



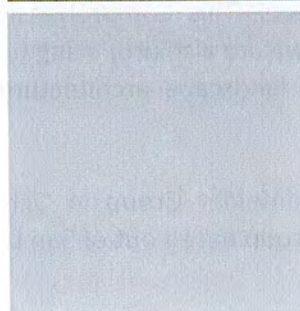
ARCHITECTS ■ ENGINEERS ■ PLANNERS



## CITY OF GREEN, OHIO

### 2022 Comprehensive Land Use Plan Statement of Qualifications

June 24, 2022





June 24, 2022

Mr. Wayne Wiethe, AICP  
Director of Planning  
City of Green  
1755 Town Park Boulevard  
Green, Ohio 44685

VIA Email [WWiethe@cityofgreen.org](mailto:WWiethe@cityofgreen.org)

Re: Request for Qualifications Response  
2022 Comprehensive Land Use Plan

Dear Mr. Wiethe:

Poggemeyer Design Group, A Kleinfelder Company (Kleinfelder-PDG) is pleased to submit its statement of qualifications for the City's Comprehensive Land Use Plan. Based on our experience with comprehensive planning in general and specifically our passion for planning, we are confident that we can assist with the preparation of your Comprehensive Land Use Plan that will offer creative solutions to further the city's commitment to building a resilient and healthy community for generations to come. The resulting plan will be both a physical and policy-based document that will include implementation action steps and strategies, illustrative maps, tables, and graphics. We will facilitate a collaborative process to create a shared community vision (building on the 2014 Plan), and identify priorities around the city's evolving built, natural, and human environment. We value an effective working relationship with municipal staff and prioritize an expansive community engagement process in our planning projects.

We would welcome the opportunity to work with the City of Green and are familiar with the community, given our past work experience in Summit County and in northeastern Ohio. We have an office in Westlake (previously in Strongsville), we have previously worked in New Franklin and Bath Township and are currently in the process of updating New Franklin's Comprehensive Plan. We see many planning benefits in updating both New Franklin's and Green's land use plans, specifically with the following issues: regional growth impacts; water/sewer availability and capacity; transportation; land use; housing; and major development projects. This Comprehensive Land Use Plan project would be managed from our Westlake Office, and we are also proposing to team-up with Ms. Christine Meske of Boulevard Studios LLC, an experienced landscape architecture and land planning firm located in Macedonia, Ohio.

Of note, PDG was acquired by the Kleinfelder Group in October 2020. Kleinfelder is a top 100 architectural/engineering and planning group based out of San Diego, California. Most of their existing





offices are located on the west and east coasts. PDG is their flagship office in the Midwest. Combined, we now have over 3,000 design professionals with the technical expertise to assist our client communities. Specifically, Kleinfelder planners bring climate resiliency, sustainability, and cultural resources experience and expertise.

Kleinfelder-PDG has been serving clients for over 50 years, and our success with past city-level planning projects stems from our planning staff's years of experience in the non-profit, private, and public sectors. We have carefully observed what works and what does not in terms of policies and implementation tools and are ready to share this insight. Kleinfelder-PDG has engineering, architectural, graphic design, community branding, grants/financing expertise available under one roof, all of which play a role in comprehensive planning issues. Our grants/finance department has secured \$1.3 billion for our clients, including many CDBG-funded projects.

We take great pride knowing that our plans do not sit on shelves, they are implemented. Our plans include a step-by-step approach to successfully achieve steady progress toward accomplishing community visions and goals. We provide new insights into issues and communicate them through a dynamic, graphics-rich and a highly readable plan with an implementation matrix for the next twenty years. After reviewing the attached information, please do not hesitate to contact us with any questions.

Sincerely,

**POGGEMEYER DESIGN GROUP, INC.**

Paul Z. Tecpanecatl, AICP  
Project Co-Manager

Lauren O. Falcone, AICP  
Project Co-Manager

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### INTEGRATED SOLUTIONS

- Architecture/Interiors
- Construction Administration
- Electrical Engineering
- Environmental Engineering
- GIS Mapping
- Mechanical Engineering
- Municipal & Regional Planning
- Project Financing Assistance
- Site/Civil Engineering
- Structural Engineering
- Surveying
- Transportation Engineering
- Water/Wastewater Operations



# STAFF BIOS



## PROJECT MANAGEMENT APPROACH

We have identified co-project managers who will bring different strengths to the project based on their planning experience. The team proposed for this project has worked together for over 25 years. We expect this Plan Update to be the city's Plan, not Poggemeyer's. We have provided a draft outline of our typical scope of services below in Miscellaneous but will rely on city input to "tweak" it to best fit the aspirations of the community. We will do our best to engage all residents and stakeholders and keep everyone on track with the planning phases and deliverables. We envision monthly conference calls with the Director of Planning, two physical and one virtual steering committee meetings (Steering Committee SC) and monthly check-ins with the SC via Microsoft Teams or our dedicated 800 planning conference call number. These physical meetings can be moved to Microsoft Teams in light of the pandemic. It will be our job to put the framework in place and we will give specific instructions, but we expect to have the Steering Committee and key stakeholders be a large part of this plan, so they become cheerleaders of the plan when it comes time for implementation. Kleinfelder-PDG will have six staff members and one subconsultant involved in the Green Comprehensive Land Use Plan Update, team members bios are below, and resumes are attached in Composition of Firm's Staff.

### Co-Project Manager– Lauren O. Falcone, AICP, Vice President

**26 Years at Kleinfelder-PDG**



Lauren O. Falcone, AICP, Department Manager will be co-project manager. Lauren has been providing clients with planning, economic development, and grant assistance during her tenure at Kleinfelder-PDG. She has worked on numerous planning projects across the State, specializing in comprehensive and downtown

revitalization plans. She has also worked on neighborhood, recreation, and coastal access plans. Her planning work involves strong public input components, including key person interviews, surveys, Charrettes, and public meetings. Lauren bridges planning with results by providing technical assistance for local, state, and federal grant and loan programs, as well as economic development incentive programs. She specializes in CDBG programs assisting communities with infrastructure improvements and business/industry retention, expansion, and recruitment strategies. Lauren also has experience with financing for downtown improvements and economic development incentives, such as the Ohio Enterprise Zone and Community Reinvestment Area Programs. Lauren builds lasting relationships that endure beyond the planning, financing and improvement phases of community planning and development. For example, she has worked as the economic development consultant on a retainer basis for 20 years with Wellington, LaGrange, and Grafton (Lorain County). In addition, Lauren has been a speaker on various planning best practices and projects

at local and state conferences sponsored by Ohio American Planning Association (APA), Heritage Ohio, and local planning/zoning organizations. She has also been a trainer for Michigan Economic Development Corporation for communities interested in the State's Redevelopment Ready program on economic development and market strategies. Lauren is from Cuyahoga County, has institutional knowledge of Northeast Ohio, living and working in both Strongsville and Westlake and is Vice-Chair of the City of Westlake Planning Commission. She has recently spent time working in Parma Heights, as well as Wadsworth and Orrville. Lauren recently finished a Four County (Huron, Ottawa, Sandusky, and Seneca) Workforce Development and Economic Development Strategy, a Comp Plan for Grafton, a Wyandot County branding project, and a community-wide visioning project in Worthington. She is currently working on Comp Plans for Holmes County and the City of New Franklin, a Park Plan Update in the City of North Las Vegas, an Economic Development Plan for North Olmsted and administering a \$185,000 CDBG Target of Opportunity Downtown Revitalization grant for an historic downtown theater and opera house in St. Marys

### Co-Project Manager– Paul Z. Tecpanecatl, AICP

**26 Years at Kleinfelder-PDG**



Paul Z. Tecpanecatl, AICP, Department Director, will be co-project manager. He has worked in the planning and community development field for over 35 years, with a strong background of service in the private, public, and nonprofit sectors. His experience includes neighborhood, city, and regional planning; organizational strategic



plan development; housing and neighborhood revitalization strategies; administration of HUD programs; historic preservation planning; Section 106 reviews; and zoning/land use regulation work.

Paul previously held senior level management positions in other organizations, administering over \$12 million in federal funds annually as Housing Commissioner for the City of Toledo, drafting the City's Historic Preservation Ordinance as Planner for the Toledo-Lucas County Plan Commissions, and serving as Executive Director of the NorthRiver Development Corporation, where he and the organization were recognized with the prestigious Preservation Honor Award by the National Trust for Historic Preservation in 1987. Between 1996 and 2006, Paul served as adjunct professor at the University of Toledo's Graduate Department of Geography & Urban Planning. His extensive experience assisting clients in targeting CDBG funds to achieve identified community goals combined with his broad planning background make him a valuable member on this team. Paul recently completed three planning studies funded by the State's Local Government Innovation Fund Program: the Miami-Erie Canal Collaborative Development/Tourism Plan; the Adams County Economic Development/Tourism Plan; and the Northern Miami County Trail Development/Tourism Plan. All of these planning studies included extensive public outreach activities. In 2017, Paul was successful in securing a \$500,000 Neighborhood Revitalization Grant for the Village of Continental in Putnam County for various community improvement projects. The application required a strong community engagement component that was addressed through numerous community meetings and a community-wide mail survey. Paul recently finished a re-write of the City of Orrville's and City of Fremont's Zoning Codes, a Four County (Huron, Ottawa, Sandusky, and Seneca) Workforce and Economic Development Strategy, a community-wide visioning project in Worthington, a community needs assessment for the Fort McKinley Neighborhood in Harrison Township located northwest of Dayton, and a Comp Plan in Lexington. He is currently working on a Comp Plan in Holmes County and in the City of New Franklin and updating zoning codes in Creston and Elmore.

### PROJECT TEAM

#### **Beth A. Barton,** **Graphic Design Coordinator** **21 Years at Kleinfelder-PDG**



With over 20 years of experience, Beth provides multi-media design services that convey our client's message in a unique and creative way. She works along-side planners to create identity systems, community branding, brochures, wayfinding systems, websites, photographic enhancements, maps, and various

other graphics for clients in our planning projects. Her work also involves facilitating public meetings to gain consensus on branding projects. She excels at defining the essence of a community and reflecting this essence in her designs.

Beth's corporate marketing responsibilities include visioning, development, and implementation of Kleinfelder-PDG's marketing strategy/campaign through the design of brochures, website, report graphics, print ads, trade booth graphics, signage, newsletters, marketing materials and other design projects. She also has extensive experience with photography and print coordination. In the past, Beth completed Brand Development (Logo, Tagline and Signage) Projects for the Cities of Wadsworth and Parma Heights and Wyandot County

#### **David M. Zubenko, GIS Technician** **6 Years at Kleinfelder-PDG**



David is a GIS Technician with seven years of experience. He is responsible for creating maps for reports, story maps, proposals, and presentations. These documents have been used in our planning projects. David will be able to update any mapping as part of this planning process along with creating story maps for entire planning process and/or key issues.

Prior to joining Kleinfelder-PDG David worked as a GIS Planning Aide for the City of Grand Rapids where he worked to improve the city's GIS system so that it could be used as an effective communication tool. This primarily consisted of making public facing maps, improving the quality of the GIS database, and improving the quality of the data within the database. He recently finished GIS mapping for the existing and future parks system in the City of North Las Vegas. David is currently working on mapping for comprehensive plans in Holmes County and New Franklin.

#### **Timothy J. Bock, P.E.,** **Project Engineer** **30 Years at Kleinfelder-PDG**



Tim is a project manager in Kleinfelder-PDG's Transportation Department with extensive experience in roadway engineering. His experience includes bikeways, pedestrian trails, new and improved traffic, street, highway, draining, parking lot and pavement design, as well as construction administration, cost estimating and development of detailed plans. As project manager, he collaborates with clients to provide complete project development assistance,



including conceptual consultation, design, funding assistance and construction administration services. Tim recently finished an Active Transportation Plan for Montpelier, Ohio. This document was created to serve as a long-range guiding document for the development of safe, user-oriented bicycle, pedestrian, and multimodal connections. A safety study was also completed on SR 107 (East Main Street, Montpelier) and recommended the addition of pedestrian signals to existing signalized intersections with a combination of bike lanes, sidewalks, and curb ramps. A successful application for ODOT safety funds for the design of the recommendations was approved. Tim is familiar with the Safe Routes to Schools program, Vision Zero, and Complete Streets Design Concepts. Tim is currently working in the Village of McComb on storm water improvements, the Village of Holland on street improvements, and the Village of N. Baltimore on grant-funded roadway, park, and parking lot improvements.

### **S. Sonny Hamizadeh, AIA, Architectural Department Manager 10 Years at Kleinfelder-PDG**



Sonny is the architecture manager of Kleinfelder-PDG's Integrated Facilities Design (IFD) Division and has more than 40 years of experience. He coordinates IFD's services with managers from other offices and disciplines within the firm. His experience covers a broad range of design work including K-12 education, higher

education, recreation, commercial/retail, healthcare, religion, and government/municipality projects. This experience blends well with any services we would need during a community comprehensive planning process. Firm responsibilities include design, constructability analysis, scheduling, and budget administration. Sonny recently finished a master plan to renovate an old, vacant city garage in Port Clinton into the Port Clinton Area Arts Council facility. This facility will house artists, highlight their work, and provide an event center for the community. He also recently finished design services for Wauseon High School. Sonny is familiar with the design necessary for aging in place as well as infill development redevelopment. Sonny is currently working on the design of a parks Master Plan for the Village of Covington and the renovation of the University of Toledo's Mulford Library.

### **Christine A. Meske, PLA, LEED AP, Owner, Principal Boulevard Studios LLC 26 Years of Experience**



Chris created Boulevard Studios in 2015, following two decades of working for other architecture and engineering firms in Ohio. Much of her experience is outlined in her resume. What is noteworthy is her robust history of working on recreational and community development projects in the public sector. Her parks work, especially, is diverse, ranging from the creation of

small and simple amenities, such as a splash pad in Akron, Ohio, to larger planning efforts like the Grafton parks master plan—part of the Comp Plan headed up by Kleinfelder-PDG. Overall, Chris possesses a solid background in the key facets of landscape architecture and site design, hardscape design, site planning, and stormwater management. Creative and skilled, she guides the process from feasibility study and concept design through site coordination and construction administration. By combining her finessed design savvy with a strong attention to detail, Chris has successfully planned and implemented countless projects that help to build community while meeting client goals. Recently she has begun work on the Mayfield Heights Aquatics and Community Center project, coordinating site design and landscape architecture services with the project team, and is finishing work on the Cleveland Racquet Club, which will see the creation of a new 15,000 sf pool deck with a variety of amenities to the club's popular outdoor pool. She is also currently working with Kleinfelder-PDG on New Franklin's Comp Plan Update.



## COMPOSITION OF FIRM'S STAFF



**Kleinfelder-PDG** is a multi-disciplinary firm specializing in municipal planning, community branding, economic and community development, grants, engineering (civil, transportation, environmental, structural, electrical, and industrial), architecture, interior design, and surveying. As of October 13, 2020, PDG was acquired by Kleinfelder, Inc., a national top 100 Engineering & Architecture Firm. Kleinfelder is an international company founded in 1961 and headquartered in San Diego, California. It has over eighty-five offices in the United States, Canada, and Australia. Kleinfelder employs over 3,000 persons and in 2019 reported \$460,000,000 in revenue.

### FUNDING SOURCE EXPERIENCE

Kleinfelder-PDG is one of the few consulting firms that possesses a separate division to handle the acquisition of grants and other financial assistance for projects. We have obtained over **\$1.3 Billion** in grants and low-interest loans for our clients.

Our team of funding specialists are uniquely qualified to evaluate potential resources and pursue grant and low-interest loan funds, as well as other incentives. We not only help get projects funded, we help administer those funds as well. Our client-focused service has resulted in mutually beneficial, ongoing relationships with more than 800 communities, organizations and industries.

**\$1.3  
BILLION**

Over \$1.3 Billion  
in Grant and  
Low-Interest  
Loan Assistance

**"Our qualified funding specialists  
evaluate potential resources and  
pursue grant and low-interest loan  
funds to make your project a reality."**

### TRAINING AND CERTIFICATIONS

Our professionals stay abreast of current initiatives and best practices, and receive training in innovative fields to share that expertise with our clients.

We have AICP certified planners, LEED-accredited professionals, formal Complete Streets training, FBCI Form-based Code Training, Professional Engineers and Surveyors, AIA-certified architects, ASLA-certified landscape architects, certified Economic Development Financing Professionals (EDFP's), State certified lead-based paint risk assessors, housing specialists, branding specialists, graphic designers, GIS experts, and other professionals—all of whom provide services to our municipal clients.

		
<b>Midwest Headquarters</b> 1168 North Main Street Bowling Green, OH 43402		
Kleinfelder-PDG OFFICE LOCATIONS 10 Offices		
OHIO		NEVADA
<b>Bowling Green</b> (Midwest Headquarters)	<b>Lexington</b> <b>McClure (IFM)</b>	<b>Las Vegas</b> (Western Headquarters)
<b>Columbus</b>	<b>Toledo</b>	<b>Reno</b>
<b>Defiance</b>	<b>Westlake</b> <b>Zanesville</b>	

Lauren Falcone will be the prime point of contact for the project. She is located in our Westlake Office, which is approximately one hour from the City of Green.

### EQUIPMENT AND FACILITIES

Kleinfelder-PDG's midwest headquarters is located in Bowling Green. Our equipment includes networked PC's and all software required to complete work tasks. Our GIS software is ARCVIEW and we have large format color and black and white plotters for large scale maps. We can utilize instant polling through SurveyMonkey which enables us to engage workshop participants in more interesting and engaging workshops and visioning sessions.

Kleinfelder-PDG's 33,000 s.f. Bowling Green midwest headquarters houses personnel from each discipline that our team provides. This multidisciplinary nature allows our clients to deal with a single firm exclusively for numerous services and specialties. We maintain almost 80,000 s.f. of office, lab and equipment storage nationally.

We utilize AutoCAD, Revit and MicroStation software to produce design documents and story mapping. GPS and Robotics equipment is used by the survey department, allowing the transfer of data to CADD programs. We stay current with new technology, software and computer upgrading, with state-of-the-art equipment and computer programs to analyze various system design components. Use of these programs reduces the time and effort required to prepare project specifications. In addition, staff are provided cellular phones with e-mail capability to expedite communication between the firm, the client and subconsultants.



## COMPOSITION OF FIRM'S STAFF



**Boulevard Studios'** first priority is to provide its clients with attentive, contiguous, and personal service throughout the project process. Our diligent and firsthand participation from concept through construction allows us to possess the most thorough knowledge of a design's nuances, making us invaluable contributors to both the project team and stakeholders.

The firm provides exceptional landscape architectural services to public and private clients alike. Whatever the project size or type, we approach each with a holistic design sense, incorporating client and public needs with a mindfulness toward sustainability and context.

## FIRM HISTORY

Boulevard Studios was established in Macedonia, Ohio in the spring of 2015 as a Summit County firm that would serve Northeast Ohio and beyond. The firm was incorporated as a Limited Liability Corporation (LLC) and operates as a sole proprietorship under its owner, Christine Meske, who brings over twenty years of experience that has likewise been varied, touching on nearly all aspects of landscape architecture.

While the firm does not employ any other full time staff, we recently began working with part time interns hired on a contract basis when our workload requires extra hands. We value the fresh perspectives in current trends they bring as well as their technical abilities for visualization, presentation drawings, and plan production.

## PARTNERSHIPS

Landscape architecture is often practiced as a subconsultant service on development projects and as a small firm Boulevard Studios has the flexibility to adeptly fill this role. As a result, we have enjoyed the opportunities to partner with a multitude of architects and engineers throughout Ohio. In turn, these firms often become our subconsultants in the instances in which site design is the primary charge and our firm is the lead.

## LICENSES & CERTIFICATIONS

Boulevard Studios is a licensed landscape architecture firm in the State of Ohio. The firm further holds the following certifications:

- Ohio Unification Certification Program (ODOT) DBE
- Ohio EDGE Participant Firm
- City of Cleveland FBE
- Northeast Ohio Regional Sewer District (NEORSDD) WBE, SBE

## IN-HOUSE SERVICES

Just as the environment around us is vast yet intimate, Boulevard Studios provides a wide range of services at every scale. From small residential gardens to large public and commercial projects, the firm remains consistent in its expertise and design quality, ensuring responsible development and client satisfaction for every project.

Specifically, we provide services in the following areas:

- Landscape, hardscape design
- Irrigation design
- Site planning and feasibility study
- Green infrastructure design
- Grading and stormwater design







## LAUREN O. FALCONE, AICP

Department Manager, Planner

### Project Responsibilities

- Project Manager
- Process Design
- Visioning/Planning
- Public Education/Engagement
- Interpretation & Analysis

A PDG employee since 1995, Lauren works with communities to facilitate a public planning process that creates a vision with realistic goals and objectives that can help community leaders move their organization into a financially stable future that supports the needs of residents and business. She understands that the success of any visioning/planning project is strong public engagement and education. Lauren also specializes in financial programs that can provide infrastructure improvements and business/industry retention, expansion, and recruitment strategies. She is very familiar with state and federal financing for downtown improvements and economic development incentives.

Lauren builds lasting relationships that endure beyond visioning, public input, planning, financing, and improvement phases of community development. For example, she has worked as the planning and economic development consultant on a retainer basis for over 25 years with Wellington, LaGrange and Grafton. She will be involved in all phases of the project, specifically data collection, stakeholder interviews, education, preparing for and running any meetings and public events, as well as drafting the interview tools, survey tools, and assisting with social media releases, drafting vision statements, action plans and implementation. Lauren most recently worked on public input in Luna Pier, Michigan, Lift Bridge, Ashtabula, Ohio and Grafton, Ohio which included public meetings, interview tools, surveys, visioning, SWOT/SOAR analysis, action plans and implementation.



### Education

- MA in Public Administration, Cleveland State University, 1995
- BA in Public Administration/ Sociology, Miami University, 1994

### Certifications

- American Institute of Certified Planners (AICP) 027921

### Training

- Trainer for Michigan Economic Development Corporation – RRC Best Practices 6.1 (Economic Development Strategy) and 6.2 (Marketing and Promotions)

### Professional Affiliations

- Ohio Development Services Agency – Downtown Advisory Committee Member, Economic Development Advisory Committee Member
- American Planning Association (APA, APA Ohio, APA Cleveland)
- Heritage Ohio
- Planning Commission Member – City of Westlake

### PROJECT EXPERIENCE

#### COMPREHENSIVE/ VISION/ MASTER/LAND USE/PLANS

- Holmes County Comprehensive Plan
- Village of Millersburg Comprehensive Plan
- City of Worthington Vision Plan
- Clinton County Comprehensive Plan
- Grafton Comprehensive Plan (2)
- New Franklin Comprehensive Plan
- Painesville Comprehensive Plan
- Whitehouse Comprehensive Plan & Update
- Wellington Comprehensive Plan
- Olmsted Falls Housing & Commercial Study

#### ECONOMIC DEVELOPMENT/ MARKETING STRATEGIES

- 4CG Regional Strategic Workforce & Economic Development Strategy
- Michigan Economic Development Corp. Economic Development & Marketing Guides for RRC program
- Hillsdale, Michigan
- Lathrup Village, Michigan
- Luna Pier Economic Recovery Plan

#### REVITALIZATION STRATEGIES

- Historic Ashtabula Harbor Lift Bridge Association Strategic Plan
- Amherst Downtown Revitalization
- Huron Downtown Revitalization
- Brewster Downtown Revitalization
- Grafton TLCI Study
- Mingo Junction Downtown Revitalization
- Our Town Coshocton Downtown Plan
- Orrville Downtown Revitalization
- Port Clinton Downtown Plan
- Cambridge Revitalization Strategy
- Upper Sandusky Revitalization
- Whitehouse Neighborhood Revitalization Strategy
- Woodsfield Revitalization Strategy

#### COMMUNITY BRANDING/ WAYFINDING/MARKETING

- City of Wadsworth Branding & Wayfinding Plan
- City of Parma Heights Branding & Wayfinding Plan





- Clinton County Trails Coalition Wayfinding Plan
- Village of Blissfield Wayfinding Plan
- Wyandot Countywide Branding & Marketing

## **GRANTS/FINANCING ASSISTANCE**

### **CDBG Downtown**

- Amherst CDBG Downtown Tier II Application/Administration Technical Assistance
- Auglaize County/St. Marys Theater Target of Opportunity Application
- Bryan CDBG Downtown Tier II Administration Technical Assistance
- Cambridge CDBG Downtown Tier I & II Application/Administration Technical Assistance
- Celina CDBG Downtown Tier II Administration Technical Assistance
- Fremont CDBG Downtown Application Assistance
- Galion CDBG Downtown Tier II Application/Administration Technical Assistance
- Genoa CDBG Downtown Tier II Application/Administration Technical Assistance
- Gibsonburg CDBG Target of Opportunity Application/Administration
- Huron CDBG Downtown Tier I & II Application/Administration Technical Assistance
- Leipsic CDBG Downtown Tier II Administration Technical Assistance
- Marysville CDBG Downtown Tier II Application
- Mingo Junction CDBG Downtown Tier II Application/Administration Technical Assistance
- Oak Harbor CDBG Downtown Tier II Administration Technical Assistance
- Oberlin CDBG Downtown Tier II Application/Administration Technical Assistance
- Orrville CDBG Downtown Tier II Application/Administration Technical Assistance
- Plain City CDBG Downtown Application Assistance
- Putnam County/Leipsic CDBG Target of Opportunity Application/Administration
- Upper Sandusky CDBG-DT Tier II Application & Program Administration
- Vermilion CDBG Downtown Tier II Application/Administration Technical Assistance
- Wapakoneta CDBG Downtown Application Assistance
- Waterville CDBG DT Tier II Administration Technical Assistance
- Wellington CDBG-DT/Tier II Threshold & Program Administration
- Whitehouse CDBG Downtown Tier II Application/Administration Technical Assistance

### **CDBG-ED/RLF**

- Alvada Construction, Inc. CDBG-ED
- Applications/Administration, Seneca
- Charter Steel CDBG-ED Applications
- Commerce Drive CDBG-ED Applications
- DECA KWEST CDBG-ED Applications
- DMC Associates, Inc. CDBG-ED Applications
- Fellner DDS CDBG-ED Applications
- Fetter Finishing CDBG-ED Applications, Auglaize County
- Interstate Bakeries Corporation CDBG-ED, Wood County
- JAC Products CDBG-ED Applications, Lucas County
- LaGrange Business Park CDBG-ED Applications, Lorain County
- Whirlaway CDBG-ED Applications, Lorain County
- Whirlpool Corporation CDBG-ED Applications, Darke County
- PPG Industries CDBG-ED Applications, Allen County

- Shugarman Surgical Supply CDBG-ED Applications, Lucas County
- United States Gypsum CDBG-ED Applications, Ottawa County
- Visual Products CDBG-ED Applications, Lorain County
- R Coffee Corner RLF, Ottawa County
- Scooter's Dairy RLF, Ottawa County
- Don Tomasso's Pizza RLF, Upper Sandusky
- SkyClimber Fabricating RLF, Delaware
- Myla's Frozen Yogurt, RLF, St. Mary
- Ciao Bella RLF, Port Clinton
- Clinton House RLF, Port Clinton

### **ODOT Funding**

- Port Clinton TAP
- Upper Sandusky Jobs & Commerce
- Sycamore Jobs & Commerce

## **DOWNTOWN & NEIGHBORHOOD ECONOMIC DEVELOPMENT FINANCIAL INCENTIVES**

**Enterprise Zones (EZ's), Community Reinvestment Area (CRA's), Revolving Loan Funds, Applications, Certifications, Handbooks, Annual Reports**

- Allen County
- Avon
- Bluffton
- Bucyrus
- Cambridge
- Galion
- Grafton
- Greenville
- Knox County
- LaGrange
- Lakeview
- Lorain County
- Lucas County
- Maumee
- Orrville
- Ottawa County
- Perrysburg
- Upper Sandusky
- Wellington
- Wyandot County



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#### **ZONING DESIGN REVIEW GUIDELINES**

- Amherst City
- Cambridge City
- Mingo Junction Village
- Orrville City

#### **PARKS & RECREATION**

- Geneva Township Park Master Plan
- Huron Boat Basin, Marina, Walkway, Amphitheater
- North Las Vegas City Parks & Recreation Master
- Port Clinton Coastal Access Plan





## PAUL Z. TECPANECATL, AICP

Department Director, Planner

### Project Responsibilities

- Project Manager
- Community Planning
- Consensus Building

A member of the Kleinfelder-PDG team since 1995, Paul has worked in the planning and community development field for over 38 years, with a strong background of service in the private, public and nonprofit sectors. His experience includes neighborhood, city and regional planning; organizational strategic plan development; housing and neighborhood revitalization strategy development; administration of HUD programs; historic preservation planning; Section 106 reviews; and zoning/land use regulation work.

As Housing Commissioner for the City of Toledo, Paul has administered over \$12 million of federal funds annually, drafted the City's Historic Preservation Ordinance as Planner for the Toledo-Lucas County Plan Commissions, and served as Executive Director of the Northriver Development Corporation in the Vistula Neighborhood. Between 1996 and 2006, Paul was an instructor in the Graduate Department of Geography and Planning at the University of Toledo.



### Education

- MCP Master of Community Planning, University of Cincinnati, Ohio 1977
- BA in Urban Studies, Xavier University, Cincinnati, Ohio 1975

### Certification

- Form-Based Codes Institute-3 Course Training Series, Michigan
- Economic Development Financing Professional (NDC) #0685-500
- American Institute of Certified Planners (AICP) 015289

### Awards

- HUD Fellowship—University of Cincinnati
- Preservation Honor Award—NTHP

### Organization Memberships

- National Low Income Housing Coalition
- National Trust for Historic Preservation
- Northwest Ohio American Planning Association
- Ohio Conference of Community Development, Inc.—Board Member
- Ohio CDC Association—Past President
- Ohio Community Development Finance Fund (CDFF)—Founding Board Member & 1st Chairman
- Toledo Alumni Chapter Past President, Xavier University
- Toledo-Lucas County Homelessness Board; Past President

### PROJECT EXPERIENCE

#### STRATEGIC PLANS

- 4CG Regional Strategic Workforce & Economic Development Strategy, Ottawa County CIC
- Neighborhoods in Partnership Strategic Plan, Toledo
- Ottawa CDC Strategic Plan, Toledo
- Whitley Crossings Neighborhood Development Corporation, Columbia City, Indiana

#### COMPREHENSIVE PLANS

- Athens City
- Germantown Village
- Harrison City
- Johnstown Village
- Rossford City
- Whitehouse Village

#### ZONING UPDATES

- Bowling Green Historic Zoning Overlay
- Erie Township, Michigan Zoning Code Update
- Fremont Zoning Code & Subdivision Regulations Update
- Holland Zoning Code Update
- New London, Huron County Zoning Code Update
- Orrville Zoning Code & Subdivision Regulations Update

- St. Marys Township, Auglaize County Zoning Code Update
- Troy Township, Wood County

#### ZONING ADMINISTRATION

- Interim Planning Director, City of Pataskala, May-July, 2013 (PDG was retained during transition period to replace retiring director)

#### REVITALIZATION STRATEGIES

- Adams County Economic Development and Downtown Revitalization Plan
- Auglaize County Moving Ohio Forward Program Grant Administration
- Newark Special Improvement District (SID)
- Port Clinton Downtown Revitalization
- Reynolds Corner Community Reinvestment Area (CRA), Toledo
- Suder Avenue Community Reinvestment Area (CRA), Toledo
- Wood County Moving Ohio Forward Program Grant Administration

#### CORRIDOR PLANS

- Adams County Economic Development/Downtown Revitalization Plan
- Miami-Erie Canal Economic Development/Tourism Plan, St. Marys, Ohio





- Northern Miami County Multi-Use Trail Plan, Miami County Park District
- University of Toledo Science & Technology Corridor Plan & Strategic Land Use Plan

#### **NEIGHBORHOOD PLANS**

- Historic Little Italy Neighborhood Revitalization Plan, Erie, PA
- Kenmore Blvd. Revitalization Plan, Akron, Ohio
- Labelle View/Pleasant Heights Neighborhood Revitalization Plan, Steubenville, Ohio

#### **HISTORIC PRESERVATION**

- Art Crest Building Renovation Funding, Maumee
- Mason Design Review Guidelines
- Nomination of Former Defiance High School to National Register of Historic Places
- Nomination of Maumee Theater to National Register of Historic Places
- Toledo, Ohio - Historic Zoning Ordinance

#### **HOUSING ADMINISTRATION**

- Community Housing Impact and Preservation Program (CHIP) - Grants
- Assisted 85 Communities in Ohio, Representing over \$60 Million in Funding
- Neighborhood Stabilization Program (NSP) Grant Administration
- \$1.9 Million for Region #2 Encompassing Lucas and Wood Counties

#### **HUD CONSOLIDATED PLANS**

- City of Battle Creek, Michigan
- City of Lima
- City of Monroe, Michigan
- City of Toledo

#### **SLUM & BLIGHT SURVEY**

- Berdan District, Toledo
- Overland Industrial Park, Toledo

#### **SECTION 106 REVIEW**

- Kroger Store, Fostoria
- Toledo Marina District

#### **LISC NSP CONSULTANT**

- City of Cincinnati, 2010
- City of Elyria, 2010





## BETH A. BARTON

Community Branding Specialist/Graphic Designer

With over 25 years experience, Ms. Barton provides multi-media design services that convey our client's message in a unique and creative way. She works alongside various PDG disciplines to create identity systems, community branding, brochures, wayfinding systems, websites, photographic enhancements, maps, and various other graphics for clients.

Ms. Barton's corporate marketing responsibilities include visioning, development and implementation of PDG's marketing strategy/campaign through the design of brochures, website, report graphics, print ads, trade booth graphics, signage, newsletters, marketing materials, and other design projects. She also has extensive experience with photography and print coordination.

### PROJECT EXPERIENCE

#### COMMUNITY BRANDING/ MARKETING

- Worthington, Ohio - Vision Worthington Branding and Marketing Plan
- Wadsworth, Ohio - Downtown Identity, Branding and Wayfinding Plan
- Parma Heights, Ohio - Branding and Wayfinding Master Plan
- Swartz Creek, Michigan Branding
- Battle Creek, Michigan Consolidated Plan
- Beckley, West Virginia - Comprehensive Plan
- Brooklyn, Michigan - Logo & Community Branding
- Consulting Services Logistics Branding
- East Pointe, Michigan Branding/ Logo Redesign
- Erie, Pennsylvania Historic Little Italy Neighborhood Plan
- Galena, Ohio Comprehensive Plan
- Germantown, Ohio ED Strategy
- Hillsdale County, Michigan - ED Strategy
- Johnstown, Ohio Strategic Plan
- Lucas County, Ohio CEDS
- Luna Pier, Michigan Master Plan (2011 Outstanding Comprehensive Plan, Small Town and Rural (STaR) Planning Division, American Planning Association)

- MEDC Marketing/Branding Strategy Guidelines
- University of Toledo Strategic Neighborhood Plan
- Northwestern Water & Sewer District, Wood County, Ohio - Watershed Kiosk
- Ottawa County Active Transportation Plan Logo
- Sandusky County Development Plan for Active Transportation Logo
- Sylvania Township, Ohio Land Use Plan
- Toledo/Lucas County, Ohio Housing Fund
- Whitehouse, Ohio - Community Master Plan Update

#### COMMUNITY PLAN & MAP LAYOUTS

- 4CG Regional Strategic Workforce & Economic Development Strategy
- Adams County Economic Development Plan
- Amherst Downtown Plan
- Ashland Downtown Plan
- Ashtabula LBCA Plan
- Ashtabula County Coastal Plan
- Athens Comprehensive Plan Update Map
- Battlecreek Columbia Avenue Corridor Urban Design Strategy Map, Michigan

### Project Responsibilities

- Project Manager
- Community Branding
- Consensus Building
- Graphic Design
- Wayfinding Development



### Education

- Bachelor of Science Concentration in Graphic Design - University of Toledo, 1994
- Bowling Green State University - Graphic Design

### Certifications

- Florida State Real Estate Associate SL344079

### Training

- Contributor for Michigan Economic Development Corporation - RRC Best Practices 6.2 (Marketing and Promotions Guidelines)





- Beckley Comprehensive Plan Update
- Coshocton Downtown Plan
- Geneva-on-the-Lake Comprehensive Plan
- Geneva Township Park Master Plan
- Kamm's Corners Parking Study Map, Cleveland
- Miami/Erie County Canal Economic Development Plan and Map
- Painesville Comprehensive Plan
- Perrysburg Riverside Park Trail
- Port Clinton Downtown Plan
- Port Coastal Access Management Plan
- Sandusky County Development Plan for Active Transportation Map and Logo
- Stearns Crossing Business Park Logo—Olmsted JEDD, Olmsted Falls
- Sylvania Design Guidelines
- Sylvania Township Community Information and Map
- University of Toledo Strategic Plan Map
- Upper Sandusky Wyandot Corridor Plan Layout
- Van Wert Downtown Plan
- Vision Worthington Plan
- Warren Comprehensive Plan
- Whitehouse Comprehensive Plan & Update
- Wilmington Sugartree Corridor Plan Layout

#### **BROCHURES**

- Erie Islands Industrial Park, Port Clinton
- Stearns Crossing Business Park ED Brochure—Olmsted JEDD, Olmsted Falls
- Upper Sandusky Economic Development
- Wadsworth Marketing/Economic Development

#### **WAYFINDING SYSTEMS**

- Village of Blissfield, Michigan
- City of Parma Heights, Ohio
- City of Wadsworth, Ohio
- Main Street Wadsworth, Ohio
- Bay Point Resorts, Ohio
- Eastern Michigan University, Michigan
- Terra State Community College
- Upper Sandusky Wayfinding Design

#### **WEBSITE DEVELOPMENT/AUDITS**

- Allegan, Michigan Website Audit and Redesign
- Beckley Comprehensive Plan, West Virginia
- Consulting Services Logistics Website Design
- Escanaba, Michigan Website Audit
- Hillsdale, Michigan Website Audit
- Marshall, Michigan Website Audit and Redesign
- Poggemeyer Design Group Website and Social Media Design & Marketing
- Stearns Crossing Business Park ED Brochure—Olmsted JEDD, Olmsted Falls
- Toledo/Lucas County Housing Fund

#### **STREETSCAPE ENHANCEMENTS**

- Amherst Downtown
- Athens Corridor Planning and Downtown
- Corry Downtown, Pennsylvania
- Bellevue Downtown
- Blissfield Flood Scenario, Michigan
- Brookville Downtown
- Erie Downtown, Pennsylvania
- Evendale Downtown
- Hebron Downtown
- Lexington Parking Lot Enhancement
- Millersburg Downtown
- Mingo Junction Downtown

- Marysville Armory Mural
- Monroe-Dixie Complete Streets Project, Michigan
- New Richmond Downtown and River Park
- Orrville Downtown
- Plain City Downtown
- Front Street Multi-Use Path—Portsmouth, Ohio
- University Heights Downtown
- Warren Downtown, Pennsylvania
- Wooster Street Corridor I-75 Bridge Gateway sign and fencing
- Wellington Downtown

#### **DISPLAYS**

- Lake Erie Islands Welcome Center Display, Ottawa County
- Northwestern Water & Sewer District—Watershed Kiosk, Wood County





# DAVID M. ZUBENKO

GIS Specialist

## Project Responsibilities

- Providing paper, online and other forms of interactive mapping in support of company and client objectives

Mr. Zubenko joined the team in 2017 and is responsible for creating maps for reports, proposals and presentations using GIS mapping technology.

He specializes in various types of project mapping related to utility systems and planning. Specific programs/project areas include Environmental Review Records (ERR), Community Development Block Grants (CDBG), NatureWorks, Community Reinvestment Act (CRA) and Economic Development Administration (EDA).

## PROJECT EXPERIENCE

### PLANNING

#### Comp Plans/Land Use Plans/Zoning/ Economic Development Mapping

- 4CG Regional Strategic Workforce & Economic Recovery Plan
- Rossford Comprehensive Plan Land Use and Transportation Routes\*
- Golden Triangle Land Use
- State Route 795 Corridor Study
- Fremont Grant application map NW Ohio LMHA Properties
- Fremont Target Area
- Montpelier Target Area Census
- Leipsic Economic Development Grant Assistance-Planning
- St. Marys Miami-Erie Canal LGIF Plan
- Centerburg Zoning
- Grafton Comprehensive Plan
- Luna Pier Economic Recovery Strategy

### TRANSPORTATION

- Grafton TLCI Transportation Study
- New London Birch Park Drive Improvements
- Ottawa County Active Transportation Plan
- Port Clinton Streets
- SR 795 Safety and Congestion Analysis Study

### GENERAL

- Bay Point Resorts Contours
- North Baltimore Community
- R/L Standard Wellness Project, Gibsonburg

- Holgate/North Baltimore Community
- Whitehouse Community

#### Environmental Review Records (ERR)

Delaware County– Ashley  
Environmental Review Record (ERR)  
mapping

#### Wayfinding Mapping

- Wadsworth, Ohio–Downtown Identity and Branding Signage
- Parma Heights, Ohio–Branding and Wayfinding Signage
- Blissfield, Michigan–Wayfinding Signage

### UTILITY MAPPING

#### Sewer

- Eastlane Mobile Home Park Flow Monitoring
- Elyria Wastewater Pollution Control Plant
- Erie County–Pipe Creek Service Area Sewer System
- Erie County Sanitary Sewer I/I Evaluation
- Holgate Pump Stations
- Morrow Sewer System
- Ottawa Phase 1 Sewer System
- Ottawa County Danbury WWTP and Pump Station Improvements
- Ottawa Co. PCI WWTP/Pump Station Improvements-Design
- Perrysville WWTP Evaluation/ Report
- Sandusky Co. Wightman's Grove SSCS/TF



## Education

- BS in Geography, GIS Option, The Pennsylvania State University, 2015

## Computer Skills

- Software: ArcGIS, AutoCad, Photoshop, InDesign, Illustrator, SketchUp





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#### **Water**

- Belmont Water System
- DeGraff Well Field
- Grafton Water System
- Holgate Pump Stations
- MHS - Eastlane Mobile Home Park Flow Monitoring/Design
- Morenci East Main Street Waterline Relocation
- Oregon Plate 1 Water System
- NW Ohio Water Jurisdictions
- Brookville Water Distribution/ Capital Improvements-Study and/or Report
- Hamilton Water System Master Plan-Study and/or Report
- HCRWSD Water Supply General Plan-Study and/or Report
- Upper Sandusky Distribution System
- WCEDC Regional Water Study Phase II-Design

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#### **Asset Management Plans**

- Lexington
- New Lexington
- Antwerp
- Monroeville
- Oak Harbor
- Upper Sandusky

#### **General**

- Ashley/Delaware County Environmental Review Record (ERR)
- Bay Point Resorts Contours
- Burgundy Bay Flooding Mitigation Study
- Standard Wellness Projects with R/L - Gibsonburg, New Jersey, Utah

#### **Gas Lines**

- Columbia Gas—over 1,000 projects





## TIMOTHY J. BOCK, P.E.

Department Director, Transportation Engineer/  
Stormwater

### Project Responsibilities

- Transportation Engineer
- Roadway
- Stormwater

Mr. Bock is a Project Manager in the Transportation Department with extensive expertise in roadway engineering. A member of the team since 1992, Tim's experience includes bikeways, pedestrian trails, new and improved traffic, street, highway, drainage, parking lot and pavement design, as well as construction administration, cost estimating and development of detailed plans. As Project Manager, he works with clients to provide complete project development assistance, including conceptual consultation, design, funding assistance and construction administration services. In addition, Tim oversees the development of site plans, surveys, relocation plans and construction staking for utility companies.

A specialist in municipal infrastructure design, Tim has served as Engineer for several communities and currently handles nearly all transportation-related projects and activities for the Villages of Holland, Oak Harbor, Edgerton, Swanton, Centerburg and Berlin Heights. He also has completed projects in the Cities of Pataskala, Defiance and Fremont, and the Villages of Grand Rapids and New London.

### PROJECT EXPERIENCE

#### MUNICIPAL INFRASTRUCTURE

- Holland—Project Manager
- Almaine and Georgianna Drive Improvements
- Clark, Clarion, Front, Holly Street Resurfacing
- Clark Street Reconstruction
- Clarion Avenue, Phase 1 & 2
- Columbus Avenue Reconstruction
- Dunn Drive Improvements
- Dunn Drive Reconstruction Phase 2
- Erie Street Improvements
- Front Street/Clarion Avenue Recreation Path
- Hall Street Reconstruction
- Hall Street Phase 2 Waterline
- Hamilton Drive Improvements
- Holloway Road Improvements
- Kipling Road Reconstruction
- Madison Street/Kittle Road Reconstruction
- Marquette Avenue Improvements
- Marquette Avenue Improvements, Phase 2
- Maumee Street Improvements
- Orchard Center Pavement Evaluation and Improvements
- Progress Street Improvements
- Railroad Street/Jefferson Street Reconstruction
- Second Street/Columbus Avenue Phase 2
- Sidewalk Improvements
- Springfield Drive Reconstruction
- Strawberry Acres Lodge
- Strawberry Acres Path Lighting
- Washington Drive Improvements
- Oak Harbor—Project Manager
- Annual Street Program
- Benton/Main Street Improvements
- Maple Street
- Park Street
- Red Hawk
- Edgerton - Project Manager
- Depot Street Improvements
- Michigan/River Traffic Signal Study
- Defiance Pavement Management System Update
- Ottawa Hills
- Bancroft/Innisbrook/Dundas
- Manchester/Darlington
- Municipal Building Drainage Improvements
- Talmadge Road Reconstruction
- Geneva-on-the-Lake—Project Manager
- New Street Reconstruction
- Austin Hawley Multi-Modal Path
- Linda Drive Resurfacing
- City of Port Clinton Reconstruction



### Education

- BS in Civil Engineering, Ohio Northern University, 1992
- ODOT Traffic Academy—Maintenance of Traffic Module, 2005
- ODOT Traffic Academy—Traffic Signals Module, 2006
- National Highway Institute - Modern Roundabouts: Intersections Designed for Safety, 2021

### Registration

- Professional Engineer: OH E - 61270





- 6th Street - Project Manager
- Madison Street, Jefferson Street, Second Street
- Millbury Street/Pavement Inventory
- North Baltimore - Project Manager
- North Main Street Reconstruction
- Maple Street Safe Routes to School
- Memorial Park Basketball/ Tennis Court Resurfacing
- Main Street Waterline Replacement
- Grafton
  - Parsons Road
  - Annual Street Program
- Whitehouse
  - Cemetery Road
  - Downtown Water Line/Storm Sewer
- Castalia
  - Lowell Street
  - Depot/Water
- Woodville Combined Sewer Separation
- Millersburg Washington Street
- Hartford High Street Drainage
- Huron-Project Manager
  - Roadway Inventory / Roadway Inventory Update
  - Berlin Road
  - Cleveland Road Resurfacing & Cove II Bridge Replacement
  - Beach Road
  - Bridge Inspection
  - Williams/Center
  - Annual Street Program Inventory
- City of Upper Sandusky
  - Warpole
  - Wyandot Marse
- City of Berlin Heights Lake Street
- Swanton
  - Birch/Maple
  - Elm/West Streets
- Wellington 2018 Street / Pavement Inventory

#### **STORM SEWERS**

- Berlin Heights West Main Street Resurfacing and New Storm Sewers
- Edgerton Business Alley East Storm Sewer Improvements
- Edgerton Hull Street Reconstruction and Storm Sewer
- Edgerton Oak Street Storm Sewer Improvements
- Defiance Karnes Avenue Reconstruction and Bioretention Cell
- Fremont Garrison Street Improvements and New Storm Sewer
- Holland Madison Street and Kittle Road Reconstruction and Storm Sewer Improvements
- Swanton Business East and Dodge South Alley Improvements and Storm Sewer

#### **RURAL ROADWAYS**

- Capel Road Improvements, Grafton
- Cleveland Road/Rye Beach Road, Erie County
- Rye Beach Road US Rt. 6, Huron
- St. Rt. 57 Reconstruction, Lorain County (LPA)

#### **DOWNTOWN PROJECTS**

- New Lexington Main Street Streetscape (LPA)
- Front Street/Clarion Avenue Recreational Path, Holland
- North Baltimore Downtown (N. Main St.) Enhancements (LPA)
- Oak Harbor Downtown Enhancements

#### **RECREATION**

- Montpelier Active Transportation Plan
- Pataskala Taylor Road Trail
- Oak Harbor Veteran's Park Path
- Montpelier Iron Horse River Trail

#### **INDUSTRIAL/BUSINESS PARKS**

- Bowling Green Technology Park Napoleon/Dunbridge
- Business Park Infrastructure, Huron
- Oregon Industry Drive Site Development
- Richwood Industrial Park
  - Development/Design
  - Infrastructure
- Rye Beach Industrial Park, Huron
- University of Toledo Advanced Technology Park

#### **PARKING**

- Ohio State Highway Patrol – Lima Post Parking Improvements

#### **EDUCATION**

- Sandusky County Transportation Infrastructure District/Terra State Community College
- Kent State University Technology Center, New Philadelphia
- OEAMC Research Center
- Anthony Wayne High School Track
- Whitehouse Elementary

#### **BRIDGES**

- Cleveland Road West Bridge Replacement, Huron
- Washington Street Bridge Repair, Genoa

#### **HIGHWAY/ROADWAY**

- ERI-250-0.00, ODOT
- MIA-75-14.15, ODOT
- WAY-585-2.75, ODOT District 3
- LUC-2-21.15, ODOT District 2
- OTT-2-3.05/5.2.3/7.15 ODOT District 2
- HUR-610-21.83
- HUR-269-4.48/5.41
- Ohio Veterans Home





## S. SONNY HAMIZADEH, AIA

Architectural Department Manager

### Project Responsibilities

- Architecture Project Manager
- Consensus Building/Meeting Facilitation

As Architectural Department Manager of PDG's Integrated Facilities Design Division, Mr. Hamizadeh directs an award-winning design team of architects, engineers, and technical staff. Sonny applies the knowledge and expertise gained from more than 30 years of experience in the architectural design and construction administration fields to develop state-of-the-art, sustainable facilities designed to complement any environment.

Coordinating the Integrated Facilities Design Division's services with managers from other offices and disciplines within the firm, Sonny guides project development from conception through construction completion, with responsibilities including design, constructability analysis, scheduling and budget administration. His strong record of maintaining clients, and producing successful projects attests to his in-depth knowledge of business, and outstanding customer services and retention.



### CORE COMPETENCIES

- Project Programming and Design
- Managing Design (Architectural & Engineering), and Construction Administration operations
- Staff and Workload Management
- Business Development, Marketing and Client Management
- Client Advocacy
- Value Based Design
- Constructability Reviews
- Assisting Clients with Fundraising Efforts with Potential Grant Opportunities

### PROJECT EXPERIENCE

#### GOVERNMENT/MUNICIPAL

- Napoleon Municipal Court
- Northwest Water and Sewer District Renovations and Addition
- City of Genoa, Senior Center
- Sandusky County
  - New TRIPS offices and garage
  - 911 Operations Center
  - Sandusky County Courthouse Annex building
  - Reroofing and Stairs renovations at County Courthouse
  - Juvenile Detention Facility Addition and Renovations
  - Sandusky County Courthouse Renovations\*
- EOPA Toledo Conversion of Riverside Hospital into Daycare and Offices
- City of Holland
  - New Max Albon Lodge
  - New Police Department
- Deerfield Township
  - New Business Park Master Plan and design

#### RECREATION

- Owens Community College
  - School of Culinary Arts\*
  - New Student Health and Activities\* Perrysburg
- Table Forty4, Toledo
- Toledo Zoo Carnivore Cafe\*
- Restaurants and Dining for over 40 Senior Living Complexes around the U.S.
- Bowling Green State University, Falcon Field House\*
- Alma College Student Recreation Center, Alma, Michigan\*
- Rochester College Student Recreation Center Study and Design, Rochester, Michigan
- Upper Sandusky Community Recreation Center Study
- Delaware Community YMCA Recreation Center/National Guard
- Central Catholic Baseball Complex, Toledo

### Education

- BFA in Architectural and Environmental Design, Bowling Green State University, 1986
- Associates in Architectural Technology, Monterey Peninsula College, 1982

### Registration

- Registered Architect:  
OH 0413693  
PA 405898  
AZ 70044

### Professional Affiliations

- American Institute of Architects, Toledo Chapter
- Past President of School of Architecture - BGSU Alumni Advisory Board
- Monclova Township Zoning Commission - Completed
- JEDZ Board Member - Completed

\*Prior Experience





- Huntington Center Arena Structural, Site, and Interior Design, Lucas County
- Toledo Marina District, Toledo
  - Skyway Marina Passenger Terminal Building
  - Clock Tower
- Kalahari Resorts, Sandusky
  - The new convention Center
  - Africa Outdoor Bar/Restaurant
  - Indoor Renovations
  - Nia Center Convention Center Expansion Study
  - New Front Entrance and Reception Areas
- Francis Family 55,000 s.f. YMCA Community Center, Bedford, Michigan\*
- Tam O Shanter Sports Complex, Sylvania
  - Locker Rooms Addition
  - Bleachers to Rink 1
  - Lounge/Restaurant Renovations\*
  - Indoor Renovations
  - Ice Rink Addition\*
  - Offices Addition
- Sylvania Recreation Center Parks Master plan
- Sylvania Centennial Terrace Entertainment Facility
- St. Henry Pool and Recreation Study
- Strawberry Acres Max Albon Lodge Master Park Plan and Design, Holland
- Fleckenstein Park Master Plan and Recreation Design, Deerfield (followed LEED requirements)
- Toledo Metro Parks–Providence Park Office and Operations Design, Lucas County
- Flag Park Design Renovations, Sandusky County
- Geneva On The Lake Golf Course Club House Renovations

#### K-12 EDUCATION

- Anthony Wayne School District – District-wide New and Renovations
- Central Catholic Baseball Stadium
- Eastwood School District – New Wrestling Bldg.
- Evergreen High School, Lucas County\*
- Fremont School District – New and Renovations\*
- Mason Schools – Erie, Michigan\*

- Oregon School District\*
  - Renovations to 5 existing Building
  - New Elementary School
- Penta Career Technical Center, Toledo\*
- Swanton High School\*
- Wauseon Schools\*
  - Legget K-2 School
  - High School Addition and Renovations

#### HIGHER EDUCATION

- Northwest State Community College
  - Nursing, Allied Health & Public Services Building, Archbold
  - Renovations 2nd Floor Bldg. "A"
- Terra Community College, Fremont
  - Nursing & Music Building
  - Master Plan for Building B
  - Building A Renovations
- The University of Toledo
  - University Hall Renovations
  - New College of Pharmacy
  - Collier Building Auditorium and Classroom Addition
  - New Business Incubator Building
  - Infill and renovations to "Block" building
  - Nitschke 1,000 Seat Multi-Use Auditorium\*
  - Services Complex\*
  - Student Medical Center\*
  - Bio-Engineering Department Renovations\*
  - Plant Operations Building Renovation\*
  - Transportation Center Renovation– 4 Suites of Offices for Vice Presidents\*
  - Driscoll Center Renovation– President's & Administrative Offices
  - New University's Facility's Management Buildings
  - New Police and General Offices Buildings
  - Forensic Science Bldg. Design and Study
  - University Hospital 3rd floor Waiting Room addition
  - Hyperbaric Chamber Center at Medical Campus
  - New Engineering Complex Welcoming/Connector Lobby
- Monroe Community College, Michigan
  - Classroom Renovations at Building "C"
- Administrative Renovations and Additions
- Eastern Michigan University Wayfinding & Campus Signage
- Owens Community College, Perrysburg
  - New Founders Hall–School of Humanities
  - Main Campus Master Plan and Site Design
  - Campus Signage and Wayfinding
  - Center for Fine & Performing Arts– 82,000 s.f. with 500-seat theater, black box theater, gallery/exhibit space, dance studio, art gallery, art studios, photography, interior design studio and faculty offices\*
  - Findlay, Ohio Campus First Phase Building\*
  - Police and Fire Science Building–37,000 s.f. building\*
  - Student Health and Activities Building
- Kent State University New Business Technology Incubator
- Bowling Green State University
  - Health Science Building Lab Renovations
  - Life Science Building Renovations\*
  - Business Administration Offices Renovations\*
  - Falcon Field House\*
  - Olscamp Hall\*
  - Distance Learning Classroom Building\*
- Adrian College Shipman Library Addition and Renovation, Michigan\*
- Alma College\*
  - Student Health and Recreation Center, Michigan
  - Wright Hall Student Housing
- Rochester College Student Recreation Center Study and Design, Rochester, Michigan
- University of Michigan–Multiple projects in both main and health science campuses\*
- NSCC/UT – Design of the New Training and Classroom Facility
- Ohio Northern U. & City of Lima – Technology Incubator Center
- The Ohio State University Stone Lab
- Saginaw Valley State University (MI) – Academic Bldg. Planning and Schematic Design – For State Funding\*





- Henry Ford College (Dearborn, MI) – Multiple projects\*
- Wayne State University (Detroit, MI) – Multiple projects\*
- University of Pittsburgh – Johnstown Athletic Facilities\*

#### **COMMERCIAL/RETAIL**

- Sky Bank Branch Renovations (12 project locations)
- First Federal Bank
  - New Perrysburg Branch
  - New Bowling Green Branch
- State Bank New Bank and Renovations, Defiance
- Waterford Bank –
  - New Headquarters, Sylvania
  - New Perrysburg Branch
- Great Lakes Credit Union – New Bowling Green Branch
- New Table 44 Restaurant, Toledo
- Capital Bank, N.A. New Headquarters Building, Sylvania\*
- Society Bank Westgate, Toledo\*
- Levis Commons, Perrysburg\*
- Premiere Outlet Center, Chelsea Group, Tinton Falls, New Jersey\*
- Cleaner and Dryer Main Office Complex
- Jeep Experience/Museum, Toledo\*
- New St. John 23 Catholic Church, Perrysburg\*
- Carpenters' Union Training Faculty, Detroit, Michigan\*
- Planet Moran Creusa Southfield, MI – Multiple Projects\*
- Ford Motor Company – Office Renovations\*
- Directions Credit Union Headquarters, Toledo\*
- Dana Corp. Headquarters Office renovations and site design, Maumee\*

#### **HEALTHCARE**

- HCR-Manor Care, Toledo Ohio\*
- 35+ New and Renovation Projects
- New Nursing Homes, Renovations to Existing Nursing Homes, Memory Care, and Religious Oriented Senior Centers
- Projects Completed in Florida, Ohio, Michigan, Texas, North Carolina, Pennsylvania, Indiana
- HCF Corporation, Lima Ohio\*.

- 10+ New and Renovation Projects in Ohio and Pennsylvania
- New Nursing Homes, Renovations to Existing Nursing Homes, Dementia/Alzheimer's wing Designs
- Elizabeth Scott Senior Center, Toledo Ohio\*
- New Nursing Home Center
- Assistant Living Center Renovations
- Wood Lane Industries New Residence, Bowling Green
- Heritage Corners Care Center, Bowling Green
- CRSI New 36-Bed Facility, Lima

#### **RELIGION**

- CHS Medical Offices Complex, Fremont Ohio\*
- AME Church – Senior Housing Complex – Toledo, Ohio\*
- Dayspring Church – New Teen Recovery Center\*

# CHRISTINE A. MESKE, PLA, LEED AP

Owner, Principal / Boulevard Studios, LLC

## Project Responsibilities

- Landscape Architect

An Ohio registered landscape architect since 2001, Ms. Meske has over two decades of professional experience, possessing a solid background in the key facets of landscape architecture and site design, hardscape design, site planning, and stormwater management. Her body of work is diverse as well, covering a wide range of project types including outdoor recreational facilities, streetscapes, college campuses and mixed use developments. Creative and skilled, she guides the process from feasibility study and concept design through site coordination and construction administration. By combining her finessed design savvy with a strong attention to detail, Ms. Meske has successfully planned and implemented countless projects that help to build community while meeting client goals.

## PROJECT EXPERIENCE

- Playwright Park – Arts Stage and Walking Trails, Cleveland, Ohio
- Talbot Park – Splash Pad and Green Infrastructure, Akron, Ohio
- Cleveland Foundation Centennial Trail – Trailhead Design, Cleveland, Ohio
- The Welsh Home – Pond Improvements and Overlook, Rocky River, Ohio
- The Normandy Assisted Living – Memory Garden, Rocky River, Ohio
- West 73rd Street Extension – Multipurpose Trail, Cleveland, Ohio (with former firm)
- Historic League Park – Restoration and Redevelopment, Cleveland, Ohio (with former firm)
- Cuyahoga Community College – Campus Plaza Improvement, Cleveland, Ohio
- Columbia Road – Streetscape Improvements, Olmsted Falls, Ohio
- Harvard Road Commercial – Streetscape Development, Orange Village, Ohio



## Education

- BA in Landscape Architecture, The Ohio State University, 1996

## Certification

- State of Ohio Reg. Landscape Architect No. 998, 2001
- LEED Accredited Professional, 2009

## Honors & Involvements

- The City of South Euclid Architectural Review Board, City Landscape Architect, 2007-Present
- Ohio Chapter ASLA, Vice President Communications 2005-2007
- Western Reserve Section ASLA Chairperson 2001-2003
- Ohio Chapter ASLA Service Award 2001



## COMPLETED PLANS

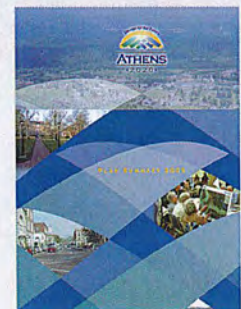
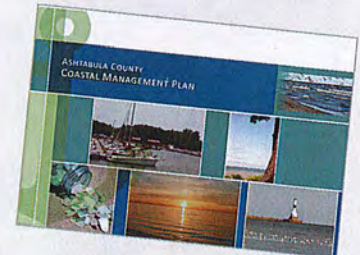
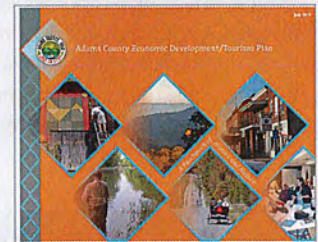
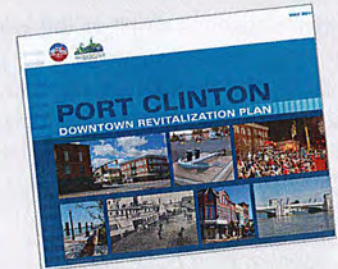
**We share the belief that it is essential for communities to define, maintain and express a community brand that connects to an authentic and unique local experience.**



### Completed Plans

- Envision Grafton: TLCI Plan
- Grafton Tomorrow: Village of Grafton Comprehensive Plan / Appendices
- Leverage Lexington: 2035 Comprehensive Plan
- Parma Heights Brand Identity Guidelines
- Parma Heights Wayfinding Brand Guidelines
- Vision Worthington: Community Visioning Project Report / Executive Summary / Appendices
- Wadsworth Brand Guidelines

Please click here to view these plans.







## REPRESENTATIVE PROJECTS & CONTACT INFORMATION



We have chosen to highlight the following projects and related references that depict innovative planning techniques/strategies/public engagement activities in the plans. These plans have all included extensive client coordination and communication, substantial public input through print, internet, and social media, as well as innovative graphic design work. In fact, in the City of Worthington, we developed a Public Input Plan and a Communication Plan to guide our public input process over the year-long, community-wide visioning effort. It enabled us to have 3,000 website visits, over 1,500 survey respondents and almost 300 attendees at interviews, workshops, focus groups, and charrettes. Worthington is unique in that we were planning during COVID-19 and still engaged thousands of residents virtually.

Our recent zoning code updates have included innovative work such as development of architectural design standards, adding/ or combining environmental regulations, creation of new overlay zoning districts (such as combining general commercial and light industrial uses in Orrville), incorporating new land uses (microbreweries, electric vehicle charging stations and the keeping of bees/ chickens in residential districts) and developing regulations to address Small Cell Facilities for 5G technology as outlined in ORC 4939. We have also updated sign regulations to accommodate the rulings of two Supreme Court cases: the 2015 Reed v Gilbert Case regarding free speech and the 2022 City of Austin v Reagan National Advertising case restricting billboards.

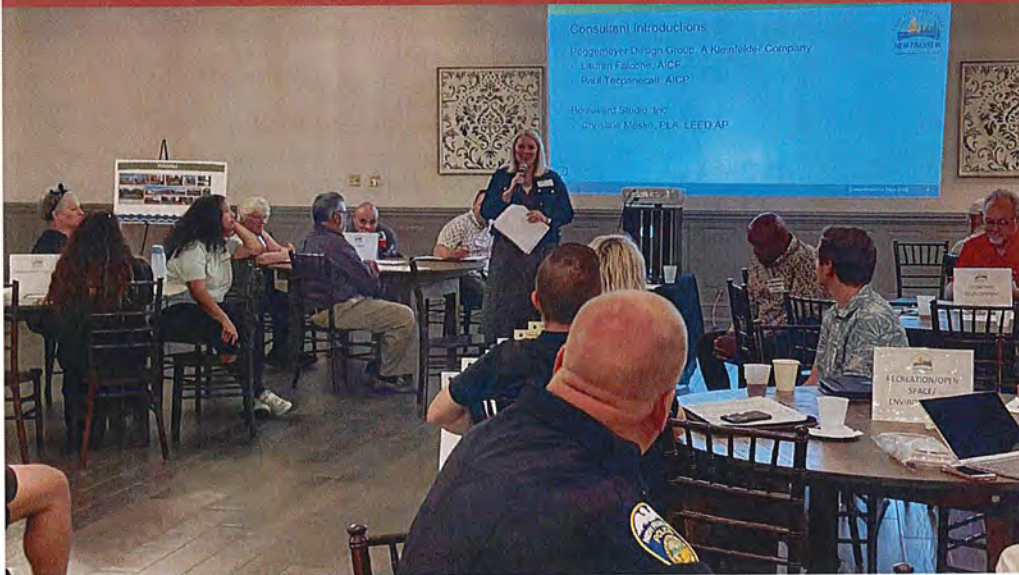


Family of Signs





# CITY OF NEW FRANKLIN COMPREHENSIVE PLAN UPDATE



Kleinfelder-PDG is assisting the City of New Franklin and its resident-appointed steering committee with creating a Comprehensive Plan Update. We are working with a 24-person steering committee through a four-phased process:

- **Phase I:** Discovery
- **Phase II:** Collaborative/ Visioning
- **Phase III:** Plan Development Workshops/ Draft Plan Presentation
- **Phase IV:** Public Review/ Final Adoption

YOUR CITY. YOUR VOICE.  
NEW FRANKLIN  
COMPREHENSIVE PLAN 2022

**Your City. Your Vision.**

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

**VISIONING EXERCISE**

Community visioning is a technique that often incorporates a story to provide great examples of change, development, and a strong sense of control over a community's future. The City of New Franklin has many great assets and through the process we hope to learn more about the future of the community. This is a unique opportunity to build your voice and share the efforts to build a better community for the future.

**BACKGROUND**

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

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

The Comprehensive Plan Steering Committee

**PUBLIC VISIONING**

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

**WHAT**  
Comprehensive Plan Visioning workshop

**WHERE**  
Gather at the Lakes Event Space  
1111 Northview Road  
New Franklin, Ohio 44131  
Light refreshments will be served

**Questions?**  
Please Contact Katie Smith  
Community Planning Manager  
City of New Franklin  
4411 Northview Road, Suite 100  
New Franklin, OH 44131  
330.882.4324

Kleinfelder-PDG is currently in Phase II, Collaborative/Visioning. A 2-hour visioning session was recently held at a local event center with over 50 people in attendance. Many future visions were shared on current/future land use, economic development, transportation, recreation/open space, infrastructure, housing, community facilities, and agriculture. Overall themes included preserving rural atmosphere, taking advantage of natural resources, and providing varied housing options. We are also working on a community-wide survey to engage residents on the planning elements. Stakeholder workshops will be held this summer related to the planning elements. GIS Story Maps will be created to detail the planning process. Work is scheduled to be completed by April 2023.

## Project Relevance

- Research / Data Collection
- Public Input
- Graphic Design
- Planning
- GIS
- Architecture / Engineering

## Location

- New Franklin, Ohio

## Services Provided

- Research / Data Collection, Community Engagement, Graphic Design, GIS, Architecture / Engineering

## Size

- Population: 14,143

## Project Cost

- \$67,640

## Schedule

- Professional Services 2022 - 2023

## Project Team

- Lauren O. Falcone, AICP
- Paul Z. Tecpanecatl, AICP
- Beth A. Barton
- David M. Zubenko
- S. Sonny Hamizadeh, AIA
- Timothy J. Bock, PE
- Christine A. Meske, PLA, LEED AP, Boulevard Studios LLC



## Reference

Paul Adamson, Mayor  
City of New Franklin  
5611 Manchester Road  
New Franklin, Ohio 44131  
330.882.4324  
padamson@newfranklin.org







# HOLMES COUNTY & MILLERSBURG VILLAGE COMPREHENSIVE PLAN: SHAPING OUR FUTURE



Poggemeyer is working with Holmes County and the Village of Millersburg to complete a Comprehensive Plan to guide the future of the County. Holmes County is unique in that almost half of its population is Amish and there is a \$2 million dollar a year tourist industry related to the Amish population. Efforts have been made to include the Amish in this planning process, including inclusion on the county-appointed Steering Committee.

A four-phased approach is being utilized that includes Discovery, Collaborative Visioning, Public Input, and Public Review/Final Adoption. The planning process is currently in the Public Input Phase with nine workshops being held covering planning elements such as Land Use, Economic Development, Housing, Transportation, Historic Preservation, Infrastructure, Capital Improvements, Agriculture, and Natural/Cultural Resources. Workshops have been publicized in print media and online. Attendees have been able to review challenges and opportunities in each planning element. Photo boards and mapping have been used to visually represent big ideas in planning. Microsoft Teams has been used for workshops for those residents who would rather join the meeting virtually. It is anticipated that the Comprehensive Plan will be completed in 2022.

## Shaping Our Future

Holmes County/Village of Millersburg Comprehensive Plan



### Project Relevance

- Planning
- Data Collection/Analysis
- Community Outreach/Public Meetings
- Transportation Engineering
- Graphic Design
- GIS Mapping

### Location

- Holmes County, Ohio

### Services Provided

- Community Outreach/Public Input, Data Collection/Analysis, Planning, Transportation Engineering, Economic Development, Mapping, Graphic Design, Grants & Financing

### Size

- 44,000 (population)

### Project Cost

- \$95,010

### Schedule

- Professional Services 2021 – 2022

### Project Team

- Lauren O. Falcone, AICP, Planner
- Paul Z. Tecpanecatl, AICP, Planner
- Beth A. Barton, Graphic Designer
- David M. Zubenko, GIS
- Timothy J. Bock, P.E., Transportation Engineer

## Hey Holmes County!

### Let's Talk about PLANNING in Holmes County and the Village of Millersburg

#### BACKGROUND

The County and Village of Millersburg have been working together to develop a Comprehensive Plan. A Comprehensive Plan is a document that provides a long-term vision for the future of the County and Village. It is a tool that helps to guide the development of the County and Village. The plan will cover a wide range of topics, including land use, transportation, housing, and economic development. The plan will be developed through a series of public meetings and workshops. The plan will be adopted by the Board of Commissioners and the Village Board. The plan will be used to guide the development of the County and Village for the next 20 years.

#### WHAT TO EXPECT

The County and Village of Millersburg will be holding a series of public meetings and workshops to develop the Comprehensive Plan. The meetings and workshops will be held in person and online. The meetings and workshops will be held on a regular basis. The meetings and workshops will be held in a variety of locations. The meetings and workshops will be held in a variety of times. The meetings and workshops will be held in a variety of ways. The meetings and workshops will be held in a variety of ways.

#### WHY IS THIS IMPORTANT?

The Comprehensive Plan is a tool that helps to guide the development of the County and Village. The plan will cover a wide range of topics, including land use, transportation, housing, and economic development. The plan will be developed through a series of public meetings and workshops. The plan will be adopted by the Board of Commissioners and the Village Board. The plan will be used to guide the development of the County and Village for the next 20 years.

Shaping Our Future		Join Us For Upcoming Planning Workshops	
Topic	Workshop	Date	Time
#1: Economic Development	Click here to join the meeting	WEDNESDAY, AUGUST 18TH	10:00 AM
#2: Land Use	Click here to join the meeting	WEDNESDAY, AUGUST 18TH	2:00 PM
#3: Housing	Click here to join the meeting	THURSDAY, SEPTEMBER 9TH	5:30 PM
#4: Transportation	Click here to join the meeting	WEDNESDAY, SEPTEMBER 22ND	5:30 PM
#5: Community/Historic Preservation	Click here to join the meeting	THURSDAY, OCTOBER 14TH	5:30 PM
#6: Infrastructure	Click here to join the meeting	THURSDAY, OCTOBER 28TH	5:30 PM
#7: Agriculture/Cultural/Natural Resources	Click here to join the meeting	WEDNESDAY, NOVEMBER 3RD	5:30 PM
#8: Tourism	Click here to join the meeting	WEDNESDAY, NOVEMBER 17TH	5:30 PM

### Reference

Annie Oliver, Director  
Holmes County Planning Commission  
2 Court Street, Suite 21  
Millersburg, Ohio 44654  
330.674.5625  
aoliver@co.holmes.oh.us





**POGGEMEYER**  
DESIGN GROUP  
A Kleinfelder Company



# ORRVILLE ZONING



## Project Relevance

- Zoning
- Subdivision Regulations
- Overlay Zoning
- Architectural Design Standards

## Location

- Orrville, Ohio

## Services Provided

- Zoning

## Size

- Population: 8,339
- 5.34 square miles

## Project Cost

- \$47,700

## Schedule

- Professional Services 2018-2019

## Project Team

- Paul Tecpanecatl, AICP
- John Widmer, AICP, retired subconsultant

PDG was retained by the City of Orrville to update their subdivision regulations and zoning ordinance. PDG restructured and reformatted their zoning code for easier referencing and added new chapters to address architectural design standards, environmental regulations, and created a new overlay zoning district (combining general commercial and light industrial uses) for the area north of their downtown. The City's sign code was also revamped to address the 2015 Reed v. Gilbert U.S. Supreme Court decision regarding free speech. This project took 20 months (from March 2018 until November 2019) to complete at a cost of \$47,700.

## Community Outreach

The City appointed an eight member Steering Committee to work with the consultants. Upon completion of the draft, the changes were presented to the Planning Commission and City Council. A total of four public meetings were locally televised.



## Reference

Kristin Endsley, Planning &  
Community Development Director  
City of Orrville  
207 North Main Street  
Orrville, Ohio 44667  
330.684.5000  
kendsley@orrville.com



## Parma Heights Branding & Wayfinding Plan

"I am excited to announce that in February of this year, the City completed a Branding & Wayfinding Master Plan and the logo to the left was chosen to represent our community."  
 –Mayor Michael P. Byrne

PDG worked with a City-appointed Steering Committee, as well as City Staff/Administration, to develop a unique logo and tagline, new wayfinding system, interactive GIS story mapping of signage, and design guidelines. Public input was a key component to the new brand and included the review of previous planning documents and community-wide survey results. The Committee, made up of residents and business owners, had numerous brainstorming sessions to identify the City's unique essence. Internal staff/administration meetings were also held to solidify the details of the new branding and wayfinding efforts. Upon completion, the new logo, tagline and wayfinding system was successfully presented to Council. As part of the deliverables, Poggemeyer established Branding and Wayfinding Identity Guidelines to help the City staff implement consistency of the brand. Interactive wayfinding story maps for both the City and the Greenbrier Commons complex were also created to illustrate the location and type of each sign throughout the City. The City has received multiple funding grants to implement the wayfinding system and looks forward to seeing the signs installed in 2019–2020.

Specific outcomes included the City updating its website and print media (including newsletter and business cards) with the new logo/tagline. The City also worked with a local business to utilize the new logo/tagline in its signage at an entrance into the community. Grant funds have been secured through the local metropolitan planning organization to implement portions of the wayfinding system.



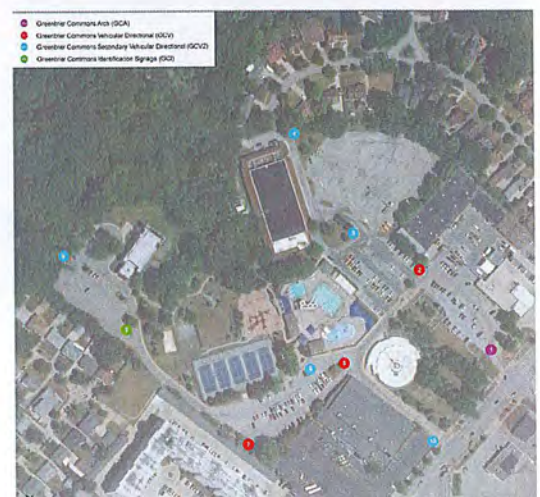
Existing Logo



New Logo



Steering Committee Community Themes



Greenbrier Commons Signage Locations

■ more...



## Parma Heights Branding & Wayfinding Signage Plan



### Parma Heights Branding & Wayfinding Signage Master Plan Wayfinding Story Map Tour Screen Shots

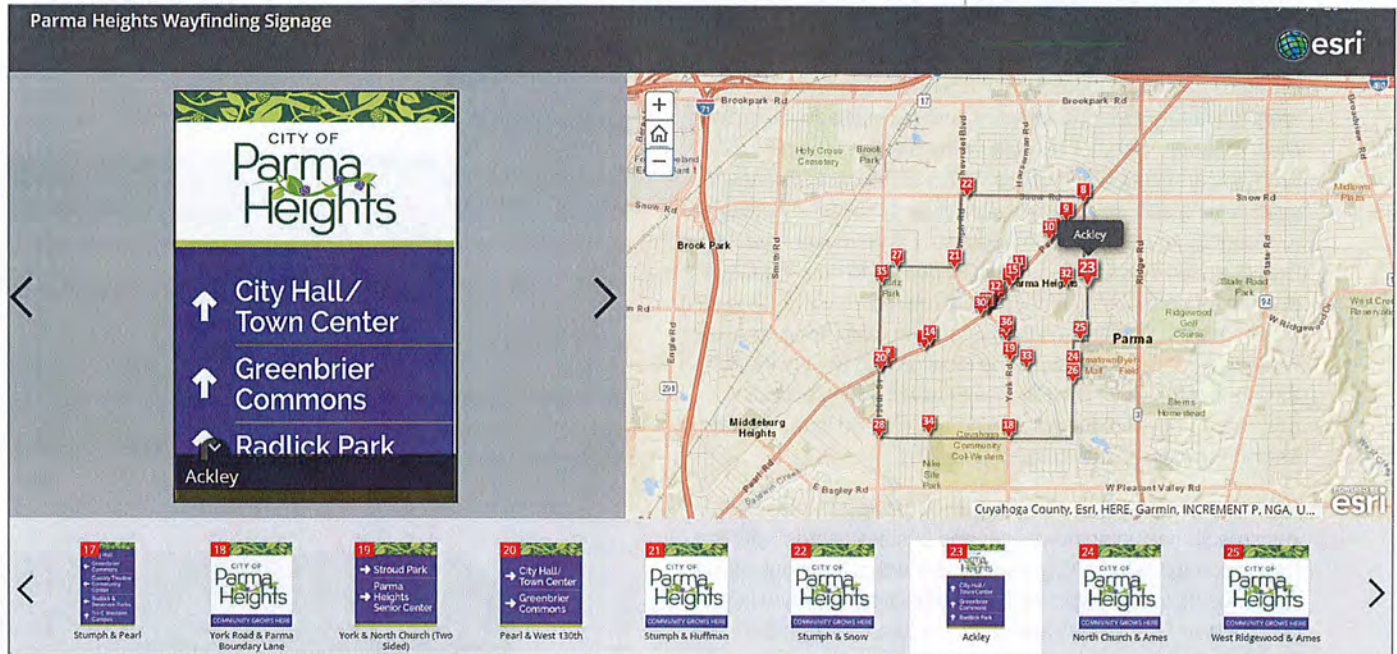
#### Wayfinding Story Map Tours

##### City of Parma Heights:

<https://arcg.is/0vmGnX>

##### Greenbrier Commons:

<https://arcg.is/1zX8bW>







# PLAYWRIGHT PARK

## Project Relevance

- Planning
- Landscape Architecture
- Green Design
- Recreational Use
- Community-focused Project

## Location

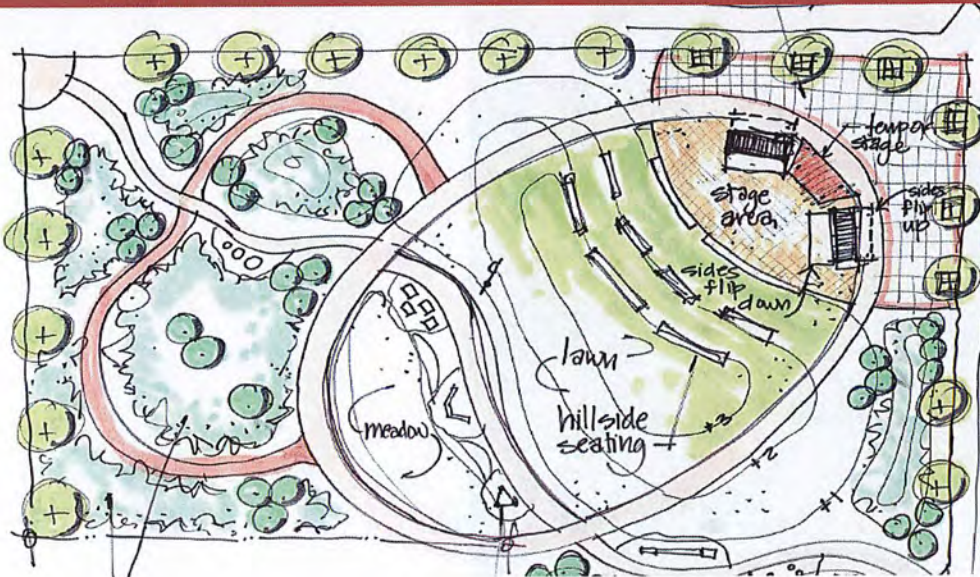
- Cleveland, Ohio

## Size

- 0.82 Acre

## Project Team

- Christine A. Meske, PLA, LEED AP

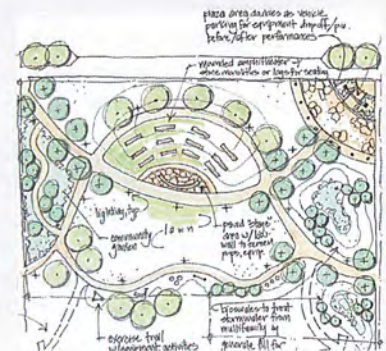


At the center of a master planned multi-family development in Cleveland's Fairfax neighborhood will lie a small park that will serve as a community amenity to residents as well as an arts center for budding actors and performers. Specifically, the Karamu House, the oldest African-American theater in the United States, will find a home here, operating a summer playhouse on a large stage constructed of shipping containers.

In collaboration with City Architecture, Boulevard Studios helped develop initial schemes to explore how shipping containers might efficiently be used for performance space as well as storage of props, lighting, and other appurtenant equipment. Further, a cut-and-fill study of the site revealed how mounding will create amphitheater-style seating, leaving depressions where stormwater runoff from the surrounding development can be treated on site in attractive bioretention basins.

Opposite the stage, a large plaza addressing the site's northeast corner will be the setting of weekend farmers' markets and smaller community events, while sweeping walking paths through the site will provide access to the stage and four corners of the park. An exercise trail will wind through several themed gardens intended to buffer the park from the surrounding roadways and create interest within.

Boulevard Studios completed the landscape construction documents this past summer and the project is anticipated to break ground in the coming months.



## Reference

Krysta Pesarchick, Project Architect  
City Architecture, Inc.  
3636 Euclid Avenue  
Cleveland, Ohio 44115  
216.881.2444



# TALBOT PARK



## Project Relevance

- Landscape Architecture
- Green Design
- Recreational Use
- Community-focused Project

## Location

- Akron, Ohio

## Size

- 0.37 Acre

## Budget

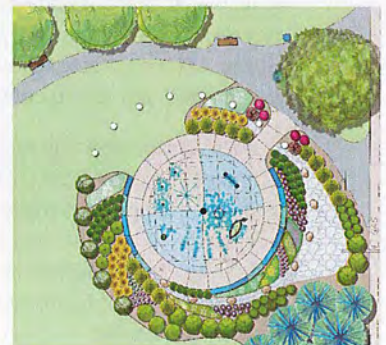
- \$135,000

## Project Team

- Christine A. Meske, PLA, LEED AP

Serving as a subconsultant to a team of engineers and landscape architects, Boulevard Studios prepared design and construction documents for development of a spray park that will become part of a regional effort to reduce stormwater volumes in city infrastructure. While a splash pad in summertime is pure fun, the object here is to teach young residents about green design and sustainable practices.

Wrapping the pad will be a bioswale populated with native plant material specially selected to handle a wide range of moisture conditions. The swale will treat and clean storm runoff before it is deposited into an aggregate basin for infiltration back into the ground. Utilitarian in function, the basin itself will invite interest and curiosity, playing off a "swirl" design with large boulders laid out to interact playfully with colorful and whimsical site furnishings and features.



## Reference

Katherine Holmok, PLA, ASLA  
Director of Green Infrastructure  
Environmental Design Group  
450 Grant Street  
Akron, Ohio 44311  
330.375.1390



# CLEVELAND RACQUET CLUB

## Project Relevance

- Planning
- Landscape Architecture

## Location

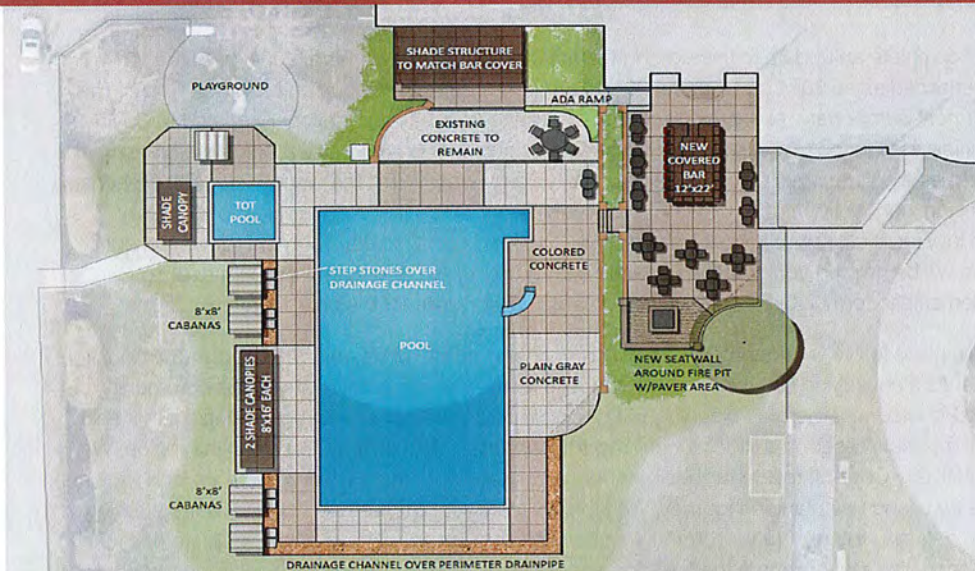
- Pepper Pike, Ohio

## Size

- 0.75 Acre

## Project Team

- Christine A. Meske, PLA, LEED AP



An aging pool deck and the need to upgrade pool systems were the impetus for a major redesign of the outdoor recreation area at the Cleveland Racquet Club. Boulevard Studios was retained this past summer to lead the design effort through construction administration with anticipated completion by Spring 2022.

The design seeks to greatly simplify the pool deck's paving design, creating a smoother surface for swimmers to walk upon and a cleaner, more modern appearance. New cabana and shade structures will give non-swimmers additional space for enjoying the outdoors while offering protection from summer sun.

Upgrades to safety fencing and gates will allow upper dining areas to operate separate from pool hours, providing an opportunity to build out this space with more energy. A new gas fire pit will create a natural separation between more formal dining areas and a comparatively casual spot for bocce and cocktails. During the day, the whole project will operate as a vibrant recreational space for families of club members to enjoy.

## Reference

Mike Buettner, Facility Director  
Cleveland Racquet Club  
29825 Chagrin Blvd.  
Pepper Pike, Ohio 44124  
216.831.2155 ext. 118  
mike.buettner@clevelandracquet.com



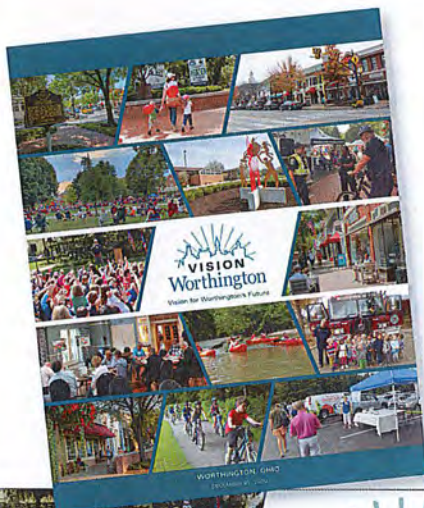


## HOW WE'RE ESPECIALLY SUITED FOR GREEN



Kleinfelder- PDG understands the city's need to complete an update to the existing Comprehensive Land Use Plan (2004, updated 2014) especially with all the changes the city has experienced since 2014 and that the 2014 Update had a primary focus on Massillon Road. The overarching goal of public participation/engagement is important, especially in light of the changes locally and nationally related to Covid-19. Kleinfelder-PDG typically works to provide technical assistance to a steering committee and city planning staff that will guide the creation of a community vision, growth and development policies, and implementation strategies. We typically work within the elements of comprehensive planning such as, land use (current/future), housing, connectivity/transportation, sustainability/resiliency, parks and recreation, cultural/natural resources, infrastructure/utilities, community facilities, public services/safety, quality of life, economic development (development/redevelopment), and innovation/technology. We will be helping you create a dynamic community vision, taking into account existing conditions and the aforementioned planning elements to formulate an effective implementable workplan for the next 10 years.

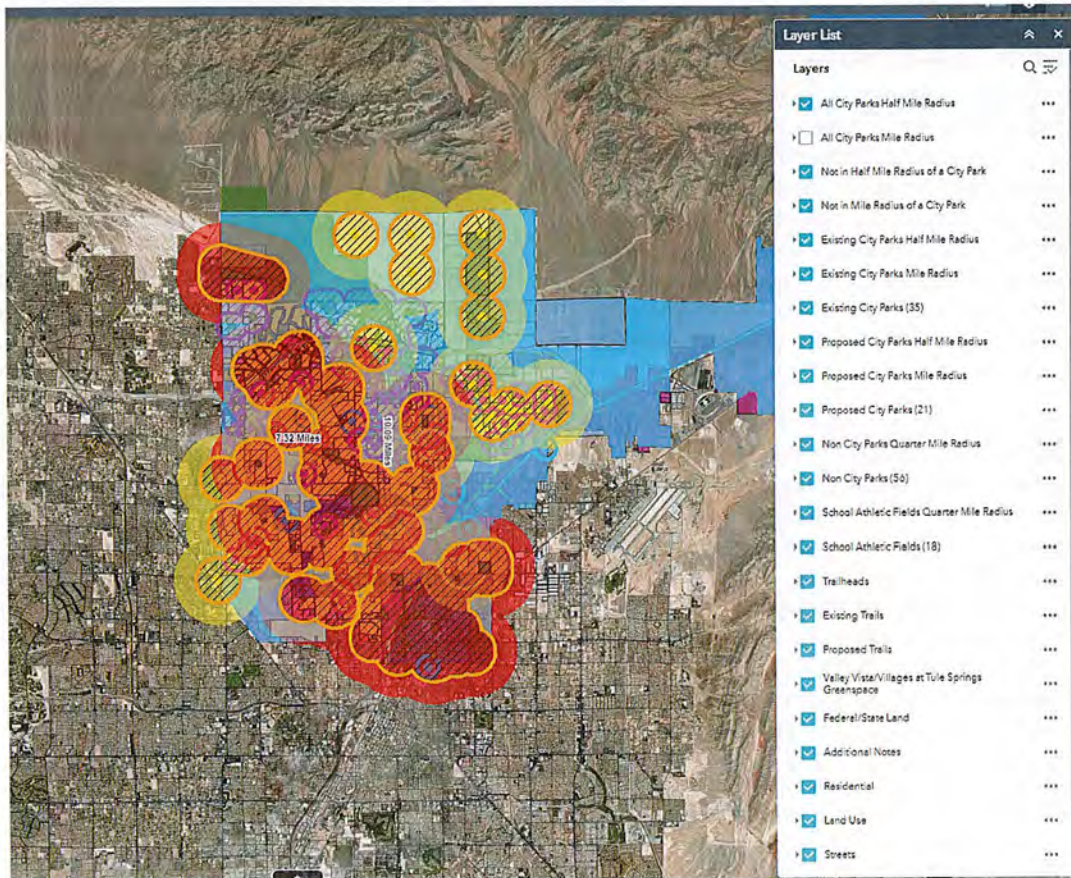
It is no secret that the City of Green is a desirable place to live, work and play based on its strong quality of life, excellent geographic location, transportation corridors, and recreational assets. As a consulting firm, we are only conduits for the thinking/philosophy of the community, our client. What we bring is best practices, planning knowledge, emerging planning trends and varied experiences. We are cognizant that each community is unique- given their history, culture, physical assets, traditions, economy, transportation, and their role/place in the region. We welcome the opportunity to work with the city staff, City Council, residents, business leaders, board and commission members, and regional planning partners, to embark on this comprehensive land use planning journey. We typically work with city staff and an appointed steering committee to prepare technical reports, analyze data and trends, create communications and public engagement plans, facilitate public engagement and steering committee meetings, and ultimately, prepare the final document. We also report on key national trends, such as the US's aging population, the desire of seniors to "age in place" in an age-friendly community, the growing trend of smaller households, connectivity issues, climate change, and most importantly, the impacts of Covid-19. Covid-19 alone will have a major impact on workspaces, infrastructure, recreational facilities, retail, restaurants, schools, daycare, etc. For example, changes in the need for office space and related infrastructure and retail may look quite different in the near future.





## Graphics Experience

Kleinfelder-PDG puts a strong emphasis on the design and visual appeal of our planning documents and materials. Working with our graphic artists/designers and GIS team members, Kleinfelder-PDG works toward expressing community vision and goals with rich graphics and interactive mapping. Our graphic designers will capture the essence of Green and make sure this is represented throughout the entire planning process. This will help maintain a consistent project identity which will complement the city's existing logo and help "connect the dots" between work products generated over longer periods of time. We can also offer ArcGIS Story Maps that allow us to create interactive maps with pictures and text to tell a "story" of Green and its Comprehensive Land Use Plan Update.



## Training and Certifications/ Data Collection Experience/Project Management Experience

Our professionals stay abreast of current initiatives and best practices and receive training in innovative fields to share that expertise with our clients. We have AICP certified planners, LEED-accredited professionals, formal Complete Streets training, FBCI Form-based Code Training, Professional Engineers and Surveyors, AIA-certified architects, ASLA-certified landscape architects, certified Economic Development Financing Professionals (EDFP's), housing specialists, community branding experts, graphic artists, GIS experts, and other professionals—all of whom provide services to our municipal clients. Our project management team has worked on hundreds of planning projects for over 25 years and will be involved in the project from the beginning through implementation. We also plan to use ESRI Business Analyst and PolicyMap, a Philadelphia based firm that provides planning data and mapping services along with information from the US Census and other local, regional, and state sources.





## Planning and Zoning Experience

Comprehensive planning and zoning work is the backbone of our planning department. Our goal is to use community engagement, graphics, and data to determine community goals and aspirations for future community development. We want to give a community the tools to express and regulate public policies on comprehensive planning elements (transportation, infrastructure, utilities, land use, recreation, housing, branding, etc.) Zoning work usually follows the community planning process and is the best mechanism to implement the plan.

The following land use and comprehensive planning projects have been worked on by members of our team over their tenure at Kleinfelder-PDG: Athens, Ashland County, Ashtabula County Coastal Management Plan, Butler (PA), Germantown, Grafton, Hillsdale County (MI), Johnstown, Knox County (Original plus an update), Lexington, Lorain County Multi-Modal Transportation Plan, Lucas County CEDS, Maumee, New Franklin, Olmsted Falls, Painesville, Rossford, Wellington (2), Whitehouse (2) and Wood County. The following land use/comprehensive plans are currently in process: Village of Millersburg/Holmes County and City of New Franklin.

Additionally, specific planning projects have included: Erie Port Authority Master Plan (PA), Coldwater Master Plan Update (MI), Neighborhood Plans: Akron (Kenmore), Dayton (Ft. McKinley), Steubenville (Labelle View/ Pleasant Heights), Monroe MI (Orchard East), Erie PA (Little Italy); HUD Consolidated Plans: Battle Creek (MI), Monroe (MI), Toledo (2); Strategic Plans: Columbia City, IN (Whitley Crossings NDC), Toledo (Ottawa CDC), and Toledo (Neighborhoods in Partnership); Revitalization Strategies: the Miami-Erie Canal Collaborative Development/Tourism Plan; the Adams County Economic Development/Tourism Plan; 4CG (Ottawa, Erie, Huron and Sandusky County) Workforce Development Plan and Economic Development Strategy, Vision Worthington Community-wide Vision Plan and the Northern Miami County Trail Development/Tourism Plan, University of Toledo Corridor Plan & Strategic Land Use Plan, Delaware County Affordable Housing Market Study, Huron Waterfront Walkway, Port Clinton Waterfront Walkway, Lift Bridge Community Association Five Goals for Five Years, Oak Harbor Development Group Master Plan, Manchester Waterfront Plan in Adams County, Battle Creek Downtown (MI), Amherst Downtown,

Cambridge Downtown, Coshocton Downtown, Huron Downtown, Brewster Downtown, Mingo Junction Downtown, Orrville Downtown, Port Clinton Downtown, Rittman Downtown, Whitehouse Economic Development Strategy and Land Use Plan, Downtown Plan and SR 64 Corridor plan, and Woodsfield Downtown.

Over the years, Kleinfelder-PDG planning staff have provided zoning assistance to over thirty townships and fifty municipalities in Ohio, Michigan, and Pennsylvania. Most recently we have updated the subdivision regulations and zoning ordinances for the Cities of Orrville and Fremont. For these two communities, we added provisions for electrical vehicle charging stations, new stacking provisions for fast food restaurants (in part due to Covid-19), and architectural design standards for all commercial and multi-family buildings. We are currently working on zoning code updates for the Village of Elmore and the Village of Creston.

## Architectural, Engineering, Landscape Architectural Experience

We are a multi-disciplined design firm, with an experienced team of environmental, civil, structural, and transportation engineers and architects. Our architects and engineers have a long-standing history working with municipal clients. We have worked on many projects for our client communities including water/storm/sewer, road, electric/gas, municipal services (overall public infrastructure and public services), and municipal buildings (Fire/Police/EMS). Building and maintaining client relationships is our core focus, ensuring seamless comprehensive services that span the entire life cycle of a project.

We have been fortunate to utilize talented subcontractors for work related to landscape architecture. Our landscape architect is able to synthesize public input into visions that communities can implement.



## Culture Resources Services

Kleinfelder has more than 20 years' experience working in cultural resource management. We have expertise in undertaking Section 106 Reviews required under the National Historic Preservation Act, Section 4(f) of the Department of Transportation Act, and required provisions of the National Environmental Policy Act (NEPA). Our architectural historians meet Secretary of the Interior Standards pursuant to 36 CFR 61 for architectural history. Kleinfelder-PDG has also placed two buildings on the National Register, the former Defiance High School in Defiance, Ohio, and the Maumee Theater in Maumee, Ohio.

## Climate Resiliency & Sustainability

Kleinfelder has experience with climate hazard modeling to formulate vulnerability assessments, resiliency plans, and implementation strategies. We have created integrated flood model accounts for interactions of drainage systems, rivers, dams, and the ocean, providing a comprehensive picture of flood risks from extreme rainfall, sea level rise, and storm surge. The urban heat risk model accounts for heat index, land use, and other social, infrastructural, and environmental vulnerability factors. To communicate flood risks and the resiliency benefits to stakeholders, Kleinfelder created GIS, virtual reality, and other outreach tools such as the Flood Viewer portal which provides open access to integrated flood maps, parcel-level flood data, and best practices.

## Implementation and Funding Source Experience

Our mantra at Kleinfelder-PDG is "bridging planning with results." We never want a year-long planning process to sit on the shelf. We provide our clients with the necessary tools they need, whether it is a step-by-step implementation matrix or a listing of funding sources to implement projects outlined in the planning document. Kleinfelder-PDG is one of a few consulting firms that possesses a separate division to handle the obtainment of grants and other financial assistance for projects. Kleinfelder-PDG has secured over \$1.3 Billion in grants and low-interest loans for its our client communities. Our experience with these funding programs is extensive and includes administration and coordination of the programs for communities.

## Diversity, Equity, and Inclusion

Kleinfelder-PDG promotes an inclusive workplace that respects and embraces diversity, equity, and inclusivity-which are essential to individual and Kleinfelder success. We also have a specific committee at our firm that works on diversity, equity, and inclusivity (Spectrum). Our employees are also required to take annual trainings on diversity, equity, and inclusivity.

### Spectrum Committee Mission Statement

Kleinfelder's Spectrum Committee promotes an inclusive workspace that respects and embraces diversity, equity, and inclusivity - which are essential to individual and Kleinfelder success. Through communication and collaboration with the broader Kleinfelder community, we strive to enhance awareness and engagement to sustain a culture that recruits, develops, advances, and retains talent from all ranges of the people spectrum.



## PUBLIC PARTICIPATION / ENGAGEMENT METHODOLOGY

Kleinfelder-PDG has extensive community engagement and visioning experience. Every planning project we undertake has a strong community engagement and visioning component. A plan becomes the voice of the community, and it is very important for a good plan to be rooted with a well-crafted community vision. Creatively bridging visioning with implementation and placemaking is a quality that distinguishes Kleinfelder-PDG from other firms. We place significant emphasis on community engagement, from traditional public meetings and workshops to charrettes, visioning sessions, interviews, SWOT/ SOAR exercises, scenario-building workshops/ focus groups, email blasts, print media, a project web site, or the use of Bang the Table Software, online (Survey Monkey) & intercept surveys and other forms of outreach to maximize stakeholder participation. Our goal is to provide a diversified and thorough public involvement process in the plan's drafting and adoption phases. Given the constraints of COVID-19, we have had great success using Microsoft Teams to conduct SWOT Analyses (using on-line Miro Whiteboards), Focus Groups, Steering Committee Meetings and even Final Plan presentations. On-line participants at these events have ranged from 20-50 residents and stakeholders of the community. We have found that members of the public appreciate these on-line meetings, even as we have been transitioning back to in-person meetings.

We typically develop both a Communications Plan and a Public Engagement Plan for our communities to execute. We find that spelling out these outreach efforts at the beginning of the planning process is helpful to guide the communication on all things related to the plan and public engagement through the year-long planning process.

We find it important to meet people where they are already gathering for public input, as well as offer on-line engagement to make sure all residents are able to participate in the planning project.





## MISCELLANEOUS



Kleinfelder-PDG typically uses a four-phase approach in our comprehensive planning projects. This approach is logical and sequential, and it would likely meet the city's proposed scope from the RFQ. However, we also recognize that each place is unique and there may be past experiences that would suggest that we adjust our approach to capitalize on (or to avoid) such incidents from reoccurring. The goal is to coalesce research, community input and consensus building in a transparent and engaging process.



### PHASE I – DISCOVERY PHASE

- 1.1** Kick-off meeting to meet the newly appointed Steering Committee, review project schedule, develop schedule of meetings, and begin process of data acquisition. We would request assistance from city staff to obtain pertinent data such as water/sewer/utility availability and capacity, zoning, and land use information. We would also set up monthly check-ins with city.
- 1.2** Analyze/review of existing city, county, regional, state, and federal planning documents, maps, compile/analyze relevant data, update of key issue trends, population analysis including demographic composite and potential areas for residential, commercial, and industrial growth (using Policy Map and ESRI Business Analyst)
- 1.3** Interviews with city staff/elected officials/board members
- 1.4** Information sharing, insights, and visioning preparation
- 1.5** Creation of a Communications Plan & a Public Engagement Plan

### PHASE 2- COLLABORATIVE/VISIONING

- 2.1** Public visioning event
- 2.2** Public visioning event debrief & workshop organization
- 2.3** Community survey (on-line and paper copies)

### PHASE 3- PLAN DEVELOPMENT WORKSHOPS/ DRAFT PLAN PREP

- 3.1** Stakeholder workshops/ focus groups on key planning elements
- 3.2** Review land use summaries from contiguous communities and other governmental entities
- 3.3** Review utility needs and land use patterns inside and around city to develop land use strategy for undeveloped land within city limits (using P.E. and AIA on team)
- 3.4** Create implementation matrix (placemat format 11x17) of planning goals, objectives, and implementation strategies
- 3.5** Draft plan preparation and preliminary approval

### PHASE 4- PUBLIC REVIEW & FINAL ADOPTION

- 4.1** Public review with power point and executive summary of document
- 4.2** Final adoption



Please pass along my sincere thanks and appreciation for the excellent job on the Vision Worthington graphics. Throughout our visioning process we have been the recipient of your special talents to get our message out to Worthington residents in a creative, impactful way.

—Joe Sherman, Worthington Community Visioning Committee Chair



# VISION WORTHINGTON

## CITY OF WORTHINGTON, OHIO



### Project Relevance

- Community Planning
- Branding and Marketing
- Marketing Strategy
- Public Input and Consensus

### Location

- Worthington, Ohio

### Services Provided

- Public Input & Engagement (virtual and in-person), Survey Development (on-line and in-person tools), Community Planning, Visioning Plan Branding; Logo Design, Graphic Design, Promotional Materials, Marketing Strategy

### Size

- 13,575 Population

### Project Cost

- \$140,000

### Schedule

- Professional Services 2019 – 2020

### Project Team

- Lauren O. Falcone, AICP, Vice President
- Paul Z. Tecpanecatl, AICP, Principal Owner
- Beth A. Barton, Graphic Designer/Community Branding Specialist

Poggemeyer Design Group, Inc. worked for the City of Worthington with a resident-appointed steering committee to complete a year-long community visioning project. PDG worked with the Visioning Committee to create a scope that would solicit input from 80% of the resident population.



A Visioning Committee “meet and greet” was held and a City tour was completed at the first site visit. Demographic data was collected and analyzed.

A Communications Plan and a Public Input Plan were created and involved innovative ways to reach 80% of the residents, including key stakeholder interviews, signage, post cards, a public survey, speaker’s bureaus to various civic groups/community organizations, SOAR analysis, focus groups, a visioning session, and a charrette. Promotional items were created including t-shirts, rack cards, mailed post cards, social media cards, and community signage. Bang the Table community engagement software, Facebook, and Twitter were also utilized.

### THE PROJECT INVOLVED A SEVEN-PHASED APPROACH

- Phase I Discovery
- Phase II Project Design
- Phase III Listening
- Phase IV Collaborative Input
- Phase V Visioning
- Phase VI Doing
- Phase VII Public Review/Final Adoption



### Reference

Robyn Stewart, Worthington Assistant City Manager  
6550 N. High Street,  
Worthington, OH 43085  
614.315.9830  
robyn.stewart@worthington.org

■ more...



## Vision Worthington

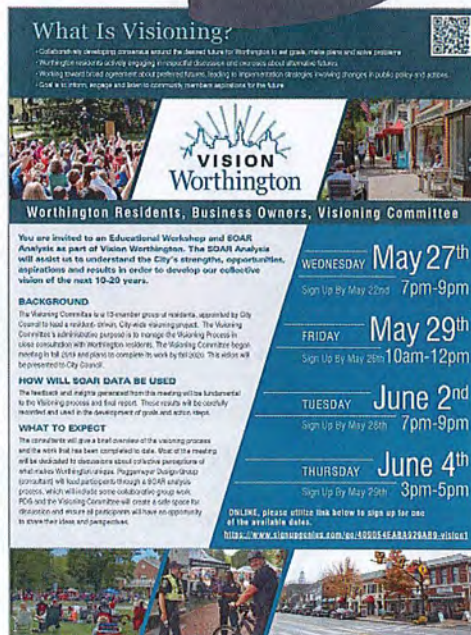


The entire collaborative input phase was completed on-line due to Covid-19, using Survey Monkey, Microsoft Teams, Miro Whiteboard, and Bang the Table. Participants were enthusiastic about participating on-line. Mailings were also included for those who did not have internet access.

The Visioning Committee summarized what was heard and read from the community (over 300 community members at public input events and over 2,000 community members online) into an overall community vision statement and seven specific subset vision statements with related community priorities. Council is currently working with the Visioning Committee to implement the visions.



Vision Worthington Community Outreach & Engagement Branded Materials



Vision Worthington Interactive Website







## ENVISION GRAFTON: TLCI PLAN



Poggemeyer was part of a collaborative team including City Architecture and Boulevard Studios, LLC working to complete the Envision Grafton: Smart Growth through Transportation TLCI (Transportation for Livable Communities Initiative) Plan. Envision Grafton is focused on redevelopment and new investment opportunities in the Village. A community meeting was held to gather feedback from the community and discuss study priorities.

The Plan focuses on current and future connections in the Village between residential areas, industrial/commercial uses, recreational uses and the Downtown. The effort aims to increase public access and enjoyment of all Village resources by adapting objectives and setting new goals which will guide future investments and development.

The project involved a four-phased approach: Understand, Challenge, Transform and Implement. PDG's role included development of a public survey, attendance at steering and public meetings, signal warrant study, visual and land use analysis, coordination of signal timing/routes and budget/timeframe/funding information.

### Envision Grafton Initiatives Categories

- Overall Village
- Historic Downtown District
- Commercial District
- Parks & Trails
- Neighborhoods
- Traffic & Roadway

### Complete Streets and the TLCI Program

Northeast Ohio Area Wide Coordinating Agency's (NOACA) TLCI provides assistance to communities to study and implement integrated transportation and

■ more...

### Project Relevance

- Planning
- Community Outreach/Public Meetings
- Transportation Engineering
- GIS Mapping

### Location

- Grafton, Ohio

### Services Provided

- Public Input & Engagement, Planning, Transportation Engineering, Economic Development, Grants & Financing

### Size

- 2,300 (without prison population)

### Project Funding

- ODOT/NOACA TLCI Program

### Schedule

- Professional Services 2018 – 2019

### Project Team

- Lauren O. Falcone, AICP, Vice President
- Greg A. Bieszczad, P.E., Vice President
- David Zubenko, GIS Mapping



### Reference

Joe Price, Administrator  
Village of Grafton  
960 Main Street  
Grafton, Ohio 44044  
440.731.9316  
jbprice@villageofgrafton.org



land use plans. Considering multi-modal transportation (pedestrian, cycling, vehicular, public transit, etc.) together helps create balanced environments that strengthen communities' livability. The Plan is funded by Northeast Ohio Area Wide Coordinating Agency's (NOACA) program.

The Village has been successful at implementing some of the proposed projects in the Plan, including an intersection re-alignment in the downtown. The Village has also been successful in securing additional funding from NOACA for implementation.



## ENVISION GRAFTON: Smart Growth Through Transportation

### A Transportation for Livable Communities Initiative (TLCI)

The Village of Grafton, in collaboration with NOACA, City Architecture, Poggemeyer Design Group & Boulevard Studios, is continuing the transportation planning process to increase public access and enjoyment of all Village resources. The Village's goal is to complete integrated transportation and land use planning with implementable projects that strengthen community livability. We are specifically focusing on planning initiatives in the following categories: Historic Downtown District, Commercial District, Parks & Trails and Neighborhoods.

To date, the team has completed multiple site visits, committee meetings, a public meeting, traffic counts, business focus groups and a public survey. We look forward to sharing the data collected to date with you at the next Public Meeting.



### PUBLIC MEETING

TUESDAY  
**December 11**  
2018  
**6:00-8:00PM**

GRAFTON VILLAGE HALL  
COUNCIL CHAMBERS  
860 Main Street  
Grafton, Ohio





## LEVERAGE LEXINGTON: 2035 COMPREHENSIVE PLAN



The Village of Lexington, located southwest of the City of Mansfield, retained Kleinfelder-PDG to update their 1996 Comprehensive Plan. Working with a 12-member planning steering committee, this four-phase planning process included: a Discovery Phase; Community Engagement; Plan Development; and Final Plan Approval. Community engagement included public forums, a community survey using survey monkey, convening two plan development workshops at the high school, and undertaking 10 key stakeholder interviews.

## LEVERAGE LEXINGTON 2035 COMPREHENSIVE PLAN

Lexington's downtown is traversed by State Routes (SRs) 97, 546 and US Route 42. The Clear Fork River runs through downtown resulting in a lot of floodplains in the low-lying areas. The village is also surrounded by hilly areas which limit development. The MidOhio Racing Facility (380 acres), which attracts thousands of people during the summer, is nearby along with the Clear Fork Reservoir, a 997-acre lake and park (owned by the City of Mansfield). Lexington is also along the 18-mile-long B&O multi-use trail that connects the Village of Butler with the City of Mansfield.

Considering its location, natural assets, and nearby amenities, the plan developed goals and strategies for seven key components: Downtown; Economic Development; Housing; Land Use; Parks and Recreation; Public Facilities; and Transportation. The plan included an implementation matrix with 50 specific project recommendations broken down by short term, mid-term, and long-term timeframes.

### Project Relevance

- Planning
- Community Engagement
- Public Meetings
- Community Survey
- Key Person Interviews
- GIS mapping

### Location

- Lexington, Ohio

### Services Provided

- Planning, Community Outreach, Transportation/Land Use Planning, Implementation Plan

### Size

- Population 4,848/4.08 sq. mi.

### Project Funding

- General Fund

### Project Cost

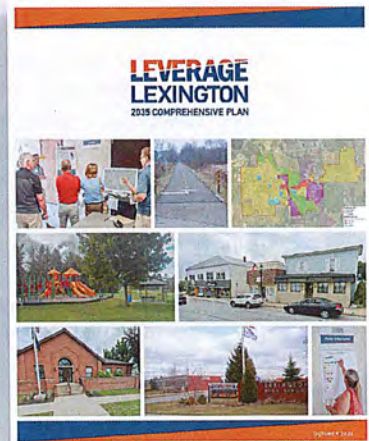
- \$49,500

### Schedule

- 2019-2022 (time extended due to Covid)

### Project Team

- Paul Tecpanecatl, AICP
- Lauren Falcone, AICP
- Linda Amos, LEED, AP
- Robert Jablonski
- David Zubenko



### Reference

Andrew Smallstey, Administrative Director  
 Village of Lexington  
 44 West Main Street  
 Lexington, Ohio 44904  
 419.884.0765  
[admin@lexingtonoh.us](mailto:admin@lexingtonoh.us)



"Thank you for all of your marvelous efforts. The community loves the new branding."  
 –Adrianne L. Krauss, Executive Director Main Street Wadsworth



# WADSWORTH COMMUNITY BRANDING & WAYFINDING PLAN



## Project Relevance

- Historic Downtown
- Public Engagement and Input
- Consensus Building
- Community Brand and Wayfinding Development
- Economic Development Materials

## Location

- Wadsworth, Ohio

## Services Provided

- Community Planning and Branding, Downtown Branding, Wayfinding System Development

## Size

- 23,136 population
- Steering Committee Members: 20
- Public Forum Participants: 33
- Survey Participants: 991

## Project Cost

- \$39,798

## Schedule

- Professional Services 2017 – 2018

## Project Team

- Lauren O. Falcone, AICP, Project Manager
- Beth A. Barton, Project Manager
- Paul Z. Tecpanecatl, AICP, Project Planner



PDG worked with the City of Wadsworth to develop an overall City and Downtown brand. Wadsworth is a progressive

community with a strong history. The City offers just about every amenity to a resident and/or visitor, including excellent schools and City services, historic downtown, multiple housing options, strong industrial base, abundant commercial retail options and multiple recreational opportunities. PDG worked along-side City administrators and steering committee to uncover the "essence of Wadsworth." For this process to be successful, public engagement was crucial. Many modes of public input were used to gain community consensus on the City's strengths and what makes it unique. The City has a strong desire to leave a mark on the residents and visitors to Wadsworth with not only the physical environment, but also their services/amenities provided.

## Project Elements/Development

- A City logo refresh
- New City tagline
- New Downtown District logo
- Target message to key audiences
- Wayfinding and signage development for both the City and Mainstreet Wadsworth
- Create/distribute an economic development brochure
- Brand identity and guidelines

A seven phased approach included: establishing a Steering Committee; reviewing existing data; meetings



■ more...



## Reference

Robert Patrick  
 Director of Public Services/City of Wadsworth  
 120 Maple Street  
 Wadsworth, Ohio 44281  
 rpatrick@wadsworthcity.org  
 330.335.2708



## Wadsworth Community Branding & Wayfinding Plan

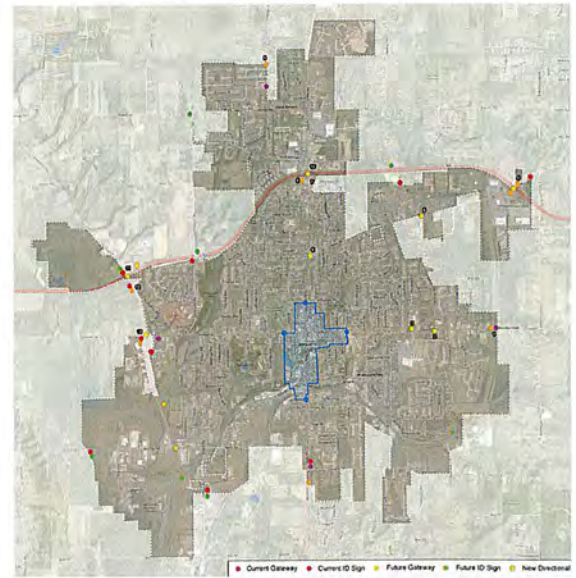


with the Steering Committee; public input; development of a community brand for the City with new tagline and refreshed logo; development of a new tagline and logo for the Downtown Mainstreet; development of wayfinding system for both the City and Downtown; and development of marketing materials, including an economic development brochure. The process had over 1,000 public responses through a community wide-survey and well attended public forum.

Specific outcomes included the City and Main Street both updating their print, media and websites to include the new logos and new tagline. Public opinion of the new logos/tagline has been overwhelmingly positive, with community members utilizing the tagline whenever they can on social media. The City is currently working on identifying funding sources to implement the wayfinding signage program.



Previous City Logo



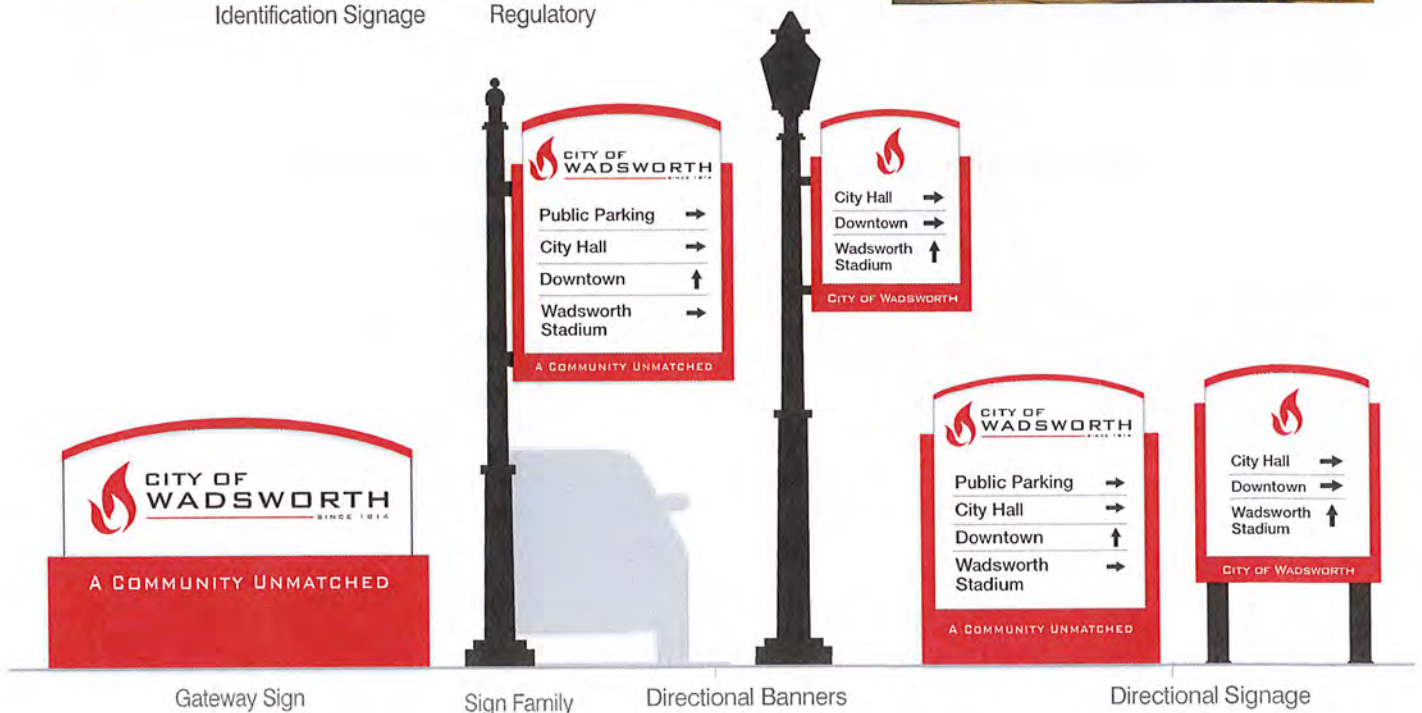
Wayfinding Signage Map



Identification Signage



Regulatory



Gateway Sign

Sign Family

Directional Banners

Directional Signage





Brand Guidelines Example

## MAIN STREET WADSWORTH WAYFINDING PLAN

## Potential Downtown Signs

Information Kiosk  
Shopping & Restaurants  
Fuel / Car Wash & Care  
City Hall  
Police Station  
Library  
Commercial Offices / Businesses  
Action Park, Main Event Park, etc. (i.e. Gazebo)



Main Street Wadsworth Wayfinding Family of Signs

### Sign Materials

S/F Aluminum Cabinet  
Illuminated Push-thru  
Acrylic Logo  
Aluminum Base  
Letters (1/4" depth Aluminum)

### Sign Fonts/Colors

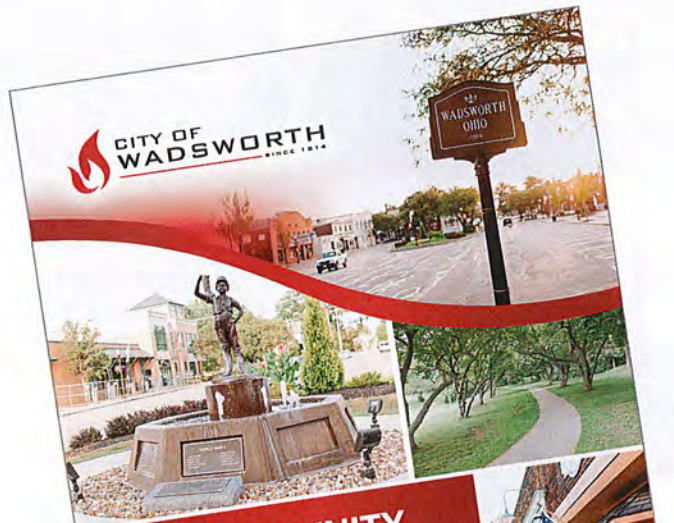
#### Logo Font:

Felix Tilting  
Bank Gothic Md BT

#### Signage Font:

Helvetica Neue LT Std -65 Medium





Wadsworth Economic Development Brochure

## A COMMUNITY UNMATCHED



### IT'S NO SECRET

With our vibrant Downtown, excellent schools, beautiful perks, exciting community events, progressive public services, and overall charm, more and more people are finding reasons to live, work and play in Wadsworth. **We are truly unmatched!**

#### DEMOGRAPHICS

Residing in one of the fastest growing counties in Ohio, Wadsworth has been the fastest growing city in Medina County for the past 10 years. Incorporated in 1931, the city of Wadsworth started with 8,000 people and

has now grown to 21,000 per the 2009 census. The city generally experiences an annual population increase of 1.0% to 1.6%.

**Our Vibrant Community is a Perfect Place For Your Business!**

## PERFECT PLACE FOR BUSINESS TO THRIVE!

A vital component in the location evaluation for relocating or starting a new business in our community, Wadsworth is open for business!



Personalized, professional site selection assistance covering all the options, or any questions regarding the City of Wadsworth.

#### WORKFORCE

The City of Wadsworth is partnering with the Medina County Economic Development Corporation (MCEDC) to take the challenges of workforce head on. We are approaching the issues from three directions:

- Employing residents
- Recruitment
- Building our pipeline for the future





"Lauren and Beth, It was such a pleasure working with both of you! On behalf of Mayor Byrne and ourselves, thank you so much for guiding us and creating such a beautiful plan for Parma Heights!"

—Joe and Chris, City of Parma Heights

# PARMA HEIGHTS BRANDING & WAYFINDING MASTER PLAN

## Project Relevance

- Community Branding
- Wayfinding Master Plan
- Marketing Strategy/Guidelines
- GIS Mapping
- Public Input and Consensus

## Location

- Parma Heights, Ohio

## Services Provided

- Public Input & Engagement, Graphic Design, Planning, Transportation Engineering, GIS Mapping, Economic Development

## Size

- 20,053 Population (2018 Census)

## Project Funding

- \$47,865 Cuyahoga County, Supplemental Grant Program

## Schedule

- September 2018– February 2019

## Project Team

- Beth A. Barton, Graphic Designer/Community Branding Specialist
- Lauren O. Falcone, AICP, Vice President
- Greg A. Bieszczad, P.E., Vice President
- David M. Zubenko, GIS Coordinator



PDG assisted the City of Parma Heights to successfully complete a Branding & Wayfinding Signage Master Plan, as recommended by the City's Comprehensive Plan and Pearl Road TLCI Corridor Plan. The plan was funded by a 2018 Community Development Supplemental Grant to rebrand the community and update signage. The new civic brand will create a new welcoming identity and sense of place, while still continuing to represent the history of the City.

The City of Parma Heights boasts many amenities including a diverse housing stock with thriving neighborhoods, vibrant commercial areas, multiple parks (including the Metroparks Big Creek Reservation), Greenbrier Commons, Cassidy Theatre & Community Center, and quality educational institutions. Many residents and visitors were unaware of the numerous amenities in their own back yard and could not draw a geographical distinction between Parma Heights and neighboring Parma.

The dated eagle and grindstone icons that previously represented the Parma Heights identity have been replaced with friendly type, highlighted by a greenbrier vine representing the history of their land. The greenbrier plant once covered this area and the name is displayed prominently throughout the City. Along with the new mark, the tagline "Community Grows Here" was created to reflect the City's historically welcoming and friendly nature.

**PDG conducted a tailored, five-phased process to complete the Branding & Wayfinding Master Plan which included:**

1. Information gathering
2. Creation of the tagline/logo
3. Development of the wayfinding signage system design and placement
4. Creation of wayfinding signage family elements and
5. Celebration! (implementation)

■ more...



## Reference

Mr. Joe Sebes  
Director of Community & Economic Development  
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