

June 16, 2016



**DRAFT**

# **POLICIES OVERVIEW**

A component of the Cleveland Heights Master Plan

## **FUTURE LAND USE**

To guide the City's future development, the Future Land Use actions describe the way that buildings and parcels should be used if developed or redeveloped.

## **GOALS AND ACTIONS**

To accomplish the community's vision, there are many individual goals and actions the City must undertake. The Goals and Actions arranged by topic area list each of the steps recommended to complete the plan goals.



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# FUTURE LAND USE

The Future Land Use map displays the range of uses the community would like to see in the future. For instance, in areas displayed as Attached Single-Family, the community would like to see townhouses, duplexes, and other attached, single-family uses in the future.

The Future Land Use map differs from the Current Land Use map. The Current Land Use map displays the types of uses currently constructed on the land, while the Future Land Use map displays desired land uses. These land uses may differ.

Importantly, a Future Land Use designation that differs from current land use does not change any landowner's existing rights or outlaw any existing uses. The Future Land Use map is meant as a long-term vision for property uses and is meant to guide development over the next decade.

As an example, an existing single-family home that is displayed as multi-family on the Future Land Use map means that if the existing home is sold, it can be replaced with a higher-density apartment building. However, the home can also be maintained as a single-family home in perpetuity.

## HOW IS IT USED?

The Future Land Use map is generally used as a responsive tool for the City. Should a property owner desire to change their current type of land use, the City will consult the Future Land Use map to see if the proposed re-zoning would fit with the community's goals as outlined in the map and the future land use actions. The City can also initiate a property rezoning to match zoning to desired future land uses.

## WHAT ARE THE DISTRICTS?

The Future Land Use map districts are displayed in the legend below the Future Land Use map. They are also described on the following pages with additional text descriptions and color coded images of a possible building associated with that use.

## ACTIONS

**Action 1:** Use the Future Land Use map to guide zoning decisions

**Action 2:** Review and update the City's Zoning Ordinance to codify walkability in the City's business districts and office corridors

**Action 3:** Update the City's multi-family zoning district regulations

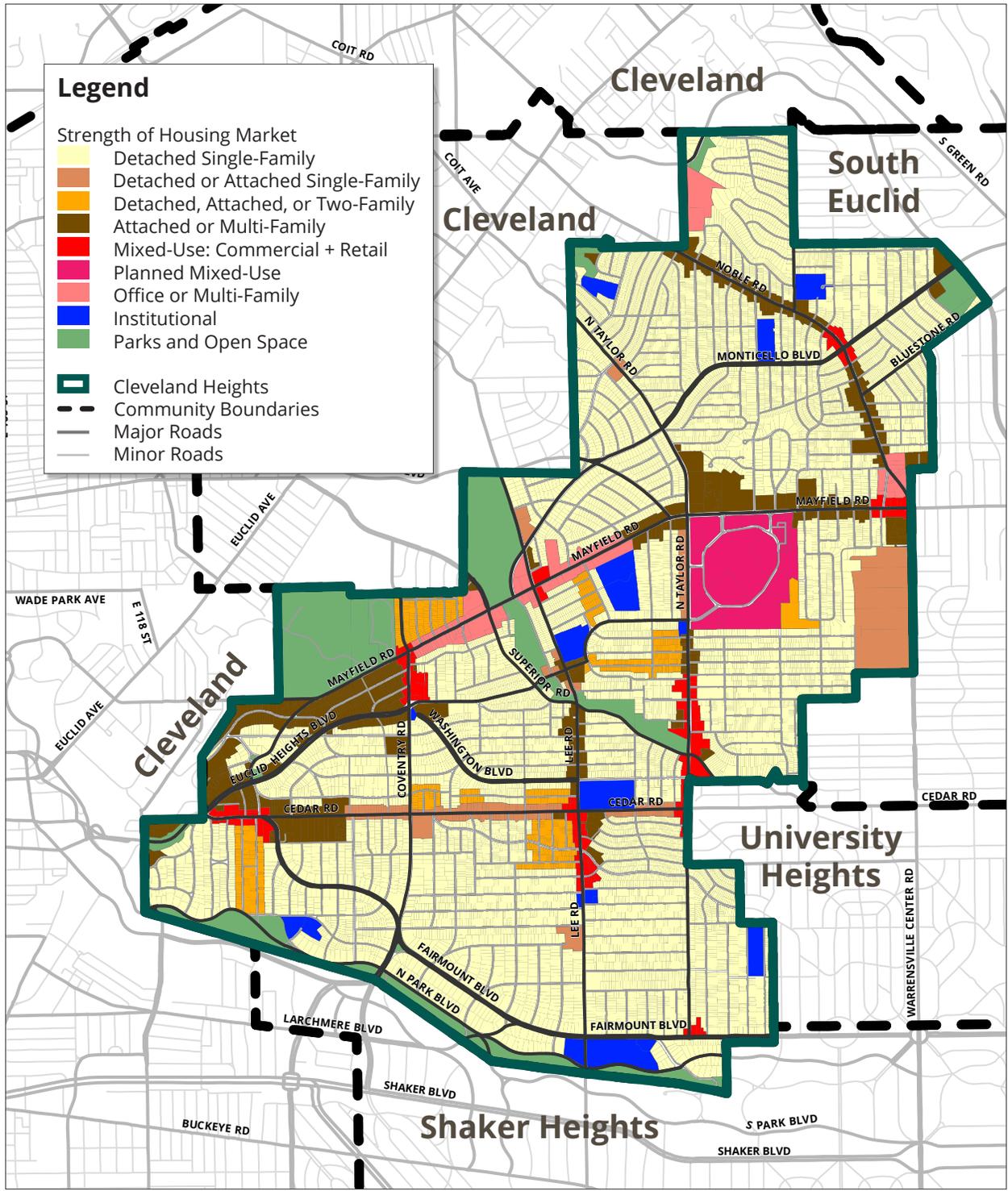
**Action 4:** Update the City's two-family zoning regulations

**Action 5:** Consider allowing multi-family rezonings in areas adjacent to business districts on a case-by-case basis

**Action 6:** Develop regulations to allow accessory dwelling units

**Action 7:** Update single-family zoning regulations for small lot neighborhoods and allow homes to be built with smaller square footage

# Map 1 Future Land Use



## FUTURE LAND USE CATEGORIES

The following future land use categories correspond to the map on the previous page. The pictures and descriptions are meant to display the types of development envisioned in each zone.

Flickr user Tim Evanson



### Detached Single-Family

Separated single-family, residential uses

County Planning



### Attached or Multi-Family

Range of high-density options including townhouses and apartment buildings

Montgomery County  
Planning Commission



### Detached or Attached Single-Family

Single-family, townhouses, and other attached, single-family residential uses

Flickr user Brett VA



### Mixed-Use: Commercial + Retail

Commercial and retail in walkable buildings with upper-floor residential or offices

City of Cleveland  
Heights



### Detached, Attached, or Two-Family

Single-family residential uses, two-family homes, or townhouses

Flickr user Brett VA



### Planned Mixed-Use

Large-scale, planned mixed-use development areas

Ohio Development Services Agency



**Office or Multi-Family**

Office buildings including medical office buildings, or multi-family residential

Cleveland.com



**Institutional**

Government or other non-profit-owned areas

City of Cleveland Heights



**Parks and Open Space**

Parks, open spaces, and green spaces owned by the City or set aside by developers

# VIBRANT NEIGHBORHOODS

Home Repair Resource Center



**Goal A:** Revitalize and rehabilitate neighborhoods affected by blight, abandonment, foreclosure, rental conversions, and demolition

**Action 1:** Develop Community Reinvestment Areas to incentivize housing investments

**Action 2:** Develop an Infill Development Board to recommend improvements to the City's infill housing process

**Action 3:** Bundle City- or Land Bank-owned properties and proceed with a request for proposals for larger redevelopments

**Action 4:** Aggressively market development opportunities

**Action 5:** Continue to leverage federal funds for rehabilitation, downpayment assistance, or other housing improvement programs

Flickr user Mr Matt



**Goal B:** Continue to promote the City's neighborhoods to potential residents, especially the workforce in University Circle

**Action 1:** Complete a housing preferences survey to determine why residents are choosing to live in or move from Cleveland Heights

**Action 2:** Advertise Cleveland Heights as the home for target markets

**Action 3:** Work with University Circle institutions to investigate a secondary housing incentive for living in Cleveland Heights

**Action 4:** Continue to host a workshop for Realtors to promote Cleveland Heights neighborhoods

Flickr user Shanti  
Braford



**Goal C:** Strategically use local dollars, state and national grants, and comprehensive incentive programs to stabilize the housing market and spur private investment

**Action 1:** Layer grants, incentives, investments, code enforcement initiatives, and infrastructure improvements within targeted areas as part of a better block program

**Action 2:** Focus initial redevelopment efforts in tipping point neighborhoods

**Action 3:** Continue to proactively and comprehensively address homes and apartment buildings in need of exterior maintenance

**Action 4:** Update the City's housing management software to better monitor and map housing changes

**Action 5:** Incentivize the conversion of two-family homes to single-family, live-work homes, especially in the North Coventry neighborhood

County Planning



**Goal D:** Continue to promote the preservation of historic homes and buildings

**Action 1:** Survey and identify at-risk historic buildings to focus preservation efforts

**Action 2:** Require an approved site plan and reuse scenario before proceeding with demolition of historic properties

**Action 3:** Become a Certified Local Government with the Ohio State Historic Preservation Office

**Action 4:** Develop a "pattern book" to encourage contextual design of infill construction and compatible alterations to existing structures

**Action 5:** Host neighborhood information sessions on home renovation and repair

**Action 6:** Consider the expansion of historic districts



County Planning

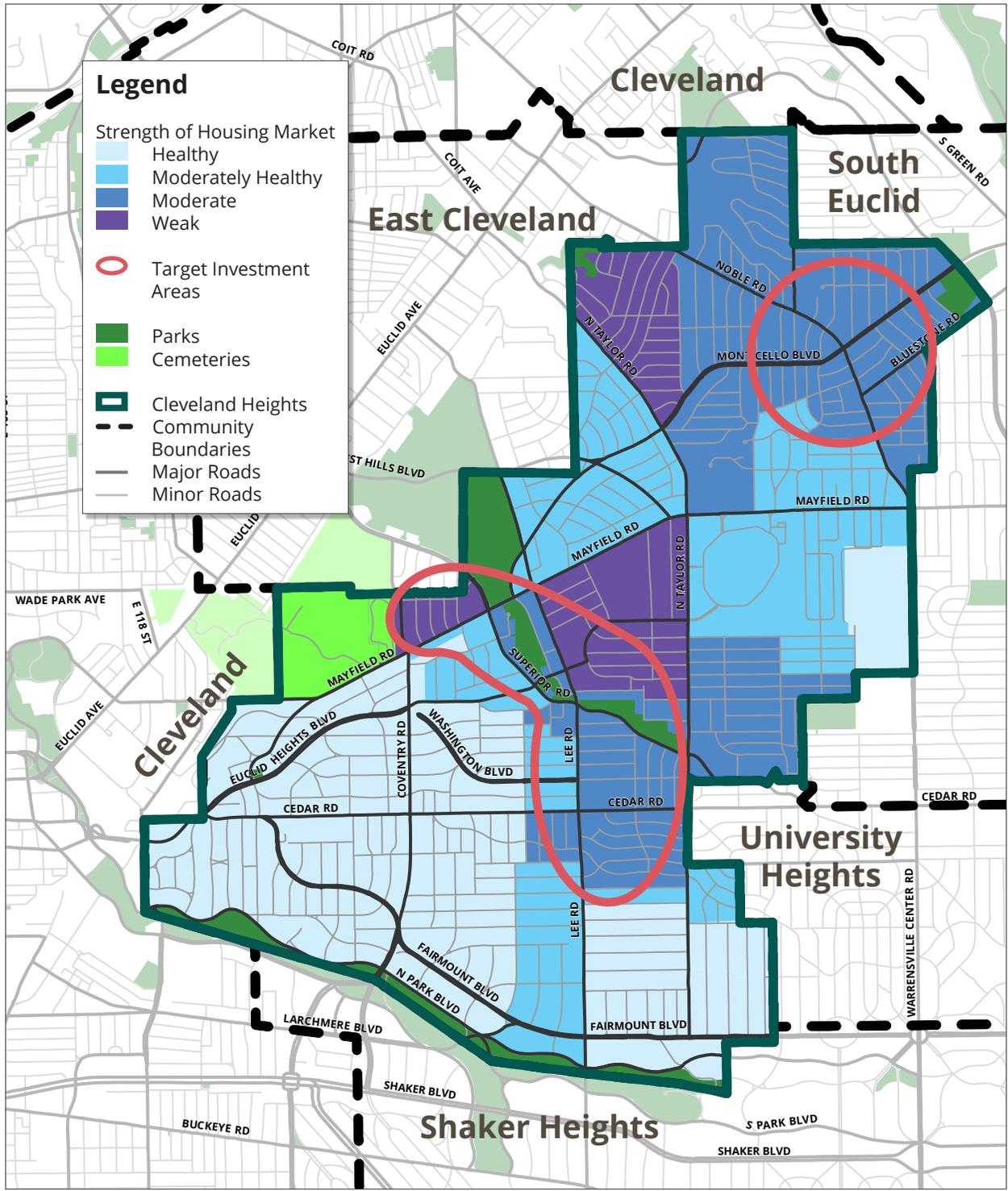
**Goal E:** Continue to promote and support neighborhood identities to enhance the sense of place and build pride among residents

**Action 1:** Identify neighborhood planning districts, benchmark them, and provide annual reports

**Action 2:** Develop area plans for each planning district

**Action 3:** Continue the Community Improvement and Housing Preservation Awards

## Map 2 Housing Market Stability and Initial Target Areas



# COMPLETE TRANSPORTATION NETWORK



County Planning

**Goal A:** Adequately repair and maintain the City's network of attractive streets

**Action 1:** Continue to target investments to the streets most in need as part of an ongoing capital improvement program

**Action 2:** Promote the mobile application as a way to notify the City of service needs

**Action 3:** Improve the Cedar Glen Parkway to be a prominent gateway into Cleveland Heights

**Action 4:** Work with property owners to make the Mayfield Road hill a pleasant City gateway



County Planning

**Goal B:** Ensure parking accessibility, availability, technology, and management are conducive to shopping, living, or opening a business

**Action 1:** Conduct a parking review in business districts and high-density residential areas

**Action 2:** Relax regulations on overnight, on-street parking especially in high density residential areas

**Action 3:** Develop consistent signage for public parking

**Action 4:** Add mobile payment options to the City's existing meters

**Action 5:** Lower parking requirements for residential and commercial structures

**Action 6:** Consider operating a weekend, special event, or holiday shuttle between business districts

Cleveland State University



**Goal C:** Support the development of high-quality transit connections, and incorporate TOD concepts

**Action 1:** Advocate for improved transit connections from Cleveland Heights into University Circle

**Action 2:** Advocate that the 32 and 9 bus routes continue to Downtown Cleveland

County Planning



**Goal E:** Promote biking and walking with a system of complete streets that incorporate options for all types of transportation

**Action 1:** Adopt a complete and green streets policy

**Action 2:** Fund streetscape improvements in Cedar Fairmount, Cedar Lee, and Noble Road

PB/C



**Goal D:** Develop a bicycle network that incorporates recommendations of the Eastside Greenway Plan and Local Bicycle Plans, and achieves Silver Bicycle Friendly Community Designation

**Action 1:** Construct the bicycle network outlined in City and regional plans

**Action 2:** Construct a high-quality "Innovation Connector Trail" between University Circle and the City's business districts and neighborhoods

**Action 3:** Include bicycle lanes on Noble Road in upcoming reconstruction

**Action 4:** Develop a maintenance plan for bicycling facilities

County Planning



**Goal F:** Review the sidewalk network to ensure a well-connected system of routes that are accessible for residents of all abilities

**Action 1:** Continue to review and improve the City's sidewalks as part of the exterior maintenance program

**Action 2:** Review the City's intersections to ensure they are safe and comfortable for pedestrians of all abilities

# ENVIRONMENTALLY SUSTAINABLE COMMUNITY

Flickr user Chris Hamby



**Goal A:** As part of an integrated plan, use green infrastructure in public projects and promote it in private investments in order to minimize the impact on the City's sewer infrastructure

**Action 1:** Conduct a Citywide stormwater survey to determine the best locations for green infrastructure investments

**Action 2:** Advertise the downspout disconnect program

**Action 3:** Invest in green infrastructure in oversized intersections

**Action 4:** Use the City's existing median network to capture stormwater and expand the median network where possible

**Action 5:** Expand the tree canopy as a way to capture stormwater

Wikipedia.org



**Goal B:** Promote and use energy efficient technologies such as LED lights or alternative energy sources to reduce the City's carbon footprint and be more sustainable

**Action 1:** Install and evaluate LED lights on City streets

**Action 2:** Work with GE Lighting to be the test market and demonstration community for new products

Flickr user Laura Sandt



**Goal C:** Promote walking or biking as a more sustainable way to get around

**Action 1:** Work with bicycle advocacy groups to provide bike education and safety training

**Action 2:** Expand the upcoming bike sharing program to Cleveland Heights

to ensure it continues to meet its objectives

**Action 3:** Continue to update and distribute a bicycle map

**Action 4:** Use pop-up bike infrastructure to showcase the opportunity for investments

**Action 5:** Enhance the City's support of "Bike to Work" month

Flickr user David Fulmer



**Goal D:** Link incentive programs to green development and building techniques, such as LEED certification

**Action 1:** Develop a tiered Community Reinvestment Area that links increased incentives to green building design

Flickr user Chris Hamby



**Goal E:** Continue to promote sustainability through City regulations, such as the adopted sustainable zoning code amendment

**Action 2:** Review the City's sustainable Zoning Code amendment annually

# BUSINESS FRIENDLY

Flickr user Erik Drost



**Goal A:** Partner with institutions and capitalize on proximity to capture University Circle spin-off development

**Action 1:** Plan for, market, and develop the Mayfield Road corridor as the City's Technology and Innovation Office Corridor

**Action 2:** Identify and attract institutions or firms of targeted industries within the Mayfield Road corridor

**Action 3:** Promote Cleveland Heights as a working lab for CWRU, CSU, JCU, NDC, UC, and CIA students and projects

**Action 4:** Facilitate mentorship programs

County Planning



**Goal B:** Work with local and regional economic development organizations to increase the number of high-paying jobs available in the City by assisting the expansion of existing businesses and attracting new ones

**Action 1:** Partner with small business development organizations to attract unique, local retailers

**Action 2:** Maintain an Economic Development Director position to facilitate business growth and development

Flickr user Joel Olives



**Goal C:** Invest in infrastructure that supports businesses

**Action 1:** Invest in broadband along Mayfield Road



County Planning

**Goal D:** Promote and support the City's start-up culture to grow new businesses

**Action 1:** Establish a business incubator

**Action 2:** Investigate the need for improvements to the micro-enterprise loan fund to assist start-up businesses

**Action 3:** Develop a job creation tax incentive program

**Action 4:** Promote a culture of innovation through networking, events, and education



County Planning

**Goal E:** Continue to aggressively market the City as an ideal location for business and investment

**Action 1:** Develop a cohesive City brand

**Action 2:** Develop consistent marketing of the City's business districts

**Action 3:** Expand the City's economic development website

**Action 4:** Proactively market Cleveland Heights to potential businesses



## MAYFIELD ROAD TECHNOLOGY AND INNOVATION OFFICE CORRIDOR



- **A Innovation District Buildings:** Buildings lining Mayfield from Coventry to Lee include smaller, older buildings that could be retrofitted as affordable start-up space for small businesses
- **B Live-Work Neighborhood:** The North Coventry Neighborhood could be revitalized by allowing more live-work units that support the City's maker economy
- **C Coventry Business District:** The already vibrant Coventry Business District provides amenities to the innovation area

Trail Connection to Noble Monticello



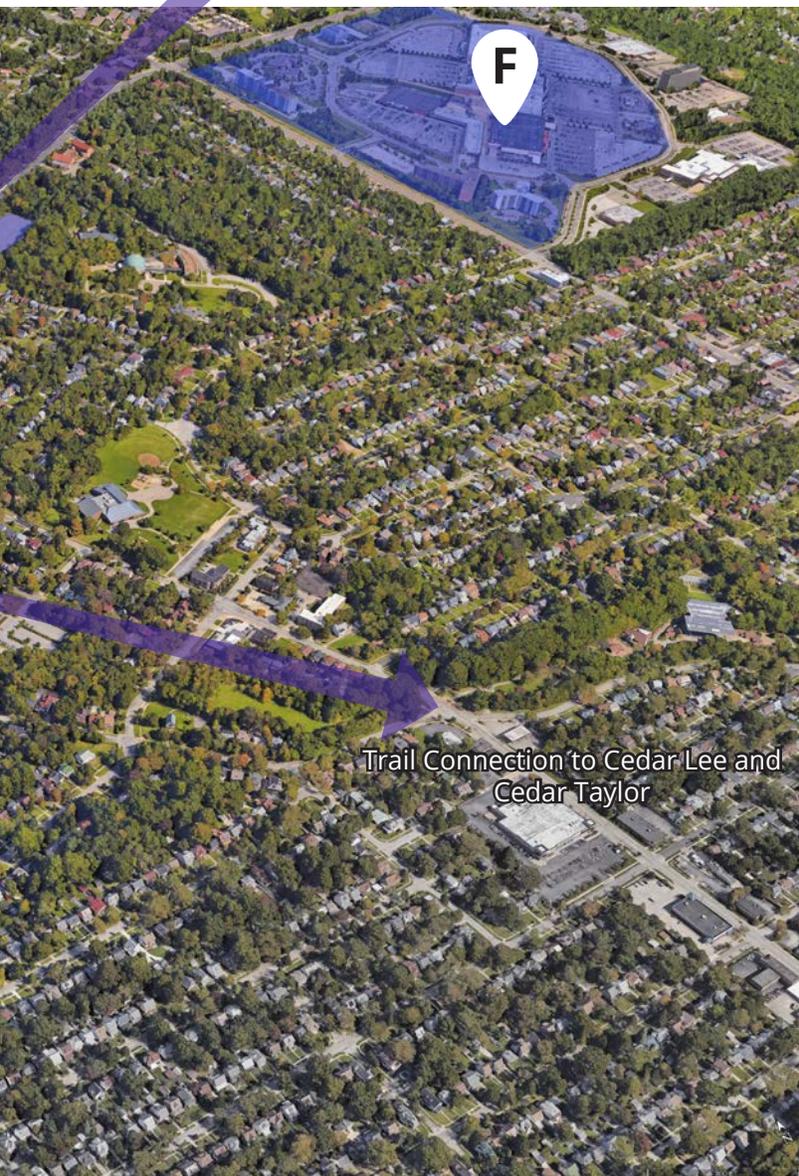
Trail, Road, and Transit Connection to Cedar Fairmount and University Circle

- **D Talent Neighborhood:** The high-density neighborhoods west of Coventry are a hotbed of young, college-age residents that could spur new start-ups
- **E Future Large-Scale Development:** Should any companies grow out of

start-up space, the parking lots east of Lee provide a place for office buildings

- **F Severance Town Center:** The eventual redevelopment of Severance Town Center could provide space for residential, offices, or other uses that link into the innovation area

Road and Transit Connection to Severance and I-271



Trail Connection to Cedar Lee and Cedar Taylor

## ECONOMIC ASSETS

- Coventry Business District
- Motorcars
- Talent Neighborhood

## PHYSICAL ASSETS

- Historic Building Stock
- Redevelopable Land
- Live-Work Neighborhood
- Connections to University Circle

## NETWORKING ASSETS

- Coventry Special improvement District
- Forest Hill Park, Cumberland Park, and the Cleveland Heights Recreation Center
- Harvey Pekar Park
- PEACE Park

# STRONG BUSINESS DISTRICTS

Flickr user Brett VA



**Goal A:** Redevelop Severance Town Center as a mixed-use and walkable area consistent with the character of Cleveland Heights

**Action 1:** Develop redevelopment concepts and gather public input

**Action 2:** Update the site's zoning to correspond with the community's preferred development standard

County Planning



**Goal B:** Redevelop underutilized and outdated retail space to other uses to focus business in key areas

**Action 1:** Conduct a retail market study for the City

**Action 2:** Consider down-zoning commercial properties in struggling business districts

County Planning



**Goal C:** Promote the repair and redevelopment of the City's older commercial buildings

**Action 1:** Focus initial redevelopment efforts in target areas

**Action 2:** Evaluate the feasibility of establishing a Business Repair Resource Center

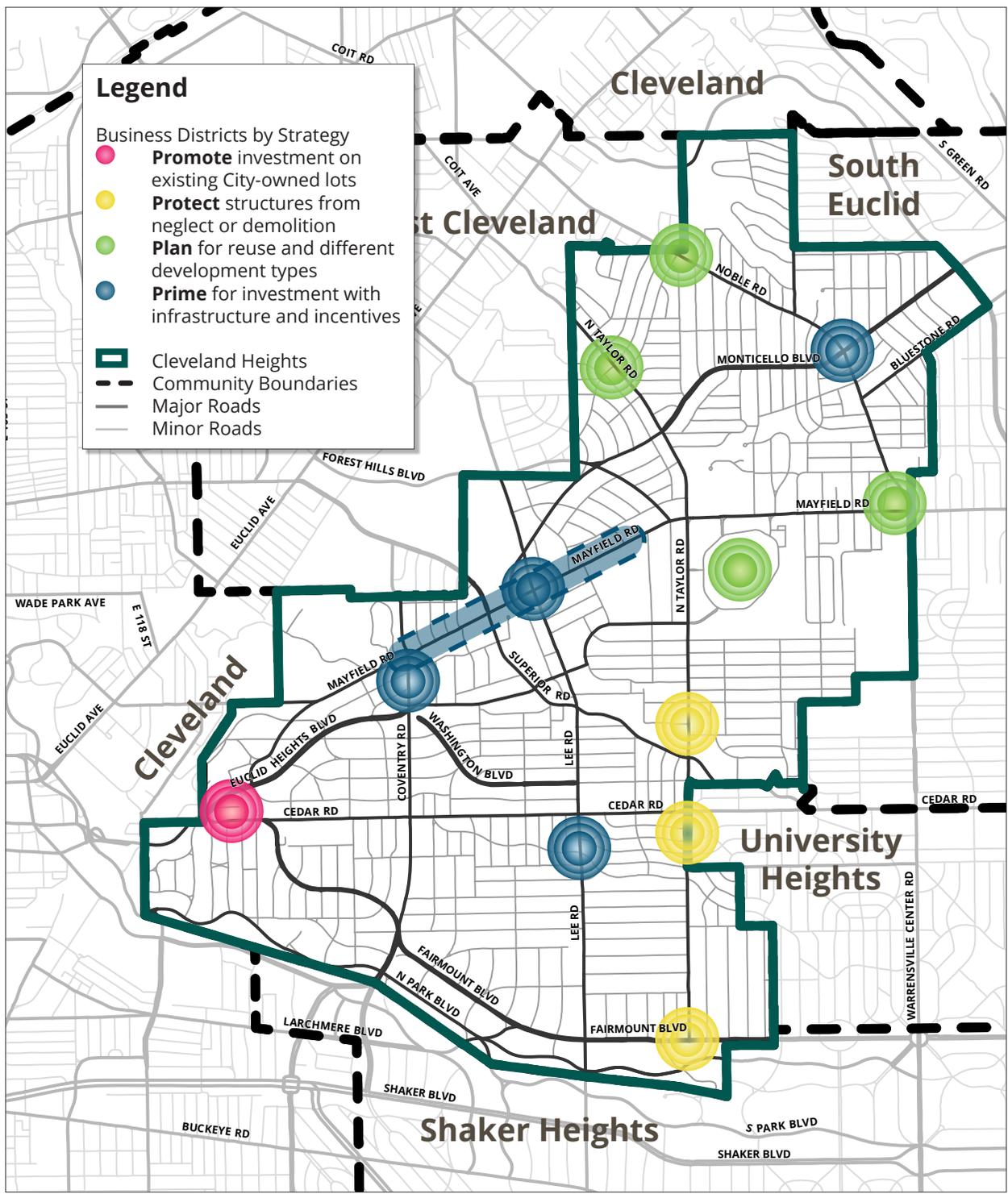
**Action 3:** Develop a landlord outreach and information program

**Action 4:** Purchase key vacant or underutilized properties

**Action 5:** Begin an ongoing business inspection program

**Action 6:** Apply for entertainment district status for the Cedar Lee business district

### Map 3 Business District Strategies





**Action 1:** Continuously update the City's strategic development plan

**Action 2:** Develop and update lists of vacant spaces and potential businesses to fill them

**Action 3:** Work with Special Improvement Districts and property owners to improve the look of spaces that are for-lease

**Action 4:** Explore shared services among the City's three Special Improvement Districts



**Action 1:** Enhance entryways into business districts



**Action 1:** Conduct a walkability survey of all business districts to identify potential improvements

**Action 2:** Conduct annual pedestrian counts in business districts

# HIGH-QUALITY INFRASTRUCTURE

County Planning



**Goal A:** Develop an integrated plan to coordinate multiple and simultaneous infrastructure investments in order to lower construction and maintenance costs

**Action 1:** Map planned infrastructure investments

**Action 2:** Establish a review process to ensure infrastructure investments are coordinated among all departments

**Action 3:** Develop a web page and notification system to alert neighbors and businesses of upcoming infrastructure projects

**Action 4:** Complete Sewer System Evaluation Study and related investigations to obtain detailed sewer system condition baseline

**Action 5:** Expand the open dialogue with NEORSRD to plan for stormwater improvements

Flickr user Darwin Bell



**Goal B:** Partner with the City of Cleveland Department of Water to operate and improve the water system

**Action 1:** Continue progress on efforts to partner with the City of Cleveland Department of Water to operate Cleveland Heights' system

**Action 2:** Ensure that improvements to the water system are included in the City's integrated plan

Public Domain



**Goal C:** Capitalize on infrastructure investments to spur growth

**Action 1:** Link major investments in infrastructure with incentive programs to improve structures

**Action 2:** Prepare business retention plans for districts that will be undergoing street reconstruction or streetscaping efforts

# HUB FOR ARTS AND CULTURE



**Goal A:** Continue strong arts and cultural programming at Cain Park

**Action 1:** Invest in updates to the structures at Cain Park

**Action 2:** Expand Cain Park offerings through the year

**Action 3:** Diversify Cain Park entertainment options to appeal to varied groups



**Goal B:** Use events to activate neighborhoods and business districts

**Action 1:** Support the expansion of arts events that encourage visitors to explore business districts

**Action 2:** Host a new signature event that features art in multiple City business districts

**Action 3:** Build the block group structure for regular neighborhood events, especially in areas undergoing renewal



**Goal C:** Construct, promote, and program vibrant public spaces that act as attractors and points of community pride

**Action 1:** Use vacant spaces temporarily to showcase the market and its potential

**Action 2:** Activate existing public plazas

**Action 3:** Conduct a Citywide review to document and map existing cultural assets and potential locations for art installations

**Action 4:** Work with local, regional, and national groups to invest in community-supported public art in identified locations

**Action 5:** Market existing cultural assets to residents and promote cultural tourism to visitors

**Action 6:** Fund or relocate permanent art installations along the City's Innovation Connector Trail

Flickr user The Zender  
Agenda



**Goal D:** Support arts organizations that can be linchpins in neighborhood revitalization

**Action 1:** Work with educational and arts organizations to offer a "Business of the Arts" class to assist artists in monetizing their craft

**Action 2:** Promote successful local artists

**Action 3:** Develop a single, communitywide arts calendar

# A DIVERSE AND OPEN COMMUNITY

City of Cleveland  
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**Goal A:** Promote and maintain the City's longstanding tradition of diversity and actively foster an environment of inclusiveness

**Action 1:** Develop an ongoing program to train government employees on the City's multicultural population

**Action 2:** Continue to promote the Fair Practices Board and advertise its ability to investigate discrimination complaints

**Action 3:** Enhance emergency responders' relations through diversity outreach and training

**Action 4:** Review the City's language policies to ensure non-English speakers are able to adequately access government information

USDA



**Goal B:** Promote affordable housing by continuing to partner with fair housing organizations, investing in a variety of housing options, and continuing to use federal funds to support these efforts

**Action 1:** Work with developers to use Low Income Housing Tax Credits to develop live-work housing for low-income artists

Flickr user SmartSign



**Goal C:** Ensure accessible units and opportunities for independent living through incentives and education in designing universally accessible homes

**Action 1:** Research, develop, and adopt a universal design guidebook

**Action 2:** Encourage universal design in newly constructed private homes and

require it in homes using government funds

**Action 3:** Identify existing accessible homes and buildings, and advertise the list

# A SAFE AND ENGAGED COMMUNITY



**Goal A:** Partner with the School District to promote a quality school system through initiatives to attract and retain families with children

**Action 1:** Undertake a coordinated, year-long marketing campaign for City schools

**Action 2:** Conduct a survey of families with children to determine the reasons they choose to leave the City

**Action 3:** Promote additional family events in the City's neighborhoods

**Action 4:** Match families with children to existing families in the District to educate them on the School District

**Action 5:** Continue to support the Safe Routes to School Plan



**Goal B:** Continue to develop, encourage, and support a mutually proactive relationship between elected and appointed officials and residents

**Action 1:** Continue to engage new residents with a welcome packet that identifies opportunities for community involvement

**Action 2:** Organize a young professionals board to promote Millennial involvement

**Action 3:** Continue to host public meetings on issues of importance



FutureHeights

**Goal C:** Continue to forge partnerships with community groups to directly respond to unique local needs

**Action 1:** Form a Community Development Corporation in collaboration with the Special Improvement Districts

**Action 2:** Collaborate with community groups to accomplish the goals of the Master Plan

**Action 3:** Develop a system for citywide group discounts

**Action 4:** Consider crime prevention when reviewing building design and placement



Google Earth

**Goal E:** Promote a proactive relationship among surrounding communities and regional entities

**Action 1:** Establish a Joint Planning council between Cleveland Heights and University Heights in the Cedar Taylor business district

**Action 2:** Develop a collaborative planning culture between Cleveland Heights and surrounding areas



Flickr user Raymond Wambsgans

**Goal D:** Enhance safety in the City's neighborhoods and business districts

**Action 1:** Advertise and promote the Cleveland Heights Neighborhood Watch Program

**Action 2:** Map police incident data to identify crime hot-spots and target efforts

**Action 3:** Seek grant funding for expanded police foot or bicycle patrols

# A HEALTHY COMMUNITY

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**Goal A:** Ensure all residents have access to a variety of parks, recreation facilities, open spaces, and programs for active and passive recreation that contribute to positive health outcomes and improve quality of life

**Action 1:** Ensure all households are located within a half mile of a park

**Action 2:** Partner with the School District to open access to school facilities for recreation

**Action 3:** Assess the City's park facilities and outline infrastructure needs for incorporation into the City's Capital Improvement Plan

**Action 4:** Undertake a needs assessment to identify activities or spaces desired by residents

**Action 5:** Conduct a plan for forest hill park through Cain Park to develop a cohesive area

**Action 6:** Engage the public in a long term plan for the future of the former Coventry Elementary site

**Action 7:** Partner with Case Western Reserve University for a shared use agreement

**Action 8:** Develop a Citywide way-finding program that incorporates consistent signage at entry points to City parks

**Action 9:** Ensure that all facilities are sufficiently accessible and meet Americans with Disabilities Act Guidelines

City of Cleveland  
Heights



**Goal B:** Continue to promote policies that limit exposure to environmental hazards

**Action 1:** Continue the lead-based paint remediation program

**Action 2:** Continue to promote a robust code enforcement and rental housing inspection program to maintain healthy housing



**Goal C:** Maintain access to a variety of healthy foods for all residents

**Action 1:** Promote regularly occurring farmers markets in the Noble Monticello district to improve access to local foods

**Action 2:** Work with the Ohio Department of Health to implement a healthy corner stores initiative in areas with low access to healthy foods

**Action 3:** Identify areas for community gardens and work with advocacy groups to allow the reuse of vacant properties for community gardens



# County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE