



**DOWNTOWN  
TOLEDO**  
Master Plan Update

**CONNECTOLEDO ANNUAL MEETING**

**November 28, 2023**

# AGENDA

- 1 Introduction
- 2 Market Analysis + Strategy
- 3 Focus Areas
- 4 Implementation

# **1** INTRODUCTION

# PROJECT SCHEDULE





# 2017 DOWNTOWN MASTER PLAN PRIORITY ACTIONS

## POLICIES & STRATEGIES

**1** Advance a **better connected downtown**



**2** Establish downtown **housing incentives**



**3** Identify **strategic** redevelopment and infill **sites**



**4** Conduct a **Downtown Economic Plan**



**5** Conduct a **Parks Master Plan**



**6** Conduct **Convention Center Study** and develop Strategic Plan (underway)



# 2017 DOWNTOWN MASTER PLAN PRIORITY ACTIONS

## CATALYTIC PROJECTS

- 1** Complete the **Riverfront Promenade** from Monroe Street to Cherry Street



- 2** Advance the **Nautical Mile concept** (Anthony Wayne Bridge to I-280 Bridge)



- 3** Acquire **Marina District** site and develop Strategic Plan (underway)



- 4** Establish an **incubation and innovation center** downtown



- 5** Start with **Summit Street**



- 6** Implement Bike Plan, starting with **Jefferson Avenue cycletrack** and connection to UT





# PLAN ALIGNMENT

*Nautical Mile Vision Plan (2017)*

*Downtown Toledo Transportation Study  
Final Report (2020)*

*Vistula Neighborhood Master Plan (2020)*

*Downtown Visioning Outcomes (2021)*

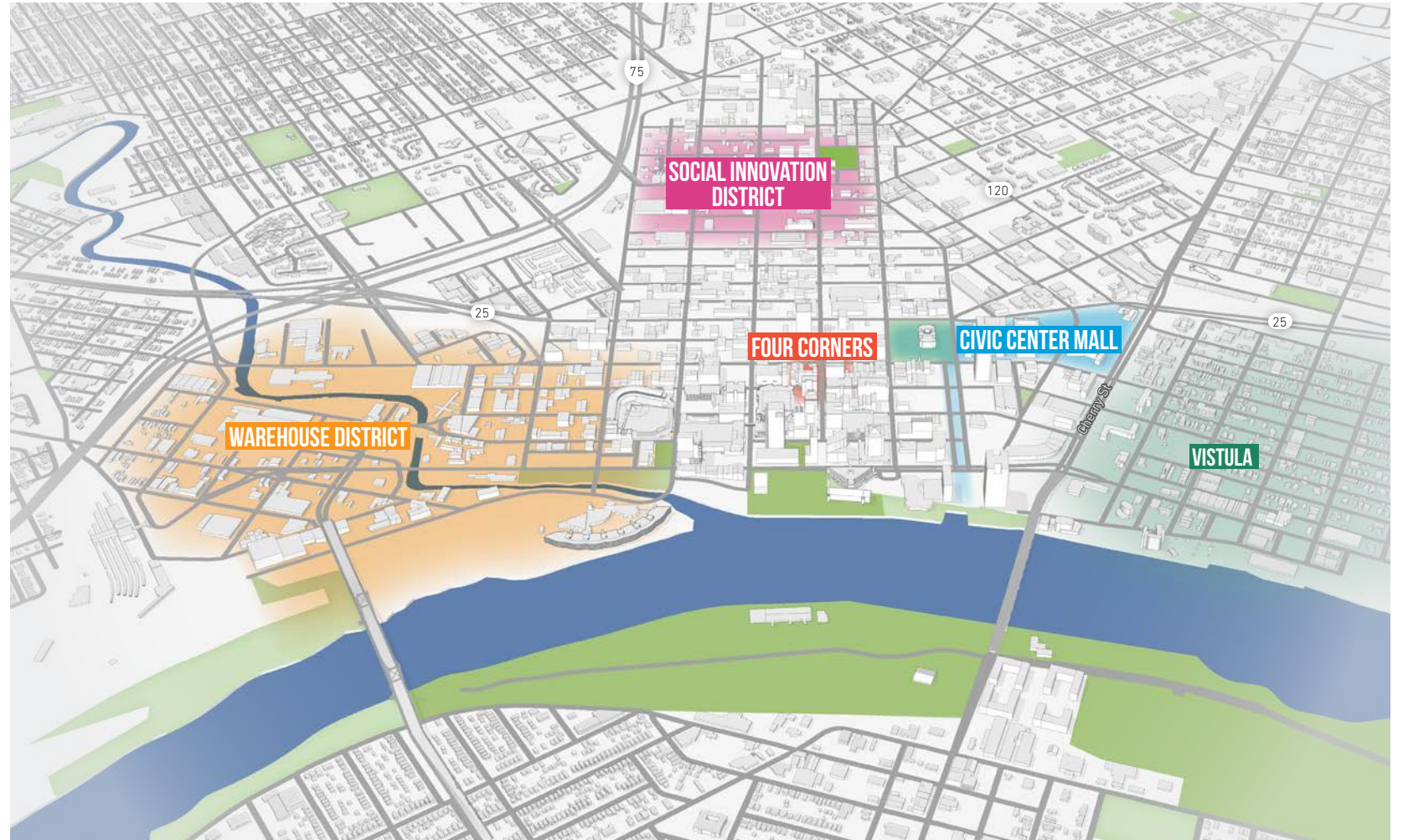
*City of Toledo Comprehensive Housing  
Strategy (2021)*

*Civic Center Mall: A Study of Key Findings  
and Recommendations (2022)*

*Toledo USL Stadium Project Report (2022)*

*Toledo Social Innovation District  
Framework Plan (2022)*

*Toledo Warehouse District Master Plan  
(2022)*





# PLAN ALIGNMENT | WAREHOUSE DISTRICT MASTER PLAN



**SOCCER STADIUM**

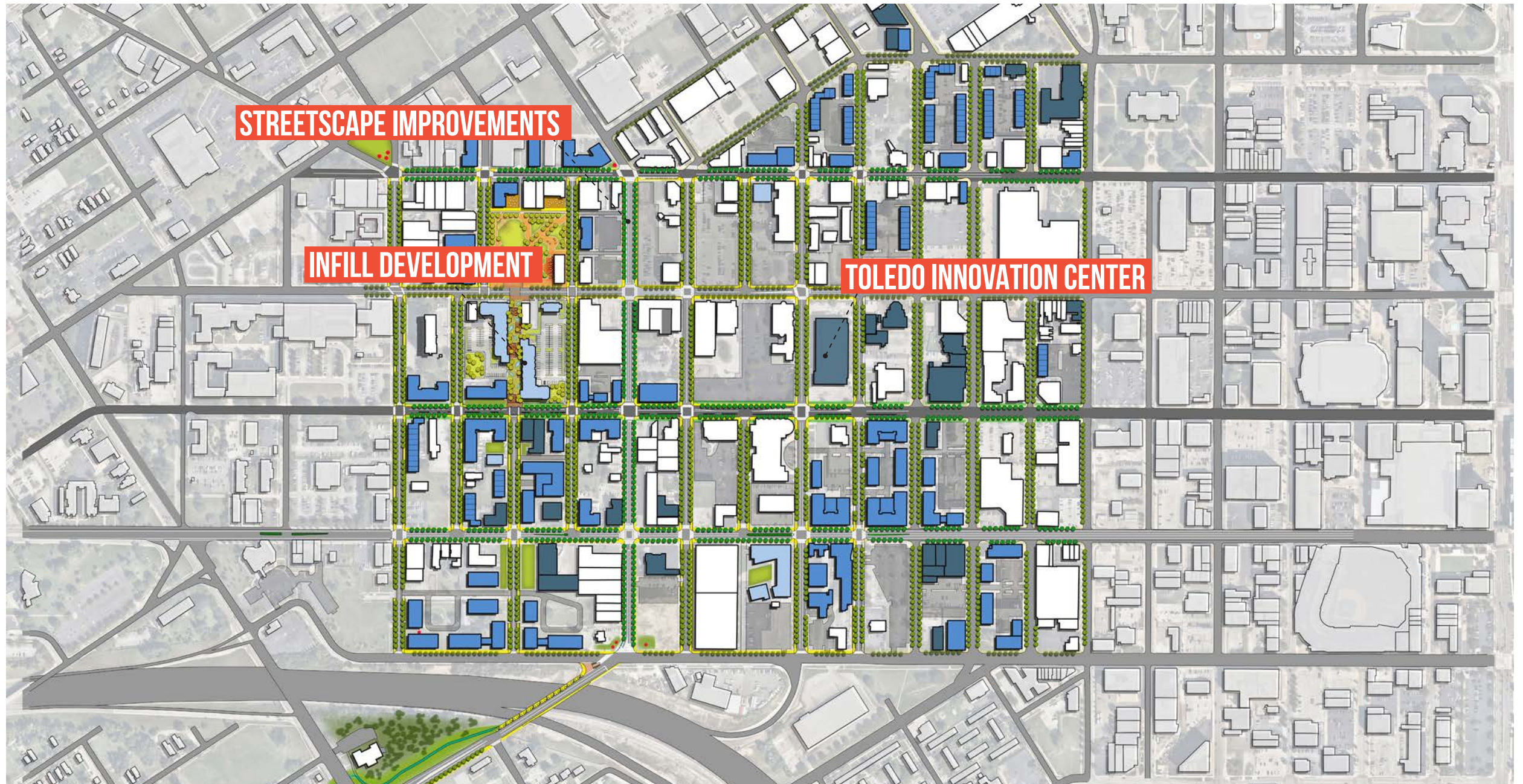
**INFILL DEVELOPMENT**

**HURON STREETScape**

**SWAN CREEK GREENWAY**



# PLAN ALIGNMENT | SOCIAL INNOVATION DISTRICT FRAMEWORK PLAN





# RESIDENTIAL

GOAL: 1,200 - 1,500 ADDITIONAL UNITS



**LOFTS ON JEFFERSON**  
**BERDAN BLDG.**



**LIBRARY SQUARE**

**LOFTS ON ADAMS**



**SUMMIT EVENT CTR. APTS.**



**MARINA LOFTS**

**TOWER ON THE MAUMEE**  
**FORT INDUSTRY SQ.**

**911**  
Units added  
since 2015





# RESIDENTIAL

GOAL: 1,200 - 1,500 ADDITIONAL UNITS



**SUNKIST BLDG.**



**VILLAGE ON THE GREEN**



**NICHOLAS BLDG.**



**SPITZER BLDG.**

**911**  
Units added  
since 2015

**503**  
Additional units  
planned





# COMMERCIAL



**BERDAN BLDG.**

**LIBRARY SQUARE**

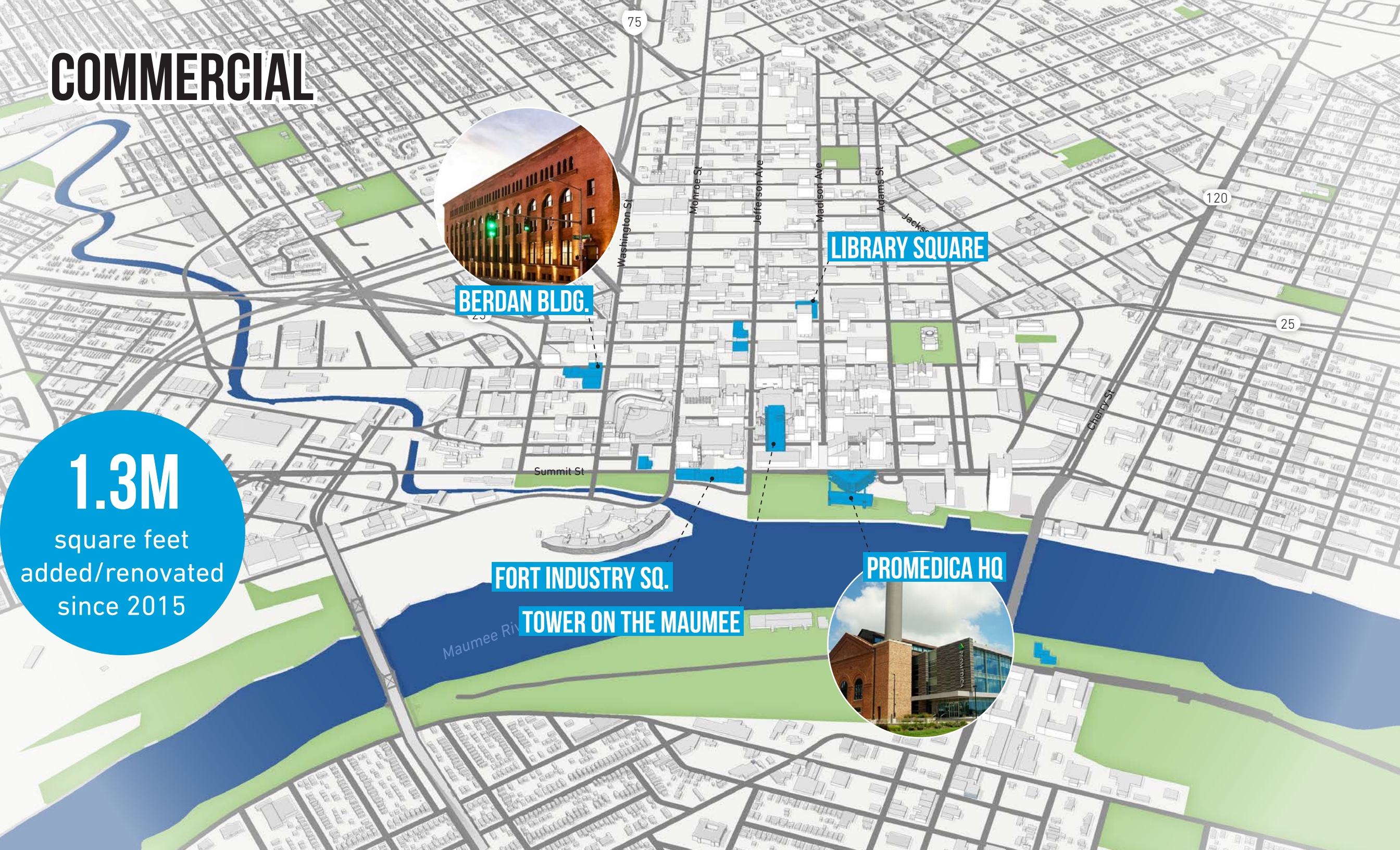
**1.3M**

square feet  
added/renovated  
since 2015

**FORT INDUSTRY SQ.**

**TOWER ON THE MAUMEE**

**PROMEDICA HQ**





# COMMERCIAL



**TOLEDO INNOVATION CTR.**

**NICHOLAS BLDG.**

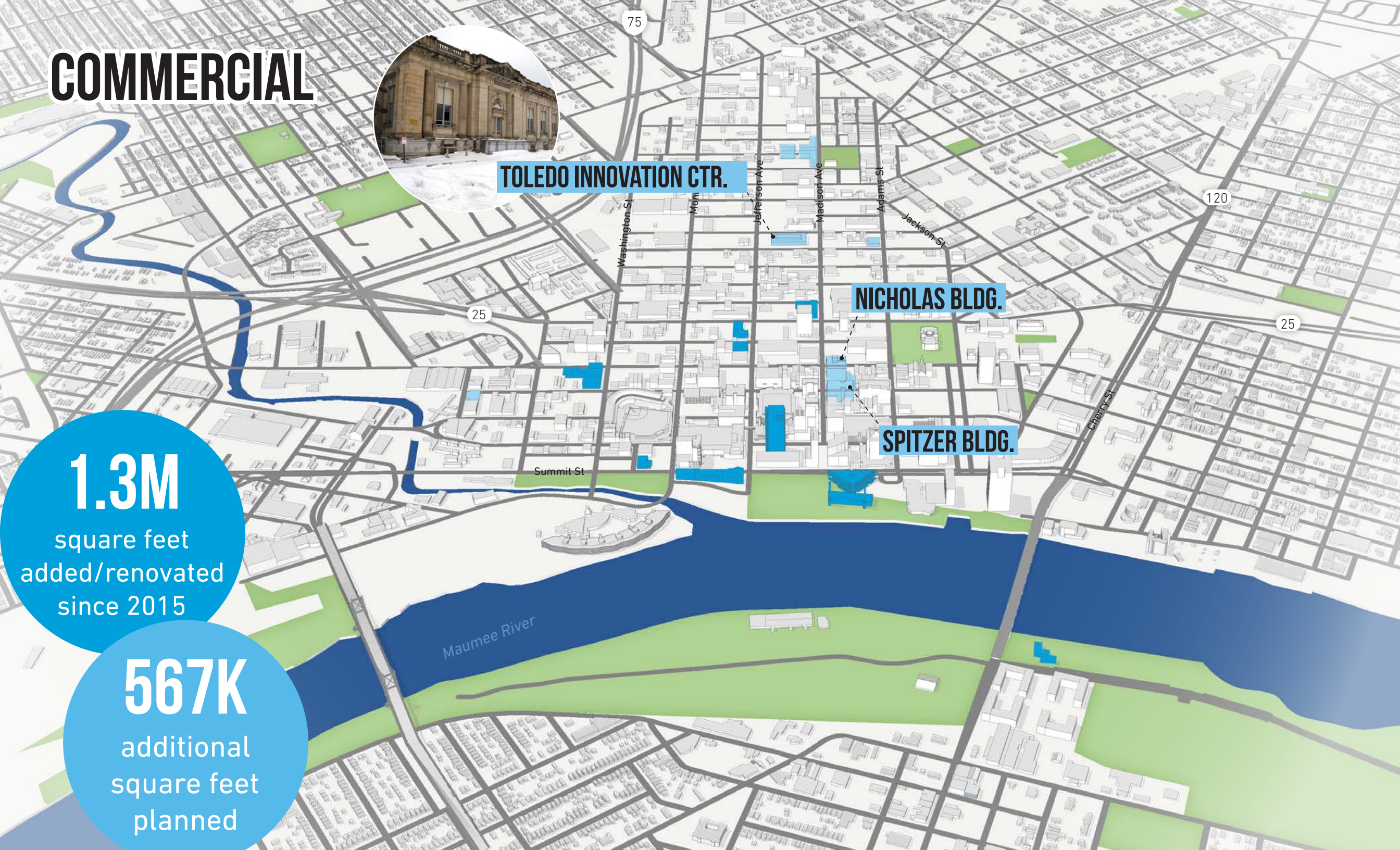
**SPITZER BLDG.**

**1.3M**

square feet  
added/renovated  
since 2015

**567K**

additional  
square feet  
planned





# PARKS & GREEN SPACE

GOAL: ADDITIONAL 320 ACRES OF PARKLAND



HENSVILLE PARK



LEVIS SQUARE



GLASS CITY METROPARK

380

acres renovated  
or added since  
2015

\$226M

invested in parks  
& green space  
since 2015





# CULTURE & HOSPITALITY



**GLASS CITY CONVENTION CTR.**



**MAIN LIBRARY**

**HILTON GARDEN INN**

**IMAGINATION STATION**

**RENAISSANCE HOTEL**

**TARTA TRANSIT HUB**

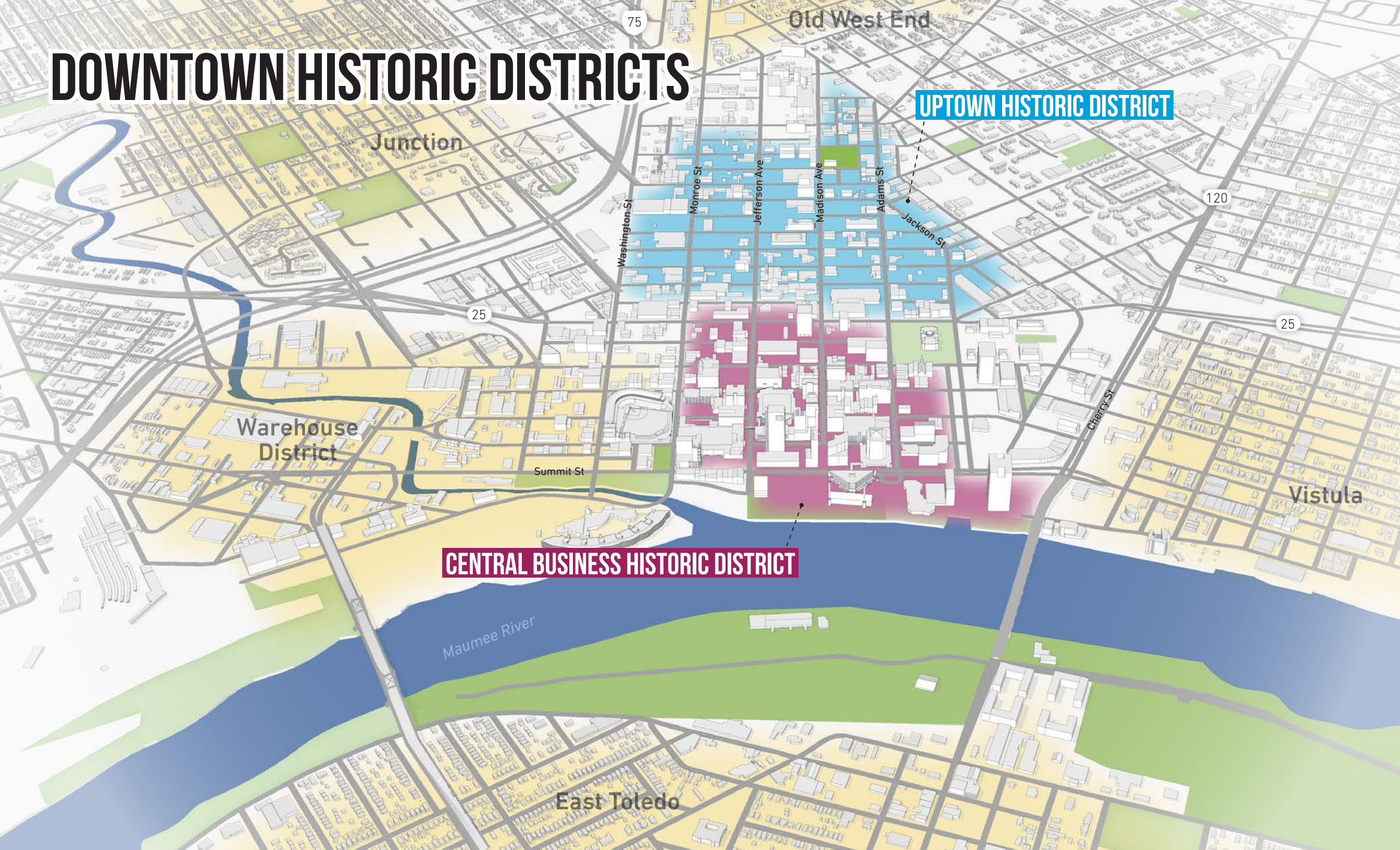
**379K**  
square feet  
added since  
2015

**\$143M**  
invested in culture  
& hospitality  
since 2015





# DOWNTOWN HISTORIC DISTRICTS



UPTOWN HISTORIC DISTRICT

Warehouse District

CENTRAL BUSINESS HISTORIC DISTRICT

Vistula

East Toledo

Maumee River

Old West End

Junction

75

25

120

25



# ACTIVE DOWNTOWN PROJECTS



**WAREHOUSE DISTRICT**

**\$300K**  
Downtown Facade  
Grants Awarded

**\$340K**  
Downtown  
Whitebox Grants  
Awarded

Warehouse District

**FOUR CORNERS**



**OSTRICH TOWNE**



Junction

Uptown

Old West End

Vistula

East Toledo

Warehouse District

Maumee River

25

Summit St

75

Washington St

Monroe St

Jefferson Ave

Madison Ave

Adams St

Jackson St

120

25



# RAISE GRANT INVESTMENTS



**\$53M**  
Infrastructure  
Investment



# STEERING COMMITTEE

## MEMBERS:

**Brandon Sehlhorst**, City of Toledo

**Tom Gibbons**, Toledo-Lucas County Plan  
Commission

**Matt Heyrman**, Lucas County

**Mike Beazley**, ConnecToledo

**Joe Marck**, Warehouse District Association

**Joe Napoli**, Toledo Mud Hens/Toledo Walleye

**Lance Woodworth**, Convention & Visitors Bureau

**Robin Whitney**, Promedica

**Dr. Sujata Shetty**, UT Urban Affairs

**Zach Lahey**, Mannhattans – Uptown

**Jennifer VanHorn**, Metroparks Toledo

**Isabella Weik**, UT Student



# STAKEHOLDER FOCUS GROUPS

**FEBRUARY 23, 2023**

## **GROUPS:**

- Retail & Small Businesses
- Developers & Real Estate Brokers
- City of Toledo
- Lucas County
- Destinations, Attractions, CVB, & Hotels
- TARTA, Mobility, Bikes, & Trails
- Large Employers
- Social Services & Housing
- Residents





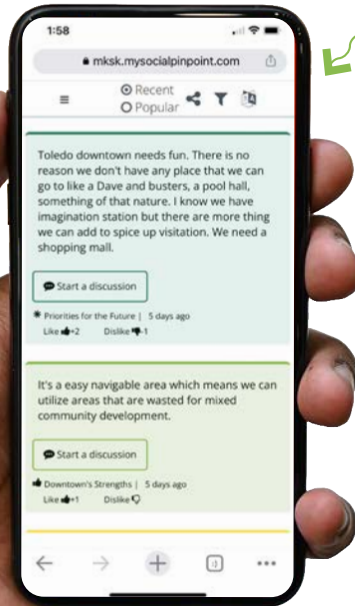
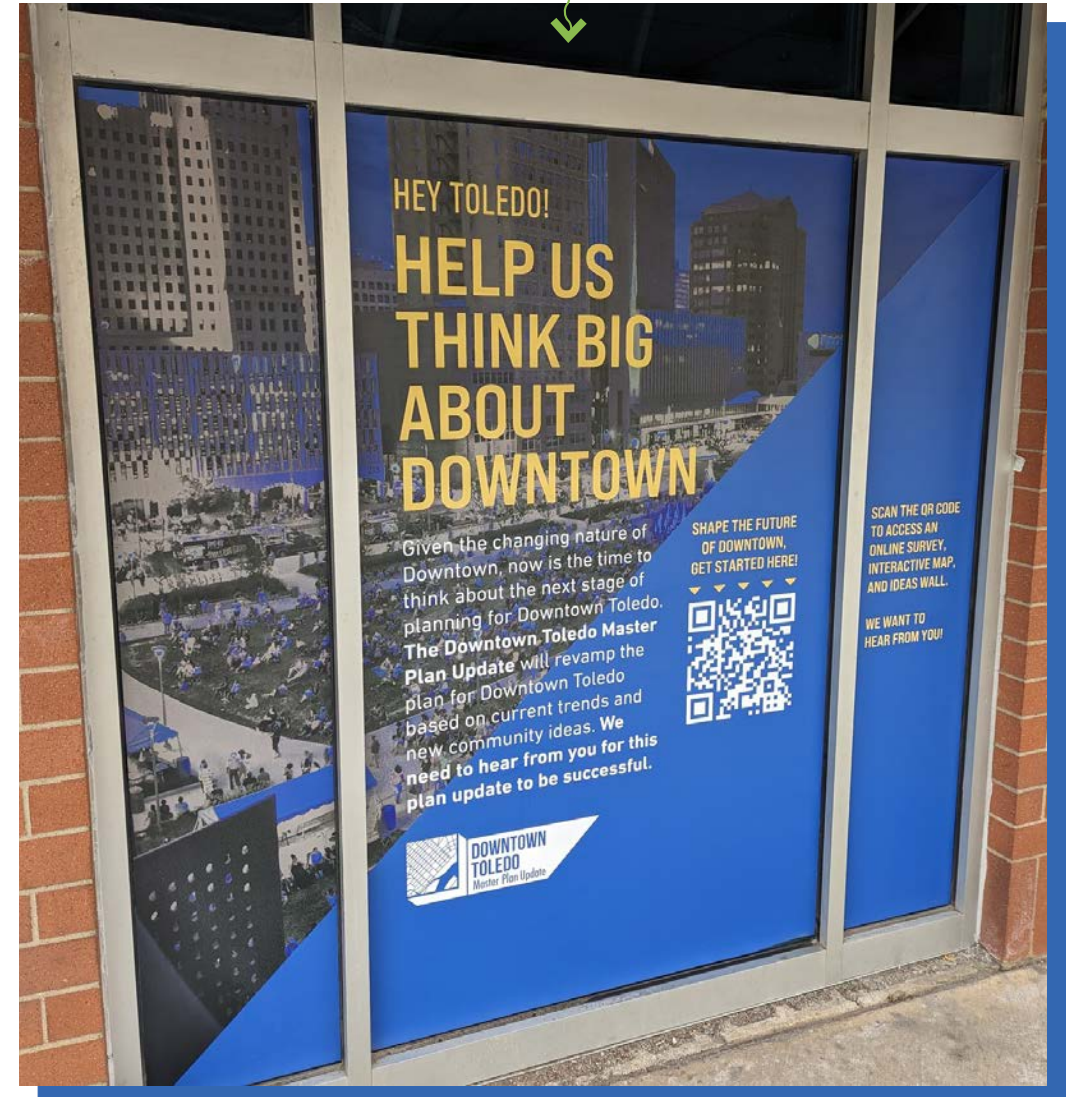
# COMMUNITY ENGAGEMENT

## ENGAGEMENT METHODS:

- Project Webpage
- Online Survey
- Interactive Online Map & Ideas Wall
- QR Code Window Decal

TARTA Window Decal with QR Code to Engagement Materials

Social Pinpoint Ideas Wall Mobile Webpage



# PUBLIC ENGAGEMENT SUMMARY

## INTERACTIVE ONLINE ACTIVITIES (IDEAS WALL AND INTERACTIVE MAP):

**218** unique participants

**144** ideas on the wall

**763** map pins

## SURVEY MONKEY (ONLINE SURVEY):

**696** unique participants

**1,000+** ideas and comments

## FOCUS GROUPS (STAKEHOLDER INTERVIEWS):

**9** Focus Groups

**44** Total Stakeholders

**914**  
TOTAL PARTICIPANTS

# ENGAGEMENT SUMMARY

What are some opportunities for Downtown Toledo that this plan should address? (n=741)

"Bring in a grocery store - local or chain - there is no food access downtown."

"Connecting neighborhoods to downtown for convenient access."

"Events to draw people downtown."

"Toledo is on the up and up, just keep doing what we are doing!"



"I love being by the river, and wish it had more fun things close by it."

"Making downtown a more pleasant place to live."

"Attraction of more business to downtown to full vacant space."

"More frequent and direct routes between downtown and the University during the daytime and for events would be useful as well!"



A vintage advertisement for Toledo, featuring a decorative border with floral and geometric motifs. The text is arranged in two lines: "You will do better in" in a smaller, rounded font, and "TOLEDO" in a large, bold, serif font. The background is filled with intricate patterns, including a grid of small squares and larger floral designs.

You will do better in  
**TOLEDO**

# 2023 DOWNTOWN MASTER PLAN UPDATE

## WHAT DO WE NEED TO DO BETTER?

- Continue expanding **housing supply**
- Bolster the **entrepreneurial ecosystem**
- Attract more **local and overnight visitors**
- Identify **catalytic redevelopment opportunities** and the **public realm investments** to support them



## **2 MARKET ANALYSIS + STRATEGY**



# NATIONAL DEMOGRAPHIC TRENDS | SNAPSHOT



## OFFICE

Future office development will likely be smaller in scale and niche—companies will still need office space, **but less of it**

Limited Opportunity



## RETAIL

Because of the national trend toward an increased online shopping, leasing activity will likely **remain below 2019 levels** for some time

Moderate Risk



## HOSPITALITY

Full recovery and delivery of new product will **depend on increasing business travel**

Moderate Risk



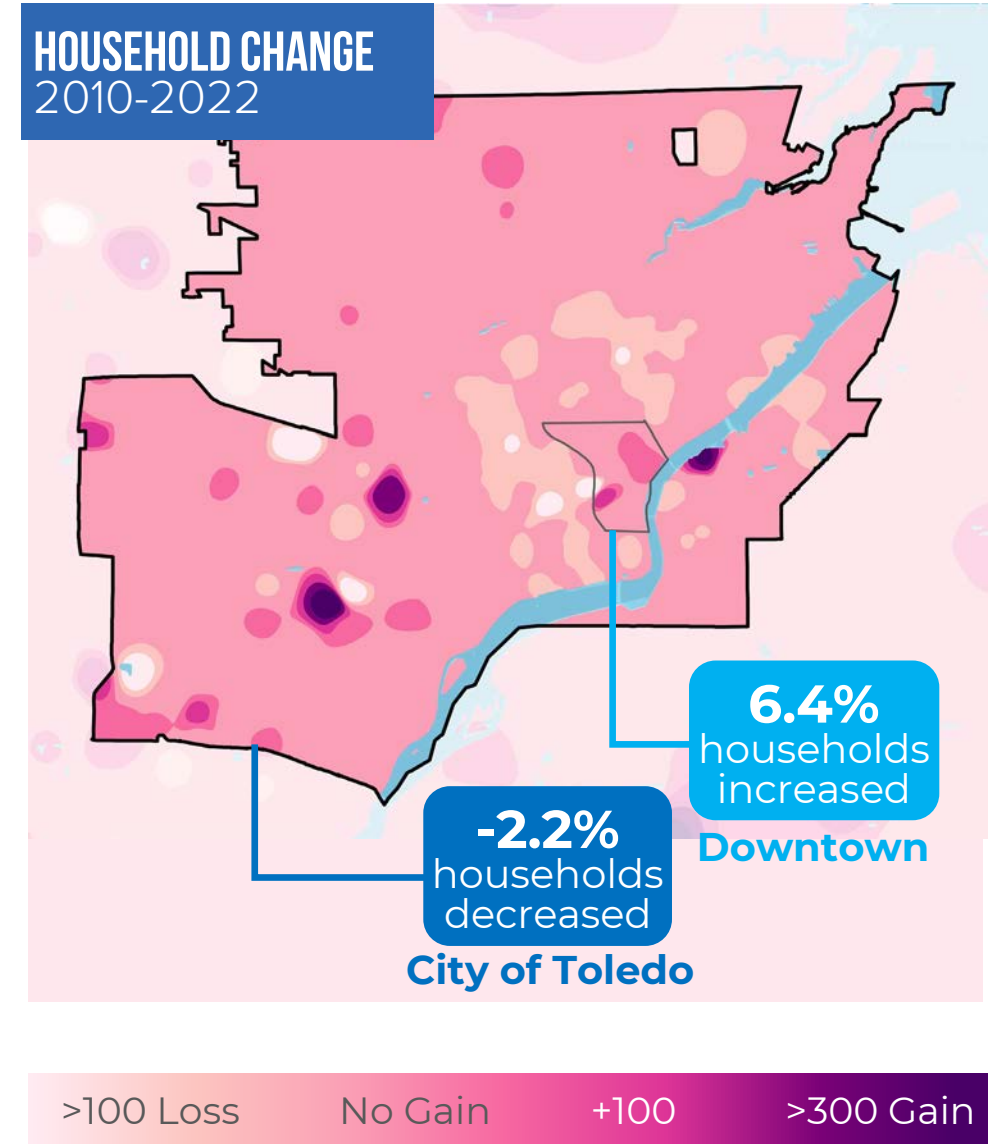
## MULTIFAMILY

The market for new and higher-quality multi-family **remains strong**

Lower Risk

# DEMOGRAPHICS

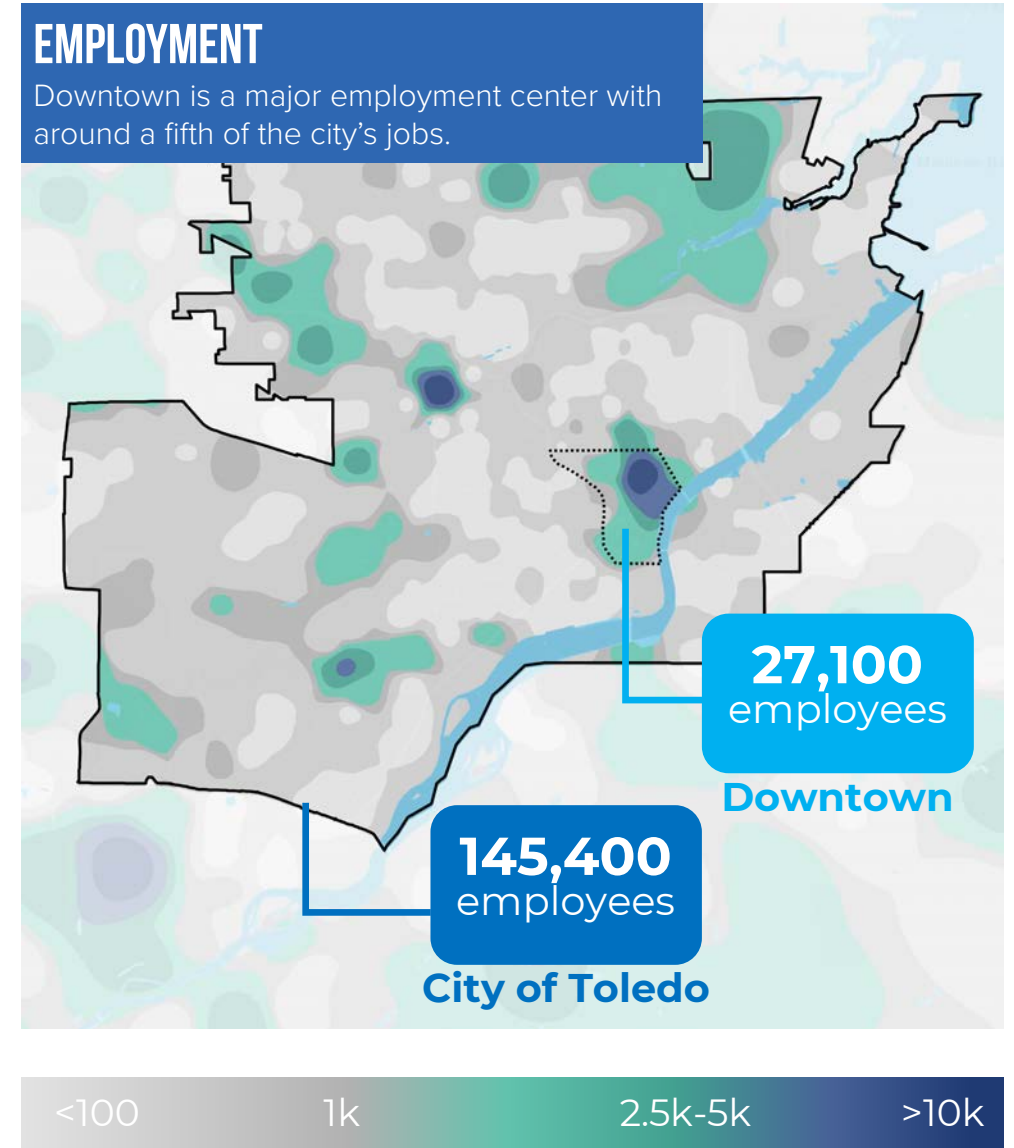
- Downtown has **added 900 units since 2015** (including 320 through redevelopment/reuse), increasing downtown population to 3,800 people
- The **number of downtown households grew by 6.4 percent** since 2010 as compared to citywide decline of -2.2 percent.
- The City **added young professionals** since 2010, reversing a trend from the previous decade.



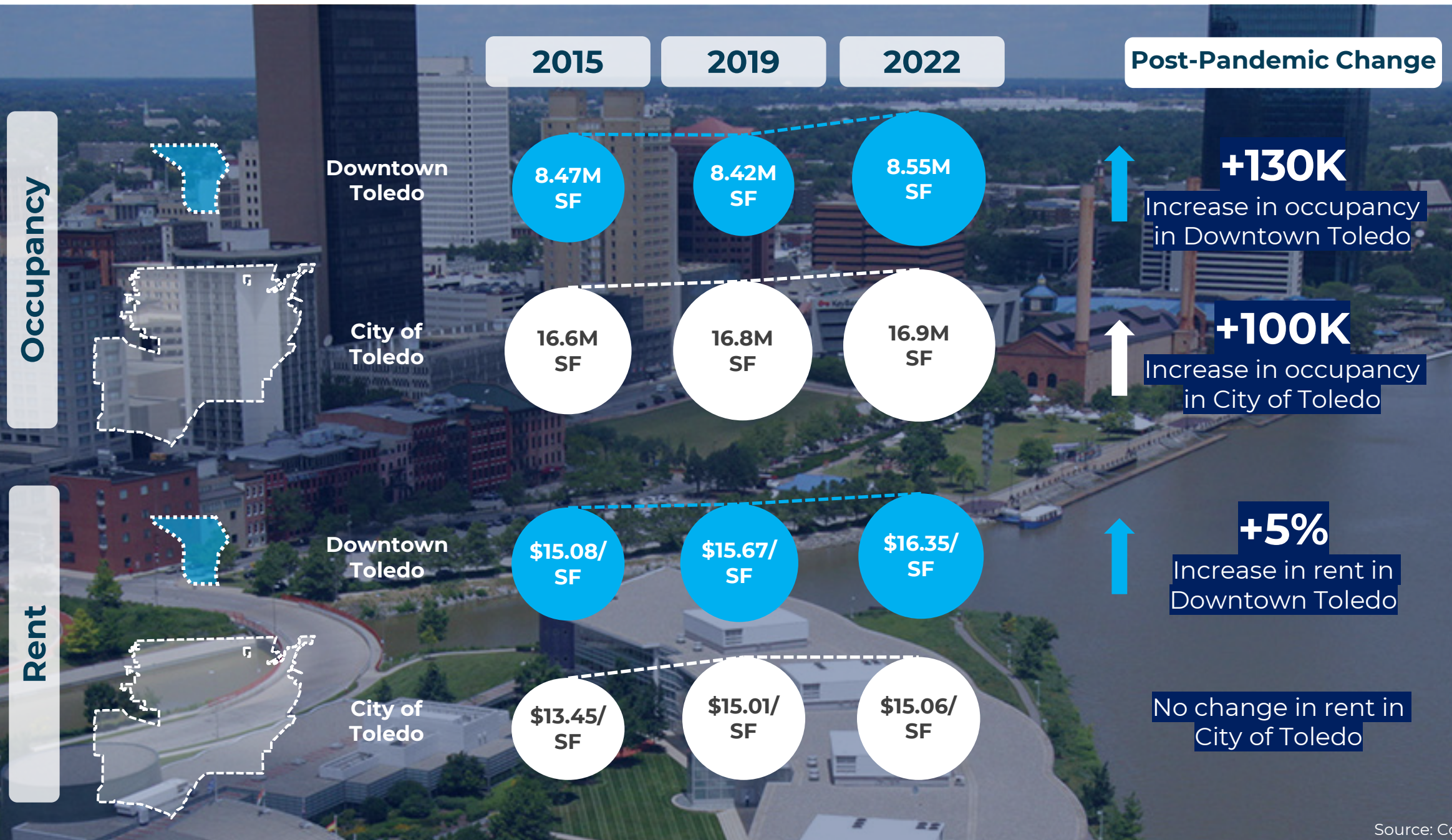


# OFFICE MARKET AND EMPLOYMENT

- **57% of all knowledge sector jobs** are in downtown
- Downtown is very accessible to the majority of its workforce
- Downtown's office market shows signs of improvement since COVID-19
- **Strong growth in healthcare jobs** will support medical office development



# OFFICE MARKET





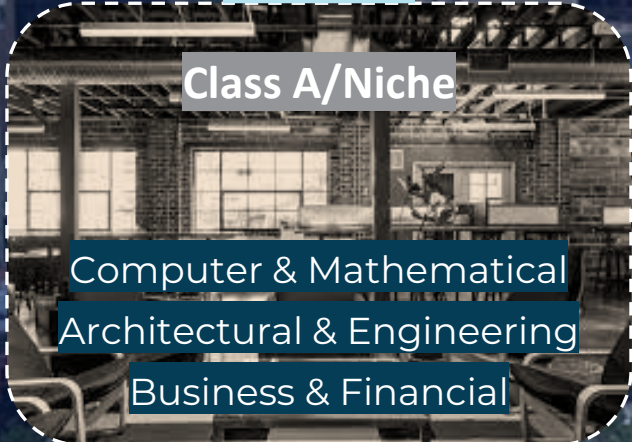
# ENTREPRENEURIAL ECOSYSTEM | KEY OPPORTUNITIES

Future office demand will come from medical offices space and smaller-scale niche space to accommodate knowledge-based sectors.

+  
3,970  
jobs



+  
1,070  
jobs

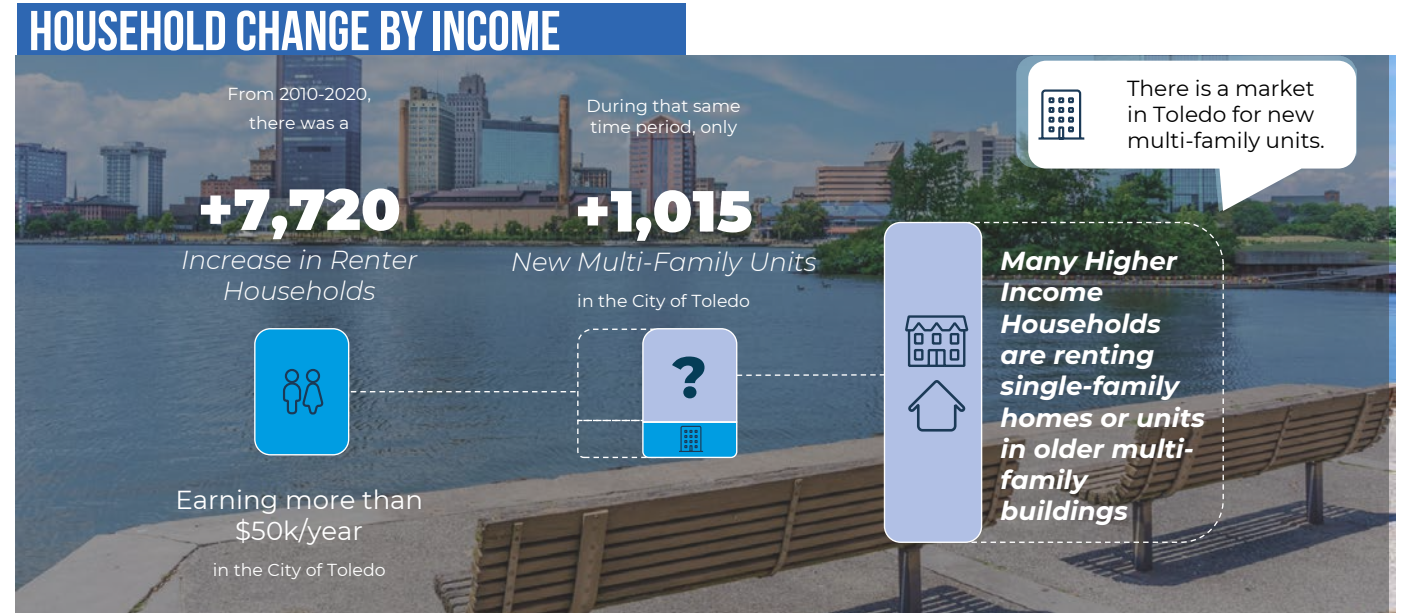


-  
1,950  
jobs

-  
6,500  
jobs

# HOUSING

- The downtown multi-family housing market is stable
- **Supply has not kept pace** with the increase in high-income renter households
- Downtown could support between **1,000 and 1,300 new/rehabbed** units over the next 10 years
- Downtown **rents are competitive.**





# RETAIL MARKET

- Average downtown retail **rents are lower** than, other competitive retail districts
- Relatively low downtown rents **limit opportunities for reinvestment** in older buildings
- Demand for downtown **resident-driven** retail is finite

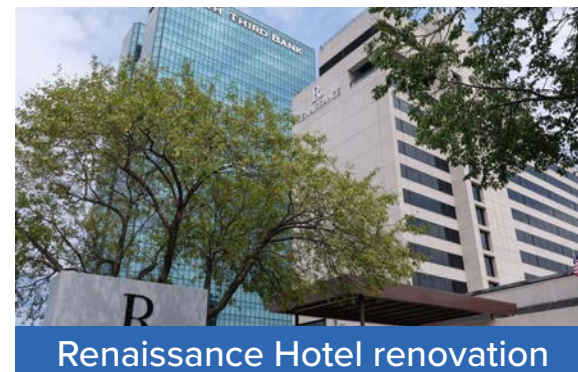


# HOSPITALITY MARKET

- The hotel market **has recovered** from the COVID-19 pandemic
- Downtown Toledo hasn't added supply, but has significantly upgraded
- The renovation of Glass City Center has **increased projections for convention attendees** in the coming years.



Glass City Center renovation



Renaissance Hotel renovation



Hilton Garden Inn renovation

# HOTEL TRENDS

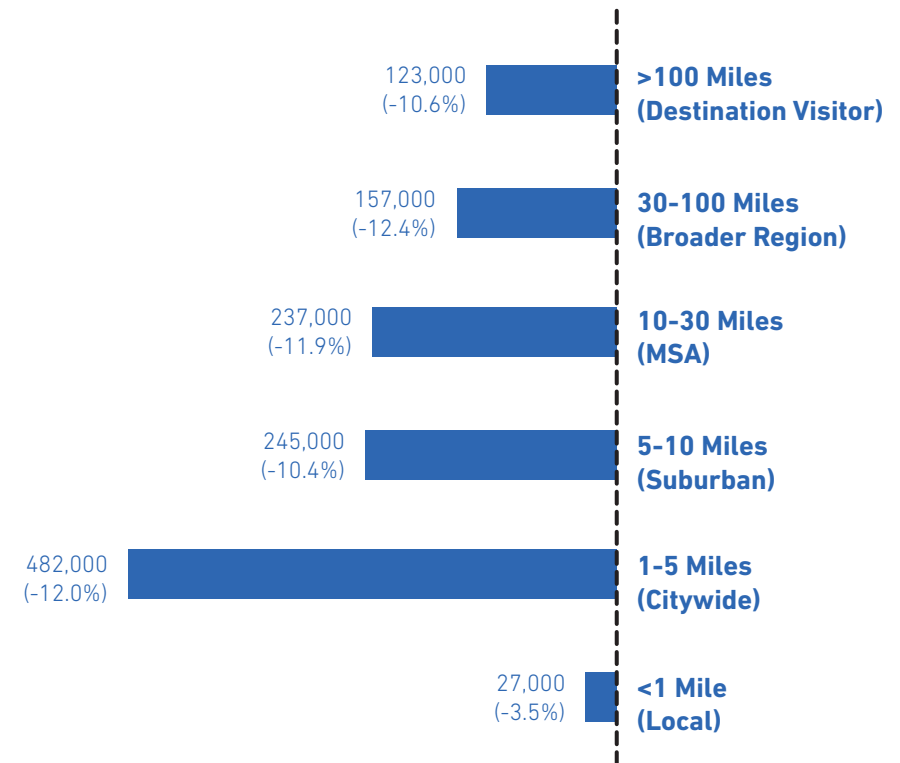


# VISITATION ANALYSIS

- Downtown **visitation is still below** pre-pandemic levels
- Downtown's **weekday workforce has declined** significantly given continued work-from-home practices for professional services jobs
- While the largest percent change in visitation came from those living between 30 and 100 miles of Downtown, **the largest net decrease in visitation came from those living between one and five miles of Downtown**
- Total annual visitation at the Toledo Farmer's Market on Saturdays is **above pre-pandemic levels**
- Key visitor destinations include Fifth Third Field, Huntington Center, Promenade Park, and Glass City Center

## DOWNTOWN VISITATION

Net decrease in annual visitation by home location, 2019-2022





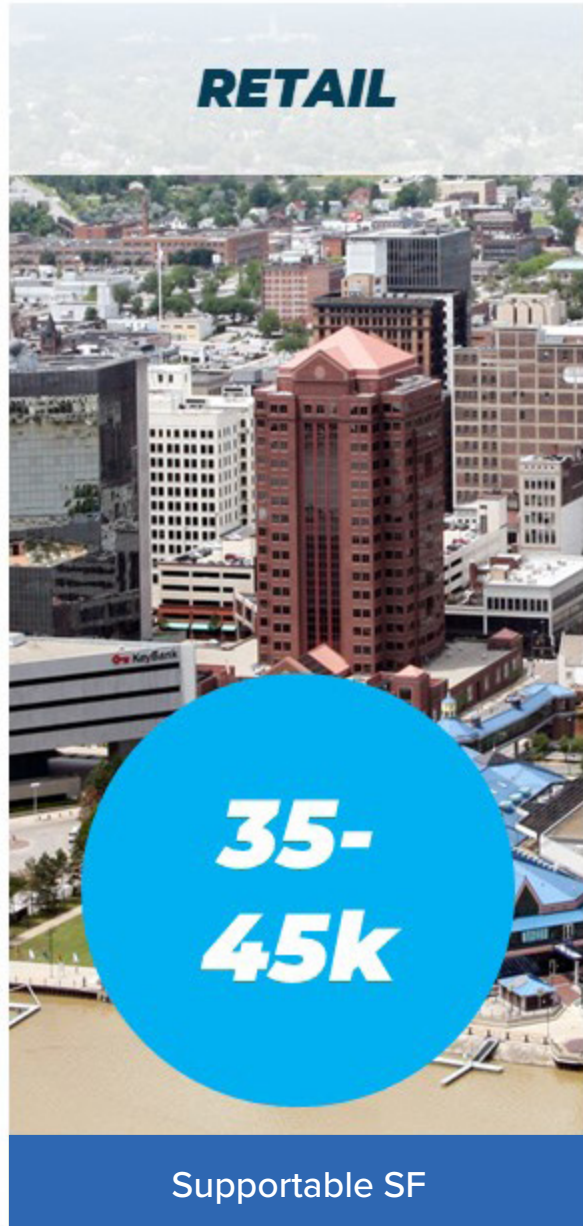
# UPDATED 10-YEAR PROJECTIONS | 2023-2033



**HOUSING**

**1,000-1,300**

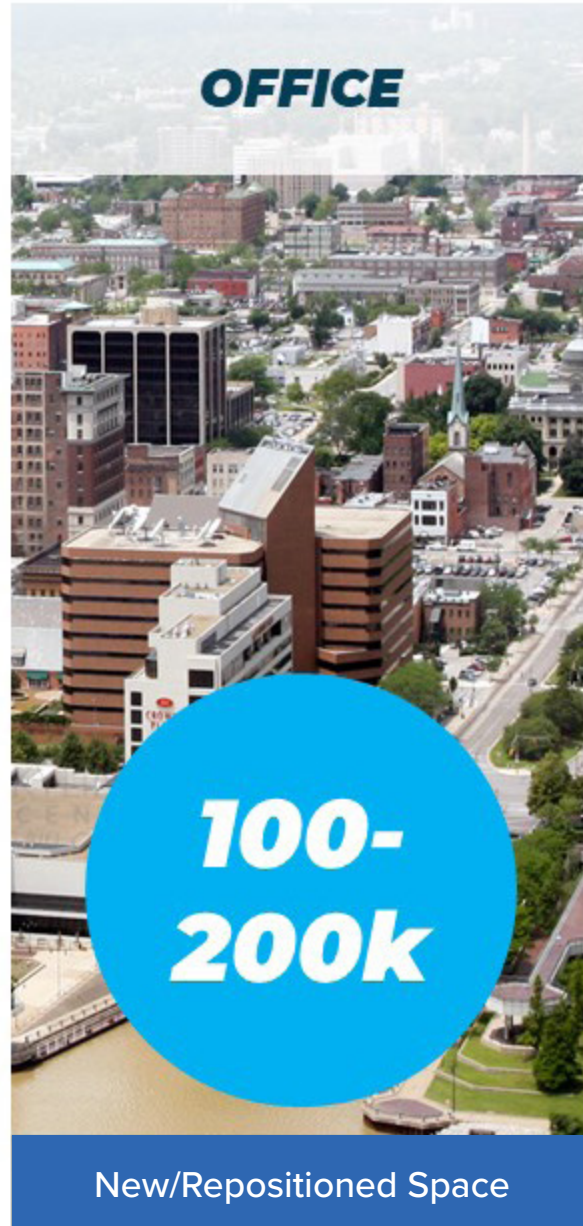
New/Rehabbed Units



**RETAIL**

**35-45k**

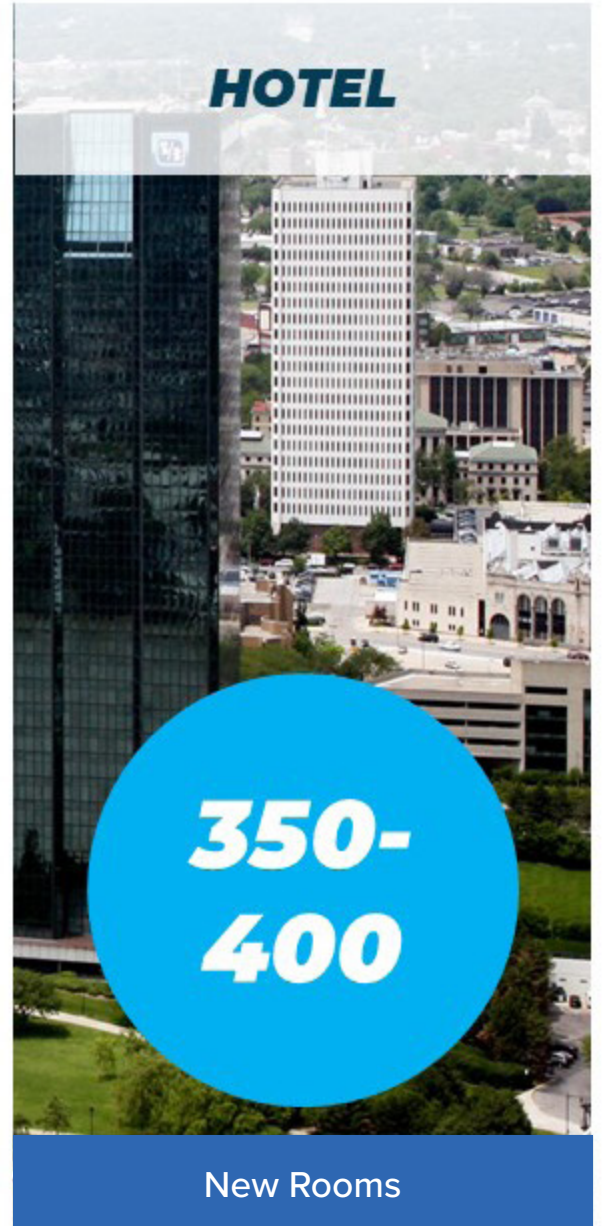
Supportable SF



**OFFICE**

**100-200k**

New/Repositioned Space



**HOTEL**

**350-400**

New Rooms

# ENTREPRENEURIAL ECOSYSTEM

## Challenges

### Low startup rate:

- 6.4 startups per 100 establishments in 2020, compared to 9.3 nationally (this reflects all business creation, not just tech)

### Low venture capital investment in the region:

- Less than \$1.5 million in 2021, compared to \$3 billion in Detroit and \$2 billion in Columbus

### Low concentration of knowledge-sector occupations

- Below average employment in computer, math, legal, science, finance, art, design, and media occupations

## Opportunities

### Knowledge sector job growth:

- 4,000 healthcare and medical office jobs added since 2010
- 1,100 computer, math, architecture, engineering, and financial jobs added since 2010

### Industry strengths in healthcare and production:

- Above average employment in both industries

### Regional leadership focused on manufacturing innovation:

- NOIC applying for federal and state Innovation Hub designation/grant focusing on the decarbonization of the glass and solar industries

### Downtown as innovation district anchored by the Toledo Innovation Center:

- 100,000 square feet of new innovation space Uptown



# COMPONENTS TO THE ECOSYSTEM

## INPUTS

What are the drivers?



Innovation

Talent

Anchors

Funding

Champions

## SUPPORT & FACILITATION

What is the support structure?



Programs

Organizations

Agencies

Networking

## LOCATION

Where does this happen?



Districts

Public Space

Connections

Real Estate



# INPUTS - WHAT ARE THE DRIVERS?



## INNOVATION

### Where

do the ideas come from?

Research  
Technology  
Arts/Culture  
Education



## TALENT

### Who

creates the ideas and  
moves them forward?

Attraction  
Retention  
Development



## ANCHORS

### What

are the key organizations  
that create stability and  
add support?

Key Industry Clusters  
Institutions  
Major Employers



## FUNDING

### How

does this get paid for?

Lending  
Venture Capital  
Grants  
Incentives



## CHAMPIONS

### Who

are the businesses and  
individuals providing  
mentorship?

Entrepreneurs  
Small Businesses  
Civic Leaders  
Local Organizations



# SUPPORTS AND FACILITATION - WHAT IS THE SUPPORT STRUCTURE?



**ORGANIZATIONS**



**AGENCIES**



**PROGRAMS**



**NETWORKING/  
CONVENING**



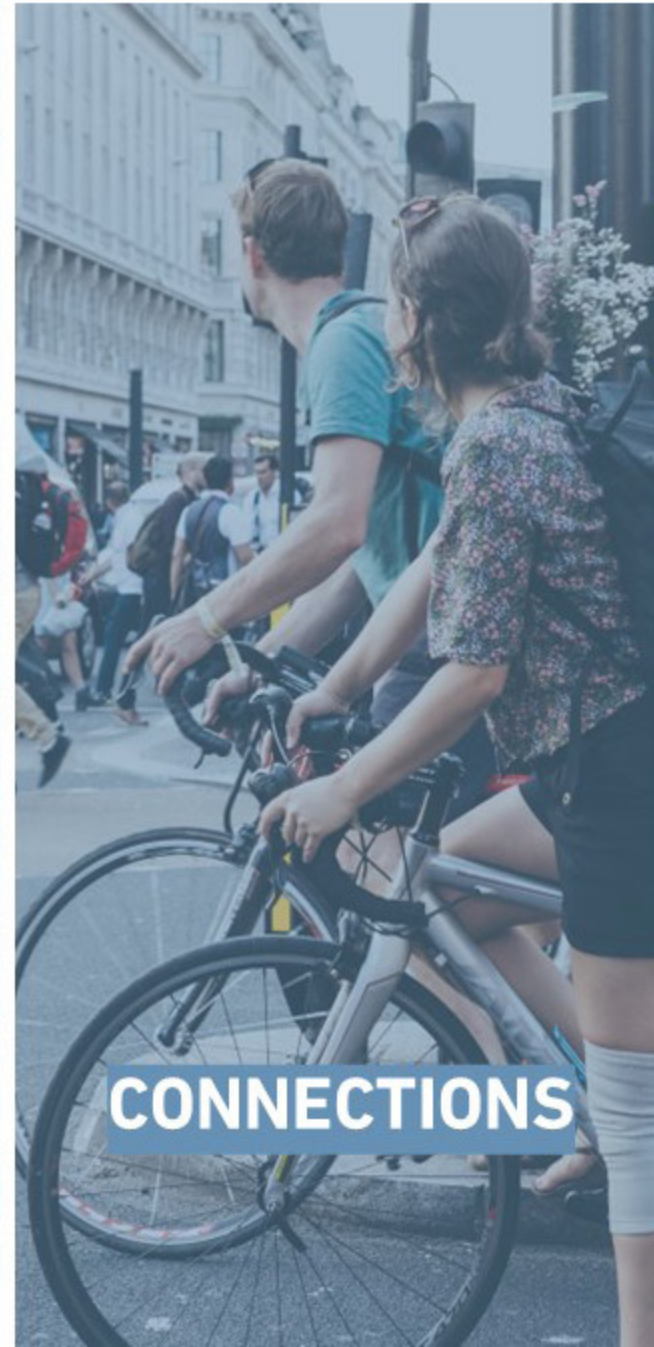
# LOCATION - WHERE DOES THIS HAPPEN?



**DISTRICTS**



**PUBLIC SPACE**



**CONNECTIONS**



**REAL ESTATE**

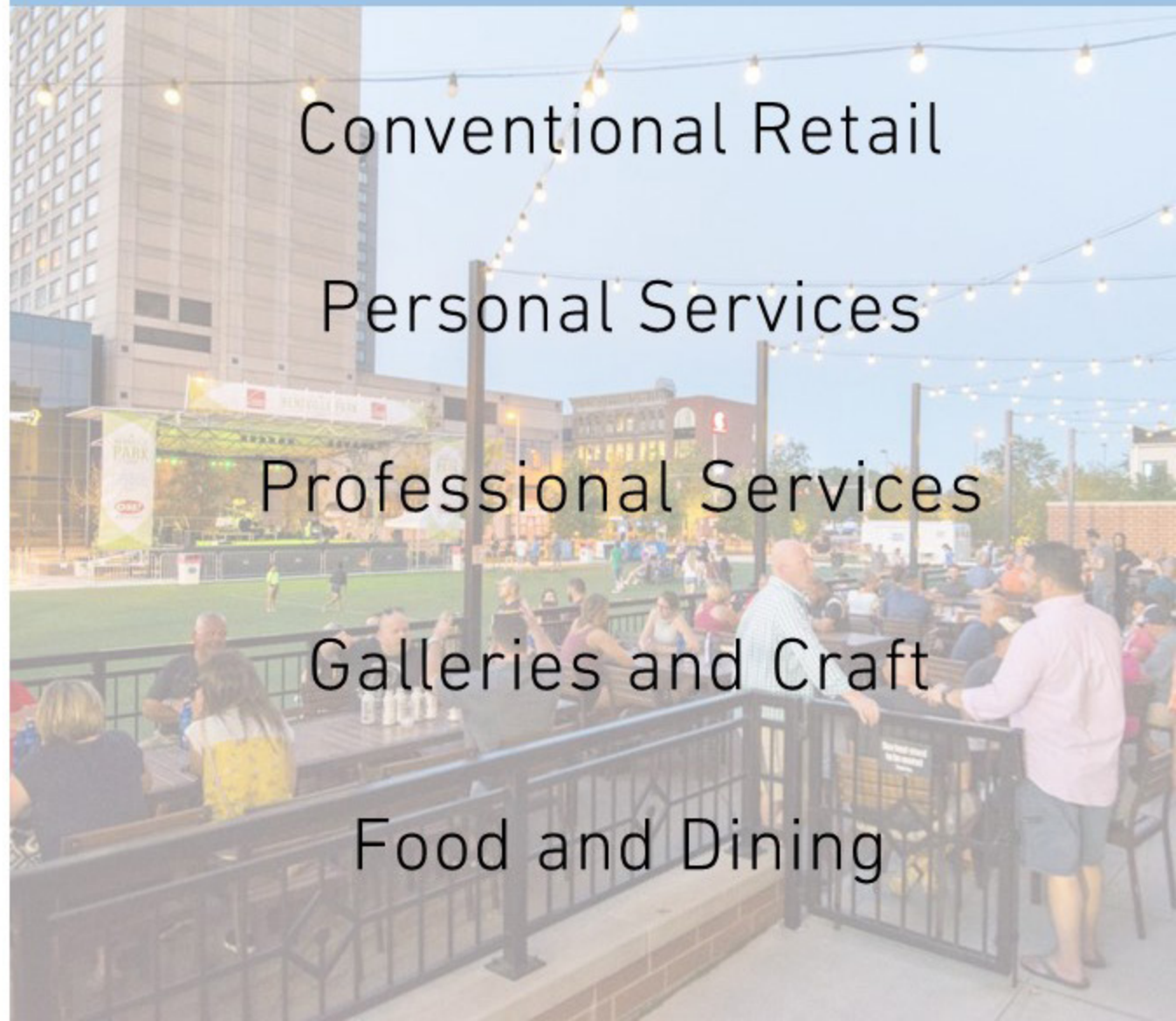


# FRAMING THE GOALS

## HIGH GROWTH



## MAIN STREET





# TOLEDO INNOVATION CENTER: STRATEGIC TENANTING

## PRIMARY/ANCHOR TENANTS

- Lead managing entity
- Key entrepreneurial support organizations (ESOs)
- Institutional anchors

## SUPPORT TENANTS

- Non-profits and community organizations
- Business support leasing (accounting, legal, marketing, etc.)
- Capital/lending institutional and organizations
- Restaurant/café
- Event space



# ENTREPRENEURIAL ECOSYSTEM | ARCHGRANTS (ST. LOUIS, MO)

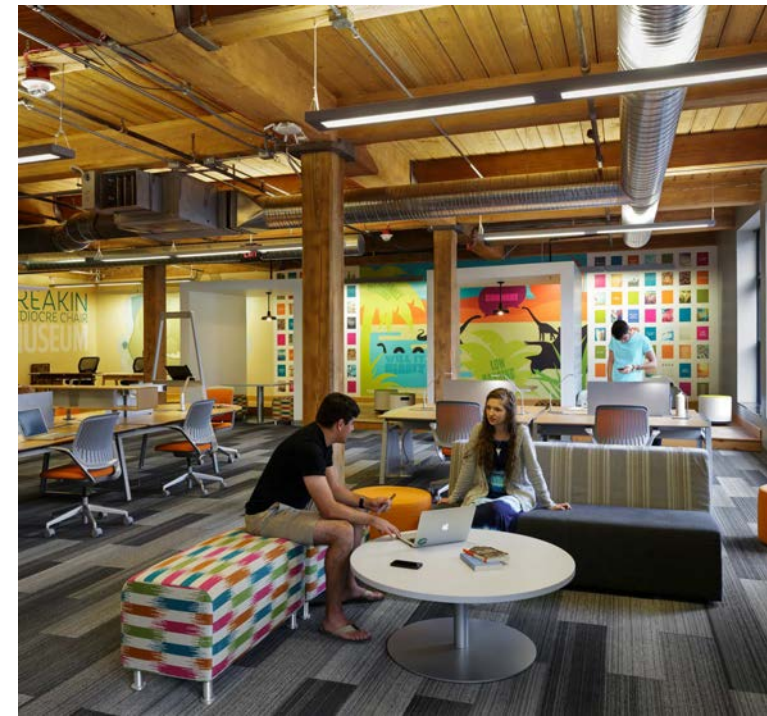
- Up to **\$100K in equity-free grants** for startups to move to Downtown St. Louis for at least one year
- Founded in 2012 with **15 grantees awarded a total of \$750,000**—now up to 34 grantees in 2021
- Startups **encouraged** to lease space at **76K SF co-working space/incubator (T-REx)**
- To date, 173 companies have been funded and **50 percent have been retained in St. Louis**
- **20 percent of startups led by people of color** and 40 percent are led by women





# ENTREPRENEURIAL ECOSYSTEM | T-REX (ST. LOUIS, MO)

- Opened in 2011 with, **60,000 square feet** of master leased space in historic office building offering below-market rents with very basic amenities and level of finish
- Increasing demand and success allowed T-Rex to move to its current, **76,000 square foot** space with higher-level-of-finish
- Currently offers **co-working space and incubator space**
- **Key tenants** include ArchGrants recipients, ESOs, and venture capital firms, among other business support services (e.g. accounting, legal, marketing)





# KEY ORGANIZATIONS AND RESOURCES



	University of Toledo Incubator	Toledo Regional Chamber of Commerce	Toledo Growth Partnership	Jumpstart	Northwest Ohio Innovation Consortium	Lead Agency
Funding				X	X	X
Technical Assistance	X	X		X	X	X
Programming	X	X		X		X
R & D	X				X	X
Talent/ Workforce	X	X	X		X	X
Mentoring		X		X	X	X
Leasable Workspace	X					X
Networking		X	X			



# MARKET STRATEGY | KEY GOALS



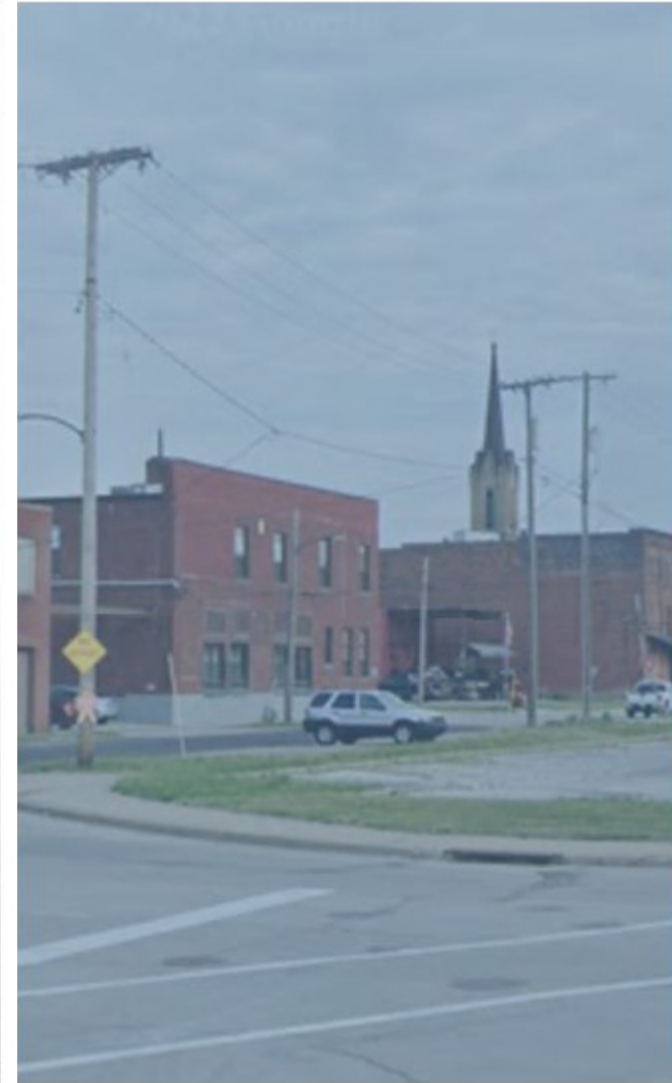
**Bolster the Entrepreneurial Ecosystem**



**Attract More Local and Overnight Visitors**



**Continue Expanding Housing Supply**



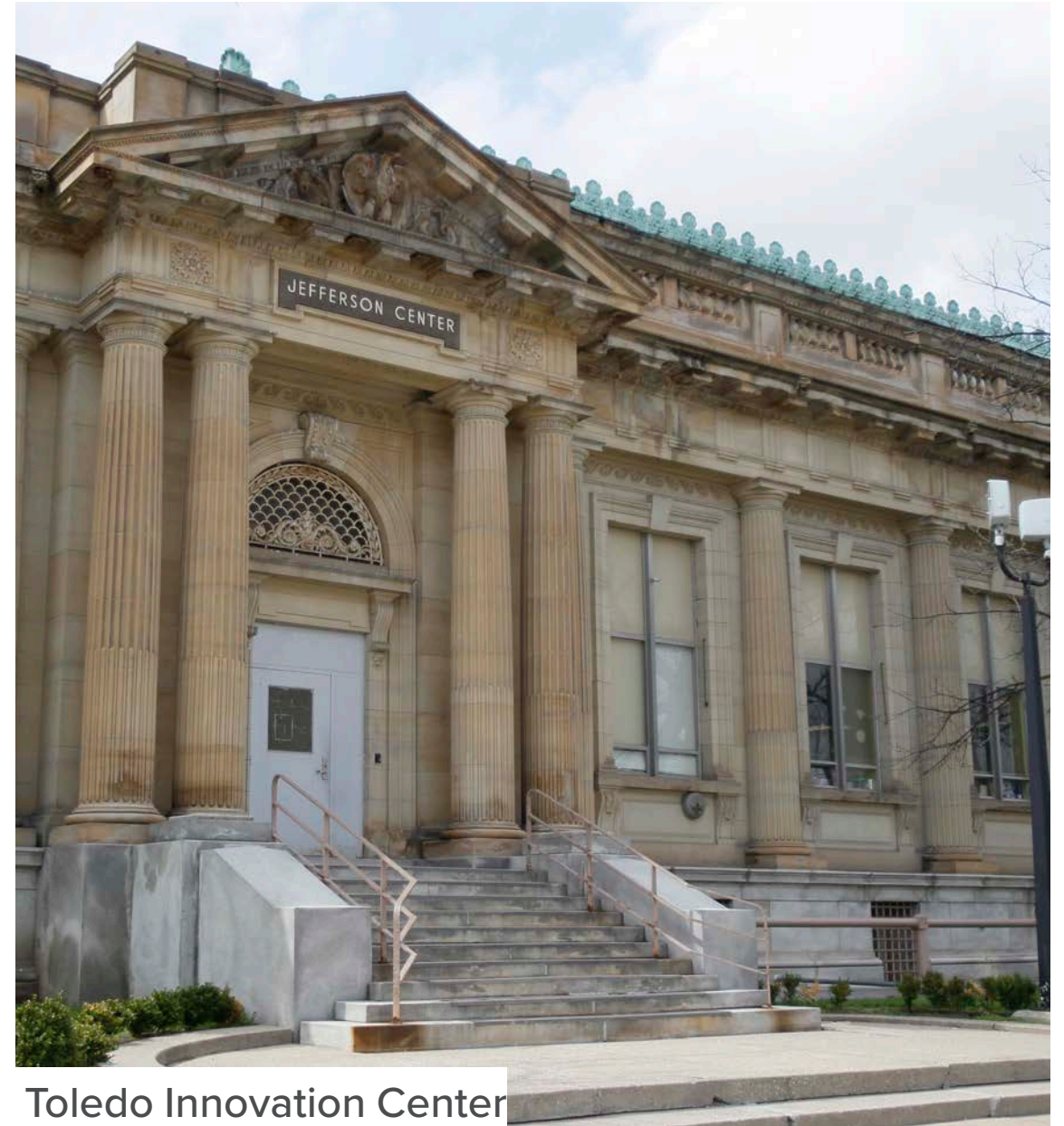
**Identify Catalytic Redevelopment Opportunities**



# STRATEGIC RECOMMENDATIONS

**Leverage Toledo Innovation Center as the focal point for regional entrepreneurial support services**

- **Identify Lead Organization** or Entity for Toledo Innovation Center
- **Co-Locate Entrepreneurial Support Organizations** at the Toledo Innovation Center
- Identify **anchor tenants**
- Create **Innovation Task Force**
- Create **Startup Grant Program**
- Build on success of **White Box Program**



Toledo Innovation Center



# STRATEGIC RECOMMENDATIONS

## Create Opportunities for Hotel Development

- The goal is to **increase overnight visitors**, who tend to spend more than workers. This is a key market segment for increasing the retail offerings downtown.
- **Leverage Glass City Center** investment to support hotel development—more hotel rooms will be needed to fully optimize the convention center and increase its competitiveness for attracting larger-scale conventions
- Diversify hotel supply with **boutique offerings**—hotels would be an appropriate use for some of Downtown’s office towers
- **Focus new development within a few blocks** of Downtown major visitation anchors—Fifth Third Field, Huntington Center, Glass City Center, and Promenade Park





# STRATEGIC RECOMMENDATIONS

**Expand retail offerings Downtown to serve a wide range of visitors and consumer preferences**

- Given decline in the weekday workforce, the small businesses environment will need to diversify
- Build on success of **White Box Program** to build-out storefronts
- Continue to support **pop-up events and programming**
- Focus retail in select nodes





# STRATEGIC RECOMMENDATIONS

## Enhance Toledo Farmers' Market Experience

- **Increase the number of regional visitors** (i.e., daytrip visitors from nearby) and the frequency of their trips to downtown
- Visitation to the Farmer's Market increased by ten percent between 2019 and 2022, adding nearly 10,000 annual visitors. It will be important to **build on this existing momentum.**
- More Farmer's Market visitation on **multiple days per week** will provide additional market support for Hensville businesses, and others





# STRATEGIC RECOMMENDATIONS

## Continue identifying redevelopment opportunities for housing

- **Leverage Low Income Housing Tax Credit (LIHTC)** funds to provide tax incentives to developers in exchange for building and maintaining affordable housing,
- **Acquire land or properties** in strategic locations through land banking and partner with affordable housing developers to create mixed-income developments,
- Work with regional entities to establish a dedicated **housing trust fund** to pool resources from public and private sources, including grants, developer fees, and impact fees, to subsidize affordable housing projects,
- Draft **practical tools** requiring ten percent set asides for affordable units in market-rate development in downtown (but do not enact them until market rate development can occur without subsidy)
- Offer fee waivers, expedited permitting, and reduced land costs for developers committed to building **affordable housing**.



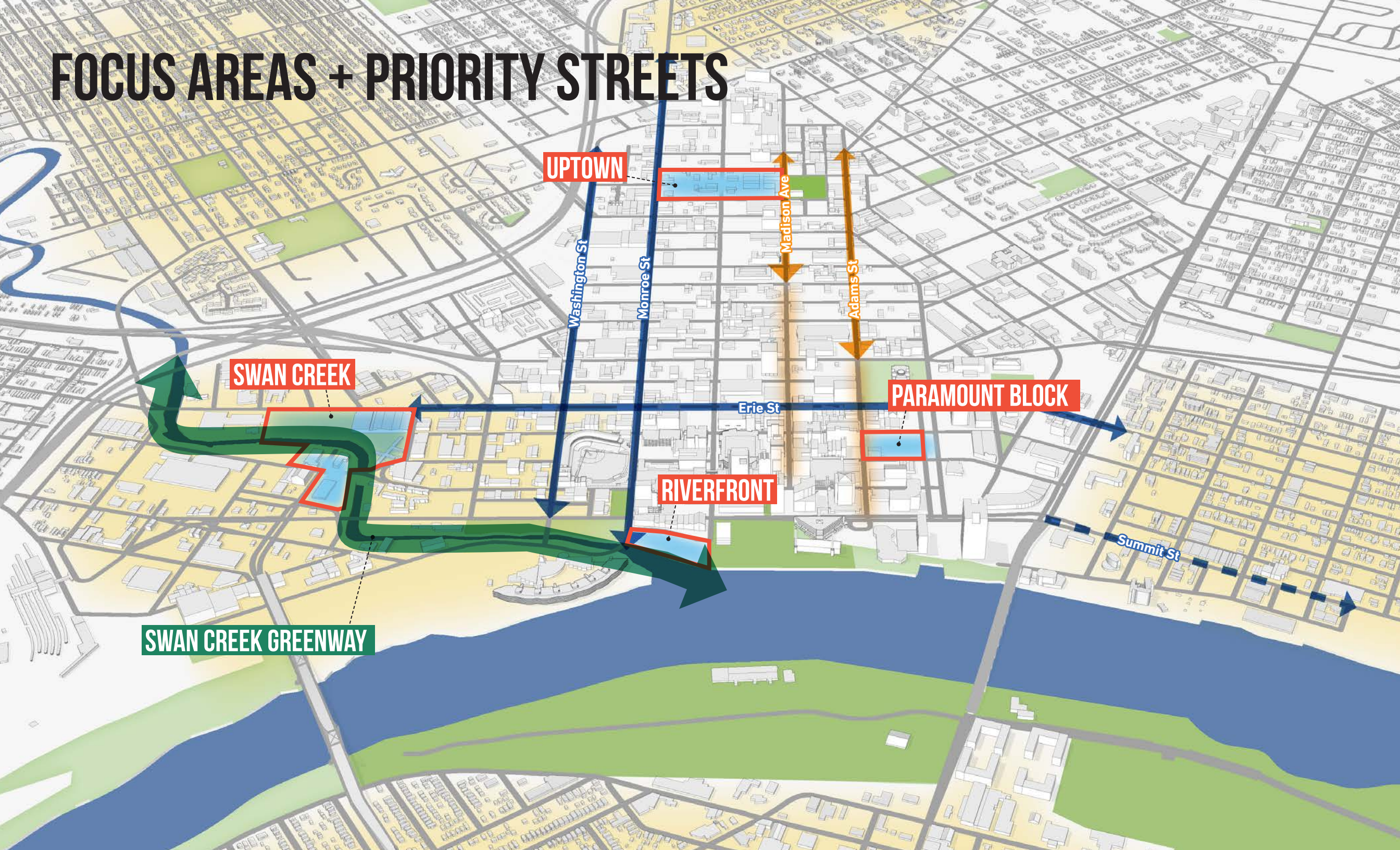
Park Apartments



# **3 FOCUS AREAS**



# FOCUS AREAS + PRIORITY STREETS



**UPTOWN**

**SWAN CREEK**

**PARAMOUNT BLOCK**

**RIVERFRONT**

**SWAN CREEK GREENWAY**

Washington St

Monroe St

Erie St

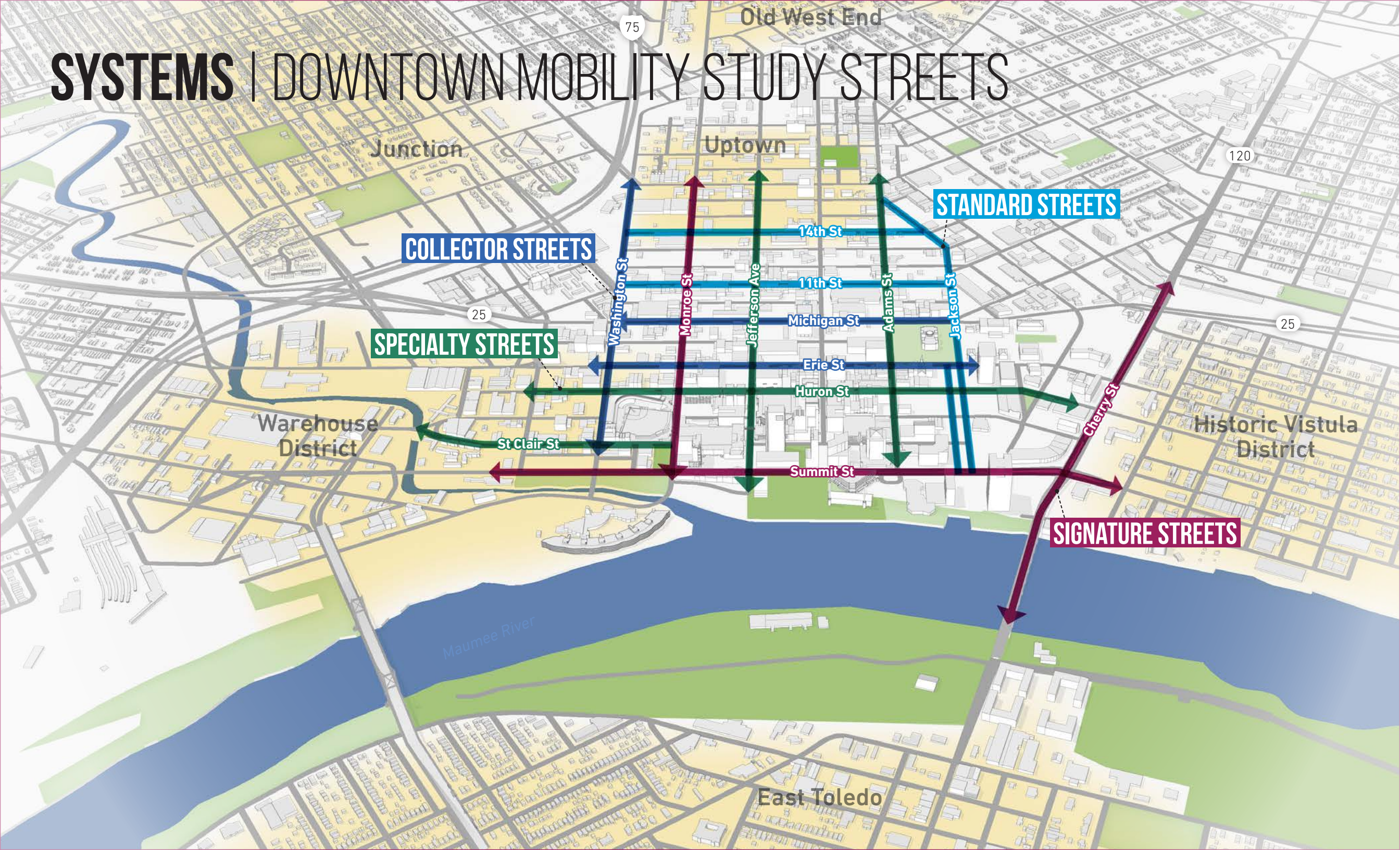
Madison Ave

Adams St

Summit St



# SYSTEMS | DOWNTOWN MOBILITY STUDY STREETS



**COLLECTOR STREETS**

**SPECIALTY STREETS**

**STANDARD STREETS**

**SIGNATURE STREETS**

Junction

Uptown

Old West End

Warehouse District

Historic Vistula District

East Toledo

Maumee River

75

120

25

25



# SYSTEMS | COMPLETED STREETS



**JEFFERSON AVE  
CYCLE TRACK**

**SUMMIT STREET UPDATED  
STREETScape**

Junction

Uptown

Old West End

Warehouse  
District

Historic Vistula  
District

East Toledo

75

25

Summit St

Jefferson Ave

Washington St

Monroe St

Madison Ave

Adams St

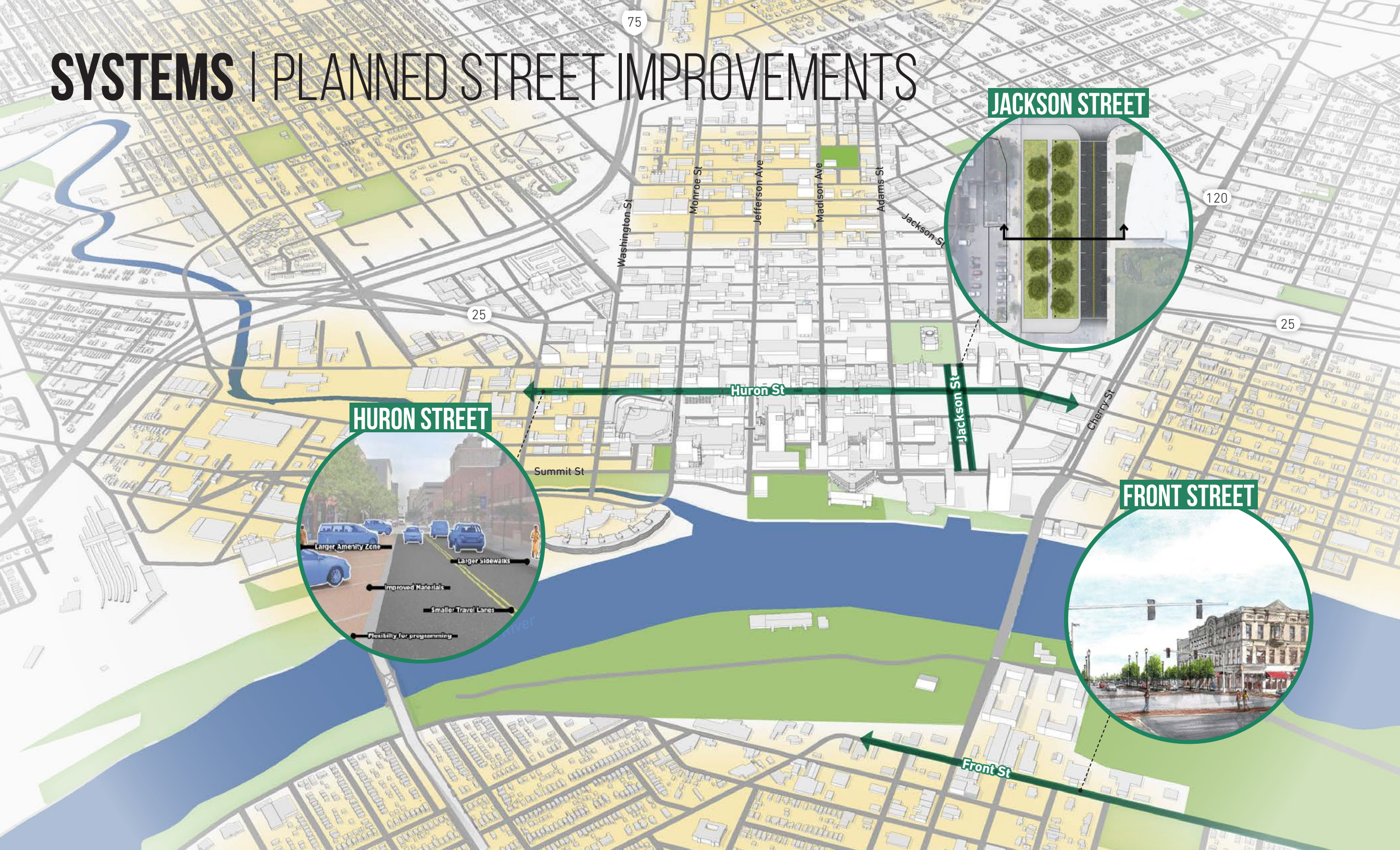
Jackson St

Cherry St

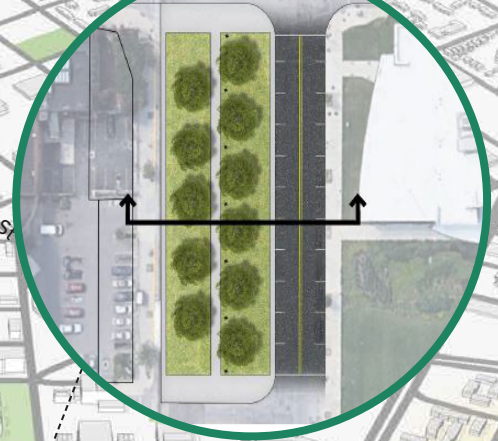
Maumee River



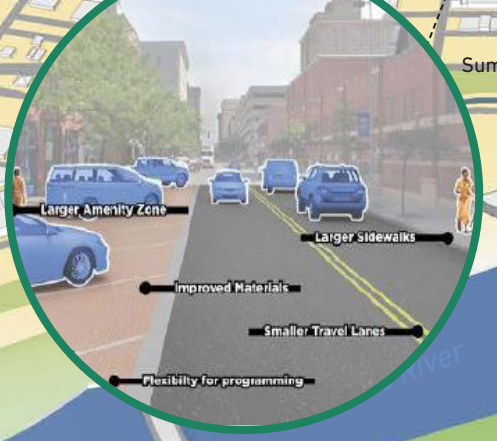
# SYSTEMS | PLANNED STREET IMPROVEMENTS



**JACKSON STREET**



**HURON STREET**



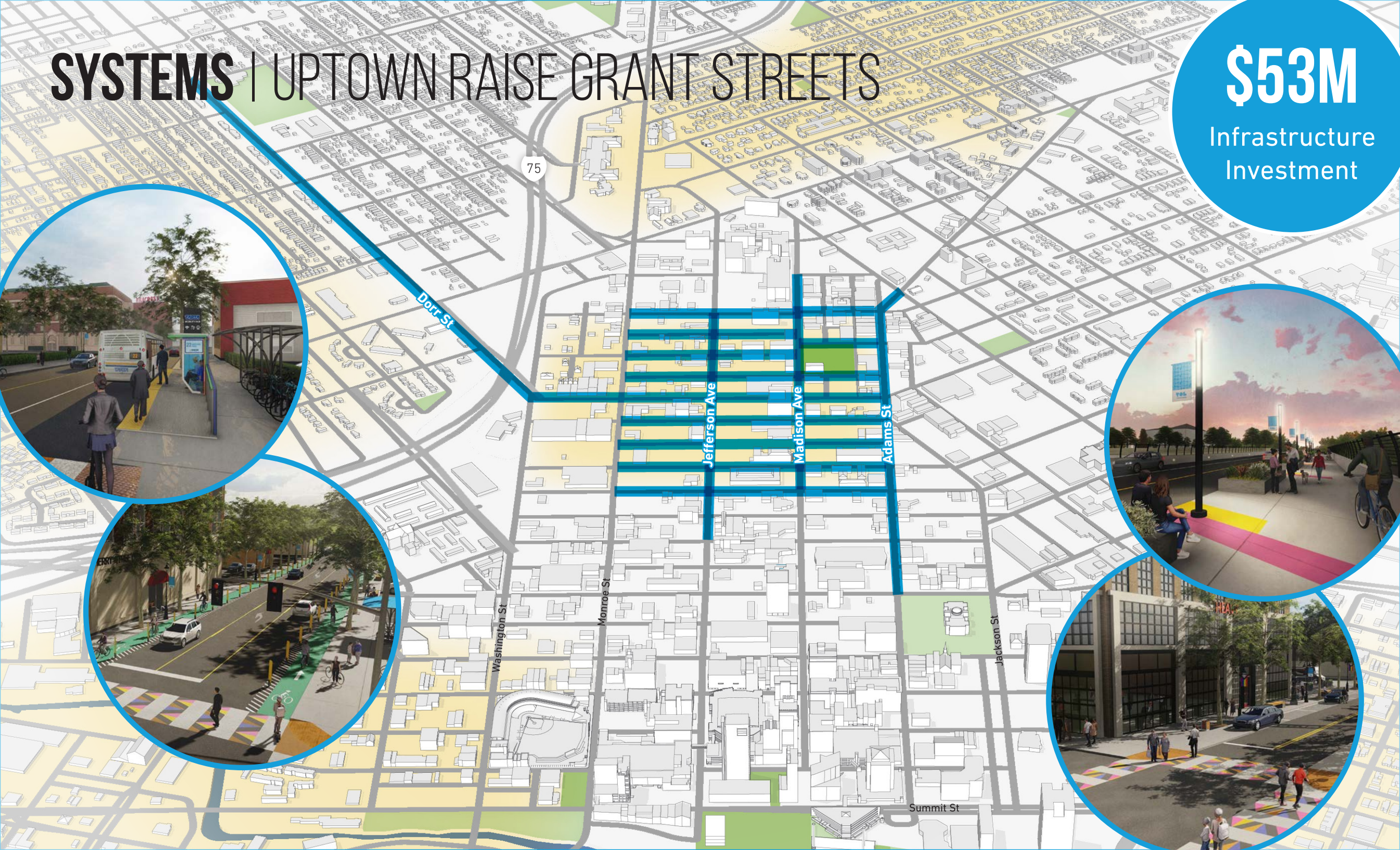
**FRONT STREET**





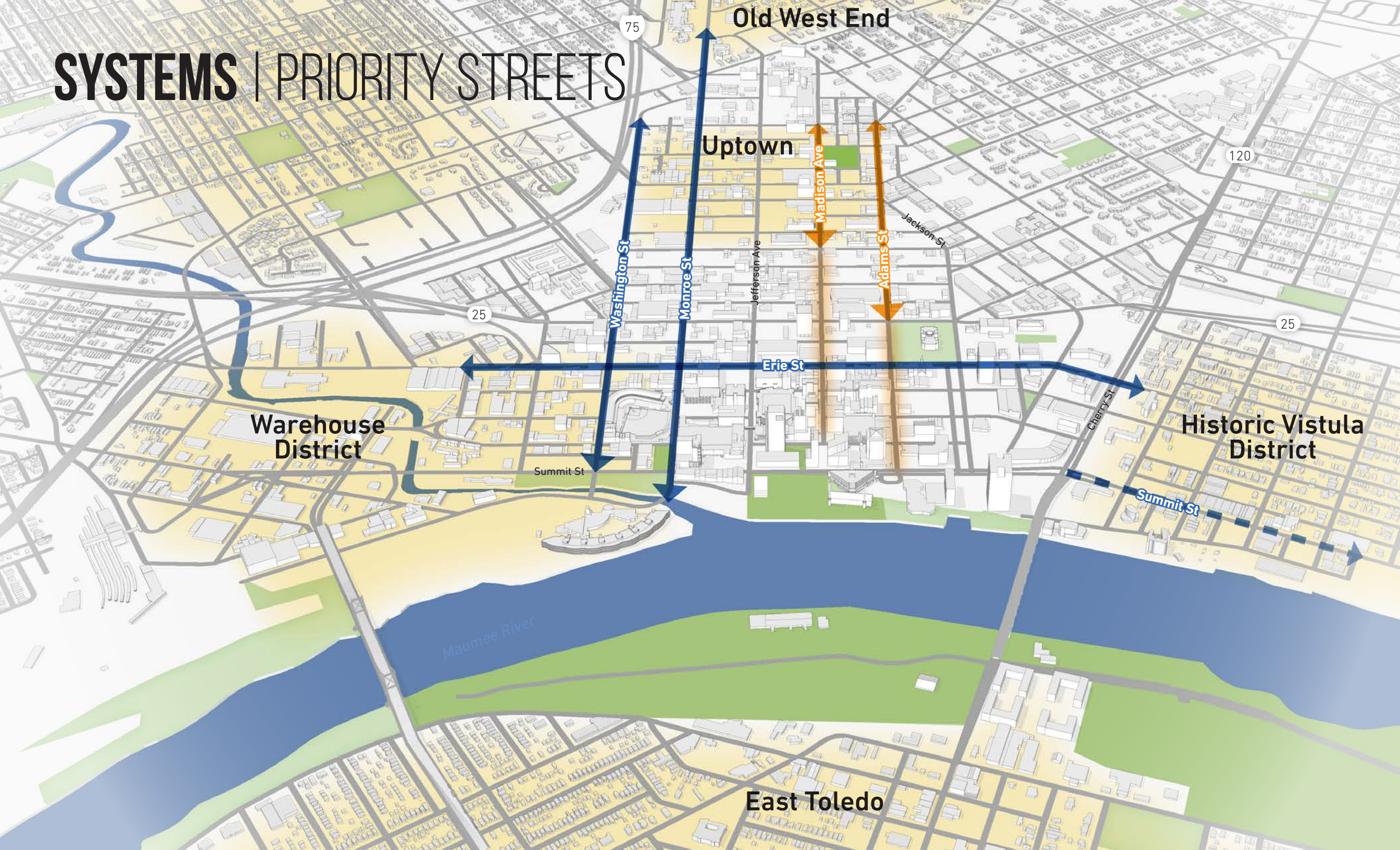
# SYSTEMS | UPTOWN RAISE GRANT STREETS

**\$53M**  
Infrastructure  
Investment





# SYSTEMS | PRIORITY STREETS



Old West End

Uptown

Warehouse District

Historic Vistula District

East Toledo

75

25

120

25

Washington St

Monroe St

Jefferson Ave

Madison Ave

Adams St

Jackson St

Erie St

Cherry St

Summit St

Summit St

Maumee River



# STREETS | ADAMS STREET & MADISON AVENUE

- Continue proposed treatment of Adams Street and Madison Avenue into downtown



Adams Street



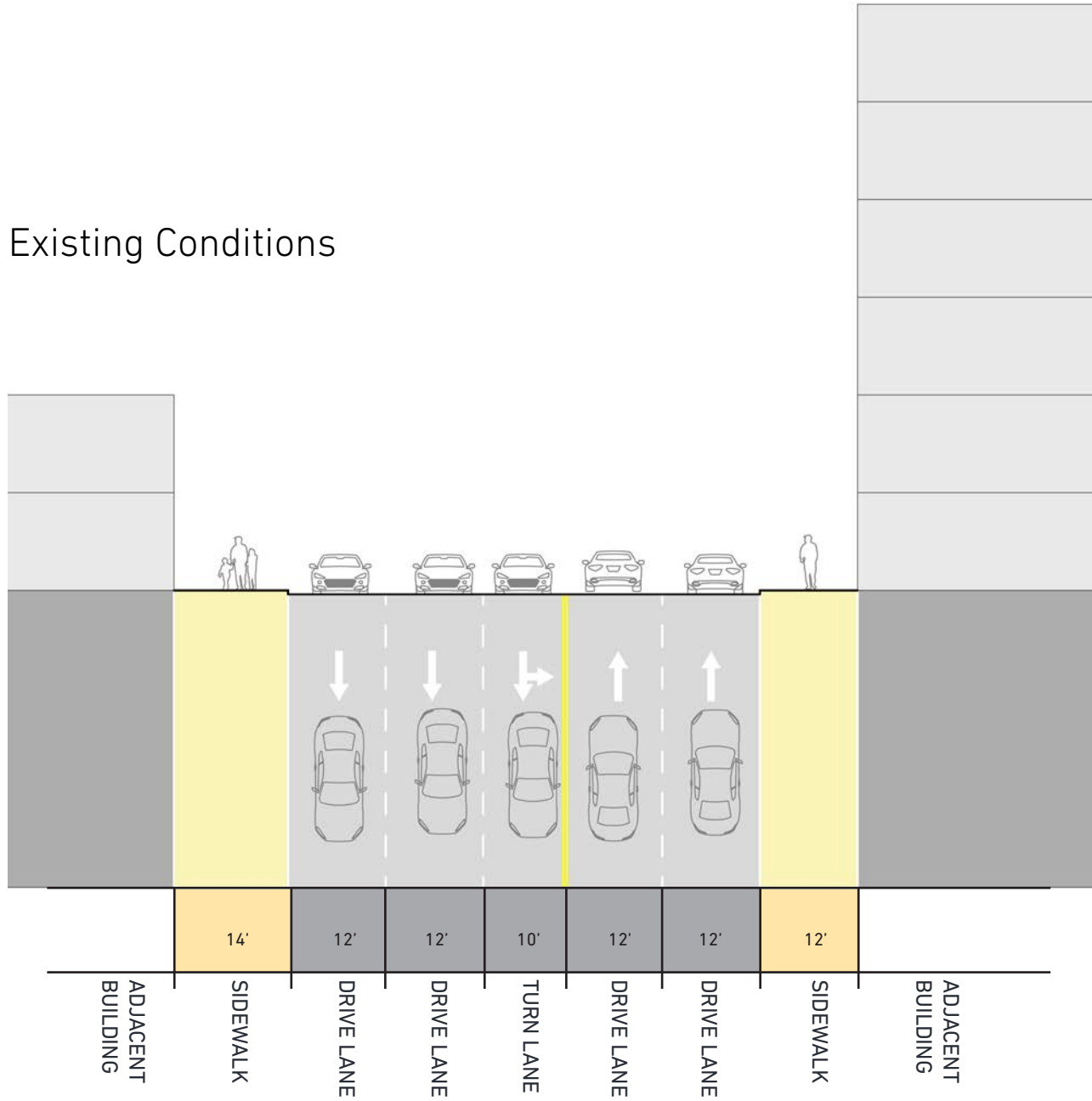
Madison Avenue



# STREETS | WASHINGTON STREET



Existing Conditions

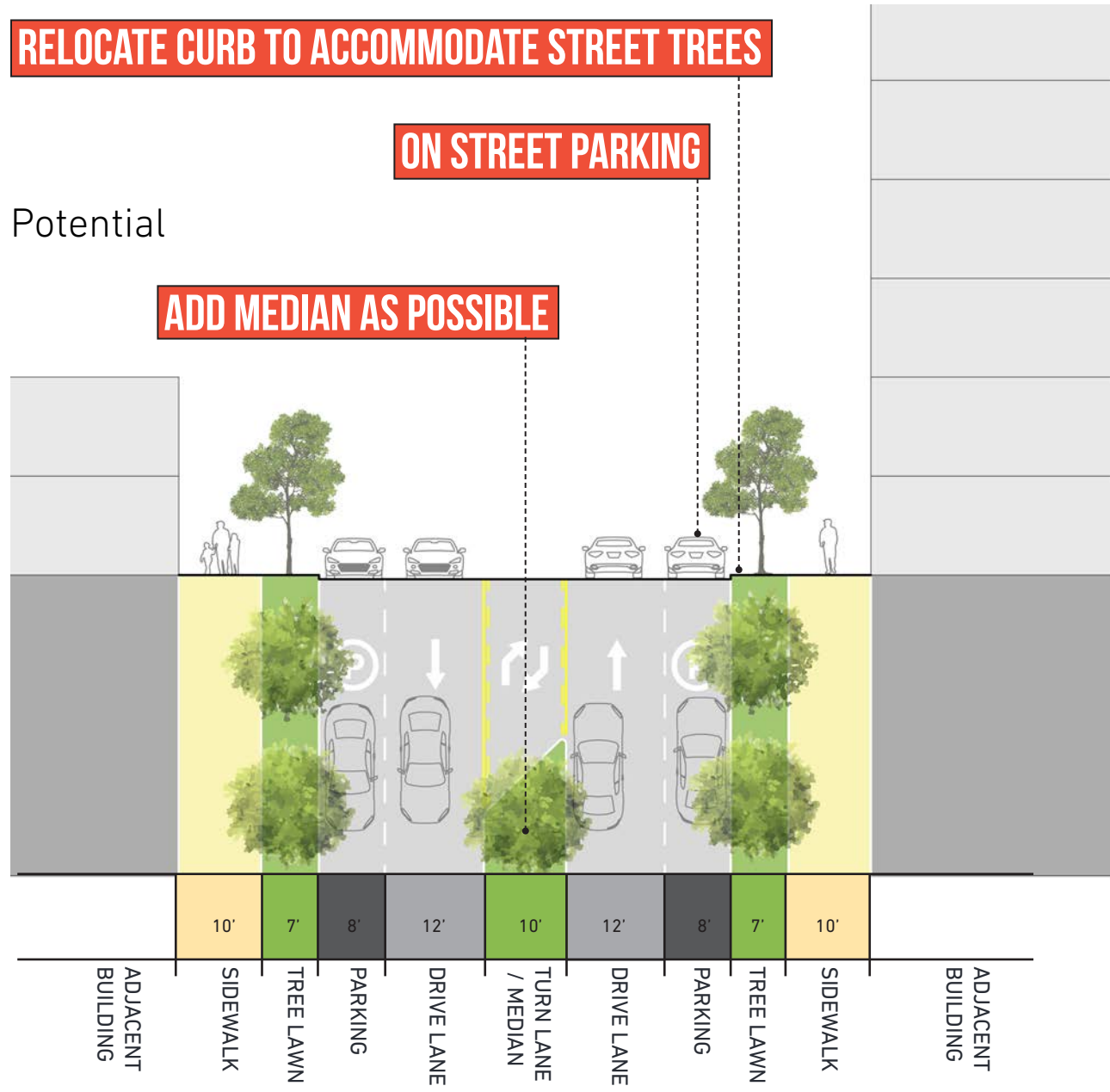


**RELOCATE CURB TO ACCOMMODATE STREET TREES**

**ON STREET PARKING**

**ADD MEDIAN AS POSSIBLE**

Potential

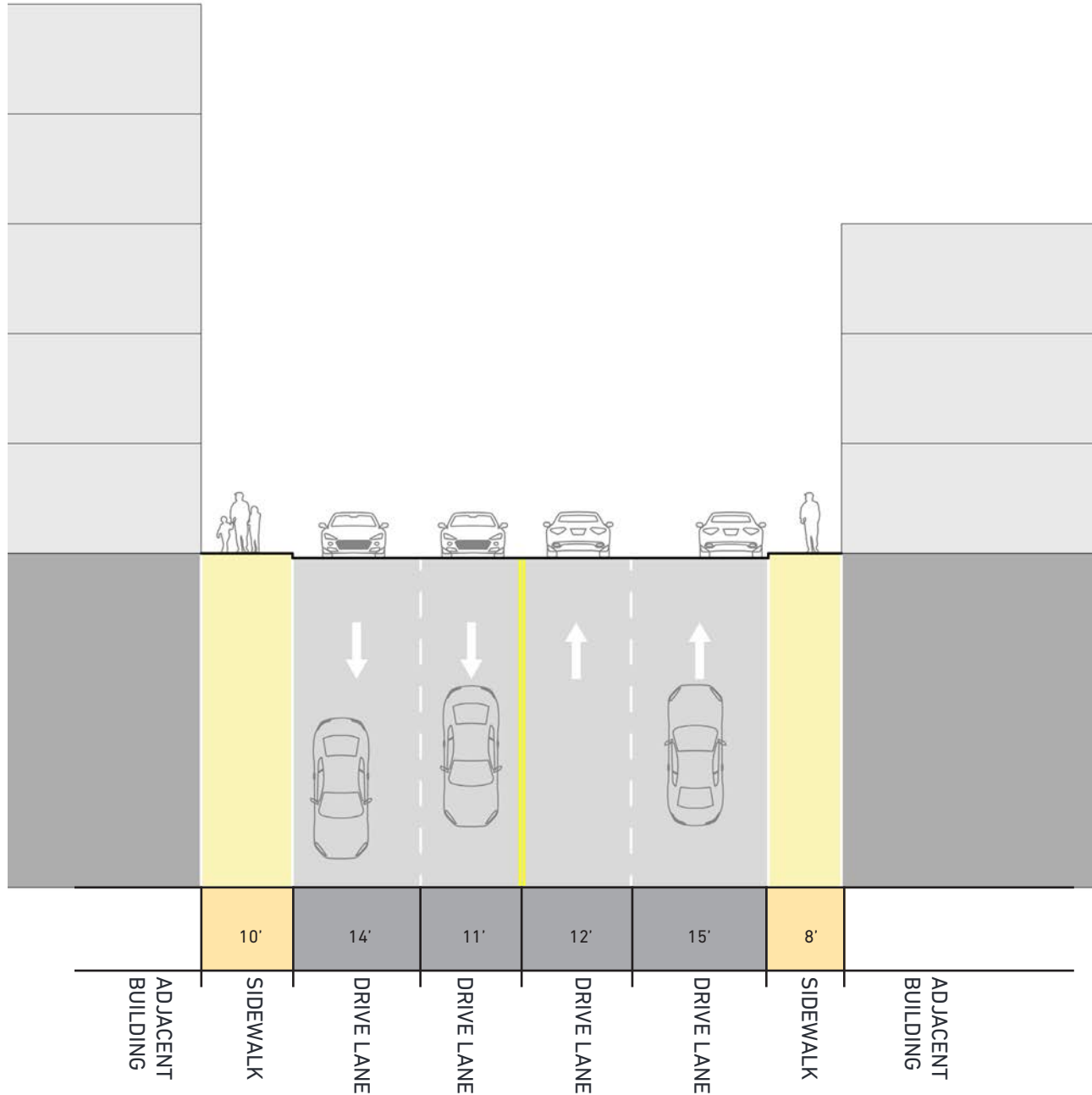




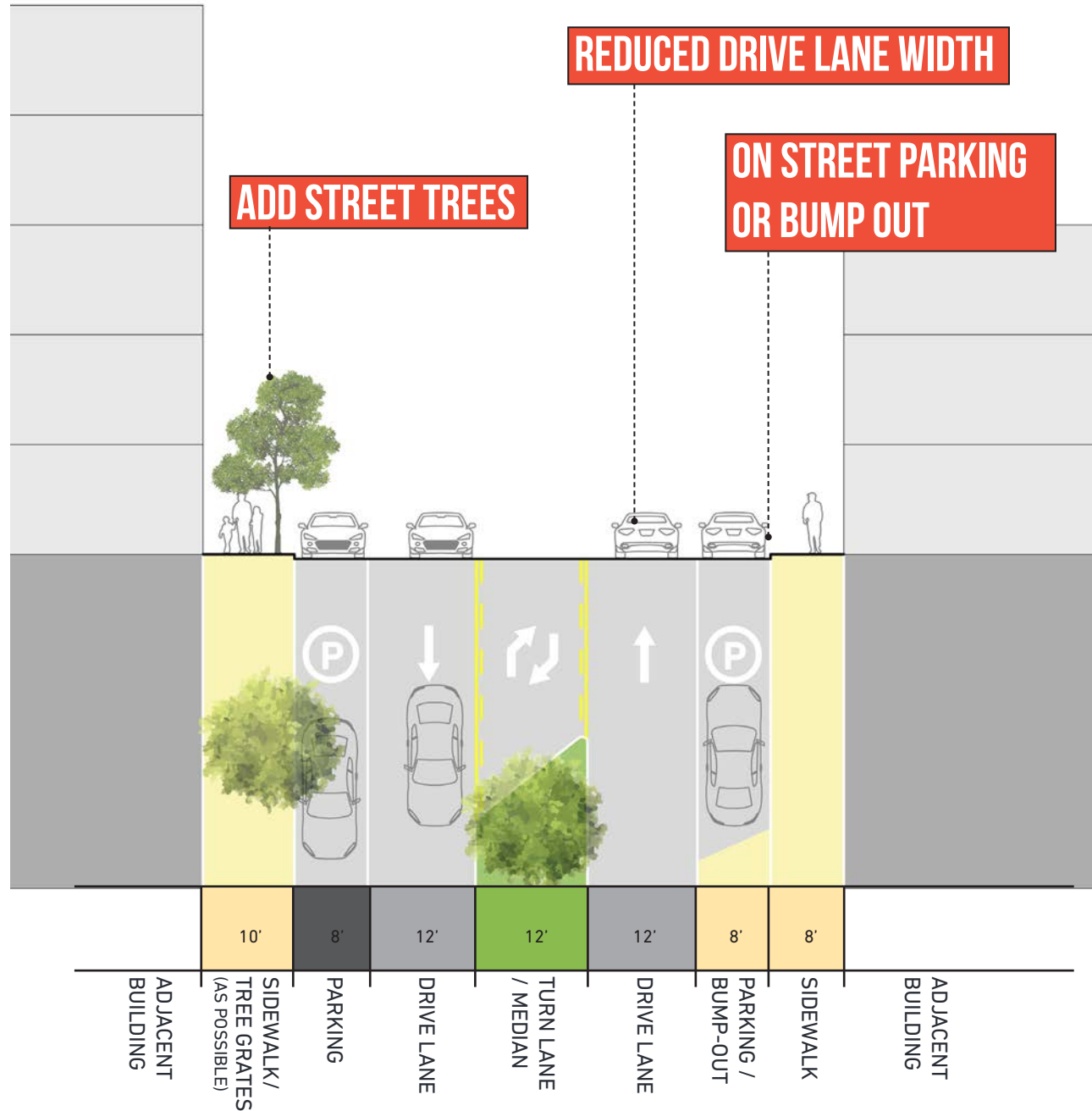
# STREETS | MONROE STREET



Existing Conditions



Potential

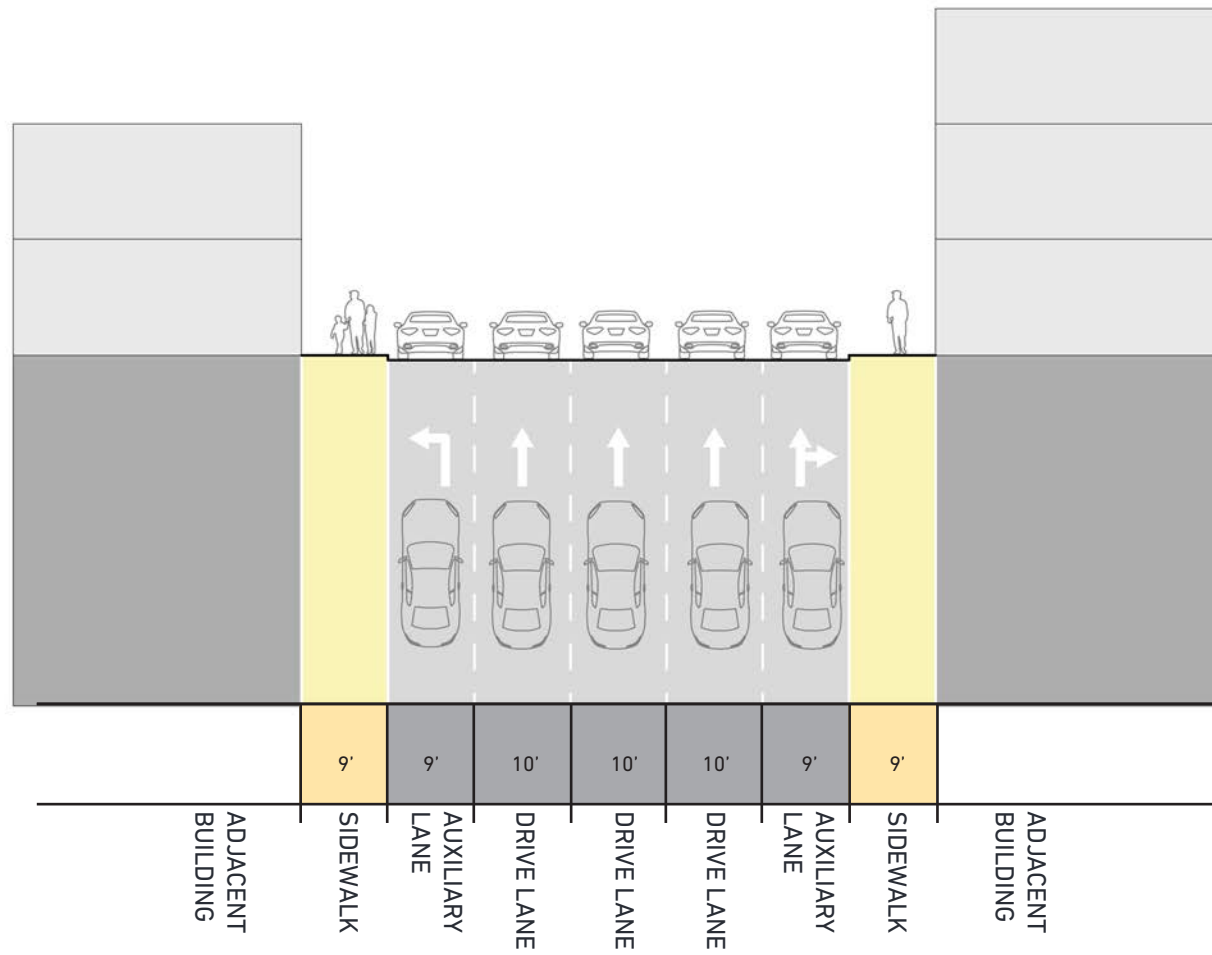




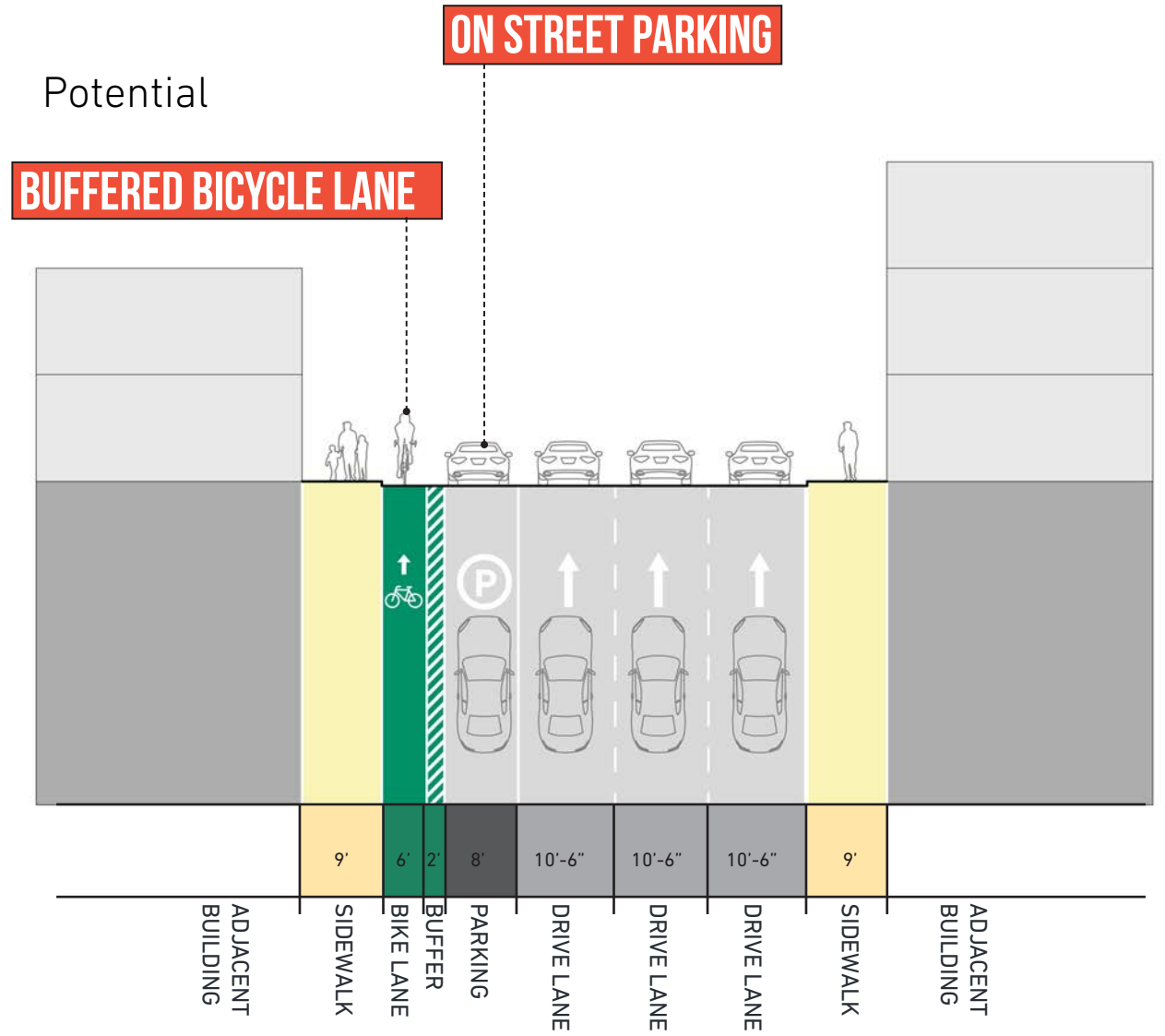
# STREETS | ERIE STREET



Existing Conditions



Potential

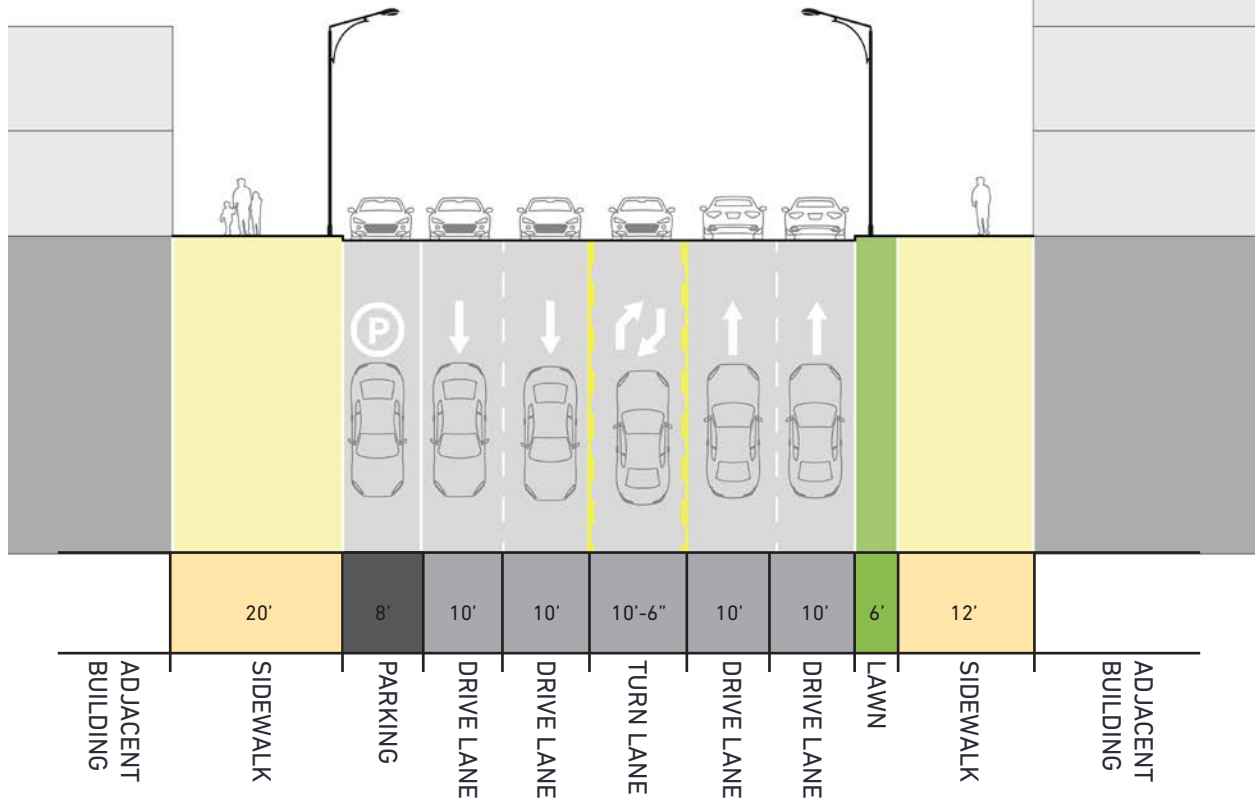




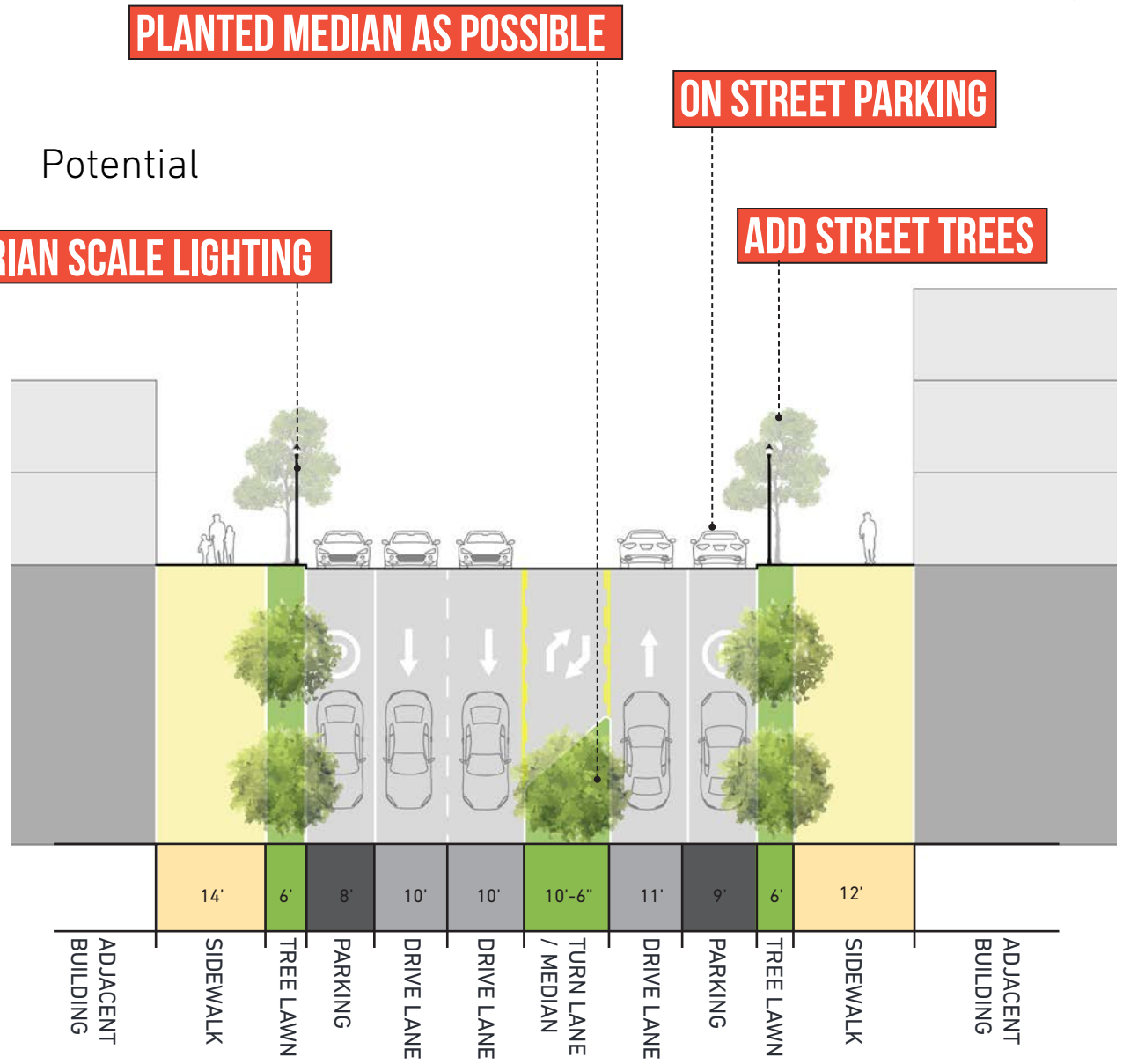
# STREETS | SUMMIT STREET - VISTULA



Existing Conditions

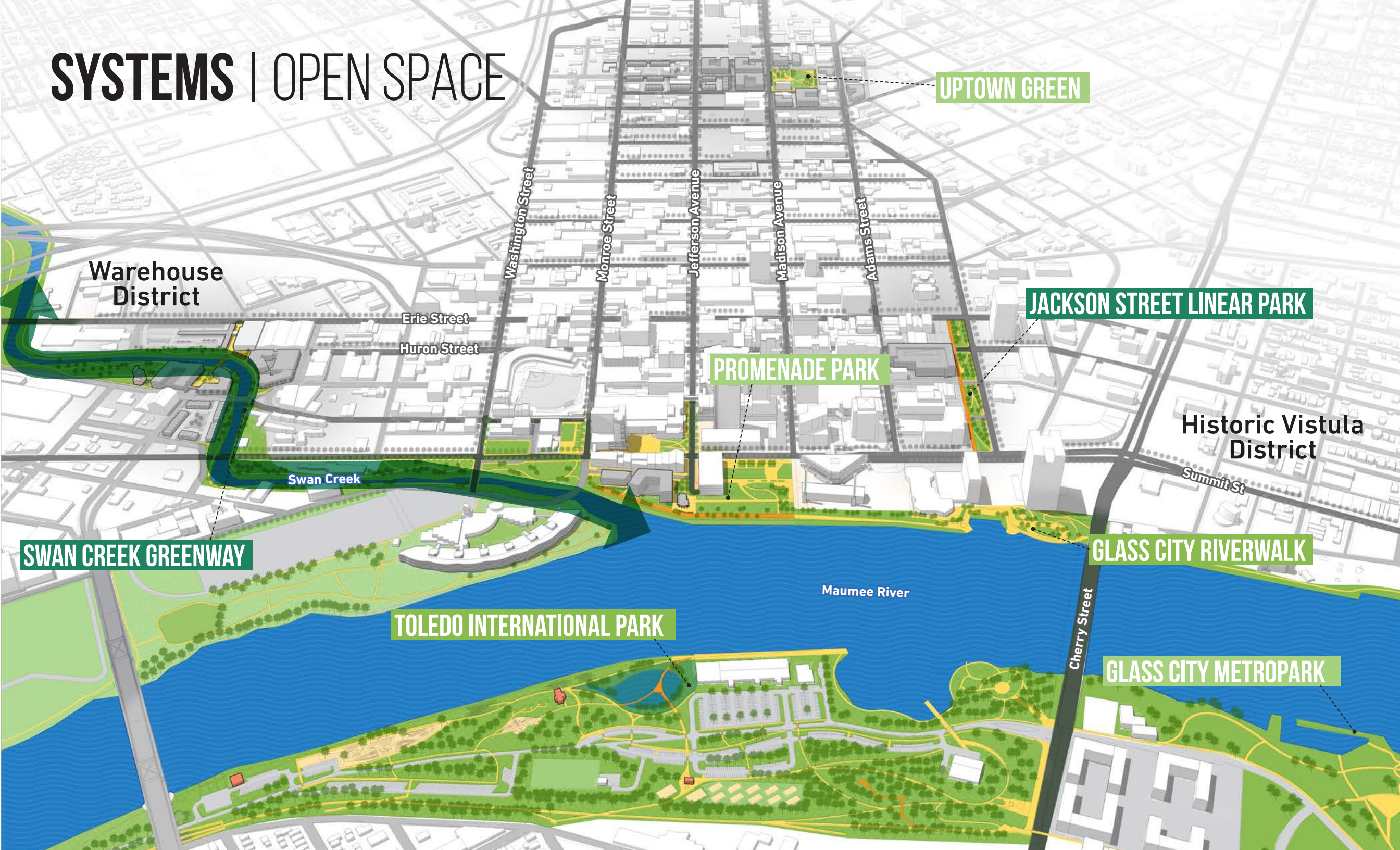


Potential





# SYSTEMS | OPEN SPACE



UPTOWN GREEN

Warehouse District

JACKSON STREET LINEAR PARK

Erie Street

Huron Street

PROMENADE PARK

Historic Vistula District

Swan Creek

Summit St

SWAN CREEK GREENWAY

GLASS CITY RIVERWALK

Maumee River

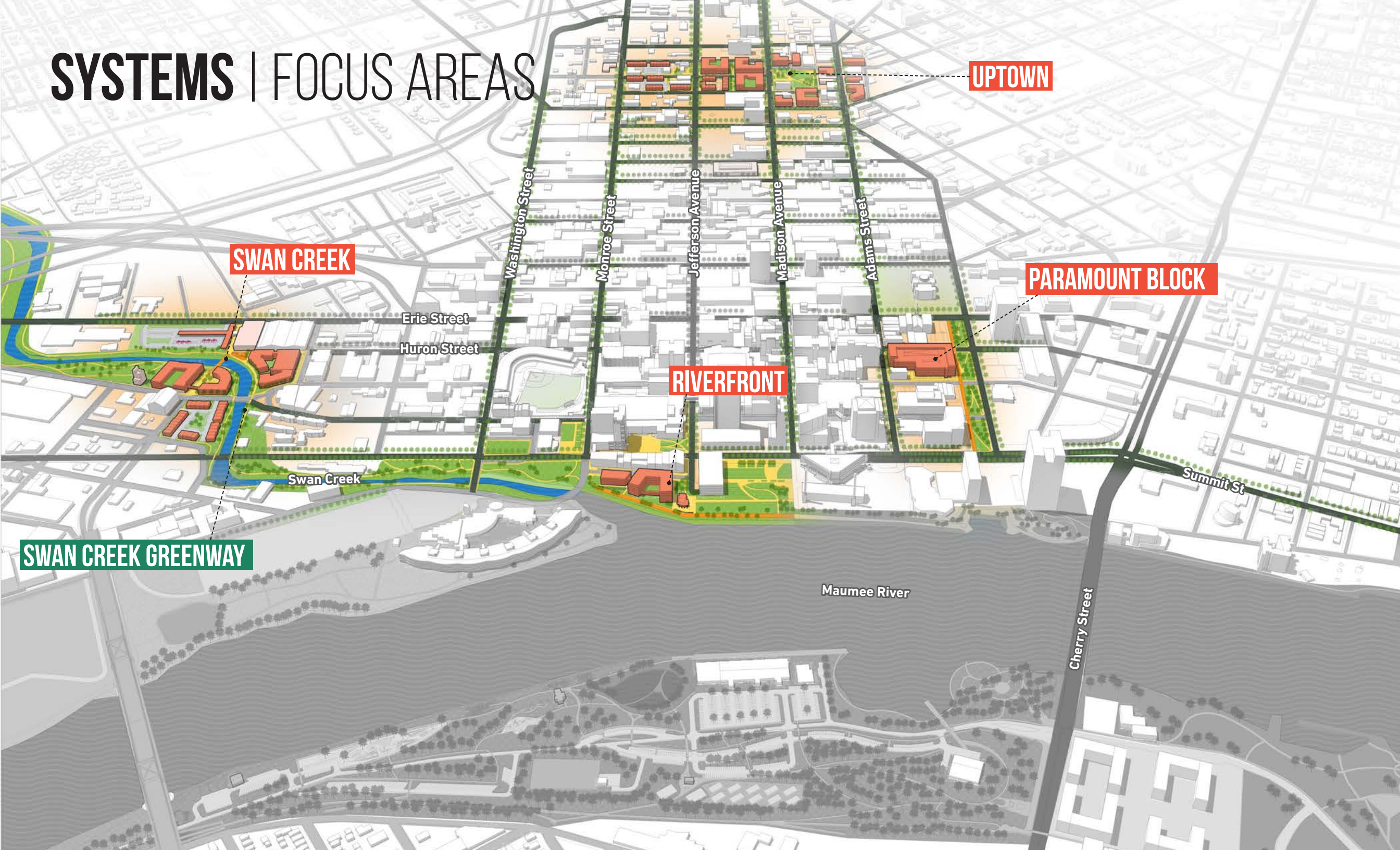
Cherry Street

TOLEDO INTERNATIONAL PARK

GLASS CITY METROPARK



# SYSTEMS | FOCUS AREAS



UPTOWN

SWAN CREEK

PARAMOUNT BLOCK

RIVERFRONT

SWAN CREEK GREENWAY

Erie Street

Huron Street

Swan Creek

Maumee River

Summit St

Cherry Street

Washington Street

Monroe Street

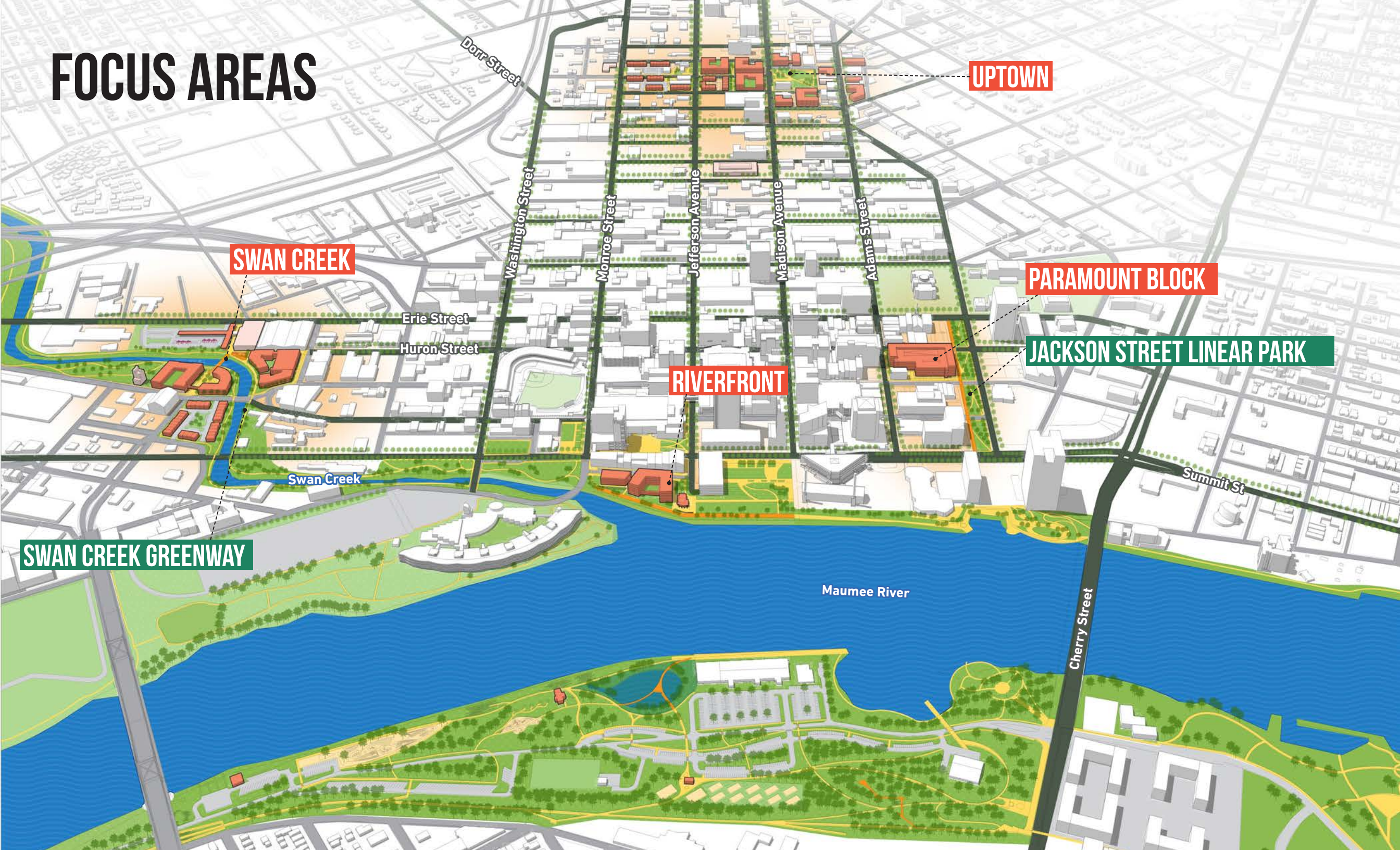
Jefferson Avenue

Madison Avenue

Adams Street



# FOCUS AREAS



UPTOWN

SWAN CREEK

PARAMOUNT BLOCK

JACKSON STREET LINEAR PARK

RIVERFRONT

SWAN CREEK GREENWAY

Dorris Street

Washington Street

Monroe Street

Jefferson Avenue

Madison Avenue

Adams Street

Erie Street

Huron Street

Swan Creek

Maumee River

Summit St

Cherry Street



# RIVERFRONT | FOCUS-AREA OVERVIEW

Washington Street

Monroe Street

Jefferson Avenue

St. Clair Street

Summit Street

Maumee River

POTENTIAL BOUTIQUE HOTEL SITE

POTENTIAL BOUTIQUE HOTEL SITE

POTENTIAL CONVENTION CENTER HOTEL SITE

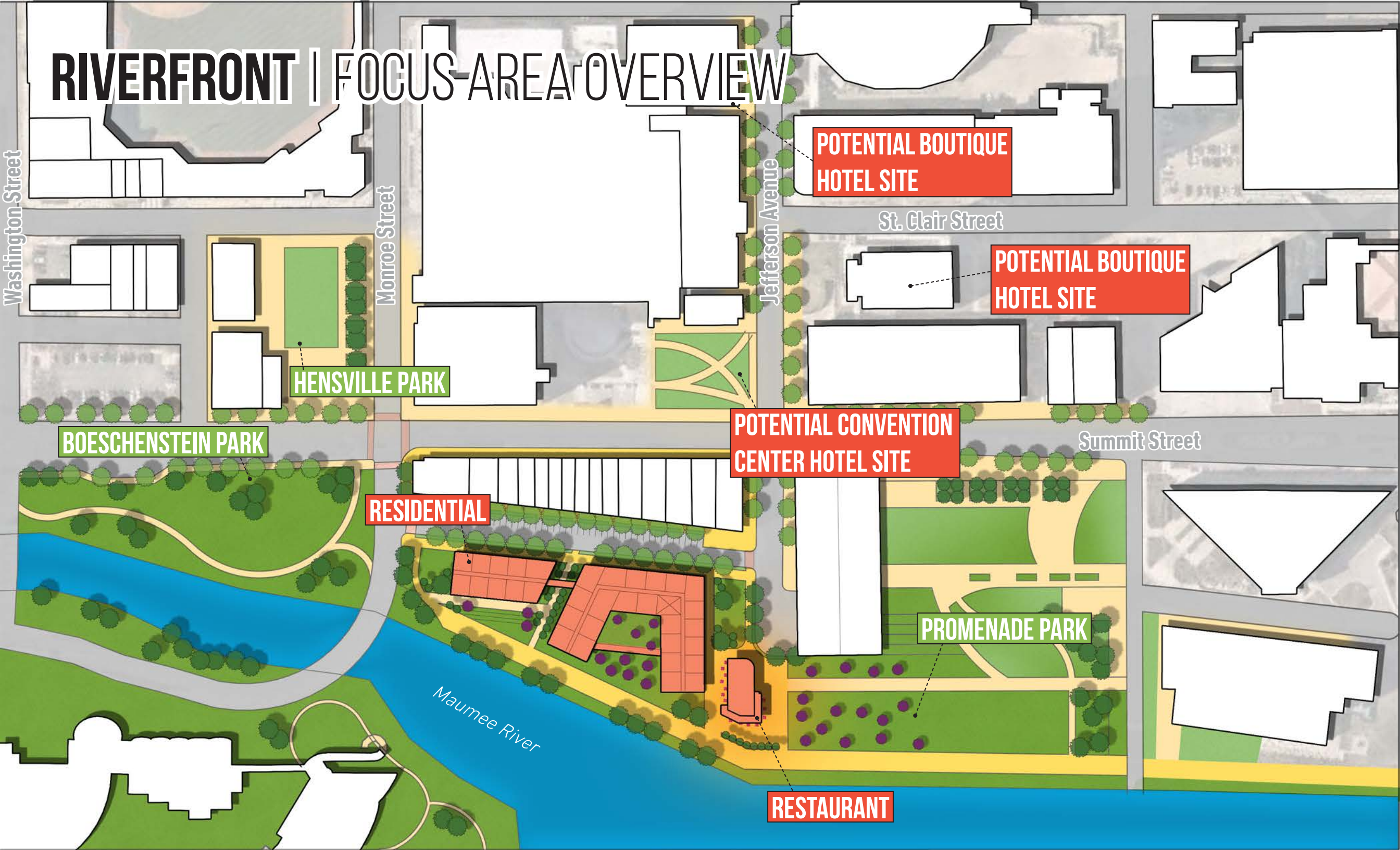
HENSVILLE PARK

BOESCHENSTEIN PARK

RESIDENTIAL

PROMENADE PARK

RESTAURANT





# RIVERFRONT | EXISTING



HENSVILLE PARK

BOESCHENSTEIN PARK

GLASS CITY CENTER

FORT INDUSTRY SQUARE

EXISTING PARKING

Owens Corning Parkway

Maumee River

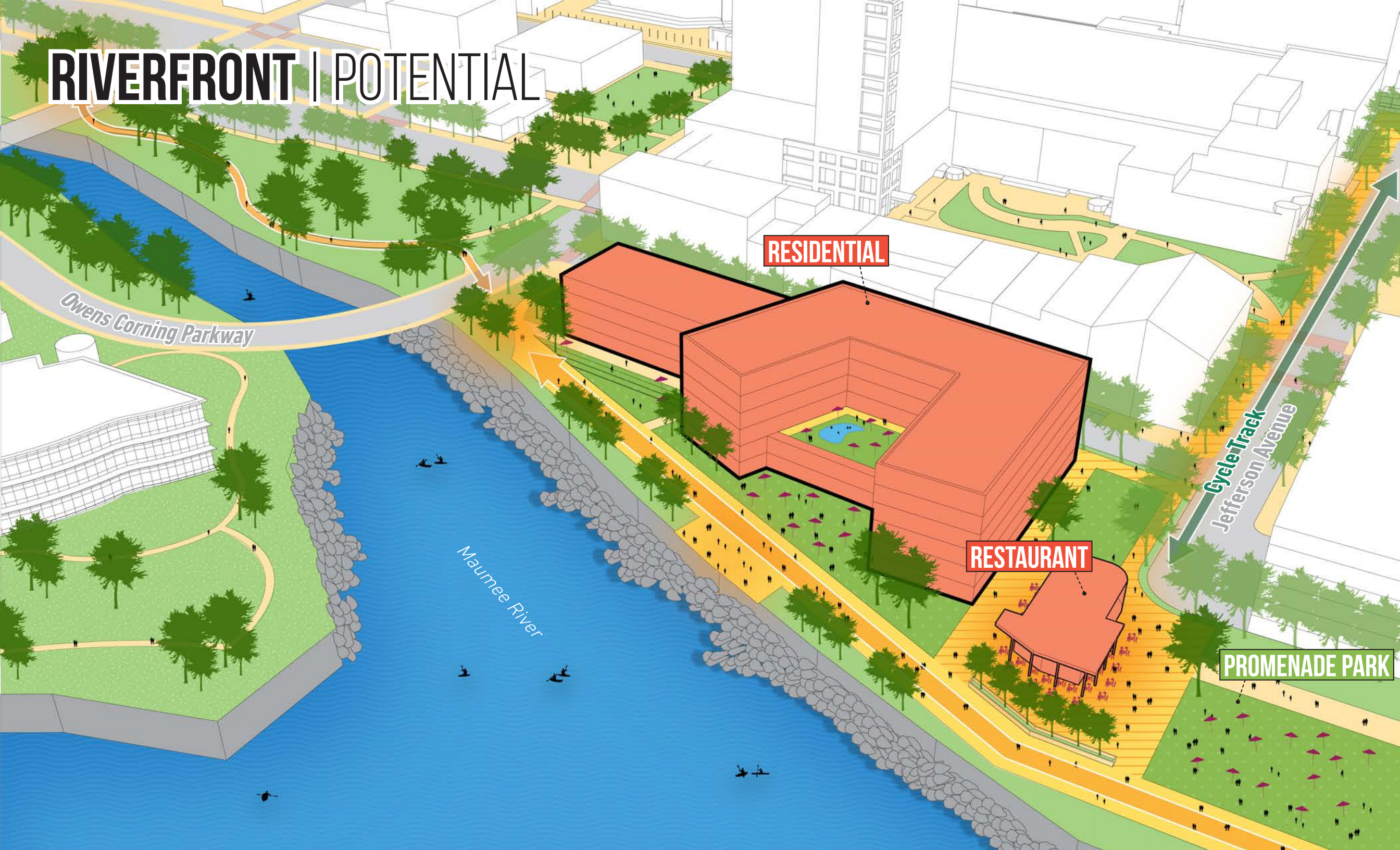
CycleTrack  
Jefferson Avenue

PROMENADE PARK GARAGE

PROMENADE PARK



# RIVERFRONT | POTENTIAL



RESIDENTIAL

RESTAURANT

PROMENADE PARK

Owens Corning Parkway

Maumee River

Cycle Track  
Jefferson Avenue



# RIVERFRONT | POTENTIAL



**PATHWAY AND OVERLOOK**



**CYCLE TRACK**



**RIVERSIDE DINING**





# RIVERFRONT | POTENTIAL

POTENTIAL RESIDENTIAL

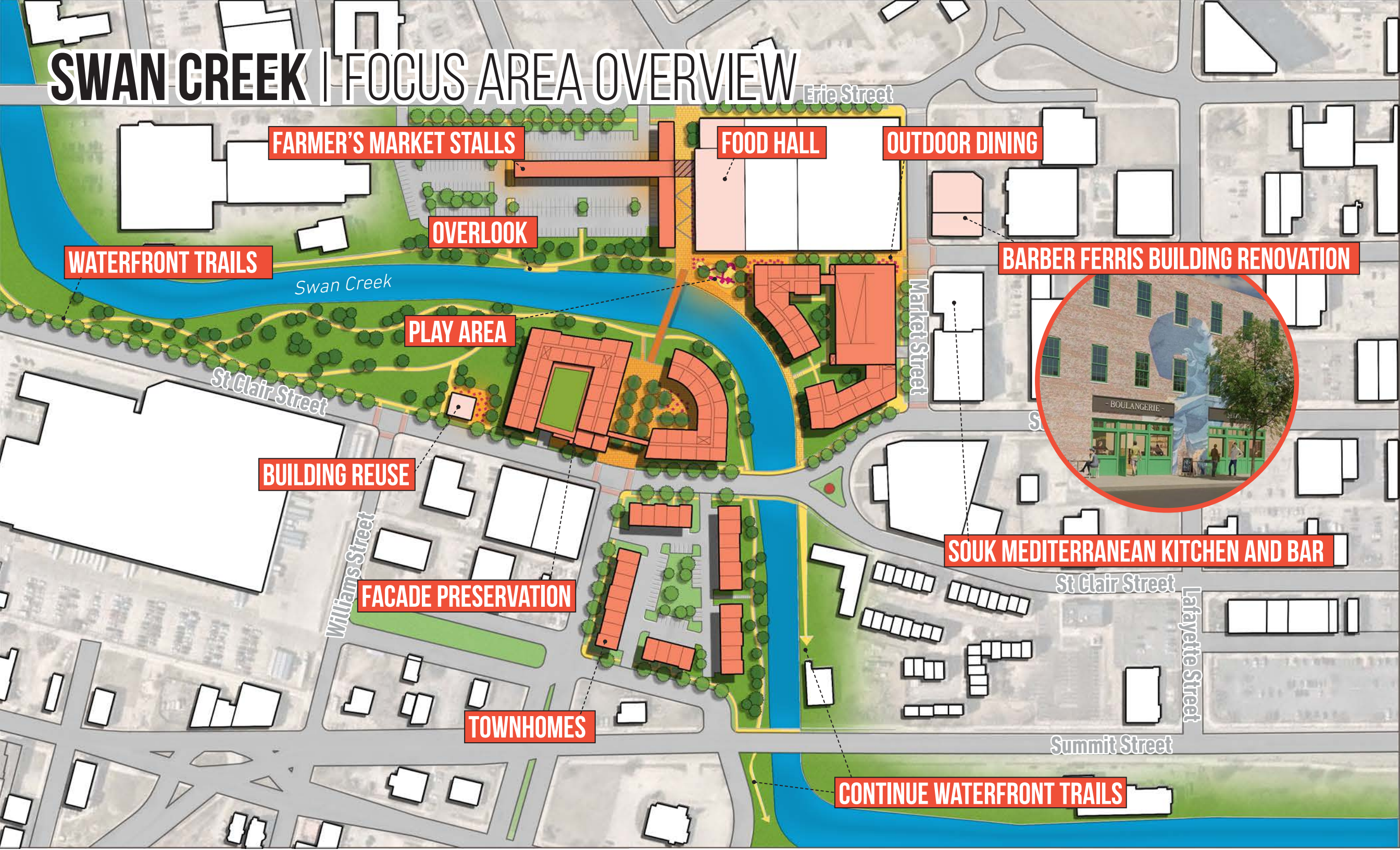


POTENTIAL RESIDENTIAL





# SWAN CREEK | FOCUS AREA OVERVIEW



FARMER'S MARKET STALLS

FOOD HALL

OUTDOOR DINING

WATERFRONT TRAILS

OVERLOOK

BARBER FERRIS BUILDING RENOVATION

PLAY AREA

BUILDING REUSE

SOUK MEDITERRANEAN KITCHEN AND BAR

FACADE PRESERVATION

TOWNHOMES

CONTINUE WATERFRONT TRAILS



Swan Creek

Erle Street

Market Street

St Clair Street

Williams Street

St Clair Street

Lafayette Street

Summit Street



# SWAN CREEK | EXISTING

SOUK MEDITERRANEAN KITCHEN AND BAR

FARMER'S MARKET

EXISTING PARKING

Swan Creek

Williams Street

St Clair Street

Erie Street





# SWAN CREEK | POTENTIAL

BARBER FERRIS BUILDING RENOVATION

SWAN CREEK GREENWAY

TOWNHOMES

PEDESTRIAN BRIDGE

PLAY AREA

MIXED USE RESIDENTIAL

BUILDING REUSE

FOOD HALL

FARMER'S MARKET

*Pedestrian Connection*

*Pedestrian Connection*

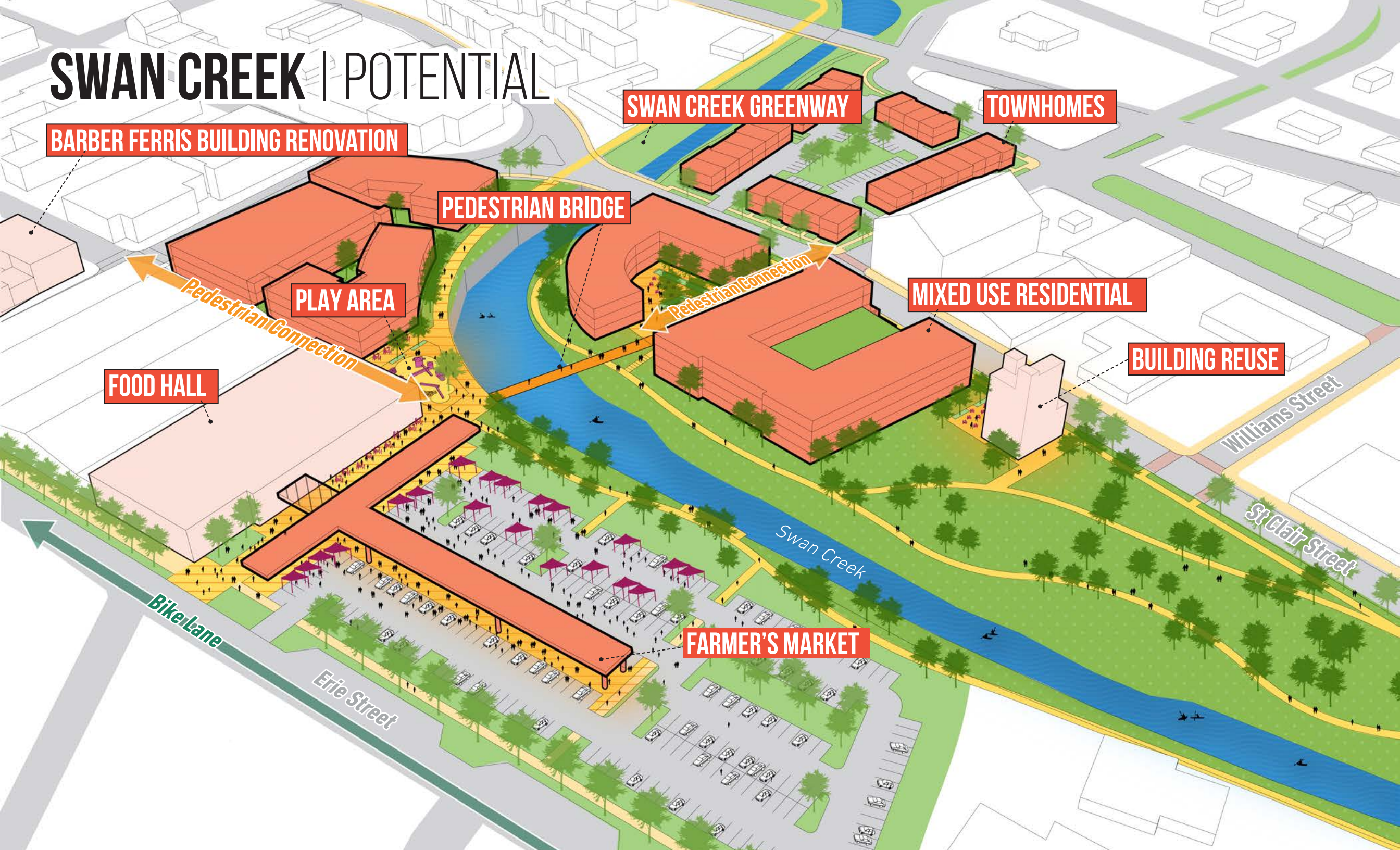
*Bike Lane*

*Erie Street*

*Swan Creek*

*Williams Street*

*St Clair Street*





# SWAN CREEK | POTENTIAL



**PEDESTRIAN BRIDGE**



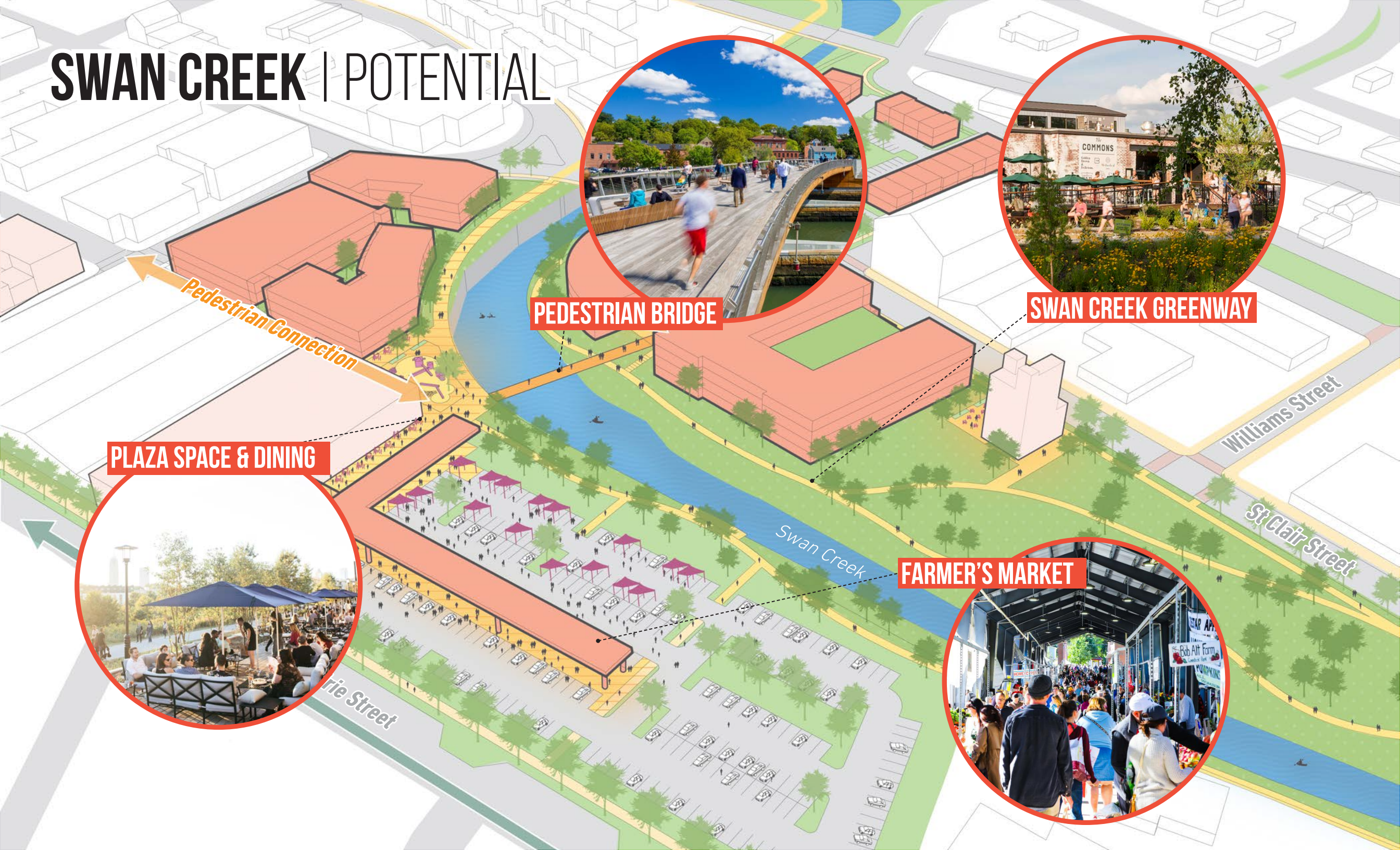
**SWAN CREEK GREENWAY**



**PLAZA SPACE & DINING**



**FARMER'S MARKET**





# SWAN CREEK | POTENTIAL

POTENTIAL RESIDENTIAL



Pedestrian Connection

Pedestrian Connection

POTENTIAL RESIDENTIAL

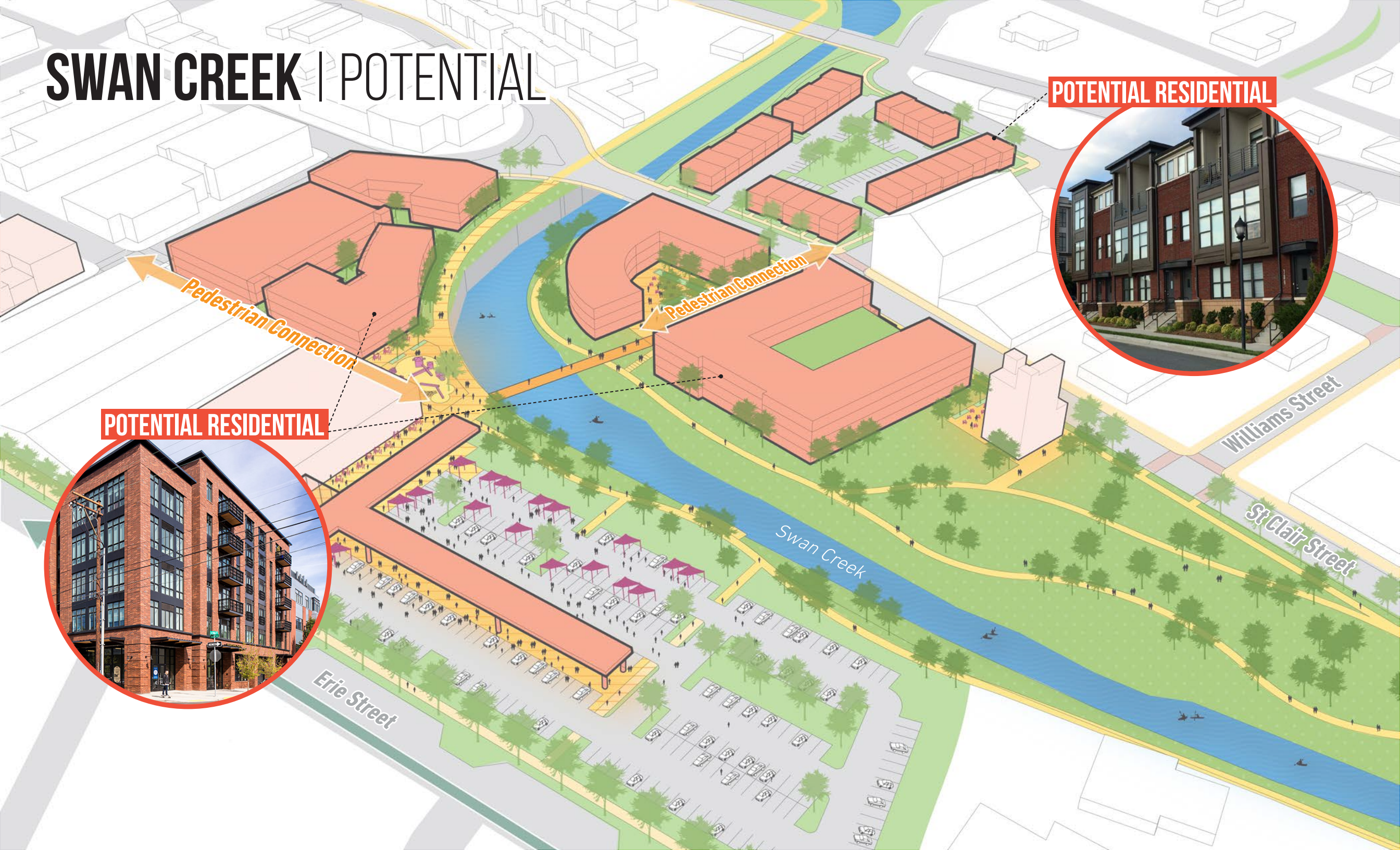


Williams Street

St Clair Street

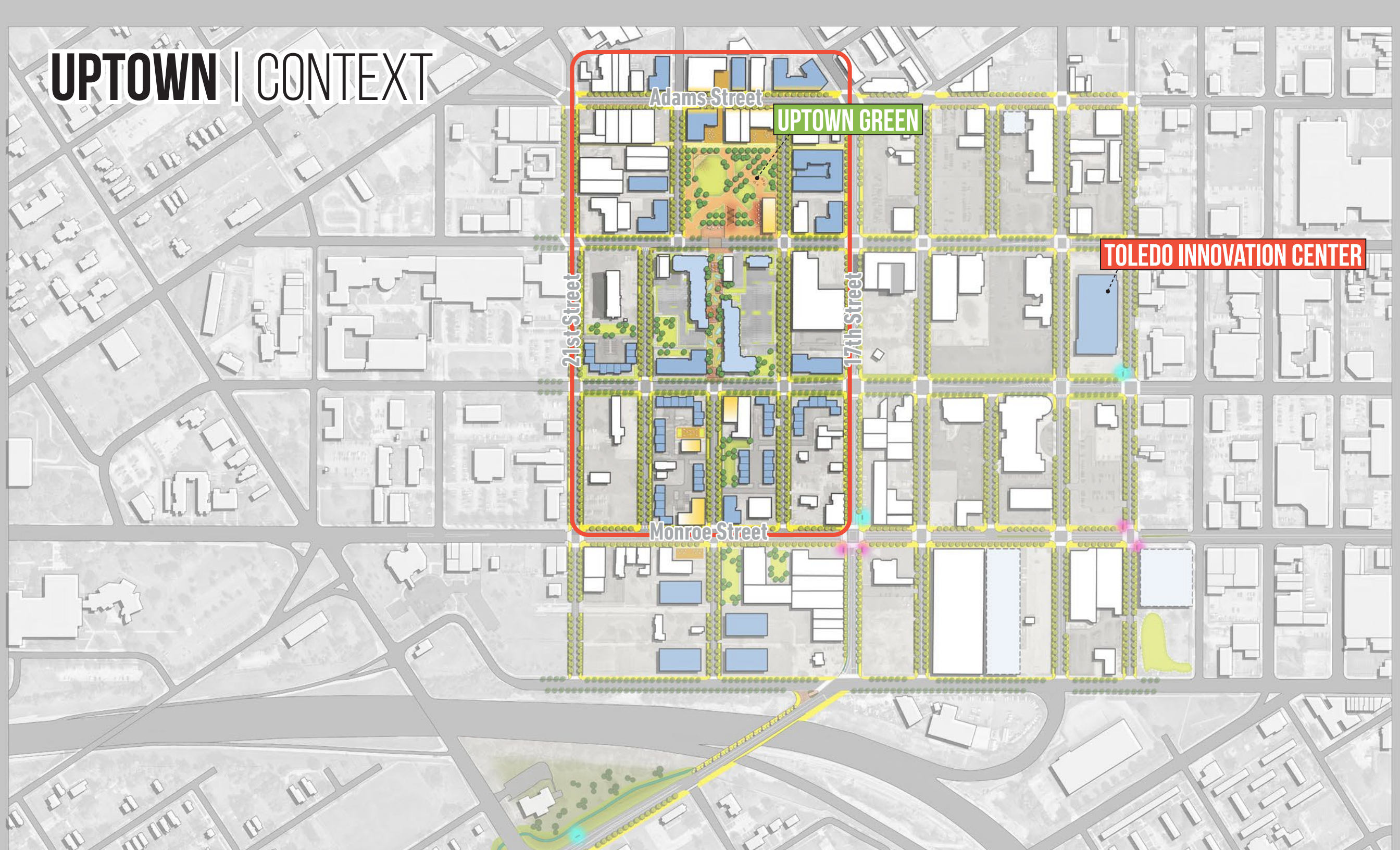
Swan Creek

Erie Street





# UPTOWN | CONTEXT



Adams Street

UPTOWN GREEN

TOLEDO INNOVATION CENTER

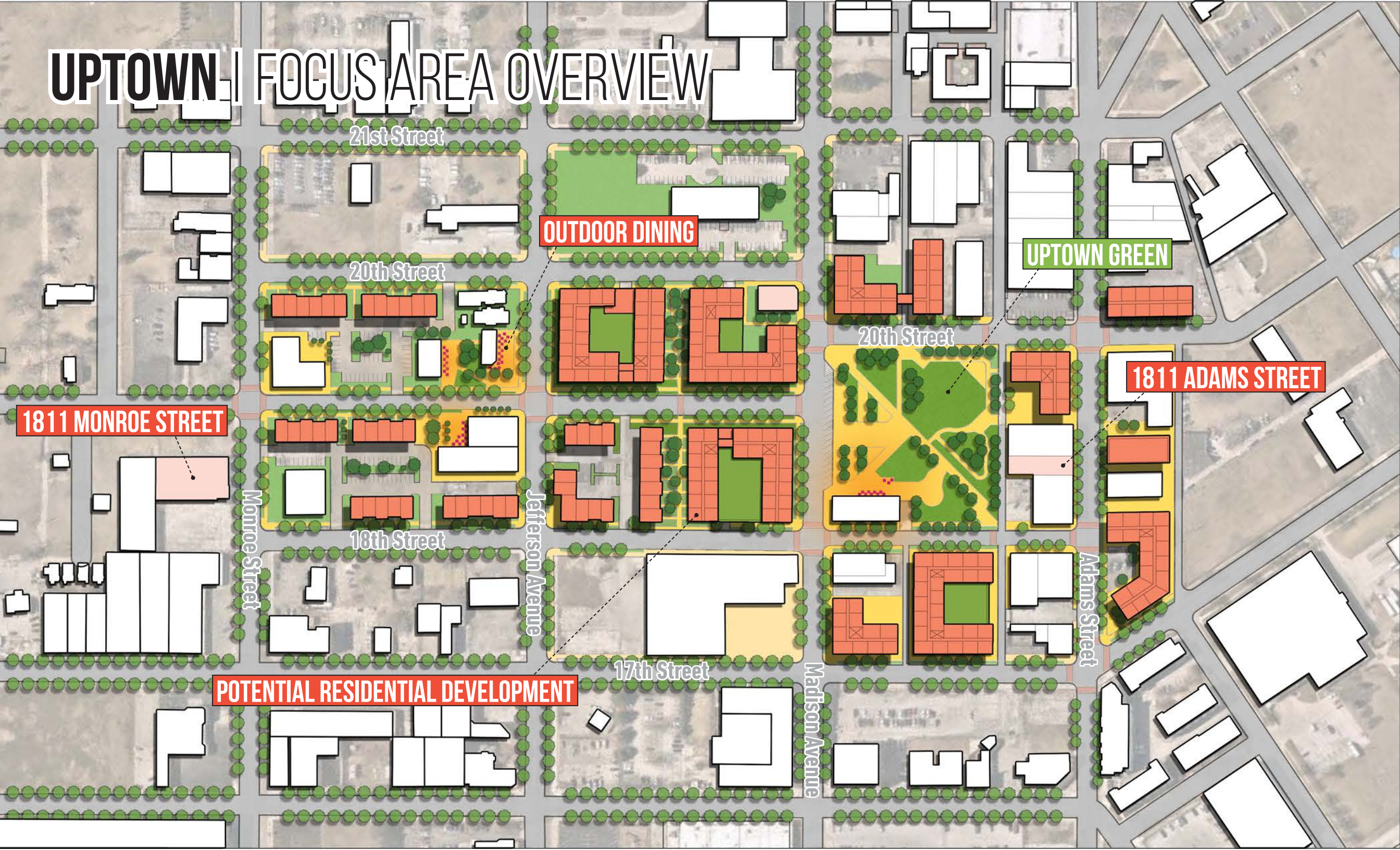
21st Street

17th Street

Monroe Street



# UPTOWN | FOCUS AREA OVERVIEW



21st Street

OUTDOOR DINING

20th Street

UPTOWN GREEN

20th Street

1811 ADAMS STREET

1811 MONROE STREET

Monroe Street

Jefferson Avenue

18th Street

Adams Street

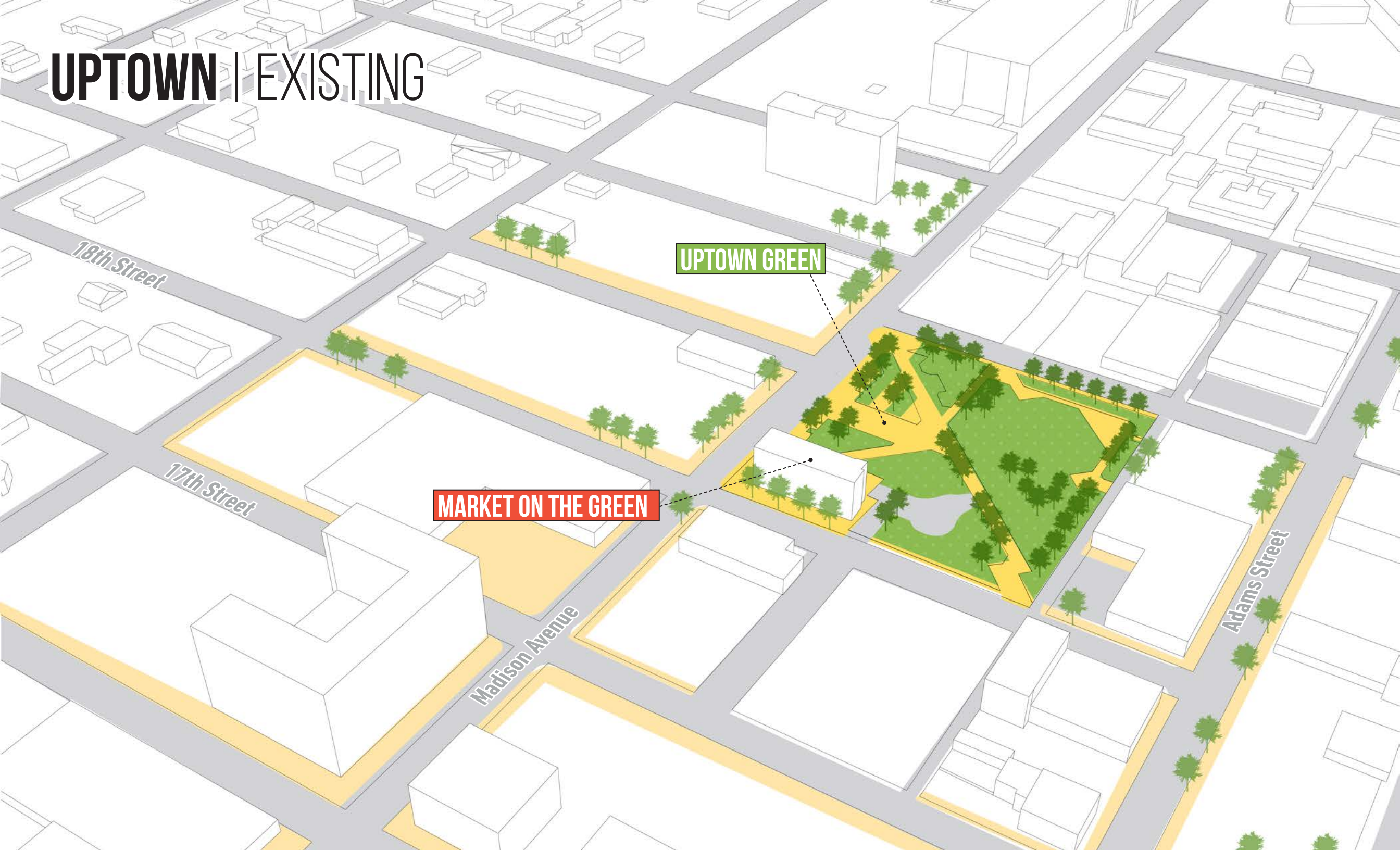
POTENTIAL RESIDENTIAL DEVELOPMENT

17th Street

Madison Avenue



# UPTOWN | EXISTING



UPTOWN GREEN

MARKET ON THE GREEN

18th Street

17th Street

Madison Avenue

Adams Street



1811 MONROE STREET

OUTDOOR DINING

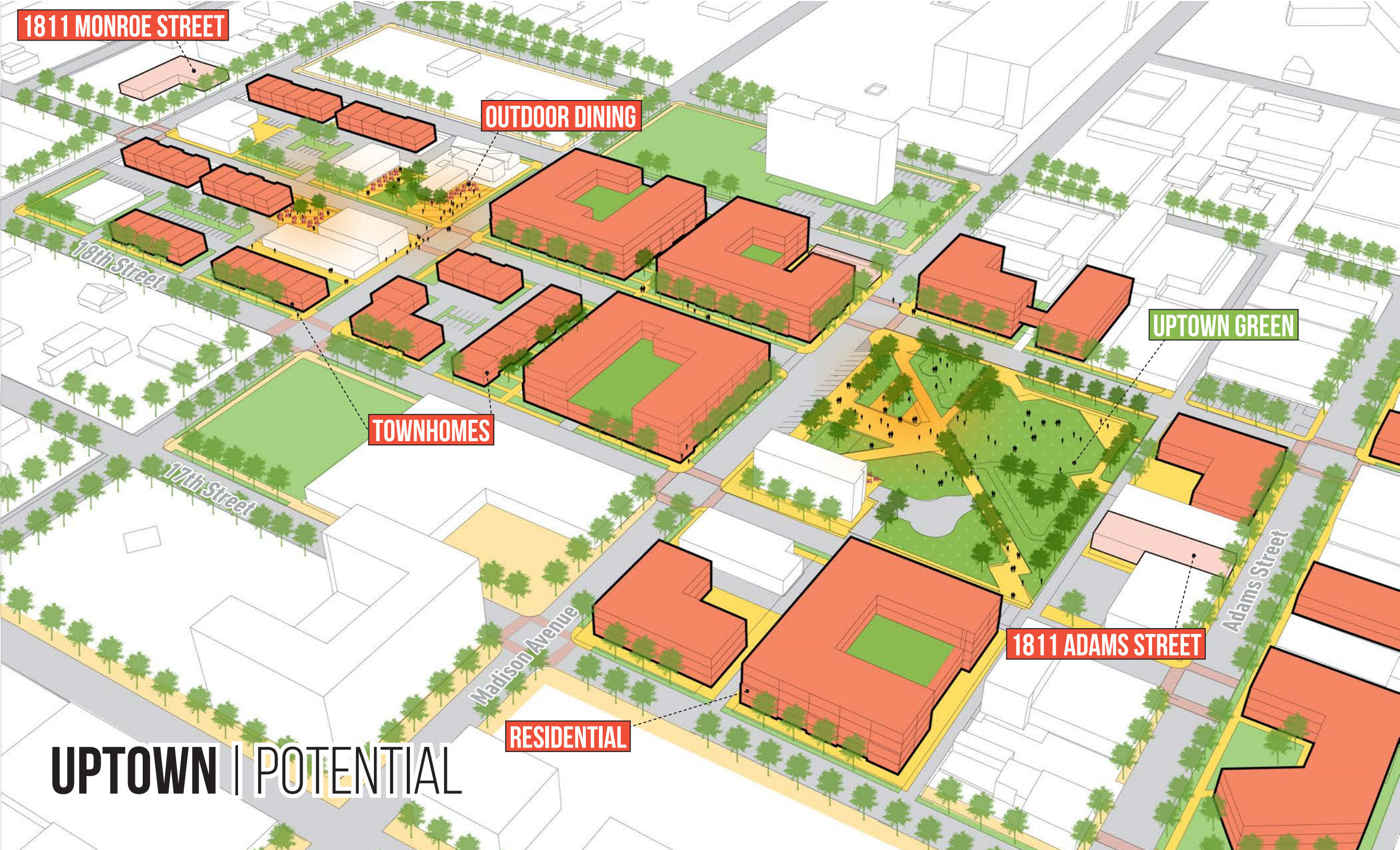
UPTOWN GREEN

TOWNHOMES

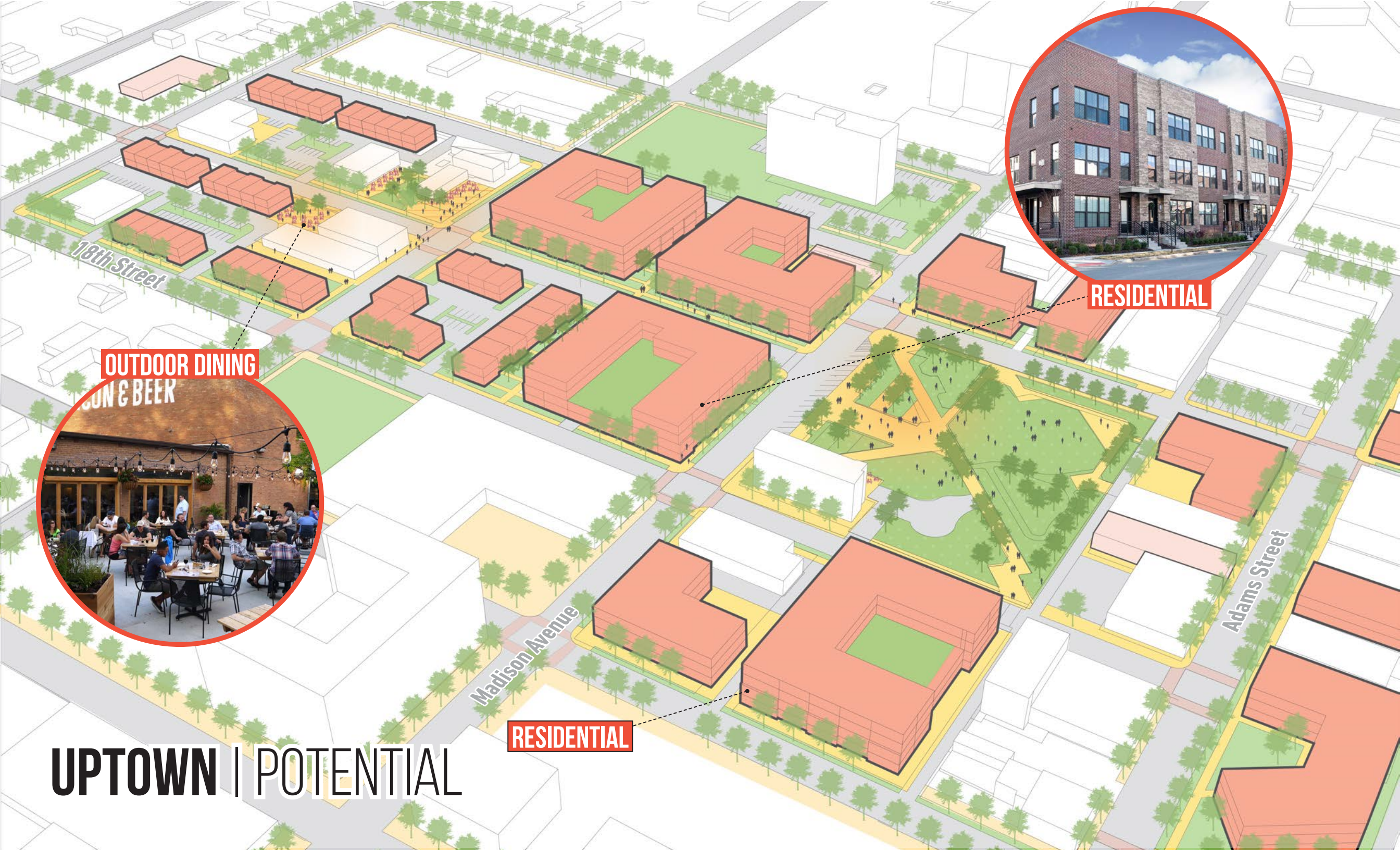
1811 ADAMS STREET

RESIDENTIAL

# UPTOWN | POTENTIAL







**RESIDENTIAL**



**OUTDOOR DINING**

**RESIDENTIAL**

**UPTOWN | POTENTIAL**





**STREETSCAPE**



**BUILDING REUSE**

**RESIDENTIAL**

# UPTOWN | POTENTIAL



# PARAMOUNT BLOCK | FOCUS AREA OVERVIEW

Erie Street

Huron Street

Superior Street

N St Clair Street

Jackson Street

Adams Street

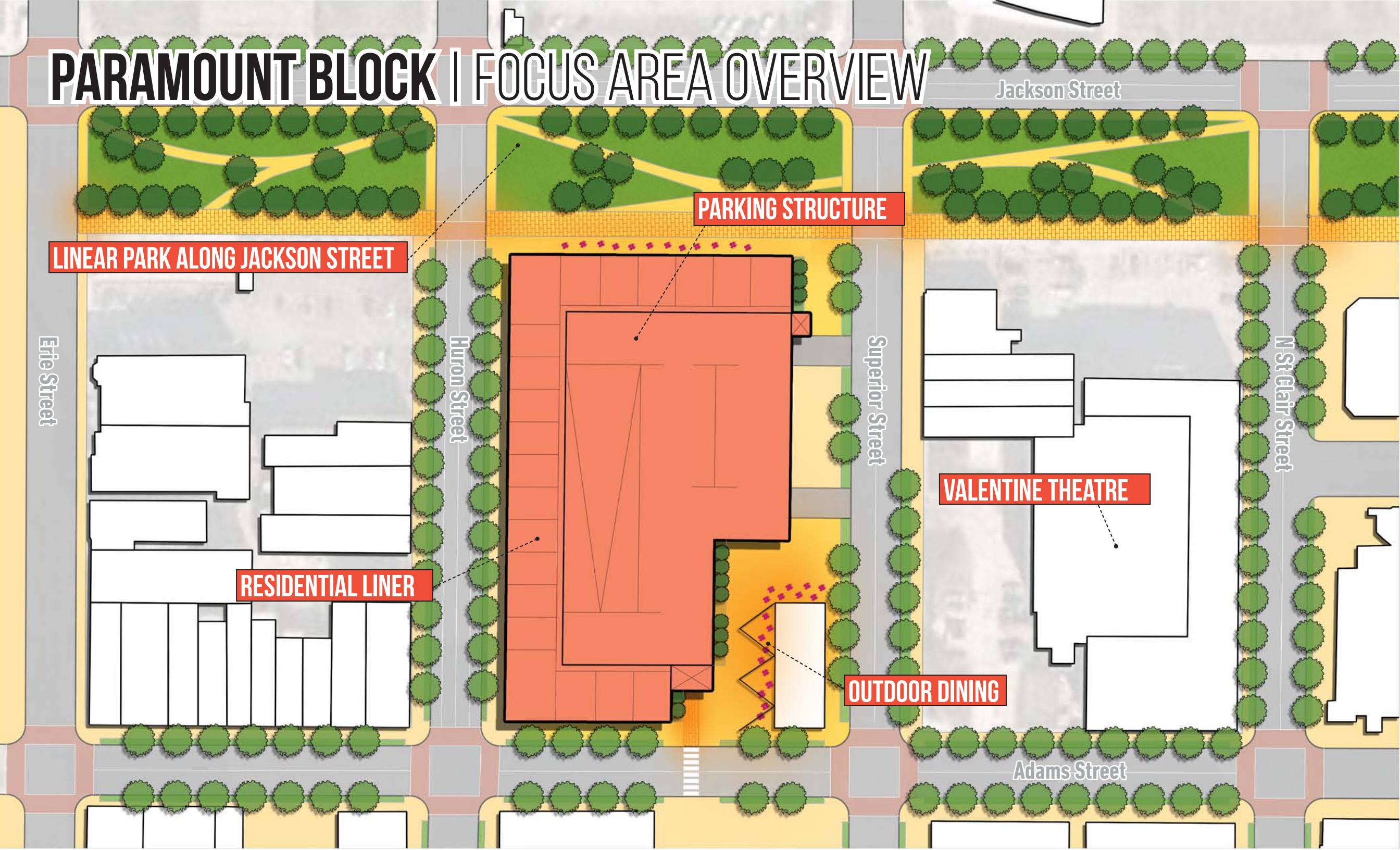
**LINEAR PARK ALONG JACKSON STREET**

**PARKING STRUCTURE**

**RESIDENTIAL LINER**

**VALENTINE THEATRE**

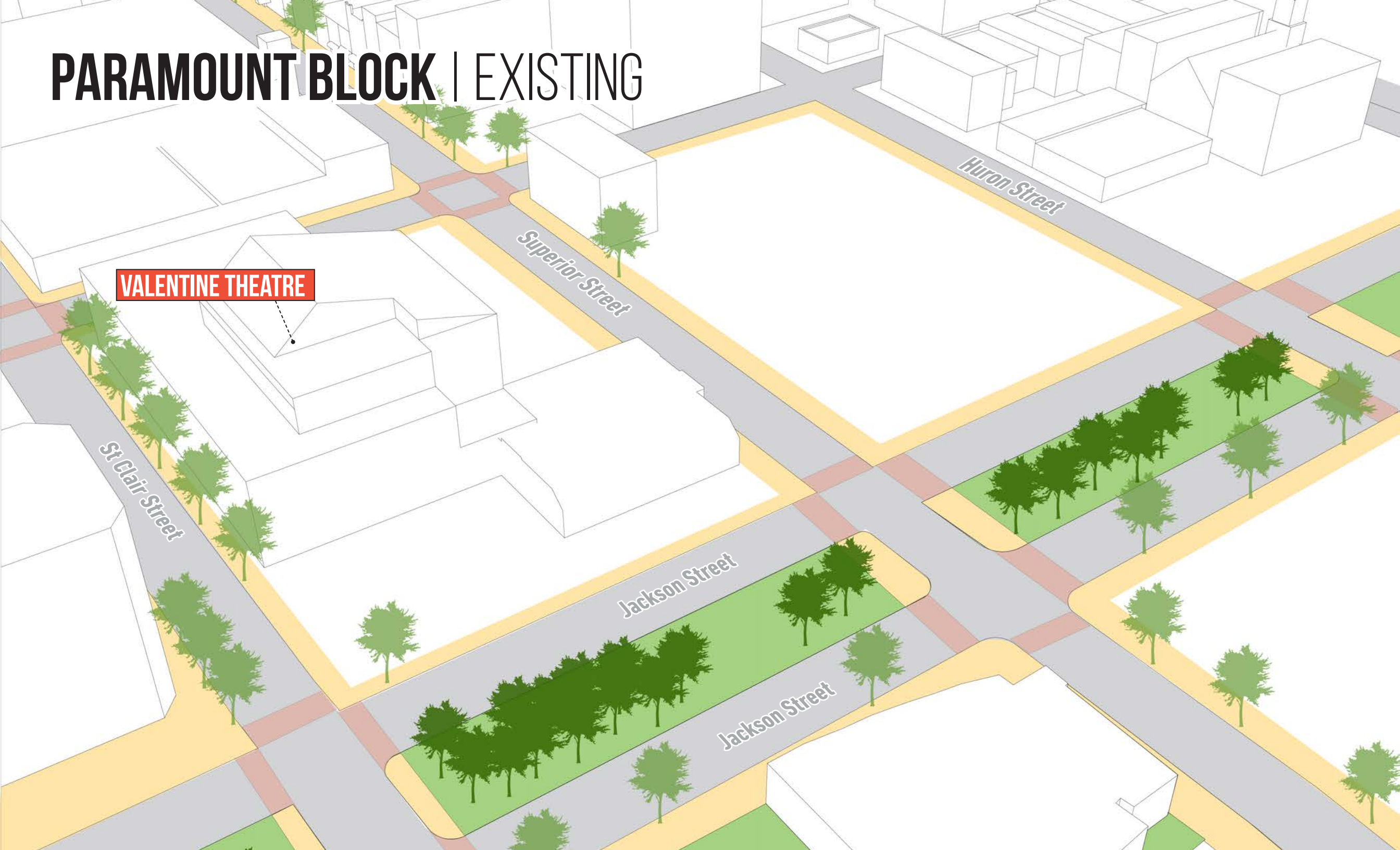
**OUTDOOR DINING**





# PARAMOUNT BLOCK | EXISTING

**VALENTINE THEATRE**





# PARAMOUNT BLOCK | POTENTIAL

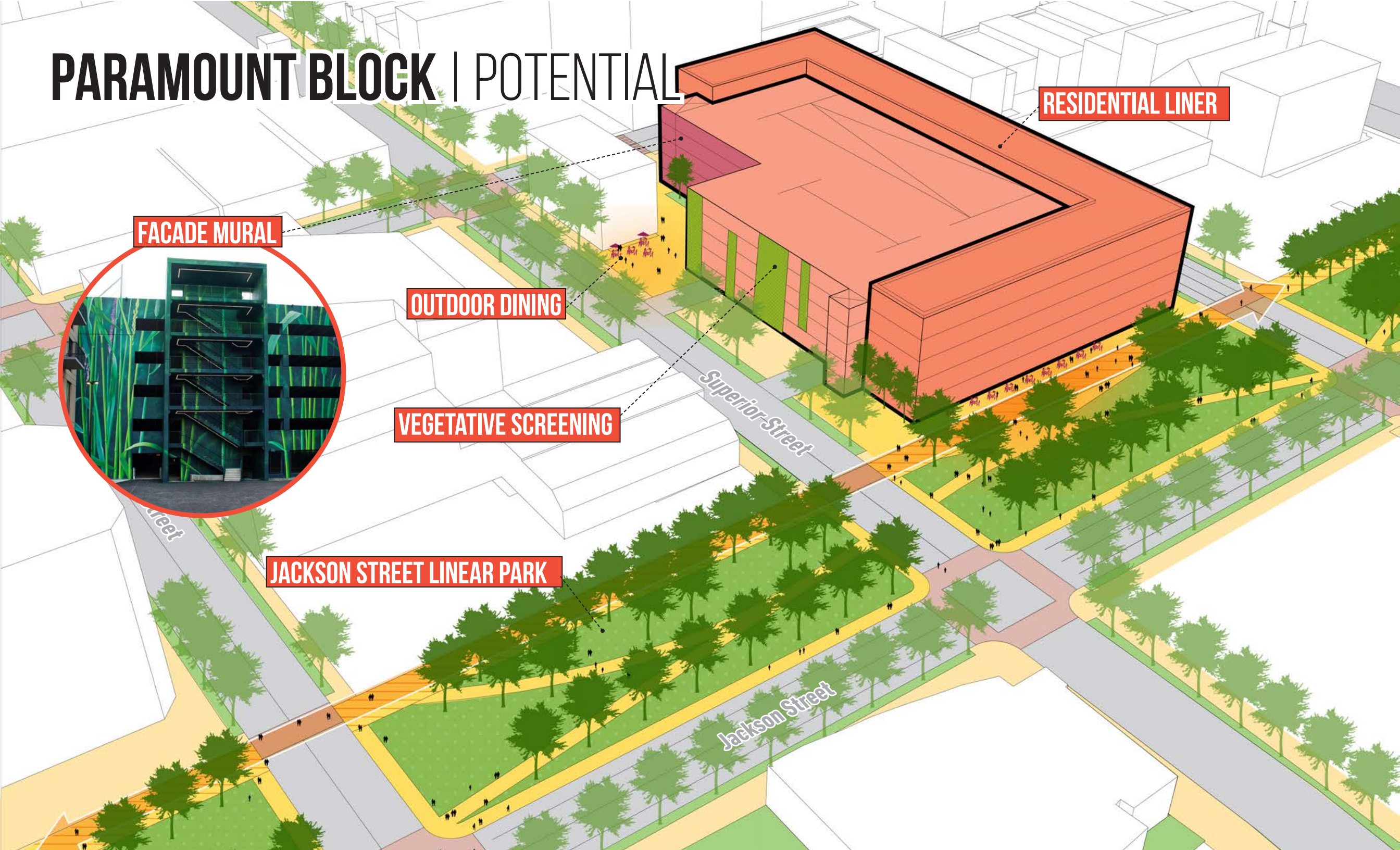
RESIDENTIAL LINER

FACADE MURAL

OUTDOOR DINING

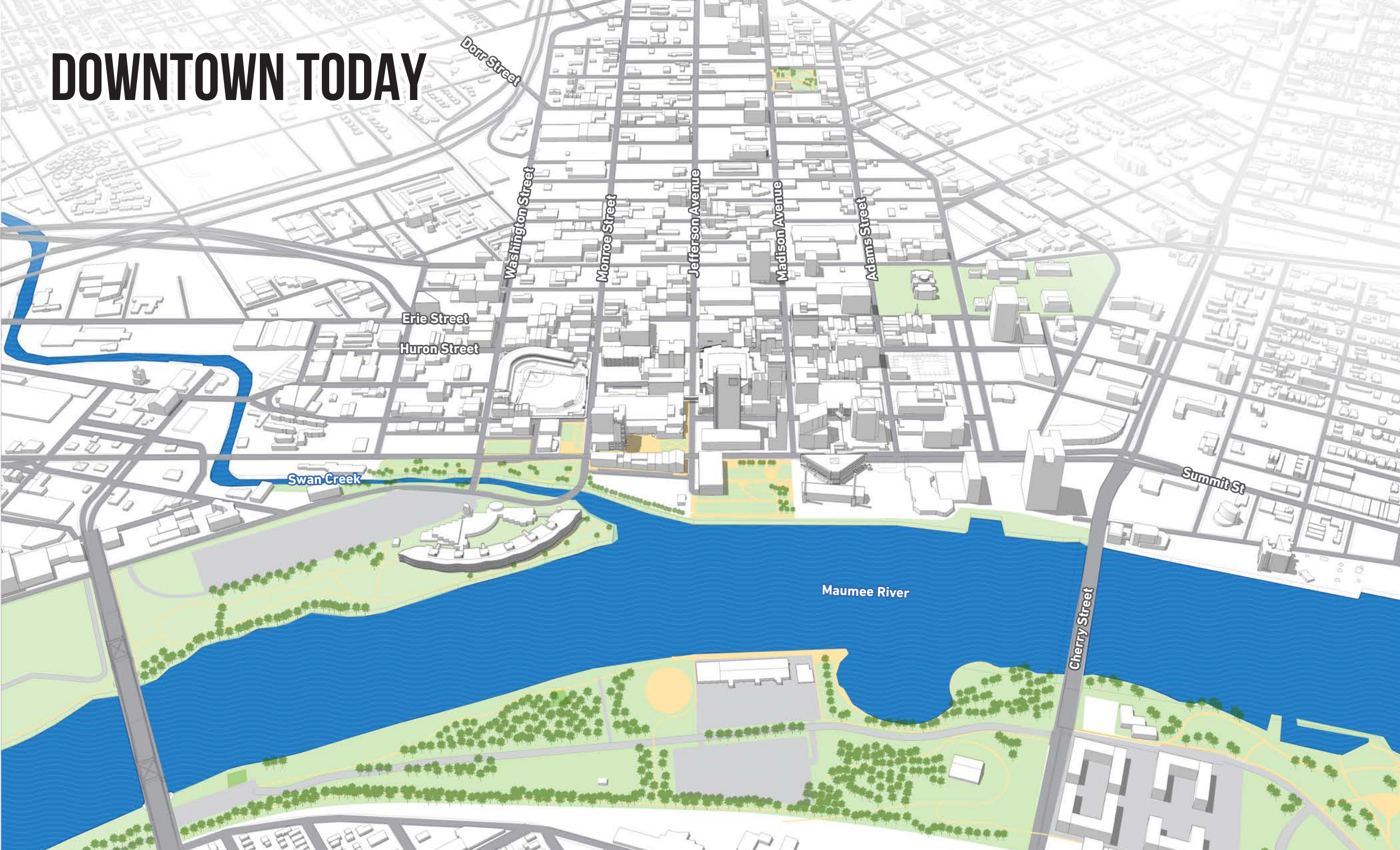
VEGETATIVE SCREENING

JACKSON STREET LINEAR PARK



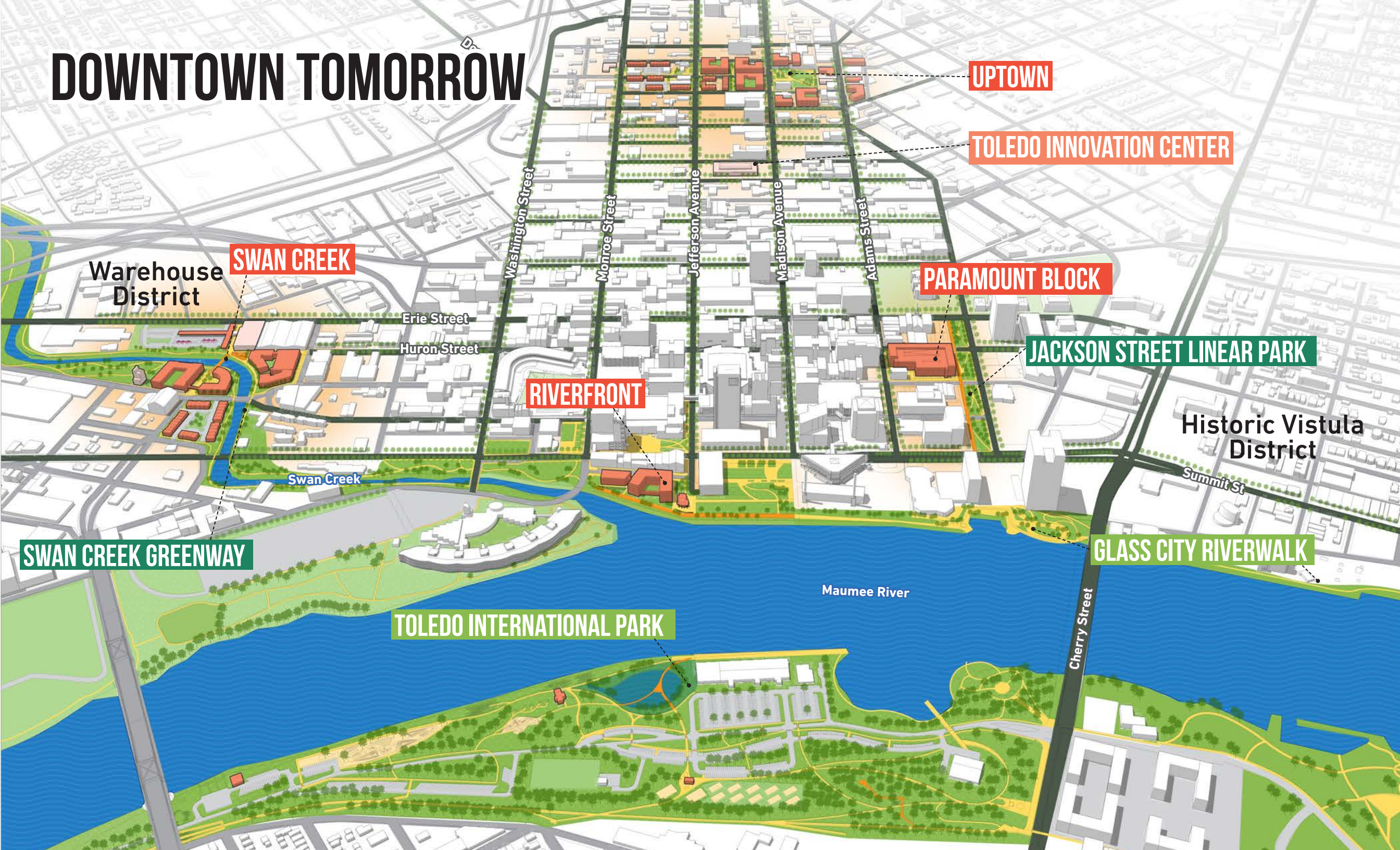


# DOWNTOWN TODAY





# DOWNTOWN TOMORROW



**UPTOWN**

**TOLEDO INNOVATION CENTER**

**PARAMOUNT BLOCK**

**JACKSON STREET LINEAR PARK**

**Historic Vistula District**

**GLASS CITY RIVERWALK**

**RIVERFRONT**

**TOLEDO INTERNATIONAL PARK**

**SWAN CREEK**

**SWAN CREEK GREENWAY**

**Warehouse District**

Maumee River

Swan Creek

Washington Street

Monroe Street

Jefferson Avenue

Madison Avenue

Adams Street

Cherry Street

Summit St

Erie Street

Huron Street



# 4 IMPLEMENTATION



# WHAT TO DO FIRST

- **Leverage RAISE Grant and Toledo Innovation Center investment** by supporting residential and mixed-use redevelopment and the reuse of existing buildings.
- **Consolidate regional entrepreneurial support** organizations, institutions, and advocates at the Toledo Innovation Center and identify lead organization/partner to manage space.
- Leverage Glass City Convention Center investment to **increase supply of hotel rooms** downtown.
- Develop a concept plan for the **Swan Creek Greenway** to connect the Riverwalk to the Warehouse District and neighborhoods beyond.
- Create a **new Farmer's Market** to build on the momentum of the planned Food Hall and create a **new mixed-use development**.
- Leverage the Riverwalk investment by positioning remaining riverfront and downtown sites as mixed-use residential developments to **maximize downtown population growth**.
- Continue to **support storefront and commercial space investment** through targeted small business assistance resources and funding programs.
- Plan for the **next set of streetscape improvements** to support continued redevelopment and reuse.



# IMPLEMENTATION MATRIX

- Catalogs recommendations
- Lists partners
- Sets priorities / timeline

## Focus Areas

	RECOMMENDATIONS	PARTNERS	TIMEFRAME		
			SHORT (1-3 Years)	MEDIUM (3-5 Years)	LONG (5-10 Years)
<b>Riverfront</b>					
①	Create a unique and high quality residential development.	ConnectToledo, City of Toledo, Property Owners, Developers	■		
②	Build a restaurant with outdoor dining	ConnectToledo, City of Toledo, Toledo Metroparks	■		
③	Create a formalized overlook and promenade for visitors at the gateway to Swan Creek.	ConnectToledo, City of Toledo, Toledo Metroparks	■		
④	Extend the bicycle network by creating a clear and meaningful connection between the waterfront and the Jefferson Street Cycle Track.	ConnectToledo, City of Toledo, Toledo Metropolitan Area Council of Governments (TMACOG)	■		
⑤	Provide convenience parking and access in the alley between Fort Industry Square and the new development.	ConnectToledo, City of Toledo, Property Owners	■		
⑥	Continue to bolster the supply of hotels rooms adjacent to the Glass City Center.	ConnectToledo, City of Toledo, Lucas County, Property Owners, Developers		■	■
<b>Paramount Block</b>					
①	Assess the needed capacity for and consider the construction of a parking garage that supports the Four Corners redevelopment site and provides parking for current lot users.	ConnectToledo, City of Toledo, Property Owners, Developers	■		
②	Preserve the existing building at the corner of Adams and Superior Streets.	ConnectToledo, City of Toledo, Property Owners, Developers		■	

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## Focus Areas

	RECOMMENDATIONS	PARTNERS	TIMEFRAME		
			SHORT (1-3 Years)	MEDIUM (3-5 Years)	LONG (5-10 Years)
③	Build a residential liner around the garage and screen parking visible parts of the parking structure with vegetation and/or mural facade treatments.	ConnectToledo, City of Toledo, Property Owners, Developers	■		
④	Create a lush linear park, improve pedestrian crossings, and consolidate traffic along Jackson Street.	ConnectToledo, City of Toledo, Toledo Metroparks, TMACOG	■		
⑤	Improve the pedestrian network with streetscape improvements to Adams, Jackson, Superior, and Huron Streets.	ConnectToledo, City of Toledo, Lucas County, TMACOG	■	■	
<b>Swan Creek</b>					
①	Provide a newly designed outdoor Farmer's Market canopy and supportive parking west of the proposed Food Hall.	ConnectToledo, City of Toledo, Toledo Farmer's Market, Toledo City Market, Property Owners	■		
②	Surround the Food Hall and adjacent Swan Creek area with outdoor dining, pedestrian oriented plaza spaces, and a play area to encourage community gathering.	ConnectToledo, City of Toledo, Lucas County, Property Owners, Developers	■	■	
③	Renovate, reuse, and preserve historic buildings	ConnectToledo, City of Toledo, Property Owners, Developers	■	■	■
④	Spur residential development	ConnectToledo, City of Toledo, Property Owners, Developers	■	■	■
⑤	Introduce a network of immersive trails along Swan Creek with publicly accessible features, such as an overlook and kayak launch.	ConnectToledo, City of Toledo, Toledo Metroparks	■	■	
⑥	Consider a direct pedestrian connection to public plazas on both sides of Swan Creek with a pedestrian bridge.	ConnectToledo, City of Toledo, Toledo Metroparks	■	■	

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## Market Strategy

	RECOMMENDATIONS	PARTNERS	TIMEFRAME		
			SHORT (1-3 Years)	MEDIUM (3-5 Years)	LONG (5-10 Years)
<b>Market Strategy</b>					
①	Create Opportunities for Hotel Development	ConnectToledo, Lucas County, Glass City Center, Developers and Property Owners	■	■	
②	Enhance the Toledo Farmer's Market Experience	ConnectToledo, City of Toledo, Toledo Farmer's Market, Center for Innovative Food Technology, Toledo FCO, Developers and Property Owners	■	■	
③	Expand retail offerings downtown to serve a wide range of visitors and consumer preferences	ConnectToledo, City of Toledo, Developers and Property Owners	■	■	■
④	Continue identifying redevelopment opportunities for housing	ConnectToledo, City of Toledo, LISC	■	■	
⑤	Leverage the Toledo Innovation Center as the focal point for regional entrepreneurial support services	ConnectToledo, City of Toledo, local corporations, University of Toledo, Owens Community College, Bowling Green State University, NOC, Jumpstart, Toledo Regional Growth Partnership, Toledo Regional Chamber of Commerce	■	■	
⑥	Create a Startup Grant Program	ConnectToledo, City of Toledo, local corporations, NOC, Jumpstart, Toledo Regional Growth Partnership, Toledo Regional Chamber of Commerce	■		

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## Focus Areas

	RECOMMENDATIONS	PARTNERS	TIMEFRAME		
			SHORT (1-3 Years)	MEDIUM (3-5 Years)	LONG (5-10 Years)
⑦	Promote site access using alternative modes of transportation with improved bicycle infrastructure along Erie Street and increased pedestrian connectivity throughout the Warehouse District.	ConnectToledo, City of Toledo, TMACOG, TARTA	■	■	
<b>Uptown</b>					
①	Fuel reuse and new mixed-use and residential development.	ConnectToledo, City of Toledo, Property Owners, Developers	■	■	
②	Capitalize on the planned building reuse and synergy of the food and beverage businesses.	ConnectToledo, City of Toledo, Property Owners, Business Owners, Developers	■	■	
③	Activate the 19th Avenue corridor with new outdoor dining, plazas, and an improved pedestrian experience with the RAISE Grant's streetscape projects.	ConnectToledo, City of Toledo, Property Owners, Developers	■	■	
④	Build walkable green streets with bike and transit infrastructure that connects the Uptown neighborhood to its surroundings.	ConnectToledo, City of Toledo, Property Owners, Developers	■	■	
⑤	Reuse existing warehouse and industrial buildings as spin out space for start-ups and other light industrial and advanced manufacturing uses.	ConnectToledo, City of Toledo, Property Owners, Developers, Innovation Partner	■	■	■

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## Streets

	RECOMMENDATIONS	PARTNERS	TIMEFRAME		
			SHORT (1-3 Years)	MEDIUM (3-5 Years)	LONG (5-10 Years)
<b>Streets</b>					
①	Adams Street	ConnectToledo, City of Toledo, Lucas County, TMACOG	■		
②	Madison Street	ConnectToledo, City of Toledo, Lucas County, TMACOG, TARTA	■		
③	Washington Street	ConnectToledo, City of Toledo, Lucas County, TMACOG	■		
④	Monroe Street	ConnectToledo, City of Toledo, Lucas County, TMACOG, TARTA		■	■
⑤	Erie Street	ConnectToledo, City of Toledo, Lucas County, TMACOG	■	■	
⑥	Summit Street (Vistula)	ConnectToledo, City of Toledo, Lucas County, TMACOG	■		

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**THANK YOU!**

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