

# DEVELOPMENT STRATEGIES & SCENARIOS

**LORAIN ROAD**



BUSINESS DISTRICT  
REVITALIZATION PLAN

 County Planning

DRAFT - NOVEMBER 13, 2023

## CITY OF FAIRVIEW PARK

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## 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



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# 1 CORRIDOR DEVELOPMENT STRATEGIES & SCENARIOS



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## WHAT IS IN THIS SECTION

The Corridor Development Strategies & Scenarios section provides recommendations for the future development of the Lorain Road Corridor. These recommendations support the overall Corridor Vision and Corridor Development Principles created through community input during the visioning phase of the plan.

Recommendations in this section fall into two categories: Development Strategies provide general recommendations for policies, programs, and community action that can be implemented throughout the entire corridor or would have a corridor-wide impact. Development Scenarios identify potential future development options at key sites to help guide land use and zoning recommendations and target public investment in streetscape and infrastructure.

The different Development Scenarios will be used in this phase of the plan to solicit community feedback and identify the community's preferred development outcome for the corridor.

# INTRODUCTION

## DEVELOPMENT STRATEGIES & SCENARIOS

The creation of the Development Strategies & Scenarios was guided by the Corridor Vision and the Corridor Development Principles identified in the visioning process. These provide broad recommendations for the corridor and specific recommendations for individual sites, and they are discussed in further detail below.

### DEVELOPMENT STRATEGIES

Corridor-wide development strategies are a set of policies, programs, or actions that will have an impact throughout the entire corridor. They provide foundational support for implementing specific improvements. They may have a locational impact, such as with zoning, but should be done comprehensively along the entire corridor.

It also includes the city's policy for how it will approach the corridor. The city has the greatest direct impact on road infrastructure and streetscapes; therefore, it is important that the city have defined strategies for how it will approach interventions like intersection improvements, public space, corridor wayfinding, streetscaping, and others. Having policies for implementation in these areas will allow the corridor to be developed in a cohesive manner.

Development strategies also include programs and actions that may not be physical in nature or may encompass much or all of the corridor. This includes establishing programs

to support small businesses or hosting new events on the corridor. Strategies to support future improvements such as implementing a tax-increment financing or special improvement district are also included here.

Ultimately, these strategies will set the conditions to support the cultural, economic, and physical development of the corridor.

## DEVELOPMENT SCENARIOS

Development Scenarios provide development recommendations for specific locations on the corridor. They are important for identifying potential improvements and allowing the community to visualize the impact they can have.

Using three identified sections of the corridor, options for infrastructure, redevelopment, and other physical improvements have been created to show future potential. This includes specific recommendations for roadway realignment, streetscape improvements, bike and pedestrian connections, and improved intersections and road crossings.

They will also include ideas for the potential redevelopment of vacant or underutilized properties. These scenarios are meant to provide an idea for the potential use, massing, and scale of potential development in a broad sense if the appropriate development conditions are created.

These scenarios are linked with the corridor-wide strategies because many of the potential developments rely on larger policies and actions to create the economic conditions that will allow them to happen.

## PREFERRED SCENARIOS

Development scenarios are preliminary and will be used to provide a menu of possibilities from which the community can choose. For many locations, the scenarios will provide several different options that will allow the community to visualize different potentials for a location and determine which they prefer. The community's input will then be used to synthesize a Preferred Development Scenario for each of the three corridor sections.

While many of the Development Strategies will generally support any preferred scenario, specific elements of those strategies will be updated to best support the desired development types. New strategies may also arise through the community review and will be added as appropriate. The Preferred Development Scenario and final Development Strategies will be identified in the next phase of the plan.



# DEVELOPMENT STRATEGIES

## DEVELOPMENT STRATEGIES OVERVIEW

The Development Strategies are general policy and programmatic recommendations that support future growth and economic strength along the entire corridor. They address issues such as local business growth and support, community identity and place-making, broad-scale funding mechanisms, and community partnerships and engagement. They can typically be applied across the corridor, engage a broad segment of the community, and have a more general impact on redevelopment rather than impacting a particular site.

Though broad in nature, many of the Development Strategies have been identified because they will support the types of redevelopment envisioned in the Development Scenarios. While the Development Scenarios focus on identifying land use changes, the strategies will support the economic and community development on the corridor that will help make it a lively, attractive, and fun place.

The Development Strategies will be updated to support final, preferred scenarios identified by the community in the next phase of the plan. The next phase will also provide strategies for implementation of these recommendations and case studies for how they have been used in other communities.

Development Strategies have been organized around the four core themes of the plan: Corridor Branding & Identity, Infrastructure & Transportation, Business & Economic Development, and Zoning & Land Use

# CORRIDOR BRANDING & IDENTITY

## DEVELOP A COMPREHENSIVE BRAND FOR THE CORRIDOR THAT CAN BE IMPLEMENTED ACROSS PLATFORMS

- ▶ Develop a logo, tagline, and other marketing pieces that can be used throughout the corridor for both place making and marketing efforts

## INITIATE NEW EVENTS TO HELP MARKET LORAIN ROAD AND STRENGTHEN COMMUNITY CONNECTIONS

- ▶ Host food trucks, farmers markets, local business expos, live music performances, arts festivals, or other events to bring people to the corridor
- ▶ Utilize newly developed greenspaces, pocket parks, or public plazas to hold events

## INCREASE THE PRESENCE OF CLOCK TOWERS AND OTHER BRANDING ELEMENTS

- ▶ Ensure towers and the areas around their bases are well maintained
- ▶ Increase presence of seasonal flower baskets, street banners and flags, and other decorative elements
- ▶ Consider implementing cohesive lighting or unique lamp poles to hang decorative elements
- ▶ Incorporate elements of unique features into the corridor's branding and decorative elements, such as the Art Deco elements on the Lorain Road bridge over the Rocky River

## WORK WITH NEIGHBORING COMMUNITIES TO COORDINATE AND COOPERATE ON MARKETING EFFORTS AND PUBLIC EVENTS

- ▶ Work with neighboring communities—including North Olmsted, the City of Cleveland, and the West Park CDC—to align regional branding and marketing for the corridor
- ▶ Continue engagement with the Lorain Corridor Transformation Coalition
- ▶ Create a corridor wide event, such as a food festival, small business shopping day, arts festival, or other event that can foster engagement and participation by residents and businesses along the corridor
- ▶ Cross-market corridor events and local businesses



### **WORK WITH CLEVELAND METROPARKS TO PROMOTE ROCKY RIVER RESERVATION AND TO IMPROVE CONNECTIONS BETWEEN THE RESERVATION AND LORAIN ROAD**

- ▶ Identify ways to incorporate the Metroparks into community events
- ▶ Work with Metroparks to highlight the Rocky River Reservation in community marketing

### **DEVELOP AND IMPLEMENT A COMPREHENSIVE PUBLIC ART PROGRAM**

- ▶ Adopt regulations for implementing public art on the corridor, including sculpture, statues, murals, and other appropriate art
- ▶ Form a public art commission to guide a public art program, engage local organizations in support of public art, assist with seeking funding for art projects, and assist with marketing local arts to the community and region
- ▶ Provide spaces in public areas for rotating installations or special exhibitions

### **ENGAGE WITH REGIONAL ORGANIZATIONS TO STRENGTHEN COMMUNITY BRANDING**

- ▶ Engage regional tourism organizations, such as Destination Cleveland and the Greater Cleveland Partnership, to improve local branding and increase marketing of the corridor as part of the greater Cleveland area

### **IMPLEMENT COMPREHENSIVE WAYFINDING SIGNAGE**

- ▶ Incorporate corridor branding elements into a comprehensive wayfinding system that includes maps, signs, banners, and other elements that build off of concepts developed for the 2019 Lorain Road Corridor plan
- ▶ Coordinate the wayfinding system with other streetscape improvements and place making efforts

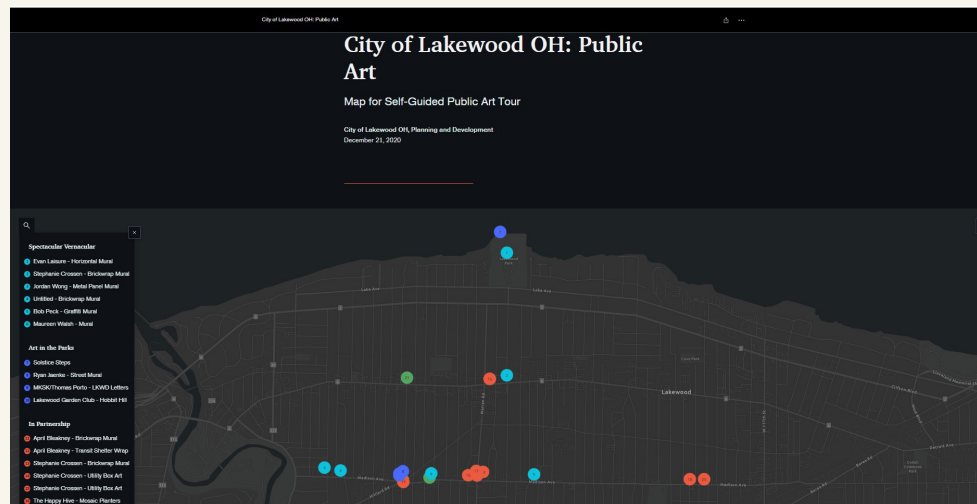


## LAKEWOOD OHIO: PUBLIC ART PROGRAM IN ACTION

The City of Lakewood has an active arts program to support public art and make it accessible to residents and visitors. Their “Spectacular Vernacular” program connects local artists with businesses and private property owners in the city to incorporate public artwork. The program is supported by a Public Art Advisory Board and a Public Art Task Force to advise on public art projects, develop strategy options, assist with funding opportunities, and help market public art and the community.

For instance, the city publishes an online map which pinpoints the locations and types of artwork so the public can easily locate and visit them. Also, Lakewood held an artwalk where participants could see the public art pieces and patronize local businesses along the route. The map has a total of 22 art pieces including building-side murals, decorative bus shelters, utility box art, street murals, planting boxes, and decorative seating.

### LAKEWOOD ONLINE PUBLIC ART MAP



Source: [Lakewoodoh.gov](http://Lakewoodoh.gov)

### UTILITY BOX ART

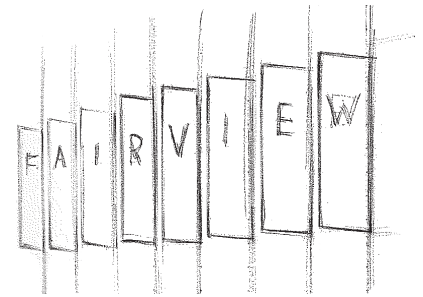
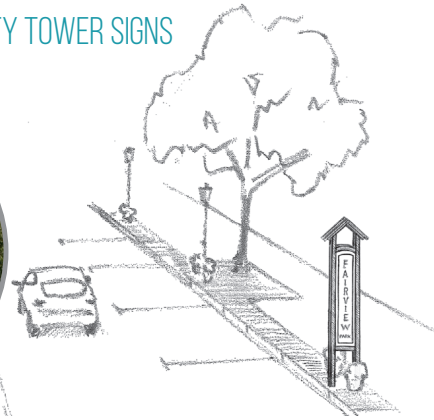


Source: [Lakewoodalive.org](http://Lakewoodalive.org)

## BRANDING CONCEPTS

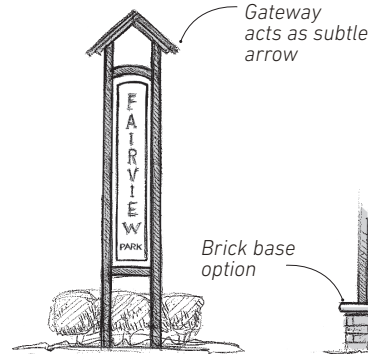
Concepts for gateways, lighting, signage, and other branding elements from the 2019 Lorain Road Corridor Study show how the community can incorporate decorative features to better define the corridor and enhance the sense of place.

### REFERENCES EXISTING CITY TOWER SIGNS



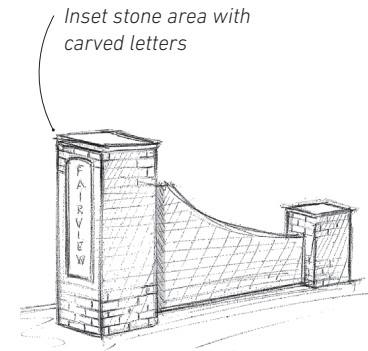
GROUPED BANNERS TO ADD COLOR AND VISUAL INTEREST

### CITY GATEWAY SIGN CONCEPTS



Vertical orientation does not block view from street

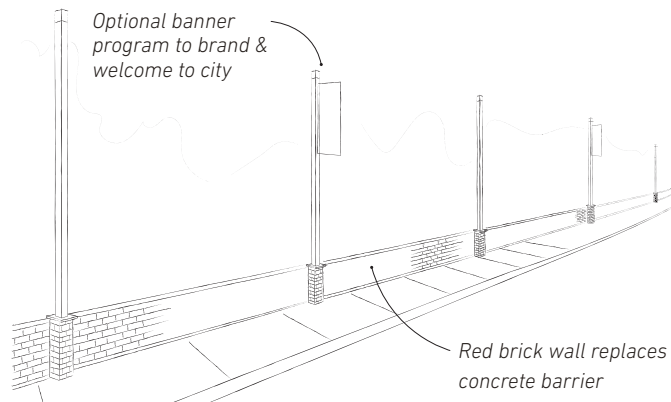
Brick base option



Brick references existing buildings and signs



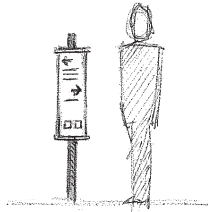
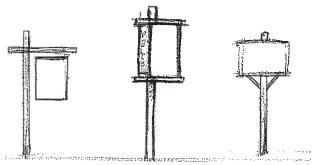
Traditional design with carved/dimensional panel and brick pier base



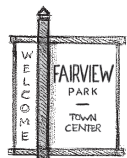
### LED LIGHT/LIGHT POLE

(can transition from modern to traditional style as you approach Downtown)

## SIGN TYPE ORIENTATIONS



Consistent pedestrian signage



Pattern



Traditionally styled signs

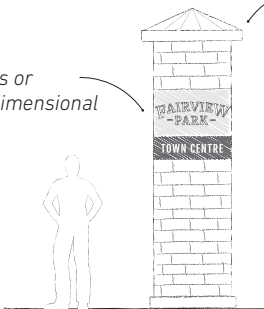


Traditional design with carved/dimensional panel and brick pier base

## DOWNTOWN GATEWAY SIGN CONCEPTS

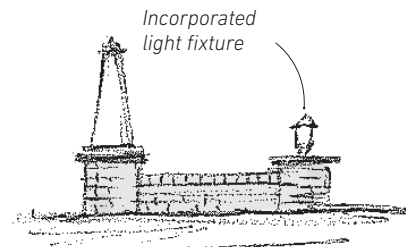
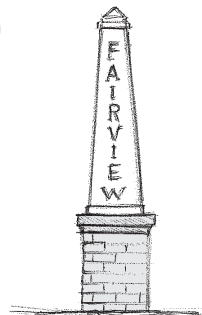
Brick pillar style entry sign

Carved letters or illuminated dimensional letters

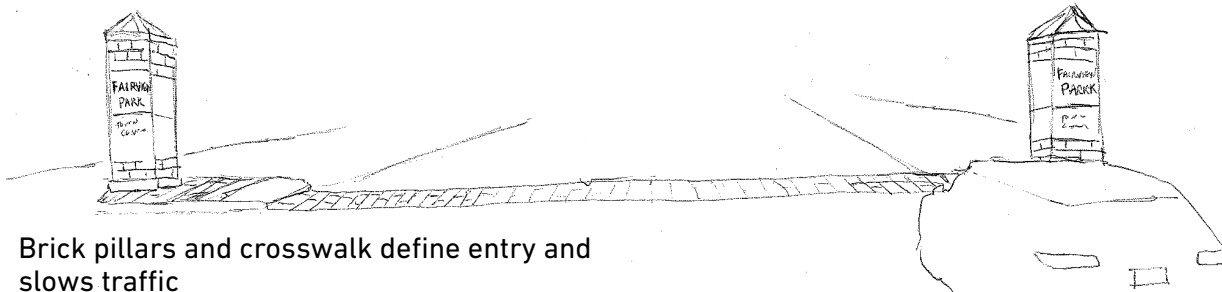


Similar to Gemini Center

Obelisk style entry sign



Incorporated light fixture



Brick pillars and crosswalk define entry and slows traffic





# INFRASTRUCTURE & TRANSPORTATION

## PRIORITIZE THE IMPLEMENTATION OF BIKE AND PEDESTRIAN IMPROVEMENTS

- ▶ Reduce the number of travel lanes, lane size, or lane alignment as appropriate to add or enhance pedestrian and bike infrastructure along the corridor where and when possible
- ▶ Implement curb bump outs, pedestrian islands, mid-block crossings, decorative crosswalks, and other enhancements to improve pedestrian crossings
- ▶ Ensure complete connections of sidewalk or trail infrastructure along the entire corridor

## IMPLEMENT THE RECOMMENDATIONS OF THE 2023 SAFE ROUTES TO SCHOOL STUDY AND 2024 CMAQ PROJECT

- ▶ Prioritize recommendations as part of the city's capital improvements plan or budget
- ▶ Target additional infrastructure improvements that integrate with and further support the identified recommendations to coordinate implementation and maximize funding opportunities

## IMPLEMENT TRAFFIC CALMING MEASURES TO REDUCE SPEEDING

- ▶ Reduce lanes and lane width as appropriate
- ▶ Reduced speed limits where appropriate, especially with any new road alignments
- ▶ Increase speed enforcement by police, especially around schools and at peak travel hours
- ▶ Add planted or decorative medians and pedestrian islands as appropriate
- ▶ Implement signage alerting drivers to their current speed and corridor features and conditions
- ▶ Add pedestrian actuated mid-block crossings in appropriate locations

### **INCREASE THE PRESENCE OF STREET TREES ALONG THE CORRIDOR**

- ▶ Develop a plan for planting and maintaining trees along any streetscape enhanced through the addition of curb bump outs, the reduction of existing travel lanes, or the creation of new street medians
- ▶ Identify current locations on the corridor where street trees can be added
- ▶ Apply for Urban Tree Canopy Grants through Cuyahoga County to fund tree plantings

### **PLACE COHESIVE STREET FURNITURE ALONG THE CORRIDOR (BENCHES, WASTE BASKETS, LAMP POSTS, MAST ARMS, SIGNAGE, ETC.)**

- ▶ Identify a cohesive and complimentary style for furniture and amenities on the corridor
- ▶ Adopt a policy that supports implementation through specific projects as well as over time as part of standard maintenance and replacement procedures

### **PROMOTE THE UNDERGROUND PLACEMENT OF UTILITIES**

- ▶ Require electric, phone, cable, and other utilities to be placed underground as part of new developments
- ▶ Incorporate into future roadwork or other utility projects

### **PROMOTE GREEN INFRASTRUCTURE AND RESILIENCY**

- ▶ Implement green infrastructure on city-owned parking, parks, and through streetscape improvements to reduce stormwater runoff
- ▶ Prioritize CMAQ improvements and other technology-based infrastructure solutions to promote efficiency and sustainability

### **IMPLEMENT A LORAIN ROAD TAX INCREMENT FINANCING DISTRICT TO FUND INFRASTRUCTURE IMPROVEMENTS**

- ▶ Identify the extent of the corridor to be included in the TIF district and the type of improvements it will be used to fund.
- ▶ Perform outreach to the community to build understanding and support for the TIF district

## TAX INCREMENT FINANCING HIGHLIGHT

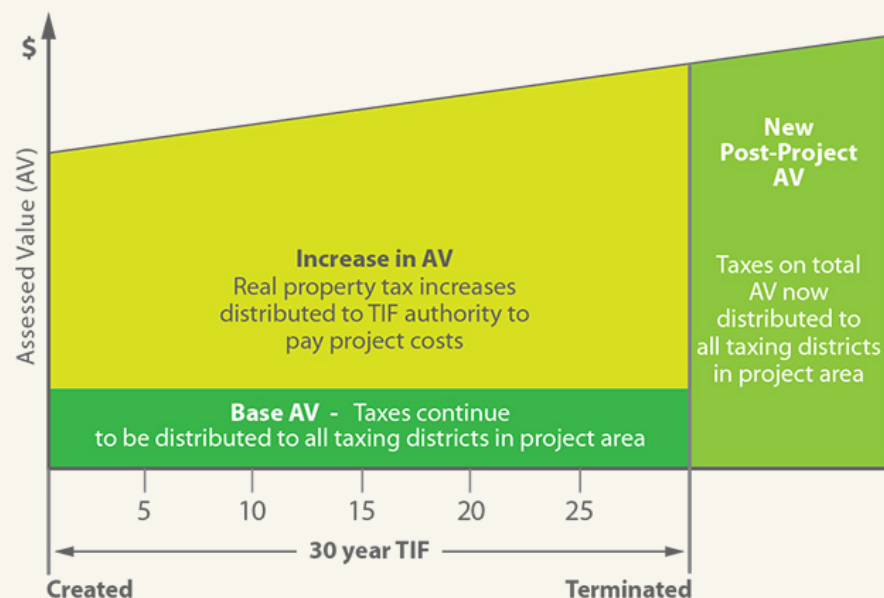
Tax Increment Financing (TIF) is an economic development tool that allows future property tax increases to be the source of funding for public infrastructure improvements within the TIF district to support the growth provided by new development. The value of a property before the authorization of a TIF is frozen and the increase in property value after the implementation of the TIF is then put into a separate fund where it becomes dedicated to funding construction and infrastructure projects. This includes improvements to roads, highways, streetscapes, water and sewer line improvements, acquiring land, demolition, and rehabilitation of housing.

The increase in property taxes are exempt from being taxed as authorized by the city, township, or county. Existing property taxes still must be paid to the city, township, or county but the property owner will now make payments in lieu of taxes (PILOTs) on the increased property values. The PILOTs are then available to the city or developer to pay for infrastructure improvements.

TIFs help communities pay for the cost of infrastructure to help spur private investment that would otherwise need to be paid for out of the city's general fund. TIFs in Ohio were first permitted in 1976 and there are over 1,800 active TIFs throughout the state.

### EXPLANATION OF TIF FUNDING

#### TIF Assessed Value (AV) Over Project Life



Source: Lorain Port and Finance Authority



# BUSINESS & ECONOMIC DEVELOPMENT

## ASSIST IN THE FORMATION OF A CORRIDOR MERCHANT'S ASSOCIATION TO SUPPORT LOCAL BUSINESSES

- ▶ Help local businesses form an association to coordinate efforts, market and support business owners, and encourage new businesses
- ▶ Provide organizational and networking assistance to establish the Merchant's Association
- ▶ Assist with marketing through City channels such as the City website or newsletter

## CREATE AN ADDITIONAL COMMUNITY AND ECONOMIC DEVELOPMENT PROFESSIONAL POSITION

- ▶ Support the city's current work in attracting and supporting new businesses and development throughout the City

## BUILD A DATABASE OF INFORMATION TO SUPPORT DECISION-MAKING AND MARKETING

- ▶ Establish a list of existing businesses and retail spaces, with key details on size and condition
- ▶ Track investments and vacancies along the corridor, and establish and maintain a list of opportunity sites for new businesses
- ▶ Develop and share an annual report on the state of the corridor

## POSITION THE LORAIN ROAD CORRIDOR TO CAPITALIZE ON MARKET OPPORTUNITIES TO SUPPORT SMALL BUSINESSES

- ▶ Establish a marketing campaign that tells the story of the Lorain Road business district and communicates the district position in the market
- ▶ Build off the corridor's existing strength with food and beverage as well as small businesses to attract people
- ▶ Capitalize on market opportunities around arts, culture, and home goods to create a wholistic district
- ▶ Develop a website that highlights food and beverage as well as shopping and entertainment options
- ▶ Identify opportunities for pop-up retail, temporary installations, or markets that create low barriers of entry for small businesses

### PURSUE FUNDING FOR A STOREFRONT OR BUILDING RENOVATION PROGRAM TO ASSIST OWNERS IN MAKING IMPROVEMENTS

- ▶ Develop a grant, loan, or rebate program to help property owners improve local storefronts
- ▶ Continue Community Reinvestment Area tax abatements for projects that advance corridor goals
- ▶ Support efforts to restart and streamline a Cuyahoga County storefront revitalization program
- ▶ Seek ways to help utilize multiple funding streams to increase the amount of funding available for projects
- ▶ Connect small businesses to philanthropic or other governmental resources

### ASSIST IN THE CREATION OF A SPECIAL IMPROVEMENT DISTRICT ENCOMPASSING COMMERCIAL SECTIONS OF THE CORRIDOR

- ▶ Use the program to support the new Merchant's Association, including organization and administration, branding and marketing, and clean and safe programs
- ▶ Fund implementation of place-making infrastructure, including benches, light poles, banners, public art, etc.
- ▶ Help coordinate actions between different economic and community development organizations

### SPECIAL IMPROVEMENT DISTRICT HIGHLIGHT

A Special Improvement District (SID) is a geographically defined area in which property owners agree to an increase in taxes in exchange for services that will improve the area in which their business is located. The goal of SIDs is that additional investment into improving the area will increase business by creating a safe, clean, and attractive place for people to visit. Cleveland, Euclid, and Cleveland Heights have had success implementing Special Improvement Districts in recent years. For a SID to be implemented, 60% of land owners fronting the street, or owners comprising 75% of the total land area in the proposed district boundary must approve the SID. The services provided in SIDs can include snow and graffiti removal, litter control, safety patrol, seasonal decorations, landscaping, and marketing initiatives. SIDs are operated by a nonprofit organization which is steered by a board comprised of those who have direct benefit of the SID.



Special Improvement District Ambassadors in Cleveland's Ohio City Neighborhood. Source: Ohio City Improvement District Facebook.

## MARKET VOID ANALYSIS

A void analysis from ESRI analyzes a selected area to detect voids and gaps in specific businesses and services compared to a larger area. For this analysis, we compared the Lorain Road Market Area to a 28 square mile Comparison Area comprising a one mile buffer around the Lorain Road Market Area. The Lorain Road Market Area contains 40,856 residents and 669 businesses, while the Comparison Area contains approximately 100,233 residents and 1,440 businesses.

The void analysis uses the Comparison Area to compare the number and type of businesses that would be expected to be located in the Lorain Road Market Area with the number of businesses actually located there. A negative number shows that there are fewer businesses than expected, meaning there may be an opportunity for additional businesses to locate here. A positive number shows that there are more businesses in that category than expected. This could mean that there is an over saturation of these types of businesses, or it could mean that the Lorain Road Market Area has a particular draw for that type of business. The tables below show the sectors with positive and negative results

### VOID ANALYSIS RESULTS FOR SECTORS WITH POSITIVE RESULTS

	# of Businesses in Lorain Road Market Area	Expected # of Businesses in Lorain Road Market Area	Difference from Expected
Restaurants	101	84	17
Dentists	40	26	14
Clinics	17	11	6
Pharmacies	11	7	4
Tobacco Dealers-Retail	6	2	4
Child Care Service	10	7	3
Pizza	15	12	3
Home Health Service	12	9	3

# Sectors with a high number of businesses in the Lorain Road Market Area

### VOID ANALYSIS RESULTS FOR SECTORS WITH NEGATIVE RESULTS

	# of Businesses in Lorain Road Market Area	Expected # of Businesses in Lorain Road Market Area	Difference from Expected
Sportswear-Retail	0	2	-2
Jewelers-Retail	1	3	-2
Hotels & Motels	5	7	-2
Virtual Kitchens	2	4	-2
Department Stores	3	6	-3
Clothing-Retail	3	7	-4
Shoes-Retail	1	5	-4
Physicians & Surgeons	20	32	-12

# Sectors with a high number of businesses in the Lorain Road Market Area

## KEY FINDINGS

- The Lorain Road Market Area has a high number of businesses in the restaurants, bars, pizza, and convenience stores sectors, as well as in a number of medical sectors
- The Lorain Road Market Area has a higher concentration of restaurants, pharmacies, tobacco stores, and pizza stores than the Comparison Area
- The Lorain Road Market Area has a weaker concentration of physicians and shoe, clothing, and department stores than the Comparison Area

## MARKET TRENDS & ANALYSIS

The Lorain Road Market Area is a 10.86 square mile area that consists of a five minute drive from the Lorain Road corridor as it runs through Fairview Park. The table below shows a summary of key demographic and financial trends within the market area.

### DEMOGRAPHIC TRENDS FOR THE LORAIN ROAD MARKET AREA

	2020	2023	2028 (Projection)
Residential Population	41,588	40,856	39,747
Households	19,359	19,035	18,786
Median Age	44.5	46.7	47.7
Percent of Population 65+	21.8%	24.8%	27.7%
Housing Units	20,341	20,055	20,065
Median Home Value	--	\$216,123	\$257,705
Median Household Income	--	\$71,851	\$83,935
Percent of Households Earning >\$100,000		35.2%	42.7%

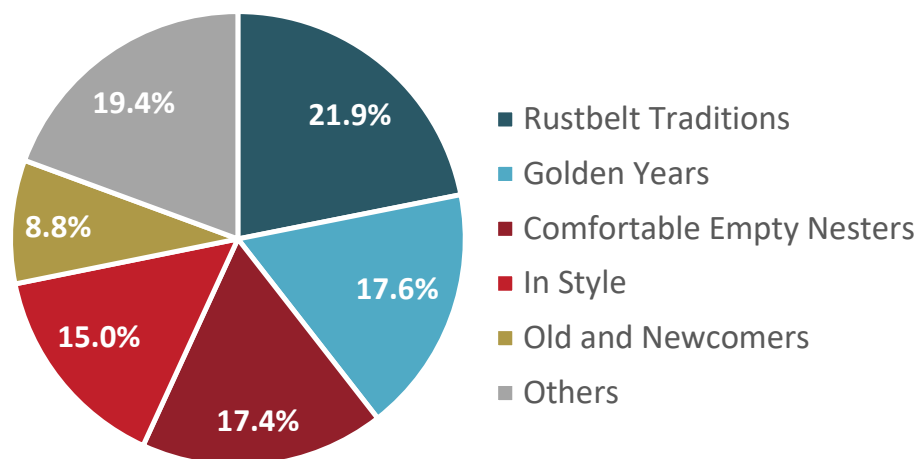
Under current trends, the total population and total households in the Lorain Road Market Area will continue to decline. Also, seniors aged 65 and older will surpass more than a quarter of all residents in the Lorain Road Market Area by 2028.

While the number of housing units is expected to remain flat through 2028, the value of homes in the market area is expected to increase nearly 20% in the next five years. Household income is also expected to increase markedly, with the percent of households earning more than \$100,000 expected to grow by more than seven percentage points, indicating increased purchasing power.

Tapestry Segmentation data from ESRI, a global geographic information systems company, provides detailed descriptions of America's neighborhoods based on their socioeconomic and demographic composition.

Tapestry Segmentation data helps explain the type of people living in an area, how they like to spend their time, and what they like to buy. The data can support communities, commercial districts, and businesses as they make decisions about where to locate, how to market their goods, and who their target demographic is. Of the 19,035 households within this market area 80% fall into one of five market segments as shown in the figure below.

### TAPESTRY SEGMENTATION IN THE LORAIN ROAD MARKET AREA



Brief descriptions of these segments can be found on the following page. For more indepth information on Tapestry Segmentation and summaries please visit <https://doc.arcgis.com/en/esri-demographics/latest/regional-data/tapestry-segmentation.htm>.



**Median Age: 39.0**

**Median  
Household  
Income: \$51,800**

### **RUSTBELT TRADITIONS**

A large market of stable, hardworking consumers with modest incomes but an average net worth of nearly \$400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.



**Median Age: 52.3**

**Median  
Household  
Income: \$71,700**

### **GOLDEN YEARS**

Independent, active seniors nearing the end of their careers or already in retirement best describes Golden Years residents. This market is primarily singles living alone or empty nesters.



**Median Age: 48.0**

**Median  
Household  
Income: \$75,000**

### **COMFORTABLE EMPTY NESTERS**

Baby Boomers earning a comfortable living and benefiting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.



**Median Age: 42.0**

**Median  
Household  
Income: \$73,000**

### **IN STYLE**

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. Professional couples or single households without children, they have the time to focus on their homes and their interests.



**Median Age: 39.4**

**Median  
Household  
Income: \$44,900**

### **OLD AND NEWCOMERS**

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring.

## **KEY FINDINGS**

- The diversity of segments reflects the diversity of housing types and neighborhoods in Fairview Park
- Many of the segments have an interest in outdoor leisure activities including walking, exercising, or golfing
- Multiple segments describe arts, culture, and charities as being important to residents
- Using the internet for shopping or banking is either common or a possibility, indicating the need for a compelling environment to attract retail shoppers
- Many segments describe the home as being particularly important to their lives. Whether that is home maintenance or DIY projects, residents invest in where they live





## LAND USE & ZONING

### UPDATE THE CITY'S ZONING CODE TO PROVIDE FOR AND PROMOTE WALKABLE, MIXED-USE DEVELOPMENT

- ▶ Adopt a mixed-use overlay district and apply it to properties along the corridor as guided by the Zoning Updates Framework Map
- ▶ Target its use to take advantage of proximity to regional transit, existing residential density, and proximity to jobs to create transit-oriented development nodes
- ▶ Promote redevelopment of underutilized properties by making removing zoning barriers to redevelopment
- ▶ Use the results of the Building typology Assessment, Corridor Development Scenarios, and the identified preferred development scenario to guide the implementation of zoning updates
- ▶ Ensure new developments meet characteristics of “Contributing” Building Typologies as identified in the Corridor Profile document

### DEVELOP DESIGN GUIDELINES FOR THE CORRIDOR TO PROMOTE A COHESIVE LOOK AND FEEL TO COMMERCIAL, MULTI-FAMILY, AND MIXED-USE AREAS

- ▶ Identify a cohesive but flexible style for development along the corridor that promotes the desired look and feel for the corridor but can also integrate well with existing development and desired streetscape improvements
- ▶ Ensure guidelines provide standards and flexibility to meet the desired look and feel for the different sections of the corridor (main street commercial standards may be different from civic core, for example)
- ▶ Design guidelines should give clear guidance on what is required but also provide flexibility on how to meet design standards and to account for advances in building materials and the change in design principles over time

### TARGET THE DEVELOPMENT OF A NEW PUBLIC PLAZA, GREENSPACE, OR PARK TO CREATE COMMON CIVIC SPACE

- ▶ Target the creation of a park or public space near commercial or civic hubs to create places for people to gather, attend events, and encourage more visitors to support local businesses
- ▶ Utilize space created from a potential road diet to incorporate greenspace, street cafes, plazas, and pedestrian connections
- ▶ Consider zoning requirements for public greenspace or plazas as part of large-scale new development

## UPDATE PARKING STANDARDS TO REDUCE THE PREVALENCE AND IMPACT OF LARGE PARKING AREAS

- ▶ Right-size parking space requirements to reduce parking lot sizes and promote redevelopment, and implement parking maximums
- ▶ Provide a mechanism for developers to have parking plans approved based on demonstrated demand instead of proscribed standards
- ▶ Maintain on-street parking in main street commercial areas of the corridor
- ▶ Develop a Transportation Demand Management strategy that reduces parking requirements when developers include other items such as bus passes, bike racks, and other transportation improvements
- ▶ Require new parking lots to be placed to the side or rear of buildings, and be sufficiently screened from view
- ▶ Support GCRTA in the study of Lorain Road as a potential Bus Rapid Transit corridor
- ▶ Adopt green infrastructure regulations to add landscaping and reduce stormwater runoff to prevent flooding

## PROMOTE INFILL DEVELOPMENT OF VACANT LOTS AND EXCESSIVE PARKING AREAS

- ▶ Ensure zoning and subdivision regulations promote walkable outparcel development where possible and appropriate
- ▶ Allow for the creative repurposing of excessive parking areas into commercial or public use along Lorain Road, including streetscaping, outdoor dining, parks or plazas, bike and pedestrian connections, etc.
- ▶ Provide flexible zoning requirements such as increased height and lot coverage or reduced parking requirements, to maximize the redevelopment potential of smaller lots
- ▶ Consider a strategy of purchasing underutilized lots when available and remediating any issues in order to prepare them for redevelopment

## STREAMLINE THE SIGN APPLICATION AND APPROVAL PROCESS

- ▶ Provide easily accessible materials for businesses and sign contractors that clearly define the requirements, process, and timeline for sign applications and approval
- ▶ Develop and provide sign design guidelines as part of the zoning code to assist the sign application and approval process
- ▶ Consider making the sign approval process an administrative process, i.e. removing need for review and approval by a City Board
- ▶ Consider creating an “accreditation” designation for sign companies who complete appropriate training and have experience with signage in the City

## TRANSIT ORIENTED DEVELOPMENT ZONING

The Federal Transit Administration defines Transit-Oriented Development (TOD) as a mix of commercial, residential, office, and entertainment centered around or located near a transit station. These dense, mixed-use developments that can be accessed via walking, biking, or public transportation make communities more vibrant and connected. A study of Cuyahoga County and its feasibility for Transit-Oriented Development identified 5 key zoning criteria that support TOD: mixed-uses, low front setbacks, pincreased building height, increased lot coverage, and minimized parking requirements.

A notable TOD development in Cuyahoga County is the Van Aken District in Shaker Heights. Shaker's zoning code was made conducive to support TOD through the creation of a commercial mixed use district. Buildings in the commercial mixed-use (CM) district must be at least 2 stories tall with a 70 foot maximum height and buildings must be between 5 and 10 feet from the street. Automotive buildings are not permitted in this district and drive thrus must gain conditional approval. The district also has parking maximums and provides for a 60% reduction in parking for Transit-Oriented Development.

VAN AKEN DISTRICT, 2014



Source: City of Shaker Heights



VAN AKEN DISTRICT, TODAY

Source: MKSK

*Compared to the previous development, the modern Van Aken District provides for more building height, less surface parking, buildings closer to the street, a mix of retail, office, and residential, and public greenspace. These are all development criteria controlled by local zoning regulations that can promote, or limit, this type of development.*

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## County Planning

FOR OUR COMMUNITY  
FOR OUR REGION  
FOR OUR FUTURE