MAPLE HEIGHTS MASTER PLAN

PUBLIC MEETING #3
IMPLEMENTATION

May 31, 2018

County Planning Team

- Glenn Coyne, Executive Director
- James Sonnhalter, Manager, Planning Services
- Patrick Hewitt, Senior Planner
- Nichole Laird, Planner
- Jennifer Chandler, Planning Intern

- Master Plan Process Review
- Public Meeting #2 Results
- Implementation Tables
- Implementation Examples
- Maple Heights in Action
- 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 #2 RESULTS



AgendaPublic Meeting #2

- Presentation
- Question & Answer
- Activity
 - Place-Based Framework Components
 - Citywide Framework Goals

Participation

Meeting Attendance

- Approximately 30 residents, business owners, and public officials in attendance
- 42 written comments

Online Survey

• 12 responses

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 Up" by placing a dot in the green box. If you want to charge an action, tell us how! Write a comment on a sticky note on a place it in the grey box.

A distinct identity can bolster community pride and keep and attract 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 appropriate many polyphore.

networks among neighbors.

- A Hire qualified design professionals to develop a consistent City Action Steps - Branding
- B. Implement the brand by constructing gateway signs at minor Implement the brand by constructing gateway signs at minor and major entrances, enhancing infrastructure as roads are features identified in a branding scheme.

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- C. Undertake a campaign to foster community pride through media that community states a campaign to foster community pride through media. ... Undertake a campaign to toster community pride through m that portrays the positive aspects of living in Maple Heights.

trainings

THUMBS UP?

- 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. 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 problems of process. That empirate diversity

 G. Encourage neighborhood safety through block watches and safety





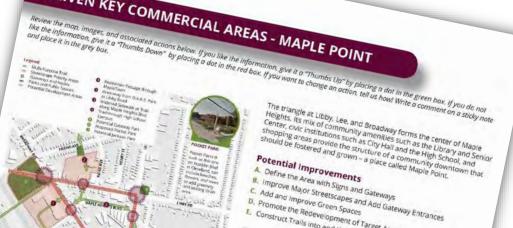
Do you like Goal 1: Foster Community Pride and Neighborhood Networks?



COMMENTS

PLACE-BASED FRAMEWORK COMPONENT 1

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 shooting areas growide the structure of a community downtown that Center, CMC institutions such as City Hall and the High School, and should be frequently and accommunity downtown that should be frequently and accommunity downtown that

snopping areas provide the structure or a community downte should be fostered and grown – a place called Maple Point. Potential Improvements

- A. Define the Area with Signs and Gateways
- 8. Improve Major Streetscapes and Add Gateway Entrances C. Add and Improve Green Spaces D. Promote the Redevelopment of Target Areas





THUMBS DOWN?





COMMENTS

"Thumbs Up" – "Thumbs Down"

Meeting and Online Survey Question

Respondents were asked:

"If you like the goal and actions, give it a Thumbs Up, if you don't like the goal and actions, give it a Thumbs Down. If you want to change it, tell us how."





Place-Based Components

Component 1: Enliven Key Commercial Nodes – Maple Point

Component 1: Enliven Key Commercial Nodes – Southgate

Component 1: Enliven Key Commercial Nodes – Turney-Dunham

Component 2: Improve Connections between Nodes and with the Region

Component 3: Develop Non-Motorized Connections

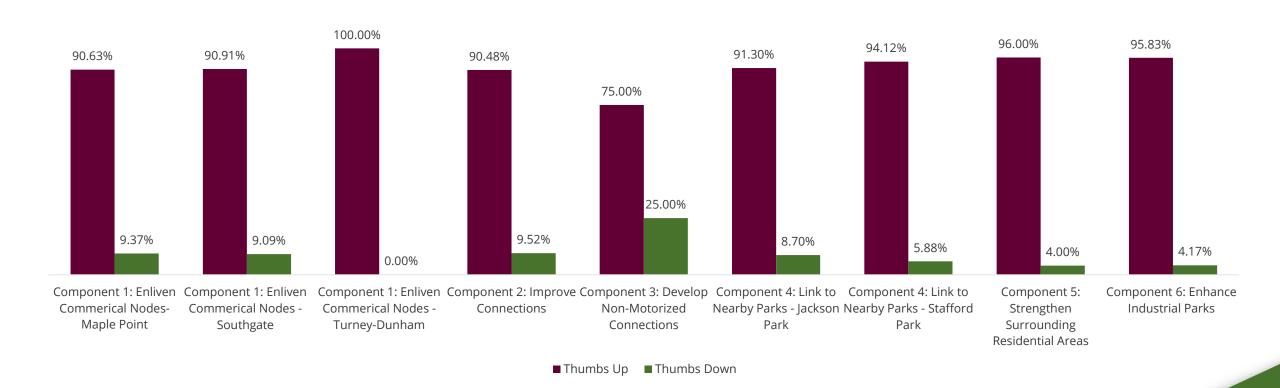
Component 4: Link to Nearby Parks – Jackson Park

Component 4: Link to Nearby Parks – Stafford Park

Component 5: Strengthen Surrounding Residential Areas

Component 6: Enhance Industrial Parks

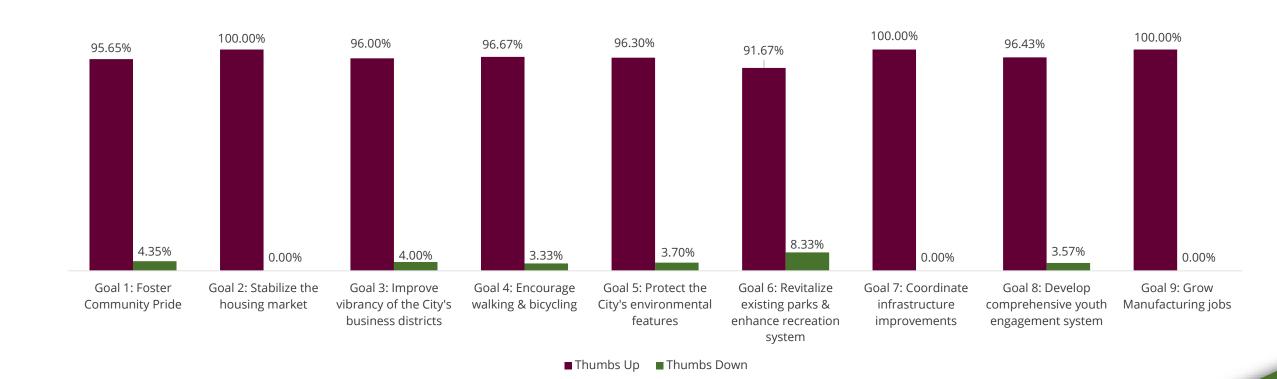
PLACE-BASED FRAMEWORK



Citywide Goals

- **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

CITYWIDE FRAMEWORK



Final Thoughts

Respondents:

- Are concerned about safety
- Like the concept of Community Engagement and bolstering Community Pride
- Would like more commercial/retail stores in the Southgate area
- More connections to regional parks

Responding to Feedback

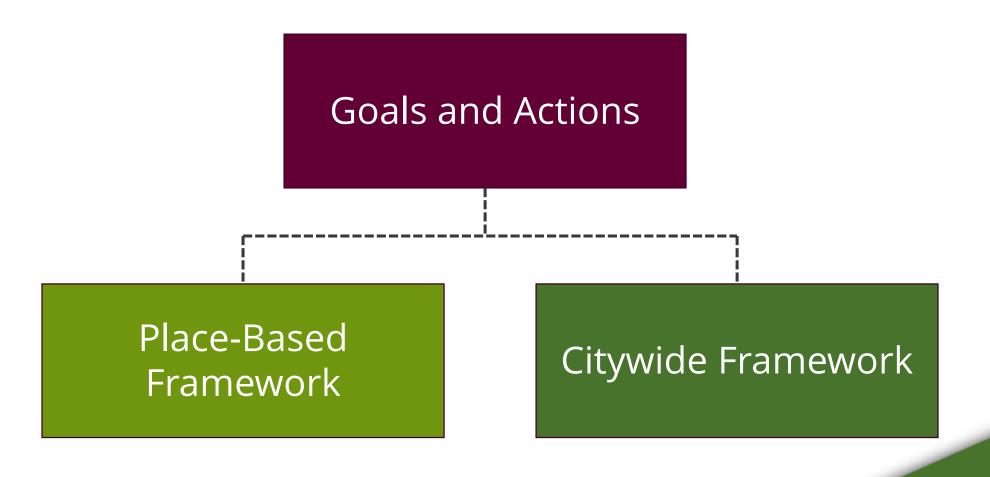
- Most goals and components left unchanged
- Major additions and changes:
 - Added language about safety of Jackson Park and the Jackson Boulevard Trail
 - Added language concerning commercial development adjacent to Jackson Park fronting Broadway Avenue
 - Added language about regional trail connections

THE IMPLEMENTATION TABLE

Implementing the Plan

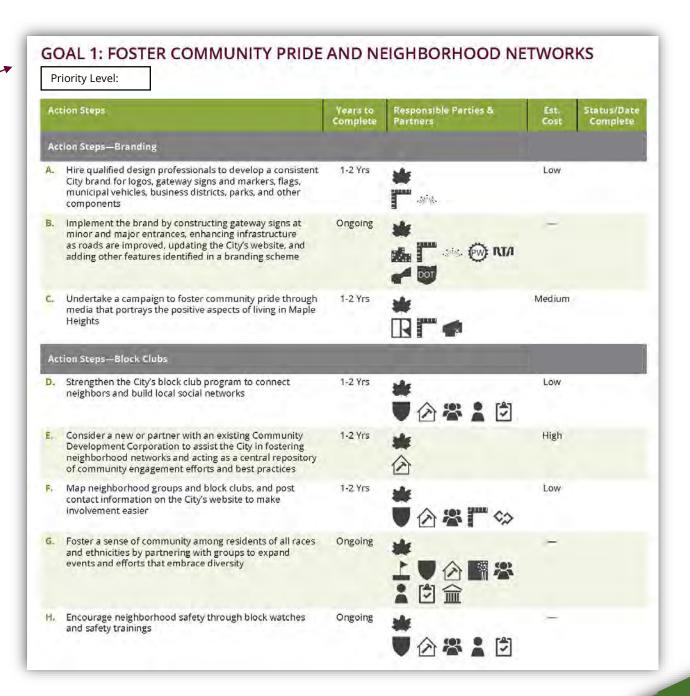
- Pick the top actions and assign personnel and organizations responsible for those actions
- Form a Plan Implementation Committee that meets quarterly to review progress
- Publish an Annual Results Report detailing accomplishments

Vision Principles

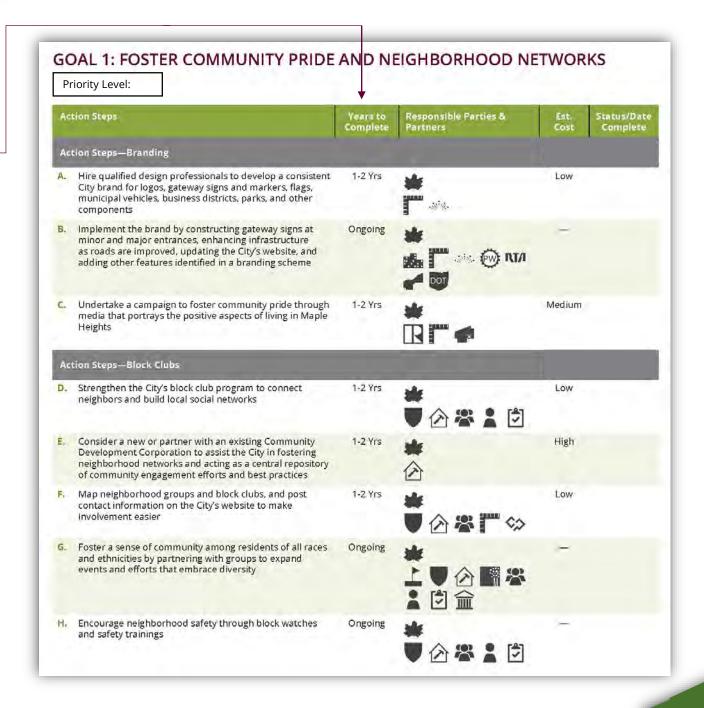


GOAL 1: FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS Priority Level: Responsible Parties & Years to Partners Cost Complete Complete Action Steps-Branding A. Hire qualified design professionals to develop a consistent Low City brand for logos, gateway signs and markers, flags, municipal vehicles, business districts, parks, and other components B. Implement the brand by constructing gateway signs at Ongoing minor and major entrances, enhancing infrastructure as roads are improved, updating the City's website, and MA PORTA adding other features identified in a branding scheme C. Undertake a campaign to foster community pride through 1-2 Yrs Medium media that portrays the positive aspects of living in Maple RT Action Steps—Block Clubs D. Strengthen the City's block club program to connect 1-2 Yrs Low neighbors and build local social networks ▼☆☆☆☆ High E. Consider a new or partner with an existing Community 1-2 Yrs 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 1-2 Yrs Low contact information on the City's website to make Involvement easier G. Foster a sense of community among residents of all races Ongoing and ethnicities by partnering with groups to expand events and efforts that embrace diversity 4個企り1 H. Encourage neighborhood safety through block watches Ongoing and safety trainings ♥ △ □ □

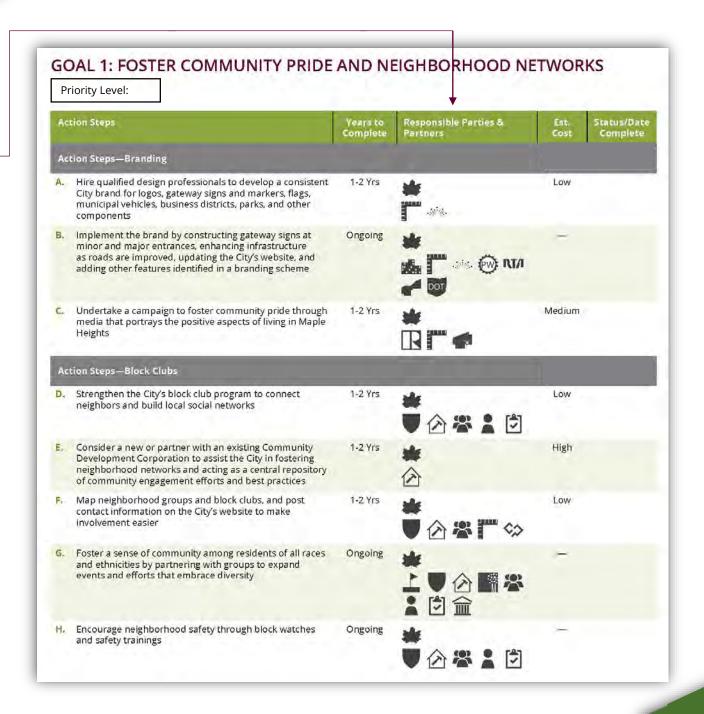
Goals and actions linked directly to previous document



How long it will take to accomplish this action



Existing groups, proposed organizations, and partners needed to accomplish the task

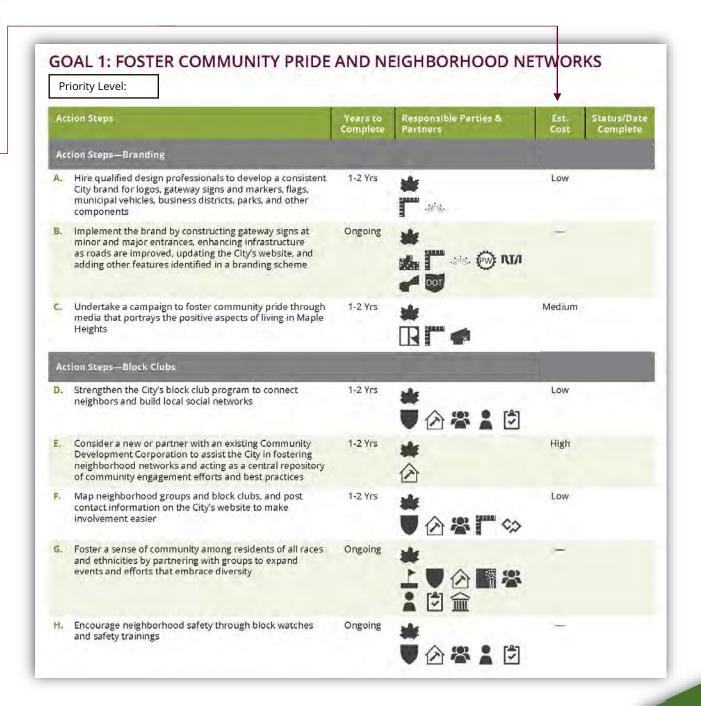


Existing groups, proposed organizations, and partners needed to accomplish the task

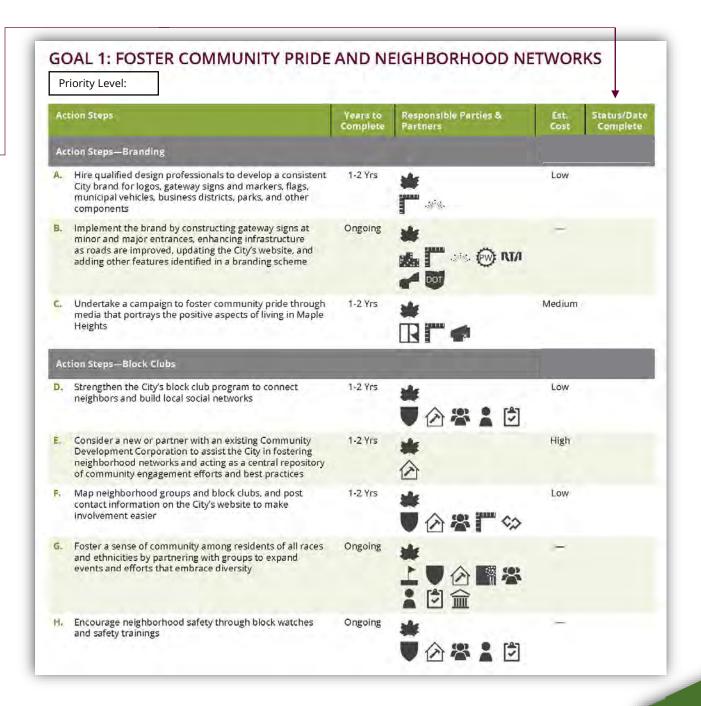
Links to a symbol legend



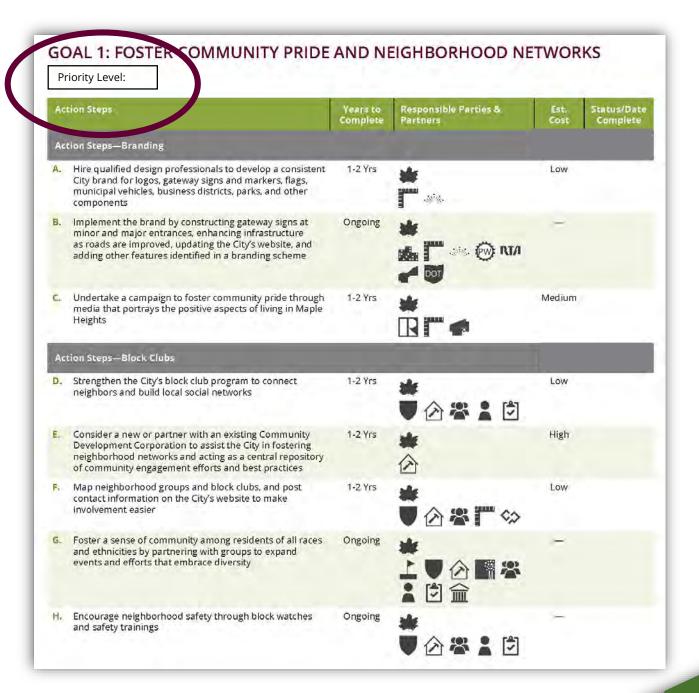
Relative cost of the action: Low – Medium – High



Space to describe status or mark an action as complete



Goal priority level



IMPLEMENTATION EXAMPLES

Implementation Examples

- City of Olmsted Falls
- City of Beachwood
- City of Euclid
- City of Cleveland Heights

City of Olmsted Falls Master Plan

Goal

• Encourage a sense of place

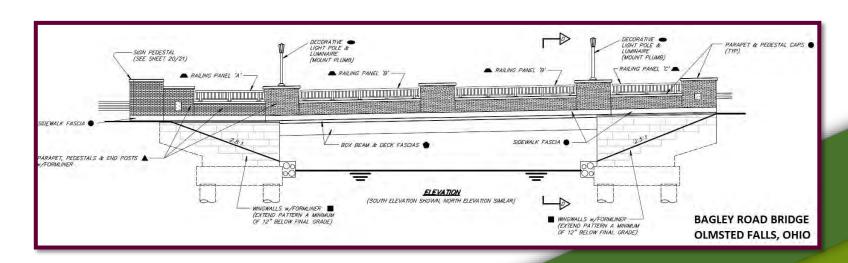
Action

- Invest in enhancements when infrastructure is constructed
- Construct community gateways using the City's new logo



Implementation

Replacing Bagley Road
 Bridge over Plum Creek in coordination with ODOT,
 NOACA, Cuyahoga County
 Dept. of Public Works, Ohio Turnpike and Infrastructure Commission



City of Beachwood Master Plan

Goal

Prioritize Investments to the Highest Needs

Action

• Develop a five-year capital improvement program

Implementation

- Master Plan Advisory Committee
- Committee that provides non-binding recommendations to the Mayor, City Council, and City Administrative Staff





Photos courtesy of City of Beachwood Marc Golub Photography

City of Euclid Master Plan

Goal

• Improve access to the lakefront via paths and connections that link all Euclid neighborhoods to this amenity

Action

 Construct trails from Euclid Creek that connect to Downtown Euclid and Sims park

Implementation

- East 222nd Street Rehabilitation
- Repair of collection system, replacement of water lines and of pavement with an anticipated completion date of May 2019





East 222nd Street - Conceptual Streetscape Plan



City of Cleveland Heights Master Plan

Goal

• Continue to forge partnerships with community groups to directly respond to unique local needs

Action

• Collaborate with community groups to accomplish the goals of the Master Plan

Implementation

- Worked with GIS students from Cleveland State University to:
 - Develop & update list of vacant spaces, potential businesses, and residential in-fill opportunities
 - Create a redevelopment strategy for investment in core strategy areas
 - Map police incident data to identify crime hotspots and target efforts



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.





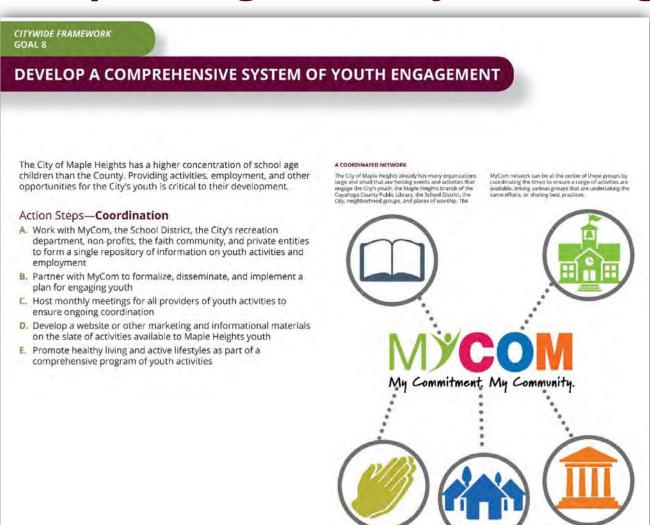
Photo courtesy of Cain Park alookaskance/cc license

MAPLE HEIGHTS IN ACTION

Maple Heights in Action

- City of Maple Heights: A MyCom Neighborhood
- Mini-park at the corner of Lee & Libby Roads
- Maple Heights SBA Performance Grant
- Homeowner Incentive Program
- Homeownership Program
- Stafford Park amenities & facilities upgrade
- Dunham Park-Metroparks Renovation

City of Maple Heights: A MyCom Neighborhood



City of Maple Heights: A MyCom Neighborhood



Provides engaging, educational and affordable opportunities in safe and supportive environments.

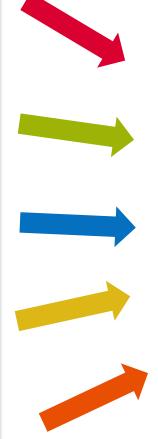
Navigates youth toward positive growth and their

true potential.

for quality youth

programs and neighborhood

involvement.



OUT-OF-SCHOOL TIME ACTIVITIES

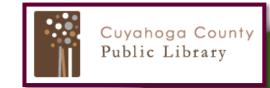
YOUTH EMPLOYMENT

TRANSITION SUPPORT

YOUTH ENGAGEMENT

ADVOCACY

MyCom advocates for the needs of children and youth through community education and policy work.



Lee Road & Libby Road Mini-Park



Mini-Park at Lee Road and Libby Road

Lee Road & Libby Road Mini-Park



Phase 1 of Libby Lee pocket park, funded in part by CDSG, Cuyahoga County Supplemental Grant.

Funds and project assistance also provided by the Akron Cleveland Association of REALTORS®, NEORSD, Cuy County Soil/ Conservation District, and the Mill Creek Watershed Partnership







Small Business Administration (SBA) Municipal Grant Program

CITYWIDE FRAMEWORK GOAL 3

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

- Update the City's Zoning Code to require more walkable development and allow a wider range of uses in Commercial Zoning Districts
- Improve landscaping standards for new commercial buildings to ensure adequate landscaping betwen 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
- Consider Tax Increment Financing to pay for physical improvements in business districts
- 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 MANAGEMEN

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 Olimsted 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.



Small Business Administration (SBA) Municipal Grant Program



Mayor Blackwell with County Executive Armond Budish (right) and Chief Economic Development and Business Officer, Ted Carter (left)

- A program that supports small business growth with financing to create jobs:
 - Maple Heights one of four communities awarded a \$150,000 Small Business Performance Grant from Cuyahoga County and the Small Business Administration

Renovated & New Businesses in Maple Heights

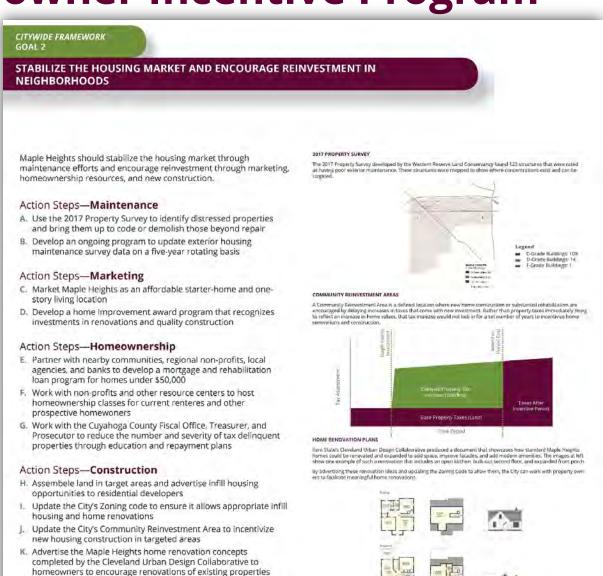
- Shoppers World at Southgate
- Save A Lot at Mapletown Center
- Renovated Mr. Chicken and McDonald's at Northfield Road

- Sides to go! BBQ
- Southgate Lanes
- Family Dollar at Turney-Dunham



Homeowner Incentive Program

 Partner with non-profits such as the Home Repair Resource Center to educate homeowners on repairs and renovations



Homeowner Incentive Program

Continued Owner Occupied Homeowner Incentive Program

- Promotes and encourages individuals to purchase and renovate residential properties
- Waives 100% of escrow requirement
- Corrects violations that resulted from point of sale inspection
- Purchaser has to occupy the property



Homeowner Ownership Program

- An initiative that will make vacant and distressed homes available for purchase by both owner-occupants and developers
- Brings investment to the City
- Stabilizes the local housing market
- Provides affordable DIY home purchase options
- In partnership with Slavic Village Development & Cuyahoga County Land Bank







Stafford Park Amenities & Facilities Renovations



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
- 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

- Expand and formalize existing partnerships with the faith community and other community groups to program City parks
- Work with neighboring communities to develop reciprocity agreements for recreational facilities
- 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 galbering spaces.

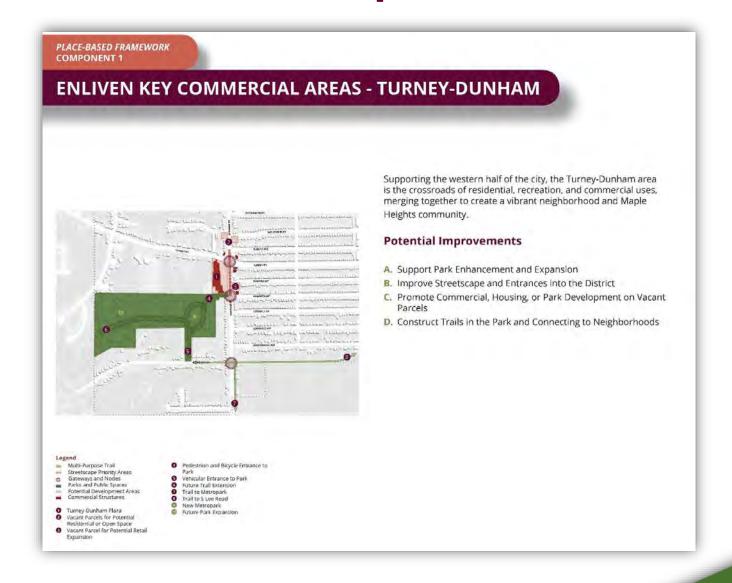


Stafford Park Amenities & Facilities Renovations





Dunham Park - Metroparks Renovation



Dunham Park - Metroparks Renovation





Dunham Park – Metroparks Conceptual Master Plan

Ms. Kelly Coffman, PLA Senior Strategic Park Planner Cleveland Metroparks kbc@clevelandmetroparks.com





Conceptual Master Plan

Dunham ParkBedford Reservation





Character Images

Dunham ParkBedford Reservation



GATHERING FEEDBACK

BUILDING ON PUBLIC INPUT

Public Meeting #1
 What are your goals and focus areas?

BUILDING ON PUBLIC INPUT

- Public Meeting #1
 What are your goals and focus areas?
- Public Meeting #2
 Do these actions and ideas accomplish your goals and improve the focus areas?

BUILDING ON PUBLIC INPUT

- Public Meeting #1
 What are your goals and focus areas?
- Public Meeting #2
 Do these actions and ideas accomplish your goals and improve the focus areas?
- Public Meeting #3
 Which goals and components are most important and should be undertaken first?

FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

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

- Action Steps branking

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 F. Map neighborhood groups and block clubs, and post contact
 information on the City's Website to make involvement easier

 Section Section (1)

 - Information on the City's website to make involvement easier

 5. Foster a sense of community among residents of all races and
 ethnicities by partnering with groups to expand events and efforts
 that embrace civersity
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 1. Encourage communications and entertain bloods underhanded expansi that embrace oiversity

 H. Encourage neighborhood safety through block watches and safety trainings



Review the above goal and its associated actions and images.

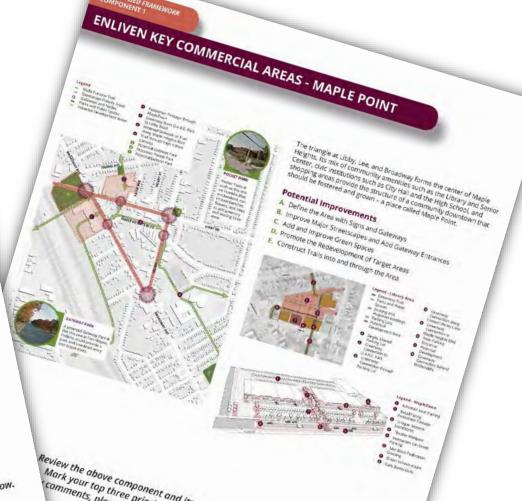
Mark your top three priorities for goals on your handout.

Mark your top three on sticky notes and place in the grey box below.

If you have any comments, please write them on sticky notes and place in the grey box below.

COMMENTS

PLACE-BASED FRAMEWORK COMPONENT 1



Review the above component and its associated actions and images.

Mark vour ton three priorities for components on vour handout. Review the above component and its associated actions and images.

Comments. Dlease Write them on sticky notes and place in the gr Mark your top three priorities for components on your handout.

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Place-Based Component or Citywide Goal

Description, Images, and Maps

Instruction

Comments

PLACE-BASED FRAMEWORK
COMPONENT 1

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

Review the above component and its associated actions and images.

Mark your top three priorities for components on your handout.

If you have any comments, please write them on sticky notes and place in the grey box below.

COMMENTS

PRIORITIZE THE PLAN

- The Plan has many goals and components
- We need your input on which are most important to you so that we can include priorities in the document
- All actions will remain in the Plan, but priorities help identify which actions should be started first

Citywide Goals

Place-Based Components

IMPLEMENTATION PRIORITY

Rank your top three (3) Citywide Goals based on priority using the numbers 1, 2, and 3 below (with number 1 being the highest priority).

Citywide Framework	Rank Here
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	

Rank your top three (3) Place-Based Components based on priority using the numbers 1, 2, and 3 below (with number 1 being the highest priority).

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Component 4: Link to Nearby Parks - Jackson Park	
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Component 5: Strengthen Surrounding Residential Areas	
Component 6: Enhance Industrial Parks	

Please leave your voting sheet in the box at the sign-in table or hand it to a representative from County Planning.

Citywide Goals

Place-Based Components

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Goal 9: Grow manufacturing jobs	3

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Please leave your voting sheet in the box at the sign-in table or hand it to a representative from County Planning.

RANK YOUR TOP THREE CORE GOALS

RANK YOUR
TOP THREE
COMPONENTS

Citywide Goals

Place-Based Components

IMPLEMENTATION PRIORITY

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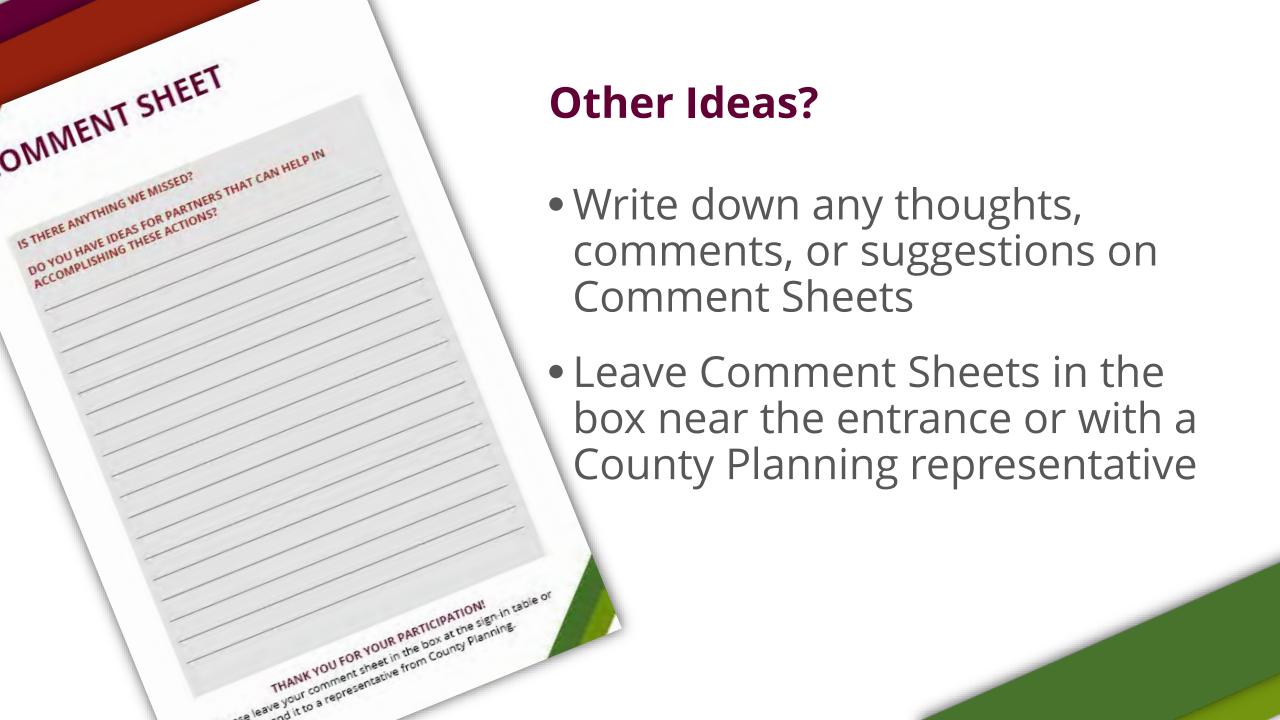
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Goal 5: Protect the City's critical environmental features	
Goal 6: Revitalize existing parks and strategically enhance the City's recreation system	
Goal 7: Coordinate infrastructure improvements	1
Goal 8: Develop a comprehensive system of youth engagement	
Goal 9: Grow manufacturing jobs	3

Rank your top three (3) Place-Based Components based on priority using the numbers 1, 2, and 3 below (with number 1 being the highest priority).

Placed-Based Framework	Rank Here
Component 1: Enliven Key Commercial Nodes - Maple Point	1
Component 1: Enliven Key Commercial Nodes - Southgate	
Component 1: Enliven Key Commercial Nodes - Turney - Dunham	
Component 2: Improve Connections between Nodes and with the Region	3
Component 3: Develop Non-Motorized Connections	
Component 4: Link to Nearby Parks - Jackson Park	
Component 4: Link to Nearby Parks - Stafford Park	
Component 5: Strengthen Surrounding Residential Areas	2
Component 6: Enhance Industrial Parks	

Please leave your voting sheet in the box at the sign-in table or hand it to a representative from County Planning.

PLACE YOUR COMPLETED FORM IN THE BOX BY THE DOOR



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/MaplePM3Survey

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The survey will close June 7, 2018

WHAT'S NEXT?

Draft Master Plan

We will update the implementation tables with your input

The information, documents, and feedback from previous meetings will be combined into a single draft Master Plan document

Plan Presentation Late Summer 2018

 We will present the draft Master Plan document to the Planning Commission and City Council

Planning Commission and City Council can review and adopt the Master Plan according to their internal schedule

Master Plan Updates

Plan Website

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

Write us an email!

Any additional comments, please email nlaird@cuyahogacounty.us

Thank you!

Questions about the Planning Process?

We will take 5-10 minutes to answer now



FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE