



MAPLE HEIGHTS MASTER PLAN

PREPARED BY THE CUYAHOGA COUNTY PLANNING COMMISSION
ON BEHALF OF THE CITY OF MAPLE HEIGHTS

ADOPTED JANUARY, 2019



Acknowledgments



County Planning

CUYAHOGA COUNTY PLANNING COMMISSION

2079 East 9th Street
Suite 5-300
Cleveland, OH 44115

216.443.3700
www.CountyPlanning.us
www.facebook.com/CountyPlanning
www.twitter.com/CountyPlanning

ABOUT COUNTY PLANNING

The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.

PLANNING TEAM

Glenn Coyne, FAICP, *Executive Director*
Patrick Hewitt, AICP, *Senior Planner*
Nichole Laird, *Planner*
Kevin Leeson, *Planner*
Dan Meaney, GISP, *Manager, Information and Research*
Michael Mears, PLA, *Senior Planner*
Marionette Richardson-Scott, MPA, JD, *Principal Planner*
James Sonnhalter, *Manager, Planning Services*
Robin Watkins, *Geographic Information Systems Specialist*

Jennifer Chandler, *Planning Intern*
PJ Ginty, *Planning Intern*
Olivia Helander, *Planning Intern*
Kayla Kellar, *Planning Intern*
Patrick McMahon, *Planning Intern*
Nate Weyand-Geise, *Planning Intern*



CITY OF MAPLE HEIGHTS

Annette M. Blackwell, Mayor
5353 Lee Road
Maple Heights, Ohio 44137

216.662.6000
www.CityMapleHeights.com

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Stafford L. Shenett, Sr., *Ward 1 Councilmember*
Toni Jones, *Ward 2 Councilmember*
Ebony Miller, *Ward 3 Councilmember*

Terry Woody, Sr., *Ward 4 Councilmember*
Tanglyn Madden, *Ward 5 Councilmember*
Sharri Thomas, *Ward 6 Councilmember*
Edwina Agee, *Ward 7 Councilmember*

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Pastor David McKenzie
Devin Nelson
Linda Vopat
Andrea Wilson
Wendy Worthing

• Mayor Annette M. Blackwell •

City Of
MAPLE HEIGHTS



Home of the
Maple Heights
Mustangs
2010
Division II
State Champions



OUR THANKS

A special thank you to all the residents, groups, public officials, business owners, and community representatives that participated in the Master Plan process. Your input at public meetings, online surveys, interviews, and one-on-one conversations ensured that this document included the thoughts, opinions, hopes, and goals of those who call Maple Heights home.

Thank you especially to those members of City Council and the Steering Committee that dedicated their time, energy, and expertise in crafting a Plan for the City.

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Veronica Dantzler

Kathleen Edley
Adam Griffith
Pastor David McKenzie
Desmond Motley
Devin Nelson
Linda Vopat
Rev. Gregory Walker
Wendy Worthing

INTERVIEWEES

Christopher Alvarado, *Slavic Village Development*
Kelly Coffman, *Cleveland Metroparks*
Edward Hren, *Chagrin Valley Engineering*
Dr. Charles Keenan, *Superintendent, Maple Heights City Schools*
Mike Kubek, *NOACA*

Brenda Pryor, *MyCom*
Amy Snell, *GCRTA*
Melissa Thompson, *NOACA*
Linda Vopat, *Director of Human Services, City of Maple Heights*
Rachel Webb, *NEORS*

Finally, a special thank you to Remington College for opening their facility for our Steering Committee and Public Meetings.

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COMMUNITY VISION PRINCIPLES

PAGE 31

← The Vision Principles are the foundation of the Plan and are the basis for all the Goals & Actions.

GOALS & ACTIONS

← The Goals & Actions are the way to achieve the Vision Principles. They are broken into Place-Based and Citywide Goals & Actions.

PLACE-BASED FRAMEWORK

PAGE 35

↑ The Place-Based Framework outlines the Goals & Actions that are tied to specific areas of the City.

CITYWIDE FRAMEWORK

PAGE 75

↑ The Citywide Framework outlines Goals & Actions that are general and apply Citywide.



1. Introduction

WELCOME TO THE MASTER PLAN

The Maple Heights Master Plan is a collection of community aspirations that aim to inspire and guide City officials and residents as they move the community into the future. By writing down these aspirations, we memorialize the hopes of the Maple Heights community and, importantly, we outline the steps necessary to achieve our goals.

The Maple Heights Master Plan examines the current conditions throughout the City to develop a profile of demographic trends that are shaping the City today. This helps to determine which trends should be fostered for the future and which need to change. These trends and the input of the public help determine the vision for the future that is outlined in the Master Plan. This vision is uniquely tailored to the community of Maple Heights and residents' goals for the future.

Based on the current conditions, input, and vision for the future, the Master Plan outlines specific steps that can be taken Citywide and in focus areas to deliver the changes residents wish to see. These ideas range from small changes that can improve daily life in Maple Heights, to large changes that will take time to implement.

With actions in hand, the Maple Heights Master Plan outlines specific steps that can be taken to move the City forward.

The Maple Heights Master Plan is the beginning of this process of transformation. It is intended to guide changes over many years. Only with the dedicated work of residents, business owners, and City staff can the Master Plan's goals be achieved. Together, we can work to create a greater Maple Heights.

INTRODUCTION

- History of Maple Heights, page 10
- What is a Master Plan, page 12
- Public Involvement, page 14
- Previous Plans, page 16
- Planning Context, page 20

1.1 HISTORY OF MAPLE HEIGHTS

EARLY HISTORY

Present day northeastern Ohio was a part of the Connecticut Western Reserve, land claimed by the state of Connecticut after the American Revolutionary War. The land was sold to the Connecticut Land Company in the late 1790s and divided into Townships and the City of Cleveland by surveyor Moses Cleaveland. The first known settler in the area was Benjamin Fitch in 1813. The area which is now Maple Heights was the Maple Grove area of Bedford Township, established in 1832, until it incorporated in 1915. The community incorporated to avoid annexation by Bedford Village. Maple Grove and Maple Heights were named for the area's many maple trees.

CITY ESTABLISHMENT

Maple Heights incorporated as a village in July of 1915 with approximately 1,000 residents and the same boundaries that define it to this day. A Mayor-Council form of government was established in June of 1930. On January 1, 1932, the Village incorporated as a City after a significant population increase to more than 5,000 residents as a result of eastern European immigration to Cleveland spreading south. This included many immigrants from Italy, Poland, the Czech Republic, Hungary, and France.



The original Maple Heights school house now contains the Maple Heights Historical Society and Museum.

Source: Maple Heights Historical Society and Museum

RAILROAD HISTORY

Maple Heights became a prime location for industry after the Cleveland & Pittsburgh Railroad was built through the area in 1849 as well as the Connotton Valley Railroad in 1881. The Akron, Bedford, & Cleveland interurban line also ran through Maple Heights from 1895 to 1932. Industry expanded after Dunham Road was built in 1827 and connected to the Ohio and Erie Canal. This included a variety of companies from Aluminum Smelting & Refining Co. and Jones and Laughlin Steel to Lempco Industries, an auto manufacturing company, and Kraft Foods.



The Mapletown Theater opened in November 1949 and expanded in the following decades. It anchored the larger Mapletown Shopping Center. The now-closed theater remains part of the Mapletown complex.

Source: CinemaTreasures.org user Jeterga

POST-WAR BOOM

An increase in shopping centers followed the end of World War II in Maple Heights. Mapletown Shopping Center was constructed in 1947 at the intersection of Libby and Broadway, followed by Southgate Shopping Center in 1955. At the time, it had 44 stores but grew to 86 stores by 1961. Both retail areas still exist today.

Population boomed during this time as well, growing from around 6,500 residents in 1940 to 15,500 in 1950. By 1960, the population had more than doubled again to approximately 31,500 residents. The residents of Maple Heights were historically of eastern European descent, but over the course of the past 35 years or so the population has shifted to be majority African-American.

MAPLE HEIGHTS TODAY

Since the end of the Post-War boom, Maple Heights has struggled to maintain prosperity. Southgate Shopping Center lost two of its department stores and has seen minimal investment since a new K-Mart opened in 1978. The City's

housing stock has also aged as new development has moved to greenfields outside the land-locked space of Maple Heights.

Despite the struggles associated with a built-out community and the remnants of the housing crisis of 2008, Maple Heights' retains many of the economic attractors that made it successful in the first place. The City's railroads still actively move freight and goods throughout the region and nation, its housing stock is affordable and attractive, and its location along major highways makes the City easily accessible. While difficulties remain, the City's strong fundamentals can be built upon for new development in the 21st Century.



The Southgate Shopping Center opened at the corner of Libby and Warrensville Center Roads in 1955 with 44 stores before expanding to 86 stores in 1961.

Source: Maple Heights Historical Society and Museum



"Envision" Cleveland, in partnership with Hope Alliance Bible Church, volunteering to clean Safety Town and the Stafford Park basketball courts in 2018.

Source: City of Maple Heights

1.2 WHAT IS A MASTER PLAN

WHAT IS A MASTER PLAN

A Master Plan is a policy guide created by the City of Maple Heights in collaboration with residents, business owners, stakeholders, and interested groups. It is a long-term Plan for how the community wants to grow and develop in the future, and it is intended to look five to ten years out.

Generally, a Master Plan inventories what exists today, outlines a community's vision for the future, and describes concrete action steps to achieve that vision. Developing a Plan gives the community an opportunity to provide input on the general direction of the City. It prepares residents and business owners for changes, shapes future development, and gives a competitive advantage when applying for grants and funding.

Residents are encouraged to use the Master Plan to see what changes may occur in their neighborhoods and assist implementation by developing community groups or volunteer organizations to support it. Business owners are encouraged to use the Master Plan to find where the City is focusing business expansion efforts, and to see what land may be available. The City is encouraged to use the Master Plan when deciding what infrastructure investments to make, or what grants to apply for. These are substantive ways that members of the community can use the Master Plan to guide their decisions.

MASTER PLAN AND ZONING

The Master Plan is particularly related to land development because it provides a guide for how the community would like to see new uses arranged and developed. While the Master Plan describes potential land use changes, it does not alter any zoning or regulations. Existing zoning remains the same until the City or a property owner seeks to change zoning through a rezoning or an update to existing City codes.

The Master Plan also cannot consider every potential future scenario. The Community Vision section is intended to outline the principles that should guide the character of future development and action even when it is not specifically addressed in the Master Plan.

The graphic below showcases some of the key features that differentiate Master Plans from Zoning Ordinances.

MASTER PLAN

- A GENERAL POLICY FOR FUTURE GROWTH
- DESCRIBES RECOMMENDATIONS FOR WHAT SHOULD HAPPEN IN THE FUTURE
- INCLUDES BROAD RECOMMENDATIONS THAT CAN BE UNDERTAKEN BY THE CITY, RESIDENTS, OR PARTNERS
- A FLEXIBLE DOCUMENT THAT IS INTENDED TO BE INTERPRETED AS CONDITIONS CHANGE

VS

ZONING ORDINANCE

- SPECIFIC RULES FOR DEVELOPMENT
- DESCRIBES WHAT IS AND WHAT IS NOT ALLOWED TODAY
- INCLUDES MANDATORY REGULATIONS ON DEVELOPMENT THAT ARE ENFORCED BY THE CITY UNLESS SPECIFICALLY WAIVED
- RELATIVELY RIGID SET OF REGULATIONS THAT CAN ONLY BE CHANGED BY A LEGAL PROCESS

PHASES OF THE MASTER PLAN

The Master Plan for Maple Heights was grouped into five phases, shown at right. These phases are described in more depth below:

- **Current Conditions:** In this phase, we developed a demographic, land use, and housing overview of Maple Heights
- **Community Vision:** In this phase, we outlined a vision for how the community wants to grow and develop in the coming decade
- **Goals & Actions:** In this phase, we outlined specific steps that can be taken to achieve the community's desired future
- **Implementation:** In this phase, priorities, timelines, and responsibilities were attached to each action to show how to accomplish them
- **Master Plan Document:** In this final phase, the previous components were combined and completed into a final Master Plan document

PROCESS



CURRENT CONDITIONS



COMMUNITY VISION



GOALS & ACTIONS



IMPLEMENTATION



MASTER PLAN DOCUMENT

1.3 PUBLIC INVOLVEMENT

The Master Plan process included numerous opportunities for public involvement to ensure that the Plan reflected the concerns, ideas, and priorities of residents and business owners. Each phase of the process included the involvement of City staff and the public.

INVOLVED GROUPS

The planning process involved the input of two groups: the Steering Committee and the public. These groups reviewed the Master Plan at various phases to ensure the goals and recommendations in the Plan fit what the community would like to see.

The Steering Committee was comprised of a small group of residents, business owners, and stakeholders that represented a cross-section of the City. The public included any interested residents or parties that wanted to be involved in the process. Each group met throughout the planning process, with three Public Meetings that covered the most important parts of the Plan.

The inclusion of these groups was important in confirming that the data, ideas, and policies to be presented were appropriate for Maple Heights. The involvement of the Steering Committee also assisted in identifying areas of the Plan that should be presented to the public for further feedback.

PUBLIC MEETINGS AND ONLINE FEEDBACK

The Maple Heights Master Plan included three Public Meetings throughout 2017 and 2018 to allow community members the opportunity to provide input on the Plan recommendations. A summary of the three meetings is provided on the following page.

Meeting information was posted on the City's website, announced at City Council meetings, posted on social media, and distributed to various groups and mailing lists.

Following each meeting, a link was provided to an online survey mirroring the activity at the Public Meeting. Each survey was open for at least a week to allow those unable to attend the meeting to participate.

USING THE RESULTS

County Planning used the results from the Public Meetings to make changes to the Master Plan. After presenting information to the public, the Master Plan documents were changed and updated to incorporate feedback from the public.

At the second and third Public Meetings, County Planning presented the results of the previous Public Meetings and showcased the changes that were made to ensure the public was aware of how the Plan was responsive to their comments.



Approximately 46 comments were left at the first Public Meeting, which was held at Remington College.

Source: County Planning

PUBLIC MEETINGS



PUBLIC MEETING #1

CURRENT CONDITIONS AND COMMUNITY VISION
DECEMBER 5, 2017

At the first Public Meeting, representatives from County Planning introduced residents to the planning process, presented Current Conditions information, and gave an overview of the Community Vision Principles and focus areas. Members of the public were asked to review boards that included Vision Principles, focus areas, and major corridors. Residents were invited to say what they liked or wanted to change about each.



PUBLIC MEETING #2

GOALS & ACTIONS
MARCH 22, 2018

At this meeting, County Planning described the results of the first Public Meeting, introduced components of the Place-Based Framework, and outlined the goals of the Citywide Framework. Residents were asked to place a dot on each goal or component indicating if they gave the ideas a “Thumbs Up” or a “Thumbs Down.” If residents wanted to change a proposal, they were asked to write down their suggestions.



PUBLIC MEETING #3

IMPLEMENTATION
MAY 31, 2018

At the final Public Meeting, County Planning presented changes to the Place-Based and Citywide Frameworks from the previous meeting and introduced the implementation tables. Residents were then given a voting card and asked to rank their top three Place-Based components and top three Citywide goals in order to help the City prioritize action. Attendees were also given the opportunity to write down comments on boards and voting cards.



1.4 PREVIOUS PLANS

1999 MASTER PLAN

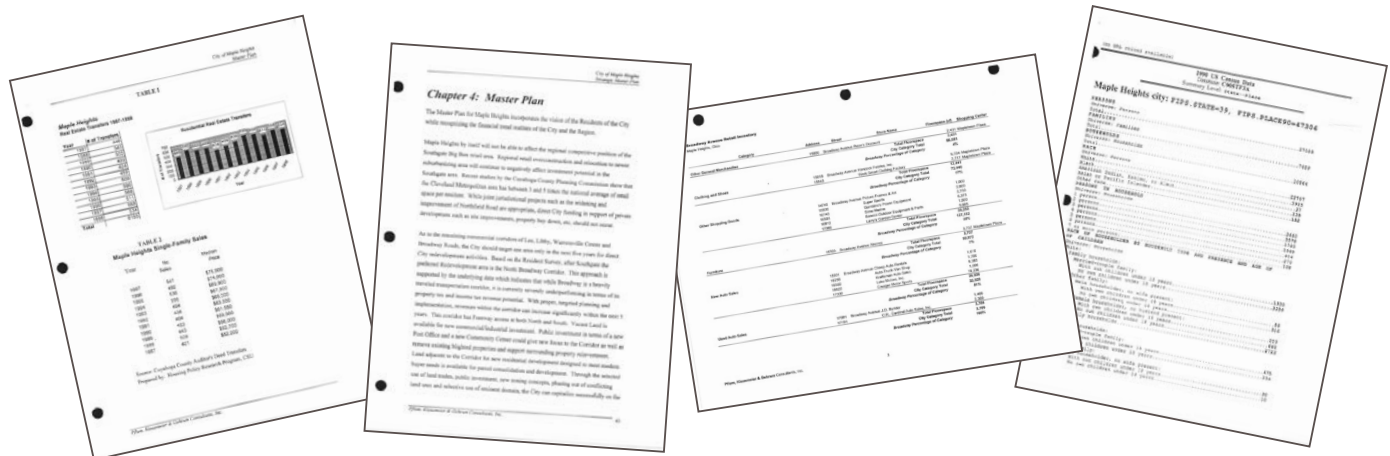
The 1999 City of Maple Heights Master Plan was completed by PKG Group as a Strategic Economic Development Plan. Through a community survey, an analysis of data, and the results of a series of sub-committees on particular topics, the Master Plan outlined a vision for Maple Heights: “This vision is one of an economically strong community of quality residential diverse neighborhoods, vibrant safe neighborhood and commercial districts, and continued high level of community pride and identity.”

To accomplish this vision, the Plan identified eight Citywide goals and recommendations, which are listed here:

- Increase the revenue generation potential in the City of Maple Heights
- Increase the percentage of regional housing market investment
- Enhance public participation in the Maple Heights community
- Guide specific, desired investment to appropriate areas in the City
- Create through public investment a new “City Center” in Maple Heights
- Improve transportation safety, accessibility, and pedestrian-friendly environment in the City
- Increase achievement of sound, consistent investment by updating the City of Maple Heights Planning and Zoning Code based on the principles of ‘Concept Area’ performance standards
- City of Maple Heights should acquire through purchase, donation, or eminent domain specific parcels for redevelopment for specific end-users in key target areas

Based on the goals of the 1999 Master Plan, the City identified six concept areas where specific land use actions were outlined. The Master Plan noted that development and efforts needed to be concentrated in areas, especially the Broadway corridor, in order to maximize public investment. The Broadway Avenue Corridor was a special focus of the Plan as it was intended to become a new “City Center” for Maple Heights. Through an updated streetscape, storefront renovations, and investments in public buildings, planners aimed for Broadway to become a Downtown for the community.

Some of the recommendations from the 1999 Master Plan were accomplished, some remain relevant, and others are no longer necessary. In terms of new codes, the City was successful in developing a Broadway Corridor Overlay; however, the updating of codes was not successful in developing a truly vibrant Broadway Corridor. Many of the recommendations related to neighborhoods remain important as housing market changes have left many areas struggling with property maintenance issues. Recommendations for Southgate USA were based on the need to improve infrastructure around the shopping center. As the shopping area ages, more intensive changes may be necessary in the future. These and other recommendations from the 1999 Master Plan were part of the analysis and policy recommendations for the current Master Plan.



CONCEPT AREAS

The 1999 Master Plan identified Land Use Concept Areas that outlined desired types of land uses and development goals for each of the areas. For each concept area, the Plan described the area and provided key goals and recommendations. A summary of those recommendations follows:

Residential Core Neighborhoods: Need for improved overall aesthetics, increased greenspace, continued reinvestment, strengthened connections to business districts, an updated zoning code to allow cluster housing, and utilization of existing programs for residential property rehabilitation and land-banking.

Southgate USA Retail Core: Need for development of high-traffic and freeway-oriented commercial use, continued promotion and revitalization through investment, and improved transportation safety and accessibility.

Retail Corridor Target Areas—Warrensville Center, Northfield, and Lee/Libby Roads: Need for improved transportation safety and accessibility, development of high-traffic and freeway-oriented commercial use, continued reinvestment in commercial areas, an updated zoning code establishing commercial lot sizes, required landscape buffers to residential neighborhoods, and strengthened connections between business districts and residential neighborhoods.

Neighborhood Retail Centers: Need for continued reinvestment in commercial areas and strengthened connections between business districts and residential neighborhoods.

Office, Industrial, and Institutional Campuses: Need for improved overall aesthetics and industry compatibility, an updated zoning code to establish industrial lot sizes and permit high-traffic office/industrial campus uses and modernized industrial practices, brownfield cleanup, an established task force to consider reuse of vacant industrial space, required minimum jobs per acre for development and tax abatement programs, and increased greenspace utilizing railroad right-of-way.

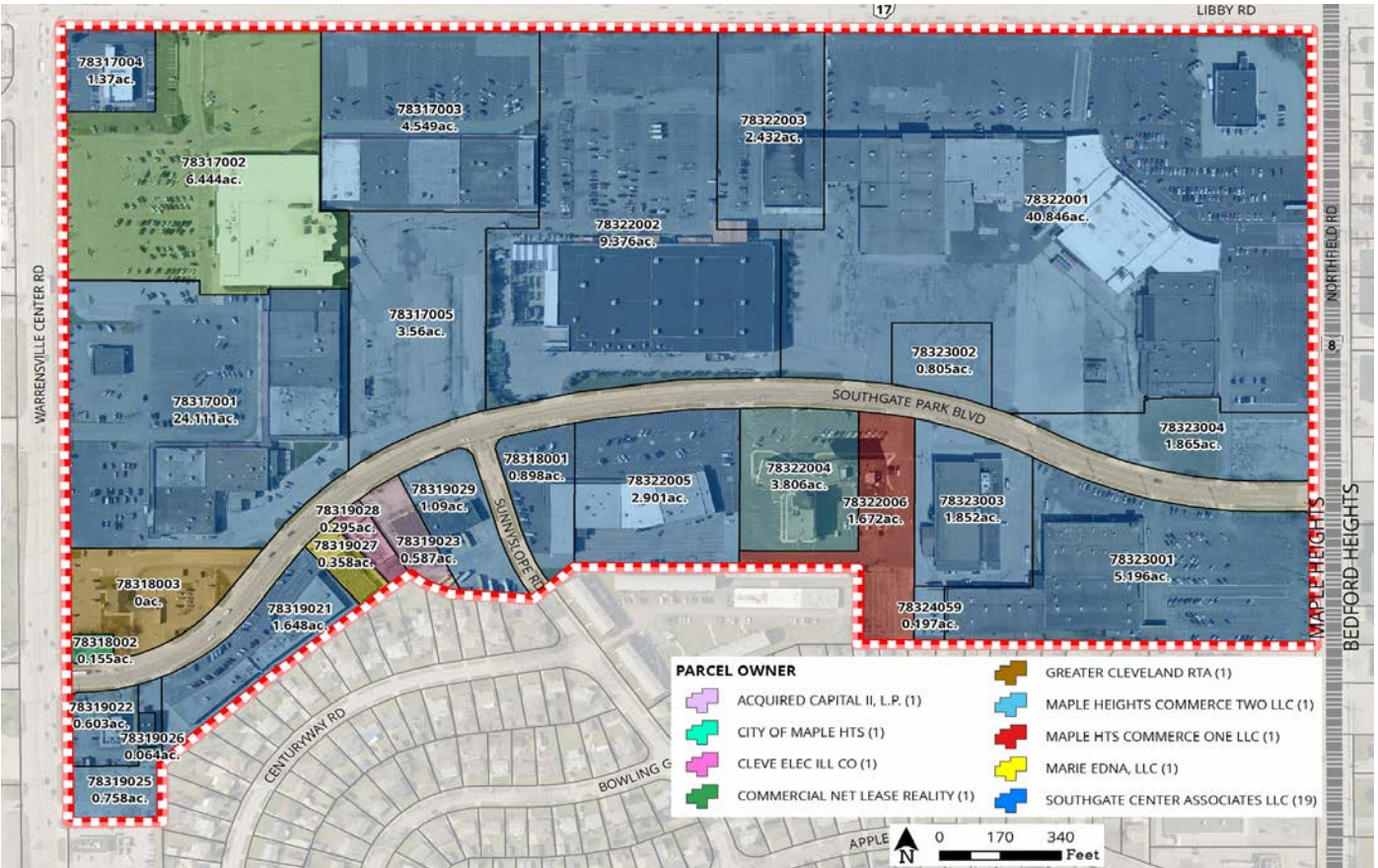
Broadway Avenue Corridor: Need for improved overall corridor aesthetics and industry compatibility, strengthened connections between business districts and residential neighborhoods, increased public investment to build the City Center, continued reinvestment in commercial areas, updated zoning to permit high-traffic office/industrial campus uses, increased greenspace and landscape buffers to residential neighborhoods, investment in appropriate areas of the corridor, and improved income and property tax generation potential in the corridor.

FIRST SUBURBS SITE PROFILE: SOUTHGATE SUMMARY

In 2016, the First Suburbs Consortium engaged County Planning to create site profiles of eight malls and development sites located in First Suburb communities. Southgate USA in Maple Heights was one of those selected sites.

The Southgate site profile described the existing conditions of the site, including topics such as current tenants, parcel ownership, utility availability, transportation access, and zoning. The profile also provided demographic information and detailed employment and workforce data within 15-, 30-, and 60-minute drive times.

The profile revealed a number of important findings for planning the future of Southgate. Unlike some shopping areas, a majority of the Southgate USA site is owned by a single entity, it is zoned almost entirely for commercial use, and has a major transit hub and access to various GCRTA bus routes. These physical attributes are important considerations for attracting new development opportunities at Southgate.



The Southgate USA Shopping Center is almost entirely owned by a single entity, making holistic development easier.

Source: County Planning

BROADWAY TRADE AREA MARKET PROFILE

The 2017 Broadway Trade Area Market Profile project was undertaken by LISC MetroEdge to provide information on the types of retail needed along Broadway Avenue.

The market profile defined a trade area, as follows, for the purposes of analysis: the area bounded by I-480 to the north, Rockside Road to the south, State Route 8 to the east, and Turney Road to the west. The intersection of Broadway and Libby Roads lies at the center. The study included a demographic profile of this area as well as an analysis of the existing retail to determine the extent to which current retail establishments are meeting the needs of residents.

Major findings of the study included determinations that Maple Heights had a clear concentration of Motor Vehicle and Parts Dealers and a lack of food service and drinking options, clothing and clothing accessories stores, and health and personal care locations.

1.5 PLANNING CONTEXT

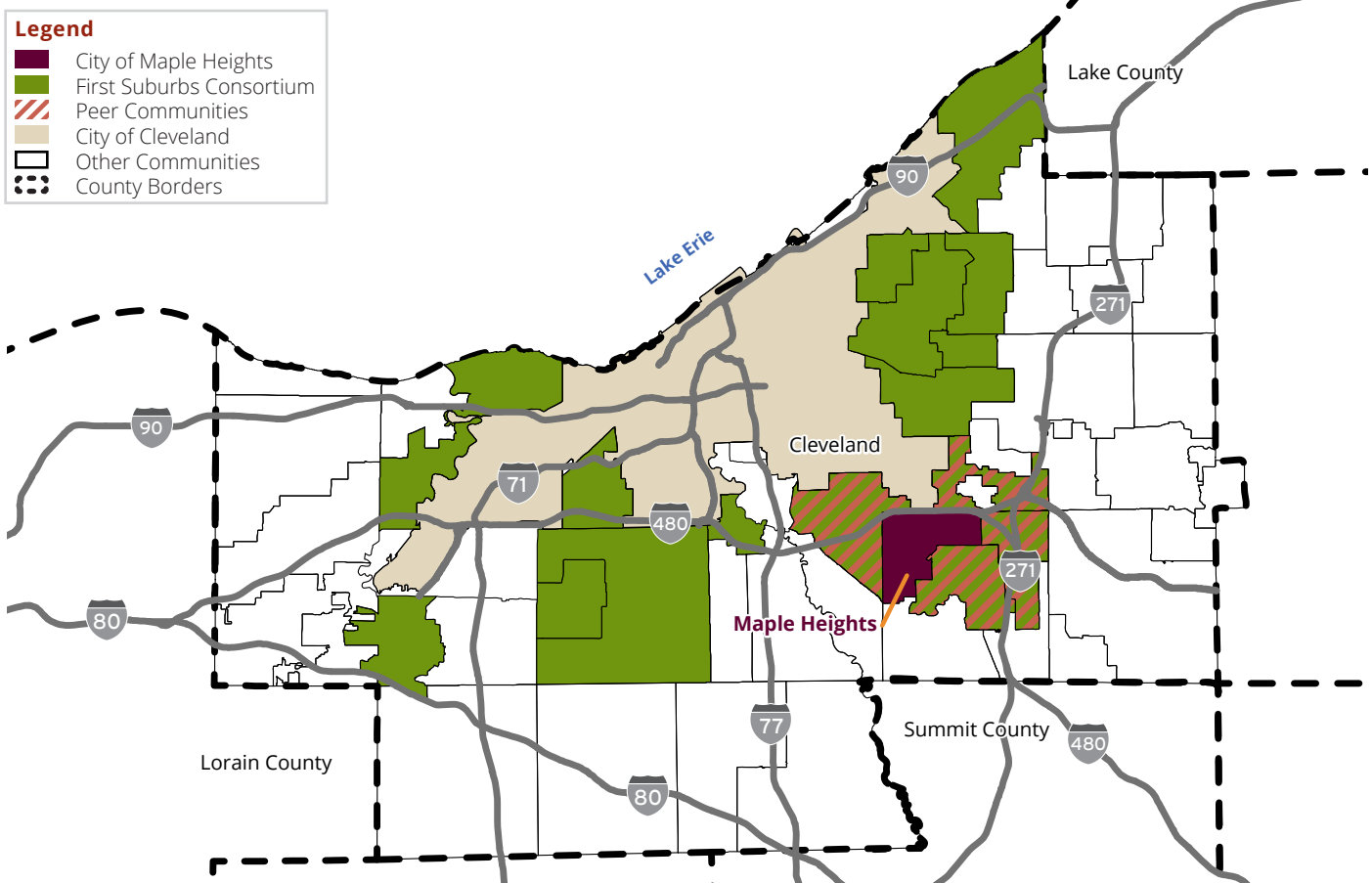
REGIONAL CONTEXT

The City of Maple Heights is shown in purple on the map below. Maple Heights is located in the southeast corner of Cuyahoga County and borders Cleveland, Garfield Heights, Walton Hills, Bedford, Bedford Heights, and Warrensville Heights.

The map below shows in green the members of the First Suburbs Consortium, a group of communities that were mostly built out prior to 1960 and which are located in close proximity to Cleveland. These communities share common characteristics due to their development patterns. Maple Heights is included as a member of the First Suburbs Consortium.

The map also showcases four peer communities: Garfield Heights, Bedford, Bedford Heights, and Warrensville Heights. These peer communities border Maple Heights and are particularly good comparisons for the City as they are located in the same section of the County and share many of the same characteristics.

Map 1 — Regional Context

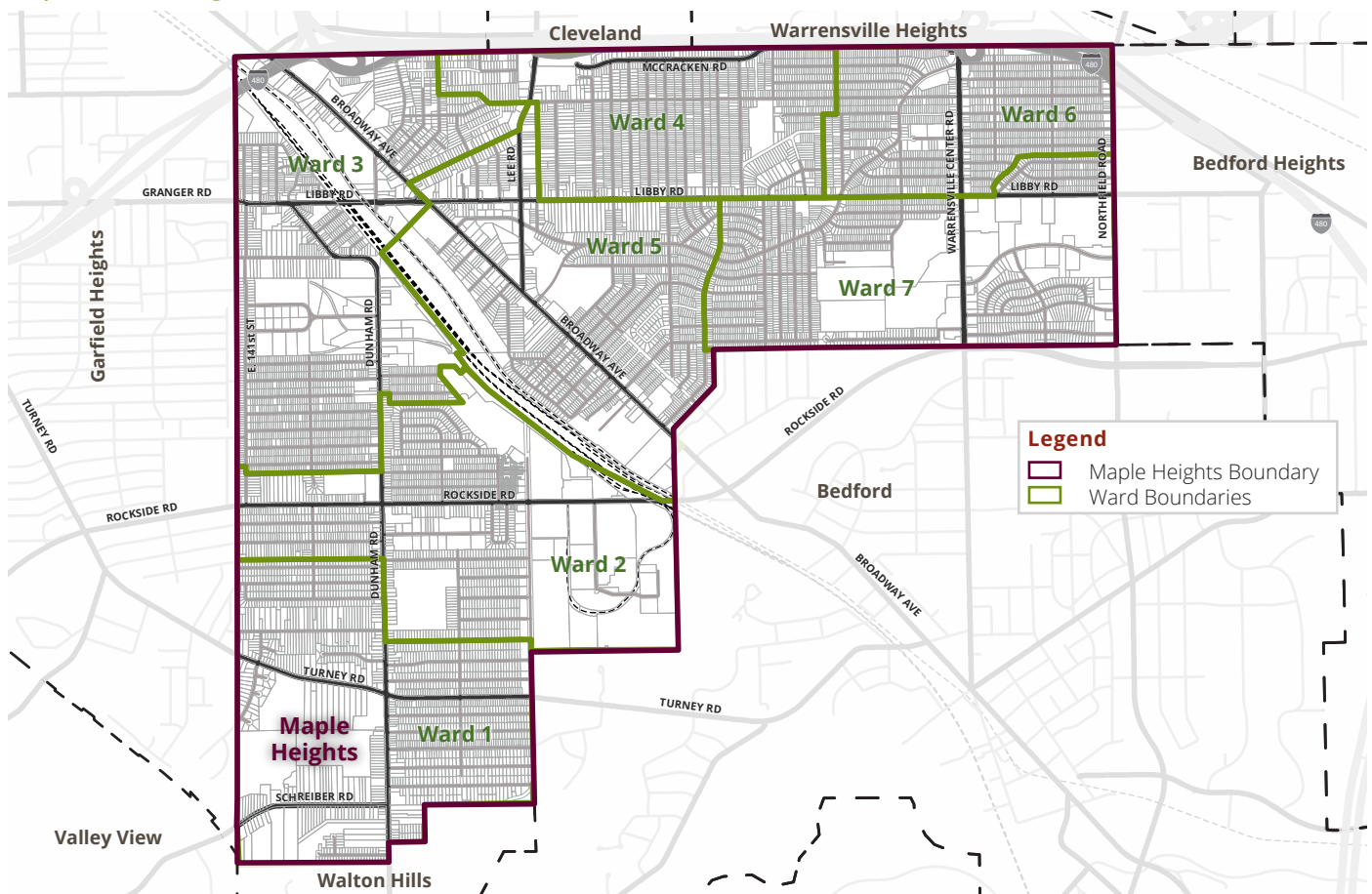


CITY CONTEXT

The City of Maple Heights is shown in the map below. Interstate 480 largely forms the City's northern border, Northfield Road forms the eastern border, and East 141st Street forms a majority of the western border. The City's southern border juts in and out along various roads and municipalities. The City is bisected by rail lines that run diagonally through the City center, parallel to Broadway Avenue.

The City of Maple Heights is grouped into seven City Council wards. Wards 1 and 2 are located in the southeastern section of the City, west of the Norfolk & Southern Railroad. Wards 3 and 5 straddle Broadway Avenue. Wards 4, 6, and 7 lie to the northeast.

Map 2 — Planning Context





2. Current Conditions

WHATS INSIDE

Many factors affect a community's future, including population and housing trends, income and tax revenues, proximity to transit, and natural features. These elements are important in establishing a baseline for what exists today, what challenges must be addressed, and what opportunities may arise.

County Planning completed an in-depth analysis of current conditions and an overall assessment of trends in Maple Heights. The data in the Current Conditions section comes from numerous sources, including the U.S. Census American Community Survey, Cuyahoga County, the US Postal Service, the Cuyahoga County Planning Commission, and the City of Maple Heights. The complete assessment is available in the appendices, but this section includes an overview of the most pertinent data and most significant trends in Maple Heights.

HOW DO I USE IT?

The Current Conditions section gives a baseline understanding of the community. This data was used to inform the Master Plan's goals and actions. You can use this information to get a better understanding of community issues and opportunities.

CURRENT CONDITIONS

- Current Conditions Overview, page 24
- Key Findings, page 25

2.1 CURRENT CONDITIONS OVERVIEW

The Current Conditions document covered more than three dozen topics including demographics, housing, land use, and transportation data. The full Current Conditions findings are available as an appendix, but an overview of major findings is provided here.

POPULATION

- Maple Heights' **total population has fallen** in the past 30 years. Since a peak population of 34,093 in 1970, the population has fallen 34.1% to 22,792 in 2015.
- While the population has fallen, **the total number of households has remained fairly steady**, falling only 6.1% since 1970. This indicates that population loss has come as a result of smaller households, and less as a result of fewer households.
- While population has fallen overall, certain age groups are increasing. The **population of young adults has increased** by 26.1% in the five years between 2010 and 2015, while the populations of children and working age adults have decreased.

HOUSING AND INCOME

- The **median household income in Maple Heights is lower than the County average** and has fallen between 2010 and 2015.
- Homeownership rates have fallen from 76.3% to 64.1% between 2010 and 2015, but **homeownership rates are higher than the County average**.
- While Maple Heights and the Northeast Ohio region were hit hard by the Great Recession and housing crisis, home prices have begun to rebound. Between 2014 and 2018, **home sales prices in the City increased by 18%**.

TRANSPORTATION

- **Vehicle ownership in Maple Heights has been falling**, which is consistent with smaller household size and increase in young adults. The number of households that own one or no vehicles has increased 6.2% between 2010 and 2015, while the number of households owning two or more vehicles has decreased.
- **Transit coverage in Maple Heights is very good** during the work day, with four bus routes that run through the City. Outside of working hours and on weekends, bus frequency is much lower, making travel difficult for families without access to a vehicle.
- The City does not have any bike lanes or trails, but a number of larger planning studies have identified corridors in Maple Heights as being **regionally important bike connectors**.
- **Norfolk Southern's Cleveland Intermodal Terminal** is located in Maple Heights. This high capacity rail yard can be an asset for manufacturers or shippers that need access to rail transportation.

LAND USE

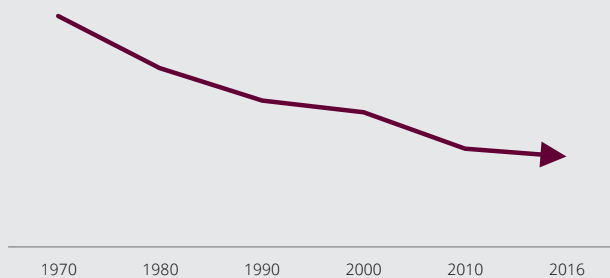
- Maple Heights has a large manufacturing sector, with almost **13% of total land in the City used for industrial purposes**. This can provide opportunities for employment and income for residents.
- The **number of trees in Maple Heights is low** compared to Countywide averages. Trees can reduce heating costs, limit flooding, and improve residential property values when present.
- The City of Maple Heights is mostly built-out with housing, commercial, and industrial uses; however, **9% of City land remains vacant**. A number of these vacant areas are undeveloped residential subdivisions that could be development opportunities in the future.

2.2 KEY FINDINGS

POPULATION

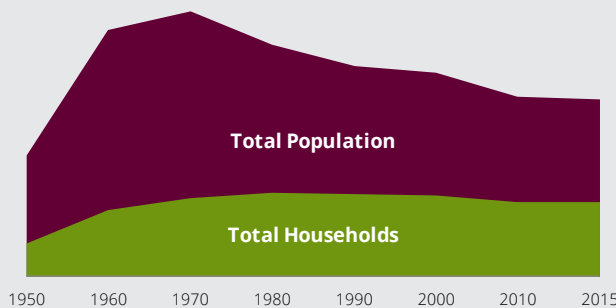
THE CITY'S POPULATION HAS FALLEN 34.1% SINCE 1970...

Maple Heights' population peaked in 1970 at 34,093 residents before falling 34.1% to 22,792 in 2015. This loss in population mirrors population changes in other built-out communities in Cuyahoga County, which generally peaked in the 1970s after which little new land was available.



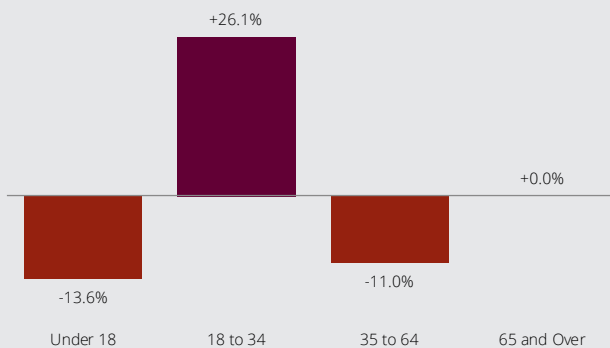
...BUT MOST POPULATION LOSS IS BECAUSE OF SMALLER HOUSEHOLDS

While Maple Heights' population has fallen significantly since 1970, the total number of households has remained relatively stable. The City has lost only 6.1% of its households compared to 34.1% of its population, meaning that the vast majority of population loss has been as the result of smaller households.

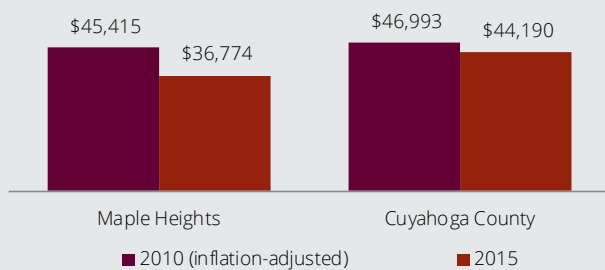


THE NUMBER OF YOUNG ADULTS HAS INCREASED RAPIDLY

Between 2010 and 2015, the City's total population fell 3.3%, but the population of young adults aged 18 to 34 increased 26.1%. This equates to an increase of 1,150 young adults while every other age group remained the same or decreased.

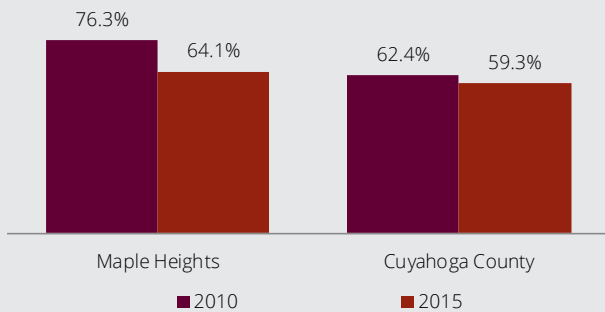


HOUSING & INCOME



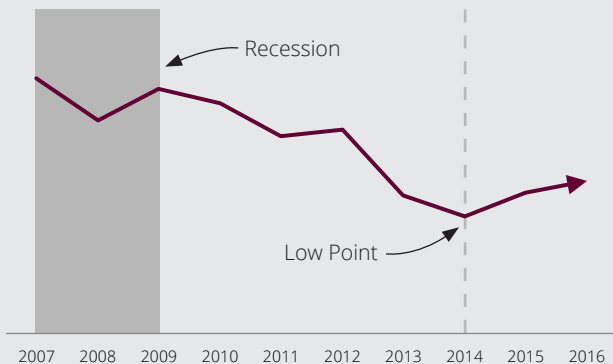
MEDIAN HOUSEHOLD INCOME IS FALLING

Median household income has fallen in Maple Heights in both raw numbers and when adjusted for inflation. It has fallen at a rate that is faster than the County as a whole and has major implications on the ability of residents to maintain their homes or support retail.



HOMEOWNERSHIP RATES ARE HIGH BUT DECREASING

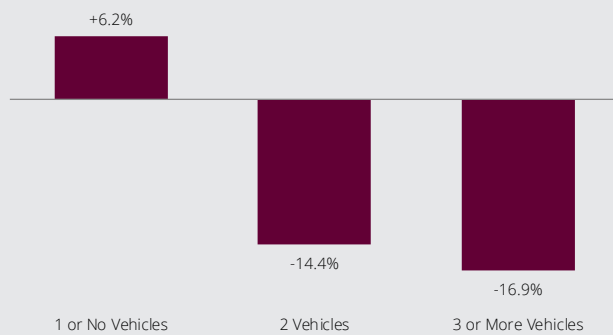
The homeownership rate in Maple Heights has fallen more than ten percentage points since 2010, but remains significantly higher than the County as a whole. This high level of homeownership allows residents to realize equity so long as home values rise.



HOME SALES PRICES ARE SLOWLY REBOUNDED

Home prices in Maple Heights and the region were heavily hit by the Great Recession and resulting economic restructuring. Prices in Maple Heights have still not recovered; however, they have begun to stabilize and rebound. Between 2014 and 2016, home sales prices increased by 18%.

TRANSPORTATION



MORE HOUSEHOLDS OWN JUST A SINGLE VEHICLE OR OWN NO VEHICLES

Since 2009, the number of households that own just a single car or do not own any vehicle has increased by 6.2% while households with two, three, or more vehicles have decreased. This increase in households with few vehicles has significantly outpaced increases in the County, Peer Communities, and First Suburbs.



AFTER 7 PM, BUSES ONLY ARRIVE ONCE AN HOUR

TRANSIT IS CHALLENGING OUTSIDE OF RUSH HOUR

Maple Heights has good transit coverage with four routes crossing the City, but there is an area around East 141st Street and Rockside Road where there are no RTA Routes within a ½ mile walk. In addition, the bus frequency on all routes is usually 30 - 45 minutes. The frequency decreases to 1 hour on all routes after 7:00p.m. daily, and on weekends. This makes travel difficult for families with no or few vehicles.

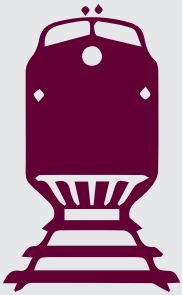
TRANSPORTATION

MAPLE HEIGHTS HAS
0 MILES
OF BIKE TRAILS OR LANES

THE CITY HAS NO BICYCLE FACILITIES

There are currently no bike lanes or trails in Maple Heights despite the number of households without a vehicle. There are limited paths at Kerruish Park just across the border in Cleveland where biking might be suitable, but these paths are largely recreational.

The Northeast Ohio Areawide Coordinating Agency (NOACA) identifies a high demand for bike travel in Maple Heights, and also identifies the Broadway Corridor as a priority bikeway. Likewise, the County Greenways Plan has identified a number of proposed routes through the City.

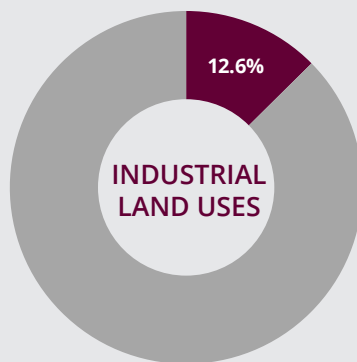


**NORFOLK SOUTHERN'S
INTERMODAL FACILITY IS
ALONG ONE OF THE NATION'S
HIGHEST-FREQUENCY RAIL
CORRIDORS**

NORFOLK SOUTHERN'S INTERMODAL FACILITY COULD BE AN ECONOMIC ENGINE

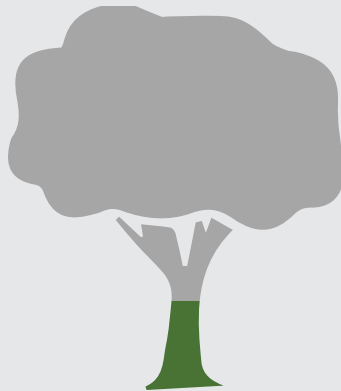
The Norfolk Southern Intermodal Facility parallel to Broadway is along one of the highest-frequency rail corridors in the nation. The ability of manufacturers and shippers to use this facility could provide an incentive for development within Maple Heights. As such, the intermodal facility should act as an economic engine for the City of Maple Heights.

LAND USE



THE CITY HAS A STRONG INDUSTRIAL BASE

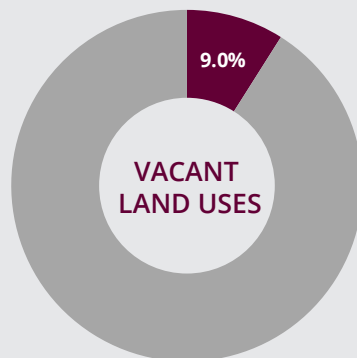
Industrial land use in Maple Heights accounts for approximately 13% of the total land use, the third largest land use category after residential and institutional. In a 'bedroom community' such as Maple Heights, industrial land can provide major property tax and income tax revenue for the City and the School District.



**ONLY 23.2% OF
MAPLE HEIGHTS
HAS AN INTACT
TREE CANOPY**

TREE CANOPY COVERAGE IS AMONG THE LOWEST IN THE COUNTY

The percentage of Maple Heights' land area that is under an intact tree canopy is 23.2%, one of the lowest tree canopy percentages in Cuyahoga County. The County's average tree canopy coverage is 37.6%, but nearby communities such as Bedford Heights, Garfield Heights, and Warrensville Heights have similar tree canopies to Maple Heights.



VACANT LAND CAN PROVIDE DEVELOPMENT OPPORTUNITIES

Vacant land can provide a number of opportunities for economic revitalization, development, or civic opportunities. Maple Heights has a number of larger vacant parcels within its office and industrial districts, as well as large, undeveloped residential subdivisions that could act as economic engines to grow the population, increase the City's tax base, or provide park space.



3. Community Vision

WHATS INSIDE

This section covers the eight Citywide Vision Principles identified through the Current Conditions analysis and input from residents and community stakeholders. Vision Principles cover a wide range of topics, describing how a community and its residents would like to get around, where they would like to recreate, how they would like to interact with government, and what types of new investments they would like to see. These principles are described in broad descriptions of how the community would like to look and function in five to ten years.

HOW DO I USE IT?

The Community Vision section describes the desired future for Maple Heights. The statements should be used as the basis for undertaking future actions and to evaluate whether specific actions or projects meet the goals of the Master Plan.

The Vision Principles are the foundation for all of the Goals & Actions that are proposed in the Plan.

COMMUNITY VISION

- Vision Principles, page 32



3.1 VISION PRINCIPLES

The Current Conditions analysis and feedback from City staff, regional agencies, and Steering Committee members were combined to identify major issues and opportunities in Maple Heights. These were formulated into a series of Vision Principles, listed below, that describe a future Maple Heights. These Vision Principles are the foundation for all the Plan's recommendations.



1 HIGH-QUALITY NEIGHBORHOODS — A COMMUNITY OF ATTRACTIVE HOMES

Maple Heights will be a community of stable, safe, and well-maintained neighborhoods consisting of quaint streets and attractive homes



2 DIVERSE HOUSING — A COMMUNITY WITH HOUSING OPTIONS

Maple Heights will be a community with a high level of homeownership in diverse housing types, with designs and amenities that allow families to live and grow in the City



3 COMMUNITY ENGAGEMENT — A COMMUNITY OF FRIENDS AND NEIGHBORS

Maple Heights will be one community with strong and inclusive networks of neighbors that provide open lines of communication, provide opportunities for the City's youth, and empower all residents to be involved



4 POSITIVE IDENTITY — A COMMUNITY WITH PRIDE

Maple Heights will be a community that believes in itself, values its diversity, and promotes its unique characteristics to residents and the region



5 COMPLETE TRANSPORTATION NETWORK — A COMMUNITY WITH TRANSPORTATION OPTIONS

Maple Heights will be a community with a complete and cohesive network of roads, sidewalks, trails, and transit routes that work together to provide safe and sustainable connections to parks, schools, business districts, and regional employment centers



6 GREAT PARKS — A COMMUNITY WITH A COHESIVE PARK SYSTEM

Maple Heights will be a community with an array of small and large parks that act as safe community destinations that include green features, promote healthy lifestyles, and have active programming



7 COMMERCIAL VIBRANCY — A COMMUNITY OF PROSPEROUS BUSINESSES

Maple Heights will be a community of successful businesses that meet local demand and contribute to welcoming, walkable, and attractive business districts



8 ECONOMIC GROWTH — A COMMUNITY WITH QUALITY JOBS

Maple Heights will be a business-friendly community that supports its industrial base and builds upon existing manufacturing and transportation assets to attract and grow employment opportunities



4. Goals & Actions: Place-Based Framework

WHATS INSIDE

The Place-Based Framework section describes the core strategy for how Maple Heights should prioritize actions in the coming years. The section includes a map of the overall framework and then specific descriptions of each framework component.

The Place-Based Framework is based on input from the Public and Steering Committee, which showed a desire to strengthen existing City neighborhoods while providing enjoyable business districts. It evolved from the focus areas that were displayed at the first Public Meeting as particular components became more or less important to residents.

HOW DO I USE IT?

The Place-Based Framework section outlines particular locations of focus for the Master Plan. It should be used as a guide for where to target investments and how those investments should be layered together to support a larger framework for neighborhood improvement.

The Place-Based Framework is the first half of the Plan's Goals & Actions.

PLACE-BASED FRAMEWORK

- Enliven Key Commercial Nodes, page 40
- Improve Connections Between Nodes and with the Region, page 54
- Develop Non-Motorized Connections, page 60
- Strengthen Surrounding Residential Areas, page 70
- Link to Nearby Parks, page 66
- Enhance Industrial Parks, page 72



FRAMEWORK OVERVIEW

The Place-Based Framework identifies the key components of the Master Plan. They are specific areas where investments are encouraged in order to support growth throughout the City.

WHAT IS THE FRAMEWORK

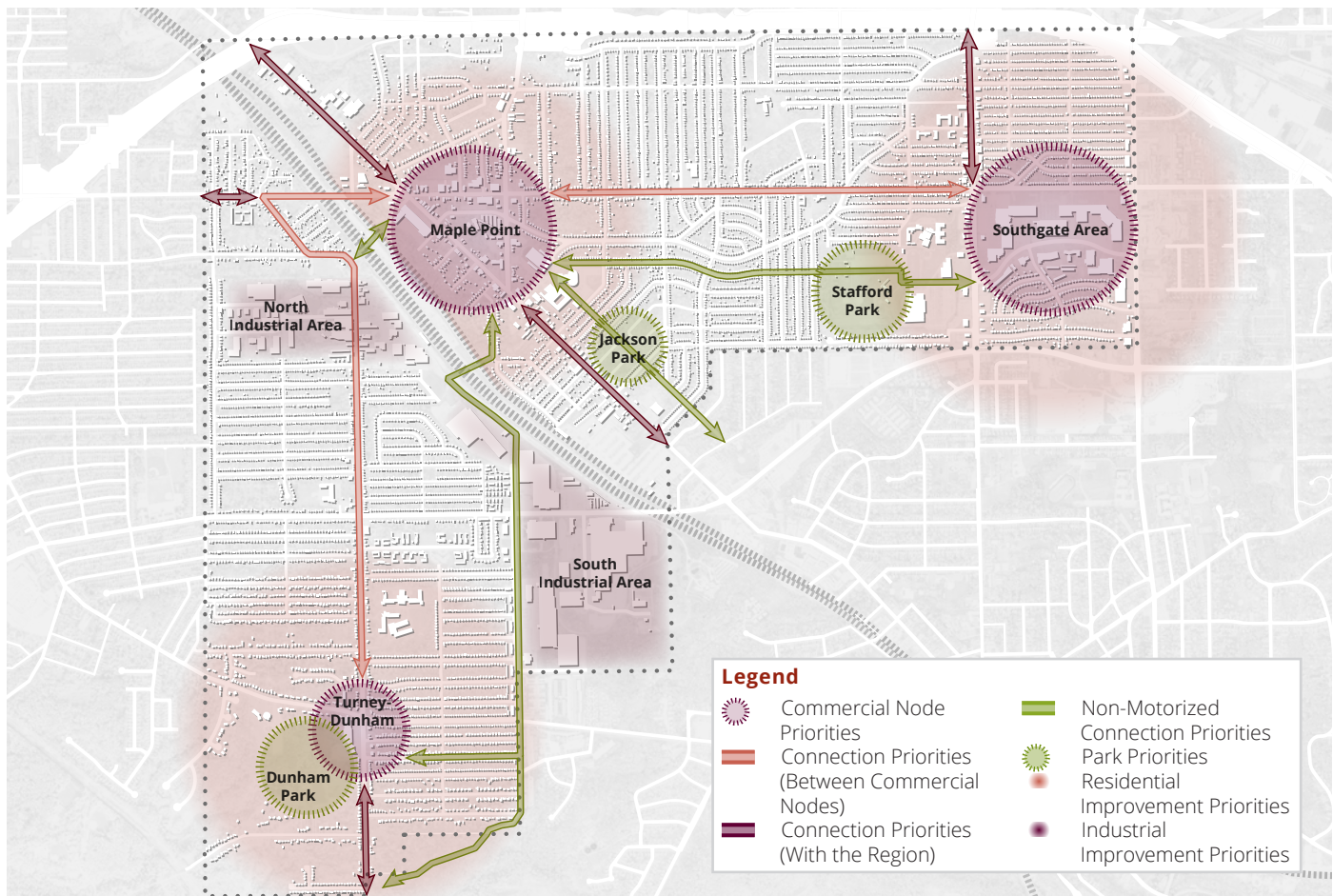
The Place-Based Framework identifies a series of areas and corridors that should be the focus of investment. The Framework is intended to show how actions in these areas and corridors would link together to form a vibrant and connected Maple Heights that matches the Vision Principles outlined by residents.

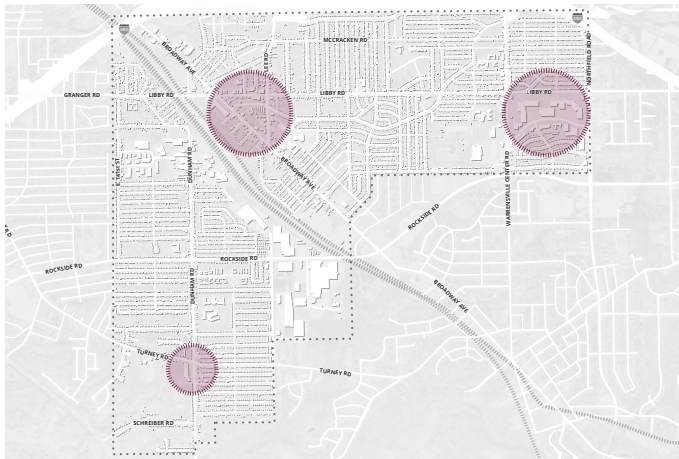
The map below showcases the overall Place-Based Framework, while the smaller maps on the following pages show the individual components of that Framework and how they fit together.

WHY THIS FRAMEWORK

At the first Public Meeting, residents were shown potential focus areas and corridors. Following input on those areas and corridors, specific components were identified as more important to residents than other areas. The Place-Based Framework builds on the input we heard from residents to showcase the most critical investments.

Map 3 — Place-Based Framework





COMPONENT 1: ENLIVEN KEY COMMERCIAL NODES

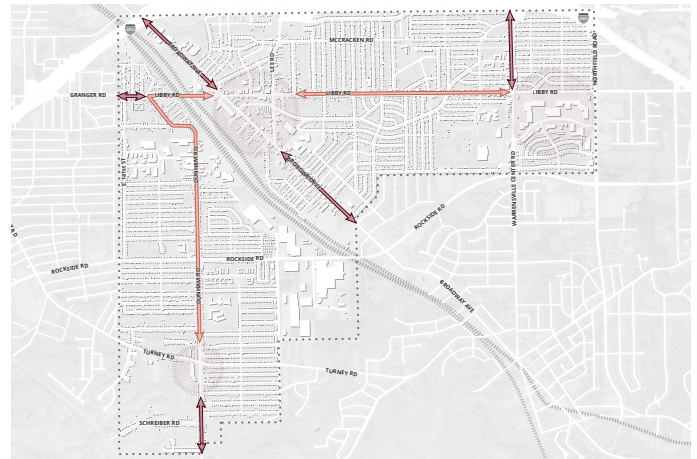
Maple Heights has three primary commercial nodes at Turney-Dunham, Broadway/Lee/Libby, and Southgate. The Plan recommends focusing efforts on improving these three primary commercial nodes, with Turney-Dunham supporting the western half of the City, Broadway/Lee/Libby (termed Maple Point) acting as a downtown for Maple Heights, and Southgate supporting the eastern half of the City.

In each of these primary commercial nodes, efforts should be undertaken to accomplish the following:

- Define, name, and brand key commercial areas
- Improve primary streetscapes and gateway entrances
- Add and enhance public spaces and parks
- Promote potential development areas to current or future owners
- Construct non-motorized connections into commercial nodes
- Activate nodes with events and programming

See “Enliven Key Commercial Nodes” on page 40 for more information. The Component includes three parts:

- A: Maple Point
- B: Southgate Area
- C: Turney-Dunham Area



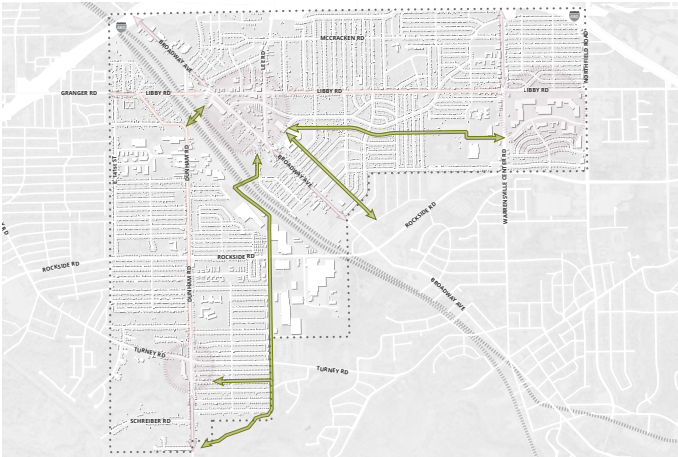
COMPONENT 2: IMPROVE CONNECTIONS BETWEEN NODES AND WITH THE REGION

To facilitate strong connections between these nodes, Maple Heights neighborhoods, and population across the region, the City should focus on improving and maintaining major links. These include Dunham Road, Libby Road, Broadway Avenue, and Warrensville Center Road.

Along these major corridors, the City should undertake the following:

- Improve streetscapes by adding street trees, landscaping, and enhanced infrastructure
- Rehabilitate critical thoroughfares

See “Improve Connections Between Nodes and with the Region” on page 54 for more information.



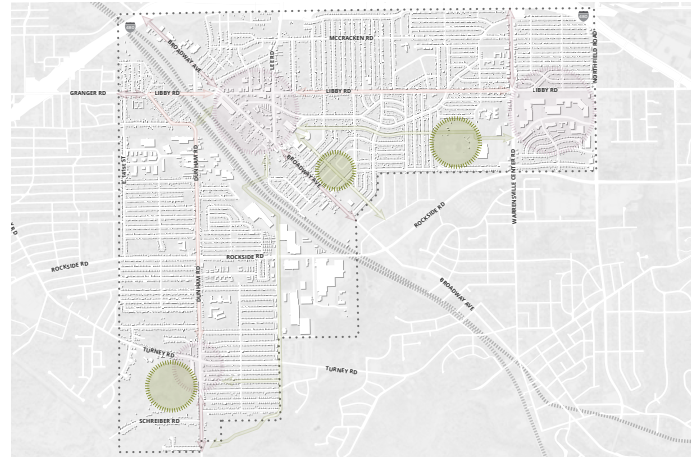
COMPONENT 3: DEVELOP NON-MOTORIZED CONNECTIONS

In addition to street improvements that will facilitate strong vehicular connections, the City should invest in enhanced corridors for bicyclists and pedestrians to better connect residents to commercial districts. The non-motorized connections displayed include potential trails, pedestrian bridges, and greenways that would provide safe and enjoyable non-motorized connections through the City. These include a trail along South Lee Road, a pedestrian bridge over the rail tracks, a trail along Jackson Boulevard, improved sidewalks along Mapleboro Avenue, and clear trails through Stafford Park.

Along these non-motorized corridors, the City should:

- Develop a system of trails, lanes, and routes
- Build a connection over the Norfolk & Southern Railroad

See “Develop Non-Motorized Connections” on page 60 for more information.



COMPONENT 4: LINK TO NEARBY PARKS

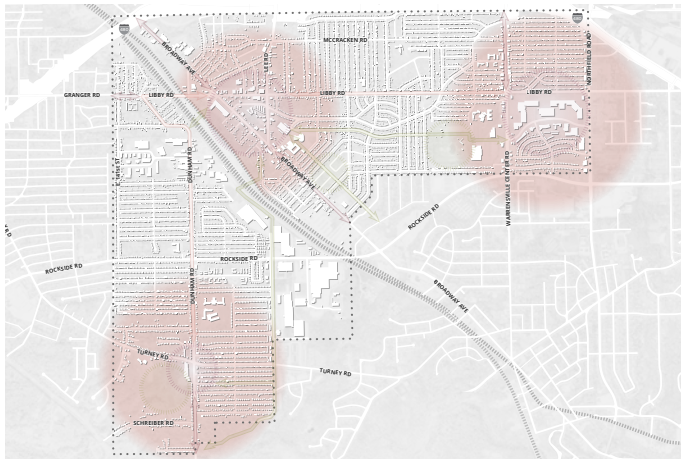
To support vibrant commercial nodes, the City should target improvements for existing and proposed parks within close distances to those nodes. Adjacent parks include Stafford and Dunham Parks, while the area around Maple Point should be reviewed for potential park additions, including a park at the unfinished subdivision bisected by Jackson Boulevard.

In the open spaces near primary commercial nodes, the City should:

- Develop park improvement plans and implement them
- Acquire needed parcels
- Build trail connections to and within parks
- Attract nearby development

See “Link to Nearby Parks” on page 66 for more information. The Component includes three parts:

- A: Jackson Park
- B: Stafford Park



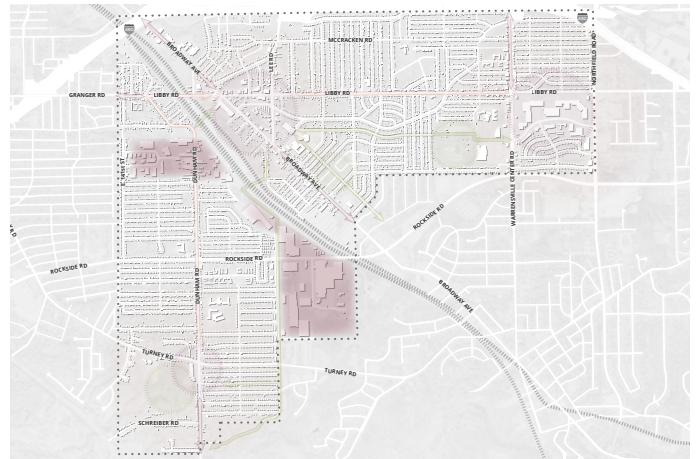
COMPONENT 5: STRENGTHEN SURROUNDING RESIDENTIAL AREAS

The neighborhoods within a half mile of commercial districts have a major impact upon those nodes because residents can walk easily to shopping, and high-quality neighborhoods provide a positive image of nearby business districts. To strengthen the surrounding residential neighborhoods, the City should invest in improvements that boost the physical appearance of areas while also undertaking community-building efforts.

In the neighborhoods adjacent to commercial nodes, efforts should be undertaken to accomplish the following:

- Select target neighborhood streets for improvements
- Development a neighborhood improvement program
- Engage potential partners to accomplish improvements

See “Strengthen Surrounding Residential Areas” on page 70 for more information.



COMPONENT 6: ENHANCE INDUSTRIAL PARKS

As a community with a strong manufacturing base, Maple Heights has industrial areas scattered throughout the City. Core industrial areas along the railroad tracks provide many jobs; however, some buildings are unattractive and there is no cohesion among the physical elements or the businesses. To enhance these areas, efforts should be made to define business parks, engage businesses, and enhance infrastructure.

Within industrial areas, the City should undertake the following:

- Define and manage industrial parks
- Improve infrastructure such as major streets and gateways
- Develop employee amenities
- Promote potential development areas

See “Enhance Industrial Parks” on page 72 for more information.

COMPONENT 1

ENLIVEN KEY COMMERCIAL NODES

A. 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 such as Mapletown provide the structure of a community downtown that should be fostered and grown—a place called Maple Point.

DEFINE THE AREA

While the area at the heart of Maple Heights has numerous amenities, they are disconnected and poorly branded. The City should define the area as Maple Point by naming it, identifying its borders, marking entrances, incorporating art, and adding visual reminders.

Because Maple Point is a large area, the map on the following page shows a Core District where numerous walkable structures and civic assets are located. Initial efforts at improvements should be targeted here. A larger Expanded Core District encompasses the whole of Maple Point and showcases where further efforts should be undertaken.

IMPROVE PRIMARY STREETSCAPES AND ENTRANCES

The main streets in Maple Point have a variety of streetscape treatments ranging from well-planned and executed treatments with trees and lighting, to areas with narrow sidewalks adjacent to high-speed roads. The City should work to update streetscapes on Maple Point's major roads: Libby, Lee, and Broadway. Because of the range of existing

streetscapes, the needs on individual streets vary. The City should identify standard elements such as trees, lighting, banners, and infrastructure to make cohesive and united improvements on the various streets. Examples are shown in the Improve Connections Between Nodes and with the Region section starting on page 54.

In addition, the map on page 43 identifies gateways and nodes in the district that should be targeted for improvements such as signage, new infrastructure, lighting, or landscaping to better define the entrances into Maple Point.

PRESERVE WALKABLE STRUCTURES

County Planning completed an inventory of walkable structures in Maple Point by evaluating buildings for three basic characteristics: being close to the street, having a front entrance, and including a commercial use. The buildings in purple on the following page are those structures along the main streets that fit this criteria. The majority of these structures are clustered around the Libby and Broadway intersection.

Preserving existing walkable structures is important because they are usually more affordable to renovate and they contribute to a walkable environment. The City should work with owners to preserve these buildings and rehabilitate them where possible.

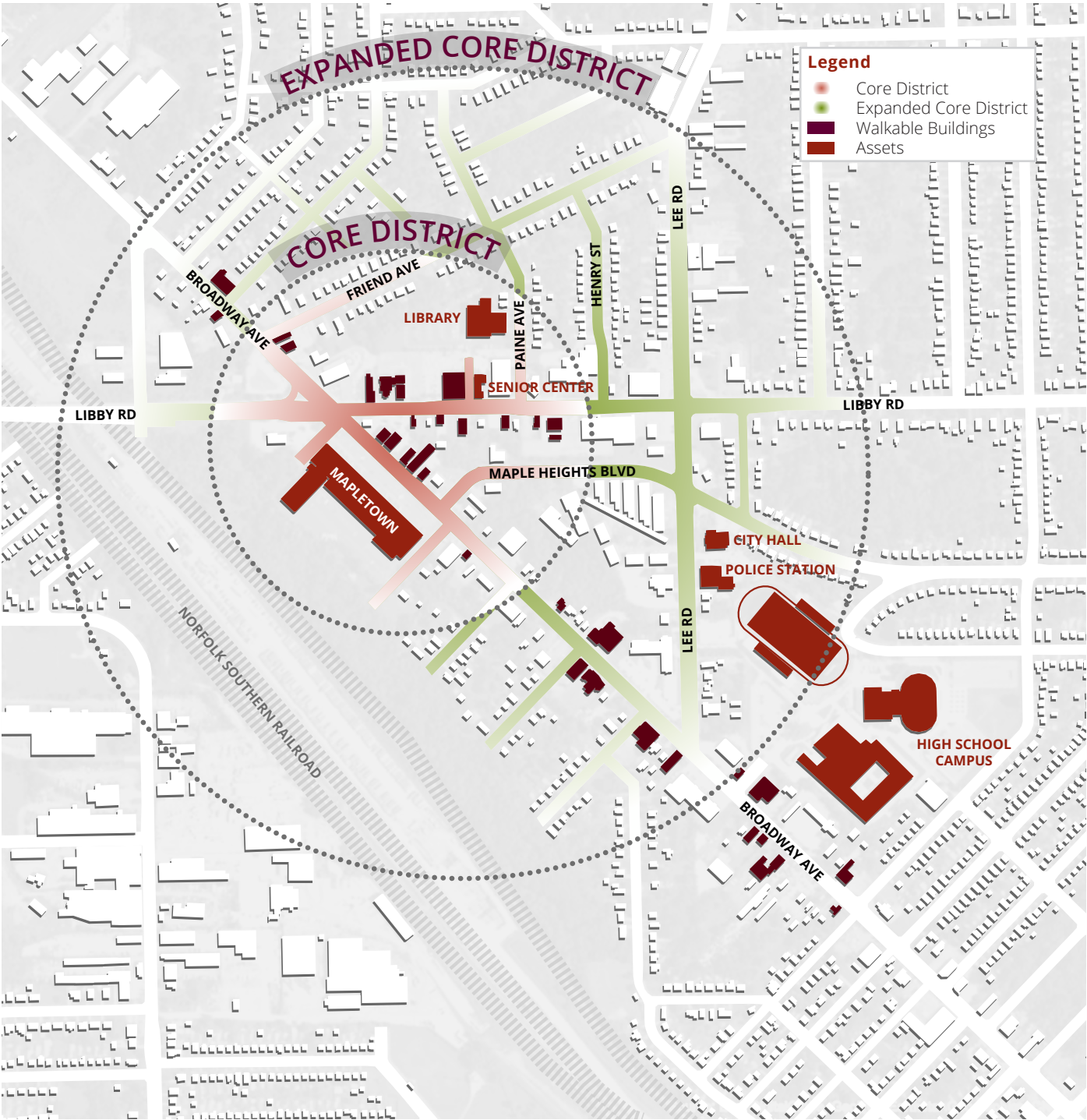
WALKABLE BUILDINGS



ASSETS



Map 4 — Core and Expanded Maple Point District



COMPONENT 1

A. MAPLE POINT

ADD AND ENHANCE PUBLIC SPACES

Maple Point has few existing public spaces that could host events, provide opportunities for rest, or add to the area's tree canopy. The plan on page 43 showcases the existing D.A.R.E. Park and the forthcoming pocket park at Lee and Libby.

The framework also identifies two potential parks: one encompassing the former sites of Burger King and McDonald's at the corner of Libby and Broadway, and the other at the unfinished subdivision that straddles Jackson Boulevard.

The potential park straddling Libby Road at Broadway could become an attractive entrance to Maple Point. By lining the parcels with trees, adding seating areas, and including new amenities, this space could become a welcoming entrance.

The unfinished subdivision that straddles Jackson Boulevard is part of a larger potential development that is described later in this Section. See page 66 for a complete description of the proposed Jackson Park.

PROMOTE POTENTIAL DEVELOPMENT AREAS

While many of the Maple Point recommendations consist of improvements to public spaces, the majority of the area is in the hands of private owners who must be partners in any improvement plans. The potential development areas shown on the following page represent potential large private spaces that could be improved.

Mapletown is the largest shopping plaza in Maple Point; however, it feels dated, does not contribute to a walkable town center, and is partially vacant. The upcoming Save-A-Lot grocery store will do much to improve the vibrancy of the plaza, but potential remains. The development scenario on page 44 shows how pedestrian improvements, green infrastructure, rebuilt storefronts, and other changes could better connect the shopping center to the street and other Broadway businesses, open up additional parking, and add greenery. Any improvements to the shopping center could be a combination of private investment as well as public support such as storefront renovation funds and reduced stormwater fees.

The second potential development area includes the **Library, Senior Center, Maple Lanes, and All Nations Deliverance**

Church. Each institution has its own parking lot, which is used at different times of the day. If the parking area were combined into a larger, shared lot, the area could free up space for a new development parcel, a greenway, and new trail connections. These changes could add greenspace, yield better neighborhood links, and provide the opportunity for new development such as senior housing. A graphic showing this redevelopment scenario is on page 45.

The third potential development area encompasses the sites of the **former McDonald's and former Burger King**. While this site has been identified as a potential park space, should a private developer purchase the property, it should be redeveloped in a manner consistent with the values and vision of the Plan.

The designs on the following pages display potential development scenarios for Mapletown and the Library area. The City should ensure its regulations and zoning matches the proposals for these areas.

CONSTRUCT NON-MOTORIZED CONNECTIONS






The Maple Point area can become a more walkable place that better connects people to amenities on foot or bike. While sidewalks currently exist in Maple Point, in some cases they do not provide the most direct access points or are not appropriate for bicyclists.








The framework for Maple Point shows a handful of new connections that include the following:

- A greenway from D.A.R.E. Park, past the library, to Libby Road
- A pathway through a vacant parcel next to Baraona's Bakery that would connect to Maple Heights Boulevard
- A widened sidewalk along Maple Heights Boulevard to accommodate bicyclists
- A trail in front of City Hall and through the High School Campus that would connect to the Jackson Boulevard Trail described on page 63
- A pedestrian connection through Mapletown to connect rear parking across Broadway to shops across the street.

These pedestrian and bicycle improvements would combine with existing sidewalks to create system of connections within Maple Point and out to surrounding neighborhoods.

Legend

-  Multi-Purpose Trail or Bikeway
-  Streetscape Priority Areas
-  Gateways and Nodes
-  Parks and Public Spaces
-  Potential Development Areas

-  1 Pedestrian Passage through MapleTown
-  2 Greenway from D.A.R.E. Park to Libby Road
-  3 Widened Sidewalk or Trail along Maple Heights Blvd
-  4 Trail through High School Campus
-  5 Potential Gateway Park
-  6 Proposed Pocket Park
-  7 Potential Jackson Park

Map 5 — Framework Plan for Maple Point



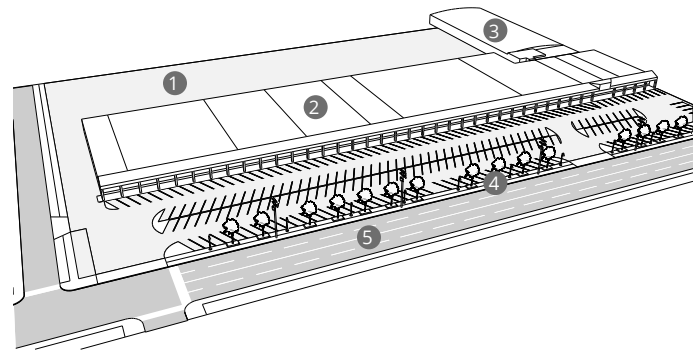
COMPONENT 1

A. MAPLE POINT

MAPLETOWN

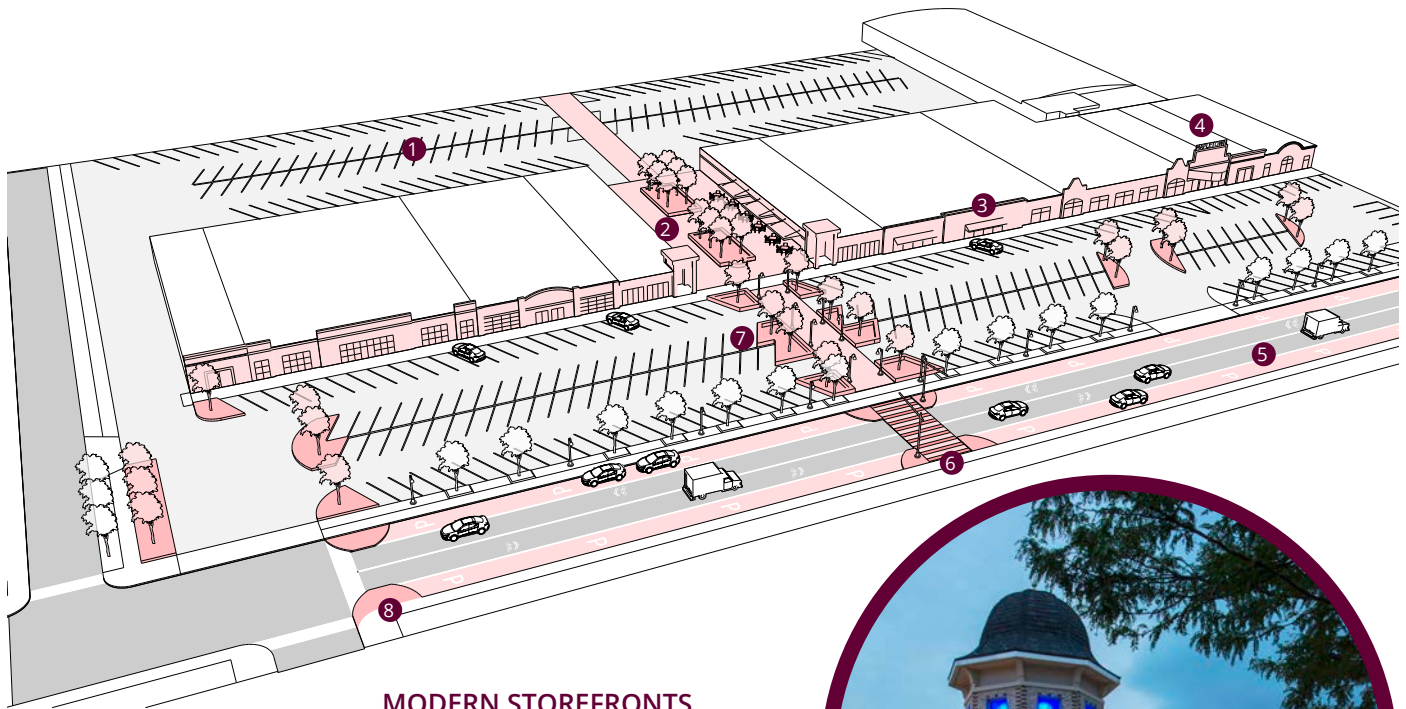
Legend—Current Conditions

- | | |
|--------------------------|-------------------------------|
| ① Unused Rear Parking | ④ Quality Streetscape |
| ② Outdated Retail Stores | ⑤ Poor Pedestrian Connections |
| ③ MapleTown Theater | |



Legend—Potential Changes

- | | |
|------------------------------------|---------------------------------|
| ① Activated Rear Parking | ⑤ Permanent On-Street Parking |
| ② Retail Facing Pedestrian Passage | ⑥ Mid-Block Pedestrian Crossing |
| ③ Unique, Modern Storefronts | ⑦ Green Infrastructure |
| ④ Restored Theater Marquee | ⑧ Curb Bump-Outs |



MODERN STOREFRONTS

The current storefronts along Mapletown use the same facade along the entire length. This shopping center from Upper Arlington, Ohio showcases how unique, modern storefronts (⑤) can create an attractive and pedestrian-friendly shopping experience.



LIBRARY AREA

Legend—Potential Changes

- Greenway Trail
- Parks and Public Spaces
- Existing and Proposed Buildings
- Parking Lots
- Potential Development Area

- ① Single, Shared Parking Lot
- ② Greenway Connection to D.A.R.E. Park
- ③ Greenway Connection through Parking Lot
- ④ Greenway Connection along Closed Library Lane
- ⑤ Greenway Connection to Maple Heights Blvd
- ⑥ New Parking Entrance
- ⑦ Potential Development
- ⑧ Greenway Connection behind McDonald's

Legend—Current Conditions

- ① Library
- ② Senior Center
- ③ Maple Lanes
- ④ All Nations Deliverance Church
- ⑤ Individual Parking Lots



GREENWAY

The greenway network through the reorganized parking area would connect residents to various amenities in a safe, green, and comfortable manner.

COMPONENT 1

B. 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, demographic shifts, retail changes, and 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.

SCENARIO 1: PEDESTRIAN IMPROVEMENTS & VISITOR EXPERIENCE

Scenario 1 outlines improvements to the pedestrian environment and visitor experience that would make walking into the shopping area and between destinations easier, safer, more pleasant.

targeted for improvements are Warrensville Center Road, Libby Road, and Southgate Boulevard.

COMPLETE AN INTERNAL PEDESTRIAN SYSTEM

Currently, the Southgate area has three retail anchors and one major public transportation hub that could benefit from a stronger pedestrian system that connects the shops and surrounding residential areas. There presently are no sidewalks along the Libby Road, Northfield Road, and Southgate Boulevard perimeter of Southgate U.S.A. Additionally, within the shopping center, there are no sidewalks linking the perimeter to shops.

IMPROVE GATEWAYS AND ENTRANCES

Enhancing the primary gateways and entrances at major intersections in Southgate will help to identify the shopping center as a destination and improve perception of the area. Targeted intersections are identified on the map.

The City should strengthen these key gateways by enhancing crosswalks and improving signaling for a safer pedestrian experience. Adding signage and wayfinding to these gateways would help in identifying the businesses and shops in the district and enhance the feel of the district.

To improve the pedestrian experience, the City should add wide sidewalks along the perimeter roads, build connections between the roads and the shopping center, and improve the sidewalks in the front of buildings. These improvements would create a more walkable and engaging visitor experience for pedestrians, transit-users, and residents in the Southgate area.








IMPROVE PRIMARY STREETSCAPES

Many of Southgate’s streets are oversized and underused because they were built for a much larger shopping destination. Modern commercial districts are aesthetically appealing and provide a safe and welcoming experience. To facilitate that type of environment at Southgate, the City should use oversized streets to provide amenities including enhanced transit waiting environments, street trees, landscaping, lighting, street furniture, and other enhanced infrastructure. Streets

MISSING SIDEWALKS



Legend

-  Multi-Purpose Trail or Bikeway
-  Existing Internal Sidewalks
-  Proposed Internal Sidewalks
-  Proposed Sidewalks from Perimeter to Internal Area
-  Streetscape Priority Areas
-  Gateways and Nodes
-  Commercial and Transit Anchors

Map 6 — Framework Plan for Southgate: Scenario 1



NEW SIDEWALKS

Scenario 1 for Southgate shows how sidewalks could better connect walkways and bikeways on the perimeter of the shopping center with the shops and anchors at the center of Southgate.



COMPONENT 1

B. SOUTHGATE AREA

SCENARIO 2: NEW STREET NETWORK

Scenario 2 outlines changes to the road network that would provide new road connections through the Southgate site and open up parts of the shopping center to development.

CONSIDER NEW ROAD CONNECTIONS

The existing Southgate, U.S.A. Shopping Center is a single super block of retail that breaks up the street network and has limited connections to surrounding neighborhoods. Those connections are necessary for the Southgate area to continue to be a viable business district.






This scenario outlines the potential of removing two small portions of retail buildings to extend neighborhood streets north and south through Southgate. The Sunnyslope extension would run north from Southgate Boulevard to connect to Libby Road while the Prayner Road extension would run south from Libby to connect to Southgate Boulevard. These connections would provide a stronger link to businesses by providing easier access from the surrounding neighborhoods into Southgate.

PROMOTE POTENTIAL DEVELOPMENT AREAS

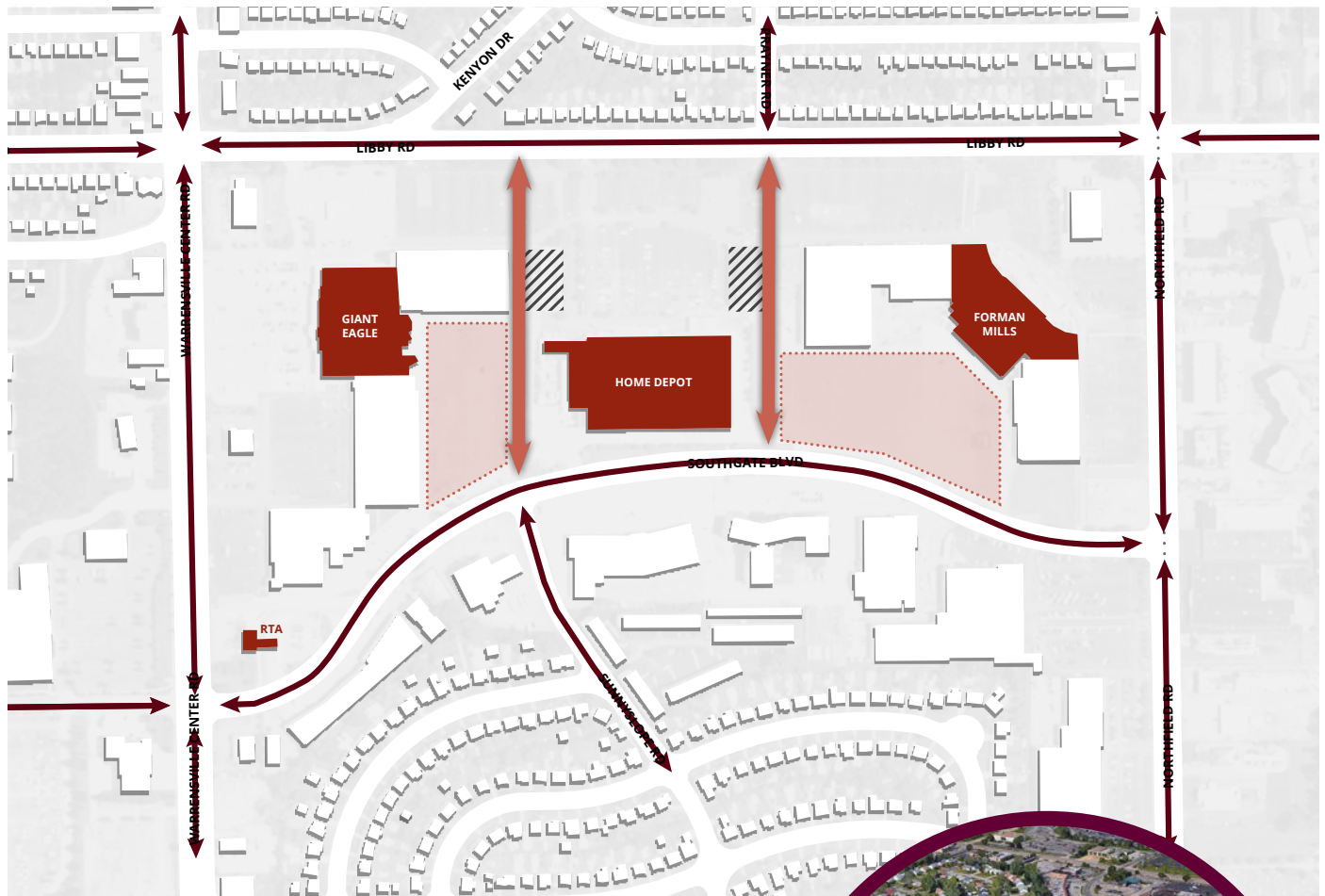
Beyond providing easier access into the Southgate shopping area, the extensions of Sunnyslope and Prayner Roads would provide direct access to areas that are currently underutilized parking. Presently, the Southgate area has more parking spaces than is required per the City of Maple Heights' Zoning Code or necessary for existing retail. Repurposing this excess parking could create new opportunities for development in the Southgate area.

By cutting new roads through the shopping center, development could be built on the underutilized parking. This new development could support existing retail in Southgate, provide a buffer between Southgate and the nearby residential areas, and be built to new standards that make structures attractive and welcoming.

Legend

-  Existing Street Network
-  Proposed Road Connections
-  Demolition
-  Potential Development Areas
-  Commercial and Transit Anchors

Map 7 — Framework Plan for Southgate: Scenario 2



EXCESS PARKING

The Southgate, U.S.A. Shopping Center has thousands of parking spaces. A portion of them could be repurposed to provide new development areas and supporting land uses.



SCENARIO 3: LAND USE CHANGES

Scenario 3 outlines potential land use changes in the Southgate Shopping Center that could lay the groundwork for a more walkable business district.

could be added to provide a more attractive, greener, and livable shopping center. This park space could host events that bring shoppers to the district and build community pride. Together with mixed-use developments, this green space could create a complete neighborhood at Southgate.

CONCENTRATE RETAIL

Southgate has easy highway access along the major North-South roads in Maple Heights, but many of the shopping area's businesses face East-West roads such as Libby and Southgate. With vacancies in the shopping center and surrounding area, there is an opportunity to concentrate retail along the major North-South corridors where traffic and connections are strongest.

By concentrating retail to these corridors, the shopping center can have the strongest retail areas focused toward the largest and highest traffic roads and free up space along secondary streets and within the center of the shopping center for other uses.

ADD MIXED-USE DEVELOPMENT INTO SOUTHGATE

With new road connections to surrounding neighborhoods and developable land at the center of Southgate, new uses could be introduced into the shopping area to create a more lively and vibrant shopping district. The extensions of Prayner and Sunnyslope introduced in Scenario 2 allow new mixed-use development to be constructed facing those roads.

Mixed-use development combines retail, housing, office, and other uses into a single building. By mixing these various pieces together and placing the parking behind, Southgate could incorporate the walkable environment residents are looking for in the shopping center. With mixed-use development at the core of the shopping center, residents and shoppers would be more likely to walk through the district and visit various shops.

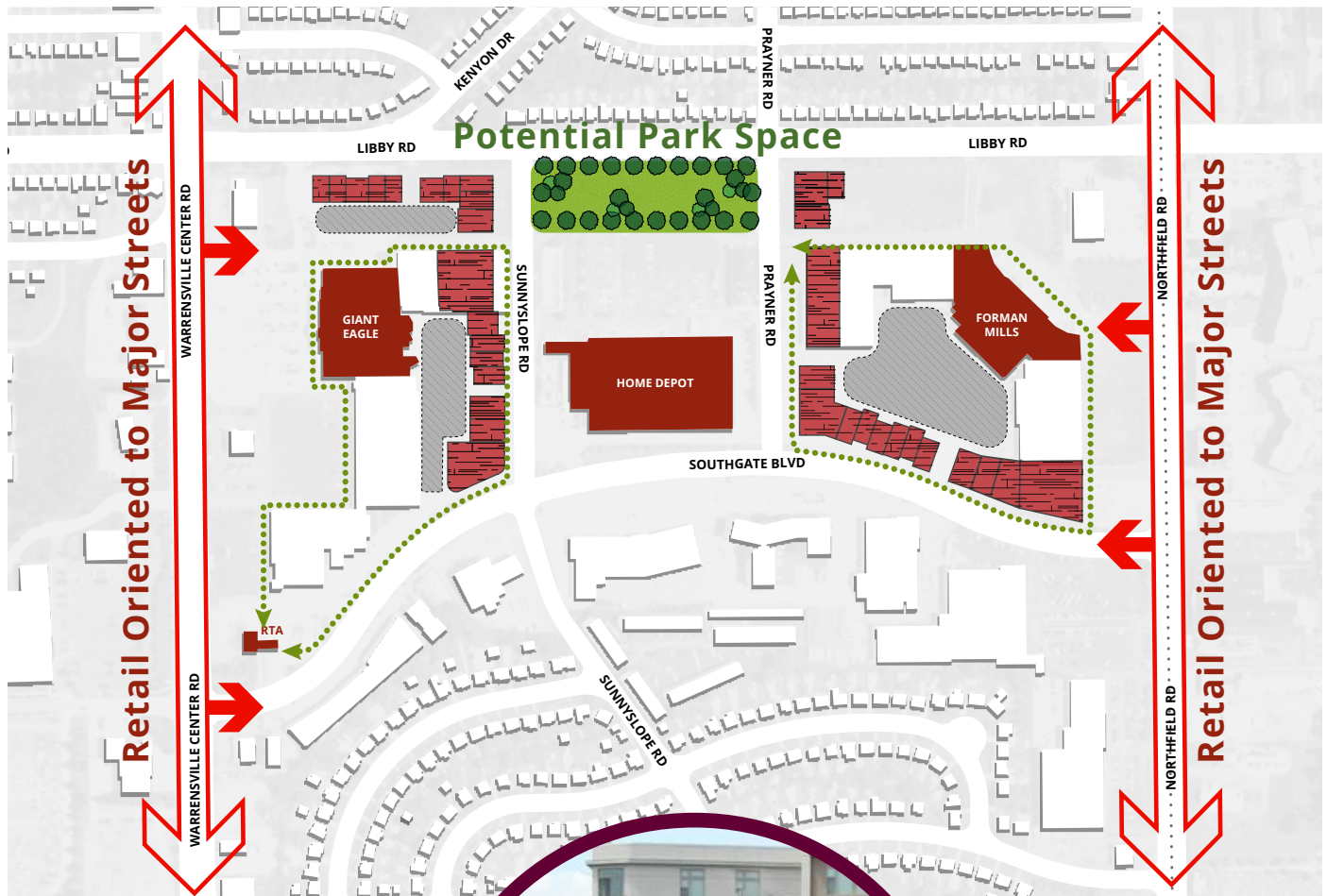
CONSIDER PUBLIC SPACES

Given the excess of parking at Southgate, some parking spaces could be reused as open public spaces. The area along Libby Road in front of Home Depot is one place where green space

Legend

- Walking Loops
- Parking Areas
- Major Commercial Streets
- Potential Mixed-Use Buildings
- Potential Park Space
- Commercial and Transit Anchors

Map 8 — Framework Plan for Southgate: Scenario 3



MIXED-USE DEVELOPMENT

New development at the interior of Southgate should include a mix of office, residential, and retail uses that can work together to create vibrant places. Walkable, mixed-use development adds more people to the street and provides an interesting and engaging experience for visitors.



COMPONENT 1

C. TURNEY-DUNHAM AREA

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.

SUPPORT PARK ENHANCEMENT AND EXPANSION

Maple Heights recently agreed to lease Dunham Park to the Cleveland Metroparks. Through the stewardship of the Cleveland Metroparks, the park will maintain much of its natural features and existing paths.

Proposed features will include a new playground and picnic shelter in the center, surrounded by a loop trail that would give residents and visitors a safe and guided walk through Dunham Park. Other proposed features would include an all-purpose trail that features a bike and pedestrian entrance at Dunham Road. This new trail would connect with the loop trails and other trails, connecting Dunham Park to other Metroparks in surrounding communities. That will further preserve the natural features of the park and restore its natural beauty.

IMPROVE STREETScape AND ENTRANCES

To facilitate stronger connections between Turney-Dunham Plaza, Dunham Park, and the residential neighborhoods, streetscape improvements should be made to the primary streets, gateways, and intersections in the Turney-Dunham area. Introducing gateways at important intersections along Dunham Road will enhance the pedestrian experience by creating safer crosswalks at Turney Road and a safer crosswalk and entrance to the Plaza at Mendota Avenue. Equally, a gateway and enhanced entrance to Dunham Park could be created at Schreiber Road.

Adding more street trees, landscaping, and enhanced infrastructure along Dunham Road will enhance the existing aesthetic appeal and create a welcoming environment. These improvements help in strengthen the warm and welcoming appeal to the Turney-Dunham area.

PROMOTE POTENTIAL DEVELOPMENT AREAS

Areas that are ideal for potential development are shown in the map to the right. These areas include vacant areas within

the Plaza, vacant parcels and land east of the Plaza, and vacant parcels north of Turney Road.

These vacant parcels could provide new residential development opportunities such as townhomes, or the land could be used to create pocket parks or other passive greenspaces. The vacant parcels east of Dunham Road could be redeveloped for additional retail to complement the existing shopping plaza.



In addition to the redevelopment opportunities, an immediate way to enliven the Turney Plaza entails a renovation to the existing facade and replacement of fencing along the edge of the parking lot to create a safe and welcoming environment. These potential improvement areas would help to support the surrounding residential areas and park.

CONSTRUCT NON-MOTORIZED CONNECTIONS

Constructing non-motorized connections from Dunham Park throughout the Turney-Dunham neighborhood will help to strengthen the link between the park and the neighborhood. A trail is proposed along Schreiber Road from the Dunham Park entrance to Dunham Road, before extending the trail east along an existing paper street that runs to Lee Road South.

Other proposed non-motorized connections would entail sharrows and signage along Glenwood and Mendota Avenues. These markings would connect residential neighborhoods to Dunham Park.

Legend

-  Multi-Purpose Trail or Bikeway
-  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

Map 9 — Framework Plan for Turney-Dunham



METROPARKS IMPROVEMENTS

Cleveland Metroparks has released initial improvements ideas for Dunham Park (8), which are displayed here. Plans call for removing the entrance off Dunham Road and replacing existing park features with picnic areas, a shelter, loop trails, stormwater retention basins, and landscaping.



COMPONENT 2

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, services, and amenities. The map on the following page shows places where the City could improve the street environment through additions like street trees and lighting, and where the City could improve the longevity or quality of major streets through rehabilitation.

streets that have been rated by NOACA as having particularly poor pavement conditions. These streets are major connectors within Maple Heights and to surrounding communities. Dunham Road and Warrensville Center Road should be the focus of repaving efforts. These efforts should include streetscaping elements such as trees, lights, and banners to facilitate a new appearance for the streets.

IMPROVE STREETSCAPES

The Plan identifies eight major connectors that are in need of streetscape improvements. Streetscape improvements can assist in creating places that are safe and enjoyable for pedestrians, bicyclists, and drivers as they move through Maple Heights. Changes could include adding curb bump outs, hanging banners, planting street trees, and adding crosswalks that make a street more attractive and safer.

The map at right shows streets in need of major or minor streetscape efforts. Major streetscapes might include robust changes such as infrastructure improvements, while minor streetscapes might involve simpler changes such as tree plantings and crosswalk painting. The renderings on the following pages display potential major streetscape improvements.

REHABILITATE CRITICAL THOROUGHFARES

Streets in Maple Heights are in a variety of levels of repair; however, Dunham Road and Warrensville Center Road are two

LANDSCAPING



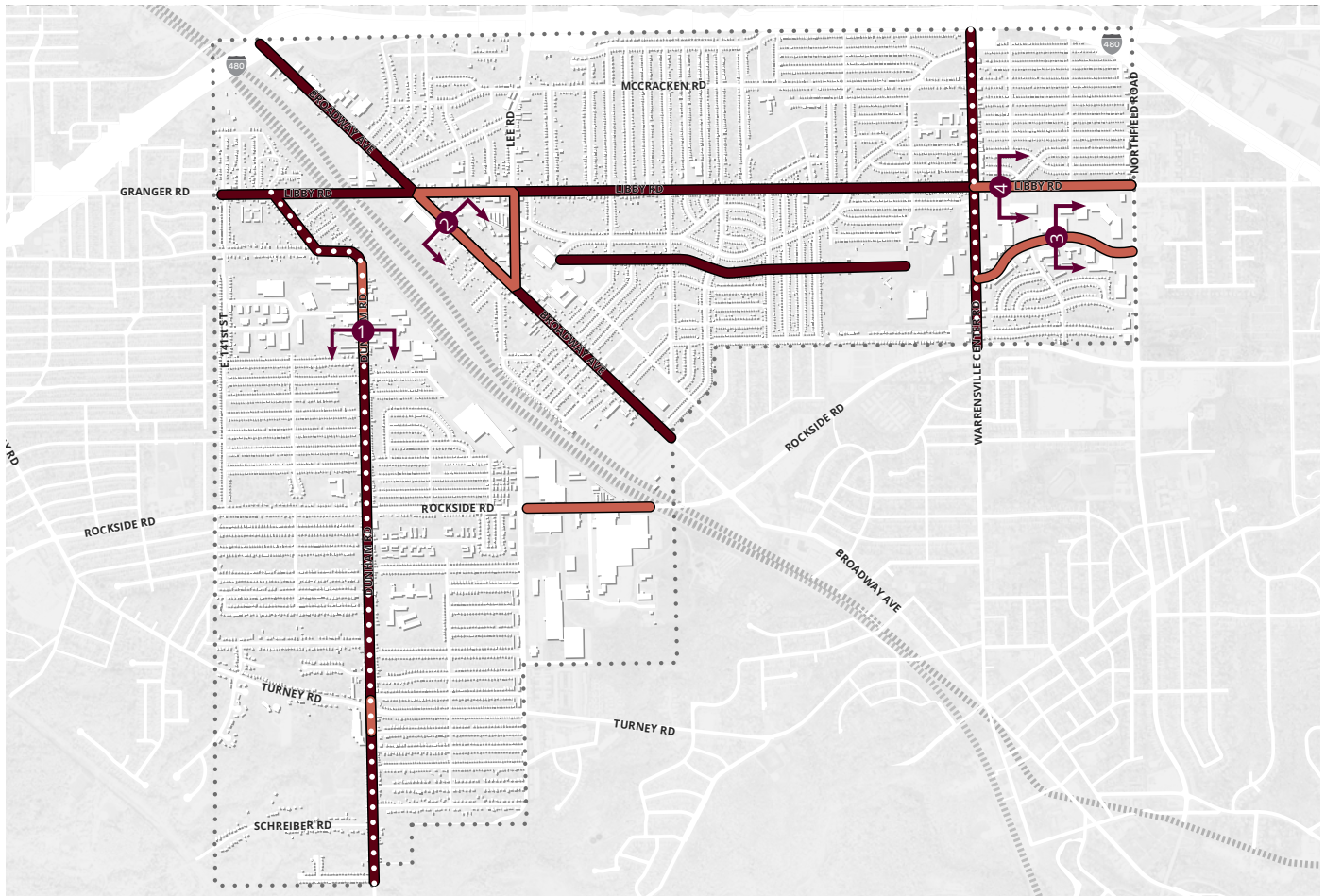
SIGNAGE



Legend

- Minor Streetscape/Safety Improvements
- Major Streetscape Improvements
- ooo Road Rehabilitation

Map 10 — Framework Plan for Street Connections



SIDEWALK AMENITIES



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.

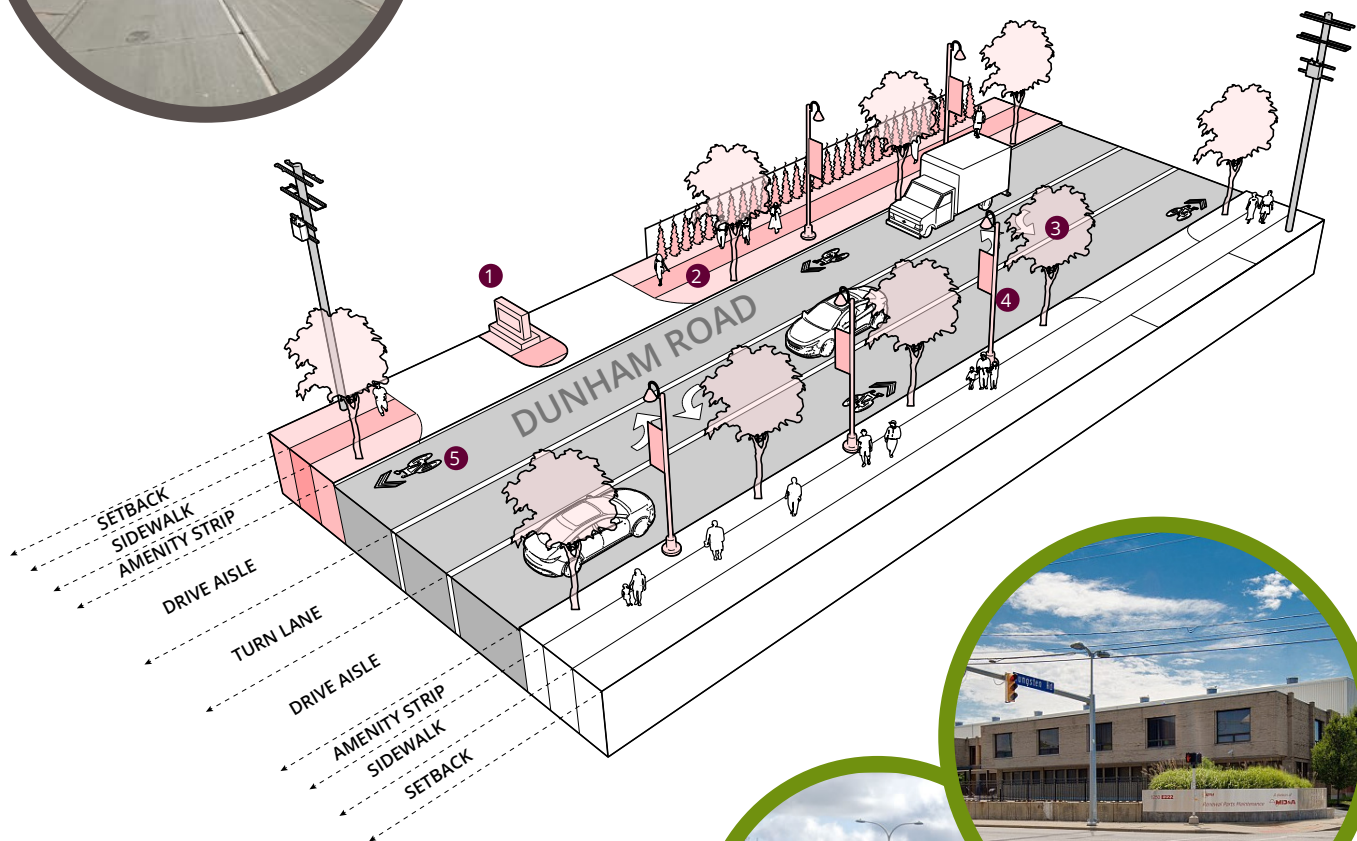
COMPONENT 2

1. DUNHAM ROAD STREETScape

The streetscape in the City's northern industrial area along Dunham Road has few street trees, numerous curb cuts, little landscaping, and no attractive signage. The streetscape presented below includes trees, lighting, and signage, as well as improved entrances to businesses. The streetscape also shows eliminating excess concrete for street trees, landscaping, and clear sidewalks.

Legend

- ① Monument Business Signs
- ② Removed Excess Concrete for Sidewalk and Greenery
- ③ Street Trees
- ④ Decorative Lighting and Industrial Park Banners
- ⑤ Sharrows and Signage for Bicycling Safety

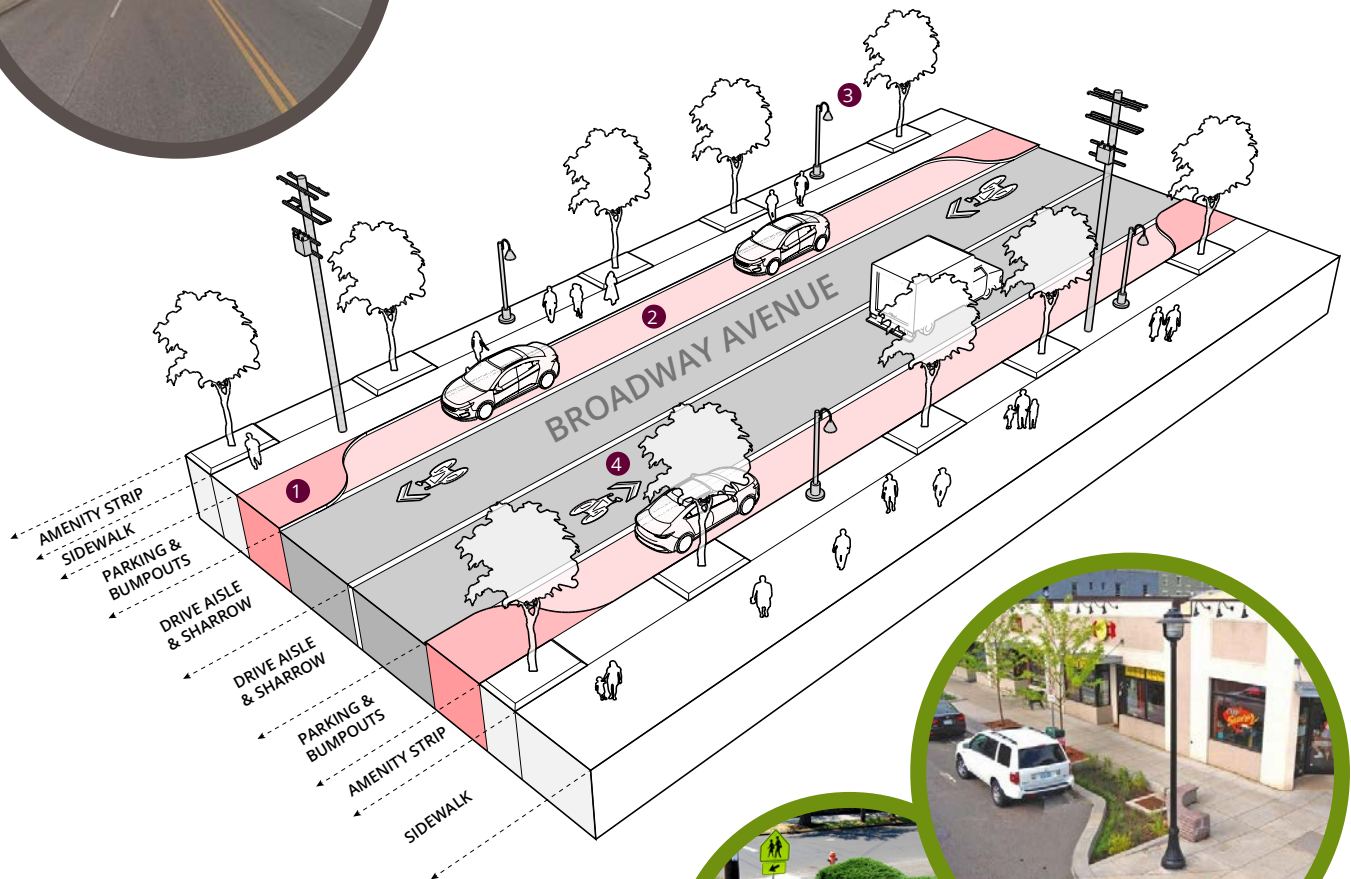


2. BROADWAY AVENUE STREETScape

Broadway Avenue is the main commercial thoroughfare in Maple Point, and it already has elements of a successful streetscape including lighting, street trees, and sidewalk furniture. The proposed streetscaping calls for adding curb bump-outs, permanent on-street parking, and bike sharrows and signage to slow traffic, provide safe parking, and improve the experience of pedestrians and bicyclists.

Legend

- ① Curb Bump-Outs for Shorter Crossings
- ② Permanent On-Street Parking
- ③ Existing Streetscape Elements
- ④ Sharrows and Signage for Bicycling Safety

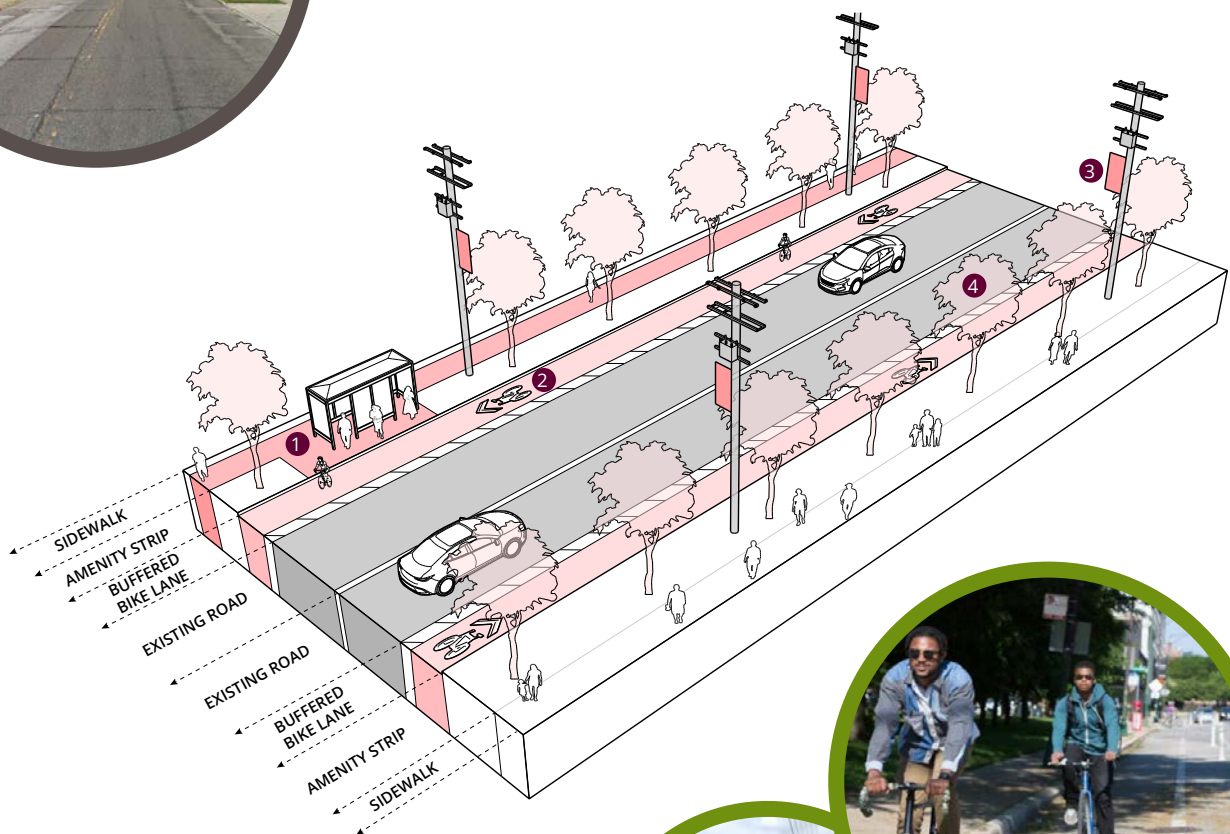


3. SOUTHGATE BOULEVARD STREETScape

Southgate Boulevard is a major bus corridor with four routes that traverse it; however, the street is overly wide and only has sidewalks on one side, making transit use difficult. Using excess space on the wide street, the streetscape proposal calls for adding dedicated and buffered bike lanes, introducing sidewalks to connect to transit stops, and adding trees and banners to improve the street aesthetics.

Legend

- ① New Sidewalk to Connect to Transit Stops
- ② Buffered Bike Lane
- ③ Decorative Banners
- ④ Street Trees

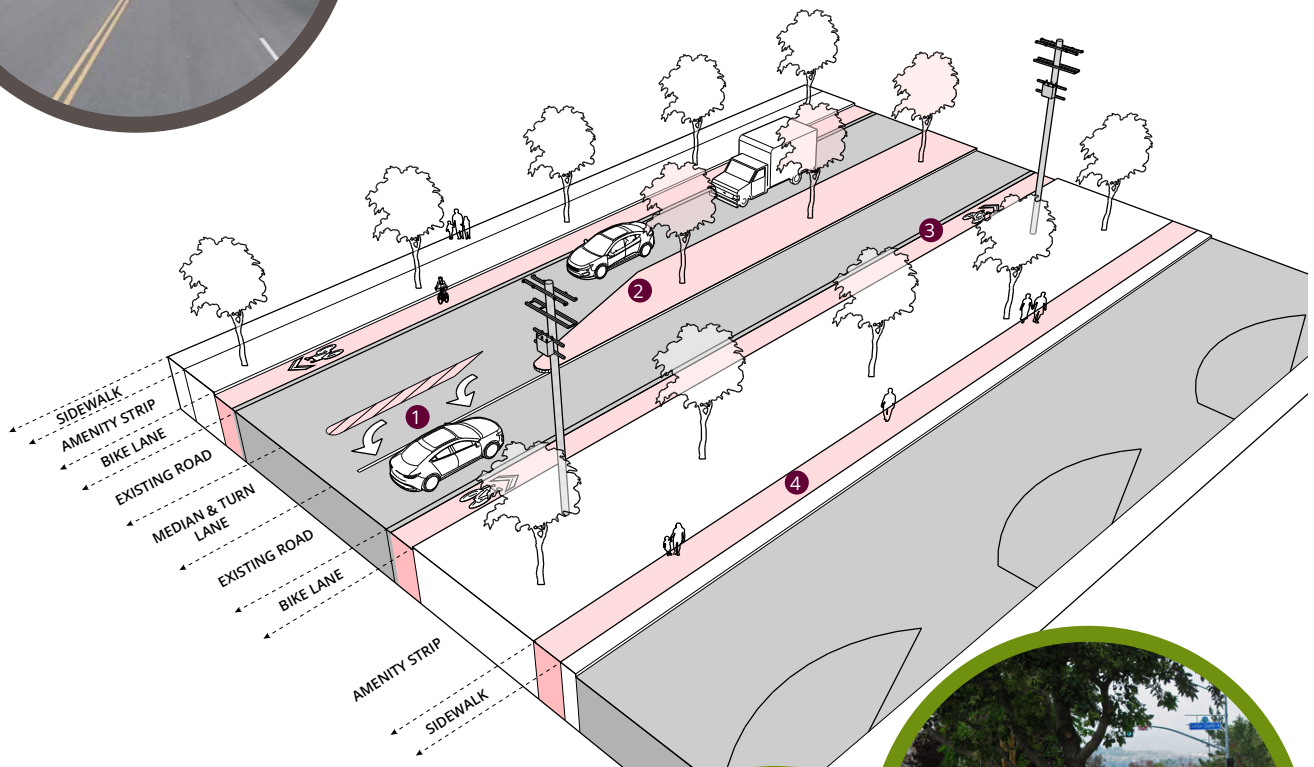


4. LIBBY ROAD STREETSCAPE (SOUTHGATE AREA)

Libby Road between Warrensville Center and Northfield is built excessively wide, with four oversized lanes that handle minimal traffic. To beautify the street and protect the residential homes on the north side from noise and traffic, the proposed streetscape calls for reducing travel lanes for a wide, tree-lined median and bike lanes. The Plan also calls for adding sidewalks on the south side of the street.

Legend

- ① Central Turn Lane
- ② Tree-Lined Median
- ③ Buffered Bike Lane
- ④ New Sidewalk



COMPONENT 3

DEVELOP NON-MOTORIZED CONNECTIONS

Maple Heights unfortunately has no dedicated bikeways or trails, despite more than 10% of City households not owning a vehicle. Interviews with local leaders pointed to a lack of transportation options for seniors needing to get around and children needing to get to school or programs.

The connections shown on the map on the following page display major non-motorized links that would connect all of the City's neighborhoods to its commercial nodes.

DEVELOP A SYSTEM OF TRAILS, LANES, AND ROUTES

The map on the following page outlines the potential locations and types of bike facilities that could be implemented to better connect Maple Heights' neighborhoods with the City's main commercial nodes. These connections would reduce the amount of parking needed in commercial areas as residents would have greater opportunities to walk or bike to shops, as well as schools, parks, transit, and civic facilities.

Not all roads in Maple Heights have room for off-road trails or bike lanes. Each road was analyzed to determine the type of bike facility that would be most appropriate. In some cases, a full trail was possible, while in others, only pavement markings and street signage could be included. The images below show what these different treatments could look like, and the graphics on the following pages display particular road sections.

BUILD A CONNECTION OVER THE RAILROAD

The Norfolk Southern Intermodal Facility and rail lines bisect Maple Heights, making access between the east and west sides more difficult. For example, a student playing in Benhoff Park is only 0.6 miles from Maple Heights High School; however, that student would have to walk 2.3 miles to reach the school because the closest bridge crossing is at Libby Road.

The map at right identifies two potential bridge crossings:

- **Old Dunham Road:** The first potential crossing would link from the Dunham/Granger Road bend across to the intersection of Broadway and Libby next to Mapletown. This link would use former rights-of-way the City owns.
- **Park Connection:** The second potential crossing would link Benhoff Park to Cunwillo Park. This is a shorter crossing and could connect into a trail network heading south along Lee Road; however, the City does not presently own right-of-way over the tracks at this location.

CONNECT TO A REGIONAL NETWORK

Maple Heights' proposed trails fit into a larger network of potential bike trails and lanes. These include trails within the Garfield Reservation, the Bedford Reservation, and the Cuyahoga Greenways network. While some of the City's proposed trails correspond to County Greenway trails, other potential greenways are displayed in red. The City should work with its partners to connect local trails into this larger network.

MULTI-PURPOSE TRAILS



BIKE LANES



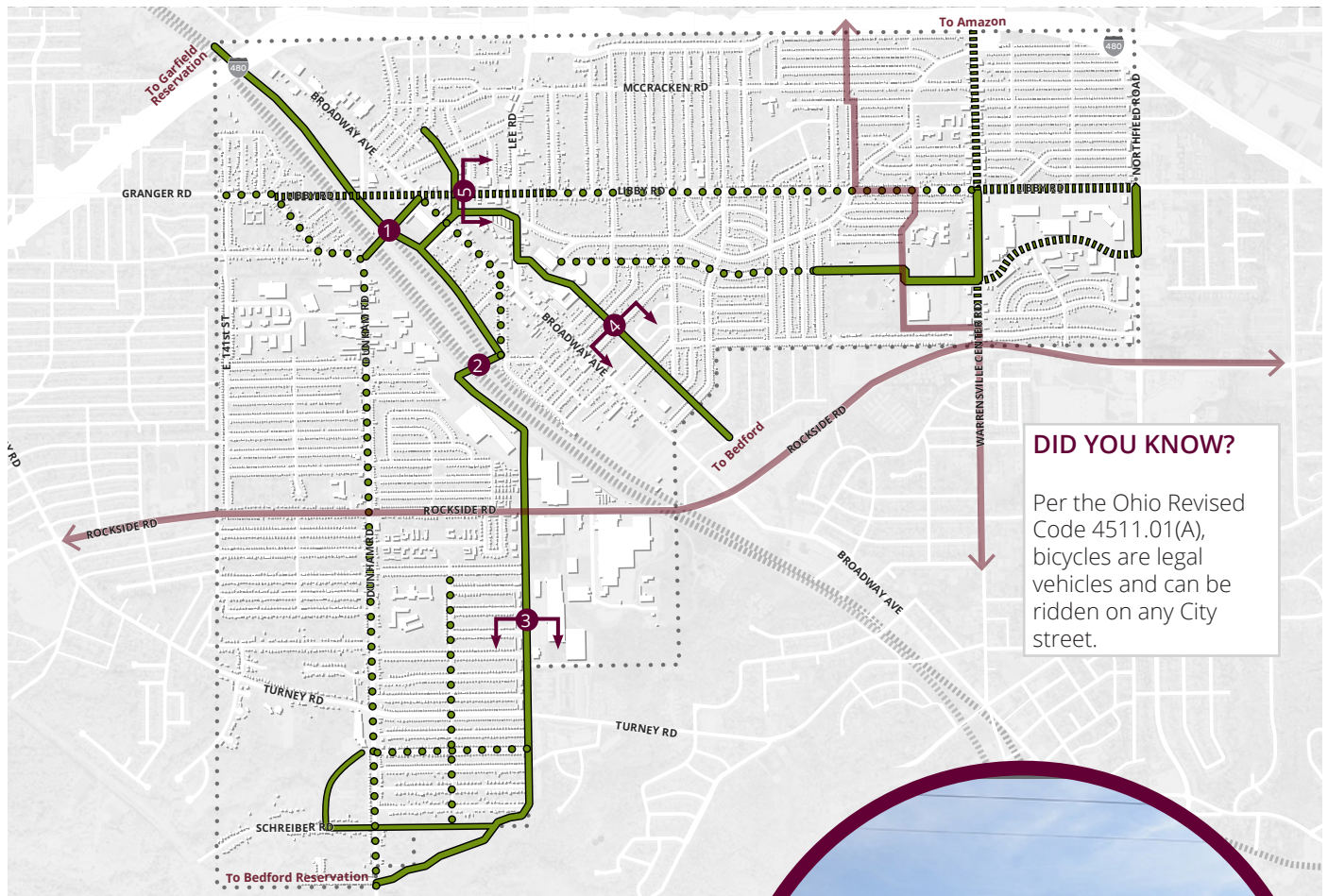
SHARROWS AND SIGNAGE



Legend

- Multi-Purpose Trail
- - - Bicycle Lanes
- ● ● Sharrows and Signage
- Other Regional County Greenway Routes

Map 11 — Framework Plan for Non-Motorized Connections



BRIDGE CROSSINGS

The two potential bridge crossings at Old Dunham Road (1) and at Benhoff Park (2) could be similar to bike and pedestrian bridges built throughout Northeast Ohio that aim to form safe, non-motorized links in trail networks.



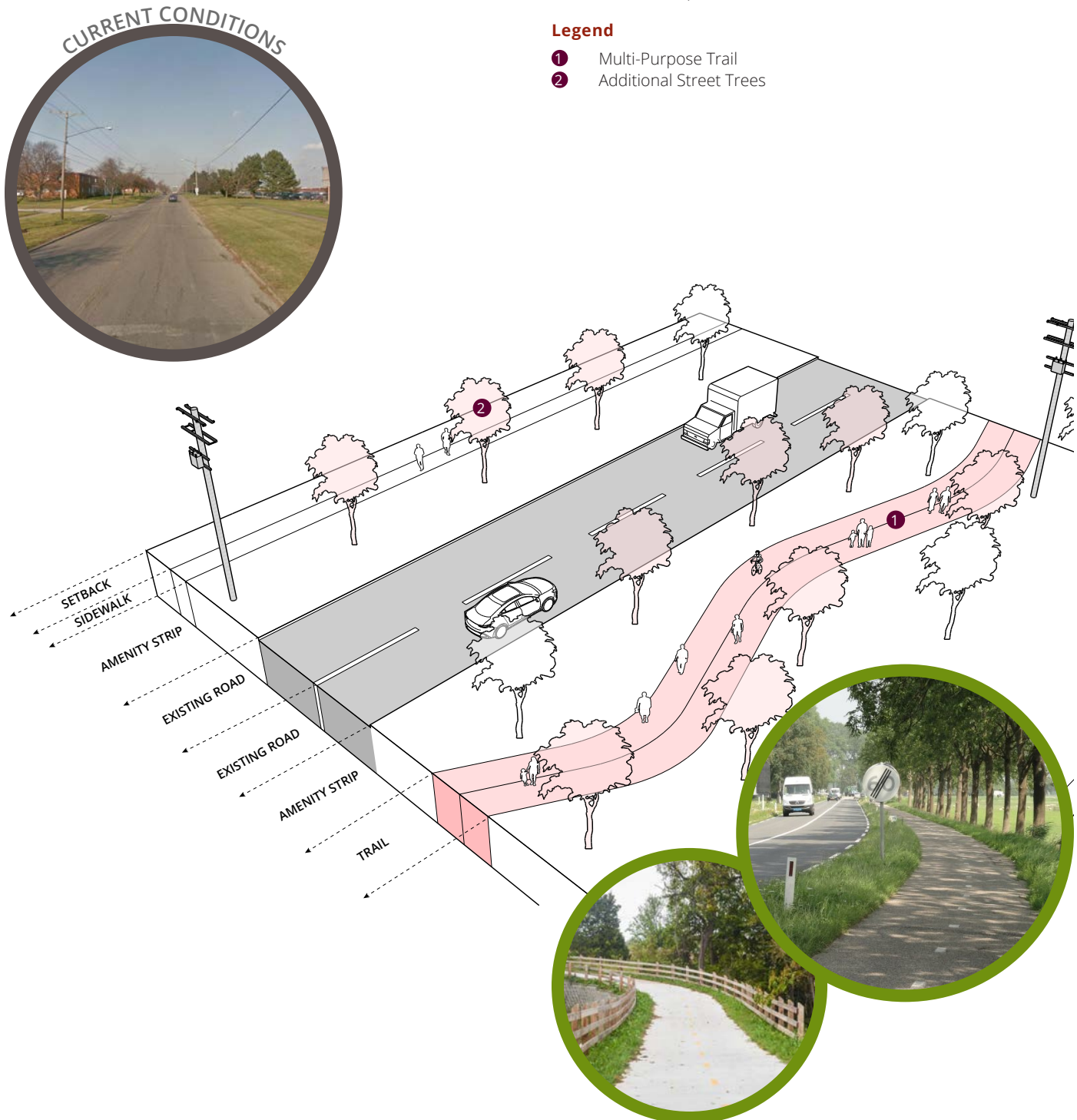
COMPONENT 3

3. SOUTH LEE ROAD TRAIL

South Lee Road running from the industrial areas near Rockside Road to the City border has deep setbacks, few driveways, and no sidewalks. The area is ideal for a meandering north-south trail that could connect neighborhoods to other parts of Maple Heights. At the northern end, the bikeway could connect to a bridge over the rail lines, while the southern end could connect further south to Dunham Park and the Cleveland Metroparks Bedford Reservation.

Legend

- ① Multi-Purpose Trail
- ② Additional Street Trees



4. JACKSON BOULEVARD TRAIL

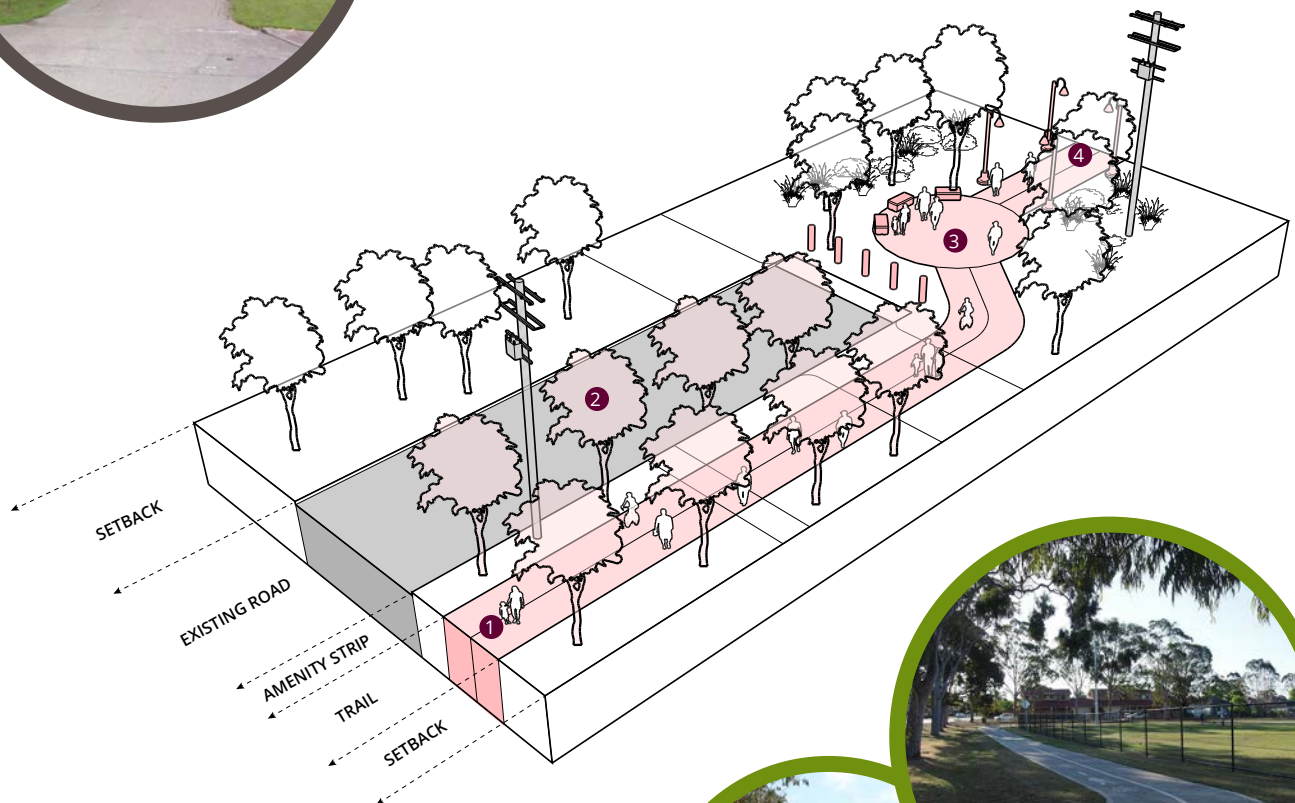
Jackson Boulevard running southeast from the High School Campus to the Maple Heights border consists of a little-used street and unused, unpaved right-of-way. The Jackson Boulevard Trail would use the deep setbacks and unbuilt areas to construct a trail that would connect neighborhoods to parks, schools, and business districts. In the unused right-of-way, the trail could include benches, lighting, and other features to make it a safe and attractive connector.

CURRENT CONDITIONS



Legend

- ① Multi-Purpose Trail
- ② Additional Street Trees
- ③ Entrance to Park
- ④ Lit Multi-Purpose Trail through Park



COMPONENT 3

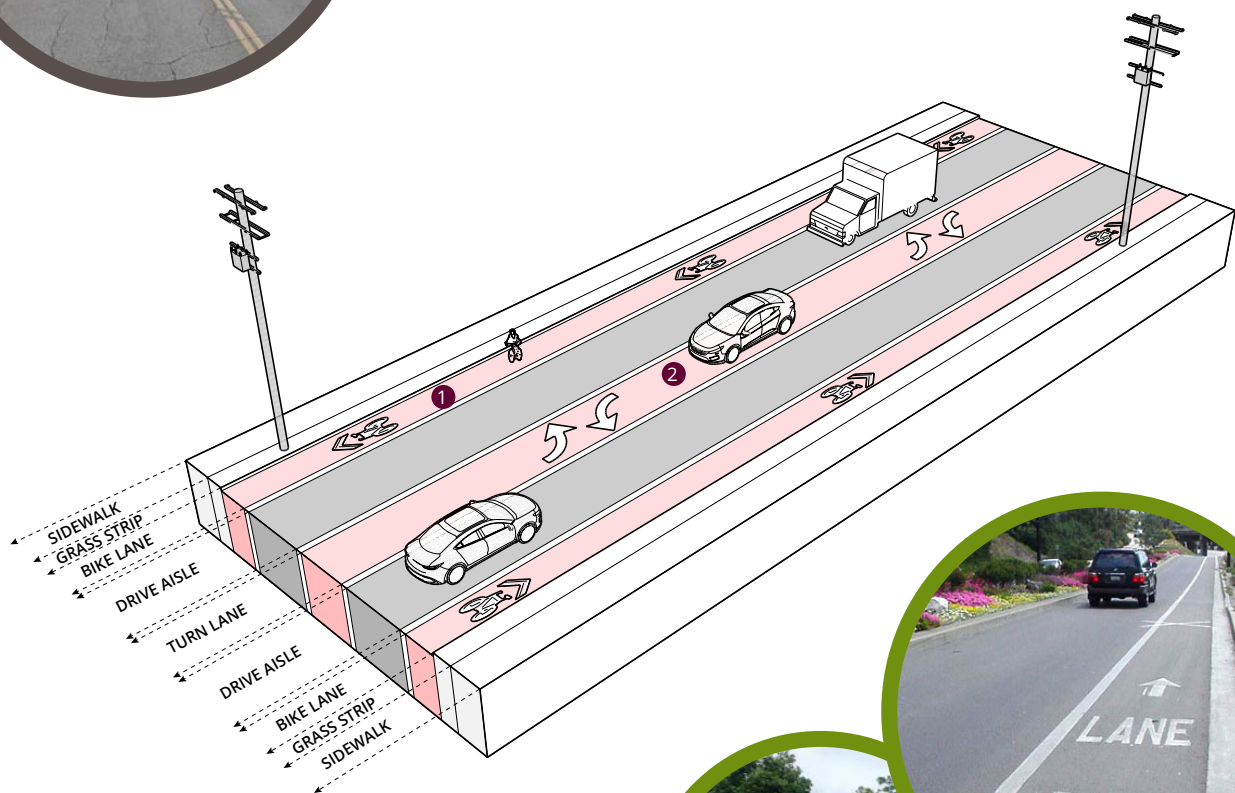
5. LIBBY ROAD (MAPLE POINT)

Libby Road through Maple Point has four lanes and excess capacity for the low amount of traffic it handles. To better accommodate both bicycle traffic and turning vehicles, the improvements outlined below would add a bike lane and center turn lane.



Legend

- ① Bike Lane
- ② Central Turn Lane



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COMPONENT 4

LINK TO NEARBY PARKS

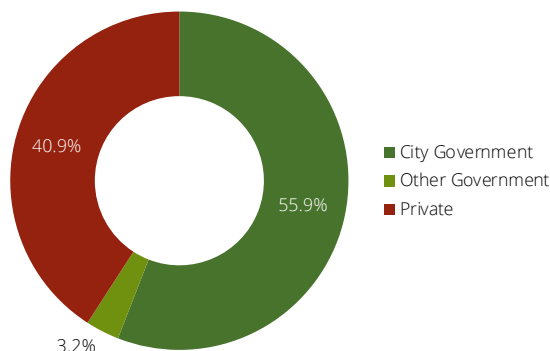
A. JACKSON PARK

Maple Heights has numerous subdivisions that, for a variety of reasons, were never fully built. The largest and most central of these is the area bounded by Waterbury, Thomas, Broadway, and Dalewood Avenues. With environmental constraints at the site and limited new construction in Maple Heights, the Master Plan outlines how this site could be used as a park and greenway that could spur nearby housing development and boost property values of surrounding homes.

ACQUIRE VACANT PARCELS

The unfinished subdivision is comprised of 93 parcels, of which 52 (55.9%) are currently owned by the City, three (3.2%) are currently owned by other governmental agencies, and 38 (40.9%) are currently owned by private property owners. The City should seek to acquire the remaining parcels to bring the entire site under single ownership.

Figure 1 — Parcel Ownership of Jackson Park



DEVELOP JACKSON BOULEVARD TRAIL

Jackson Boulevard runs from the Maple Heights High School Campus through residential neighborhoods to Greencroft Park in Bedford; however, much of the physical infrastructure was never constructed in areas where subdivisions were not built—it remains a grassy strip. The right-of-way forms a direct connection between neighborhoods, schools, parks, and further to municipal facilities and Maple Point.

The City should use the wide setbacks in residential neighborhoods and unused right-of-way in unbuilt subdivisions

to construct a trail. This trail is described and displayed on page 63.

DEVELOP JACKSON PARK

The parcels at the center of this area should be used for passive park space. At approximately 15 acres, Jackson Park would be roughly three times the size of Public Square in Downtown Cleveland.

Due to the known environmental features of this site including numerous waterways, wetlands, and trees, the park cannot be cleared to construct major features such as ballfields. Rather, any park space would be more suited to passive activities that preserve waterways, wetlands, and trees but allows limited access via trails. Paths through Jackson Park could link to Jackson Boulevard, Thomas Avenue, and Broadway Avenue to provide multiple entrance points for residents. This type of passive park would complement the active uses found at Stafford Park nearby.














To ensure proper use and ongoing safety of the proposed park the City should work with the School District, faith community, police department, and other stakeholders to program the park, design it with sufficient lighting and sight lines, and ensure it is safe for use.

ATTRACT DEVELOPMENT

Because of low values and high infrastructure costs, building new homes in this part of Maple Heights is financially difficult. The Jackson Park vision reserves a portion of the site along Thomas Avenue for potential new housing development. Because this area of the site is already adjacent to Thomas Avenue, new infrastructure investment would be limited. Likewise, the adjacency to a new park would provide an economic incentive for new construction. Housing in this area should consider townhouses as well as single-family homes in order to provide the diverse housing types desired by residents.

With a potential trail entrance off Broadway Avenue, the Jackson Park proposal could also encourage reinvestment and redevelopment of commercial properties along Broadway. New development could build on energy at the park and provide supportive uses such as retail.

Legend

- | | | | |
|---|--------------------------------|---|--|
|  | Park Space |  | 1 Park Area |
|  | Greenway Trail |  | 2 Jackson Boulevard Trail |
|  | Walking Paths |  | 3 Potential Wetland Area |
|  | Potential Townhouses |  | 4 Park Entryways |
|  | Potential Development Areas |  | 5 Walking Paths |
|  | General Environmental Features |  | 6 Potential Townhouses |
| | |  | 7 Potential Commercial Development Areas |

Map 12 — Framework for Jackson Park



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.



COMPONENT 4

B. STAFFORD PARK

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 become available.

CONSTRUCT NEW TRAILS

Stafford Park forms a critical link between neighborhoods west of the park and the Southgate shopping area east of the park. By constructing new trails and walkways through the park, the City can better link neighborhoods and shopping areas. This can encourage walking and bicycling as well as additional use of the park.

Most proposed trails shown on the map on the following page are contained within the park; however, one new trail runs between the Liberty Ford site and vacant commercial site on Warrensville Center Road. This would provide a new pedestrian entrance into the park.

CONSTRUCT A NEW ROAD ENTRANCE

Beyond pedestrian and bicycle entrances into Stafford Park, a new road entrance is proposed off of Warrensville Center Road. This new entrance would allow residents to access the park without having to drive through residential neighborhoods and would allow school buses to enter and exit the parking areas without disturbing residents.

Additionally, a new main entrance off of Warrensville Center Road would give higher visibility to the park and invite residents to use the facility.

To ensure that drivers do not use the park as a high-speed cut-through, the City should use traffic calming measures on new and existing roads. Traffic calming measures could include roundabouts, stop signs, raised intersections, speed humps, or other features that require drivers to slow down to maneuver through them. The addition of these traffic calming measures can improve pedestrian safety, reduce speed, and limit the use of the park as an alternate driving path.

SHRINK AND IMPROVE THE PARKING AREA

The existing parking area at Stafford Park contains more than 500 parking spaces and is in poor condition. The Plan suggests shrinking the parking area, better defining drive aisles, and adding landscaping. This can assist with flooding, better manage parking, improve the look of the park, and reduce unnecessary pavement.

CONSIDER REOPENING THE CITY POOL

Maple Heights' pool was closed due to lack of use and high costs at the height of the recession. As funds become available, the City should explore reopening the City pool; however, partnerships must be explored to assist with funding and ensure that enough people are using the facility.

REPAIR EXISTING AMENITIES

The most important component of the Stafford Park plan is to repair the existing amenities within the park. By keeping existing shelters, playgrounds, roads, trails, and ballfields in good condition, the City can encourage use of the park and provide a safe and enjoyable experience for residents.

Legend

-  Multi-Purpose Trail
-  Existing Roads
-  New Streets

-  Gateways and Nodes

Map 13 — Framework for Stafford Park



IMPROVED PARKING

The current parking area in Stafford Park has few trees and no defined drive aisles or parking spaces. The addition of trees and green areas can define the parking area and make it more attractive.



Neighborhoods in Maple Heights face a variety of conditions including vacancy and lack of upkeep, as well as positive indicators such as strong housing maintenance of certain properties. To facilitate meaningful neighborhood change, the City should implement a neighborhood improvement program to 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.

SELECT TARGET NEIGHBORHOOD STREETS

Neighborhood improvement programs should be targeted to areas that are small enough for proposed improvements to sufficiently make a change and should be neighborhoods that could benefit from improvements. The Master Plan identifies areas within walking distance of existing commercial nodes for these target areas in order to have residential neighborhoods with high enough population densities to support the nearby retail.

DEVELOP A NEIGHBORHOOD IMPROVEMENT PROGRAM

A neighborhood improvement program should include a flurry of improvements and activities in a small area in order to sufficiently change the look, feel, and perception of a neighborhood. These types of activities could include improvements made by the municipality, improvements made by private or non-profit partners, and activities that support the development of community ties. Examples of these types of improvements are listed below:

- **Municipal Improvements:** These improvements could include street repairs, crosswalk improvements, bike and pedestrian infrastructure, street light replacements, decorative neighborhood signs, new street trees, code enforcement, or painted fire hydrants
- **Private and Non-Profit Improvements:** These improvements could include front yard landscaping, exterior home maintenance, pocket parks, or infill housing
- **Community Development:** These activities could include neighborhood meetings, block parties, safety training, neighborhood watch training, block group

facilitations, bicycle safety demonstrations, or home improvement classes

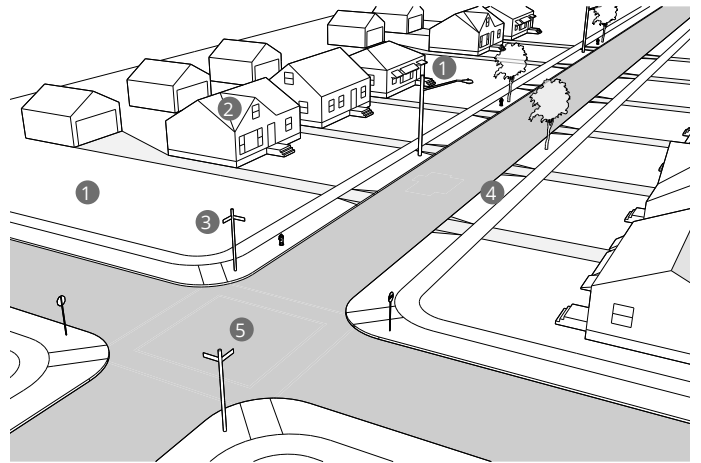
ENGAGE POTENTIAL PARTNERS

Facilitating neighborhood improvements should not be the work of the City alone. A neighborhood improvement program should be completed with the assistance of City departments, non-profit agencies, the Maple Heights School District, the Police and Fire Departments, developers, and neighborhood groups. By coordinating activities across the range of groups, a neighborhood improvement program can have a larger and lasting effect.

Neighborhood—Before Improvement Program

Legend

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



Neighborhood—After Improvement Program

Legend

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



The City's industrial employment is concentrated in two areas bordering Dunham Road and Rockside Road, just west of the railroad tracks. The City's manufacturing and wholesale trade jobs account for a fifth of all employment in Maple Heights, yet these industrial areas lack a coherent identity.

To attract new development, the City should position these industrial areas as cohesive industrial parks with an improved physical appearance, development strategy, and brand.

DEFINE AND MANAGE INDUSTRIAL PARKS

The City's northern and southern industrial areas should be branded as industrial parks, with a special focus for the northern industrial park on metals and manufacturing, and a special focus for the southern industrial park on goods distribution. Both of these parks could be named and branded, with advertising geared toward target industries and noting area assets such as the City's intermodal facility.

The City should work with property owners and businesses within these parks to link owners and coordinate investments.

IMPROVE INFRASTRUCTURE

The "Main Streets" of these industrial parks are Dunham Road and Rockside Road. Despite being the major thoroughfare through these industrial areas, they are unkempt, in need of general repair, and do not communicate the area's significant employment. To improve this, the City should develop specific streetscape and gateway plans for these roads and phase in their incorporation. Infrastructure improvements could include basic features such as banners and landscaping to more intense road reconstructions and decorative lighting. An example of potential streetscaping along Dunham Road is available on page 56.

DEVELOP EMPLOYEE AMENITIES

Industrial parks often include communal amenities for employees, such as park space and trails. The map on the following page shows potential loop trails within the industrial parks that could be constructed to provide an amenity to employees. These types of employee amenities fit with current corporate emphasis on employee wellness.

The Plan also identifies existing as well as potential parks and public spaces. With trails linking to these new employee-focused parks, employees could more easily use these spaces.

PROMOTE POTENTIAL DEVELOPMENT AREAS

The map at right displays potential development areas in both the northern and southern industrial parks. These areas are vacant, undeveloped, or open space areas within the industrial parks. They have the potential to add employment within the industrial parks or retail along exterior roads to support the industrial parks.

Map 14 — Framework for Enhancing Industrial Parks





5. Goals & Actions: Citywide Framework

WHATS INSIDE

The Citywide Framework section describes actions that are generalized across the City and are intended to accomplish the Vision outlined by residents. The section includes nine Citywide goals. Each goal includes a description of the overall strategy, actions to accomplish the goal, and a series of maps or images to support the most important actions.

The Citywide Framework is based on the Vision Principles as reviewed and updated by the Public and Steering Committee.

HOW DO I USE IT?

The Citywide Framework section covers changes to City policy and actions that can be taken for the benefit of the City as a whole. It should be used as a guide for the City, residents, neighborhood groups, and others to decide on actions that can address identified issues.

The Citywide Framework is the second half of the Plan's Goals & Actions.

CITYWIDE FRAMEWORK

- Foster Community Pride and Neighborhood Networks, page 76
- Stabilize the Housing Market and Encourage Reinvestment in Neighborhoods, page 80
- Improve the Vibrancy of the City's Business districts, page 84
- Encourage Walking and Bicycling, page 88
- Protect the City's Critical Environmental Features, page 90
- Revitalize Existing Parks and Strategically Enhance the City's Recreation System, page 92
- Coordinate Infrastructure Improvements, page 94
- Develop a Comprehensive System of Youth Engagement, page 96
- Grow Manufacturing Jobs, page 98



GOAL 1

FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

The City of Maple Heights has undergone dramatic changes in the past fifty years, resulting in a lack of neighborhood networks and community identity. A distinct identity can bolster community pride and keep and attract residents. This goal calls for fostering that community pride through improved branding and messaging, as well as by building networks among neighbors.

Maple Heights' existing brand identity is inconsistent in terms of colors, logos, and signage. To better coordinate these brand elements and reinforce a positive, professional, and consistent identity for the City, Maple Heights should undertake a branding campaign. This should include streamlining the City's logo, colors, and brand features for use in marketing, signage, gateways, infrastructure, and other features.

While branding can define a community, social networks are the key to community buy-in. The City should foster connections between neighbors through block group programs to connect existing neighbors, engage new residents, and improve neighborhood cohesion.

ACTION STEPS—BRANDING

- A.** Hire qualified design professionals to develop a consistent City brand for logos, gateway signs and markers, flags, municipal vehicles, business districts, parks, and other pieces (See page 78 for information on Community Branding)
- B.** Implement the brand by constructing gateway signs at minor and major entrances, enhancing infrastructure as roads are improved, updating the City's website, and adding other features identified in a branding scheme (See page 77 for information on Gateway Locations)
- C.** Undertake a campaign to foster community pride through media that portrays the positive aspects of living in Maple Heights

ACTION STEPS—BLOCK CLUBS

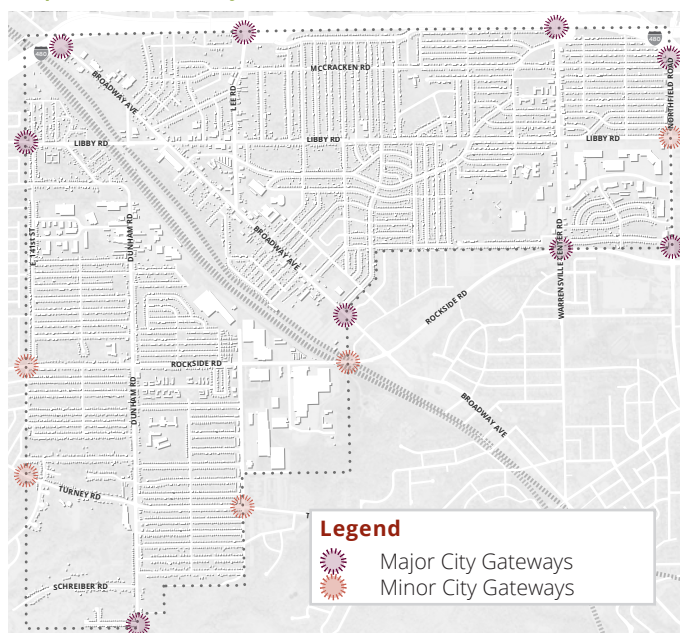
- D.** Strengthen the City's block club program to connect neighbors and build local social networks (See page 77 for information on Building Block Clubs)
- E.** Consider a new Community Development Corporation or partner with an existing one to assist the City in fostering neighborhood networks and 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

GATEWAY LOCATIONS

The Gateway Locations map displays two types of entrance points into Maple Heights: major gateways and minor gateways. Major gateways are large entrances to the City that may be major roads or highway off-ramps. Minor gateways are smaller, neighborhood entrances such as side-streets or minor thoroughfares between Cities.

When constructing signs at gateways, they should be tailored in size and complexity to the type of gateway as shown on the map.

Map 15 — Gateway Locations



BUILDING BLOCK CLUBS

Block clubs bring together residents within small areas or on a street to meet, organize, and have fun. They can connect neighbors who previously did not know each other, strengthen bonds, and host events.

In Maple Heights, many residents said that they did not know their neighbors and that there were few opportunities to connect. Block clubs can re-establish those neighborhood bonds.

HOLD THE NEXT MEETING

to keep the momentum going toward the first cookout, block watch, or other event

SET ROLES AND MISSION

to identify who does what, how to move forward, and what the goals are

DEVELOP AN AGENDA

of items to discuss, introductions to include, and rules for the discussion

SET A MEETING

that is open to everyone and held in an accessible location

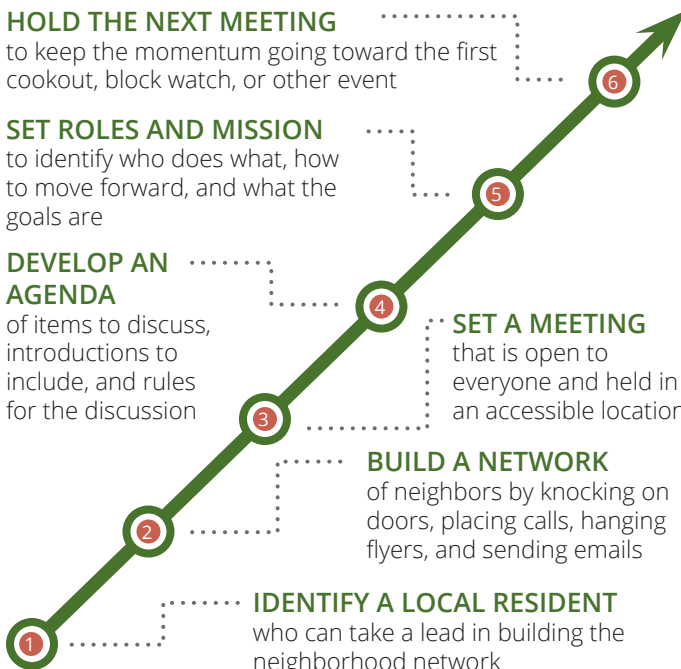
BUILD A NETWORK

of neighbors by knocking on doors, placing calls, hanging flyers, and sending emails

IDENTIFY A LOCAL RESIDENT

who can take a lead in building the neighborhood network

START HERE!

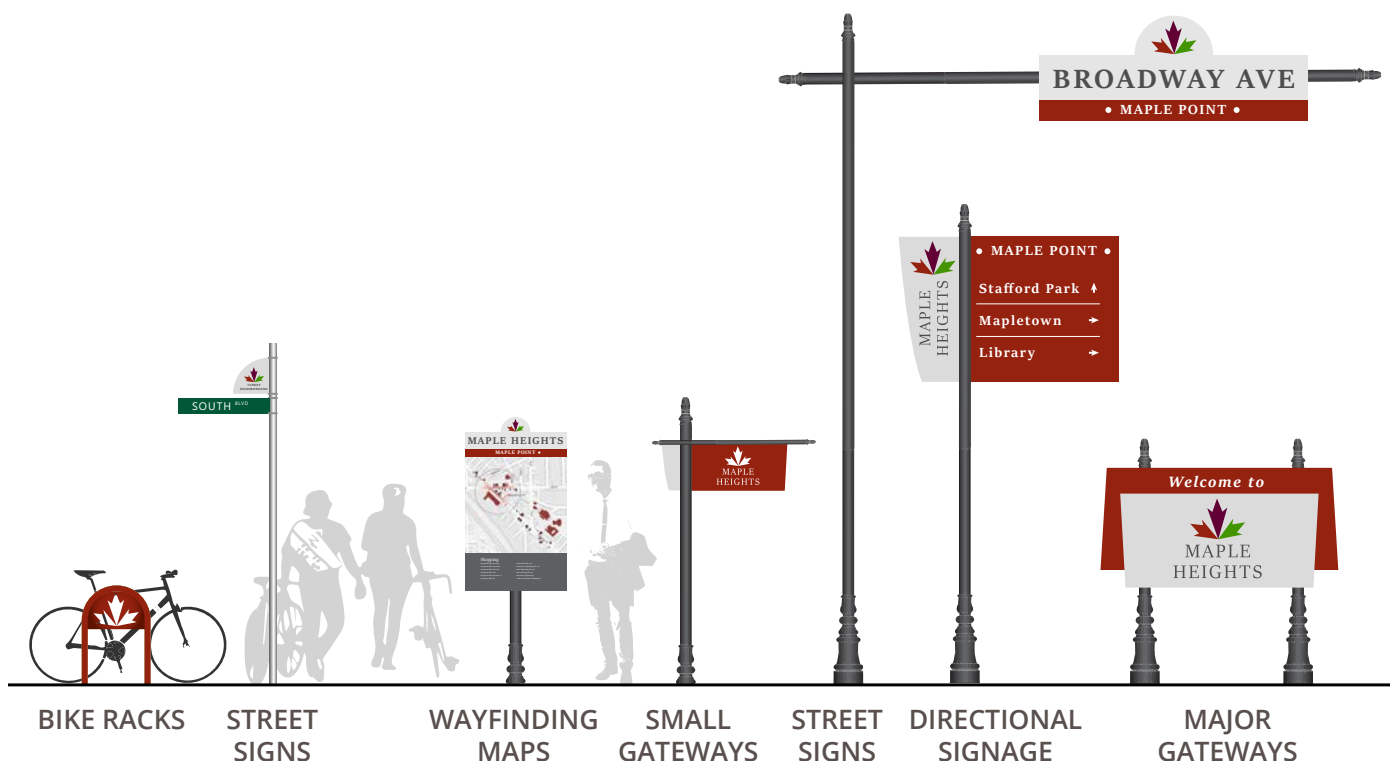


COMMUNITY BRANDING

LOGO EXAMPLE

The logo at right is an example of how the existing Maple Heights logo could be updated in a more modern fashion. In this example the maple leaf is less literal, and the three colors represent the City's three major commercial districts.

The font is a traditional font that highlights clean lines and serifs. This evokes a classic feel for Maple, which was established as a typical post-war suburb.



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.

TURNEY ROAD EXAMPLE

This example from the intersection of Turney and Dunham shows decorative street signs that identify both the street and the neighborhood. Directional signage can also point to neighborhood amenities such as Turney Plaza and Dunham Park.

Legend

- ① Decorative Street Sign
- ② Directional Signage



MAPLE POINT EXAMPLE

This example from the intersection of Maple Heights Boulevard and Broadway shows decorative street signs as well as maps of the area for pedestrians and decorative bike racks for safe and secure bicycle parking.

Legend

- ① Decorative Street Sign
- ② Pedestrian Map
- ③ Decorative Bike Racks



GOAL 2

STABILIZE THE HOUSING MARKET AND ENCOURAGE REINVESTMENT IN NEIGHBORHOODS

Maple Heights largely consists of single-family neighborhoods, many of which struggled during the Great Recession; however, recent sales price increases have shown major improvements for City neighborhoods. To continue this positive trajectory, this goal calls for stabilizing the housing market through maintenance efforts and encouraging reinvestment through marketing, homeownership resources, and new construction.

Because most City parcels have already been built upon, maintenance is critical to ensuring ongoing affordability and neighborhood cohesion. The Western Reserve Land Conservancy's 2017 Property Survey of Maple Heights found nearly 99% of City structures were in good condition. Only 123 out of 9,899 structures were rated as having poor exterior maintenance. The City should work with these owners to bring the structures into code compliance or require demolition. Additionally, the City should begin updating the property survey by annually reviewing a fifth of City structures for exterior maintenance.

The City should highlight well-maintained properties and market them to prospective buyers. With affordable and one-story homes, the City's housing stock fits the needs of first-time homebuyers and downsizing households. These qualities could attract a new wave of Maple residents.

Homeownership in Maple Heights should be reinforced through efforts to finance and incentivize home-buying. Because of the low sales price of Maple homes, some banks do not offer mortgage loans to buyers. The City and its partners should identify existing loan programs, expand those, and market them to potential buyers. Combined with education on ownership and assistance in paying down back taxes, these efforts can expand homeownership.

Finally, what few vacant parcels are left in Maple Heights should be assembled. With incentives for new development and a streamlined Zoning Code that makes construction permitting efficient, new homes or renovations can be encouraged.

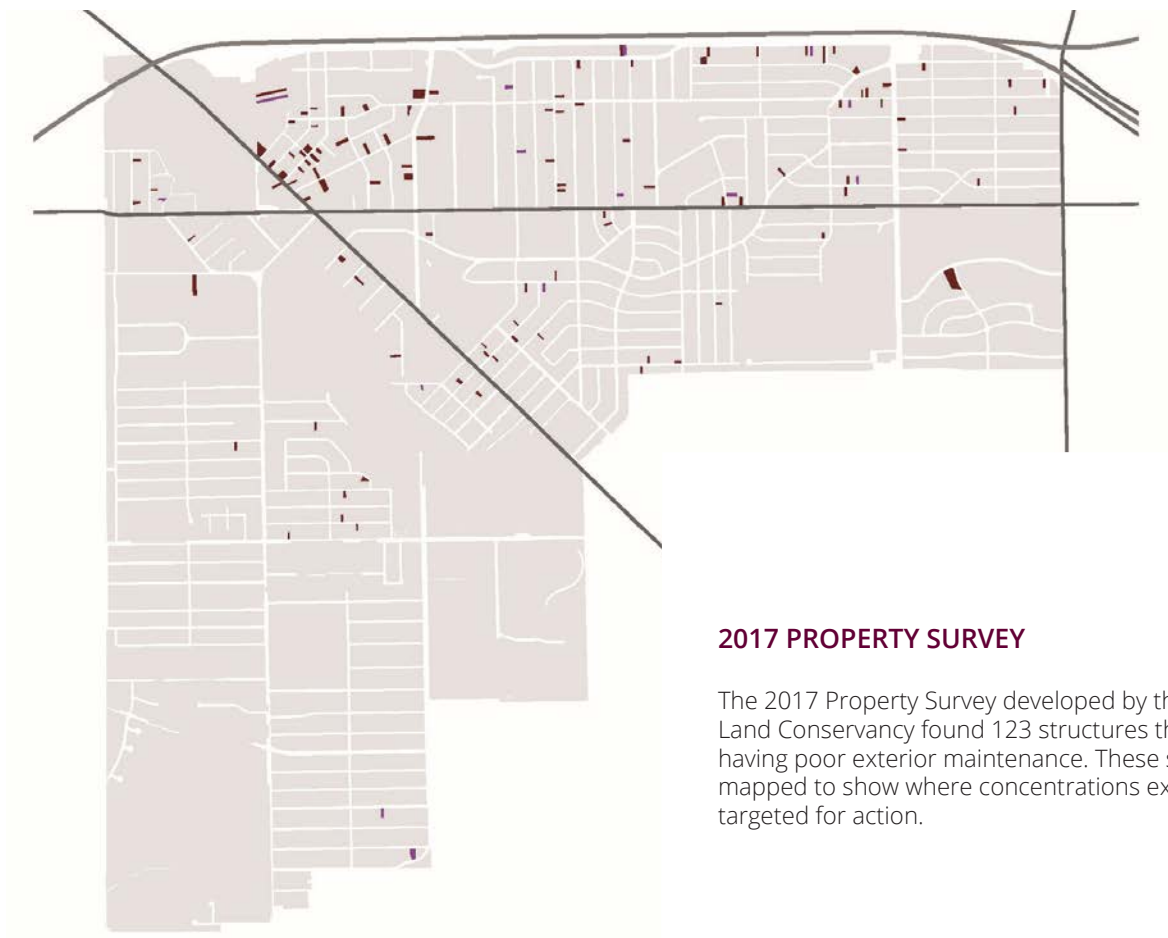
ACTION STEPS—MAINTENANCE

- A. *Use the 2017 Property Survey to identify distressed properties and bring them up to code or demolish those beyond repair (See page 81 for information on 2017 Property Survey)*
- B. *Develop an ongoing exterior housing maintenance program to update 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*

(Continued on following page)



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 for action.

Legend

- C-Grade Buildings: 108
- D-Grade Buildings: 14
- F-Grade Buildings: 1

GOAL 2

ACTION STEPS—HOMEOWNERSHIP

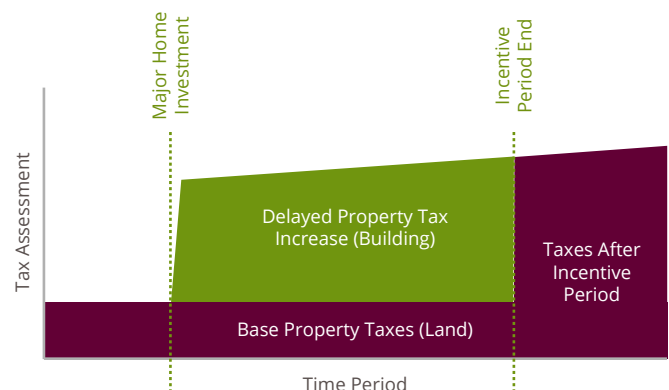
- E.** Partner with nearby communities, regional non-profits, local agencies, and banks to develop a mortgage and rehabilitation loan program for homes under \$50,000
- F.** Work with non-profits and other resource centers to host homeownership classes for current renters and other prospective homeowners
- 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 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 (See page 82 for information on Community Reinvestment Areas)
- K.** Advertise the Maple Heights home renovation concepts completed by the Cleveland Urban Design Collaborative to homeowners to encourage renovations of existing properties (See page 83 for information on Home Renovation Plans)
- L.** Partner with non-profits such as the Home Repair Resource Center to educate homeowners on repairs and renovations

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.



Existing



Proposed



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.

GOAL 3

IMPROVE THE VIBRANCY OF THE CITY'S BUSINESS DISTRICTS

Three Maple business districts are a focus of the Plan: Maple Point, Southgate, and Turney-Dunham. Each area has an essential connection to the neighborhoods surrounding it. A strong and vibrant business district strengthens those 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. This goal outlines ways to improve the vibrancy of these districts.

To achieve this goal, the City should update its Zoning Code to require improved development within business districts. Walkable development requires better design standards and codes to control the look and feel of developments. Further, adding landscaping and reducing unnecessary parking requirements can foster an aesthetically pleasant environment that is safe and inviting to pedestrians, cyclists, and vehicles—and provides more customers for businesses.

To better coordinate business district development, the City should foster merchants associations within key commercial areas. These groups can coordinate improvements that enhance the look, feel, and vibrancy of business districts. Similar organizations have also been successful in coordinating marketing strategies, providing supplementary services, and hosting events within business districts.

ACTION 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 sidewalks and parking, 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 (See page 85 for information on District Management)*
- E.** *Consider Tax Increment Financing to help pay for capital improvements in business districts*
- F.** *Use events to catalyze a sense of place in business districts and attract shoppers (See page 85 for information on Events)*
- 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.



EXAMPLE EVENTS

Events can be tailored to each district. Examples of events used in other places include:

- Art walks
- Community concerts
- Mural painting
- Food truck festivals
- Chalk-on-the-walk
- Sidewalk book sales
- Parades
- Holiday markets
- Pop-up beer gardens
- Holiday tree lightings
- Craft shows

RESIDENTIAL ZONING

The image below shows a typical Maple Heights home in red, and lot—shown in green. In comparing that home to existing City regulations that dictate size, setback, and width, this home would not presently be permitted in Maple Heights because the size of the parcel and configuration of the house are inconsistent with the Zoning Code.

These differences between Zoning Codes and existing homes are common and usually not problematic; however, in communities where vacant lots exist, new housing construction can be more difficult and costly when builders have to request variances to construct a new home. By updating the Zoning Code to better reflect what exists today and what residents would like to see in the future, the City can make building new homes easier and more cost effective.

Table 1
Comparison of Existing Home to Maple Heights Zoning Code

Zoning Regulation	Existing Home	Maple Heights Zoning Code
Lot Size ❶	~5,200 Sq Ft	7,000 Sq Ft
Lot Width ❷	40 Ft	60 Ft
Side Setback ❸	~2 Ft	3 Ft



COMMERCIAL ZONING

The image below shows a typical mixed-use development similar to what has been constructed throughout the United States. These developments are increasingly being constructed in suburbs as they compete with traditional cities for the authentic and walkable areas people desire.

Maple Heights’ commercial Zoning Districts would not allow this type of development because the Code is geared toward a car-focused shopping-only district. This building’s mix of uses, businesses up to the sidewalk, shared parking, and good design are either not required or not allowed in Maple Heights. By updating the Zoning Code, the City can encourage or require future developments to better fit with residents’ vision for a more walkable future.

Table 2
Comparison of Mixed-Use Development to Maple Heights Zoning Code

Zoning Regulation	Mixed-Use Development	Maple Heights Zoning Code
Residential Uses in Commercial Districts 1	Required	Not Permitted
Front Setback 2	0 Ft	Minimum 15 Ft
Parking 3	Shared Parking, Placed to the Rear or Side	Separate Parking for Each Use, Allowed in Front
Design Standards	Cohesive Design, Quality Materials	No Design Regulations



GOAL 4

ENCOURAGE WALKING AND BICYCLING

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.

The safety of bicyclists and pedestrians depends not only on well-designed routes and paths in City right-of-way, but also through paths in private property and education on how cars, cyclists, and pedestrians should safely interact. This could include updating codes to ensure new shopping plazas are required to build sidewalk connections to front entrances, or developing a Safe Routes to School program that identifies needs to safely connect students to their schools via sidewalks and crosswalks.

Once residents reach their destination, they need someplace to safely and securely park their bicycles. Few places in Maple Heights have adequate bicycle parking—for instance there is no bike parking on Broadway Avenue in Maple Point—so ensuring business districts, schools, and community destinations construct parking is important.

Finally, maintenance of the network, once built, is critical to its ongoing use. The City can work with other regional entities to plan for the maintenance of its trail network, coordinate best practices, and fill in missing locations.

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 setback strip centers*
- D.** *Update the City's Zoning Code to require clear, safe, and direct pedestrian connections through parking lots into strip centers (See page 89 for information on Pedestrian Entrances)*
- E.** *Evaluate sidewalks and crossing locations for implementation of HAWK signals, enhanced crosswalks, brighter lighting, and other elements to ensure pedestrian safety (See page 89 for information on Sidewalk and Crossings Review)*

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 (See page 89 for information on Bicycle Parking)*
- 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 consideration of multi-modal and environmental improvements in Capital Improvement 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.

GOAL 5

PROTECT THE CITY'S CRITICAL ENVIRONMENTAL FEATURES

Environmental features are critically important for communities not only because they beautify an area, but also because elements such as waterways and trees help handle stormwater, lower cooling costs, and provide recreational opportunities. This goal involves methods of protecting the remaining environmental features in Maple Heights.

The tree canopy is a major feature of Maple Heights' environment, but the percent of the City covered by trees is below the County average and those of surrounding communities. Trees play an important role in the beauty and character of the City and have been shown to increase property values. They also hold a critical environmental role in absorbing stormwater, regulating air temperatures, and providing habitat. Regulations that save existing trees during development and efforts to plant additional trees will protect and expand the City's tree canopy.

Incorporating green infrastructure and practices that protect the environment are also important in this time of climate change. Green infrastructure such as rain barrels, bioswales, and permeable pavement can reduce stormwater, beautify the community, slow the flow of water entering the system, and produce cleaner rivers and natural environments.

Beyond the addition of green infrastructure on private and public property, protecting existing patches of trees, wetlands, and stream corridors ensure that existing features remain. These environmental features already clean water and prevent flooding. Protecting these areas such as the unfinished subdivisions that dot Maple Heights is important for the ongoing health of the City's environment.

ACTION STEPS—TREE CANOPY

- A. *Use the County Planning Greenprint, Street Connections Framework Map (page 55), and Environmental Focus Areas Map to identify parcels, areas, and streets with low tree canopy coverage to target tree plantings (See page 91 for information on Environmental Focus Areas)*
- 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 (See page 91 for information on Green Infrastructure)*
- 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 subdivisions handles all stormwater on site and includes green space*
- H. *Consider regulations to limit development within specified distances of existing streams, waterways, and wetlands (See page 91 for information on Environmental Focus Areas)*
- I. *Consider daylighting culverted streams where possible through unfinished subdivisions*

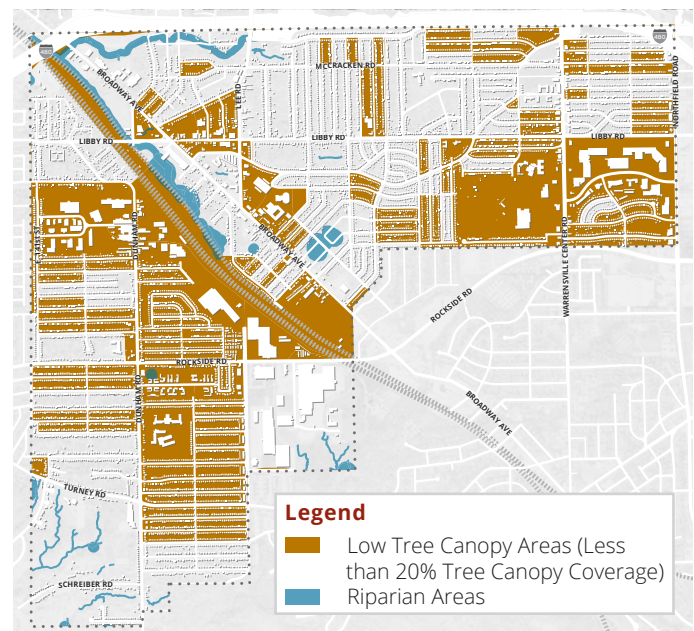
ENVIRONMENTAL FOCUS AREAS

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.

Map 16 — Environmental Focus Areas



GREEN INFRASTRUCTURE

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

GOAL 6

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. Through a new partnership, the City will lease Dunham Park to Cleveland Metroparks. The City is also working with the local faith community to add programming at Stafford Park. These innovative measures are making the City's existing park system work, but improvements to the parks are needed.

The Place-Based Framework identified the need to improve Stafford Park and partner with Metroparks to finalize improvements to Dunham. The Place-Based Framework also identified a potential new park along Jackson Boulevard. These improvements should be finalized into a Parks and Public Spaces Plan that addresses the specific needs within all of these parks and outlines a program to make improvements over time.

Along with physical improvements, partnerships can expand the availability of park space and programming. The partnership with Metroparks will bring quality programming and maintenance to Dunham Park, while the existing partnership with the faith community to program Stafford Park should be expanded to include other parks, including the proposed Jackson Park. Likewise, new partnerships with the School District have the opportunity to open existing school facilities to public use.

Beyond major parks, neighborhood green spaces are important for residents. Vacant parcels throughout the City should be considered for pocket parks that can include trees, small sitting areas, community gardens, and other features. The City should work with neighborhood groups to construct and manage pocket parks in neighborhoods.

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

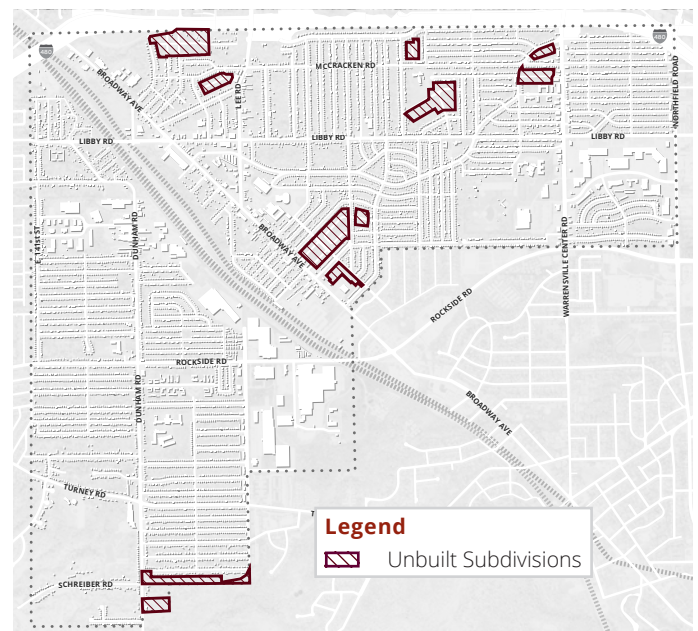
- G. *Partner with block clubs or neighborhood groups to develop and maintain small pocket parks on vacant or unused land*
- H. *Develop or use existing design standards and regulations for side yard expansions or pocket parks on vacant parcels*
- I. *Consider locations for a community dog park*

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.

Map 17 — Unbuilt Subdivisions



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.

GOAL 7

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 exits fiscal emergency, new opportunities to improve infrastructure should be undertaken holistically. This goal outlines opportunities to prioritize and coordinate infrastructure investments.

To ensure a strong network of City streets, the City should work with regional entities to rehabilitate or reconstruct major streets and plan for the improvement of neighborhood streets. To do so, the City should complete a comprehensive review of City streets and target the worst residential streets for rehabilitation or reconstruction.

When rehabilitating or reconstructing City streets, the City should work with regional entities such as the Cleveland Water Department and the Northeast Ohio Regional Sewer District to coordinate above and below ground infrastructure repairs at the same time. This limits redundant construction issues and can allow repairs to be done concurrently and more cost effectively.

ACTION STEPS—STREET REPAIR

- A. *Work with NOACA 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 (CIP) uses a pavement rating system to map out streets in need of repair and target funding toward those streets as it becomes available. The CIP 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.



GOAL 8

DEVELOP A COMPREHENSIVE SYSTEM OF YOUTH ENGAGEMENT

The City of Maple Heights has a higher concentration of school age children than the County as a whole, and providing opportunities for these children is critical to their development. Interviews with area stakeholders, however, revealed that many area children are not properly connected with activities, employment, and other opportunities.

The City of Maple Heights has recently become a MyCom community. MyCom is a network that connects youth to quality programs in their neighborhoods with the intention of inspiring and preparing youth to be good citizens. In Maple Heights, the process of building those connections between youth and their community is just beginning; however, MyCom has the opportunity to be the coordinating agency that stakeholders said was missing in Maple Heights.

This goal outlines the ways in which MyCom can become a guiding force in creating a coordinated system of youth engagement that can link youth to activities, employment, and opportunity.

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 of

activities to ensure a range of activities are available, linking various groups that are undertaking the same efforts, or sharing best practices. Overall, the MyCom network can be a central repository of information, a leader in best practices, and the group that identifies any missing pieces in the network.

GOAL 9

GROW MANUFACTURING JOBS

The City of Maple Heights would like to see jobs remain in the City to provide better opportunities for residents. This goal focuses on ways the City can strengthen the available workforce and foster job growth in the manufacturing sector.

The United States Department of Labor's Bureau of Labor Statistics has defined jobs in the manufacturing sector as "establishments that are often described as plants, factories, or mills, and characteristically use power-driven machines and materials-handling equipment." The City of Maple Heights has a strong manufacturing base with approximately 13% of its land use dedicated to industrial uses, especially fabrication, metals processing, and distribution. The industrial areas are strategically located near Interstate 480, Rockside Road, major transportation thoroughfares, and the centrally-located Cleveland Intermodal Facility.

The following actions outline the ways the City and employers in the industrial areas can partner to grow the manufacturing sector and workforce in Maple Heights. One way to achieve this would be to coordinate with employers and business owners to establish internships, cooperative learning opportunities, and apprenticeships with students in Maple Heights. Another way would be to partner with local and regional institutions of higher learning to develop skill-based educational opportunities for non-school-aged adults. Additionally, tax incentive programs for adding new employment could grow the manufacturing sector, while marketing campaigns could highlight existing community assets such as metals manufacturing and distribution, and the Cleveland Intermodal Terminal.

ACTION STEPS—WORKFORCE

- A. *Work with Maple City Schools, local businesses, Cuyahoga County, 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, improve infrastructure, 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.





6. Implementation

Moving from vision to implementation requires commitments of time and resources. The Implementation section ties individual actions to partners, timeframes, and potential funding sources to ensure everyone is aware of how actions can be accomplished.

WHAT'S IN THIS SECTION?

This section includes tables that correspond to each component, goal, and action from the previous sections. For each Place-Based Framework component, potential next steps are listed for implementation of that component. For the Citywide Framework goals and actions, detailed information is listed including a time frame identifying how long it could take to accomplish the action, parties that could assist in its implementation, and potential levels of funding. It also provides space to add notes for the status of a project and for the date an action is completed.

The implementation tables are meant to serve as a guide; however, priorities, funding streams, and partners can change over time. New resources should be evaluated against action items as they arise.

HOW DO I USE IT?

The Implementation section informs not only City staff and administration of who is responsible for undertaking actions, but it also discusses partnerships with private property owners, other municipalities, and other levels of government to demonstrate that accomplishing the Plan will take efforts from many groups.

IMPLEMENTATION

- Actions and Collaborations, page 102
- Reading the Tables, page 103
- Place-Based Implementation Tables, page 104
- Citywide Implementation Tables, page 110
- Potential Funding Sources, page 120

6.1 ACTIONS AND COLLABORATIONS

It is intended that this Master Plan will be used by the City of Maple Heights—as well as property owners and developers—when deciding where, when, and how to make investments. A viable implementation program—one that sets forth specific action items—is a valuable tool to ensure that recommendations are acted upon.

TYPES OF ACTIONS

The action steps can be categorized in three ways:

- **Proactive Actions** include recommendations for revising, expanding, promoting, or developing new programs or services. These are actions that would not otherwise occur without new action undertaken by residents, groups, or the City.
- In addition to proactive actions, the Plan recommends certain **Responsive Actions**. These actions are to be undertaken when certain conditions are met. For instance, supporting new senior housing investments would be triggered when a development proposal is submitted to the City.
- Finally, the Master Plan recommends certain **Ongoing Actions**. These actions are meant to underscore positive steps already undertaken and which are important to continue or to improve.

COLLABORATION

It is important to recognize that there are factors that impact the City that are beyond its control. In such cases, it is important to forge and maintain supportive partnerships with those who can provide assistance. In addition, because cities across the County and State are facing declining resources, it is becoming more important than ever to engage firms, institutions, and citizens to collaborate in the work of government.

The Master Plan identifies opportunities for engaging with other entities in developing mutually beneficial programs. With this in mind, the City can serve as a champion and supporter to help spur collaborative actions.

6.2 READING THE TABLES

The implementation tables on the following pages link directly to the actions in the previous section. The components of the Place-Based Framework are expanded to include next steps, while tables covering the goals of the Citywide Framework include details such as Projected Timeline, Responsible Parties & Partners, Estimated Cost, and Status/Date Complete. Potential Partners are identified through symbols as shown in the legend on the following page.

While Potential Partners, Estimated Timelines, and Estimated Cost are outlined, changing circumstances, priorities, and funding streams may require this action table to change. The last column—Status/Date Complete—provides the opportunity to track changes in the implementation of an action and to provide a public record of when a project or action is completed.

It is important to recognize the tables serve as guides; they are intended to be updated when circumstances warrant.

COST ESTIMATES

The implementation tables for the Citywide framework contain three levels of cost estimates: High, Medium, and Low. Because of the ever-changing nature of projects, costs are variable; however, we have provided ranges to give a general understanding of the scope of a project.

For the purposes of this Plan, High, Medium, and Low cost ranges can be understood as follows:

Estimated Cost Range	
High Cost	Over \$500,000
Medium Cost	\$100,000 to \$500,000
Low Cost	Up to \$100,000

Importantly, estimated costs are only supplied for the action as described. They do not take into account additional steps. For instance, the cost of the action “Develop merchants associations in commercial centers to coordinate marketing, physical improvements, events, business strategies, and other issues” is only for the cost of developing the merchants associations. The cost does not take into account further actions—such as making physical improvements in districts—that might be a necessary next step to establishing those associations.

PRIORITIES

The priorities for components and goals are identified by stars in the implementation tables. Those with three stars are the highest priority while fewer stars indicate lower priorities. Priority was determined through public input at the third Public Meeting.

HELP! — WHERE DO WE START?

The first step to beginning implementation is often the most overwhelming. Where do we start? Who should do what? How do we stop the Plan from sitting on a shelf? While every community's path to implementation is different, here are a few best practices to get started:

- Use the implementation table to **pick the top actions** that will be undertaken each year and **assign personnel responsible for those actions**

- Establish a **Plan Implementation Committee** that meets every quarter to review the actions that are underway
- Publish an **Annual Results Report** detailing what has been accomplished so far

Still lost? Contact County Planning and we can help you get started.

6.3 PLACE-BASED IMPLEMENTATION TABLES

COMPONENT 1: ENLIVEN KEY COMMERCIAL NODES A. MAPLE POINT

Priority Level: ★★★

Action Steps

Proactive Actions

Develop a logo, brand, and district identity for Maple Point

Develop gateways into Maple Point

Add wayfinding signage

Conduct planning, design, and engineering for Libby, Lee, and Broadway streetscapes

Construct a pocket park at the corner of Lee and Libby

Design and construct a gateway park on either side of Libby at Broadway

Convene MapleTown owners about property improvements

Convene owners of walkable buildings in the Core District to encourage improvements to structures

Convene Library area property owners to discuss shared parking and development

Conduct planning, design, and engineering for the multi-purpose trail network

Responsive Actions

Encourage preservation of walkable buildings in Maple Point

Mandate walkable, attractive design of new developments

Ongoing Actions

Maintain area infrastructure

Host events to bring people to Maple Point

Encourage renovations of walkable structures

Citywide Actions

The following Citywide goals and actions are also applicable:

Goal 1: A, B
Goal 3: A-G

Goal 4: C-H
Goal 5: D, E

Goal 6: H
Goal 7: A

COMPONENT 1: ENLIVEN KEY COMMERCIAL NODES B. SOUTHGATE AREA

Priority Level: ★★

Action Steps

Proactive Actions

Undertake a TLCI that identifies market opportunities at Southgate

Undertake a TLCI that finalizes sidewalk, streetscape, and trail connections and engineering

Develop gateways into Southgate

Add wayfinding signage

Responsive Actions

Mandate walkable, attractive design of new development or redevelopment

Encourage new road connections through Southgate

Consider open spaces as a component of a Southgate redevelopment

Ongoing Actions

Host events to bring people to Southgate

Encourage new development and redevelopment of older retail

Encourage a mix of land uses at Southgate

Encourage concentration of drive-up retail along Warrensville Center Road and Northfield Road

Encourage mixed-use development in the center of Southgate

Citywide Actions

The following Citywide goals and actions are also applicable:

Goal 1: A, B
Goal 3: A-G

Goal 4: C-H
Goal 5: D, E

Goal 7: A

COMPONENT 1: ENLIVEN KEY COMMERCIAL NODES **C. TURNEY-DUNHAM AREA**

Priority Level: ★★

Action Steps
Proactive Actions
Develop gateways into Turney-Dunham
Add wayfinding signage
Conduct planning, design, and engineering for Dunham Road streetscaping
Conduct planning, design, and engineering for trail connections from Dunham Park to S. Lee Road and to Metroparks Bedford Reservation
Responsive Actions
Support redevelopment of vacant parcels south of Turney Road for retail
Support redevelopment of vacant parcels north of Turney Road for housing or pocket parks
Require trail construction as part of any subdivision development
Ongoing Actions
Support Metroparks' renovations of Dunham park
Host events to bring people to Turney-Dunham
Encourage new development and redevelopment of older retail
Citywide Actions
The following Citywide goals and actions are also applicable:

- Goal 1:** A, B
Goal 3: A-G

Goal 4: C-H
Goal 5: D, E

Goal 6: A, G
Goal 7: A

COMPONENT 2: IMPROVE CONNECTIONS BETWEEN NODES AND WITH THE REGION

Priority Level: ★

Action Steps
Proactive Actions
Review minor streetscape areas for missing street trees, poor crossings, and infrastructure
Design and construct improvements in minor streetscape areas
Conduct planning, design, and engineering for major streetscapes
Rehabilitate Warrensville Center Road
Rehabilitate Dunham Road
Responsive Actions
Require streetscape improvements when buildings are redeveloped
Limit new curb cuts when buildings are developed or redeveloped
Ongoing Actions
Repair roads, sidewalks, crosswalks, and other infrastructure
Citywide Actions
The following Citywide goals and actions are also applicable:
<div> Goal 1: A, B Goal 3: E </div> <div> Goal 4: B, I Goal 5: A, E </div> <div> Goal 7: A-E Goal 9: F </div>

COMPONENT 3: DEVELOP NON-MOTORIZED CONNECTIONS

Priority Level: ★

Action Steps		
Proactive Actions		
Convene Norfolk-Southern about potential railroad crossings		
Conduct planning, design, and engineering for trails and bike lanes		
Construct trail connections		
Responsive Actions		
Require trail easements as part of new developments or redevelopments		
Ongoing Actions		
Include non-motorized improvements as part of road rehabilitations		
Seek potential railroad bridge crossings		
Secure easements for needed trail connections		
Work with trail builders to construct connections in Maple Heights		
Citywide Actions		
The following Citywide goals and actions are also applicable:		
Goal 1: A	Goal 4: B, E, I, J	Goal 7: A, D, E
Goal 3: E	Goal 6: C	

COMPONENT 4: LINK TO NEARBY PARKS
A. JACKSON PARK

Priority Level: ★

Action Steps		
Proactive Actions		
Review tax delinquency in the unfinished subdivision		
Convene property owners about donating or selling their properties		
Hire qualified design professionals to develop a detailed park plan and associated development		
Conduct planning, design, and engineering for a Jackson Boulevard greenway		
Responsive Actions		
Support park-oriented and walkable commercial development along Broadway Avenue		
Support residential development along Thomas Street		
Ongoing Actions		
Acquire vacant parcels within the unfinished subdivision		
Partner with non-profits and the school district to ensure ongoing safety of a Jackson Boulevard Greenway		
Protect the environmental features of the area		
Citywide Actions		
The following Citywide goals and actions are also applicable:		
Goal 1: A, B, H	Goal 3: A-C	Goal 5: A, B, E, G-I
Goal 2: H-J	Goal 4: B, E, J	Goal 6: A, B, D

COMPONENT 4: LINK TO NEARBY PARKS B. STAFFORD PARK

Priority Level: ★

Action Steps		
Proactive Actions		
Conduct planning, design, and engineering for new trails through the park		
Work with area stakeholders to consider partnering in reopening the City pool		
Shrink and improve the parking area		
Develop a partnership with the School District to provide overflow parking if needed		
Convene Warrensville Center Road property owners concerning a park road and trail entrance		
Develop gateways into Stafford Park		
Add wayfinding signage		
Responsive Actions		
Mandate new park access points as part of any redevelopment of Warrensville Center Road properties		
Ongoing Actions		
Repair existing park amenities		
Citywide Actions		
The following Citywide goals and actions are also applicable:		
Goal 1: A, B, H	Goal 5: A, B, D	Goal 7: D
Goal 4: B, J	Goal 6: A, D-F	Goal 8: E

COMPONENT 5: STRENGTHEN SURROUNDING RESIDENTIAL AREAS

Priority Level: ★★★

Action Steps		
Proactive Actions		
Identify existing City resources that could be targeted as part of a neighborhood improvement program		
Convene private, non-profit, and regional groups about partnering as part of a neighborhood improvement program		
Identify neighborhood groups that could be part of a program		
Responsive Actions		
Grow and improve the neighborhood improvement program based on lessons learned		
Ongoing Actions		
Advertise a neighborhood improvement program to potential neighborhoods		
Citywide Actions		
The following Citywide goals and actions are also applicable:		
Goal 1: A-H	Goal 5: A, C, E, F	Goal 8: B, E
Goal 2: A-L	Goal 6: D, G-I	
Goal 4: B, E	Goal 7: A, C, D	

COMPONENT 6: ENHANCE INDUSTRIAL PARKS

Priority Level: ★

Action Steps		
Proactive Actions		
Identify the boundaries and name the City's industrial parks		
Develop clear incentive packages for employment in these areas		
Develop gateways into the industrial parks		
Add wayfinding signage		
Conduct planning, design, and engineering for Dunham Road and Rockside Road streetscaping		
Conduct planning, design, and engineering for new trails through this area		
Partner with property owners to make improvements to existing or proposed parks		
Responsive Actions		
Mandate walkable, attractive design of new developments		
Support industrial developments within the industrial parks		
Support supportive retail development along S. Lee Road		
Ongoing Actions		
Promote the City's industrial parks to potential developers		
Clear and clean industrial areas for future reuse		
Citywide Actions		
The following Citywide goals and actions are also applicable:		
Goal 1: A, B	Goal 5: D, E	Goal 7: A
Goal 3: E	Goal 6: H	Goal 9: D, E, G
Goal 4: E, G-J		






































6.4 CITYWIDE IMPLEMENTATION TABLES

POTENTIAL PARTNERS LEGEND

City of Maple Heights		Other Governmental Agencies	
	Maple Heights City Government – General		Cleveland Metroparks
B	Building		County Planning
F	Finance		Cuyahoga Arts and Culture
L	Law		Cuyahoga County Board of Health
P	Parks		Cuyahoga County Department of Development
S	Service		Cuyahoga County Land Bank
SC	Senior Center		Cuyahoga County Public Works
	Maple Heights City School District		Cuyahoga Soil and Water Conservation District
	Police and Fire		Greater Cleveland Regional Transit Authority
Private and Non-Profit Entities			Neighboring Communities
	Akron Cleveland Association of Realtors		Northeast Ohio Areawide Coordinating Agency
	Bicycling Advocates		Northeast Ohio Regional Sewer District
	Business District Merchant Associations		Ohio Department of Health
	Cleveland Urban Design Collaborative		Ohio Department of Natural Resources
	Community Development Corporation		Ohio Department of Transportation
	Cuyahoga County Public Library		Ohio Development Services Agency
	Faith Community		TeamNEO
	Higher Education Institutions		
	Home Repair Resource Center		
	Jumpstart		
	Local Businesses		
	Mill Creek Watershed Partnership		
	MyCom		
	Neighborhood Groups		
	Private Property Owners		
	Qualified Design Professionals		
	Qualified Non-Profits		
	Railroads		
	Regional Institutions		
	Southeast Region Chamber of Commerce		
	Transit Advocates		
	Western Reserve Land Conservancy		
		Priority Level	
		★	Lowest Priority
		★★	Middle Priority
		★★★	Highest Priority

































































GOAL 1: FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

Priority Level: ★★

Action Steps	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
Action Steps—Branding				
A. Hire qualified design professionals to develop a consistent City brand for logos, gateway signs and markers, flags, municipal vehicles, business districts, parks, and other pieces	1-2 Yrs	 	Low	
B. Implement the brand by constructing gateway signs at minor and major entrances, enhancing infrastructure as roads are improved, updating the City's website, and adding other features identified in a branding scheme	Ongoing	    	—	
C. Undertake a campaign to foster community pride through media that portrays the positive aspects of living in Maple Heights	1-2 Yrs	 	Medium	
Action Steps—Block Clubs				
D. Strengthen the City's block club program to connect neighbors and build local social networks	1-2 Yrs	     	Low	
E. Consider a new Community Development Corporation or partner with an existing one to assist the City in fostering neighborhood networks and acting as a central repository of community engagement efforts and best practices	1-2 Yrs	 	High	
F. Map neighborhood groups and block clubs, and post contact information on the City's website to make involvement easier	1-2 Yrs	     	Low	
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	Ongoing	       	—	
H. Encourage neighborhood safety through block watches and safety training events	Ongoing	     	—	





















































GOAL 2: STABILIZE THE HOUSING MARKET AND ENCOURAGE REINVESTMENT IN NEIGHBORHOODS

Priority Level: ★★★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
Action Steps—Maintenance				
A. Use the 2017 Property Survey to prioritize distressed properties for actions to bring them up to code or demolish those beyond repair	3-5 Yrs	 — B, L     	High	
B. Develop an ongoing program to update exterior housing maintenance survey data on a five-year rotating basis	Ongoing	 — B, L    	—	
Action Steps—Marketing				
C. Market Maple Heights as an affordable starter-home and one-story living location	Ongoing	   	—	
D. Develop a home improvement award program that recognizes investments in renovations and quality construction	1-2 Yrs	   	Low	
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	2-3 Yrs	 — B, F, L     	Low	
F. Work with non-profits and other resource centers to host homeownership classes for current renters and other prospective homeowners	1-2 Yrs	 — F, L         	Low	
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	3-5 Yrs	 — F, L    	Low	
Action Steps—Construction				
H. Assemble land in target areas and advertise infill housing opportunities to residential developers	3-5 Yrs	 — B, F, L, S    	High	
I. Update the City's Zoning Code to ensure it allows appropriate infill housing and home renovations	1-2 Yrs	 — B, L   	Low	
J. Update the City's Community Reinvestment Area to incentivize new housing construction in targeted areas	1-2 Yrs	 — F, L   	Low	
K. Advertise the Maple Heights home renovation concepts completed by the Cleveland Urban Design Collaborative to homeowners to encourage renovations of existing properties	Ongoing	    	—	
L. Partner with non-profits such as the Home Repair Resource Center to educate homeowners on repairs and renovations	Ongoing	     	—	










































































GOAL 3: IMPROVE THE VIBRANCY OF THE CITY'S BUSINESS DISTRICTS

Priority Level: ★★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
Action 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	1-2 Yrs	 — B, L     	Low	
B. Improve landscaping standards for new commercial buildings to ensure adequate landscaping between sidewalks, parking areas, and within parking lots	1-2 Yrs	 — B, L       	Low	
C. Reduce the number of parking spaces required by the Zoning Code to promote denser, more walkable development	1-2 Yrs	 — B, L     	Low	
Action Steps—District Management				
D. Develop merchants associations in commercial centers to coordinate marketing, physical improvements, events, business strategies, and other issues	1-2 Yrs	 — B, F, L     	Low	
E. Consider Tax Increment Financing to help pay for capital improvements in business districts	2-3 Yrs	 — F, L  	Low	
F. Use special events to catalyze a sense of place in business districts and attract shoppers	Ongoing	       	—	
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	Ongoing	              	—	













































GOAL 4: ENCOURAGE WALKING AND BICYCLING

Priority Level: ★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
Action Steps—Safety				
A. Work with non-profits and advocacy organizations to educate bicyclists and drivers on bicycling laws and safe practices	Ongoing	 — L     	—	
B. Develop a Safe Routes to School program	2-3 Yrs	 — S         	Low	
C. Incentivize construction of safe pedestrian paths into commercial strip centers setback from the street	1-2 Yrs	 — S    	High	
D. Update the City's Zoning Code to require clear, safe, and direct pedestrian connections through parking lots into strip commercial centers	1-2 Yrs	 — B, L     	Low	
E. Evaluate sidewalks and crossing locations for implementation of HAWK signals, enhanced crosswalks, brighter lighting, and other elements to ensure pedestrian safety	Ongoing	 — S         	—	
Action Steps—Amenities				
F. Partner with businesses or seek grant funding to add bicycle parking in business districts	1-2 Yrs	 — F, S      	Low	
G. Update the City's Zoning Code to require bicycle parking in business districts and multi-family developments	1-2 Yrs	 — B, L     	Low	
H. Improve GCRTA bus stops in Maple Heights—especially at high-frequency stops and community centers	3-5 Yrs	 — S      	High	
Action Steps—Network Maintenance				
I. Adopt a Complete and Green Streets ordinance to require consideration of multi-modal and environmental improvements in Capital Improvement Projects	1-2 Yrs	 — F, L, S         	Low	
J. Work with Cuyahoga Greenways to establish an ongoing maintenance plan for trails	Ongoing	 — F, L, S     	—	












































GOAL 5: PROTECT THE CITY'S CRITICAL ENVIRONMENTAL FEATURES

Priority Level: ★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
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	1-2 Yrs	— F, P, S    	Medium	
B. Adopt tree protection ordinances	1-2 Yrs	— L, P, S     	Low	
Action Steps—Green Infrastructure				
C. Review the City's development codes to remove barriers to rain barrels, solar panels, and other green infrastructure elements	1-2 Yrs	— B, L     	Low	
D. Update parking lot standards for large-scale developments to require green stormwater infrastructure	1-2 Yrs	— B, L     	Low	
E. Work with NEORSD, Cleveland Metroparks, and private and non-profit partners to identify green infrastructure opportunities on both private and public properties	1-2 Yrs	— B, S     	Low	
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 install and maintain landscaping	Ongoing	    	—	
Action Steps—Open Space Protection				
G. Ensure that any new development of the City's unfinished subdivisions handles all stormwater on site and includes green space	Responsive	— B, L, P, S     	—	
H. Consider regulations to limit development within specified distances of existing streams, waterways, and wetlands	1-2 Yrs	— B, L, P, S     	Low	
I. Consider daylighting culverted streams where possible through unfinished subdivisions	Ongoing	— B, P, S     	—	




































GOAL 6: REVITALIZE EXISTING PARKS AND STRATEGICALLY ENHANCE THE CITY'S RECREATION SYSTEM

Priority Level: ★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
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 of the City's existing and proposed parks	1-2 Yrs	 — F, P, S   	Low	
B. Acquire parcels within unbuilt residential subdivisions where possible	Ongoing	 — F, L, P, S   	—	
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	3-5 Yrs	 — B, F, L, P     	High	
Action Steps—Partnerships				
D. Expand and formalize existing partnerships with the faith community and other community groups to program City parks	Ongoing	 — P, SC     	—	
E. Work with neighboring communities to develop reciprocity agreements for recreational facilities	1-2 Yrs	 — L, P, SC  	Low	
F. Consider forming a recreation task force to develop shared use agreements for public use of School District facilities	1-2 Yrs	 — P, SC  	Low	
Action Steps—Neighborhood Parks				
G. Partner with block clubs or neighborhood groups to develop and maintain small pocket parks on vacant or unused land	2-3 Yrs	 — F, L, P, S      	Medium	
H. Develop or use existing design standards and regulations for side yard expansions or pocket parks on vacant parcels	1-2 Yrs	 — B, L, P, S      	Low	
I. Consider locations for a community dog park	1-2 Yrs	 — P, S  	Low	























GOAL 7: COORDINATE INFRASTRUCTURE IMPROVEMENTS

Priority Level: ★★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
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	3-5 Yrs	 — F, S    	High	
B. Undertake a review of City streets to develop a comprehensive pavement rating system	1-2 Yrs	 — S     	Medium	
C. Target street repairs according to the pavement rating system, and outline proposed repairs in a Capital Improvement Plan	Ongoing	 — S    	—	
Action Steps—Coordination				
D. Coordinate street, sewer, and other infrastructure efforts to limit duplication of efforts	Ongoing	 — S         	—	
E. Develop a process for informing and collaborating with neighboring communities and regional entities on infrastructure improvements	1-2 Yrs	 — S        	—	














































GOAL 8: DEVELOP A COMPREHENSIVE SYSTEM OF YOUTH ENGAGEMENT

Priority Level: ★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
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	1-2 Yrs	 — P    	Low	
B. Partner with MyCom to formalize, disseminate, and implement a plan for engaging youth	1-2 Yrs	 — P    	Low	
C. Host monthly meetings for all providers of youth activities to ensure ongoing coordination	Ongoing	 — P   	—	
D. Develop a website or other marketing and informational materials on the slate of activities available to Maple Heights youth	1-2 Yrs	 — P   	Low	
E. Promote healthy living and active lifestyles as part of a comprehensive program of youth activities	Ongoing	 — P    CCBH ODH	—	

GOAL 9: GROW MANUFACTURING JOBS

Priority Level: ★

Goals and Actions	Years to Complete	Responsible Parties & Partners	Est. Cost	Status/Date Complete
Action Steps—Workforce				
A. Work with Maple City Schools, local businesses, Cuyahoga County, and local and regional colleges to advertise and grow workforce development programs	Ongoing	       	—	
B. Coordinate with employers to expand internships and apprenticeships for Maple Heights students	2-3 Yrs	    	Low	
C. Promote the partnership between Maple City Schools and local businesses to develop skill-based educational opportunities in manufacturing	1-2 Yrs	   		
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	Ongoing	     	—	
E. Continue to prepare development-ready sites and market them to potential manufacturers	Ongoing	     	—	
F. Work with NOACA to repair roads, improve infrastructure, and implement quality signage for the Cleveland Intermodal Terminal	3-5 Yrs	       	High	
G. Consider a tax incentive program for businesses that add new employment in the City	2-3 Yrs	       	Low	

6.5 POTENTIAL FUNDING SOURCES

A table and description of different grant programs, loan programs, and other funding sources to help pay for or reduce costs for communities to implement infrastructure and other programming is outlined in this table.

Each source includes a program name, the source of the funding, a brief description of the program or what projects are eligible, and the most recent web site.

Potential Funding Sources

ALTERNATIVE STORMWATER INFRASTRUCTURE LOAN PROGRAM OHIO DEVELOPMENT SERVICES AGENCY (ODSA)

Below-market rate loans for the design and construction of green infrastructure as part of economic development projects in currently or previously developed areas

Infrastructure, Environment
www.development.ohio.gov/cs/cs_alstromwater.htm

BARK FOR YOUR PARK GRANT PETA SAFE

An annual grant program that awards eight communities with the funding to break ground on a new dog park, tailored to the needs and desires of the community. Additionally, the grant program awards five existing dog park communities with funding for maintenance and improvement of their current dog park.

Infrastructure, Recreation
<https://barkforyourpark.petsafe.com>

CERTIFIED LOCAL GOVERNMENT GRANTS OHIO HISTORY CONNECTION

Provides grants to Certified Local Governments for projects such as training staff, developing design guidelines, restoring properties, or developing heritage tourism programs that strengthen community historic preservation, protect and preserve cultural resources, and promote economic development

Community Development, Housing, Historic Preservation
www.ohiohistory.org/preserve/state-historic-preservation-office/clg/clggrants

CLEAN OHIO TRAILS FUND OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)

Provides grant funding for outdoor recreational trails with a special focus on completing regional trail systems, linking population centers with recreation areas, repurposing rail lines, preserving natural corridors, and providing links in urban areas

Infrastructure, Recreation
www.development.ohio.gov/cleanohio/recreationaltrails/

CLEAN OHIO GREEN SPACE CONSERVATION PROGRAM NATURAL RESOURCE ASSISTANCE COUNCIL (NRAC)

Bond program created by the State of Ohio in 2000 and administered locally by NRAC to fund the preservation and protection of natural areas, farmland, streams, and wetlands

Environment, Recreation
www.development.ohio.gov/cleanohio/recreationaltrails/

Potential Funding Sources

THE CLEVELAND FOUNDATION GRANTS THE CLEVELAND FOUNDATION

Provides grants to the Greater Cleveland community in six areas of focus: education & youth development, neighborhoods, health & human services, arts & culture, economic development, and purposeful aging

Infrastructure, Environment, Community Development, Economic Development, Recreation, Housing, Historic Preservation, Health
www.clevelandfoundation.org/grants/grants-overview

COMMUNITY REINVESTMENT AREA PROGRAM (CRA) OHIO DEVELOPMENT SERVICES AGENCY (ODSA)

Allows municipalities or counties to designate areas where investment has lagged as a CRA to encourage revitalization of the existing housing stock and the development of new structures by providing real property tax exemptions for property owners who renovate existing or construct new buildings

Community Development, Economic Development, Housing
www.development.ohio.gov/bs/bs_comreinvest.htm

CONGESTION MITIGATION AND AIR QUALITY PROGRAM (CMAQ) NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

Provides funding for transportation projects or programs including capital investments in transportation infrastructure, congestion relief efforts, vehicle acquisitions, or other capital projects that reduce transportation emissions in order to achieve air quality standards

Infrastructure
www.noaca.org/index.aspx?page=4430

CUYAHOGA ARTS AND CULTURE PROJECT SUPPORT GRANTS CUYAHOGA ARTS AND CULTURE (CAC)

Provides grant support to organizations such as community development corporations for arts and cultural projects that are open to the public and revolve around topics such as literature, theatre, music, motion pictures, and architecture

Community Development
www.cacgrants.org/grant-programs/

CUYAHOGA COUNTY CAPITAL IMPROVEMENT PROGRAM (CIP) CUYAHOGA COUNTY DEPARTMENT OF PUBLIC WORKS (DPW)

Provides funding for County roads, bridges, and transportation assets

Infrastructure
www.publicworks.cuyahogacounty.us/en-US/Project-Planning-Funding.aspx

ENTERPRISE ZONE TAX INCENTIVES CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD)

Serve as an additional economic development tool for communities attempting to retain and expand their economic base by providing tax incentives for eligible new investments

Economic Development
www.development.cuyahogacounty.us/en-US/enterprise-zone-tax-incentives.aspx

THE GEORGE GUND FOUNDATION GRANTS THE GEORGE GUND FOUNDATION

Provides grants to the Greater Cleveland community in five areas of focus: arts, economic development & community revitalization, education, environment, and human services

Environment, Community Development, Economic Development, Recreation, Housing, Health
www.gundfoundation.org

GREAT LAKES RESTORATION INITIATIVE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY (EPA)

Provides grant funding for urban watershed management implementation projects that reduce nonpoint source pollution in watersheds draining to the Great Lakes

Environment
www.epa.gov/great-lakes-funding/

GREEN INFRASTRUCTURE GRANT PROGRAM NORTHEAST OHIO REGIONAL SEWER DISTRICT (NEORS)

Provides grants for professional services such as design and engineering costs, structural analysis, and construction costs for stream restoration and innovative stormwater management practices in the combined sewer area

Infrastructure, Environment
www.neorsd.org/stormwater-2/green-infrastructure-grant-program/

Potential Funding Sources

GROW CUYAHOGA FUND CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD)

Provides loans to small businesses for any legitimate business purpose including working capital, machinery and equipment, acquisition of land and building, construction, renovations, and tenant improvements

Community Development, Economic Development
<http://development.cuyahogacounty.us/en-US/grow-cuyahoga-county.aspx>

HERITAGE HOME PROGRAM CLEVELAND RESTORATION SOCIETY AND AREA BANKS

Low-interest, fixed-rate home equity loans and technical services for homeowners to maintain and improve older houses through historically appropriate projects that include roof repair and replacement, painting, insulation, window repair and replacement, basement waterproofing, masonry repair, kitchen and bath renovation, compatible additions, electrical, plumbing, and HVAC

Housing, Historic Preservation
www.heritagehomeprogram.org/

HOME DEPOT FOUNDATION GRANTS HOME DEPOT FOUNDATION

Provides grants for to improve the homes of U.S. veterans, train residents in skilled trades, and support communities impacted by natural disasters

Community Development, Economic Development, Housing
www.corporate.homedepot.com/community

KEY BANK FOUNDATION GRANTS KEY BANK FOUNDATION

Provides grants to support neighborhoods through affordable housing, homeownership, economic inclusion, small business development, education, and workforce assistance

Community Development, Economic Development, Housing
www.key.com/about/community/key-foundation-philanthropy-banking.jsp

THE KRESGE FOUNDATION GRANTS THE KRESGE FOUNDATION

Provides national grants focus on arts & culture, education, environment, health, human services,

Environment, Community Development, Economic Development, Recreation, Health
www.kresge.org

LAND AND WATER CONSERVATION FUND OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)

Grant program that provides reimbursement assistance for the acquisition, development, and rehabilitation of recreational areas

Environment, Recreation
<http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

MICROENTERPRISE LOAN FUND PROGRAM (MLFP) CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD) & THE ECONOMIC AND COMMUNITY DEVELOPMENT INSTITUTE (ECDI)

Provides micro-loans and technical assistance to microenterprise businesses and entrepreneurs for the establishment of a new business, expansion of an existing business, purchase of equipment, startup operating costs, or other uses

Economic Development
<http://development.cuyahogacounty.us/en-US/Microenterprise-Loan-Fund-Program.aspx>

MUNICIPAL GRANT PROGRAM CUYAHOGA COUNTY DEPARTMENT OF DEVELOPMENT (DOD)

Competitive grant program that provides funding for a variety of activities that match County and Federal priorities and objectives

Infrastructure, Environment, Community Development, Economic Development, Recreation, Housing, Health
www.development.cuyahogacounty.us/en-US/community-development.aspx

NATUREWORKS PROGRAM OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)

Grant program that provides reimbursement assistance for the acquisition, development, and rehabilitation of recreational areas

Recreation
<http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

Potential Funding Sources

OHIO HISTORIC PRESERVATION TAX CREDIT PROGRAM OHIO DEVELOPMENT SERVICES AGENCY (ODSA)

Provides a tax credit to the owners of historic structures to assist in the renovation of buildings that are individually listed on the national register of historic places, located in and contributing to a registered historic district, or individually listed as a historic land mark by a certified local government

Economic Development, Historic Preservation
www.development.ohio.gov/cs/cs_ohptc.htm

OHIO STATE HISTORIC PRESERVATION HISTORY FUND THE OHIO HISTORY CONNECTION

Provides grant funding to public or non-profit entities in three categories: organization development such as training for boards and staff, programs and collections projects such as the study and recording of historic information, and bricks & mortar projects such as the restoration of a historic site

Community Development, Economic Development, Historic Preservation
www.ohiohistory.org/preserve/local-history-services/history-fund/history-fund-guidelines

"OUR TOWN" GRANTS NATIONAL ENDOWMENT FOR THE ARTS (NEA)

Provides grant support for organizations that integrate arts and culture into community revitalization efforts that aim to enhance quality of life, increase creative activity, and create or preserve a distinct sense of place

Community Development, Economic Development
www.arts.gov/grants-organizations/our-town/introduction

PEOPLE FOR BIKES COMMUNITY GRANT PEOPLE FOR BIKES AND BIKE INDUSTRY PARTNERS

Provides grants to non-profit organizations and governments with a focus on bicycling infrastructure, active transportation, or community development such as bike paths, bike racks, and open streets programs

Infrastructure, Community Development
www.peopleforbikes.org/pages/grant-guidelines

RECREATIONAL TRAILS PROGRAM OHIO DEPARTMENT OF NATURAL RESOURCES (ODNR)

Grant program for projects such as urban trail linkages, trailhead & trailside facilities, acquisition of easements & property, development and construction of new trails

Infrastructure, Recreation
<http://realestate.ohiodnr.gov/outdoor-recreation-facility-grants>

ROBERT WOOD JOHNSON FOUNDATION GRANTS ROBERT WOOD JOHNSON FOUNDATION

Provides grants for projects that advance the Foundation's mission to improve the health and health care of all Americans through healthy communities that support parks and active transportation

Infrastructure, Community Development, Health
www.rwjf.org/en/grants/what-we-fund.html

ROCKEFELLER FOUNDATION GRANTS THE ROCKEFELLER FOUNDATION

Provides grants to promote the well-being of humanity throughout the world with a focus in the United States on transportation planning, infrastructure policy, and sustainability

Infrastructure, Environment, Community Development, Economic Development, Recreation, Health
www.rockefellerfoundation.org

SAFE ROUTES TO SCHOOL PROGRAM (SRTS) OHIO DEPARTMENT OF TRANSPORTATION (ODOT)

Grant funding available for the development of a School Travel Plan that outlines infrastructure and programmatic changes to make walking and biking to school safer, as well as funding for the implementation of those changes such as bike lanes, sidewalks, crosswalks, and educational programs

Infrastructure, Health
www.dot.state.oh.us/saferoutes

Potential Funding Sources

SECTION 319 GRANTS OHIO ENVIRONMENTAL PROTECTION AGENCY (OEPA)

Provides grant funding to local governments, park districts, and other organizations for the implementation of projects to restore Ohio streams and reduce nonpoint source pollution

Environment
www.epa.state.oh.us/dsw/nps/319Program.aspx

SPECIAL IMPROVEMENT DISTRICT (SID) PROPERTY OWNERS

Areas of land within which property owners agree to pay an additional tax or fee that is used to provide specific services or improvements such as landscaping, streetscape improvements, or ambassador programs within that area

Infrastructure, Community Development, Economic Development

STATE CAPITAL IMPROVEMENT PROGRAM (SCIP) DISTRICT ONE PUBLIC WORKS INTEGRATING COMMITTEE

Provides grants and loans for local public infrastructure improvements including roads, bridges, water supply, wastewater treatment, stormwater collection, and solid waste disposal projects

Infrastructure
www.countyplanning.us/services/grant-programs/state-capital-improvement-program/

SURFACE TRANSPORTATION BLOCK GRANT PROGRAM (STBG) NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

Provides flexible funding for road and bridge projects, transit projects, bikeways, and planning

Infrastructure
www.noaca.org/index.aspx?page=131

TECHNICAL ASSISTANCE PROGRAM NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

Provides funding for NOACA staff to offer planning expertise on community-based multi-modal transportation projects that improve the safety, efficiency, and preservation of the transportation system for all users

Infrastructure, Environment, Economic Development
www.noaca.org/index.aspx?page=142

TRANSPORTATION ALTERNATIVES PROGRAM (TA) NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

Provides funding for programs and projects that include pedestrian and bicycle facilities, safe routes for non-drivers, community improvement activities, and environmental mitigation

Infrastructure, Environment, Community Development, Economic Development, Recreation, Health
www.noaca.org/index.aspx?page=122

TRANSPORTATION FOR LIVABLE COMMUNITIES INITIATIVE (TLCI) PLANNING GRANTS NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

Provides assistance to communities and public agencies for integrated transportation and land use planning studies that can lead to transportation system and neighborhood improvements such as complete bicycle networks or transit-oriented developments

Infrastructure, Environment, Community Development, Economic Development, Recreation, Health
www.noaca.org/index.aspx?page=132

TRANSPORTATION FOR LIVABLE COMMUNITIES INITIATIVE (TLCI) IMPLEMENTATION GRANTS NORTHEAST OHIO AREAWIDE COORDINATING AGENCY (NOACA)

Provides grant awards to communities and public agencies to develop and install infrastructure that has been recommended as part of a previous TLCI Planning Study or Technical Assistance

Infrastructure, Environment, Community Development, Economic Development, Recreation, Health
www.noaca.org/index.aspx?page=132

TREE FUND GRANTS TREE RESEARCH AND EDUCATION ENDOWMENT FUND

Provides grants to support the development of arboriculture education programs and materials that encourage children to learn about the environment as well as research into arboriculture and urban forestry

Infrastructure, Environment, Community Development
www.treefund.org/grants

Potential Funding Sources

WESTERN RESERVE LAND CONSERVANCY SUPPORT WESTERN RESERVE LAND CONSERVANCY

Provides assistance to government agencies in planning new parks, purchasing real property, and financing ongoing expenses

Environment, Recreation
www.wrlandconservancey.org



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE