

Welcome

STEERING COMMITTEE #5

Cleveland Heights Master Plan

June 23, 2016



- Master Plan Process Review
- Core Strategy
- Future Land Use
- Policies Overview
- What's Next?
- Public Comments

- **Master Plan Process Review**
- Core Strategy
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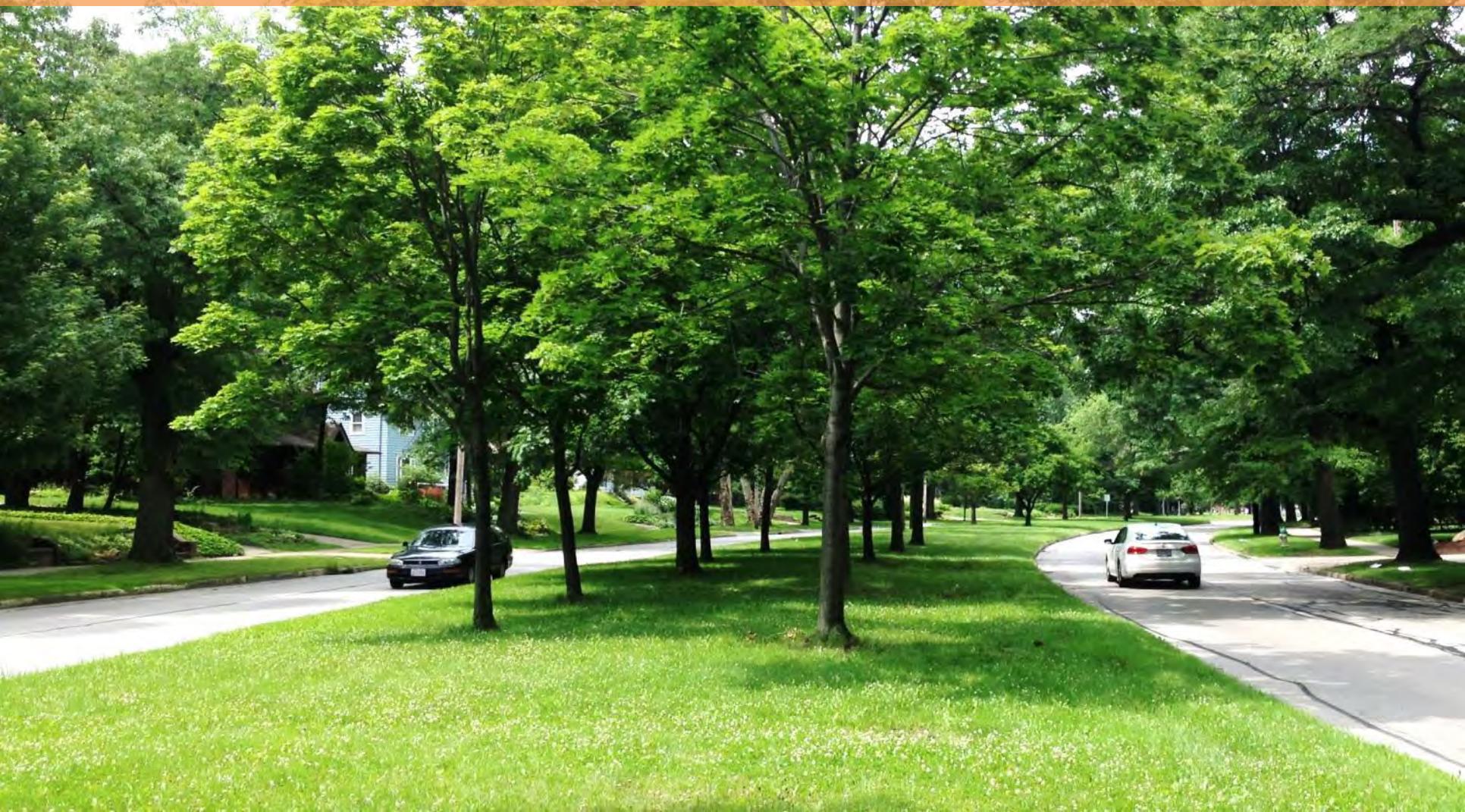
- Master Plan Process Review
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- **Future Land Use**
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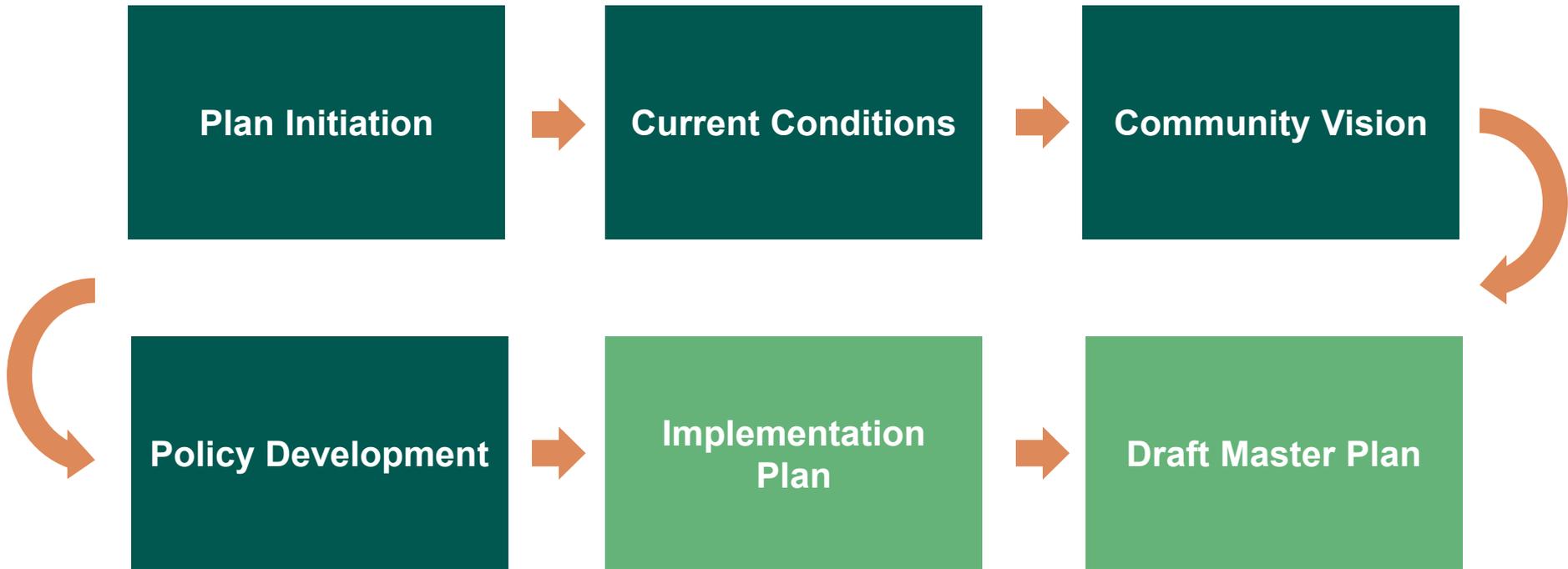
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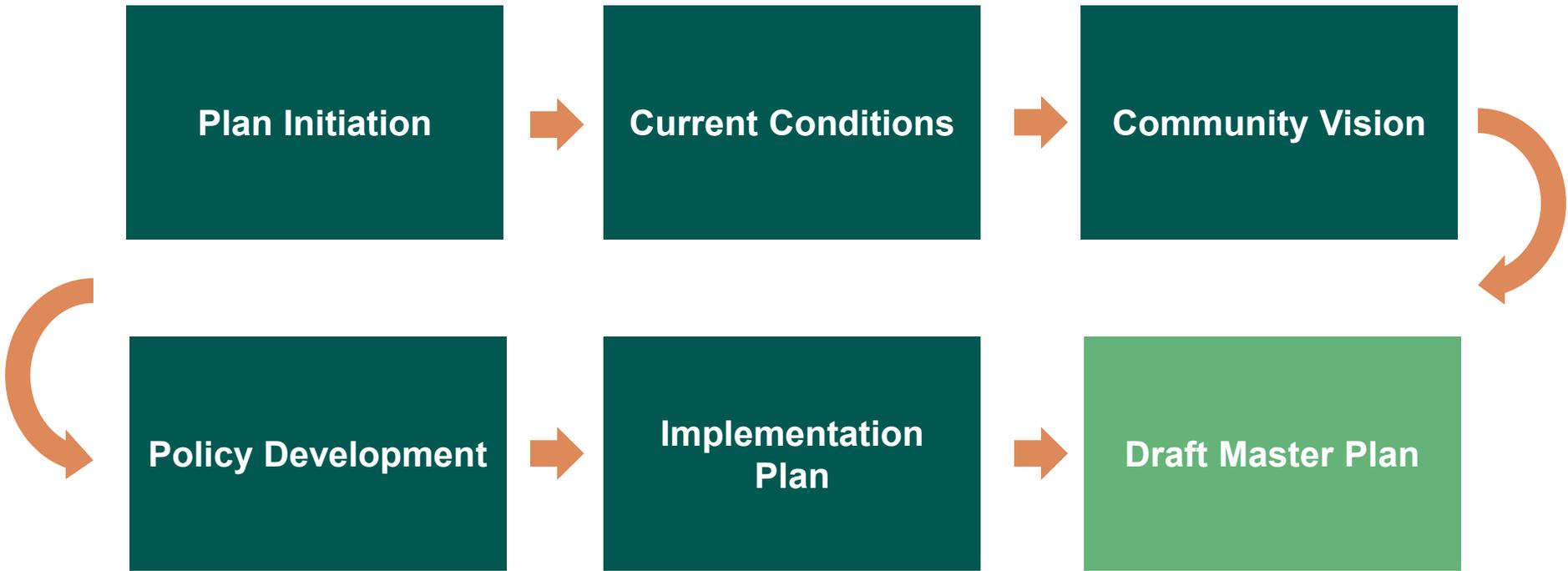
PROCESS REVIEW

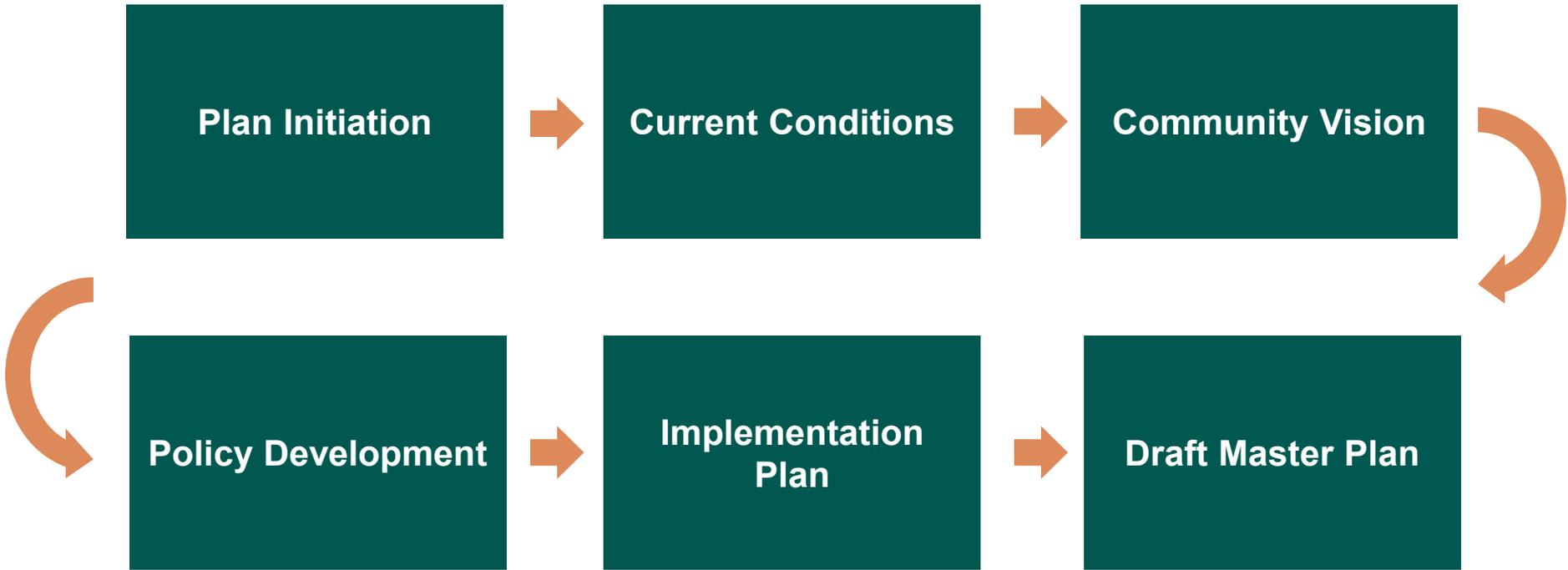




Action steps to achieve the community's desired future







CORE STRATEGY



Housing Market Strength

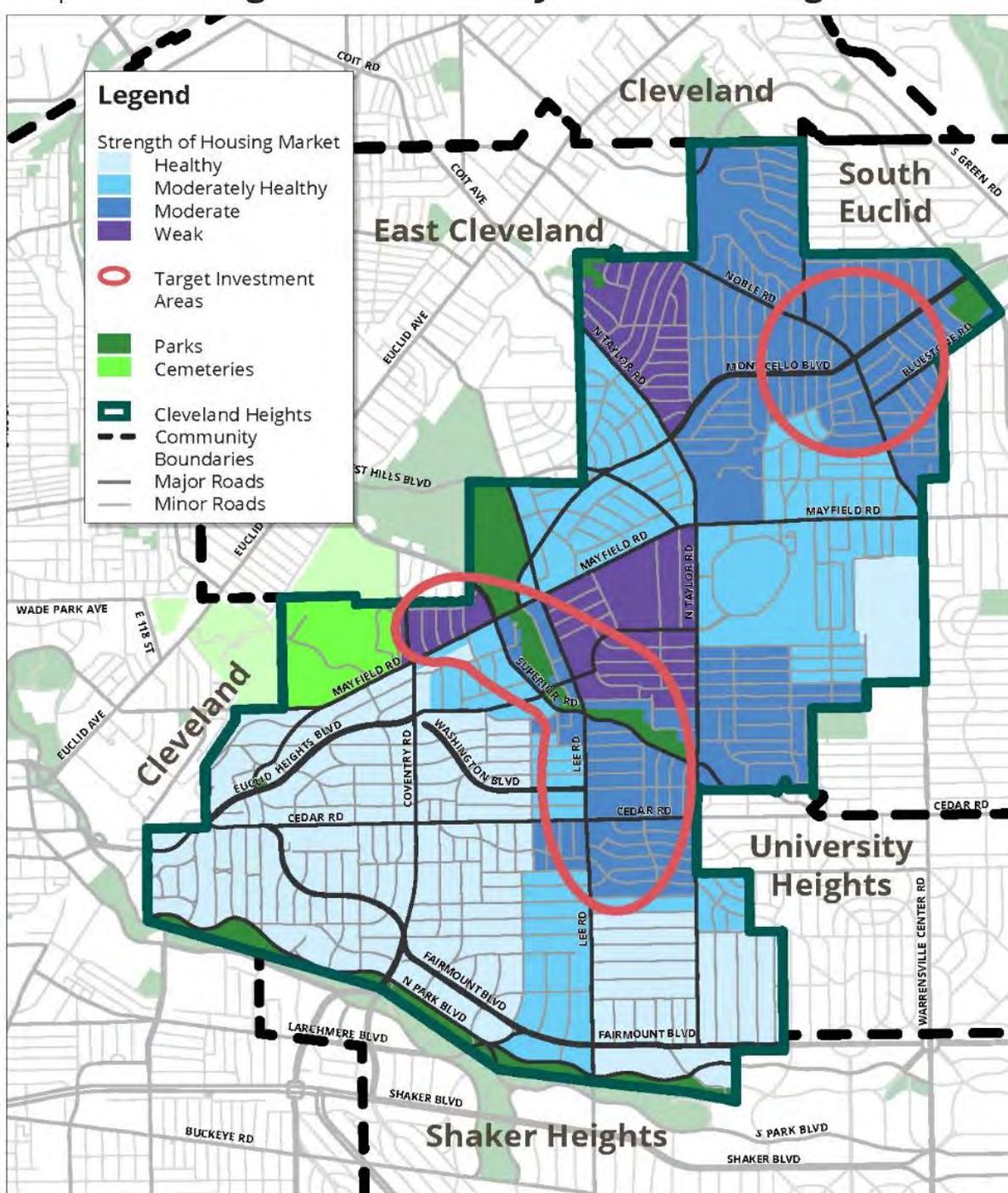


Housing Market Strength



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

Initial Focus Areas

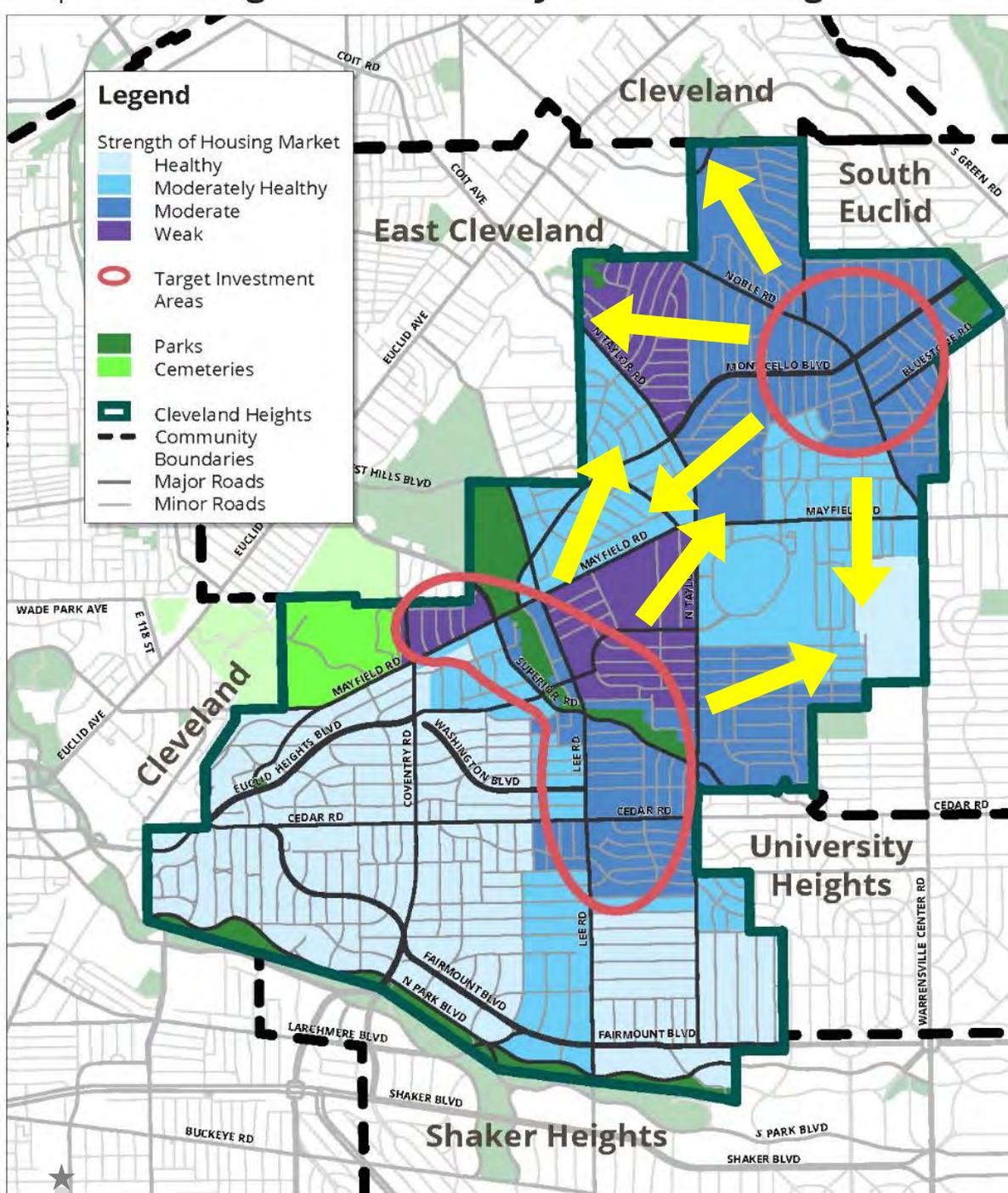


Columbus' Neighborhood Pride Program

- 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



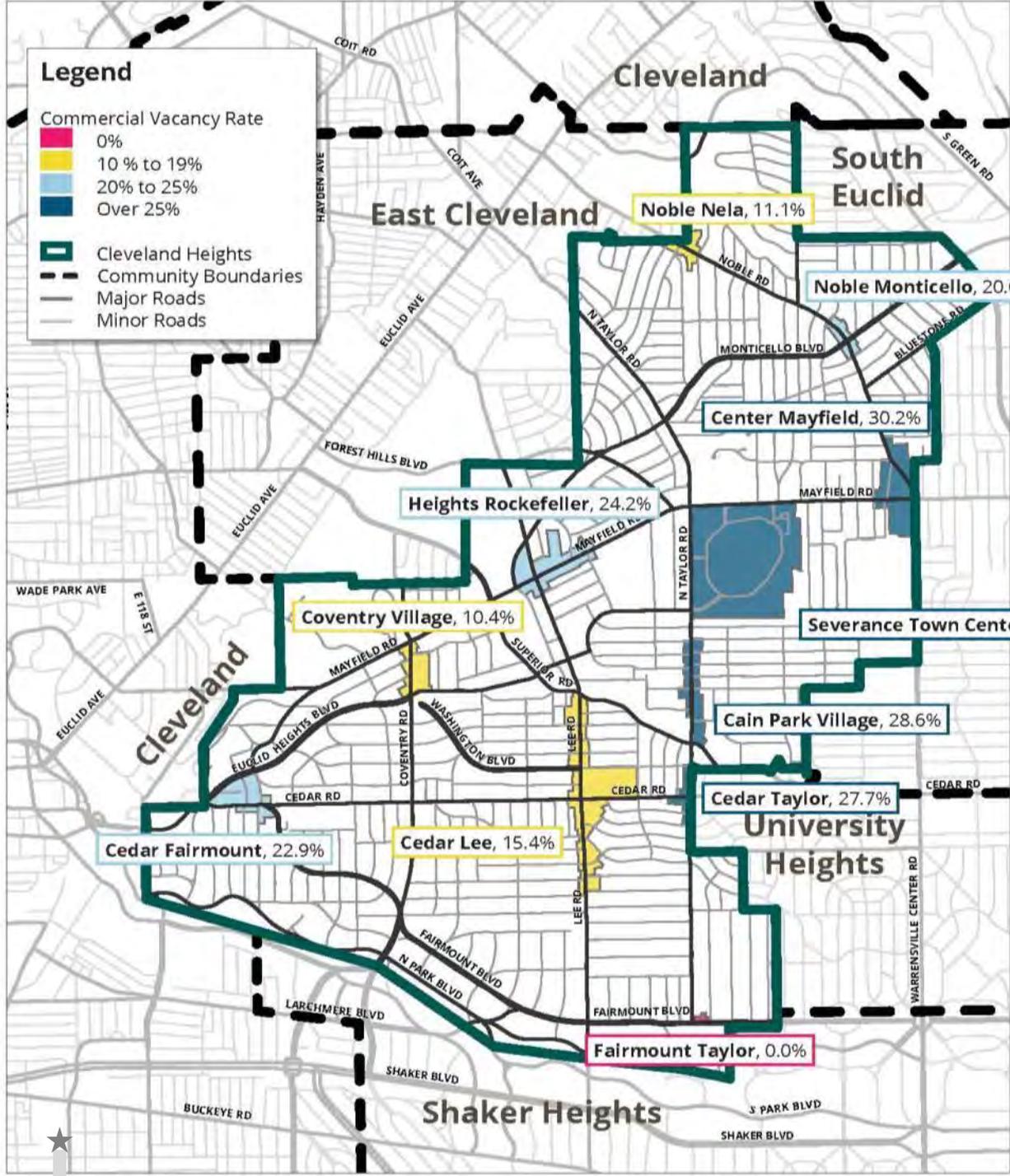
Ongoing Strategy



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)



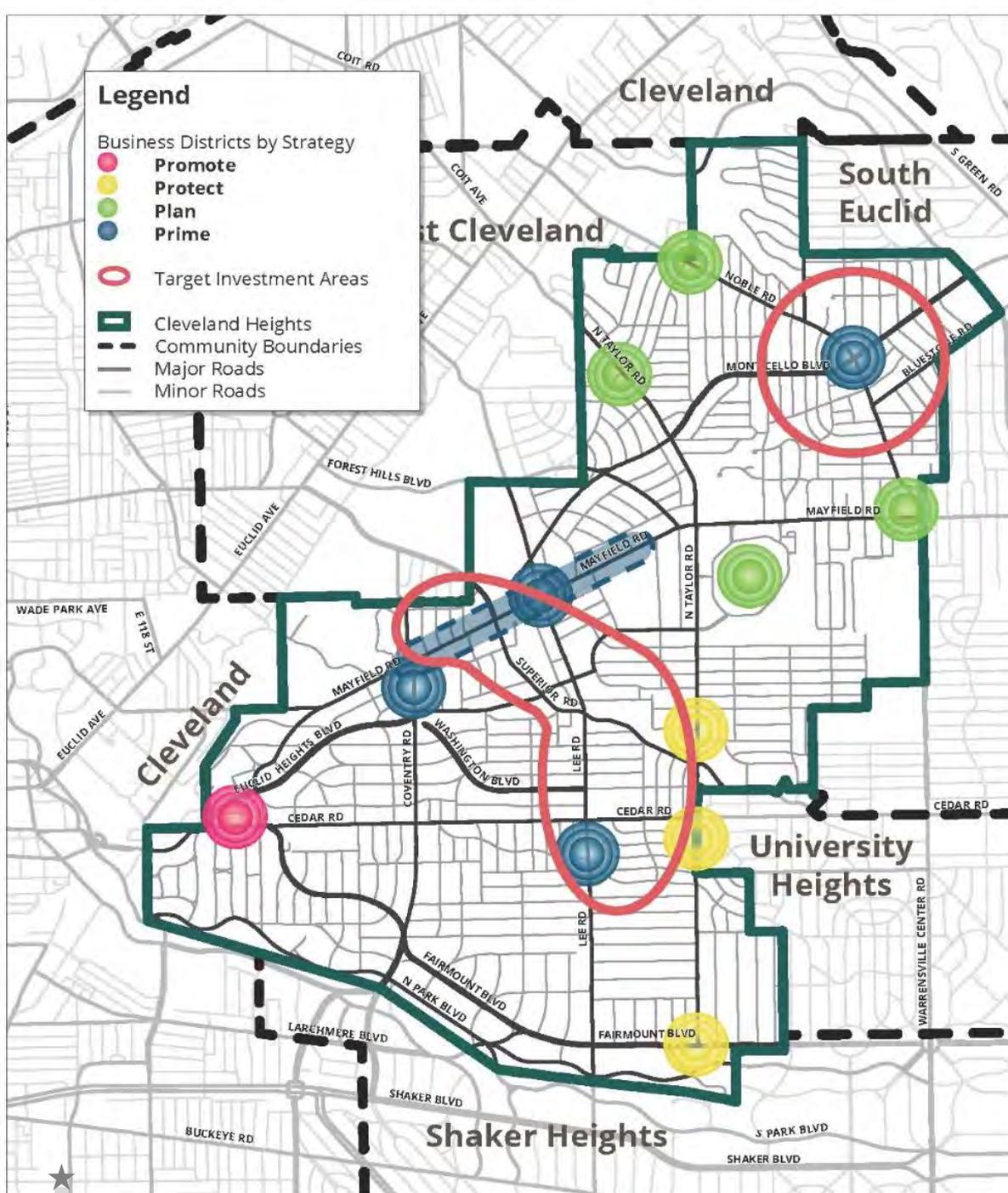
Business District Strategy

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

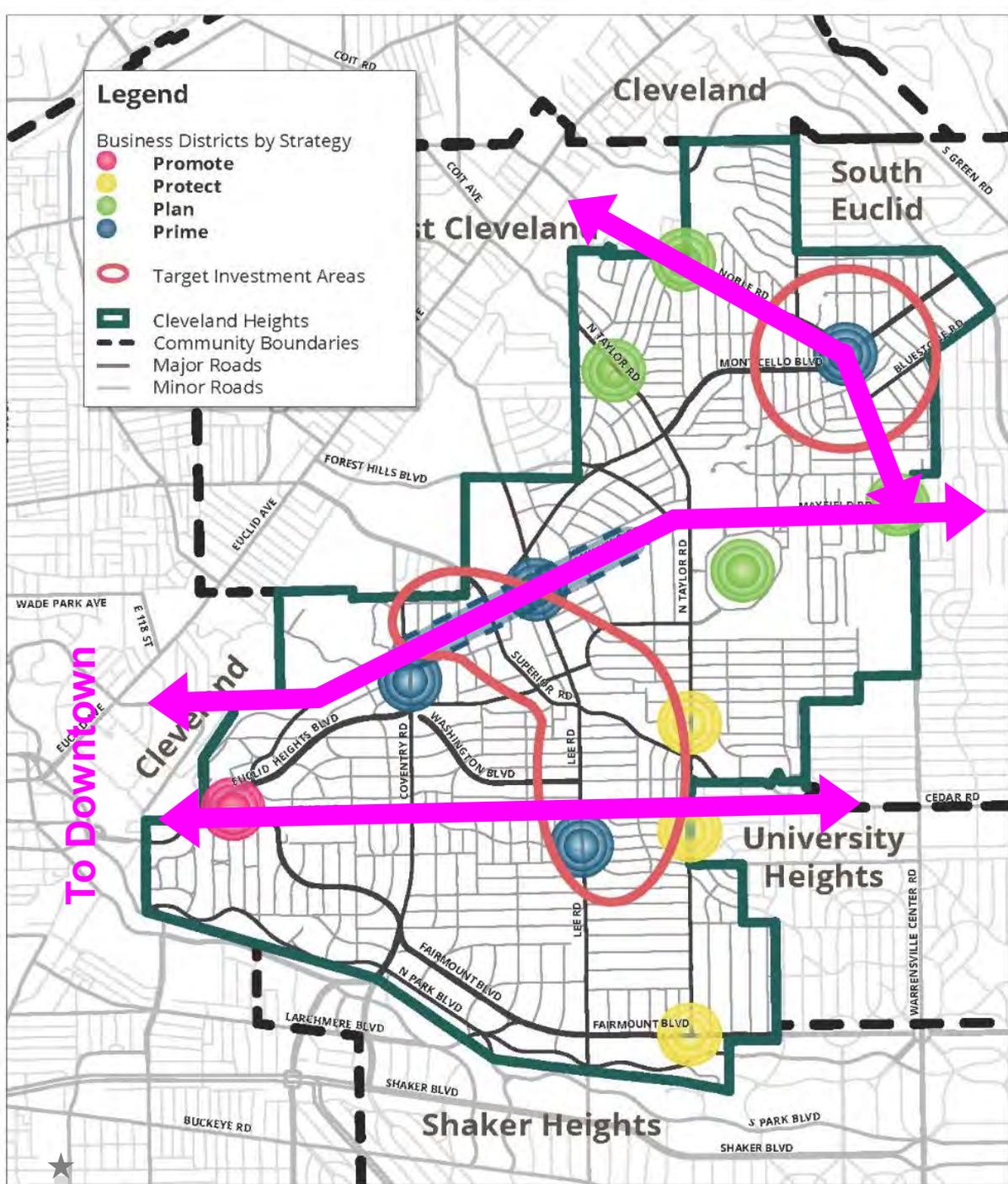
Protect structures from neglect or demolition

Plan for reuse and different development types

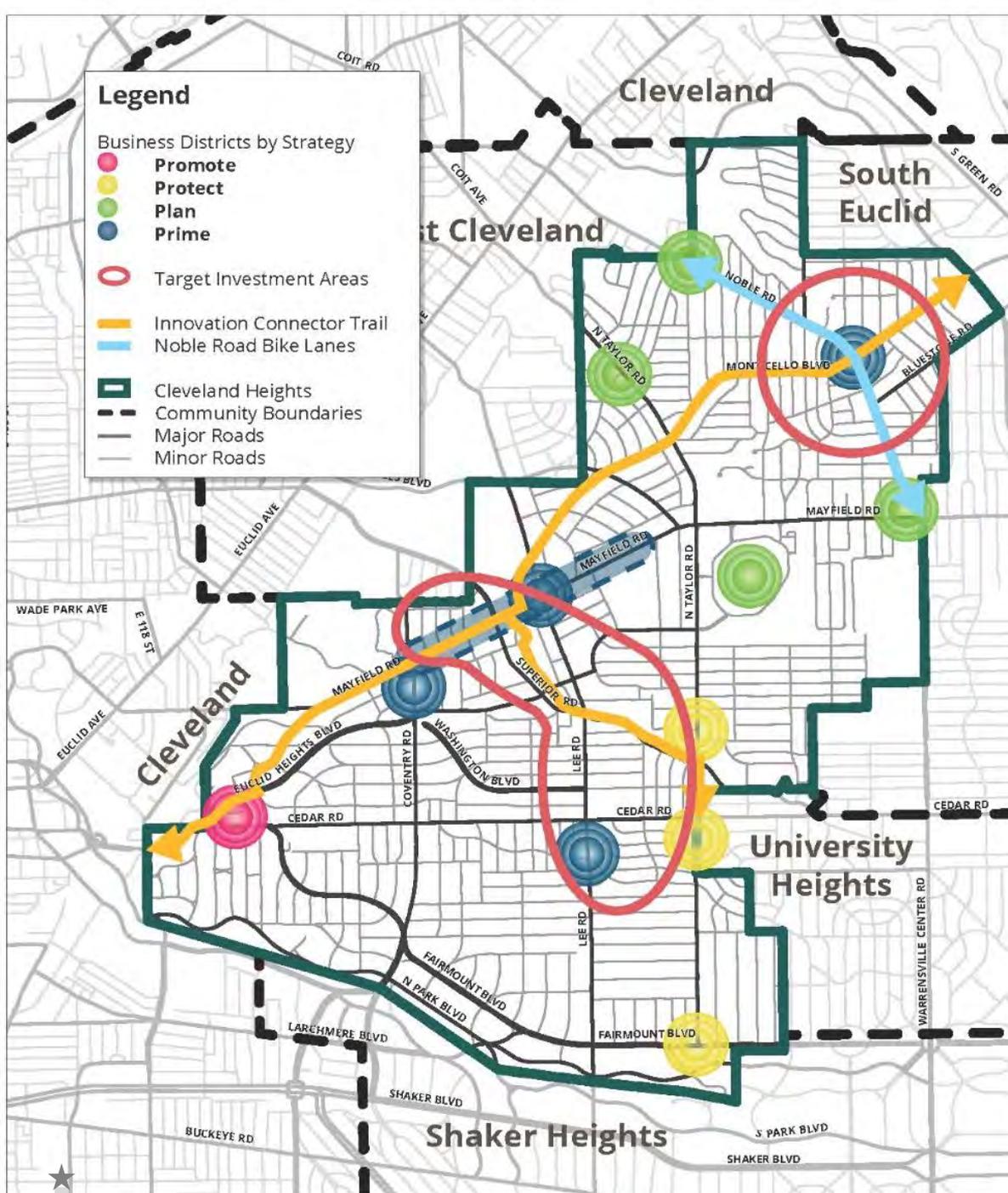
Prime for investment with infrastructure and incentives



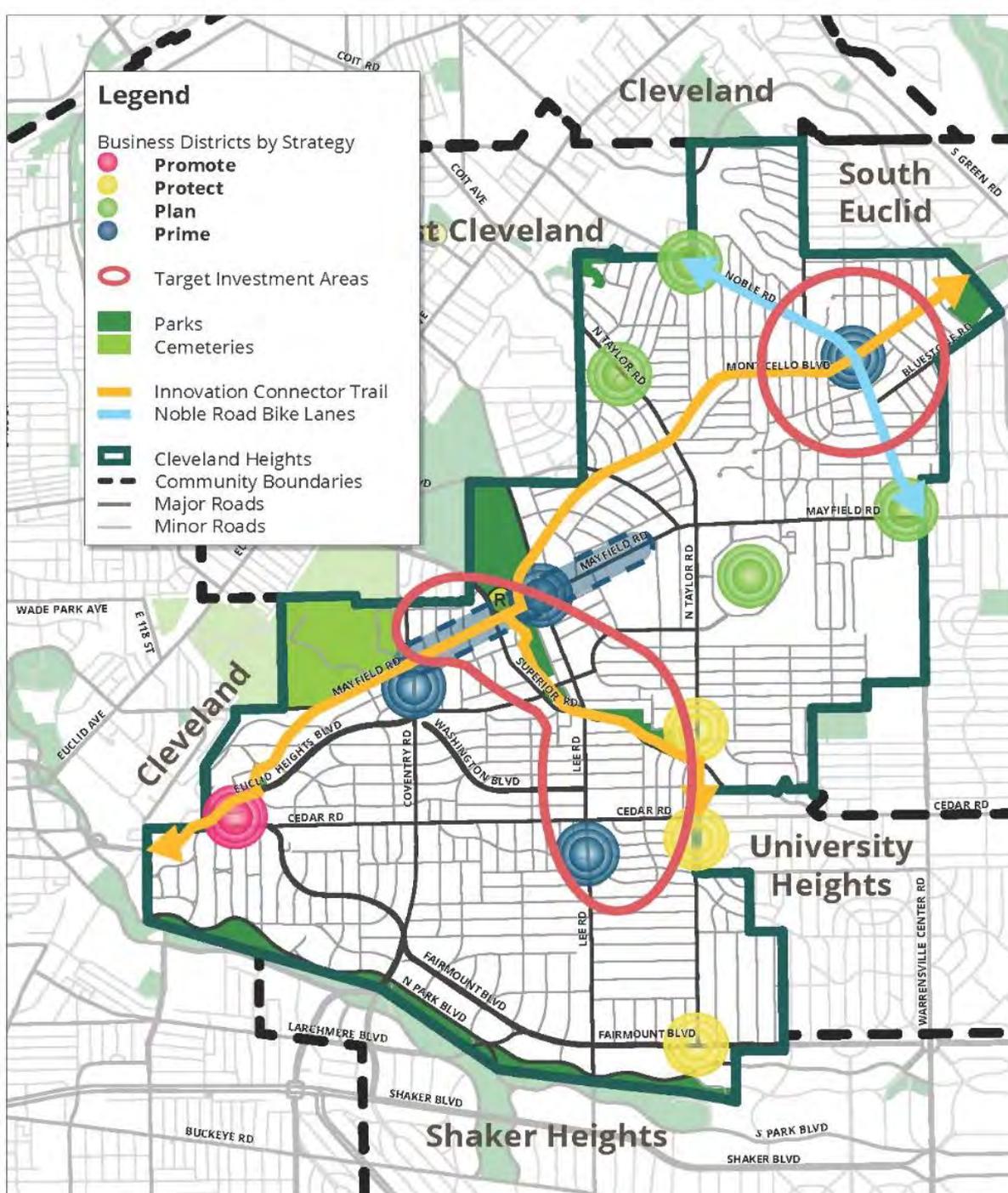
Connectivity Strategy - Transit



Connectivity Strategy - Trails



Green Space Strategy



FUTURE LAND USE



What is a Future Land Use map?

- The Future Land Use map describes the **range of uses the community wants to see** in the future
- The map does not change zoning
- The map is used to guide development



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

Ohio Development Services Agency



Office or Multi-Family

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

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

Cleveland.com



Institutional

Government or other non-profit-owned areas

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

City of Cleveland Heights

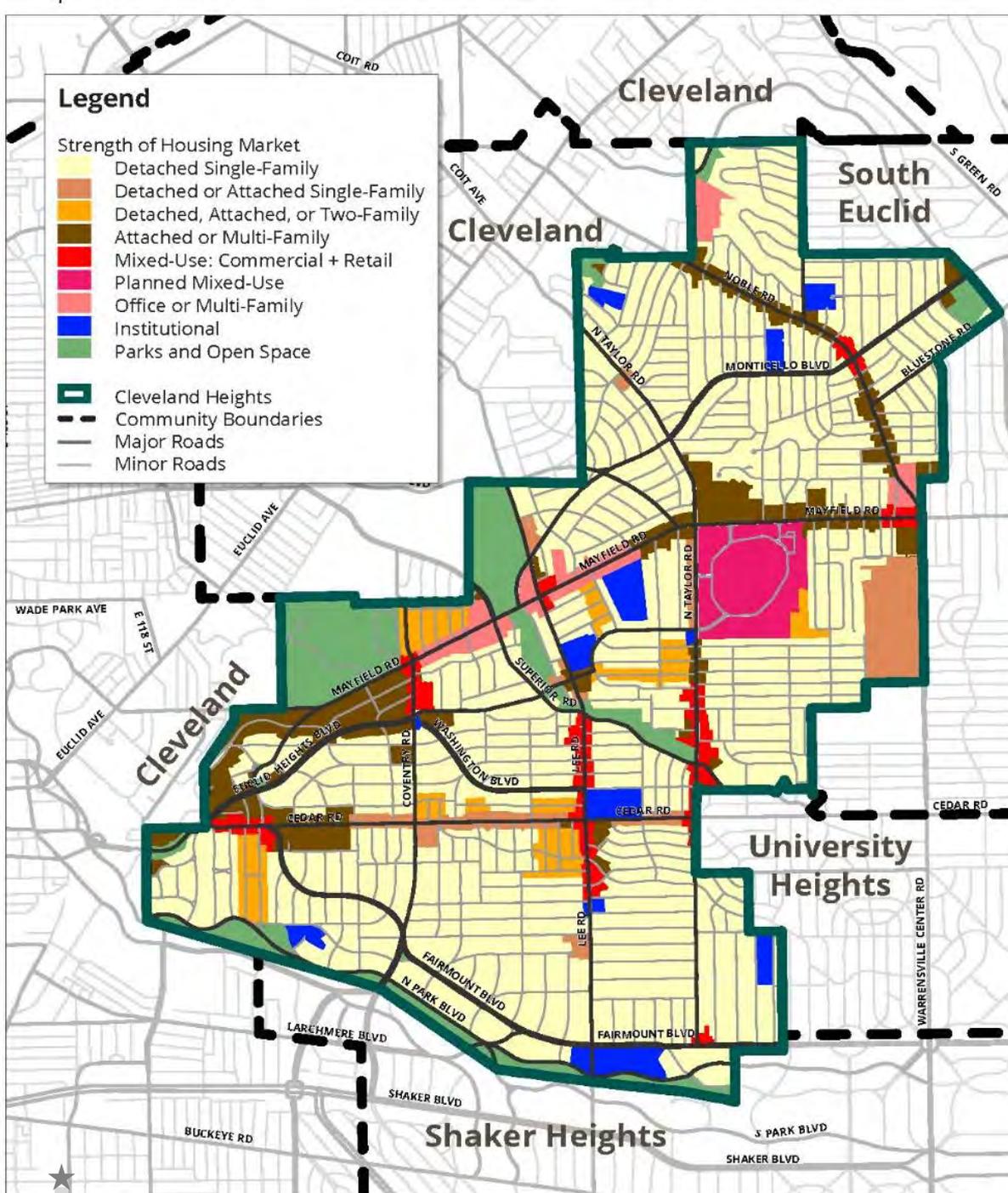


Parks and Open Space

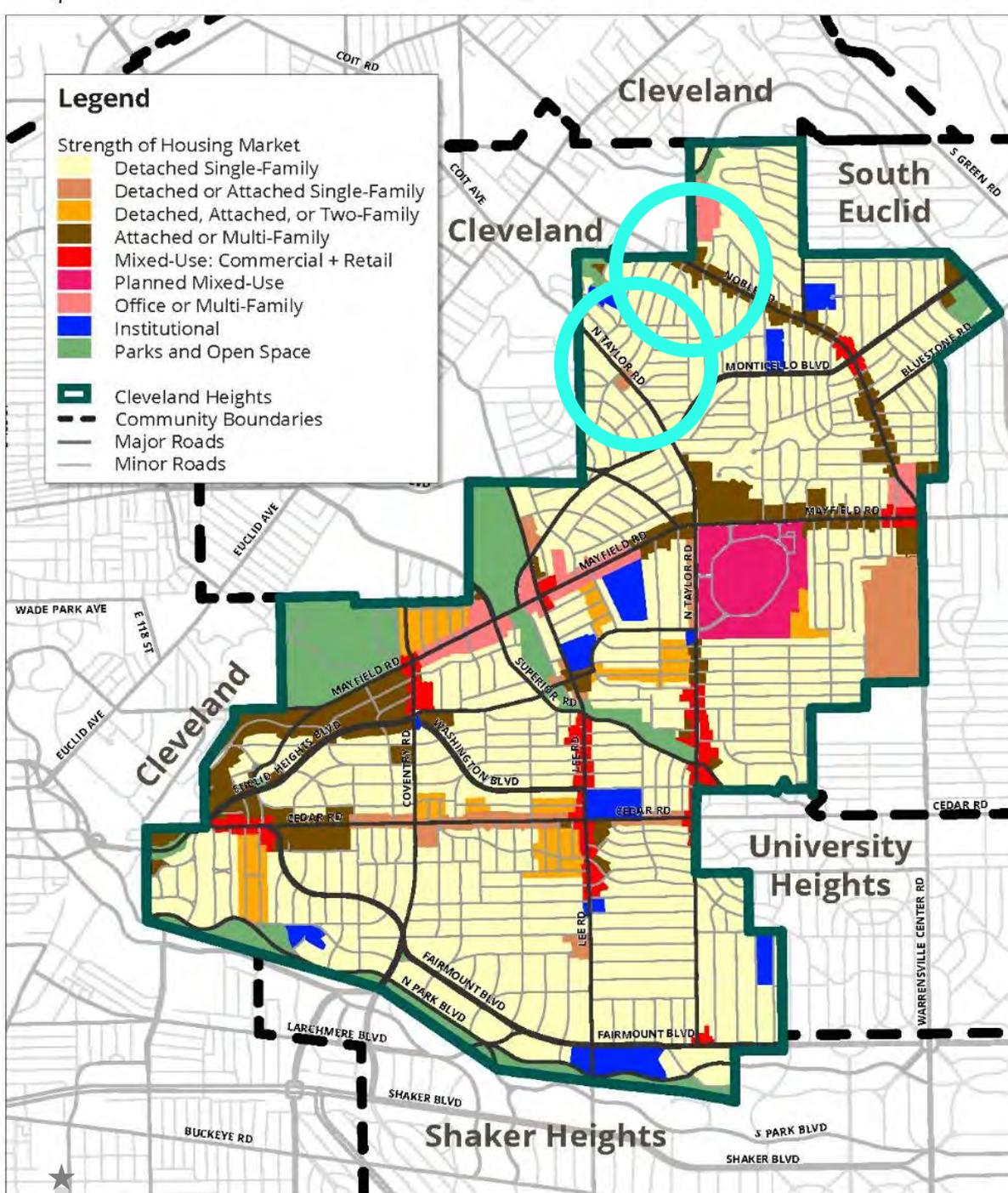
Parks, open spaces, and green spaces owned by the City or set aside by developers



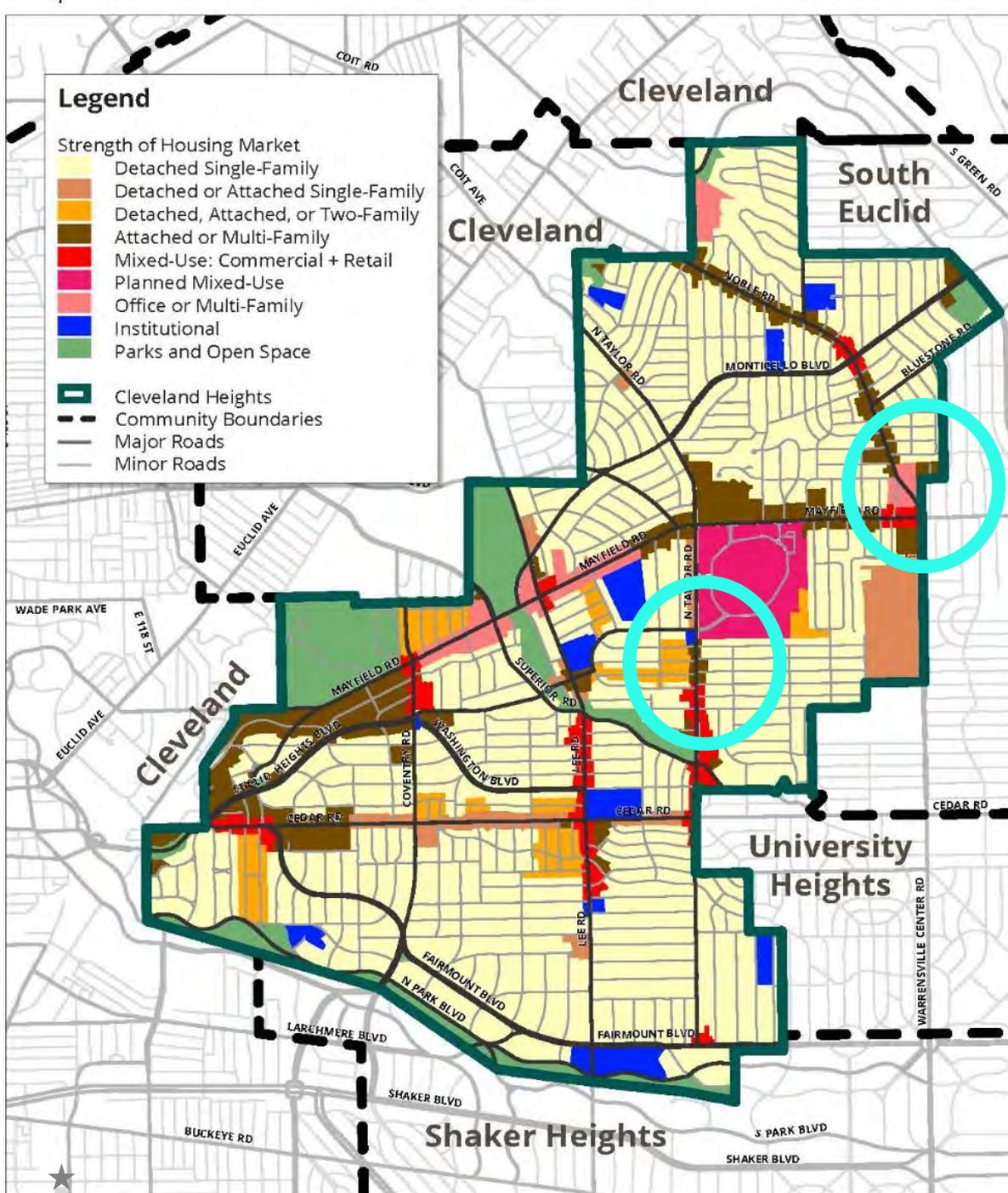
Future Land Use map



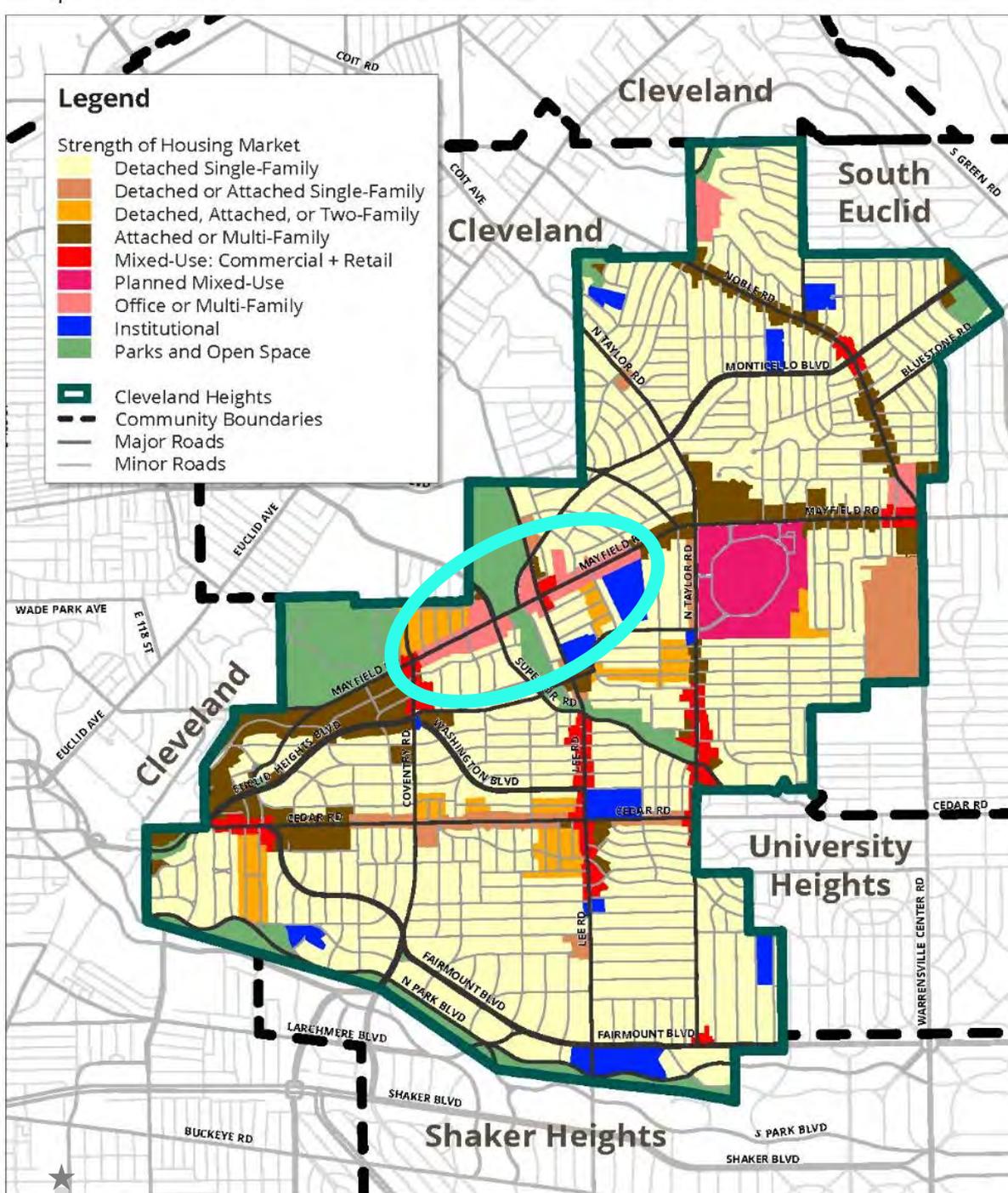
Transforming Certain Retail Centers



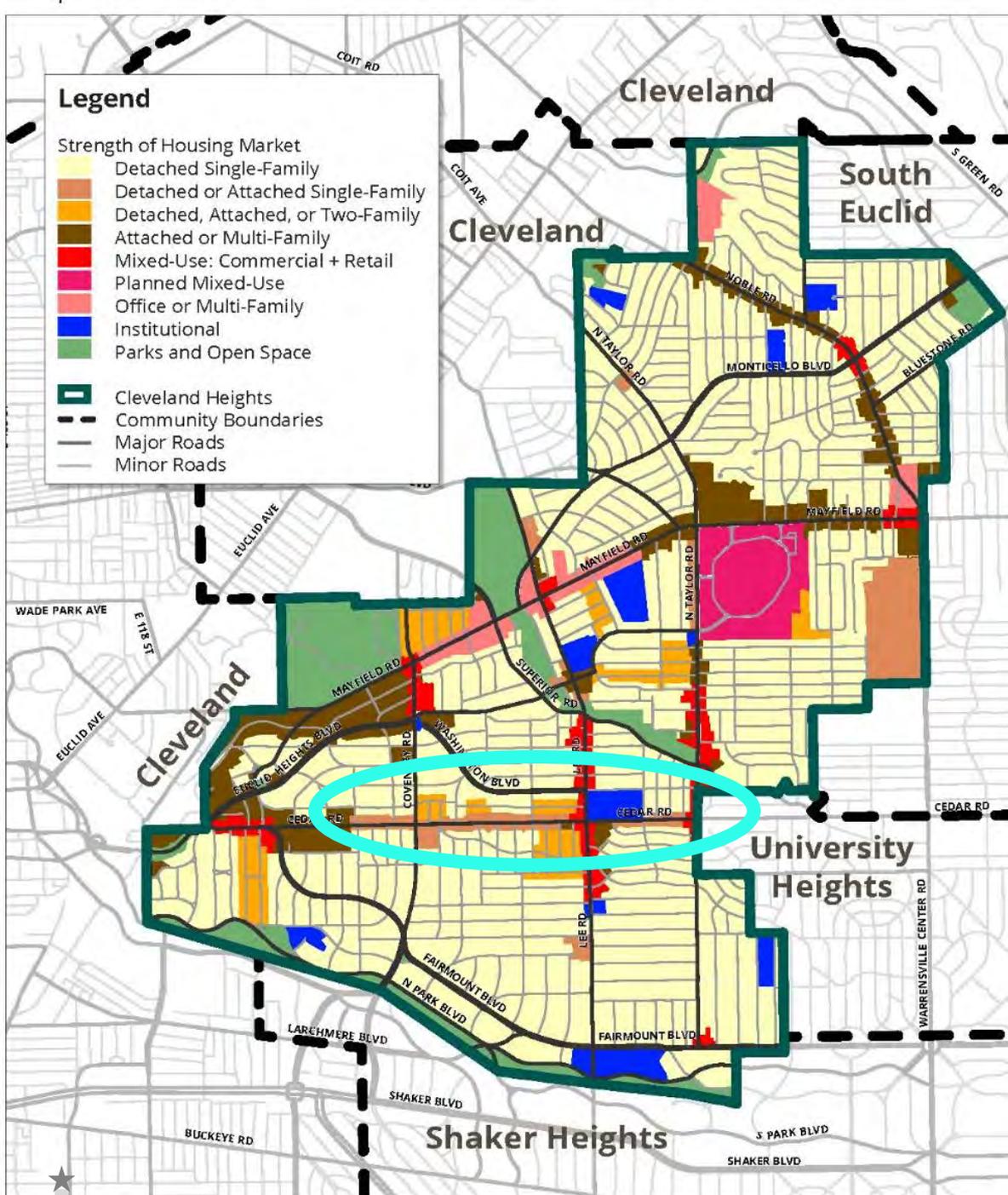
Limiting New Retail to Core of Districts



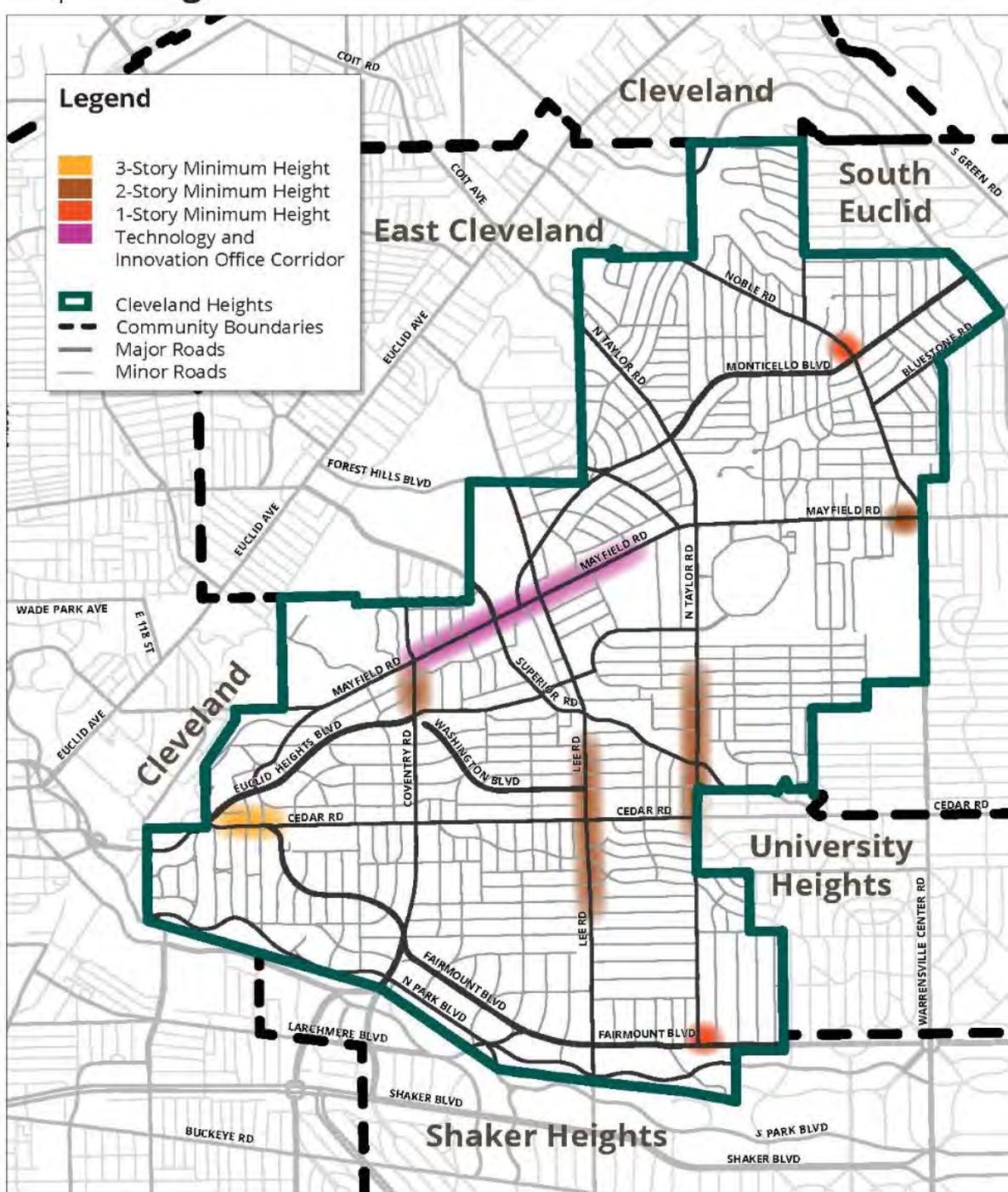
Building Mayfield as an Office and Technology Innovation District



Allowing Higher Density Housing along Major Corridors



Adopt Consistent Walkability Standards for Commercial Districts



Future Land Use Actions

Updating Regulations

- Update business district zoning and multi-family zoning to standardize and codify walkability
- Consider allowing multi-family rezonings in areas adjacent to business districts
- Allow accessory dwelling units

POLICIES OVERVIEW



Three Types of Actions

1. Ongoing Actions
2. Responsive Actions
3. Proactive Actions



VIBRANT NEIGHBORHOODS

Cleveland Heights will be a City of **strong, safe, and vibrant neighborhoods** composed of a variety of beautiful homes and buildings, well-maintained yards and greenspaces, historic districts, active neighborhood associations, and revitalized blocks.

Goal A: Revitalization

Funding

- Develop CRAs to incentivize housing investments
- Bundle City- or Land Bank-owned properties for larger redevelopments

Goal B: Promotion

Understanding

- Complete a housing preferences survey

Advertising and Incentivizing

- Work with University Circle institutions to investigate a secondary housing incentive
- Advertise Cleveland Heights as the home for target markets



Goal D: Preservation

Protecting

- Become a Certified Local Government
- Consider the expansion of historic districts

Assisting

- Develop a “pattern book” to encourage contextual design of expansion and infill construction



COMPLETE TRANSPORTATION NETWORK

Cleveland Heights will be a **community where getting to work, meeting friends over dinner, or shopping can be accomplished easily** by foot, bike, transit, or car along beautiful and well-maintained streets that safely accommodate all users.

Goal A: Attractive Streets

Gateways

- Improve the Cedar Glen Parkway and Mayfield Road gateways



Cedar Glen Gateway



Cedar Glen Gateway



Cedar Glen Gateway



Stylish Lighting

Benches and Pedestrian Amenities

Directional Signs

Decorative Banners and Infrastructure

Innovation Connector Trail

Goal B: Parking

Analysis

- Conduct parking reviews
- Lower parking requirements

Ease

- Develop consistent signage
- Relax regulations on overnight, on-street parking
- Consider valet parking in additional districts

Park Once

- Consider operating a weekend, special event, or holiday shuttle

Goal C: Transit

Faster and Frequent

- Advocate for improved connections into University Circle and Downtown Cleveland



RTA's Cleveland State Line



Goal D: Biking

Destinations

- Construct an “Innovation Connector Trail”
- Include bicycle lanes on Noble Road



Innovation Connector Trail



Innovation Connector Trail



Innovation Connector Trail



Different paving materials

Separation from traffic

Signage



ENVIRONMENTALLY SUSTAINABLE COMMUNITY

Cleveland Heights will be an **environmentally sustainable community** that uses green infrastructure to capture and slow stormwater, encourages active transportation, and promotes state of the art building techniques to preserve the environment.

Goal A: Green Infrastructure

Analysis

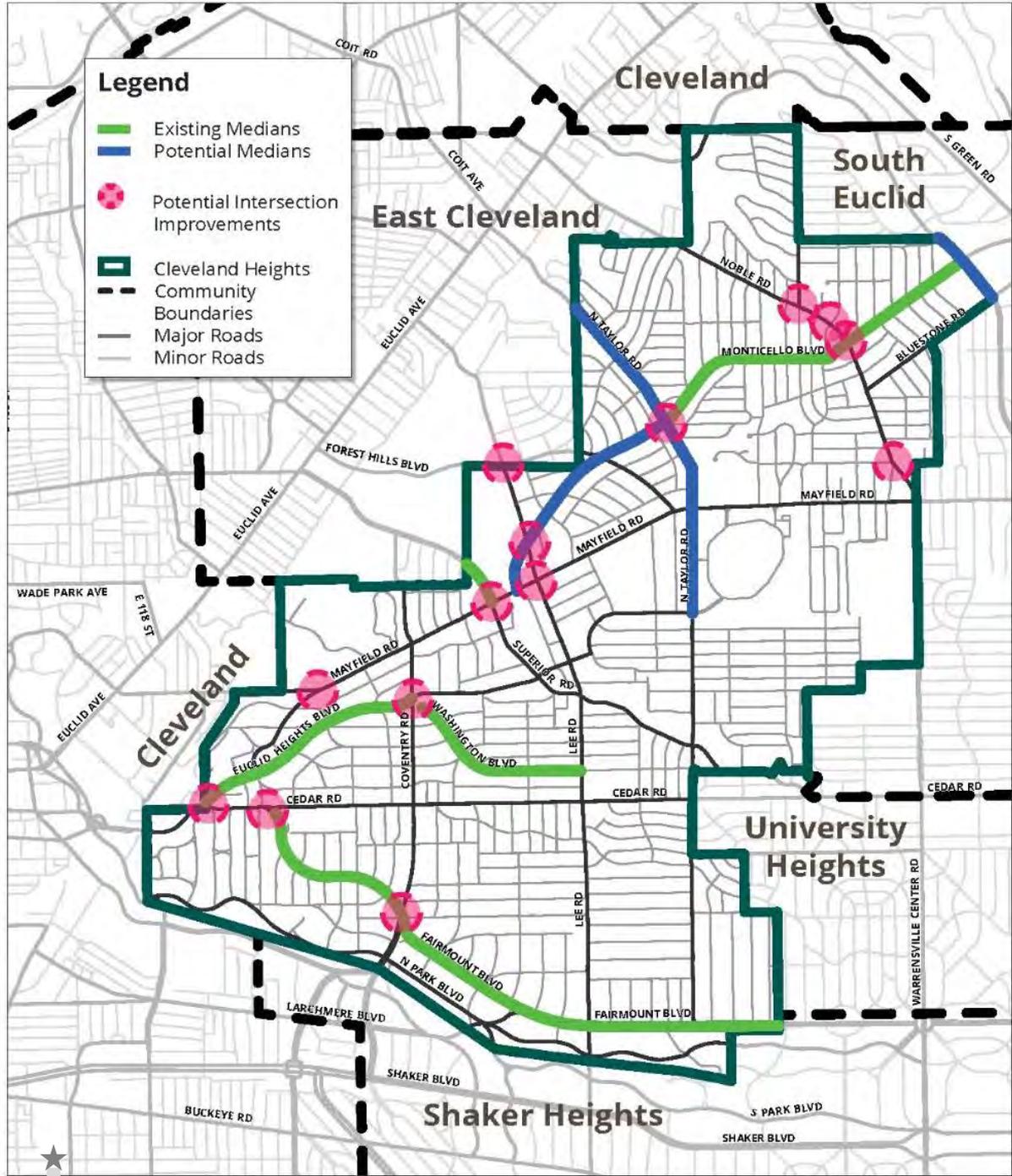
- Conduct a Citywide green infrastructure survey

Improvements

- Invest in green infrastructure in oversized intersections, existing medians, and new medians
- Expand the tree canopy



Intersection and Median Improvement Priorities



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

Goal C: Active Transportation

Infrastructure

- Expand the upcoming bike sharing program to Cleveland Heights
- Use pop-up bike infrastructure to showcase the opportunity for investments



Pop-up bicycle infrastructure



Goals D and E: Incentives and Regulations

Incentive Programs

- Develop a tiered Community Reinvestment Area that links increased incentives to green building design



BUSINESS FRIENDLY

Cleveland Heights will be a **business-friendly community** that leverages the City's entrepreneurial spirit, well-educated population, solid services, strong infrastructure, and proximity to world-class institutions to foster new businesses, grow existing ones, and provide meaningful employment opportunities.

Goals A and C: Innovation District

University Circle Spin-Off

- Plan for, market, and develop the Mayfield Road Technology and Innovation Office Corridor
- Attract targeted industries to the corridor
- Promote the City as a working lab for students

Innovation Infrastructure

- Invest in broadband along Mayfield Road



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

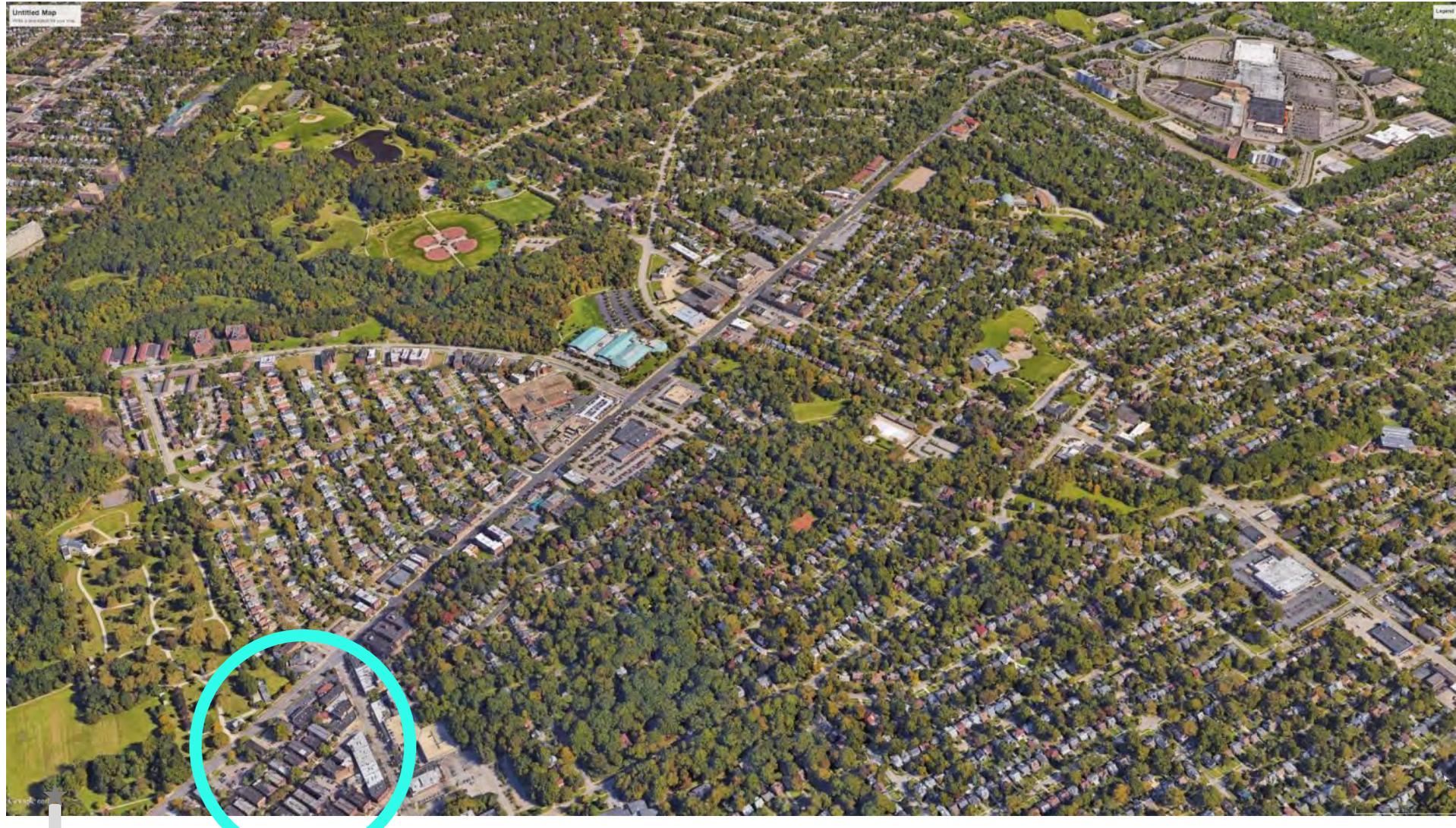
Innovation district

Multi-modal connections to University Circle, I-271, Cain Park, Noble Monticello, and Cedar Lee



Innovation district

Talent neighborhood with high concentrations of students



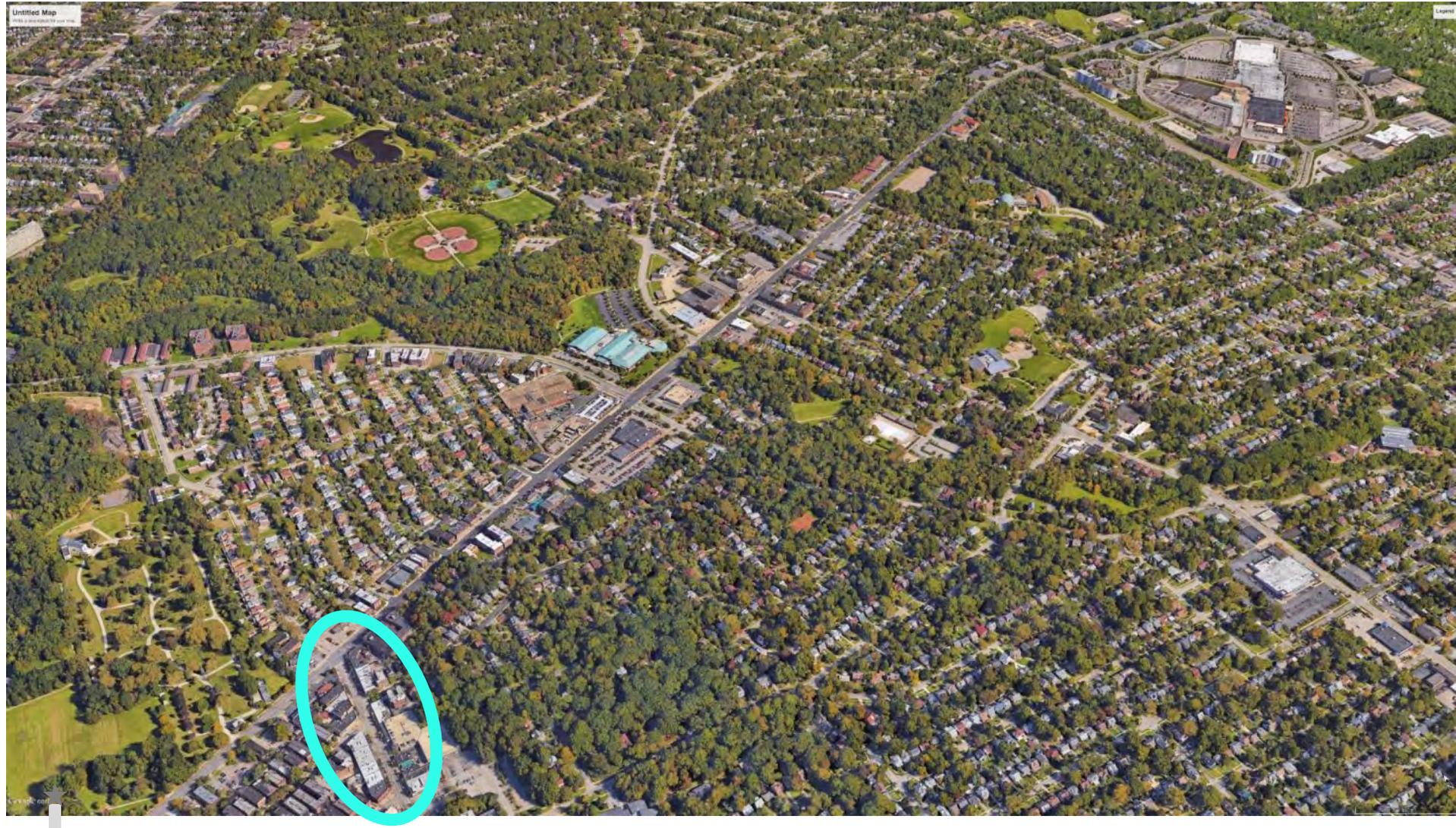
Innovation district

Live-work neighborhood



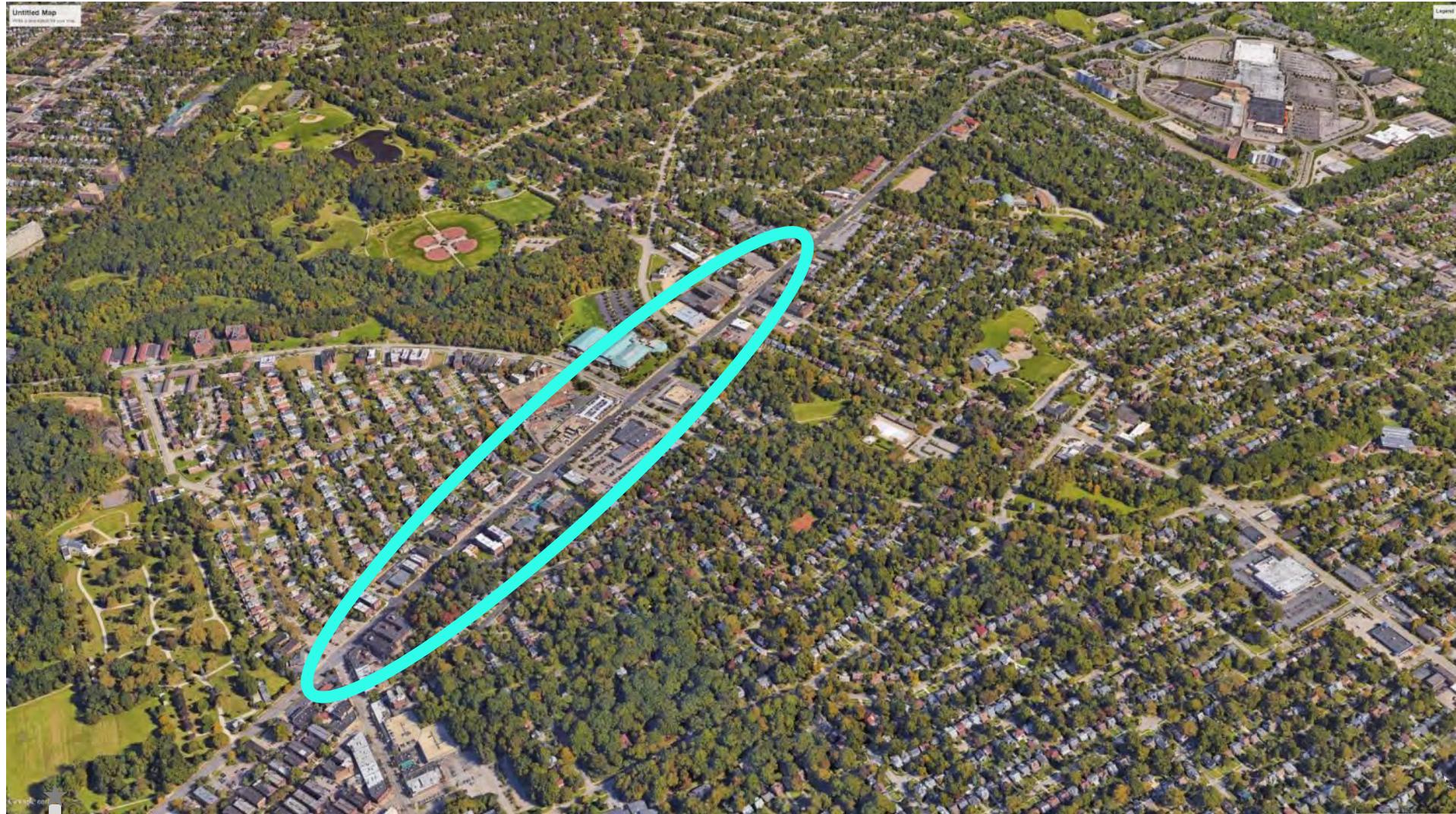
Innovation district

Existing vibrant business district



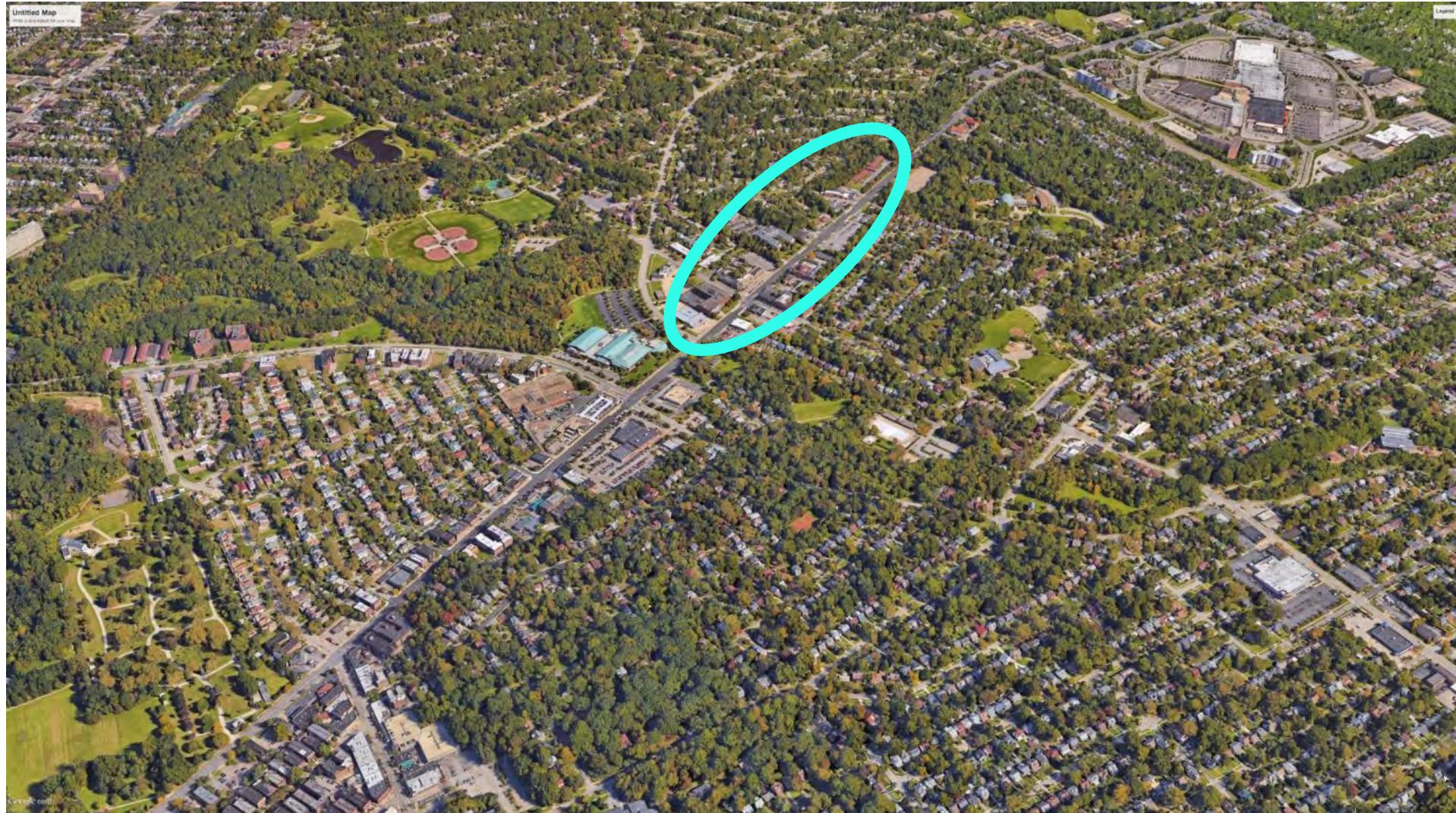
Innovation district

Opportunities to link business districts



Innovation district

Parcels for future large-scale development



Goals B and D: Attraction and Expansion

Growth

- Establish a business incubator

Culture

- Promote a culture of innovation through networking, events, and education

Funding

- Develop a job creation tax incentive program

Goal E: Marketing

Outreach

- Proactively market Cleveland Heights to potential businesses

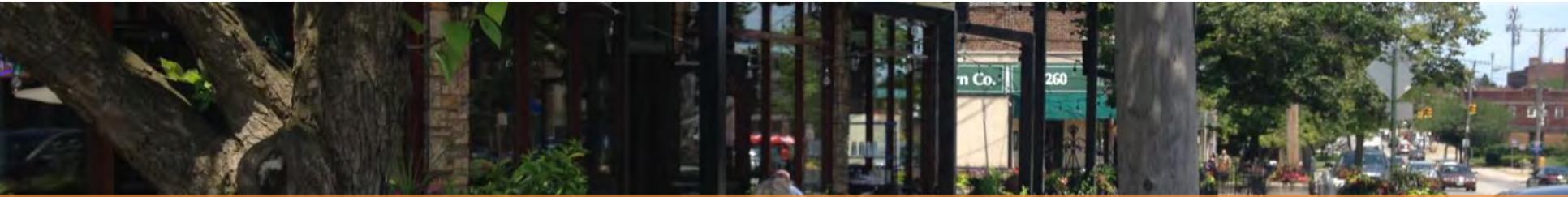
City Brand

- Develop a cohesive City brand



City branding





STRONG BUSINESS DISTRICTS

Cleveland Heights will have an appropriate number of **strong, safe, and walkable neighborhood business districts** that serve the needs of local residents and attract visitors from throughout the region to unique shopping, dining, and entertainment.

Goals A and B: Retail Reuse

Severance

- Develop redevelopment concepts and gather public input
- Update the site's zoning to correspond with the community's preferred development standard



Severance Town Center



Lifestyle Center



Grid Pattern of Streets

Public Space/Plaza

Surface Parking and Garages

Office/Residential Over Retail

Townhouses





Low Density Neighborhood



Office and
Apartments over
Limited Retail

New City Hall &
Recreation Center

Neighborhood
Park

Townhouses

Single-Family
Neighborhood





STREET SWEEPING
8:00 AM - 4:00 PM
NO STOPPING
ANY TIME

SPEED LIMIT
25



Regional Park + Neighborhood



Office and
Apartments over
Limited Retail

Senior
High Rise

New
Recreation
Center

Regional
Park

Apartments

Townhouses







Goals C and D: Redevelopment

Target Areas

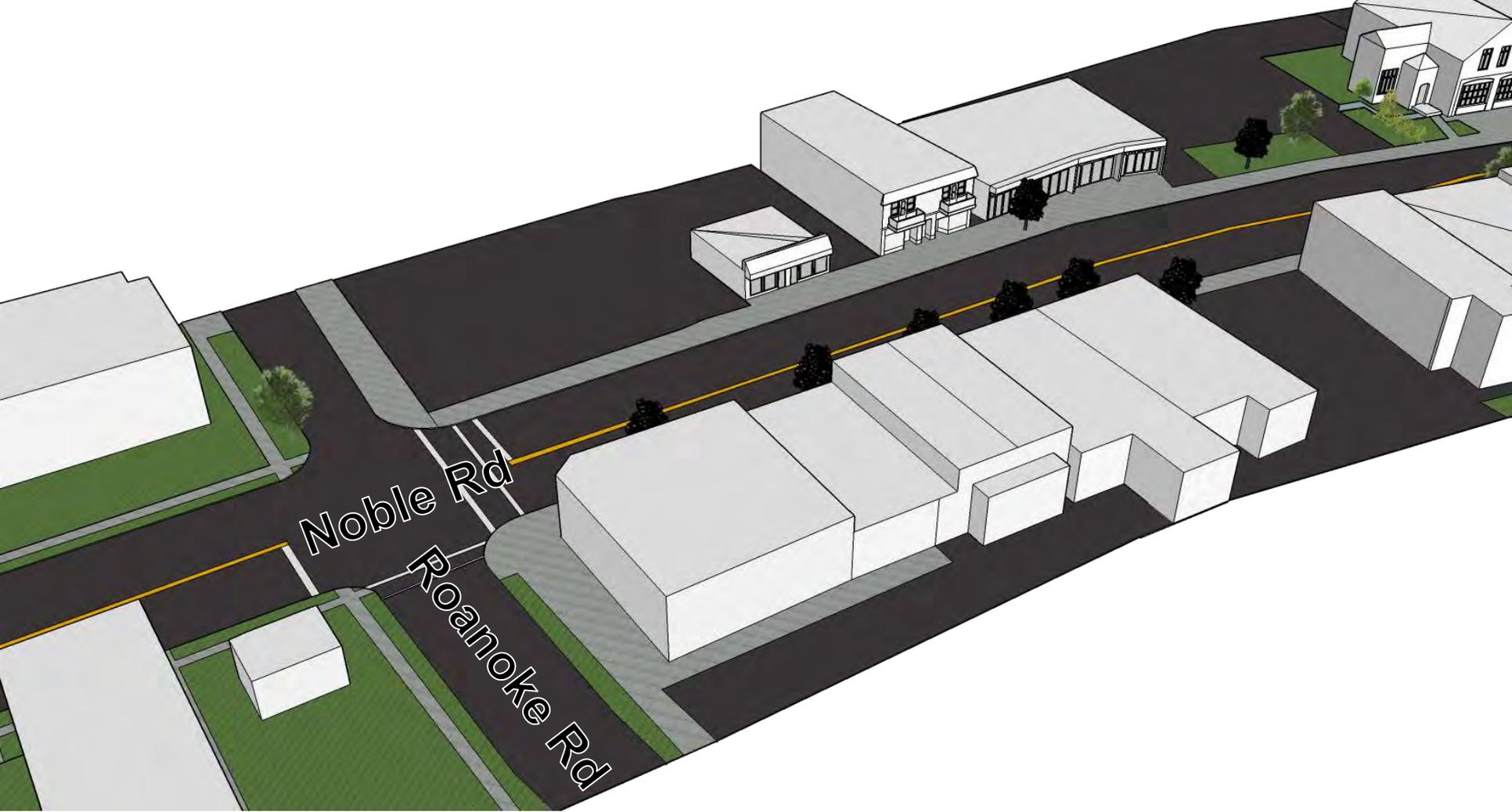
- Purchase key vacant or underutilized properties

Upkeep

- Begin an ongoing business inspection program



Noble Monticello



Noble Monticello



Bike Lanes
and Improved
Intersections

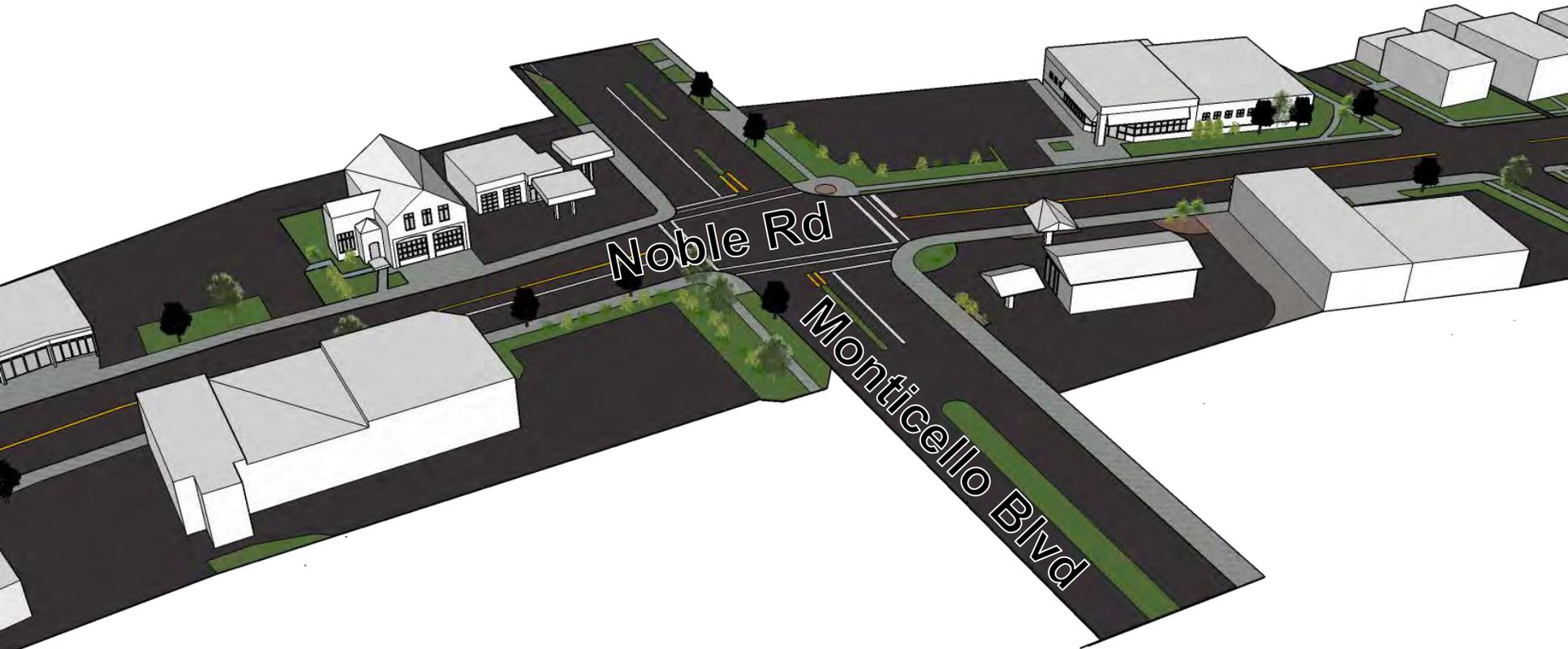
Permanent
Farmers Market
Building

Gateway Signs
and Murals

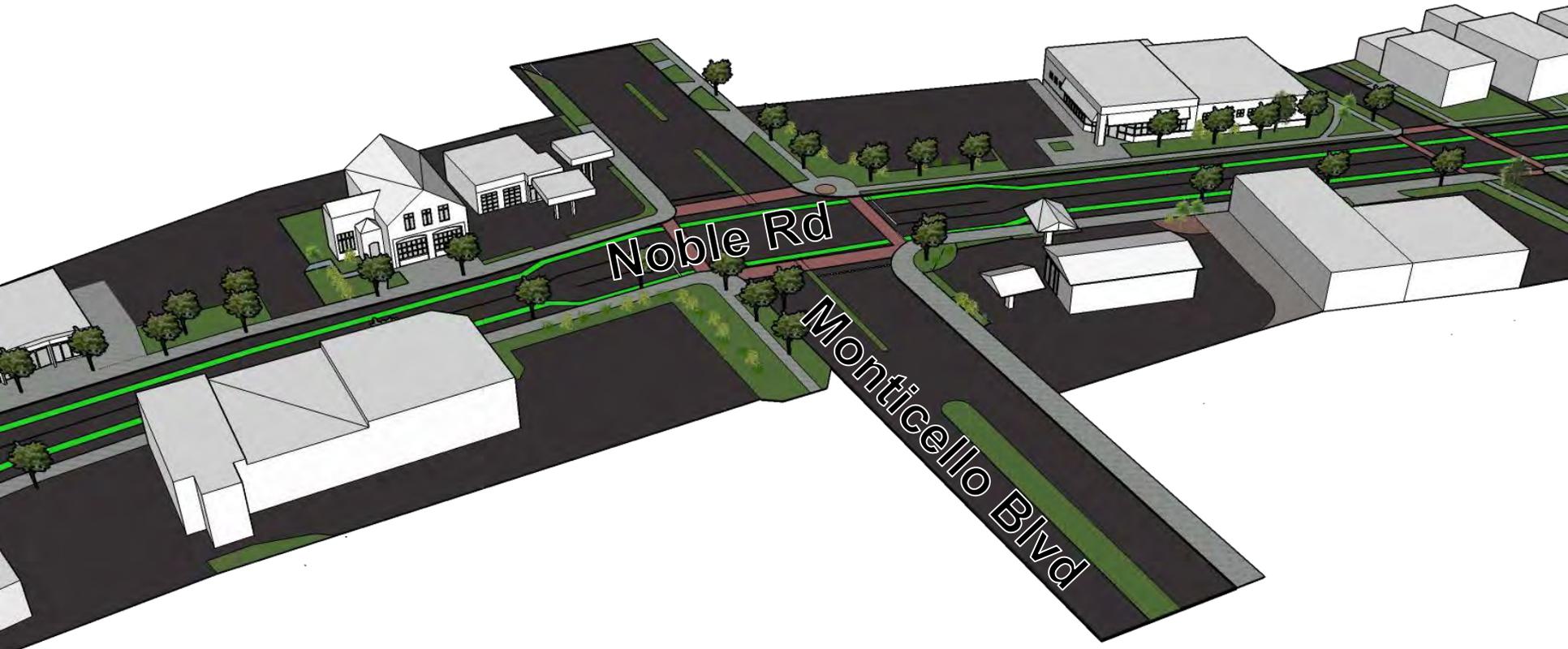
Business
Incubation



Noble Monticello



Noble Monticello

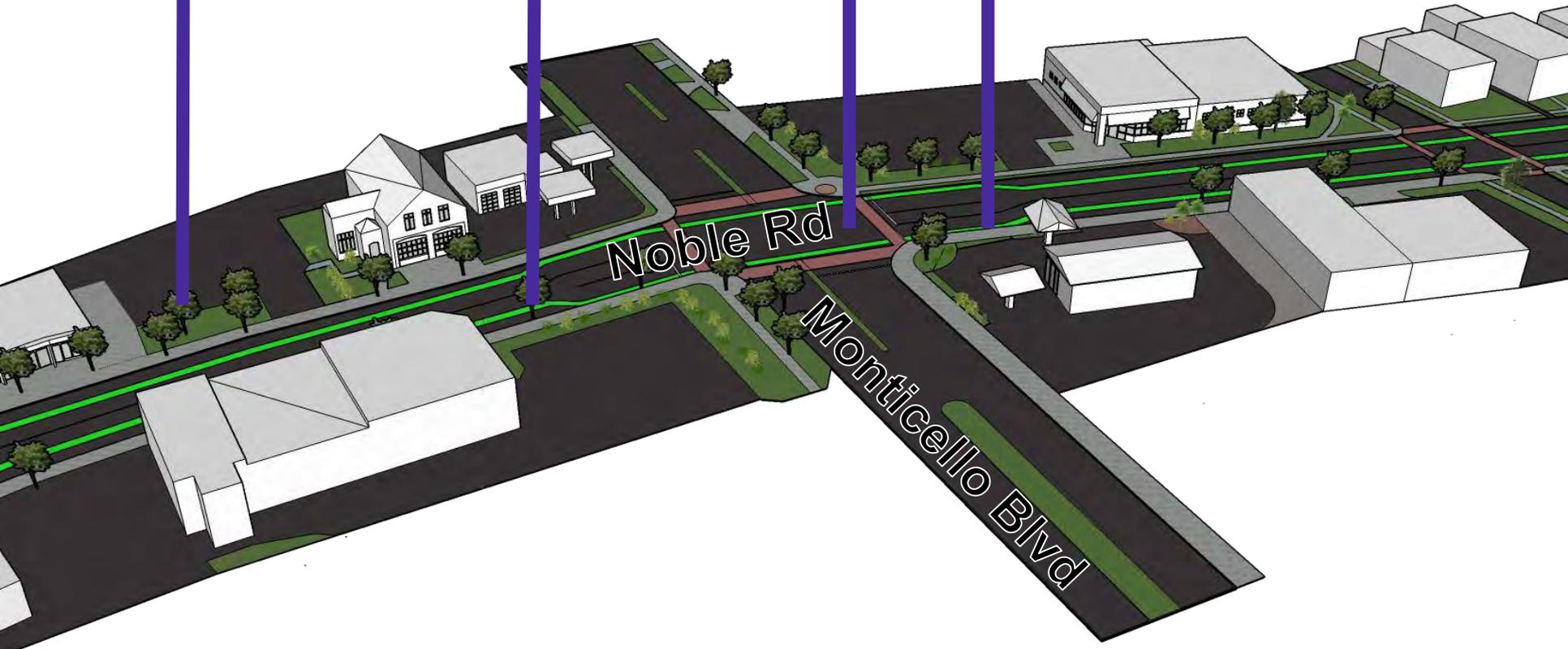


Improved
Screening

Additional Street
Trees

Improved
Landscaping at
Intersection

Fewer Curb-
Cuts



Goals C and D: Redevelopment

Assistance

- Evaluate the feasibility of establishing a Business Repair Resource Center
- Apply for a Cedar Lee entertainment district

Management

- Jointly manage the City's three SIDs
- Develop a landlord outreach program
- Develop and update lists of vacant spaces and potential businesses to fill them

Goals E and F: Sense of Place

Improvements

- Conduct a walkability survey of all business districts
- Enhance entryways into business districts



Walkability Study

Walkability Strengths

Mostly quality streetscape with trees, lighting, art



Attractive storefronts with large windows



Crosswalks with pedestrian priority



Parking fronted by retail



Attractive, unique infrastructure



Walkability Study

Walkability Weaknesses

Plaza without benches, tables, or activities



Poorly placed, singular benches



Some blank walls with no windows, doors, or artwork



Crosswalks showing signs of wear



Some sidewalks in need of maintenance



Wide, fast intersections at Mayfield and Euclid Heights





HIGH-QUALITY INFRASTRUCTURE

Cleveland Heights will be a City of **high-quality infrastructure and solid public services** that support and spur business activity and serve residents.

Goals A and B: Integrated Planning

Improvements

- Map planned infrastructure investments

Notifications

- Develop an infrastructure notification system

Partnerships

- Complete the Sewer System Evaluation Study



Goal C: Linking Infrastructure

Improvements

- Link major investments in infrastructure with incentive programs
- Prepare business retention plans for districts that will be undergoing construction



HUB FOR ARTS AND CULTURE

Cleveland Heights will continue to be a **cultural leader** that supports an active arts community through vibrant events, incorporation of art in public spaces, and support for the artists and arts organizations that call the City home.

Goals A and B: Programming

Events

- Host a new signature arts event in multiple districts

Cain Park

- Invest in updates to the structures at Cain Park
- Diversify Cain Park offerings and expand throughout the year

Ohio City's Winter Events



Goal C: Spaces

Activation

- Use vacant spaces temporarily and activate existing public plazas

Arts Incorporation

- Map existing cultural assets and potential future locations
- Invest in public art in identified locations, including the Innovation Connector Trail



Shaker Heights' Temporary Public Spaces



Lighting, picnic tables, and seating

Temporary vendors

Lawn for games or other activities

Landscaping to shield nearby residences

Meadowbrook Blvd

Lee Rd

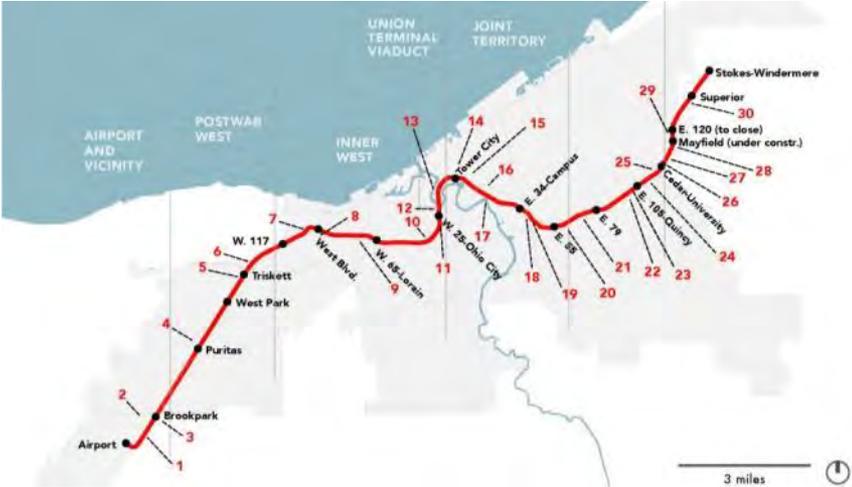


Imagery Source: Pictometry



RTA's Red Line Public Art Program

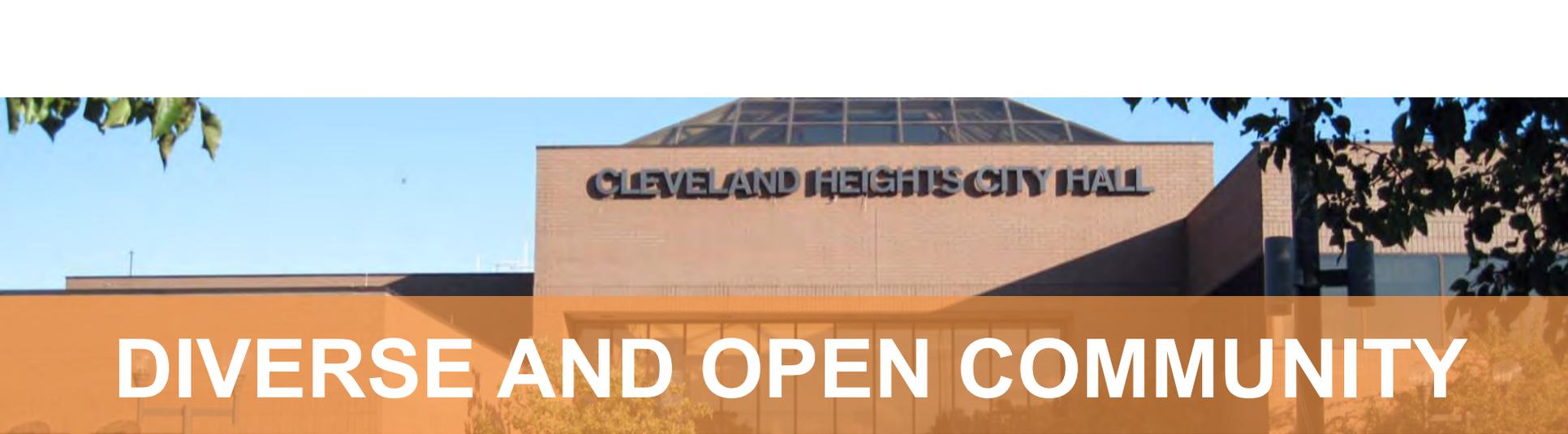
**RED
LINE
PUBLIC
ART
PLAN**



Goal D: Artist Support

Support

- Offer a “Business of the Arts” class to assist artists in monetizing their craft
- Develop a single, communitywide arts calendar

A photograph of the Cleveland Heights City Hall building, a large brick structure with a prominent sign on top that reads "CLEVELAND HEIGHTS CITY HALL". The building has a modern architectural style with a large glass skylight on the roof. The image is partially obscured by a semi-transparent orange banner at the bottom.

CLEVELAND HEIGHTS CITY HALL

DIVERSE AND OPEN COMMUNITY

Cleveland Heights will continue to be a **diverse community that is open and welcoming** to all who choose to call the City home.

Goal A: Diversity

Training

- Enhance government and emergency responders' relations through diversity outreach and training

Goals B and C: Inclusive Housing

Universal Design

- Encourage universal design in newly constructed private homes and require it in homes using government funds

Accessibility

- Identify existing accessible homes and buildings, and advertise the list

Artist Housing

- Use Low Income Housing Tax Credits to develop live-work housing for low-income artists



Hamilton's Artspace Building





Cleveland Heights will continue to be a **community of active and engaged citizens** that pursues innovative partnerships with local and regional groups critical for providing safe communities, resilient neighborhoods, and strong schools.

Goal A: Schools

Analysis

- Conduct a survey of families with children to determine the reasons they choose to move

Marketing

- Undertake a coordinated, year-long marketing campaign for City schools
- Match families with children to existing families in the District to educate them about the positives of sending children to District schools

Goals B and C: Engagement and Partnerships

Organization

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

Engagement

- Organize a young professionals board to promote Millennial involvement

Goal D: Safety

Analysis

- Map police incident data to identify hot-spots

Outreach

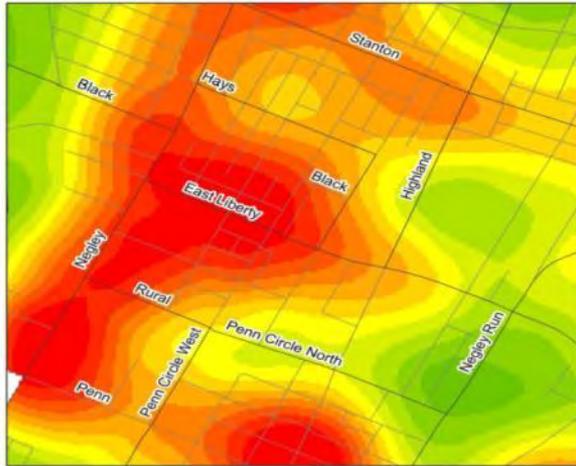
- Seek grant funding to enhance police foot or bicycle patrols

Prevention

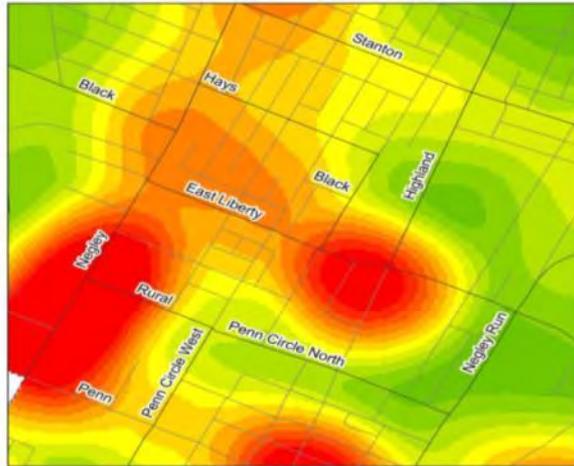
- Consider crime prevention when reviewing building design and placement



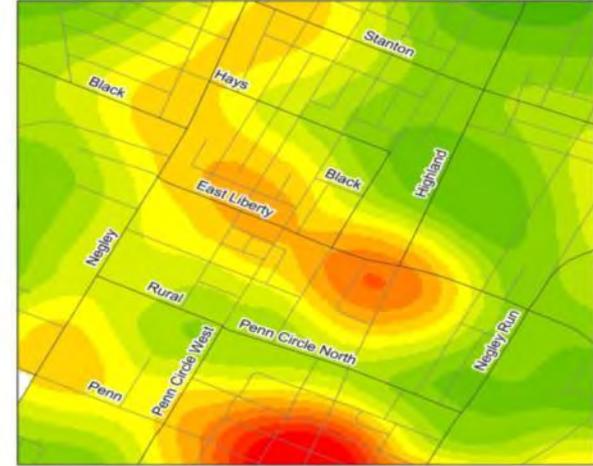
East Liberty's Safety Initiative



2008



2010



2012

Hot-Spot Analysis

+

Place-Based Management

Goal E: Regionalism

Collaboration

- Establish a Joint Planning Council between Cleveland Heights and University Heights in the Cedar Taylor business district
- Develop a collaborative planning culture between Cleveland Heights and surrounding areas

A large crowd of people is gathered on a grassy field, possibly for a community event or festival. The scene is outdoors with trees in the background. The text "A HEALTHY COMMUNITY" is overlaid in white on a semi-transparent orange banner across the middle of the image.

A HEALTHY COMMUNITY

Cleveland Heights will be a City of **optimal physical health and general well-being** through access to healthy foods, a strong park system, and healthy homes.

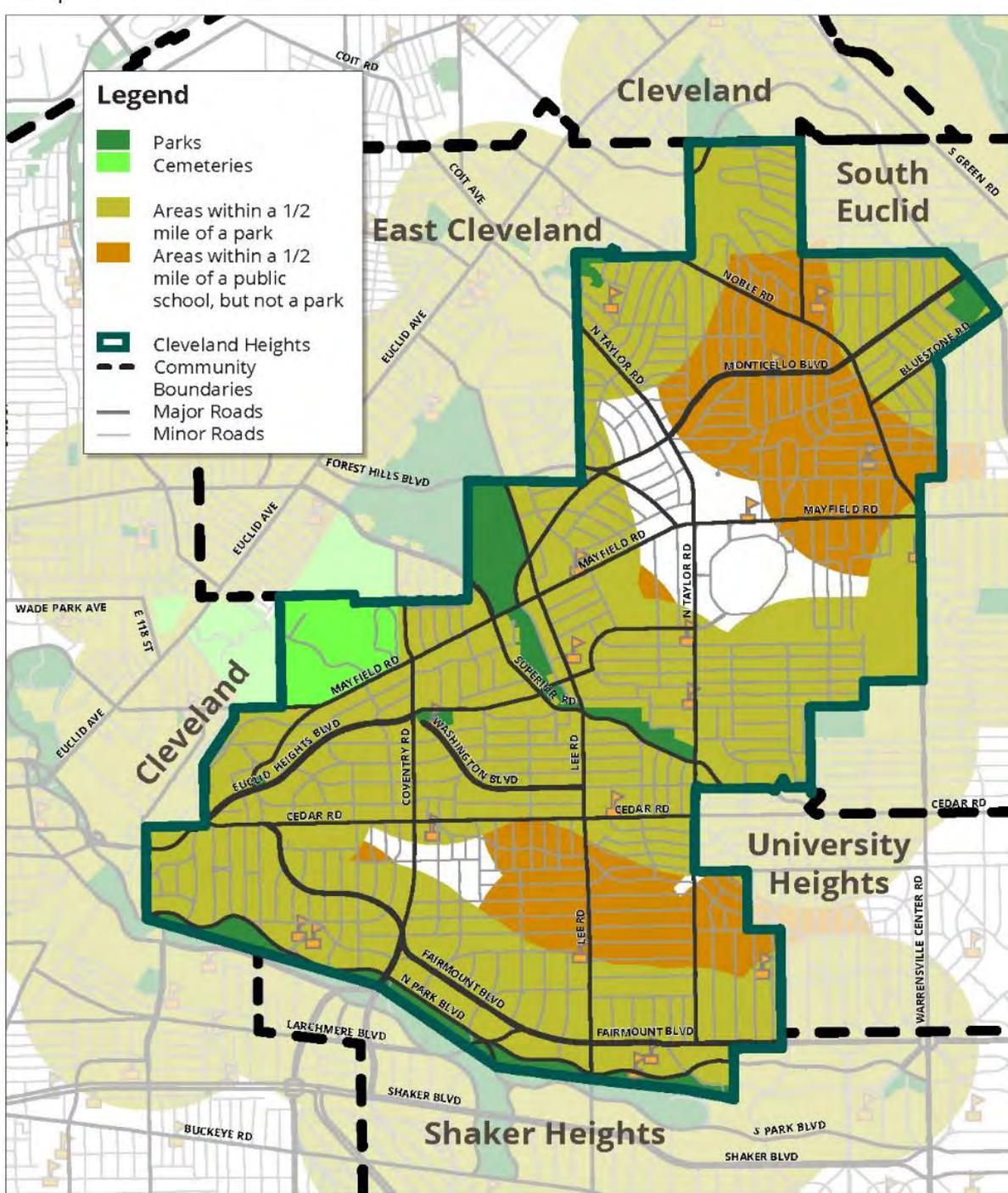
Goal A: Parks

Access

- Ensure all households are located within a half mile of a park
- Partner with the School District and CWRU for shared use agreements



Park Needs



Goal A: Parks

Planning

- Undertake a needs survey, assess facilities, and outline infrastructure needs in the CIP
- Conduct a cohesive plan for Forest Hill Park through Cain Park

Goal C: Food Access

Markets

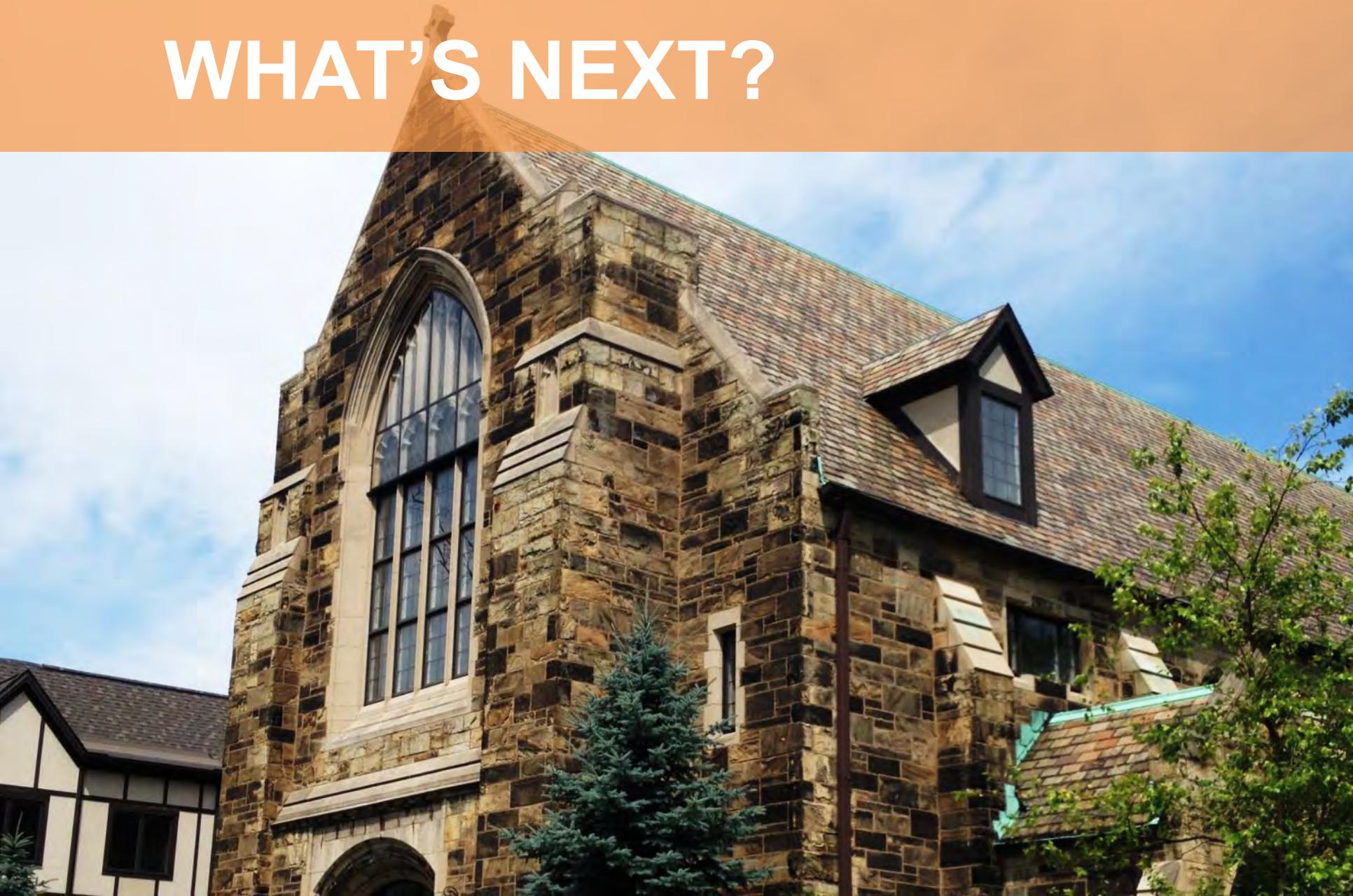
- Promote regularly occurring farmers markets in the Noble Monticello district

Gardens

- Identify areas for community gardens and work with advocacy groups to allow the reuse of vacant properties for new community gardens

- Master Plan Process Review
- Core Strategy
- Future Land Use
- Policies Overview

WHAT'S NEXT?



- **Public Meeting #2**
Policy Review
July 14, 2016
7:00 PM

- **Tentative Agenda**

Sign-in

Short Presentation

Question and Answer

Policies Review and Feedback Exercise

- **We need your help!**

Advertise the public meeting

Arrive early

Staff a table

Answer questions

PUBLIC COMMENT



- **Public comment is welcome!**
To ensure that we can hear from everyone, please limit your comments to three minutes
- **If you have additional comments, please write them down**

Thank you!



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE