in the downtown.	O	SE	PZD; HRC
3.2.4 Construct a multi-use path on U.S. 20 from State Route 58 to Walmart Drive	M	CS	Public Works; City Leadership
3.2.5 Construct a multi-use path to the Oberlin Community Services Building connecting the building to Main Street and downtown.	M	CS	Public Works; City Leadership

Strategy	Time Frame	5-Point Strategy	Responsible Parties
3.2.6 Construct a multi-use path on State Route 58 from Maple Street to Butternut Ridge Road	L	CS	Public Works; City Leadership; New Russia Twp.; ODOT
3.2.7 Pave the multi-use path on the Ramsey Right-of-way from Reserve Avenue to Hamilton Street to allow it to function as a bicycle connection.	ST-3	CS	Public Works; City Leadership
3.2.8 Implement plans to expand the Oberlin Connector service.	ST-2	CS	PZD; City Leadership
3.2.9 Evaluate and implement traffic and pedestrian signalization improvements to city streets including crosswalk enhancements, bump-outs, etc. Special attention given to school routes.	M	CS	Public Works; OMLPS
3.2.10 Work with property owners to clean up and provide parking lots accessible to the public with quality pedestrian connections to sidewalks along business frontages to enhance pedestrian safety and wayfinding.	M	CS	Public Works; PZD; DT Business Property Owners; Off-Street Parking Owners
3.2.11 Upgrade major intersections in the downtown with long-term treatments over time. Utilize crosswalks and intersections as an opportunity to incorporate color and public art into the downtown space.	M	CS	Public Works; OSVEC
3.2.12 Review the Wayfinding Plan of 2017 and resolve cost and design issues to provide signage and wayfinding for parking lots accessible to the public and other key locations in downtown.	ST-2	CS	PZD; Public Works; Oberlin College; Arts Orgs
3.2.13 Incorporate environmental sustainability into city landscape maintenance including use of native plants, minimizing use of pesticides, etc.	O	ES	CMO; Public Works

Objective 3.3: Coordinate regional connectivity with peer cities and organizations.

3.3.1 Continue to partner with regional organizations such as Lorain County Metro Parks to enhance connectivity to the regional trail system through active transportation.	O	CS	Parks & Rec; City Leadership; Public Works; Lorain County; WRLC
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Strategy	Time Frame	5-Point Strategy	Responsible Parties
3.3.2 Continue to develop networks and communication with surrounding Townships and other cities in Lorain County.	O	CS	City Leadership
Objective 3.4: Continue to enhance parks, recreation and open space facilities and programs to serve all neighborhoods, residents and workers.			
3.4.1 Provide more benches at Spring Street Playground.	M	NE	Parks & Rec; Public Works
3.4.2 Continue to evaluate the need, costs and benefits of providing accessible public restrooms around the city.	M/L	NE/CS	Parks & Rec; Public Works; RC
3.4.3 Partner with Oberlin College to evaluate ways to enhance the accommodation of the public during community events on Tappan Square, including restroom accessibility.	ST-3	NE	City Leadership; Oberlin College; RC
3.4.4 Develop a park on the west side of town at Prospect School.	M	NE	Parks & Rec; Public Works; RC
3.4.5 Develop a park on the east side of town at Green Acres.	M	NE	PZD; Parks & Rec; Public Works; RC
3.4.6 Develop a walking path around Hamilton Field with benches and possibly training stations.	M	NE	PZD; Parks & Rec; Public Works
3.4.7 Evaluate the swim pass and other programs at Splash Zone.	M	NE	Parks & Rec; RC
3.4.8 Provide free swimming lessons for all citizens.	M	CS	Parks & Rec; RC
3.4.9 Construct a restroom facility on the west side of Hamilton Fields near soccer field.	M	NE	Parks & Rec; Public Works
3.4.10 Evaluate the garden area on Hamilton Street.	M	NE	Parks & Rec; RC; CMO
3.4.11 Construct a Skate Park - Potential locations include Hamilton Fields near Splash Zone or new park location.	M	NE	Parks & Rec; Public Works; RC

Strategy	Time Frame	5-Point Strategy	Responsible Parties
3.4.12 Continue to implement regulatory and administrative policies to ensure sustainable management of Oberlin's open spaces.	O	ES	Parks & Rec; Public Works; OSVEC
3.4.13 Continue implementation of the Plum Creek Greenway project, adding new trail connections and segments connecting Oberlin neighborhoods to the greenway where feasible.	O	NE	Parks & Rec; Public Works; OSVEC
3.4.14 Continue operation and maintenance of the new wetland and reservoir to ensure that the park continues to function as designed.	O	CS	Public Works
3.4.15 Determine usage for a renovated Morgan Street Waterworks building to include accessible restrooms and rental space; continue renovation to create a public resource.	M	NE	Parks & Rec; Public Works; RC
3.4.16 Implement a Parks and Recreation Master Plan to review and evaluate Oberlin's long term needs for additional open space for conservation and recreation, and identify possible locations as appropriate.	ST-1	NE	Parks & Rec; OSVEC; RC; PZD
Objective 3.5: Support enhancement of Oberlin's urban forest in alignment with the Climate Action Plan.			
3.5.1 Continue and expand city programs and policies to plant additional street trees and trees on city-owned land, strategically focusing on areas where tree cover is limited or threatened by disease or development.	ST-3	ES	Public Works; CMO; PZD
3.5.2 Consider policy tools to preserve healthy trees in the existing urban forest from unnecessary removal, balancing the need for development with the need to maintain the urban forest.	M	ES	Public Works
3.5.3 Incorporate Climate Action Plan goals-into city actions related to urban forestry to create additional carbon sinks and combat the urban heat island effect.	O	ES	CMO; Public Works

Strategy	Time Frame	5-Point Strategy	Responsible Parties
3.5.4 Communicate with and educate private and institutional landowners, and landscapers/ arborists working in the city, about sustainable urban forestry management practices, such as by creating city-sponsored programs to encourage tree planting or discourage the unnecessary removal of healthy trees.	O	ES	Public Works; CMO

Objective 3.6: Continue to provide and improve quality and sustainable city services for refuse management, recycling, and facilities maintenance.

3.6.1 Continue to evaluate recycling program in light of market demand to optimize a robust recycling program for residential and commercial waste products.	O	CS/ES	Public Works; PUC
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Objective 3.7: Support and collaborate with the Oberlin Schools to promote excellent educational opportunities for all families.

3.7.1 Continue and improve upon the Shared Services Partnership with Oberlin Schools.	O	NE	Parks & Rec; Oberlin Schools
3.7.2 Support Oberlin Schools in creating a redevelopment future for the former Eastwood School.	ST-3	CD	PZD; Oberlin Schools; City Leadership
3.7.3 Collaborate with Oberlin Schools on continuing to explore a plan for the PreK-12 campus and related athletic facilities.	M	CD	PZD; Parks & Rec; City Police Dept.; Oberlin Schools
3.7.4 Support the schools in implementing the 2021 School Transportation Plan.	O	CD	PZD; Oberlin Schools; Public Works
3.7.5 Collaboratively work with the Schools on environmental sustainability initiatives.	O	ES	CMO; Oberlin Schools

Objective 3.8: Continue to provide and improve utility services, providing water, stormwater, sewer, and energy options for residents and businesses in accordance with the city's goals for environmental sustainability and resilience, and social equity.

3.8.1 Evaluate the strength and reliability of the wireless internet utility that is available to both the businesses and other community members to encourage commerce and socialization.	ST-2	CS	Oberlin Cable Co-op; PZD
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Strategy	Time Frame	5-Point Strategy	Responsible Parties
3.8.2 Continue to implement and enhance the Electrical Strategic Plan to build in sustainability and resilience, including sustainable technology that will allow Oberlin to isolate in case of regional grid blackouts, and expansions needed to support growth.	0	ES	OMLPS; CMO.
3.8.3 Implement the Stormwater Strategic Plan and update as needed to support growth.	ST-2	ES	Public Works
3.8.4 Develop a Water System Strategic Plan addressing sustainability and resilience in maintaining existing facilities and accommodating future growth	ST-2	CS	Public Works; CMO
3.8.5 Develop a Wastewater System Strategic Plan addressing sustainability and resilience in maintaining existing facilities and accommodating future growth.	ST-1	CS	Public Works; CMO
3.8.6 Continue to develop utility support for future growth along U.S. 20.	ST-2	CD	Public Works; PZD; Private Developers
3.8.7 Incorporate resilience planning principles including adaptation, mitigation and redundancy into utility strategic planning.	0	ES	Public Works; OMLPS; CMO
Objective 3.9: Improve and address Social Equity in Oberlin.			
3.9.1 Develop an Oberlin Social Equity Plan, building on the Provision Social Equity Plan and Social Equity Assessment.	ST-1	SE	Oberlin Leadership; PZD
3.9.2 Continue to address high priority items in the Provisional Social Equity Plan.	ST-1	SE	Oberlin Leadership; PZD
3.9.3 Improve access to the court system and to justice-related assistance;	M	SE	PZD; City Municipal Court
3.9.4 Improve police-community relationships;	0	SE	PZD; City Police Dept.; PAC
3.9.5 Support for improving access to physical and mental health services for all;	ST-2	SE	PZD

Strategy	Time Frame	5-Point Strategy	Responsible Parties
3.9.6 Enhance access to affordable, quality food for all.	ST-3	SE	PZD; CMO
3.9.7 Continuing to strive for diversity of people in city staff and leadership.	0	SE	City Leadership; City HR Dept.; PZD
Objective 3.10: Continue to promote environmental sustainability and resilience, and climate positivity, and reduce climate vulnerability throughout city services and partnerships			
3.10.1 Update the city’s Climate Action Plan, incorporating principles of resilience as well as sustainability.	ST-1	ES	Oberlin Leadership; CMO
3.10.2 Continue to incorporate processes for review of city development and redevelopment decisions, and city policy change, to address environmental and climate concerns, make recommendations, and incentivize implementation, within the city’s authority.	ST-3	ES	PZD; CMO; Planning Comm.; City Leadership
Objective 3.11: Provide a customer-friendly approach to all city services and interactions with residents, developers, property owners and managers, businesses, and organizations.			
3.11.1 Create a streamlined development review approach that optimizes city and applicant time, while providing transparency and opportunity for public input.	ST-3	CD	Oberlin Leadership; PZD; CMO
3.11.2 Take a "customer service" approach to administrative review and code enforcement.	ST-3	CS	PZD; CMO
3.11.3 Pair opportunities for assistance such as grant and loan programs, extended payment programs, and city review assistance, with code enforcement in order to help businesses and low income property owners meet code requirements.	ST-3	SE	PZD

GOAL 4: . Promote Community Arts and Culture. Provide city support and private/college partnerships to strengthen and promote the arts and cultural opportunities in Oberlin, making them accessible to community members and visitors.

Objective 4.1: Support and promote community and college-based arts and culture opportunities through city action and public-private collaboration.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
4.1.1 Encourage public art opportunities to enliven the downtown environment.	O	CS/NE	CMO; OBP; City Leadership; DT Property Owners; Arts Orgs.; OSVEC
4.1.2 Collaborate with Oberlin College, community artists, downtown business owners, high school students, and non-profits to display and promote public art on a regular continuous basis.	ST-1	CS	CMO; OBP; City Leadership; DT Property Owners; Arts Orgs.; Oberlin College; OCIC
4.1.3 Encourage public art opportunities as part of art walks, sidewalk performances, store fronts/window areas, and green spaces.	O	NE	CMO; OBP; City Leadership; DT Property Owners; Arts Orgs
4.1.4 Develop a series of mini-stages/dedicated event spaces in order to encourage pop-ups and small scale events	M	CS/NE	OSVEC; CMO; Public Works; City Leadership
4.1.5 Encourage residents and visitors to engage with existing public art.	O	CS	OSVEC; CMO
4.1.6 Work with the Open Space and Visual Environment Commission to collaborate with arts nonprofits and support the creation of new public art in Oberlin.	M	CS	OSVEC; Arts Orgs; Public Works
4.1.7 Develop a strategy for public art in the public realm to facilitate city collaboration/review, and revise city ordinances as needed and appropriate to remove unnecessary barriers to the creation of public art.	ST-2	CS	OSVEC; PZD; Public Works
4.1.8 Identify and dedicate portions of public property for public art display.	ST-3	CS	City Leadership; OSVEC; Public Works

Objective 4.2: Continue citywide programs including the Big Parade, Juneteenth, Chalk Walk, Second Saturdays and others, and expand programming.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
4.2.1 Evaluate the role of events that could potentially impact the visibility of downtown. Coordinate events with Oberlin College and downtown stakeholders for "Commencement Weekend", "Welcome Back" student events, "Parents' Weekend" activities, "Homecoming", and other special events.	O	CS	OBP; Oberlin College; CMO; OCIC
4.2.2 Plan and promote joint events that intentionally bring customers into individual businesses.	O	CS	OBP; Oberlin College; CMO; DT Business; OCIC
4.2.3 Continue to look for opportunities to implement neighborhood enrichment programs that encourage neighborhood collaboration.	O	NE	Parks & Rec; RC; PZD
4.2.4 Continue to develop partnerships with non-profit and other organizations to enhance the mission of neighborhood enrichment.	O	NE	Parks & Rec; Oberlin Schools; Nonprofits

Objective 4.3: Continue to foster historic preservation.

4.3.1 Promote the value of historic preservation and the history of the city.	ST-2	CS	PZD; HPC; Oberlin Heritage Center
4.3.2 Continue to promote historic preservation resources for property owners such as the Heritage Home Program and others.	O	CS	PZD; HPC; CMO
4.3.3 Support community efforts to highlight Oberlin's unique historic role in the Underground Railroad and Civil Rights eras, identifying sites and developing tour programs and other resources to enhance and promote education and attraction of visitors.	ST-1	NE	Oberlin Heritage Center; HPC; Nonprofits; WBEH Society; OURC
4.3.4 Work with the Historic Preservation Commission to evaluate existing historic markers, identify opportunities for new ones, and apply to the State for new and replacement markers as needed.	M	CS	Oberlin Heritage Center; HPC

Strategy	Time Frame	5-Point Strategy	Responsible Parties
4.3.5 Work with the Oberlin Heritage Center and other organizations to promote historic tours and resources, and to update inventories of historic properties as needed.	M	CS	PZD; OBP; Oberlin Heritage Center
4.3.6 Assure historic sites are as physically accessible to individuals as possible.	M	SE	Oberlin Heritage Center; Nonprofits; City
4.3.7 Advance the role of historic preservation and the role of Oberlin history in the Schools.	M	CS	Oberlin Schools; Oberlin Heritage Center
4.3.8 Evaluate the creation of local historic districts, needs, costs and benefits in light of existing national historic districts.	ST-3	CD	PZD; City Leadership; HPC
Objective 4.4: Conserve Oberlin's unique small-town character and beauty.			
4.4.1 Preserve and enhance historic resources downtown through design guidelines.	M	CD	PZD; Planning Comm.; HPC; OCIC
4.4.2 Develop a Downtown Beautification program that includes preserving historic resources, improvements to facades, lighting, trees/plants, outdoor seating in common areas, and sidewalks, in alignment with the Downtown Plan.	S/M	CD	OBP; OCIC; City Leadership; DT Business Owners
Objective 4.5: Support and collaborate with partners to expand knowledge of the diverse cultures and peoples within Oberlin's shared history.			
4.5.1 Continue to implement improvements to the Underground Railroad Center property including permanent site access, landscaping, tree plantings, and individual family picnic areas.	O	NE	PZD; Public Works; Parks & Rec.; OURC
4.5.2 Evaluate public art opportunities at the Underground Railroad Center property.	ST-3	CS	OSVEC; Parks & Rec; Arts Orgs
4.5.3 Expand historic sites throughout the city with attention to diversity and inclusion.	M	SE	PZD; Oberlin Heritage Center; WBEH Society

GOAL 5: Improve and Expand Communication and Collaboration. Strengthen communication between city government, residents, businesses, Oberlin College, and Oberlin Schools, for the benefit of community information, culture, and collaboration.

Objective 5.1: Continue and expand regular communication through print and web-based media.

Strategy	Time Frame	5-Point Strategy	Responsible Parties
5.1.1 In addition to enhancing other sources of information expand and build on use of the Environmental Dashboard, engaging more participants and publicizing more events and news.	0	ES	Oberlin College; CMO
5.1.2 Continue the bimonthly newsletter.	0	CS	CMO
5.1.3 Continue and enhance a robust city social media presence.	0	CS	CMO
5.1.4 Collaborate with the Oberlin Review to provide regular updates on city activity and programs.	0	CS	CMO

Objective 5.2: Provide a coordinated web presence for city and community information that is accessible to residents, businesses, and visitors.

5.2.1 Provide a quality city website that can be an easy-to-access source of city and government news and information.	ST-1	CS	CMO
5.2.2 Collaborate with businesses, community organizations, Oberlin College, and Oberlin Schools to provide a single source of web-based information on community news, events and opportunities.	ST-1	CS	CMO; Oberlin College; Oberlin Schools; OBP
5.2.3 Establish regular meetings with the various organizations to provide updates and facilitate collaboration.	ST-3	CS	City; Oberlin College; Oberlin Schools; OBP

Objective 5.3: Collaborate with Oberlin Schools to widely promote factual information about school excellence.

5.3.1 Consider regular articles in the city’s newsletter, the Oberlin Review, and other venues to promote positive factual information and stories about school excellence.	ST-1	CD	City; Oberlin College; Oberlin Schools
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Strategy	Time Frame	5-Point Strategy	Responsible Parties
5.3.2 Continue to expand the message of the importance of the schools’ image to the city’s growth and resilience.	ST-3	CD	City; Oberlin Schools; CMO
Objective 5.4: Encourage and support collaborative regular meetings with Oberlin College, Oberlin merchants, and the Oberlin Schools.			
5.4.1 Build active partnerships between downtown businesses, Oberlin College, Oberlin Business Partnership, nonprofits, city, and the many community and local organizations.	ST-1	CS	City; OBP; Oberlin College; Nonprofits
Objective 5.5: In alignment with the Downtown Strategic Plan, develop a unique brand for Oberlin and implement it in signage and streetscape elements, websites, and other resources.			
5.5.1 Expand joint marketing efforts to promote the uniqueness of the atmosphere, and the image as a shopping and arts tourism destination.	ST-2	CS	CMO; OCIC; OBP; Oberlin College; Arts Orgs
5.5.2 Business and property owners should increase promotion and coordination of outreach, events, hours of operation, and other district-wide strategies.	ST-3	CD	OCIC; OBP; DT Business & Property Owners; CMO
5.5.3 Collaborate with businesses to help promote the ongoing environmental sustainability efforts of the City of Oberlin.	ST-3	ES	PZD; CMO; Businesses
5.5.4 Develop marketing and communication strategies related to housing development and living opportunities.	ST-3	CD	CMO; PZD



A



APPENDIX

A APPENDIX

OVERVIEW

The purpose of this chapter is to provide a record and reference to materials presented, used, and shared during the planning process. The following are the appendix sections:

- Existing Conditions Analysis (maps, population and housing analysis, Oberlin business analysis)
- Community Survey Results
- Small Group Outreach Summary
- Community Input Summary
- Oberlin Real Estate Assessment
- Land Use Character & Scale

EXISTING CONDITIONS ANALYSIS

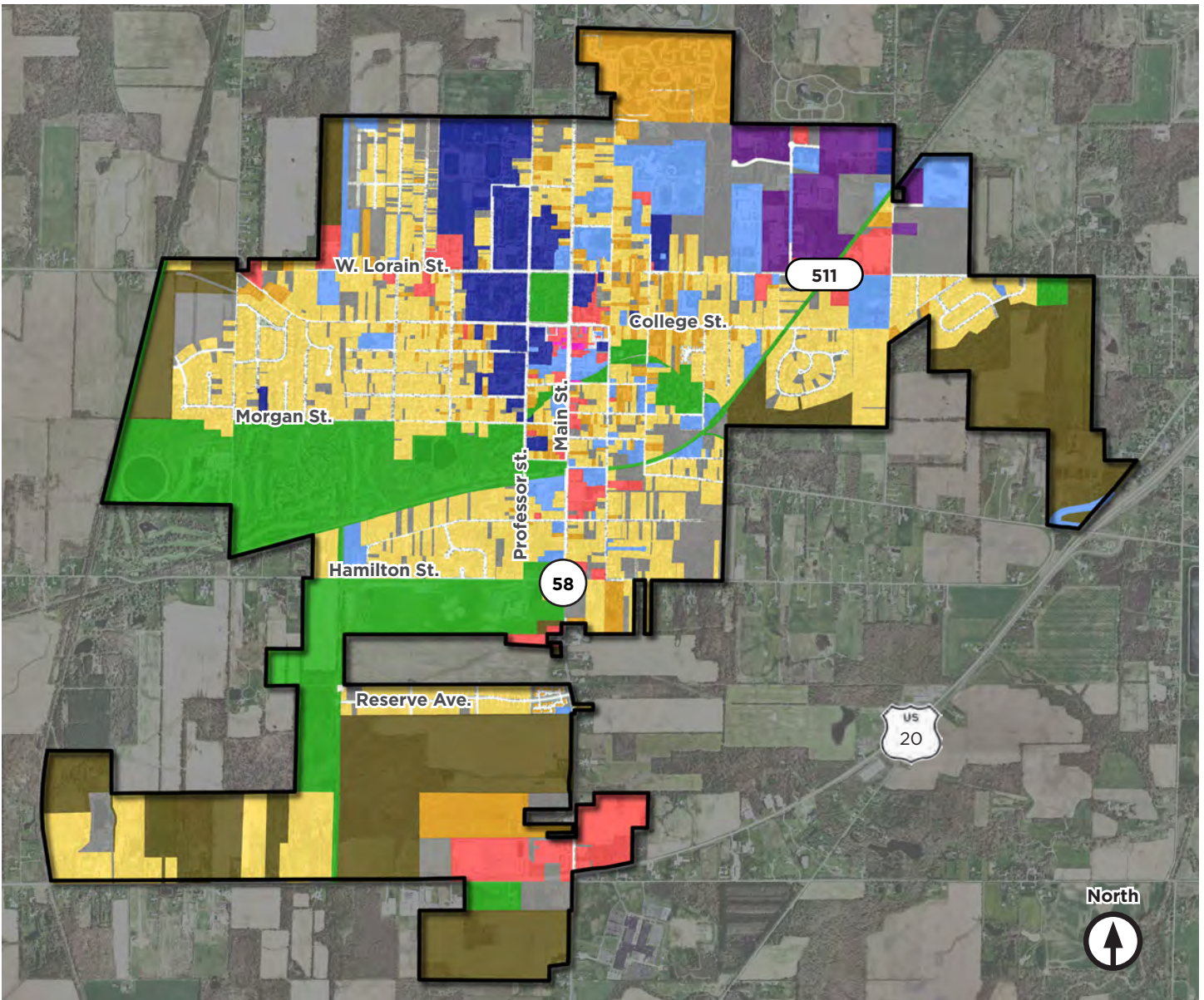
Figure 1-3 illustrates how land is currently used in the city. This map will differ from the zoning map, as it shows not a specific zoning designation but rather a more accurate depiction of how land is used. It is essential to compare and contrast this map with the zoning map, existing conditions, and public input when considering how land should be used in the future.

Overall, Oberlin has a good mix of land use typologies, with opportunities to sustainably develop vacant and agricultural areas. This also presents an opportunity to better integrate plans with the college.











The next series of maps will break down the land use typologies into various groups to further understand the typologies.

EXISTING LAND USE

FIGURE 1-1: Existing Land Use



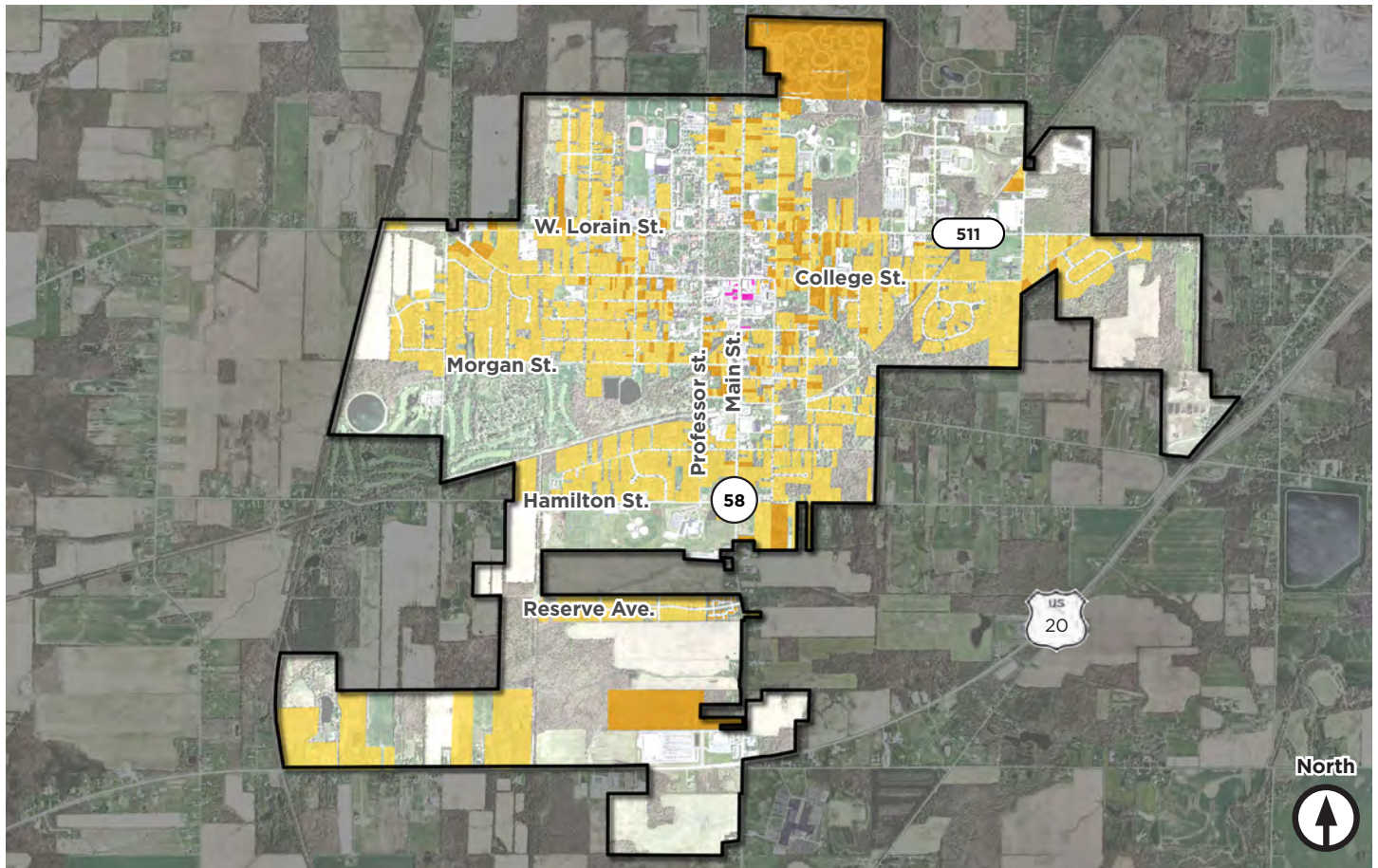
LEGEND

- | | |
|--|---|
|  Single Family Housing |  Institutional |
|  Multi-Family housing |  College |
|  Mixed-Use |  Open Space |
|  Commercial |  Agriculture |
|  Industrial |  Vacant |

RESIDENTIAL

A large portion of land uses in Oberlin are for residential/housing, with heavy use of the single-family typology. Existing multi-family housing is nonconforming or otherwise does not align with the existing zoning. Oberlin could stand to benefit from diversifying their housing typologies.

FIGURE 1-2: Land Use - Residential



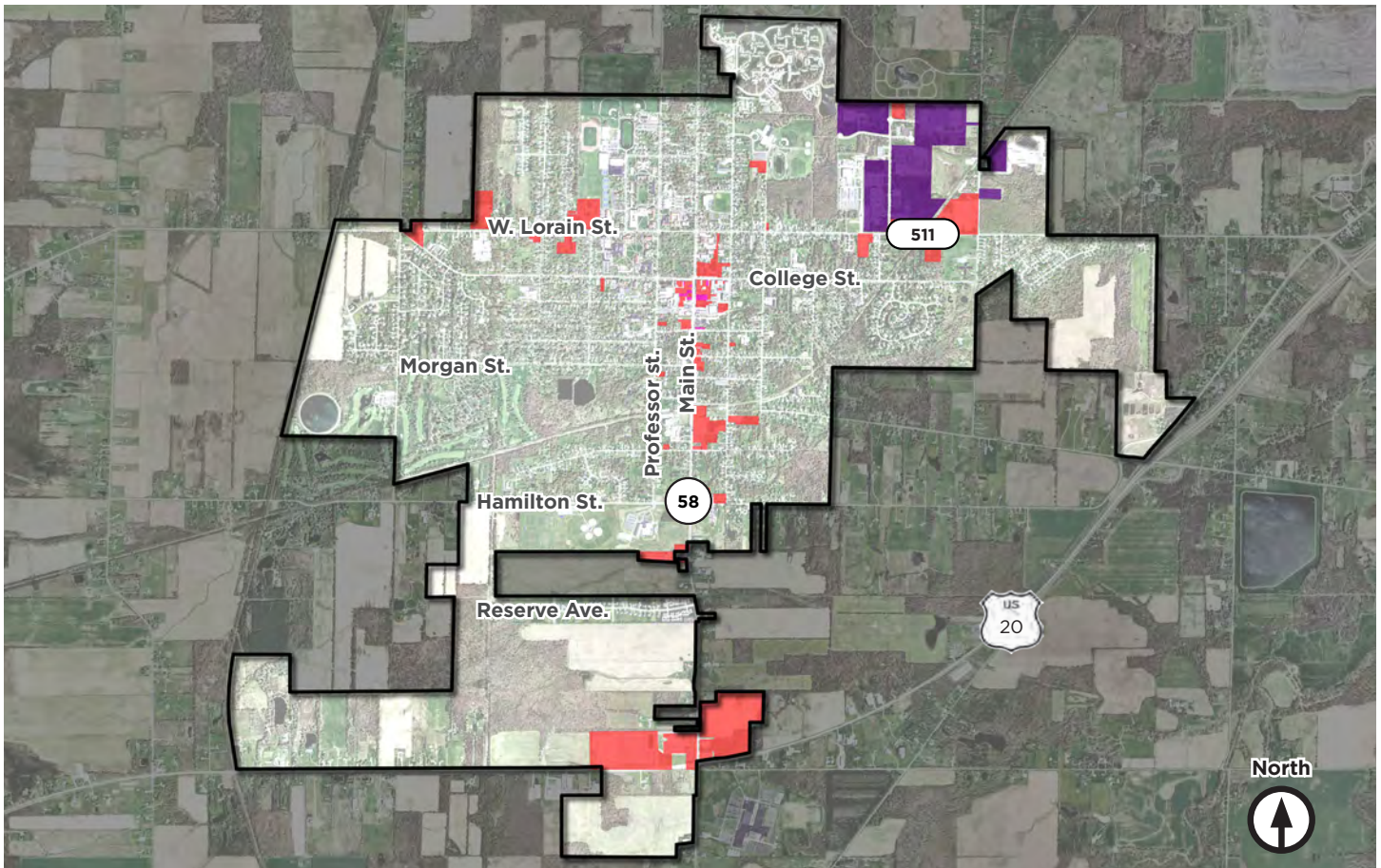
LEGEND

- Single Family Housing
- Multi-Family housing
- Mixed-Use

COMMERCIAL/BUSINESS

Oberlin has many commercial areas concentrated around the downtown and main street corridor. The intersection of OH-58 and US-20 also includes a sizeable commercial area. Industrial land uses exist primarily in the northeast.

FIGURE 1-3: Land Use - Commercial/Business



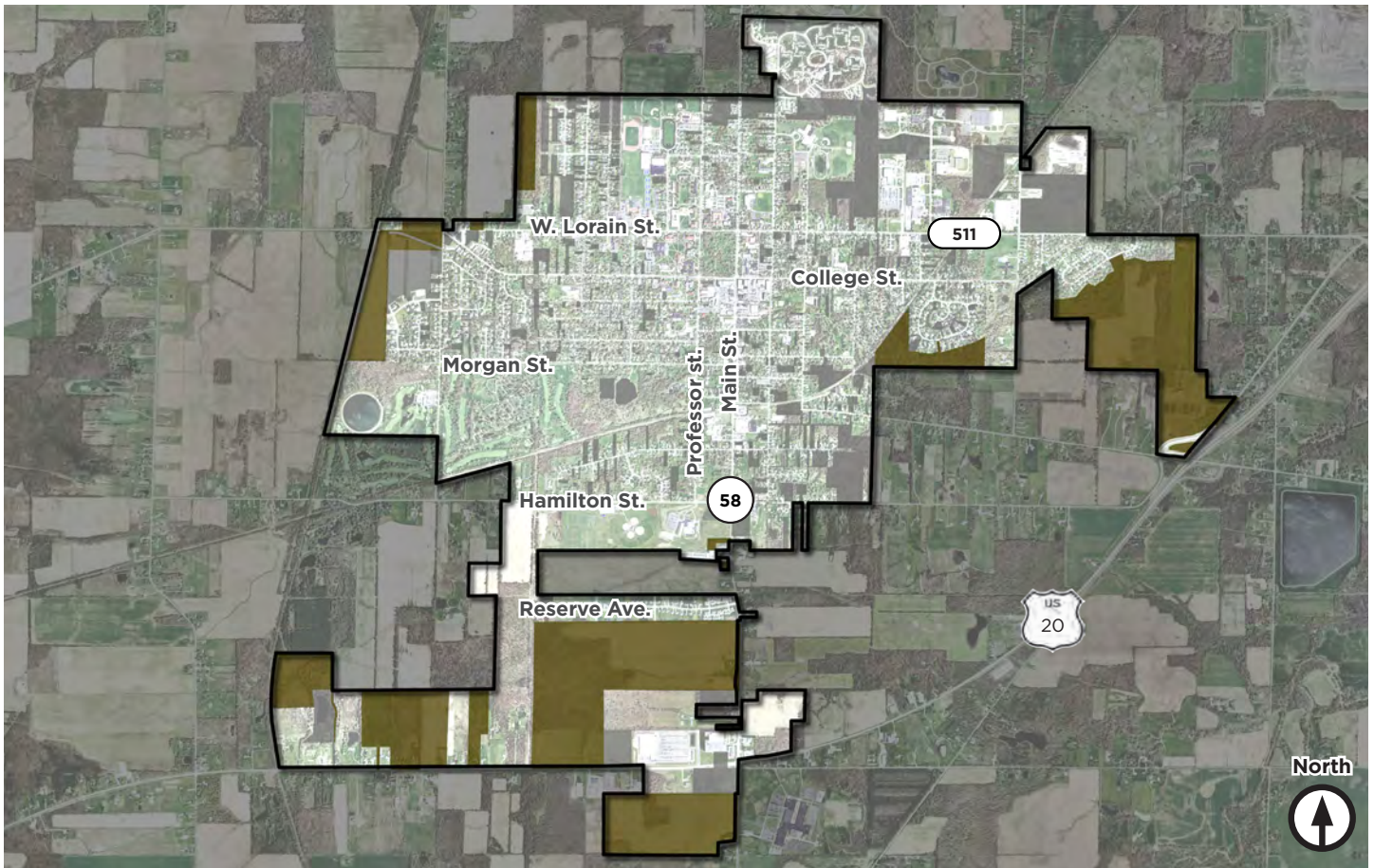
LEGEND

- Mixed-Use
- Commercial
- Industrial

AGRICULTURE & VACANCY

Agriculture and vacant land uses exist along the outer border of the city. These are prime areas for the city to focus on for future developments.

FIGURE 1-4: Land Use - Agriculture and Vacant Land



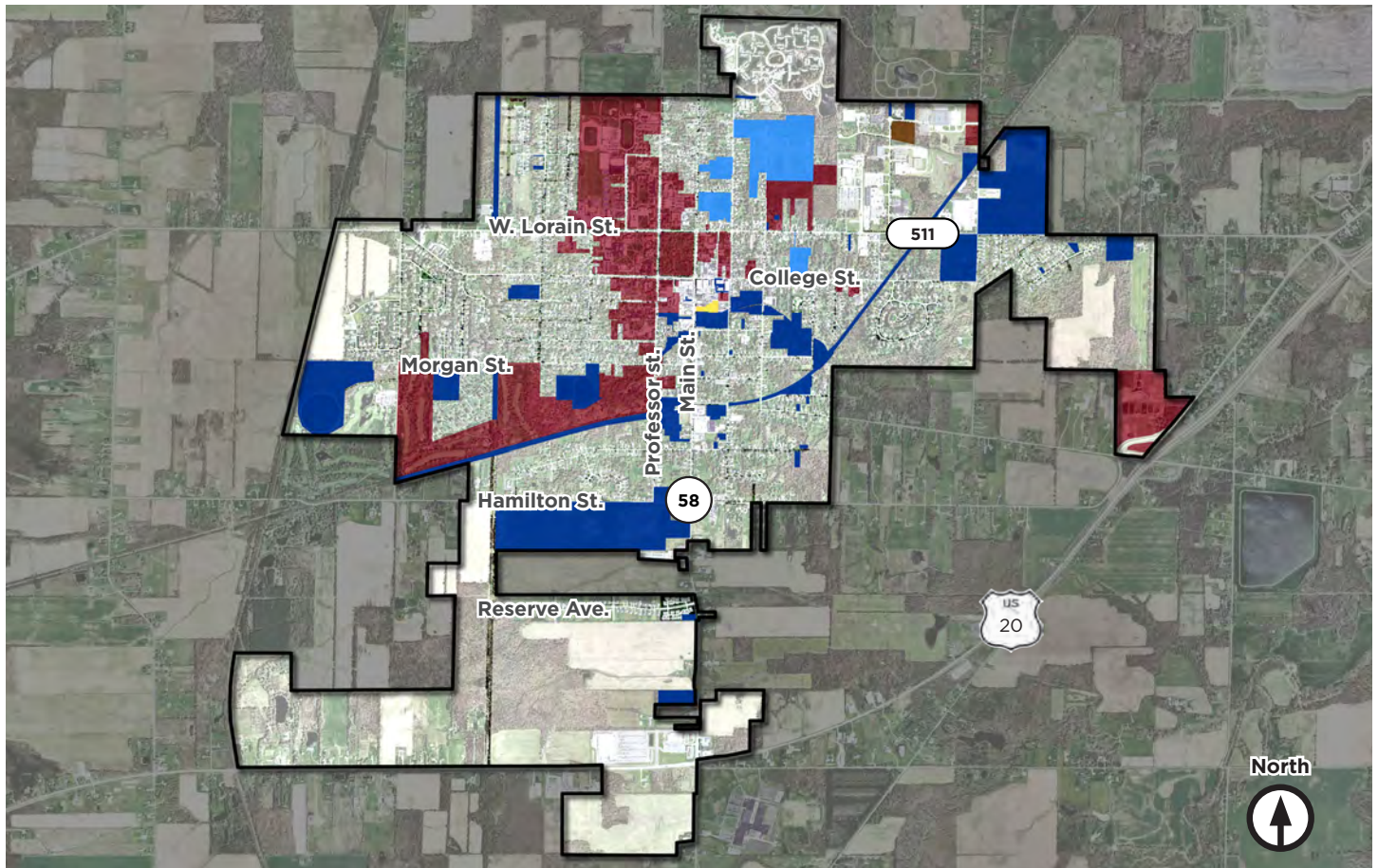
LEGEND

- Agriculture
- Vacant

PROPERTY OWNERSHIP

The City of Oberlin and Oberlin College own sizable amounts of property north of Hamilton Street. The amount of land the college holds requires a healthy relationship between the college and the municipality.

FIGURE 1-5: Property Ownership



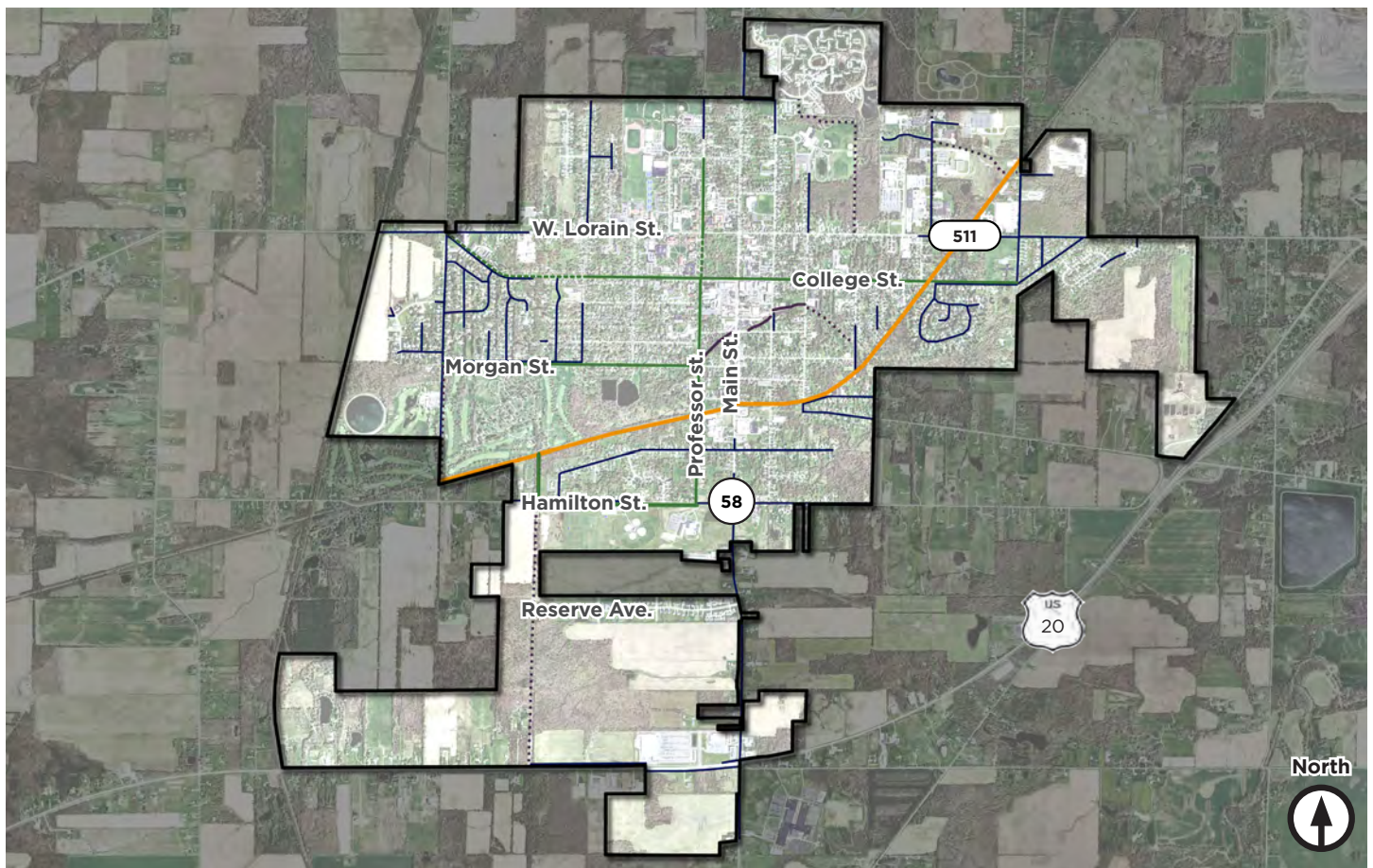
LEGEND

- Oberlin College
- City of Oberlin
- Oberlin Board of Education
- Oberlin Library
- Lorain County

ACTIVE TRANSPORTATION PLAN

The map displays existing and future active transportation routes and sidewalk improvement priorities. The sidewalk improvement priorities comes from the City's priorities plan. The active transportation routes combine on-road sharrows or off-road trails/ paths. While the system is not fully implemented, there still appear to be gaps between destinations and origins within the community. As discussions continue about new growth and development, further consideration will go into expanding the network to create a modal choice.

FIGURE 1-6: Active Transportation Map



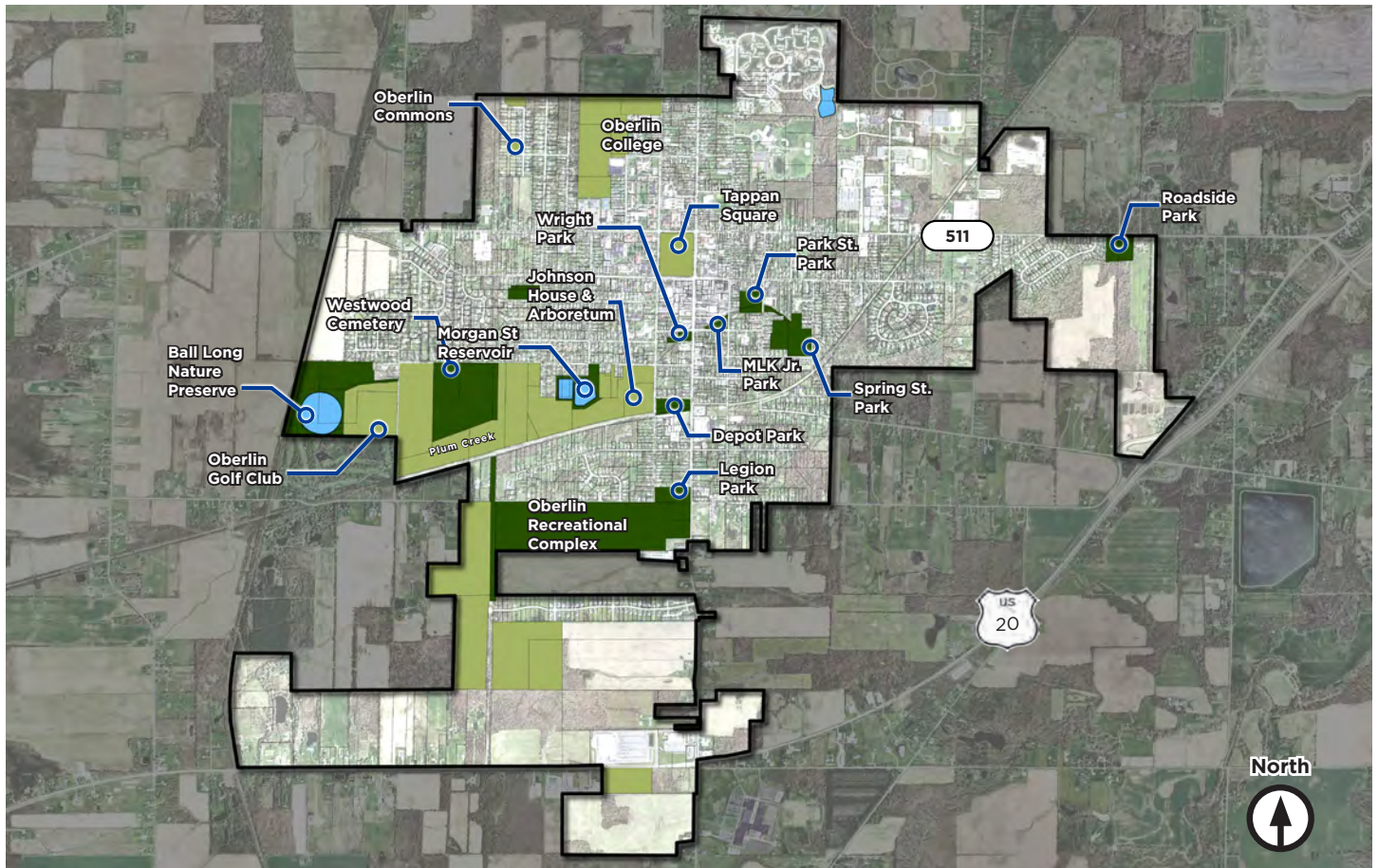
LEGEND

- Existing Rec Path
- Future Rec Path
- Existing Bike Lane/Sharrow
- Future Bike Lane/Sharrow
- Bike Path
- Future Sidewalk

PARKS AND OPEN SPACE

There is a healthy amount of open space in the City of Oberlin, with approximately 16 parks and open spaces available for residents. Further in this memorandum, a walkshed analysis indicates park availability for residents.

FIGURE 1-7: Parks and Open Space Map



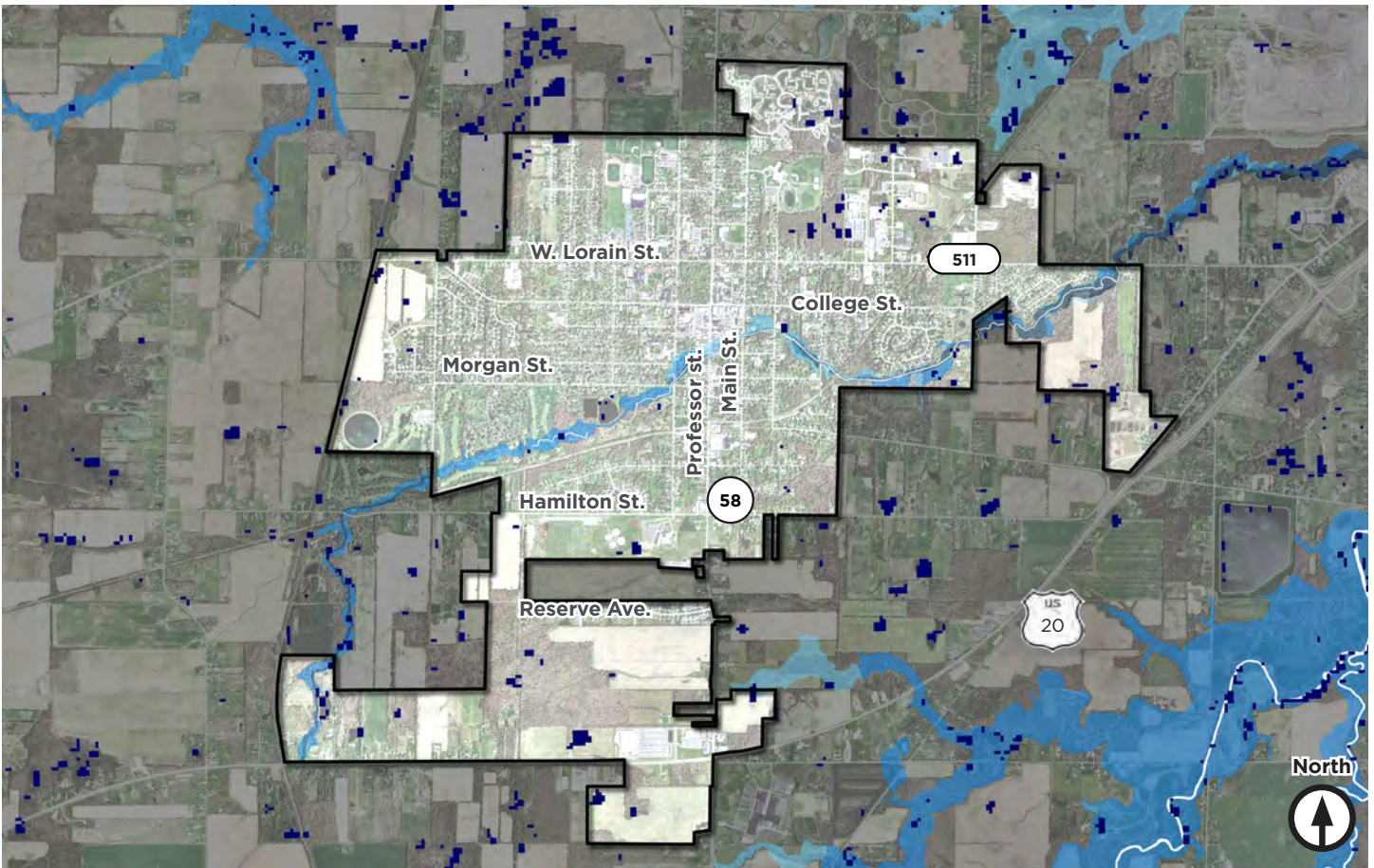
LEGEND

- City Park Space
- Open Space

ENVIRONMENTAL - WATER

The map outlines where flood plains, wetlands, and waterways are located in the city. When considering sustainable growth (residential or commercial), understanding the impact on our water systems is critical. The information will help inform future plans for growth and development.

FIGURE 1-8: Environmental Water Map



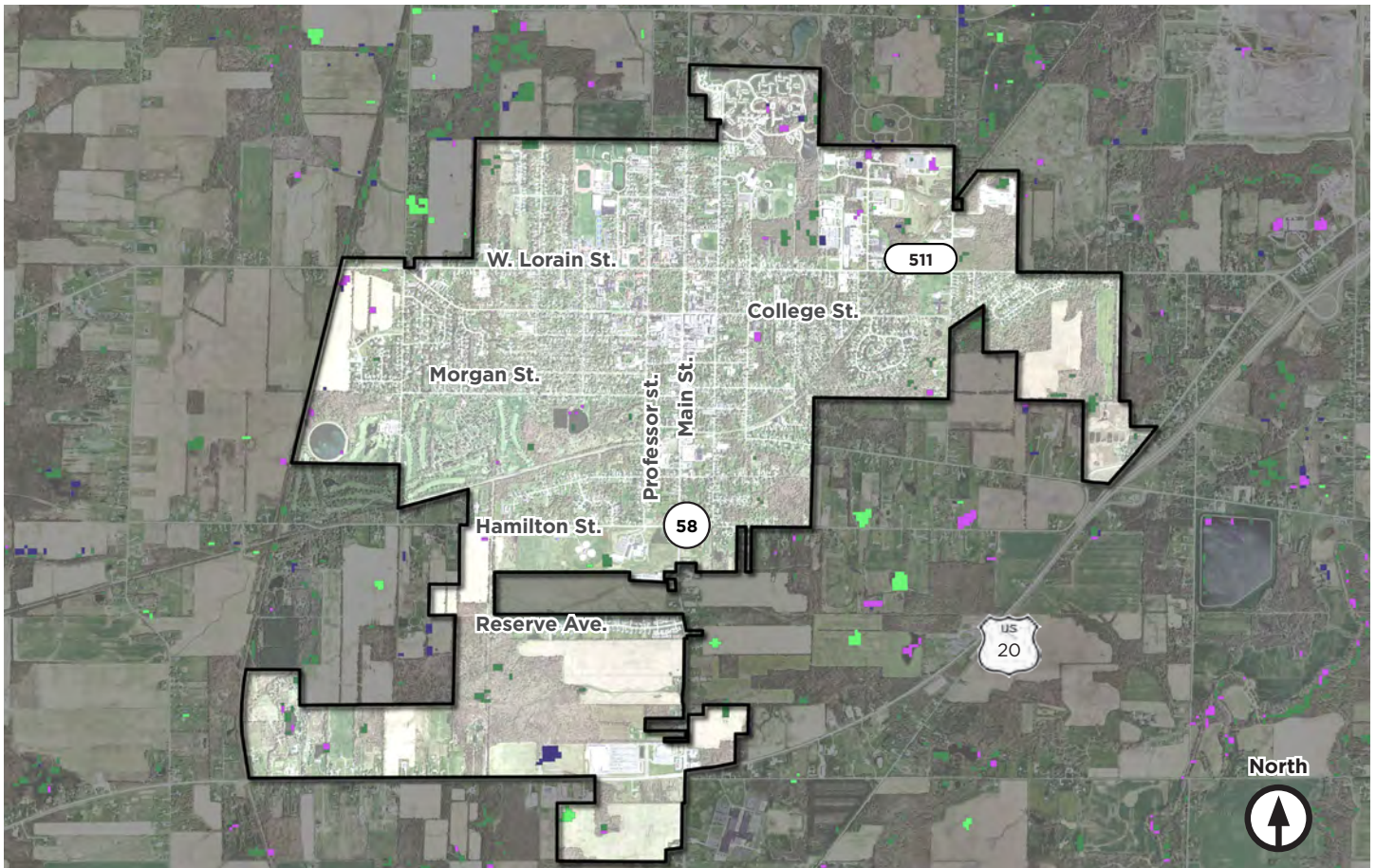
LEGEND

- Flood plain
- 100 year floodplain
- 500 year floodplain
- Wetlands
- Plum Creek

WETLANDS

Figure 1-11 breaks down the types of wetlands in the city.

FIGURE 1-9: Wetlands Map



LEGEND

- Shrub/Shrub Wetland
- Shallow Marsh
- Wet Meadow
- Farmed Wetland

INFRASTRUCTURE/UTILITIES

The following series of maps will outline city infrastructure and utilities. Most of the city is serviced by city utilities for stormwater, sanitary, and water. When considering sustainable growth (residential or commercial), understanding the impact on city utilities is critical, with this information providing a view into where systems would need to expand. It is important to note that sanitary wastewater and stormwater are handled in separate systems, which is the preferred approach for protection of environmental water quality.

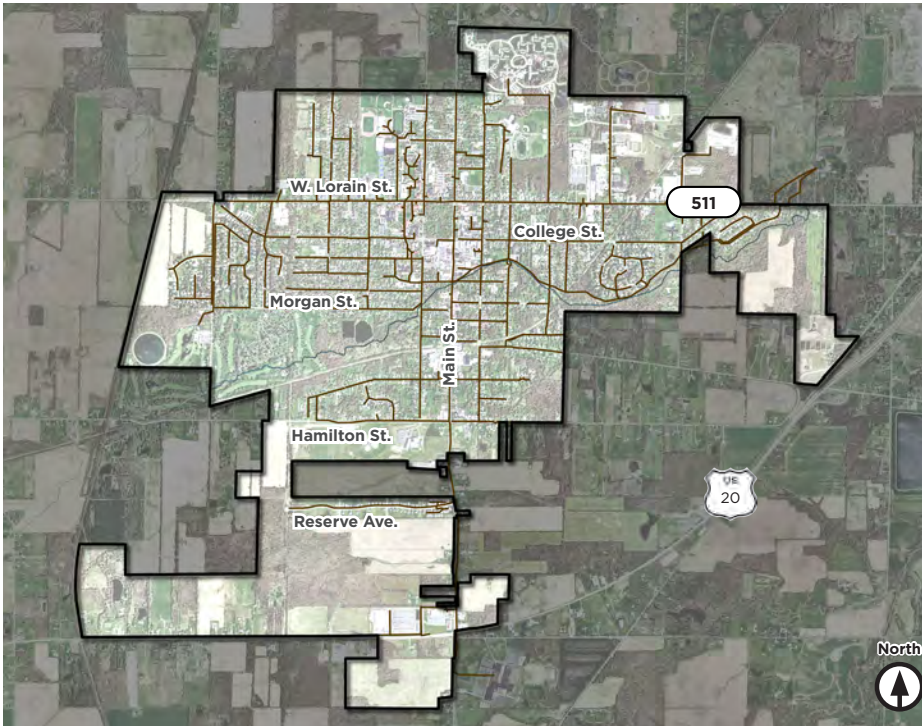


FIGURE 1-10: Sanitary sewer map

LEGEND

- Sanitary lines
- City Boundary

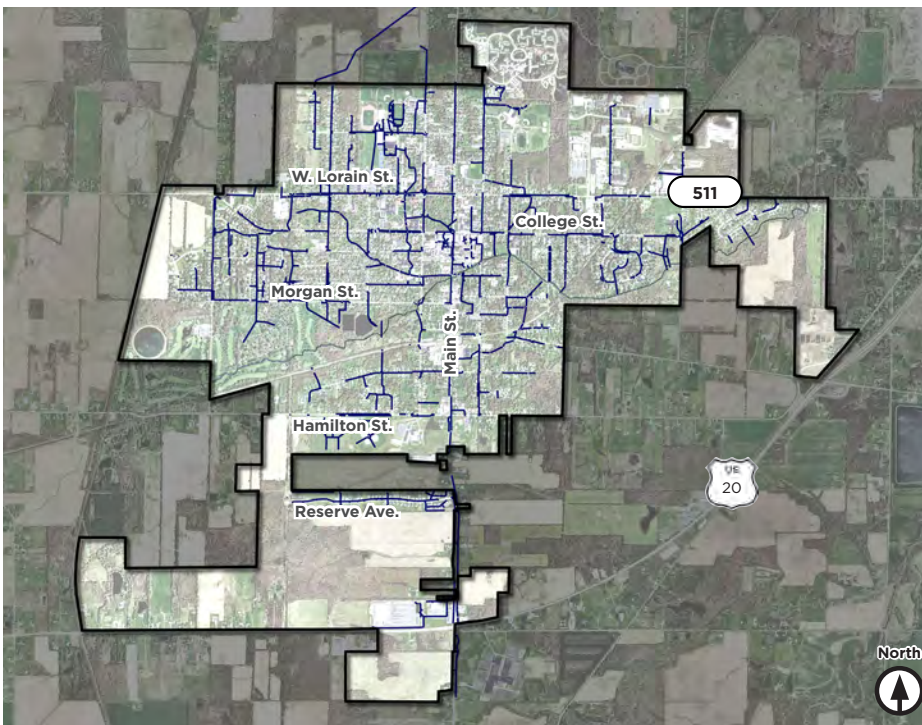


FIGURE 1-11: Storm water sewer map

LEGEND

- Storm water lines
- City Boundary

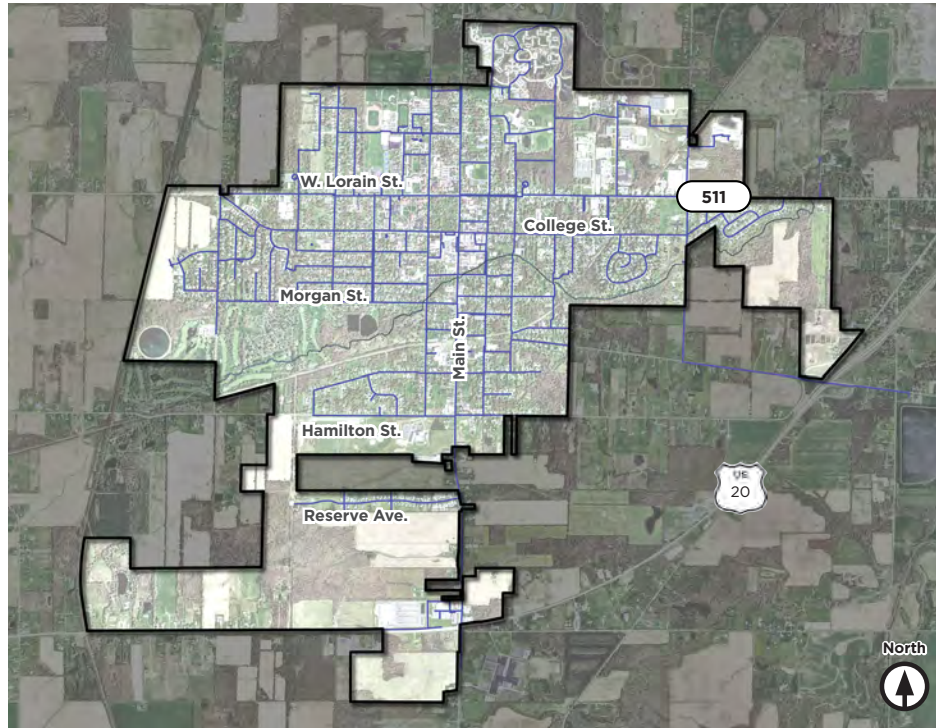


FIGURE 1-12: Water lines map

LEGEND



-  Water lines
-  City Boundary

Figure 1-15 specifically highlights gas and hazardous liquid transmission pipelines. They currently pass through the city's southern portion between Hamilton and Reserve. Development is restricted 10 feet from the pipeline.

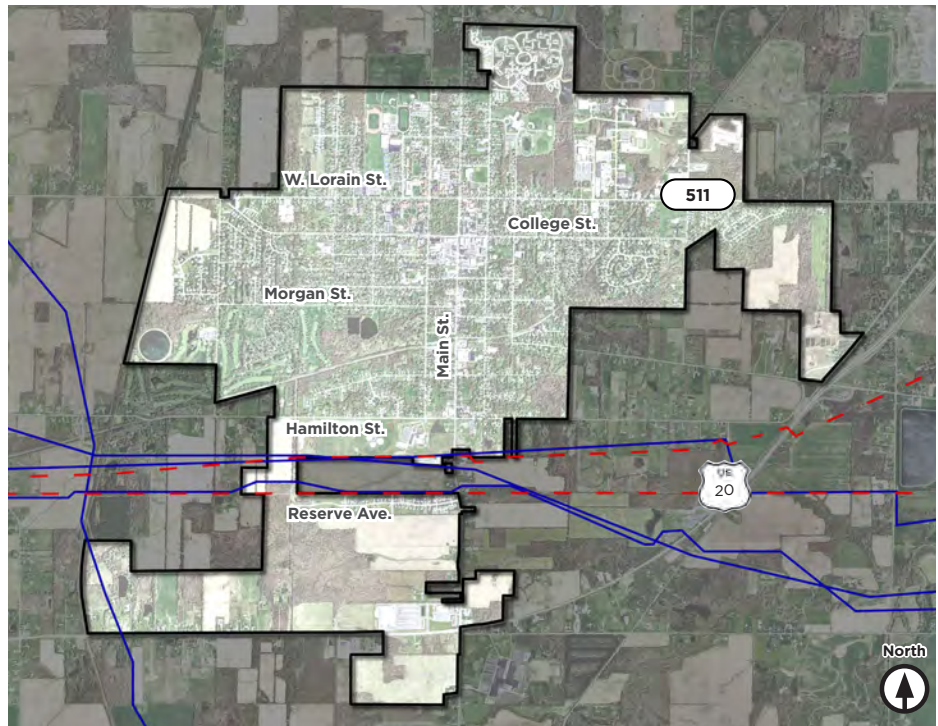





FIGURE 1-13: Pipelines map

LEGEND

-  Gas transmission
-  Hazardous liquids
-  City Boundary

WALKSHED ANALYSIS: DOWNTOWN & SCHOOLS

The following maps analyze 5-minute (1/4 mile) and 10-minute (1/2 mile) walk radius for downtown and schools by foot. This analysis provides a picture of how many residents could potentially access downtown and schools by foot. The analysis does not take into account sidewalk conditions or resident capabilities. *Note: the project team conducted the analysis based on the existing data at the time of the project. Locations and boundaries may have changed.*

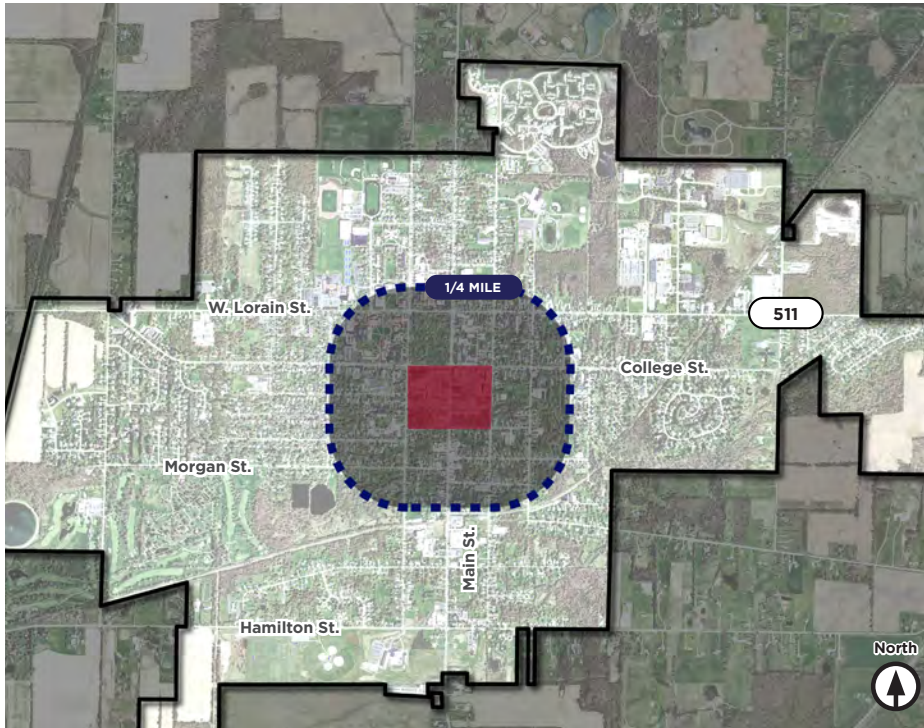


FIGURE 1-14: 1/4 mile walk for downtown

LEGEND

- Downtown
- - - Walkable Boundary

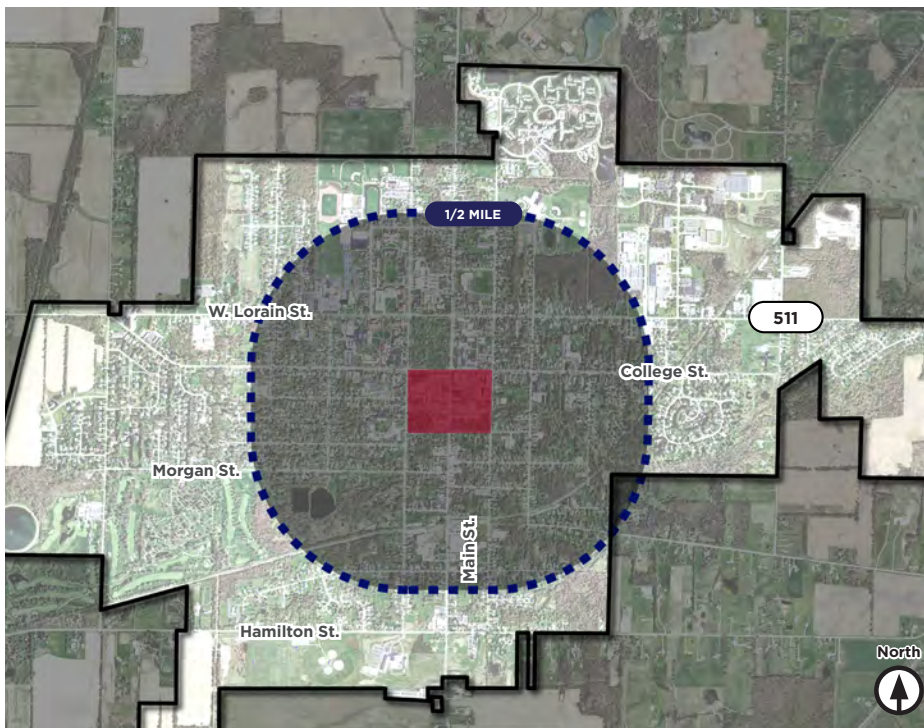
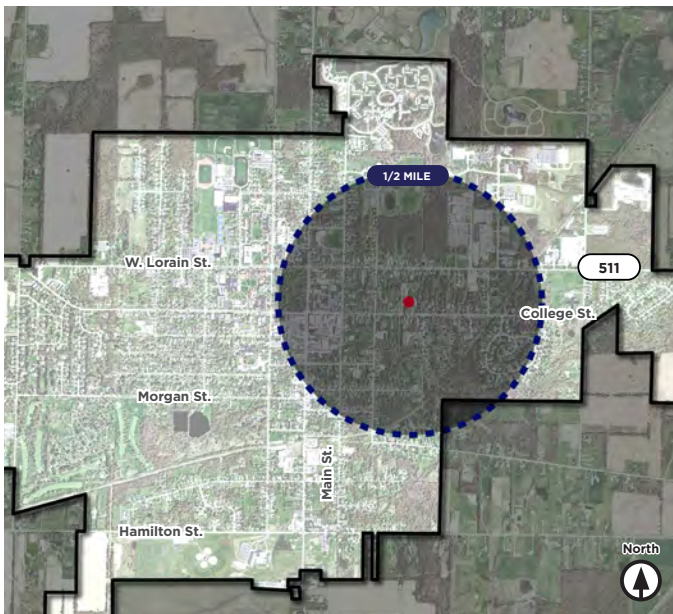


FIGURE 1-15: 1/2 mile walk for downtown

LEGEND

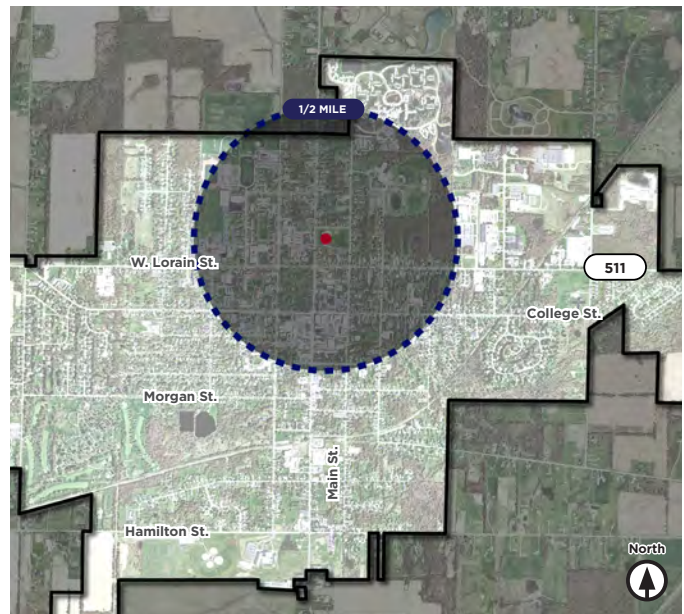
- Downtown
- - - Walkable Boundary

FIGURE 1-16: 1/2 mile walk for elementary school



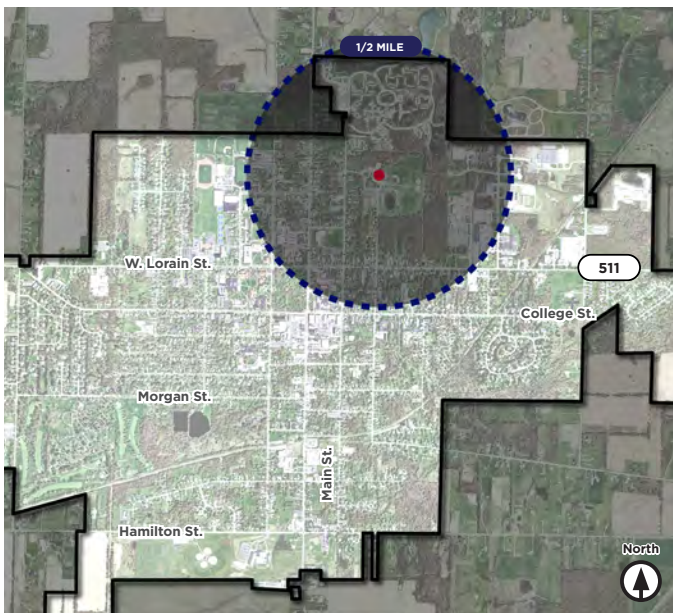
■ Elementary ■ Walkable Boundary

FIGURE 1-18: 1/2 mile walk for middle school



■ Middle School ■ Walkable Boundary

FIGURE 1-17: 1/2 mile walk for high school



■ High School ■ Walkable Boundary

WALKSHED ANALYSIS: PARK AND OPEN SPACES

The following maps analyze a 5-minute (1/4 mile) and 10-minute (1/2 mile) walk radius for both parks and open spaces. The analysis provides a picture of how many residents could potentially access these spaces. The analysis does not take into account sidewalk conditions or resident capabilities. Most residents are within a 10-minute (1/2 mile) walk of a park or open space, giving them access and opportunity to usable outdoor space. The next phase in this analysis and discussion will be the type of park and open spaces within the walksheds and what residents desire.

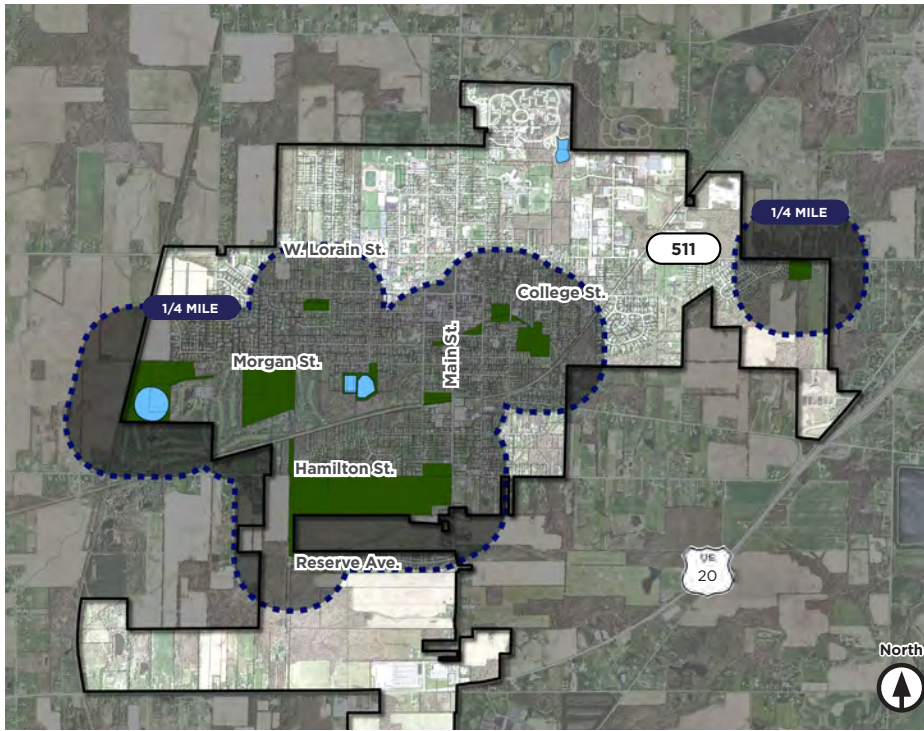


FIGURE 1-19: 1/4 mile walk for park spaces

LEGEND

- Park Space
- Walkable Boundary

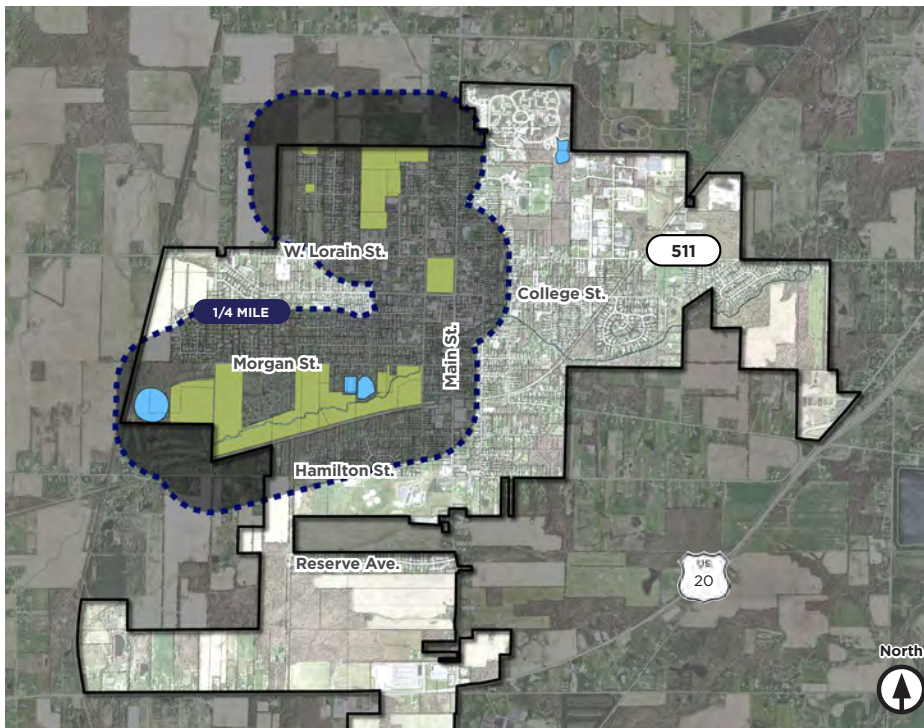


FIGURE 1-20: 1/4 mile walk for open spaces

LEGEND

- Open Space
- Walkable Boundary

FIGURE 1-21: 1/2 mile walk for park spaces

LEGEND

- Park Space
- Walkable Boundary

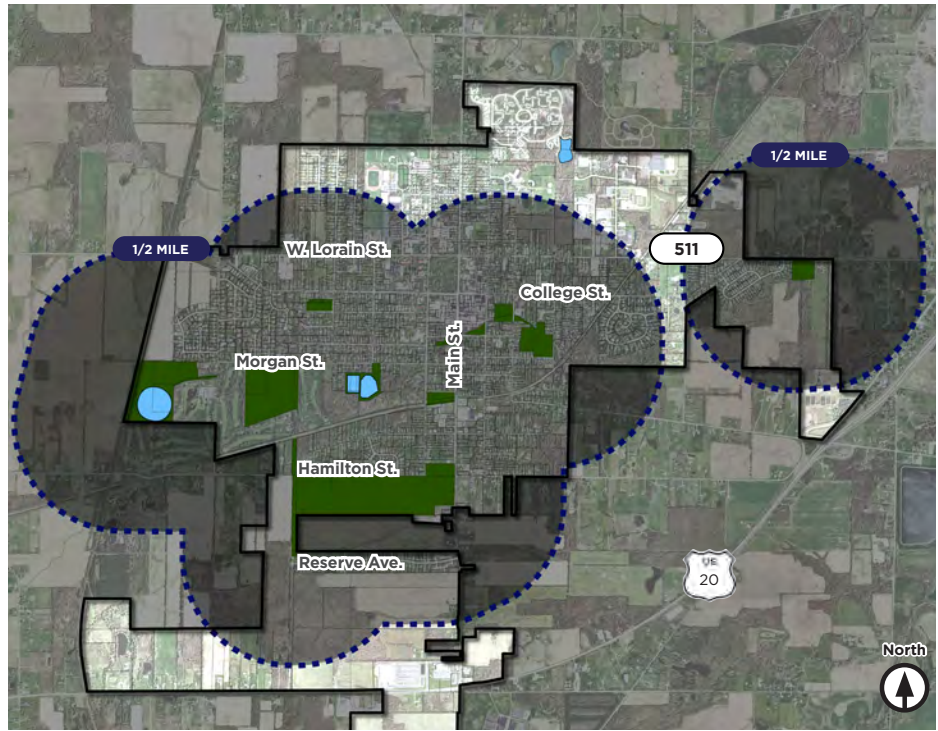
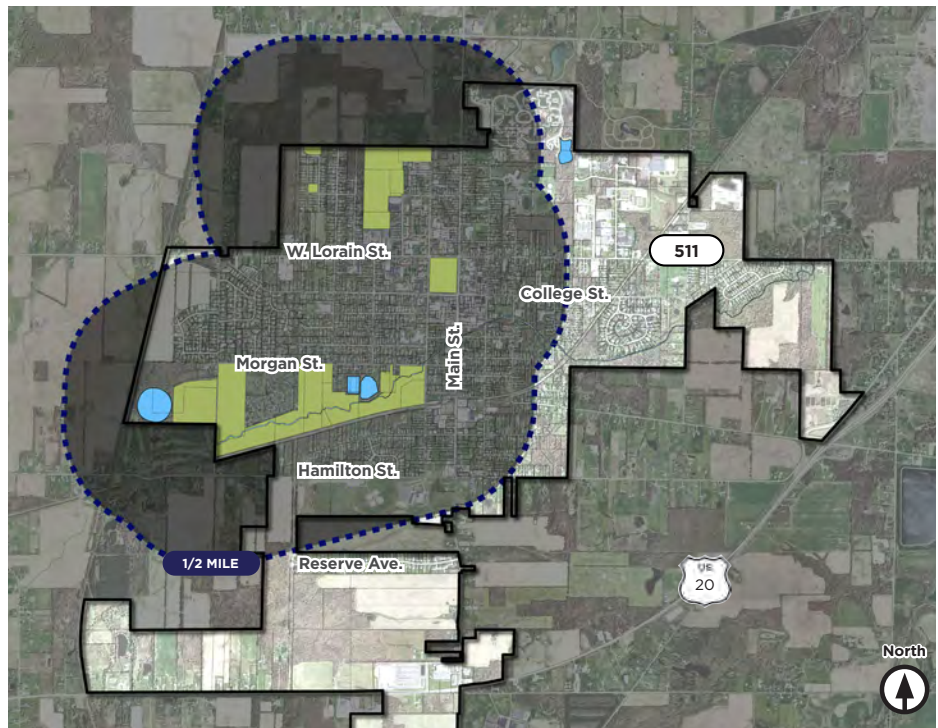


FIGURE 1-22: 1/2 mile walk for open spaces

LEGEND

- Open Space
- Walkable Boundary



POPULATION AND HOUSEHOLDS

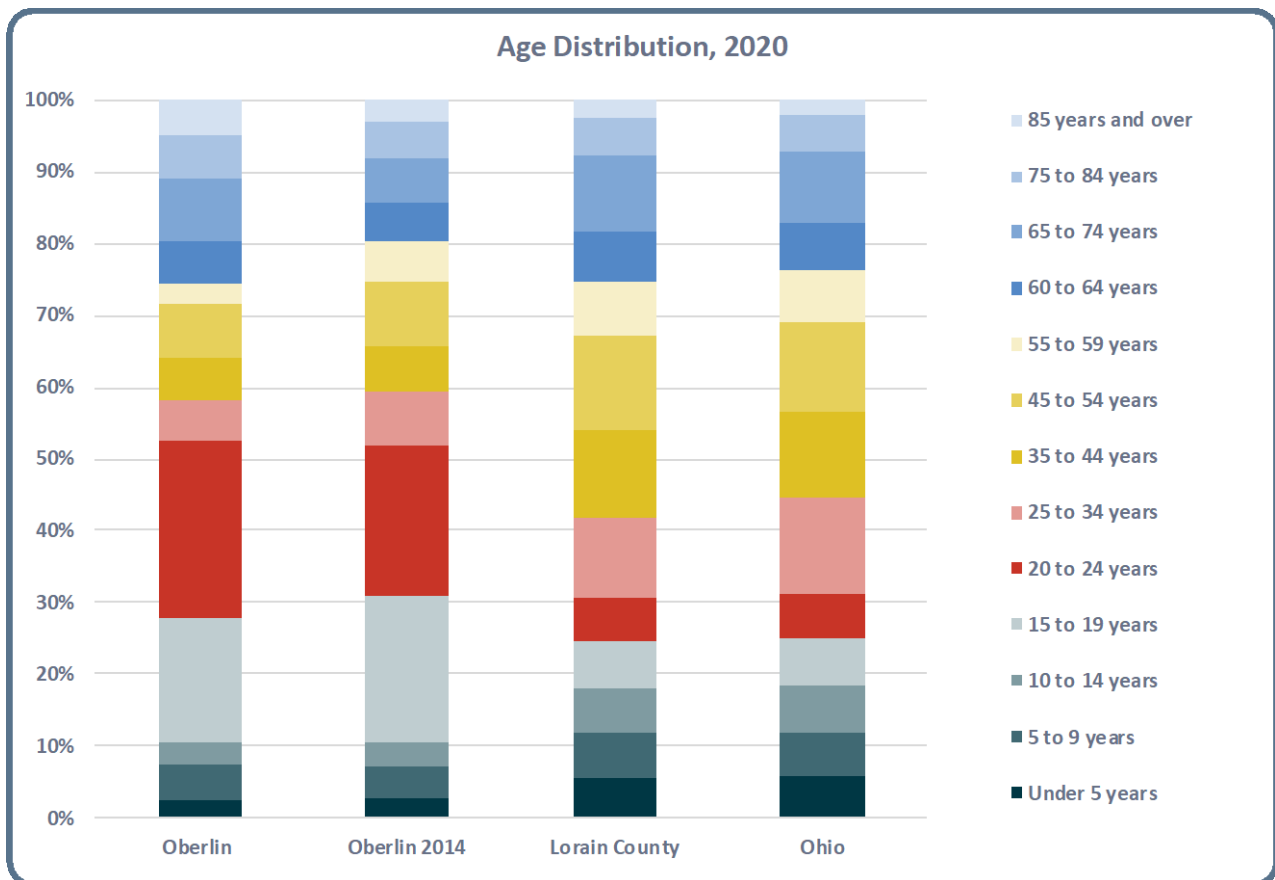
The following pages provide information on the population and household analysis completed.

It should be noted that the US Census Bureau's American Communities Survey data (abbreviated ACS), used for some tables and charts as cited in this section, are estimates based on sampling of typical communities across the US. While statistically rigorous, ACS data includes a margin of error, which can be significant for small communities and data points. Margins of error for individual data points tend to be similar from year

to year, allowing us to compare trends over time while being aware that specific statistics may not be exact.¹

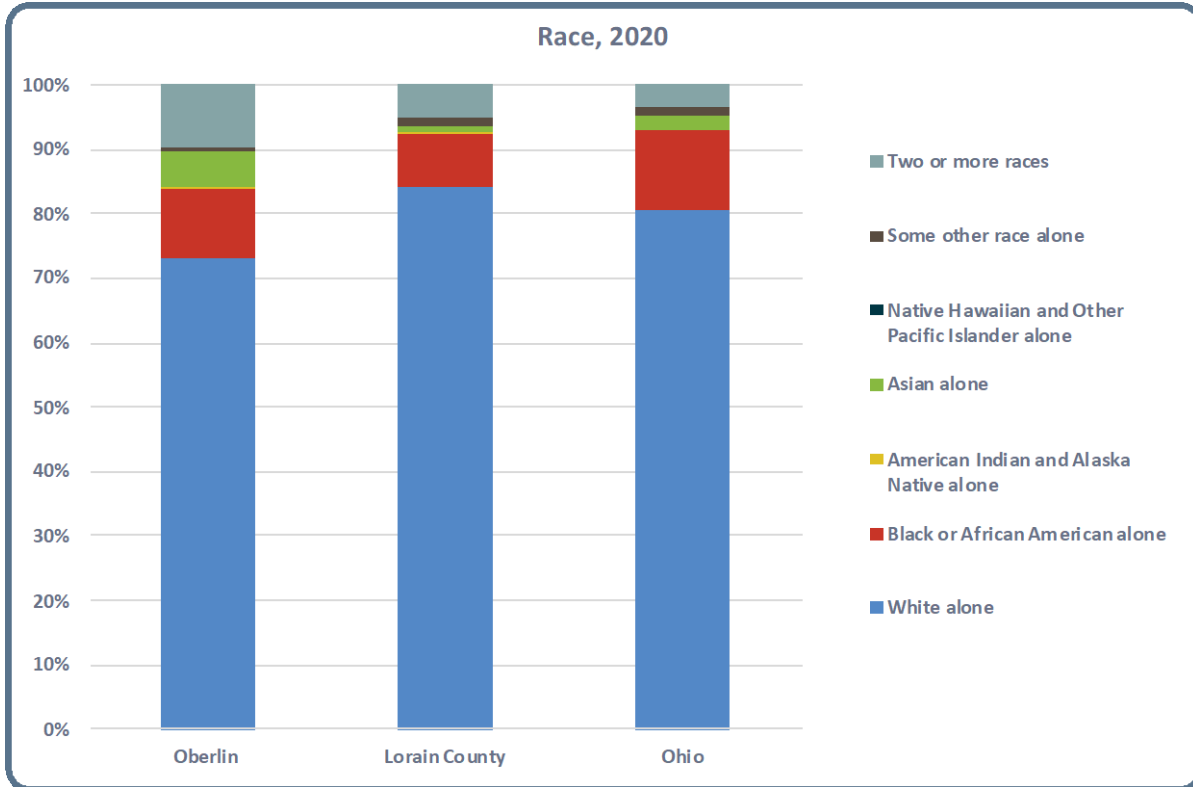
¹Margins of error are provided in the original data, available from the US Census at www.data.census.gov

AGE: As expected, Oberlin's population 15-24 is proportionally larger, and has grown since 2014. Population age 60 and over is typical for the County and Ohio. There are fewer children proportionally than the County or state (under 15).



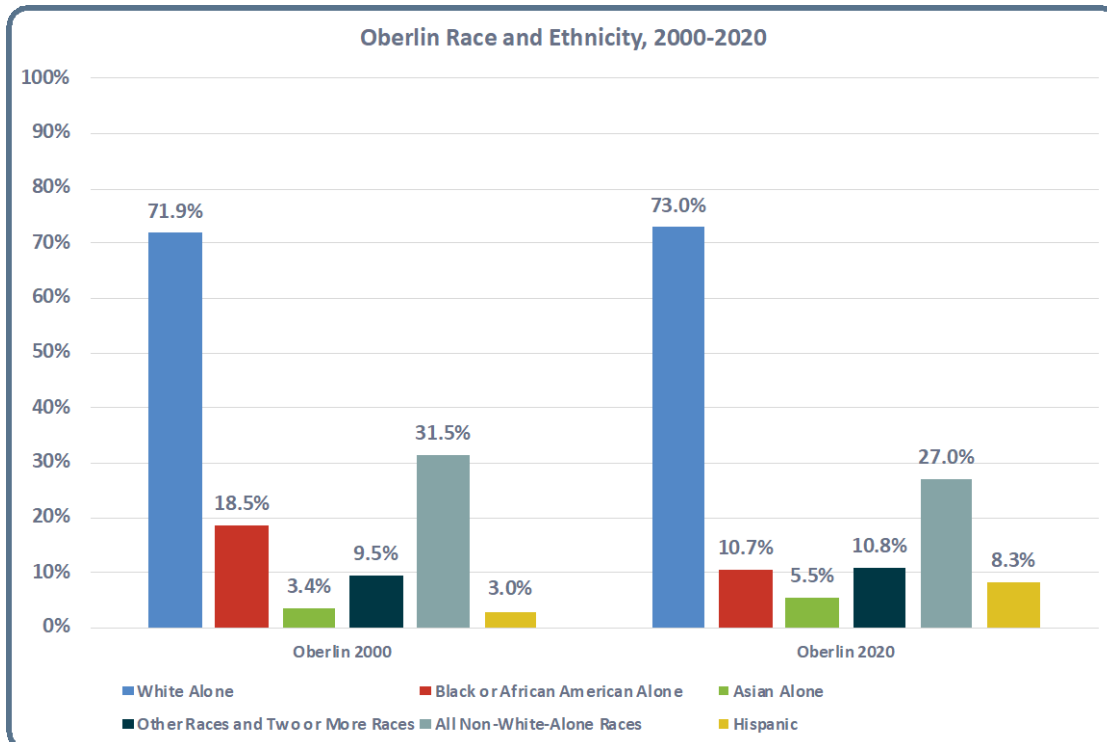
Source: : American Communities Survey 5-year estimates, 2016-2020

RACE-COMPARISON: Oberlin is more diverse than the state or county.



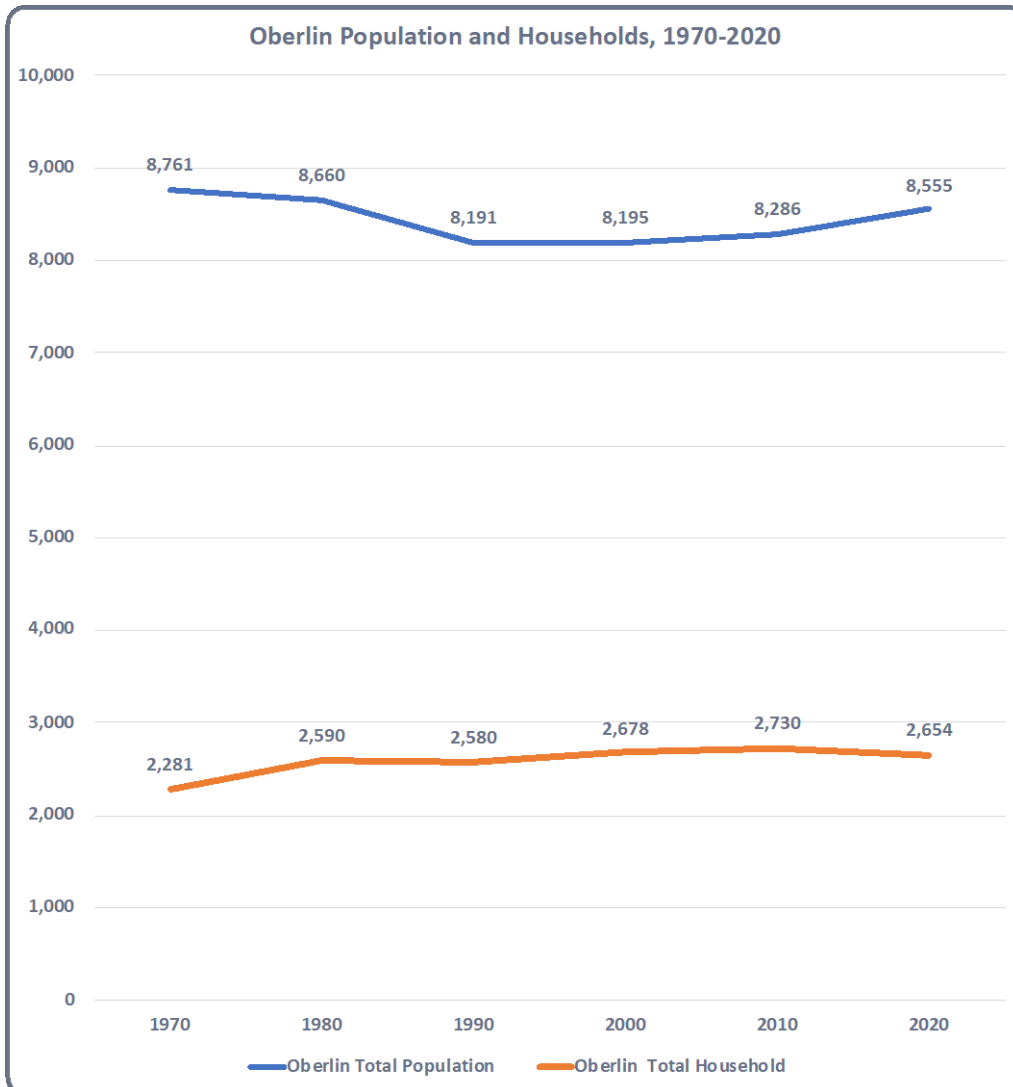
Source: : American Communities Survey 5-year estimates, 2016-2020

RACE-TIME TREND: Oberlin's white population has increased very slightly since 2000. Oberlin's Black and all nonwhite population has decreased.



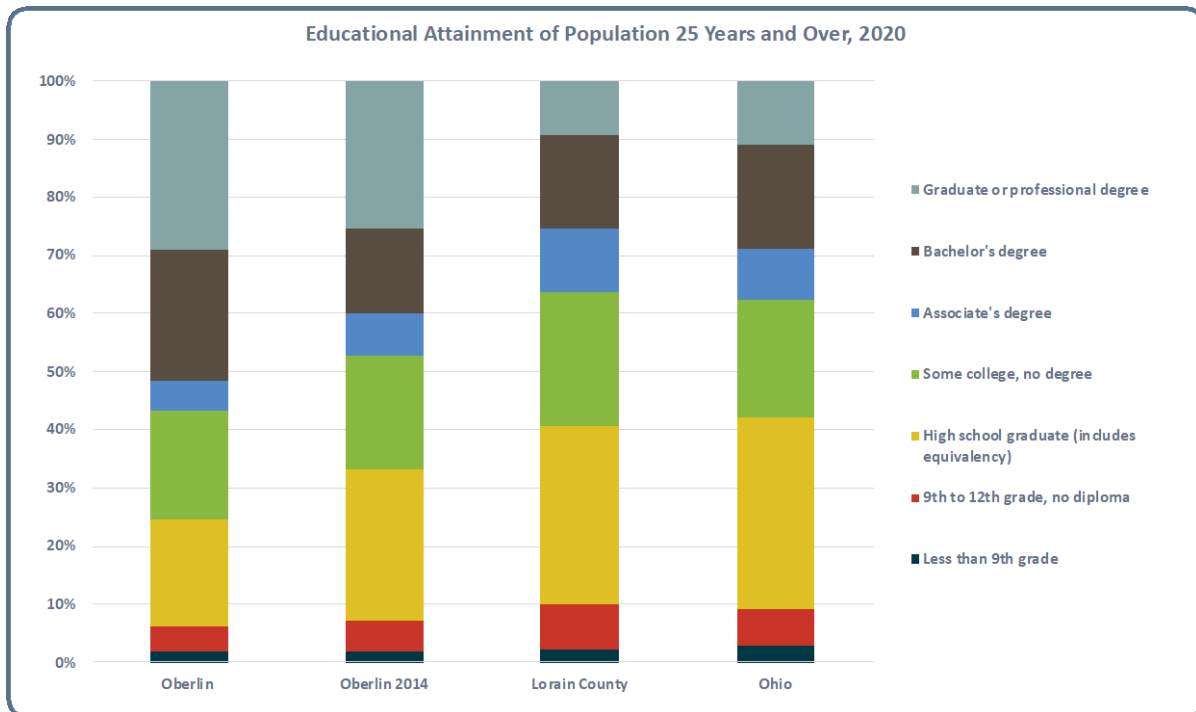
Source: : American Communities Survey 5-year estimates, 2016-2020

POPULATION AND HOUSEHOLD CHANGE: Oberlin's population has slowly grown since 1990. Households have dipped slightly: possible reasons include increased dorm occupancy, increasing cost of living, loss of some housing. College population will be addressed in projections.



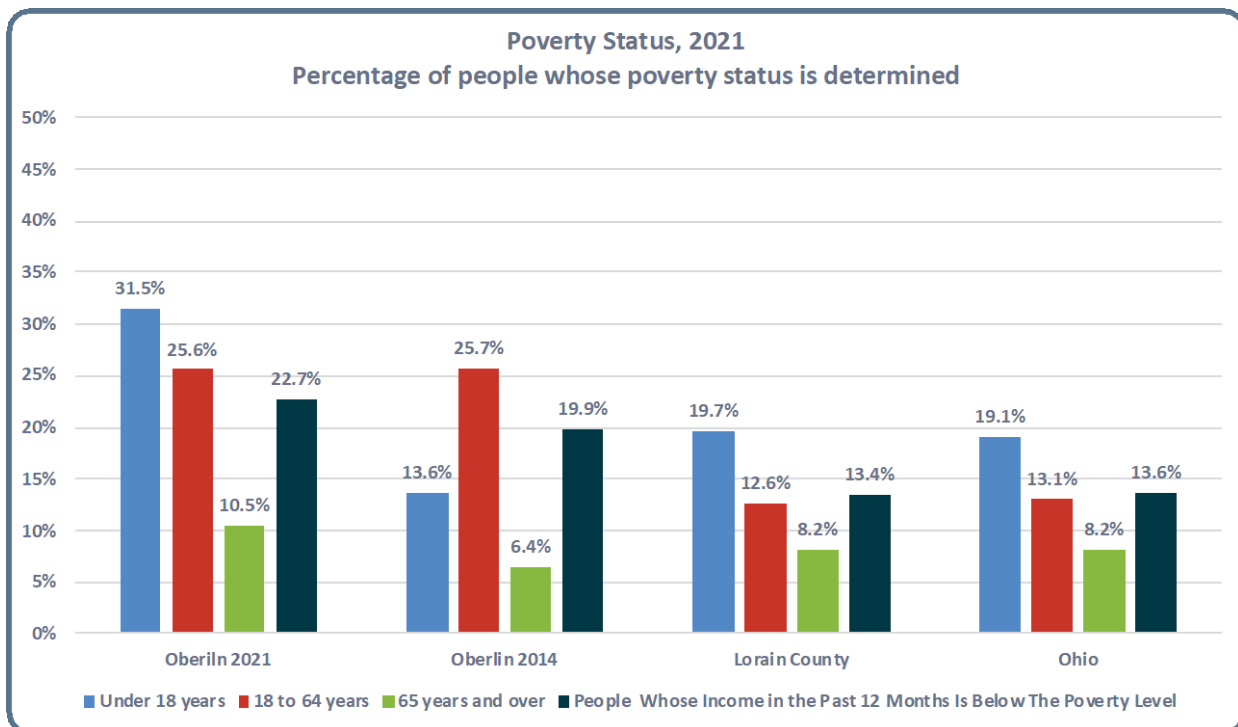
Source: : US Census, Decennial Census

EDUCATIONAL ATTAINMENT: Oberlin remains highly educated population compared with the County and State, and even compared with 2014.



Source: : American Communities Survey 5-year estimates, 2016-2020

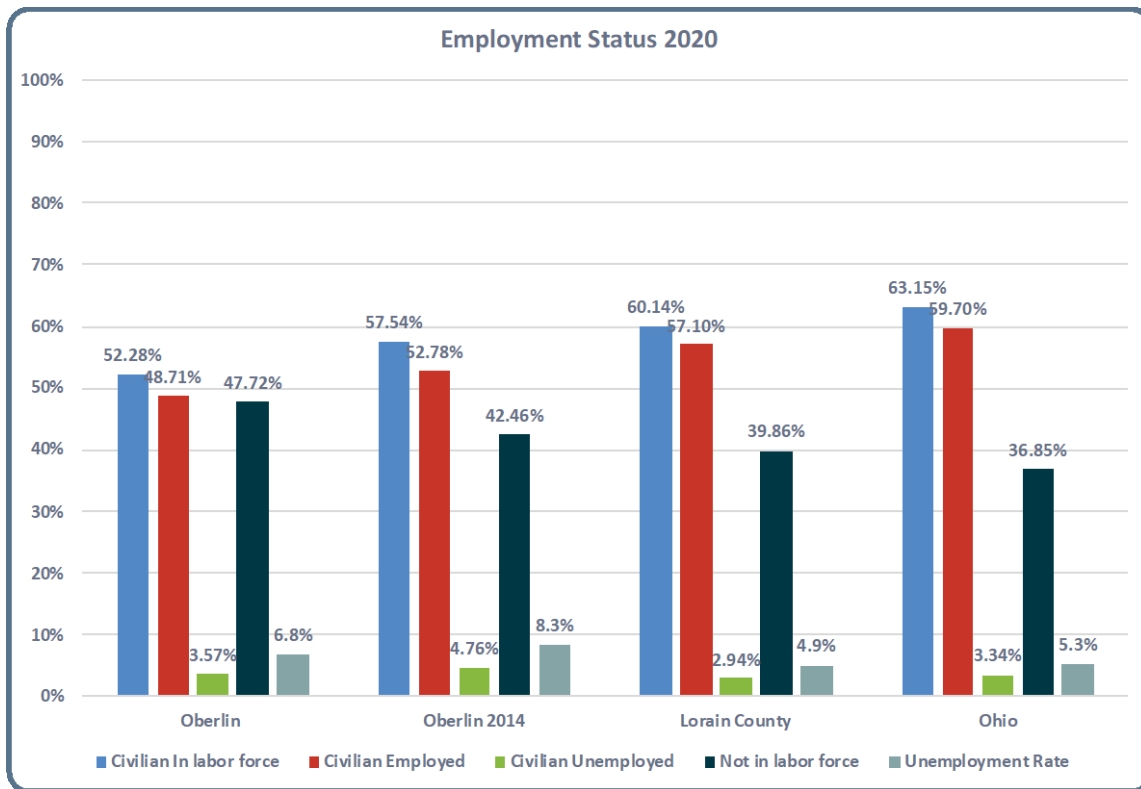
POVERTY STATUS: Oberlin has seen an increase in the total population of people whose income is below poverty level. 2021 shows more improvement over 2020, indicating pandemic-driven change. Oberlin's poverty levels are higher than those of the County or State. Students are a large portion of the population and are usually below poverty income; 50% of unrelated individuals in households in the city are below poverty level.



	Oberlin 2021	Oberlin 2014	Lorain County	Ohio
People for whom poverty status is determined	100.0%			
People whose income in the past 12 months is below the poverty level	22.7%	19.9%	13.4%	13.6%
Under 18 years	31.5%	13.6%	19.7%	19.1%
18 years and over	22.9%	21.3%	11.5%	12.0%
18 to 64 years	25.6%	25.7%	12.6%	13.1%
65 years and over	10.5%	6.4%	8.2%	8.2%
Percent of all Unrelated individuals 15 years and over whose income is below poverty level	50.6%	41.4%	25.3%	24.8%
Percent of all families whose income is below poverty level	7.0%	10.4%	9.8%	9.6%
With related children of the householder under 18 years	17.6%	24.9%	45.6%	39.3%

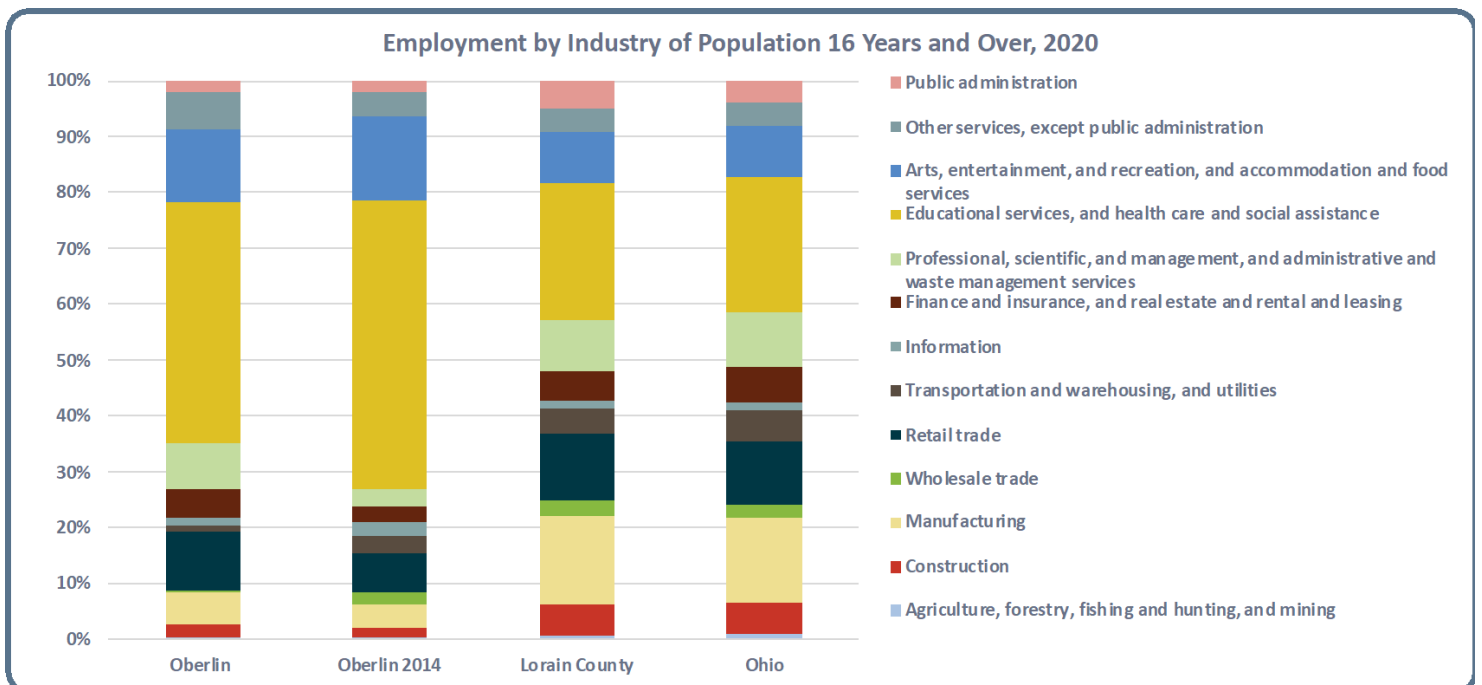
Source: American Community Survey, DP03, 2014 & 2020 5-Year Estimates

EMPLOYMENT STATUS: Oberlin's labor force population is lower than the County and State. The unemployment rate is higher than the County or State. Labor force participation and unemployment have reduced since 2014.



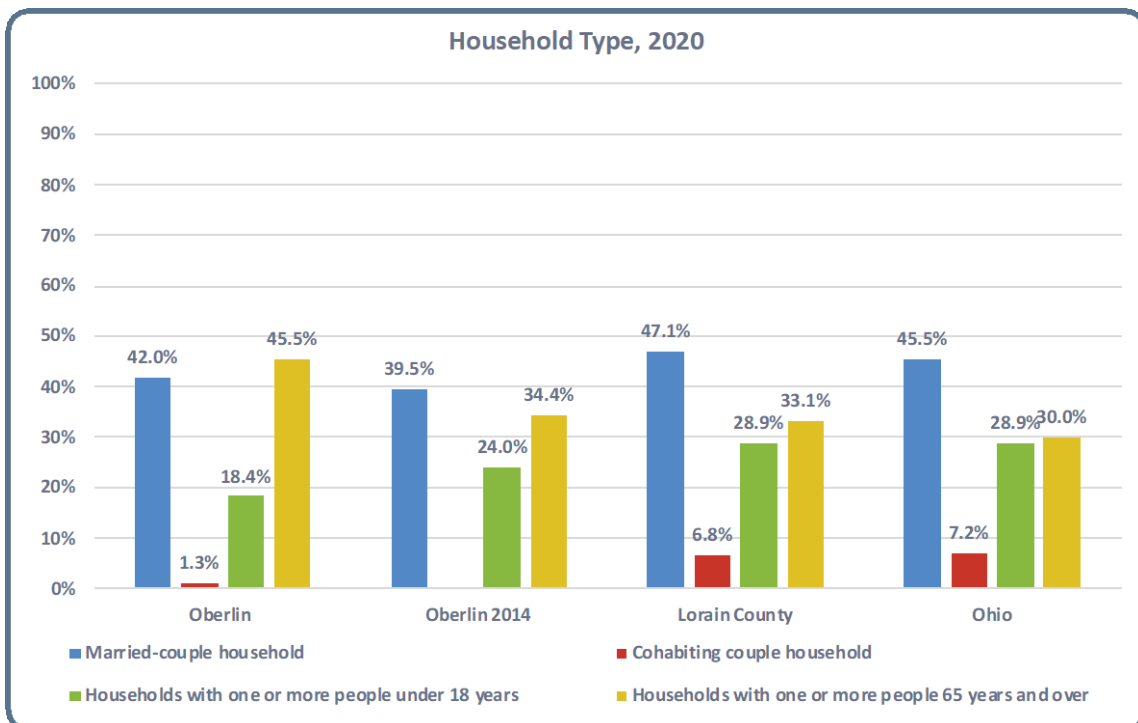
Source: : American Communities Survey 5-year estimates, 2016-2020

RESIDENTIAL EMPLOYMENT BY INDUSTRY: Oberlin residents' employment is more heavily weighted toward education than the County and State, as expected. However Oberlin residents' employment is becoming more diverse since 2014.



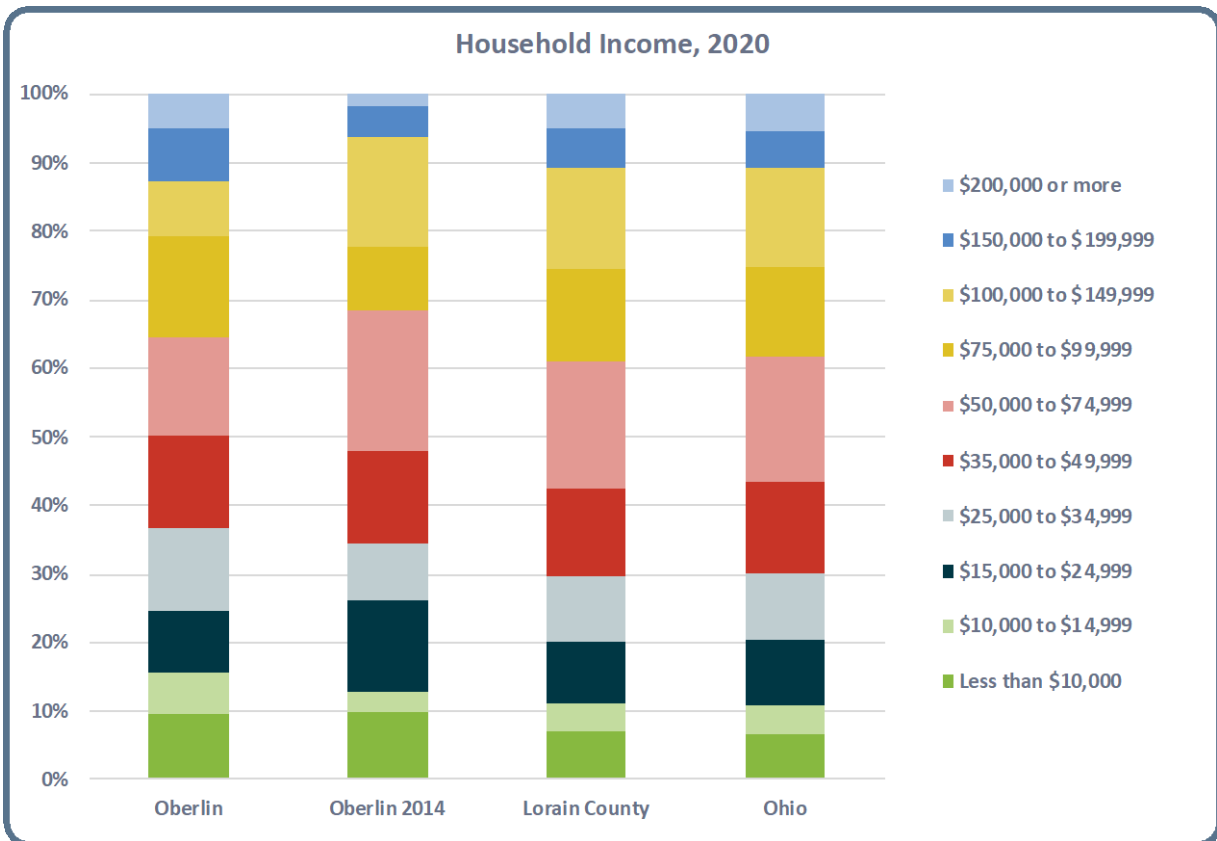
Source: : American Communities Survey 5-year estimates, 2016-2020

HOUSEHOLD TYPES: Oberlin's households are older overall than those of the County or State.



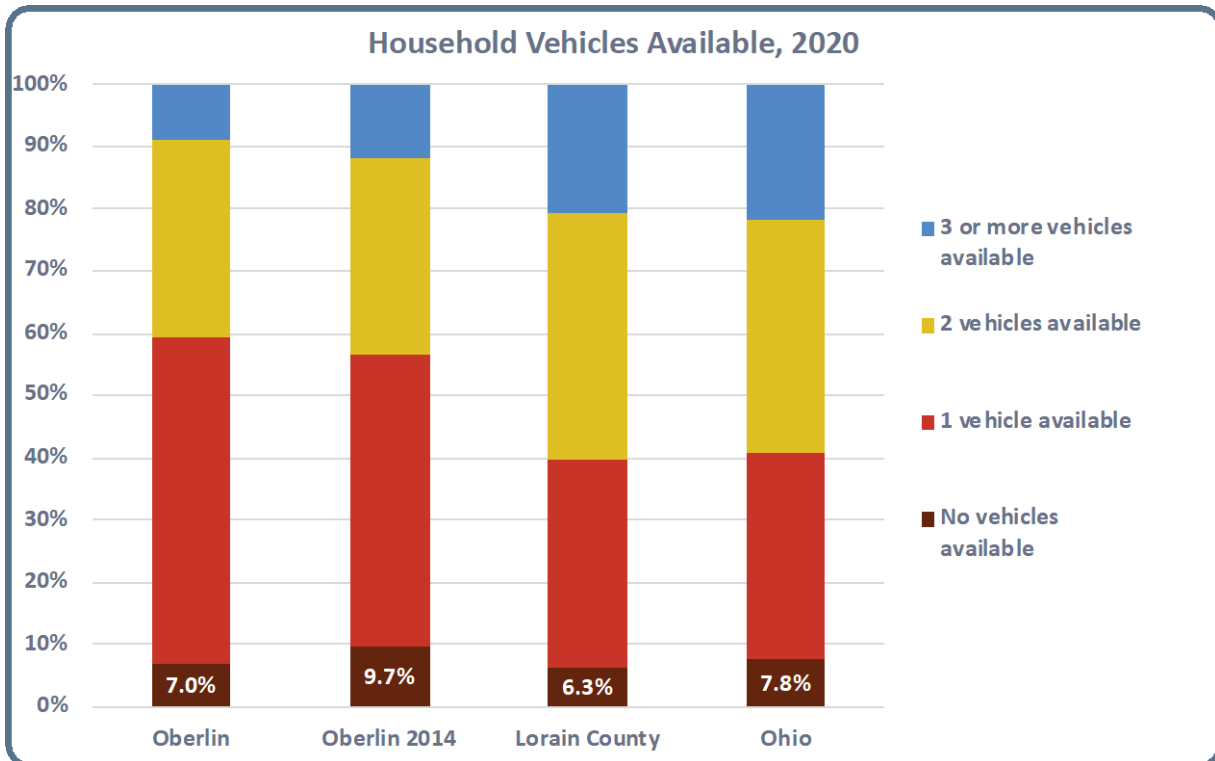
Source: American Communities Survey 5-year estimates, 2016-2020

HOUSEHOLD INCOME: Oberlin's households are generally in line with County and State. Higher and lower income households have increased proportionally since 2014. There are fewer middle-income households (\$35,000 to \$75,000) proportionally than the County and State.



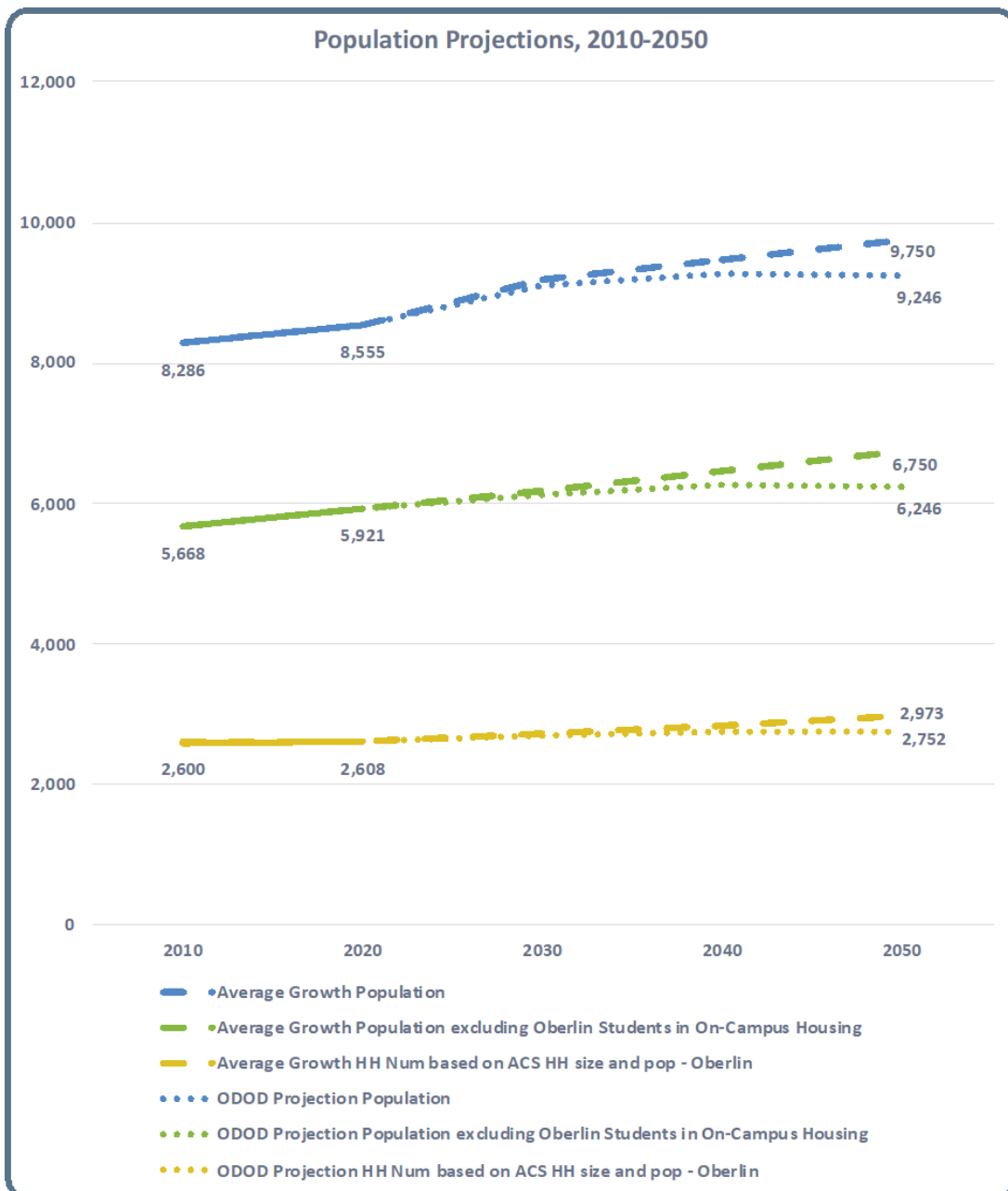
Source: : American Communities Survey 5-year estimates, 2016-2020

HOUSEHOLD VEHICLES AVAILABLE: More households have vehicles available since 2014. Slightly fewer households have 3 or more vehicles. At 7%, Oberlin and Lorain County are close to the state average in households without vehicles. These numbers are very typical of rural/suburban communities. Of note, urban neighborhoods tend to run 17% to 30% of households without vehicles.



Source: : American Communities Survey 5-year estimates, 2016-2020

POPULATION PROJECTIONS: Based on past trends, Oberlin's population excluding students could reach 6,750 in 2050 (from 5,921 in 2020). Based on ODOD projections, that number is slightly lower at 6,246. Households are proportionally rising to 2,973 and 2,752 respectively (from 2,608 in 2020). Total population including students could reach 9,246-9,750. Student population is projected by the College to change from 2,600 now to 3,000 within the coming decade.



Source: : US Census, Ohio Department of Development, KM Date, Oberlin College

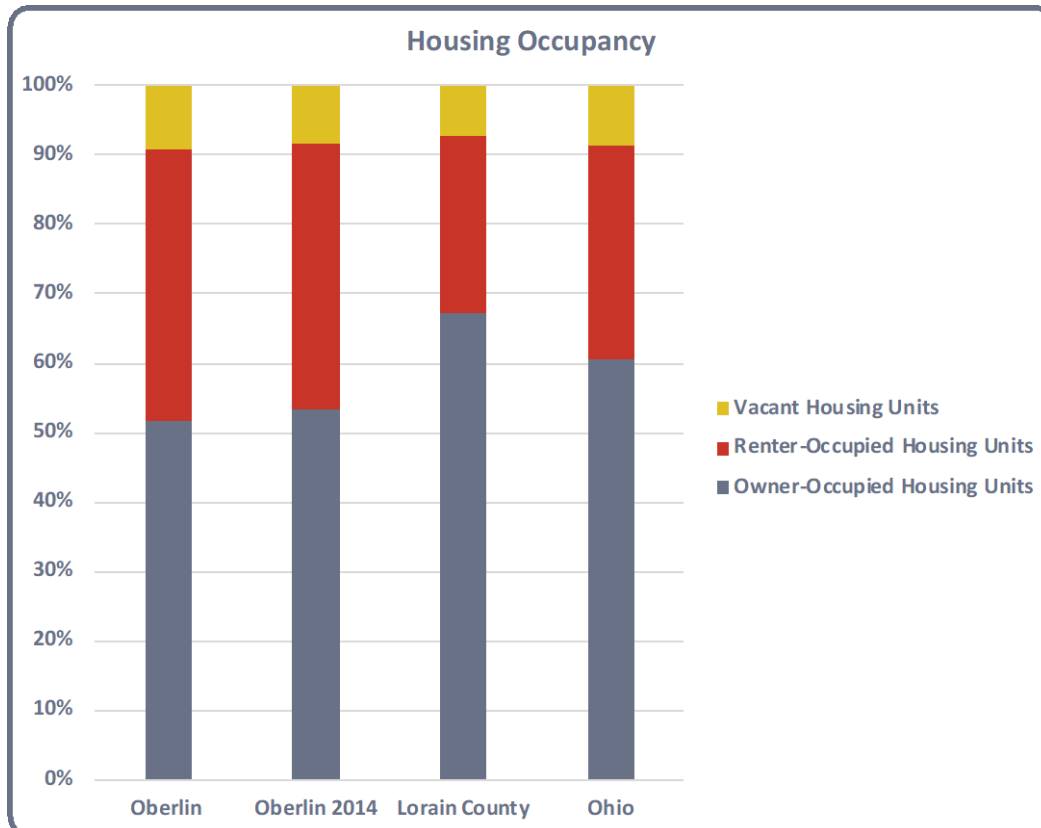
HOUSING

The following pages provide information on the housing analysis completed.

It should be noted that there are several different sources of vacancy data in this report. The American Communities Survey (ACS) estimates all vacancies, including multi-family, single-family, and other types, including seasonal vacancies and units

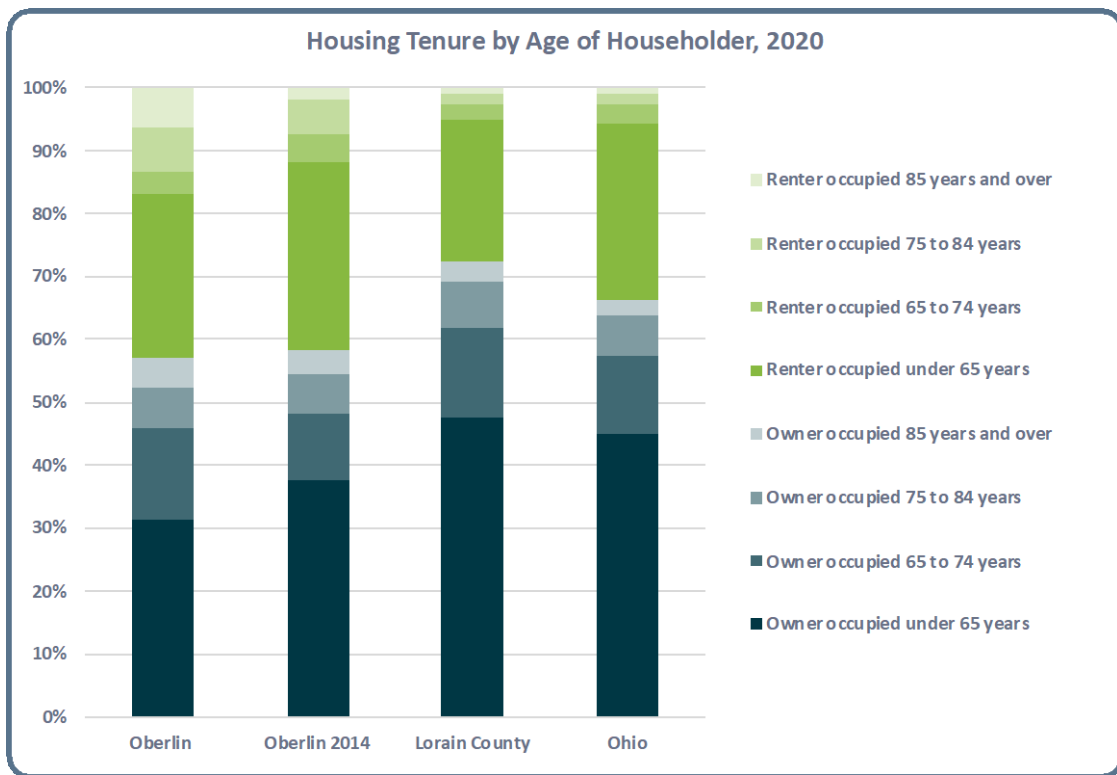
unoccupied because they are for sale or for rent. The City of Oberlin periodically does a vacancy assessment based on the visual appearance of single-family homes. Finally, commercial real estate data provides an estimate of multi-family vacancy using only the apartment complexes in their database.

HOUSING OCCUPANCY: The vacancy rate for all housing units has gone up since 2014, from 8.3% to 10.0%. The owner occupancy rate has increased slightly since 2014, from 56.9% to 57.1%. Typical of college towns, the owner/renter ratio is closer to 50/50 (57/43), compared to Lorain and the state. Vacancy of all housing units, estimated by US Census at 288 units in 2020, compares to 2022 City count of vacant single family housing units at 39. The City’s estimate roughly lines up with ACS estimate of vacant homeowner properties at .3%, and does not take into account multi-family properties.



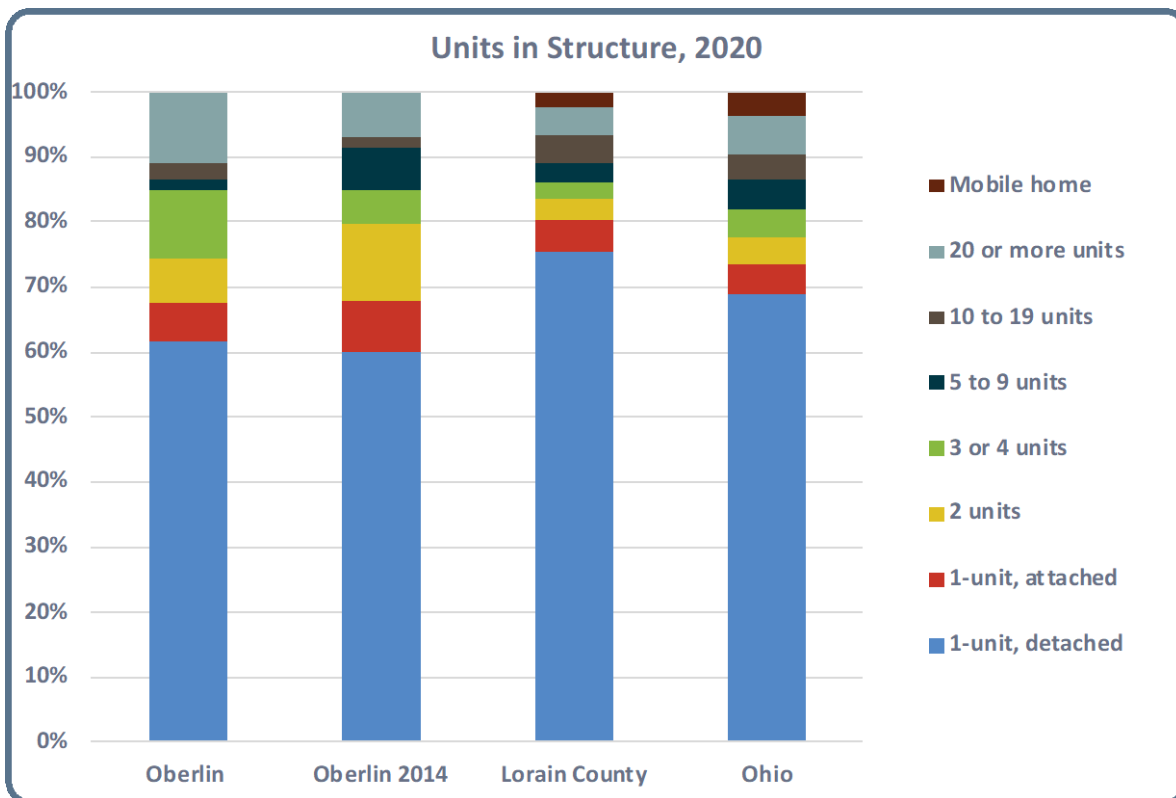
Source: : American Communities Survey 5-year estimates, 2016-2020

HOUSING TENURE BY AGE: The householder population is aging in Oberlin. 45% of owner households in Oberlin are over age 65 (up from 35% in 2014), and 40% of renter households are age 65 and over (up from 28%). Oberlin's householders are on average older than the County and the State. Only 34% of owners and 19% of renters in Lorain County are age 65 and over, and the State is similar, at 32% and 17% respectively.



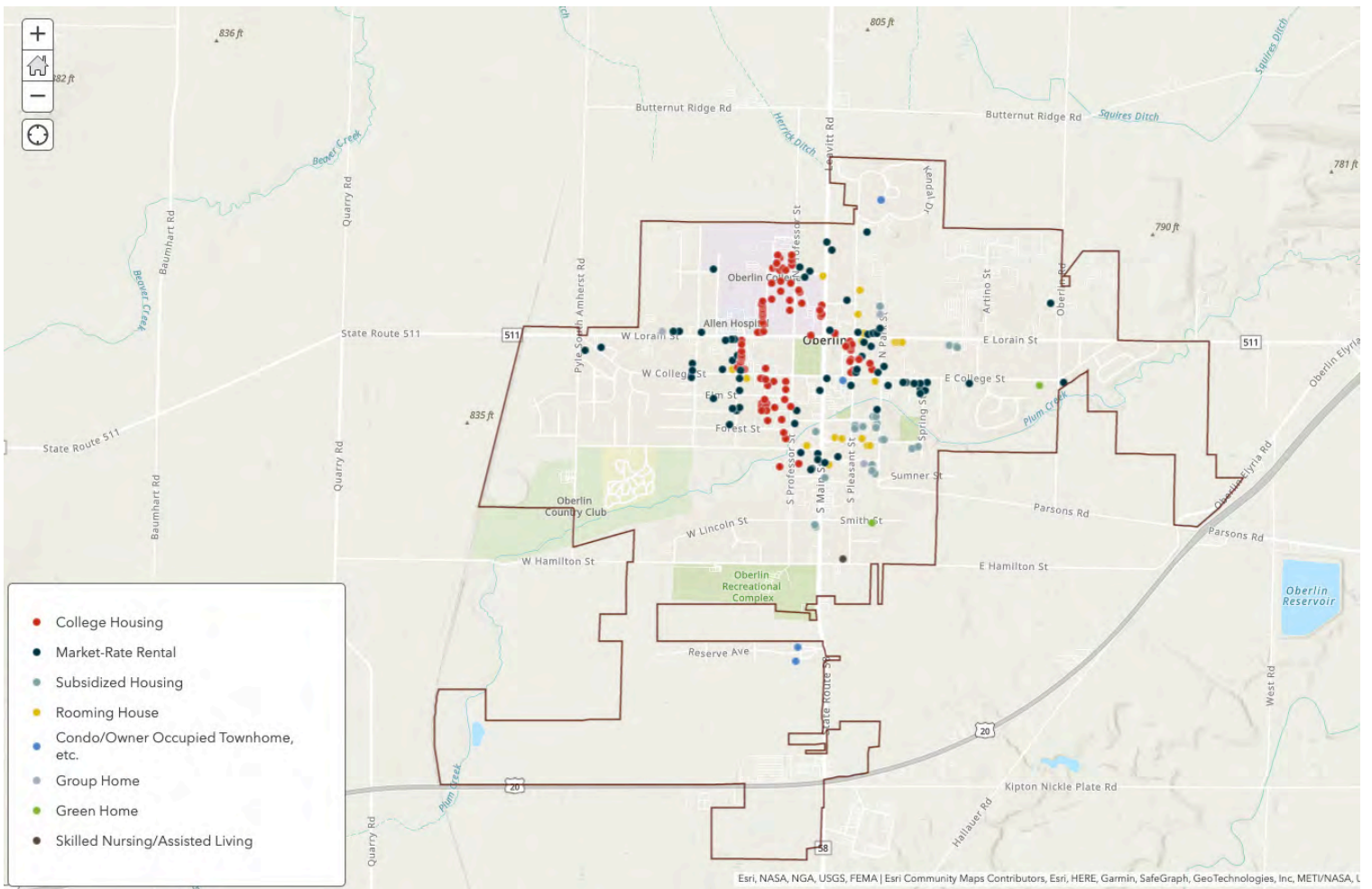
Source: : American Communities Survey 5-year estimates, 2016-2020

UNITS IN STRUCTURE: Housing proportions have shifted in the data since 2014, which may not reflect reality. We understand that there have been no new housing developments beyond single family homes since 2014. The data change likely signifies changes in how the US Census program estimates and applies margin of error. Oberlin generally has more multi-family units, by proportion, than the county or the state, and a smaller proportion of single family units (62%, vs 75% for Lorain County and 69% for the State).



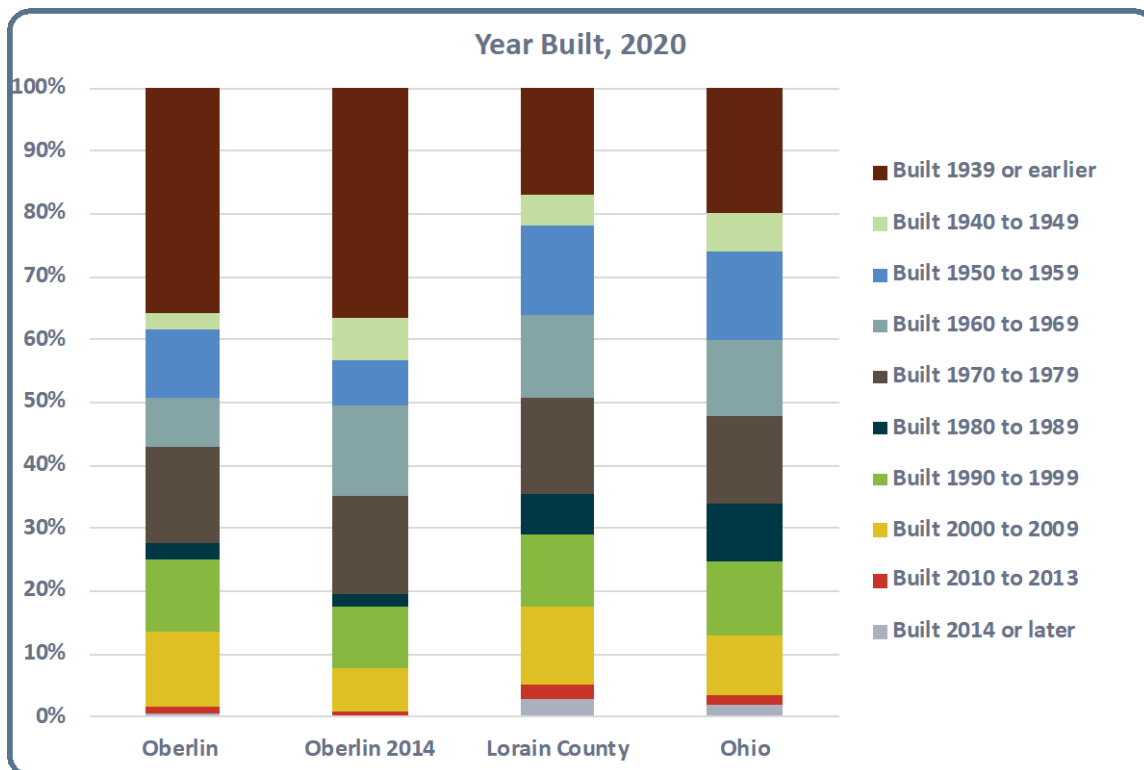
Source: : American Communities Survey 5-year estimates, 2016-2020

MULTI-FAMILY AND RENTAL INVENTORY MAP



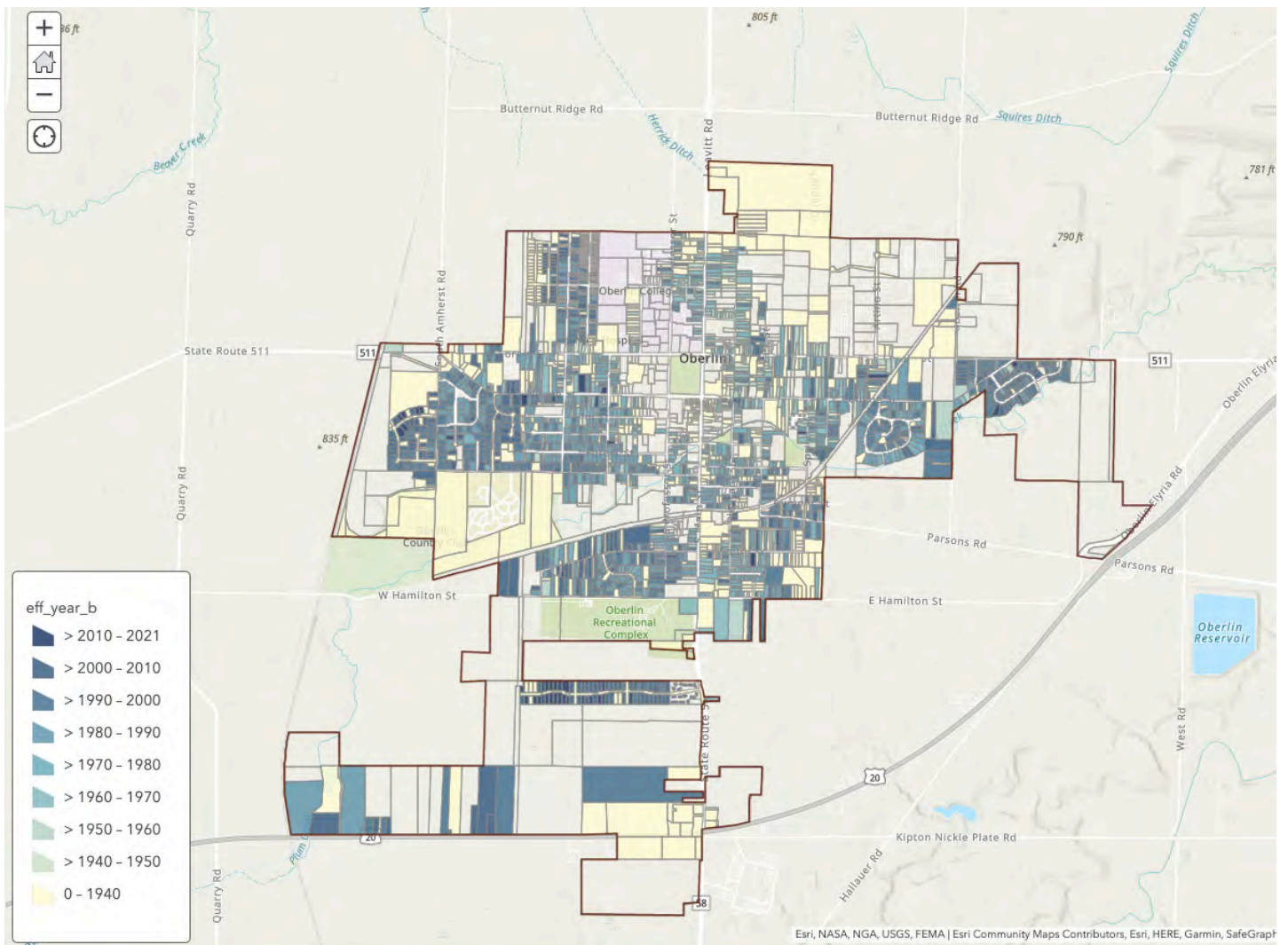
Source: : Lorain County Auditor, KM Date, web research, City of Oberlin

AGE OF HOUSING STOCK: Oberlin's housing stock is generally older than the County and the State, with 36% built before 1940, compared to 17% in the County and 20% in the State. Oberlin's housing by year built again shows shifts from 2014 to 2020 that are likely attributable to estimating methods, since little new housing has been built in Oberlin since then. The map shows an expected pattern of older property toward the center of the City, growing newer as the City expanded



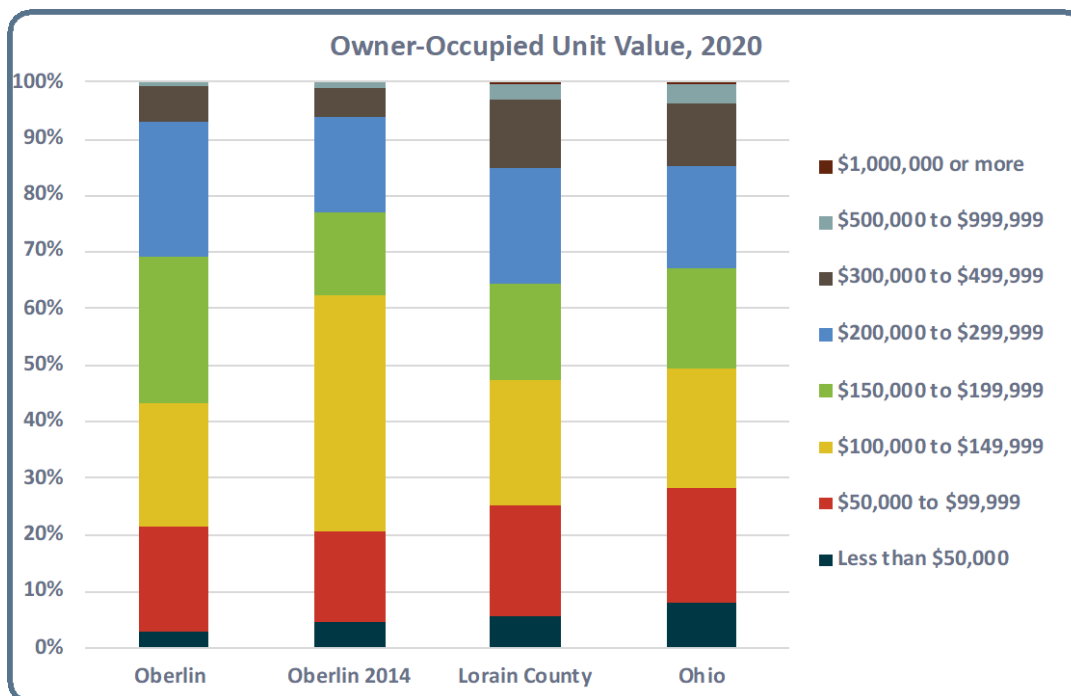
Source: : American Communities Survey 5-year estimates, 2016-2020

RESIDENTIAL PROPERTY, YEAR BUILT MAP



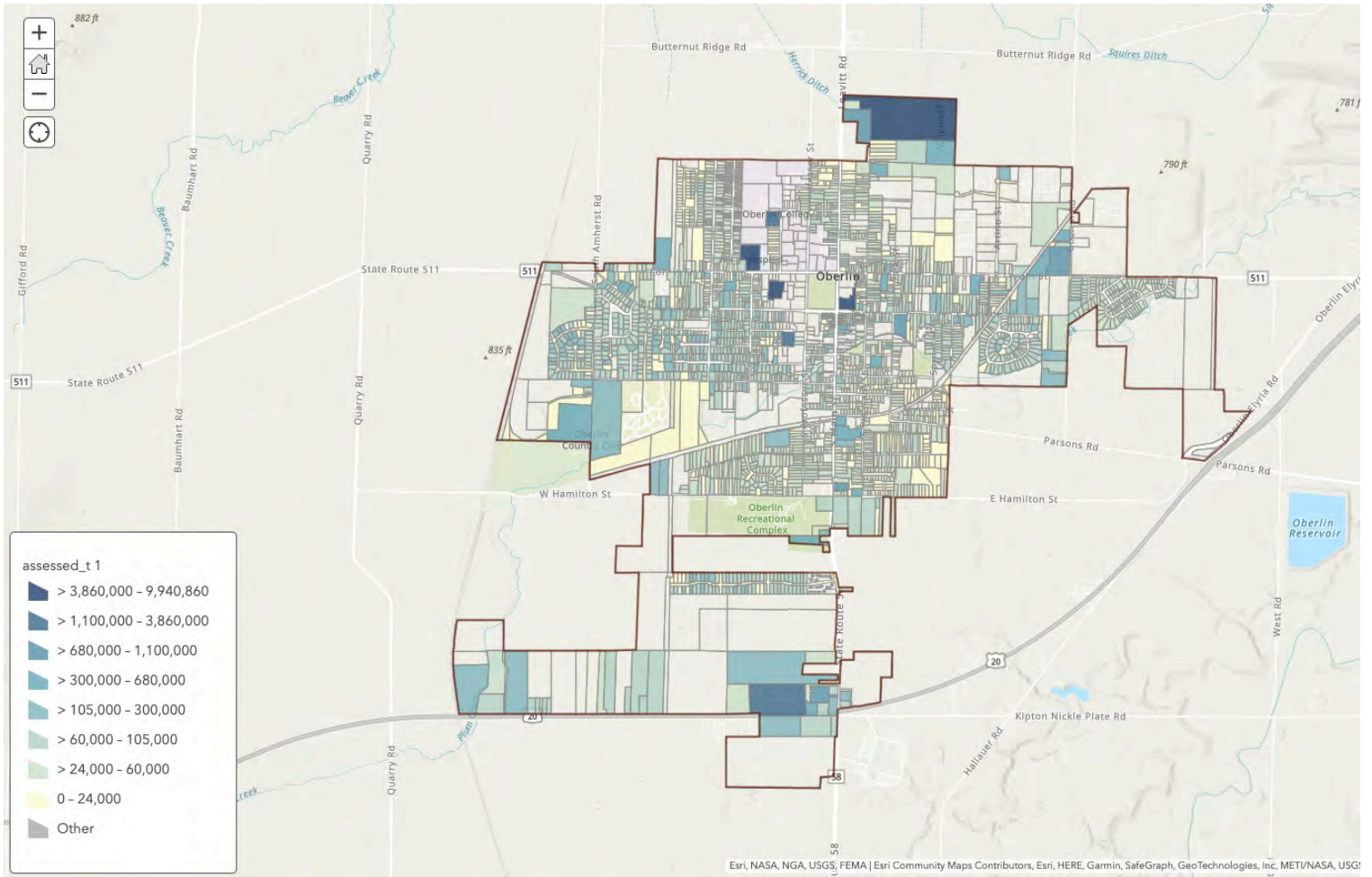
Source: : Lorain County Auditor, KM Date

OWNER-OCCUPIED HOUSING VALUE: Oberlin's owner-occupied housing overall is more expensive than the County or the State. Oberlin has a lower proportion of homes valued below \$100,000 (21%, vs 25% in Lorain County and 28% in the State). Oberlin's homes have appreciated since 2014, with a much larger proportion of homes valued at \$150,000 to \$300,000 (change from 31% of housing in 2014 to 50% in 2020). This compares to 37% for Lorain County and 36% for the State in 2020. The map shows a varied pattern of value around the City, with vacant properties the lowest value, and newer and largest properties the highest.



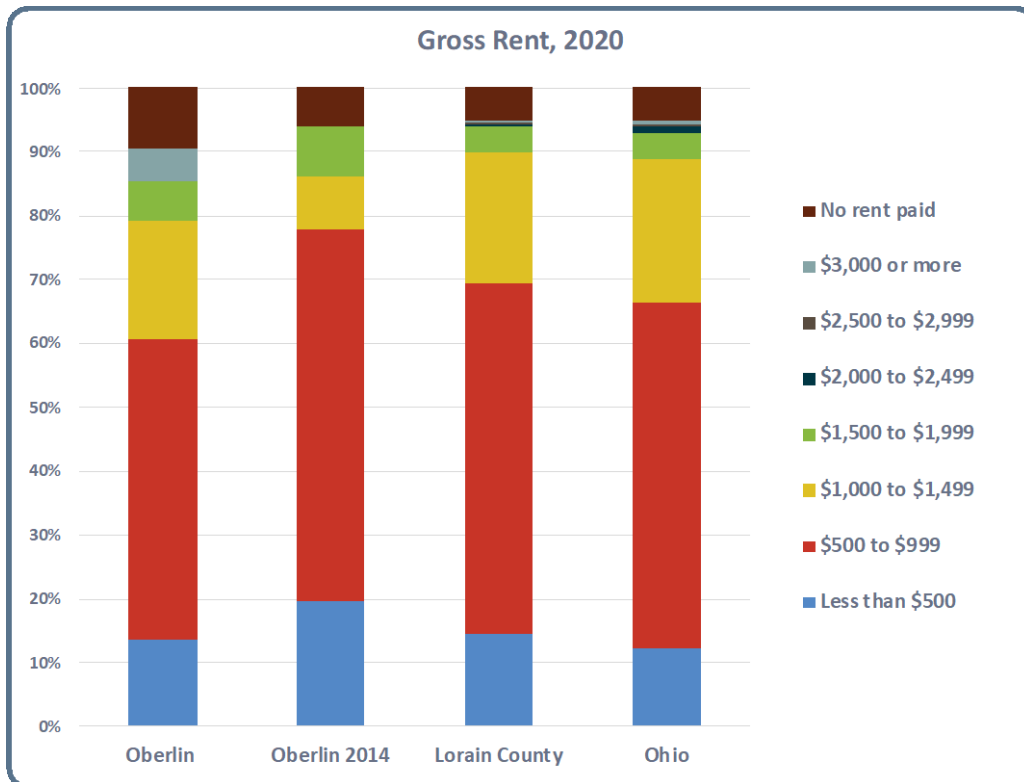
Source: : American Communities Survey 5-year estimates, 2016-2020

ASSESSED VALUE OF PROPERTY MAP



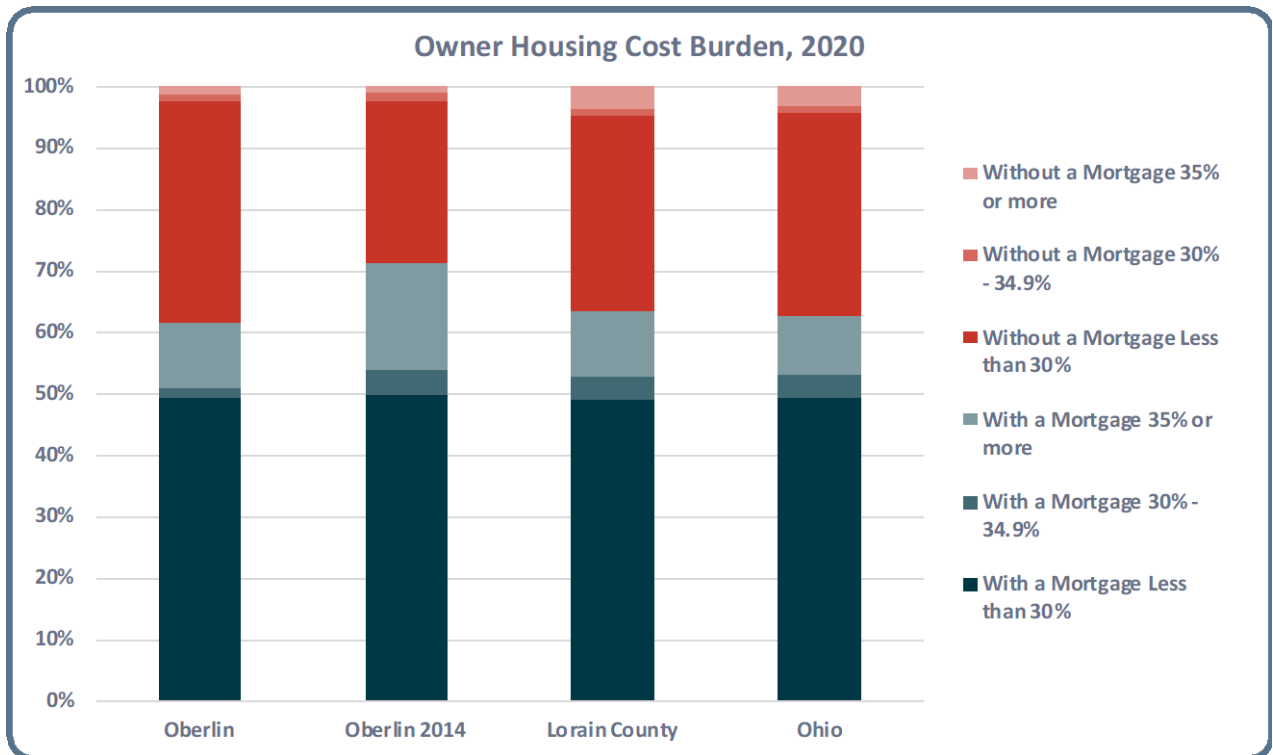
Source: : Lorain County Auditor, KM Date

GROSS RENT: Gross rent includes utilities but excludes other housing costs. Only 60% of Oberlin's rental units are below \$1,000 per month in 2020, compared to 70% in the County, and 66% in the State. Oberlin appears to have a larger proportion of units over \$3,000 per month, which may reflect Kendal at Oberlin which incorporates services into rent estimates. Shifts since 2014 may be once again likely attributable to a combination of inflation and data estimation methodology changes (data is not corrected for inflation).



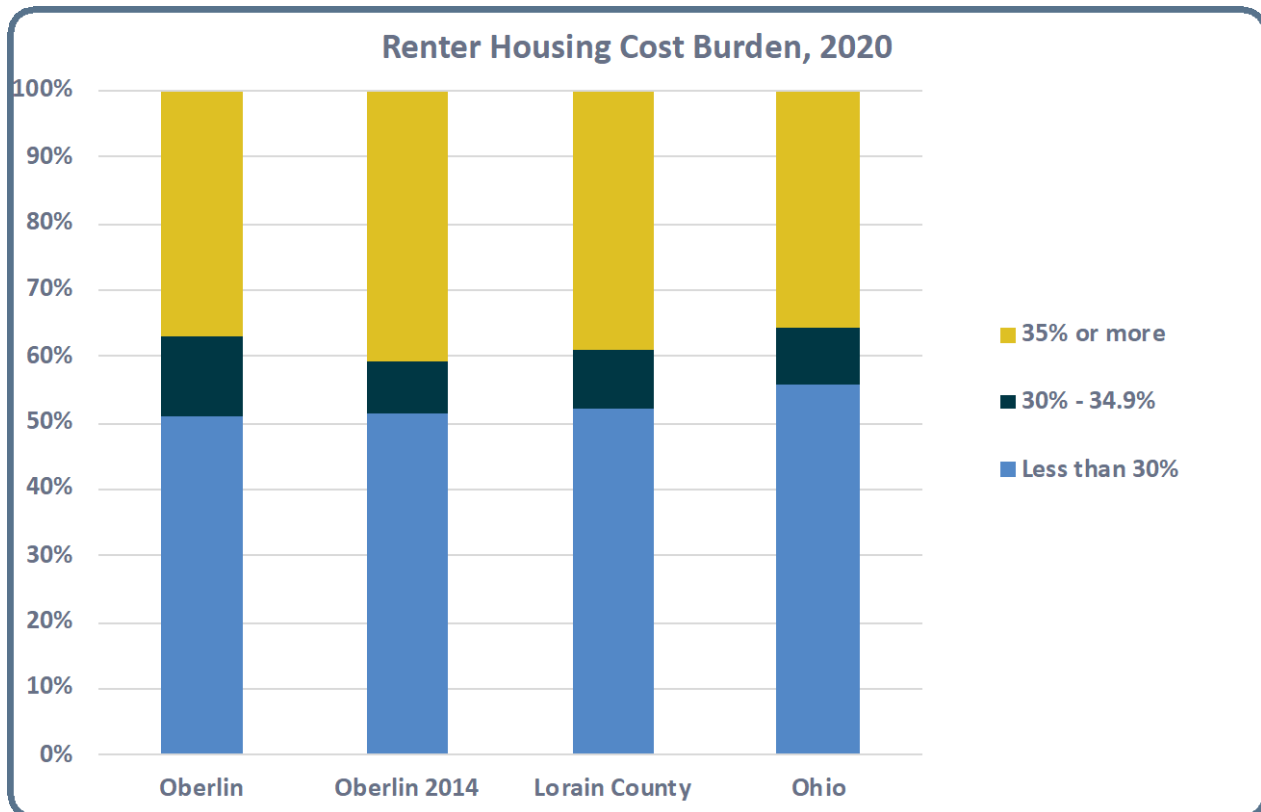
Source: : American Communities Survey 5-year estimates, 2016-2020

HOUSING COST BURDEN - OWNERS: The proportion of Oberlin's Owner households that are housing cost burdened appear to be comparable to the County and State (20% of those with a mortgage, compared to 23% and 21% for the County and State respectively). According to the data, this proportion has gone down from 30% since 2014. This may be due to an estimation method change.



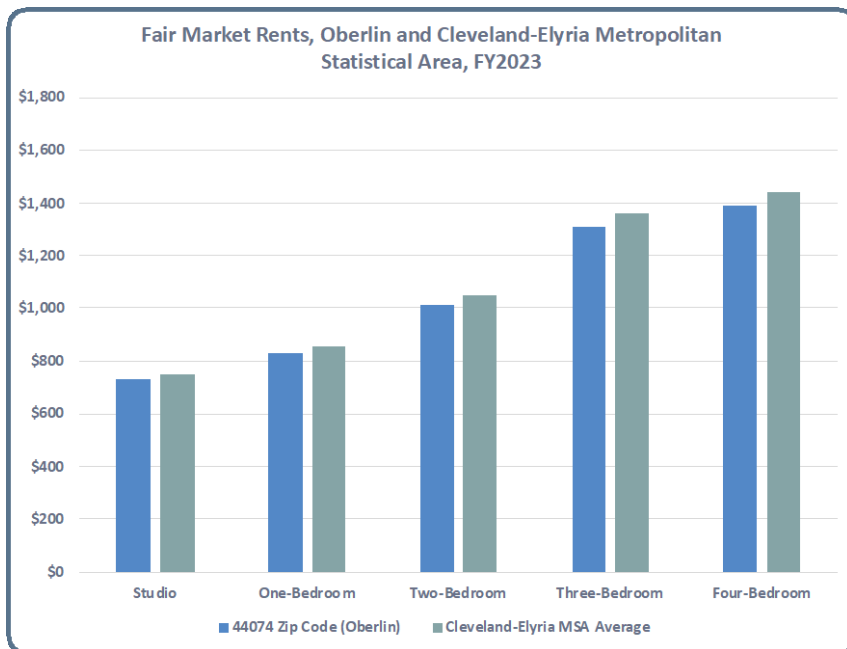
Source: : American Communities Survey 5-year estimates, 2016-2020

HOUSING COST BURDEN - RENTERS: 49% of Oberlin's renter households are housing cost burdened, at more than 30% of income, compared to 48% in the County and 44% in the State. This proportion has risen slightly since 2014 (48.5% rising to 49.1%).



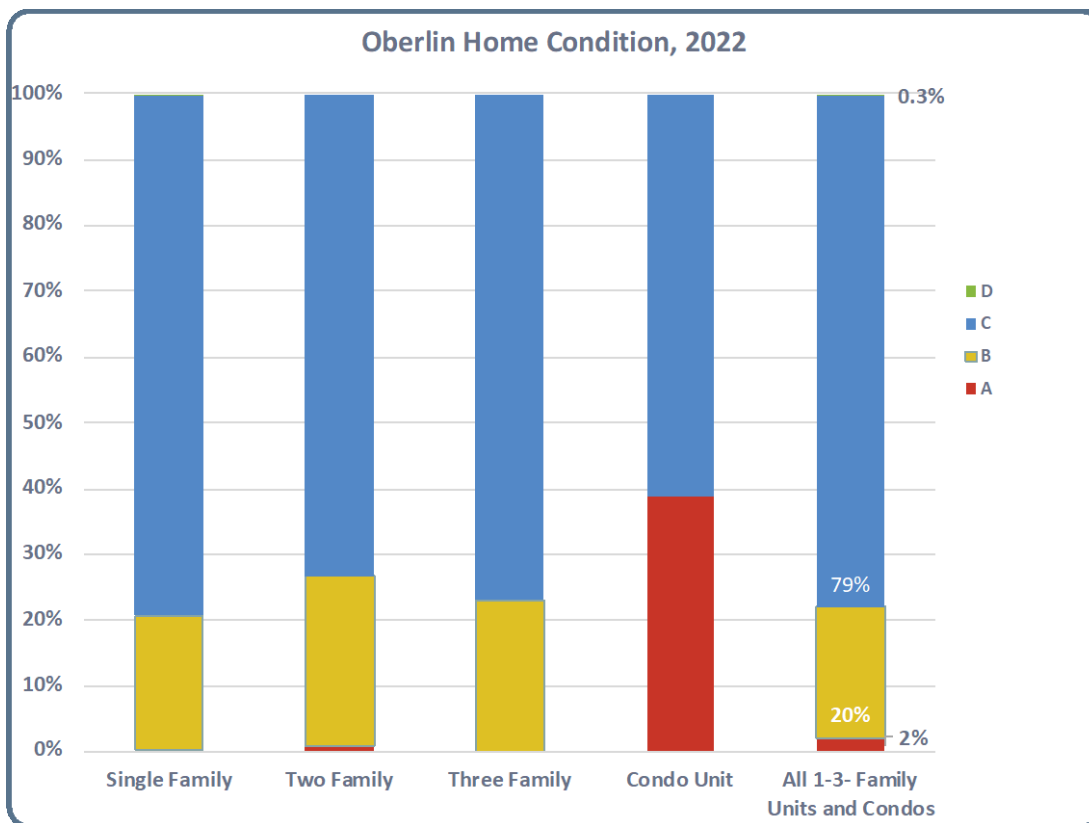
Source: : American Communities Survey 5-year estimates, 2016-2020

FAIR MARKET RENTS: Fair Market Rents are slightly lower in the Oberlin zip code than they are in the MSA. The Fair Market Rent for a 2-bedroom unit tops \$1,000 in both Oberlin and the MSA.



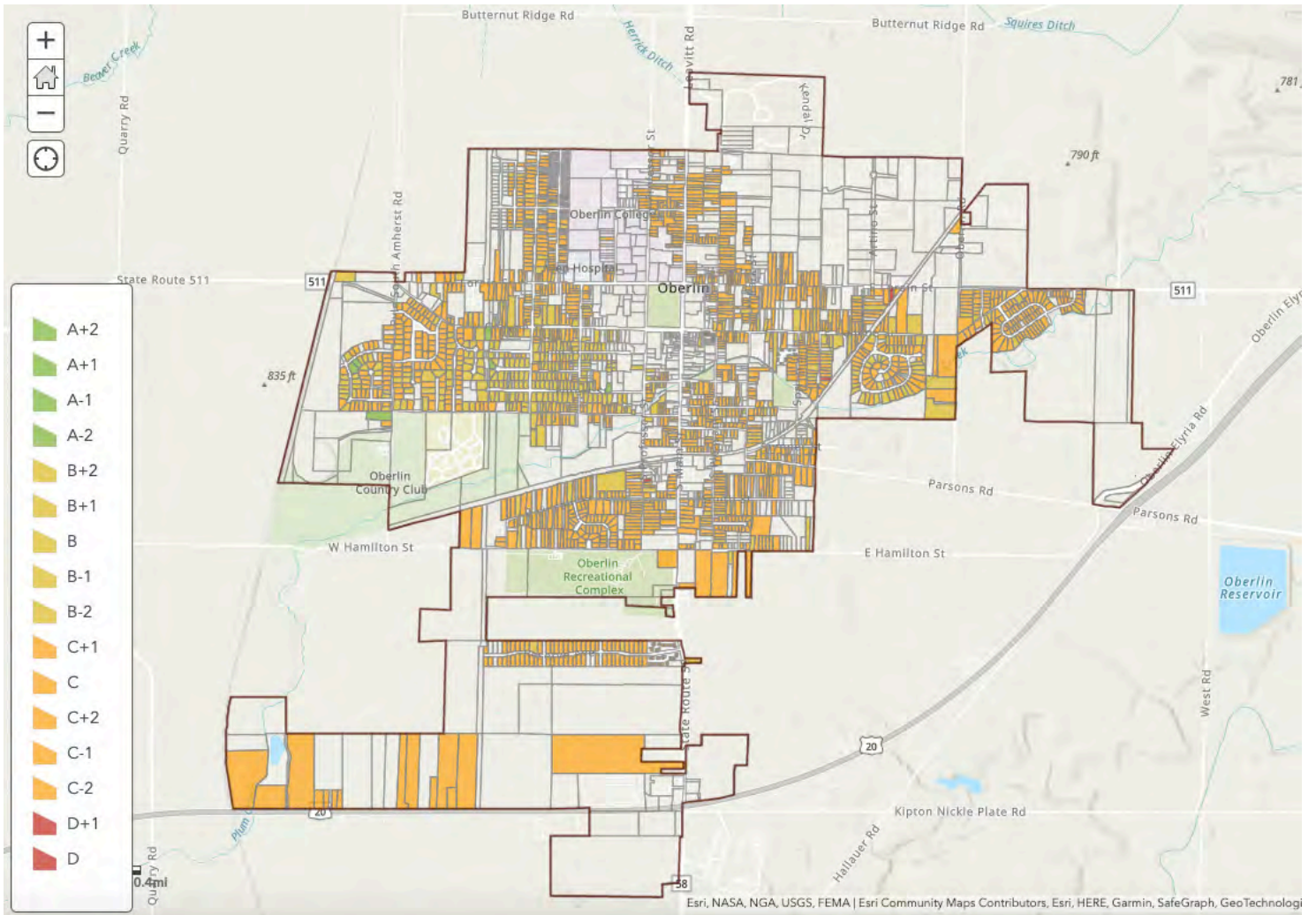
Source: : US Dept of Housing and Urban Development (HUD)

HOUSING CONDITION: Using the County’s data allows the City to track property condition over time. This data only covers 1-3 family units and condos – multi-family are not rated in the data. For all units, less than one percent are “Grade D” or poor condition. Housing rated “Grade C” or average, is at risk for deterioration over time as it ages, if not renovated. Note that “Grade C” is average for the neighborhood– a relative baseline for judging the other ratings. The map mirrors the chart, with most properties rated “B” or “C”. Most “A” and “B” properties are located in the blocks close to downtown, west of Main Street.



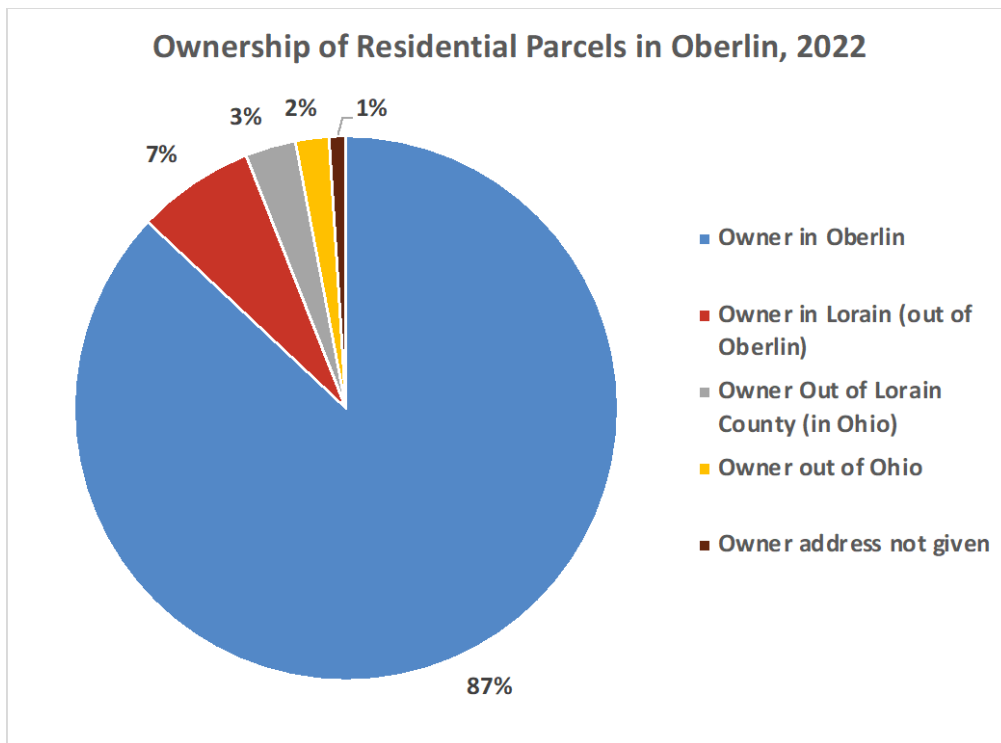
Source: : Lorain County Auditor

HOUSING CONDITION MAP

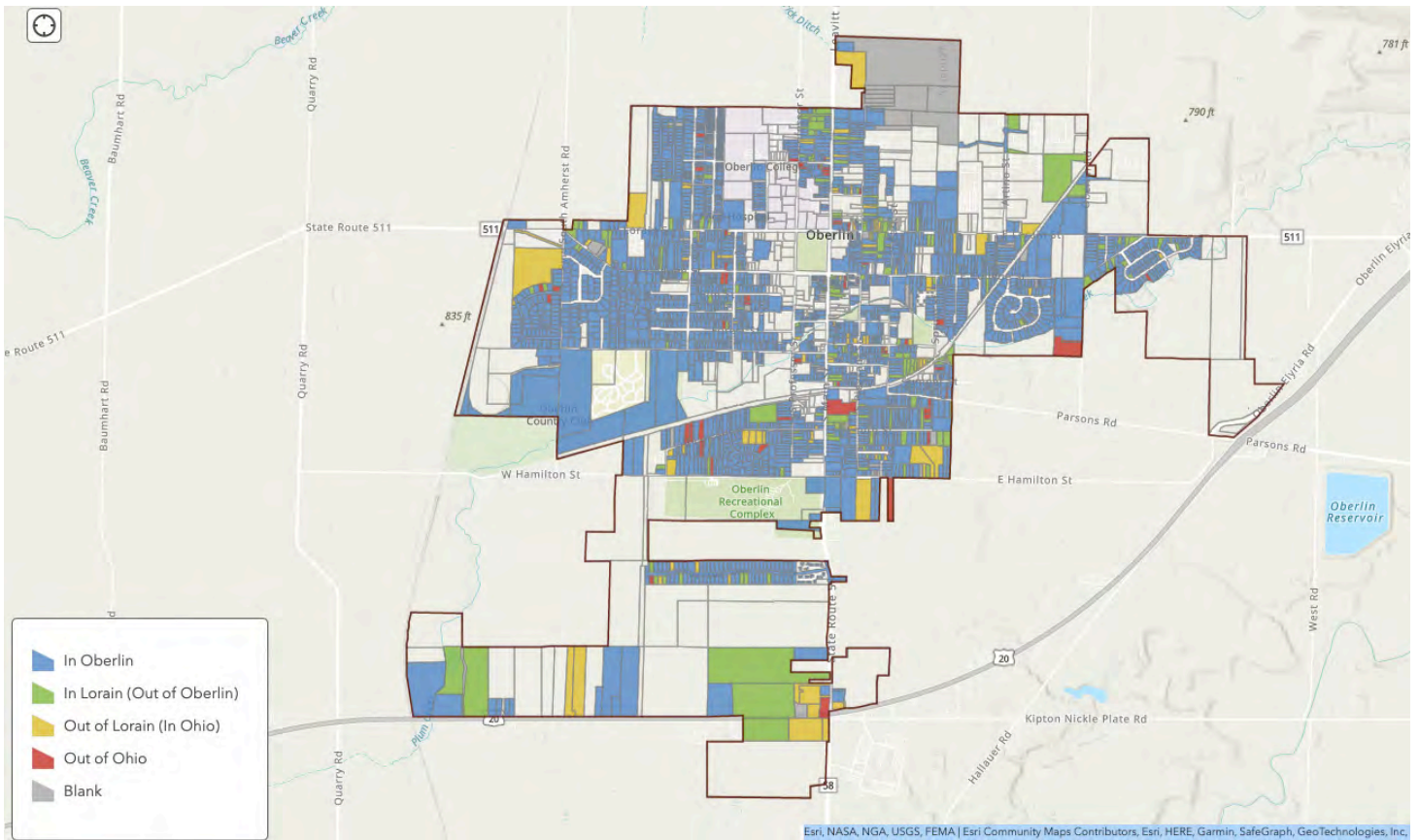


Source: : Lorain County Auditor

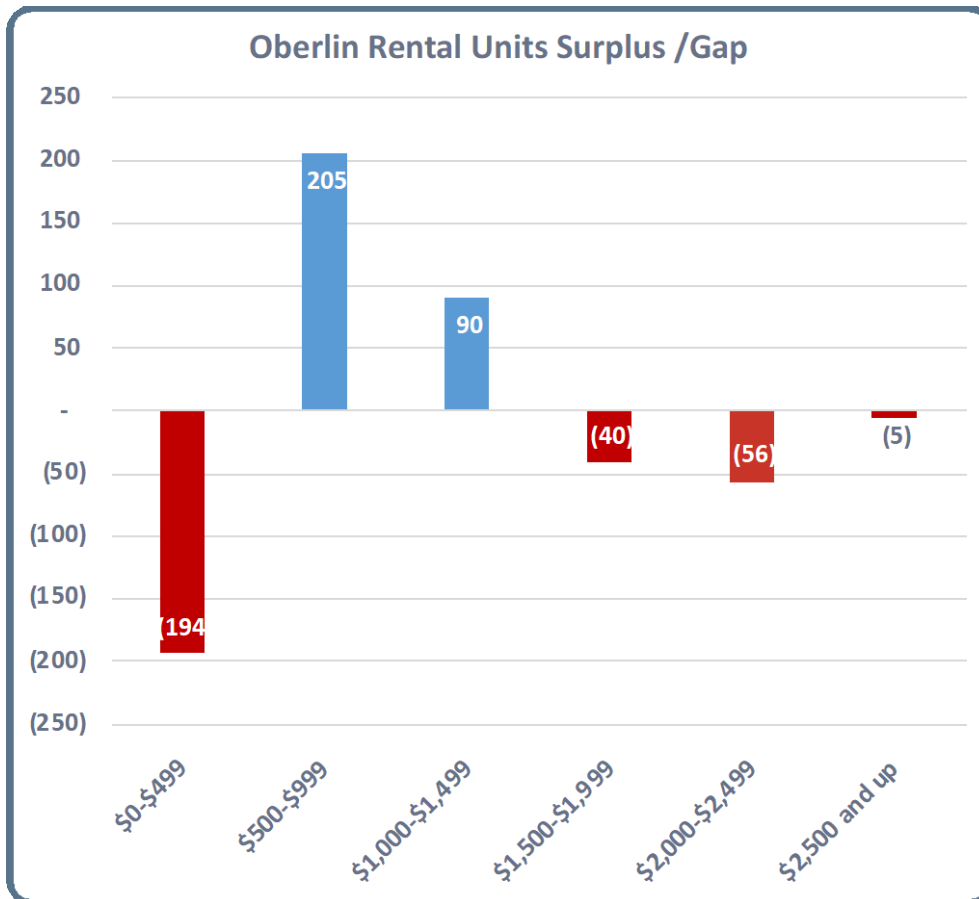
RESIDENTIAL PROPERTY OWNERSHIP: The majority of property is owned by entities located in Oberlin. The map shows that there is scattered out-of-county and out-of-state ownership, more in neighborhoods southwest of Main and College. The data available limits determining whether in-town ownership is owner-occupied or rental. However, out-of-county and out-of-state are the highest concern. Regulatory and code enforcement measures can be taken at the City level to limit the effect of absent landlords.



RESIDENTIAL PROPERTY OWNERSHIP

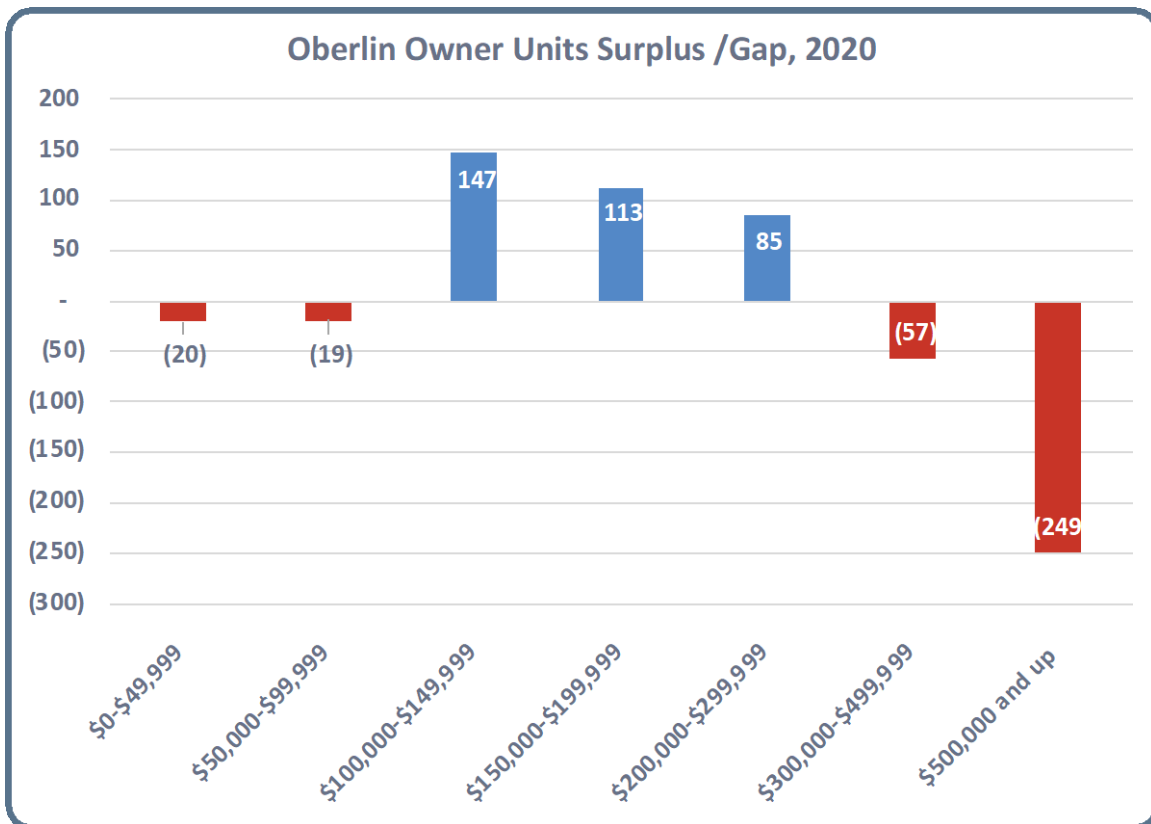


RENTAL HOUSING NICHE ANALYSIS: Analysis is based on 30% of household income affordability level. Gap in units less than \$499 per month is made up for in units \$500-\$999, where renters are paying more than 30% for housing.



Source: : American Communities Survey 5-year estimates, 2016-2020, KM Date model

OWNER HOUSING NICHE ANALYSIS: Owner-occupied units seem to be better matched than renter-occupied to current resident household incomes. It is common for households which can afford higher-end housing to choose to spend less than what they can afford on housing, and instead spend discretionary funds on other uses. This analysis does not address the needs of renters who would like to own, or those who moved or live outside of town.



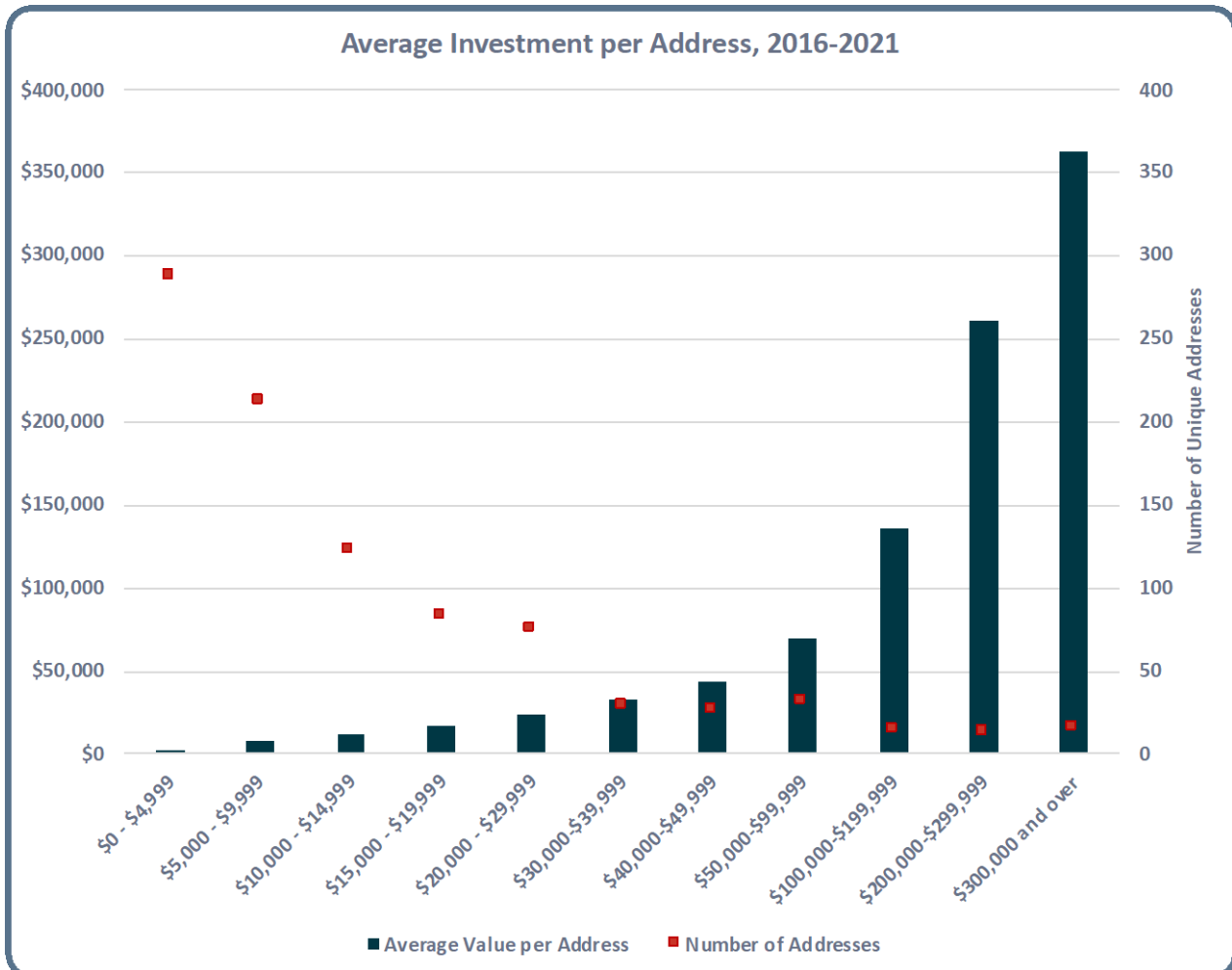
Source: : American Communities Survey 5-year estimates, 2016-2020, KM Date model

NEW HOUSING NEEDS PROJECTIONS: Estimates are based on household projections and per-year average demolition history 2016-2021. About 130 new units will be needed per decade, or 13 per year, through 2050. Note that type of unit is not specified here. Note that likely demolition rate is half of existing rate (2016-2021), assuming that demolition backlog will be complete; current rate for 2022-2023 is 2 to 3 per year.

	2020	2030	2040	2050	Total
Household Projections (average scenario)	2,608	2,725	2,846	2,973	
+5% for vacancy		136	142	149	
Total Housing Units needed		2,861	2,989	3,122	
Less Housing units existing	2,799	2,799	2,919	3,047	
Surplus/Gap	-191	-62	-70	-75	-207
Less likely demolitions (1)		-30	-30	-30	-90
Total new housing needed		92	100	105	297

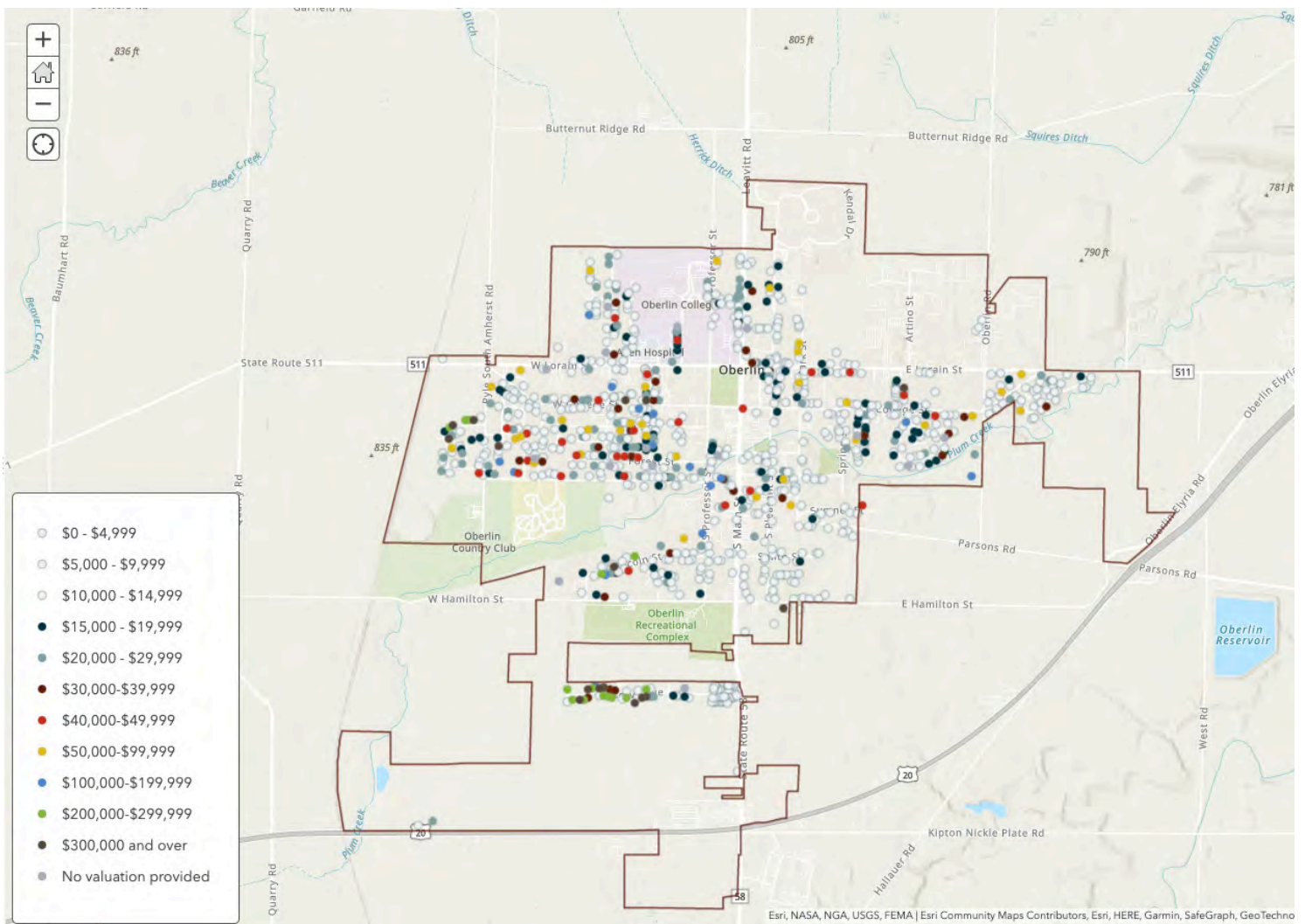
Source: : City of Oberlin, KM Date Planning

HOUSING REHAB INVESTMENT: Harvard Joint Center for Housing Studies measures “rehab” as investment over \$15,000. There were 294 unique addresses which invested over \$15K from 2015-2021, or about 49 per year for six years. If this pace is extended, Oberlin property owners are rehabbing about 490 units per decade. Note this does not address multi-family units. The map shows a pattern of improvements throughout the City; however there are fewer high-value improvements (those with dark colors) in some pockets, in particular east of Main Street, between the trail and East Hamilton.



Source: : City of Oberlin, KM Date Planning

IMPROVEMENT VALUE BY ADDRESS MAP



Source: : City of Oberlin, KM Date Planning

HOUSING REHAB NEEDS PROJECTIONS: Assuming that all housing grades C through F for each decade will need rehab after 50 years. At the current trend of 490 units renovated per decade, based on average rehab greater than \$15,000 per year 2016-2021, rehab is on pace going into the future. Demolition is based on average yearly demolitions in Oberlin, 2016-2021. See notes under New Housing Projections regarding demolition rates.

	2020	2030	2040	2050	Total
Existing Homes with effective age over 50 years, grades C through F(1)	172	330	620	991	991
less likely demolitions		-30	-30	-30	-90
Total Homes needing rehab		300	590	961	961
Rehabs needed per decade		300	290	371	0
Current trend, rehabs per decade (2)	490				

Source: : City of Oberlin, KM Date Planning

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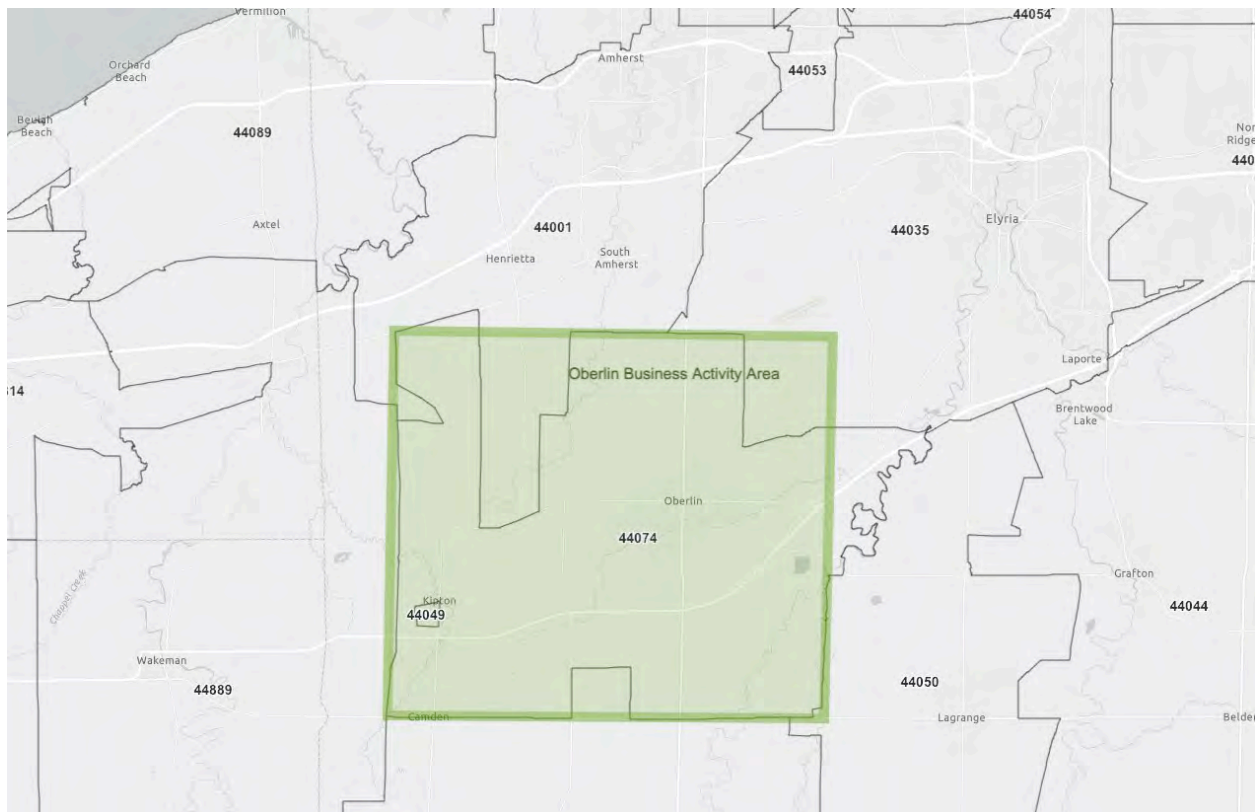
OBERLIN BUSINESS ACTIVITY ANALYSIS

Summary of findings

Introduction

While Oberlin is a much smaller subset of the larger Lorain County economy, small towns can have micro-clusters and business employment patterns which can be useful to understand. Building on existing patterns, and strengthening them, can have a positive effect on the local economy, and help to diversify and stabilize it for better community resiliency in the long run. In this section, we summarize the number and types of businesses that are operating in the Oberlin area, and compare this pattern to the larger county and region in order to understand Oberlin's strengths. We also conduct a microcluster analysis which can offer ideas for companies with interconnections that can be supported, and additional companies which might help to grow potential microclusters in the area. An understanding of microcluster industries can also help local businesses to understand how they might connect to the larger clusters in Lorain County and the Northeast Ohio region.

For the purposes of this analysis, the "Oberlin Business Area" was identified as roughly the geographic area of the 44074 zip code, with normalized boundaries. Many businesses within the zip code area are closer to Oberlin than they are to other population centers, and are likely to be interacting within that zip code area. See the map.



Oberlin Area Business Overview

A list of employers and an estimate of their employment was developed utilizing Data Axle data, verified by web search, with input from the City planning department based on their knowledge of the largest employers. This analysis is not intended to be specifically accurate down to the worker, but can give us a general sense of employment and business trends in the Oberlin area.

Approximately 7,047 workers are employed in the Oberlin study area which are dominated by educational services (23.8%), public administration (13.4%), and health care (12%). Agriculture falls onto fourth place (11.7%). These strengths are reflected in the top 20 employers in the area.

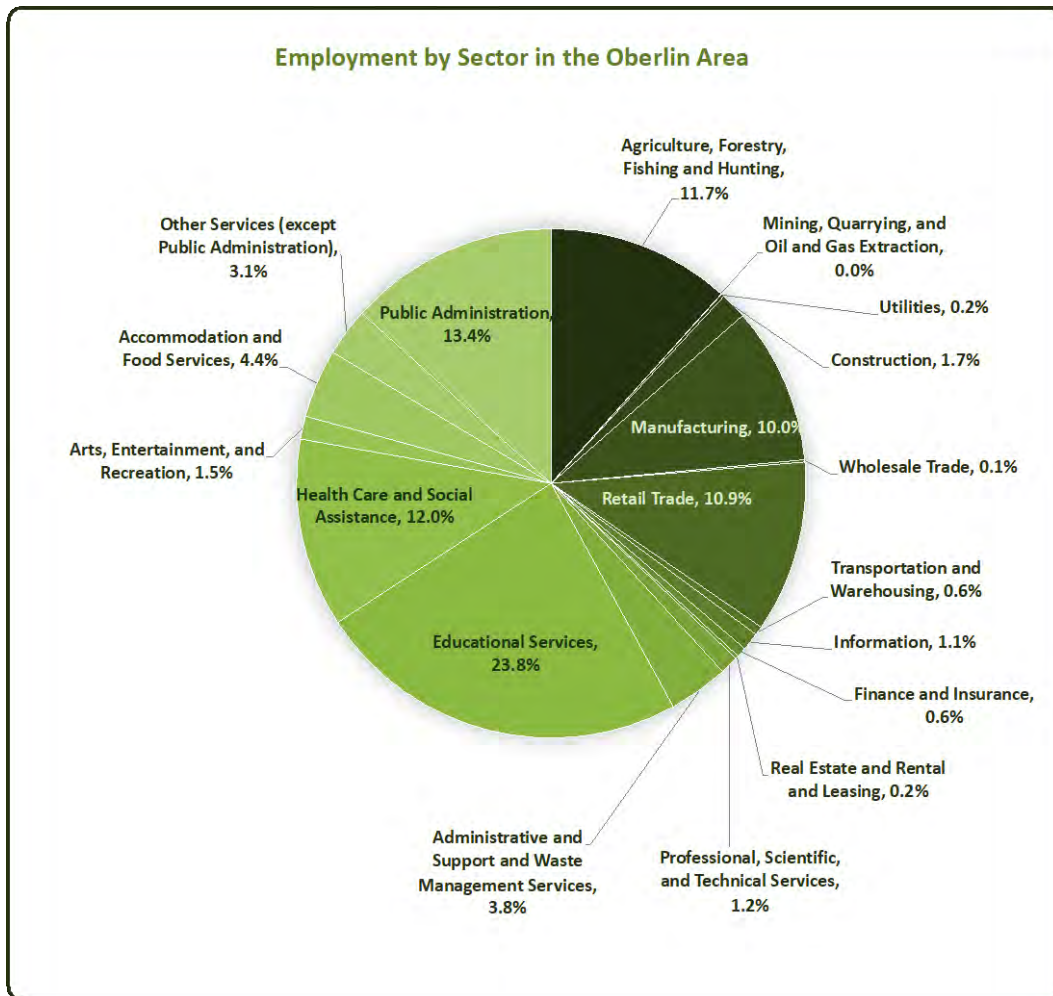


Table 1: Summary of Business in the Oberlin Area

Oberlin Business Activity Study			
Sector	Description	Estimated Employment in Area	% Employment
61	Educational Services	1,675	23.8%
92	Public Administration	941	13.4%
62	Health Care and Social Assistance	845	12.0%
11	Agriculture, Forestry, Fishing and Hunting	821	11.7%
44-45	Retail Trade	766	10.9%
31-33	Manufacturing	703	10.0%
72	Accommodation and Food Services	307	4.4%
56	Administrative and Support and Waste Management and Remediation Services	267	3.8%
81	Other Services (except Public Administration)	215	3.1%
23	Construction	119	1.7%
71	Arts, Entertainment, and Recreation	103	1.5%
54	Professional, Scientific, and Technical Services	83	1.2%
51	Information	80	1.1%
52	Finance and Insurance	44	0.6%
48-49	Transportation and Warehousing	39	0.6%
53	Real Estate and Rental and Leasing	14	0.2%
22	Utilities	13	0.2%
42	Wholesale Trade	10	0.1%
21	Mining, Quarrying, and Oil and Gas Extraction	2	0.0%
Total		7,047	

Looking at the top 20 employers in our Oberlin study area, Oberlin College is in first place employing 15.6% of the total jobs. Second is the FAA Cleveland Air Route Traffic Control with 11.4%, and third is Green Circle Growers with 11.4% of the total share. These top three employers fall in the categories of educational services, public administration, and agriculture, respectively.

Table 2: Oberlin Business Area’s Top 20 Employers

Company Name	% Employment Top 20
Oberlin College	15.6%
FAA Cleveland Air Route Traffic Control Center (ARTCC ZOB)	11.4%
Green Circle Growers Inc	11.4%
Walmart Supercenter	4.8%
Kendal At Oberlin	3.5%
Mercy Health-Allen Hospital	3.3%
Oberlin School District	3.1%
General Plug & Mfg	2.8%
Hydro Tube Enterprises Inc	2.8%
Firelands School District	2.4%
Lorain County JVS High School	2.3%
Welcome Nursing Home Inc	2.0%
Oberlin City	1.4%
RRD Labels	1.1%
Custom Cleaning Svc	1.0%
Republic Services	0.9%
Mc Donald's	0.9%
Mcconnell Meats & Farm	0.7%
Alco	0.6%
Murray Ridge	0.6%
Total	

Data Source: Data Axle. KM Date

The top 20 employers in the study area capture 72.5% of the jobs. The top 10 employers of the study area capture 61% and the top 3 capture 38.3%.

Location Quotient Analysis: Strengths and Opportunities

A somewhat different picture emerges when comparing the Oberlin area’s industry-level employment to the County and MSA. Using a location quotient approach, several distinct areas of strength emerge. This evaluation indicates that Oberlin has attracted more than its share of businesses in certain industries, especially when compared to Lorain County. It could be expected to continue to do so, especially if supported by economic development efforts.

The Location Quotient (LQ) method compares the proportion of industries in an area to the proportion in a larger area. LQ can be measured based on employment, earnings (wages), or number of establishments. This analysis is based on estimated employment. Ratings of >1.0

show areas of strength; ratings of <1.0 show areas of opportunity. When compared via LQ to Lorain County, Cleveland-Elyria MSA (5 counties), and the state of Ohio, Oberlin area shows distinct areas of strength and opportunity. For further comparison, Lorain County is compared via LQ against the Cleveland-Elyria MSA and the state of Ohio.

The following six tables show evaluation done by 3-digit NAICS industry sector codes, collected in industry groups for ease of review. Areas toned light orange show moderate strength with LQ over 1.0. Areas toned dark orange show greater strength, with at least two comparisons over 2.0, or twice the expected share of that industry in the area.

Table 3: Location Quotient: Extraction/Food Production/Apparel/Wood/Paper

Subsector	Description	Oberlin Area Against Lorain County	Oberlin Area Against Cleveland-Elyria MSA	Oberlin Area against OHIO	Lorain County against Cleveland-Elyria MSA	Lorain County against OHIO
211	Oil and gas extraction	-	-	-	-	-
212	Mining (except oil and gas)	-	0.7	0.4	-	-
213	Support activities for mining	-	-	-	-	-
221	Utilities	0.5	0.6	0.4	1.2	0.8
236	Construction of buildings	0.3	0.3	0.3	1.0	1.0
237	Heavy and civil engineering construction	-	-	-	0.4	0.2
238	Specialty trade contractors	0.5	0.6	0.6	1.3	1.2
311	Food manufacturing	0.4	0.5	0.3	1.3	0.6
312	Beverage and tobacco product manufacturing	-	-	-	0.5	0.3
313	Textile mills	-	-	-	-	-
314	Textile product mills	-	-	-	-	-
315	Apparel manufacturing	-	-	-	-	-
316	Leather and allied product manufacturing	2.4	10.3	3.2	4.2	1.3
321	Wood product manufacturing	15.9	3.0	0.9	0.2	0.1
322	Paper manufacturing	-	-	-	-	-
323	Printing and related support activities	5.7	2.4	2.6	0.4	0.5

Tables 3 through 8: Lorain County and Oberlin’s business activity are compared to the state and Cleveland-Elyria region. Industry sectors of greatest strength are dark orange, moderate strength are medium orange. See text for explanation. Source: KM Date, County Business Patterns 2020.

The Oberlin study area shows strength in leather and wood manufacturing. The strength in leather manufacturing can be attributed to “CW Saddlery” and the strength in wood manufacturing can be attributed to “B&B Tiny Houses Cabins and Sheds” which are the only businesses in these NAICS code categories in the Oberlin Study Area. Furthermore, it shows strength in printing services for which “RRD Labels” is contributing the majority of employment. When it comes to wood manufacturing Oberlin has much more activity than Lorain County, some more activity than the Cleveland-Elyria MSA but less than the overall State of Ohio.

Table 4: Location Quotient: Chemical/Metal/Electronic/Furniture/Miscellaneous

Subsector	Description	Oberlin Area Against Lorain County	Oberlin Area Against Cleveland-Elyria MSA	Oberlin Area against OHIO	Lorain County against Cleveland-Elyria MSA	Lorain County against OHIO
324	Petroleum and coal products manufacturing	-	-	-	-	-
325	Chemical manufacturing	0.2	0.2	0.2	1.0	1.0
326	Plastics and rubber products manufacturing	-	-	-	2.0	1.2
327	Nonmetallic mineral product manufacturing	-	-	-	0.7	0.5
331	Primary metal manufacturing	-	-	-	1.7	1.7
332	Fabricated metal product manufacturing	0.9	1.4	2.1	1.5	2.3
333	Machinery manufacturing	0.3	0.3	0.4	1.3	1.4
334	Computer and electronic product manufacturing	-	-	-	0.4	0.6
335	Electrical equipment, appliance, and component manufacturing	-	-	-	1.2	0.8
336	Transportation equipment manufacturing	-	-	-	3.4	1.9
337	Furniture and related product manufacturing	2.5	0.4	0.5	0.1	0.2
339	Miscellaneous manufacturing	3.7	6.2	8.2	1.7	2.2

Tables 3 through 8: Lorain County and Oberlin’s business activity are compared to the state and Cleveland-Elyria region. Industry sectors of greatest strength are dark orange, moderate strength are medium orange. See text for explanation. Source: KM Date, County Business Patterns 2020.

Furniture and miscellaneous manufacturing shows strength as well in the Oberlin study area. While furniture manufacturing is stronger in the Oberlin Area when compared to Lorain County, miscellaneous manufacturing shows more activity in the Oberlin study area compared to Cleveland-Elyria MSA and Ohio. Interesting to note is that metal product manufacturing business activity is weaker in the Oberlin study area compared to Lorain County, moderately stronger compared to the Cleveland-Elyria MSA and much stronger for overall Ohio. Furniture manufacturing in Oberlin can be attributed to “Reliable Cabinets” and “East Oberlin Cabinets”. Miscellaneous manufacturing can be mostly attributed to “General Plug & Mfg”, and metal product manufacturing can be mostly attributed to “Hydro Tube Enterprises Inc”.

Table 5: Location Quotient: Wholesale and Retail Trade

Subsector	Description	Oberlin Area Against Lorain County	Oberlin Area Against Cleveland-Elyria MSA	Oberlin Area against OHIO	Lorain County against Cleveland-Elyria MSA	Lorain County against OHIO
423	Merchant wholesalers, durable goods	0.1	0.0	0.0	0.7	0.8
424	Merchant wholesalers, nondurable goods	-	-	-	1.4	1.6
425	Wholesale electronic markets and agents and brokers	-	-	-	0.9	0.8
441	Motor vehicle and parts dealers	0.3	0.4	0.4	1.4	1.4
442	Furniture and home furnishings stores	0.3	0.3	0.2	0.9	0.8
443	Electronics and appliance stores	-	-	-	1.4	1.5
444	Building material and garden equipment and supplies dealers	0.1	0.2	0.2	1.9	1.7
445	Food and beverage stores	0.7	0.8	0.9	1.2	1.4
446	Health and personal care stores	0.0	0.1	0.1	1.5	1.9
447	Gasoline stations	-	-	-	1.6	1.3
448	Clothing and clothing accessories stores	0.1	0.0	0.0	0.5	0.5
449	Home Furnishings Retailers	-	-	-	-	-
451	Sporting goods, hobby, musical instrument, and book stores	-	-	-	1.4	1.2
452	General merchandise stores	-	-	-	2.2	2.0
453	Miscellaneous store retailers	-	-	-	1.1	1.0
454	Nonstore retailers	-	-	-	0.3	0.6

Tables 3 through 8: Lorain County and Oberlin’s business activity are compared to the state and Cleveland-Elyria region. Industry sectors of greatest strength are dark orange, moderate strength are medium orange. See text for explanation. Source: KM Date, County Business Patterns 2020.

In the wholesale and retail business categories, the Oberlin study area has no strengths to show. The only industry that seems to have more activity are food and beverage stores.

Table 6: Location Quotient: Transportation/Warehousing/Information/Communications

Subsector	Description	Oberlin Area Against Lorain County	Oberlin Area Against Cleveland-Elyria MSA	Oberlin Area against OHIO	Lorain County against Cleveland-Elyria MSA	Lorain County against OHIO
481	Air transportation	-	-	-	-	-
482	Line-Haul Railroads	-	-	-	-	-
483	Water transportation	-	-	-	-	-
484	Truck transportation	-	-	-	1.2	0.6
485	Transit and ground passenger transportation	-	-	-	1.3	1.7
486	Pipeline transportation	-	-	-	-	-
487	Scenic and sightseeing transportation	-	-	-	-	-
488	Support activities for transportation	0.1	0.0	0.0	0.4	0.4
491	Postal Service	-	-	-	-	-
492	Couriers and messengers	-	-	-	0.2	0.2
493	Warehousing and storage	-	-	-	0.3	0.1
511	Publishing industries (except internet)	-	-	-	0.1	0.2
512	Motion picture and sound recording industries	2.9	1.5	1.6	0.5	0.5
515	Broadcasting (except internet)	-	-	-	0.3	0.4
516	Internet Publishing and Broadcasting	-	-	-	-	-
517	Telecommunications	0.5	0.5	0.3	0.9	0.7
518	Data processing, hosting, and related services	2.9	0.2	0.1	0.1	0.0
519	Other information services	-	2.7	1.7	-	-

Tables 3 through 8: Lorain County and Oberlin’s business activity are compared to the state and Cleveland-Elyria region. Industry sectors of greatest strength are dark orange, moderate strength are medium orange. See text for explanation. Source: KM Date, County Business Patterns 2020.

Motion picture and sound recording show a solid strength in the Oberlin study area compared to Lorain County and moderate strength compared to Cleveland-Elyria MSA and Ohio. Data processing services also show great strength but only compared to Lorain County. Other information services show great strength when the Oberlin study area is compared to the Cleveland-Elyria MSA and moderate strength when compared to Ohio. Motion picture and sound recording industries in Oberlin are the “Apollo Theatre” and “Acoustik Musik”. Data processing services are attributed to “Terradigm Technology Solutions”. Other information services are attributed to the “Conservatory Library”, “Oberlin Public Library”, and “The Bridge – Oberlin Community Technology Center”.

Table 7: Location Quotient: Finance, Professional Services, Real Estate,

Subsector	Description	Oberlin Area Against Lorain County	Oberlin Area Against Cleveland-Elyria MSA	Oberlin Area against OHIO	Lorain County against Cleveland-Elyria MSA	Lorain County against OHIO
521	Monetary authorities - central bank	-	-	-	-	-
522	Credit intermediation and related activities	0.4	0.2	0.2	0.6	0.6
523	Securities, commodity contracts, and other financial investments and related activities	0.6	0.1	0.2	0.3	0.4
524	Insurance carriers and related activities	0.2	0.0	0.0	0.2	0.2
525	Funds, trusts, and other financial vehicles	-	-	-	6.5	4.8
531	Real estate	0.3	0.2	0.2	0.5	0.7
532	Rental and leasing services	-	-	-	0.7	0.7
533	Lessors of nonfinancial intangible assets (except copyrighted works)	-	-	-	1.4	1.7
541	Professional, scientific, and technical services	0.3	0.2	0.2	0.6	0.7
551	Management of companies and enterprises	-	-	-	0.6	0.6
561	Administrative and support services	0.6	0.5	0.3	0.8	0.5
562	Waste management and remediation services	0.7	3.3	3.4	4.8	4.8
611	Educational services	5.4	7.4	10.6	1.4	2.0
621	Ambulatory health care services	0.7	0.9	0.8	1.2	1.1
622	Hospitals	-	-	-	0.5	0.7
623	Nursing and residential care facilities	1.2	1.7	1.9	1.4	1.6
624	Social assistance	0.5	0.5	0.5	1.0	1.0

Tables 3 through 8: Lorain County and Oberlin’s business activity are compared to the state and Cleveland-Elyria region. Industry sectors of greatest strength are dark orange, moderate strength are medium orange. See text for explanation. Source: KM Date, County Business Patterns 2020.

The Oberlin study area shows great strength in educational services compared to all other areas. The study area also shows great strength in waste management services compared to Cleveland-Elyria MSA and Ohio but not when compared to Lorain County. Nursing services show moderate strength in the study area compared to all areas. Waste management can be mostly attributed to “Republic Services”. Educational services can be mostly attributed to “Oberlin College” but also a variety of smaller fine arts schools as well as K-12 schools. Nursing services can be attributed to “Kendal At Oberlin”, a retirement community service, and various smaller nursing care facilities.

Table 8: Location Quotient: Arts, Accommodation, Food Service, Repair and Personal

Subsector	Description	Oberlin Area Against Lorain County	Oberlin Area Against Cleveland-Elyria MSA	Oberlin Area against OHIO	Lorain County against Cleveland-Elyria MSA	Lorain County against OHIO
711	Performing arts, spectator sports, and related industries	2.1	0.3	0.5	0.1	0.2
712	Museums, historical sites, and similar institutions	8.6	1.7	1.8	0.2	0.2
713	Amusement, gambling, and recreation industries	1.0	1.1	0.9	1.1	0.9
721	Accommodation	2.1	1.2	1.2	0.5	0.6
722	Food services and drinking places	0.4	0.4	0.4	1.2	1.1
811	Repair and maintenance	0.7	0.7	0.7	1.1	1.0
812	Personal and laundry services	0.7	0.6	0.8	0.9	1.2
813	Religious, grantmaking, civic, professional, and similar organizations	0.8	1.0	0.8	1.3	1.1

Tables 3 through 8: Lorain County and Oberlin’s business activity are compared to the state and Cleveland-Elyria region. Industry sectors of greatest strength are dark orange, moderate strength are medium orange. See text for explanation. Source:

KM Date, County Business Patterns 2020.

Performing arts and museums show great strength in the Oberlin study area. Whereas performing arts shows strength when compared to Lorain County, museums also show moderate strength in Oberlin when compared to Cleveland-Elyria MSA and Ohio; the same is true for accommodation. Amusement industries show moderate strength in the Oberlin study area compared to Lorain County and the Cleveland-Elyria MSA but not Ohio. Performing arts industries are made up of “McKay Lodge Conservation Lab”, “Real Time Opera”, and “VS Modern Design”. Museums are attributed to “Allen Memorial Art Museum”, “Weltzheimer/Johnson House”, and “Firelands Association-Visual”. Accommodation services are comprised of a variety of bed and breakfasts, campgrounds, and hotels with “Hotel At Oberlin” providing the greatest share in employment.

Finally, wood, leather, furniture, and miscellaneous manufacturing show great strength in the Oberlin Study area. Data processing services, other information services, waste management services, educational services show great strength as well. The motion picture and sound industry, performing arts, museums, and accommodations show great strength, too.

Micro-Cluster Analysis

The next step after Location Quotient analysis is to focus on specific industries and businesses, and identify related industries which may form a micro-cluster “ecosystem” when operating in proximity to each other. For example, a manufacturer may find opportunities for collaboration with brokers who supply materials they need, or other manufacturers who supply components they need, or who take their products for use in further manufacturing. Some companies may be able to utilize waste or byproducts from others and reduce overall costs for both, while strengthening the local “circular economy” and the community’s sustainability.

Clusters are important to the economic development of a region because they support and enhance the activity of existing businesses, helping them to grow. An identified existing cluster or micro-cluster can help to attract new companies. Companies in clusters gain access to specialized regional suppliers, a specialized workforce, shared infrastructure, and regional brand and marketing. Clusters foster innovation, research and development, and faster deployment of new knowledge.

In the Oberlin area, the location quotient analysis identified the following sectors as bases for possible micro-clusters:

- Colleges, Universities, and Professional Schools
- Other Tourism Attractions
- Accommodations and Related Services
- Performing Artists
- Home and Residential Care
- Sanitary Services

- Recreational Facilities and Instruction

Only “Colleges, Universities and Professional Schools”, accommodations, and other tourism attractions are considered “traded” industries which bring outside dollars into the local economy, and form the basis for further cluster development. The other sectors are considered local industries and while strong and important to the local economy, are not typically developed as micro-clusters at the small town scale.

The Oberlin study area has a number of businesses in many different micro cluster categories. However, strong patterns in specific clusters are not currently apparent, beyond accommodation and education. There are some micro-clusters that seem to be emerging: agricultural services; business, finance, and computer services; education, research, professional organizations, performing arts, and music recording; culture, tourism, and accommodation; design and publishing services.

Cluster Analysis Tables in Detail

Further analysis involves utilizing a list of related industries as identified in a cluster mapping tool developed by Harvard University in collaboration with the US Economic Development Administration (EDA).¹ This list for each sector was compared to the inventory of existing businesses. The comparison both confirms the presence of the cluster or micro-cluster, and identifies additional business subsectors for recruitment to enhance the cluster.

In the following tables, business categories shaded in dark green mean that this specific industry was identified with a location quotient of moderate or great strength. Light green highlights mean that this industry wasn’t identified with either moderate or great strength but exists in the study area. Non highlighted industries are not represented in the study area but represent an opportunity to strengthen subclusters and clusters in which industries already exist.

¹ See <https://clustermapping.us>

Table 9: Cluster Analysis - Agricultural Input and Services

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
2	Agricultural Inputs and Services	1	Agricultural Services	115111	115	Cotton Ginning	Traded	
				115112	115	Soil Preparation, Planting, and Cultivating	Traded	
				115113	115	Crop Harvesting, Primarily by Machine	Traded	
				115114	115	Postharvest Crop Activities (except Cotton Ginning)	Traded	
				115210	115	Support Activities for Animal Production	Traded	North Coast Arabians
		2	Farm Management	115115	115	Farm Labor Contractors and Crew Leaders	Traded	
				115116	115	Farm Management Services	Traded	
		3	Fertilizers	325311	325	Nitrogenous Fertilizer Manufacturing	Traded	
				325314	325	Fertilizer (Mixing Only) Manufacturing	Traded	
Related Clusters	Distribution & eCommerce							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

There is a strong representation of support activities in animal production which could be an anchor point to further expand the agricultural sector. Important to note is that the Oberlin study area has businesses in the agricultural sector that are not included in the US Cluster Mapping categories, and yet contribute to the agricultural economy in the Oberlin area. These businesses are: George Jones Farm, Tyler's Farm, Green Circle Growers Inc, East Oberlin Nursery & Garden Center, Dovin Dairy Farms LLC, Patriot Farms, and Gates Alpaca Ranch. Out of these, Green Circle Growers Inc has the most significant impact on the area's economy with 11.4% of the total employment. For purposes of completing the whole picture these businesses fall into the following industry categories: Other Vegetable (except Potato) and Melon Farming, Nursery And Tree Production, Dairy Cattle and Milk Production, Chicken Egg Production.

Table 10: Cluster Analysis – Business Services 1 of 2

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
6	Business Services	1	Corporate Headquarters	551111	551	Offices of Bank Holding Companies	Traded			
				551112	551	Offices of Other Holding Companies	Traded			
				551114	551	Corporate, Subsidiary, and Regional Managing Offices	Traded			
		2	Consulting Services	541611	541	Administrative Management and General Management Consulting Services	Traded	Business Advisory Svc		
				541612	541	Human Resources Consulting Services	Traded			
				541614	541	Process, Physical Distribution, and Logistics Consulting Services	Traded			
				541618	541	Other Management Consulting Services	Traded			
				541690	541	Other Scientific and Technical Consulting Services	Traded	Intelligent Sensing Inc		
		3	Business Support Services	533110	533	Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	Traded			
				541199	541	All Other Legal Services	Traded			
				541214	541	Payroll Services	Traded			
				541930	541	Translation and Interpretation Services	Traded			
				541990	541	All Other Professional, Scientific, and Technical Services	Traded			
				561210	561	Facilities Support Services	Traded			
				561330	561	Professional Employer Organizations	Traded			
				561421	561	Telephone Answering Services	Traded	Tele-Hold Systems		
				561422	561	Telemarketing Bureaus and Other Contact Centers	Traded			
		561920	561	Convention and Trade Show Organizers	Traded					
		Related Clusters	Distribution & eCommerce; Marketing; Insurance; Education; Communications; Financial Services; Performing Arts; Biopharma; Printing							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

In the Business Services cluster, consulting services already exist in the area and could benefit from adding other industries in this sector.

Table 11: Cluster Analysis – Business Services 2 of 2

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
6	Business Services	4	Computer Services	518210	518	Data Processing, Hosting, and Related Services	Traded	Terradigm Technology Solutions		
				541511	541	Custom Computer Programming Services	Traded	Lawhead Software Consulting, Hogas Design		
				541512	541	Computer Systems Design Services	Traded	Herr Electronics		
				541513	541	Computer Facilities Management Services	Traded			
				541519	541	Other Computer Related Services	Traded			
		5	Employment Placement	561311	561	Employment Placement Agencies	Traded			
				561312	561	Executive Search Services	Traded			
		6	Engineering Services	541330	541	Engineering Services	Traded			
		7	Architectural and Drafting Services	541310	541	Architectural Services	Traded			
				541320	541	Landscape Architectural Services	Traded	Place Makers Land Co		
				541340	541	Drafting Services	Traded			
		8	Ground Passenger Transportation	485310	485	Taxi Service	Traded			
				485320	485	Limousine Service	Traded			
				485999	485	All Other Transit and Ground Passenger Transportation	Traded			
				532112	532	Passenger Car Leasing	Traded			
		Related Clusters	Distribution & eCommerce; Marketing; Insurance; Education; Communications; Financial Services; Performing Arts; Biopharma; Printing							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Furthermore, Computer Services have a strong presence in the Oberlin area. These definitely present an opportunity to strengthen this sector.

Table 12: Cluster Analysis – Communications Equipment and Services

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
8	Communications Equipment and Services	1	Communications Services	515210	515	Cable and Other Subscription Programming	Traded			
				517112*	517	Wireless Telecommunications Carriers (except Satellite)	Traded	Verizon-Verizon Auth Retailer, Metro By T-Mobile		
				517410	517	Satellite Telecommunications	Traded	Antenna Svc Co Inc		
				517919	517	All Other Telecommunications	Traded			
		2	Communications Equipment	334210	334	Telephone Apparatus Manufacturing	Traded			
				334220	334	Radio and Television Broadcasting and Wireless Communications Equipment Manufacturing	Traded			
				334290	334	Other Communications Equipment Manufacturing	Traded			
		3	Communications Equipment Components	335912	335	Primary Battery Manufacturing	Traded			
		Related Clusters	Distribution & eCommerce; Video Production; Marketing; Business Services; IT; Lighting; Education;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

In the Oberlin study area, the Communication Services sector could be expanded and diversified.

Table 13: Cluster Analysis – Construction Products and Services

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
9	Construction Products and Services	1	Construction	236210	236	Industrial Building Construction	Traded			
						Oil and Gas Pipeline and Related Structures				
				237120	237	Construction	Traded			
				237130	237	Power and Communication Line and Related Structures Construction	Traded			
				237990	237	Other Heavy and Civil Engineering Construction	Traded			
		2	Water, Sewage, and Other			221310	221	Water Supply and Irrigation Systems	Traded	Oberlin Water Dept
						221330	221	Steam and Air-Conditioning Supply	Traded	
		3	Construction Products			332410	332	Power Boiler and Heat Exchanger Manufacturing	Traded	
						332420	332	Metal Tank (Heavy Gauge) Manufacturing	Traded	
						332913	332	Plumbing Fixture Fitting and Trim Manufacturing	Traded	
						332996	332	Fabricated Pipe and Pipe Fitting Manufacturing	Traded	
		4	Construction Components			327310	327	Cement Manufacturing	Traded	
						327331	327	Concrete Block and Brick Manufacturing	Traded	
						327332	327	Concrete Pipe Manufacturing	Traded	
						327410	327	Lime Manufacturing	Traded	
						327420	327	Gypsum Product Manufacturing	Traded	
						327991	327	Cut Stone and Stone Product Manufacturing	Traded	
						327993	327	Mineral Wool Manufacturing	Traded	
						327999	327	All Other Miscellaneous Nonmetallic Mineral Product Manufacturing	Traded	
		5	Construction Materials			324121	324	Asphalt Paving Mixture and Block Manufacturing	Traded	
						324122	324	Asphalt Shingle and Coating Materials Manufacturing	Traded	
		Related Clusters	Distribution & eCommerce; Lighting; Vulcanized Materials							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

The construction industry is not strong in the Oberlin Business Area, unusual for exurban areas. The Oberlin Water Department may benefit from related industries being attracted to the area.

Table 14: Cluster Analysis – Distribution and Electronic Commerce 1 of 4

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
10	Distribution and Electronic Commerce	1	Warehousing and Storage	493110	493	General Warehousing and Storage	Traded			
				493120	493	Refrigerated Warehousing and Storage	Traded			
				493190	493	Other Warehousing and Storage	Traded			
		2	Electronic and Catalog Shopping	425110	425	Business to Business Electronic Markets	Traded			
				454111	454	Electronic Shopping	Traded			
				454112	454	Electronic Auctions	Traded			
				454113	454	Mail-Order Houses	Traded			
		3	Wholesale Trade Agents and Brokers	425120	425	Wholesale Trade Agents and Brokers	Traded			
		4	Support Services	561499	561	All Other Business Support Services	Traded	Murray Ridge		
				561910	561	Packaging and Labeling Services	Traded	Air Sea USA		
		5	Wholesale of Apparel and Accessories	424310	424	Piece Goods, Notions, and Other Dry Goods Merchant Wholesalers	Traded			
				424320	424	Men's and Boys' Clothing and Furnishings Merchant Wholesalers	Traded			
				424330	424	Women's, Children's, and Infants' Clothing and Accessories Merchant Wholesalers	Traded			
				424340	424	Footwear Merchant Wholesalers	Traded			
		6	Wholesale of Books, Periodicals, and Newspapers	424920	424	Book, Periodical, and Newspaper Merchant Wholesalers	Traded			
		Related Clusters	Medical Devices; Marketing; Recreational Goods; Lighting; Business Services; Communications; Insurance; IT; Transportation; Education; Construction; Financial Services;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Business support services via internet can provide support to other business within the cluster, should they be attracted to the area. There is a wide range of distribution and electronic commerce business, as demonstrated by these four tables, that could be attracted to Oberlin and capitalize on its available land and skilled workforce, while minimizing the need to attract customers in person.

Table 15: Cluster Analysis – Distribution and Electronic Commerce 2 of 4

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
10	Distribution and Electronic Commerce	7	Wholesale of Chemical and Allied Products	424610	424	Plastics Materials and Basic Forms and Shapes Merchant Wholesalers	Traded			
				424690	424	Other Chemical and Allied Products Merchant Wholesalers	Traded			
		8	Wholesale of Drugs and Druggists' Sundries	424210	424	Drugs and Druggists' Sundries Merchant Wholesalers	Traded			
				424590	424	Other Farm Product Raw Material Merchant Wholesalers	Traded			
		9	Wholesale of Farm Products and Supplies	424910	424	Farm Supplies Merchant Wholesalers	Traded			
				424930	424	Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers	Traded			
				424940	424	Tobacco and Tobacco Product Merchant Wholesalers	Traded			
				493130	493	Farm Product Warehousing and Storage	Traded			
				424440	424	Poultry and Poultry Product Merchant Wholesalers	Traded			
		10	Wholesale of Food Products	424460	424	Fish and Seafood Merchant Wholesalers	Traded			
				424470	424	Meat and Meat Product Merchant Wholesalers	Traded			
				424480	424	Fresh Fruit and Vegetable Merchant Wholesalers	Traded			
				424820	424	Wine and Distilled Alcoholic Beverage Merchant Wholesalers	Traded			
				423210	423	Furniture Merchant Wholesalers	Traded			
		11	Wholesale of Furniture and Home Furnishing	423220	423	Home Furnishing Merchant Wholesalers	Traded			
				423940	423	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers	Traded			
		12	Wholesale of Jewelry, Watches, Precious Stones, and Precious Metals	423940	423	Jewelry, Watch, Precious Stone, and Precious Metal Merchant Wholesalers	Traded			
		Related Clusters	Medical Devices; Marketing; Recreational Goods; Lighting; Business Services; Communications; Insurance; IT; Transportation; Education; Construction; Financial Services;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Table 16: Cluster Analysis – Distribution and Electronic Commerce 3 of 4

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
10	Distribution and Electronic Commerce	13	Wholesale of Paper and Paper Products	424110	424	Printing and Writing Paper Merchant Wholesalers	Traded	
				424120	424	Stationery and Office Supplies Merchant Wholesalers	Traded	
				424130	424	Industrial and Personal Service Paper Merchant Wholesalers	Traded	
		14	Wholesale of Sporting and Recreational Goods and Supplies	423910	423	Sporting and Recreational Goods and Supplies Merchant Wholesalers	Traded	
		15	Wholesale of Toy and Hobby Goods and Supplies	423920	423	Toy and Hobby Goods and Supplies Merchant Wholesalers	Traded	
		16	Wholesale of Other Merchandise	424950	424	Paint, Varnish, and Supplies Merchant Wholesalers	Traded	
				424990	424	Other Miscellaneous Nondurable Goods Merchant Wholesalers	Traded	
		17	Wholesale of Farm and Garden Machinery and Equipment	423820	423	Farm and Garden Machinery and Equipment Merchant Wholesalers	Traded	Born Implement
		18	Wholesale of Construction and Mining Machinery and Equipment	423810	423	Construction and Mining (except Oil Well) Machinery and Equipment Merchant Wholesalers	Traded	
		19	Wholesale of Industrial Machinery, Equipment, and Supplies	423830	423	Industrial Machinery and Equipment Merchant Wholesalers	Traded	
				423840	423	Industrial Supplies Merchant Wholesalers	Traded	
		20	Wholesale of Service Establishment Equipment, and Supplies	423850	423	Service Establishment Equipment and Supplies Merchant Wholesalers	Traded	
		Related Clusters		Medical Devices; Marketing; Recreational Goods; Lighting; Business Services; Communications; Insurance; IT; Transportation; Education; Construction; Financial Services;				

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Table 17: Cluster Analysis – Distribution and Electronic Commerce 4 of 4

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
10	Distribution and Electronic Commerce	21	Wholesale of Transportation Equipment and Supplies (except Motor Vehicles)	423860	423	Transportation Equipment and Supplies (except Motor Vehicle) Merchant Wholesalers	Traded			
		22	Wholesale of Professional and Commercial Equipment and Supplies	423410	423	Photographic Equipment and Supplies Merchant Wholesalers	Traded			
				423420	423	Office Equipment Merchant Wholesalers	Traded			
				423430	423	Computer and Computer Peripheral Equipment and Software Merchant Wholesalers	Traded			
				423440	423	Other Commercial Equipment Merchant Wholesalers	Traded			
				423450	423	Medical, Dental, and Hospital Equipment and Supplies Merchant Wholesalers	Traded			
				423460	423	Ophthalmic Goods Merchant Wholesalers	Traded			
				423490	423	Other Professional Equipment and Supplies Merchant Wholesalers	Traded			
				23	Wholesale of Electrical and Electronic Goods	423610	423	Electrical Apparatus and Equipment, Wiring Supplies, and Related Equipment Merchant Wholesalers	Traded	
		423620	423			Household Appliances, Electric Housewares, and Consumer Electronics Merchant Wholesalers	Traded			
		423690	423			Other Electronic Parts and Equipment Merchant Wholesalers	Traded			
		24	Wholesale of Metals and Minerals (except Petroleum)	423510	423	Metal Service Centers and Other Metal Merchant Wholesalers	Traded			
				423520	423	Coal and Other Mineral and Ore Merchant Wholesalers	Traded			
		25	Wholesale of Petroleum and Petroleum Products	424710	424	Petroleum Bulk Stations and Terminals	Traded			
				424720	424	Petroleum and Petroleum Products Merchant Wholesalers (except Bulk Stations and Terminals)	Traded			
		26	Rental and Leasing	532411	532	Commercial Air, Rail, and Water Transportation Equipment Rental and Leasing	Traded			
				532412	532	Construction, Mining, and Forestry Machinery and Equipment Rental and Leasing	Traded			
				532420	532	Office Machinery and Equipment Rental and Leasing	Traded			
				532490	532	Other Commercial and Industrial Machinery and Equipment Rental and Leasing	Traded			
		Related Clusters	Medical Devices; Marketing; Recreational Goods; Lighting; Business Services; Communications; Insurance; IT; Transportation; Education; Construction; Financial Services;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the

area(shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Table 18: Cluster Analysis – Downstream Metal Products

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
12	Downstream Metal Products	1	Metal Products	332215	332	Metal Kitchen Cookware, Utensil, Cutlery, and Flatware (except Precious) Manufacturing	Traded			
				332216	332	Saw Blade and Handtool Manufacturing	Traded			
				332321	332	Metal Window and Door Manufacturing	Traded			
				332323	332	Ornamental and Architectural Metal Work Manufacturing	Traded			
				332510	332	Hardware Manufacturing	Traded			
				332999	332	All Other Miscellaneous Fabricated Metal Product Manufacturing	Traded	Hydro Tube Enterprises Inc, Fabritech Solutions, Erie Industrial Products		
		2	Ammunition	332992	332	Small Arms Ammunition Manufacturing	Traded			
				332993	332	Ammunition (except Small Arms) Manufacturing	Traded			
				332994	332	Small Arms, Ordnance, and Ordnance Accessories Manufacturing	Traded			
		3	Fabricated Metal Structures	332311	332	Prefabricated Metal Building and Component Manufacturing	Traded			
				332312	332	Fabricated Structural Metal Manufacturing	Traded			
		4	Metal Containers	332431	332	Metal Can Manufacturing	Traded			
				332439	332	Other Metal Container Manufacturing	Traded			
		Related Clusters	Production Technology; Recreational Goods; Medical Devices; Metalworking; Plastics; Lighting; Jewelry;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area(shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

There is a strong presence of miscellaneous fabricated metals, which could benefit from expansion of this sector in the area.

Table 19: Cluster Analysis – Education and Knowledge Creation

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
13	Education and Knowledge Creation	1	Training Programs	611410	611	Business and Secretarial Schools	Traded			
				611420	611	Computer Training	Traded			
				611430	611	Professional and Management Development Training	Traded			
				611512	611	Flight Training	Traded			
				611513	611	Apprenticeship Training	Traded			
				611630	611	Language Schools	Traded			
				611691	611	Exam Preparation and Tutoring	Traded			
		611699	611	All Other Miscellaneous Schools and Instruction	Traded					
		2	Colleges, Universities, and	611210	611	Junior Colleges	Traded			
				611310	611	Colleges, Universities, and Professional Schools	Traded	Oberlin College		
		3	Educational Support Services	611710	611	Educational Support Services	Traded			
		4	Research Organizations	541713*	541	Research and Development in Biotechnology	Traded	Nanotech Innovations LLC		
				541712	541	Research and Development in the Physical, Engineering, and Life Sciences (except Biotechnology)	Traded			
				541720	541	Research and Development in the Social Sciences and Humanities	Traded			
		5	Professional Organizations	813920	813	Professional Organizations	Traded	National Assn-College Stores		
		Related Clusters	Marketing; Business Services; Distribution & eCommerce; Biopharma; Insurance; Communications; Performing Arts; Financial Services; Printing;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Oberlin has a strong education sector which could further benefit from industries in Research Organizations and Professional Organizations subclusters.

Table 20: Cluster Analysis – Environmental Services

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
15	Environmental Services	1	Waste Collection	562112	562	Hazardous Waste Collection	Traded	
				562119	562	Other Waste Collection	Traded	
		2	Waste Processing	562211	562	Hazardous Waste Treatment and Disposal	Traded	
				562213	562	Solid Waste Combustors and Incinerators	Traded	
				562219	562	Other Nonhazardous Waste Treatment and Disposal	Traded	
				562920	562	Materials Recovery Facilities	Traded	Vinyl sidng recycling
		3	Other Waste Management Services	562998	562	All Other Miscellaneous Waste Management Services	Traded	
Related Clusters	Insurance							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Materials recycling facilities and environmental services would be an interesting cluster to add to Oberlin’s business activity, given its intent to be a sustainable community.

Table 21: Cluster Analysis – Financial Services

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
16	Financial Services	1	Financial Investment Activities	523910	523	Miscellaneous Intermediation	Traded	
				523940*	523	Portfolio Management	Traded	Edward Jones
				523940*	523	Investment Advice	Traded	Edward Jones
				523991	523	Trust, Fiduciary, and Custody Activities	Traded	
				523999	523	Miscellaneous Financial Investment Activities	Traded	
				525910	525	Open-End Investment Funds	Traded	
				525990	525	Other Financial Vehicles	Traded	
		2	Credit Intermediation	522120	522	Savings Institutions	Traded	
				522190	522	Other Depository Credit Intermediation	Traded	
				522210	522	Credit Card Issuing	Traded	
				522220	522	Sales Financing	Traded	
				522291	522	Consumer Lending	Traded	
				522292	522	Real Estate Credit	Traded	
				522293	522	International Trade Financing	Traded	
				522294	522	Secondary Market Financing	Traded	
				522298	522	All Other Nondepository Credit Intermediation	Traded	
		522320	522	Financial Transactions Processing, Reserve, and Clearinghouse Activities	Traded	Western Union Agent Location		
		522390	522	Other Activities Related to Credit Intermediation	Traded			
		3	Credit Bureaus	561450	561	Credit Bureaus	Traded	
		4	Monetary Authorities - Central Bank	521110	521	Monetary Authorities-Central Bank	Traded	
		5	Securities Brokers, Dealers, and Exchanges	522310	522	Mortgage and Nonmortgage Loan Brokers	Traded	
				523110	523	Investment Banking and Securities Dealing	Traded	
				523120	523	Securities Brokerage	Traded	
				523130	523	Commodity Contracts Dealing	Traded	
				523140	523	Commodity Contracts Brokerage	Traded	
		523210	523	Securities and Commodity Exchanges	Traded			
Related Clusters	Insurance; Marketing; Business Services; Distribution & eCommerce; Education;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Financial services also seem to provide opportunity to be further built out.

Table 22: Cluster Analysis – Furniture

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
21	Furniture	1	Household Furniture	337121	337	Upholstered Household Furniture Manufacturing	Traded	
				337122	337	Nonupholstered Wood Household Furniture Manufacturing	Traded	
				337124	337	Metal Household Furniture Manufacturing	Traded	
				337125	337	Household Furniture (except Wood and Metal) Manufacturing	Traded	
				337910	337	Mattress Manufacturing	Traded	
		2	Institutional Furniture	337127	337	Institutional Furniture Manufacturing	Traded	
		3	Office Furniture	337211	337	Wood Office Furniture Manufacturing	Traded	
				337214	337	Office Furniture (except Wood) Manufacturing	Traded	
		4	Wood Cabinets and Woodwork	337110	337	Wood Kitchen Cabinet and Countertop Manufacturing	Traded	Reliable Cabinets
				337215	337	Showcase, Partition, Shelving, and Locker Manufacturing	Traded	
		5	Mobile Homes	321991	321	Manufactured Home (Mobile Home) Manufacturing	Traded	
		Related Clusters	Wood Products					

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

The furniture industry cluster could be strengthened, especially in the Wood Cabinets and Woodwork subcluster.

Table 23: Cluster Analysis – Hospitality and Tourism 1 of 2

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
22	Hospitality and Tourism	1	Spectator Sports	711211	711	Sports Teams and Clubs	Traded			
				711212	711	Racetracks	Traded			
				711219	711	Other Spectator Sports	Traded			
		2	Amusement Parks and Arcades	713110	713	Amusement and Theme Parks	Traded			
				713120	713	Amusement Arcades	Traded			
		3	Cultural and Educational Entertainment	459920*	453	Art Dealers	Traded	Ginko Gallery & Studio, Debbie's Custom Slates, Workshop Art Gallery		
				712110	712	Museums	Traded	Allen Memorial Art Museum, Weltzheimer/Johnson House, Firelands Association-Visual		
				712120	712	Historical Sites	Traded			
				712130	712	Zoos and Botanical Gardens	Traded			
				712190	712	Nature Parks and Other Similar Institutions	Traded			
				4	Gambling Facilities	713210	713	Casinos (except Casino Hotels)	Traded	
		713290	713			Other Gambling Industries	Traded			
		Related Clusters	Marketing							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

One of the sectors with lots of potential for growth is the Hospitality and Tourism cluster. Cultural industries, tourism, and accommodation services are currently present. Adding businesses in these subclusters would strengthen these ecosystems.

Table 24: Cluster Analysis – Hospitality and Tourism 2 of 2

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
22	Hospitality and Tourism	5	Other Tourism Attractions	114210	114	Hunting and Trapping	Traded	
				713920	713	Skiing Facilities	Traded	
				713930	713	Marinas	Traded	
				713990	713	All Other Amusement and Recreation Industries	Traded	Gameday Sports Ctr, Equine Differences, Equestrian Elite At Apple Jack
				721214	721	Recreational and Vacation Camps (except Campgrounds)	Traded	Common Ground - The Cindy Nord Center for Renewal
		6	Accommodations and Related Services	561591	561	Convention and Visitors Bureaus	Traded	
				721110	721	Hotels (except Casino Hotels) and Motels	Traded	Hotel At Oberlin, Sunset Motel-Oberlin
				721120	721	Casino Hotels	Traded	
				721191	721	Bed-and-Breakfast Inns	Traded	Hallauer House Bed & Breakfast, Shurtleff Cottage
				721199	721	All Other Traveler Accommodation	Traded	
				721211	721	RV (Recreational Vehicle) Parks and Campgrounds	Traded	Schaun Acres Campground
				721310	721	Rooming and Boarding Houses	Traded	
		7	Tourism Related Services	487110	487	Scenic and Sightseeing Transportation, Land	Traded	
				487210	487	Scenic and Sightseeing Transportation, Water	Traded	
				487990	487	Scenic and Sightseeing Transportation, Other	Traded	
				532292	532	Recreational Goods Rental	Traded	
				561510	561	Travel Agencies	Traded	
				561520	561	Tour Operators	Traded	
				561599	561	All Other Travel Arrangement and Reservation Services	Traded	
		Related Clusters	Marketing					

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the

area(shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Table 25: Cluster Analysis – Leather and Related Products

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
26	Leather and Related Products	1	Personal Leather Goods and Luggage	316990*	316	All Other Leather Good and Allied Product Manufacturing	Traded	Cw Saddlery
		2	Women's Handbags and Purses	316992	316	Women's Handbag and Purse Manufacturing	Traded	
		3	Textile Bags and Canvas Products	314910	314	Textile Bag and Canvas Mills	Traded	
Related Clusters		Printing; Apparel; Jewelry; Recreational Goods;						

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area(shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

CW Saddlery is the only identified business in the leather products category. They may generate the potential for spinoff business in related products.

Table 26: Cluster Analysis – Marketing, Design, and Publishing

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
29	Marketing, Design, and Publishing	1	Advertising Related Services	541810	541	Advertising Agencies	Traded	
				541850	541	Outdoor Advertising	Traded	
				541860	541	Direct Mail Advertising	Traded	
				541870	541	Advertising Material Distribution Services	Traded	
				541890	541	Other Services Related to Advertising	Traded	
		2	Other Marketing Related Services	541613	541	Marketing Consulting Services	Traded	
				541820	541	Public Relations Agencies	Traded	
				541830	541	Media Buying Agencies	Traded	
				541840	541	Media Representatives	Traded	
				541910	541	Marketing Research and Public Opinion Polling	Traded	
		3	Design Services	541410	541	Interior Design Services	Traded	
				541420	541	Industrial Design Services	Traded	Robert F Smith (PO Box)
				541430	541	Graphic Design Services	Traded	Totalpc
				541490	541	Other Specialized Design Services	Traded	
		4	Publishing	511120	511	Periodical Publishers	Traded	
				511130	511	Book Publishers	Traded	
				511140	511	Directory and Mailing List Publishers	Traded	
				511199	511	All Other Publishers	Traded	
				519110	519	News Syndicates	Traded	
				519120	519	Libraries and Archives	Traded	Conservatory Library, Bridge, Oberlin Public Library
				519130	519	Internet Publishing and Broadcasting and Web Search Portals	Traded	
				519190	519	All Other Information Services	Traded	
		Related Clusters	Music; Printing; Distribution & eCommerce; Business Services; Performing Arts; Education; Insurance; Communications; Financial Services; Biopharma; Video Production; Jewelry; Hospitality;					

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Marketing, design, and publishing has some presence as well in Oberlin. The subclusters Design Services and Publishing can be further strengthened by adding other businesses filling in the clusters.

Table 27: Cluster Analysis – Medical Devices

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
30	Medical Devices	1	Optical Instruments	333314	333	Optical Instrument and Lens Manufacturing	Traded			
				339115	339	Ophthalmic Goods Manufacturing	Traded			
		2	Surgical and Dental Instruments and Supplies							Synapse Biomedical, Paragon Medical - Oberlin
				339112	339	Surgical and Medical Instrument Manufacturing	Traded			
				339113	339	Surgical Appliance and Supplies Manufacturing	Traded			
				339114	339	Dental Equipment and Supplies Manufacturing	Traded			
Related Clusters	Distribution & eCommerce; Jewelry; Recreational Goods; Lighting; Plastics; IT; Production Technology; Downstream Metals; Biopharma;									

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

There might be reason to expand the medical device cluster a good 12% of jobs are in sthe medical industry in Oberlin.

Table 28: Cluster Analysis – Metalworking Technology

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
32	Metalworking Technology	1	Metalworking Machinery	333511	333	Industrial Mold Manufacturing	Traded	
				333514	333	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	Traded	
				333519	333	Rolling Mill and Other Metalworking Machinery Manufacturing	Traded	
				333992	333	Welding and Soldering Equipment Manufacturing	Traded	
		2	Machine Tools and Accessories	333515	333	Cutting Tool and Machine Tool Accessory Manufacturing	Traded	
				333517	333	Machine Tool Manufacturing	Traded	
		3	Hand Tools	333991	333	Power-Driven Handtool Manufacturing	Traded	
		4	Fasteners	332721	332	Precision Turned Product Manufacturing	Traded	Hamco Manufacturing Inc, Alco
				332722	332	Bolt, Nut, Screw, Rivet, and Washer Manufacturing	Traded	
		5	Metal Processing	327910	327	Abrasive Product Manufacturing	Traded	
				332313	332	Plate Work Manufacturing	Traded	
				332811	332	Metal Heat Treating	Traded	
				332812	332	Metal Coating, Engraving (except Jewelry and Silverware), and Allied Services to Manufacturers	Traded	
				332813	332	Electroplating, Plating, Polishing, Anodizing, and Coloring	Traded	
		Related Clusters	Automotive; Production Technology; Plastics; Downstream Metals;					

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

One metalworking technology business could be strengthened by the addition of other businesses in the cluster.

Table 29: Cluster Analysis – Music and Sound Recording

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
33	Music and Sound Recording	1	Music and Sound Recording	512210	512	Record Production	Traded	
				512220	512	Integrated Record Production/Distribution	Traded	
				512230	512	Music Publishers	Traded	
				512240	512	Sound Recording Studios	Traded	Acoustik Musik
				512290	512	Other Sound Recording Industries	Traded	
Related Clusters		Marketing; Video Production; Performing Arts;						

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Music and sound recording studios seem important due to the strong local performing arts and education sectors. Performing artists may benefit from expansion of opportunities for sound recording and music publishing.

Table 30: Cluster Analysis – Nonmetal Mining

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
34	Nonmetal Mining	1	Nonmetal Mining	212311	212	Dimension Stone Mining and Quarrying	Traded	
				212312	212	Crushed and Broken Limestone Mining and Quarrying	Traded	
				212313	212	Crushed and Broken Granite Mining and Quarrying	Traded	
				212319	212	Other Crushed and Broken Stone Mining and Quarrying	Traded	
				212321	212	Construction Sand and Gravel Mining	Traded	Kipton Quarries
				212322	212	Industrial Sand Mining	Traded	
				212324	212	Kaolin and Ball Clay Mining	Traded	
				212325	212	Clay and Ceramic and Refractory Minerals Mining	Traded	
				212391	212	Potash, Soda, and Borate Mineral Mining	Traded	
				212392	212	Phosphate Rock Mining	Traded	
				212393	212	Other Chemical and Fertilizer Mineral Mining	Traded	
				212399	212	All Other Nonmetallic Mineral Mining	Traded	
				213115	213	Support Activities for Nonmetallic Minerals (except Fuels) Mining	Traded	
Related Clusters		Construction; Distribution & eCommerce;						

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the

area(shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Kipton Quarries falls into both the construction industry cluster and the mining cluster. It is unlikely that additional businesses from the mining cluster would find the resources needed for expansion.

Table 31: Cluster Analysis – Performing Arts

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
37	Performing Arts	1	Performing Artists	711110	711	Theater Companies and Dinner Theaters	Traded	
				711120	711	Dance Companies	Traded	
				711130	711	Musical Groups and Artists	Traded	
				711190	711	Other Performing Arts Companies	Traded	Real Time Opera (PO BOX)
				711510	711	Independent Artists, Writers, and Performers	Traded	Mckay Lodge Conservation Lab, VS Modern Design
		2	Promoters and Managers	711310	711	Promoters of Performing Arts, Sports, and Similar Events with Facilities	Traded	
				711320	711	Promoters of Performing Arts, Sports, and Similar Events without Facilities	Traded	
				711410	711	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures	Traded	
				Related Clusters Music; Marketing; Business Services; Video Production; Education; Insurance;				

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area(shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Oberlin is strength in the performing arts cluster and subclusters. Strengthening this cluster could happen with expansion of related businesses.

Table 32: Cluster Analysis – Plastics

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
38	Plastics	1	Plastic Products	326111	326	Plastics Bag and Pouch Manufacturing	Traded	
				326122	326	Plastics Pipe and Pipe Fitting Manufacturing	Traded	
				326140	326	Polystyrene Foam Product Manufacturing	Traded	
				326150	326	Urethane and Other Foam Product (except Polystyrene) Manufacturing	Traded	
				326160	326	Plastics Bottle Manufacturing	Traded	
				326191	326	Plastics Plumbing Fixture Manufacturing	Traded	
				326199	326	All Other Plastics Product Manufacturing	Traded	
				339994	339	Broom, Brush, and Mop Manufacturing	Traded	
		2	Plastic Materials and Resins	325211	325	Plastics Material and Resin Manufacturing	Traded	J B Polymers Inc
				326112	326	Plastics Packaging Film and Sheet (including Laminated) Manufacturing	Traded	
				326113	326	Unlaminated Plastics Film and Sheet (except Packaging) Manufacturing	Traded	
				326121	326	Unlaminated Plastics Profile Shape Manufacturing	Traded	
				326130	326	Laminated Plastics Plate, Sheet (except Packaging), and Shape Manufacturing	Traded	
		Related Clusters	Medical Devices; Recreational Goods; Lighting; Downstream Chemicals; Metalworking; Jewelry; Automotive; Production Technology; Downstream Metals; Printing;					

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Some plastics businesses benefit from being in proximity to others, with shared resourcing and reprocessing of waste products possible.

Table 33: Cluster Analysis – Printing Services

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
39	Printing Services	2	Support Activities for Printing	323120	323	Support Activities for Printing	Traded	
		3	Printing Services	323111	323	Commercial Printing (except Screen and Books)	Traded	RRD Labels, Oberlin College Printing Services
				323113	323	Commercial Screen Printing	Traded	
				323117	323	Books Printing	Traded	
		4	Greeting Card Printing and Publishing	511191	511	Greeting Card Publishers	Traded	
Related Clusters	Leather Products; Apparel; Marketing; Paper & Packaging; Insurance; Business Services; Plastics; Education;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

The printing services cluster represents an opportunity for business activity expansion in the Oberlin area, given the strength of existing businesses.

Table 34: Cluster Analysis – Production Technology and Heavy Metal Machinery 1 of 2

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
40	Production Technology and Heavy Machinery	1	Industrial Machinery	333241	333	Food Product Machinery Manufacturing	Traded			
				333243	333	Sawmill, Woodworking, and Paper Machinery Manufacturing	Traded			
				333244	333	Printing Machinery and Equipment Manufacturing	Traded			
				333249	333	Other Industrial Machinery Manufacturing	Traded			
				333993	333	Packaging Machinery Manufacturing	Traded			
				333999	333	All Other Miscellaneous General Purpose Machinery Manufacturing	Traded			
		2	Agricultural and Construction Machinery and Components	333111	333	Farm Machinery and Equipment Manufacturing	Traded	AgriNomix LLC		
				333112	333	Lawn and Garden Tractor and Home Lawn and Garden Equipment Manufacturing	Traded			
				333120	333	Construction Machinery Manufacturing	Traded			
				333131	333	Mining Machinery and Equipment Manufacturing	Traded			
				333611	333	Turbine and Turbine Generator Set Units Manufacturing	Traded			
				333612	333	Speed Changer, Industrial High-Speed Drive, and Gear Manufacturing	Traded			
				333613	333	Mechanical Power Transmission Equipment Manufacturing	Traded			
				333618	333	Other Engine Equipment Manufacturing	Traded			
				336510	336	Railroad Rolling Stock Manufacturing	Traded			
		3	Air Handling Equipment	333413	333	Industrial and Commercial Fan and Blower and Air Purification Equipment Manufacturing	Traded			
				333414	333	Heating Equipment (except Warm Air Furnaces) Manufacturing	Traded			
				333415	333	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	Traded			
		Related Clusters	Downstream Metals; Metalworking; Lighting; Automotive; Recreational Goods; Medical Devices; Plastics;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

AgriNomix may be benefiting from its rural location near agricultural customers in north central to central Ohio. There may be related manufacturers who could contribute to a micro-cluster in the Oberlin business area.

Table 35: Cluster Analysis – Production Technology and Heavy Metal Machinery 2 of 2

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
40	Production Technology and Heavy Machinery	4	Commercial and Service Industry Machinery	333318	333	Other Commercial and Service Industry Machinery Manufacturing	Traded	
		5	Moving and Material Handling Equipment	333921	333	Elevator and Moving Stairway Manufacturing	Traded	
				333922	333	Conveyor and Conveying Equipment Manufacturing	Traded	
				333923	333	Overhead Traveling Crane, Hoist, and Monorail System Manufacturing	Traded	
				333924	333	Industrial Truck, Tractor, Trailer, and Stacker Machinery Manufacturing	Traded	
		6	Process Equipment and Components	332911	332	Industrial Valve Manufacturing	Traded	
				332912	332	Fluid Power Valve and Hose Fitting Manufacturing	Traded	
				332919	332	Other Metal Valve and Pipe Fitting Manufacturing	Traded	
				332991	332	Ball and Roller Bearing Manufacturing	Traded	
				333911	333	Pump and Pumping Equipment Manufacturing	Traded	
				333912	333	Air and Gas Compressor Manufacturing	Traded	
				333913	333	Measuring and Dispensing Pump Manufacturing	Traded	
				333994	333	Industrial Process Furnace and Oven Manufacturing	Traded	
				333995	333	Fluid Power Cylinder and Actuator Manufacturing	Traded	
		333996	333	Fluid Power Pump and Motor Manufacturing	Traded			
333997	333	Scale and Balance Manufacturing	Traded					
339991	339	Gasket, Packing, and Sealing Device Manufacturing	Traded					
Related Clusters	Downstream Metals; Metalworking; Lighting; Automotive; Recreational Goods; Medical Devices; Plastics;							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

It is not likely that heavy manufacturing would benefit from location in Oberlin.

Table 36: Cluster Analysis – Recreational and Small Electric Goods

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
41	Recreational and Small Electric Goods	1	Recreational and Decorative Goods	337920	337	Blind and Shade Manufacturing	Traded	
				339992	339	Musical Instrument Manufacturing	Traded	
				339993	339	Fastener, Button, Needle, and Pin Manufacturing	Traded	
				339999	339	All Other Miscellaneous Manufacturing	Traded	General Plug & Mfg
		2	Games, Toys, and Children's Vehicles	339930	339	Doll, Toy, and Game Manufacturing	Traded	
		3	Motorcycles and Bicycles	336991	336	Motorcycle, Bicycle, and Parts Manufacturing	Traded	
		4	Sporting and Athletic Goods	339920	339	Sporting and Athletic Goods Manufacturing	Traded	
5	Office Supplies	339940	339	Office Supplies (except Paper) Manufacturing	Traded			
6	Electric Housewares	335210	335	Small Electrical Appliance Manufacturing	Traded			
Related Clusters		Jewelry; Medical Devices; Distribution & eCommerce; Lighting; Plastics; Downstream Metals; Production Technology; Leather Products;						

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Other types of small manufacturing businesses may similarly benefit from location in Oberlin.

Table 37: Cluster Analysis – Transportation and Logistics

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses		
45	Transportation and Logistics	1	Air Transportation	481111	481	Scheduled Passenger Air Transportation	Traded			
				481112	481	Scheduled Freight Air Transportation	Traded			
				481212	481	Nonscheduled Chartered Freight Air Transportation	Traded			
				488111	488	Air Traffic Control	Traded			
				488119	488	Other Airport Operations	Traded	Lorain County Regl Airport-LPR		
				488190	488	Other Support Activities for Air Transportation	Traded			
				481211	481	Nonscheduled Chartered Passenger Air Transportation	Traded			
		2	Specialty Air Transportation	481219	481	Other Nonscheduled Air Transportation	Traded			
				488210	488	Support Activities for Rail Transportation	Traded			
		3	Ground Transportation Support Activities	488490	488	Other Support Activities for Road Transportation	Traded			
				488510	488	Freight Transportation Arrangement	Traded			
				488991	488	Packing and Crating	Traded			
				488999	488	All Other Support Activities for Transportation	Traded			
		4	Trucking	484121	484	General Freight Trucking, Long-Distance, Truckload	Traded			
				484230	484	Specialized Freight (except Used Goods) Trucking, Long-Distance	Traded			
		5	Bus Transportation	485210	485	Interurban and Rural Bus Transportation	Traded			
				485510	485	Charter Bus Industry	Traded			
		Related Clusters	Distribution & eCommerce							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Given its rural location away from major freeways, Oberlin is probably not a good location for transportation and logistics industries.

Table 38: Cluster Analysis – Wood Products

Cluster Code	Cluster Name	Subcluster Code	Subcluster Name	NAICS 2012	NAICS 3-Digit	Industry	Traded vs Local	Businesses
51	Wood Products	1	Wood Processing	321113	321	Sawmills	Traded	
				321114	321	Wood Preservation	Traded	
				321912	321	Cut Stock, Resawing Lumber, and Planing	Traded	
		2	Wood Components and Products	321211	321	Hardwood Veneer and Plywood Manufacturing	Traded	
				321212	321	Softwood Veneer and Plywood Manufacturing	Traded	
				321213	321	Engineered Wood Member (except Truss) Manufacturing	Traded	
				321214	321	Truss Manufacturing	Traded	
				321219	321	Reconstituted Wood Product Manufacturing	Traded	
				321911	321	Wood Window and Door Manufacturing	Traded	
				321918	321	Other Millwork (including Flooring)	Traded	
				321920	321	Wood Container and Pallet Manufacturing	Traded	
		321999	321	All Other Miscellaneous Wood Product Manufacturing	Traded			
		3	Prefabricated Wood Building	321992	321	Prefabricated Wood Building Manufacturing	Traded	B&B Tiny Houses Cabins And Sheds
Related Clusters	Furniture							

Tables 9 through 38: Cluster analysis helps to identify potential micro-clusters businesses which exist in the area (shaded in green), and those which could be recruited (unshaded). * this is a 2022 NAICS code. See text for further explanation. Source: KMDate, Harvard Cluster Mapping Project

Similar to miscellaneous manufacturing, other wood building industries may benefit from location in Oberlin.

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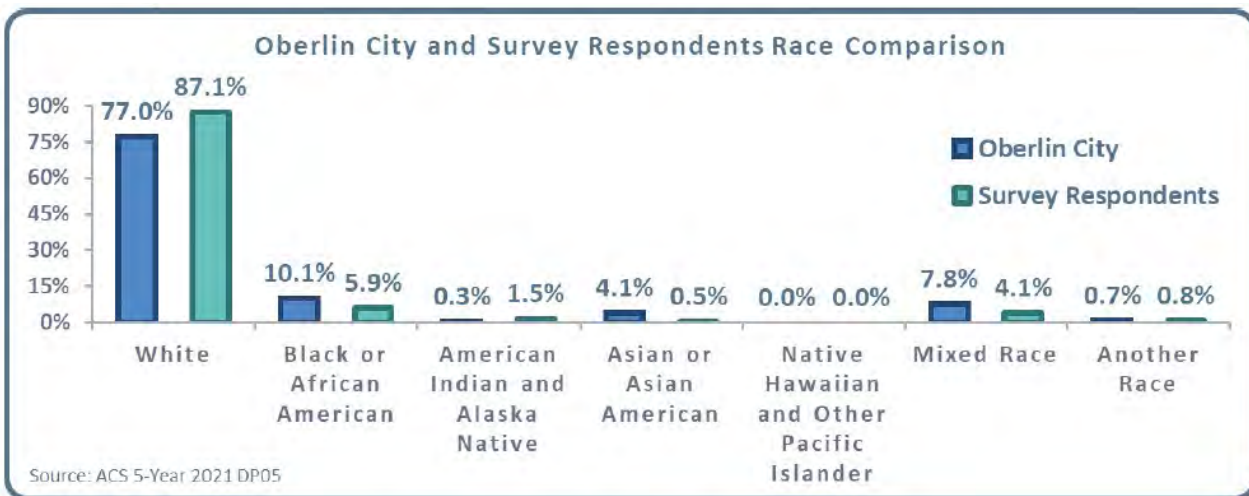
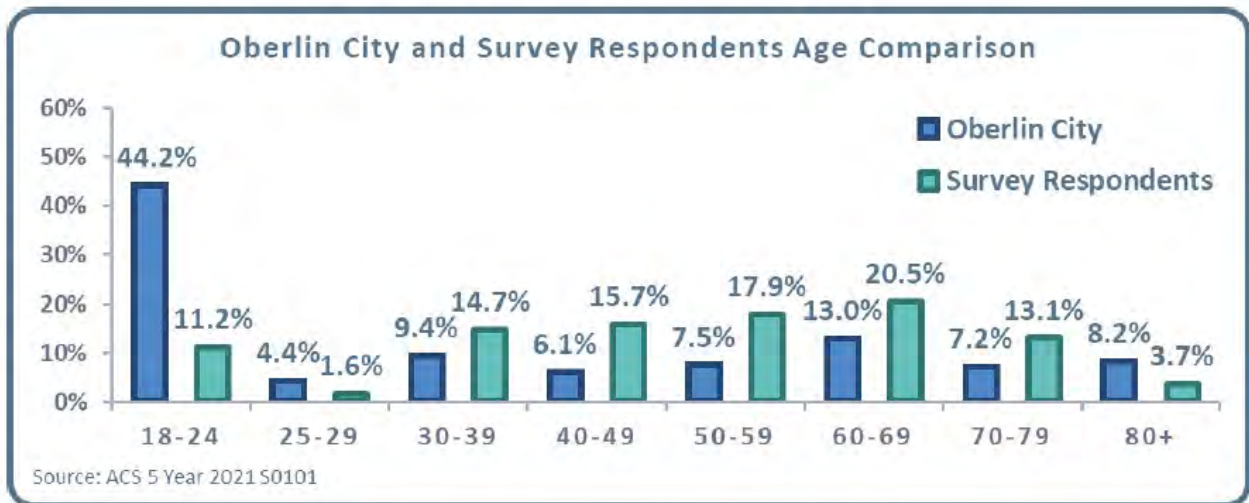
COMMUNITY SURVEY RESULTS

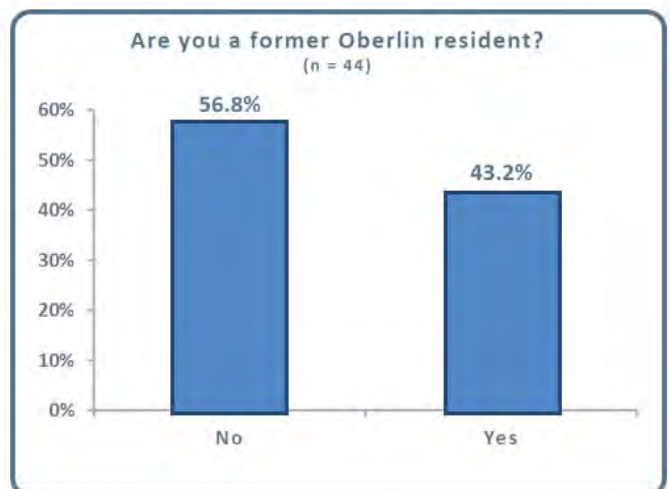
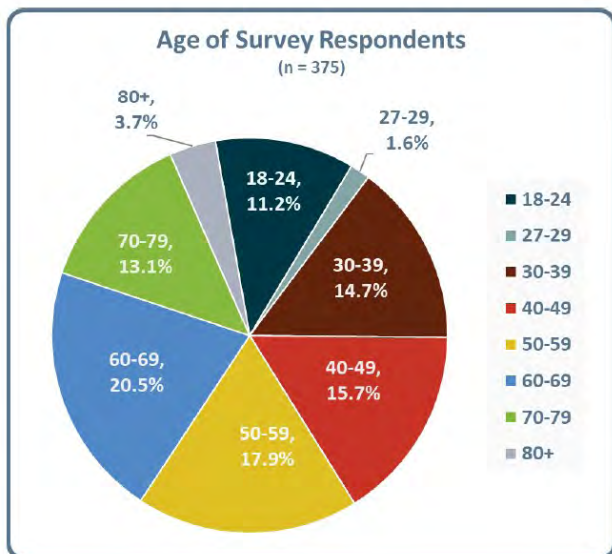
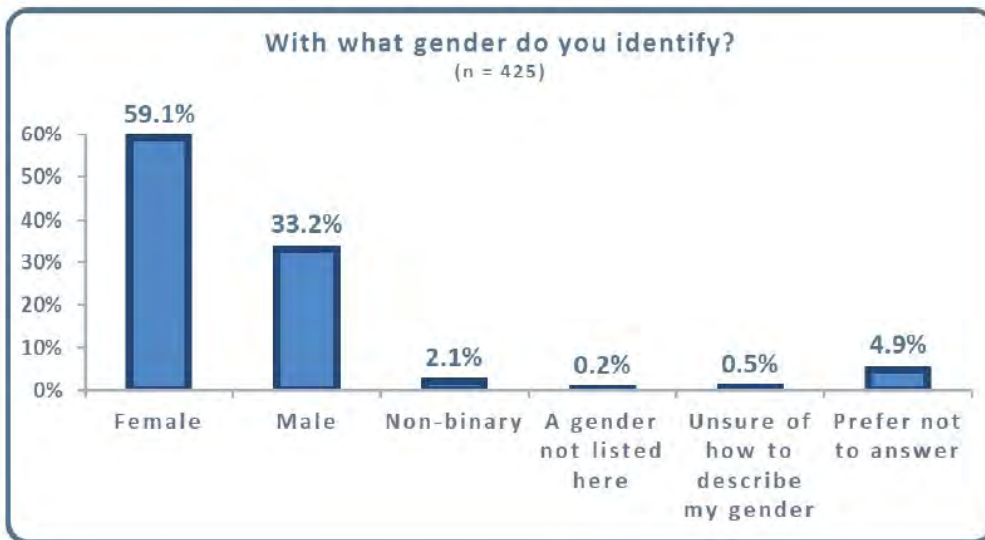
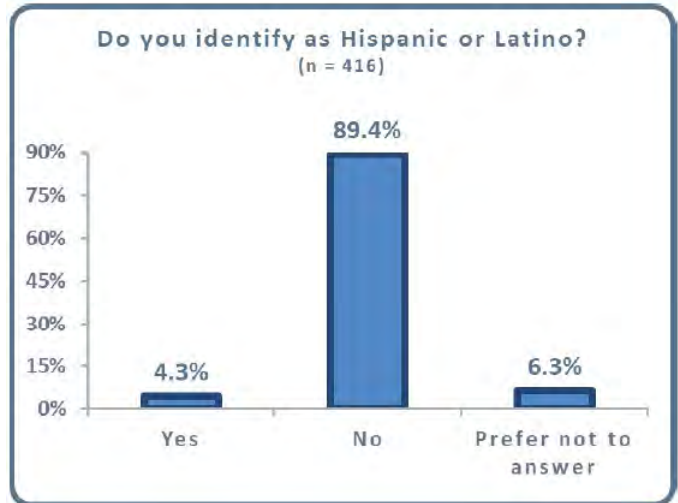
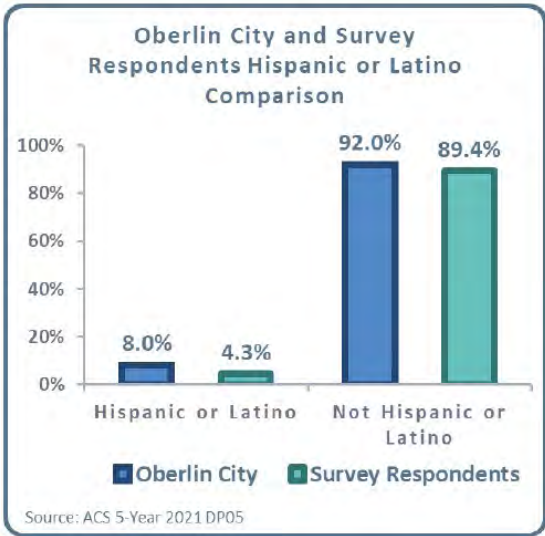
The survey was open from November 1, 2022 through December 4, 2022 and received 393 responses. The survey was re-opened from December 13, 2022 through January 31, 2023 and received an additional 162 responses. In total 555 responses were received over an 86 day period. The following pages summarize and highlight key themes and results from the survey.

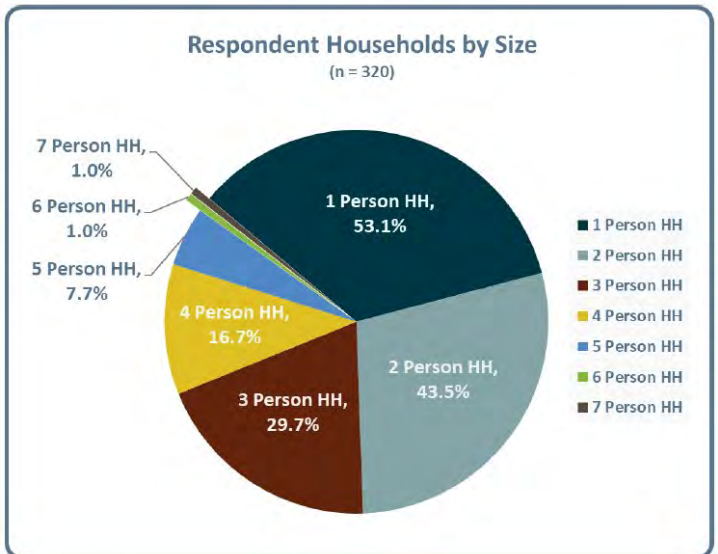
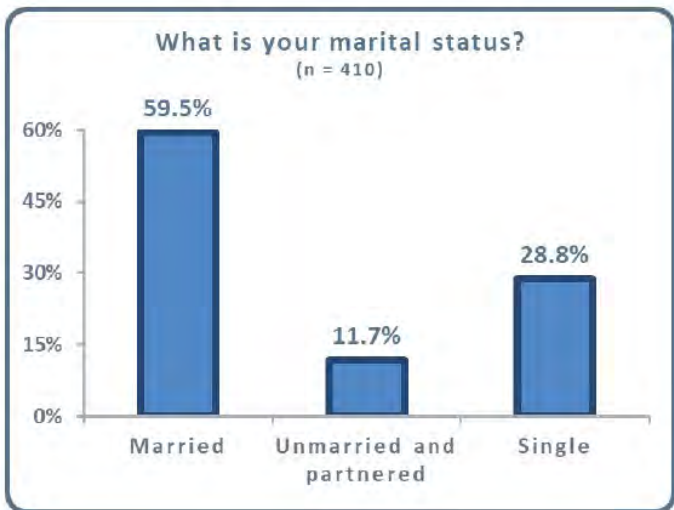
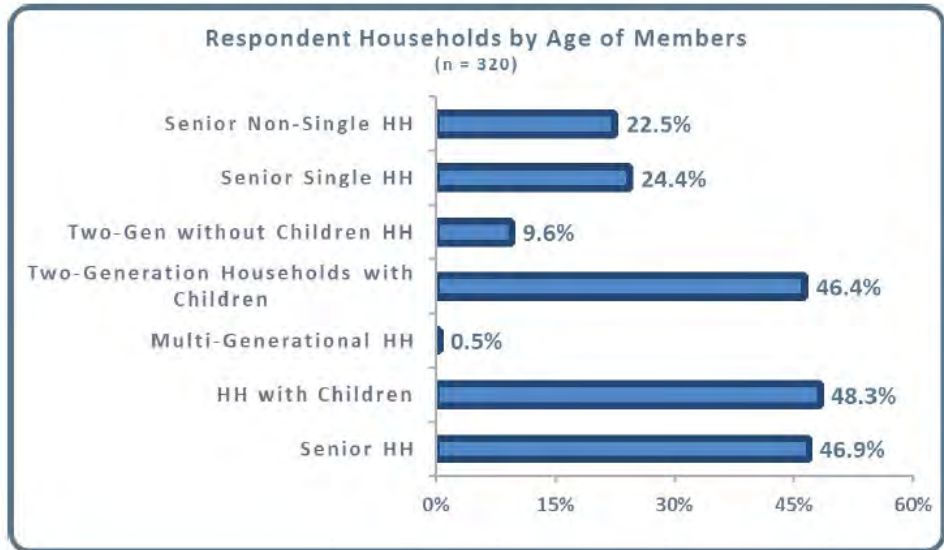
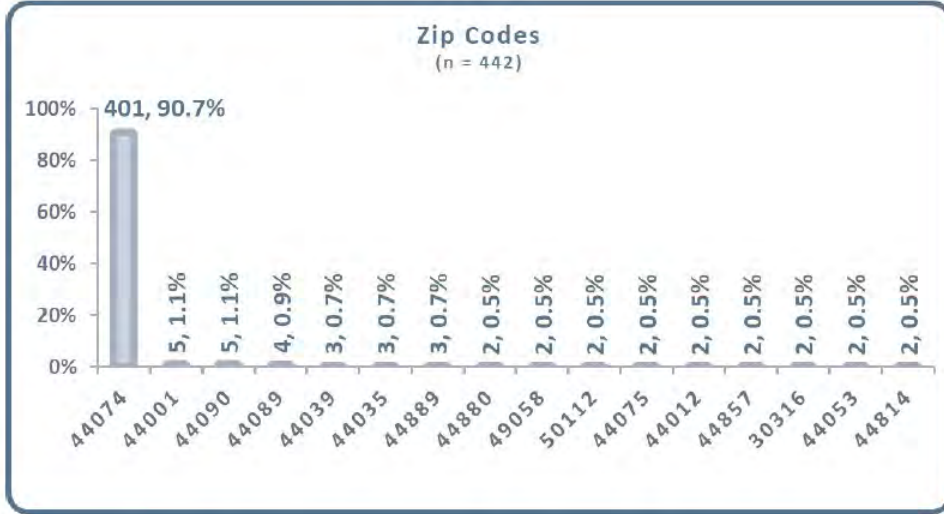
Note that survey respondents do not always add up to 100% with respondents choosing to not answer each question.

Demographics

Survey respondents overall reflected the City's demographics, but were on average older and more white than the City's population.

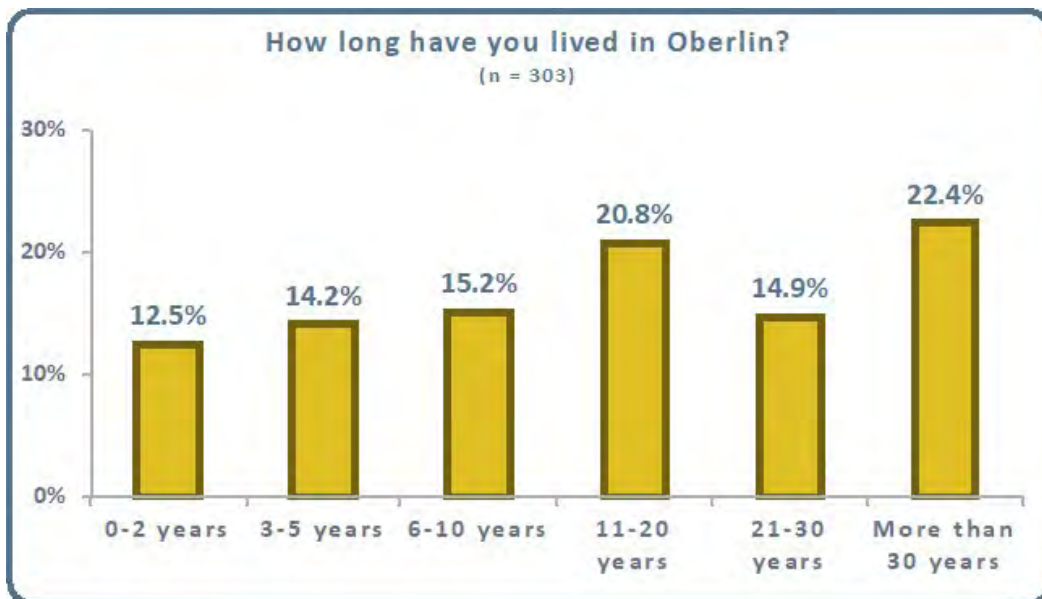


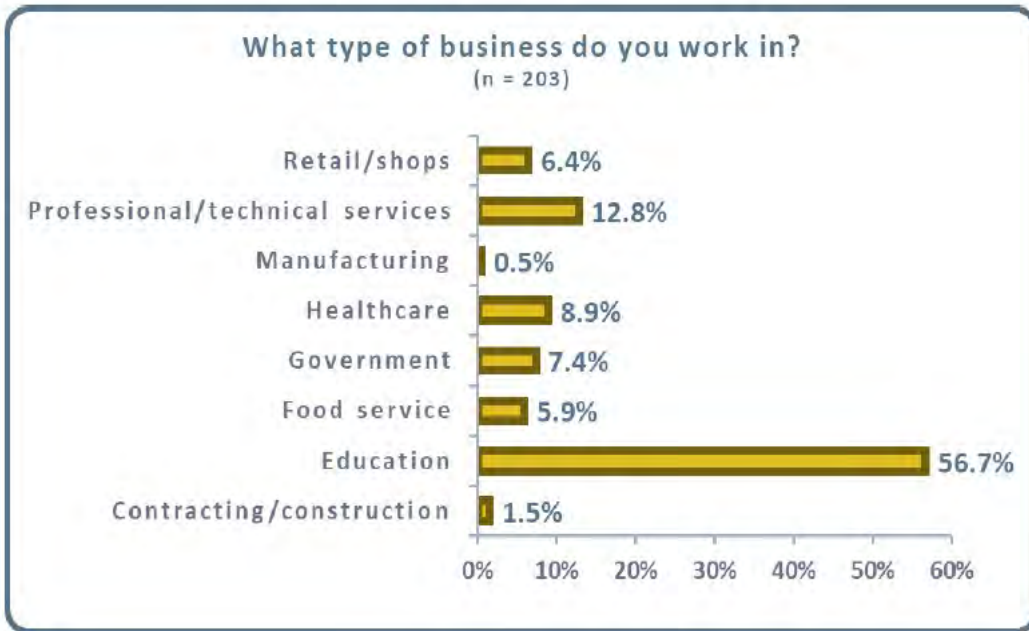
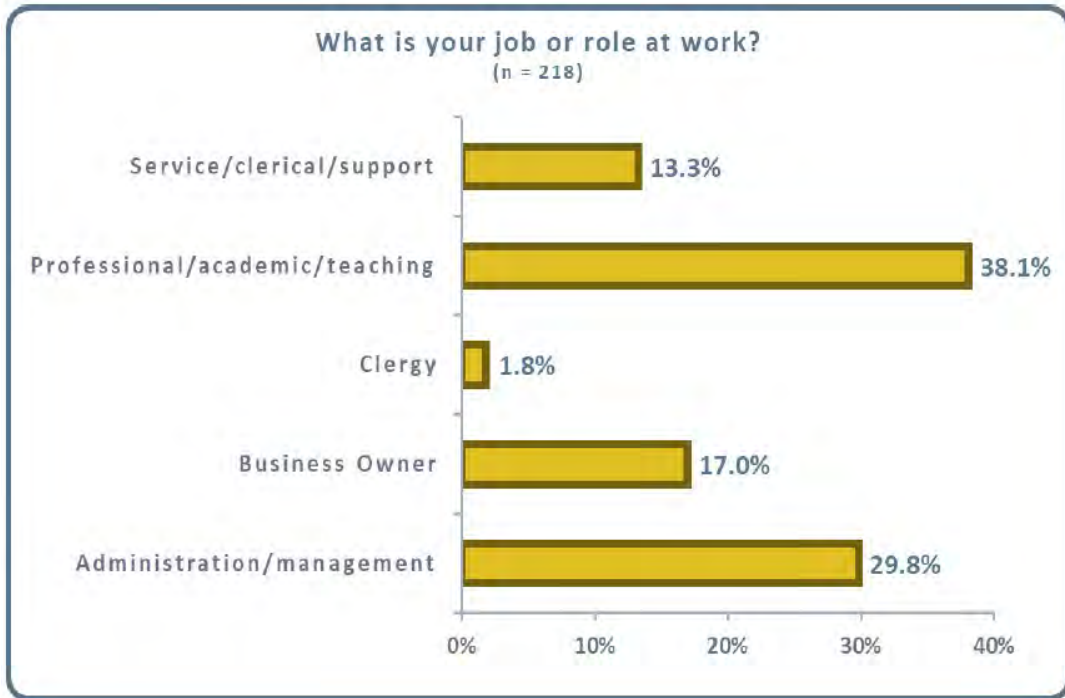




Connection to Oberlin

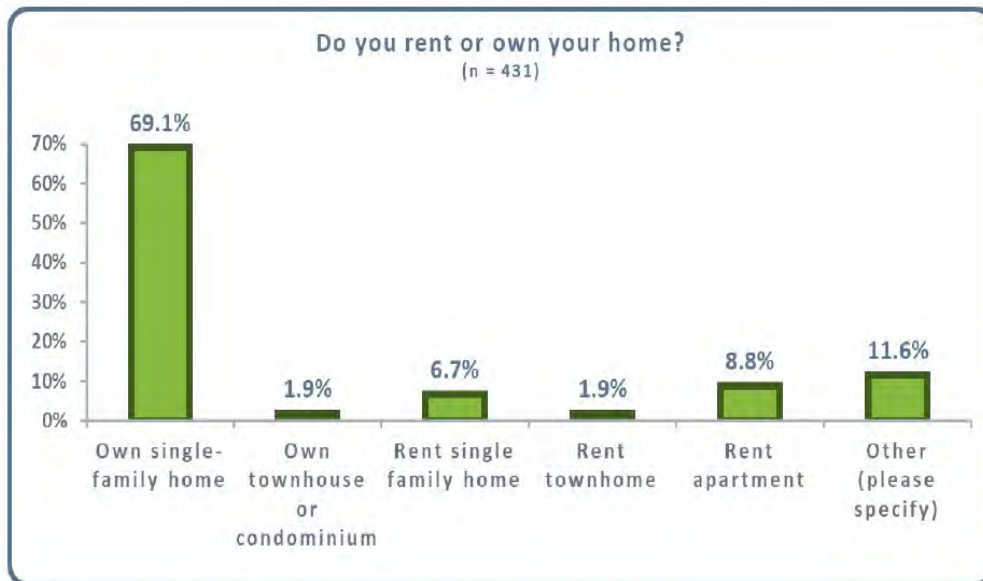
Most respondents are Oberlin residents, with a mix of those who have lived here a long time and those who are new. Most respondents who work are in education. Many survey takers who are not Oberlin residents are former residents.





Current Housing

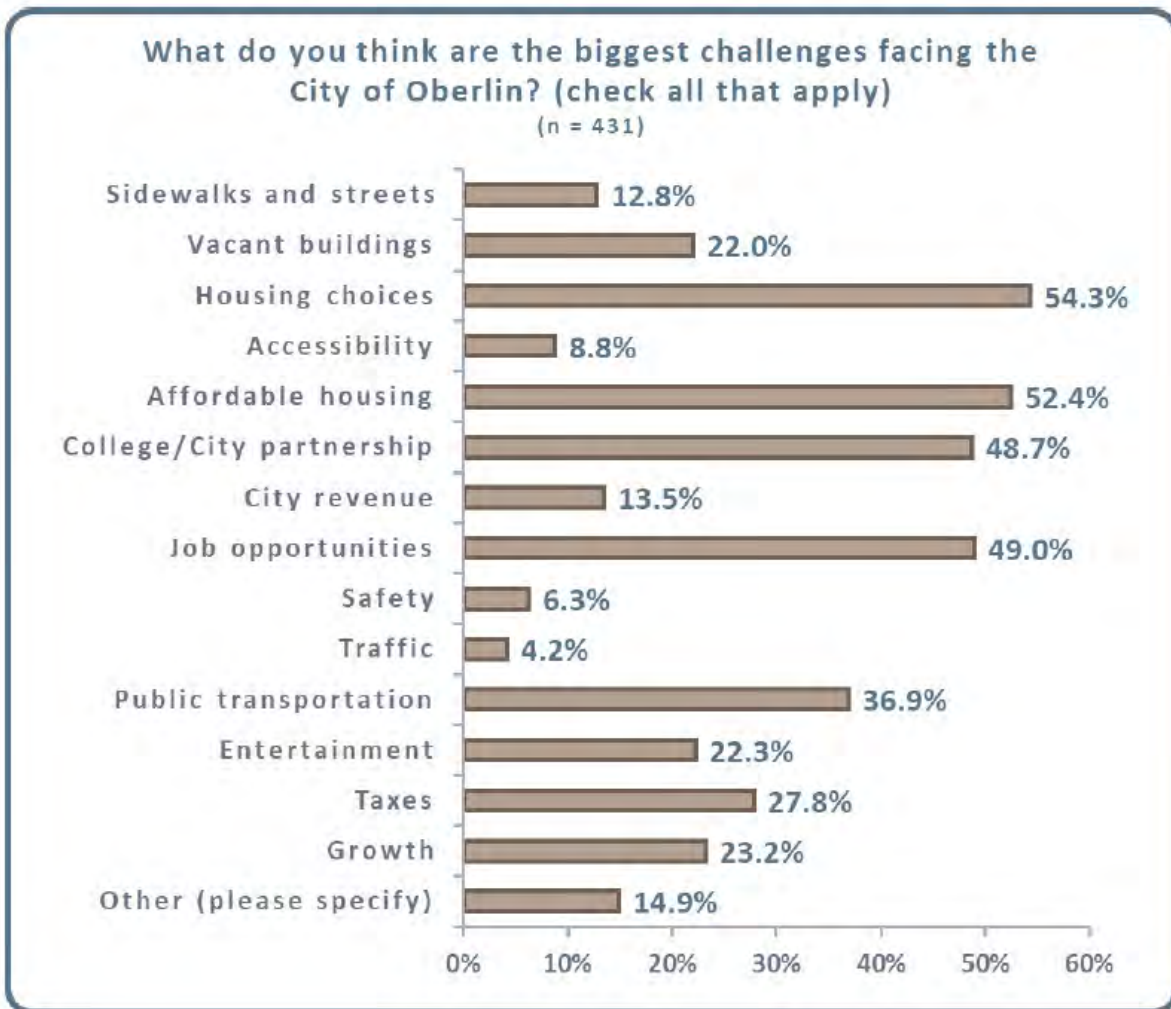
Most respondents currently own their homes. Most of those who do rent are paying between \$500 and \$1500 per month. 80% of owners are spending more than \$1000 per month on housing costs.

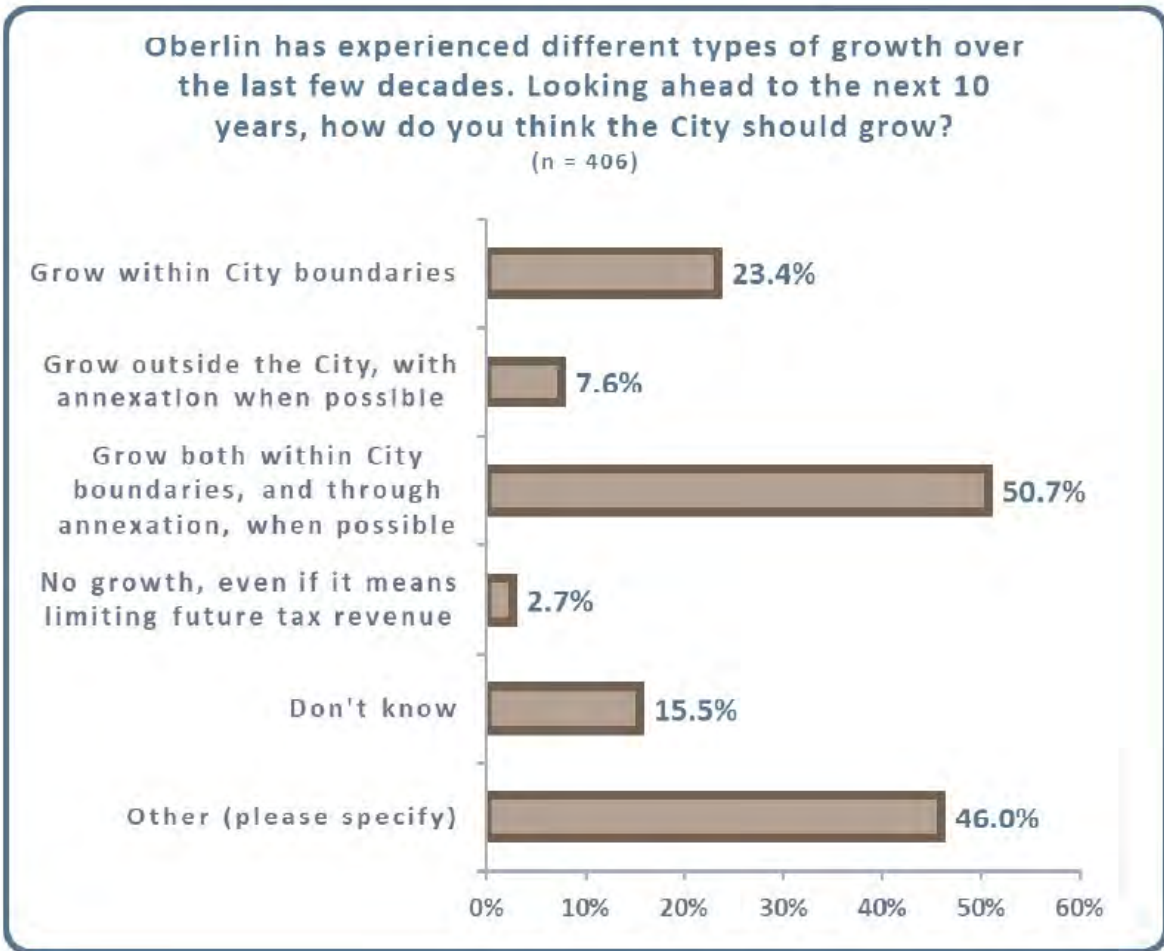


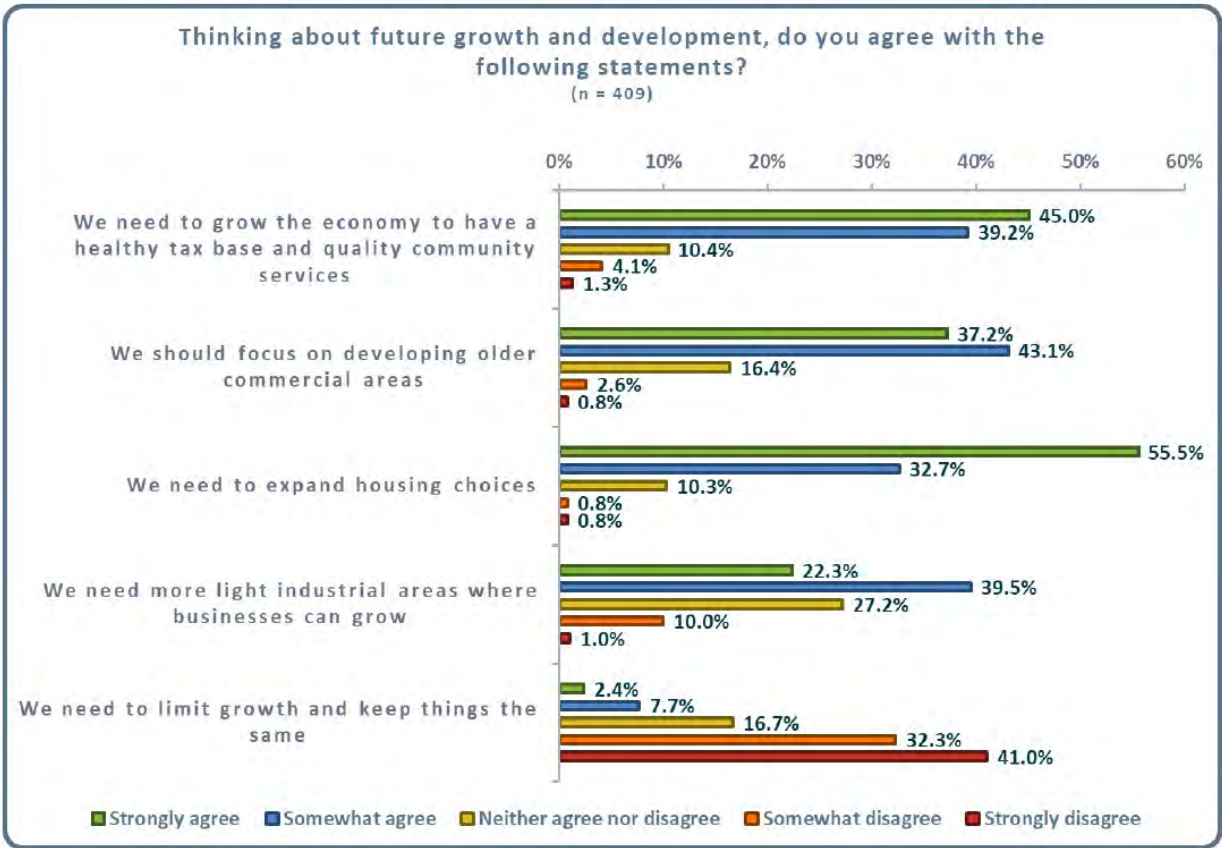


Growth & Challenges

There is a desire to see smart, sustainable growth in Oberlin that complements and maintains community values. Housing, job opportunities, public transportation, and city/college relationship were seen by the most respondents as challenges.

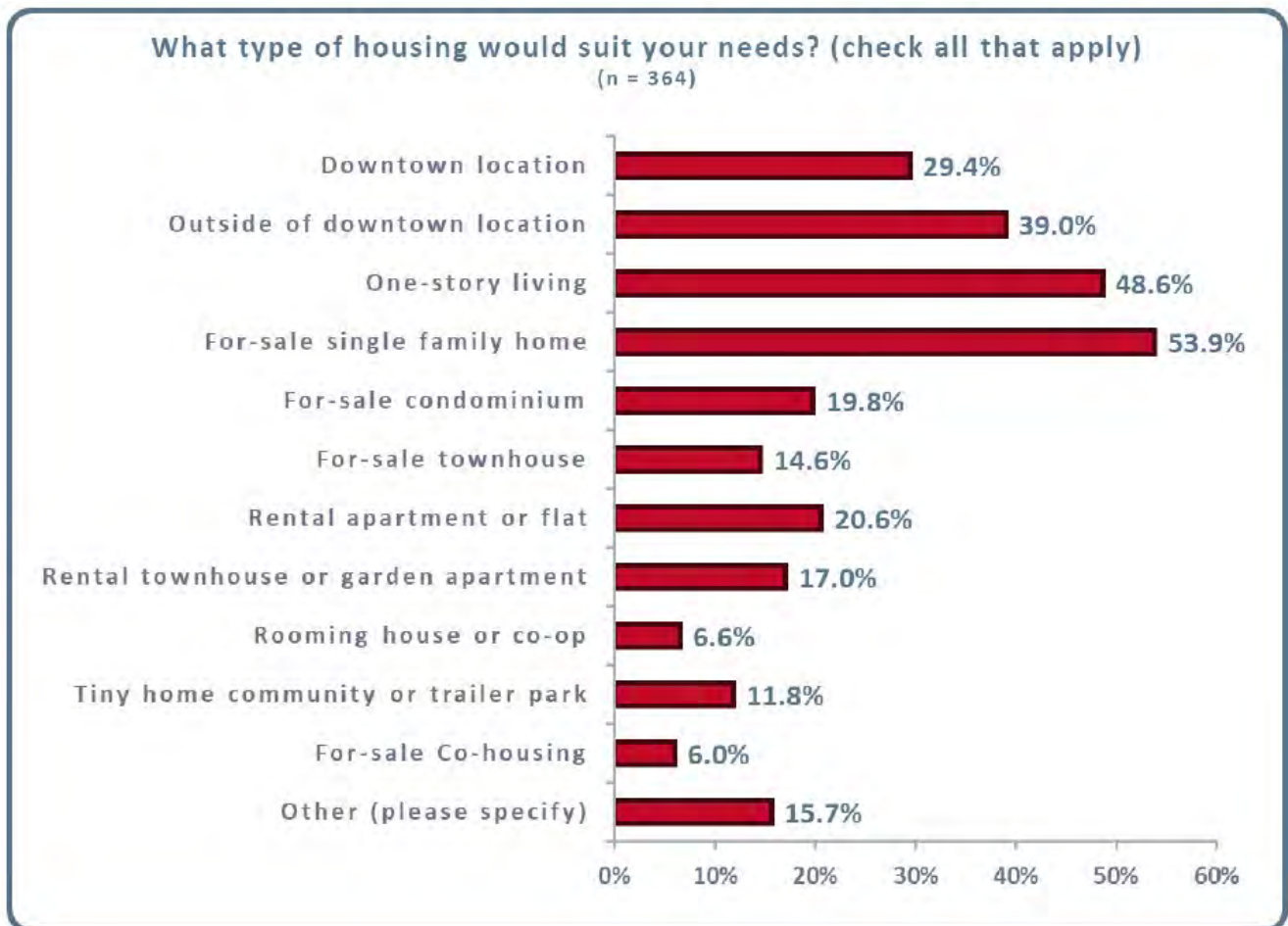






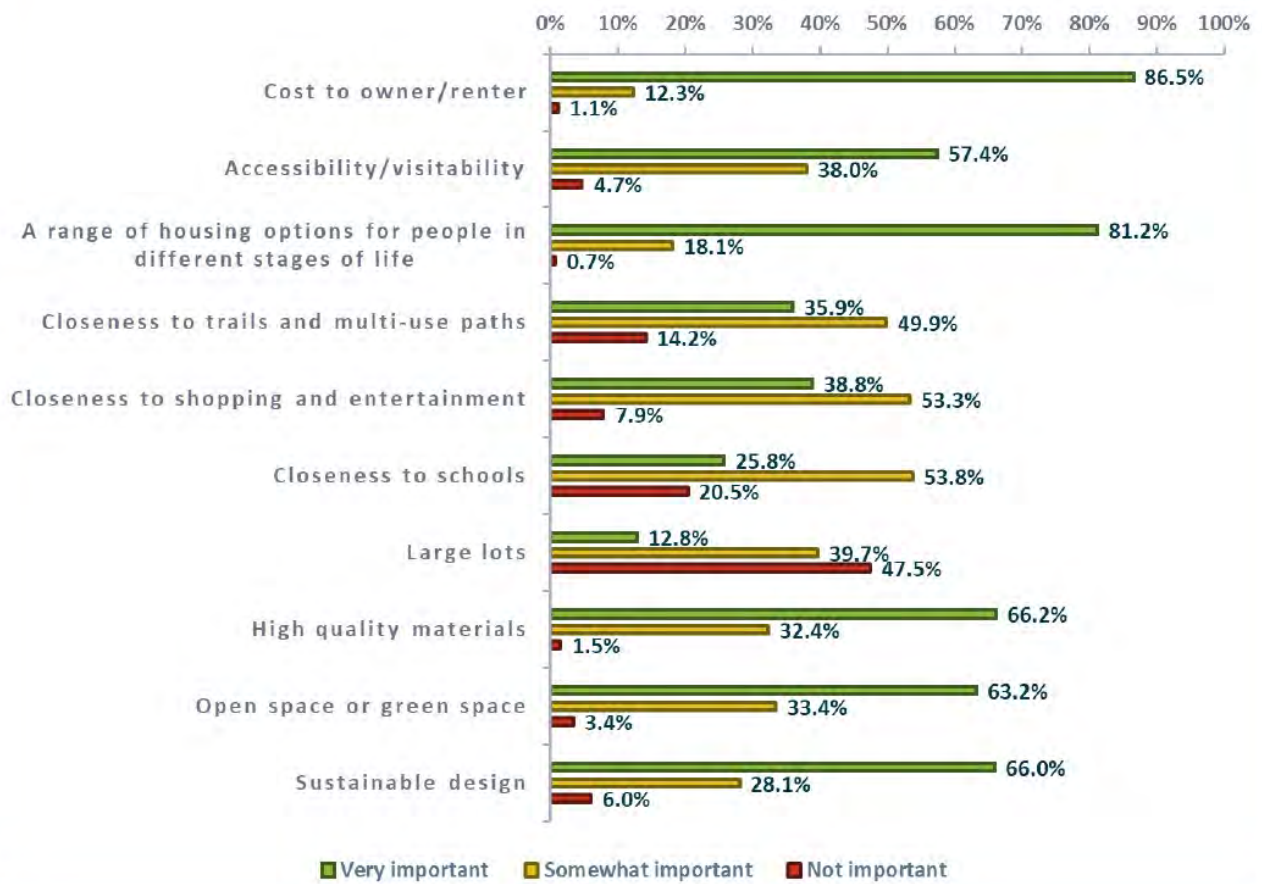
Future Housing

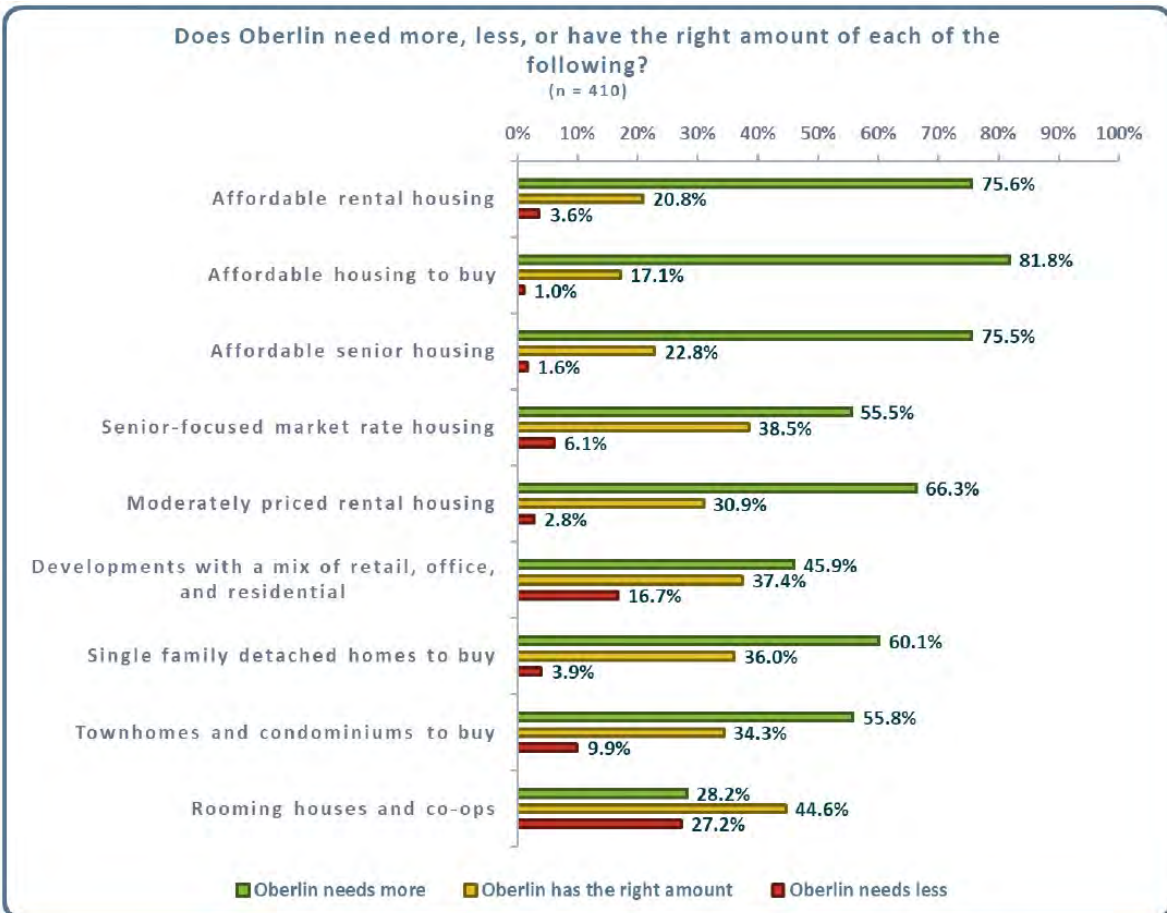
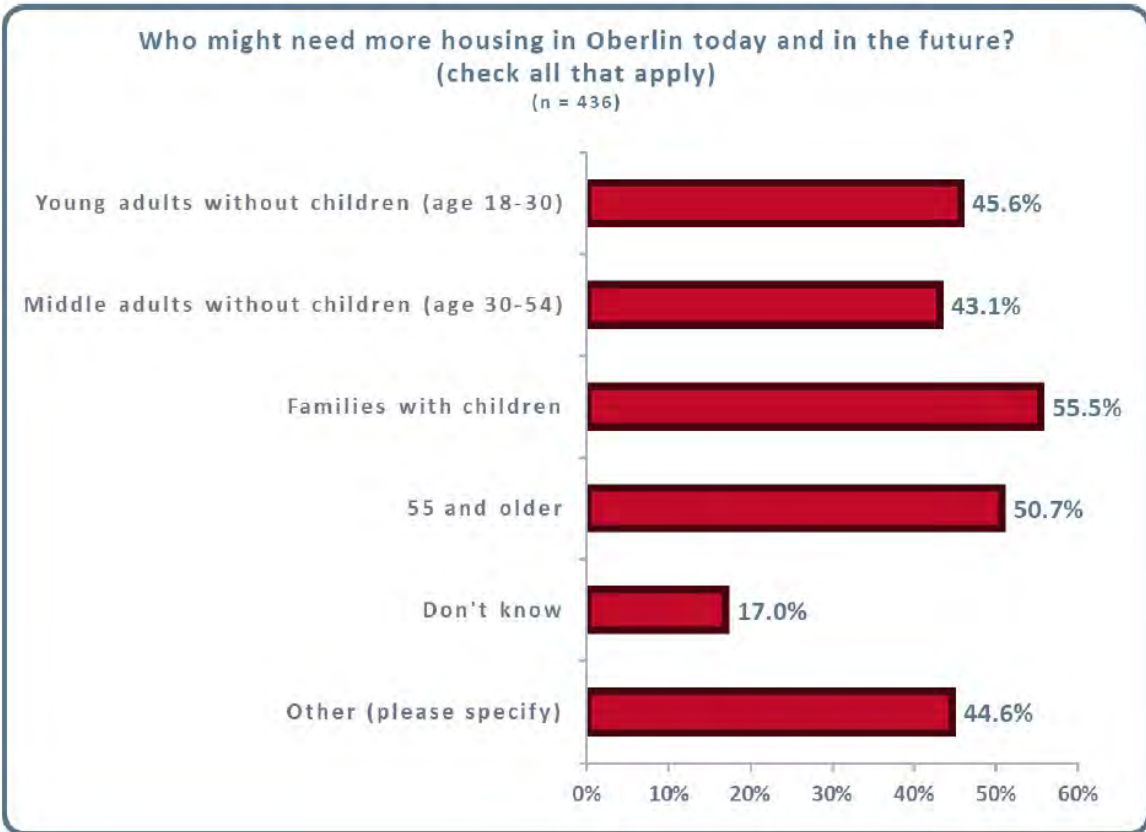
Respondents recognized a need to provide affordable housing and diversity to Oberlin's housing stock. High quality, sustainable design was also highly desirable.



What do you think is important for building new housing in Oberlin?

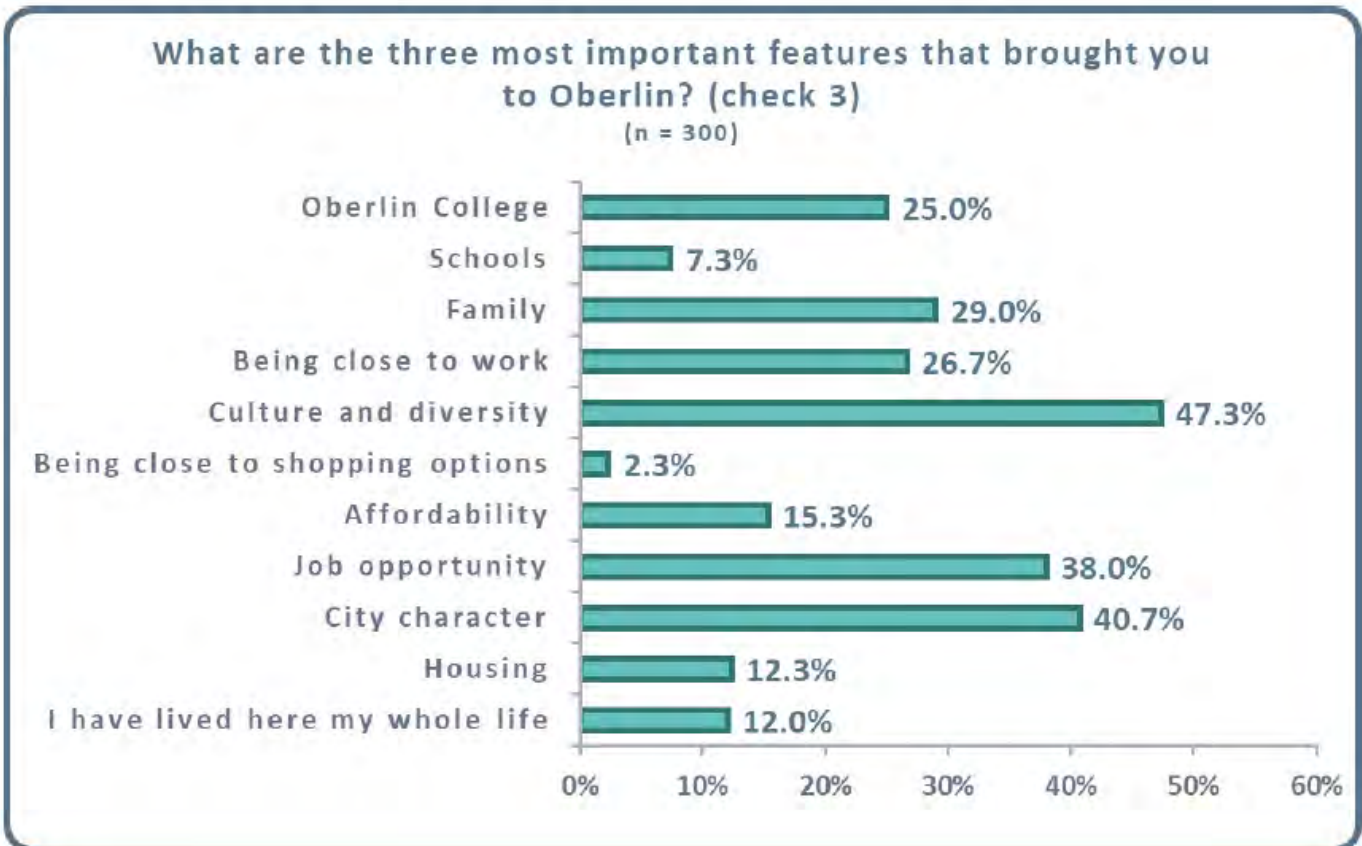
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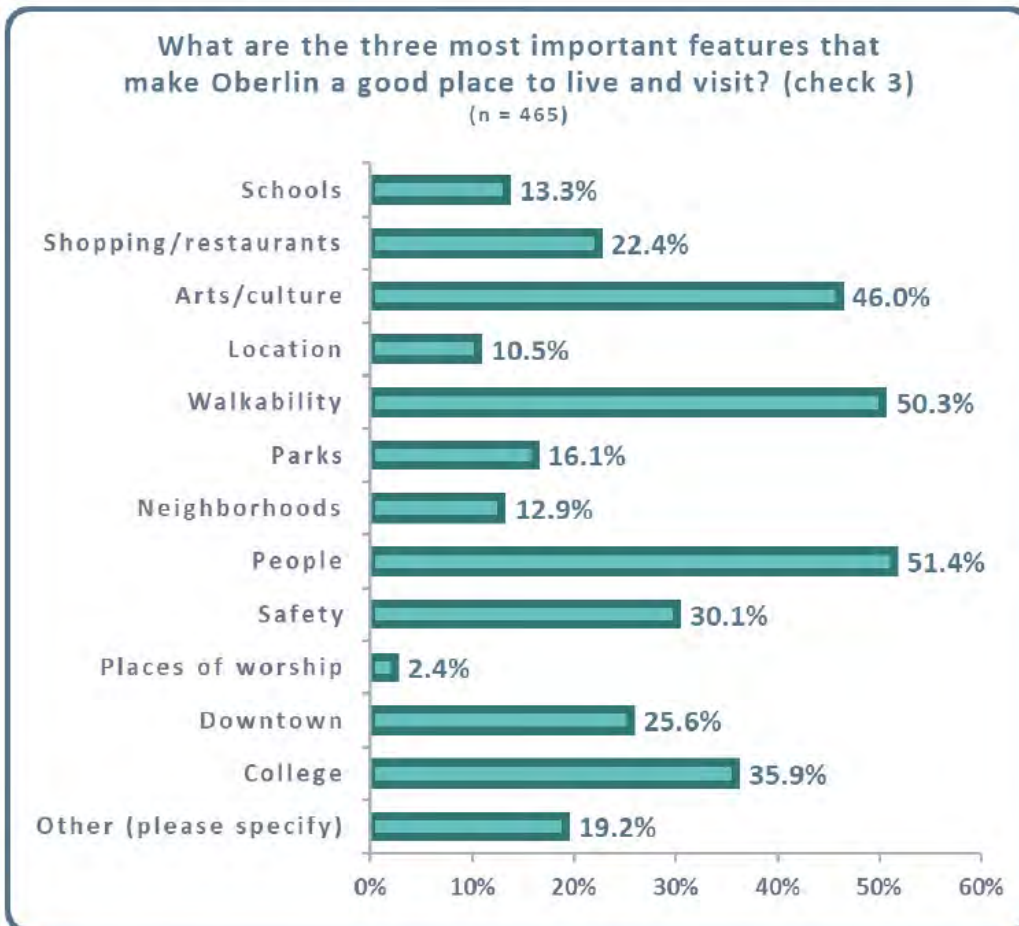
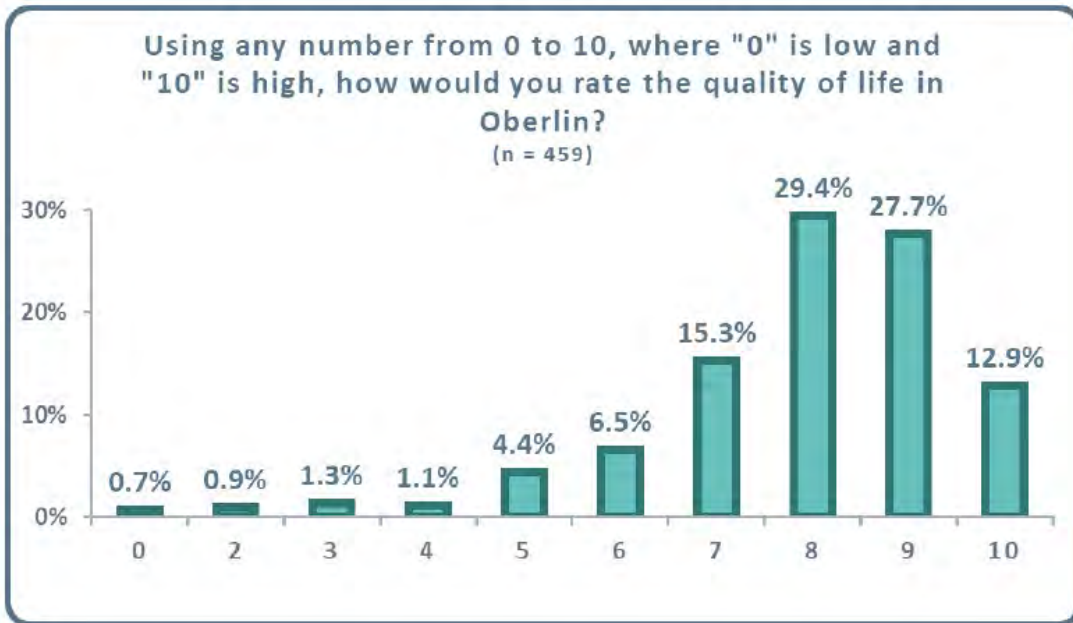


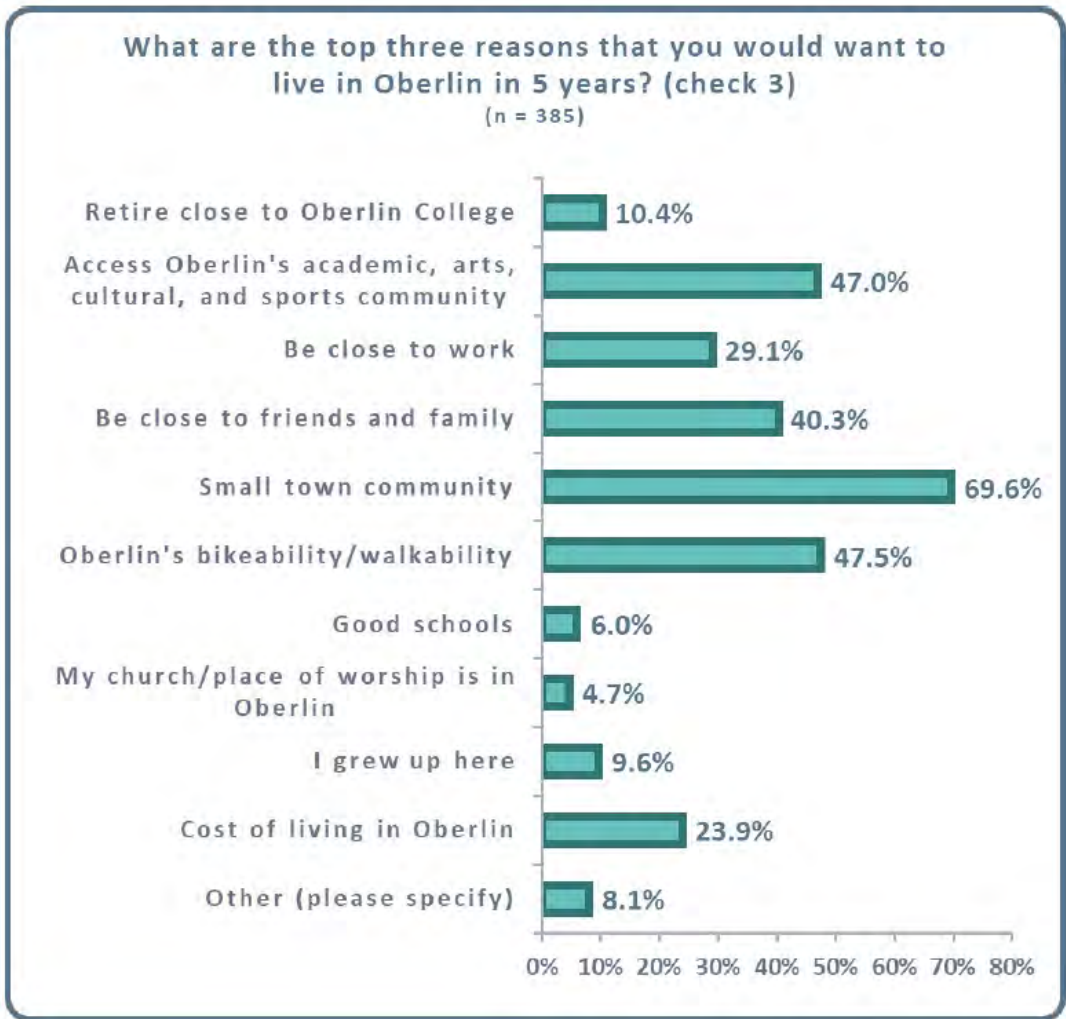
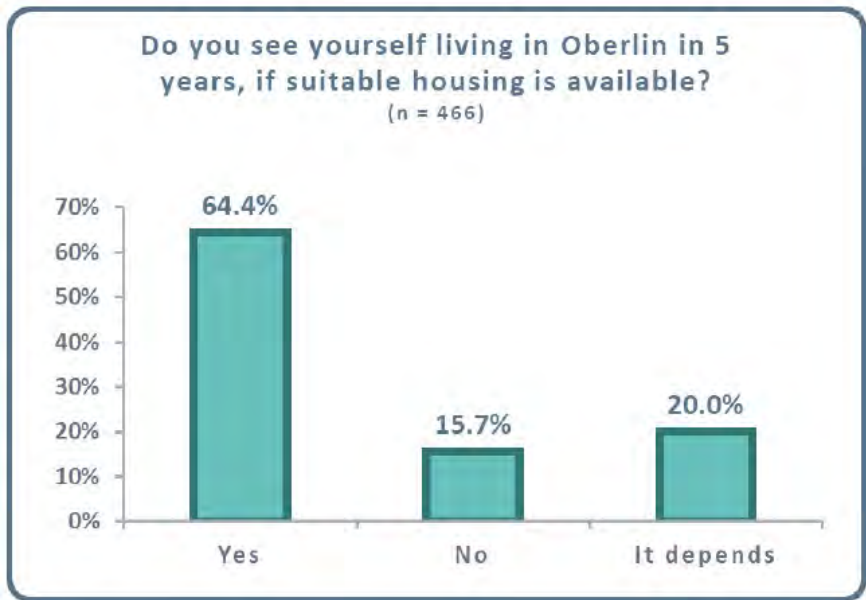
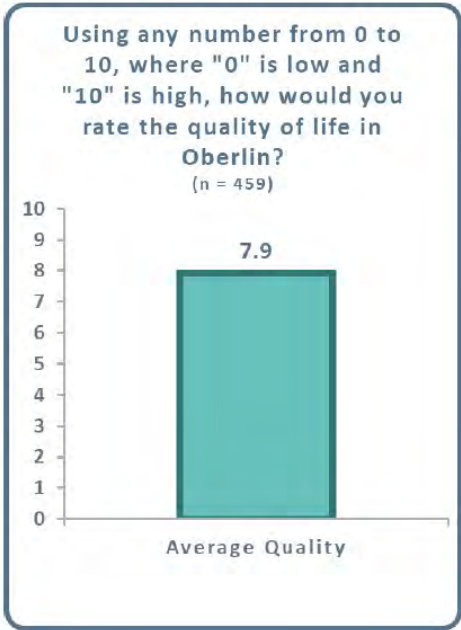


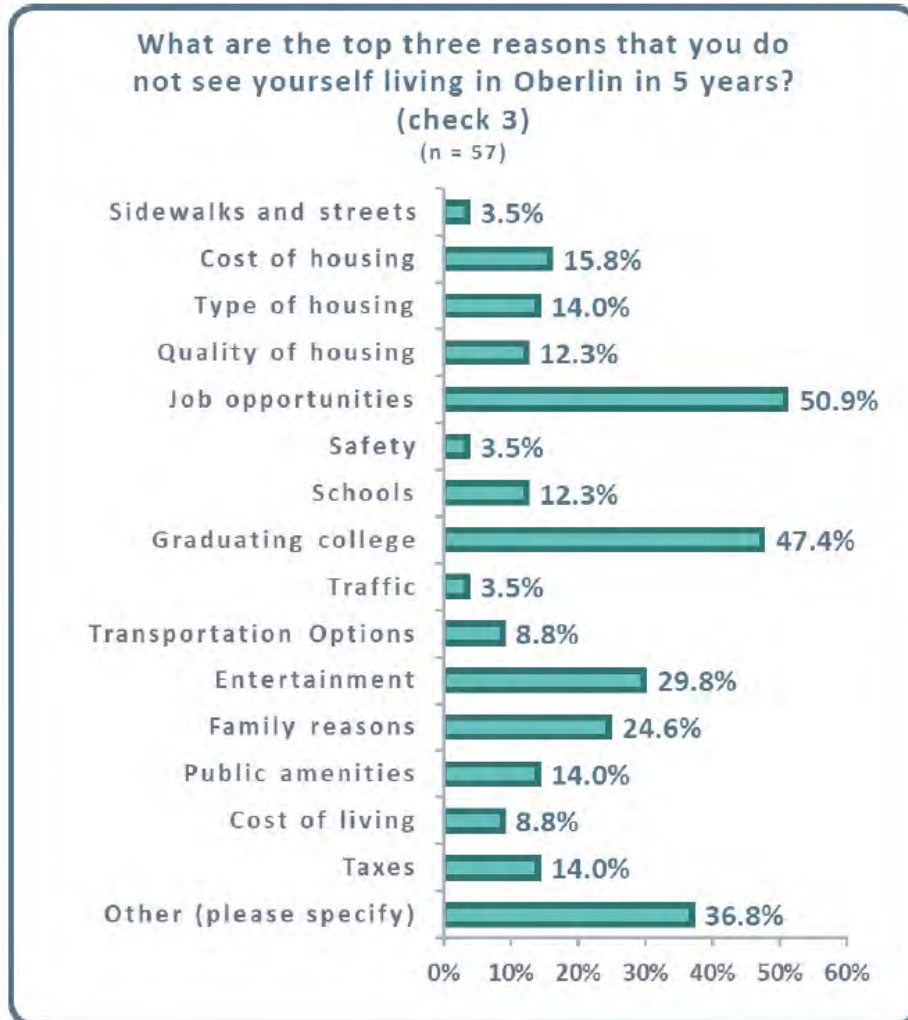
Quality of Life

Respondents indicated that they love the "small town, college, artsy" vibe of the city. It is part of the reason they live and stay in Oberlin.



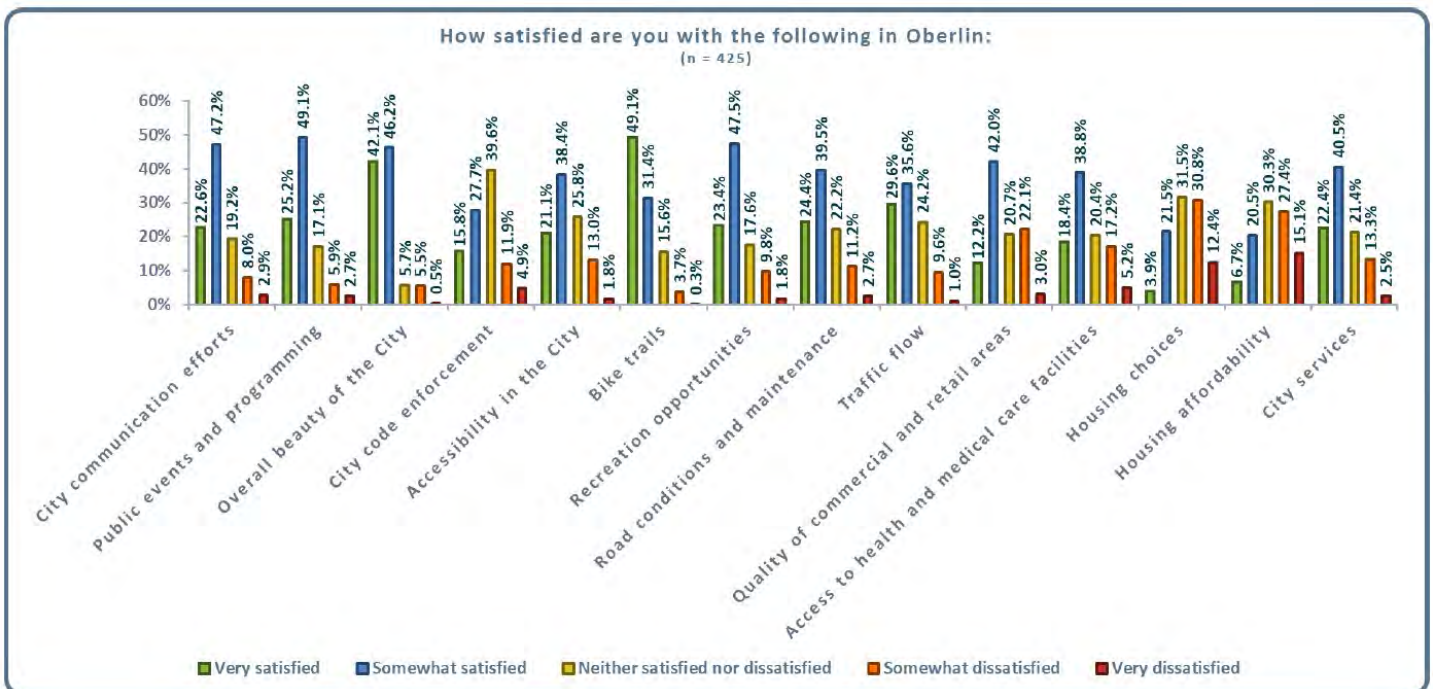






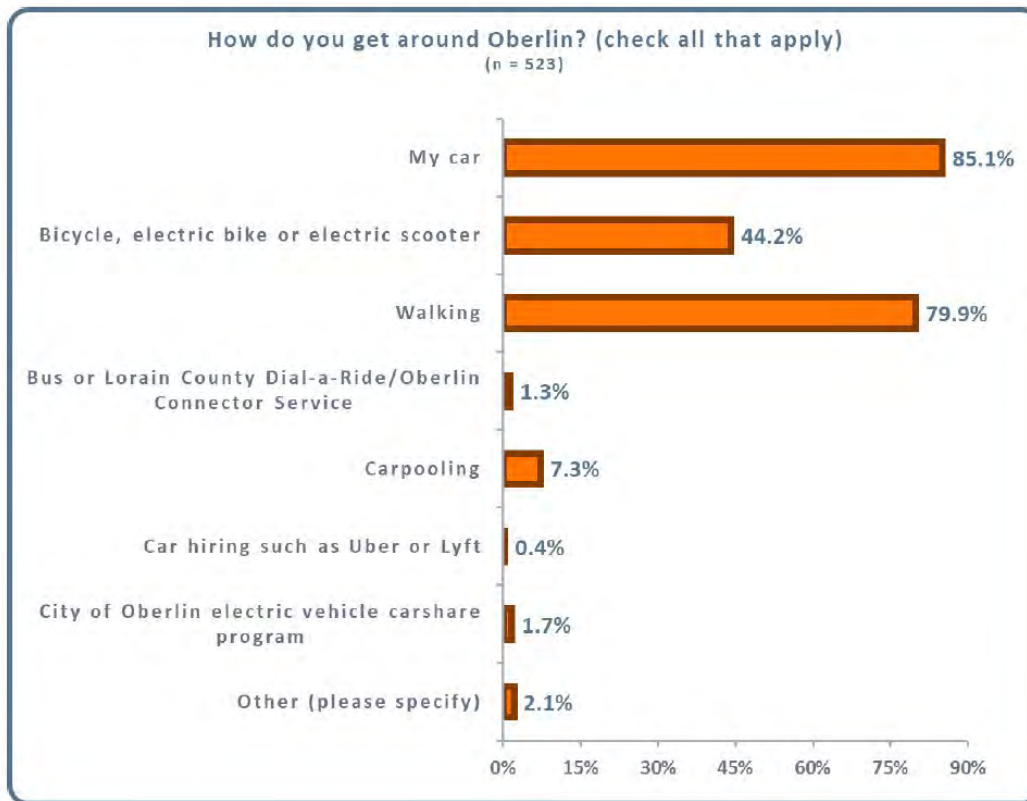
City Services

Majority of respondents are very or somewhat satisfied with a range of city services, with the exception of housing choice and affordability.



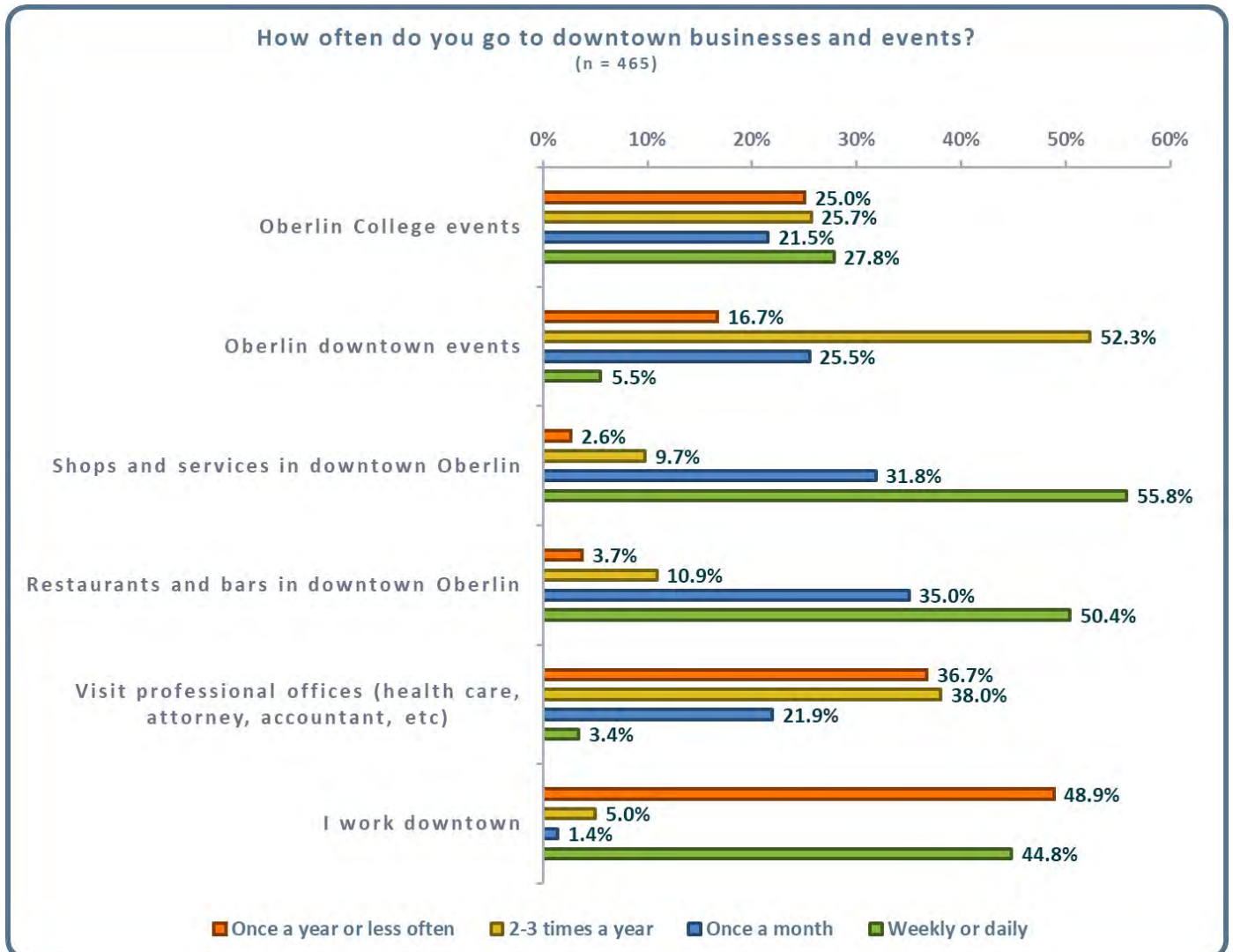
Transportation

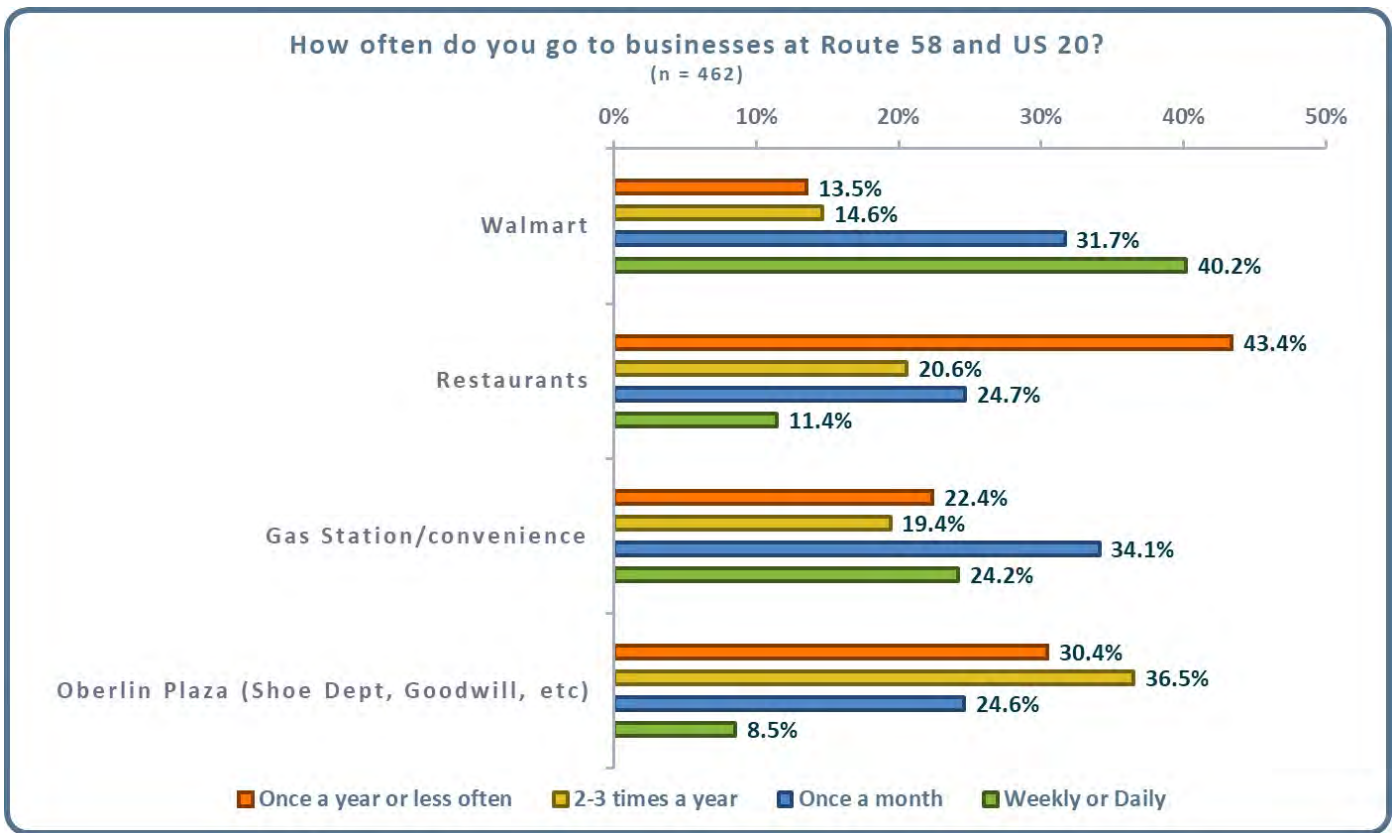
Most respondents drive around Oberlin, followed by walking. There is an opportunity for better public transportation. A small percentage are utilizing other means of transportation including e-bikes, skateboards, and scooters.



Downtown

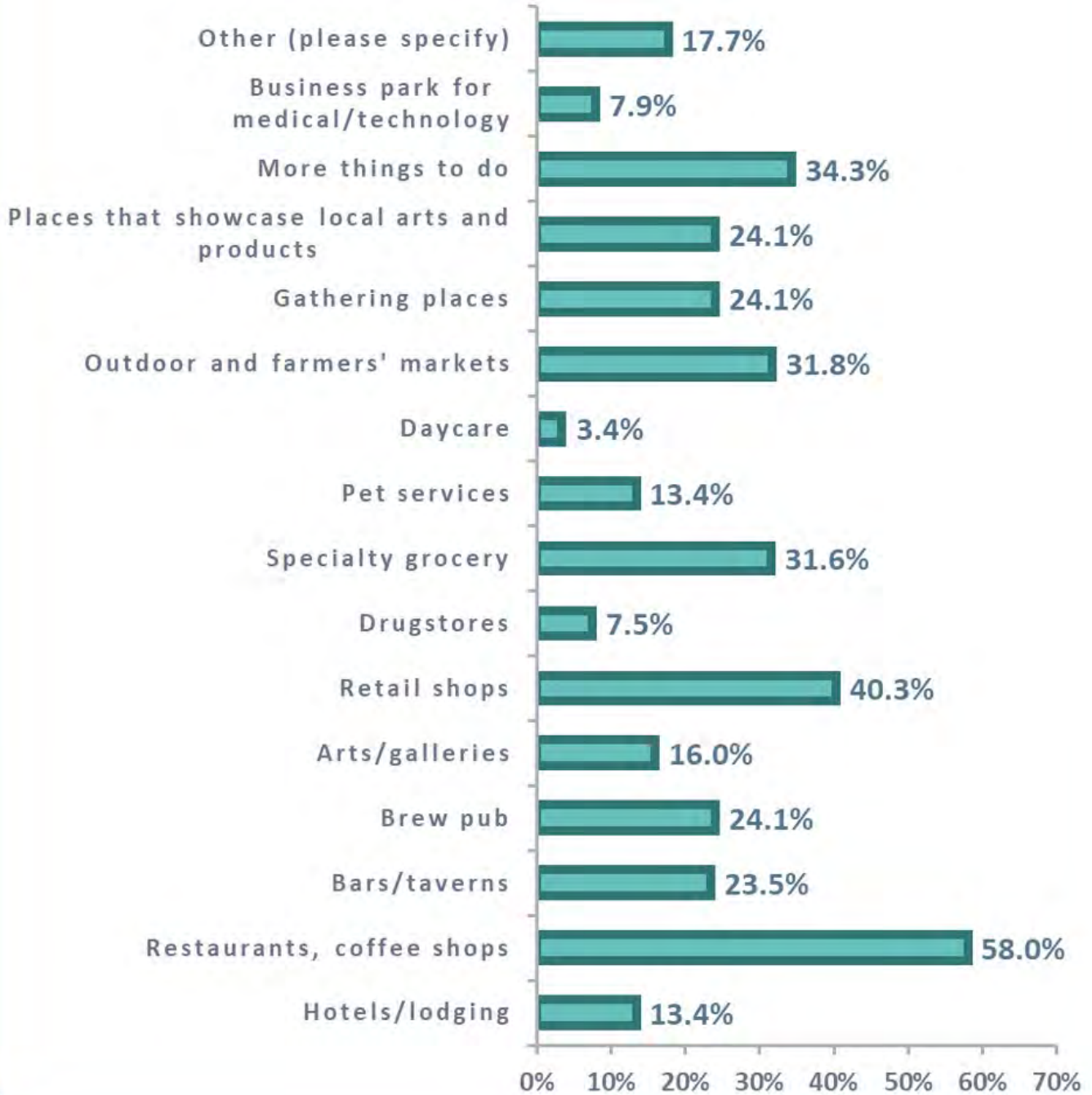
Survey respondents frequent downtown daily or weekly. Additional respondents feel safe (day/night) and would like more to do, such as different restaurants or retail stores.





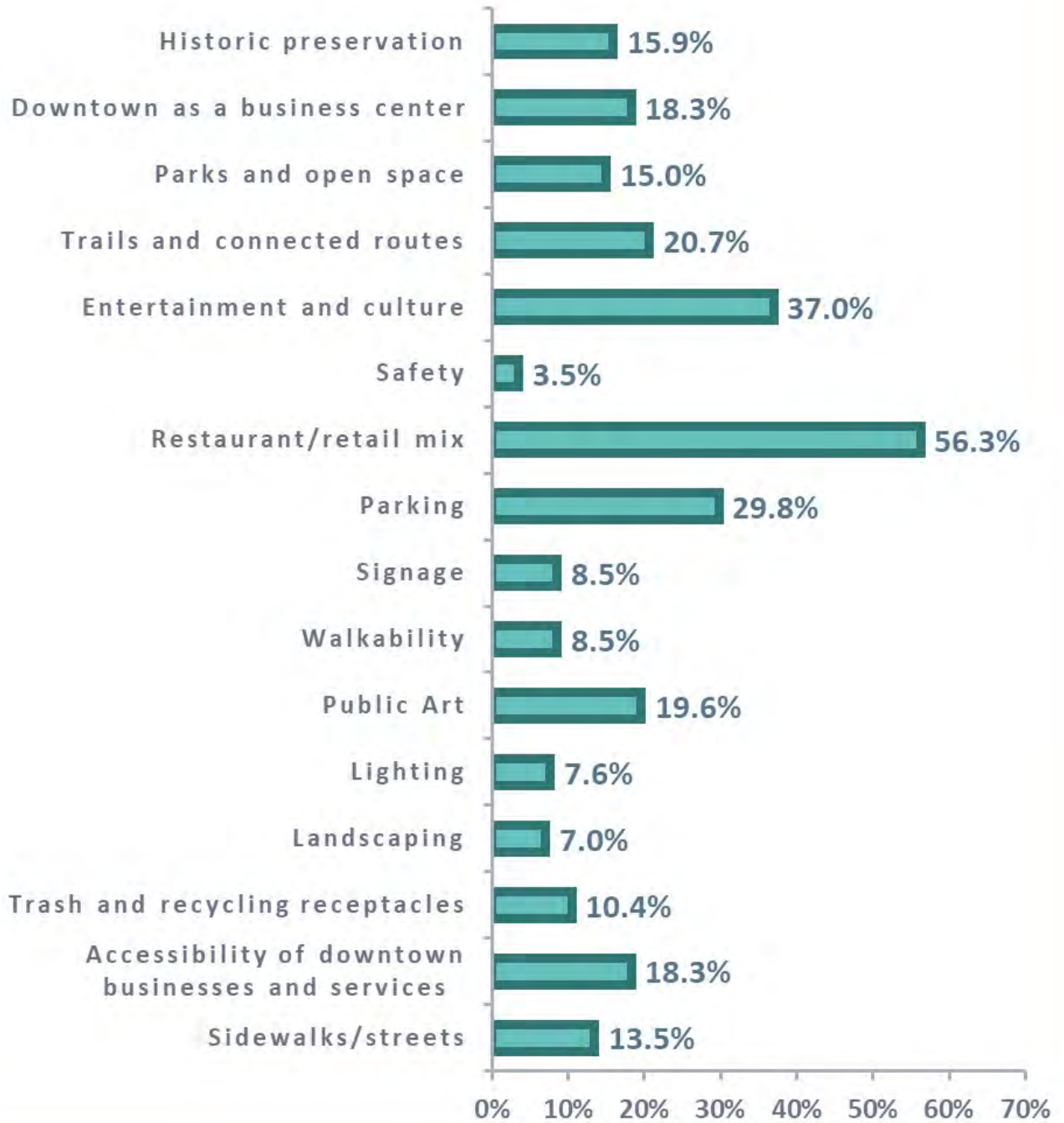
What are the three types of additional businesses and services you would most like to see in Oberlin?

(n = 469)



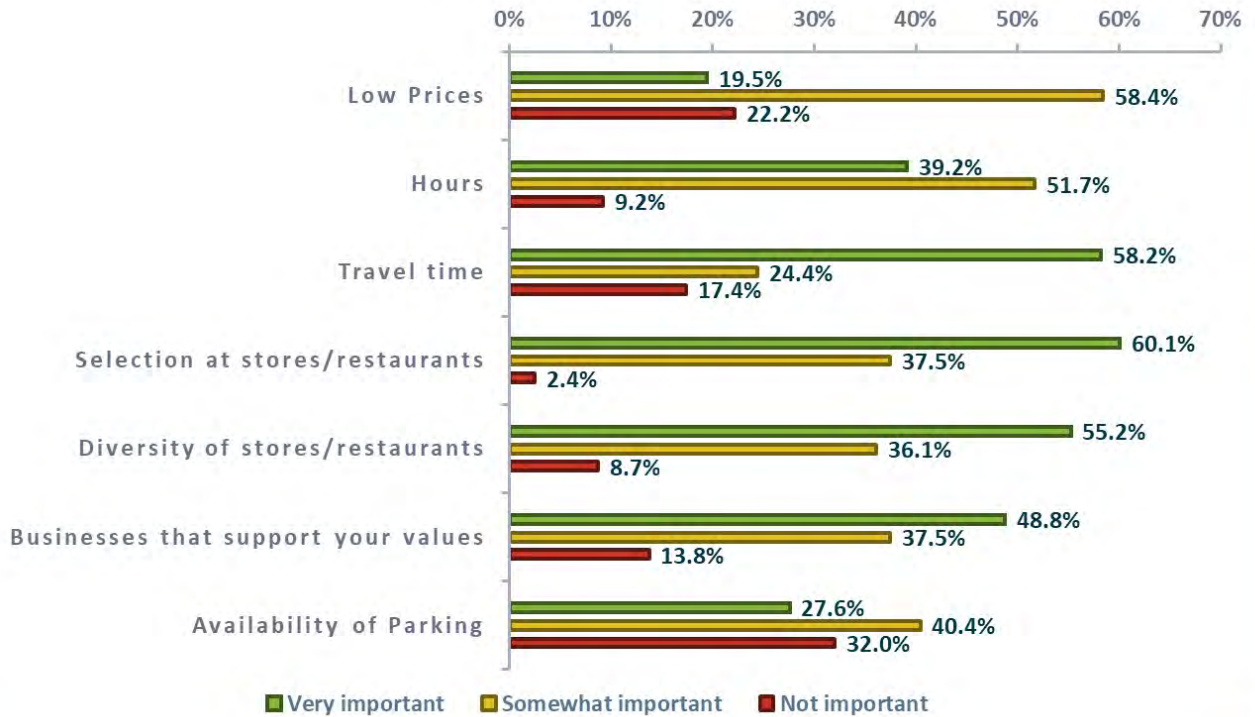
What three features of downtown Oberlin most need improvement? (check 3)

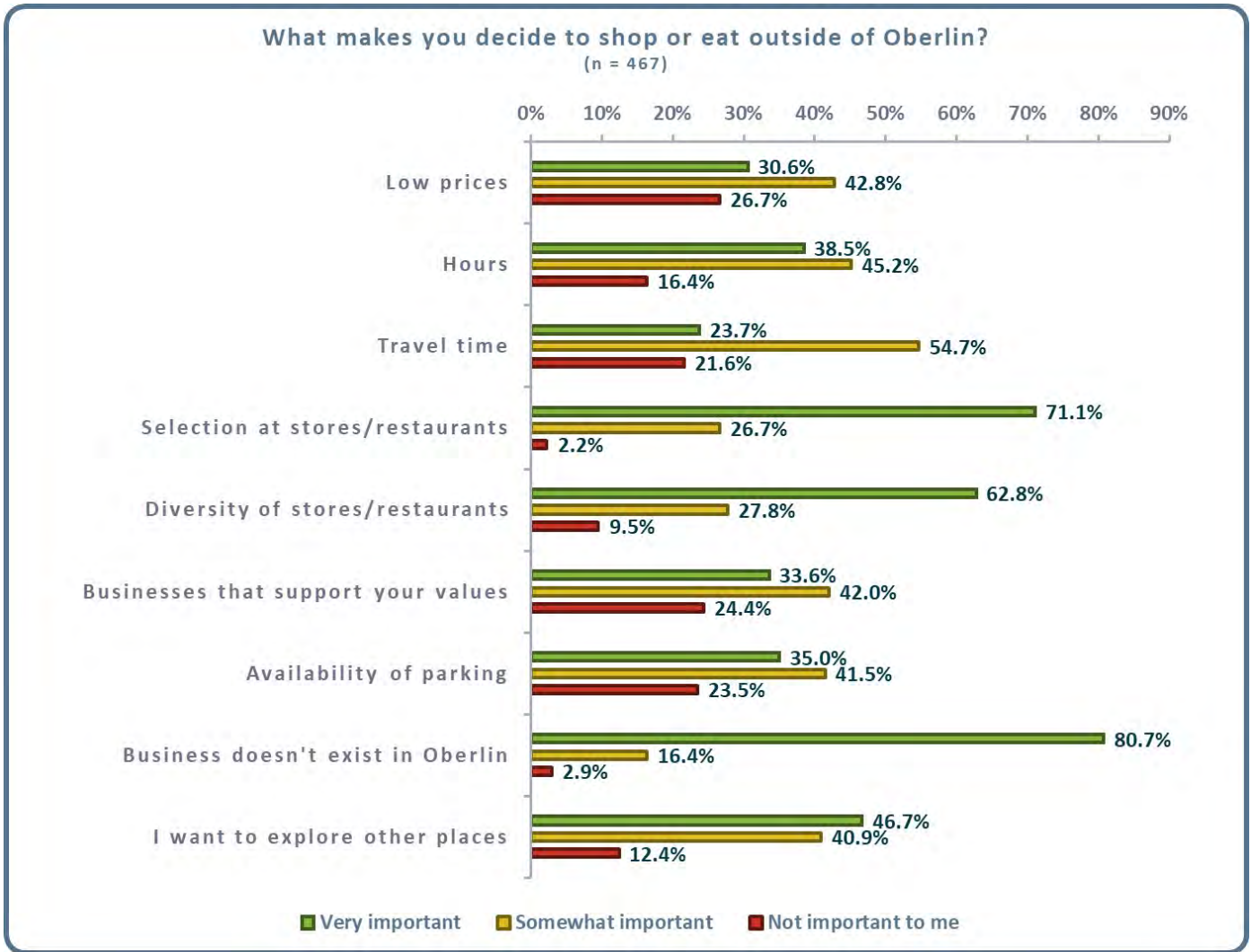
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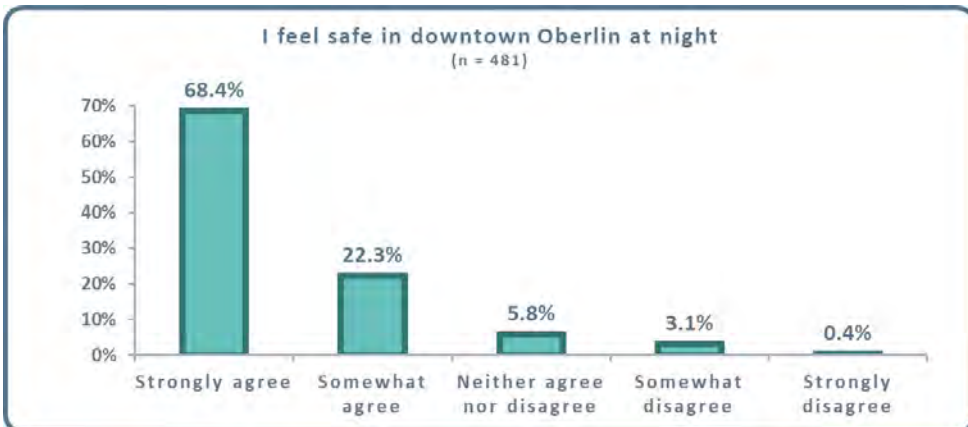
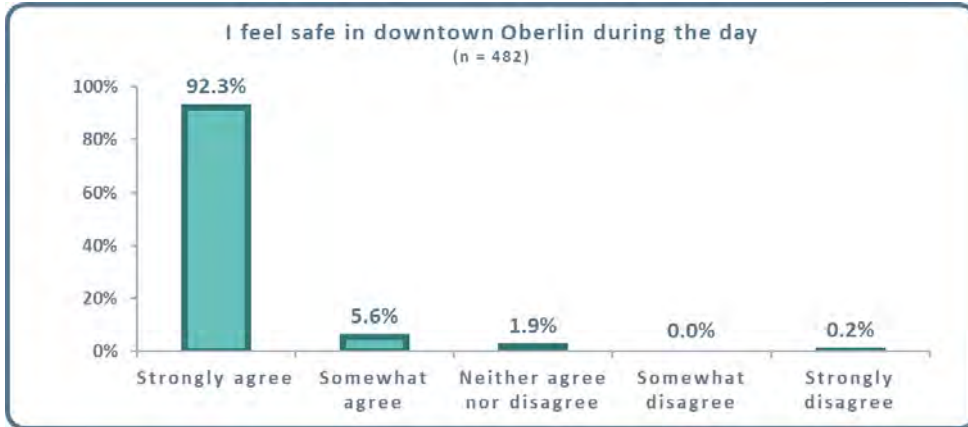


What makes you decide to shop and eat at downtown businesses and restaurants in Oberlin?

(n = 468)







SMALL GROUP OUTREACH SUMMARY

INTRODUCTION AND BACKGROUND

The Oberlin Comprehensive Plan. The Oberlin Comprehensive Plan project is a major undertaking that will chart the way forward for growth, redevelopment and change in the City. Topics addressed include housing, transportation, land use, resilience/sustainability, communication, parks and recreation, arts and culture, and economic development. An 18-month effort, the plan is being led by the Oberlin Comprehensive Plan Committee, a group of 15 residents, business and property owners. The project should be completed in December of 2023. For more information, see the plan web site at www.oberlincomprehensiveplan.com.

Purpose of small group outreach. The plan includes an extensive outreach effort with multiple ways for citizens and partners to participate. To date, 550 survey responses have been gathered and a community meeting has been held. Upon review of the survey results, the Comprehensive Plan Committee felt that additional outreach to certain groups that they had not yet heard from should be conducted. Working with the consultants, they devised and implemented a plan for small group outreach, supplemented by individual interviews where small group discussions were not feasible.

Description of outreach. The small group outreach effort was conducted from May through early July of 2023. Participants were asked questions related to their vision for the City; housing; transportation; communication; economic development; community services; arts and culture; reasons why they left the City (if applicable). Facilitators/interviewers were given discretion to let participants go deeper on topics of interest to them. For the youth/young adult group, a short survey was devised to help them think about Oberlin’s future from their perspective.

This report summarizes the findings of seven small group meetings, one small group in-person survey/discussion opportunity, and twelve individual interviews. A total of 94 people participated. Both committee members and consultants conducted the meetings.

In addition, 12 telephone interviews were conducted 6/1 through 7/7/23. Interviewees included longtime residents, members of the African American community, former residents who have left Oberlin, persons with disabilities, and parents of young children.

Small Group Outreach Opportunities, Summer 2023			
Outreach Group	Outreach opportunity	Date	Number of participants
Oberlin Business Partnership	In person, Oberlin Public Library meeting room	5/11/23	17
Youth/Young Adults	In-person introduction and paper survey conducted by City of Oberlin Recreation Department	6/7/23	18
Downtown business community	Zoom	6/16/23	9
Seniors outside Kendal	In-person discussion at Prospect School seniors lounge	6/21/23	11
Parents of children in the Oberlin Schools	Zoom	6/22/23	11
African-American residents	In-person discussion at Mt. Zion Community Center	6/27/23	14
Oberlin College students	In-person discussion at Oberlin College	7/10/23	2
Interviews	Telephone	6/1/23 through 7/7/23	12

KEY FINDINGS

Overall, several themes came out that differed somewhat, or clarified, themes and comments received to date. Details are provided in the rest of this summary, with findings from each individual group.

Affordable housing and cost of living. There is very strong recognition of the need for more, decent, affordable housing in the City. One aspect that came out in the small groups and interviews was the key role that taxes play in the high cost of living and housing affordability. High taxes were mentioned in several conversations. People are concerned about the cost, and also would like to understand the value they are receiving for the taxes they pay.

Activities and Events. Young people, students and seniors would like to see more to do in Oberlin, more entertainment, and more restaurants, and had several good suggestions. Those who have been here for a while love the events and programs and would like to see more. Just about everyone mentioned that there is a need for a coordinated, central location to find out where and when things are happening, at the College, in the City, and in the schools. Some felt that expanded opportunities could be a way to increase integration of the College, City and business community, if good information were available.

Accessibility. The lack of accessibility to downtown businesses was mentioned in several conversations. This is seen as a barrier to participation downtown for all, including seniors, persons with disabilities, and others.

Mobility and Transportation. Seniors and students especially are affected by the lack of easy transportation around the area. Many conveniences are now only available south of town at Walmart and Aldi, and they are hard for many people to access without a car. The need to connect people who live in Oberlin to jobs, especially now that the new industrial property is acquired, came up in several meetings.

Economic Development needs. Businesses see a critical need for expanded economic development support, both from the City and effective business associations. The current lack of a true Main Street program that addresses economic, programming, design and organizational needs is seen as an impediment to downtown business growth and competitiveness. Recruitment, expansion and support of businesses in the downtown and industrial park areas should be handled by separate organizations, both with support from the City. A dedicated City economic development person who can facilitate business needs, support business organizations, and help with relationship building is needed.

Communication and collaboration. The need for improved communication and collaboration among the City, the College, the Schools, residents and businesses was underscored in all conversations. There were a lot of good ideas that came up; see more details in individual conversations below.

OBERLIN BUSINESS PARTNERSHIP

Kirby Date, consultant, and Ray English, Comprehensive Plan Committee member, attended an Oberlin Business Partnership meeting on May 11, 2023. About 17 community members were in attendance, including nonprofits and government agencies, three business owners, and two people representing businesses operating outside of Oberlin. At the end of the meeting, we were given 7 minutes to conduct a very brief discussion.

Comments received included:

- There was interest in finding a way to connect workers with the new industrial park property south of town – a transportation solution is needed.
- There was an interest expressed in the City becoming more involved in economic development to fill vacancies in the downtown and help attract and retain businesses – while acknowledging that Oberlin’s vacancy rate is lower than many towns. Dedicated staff and capacity is needed.
- It was noted that while Oberlin is an arts community, it is not seen by outsiders. A more coordinated communication effort is needed.
- There was discussion after the meeting ended about being sure to talk with the business owners who are too busy to come to OBP meetings. The planning team will follow up.

YOUTH/YOUNG ADULTS

Background. The week of June 5, 2023 was a training week for youth and young adult summer employees for the City of Oberlin Recreation Department, based at the Community Enrichment Center at Prospect School. During that week, a paper survey regarding Oberlin’s future was devised by the project team, and shared by Recreation Department staff with trainees. The intent of the survey was to engage trainees in envisioning a future for Oberlin, and also provide a team-building opportunity for discussion.

Participants. A total of 18 trainees participated, ages 14 to 25 years old. 3 were White, 12 were African American, 1 was Latino, and 2 were biracial. There

were 6 males and 12 females. 15 surveys were collected and shared with the consultants.

Questions in the survey included: What is your ideal community that you would like to live in one day? What would your home be like? Where would you or family members shop, go to school, or work? How would you get around? What would you do in your spare time? What community places would you visit? What makes this place attractive to you (why do you live here?) How does Oberlin compare to your ideal community? How would you improve it? What ideas do you have about activities and places in Oberlin that could make it a better place to live and attract more young people?

In general, responses were short and to the point. Themes included a desired community that is safe and welcoming, with ample space and activities, and suggestions for more activities and entertainment in Oberlin. More detail is in the following summary.

When asked about their ideal community, there were strong common patterns of safety, ample space, friendly/welcoming, and plenty to do. Words used in responses included “safe”, “clean”, “quiet”, “gated”, “friendly”, “big houses”, “nice view”, “good people”, “nice neighborhoods”, “respectful”, “full of family activities”, “lots to do”, “low crime”, “everyone gets along”, “walkable”, “close knit”. Two people said Oberlin was their ideal community, one noting that “It is small, nice, friendly, welcoming and very safe.”

Participants noted their ideal home would be “nice”, “big”, “clean”, “family home”, “nice back yard”, “two stories”, “suburban”. Almost all specifically stated a large home with a large back yard or “lots of land.” Some fantasized about castles, pools, 4-wheel track, balconies, underground hideouts, open space near Splash Zone. Additional comments included “40 acres and a mule”, “paid for”.

Places identified in the ideal community included good schools, close to home, town squares and small stores, downtown shops, food places, park, movie theater, library, gardens, parks, pools, museums, amusement parks, trails, “small bodies of water”, work in the city, “work for myself”, the gym. Places specifically mentioned included Target, Walmart,

Aldi, “the mall”, the hospital (for work), Splash Zone, with Aldi’s mentioned multiple times.

Activities in the ideal community included spending time with family, reading, hanging out with friends, playing video games, walking, sports, softball, swimming, going to the gym, sleeping, eating, dancing, listening to music and “going to places like Main Event”, community festivals and activities, playing games.

The group were evenly divided about how they would get around – 7 mentioned cars or motor vehicles only, and 8 mentioned multiple modes of transportation including car, bike and/or walking. All mentioned auto vehicles. One person mentioned public transit specifically.

When asked what makes this place attractive to them, some participants appeared to answer with regard to Oberlin, others with regard to an ideal community. Quietness, ease of getting to places, houses, safeness, welcoming character, smallness, “what I want it to be”, “it looks like the perfect life”, clean, woods and trails were cited. Four stated that they don’t have a choice about where to live, and one stated that they are not attracted to the place.

When asked how Oberlin compares to their ideal community, participants were divided, with two saying Oberlin is the ideal community, 4 saying it was similar or close, and 4 saying it was not an ideal community, with limited elaboration. Two specifically said it would be close if it had more activities. One mentioned the need for better schools.

Suggestions for improvement in Oberlin included “better schools,” “less obnoxious college students”, “control your college kids!”, “provide free bikes to get around town”, “needs way more stuff”, “more food places and things to do”, “more food and other stores”, “more things to do for people of all ages”, “provide more spaces where people can go without the expectation of spending money”, “community gardens”, “make community spaces more inclusive and modern and accessible”.

When asked specifically what would attract more young people, of those who answered the question, all mentioned activities and entertainment, including restaurants. Specific comments included: “community concerts and shows”, “arcade”, “more community events”, “popular shops/places to eat”, “kid friendly things like amusement parks, better restaurants, bigger movie theaters”, “more fun places”, “Main Event and things like that”, “more fun places and places to eat”, “more food places and fun activities”. Six respondents did not know or did not answer. One person noted that “Oberlin is the type of place that attracts old people and not young people so I don’t know what would attract young people”.

DOWNTOWN BUSINESS COMMUNITY

Background. Individual solicitation of individual business owners by a steering committee member led to a group of seven owners of key businesses in town, who met with the consultant and two steering committee members (who are also downtown business owners) via zoom early Friday morning, June 16. Additional constructive notes were received by e-mail from one business owner after the meeting, and these comments were incorporated into the relevant topics.

Participants. Businesses represented included restaurants and coffee shops, variety, gifts, gallery, hardware, event space, and a photography studio. Owners have been in business from less than a year to over 30 years, with most at least 10 years; several are Oberlin College grads.

In general, the discussion centered around reasons for locating in Oberlin, what is important to attract new businesses and residents, community services, arts and culture, and communication. The conversation was very positive and participants acknowledged their appreciation for the City’s taking on the plan and listening to business owners. Common themes included a desire for better coordinated communication of downtown, College and Citywide events and opportunities; expanded economic development support and collaboration; appreciation for the role the College, students and retirees play in business success; and concern about pedestrian safety and accessibility in the downtown. Under an overall statement that public

services are good in Oberlin, specific suggestions were made about improvements that could still be made. Business owners reflected on changes from the past in retail needs, competition with big box stores, and the need for collaborated efforts. More details are included in the summary below.

Why did you locate your business in Oberlin? Whether they grew up in or near Oberlin, went to college here, or saw a business opportunity, participants identified Oberlin's character as the main draw to opening a business here. There is an appreciation for Oberlin as a college town with ready customers, a small town environment, population diversity, mix of cosmopolitan and communal character, and sense of community. Typical statements were "I never wanted to live anywhere else", "this is home", "I enjoy being here". Two people saw a business opportunity because a business was for sale; another saw a gap in local shop offerings; most opened a business because they wanted to, and then were successful.

What is important to attract new businesses and residents? It was noted that a stronger economic development presence is needed in the City, with stronger relationships with City leadership. Some observed that City and College leaders don't patronize shops or stop in, many living out of town and choosing to patronize businesses elsewhere, including for College/City needs, and that stronger relationships and conversational connections would lead to business opportunity.

A stronger economic development presence would help with writing grants, developing relationships, recruiting businesses and workers, and helping businesses to grow. They noted that they "can't stress this enough"; and they felt that the person assigned should be well-paid. There is an awareness that ideally two separate business organizations/ economic development efforts would work in Oberlin, one focused on Main Street/downtown business, and one on industrial park employment businesses. The needs are very different and the type of relationships and support needed is different – many communities handle these separately. This used to be the case in Oberlin but a merger several years ago hasn't worked well. There is a concern

that the new industrial park will lead the City to focus on those needs, leaving Main Street without advocacy.

There is a recognition that Oberlin Business Partnership, which was the designated "merged" economic development organization, is not supported by the City, leaving businesses with limited support and communication. It was noted that "we need a real Main Street" program; the City is acting as a Main Street program without getting input from businesses. A lot could be solved with a collaborative program.

It was noted that some support for attracting businesses might include help fostering new business opportunities – like pop-up shops, or micro-business stalls, or reduced rent. Perhaps this could be fostered by a Main Street organization or City economic development support, or both.

It was noted that if nonprofits and volunteer efforts are relied on to make things happen, the City can still do a lot to make the work easier, be supportive/ helpful. The City's planning office has helped people get permits – people at the City are trying hard, want to make good things happen, but there is a lot to do. An economic development position at the City will help.

It was noted that many retail business owners in downtown are aging or in poor health, and may need help in closing, selling and transitioning businesses. Economic development support could help with this, and recruitment of new businesses that would contribute to Oberlin's "brand".

Suggestions about Community Services? Business owners are aware that the public works department is strong and well-funded, and provides good services. Comments were few. It was noted that certain individual services, such as brush collection, and sidewalk cleaning, are often delayed and limited in how often they are done. There is a recognition that Oberlin is not as well endowed as Rocky River, but a higher level of services would be appreciated. (Rocky River's range of services was cited, including fast snowplowing, regular brush pickup, trash pickup at the back of the property, etc).

It was noted that parking is a jigsaw puzzle of ownerships and authorities. The ideal situation would be for everyone to come together and create coordinated parking that is run by the City. It would be better maintained and easier to provide signage and wayfinding for visitors. It was noted that street parking is now signed so it can be enforced, but it is not enforced.

Business owners would like to see more engagement from the police in downtown – noting that in the past, police were on the street, making friends, and were there when kids got out of hand, allowing patrolling in a friendly way. Police were seen as able to be great ambassadors. Now police are more remote, unknown people. One officer comes at the end of the day to be sure doors are locked, and a stronger presence was promised, but that only happened for a short while.

Suggestions about improving communication and collaboration came up throughout the conversation.

News about events and programs was seen as uncoordinated and hard to find. One business owner is working on a new web site, Experience Oberlin, which should have information from all parties – City, College, Schools, organizations. While the College Conservatory has a newsletter, people don't know about it, and that's just one part of the news. The City web site is seen as "not functional" and "hard to navigate", and difficult to find agendas, and information about city government and services.

A map of downtown Oberlin would help, and a list of businesses and restaurants – one business owner made her own list of restaurants for customers because there was none. A printed version of map and business information is needed for in-store visitors, as well as a website.

Communication with the College is improving, with new quarterly meetings involving community and college members. It isn't

clear what the purpose of the meetings will be or the outcomes, but it is a good first step. In the past there was a Community Services Council with representatives from the city, college, Kendal, churches and organizations meeting once a month to share news, ways to collaborate, and identify issues to address. Its regularity was important – helped people get to know each other and listen to each other. It was one hour, brown bag, fit into peoples' day. This might be a good model to re-establish with a communication purpose clearly stated.

Another past collaboration included a new student meeting every fall, with businesses, College, City, and police involved, discussing how to be good citizens in a small town. Business owners felt that shoplifting went down when those meetings were happening – not sure they still are. Shoplifting typically goes down in the summer, so there is an assumption that students are the perpetrators. One idea (via Tina Zwagat of the College) is to have students spend some of their orientation volunteering in the businesses – help them set up for fall, and learn what it's like to run a business in Oberlin. This would help to establish good connections and relationships, and help students to see businesses as allies.

People noted that "over the past 20 years, walls have gone up", and expressed an interest in taking those down and expanding communication.

How can arts and culture be accessible to all? It was noted that often, people have good ideas but the City can be unsupportive. Examples include ideas for a fall festival, and Monster Mash Dash, which were turned down by the City. Even the Big Parade was no longer allowed to gather at Prospect School as in the past – no one knows why. The City can provide support without a lot of staff time – but often chooses not to. People with energy and ideas should be supported and it would provide expanded economic opportunity and arts opportunities for the community.

Existing programs could be expanded. The Parade is an opportunity to make it a bigger event – for example, see Rhinebeck NY which has fall, holiday and spring events – a town-wide artistic event - everyone makes floats, kids are involved . Farmers Market could be more robust, with tie-ins to the artistic community. Second

Saturdays is working and is a good thing. Winterfest was an idea that came from the City and was a good thing – City just needs to think about notifying businesses ahead of time, working out solutions to closing streets that will still allow access, etc. Communication was a theme in this conversation, noting that a Main Street organization could do a lot to facilitate this sort of collaboration. The City should not try to do Main Street activities without Main Street involvement.

It was noted that in the past, Oberlin was a destination for arts/culture in Northeast Ohio. Cuyahoga County's arts/culture tax made more funds available to organizations and events in that County, and fewer people are coming to Lorain County, including Oberlin. Now we need to be more focused, branding Oberlin as a destination, and making a greater effort to bring people here. Promoting downtown attractions and events should be intentional, with specific, identified goals and targeted audiences for each event. Customers from out of town have dropped since the pandemic – Oberlin needs to be brought back into their view with a promotion program. It has dropped off the map.

Overall comments on the Comprehensive Plan and process, other needs we haven't discussed? People acknowledged the hard work that went into the early Comprehensive Plan process, and wanted to be assured that that work will be incorporated – Kirby Date noted that it will be. People noted that it is nice to see the City taking the plan seriously, and they hope the communication will continue.

There is a concern that with all the development near Walmart at the south of town, Oberlin will become two communities with different characters. It was noted that in the recent retail study, 85% of Walmart customers turned to go south after leaving the store; Walmart doesn't draw people downtown. Downtown could wind up serving only college students and tourists. Ways need to be found to bring restaurants back and encourage people to patronize downtown, make good connections to downtown. Live music may be another draw. IF more housing and development is built south of town, those people need to be drawn into downtown

as well. A wayfinding program on Routes 58 and 20 could help – directing people to “historic downtown Oberlin”.

It was noted that Oberlin is thriving compared to many towns, and the students and existing patrons are part of that – but more could be done. A middle ground could be found to acknowledge how important students are, but attract more community members as well.

It was noted that the Comprehensive Plan process is slow – meanwhile, people are buying up land and making development proposals – we need to get ahead of them.

It is recognized that the retirees in town have a lot of resources, and many can't access downtown – we need to find ways to connect them. Main Street has a serious accessibility problem – none have doors that people using wheelchairs/walkers can get into. This needs to be addressed. Could the City help with the cost of ramps, help owners to get a group rate to make it work? The idea was suggested but the City turned it down. It was acknowledged that business/property owners will benefit, and should bear the responsibility, but support in bringing costs down will make it possible, and make the City more accessible. In the same vein, a program to help building owners renovate and maintain aging buildings would help them compete with new retail south of town. Is a CDBG grant possible? – it has been a while since we had one.

It was noted that some place in Oberlin needs to offer breakfast: that is when conversations start. it is possible that better relationships will result. One coffee shop owner started serving breakfast on purpose to meet this need, offering bagels and pastries and opening early.

As a closing remark, it was noted that they are optimistic – customers are coming from Wellington, Rocky River, Sheffield Lake – people like the town, feel safe and comfortable here. Participants thanked the facilitator for the opportunity to discuss their thoughts, and asked to be kept informed about feedback opportunities in the fall.

SENIORS OUTSIDE KENDAL

Background. In reviewing the results of the survey, Comprehensive Plan Committee members acknowledged that a balanced proportion of seniors participated – but they were concerned that they had not yet heard from lower-income seniors who do not live at Kendal. A group discussion was advertised for June 22 at 11 am, with lunch provided by the City. The discussion was facilitated by Kirby Date, consultant, and Heather Elmer, Comprehensive Plan Committee member.

Participants. 11 seniors participated. 10 were female and one was male. Only one could have been African American; the rest were White. All were mobile and acknowledged that they drove to Prospect Center and to get around town. Length of time living in Oberlin ranged from 3 years to lifelong; three had been here 50+ years, two 20+ years, and three 3-6 years. Two live in condos on Reserve Avenue; four live in single family homes they own; three live in apartments around town. Only one of the participants had participated in the community survey for the project that was offered in the fall.

Discussion Overview. The discussion centered around reasons for living in Oberlin; housing needs; communication; shopping and dining; programs and activities; and cost of living. As expected, housing was seen as a significant unmet need, especially affordable housing and independent/assisted living for seniors. The conversation around cost of living highlighted high taxes as a significant add to the cost of housing. Transportation is not currently a challenge, since everyone drives and assumes they will be; but it was recognized that if they could not drive, adequate transportation is not available. Further details on the discussion is given below.

What do you think are Oberlin's housing needs in the next 10-20 years? The group agreed that housing is in short supply in Oberlin, especially affordable housing for seniors. The Eastwood School was rumored to be for senior housing,

and it was agreed that would be nice. It was noted that Reserve Avenue condos are almost all seniors even though it is not advertised that way – and demand is high, every time one comes on the market it is sold immediately.

It was noted that there is no independent or assisted living in Oberlin except at Kendal. Welcome Nursing Home is a skilled nursing facility, doesn't meet needs for other types of supportive senior housing. An ideal It was mentioned that in California there are "board and care" homes – people live in a small group of up to 4, meals are provided, and transportation to doctor's offices, other low-level assistance. That would be helpful here – there is no equivalent in Ohio. A participant mentioned places in Westlake and Wellington that have 24/7 nurse on call, aides if needed, entertainment 3 times a week; this would be great to have in Oberlin.

Concern was noted that there is not enough housing for young people, and couples aged 55+. Families are needed to strengthen the schools, but they can't afford a family home here. Housing is also seen as a way to get people to live here who could be workers in local businesses. Housing is very important to the City.

There was a brief discussion about the addiction recovery housing that is being proposed north of Walmart. While some were concerned about its impact on Oberlin, others felt that Oberlin Towers has worked out fine in Oberlin – supportive housing like that can be all right in a neighborhood if it fits in and is done right. Someone noted that Murray Ridge is in their back yard and "they are wonderful neighbors".

A participant noted that the zoning code may deter more housing being built – this was looked at many years ago, possibly in an earlier Comprehensive Plan project, and should still be addressed.

Transportation in Oberlin. What happens when you stop driving is a concern. When they don't want to drive, they lean on friends and neighbors, or walk if possible. Oberlin Connects is available but doesn't have a set schedule, has to be requested in advance. Sometimes individuals make themselves and their cars available to help drive people for a fee, but there are insurance/liability issues with that. It was noted that

Lorain County Office on Aging can give people a ride to medical appointments if scheduled in advance.

It was acknowledged that it is a long way to Walmart, Aldi, and Drug Mart, with no sidewalks. Traffic in the area north of Walmart could be difficult if more development comes in – there should be a traffic light, and safety of pedestrians and cars should be considered.

Transportation of workers and residents to areas around the City should go hand in hand with housing planning. When new development is built, transit to get people there should be considered.

How do you hear about what is going on in Oberlin? Some participants do not use the computer. Several get their information by word of mouth, and the City's newsletter, which is seen as helpful. Navigating the web and social media is challenging. The content of communication was noted; participants would like positive/"normal" news as well as what's going wrong. It would be good to get information about Friday night concerns, chalk walk, big parade, other things that are going on. One person noted that family members who live around the area keep them informed about what's happening in Oberlin, but she's not sure how they find out.

There was lengthy discussion about shopping, dining and other needs in Oberlin. In general, people are concerned that you can't get basic daily goods unless you go to the Walmart area, and accessibility there is challenging. There is no real convenience store in Oberlin where you can get milk and bread late at night – younger families may need this. It was noted that IGA provides milk and bread, but closes early. Dollar General is good for shampoo, cards, clothes, and dish soap, but has no produce. Drug Mart has produce, but you need a car. Walmart in Oberlin has higher prices than the Walmart in Elyria. Some participants noted that they support the IGA – they don't worry about a few cents difference when they are supporting local community business success. It was noted that a good family restaurant is needed, like Quick and Delicious or Oberlin Kitchen. One participant felt that this could hurt other businesses in town.

Medical care is seen as good in Oberlin, since it is so close to Cleveland Clinic facilities. The Cleveland Clinic in Avon will be easy to access via Route 20.

Comments on Programs and activities. Participants talked about the importance of local concerts. They are more affordable than going to Cleveland, and easier to get to. However, one person wasn't sure they were still going on – did they run out of funding? The Big Parade is the best program. It was noted that there is more seating needed in Tappan Square for older people. Some people can't sit on the ground or in a camp chair.

Cost of Living, Taxes and Schools. Taxes were discussed at length. They are seen as a significant addition to the cost of living in Oberlin, and it would be good to lower them, especially for seniors on fixed incomes. Kirby explained the role that commercial development plays in helping to meet City needs while keeping taxes lower. Participants were in disagreement about reduced school taxes for seniors – they are too high if you have a fixed income, but it was noted that good schools are an important investment for all residents in a community. It was noted that schools are important, and teachers need to be paid more. Someone asked if the college pays taxes, and Kirby explained that they do pay income tax, which is the largest tax revenue for the City.

Additional comments. Participants talked about the pros and cons of living in a college town; several said they moved here because it is a college town. Oberlin is seen as an "up and growing" area and another reason to live here.

The weather here is noted as a plus – winter has not been too bad lately, and there are no earthquakes, fires, or hurricanes.

A participant asked how they could view the City's zoning, and was referred to the City planning office. Another noted that commercial should not be put next to residential – there should be transitional areas.

One participant questioned the need for more

planning, “analyzing the analyzing”, that the same things are being said as 10 years ago and nothing changes. The problems and challenges are still there. People need to be honest about the likelihood that this will change anything.

Participants thanked the facilitators for the discussion opportunity, and asked to be kept informed about the public meeting in the fall.

PARENTS OF SCHOOL-AGED CHILDREN

Background. In reviewing the survey results, Comprehensive Plan Committee members noted that they would like to hear more from families. Outreach was done through the Oberlin Schools, and a separate outreach was done to families with Young Children through Oberlin Kids (see separate discussion later in this summary). With the Oberlin Schools’ help, a zoom meeting was arranged and advertised on the schools’ social media sites. Interested participants were asked to e-mail the consultant for the zoom link.

There was a small issue in the registration process because the meeting was advertised as a “focus group” and drew the attention of non-community residents who were interested in paid focus group opportunities. This became apparent when multiple identical requests came in, and they did not respond to questions about their connection to Oberlin. A new zoom link was created and shared with participants who expressed a personal interest in the discussion. The discussion took place on Zoom, on Thursday evening, June 22, at 5 pm, for an hour. The discussion was facilitated by consultant Kirby Date, with some input from Jay Nimene of the Oberlin Schools.

Participants. Eleven individuals participated. 9 were parents of current or former students; among their children there were 3 grads, 12 high school students, 6 middle school students, and 3 Elementary students. One student is in middle school at Columbia Station. One participant was a grandparent, and two were former Oberlin Schools employees. Families’ length of time living in Oberlin ranged from less than a year to

growing up here; three were at least 20 years; five were at 9 to 15 years; and two were less than one and 4 years.

Discussion overview. The conversation focused on what brought participants to Oberlin, housing, schools, advantages and challenges of living in Oberlin, and communication. The overall feedback received identified the need for affordable housing, and the related role that high taxes play in making the cost of living high in Oberlin. Participants were both positive and concerned about the quality of the schools, and some misinformation was apparent in what participants had heard about the schools’ test scores and enrollment. Oberlin Schools’ representative Jay Nimene offered to meet with participants at a later date to clarify with better information.

In introducing the meeting, the facilitator emphasized that this was a City planning discussion, and not a schools planning discussion – that we were interested in hearing about families’ experiences in Oberlin. It was apparent that some participants had come expecting a Schools planning discussion, and they admitted that it was hard to look at the broader City picture. A participant noted that it is impossible to talk about the experiences of families in Oberlin without talking about the schools. While challenging topics were discussed, participants were cordial and friendly with each other, listened to each other, made many positive statements, and had some good feedback about Oberlin’s quality of life and future. More detail is included below.

What attracted families to live in Oberlin (and stay here). Participants noted that Oberlin is attractive because of its population of diverse groups of people, small size “so you can know people but it is not super tiny”, beauty, and cultural opportunities. It was noted that the community culture is appreciated, with a great variety of people and opinions, intellectual stimulation, good conversations, and history. It is good for children and families, quiet and safe. Children can have independence they can’t have elsewhere, getting around on bikes and on their own. There are a lot of options for activities outside of school – one person was happy to see the theater coming back. Several participants came from outside the area, or were from the area, have lived all over, and moved back.

Several said the schools were an attraction; the IB

program, and sports were mentioned. Teachers were noted as “excellent”, the after-school program is “fabulous”, marching band is good. It was noted that the schools have great potential.

How the City can attract other families. It was noted that the “elephant in the room” is affordable housing. It is just too expensive to move here; there are people who want to live here and can’t; others are “stuck in apartments that aren’t well cared for.” More decent, affordable quality housing is needed. Participants were clear about the role high taxes play in the high cost of living. There is a concern that people don’t understand the value they are receiving for the high taxes they pay.

People acknowledged some concerns about the schools. [It should be noted that it is unclear how many of these concerns are based on fact, and how many are based on misinformation, or lack of information. More and better information is needed for parents, and also residents of Oberlin and surrounding areas, about the schools and their successes, and plans for the future. Some improvements since the past may not be known in the larger community]. It was acknowledged that the quality of schools has a big role to play in families’ choice to move here, the value of real estate, and in peoples’ satisfaction with living in Oberlin.

Concerns around the schools centered around worries about dropping enrollment, a need for better communication between the City and the schools, and between parents and the administration, and the status of test scores . There was some dissatisfaction with the loss of the stadium when the elementary school was built – it is harder for teams to access facilities at Oberlin College. Participants recognized that more families and children are needed in order to support the schools well. One person expressed frustration that College is attracting younger faculty, but they send their children to Lakeridge Academy and other districts (under Open Enrollment) instead of supporting the schools.

Suggestions about City services. It was noted that there is no park/playground on the East side of

the City, and one is needed for families in those neighborhoods. A participant noted that they live just outside the City, and sidewalks connecting them to the City would be ideal, although she is not sure how they would be provided. The distance is walkable but the lack of sidewalks makes it less so.

Closing thoughts. Participants noted that they would welcome a larger conversation about how families can support the schools, and supporting communication between the City and the schools. “They need to be on the same page”. This would be an opportunity for better information to be shared. Jay Nimene said he would follow up.

AFRICAN AMERICAN RESIDENTS

Background. The Comprehensive Plan community survey results showed that while a number of African American residents responded to the survey, it was a lower proportion than is represented in the City. The Comprehensive Plan Committee expressed an interest in speaking with African American residents directly in a small group setting. Assisted by Pastor AG Miller, who invited participants, Comprehensive Plan Committee members Nancy Wall and Ray English facilitated a meeting at Mt. Zion Fellowship Center, in person on June 27, 2023 at 7 pm.

Participants. 14 participants were at the meeting. Five were men and nine were women. Most were older; two were Pastors. ____ were residents. How long participants had lived in Oberlin ranged from ____ to ____ years; most were at least 10 years (verify).

Discussion overview. Questions for discussion focused on economic growth and development, housing, community services, communication and collaboration, community and culture. In general, participants were interested and cared about Oberlin’s future, and opportunities for younger people. The high cost of living, including high housing costs and taxes, are a concern, especially for younger families. There is a recognition that more commercial development and jobs will help with taxes, although people like the small size of Oberlin. More detail is provided below.

Growth, development and tax base. Participants had a lengthy discussion about population growth in Oberlin and whether this growth is college students, or families that will help to support the schools. There is a concern about school enrollment, and how Lorain County open enrollment has shifted students out of the schools.

It was mentioned that taxes are too high for most young to moderate families to live in Oberlin. One attendee mentioned that Oberlin College students should not be able to vote on taxes, when they don't have to pay them.

There is a recognition that more jobs are needed to help bring taxes down. There is not enough employment to support the tax base. Ray English mentioned the new industrial property the City just purchased south of town; some participants didn't know about it and were glad to hear about it. They would like to see good-paying jobs that will continue to meet Oberlin's sustainable and environmental goals. They were interested in how much the City will have to put toward getting the land "shovel-ready". It was felt that the City should not offer tax abatement because that defeats the purpose for homeowners. A participant asked if the City has received any infrastructure funds to help with housing/business development projects.

A medical center was suggested, along with a fitness center, and manufacturing, for the industrial park space.

Housing. Affordable housing was discussed, and people acknowledged that "affordable" means different things to different people. There is a need for affordable housing for Seniors, including a sliding scale senior living with assisted living.

It was asked if local developers and financial institutions know about the plan and can get involved in following up. Are there alternative developers for affordable housing if one falls through? – It was suggested that financing

housing includes financial support for those who own a home, may have inherited it, and need help paying for upkeep and repairs. Can banks get involved? Financial literacy programs are needed to help people start accounts, get their credit scores up.

Communication and Collaboration. Participants would like to see a better messaging portal. It would be good to find out what programs are happening, especially at Oberlin College, and where to find that information.

Community and Culture. Many in the group agreed that there need to be more 20 to 50-year-olds on City committees because decisions will affect them more. The schools should be involved in planning also.

Participants would like to have useful space that they can use for dancing, playing cards, dominos, and chess. They would like to see a bowling alley again, roller skating, swimming, and a splash area. It was noted that Splash Zone, run by the County Metroparks, has a lot of restrictions and is not friendly to the community.

Participants would like to see more things to do in the parks, and places to have community parties. As a final note, a participant said that some people feel safe and comfortable with Oberlin the size that it is!

OBERLIN COLLEGE STUDENTS

Background and participants. The Comprehensive Plan Steering Committee agreed that it would be helpful to talk with students at Oberlin College in person. They are a unique and important part of planning for the City. Two Committee members, Michael McFarlin and Greggor Matson, work at the college and offered to facilitate a discussion. Meeting with students was challenging because the small group outreach effort started just as the semester was winding down, and students were busy, and then left for summer activities. Several attempts were made; in the end, committee members were able to have a conversation with two students, a rising sophomore and a rising senior. The in-person meeting was held on July 10th, 2023.

Discussion Overview. The students illuminated issues that affect students in a unique way. Transportation is a very important issue, as students often don't have cars or drivers' licenses, and need to reach shopping,

events and activities, internships, work and even housing. More affordable, decent housing is needed in town. Participants would like to see more activities during the school year that integrate the campus community and the city community; they had several really creative ideas about this. They are aware of the lack of accessibility for downtown businesses and think improving accessibility will help the community and businesses alike. They had some good suggestions about communication and use of social media. More discussion follows.

Vision for Oberlin. Participants noted that their vision for Oberlin is that it be more bike friendly, with more shuttles and bike path. They noted that riding a bike to Aldi is dangerous.

Housing. It was noted that housing quality needs to be functional. They are aware that there is a lot of old housing in the City, even homes for faculty, which is deteriorating due to age. There is not enough housing – a struggle to find it. Both students and community members are looking for housing in the downtown, and there’s not enough of it. There should be more apartments and apartment complexes – Oberlin seems to have much less than other towns. Often groups of friends are looking for housing to share and can’t find it. Tiny houses would be helpful as well.

Transportation. Public transportation is much needed. There is the Oberlin Connector, but people don’t know about it. Students want to go hiking and to the Metroparks and there’s no way to get there or to Cleveland. If a student has an internship in Cleveland it is hard to get there. A bus or shuttle during the school year would be helpful.

Another issue with shuttles and transportation is the high cost. There is only one company that provides a shuttle to shopping and other places, including buses to the airport and have a private car service. It is all pricey. It can cost \$130 round trip to go to the airport.

Car rental was hard to find and navigate, but once they found it, it worked great. It should be better advertised. However, many students don’t have a license, and you have to have one for two years

before you’re allowed to rent. Alternatives are needed.

Communication and collaboration. It was noted that the City uses Facebook, but students don’t use it any more – Instagram is a better resource. Many students use it. They don’t like to have to set up Facebook accounts just to collaborate and get information. Flyers for town and city events and activities don’t make it to north campus (where students live?), and campus events don’t make it to south campus. (clarify)

Participants would like to see events that are open to everyone. They would like to see the College’s “S’co” event space open to community members – it hasn’t been in recent years. There should be more events on campus that are open to the community “so everyone can get acquainted”. They have been to community events at the City library. Sometimes college events are open to the community, but there is no way for people to find out about them.

Economic Growth and Development. Participants had some comments about businesses in downtown. Businesses are not accessible to people with accessibility needs. Mad Cow is not accessible. Bubble tea would be great, students would like that. If businesses were more accessible, it would encourage all kinds of different people to access them. People don’t always know what some businesses offer, but some students go. Bingo (Chinese Restaurant) was given as an example.

It was noted that many students have to leave town for the suburbs, for housing and for work, or if they are staying for a summer or a gap year. That can be 20 minutes away and you get here when you can. The walkability downtown is great, and there are a lot of good places and parks, and the library, that students don’t know about. They tend to stick to the denser building area on Main Street and not go south of there (between Slow Train and Blue Rooster). The participants noted the park by Firelands is great. A better social media presence would help.

If there were working opportunities, more students would stay in Oberlin. They get jaded toward

college as they become seniors, and are ready to leave college but not necessarily leave town. There are some who work at the museums, or at businesses in town. A lot of students have big aspirations but would stay for a year or two if there were opportunities. More places to sublet would help make a longer stay more accessible.

Community arts and culture. Participants like Chalk Walk (held in June), it's very cool, and "it stinks" that not enough students are around in the summer to enjoy it. There should be more events like it that could happen during the school year. A mural wall or chalk bombing a sidewalk or parking lot would be great community events. There's a lot of music and shows, but less about "doing" art.

It was noted that there were some events that happened this year just for students, like a thrift swap? A craft fair would be great. They happen in the science center depending on the weather. Some swapping happens in dorms. It would be attractive to community members if it were accessible to them. There could be a Renaissance Fair in Tappan Square. There is a makers market, people think it's only for students, but there could be more collaboration. A lot of cool stuff happens at the makers market, community members would like it. A lot of stuff happens in the city, and in the college, but there's not a lot of crossover – better communication is needed.

Culture Fest (held in April) was awesome and a huge success – it should be shared more with the community. Students met community members.

Thoughts for the future. There should be a more integrated college and community environment. Organizations like the Bonner center are trying to integrate the town and college through classes, community services, and events. There shouldn't be a "weird sequestered part of north campus where you don't see any community members." South campus is better where college buildings, college housing, and regular community buildings and housing are integrated. A friend goes to For Ewe to knit, is in the community and enjoys it. Some more events

based on interests would be really nice.

PERSONS WITH DISABILITIES

Background. Attempts were made to arrange a small group discussion, which were unsuccessful. In the end, two interviews were conducted via telephone. Participants were both in their 50's. One had lived in Oberlin for 20 years, and one for 8 years. Note that one participant in the interviews of people who had left Oberlin is also living with a disability, and disability/accessibility issues were mentioned in several of the other small group meetings.

Discussion overview. It was suggested that the City should continue to improve mobility options throughout the City, and maintain ADA access. It would be helpful to increase the number of off-road trails and connect them to key destinations such as downtown, parks, commercial stores, etc. Mobility at events should be improved for those with disabilities; communication about those events should be improved.

PARENTS OF YOUNG CHILDREN

Background. Attempts were made, with the assistance of Oberlin Kids, to organize a small group discussion with parents of young children, which were unsuccessful. In the end, three telephone interviews were conducted. Each of the participants had lived in Oberlin for about 5 to 10 years; they all appeared to be in their 30's.

Discussion overview. Participants had an overall positive view about Oberlin and the direction it is headed. They noted that the park system is very nice, but not evenly distributed. There could be more trails that are suitable for families to use, connected to destinations. They appreciate the downtown, but are still concerned about safety of small children walking freely due to traffic.

They noted that Tappan Square is nice, but they are not sure they are "allowed" to use it. It is not clear what college facilities are open and usable by the public, and which are not. They know that other universities allow community members access, but it's not clear here.

They struggle to understand upcoming City events and announcements. Events that are held by the City are wonderful; they would like to see more of these, and also have better communication about them.

RESIDENT AND FORMER RESIDENT INTERVIEWS

Background and Participants. As a supplement to the small group outreach, Comprehensive Plan Committee members were encouraged to conduct interviews with people they knew who might fall into one of the groups identified for outreach; and to talk with people they knew who had left Oberlin. From May through early July of 2023, seven interviews were conducted by members of the steering committee. Interviewees included three longtime residents, and four former residents who no longer live in Oberlin. Interviewees were asked why they live in Oberlin, why they left Oberlin (if applicable), and what suggestions they would have to improve the City.

Housing was an important topic for all participants. The cost of housing was seen as a significant problem. It is a reason why people have left Oberlin. They would like to see more housing that would be attractive for families, and affordable housing for seniors. It was suggested that alternatives are needed for seniors who can't maintain their property anymore. Rent-to-own housing programs were suggested, along with duplexes and more housing for rent in general. There is an awareness that many houses in Oberlin are now selling for \$300,000 or \$400,000, while houses that cost \$150,000 or less are needed; ranch-style houses are needed for seniors. It was noted that the same house in Elyria or Lorain would cost much more in Oberlin.

Two people mentioned the college's past acquisition of property for housing, noting that this reduced affordable housing even further. They expressed a desire for there to be limits on how much housing the College could acquire. Housing provided by the college is seen as high quality that is deserved by residents.

High Taxes are a concern among several of the

participants. It is recognized that taxes add to the high cost of living in Oberlin, along with the higher cost of utilities. A couple of participants noted that more commercial development would help to balance the taxes. One suggested that there should be a sliding scale on taxes for people who work out of town.

When asked about Oberlin's strengths, participants described the City's small size, safety, walkability, close-knit community, and family orientation. Several of the people who have left Oberlin said they love the city; an additional one said they would come back if there was an opportunity.

The Oberlin Schools came up several times in the conversations. Opinions about the schools were mixed, with varying factual information and an apparent need to publicize the schools better. One participant mentioned that the schools were good, with their IB and AP academic programs; one mentioned that the Ninde Scholars program is excellent; one mentioned that the City is doing a good job collaborating with the schools; another said that not enough people know how well the schools are doing. One participant said that she had heard from others that the schools weren't as good, but acknowledged she didn't have the details. One mentioned a bullying incident in the 1990's that was not handled well. It was mentioned that the schools' enrollment is dwindling and that more families are needed. Avon Schools were mentioned as exemplary, with a new school campus, although Avon is not as diverse.

When asked about other Community Services, people seemed satisfied; they were noted as "very good". One person suggested that recreation for youth and adults is important, and another said recreation is "getting better"; another said the City is doing a good job on parks and recreation. Specific recommendations included dancing and roller skating. One mentioned that the City should hire more people to keep services available. The need for sidewalk repair in all neighborhoods was noted. One person said they would like to see better choices for hospitals, medical care, and insurance. It was noted in more than one interview that younger people (age 20-40) should be involved in City

Boards and Commissions, since they will be the most affected by long term decisions.

Economic Development ideas fell into two categories: the need for more employers and jobs; and comments on retail development. Specific mentions of needs included buffet-style family dining and big box-type retail that people can walk to. The lack of good access for those with disabilities to downtown stores was noted. Transportation was mentioned by several participants, including the need for taxi service, the overall lack of transportation being a minus for Oberlin, and the regret that Walmart and Drug Mart were not more accessible. One person mentioned that a sidewalk is needed going to Drug Mart north of town.

Participants' suggestions about Communication and Collaboration involved the need to be able to find out more about what was going on in Oberlin. Better information about City, College, library, schools, and churches' activities including events, programs, and sports, was mentioned by several participants. A central website or single location was mentioned by multiple participants. People would like to be able to find out about affordable housing options that are available; and information about transportation pickup times and schedules.

One person who left Oberlin in the 1990's reflected on race and inequality in Oberlin, noting that the community sees itself as liberal, but in some aspects is not. "There's a whole community whose voice is not heard." In the past there was a history of redlining, and schools were not equitably located. This person expressed a desire for Oberlin to become a truly equitable, inclusive place.

Reasons for leaving Oberlin appear to have been a combination of economics and personal logistics. Those who have left Oberlin seem to continue to be enthusiastic about the City and supportive of its future. The cost of housing and living is the most significant barrier for the group as a whole; additional comments fell into the topic discussions above.

*1 Rhinebeck NY has an artsy Sinterklaas festival at the holidays. See <https://sinterklaashudsonvalley.com/>.

*2 We are awaiting information from the Oberlin Schools that will allow us to footnote correct information here, where participant assumptions need to be corrected.

*3 As noted above, we will insert correct information here when we have it.

*4 Oberlin College acquired the Firelands High Rise in 2003, as a first step in improving living conditions for students. The College has since expanded housing on-campus, and plans to make on-campus housing mandatory for students in the future. There are no current plans to acquire additional housing in the community for students.

*5 The City's current income tax structure already gives residents 100% credit for taxes paid to out-of-town communities where they work. See <https://cityofoberlin.com/city-government/departments/finance/tax-information/#:~:text=Oberlin's%20income%20tax%20rate%20is,to%20a%20limit%20of%202.5%25>

COMMUNITY INPUT SESSIONS SUMMARY

Memorandum

Date: October 13, 2023

To: Oberlin Master Plan Steering Committee

cc:

From: KM Date Planning & OHM Advisors

Re: Community Input Sessions – September 22nd and 23rd, 2023

On September 22nd and 23rd, 2023, the Oberlin Master Plan Steering Committee hosted Community Input Sessions asking the community for feedback on the plan's future land use, three focus areas, plan vision, and plan goals and objectives.

Community comments on the future land use map:

- concern about what happens with development land outside adjacent to city
- "Innovation" is a renaming of the Artino Street corporation/industrial area
- preserve all wooded land owned by city for parkland
- Maker space? - flexible zoning
- How often will this plan be revisited & updated? What's the chance of purchasing more land & expanding the city limits? Expansion would allow us flexibility to do more, even if we don't do anything immediately. Need to focus on more pressing initiatives & issues right now.

1 Review the draft future land use map of Oberlin and tell us what you think...

Community comments on South of Hamilton focus area:

- multi-use paths for active transportation!!
- NONE OF THE ABOVE. NO GROWTH
- Panera Bread. Trader Joes.
- Support the Oberlin preserve as a community asset
- Annex New Russia township! :)
- Maintain Ramsey row as parkland + not industrial corridor

2 Give us your feedback on the focus areas.

South of Hamilton

Community comments on Downtown focus area:

- Enhanced alleyway connections
- Downtown commercial: ADA access from alley side, enhance alley side (central access & Aesthetics)
- Eliminate the use of roundup or other chemical herbicides downtown. Roundup damages the health of people and animals
- Incorporate native planting into downtown beds
- I agree accessible. Public bathroom downtown.

2b Give us *your* feedback on the focus areas...

Downtown

PROPOSED CHARACTER IMAGES

SHARE YOUR COMMENTS

What else do we need to keep Downtown vibrant?

Community comments on 58 Corridor focus area:

- Love to have more paths bike/walk etc. Could it go North too? To cowplay. Ground & Movement works?
- Improve bike trail
- consider commercial growth north of Oberlin
- define mixed use. Existing 6 houses (1st floor commercial, 2nd floor housing)
- extend bike path: south to Route 20, north to Downtown, underground RR center as node/hub
- Parking?
- More dedicated space for ART!
- Live/Work/Play
- Signage by the bike path - illuminating Oberlin businesses & services

2c Give us *your* feedback on the focus areas...

58 Corridor

PROPOSED CHARACTER IMAGES

SHARE YOUR COMMENTS

How do you envision this corridor in the future?

Community comments on Plan Vision:

- Preserve greenspace
- Oberlin climate action plan should be incorporated into all parts of comprehensive plan
- Rehabilitate Plum Creek (slumping, etc.)
- Include & implement stormwater management plan

3 Give us *your* feedback on the vision statement...

Plan Vision:

Oberlin is a small town known for its diversity, arts, quality of life, and commitment to social justice and environmental sustainability, where individuals, families, and businesses thrive in collaborative community.

Plan Lens:

All goals, objectives and action steps will be pursued under two overarching lenses: environmental sustainability and social equity. They overlap each goal, objective and action step in the plan, and will broadly influence City policy and decision making as the plan is implemented.

How it works? Plan Framework





Goals & Objectives

Expand Diversity and Affordability of Housing: Provide a full range of housing types and price points across the City that allows for diverse lifestyles and provides quality, affordable homes for all Oberlin residents.

1. Expand quantity and diversity of housing types through City policy and development partnerships
2. Create affordable rental housing for seniors and families
3. Create affordable new single-family housing for families
4. Work to restore Oberlin's existing housing stock and neighborhoods
5. Improve quality of existing rental properties while remaining affordable
6. Provide alternative living options including coops, co-housing, tiny homes, and boarding homes
7. After full community discussion, update the city's zoning map and regulations (zoning code) to align with the future land use map and goals and objectives of the Comprehensive Plan.
8. Support senior housing in areas within proximity to medical facilities, parks, trails, and other community amenities
9. Enhance the code enforcement program to improve the condition of housing in Oberlin, and support tenants, small landlords and good landlords as well as lower income owners
10. Administer the Fair Housing Ordinance to increase its effectiveness and use over time

Community Comments:

- (In regards to #2) no more non owner occupied
- create avenue to rehab existing homes
- split-rate land value tax?
- need to grow to have more housing, NIMBYS be damned
- these all look great!
- (In regards to #6) Community land trusts!
- the comprehensive plan needs more teeth, or to speak the most strongly on the zoning map than anything else in the plan. City council & planning commission has been rezoning without regard to the comprehensive plan.
- more high density housing options
- public transportation to needed destinations

Continue and Expand Economic Development: Provide quality economic development services and facilities to enable businesses and families to thrive.

1. Expand the city's support for the development, attraction, expansion and retention of businesses, including support for organizational collaborations serving businesses
2. Develop and enhance industrial properties to accommodate businesses that will strengthen Oberlin's economy, strengthen the tax base, and provide a nearby base of desirable jobs for Oberlin residents
3. Strengthen downtown through business and organizational support and economic development, slowly expanding affordable, quality retail spaces in keeping with downtown character
4. As economic opportunities expand throughout Oberlin, ensure that they are sustainable and enhance Oberlin's unique character
5. Promote new small and adaptable office environments that support the evolving work place environment and growth of small businesses.
6. Grow new economic opportunities in underutilized areas of the City
7. Identify financial and capital opportunities to support Oberlin businesses and business development
8. work with partners to provide workforce development, training for startup businesses, and encourage entrepreneurship skills

Community Comments:

- (In regards to #2) focus on "green" industry

Continue to Provide Quality Community Services: Retain and enhance quality of life in Oberlin through providing individuals, families and businesses and neighborhoods with quality public services and partnerships

1. Strengthen, diversify and improve safe and convenient mobility options that will allow residents and workers to access key destinations throughout the City via walking, biking, public transportation, or automobile, to suit their needs
2. Coordinate regional connectivity with peer cities and organizations.
3. Continue to enhance parks, recreation and open space facilities and programs to serve all neighborhoods, residents and workers
4. Continue to provide and improve quality and sustainable City services for refuse management, recycling, and facilities maintenance
5. Support and collaborate with the Oberlin Schools to promote excellent educational opportunities for all families
6. Continue to provide and improve sustainable utility services, providing water, stormwater, sewer, and energy options for residents and businesses.
7. Reduce congestion and improve the quality of main corridors and intersections.
 - a. Reduce or provide on-site parking in commercial areas, where shared parking agreements are possible.
 - b. Incorporate standards that promote bike facilities for new commercial, mixed use, and public developments.
8. Complete a City of Oberlin Social Equity Plan, building on the earlier Provisional Social Equity Plan and recent Social Equity Assessment
9. Continue to address high priority items in the Provisional Social Equity Plan, including:
 - a. Improving access to the Court system and to justice-related assistance,
 - b. Improving police-community relationships
 - c. Support for improving access to physical and mental health services for all
 - d. Enhancing access to affordable, quality food for all
 - e. Expanding the diversity of people in City staff and leadership
10. Continue to promote environmental sustainability, climate positivity and reduce climate vulnerability throughout City services and partnerships; Update the city's Climate Action Plan

Community Comments:

- Develop master tree plan. Establish tree commission. Make city arborist a full time position
- public restroom facilities downtown
- have arborist train tree-trimmers
- incentivize tree planting on private property
- native plant initiative
- tree trimmers need instruction on hour to property trim trees from wiyca - ugly jobs being done!
- organize "Oberlin forge fest"
- plan for an Oberlin future of declining, harmful environment and, so, people
- get rid of invasive species
- more park land
- don't develop wooded research park it will make a beautiful wooded park
- review bike trail improve sections
- widen tree planting service so trees can be planted anywhere
- what is the plan for Eastwood school and land?



Promote Community Arts and Culture: Provide City support and private/College partnerships to strengthen and promote the arts and cultural opportunities in Oberlin, making them accessible to community members and visitors.

1. Support and promote community and College-based arts and culture opportunities through City action and public-private collaboration
2. Continue and expand City-wide programs including the Big Parade,
3. Continue to foster historic preservation
4. Conserve Oberlin's unique small town character and beauty
5. Support and collaborate with partners to expand knowledge of the diverse cultures and peoples within Oberlin's shared history

Community Comments:

- Help establish art council include & FAVA?
- (In regard to #4) So make the comprehensive plan clearly plan/guide AGAINST SPRAWL. & AGAINST Oberlin College taking over, intruding on & corroding neighborhoods by demolishing houses, putting in parking lots & building big buildings.
- some historic monuments in town need preservation/restoration (MLK park, Westwood)
- I want the college to grow and expand to provide more opportunities for jobs & customer base in downtown
- bed tax grants to help orgs. Promote events & Oberlin

Improve and Expand Communication and Collaboration: Strengthen communication between City government, residents, businesses, Oberlin College, and the Oberlin schools, for the benefit of community information, culture, and collaboration.

1. Continue and expand regular communication through print and web-based media
2. Provide a quality website that can be an easy-to-access source of City and government news and information
3. Collaborate with businesses, community organizations, Oberlin College, and the Oberlin Schools to provide a single source of web-based information on community news, events and opportunities
4. Collaborate with the Oberlin Schools to promote factual information about school excellence
5. Encourage and support collaborative regular meetings with Oberlin College, Oberlin merchants, and the Oberlin Schools

Community Comments:

- better communication w/ Russia Twp & county and contiguous townships!
- yes, pursue joint economic agreements with our neighbors include New Russia Twp.
- Need a new middle and high school. Turn LMS into a multiuse space of apartments, hotel, restaurants, etc. similar to McMenamins in Portland, OR. Space for artist studios.
- (In regards to #5) - & Oberlin Co-ops



Circle Talk Comments: *(the following are comments heard at the circle talk station)*

- Airbnb's are becoming an issue in Oberlin. Regulations are needed to prevent them from taking up housing stock.
- Tappan Square should be better utilized with programming for both the college and city residents/visitors.
- Home occupations are becoming an issue. The definition needs to be expanded.
- The City should engage in 10/31 exchanges with the College to acquire off-campus College-owned housing for affordable senior housing
- Question: what is happening with vacant lots in the City? Can they be built upon? – referred to Carrie Porter for specifics.
- What will happen with the OCS building? It is City-owned – could it be flex office space? – has a bike path access and a playground.
- Green City Growers bought property in Norfolk to build workforce housing – not in Oberlin. The speaker was not sure why.
- The Old Orphanage at Legion Field, ¼ acre, could be a youth training program, with a school garden.
- Note that the organization FAMILY (fathers and mothers involved in local youth) has programming helping with youth.
- Traci Haynes has been involved in a community garden owned by Lorain Metro Housing. Not sure it is still going.
- George Jones farm – what is happening there? – owned by the College? used to be a location for students/community to do gardening together.
- Many questions about land use and what is there now. What will change? – suggestion of doing an overlay on the website so people can see what is changing.
- John Peterson – spoke at length about climate resiliency, and how the word resiliency needs to find its way into the vision/goals. When people hear “sustainability,” they think that's an end game, when really conditions are constantly changing and there is a need for constant change and adaptability.
- Oberlin needs to do more with resilient energy i.e. rather than a peak plant, a battery superhub or microgrid or similar that will allow the City to isolate and still have power in case of a blackout or shutdown of the grid.
- Resilience should also be incorporated into the climate action plan, which needs to be updated.
- We should do a better job utilizing the environmental dashboard: engaging more people to contribute events, information
- Shantae had an idea to make Green Acres into a food truck court. We talked about how food trucks need a large turning radius, which could take up a lot of space on the property. I referred her to Carrie for more information.



General Comments: *(the following are general comments heard and discussed during the session)*

- A concern over the potential development pattern to the area south of Hamilton Road, where US-20 intersects with the 58 corridor.
 - Concerns included over developing, which takes away from the downtown commercial district.
 - Developing to a point that takes away the “charm” of Oberlin.
 - Not considering sustainability or sustainable development patterns.
- When viewing the future land use map, there was concern or confusion about what “neighborhood mixed-use” meant and what it would do to the character of the proposed areas around that indication on the map.
- What are the college’s plans moving forward? How are they integrated into this plan?
- How is sustainability being taken into consideration with the recommendations and actions of this plan?
- Will the zoning code be updated to reflect the work of the comprehensive plan?
- There is a desire to see an increase in housing typologies but uncertainty as to where they should be located.
 - Design was another facet of this discussion due to the nature of the current housing types on Oberlin.
- Multiple questions were raised over the areas identified on the future land use map as innovation (industrial).
 - Additional questions specifically asked about the recent City purchase near US-20 and what comes next.
- Conservation districts were seen as a positive and a strong desire to see an increase in this land use.



Farmer’s Market – Saturday, September 23rd:

Community comments on the future land use map:

- We need more parks, trees, greenery, green stuff, and outdoor space
- Conservation area just south of Kimberly Circle and Willowbrook Drive: Plum Creek should be protected, but the rest is just a farm field, nothing to conserve there. Would be good for housing.
- Conservation area along US 20 on Oberlin’s east side: Property is owned by EDL (Energy Development LLC) where they have constructed a landfill gas plant – turning methane gas from the Lorain County landfill into natural gas power. They are in the process of commissioning the plant now. The pipeline goes right down the middle of the property. Property is not suited for conservation, should probably be industrial?
- The EDL plant commissioning was the single most often-mentioned issue during the morning. It is noisy and there is a smell of fumes. The noise might not be loud in decibels, but it is consistent and irritating, and makes it hard for people to sit outside in their yards. Ray English noted that the City is aware of the issue and is working with EDL on solutions/mitigations.
- “Density is good, walkability is important”. Commenter does not want sprawl.
- Ramsey Right-of-Way is an important route, right now is gravel, should be paved. Invasives should be removed on the Right of Way adjacent to the Oberlin Prairie Preserve.
- There was a lot of confusion about Neighborhood Mixed Use (pink) and what it would look like. Visitors were concerned that it would be more Walmart and highway commercial. One commenter said “highway commercial should be restricted to where it is already, and no more.”



OBERLIN: REAL ESTATE ASSESSMENT

Oberlin real estate assessment

“snapshot” as of 3/31/2023, 5/1/23, 6/8/23

KM Date Community Planning, with input from the Task Team

DRAFT UPDATE 11/10/23

Data sources:

Real estate data reports and advice from Task Team Real Estate, based in Moreland Hills, Ohio.

The following is a summary of key real estate market conditions in Oberlin, as compared to the City of Lorain and Lorain County as a whole, as they were reported in April to May 2023. It should be noted that real estate data generally includes information shared by mainstream commercial real estate enterprises. Many small, "Mom-and-Pop" property owners choose not to share their information with real estate data providers. However, this information can be useful in understanding how Oberlin stands in relation to the commercial real estate market.

Industrial Market

Industrial market properties in Oberlin are maxed out with 0% vacancy, 100% lease renewal, and no availability. With nothing under construction, it is appropriate to plan for new industrial development in the future.

- **Inventory.** 16 buildings were identified in Oberlin, comprising 747,000 square feet. (average 46,600 SF). Note that this is a small sample, and will be expected to show wide swings in metrics over time.
- **Ownership.** 96% of the asset value in industrial property is considered to be under ownership with a national standing, while only 4% is considered local.
- **Construction/Delivery.** There are no buildings under construction now or built in the last 12 months. For that reason, net absorption is 0.
- **Occupancy/Vacancy/Availability.** Occupancy rate is at 100%, with vacancy rate a corresponding 0%. Availability rate is less than 1%. The 24-month lease renewal rate was 100%.
- **Sales.** One property was sold in the last 12 months, approximately 2800 SF, at a rate of \$187 per square foot, which was 11% above asking price, after 7.2 months on the market. The average sale price in the market area for industrial property is \$41/square foot however.
- **Leasing.** Market rent is running about \$5.48 per square foot, up about 9% from last year. It is projected by CoStar to stay below \$6.50 by 2027. On the 10-year average, rent growth is 3.5% per year. Rent growth is projected by CoStar to flatten out by 2027.
- **Cap rate.** The market cap rate is 9.2%, up from 8.9% last year.

Retail Market

Vacancy and occupancy rates, at 2% and 98% respectively, with an 86% 2-year lease renewal rate, would indicate that there is capacity for more retail in Oberlin. At a net annual absorption of 2200 SF over 10 years, new retail should be modest. Past population growth, positive yet modest at 2.4% over 5 years, supports this approach.



- **Inventory.** 57 existing buildings were identified, comprising 631,000 square feet. (average 11,000 SF). Once again this is a small sample and can be expected to show variation in metrics over time.
- **Ownership.** 50% of asset value is owned by the users of the space, with an additional 42% under private ownership. 8% is owned by REITs/public or institutional owners. 77% of owners are considered “national” status, 20% local, and 3% “foreign”.
- **Construction/Delivery.** There are no buildings under construction right now, or over the last 12 months. Net absorption over 12 months is a negative 7,400 square feet (-1.2% of inventory). Typical 10-year annual net absorption is 2,200 Sf.
- **Occupancy/vacancy/Availability.** Occupancy rate is at 98%, with a corresponding vacancy rate of 2%. The availability rate is 4.2% (26,000 SF). The 12-month lease renewal rate is 81%.
- **Sales.** 2 properties sold in the last year, with an average 13.2 months on the market. Market sale price over the least year is \$126/SF, up 7.2% from the previous year. Market sale price over 10 years averages at \$98/SF. Market sale price is projected by CoStar to approach \$140/SF by 2027.
- **Leasing.** Average rent rate is \$12.32/SF, up 9.6% from \$11.24 the previous year. Average annual rent growth over 10 years is 2.2%, however it was 9.6% over the last 12 months, and 6.6% the previous year. Market rent is forecasted by CoStar to flatten out under \$14.00/SF by 2027, with rent growth decreasing to near 0.
- **Cap Rate.** The market cap rate is 7.7%, down slightly from 7.8% in the last year. While it has dropped steadily over the last 10 years, it is projected by CoStar to increase slightly going forward, while staying below 8% through 2027.

Office Market

While the office market is flat (no growth) in most communities, the 100% occupancy rate in Oberlin indicates that there is likely demand for additional office space. A sustainable economy and community will ideally provide space for office users to locate close to home. An assessment of types of businesses in Oberlin’s office space, and their potential for growth, would be appropriate to project office needs, and the type needed. At an average annual absorption of 1,000 SF, any new office space should be modest.

- **Inventory.** There are 16 buildings comprising 102,000 Square feet (average 6,400 SF). There are no spaces under construction now, or built in the last year, so the net absorption rate is 0. Average annual absorption over 10 years is 1,080 Sf.
- **Ownership.** By asset value, ownership is estimated at 38% users of the space, an additional 56% private, and 6% institutional. 64% of owners are considered “national” status, and 36% “local”.
- **Occupancy/Vacancy/Availability.** The vacancy rate is 0%, and occupancy is 100%. The 10 year average vacancy is just over 1%.
- **Sales.** One property was sold in the last year at \$72/SF. Market sale price is projected by CoStar to drop going forward, to around \$68/Sf by 2027.
- **Leasing.** Market lease rate is \$16.13 per square foot, down .7% from last year. Average annual rent growth is 2% over 10 years. Market rent is forecast by CoStar to slip from its

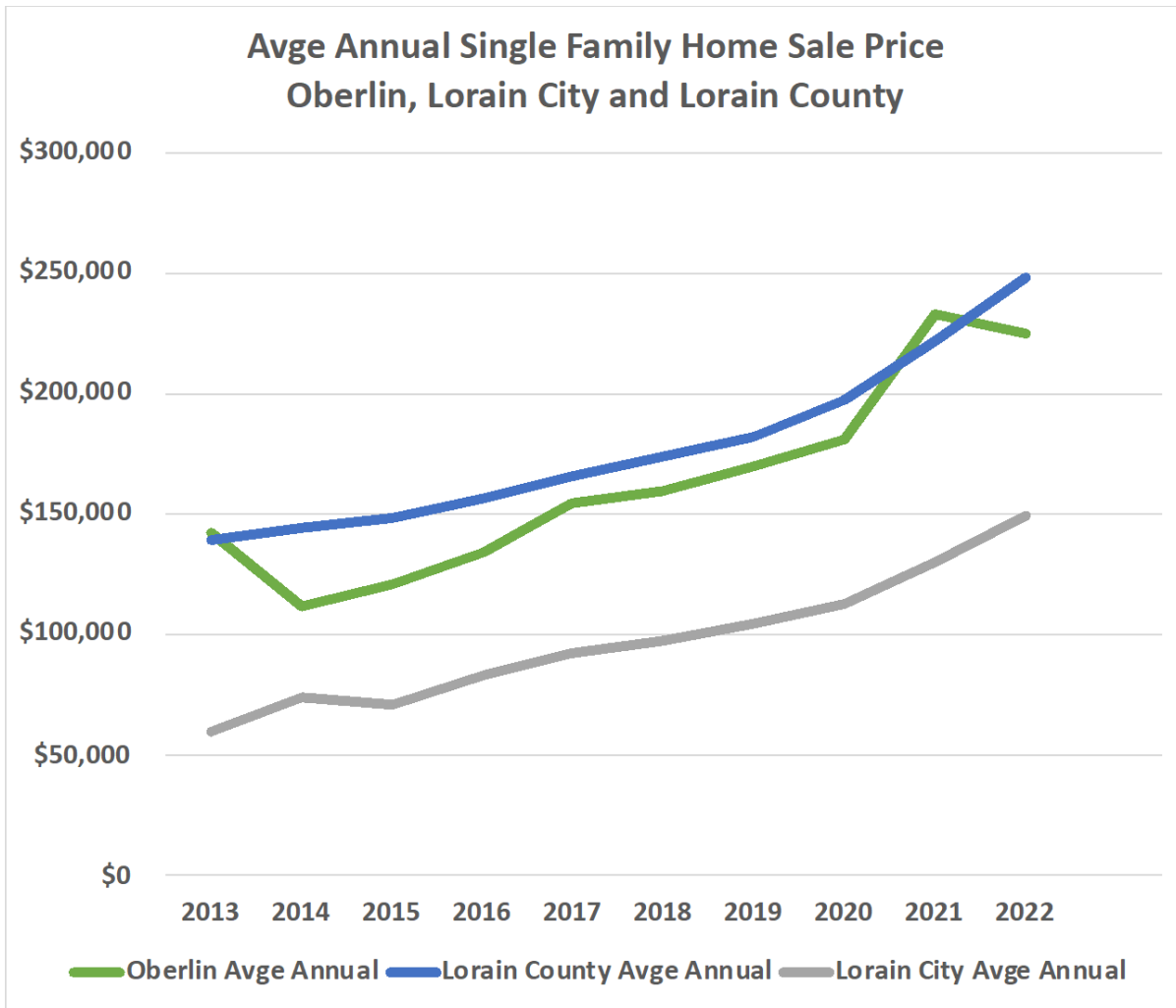
high this year to around \$15.75 by 2027; rent growth will drop to -2% by 2024, then flattening out by 2027.

- **Cap Rate.** The market cap rate is 10.8%, up .1% from a year ago, with a ten-year average of 10.28%. The market cap rate is projected by CoStar to continue to increase through 2023, then flatten out going forward to 2027 at around 11.5%.

Single-Family Residential Market

While Oberlin appears to be tracking Lorain County as a whole in average and median sale price, both are substantially higher than Lorain City's average and median sale price. This aligns with anecdotal information we have received indicating that buyers, particularly those just starting out in life or young families, are purchasing homes in Lorain and Elyria because they are more affordable. The proportion of sales to single family housing stock appears to be somewhat higher than the County. This comparable housing situation in both geographies only points to the lack of affordable housing at both levels, as is shown in the overall housing analysis of federal data.

- **Sales and listing volume.** Active listings in Oberlin in February 2023 were 29, down from a 5-year high of 65 in the summer of 2019. Sales per month are at 6 for February 2023, with a range of 5 to 20 over 5 years (high was 20 in July 2020). Total sales in each year ranged from 5 to 7% of single family detached housing units in Oberlin. This compares to total sales in Lorain County and Lorain City, which were both in the 4 to 5% range.
- **Oberlin Median Sale Price.** The median sale price for the month of February 2023 was \$239,500, up from a low \$91,000 in October 2018, with a high of \$315,000 in March of 2022. Probably due to the small number of sales each month, median sale price varies widely by month across the 5-year reporting period. Of the 62 months reported since January 2018, 19 (30%) were over \$200,000, and 45 (73%) were over \$150,000.
- **Lorain County Median Sale Price.** The median sale price for the month of February 2023 was \$196,175, down from a high of \$240,000 in June of 2022. Of the 62 months reported, 8 (13%) were over \$200,000, and 48 (77%) were over \$150,000.
- **Lorain City Median Sale Price.** The median sale price for the month of February 2023 was \$129,900, down from a high of \$143,800 in October of 2022. Of the 62 months reported, none were over \$150,000, with March of 2023 approaching that level at \$146,950.
- **Average Sale Price.** The annual average sale price of single-family homes in Oberlin increased 58% from 2013 to 2022, while in the same time period, annual average sale price of single-family homes in Lorain County increased 79%. Prices in Lorain City increased 152% during that time period. These compare to a 22% increase in that time period in the consumer price index. Average home prices in Oberlin, 2013-2022, ranged from a low of \$112,000 in 2014 to a high of \$233,000 in 2021. Annual change in sale price ranged from -21% (2013-2014) to 29% (2020-2021). Average annual change was 6% per year. See chart for time trend and comparison between Oberlin, Lorain City, and Lorain County.



Multi-Family Residential Market

Multi-family housing is defined as more than one unit in a building, and the property is for rent. it s Condominiums and rooming houses are excluded. The multi-family market in Oberlin is limited, with only 361 units in 24 existing multi-family buildings, and no new units constructed or sold in the past year. Of interest, rents are reported in real estate data to be lower in Oberlin than in the City of Lorain. Ownership in Oberlin is 77% national and 23% local, similar to the City of Lorain. As housing analysis and extensive public engagement has shown, there is demand for more multi-family housing in the City.

- **Inventory.** Oberlin's inventory is extremely limited. A "snapshot" on April 28, 2023 showed that there were 361 units in 24 existing multi-family buildings, with an average 15 units per building. No buildings had been constructed or demolished in the previous year.
- **Ownership.** Ownership of multi-family units is 100% private. When measured by asset value, 77% of the asset value of multi-family properties is national ownership, and 23% is local ownership. For comparison, ownership in the City of Lorain is 75% private, with

21% "user" (owner in one unit of the building), and 4% REIT/public/institutional. IN the City of Lorain, ownership is 76% national, 23% local, and 1% foreign.

- **Occupancy/Vacancy/Availability.** At the time of this report, there were only 11 units vacant/available, translating to a 3.1% vacancy rate, while the vacancy rate in the City of Lorain was 4.2% for the same period, with 247 vacant units.
- **Sales.** No properties sold in Oberlin over the previous year. 11 properties sold in Lorain City, with an average asking price per unit of about \$50,000, and an average 5.6 months to sale.
- **Leasing.** Rents are reported to be lower in Oberlin than in the City of Lorain. Average asking rents in Oberlin were reported to be \$.78/Square foot, compared to \$.98/square foot in the City of Lorain. The asking rent for 2 bedroom apartments in Oberlin were listed as \$695/month, while a similar unit in Lorain City is listed as \$843/month. Average market rent per unit in Oberlin increased 1% over the past year, while it increased 3% in the City of Lorain.
- **Cap Rate.** The market cap rate is similar in Oberlin as in the City of Lorain. In Oberlin it decreased 1.7% over the past year, to 8.27%, while in the City of Lorain it decreased 1.1%, to 8.26%.

Hospitality Market

The mainstream hospitality market is very limited. Only two properties show up in real estate data, with the Hotel at Oberlin the likely primary contributor at 70 rooms. Note that room rates are much higher in Oberlin than in the City of Lorain. This likely contributes to a lower occupancy rate than typical properties elsewhere. The College may also reserve some rooms for their use, driving occupancy rates down artificially. With short-term rentals available in Oberlin, it is likely that demand for additional mainstream lodging in the City is nonexistent.

- **Inventory.** Hotel properties in Oberlin are extremely limited, with only two showing up in real estate data, representing 93 rooms. The Hotel at Oberlin is likely the main available hospitality space, with 70 rooms. There are none under construction.
- **Occupancy/Vacancy/Availability.** The 12-month occupancy rate is 56.7%, similar to a rate of 57.8% in the City of Lorain. Note that typical average occupancy rates range from 65 to 80%.
- **Rates and Revenue per Available Room.** In Oberlin, the 12-month average daily rate is \$172 per room, compared to \$105 in the City of Lorain. In Oberlin, the 12-month RevPAR was \$59.40, compared to \$60.78 in the City of Lorain.
- **Cap Rate.** The market cap rate in Oberlin is listed as 9.1%, with no change from the previous year, compared to 10.3% in the City of Lorain, which is up .1%.

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OBERLIN: LAND USE CHARACTER AND SCALE

Oberlin Comprehensive Plan

Land Use Character and Scale - information and questions

KM Date 11-6-23

For the Comprehensive Plan Steering Committee's consideration, we have outlined some typical densities and uses for the three residential land uses listed in the Future Land Use Plan and focus area plans. We are also including some examples of densities for different types of neighborhoods for your information in considering the options.

In keeping with the priorities expressed by the community in the project so far, we want to allow more flexible housing types in all districts, while keeping Oberlin's character, and avoiding a sprawling character. These will be further refined in a future zoning update, but we thought it would be helpful to include some basic parameters in the Comprehensive Plan, to help guide future zoning efforts.

We hope this is useful for your discussion on November 13. Please let us know if these are acceptable to you, and any additional thoughts you have. Thank you!

FIRST, SOME EXAMPLES

Older traditional neighborhood bounded by Oak, Elm, Cedar and Prospect in Oberlin: (mix of single family, duplexes, two homes with 4-9 units) about 8.2 acres, about 33 homes = 4.0 units/acre, excluding streets (lot sizes about 13,000 SF).

Note that if accessory dwelling units (ADUs) were permitted to be built in backyards, density could approach 8 units per acre.



Google Maps

Reserve Avenue: (excluding undeveloped area)

Developed area: about 36.5 acres, 79 homes/lots = about 2.2 units per acre, including streets (16,700 SF per unit)

Cluster area alone: about 8.2 acres, 33 units = about 4 units per acre, including streets (11,000 SF per unit)

Single-family area alone: about 28 acres, about 46 lot/homes = about 1.6 units per acre, including street (26,560 SF per unit)

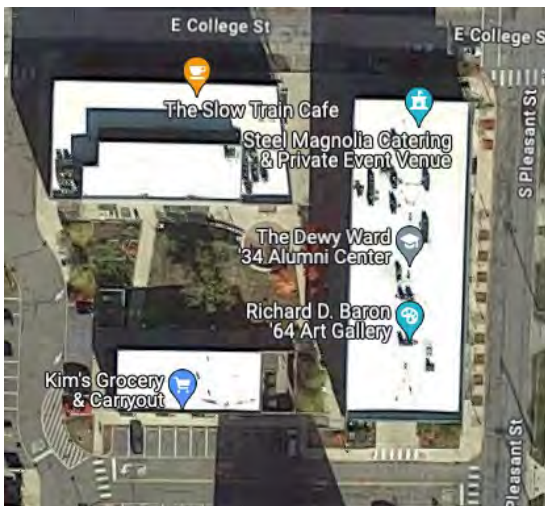
Reserve Avenue - developed area



Google Maps

East College Development

For comparison, the East College Development, with two floors of residential over first-floor retail/commercial, has 36 units on 3/4 acre. That translates to 48 units per acre. Note that the zoning in this type of mixed-use development does not state a desired density, but simply regulates the building design through requirements for height, setbacks, and parking. Design guidelines could be helpful here as well.



Typical Cottage Home Development:

This is an example of compact housing from East Greenwich, Rhode Island. Cottage development can be used for infill to provide lower-cost, smaller homes in a social/courtyard setting, very suitable for young families and seniors. This one has 15 homes on a 1-acre site (15

units per acre including parking, about 2600 SF/unit). Floor areas per unit range from 850 to 1,000 Square feet. See for more information:

https://www.huduser.gov/portal/casestudies/study_07022012_1.html

At 15 units per acre, a 1/2 acre lot would accommodate about 7 units, and a 1/3 acre infill lot would accommodate about 5 units.



Courtesy Union Studio

Cottage Development: Cottages on Greene



Courtesy Union Studio

PROPOSED GUIDELINE DENSITIES AND USES

Suburban Residential (Yellow on the maps)

Roughly corresponds to the existing R-1A and R-1B districts (15,000 SF/3 units per acre, and 11,000 SF/4 units per acre, respectively). Proposed density would be similar to Reserve Avenue overall, or 3-4 units per acre. (11,000-15,000 SF). Densities below 3 units per acre would not be permitted. Single-family and cluster units would be permitted, similar to Reserve Avenue. If we allow Accessory Dwelling Units to be built in backyards, density could eventually approach 6 to 8 units per acre (considered a walkable scale in planning circles) - this may or may not be desirable in these areas. There is a lot of land in the Suburban (yellow) area of the City that is yet to be developed, and reflecting the lot sizes of existing neighborhoods in Oberlin would reduce the "residential sprawl" effect of the neighborhoods, while retaining single-family units as the standard.

Traditional Residential (Orange on the maps).

Here we propose permitting single-family homes, cluster homes, townhomes, duplexes/triplexes, and cottage development. Density for new development would be 6 to 12 units per acre, and existing residents would be permitted to add ADUs. That would translate to anywhere from 3,600 to 7,250 square feet per unit.

Neighborhood Mixed Use (Pink on the maps)

In this area, the full range of residential types would be permitted, along with limited commercial and office development. Residential development could include single family, cluster, townhome, and cottage development, while also permitting multi-story residential development up to 2 or 3 stories. Density would not be specified here, but zoning and design guidelines would together dictate height, setbacks, parking and driveway requirements, windows and building massing, and design character.

QUESTIONS

- 1) Please let us know if the proposed densities and concepts are in line with your recommendations for residential areas in Oberlin.
- 2) It has also been proposed that the Neighborhood Mixed Use land use be extended along Route 58 (Main) north of Lorain Avenue to the City boundary. This would allow the existing mix of uses (church, multi-family homes, single-family homes, boarding homes) to be in compliance with zoning, and would also allow flexibility for future commercial uses such as conversion of existing buildings to professional office or restaurant, or new development for neighborhood and senior services, residential development, etc. As elsewhere, design guidelines and zoning would dictate the specifics. Please let us know your thoughts.