County Planning

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AGENDA

• Process Review
• Policy & Action Review & Feedback
• Master Plan Key Strategies
• What’s Next
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• What’s Next
PROCESS REVIEW
The Richmond Heights Master Plan: Six Steps

Plan Initiation
Initial meetings to introduce the master planning process and gather ideas

Current Conditions

Community Vision

Policies

Implementation

Draft Master Plan
The Richmond Heights Master Plan: Six Steps

Current Conditions

Demographic, land use, housing, and other data to develop a community profile

Includes a review of existing plans and surveys
The Richmond Heights Master Plan: Six Steps

Community Vision
Broad goals for how the community wants to grow and develop in the future
The Richmond Heights Master Plan: Six Steps

- **Plan Initiation**
- **Current Conditions**
- **Community Vision**
- **Policies**
  - Action steps to achieve the community’s desired future
- **Implementation**
- **Draft Master Plan**
The Richmond Heights Master Plan: Six Steps

Implementation

Timelines, priorities, responsibilities, and potential funding sources for undertaking action steps
The Richmond Heights Master Plan: Six Steps

Draft Master Plan
Combined and completed Master Plan document
POLICY REVIEW & FEEDBACK
Richmond Heights 2016 MASTER PLAN
Policy Ideas

Thank You For your Feedback

STEERING COMMITTEE MEETING January 26, 2017
A WELCOMING CITY

Richmond Heights will be a City with a strong sense of place, safe and vibrant neighborhoods having a wide range of elegant, beautiful and revitalized housing options, well-maintained yards and greenspaces, and active neighborhood associations.
Goal 1: Work to revitalize dated or blighted neighborhoods affected by housing age and styles, rental conversions, abandonment, foreclosure and demolitions.

Action A: Improve **mid to higher range housing options** for in the proposed Medical District.

Action B: Establish an **Infill Development Committee or Advisory Board**
* The City of Richmond Heights is largely a built-out community. Therefore, housing renovations, and new investments can be disruptive to neighbors and administratively restrictive due to changes in housing regulations and approval processes.
The establishment of an **infill development committee or advisory** board consisting of developers, homeowners and housing experts to **review** housing regulations, lines of communication, information dissemination, administrative processes and construction standards and make recommendations can greatly assist the City in improving the housing development process.
Goal 2:
Invest and leverage local, state and federal dollars in programs and incentives as part of a housing market strategy to attract and retain residents.

Action A:
Align with various community partners to align residents with Cuyahoga County, private banks and other home repair grant and loan programs for targeted audiences such as seniors and those with difficulty obtaining traditional financing.

Action B:
Work with the various HOAs to develop or enhance property maintenance programs to help residents maintain the value of their homes as well as improve neighborhood preservation (Example City of Albuquerque Neighborhood Association Recognition Ordinance).
Goal 3:
Provide a variety of housing options including single-family, townhouses, condominiums and apartments that will attract young families and allow elderly residents to age in place.

Action A:
Identify **existing accessible housing, one-story homes**, and homes with first-floor bathrooms and master bedrooms.

Action B:
**Strategically invest dollars in targeted areas**, and helps maximize that investment by improving neighborhood dynamics and attracting reinvestment from developers and homeowners.

Action C:
**Review housing zoning and ordinances** to ensure that guidelines represent the communities desires (i.e. Accessory Buildings, Fences, Decks, cluster developments, etc.).
FOCUS: Home Maintenance Programs

Goal 2:
Invest and leverage local, state and federal dollars in programs and incentives as part of a housing market strategy to attract and retain residents.

Action A:
Create or partner with an established Neighborhood Preservation Program to provide variety of housing rehabilitation services to homeowners and home buyers.

Action B:
Develop a Home Maintenance Assistance Program designed to provide grants, loans, or rebates to homeowners who undertake certain types of residential Property improvements in accordance with an established City Neighborhood Preservation Program.
**FOCUS: Home Ownership Programs**

**Goal 2:**
Invest and leverage local, state and federal dollars in programs and incentives as part of a housing market strategy to attract and retain residents.

**Action A:**
Create a **Home Buyers Down Payment Assistance Program** whereby the City will loan up to $10,000 toward the down payment and related costs of buying a qualified home in Richmond Heights. Examples of qualified home include:

- Is located within the City of Richmond Heights designated neighborhood
- Is occupied by either the buyer or seller, or is vacant.
- Meets minimum housing quality standards as determined by HUD and the City of Richmond Heights Codes and Ordinances
- Has an appraised value after any necessary repairs of less than $175,000
- Will become the principal residence of the purchaser.
Goal 2: Invest and leverage local, state and federal dollars in programs and incentives as part of a housing market strategy to attract and retain residents.

Action B: Develop a **Home Maintenance Assistance Program** designed to provide grants, loans, or rebates to homeowners who undertake certain types of residential Property improvements in accordance with an established City Neighborhood Preservation Program.
Goal 1: Work to revitalize dated or blighted neighborhoods affected by housing age and styles, rental conversions, abandonment, foreclosure and demolitions

Action A:
**Aggressively Market** lots available at Highland Ridge and on Marrus Woods Developers.
- There are market benefits of Marrus Woods because the utility improvements are already on the street so development would be less costly than development in other locations.

Action B:
Determine what **K Hovnanian needs to finish Highland Ridge Drive** so it can become a public road.
**FOCUS:**
Neighborhood Communication Marketing & Branding

**Action C:**
Increase communications between City and HOAs to **help strengthen the HOA's.**
- Not all HOAs in the City of Richmond Heights are the same in structure and services. Therefore a customized approach is required to assist them in meeting the needs of their residents and improving services to the communities that are a part of the HOA's.

**Action D:**
**Continue Community Conversations** and encourage developers and HOA's to participate in the conversation.

**Action E:**
Have a **featured home** corner in **City Edition.**
Encourage private housing investments with a marketing strategy that includes:

- Standard signage on vacant or City-owned sites to showcase development potential;
- Annual bus tours of developable sites and successful investments;
- Brochures and handouts advertising sites and successes;
- Pilot programs such as infill housing or home renovation demonstration projects; and
- Information packets for neighbors showing reinvestment in nearby homes to show improvement and spur additional investment.
Goal 3:
Provide a variety of housing options including single-family, townhouses, condominiums and apartments that will attract young families and allow elderly residents to age in place.

Action A:
Advertise the lists and advertise to seniors seeking to age in place.

Action B:
Continue to host Residential Real Estate Housing Showcase to Promote Richmond Heights Neighborhoods.

Action C:
Engage with Realtors to exchange information regarding potential homebuyers.
Action D:
Improve the **narrative to potential new buyers** so the City can better attract a new generation of homebuyers, and or create new guide for new residents
A Welcoming City

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- Pilot programs such as infill housing or home renovation demonstration projects; and
- Information packets for neighbors showing reinvestment in nearby homes to show improvement and spur additional investment.

Action G:
Improve **mid to higher range housing options** for in the proposed **Medical District**.
Action H:
Improved the housing development page on the City’s website to explain the infill process and answer other frequently asked questions.

- The City of Richmond Heights is largely a built-out community. Therefore, housing renovations, and new investments can be disruptive to neighbors and administratively restrictive due to changes in housing regulations and approval processes.

- The establishment of an infill development committee or advisory board consisting of developers, homeowners and housing experts to review housing regulations, lines of communication, information dissemination, administrative processes and construction standards and make recommendations can greatly assist the City in improving the housing development process.
Goal 2: Invest and leverage local, state and federal dollars in programs and incentives as part of a housing market strategy to attract and retain residents.

Action A: Promote on the City’s website, Cuyahoga County and bank home repair loan programs for seniors and those with difficulty obtaining traditional financing.

Action B: Look for and identify grants for homeowners who invest in energy efficient windows and insulation.
Goal 3:

Provide a variety of housing options including single-family, townhouses, condominiums and apartments that will attract young families and allow elderly residents to age in place.

Action A:

Identify *existing accessible housing, one-story homes*, and homes with first-floor bathrooms and master bedrooms.

Action B:

Advertise the lists and *advertise to seniors seeking* to age in place.

Action C:

Continue to host *Residential Real Estate Housing Showcase* to Promote Richmond Heights Neighborhoods.
Action D:
Engage with Realtors to exchange information regarding potential homebuyers.

Action E:
Improve the **narrative to potential new buyers** so the City can better attract a new generation of homebuyers.

Action F:
**Strategically invest dollars in targeted areas**, and helps maximize that investment by improving neighborhood dynamics and attracting reinvestment from developers and homeowners.

Action G:
Create a **guide for new residents**.

Action H:
**Review housing zoning and ordinances** to ensure that guidelines represent the communities desires (i.e. Accessory Buildings, Fences, Decks, cluster developments, etc.).
A Connected City

Richmond Heights will be a multi-modal City where one can easily commute to work, enjoying the outdoors, take an evening walk, and meet friends for dinner, run errands or shop by car, transit, bike, or foot on Complete Streets and all-purpose trails.
MULTI-MODAL MOBILITY

- Roadway Improvements
- Transit and Pedestrian Amenities
- Greenways and Trails
- Complete Streets
A Connected City

Goal 1:
Develop a walking and biking trail network that incorporates the recommendations of the Eastside Greenway Plan.

Action A:
Develop a **complete streets and greenways policy** that accommodate all users including pedestrians, bicyclists, drivers, and transit users.

Action B:
**Link the City to the Metroparks’** Euclid Creek Reservation.

Action C:
**Link Highland Ridge with Donna Drive** by way of Seneca Trail, which is now Geo Grid but could become a path.
Action D:

Ensure that the Eastside Greenway has updated data from the Richmond Road widening program.

Action E:

Complete Richmond Road widening scheduled to begin July 2017 with a completion date of July 2018.

Action F:

Ensure the sidewalk network is well-maintained and safe for use by residents. The City should continue to review sidewalk conditions on all City streets in coordination with exterior housing reviews.

Action G:

Offer financing grant to property owners unable to repair sidewalks due to financial disability. Work through the City or the proposed Community Development Corporation to assist in completing this work.
Goal 2:
Modernize traffic signals, repair, and maintain the street network.

Action A:
Develop an integrated capital improvement plan that promotes coordinated infrastructure investments such as sanitary, storm sewers, waterlines and roadways improvements, and that identify and prioritize roadway repairs and resurfacing projects.

Action B:
Upgrade traffic signalization along Richmond Road and at main intersections.

- Existing equipment at approximately 8-10 intersections is 30 years old.

Action C:
New control boxes at nine specific locations to be identified.

Action D:
Conduct a Traffic Study for the City.
Goal 3:
Review the sidewalk, crosswalk, and pedestrian network to ensure that it is safe and accessible to all ages and abilities, and that they provide connectivity throughout the City.

Action A:
Increase timing at pedestrian crosswalks.

Action B:
Place seating areas along long stretches of commercial districts.

Action C:
Improvements along Richmond and Chardon Road to include better lighting, better signal timing, ADA ramp improvements.
Goal 4:
Work to develop a system of complete streets and that accommodate all modes of transportation.

Action A:
Work with RTA to maintain existing transit throughout the City.

Action B:
Work with RTA to improve transit headways and fill specific transit gaps throughout the City.
A Business-Friendly City

Richmond Heights will provide a business-friendly environment that leverages its existing economic assets, City services, well-educated workforce, and solid infrastructure to attract new investments as well as retain and expand existing businesses.
ECONOMIC DEVELOPMENT

- Physical Enhancements
- Targeted Marketing and Recruitment
- Funding and Resources
- Collaboration and Incubation
A Business-Friendly City

Goal 1:
Work with new ownership to redevelop Richmond Town Square as a local and/or regional shopping and entertainment venue.

Action A:
Encourage landscaping and other external features to improve external appearance and provide a new appeal for the mall.

Action B:
Ensure that potential businesses know that mall zoning now permits certain new conditional uses.

Action C:
Forge alliances with new management at mall, Hilltop Plaza and the Macy’s and Sears marketing professionals (i.e. focus recreation, entertainment district)
Goal 1: Continued.

Action D:
**Brand Wilson Mills strip** on both sides of the streets

Action E:
**Highlight Wilson Mills area** with unique *street scape, lighting, greenery, signage*

Action F:
Sidewalk chalk event at Hilltop, labyrinth walk at the mall

Action G:
Identify a **new retail source that would be unique to this district**, such as an auto mall, or an Amazon distribution center

Action H:
**Partner with small business development organizations** to attract unique local retailers and provide **incubation services** to small businesses.
Goal 2:
Proactively market the City’s major business and specialty districts to capture new investment and visitors from throughout the region.

Action A:
*Target growth industries* in the area (medical, logistics, computer technology, aviation and manufacturing)

Action B:
Identify and attract institutions or *firms of targeted industries* within the Chardon Road corridor

Action C:
Attract *health, medical marijuana, wellness and physical* therapy in the *Chardon road area* using Di Borally properties as a central wellness focal point.

Action D:
*Help airport operators expand and grow* with Enterprise Zone tax exemptions, Jobs Ohio Tax credits, Port Authority fixture tax rebates, etc.
Goal 2: Continued

Action E:
Develop **targeted marketing material for business development** opportunities in the various business districts or clusters

Action F
Target its resources to institutions, firms, and start-ups that complement existing talent and business clusters.

Action G:
Concentrate investment in a few fields to develop a cluster of companies that build off each other and attract other companies seeking to capitalize on local talent and business services.

Action H:
**Promote the funding sources for small start-ups** such as the Economic and Community Development Institute of Cleveland, the Small Business Development Center, and banks that provide SBA loans
Goal 3:
Continue to support existing businesses through business retention and growth initiatives

Action A
Create a local revolving loan fund to renovate commercial storefront businesses

Action B:
Work with local strip centers to develop local business and boutique shops

Action C:
Promote and support City’s start-up culture to grow new businesses
Goal 3: Continued

Action D:

Establish a **business incubator** in targeted industry to assist with:

• Education in the basics of business
• Marketing
• Networking
• Business services
• Access to loans, capital, and angel investors
• Regulatory compliance
• Research and Development

Ensure website lists County, regional and state programs designed to help with business growth and development
Goal 3: Continued

Action E:

Collaborative effort with the schools as a vocational education component that introduces young people to a variety of fields. This would be similar to ExcelTech.

Action F:

Promote small business through networking events with event content to support entrepreneurs.

Action G:

- Use the Community Development Corporation host events such as pop-up events, farmers markets, craft fairs, or other events.
Center for History, Arts & Culture

Richmond Heights will transform the historic Greenwood Farm into a treasured resource that enriches the identity, civic pride and sense of community.
GREENWOOD FARM

- Development Plan & Funding Strategies
- Social Gatherings
- Arts and History
- Civic Pride
**Goal 1:**
Promote Greenwood Farm as a gathering place for community festivals and other community events.

**Action A:**
Create a multi-use facility including tourist attractions such as canopy walks and zip lining, etc.

**Action B:**
Continuing hosting family friendly community events, such as concerts and Easter Egg Hunts.

**Action C:**
Complete renovation of the facility including among other things: installation of handicapped accessible bathrooms; repair/replace sewer and water; and new HVAC

**Action D:**
Collaborate with Friends of Euclid Creek, Boy Scouts and Girl Scouts to implement programming such as rain barrel Program and bat education.
Goal 2:
Develop strong arts and culture programming at Greenwood Farm and throughout Richmond Heights and support local artists and arts organization

Action A:
Host art shows and showcase new artists at Richmond Town Square and Greenwood Farm

Action B:
Preserve the Family history and legacy as a part of the Farm’s historical recognition

Action C:
Ensure that historical relevance is maintained through literature, branding, web-site, and some museum-like elements either on the property or in the house
**Goal 2: Continued**

**Action D:**

Partner with Cuyahoga County Arts and Cultural, Cleveland Institute of Art, and other existing groups

**Action E:**

**Brand Richmond Heights as culturally inviting** which supports an active arts community through vibrant events art in public spaces, and support for the arts and arts organizations

**Action F:**

Promote cultural tourism

**Action G:**

Do audit to identify, document and map existing cultural assets and potential locations for art installations.
A Healthy City

Richmond Heights will be a healthy community with access to optimal health care services and general well-being programs that promote healthy living, safe environments, access to healthy foods, and a robust park and recreation system.
FOCUS: Health Education & Advocacy

Goal:
Explore joint ventures with the Richmond Heights City Schools and University Hospitals to create programs around wellness and healthy living for all ages such as community gardens, agricultural and ecological programs.

Action A:
Creation of a Healthcare and Wellness District.

• Start wellness classes at University Hospital
• YMCA to promote Richmond Heights wellness classes along with its South Euclid Lyndhurst Recreation (SELREC) classes
• Partner with OSU Extension Urban Agriculture Program for education and resources to develop community gardening, life skills and healthy living programs.
FOCUS: Active/Passive Recreation

Goal 2:
Enhance connections between the municipal parks, schools, neighborhoods, and the Cleveland Metroparks Euclid Creek Reservation.

Action A:
- Obtain linear grant funding through a Clean Ohio Trail grant.
- Obtain loop trail grant funding through grant from Ohio Division of Natural Resources.

Action C:
Implement a Walk [Your City] campaign to help you boost your community’s walkability, linking informational street signs for to complement traditional approaches to wayfinding (See https://walkyourcity.org/).
Goal:
Ensure that all residents have access to a variety of indoor and outdoor recreational opportunities at the municipal parks, schools, and recreation facilities to encourage active and passive recreation that will contribute to overall health and improve quality of life.

Action A:
Continue to pursue collaborative partnerships, e.g. Hillcrest YMCA pool agreements, or partner with Ohio North Soccer, etc. to provide quality programming for Richmond Heights Residents.

Action B:
Repurpose existing facilities (tennis courts) for outdoor Pickleball courts. Explore investing in outdoor indoor facilities purpose-built for Pickleball.
A Green City

Richmond Heights will be a green City that is environmentally sustainable; uses green infrastructure to capture and slow stormwater, and promotes best practices to preserve the environment.
SUSTAINABILITY

- Green Space
- Energy Efficiency
- Environmental Preservation
- Green Infrastructure
Goal 1:
Provide incentives for commercial building and residential upgrades such as LEED and other certifications, and the use of energy efficient technologies such as LED lights, and other alternative energy sources to reduce the City’s overall carbon footprint.

Action A:
Establish or enhance Green Home Program.

Action B:
Ensure that community knows of Leadership in Energy & Environmental Design (LEED) program options
Identify what the LEED certified grants and funding sources are available.
Goal:
Incorporate green infrastructure in municipal parks and open spaces.

Action A:
Place bioswales where feasible to mitigate run-off.

Action B:
Consider adopting a tree preservation and re-planting ordinance to conserve wooded areas.

Action C:
Establish a Tree Commission and review or set tree and landscaping standards for parking lots.
Goal 3:
Continue to promote preservation and sustainability through City ordinances, Green building code or sustainable zoning code amendments

Action A:
A zoning ordinance should require, allow, and encourage a variety of sustainable development techniques, improving energy efficiency for all types of development and taking full advantage of existing resources and services.

Action D:
Continue to acquire and protect priority conservation areas in partnership with the Metroparks, West Creek Conservancy, etc.
A Diverse & Engaged City

Richmond Heights will continue to be a diverse community of active and engaged citizens, and will pursue innovative partnerships that are critical for providing services and amenities to residents.
Diversity & Inclusion

- Market Community Dynamics
- Safety
- School/Community Inclusion
- Market Community Assets
Goal:
Partner with Richmond Heights City Schools to continue to improve the quality of the school system, and to help attract and retain families with children.

Action:
**Develop a partnership with the schools to coordinate use of school facilities** as a community resource during non-school hours.
Goal 2:
Promote and maintain the City’s diversity and actively foster an environment of inclusiveness

Action A:
Develop an ongoing program to train government employees, including emergency responders, on the City’s multicultural population.
Goal 3:
Make fair and affordable housing a priority in the City of Richmond Heights

Action:
Promote affordable housing by partnering with fair housing organizations, investing in a variety of housing options, and continuing to use federal funds to support these efforts.
Goal:
Partner with the School District to promote a quality school system through initiatives to attract and retain diverse families with children

Action A:
Undertake a coordinated, **year-long marketing “together” campaign jointly with the City and the Schools**

Action B:
**Conduct exit surveys** of families with children to determine the reasons they choose to leave the City.

Action D:
Match families with young children to existing families in the District to educate them on the Richmond Local Schools
Focus: School/Community Inclusion

Goal:
Partner with Richmond Heights City Schools to continue to improve the quality of the school system, and to help attract and retain families with children.

Action:
Develop a partnership with the schools to coordinate use of school facilities as a community resource during non-school hours.
FOCUS: Market Community Dynamics

Goal:
Continue to develop, encourage, and support a mutually proactive relationship between elected and appointed officials and residents

Action A:
Continue to engage new residents with a welcome packet that identifies opportunities for community involvement

Action B:
Organize a young professionals board to promote Millennial involvement

Action 3:
Continue to host public meetings on issues of importance
Goal 7
Enhance safety in the City’s neighborhoods

Action A:
Advertise and promote a Richmond Heights Neighborhood Watch Program

Action D:
Consider crime prevention when reviewing building design and placement
Focus: Market Community Assets

Goal: Forge partnerships with community groups to respond to unique local needs

Action A:
Form a Community Development Corporation in collaboration with the Special Improvement Districts

Action B:
Collaborate with community groups to accomplish the goals of the Master Plan

Action C:
Develop a system for citywide group discounts
KEY STRATEGIES

Geographical Focus areas for the plan

These areas along with implementation will be the focus of the next Implementation meeting.
STEERING COMMITTEE MEETING #5
POLICY/IMPLEMENTATION DISCUSSION
February 21, 2017

PROJECT TEAM MEETING #6
IMPLEMENTATION DISCUSSION
March 9, 2017
Additional Feedback?
Write us an email!
Any additional comments, please email mrichardson@cuyahogacounty.us or aball@cuyahogacounty.us
Thank you!
Questions & Discussion
County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE