

March 30, 2016



DRAFT

PUBLIC MEETING 1

RESULTS REPORT



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INTRODUCTION

The first Public Meeting for the Cleveland Heights Master Plan was held on February 23, 2016 at the Cleveland Heights Community Center. Approximately 80 residents, business owners, and public officials were in attendance.

Following the Public Meeting, materials were posted online to allow additional residents to read the materials, comment on them, and provide feedback. The survey was open from February 23, 2016 to March 13, 2016.

This Results Report outlines the common themes for each of the vision topic areas.

NUMBER OF ATTENDEES AND COMMENTS

The first Public Meeting was attended by over 80 residents, and these attendees left 234 written comments and hundreds of dots on the boards at the meeting. The online survey was taken by 324 people and included more than 1,100 individual comments.

COMMON THEMES

Respondents' individual comments were categorized by theme. The number of comments in each category was summed to better understand common trends among the comments. These themes are described for each vision topic area.

IDENTIFIED TOPIC CHANGES

Respondents gave a variety of ideas on all of the topics presented at the Public Meeting and online. From these comments came many potential changes; however, three areas were particularly noted as being absent from the vision statements:

- Regionalism
- City Communication
- Safety

These are three areas where goal statements will be updated to reflect community visions.

STRUCTURE OF DOCUMENT

This document is organized by topic area. Each topic area includes the initial vision statement, the number of dots respondents placed on each goal statement to reflect their highest priorities, and themes that were gleaned from the comments.

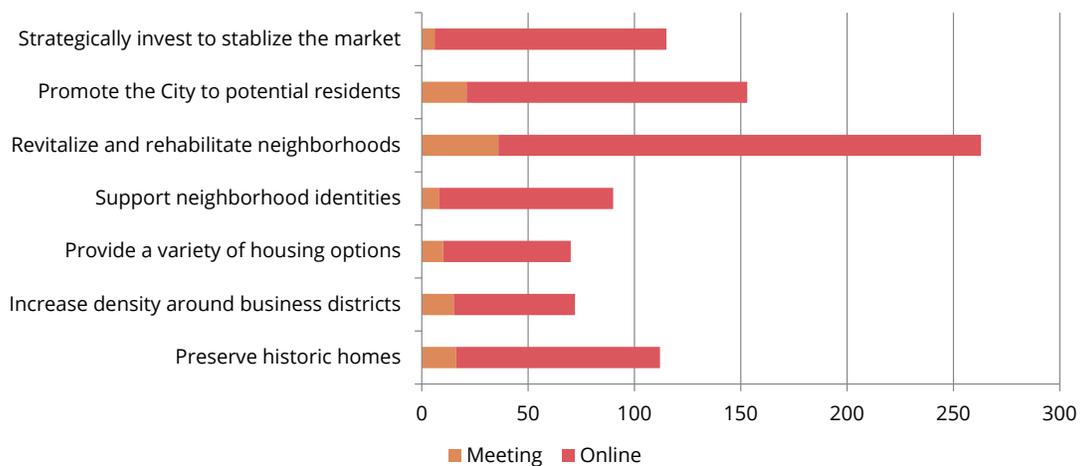
NEXT STEPS

This document as well as the specific comments written down by respondents will be used to update the vision statements and goals, and to guide policy development. The most important topic areas will be used to focus the largest action ideas and will act as a framework for the Master Plan document.

VIBRANT NEIGHBORHOODS

Cleveland Heights will be a City of **strong, safe, and vibrant neighborhoods** composed of a variety of beautiful homes and buildings, well-maintained yards and greenspaces, historic districts, active neighborhood associations, and revitalized blocks.

NUMBER OF DOTS



COMMON THEMES

The common themes revolved around home maintenance, historic preservation, senior housing, rental property maintenance, and repopulating neighborhoods.

In terms of **home maintenance**, respondents wanted more attention paid to managing neglected homes and using City mechanisms to encourage their maintenance. Issues with home maintenance varied and included the desire to deal with foreclosed homes, to reuse vacant lots, and to proactively address exterior home maintenance prior to the standard five-year rotating inspection period. Some commenters also would like to see dollars spent on rehabilitating older homes, especially to provide modern amenities like first-floor bathrooms.

Respondents valued **historic preservation** and wanted to see tax credits and other funds for the renovation of older housing. Others wanted to ensure that homes were protected from demolition.

Commenters noted that **senior housing** is a necessity that is not being accommodated by current housing stock. Respondents wanted to see options for seniors that were smaller, one-story, inter-generational, or allowed as accessory dwellings.

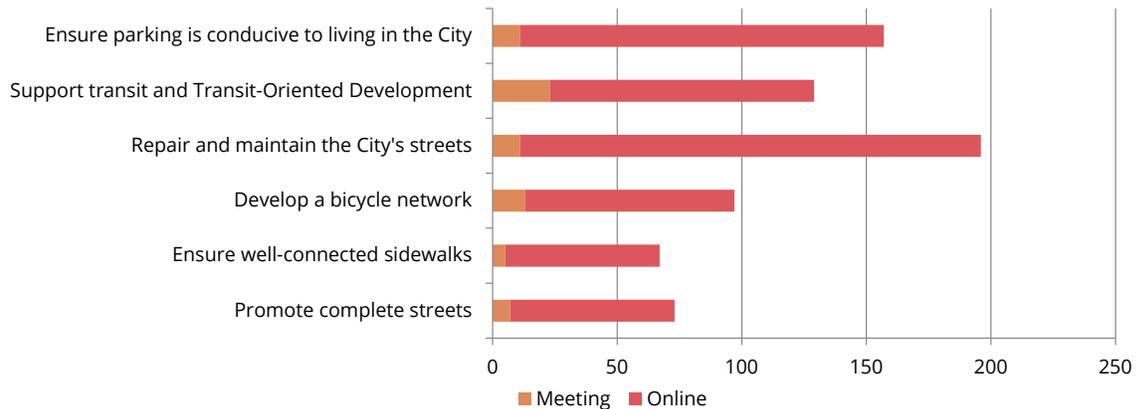
In terms of **rental property maintenance**, commenters said that apartment buildings and rental conversions are not as responsive to neighborhood issues, especially when landlords live out-of-town. Maintaining these properties and ensuring that they are properly managed was important.

Finally, **repopulating neighborhoods** with owners committed to home maintenance was important. This included attracting millennials, young families, University Circle employees, and seniors. It was noted, however, that much of the housing stock in the City is not suitable for some of these groups. New, different, or updated housing may be needed to accommodate these groups.

COMPLETE TRANSPORTATION NETWORK

Cleveland Heights will be a community where getting to work, meeting friends over dinner, or shopping can be **accomplished easily by foot, bike, transit, or car** along beautiful and well-maintained streets that safely accommodate all users.

NUMBER OF DOTS



COMMON THEMES

The most common themes from the public meeting revolved around the conditions of roads, parking problems, transit expansion, bicycling infrastructure, and sidewalks.

The **condition of streets** in Cleveland Heights was a major concern—with Cedar Road noted by multiple respondents as in need of repair. Respondents felt the poor condition of certain streets gives the City a negative reputation among commuters and tourists. Long-term repairs were preferred over short-term patches.

In terms of **parking**, the coin operated parking meters were repeatedly cited as being problematic for residents, visitors, and businesses. Respondents offered a variety of solutions including extended time limits, meters that accept credit cards, free or valet parking, and expanded lots in certain districts. Respondents also noted that handicap parking is not conveniently or safely located throughout all business districts.

Commenters requested improvements to the **transit** network to make it work better for residents. Specifically, respondents wanted transit frequency, amenities, and routes improved not only into University Circle but also throughout Cleveland Heights and to other destinations like CSU, downtown, and the community center.

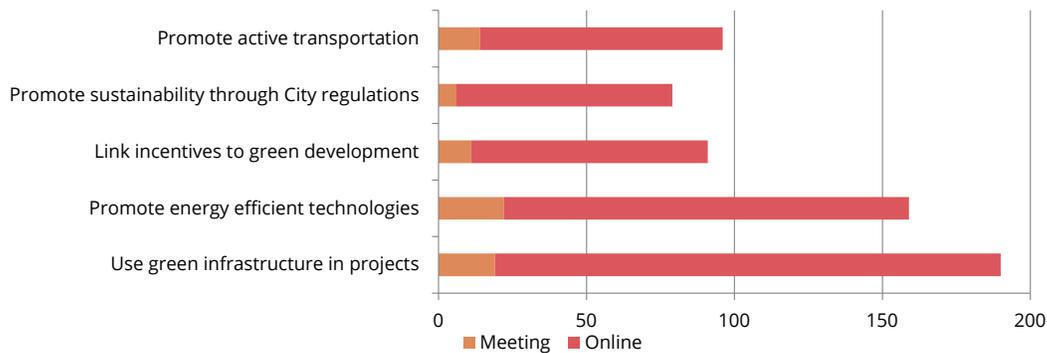
In terms of **bicycling infrastructure**, respondents were split on the need for bicycling facilities, with some respondents opposed to bike lanes while others felt bike lanes were needed on major roads.

Respondents wanted the City and property owners to proactively take care of their **sidewalks** in terms of maintenance and snow removal. Specifically, commenters noted the desire to improve the Cedar-Fairmount intersection and to improve the cleanliness of sidewalks in business districts.

ENVIRONMENTALLY SUSTAINABLE COMMUNITY

Cleveland Heights will be an environmentally sustainable community that uses **green infrastructure** to capture and slow stormwater, encourages **active transportation**, and promotes **state of the art building techniques** to preserve the environment.

NUMBER OF DOTS



COMMON THEMES

There were few common themes in the written feedback from the public meeting and online survey. Comments ranged from a desire for at-home environmental solutions and updates to the storm water system, to specific ideas for active transportation solutions and improvements to development patterns.

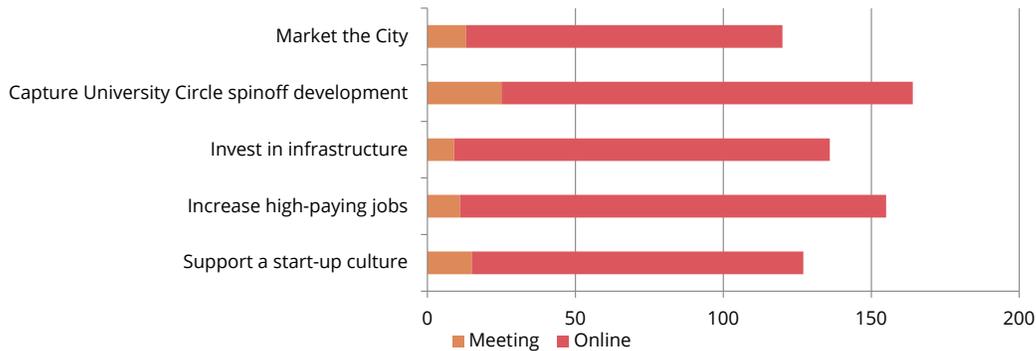
Other feedback included the desire to improve the City's tree canopy, to subsidize rain barrels, to provide incentives for solar panels, and to improve walking conditions in the City. Some comments also discussed the desire to require green development in new construction.

Although many residents suggested ways to make Cleveland Heights more sustainable, others felt that the issue of sustainability was not as important as some of the other portions of the Master Plan.

BUSINESS-FRIENDLY

Cleveland Heights will be a business-friendly community that leverages the City's entrepreneurial spirit, well-educated population, solid services, strong infrastructure, and proximity to world-class institutions to **foster new businesses, grow existing ones, and provide meaningful employment opportunities.**

NUMBER OF DOTS



COMMON THEMES

The most common themes from the public meeting and online survey covered infrastructure needs for businesses, taxes and regulations, marketing, and the economic development delivery structure.

In terms of **infrastructure**, respondents noted the need for well-paved streets and broadband internet to attract offices to locate in Cleveland Heights. Commenters felt the broadband network and other advanced infrastructure should be included when streets are upgraded.

Some respondents said that the City's **taxes** made opening a business or owning land expensive, and felt that the City was losing business to cheaper tax destinations. Others said that **regulations** made opening a business or operating an at-home business difficult.

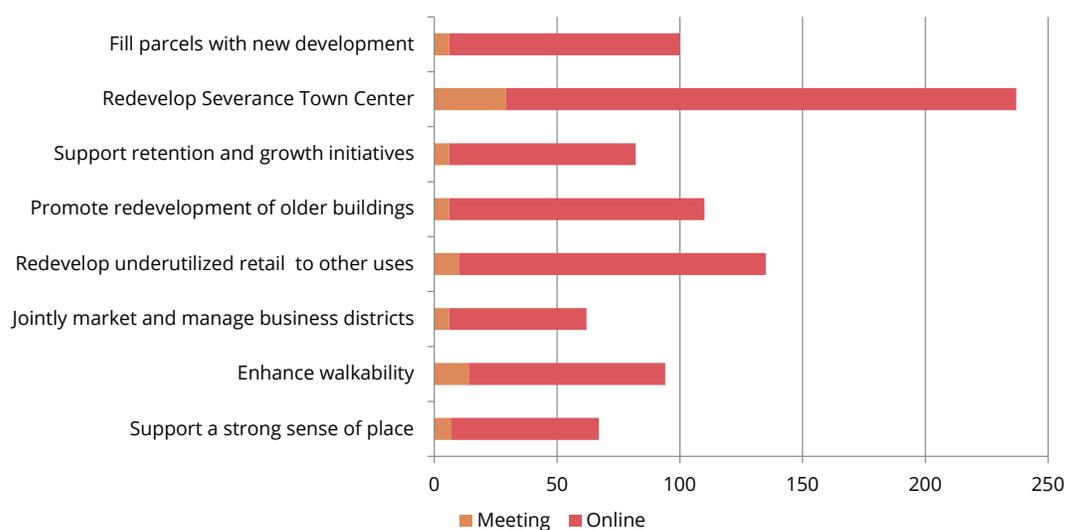
Respondents also noted that other communities have robust **marketing** and outreach campaigns that residents feel are lacking in the City. Cleveland Heights residents would like to see similar marketing efforts to advertise the strong neighborhoods, vibrant business districts, and opportunities available.

Finally, numerous respondents were concerned that the City's Economic Development Director position is not filled, and others were more broadly concerned that an **economic development delivery structure** is not adequately in place to accomplish the goals of respondents or the ideas in the Master Plan.

STRONG BUSINESS DISTRICTS

Cleveland Heights will have an appropriate number of **strong, safe, and walkable neighborhood business districts** that serve the needs of local residents and attract visitors from throughout the region to unique shopping, dining, and entertainment.

NUMBER OF DOTS



COMMON THEMES

The main themes from the public meeting and online survey revolved around Severance Town Center, strengthening Noble Road, walkability and greenspace, and a general feeling that some of the business districts are being left behind.

Residents were very eager to address **Severance Town Center**, but the ideas for what that should look like ranged considerably. They included renewed retail, different forms of housing, greenspace, environmentally friendly features, amenities for nearby neighborhoods, light industrial areas, technology and incubation spaces, or auto-oriented businesses.

The **Noble Road corridor** is also an area of concern for respondents. Many feel the area has been struggling for years and that concerted and concentrated renewal of these business districts is necessary to support nearby neighborhoods.

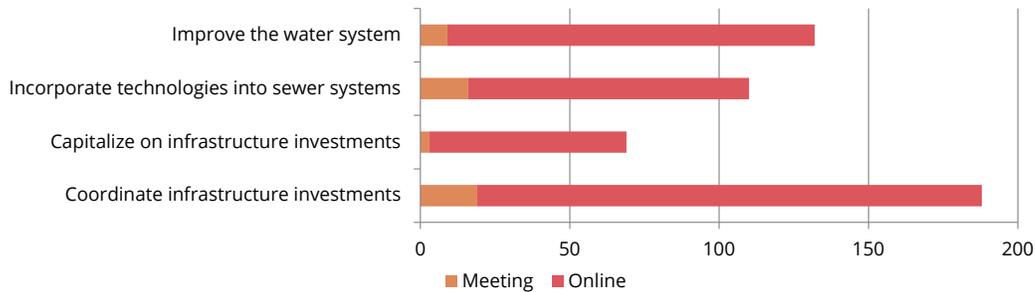
Residents also feel as though the business districts would be stronger if more **greenspace and walkability** initiatives were undertaken. Some people feel unsafe walking to or within business districts, and would like to see safer routes into districts, cleaner sidewalks, and maps showing how to get around. Others sought more greenspaces or improved public spaces.

The issues of **vacancy and blight** in business districts were also recurring themes. Respondents see high vacancy rates in multiple business districts, turnover of businesses, and run-down buildings. These overlapping concerns underlaid many of the comments.

HIGH-QUALITY INFRASTRUCTURE

Cleveland Heights will be a City of **high-quality infrastructure and solid public services** that support and spur business activity and serve residents.

NUMBER OF DOTS



COMMON THEMES

Survey and public meeting themes covered the partnership with City of Cleveland Water Department, the current functionality of the sewer system, the safety of drinking water, and unaddressed types of infrastructure.

In terms of the **water partnership**, residents are hopeful about Cleveland Heights' partnership with City of Cleveland Water; however, many are concerned about the customer service of the water department, the functionality of the system, the cleanliness of the water, and the updates Cleveland Water will make in the Heights.

Residents are concerned about the generally efficiency and function of the current **sewer systems**. Many respondents had a strong understanding of the importance to improving and maintaining the sewer system. While some expressed concerns about the price of upgrades, most saw the need for upgrades including green infrastructure.

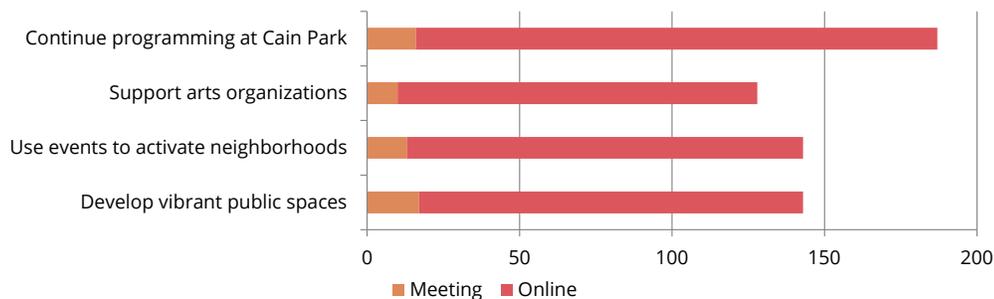
Given **water** problems in other states, some respondents were concerned that the switch to City of Cleveland Water would maintain the safety of the City's drinking water.

Finally, respondents noted **other types of infrastructure** that they would like to include in this section, including road infrastructure, power lines, and broadband infrastructure.

HUB FOR ARTS AND CULTURE

Cleveland Heights will **continue to be a cultural leader** that supports an active arts community through vibrant events, incorporation of art in public spaces, and support for the artists and arts organizations that call the City home.

NUMBER OF DOTS



COMMON THEMES

Common themes included finding a better programming network for Cain Park events, further promoting Cleveland Heights as a City for the arts, the importance of arts and culture in Cleveland Heights, and the safety of public spaces and events.

The main concern of respondents related to **events at Cain Park**. Respondents suggested hiring a national company to organize events that could attract diverse audiences. Multiple commenters said current shows are geared to older crowds, and that the current line up of shows does not reflect the interests of all ages of Cleveland Heights residents.

Many residents noted that Cleveland Heights is already a strong home to artists and creative residents, and they would like to see this **marketed** and expanded. Many residents had specific ideas for events and public spaces that could be used to reinforce Cleveland Heights' arts identity. These included the space at Lee and Meadowbrook and improvements to the existing plazas at Coventry and Euclid Heights Boulevard and along Lee Road.

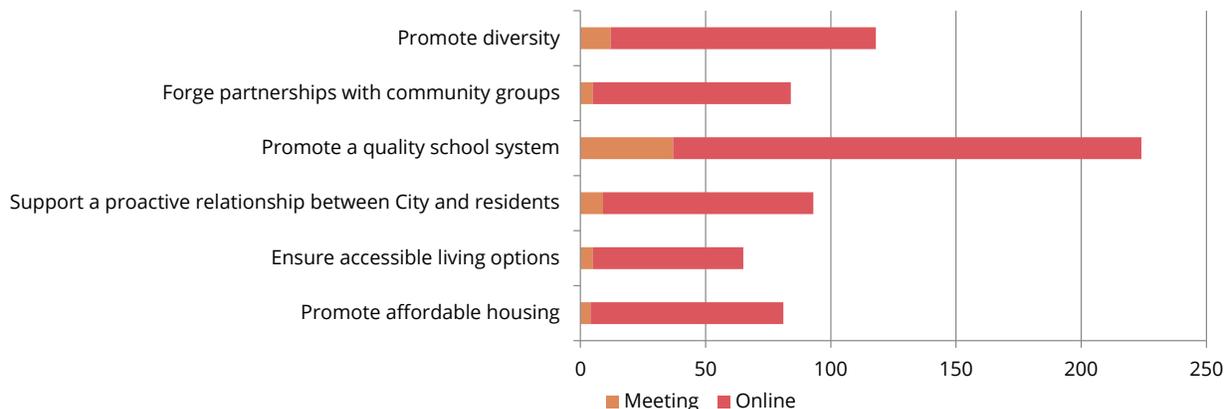
Finally, some residents felt that **safety** within the City's parks could be improved through better policing and lighting. Others noted that community events and the use of parks should not be deterred by safety concerns.

While many residents thought investment and expansion of arts programming is important, some felt arts programming was less important than other priorities in the City and in the Master Plan.

DIVERSE AND ENGAGED COMMUNITY

Cleveland Heights will continue to be a **diverse community of active and engaged citizens** that pursues innovative partnerships that are critical for providing services and amenities to residents.

NUMBER OF DOTS



COMMON THEMES

Major themes included Cleveland Heights schools, the development of affordable and senior housing, and the maintenance of low-income housing.

Many residents commented on their concerns and ideas for improving the **school district's** performance and reputation. Some residents believe that ensuring safety, changing curriculum, or hiring teachers would be ways to improve the schools. Others believe that the schools are not lacking and need to be marketed as places that are diverse, successful, and arts-centric. In total, however, residents believe that improving the schools is critical to a successful community.

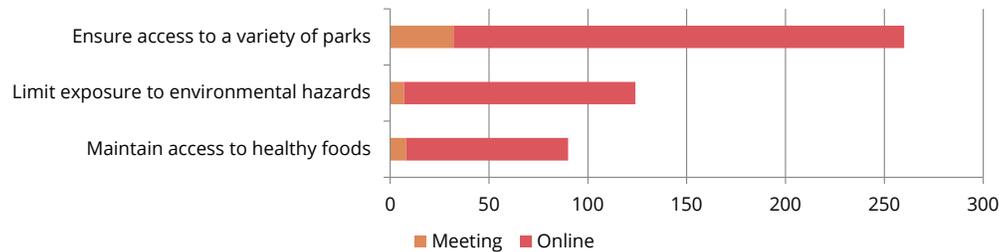
Affordable housing is another area where respondents believed improvements could be made. These included installing affordable housing that is well-maintained and geographically diverse; however, other residents expressed concern that low-income housing has brought crime and reduced property values. The maintenance of these structures and their ongoing management was paramount to successfully integrating affordable housing, according to respondents.

Respondents also found **senior housing** important to allow residents to grow older in the City. Housing options included not only large senior living institutions, but also cluster style homes, townhouses, and single-family homes with first floor suites.

A HEALTHY COMMUNITY

Cleveland Heights will be a City of **optimal physical health and general well-being** through access to healthy foods, a strong park system, and healthy homes.

NUMBER OF DOTS



COMMON THEMES

Common themes covered the importance of health in Cleveland Heights, the desire for an indoor pool, and the potential for urban farms, community gardens, and other greenspaces.

Residents were passionate about the **general health** of the community and wanted to ensure that measures are taken so that all residents could engage in a healthy lifestyle. This included limiting lead exposure and advertising the fact that Cleveland Heights does not use pesticides in its lawn treatments.

Many residents also expressed the desire for an **indoor pool** as an asset found in other communities.

Cleveland Heights residents also expressed a desire for more **greenspaces**, whether it be in the form of walkable open space, a community garden, or an urban farm. Other residents wanted changes to various City parks, such as designated areas for dogs, maintenance of existing parks, and improvements to the safety of parks.

FAVORITE PLACES EXERCISE

The first public meeting included an exercise that asked meeting attendees to identify their favorite and least favorite places within the City by placing a green dot on their favorite places and a red dot on their least favorite places. These dots were aggregated and mapped, as shown on the next page. Larger circles indicate a larger number of dots placed in that area.

TOP FAVORITE PLACES

Top favorite places included the following:

- Cedar Fairmount business district
- Coventry business district
- Cedar Lee business district
- Businesses at Fairmount Taylor
- Cain Park
- Coventry and Cedar intersection

Comments from residents at the favorite places boards gave more information about the favorite places dots. Many of the green dots within business districts referred to specific shops or places, such as the green dots within Severance, which were specifically referencing Dave's Super Market and the Home Depot. Additionally, the cluster of dots along Noble Road referred to the Home Repair Resource Center, and the dots in Cain Park referenced both the sledding hill and the amphitheater.

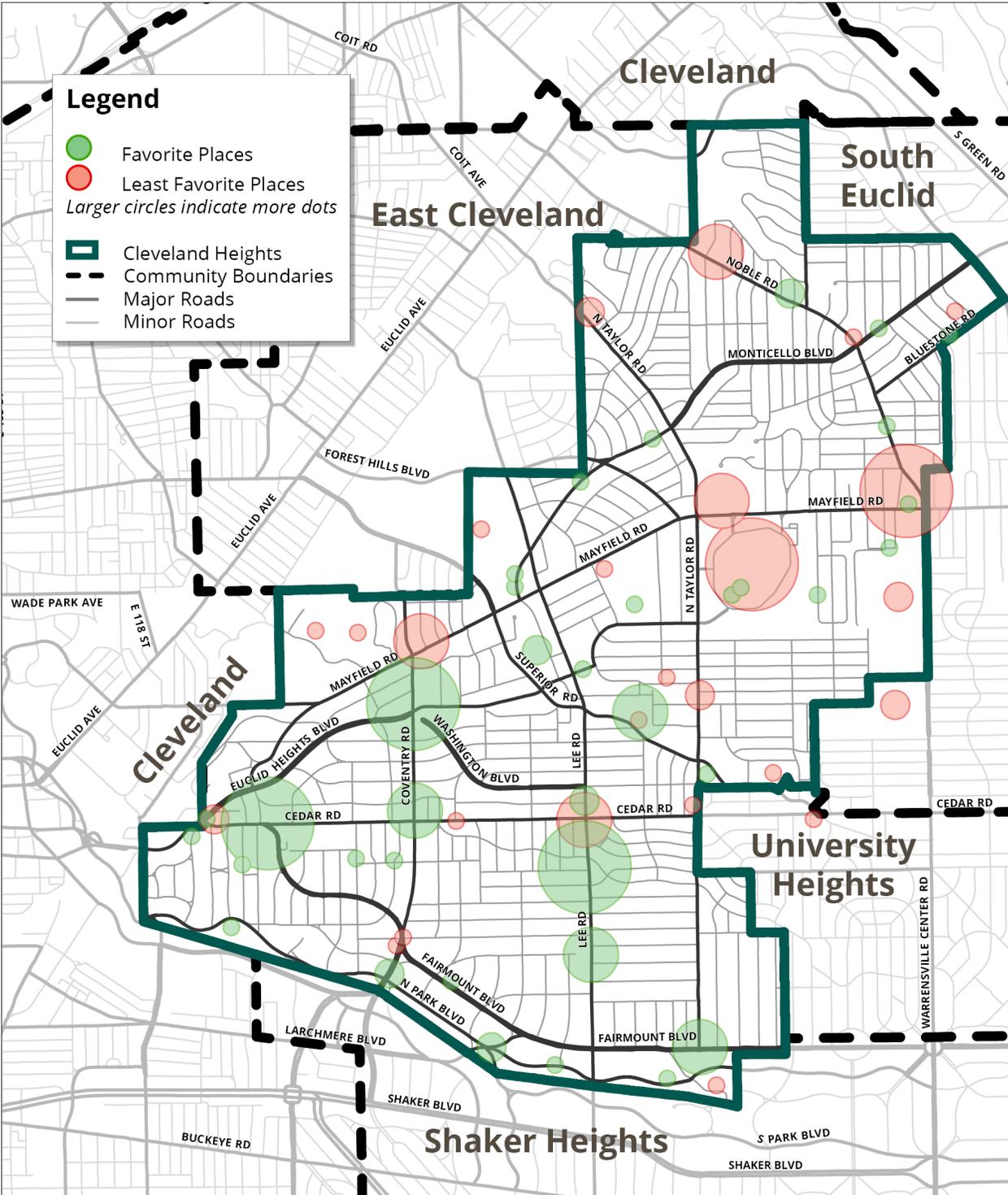
LEAST FAVORITE PLACES

Least favorite places included the following:

- Mayfield and Coventry intersection
- North Coventry area
- Severance Town Center
- Cedar and Lee intersection
- Center Mayfield area
- Noble Nela area

Comments from residents also gave additional information about least favorite places. Many red dots indicated intersections including Cedar and Euclid Heights, Cedar and Lee, Coventry and Fairmount, and Mayfield and Taylor. Red dots in Cain Park indicated concerns about safety in the park, while dots in Severance Town Center and North Coventry indicated concern about the quality of the buildings in these areas.

Map 1 Favorite Places





County Planning

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FOR OUR REGION
FOR OUR FUTURE