

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

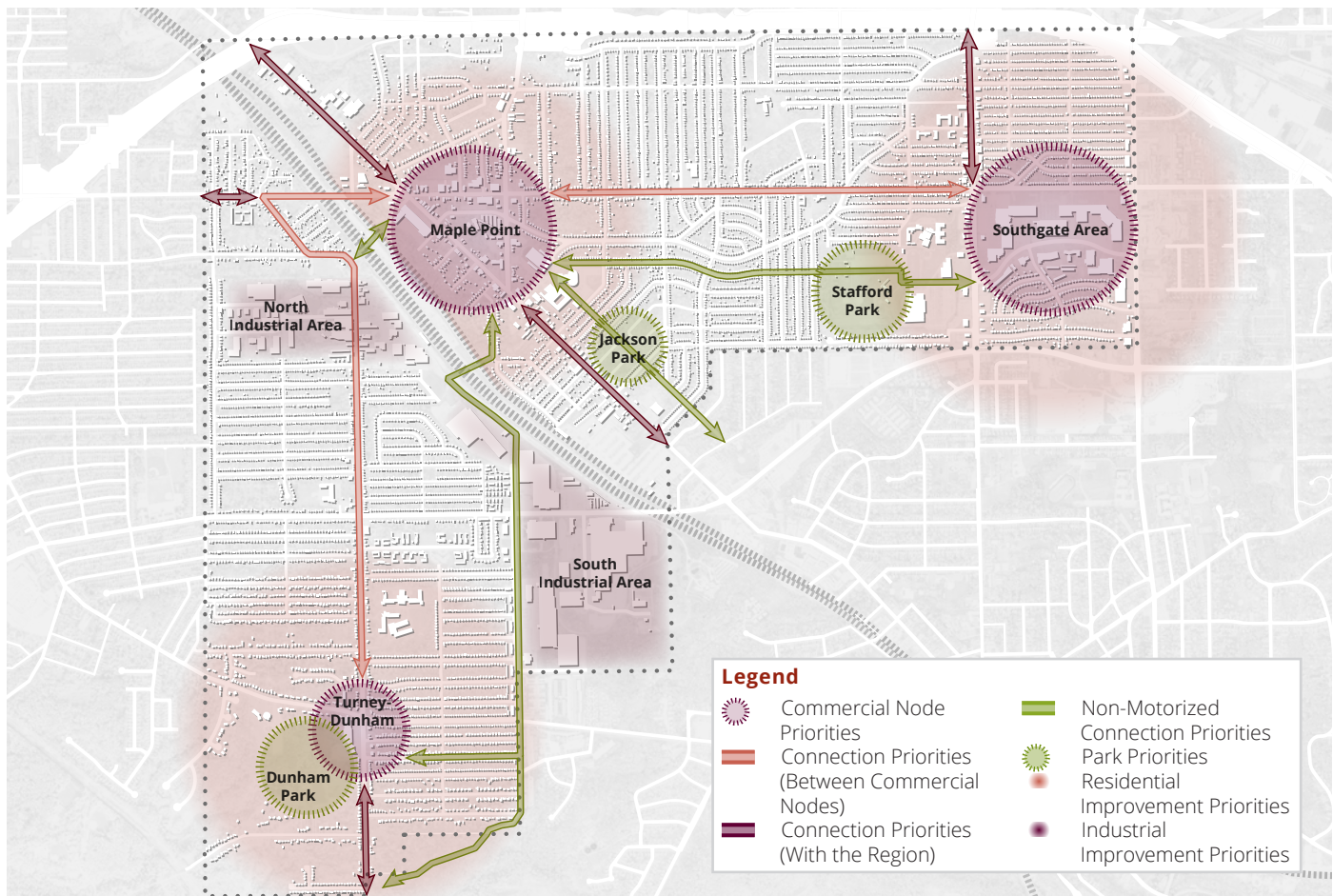
The Place-Based Framework identifies a series of areas and corridors that should be the focus of investment. The Framework is intended to show how actions in these areas and corridors would link together to form a vibrant and connected Maple Heights that matches the Vision Principles outlined by residents.

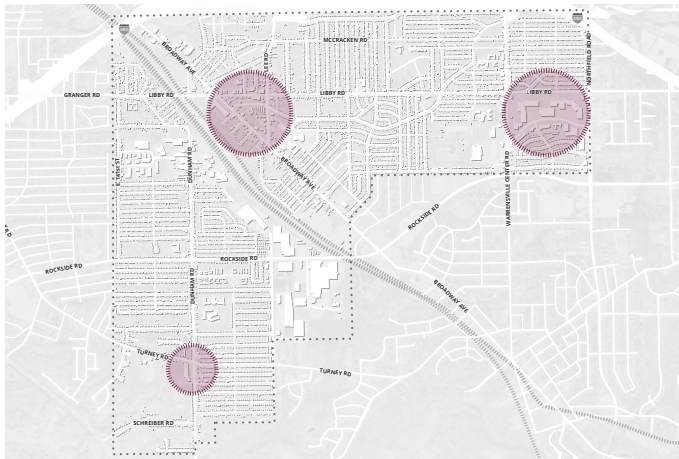
The map below showcases the overall Place-Based Framework, while the smaller maps on the following pages show the individual components of that Framework and how they fit together.

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

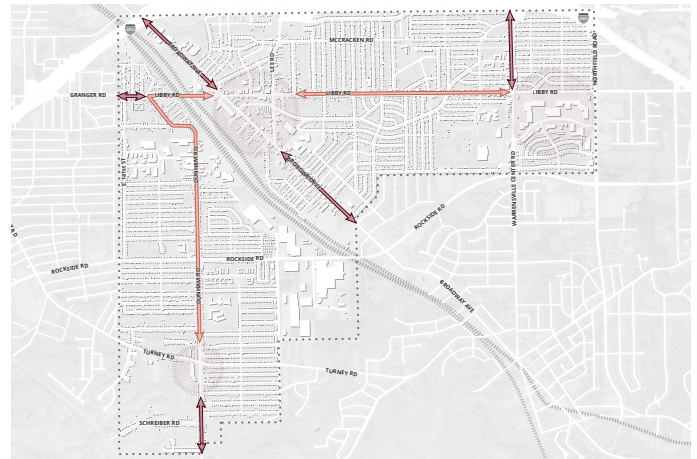
Maple Heights has three primary commercial nodes at Turney-Dunham, Broadway/Lee/Libby, and Southgate. The Plan recommends focusing efforts on improving these three primary commercial nodes, with Turney-Dunham supporting the western half of the City, Broadway/Lee/Libby (termed Maple Point) acting as a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



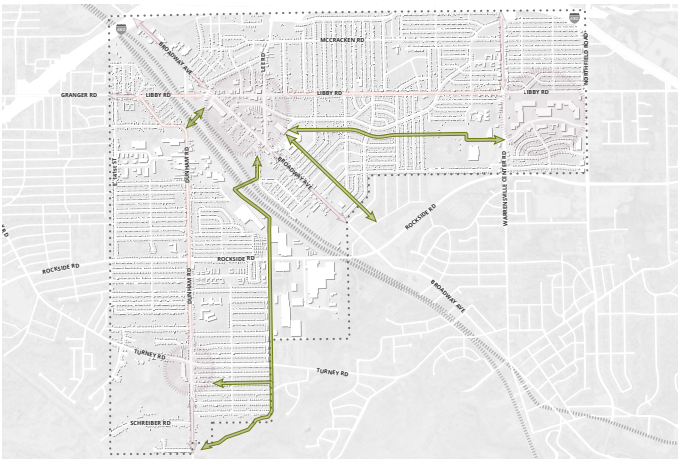
COMPONENT 2: IMPROVE CONNECTIONS BETWEEN NODES AND WITH THE REGION

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.

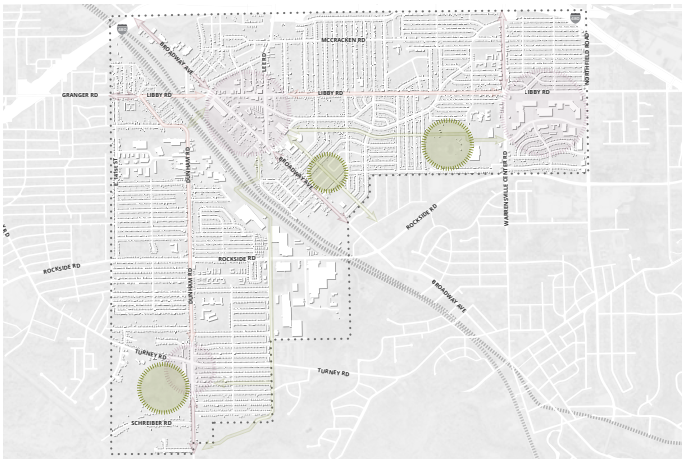


COMPONENT 3: DEVELOP NON-MOTORIZED CONNECTIONS

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.



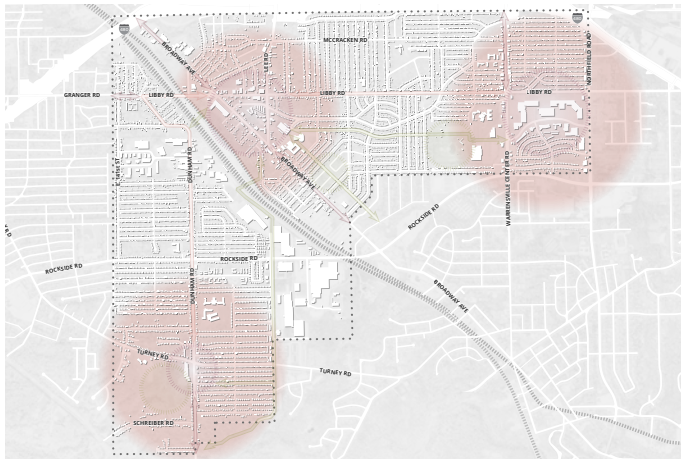
COMPONENT 4: LINK TO NEARBY PARKS

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



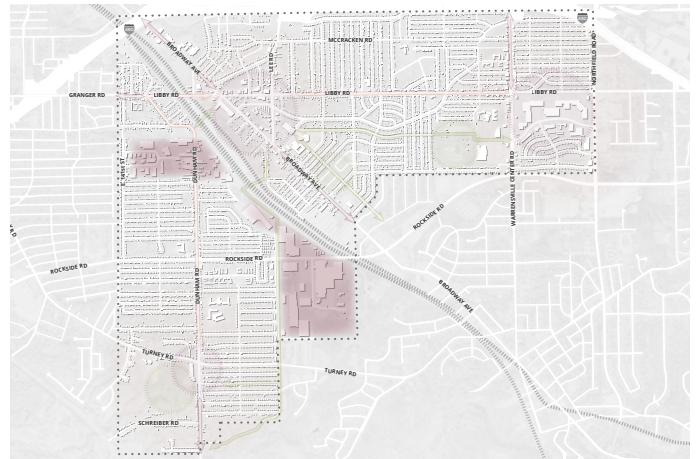
COMPONENT 5: STRENGTHEN SURROUNDING RESIDENTIAL AREAS

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.

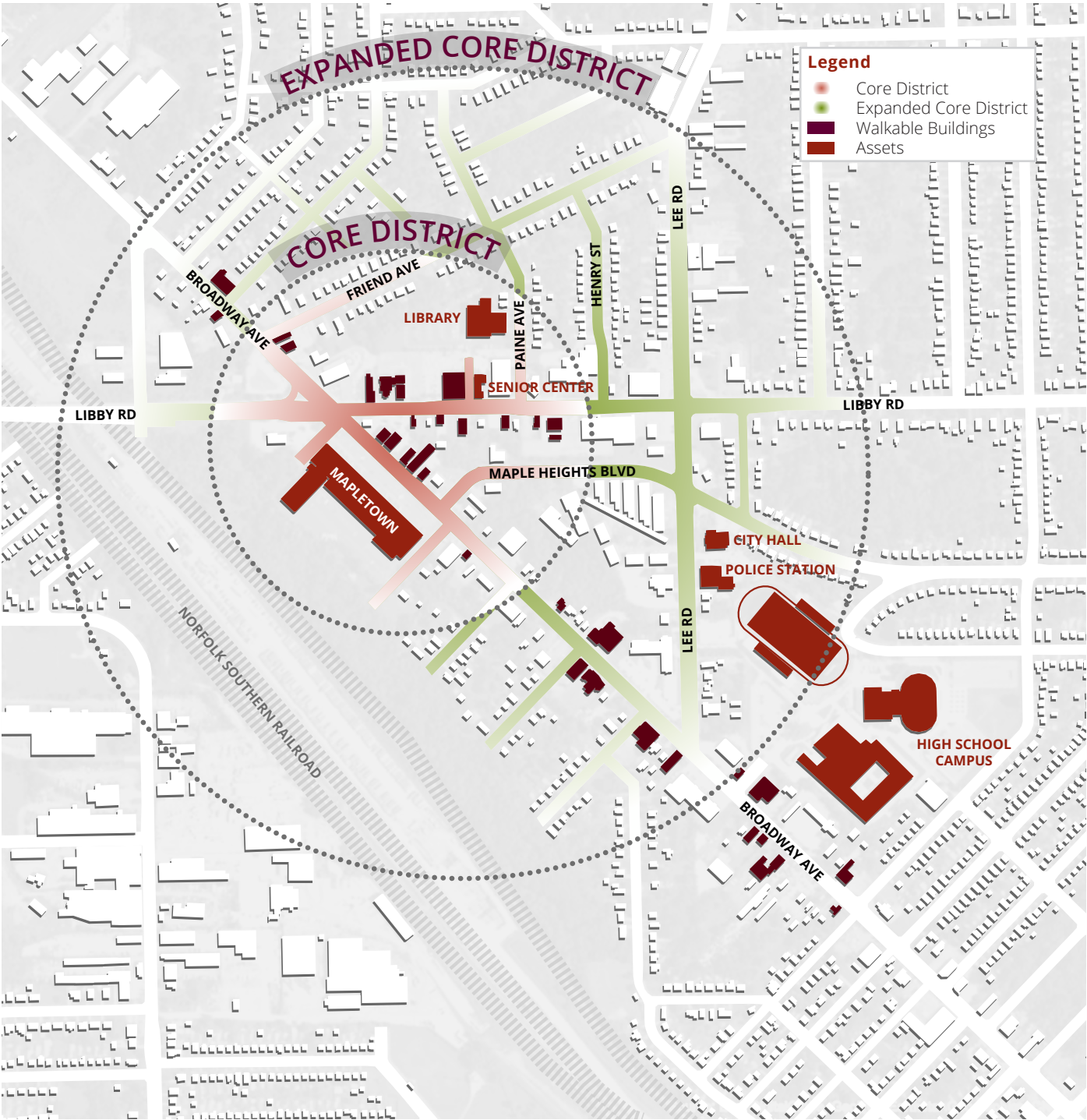
WALKABLE BUILDINGS



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



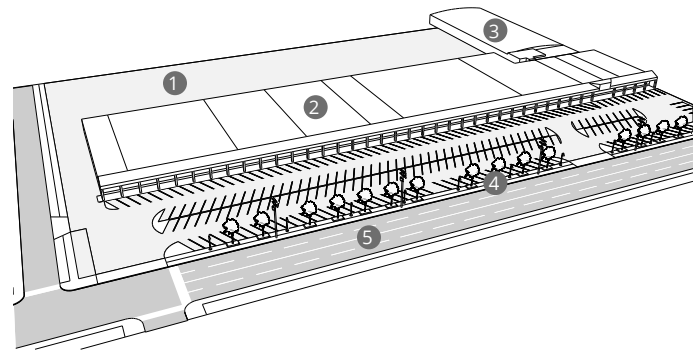
COMPONENT 1

A. MAPLE POINT

MAPLETOWN

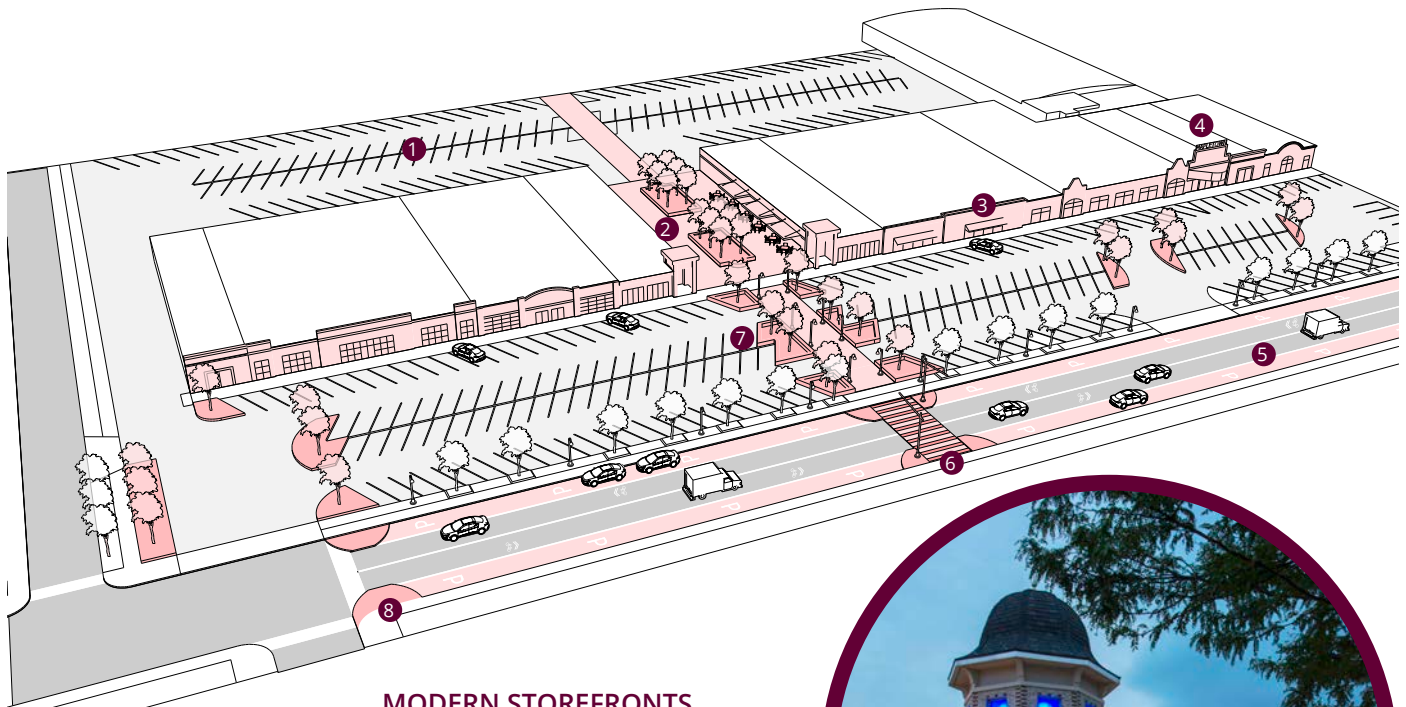
Legend—Current Conditions

- | | |
|--------------------------|-------------------------------|
| 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

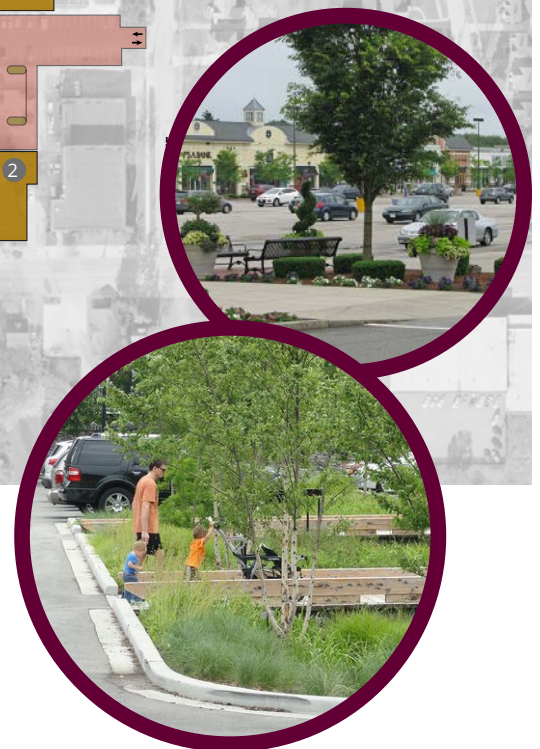
Legend—Current Conditions

- 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

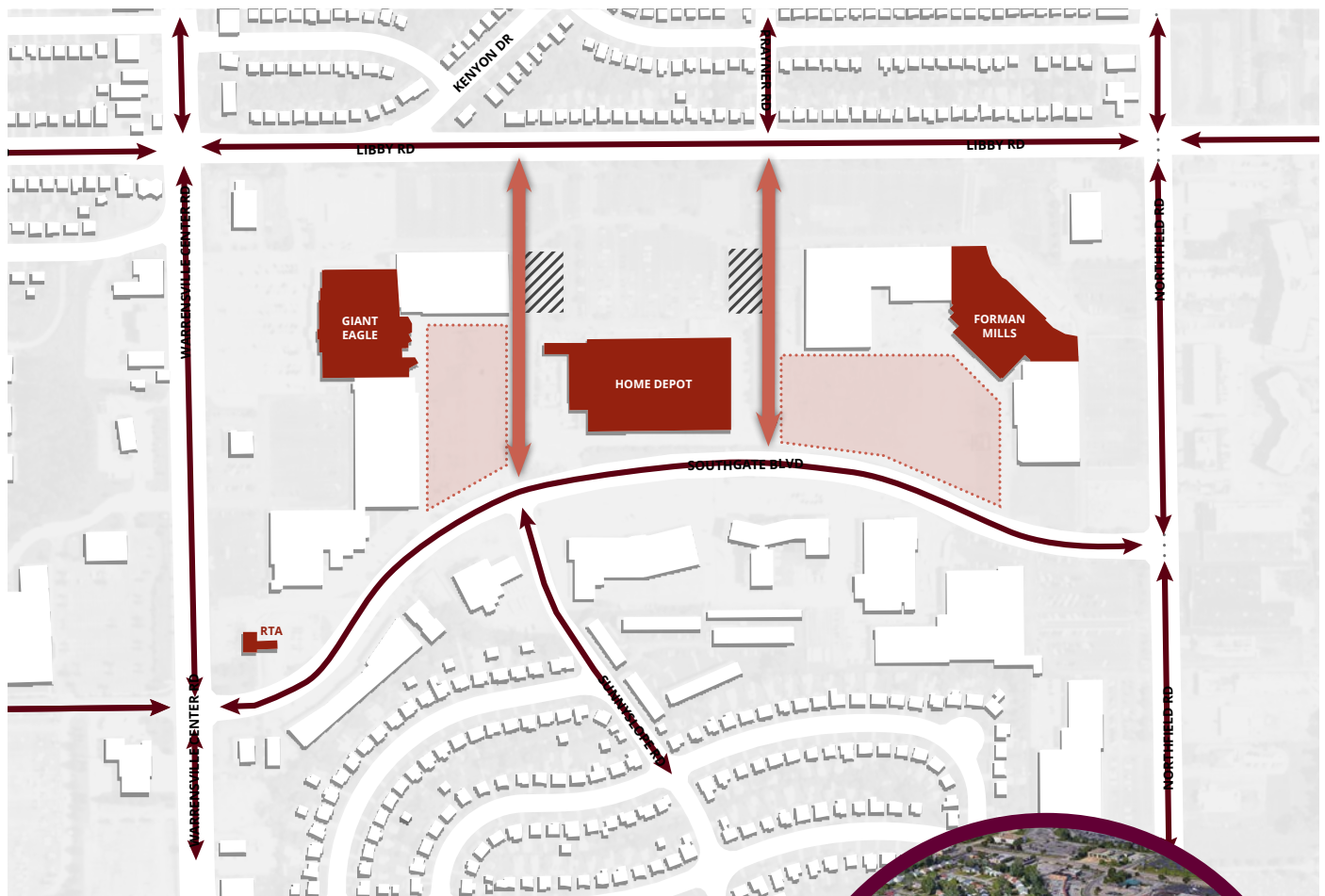
Beyond providing easier access into the Southgate shopping area, the extensions of Sunnyslope and Prayner Roads would provide direct access to areas that are currently underutilized parking. Presently, the Southgate area has more parking spaces than is required per the City of Maple Heights' Zoning Code 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.

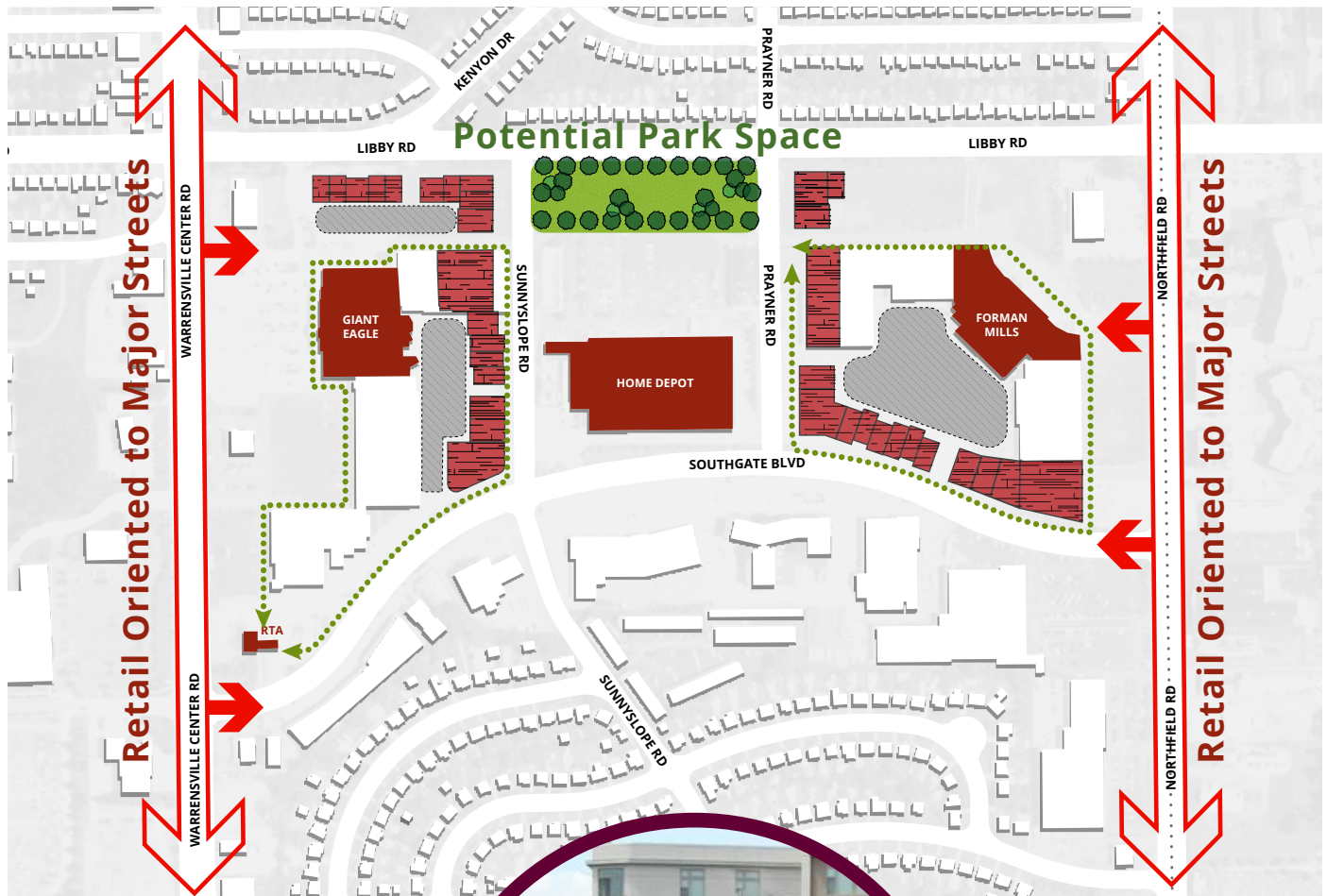
CONSIDER PUBLIC SPACES

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



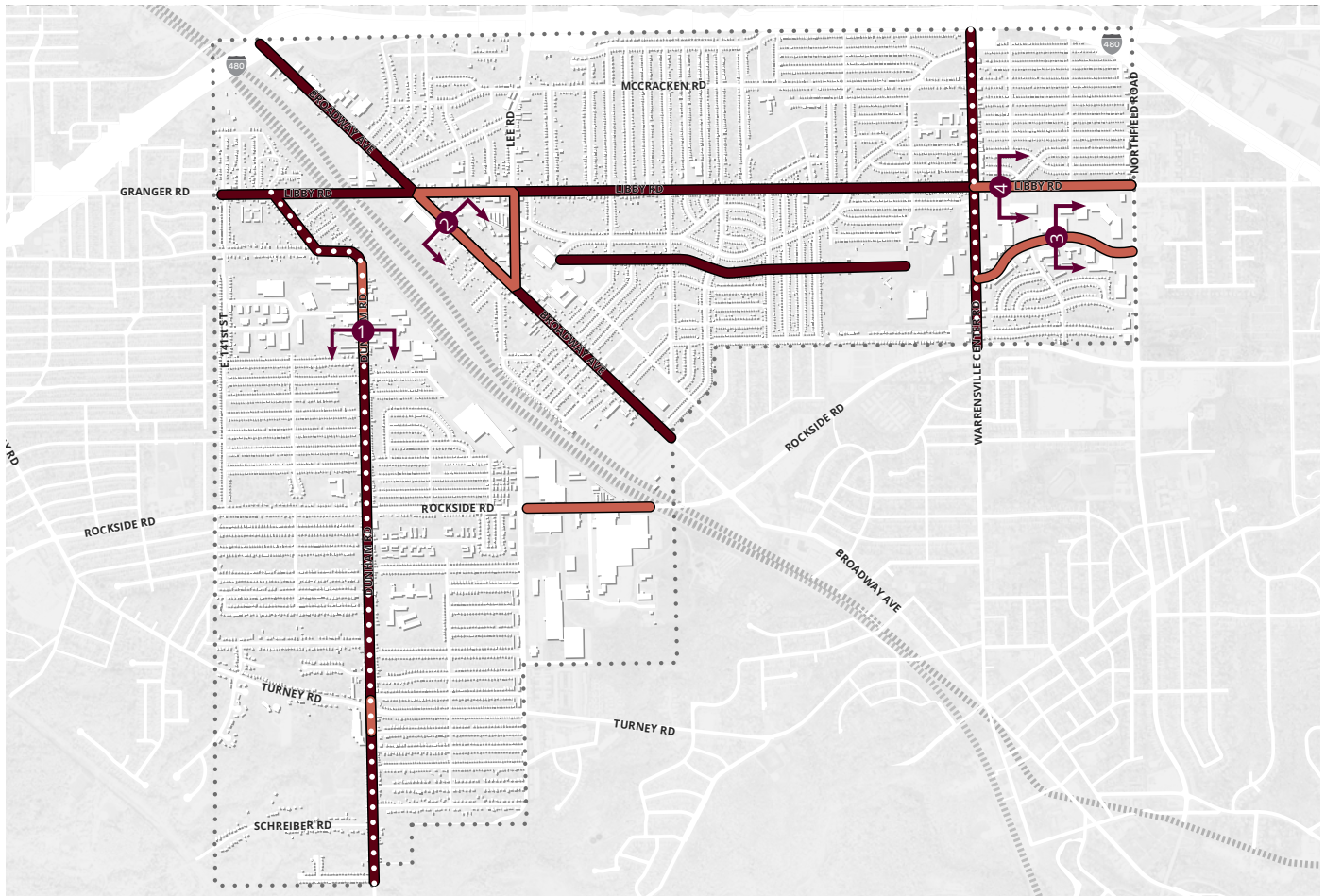
SIGNAGE



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.

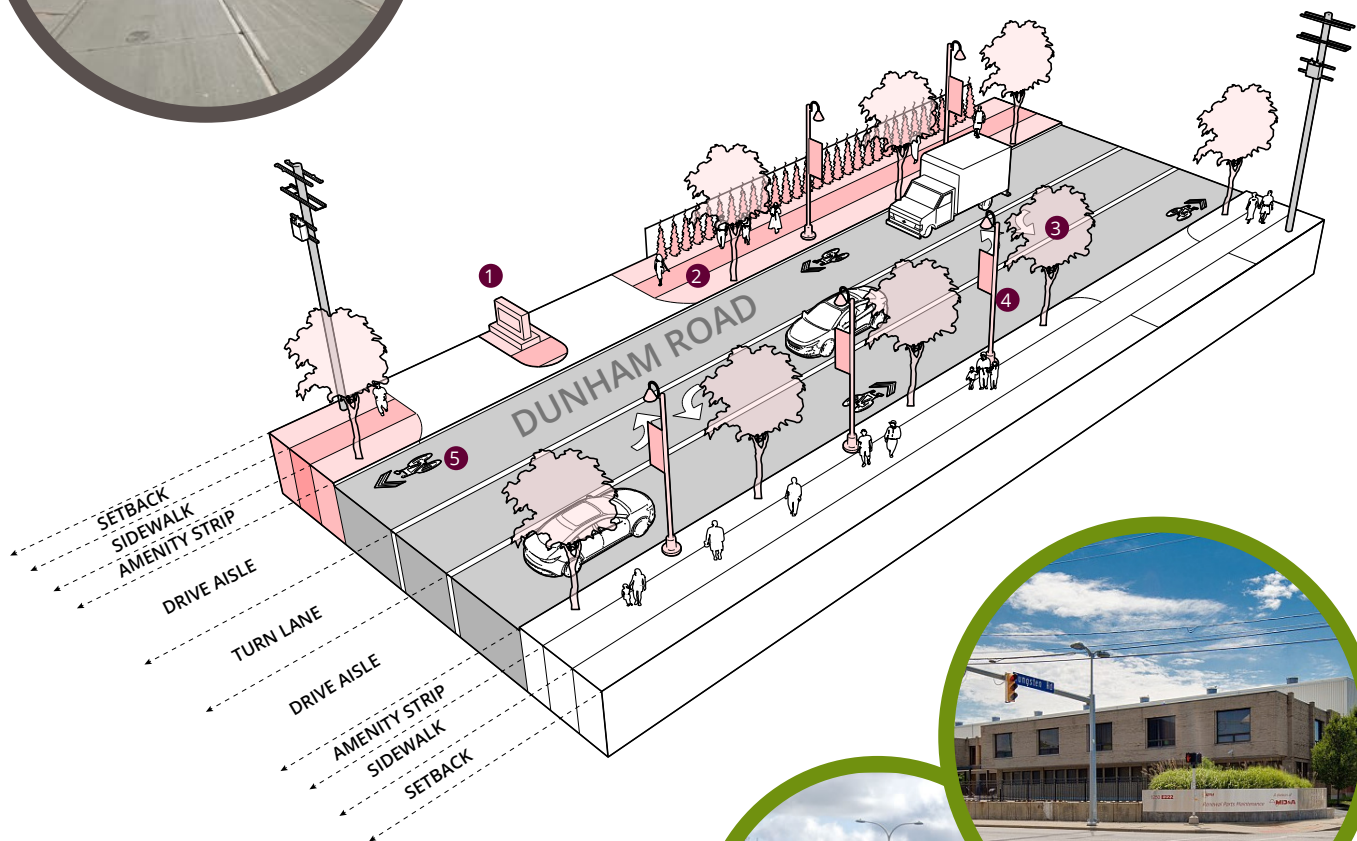
COMPONENT 2

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

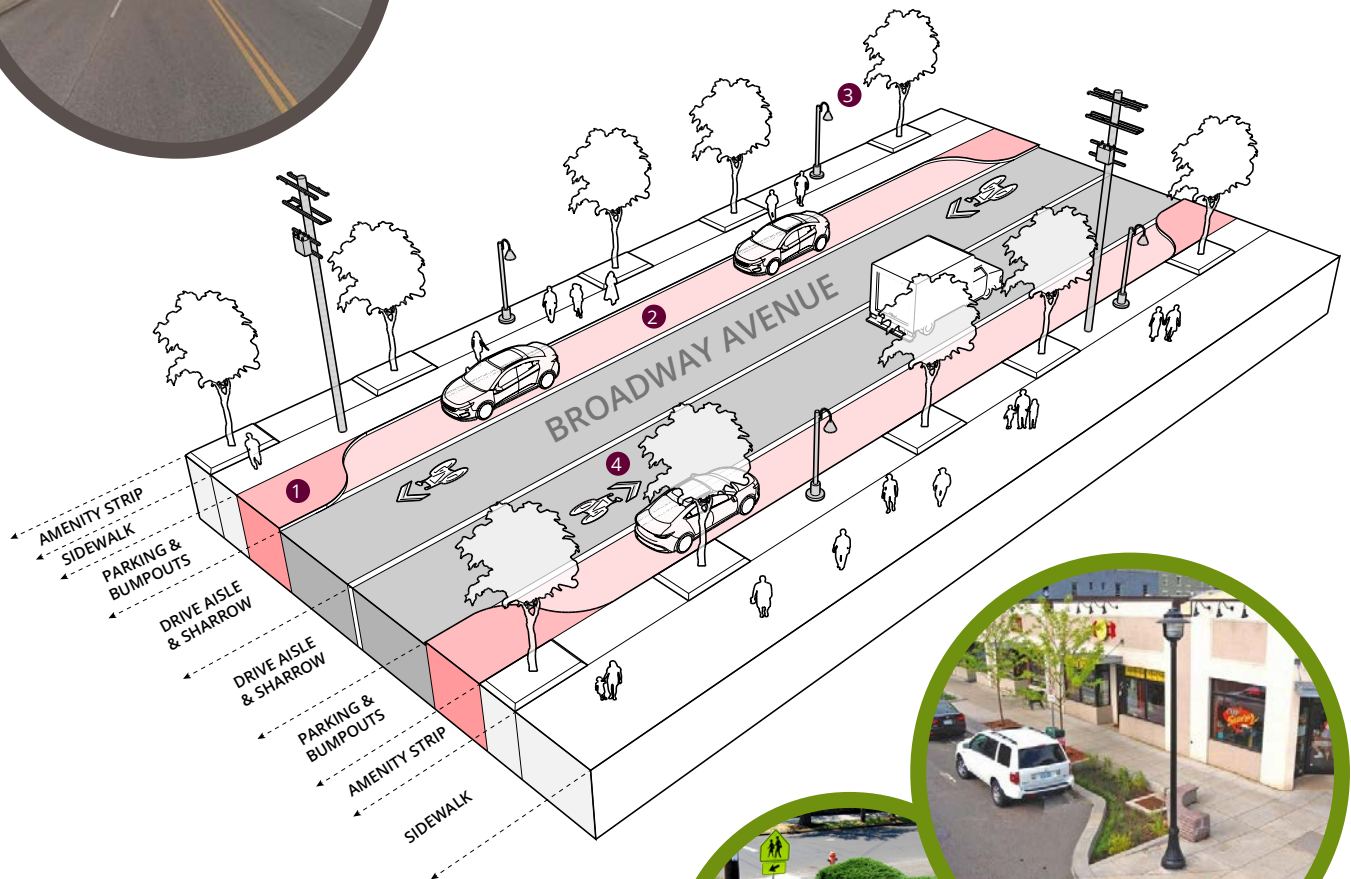


2. BROADWAY AVENUE STREETScape

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

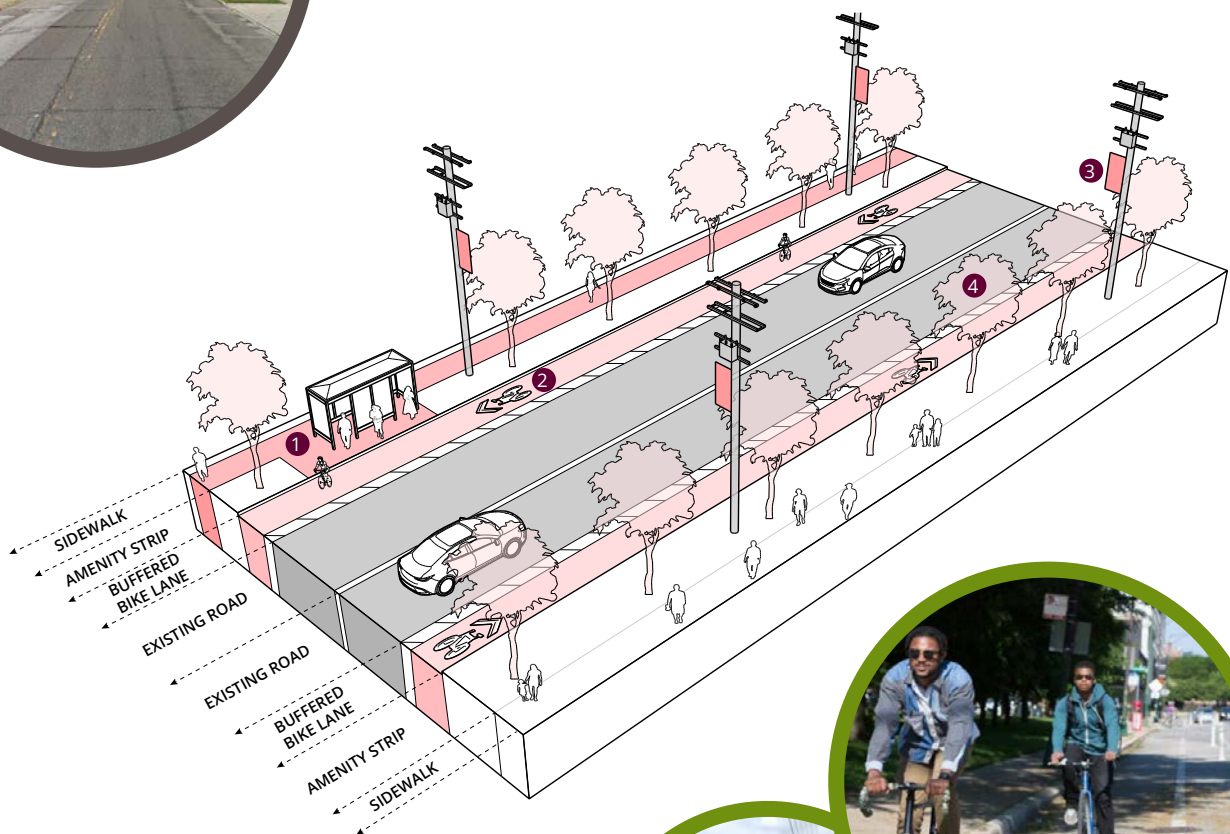


3. SOUTHGATE BOULEVARD STREETScape

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

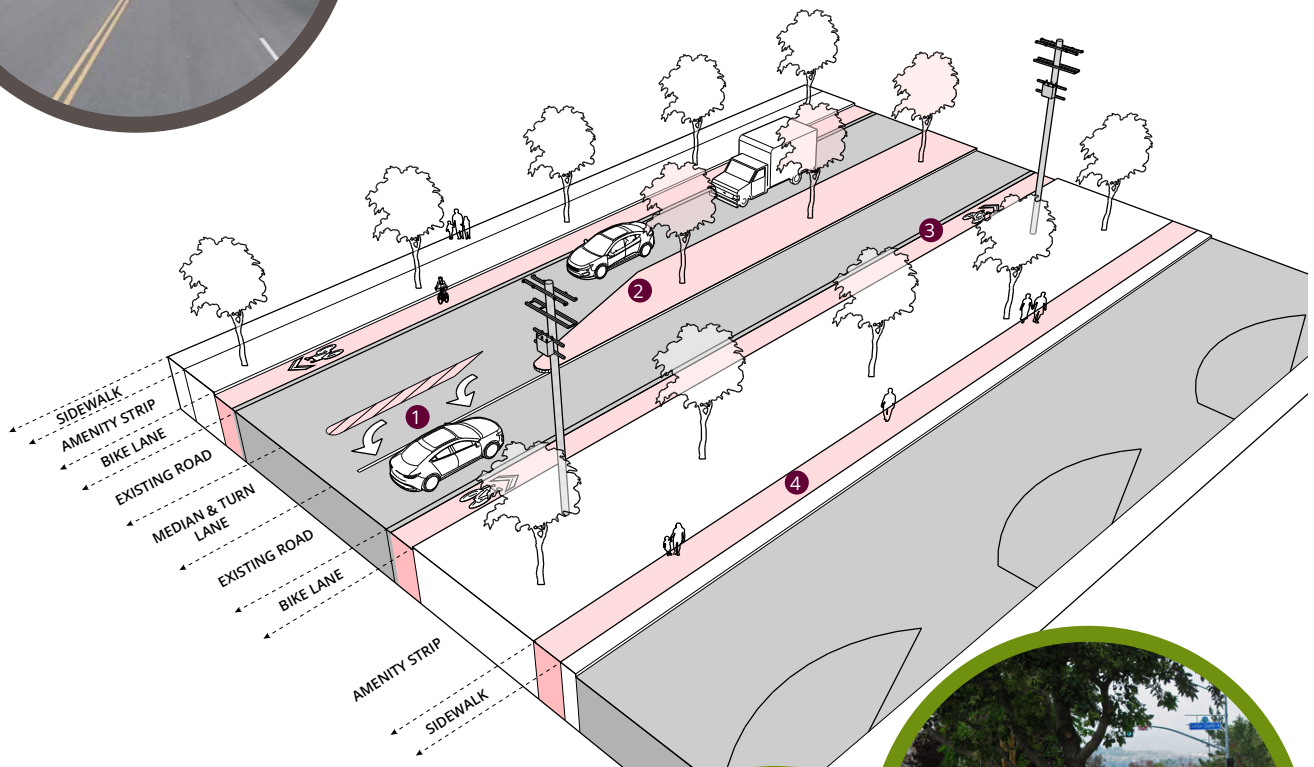


4. LIBBY ROAD STREETScape (SOUTHGATE AREA)

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

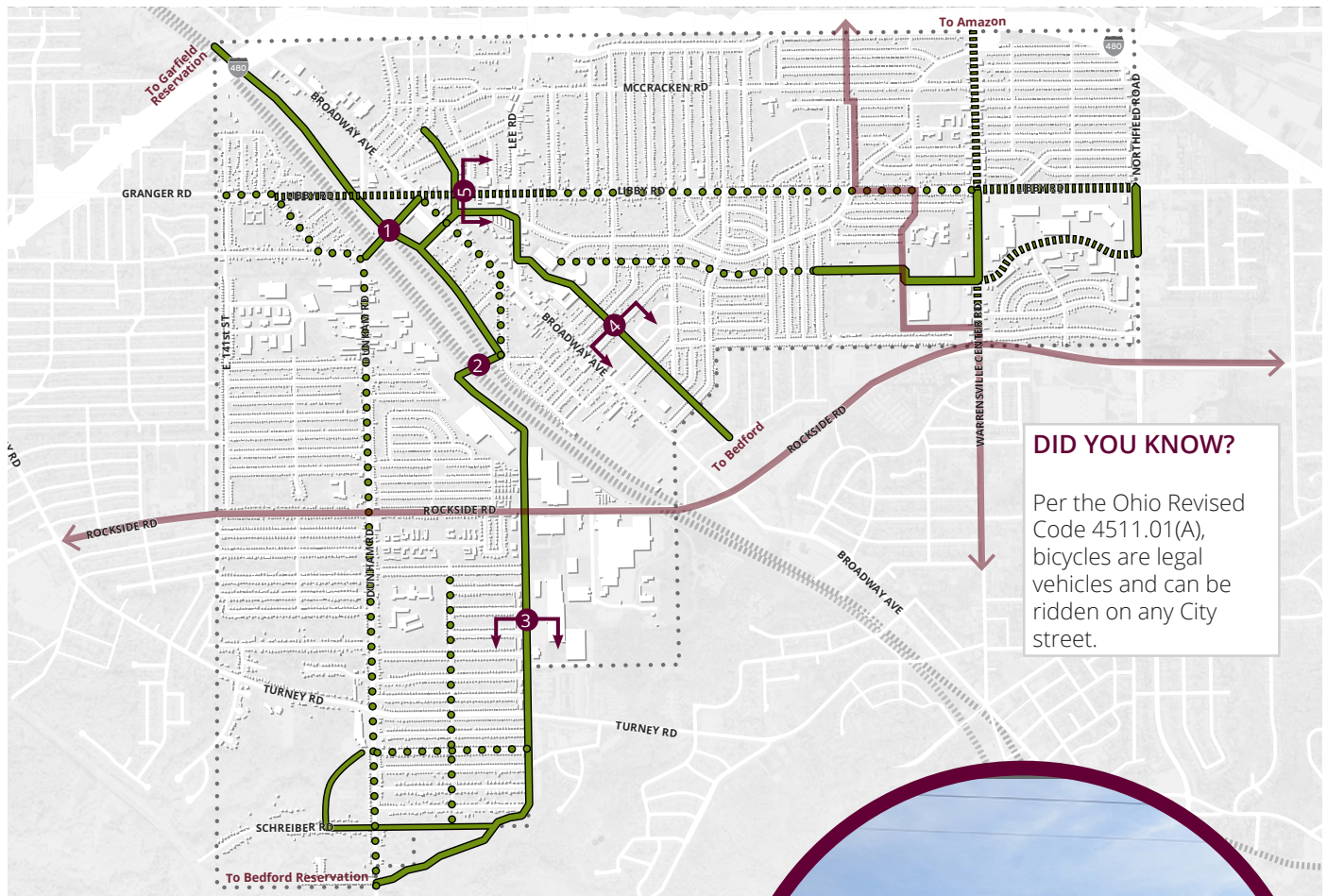


Legend

- 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.



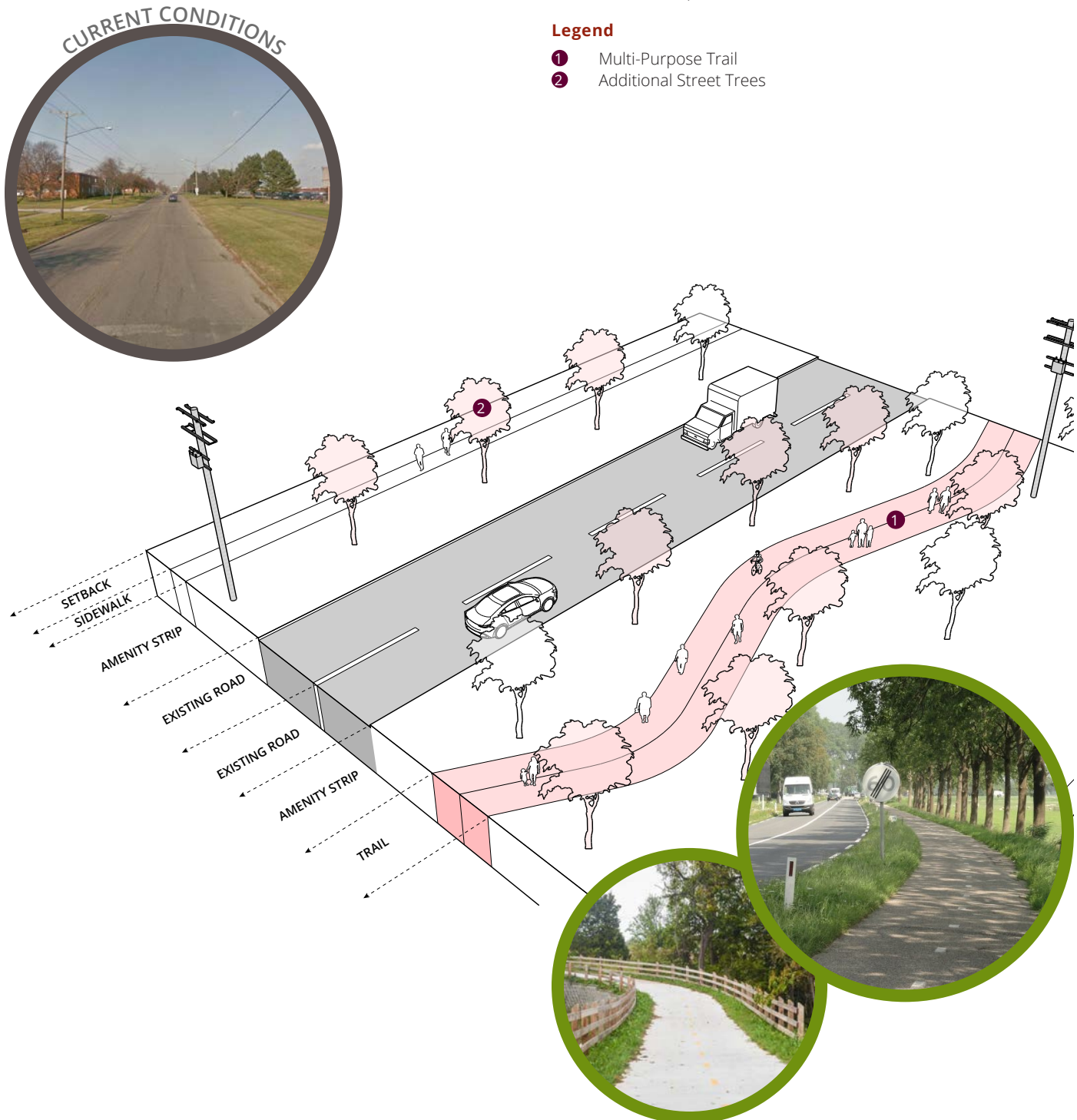
COMPONENT 3

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

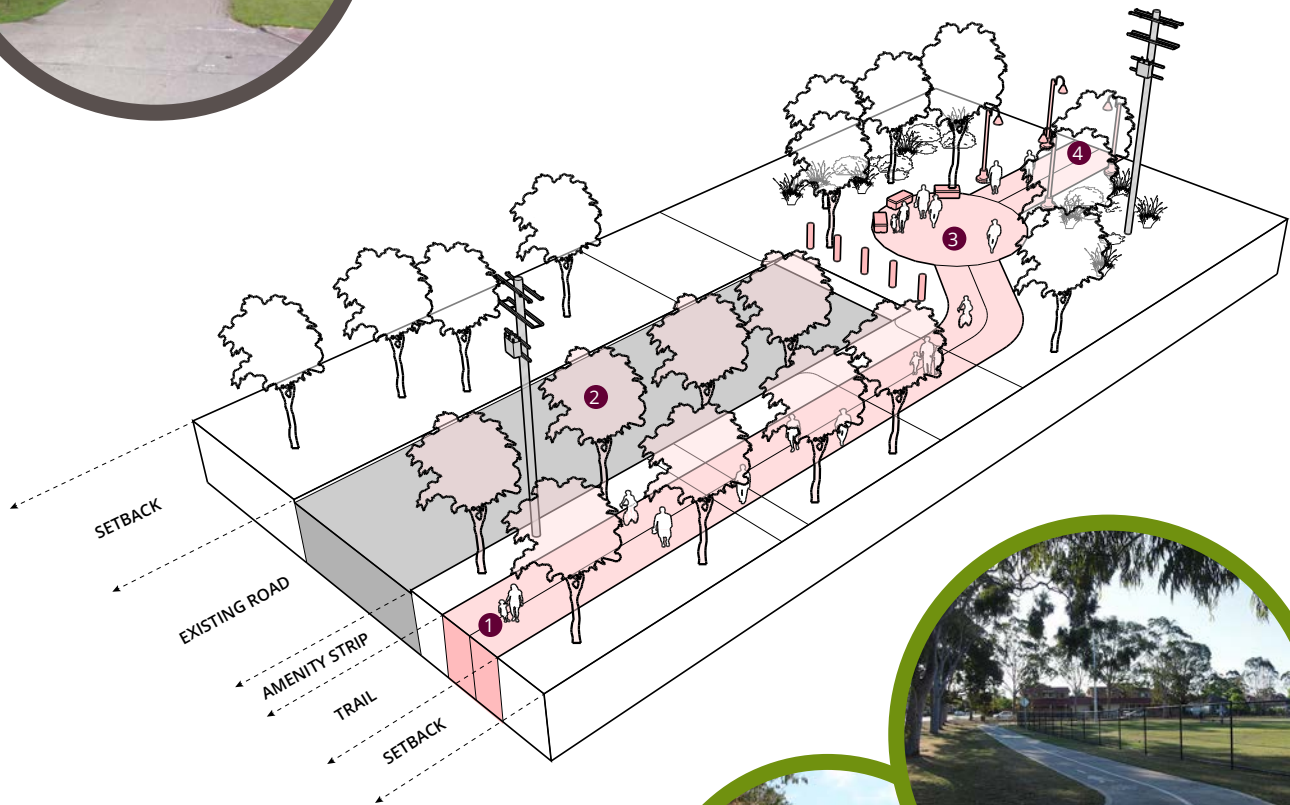


4. JACKSON BOULEVARD TRAIL

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.

Legend

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



COMPONENT 3

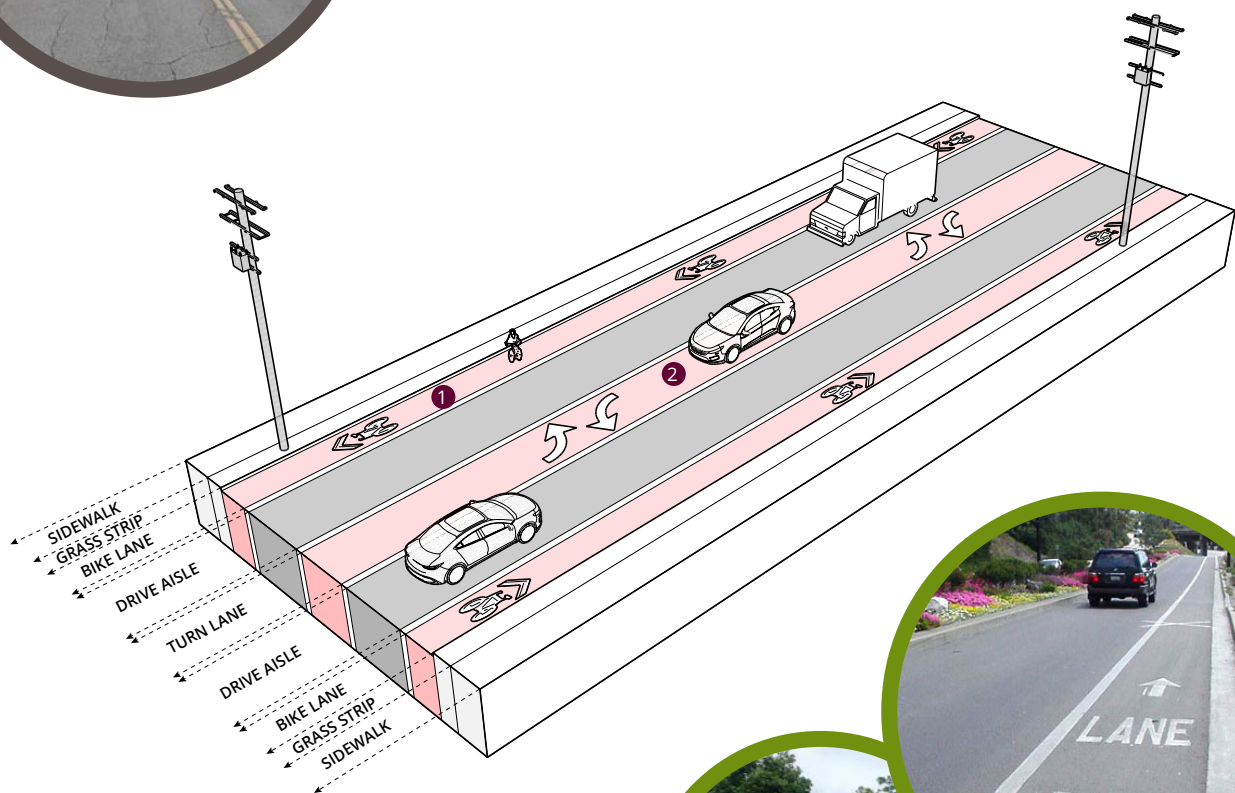
5. LIBBY ROAD (MAPLE POINT)

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

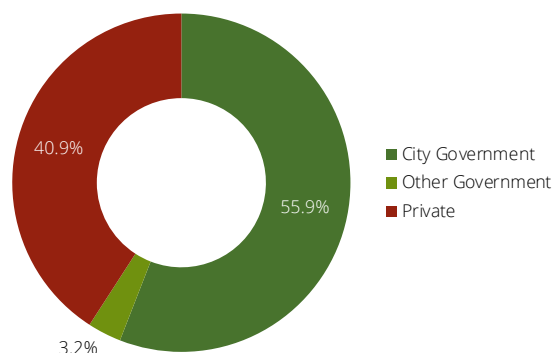
A. JACKSON PARK

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

