

CITY OF MAPLE HEIGHTS

EVOLVING SOUTHGATE AREA REDEVELOPMENT PLAN



Cuyahoga
COUNTY PLANNING
Commission

Accepted on July 2, 2025



ACKNOWLEDGMENTS



CUYAHOGA COUNTY PLANNING COMMISSION

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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

Accepted on July 2, 2025

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Cover Image Source: County Planning, April 2024

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SECTION 1

INTRODUCTION

Although shopping centers and malls, once suburban staples, have declined in popularity and usage due to the convenience of online shopping and the overbuilding of shopping centers; key community stakeholders are working together to revitalize and invigorate these areas through targeted reuse of vacant and/or less profitable shopping centers.

In 2024, the City of Maple Heights applied for and received an award for professional planning services to develop the Evolving Southgate Area Redevelopment Plan – a long-term guide for how the community should improve and redevelop the Southgate area – from the Cuyahoga County Planning Commission.

The Evolving Southgate Area Redevelopment Plan should be used as a way to prioritize rezoning, infrastructure improvements, and investments that support future development and redevelopment opportunities. Specific strategies and action steps that can be taken to deliver the changes residents wish to see are outlined in the plan. These ideas range from small changes that can enhance existing conditions in the area, to large, long-range changes that will transform the Southgate area.

The City of Maple Heights Evolving Southgate Area Redevelopment Plan is the beginning of this process of transformation, and it is intended to guide changes over many years. By writing down these aspirations, we memorialize the hopes of the Maple Heights community and, importantly, we outline the steps necessary to achieve our goals.

INTRODUCTION

- Overview, page 6
- Planning Process, page 7
- Regional and Planning Context, pages 8-9
- Previous Plans & Studies, pages 10-13
- Community Involvement, pages 14-17

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.*

Today, there are approximately 105 tenant spaces within Southgate USA which includes national, regional, and local businesses. The majority of the businesses and tenants are small local businesses that provide a wide range of services that include retail, food service, automotive, and personal goods. Southgate USA is also home to the Southgate Transit

Center — a key GCRTA transit hub in Northeast Ohio — that provides direct service to downtown Cleveland, the southeastern suburbs, and limited service to neighboring Summit and Portage counties via the METRO and PARTA transit systems, respectively.

* 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 Area Redevelopment Plan consists of the following five (5) phases:

- **Current Conditions Analysis:** This phase involved 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 Guiding Principles:** This phase outlined the community's vision for how the Southgate Shopping Center could redevelop in the future.
- **Recommendations & Preferred Development Scenarios:** The Recommendations & Preferred Development Scenario phase described recommendations and development concept scenarios that can address issues and opportunities identified in the previous phases.
- **Implementation Strategies:** This phase outlined policies, responsibilities, and priorities for accomplishing the items described in the Recommendations and Preferred Development Scenarios.
- **Southgate Redevelopment Plan (Conclusion):** This phase combined the work of the previous phases into a final, cohesive document, the Evolving Southgate Area Redevelopment Plan.

CURRENT CONDITIONS ANALYSIS



VISION AND GUIDING PRINCIPLES



RECOMMENDATIONS AND PREFERRED SCENARIOS



IMPLEMENTATION STRATEGIES



SOUTHGATE AREA REDEVELOPMENT PLAN



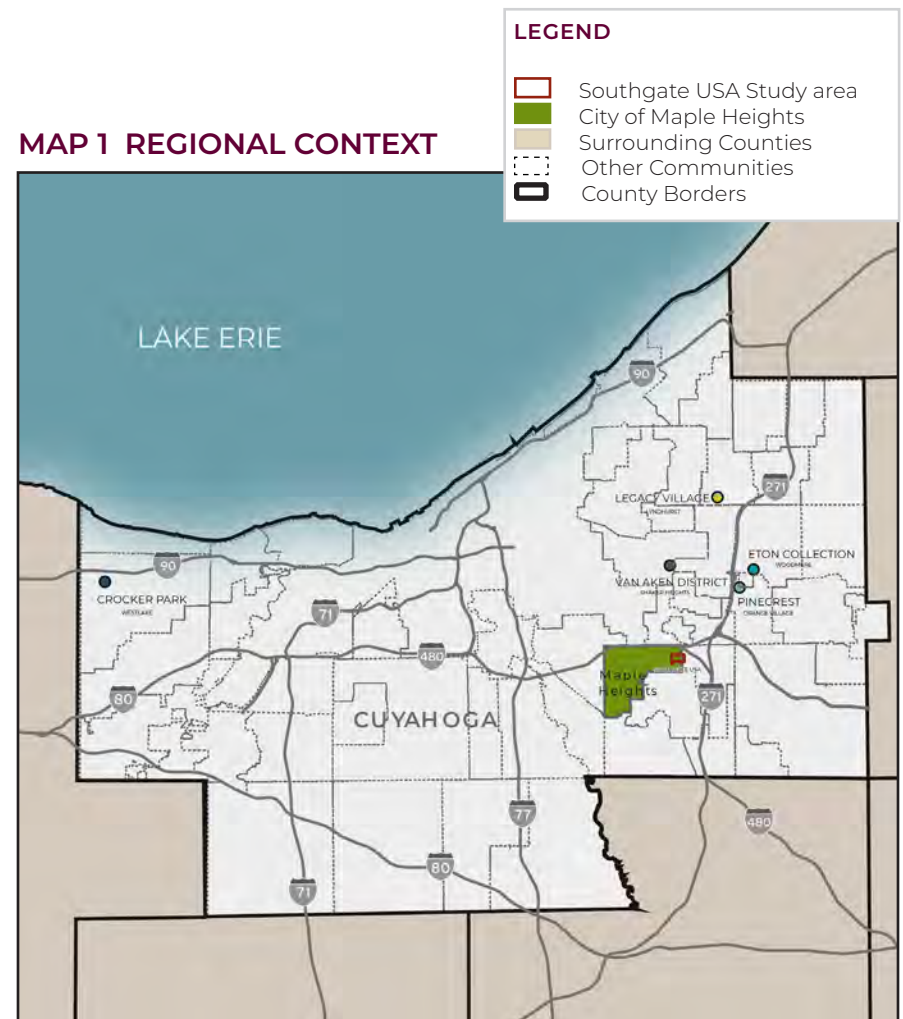
REGIONAL CONTEXT

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



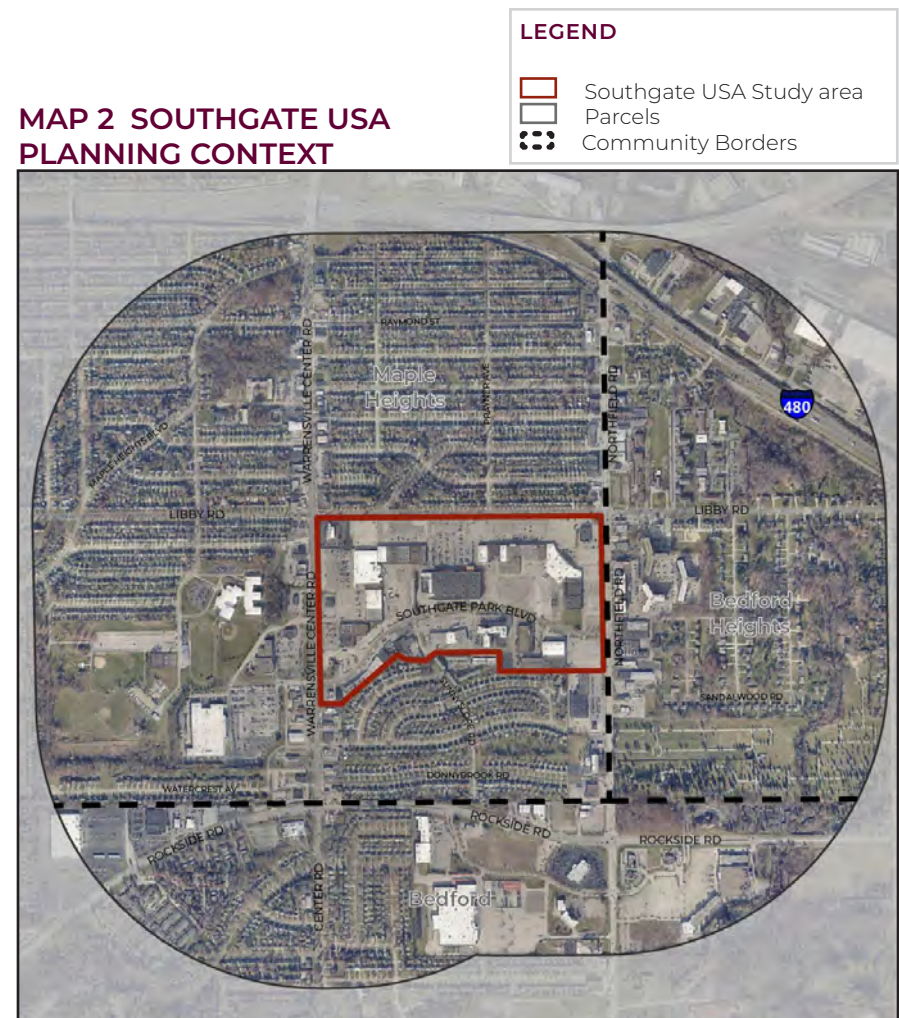
PLANNING CONTEXT

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 provided 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. The 15-minute drive time is summarized below:

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 nearby households had income ranges under \$25,000, this was the most populous income range. 28% had household income ranges between \$25,000-\$49,999. 18% had household income ranges between \$50,000-\$74,999.

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 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.



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, which 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, outlining a set of coordinated actions within designated areas and corridors aimed at cultivating a lively and interconnected Maple Heights such as Maple Point: located in the Broadway Corridor, the Southgate Area, the Turney-Dunham Area, Jackson Park: located in the

Jackson Blvd area, Stafford Park, the Industrial Parks and Residential areas.

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 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.
- 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.

The Top 3 Priorities

- Enhance City of Maple Heights Welcome Signage
- Install 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

COMMUNITY INVOLVEMENT

The City of Maple Heights Evolving Southgate Area Redevelopment Plan process included numerous opportunities for public involvement to ensure that the Redevelopment Plan reflected the concerns, ideas, and priorities of residents and stakeholders.

PUBLIC INPUT

The planning process involved input from a Project Team and the community as a whole. This approach allowed input to be reviewed from the Evolving Southgate Area Redevelopment Plan at various phases to ensure the goals and recommendations in the plan fit what the community would like to see. The Project Team was comprised of City staff with an in-depth knowledge of the day-to-day operations of the City, regional stakeholders, and residents. The Project Team met five times throughout the planning process, and the wider community was invited to two public meetings that covered the most important parts of the plan. Feedback was compiled and analyzed to identify key takeaways.

COMMUNITY MEETING AND ONLINE FEEDBACK

The Evolving Southgate Area Redevelopment Plan Community Meetings occurred in October 2024 and February 2025 to allow community members the opportunity to provide input on the redevelopment plan recommendations. A summary of the two meetings is provided on pages 16-17. Meeting information was posted on the County Planning and Maple Heights City's websites, posted on social media, and distributed via email lists. Community Surveys were conducted and made available after each Community Meeting to allow residents to add additional feedback and for those that missed the meeting to provide input on the redevelopment plan.

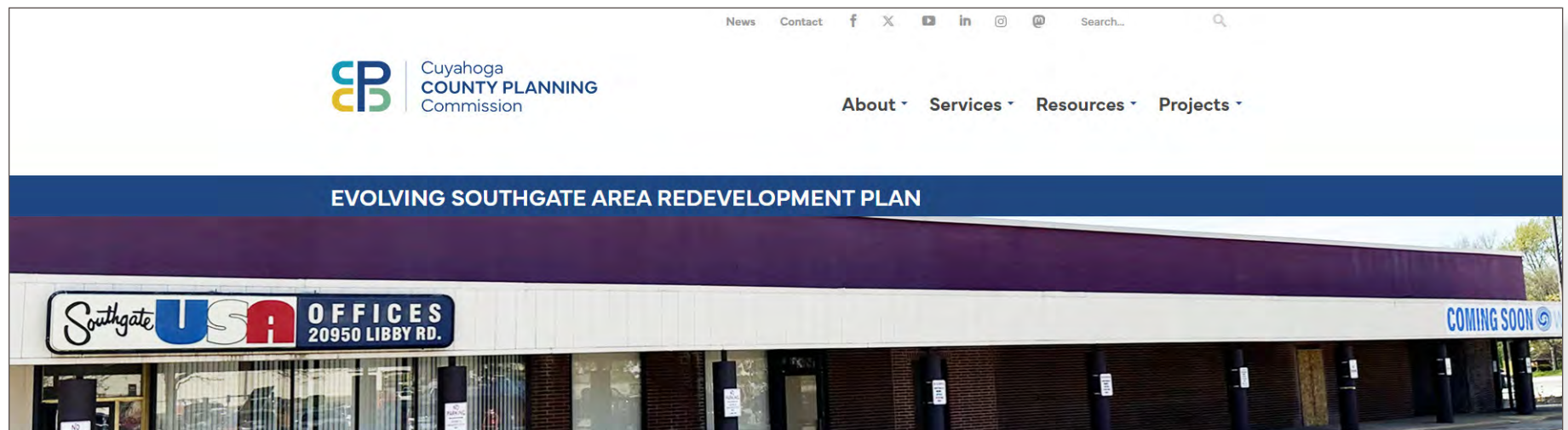
USING THE RESULTS

County Planning used the results from the Public Meetings to make changes to the Evolving Southgate Area Redevelopment Plan. After presenting information to the public, the Evolving Southgate Area Redevelopment Plan documents were updated to incorporate feedback.

PROJECT WEBSITE

Multiple outlets were used to gather input from a diverse group of residents and stakeholders within the community. One of the first and simplest methods to inform and reach residents was the launch of a project specific webpage: <https://www.countyplanning.us/projects/evolving-southgate-redevelopment-plan/>.

This website was updated to feature information about the plan, documents, links to online surveys, presentation materials, and meeting notifications. It was designed to provide the tools necessary for community members to stay informed and provide feedback virtually.



Evolving Southgate Area Redevelopment Plan Project Page
<https://www.CountyPlanning.us/EvolvingSouthgate>

COMMUNITY INVOLVEMENT

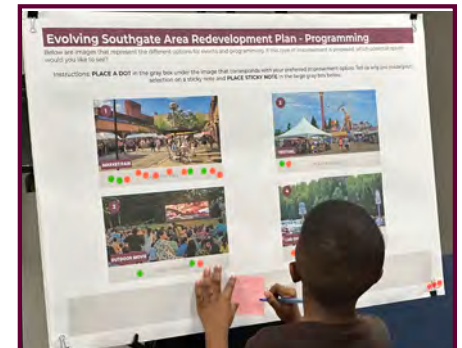
COMMUNITY MEETINGS

Community Meeting #1 Vision and Guiding Principles October 30, 2024

At the first Community Meeting, representatives from County Planning introduced residents to the planning process, discussed the purpose of the Evolving Southgate Area Redevelopment Plan and presented an overview of the Vision and Guiding Principles for the Southgate Area. Members of the public were asked to review boards outlining development and improvement options, and provide their input on the overall vision for future redevelopment in and around the Southgate area.



Public Meeting #1 Flyer



Community Meeting #1 at Hope Alliance Bible Church
Source: County Planning

COMMUNITY INVOLVEMENT

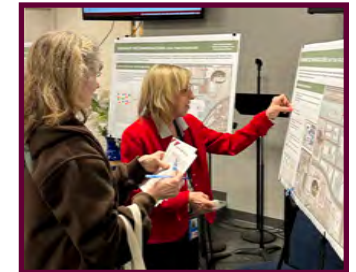
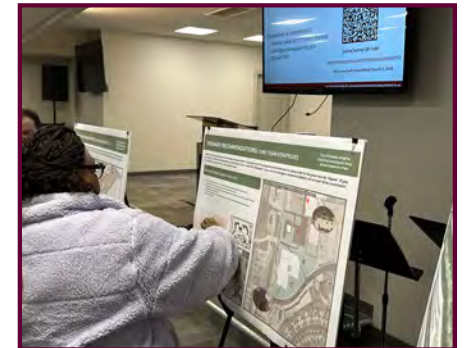
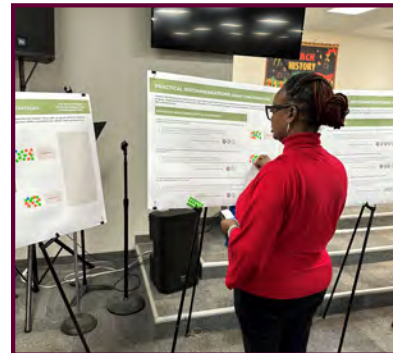
COMMUNITY MEETINGS

Community Meeting #2 Recommendations February 26, 2025

At this meeting, County Planning described updates from the first Community Meeting and outlined proposed short-term strategies and long-term development concepts for the Southgate area. Each proposed recommendation would help the community accomplish its overall vision for the Southgate area. Residents were asked if they agreed with the recommended options, and if those options represented their desire for redevelopment. If residents wanted to change the proposed recommendation, they were asked to write down their suggestions.



Public Meeting #2 Flyer



Community Meeting #2 at Hope Alliance Bible Church
Source: County Planning



SECTION 2

CURRENT CONDITIONS ANALYSIS

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 Conditions analysis provided a snapshot of the key community assets, demographic and consumer trends, and development characteristics that help identify the challenges and potential opportunities for redevelopment in the Southgate area.

The data in the Current Conditions section comes from numerous sources, including the U.S. Census Bureau, Cuyahoga County, the Cuyahoga County Planning Commission, Greater Cleveland Regional Transit Authority, and the City of Maple Heights. The complete assessment is available in the Appendix, but this section includes an overview of the most pertinent data and most significant trends in Maple Heights.

This data was used to inform recommendations and strategies for the Evolving Southgate Area Redevelopment Plan. You can use this information to get a better understanding of community issues and opportunities in and around the Southgate area.

CURRENT CONDITIONS

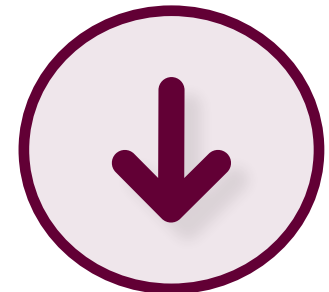
- Southgate Profile, page 20
- Infrastructure & Transportation Profile, page 21
- Business & Economic Development Profile, page 22
- Zoning & Land Use Profile, page 23

SOUTHGATE PROFILE KEY FINDINGS

- By 2028, almost 23% of the Southgate area 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 Northeast of Southgate USA in Bedford Heights around the intersection of Northfield Road and Libby Road where multiple high-rise apartments are located

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

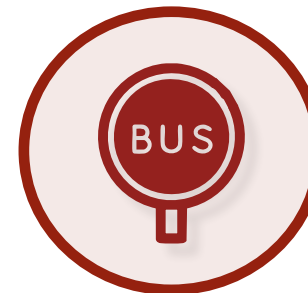


INFRASTRUCTURE & TRANSPORTATION KEY FINDINGS

- Libby Road, as it borders Southgate USA, has four lanes of traffic with an Average Annual Daily Traffic (AADT) count below 15,000.
- Northfield Road has an AADT less than 5,000 as it borders Southgate USA through to Bedford Heights
- This mismatch between current traffic demand and roadway width provides an opportunity to right size this section of roadway for pedestrian and vehicular safety.

- Southgate Transit Center is a major transportation hub featuring six bus routes and three different transit agencies - GCRTA in Cuyahoga, METRO in Summit, and PARTA in Portage counties.
- Only two out of 45 bus stops in the Southgate area have bus shelters.

- Maple Heights has excellent sidewalk coverage; however, there are no sidewalks along Southgate Park Boulevard, Northfield and Libby Roads near Southgate which is a significant pedestrian barrier for people trying to access Southgate USA.



BUSINESS & ECONOMIC DEVELOPMENT PROFILE

KEY FINDINGS

- Retail sector jobs comprise the majority of jobs located at Southgate USA.

- Approximately 42% of the jobs with the Southgate study area are within the Service industry, with the second and third highest jobs in the Manufacturing and Retail Trade industries.

- 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 where a number of fast food businesses are located.



ZONING & LAND USE PROFILE

KEY FINDINGS

- 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.

- Sixty-eight (68) out of the 80 commercial buildings in the Southgate USA study area are between 1-2 stories in height.

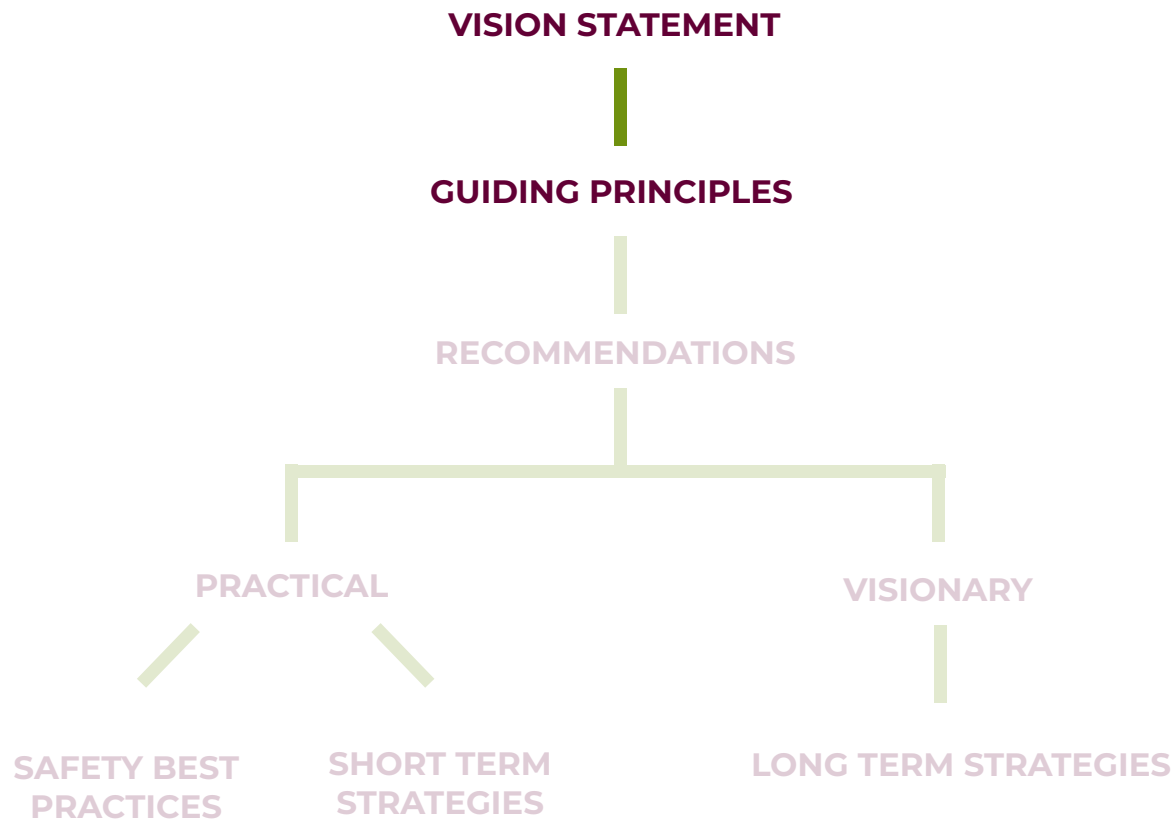
- Approximately 60% of the commercial buildings in the Southgate USA study area were built before 1970, with nearly half (48.0%) built between 1960-1969.





SECTION 3

VISION AND GUIDING PRINCIPLES



VISION AND GUIDING PRINCIPLES

- Vision & Guiding Principles, pages 26-27

VISION AND GUIDING PRINCIPLES

The Current Conditions analysis, along with input and feedback from City staff, regional stakeholders, and community engagement were combined to identify major issues and opportunities in and around the Southgate USA area. The results were formulated into the Vision Statement and Guiding Principles that described how to revitalize and redevelop the Southgate USA area.

EVOLVING SOUTHGATE AREA VISION

The Southgate Area will be revitalized to become a unique and **vibrant** mixed-use district that is **safe & welcoming** for all residents and visitors; that is **livable**, accessible, and **connected** to affordable and diverse housing options; and that offers **green** spaces that foster an engaged community.

GUIDING PRINCIPLES

The Evolving Southgate Area Redevelopment Plan Guiding Principles are the broad values that the City of Maple Heights should follow as they plan for future development and redevelopment.

These five concepts help to support the Vision for the area. Ultimately, the Southgate Area will become...



Connected

— to the surrounding communities with accessible and safe pedestrian and bicycle paths, more enjoyable transit stations, clearer wayfinding, and safer streets for all users.



Green

— with open spaces for public gatherings, well-maintained landscaping, and investment in green infrastructure.



Livable

— with affordable and diverse housing options and amenities for new and existing families and households.



Vibrant

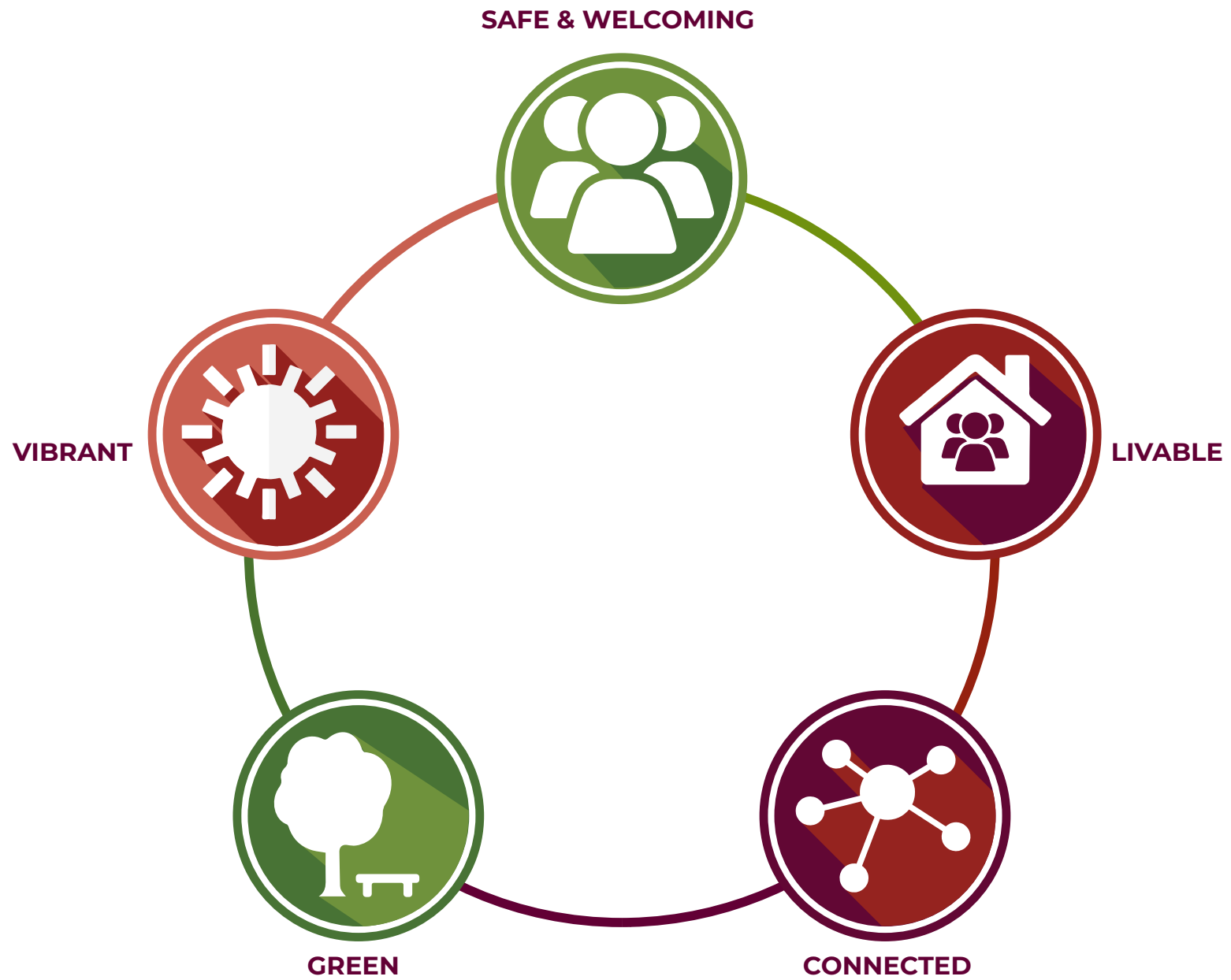
— with more local businesses, programming, and events.



Safe & Welcoming

— for residents and visitors through enhanced safety and comfort elements such as increased security, inclusive and ADA-accessible streetscape amenities and gathering places, and improved development design guidelines.

VISION & GUIDING PRINCIPLES

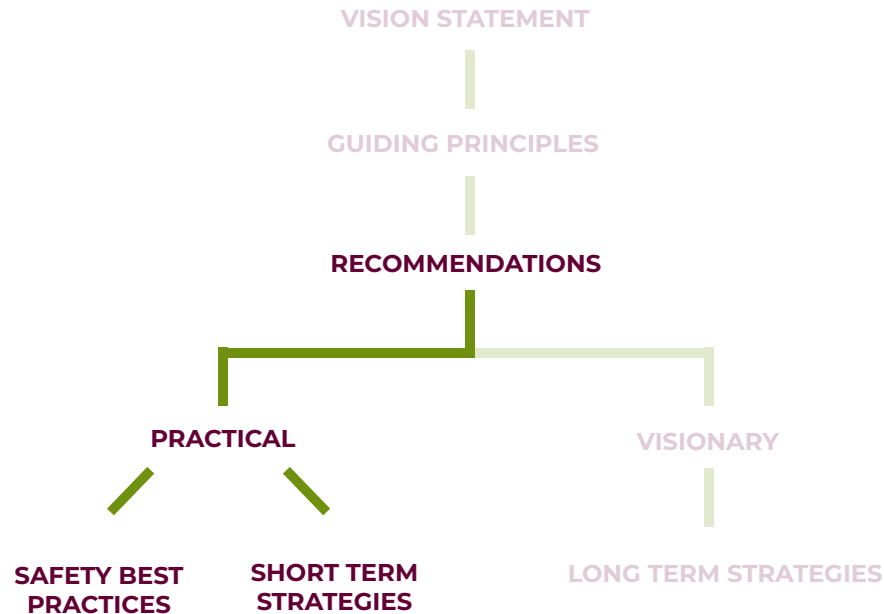




SECTION 4

PRACTICAL DEVELOPMENT RECOMMENDATIONS

This section covers recommendations that support the Vision and Guiding Principles in more immediate ways, and could be completed in less than five years. These recommendations are categorized as Practical recommendations and cover safety best practices and short term areawide recommendations.



PRACTICAL DEVELOPMENT RECOMMENDATIONS

- Safety Best Practices, pages 30-43
- Short Term Strategies, pages 44-61

SAFETY BEST PRACTICES

SOUTHGATE USA AND SURROUNDING AREAS

A safe and secure environment fosters a sense of community and belonging, encouraging social interaction and engagement.

The importance of safety to the residents and visitors of the Southgate area was repeatedly expressed in community meetings. The following safety best practices are crucial in creating a secure and positive environment for both shoppers and employees, fostering trust, reducing risks, and ensuring an enjoyable experience for everyone at the Southgate USA Shopping Center.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN - CPTED

Crime Prevention Through Environmental Design (CPTED) is a crime prevention strategy that focuses on modifying the built environment such as buildings, streets, parks, and other public spaces to reduce opportunities for crime and to enhance safety. This strategy heavily relies on partnerships, collaborations, and cooperation of multi-disciplinary community members working together as a team.

The Five Principles of CPTED include:

Natural Surveillance (maximize visibility – ‘eyes on the street’)

- The design of spaces should maximize visibility, so that people can see and be seen. This can involve the strategic placement of windows, lighting, and open spaces that allow people to observe their surroundings. The idea is that crime is less likely to be committed in places of high visibility.

Territorial Reinforcement (design elements that can establish clear boundaries between private and public areas and strengthen the sense of ownership)

- The design of spaces should reinforce the physical boundary in the private and public areas. Fences, signage, landscaping, and other physical markers can signal to residents and visitors that an area is cared for and monitored thereby deterring crime by making potential offenders feel more exposed and unwelcome.

Access Control (controlling access to spaces can reduce opportunities for crime)

- Managing and controlling access to space can reduce opportunities for crime. This can include limiting entrance points, securing doors and windows, and the strategic placement of physical barriers like fences or walls to direct movement and restrict access to private or high-risk areas.

Activity Support (encouraging positive activity in public spaces can reduce the opportunities for crime)

- Encouraging positive activity in public spaces can reduce opportunities for crime by increasing the presence of law-abiding citizens. This can involve promoting public gatherings, community events, and other activities that keep people engaged and present in the area where criminal behavior might otherwise thrive.

Maintenance ('Broken Window Theory' – regular maintenance and upkeep helps to convey the space is valued and criminal activity is not tolerated)

- The "Broken Window Theory" suggests that visible signs of neglect (graffiti, litter, or broken glass) can signal to offenders that an area is not monitored or cared for. This can in turn lead to more serious criminal behavior. Regular maintenance and upkeep are crucial to help convey that the space is valued and that criminal activity is not tolerated.



CPTED was created in the 1970s by a criminologist and an architect in response to the negative impacts of urban physical construction initiatives and strategies on reducing crime rates.

Source: Left City of Tacoma, WA, Planning & Development Department
Right - Telgian, www.telgian.com

PLANNING IN ACTION

LA PLACITA CINCO SANTA ANA, CA

Located in the heart of Santa Ana, California, La Placita Cinco revitalized an underutilized retail strip center in a community with deep cultural ties to the local Latino population. The area had been facing challenges such as vacancies, crime, and a lack of activity, all contributing to its decline. The goal of the redevelopment was to transform the space into a vibrant, active area that supported local businesses, provided a community gathering place, and improved safety, while also attracting visitors.

The project secured financing for both affordable residential units and retail plaza renovations through a mix of traditional and innovative funding sources. Key partners included Freddie Mac for long-term debt, R4 Capital for Equity Tax Credits, Citibank for construction financing, and the City of Santa Ana, which contributed a \$6 million grant. A 9% Low Income Housing Tax Credit (LIHTC) award further supported the initiative. The Wells Fargo Foundation provided a grant to help small businesses enhance branding and signage, reinforcing the importance of local enterprises in serving residents' needs and fostering community development beyond typical funding avenues.



Source: La Placita Cinco, City Fabrick, Santa Ana, California

The La Placita Cinco Redevelopment Project serves as a prime example of how CPTED (Crime Prevention Through Environmental Design) principles can be applied to a suburban redevelopment, improving public safety and promoting community engagement. By focusing on design elements like lighting, accessibility, and mixed-use development, the project not only creates a safer and more vibrant public space but also celebrates the cultural heritage of the community, enhancing the overall quality of life for residents.

Key Features of the Redevelopment Project:

1. Public Space Revitalization:

- The project included landscaping improvements, better lighting, and the creation of outdoor seating areas that encourage social interaction. These changes make the space more inviting and foster a sense of ownership among the community.

2. Improved Pedestrian Infrastructure:

- Upgrades to sidewalks, pedestrian paths, and crosswalks were a key part of the project.

3. Mixed-Use Development:

- The redevelopment introduced mixed-use elements to the plaza, which included both residential and commercial spaces.

4. Cultural Preservation and Community Engagement:

- The redevelopment plan was heavily focused on maintaining and celebrating the cultural heritage of the area, particularly its significance to the Latino community. Public art installations, murals, and cultural programming were included to ensure that the redevelopment remained respectful of the history and identity of the space.

5. Safety and Security Measures:

- Security cameras and improved signage were added to increase the visibility of the space and enhance overall safety.

For more information on this topic, visit <https://www.santa-ana.org>

SAFETY BEST PRACTICES & STRATEGIES

NATURAL SURVEILLANCE

Natural surveillance can play a key role in revitalizing Southgate USA by addressing the key issues of safety, community engagement, and overall appeal. By incorporating the various principles of natural surveillance, particularly lighting and visibility, Southgate USA can become a more vibrant, safe, and welcoming space for those who patronize the area. The added activity and visibility will help deter crime, encourage community engagement, and ultimately create a more appealing environment for both businesses and shoppers. These improvements will not only benefit the safety of the shopping center but will also make the area more attractive for future reinvestment and revitalization.



Proper lighting along walkways, paths, entrances, and in parking areas helps to increase safety and deter crime in an area.

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



VIBRANT



**SAFE &
WELCOMING**

Source: Left - Pixabay User Bruno, 2017
Right - Pixabay User Patrizio Napolitano, 2016

NATURAL SURVEILLANCE

GOAL A: INCREASE EXTERIOR LIGHTING

- a. Conduct a nighttime tour to identify areas that lack illumination at night.
- b. Inventory and conduct a review of lights in the public right-of-way and on private property to identify ones that are not working.
- c. Install proper exterior lighting to enhance security while minimizing opportunities for concealment:
 - i. Around landscaping
 - ii. Along pathways
 - iii. Near entry points
 - v. In parking areas

GOAL B: PROVIDE ACTIVE AND PASSIVE INTERVENTIONS THAT SUPPORT NATURAL SURVEILLANCE AROUND THE SOUTHGATE AREA

- a. Utilize security systems that combine access control, surveillance, and alarm systems, and security patrols with security guards and officers.
- b. Establish clear communication channels between property owners, property managers, businesses, security services, and Maple Heights police.
- c. Engage with businesses and residents within the area to identify security concerns.
- d. Consider removing signs from storefront windows to allow clear views.

GOAL C: FOSTER A CULTURE OF SECURITY AWARENESS AMONG RESIDENTS AND BUSINESSES

- a. Continue to inform residents and businesses about potential security risks.
- b. Encourage reporting suspicious activities to the proper authorities.
- c. Provide regular information sessions and workshops regarding security risks and threats, personal safety measures, and reporting procedures.

SAFETY BEST PRACTICES & STRATEGIES

TERRITORIAL REINFORCEMENT & ACCESS CONTROL

Territorial reinforcement and access control are both integral to creating safer, more secure environments. Territorial reinforcement establishes ownership and care for a space, while access control regulates who can enter and use the area. When combined, these strategies provide a cohesive approach to managing public and private spaces, deterring criminal behavior, and fostering a sense of community ownership and responsibility. They are both designed to make spaces feel more secure and encourage legitimate use, helping to reduce crime and enhance the overall vibrancy of an area like Southgate USA.



Physical elements such as fences, well maintained landscaping, gateways, signs and wayfinding, and streetscape amenities can help to define boundaries and reinforce the sense of a safe environment.

APPLICABLE GUIDING PRINCIPLES



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Source: Left & Right - CPTED Canada

TERRITORIAL REINFORCEMENT

GOAL A: REINFORCE BOUNDARIES OF SOUTHGATE SITE

- a. Properly mark the boundaries of Southgate USA and the surrounding areas with signage, fencing, landscaping, and other physical markers.
- b. Consider landscaping and fencing to discourage loitering.

ACCESS CONTROL

GOAL A: MANAGE AND CONTROL ACCESS TO SPACES TO REDUCE THE OPPORTUNITIES FOR CRIME

- a. Limit the number of curb cuts into the Southgate USA properties.
- b. Maintain sidewalks to allow safe passage from public to commercial areas through designated, appropriate paths.
- c. Construct landscaped islands to separate parking areas from pedestrian walkways to provide a safe and inviting environment for visitors and create natural buffers.

SAFETY BEST PRACTICES & STRATEGIES

ACTIVITY SUPPORT

Activity support involves encouraging legitimate, positive activities that draw people into a space and increase its use. By increasing positive activity through events, promoting social interaction, and encouraging business and community engagement, the space becomes more vibrant, welcoming, and secure. As Southgate USA becomes more active, it naturally reduces opportunities for crime while fostering a greater sense of ownership and pride among those who use it. Ultimately, a space with consistent, positive activity becomes a thriving environment that attracts investment, enhances safety, and contributes to long-term revitalization.



Developing programs such as a Business Watch Program and activities such as a “Clean Up Day”, that bring people together for positive activities and events aid in crime prevention.

APPLICABLE GUIDING PRINCIPLES



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**SAFE &
WELCOMING**

Source: Left - City of O'Fallon, Missouri
Right - Cuyahoga County

ACTIVITY SUPPORT

GOAL A: FOSTER MORE ACTIVITY IN PUBLIC AREAS THROUGH EVENTS, PROGRAMS, AND ORGANIZATIONS

- a. Establish a Merchants/Business Tenants Association that meets regularly to promote and share information about Southgate USA.
- b. Establish a business watch program to actively monitor and report suspicious and criminal activities.
- c. Host a regular “Clean Up Day” to bolster a positive and safe visitor experience and foster community engagement at Southgate USA.
- d. Plan and organize quarterly events in public spaces such as pop-up markets or community fairs (employment, health, housing, etc.).

GOAL B: DEVELOP PARTNERSHIPS BETWEEN PUBLIC AND PRIVATE SECTORS TO ACTIVATE SOUTHGATE

- a. Implement activities to activate under-utilized private and public space to help foster connectivity between businesses, residents, and visitors.
- b. Conduct regular safety audits in and around the Southgate area.

SAFETY BEST PRACTICES & STRATEGIES

MAINTENANCE

Maintenance will play a crucial role in the success and long-term sustainability of Southgate USA. Regular upkeep not only improves the aesthetic appeal and functionality of the area, but it also signals to the community, businesses, and visitors that the space is cared for and valued. Well-maintained spaces are associated with safety, pride, and active management. By regularly maintaining the physical infrastructure, landscaping, and public spaces, Southgate USA can re-establish itself as a vibrant, active, and well-cared-for community asset.



Regular landscaping and maintenance is an indication that the area is active, safe and welcoming, well-cared for place in the community.

APPLICABLE GUIDING PRINCIPLES



CONNECTED



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WELCOMING

Source: Left & Right - Downtown Cleveland Alliance, 2024

MAINTENANCE

GOAL A: ESTABLISH A ROUTINE MAINTENANCE SCHEDULE TO ENSURE A CLEAN ENVIRONMENT

- a. Work with property owners and the Merchants Association to ensure that landscaping is well-maintained, as overgrown or poorly kept areas can signal neglect.
- b. Keep sidewalks, parking lots, and green spaces free from litter, fallen branches, or debris.
- c. Incorporate living or green walls to deter graffiti.
- d. Ensure that street furniture and other street amenities are made of durable and vandal resistant materials
- e. Consider establishing a Special Improvement District in the Greater Southgate Area.

PLANNING IN ACTION

SPECIAL IMPROVEMENT DISTRICTS

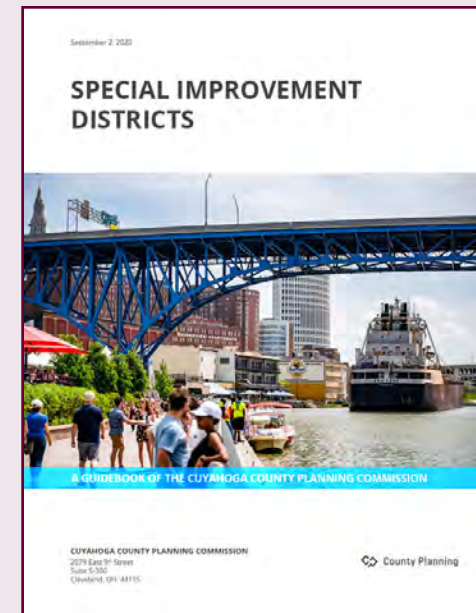
A Special Improvement District (SID) is a defined geographic area in which property owners elect to pay an additional assessment in order to fund public improvements and services that benefit the district as a whole. In Chapter 1710 of the Ohio Revised Code, a SID is defined as a public entity that is organized by property owners, governed by a local board, and authorized by the local municipality. The purpose of a SID is to support the growth and development of a business district through services that enhance the area's vibrancy, improve its safety and cleanliness, and attract investment.

The following characteristics are needed for a business district to become a prime candidate to become a Special Improvement District:

- Existing relationships among merchants
- Common interests or existing plans
- Low vacancy rate
- Density of commercial activities
- Few governmental or institutional properties
- Supportive city leadership

If these characteristics are present, it is more likely that a Special Improvement District will be approved and will ultimately be successful. If not, there may be other activities that are better suited to the district. For instance, if existing merchants do not have strong relationships, forming a merchant's association may be a positive first step in forming the bonds that can ultimately lead to a Special Improvement District.

For more information on this topic, visit <https://www.countyplanning.us/resources/guidebooks/special-improvement-districts-guidebook/>



Special Improvement Districts Guidebook
Cuyahoga County Planning Commission

MERCHANTS ASSOCIATIONS

A Merchants Association is formed by businesses in a commercial area or district to collaboratively work towards promoting the common interests of the merchant association businesses, attracting customers and new businesses, and boosting the local economy.

The Ohio City Merchant's Association (OCMA) is one successful example in Northeast Ohio. The OCMA's established goals are to unite the business members and neighborhood to coordinate meetings, projects, and special events; inform the community on area- or district-wide meetings, events, concerns, and opportunities, and promote the common interests and goals of the member businesses through local government advocacy and marketing campaigns.

The Ohio City Merchants Association is a model that could be used for the Southgate USA district.

For more information on this topic, visit <https://www.ohiocity.org/ohio-city-merchants-association/>



Source: Ohio City Merchant's Association, Cleveland, Ohio

SHORT TERM STRATEGIES

THEMES

The Short Term Strategies are organized into five (5) themes. Each theme contains a set of goals and strategies that generally take less than five years to implement and would help to accomplish the Vision and Guiding Principles for the Southgate Area. The applicable Guiding Principles are listed with each set of goals and strategies.

The five (5) Themes are:

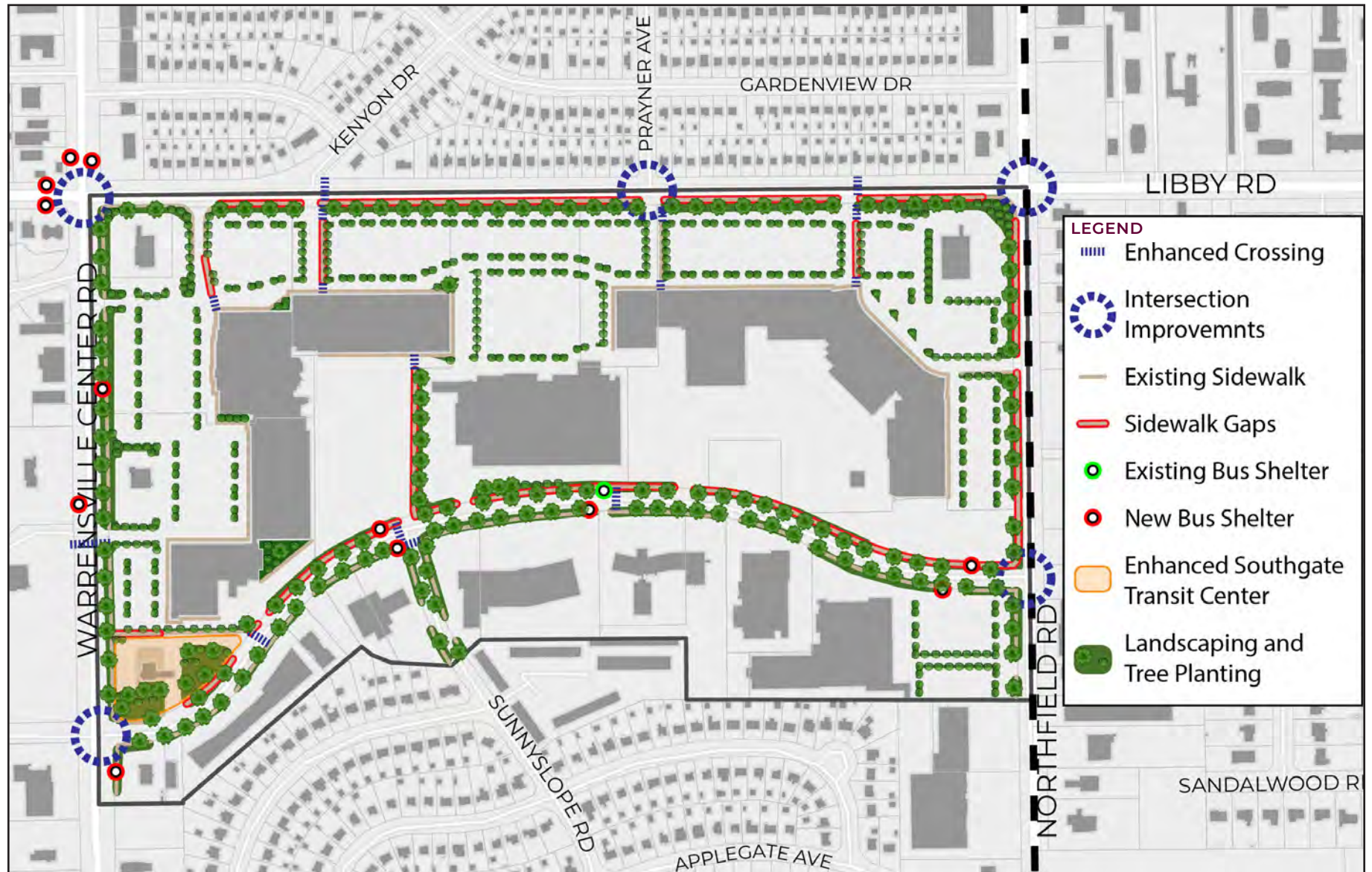
- Southgate Park Boulevard
- Southgate Area Connectivity & Accessibility
- Mixed-Use and Economic Development
- Environmental
- Neighborhood Development & New Housing Opportunities

The Short Term Strategies map on page 45 displays the locations for some of the recommendations. These improvements aim to aid in the evolution of the Southgate area into a vibrant, walkable, mixed-use district.



Left: Multiple lanes along existing Warrensville Center Road. Right: Sidewalk ending along existing Libby Road, adjacent to Southgate USA. Source: County Planning

MAP 3 SHORT TERM STRATEGIES



SHORT TERM STRATEGIES

SOUTHGATE PARK BOULEVARD

Southgate Park Boulevard is a key roadway in the Southgate area, as well as an important route for the many buses that stop at the Southgate Transit Center. Southgate Park Boulevard allows residents and visitors to interact with the various businesses and education facilities to the south of Southgate. The vision for this area is to improve connections for safe walking, biking, and transit connections complete with high quality streetscape amenities.

High quality streetscapes are important amenities that influence travel choices for residents and can improve street aesthetics. Streetscape elements such as sidewalks, street trees, benches, lighting, and other decorative elements create attractive corridors and facilitate bicycle and pedestrian mobility.

In 2024, Maple Heights received a TLCI Implementation Grant from the Northeast Ohio Areawide Coordinating Agency (NOACA) to fund construction for improvements to Southgate Park Boulevard that began in late 2024.

Source: Left - County Planning, Right - City of Maple Heights, Ohio



Sidewalk amenities vary in scope, design, and size, and may include benches, bike parking, trash cans, wayfinding signs, and decorative sidewalks and crosswalks to enliven an area, aid in traffic calming, and provide a welcoming and comfortable experience.

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



VIBRANT



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WELCOMING

SOUTHGATE PARK BOULEVARD RECOMMENDATIONS

GOAL A: IMPROVE THE LOOK, FEEL AND USABILITY OF SOUTHGATE PARK BOULEVARD

APPLICABLE GUIDING PRINCIPLES



- a. Complete the implementation of the Southgate Park Boulevard TLCI Project including street redesign, crosswalks, bike lanes, bike racks, and branded street signage and wayfinding.
- b. Continue working with GCRTA to add bus shelters along Southgate Park Blvd.
- c. Fill in missing sidewalk gaps along the north side of Southgate Park Boulevard to improve pedestrian connections to new and existing bus shelters.
- d. Install architectural features to create gateways that guide people to desired entrances around the Southgate USA site.

SHORT TERM STRATEGIES

SOUTHGATE AREA CONNECTIVITY & ACCESSIBILITY

Ensuring that everyone in the Southgate area has multi-modal access at Warrensville Center Road, Libby Road, Northfield Road, and Southgate Park Boulevard is essential to taking full advantage of the assets within and around Southgate. Completing sidewalk connections along Libby Road and portions of Northfield Road will extend access to all residents and visitors and improve connectivity and accessibility.

Enhancing the gateways and entrances at major entrances into the Southgate area will help to identify the area as a destination while enhancing the aesthetic appeal of the area, thereby, building a welcoming community.



Clearly marked crosswalks and gateways markings make it easier and safer for people to cross busy streets through a pedestrian-activated red light.

APPLICABLE GUIDING PRINCIPLES



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GREEN



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Source: Left - City of Church Falls, Virginia
Right, Maple Heights TICI Southgate Connectivity Study

SOUTHGATE AREA CONNECTIVITY & ACCESSIBILITY RECOMMENDATIONS

GOAL A: ENHANCE THE AESTHETIC APPEAL OF THE SOUTHGATE AREA TO MAKE IT COMFORTABLE AND WELCOMING FOR ALL MAPLE HEIGHTS RESIDENTS AND VISITORS

APPLICABLE GUIDING PRINCIPLES



- Enhance landscaping by adding landscaped islands and increasing tree canopy.
- Add sidewalk amenities such as benches, trash cans, planters, and bike parking to enhance the visual aesthetic and offer a welcoming and comfortable environment for pedestrians and bicyclists.
- Eliminate unnecessary curb cuts to reduce conflict points while allowing pedestrians safe and easy access to businesses.
- Formalize a comprehensive wayfinding system including gateways and signage for the Southgate area.

GOAL B: IMPROVE BICYCLE AND PEDESTRIAN ACCESS BETWEEN NEIGHBORHOODS AND THE COMMERCIAL AREAS OF SOUTHGATE USA

APPLICABLE GUIDING PRINCIPLES



- Update the City's Zoning Code to require clear, safe, and direct pedestrian connections through parking lots in the Southgate area.
- Evaluate and design the proposed bicycle network with key links along Libby Road, Northfield Road, and Southgate Park Blvd.
- Add sidewalks to all missing segments along Warrensville Center Road, Libby Road, and Southgate Park Boulevard.

GOAL C: DEVELOP AND IMPLEMENT A SAFETY PLAN FOR INTERSECTIONS AND CROSSWALKS ALONG LIBBY ROAD, NORTHFIELD ROAD, AND WARRENSVILLE CENTER ROAD

APPLICABLE GUIDING PRINCIPLES



- Conduct a Road Safety Audit of the Southgate Area in coordination with ODOT and a multi-disciplinary group of independent experts.
- Enhance intersections and crosswalks with pedestrian beacons, brighter lighting, ADA-compliant curb cuts and ramps for access, and clearly painted crossings.
- Evaluate traffic calming measures along Libby Road, Warrensville Center Road, and Northfield Road to include reduced speed limits, road narrowing with curb bump outs, or other traffic calming treatments.
- Ensure that the Safe Routes to School (SRTS) plan is updated with a School Travel Plan (STP) for the Milkovich Middle School and the Southgate area.

PLANNING IN ACTION

CUYAHOGA GREENWAYS

The Cuyahoga Greenways Plan, completed in 2019, laid out a comprehensive framework for a countywide trail and bikeway network. Within Maple Heights, there are several alignments designated as Supporting Routes, which are intended to provide a more localized connection into the overall regional system. This includes future on-street alignments along Dunham Rd and Rockside Rd in the western part of Maple Heights, as well as a future Off-Street route utilizing the railroad right of way parallel to Broadway Ave. Closer to Southgate, the Greenways Plan calls for an on-street alignment along Warrensville Center Rd into Stafford Park, then running along lower speed neighborhood routes such as Camden Rd and Mayville Rd to connect north into Warrensville Heights and North Randall.

The Cuyahoga Greenways Plan is intended to provide a blueprint of where connections are needed from a regional, countywide perspective, and additional local planning is needed to determine the feasibility of the routes. However, the number of supporting routes in Maple Heights indicates that both north-south and east-west bike routes are needed to connect Maple Heights residents to nearby employment, recreational, and environmental assets.



Cuyahoga Greenways Network Map
Source: County Planning

BICYCLE & PEDESTRIAN EDUCATION PROGRAMS

More communities are working towards improving existing infrastructure to include safer and more user-friendly facilities for walkers and bikers to reach their destinations. Bicycle and pedestrian educational programs and awareness campaigns can be effective strategies to educate roadway users of all ages and empower people to bike and walk more.

Listed below are just some of the different types of education programs that could be used.

ODOT's Every Move You Make educational tools and resources:

- www.transportation.ohio.gov/programs/safe-routes-srts/education-encouragement/02-every-move-you-make

Awareness campaigns and advertisements

- ODOT's Your Move Campaign Toolkit: www.dot.state.oh.us/ActiveTransportation/Pages/choose.aspx

Annual Community Walking and Biking National Walk to a Park Day

- www.scrantonpa.gov/2023/10/11/celebrating-national-walk-to-the-park-day/



SHORT TERM STRATEGIES

MIXED-USE AND ECONOMIC DEVELOPMENT

The economic redevelopment vision for the Southgate area is for its evolution into a unique and vibrant mixed-use district that supports small businesses, start-ups, and restaurants. Focusing efforts on mixed-use development, repurposing existing buildings, and updating zoning code regulations can lead to a strong and diversified economy, resulting in additional jobs, a stronger Southgate area neighborhood, and an expanded tax base.



Left: New business ribbon cutting at Southgate USA. Right: New business opening in Maple Heights.

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



VIBRANT



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WELCOMING

Source: Left & Right - City of Maple Heights, Ohio

MIXED-USE AND ECONOMIC DEVELOPMENT RECOMMENDATIONS

GOAL A: ATTRACT NEW BUSINESSES AND DEVELOPMENT TO THE SOUTHGATE AREA

APPLICABLE GUIDING PRINCIPLES



- Use the City's Community Reinvestment Area as a core incentive to invest in Southgate USA.
- Consider a fund to support the small businesses, start-ups, and restaurants at Southgate, including rental assistance, start-up costs, and fit-out of storefronts.
- Develop and publicize a list of businesses and tenant spaces at Southgate USA.
- Work with Southgate USA to host pop-up businesses in vacant storefronts as a way of enlivening the area.

GOAL B: UPDATE REGULATIONS TO ALLOW THE REDEVELOPMENT OF SOUTHGATE IN LINE WITH THE COMMUNITY'S VISION

APPLICABLE GUIDING PRINCIPLES



- Adopt a new mixed-use zoning district that allows both commercial and residential development.
- Proactively rezone the Southgate site and adjacent commercial areas to the new zoning district.
- Include new design guidelines and standards that support appropriate scale, compatibility, and character of new development while supporting pedestrian and bicycling goals.

SHORT TERM STRATEGIES

ENVIRONMENTAL

The environmental recommendations focus on the importance of investing in green infrastructure that can decrease the amount of impervious surface, slowing the flow of water entering the sewer system, creating opportunities for green space expansion and community gathering opportunities, and increasing the tree canopy through the addition of street trees. In addition, these recommendations could help improve the quality of life of residents by providing spaces for community events and gatherings that can include markets and fairs.



Left: Shopping Center Parking Lot Bioswale. Right - Outdoor green space for community gathering at Crocker Park.

APPLICABLE GUIDING PRINCIPLES



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Source: Left Conservation Design Forum Project, Carol Stream, IL .
Right - Crocker Park, Westlake, Ohio

ENVIRONMENTAL RECOMMENDATIONS

GOAL A: UTILIZE SUSTAINABILITY MANAGEMENT BEST PRACTICES IN NEW OR REBUILT INFRASTRUCTURE AND DEVELOPMENT

APPLICABLE GUIDING PRINCIPLES



- Incorporate green infrastructure as part of new and reconstructed streets to improve stormwater management.
- Update parking lot standards for large scale development to require green stormwaters infrastructure in addition to general landscaping requirements.
- Reduce the amount of impervious surface by using permeable pavement, bioswales, and rain gardens, where feasible.
- Update the City Zoning Code to include Solar and Wind Energy Production Systems regulations.
- Invest in green energy technologies such as incorporating small scale solar panels on large roof tops and developments in the Southgate area.

GOAL B: DEVELOP LANDSCAPING DESIGN GUIDELINES AND INCREASE STREET TREES

APPLICABLE GUIDING PRINCIPLES



- Update the City's Zoning Code to include parking lot landscaping and tree protection standards for new developments.
- Include tree planting plans on all new and major road construction projects in the Southgate area.
- Consider adding street trees to soften the aesthetic, decrease the temperatures caused by urban heat island effect, and improve air and water quality in the Southgate area.
- Develop Landscaping Design Guidelines.

GOAL C: BUILD GREEN AND OPEN SPACES FOR COMMUNITY GATHERINGS AND ENGAGEMENT

APPLICABLE GUIDING PRINCIPLES



- Partner with Southgate property ownership to identify potential green space at Southgate and conduct a formal process with residents to identify desired park features.
- Partner with Southgate ownership and community organizations to develop programming and events to activate spaces.
- Program the proposed green spaces at Southgate with community events such as farmers markets and health fairs.
- Enliven the community gathering spaces with art and murals.

PLANNING IN ACTION

CUYAHOGA HEALTHY URBAN TREE CANOPY PROGRAM

In 2019, Cuyahoga County established a countywide sustainability goal to target, implement, and track actions in the reduction of greenhouse gas emissions based on the Cuyahoga County Climate Change Action Plan. In that Plan, the importance of a healthy tree canopy was emphasized, and through an initiative of the County, the Healthy Urban Tree Canopy Grant Program was established.

The competitive grant program provides funding for tree plantings with the aim to lessen the impact of climate change by increasing tree canopy coverage. Since 2019, the grant program has been coordinated by the Cuyahoga County Department of Sustainability, the Cuyahoga County Planning Commission, and the Cuyahoga Soil & Water.

For more information on this topic, visit <https://www.countyplanning.us/services/grant-programs/healthy-urban-tree-canopy-grant-program/>



Tree plantings in various locations in Cuyahoga County
Source: Cuyahoga County

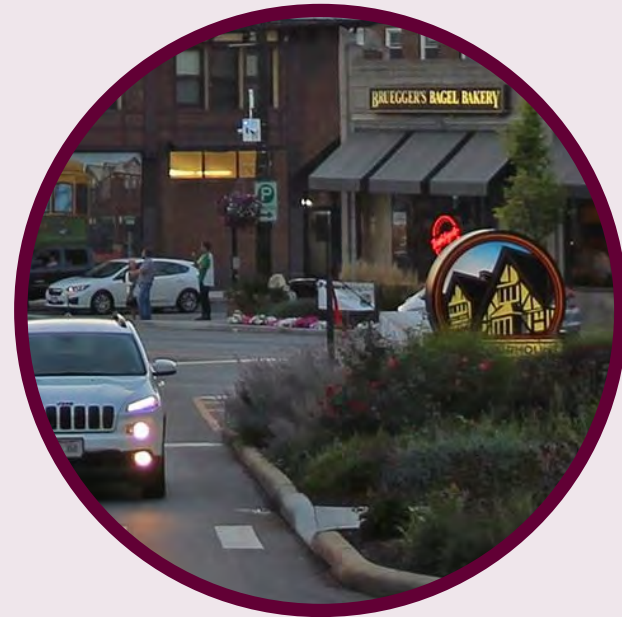
COMMUNITY REINVESTMENT AREA, CLEVELAND HEIGHTS, OHIO

In 2018, the City of Cleveland Heights created a citywide Community Reinvestment Area (CRA) to offer tax incentives and benefits to property owners. This CRA evolved into the Grow program, a tax savings plan that extends tax benefits to eligible residential and commercial properties that help support reinvestment in existing buildings and also encourage new construction.

Residential properties are eligible for property tax savings for new and remodeling construction. Based on the strength of the housing market at the census tract level, tax savings on residential properties start at 25% for five years and go as high as 100% for 15 years.

Commercial projects that meet certain criteria are also eligible for tax savings and are subject to required terms of development incentive agreements that are negotiated on a case-by-case basis with the City of Cleveland Heights and the Cleveland Heights-University Heights School District.

For information on this topic visit: <https://www.clevelandheights.com/>



Cedar-Fairmount Business District
Source: City of Cleveland Heights, Ohio

SHORT TERM STRATEGIES

NEIGHBORHOOD DEVELOPMENT & NEW HOUSING OPPORTUNITIES

The City of Maple Heights has beautiful neighborhoods with well-maintained housing stock. Most houses in Maple Heights are older, bungalow-style, detached single-family homes with two or three bedrooms. These homes do not always accommodate residents' need for space or accessibility within their own homes. Although the City is largely built out, there are a few additional opportunities for new housing developments via infill development and building new market rate and affordable housing at Southgate USA. To achieve this, the City should consider updating zoning to allow residential uses at higher densities.



Well-maintained homes in the Southgate area in Maple Heights.

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



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Source: Google, 2025

NEIGHBORHOOD DEVELOPMENT & NEW HOUSING OPPORTUNITIES RECOMMENDATIONS

GOAL A: CONTINUE TO MAINTAIN AND PRESERVE EXISTING HOUSING IN THE SOUTHGATE AREA

APPLICABLE GUIDING PRINCIPLES



- a. Continue to utilize the Community Reinvestment Areas to provide tax incentives to invest in existing and new homes.
- b. Work with property owners and developers to reinvest in post-war bungalows, based on the CUDC Home Modernization and Expansion plan.
- c. Continue to track neighborhood investment and maintenance through building permits data.
- d. Advertise infill housing opportunities to developers.

GOAL B: INCORPORATE HOUSING INCLUDING BOTH MARKET RATE AND AFFORDABLE HOUSING OPTIONS AT SOUTHGATE USA

APPLICABLE GUIDING PRINCIPLES



- a. Update zoning to allow residential uses at higher densities.
- b. Support the development of high-quality senior living facilities and workforce housing options in the Southgate area.

PLANNING IN ACTION

CUDC - HOME MODERNIZATION AND EXPANSION, MAPLE HEIGHTS, OHIO

The First Suburbs Consortium Housing Initiative is an effort to strengthen the marketability of inner ring residential neighborhoods. The initiative attempts to reinvent two under-performing housing types, the post-war bungalow and the two-family home, and to improve neighborhoods with concentrations of these housing types.

Kent State University's Cleveland Urban Design Collaborative produced a document that showcases how suburban, single-family, bungalow-style homes could be renovated and expanded to add space, improve facades, and add modern amenities. The images on the next page show one example of such a renovation that includes an open kitchen, built-out second floor, and expanded front porch in a typical, single-family home in Maple Heights, a highlighted community in the study.



Well-maintained homes in Maple Heights.
Source: Google, next page: Kent State University Cleveland Urban Design Collaborative

POTENTIAL FOR EXPANDING A BUNGALOWS

FROM THIS:



TO THIS:

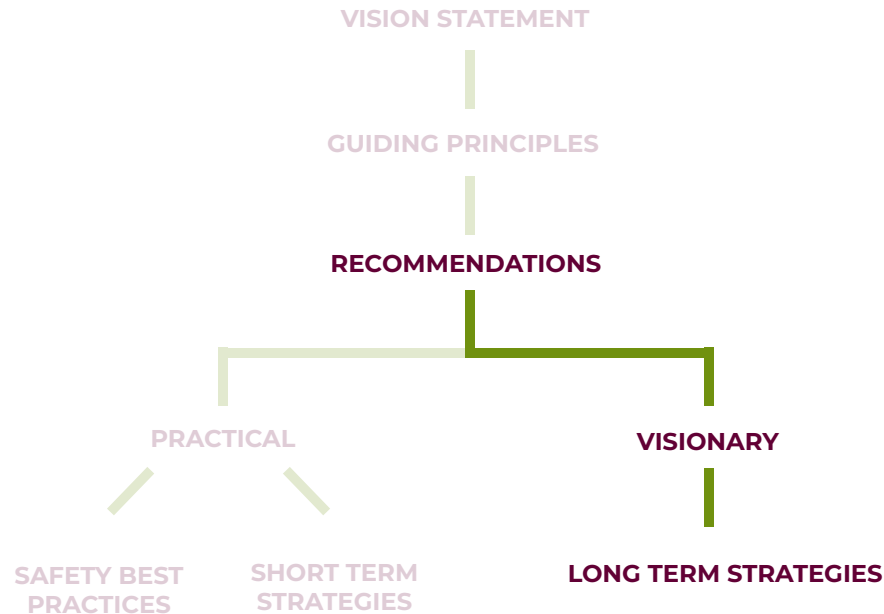




SECTION 5

VISIONARY DEVELOPMENT RECOMMENDATIONS

This section covers recommendations that support the Vision and Guiding Principles that will take additional community planning and decision making, partners and collaboration, funding, and time to implement. These recommendations are categorized as Visionary recommendations and include larger-scale development and infrastructure projects.



VISIONARY DEVELOPMENT RECOMMENDATIONS

- Long Term Strategies Map, pages 64-65
- Major Corridors, pages 66-73
- Southgate Transit Center Area Redevelopment, pages 74-77
- Eastern Area Redevelopment, pages 78-87
- Future Land Use Map, pages, 88-91

LONG TERM STRATEGIES MAP

TARGET AREA RECOMMENDATIONS

The Visionary Development Recommendations detail long term strategies for certain target areas, including the Southgate Transit Center and the eastern side of Southgate for potential redevelopment. These recommendations would take five (5) or more years to implement and would help to accomplish the Vision and Guiding Principles for the Southgate Area. These recommendations are accompanied by conceptual renderings that will change with further planning, detailed study, and continued community engagement.

Please note: Any changes to the Southgate USA site will require interest and willingness of property ownership and sufficient market demand.

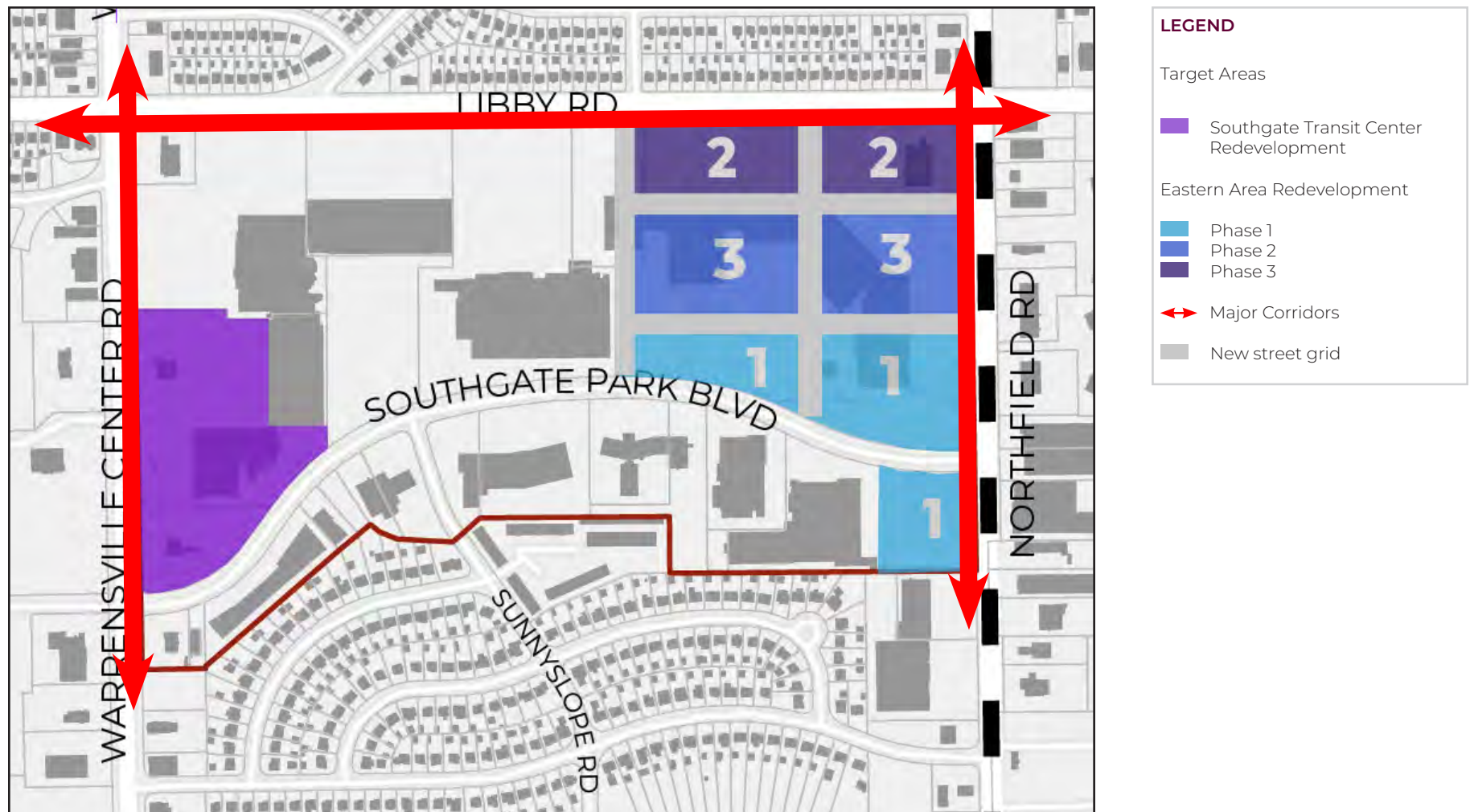
The Long Term Strategies are organized as the following:

- Major Corridors
- Southgate Transit Center Redevelopment
- Eastern Area Redevelopment



Left: Southgate USA Offices. Right: Signage at Northfield Road and Southgate Park Boulevard.
Source: County Planning

MAP 4 SOUTHGATE USA TARGET AREAS



LONG TERM STRATEGIES

MAJOR CORRIDORS

The 2021 Southgate Connectivity TLCI Study included recommendations for the three of the major corridors surrounding Southgate USA: Northfield, Libby, and Warrensville Center Roads, such as installing low-stress bicycle facilities along both Northfield and Warrensville Center Roads and connecting Maple Heights into the Cuyahoga Greenways routes.

Improving these corridors would provide an opportunity for an integrated multi-modal transportation network that helps to revitalize commercial areas, connect residential neighborhoods, and enhance and broaden transportation options for pedestrians, cyclists, and motorists.

Source: County Planning



Left: Existing lanes along Warrensville Center Road, looking south. Right: Existing lanes along Libby Road.
Source: County Planning

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



VIBRANT



**SAFE &
WELCOMING**

MAJOR CORRIDORS RECOMMENDATIONS

A. Reimagine Libby, Northfield, and Warrensville Roads as slower, pedestrian-friendly streets that incorporate trees, landscaping, signage, wayfinding, and amenities for pedestrians, bicyclists, and transit-users.

B. Partner with Bedford Heights on any future reimagining of Northfield Road.

C. Incorporate a new grid pattern of streets in major redevelopments of Southgate USA.

D. Finalize street designs and incorporate requirements into new zoning regulations.

LONG TERM STRATEGIES

LIBBY ROAD*

Libby Road has the lowest average daily traffic among the streets directly adjacent to Southgate USA. When reimagining Libby Road, the 2019 Maple Heights Master Plan was used as the baseline. This includes reducing the current four lane roadway down to two travel lanes with a center turn lane and tree lined median, buffered bike lanes, and a new sidewalk on the south side of the street. This configuration will help right-size Libby Road for its current traffic volume and match its lane configuration to the west of Warrensville Center Road. This will help create a more cohesive and multi-modal east-west corridor Maple Heights, as well as beautify and protect residential homes on the north side of the street from excess noise and traffic.

These recommendations are also supported by the 2021 Southgate Connectivity TLCI study, which included a traffic analysis that supports the recommended three lane future conditions of Libby Road.

Source: County Planning



Left: Entrance of Southgate USA to Libby Road, 500 ft from Warrensville Center Road intersection Right: Sidewalk ending at entrance of Southgate USA along Libby Road.
Source: County Planning

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



VIBRANT

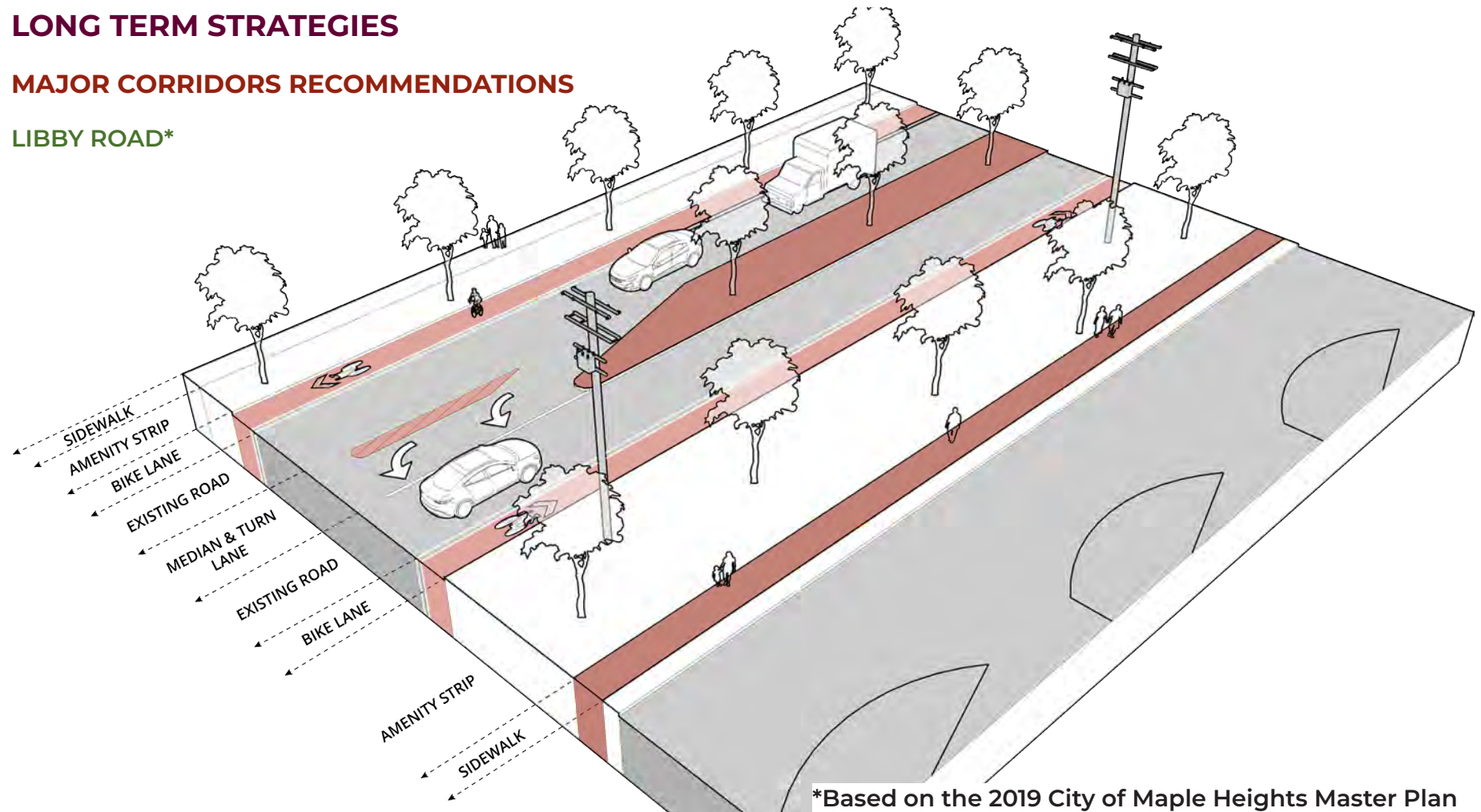


SAFE &
WELCOMING

LONG TERM STRATEGIES

MAJOR CORRIDORS RECOMMENDATIONS

LIBBY ROAD*



*Based on the 2019 City of Maple Heights Master Plan

LONG TERM STRATEGIES

NORTHFIELD ROAD

For the long-term, Northfield Road is envisioned as a primary north-south bicycle and pedestrian link, connecting Maple Heights and Southgate USA to employment centers and recreational amenities in the adjacent communities of Bedford Heights, Warrensville Heights, and North Randall. Adjacent to Southgate USA, the street is reimagined to include a road diet, reducing the current four lane roadway with a center turn lane, down to two lanes and a center turn lane. The additional space allows for buffered protected bike lanes as well as an on-street parking lane to allow for additional parking, as future redevelopment is envisioned to take up existing parking lots along Northfield. New sidewalks are present along the west side of the street, with additional landscaping and greenery in the right-of-way.

It is recommended for Maple Heights to work with the adjacent communities of Bedford Heights and Bedford to prioritize Northfield Road for this connection.



Left: Existing eastern entrance to Southgate USA at Northfield Road.
Right: Existing lanes of Northfield Road, looking north.
Source: County Planning

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



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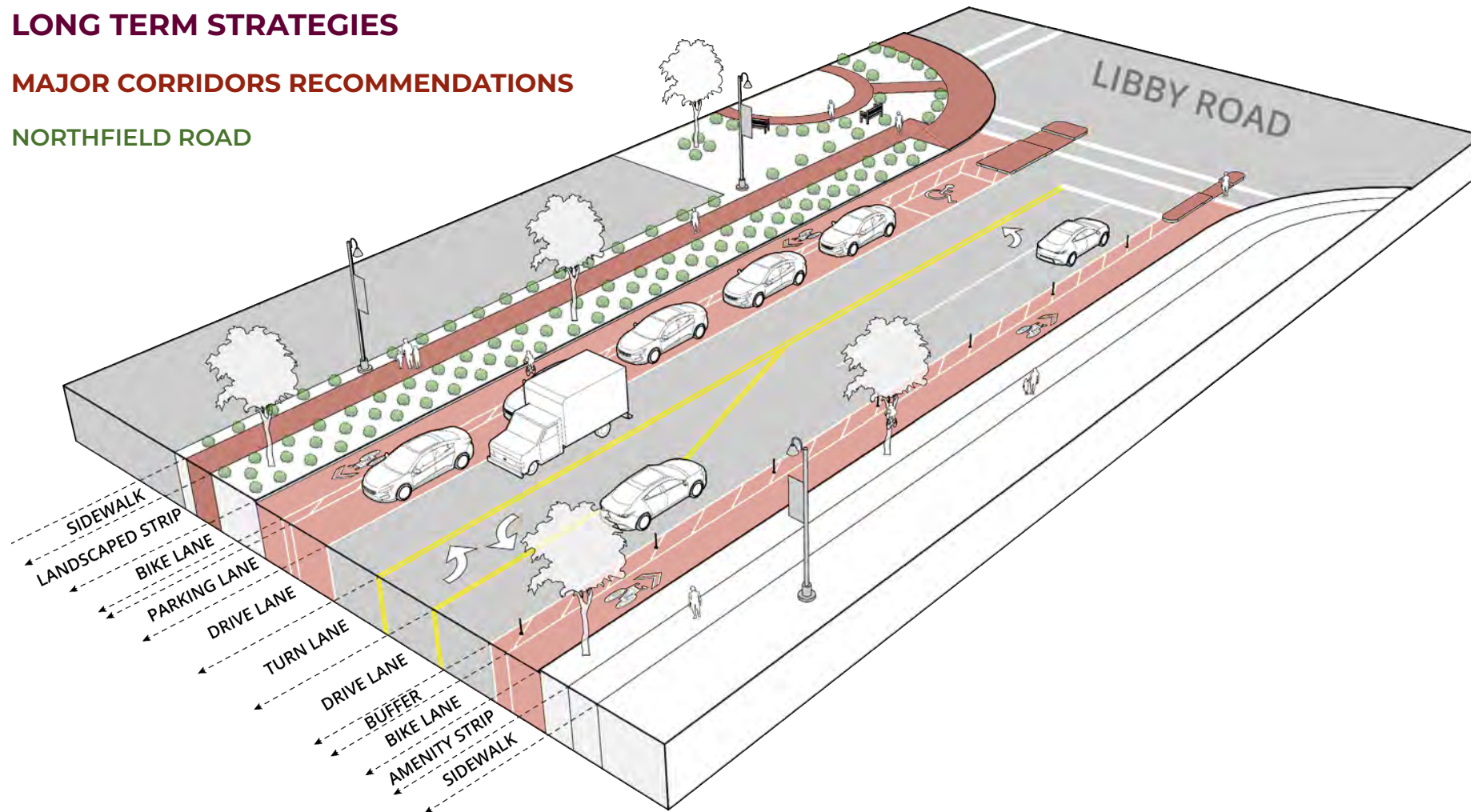


SAFE &
WELCOMING

LONG TERM STRATEGIES

MAJOR CORRIDORS RECOMMENDATIONS

NORTHFIELD ROAD



LONG TERM STRATEGIES

WARRENSVILLE CENTER ROAD

Long-term Warrensville Center Road is envisioned as a high-frequency transit corridor with roadway infrastructure to help support and enhance public transit and the transit riding experience. The Greater Cleveland Regional Transit Authority (GCRTA) identified Warrensville Center Road as a long-term priority corridor, meaning this corridor has been identified for capital investment in street infrastructure to improve bus speed, reliability, and rider convenience. The roadway concept on page 73 shows Warrensville Center Road with recommended improvements that support the addition of peak hour bus lanes. These lanes are designed to improve travel times by allowing buses to use a dedicated travel lane during peak hours where ridership is highest. These lanes can still be utilized as drive lanes during non-peak times to allow for minimal disruption to traffic flow. GCRTA has had success implementing peak hour bus lanes on other priority transit routes such as Clifton Blvd in the Cities of Cleveland and Lakewood.

Additional recommendations along Warrensville Center Road include street amenities such as bus stops and landscaping to help improve the pedestrian and transit riding experience.



Left: Existing intersection of Warrensville Center Road at Libby Road.
Right: Existing lanes of Warrensville Center Road.
Source: County Planning

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



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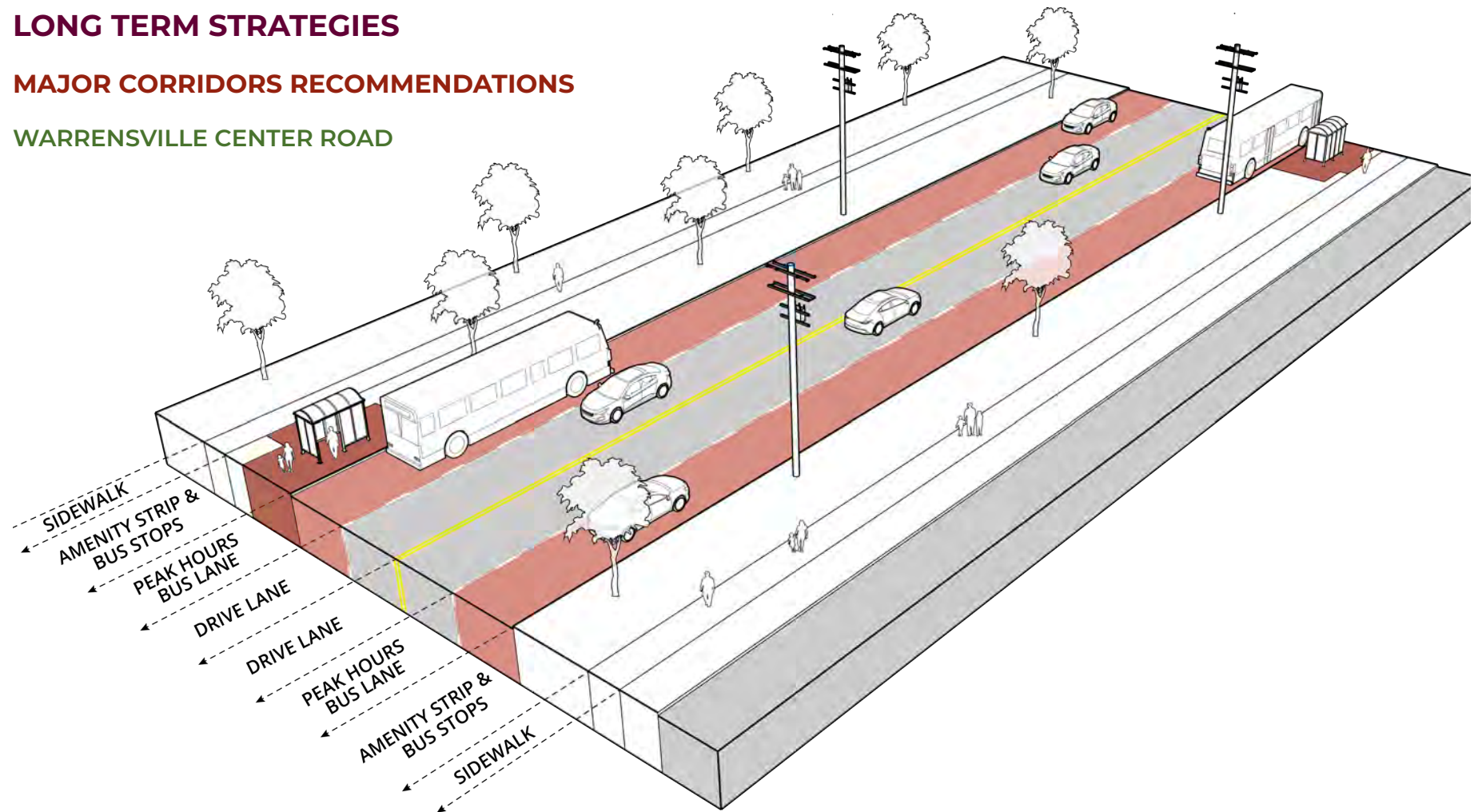


SAFE &
WELCOMING

LONG TERM STRATEGIES

MAJOR CORRIDORS RECOMMENDATIONS

WARRENSVILLE CENTER ROAD



LONG TERM STRATEGIES

SOUTHGATE TRANSIT CENTER REDEVELOPMENT

The Southgate Transit Center sits in the southwestern corner of the overall shopping area on land owned by the Greater Cleveland Regional Transit Authority (GCRTA). This center serves three different transportation authorities – GCRTA, Akron Metro Regional Transit Authority (METRO), and Portage Area Regional Transportation Authority (PARTA) – due to its strategic location near the intersection of three counties and two metropolitan areas. On average, over 450 transit riders board a GCRTA bus at this transit center daily.

The Transit Center's high ridership, regional interconnectivity, and publicly-owned land position this property as a significant opportunity for Transit-Oriented Development (TOD). Possible redevelopment scenarios outlined on pages 76-77 include an improved and upgraded public realm, added amenities on existing publicly-owned land or transformative mixed-use development on both the publicly-owned and privately-owned land. The last scenario would require a partnership or agreement with Southgate's existing private landowners and GCRTA. It would transform this corner of Southgate into a destination rather than a pass-through environment by integrating newly built housing, office, community, and retail uses with frequent transit service.



Southgate Transit Center
Source: County Planning

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE

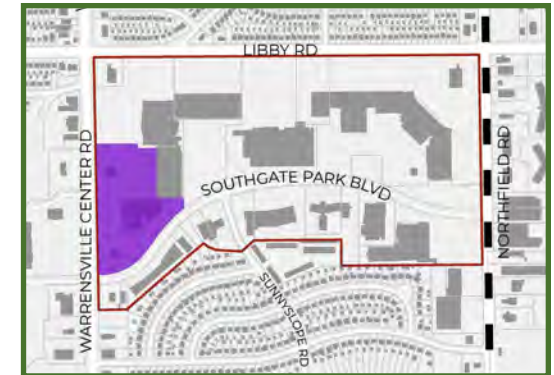
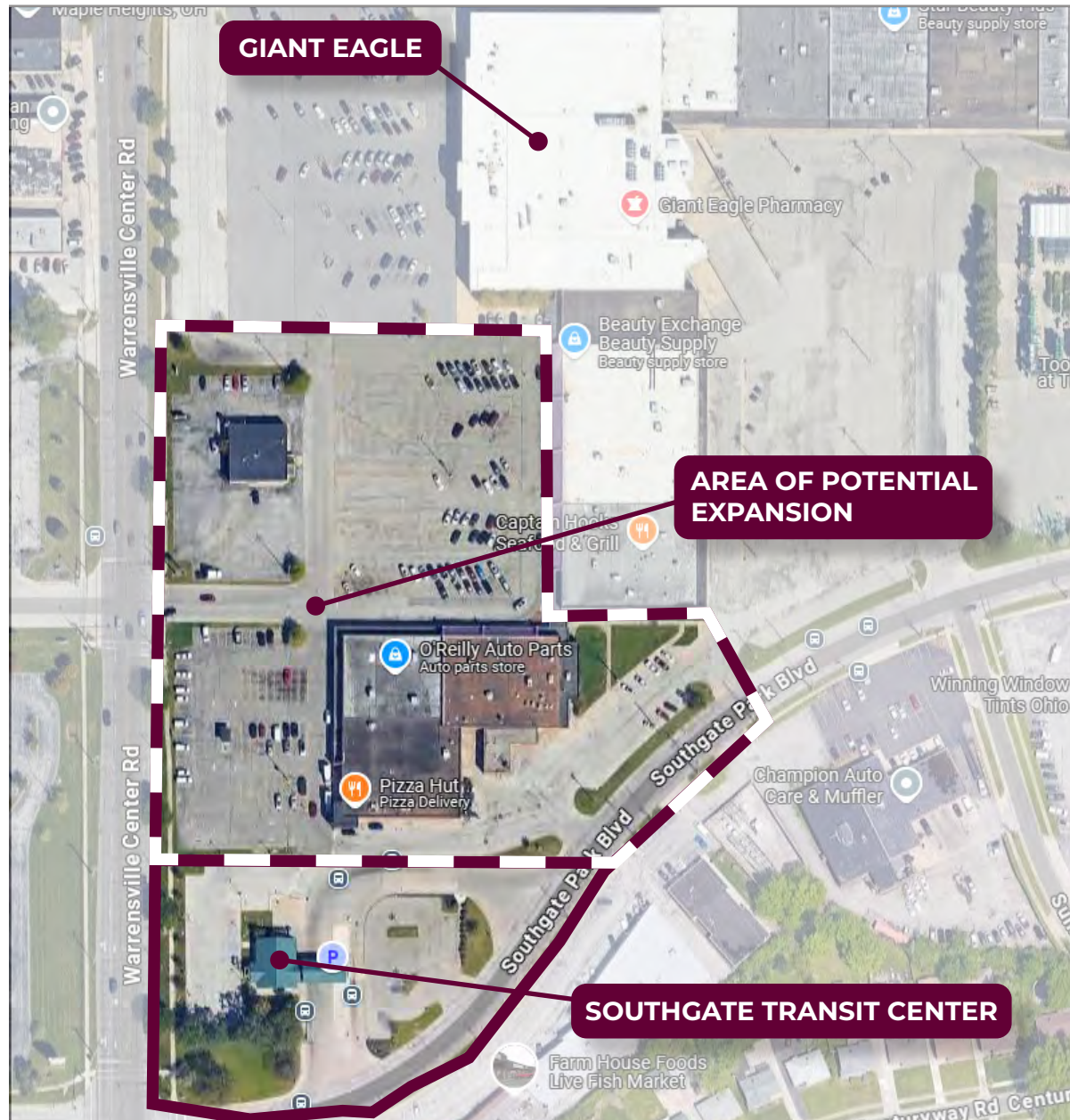


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MAP 5 SOUTHGATE TRANSIT CENTER AREA



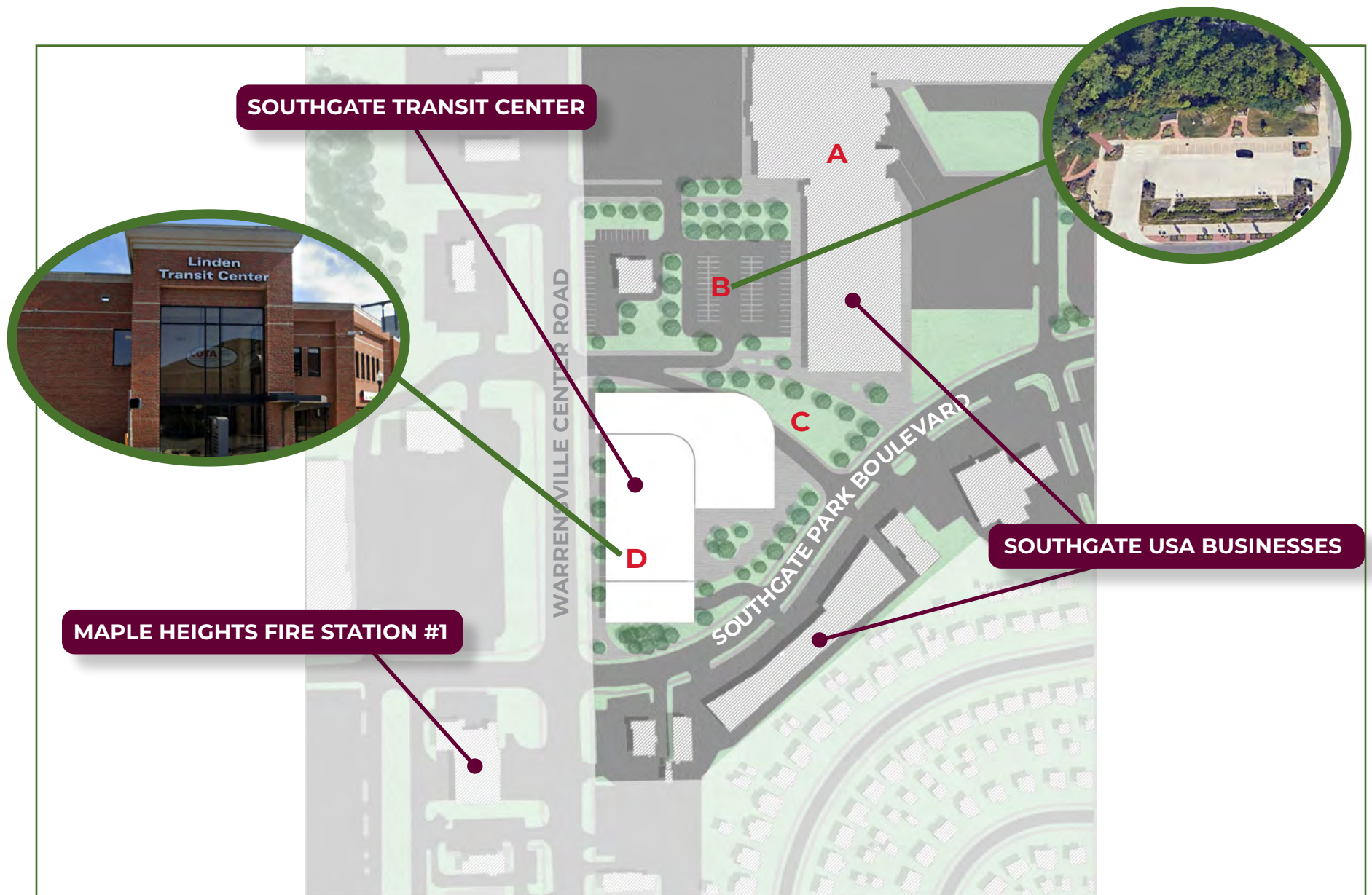
The Southgate Transit Center has high potential to become a true Transit-Oriented Development by integrating transit with other uses within the same building. The first step towards redevelopment in this area should be to relocate businesses from portions of the Southgate Plaza that are in poor condition to other vacant storefronts in Southgate. This provides new redevelopment opportunities in partnership with the Greater Cleveland Regional Transit Authority to enhance the area and make it more accessible to pedestrians and useful for transit riders.



SOUTHGATE TRANSIT CENTER REDEVELOPMENT RECOMMENDATIONS

- A. Partner with Southgate USA to relocate existing businesses to new locations within Southgate
- B. Consider consolidating parking for both transit users and shoppers
- C. Enhance existing spaces with green areas that include seating, walking paths, and lighting
- D. Partner with GCRTA and Southgate USA to consider a three-party RFP for redevelopment of the Southgate Transit Center and immediately adjacent commercial parcels

MAP 6 SOUTHGATE TRANSIT CENTER REDEVELOPMENT PROPOSED LONG TERM RECOMMENDATIONS



LONG TERM STRATEGIES

EASTERN AREA REDEVELOPMENT

Southgate's eastern half — bordered by Northfield Road, Southgate Park Boulevard, Libby Road, and Prayner Avenue — is reimagined in a phased redevelopment scenario that incorporates many varied uses and forms. The building southeast of Forman Mills is completely vacant and slated for demolition, opening a large portion of land for redevelopment.

The proposed redevelopment focuses on diversifying land uses to better serve the community's needs within this large area. Phase 1 suggests primarily mixed-use buildings, while Phase 2 incorporates housing, and Phase 3 proposes more community-centered uses. Ensuring the redevelopment includes a diversity of land uses helps with resilience and viability by creating a multitude of reasons for people to be in the same place at different times throughout the day. Additionally, by creating a new street grid and incorporating pedestrian paths, the proposal prioritizes accessibility and walkability.



Left: Existing storefronts on the eastern side of Southgate USA
Right: Adjacent storefronts on the eastern side of Southgate USA
Source: County Planning

APPLICABLE GUIDING PRINCIPLES



CONNECTED



GREEN



LIVABLE



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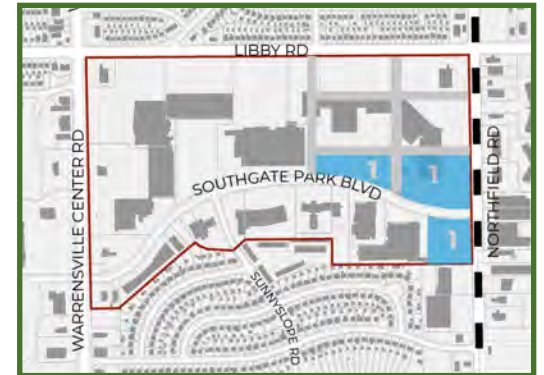
SAFE &
WELCOMING

EASTERN AREA REDEVELOPMENT RECOMMENDATIONS

A. Work with current or future Southgate USA ownership to attract mixed-use development to targeted development sites

B. Incorporate a public plaza, green spaces, and open space with new development through phased development

In Phase 1, redevelopment would include land made available by the demolition of a portion of the plaza as well as the southern corner of Southgate Park Boulevard and Northfield Road. It suggests mixed use, greenspace, and beginning to define a new internal street grid.



EASTERN AREA REDEVELOPMENT RECOMMENDATIONS

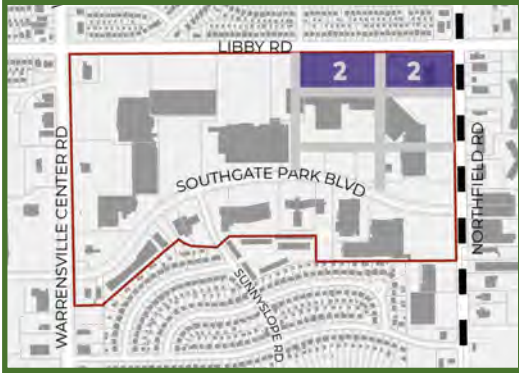
PHASE 1

- a. Build mixed-use buildings
- b. Retain and upgrade greenspace

MAP 7 EASTERN AREA REDEVELOPMENT PHASE 1



Phase 2 focuses on senior and affordable housing at the corner of Libby and Northfield Roads. It would require demolition of the existing building and once again defining an internal street grid. Townhomes are suggested to diversify housing options, and a portion of existing parking is designated for community greenspace.



EASTERN AREA REDEVELOPMENT RECOMMENDATIONS

PHASE 2

- a. Build town homes and duplexes
- b. Develop internal street grid system
- c. Add greenspace to northwest
- d. Build senior housing in the northeast corner

LIBBY ROAD

NORTHFIELD ROAD

SOUTHGATE

PARK BLVD

OUTHGATE USA BUSINESSES

HOME DEPOT

A

B

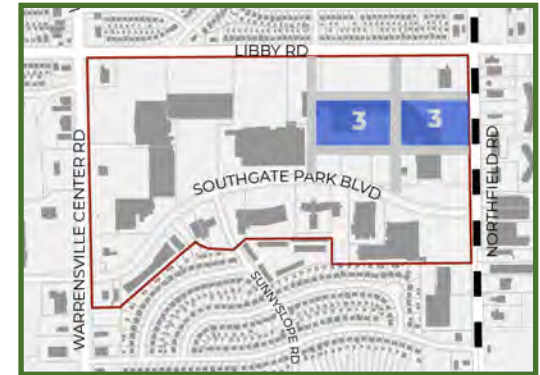
C

D

CEDAR HILLS CROSSING

Phase 3 expands on the recommendations from Phase 1 and Phase 2 to redevelop and enliven the space through strategic transportation improvements, new economic development opportunities, enhanced community gathering space, and affordable housing opportunities.

Phase 3 would require the demolition of the full eastern plaza for complete redevelopment. It proposes community uses and spaces, recreation, greenspace, and additional mixed-use structures, as well as completing the full internal street grid to help define spaces and uses and make the area more walkable.

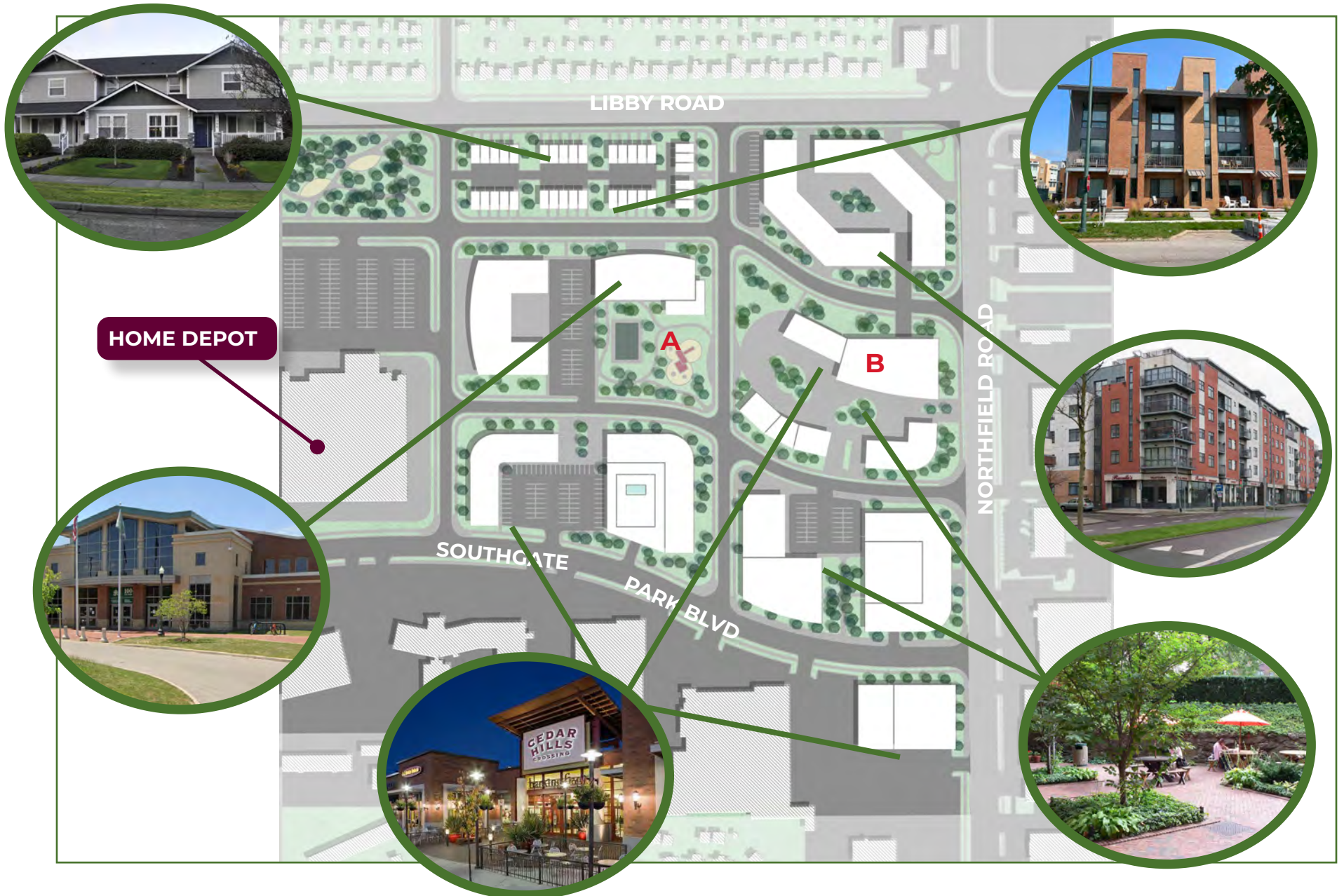


EASTERN AREA REDEVELOPMENT RECOMMENDATIONS

PHASE 3

- a. Build community facilities in the western, central block
- b. Develop mixed-use district in the eastern, central block

MAP 9 EASTERN AREA REDEVELOPMENT PHASE 3



PLANNING IN ACTION

SARASOTA SQUARE MALL REDEVELOPMENT, SARASOTA, FLORIDA

In 2024, the Sarasota County Planning Commission unanimously voted to transform the 93-acre Sarasota Square Mall into an upscale lifestyle town center. The mostly vacant Florida mall was demolished in early 2025 with two, national anchor stores left to operate as freestanding stores. The proposed redevelopment plan will convert the site into an open-air mix of specialty retail stores, high-end, fast-causal restaurants, medical offices, and include up to an additional 1,200 residential units surrounding a central green space.

The proposed mixed-use redevelopment went through a five-part approval process that included a rezoning from medium-density residential to commercial retail, an upgrade to the on-site stormwater management systems and utilities, along with other amendments necessary for the proposed plan to be implemented.

The proposed mixed-use redevelopment would invigorate the area further making it an economic catalyst for the region.

For information on this topic, visit <https://www.businessobserverfl.com/news/2024/apr/17/sarasota-square-mall-redevelopment-project/>



Sarasota Square Mall Redevelopment Plan, Left, existing site, Google 2024, Right, proposed site plan, Sarasota Florida Business Observer

COMMUNITY GATHERING SPACE, CLEVELAND, OHIO

The Ubuntu Gathering Place is an example of a community project that relies on a diverse network of regional entities to construct a local park. The East End Neighborhood House, in partnership with the Western Reserve Land Conservancy; Burten, Bell, Carr Development, Inc.; and the City of Cleveland's Mayor's Office of Sustainability, is developing a community gathering space in Cleveland's southeastern Buckeye-Woodhill neighborhood.

The Ubuntu Gathering Place project repurposed an abandoned lot adjacent to the East End Neighborhood House where an auto dealer once operated into a community park and gathering space that will mitigate stormwater and flooding issues. Through an additional \$75,000 grant from Partners for Places, a program of the Funders Network, the park includes trees, a plaza, bioretention cells, a green infrastructure outdoor education space, and locally commissioned art walls.

The aim of this partnership is to create a place for community events, green infrastructure education and job training, and improved climate resiliency.

The park was designed with strong community engagement and intertwines a functioning ecological system that honors the philosophy of Ubuntu - becoming greater as one.

For more information on this topic, visit <https://www.wrlandconservancy.org/>



Unbuntu Gathering Place in Cleveland, Ohio, Source: Western Reserve Land Conservancy

LONG TERM STRATEGIES

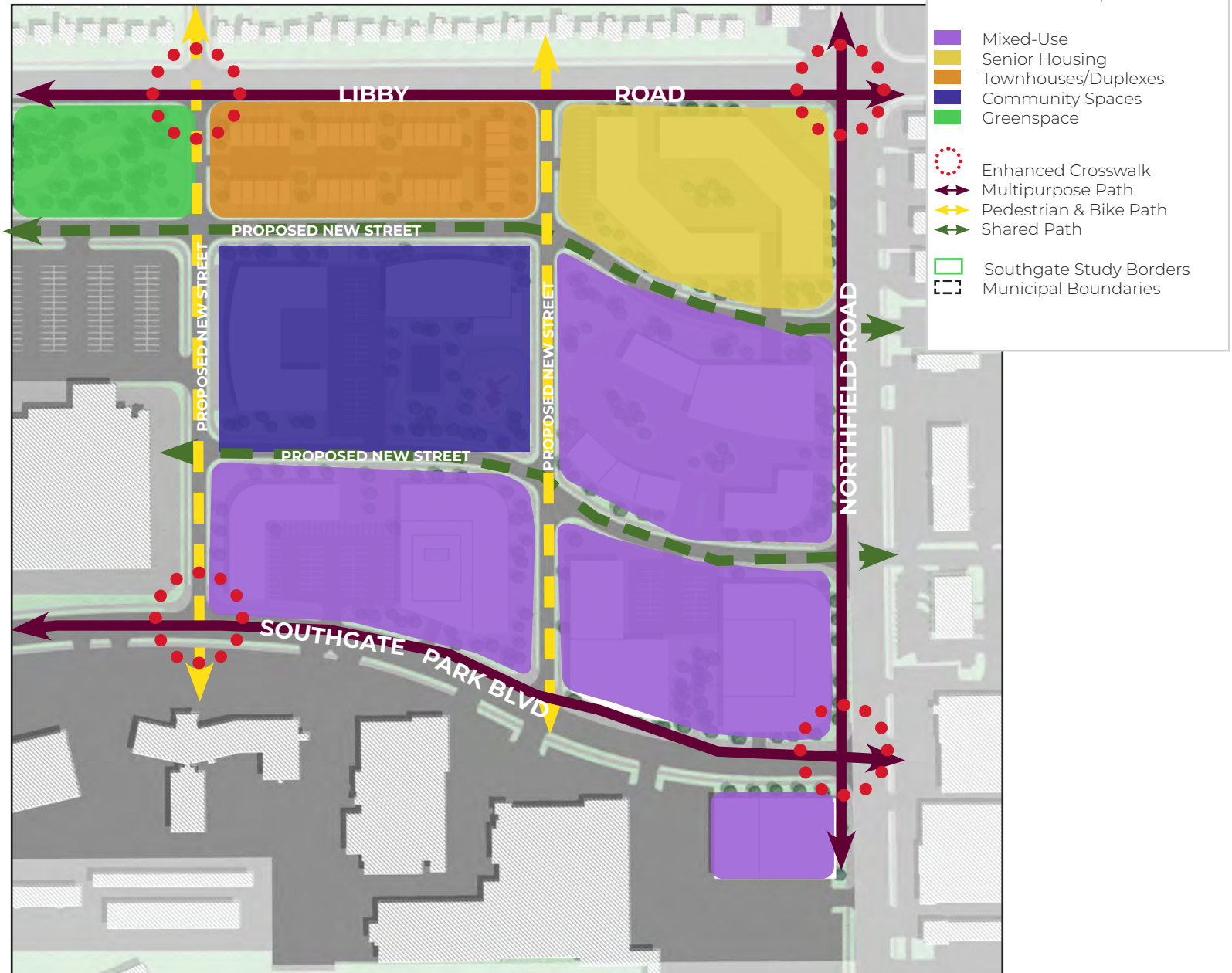
FUTURE LAND USE MAP

The Future Land Use Map generally describes the uses and types of development desired in the eastern portion of Southgate USA as it redevelops over the next decade. The Future Land Use Map considers current zoning and land uses in the City of Maple Heights as well as common development characteristics in the area, ongoing development pressures, and the City's desired future for the Southgate area.

The Future Land Use Map can be used by City officials, property owners, and developers to make informed decisions regarding development and redevelopment within the eastern portion of Southgate USA. Development decisions should be informed by the Future Land Use Map, and in general, should conform with the designated areas. However, unforeseen circumstances and opportunities of specific development plans could override the Future Land Use designation of the property or area.

Future land use is not the equivalent of zoning. It does not legally permit or prohibit specific uses, density, or intensity of uses, or other development on properties. This is a tool to guide land use policy decisions and may lead Maple Heights to update zoning in these areas to match the desired future development. It is the goal of the Future Land Use map that over the next decade, areas of incompatible uses will be redeveloped, and the land use patterns proposed in the Eastern Area Redevelopment Recommendations in Maps 7, 8, and 9 on pages 81, 83, and 85 will then look more like the Future Land Use Map shown on page 89.

MAP 10 FUTURE LAND USE MAP - EASTERN AREA REDEVELOPMENT



LONG TERM STRATEGIES

DEVELOPMENT AND IMPROVEMENT TYPES

Based on community input, development patterns, and potential redevelopment opportunities, the following development and improvement types have been identified to help guide development and redevelopment opportunities in and around the Southgate area.

It should be noted that Mixed-Use Development which consists of two or more different uses such as residential, office, or commercial and retail designations are combined into different uses on a single site, or in a single building, and should be considered when development opportunities arise to further encourage the vision of the Southgate area to become a unique and vibrant mixed-use district.

COMMERCIAL BUILDINGS



Large freestanding, main street, or strip commercial development in a walkable format. Retail and service uses are typically geared towards the local population.

APARTMENTS/MIXED USE



Residential development of a medium density with active first floor uses in a walkable format.

TOWNHOUSES



Medium density residential development type that allows for single-family attached or small multi-family buildings similar to Middle Homes and associated accessory structures.

PUBLIC SPACE



Community gathering places that could support and host multiple events and can include a greenspace for active and passive recreation that also enhances the neighborhood's qualities.

DUPLEXES



Cottage-style or cluster development with scale and height that is appropriate for single-family neighborhoods such as those near Libby and Warrensville Center Road. Middle homes can be considered a medium density residential development type.

PROGRAMMING



Organized activities and events such as markets, fairs, and festivals, and other group activities for different age groups and people of various abilities. These activities and events can be held within the public space.



SECTION 6

IMPLEMENTATION

The following Implementation strategies are to be used as a tool to organize and link the recommended strategies to partners, potential funding sources, and cost estimates. This approach will ensure that the community is aware of how strategies can be accomplished.

This Plan is designed to be flexible in terms of its Recommendations and Implementation strategy and should be updated as circumstances change. It is designed to provide Maple Heights with a menu of options to choose from to help achieve its goals. Changes in the economy, technology, community support, and available resources should be constantly reevaluated against the recommendations. This flexibility will allow the community to take advantage of opportunities and potential cost savings when constructing projects or evaluating new policies and programs. Achievable results are the goal of any planning process.

A prioritization strategy should be in place because the community does not have the ability to simultaneously pursue and complete all of the recommendations in this plan. Staffing, funding, timing, and opportunity will dictate the efforts that can be made. Some actions can be completed quickly while some will take years. Some actions must wait for other strategies to be completed first or for funding to become available. Strategies that can have the biggest impact or can be quickly and easily addressed should be prioritized to best utilize resources.

IMPLEMENTATION

- Overview, pages 94-103

IMPLEMENTATION

IMPORTANCE AND IMPACT

To assist in prioritizing strategies and actions for implementation, the list on the following page identifies which Evolving Southgate Area Redevelopment Plan strategies will have the biggest impact and are the highest priority.

Importantly, actions can be pursued in any specific order, such as early wins that can be pursued right away or actions that can wait for several years to be completed. Some projects will require multiple steps for completion, but that does not mean that the corresponding actions should be ignored or not important.

For instance, all zoning-related actions identified in the Early Wins lists on page 97, along with goals associated with Mixed-Use and Economic Development and Neighborhood Development & New Housing Opportunities should be a high priority for redevelopment of the Southgate area.

However, this list should be flexible to adapt to opportunities that arise. Priorities can change over time and if a funding or development opportunity presents itself, it should be considered even if it is a lower priority.



SOUTHGATE PARK BOULEVARD

- ◆ **Goal A: Improve the Look, Feel and Usability of Southgate Park Boulevard**

SOUTHGATE AREA CONNECTIVITY & ACCESSIBILITY

- ◆ **Goal A: Enhance the Aesthetic Appeal of the Southgate Area to Make It Comfortable and Welcoming for All Maple Heights Residents and Visitors**
- ◆ **Goal B: Improve Bicycle and Pedestrian Access between Neighborhoods and the Commercial Areas of Southgate USA**
- ◆ **Goal C: Develop and Implement a Safety Plan for Intersections and Crosswalks Along Libby Road, Northfield Road, and Warrensville Center Road**

MIXED-USE AND ECONOMIC DEVELOPMENT

- ◆ **Goal A: Attract New Businesses and Development to the Southgate Area**
- ◆ **Goal B: Update Regulations to Allow the Redevelopment of Southgate In Line with the Community's Vision**

ENVIRONMENTAL

- ◆ **Goal A:** Utilize Sustainability Management Best Practices in New or Rebuilt Infrastructure and Development
- ◆ **Goal B:** Develop Landscaping Design Guidelines and Increase Street Trees
- ◆ **Goal C:** Build Green and Open Spaces for Community Gatherings and Engagement

NEIGHBORHOOD DEVELOPMENT & NEW HOUSING OPPORTUNITIES

- ◆ **Goal A: Continue to Maintain and Preserve Existing Housing in the Southgate Area**
- ◆ **Goal B: Incorporate Housing including Both Market Rate and Affordable Housing Options at Southgate USA**

IMPLEMENTATION

WHERE TO START

There are many important recommendations in this plan. Actions are dependent on staff, funding, timing, completion of other actions, and other factors that need to be considered. The following are a few best practices to get started with implementation.

FOCUS EFFORTS

It is important that the community focus its efforts on the top priorities. Use the Strategy Prioritization lists on pages 95 and 97 — they identify the most important goals and strategies to undertake first based on the City's priorities and will have the biggest impact. Next, assign personnel responsible for those actions.

BUILD MOMENTUM

While it is impossible to focus energy on every action from the start, identifying smaller scale, easily implemented actions that can provide quick wins is important. This could be addressing policy or regulation recommendations that can be easily adopted such as zoning to allow for commercial and residential uses. It could also be targeting more complex strategies to specific locations within the

Southgate Transit Center area or identifying an intersection to make pedestrian and bicycling improvements. To keep on task for completing projects, establish a Southgate Area Redevelopment Plan Implementation Committee that meets every quarter to review the actions that are underway. Also, publish an Annual Results Report detailing what has been accomplished so far.

Completing these can demonstrate progress to the community which helps increase community buy-in and build momentum to undertake or support projects or strategies that are larger in scale or more long-term.

EARLY WINS

Early wins are actions or projects that can be implemented more quickly. Early wins are higher in priority, can be achieved in a short time frame, and can have a relatively low cost or have some dedicated funding in place. Early wins help build momentum quickly and shows a commitment to actively working towards implementing the recommendations of this plan.

The Safety Best Practices and Strategies and Short Term Strategies Early Wins are shown on the next page.

SAFETY BEST PRACTICES & STRATEGIES - EARLY WINS

NATURAL SURVEILLANCE

- Conduct a nighttime tour to identify areas that lack illumination at night.
- Inventory and conduct a review of lights in the public right-of-way and on private property to identify ones that are not working.
- Continue to inform residents and businesses about potential security risks.
- Encourage reporting suspicious activities to the proper authorities.
- Provide regular information sessions and workshops regarding security risks and threats, personal safety measures, and reporting procedures.

TERRITORIAL REINFORCEMENT

- Properly mark the boundaries of Southgate USA and the surrounding areas with signage, fencing, landscaping, and other physical markers.

ACCESS CONTROL

- Maintain sidewalks to allow safe passage from public to commercial areas.

ACTIVITY SUPPORT

- Host a regular "Clean Up Day".
- Conduct regular safety audits in and around the Southgate area.

MAINTENANCE

- Consider establishing a Special Improvement District in the Greater Southgate Area.

♦ Zoning-related actions are a high priority

SHORT TERM STRATEGIES - EARLY WINS

SOUTHGATE PARK BOULEVARD

- Complete the implementation of the Southgate Park Boulevard TLCI Project.

SOUTHGATE AREA CONNECTIVITY & ACCESSIBILITY

- ♦ **Update the City's Zoning Code to require clear, safe, and direct pedestrian connections through parking lots in the Southgate area.**
- Ensure that the Safe Routes to School (SRTS) plan is updated for the Milkovich Middle school and the Southgate area.

MIXED-USE AND ECONOMIC DEVELOPMENT

- ♦ **Use the City's Community Reinvestment Area as a core incentive to invest in Southgate USA.**
- Develop and publicize a list of businesses and tenant spaces at Southgate USA.
- ♦ **Adopt a new mixed-use zoning district that allows both commercial and residential development.**
- ♦ **Proactively rezone the Southgate site and adjacent commercial areas to the new zoning district.**

ENVIRONMENTAL

- Update parking lot standards for large scale development to require green stormwater infrastructure in addition to general landscaping requirements.
- Consider adding street trees to soften the aesthetic, decrease the temps caused by heat island effect, and improve air and water quality in the Southgate area.

NEIGHBORHOOD DEVELOPMENT & NEW HOUSING OPPORTUNITIES

- Continue to utilize the Community Reinvestment Areas to provide tax incentives to invest in existing and new homes.
- ♦ **Update zoning to allow residential uses at higher densities.**

IMPLEMENTATION

CORE FUNDING PROGRAMS FOR CONSIDERATION

Successful implementation is made possible through funding and collaboration among the City and other public agencies, educational institutions, non-profits, local businesses and other local groups. The Core Funding Programs table on page 99 has identified funding resources that could help with the implementation of a number of key strategies that could spark catalytic redevelopment of the Southgate Area.

LOCAL FUNDING PROGRAMS

- Tax Increment Financing
- Community Reinvestment Areas
- New Community Authorities
- Special Improvement Districts



Left: Famous Supply Grand Opening with City and County Officials in Maple Heights

Right: Maple Heights Police Department and Mayor Blackwell receiving federal grant award from Congresswoman Shontel Brown.

Source: City of Maple Heights

CORE FUNDING PROGRAMS FOR SOUTHGATE AREA REDEVELOPMENT

ORGANIZATION	PROGRAM	RELEVANT THEME
U.S. Department of Transportation (Build America Bureau)	TIFIA/RRIF Loans Program for Transit-Oriented Development	Southgate Transit Center, Mixed-Use and Economic Development
Bloomberg Philanthropies	Public Art Challenge	Environmental
Cuyahoga County	Healthy Urban Tree Canopy Grant	Environmental, Major Corridors
National Endowment of the Arts	Our Town Grants	Mixed-Use and Economic Development, Southgate Transit Center
Project for Public Spaces	Community Placemaking Grants	Mixed-Use and Economic Development, Southgate Transit Center
Ohio Department of Development	All Ohio Future Fund	Mixed-Use and Economic Development
	Brightening Ohio Communities	
	Ohio Community Reinvestment Area Program	
	Ohio Enterprise Zone Program	
	Ohio New Markets Tax Credit Program	
	Ohio Opportunity Zones Tax Credit Program	
	Roadwork Development (629) Funds	Southgate Area Connectivity & Accessibility, Major Corridors
Ohio Department of Transportation	Active Transportation Program	Southgate Area Connectivity & Accessibility, Major Corridors
	Jobs & Commerce Economic Development	Mixed-Use and Economic Development
Jobs Ohio	Jobs Ohio Inclusion Grants	Mixed-Use and Economic Development
	Jobs Ohio Vibrant Community Program	
	Pre-Project Planning Program	
	Jobs Ohio Small Business Grant	
Ohio Housing Finance Agency	Housing Development Assistance Programs	Neighborhood Development & New Housing Opportunities, Eastern Area Redevelopment
	Housing Development Loan Program	
	Multifamily Bond Program	
	Multifamily Lending Program	

PLANNING IN ACTION

WOBURN VILLAGE WOBURN, MASSACHUSETTS

Located about 20 minutes north of Boston, Woburn Village completely transformed a struggling, aging shopping center. Tenants expressed safety concerns which deterred visitors and customers. Additionally, the City of Woburn faced rising housing demand, the need to expand the tax base, and a push for enhanced placemaking and character. These issues led to a need for redevelopment, resulting in the transformation of Woburn Mall into Woburn Village, addressing many of these concerns through a more integrated, modern, and community-focused approach.

The redevelopment of Woburn Mall into Woburn Village transformed the aging shopping center into a vibrant, mixed-use community space. This redevelopment not only revitalized the area but also addressed citywide issues by fostering a safer and more welcoming space for residents and visitors, integrating retail, residential, and recreational elements into a cohesive community hub.



Woburn Village, Left, Woburn Mall before, Right, Woburn Village rendering, Metropolitan Area Planning Council (MAPC) Boston, MA
Next page: Woburn Village Fall Festival, MAPC

Key Features of the Redevelopment Project:

- 1. Natural Surveillance:** The design emphasized open sight lines and transparent facades, allowing for increased visibility of public spaces.
- 2. Territorial Reinforcement:** The development delineated private and public spaces through architectural features and landscaping, fostering a sense of ownership among residents and users.
- 3. Access Control:** Strategic placement of entrances and exits, along with controlled access points, managed the flow of people and vehicles.
- 4. Maintenance:** The redevelopment plan included provisions for regular upkeep of the property, ensuring that the environment remains clean and well-maintained.



Financing:

The Woburn Village project was funded through a combination of public and private investments.

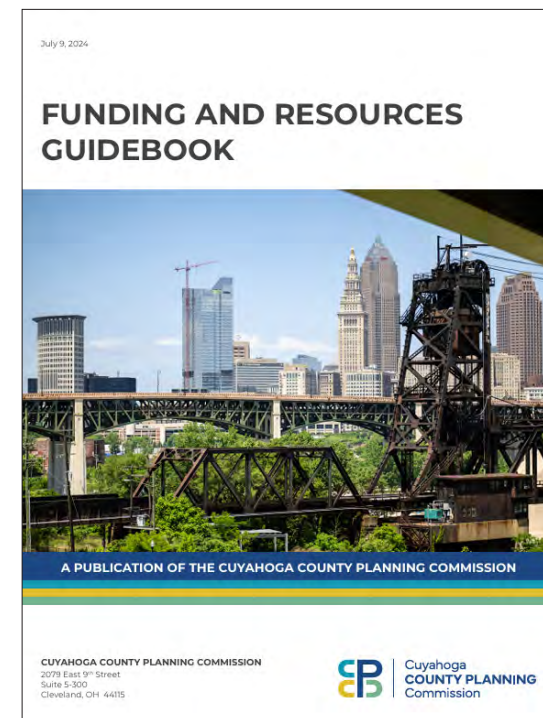
Key sources included:

- **Tax Increment Financing (TIF):** The City of Woburn utilized TIF, which allows future tax revenue from the development to be reinvested into the project. This mechanism helped finance infrastructure improvements and other development costs.
- **Private Investment:** Developers and private entities contributed significant capital for the redevelopment, particularly for the residential and commercial components.
- **State Grants:** Massachusetts provided state grants aimed at supporting economic development and revitalization efforts, which helped fund various aspects of the project.

For more information, visit MAPC Story Map, <https://storymaps.arcgis.com/stories/cb9bec551f9d48599f267f4ff6282906>

FUNDING STRATEGIES

There are various funding strategies available to help the City to close funding gaps and achieve the desired outcomes towards redevelopment in the Southgate Area. Some of these options are not directly done by or led by the City; rather, the City can play an important supporting role by encouraging community members and organizations. Each option needs to be evaluated to determine if it fulfills both short term needs and long term goals. Any funding approach requires a considered and formed implementation strategy paired with a long-term commitment to deliver results and strengthen the Southgate area.



Visit: www.countyplanning.us/resources/guidebooks/funding-and-resources-guidebook for more information

COST ESTIMATES

Many of the larger-scale recommendations in this plan will require additional design and feasibility studies. These studies provide valuable and detailed information to community members and leaders, are necessary to prove that a project is feasible, and also build community support. By utilizing the sample improvement costs in the following table for individual components of infrastructure improvements, cost estimates can be approximated for specific projects on a case-by-case basis. These estimates will provide the City an estimated planning-level cost for improvements before feasibility studies, additional engineering, or conceptual designs are completed. It should, however, be understood that these numbers are meant to act as a guide, and that the actual cost of materials, labor, and other variables will vary.

COST ESTIMATES		
IMPROVEMENT TYPE	UNIT	ESTIMATED COST
Sidewalk (Remove & Replace)	Square Foot	\$12
Sidewalk (New)	Square Foot	\$10
Monument Signs	Each	\$8,000-\$50,000
Wayfinding Signs	Each	\$400
Bike Racks	Each	\$500
Streetlights	Each	\$500-\$1,000
Street Trees	Each	\$300-\$700
Benches	Each	\$1,800
Bump Out Traffic Calming	Square Foot	\$150
Raised Crosswalk	Square Foot	\$150
Ladder Crosswalk	Intersection	\$12,000
ADA Curb Ramps	Intersection	\$15,000
Pedestrian Refuge Island	Each	\$25,000
Pedestrian Signals - RRFB	Per Crossing	\$120,000
Pedestrian Signals - HAWK	Intersection	\$250,000

*Cuyahoga County Public Works, 2024 estimated costs derived by applying 20% multiplier to reflect noted increases in labor and materials costs since 2018
 All costs are estimates only; actual costs of labor, materials, and project can vary

