



Middleburg HEIGHTS

Community Master Plan

COMMUNITY ENGAGEMENT #2 SUMMARY REPORT

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County Planning

ACKNOWLEDGMENTS



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

PLANNING TEAM

Mary Cierebiej, AICP, *Executive Director*
Kevin Leeson, *Planner*
Dan Meaney, GISP, *Manager, Information and Research*
Rachel Novak, AICP, *Senior Planner, Project Lead*
Bryson Odum, *Planning Intern*

James Sonnhalter, *Planning Manager, Design & Implementation*
Micah Stryker, AICP, *Senior Planner, Project Lead*
Sarah Tengen, *Planning Intern*
Robin Watkins, *Geographic Information Specialist*
Blake Woodruff, *Planning Intern*

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

Matthew J. Castelli, *Mayor*
15700 Bagley Road
Middleburg Heights, Ohio
440.234.8811
www.middleburgheights.com

PROJECT TEAM

Matthew J. Castelli, *Mayor*
Charles Bichara, *Director of Economic Development*
Robert Downey, *Mayor Executive Assistant*
Briant Galgas, *Fire Chief*
James Herron, *Service Director*
Norm Herwerden, *Building Commissioner*
Santo Incorvaia, *Law Director*

Bill Meany, *Council Member*
Jeff Minch, *Recreation Director*
Myra Staresina Severyn, *Prosecutor/Assistant Law Director*
Jason Stewart, *Finance Director*
Judi Stupka, *Administrative Assistant to Mayor Castelli*
Ed Tomba, *Police Chief*

2020 CITY OF MIDDLEBURG HEIGHTS COUNCIL MEMBERS

David Bortolotto, *Council President*
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Tim Ali, *Council Member*
Michael Ference, *Council Member*
John Grech, *Council Member*

Matthew G. McGregor, *Council Member*
Bill Meany, *Council Member*
Dan Sage, *Council Member*

INTRODUCTION

COMMUNITY ENGAGEMENT #2

Due to COVID-19 and limitations on meeting in person, this Community Engagement exercise was conducted online. The purpose of this second Community Engagement was to introduce the recommended goals and actions, outline what has been accomplished thus far, and solicit input. The exercise was open from July 19th through August 23rd, 2021 and consisted of an online review of the draft Recommendations document, which 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 responses.

NUMBER OF RESPONDENTS & COMMENTS

The online survey was open for approximately one month and was completed by 358 respondents, which included 1,469 individual written comments as responses to questions.

NEXT STEPS

This document and the comments provided by respondents were used to refine the Master Plan's various recommendations. 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:

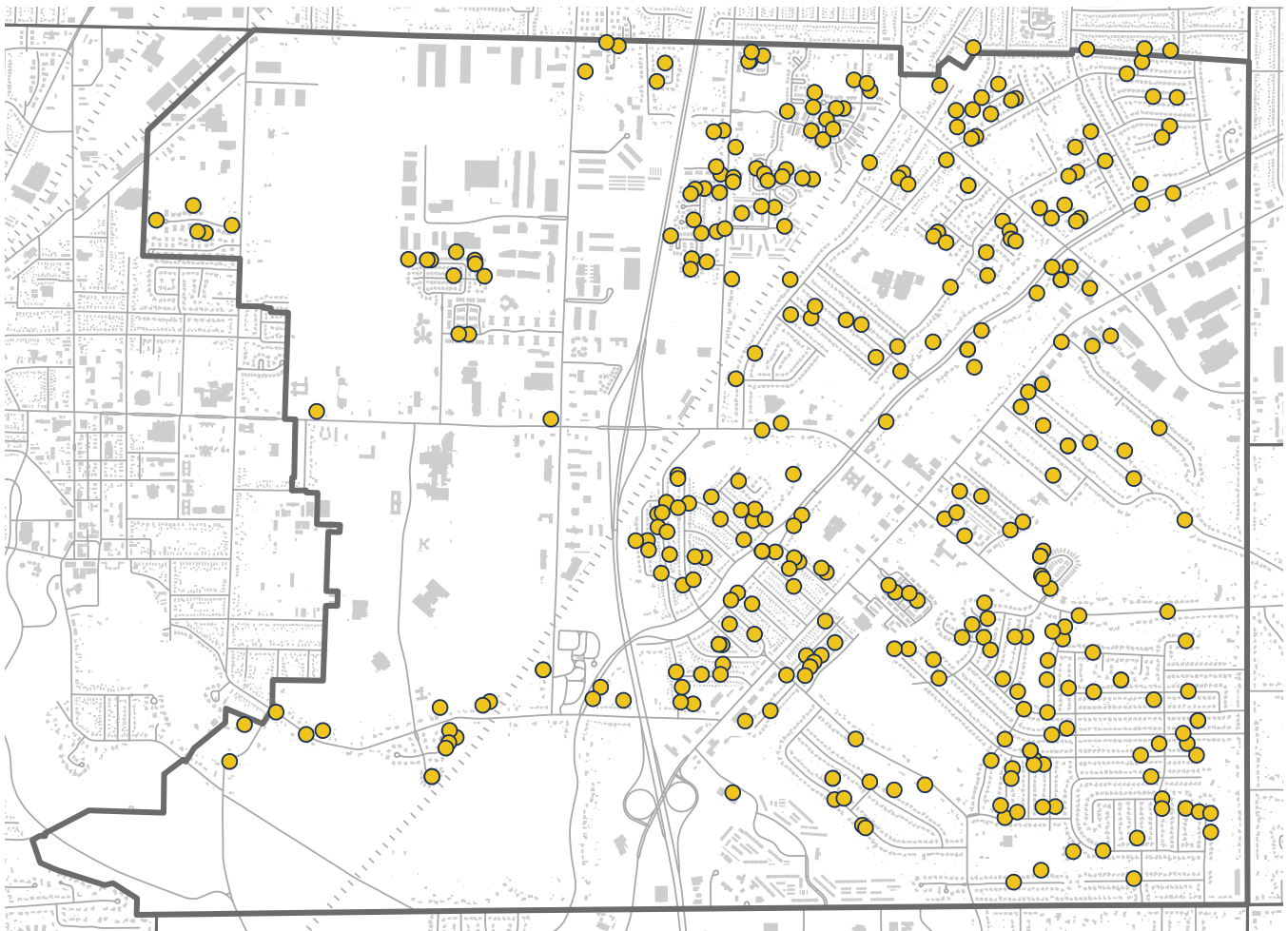
- 1 Overall, respondents are very much in favor of all the various Citywide and Community Focus Area recommendations discussed as part of the Master Plan.
- 2 The redevelopment of Southland, preservation of greenspace and trees, and safe multi-modal opportunities were among the most mentioned ideas respondents would like to see implemented.
- 3 Respondents expressed a strong desire to be able to walk, dine, shop, and explore entertainment options in an outdoor setting as part of future development.
- 4 Respondents would like to see stronger development review processes that integrate cohesive designs, increased landscaping/greenspace and trees, and better/innovative stormwater management.
- 5 Respondents would like to see the Middleburg Heights brand throughout the community and encourage unique, high-quality development that creates desirable destinations.
- 6 In general, respondents are in favor of recreation options that are accessible year round, and want to ensure these amenities have something for all ages, abilities, and preferences.
- 7 Respondents are largely in favor of new bike and pedestrian facilities with enhanced safety features, and want to ensure these improvements will not increase or negatively impact traffic flow.
- 8 Respondents want to see new high-quality development within the community, and also stress the importance of utilizing what already exists and building upon those assets.
- 9 Respondents deeply value the City's existing recreation and natural amenities, such as Lake Isaac, and want to ensure these key assets continue to be well-maintained and enhanced in the future.
- 10 Overall, respondents are excited about the City's future and would like to remain engaged and involved during the decision-making process.

RESPONDENT DEMOGRAPHICS

TOTAL NUMBER OF SURVEY RESPONDENTS



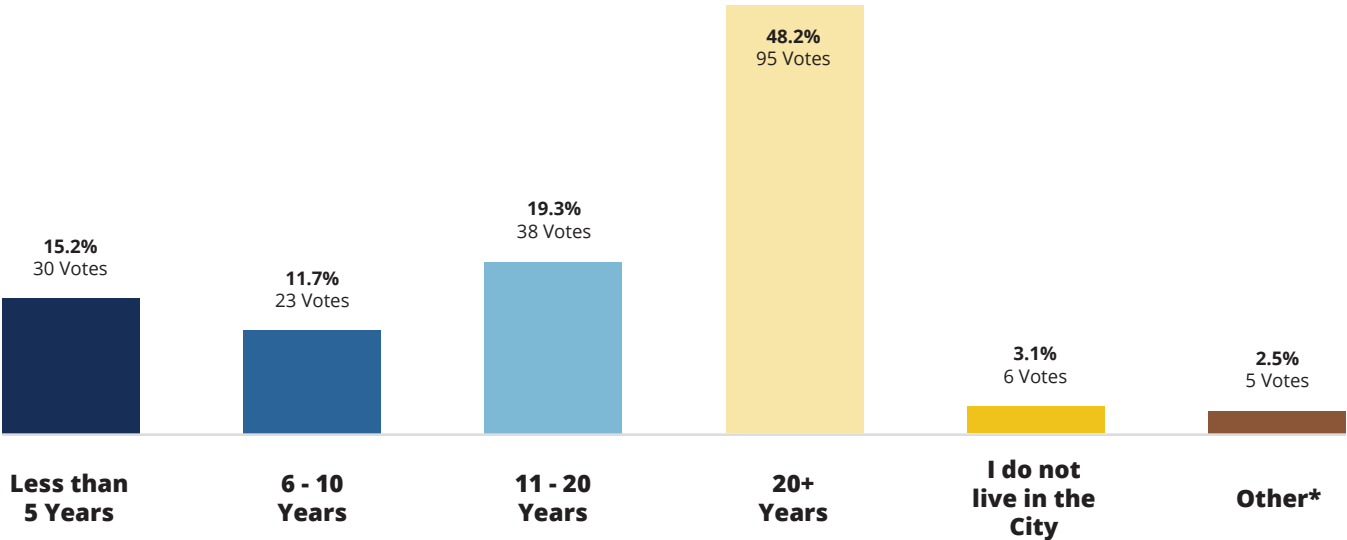
GENERAL LOCATIONS OF SURVEY RESPONDENTS



Total Respondents for this Question: 355

*7 respondents reported living outside of Middleburg Heights

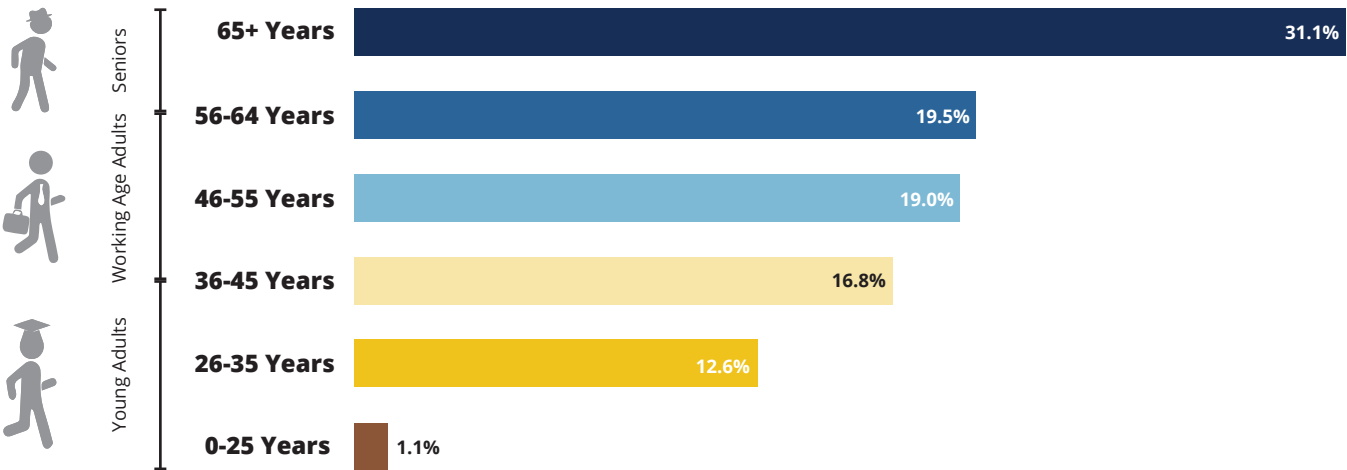
HOW LONG HAVE RESPONDENTS LIVED IN MIDDLEBURG HEIGHTS?



Total Respondents for this Question: 197

*Other included comments such as specific residency date ranges and similar types of tenure, including owning a home and renting it out.

HOW OLD ARE RESPONDENTS?



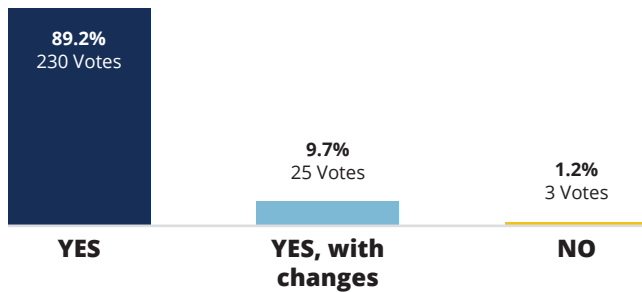
Total Respondents for this Question: 190

KEY FINDINGS

CONNECTIVITY & INFRASTRUCTURE

Do you support this Goal and Strategies?

Total Respondents for this Question: 258



TOP 5 REASONS RESPONDENTS **SUPPORT** THIS GOAL

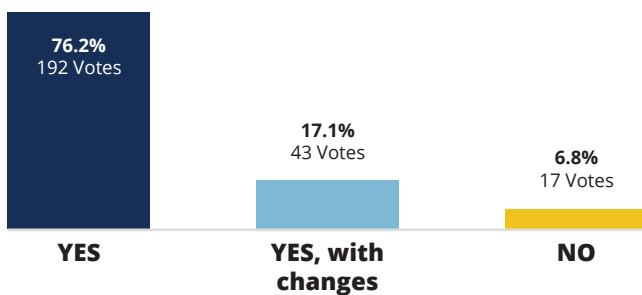
- Provides overall connectivity throughout the City
- Creates a bicycle-friendly streetscape
- Supports citywide walkability
- Creates and enhances community gathering spaces
- Supports stronger stormwater management

TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THIS GOAL

- Ensure resident's quality of life is not negatively impacted
- Integrate Fowles Road into bike/pedestrian improvements
- Integrate technology that makes streets safer
- Trees and greenspaces should be preserved whenever possible
- Make streetscapes/roads look cohesive

Do you support the Connectivity Framework?

Total Respondents for this Question: 252



TOP 5 REASONS RESPONDENTS **SUPPORT** THIS FRAMEWORK

- Provides better direct access and connectivity to destinations
- Improves the conditions of existing infrastructure
- There is a need for improved pedestrian/bike safety in the City
- Will help organize roadways to accommodate multi-modal travel
- These changes will help promote healthier lifestyles

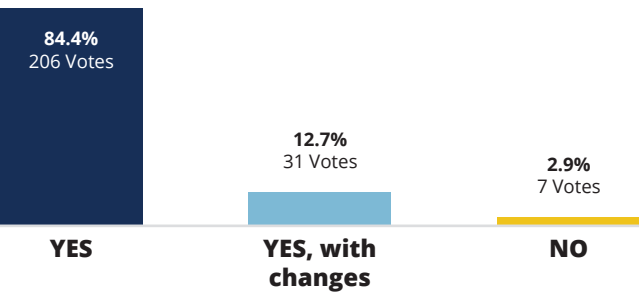
TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THIS FRAMEWORK

- Consider impacts on other local roads, such as Fowles Road
- Potentially expand the network further into other neighborhoods
- Ensure private property owners are consulted
- Safer access to existing amenities, such as Lake Isaac, is key
- Consider partnerships with neighboring communities and Metroparks

DEVELOPMENT & ZONING

Do you support this Goal and Strategies?

Total Respondents for this Question: 244



TOP 5 REASONS RESPONDENTS *SUPPORT* THIS GOAL

- Creates walkable destinations for shopping
- It makes sense and will support strong development
- Will improve existing commercial areas
- Will encourage new businesses to locate here
- This will help strengthen our local economy

TOP 5 *CHANGES* RESPONDENTS WOULD MAKE TO THIS GOAL

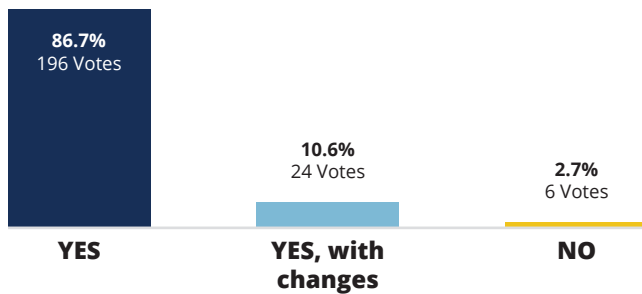
- Emphasize and focus efforts at Southland
- Enhance what's already in the City and build upon those assets
- Ensure any and all development is of a high quality
- Development should preserve as many trees as possible
- Offer new types of businesses that make the City unique

KEY FINDINGS

PROGRAMS & FACILITIES

Do you support this Goal and Strategies?

Total Respondents for this Question: 226



TOP 5 REASONS RESPONDENTS **SUPPORT** THIS GOAL

Will create and support new amenities for residents

This will help increase community engagement

Planning for all ages and abilities is critical

Will continue to grow great community pride in residents

Recreation and programming are crucial services

TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THIS GOAL

Consider alternative recreation options within the City

Ensure facilities and programs have something for everyone

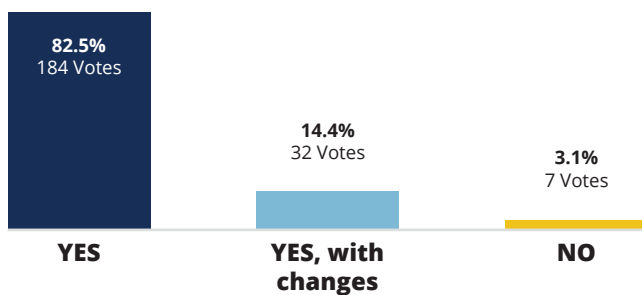
Ensure existing facilities are also updated and not left behind

Look more closely at Lake Isaac and enhance the park

Consider coordinating efforts with neighboring communities

Do you support the Recreation Facilities Framework?

Total Respondents for this Question: 223



TOP 5 REASONS RESPONDENTS **SUPPORT** THIS FRAMEWORK

An indoor field house would allow for year-round recreation

This would appeal to all age groups and abilities

Good start and further improvements can always be made

All of the identified areas need enhancements

The more options available to residents, the better

TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THIS FRAMEWORK

Small amenities by the library for kids would be great

Consider amenities/gathering spots specific for teens/young adults

Enhance lakefront and paved access around Lake Isaac

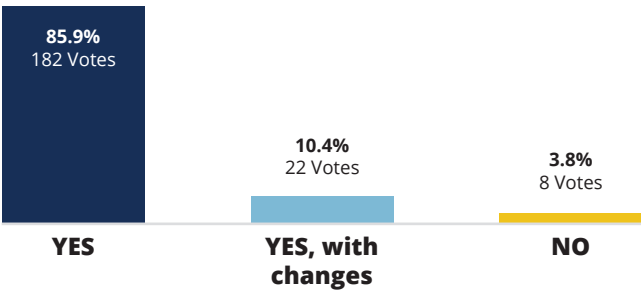
Consider setting aside some land just for wilderness/tree preservation

Make sure amenities have bike and pedestrian access

NEIGHBORHOOD CHARACTER & IDENTITY

Do you support this Goal and Strategies?

Total Respondents for this Question: 212



TOP 5 REASONS RESPONDENTS **SUPPORT** THIS GOAL

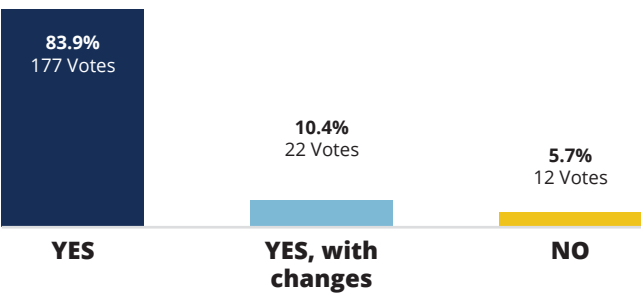
- More/new signage would be a welcomed improvement
- Keeps it a place where everyone feels welcome
- This is an excellent idea for the City
- Would really create a great place to live, work, and play
- Focuses on multi-generational components

TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THIS GOAL

- Ensure the community isn't divided, either physically and emotionally
- Strengthen property enforcement efforts
- Maintain the integrity of the City while attracting new residents
- Enforce City ordinances and regulations for new development
- Consider senior-only facilities/locations (55+ age groups)

Do you support consistent branding and wayfinding?

Total Respondents for this Question: 211



TOP 5 REASONS RESPONDENTS **SUPPORT** THIS CONCEPT

- The concepts are clean and simple
- Will be extremely helpful to visitors
- Perfect for all users, from pedestrians to vehicles
- Helps create an "image" for the City
- Solidifies a "brand" for the community

TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THIS CONCEPT

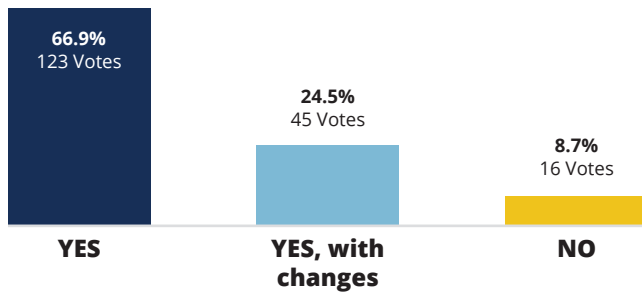
- Integrate signage into landscaping
- Consider technology with signage (apps, QR codes, etc.)
- Make sure signs are easy to read and understand
- Signage and wayfinding at Southland needs the most attention
- Make sure the City stands out/is unique

KEY FINDINGS | FOCUS AREAS

I-71 & BAGLEY ROAD

Do you support the proposed improvements?

Total Respondents for this Question: 184



TOP 5 REASONS RESPONDENTS **SUPPORT** THESE RECOMMENDED IMPROVEMENTS

- Anything that helps improve traffic is key
- A secondary street network is a great idea to divert some traffic
- Adds more green spaces and landscaping
- Gateway signage would help enhance the City's image
- Immense opportunity for redevelopment/expansion

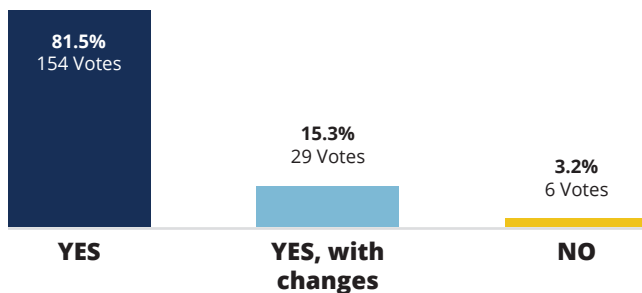
TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THESE RECOMMENDED IMPROVEMENTS

- Ensure the motels and vacant properties are considered in plans
- Consider stormwater runoff into surrounding neighborhoods
- Integrating bikes and more pedestrian traffic could be too difficult
- Ensure traffic does not get diverted to existing residential streets
- Make sure ample trees and landscaping are integrated in the area

CENTRAL PARK & MUNICIPAL CAMPUS

Do you support the proposed improvements?

Total Respondents for this Question: 189



TOP 5 REASONS RESPONDENTS **SUPPORT** THESE RECOMMENDED IMPROVEMENTS

- Creates new outdoor gathering spaces for the community
- Would be an excellent recreation hub for the City
- A great welcoming feature into the City
- An outdoor amphitheater would be a great addition
- This area would be heavily used by residents

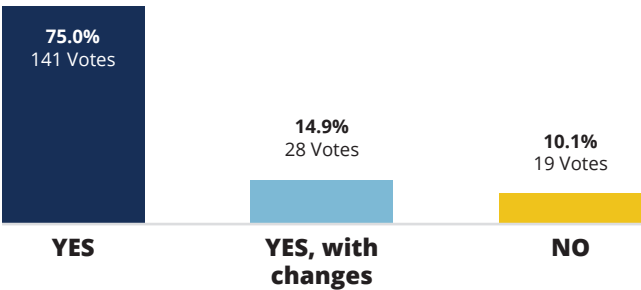
TOP 5 **CHANGES** RESPONDENTS WOULD MAKE TO THESE RECOMMENDED IMPROVEMENTS

- Relocate the amphitheater further away from wetlands
- Consider a new name for "Central Park" that is unique to the City
- Better parking/access to amphitheater and other features
- Ensure stormwater is handled and does not disturb existing wetlands
- Better pedestrian access to the library from site improvements

PEARL ROAD & BAGLEY ROAD

Do you support the proposed improvements?

Total Respondents for this Question: 188



TOP 5 REASONS RESPONDENTS SUPPORT THESE RECOMMENDED IMPROVEMENTS

- Showcases the most prominent intersection in the City
- The addition of greenery and art will enhance this area
- Pedestrian safety improvements are important
- Public gathering spaces will help create a downtown feel
- Helps modernize and enhance the area

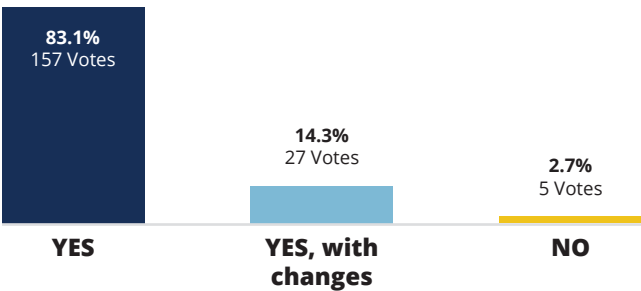
TOP 5 CHANGES RESPONDENTS WOULD MAKE TO THESE RECOMMENDED IMPROVEMENTS

- Ensure existing buildings/vacancies are filled
- Any new buildings should be carefully developed
- Cohesive building designs/look and feel
- Public art should reflect the City's values
- Overall, keep the design/layout simple

GREATER SOUTHLAND AREA

Do you support the proposed improvements?

Total Respondents for this Question: 189



TOP 5 REASONS RESPONDENTS SUPPORT THESE RECOMMENDED IMPROVEMENTS

- Would create a live, work, play atmosphere of mixed-uses
- Will anchor this side of the community with a key destination
- Would drastically improve the area and fill vacancies
- New trails and roads will improve connectivity and safety
- A great idea to begin rebuilding Southland

TOP 5 CHANGES RESPONDENTS WOULD MAKE TO THESE RECOMMENDED IMPROVEMENTS

- Need to ensure appropriate zoning is in place and enforced
- Include a new road network to divert some traffic off W. 130th Street
- Emphasize improvements to Smith Road
- Improve the traffic flow from existing/surrounding businesses
- Attract new businesses that will anchor this destination



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