

January 28, 2016

*Welcome*

**STEERING COMMITTEE #3**

**Cleveland Heights Master Plan**



- Master Plan Process Review
- Vision Statements
- Framework
- What's Next?
- Public Comment

- **Master Plan Process Review**
- Vision Statements
- Framework
- What's Next?
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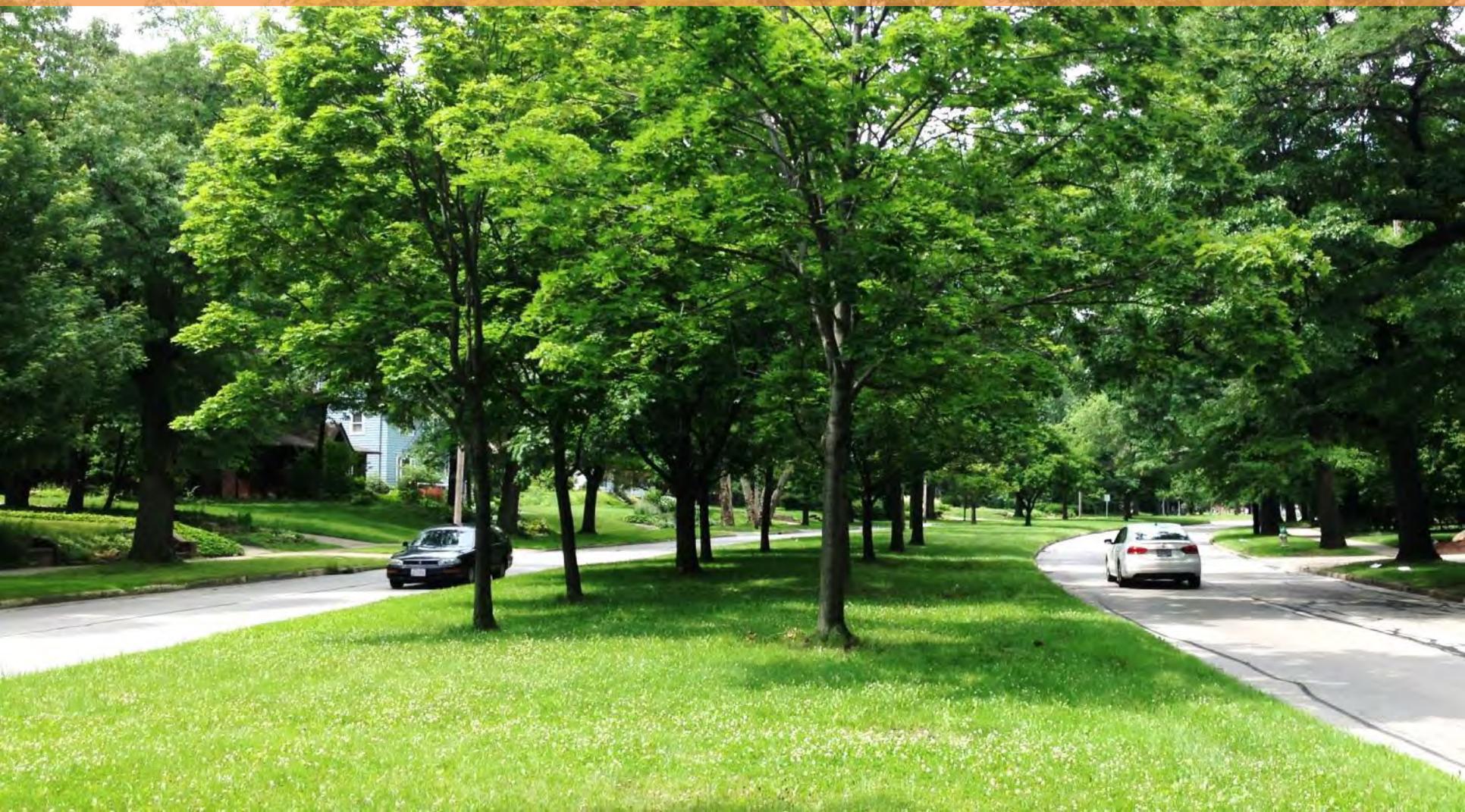
- Master Plan Process Review
- **Vision Statements**
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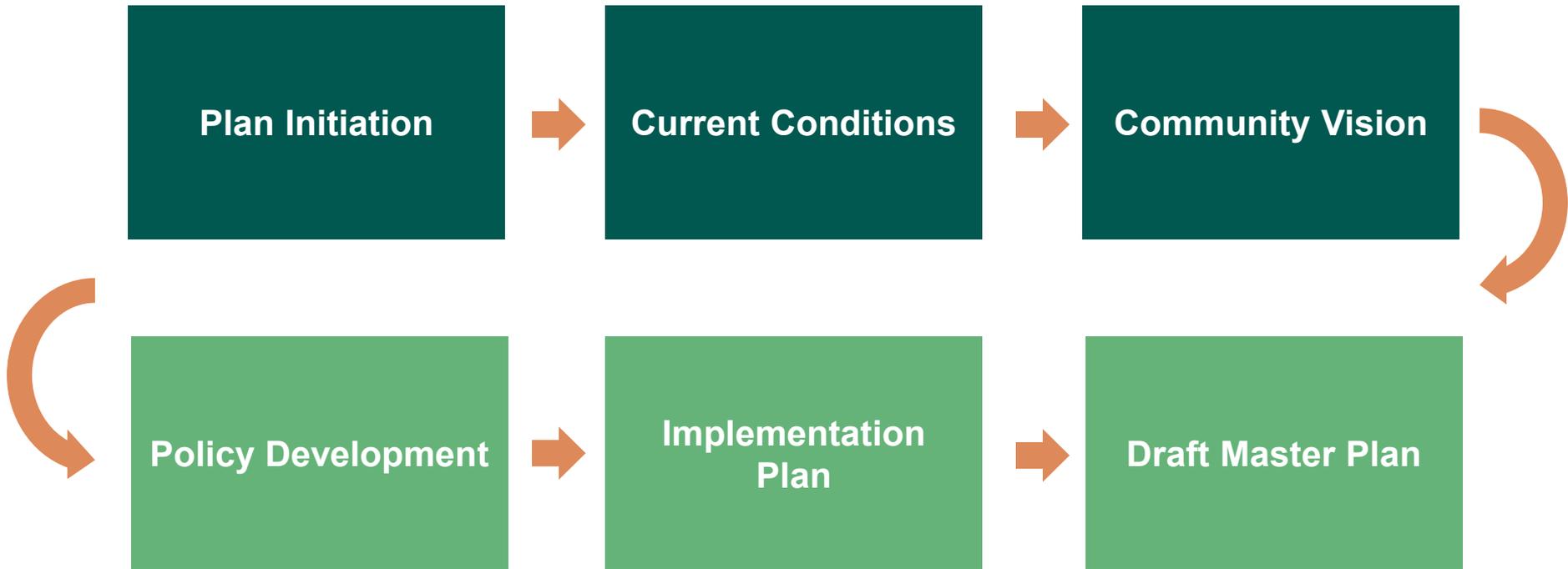
- Master Plan Process Review
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- Master Plan Process Review
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- **What's Next?**
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# PROCESS REVIEW

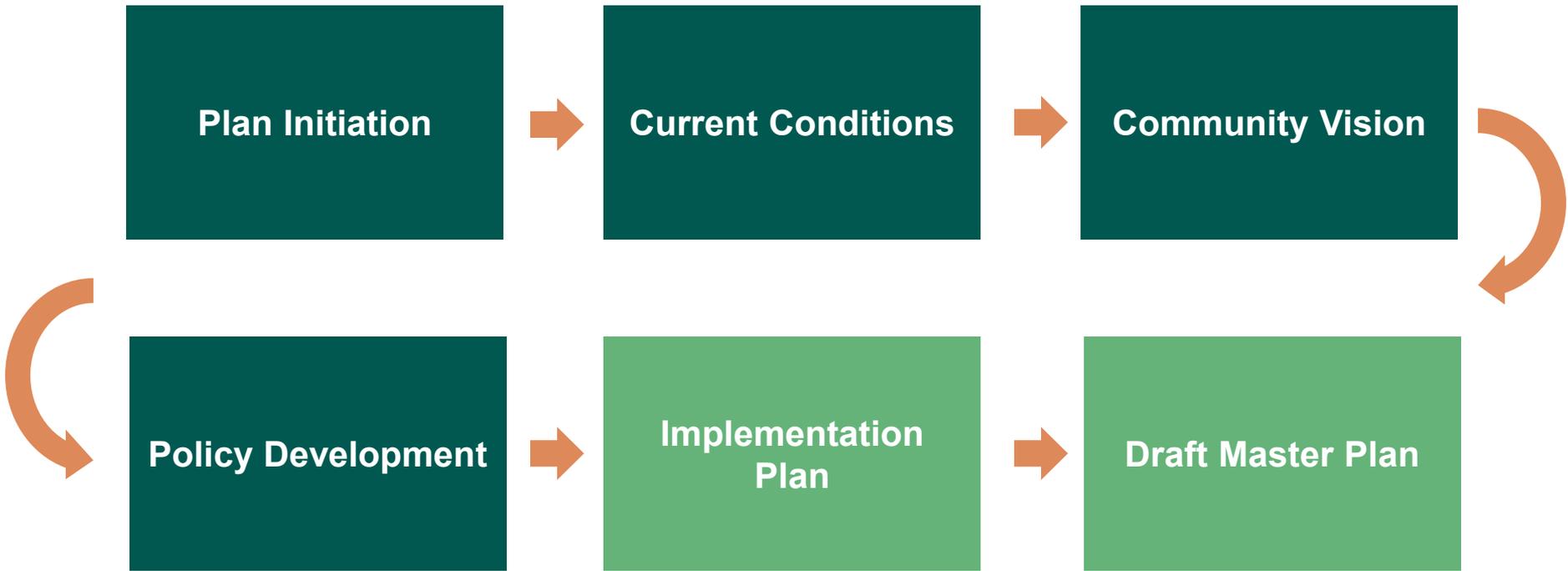


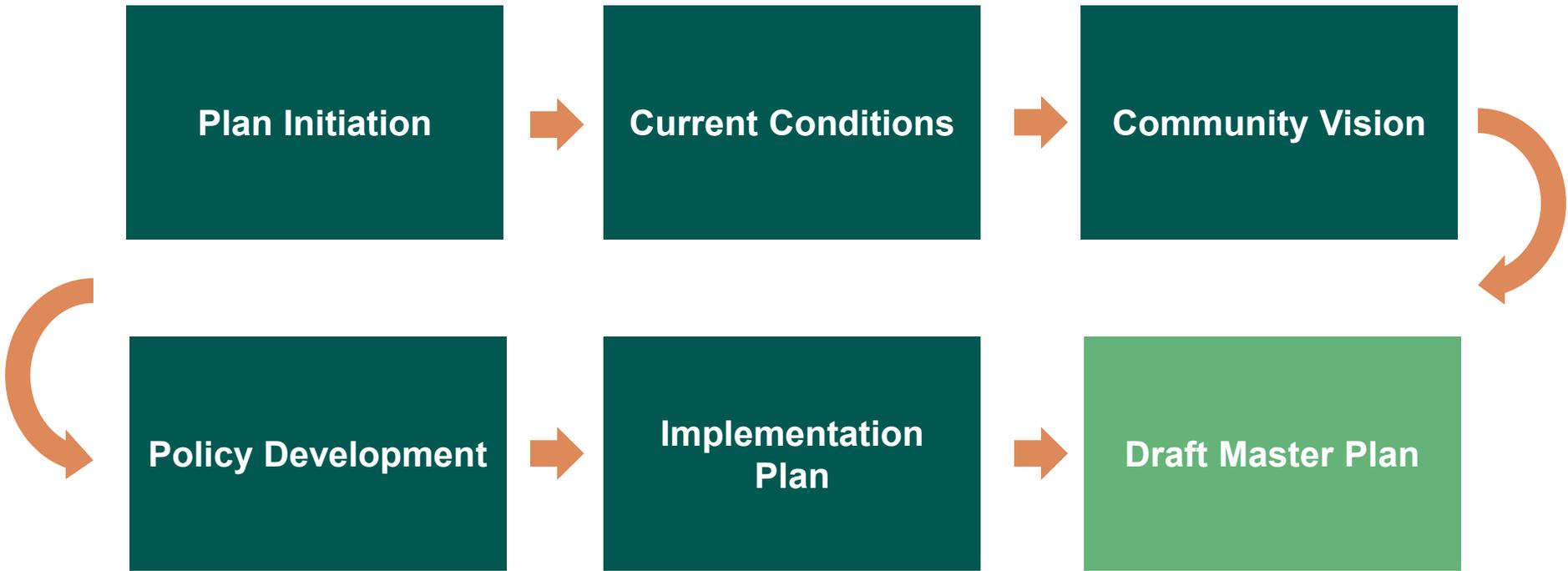


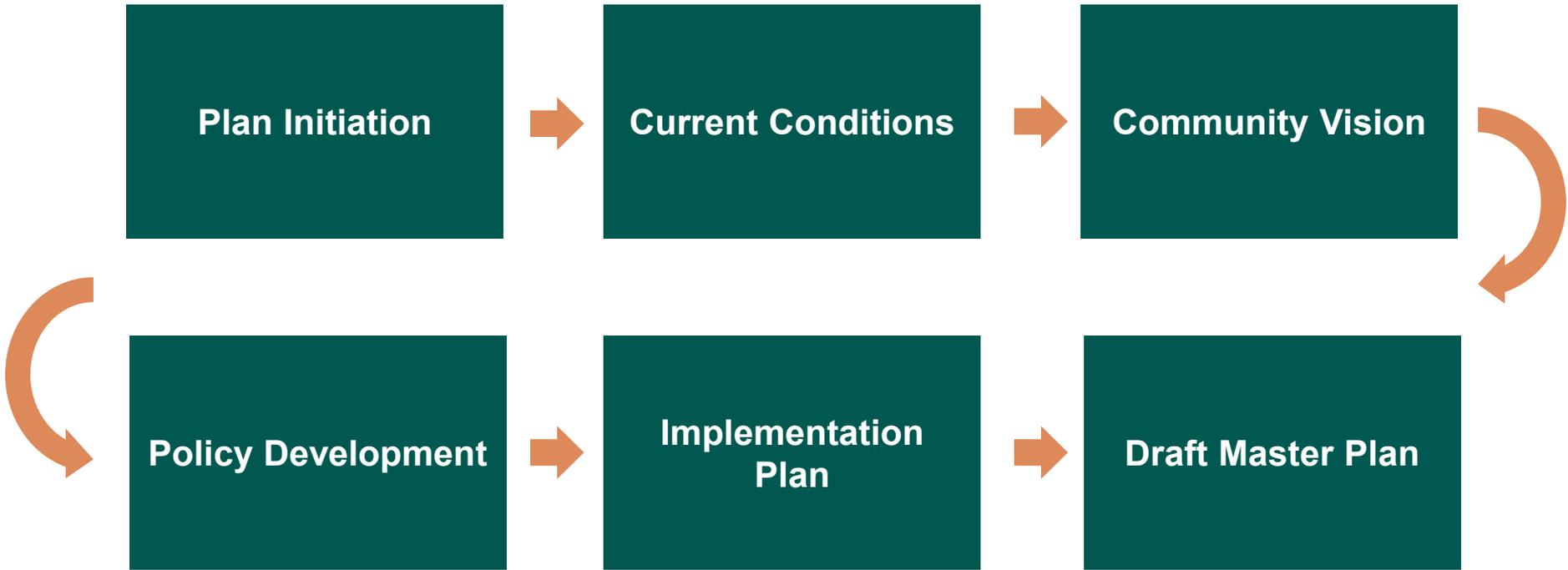
Broad goals for how the community wants to grow and develop in the future

Includes community survey results









# VISION STATEMENTS



# What is a Community Vision?

- **Broad ideas** for how the community wants to grow in the next **five to ten years**
- The statements are the community's **desired future** in words
  - Includes goals that further refine vision statements
- They represent initial **draft ideas** for discussion, changes, and additions



## VIBRANT NEIGHBORHOODS

Like it!

Change it

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.

- |                          |                          |  |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | ■ Continue to promote the preservation of historic homes and buildings   |
| <input type="checkbox"/> | <input type="checkbox"/> | ■ Provide a variety of housing options including single-family homes, townhouses, and apartment buildings  |
| <input type="checkbox"/> | <input type="checkbox"/> | ■ Revitalize and rehabilitate neighborhoods affected by blight, abandonment, foreclosure, rental conversions, and demolition   |
| <input type="checkbox"/> | <input type="checkbox"/> | ■ Strategically invest local dollars, state and national grants, and comprehensive incentive programs to stabilize the market and spur private investment in housing |
| <input type="checkbox"/> | <input type="checkbox"/> | ■ Increase housing density in and near business districts to support vibrant commercial areas  |
| <input type="checkbox"/> | <input type="checkbox"/> | ■ Continue to promote and support neighborhood identities to enhance the sense of place and build pride among residents  |
| <input type="checkbox"/> | <input type="checkbox"/> | ■ Continue to actively promote the City's neighborhoods to potential residents, especially the growing workforce in University Circle                                |

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Continue to promote the preservation of historic homes and buildings

Provide a variety of housing options including single-family homes, townhouses, and apartment buildings

Revitalize and rehabilitate neighborhoods affected by blight, abandonment, foreclosure, rental conversions, and demolition

Strategically invest local dollars, state and national grants, and comprehensive incentive programs to stabilize the market and spur private investment in housing

Increase housing density in and near business districts to support vibrant commercial areas

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

Continue to actively promote the City's neighborhoods to potential residents, especially the growing workforce in University Circle

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“In the future,  
Cleveland Heights will be...”



# 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.

## ...a variety of beautiful homes and buildings

- Provide a variety of housing options including **single-family homes, townhouses, and apartment buildings**
- Increase **housing density in and near business districts** to support vibrant commercial areas



...well-maintained yards and greenspaces, historic districts, active neighborhood associations

- Continue to promote the **preservation of historic homes** and buildings
- Continue to promote and **support neighborhood identities** to enhance the sense of place and **build pride** among residents



## ...revitalized blocks

- Revitalize and rehabilitate neighborhoods affected by **blight, abandonment, foreclosure, rental conversions, and demolition**
- Strategically invest local dollars, state and national grants, and comprehensive incentive programs to **stabilize the market and spur private investment** in housing
- Continue to actively **promote the City's neighborhoods to potential residents**, especially the growing workforce in University Circle



## 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.

## ...accommodate all users

- Promote active transportation with a system of **complete streets** that incorporate options for all types of transportation
- Review the **sidewalk network** to ensure a well-connected system of routes that are accessible for residents of all ages and abilities
- Develop a **bicycle network** that incorporates recommendations of the Eastside Greenway Plan
- Support the development of **high-quality transit connections** along Cedar Road and Mayfield Road into University Circle, and incorporate **Transit Oriented Development (TOD) design** concepts



## ...by car along beautiful and well-maintained streets

- Adequately **repair and maintain** the City's network of attractive streets
- Ensure **parking accessibility, availability, technology, and management** is conducive to shopping, living, or opening a business in Cleveland Heights



# 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.

## ...green infrastructure

- As part of an integrated plan, use **green infrastructure**—such as rain barrels, bioswales, and permeable pavement—in public projects and promote it in private investments in order minimize the impact on the City’s sewer infrastructure
- Promote and use **energy efficient technologies** such as LED lights or alternative energy sources to reduce the City’s carbon footprint and be a more sustainable community



## ...modern building techniques

- Continue to **promote sustainability through City regulations**, such as the adopted sustainable zoning code amendment
- Link incentive programs to **green development** and building techniques, such as LEED certification



## ...active transportation

- **Promote active transportation** as a more sustainable way to get around



# 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.

## ...leverages proximity to world-class institutions

- Partner with institutions and capitalize on proximity to **capture University Circle spin-off** development
- Continue to aggressively **market the City** as an ideal location for business and investment



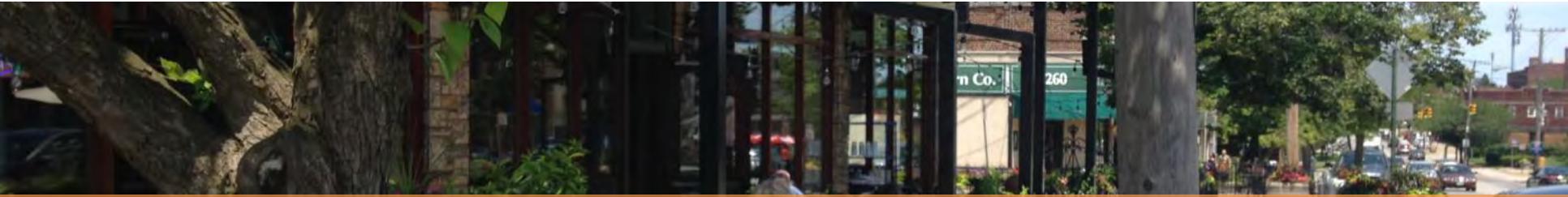
...entrepreneurial spirit, well-educated population,  
solid services, and strong infrastructure

- Invest in infrastructure that **supports businesses**



...foster new businesses, grow existing ones, and provide meaningful employment opportunities

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



# 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.

## ...an appropriate number

- **Redevelop underutilized and outdated retail space** to other uses to focus business in key areas
- **Redevelop Severance Town Center** as a mixed-use and walkable area consistent with the character of Cleveland Heights
- Fill vacant, unbuilt, and underutilized parcels with **new development**



## ...strong, safe, and walkable business districts

- Create memorable experiences by developing **a strong sense of place** through investments in art and infrastructure in public spaces
- Enhance the **walkability** of business districts as a competitive advantage
- Promote the **repair and redevelopment** of the City's older commercial buildings



## ...unique shopping, dining, and entertainment

- **Jointly market and manage** the three major business districts to capture investment and visitors from the region
- Continue to **support existing businesses** through business retention and growth initiatives



# 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.

## ...high quality infrastructure and solid public services

- Develop an integrated plan to **coordinate multiple and simultaneous infrastructure investments**, including but not limited to storm drainage, sanitary sewers, waterlines, and streets, in order to lower construction and maintenance costs
- **Capitalize on infrastructure investments** to spur growth

## ...high quality infrastructure and solid public services

- Partner with the City of Cleveland Department of Water to **operate and improve the water system**
- Continue to **review and update the City's stormwater and sewer systems** to incorporate the latest technologies and standard practices



# 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.

## ...active arts community

- Construct, promote, and program **vibrant public spaces** that act as attractors and points of community pride
- Use **events to activate neighborhoods** and business districts
- **Support arts organizations** that can be linchpins in neighborhood revitalization
- Continue strong **arts and cultural programming at Cain Park**

A photograph of the Cleveland Heights City Hall building. The building is a multi-story structure with a prominent glass pyramid roof. The words "CLEVELAND HEIGHTS CITY HALL" are displayed in large, dark, block letters on the upper facade. The building is set against a clear blue sky. In the foreground, there are some green leaves from trees on the left and right sides. A semi-transparent orange banner is overlaid across the middle of the image, containing the text "DIVERSE AND ENGAGED COMMUNITY" in white, bold, sans-serif capital letters.

CLEVELAND HEIGHTS CITY HALL

# DIVERSE AND ENGAGED COMMUNITY

Cleveland Heights will continue to **be a diverse community of active and engaged citizens** that pursues innovative partnerships that are critical for providing services and amenities to residents.

## ...diverse community

- Promote and maintain the City's **longstanding tradition of diversity** and actively foster an environment of inclusiveness
- Continue to **develop, encourage, and support a mutually proactive relationship** between elected and appointed officials and residents



## ...pursues innovative partnerships

- Partner with the Cleveland Heights-University Heights School District to promote a quality school system through **events and initiatives to attract and retain families with children**
- Continue to **forge partnerships with community groups** to directly respond to unique local needs



## ...providing services and amenities

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



A large crowd of people is gathered on a grassy field, possibly for a community event or performance. 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.

## ...healthy foods, a strong park system, healthy homes

- Maintain access to a variety of **healthy foods** for all residents
- Continue to promote policies that **limit exposure to environmental hazards**
- 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 the quality of life

**Visions that we missed?**

**Changes?**

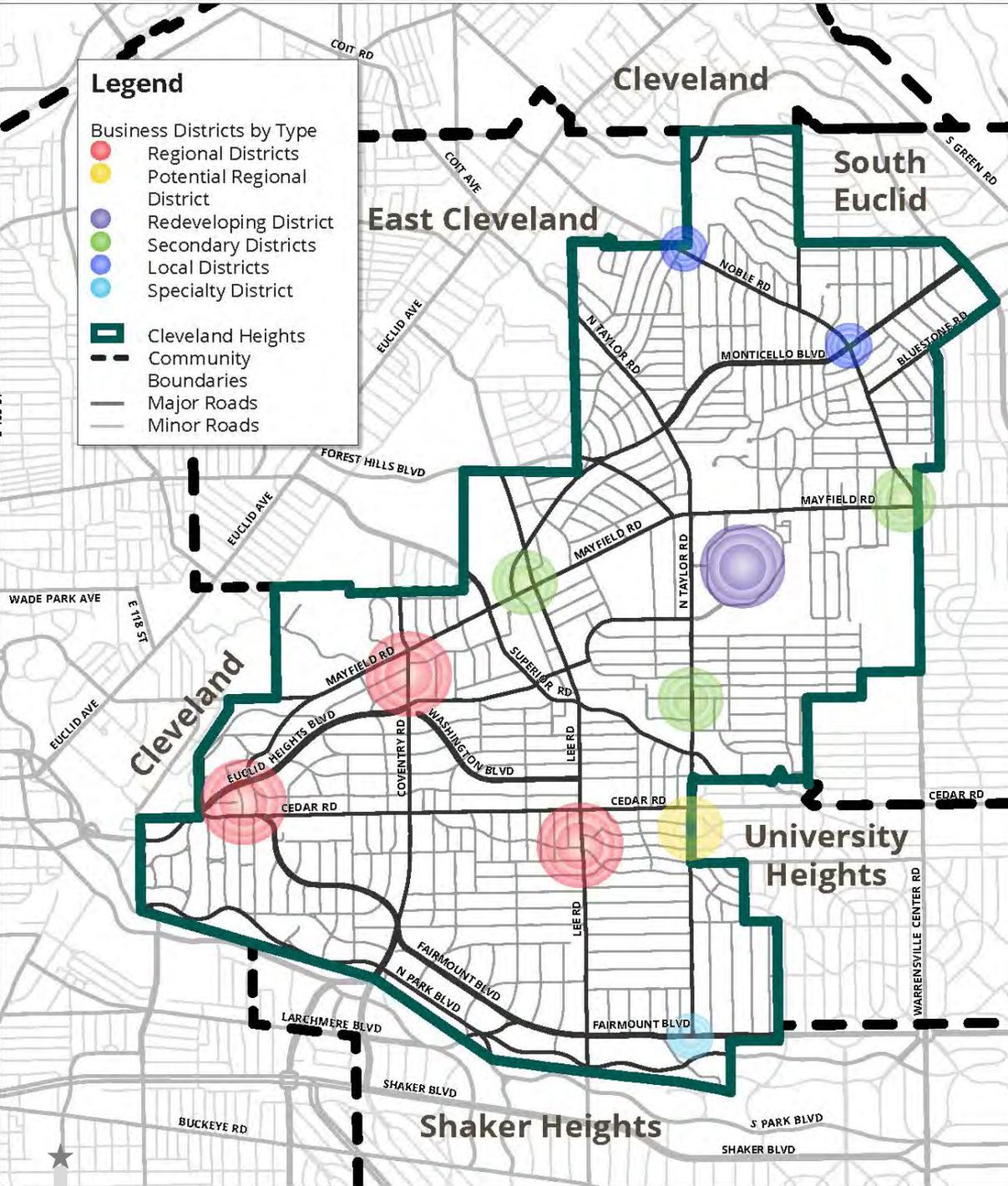
**Questions?**

# FRAMEWORK



# **Business District Framework**

- Describes the types of business districts based on their size, vacancy rates, walkability, business organizations, and regional draw
- Can be used to focus efforts and define scale of development



## Regional Districts

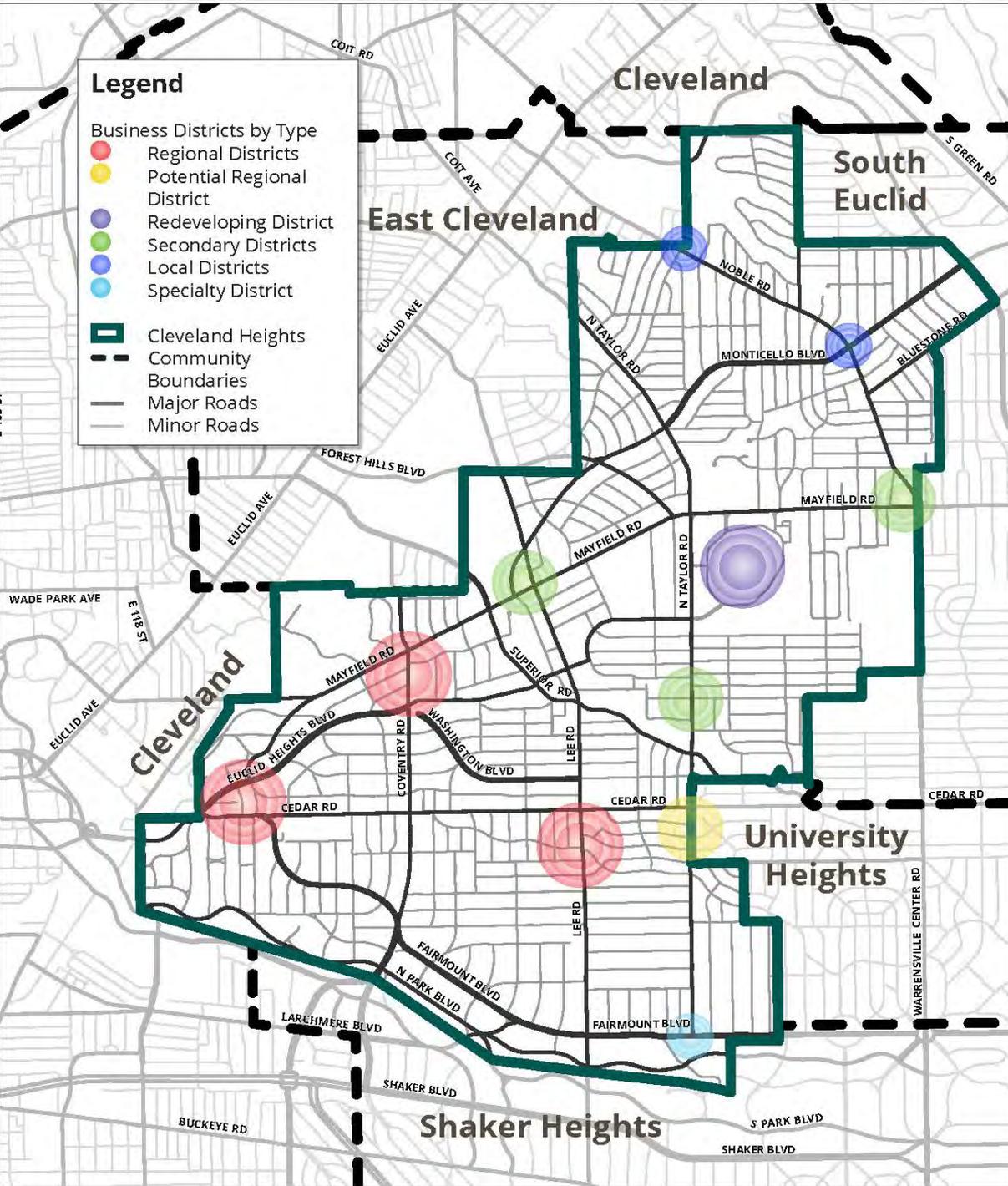
- Cedar Lee, Coventry, Cedar Fairmount
- Large number of stores, walkable districts, regional draws, organized business interests

## Potential Regional Districts

- Cedar Taylor
- Large number of stores, marginally walkable, somewhat organized interests

## Redeveloping Districts

- Severance Town Center
- Foreclosure proceedings, potential for large-scale transformation



## Secondary Districts

- Heights Rockefeller, Cain Park Village, Center Mayfield
- Larger business districts, high vacancy rates, lack regional draw, large holes in walkability

## Local Districts

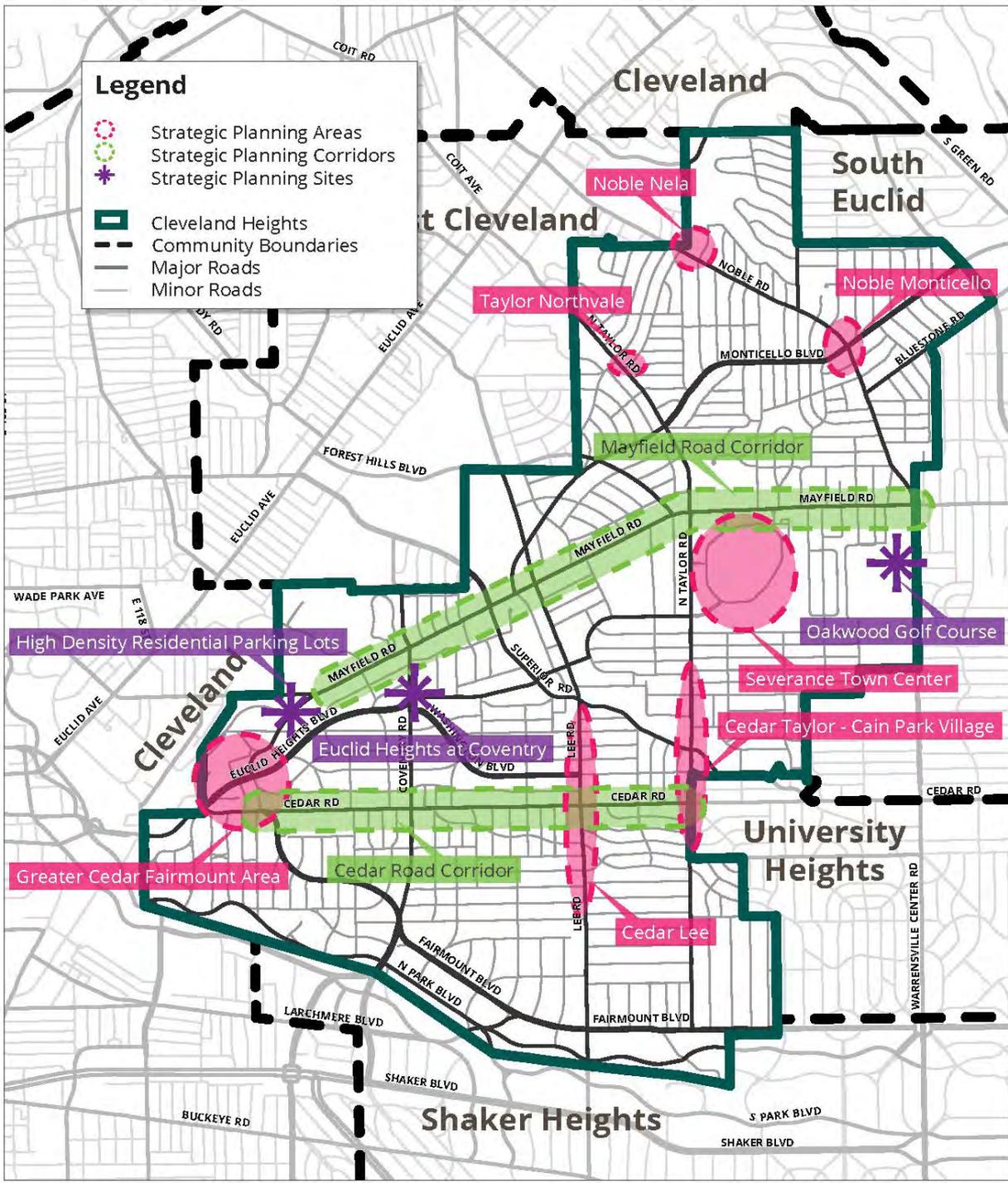
- Noble Nela, Noble Monticello
- Small business districts with 25 or fewer commercial addresses, generally support local areas

## Specialty Districts

- Fairmount Taylor
- Small business district, one of the City's strongest, high-quality and specialty retailers

# Strategic Planning Areas

- Locations of potential land use changes
- Underdeveloped, undeveloped, or aging areas



### Strategic Planning Areas

- Intersections, districts, and areas

### Strategic Planning Corridors

- Corridors that could develop in a more cohesive way

### Strategic Planning Sites

- Specific, large sites with additional potential for development

# Noble Nela







## Noble Nela Future

- Higher density residential such as townhouses or apartments
- Potential for low-rise, mixed-use redevelopment



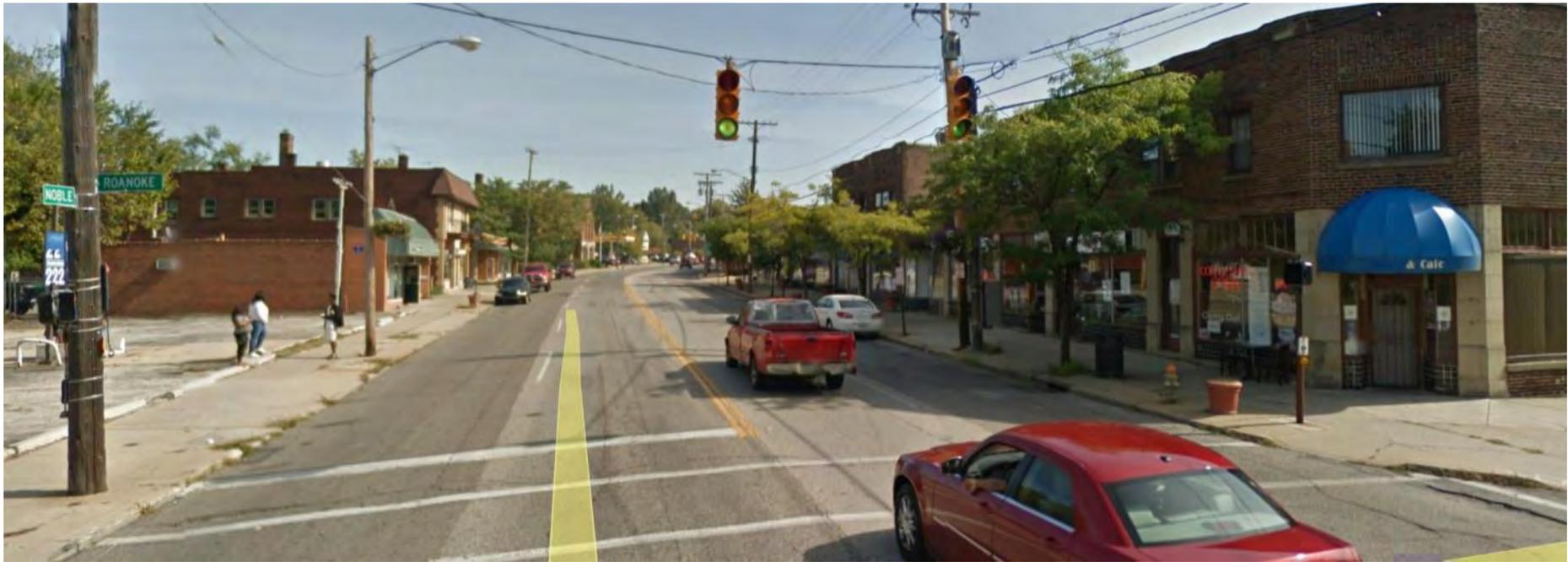
# Noble Monticello





© 2015 Pictometry







## Noble Monticello Future

- Low-rise infill development
- Renovation of existing buildings with focus on quality retailers



# Taylor Northvale









## Taylor Northvale Future

- Townhouses or single-family homes that fit nearby architectural styles
- Could include a small, neighborhood park



# Severance Town Center





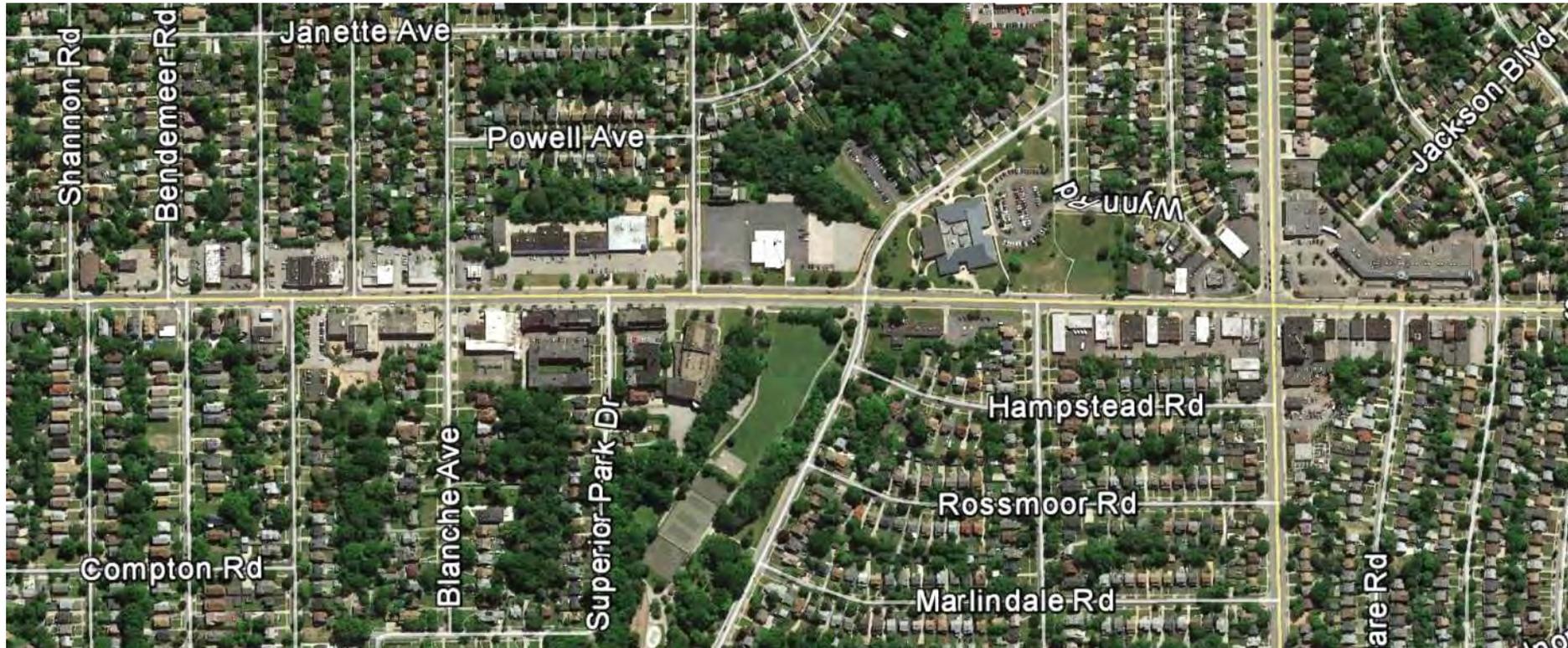


## Severance Future

- Reuse of existing buildings, renewed anchor tenants, continued outparcel development
- Wholesale redevelopment of mixed-use, walkable town center and various other uses



# Cedar Taylor – Cain Park Village



North





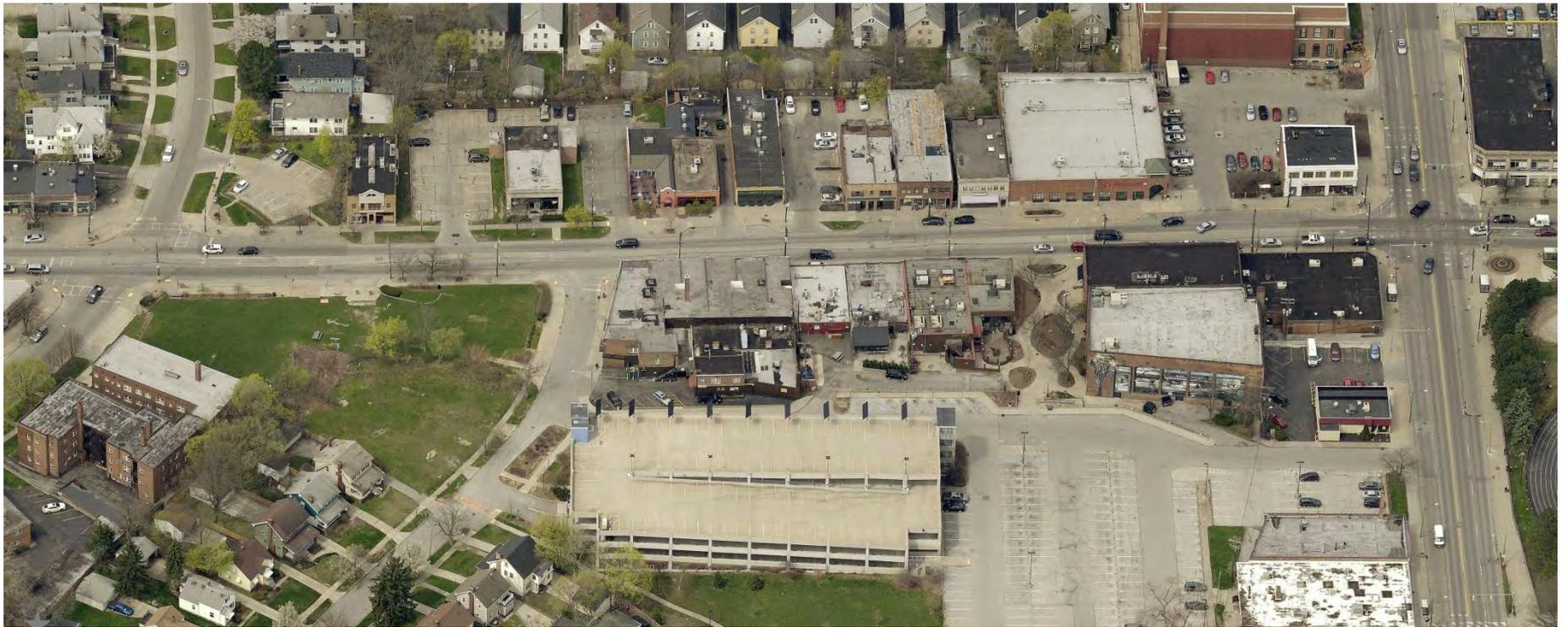
## Cedar Taylor-Cain Park Village Future

- Mixed-use development of ground floor commercial and housing above
- Connective infill to create a larger district



# Cedar Lee







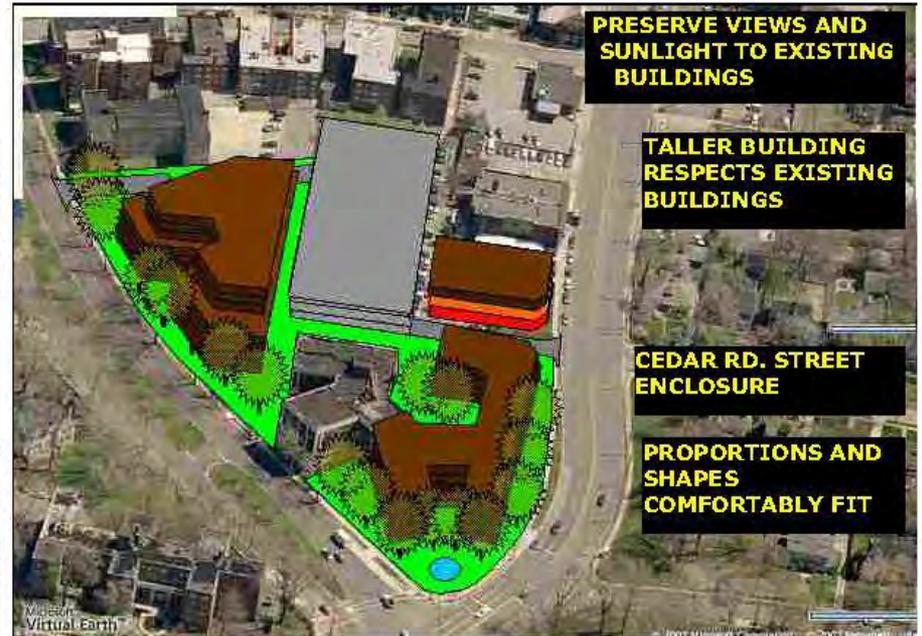
## Cedar Lee Future

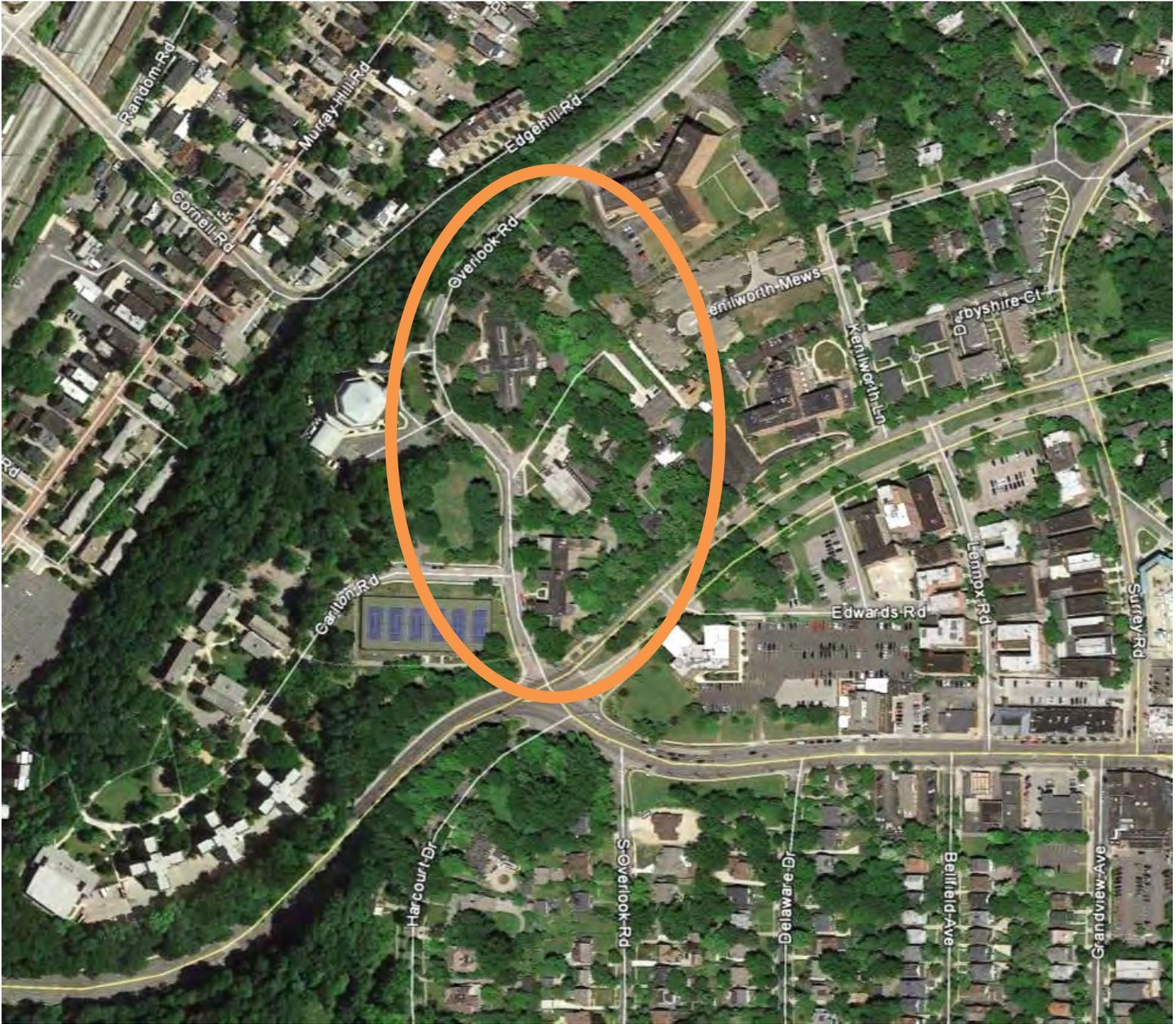
- Core district of mixed-use infill with vibrant first floor retail
- Ancillary areas of high-density housing



# Top of the Hill











## Top of the Hill Future

- Higher-density housing with commanding views of University Circle



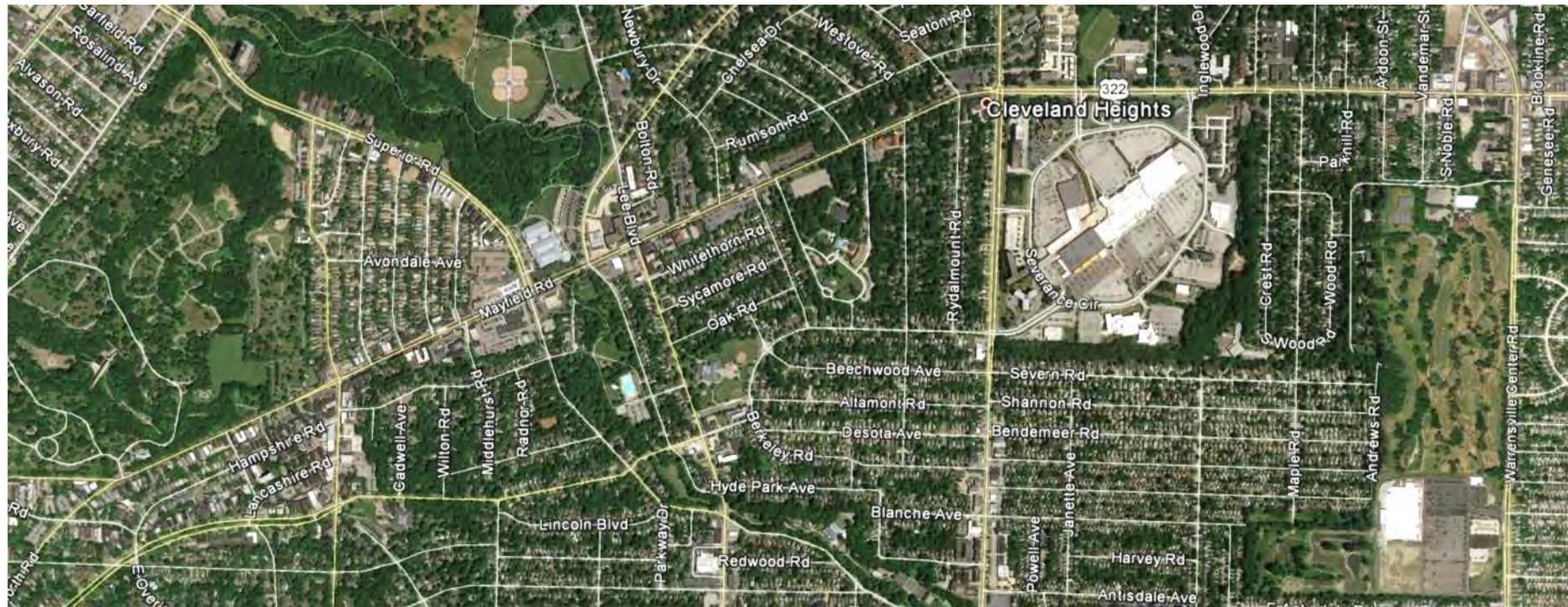


## Top of the Hill Future

- A strong gateway along a redesigned Cedar Glen Parkway

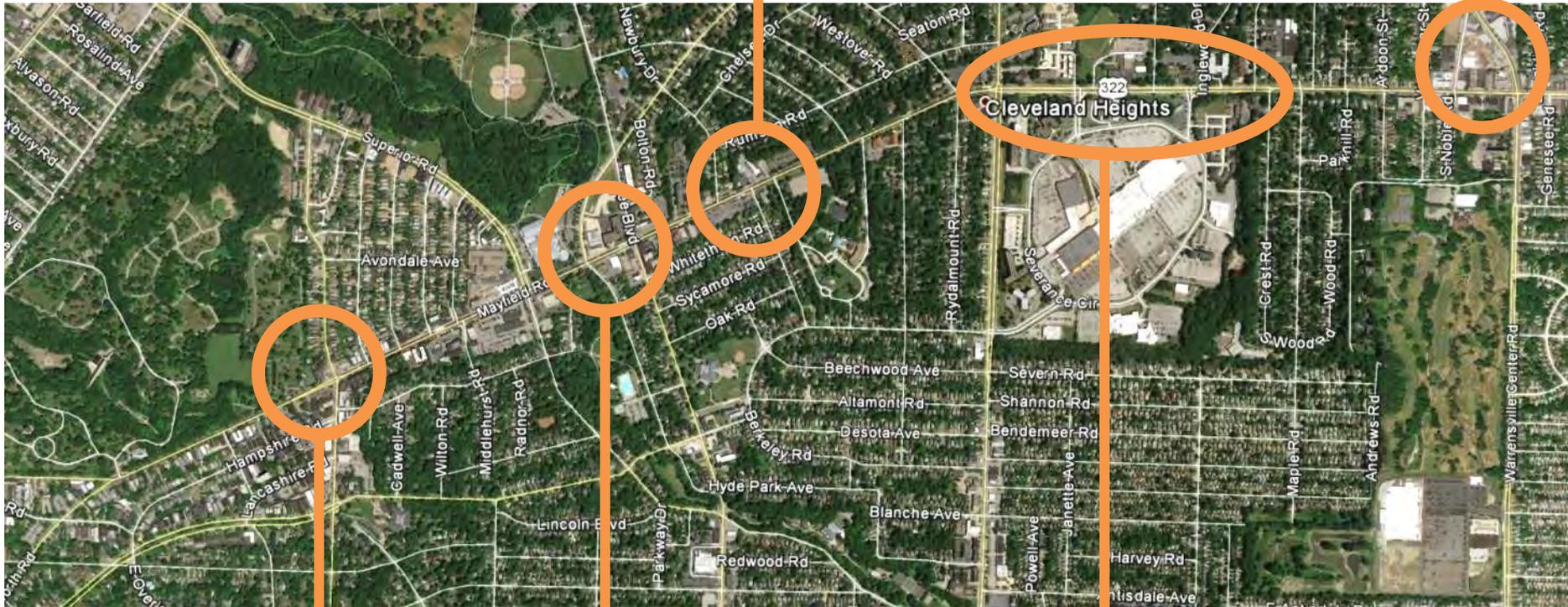


# Mayfield Corridor



Underutilized  
Parcels

Center Mayfield

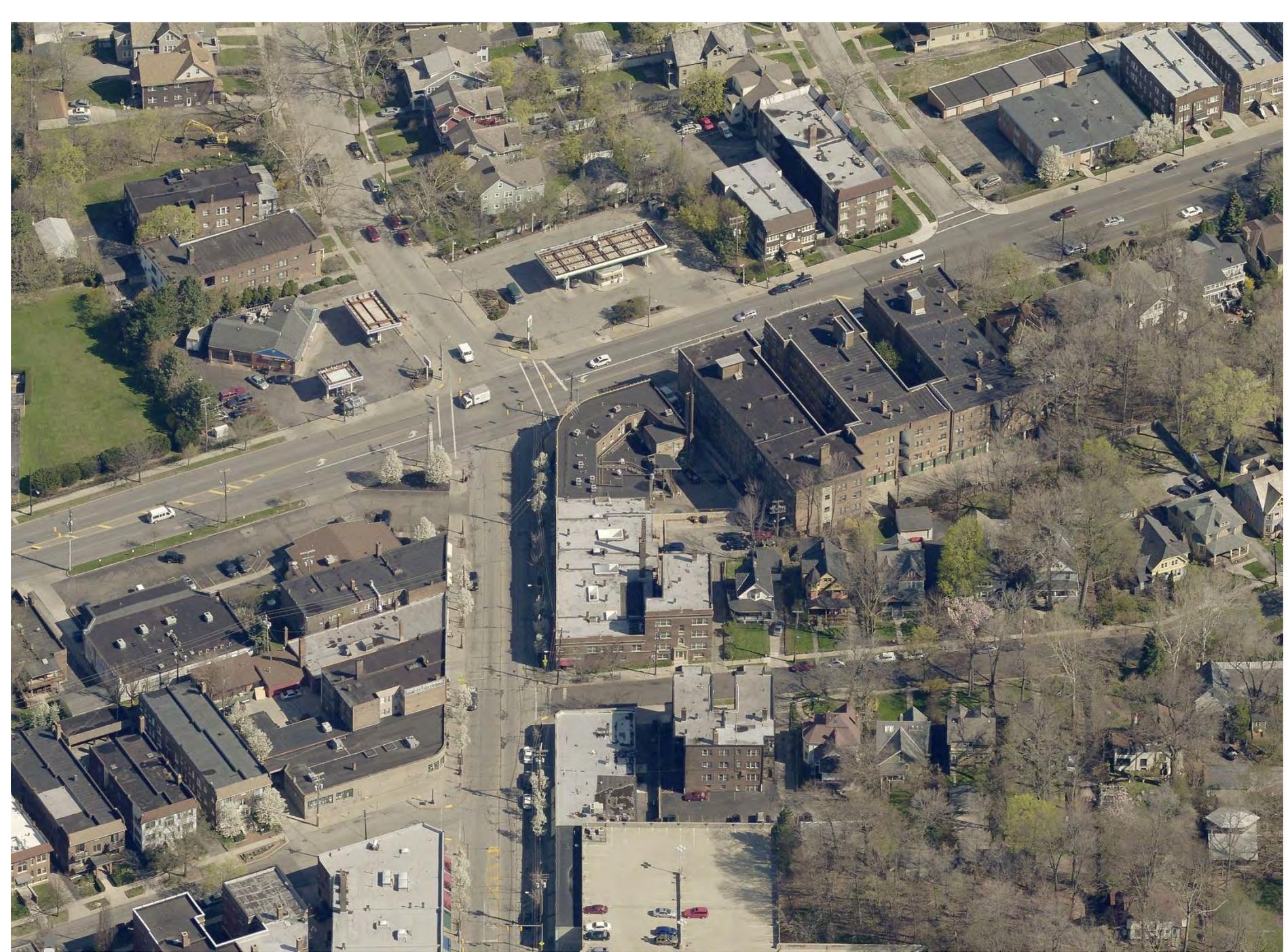


Coventry  
Village

Heights  
Rockefeller

Severance Town  
Center



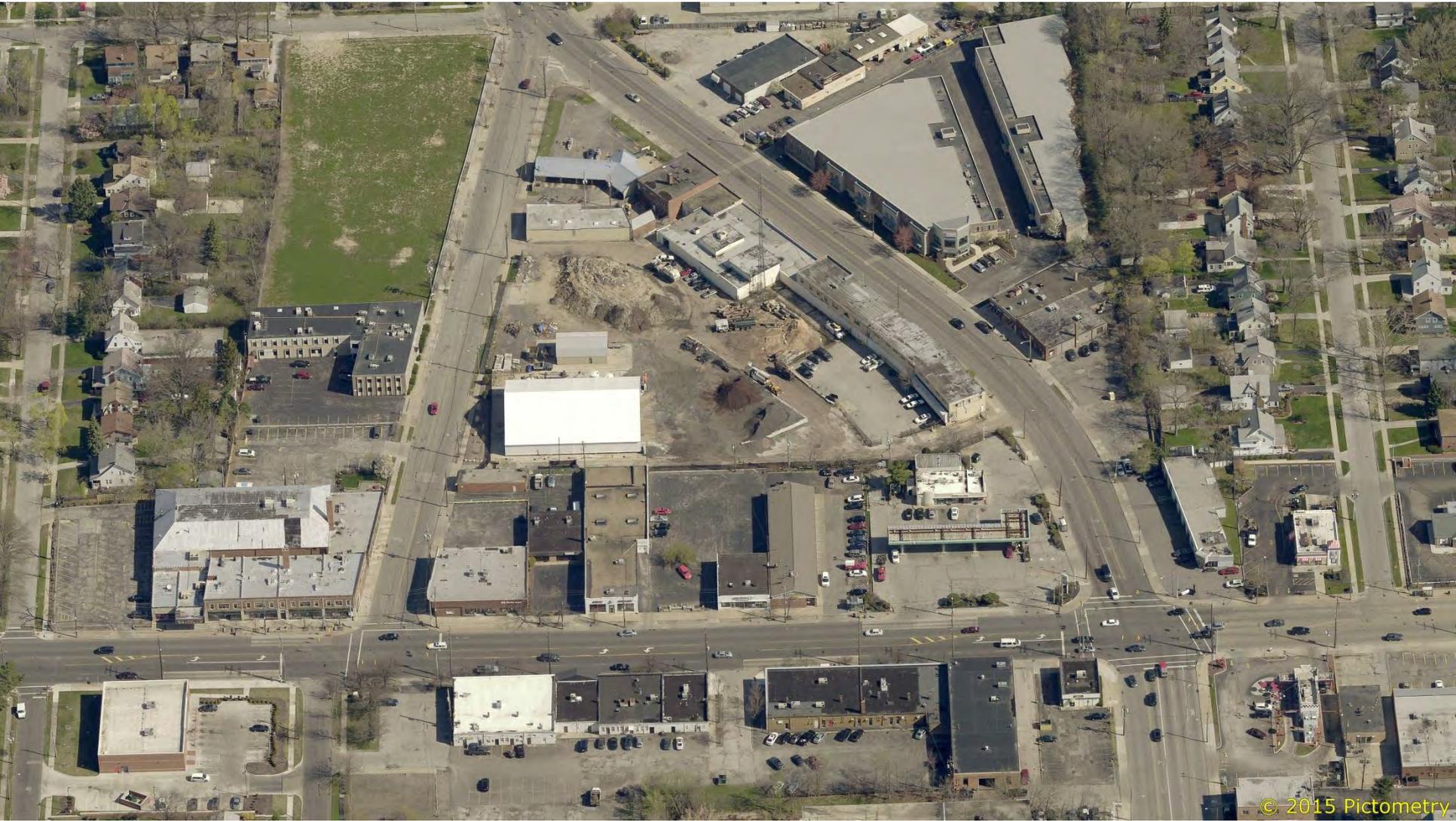




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## Mayfield Corridor Future

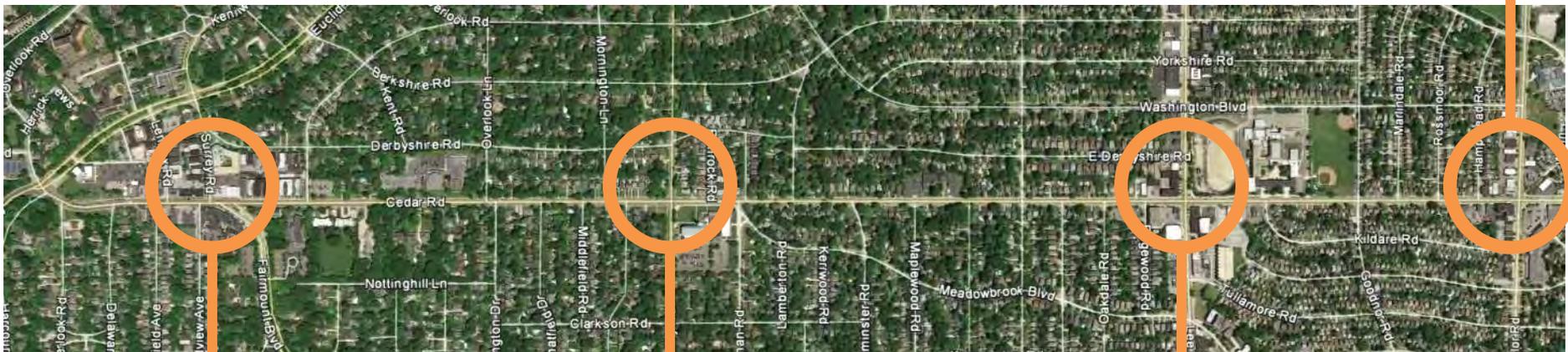
- Higher density employment and housing corridor
- Builds off connections to University Circle
- Connects nodes at four business districts
- Green infrastructure



# Cedar Corridor



Cedar Taylor



Cedar Fairmount

Cedar Coventry

Cedar Lee





## Cedar Corridor Future

- Balanced corridor consisting of transit spine, commuter corridor, and residential street
- Connects four major nodes of commercial development stepping down to higher density housing and then single-family homes or townhouses



# High Density Residential Parking Lots



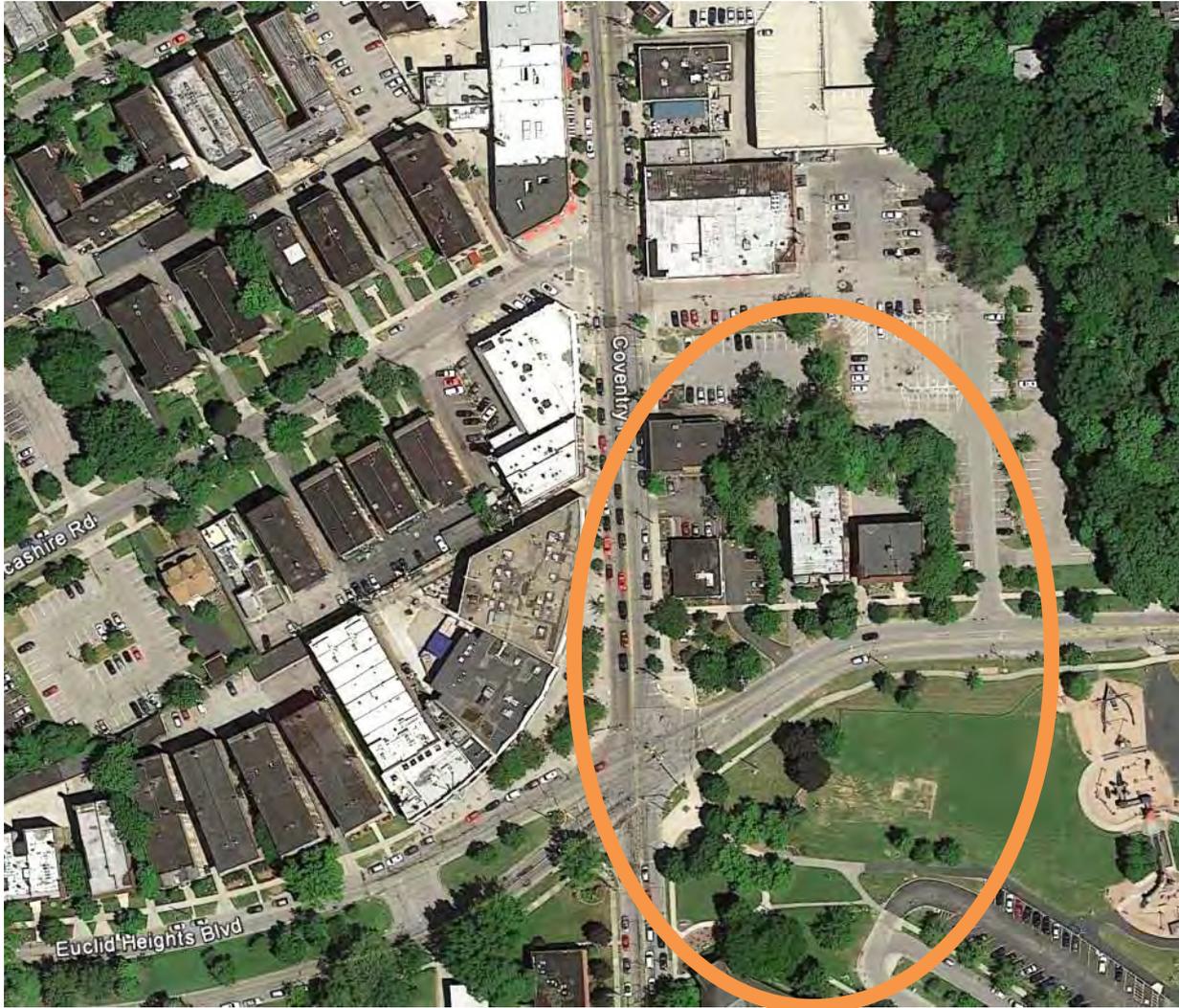


## High Density Residential Parking Lots Future

- Detailed review of parking needs
- Could be redeveloped as additional high-density housing



# Euclid Heights at Coventry





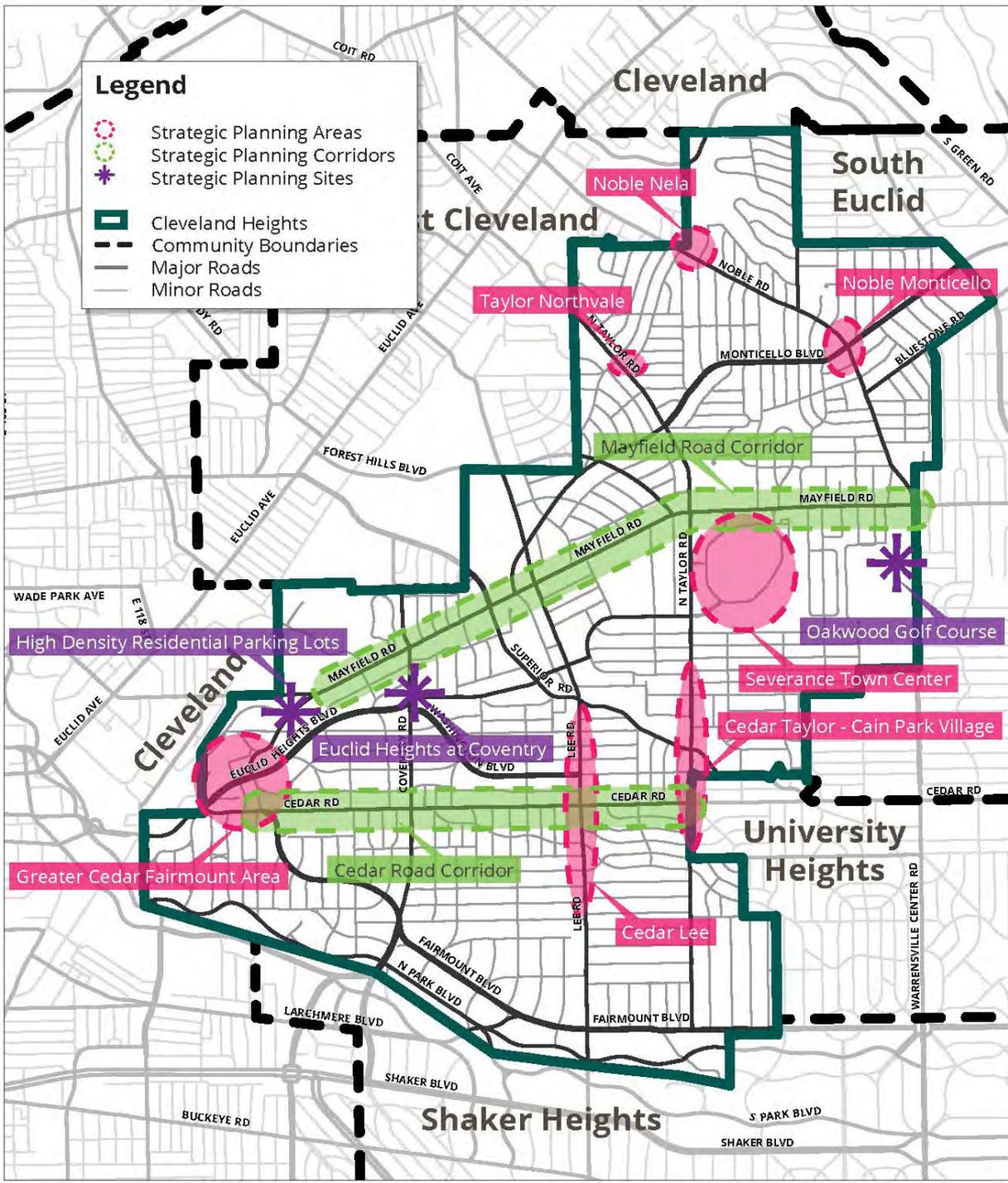
## Euclid Heights at Coventry Future

- Underdeveloped parcels could be densified with first floor commercial and residential above



# Potential School Sites

- Should any school sites be consolidated, the City could partner with the District on potential reuse scenarios



Strategic Planning Areas

Strategic Planning Corridors

Strategic Planning Sites

- Master Plan Process Review
- Vision Statements
- Framework

# WHAT'S NEXT?



- **Public Meeting #1**  
**Current Conditions and**  
**Community Vision**  
February 23, 2016

- **Steering Committee #4**  
**Policy Possibilities**  
Late March-Early April, 2016
- **Steering Committee #5**  
**Refined Policies Document**
- **Steering Committee #6**  
**Implementation Plan**

# 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