MAPLE HEIGHTS
MASTER PLAN

STEERING COMMITTEE #1
CURRENT CONDITIONS
County Planning Team

- Glenn Coyne, *Executive Director*
- James Sonnhalter, *Manager, Planning Services*
- Marionette Richardson-Scott, *Principal Planner*
- Patrick Hewitt, *Senior Planner*
- Nichole Laird, *Planner*
- Kayla Kellar, *Planning Intern*
• What is a Master Plan?
• Roles and Responsibilities
• Tentative Timeline
• Current Conditions Review
• SWOT Analysis
• What’s Next?
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• What’s Next?
WHAT IS A MASTER PLAN?
• A long-term plan for how the community wants to grow and develop in the future
• Inventories what exists today and outlines a community’s vision for the future

• Describes concrete action steps to achieve the vision
Why plan?

• Provides the opportunity for **community input**

• **Prepares the City**, residents, and businesses for the future

• **Shapes future development** to match your priorities

• Gives a **competitive advantage** when applying for grants and funding
This is the community’s plan.
What does it cover?

• Transportation
• Land use and zoning
• Housing
• Parks and the environment
• Economic development
• Business districts
Maple Heights Master Plan: Five Steps

Current Conditions

Develop demographic, land use, and housing overview
Maple Heights Master Plan: Five Steps

Community Vision

Vision for how the community wants to grow and develop in the coming decade
Maple Heights Master Plan: Five Steps

Goals & Actions

Goals and action steps to achieve the community’s desired future
Maple Heights Master Plan: Five Steps

Implementation

Partners, priorities, and responsibilities for undertaking actions
Maple Heights Master Plan: Five Steps

Draft Master Plan

Combined and completed Master Plan document
USING THE MASTER PLAN

• **Adopt it:** to make it an official policy

• **Use it:** as a tool and reference when considering actions and applying for grant funding

• **Update it:** over time and when circumstances change
EXAMPLE

• Community Gateway
Goals & Actions
Priority Level: High

Responsible Party: City Public Service Department

Timeline for Completion: 3-5 Years

Potential Funding: NOACA, County Public Works, Capital Improvement Program
ROLES AND RESPONSIBILITIES
• Steering Committee
• The Public
• County Planning
The Steering Committee
Group of involved residents, businesses, and civic leaders

• Are representatives of the community
• Share expertise and on-the-ground knowledge
• Are advocates for the plan and its implementation
• View in-depth documents before public meetings
The Steering Committee
Expectations

• Brings an open mind to meetings
• Is willing to openly and respectfully discuss ideas within the Committee
• Assists in advertising public involvement
• Assists at public meetings, as needed
The Public
All interested residents, business owners, or stakeholders

• **Provides comment** on the plan whether in person or online

• Ensures the plan has the **endorsement of residents** and business owners
County Planning
Facilitators of the planning process

• Translates concerns and suggestions into plan documents

• Offers planning expertise and innovative ideas

• Consolidates various plans into a single, comprehensive document
TENTATIVE TIMELINE
Planning Timeline

• Five (5) phases to the planning process
• Five (5) Steering Committee Meetings
• Three (3) Public Meetings
• Online Comment Period
## Tentative Timeline

<table>
<thead>
<tr>
<th>Topic</th>
<th>Meetings</th>
<th>Tentative Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Conditions</td>
<td>Steering Committee #1</td>
<td>November 13, 2017</td>
</tr>
<tr>
<td>Community Vision</td>
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<td>Public Meeting #2</td>
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<td>Implementation</td>
<td>Steering Committee #5</td>
<td>May 15, 2018</td>
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<td>Public Meeting #3</td>
<td>May 31, 2018</td>
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<td></td>
<td></td>
<td>Mid July 2018</td>
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</tbody>
</table>
CURRENT CONDITIONS REVIEW
CURRENT CONDITIONS

• Community Profile
• Transportation & Infrastructure Profile
• Land Use Profile
• Community Services Profile
QUESTIONS TO ASK

• Does this match what you see on a daily basis?
• What are your biggest take-aways?
COMMUNITY PROFILE
TOTAL POPULATION, 1950-2016

- Maple Heights
- Bedford
- Bedford Heights
- Garfield Heights
- Warrensville Heights

<table>
<thead>
<tr>
<th>Year</th>
<th>Maple Heights</th>
<th>Bedford</th>
<th>Bedford Heights</th>
<th>Garfield Heights</th>
<th>Warrensville Heights</th>
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<tbody>
<tr>
<td>1950</td>
<td>34,093</td>
<td>17,552</td>
<td>12,665</td>
<td>10,555</td>
<td>13,214</td>
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<tr>
<td>1960</td>
<td>22,478</td>
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<tr>
<td>1970</td>
<td>13,214</td>
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<tr>
<td>1980</td>
<td>10,555</td>
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<td>1990</td>
<td>11,417</td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>2000</td>
<td>27,905</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2010</td>
<td>18,925</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2016</td>
<td>13,236</td>
<td></td>
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</tbody>
</table>
CHANGE IN POPULATION BY AGE GROUP, 2010-2015

Under 18
-25,584 (-798) -13.6%
-8,370 (-1,641) -8.3%

18 to 34
-1,135 (-1,135) -3.6%
-18,811 (-18,811) -11.0%

35 to 64
-6,021 (-1,004) -3.2%
-1,004 (-1,004) -0.0%

65 and Over
567 (+567) 5.3%
-1,057 (-1,057) -10.8%

Total
-30,636 (-30,636) -2.4%
-11,876 (-11,876) -12.1%

Maple Heights
Cuyahoga County
Peer Communities
First Suburbs
CHANGE IN POPULATION BY AGE GROUP, 2010-2015

<table>
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<tr>
<th>Age Group</th>
<th>Maple Heights</th>
<th>Cuyahoga County</th>
<th>Peer Communities</th>
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<td>Under 18</td>
<td>(-798) -13.6%</td>
<td>(-8,870) -13.6%</td>
<td>(-1,641) -10.1%</td>
<td>(-25,584) -13.6%</td>
</tr>
<tr>
<td>18 to 34</td>
<td>(+1,150) +26.1%</td>
<td>(+8,294) +3.1%</td>
<td>(+508) +3.8%</td>
<td>(+1,958) +1.8%</td>
</tr>
<tr>
<td>35 to 64</td>
<td>(-1,135) -11.0%</td>
<td>(-18,811) -3.6%</td>
<td>(-6,021) -3.8%</td>
<td>(-1,004) -3.8%</td>
</tr>
<tr>
<td>65 and Over</td>
<td>(-783) -3.3%</td>
<td>(-30,636) -2.4%</td>
<td>(-1,570) -10.8%</td>
<td>(-11,876) -12.1%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Maple Heights
- Cuyahoga County
- Peer Communities
- First Suburbs
TOTAL HOUSEHOLDS 1970-2015

TOTAL POPULATION COMPARED TO TOTAL HOUSEHOLDS, 1950-2016
RACE & ETHNICITY

Maple Heights
- White: 25.0%
- Black: 69.7%
- Asian: 36.0%
- Other: 0%
- Hispanic: 0%

Cuyahoga County
- White: 60.4%
- Black: 29.3%
- Asian: 6.0%
- Other: 3.3%
- Hispanic: 1.0%

Peer Communities
- White: 36.0%
- Black: 59.2%
- Asian: 4.0%
- Other: 0.8%
- Hispanic: 0.0%

First Suburbs
- White: 60.3%
- Black: 31.9%
- Asian: 6.0%
- Other: 0.7%
- Hispanic: 0.0%
PERCENT CHANGE IN POPULATION BY EDUCATIONAL ATTAINMENT

- Less than High School Diploma
  - Maple Heights: (-5,315) -15.1%
  - Cuyahoga County: (-18,410) -8.1%
  - Peer Communities: (-5,208) -5.3%
  - First Suburbs: (-154) -5.1%
  - Maple Heights: (-15,565) -37.0%
  - Cuyahoga County: (-166) -19.2%

- High School Graduate
  - Maple Heights: (+5,430) 2.9%
  - Cuyahoga County: (+1,480) 10.0%
  - Peer Communities: (+2,974) 4.1%
  - First Suburbs: (+1,480) 4.1%
  - Maple Heights: (+917) 11.5%
  - Cuyahoga County: (+2,079) 2.6%
  - Peer Communities: (+1,480) 4.1%
  - First Suburbs: (+917) 11.5%

- Some College
  - Maple Heights: (+10,874) 5.2%
  - Cuyahoga County: (+10,874) 5.2%
  - Peer Communities: (+2,079) 2.6%
  - First Suburbs: (+2,079) 2.6%

- Bachelor's or Associates Degrees
  - Maple Heights: (+9,264) 9.2%
  - Cuyahoga County: (+9,264) 9.2%
  - Peer Communities: (+1,772) 4.6%
  - First Suburbs: (+1,772) 4.6%

- Master's or Higher
  - Maple Heights: (+515) 25.2%
  - Cuyahoga County: (+515) 25.2%
  - Peer Communities: (+917) 11.5%
  - First Suburbs: (+917) 11.5%
PERCENT CHANGE IN POPULATION BY EDUCATIONAL ATTAINMENT

- **Less than High School Diploma**:
  - Maple Heights: -5,315 (-15.1%)
  - Cuyahoga County: -18,410 (-6.9%)
  - Peer Communities: -1,450 (-8.1%)
  - First Suburbs: -1,450 (-8.1%)

- **High School Graduate**:
  - Maple Heights: +532 (9.2%)
  - Cuyahoga County: +1,480 (2.9%)
  - Peer Communities: +2,974 (4.1%)
  - First Suburbs: +2,974 (4.1%)

- **Some College**:
  - Maple Heights: +917 (11.5%)
  - Cuyahoga County: +1,087 (5.2%)
  - Peer Communities: +2,079 (2.6%)
  - First Suburbs: +2,079 (2.6%)

- **Bachelor's or Associates Degrees**:
  - Maple Heights: +515 (25.2%)
  - Cuyahoga County: +9,264 (9.2%)
  - Peer Communities: +9,264 (9.2%)
  - First Suburbs: +1,772 (4.6%)

- **Master's or Higher**:
  - Maple Heights: +166 (-19.2%)
  - Cuyahoga County: +5,315 (-15.1%)
  - Peer Communities: +5,315 (-15.1%)
  - First Suburbs: +5,315 (-15.1%)
MEDIAN INCOME, 2010 AND 2015

<table>
<thead>
<tr>
<th>Location</th>
<th>2010</th>
<th>2010 (inflation-adjusted)</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maple Heights</td>
<td>$42,139</td>
<td>$45,415</td>
<td>$36,774</td>
</tr>
<tr>
<td>Cuyahoga County</td>
<td>$43,603</td>
<td>$46,993</td>
<td>$44,190</td>
</tr>
</tbody>
</table>
EMPLOYMENT CENTERS
YEAR HOUSING UNIT BUILT

- 1939 or earlier
  - Cuyahoga County: 30.3%
  - Maple Heights: 8.7%
- 1940 to 1949
  - Cuyahoga County: 9.8%
  - Maple Heights: 15.4%
- 1950 to 1959
  - Cuyahoga County: 20.5%
  - Maple Heights: 43.7%
- 1960 to 1969
  - Cuyahoga County: 13.6%
  - Maple Heights: 14.7%
- 1970 to 1979
  - Cuyahoga County: 9.9%
  - Maple Heights: 12.3%
- 1980 to 1989
  - Cuyahoga County: 5.5%
  - Maple Heights: 2.2%
- 1990 to 1999
  - Cuyahoga County: 5.7%
  - Maple Heights: 2.2%
- 2000 to 2009
  - Cuyahoga County: 4.3%
  - Maple Heights: 0.8%
- 2010 or later
  - Cuyahoga County: 0.4%
  - Maple Heights: 0.0%
PERCENT OF HOUSING UNITS OCCUPIED BY RENTERS, 2010 AND 2015

Maple Heights
Cuyahoga County
Bedford
Bedford Heights
Garfield Heights
Warrensville Heights
First Suburbs
Peer Communities

2010
2015
MEDIAN RENT, 2010 AND 2015

Maple Heights
- 2010: $763
- 2010 (inflation-adjusted): $824
- 2015: $809

Cuyahoga County
- 2010: $698
- 2010 (inflation-adjusted): $754
- 2015: $730
Occupancy Rates, 2015

- Maple Heights: 86.0%
- Cuyahoga County: 86.3%
- Peer Communities: 85.6%
- First Suburbs: 87.6%
MEDIAN SALES PRICE, SINGLE-FAMILY HOMES, 2016

-0.0% to 12.8%
-3.1% to 7.7%
-15.4% to 17.3%
-35.4% to 41.5%

Maple Heights
Cuyahoga County
All Suburbs
CHANGE IN INCOME, RENT, AND SALES PRICE (2010-2015) (Not adjusted for inflation)

- Median Household Income: -12.7%
- Median rent: 6.0% (Maple Heights), 4.6% (Cuyahoga County)
- Median sales price, single-family home: -29.2%
TRANSPORTATION & INFRASTRUCTURE PROFILE
COMMUTING DIRECTION, 2015

- 5,035 Workers: Living outside Maple Heights, but employed within.
- 9,917 Workers: Living inside Maple Heights, but employed outside.
- 422 Workers: Living and working in Maple Heights.
PERCENT OF HOUSEHOLDS BY NUMBER OF VEHICLES OWNED, 2015

- **Maple Heights**
  - No Vehicles: 10.3%
  - 1 Vehicle: 49.8%
  - 2 Vehicles: 27.7%
  - 3 Vehicles: 10.5%

- **Cuyahoga County**
  - No Vehicles: 13.8%
  - 1 Vehicle: 40.7%
  - 2 Vehicles: 32.9%
  - 3 Vehicles: 9.4%

- **Peer Communities**
  - No Vehicles: 12.0%
  - 1 Vehicle: 46.9%
  - 2 Vehicles: 31.4%
  - 3 Vehicles: 7.5%

- **First Suburbs**
  - No Vehicles: 11.6%
  - 1 Vehicle: 42.7%
  - 2 Vehicles: 34.1%
  - 3 Vehicles: 8.8%
PERCENT CHANGE IN HOUSEHOLDS BY NUMBER OF VEHICLES OWNED, 2010-2015

1 or No Vehicles
-14.4%

2 Vehicles
-3.5%

3 or More Vehicles
-9.4%

Maple Heights
Cuyahoga County
Peer Communities
First Suburbs
INTERMODAL TRANSPORTATION

Norfolk Southern Intermodal Terminal
Intermodal Connector (OH88R) 70-acre terminal

• One of the highest-frequency rail corridors in the nation
TRANSIT ROUTES & COVERAGE

• Area of no transit coverage around Rockside Road and Dunham Road
BIKE ROUTES

• No existing bikeways
• No proposed bikeways
REGIONAL INFRASTRUCTURE

- NOACA TIP
  - Resurfacing of Warrensville Center Road from Broadway to I-480

- ODOT Projects
  - I-480 widening and bridge deck replacement
SIDEWALKS

• Well-defined grid patterns within neighborhoods

• Sidewalks on both sides of the street with a few notable exceptions
## Walkability

<table>
<thead>
<tr>
<th>Community</th>
<th>Walk Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shaker Square</td>
<td>89-Very Walkable</td>
</tr>
<tr>
<td>Maple Heights City Hall</td>
<td>63-Somewhat Walkable</td>
</tr>
<tr>
<td>Cleveland</td>
<td>60-Somewhat Walkable</td>
</tr>
<tr>
<td>Maple Heights High School</td>
<td>59-Somewhat Walkable</td>
</tr>
<tr>
<td>Maple Heights Library</td>
<td>51-Somewhat Walkable</td>
</tr>
<tr>
<td>Garfield Heights</td>
<td>45-Car Dependent</td>
</tr>
<tr>
<td>Beachwood</td>
<td>42-Car Dependent</td>
</tr>
<tr>
<td><strong>Maple Heights</strong></td>
<td><strong>36-Car Dependent</strong></td>
</tr>
<tr>
<td>Bedford Heights</td>
<td>35-Car Dependent</td>
</tr>
<tr>
<td>Valley View Hillsdale</td>
<td>24-Car Dependent</td>
</tr>
<tr>
<td>Solon</td>
<td>11-Car Dependent</td>
</tr>
<tr>
<td>Valley View</td>
<td>8-Car Dependent</td>
</tr>
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</table>
LAND USE PROFILE
WATERWAYS & STEEP SLOPES

- Wetlands and riparian zones are located along the railroad tracks near the intermodal facility.

- The steepest slopes are located in the southwest quadrant of the City.
TREE CANOPY
PARKS & OPEN SPACES

• Access to Metroparks

• Stafford Park

• Dunham Park

• Community Parks
  • Benhoff Park
  • Cunwillo Park
  • D.A.R.E Park
  • Southgate USA Park
LAND USE

Land Use Distribution:
- Single-Family Residential: 45.1%
- Two-Family Residential: 13.8%
- Multi-Family Residential: 12.6%
- Retail Commercial: 11.0%
- Office: 9.0%
- Industrial: 4.8%
- Institutional: 1.8%
- Transportation and Utilities: 1.2%
- Vacant Land: 0.8%
PROBABLE VACANT PARCELS

• Probable vacancy
• Based on NEO CANDO* data (2017)
• Unfinished Subdivisions

*Case Western Reserve University Northeast Ohio Community and Neighborhood Data for Organizing
COMMUNITY SERVICES PROFILE
PUBLIC FACILITIES

- Police Department
- Fire Station
- Library
- Senior Center
MAPLE HEIGHTS SCHOOL DISTRICT
KEY FINDINGS
KEY FINDINGS

• While population has fallen, the number of total households has remained stable
• The City has seen a large increase in young adults
• Median household income is falling
• Homeownership rates, while falling, are very high
• Home sales prices are slowly rebounding
KEY FINDINGS

• Households own fewer vehicles than in the past
• Transit coverage is good during the day
• The City has no existing bikeways
• The City has an extensive sidewalk network
• The Intermodal Facility could be an economic engine
KEY FINDINGS

• The City has a strong industrial base
• Tree canopy coverage is low
• Vacant land provides opportunities for development
SWOT ANALYSIS
SWOT Areas

- Strengths
- Weaknesses
- Opportunities
- Threats
Homework—Citywide SWOT Analysis

• We provided you a SWOT sheet in advance

• If you have completed it, please hand it in at the end

• If not, please return it to us by November 20
SWOT Exercise
Location-Based SWOT

• What places, intersections, streets, buildings, or areas are strength, weakness, opportunity, or threat areas?
SWOT Exercise
Location-Based SWOT

• There are **four maps** around the room—one for each SWOT topic

• Take **ten minutes to place up to three dots on each** of the maps around the room
STRENGTHS

Place three circles of any color on the board to represent unique plans of strength in Maple Heights. These could include buildings, intersections, parks, or plans.
WHAT’S NEXT?
<table>
<thead>
<tr>
<th>Topic</th>
<th>Meetings</th>
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Additional Feedback?
Write us an email!
Any additional comments, please email
nlaird@cuyahogacounty.us
Thank you!

Questions & Discussion