

FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

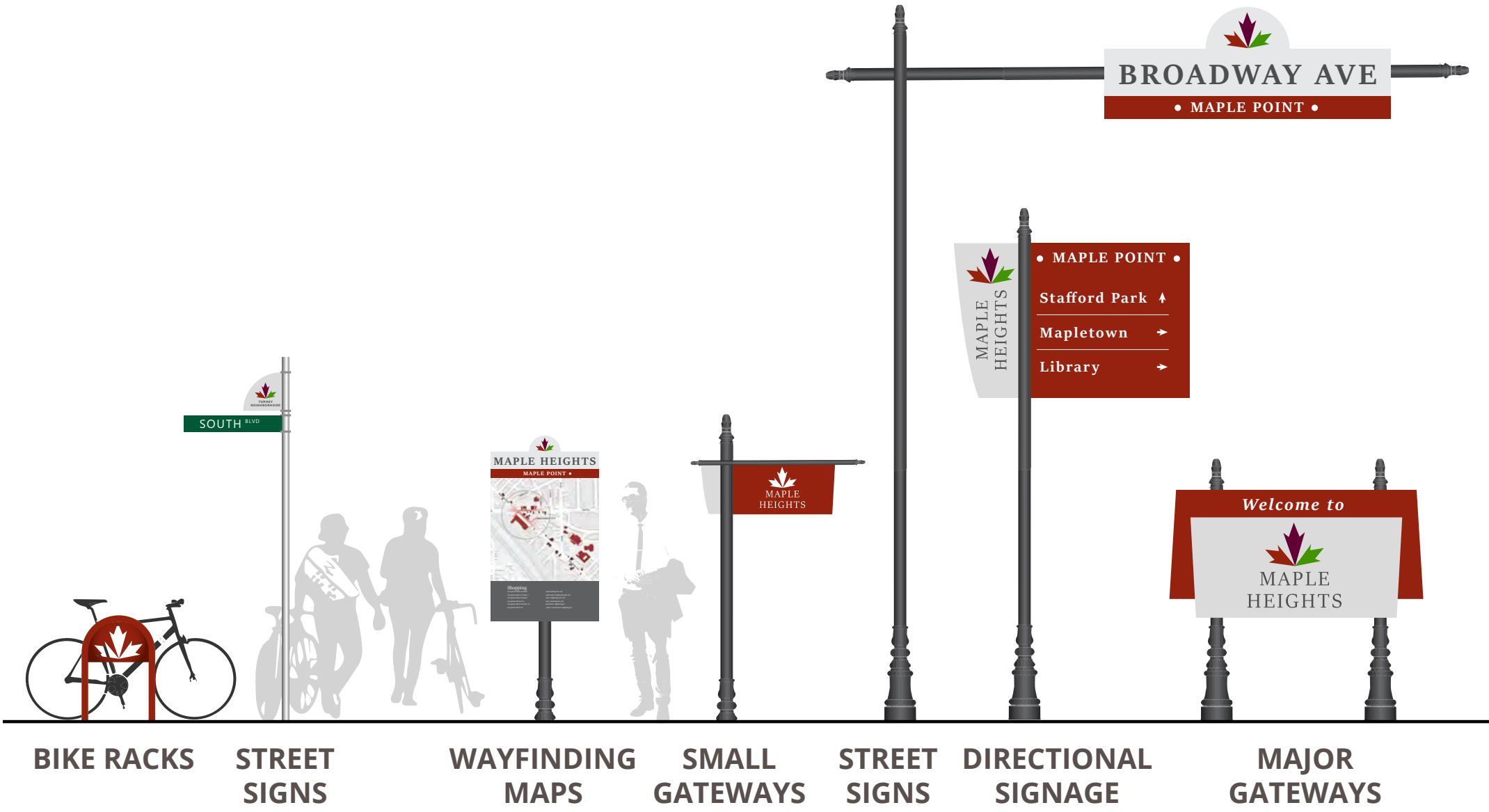
A distinct identity can bolster community pride and keep and attract residents. The City of Maple Heights can foster that community pride through improved branding and messaging, as well as by building networks among neighbors.

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

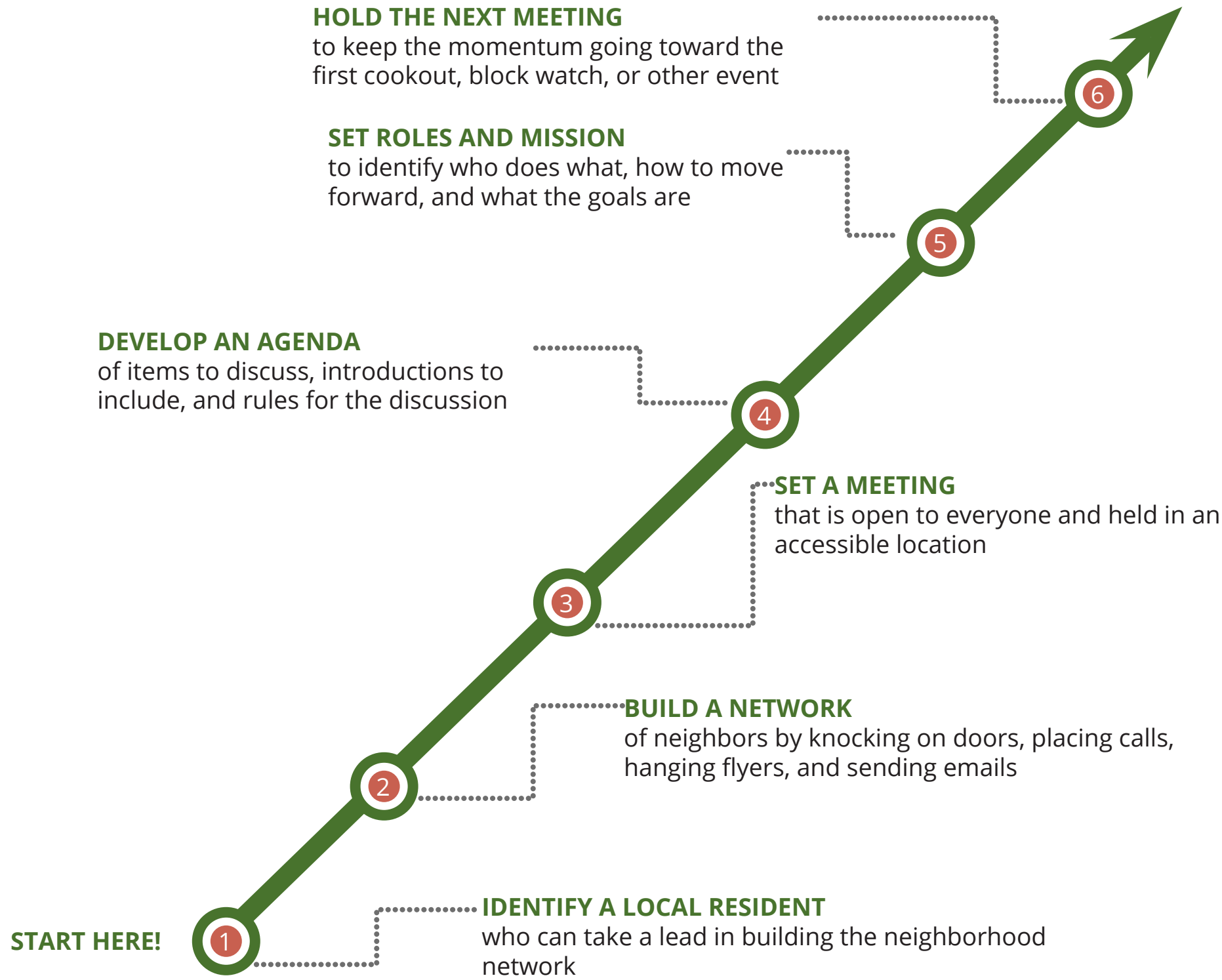
- D. Strengthen the City's block club program to connect neighbors and build local social networks
- E. Consider a new or partner with an existing Community Development Corporation to assist the City in fostering neighborhood networks and acting as a central repository of community engagement efforts and best practices
- F. Map neighborhood groups and block clubs, and post contact information on the City's website to make involvement easier
- G. Foster a sense of community among residents of all races and ethnicities by partnering with groups to expand events and efforts that embrace diversity
- H. 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.



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COMMENTS

STABILIZE THE HOUSING MARKET AND ENCOURAGE REINVESTMENT IN
NEIGHBORHOODS

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
- B. Develop an ongoing program to update exterior housing maintenance survey data on a five-year rotating basis

Action Steps—Marketing

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

Action Steps—Homeownership

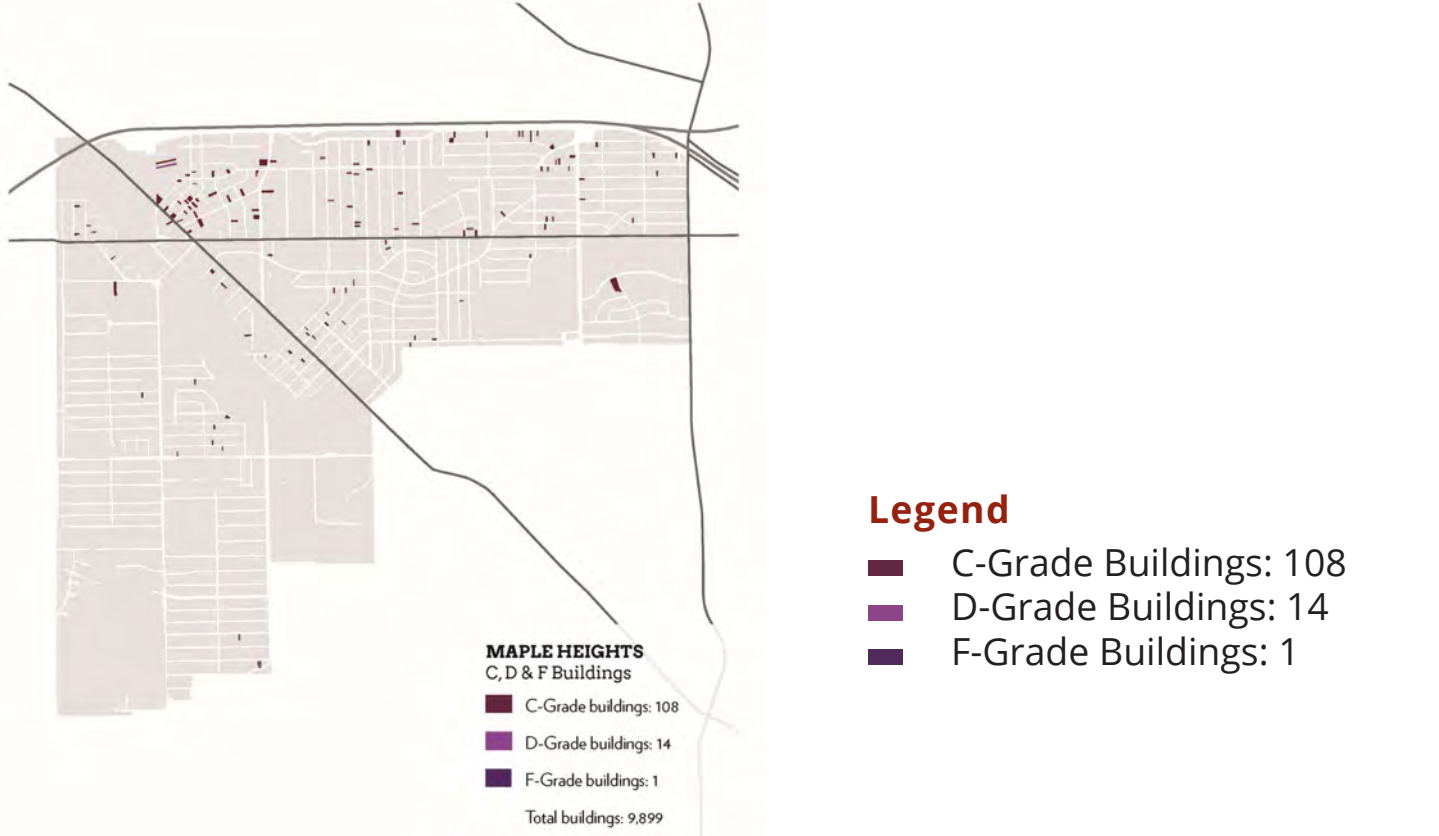
- E. Partner with nearby communities, regional non-profits, local agencies, and banks to develop a mortgage and rehabilitation loan program for homes under \$50,000
- F. Work with non-profits and other resource centers to host homeownership classes for current renters and other prospective homeowners
- G. 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

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

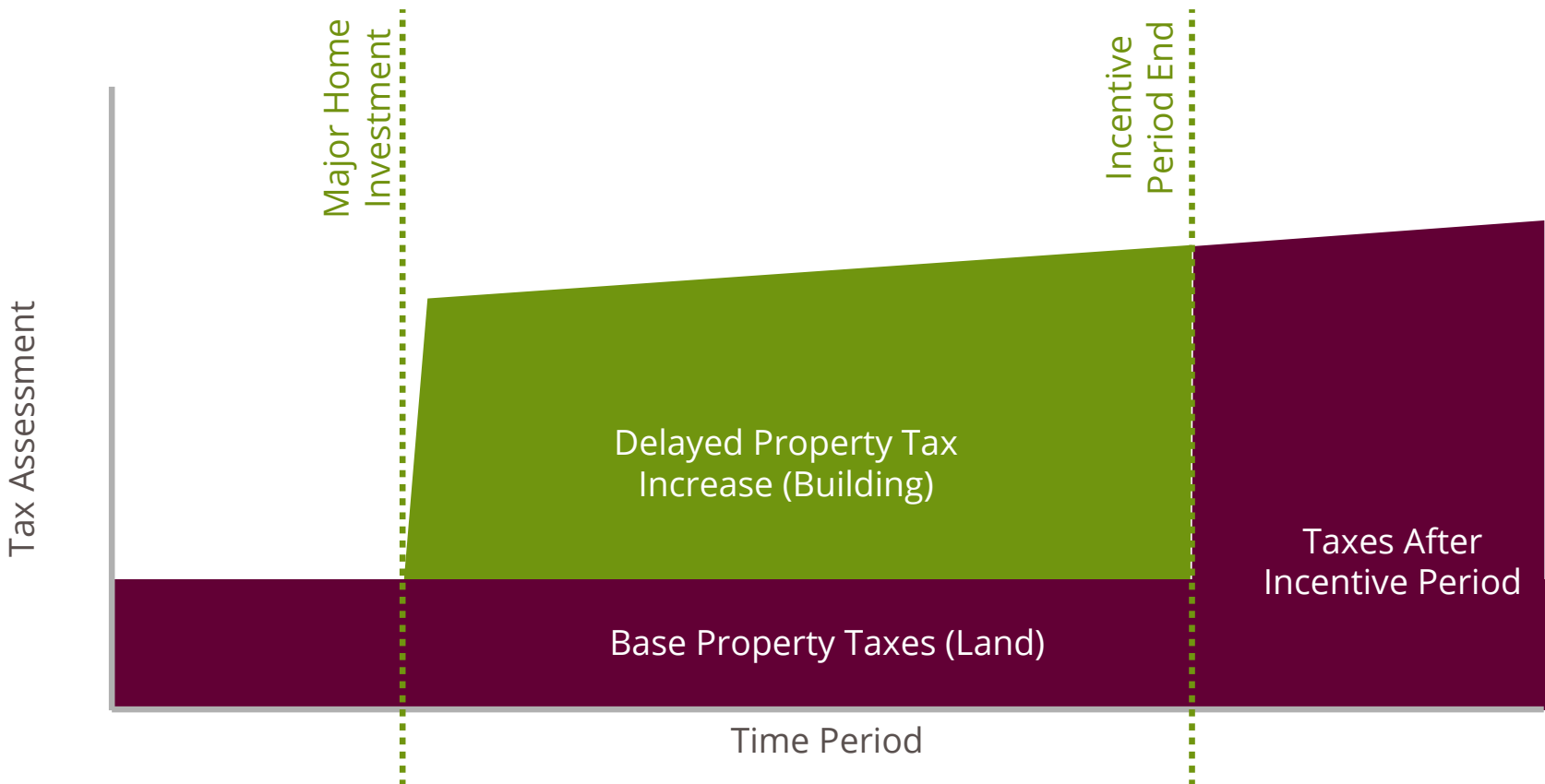
2017 PROPERTY SURVEY

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.



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COMMENTS

IMPROVE THE VIBRANCY OF THE CITY’S BUSINESS DISTRICTS

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 to ensure adequate landscaping between sidewalk, parking areas, and within parking lots
- 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
- G. Build a pipeline of potential small businesses by hosting pop-up retail events, identifying small retailers, facilitating networking and apprenticeships, and connecting them with available spaces

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.



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COMMENTS

ENCOURAGE WALKING AND BIKING

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
- C. Incentivize construction of safe pedestrian paths into commercial strip centers setback from the street
- D. Update the City’s Zoning Code to require clear, safe, and direct pedestrian connections through parking lots into strip commercial centers
- E. Evaluate sidewalks and crossing locations for implementation of HAWK signals, enhanced crosswalks, brighter lighting, and other elements to ensure pedestrian safety

Action Steps—Amenities

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

Action Steps—Network Maintenance

- I. Adopt a Complete and Green Streets ordinance to require multi-modal and environmental improvements in Capital Improvements Projects
- J. 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.



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COMMENTS

PROTECT THE CITY’S CRITICAL ENVIRONMENTAL FEATURES

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. Use the County Planning Greenprint, Street Connections Framework Map, and Environmental Focus Areas Map to 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 NEORSD, Cleveland Metroparks, and private and non-profit partners to identify green infrastructure opportunities on both private and public properties
- F. 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

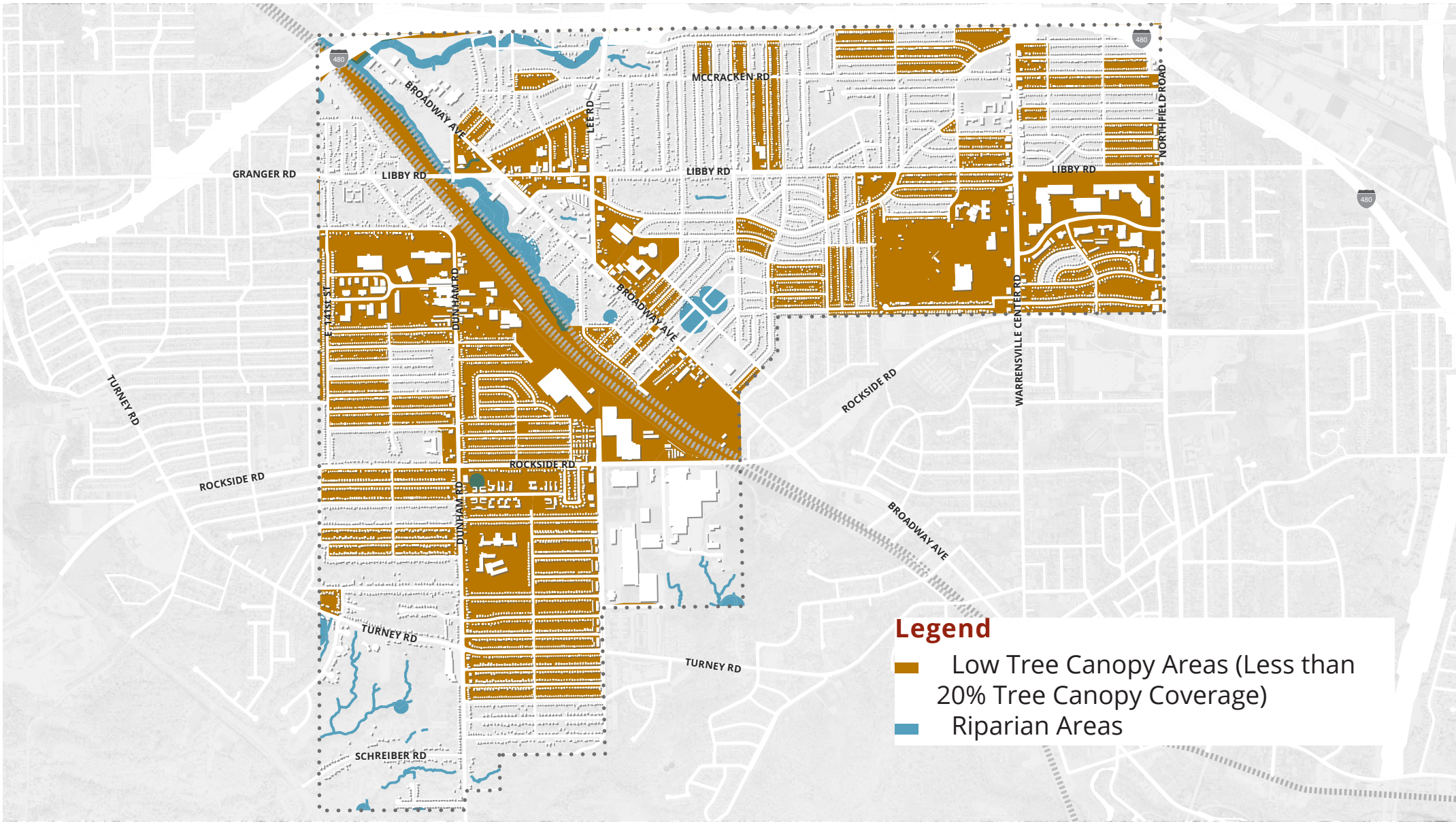
- G. Ensure that any new development of the city’s unfinished subdivision handles all stormwater on site and includes green space
- H. Consider regulations to limit development within specified distances of existing streams, waterways, and wetlands
- I. Consider daylighting culverted streams where possible through unfinished subdivisions

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.



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COMMENTS

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

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 on the northern section of 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

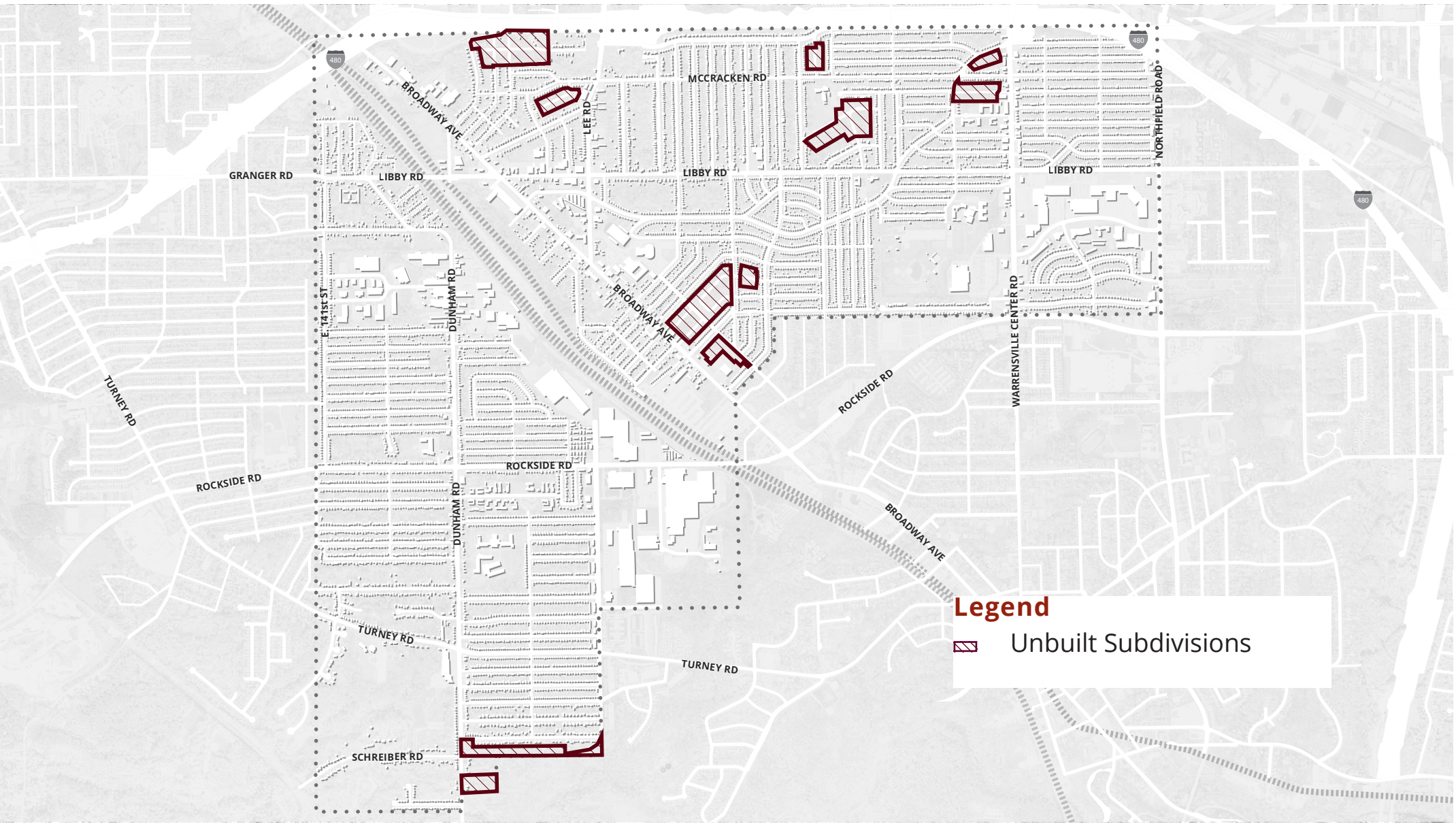
Action Steps—Neighborhood Parks

- G. Partner with block clubs or neighborhood groups to develop and maintain small pocket parks on vacant or unused land
- H. Develop or use existing design standards and regulations for side yard expansion or pocket parks on vacant parcels
- I. 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.



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COMMENTS

COORDINATE INFRASTRUCTURE IMPROVEMENTS

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. Work with NOACA and County Public Works to 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. Undertake a review of 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 duplication of efforts
- 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.



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DEVELOP A COMPREHENSIVE SYSTEM OF YOUTH ENGAGEMENT

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.



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GROW MANUFACTURING JOBS

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
- C. Promote the partnership between Maple City Schools and local businesses to develop skill-based educational opportunities in manufacturing

Action Steps—Incentives

- D. 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
- E. Continue to prepare development-ready sites and market them to potential manufacturers
- F. Work with NOACA to repair roads and implement quality signage for the Cleveland Intermodal Terminal
- G. 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.



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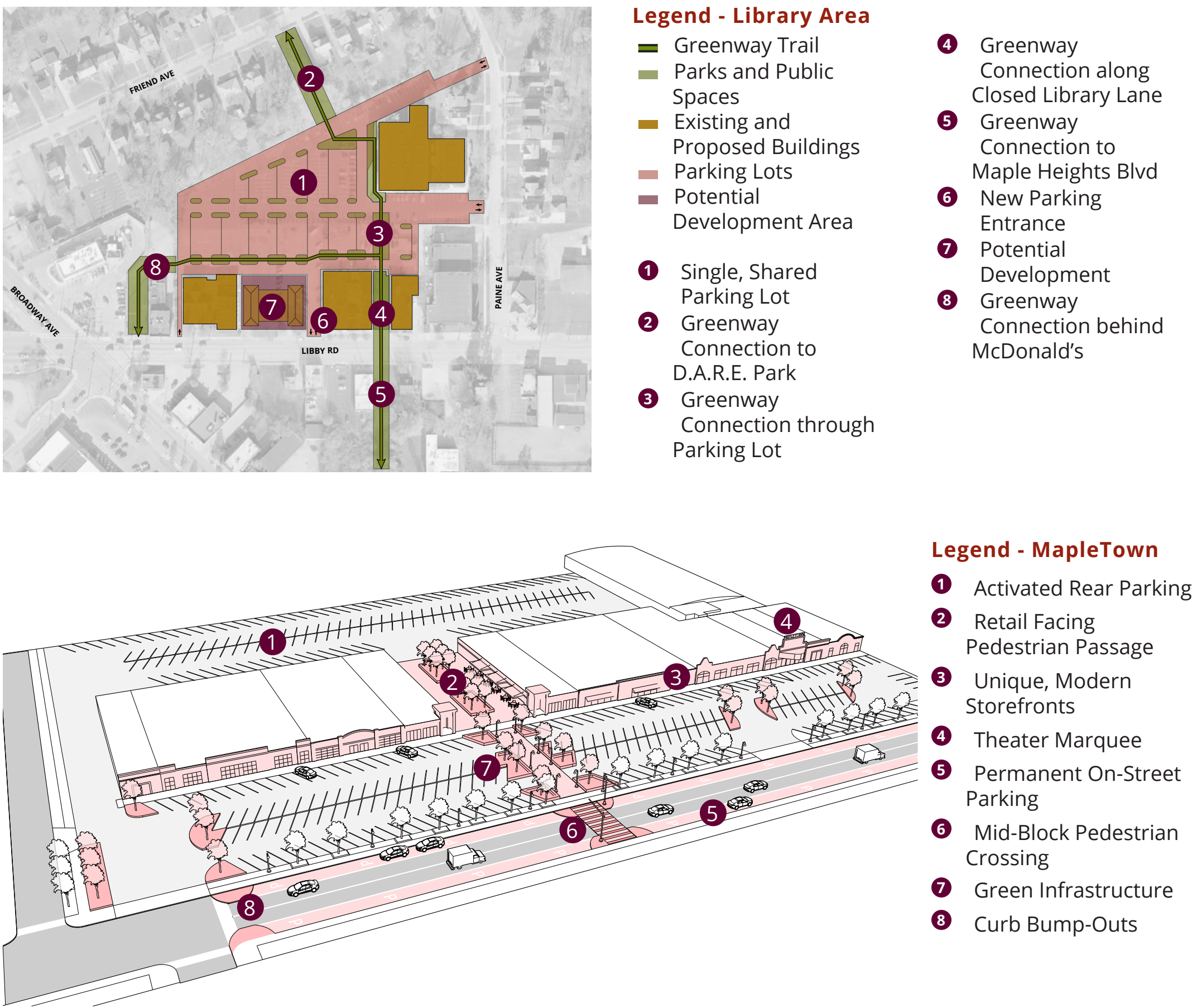
ENLIVEN KEY COMMERCIAL AREAS - MAPLE POINT



The triangle at Libby, Lee, and Broadway forms the center of Maple Heights. Its mix of community amenities such as the Library and Senior Center, civic institutions such as City Hall and the High School, and shopping areas provide the structure of a community downtown that should be fostered and grown – a place called Maple Point.

Potential Improvements

- A. Define the Area with Signs and Gateways
- B. Improve Major Streetscapes and Add Gateway Entrances
- C. Add and Improve Green Spaces
- D. Promote the Redevelopment of Target Areas
- E. Construct Trails into and through the Area



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ENLIVEN KEY COMMERCIAL AREAS - SOUTHGATE AREA

For many years, the Southgate area has been a commercial and economic driver in the City of Maple Heights. Today, it remains a viable retail destination with a mixture of local, regional, and national chains; however, the increase of online shopping has led to the decline of traditional “brick-and-mortar” shopping centers like Southgate U.S.A. Despite this trend, residents of Maple Heights would like to see the Southgate and its surrounding areas become a vibrant and sustainable neighborhood center again.

This goal outlines three proposed scenarios that aim to improve the pedestrian experience at Southgate, connect the shopping area with surrounding neighborhoods, and enliven the area through new development. The scenarios are intended to build upon each other over time.

Potential Improvements

Scenario 1: Pedestrian Improvements

- A. Complete an Internal Pedestrian Sidewalk System
- B. Build Sidewalk Links from the Shopping Center to Ring Roads
- C. Complete a Trail around Southgate
- D. Improve Streetscapes on Primary Streets
- E. Improve Primary Gateways & Intersections into Southgate

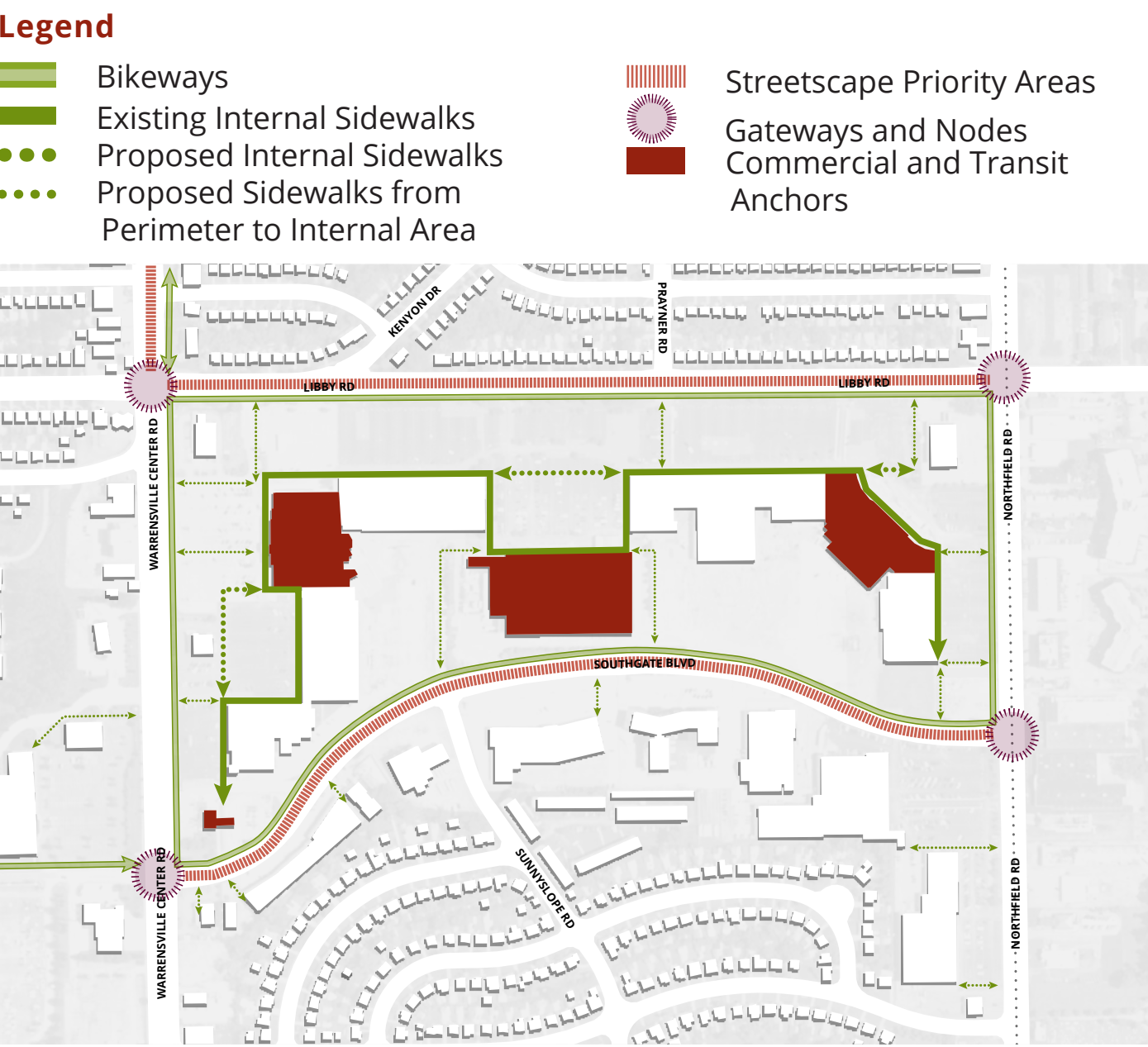
Scenario 2: New Street Network

- F. Consider New Roads through Southgate
- G. Promote Potential Development Areas behind Southgate

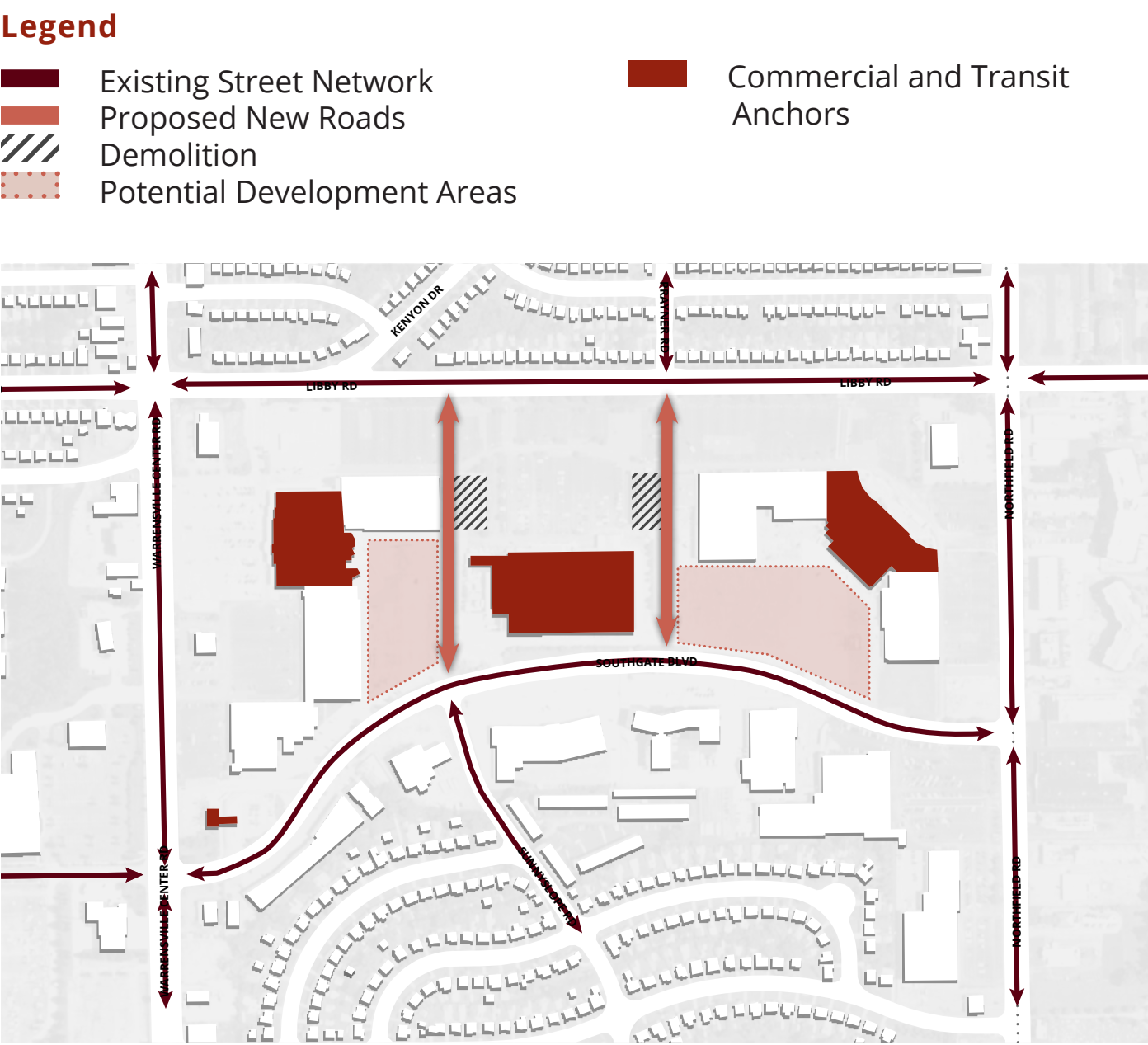
Scenario 3: Land Use Changes

- H. Concentrate Retail onto Major Corridors
- I. Add Mixed-Use Development into Southgate

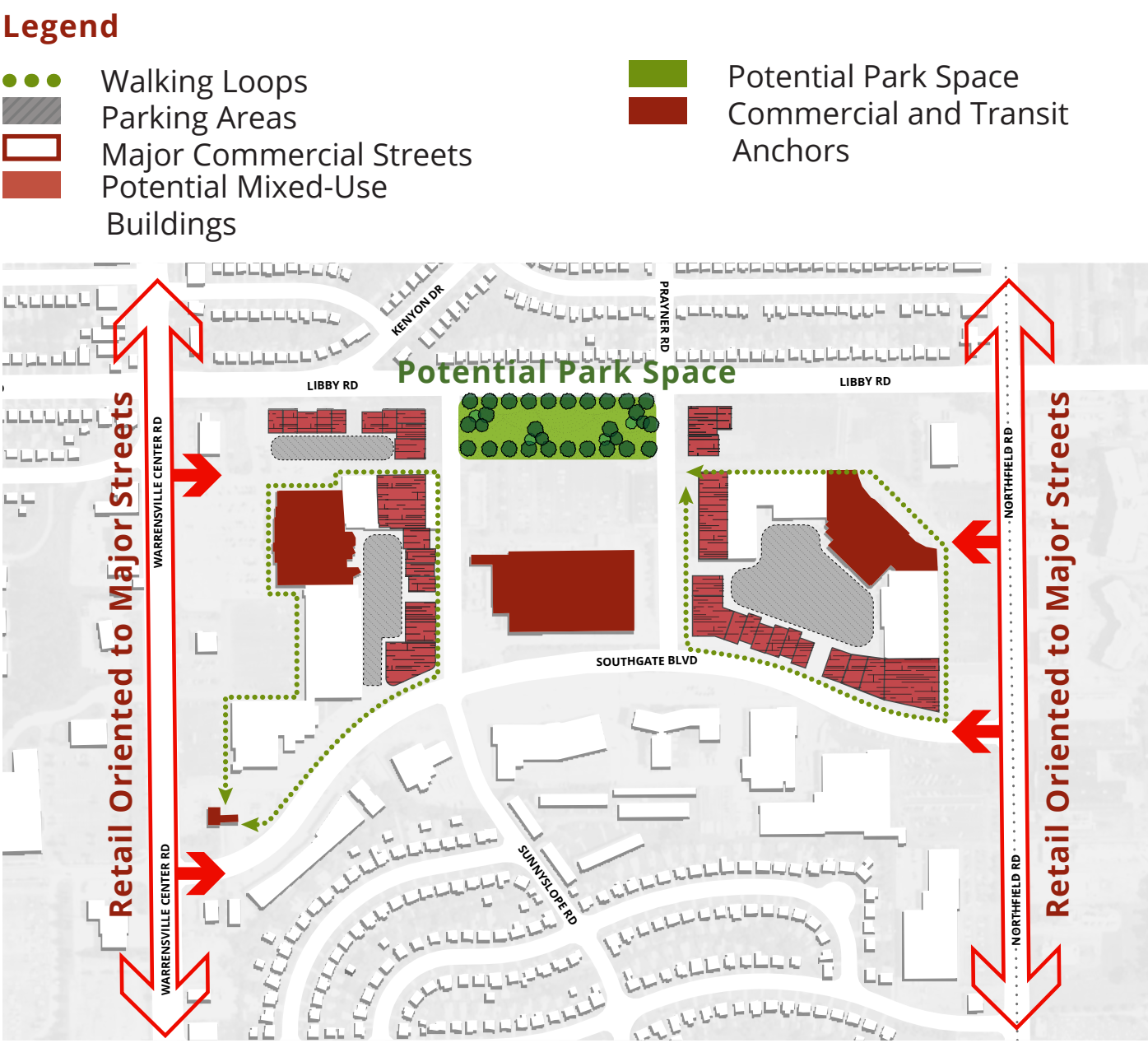
Scenario 1: Pedestrian Improvements



Scenario 2: New Street Network



Scenario 3: Land Use Changes



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ENLIVEN KEY COMMERCIAL AREAS - TURNEY-DUNHAM



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 Parcels
- D. Construct Trails in the Park and Connecting to Neighborhoods

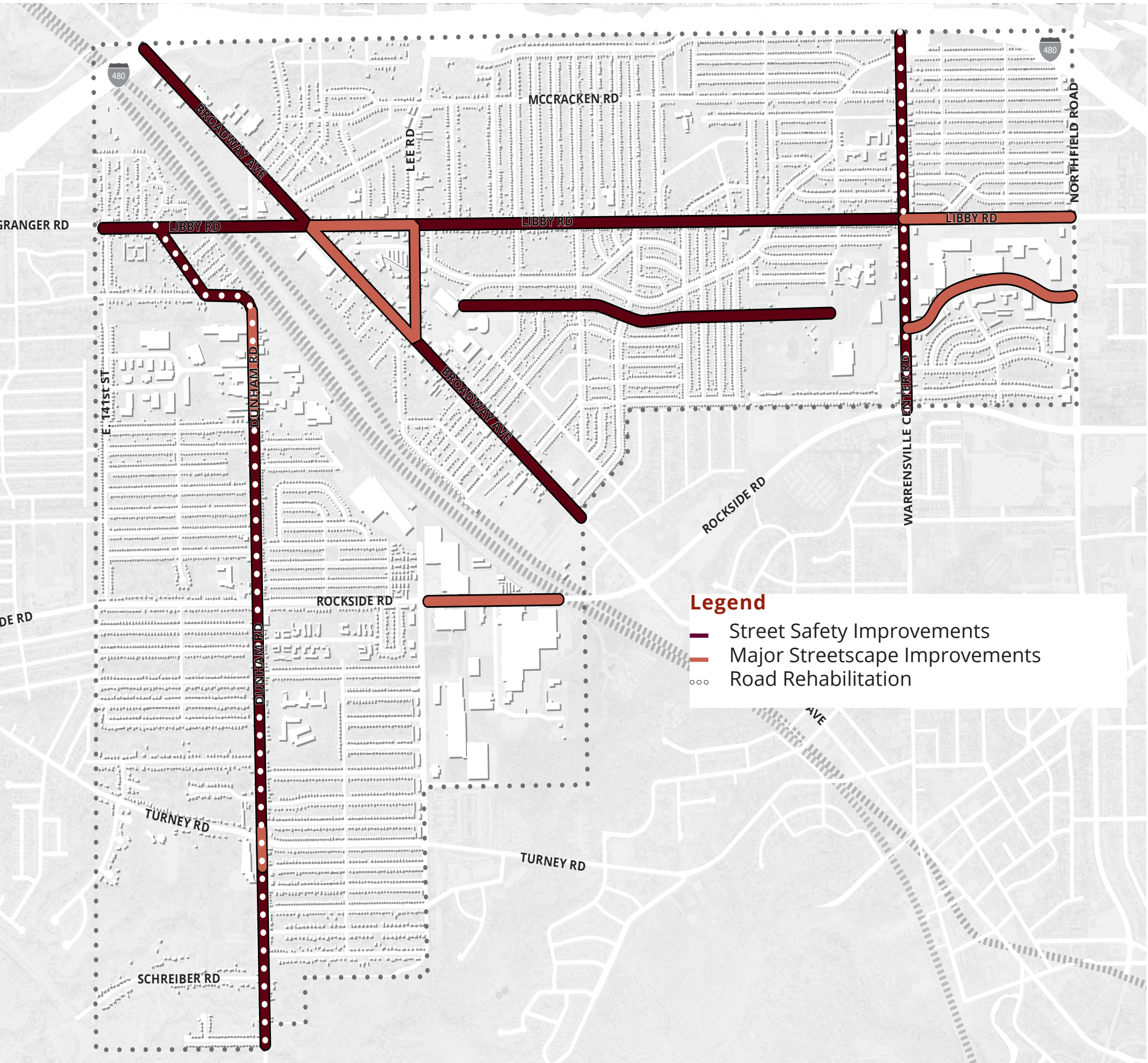
- Legend**
- Multi-Purpose Trail
 - Streetscape Priority Areas
 - Gateways and Nodes
 - Parks and Public Spaces
 - Potential Development Areas
 - Commercial Structures
 - 1 Turney-Dunham Plaza
 - 2 Vacant Parcels for Potential Residential or Open Space
 - 3 Vacant Parcel for Potential Retail Expansion

- 4 Pedestrian and Bicycle Entrance to Park
- 5 Vehicular Entrance to Park
- 6 Future Trail Extension
- 7 Trail to Metropark
- 8 Trail to S Lee Road
- 9 New Metropark
- 10 Future Park Expansion

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COMMENTS

IMPROVE CONNECTIONS BETWEEN NODES AND WITH THE REGION



Streets make up a significant percent of any city. When those streets are attractive and well-maintained, they provide connections to shopping, service, and amenities. Maple Heights’ street environment could be improved through additions like street trees and lighting, and maintenance improvements could be facilitated through major street rehabilitation.

Potential Improvement

- A. Add Safety Features such as Crosswalks and Lighting in Areas Targeted for Safety Improvements
- B. Add Streetscape Elements in Areas Targeted for Major Streetscape Improvements
- C. Rehabilitate Critical Thoroughfares

SIDEWALK AMENITIES



LANDSCAPING



STREETSCAPE ELEMENTS

Streetscape elements vary for each community and street; however, standard elements include landscaping, trees, gateway and wayfinding signs, decorative sidewalks and crosswalks, planters, lighting, benches, and bike parking.

SIGNAGE



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DEVELOP NON-MOTORIZED CONNECTIONS



Maple Heights has no dedicated bikeways or trails, despite more than 10% of City households not owning a vehicle. There is also a lack of transportation options for seniors needing to get around and children needing to get to school or programs. Major non-motorized links would connect all of the City’s neighborhoods to its commercial nodes.

Potential Improvements

- A. Develop a System of Trails, Lanes, and Routes to Connect Neighborhoods to Commercial Centers and Parks
- B. Build a Connection Over the Railroad
- C. Ensure Bikeways Connect to Regional Amenities

MULTI-PURPOSE TRAILS



SHARROWS AND SIGNAGE



BIKE LANES



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LINK TO NEARBY PARKS - JACKSON PARK



Maple Heights has numerous subdivisions that were never fully built. The largest and most central of these is the area bounded by Waterbury, Thomas, Broadway, and Dalewood Avenues. With limited new construction occurring in Maple Heights and environmental constraints to development in the area, this area could be used as a park and greenway that could spur nearby housing development, new commercial on Broadway, and boost property values.

Potential Improvements

- A. Acquire Vacant Parcels to Assemble Park Space
- B. Partner with Non-Profits and the School District to ensure ongoing Safety for the Jackson Boulevard Trail from the High School to Bedford
- C. Develop Jackson Park Trails, Wetlands, and Passive Park Space
- D. Attract Housing Development along Thomas Street
- E. Support Park-Oriented and Walkable Commercial Development along Broadway Avenue

PASSIVE PARKS

Passive parks allow for the preservation of natural habitats while providing access to residents. At Jackson Park, improvements could include picnic areas and trails, while not disturbing much of the natural area.

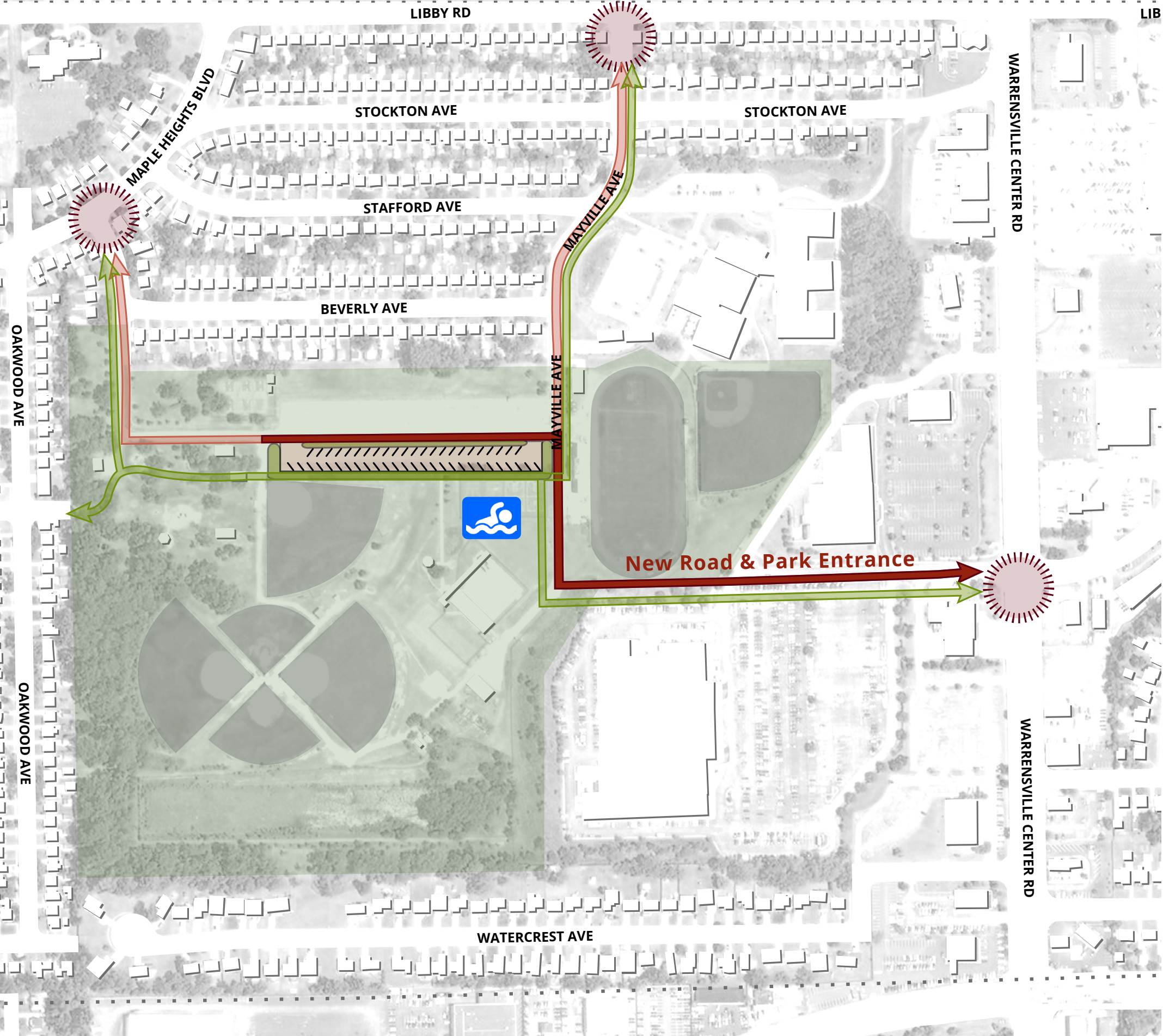


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LINK TO NEARBY PARKS - STAFFORD PARK



- Legend
- Trails
 - Existing Roads
 - Proposed New Road Entrance
 - Gateways

Stafford Park is the largest park in Maple Heights and includes many of the City's active recreation areas, such as ballfields, playgrounds, and Safety Town. With aging amenities and an oversized parking lot, the plan calls for reinvesting in the park, shrinking and improving the parking lot, adding trails and new road connections, and reopening the City pool when funds are available.

Potential Improvements

- A. Construct Trail Connections through the Park to Warrensville Center Road
- B. Construct a New Road Entrance Off Warrensville Center Road
- C. Repair Existing Park Amenities
- D. Add Gateways into the Park
- E. Shrink and Improve the Parking Lot
- F. Reopen the Pool as Funds become Available

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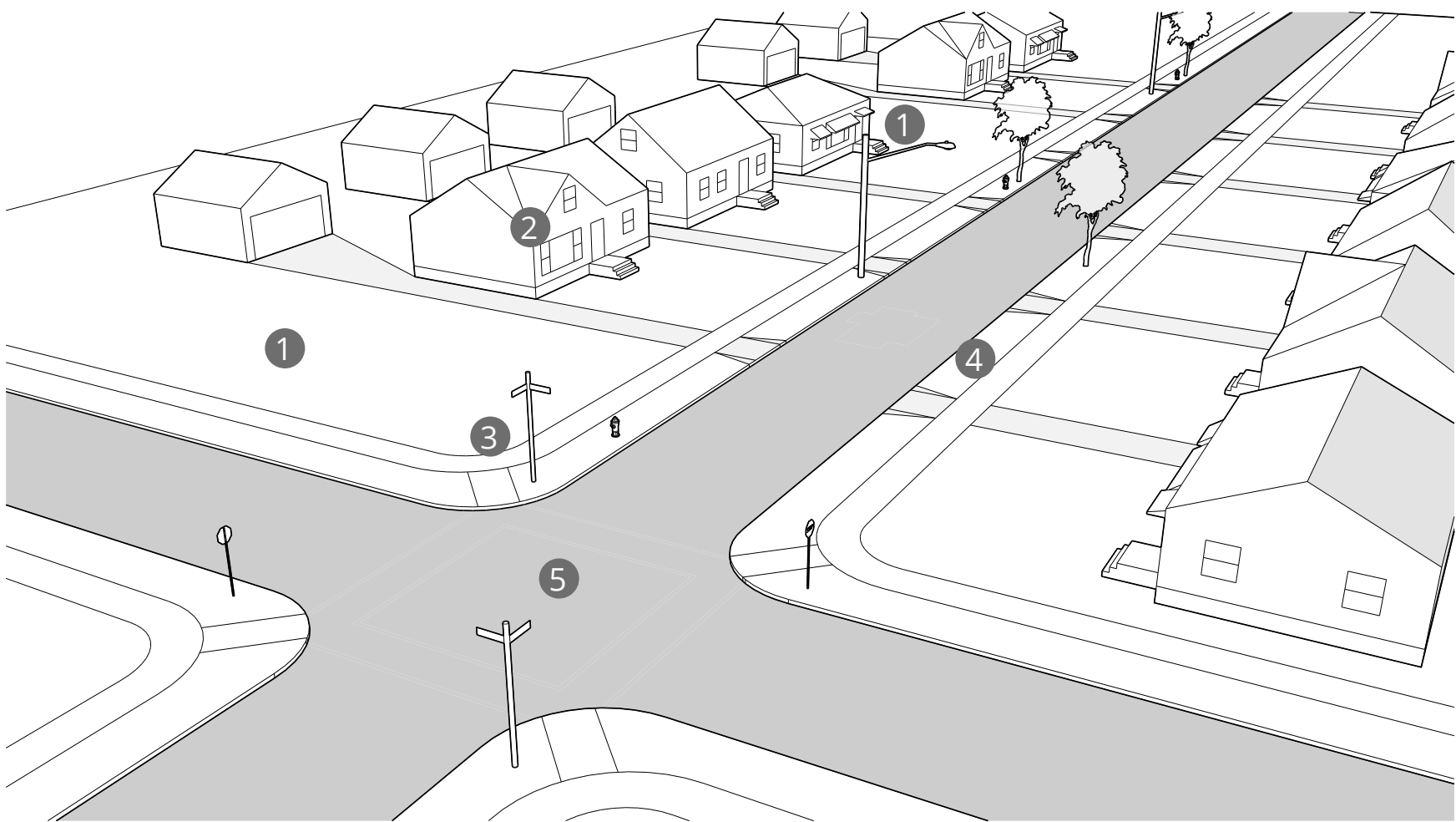
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COMMENTS

STRENGTHEN SURROUNDING RESIDENTIAL AREAS

Neighborhood—Before Improvement Program

- Legend
- 1 Vacant Parcels
 - 2 Older Home
 - 3 Street Sign
 - 4 Missing Street Tree
 - 5 Neighborhood Intersection



Neighborhoods in Maple Heights face a variety of conditions including vacancy, as well as positive indicators such as strong housing maintenance of certain properties. To facilitate meaningful neighborhood change, there should be neighborhood improvement programs that strengthen residential areas. A neighborhood improvement program should use multiple investments in a small area and short timeframe to change not only the look and feel of a neighborhood, but also the perception of residents and visitors.

Potential Improvements

- A. Develop a Neighborhood Improvement Program
- B. Engage Potential Partners and Resident Groups
- C. Select Target Neighborhood Streets for a Neighborhood Improvement Program

Neighborhood—After Improvement Program

- Legend
- 1 Infill Housing
 - 2 Replaced Street Light
 - 3 Home Renovations
 - 4 Pocket Park
 - 5 Hydrant Repainting
 - 6 Street Trees
 - 7 Sharrows and Signage
 - 8 Street Repairs
 - 9 Decorative Street Signs
 - 10 Improved Crosswalks



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ENHANCE INDUSTRIAL PARKS



The City’s industrial employment is concentrated in two areas bordering Dunham and Rockside and Rockside Road, just west of the railroad tracks. The City’s manufacturing and wholesale trade jobs account for one-fifth of all employment in Maple Heights, yet these industrial areas lack a coherent identity. To attract new development, these areas should have an improved physical appearance, development strategy, and brand.

Potential Improvements

- A. Name Industrial Parks
- B. Assemble Property Owners to Coordinate Investments
- C. Improve Streetscapes and Gateways
- D. Develop Employee Amenities such as Parks and Trails
- E. Promote Vacant Parcels for New Development

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