



## Linking Land Use and the Economy

*Lessons Learned in Local Government Policy-making from  
Upper Chippewa Creek Watershed Planning Partnership*

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Medina County Economic Development Corporation

## Balanced Growth Initiative

- ▶ Strategy to protect Ohio's watersheds to ensure long-term economic competitiveness and quality of life
- ▶ Local governments incentivized to come together as a region
- ▶ Goal: identify where conservation and development would be most appropriate within the selected watershed
- ▶ Does not place restrictions on where development can occur



## Benefits of Participation

- ▶ Special incentives for development and conservation – includes enhanced access to state programs and funding
- ▶ Direct working relationships with State decision-making agencies
- ▶ Greater predictability to streamline decision making process for private sector developers



## Creating the Partnership

- ▶ Pilot Balanced Growth Watershed
  - 2<sup>nd</sup> in Medina County
- ▶ Grant from Ohio Watershed Resources Council
  - Administered by Medina County Soil & Water Conservation District
- ▶ Upper Chippewa Creek Watershed Planning Partnership created



# Upper Chippewa Creek Watershed

- ▶ Watershed study area lies entirely within Medina County



## Project Tasks

- ▶ Create a Balanced Growth Plan that promotes the guiding principles for Sustainable Ohio Watersheds
  - Establish subcommittees: Conservation, Development, Agriculture, Land Use Study
  - Develop land-use suitability criteria
  - Identify priority land-use areas
- ▶ Reach consensus with local jurisdictions
- ▶ Obtain resolutions of support
- ▶ Receive State endorsement

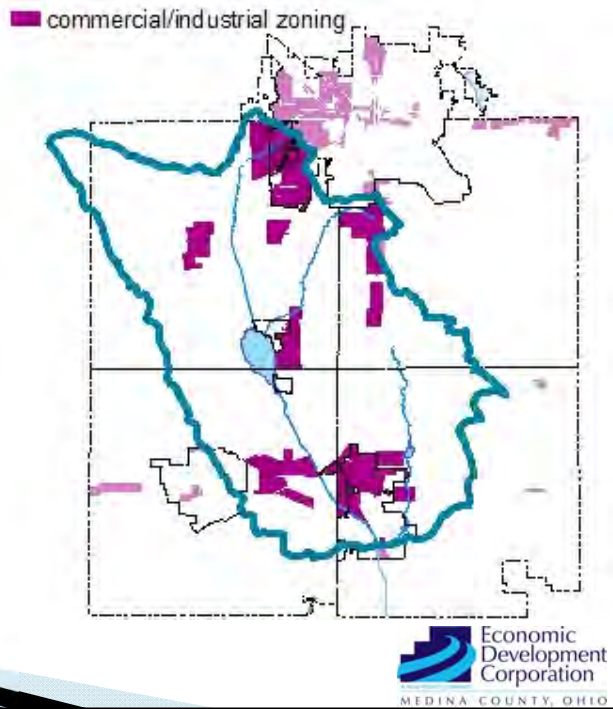


## Economic Development Role

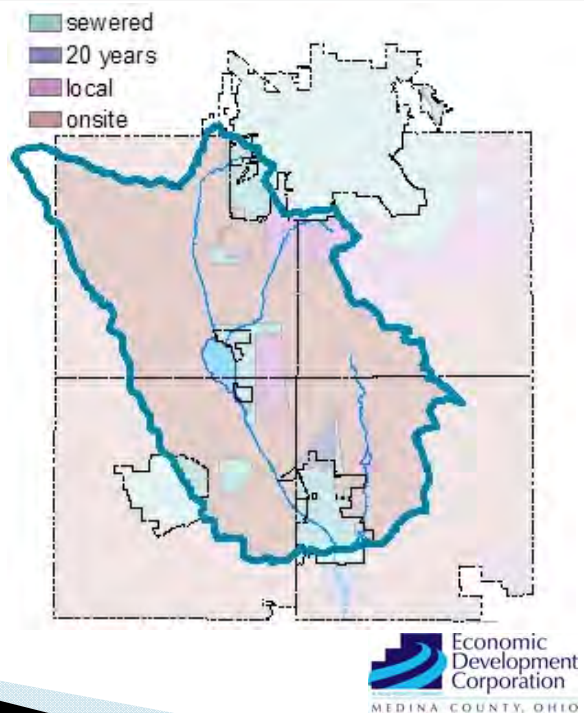
- ▶ Tasked with chairing the Development Subcommittee
- ▶ Committee job – provide recommendation to Planning Partnership
- ▶ Determine what made up the criteria to designate a Priority Development Area
  - PDA defined as a locally designated area where growth & redevelopment is to be especially promoted



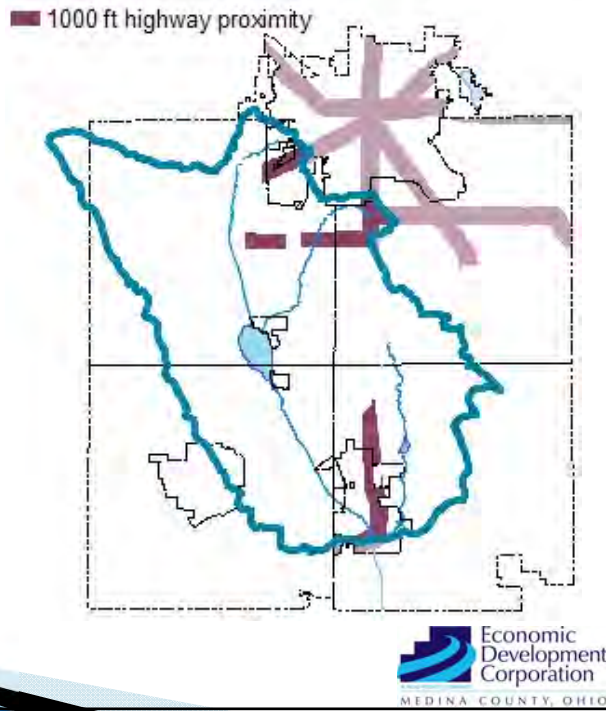
**PDA  
Criteria 1:  
Zoning**



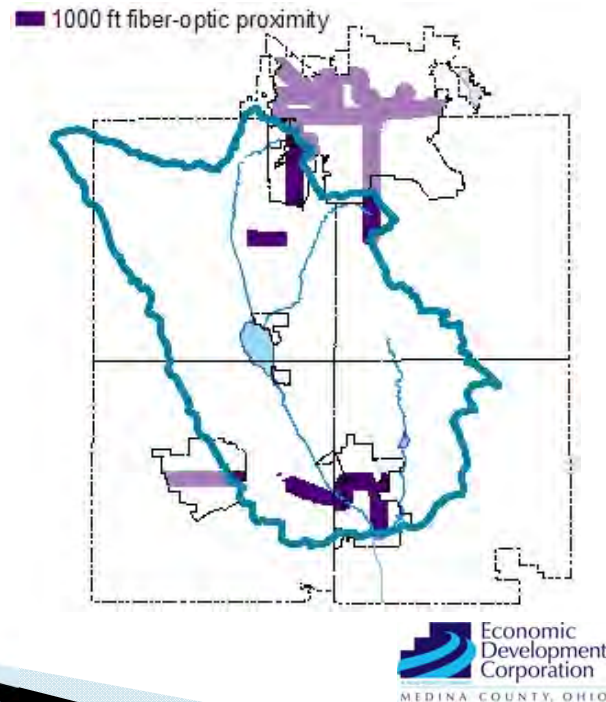
**PDA  
Criteria 2:  
Sewer Service**



**PDA  
Criteria 3:  
Proximity  
to  
Highways**

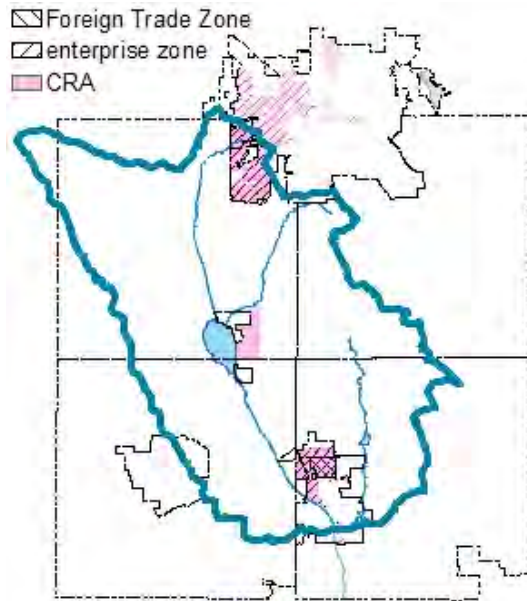


**PDA  
Criteria 4:  
Proximity  
to Fiber  
Optic  
Network**



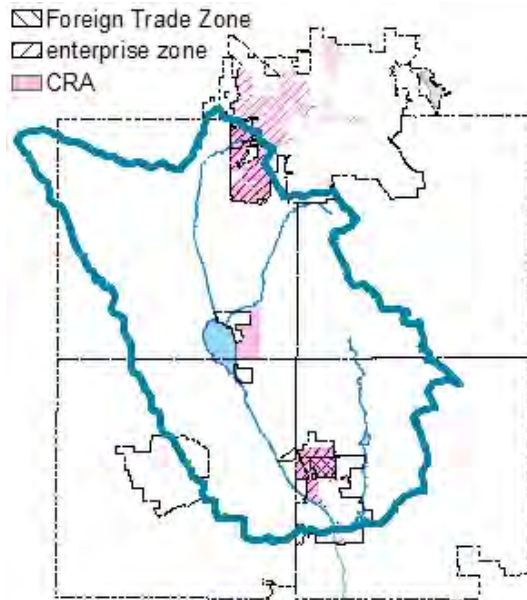


**PDA  
Criteria 5:  
Tax  
Abatement  
Areas**



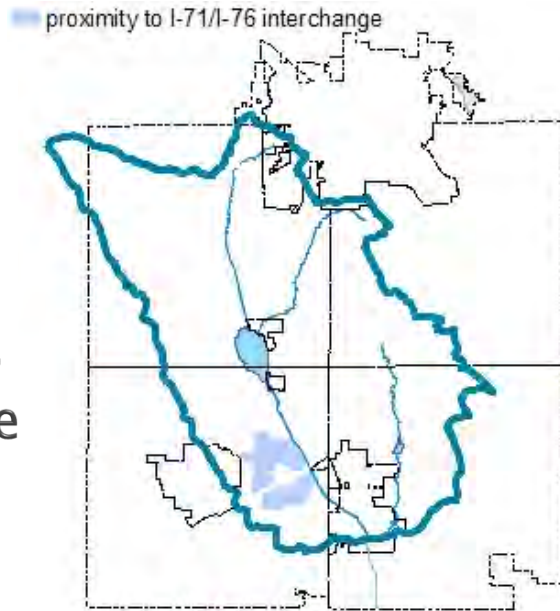
**Economic  
Development  
Corporation**  
MEDINA COUNTY, OHIO

**PDA  
Criteria 6:  
Foreign  
Trade  
Zones**



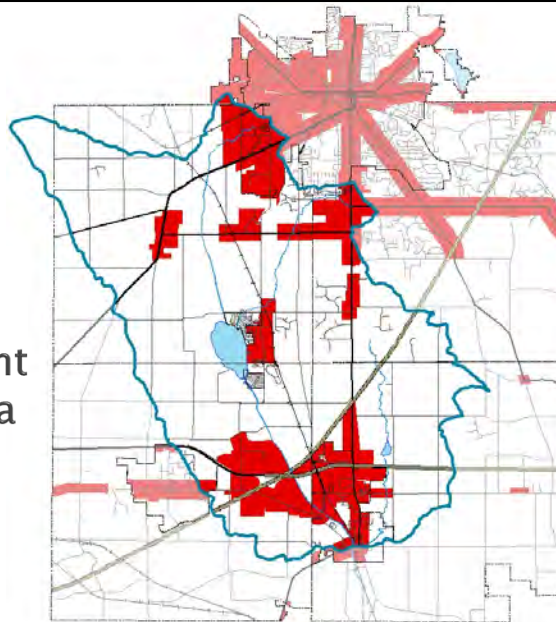
**Economic  
Development  
Corporation**  
MEDINA COUNTY, OHIO

**PDA  
Criteria 7:  
Proximity  
to the  
I-71 / I-76  
Interchange**



**Economic  
Development  
Corporation**  
MEDINA COUNTY, OHIO

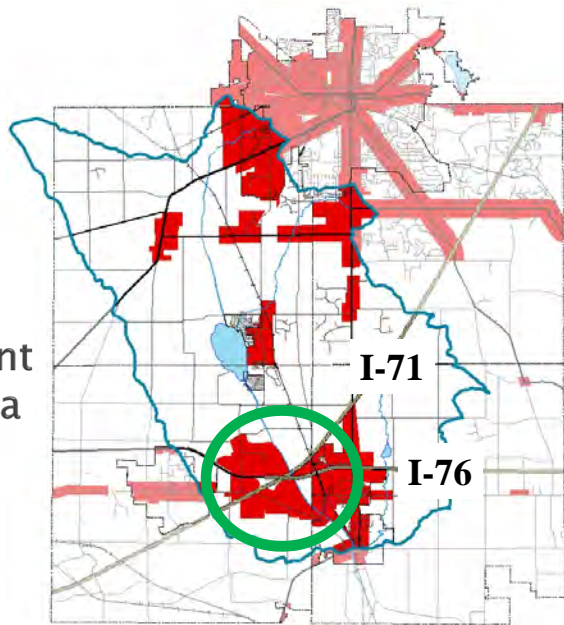
**Combined  
Priority  
Development  
Area Criteria**



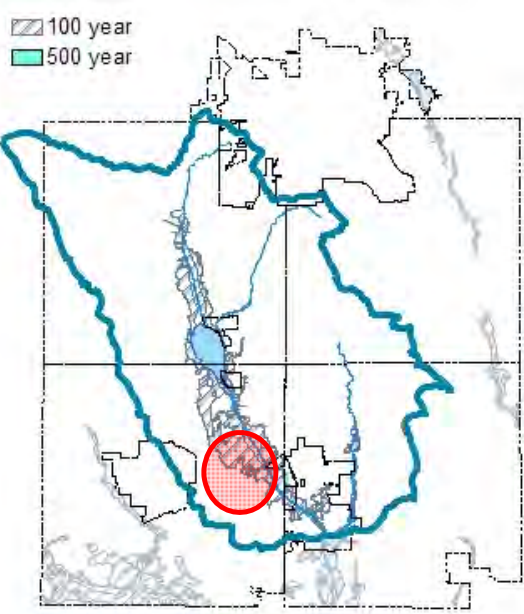
**Economic  
Development  
Corporation**  
MEDINA COUNTY, OHIO



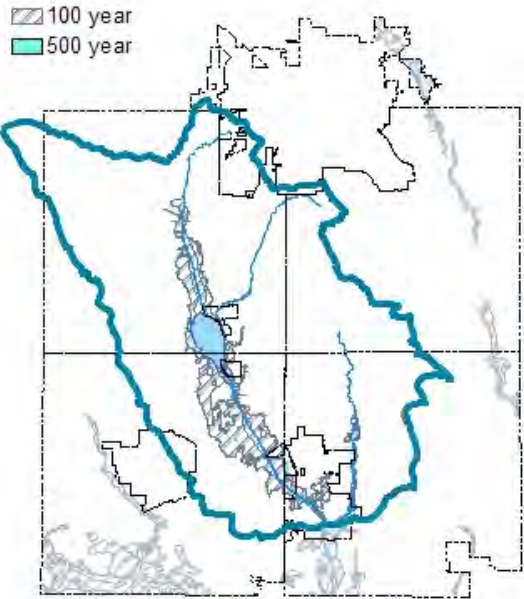
### Combined Priority Development Area Criteria



### Floodplain Areas



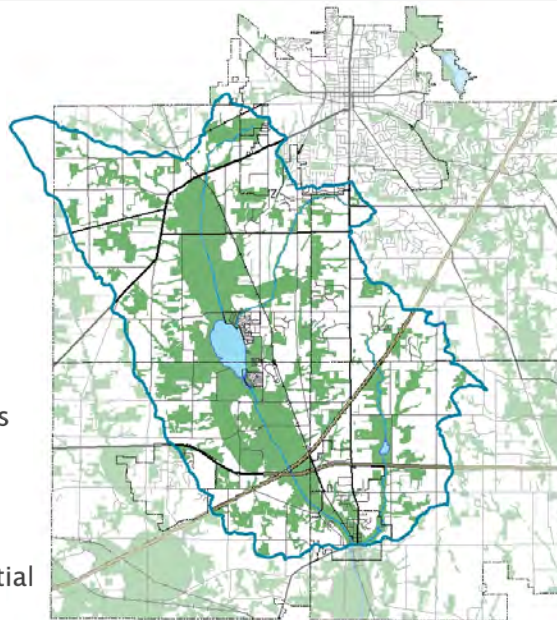
# Floodplain Areas

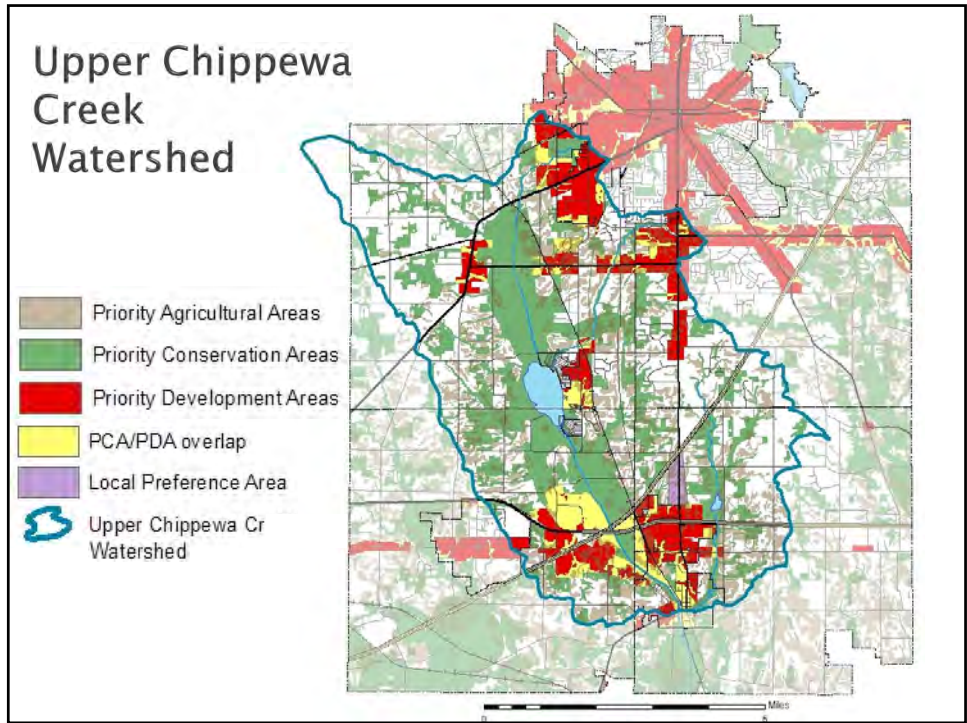


Development Corporation  
MEDINA COUNTY, OHIO

# Combined Priority Conservation Area Criteria

1. Floodplains
2. Critical Soils
3. Woodlands
4. Preserved Lands
5. Wellhead Protection
6. Ground Water Pollution Potential

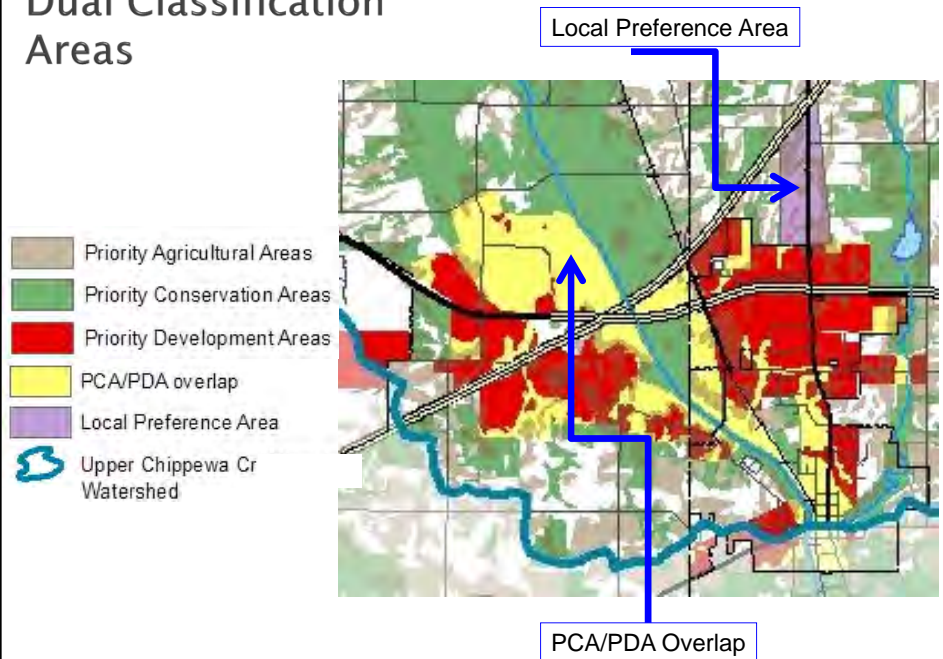




## Unique Results

- ▶ Solution to locations where Priority Development and Priority Conservation Areas overlapped: *dual classification*
  - Map the overlap areas and allow incentives to apply to both development and conservation
  - First consideration will be for conservation
- ▶ Other conflicts resulted in “Local Preference Areas”

## Dual Classification Areas



## Lessons Learned

- ▶ Collaboration is key – bring everyone to the table at the beginning of the process
- ▶ Avoid “code words” that could undermine the process
- ▶ Committee leadership requires patience and willingness to hear all sides of the debate
- ▶ Don’t allow “government” to dominate – Include private sector experts in the field
- ▶ Be open to compromise





# Contact

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For a complete copy of the Upper Chippewa Creek  
Watershed Balanced Growth Plan, go to  
[www.medinaswcd.org](http://www.medinaswcd.org)