## MAPLE HEIGHTS MASTER PLAN

PUBLIC MEETING #2
GOALS & ACTIONS

March 20, 2018

## **County Planning Team**

- Glenn Coyne, Executive Director
- James Sonnhalter, Manager, Planning Services
- Patrick Hewitt, Senior Planner
- Nichole Laird, Planner
- Nate Weyand-Geise, Planning Intern

- Master Plan Process Review
- Public Meeting #1 Results
- Place-Based Framework
- Citywide Framework
- Gathering Feedback
- What's Next
- Question and Answer

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## **MASTER PLAN PROCESS**

### **ABOUT A MASTER PLAN**

 A long-term plan for how the community wants to grow and develop in the future

## WHAT DOES IT COVER?

- Transportation
- Land use and zoning
- Housing
- Parks and the environment
- Economic development
- Business districts

- 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
- Gives a competitive advantage when applying for grants and funding

## This is the community's plan.











#### **Current Conditions**

Demographic, land use, and housing overview











#### **Community Vision**

Vision for how the community wants to grow and develop in the coming decade











**Goals & Actions** 

Goals and action steps to achieve the community's desired future











#### **Implementation**

Partners, priorities, and responsibilities for undertaking actions











**Draft Master Plan** 

**Combined and completed Master Plan document** 

## **USING THE MASTER PLAN**

- Adopt it: to make it an official policy
- Use it: as a tool and reference when considering actions and applying for grant funding
- **Update it**: over time and when circumstances change

# PUBLIC MEETING #1 RESULTS



## **Agenda**Public Meeting #1

- Presentation
- Question & Answer
- Activity
  - Vision Principles
  - Focus Areas & Corridors
  - Favorite & Least Favorite Places

## **Participation**Meeting Attendance

- Approximately 15 residents, business owners, and public officials in attendance
- 46 written comments and 15 favorite places dots

## Online Survey

- 19 responses
- 238 individual comments

## **Vision Principles**

Do these Vision Principles match your vision for Maple Heights?

High-Quality Neighborhoods

Diverse Housing

Community Engagement

Positive Identity

Complete Street Network

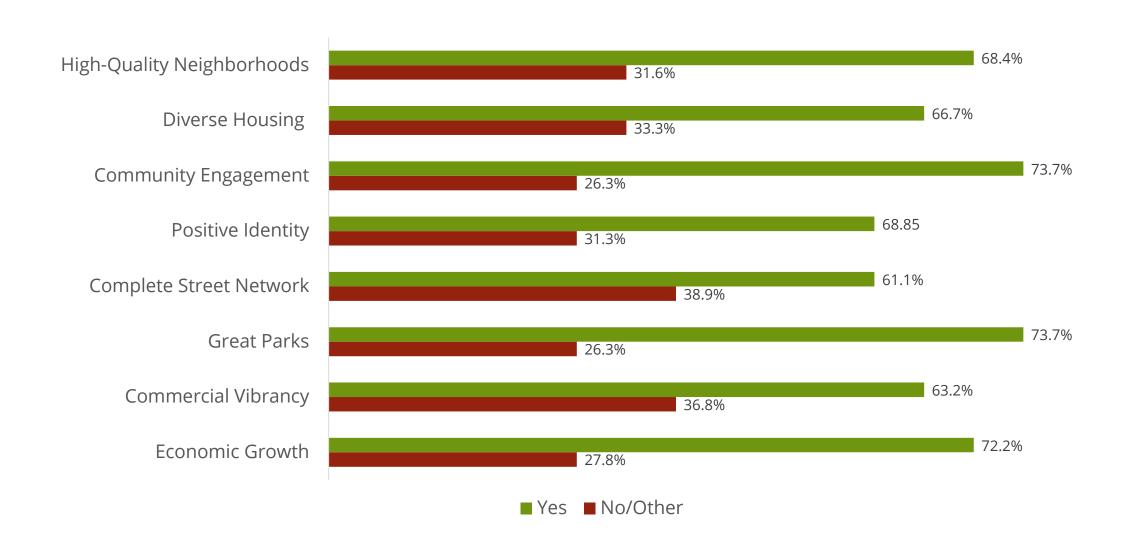
**Great Parks** 

Commercial Vibrancy

**Economic Growth** 

## **Vision Principles**

Do these Vision Principles match your vision for Maple Heights?





#### **HIGH-QUALITY NEIGHBORHOODS**

Respondents desire to see:

- More greenery and beautification projects
- An increase in homeownership, fewer rental properties, or tighter controls on rental properties
- Programs and services for home improvements



#### **DIVERSE HOUSING**

Respondents desire to see:

- Diverse housing types from starter homes to homes for seniors
- Fewer vacancies



#### **COMMUNITY ENGAGEMENT**

Respondents desire to see:

- Centralized gathering places
- A Community Center
- Passive and active recreational opportunities
- More crime prevention and safety programs



#### **POSITIVE IDENTITY**

City marketing messages should highlight:

- Diversity to attract young families and seniors
- Small businesses
- Location and regional access
- New schools and facilities



## COMPLETE TRANSPORTATION NETWORK

Respondents desire to see:

- Better traffic flow on major streets
- A bike route on Libby Road
- Road, water, storm, sewer, and sidewalk needs addressed
- Improved placement of street signs



#### **GREAT PARKS**

Respondents desire to see:

- An expansion of the parks
- Amenities like a dog park, skate park, and ball fields
- Trail connections to the City parks and Metroparks



#### **COMMERCIAL VIBRANCY**

Respondents desire to see:

- Incentives to attract better quality businesses
- Upscale housing developments and walkable districts
- Commercial renovation, façade enhancements, and landscaping of existing businesses
- Local businesses, i.e. galleries, coffee shops, micro breweries



#### **ECONOMIC GROWTH**

Respondents desire to see:

- Quality jobs return to the City
- An Economic Development Director

### **Focus Areas and Corridors**

What do you like or want to change about these locations?



#### **FOCUS AREAS**

- Broadway North
- Broadway Central
- Broadway South
- Stafford Area
- Southgate
- Northern Industrial Area
- Southern Industrial Area
- Dunham Area

#### **FOCUS CORRIDORS**

- Dunham Road
- Warrensville Center Road
- Northfield Road

## **Focus Areas and Corridors**

What do you like or want to change about these locations?

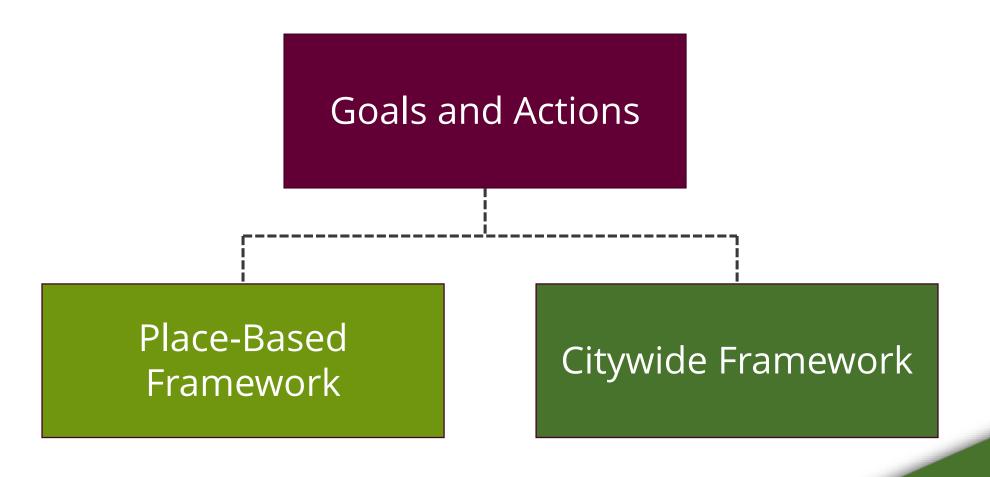


#### **THEMES**

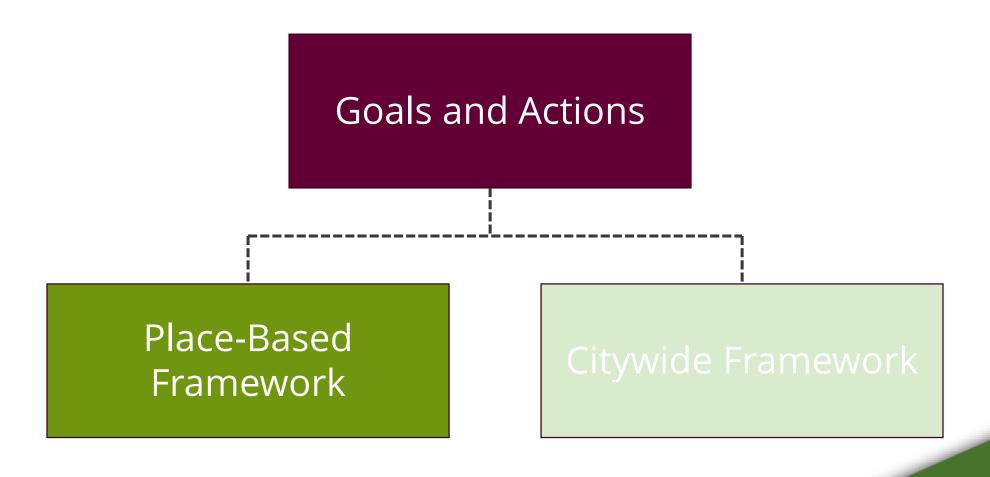
- Lack of identity
- Confusing signage
- Cleanliness
- Retail vacancy and vibrancy
- Walkability
- Traffic

# GOALS & ACTIONS Place-Based Framework

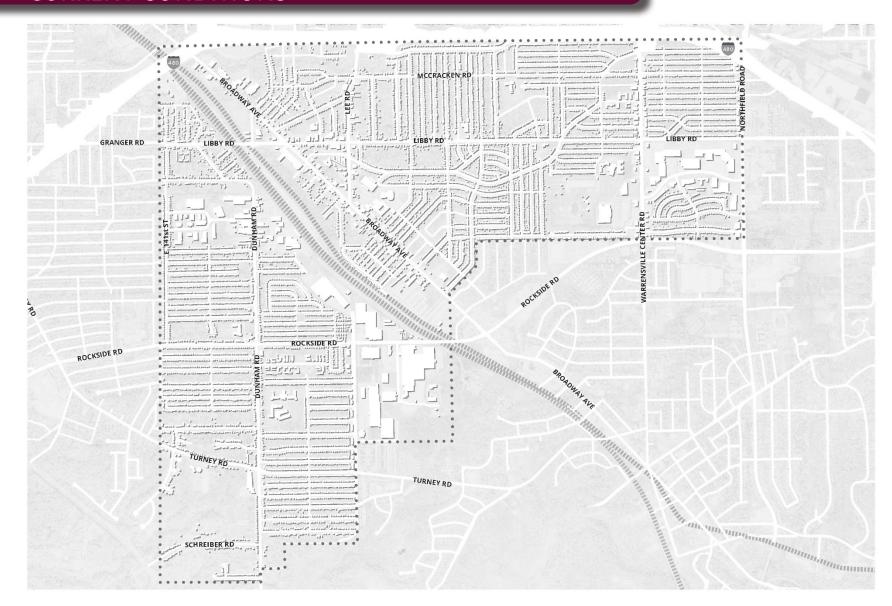
## Vision Principles



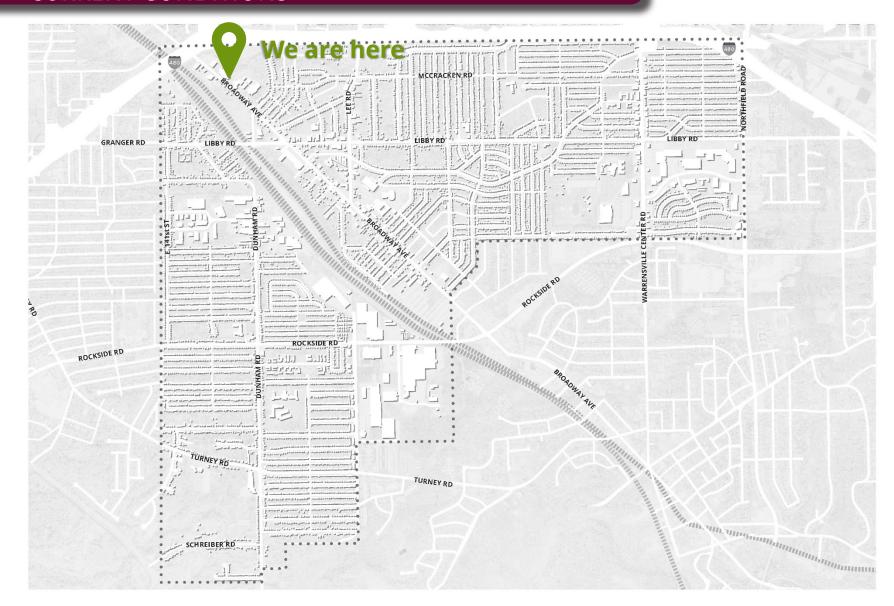
# Vision Principles



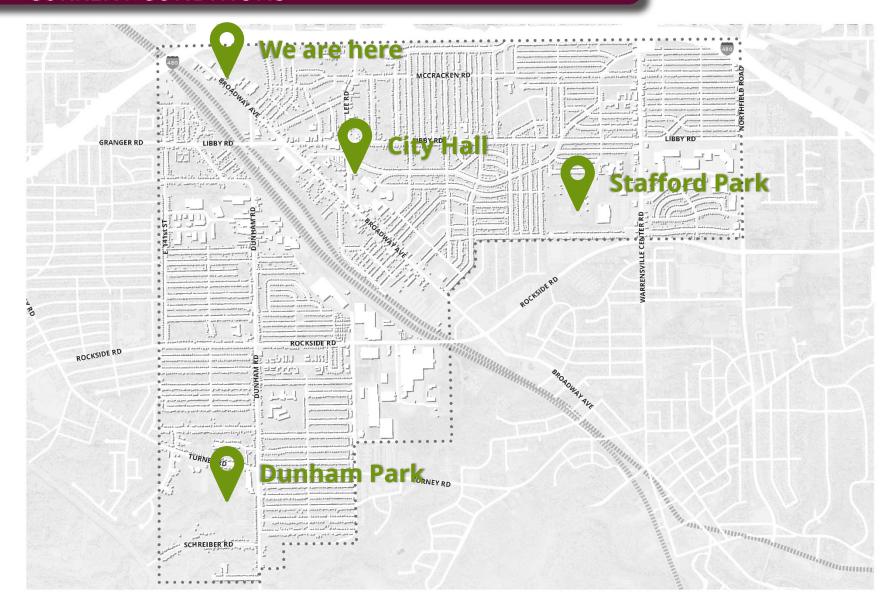
#### **CURRENT CONDITIONS**



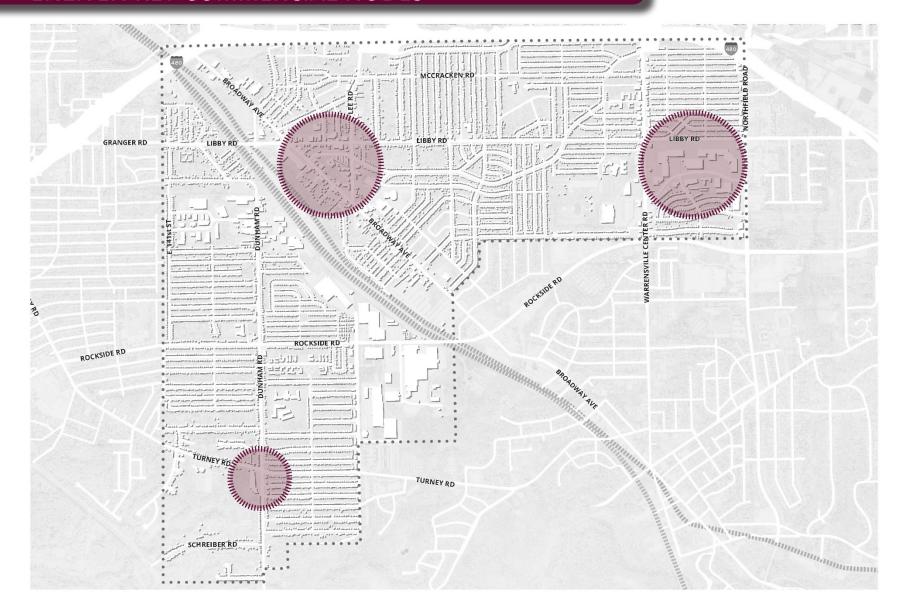
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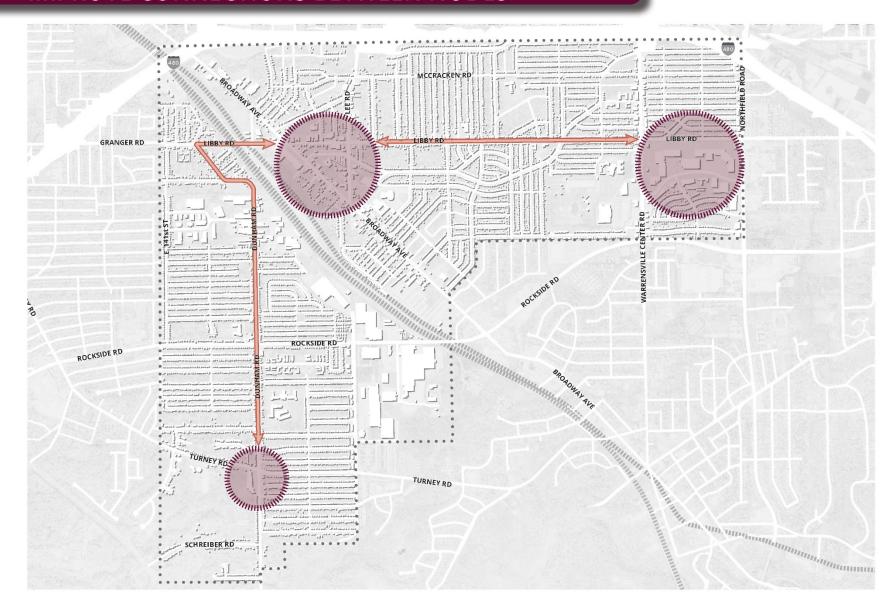
#### **CURRENT CONDITIONS**



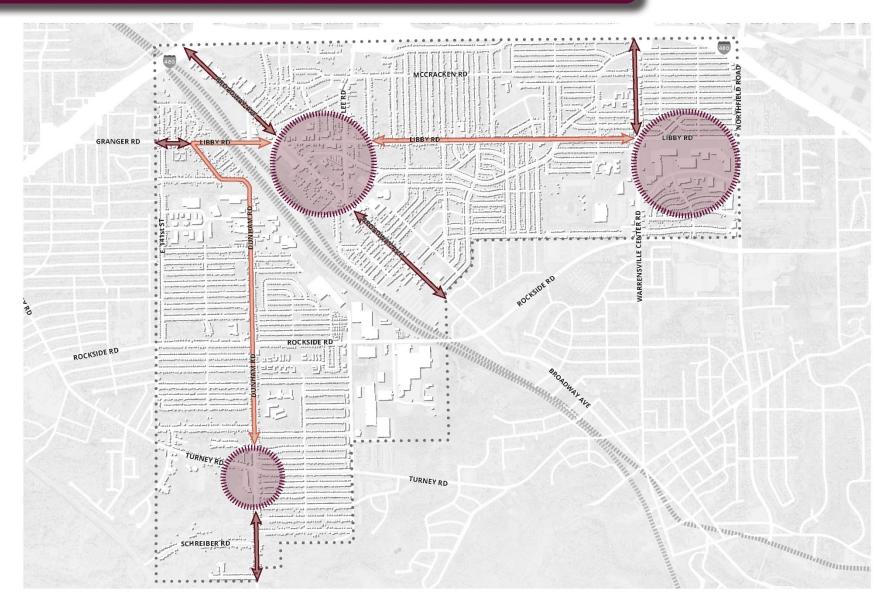
#### **ENLIVEN KEY COMMERCIAL NODES**



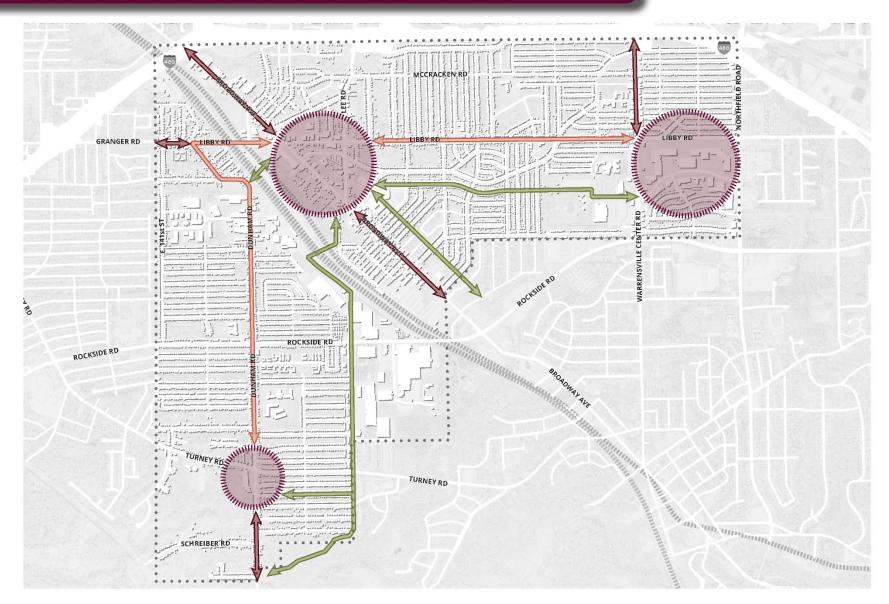
#### **IMPROVE CONNECTIONS BETWEEN NODES**



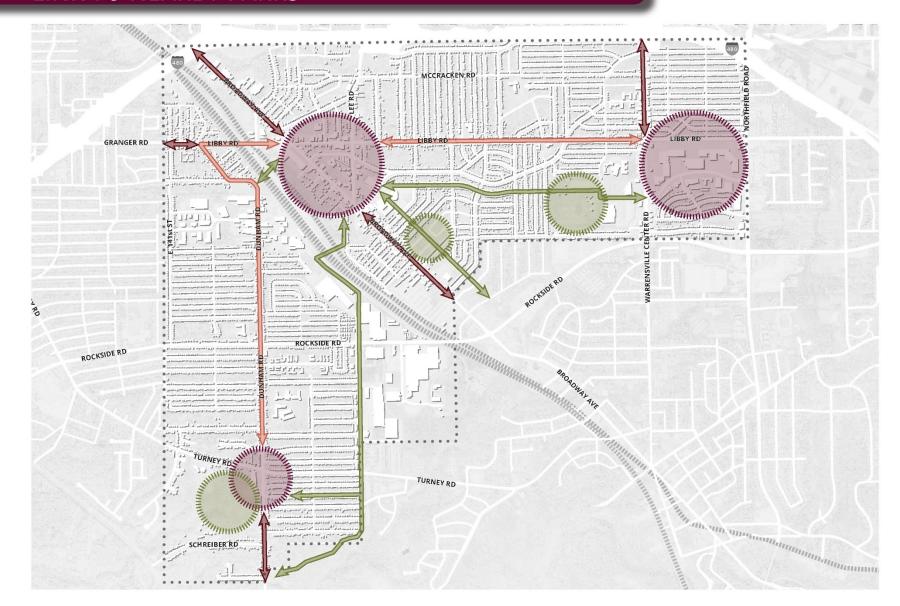
#### **IMPROVE CONNECTIONS TO THE REGION**



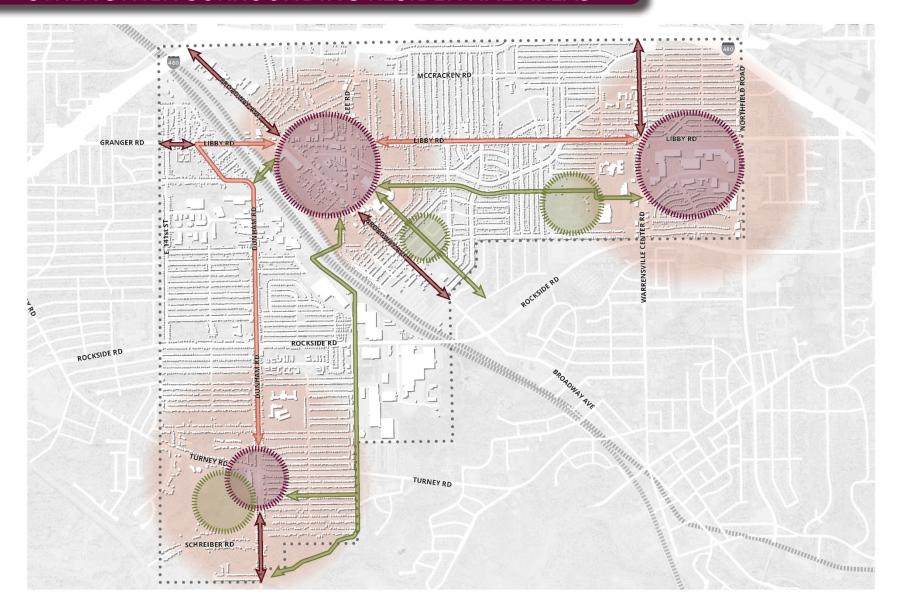
#### **DEVELOP NON-MOTORIZED CONNECTIONS**



#### LINK TO NEARBY PARKS



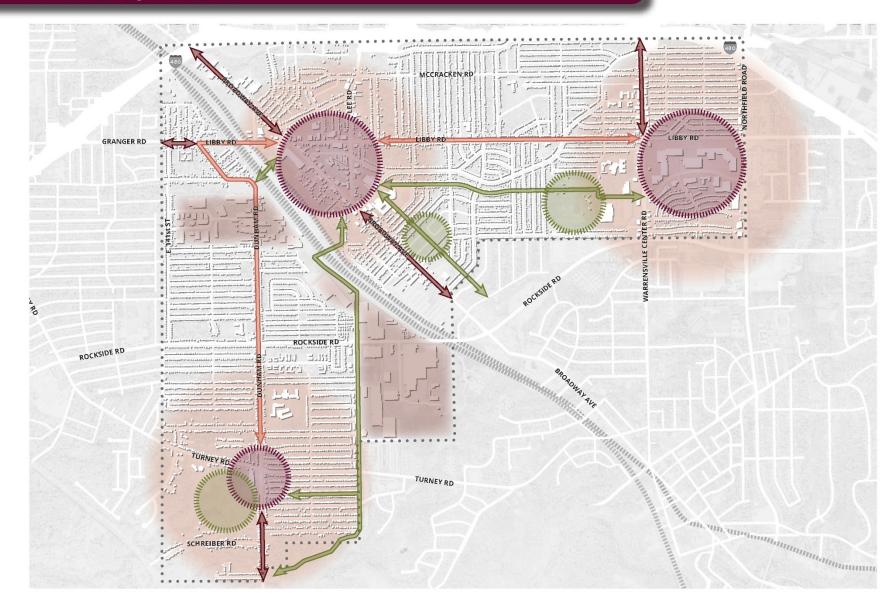
# STRENGTHEN SURROUNDING RESIDENTIAL AREAS



#### **ENHANCE INDUSTRIAL PARKS**



#### FRAMEWORK PLAN



#### FRAMEWORK PLAN

Component 1: Enliven Key Commercial Nodes

Component 2: Improve Connections between Nodes and with the Region

**Component 3:** Develop Non-Motorized Connections

**Component 4:** Link to Nearby Parks

Component 5: Strengthen Surrounding Residential Areas

Component 6: Enhance Industrial Parks

# **Component 1: Enliven Key Commercial Nodes**

Component 2: Improve Connections between Nodes and with the Region

**Component 3:** Develop Non-Motorized Connections

**Component 4: Link to Nearby Parks** 

**Component 5: Strengthen Surrounding Residential Areas** 

Component 6: Enhance Industrial Parks

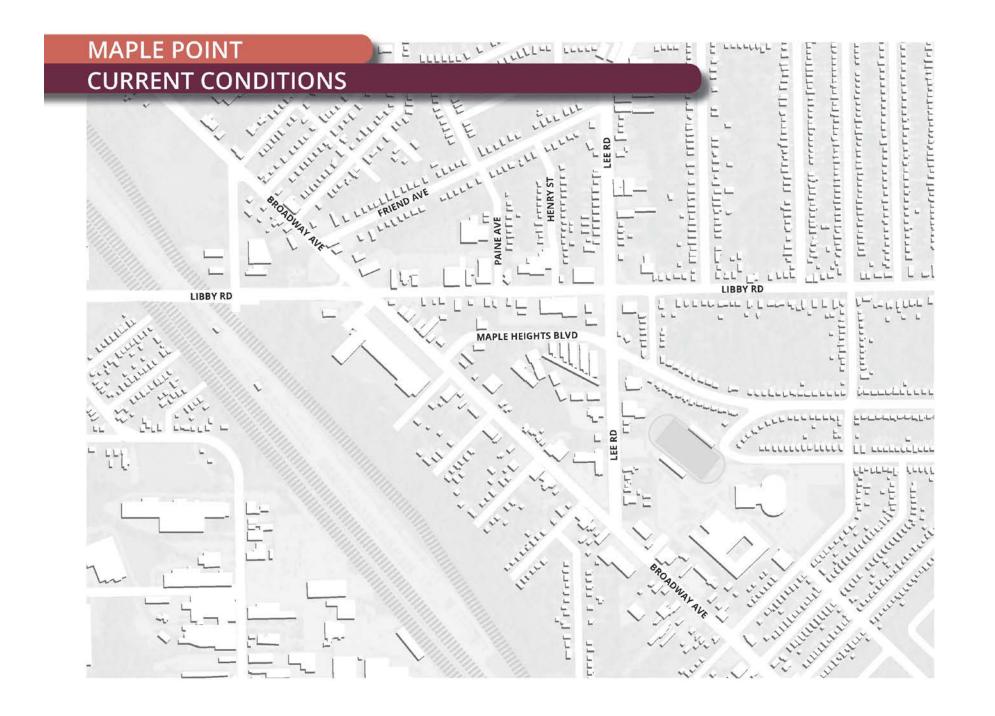
# PLACE-BASED FRAMEWORK ENLIVEN KEY COMMERCIAL NODES

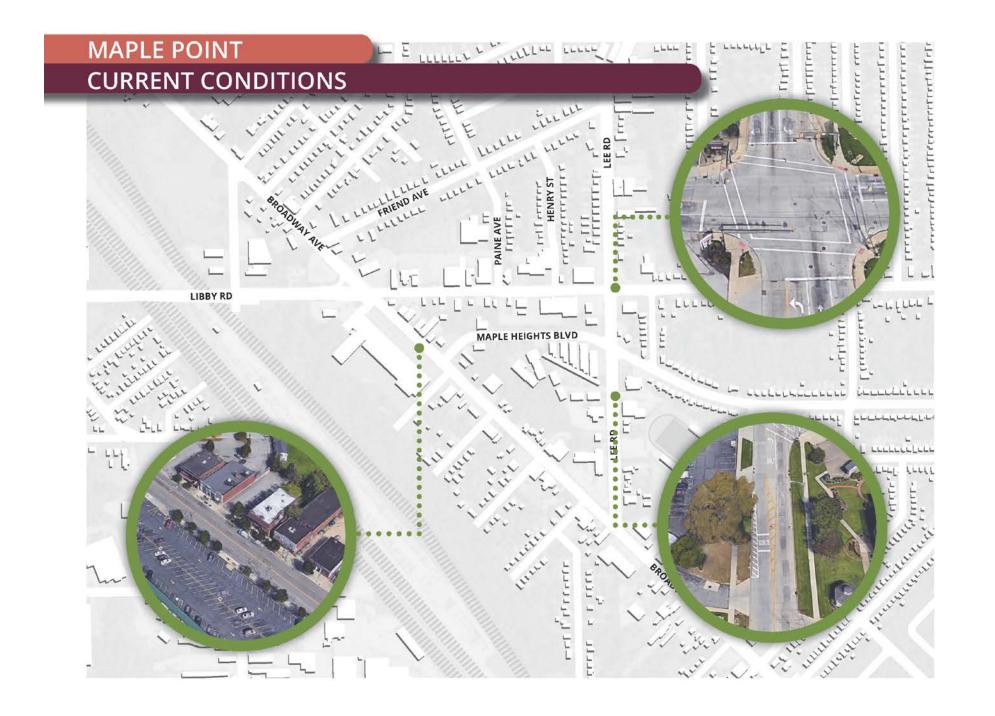
#### **ENLIVEN KEY COMMERCIAL NODES**



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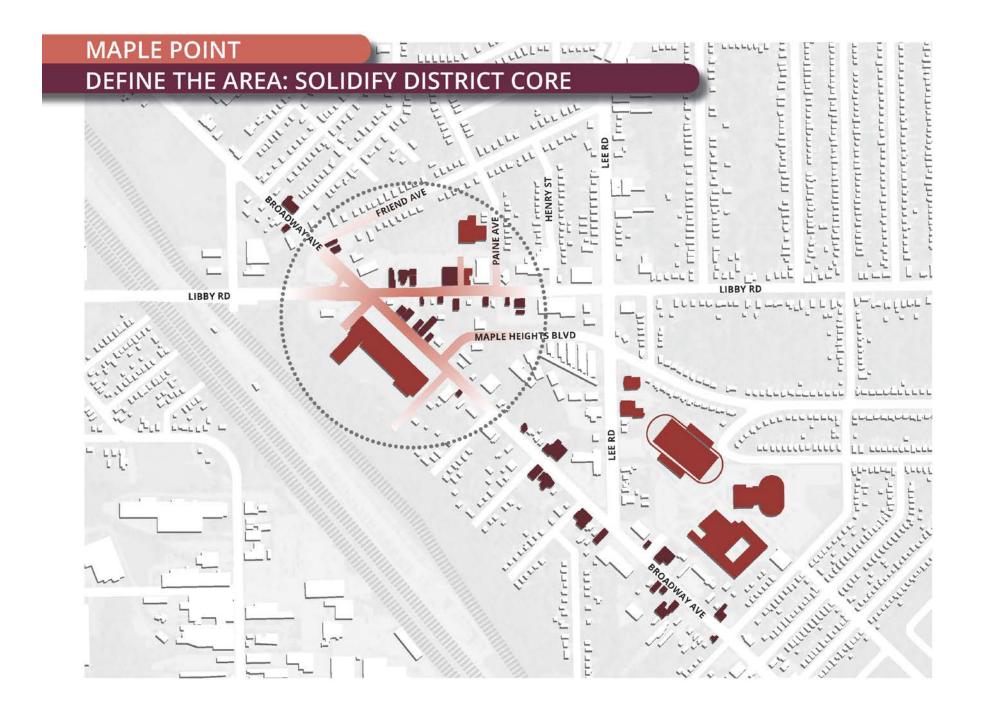


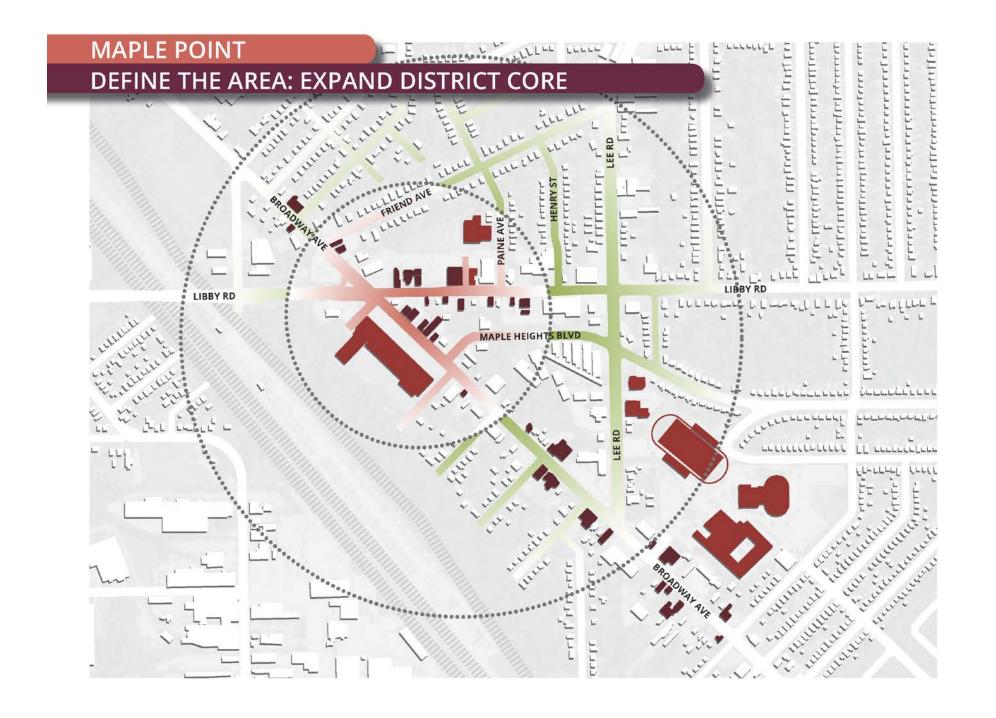


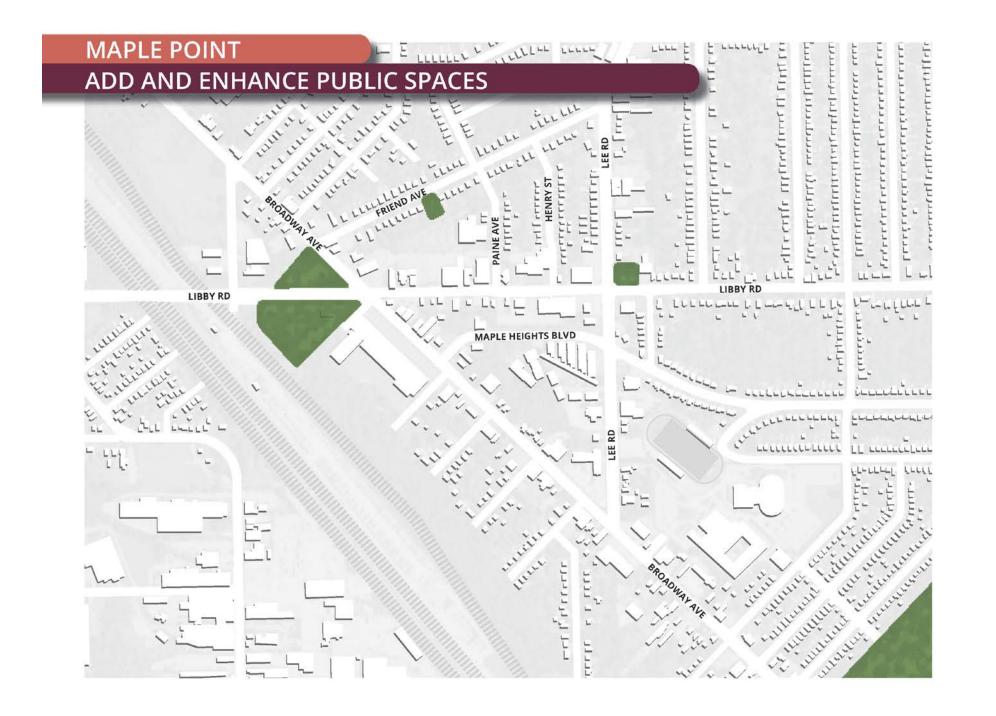


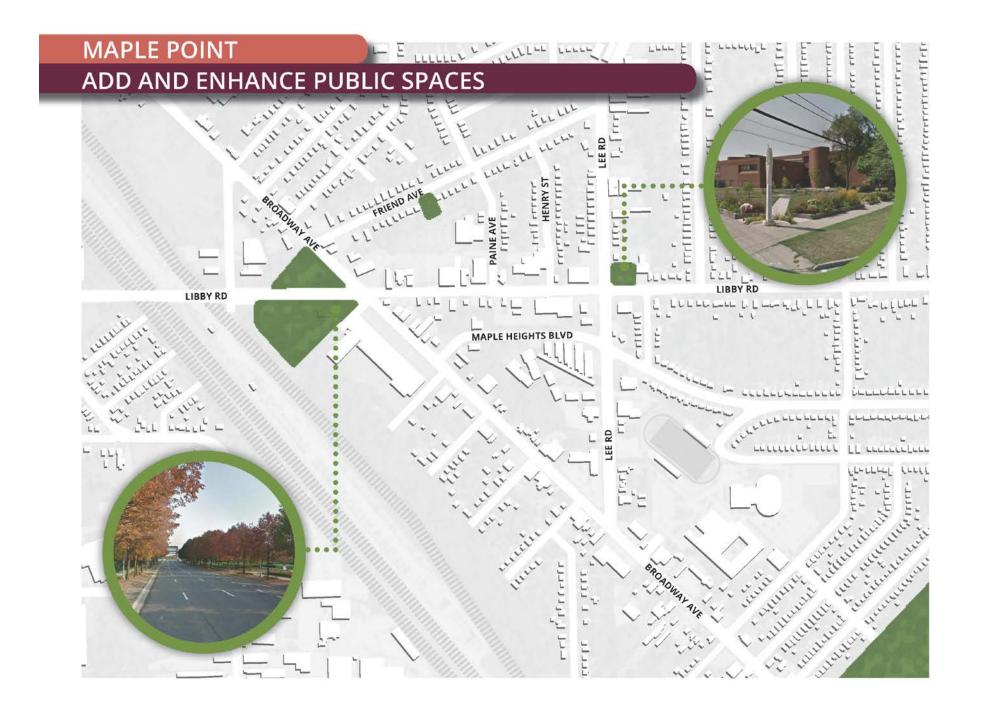


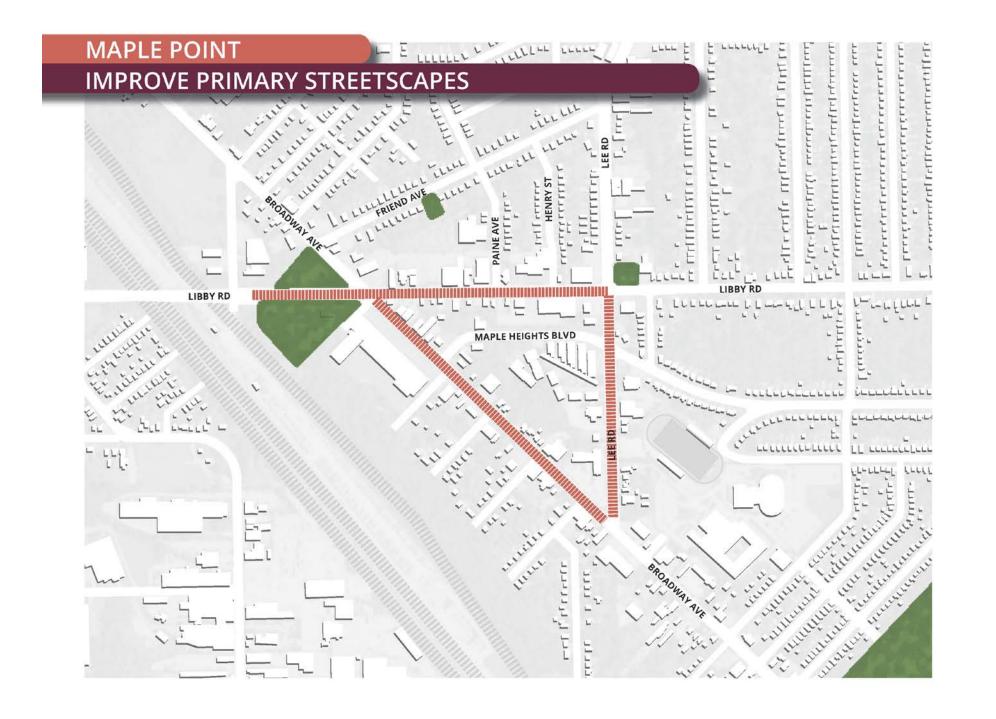








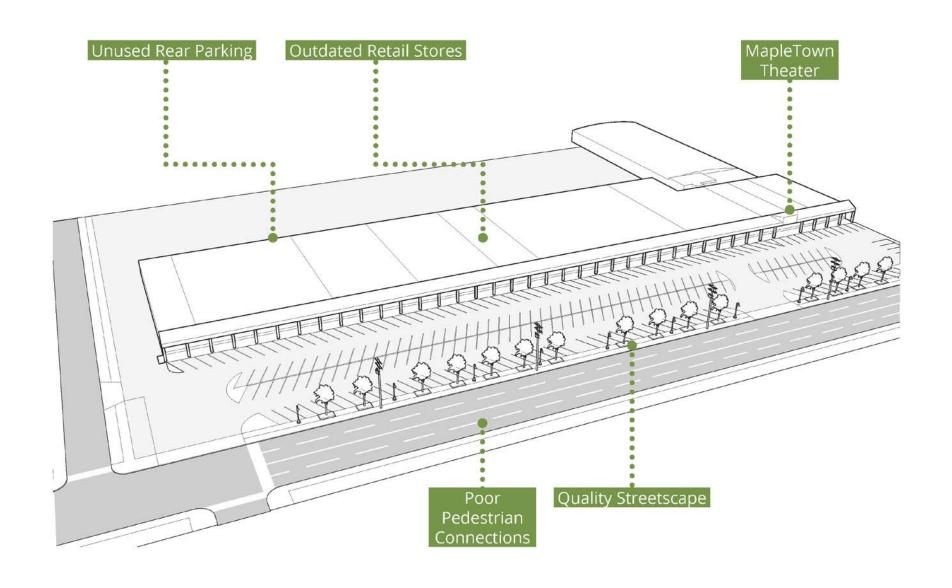


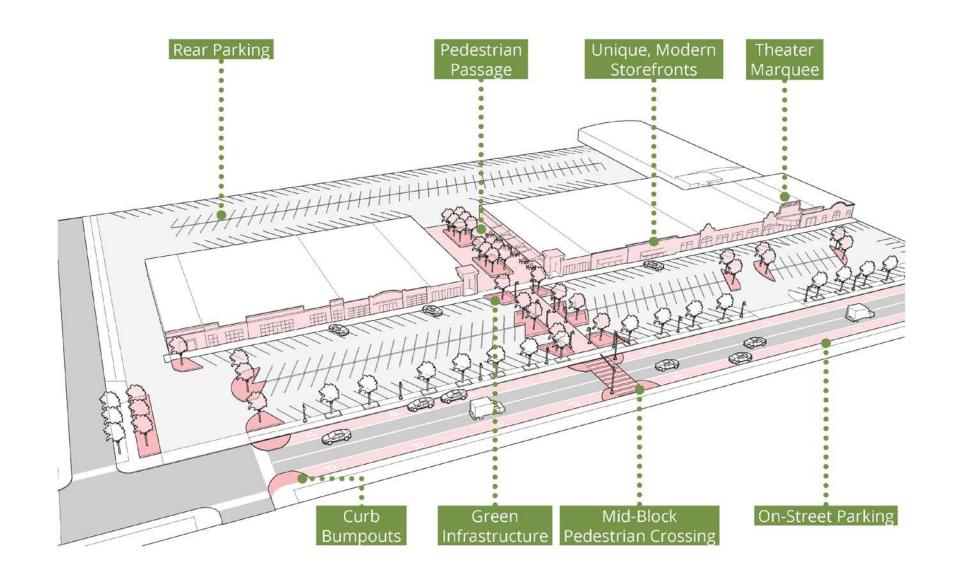






# MAPLE POINT PROMOTE POTENTIAL DEVELOPMENT AREAS















## MAPLE POINT

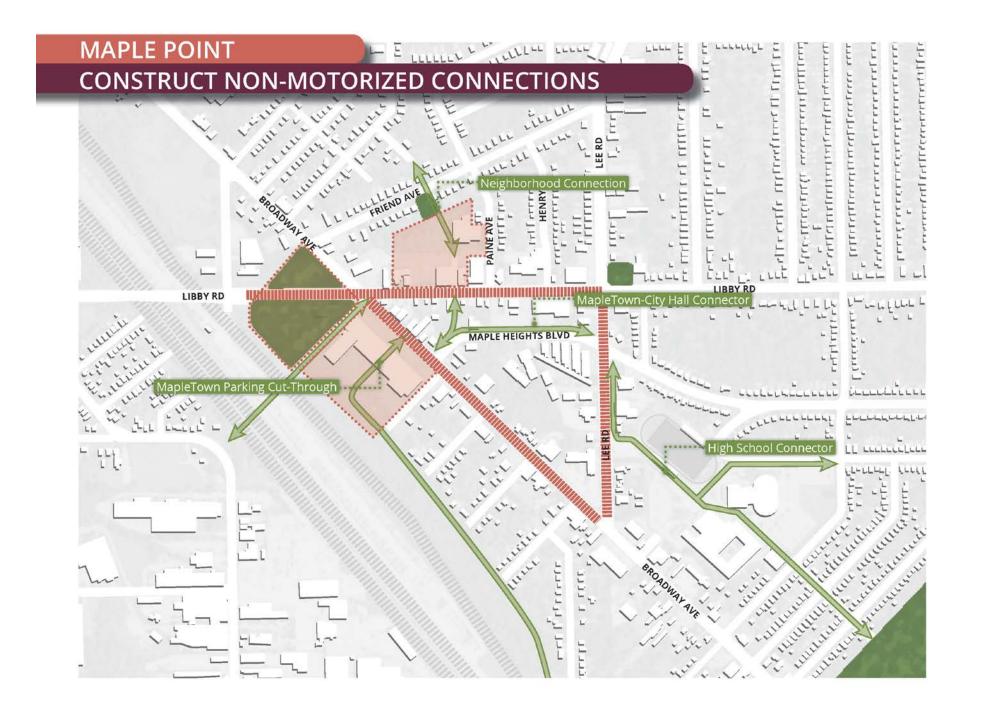
## PROMOTE POTENTIAL DEVELOPMENT AREAS

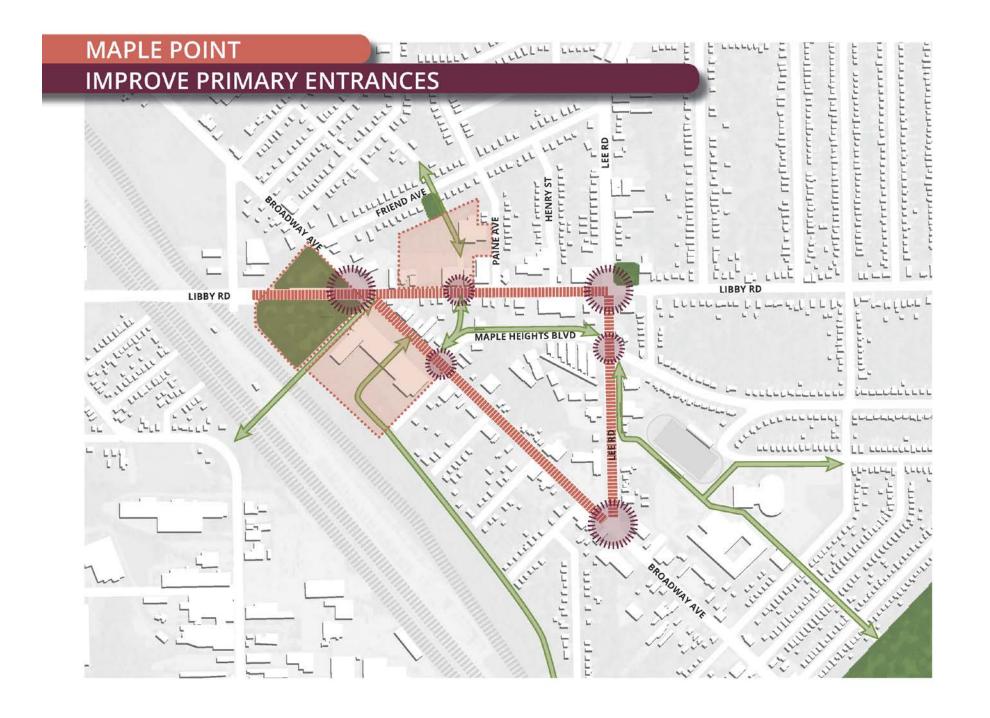


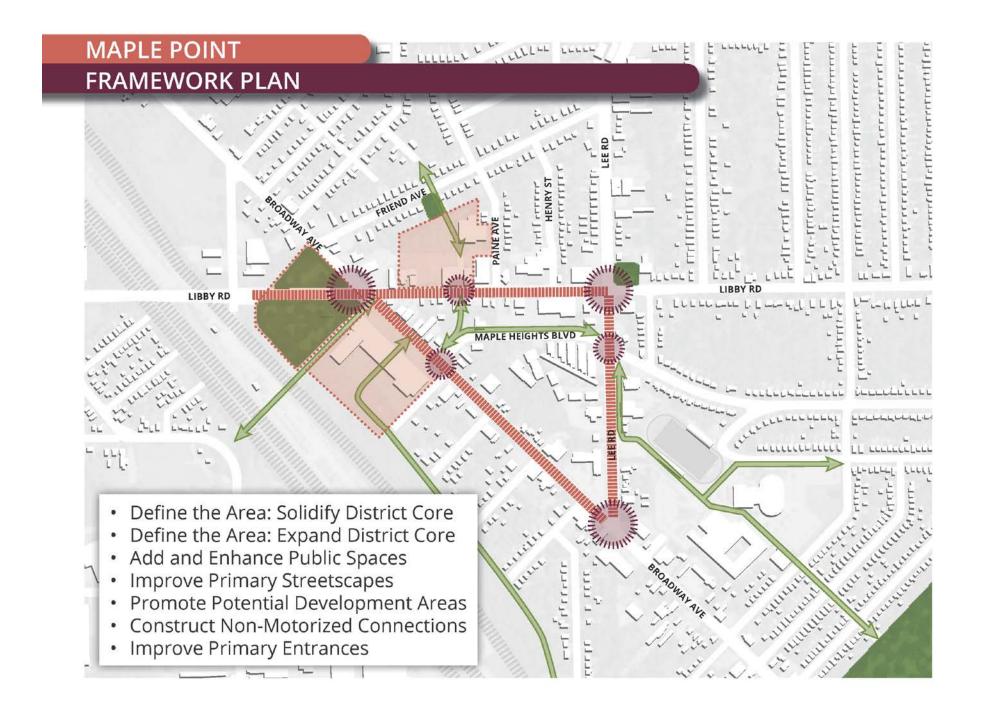
## MAPLE POINT

## PROMOTE POTENTIAL DEVELOPMENT AREAS



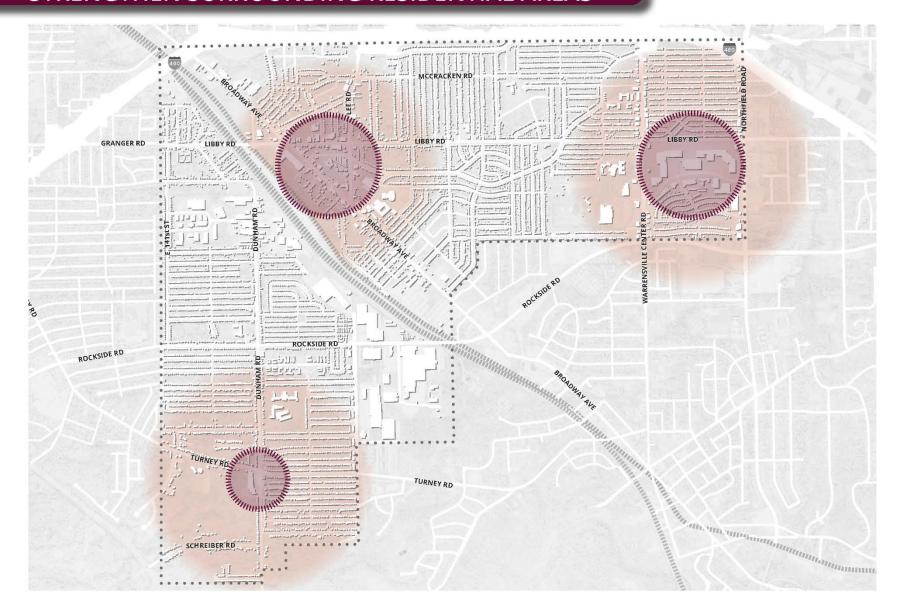






# PLACE-BASED FRAMEWORK STRENGTHEN RESIDENTIAL AREAS

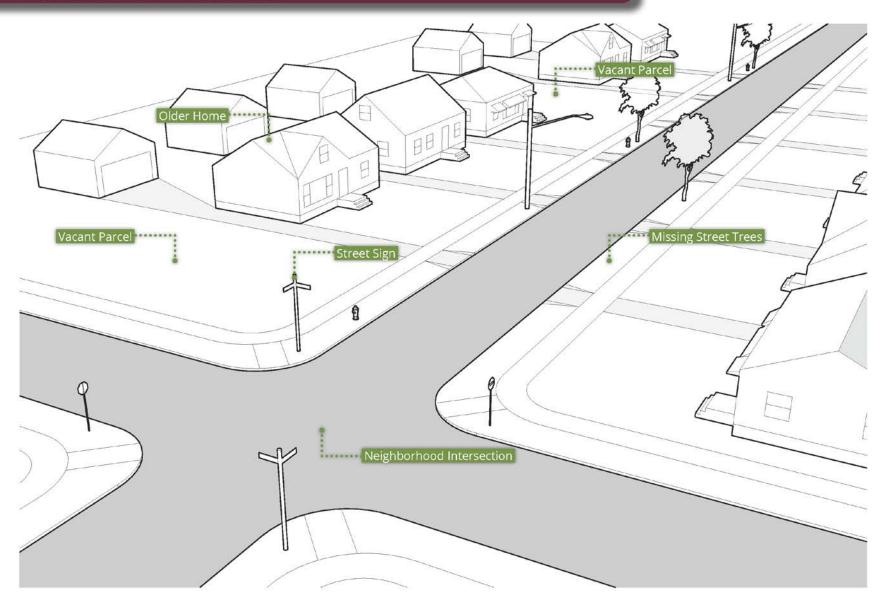
## STRENGTHEN SURROUNDING RESIDENTIAL AREAS



## **CURRENT CONDITIONS**



## **CURRENT CONDITIONS**



## NEIGHBORHOOD IMPROVEMENT PROGRAM



## NEIGHBORHOOD IMPROVEMENT PROGRAM



## PLACE-BASED FRAMEWORK

LINK TO NEARBY PARKS

## LINK TO NEARBY PARKS



## LINK TO NEARBY PARKS



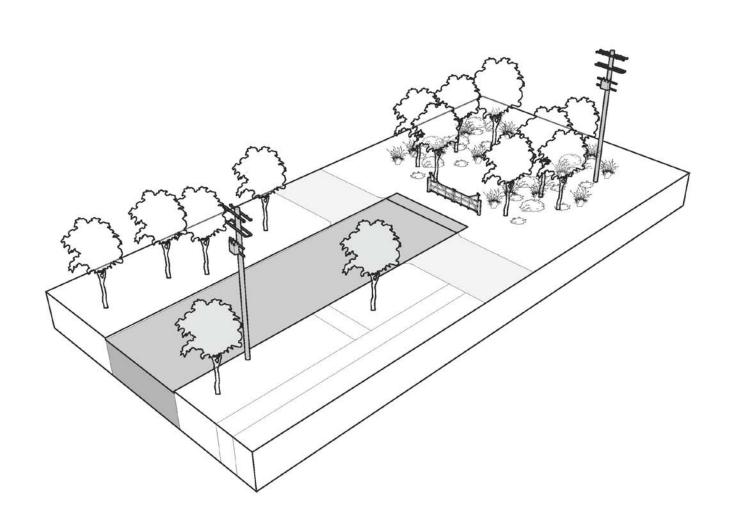




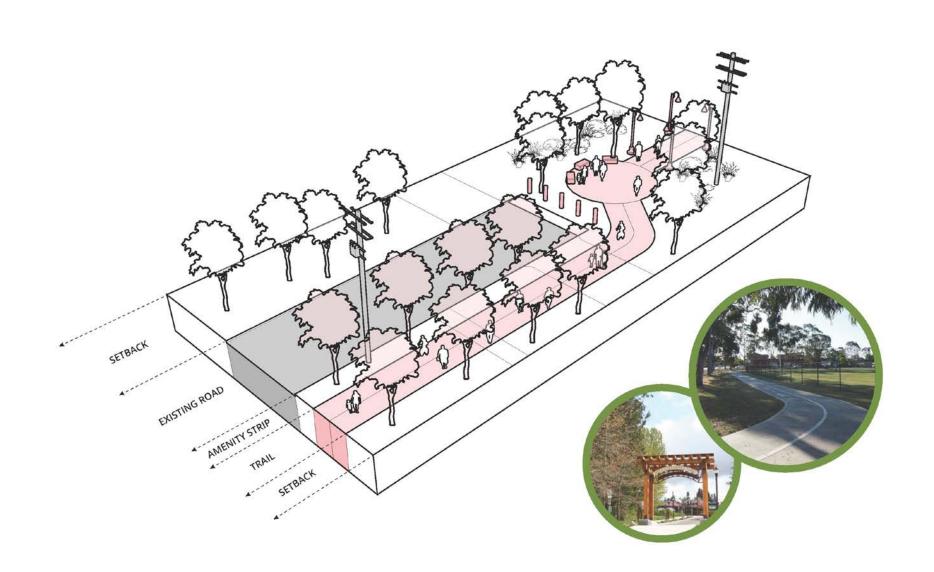
# JACKSON BLVD DEVELOP NON-MOTORIZED CONNECTIONS



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## JACKSON PARK FRAMEWORK PLAN



#### FRAMEWORK PLAN

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Component 2: Improve Connections between Nodes and with the Region

**Component 3:** Develop Non-Motorized Connections

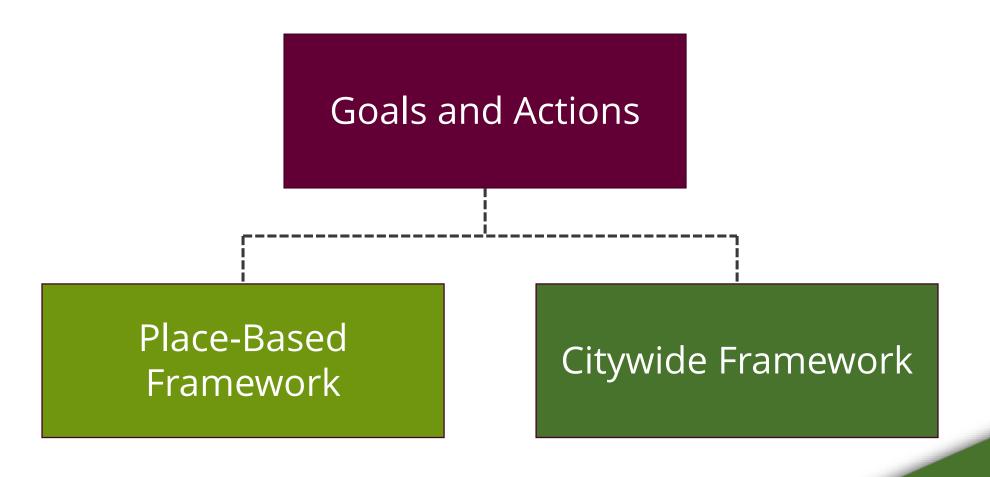
**Component 4:** Link to Nearby Parks

Component 5: Strengthen Surrounding Residential Areas

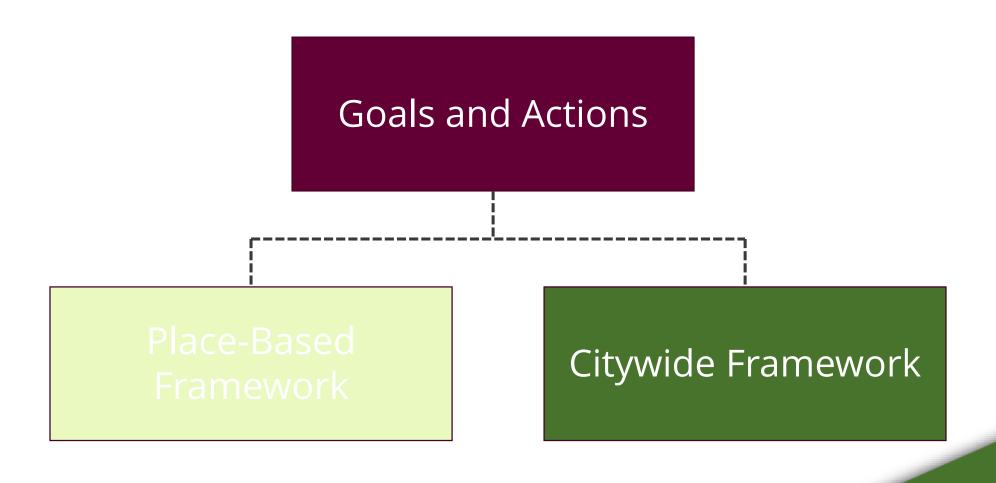
Component 6: Enhance Industrial Parks

# GOALS & ACTIONS Citywide Framework

## Vision Principles



## Vision Principles



## **Citywide Framework**

- Outlines actions that are generalized across the City
- Helps to accomplish the Vision outlined by residents

- **Goal 1:** Foster community pride and neighborhood networks
- **Goal 2:** Stabilize the housing market and encourage reinvestment in neighborhoods
- Goal 3: Improve the vibrancy of the City's business districts
- Goal 4: Encourage walking and bicycling
- Goal 5: Protect the City's critical environmental features
- **Goal 6:** Revitalize existing parks and strategically enhance the City's recreation system
- **Goal 7:** Coordinate infrastructure improvements
- **Goal 8:** Develop a comprehensive system of youth engagement
- **Goal 9:** Grow manufacturing jobs

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## CITYWIDE FRAMEWORK

# FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

## **ACTION STEPS—Branding**

Action: Develop a consistent brand to showcase the community

## **ACTION STEPS—Block Clubs**

Action: Strengthen the block club program to connect neighbors

Action: Foster a sense of community among diverse residents

**Action:** Encourage neighborhood safety through block watches and safety trainings

#### **COMMUNITY GATEWAY**



## **BUILDING SIGNS**



#### **ENTRANCE SIGNS**





#### **NEWSLETTER**



#### **WEBSITE**



## **PARK ENTRANCE**



#### **COMMUNITY GATEWAY**



#### **WAYFINDING MAPS**



#### **DIRECTIONAL SIGNS**



### **WEBSITE**



## **NEWSLETTERS**



\* \* \* \*

## **COMMUNITY FLAG**

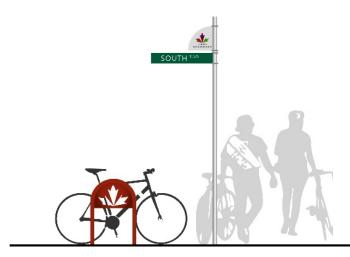




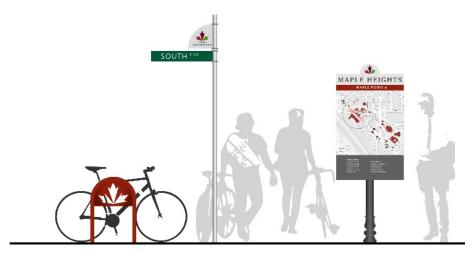
## **EXAMPLE**



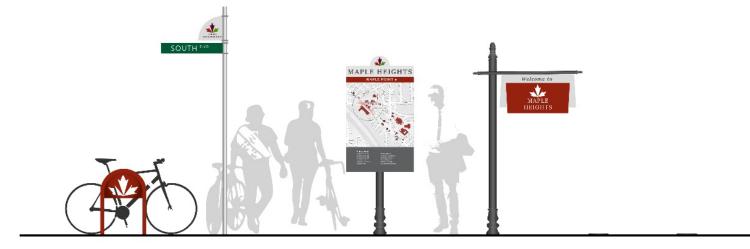
**BIKE RACKS** 



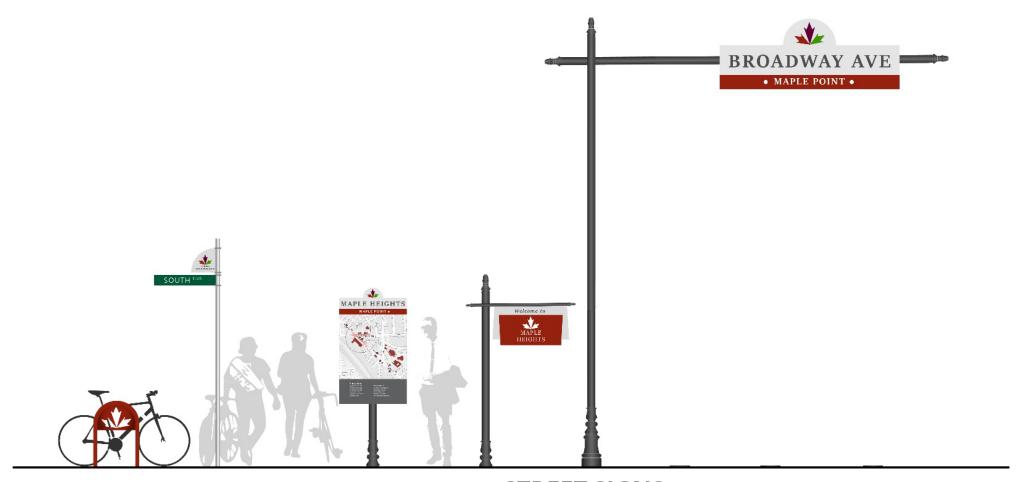
**STREET SIGNS** 



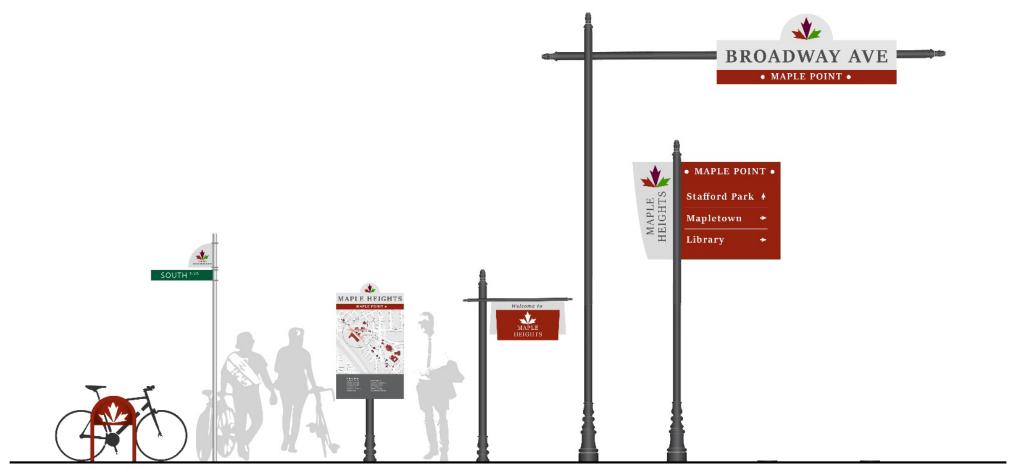
WAYFINDING MAPS



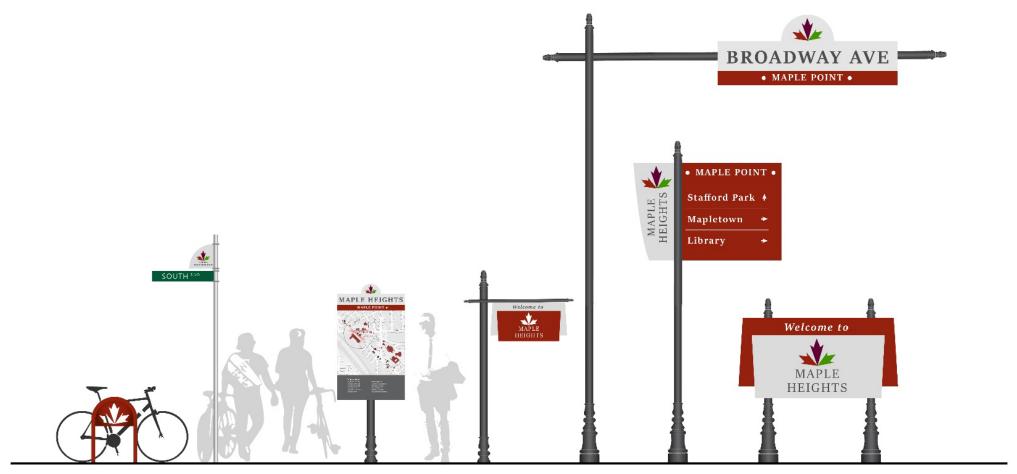
**SMALL GATEWAYS** 



**STREET SIGNS** 



DIRECTIONAL ARROWS



**MAJOR GATEWAYS** 









# **ACTION STEPS—Branding**

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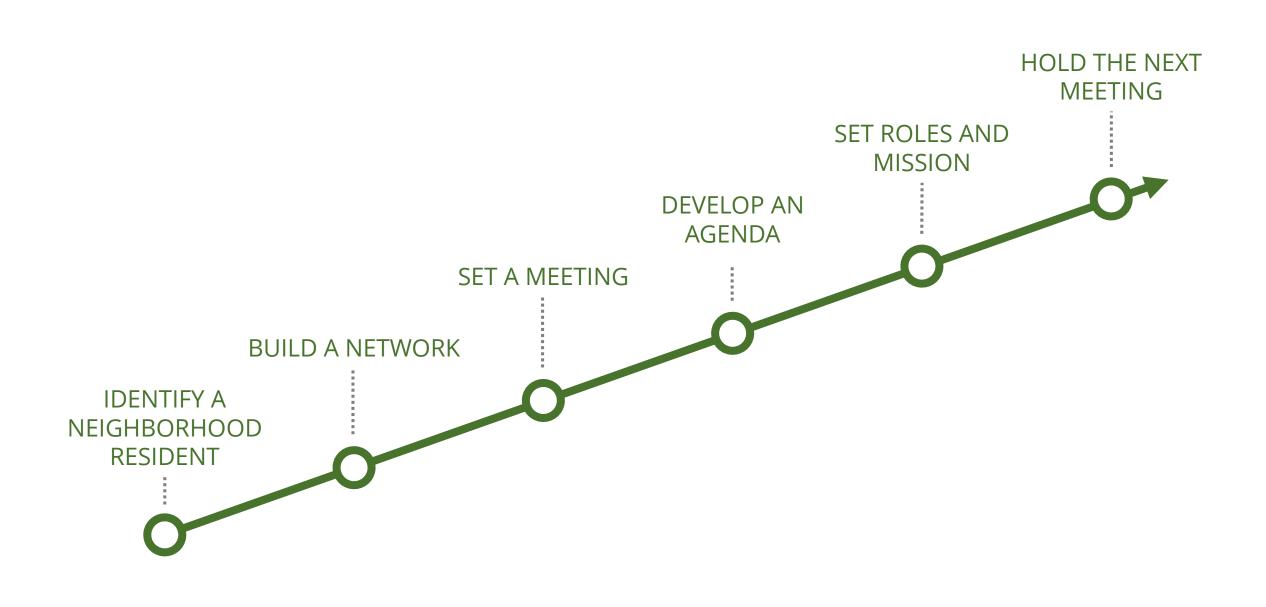
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# CITYWIDE FRAMEWORK

# STABILIZE THE HOUSING MARKET AND ENCOURAGE REINVESTMENT IN NEIGHBORHOODS

**Action:** Use the 2017 Property Survey to bring properties up to code or demolish them

# **ACTION STEPS—Homeownership**

**Action:** Partner with banks to develop a mortgage or rehabilitation loan program for homes under \$50,000

**Action:** Work with County agencies to reduce the number and severity of tax delinquency

#### **ACTION STEPS—Construction**

Action: Incentivize new housing construction





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# **PROPERTY TAXES PAID**

TIME PERIOD

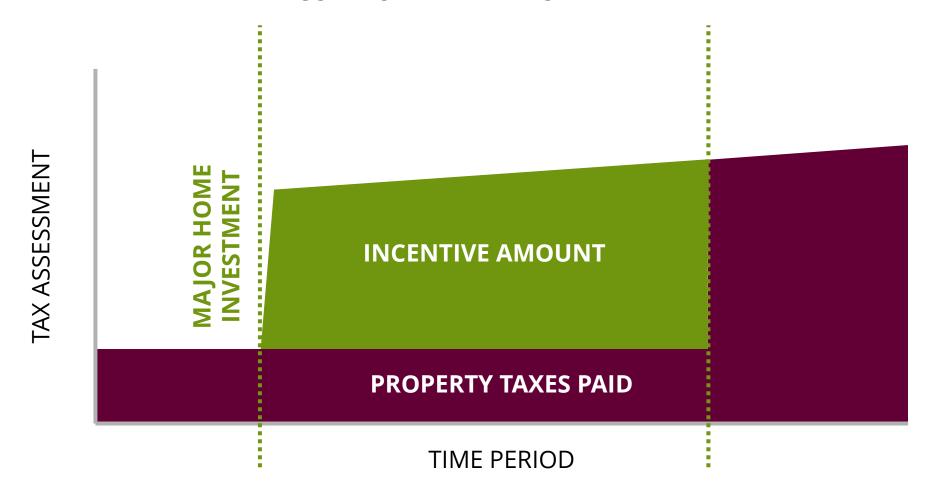
#### **STANDARD TAX SYSTEM**



#### **COMMUNITY REINVESTMENT AREA**

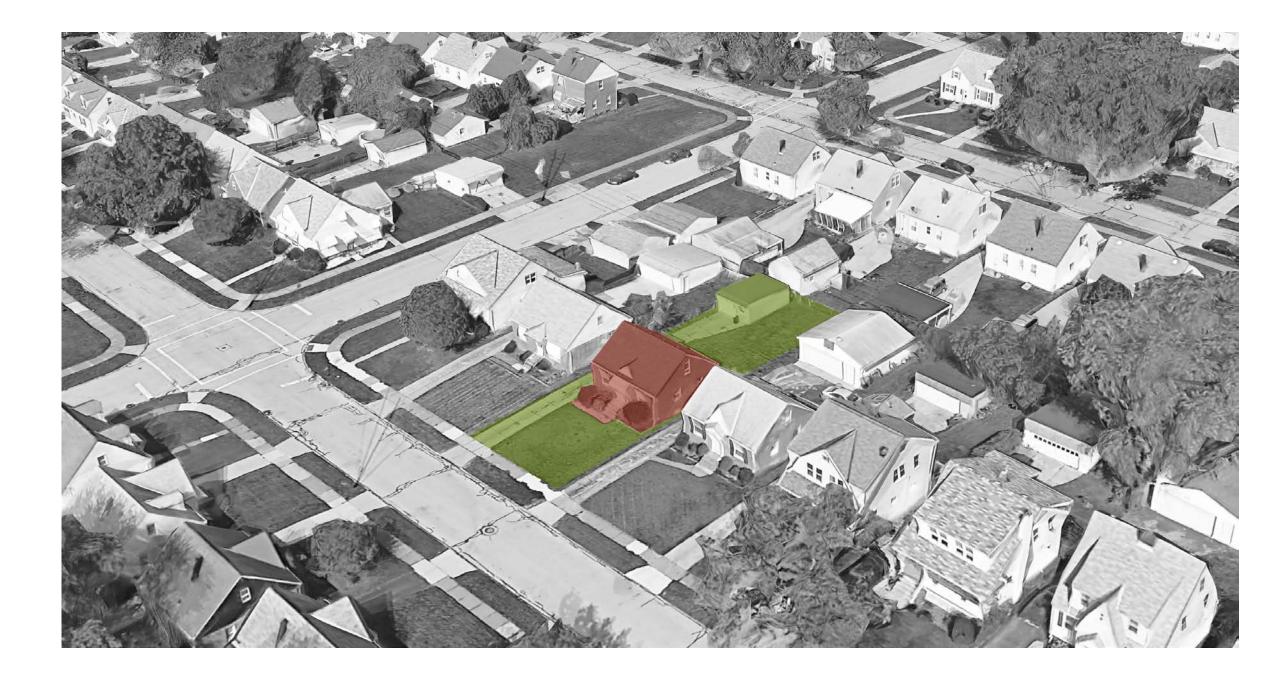


#### **COMMUNITY REINVESTMENT AREA**

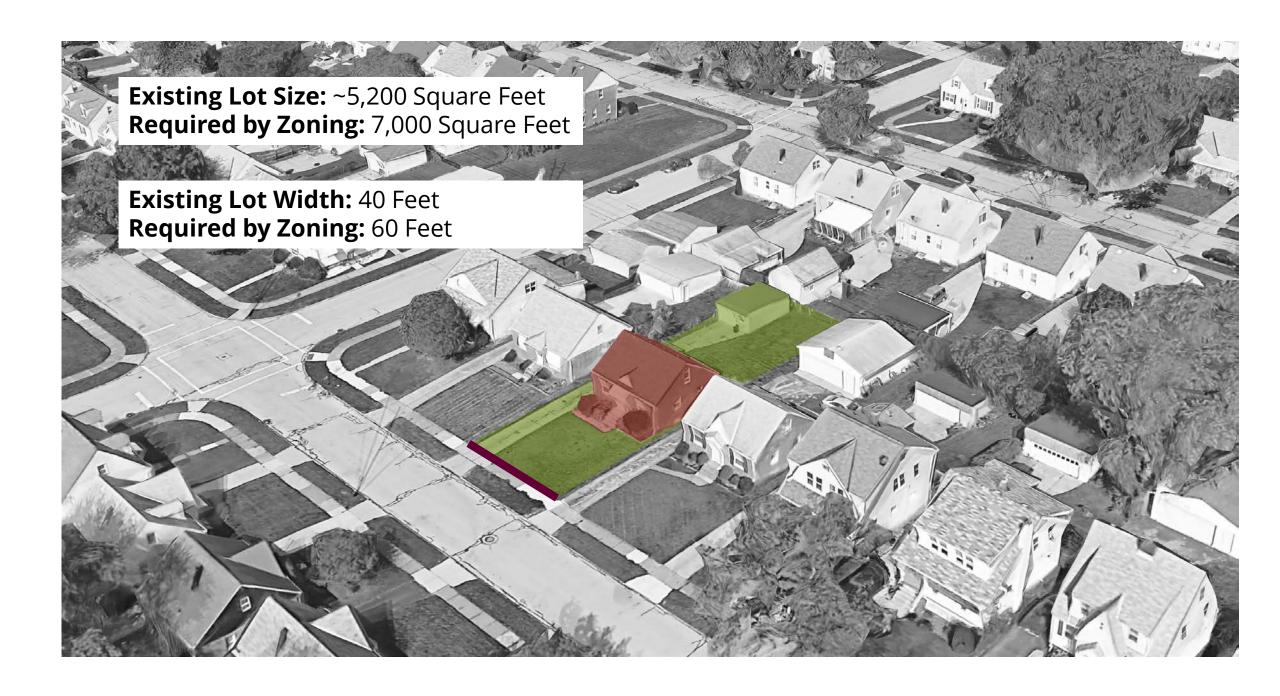


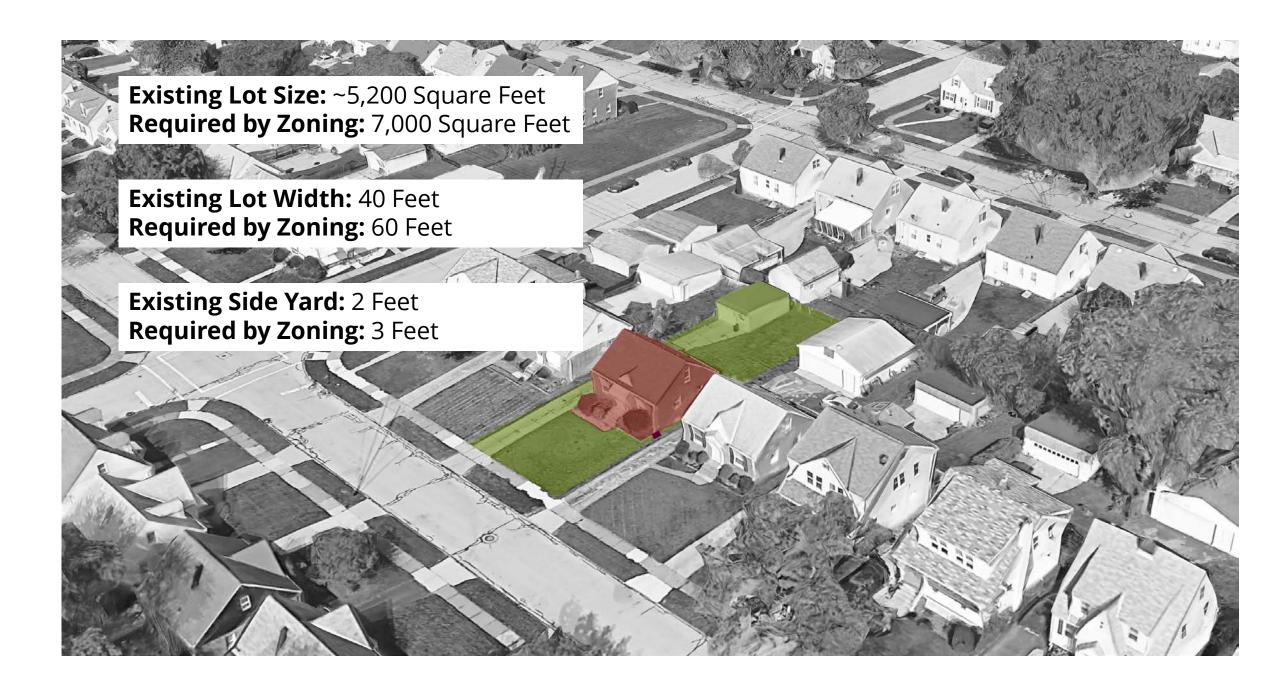






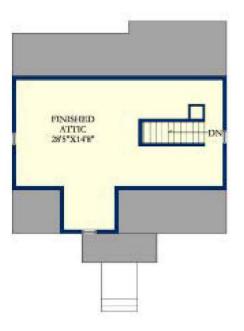






#### **Existing**

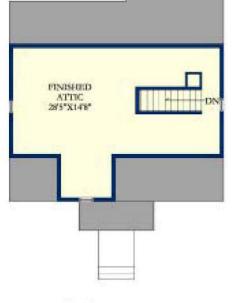






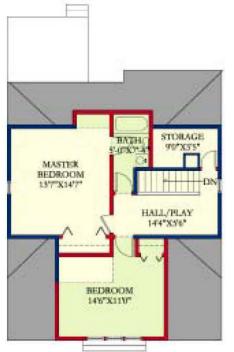
#### **Existing**













**Action:** Use the 2017 Property Survey to bring properties up to code or demolish them

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#### **ACTION STEPS—Construction**

Action: Incentivize new housing construction

# CITYWIDE FRAMEWORK

# DEVELOP A COMPREHENSIVE SYSTEM OF YOUTH ENGAGEMENT

# **ACTION STEPS—Coordination**

**Action:** Assist MyCom in developing a repository of youth activities and employment

**Action:** Host a monthly coordination meeting for youth engagement providers

Action: Develop a website or informational system













- **Goal 1: Foster community pride and neighborhood networks**
- **Goal 2:** Stabilize the housing market and encourage reinvestment in neighborhoods
- Goal 3: Improve the vibrancy of the City's business districts
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- **Goal 8:** Develop a comprehensive system of youth engagement
- **Goal 9:** Grow manufacturing jobs

# **GATHERING FEEDBACK**

### **WE NEED YOUR INPUT**

- Tonight is about defining if these options are appropriate for Maple Heights
- Not all of these items will make it into the final Plan as shown. They will be changed, updated, or removed based on your feedback
- At the next meeting, we will return with updated actions and ask which are your highest priority

### **REVIEWING THE BOARDS**

- There are eighteen (18) stations around the room
  - Seven (9) Place-Based Framework Boards
  - Nine (9) Citywide Framework Boards
- The boards provide highlights; full documents are posted online

### CITYWIDE FRAMEWORK GOAL 8

### **DEVELOP A COMPREHENSIVE SYSTEM OF YOUTH ENGAGEMENT**

Review the above goal and associated action steps below. If you like the goal and actions, give it a "Thumbs Up" by placing a dot in the green box. If you do not like the goal and actions, give it a "Thumbs Down" by placing a dot in the red box. If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box.

The City of Maple Heights has a higher concentration of school age children than the County. Providing activities, employment, and other opportunities for the City's youth is critical to their development.

### Action Steps—Coordination

- A. Work with MyCom, the School District, the City's recreation department, non-profits, the faith community, and private entities to form a single repository of information on youth activities and
- B. Partner with MyCom to formalize, disseminate, and implement a plan for engaging youth
- C. Host monthly meetings for all providers of youth activities to ensure ongoing coordination
- D. Develop a website or other marketing and informational materials on the slate of activities available to Maple Heights youth
- E. Promote healthy living and active lifestyles as part of a comprehensive program of youth activities

### A COORDINATED METWORK

The City of Maple Heights already has many or large and small that are houting events and accompage the City's youth the Maple Heights bra Ouyahoga County Publik Library, the School Db



### Do you like Goal 8: Develop a Comprehensive System of Youth Engagement?

THUMBS UP?



THUMBS DOWN?



### COMMENTS

### **ENLIVEN KEY COMMERCIAL AREAS - TURNEY-DUNHAM**

Review the map, images, and associated actions below. If you like the information, give it a "Thumbs Up" by placing a dot in the green box. If you do not like the information, give it a "Thumbs Down" by placing a dot in the red box. If you want to change an action, tell us how! Write a comment on a sticky note



Supporting the western half of the city, the Turney-Dunham area is the crossroads of residential, recreation, and commercial uses, merging together to create a vibrant neighborhood and Maple Heights community.

### **Potential Improvements**

- A. Support Park Enhancement and Expansion
- B. Improve Streetscape and Entrances into the District
- C Promote Commercial, Housing, or Park Development on Vacant
- D. Construct Trails in the Park and Connecting to Neighborhoods

### Do you like Component 1: Enliven Key Commercial Areas - Turney-Dunham?

THUMBS UP?



THUMBS DOWN?

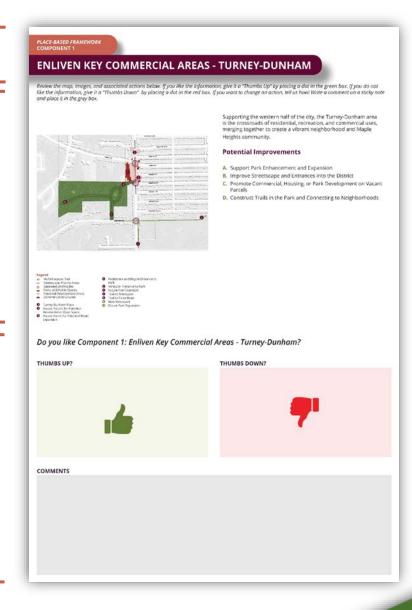


### COMMENTS

# Place-Based Component or Citywide Goal

**Description, Images, and Maps** 

**Feedback Area** 





Do you like Component 1: Enliven Key Commercial Areas - Turney-Dunham?

THUMBS UP?

COMMENTS



THUMBS DOWN?



Supporting the western half of the city, the Turney-Dunham area is the crossroads of residential, recreation, and commercial uses, ging together to create a vibrant neighborhood and Maple this community.

\*\*gential Improvements\*\*

upport Park Enhancement and Expansion mprove Streetscape and Entrances into the District fromote Commercial, Housing, or Park Development on Vacant

onstruct Trails in the Park and Connecting to Neighborhoods

- Turney-Dunham?

MBS DOWN?



ENLIVEN KEY COMMERCIAL AREAS - TURNEY-DUNHAM

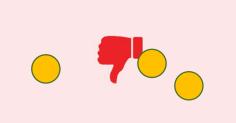
Review the map, images, and associated actions below. If you like the information, give it a "Thumbs Up" by placing a dot in the green box. If you do not like the information, give it a "Thumbs Down" by placing a dot in the red box. If you want to change an action, tell us how! Write a comment on a sticky note and place it in the grey box.

Do you like Component 1: Enliven Key Commercial Areas - Turney-Dunham?

THUMBS UP?



THUMBS DOWN?



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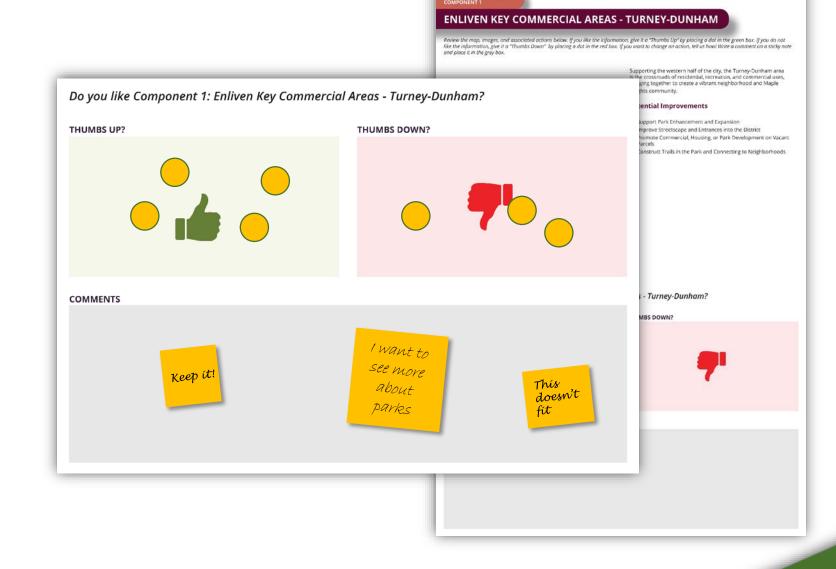
Construct Trails in the Park and Connecting to Neighborhoods

COMMENTS

- Turney-Dunham?

MBS DOWN?





# DMMENT SHEET DO YOU HAVE IDEAS FOR ACTIONS THAT YOU DO NOT SEE

## **Other Ideas?**

- Write down any thoughts, comments, or suggestions on Comment Sheets
- Leave Comment Sheets in the box near the entrance or with a County Planning representative

### Other Ideas?

Forgot to write something down? Wanted more time to consider your thoughts? Have friends that missed the meeting?

 An online survey with information from this meeting is available at:

surveymonkey.com/r/MaplePM2Survey

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Forgot to write something down? Wanted more time to consider your thoughts? Have friends that missed the meeting?

 An online survey with information from this meeting is available at:

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The survey will close April 3, 2018

# **WHAT'S NEXT?**

# **Reviewing Your Feedback**

- Gather in-person and online feedback
- Identify common themes and update, add, or remove Goals
- Develop an implementation guide that outlines potential funding sources, groups that can assist, and relative costs

# Public Meeting #3 Implementation

 The next Public Meeting will ask for your highest priority actions

# Public Meetings Tentative Timeline

Topic	Meetings	Tentative Date
Current Conditions Community Vision	Meeting #1	December 5, 2017
Goals and Actions	Meeting #2	March 20, 2018
Implementation	Meeting #3	May 31, 2018 (tentative)

# **Master Plan Updates**

### **Plan Website**

Visit <u>CountyPlanning.us/MapleHeights</u> for plan updates

### Write us an email!

Any additional comments, please email <a href="mailto:nlaird@cuyahogacounty.us">nlaird@cuyahogacounty.us</a>

# Thank you!

# Questions about the Planning Process?

We will take 5-10 minutes to answer now



# **County Planning**

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE