

LORAIN ROAD BUSINESS DISTRICT REVITALIZATION PLAN

PUBLIC OPEN HOUSE

May 25, 2023



TODAYS AGENDA

- Introduction
- Project Overview
- Project Status
- Tonight's Exercise
- Next Steps



ABOUT COUNTY PLANNING

The Cuyahoga County Planning Commission provides policy planning in the traditional and important planning areas of land use, zoning, and project planning.

Our Vision

Inspiring all of our communities to thrive

Our Mission

To advance Cuyahoga County's social, economic, and environmental health through equitable community planning



ABOUT COUNTY PLANNING

Our Team

- **Mary Cierebiej**, *AICP, Executive Director*
- **Patrick Hewitt**, *AICP, Planning Manager, Strategy & Development*
- **Micah Stryker**, *AICP, Senior Planner*
- **Paul Triolo**, *Planner*



PROJECT OVERVIEW

Project Initiation

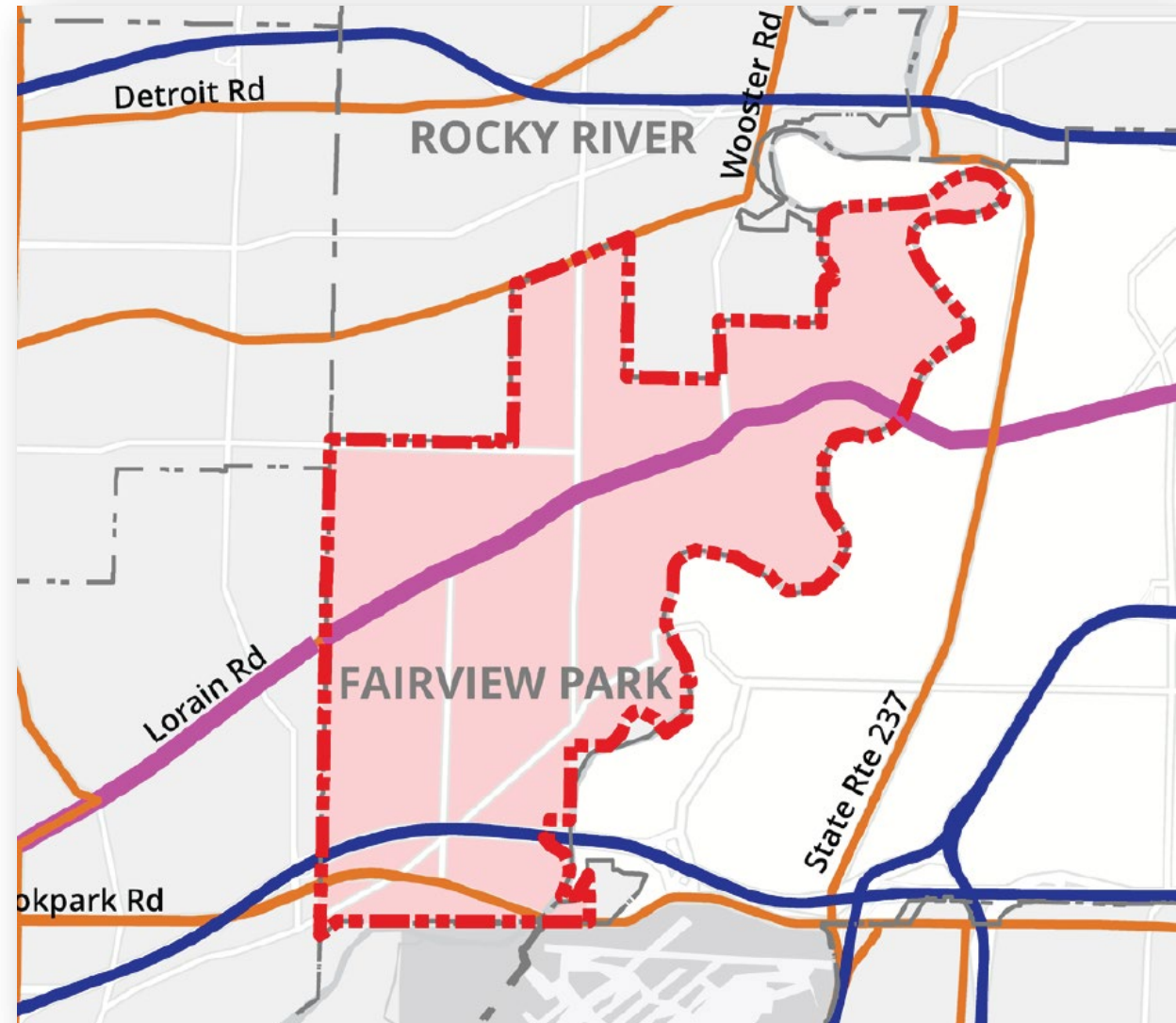
- Mayor Patrick Cooney and Community Development Planner Megan Otter applied for and were awarded a Community Planning Grant from the Cuyahoga County Planning Commission to study the Lorain Road Corridor in Fairview Park



PROJECT OVERVIEW

Project Area

- 2.9 miles of Lorain Road as it runs through Fairview Park
- Properties and buildings immediately fronting the corridor
- Impact from nearby assets and amenities





CORE THEMES

Transportation & Infrastructure



Branding & Identity



Areas identified as crucial components to be addressed by this plan:








Land Use & Zoning



Economic Development



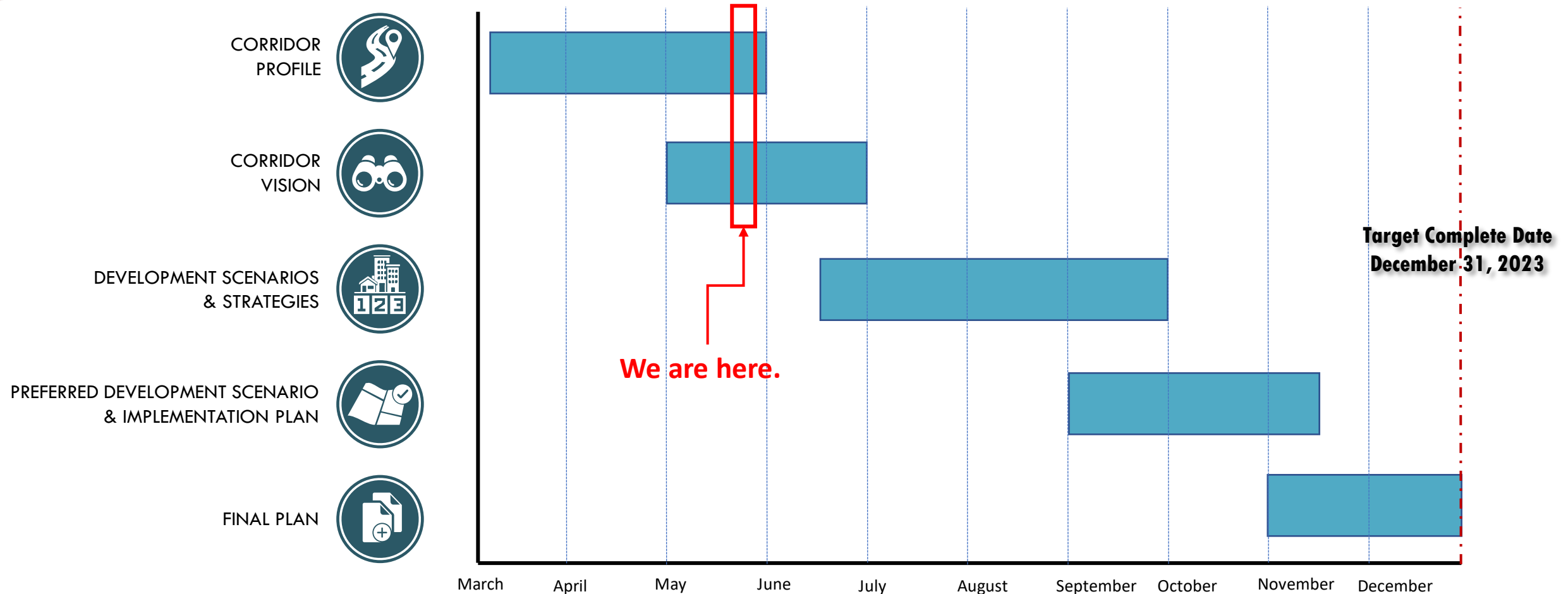
PROJECT PHASES

PHASE		DESCRIPTION
	CORRIDOR PROFILE	An overview of the trends, key assets, and development challenges for the four core themes identified for this project.
	CORRIDOR VISION	A broad, forward-looking summary that identifies the community's desired future for the corridor and key principles to guide scenario planning.
	DEVELOPMENT SCENARIOS & STRATEGIES	Creation of specific options for the development of the corridor through detailed development scenario graphics and highlighting recommended strategies.
	PREFERRED DEVELOPMENT SCENARIO & IMPLEMENTATION PLAN	Identification of a preferred Development Scenario based on community feedback with recommended implementation actions and strategies.
	FINAL PLAN	The combination of the documents and work of the previous phases into a final, cohesive document



PROJECT OVERVIEW

Estimated Project Timeline





CORRIDOR PROFILE

- **What is the Corridor Profile**

- Snapshot of the corridor as it is right now to identify issues and opportunities.

- **Contents based on the 4 core themes of the plan**

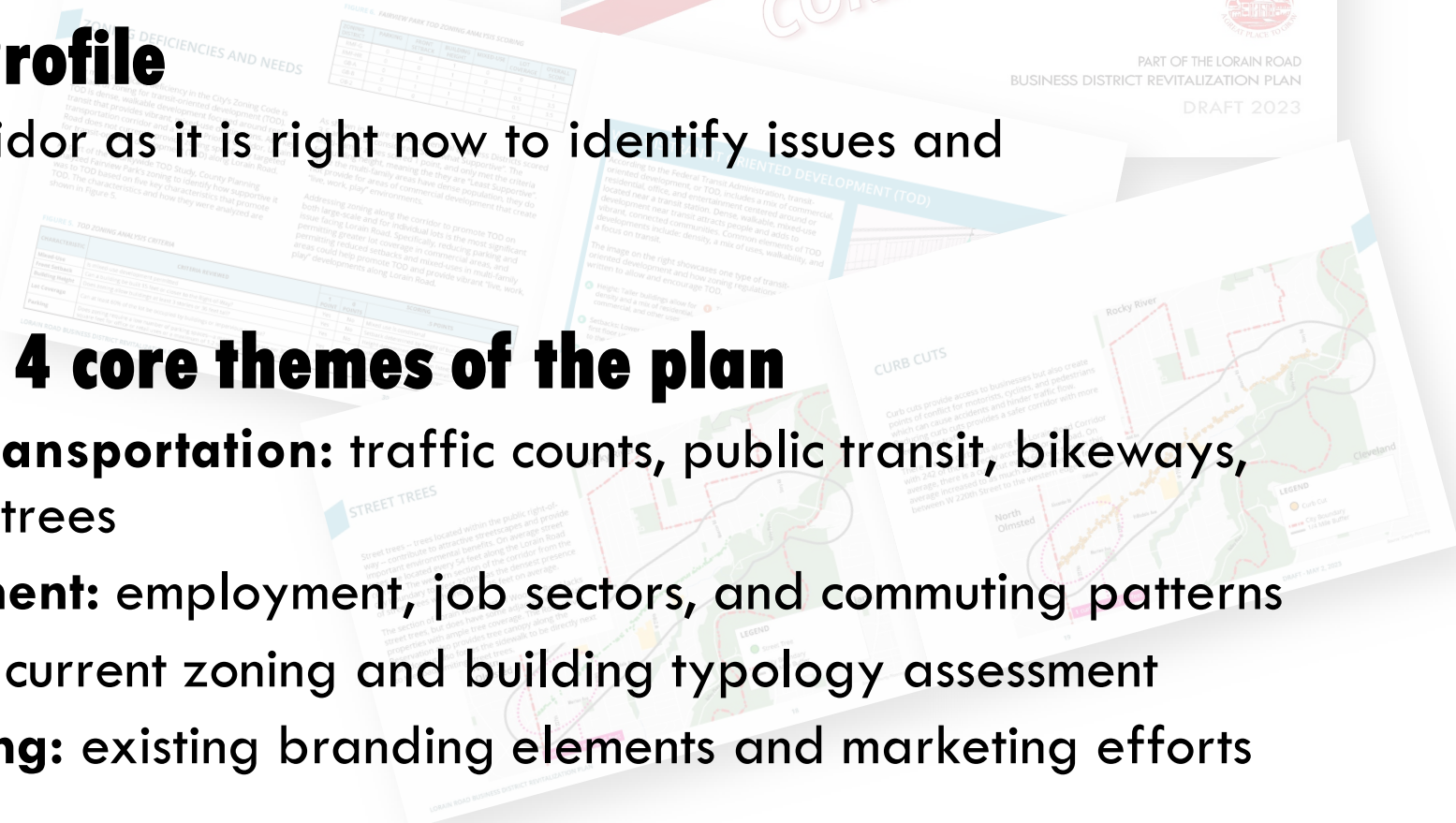
- **Infrastructure and transportation:** traffic counts, public transit, bikeways, curb cuts, and street trees
- **Economic development:** employment, job sectors, and commuting patterns
- **Land use & zoning:** current zoning and building typology assessment
- **Identity and Branding:** existing branding elements and marketing efforts



CORRIDOR PROFILE



PART OF THE LORAIN ROAD
BUSINESS DISTRICT REVITALIZATION PLAN
DRAFT 2023





KEY TAKEAWAYS

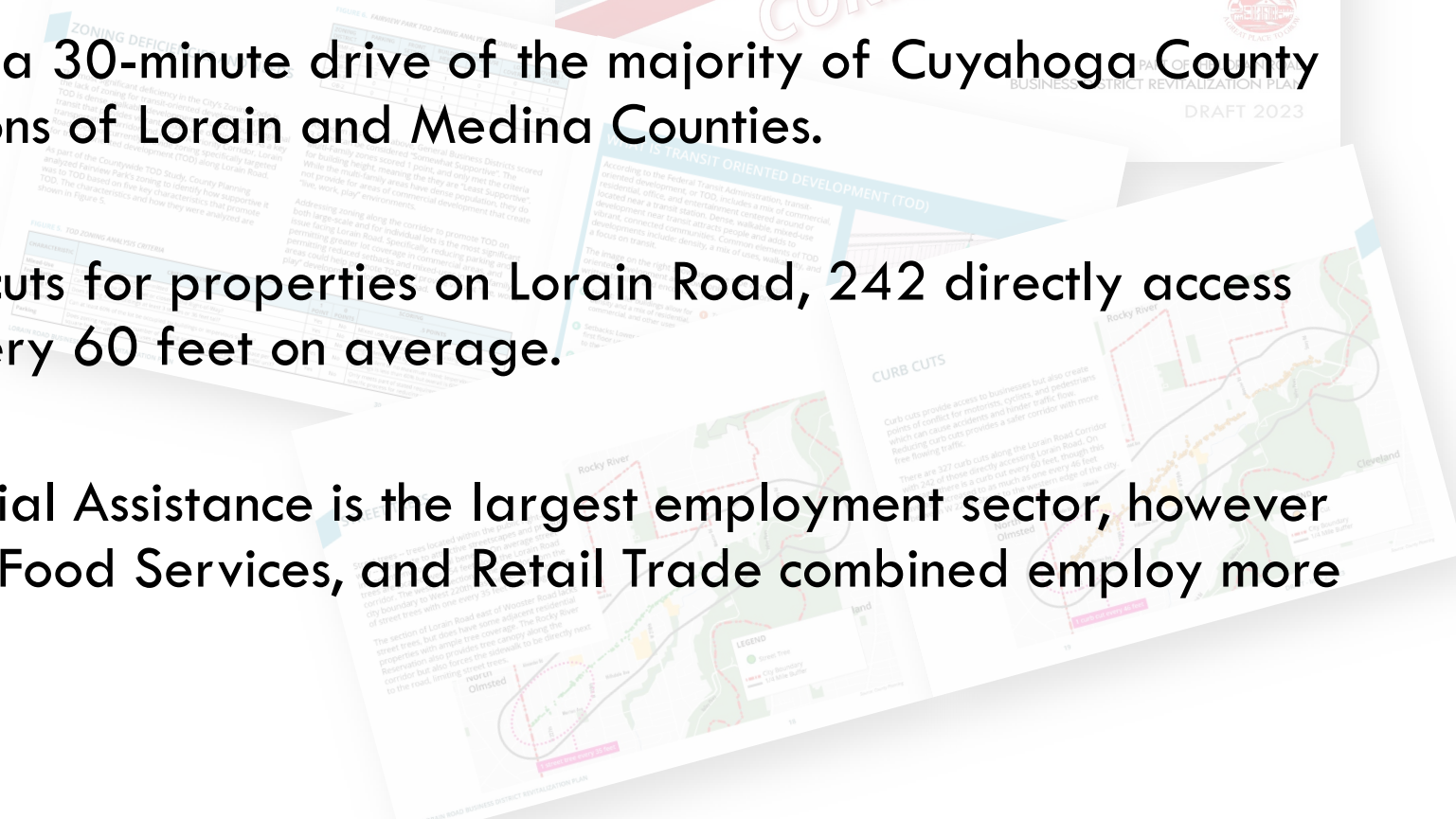
- Lorain Road is within a 30-minute drive of the majority of Cuyahoga County and significant portions of Lorain and Medina Counties.
- Curb cuts: 327 curb cuts for properties on Lorain Road, 242 directly access the corridor. One every 60 feet on average.
- Health Care and Social Assistance is the largest employment sector, however Accommodation and Food Services, and Retail Trade combined employ more people.



CORRIDOR PROFILE



CITY OF LORAIN
BUSINESS DISTRICT REVITALIZATION PLAN
DRAFT 2023





KEY TAKEAWAYS

- W 210th Street actually has more average daily traffic than Lorain Road
- Speed of traffic is a significant concern
- “General Business A” zoning makes up the largest area of the corridor (32%), Multi-Family zoning districts combined make up the same amount. “Civic and Recreational” makes up 25%.



CORRIDOR PROFILE



FAIRVIEW PARK
LORAIN ROAD
BUSINESS DISTRICT REVITALIZATION PLAN
DRAFT 2023

ZONING DEFICIENCIES

The current zoning for Fairview Park is in the City's Zoning Code is...
As shown in Figure 8 above, General Business Districts scored...
As part of the Courtyard TOD Study, County Planning...
The character of the corridor is a key factor in the study...

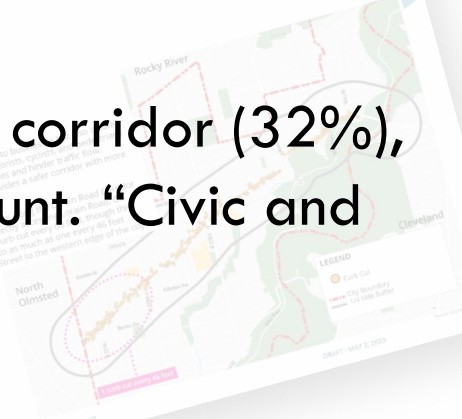
Category	General Business	Multi-Family	Civic and Recreational
General Business	32%	32%	25%
Multi-Family	32%	32%	25%
Civic and Recreational	25%	32%	25%

WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?

According to the Federal Transit Administration, transit-oriented development, or TOD, includes a mix of commercial, residential, office, and entertainment centered around or located near a transit station. Dense, walkable, mixed-use developments near transit attract people and add to a town's vibrancy.

STREET TREES

Street trees – trees located within the public right-of-way – contribute to attractive environments and provide important environmental benefits. On average, street trees are spaced every 54 feet along the Lorain Road corridor. The western section of the corridor from the city boundary to West 220th has the densest presence of street trees with one every 35 feet on average.





BUILDING TYPOLOGY ASSESSMENT

- **What is a Building Typology Assessment?**
 - Inventory of every structure along the Lorain Road Corridor
 - Buildings are grouped into general categories based on several factors, including:
 1. Building setback
 2. Number of stories
 3. Parking; including amount and location
 4. Architecture, including materials
 5. Use



BUILDING TYPOLOGIES

- **Further categorized typologies based on their contribution to a walkable, mixed-use corridor.**
 - **Contributing:** Directly provides an active, walkable street front along Lorain Road through active shopping, dining, or mixed-use development
 - **Potential to Contribute or Support:** May provide an active street front depending on how it is developed, or would support one if located adjacent to it, but is not assured based on standard characteristics alone
 - **Not Contributing:** Does not typically help create walkable, mixed-use corridor



BUILDING TYPOLOGIES



Single-Story Main Street

CONTRIBUTING

- Single-Story Main Street
- Multi-Story Main Street
- Commercial Addition to a Residential Building



Single-Family, Single-Family Inspired

POTENTIAL TO CONTRIBUTE OR SUPPORT

- Single-Family & Single-Family Inspired
- Low-Rise Multi-Family Residential
- Mid-Rise Multi-Family Residential
- General Office Building
- Civic or Institutional, or Civic Inspired Office
- Other (Open Space, Parking, Vacant)



Strip Commercial

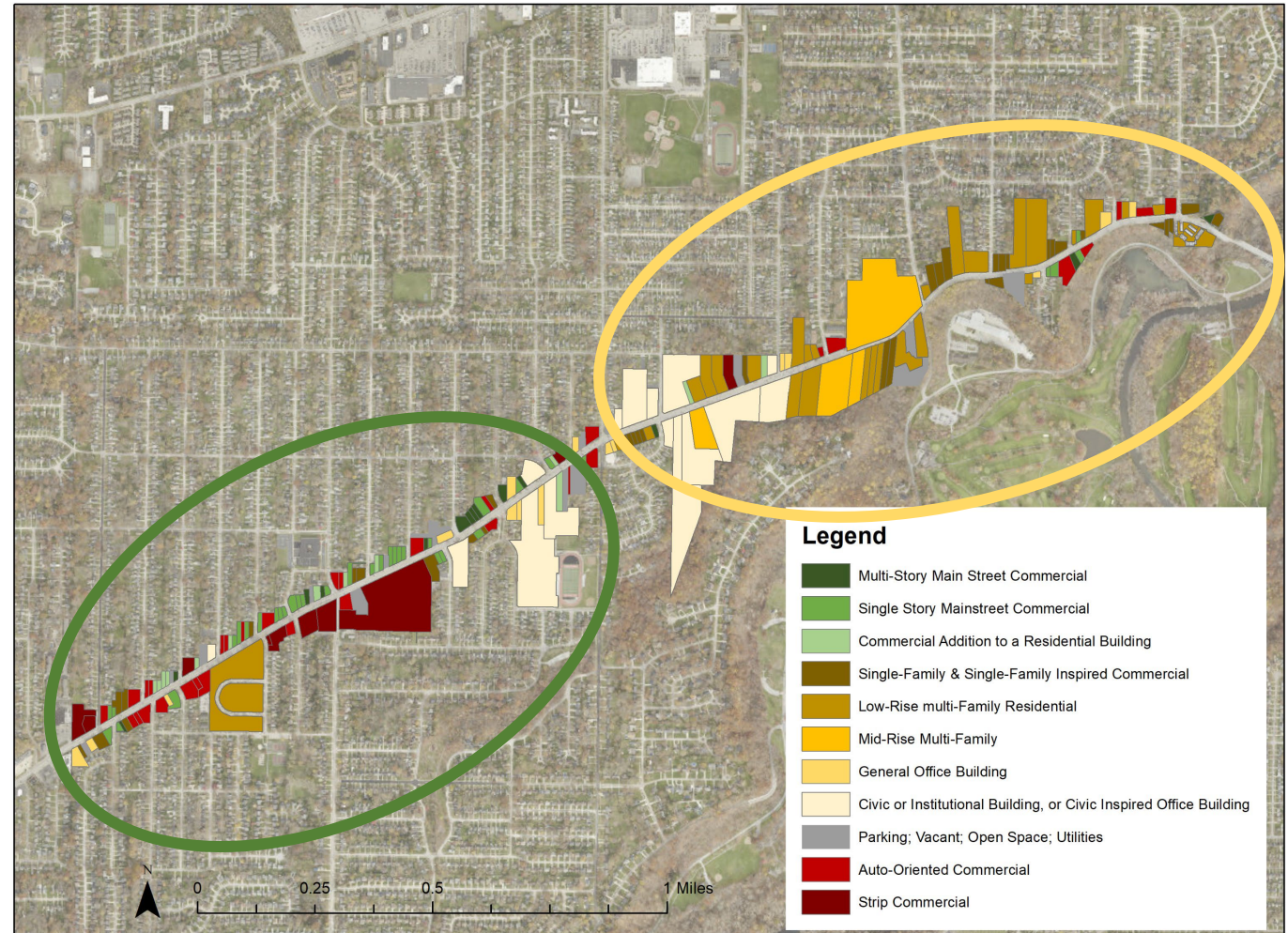
NOT CONTRIBUTING

- Auto-Oriented Commercial
- Strip Commercial



INITIAL RESULTS

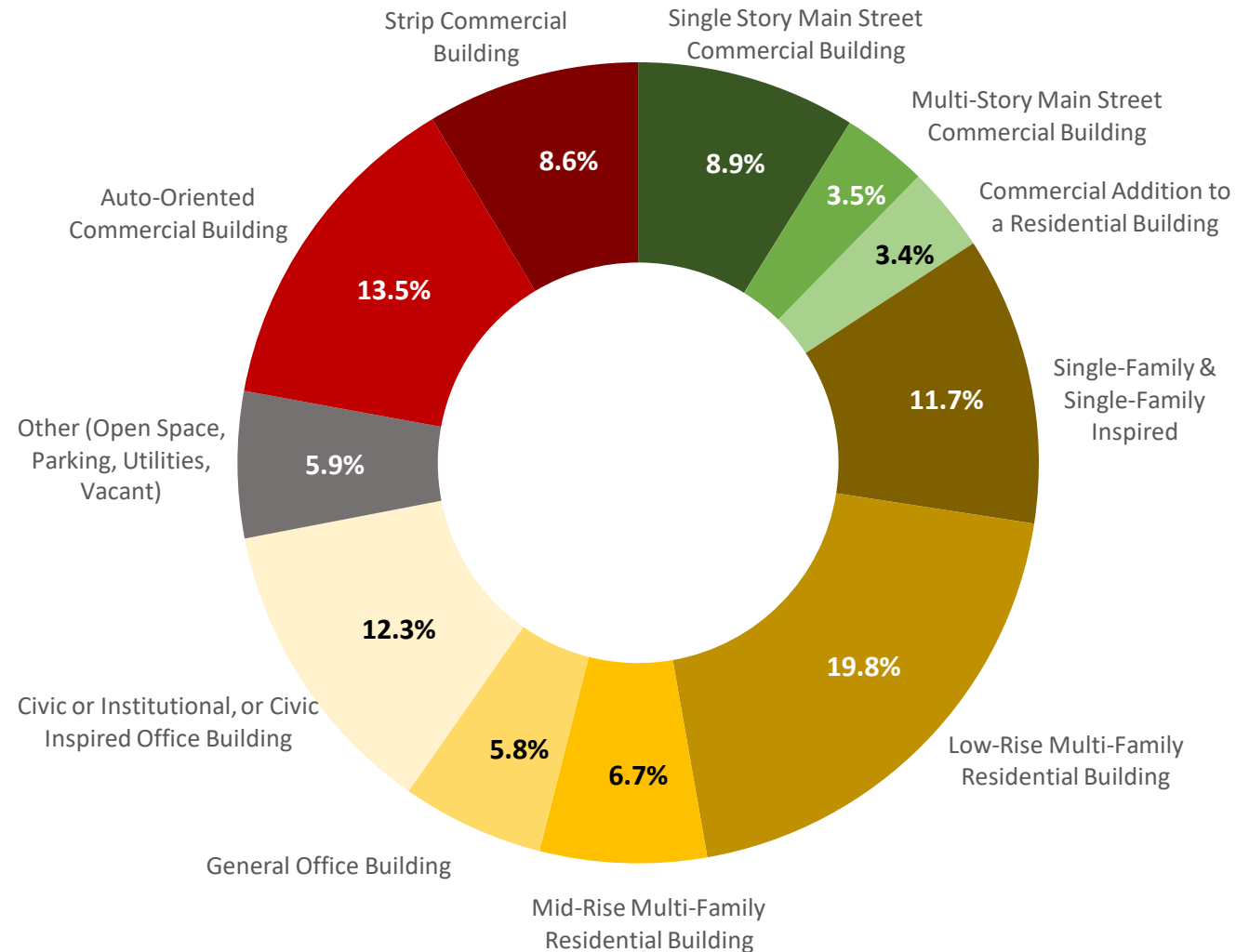
- Almost all “Main Street” commercial areas are on the western end of the corridor
- Civic and multi-family residential dominate the eastern end





CORRIDOR BREAKDOWN

- Low-Rise Multi-Family Residential is the most prevalent typology (by frontage)
- 62.1% Potentially Contributing or Supporting
- 22.1% Not Contributing
- 15.8% Contributing





KEY OBSERVATIONS

- **Great potential for walkable development**
 - More limited strip development or auto-focused business
 - Buildings tend to be close to the street
 - Parking typically to the side and rear
 - Civic and residential areas provide pockets of green along the corridor
- **Distinct development trends**
 - Commercial storefronts added to residential buildings
 - Paved areas in front of commercial storefronts could easily be turned into landscaping or active public spaces
- **Width of Lorain Road really does create a physical divide**



TONIGHT'S EXERCISE

- **Corridor Vision**

- We are beginning the Corridor Vision Phase
- We want your ideas and aspirations for the future of Lorain Road.
- Think both broad and specific:
 - How would you like to describe the corridor in 10 years?
 - What specific change or development would you like to see added?



TONIGHT'S EXERCISE

- **Think about what you would like Lorain Road to be.**
 - Think about some other corridors you visit and what you like about them.



TONIGHT'S EXERCISE



Lee Road, Cleveland Heights



TONIGHT'S EXERCISE



Detroit Road, Lakewood



TONIGHT'S EXERCISE





TONIGHT'S EXERCISE

- **Don't limit yourself!**
 - Realize that big things are possible.



TONIGHT'S EXERCISE



Pearl Road, Parma Heights, 2020



TONIGHT'S EXERCISE



Pearl Road, Parma Heights, 2022



TONIGHT'S EXERCISE

Pearl Road (SR 42), Strongsville, 2014





TONIGHT'S EXERCISE

Pearl Road (SR 42), Strongsville, 2017





TONIGHT'S EXERCISE



N Court Street (SR 42), Medina, 2013



TONIGHT'S EXERCISE



N Court Street (SR 42), Medina, 2018



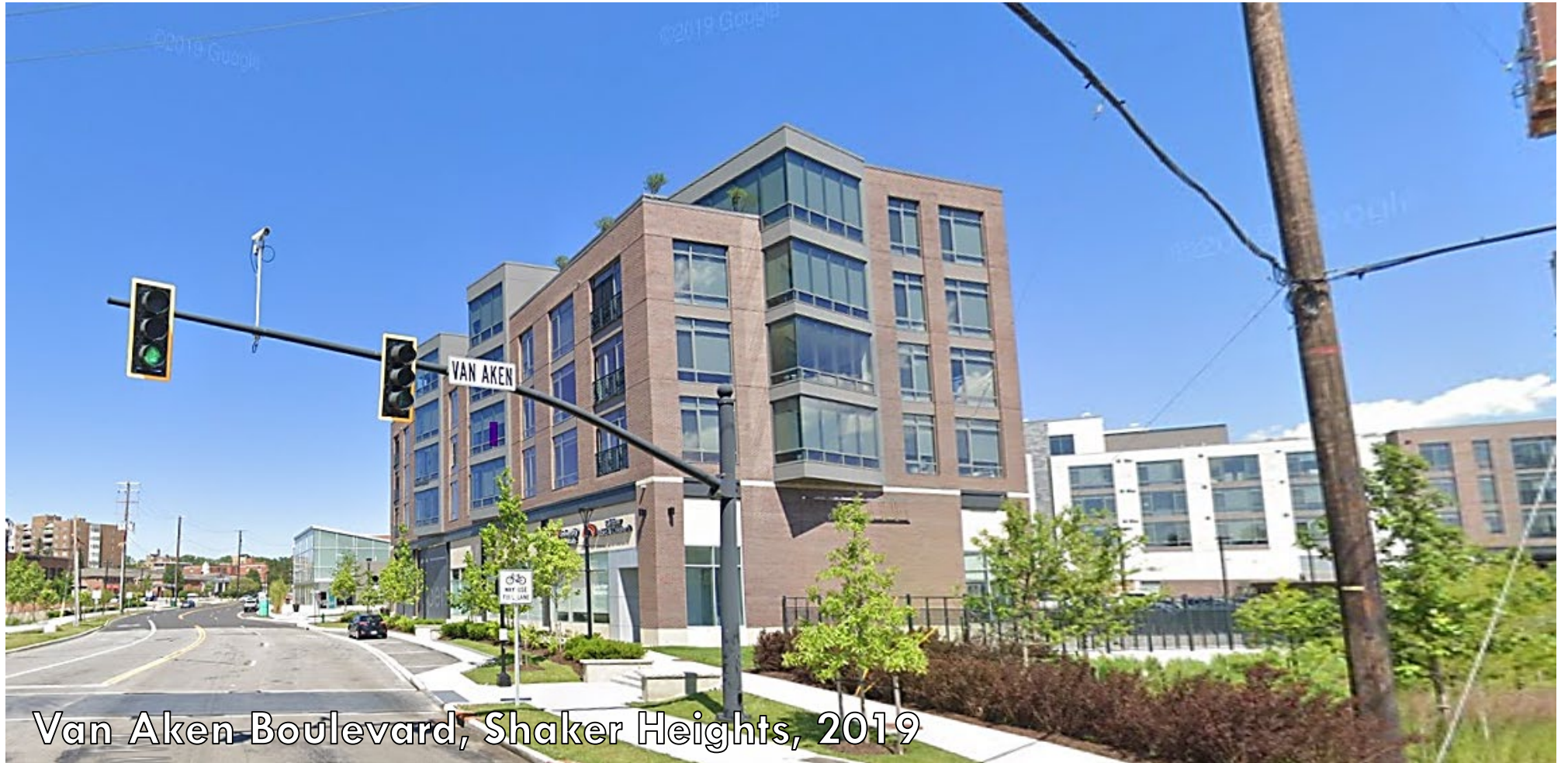
TONIGHT'S EXERCISE



Van Aken Boulevard, Shaker Heights, 2009



TONIGHT'S EXERCISE



Van Aken Boulevard, Shaker Heights, 2019



TONIGHT'S EXERCISE

- **Framing the discussion:** The 4 core themes and general visioning
 - **Infrastructure and transportation:** What can be improved to make the corridor safer and more enjoyable for all modes of transportation?
 - **Economic development:** What types of businesses or experiences would you like to have on the corridor? What would make you more likely to shop on Lorain Road?
 - **Land use & zoning:** What types of development would you like to have?



TONIGHT'S EXERCISE


- **Framing the discussion:** The 4 core themes and general visioning
 - **Identity and branding:** How would you like the community and region to think about Lorain Road in Fairview Park?
 - **General Vision:** How do you want to be able to describe the corridor in 5 to 10 years? What are favorite places?



TONIGHT'S EXERCISE

- **We have boards around the room covering the 4 core themes as well as general visioning.**
- **Visit each board and use the prompts to provide us feedback or ask us questions.**
- **Feel free to leave other comments or ideas using our comment sheets.**

TONIGHT'S EXERCISE



CORRIDOR VISION

WHAT DO YOU WANT TO SEE FOR THE FUTURE OF LORAIN ROAD?

In 10 years, how do you want to be able to describe Lorain Road through Fairview Park?

Heart of the community

Shopping destination


Quiet and safe

Walkable

The place to be!

In a few words or a sentence, describe your desired future for the corridor. You may use a sticky note or write directly on the board.









CORRIDOR VISION










TRANSPORTATION & INFRASTRUCTURE

Typical Existing Conditions Along Lorain Road

EXISTING: FOUR LANES WITH PARKING	EXISTING: FOUR LANES	EXISTING: FOUR LANES WITH CENTER TURN LANE	EXISTING: FOUR LANES WITH PARKING/BUFFER OR TURN LANE
			

What Types of Improvements Would You Like to See?

Place a **GREEN** dot under your desired development types.

 Road Diet	 Bike Lanes	 Curb Extensions
 Center Medians	 Improved Bus Stops	 Mid-Block Crossings
 Enhanced Crosswalks	 Multi-Use Trail	 Enhanced Streetscapes



TONIGHT'S EXERCISE

- We also have on-line surveys available for individuals to provide input on their vision for the corridor.
- General Survey: www.surveymonkey.com/r/LorainRoadFairview
- Location Specific Surveys:
 - Lorain Road @ Wooster Road: www.surveymonkey.com/r/LorainWooster
 - Lorain Road @ W 210th Street: www.surveymonkey.com/r/LorainW210
 - Lorain Road @ W 220th Street: www.surveymonkey.com/r/LorainW220

Surveys will be open through **June 11, 2023.**



WHAT IS NEXT

- **Next Steps**

- Finalize the Corridor Profile
- Analyze Visioning results, including results from the online surveys
- Create a Corridor Vision document and make available to the public

WHAT IS NEXT

- **Next Phase**

- The next phase of the planning process will be Development Scenarios & Strategies
- This phase will use key ideas and principles taken from the Corridor Profile and Corridor Vision Phases, to draft several potential development scenarios.



Example development scenario from the 2022 *East Cleveland Land Use Plan*



WHAT IS NEXT

- **Next Phase**

- The potential development scenarios will be presented at a public meeting to identify the community's preferred scenario for Lorain Road.
- This should take place towards the end of summer or early fall.
- Follow the City and County Planning on social media to stay alerted to the project or visit the project webpage at www.countyplanning.us/lorainroad.



Thank You!

Questions?

Feel free to reach out with questions, issues, or ideas at
mstryker@cuyahogacounty.us or ptriolo@cuyahogacounty.us