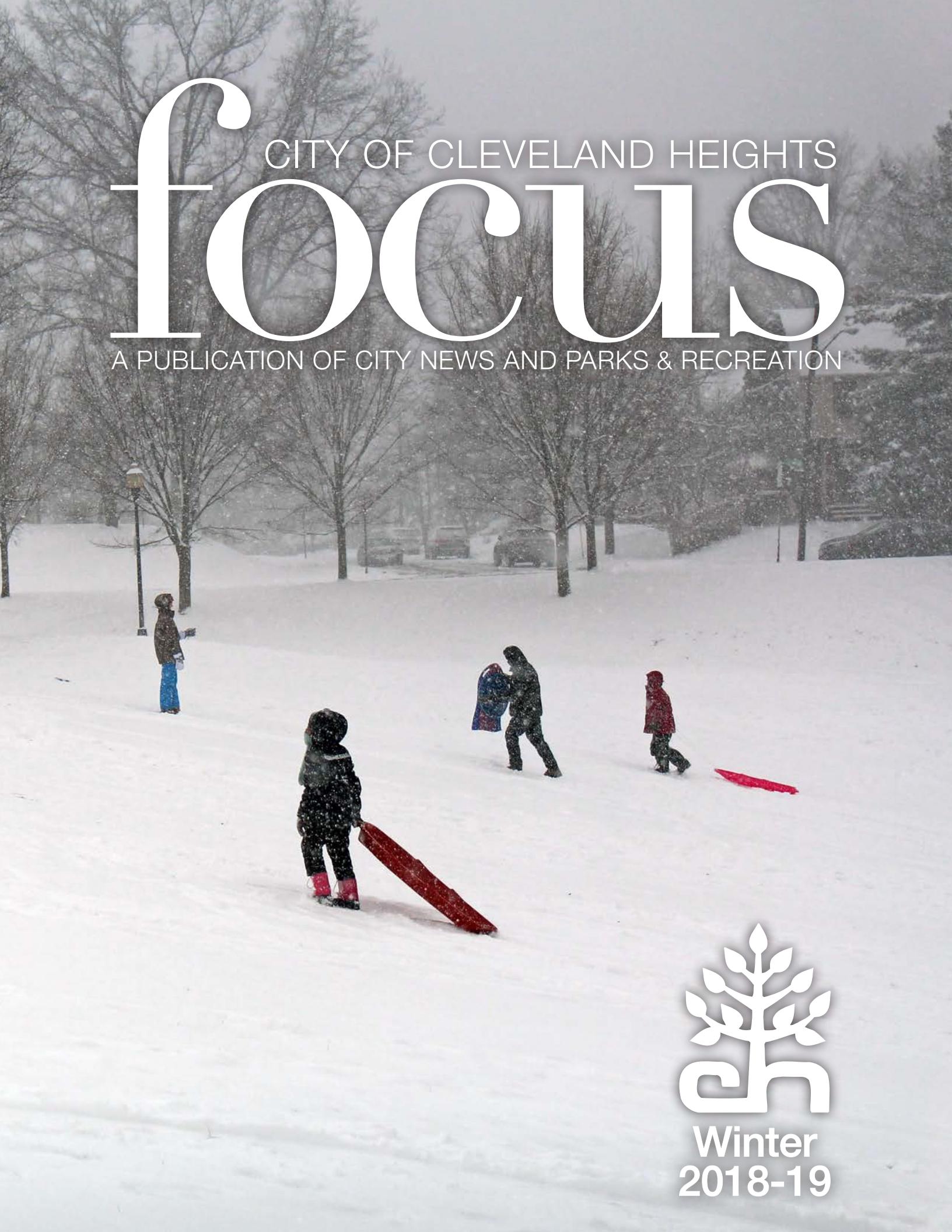


focus

CITY OF CLEVELAND HEIGHTS

A PUBLICATION OF CITY NEWS AND PARKS & RECREATION



Winter
2018-19

DATES TO REMEMBER

Tuesday, December 11

Coffee & Conversation with University Circle Inc.
11:00am, Senior Center

Saturday, December 15

Polar Express in 3D at Cedar Lee Theater 11:00am
Visit with Santa at Dewey's 1:00pm

Tuesday, December 25

Christmas Day
City Hall and the Community Center Closed

Monday, December 31

Noon Year's Eve 11:30am-1:00pm
Community Center

Tuesday, January 1, 2019

New Year's Day
City Hall and the Community Center Closed

Monday, January 7

American Red Cross Blood Drive
2:00-7:00pm, Community Center South Atrium

Monday, January 21

Dr. Martin Luther King, Jr. Day
City Hall and the Community Center Closed

Wednesday, January 23

Dr. Martin Luther King, Jr. Celebration
7:00 pm, Community Center

Monday, February 18

Presidents' Day
City Hall and the Community Center Closed

Connect with Cleveland Heights



www.facebook.com/clevelandheightsOH
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<https://twitter.com/clvhtsgov>
www.youtube.com/user/clevelandheightsOH
<https://nextdoor.com/city/feed/17315526>

REMEMBERING DR. MARTIN LUTHER KING, JR.

All residents are invited to attend the 21st annual Celebration of the Life and Legacy of Dr. Martin Luther King, Jr. on Wednesday, **January 23, 2019**, 7:00pm at the Cleveland Heights Community Center, One Monticello Boulevard at Mayfield Road. The event will feature student winners from our MLK art, essay and poetry contests. This year's topic is "How did Dr. King influence the world?"

The deadline for entries is **January 16, 2019**. For more information, call Community Relations, 216-291-2323.

Shop locally this holiday season and always!

Cleveland Heights is fortunate to have a number of local independent businesses, stores and restaurants. This holiday season – and always – think and **shop locally!** Money spent at our local businesses is reinvested in our community and helps our city to maintain its unique appeal. Visit the shops in our commercial districts and you'll be sure to find just what you're looking for!

17th Annual Holiday Store

What began as a tiny pop-up shop in 2002 with a few local artists has blossomed into an annual holiday store featuring creative items by about 100 Northeast Ohio visual artists and artisans, writers, and musicians. Customers can fill out a gift registry wish list that friends/family members can access when they shop. The Heights Arts Holiday Store is open now through **December 30, 2018** at 2175 Lee Rd. Check store hours at www.heightarts.org.

Cedar Lee

It's a movie and lunch with Santa on Saturday, **December 15**. Families can enjoy The Polar Express at the Cedar Lee Theatre at 11:00am, followed by a visit with Santa at Dewey's Pizza starting at 1:00pm. Tickets for the movie are \$1 per person.

2018 New Businesses

With over 500 small businesses, Cleveland Heights has a strong tradition of being a destination for independent, locally owned businesses. The City welcomed over 50 new businesses in 2018 including:

Elite Bistro, 2195 Lee Road

Stems Fleur, 2495 Lee Boulevard

Pyramid Soul Food, 2142 Lee Road

Paws CLE, 1970 Lee Road

Heights One World Child Care, 2007 Lee Road

Fawaky Burst Smoothie & Juice Café, 12413 Cedar Road

Lee Road Dog Grooming, 2246 Lee Road

DorNee' Natural Body & Hair Luxuries, 2174 Taylor Road

Imaj Dance, 1916 Lee Road

With eleven commercial districts and a robust set of business development tools, Cleveland Heights has the ability to cater to the needs of a wide variety of businesses. Its strength as a small business destination is highlighted by the number of long-time businesses that celebrate significant anniversaries each year.

In 2018, Coventry Village celebrated four such businesses:

Record Revolution – 50 years

Passport to Peru – 40 years

Mac's Backs – 40 years

Attenson's Antiques – 40 years

For more information regarding doing business in Cleveland Heights, please contact Business Development Manager Brian Anderson at 216-291-2617 or banderson@clvhts.com.



atyourservice

ENERGY AGGREGATION

The City of Cleveland Heights is a member of NOPEC (The Northeast Ohio Public Energy Council), which is a non-profit council of governments founded almost 20 years ago shortly after the state stopped regulating the natural gas and oil industries.

NOPEC's board of trustees consists of government officials from each of the participating counties. NOPEC negotiates a group rate with natural gas and electricity suppliers for all participating communities. There are currently 220+ communities in Ohio and 14 counties in Ohio participating. NOPEC is one of the largest energy aggregation programs in the United States. *Please note: The program does not cost the City any money.*

The following sites will provide more information and background on NOPEC, and also access to all of their annual reports: www.nopec.org.

This site provides the consumer the opportunity to compare rates with other entities: www.energychoice.ohio.gov/ApplestoApples.aspx.

As a Cleveland Heights resident you are automatically enrolled. However, you can opt out of NOPEC if you choose not to participate and negotiate a rate with the private company of your choice. Just be certain to learn the term of the rate because in some cases the six-month introductory term will end and the rate will jump to a higher level.

IMPORTANT FIRE DEPARTMENT REMINDER

Carbon Monoxide (CO), a colorless, tasteless and odorless gas, kills hundreds of people each year. CO is produced by the incomplete combustion of fuel-burning appliances – often poorly maintained appliances, such as furnaces, hot water tanks, gas ovens and fireplaces. Vehicles left idling in garages or next to a building frequently cause high indoor CO levels. Carbon Monoxide detectors can warn of the presence of CO, but they are not a substitute for properly operating fuel-burning appliances.

Holiday Collection Schedule

City offices will be closed on the dates below. Refuse collection will be delayed by one day following the holiday. Friday's collection will be on Saturday.

- Christmas Day, Tuesday, December 25
- New Year's Day, Tuesday, January 1, 2019
- Dr. Martin Luther King, Jr. Day, Monday, January 21, 2019
- Presidents Day, Monday, February 18, 2019

Reminder

The City will stop collecting all yard waste as of **December 31, 2018** (weather permitting). Yard waste will not be collected during the months of January, February, and March due to a restructuring of manpower to assist the Street Maintenance Division with snow and ice control.



Christmas Tree Disposal

Live Christmas trees will be collected **Wednesday, December 26-Thursday, January 31**. Residents are asked to place their Christmas trees on the tree lawns. Please be sure to remove any bags, stands, and decorations as the trees are collected and processed through a wood chipper. Residents are advised that collection of trees is not routine to their collection day as the Forestry Department has limited manpower resources. Trees that are properly placed on the tree lawns will be collected within the allotted time. Note: Collection could be delayed due to winter weather. Snow and ice operations take priority over tree collection. Residents with questions or concerns should contact the Cleveland Heights Service Department at 216-691-7300 or pwd@clvhts.com.



Recycling Reminder

Please remember to place cans, cartons, glass, paper, plastic bottles and jugs in a clear or blue bag and set it out a distance from your trash on your collection day. Cardboard boxes need to be flattened. But not everything can be recycled. Please place the following items in the trash: styrofoam and takeout containers; hoses and ropes; durable plastic; cups, lids and utensils; and broken ceramics.

Technottrash

Safely recycle items that may contain personal information: old CDs, DVDs, diskettes, audio and videotapes, cell phones, pagers, PDAs, digital cameras, and rechargeable batteries. Residents wishing to recycle their unwanted items may bring them to the top of the ramp at the Transfer Station; the driveway is on Mayfield Rd. next to MotorCars. You may drop off items Monday through Friday 7:00am to 3:30pm.



CITY RECOGNIZES 33 WITH ANNUAL COMMUNITY IMPROVEMENT AWARDS

Twenty-seven residences, one business, and two places of worship were presented with Community Improvement Awards on October 18 for their efforts to enhance their property and improve the image of their neighborhoods. Two residences and the Hebrew Academy of Cleveland were recognized with a Historic Preservation Award for Rehabilitation.

The 43rd annual award ceremony recognized Cleveland Heights neighbors who have taken the time to improve their property – whether it is a complete renovation or restoration, adding bright new paint, an attractive addition, improved landscaping or other actions that improve the overall appearance of the property.

Nominations are made largely by neighbors who appreciate how these improvements increase the appeal of their street. Individuals can also nominate themselves for their hard work. For a property to qualify, the improvements must be visible from a public right-of-way and must make the area more attractive.

A Special Citizen Award was presented to Lita Gonzalez, who created the Officer Jason D. West Memorial Scholarship Fund for a graduating Heights High senior pursuing an advanced degree in Criminal Justice.

For a complete list of the winners with photos of their properties visit www.clevelandheights.com/2018CIAphotos.

Defining What Makes Cleveland Heights Unique and Special

In August, the City of Cleveland Heights undertook an initiative to better define the Cleveland Heights brand. A brand is so much more than just a logo or tagline. It is the DNA of the city. It is a unified message and engaging graphics that clearly communicate to our target audiences – including current residents, business owners and visitors, as well as those who may be considering moving their family or business to our city, starting a new business or visiting one of our many destinations – who Cleveland Heights is and what it offers.

To develop a truly authentic brand, our branding team spent the better part of the summer talking to our residents, community leaders and business owners. Through one-on-one interviews, focus groups and a comprehensive survey, we heard from nearly 1000 people. This discovery phase sets the foundation for the tools and resources that will be developed to effectively promote our unique community to prospective residents and businesses, current residents, businesses and visitors.

What we discovered will be no surprise to many of you. With a purposeful, intentional focus on the values of diversity, acceptance, and a strong sense of “home,” Cleveland Heights has a powerful distinction relative to peer cities.

Diversity is the most valued characteristic and a significant competitive distinction. In our case, diversity encompasses races, faiths, incomes, education, and thought. **Diversity in Cleveland Heights is really more than a characteristic – it is a foundational and purposeful tenet that is protected and embraced by the city.**

This is not to say we are without our challenges. However, the strong sense of home seems to outweigh many of these weaknesses. We heard over and over again that “there is no place else I would ever live” or that Cleveland Heights may “not be for everyone, but for some it’s the only one.”

The next step is to turn the results of the discovery phase into a brand narrative that tells a robust story of our city. A comprehensive framework of key messages also will be developed to provide a strong, aligned voice for the city. Throughout the holidays, we will then begin the creative work. With the guidance and input of a Brand Steering Committee, made up of residents, community leaders and business owners, the creative process will begin to establish a strong logo and tagline.

A well-branded City with its businesses and residents sharing a unified message can help position the City as a desirable place to live, visit and build a business – all of which can result in increased economic prosperity.

Keep your eyes open in early 2019 for the new brand, along with logo, tagline, brand narrative and key message points. Having all of you as brand ambassadors will be a critical component of our success.

Thanks to all of you who have participated so far. For further updates and information, visit our branding website – www.clevelandheightsbrand.com.

New! Online Overnight Parking Requests

As of December 1, the Cleveland Heights Police Department offers residents a more efficient manner to submit and register an overnight parking request by going online to www.clevelandheights.com/OvernightParking. Parking is not permitted on most Cleveland Heights streets between the hours of 3:00am and 6:00am unless a request for overnight parking has been submitted and approved. Email notifications will be sent as confirmation of an accepted request. Call 216-291-4987 with any questions.

Sanitary Sewer Update

As part of Phase I of the U.S. Environmental Protection Agency (USEPA) Consent Decree, the City of Cleveland Heights has commenced the following work:

Sanitary Sewer Evaluation Survey (SSES)

This evaluation commenced in early summer this year and will be ongoing as part of Phase I. As part of this study, the following tasks were performed in 2018 to help us evaluate our sanitary sewers throughout the City:

- 800 sanitary manholes have been inspected to observe the condition and identify any problems;
- 86,000 linear feet of sanitary sewer pipe has been cleaned;
- 86,000 linear feet of sanitary sewer pipe has been televised and inspected to determine the condition of the pipe;
- Installed and monitored 100 flow meters throughout the system to characterize flow into the sanitary system;
- Performed a basement flooding mini-study.

Capacity, Management, Operation and Maintenance (CMOM) program

As part of the Consent Decree, the City has also implemented (CMOM).

This program will be ongoing as part of the City's standard operating procedure and allows the City to operate and maintain the sewer collection system more efficiently. As part of implementing this program, some of what the City has performed follows:

- Purchased a new Camera truck. This vehicle allows City personnel to inspect and evaluate pipe in-house and allows the City to respond to and identify potential problems more efficiently;
- Implemented an electronic work order system to respond to potential problems, customer requests, emergencies and to track locations easier;
- Implemented the use of graphical information system (GIS) data for better management of the sewer collection system;
- Invested in training of personnel to operate new equipment, evaluate pipe and efficiently maintain the sewer collection system more proactively thereby preventing emergencies.

What to expect in 2019

- Continue work with the consultant and County partners on the Phase I SSES to identify problem areas in the collection system by performing field work;
- Development of system model;
- Continue building on work done to date including cleaning, inspecting and televising Phase I SSES locations.

**Based on inquiries received,
we want to remind you of your water and sewer bills:**

- **Cleveland Water:**

You receive a monthly bill directly from them for your water usage

- **Northeast Ohio Regional Sewer District:**

Responsible for treatment of water that leaves your home (monthly bill)

- **Cleveland Heights Sewer:**

Responsible for maintenance of local sewer infrastructure (quarterly bill)

Storefront Rehabilitation Program Update

Following up on the streetscape completed in 2017, the Cedar Lee District is seeing additional improvements at two commercial properties with help from the City's Storefront Rehabilitation Program.

Boss Dog Brewing at 2179 Lee Road was able to move forward with their storefront project that included work on their patio in addition to signage and other external improvements. The new patio has fast become a major destination on Lee Road and helped to reactivate the area around the Cedar Lee Minipark.

Further down Lee Road, the commercial building at **2234-2260 Lee Road**, home to **Zoma Ethiopian Restaurant, The Fresh Fix, and the Cleveland Running Co.** among other businesses, is undergoing a major storefront renovation. Improvements there include cleaning and tuckpointing of the masonry, window repair, new doors, lighting and signs, and replacement of the paneling and installation of new windows along Kensington Road. The **Kensington Pub** at 2260 Lee Road is slated to open upon installation of the new windows.

The Storefront Rehabilitation Program is a long-standing City program that has helped make aesthetic improvements to commercial storefronts throughout the City. It features professional design assistance, rebates up to \$25,000 and interest-free loans up to \$100,000. Commercial property owners interested in using the Storefront Rehabilitation Program in 2019 should contact Business Development Manager Brian Anderson at 216-291-2617 or banderson@clvhts.com.

Top of the Hill Project Update

The Top of the Hill project, located atop Cedar Hill (intersection of Euclid Heights Blvd. & Cedar Road), has now advanced to the project design and approval phase with construction slated to begin sometime during the second half of 2019. As a highly visible property at the gateway between the Heights and University Circle, developing this property has been a long-time goal of the City and many of our businesses and residents.

This project is anticipated to consist of approximately 280 to 300 market-rate luxury apartments, up to 15,000 square feet of new first-floor commercial space, and a structured parking garage containing 550 parking spaces, as well as additional surface parking throughout the development site. The project is expected to create over 90 permanent jobs, and almost 600 construction jobs when being built. Income tax revenues are projected at almost \$270,000 annually from the project, with an additional one-time influx of revenue from construction payroll of over \$685,000.



The City and the CH-UH School District agreed in March of 2018 to approve the creation of a Tax Increment Financing (TIF) District for this project. This was done to enable the financing of the project and to provide a mechanism for financial compensation to the school district. The TIF exempts 100% of the increase in the assessed value in the TIF area for a period of 30 years to provide for payment by the developer of the costs of the project improvements.

Presently, the school district receives a little over \$20,000 annually from property taxes assessed on the Top of the Hill site, which is currently used as a municipal surface parking lot. Once the project is constructed, the increased value of the new buildings and improvements to the site are projected to result in compensation to the school district of almost \$400,000 each year the TIF is in place.

This is a transformational project for the City and important in driving economic growth. Community involvement has been sought throughout the process and will continue to be important to the TOH project. Additional information related to this project can be found on the City's website at www.clevelandheights.com/toh.

City moves forward with the redevelopment of the Meadowbrook & Lee Site

The City is currently focused on another long-time goal of redeveloping the Meadowbrook & Lee site. The currently vacant site is a little over one acre in size and is located at the southeast corner of Meadowbrook Boulevard and Lee Road in the heart of the Cedar Lee Commercial District.

This past summer, City Council approved legislation authorizing the City Manager to negotiate a non-binding Memorandum of Understanding (MOU) with Cedar Lee Connection, LLC, for the development of the City-owned site. Cedar Lee Connection was selected as the City's development partner for this site as part of an RFQ/RFP process.

Creating a dense, vibrant, pedestrian-friendly and unique mixed-use project is a key City development goal for this important site. We believe Cedar Lee Connection can deliver such a project along this vibrant corridor adding residents and visitors alike.

Additional information about this important development project can be found on the City's website at www.clevelandheights.com/mls.

New Community Reinvestment Area Program

Cleveland Heights has achieved a major strategic development goal with the creation of a City-wide Community Reinvestment Area (CRA).

Under the new CRA, residential properties are eligible for tax abatement incentives for both new and remodeling construction. The terms of the incentive are based on the strength of the housing market at the Census tract level using a variety of metrics identified by the City. Commercial projects are also eligible for tax abatement, provided they meet certain criteria, and subject to the terms and conditions of a development incentive agreement required to be negotiated on a case-by-case basis with the City and the Cleveland Heights-University Heights School District.

We anticipate that the City-wide CRA will provide significant help in retaining current residents, attracting new ones, and creating new jobs and economic activity as we convey the message that the City is "open for business."

This incentive gives us an advantage over many other Northeast Ohio cities. Additional information and resources regarding the new CRA program can be found at www.clevelandheights.com/TaxAbatement.



parks & recreation



Get Fit with New Equipment!

Your newly renovated Fitness Center features all new, state-of-the-art equipment: a large variety of cardio that links to the Cardio Theater System; an eighteen-piece Nautilus Inspiration Weight Circuit; spinning bikes; and a large variety of free weight options. Fitness Center staff can guide you in downloading an app that will keep track of your workout data on the cardio machines. For a complete list of new Fitness Center equipment, go to www.chparks.com/FitnessCenter.

You can also tap into our expert certified personal training staff, who will develop a program to fit your specific fitness goals. Our programs incorporate strength, cardiovascular, mobility and flexibility training as well as injury prevention and wellness education. A results-oriented exercise plan is within reach regardless of your budget. For a free consultation, call 216-694-8414.

Use of the Fitness Center, Track and Gym is available to Cleveland Heights resident adults and students (through high school) who live within the boundaries of the Cleveland Heights-University Heights City School District.

FITNESS CENTER FREE TRIAL

First-time users can try out all the new equipment for **FREE** at the Fitness Center for 7 consecutive days before signing up to be a member.

Offer expires January 31, 2019.



Start your New Year on NOON YEARS EVE!

Does the ball drop after your bedtime?... Not THIS Year! Stop by the Cleveland Heights Community Center and join us for this fun family skating event! Don't worry about missing midnight and join us for a countdown at 12:00 NOON with a Balloon Drop. Admission is \$10 and includes skates, activities and giveaways! **December 31**, 11:30am-1:00pm at Cleveland Heights Community Center on 1 Monticello Boulevard 216-691-7434.

Give the gift of Cain Park

Buy a Cain Park gift certificate this holiday season. And when you add the beautiful Cain Park 12-oz. mug (\$10 including tax), your gift will be complete, unique and warmly welcomed! Cain Park gift certificates can be purchased online at www.cainpark.com/giftcertificate. Or call 216-291-5792 to purchase a gift certificate (cash, check, credit card) or mug. Cain Park mugs can also be purchased at the Treasury window in Cleveland Heights City Hall (40 Severance Circle).

NEW AT THE SENIOR CENTER

The Cleveland Heights Office on Aging is excited to be participating in the first Northeast Ohio Mind Challenge for the New Majority! The concept is similar to Academic Challenge with teams representing as many as 16 senior centers competing in playoff tournaments similar to NCAA March Madness. If you enjoy trivia and want to be part of a team, then this event is for you! Register as an individual or group of two – there is no cost to participate. All participants will receive a t-shirt and an opportunity to attend the championship round, which will be moderated by a local celebrity. Bragging rights and cash prizes will be awarded to the winning team members and their senior center! Competition will begin in January and end in May 2019. **Sign-up deadline is December 14**. The local competition schedule and playoff information will be announced soon.

The Cleveland Heights Office on Aging has entered into a partnership with University Circle Inc. (UCI) to bring educational programs to the Senior Center followed by trips to all of the wonderful plays, exhibitions and concerts happening there. The program will begin on **Tuesday, January 22** at 11:00am with an interactive video conference exploring the art of Georgia O'Keefe – her life, inspirations, setbacks and rise to fame – becoming one of the first widely recognized female contemporary artists. Later in the month, we'll travel to the Cleveland Art Museum to tour the Living Modern exhibit of Georgia O'Keefe's paintings, her garments (many shown for the first time) and photographic portraits of her as a subject, revealing her determination to be modern in her work and in her life.

To find out more about this program, attend a Coffee and Conversation with UCI that will be held at the Senior Center on **Tuesday, December 11** at 11:00am. For more information about these and other Senior Center programs, call 216 691-7377.

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AND PARKS & RECREATION



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CLEVELAND HEIGHTS CITY COUNCIL

Carol Roe, Mayor
Melissa Yasinow, Vice Mayor
Mary Dunbar
Kahlil Seren
Jason S. Stein
Cheryl L. Stephens
Michael Ungar
Tanisha R. Briley, City Manager

COUNCIL MEETINGS

Cleveland Heights City Council usually meets on the first and third Mondays of each month in City Hall Council Chambers, 40 Severance Circle. For the latest information on Council and other City meetings, visit www.clevelandheights.com.

FOCUS is published by the City of Cleveland Heights for its residents. It is produced by the Division of Public Relations. Susanna Niermann O'Neil, Assistant City Manager; Mary L. Trupo, Director of Communications; Ksenia Roshchakovsky, Editor/Writer; Cory Scheider, Graphic Designer

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Parks & Recreation: 216-691-7373

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Buy at City Hall 8:30am-4:30pm.