

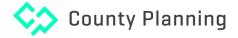


COMMUNITY ENGAGEMENT #1SUMMARY REPORT

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ACKNOWLEDGMENTS



CUYAHOGA COUNTY PLANNING COMMISSION

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COUNTY PLANNING

Our 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.





CITY OF MIDDLEBURG HEIGHTS

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INTRODUCTION

COMMUNITY ENGAGEMENT #1

Due to COVID-19 and limitations on meeting in person, this Community Engagement exercise was conducted online. The purpose of this initial Community Engagement was to introduce the planning process, outline what has been accomplished thus far, and solicit input. The exercise was open from September 11th, 2020 through October 5th, 2020 and consisted of an online review of the draft of the Current Conditions document and Executive Summary. This background documentation was supplemented by an in-depth online survey.

COMMON THEMES & COMMENTS

Respondents' individual comments were categorized by the theme of the comment. The number of comments in each theme was summed to understand common trends among the comments.

NUMBER OF RESPONDENTS & COMMENTS

The online survey was open for approximately one month and was completed by 595 respondents, which included 2,331 individual comments as responses to questions.

NEXT STEPS

This document and the comments provided by respondents were used to develop the Community Vision Framework. The most common topics helped inform the analysis, priorities, and recommendations of the City's Master Plan.



Source: County Planning, Online Survey Sample Page

TOP 10 THEMES

Obtaining feedback from residents, stakeholders, and other community members is critical to the success of the Middleburg Heights Master Plan. Feedback from the community is what will ultimately help shape policies and form recommendations, and only with this community input will the Plan be a successful guide for the City.

While this Results Report provides a snapshot of much of the input received, the following ten items were the most common among comments left by residents:

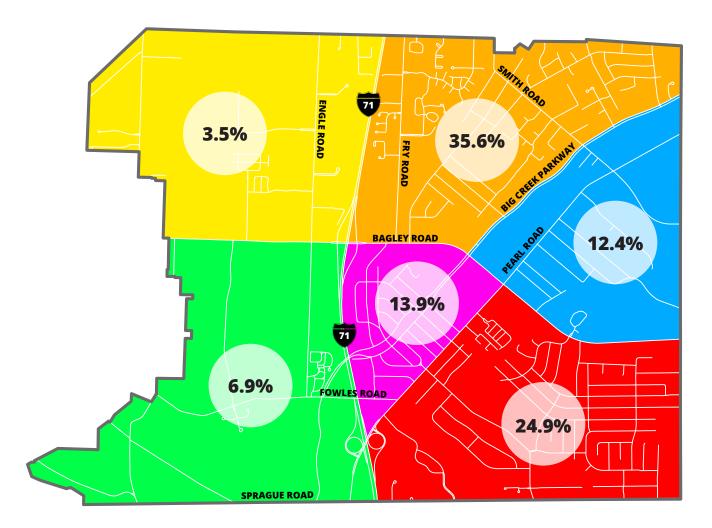
- **Southland:** Overwhelmingly, respondents strongly desire the Southland Shopping area be re-imagined and redeveloped with an emphasis on accessibility and walkability
- **Development & Redevelopment:** Online survey respondents would like to see higher-quality commercial spaces and would also like to see existing, vacant spaces filled with new businesses or uses
- Mixed-Use Development: Online survey respondents would like to see development that incorporates a combination of uses that creates vibrant, walkable, and lively spaces for people to enjoy
- **Citywide Connectivity:** Online survey respondents desire connectivity from neighborhoods into commercial districts and parks, and would like to see an enhanced trail network from Southland to the City Campus
- Housing Options: Online survey respondents deeply value the quietness and maturity of the City's existing neighborhoods, but would like other options, such as smaller homes an mixed-use as alternatives
- Infrastructure & Flooding: Online survey respondents would like to see stormwater managed more efficiently and sustainably during heavy rain events, and reduce standing water on main thoroughfares
- Neighborhood Character: Online survey respondents deeply value many characteristics about their neighborhoods, including mature trees and quiet streets, that they would like to see maintained into the future
- Recreation & Programs: Online survey respondents appreciate the programs available to the community, but would like to see more geared towards specific age groups
- Parks & Greenspace: Online survey respondents value the City's mature tree canopy and access to parks, but would like to see additional measures take to preserve these spaces and also incorporate more amenities
- **Community Character:** Online survey respondents would like to see the City have a more welcoming presence, with gateways and decorative features; such as signage, flowers, banners, etc.

RESPONDENT DEMOGRAPHICS

TOTAL NUMBER OF SURVEY RESPONDENTS



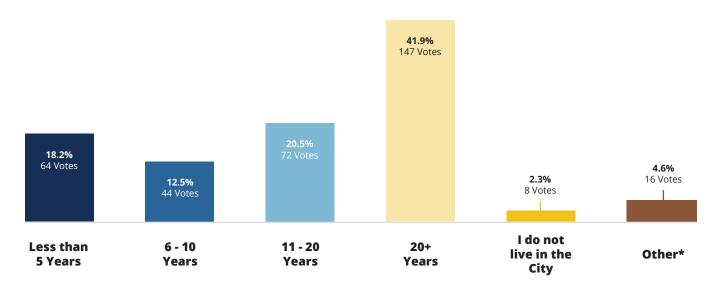
WHERE DO RESPONDENTS LIVE?



Total Respondents for this Question: 346*

^{*2.9% (10)} of survey respondents said, "They do not live within Middleburg Heights,"

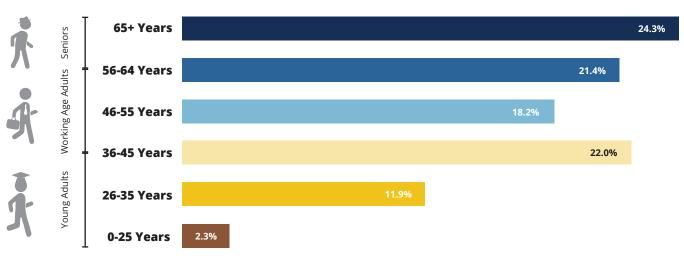
HOW LONG HAVE RESPONDENTS LIVED IN MIDDLEBURG HEIGHTS?



Total Respondents for this Question: 351*

*Other included comments such as those residents that moved away and came back several times, future residents, or are residents that live very close to the City in a neighboring community, but feel included as part of the City of Middleburg Heights.

HOW OLD ARE RESPONDENTS?



Total Respondents for this Question: 346

KEY FINDINGS

NEIGHBORHOOD CHARACTERISTICS **MOST LIKED** BY RESPONDENTS







Mature **Trees**



Neighbors



Access to **Shopping & Amenities**



Access to **Highways**

More Comments Fewer Comments

Total Respondents for this Question: 325

Other types of comments included low taxes, well-maintained properties, proximity to the Cleveland Metroparks, proximity to schools, larger residential parcels, lots of greenspace, and convenient location in general.

NEIGHBORHOOD CHARACTERISTICS **LEAST LIKED** BY RESPONDENTS



Flooding & Sewers



Poor Walkability



Traffic from Main Roads



Poor Street Lighting



Lack of Retail Diversity

More Comments Fewer Comments

Total Respondents for this Question: 296

Other types of comments included dust from industrialized areas, lack of safe street crossings fro bicyclists and pedestrians, property maintenance, poor sidewalk conditions, lack of tree trimming, lack of character, poor road infrastructure, poorly spaced RTA bus stops, and traffic light timing.

TOP FIVE (5) TYPES OF MISSING BUSINESSES, FACILITIES, OR SERVICES











Entertainment & Restaurants

200 Votes or 52.8%

More Votes

Commercial Retail

170 Votes or 44.9%

Trails & Sidewalks

126 Votes or 33.3%

Parks & **Playgrounds**

124 Votes or 32.7%

Senior Center or Programming

122 Votes or 32.2%

Fewer Votes

Total Respondents for this Question: 379*

Other types of missing businesses, facilities, or services mentioned by respondents that didn't fit into the categories above included: moving the Police Department, have co-working spaces, a gas station at I-71 and Bagley Road, an indoor field house, and recreation options for teens and young adults (leagues).

TYPES OF **Preferred Housing** Options





265 Votes or 71.4%



Mixed-Use Buildings

213 Votes or 57.4%



Cluster Housing

133 Votes or 35.9%



Townhomes/ **Row Homes**

87 Votes or 23.5%



Condominium Units

53 Votes or 14.3%



Apartment Complex

41 Votes or 11.1%

More Votes Fewer Votes

Total Respondents for this Question: 371*

Other housing types mentioned by respondents that didn't fit into the categories above included: senior specific housing, tiny homes, newer housing in general, and up-scale, affordable options for mixed-incomes.

^{*}Respondents were permitted to select as many options as they wanted or write in other ideas

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KEY FINDINGS

POTENTIAL FOCUS AREA ISSUES, IMPROVEMENTS & LEVEL OF IMPORTANCE

Southland	Bagley Road	Pearl Road	City Campus & Community Park	Central Park & Library	Other Areas/ Ideas to Consider
More diverse and modern restaurants/ shopping	Traffic is an issue	Too many commercial vacancies	Potential for community gathering spaces	Opportunity for an expanded relationship with Metroparks	Engle Road
Should focus on walking and biking	Poorly timed I traffic lights	Older strip centers look dated	Need more/ larger ball fields for teens and adult leagues	Outdoor amenities and year round events/programs	Smith Road
Live music and places to sit/ lounge	Make the roadway more inviting and welcoming	Flooding is an issue	Would like a senior center with programs	A project/site to gather citizen input and get excited	West 130 th Street and Sprague Road intersection
Need greenspace and pedestrian only zones	Turning left out of businesses is challenging	Potential for connectivity from I-71 at Bagley to Southland	Pool for older kids and adults	Potential for trails and connection nexus for community	Work with neighboring communities along the edges of the City
and non-refail	Older motels/ hotels are an eyesore	Improve streetscape with trees and lighting	Make this a gateway for the City	Playground, splash pad, and other amenities	Improve all entrances into the City
1.6% 0.5% 6 Votes 2 Votes 	2.9% 22 Votes 24.6% 180 Votes 72.6% 532 Votes	3.2% 23 Votes 23.5% 171 Votes 73.4% 535 Votes	4.9% 18 Votes 22.8% 84 Votes 72.4% 267 Votes	4.3% 16 Votes 20.2% 75 Votes 75.5% 280 Votes	Most Important Focus Area Not Important Neutral Very Important/ Important
	ortance of Focus Ar				Total Respondents fo this Question: 376

TOP FIVE (5) AMENITIES DESIRED IN COMMUNITY PARKS





304 Votes or 82.6%



Public Restrooms & Concessions

259 Votes or 70.4%



Public Benches & Sitting Areas

227 Votes or 61.7%



Children's Playground

209 Votes or 56.8%



Public Waste & Recycling Bins

196 Votes or 53.3%

More Votes Fewer Votes

Total Respondents for this Question: 368*

Other types of park amenities mentioned by respondents that didn't fit into the categories above included: an outdoor amphitheater, a water feature (pond, splash pad, fountain, etc.), outdoor courts (volleyball, basketball), places for outdoor exercise for adults (fitness trail, yoga, etc.), ADA accessible fields and features, a small restaurant, a dog park, and a skate park.

ONE **PROJECT** RESPONDENTS HOPE THE MASTER PLAN WILL ACCOMPLISH

Redevelopment of Southland

138 Comments or 57.0%



Other Projects/Issues to Address				
2) Upscale Development	19 Comments or 7.0%			
3) Vacant Storefronts	15 Comments or 5.6%			
4) Water Management	13 Comments or 4.8%			
5) Parks	12 Comments or 4.4%			
6) Senior Center	11 Comments or 4.1%			
7) Trails	8 Comments or 3.0%			
8) Pedestrian Friendly	7 Comments or 2.6%			
8) Property Maintenance	7 Comments or 2.6%			
9) Gather Spaces	6 Comments or 2.2%			
9) Central Park	6 Comments or 2.2%			
10) Playgrounds	5 Comments or 1.9%			

Total Respondents for this Question: 270*

Other types of projects mentioned by respondents that didn't fit into the categories above included: community charm, traffic management, natural areas, safety services, streetscapes, and strip centers.

^{*}Respondents were permitted to select as many options as they wanted or write in other ideas

^{*}This was an open ended question, and answers were placed into common overarching categories



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