

*City of Norton*  
**Comprehensive Plan**

Summit County, Ohio

**Focus Area Handout**  
*July, 18th, 2025*



# PDAS/FOCUS AREAS

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An area that has been identified as an important parcel or collection of parcels that are appropriate for redevelopment or infill and can dramatically shape the quality of life and economic success of the community in the future.



# PDAS/FOCUS AREAS

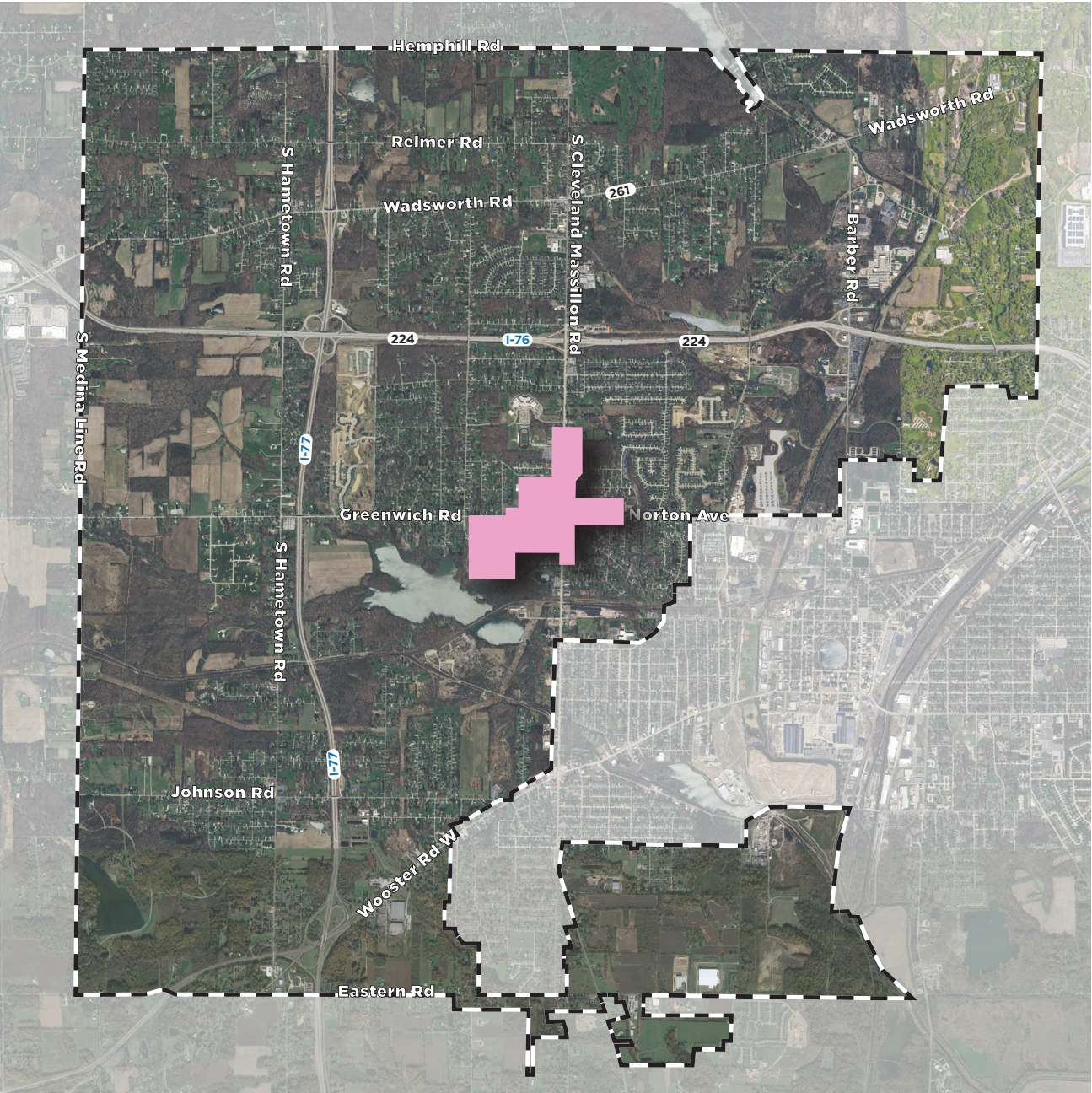
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- Identify areas that will **advance** the **goals** and **objectives** of the plan
- Create opportunities for **development** that will be a **catalyst** for the development of the **district, neighborhood or community**
- Provide a **direction** for how **public dollars and projects** could be used to advance **private sector investment** in these areas
- **Identify** the types of **public projects** that will support **private sector investment** in the focus area
  - Identify areas to **‘preserve’** with the **greatest development opportunity** . . . foregoing efforts to preserve the best development sites can result in a lost opportunity!



# PDAS/FOCUS AREAS - DOWNTOWN CORE





# PDAS/FOCUS AREAS - DOWNTOWN CORE



## Development Principles:

- **Encourage Economic Growth:** Offer creative ways to encourage economic growth and development that improve the community's fiscal health and quality of life, while respecting existing land uses.
- **Create Community Spaces:** Provide opportunities for social gatherings and community building in a variety of community spaces (parks, dining and entertainment, historic assets, connectivity, etc.)
- **Be A Connected Community:** Connect the district through a network of pathways and places that promote social gathering, safe mobility, and healthy lifestyles.

## Design Principles:

- Downtown Core
- Small-Town Character
- Human-Scale Design (2-3 stories)
- Materials (brick & stone)
- Ground Floor Activation
- Activated ROW
- Streetscape Amenities
- Wayfinding
- Corner Emphasis
- Landscaping

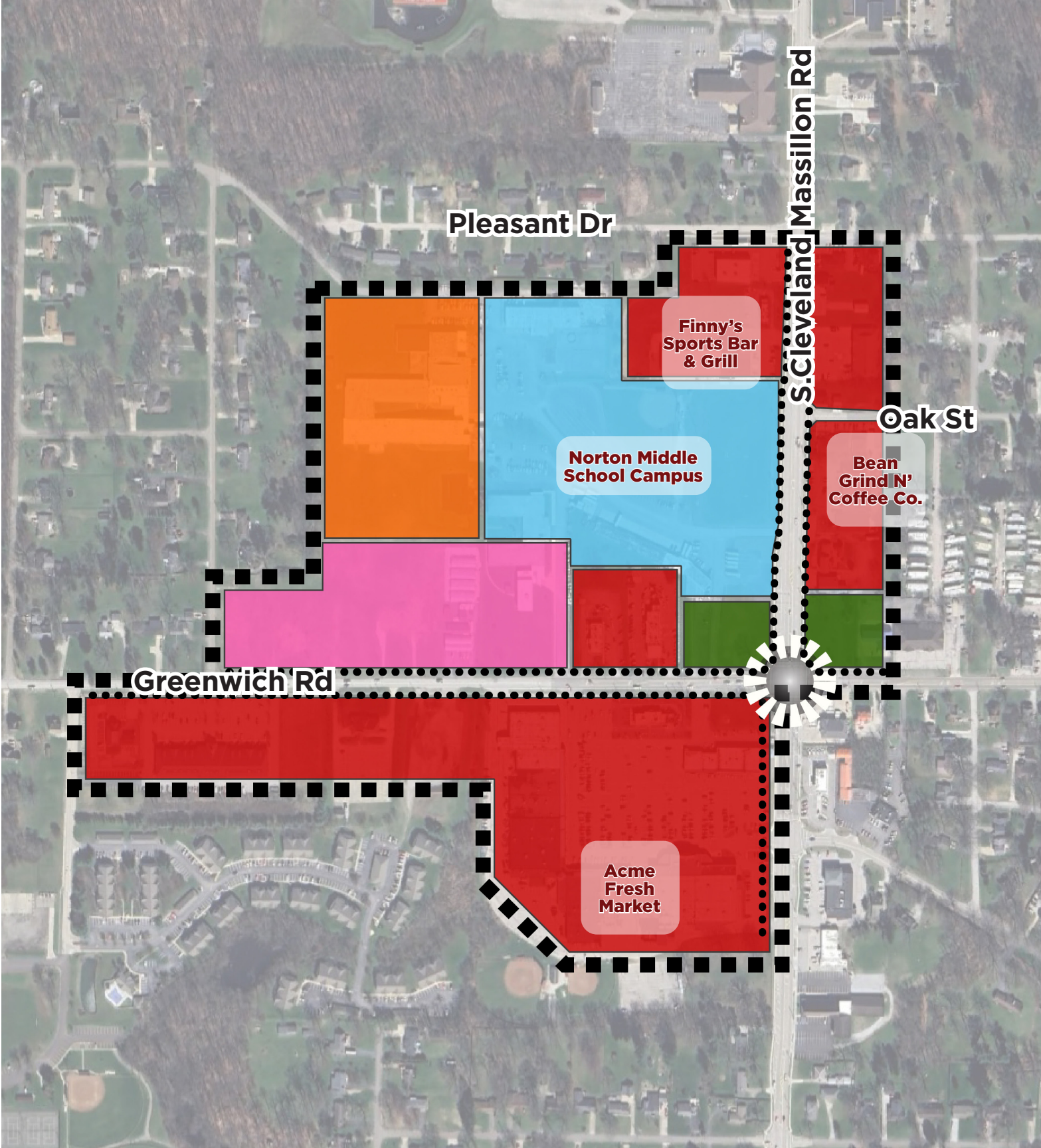
Dublin, Ohio





PDAS/FOCUS AREAS

# DOWNTOWN CORE - V1

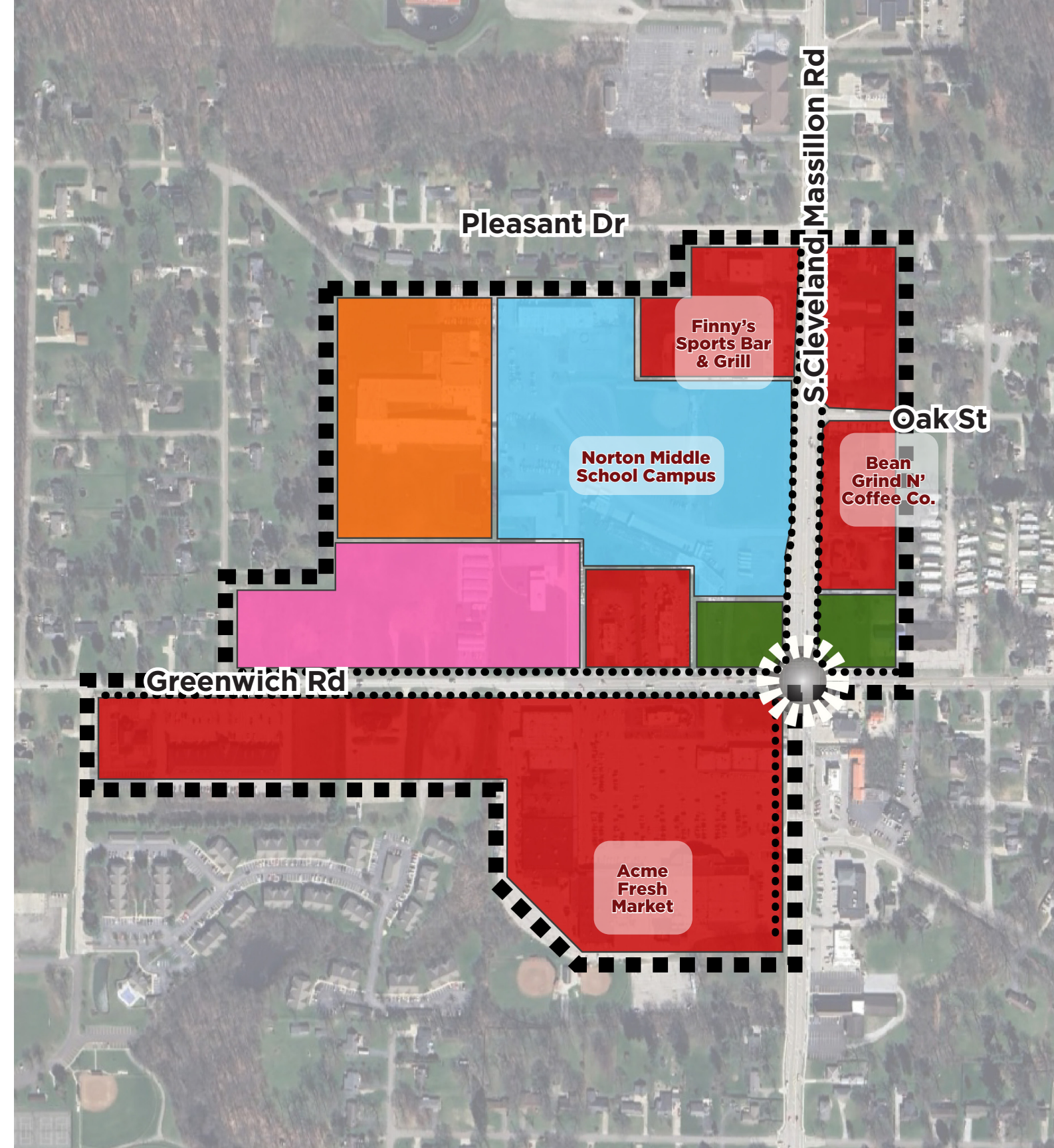




## PDAS/FOCUS AREAS

# DOWNTOWN CORE - V1

- Reposition the middle school and school district administration buildings to the frontage along South Cleveland Massillon Road, with supporting athletics to the rear of the proposed site.
- Creation of adjacent supporting greenspaces on the northeast and northwest corners of the priority area
- Creation of space for a 1-3 story mixed-use development along Greenwich Road with medium-density residential to the rear of the site.
- Improvements to the streetscapes of Greenwich, Norton, and South Cleveland Massillon Road to promote walkability and connections between the uses.
- Centralizes commercial/retail development to the core of the City and along the primary community corridor.
- The proposed land use positioning allows for the appropriate phasing of the development projects without conflicts.

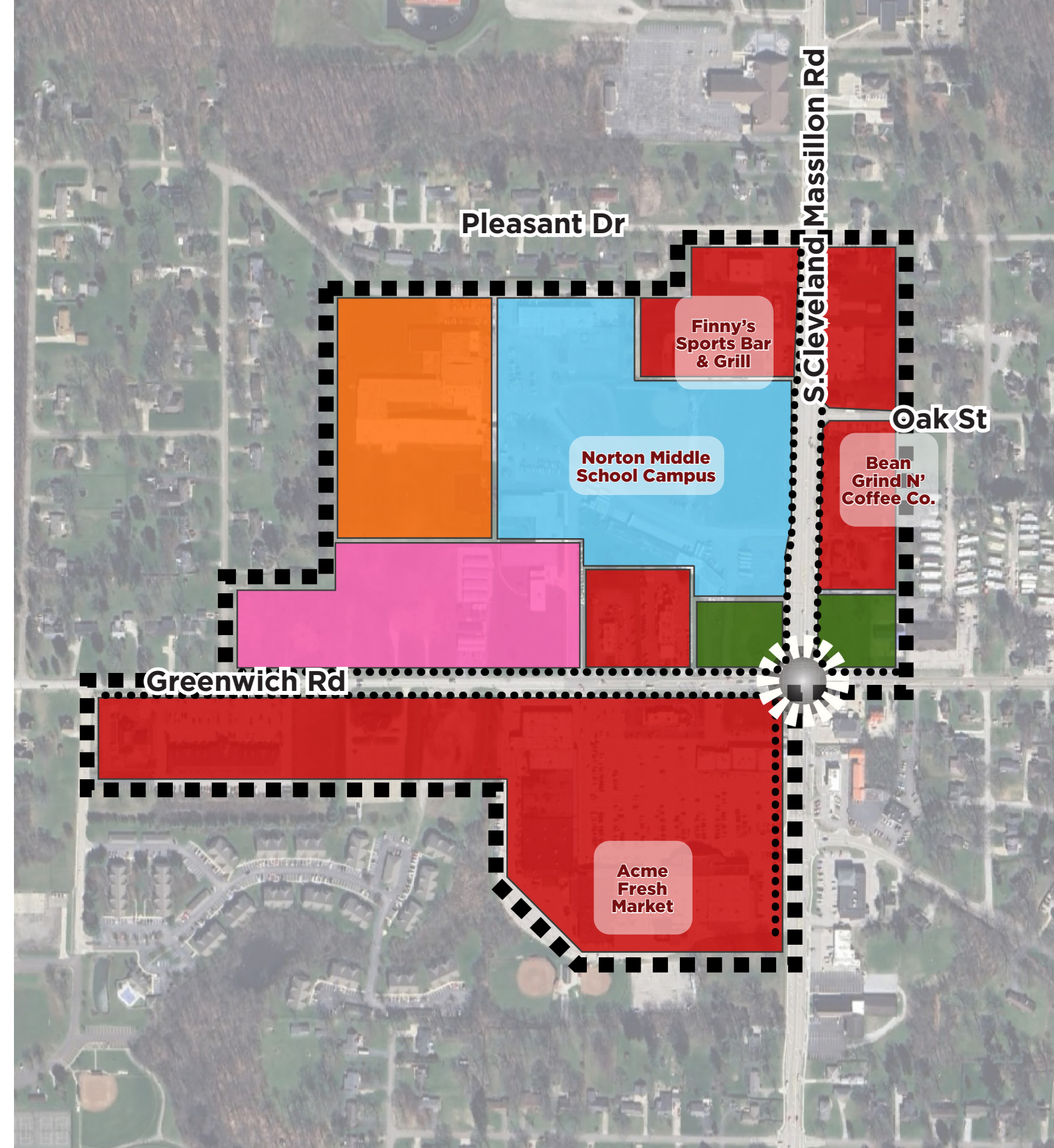




PDAS/FOCUS AREAS

# DOWNTOWN CORE - V1

Typology: Park / Green Space

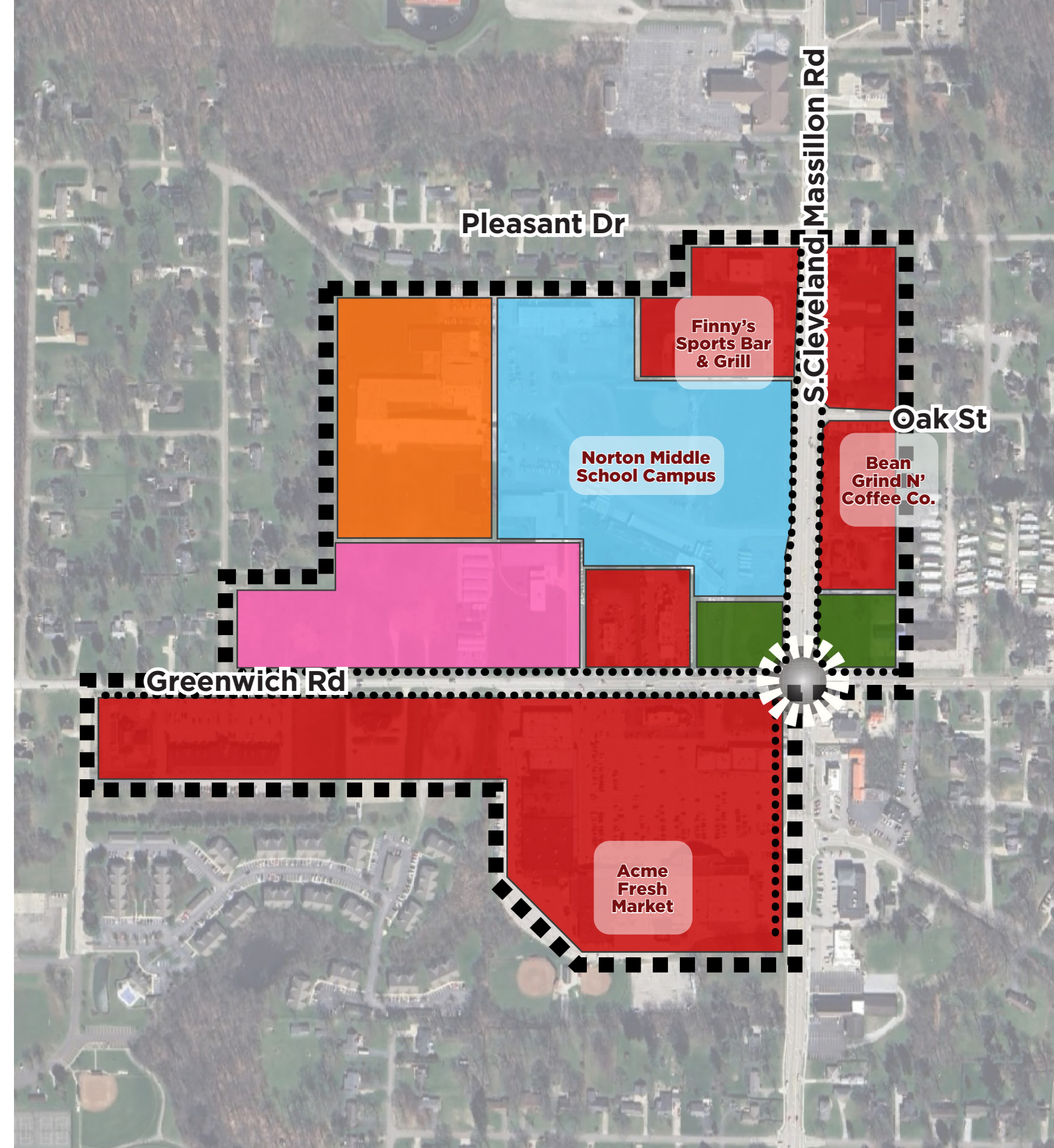




PDAS/FOCUS AREAS

# DOWNTOWN CORE - V1

Typology: Mixed Use & Commercial

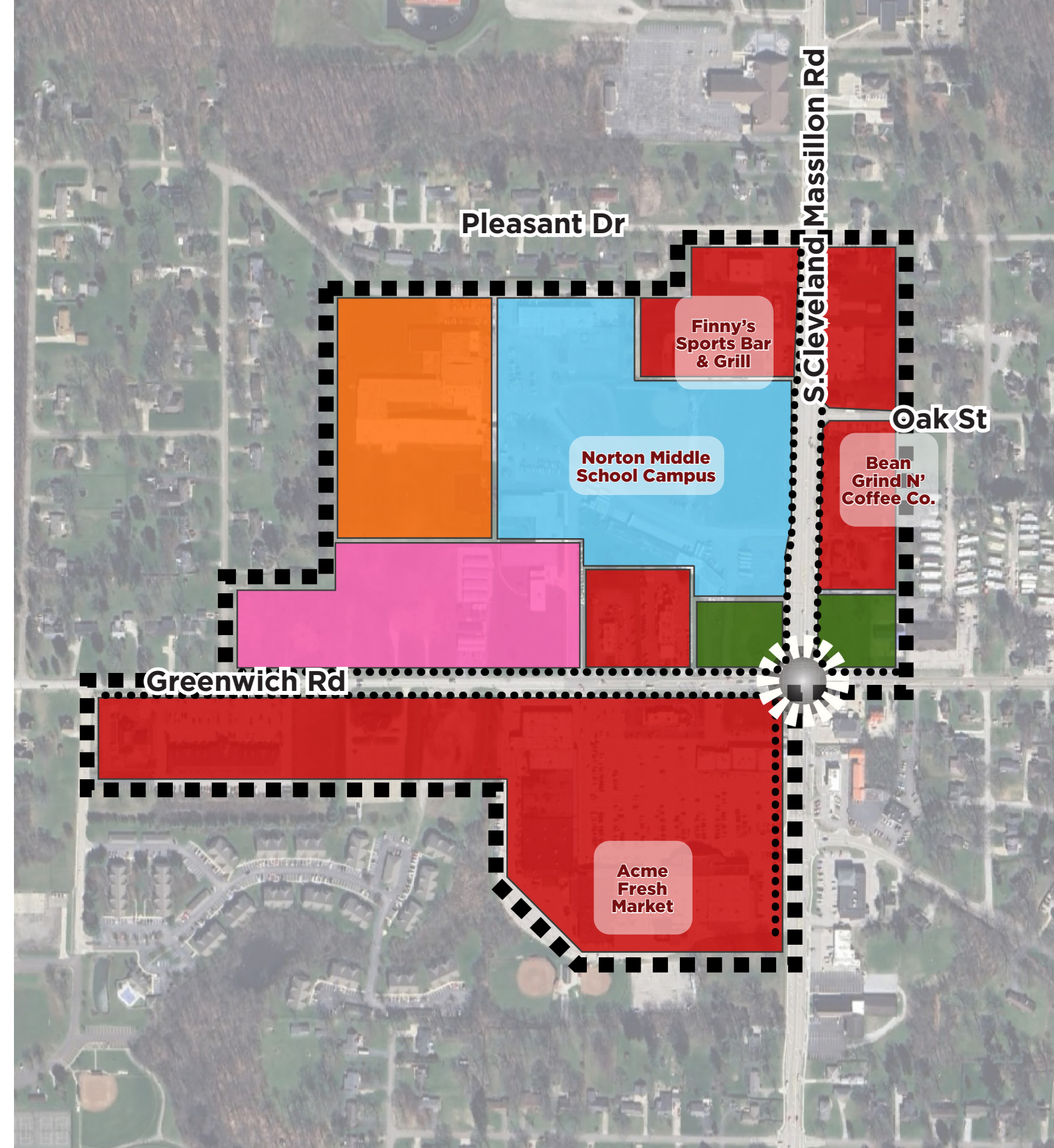
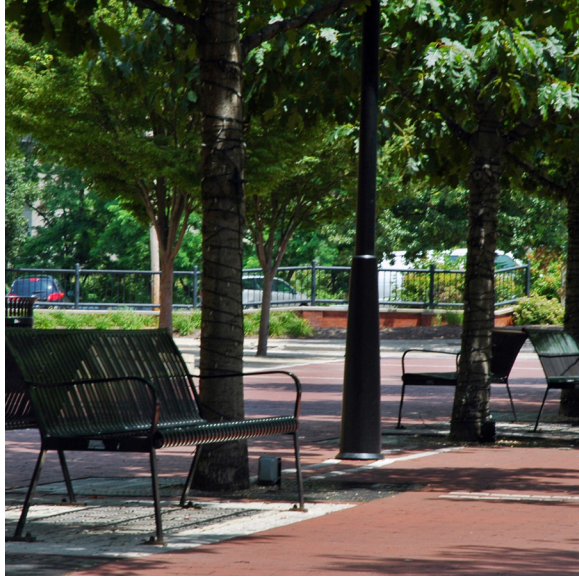




PDAS/FOCUS AREAS

# DOWNTOWN CORE - V1

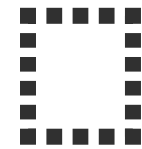
Typology: Streetscape Enhancements





## PDAS/FOCUS AREAS

# DOWNTOWN CORE - V2



PRIORITY DEVELOPMENT AREA



INSTITUTIONAL



PARK / GREEN SPACE



1-3 STORY MIXED USE

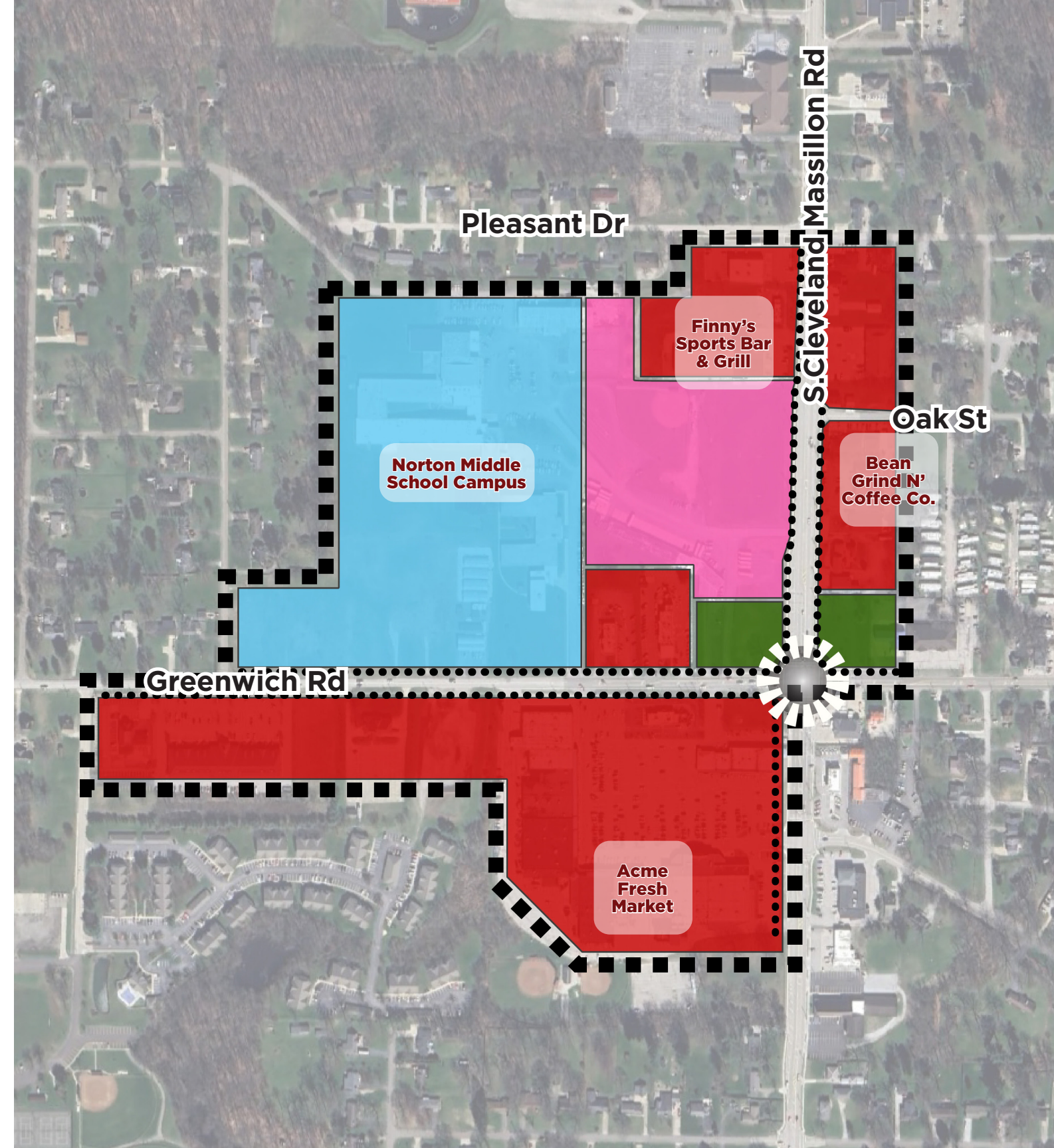


1-2 STORY COMMERCIAL

● ● ● STREETScape IMPROVEMENTS



INTERSECTION IMPROVEMENTS

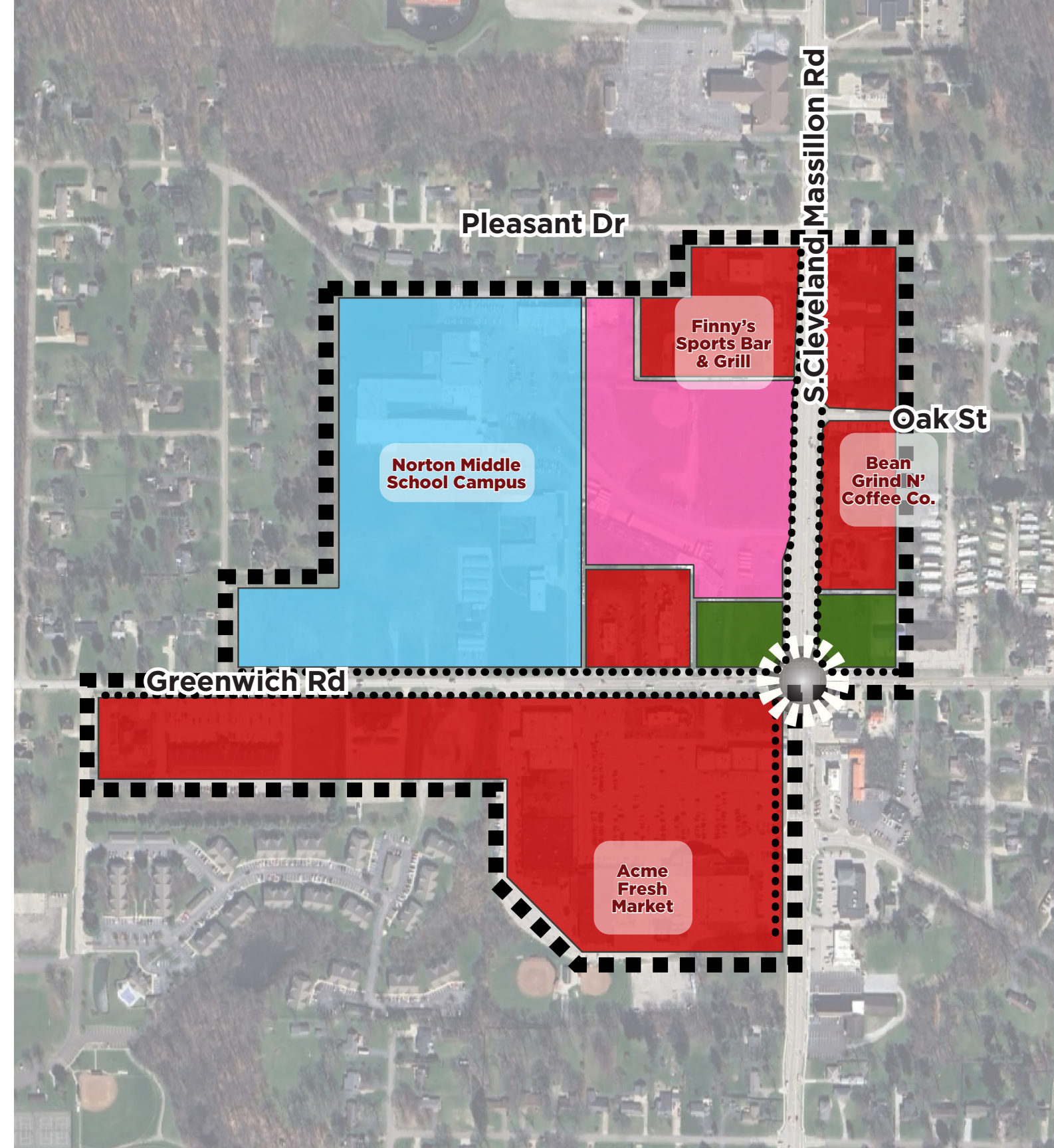




## PDAS/FOCUS AREAS

# DOWNTOWN CORE - V2

- Positions the middle school and school district administration buildings to the rear of the overall site, primarily fronting on Greenwich Road. Supporting athletics to the northern portion of the site.
  - Creates a buffer between existing residential development and proposed future development.
- Creation of adjacent supporting greenspaces on the northeast and northwest corners of the priority area
- Creation of space for a 1-3 story mixed-use development along S. Cleveland Massillon, incorporating existing development.
- Promote infill development along southern end of Greenwich.
- Improvements to the streetscapes of Greenwich, Norton, and South Cleveland Massillon Road to promote walkability and connections between the uses.
- Centralizes commercial/retail development to the core of the City and along the primary community corridor.
- The proposed land use positioning allows for the appropriate phasing of the development projects without conflicts.

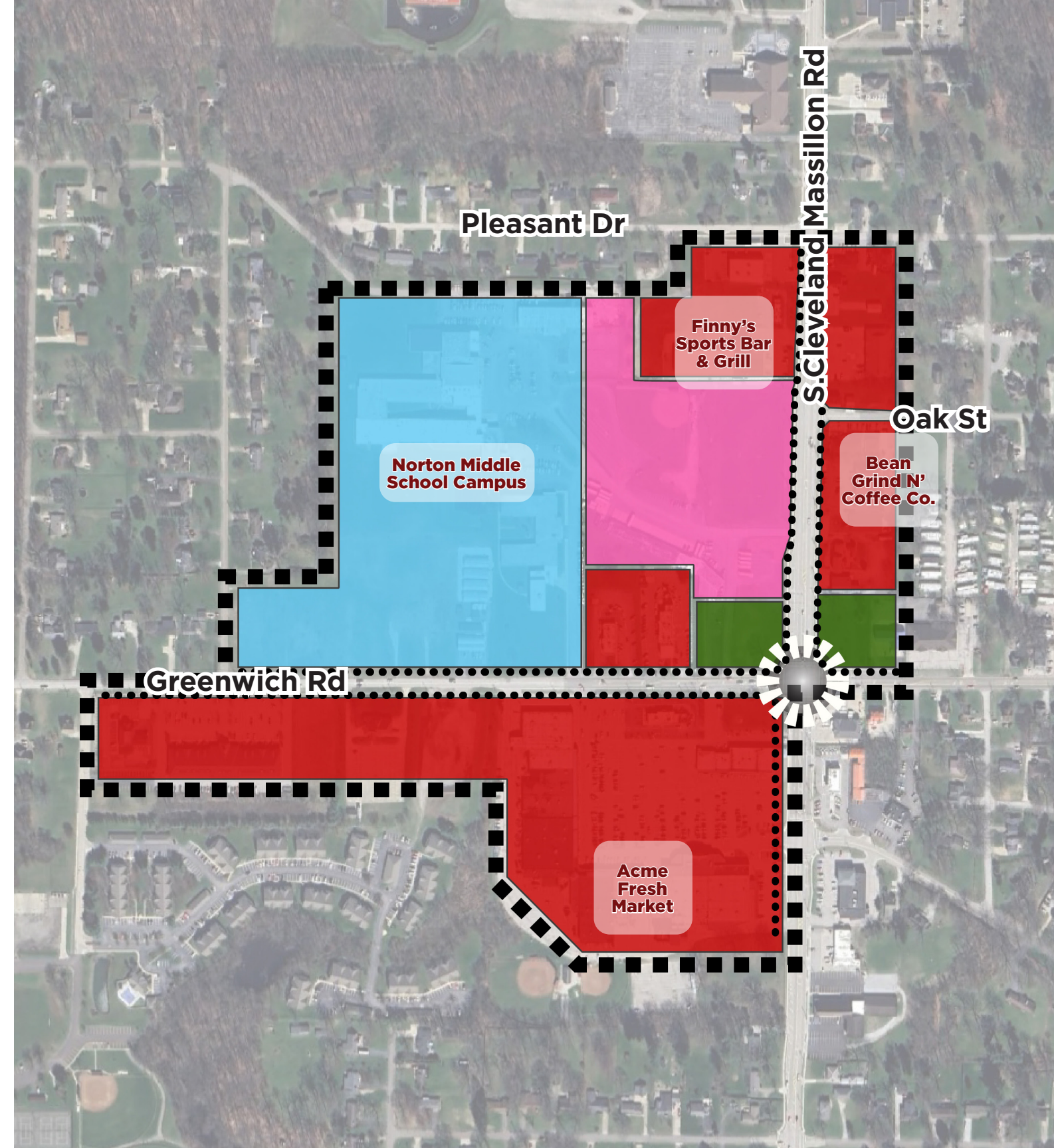
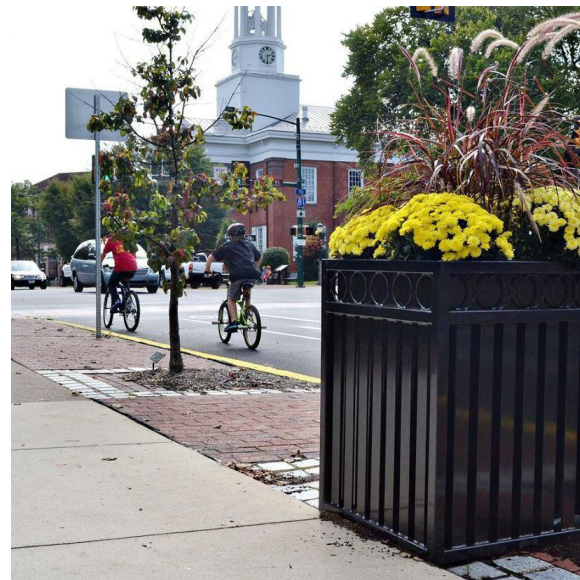




PDAS/FOCUS AREAS

# DOWNTOWN CORE - V2

Typology: Streetscape Enhancements

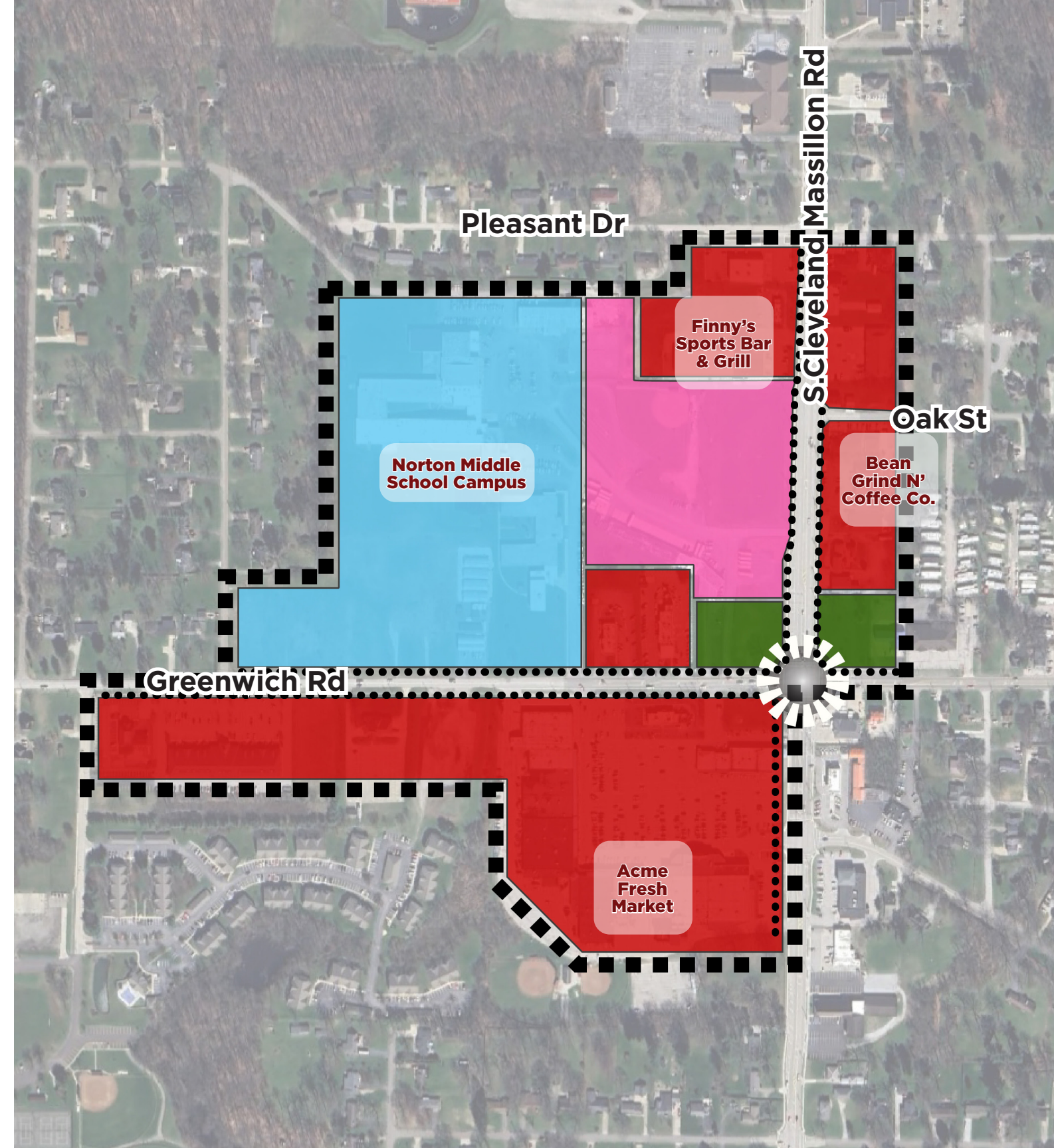




PDAS/FOCUS AREAS

# DOWNTOWN CORE - V2

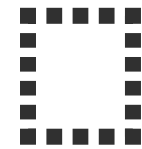
Typology: Mixed Use & Commercial





## PDAS/FOCUS AREAS

# DOWNTOWN CORE - V3



PRIORITY DEVELOPMENT AREA



PARK / GREEN SPACE



1-3 STORY MIXED USE



1-2 STORY COMMERCIAL



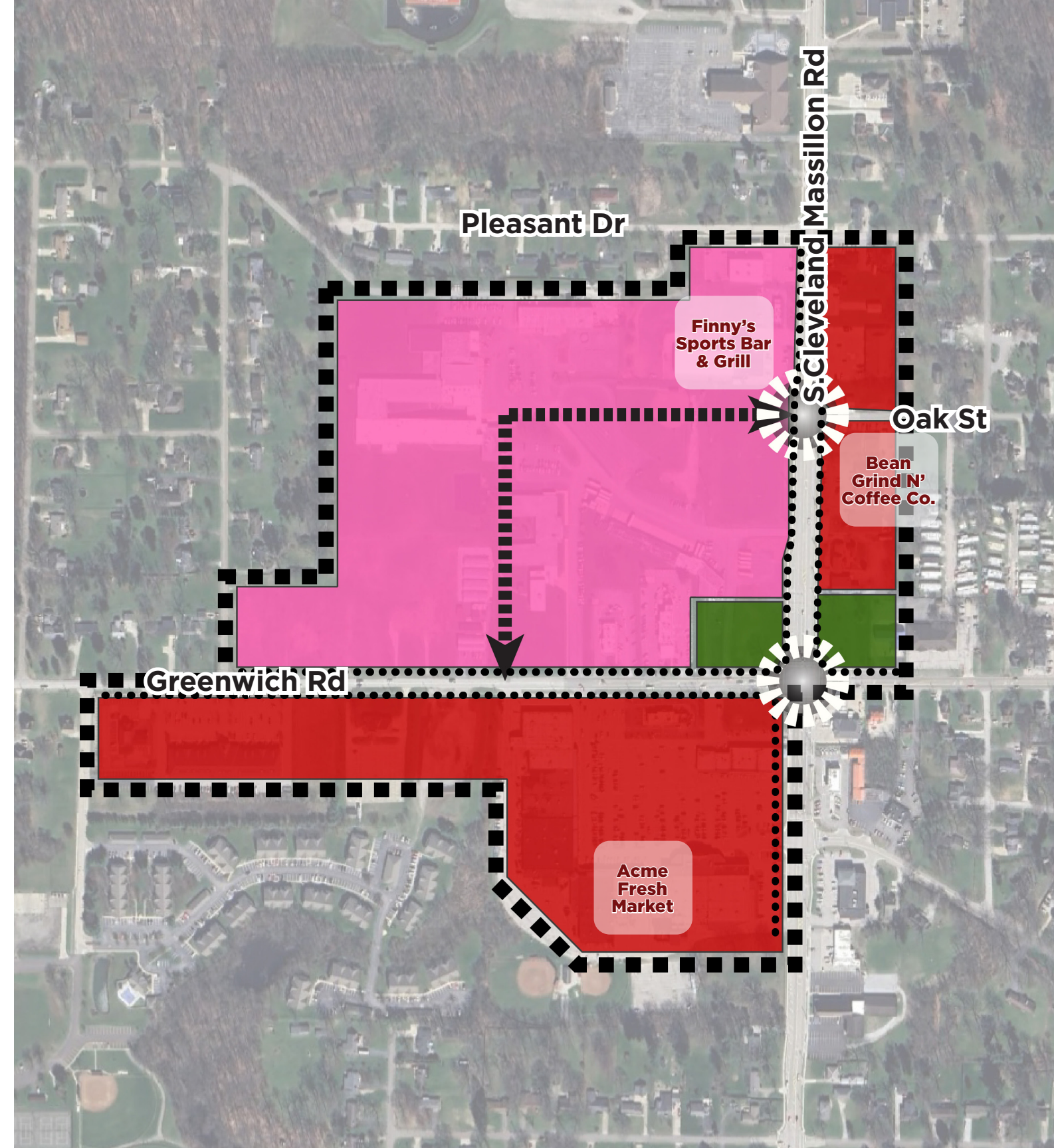
STREETSCAPE IMPROVEMENTS



INTERSECTION IMPROVEMENTS



PROPOSED ROADWAY (INTERNAL)

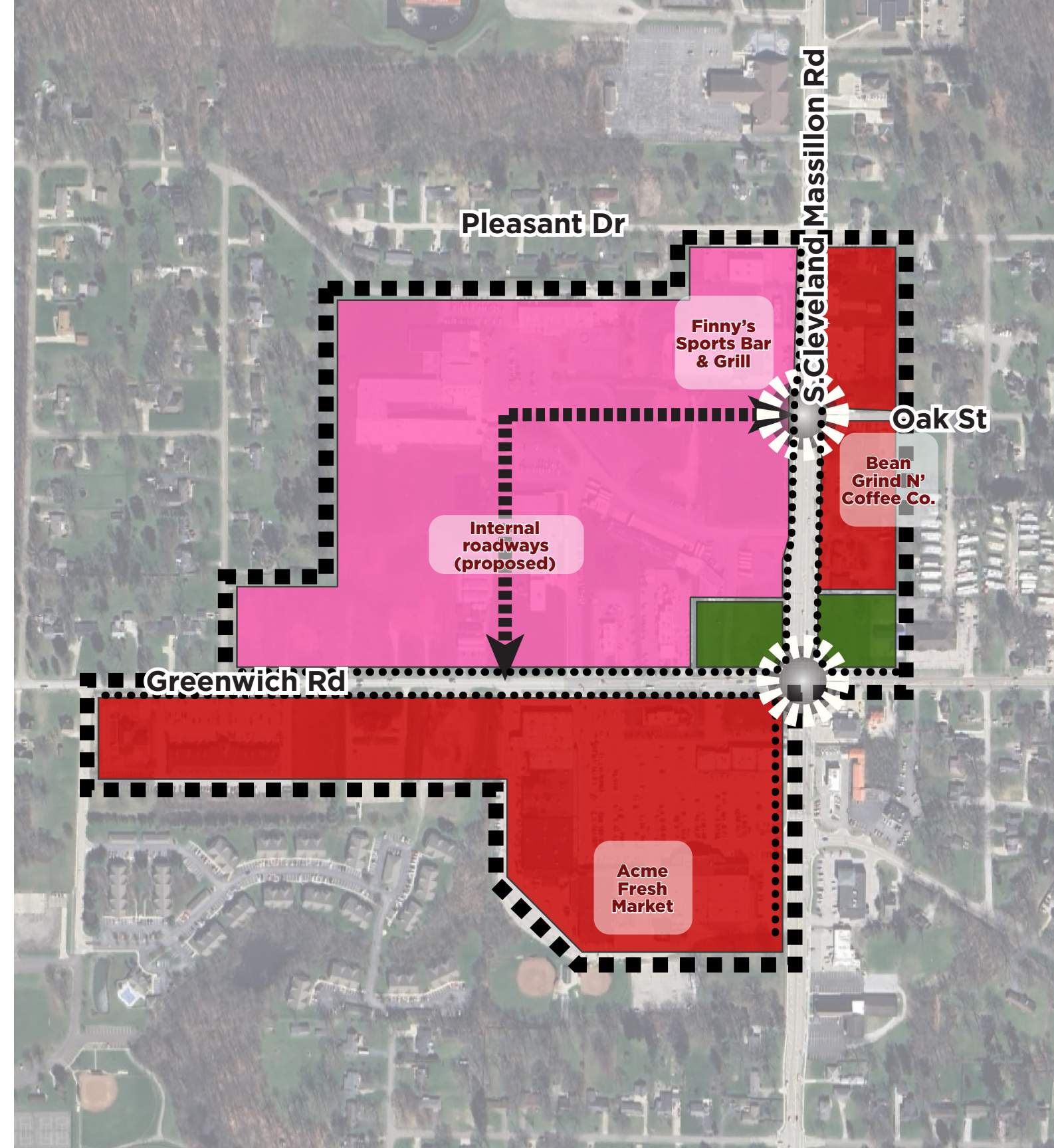




## PDAS/FOCUS AREAS

# DOWNTOWN CORE - V3

- Creation of a mixed-use development which would include commercial, retail, office, and housing.
  - Proposes the middle school building campus is located elsewhere in the community.
  - New internal roadway connections would break up the site.
- Creation of adjacent supporting greenspaces on the northeast and northwest corners of the priority area
- Promotes infill development along southern end of Greenwich.
- Improvements to the streetscapes of Greenwich, Norton, and South Cleveland Massillion Road to promote walkability and connections between the uses.
- Centralizes commercial/retail development to the core of the City and along the primary community corridor.
- The proposed land use positioning allows for the appropriate phasing of the development projects without conflicts.

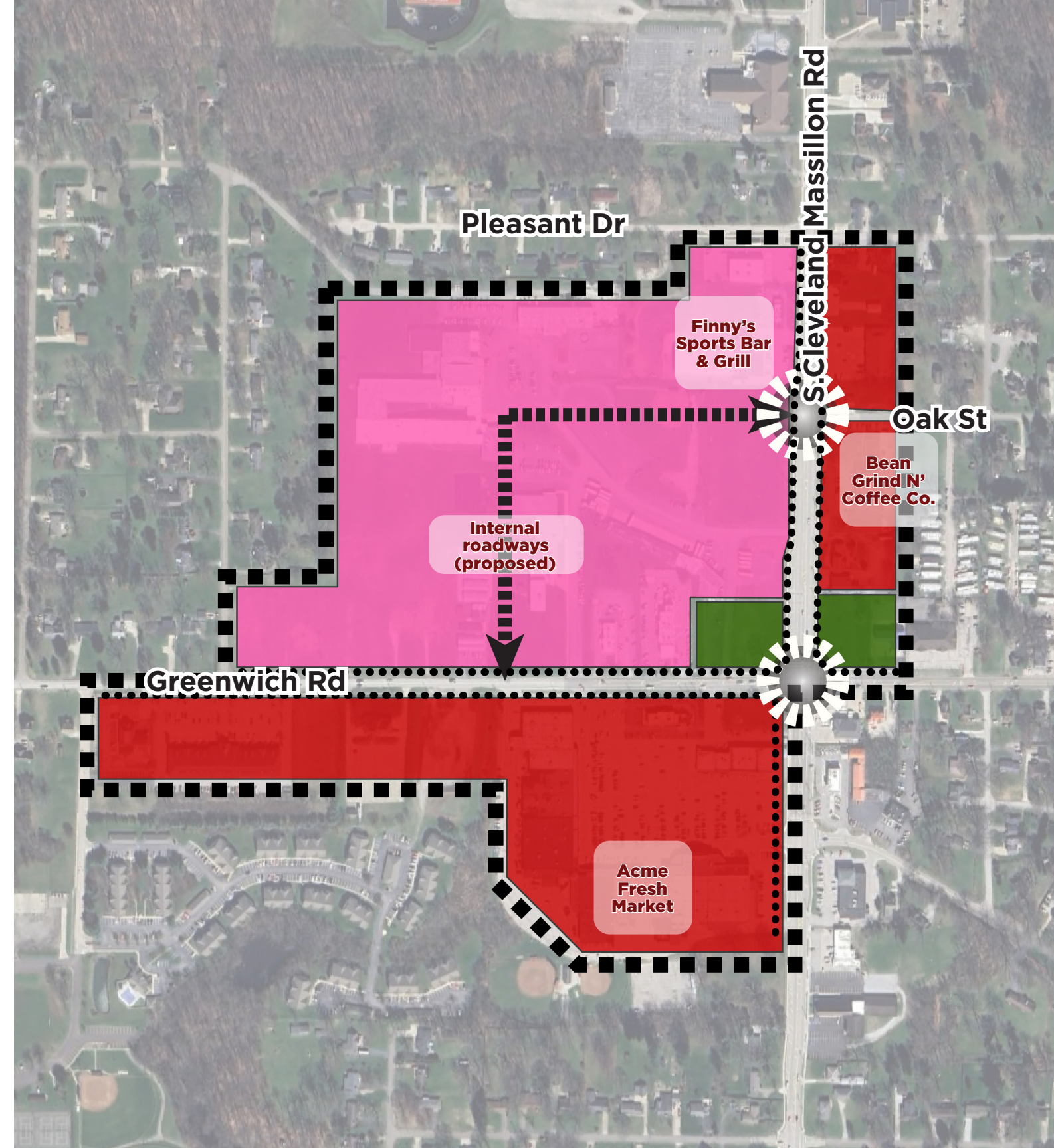




PDAS/FOCUS AREAS

# DOWNTOWN CORE - V3

Typology: Mixed Use & Commercial

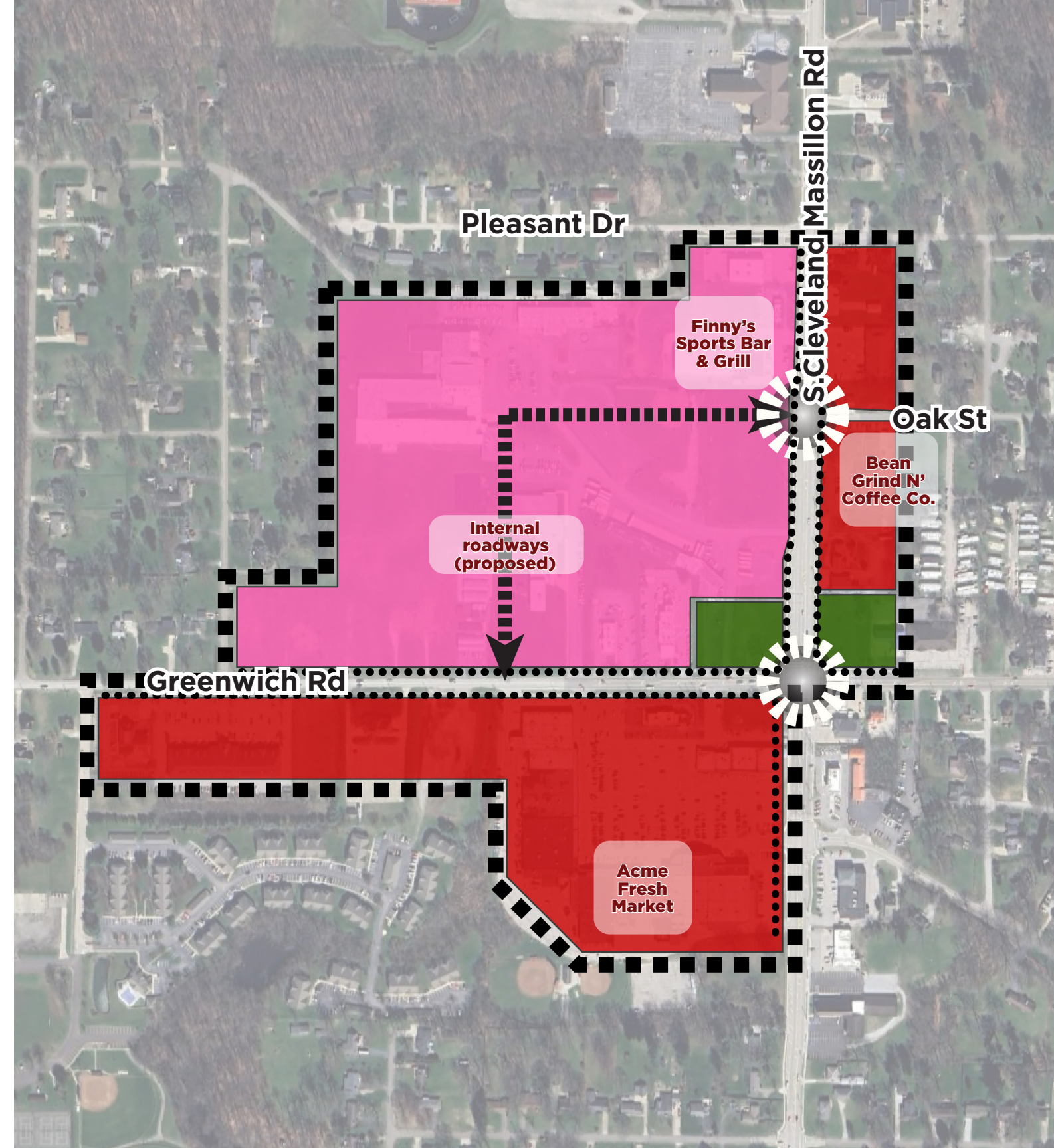




PDAS/FOCUS AREAS

# DOWNTOWN CORE - V3

Typology: Park / Green Space





# PDAS/FOCUS AREAS - FLEX INDUSTRY





# PDAS/FOCUS AREAS - FLEX INDUSTRY

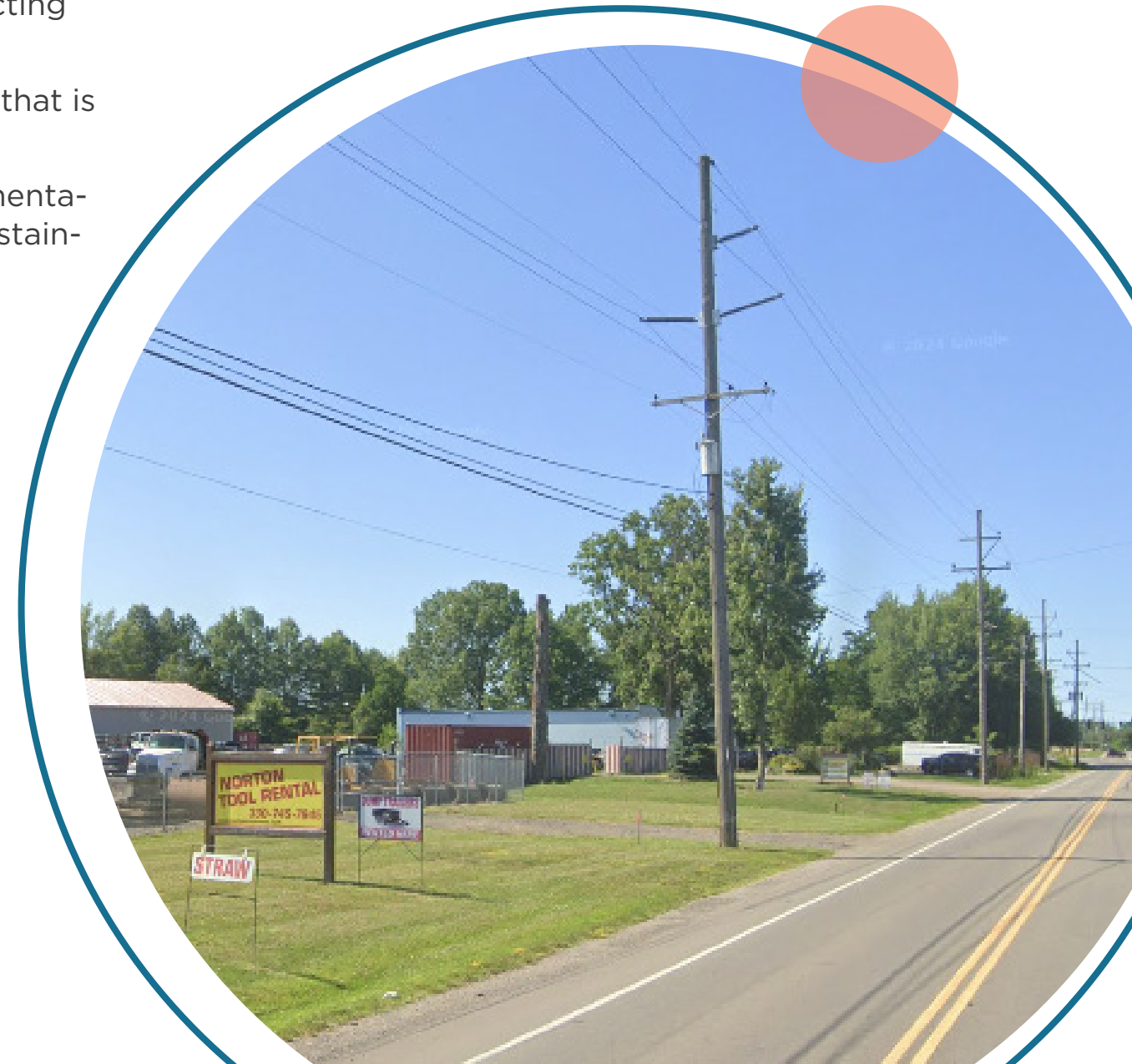


## Development Principles:

- **Encourage Economic Growth:** Offer creative ways to encourage economic growth and development that improve the community's fiscal health and quality of life, while respecting existing land uses.
- **Promote Regional Proximity:** Boost Norton's regional proximity as a unique location that is accessible to greater Ohio.
- **Foster Creative Solutions:** Support and incentive research, development, and implementation of innovative technologies and practices that enhance quality of life, promote sustainability, and drive economic growth.

## Design Principles:

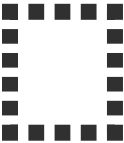



- Flex Industry
- Utility over Ornament
- Simple and Modular
- Durable Materials
- Minimalist Landscaping
- Accessibility and Circulation
- Exterior Lighting and Minimal Accents
- Easy Maintenance

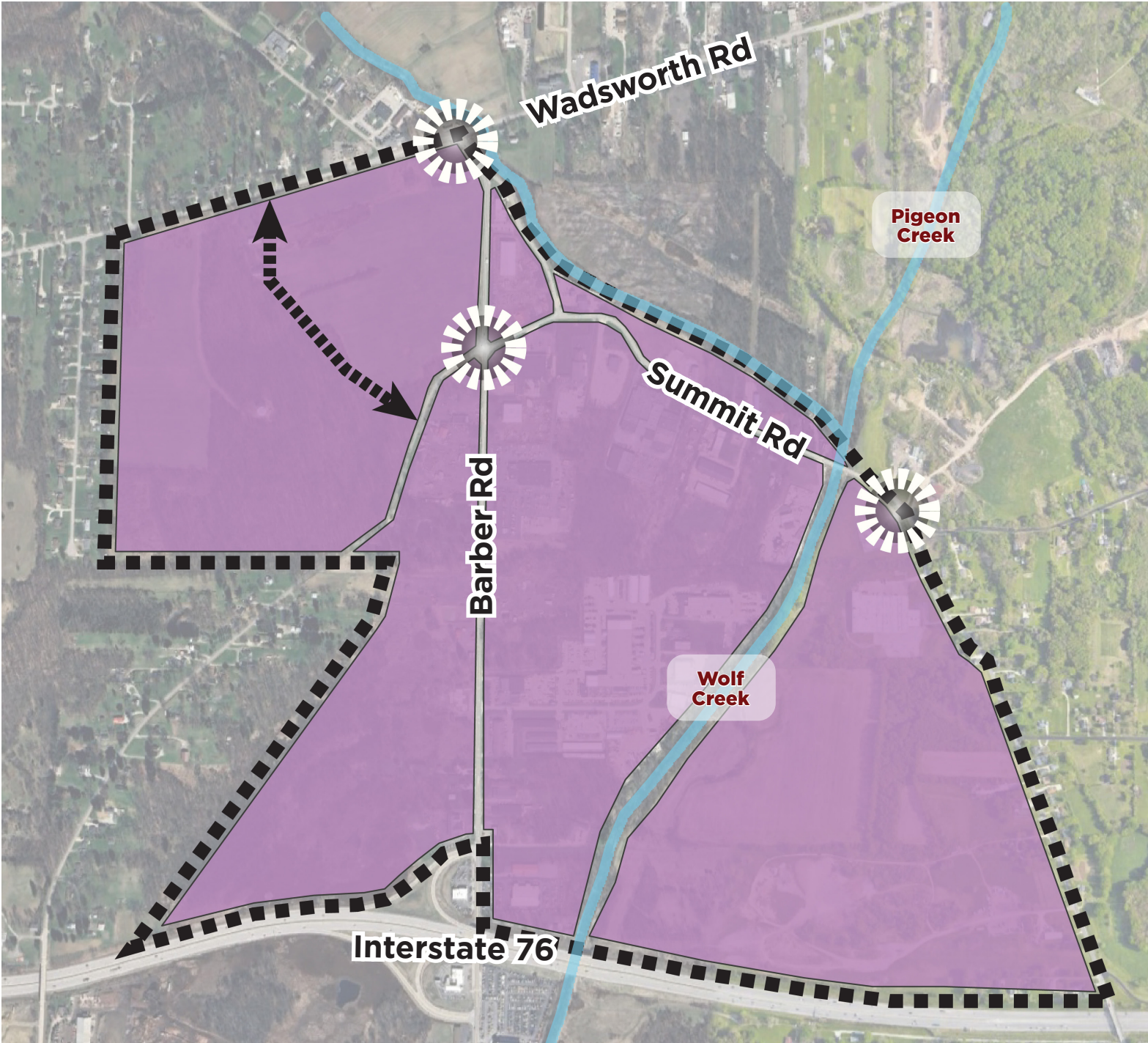




PDAS/FOCUS AREAS

# INDUSTRIAL CORE

-  PRIORITY DEVELOPMENT AREA
-  FLEX INDUSTRY
-  INTERSECTION IMPROVEMENTS
-  PROPOSED ROADWAY (INTERNAL)

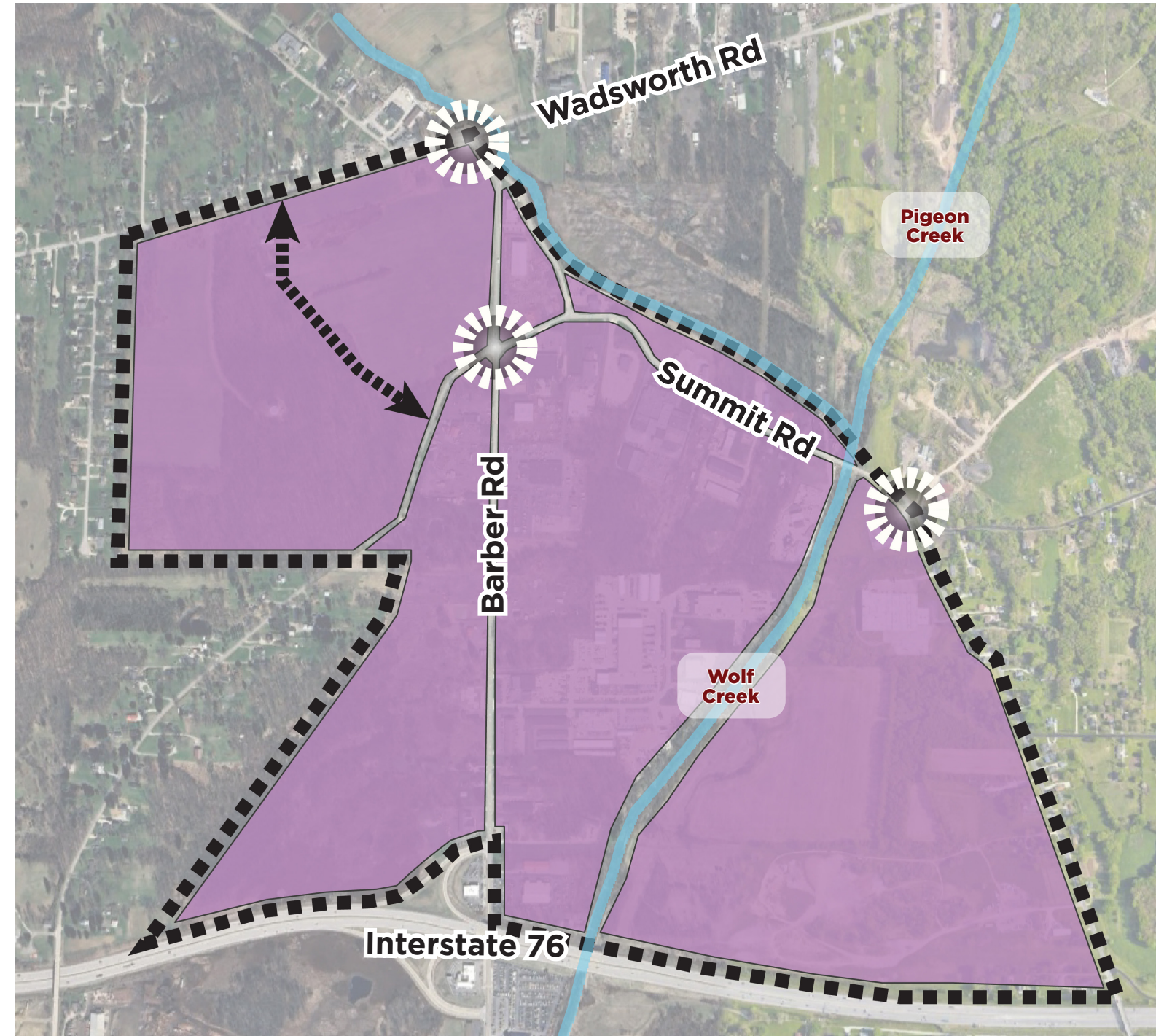




## PDAS/FOCUS AREAS

# INDUSTRIAL CORE

- Focusing on the further development of the 'flex industry' uses in the area bound by Interstate 76, Wadsworth Road, and centered around Barber Road.
  - This builds upon the existing industrial development and further enhances the proximity to Interstate 76.
- Extension of infrastructure (water and sewer) to facilitate the growth of the proposed use.
- Improvements to roadway infrastructure and intersections to assist with the potential increase in industrial traffic.
- Design and landscape guidelines should be in place to ensure appropriate development and addressing environmental sensitive areas within the proposed area.

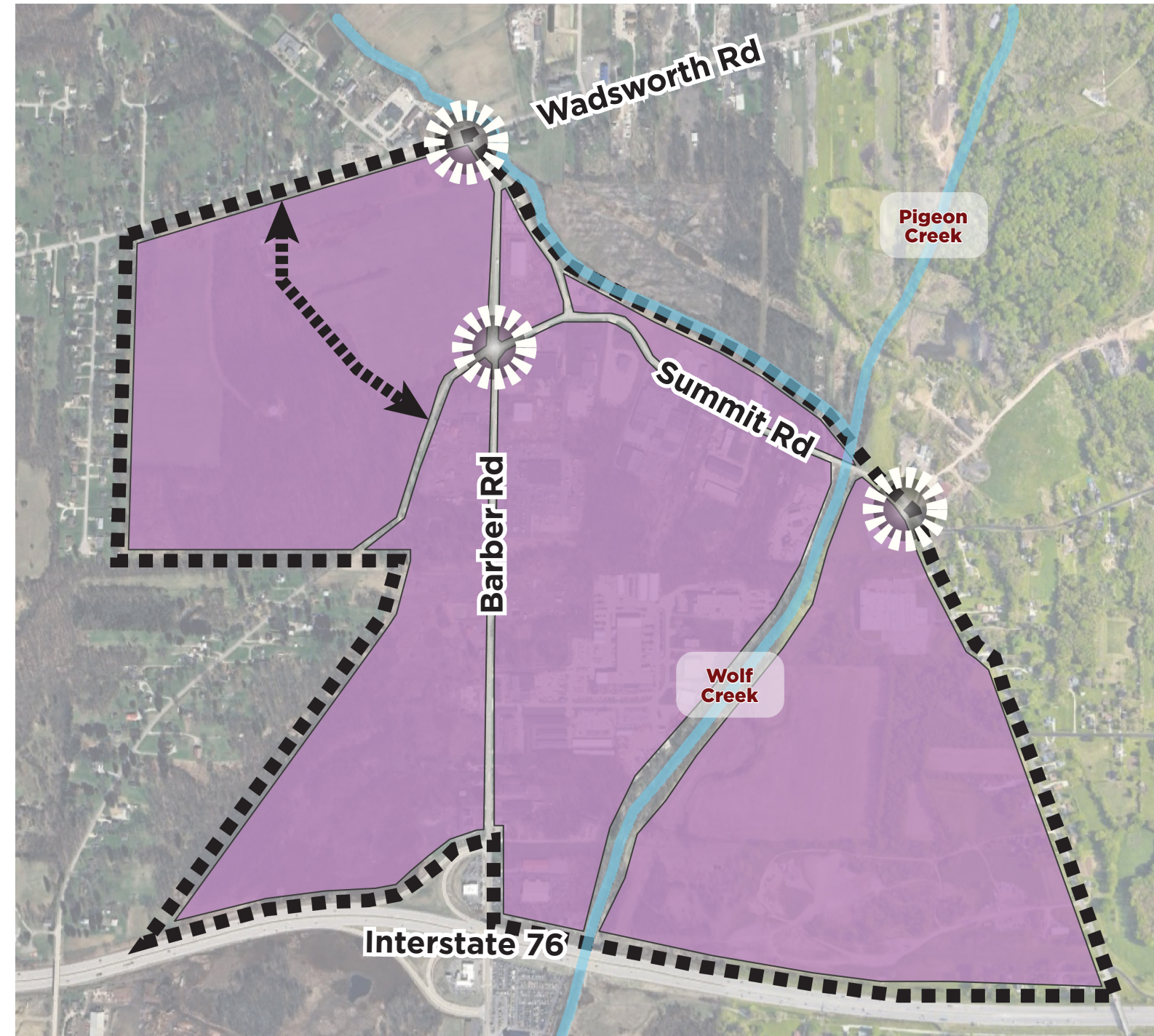




# PDAS/FOCUS AREAS

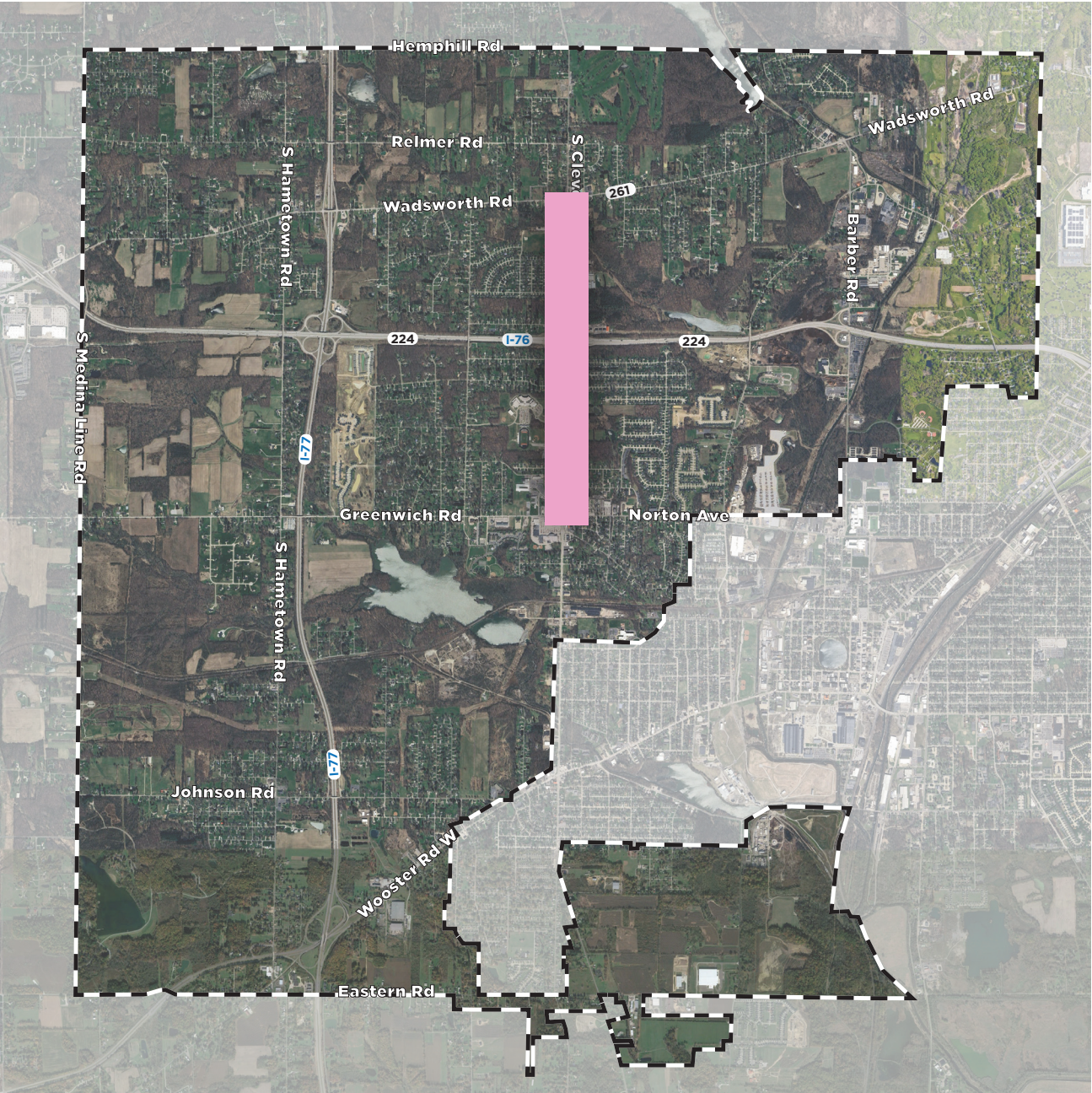
# INDUSTRIAL CORE

Typology: Flex Industry





# PDAS/FOCUS AREAS - S CLE MASS CORRIDOR





# PDAS/FOCUS AREAS - S CLE MASS CORRIDOR



## Development Principles:

- **Encourage Economic Growth:** Offer creative ways to encourage economic growth and development that improve the community's fiscal health and quality of life, while respecting existing land uses.
- **Create Community Spaces:** Provide opportunities for social gatherings and community building in a variety of community spaces (parks, dining and entertainment, historic assets, connectivity, etc.)
- **Be A Connected Community:** Connect the district through a network of pathways and places that promote social gathering, safe mobility, and healthy lifestyles.

## Design Principles:

- Defined entry
- Walkability & accessible
- Clear Identity & Signage
- Hospitable landscaping
- Street furnishings
- Lighting and accents
- Improved crossings and intersections
- Community-scale buildings





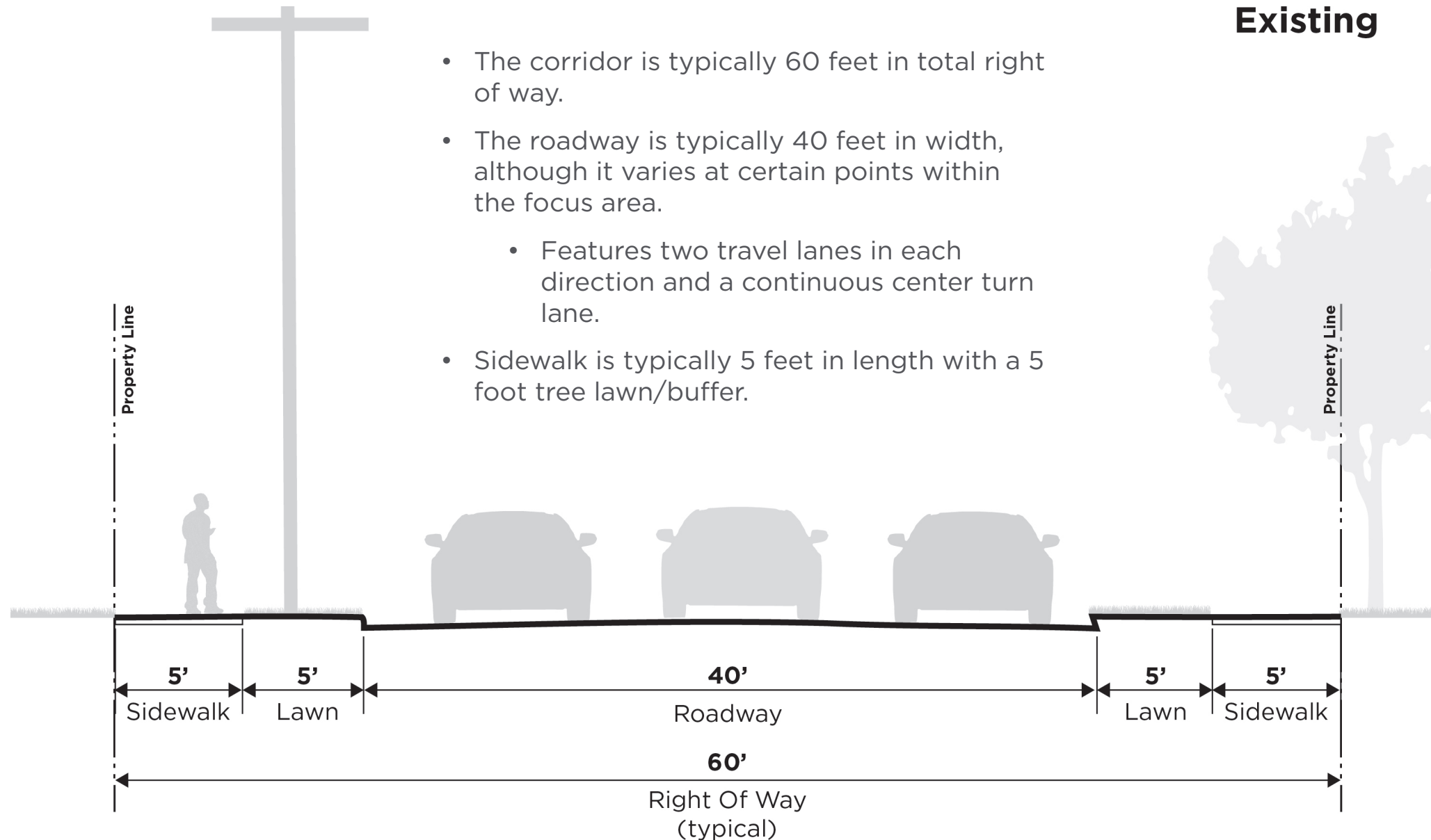
# PDAS/FOCUS AREAS - S CLE MASS CORRIDOR



## South Cleveland Massillon Road

### Existing

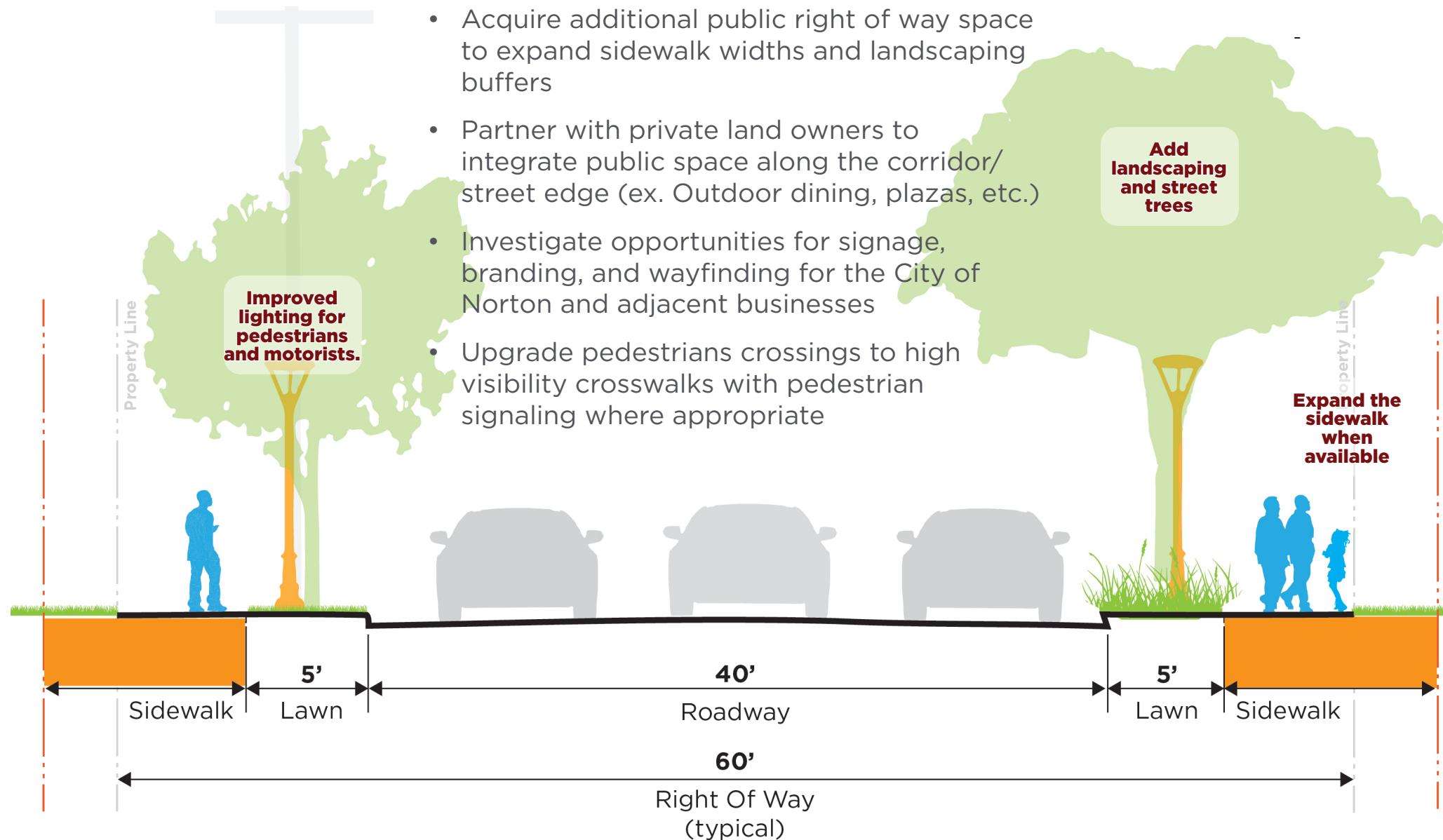
- The corridor is typically 60 feet in total right of way.
- The roadway is typically 40 feet in width, although it varies at certain points within the focus area.
  - Features two travel lanes in each direction and a continuous center turn lane.
- Sidewalk is typically 5 feet in length with a 5 foot tree lawn/buffer.





# PDAS/FOCUS AREAS - S CLE MASS CORRIDOR

## South Cleveland Massillon Road Recommendations





# PDAS/FOCUS AREAS - S CLE MASS CORRIDOR



## Typology: Streetscape/Corridor Enhancements





# NEXT STEPS

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- After you have reviewed the handout, share your thoughts and comments.
- Tell us which of the proposed downtown focus area options you prefer.
- Is there something we have missed or should give more consideration too?