

CITY OF MAPLE HEIGHTS

# EVOLVING SOUTHGATE AREA REDEVELOPMENT PLAN

## APPENDIX A: CURRENT CONDITONS



Cuyahoga  
COUNTY PLANNING  
Commission

Accepted on July 2, 2025



# ACKNOWLEDGMENTS



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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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Cover Image Source: Southgate Offices, Southgate Shopping Center, Maple Heights, Ohio, County Planning, April 2024

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## SECTION 1

# INTRODUCTION

Shopping centers and malls, once suburban staples, have declined in popularity and usage over the years due to the convenience of online shopping and the overbuilding of shopping centers among other factors. Largely, this has forced many retailers to close their traditional brick and mortar stores leaving behind a wake of underutilized and often vacant buildings that have been poorly maintained. At the same time, need for quality and affordable housing has also been increasing. Homeowners are struggling to maintain their aging housing stock leading to the need for quality and affordable housing. As this need for affordable and quality housing rises and the need for physical retail and commercial structures fall, cities across the country are trying to find creative ways to address both issues.

One solution has been to target reuse of vacant and/or less profitable shopping centers and redevelop them. This would include mixed-use development with multi-family residential in an effort to add much needed housing that not only enhances residential density but that supports new commercial development.

The City of Maple Heights applied for and received an award for professional planning services to develop the Evolving Southgate Redevelopment Plan from the Cuyahoga County Planning Commission. The Evolving Southgate Redevelopment Plan will explore various scenarios for converting underutilized acreage at the 75-acre site known as the Southgate Shopping Center.

Many factors affect a community's future, including population and housing trends, proximity to transit, and natural features. These elements are important in establishing a baseline for what exists today, what challenges must be addressed, and what opportunities may arise for redevelopment.

This Current Condition Report is an overview of those existing conditions such as population, housing trends, proximity to transit, and natural features, and provides a snapshot of the key community assets, demographic and consumer trends, and development characteristics that helps identify the challenges and potential opportunities for redevelopment.

Source: Southgate Signage, Southgate Park Boulevard at Northfield Road, Maple Heights, County Planning, April 2024

## INTRODUCTION

- Overview, page 6
- Planning Process, page 7
- Regional & Planning Context, pages 8-9
- Previous Plans & Studies, pages 10-15

## OVERVIEW

### HISTORY OF SOUTHGATE USA

The Southgate USA Shopping Center, dedicated in 1955, was one of the first large shopping centers in the United States. It opened with 44 stores, and by 1961, Southgate had nearly doubled to 86 stores. The Maple Heights population during this time also grew quickly and doubled in size. At its height, the Southgate USA Shopping Center had an estimated sales revenue of over \$70 million and employed approximately 2,500 people throughout the expanded footprint which included supermarkets, banks, restaurants, hotels, medical facilities, and a movie theater complex.

By 1976, when Randall Park mall opened in the nearby Village of North Randall, Southgate had lost three of its major anchor stores and experienced a decrease of \$42 million in sales revenue. However, Southgate was able to retain many of its specialty stores and the largest supermarket outlet in Ohio.\*

\* Historical Information gathered from the Case Western Reserve University Encyclopedia of Cleveland History webpage. <https://case.edu/ech/articles/s/southgate-shopping-center>. Retrieved May 1, 2024.



Southgate USA Shopping Center, 1950s, Maple Heights, Ohio, Southgate USA Facebook



## PLANNING PROCESS

### PROJECT PHASES

The City of Maple Heights applied for and was awarded professional planning services through the 2024 Cuyahoga County Planning Commission Community Planning Grant for a mixed-use and transit-oriented analysis of the 75-acre site known as the Southgate Shopping Center.

The planning process for the Evolving Southgate Redevelopment Plan consists of the following five (5) phases:

- **Southgate Profile (*Current Conditions Analysis*):** This phase involves understanding the current conditions and assets that define the Southgate Shopping Center and the surrounding neighborhood to identify what future opportunities exist for development and redevelopment.
- **Vision and Development Scenarios:** This phase will outline the community's vision for how the Southgate Shopping Center could redevelop in the future via a broad and visionary document that will identify potential development scenarios for the area.
- **Recommendations & Preferred Development Scenarios:** The Recommendations & Preferred Scenario phase will refine the development scenarios down to one (1) preferred development scenario and develop recommendations that can address issues and opportunities identified in the previous phases.
- **Implementation Strategies:** This phase will outline policies, responsibilities, and priorities for accomplishing the items described in the Recommendations and Preferred Development Scenario Report.
- **Southgate Redevelopment Plan (*Conclusion*):** This phase will combine the work of the previous phases into a final, cohesive document, the Evolving Southgate Redevelopment Plan.

### SOUTHGATE PROFILE



### VISION AND DEVELOPMENT SCENARIOS



### RECOMMENDATIONS AND PREFERRED SCENARIOS



### IMPLEMENTATION STRATEGIES



### SOUTHGATE REDEVELOPMENT PLAN



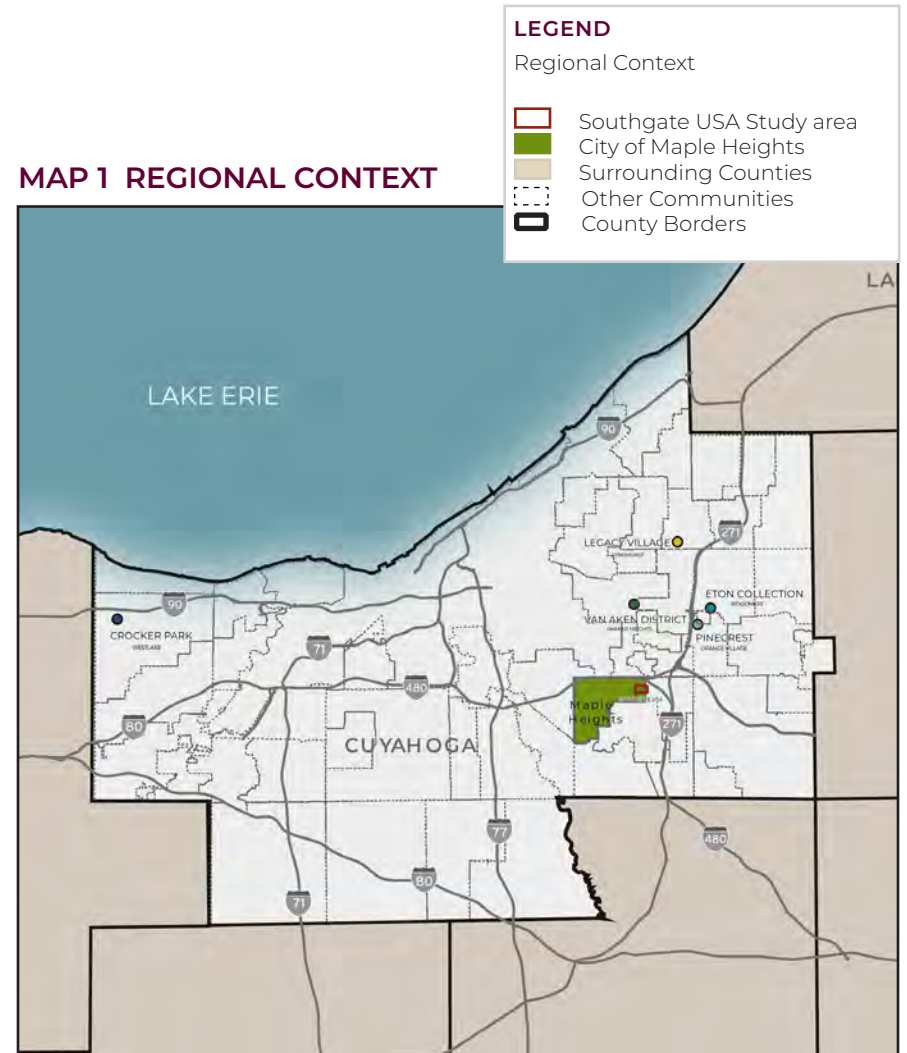
## REGIONAL CONTEXT

### MAPLE HEIGHTS AND BEYOND

Maple Heights residents have access to a variety of retail, personal services, and other amenities within the boundaries of the City, including Southgate USA. Residents are able to get to regional shopping centers via Interstate 480 and major roads such as Northfield Road and Warrensville Center Road. This allows residents to travel to comparison shopping centers such as Crocker Park in Westlake, Legacy Village in Lyndhurst, the Van Aken District in Shaker Heights, Eton Collection in Woodmere, and Pinecrest in Orange Village. These centers are walkable and offer a wide variety of lifestyle services and goods that have become increasingly desirable as retail trends have shifted to the ever-changing needs of consumers. They also offer inspiration for Southgate's future.

Other shopping centers nearest to Southgate include the Shoppes of Solon North in Solon and Northfield Emery Shopping Center near the North Randall/Warrensville Heights border.

MAP 1 REGIONAL CONTEXT





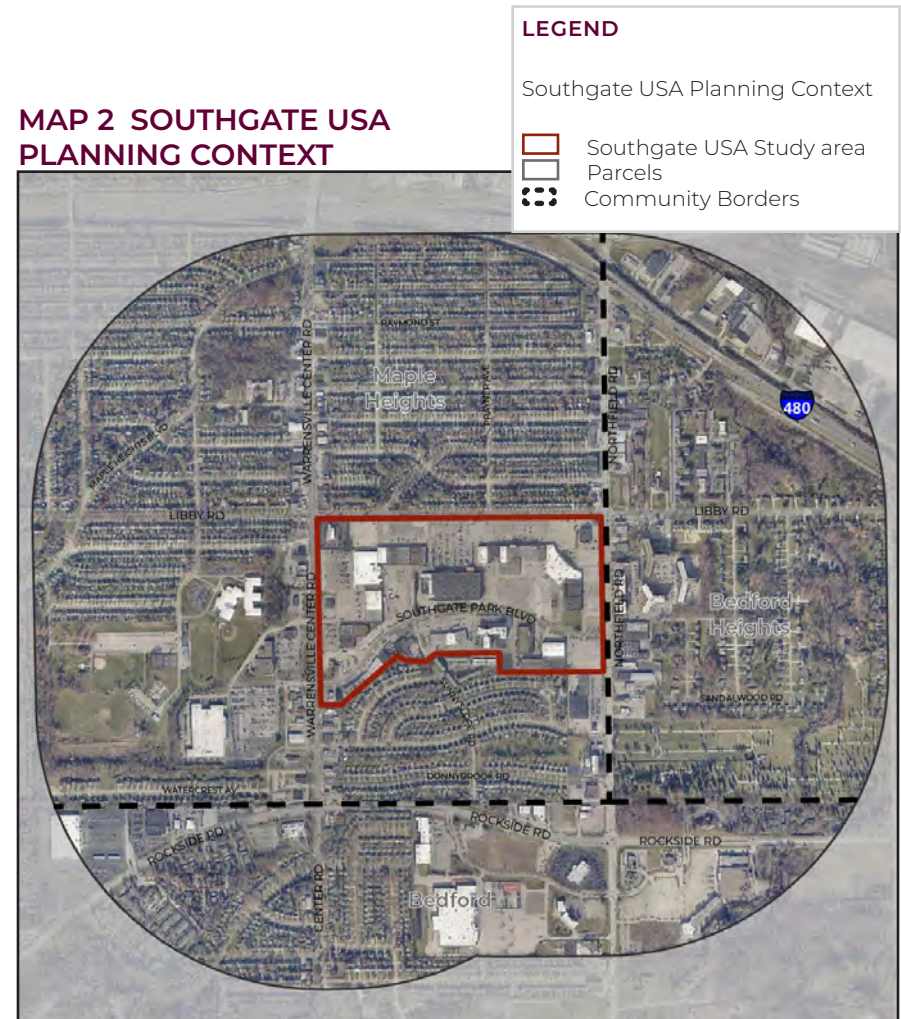
## PLANNING CONTEXT

### SOUTHGATE USA STUDY AREA

The Southgate USA study area is shown in Map 2. The Southgate USA Shopping Center encompasses approximately 75 acres bounded by Libby Road to the north, Northfield Road to the east, Southgate Park Boulevard to the south, and Warrensville Center Road to the west. Southgate USA is the main commercial area of Maple Heights with single family residences north of Libby Road and south of Southgate Park Boulevard. There are a number of apartment complexes and High-Rise residences along Northfield Road in the neighboring community of Bedford Heights. Southgate USA is accessible to Interstate 480 to the northeast via Northfield or Warrensville Center Road.

With approximately 120 storefronts, which includes major retailers such as Giant Eagle, Home Depot, Pizza Hut, and O'Reilly's Auto Parts; the businesses at Southgate USA provide the community with access to a variety of retail, grocery, home improvement, personal services, financial, childcare and education, and other specialty retail services.

**MAP 2 SOUTHGATE USA  
PLANNING CONTEXT**



## PREVIOUS PLANS AND STUDIES

### 2017 SOUTHGATE SHOPPING CENTER SITE ANALYSIS

The First Suburbs Consortium contracted with County Planning to draft site profiles of eight malls and development sites located in the first suburb communities of Cuyahoga County. Southgate USA in Maple Heights was one of those. The site profile was a description of the existing condition of the site including various characteristics such as current tenants, parcel ownership, utility availability, transportation access, and zoning. Demographic information about the jobs and the population living and working within 15-, 30-, and 60-minute intervals were also analyzed. However, only the 15-minute drive time was summarized here.

#### **15-Minute Drive Time:**

Within the 15-minute drive time, the total population was approximately 159,714, with 54.4% of the population being female and 45.6% of the population being male.

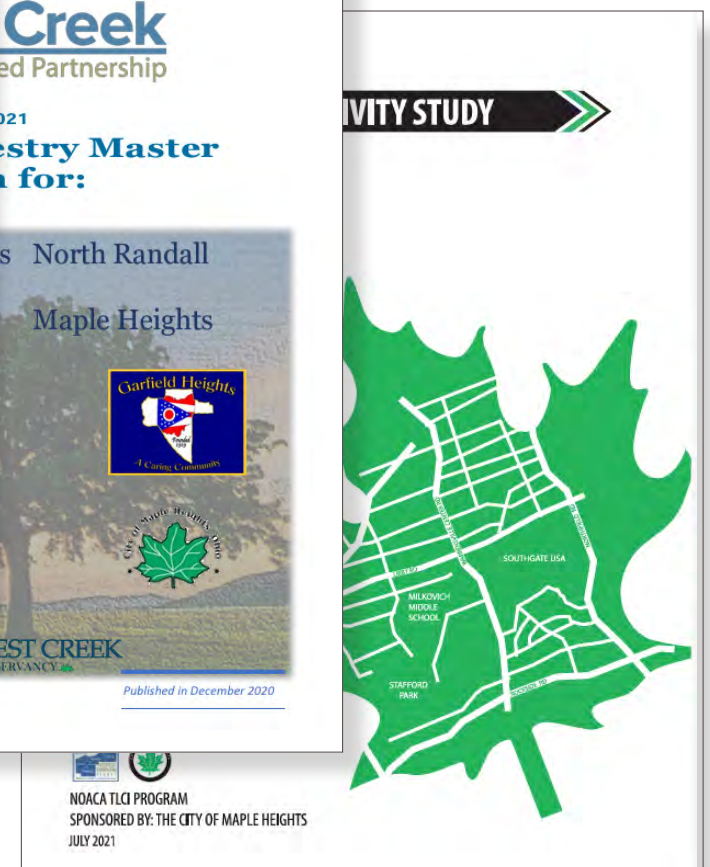
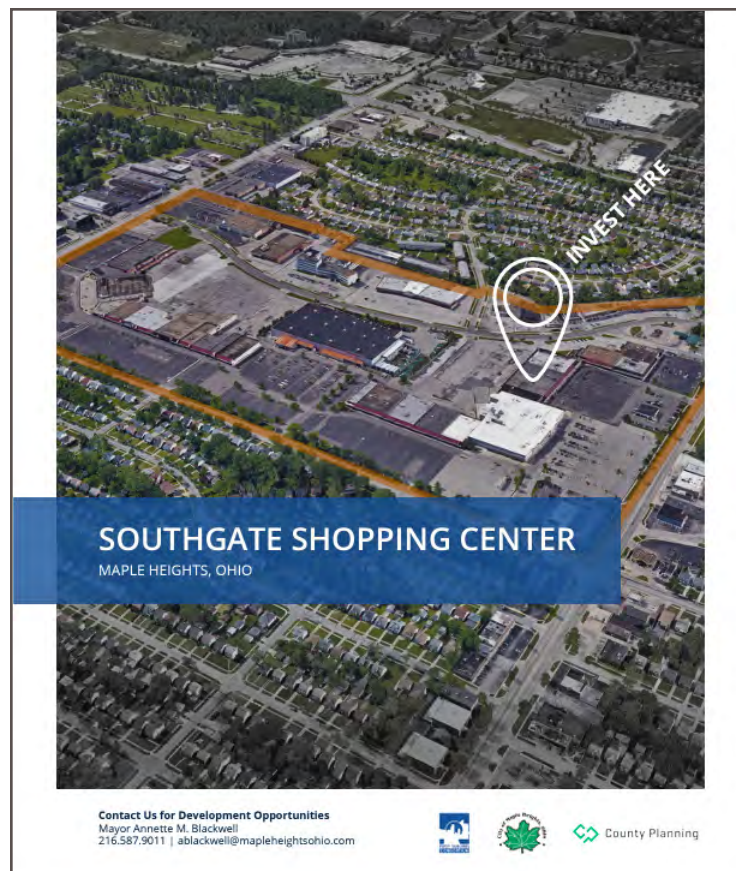
The ages of the population were divided into four categories: Children (under 20), Millennial (20- 24), Working Age (35-64), and Senior (65+). The most populous age group was working age adults, accounting for 40.4% of the population. Children accounted for 24.7% of the population, while millennials and seniors each accounted for approximately 17% of the population.

Approximately, 30% of household's income ranges under \$25,000, this was the most populous income range. 28% of household income ranges between \$25,000-\$49,999. 18% of household

income ranges between \$50,000-\$74,999. The remaining three income ranges were the least populous, at approximately 10% or less.

The total number of workers living within 15 minutes of Southgate USA was 71,052. Approximately, 30% of workers were employed in the Education and Health Services industry, this accounted for over 20,000 workers. Approximately, 14.5% of workers were in the Professional and Business Services industry. The number of workers in Public Administration, Information, Natural Resources, Mining, Utilities, and Other Services were the least populous, each accounting for less than 5% of the total number of workers.

The total number of jobs located within 15 minutes of Southgate USA was 127,547. The industry with the most jobs was Professional and Business Services with over 28,000 jobs. The industry with the next highest number of jobs was Education and Health Services, with over 20,000 jobs. The industries with the least number of jobs were Public Administration, Information, Natural Resources Mining, Utilities, and Other Services, each accounting for less than 5% of the total number of jobs.



Left to Right: 2017 Southgate Shopping Center Site Analysis, 2019 Maple Heights Master Plan, 2021 Southgate Connectivity Study, 2021 Mill Creek Watershed Partnership Urban Forestry Master Plan



## PREVIOUS PLANS AND STUDIES

### 2019 MAPLE HEIGHTS MASTER PLAN

The 2019 Maple Heights Master Plan focused on strengthening commercial centers, engaging and connecting neighborhoods, enhancing City identity, and building partnerships for regional collaboration.

The final plan included eight Vision Principles covering high-quality neighborhoods, diverse housing, community engagement, positive identity, a complete transportation network, great parks, commercial vibrancy, and economic growth. These principles laid the foundation for all the plan's Goals and Actions. These Goals and Actions were grouped into a Place-Based Framework that outlined recommendations for particular locations in Maple Heights as well as a Citywide Framework that outlined changes to city policy that would benefit the community as a whole.

#### Goals & Action: Place-Based Framework

The Place-Based Framework defined the essential elements of the Master Plan, determining specific zones suitable for investment to foster growth. It outlined a set of coordinated actions within designated areas and corridors aimed at cultivating a lively and interconnected Maple Heights that aligns with the Vision Principles.

Through detailed maps, images, textual descriptions, and actionable steps, the Place-Based Framework delineated

strategies for enhanced streetscapes, pedestrian-friendly trails, and enhanced gateway aesthetics, and parks.

#### Goals & Action: Citywide Framework

In addition to outlining plans for specific places within Maple Heights, the plan also established a framework encompassing citywide policy objectives and initiatives. They include the following:

1. Foster community pride and neighborhood networks.
2. Stabilize the housing market and encourage reinvestment in neighborhoods.
3. Enhance the vibrancy of the City's business districts.
4. Promote alternative modes of transportation like walking and bicycling.
5. Protect the City's critical environmental features.
6. Revitalize existing parks and enhance the City's recreation system.
7. Coordinate infrastructure improvements projects.
8. Develop a comprehensive system of youth engagement.
9. Expand manufacturing jobs.

The final plan was presented to a joint meeting of Maple Heights City Council and Planning Commission on October 23, 2018. It was adopted by Maple Heights City Council on January 2, 2019.

## 2021 SOUTHGATE CONNECTIVITY STUDY

The Southgate Connectivity Study was funded through a Transportation for Livable Communities Initiative (TLCI) planning grant, awarded by the Northeast Ohio Areawide Coordinating Agency (NOACA) to the City of Maple Heights. The City of Maple Heights and NOACA hired City Architecture, WSP, and 4ward Planning Inc. to facilitate the planning study. The study area consisted of a total of 580 acres bounded by Maple Heights Boulevard to the West, I-480 to the North, Northfield Road to the East, and Rockside Road to the South.

The study aimed to develop integrated multi-modal transportation and economic development strategies to revitalize the commercial area of Southgate USA through enhanced connections between various community assets, residential neighborhoods, and employment centers. The primary focus was to enhance accessibility and broaden mobility choices within the Maple Heights community neighboring the Southgate USA property, thereby advancing fair outcomes.

### Goals/Strategies

- Explore Road Diets, Priority Transit Corridors, and Off-Road Trails
- Incentivize infill retail development at Southgate USA and mixed-use out parcels applying New Urbanist design principles.
- Leverage and complement North Randall logistics development 1-mile north.

- Connect traditionally underserved neighborhoods with high concentration of low-income and minority populations to ladders of opportunity including schools, employment centers, and community-scaled retail options.
- Establish long-term vision to ensure stability of a regional shopping center amidst evolving consumer preferences and experience retailing.
- Strategize to implement enhancements for pedestrians, cyclists, and transit-users.

Out of a total of 78 recommendations and 23 investment initiatives, the City of Maple Heights identified three top priorities to focus their efforts on in the near future. These three priorities were influenced by the resident and stakeholder conversations with the planning process and the community at large. These three priorities tie directly to enhancing the experience of those who live, work, visit, and travel through Maple Heights, while also highlighting the greatest assets of the community.

### The Top 3 Priorities

- Enhance City of Maple Heights Welcome Signage
- Vertical Striped Crosswalks for Clear Identification of Pedestrian Crossings
- Align Signage at Park Entrances at Maple Heights Boulevard and Mayville Ave with City's Brand Standards

## PREVIOUS PLANS AND STUDIES

### 2021 FORESTRY MASTER PLAN

Mill Creek is a small urban watershed located within Cuyahoga County, Ohio. The Mill Creek Watershed Partnership is a joint effort of the communities of Beachwood, Cleveland, Garfield Heights, Maple Heights, Shaker Heights, and Warrensville Heights, as well as the Villages of Cuyahoga Heights, Highland Hills, North Randall, and Valley View. The partnership was established with the aim of effectively managing the natural resources within this watershed, given its status as a heavily developed region in the Cuyahoga River Watershed.

The 2021 Forestry Master Plan for: Cuyahoga Heights, North Randall, Garfield Heights, and Maple Heights plan prioritizes the “downstream” communities within the watershed, encompassing Cuyahoga Heights, Maple Heights, North Randall, and Garfield Heights. The tree inventories, risk assessments, prioritization of planting zones, maintenance guidelines, and recommendations for community code updates are outlined in the master plan.

#### **Maple Heights Ordinance Recommendations:**

- Update the City’s Tree Ordinance with a focus on the creation of a Tree Commission in the municipality - move Maple Heights to being designated as a Tree City USA.
- Update Ordinance 1474.01, Obstructing Natural Watercourse, to an industry standard 2020 Riparian Setback Ordinance that protects the natural resources of the community while still allowing for development and residential comfort.

During the spring and summer of 2020, the Bartlett Inventory Solutions (BIS) Team from Bartlett Tree Experts conducted an inventory of trees in Maple Heights. Over 3,000 trees were identified which included 45 various species. The characteristics that were collected include tree latitude and longitude, size, age and condition class, and a visual assessment of tree structure, health, and strength. The following recommendations are based on the number of desired management cycles.

#### **Maple Heights Tree Canopy Recommendations:**

- Complete tree risk mitigation activities for 664 trees which were found to have had defects or concerns.
- Implement ‘Level 3 Advanced Assessments’ for 65 trees to evaluate the impact of wood decay that show signs of potential failure.
- Perform root collar excavations to 14 trees to lower risk of damaging conditions.
- Execute Bartlett’s PHC program to monitor pests and diseases on the subject trees.
- Prune 2,747 trees for safety, health, structure, and appearance.
- Provide structural support for 16 trees to reduce the risk of branch or whole tree failure.
- Remove 257 trees due to their location in relation to other trees or their condition.

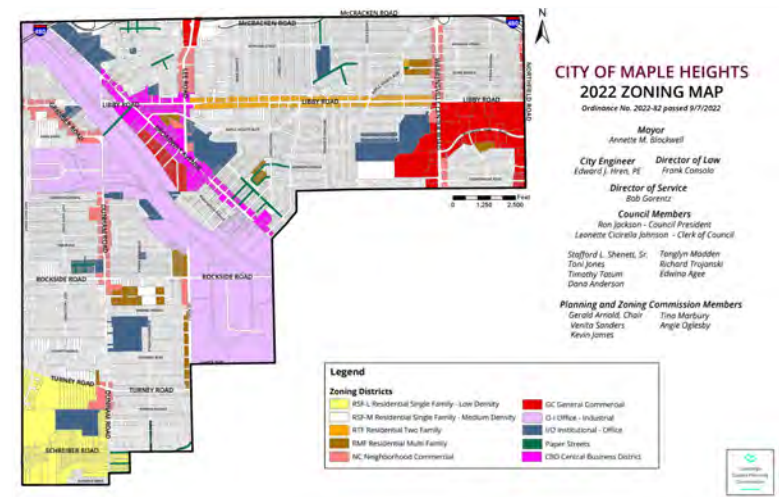


## 2022 MAPLE HEIGHTS ZONING CODE UPDATE

County Planning worked with the City of Maple Heights to review, prepare, and update the existing zoning map for both online and paper delivery. County Planning revised the City's zoning map by applying all zoning map-related ordinances after 2010, along with a multitude of edits and changes, which brought the map up to date. Lastly, an interactive zoning map was created for the City's website.

In addition to the zoning map changes, zoning inconsistencies within the commercial districts along Broadway Avenue were addressed. County Planning reviewed and updated the zoning for the Broadway Avenue Corridor and switched the district from an overlay district to a base zoning district.

The Maple Heights Zoning Code Amendment for the Broadway Central Business District was unanimously adopted by City Council on April 6, 2022. The Maple Heights Zoning Map Amendment (ordinance adopting rezoning of general commercial and neighborhood commercial zoning districts to the Broadway Central Business District) was unanimously adopted by City Council on September 7, 2022.



City of Maple Heights 2022 Zoning Map Update





## SECTION 2

# SOUTHGATE PROFILE

### KEY FINDINGS

- By 2028, almost 23% of the population is expected to be over the age of 65, an increase of 6% from 2020, while the number of people over the age of 15 is expected to decrease by 4%.
- The densest area within a ½ mile walkshed of the project area is located northwest of Southgate USA in Bedford Heights around the intersection of Northfield Road and Libby Road. This includes multiple apartment buildings like Stoneybrook Apartments, Southgate Gardens, and Sherwood Village Apartments.
- Southgate USA and the surrounding area is low density, allowing an opportunity to create more diverse housing and mixed-use amenities within the area.
- The highest share of consumer spending is allocated to shelter, more than three times the amount spent on health care (the second highest category). However, the spending index for health care is higher than it is for shelter.

### SOUTHGATE PROFILE

- Southgate Assets, pages 18-19
- Drive Times, pages 20-21
- Demographic Trends, pages 22-25
- Community Financial Trends, pages 26-29
- Comparative Shopping Center Trends, pages 30-31
- Building Characteristics, pages 32-35
- Ownership within Southgate, pages 36-37
- Branding & Identification, pages 38-39

## **SOUTHGATE ASSETS**

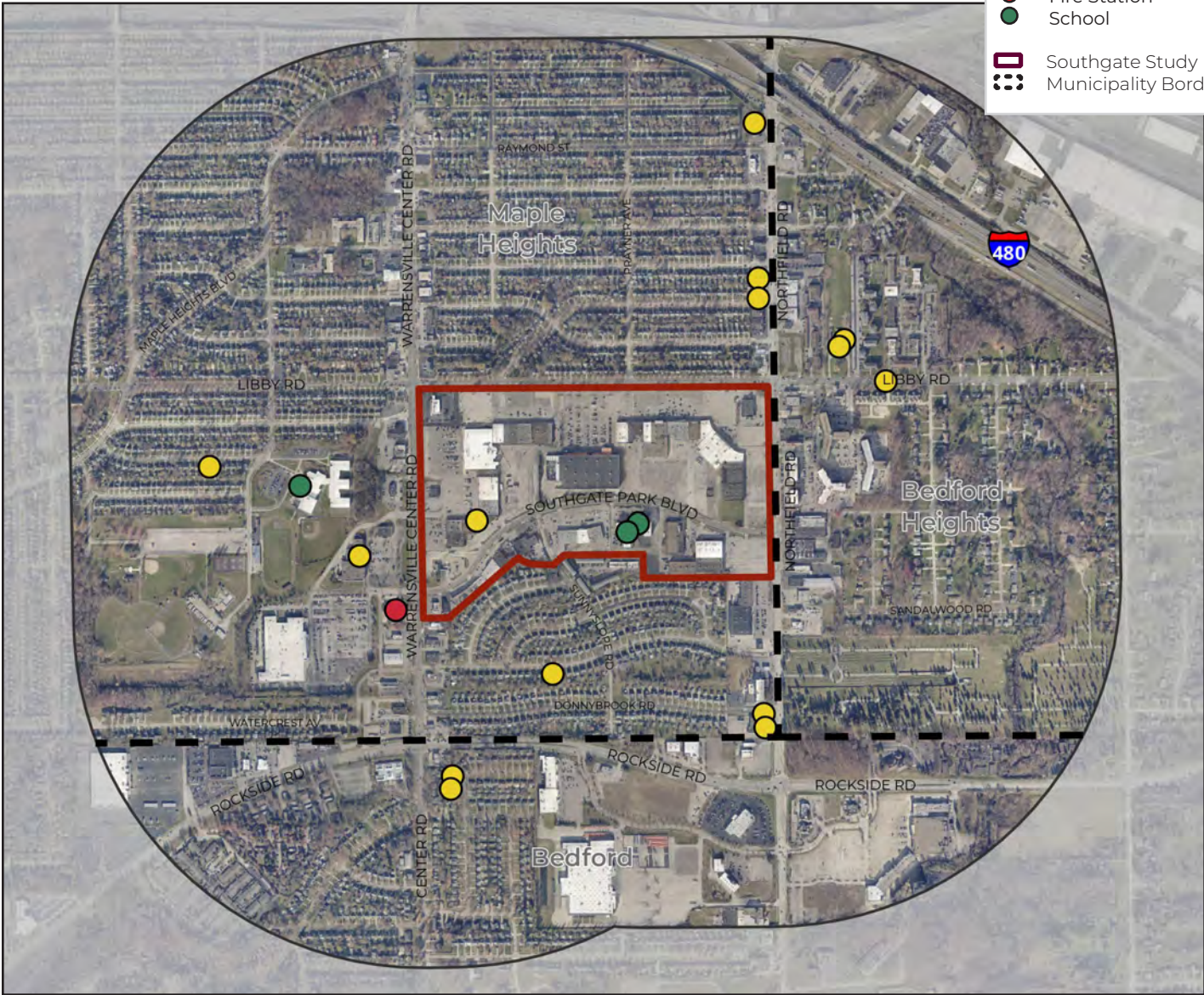
### **COMMUNITY LANDMARKS**

Community landmarks are points or areas of interest that help to define the community. These assets are usually buildings, spaces, or other key amenities that are easily identifiable to a place. In Maple Heights, these amenities include City Hall, the Police and Fire Stations, schools, parks, and homes.

Within Southgate USA's boundaries, these key community landmarks include the Maple Heights City School District Milkovich Middle School, the Ohio College Preparatory School, and I Can Schools – Maple Heights Campus. In addition to those community assets, there are approximately 14 childcare centers throughout the study area that help to identify the study area as a family-friendly location. Other key community assets in the study area include the Maple Heights Fire Station #1 and Stafford Park.



MAP 3 COMMUNITY FACILITIES



**LEGEND**

Community Facilities

- Child Care Services
- Fire Station
- School

Southgate Study Borders

Municipality Borders

## DRIVE TIME PATTERNS

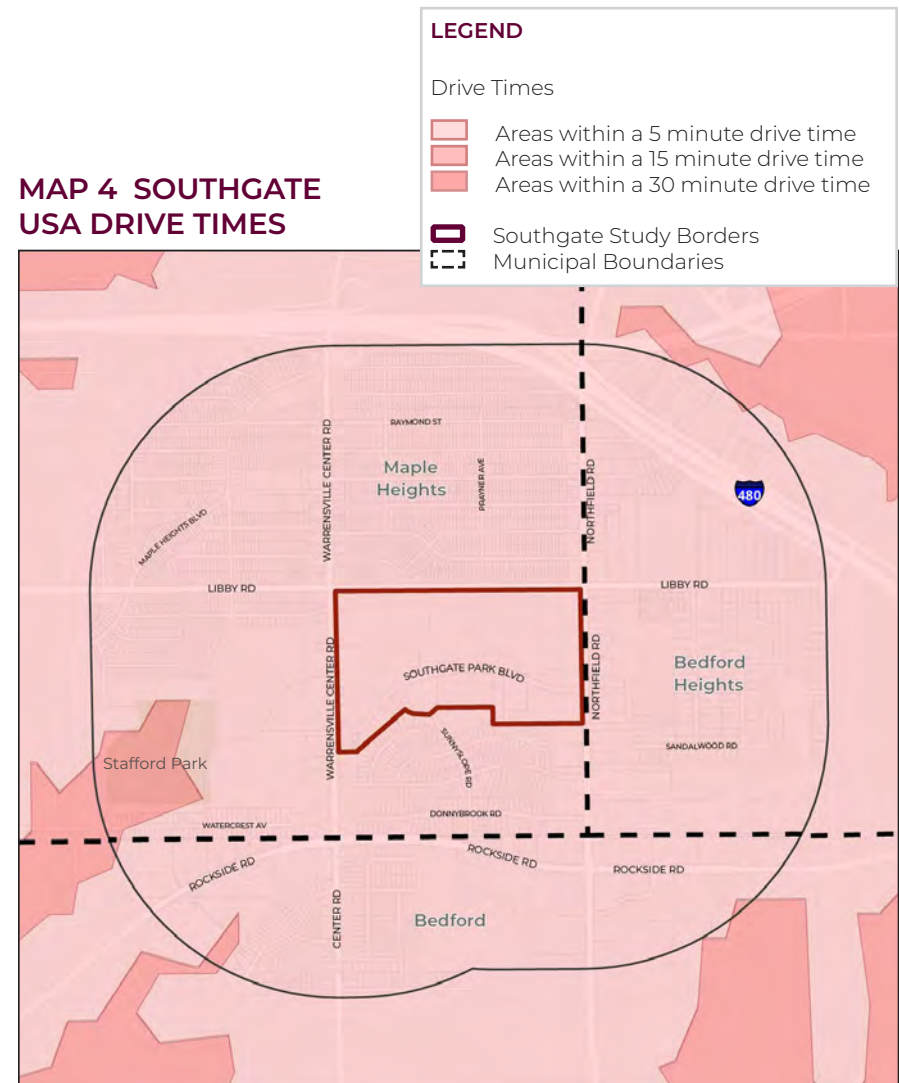
### 5-MINUTE, 15-MINUTE, AND 30-MINUTE DRIVE TIMES

Drive time patterns help to pinpoint where people are coming from and where they are going. These statistics can help to understand community spending, commuter trends, and help communities to identify necessary services that need to be updated based on drive time to get to community assets.

Drive time buffers of 5-minute, 15-minute, and 30-minute time intervals were used to compare the amount of time it took people to travel to and from Southgate USA from various locations in Cuyahoga County.

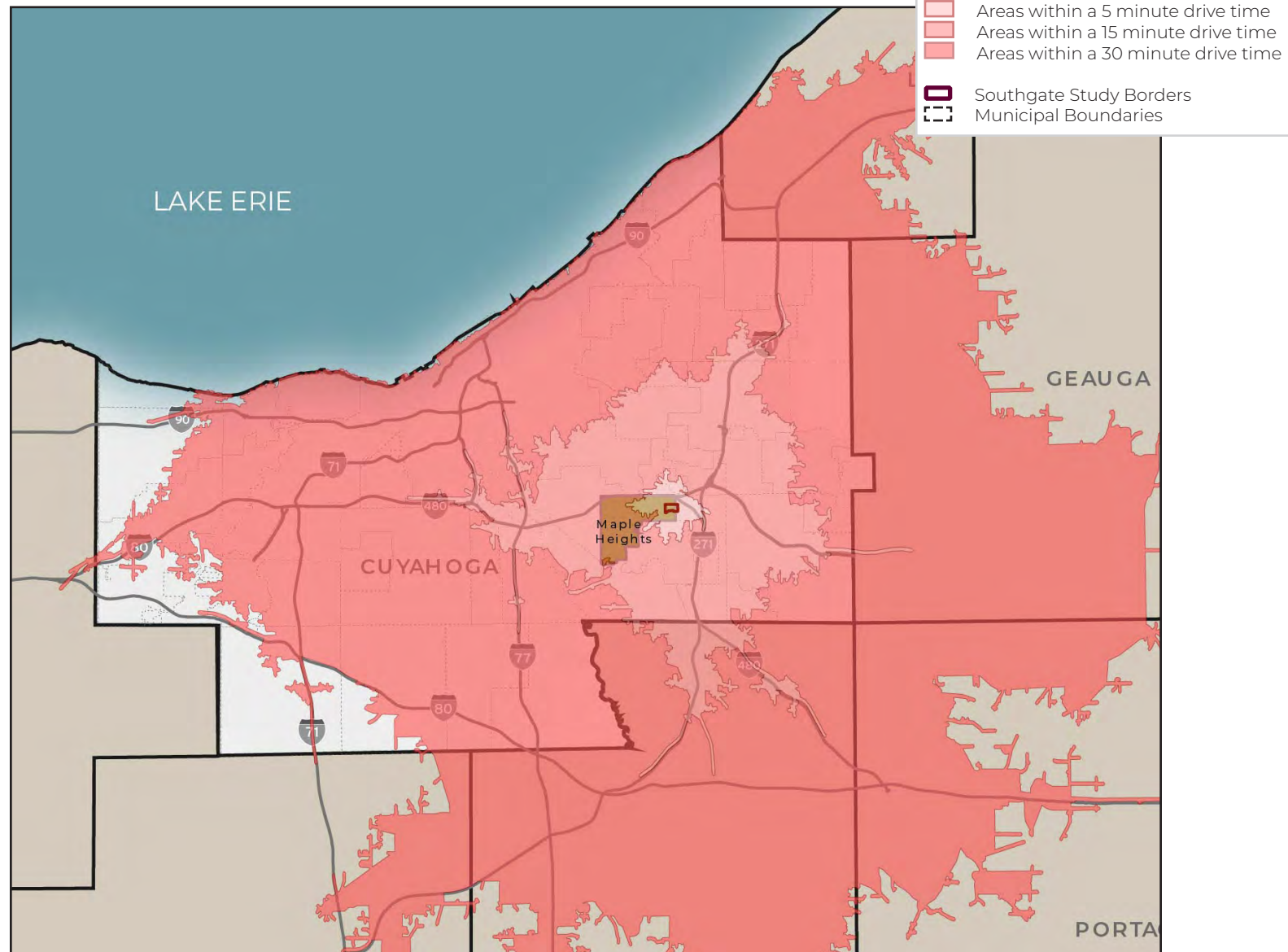
A half-mile buffer within the 5-minute drive time area, shown in light red color on Map 4, was used as the reference time indicator for the Southgate USA study area analysis. Five minutes from the center of the Southgate USA study area covers an area within the half-mile buffer of the study area and most of the surrounding areas relevant to the study.

**MAP 4 SOUTHGATE USA DRIVE TIMES**





**MAP 5 REGIONAL DRIVE TIMES**



## DEMOGRAPHIC TRENDS

### Total Population

According to the United States Census Bureau, in 2010, the total population for the Southgate USA study area was 13,966.

In 2020, the population has remained relatively stable, increasing modestly from 2010 to 2020, approximately 14,000 persons. The number of households has increased at a slightly higher pace.

### Number of Households

The total number of households in the study area in 2010 was 5,844. Similarly to the total population, the number of households had also reached its peak in 2020, at 6,009, an increase of 2.8%. The projected number of households is expected to increase to 6,004, an increase of 2.8% from 2023. Over this 18-year period, the total number of households is expected to increase by 2.7%, an increase of approximately 160 households.

### Median Age

The median age of those living in the study area is increasing steadily as well. Over the 18-year period, the median age is projected to increase from approximately 40 years old to 43 years old. The number of people in certain age groups is also changing. By 2028, almost 23% of the population is expected to be over the age of 65, an increase of 6% from 2020.

**MAP 6 TOTAL POPULATION  
WITHIN ½-MILE AREA**



Conversely, the number of people over the age of 15 is expected to decrease by 4% by the year 2028. These trends are consistent with national trends that the proportion of people aged 65 and older is increasing at a faster rate than those below that age.

Paying close attention to population changes, household changes, and age is relevant to understanding housing demand and market pressures. For the Southgate USA study area , the total population seems stable, but the number of households is increasing. Fewer people but more households indicate growth in smaller households and, potentially, more demand for smaller housing units suitable for seniors and smaller households.

TABLE 1 COMMUNITY DEMOGRAPHIC TRENDS

COMMUNITY DEMOGRAPHIC TRENDS FOR THE SOUTHGATE USA STUDY AREA (5 MINUTE DRIVE TIME)				
	2010	2020	2023	2028 (projection)
Total Population	13,966	14,090	14,035	13,866
Households	5,844	6,009	5,987	6,004
Median Age	39.7	39.9	42.4	43.1
% Population Age 15+	-	64.0%	63.4%	60.6%
% Population Age 65+	-	17.0%	19.8%	22.9%

## POPULATION DENSITY

### POPULATION DENSITY

Population density is a measure of the number of persons per square mile. When mapped, it can display how concentrated or scattered the population is within a certain area.

As shown on Map 6 on page 27, areas with single-family neighborhoods south of Southgate USA are shown to have a population density of less than 5,000 persons per square mile. The areas with a higher population density include a mix of single-family homes, multi-family homes, and apartment complexes located north of Southgate USA along Warrensville Center Road, Libby Road, and Northfield Road.

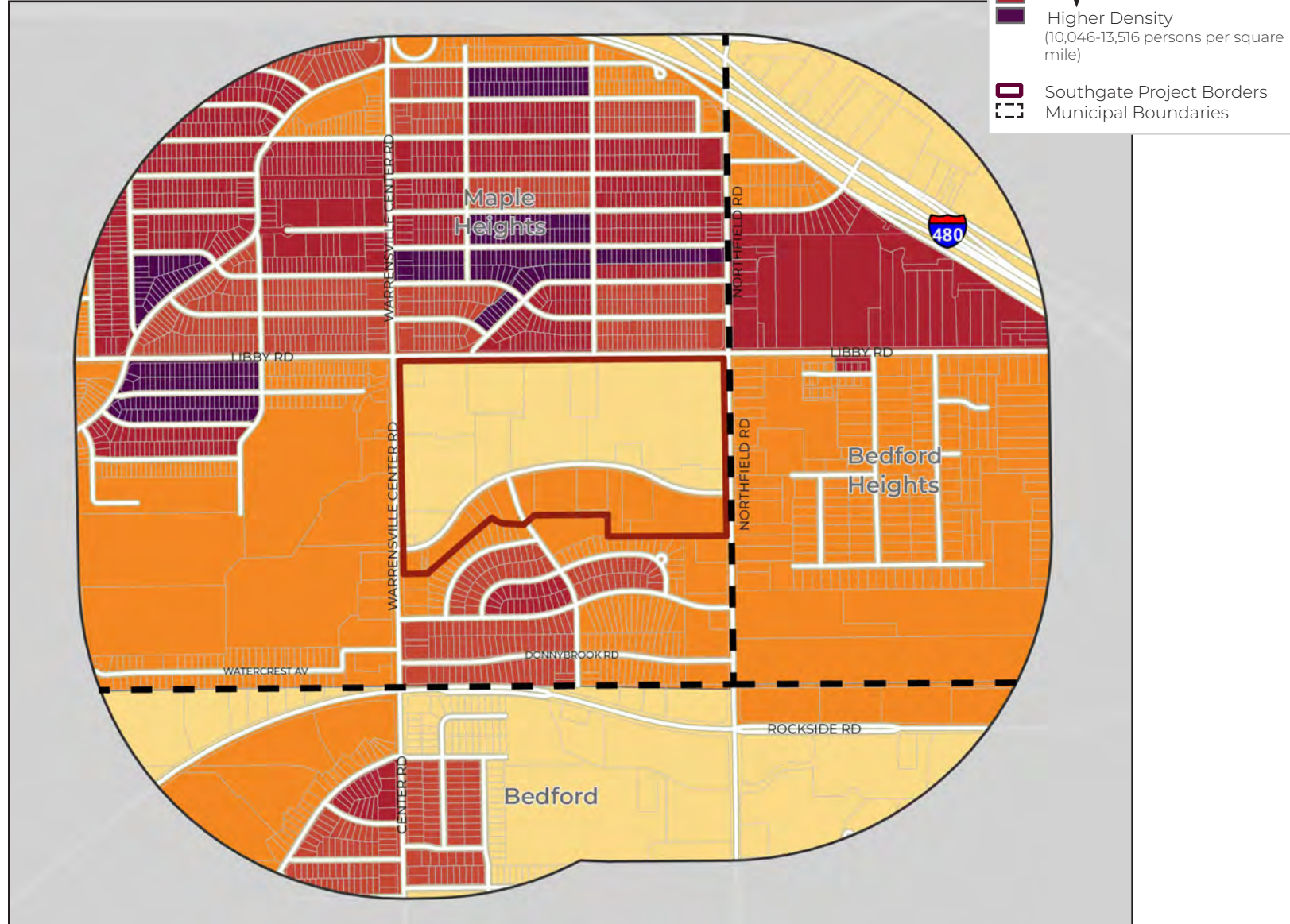
The densest area within a ½-mile walkshed of the study area is located northwest of Southgate US in Bedford Heights around the intersection of Northfield Road and Libby Road. This include multiple apartment buildings like Stoneybrook Apartments, Southgate Gardens, and Sherwood Village apartments.

Besides Southgate USA itself, the lowest density area within a ½-mile walkshed of the study area is located just west of Southgate USA along Warrensville Center Road. This area includes car-oriented businesses like the Liberty Ford Dealership and Clean Express Car Wash. This area also includes open space like Stafford Park and Stafford Stadium.

Southgate USA and the surrounding is low density, allowing an opportunity to create more diverse housing and mixed-use amenities within the area.



**MAP 7 POPULATION DENSITY WITHIN ½-MILE AREA**



## COMMUNITY FINANCIAL TRENDS

### HOUSEHOLDS & HOUSING UNITS

According to data obtained from the United States Census Bureau, as prepared by ESRI, the total number of housing units in the study area was at 6,603 in 2010. From then, the total number of housing units decreased steadily to 6,545 in 2020, and then 6,511 in 2023. The total number of housing units is expected to increase to 6,555 in 2028.

Similar to the total number of housing units, the percent of owner-occupied housing units was at its peak in 2010 with 54.8%. From then, the percentage decreased steadily to 46.8% in 2020, and then 45.1% in 2023. The percentage of owner-occupied units is expected to increase slightly to 45.8% by 2028, an increase of 0.7%.

Conversely, the percentage of renter-occupied housing units was at its lowest at 33.7% in 2010. From then, the percentage increased to 45% in 2020 (an increase of 11.3% from 2010). The percentage increased again in 2023 to approximately 47% (an increase of 2% from 2020). By 2028, the percentage is expected to decrease slightly to approximately 46%.

The percentage of vacant housing units was at its peak in 2010 at 11.5%. From then, the percentage decreased to 8.6% in 2020, and then to 8% in 2023.

Paying close attention to housing trends in the area is relevant to understanding supply and demand, median home prices, new construction, mortgage rates, and the overall economy. For

the Southgate USA study area, both housing prices and average household incomes are increasing. However, home prices are increasing at a higher rate.

From 2023 to 2028, the percentage of households earning less than \$35,000 is expected to decrease by approximately six percentage points. During that same time period, the percentage of households earning more than \$100,000 is expected to increase by approximately 4%. By 2028, the average household income is expected to increase by over \$5,000, an increase of 12.5% from the year 2023.

The projected number of housing units is expected to remain stable by 2028, an increase of .67% from 2023, with a projected percentage of both owner-occupied, and renter-occupied housing units expected to be stable by 2028. The median home value is expected to reach over \$96,000, an increase of 14% from the year 2023.

By 2028, the per capita income is expected to increase to \$30,415, an increase of 17% from 2023.



**TABLE 2 COMMUNITY FINANCIAL TRENDS**

COMMUNITY FINANCIAL TRENDS FOR THE SOUTHGATE USA PROJECT AREA (5-MINUTE DRIVE TIME)				
	2010	2020	2023	2028 (projection)
Housing Units				
Percent Owner-Occupied	54.8%	46.8%	45.1%	45.8%
Percent Renter-Occupied	33.7%	45.0%	46.9%	45.8%
Vacant Housing Units	11.5%	8.6%	8.0%	8.4%
Median Home Value	–	–	\$84,419	\$96,527
Per Capita Income	–	–	\$25,914	\$30,415
Average Household Income	–	–	\$46,991	\$52,873
Percent of Households earning <\$35,000	–	–	35.9%	30.0%
Percent of Households earning >\$100,000	–	–	13.2%	17.1%

## CONSUMER SPENDING

### SPENDING TRENDS IN SOUTHGATE STUDY AREA

Consumer spending data from ESRI shows the products and services consumers are buying in various categories. It is an estimate based on the latest Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics.

Table 3 on page 29 shows estimated spending by households in the Southgate USA study area. It includes total 2023 spending, the average spent per household, and a spending potential index, which compares the amount spent in that category locally to what is spent nationally. For example, an index of 100 reflects the average, while an index of 130 indicates that local consumers spend 30% more than the national average in that category.

There is no instance of households within the Southgate USA study area spending a greater amount in any one category than the national average. The highest share of consumer spending is allocated to Shelter, more than three times the amount spent on Health Care (the second highest category). However, the spending index for Health Care is higher than it is for Shelter.

Food purchases, both at Home and Away from Home, account for a significant portion of consumer spending, while lower shares of consumer spending are allocated towards Personal Care Products and Services and Vehicle Maintenance and Repairs.

**TABLE 3 CONSUMER SPENDING**

<b>CONSUMER SPENDING FOR THE SOUTHGATE USA STUDY AREA (5 MINUTE DRIVE TIME)</b>			
	<b>2023 Consumer Spending</b>	<b>Average Spent</b>	<b>Spending Potential Index</b>
Shelter	\$72,846,745	\$14,164.25	53
Health Care	\$23,005,197	\$4,473.11	58
Food at Home	\$21,375,128	\$4,156.16	57
Entertainment/Recreation	\$11,261,268	\$2,189.63	54
Food Away from Home	\$10,936,972	\$2,126.57	55
Household Furnishings & Equipment	\$8,951,064	\$1,740.44	55
Travel	\$7,958,856	\$1,547.51	51
Apparel & Services	\$7,010,355	\$1,363.09	57
Vehicle Maintenance & Repairs	\$4,321,540	\$840.28	57
Personal Care Products & Services	\$2,753,164	\$535.32	54

## COMPARATIVE SHOPPING CENTERS TRENDS

**FORTHCOMING**

**TABLE 4** COMPARATIVE SHOPPING CENTERS TRENDS

**FORTHCOMING**

## SOUTHGATE USA BUSINESSES AND OWNERSHIP BUSINESSES

### OWNERSHIP GROUPS AND TENANTS

A large majority of Southgate USA have been owned and operated by Southgate Center Associates LLC since 2013. Other site ownership groups include the Greater Cleveland Regional Transit Authority (GCRTA), City of Maple Heights, and other property owners that are local to the community,.

Within Southgate USA, there are approximately 105 tenant spaces that include national, regional, and local businesses and vendors. The largest businesses at the site include Home Depot, Key Bank, O'Reilly's Auto Parts, Family Dollar, Rent-A-Center, and Giant Eagle Supermarket. There are a number of businesses along Warrensville Center Road and Northfield Road that are included in the Southgate USA proper.

A majority of the Southgate USA tenants are comprised of small local businesses that provide a wide range of services that include retail, food service, automotive, and personal goods and services. Table 5 to the right show displays a listing of tenants and businesses at Southgate USA.

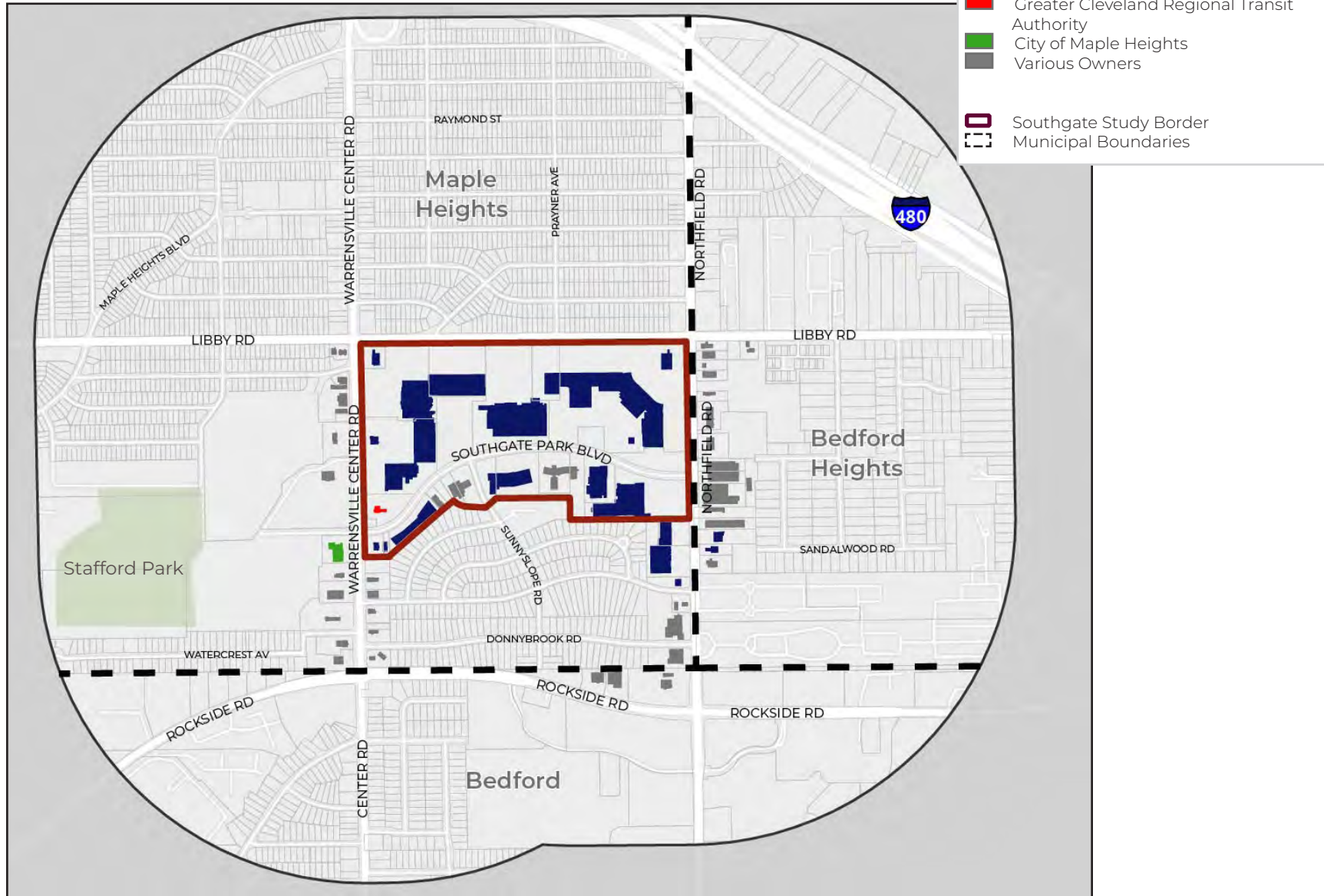
Near the intersection of Warrensville Center Road and Southgate Park Blvd is the Southgate Transit Center which is owned and operated by GCRTA. The transit center hosts six (6) bus lines for three (3) transit agencies that serve the southeastern communities of Cuyahoga County with limited service to Summit and Portage counties.

**TABLE 5 SOUTHGATE USA AREA TENANTS & BUSINESSES**

SOUTHGATE USA TENANTS AND BUSINESSES	
Skills 4 Success	Signature Health
North Coast Dental	The Lanes
Curtis Gibson Fashion	Fashion World
DNA Level C Boxing Club	Da Brothers Print Shop
Manic Vanity: Live Life Fresh	Ruby's Fashions
Bell Dame African Hair Braiding	Star Beauty Plus
Farm House Foods Fish Market	Southgate USA
S & J Scrubs & Accessories	Southgate Lock & Key
Know Excuses LLC	Home Depot
Styling Secrets	Giant Eagle Supermarket
Hasani Cosmetics	Fancy Nails & SPA
Divine Touch	Bold Wings
Matthew's Automotive	Sadie's Social Complex
Special Care Auto Glass.	Cuyahoga Beauty
Southgate Barber	Beauty Begins Hair Salon
Infinite Vizionz School of Beauty	Southgate Cleaners
SubCity	First Step Childcare



## MAP 8 OWNERSHIP WITHIN SOUTHGATE USA STUDY AREA



## BRANDING AND IDENTIFICATION

### EXISTING SIGNAGE AND WAYFINDING LOCATIONS

Branding and signage are important aspects to the development and vitality of a place. Consistent branding and signage defines and beautifies places, provides visitors with an enjoyable and memorable experience, and adds a level of predictability for users. Consistency in location, design, and content is key to creating an intuitive wayfinding system.

The existing branding and signage around Southgate USA has been the same for a number of decades. However, it can be improved and expanded to better convey the services and goods that the area can provide to residents and visitors.

The branding should remain true and original to the spirit of Southgate USA while the signage should be consistent with the City's branding to help define the area, and create a welcoming, refreshed, and new visual experience.

For many years, the Southgate area has been a commercial and economic driver in the City of Maple Heights. Today, the same holds true with over 30 small businesses and two large anchor tenants. As stated in the 2019 Master Plan, residents of Maple Heights would like to see Southgate USA and its surrounding areas become a vibrant and sustainable neighborhood center once again. Doing so first begins with its branding and identification.

The branding and character of a shopping center has a significant impact on the shopper by influencing their emotional feeling towards the place or the products they sell. Presently, there are over ten (10) Southgate USA signs serving as the primary gateway and entrance signs along major streets and at intersections throughout the Southgate study area. There are currently no wayfinding or directional signs throughout the Southgate USA shopping center.

In addition to Southgate USA's own branding, the shopping center is also served by the City of Maple Height's city branding. There is one (1) gateway sign located on the northwest side of the intersection of Libby Road and Northfield Road leading into the Southgate area.

Proactive efforts to address the identity and character of Southgate USA through community input and engagement can help reinvigorate it as the center for community activity.





Southgate USA, Maple Heights, Ohio, County Planning



Southgate USA, Maple Heights, Ohio, County Planning



Southgate USA, Maple Heights, Ohio, County Planning



Southgate USA, Maple Heights, Ohio, County Planning





## SECTION 3

# INFRASTRUCTURE & TRANSPORTATION

### KEY FINDINGS

- Libby Road, as it borders Southgate USA, has an Average Annual Daily Traffic (AADT) count of below 15,000 while also having four lanes of traffic. This is a mismatch between current traffic demand and roadway width, allowing for an opportunity to right size this section of roadway for pedestrian and vehicular safety.
- The Southgate transit center is a major transportation hub on Cleveland's East Side, featuring six bus routes and three different transit agencies. It is a major connection hub between GCRTA and greater Cleveland, and the surrounding metropolitan areas of Akron and Kent.
- Within the Southgate USA study area, only two out of 11 bus stops have bus shelters, not including Southgate Transit Center. Within a half mile of Southgate USA, only six total bus stops have shelters, out of 45 total bus stops.
- Despite Maple Heights having excellent sidewalk coverage, the Study Area does not have sidewalks on three sides, along Southgate Park Boulevard, Northfield Road, and Libby Road. This is a significant barrier to people trying to access Southgate USA as pedestrians.

### INFRASTRUCTURE & TRANSPORTATION

- Roadway & Traffic Stress, pages 42-45
- Public Transit, pages 46-47
- Permeable & Impervious Surfaces, pages 44-51



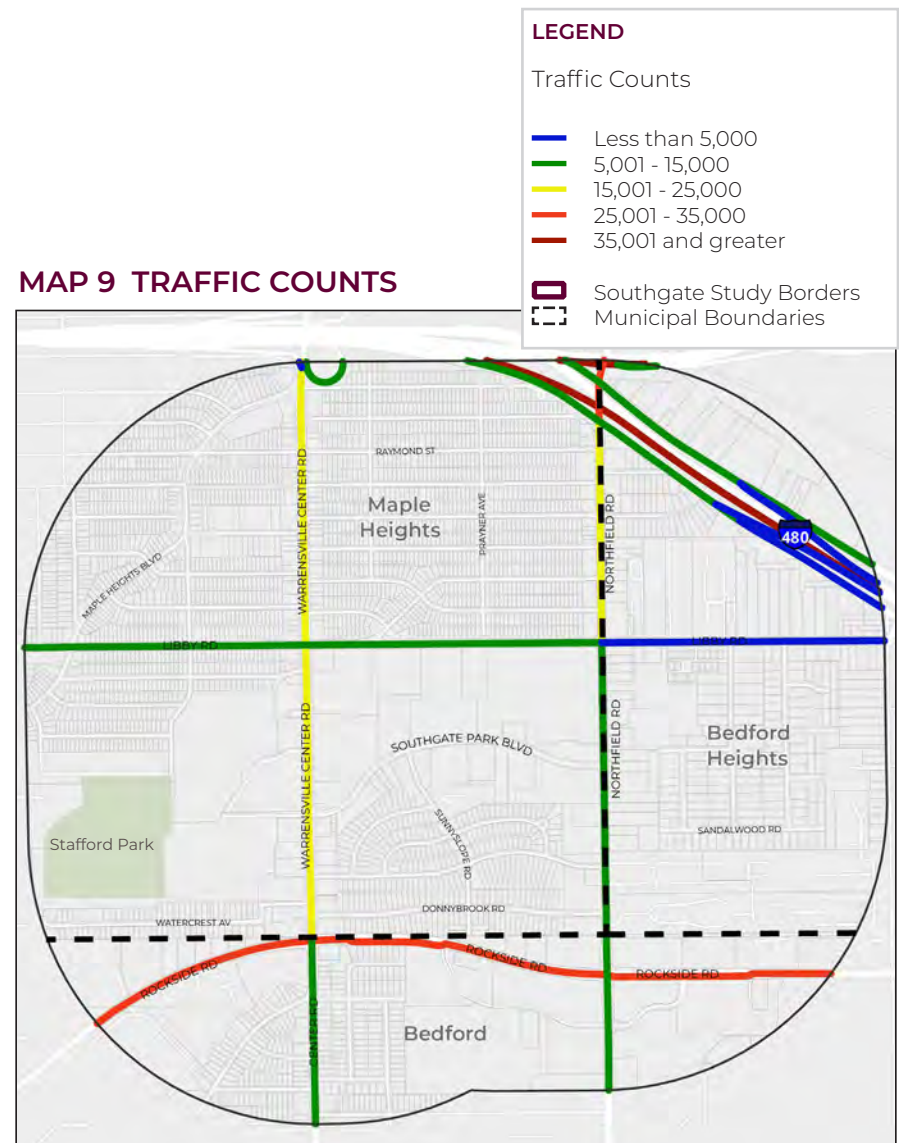
## ROADWAY AND TRAFFIC STRESS

### TRAFFIC COUNTS

Average Annual Daily Traffic (AADT) refers to the average count on a single day of motor vehicles in a specified area, such as roads or intersections, averaged over the course of a year. In general, wider roadways tend to have a higher AADT than narrower roadways; however, this is not always the case. Additionally, roadways with 4 lanes of traffic with an AADT below 15,000 are generally considered to be good candidates for road diets with additional intersection and signaling analyses. A road diet seeks to reconfigure, or 'right size' a portion of roadway within the existing right-of-way to improve roadway performance and support multi-modal or active transportation improvements. This could mean reducing the number of travel lanes to make space for parking or bike lanes.

There are several roads that fall below the 15,000 AADT threshold within the half mile area surrounding Southgate USA. Libby Road has a AADT in the 5,001-15,000 range west of Northfield Road where it borders Southgate USA and an AADT less than 5,000 east of Northfield Road when it runs through Bedford Heights. Warrensville Center Road has an AADT in the 5,001-15,000 range in Bedford south of Rockside Road, and Northfield Road has an AADT in the 5,000-15,000 range south of Libby Road. While all of these roads may not be suitable for roadway right-sizing, traffic counts indicate a road diet is feasible.

MAP 9 TRAFFIC COUNTS

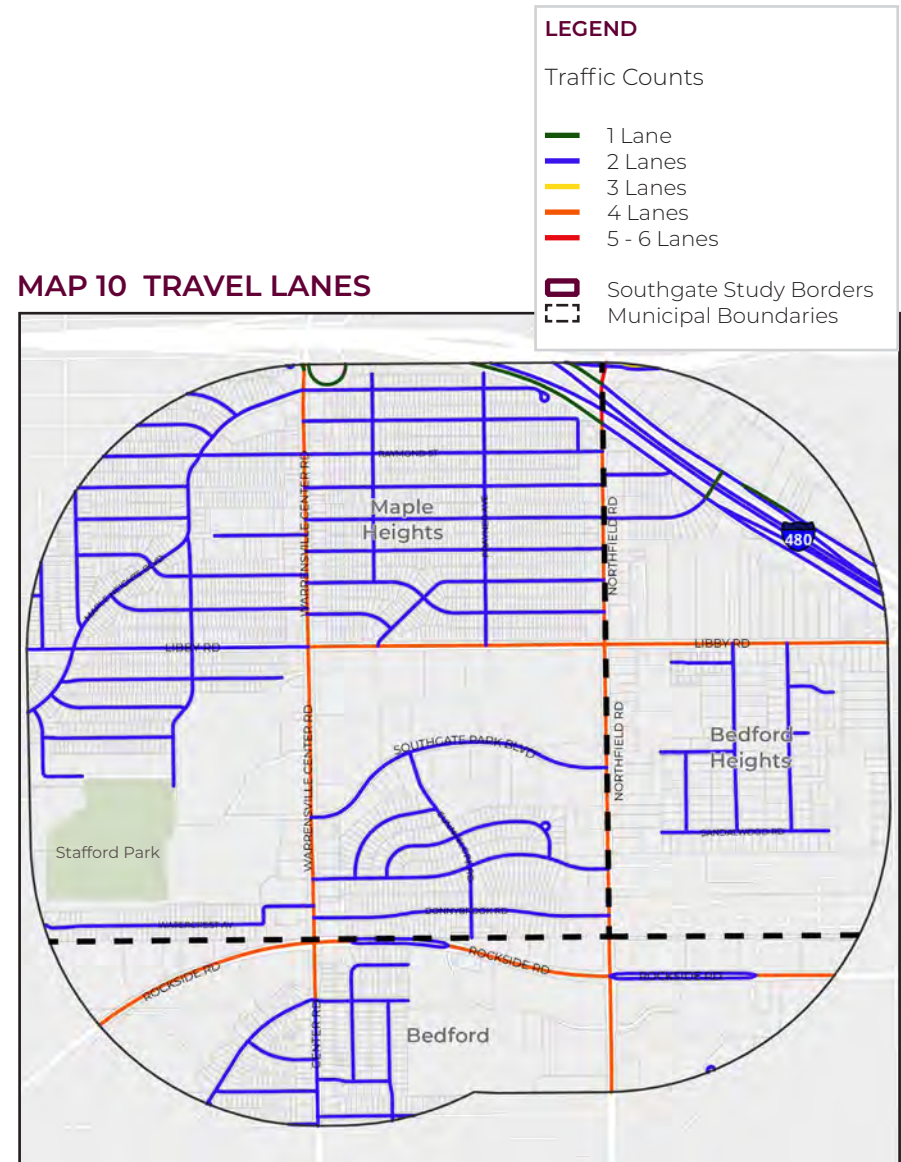


## TRAVEL LANES

The number of travel lanes, and subsequently pavement widths, can have a significant impact on the overall safety of roadways. According to the Federal Highway Administration (FHWA), four-lane roads have among the highest crash rates due to an increase in vehicle-to-vehicle conflict points compared to their 3 lane counterparts. According to the FHWA reducing 4 lane roads to 3, with a center turn lane can reduce crashes by 19-47 percent. Additionally, roads that have four or more travel lanes with an AADT below 15,000 are generally considered to be overbuilt for their current traffic volume. In general, when roads are overbuilt for their traffic volume, having too many travel lanes than required can create an environment conducive for speeding leading to more likelihood of vehicular, bicycle, and pedestrian crashes.

Within the half mile area surrounding Southgate USA there are several roads with a mismatch between traffic volumes and number of traffic lanes. Most significantly, Libby Road is primarily a residential street, with an AADT under 15,000 that is 4 lanes wide to the east of Warrensville Center Road. Significantly, Libby Road has a higher traffic volume west of Warrensville Center Road, which is 2 lanes wide. This presents a significant and dangerous barrier, especially for pedestrians trying to access Southgate from the residential areas north of Libby Road. Additionally, Northfield Road south of Libby Road is also four (4) lanes wide, with an AADT lower than 15,000. While potential redevelopment of Southgate may have an effect on future vehicular traffic patterns, currently these roads are overbuilt for their current traffic volume.

MAP 10 TRAVEL LANES



CRASHES

From 2020 – 2022 the half mile area around Southgate USA saw a total of 661 crashes across all modes of transportation. 67.8% (448) of these crashes resulted in property damage only (PDO) or no injury. An additional, 18.8% (124) resulted in Possible Injury, 10.7% (71) resulted in Visible Injury, and 2.7% (18) resulted in serious injury. There were zero fatal crashes over this same time period. There were six (6) bicycle or pedestrian crashes that resulted in a visible injury in the ½-mile study area. This may indicate how car dependent this particular area is.

Of the roads directly bordering Southgate USA, Libby Road saw the most crashes. As seen in Table 10, of the four street sections that directly border the Southgate USA study area, Libby Road not only saw the most crashes, but also was the only section that had crashes that resulted in serious injuries. In addition, one of these crashes that resulted in serious injuries was one of the six bicycle and pedestrian crashes in the ½-mile buffer. Libby Road’s high crash numbers may be due to its large amount of driveways of residential homes. Driveways introduce additional vehicle conflicts with through traffic, as drivers can pull out or back into the right of way at any given time.

Taking into account this section of Libby Road’s low traffic counts, four lanes of traffic, and amount and severity of crashes. Libby Road is a strong candidate for traffic calming and ‘right-sizing’ of the roadway through the use of a road diet.

FIGURE 1 CRASH SEVERITY WITHIN ½-MILE OF SOUTHGATE

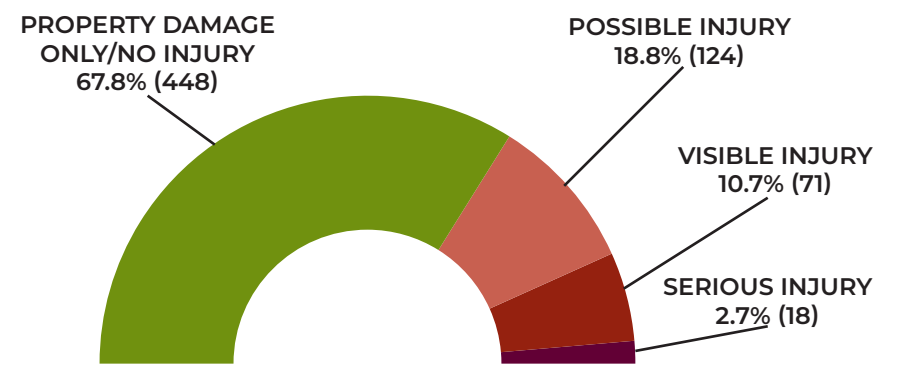


TABLE 6 CRASHES ON STREETS ADJACENT TO SOUTHGATE

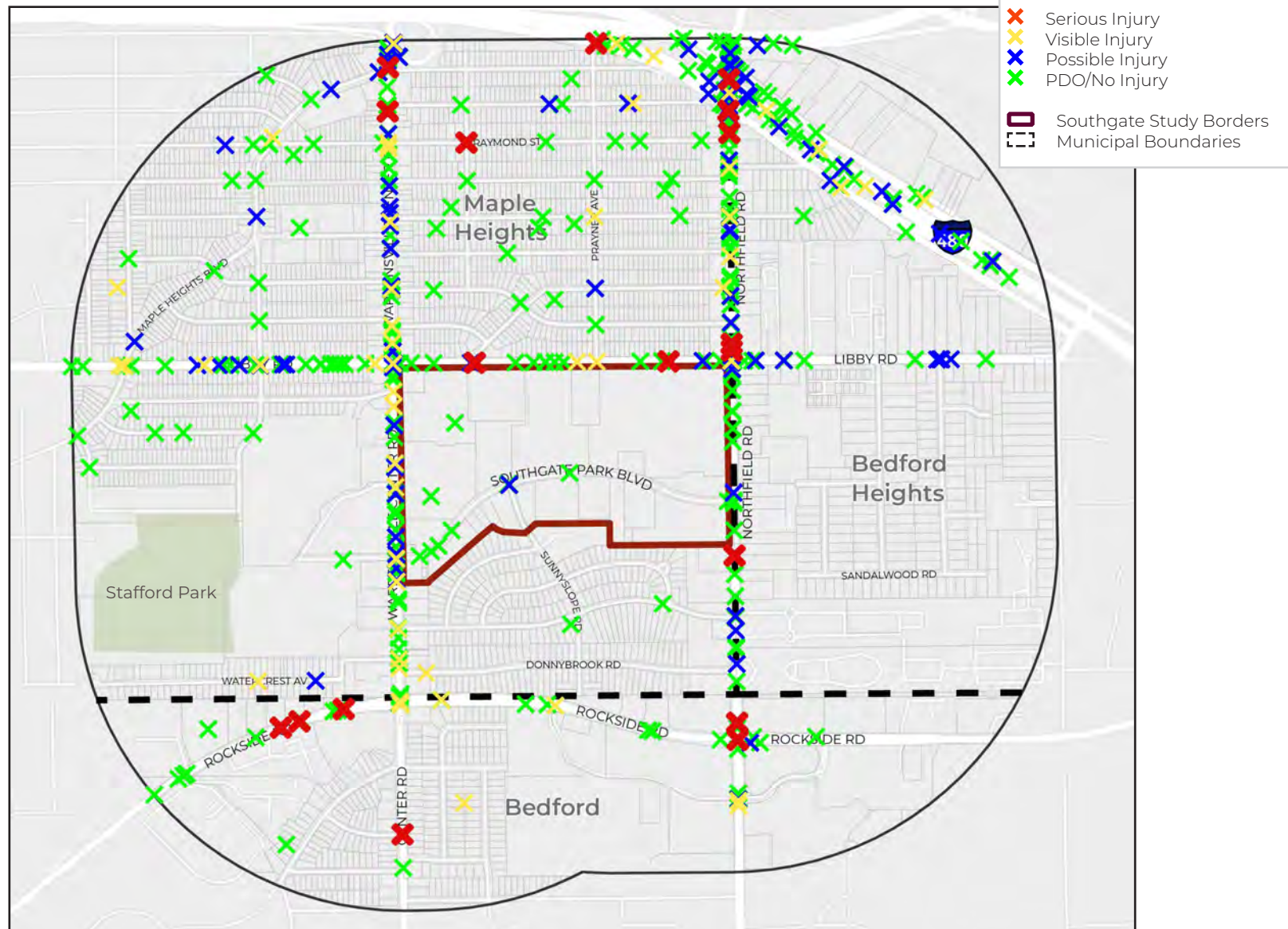
Street	PDO/No Injury	Possible Injury	Visible Injury	Serious Injury	Total Crashes
Libby Rd	46	12	6	2	66
Warrensville Center Rd	42	14	9	0	65
Northfield Rd	22	7	2	0	31
Southgate Park Blvd	18	4	3	0	25

\*crashes that occurred in intersections were counted for both cross streets.

- 6 Bike/ped crashes within ½-mile of Southgate
- 1 Bike/ped crash adjacent to Southgate on Libby Road which also resulted in Serious Injury
- 0 Fatal crashes within ½-mile of Southgate



## MAP 11 CRASHES



## PUBLIC TRANSIT

### SOUTHGATE TRANSIT CENTER

Southgate Transit Center is a major transit hub that hosts six (6) bus lines for three (3) different transit agencies. In addition to four (4) Greater Cleveland Regional Transit Authority (GCRTA) lines, it also serves lines from Akron Metro Regional Transit Authority (METRO) and Portage Area Regional Transit Authority (PARTA).

The Southgate Transit Center has direct service to downtown Cleveland via the 19A (Warrensville Center Road - Turney Road/ Broadway Avenue), and the 90 (Libby Road - Granger Road - I-90). The 41-41F and 40 provide connections north to east side suburbs along Warrensville Center Road, and Lee Road, respectively, with the 41 extending further southeast to Solon. Southgate's connections with METRO and PARTA also provide access to greater transit networks in Summit and Portage Counties.

Overall, the Southgate Transit Center is a key public transportation hub and asset for Southgate USA and Maple Heights as a whole.

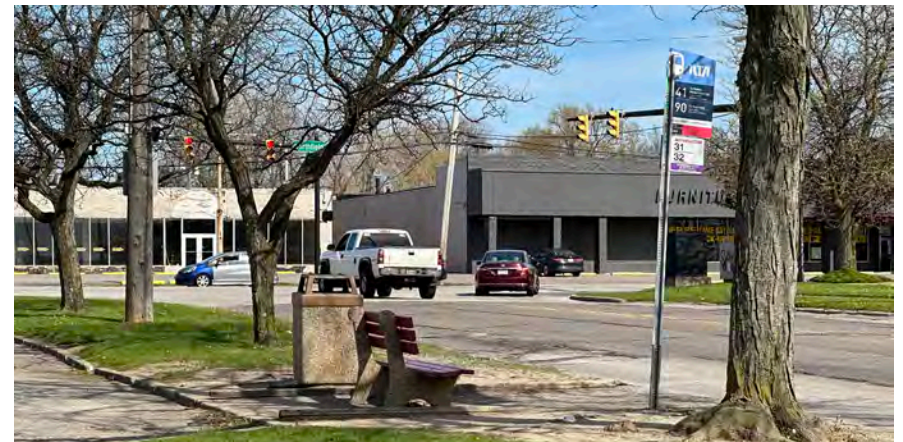


*Major Transit Agencies that employ the Southgate Transit Center in Maple Heights, Ohio*

### BUS STOPS AND SHELTERS

In addition to the Southgate Transit Center, there are 11 additional bus stops located within or adjacent to Southgate USA. However, only two (2) of these stops are sheltered. Within the greater half mile area surrounding Southgate USA, only six (6) bus stops currently have shelters.

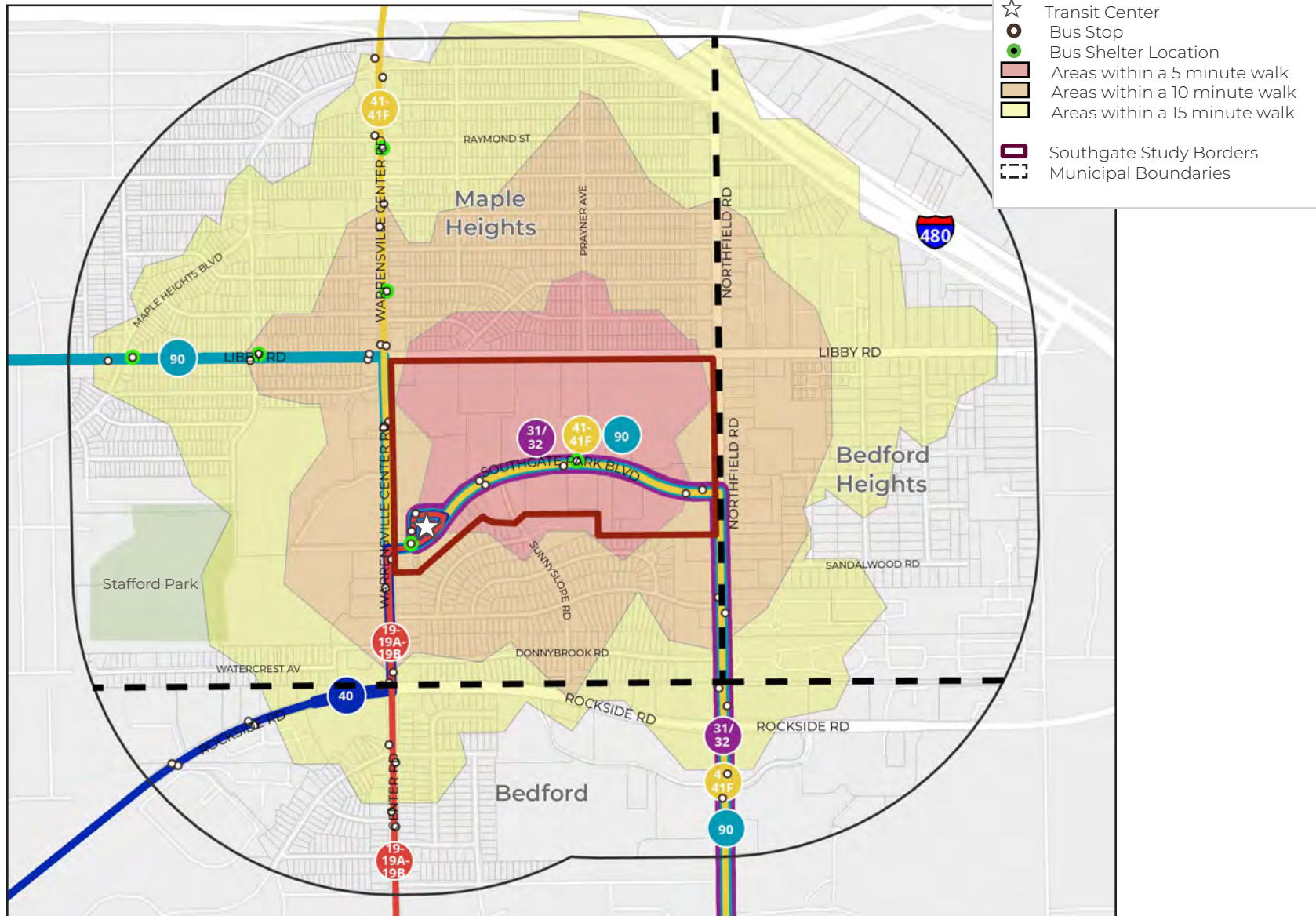
Bus shelters can provide weather protection, enhance comfort, display information, showcase community artwork, present advertising opportunities, and further promote the use of public transit.



*Bus Stop at Southgate Park Boulevard & Northfield Road, Maple Heights, Ohio, County Planning 2024*



## MAP 12 PUBLIC TRANSIT WITH WALKSHEDS



## PERMEABLE SURFACES

### LAND COVER

Land cover describes the types of physical materials on an area's surface. Land cover data was collected as part of the Cuyahoga County Urban Tree Canopy Assessment in 2017 and was grouped into ten (10) classes, which were then classified into three (3) permeable classes: Tree Canopy, Grass & Shrubs, and Bare Soil; and three (3) impervious classes: Buildings, Roads & Railroads, and Other Paved Surfaces.

Map 13 on the right displays the land cover within a half-mile radius Southgate. The Southgate study area is encompassed of mostly buildings and paved surfaces, with one small area of grass/shrub and minimal tree canopy coverage throughout. The areas directly east and southwest of Southgate, the multi-family area and the Meadowbrook Shopping Center in the City of Bedford have identical land cover, being comprised of mainly paved surfaces and buildings with very little greenspace.

Land cover and tree canopy display the amount and location of vegetation. These are critical for sustaining clean air and water. When an area's land cover is mostly buildings and hard surfaces, it can experience the urban heat island (UHI) effect. Buildings, roads, and other infrastructure absorb and re-emit the sun's heat faster than natural landscapes. The UHI effect can increase energy cost, air pollution levels, and heat related illnesses.

MAP 13 LAND COVER





## TREES AND TREE CANOPY

Trees play a crucial role in creating sustainable, livable, and resilient communities. They provide a wide range of environmental, social, economic, and health benefits that contribute to the overall well-being and quality of life for urban populations.

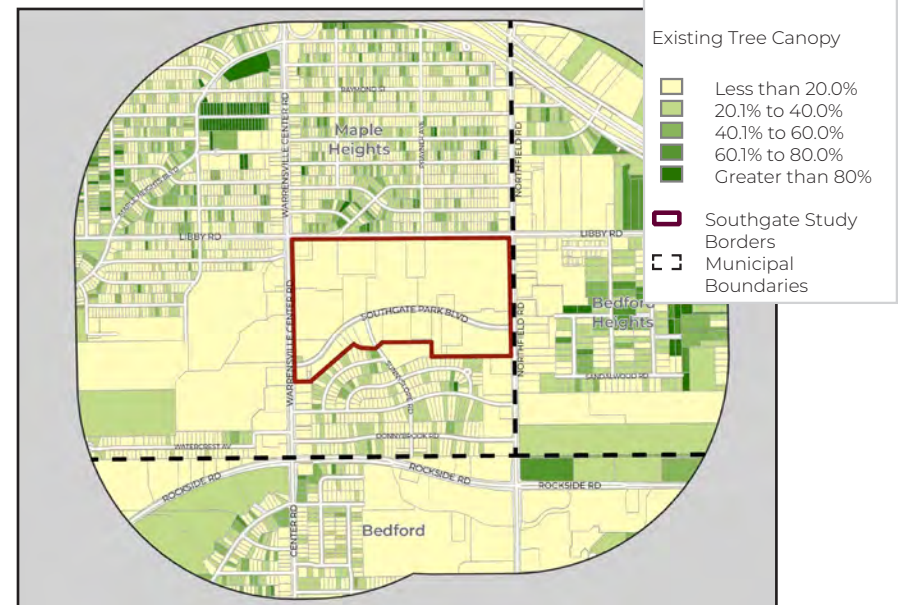
Map 14 displays the location of trees within a half-mile radius of Southgate. There is a significant number of trees located north of Southgate USA along Libby Road; however, along Northfield Road, Warrensville Center Road, and Southgate Boulevard, trees are sparingly located. There are also trees located sporadically throughout the shopping center itself. Similarly, looking at the existing tree canopy, as displayed in Map 15, helps to support the evidence for a lack of trees in the Southgate USA study area. In fact, the Southgate USA study area is less than 20 percent tree canopy. It is only in the residential areas to the north of Maple Heights or east into Bedford Heights that the existing tree canopy percentages significantly increases.

Integrating more trees into the Southgate USA study area helps to increase the tree canopy, and could not only enhance the aesthetic appeal and customer experience, but would also contribute to environmental sustainability, improved air quality, and overall community well-being.

**MAP 14 STREET TREES**



**MAP 15 EXISTING TREE CANOPY**



## IMPERVIOUS SURFACES

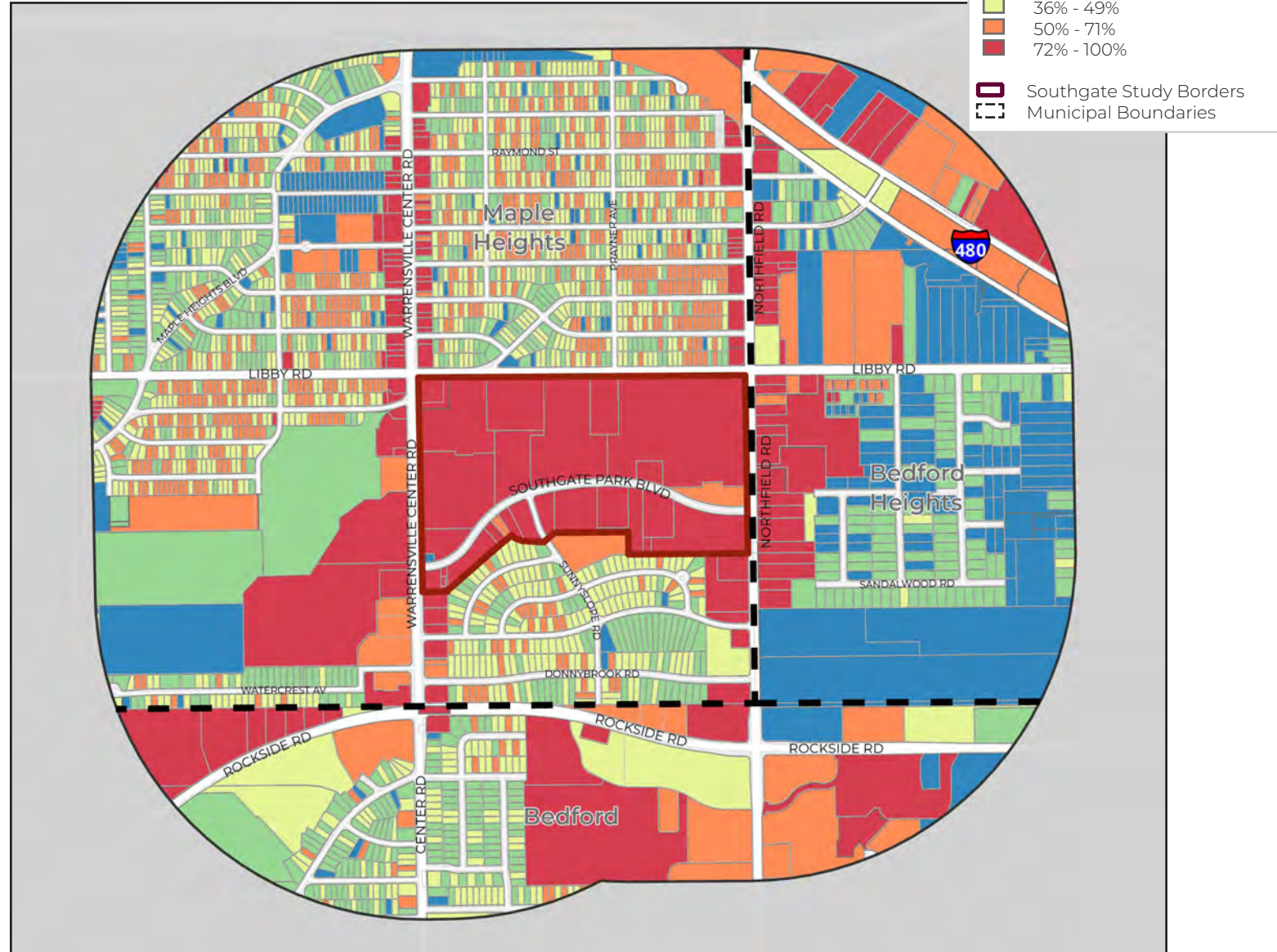
### IMPERVIOUSNESS

Map 16 on the right displays the land by the percentage of that is impervious within a half-mile radius of Southgate. Imperviousness displays the amount and location of hard surfaces, impeding the percolation of precipitation into the ground and groundwater systems. Impervious surfaces are mainly artificial structures like roads, sidewalks, driveways, and parking lots that do not allow stormwater to pass through.

The Southgate study area is almost entirely composed of impervious surfaces, with percentages in the highest possible range of 72%-100%. The areas directly east and southwest from Southgate also have high percentages of impervious surfaces. The City of Bedford Heights, located east of Southgate, has low percentages of impervious surfaces, ranging from 0%-35%.

High percentages of impervious surfaces can lead to many environmental issues including, water pollution, increased flooding, erosion, decreased air quality, and reduced groundwater recharge. By understanding and managing the amount of impervious surfaces within the Southgate study area, the City of Maple Heights can better address environmental and infrastructure challenges.

**MAP 16 IMPERVIOUSNESS**





## IMPERVIOUS SURFACES

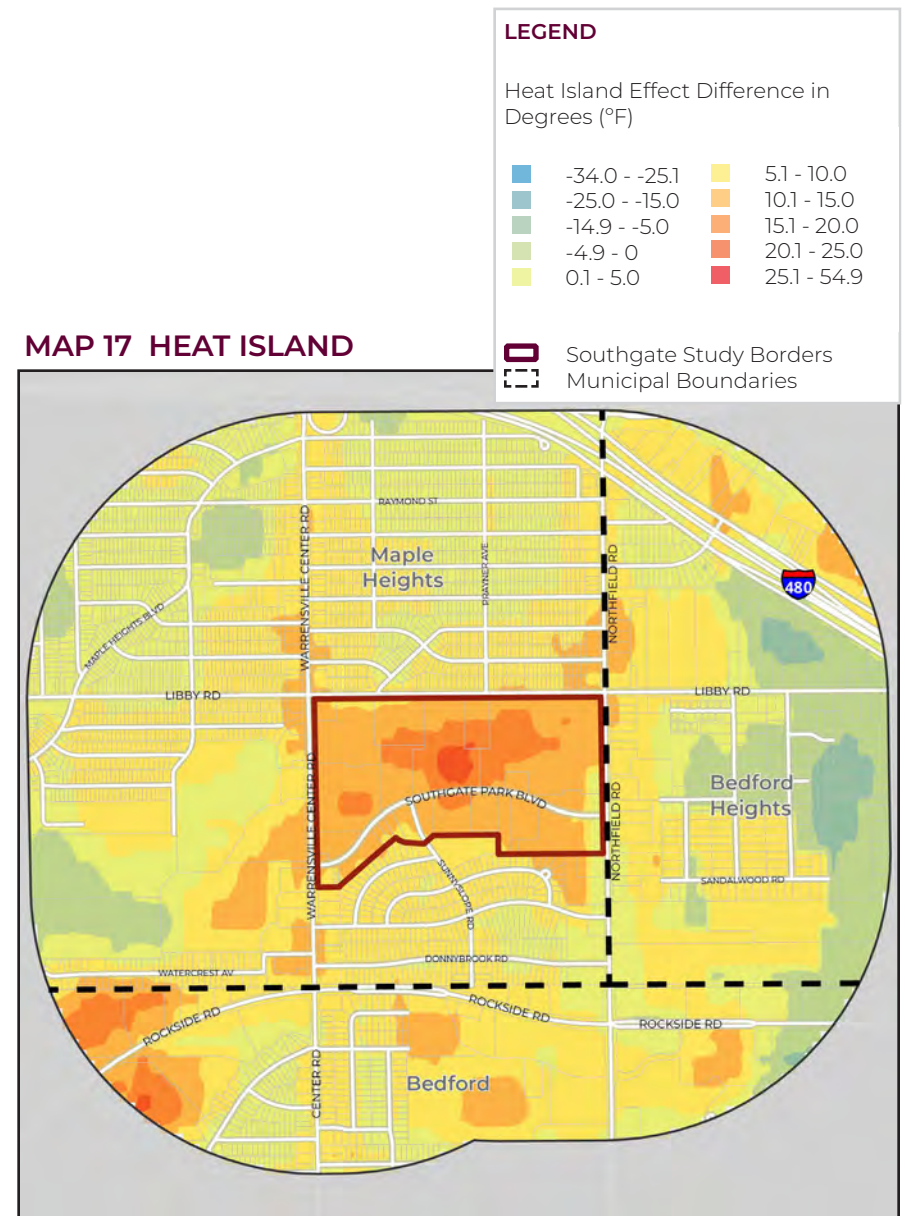
### HEAT ISLANDS

Map 17 displays the heat islands within a half-mile radius of Southgate. Heat islands refer to areas within a community or city that experience significantly higher temperatures compared to their surroundings. These elevated temperatures occur primarily due to activities and modifications to the natural environment.

Within the entirety of the Southgate study area it is significantly higher than its surroundings areas, with differences in temperature ranging from 10-25 degrees (°F) above the County average. Buildings, roads, and other infrastructure absorb and retain heat, which can raise local temperatures. The reduced vegetation can also be a contributing factor, the lack of trees and green space reduces shade and natural cooling. Lastly, heat from activities like transportation, industries, and energy consumption can release heat into the environment.

By implementing strategies and actions to combat the urban heat island effect, the City of Maple Heights can improve local climate resilience, enhance quality, and promote the health and well-being of its residents.

**MAP 17 HEAT ISLAND**



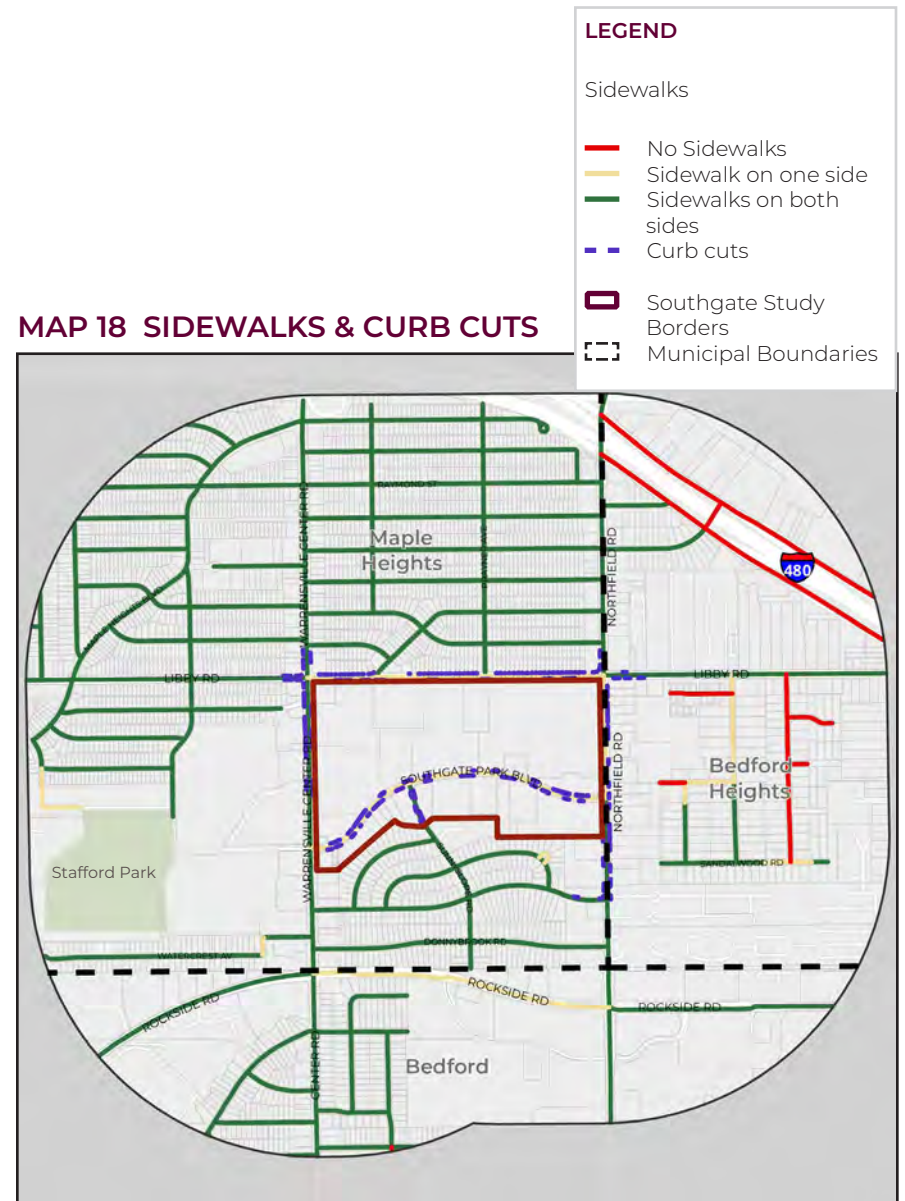
## SIDEWALKS

As an older, built-out, inner-ring suburb, Maple Heights has a very expansive sidewalk network. However, Southgate USA is an exception to this trend. Three of the four streets that surround Southgate USA – Southgate Park Boulevard, Northfield Road, and Libby Road – only have sidewalks on one side of the street. In all cases, this single sidewalk is located on the side of the street opposite the main block that makes up Southgate USA. This, in addition to the large parking lots, severely restricts pedestrians from accessing Southgate USA without a car, as well as restricts pedestrian through traffic along these roads. In addition, the interior sidewalk network of Southgate USA is restricted to walkways up against the buildings, essentially creating an island in a sea of asphalt, that can only be accessed by a car.

## CURB CUTS

Similarly, curb cuts, concrete or asphalt ramp that is depressed from the sidewalk to the street, provide access to businesses for vehicles, but also create points of conflict for motorists, cyclists, and pedestrians, which can cause crashes and hinder traffic flow. On the four primary streets that surround Southgate, there are a total of 148 curb cuts. Of note, 46 of these are driveways to residential dwellings on Libby Road – which saw the highest number of crashes of the four peripheral streets. Additionally, 49 curb cuts are within the Southgate USA Study area itself. While some of these are necessary to allow for car and truck traffic, reducing the total number of curb cuts can provide for a safer district overall.

MAP 18 SIDEWALKS & CURB CUTS



## IMPERVIOUS SURFACES

### PARKING SPACES AND VISITORS

Within the Southgate USA study area, there are an estimated total of 3,363 estimated parking spaces. The majority of which line the periphery of the study area along Warrensville Center, Libby, and Northfield Roads.

Utilizing StreetLight data\*, estimations for the number of vehicle trips that ended within the study area for different days of the week and at different times within the day from January 1, 2022 through December 31, 2022 were calculated. As can be seen in Table 11, Fridays from 10am - 3 pm have the most trips that ended within the Southgate USA study area, with an average of 2,377 vehicles trips. Assuming every vehicle that terminates within the Southgate USA study area takes up one (1) parking spot, there would still be 986 unused empty parking spaces within the study area.

### PARKING ZONING

The off-street parking requirements in Maple Heights are outlined in the Zoning Code. Many communities, including Maple Heights, commonly require more parking than necessary without providing additional mechanisms to limit the size and impacts of parking lots. Maple Heights specifically lacks allowances for parking reductions near public transit stops, street parking, or other public parking. In addition, other strategies such as instituting parking maximums to prevent parking lots becoming too large, bicycle parking, and electric vehicle charging stations are not addressed.

**3,363** Estimated parking spaces within the Southgate USA Study Area

**TABLE 7 AVERAGE ESTIMATED DAILY TRAFFIC ACTIVITY TO SOUTHGATE USA STUDY AREA BY TIME OF DAY, 2022**

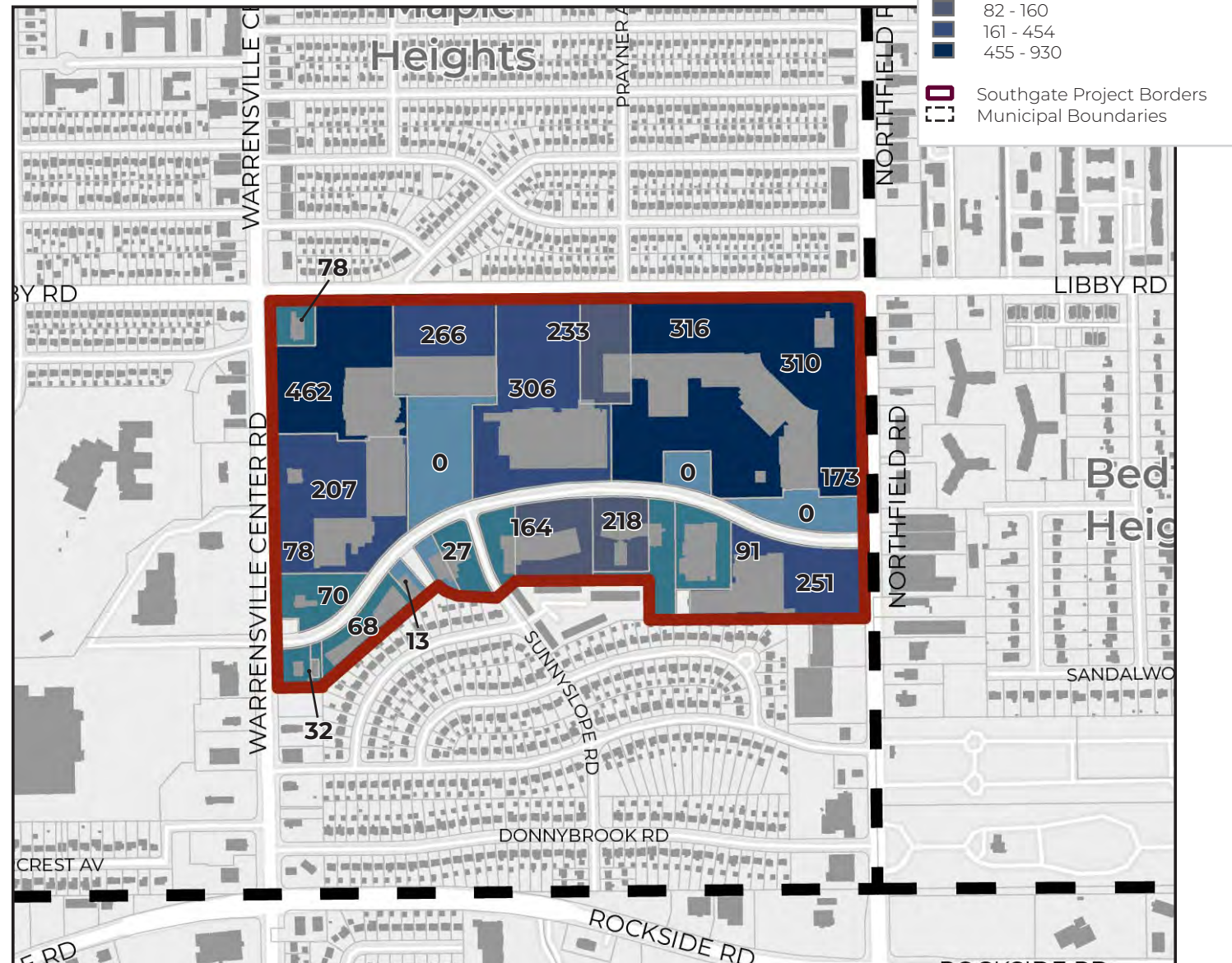
Time	Monday-Thursday	Friday	Saturday-Sunday
12am-6am	73	77	89
6am-10am	609	589	482
10am-3pm	1,995	2,377	2,299
3pm-7pm	1,730	2,133	1,554
7pm-12am	470	769	454
<b>TOTAL</b>	<b>4,877</b>	<b>5,945</b>	<b>4,879</b>

Data Source: Streetlight, 2022

*\*StreetLight Data provides a suite of transportation analysis tools utilizing GPS, smart phone locations, and other contextual data. For this document, StreetLight analyses were used to estimate how many vehicle trips terminated within the Southgate USA study area at different times of day and on different days of the week. The above numbers are for 'All Vehicles' including personal vehicles, commercial trucks, and buses. For more information please visit: [www.streetlightdata.com](http://www.streetlightdata.com).*



**MAP 19 ESTIMATED PARKING SPACES BY PARCEL**







## SECTION 4

# BUSINESS & ECONOMIC DEVELOPMENT

### KEY FINDINGS

- The highest concentration of Retail sector jobs is located at Southgate USA.
- The highest and only concentration of Administration & Support, Waste Management & Remediation jobs within the project area are located directly north of Southgate USA.
- The highest concentration of Accommodation & Food Services jobs is located in and directly south of Southgate USA along Warrensville Center Road, Southgate Park Boulevard, and Sunnyslope Road. This area includes many fast-food restaurants including Rally's, Mr. Chicken, Popeye's Louisiana Kitchen, KFC, and Pizza Hut.

### BUSINESS & ECONOMIC DEVELOPMENT

- Employment Density & Sectors, pages 58-63
- Property Value & Investment Trends, page 64-67

## EMPLOYMENT DENSITY & SECTORS

### EMPLOYMENT CONCENTRATION

Employment concentration is a measurement of the number of jobs in an area.

Map 20 shows that there is a high concentration of jobs within the Southgate USA study area, with two less dense jobs concentration clusters in nearby Bedford Heights and to the north of Southgate.

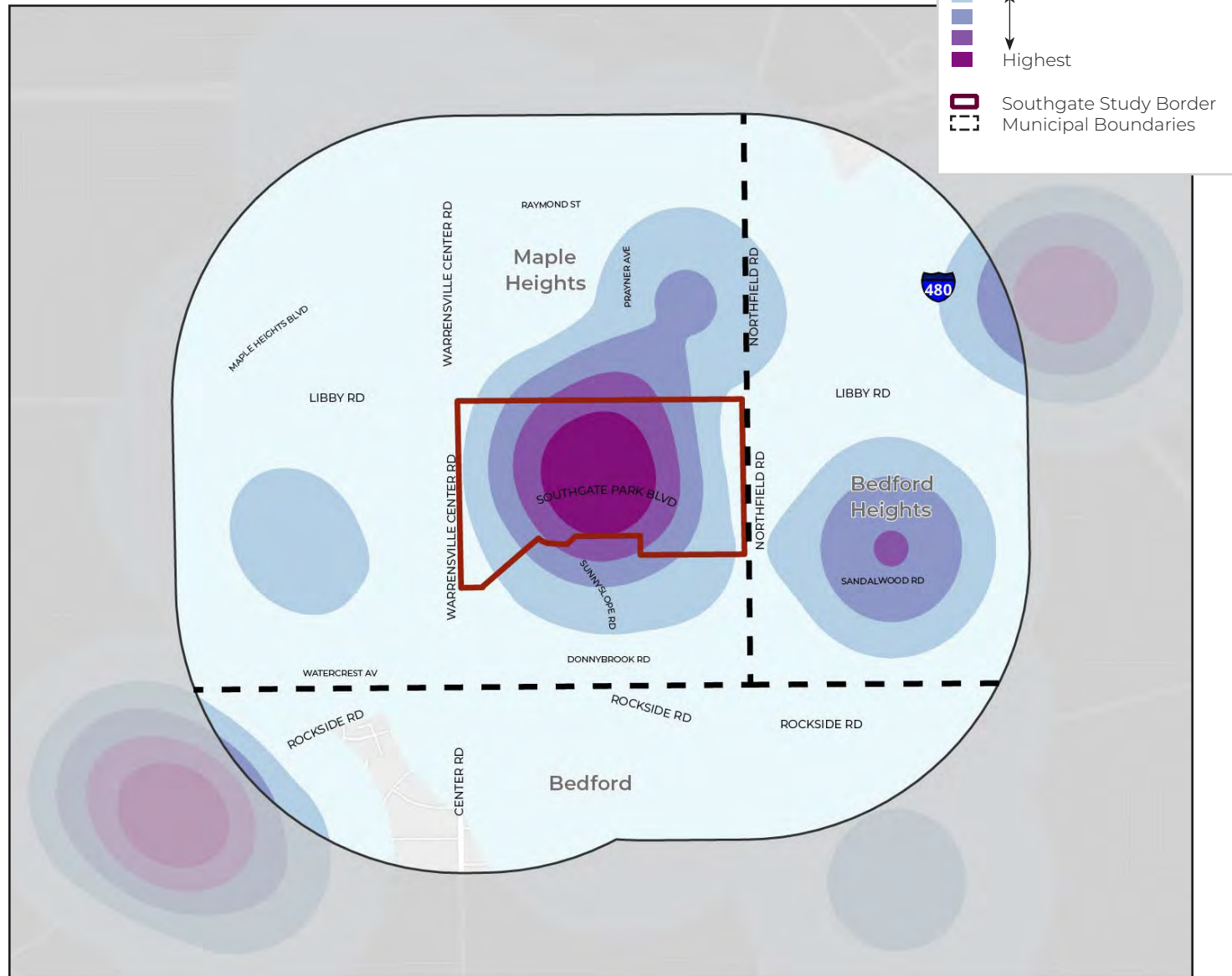
The Southgate Transit Center is a major transit hub that provides a reliable transportation alternative for workers getting to the jobs within the Southgate study area from the County’s southeastern communities.

The major jobs sectors within a half-mile of Southgate includes the Retail Trade, Healthcare and Social Assistance, Administration and Support, Waste Management & Remediation, and Accommodation & Food Service. These job sectors were selected based on existing concentrations and future economic growth based on potential redevelopment plans for Southgate USA.

TABLE 8 EMPLOYED POPULATION BY INDUSTRY

2023 EMPLOYED POPULATION AGE 16+ BY INDUSTRY (5-Minute Drive Time)	
	Percentage
Services	41.7%
Manufacturing	14.6%
Retail Trade	14.4%
Transportation/Utilities	9.5%
Finance/Insurance/Real Estate	7.8%
Construction	4.9%
Public Administration	3.4%
Information	1.8%
Wholesale Trade	1.6%
Agriculture/Mining	0.2%

**MAP 20 JOB CONCENTRATION**



## EMPLOYMENT SECTORS

### Retail Trade

Map 21 displays where the concentration of retail jobs are located. Examples of retail occupations include cashiers, sales associates, store managers, and customer service representatives.

- The highest concentration of retail jobs is located at Southgate USA.
- A small concentration of retail jobs is located west of the area along Warrensville Center Road where the Liberty Ford Dealership and other car-oriented businesses are located.

### Healthcare and Social Assistance

Map 22 displays where the concentration of healthcare and social assistance jobs are located. The industries in this sector include physicians' offices, hospitals, medical laboratories, nursing homes, and youth and family service centers.

- The highest concentration of jobs is located directly east of the study area in Bedford Heights. Two home health care services are located in this area, they are Tender Hearts Residential Services and Sympathy Home Health Care.
- A small concentration of jobs is also located at Southgate USA and directly south along Sunnyslope Road where Octapharma Plasma, Med-Cert Training Center, and Alpine House of Maple Heights are located.

### Administration & Support, Waste Management & Remediation

Map 23 displays where the concentration of administration and support, waste management, and remediation sector jobs are located. Activities performed include office administration, hiring, clerical services, security and surveillance, cleaning, and waste disposal services.

- The highest and only concentration of these jobs within the study area are located directly north of Southgate USA. This area includes Available Tax Services Inc., a tax preparation and service agency, as well as Safe Staffing of Ohio, an employment agency.

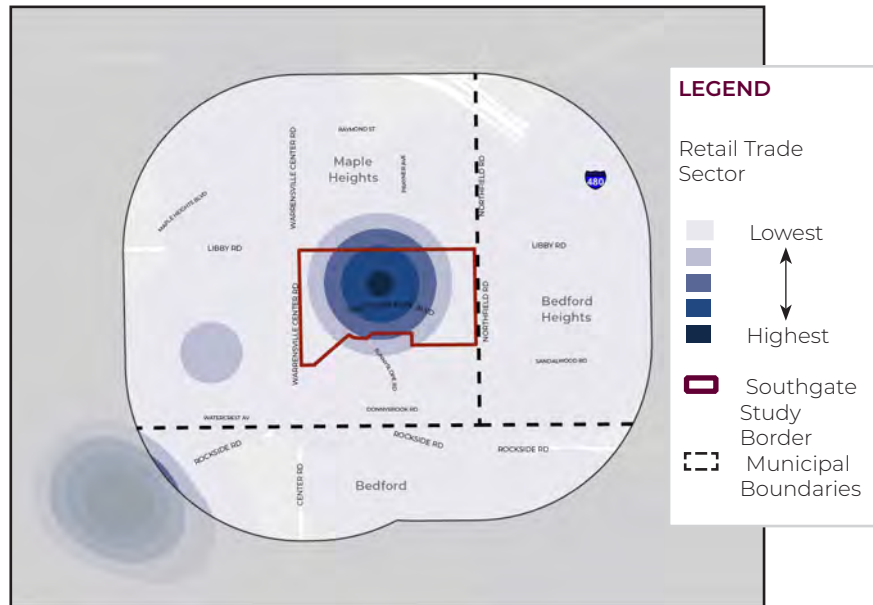
### Accommodation & Food Services

Map 24 displays where the concentration of accommodation and food service industry occupations are located. The accommodation and food services sector comprises establishments providing customers with lodging and/or preparing meals, snacks, and beverages for immediate consumption.

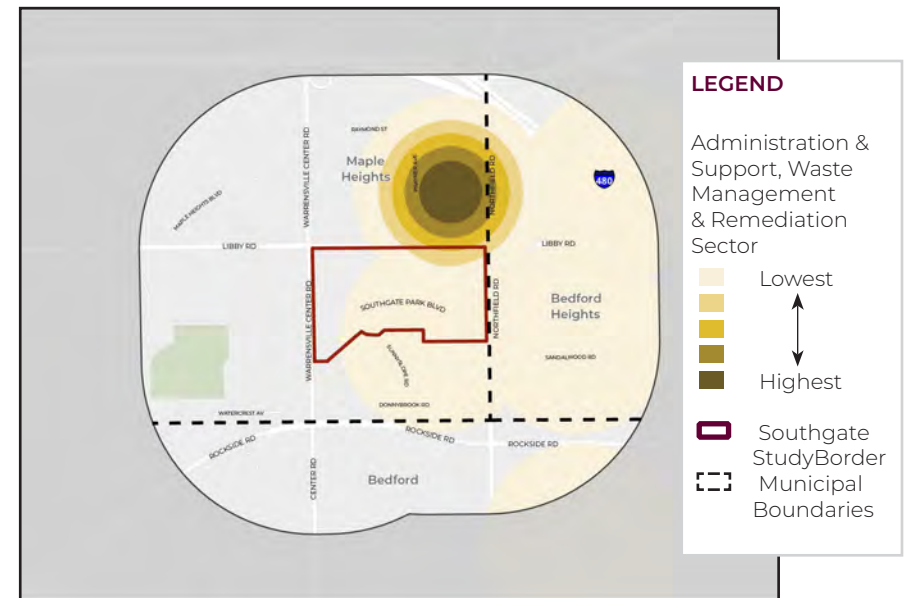
- The highest concentration of jobs is located in and directly south of Southgate USA along Warrensville Center Road, Southgate Park Boulevard, and Sunnyslope Road. This area includes many fast-food restaurants including Rally's, Mr. Chicken, Popeye's Louisiana Kitchen, KFC, and Pizza Hut.
- A small concentration of jobs is located east in Bedford Heights, and north along Northfield Road. These two areas also include many fast-food restaurants and fast casual restaurants like Arby's, IHOP, Rascal House, and McDonald's.



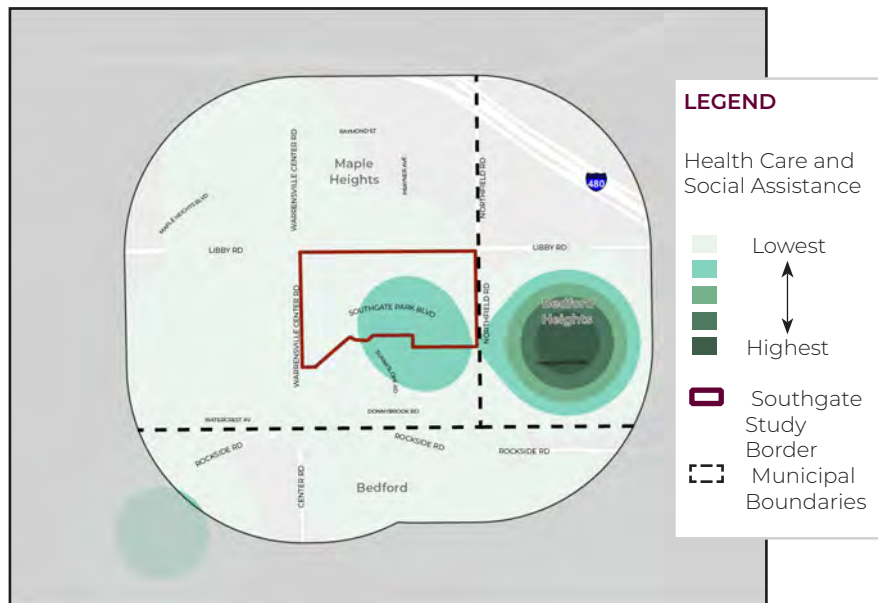
MAP 21 RETAIL TRADE



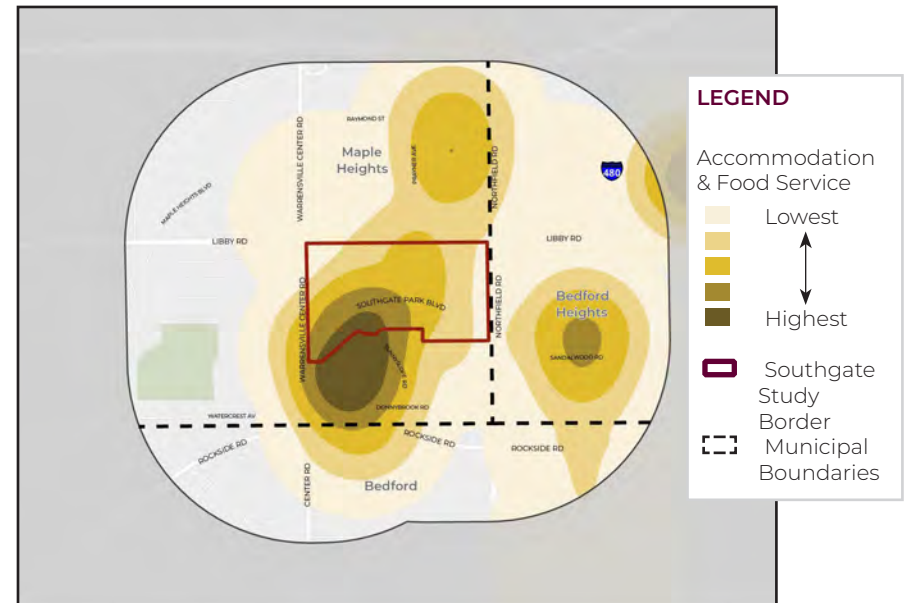
MAP 23 ADMINISTRATION & SUPPORT, WM&R



MAP 22 HEALTH CARE AND SOCIAL ASSISTANCE



MAP 24 ACCOMMODATION & FOOD SERVICE



## PROPERTY VALUE & INVESTMENT TRENDS

### GROSS PROPERTY VALUATION

A property valuation is an assessment of a property based on location, property condition, and other factors such as price per square foot.

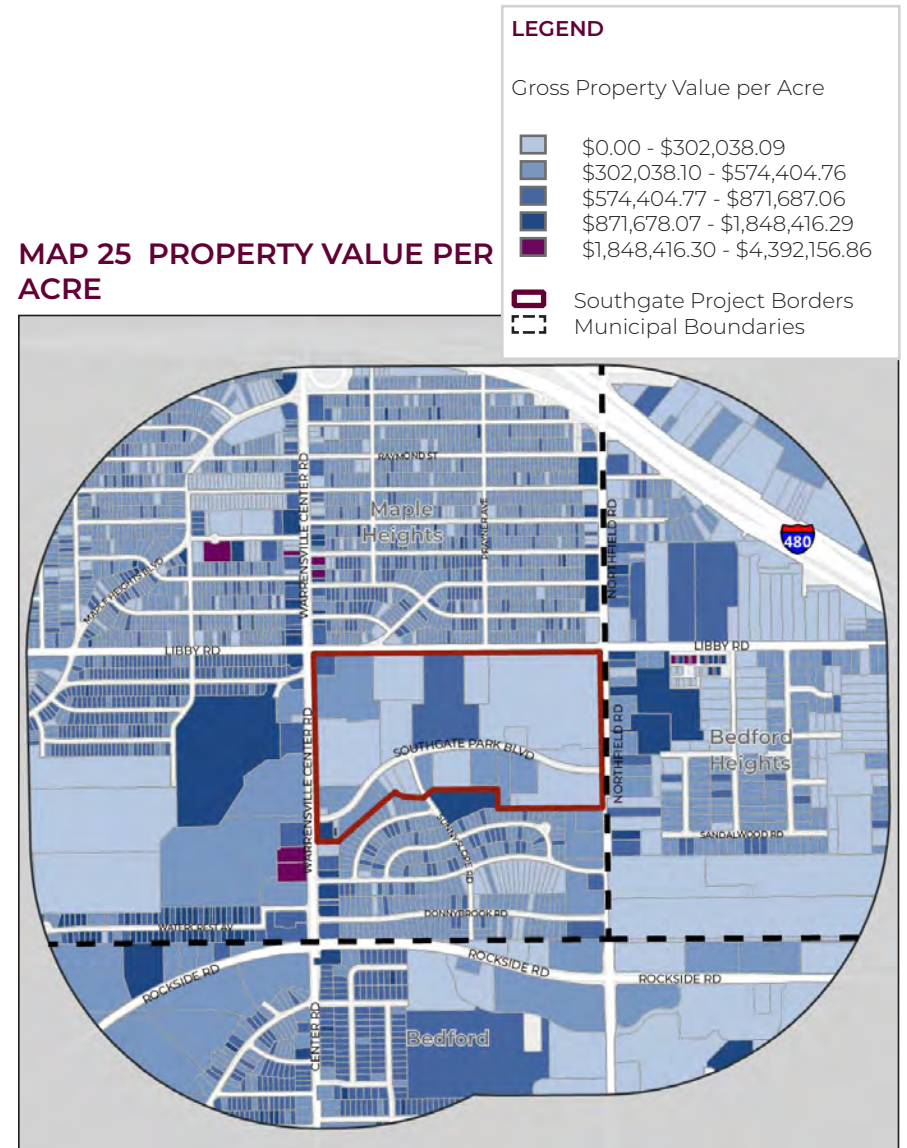
The property valuations within the Southgate USA study area were set by the County's Fiscal Office and varied based on parcels.

All residential and commercial properties within the study area are shown in Map 25 and have valuations totaling over \$5 Million. Half of the properties (50.81%) shown were valued at or below \$268,500.00 and includes all the residential areas adjacent to Southgate USA. Less than half of the remaining properties had values that ranged from \$667,600.01 to \$5,806,400.00, with the highest property valuations placed on parcels from Home Depot and east to Northfield Road in the Southgate USA site.

Property value per acre, according to Strong Towns, is a measure of land use efficiency. A high value per acre could indicate that the property can support infrastructure and services that brings the city continued financial returns.

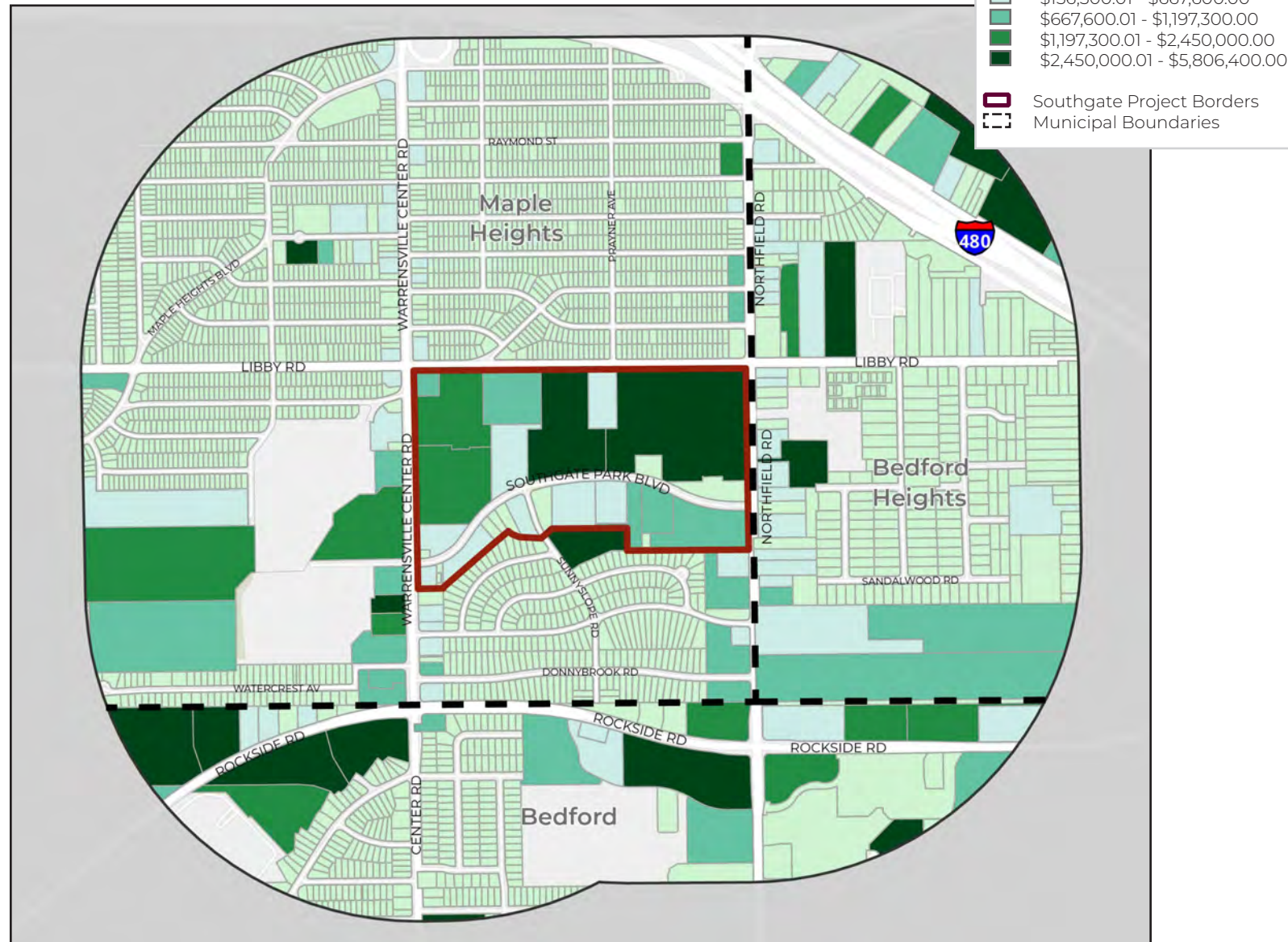
As shown in Map 26, all of the properties within Southgate USA have a value per acre below \$871,687.06. Two properties adjacent to Southgate, near the Warrensville Center Road and Southgate Park Boulevard intersection, have a property value per acre ranging between \$1,848,416.30 to \$4,392,156.86, and include Dollar General and KFC.

**MAP 25 PROPERTY VALUE PER ACRE**





## MAP 26 GROSS PROPERTY VALUE





## PROPERTY VALUE & INVESTMENT TRENDS

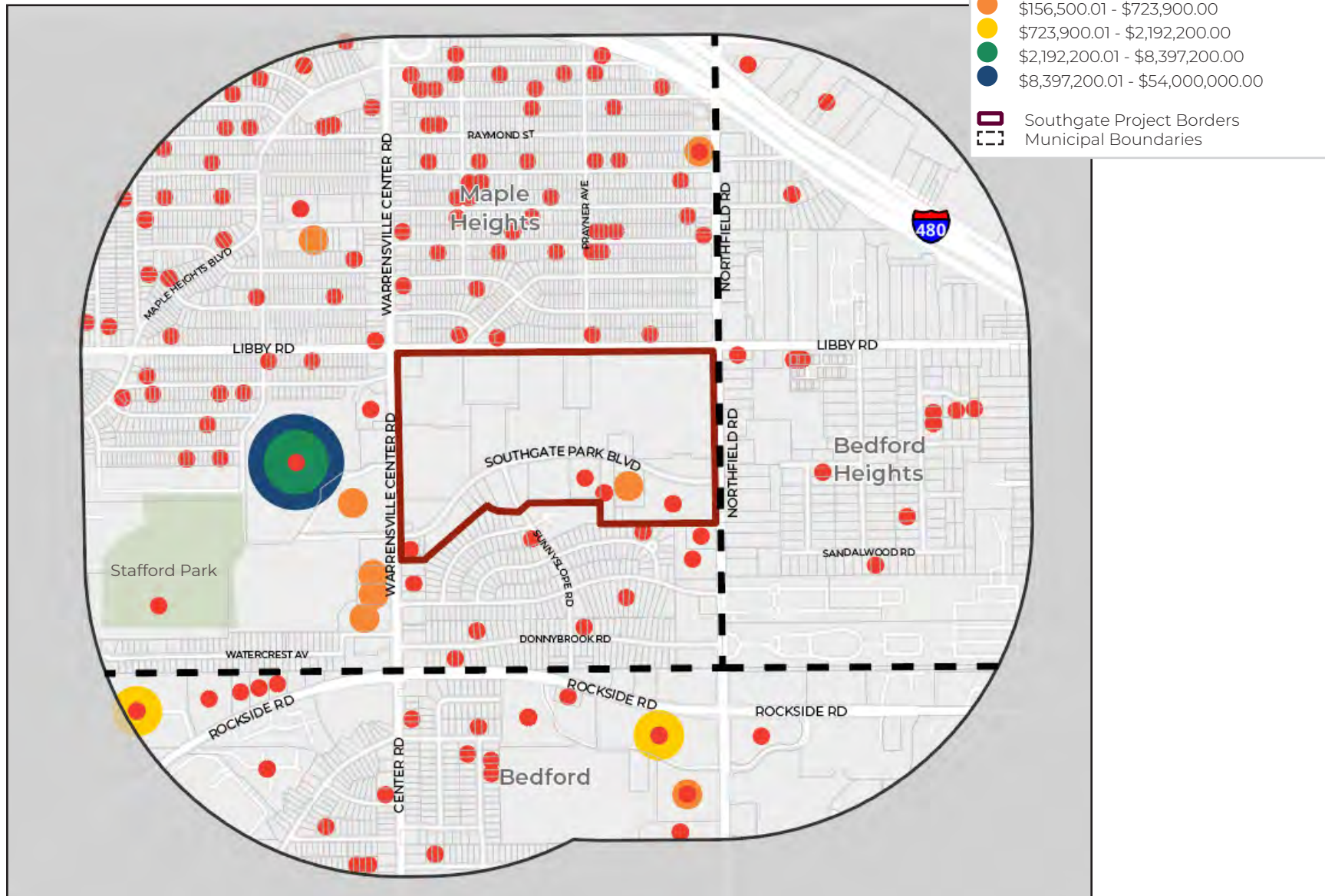
### RECENT INVESTMENTS IN SOUTHGATE USA

New investments can stimulate economic growth, spur new job creation, and foster a sense of pride in the community. There have been a lot of new construction and investments around Southgate USA over the last decade.

The most notable investments occurred along the western side of Warrensville Center Road. New construction and investments from both public and private investments have totaled over \$54 million dollars. The largest investment made was in the construction of the MHCS Milkovich Middle School campus and the improvements to the Maple Heights Fire Station #1. Other significant investments made in this area included improvements and rehabilitation of Stafford Park and various commercial properties within the community shopping center east of the middle school on Warrensville Center Road.



**MAP 27 NEW CONSTRUCTION & INVESTMENTS AROUND SOUTHGATE USA**





## SECTION 5

# ZONING & LAND USE

### KEY FINDINGS

- Southgate USA is bordered by two commercial zoned corridors on the east (Northfield Road) and west (Warrensville Center Road) and a primarily residential zoned corridor to the north (Libby Road). In addition, the only portion of Libby Road within ½-mile of Southgate that is not zoned residential is Southgate USA.
- Southgate USA's zoning district, GC – General Commercial, is the most suitable for Transit Oriented Development of all districts within ½-mile of Southgate. However, additional standards may be needed to ensure high quality development.
- Most of the zoning districts that surround Southgate USA are single-use commercial or residential districts with large front setbacks, and small lot coverage requirements, which further support car dependent development patterns. The only mixed-use district is located in Bedford but is not supportive of transit-oriented development.
- Sixty-eight (68) out of the 80 commercial buildings in the Southgate USA study area are between 1-2 stories in height.
- Approximately 60% of the commercial buildings in the Southgate USA study area were built before 1970, with nearly half (48.0%) built between 1960-1969.

### ZONING & LAND USE

- Southgate Zoning, pages 70-73
- Land Use, pages 74-75
- Building Frontage, pages 76-77

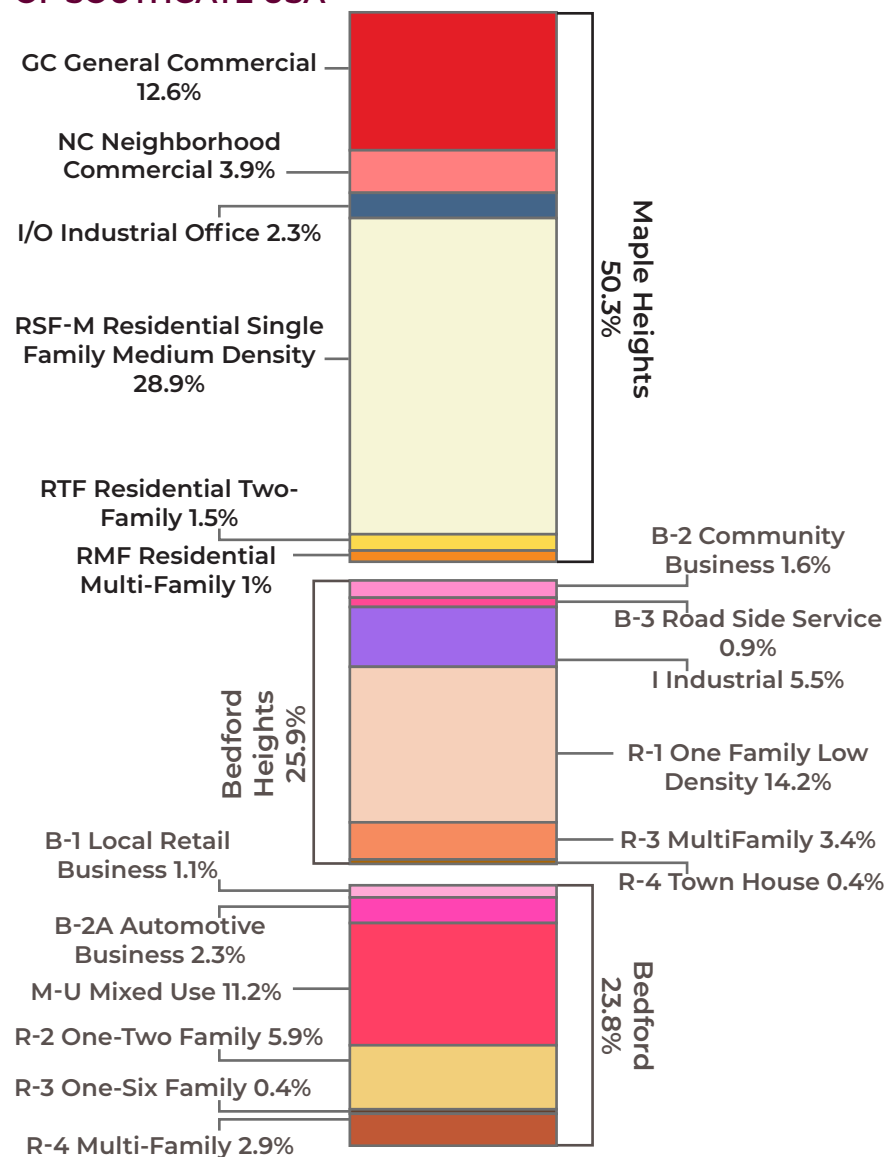
## SOUTHGATE ZONING

Within ½ mile of the Southgate USA Shopping Center, there are a total of 19 zoning districts across 3 communities – Maple Heights (7 districts), Bedford Heights (6 districts) and Bedford (6 districts). However, the entirety of Southgate USA is comprised of one zoning district – GC General Commercial.

Generally, the two main North/South streets that border Southgate are zoned for commercial uses. The Warrensville Center Road corridor is zoned NC Neighborhood Commercial and GC General Commercial as it runs through Maple Heights, and is zoned B-1 Local Retail Business and B-2A Automotive Business when it crosses into Bedford near the intersection of Rockside Road. The Warrensville Center Road corridor then becomes zoned for residential with R-2 One to Two Family and R-3 One to Six Family zones further south in Bedford. Similarly, the Northfield Road corridor is zoned NC Neighborhood Commercial and GC General Commercial on the Maple Heights side, and B-2 Community Business and B-2 Roadside Service on the Bedford Heights side. As it continues south through Bedford it is zoned B-3 Shopping Center District.

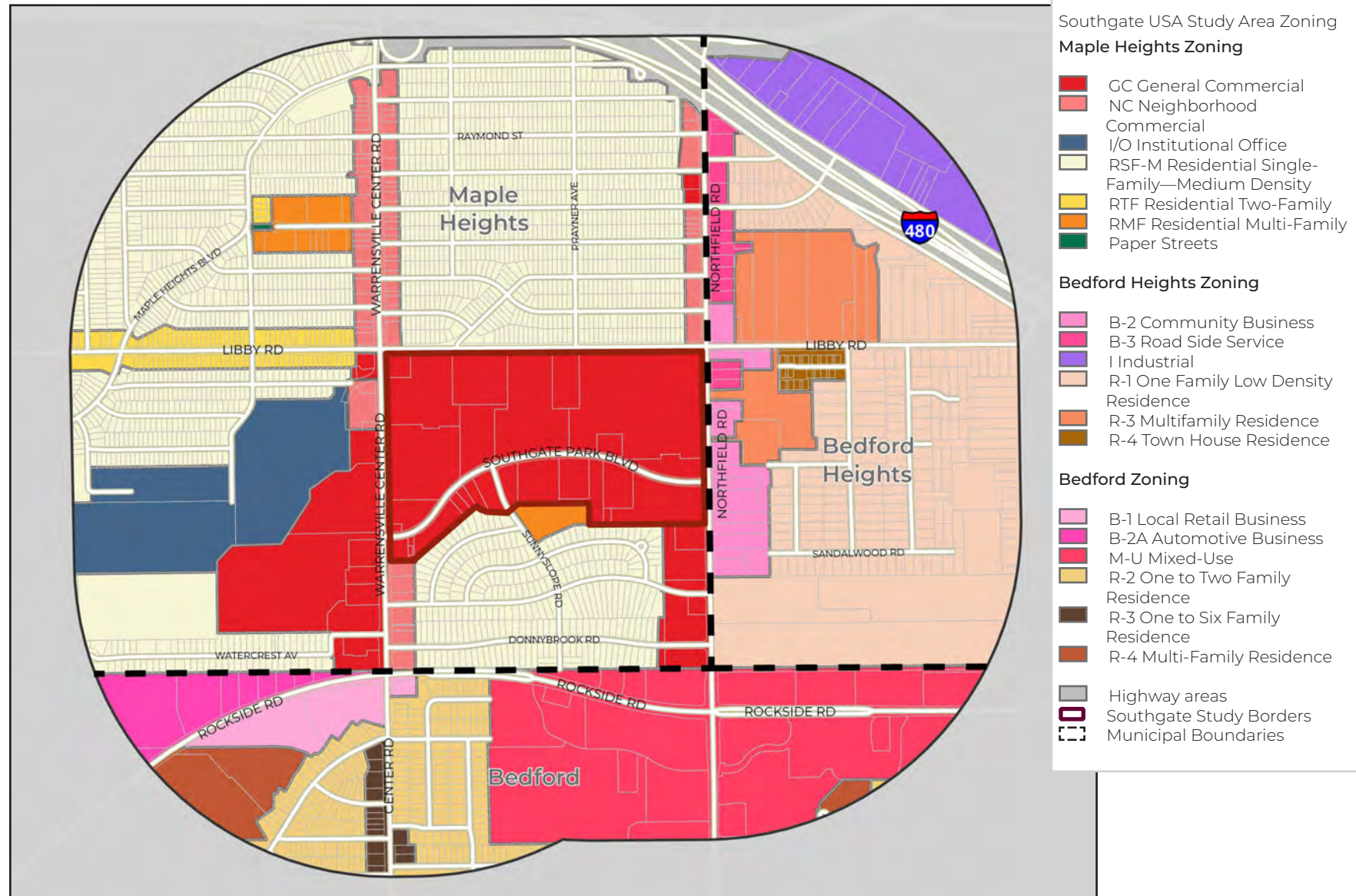
The main East/West corridor that borders Southgate USA, Libby Road is primarily residential. Except for Southgate USA, and the intersections of Warrensville Center, Northfield, and Libby Roads are zoned RTF Residential Two-Family and RSF-M Residential Single-Family – Medium Density through Maple Heights. Through Bedford Heights, the Libby Rd corridor is zoned R-3 Multifamily Residence District, R-4 Town House Residence District, and R-1 One-Family Low Density Residence District.

**FIGURE 2 ZONING DISTRICTS OF PARCELS WITHIN ½-MILE OF SOUTHGATE USA**





**MAP 28 SOUTHGATE USA STUDY AREA ZONING MAP**



## ZONING DEFICIENCIES AND NEEDS

### SOUTHGATE ZONING DISTRICT

Maple Height's GC General Commercial zoning district comprises the entirety of the Southgate USA study area, in addition to several other areas south of the study area along Northfield Road. According to County Planning's Transit-Oriented Development (TOD) Zoning analysis, the GC General Commercial district is "Somewhat Supportive" of TOD. The GC General Commercial zoning district meets criteria for front setbacks (15 feet), height (40 feet), and allows for Mixed-Use Planned Developments. However, it does not meet the criteria established for parking, and only partly meets the criteria for lot coverage. Current parking minimums are too high and the code lacks mechanisms for reducing them. Additionally, the code's minimum lot coverage of 50% results which severely limits the Southgate study area's development potential. Because of these drawbacks, TOD may not be possible at Southgate and may not have the desired benefits.

Additionally, while mixed-use is allowable by right, Maple Height's does not have any additional standards or regulations for Mixed-Use Planned Developments within its zoning code. The code does not address or provide guidance on important issues such as pedestrian amenities, public access, open space, and building design, which can lead to lower quality development. Overall, the GC General Commercial District is provides some flexibility and may allow for TOD to be built, however these deficiencies may hinder development or result in low-quality development.

### SURROUNDING ZONING DISTRICTS

Within Maple Heights as well as in the adjacent communities of Bedford and Bedford heights there are several additional zoning districts that are adjacent to Southgate. These include NC Neighborhood Commercial, RMF Multi-Family, and I/O Institutional Office in Maple Heights; B-2 Community Business, B-3 Road Side Service, and R-3 Multifamily Residence districts in Bedford Heights; and B-1 Local Retail Business, B-2A Automotive Business, and M-U Mixed Use districts in Bedford.

Most of these districts are single-use commercial or residential districts, with large front setbacks, and lot coverage requirements under 60%. The exceptions are Maple Heights' NC Neighborhood Commercial, Bedford Heights' B-1 Local Business, and Bedford's M-U Mixed Use districts. The Maple Heights NC Neighborhood Commercial, and Bedford Heights B-1 Local Business districts are both intended for small-scale businesses that primarily serve local neighborhoods. Bedford's M-U Mixed Use district allows for a mix of uses explicitly but is primarily focused on integrating uses to create an employment center, rather than a TOD supportive development despite it being a mixed-use district.

Overall, despite the shortfalls of Maple Height's GC General Commercial district, it scored much higher than all surrounding districts in terms of TOD suitability as seen in table 17 on the following page.

**TABLE 9 TOD ZONING ANALYSIS REVIEW CRITERIA**

CHARACTERISTIC	CRITERIA REVIEWED	SCORING		
		1 POINT	0 POINTS	.5 POINTS
Mixed-Use	Is mixed-use development permitted (commercial, office, and other types of development can be combined)?	Yes	No	Mixed use is only allowed as a conditional use
Front Setback	Can a building be built near the street—15 feet or closer to the right-of-way?	Yes	No	Setback determined by height of building or another relational requirement
Building Height	Does zoning allow taller buildings—at least 3 stories or 36 feet tall?	Yes	No	Height determined by setback or another relational requirement
Lot Coverage	Can at least 60% of the lot be occupied by buildings or impervious surface?	Yes	No	Code is silent or no maximum listed
Parking	Does zoning require a low number of parking spaces—a maximum of 1 space per 300 square feet for office or retail uses or a maximum of 1.2 spaces per residential unit?	Yes	No	Only meets part of stated requirement or Code lists a specific process for reducing parking

**TABLE 10 SOUTHGATE SURROUNDING ZONING DISTRICTS TOD ANALYSIS SCORING**

DISTRICT	MIXED-USE	FRONT SETBACK	BUILDING HEIGHT	LOT COVERAGE	PARKING	TOTAL
Maple Heights: GC - General Commercial	1	1	1	0.5	0	3.5
Maple Heights: NC - Neighborhood Commercial	1	1	0	0	0	2
Maple Heights: I/O - Institutional - Office	0	0	1	0	0	1.5
Maple Heights: RMF - Residential Multi-Family	0	0	1	0.5	0	1.5
*Bedford Heights: B-2 Community Business District	0.5	1	1	0	0	2.5
*Bedford Heights: R-3 Residential Multi-Family District	0.5	0	1	0.5	0	2
*Bedford Heights: B-3 Road Side Service District	0.5	0	1	0	0	1.5
Bedford: B-1 Local Retail Business	0	1	1	0.5	0	2.5
Bedford: M-U Mixed-Use	1	0	1	0.5	0	2.5
Bedford: B-2A Automotive Business	0	0	1	0.5	0	1.5

\*Not included in the TOD Zoning Analysis, calculated using the same criteria as part of this planning effort

# LAND USE

Land use refers to the activities that take place on land and how the land is being utilized or managed for different purposes. Land use differs from zoning in that land use defines what people do on land, while zoning dictates where and under what conditions those activities can occur based on local government and regulatory frameworks.

Map 29 on page 79 displays the land use with a half-mile radius for the Southgate USA study area. A small number of parcels in the Southgate study area are used for Office, Institutional, and Utility uses; however, the majority of the area is used for Retail Commercial uses. The areas directly southwest and east of Southgate are also used for Retail Commercial, Multi-Family Residential, and Institutional uses.

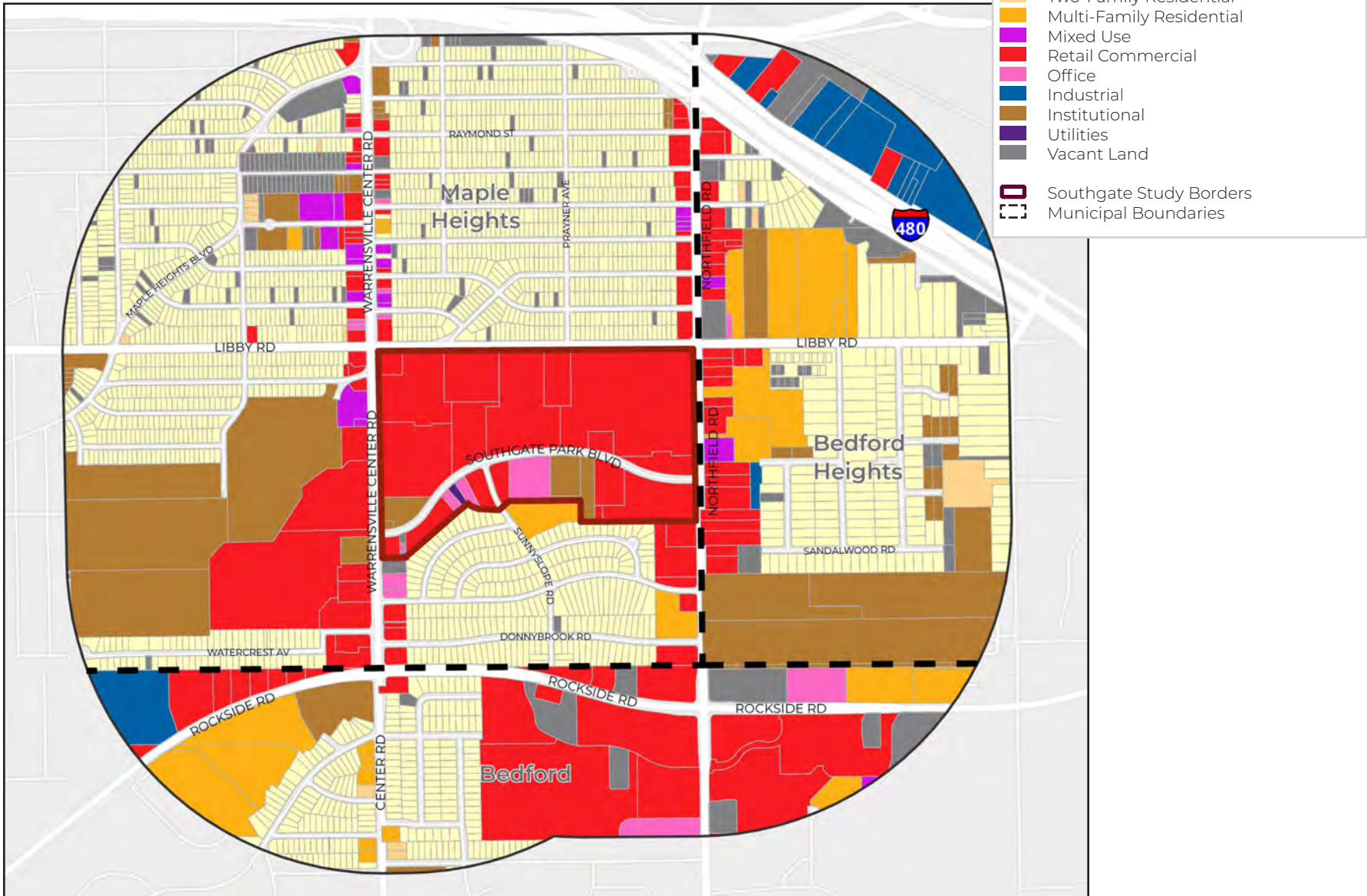
When a large area is used for only one specific use or a limited amount of uses, several consequences and implications can arise for a community. These include economic impact, environmental concerns, social dynamics, and infrastructure challenges. Similar land use patterns can provide clarity and simplicity in planning and management; however, they can also present many challenges relating to diversity, resilience, and sustainability. Achieving a balance of land uses, which should include mixed-uses can promote vibrant, inclusive, and sustainable communities.

**TABLE 11 LAND USE OF SURROUNDING COMMUNITIES WITHIN THE SOUTHGATE USA STUDY AREA**

Percent of Land Use of the Surrounding Communities within the Southgate Study Area			
	Bedford	Bedford Heights	Maple Heights
Single Family Residential	3.9%	7.6%	25.9%
Two Family Residential	0.0%	0.4%	0.1%
Multi Family Residential	4.5%	2.7%	0.6%
Vacant Land	2.6%	2.2%	2.1%
Mixed Use	0.4%	0.1%	0.7%
Retail Commercial	8.5%	2.2%	12.4%
Industrial	1.2%	4.5%	–
Office	0.5%	0.0%	0.5%
Institutional	1.7%	5.8%	7.7%
Utilities	–	–	0.0%



**MAP 29 SOUTHGATE USA STUDY AREA LAND USE MAP**



## BUILDING FRONTAGE

### BUILDING SQUARE FOOTAGE, SETBACK, & HEIGHT

Understanding the dimensions and orientation of a building along a street is an important factor in determining the potential for development.

#### Building Frontage

Building frontage is typically oriented towards the street with dimensions regulated by municipality's zoning laws. The building frontage can also factor in the value of the property, especially if that property is visible on a major road or intersection.

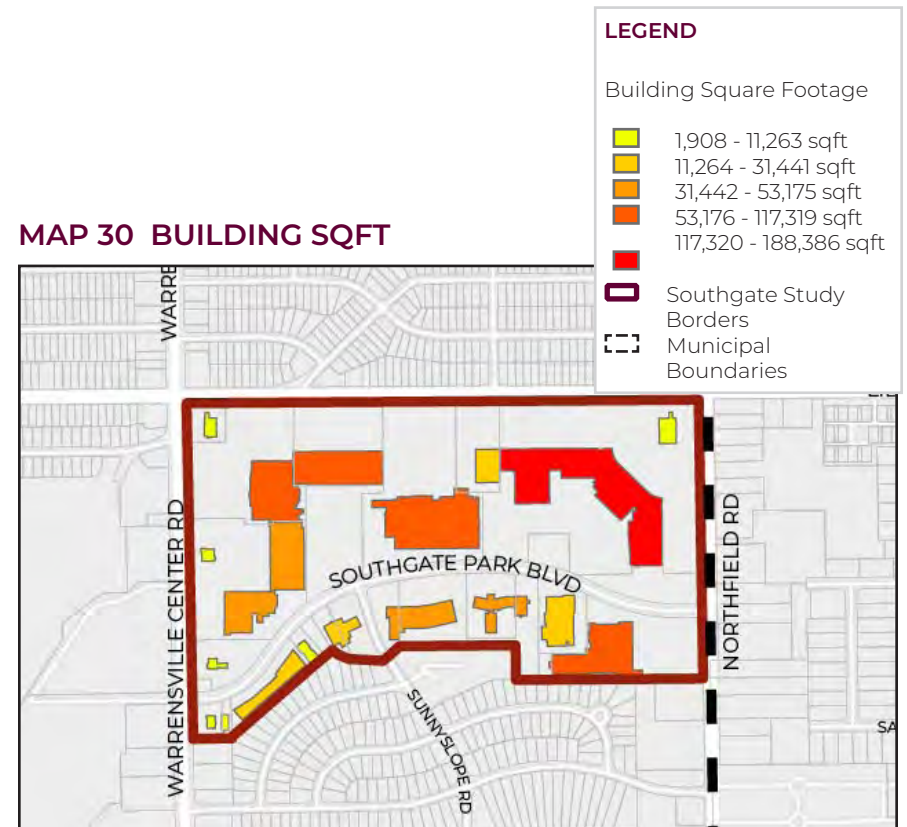
Many of the buildings within the Southgate USA site are orientated towards Libby, Northfield, and Warrensville Center Roads, with the main front of the site towards Libby Road.

#### Building Square Footage

Building square footage is also an important measure that helps to understand the value of the property and how much space is available for use. The greater the square footage available the higher the property value of the building.

The buildings on the Southgate USA site have a high square footage to accommodate many occupants. The building on the northwest corner of Southgate USA ranges between 117,320 to 188,386 square feet of floor space, which indicates a higher market value. However, the average square footage for the buildings on

MAP 30 BUILDING SQFT



the site ranges between 11,264 to 117,319 square feet. The buildings can be used for a single retailer such as Home Depot or Giant Eagle or be divided into individual, smaller units for multiple storefronts such as those that face Libby Road near the northwest corner of the site.

Buildings or out parcels with smaller square footage ranging between 1,908 to 11,263 square feet are situated beyond the main buildings of Southgate USA. Key Bank situated at the corner of Libby Road and Warrensville Center Road is an out parcel with its own parking area.

### Building Setback

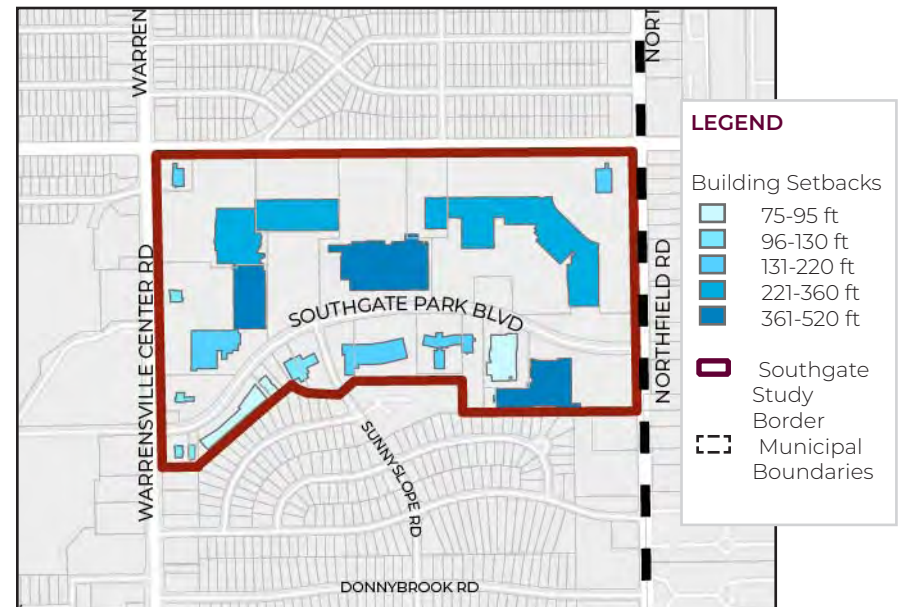
The building setback is the required distance between the building and the property line and/or the street. As with building frontage and height, building setbacks are regulated by the zoning laws of the city.

The buildings on the Southgate USA site have large setbacks that range between 75 to 520 feet leading to buildings situated farther back from the street. A larger setback such as those for the main buildings of Southgate allow for more parking areas and areas for vehicle circulation within the site.

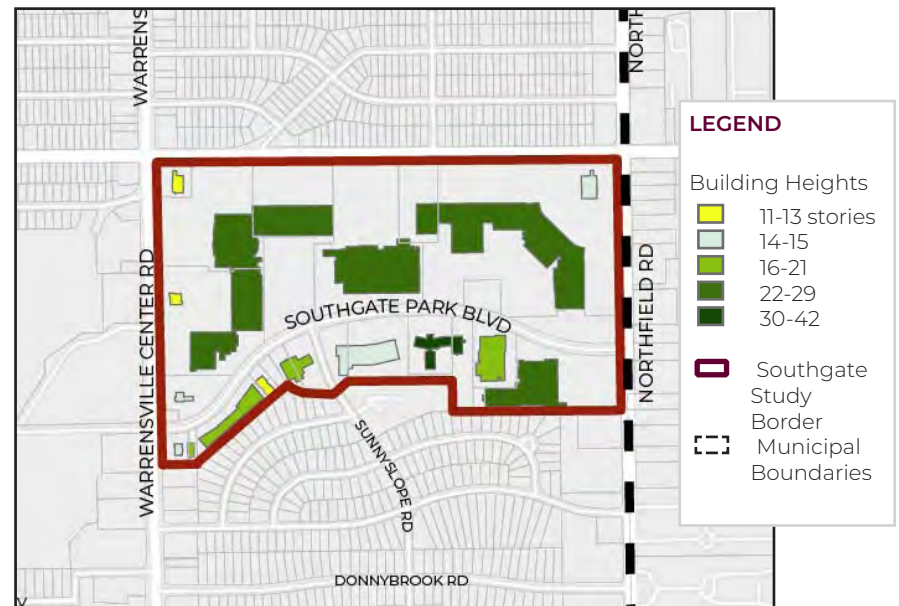
### Building Heights

The building heights on the Southgate USA site range from 11 to 42 stories. However, the majority of the buildings have a height that ranges between 22 to 29 stories, comprising the core buildings of the site. Shorter buildings are situated as out parcels away from the core buildings. These buildings range between 11-15 stories and have smaller setbacks and are situated closer to the street. The lower building heights help to preserve the consistency of the look and feel of the surrounding neighborhood.

MAP 31 BUILDING SETBACKS



MAP 32 BUILDING HEIGHTS





## BUILDING CHARACTERISTICS

### COMMERCIAL BUILDINGS

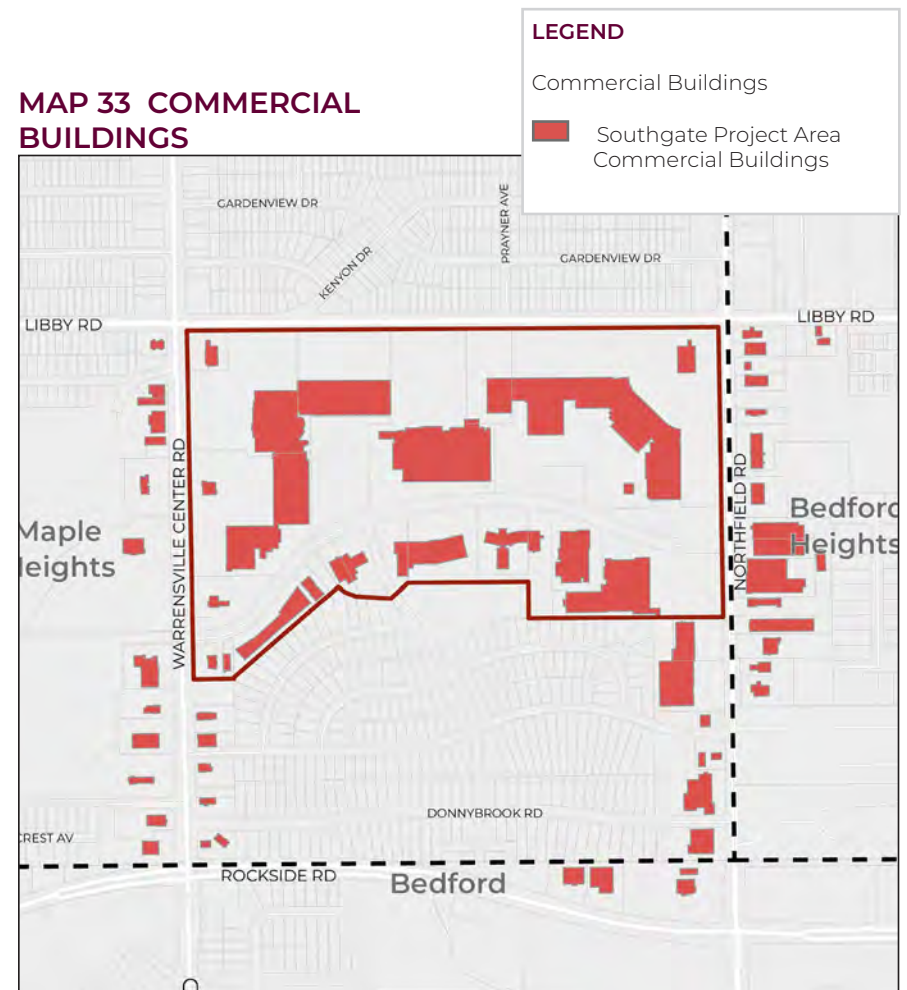
The following analysis provides an overview of the characteristics of commercial buildings within and adjacent to the Southgate USA study area. This summary is based on architectural style and form, building height, and age or year built. This analysis can help to better understand the layout of the study area, compatibility of building types, and provide insights into development patterns and how existing buildings interact within the environment.

There are a total of 80 commercial buildings in the Southgate USA study area. Approximately 58.1% of the buildings are one story in height. This is significant because those one-story buildings contribute to the characteristics of the study area as the commercial and retail core of Maple Heights. The majority of the one-story buildings are adjacent to Southgate along Warrensville Center and Northfield Roads. The remaining buildings within the study area range from two to sixteen stories in height.

Most of the commercial buildings in the Southgate USA area were built during a time in the mid-20th century when shopping malls and centers were becoming the norm as more families moved to suburbs and needed to have their services and goods available to them without venturing out to the central city.

When Southgate USA was constructed in the late 1940s, early 1950s, most of the buildings that exist today did not exist then. In the decade between 1960-1969, approximately 34 commercial buildings were constructed comprising a large make-up of the

**MAP 33 COMMERCIAL BUILDINGS**





Southgate USA study area. Construction of commercial buildings in the area slowed in the subsequent decades towards the end of the 20th century; however, a handful of commercial buildings were built after 2000.

**TABLE 12 COMMERCIAL BUILDING HEIGHT**

COMMERCIAL BUILDING CHARACTERISTICS		
Story Heights	Number of Buildings	Percentage
1-2 Stories	68	59.1%
3-4 Stories	6	8.5%
5+ Stories	6	32.0%

**TABLE 13 COMMERCIAL BUILDING YEAR BUILT**

COMMERCIAL BUILDING CHARACTERISTICS		
Year Built	Number of Buildings	Percentage
Pre 1950	1	1.9%
1950-1959	10	9.9%
1960-1969	34	48.0%
1970-1979	12	16.0%
1980-1989	5	5.2%
1990-1999	9	9.6%
2000-2009	6	6.9%
2010-2019	1	0%
2020-present	2	1.50%

## RESIDENTIAL BUILDING CHARACTERISTICS

### RESIDENTIAL BUILDINGS

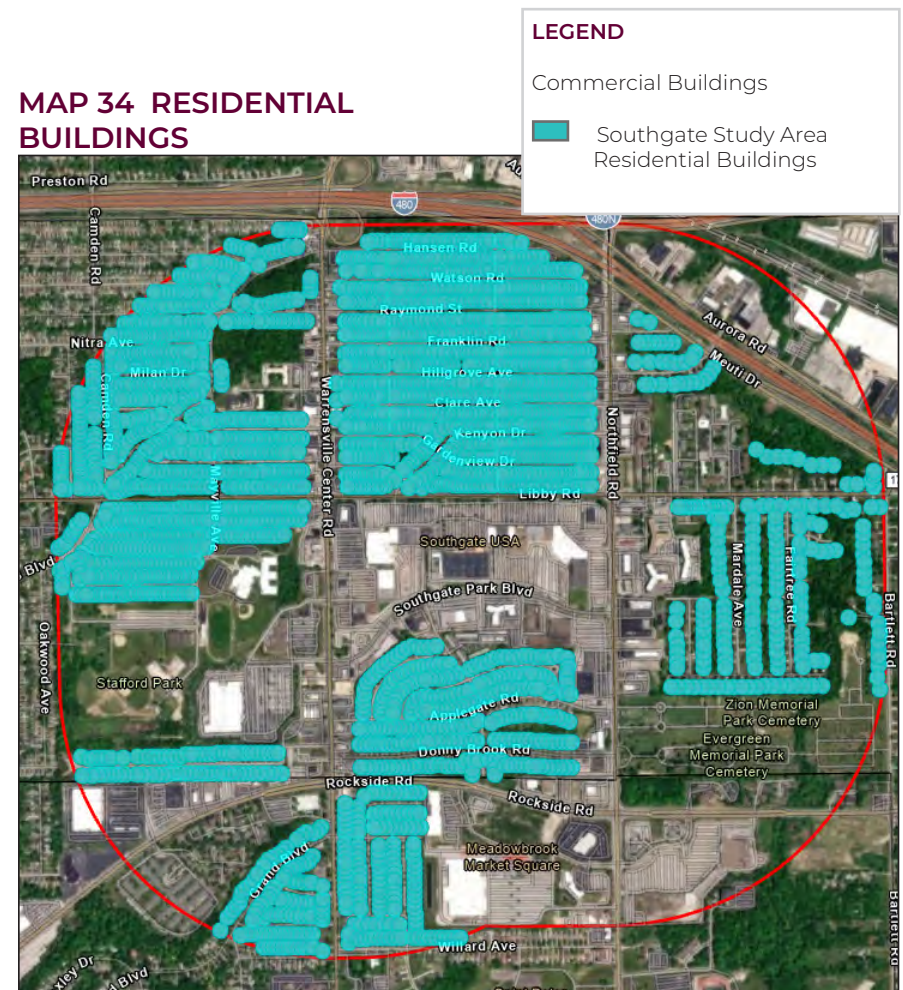
The housing styles seen in the residential areas located adjacent to the Southgate USA are mostly single-family homes that vary from ranch and bungalow to cape cod and colonial to split level and townhouse dwellings. The majority of homes built in Maple Heights were constructed during the 1940s and 1950s, at the height of the post-war housing boom when families were moving to the outskirts of the city center, building suburban neighborhoods. Bungalow, Ranch, and Cape Cod-style homes were the norm.

Although 1-story Ranch (24.3%) and 1.5-story Bungalow (7.0%) style homes were commonly built during this time, the majority of residential buildings in the study area are 1.5- and 2-story Cape Cod (47.2%) style homes, mostly built before 1960. The newest homes within the study area were built in 2007, and because they are less than 20 years old, have a modern architecture style such as the Townhouse style.

Cape Cod, Colonial, Bungalow, and Ranch are the most typical housing styles in the study area, with the Cape Code-Style accounting for nearly half (47.2%) of the housing types in the area.

During the 1940s, a lot of the homes in the Southgate USA study area were built. However, with the post WWII housing boom and the shift of families moving to the suburbs, the decade from 1950-1959 had the largest increase in homes built (58.9%) during that time.

**MAP 34 RESIDENTIAL BUILDINGS**



**TABLE 14 RESIDENTIAL BUILDING STYLE**

RESIDENTIAL BUILDING CHARACTERISTICS		
Style	Number of Buildings	Percentage
Bi-Level	13	0.7%
Bungalow	191	7.0%
Cape Cod	1,198	47.2%
Colonial	476	13.7%
Ranch	356	24.3%
Split-Level	94	6.6%
Townhouse	3	0.2%

**TABLE 15 RESIDENTIAL BUILDING HEIGHT**

RESIDENTIAL BUILDING CHARACTERISTICS		
Story Heights	Number of Buildings	Percentage
1 Stories	358	24.4%
1.5 Stories	1,379	53.9%
1.75 Stories	13	0.6%
2 Stories	581	21.0%

**TABLE 16 RESIDENTIAL BUILDING AGE**

RESIDENTIAL BUILDING CHARACTERISTICS		
Age	Number of Buildings	Percentage
Pre 1920	4	0.30%
1920-1929	109	2.78%
1930-1939	61	1.40%
1940-1949	847	23.8%
1950-1959	1,099	58.9%
1960-1969	105	6.67%
1970-1979	15	1.02%
1980-1989	29	1.55%
1990-1999	35	1.78%
2000-2009	27	1.75%

