

July 14, 2016

Welcome

PUBLIC MEETING #2

Cleveland Heights Master Plan



County Planning Team

- **Glenn Coyne**, Executive Director
- **James Sonnhalter**,
Manager, Planning Services
- **Patrick Hewitt**, Planner
- **Alison Ball**, Planner
- **Amelia Visnauskas**, Planning Intern

- **What is a Master Plan? – Review**
- The Cleveland Heights Master Plan
- Goals and Actions
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- **The Cleveland Heights Master Plan**
- Goals and Actions
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- **Goals and Actions**
- What's Next?
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- Goals and Actions
- **What's Next?**
- Question and Answer

- What is a Master Plan? – Review
- The Cleveland Heights Master Plan
- Goals and Actions
- 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

This is the community's plan.

How does it get implemented?

- Responsible parties assigned to 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 responsibilities for undertaking actions



**Current
Conditions and
Community
Vision**

**Policy
Development**

**Implementation
Plan**

Final Master Plan

Combined and completed Master Plan document





Public Meeting

- More than 80 meeting attendees
- 234 written comments

Online Survey

- 324 completed surveys
- More than 1,100 individual comments

Outcome: Residents liked many of the vision statements presented

Outcome: There were important topic areas that were missed

Outcome: Residents thought certain visions had greater importance

Additional Vision Topics

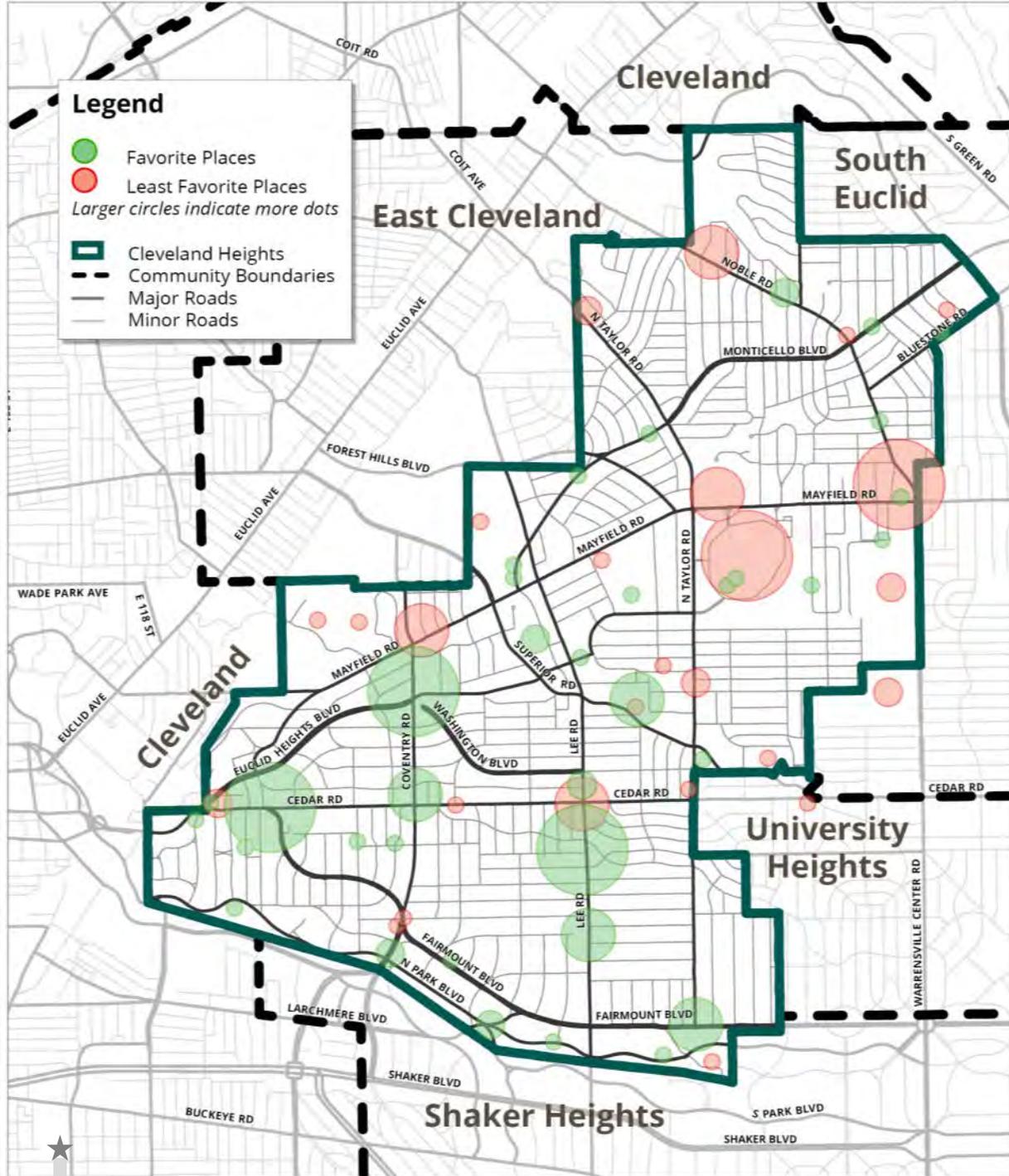
- **Safety**
- **Regionalism**
- **City Communication**

Recurring Themes

- **Severance Town Center** is a major concern
- Addressing neglected homes and **home maintenance** are important
- **Senior and accessible housing** is needed
- **Road maintenance** and **transit improvements** are critical
- **Parking** should not be an obstacle to shopping in Cleveland Heights

Recurring Themes

- **Noble Road** needs investment
- A **Community Development Corporation** should assist in economic development and neighborhood stabilization
- **Fiber optic infrastructure** should be included in the plan
- Vacant walls and open spaces should be **activated with art**
- **Diverse populations and young people** should be involved in the Master Plan



Favorite Places Results

Favorite Places:

- Cedar Fairmount
- Coventry
- Cedar Lee

Least Favorite Places:

- Severance
- Center Mayfield

How we used your comments: Added, updated, or combined visions to reflect community input

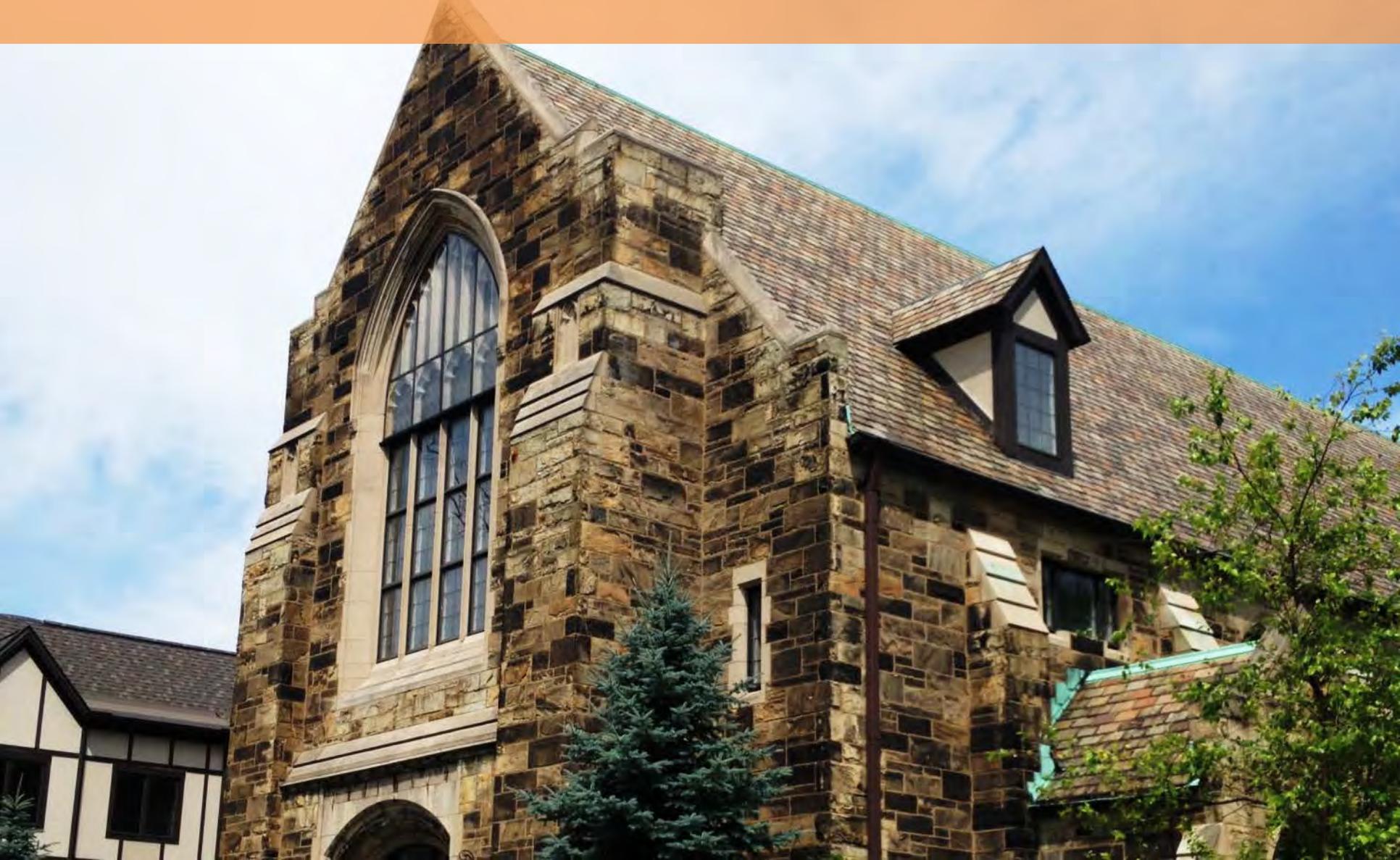
Example: Safety was added as a goal to underscore community interest

How we used your comments: Gave priority to topics important to the public

Example: Arts and culture should be prioritized at Cain Park

Example: Noble Road should be a central part of neighborhood revitalization goals

GOALS AND ACTIONS



Translating Visions into Actions



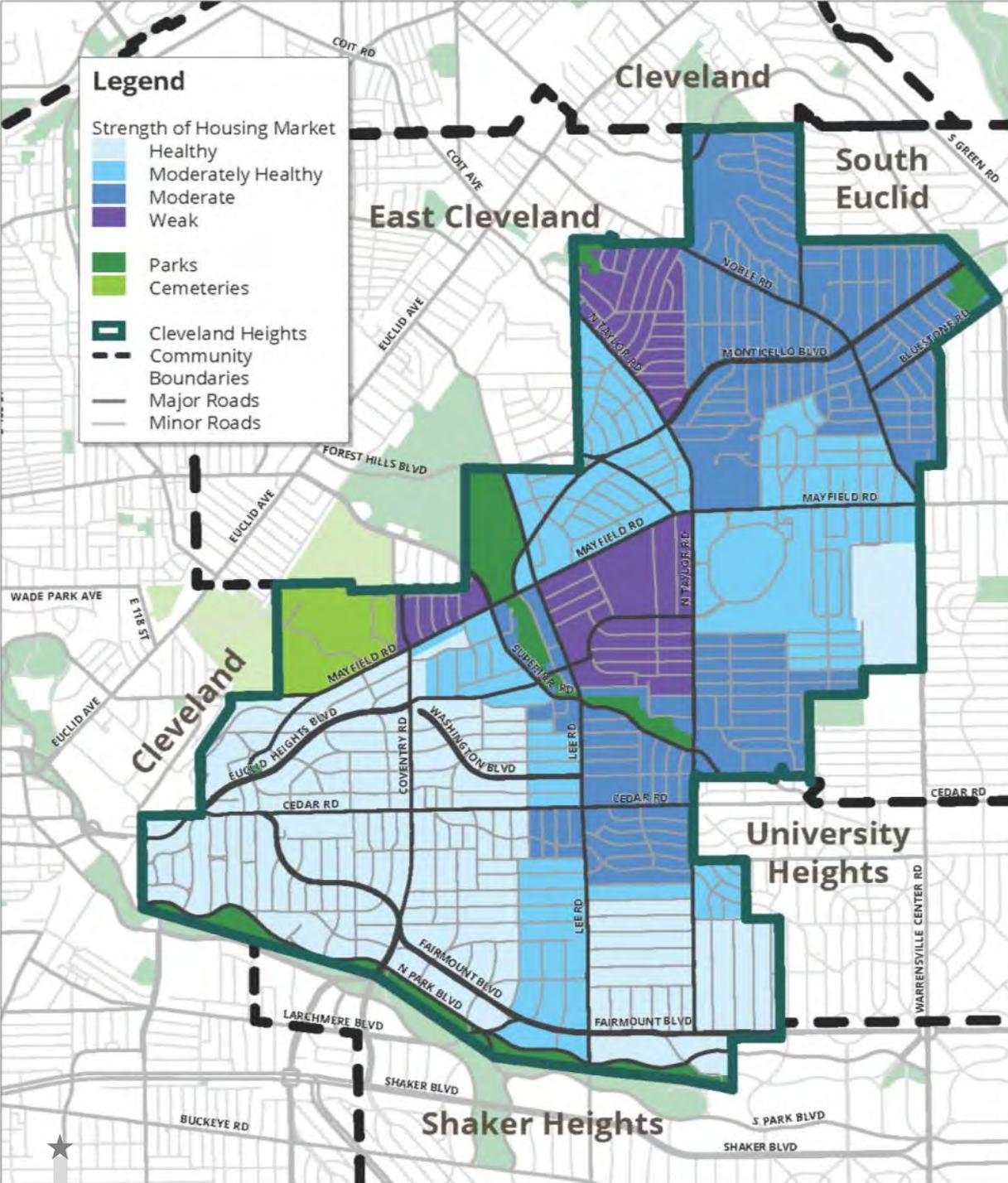
Ten Areas

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

Core Strategy

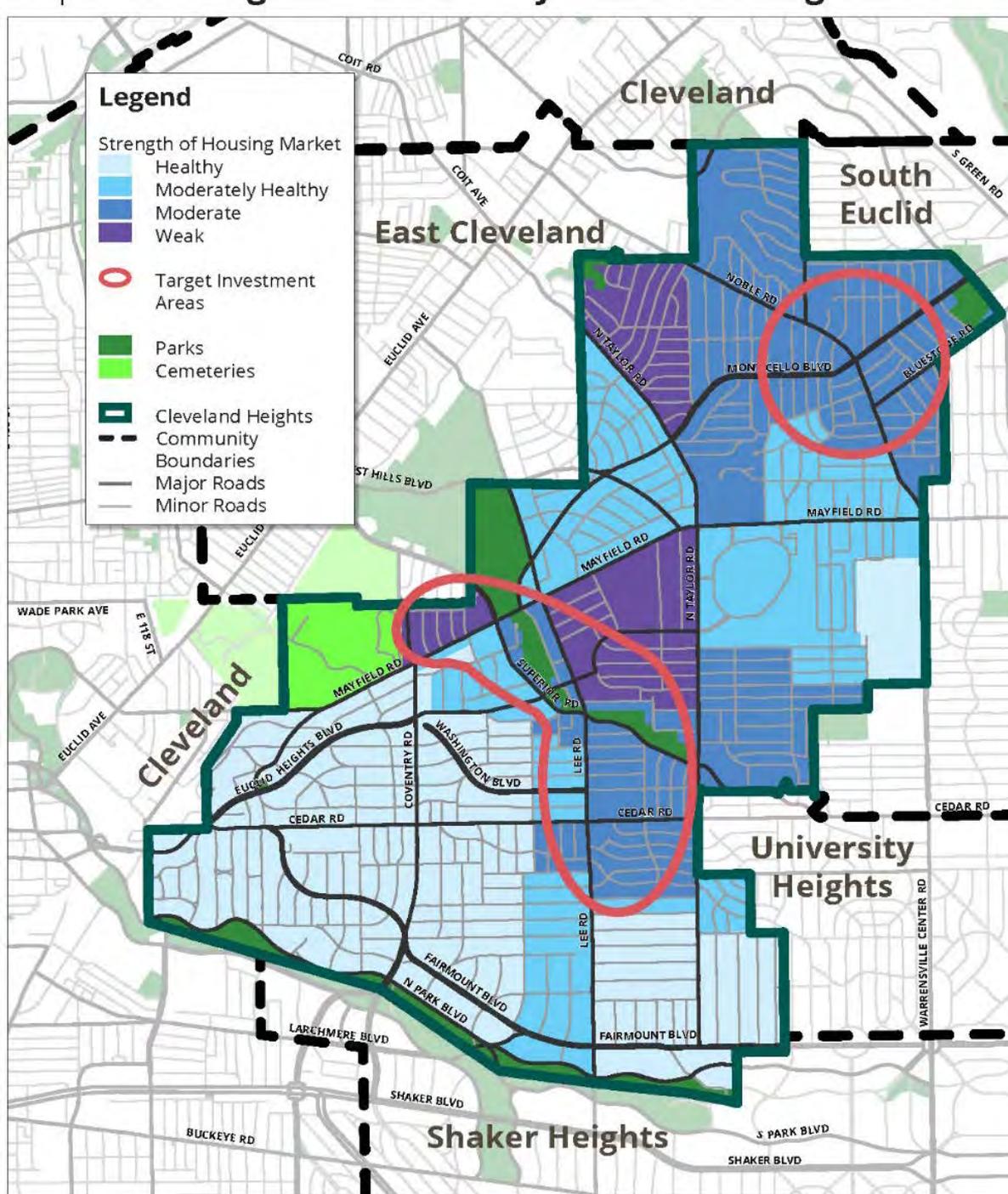


Housing Market Strength

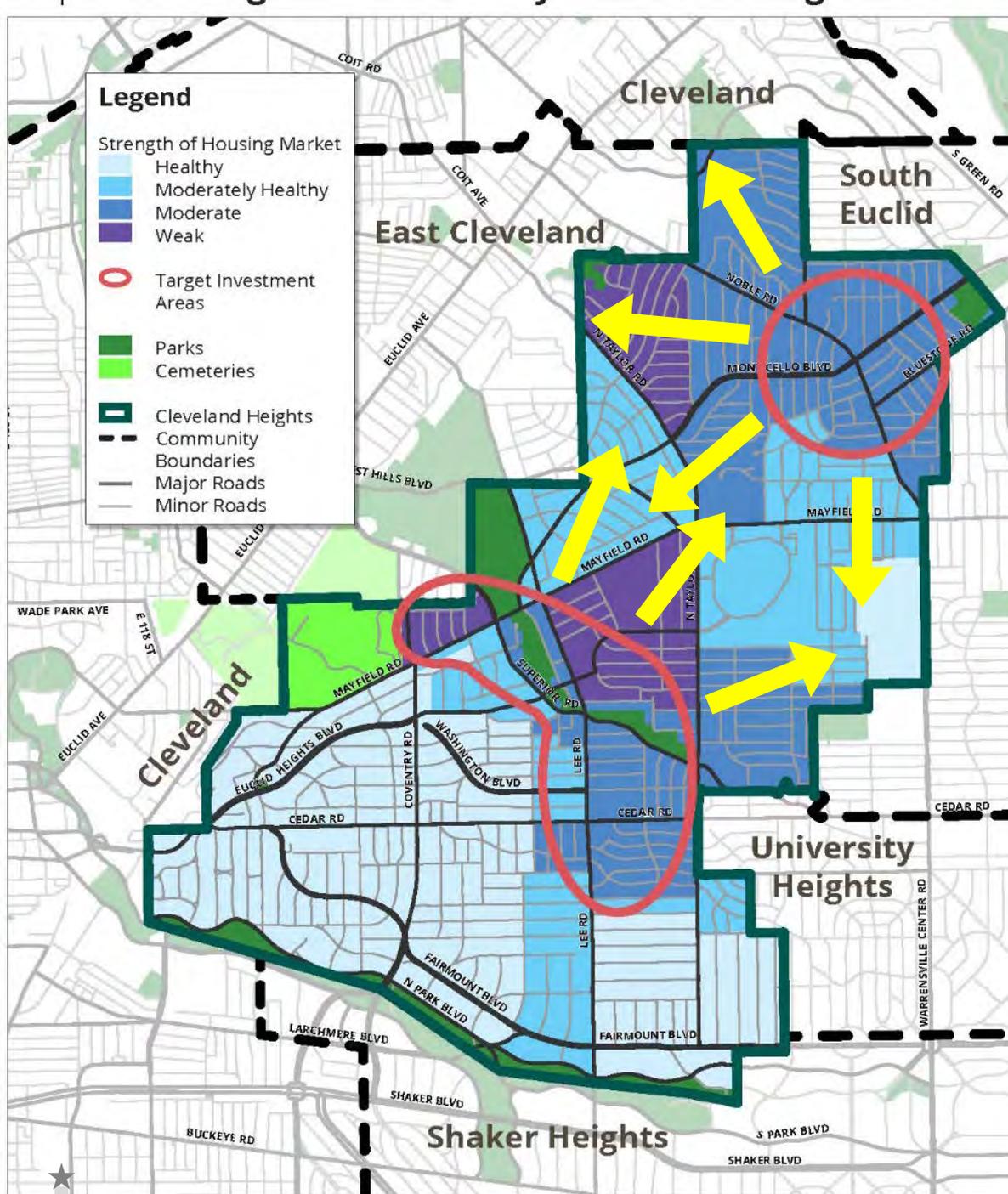


- Poverty
- Tax Delinquency
- Mortgage Foreclosure
- Demolitions
- Vacancy
- Change in Valuation
- Unemployment Rate

Initial Focus Areas



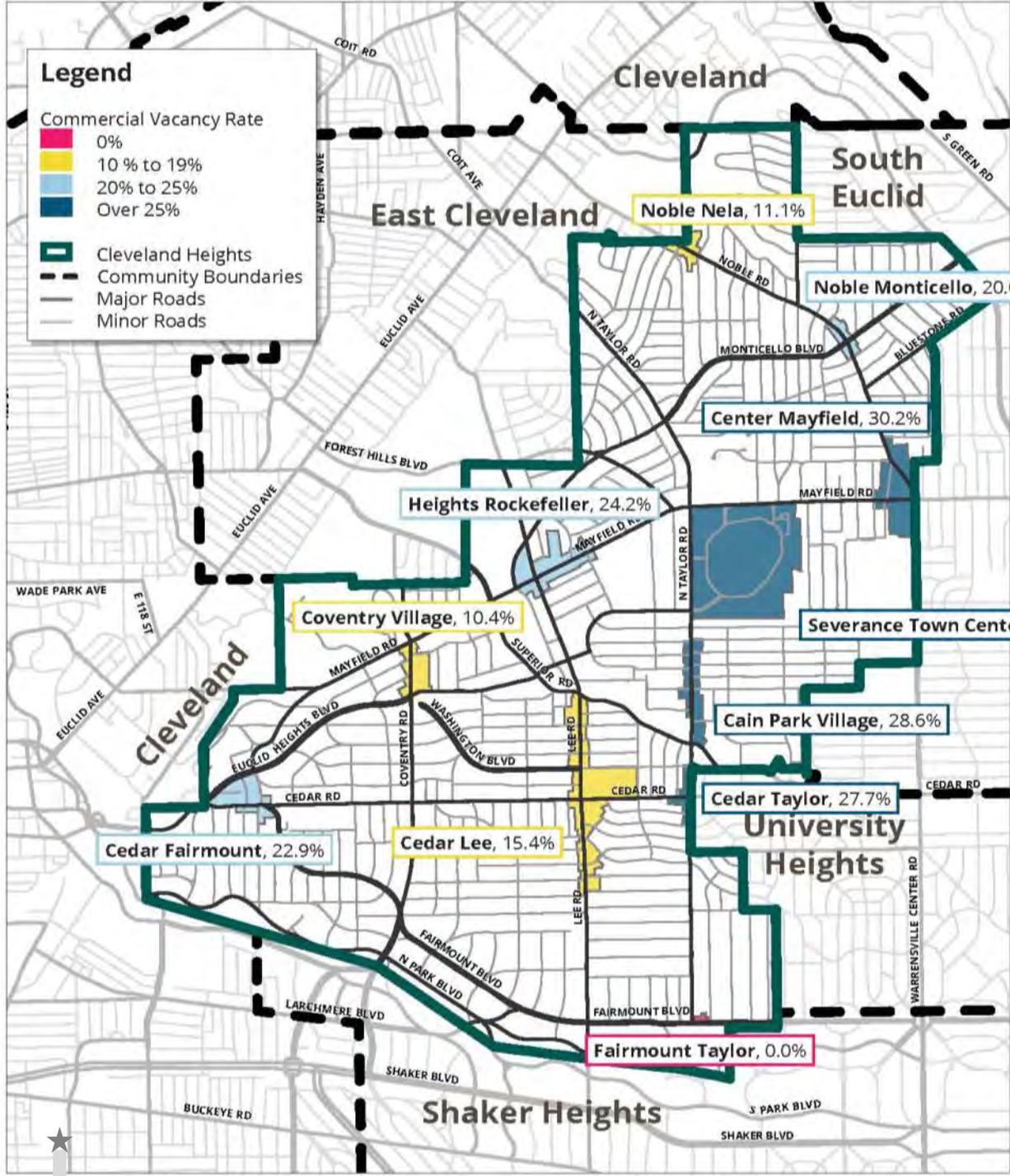
Ongoing Strategy



Business District Strength

Legend

- Commercial Vacancy Rate
 - 0% (Pink)
 - 10% to 19% (Yellow)
 - 20% to 25% (Light Blue)
 - Over 25% (Dark Blue)
- Cleveland Heights (Green outline)
- Community Boundaries (Dashed black line)
- Major Roads (Thick grey line)
- Minor Roads (Thin grey line)



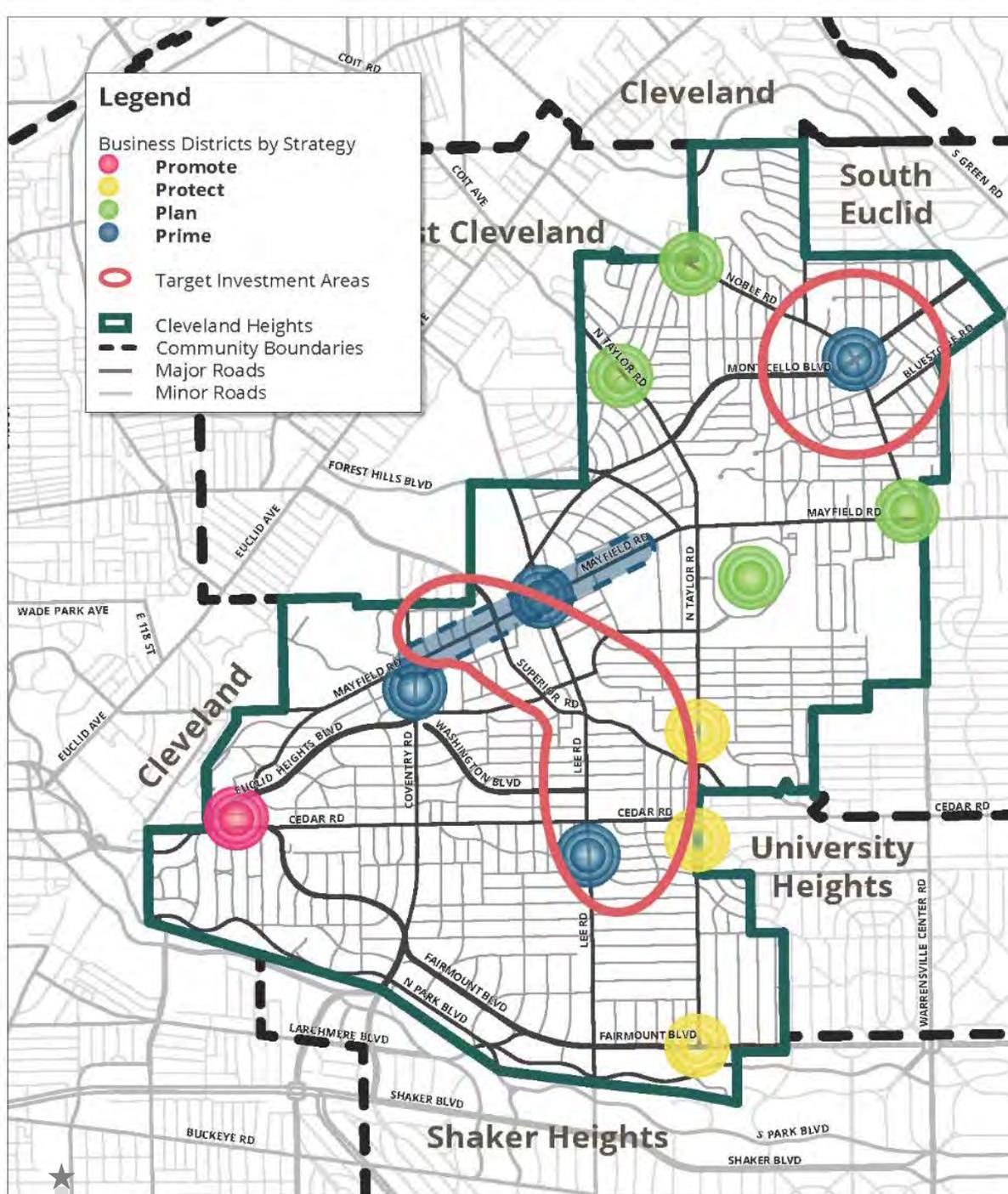
Business District Strategy

Promote high density, mixed-use investments on existing City-owned lots

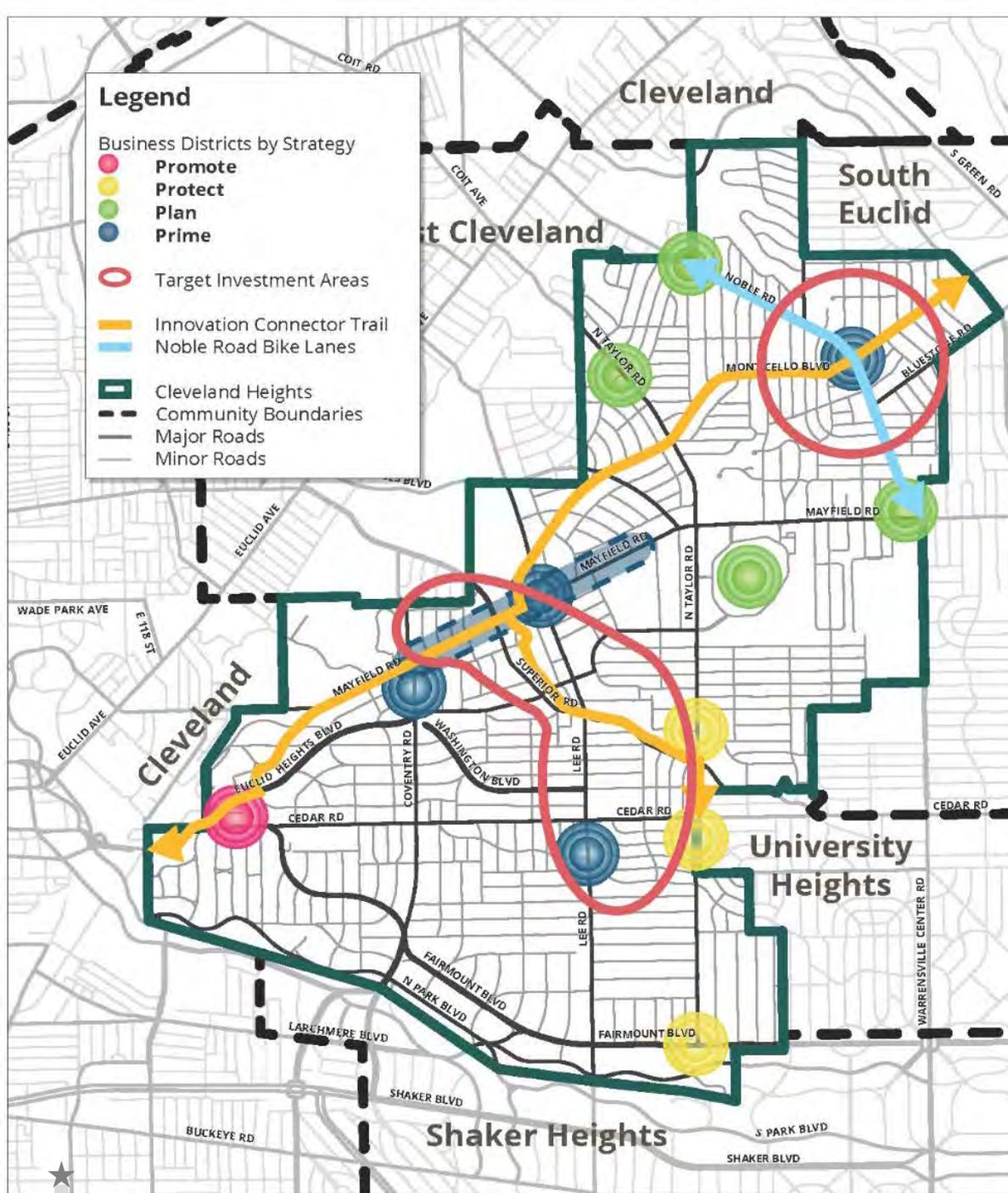
Protect structures from neglect or demolition

Plan for reuse and different development types

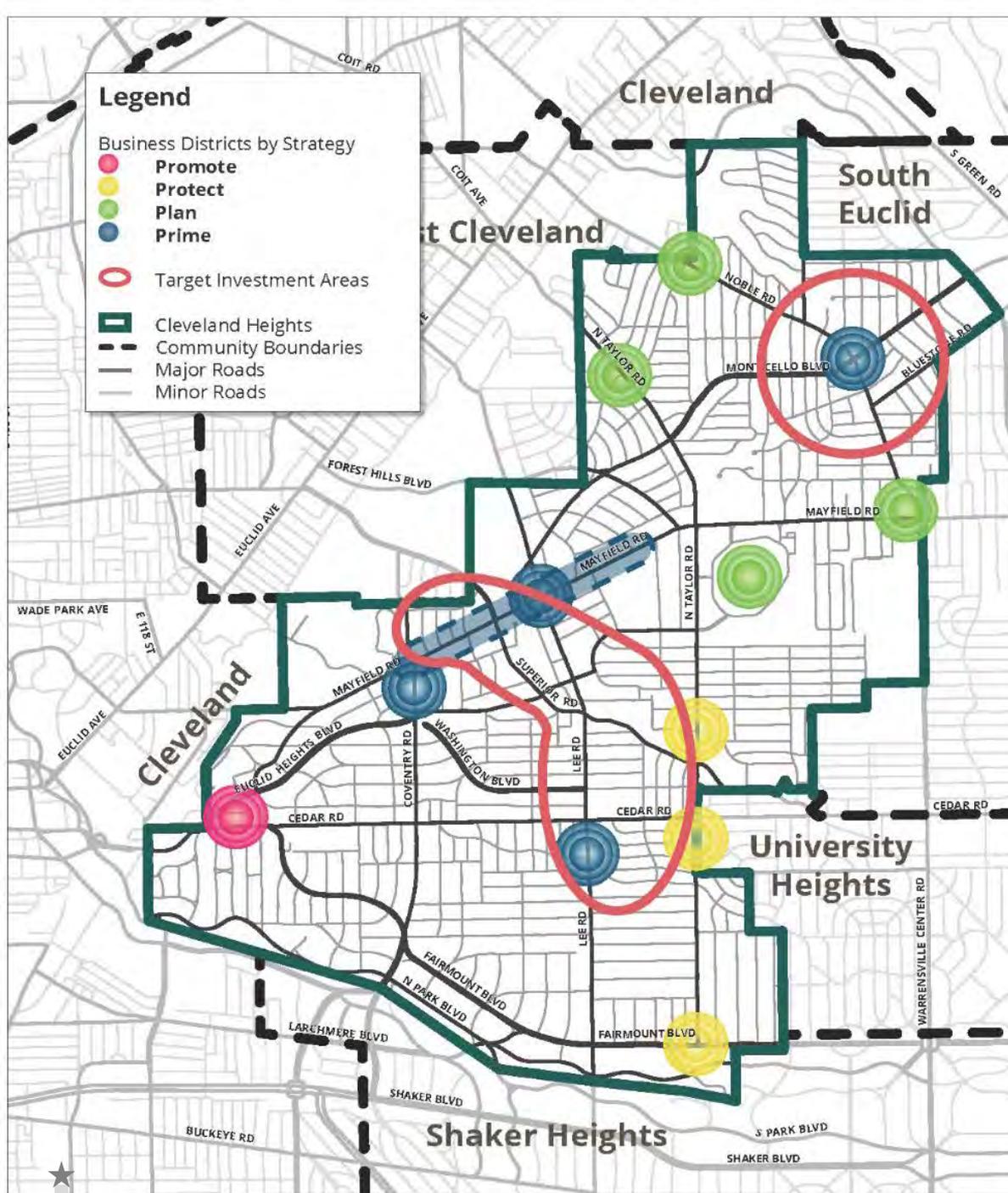
Prime for investment with infrastructure and incentives



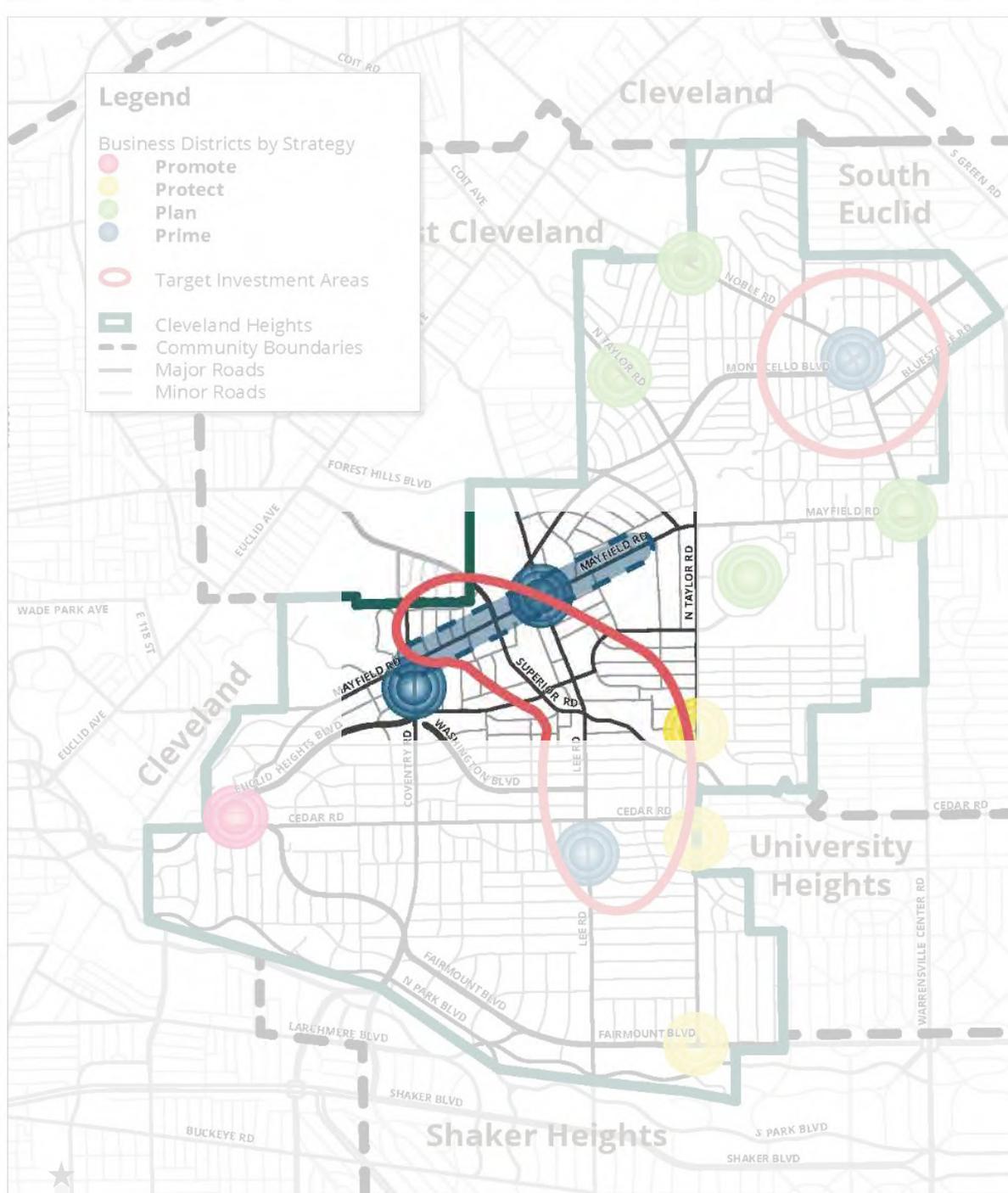
Connectivity Strategy - Trails



Core Strategy



Core Strategy



Mayfield Road Office and Technology Innovation Corridor

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



Trail Connection to Noble Monticello

Road and Transit Connection to Severance and I-271



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

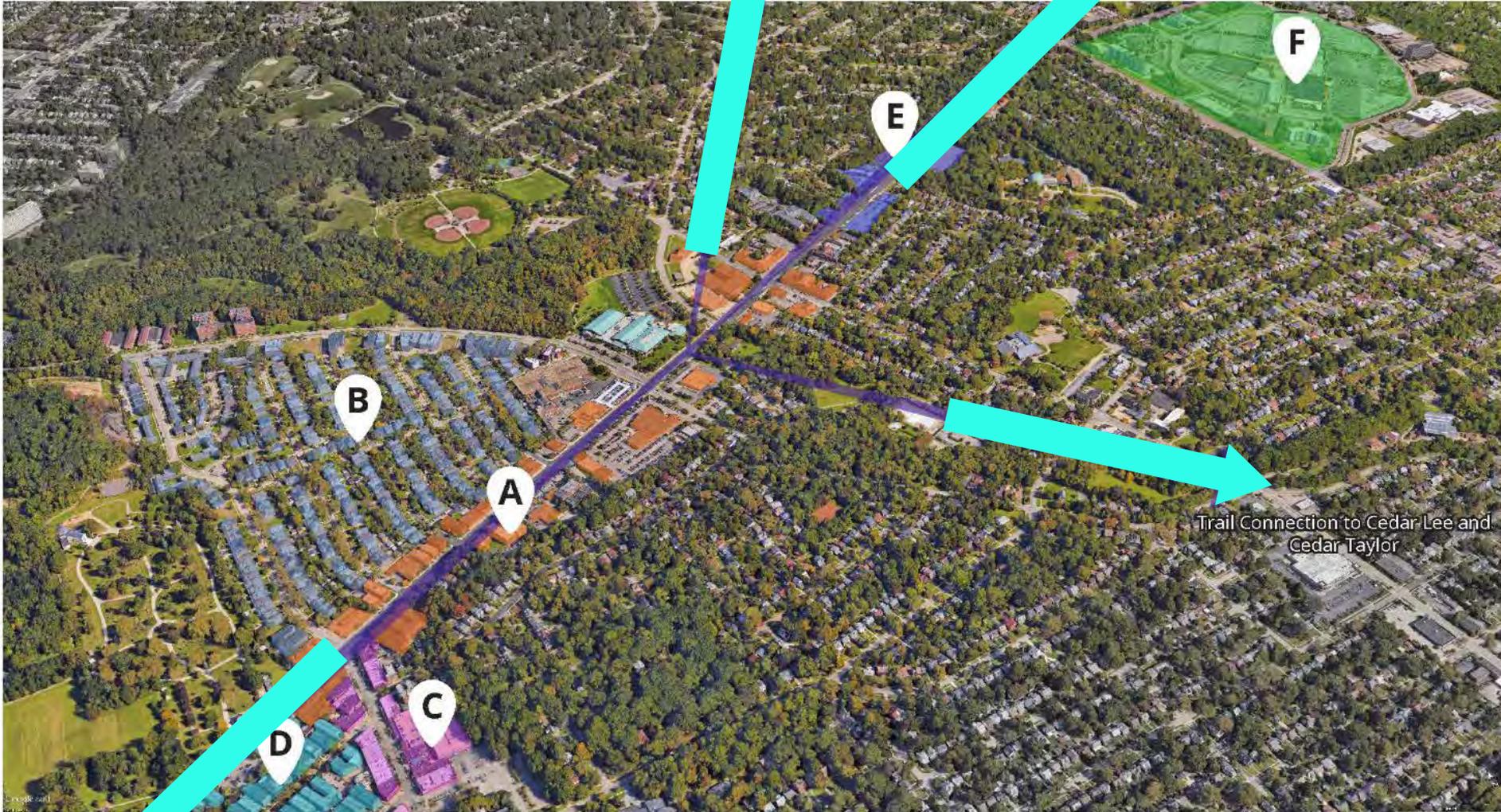
Trail Connection to Cedar Lee and Cedar Taylor

Innovation district

Multi-modal connections to University Circle, Severance, Cain Park, Noble Monticello, and Cedar Lee

Trail Connection to Noble Monticello

Road and Transit Connection to Severance and I-271



Trail Connection to Cedar Lee and Cedar Taylor

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



Innovation district

Talent neighborhood with high concentrations of students



Innovation district

Emerging talent neighborhood



Trail Connection to Noble Monticello

Road and Transit Connection to Severance and I-271

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

Trail Connection to Cedar Lee and Cedar Taylor

Innovation district

Existing vibrant business district



Innovation district

Opportunities to link business districts



Innovation district

Parcels for future large-scale development



Developing the Innovation District

Action: Attract **targeted industries** to the corridor

Action: Promote the City as a **working lab** for students

Action: Invest in **broadband**, especially along Mayfield Road

Action: Establish a **business incubator**

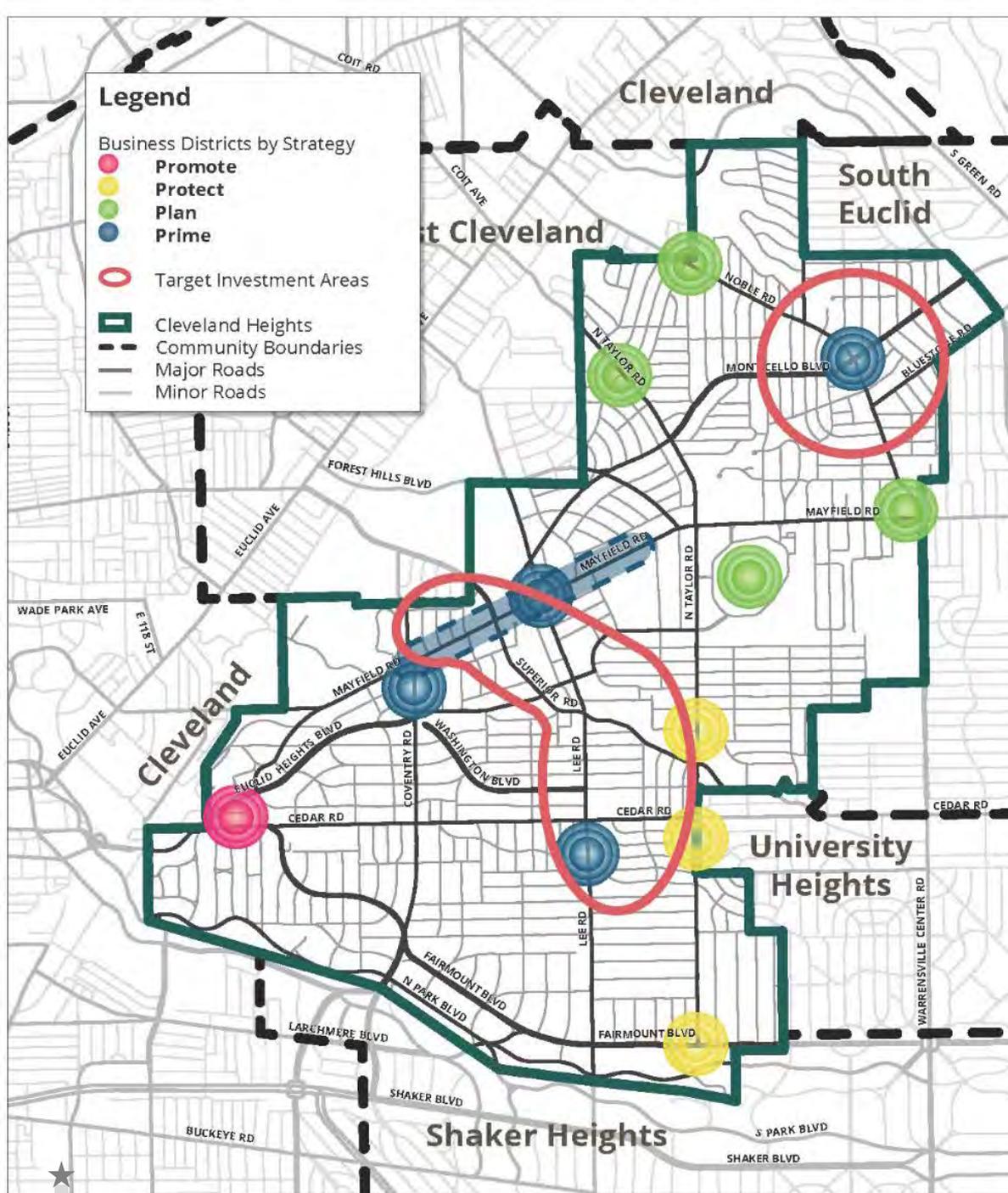
Action: Develop a job creation **tax incentive** program

Action: Construct a **high-quality trail** to University Circle

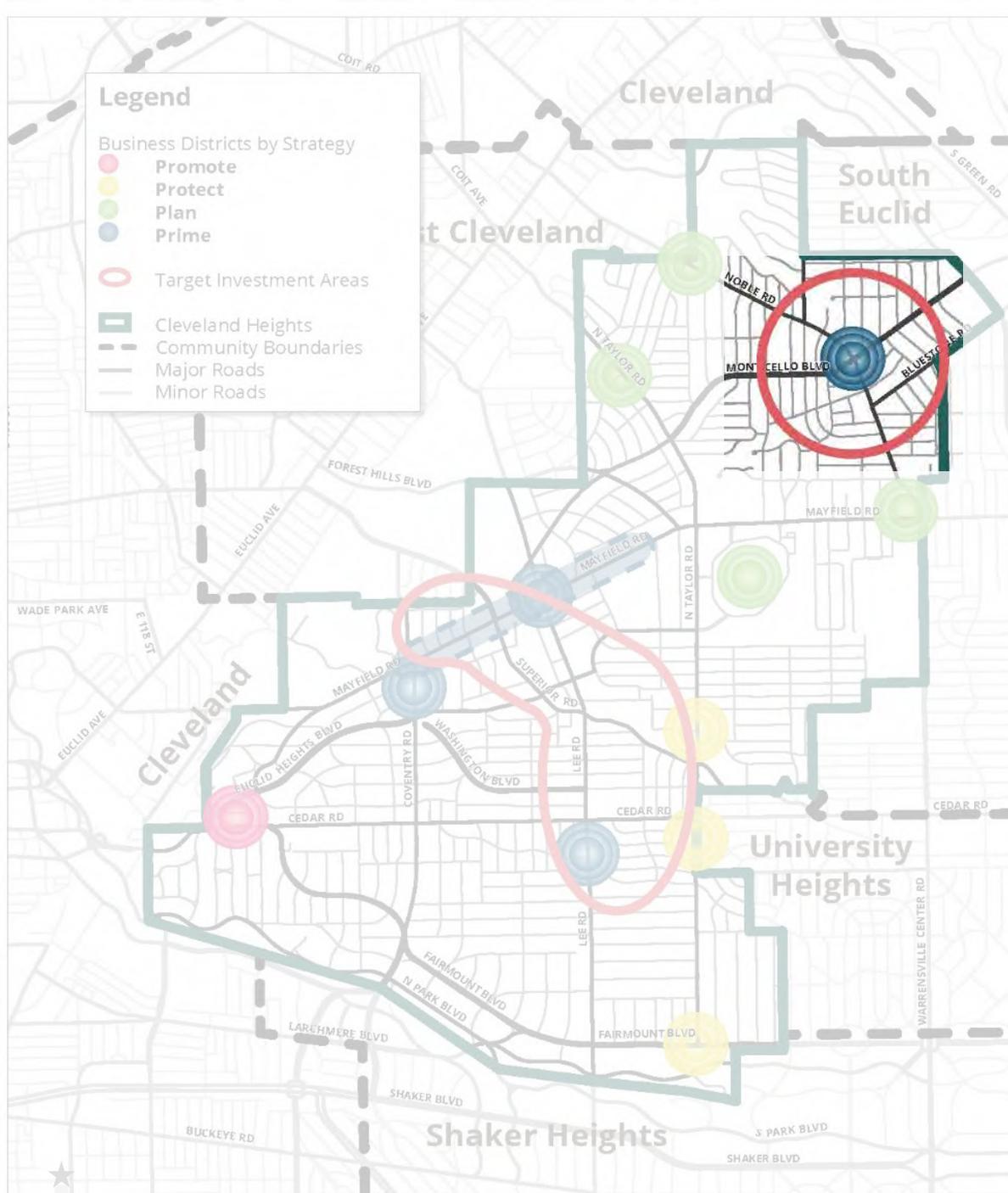
Action: Advocate for **improved transit** connections



Core Strategy



Core Strategy

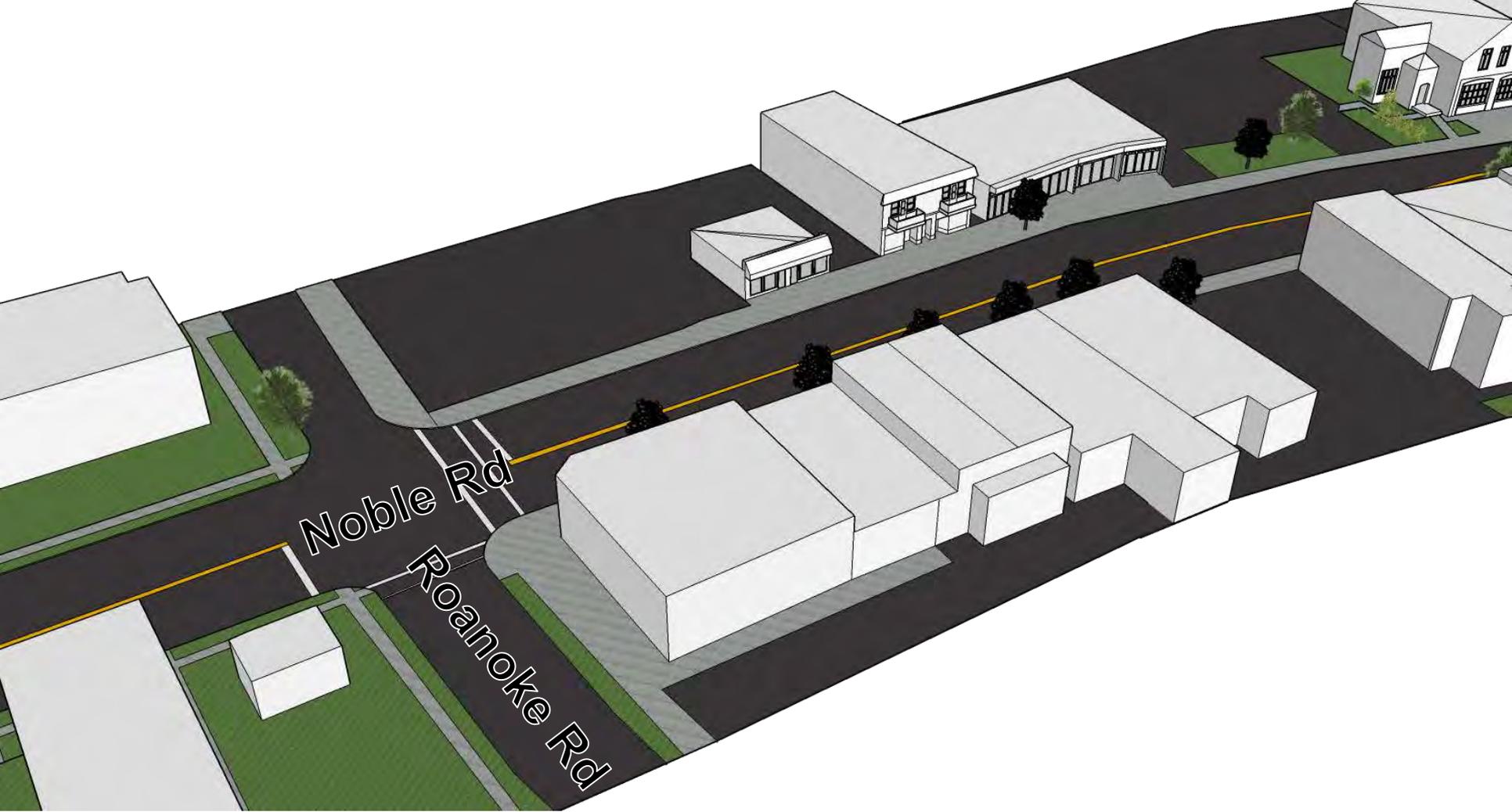


Noble Monticello

Action: **Focus development** around the Noble Monticello business district as an anchor for the Noble Neighborhood



Noble Monticello



Noble Monticello



Bike Lanes
and Improved
Intersections

Permanent
Farmers Market
Building

Gateway Signs
and Murals

Business
Incubation



Noble Monticello



Noble Monticello

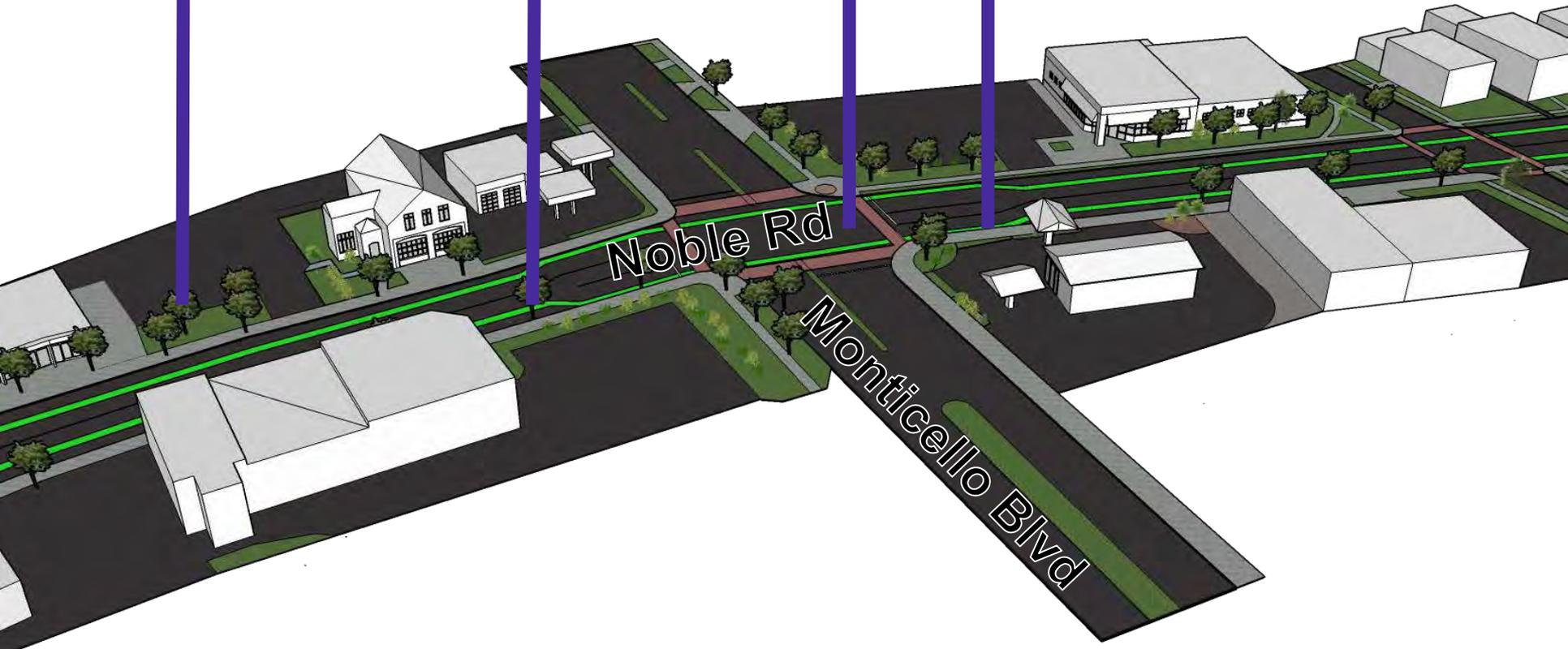


Improved Screening

Additional Street Trees

Improved Landscaping at Intersection

Fewer Curb-Cuts



Noble Rd

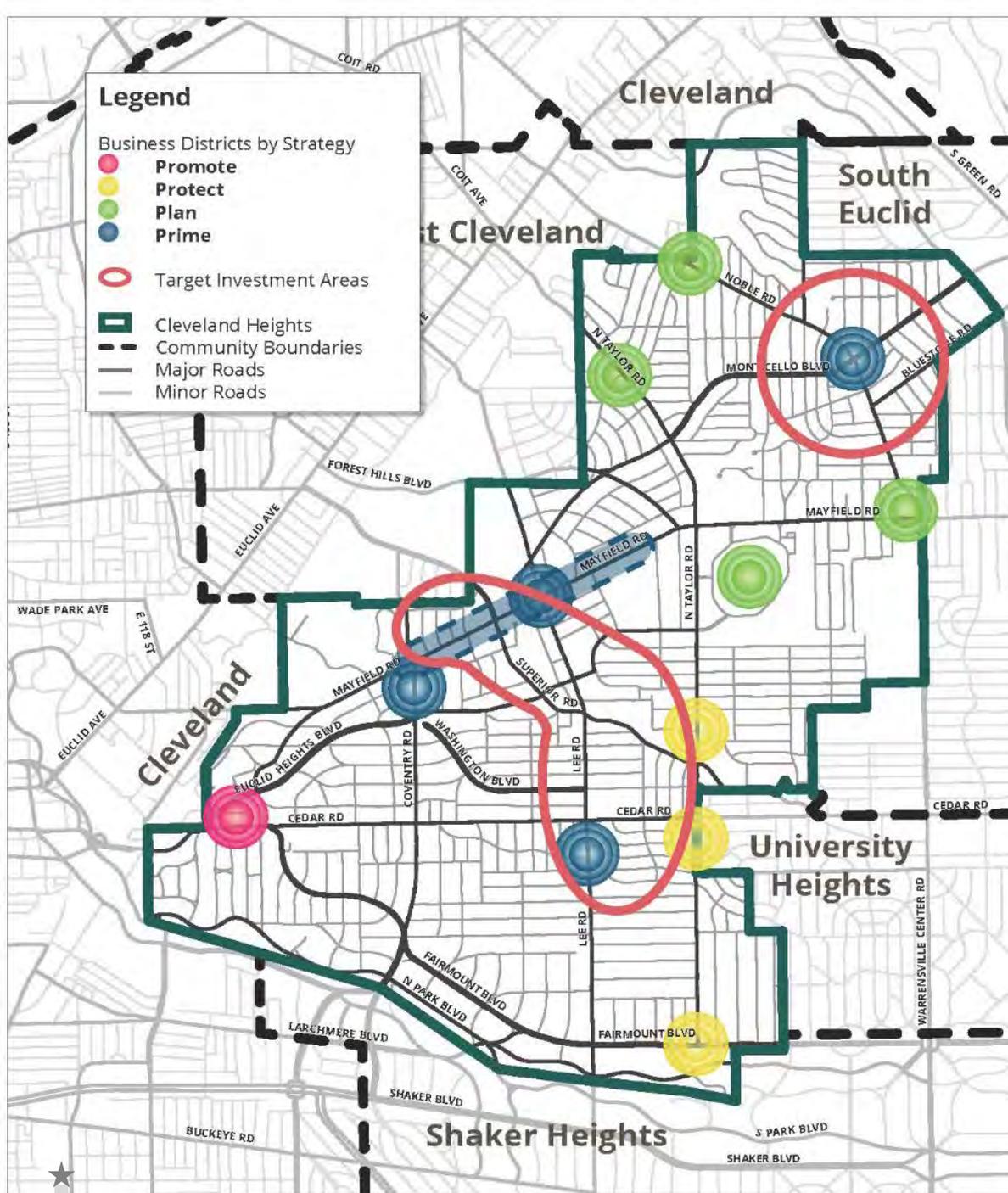
Monticello Blvd

Neighborhood Pride

- Park clean-ups
- Litter collection
- Health screenings
- Hydrant painting
- Streetlight replacement
- Pothole repair
- Code enforcement review
- Housing counseling
- Home repair resource matching
- Neighborhood safety education
- Beautiful home awards



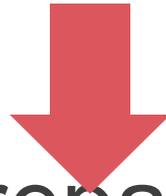
Core Strategy



Action Examples: **Individual Actions**



Vision: Complete Transportation Network



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



Action: Improve the gateways into Cleveland Heights

Cedar Glen Gateway



Cedar Glen Gateway



Cedar Glen Gateway



Stylish Lighting

Benches and Pedestrian Amenities

Directional Signs

Decorative Banners and Infrastructure

Innovation Connector Trail

Vision: Environmentally Sustainable
Community



Goal: Use green infrastructure in public projects and promote it in private investments



Action: Invest in green infrastructure in oversized intersections, existing medians, and new medians



Use the City's street and median network for stormwater



Use the City's street and median network for stormwater



Use the City's street and median network for stormwater



Increased green space for stormwater absorption

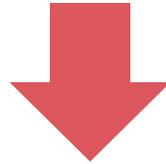
Native plants

Water Inlets

Increased tree canopy

Improved pedestrian pathways

Vision: A Safe and Engaged Community

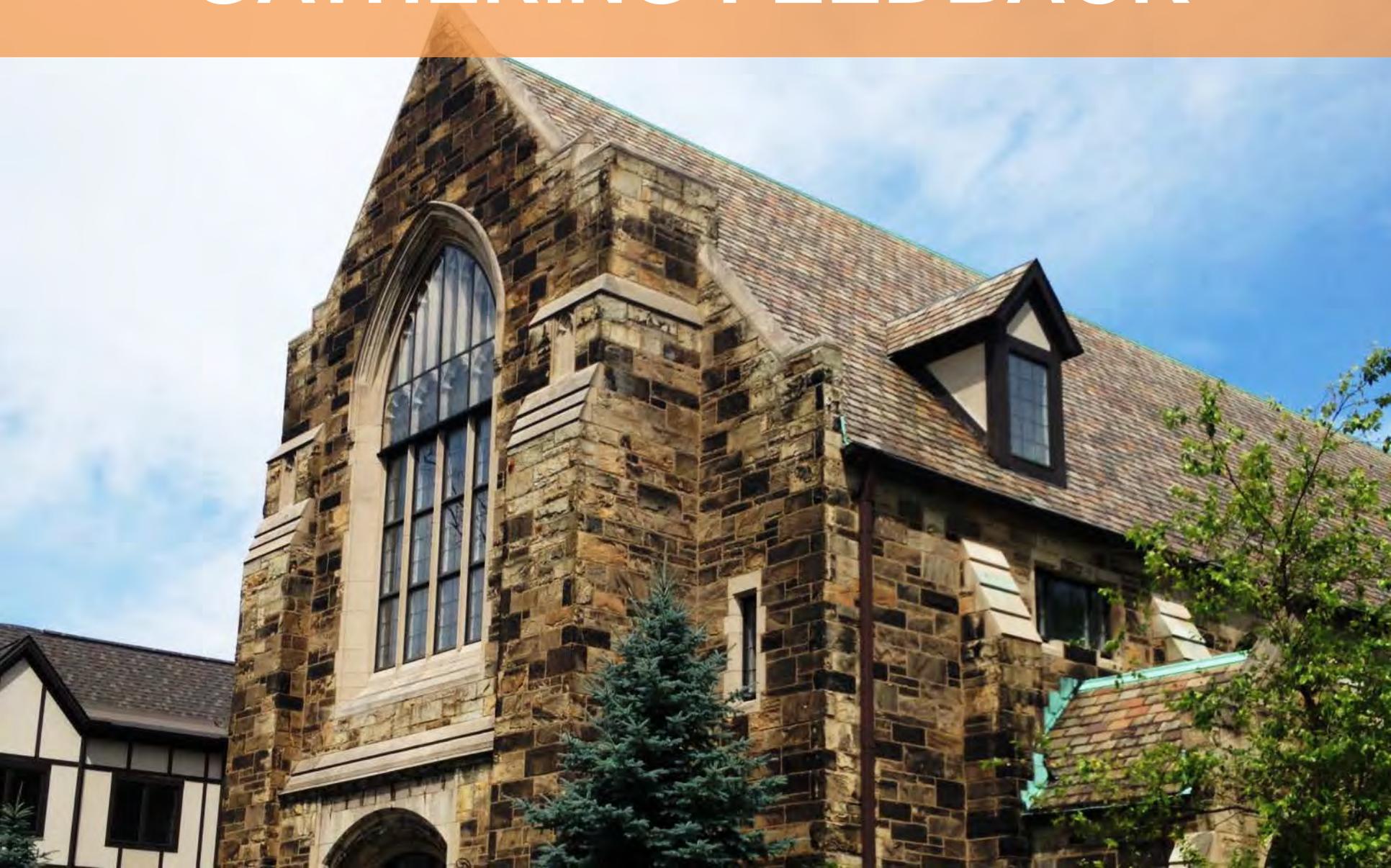


Goal: Continue to forge partnerships with community groups to directly respond to unique local needs



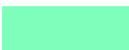
Action: Form a Community Development Corporation in collaboration with the Special Improvement Districts

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

VIBRANT NEIGHBORHOODS

Review the actions below. Place a dot in the green box next to the goal if you want to keep it. Place a dot in the orange box if you want to change it. If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box at the bottom.

Keep it! →

	Revitalize neighborhoods			Promote neighborhoods			Identities
	Incentivize investments in new housing and in home repairs	Develop a board to recommend improvements to streamline the City's process for building houses on vacant lots	Bundle City- or Land Bank-owned properties and explore opportunities for larger redevelopments	Complete a housing preferences survey to determine why residents are choosing to live in or more 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
KEEP IT!							
CHANGE IT!							
COMMENTS?							

VIBRANT NEIGHBORHOODS

Review the actions below. Place a dot in the green box next to the goal if you want to keep it. Place a dot in the orange box if you want to change it. If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box at the bottom.

Revitalize neighborhoods

Incentivize investments in new housing and in home repairs

Develop a board to recommend improvements to streamline the City's process for building houses on vacant lots

Bundle City- or Land Bank-owned properties and explore opportunities for larger redevelopments

Promote neighborhoods

Complete a housing preferences survey to determine why residents are choosing to live in or more 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

Identities

Develop more detailed area plans for neighborhood planning districts

Keep it!



Change it!



KEEP IT!

CHANGE IT!

COMMENTS?

KEEP IT!

CHANGE IT!

COMMENTS?

VIBRANT NEIGHBORHOODS

Review the actions below. Place a dot in the green box next to the goal if you want to keep it. Place a dot in the orange box if you want to change it. If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box at the bottom.

	Revitalize neighborhoods			Promote neighborhoods			Identities
	Incentivize investments in new housing and in home repairs	Develop a board to recommend improvements to streamline the City's process for building houses on vacant lots	Bundle City- or Land Bank-owned properties and explore opportunities for larger redevelopments	Complete a housing preferences survey to determine why residents are choosing to live in or more 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
Keep it! →	KEEP IT! ● ●		● ●	●	●	● ● ● ● ●	● ● ●
Change it! →		● ● ●			● ● ● ●	●	●
Comments →		Not a priority			We should advertise to families too		
	COMMENTS?						COMMENTS?

- Visit the stations, ask questions, and provide us feedback on the 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/ClevelandHeightsPM2Survey



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/ClevelandHeightsPM2Survey

The survey will close on August 1, 2016

WHAT'S NEXT?



Priorities – What do we accomplish first?

- We will identify partner agencies and groups, grants and loan programs, and estimated costs
- The next public meeting will ask for feedback on the most important actions

Public Meetings

We will need your input again!

Meetings	Topic	Date
Meeting #1	Community Vision	February 23, 2016
Meeting #2	Policies	July 14, 2016
Meeting #3	Implementation	September, 2016 (<i>tentative</i>)

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

Before you give us feedback...

Questions?

VIBRANT NEIGHBORHOODS

Review the actions below. Place a dot in the green box next to the goal if you want to keep it. Place a dot in the orange box if you want to change it. If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box at the bottom.

	Revitalize neighborhoods	Promote neighborhoods			Identities	
KEEP IT!	<input type="checkbox"/>					
CHANGE IT!	<input type="checkbox"/>					
COMMENTS?						

Revitalize neighborhoods

- Incentivize investments in new housing and in home repairs
- Develop a board to recommend improvements to streamline the City's process for building houses on vacant lots
- Bundle City- or Land Bank-owned properties and explore opportunities for larger redevelopments

Promote neighborhoods

- Complete a housing preferences survey to determine why residents are choosing to live in or more 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

Identities

- Develop more detailed area plans for neighborhood planning districts

Tell us what you think!
We are around the room to answer questions