MAPLE HEIGHTS
MASTER PLAN

PUBLIC MEETING #1
CURRENT CONDITIONS & COMMUNITY VISION

December 5, 2017
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*
Our Mission

“
To inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.
"
Our Work

Community Master Plans

2015: Beachwood, Cleveland Heights, Olmsted Falls, Parma Heights, University Heights

2016: Bay Village, Euclid, Richmond Heights, Rocky River

2017: Brecksville, Maple Heights, Mayfield Village, Parma, Strongsville
Our Work

County GreenPrint
Tool for identifying, preserving, and expanding environmental features

County Greenway
System of countywide trails and bikeways to connect neighborhoods, parks, and business districts
Our Work

County Place-Based Economic Development Plan
Framework for economic development initiatives based on job centers

County Housing Study
Plan to determine housing needs, market demand, and best practices
• What is a Master Plan?
• Current Conditions Overview
• Community Vision – Vision Principles
• Community Vision – Focus Areas & Corridors
• Gathering Feedback
• What’s Next?
• Question & Answer
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• **Question & Answer**
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
Who is involved?

- City Staff
- Steering Committee
- The Public
- County Planning
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

East 222\textsuperscript{nd} Street in Euclid
• Corridor Improvements
• Streetscape Plan
CURRENT CONDITIONS
COMMUNITY VISION

- Unify the corridor through consistent branding
- Add street trees where possible
- Add landscaping or buildings to screen parking lots from sidewalks
GOALS AND ACTIONS

Community Branding

Parking Improvements
GOALS AND ACTIONS

Pocket Parks

Setback Improvements
Pocket Parks

**Priority Level:** Medium

**Responsible Party:** City Planning and Development

**Timeline for Completion:** 2-3 Years

**Potential Funding:** Community Development Block Grant Program, Home Depot Foundation Grants, KeyBank Foundation Grants
CURRENT CONDITIONS OVERVIEW
REGIONAL CONTEXT
CURRENT CONDITIONS

- Community Profile
- Transportation & Infrastructure Profile
- Land Use Profile
- Community Services Profile
COMMUNITY PROFILE
TOTAL POPULATION, 1950-2016
TOTAL HOUSEHOLDS 1970-2015

Bedford Heights: 1970 - 2,000, 1980 - 2,000, 1990 - 2,000, 2000 - 2,000, 2010 - 2,000, 2015 - 2,000
TOTAL POPULATION COMPARED TO TOTAL HOUSEHOLDS, 1950-2016
### Change in Population by Age Group, 2010-2015

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Maple Heights</th>
<th>Cuyahoga County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>(-798)</td>
<td>(-25,584)</td>
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<tr>
<td></td>
<td>-13.6%</td>
<td>-8.5%</td>
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<tr>
<td>18 to 34</td>
<td>(+1,150)</td>
<td>(+8,294)</td>
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<tr>
<td></td>
<td>+26.1%</td>
<td>+3.1%</td>
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<tr>
<td>35 to 64</td>
<td>(-1,135)</td>
<td>(-18,811)</td>
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<tr>
<td></td>
<td>-11.0%</td>
<td>-3.6%</td>
</tr>
<tr>
<td>65 and Over</td>
<td>(+5,465)</td>
<td>(+5,465)</td>
</tr>
<tr>
<td></td>
<td>+2.8%</td>
<td>+2.8%</td>
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<tr>
<td>Total</td>
<td>(-783)</td>
<td>(-30,636)</td>
</tr>
<tr>
<td></td>
<td>-3.3%</td>
<td>-2.4%</td>
</tr>
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</table>
## PERCENT OF HOUSING UNITS OCCUPIED BY OWNERS, 2010 AND 2015

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2015</th>
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<tbody>
<tr>
<td>Maple Heights</td>
<td>76.3</td>
<td>64.1</td>
</tr>
<tr>
<td>Cuyahoga County</td>
<td>62.4</td>
<td>59.3</td>
</tr>
<tr>
<td>First Suburbs</td>
<td>61.8</td>
<td>59.2</td>
</tr>
<tr>
<td>Peer Communities</td>
<td>58.2</td>
<td>56.9</td>
</tr>
</tbody>
</table>

*Maple Heights Cuyahoga County First Suburbs Peer Communities*
MEDIAN SALES PRICE, SINGLE-FAMILY HOMES

- Housing Market Restructuring (2009-2013): -40%
- Recovery (2013-2016): -30.8%
TRANSPORTATION & INFRASTRUCTURE PROFILE
PERCENT CHANGE IN HOUSEHOLDS BY NUMBER OF VEHICLES OWNED, 2010-2015

Maple Heights  Cuyahoga County

1 or No Vehicles
- 6.2%
- 1.5%

2 Vehicles
- -14.4%
- -3.5%

3 or More Vehicles
- -16.9%
- -3.1%
INTERMODAL TRANSPORTATION

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

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

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

• No existing bikeways
• No proposed bikeways
SIDEWALKS

• Well-defined grid patterns within neighborhoods

• Sidewalks on both sides of the street with a few notable exceptions
LAND USE PROFILE
TREE CANOPY

<table>
<thead>
<tr>
<th>Community</th>
<th>Tree Canopy Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Warrensville Heights</td>
<td>19.1%</td>
</tr>
<tr>
<td>Garfield Heights</td>
<td>22.5%</td>
</tr>
<tr>
<td>Maple Heights</td>
<td>23.2%</td>
</tr>
<tr>
<td>Bedford Heights</td>
<td>23.3%</td>
</tr>
<tr>
<td>Cuyahoga County</td>
<td>37.6%</td>
</tr>
<tr>
<td>Bedford</td>
<td>41.5%</td>
</tr>
<tr>
<td>Valley View</td>
<td>40.8%</td>
</tr>
</tbody>
</table>

Legend
Percent Tree Canopy Coverage
- 0% - 20%
- 21% - 40%
- 41% - 60%
- 61% - 80%
- 81% - 100%
(no areas in Maple Heights)
LAND USE

Land Use Distribution

- Single-Family Residential: 45.1%
- Two-Family Residential: 13.8%
- Multi-Family Residential: 12.6%
- Retail Commercial: 9.0%
- Office: 4.8%
- Industrial: 1.8%
- Institutional: 1.2%
- Transportation and Utilities: 0.8%
- Vacant Land: 1.0%
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
MAPLE HEIGHTS SCHOOL DISTRICT

- All schools reconstructed after 2008
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 decreasing
• 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 asset
KEY FINDINGS

• The City has a **strong industrial base**
• Tree canopy coverage is low
• Vacant land provides **opportunities for development**
• **Modern school facilities** constructed after 2008
COMMUNITY VISION
Vision Principles
Vision Principles

• **Broad ideas** for how the community wants to grow in the next **five to ten years**

• The principles are the community’s **desired future** in words
  • Includes themes and a description

• They represent initial **draft ideas** for discussion, changes, and additions
- High-Quality Neighborhoods
- Diverse Housing
- Community Engagement
- Positive Identity
- Complete Transportation Network
- Great Parks
- Commercial Vibrancy
- Economic Growth
HIGH-QUALITY NEIGHBORHOODS
A community of attractive homes

Maple Heights will be a community of stable, safe, and well-maintained neighborhoods consisting of quaint streets and attractive homes.
HIGH-QUALITY NEIGHBORHOODS
A community of attractive homes

- Stable home values
- Well-maintained properties
- Distinct and safe neighborhoods
- Quaint streets
- Attractive homes
- Energy efficient homes
COMMUNITY ENGAGEMENT
A community of friends and neighbors

Maple Heights will be one community with strong schools, quality civic institutions, and inclusive networks of neighbors that provide open lines of communication, engage the community’s young people, and empower all residents to be involved through year-round activities.
COMMUNITY ENGAGEMENT
A community of friends and neighbors

- One inclusive community
- Improved communication between neighbors and the City
- Youth engagement
- Empowerment through channels for getting involved
GREAT PARKS
A community with a cohesive park system

Maple Heights will be a community with an array of small and large parks that act as safe community destinations that include green features, promote healthy lifestyles, and have active programming.
GREAT PARKS
A community with a cohesive park system

- Small and large parks
- Safe
- Adequate programming
- Quality spaces
- Sustainable design and green infrastructure
- Supporting healthy activities
- High-Quality Neighborhoods
- Diverse Housing
- Community Engagement
- Positive Identity
- Complete Transportation Network
- Great Parks
- Commercial Vibrancy
- Economic Growth
COMMUNITY VISION
Focus Areas & Corridors
SWOT Areas

- Strengths
- Weaknesses
- Opportunities
- Threats
Strengths
• Southgate USA
• Dunham Park
• Stafford Park

Opportunities
• Stafford Park
• Dunham Park
• Benhoff Park
• Senior Center Area
Weaknesses
• Dunham Park

Threats
• Industrial Area
• Lower Quality Retail
Focus Areas & Corridors

• Places where investment could:
  • Spur private development
  • Grow jobs
  • Stabilize neighborhoods
  • Build community assets
  • Promote community pride
Focus Areas

- Broadway North
- Broadway Central
- Broadway South
- Stafford Area
- Southgate
- Northern Industrial Area
- Southern Industrial Area
- Dunham Area
Focus Corridors

- Dunham Road
- Warrensville Center Road
- Northfield Road
Broadway Central

- Broadway Avenue from Greenhurst Drive to Clement Avenue

- Triangular area of Broadway Avenue, Libby Road, and Lee Road
Dunham Area

- Turney Dunham Plaza
- Dunham Park
Focus Areas

- Broadway North
- Broadway Central
- Broadway South
- Stafford Area
- Southgate
- Northern Industrial Area
- Southern Industrial Area
- Dunham Area

Focus Corridors

- Dunham Road
- Warrensville Center Road
- Northfield Road
GATHERING FEEDBACK
Five Stations

• Vision Principles – 2
• Focus Areas – 5
• Focus Corridors – 1
• My Vision for Maple Heights is... – 1
• Favorite & Least Favorite Places – 2
**VISION PRINCIPLES**

1. **HIGH QUALITY NEIGHBORHOODS — A COMMUNITY OF ATTRACTIVE HOMES**
   Maple Heights will be a community of safe, well-maintained neighborhoods consisting of quaint streets and attractive homes.

2. **DIVERSE HOUSING — A COMMUNITY WITH HOUSING OPTIONS**
   Maple Heights will be a community with a high level of homeownership in diverse housing types, with designs and amenities that allow families to live and grow in the City.

3. **COMMUNITY ENGAGEMENT — A COMMUNITY OF FRIENDS AND NEIGHBORS**
   Maple Heights will be one community with strong and inclusive networks of neighbors that provide open lines of communication, engage the community’s young people, and empower all residents to be involved.

4. **POSITIVE IDENTITY — A COMMUNITY WITH PRIDE**
   Maple Heights will be a community that values its diversity, and promotes its unique characteristics to residents and the region.

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**Comment on Vision Principle**

- Does this match your vision for Maple Heights? Are there topics that we missed?

  - I want to see more about quaint streets.
  - Vision is a good idea.

- Does this match your vision for Maple Heights? Are there topics that we missed?

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- Does this match your vision for Maple Heights? Are there topics that we missed?
Focus Area

Focus Area Assets and Description

Broadway North includes the areas along Broadway Avenue between I-480 and Greenhills Drive. Assets include highway access, Remington College, and access to the Cleveland Intermodal Facility.

Broadway Central includes the areas along Broadway Avenue from Greenhills Drive to Clement Avenue as well as the triangular area of Broadway Avenue, Libby Road, and Lee Road. Assets include numerous civic structures such as the Library, Senior Center, City Hall, Police Station, and Maple Heights High School. The area also includes major retail strips such as Maple Town.

Things you LIKE

What do you LIKE about the focus area that you want to see remain the same?

- Like the easy access to I-480
- Love the local businesses

Things you want to CHANGE, ADD, or REMOVE

What would you like to see CHANGE about the focus area?

- I want to see more trees
- There are no places to park my bike

What would you like to see ADD to or REMOVED from the focus area?

- What would you like to see ADD to or REMOVED from the focus area?
Focus Corridors

Things you LIKE

Things you want to CHANGE, ADD, or REMOVE

Love the local businesses
Like access to Southgate
I want more lighting
I want to see more trees
Tell us your vision for what Maple Heights looks like in ten years. Please write your vision down on a sticky note and place it in the boxes.

- A Green City
- Beautiful Neighborhoods
- Active Parks
- An engaged community

Your Visions
FAVORITE PLACES
What are your favorite places in the community—restaurants, businesses, parks, etc.? Place a green dot on your favorite places.

LEAST FAVORITE PLACES
What are some of your least favorite places—dangerous intersections, a vacant lot that you would like to see redeveloped, or others? Place a red dot on your least favorite places.
Other Ideas?

• Write down any thoughts, comments, or suggestions on Comment Sheets

• Leave Comment Sheets in the box near the entrance or with a County Planning representative
Other Ideas?

Forgot to write something down? Wanted more time to consider your thoughts? Have friends that missed the meeting?

- An online survey with information from this meeting is available at:

  surveymonkey.com/r/MaplePM1Survey

The survey will close December 12, 2017
WHAT’S NEXT?
Public Meeting #2
Goals and Actions

• We will brainstorm and draft Goals and Action steps with the Steering Committee

• The next Public Meeting will review proposed Goals and Actions
## Public Meetings
### Tentative Timeline

<table>
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<tr>
<th>Topic</th>
<th>Meetings</th>
<th>Tentative Date</th>
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<td>Meeting #1</td>
<td>December 5, 2017</td>
</tr>
<tr>
<td>Goals and Actions</td>
<td>Meeting #2</td>
<td>March 2018</td>
</tr>
<tr>
<td>Implementation</td>
<td>Meeting #3</td>
<td>May 2018</td>
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Master Plan Updates

Plan Website
Visit CountyPlanning.us/MapleHeights for plan updates

Write us an email!
Any additional comments, please email nlaird@cuyahogacounty.us
Thank you!
Questions about the Planning Process?

We will take 5-10 minutes to answer now