

CEDAR – FAIRMOUNT DISTRICT --- COMMUNITY STAKEHOLDER SURVEY TRANSPORTATION AND STREETScape STUDY

Over the next few months, the City of Cleveland Heights will be conducting a comprehensive study of the Cedar-Fairmount District in order to enhance the mixed-use nature of the area. By analyzing existing traffic patterns and current street and sidewalk conditions, the study will focus on managing and calming vehicular traffic, maximizing parking opportunities and creating a compelling streetscape that fosters activity and vitality for pedestrians and business owners in the district. The following survey is a first step in the process that will provide the City with valuable information about your experiences and perceptions. Because of the study area's diverse nature, the survey aims to gain information from both residents and businesses. By providing us with your opinions, concerns and ideas through this survey, you, as an important stakeholder and user of the District, are helping to shape this very important Cleveland Heights neighborhood.

Whether you are a commercial property owner, lease your business space, a home owner or tenant, please respond to these questions as thoroughly as possible. We appreciate your time and look forward to incorporating your responses into our work-plan. As we continue to receive surveys, assemble the collected data, and begin to make recommendations to further enhance the District, the City will hold several "town-hall" community meetings. The first community meeting is scheduled for June 5th, at the Cleveland Heights Community Center between 7-9pm.

For the purposes of this study, the study area is generally described as Cedar Road from the base of the hill extending east to the intersection of Cedar and Norfolk Roads and the surrounding neighborhoods.

We truly appreciate your participation and request you return this survey to the City of Cleveland Heights by **June 4th**.

Regards,

Edward J. Kelley
Mayor
City of Cleveland Heights

Mail to or
Drop off
at: Nancy McLaughlin
City of Cleveland Heights
40 Severance Circle
Cleveland Heights, OH 44118

Fax to: 216-291-3761
(attn. Nancy McLaughlin)
Email to: nmclaughlin@clvhts.com

CEDAR- FAIRMOUNT DISTRICT CONSIDERATIONS

This project's main focus is to enhance the Cedar-Fairmount neighborhood. By studying suggestions, concerns, traffic data and other successful mixed-use districts, the project team and the City of Cleveland Heights will develop a plan that takes advantages of opportunities and builds upon the unique nature of the district. As a user of the district, your opinions, perceptions and concerns will provide insight into the design process and will greatly inform the final plan.

What are the three most important things you feel this project should address?

Please rank each of the following uses/issues according to their importance to the establishment of a successful mixed-use district (perhaps a place you have visited shares similar elements). What components do you feel are important to create a positive perception of a "downtown" district?
 (1= very important, 2 = somewhat important, 3 = not important).

<u>Rank</u>		<u>Rank</u>	
<hr/>	Parks, plazas and green space	<hr/>	Entertainment uses
<hr/>	Civic uses	<hr/>	Recreational uses
<hr/>	Residential uses (townhomes, lofts, condos)	<hr/>	Street / traffic patterns
<hr/>	Service-oriented retail (dry cleaner, grocery, etc.)	<hr/>	Bicycle-friendly environment
<hr/>	Destination retail (boutiques, galleries, etc.)	<hr/>	Improved accessibility to and from the district
<hr/>	Sit-down restaurants, coffee shops, etc.	<hr/>	Street trees / improved landscaping
<hr/>	Commercial services (auto repair, gas stations, etc.)	<hr/>	Parking supply
<hr/>	Hospitality uses (hotels, inns, bed & breakfasts, etc.)	<hr/>	Connections to the surrounding neighborhoods
<hr/>	Outdoor dining opportunities for restaurants	<hr/>	Slower speed limit/ safer pedestrian environment
<hr/>	Signage / Wayfinding elements	<hr/>	Well lit street / sidewalks for vehicles / pedestrians
<hr/>	"Walkability" of the district (wide sidewalks, safe street crossings, inviting pedestrian-oriented environment)	<hr/>	Pedestrian amenities (outdoor seating, public art, trash cans, etc.)

Below is a series of questions organized by topic. The first question in each pair focuses on **WHAT** you think is important to improve the District. The second question asks **HOW** you think the District performs in its current condition. Please circle the most appropriate response according to the following rating system:

- | | | |
|---|---|--|
| 1 = Not important at all
= Poor | 3 = Neutral
= Average | 5 = Very important
= Excellent |
| 2 = Not very important
= Fair | 4 = Somewhat important
= Good | |

How important is the general appearance of the Cedar – Fairmount District to the success of your business/institution/other?	1	2	3	4	5
In its current condition, how would you rate the district's appearance?	1	2	3	4	5
How important is the general appearance of the district, acting as a gateway to the city, in the way that people perceive the City of Cleveland Heights?	1	2	3	4	5
In its current condition, how do you think people relate Cedar-Fairmount's general appearance to the City's character?	1	2	3	4	5
How important are roadway improvements, such as reconfigured lanes, traffic calming features, medians, bike lanes, etc. to the success of the district?	1	2	3	4	5
In its current condition, how would you rate the district's roadway configuration?	1	2	3	4	5
How important is identification signage and marketing for the district?	1	2	3	4	5
In its current condition, how would you rate the signage and marketing for Cedar-Fairmount?	1	2	3	4	5
How important is the creation of a traditional "downtown center" to the success of your business/institution/other?	1	2	3	4	5
In its current condition, how would you rate Cedar-Fairmount's ability to fill the role of a traditional "downtown center"?	1	2	3	4	5
How important would an increase in pedestrian activity in your area be to the success of your business/institution/other?	1	2	3	4	5
In its current condition, how would you rate the pedestrian-friendliness of the district?	1	2	3	4	5
How important are pedestrian amenities (benches, trash receptacles, pedestrian-scale street lights, etc.) along the street?	1	2	3	4	5
In its current condition, how would you rate the pedestrian amenities throughout the district?	1	2	3	4	5

How important is landscaping (street trees, hedges, flowers, etc.) to the appearance of the street?	1	2	3	4	5
In its current condition, how would you rate Cedar-Fairmount's landscaping?	1	2	3	4	5
How important is it for your business/institution/residence to have its own individual parking lot as opposed to sharing with other businesses or organizations?	1	2	3	4	5
How would you rate the current parking conditions in the district?	1	2	3	4	5
How important would on-street parking be to your business/institution/residence?	1	2	3	4	5
How would you rate the district's current placement and amount of on-street parking?	1	2	3	4	5
How important would it be to integrate more housing within the Cedar-Fairmount District?	1	2	3	4	5
In its current condition, how would you rate the current housing choices within Cedar-Fairmount?	1	2	3	4	5
How important would an increase in bicycle activity in your area be to the success of your business?	1	2	3	4	5
In its current condition, how would you rate the comfort level for bicyclists in the district?	1	2	3	4	5
How important would it be to include a wider variety of commercial uses adjacent to your business/institution/residence?	1	2	3	4	5
In its current condition, how would you rate the mixture of commercial uses within the Cedar-Fairmount District?	1	2	3	4	5
How important is public space/parks/recreational amenities/ neighborhood access to the success of the neighborhood?	1	2	3	4	5
In its current condition, how would you rate the public space/parks/recreational amenities/neighborhood access in Cedar-Fairmount?	1	2	3	4	5
How important are connections to the University Circle neighborhood for the district?	1	2	3	4	5
In its current condition, how would you rate the perceived connection to University Circle?	1	2	3	4	5

BACKGROUND / HISTORY

In order to better understand how the Cedar-Fairmount District is utilized, it is important for us to receive feedback from a wide variety of people. If you feel a question does not relate directly to you, please note "N/A."

Which best describes your connection to the Cedar-Fairmount District? (circle all that apply):

*Building Owner
(landlord)*

*Business owner that
leases his/her space*

Home Owner

*Resident that rents
his/her living space*

Name of business/institution/building name in which you live: _____

Name and position of person responding: _____

E-mail/ phone number: _____

Address: _____

Businesses/Institutions: **What type of business/institution/other do you operate or services do you provide?**
(Please be as specific as possible)

Residents: **What type of residence do you occupy?**
(i.e. single family home, townhouse, duplex, apartment, condo, etc.?)

All: How long have you been in operation or lived in the neighborhood?

All: How large is your business facility or dwelling (approx. square feet)?

Businesses/Institutions: **Why did you choose to locate in the Cedar-Fairmount District?**

Residents: **Why did you chose to live in the Cedar-Fairmount District?**

The following few questions are intended for businesses:

- Are total company sales over the past 2 – 3 years Increasing, Stable or Decreasing? *I S D*

- If a change has occurred in the past 2 – 3 years, what do you attribute to this change in sales?

- Do you expect sales in the next 2 – 3 years to Increase, remain Stable or Decrease? *I S D*

- If increasing, about how many new employees do you anticipate to hire in the next 3 years? _____

- How many full and part-time employees do you currently have? _____

- What days are you open for business? *Weekdays Weekends*

- Are there times of the week that are busier than others? *Weekdays Weekends*

- When are you open for business during a typical day and approximately how many customers do you serve? *Morning Afternoon Evening*

- Where do the majority of your customers/visitors come from? (please circle one)

Immediate neighborhood Cleveland Heights Within Cuyahoga County The Greater Region

- How often do you receive deliveries? (please circle one)

Never Less than once per week Once per week

More than once per week, but not daily 1-3 times per day More than 3 times per day

- Where do you typically receive deliveries? (please circle all that apply)

Front door Back door Service dock

- Does your business/institution/other have on-site parking spaces? *Y N*

If yes, how many? _____

- Do your customers/employees/visitors utilize any off-site parking spaces? *Y N*

If so, where do they generally park? _____

- Do you need any additional private parking spaces? *Y N*

If yes, approximately how many? _____

- Do you share your parking with others? *Y N*

- Would you be willing to share parking spaces with another business or organization? Y N
-

- Do you have any renovation/expansion plans for your facility in the next 3 years? Y N

If yes, what is your anticipated capital investment? _____

If yes, what is the timeline for your project? _____

What does your project involve? _____

If you have a plan of your facilities (existing building and site layout and any planned expansion) in an 8-1/2" x11" or 11"x17" format, we would appreciate it if you could include a copy when you return this questionnaire. This will enable us to have a better understanding of your physical facility's needs, supplementing the information you are providing with your answers.

- What aspects of the District are beneficial to your business?

- Are there features of the District that hinder your business? If yes, please describe:

- Is there anything else that we should know about your business/institution/other?

- What type of marketing do you do for your company? _____

- Where do you market your company? (please circle all that apply)

City of Cleveland Heights Cuyahoga County Northeast Ohio Ohio Nationwide