



SECTION 4



CORE STRATEGY

Input from the Public and Steering Committee showed the desire to strengthen existing City neighborhoods and business districts as anchors for neighborhood development. Based on an analysis of the Current Conditions and public input, the Core Strategy identifies areas of focus that form critical components of the Master Plan.

WHAT'S IN THIS SECTION?

The section includes a series of mapped areas that represent areas of prime concern for the Master Plan. These areas are residential, business district, and transportation improvement areas that work with later goals and actions to outline initial Master Plan implementation efforts.

Each topic includes a short description of the general actions for each Core Strategy component.

HOW DO I USE IT?

The Core Strategy section outlines areas of focus. It should be used as a guide for where and how to begin implementation of the Master Plan.

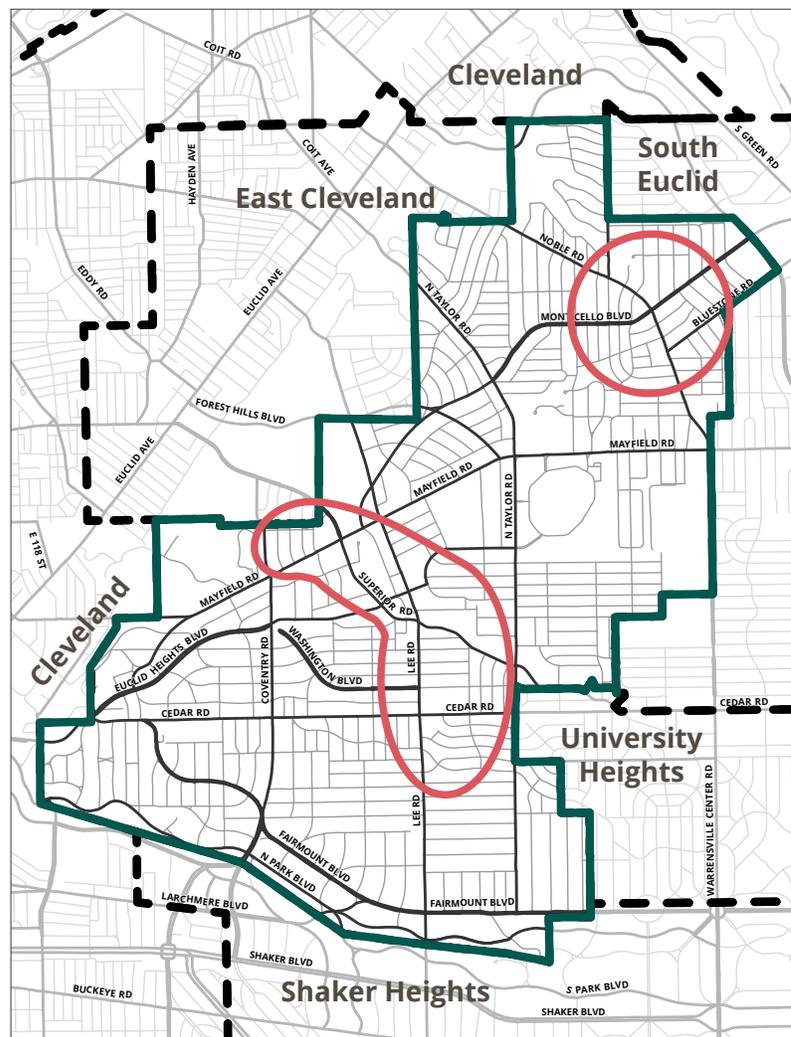
RESIDENTIAL TARGET AREAS

Like all large cities, Cleveland Heights' residential areas range from neighborhoods with strong, stable housing to areas where neglect and population changes have caused signs of distress. The Master Plan outlines areas to focus public investment in housing stabilization. These include the center of the City and the area immediately around the Noble Monticello intersection, and should be the focus of neighborhood stabilization efforts.

The Core Strategy calls for consistent housing investment in these areas. This should include layering grants, incentives, investments, code enforcement initiatives, and infrastructure improvements in these areas to facilitate meaningful and positive change.

Metrics should be tracked within these target areas to understand how public investment is affecting housing market strength. As housing in these areas stabilizes, the focus should move out from these initial areas to nearby neighborhoods.

Additional information on the housing investment strategy is available beginning on page 124.



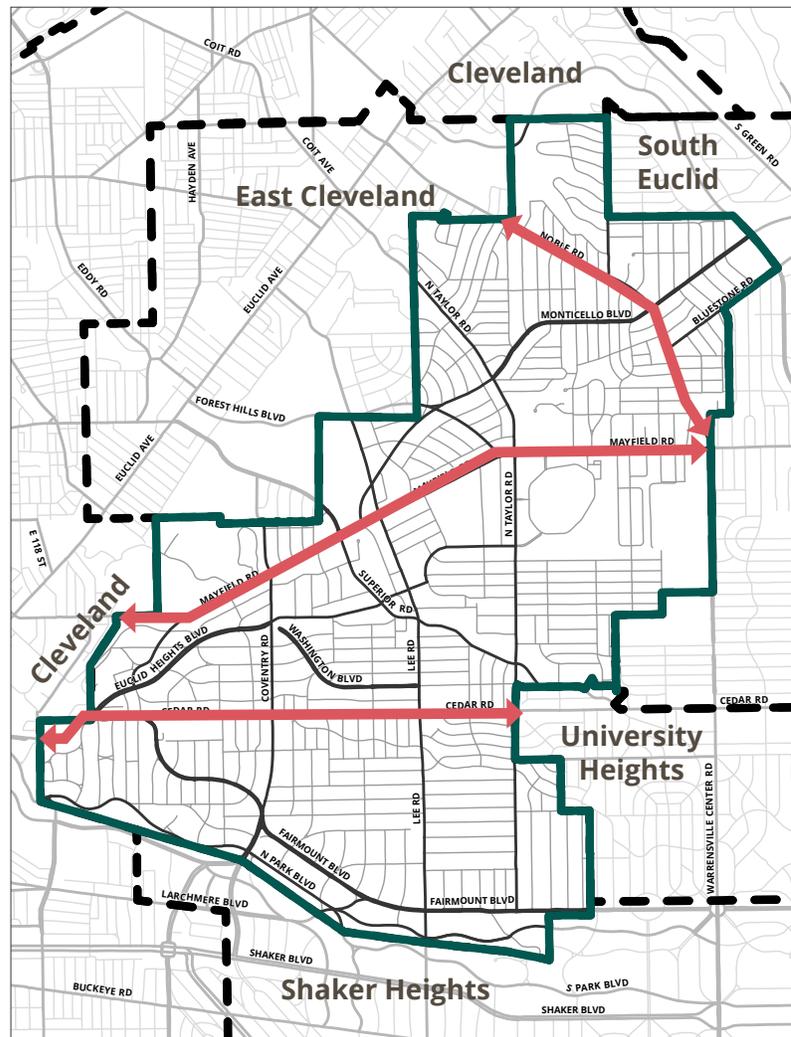
TRANSIT CONNECTIONS

Transit routes in Cleveland Heights are the essential link between the City, nearby job centers, and the greater Cleveland region. For those without vehicles and those who rely on buses or trains to reach their offices, transit is critical.

As a component of the Core Strategy, improvements to the transit network focus on three main routes: Cedar Road, Mayfield Road, and Noble Road. These routes overlay with the Residential and Commercial Target Areas to reinforce a connected City of vibrant neighborhoods.

Transit improvements should include more frequent service on these major routes as well as the amenities that make taking the bus a comfortable and enjoyable experience. These include branded bus stops, real-time signage, artwork, transit shelters, benches, and other enhancements.

One of the main concerns expressed by residents throughout the planning process was the lack of connections directly to Downtown Cleveland. By forcing transit riders to switch to another line for service to Downtown, transit becomes more difficult and less user-friendly. Advocacy for a direct connection—a “one-seat trip”—to Downtown should be renewed.

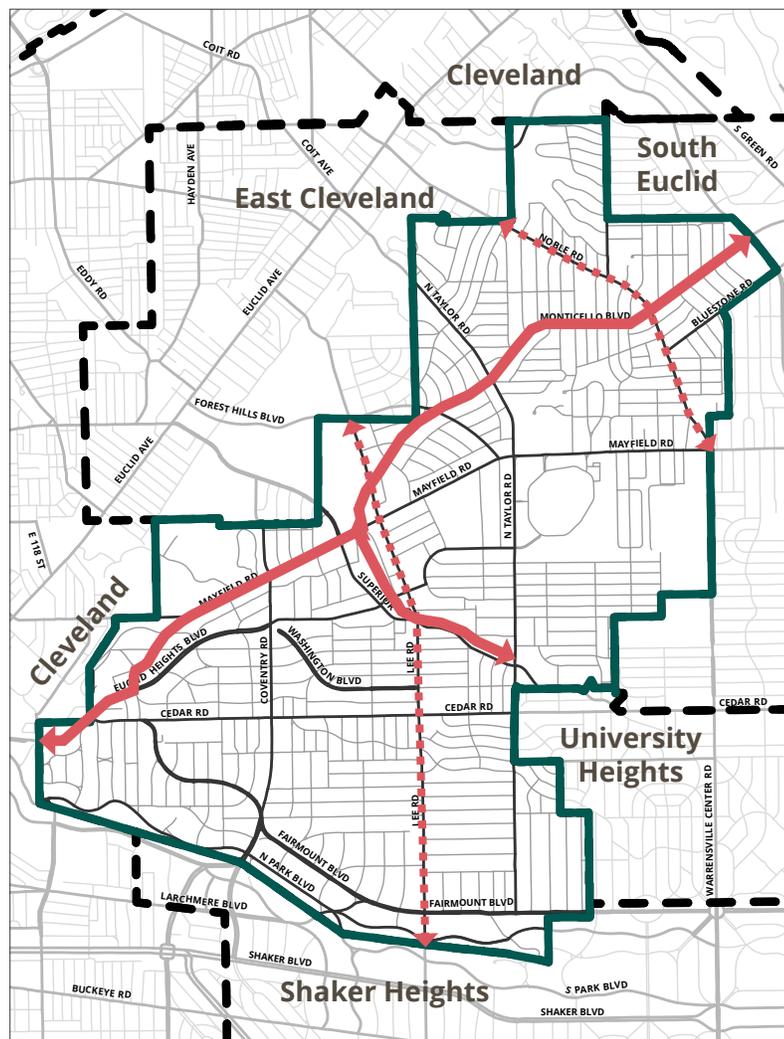


TRAIL CONNECTIONS

Trails in Cleveland Heights provide safe opportunities for running, walking, and bike connections within Cleveland Heights and into the region. The City's existing bikeways are concentrated within City parks; however, new paths are being constructed along Cedar Glen Parkway.

The Core Strategy identifies a trail 'spine' that would connect to University Circle by going up Cedar Glen Parkway to Mayfield Road, and then branching up to Monticello Boulevard and then down through Cain Park. This trail spine could connect to proposed bike lanes on Noble Road and bike facilities being discussed on other major streets such as Lee Road.

The proposed route along Mayfield Road would be a grade-separated, high-quality, all-purpose trail that would be safe and comfortable for users of all ages. By reducing the number of lanes on Mayfield Road and repurposing one lane for a trail, the connector would create a seamless route between the neighborhoods of Cleveland Heights and the job center of University Circle. This route could spur additional development in Cleveland Heights by building a strong case for additional student housing in the City.



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