



CITY OF GARFIELD HEIGHTS

COMMUNITY MASTER PLAN



COMMUNITY ENGAGEMENT #1

SUMMARY REPORT

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ACKNOWLEDGMENTS

Our mission is to inform and provide professional 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.

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CITY OF GARFIELD HEIGHTS

COMMUNITY MASTER PLAN

CITY OF GARFIELD HEIGHTS

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INTRODUCTION

The City of Garfield Heights is partnering with the Cuyahoga County Planning Commission to undertake a Master Plan process. The plan covers such topics as transportation, housing, economic development, parks and recreation, and business district development. This report summarizes the first opportunity for residents to provide input on the Master Plan.

COMMUNITY ENGAGEMENT #1

Due to COVID-19 and limitations on meeting in person, this Community Engagement exercise was conducted in a variety of ways, including an online and paper survey, hosting a virtual public meeting, and placing feedback boards at the library, city hall, and rec center. The purpose of this initial Community Engagement was to introduce the planning process, outline what has been accomplished thus far, and solicit input. The activities and events took place between July 17th and August 23rd, 2021, and the mix of in-person and virtual events offered residents numerous opportunities to provide input and have their voices heard.

NUMBER OF RESPONDENTS & COMMENTS

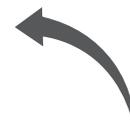
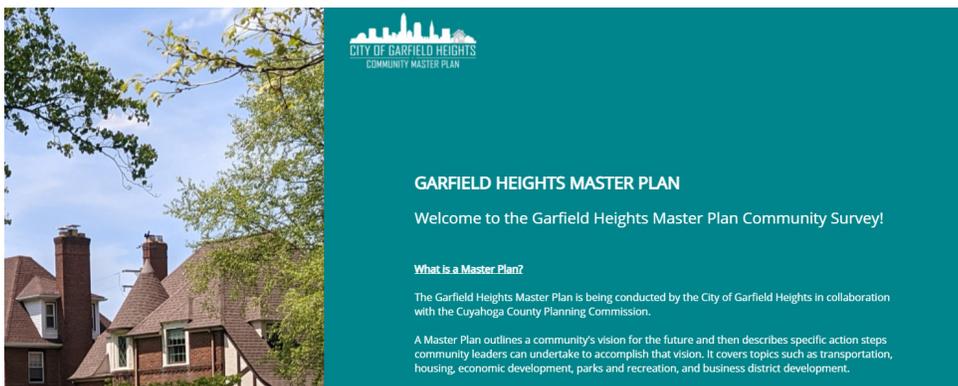
The online survey was open for approximately one month and was completed by 563 respondents, and included 4,802 answer selections and 3,974 written comments.

COMMON THEMES & COMMENTS

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

NEXT STEPS

This document and the comments provided by respondents are being 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.



Sample page of the online survey



TOP 10 THEMES

Obtaining feedback from residents, stakeholders, and other community members is critical to the success of the Garfield 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 Safety:** Respondents overwhelmingly saw safety as a top priority and said that addressing safety concerns is critical to maintaining a high quality of life.
- 2 Economic Development:** Respondents would like to see the City attract more businesses to generate more revenue and lower property taxes. Respondents desire more sit-down restaurants and shopping options.
- 3 Location & Access:** Respondents appreciate Garfield Height's central location and proximity to the highway as it gives them access to many regional amenities and destinations.
- 4 Recreation & Programs:** Respondents would like to see more opportunities for residents to be engaged and to come together through recreation activities, community-wide events, and age-specific programs.
- 5 Community Character:** Respondents would like to see the City have a more welcoming presence by developing the city center, implementing more decorative features, and maintaining a clean environment.
- 6 Community Pride:** Many respondents appreciate their immediate neighborhood, but would to see more pride and a clearly communicated identity throughout the whole City.
- 7 Property Maintenance:** Respondents would like to see commercial and residential properties better maintained and owners held more accountable to the upkeep of their properties.
- 8 Infrastructure Repair & Maintenance:** Respondents would like to see roads repaved to ensure comfortable travel, sewers repaired to mitigate flooding issues, and sidewalks maintained to encourage walkability.
- 9 Parks:** Respondents enjoy the Metroparks Garfield Heights Reservation and would like to see additional smaller parks placed throughout the community, especially in the southern section of the City.
- 10 Multi-Modal Transportation:** Respondents appreciate the City's optimal location and many options to move around the community, but would like to see a local bus route to local destinations and attractions.

RESPONDENT DEMOGRAPHICS

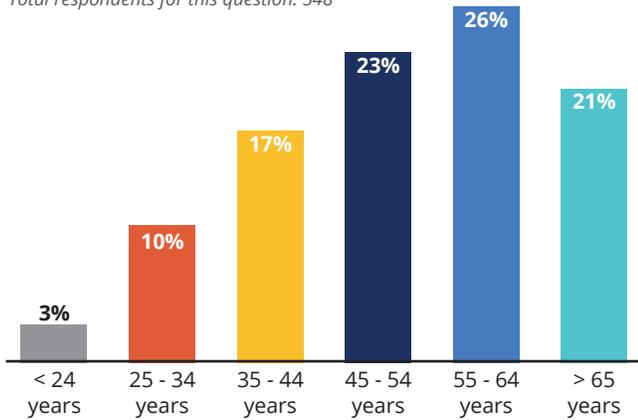
TOTAL NUMBER OF SURVEY RESPONDENTS

563



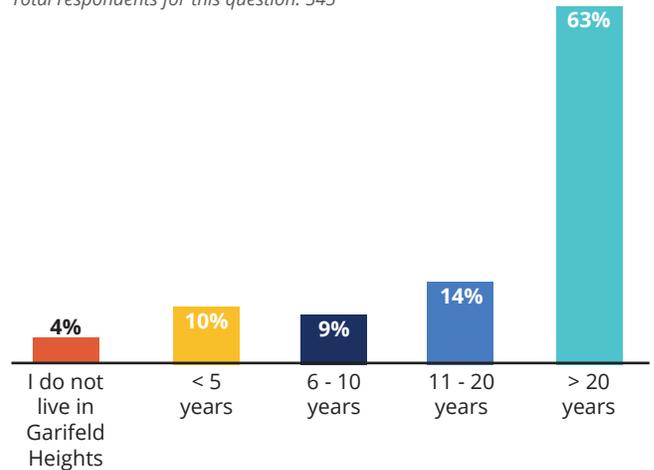
AGE OF RESPONDENTS

Total respondents for this question: 548



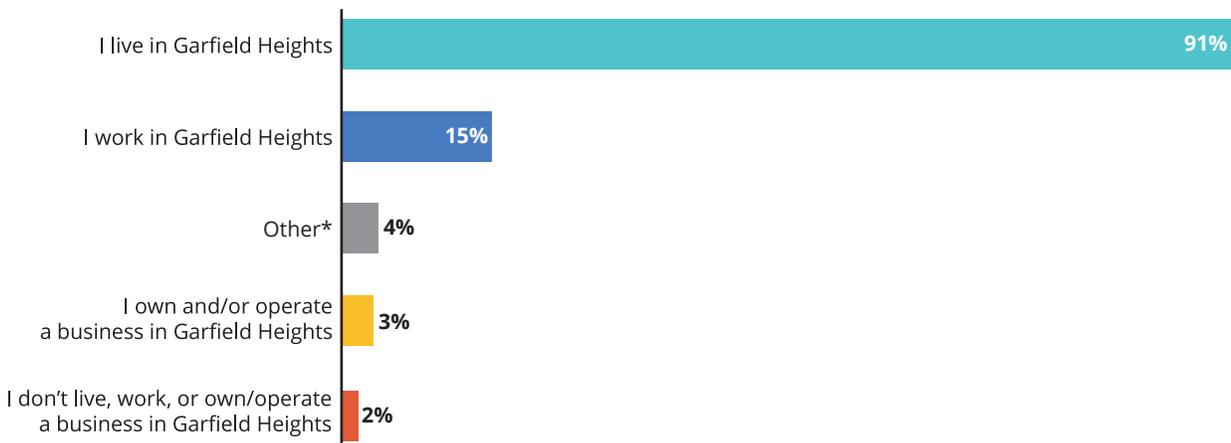
LENGTH OF RESIDENCY

Total respondents for this question: 545



RELATIONSHIP TO THE CITY

Total respondents for this question: 559



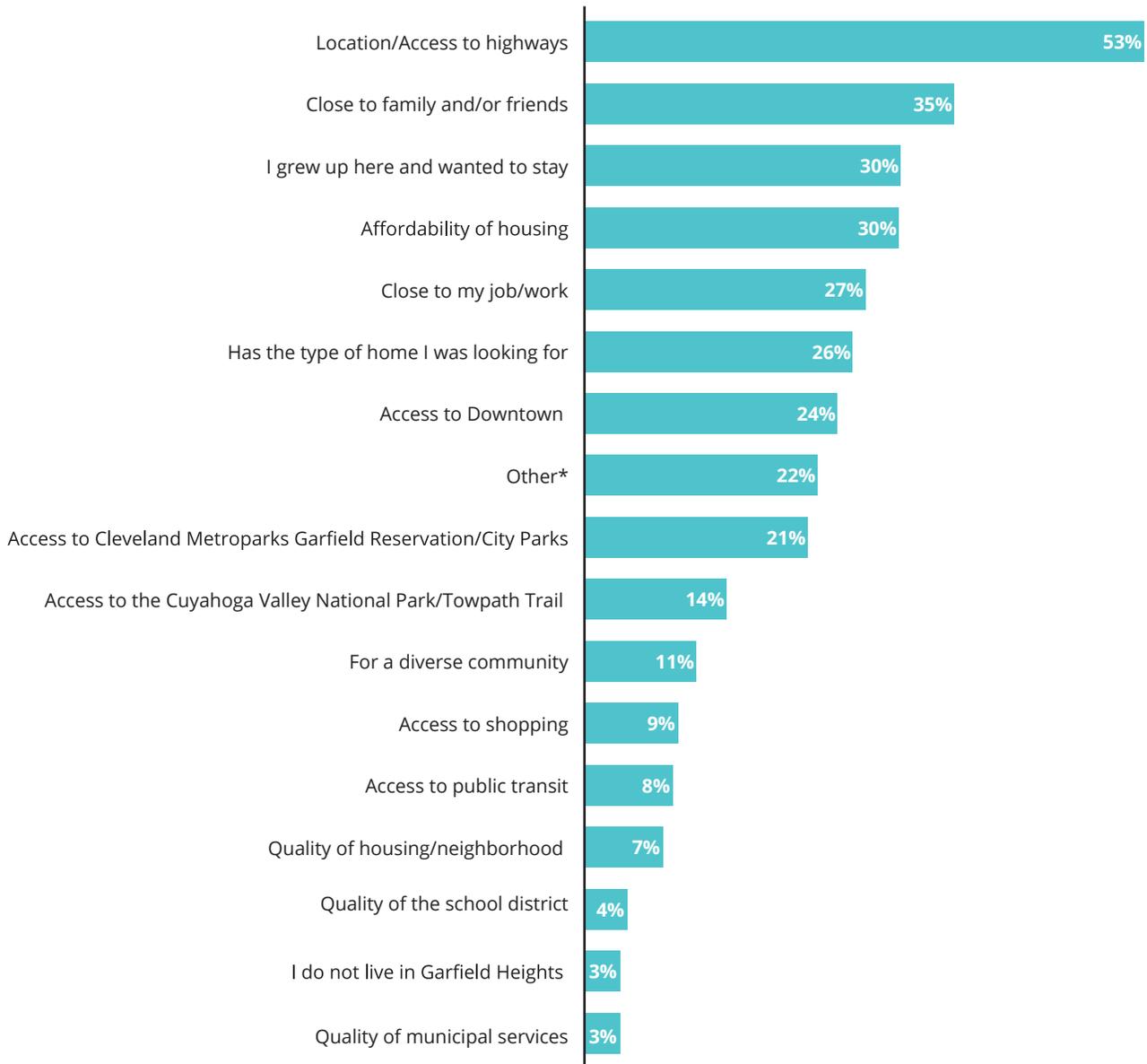
* Other includes those who are: property owners; prospective residents and buyers; relatives of residents; or former residents



COMMUNITY VISION

REASONS WHY RESPONDENTS CHOOSE TO CALL GARFIELD HEIGHTS HOME

Total respondents for this question: 414



* Other includes comments such as: unable to move; inherited/ obtained family member's home; grew up in Garfield Heights or husband grew up in Garfield Heights; great neighbors; affordable or ideal home; was close to work when working; church community

ELEMENTS RESPONDENTS ENJOY MOST ABOUT THEIR COMMUNITY (TOP 5 THEMES)

Total respondents for this question: 381

1



Relationships

Neighbors, nearby family & friends, and the community in general

2



Location & Access

Proximity to highways, the City's central location and access to other cities and Downtown Cleveland

3



Neighborhood

The immediate neighborhood overall or for being quiet, peaceful, clean or having well-kept homes

4



Parks & Trails

Access to the Metroparks Garfield Reservation, Cuyahoga Valley National Park, the Towpath Trail

5



Shopping

Access to shopping at walking distance or in nearby cities and the quantity of grocery stores

Other elements respondents enjoy about Garfield Heights include: City departments and staff; access to work; the recreation center; the public library; community diversity; school staff; the City's potential and hope for its future; and their church community

ELEMENTS RESPONDENTS WOULD LIKE TO SEE CHANGED OR IMPROVED IN THEIR COMMUNITY (TOP 5 THEMES)

Total respondents for this question: 399

1



Economic Development

Increase of retail stores, businesses, sit-down restaurants, and industry

2



Crime & Safety

Concerns for crimes such as theft and gun violence, the lack of police presence and safety

3



Property Maintenance

Maintenance of buildings and yards of residential and commercial properties

4



Infrastructure Repair

Repair and maintenance of roads, sidewalks and sewers

5



Community Engagement

Engagement through community events, programs, and service opportunities

Other elements respondents think need improvement include: enforcement of laws and building codes; property taxes; youth programs & activities; senior services & programs; the recreation center and its offerings; overall City beautification and branding; City communication; and the school system



DESCRIBING GARFIELD HEIGHTS TODAY

Total respondents for this question: 378

Respondents were asked to list five words to describe Garfield Heights today. The words were used to craft the statement below.

Garfield Heights is a changing community that lacks a clear identity and has experienced decline. However, the city and community leaders continue to work diligently and show dedication in times of adversity. The community's greatest asset continues to be the diversity of its residents and established, close neighborhoods.

The City has immense untapped potential as a result of its central location and proximity to regional transportation networks creating access to key amenities such as shopping, parks, recreation opportunities and employment hubs. Garfield Heights also has numerous infill and redevelopment opportunities through its commercial and residential vacancies.

DESCRIBING GARFIELD HEIGHTS TOMORROW

Total respondents for this question: 372

Respondents were asked to list five words to describe Garfield Heights tomorrow (in the next 10 years). The words were used to craft the statement below.

Garfield Heights will be a thriving city with a welcoming and exciting environment for residents and visitors. The future will include community-wide events, recreational offerings, beautiful parks and trails, and a bustling commercial district with a variety of retail stores, businesses, and sit-down restaurants.

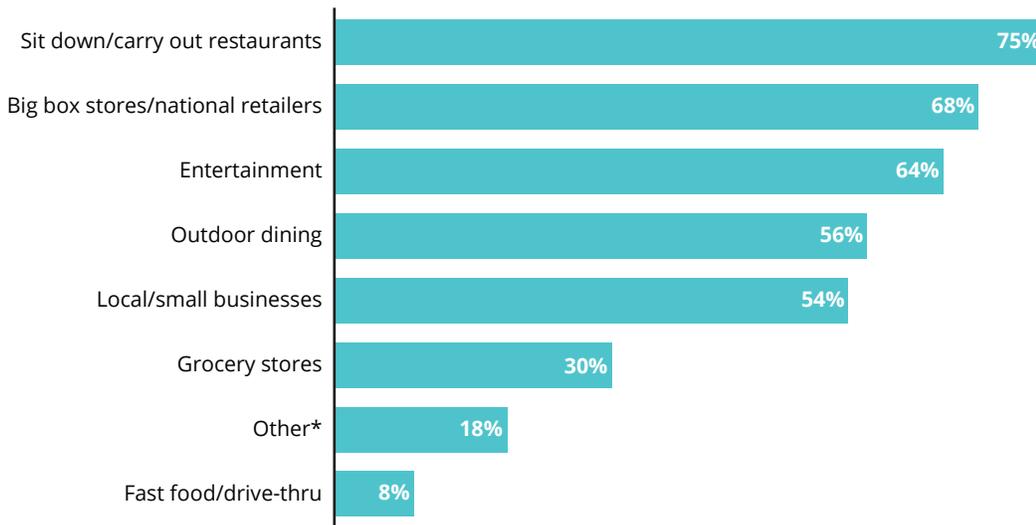
Garfield Heights will be a united community that celebrates its diversity and is inclusive of all those who call Garfield Heights home. It will be a community that looks out for each other and is committed to making Garfield Heights a peaceful and safe place to raise a family and grow together.

Garfield Heights will be a beautiful place to live with well-kept homes and yards, attractive storefronts, an abundance of greenery, and a clean and walkable environment.

ECONOMIC DEVELOPMENT

BUSINESSES, ENTERTAINMENT, OR DEVELOPMENT RESPONDENTS FEEL ARE MISSING IN THE COMMUNITY

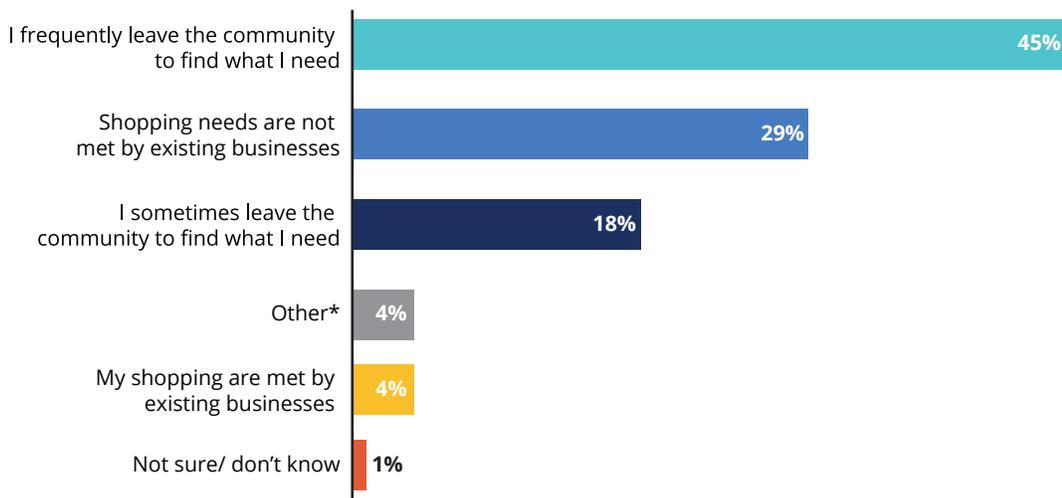
Total respondents for this question: 401



* Other includes comments such as: additional emphasis on sit-down restaurants and big box retailers; healthy food options; updated recreation center; recreation and fitness activities; youth programs and activities; arts programs; movie theater; live performance; cafes; ice cream spots

EXISTING SHOPPING NEEDS OF RESPONDENTS

Total respondents for this question: 396

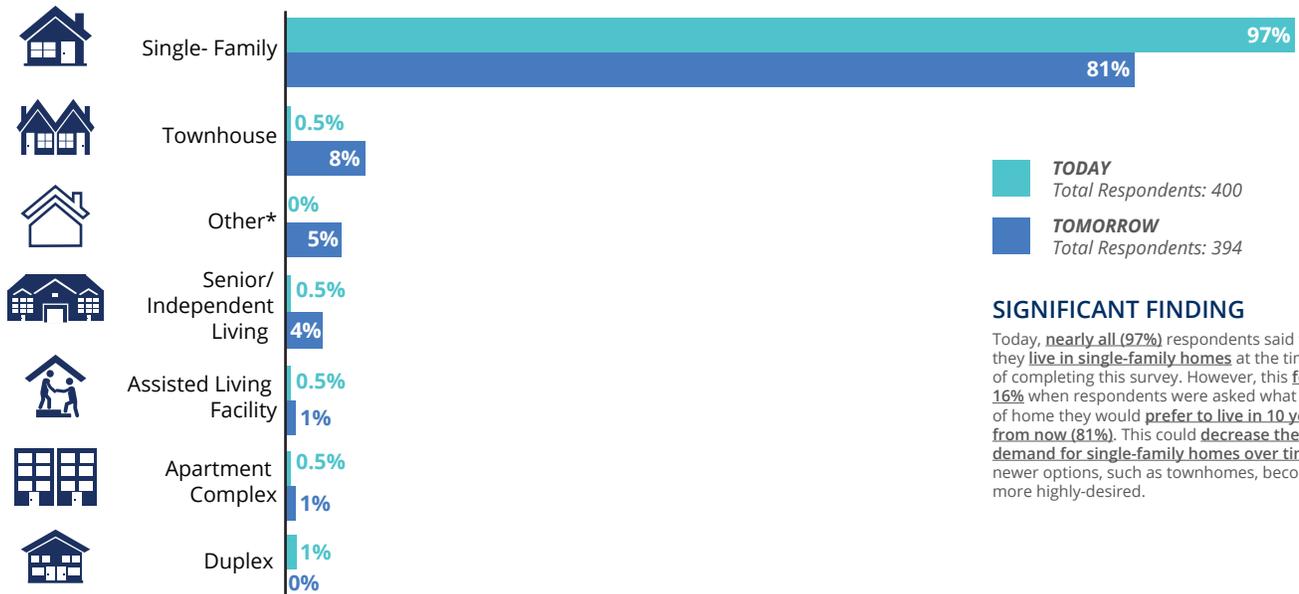


* Other includes comments such as: doing all shopping outside of Garfield Heights; not being satisfied with shopping options but still shopping in Garfield Heights; and not feeling safe to shop in Garfield Heights



HOUSING

COMPARISON OF RESPONDENTS' HOME TODAY AND WHAT THEY WOULD LIKE TOMORROW (IN THE FUTURE)



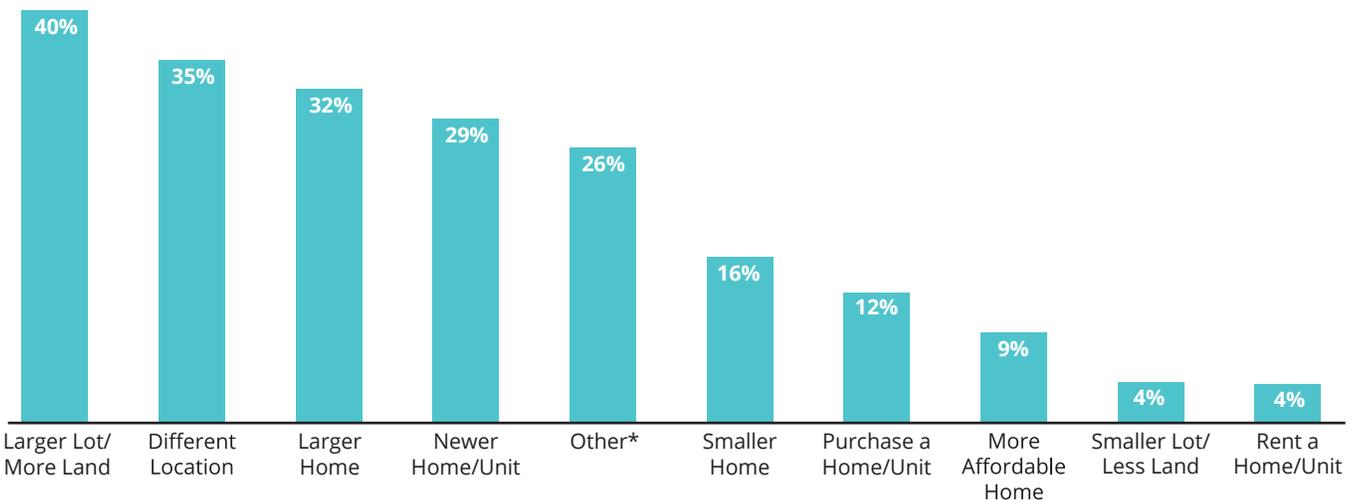
SIGNIFICANT FINDING

Today, nearly all (97%) respondents said that they live in single-family homes at the time of completing this survey. However, this fell 16% when respondents were asked what type of home they would prefer to live in 10 years from now (81%). This could decrease the demand for single-family homes over time as newer options, such as townhomes, become more highly-desired.

* Other includes comments with more specification, such as: ranch-style single-family homes, housing that accommodates those living with a disability, and condos; while others commented they did not plan on moving

WHAT RESPONDENTS WOULD LOOK FOR IN A NEW HOME IF THEY WERE TO MOVE

Total respondents for this question: 390

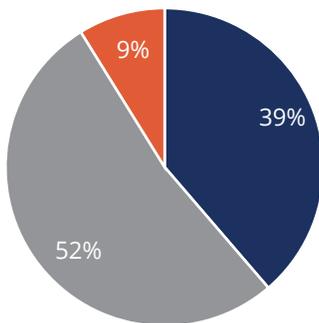


* Other includes comments such as: an emphasis on larger lot and/or more land and different location either closer to kids or amenities; same home but different location; no intention of moving; ranch-style housing; quiet or safer neighborhood; lower property taxes; and better schools

TRANSPORTATION

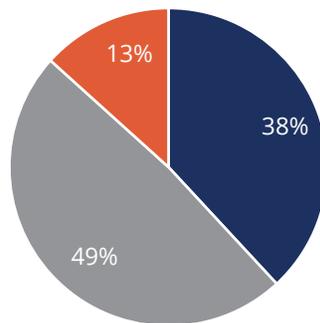
RESPONDENT SATISFACTION WITH EXISTING TRANSPORTATION AMENITIES

Availability of Public Transit



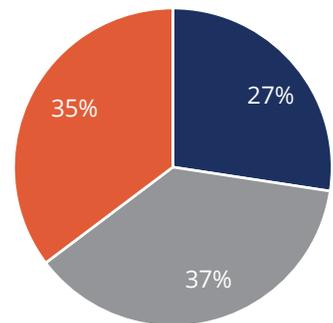
Total Responses: 385

Convenience of Public Parking



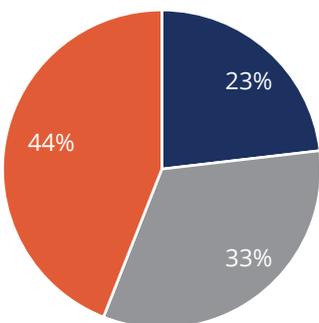
Total Responses: 391

Condition of Sidewalks



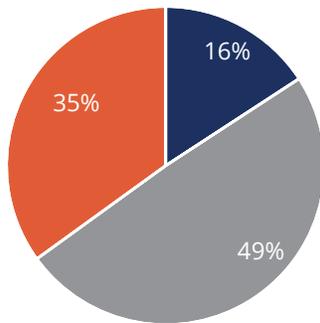
Total Responses: 391

Condition of Roads



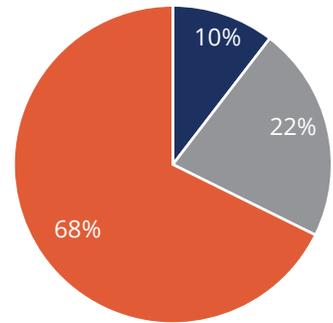
Total Responses: 393

Availability of Bike Lanes & Trails



Total Responses: 386

Look & Feel of Streets



Total Responses: 393

● Satisfied*
 ● Neutral
 ● Unsatisfied**

Respondents were asked through multiple choice questions how satisfied they were with the above transportation amenities.

* "Satisfied" includes both answer choices "Satisfied" and "Very Satisfied".

** "Unsatisfied" includes both answer choices "Unsatisfied" and "Very Unsatisfied".

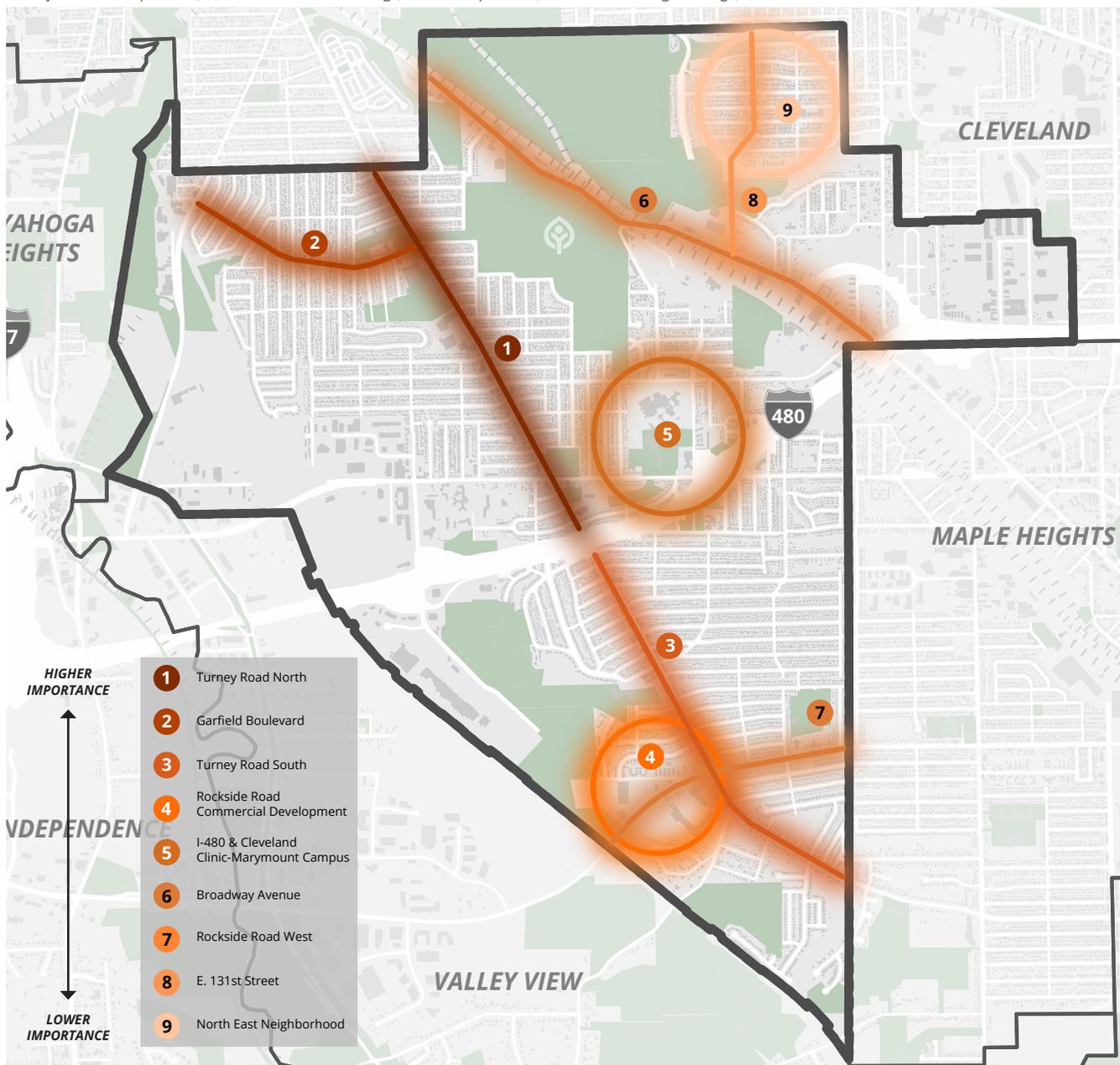


FOCUS AREAS

FOCUS AREA IMPORTANCE MAP

Total respondents for this question: 360

Respondents were asked to rank the nine Focus Areas highlighted in the map below. The average rankings were calculated and then used to put in order the Focus Areas from most important (labeled 1 and in dark orange) to least important (labeled 9 and in light orange).



COMMUNITY FEEDBACK BOARDS

Community Engagement #1 not only included virtual components, it also included options for in-person engagement at three separate locations: Garfield Heights Branch of the Cuyahoga County public Library; the Civic Center; and the Dan Kostel Recreation Center. There were a total of two boards at each location, one asking residents about their overall vision for the community and one asking them to place dots on a map to identify favorite places or areas needing improvement. These boards were available for the length of the engagement period from July 17th and August 23rd, 2021, and will be used to help inform the Master Plan's recommendations.

COMMON THEMES IN RESPONDENT'S COMMUNITY VISION COMMENTS

Total respondents for this exercise: 78 comments placed on boards

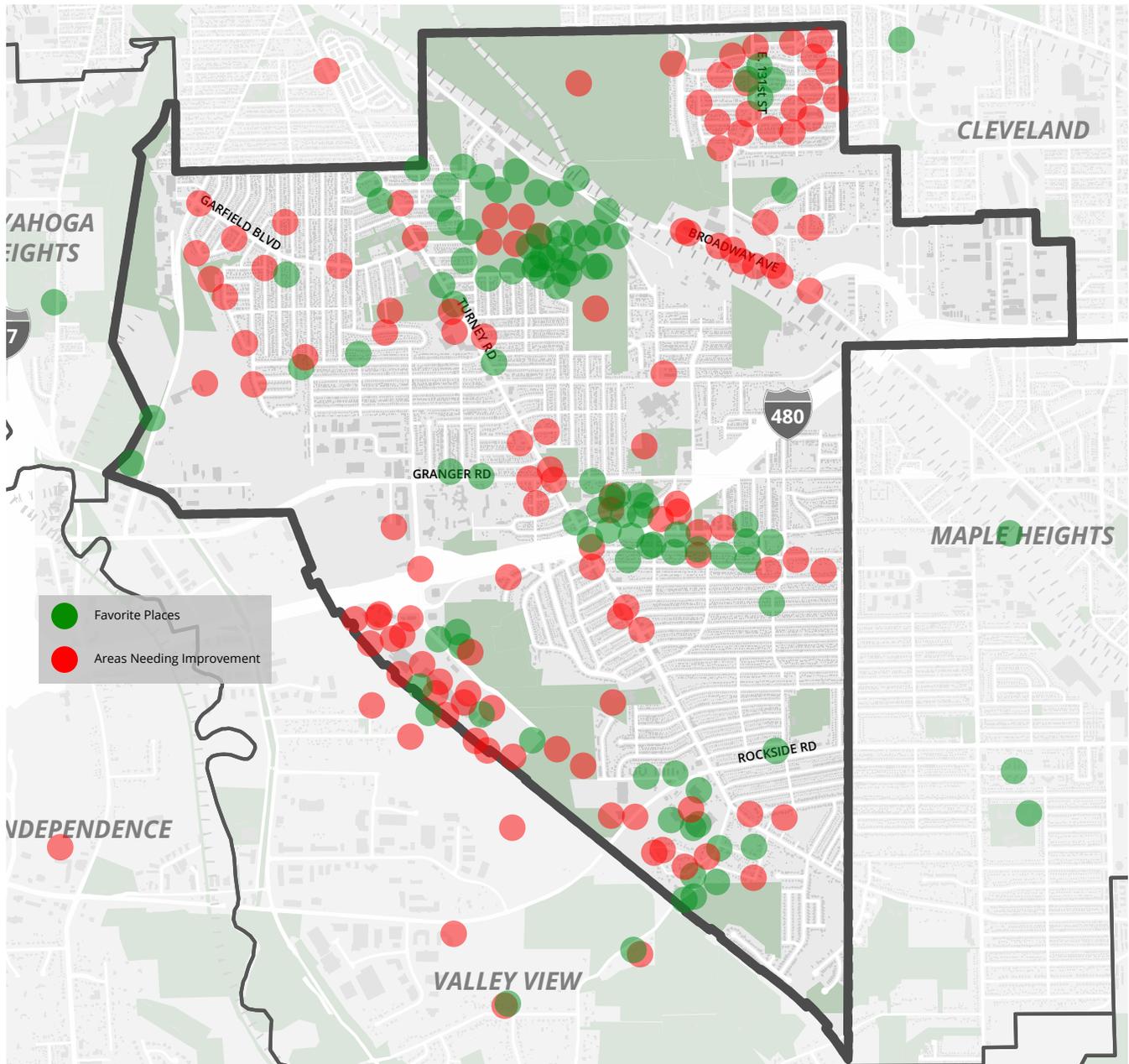
TRANSPORTATION/ TRAFFIC	GREENSPACE/PARKS	RECREATION AMENITIES	ECONOMY/ DEVELOPMENT	HOUSING	SAFETY/CRIME
City transportation services, picks up residents	Dog park	Hot tub, high dive, water slides	Public art (murals, painted trash cans, etc.)	More homeowners, less renters/landlords	Police expansion
Repair roads (Antenucci Boulevard)	Update High School track	Nicer/newer playgrounds	Include recreation options on K-Mart site		Safe places for teens/youth to hang out/gather
Limit truck traffic on side streets (McCracken Boulevard, E. 88th Street)	Splash Pad	Water fitness classes	Attract small restaurants/outdoor cafes		Property maintenance/nuisance enforcement
Add protected bikes lanes on Turney Road	More trees	Adult leagues (softball)	Clean up Turney Town		
Speeding traffic/cut thru streets		Indoor/winter options	Consider a hotel		
Extend Transportation Boulevard to Rockside Road		More food options at rec center	More/diverse retail (clothing, etc.)		



FAVORITE PLACES & IMPROVEMENTS MAP

Total respondents for this exercise: 101 green dots & 121 red dots

Respondents were asked to place green dots on their favorite places in Garfield Heights and place red dots on areas they feel need improvement. A summary of these locations are identified in the map below.





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