

CITY COUNCIL | MAY 9, 2022



#### **OUR MISSION**

"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."

Mary Cierebiej, AICP, Executive Director

**James Sonnhalter,** Planning Manager, Design & Implementation

Rachel Novak, AICP, Senior Planner, Project Lead

Micah Stryker, AICP, Senior Planner

### **AGENDA**

- 1) PLANNING PROCESS REVIEW
  - COMMUNITY ENGAGEMENT SUMMARY
- 2) OVERVIEW OF MASTER PLAN PHASES
- 3) WHAT'S NEXT?
  - IMPLEMENTATION

## AGENDA ITEM ONE: PLANNING PROCESS REVIEW

### WHAT'S THE DIFFERENCE?

#### **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



#### **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

### **HOW DO WE PLAN?**

- Establish a current snapshot of the community
- Outline a vision that will drive the Plan forward and shape policies
- Formulate goals and actions that help the community achieve its vision
- Prioritize goals to assist City officials in allocating resources for future endeavors

### WHY DO WE PLAN?

- Provides the opportunity for community input
- Prepares the City, residents, and businesses for the future
- Shapes future development to match your priorities
- Gives a competitive advantage when applying for grants and funding

### **HOW DO WE USE THE PLAN?**

The Plan is meant to outline the goals and aspirations of the community

- ✓ ADOPT the Plan to make it official policy
- ✓ USE the Plan as a tool and reference when considering actions and applying for grant funding
- ✓ UPDATE the Plan over time and when circumstances change

### **OUR PROCESS** | PHASES



### **Current Conditions**

Demographic, housing, business, land use, and transportation overview



### Community Vision

Vision for how the community wants to grow and develop in the coming decade



#### **Goals & Actions**

Specific policies and actions to achieve the community's desired future



#### **Implementation**

Partners, priorities, and responsibilities for undertaking actions

#### **CURRENT PHASE**



#### Draft Master Plan

Combined and completed Master Plan document

### **OUR PROCESS** | MEETINGS







Current **Conditions**  Community Vision

**Goals & Actions** 

**Implementation** 



**Draft Master** Plan

PT #7

PT #1 PT #2 PT #3

PT #4 PT #5

PT #6

**Community Engagement #1** 

+ Online Survey

**Community Engagement #2** 

+ Online Survey

**Community Engagement #3** 

+ Online Survey

Presentation to Planning Commission + City Council

### **OVERALL ENGAGEMENT RESULTS**

- **7** Project Team Meetings Conducted
- 19 Stakeholder Surveys Completed
- 3 Community Engagement Periods & Online Surveys
  - <u>61</u> Survey Questions
  - <u>1,523</u> Surveys Taken
  - <u>5,135</u> Written Comments
  - 12,861 Answer Selections

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## AGENDA ITEM TWO: OVERVIEW OF MASTER PLAN PHASES

### **CURRENT CONDITIONS** | PHASE 1



- Established a current "snapshot" of the community
- Compared regional trends within Cuyahoga County and to peer communities:
  - City of Brecksville
  - City of Independence
  - City of Strongsville
  - City of Westlake
- Created **three** profiles of the City:
  - Living Here
  - Working Here
  - Traveling Here



### **COMMUNITY VISION** PHASE 2



- Established a unified direction for the Master Plan
- Included broad themes to frame the development of actions
- Included a vision for <u>important</u> <u>areas</u> in the community:
  - I-71 & Bagley Road
  - Central Park & Municipal Campus
  - Bagley & Pearl Road Intersection
  - Greater Southland Area



### GOALS & ACTIONS | PHASE 3



- Established a series of:
  - <u>4</u> Overall Community Goals
  - 14 Community Strategies
  - <u>**52**</u> Corresponding Actions
  - <u>4</u> Target Community Areas & Key Principles
- Developed with data from the Current Conditions document, input from the City of Middleburg Heights Master Plan Project Team, feedback from Stakeholders and public input



### GOALS & ACTIONS | PHASE 3



#### **FOUR OVERALL MASTER PLAN GOALS**

1) Connectivity & Infrastructure	OUR GOAL IS TO <b>Enhance and expand alternative transportation options</b> by alleviating physical and cognitive barriers in order to promote safe, pedestrian-oriented, and bicycle-friendly streetscapes, infrastructure improvements, and community gathering spaces.
	OUR GOAL IS TO <b>Enliven commercial spaces</b> by creating walkable destinations

- with expanded entertainment options and a combination of uses, develop unique brand identities and districts, and support small businesses in the community with new funding models.
- OUR GOAL IS TO...**Improve existing programs and facilities** by creating solutions for specific age groups, partnering with key organizations to explore opportunities for new community amenities, and expanding recreation options for residents.
- 4) Neighborhood Character & Identity

  OUR GOAL IS TO...Maintain neighborhood character by preserving established residential streets, bolstering the City's presence at gateways, commercial corridors and key destinations, and adopting guidelines to support a community for all ages.

### GOAL 1 | CONNECTIVITY & INFRASTRUCTURE

#### **OUR STRATEGIES ARE...**

**Enhance streetscapes and public spaces** 

Improve stormwater management practices

**Strengthen tree protections and maintenance** 

Safely connect pedestrians and bicyclists to destinations



### GOAL 2 DEVELOPMENT & ZONING

#### **OUR STRATEGIES ARE...**

Update zoning regulations to allow walkable mixed-use development

Market the City's assets to attract businesses and retain a competitive workforce

**Enliven existing commercial areas** 

surrounding infrastructure to enhance commercial entertainment or shopping district. Many people enjoy being able to walk down the street to their favorite restaurant or meet up with friends after work without having to stray far from their commute. Those who don't live in these types of developments still like visiting them CREATING A DESTINATION and being able spend a day or an evening enjoying the unique character and entertainment offerings withou having to drive very far. Mixed-use zoning allows for EXPERIENCE these types of developments. Traditional zoning distri seek to separate uses from one another; however, this shift, housing preferences broaden, and the desire for walkable communities grows, people want commercial spaces that provide services for both personal and tactic failed to recognize on the fact that many differences are compatible, and even complimentary to each other. Having residences near restaurants and retail business needs. Places where they can grab coffee or lunch, have business meetings, work remotely, or mee with friends for a night out. Even many residents who services, run errands, or relax after work without having to move their car. Many communities with older zoning connections or short vehicle trips to these types of destinations. Trends are also leading to the desire for more experiential retail options. The growth of online spaces for modern housing, retail, and office needs. They apps and shopping has provided an easy option for many to purchase goods and services. Traditional brick and mortar stores increasingly need to offer enhanced underutilized properties. Incorporating mixed-use services or special promotions to attract customers. zoning and applying it in appropriate areas of the City can greatly benefit the future development of the City Examples include highly personal or specialized attention for niche products or can include mixing entertainment and retail opportunities. As seen in the graphic below, the proposed redevelopment of Southland would include streets lined with new mixed-use buildings, a multi-purpose trail, and other amenities that promot **KEY REGULATORY GUIDELINES &** BENEFITS OF MIXED-USE DISTRICTS Mixed-use development can provide many benefits to a City. In cities such as Middleburg Heights that were developed with separated land uses, it provides structures made obsolete due to changing market forces and consumer preferences. This can help increase the value of property, increase local tax revenue, and provide an opportunity to update infrastructure. It can also create walkable, pedestrian centered amenities that provide a vibrant new sense of place to a community. In a mostly built-out community, such as Middleburg Heights, infill housing as part of mixed-use

### GOAL 3 | PROGRAMS & FACILITIES

#### **OUR STRATEGIES ARE...**

**Expand recreation programs and offerings** 

Improve and/or expand existing recreation amenities

**Improve existing City facilities** 



### GOAL 4 NEIGHBORHOOD CHARACTER & IDENTITY

#### **OUR STRATEGIES ARE...**

Create a sense of place by leveraging community identity and improving gateways

Preserve the quality and character of existing residential areas and neighborhoods

**Support and promote a multi-generational community** 



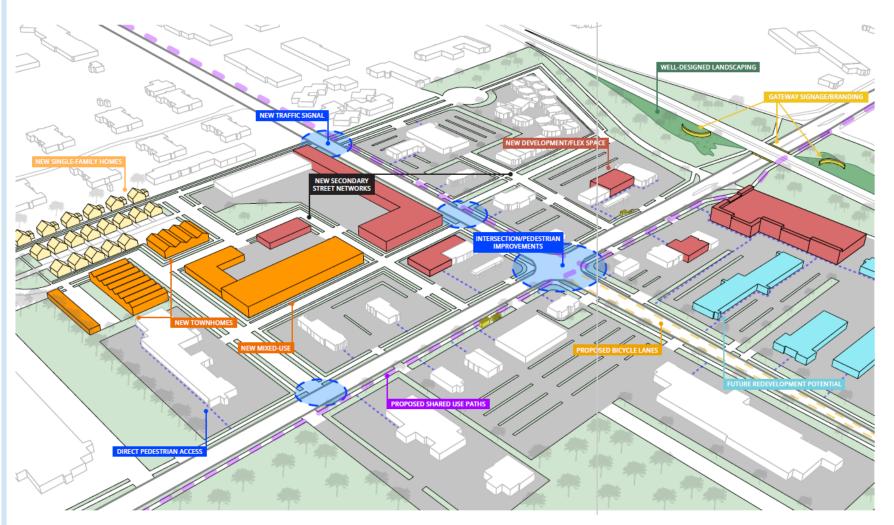
### GOALS & ACTIONS | PHASE 3



- A deeper analysis was provided for <u>4</u>
   Community Target Areas within the community, which included:
  - 1) I-71 & Bagley Road
  - 2) Central Park & Municipal Campus
  - 3) Bagley & Pearl Road Intersection
  - 4) Greater Southland Area



### I-71 & BAGLEY ROAD



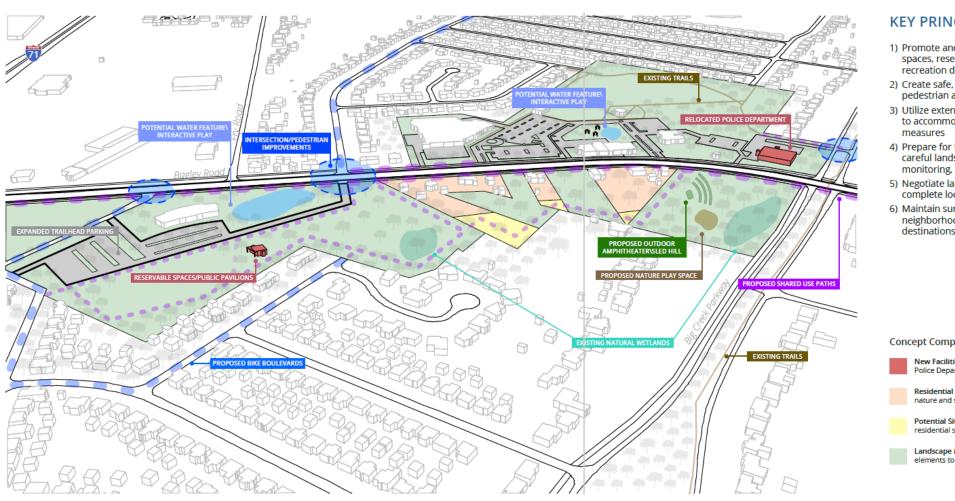
#### KEY PRINCIPLES

- Anchor the community from the west at I-71 with prominent branding, signage, and landscaping
- Create easily accessible businesses through a secondary road network that can divert local traffic from away from major intersections
- 3) Utilize over-parked developments for infill opportunities
- Create safe, comfortable, and attractive connections for pedestrian and bicyclists
- Reduce curb cuts and encourage shared parking arrangements/agreements among current and future businesses
- Prepare for flood and storm control measures through careful landscape and parking lot designs
- 7) Prepare and plan for potential reinvestment on existing motel/hotel properties and the vacant K-Mart site by creating a mixed-use zone that pulls buildings up to the street, focuses on pedestrian scale design, and encourages public gathering spaces

#### Concept Components

- Community Amenities: public art opportunities and increased branding coverage, covered bus shelters and bicycle storage/parking
- New Commercial Space: existing building expansion, bring new structures to the street, plan ahead for the flexible use of space
- Mixed-Use/Residential: create transitional and enlivened spaces from heavier commercial uses to existing residential neighborhoods
- New Single-Family Development: capitalize on vacant land near transitional, mixed-use zones as opportunities for single-family homes
- Future Redevelopment Potential: key sites that should be monitored for redevelopment opportunities
- Landscape & Stormwater Control: trees, bioswales, and other natural elements to soften the hardscape and provide stormwater benefits

### **CENTRAL PARK & MUNICIPAL CAMPUS**



#### **KEY PRINCIPLES**

- 1) Promote and market this area for community gathering spaces, reservable pavilions, local trail access, and as a recreation destination for all ages and abilities
- 2) Create safe, comfortable, and attractive connections for pedestrian and bicyclists
- 3) Utilize extensive neighborhood streets by redesigning them to accommodate bicycle boulevards and traffic calming
- 4) Prepare for flood and storm control measures through careful landscape and parking lot designs, wetlands monitoring, and improved tree protections
- 5) Negotiate land acquisitions and/or easements for a complete loop trail at Central Park
- 6) Maintain surrounding single-family residential neighborhoods and provide safe access to local

#### Concept Components

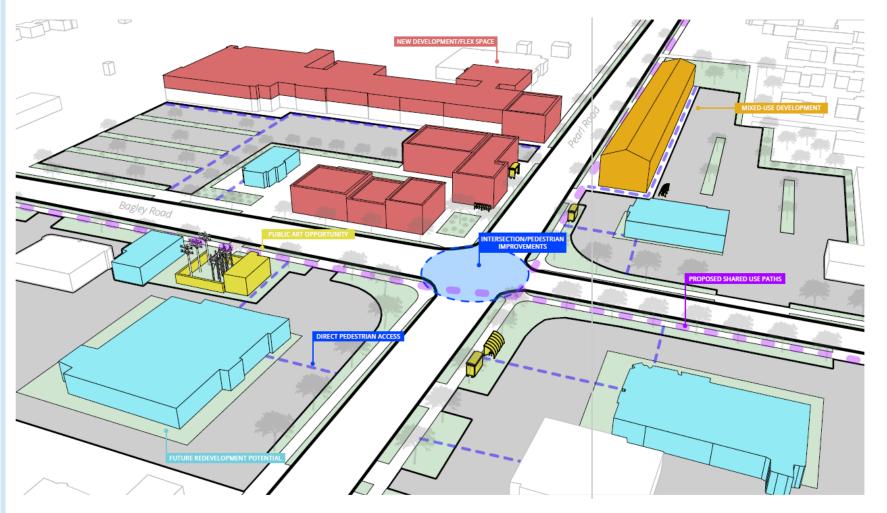
New Facilities: expansion of reservable spaces and the relocation of the

Residential Properties: existing parcels that wish to remain residential in nature and should continue to be included in the decision process

Potential Site Acquisitions/Property Easements: key portions of existing residential sites that will be critical to connecting trails

Landscape & Stormwater Control: trees, bioswales, and other natural elements to soften the hardscape and provide stormwater benefits

### **BAGLEY & PEARL ROAD INTERSECTION**



#### **KEY PRINCIPLES**

- Anchor the community at its core with prominent branding, signage, and enhanced landscaping
- 2) Utilize over-parked developments for infill opportunities
- Create safe, comfortable, and attractive connections for pedestrian and bicyclists
- Reduce curb cuts and encourage shared parking arrangements/agreements among current and future businesses
- Prepare for flood and storm control measures through careful landscape and parking lot designs
- 6) Encourage local, public art at key locations
- Enliven commercial and unused outdoor spaces with dining and entertainment options
- 8) Prepare and plan for potential reinvestment on corner lots, which will ultimately frame this area, by creating a mixeduse zone that pulls buildings up to the street, focuses on pedestrian scale design, and encourages public gathering spaces
- Maintain existing single-family residential neighborhoods and provide safe access to local destinations

#### Concept Components

- Community Amenities: public art opportunities and increased branding coverage, covered bus shelters and bicycle storage/parking
- New Construction: existing building expansion, bring new structures to the street, plan ahead for the flexible use of space
- Mixed-Use/Residential: create transitional and enlivened spaces from heavier commercial uses to existing residential neighborhoods
- Future Redevelopment Potential: key sites that should be monitored for redevelopment opportunities
- Landscape & Stormwater Control: trees, bioswales, and other natural elements to soften the hardscape and provide stormwater benefits

### **GREATER SOUTHLAND AREA**

**Public Facilities** 



#### **Example of Southland Redevelopment**



#### **KEY PRINCIPLES**

- Anchor the community from the east at W. 130th Street with prominent branding, signage, and enhanced landscaping
- Create easily accessible businesses through a secondary road network that can divert local traffic from away from major intersections
- 3) Utilize over-parked development for infill opportunities
- Create safe, comfortable, and attractive connections for pedestrians and bicyclists
- Reduce curb cuts and encourage shared parking arrangements/agreements among current and future businesses
- 6) Carry over site improvements to adjacent/neighboring development and consider new uses for vacant structures
- 7) Work with the City of Parma Heights to improve the aesthetics of the W. 130<sup>th</sup> Street corridor
- 8) Prepare for flood and storm control measures through careful landscape and parking lot designs
- Rezone Southland to accommodate the mixing of uses in order to re-focus the site as a community space to live, work, shop, dine, and thrive



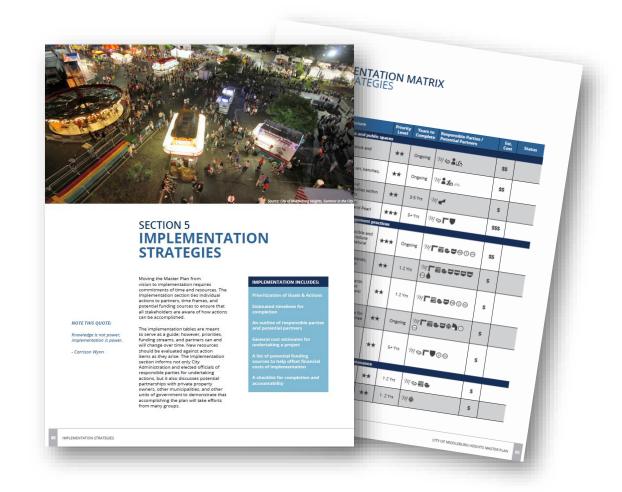
#### **Existing Zoning District Classification**



### **IMPLEMENTATION** | PHASE 4



- Includes tables that correspond to each goal, strategy, and action from previous phases
- Includes estimated cost ranges, priority levels, and a list of potential partners and responsible parties for undertaking each action
- A list of available funding sources is also provided



### IMPLEMENTATION | PHASE 4



### Implementation Best Practices:

- Use the implementation tables to pick the top actions that will be undertaken each year and assign personnel responsible for those actions
- 2) Establish a **Plan Implementation Committee that meets every quarter** to review the actions that are underway
- 3) Publish an **Annual Results Report** detailing what has been accomplished so far

### SAMPLE IMPLEMENTATION TABLE

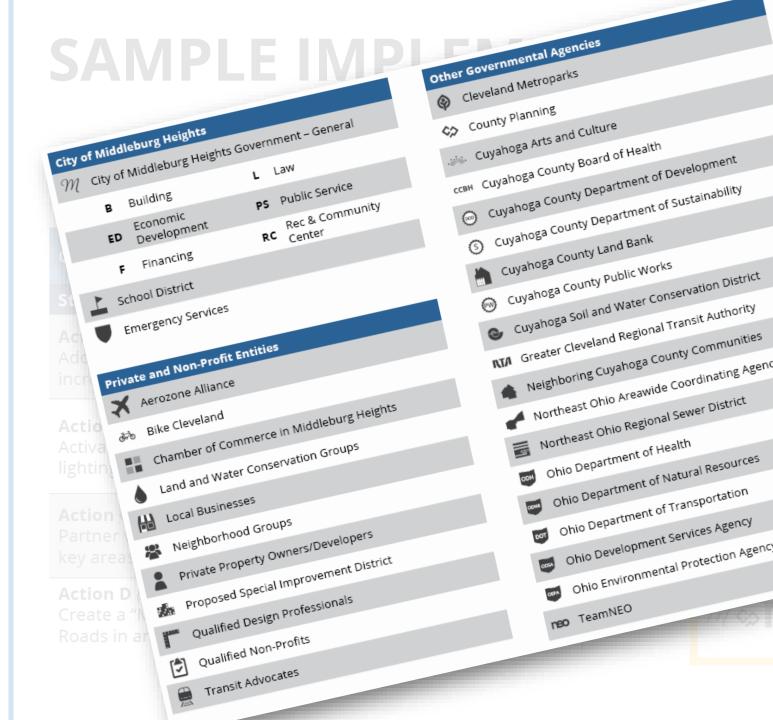


Goal 1: Connectivity & Infrastructure	Priority Level	Years to Complete	Responsible Parties / Potential Partners	Est. Cost	Status	
Strategy 1: Enhance streetscapes and public spaces						
Action A (Action Type: Ongoing) Add trees to improve street appearance and increase public safety and comfort	**	Ongoing	M <> ♣ ■	\$\$		
Action B (Action Type: Ongoing) Activate gathering spaces with public art, benches, lighting, and other fixtures	**	Ongoing	M L	<b>\$\$</b>		
Action C (Action Type: Proactive/Responsive) Partner with NOACA to conduct TLCI studies within key areas for streetscape improvements	**	3-5 Yrs	m	\$		
Action D (Action Type: Proactive/Responsive) Create a "Main Street" feel along Smith and Pearl Roads in and around Southland	***	5+ Yrs	M <b>⇔</b> □ □	\$\$\$		

### SAMPLE IMPLEMENTATION TABLE



Goal 1: Connectivity & Infrastructure	Priority Level	Years to Complete	Responsible Parties / Potential Partners		Est. Cost	Status
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Action B (Action Type: Ongoing) Activate gathering spaces with public art, benches, lighting, and other fixtures	**	Ongoing	M 🙎 🎎 💥.	The Responsible Parties / Potential Partners describe type of governmental, non-profit, private, and civic organizations that might assist		rties /
Action C (Action Type: Proactive/Responsive) Partner with NOACA to conduct TLCI studies within key areas for streetscape improvements	**	3-5 Yrs	M 🚅			al, nd civic
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### **Links to a Symbol** Legend

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ization		

Neighboring Cuyahoga County Communities

Northeast Ohio Areawide Coordinating Agency

Northeast Ohio Regional Sewer District

Ohio Department of Natural Resources

Ohio Department of Transportation

Ohio Development Services Agency

Ohio Environmental Protection Agency

Ohio Department of Health

neo TeamNEO

### SAMPLE IMPLEMENTATION TABLE



Goal 1: Connectivity & Infrastructure	Priority Level	Years to Complete	Responsible Parties / Potential Partners	Est. Cost	Status	
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### DRAFT MASTER PLAN | PHASE 5





## AGENDA ITEM THREE: WHAT'S NEXT?

### **NEXT STEPS**



**Current Conditions** 



**Community Vision** 



Goals & Actions



**Implementation** 



Draft Master Plan

#### **Approval Process:**

Official adoption by the City

#### **Ongoing Maintenance & Implementation:**

Create an Implementation Committee, assign tasks, ensure accountability, and update as needed

# Thank you Project Team members, community stakeholders, and members of the public!









### **QUESTIONS?**

#### Write us an email!

#### **Rachel Novak, AICP**

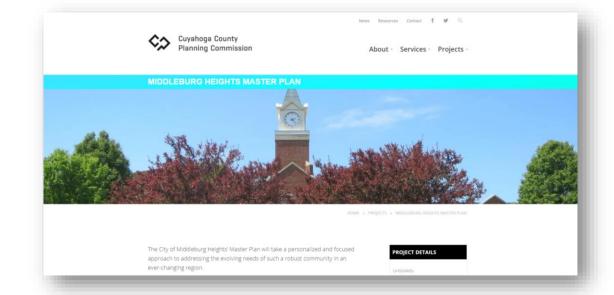
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#### Micah Stryker, AICP

Senior Planner mstryker@cuyahogacounty.us

#### **James Sonnhalter**

Planning Manager, Design & Implementation jsonnhalter@cuyahogacounty.us



Website to view Master Plan: www.CountyPlanning.us/MiddleburgHeights







FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE