MAPLE HEIGHTS
MASTER PLAN

PUBLIC MEETING #3
IMPLEMENTATION

May 31, 2018
County Planning Team

- Glenn Coyne, Executive Director
- James Sonnhalter, Manager, Planning Services
- Patrick Hewitt, Senior Planner
- Nichole Laird, Planner
- Jennifer Chandler, Planning Intern
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• Public Meeting #2 Results
• Implementation Tables
• Implementation Examples
• Maple Heights in Action
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MASTER PLAN PROCESS
ABOUT A MASTER PLAN

• A long-term plan for how the community wants to grow and develop in the future
WHAT DOES IT COVER?

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

Current Conditions

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
PUBLIC MEETING #2
RESULTS
Agenda
Public Meeting #2

• Presentation
• Question & Answer
• Activity
  • Place-Based Framework Components
  • Citywide Framework Goals
Participation
Meeting Attendance

• Approximately 30 residents, business owners, and public officials in attendance

• 42 written comments

Online Survey

• 12 responses
“Thumbs Up” – “Thumbs Down”
Meeting and Online Survey Question

Respondents were asked:

“If you like the goal and actions, give it a Thumbs Up, if you don’t like the goal and actions, give it a Thumbs Down. If you want to change it, tell us how.”
Place-Based Components

Component 1: Enliven Key Commercial Nodes – Maple Point
Component 1: Enliven Key Commercial Nodes – Southgate
Component 1: Enliven Key Commercial Nodes – Turney-Dunham
Component 2: Improve Connections between Nodes and with the Region
Component 3: Develop Non-Motorized Connections
Component 4: Link to Nearby Parks – Jackson Park
Component 4: Link to Nearby Parks – Stafford Park
Component 5: Strengthen Surrounding Residential Areas
Component 6: Enhance Industrial Parks
PLACE-BASED FRAMEWORK

Component 1: Enliven Commercial Nodes - Maple Point
- Thumbs Up: 90.63%
- Thumbs Down: 9.37%

Component 1: Enliven Commercial Nodes - Southgate
- Thumbs Up: 90.91%
- Thumbs Down: 9.09%

Component 1: Enliven Commercial Nodes - Turney-Dunham
- Thumbs Up: 100.00%
- Thumbs Down: 0.00%

Component 2: Improve Connections
- Thumbs Up: 90.48%
- Thumbs Down: 9.52%

Component 3: Develop Non-Motorized Connections
- Thumbs Up: 75.00%
- Thumbs Down: 25.00%

Component 4: Link to Nearby Parks - Jackson Park
- Thumbs Up: 91.30%
- Thumbs Down: 8.70%

Component 4: Link to Nearby Parks - Stafford Park
- Thumbs Up: 94.12%
- Thumbs Down: 5.88%

Component 5: Strengthen Surrounding Residential Areas
- Thumbs Up: 96.00%
- Thumbs Down: 4.00%

Component 6: Enhance Industrial Parks
- Thumbs Up: 95.83%
- Thumbs Down: 4.17%
Citywide Goals

Goal 1: Foster community pride and neighborhood networks
Goal 2: Stabilize the housing market and encourage reinvestment in neighborhoods
Goal 3: Improve the vibrancy of the City’s business districts
Goal 4: Encourage walking and bicycling
Goal 5: Protect the City’s critical environmental features
Goal 6: Revitalize existing parks and strategically enhance the City’s recreation system
Goal 7: Coordinate infrastructure improvements
Goal 8: Develop a comprehensive system of youth engagement
Goal 9: Grow manufacturing jobs
CITYWIDE FRAMEWORK

Goal 1: Foster Community Pride
Goal 2: Stabilize the housing market
Goal 3: Improve vibrancy of the City's business districts
Goal 4: Encourage walking & bicycling
Goal 5: Protect the City's environmental features
Goal 6: Revitalize existing parks & enhance recreation system
Goal 7: Coordinate infrastructure improvements
Goal 8: Develop comprehensive youth engagement system
Goal 9: Grow Manufacturing jobs

Thumbs Up  Thumbs Down
Final Thoughts

Respondents:
• Are concerned about safety
• Like the concept of Community Engagement and bolstering Community Pride
• Would like more commercial/retail stores in the Southgate area
• More connections to regional parks
Responding to Feedback

• Most goals and components left unchanged

• Major additions and changes:
  • Added language about safety of Jackson Park and the Jackson Boulevard Trail
  • Added language concerning commercial development adjacent to Jackson Park fronting Broadway Avenue
  • Added language about regional trail connections
THE IMPLEMENTATION TABLE
Implementing the Plan

• Pick the top actions and assign personnel and organizations responsible for those actions

• Form a Plan Implementation Committee that meets quarterly to review progress

• Publish an Annual Results Report detailing accomplishments
## GOAL 1: FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

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#### Action Steps

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**B.** Implement the brand by constructing gateway signs at minor and major entrances, enhancing infrastructure as roads are improved, updating the City’s website, and adding other features identified in a branding scheme.

**C.** Undertake a campaign to foster community pride through media that portrays the positive aspects of living in Maple Heights.

#### Action Steps—Block Clubs

**D.** Strengthen the City’s block club program to connect neighbors and build local social networks.

**E.** Consider a new or partner with an existing Community Development Corporation to assist the City in fostering neighborhood networks and acting as a central repository of community engagement efforts and best practices.

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**H.** Encourage neighborhood safety through block watches and safety trainings.

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### POTENTIAL PARTNERS LEGEND

- **City of Maple Heights**
  - Mayor’s Office
  - Economic Development
  - Parks
  - Finance
  - Public Safety
  - School District
  - Police and Fire

- **Private and Non-Profit Entities**
  - Akron Cleveland Association of Realtors
  - Business District Merchant Associations
  - Cleveland Urban Design Collaborative
  - Community Development Corporation
  - Cuyahoga County Public Library
  - Higher Education Institutions
  - Home Repair Resource Center
  - JumpStart
  - Mill Creek Watershed Partnership
  - MyCom
  - Neighborhood Groups
  - Private Property Owners
  - Qualified Design Professionals
  - Qualified Non-Profits
  - Neighborhoods
  - Regional Institutions
  - Southeast Region Chamber of Commerce
  - Transit Advocates
  - Twin Cities Reserve Land Conservancy

- **Other Governmental Agencies**
  - Cleveland Metroparks
  - County Planning
  - Cuyahoga Arts and Culture
  - Cuyahoga County Board of Health
  - Cuyahoga County Land Bank
  - Cuyahoga County Public Works
  - Cuyahoga Soil and Water Conservation District
  - RTA Greater Cleveland Regional Transit Authority
  - Neighborhood Communities
  - Northeast Ohio Areawide Coordinating Agency
  - Northeast Ohio Regional Sewer District
  - Ohio Department of Natural Resources
  - Ohio Department of Transportation
  - Ohio Development Services agency
  - EPA TeamNEC

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### Priority Levels

- **Lowest Priority**
- **Middle Priority**
- **Highest Priority**
Relative cost of the action: Low – Medium – High
### GOAL 1: FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS

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<td>Ongoing</td>
<td>-</td>
<td></td>
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</tr>
<tr>
<td>C. Undertake a campaign to foster community pride through media that portrays the positive aspects of living in Maple Heights</td>
<td>1-2 Yrs</td>
<td>Medium</td>
<td></td>
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<tr>
<td><strong>Action Steps—Block Clubs</strong></td>
<td></td>
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<tr>
<td>D. Strengthen the City’s block club program to connect neighbors and build local social networks</td>
<td>1-2 Yrs</td>
<td>Low</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Consider a new or partner with an existing Community Development Corporation to assist the City in fostering neighborhood networks and acting as a central repository of community engagement efforts and best practices</td>
<td>1-2 Yrs</td>
<td>High</td>
<td></td>
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</tr>
<tr>
<td>F. Map neighborhood groups and block clubs, and post contact information on the City’s website to make involvement easier</td>
<td>1-2 Yrs</td>
<td>Low</td>
<td></td>
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</tr>
<tr>
<td>G. Foster a sense of community among residents of all races and ethnicities by partnering with groups to expand events and efforts that embrace diversity</td>
<td>Ongoing</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>H. Encourage neighborhood safety through block watches and safety trainings</td>
<td>Ongoing</td>
<td>-</td>
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</tr>
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</table>
IMPLEMENTATION EXAMPLES
Implementation Examples

• City of Olmsted Falls
• City of Beachwood
• City of Euclid
• City of Cleveland Heights
City of Olmsted Falls Master Plan

• Goal
  • Encourage a sense of place

• Action
  • Invest in enhancements when infrastructure is constructed
  • Construct community gateways using the City’s new logo

• Implementation
  • Replacing Bagley Road Bridge over Plum Creek in coordination with ODOT, NOACA, Cuyahoga County Dept. of Public Works, Ohio Turnpike and Infrastructure Commission
City of Beachwood Master Plan

• **Goal**
  - Prioritize Investments to the Highest Needs

• **Action**
  - Develop a five-year capital improvement program

• **Implementation**
  - Master Plan Advisory Committee
  - Committee that provides non-binding recommendations to the Mayor, City Council, and City Administrative Staff

Photos courtesy of City of Beachwood, Marc Golub Photography
City of Euclid Master Plan

• Goal
  • Improve access to the lakefront via paths and connections that link all Euclid neighborhoods to this amenity

• Action
  • Construct trails from Euclid Creek that connect to Downtown Euclid and Sims park

• Implementation
  • East 222nd Street Rehabilitation
  • Repair of collection system, replacement of water lines and of pavement with an anticipated completion date of May 2019
City of Cleveland Heights Master Plan

• Goal
  • Continue to forge partnerships with community groups to directly respond to unique local needs

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

• Implementation
  • Worked with GIS students from Cleveland State University to:
    • Develop & update list of vacant spaces, potential businesses, and residential in-fill opportunities
    • Create a redevelopment strategy for investment in core strategy areas
    • Map police incident data to identify crime hot-spots and target efforts
MAPLE HEIGHTS IN ACTION
Maple Heights in Action

• City of Maple Heights: A MyCom Neighborhood
• Mini-park at the corner of Lee & Libby Roads
• Maple Heights SBA Performance Grant
• Homeowner Incentive Program
• Homeownership Program
• Stafford Park amenities & facilities upgrade
• Dunham Park-Metroparks Renovation
City of Maple Heights: A MyCom Neighborhood

The City of Maple Heights has a higher concentration of school-aged children than the County. Providing activities, employment, and other opportunities for the City’s youth is critical to their development.

Action Steps—Coordination
A. Work with MyCom, the School District, the City’s recreation department, non-profits, the faith community, and private entities to form a single repository of information on youth activities and employment
B. Partner with MyCom to formalize, disseminate, and implement a plan for engaging youth
C. Host monthly meetings for all providers of youth activities to ensure ongoing coordination
D. Develop a website or other marketing and informational materials on the slate of activities available to Maple Heights youth
E. Promote healthy living and active lifestyles as part of a comprehensive program of youth activities
City of Maple Heights: A MyCom Neighborhood

### OUT-OF-SCHOOL TIME ACTIVITIES

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<tr>
<th>NEIGHBORHOOD ENGAGEMENT</th>
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<td>YOUTH EMPLOYMENT</td>
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<td>TRANSITION SUPPORT</td>
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<tr>
<td>YOUTH ENGAGEMENT</td>
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<tr>
<td>ADVOCACY</td>
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MyCom advocates for the needs of children and youth through community education and policy work.

### THE IMPACT OF OUR WORK:

- Identifies and leverages opportunities to provide youth with quality life skill development.
- Ensures that young people are connected to programs and services needed for progression in the right direction.
- Utilizes its $4.8 million public-private partnership to advance children toward stable, successful adulthood.
- Engages youth to effectively use their voices to achieve meaningful change.
- Provides engaging, educational and affordable opportunities in safe and supportive environments.
- Navigates youth toward positive growth and their true potential.

- more than 23,000 YOUTH from kindergarten to high school have experienced after-school programs, summer jobs and leadership training.

- MyCom is THE GO-TO RESOURCE for quality youth programs and neighborhood involvement.
Mini-Park at Lee Road and Libby Road

Lee Road & Libby Road Mini-Park

ENLIVEN KEY COMMERCIAL AREAS - MAPLE POINT

The triangle at Libby, Lee, and Broadway forms the center of Maple Heights. Its mix of community amenities such as the Library and Senior Center, civic institutions such as City Hall and the High School, and shopping areas provide the structure of a community downtown that should be fostered and grown - a place called Maple Point.

Potential Improvements:
A. Define the Area with Signs and Gateways
B. Improve Major Streetscapes and Add Gateway Entrances
C. Add and Improve Green Spaces
D. Promote the Redevelopment of Target Areas
E. Construct Trails into and through the Area
Lee Road & Libby Road Mini-Park

Phase 1 of Libby Lee pocket park, funded in part by CDSG, Cuyahoga County Supplemental Grant. Funds and project assistance also provided by the Akron Cleveland Association of REALTORS®, NEORSD, Cuy County Soil/Conservation District, and the Mill Creek Watershed Partnership.
Small Business Administration (SBA)
Municipal Grant Program

CITYWIDE FRAMEWORK
GOAL 3

IMPROVE THE VIBRANCY OF THE CITY’S BUSINESS DISTRICTS

A strong and vibrant business district strengthens surrounding neighborhoods by providing economic opportunities in the form of start-up businesses, entry-level employment, on-the-job training opportunities, and goods and services for residents. By updating the Zoning Code and fostering merchant associations within the three key commercial areas of Maple Point, the Southgate area, and Turney-Dunham, the City can improve the vibrancy of these business districts.

Actions Steps - Zoning
A. Update the City’s Zoning Code to require more walkable development and allow a wider range of uses in Commercial Zoning Districts.
B. Improve landscaping standards for new commercial buildings to ensure adequate landscaping between sidewalks, parking areas, and within parking lots.
C. Reduce the number of parking spaces required by the Zoning Code to promote denser, more walkable development.

Action Steps - District Management
D. Develop merchants associations in commercial centers to coordinate marketing, physical improvements, events, business strategies, and other issues.
E. Consider Tax Increment Financing to pay for physical improvements in business districts.
F. Use events to catalyze a sense of place in business districts, attract shoppers, and entice new small businesses.
G. Build a pipeline of potential small businesses by hosting pop-up retail events, identifying small retailers, facilitating networking and apprenticeships, and connecting them with available spaces.
Small Business Administration (SBA) Municipal Grant Program

- A program that supports small business growth with financing to create jobs:
  - Maple Heights one of four communities awarded a $150,000 Small Business Performance Grant from Cuyahoga County and the Small Business Administration
Renovated & New Businesses in Maple Heights

• Shoppers World at Southgate
• Save A Lot at Mapletown Center
• Renovated Mr. Chicken and McDonald’s at Northfield Road
• Sides to go! BBQ
• Southgate Lanes
• Family Dollar at Turney-Dunham
Homeowner Incentive Program

Maple Heights should stabilize the housing market through maintenance efforts and encourage reinvestment through marketing, homeownership resources, and new construction.

Action Steps—Maintenance
A. Use the 2017 Property Survey to identify distressed properties and bring them up to code or demolish those beyond repair
B. Develop an ongoing program to update exterior housing maintenance survey data on a five-year rotating basis

Action Steps—Marketing
C. Market Maple Heights as an affordable starter home and one-story living location
D. Develop a home improvement award program that recognizes investments in renovations and quality construction

Action Steps—Homeownership
E. Partner with nearby communities, regional non-profits, local agencies, and banks to develop a mortgage and rehabilitation loan program for homes under $50,000
F. Work with non-profits and other resource centers to host homeownership classes for current renters and other prospective homeowners
G. Work with the Cuyahoga County Fiscal Office, Treasurer, and Prosecutor to reduce the number and severity of tax delinquent properties through education and repayment plans

Action Steps—Construction
H. Assemble land in target areas and advertise infill housing opportunities to residential developers
I. Update the City’s Zoning code to ensure it allows appropriate infill housing and home renovations
J. Update the City’s Community Reinvestment Area to incentivize new housing construction in targeted areas
K. Advertise the Maple Heights home renovation concepts developed by the Cleveland Urban Design Collaborative to homeowners to encourage renovations of existing properties
L. Partner with non-profits such as the Home Repair Resource Center to educate homeowners on repairs and renovations
Continued Owner Occupied Homeowner Incentive Program

- Promotes and encourages individuals to purchase and renovate residential properties
- Waives 100% of escrow requirement
- Corrects violations that resulted from point of sale inspection
- Purchaser has to occupy the property
Homeowner Ownership Program

• An initiative that will make vacant and distressed homes available for purchase by both owner-occupants and developers
• Brings investment to the City
• Stabilizes the local housing market
• Provides affordable DIY home purchase options
• In partnership with Slavic Village Development & Cuyahoga County Land Bank
Stafford Park Amenities & Facilities Renovations

The City of Maple Heights has a strong park system with two major parks and a variety of smaller, neighborhood parks. Innovative partnerships are making the City’s existing park system work, but improvements to the parks are needed.

Action Steps—Park Improvements
A. Further refine park designs from the Place-Based Framework into a Parks and Public Spaces Plan that addresses specific recreational needs and physical improvements in all the City’s existing and proposed parks
B. Acquire parcels within unbuilt residential subdivisions where possible
C. Partner with the institutional uses on the northern section of Broadway to use private and public land for the formation of a campus and recreational area

Action Steps—Partnerships
D. Expand and formalize existing partnerships with the faith community and other community groups to program City parks
E. Work with neighboring communities to develop reciprocity agreements for recreational facilities
F. Consider forming a recreation task force to develop shared use agreements for public use of School District facilities

Action Steps—Neighborhood Parks
G. Partner with block clubs or neighborhood groups to develop and maintain small pocket parks on vacant, or unused land
H. Develop or use existing design standards and regulations for side yard expansion or pocket parks on vacant parcels
I. Consider locations for a community dog park
Stafford Park Amenities & Facilities Renovations
Dunham Park – Metroparks Renovation

Supporting the western half of the city, the Turney-Dunham area is the crossroads of residential, recreation, and commercial uses, merging together to create a vibrant neighborhood and Maple Heights community.

Potential Improvements
A. Support Park Enhancement and Expansion
B. Improve Streetscape and Entrances into the District
C. Promote Commercial, Housing, or Park Development on Vacant Parcels
D. Construct Trails in the Park and Connecting to Neighborhoods
Dunham Park – Metroparks Renovation

Dunham Park / Metroparks renovation update - new parking lot is coming along!
Dunham Park – Metroparks Conceptual Master Plan

Ms. Kelly Coffman, PLA
Senior Strategic Park Planner
Cleveland Metroparks
kbc@clevelandmetroparks.com
GATHERING FEEDBACK
BUILDING ON PUBLIC INPUT

• Public Meeting #1
  What are your goals and focus areas?
BUILDING ON PUBLIC INPUT

• Public Meeting #1
  What are your goals and focus areas?

• Public Meeting #2
  Do these actions and ideas accomplish your goals and improve the focus areas?
BUILDING ON PUBLIC INPUT

• Public Meeting #1
  What are your goals and focus areas?

• Public Meeting #2
  Do these actions and ideas accomplish your goals and improve the focus areas?

• Public Meeting #3
  Which goals and components are most important and should be undertaken first?
Supporting the western half of the city, the Turney-Dunham area is the expansion of residential, recreation, and commercial uses. The goal is to create a vibrant neighborhood and improve the image of the neighborhood.

**Potential Improvements**

- 1. Support Park Enhancements and Expansion
- 2. Improve Streetscape and Enhance the District
- 3. Promote Commercial, Housing, and Park Development on Vacant Parcels
- 4. Construct trails in the Park and Connecting to Neighborhoods

**Review the above component and its associated actions and images. Mark your top three priorities for components on your handout.**

**If you have any comments, please write them on sticky notes and place in the grey box below.**
PRIORITIZE THE PLAN

• The Plan has many goals and components
• We need your input on which are most important to you so that we can include priorities in the document
• All actions will remain in the Plan, but priorities help identify which actions should be started first
### Citywide Goals

Rank your top three (3) Citywide Goals based on priority using the numbers 1, 2, and 3 below (with number 1 being the highest priority).

<table>
<thead>
<tr>
<th>Citywide Framework</th>
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<tbody>
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<td>Goal 9: Grow manufacturing jobs</td>
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### Place-Based Components

Rank your top three (3) Place-Based Components based on priority using the numbers 1, 2, and 3 below (with number 1 being the highest priority).

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**IMPLEMENTATION PRIORITY**

Rank your top three (3) Citywide Goals based on priority using the numbers 1, 2, and 3 below (with number 1 being the highest priority).

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# IMPLEMENTATION PRIORITY

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Place your completed form in the box by the door.

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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/MaplePM3Survey
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:

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The survey will close June 7, 2018
WHAT’S NEXT?
Draft Master Plan

We will update the implementation tables with your input.

The information, documents, and feedback from previous meetings will be combined into a single draft Master Plan document.
Plan Presentation
Late Summer 2018

• We will present the draft Master Plan document to the Planning Commission and City Council.

Planning Commission and City Council can review and adopt the Master Plan according to their internal schedule.
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
County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE