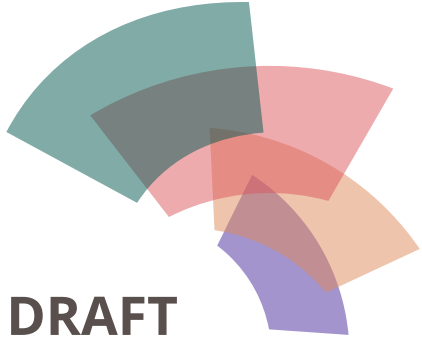


September 7, 2016



DRAFT

PUBLIC MEETING 2

RESULTS REPORT



City of Cleveland Heights
40 Severance Circle
Cleveland Heights, Ohio 44118

216.291.4444
www.ClevelandHeights.com

INTRODUCTION

The second Public Meeting for the Cleveland Heights Master Plan was held on July 14, 2016, at the Cleveland Heights Community Center. Approximately 90 residents, business owners, and public officials were in attendance. Attendees were asked to review action statements and place a dot in one of two boxes indicating whether they wanted to keep the action as is or change it.

Following the Public Meeting, materials were posted online to allow additional residents to read the materials, comment on them, and provide feedback. The survey was open from July 15, 2016, to August 8, 2016, and was taken by 255 people.

This Results Report outlines the percentages of respondents wanting to keep an action and common themes from commenters.

COMMON THEMES

Respondents were asked to write comments on items they wanted to change. These comments ranged widely, but the most common themes are summarized beneath each chart. These themes will be used to update actions to better reflect resident desires.

STRUCTURE OF DOCUMENT

This document is organized by topic area. Each topic area includes the vision statement, the number of dots respondents placed in the 'keep it' box, and themes that were gleaned from the comments.

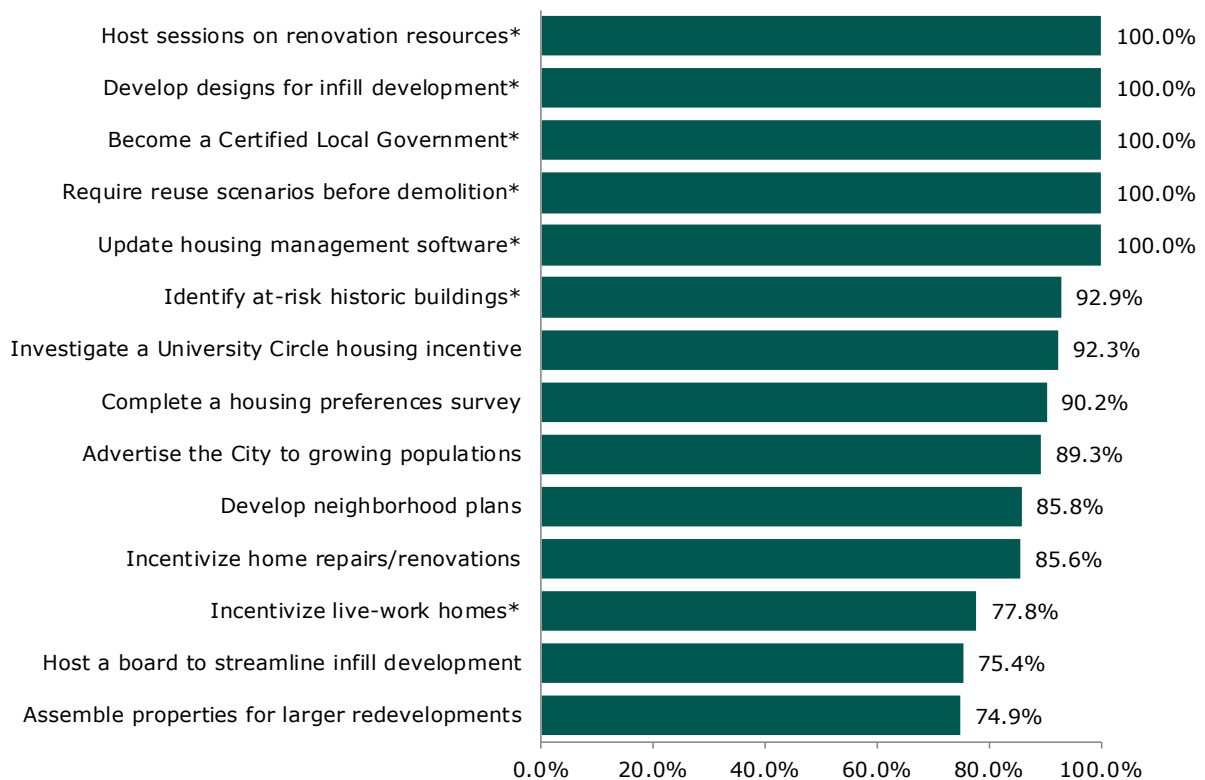
NEXT STEPS

This document as well as the specific comments written down by respondents will be used to update the action statements. These final action statements will be presented at a final public meeting in which residents will be asked to identify priorities. These priorities will be used to guide which actions should be undertaken first.

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.

PERCENTAGE OF 'KEEP IT' DOTS



*These items were not included in the online survey

COMMON THEMES

Respondents to the online survey and at the Public Meeting were particularly concerned with the idea of assembling properties for larger redevelopments. While most respondents were in favor of this action, residents wanted to ensure that larger redevelopments maintained the scale and design of existing Cleveland Heights homes. They also wanted public involvement in the process for approval.

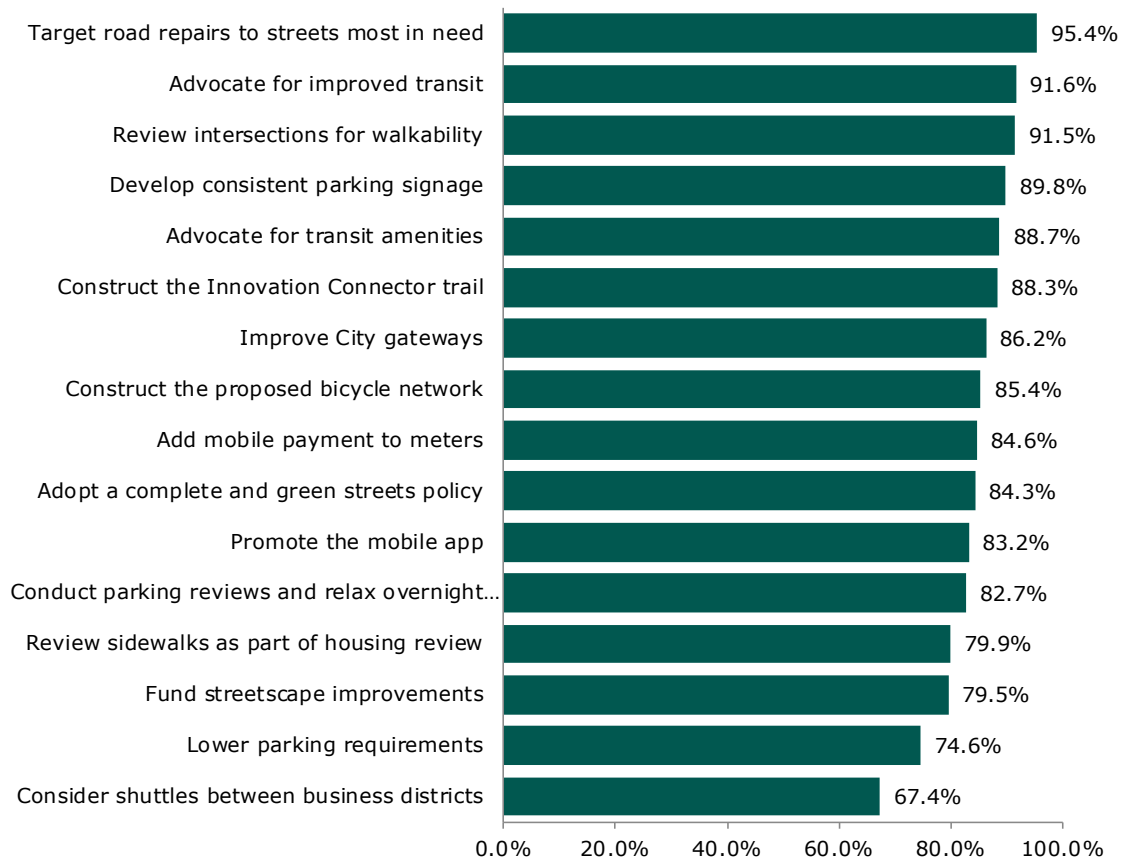
Respondents also wanted to ensure that any boards convened to streamline infill development had clear goals, a limited agenda, and a timeframe in which to complete their work. Comments indicated that such a board should not add to an already complex and long-term volunteer environment.

Other common themes included promoting a fix-it first policy, ensuring that tax abatements are available for existing homeowners to make repairs, considering ways to lower taxes, and ensuring that ways to reuse vacant properties are memorialized in the plan.

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.

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

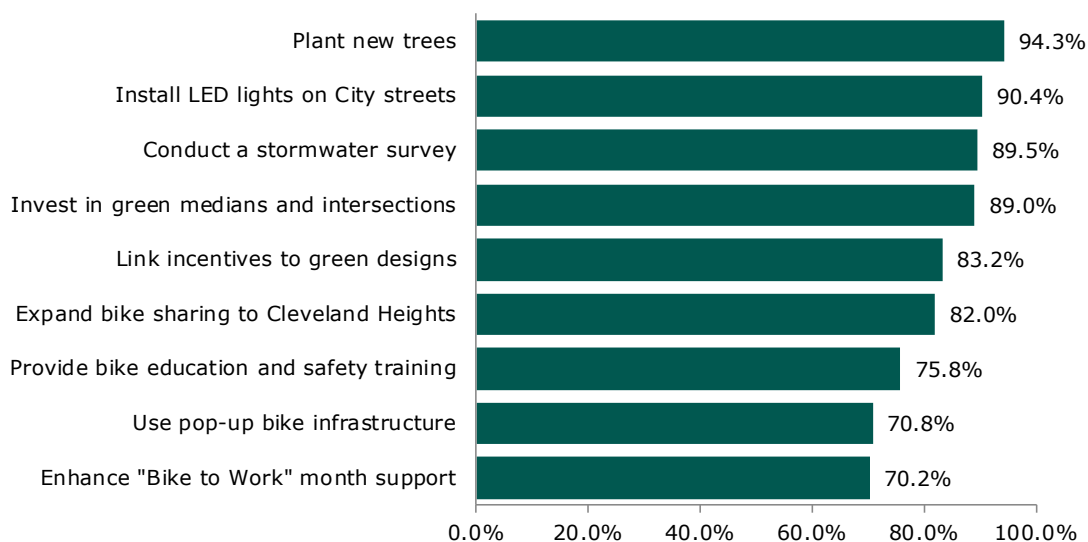
Respondents to the online survey and at the Public Meeting were least impressed by the action calling for shuttles between business districts. Comments said the shuttles were unnecessary, should connect neighborhoods rather than business districts, or should go to specific districts beyond Coventry, Cedar Fairmount, and Cedar Lee.

The most comments discussed meters and overnight parking. Respondents wanted to ensure meters will continue accepting coins, wanted to explore free parking or longer parking allowances after 6pm, and wanted to explore an overnight 'guest pass' that could be purchased to allow residents' guests to park overnight.

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.

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

Respondents to the online survey and at the Public Meeting expressed in written comments that environmental actions were less of a priority than other sections of the Master Plan. Nonetheless, a majority of people said to keep every action.

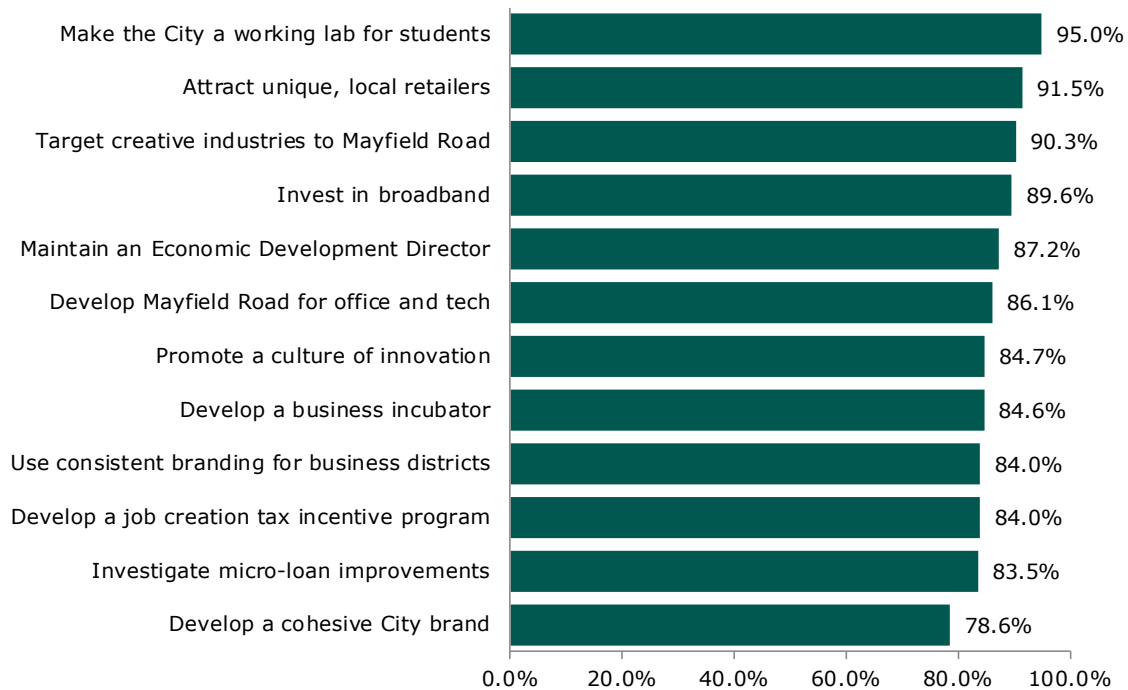
Among those actions with high support was that the City re-plant trees. Many commenters stressed the importance of maintaining and expanding the tree canopy as a way to beautify streets and clean the environment.

Other comments discussed the desire for incentives for homeowners to go green, to daylight streams where possible, and to carefully consider biking changes—feelings on the necessity of bike improvements were mixed.

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.**

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

Respondents to the online survey and Public Meeting liked the idea of investing in Mayfield Road as an office and technology corridor; however, they noted that zoning should be updated to make it easier to open a business in the corridor, to expand the number of allowable uses, to encourage entrepreneurship, and to ensure that any new building reflect desired design elements. Comments also pointed to the libraries in Cleveland Heights as being hubs for entrepreneurship that should be partners in this effort.

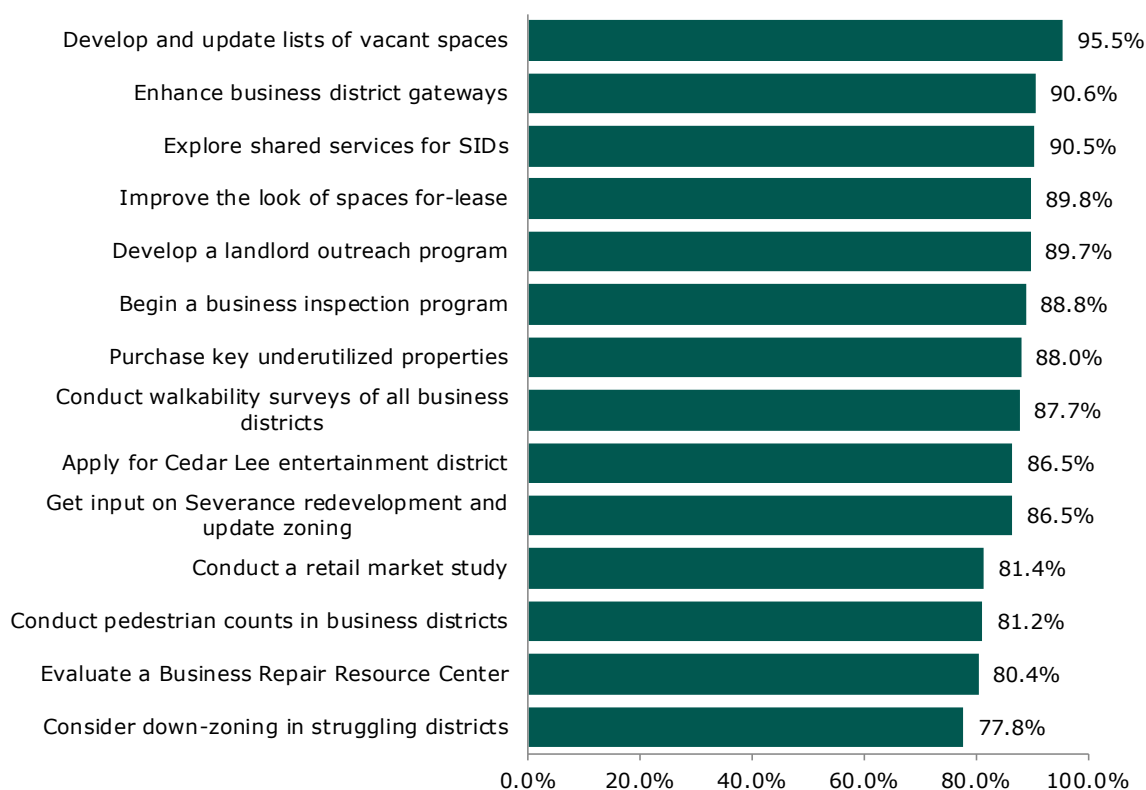
Respondents also liked the idea of a cohesive City brand; however, many commenters liked the current City logo and want to incorporate that design or elements of that design into any City branding initiatives. Similarly, respondents liked the idea of a cohesive brand but wanted to ensure that individual business districts can still maintain their identities within that branding system.

Finally, many comments noted that intersections and gateways into business districts should be improved to be more attractive and safer for pedestrians.

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.

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

Respondents to the online survey and Public Meeting noted that down-zoning in struggling districts may not be necessary, but rather that expanding allowable uses could have a similarly appropriate effect on those business districts.

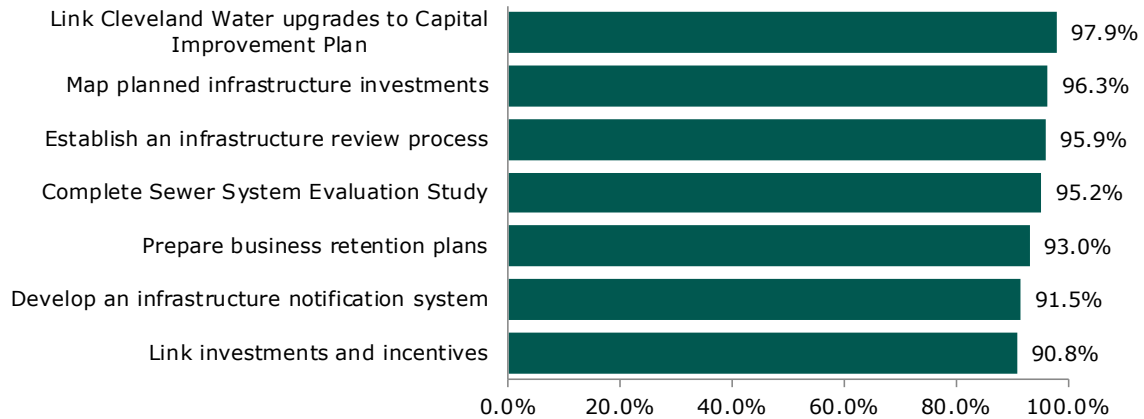
Commenters also said that pedestrian counts in business districts may not be necessary. Commenters suggested that improving walkability was more important and noted that business district gateways should include smaller, neighborhood-scale entrances.

Finally, respondents said that a Business Repair Resource Center should be part of the existing Home Repair Resource Center to capitalize on existing assets and knowledge at HRRC.

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.

PERCENTAGE OF 'KEEP IT' DOTS



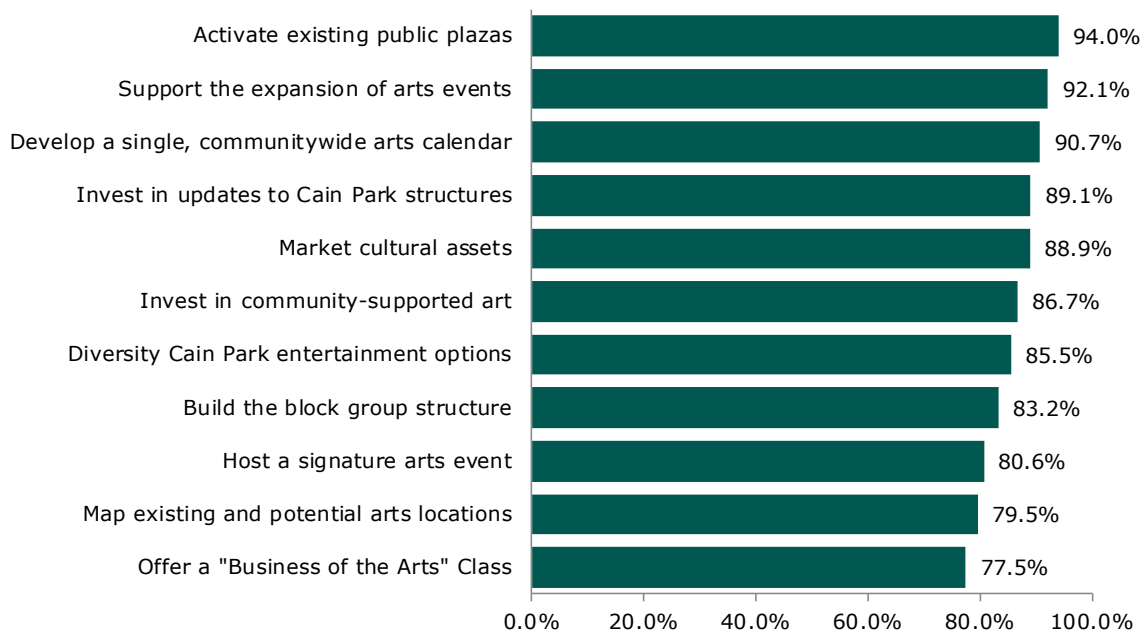
COMMON THEMES

Respondents to the online survey and Public Meeting liked all of the actions in this section; however, commenters did want to clarify that any new infrastructure notification system use the existing City web site rather than a brand new site. This would ensure that the notification system was easily accessed and that the City would save money by not constructing a new website.

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.

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

Respondents to the online survey and Public Meeting were supportive of the actions to invest in Cain Park and improve the entertainment options there, with many respondents writing in favor of such improvements. Commenters wanted to add accessibility of the park as a goal for future improvements.

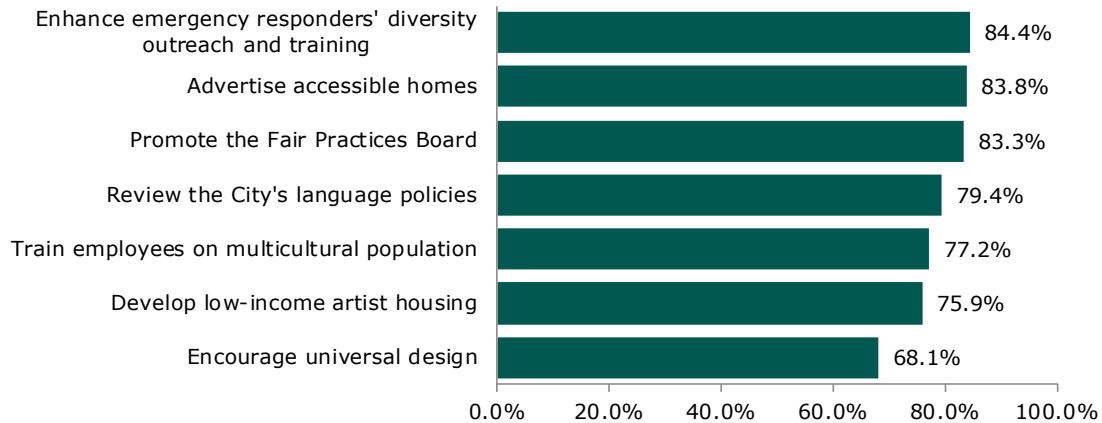
Respondents were also in favor of activating existing public spaces, especially the site at Lee and Meadowbrook. Commenters said such a space could be a unifier and draw for the Cedar Lee district.

Finally, some residents wanted to expand the definition of the arts to include the local food scene as an active component of Cleveland Heights' culture. This could be done by supporting local chefs and advocating for the continuation of food-inspired events.

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.

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

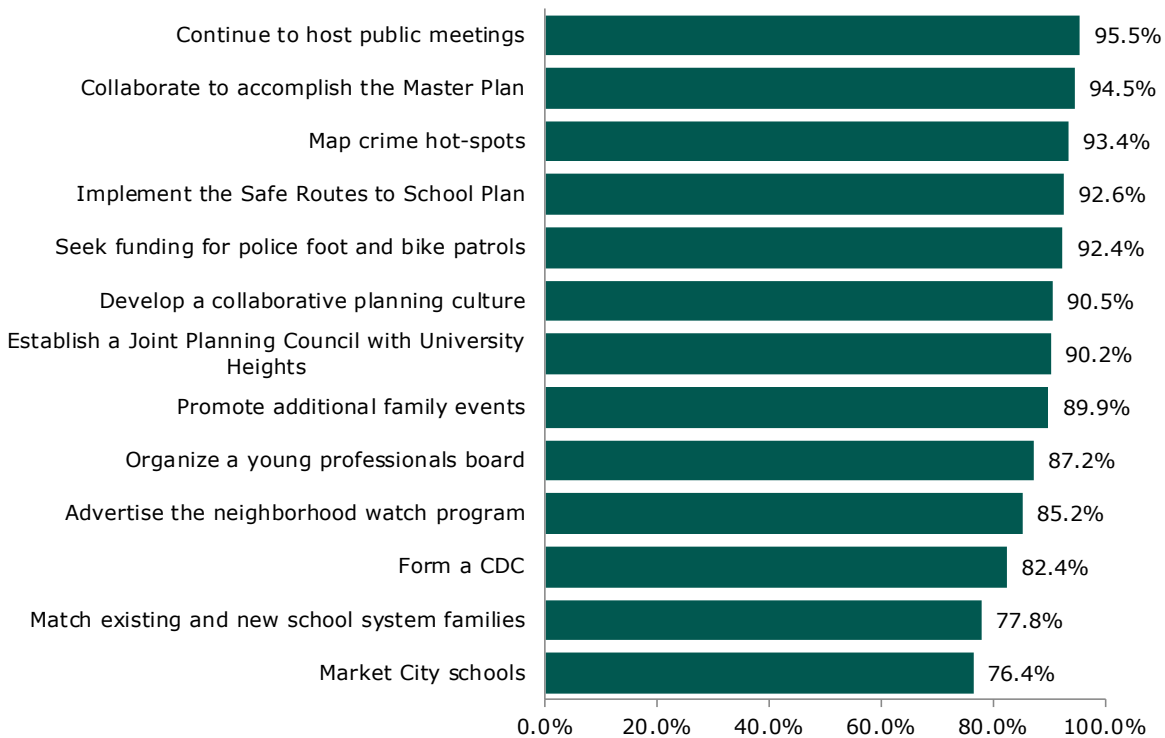
Respondents to the online survey and Public Meeting consistently rated universal design as among the least popular actions. Comments showed that respondents were concerned that requirements for universal design would dampen an already weak market for new construction and wanted to ensure that any universal design features would be administered in a way that does not stop new development or hinder affordability.

Some commenters noted that training for employees should include not just the multi-cultural population but also training on how to work with people with disabilities and mental health issues.

SAFE AND ENGAGED COMMUNITY

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.**

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

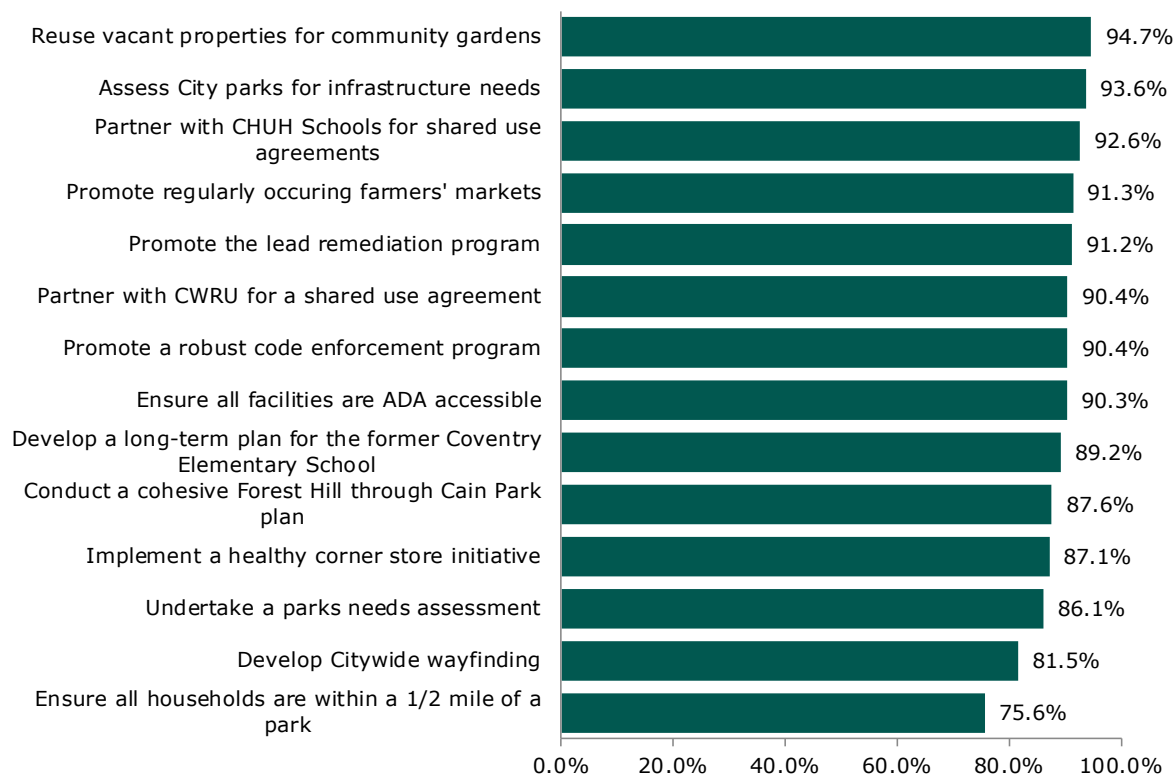
Respondents to the online survey and Public Meeting were mixed on the desire to market City schools, with many commenters believing the schools require improvement before any marketing campaign could be successful.

Other commenters said the City and proposed CDC should work in tandem with surrounding communities beyond just University Heights but also Cleveland, East Cleveland, South Euclid, and Shaker Heights. This was especially true of East Cleveland given present merger discussions and East Cleveland's ownership of a portion of Forest Hill Park.

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.

PERCENTAGE OF 'KEEP IT' DOTS

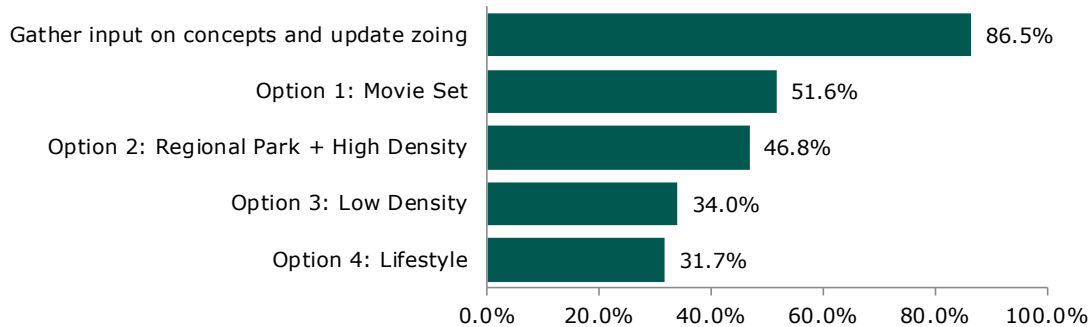


COMMON THEMES

Respondents to the online survey and Public Meeting liked all of the actions in this section; however, some residents questioned whether the prospect of ensuring all households are within a 1/2 mile of a park was feasible or wise. Some residents said the statement should be that all households are within a half mile of a park or community garden while others believed the City should focus on existing parks.

SEVERANCE TOWN CENTER

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

Overall, respondents to the online survey and Public Meeting want to see redevelopment concepts for Severance and would like to update zoning to correspond to that development concept.

In terms of individual options, respondents liked Option 1 the best; however, a large number questioned whether the economics of a movie set made this a realistic alternative. Residents wanted more details on whether such a movie set would be financially successful.

For specific parts of Option 1, residents wanted to see the movie set more concentrated at the eastern end of the site, leaving Dave's and Home Depot more readily accessible to residents.

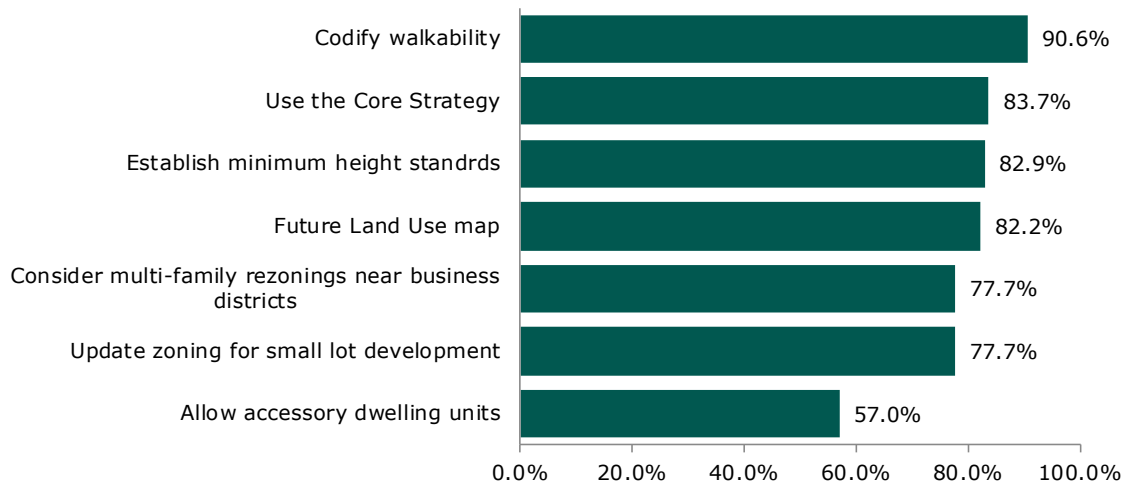
Option 2 was the second most popular option; however, a majority of people marked 'Change it' to this option. The predominant issue with Option 2 was the inclusion of the golf course, which numerous people said was not appropriate for the site given the proximity to closed Oakwood Golf Course and the desire for more active uses that all residents could use.

The second most discussed issue with Option 2 was the replacement of Dave's and Home Depot. Respondents appreciate having access to those stores and would like to see these types of stores replicated in a new development.

Option 3 and Option 4 were not popular among residents. Respondents did not want to see new single-family homes when existing ones were having difficulty selling elsewhere in the City, and respondents did not like Option 4 as the sea of parking related to a lifestyle center was inconsistent with the walkable standards of the City. Respondents also did not like the idea of a new, competing retail destination when other business districts are already struggling with vacancy issues.

FUTURE LAND USE/CORE STRATEGY

PERCENTAGE OF 'KEEP IT' DOTS



COMMON THEMES

Respondents to the online survey and Public Meeting were generally in favor of the Future Land Use map; however, comments indicated that the Future Land Use map should be updated to better include institutional uses for current school, park, and church sites.

The other most discussed item was the accessory dwelling units. With only 57.7% of respondents in favor of allowing accessory dwelling units, this action was among the least popular in the survey.



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE