



Welcome

PUBLIC MEETING #3

Cleveland Heights Master Plan

November 2, 2016

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- Public Meeting Changes
- Implementation Tables
- Gathering Feedback
- What's Next?
- Question and Answer

- **What is a Master Plan? – Review**

- The Cleveland Heights Master Plan
- Public Meeting Changes
- Implementation Tables
- Gathering Feedback
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- **The Cleveland Heights Master Plan**
- Public Meeting Changes
- Implementation Tables
- Gathering Feedback
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- **Public Meeting Changes**
- Implementation Tables
- Gathering Feedback
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- Public Meeting Changes
- **Implementation Tables**
- Gathering Feedback
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- Public Meeting Changes
- Implementation Tables
- **Gathering Feedback**
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- Public Meeting Changes
- Implementation Tables
- Gathering Feedback
- **What's Next?**
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- Public Meeting Changes
- Implementation Tables
- Gathering Feedback
- What's Next?
- **Question and Answer**

WHAT IS A MASTER PLAN?

Review



- A long-term plan for how the community wants to grow and develop in the future

- Inventories what **exists today** and outlines a **community's vision** for the future
- Describes **concrete action steps** to achieve the vision

Why plan?

- Provides the opportunity for **community input**
- **Prepares the City**, residents, and businesses for the future
- **Shapes future development** to match your priorities
- Gives a **competitive advantage** when applying for grants and funding

This is the community's plan.

How does it get implemented?

- Potential partners for each action
- Assists in aligning funding streams and developing grant applications
- Updated as circumstances and priorities change

THE CLEVELAND HEIGHTS MASTER PLAN



Four Steps

**Current
Conditions and
Community
Vision**

**Policy
Development**

**Implementation
Plan**

Final Master Plan

Community profile and broad goals for how the community wants to grow and develop in the future



**Current
Conditions and
Community
Vision**

**Policy
Development**

**Implementation
Plan**

Final Master Plan

Policies and actions to achieve the community's desired future



**Current
Conditions and
Community
Vision**

**Policy
Development**

**Implementation
Plan**

Final Master Plan

Strategies, priorities, and partners for undertaking actions



**Current
Conditions and
Community
Vision**

**Policy
Development**

**Implementation
Plan**

Final Master Plan

Combined and completed Master Plan document



PUBLIC MEETING CHANGES



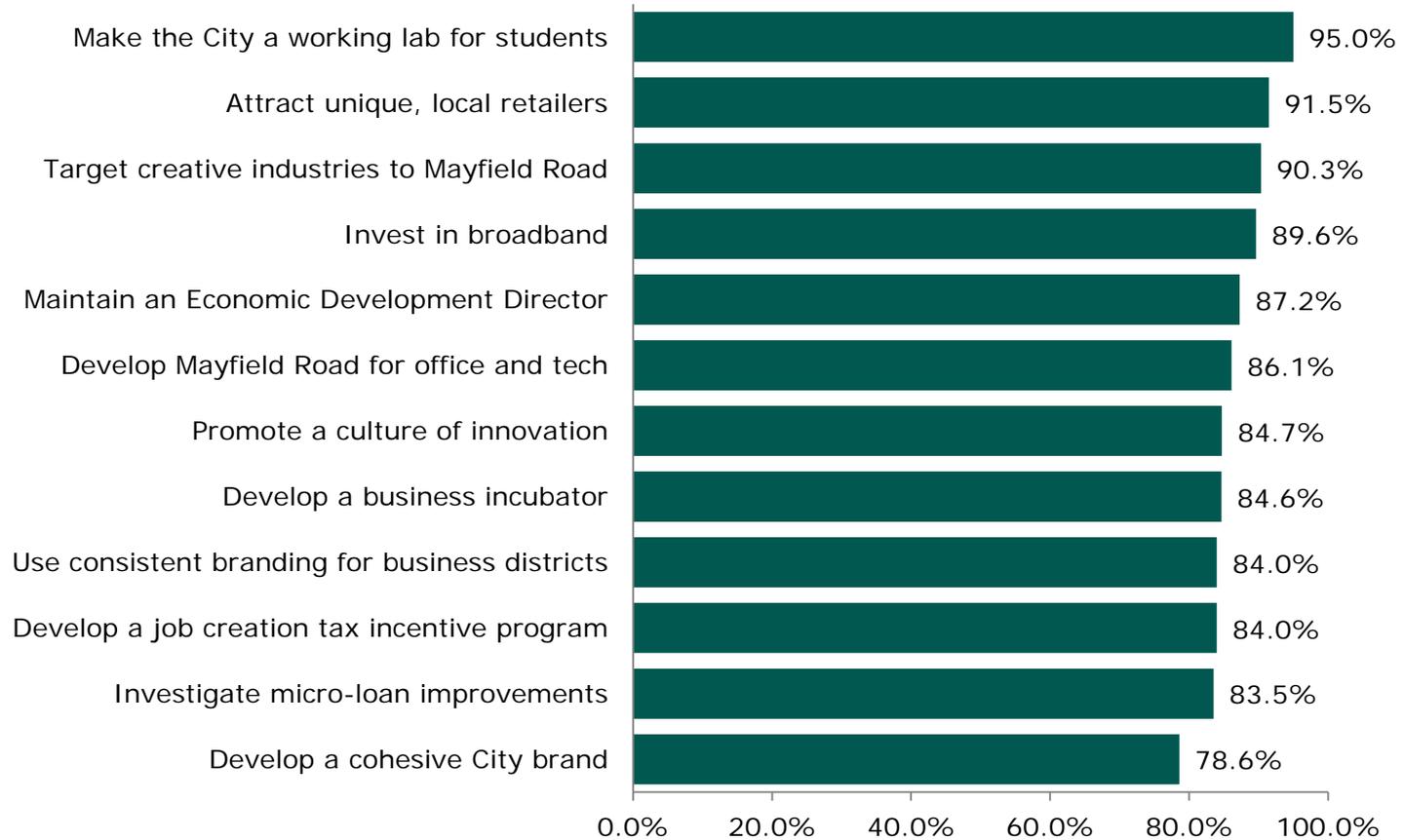
Public Meeting #2

- Approximately 90 attendees
- 255 online surveys

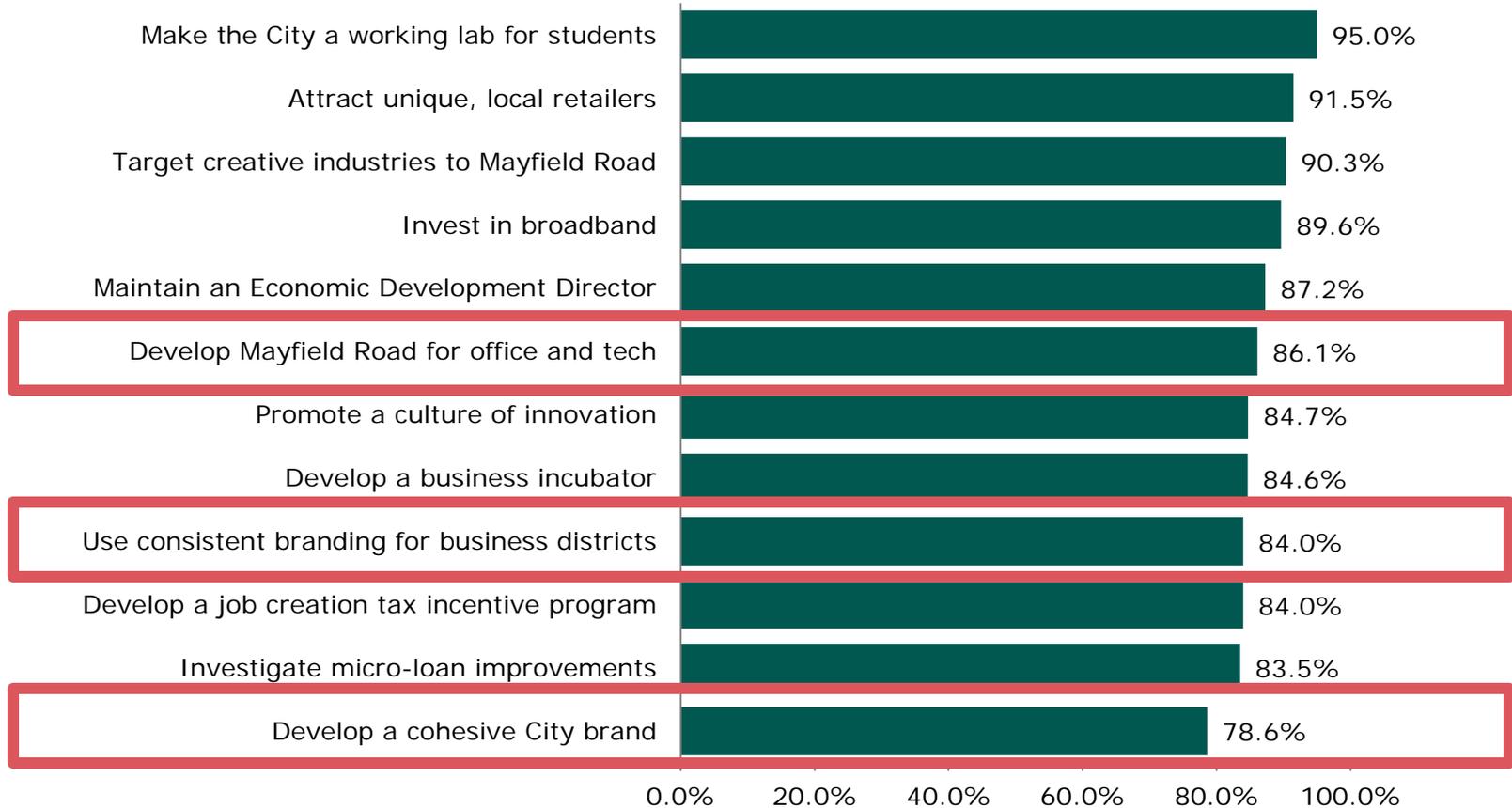
Voting

- Almost every action—with the exception of Severance—was marked as ‘Keep It’ by a majority of respondents

BUSINESS FRIENDLY



BUSINESS FRIENDLY



BUSINESS FRIENDLY

Recurring Themes

- **Mayfield Road Office and Technology Corridor:** Ensure appropriate scale and design, update zoning to facilitate development
- **Consistent Business District Marketing:** While similar branding is appropriate, maintain some elements of individual business districts
- **Branding:** A consistent branding campaign should use all or parts of the existing City logo in the future

VIBRANT NEIGHBORHOODS

Recurring Themes

- **Assemble Properties for Larger Redevelopments:** Ensure appropriate scale and design, ensure public involvement in the process
- **Infill Development Task Force:** Have clear goals, a limited agenda, and an end date
- **Fix-it First Policy:** Focus housing efforts on fixing existing homes and using demolition when rehabilitation is not possible
- **Accessory Dwelling Units:** Concerns about how these would be regulated; desire for other options as well

COMPLETE TRANSPORTATION NETWORK

Recurring Themes

- **Business District Shuttles:** A low priority action for a variety of reasons
 - Removed to focus on other transit elements
- **Gateways:** In addition to large gateways on Mayfield and Cedar Glen, smaller City entrances should also have attractive entryways

HUB FOR ARTS AND CULTURE

Recurring Themes

- **Lee and Meadowbrook Site:** Many comments in support of using this site for public events or public space
- **Supporting the Food Movement:** Including food and local chefs in the definition of art

DIVERSE AND OPEN COMMUNITY

Recurring Themes

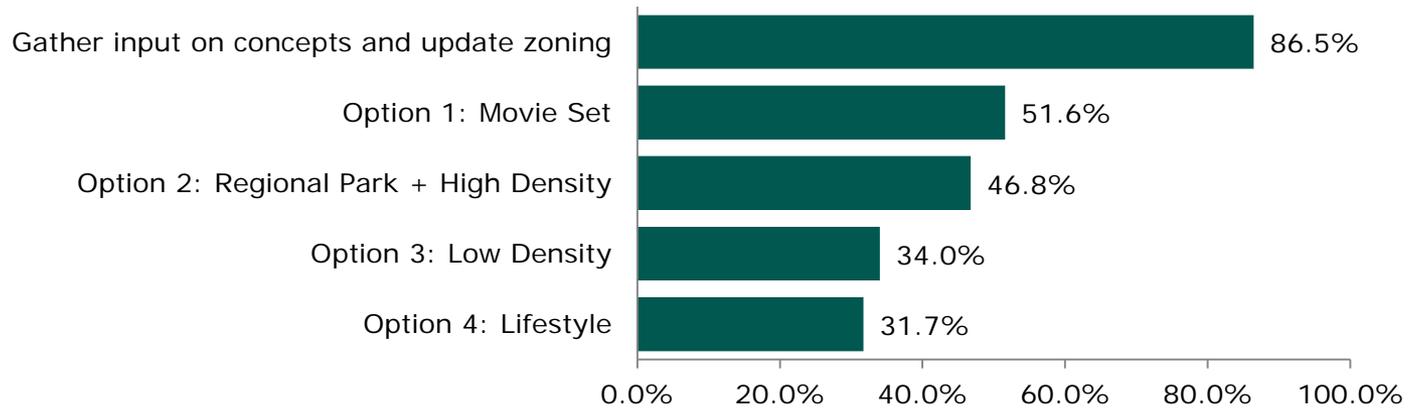
- **Employee Diversity Training:** Include training on working with those with disabilities or mental health issues
- **Universal Design:** Ensure universal design—building homes that are accessible to all—does not halt new construction or limit affordability

A HEALTHY COMMUNITY

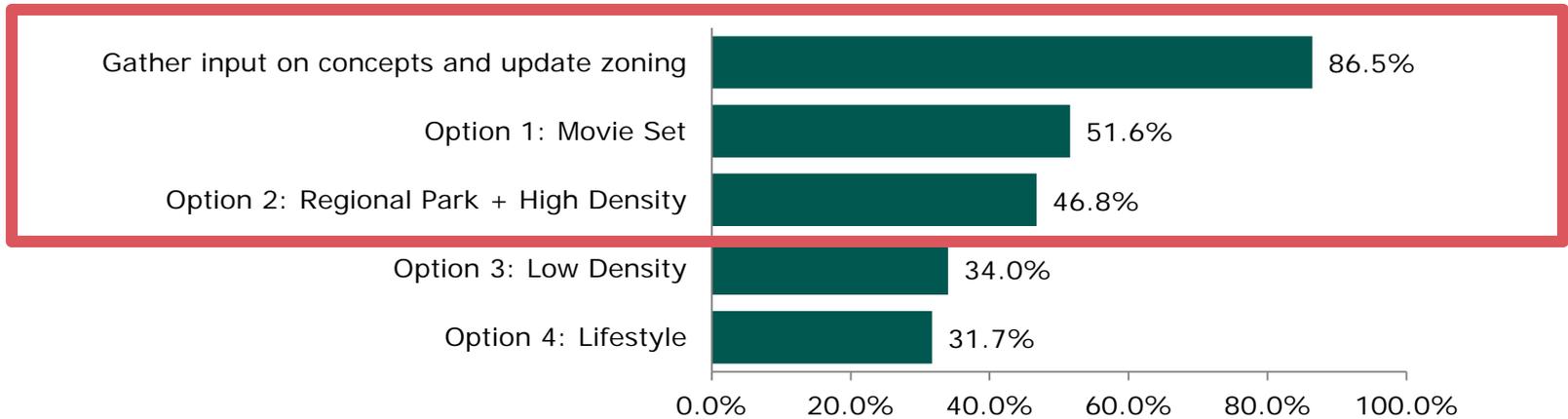
Recurring Themes

- **Ensuring Parks are within a ¼ Mile:** Focus on improving and using existing parks; little ability to build new parks

SEVERANCE TOWN CENTER



SEVERANCE TOWN CENTER



SEVERANCE TOWN CENTER

Recurring Themes

- **Option 1—Movie Studio:** Liked maintaining Dave's and Home Depot; questioned feasibility and market viability
- **Option 2—Regional Park+High Density Housing:** Concerns about potentially losing retail; negative feeling about golf course

Results Report

- Major changes described today
- Full Results Report available online

IMPLEMENTATION TABLES



Types of Actions

- Proactive Actions
- Responsive Actions
- Ongoing Actions

Goals and actions linked directly to the appropriate page



Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/ Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



How long it will take to accomplish this action

Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/ Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



Priority level to show which action should be undertaken first
(More Stars = Higher Priority)

This will be added from public input

Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/ Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



Existing groups, proposed organizations, and partners to accomplish the task



Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/ Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



Existing groups, proposed organizations, and partners to accomplish

POTENTIAL PARTNERS LEGEND

City of Cleveland Heights

- CH-UH Schools
- Police and Fire

Private and Non-Profit Entities

- Private Property Owners
- Neighborhood Groups
- Transit Advocacy Groups
- Bicycle Advocacy Groups
- Proposed Community Development Corporation
- Non-Profits
- Qualified Design Professionals
- Higher Education Partnerships
- Regional Institutions
- University Circle Incorporated
- Special Improvement Districts
- Heights Community Congress
- Home Repair Resource Center
- Future Heights
- Partnership

Other Governmental Agencies

- Northeast Ohio Area-wide Coordinating Agency (NOACA)
- Cuyahoga County Department of Public Works
- County Planning
- Ohio Department of Transportation (ODOT)
- Cuyahoga Arts and Culture District
- Northeast Ohio Regional Sewer Agency
- Greater Cleveland Regional Transit Agency
- General Surrounding Communities
- Cuyahoga County Land Bank
- Cuyahoga County Department of Sustainability
- Ohio Department of Health
- Heights Libraries
- Cuyahoga County Board of Health
- Cuyahoga Soil & Water Conservation District

Priority Level

- ★ Lowest Priority
- ★★ Middle Priority
- ★★★ Highest Priority

Goals and Actions

Project Time and Priority

Use events to activate neighborhoods

Support the expansion of arts events that encourage visitors to explore business districts, page 100

1-2 Yrs

Links to a symbol legend



Relative cost of the action:
Low - Medium - High



Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/ Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



Potential grant and loan programs to fund the action



Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/ Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



Space to describe status or mark an action as complete



Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



Goals and Actions	Projected Timeline and Priority	Potential Partners	Est. Cost	Potential Funding Sources	Status/ Date Complete
Use events to activate neighborhoods and business districts, page 100					
Support the expansion of arts events that encourage visitors to explore business districts, page 100	1-2 Yrs		Low	Cuyahoga Arts and Culture Various Grants ArtPlace America Grants Robert Wood Johnson Foundation Grants The George Gund Foundation The Cleveland Foundation The Kresge Foundation	



GATHERING FEEDBACK

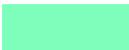




Ten Stations



Ten Stations

-  Vibrant Neighborhoods
-  Complete Transportation Network
-  Environmentally Sustainable
Community/High-Quality Infrastructure
-  Business Friendly
-  Strong Business Districts
-  Hub for Arts and Culture
-  A Diverse and Open Community/A Safe
and Engaged Community
-  A Healthy Community
-  Future Land Use
-  Core Strategy



Vision Topic →



Instructions →

Review the actions below. Place a dot in the green box if you want this action to be a high (green dot), medium (yellow dot), or low (red dot) priority. If you have any comments on your prioritization, write a comment on a sticky note and place it in the grey box at the bottom.

● High Priority ● Medium Priority ● Low Priority

Goal Topic →

Actions →

	Revitalize neighborhoods			Promote neighborhoods		Identities	
	Incentivize investments in new housing and in home repairs, and host information sessions with technical advice	Develop a task force to recommend improvements to streamline the City's process for building houses on vacant lots	Assemble City- or Land Bank-owned properties, advertise them, and explore opportunities for multiple redevelopments	Complete a housing preferences survey to determine why residents are choosing to live in or move from Cleveland Heights	Advertise the City as a home for growing populations—University Circle employees, seniors, young people, recent transplants	Work with University Circle institutions to investigate a housing incentive for employees to live in Cleveland Heights	Develop more detailed area plans for neighborhood planning districts

Priorities →

PRIORITY								PRIORITY
----------	--	--	--	--	--	--	--	----------

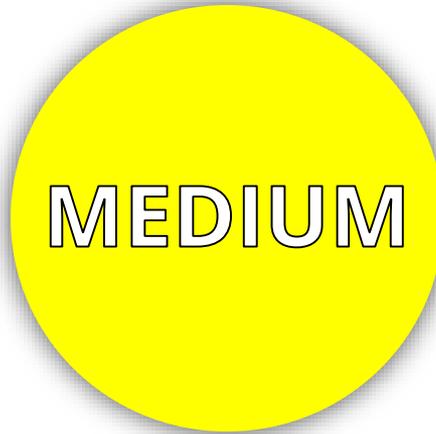
Comments →

COMMENTS?									COMMENTS?
-----------	--	--	--	--	--	--	--	--	-----------

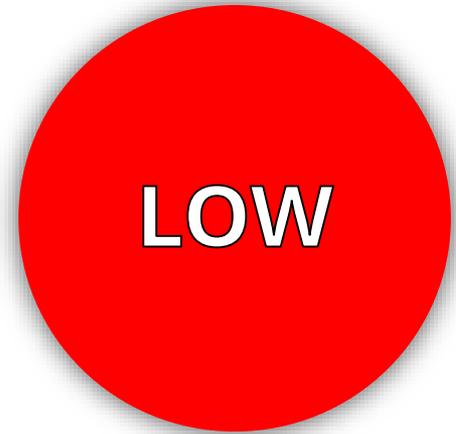
Priority Levels



High priority:
Undertake these
actions first



Medium priority:
Undertake these
actions next



Low priority:
Undertake these
actions last



VIBRANT NEIGHBORHOODS

Review the actions below. Place a dot in the green box if you want this action to be a high (green dot), medium (yellow dot), or low (red dot) priority. If you have any comments on your prioritization, write a comment on a sticky note and place it in the grey box at the bottom.

● High Priority ● Medium Priority ● Low Priority

Priorities →

Comments →

	Revitalize neighborhoods			Promote neighborhoods			Identities
	Incentivize investments in new housing and in home repairs, and host information sessions with technical advice	Develop a task force to recommend improvements to streamline the City's process for building houses on vacant lots	Assemble City- or Land Bank-owned properties, advertise them, and explore opportunities for multiple redevelopments	Complete a housing preferences survey to determine why residents are choosing to live in or move from Cleveland Heights	Advertise the City as a home for growing populations—University Circle employees, seniors, young people, recent transplants	Work with University Circle institutions to investigate a housing incentive for employees to live in Cleveland Heights	Develop more detailed area plans for neighborhood planning districts
PRIORITIES							
COMMENTS?							

- We have limited you to ten green dots, ten yellow dots, and ten red dots
 - **Green** dots are highest priority
 - **Yellow** dots are medium priority
 - **Red** dots are low priority

- Visit the stations, ask questions, and prioritize actions
- We will update the plan based on your input and feedback

Forgot to write something down? Wanted more time to consider your thoughts? Have friends that are missing the meeting?

**An online survey with
information from the meeting is
available at
tinyurl.com/ClevelandHeightsPM3Survey**



Forgot to write something down? Wanted more time to consider your thoughts? Have friends that are missing the meeting?

**An online survey with
information from the meeting is
available at
tinyurl.com/ClevelandHeightsPM3Survey**

The survey will close on November 20, 2016

WHAT'S NEXT?



Public Meetings

Tonight finalizes our public meetings

Meetings	Topic	Date
Meeting #1	Community Vision	February 23, 2016
Meeting #2	Policies	July 14, 2016
Meeting #3	Implementation	November 2, 2016

Draft Master Plan

- We will update the implementation tables with your input
- The information, documents, and feedback from previous meetings will be combined into a single draft Master Plan document



Plan Presentations

- We will present the draft Master Plan document to the Planning Commission and City Council
- Planning Commission and City Council can review and adopt the Master Plan according to their internal schedule



- Look for the draft Master Plan at www.ClevelandHeights.com/Master-Plan
- Contact the Cleveland Heights Planning Department with questions at planning@clvhts.com



Before you give us feedback...

Questions?