

FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

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.

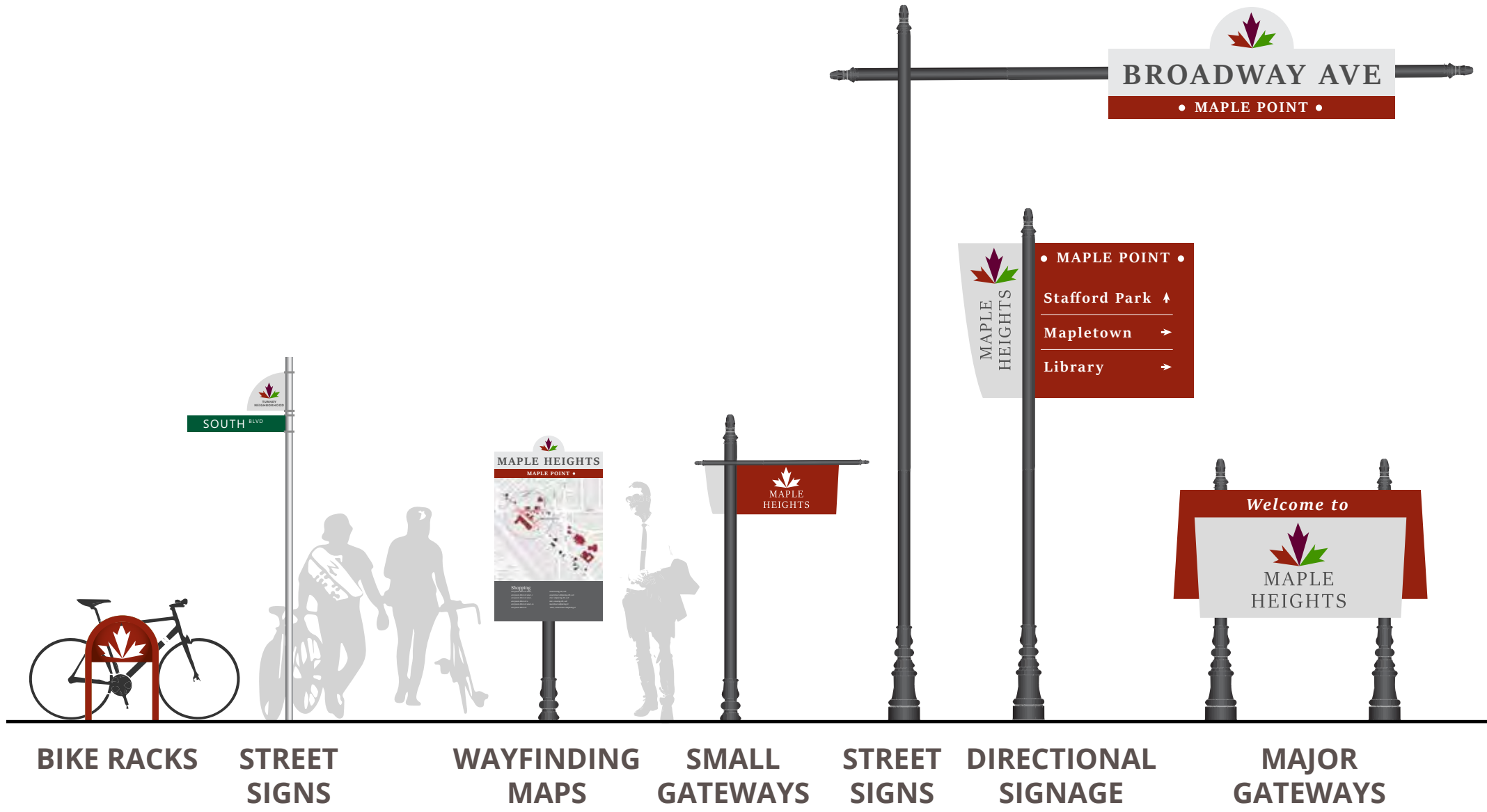
A distinct identity can bolster community pride and keep and attract residents. The City of Maple Heights can foster that community pride through improved branding and messaging, as well as by building networks among neighbors.

Action Steps - Branding

- A. Hire qualified design professionals to develop a consistent City brand
- B. Implement the brand by constructing gateway signs at minor and major entrances, enhancing infrastructure as roads are reconstructed, updating the City’s website, and adding other features identified in a branding scheme
- C. Undertake a campaign to foster community pride through media that portrays the positive aspects of living in Maple Heights

Action Steps - Block Clubs

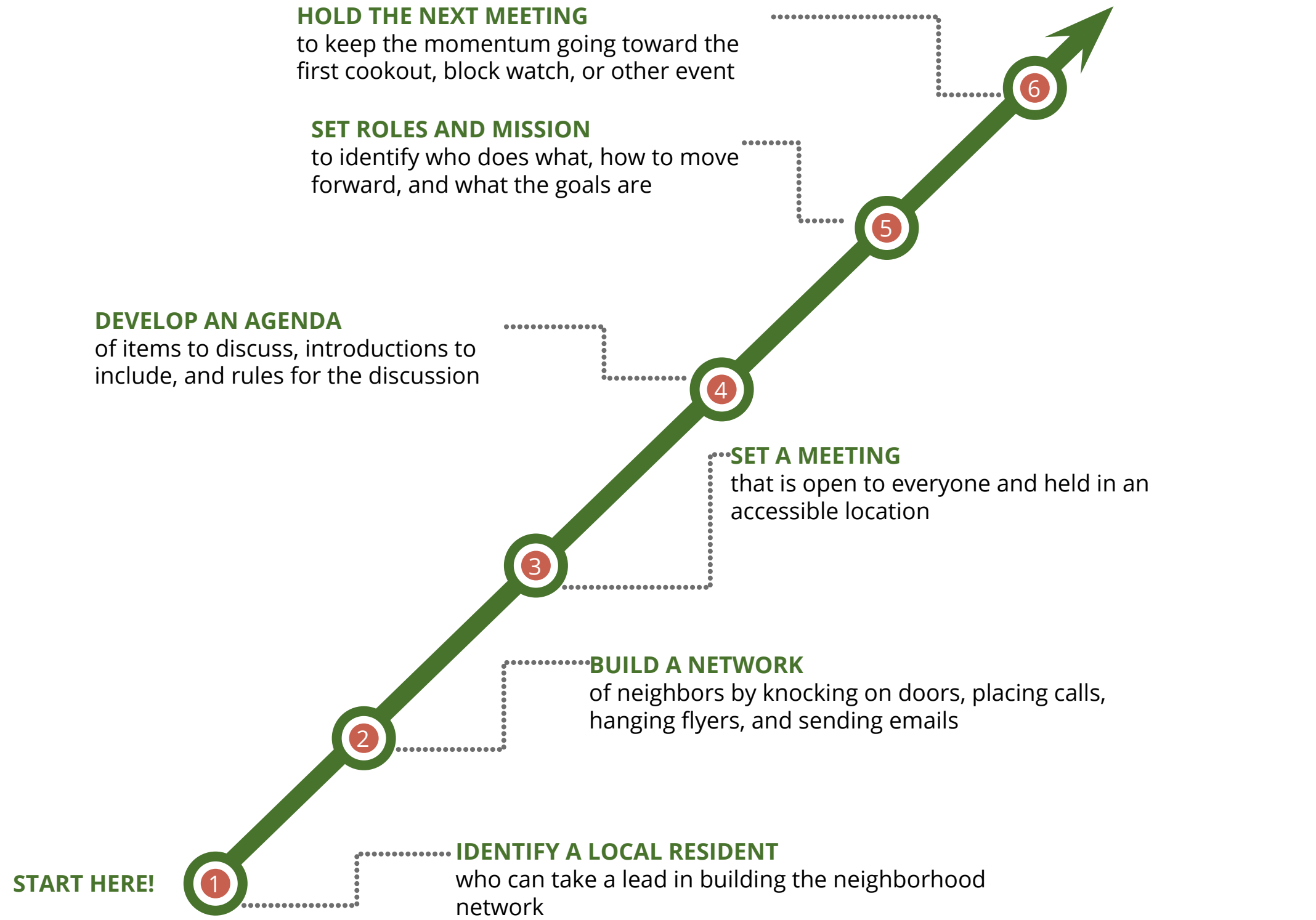
- D. Strengthen the City’s block club program to connect neighbors and build local social networks
- E. Map neighborhood groups and block clubs, and post contact information on the City’s website to make involvement easier
- F. Foster a sense of community among residents of all races and ethnicities by partnering with groups to expand events and efforts that embrace diversity
- G. Encourage neighborhood safety through block watches and safety trainings



BRAND EXPANSION

The images above show how a logo could be expanded for use throughout the community. Examples include bike racks, neighborhood signs, wayfinding maps, gateways, and street signs.

By using the same colors, fonts, and designs throughout these various features, the City can create a consistent visual language for residents and visitors to the City. This can improve the perception of the City, provide visual cues, identify directions for visitors, and brand the community.



Do you like Goal 1: Foster Community Pride and Neighborhood Networks?

THUMBS UP?



THUMBS DOWN?



COMMENTS

STABILIZE THE HOUSING MARKET AND ENCOURAGE REINVESTMENT IN  
NEIGHBORHOODS

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.

Maple Heights should stabilize the housing market through maintenance efforts and encourage reinvestment through marketing, homeownership resources, and new construction.

Action Steps—Maintenance

- A. Use the 2017 Property Survey to identify distressed properties and bring them up to code or demolish those beyond repair

Action Steps—Marketing

- B. Market Maple Heights as an affordable starter-home and one-story living location
- C. Develop a home improvement award program that recognizes investments in renovations and quality construction

Action Steps—Homeownership

- D. Partner with nearby communities, regional non-profits, local agencies, and banks to develop a mortgage and rehabilitation loan program for homes under \$50,000
- E. Work with non-profits and other resource centers to host homeownership classes
- F. Work with the Cuyahoga County Fiscal Office, Treasurer, and Prosecutor to reduce the number and severity of tax delinquent properties through education and repayment plans

Action Steps—Construction

- G. Update the City’s Zoning Code to ensure it allows appropriate infill housing and home renovations
- H. Update the City’s Community Reinvestment Area to incentivize new housing construction in targeted areas
- I. Advertise the Maple Heights home renovation concepts completed by the Cleveland Urban Design Collaborative to homeowners to encourage renovations of existing properties
- J. Partner with non-profits such as the Home Repair Resource Center to educate homeowners on repairs and renovations

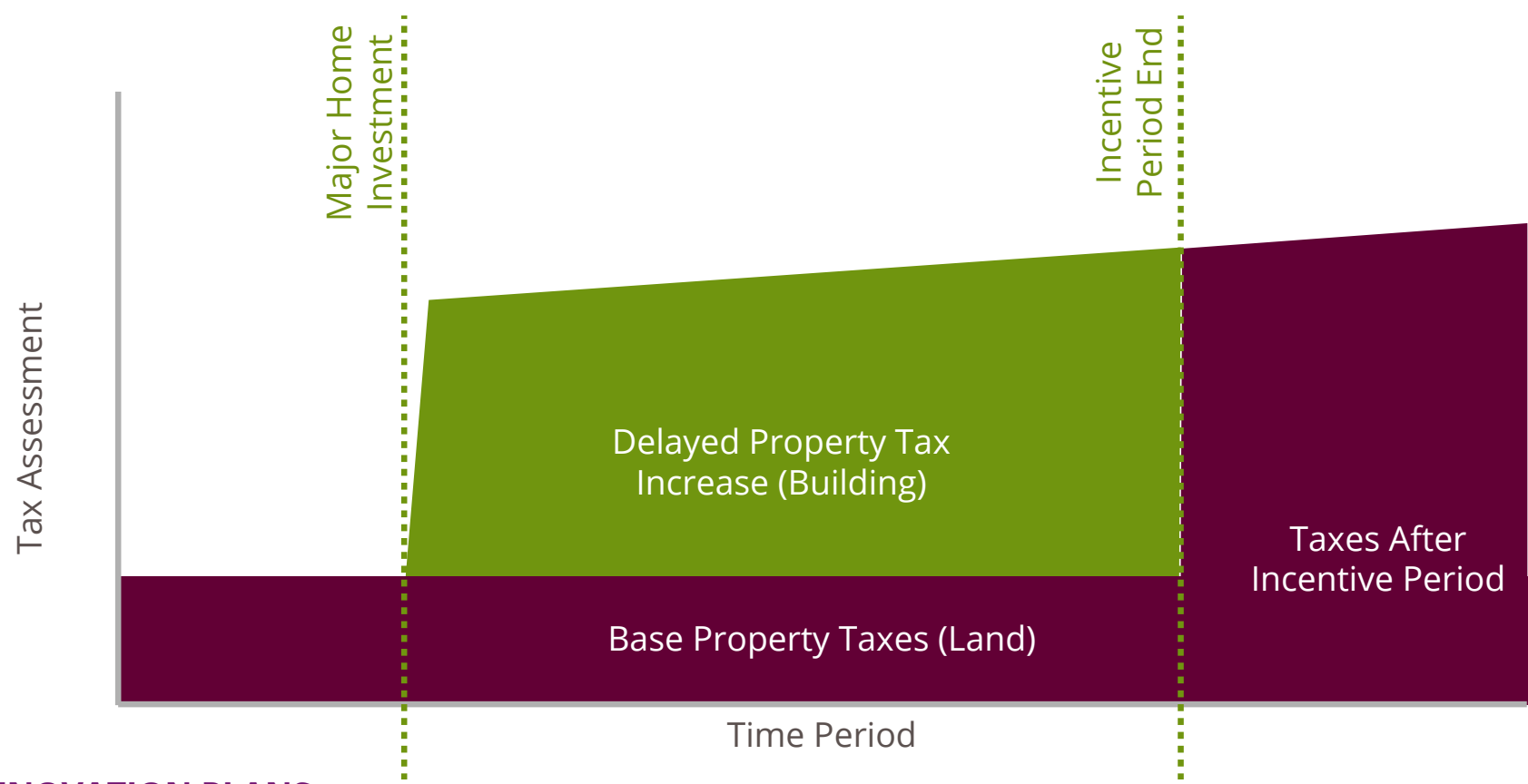
2017 PROPERTY SURVEY

The 2017 Property Survey developed by the Western Reserve Land Conservancy found 123 structures that were rated as having poor exterior maintenance. These structures were mapped to show where concentrations exist and can be targeted.



COMMUNITY REINVESTMENT AREAS

A Community Reinvestment Area is a defined location where new home construction or substantial rehabilitation are encouraged by delaying increases in taxes that come with new investment. Rather than property taxes immediately rising to reflect an increase in home values, that tax increase would not kick in for a set number of years to incentivize home renovations and construction.



HOME RENOVATION PLANS

Kent State’s Cleveland Urban Design Collaborative produced a document that showcases how standard Maple Heights homes could be renovated and expanded to add space, improve facades, and add modern amenities. The images at left show one example of such a renovation that includes an open kitchen, built-out second floor, and expanded front porch.

By advertising these renovation ideas and updating the Zoning Code to allow them, the City can work with property owners to facilitate meaningful home renovations.



Do you like Goal 2: Stabilize the Housing Market and Encourage Reinvestment in Neighborhoods?

THUMBS UP?



THUMBS DOWN?



COMMENTS

IMPROVE THE VIBRANCY OF THE CITY’S BUSINESS DISTRICTS

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.

A strong and vibrant business district strengthens surrounding neighborhoods by providing economic opportunities in the form of start-up businesses, entry-level employment, on-the-job training opportunities, and goods and services for residents. By updating the Zoning Code and fostering merchant associations within the three key commercial areas of Maple Point, the Southgate area, and Turney-Dunham; the City can improve the vibrancy of these business districts

Actions Steps - Zoning

- A. Update the City’s Zoning Code to require more walkable development and allow a wider range of uses in Commercial Zoning Districts
- B. Improve landscaping standards for new commercial buildings
- C. Reduce the number of parking spaces required by the Zoning Code to promote denser, more walkable development

Action Steps—District Management

- D. Develop merchants associations in commercial centers to coordinate marketing, physical improvements, events, business strategies, and other issues
- E. Consider Tax Increment Financing to pay for physical improvements in business districts
- F. Use events to catalyze a sense of place in business districts, attract shoppers, and entice new small businesses

DISTRICT MANAGEMENT

Organized merchants associations can collectively work to improve business districts as a whole. These associations are effective in producing district maps, websites, events, and landscaping, such as these examples from Olmsted Falls.



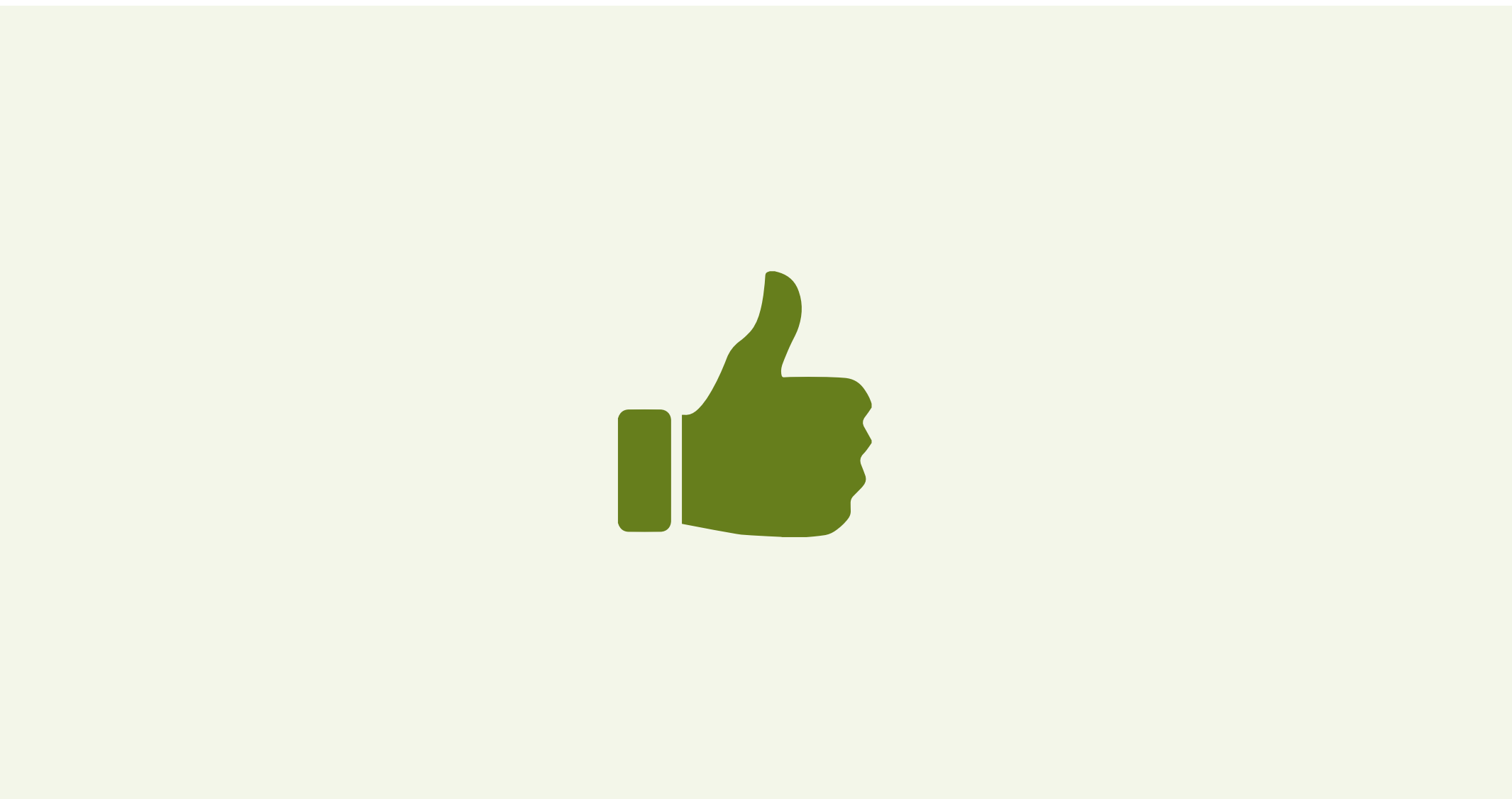
EVENTS

Community events are a critical piece of developing a business district identity and bringing new shoppers into an area. Hosting events in a district fosters a lively environment, brings people to an area, and provides a low-stress way of experiencing a district.

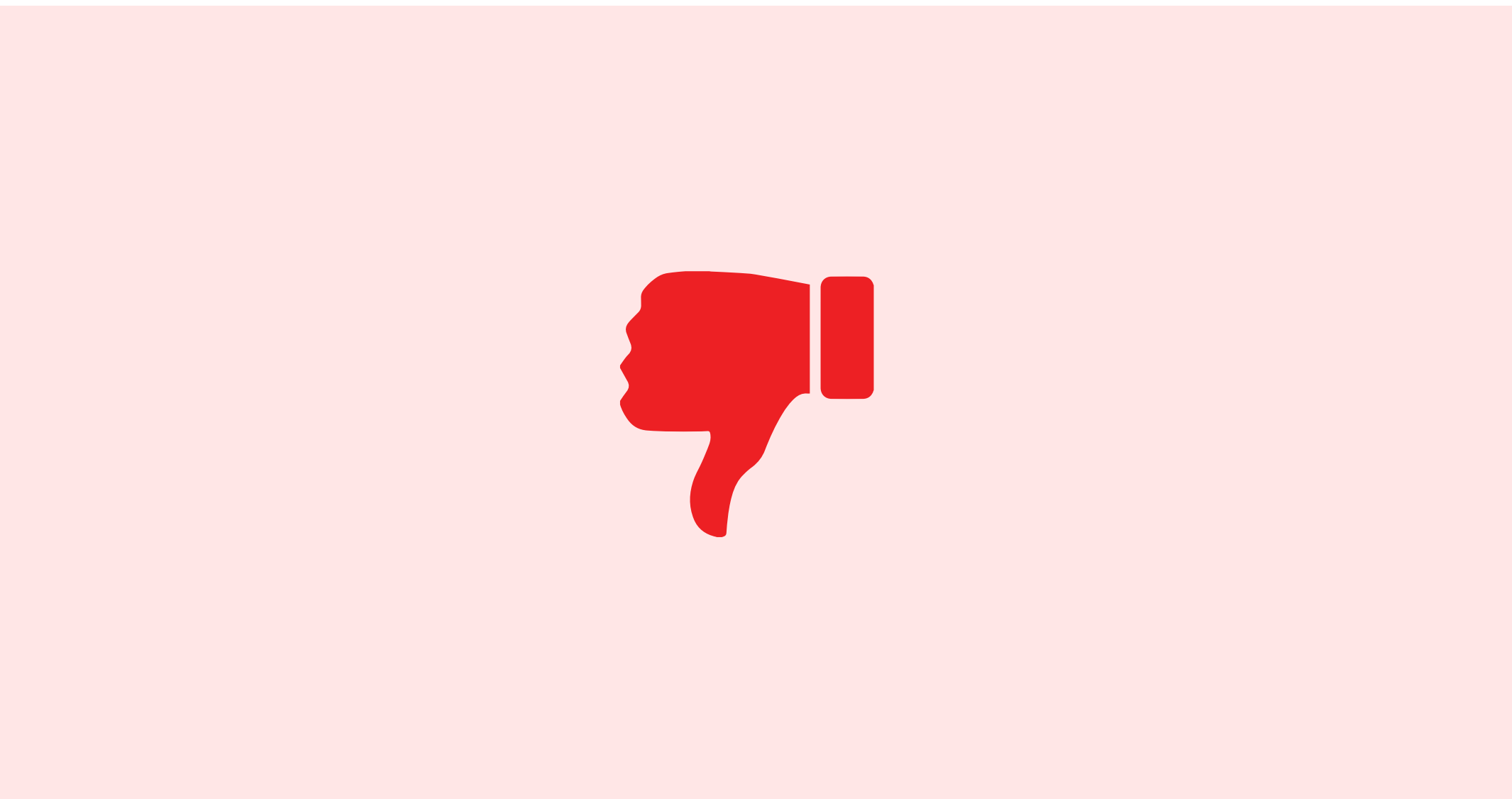


Do you like Goal 3: Improve the Vibrancy of the City’s Business Districts?

THUMBS UP?



THUMBS DOWN?



COMMENTS

# ENCOURAGE WALKING AND BIKING

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Beyond constructing new bike lanes, trails, and routes, the City can undertake other efforts to educate residents on safety, provide amenities for cyclists, and plan for ongoing maintenance that will support cyclists and pedestrians.

### Action Steps—Safety

- A. Work with non-profits and advocacy organizations to educate bicyclists and drivers on bicycling laws and safe practices
- B. Develop a Safe Routes to School program that safely connects students to their schools via sidewalks and crosswalks
- C. Require and construct safe pedestrian paths into existing shopping centers to setback off the road
- D. Evaluate sidewalks and crossing locations for implementation of HAWK signals, enhanced crosswalks, brighter lighting, and other elements to ensure pedestrian safety

### Action Steps—Amenities

- E. Partner with businesses or seek grant funding to add bicycle parking in business districts
- F. Update the City’s Zoning Code to require bicycle parking in business districts and multi-family developments
- G. Improve bus stops in Maple Heights—especially at high-frequency stops and community centers

### Action Steps—Network Maintenance

- H. Work with Cuyahoga Greenways to establish an ongoing maintenance plan for trails

#### PEDESTRIAN ENTRANCES

In setback shopping centers, safe and clear sidewalks from the street into the shopping center are important to allowing those on foot to safely access shops. These images show how sidewalks can provide direct connections into businesses.



#### SIDEWALK AND CROSSINGS REVIEW

On priority streets and networks, crosswalks and sidewalks should be reviewed for improvements that can make them safer. Changes such as lighting, HAWK signals, and decorative markings can make crossings clearer and safer.



#### BICYCLE PARKING

Bicycle parking is critical to making bicycling an easy way of running errands. The types of parking and their location on the sidewalk are important to ensuring bicycle parking works for riders.



Do you like Goal 4: Encourage Walking and Biking?

THUMBS UP?



THUMBS DOWN?



COMMENTS

PROTECT THE CITY’S CRITICAL ENVIRONMENTAL FEATURES

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Environmental features are critically important for communities not only because they beautify an area, but because elements such as waterways and trees help handle stormwater, lower cooling costs, and provide recreational opportunities.

Action Steps—Tree Canopy

- A. Identify parcels, areas, and streets with low tree canopy coverage to target tree plantings
- B. Adopt tree protection ordinances

Action Steps—Green Infrastructure

- C. Review the City’s development codes to remove barriers to rain barrels, solar panels, and other green infrastructure elements
- D. Update parking lot standards for large-scale developments to require green stormwater infrastructure
- E. Work with non-profits and garden centers to hold front yard landscaping classes and green infrastructure classes to educate property owners on how to build and maintain landscaping

Action Steps—Open Space Protection

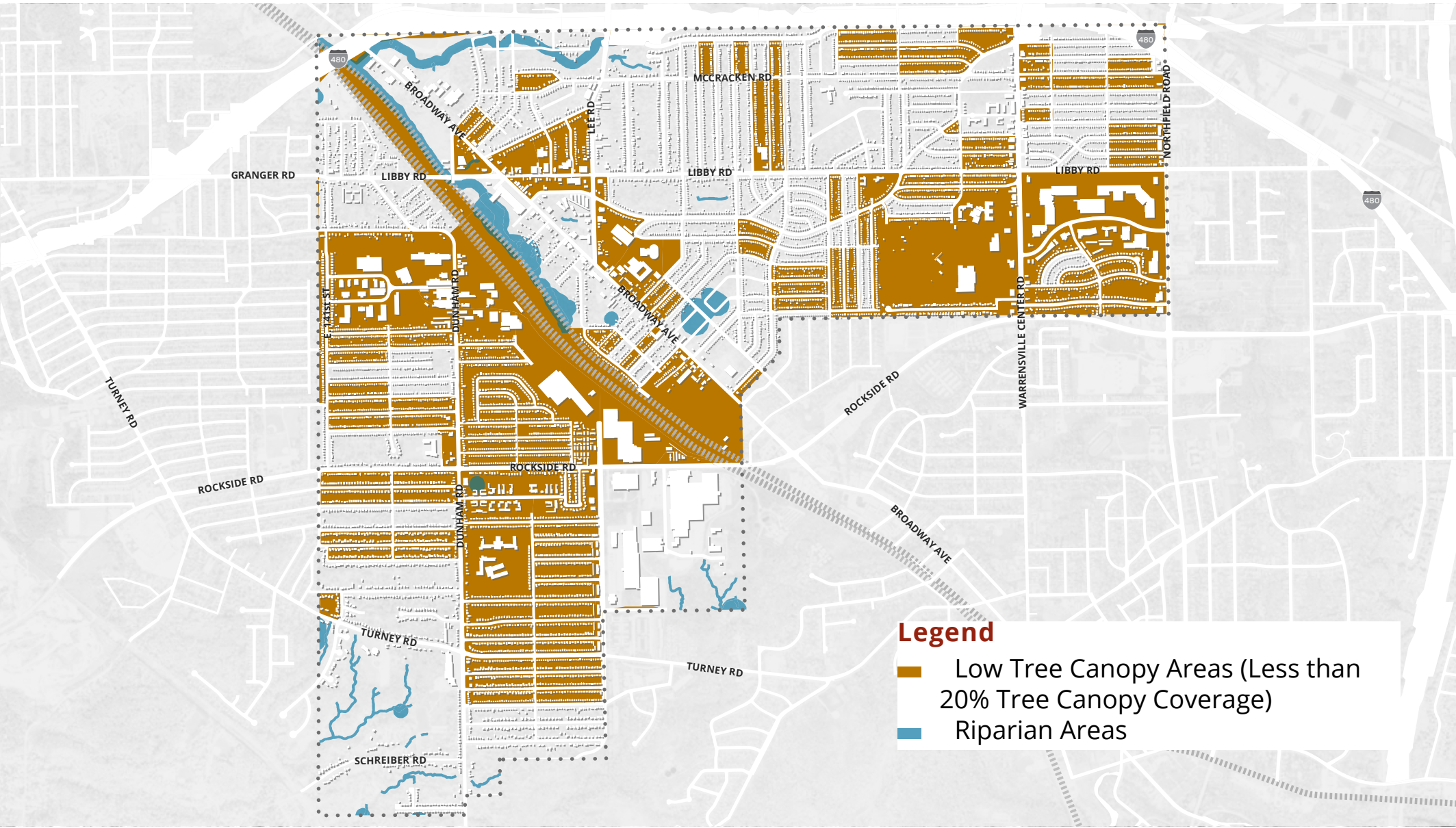
- F. Consider regulations to limit development within specified distances of existing streams, waterways, and wetlands

ENVIRONMENTAL FOCUS AREAS

The Environmental Focus Areas map displays two features: low tree canopy areas where tree plantings should be focused and riparian areas that should be a focus of regulations that protect the health of streams.

The low tree canopy areas in brown are streets or neighborhood blocks with the lowest percentage of tree canopy coverage in Maple Heights. These should be considered priority for the addition of street trees or trees on privately owned property.

The riparian areas shown in blue are setbacks from streams and rivers that run within Maple Heights. These are areas that should be of prime concern when implementing any stream setback regulations that would limit new structures near rivers and waterways.



GREEN INFRASTRUCTURE

Green infrastructure can take many forms such as the rain gardens, solar paneled street lights, and rain barrels. In many cases these are not allowed under current Zoning Codes, despite the environmental benefits of these features.



Do you like Goal 5: Protect the City’s Critical Environmental Features?

THUMBS UP?



THUMBS DOWN?



COMMENTS

REVITALIZE EXISTING PARKS AND STRATEGICALLY ENHANCE THE CITY’S RECREATION SYSTEM

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The City of Maple Heights has a strong park system with two major parks and a variety of smaller, neighborhood parks. Innovative partnerships are making the City’s existing park system work, but improvements to the parks are needed.

Action Steps—Park Improvements

- A. Further refine park designs from the Place-Based Framework into a Parks and Public Spaces Plan that addresses specific recreational needs and physical improvements in all the City’s existing and proposed parks
- B. Acquire parcels within unbuilt residential subdivisions where possible
- C. Partner with the institutional uses such as Remington College, on North Broadway to use private and public land for the formation of a campus and recreational area

Action Steps—Partnerships

- D. Expand and formalize existing partnerships with the faith community and other community groups to program City parks
- E. Work with neighboring communities to develop reciprocity agreements for recreational facilities
- F. Consider forming a recreation task force to develop shared use agreements for public use of School District facilities

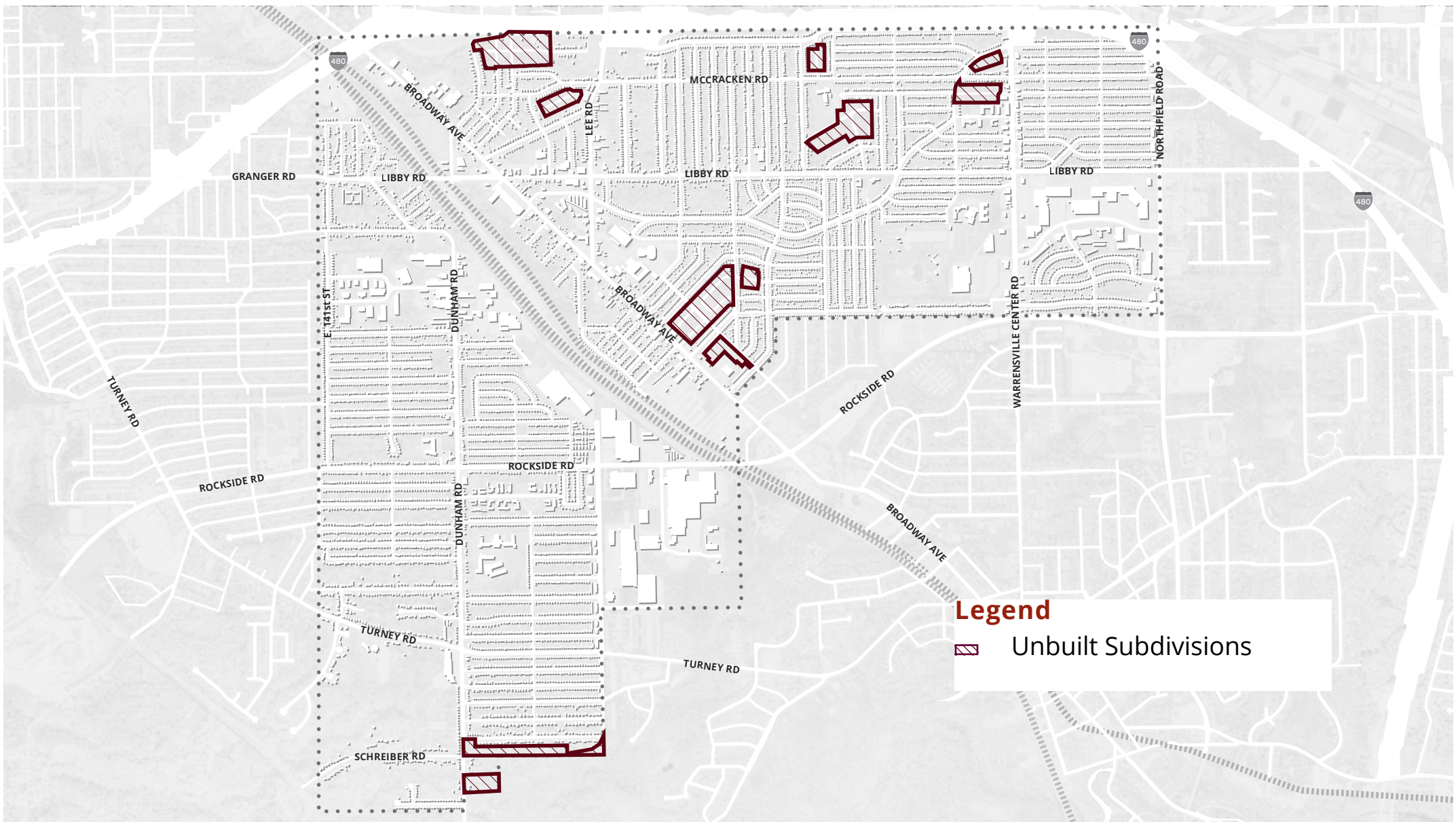
Action Steps—Neighborhood Parks

- G. Partner with block clubs or neighborhood groups to develop and maintain small pocket parks on vacant or unused land
- H. Consider locations for a community dog park

UNBUILT SUBDIVISIONS

The unbuilt subdivisions in Maple Heights present distinct opportunities for future reuse; however, many of the parcels in these subdivisions were sold to individual buyers. In the unfinished subdivision that is proposed as Jackson Park, for instance, only 53% of the parcels are under City ownership.

To facilitate future reuse of these spaces, the City should work to acquire parcels when possible and where feasible. By consolidating ownership, the City can better facilitate redevelopment, reuse, or protection.



POCKET PARKS

Pocket parks are small, neighborhood scale parks that can be maintained by residents and can brighten vacant lots. The images at left show examples of how vacant lots can be used as pocket parks. These can include sitting areas, community gardens, native flowers, and neighborhood gathering spaces.

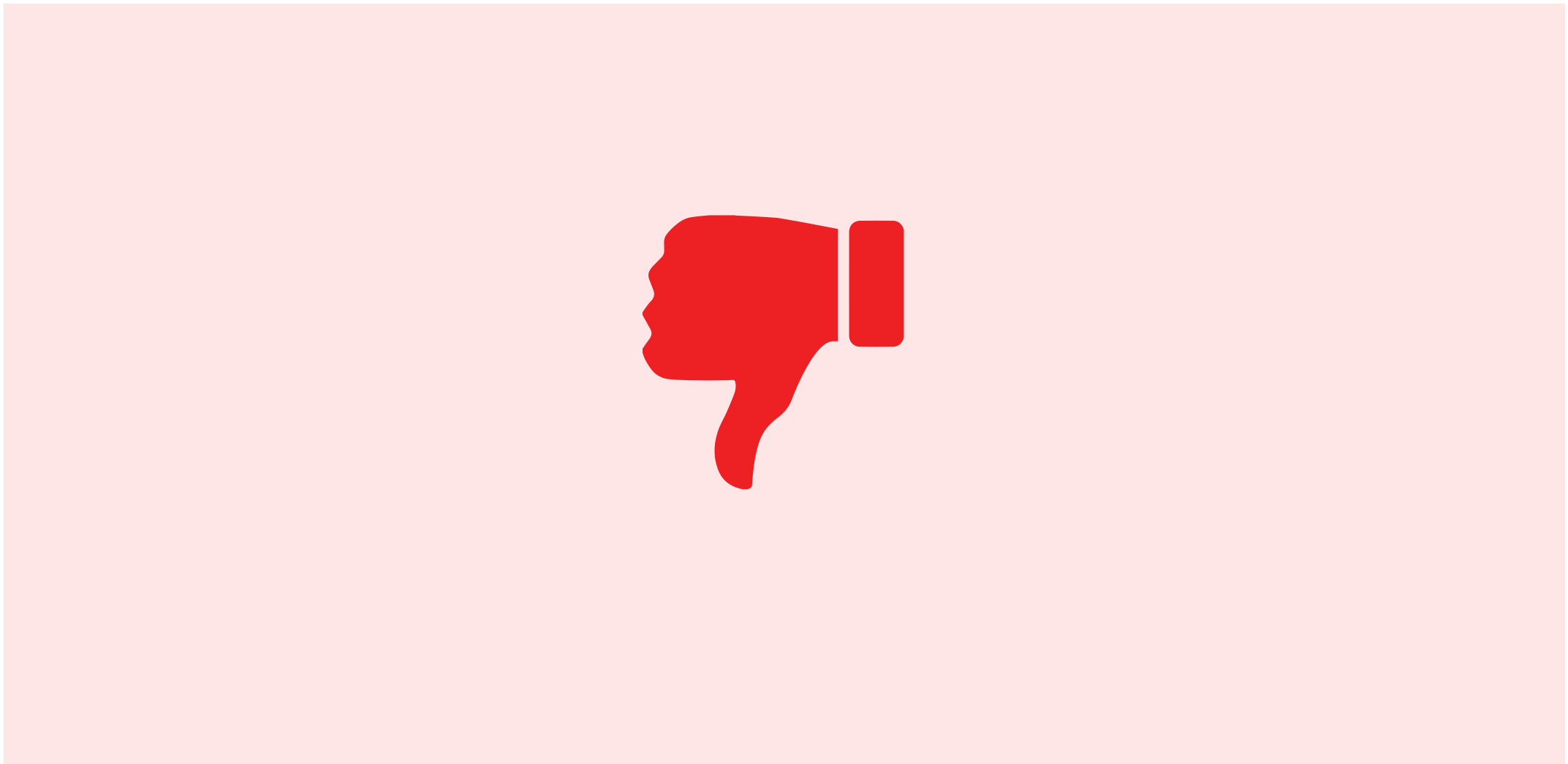


Do you like Goal 6: Revitalize Existing Parks and Strategically Enhance the City’s Recreation System?

THUMBS UP?



THUMBS DOWN?



COMMENTS

# COORDINATE INFRASTRUCTURE IMPROVEMENTS

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Streets, sidewalks, sewers, and water mains are some of the critical pieces of municipal infrastructure that make up essential City services. As the City exists fiscal emergency, there are opportunities to prioritize and coordinate infrastructure investments.

### Action Steps—Street Repair

- A. Fund the repair of major streets in Maple Heights with a focus on those streets that are critical to the City’s development framework
- B. Review all City streets to develop a comprehensive pavement rating system
- C. Target street repairs according to the pavement rating system, and outline proposed repairs in a Capital Improvement Plan

### Action Steps—Coordination

- D. Coordinate street, sewer, and other infrastructure efforts to limit construction duplication
- E. Develop a process for informing and collaborating with neighboring communities and regional entities on infrastructure improvements

#### CAPITAL IMPROVEMENT PLAN

A Capital Improvement Plan uses a pavement rating system to map out streets in need of repair and target funding toward those streets as it becomes available. The Plan helps to inform the public about upcoming projects and assists in gaining funding.



#### COORDINATION

The City’s infrastructure consists of streets, sewers, water mains and other features. To coordinate investments in all of these infrastructure components, the City should work with regional agencies to ensure work is not duplicative.



Do you like Goal 7: Coordinate Infrastructure Improvements?

#### THUMBS UP?



#### THUMBS DOWN?



#### COMMENTS

## DEVELOP A COMPREHENSIVE SYSTEM OF YOUTH ENGAGEMENT

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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 employment
- 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 NETWORK

The City of Maple Heights already has many organizations large and small that are hosting events and activities that engage the City’s youth: the Maple Heights branch of the Cuyahoga County Public Library, the School District, the City, neighborhood groups, and places of worship. The

MyCom network can be at the center of these groups by coordinating the times to ensure a range of activities are available, linking various groups that are undertaking the same efforts, or sharing best practices.



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

THUMBS UP?



THUMBS DOWN?



COMMENTS

# GROW MANUFACTURING JOBS

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The City of Maple Heights has a strong manufacturing base with approximately 13% of its land use dedicated to industrial uses. The development of tax incentive programs, marketing campaigns, and public-private partnerships would highlight the existing metals manufacturing and distribution assets, leverage the Cleveland Intermodal Terminal, and strengthen the available workforce.

## Action Steps—Workforce

- A. Work with Maple City Schools, local businesses, and local and regional colleges to advertise and grow workforce development programs
- B. Coordinate with employers to expand internships and apprenticeships for Maple Heights students

## Action Steps—Incentives

- C. Target attraction efforts and marketing materials to businesses that align with existing community strengths such as distribution facilities, metals manufacturing, and the Cleveland Intermodal Terminal
- D. Consider a tax incentive program for businesses that add new employment in the City

### INTERNSHIP PROGRAMS

Internships and apprenticeships can help build relationships between students and employers. By coordinating with existing Maple Heights employers, the City can help provide a future workforce for present companies.



### ATTRACTION EFFORTS

Existing attraction efforts show ways that Cities and the Northeast Ohio region are advertising assets to attract employers. Websites, industry information, and target employers are ways that entities get their communities noticed.

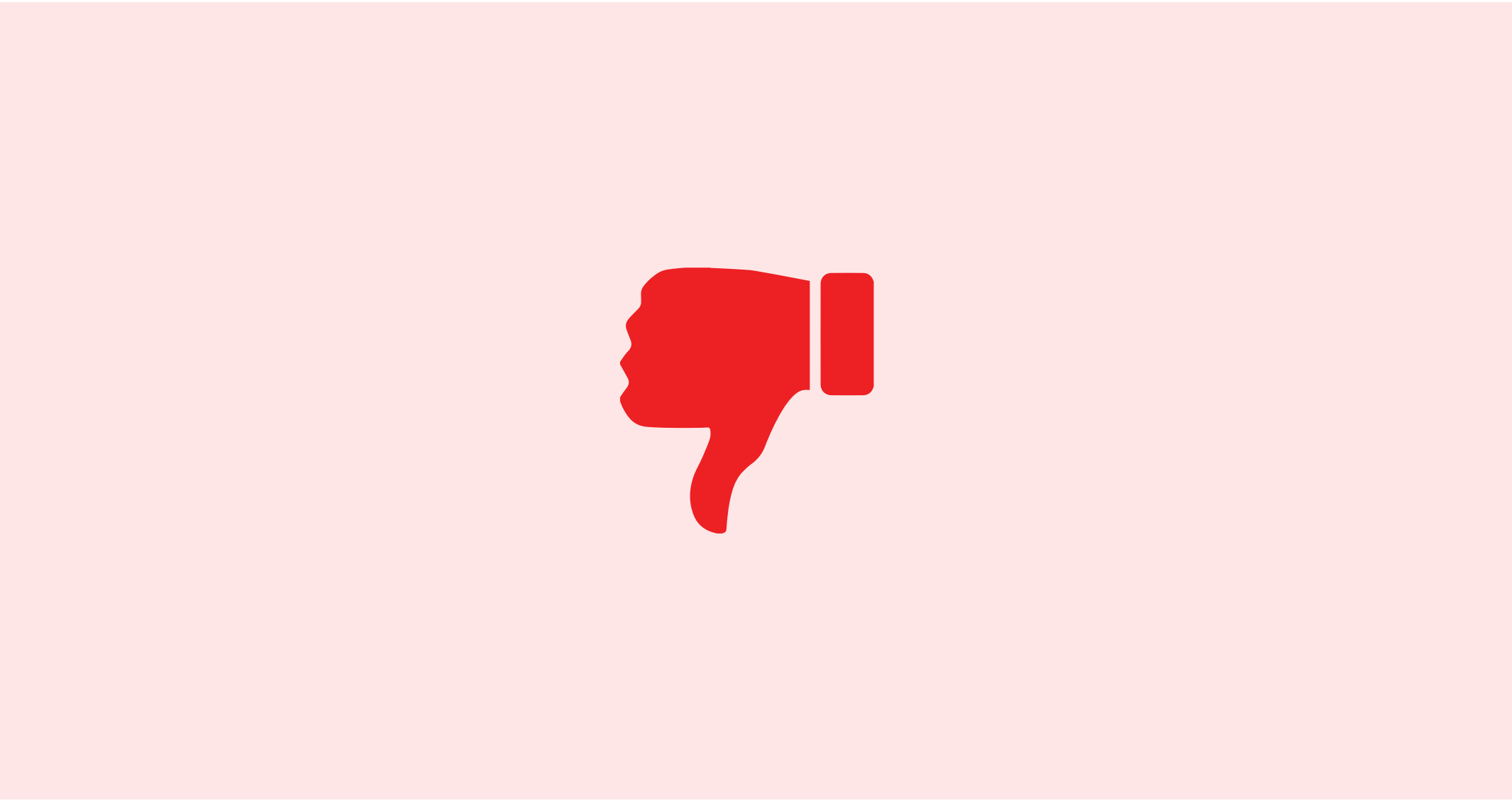


## Do you like Goal 9: Grow Manufacturing Jobs?

### THUMBS UP?



### THUMBS DOWN?



### COMMENTS