Glenn Coyne, FAICP, Executive Director
James Sonnhalter, Manager, Planning Services
Daniel Meaney, GISP, Manager, Information & Research
Micah Stryker, AICP, Project Lead
Rachel Novak, Planner
Hannah Kiraly, Planning Intern
• WHAT IS A MASTER PLAN?
• PROJECT PHASES
• ROLES & RESPONSIBILITIES
• GOALS & ACTIONS
• NEXT STEPS
• YOUR FEEDBACK
• WHAT IS A MASTER PLAN?
• PROJECT PHASES
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• GOALS & ACTIONS
• NEXT STEPS
• YOUR FEEDBACK
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 the **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 the community’s priorities
✓ Provides a competitive advantage in applying for grant funding
PLANNING PROCESS
PROJECT PHASES
Economic growth and change over the last 15 years has shown the City of Strongsville the importance of having a plan to direct future growth and development. The City has engaged County Planning to help create a vision and framework for the next ten years.
STRONGSVILLE MASTER PLAN: FIVE STEPS
STRONGSVILLE MASTER PLAN: STEP ONE

Current Conditions

✓ Develop demographic, land use, and housing overview

✓ Draft completed January 2018
Community Vision

✓ Vision for how the community wants to grow and develop in the coming decade

✓ Stakeholder interviews were conducted on December 11th & 12th, 2017

✓ Draft completed March 2018
Goals & Actions

✓ Goals and action steps to achieve the community’s desired future

✓ Current Phase
STRONGSVILLE MASTER PLAN: STEP FOUR

Implementation

✓ Partners, priorities, and responsibilities for undertaking actions
STRONGSVILLE MASTER PLAN: STEP FIVE

Draft Master Plan

✓ Combined and completed Master Plan document
### Master Plan Timeline

#### Current Conditions
- **Target Completion:** October 2017
- **Meetings:**
  - ✓ Project Team #1 & #2
  - ✓ Public Open House #1

#### Community Vision
- **Target Completion:** Late February 2018
- **Meetings:**
  - ✓ Project Team #3 & #4
  - ✓ Public Open House #2

#### Goals & Actions
- **Target Completion:** June 2018
- **Meetings:**
  - ✓ Project Team #5 & #6
  - ✓ Public Open House #2

#### Implementation Plan
- **Target Completion:** August 2018
- **Meetings:**
  - ✓ Project Team #7 & #8

#### Final Plan
- **Target Completion:** September 2018
- **Meetings:**
  - ✓ Project Team #9 & #10
  - ✓ Public Open House #3
  - ✓ Present to Council
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
PLANNING PROCESS
ROLES & RESPONSIBILITIES
The Public are 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
ROLES & RESPONSIBILITIES:
COMMUNITY STAKEHOLDERS

Community Stakeholders are invested members of the community that represents a broad cross section of the City

✓ School district representatives, residents/families, homeowners, business owners, realtors, home builders, senior services representatives, civic leaders, organization/group leaders, City Council members, etc.
✓ Each stakeholder interviewee was allotted one hour and County Planning provided contacts if a stakeholder had more comments that they wanted to provide
✓ Interviews were conducted on December 11<sup>th</sup> & 12<sup>th</sup> 2017
✓ A total of twenty-two (22) interviews were conducted

Interview Content & Questions
• Stakeholder Perspective
• Vision for the City
• Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)
• Focus Areas
ROLES & RESPONSIBILITIES: PROJECT TEAM

The Project Team is a smaller group of City Directors and staff

✓ Share expertise and on-the-ground knowledge

✓ Assist in the collection of data, images, and other community resources

✓ Review in-depth documents before release
ROLES & RESPONSIBILITIES:
COUNTY PLANNING

County Planning are the 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
PLANNING PROCESS

GOALS & ACTIONS
GOALS & ACTIONS DOCUMENT

✓ The City of Strongsville Master Plan is presently in the Goals & Actions phase

✓ This is the third of phase of the Plan and includes articulating specific steps the City and its partners can undertake to achieve the community’s vision for the future

✓ The Goals & Actions document outlines a framework for place-based interventions as well as general communitywide actions that can be taken

✓ These actions will be reviewed and updated with additional input
The Place-Based Framework identifies a series of specific locations and corridors that should be the focus of investment. The Framework is intended to show how investments made within these areas and corridors would link together to form a vibrant and connected Strongsville that matches the Vision Statements outlined by residents.

1) Enhance & Connect the City Center
2) Enhance, Connect, & Reimagine SouthPark Mall
3) Enhance & Preserve Business Parks
4) Enhance, Connect, & Protect Parkland
5) Enhance & Connect Pearl Road
6) Enhance & Connect Royalton Road
7) Enhance & Improve Prospect Road From Albion Road to Royalton Road
8) Enhance & Improve Howe Road from Royalton Road to Boston Road
PLACE-BASED FRAMEWORK: ENHANCE & CONNECT THE CITY CENTER, GOAL 3.1

ACTION STEPS
1) STREETSCAPE ENHANCEMENTS
2) CONNECTIVITY
3) PEARL ROAD & WESTWOOD DRIVE INTERSECTION SAFETY ENHANCEMENTS
4) PEARL ROAD & ROYALTON ROAD INTERSECTION SAFETY ENHANCEMENTS
5) CENTRALIZED CITY HALL
PLACE-BASED FRAMEWORK: ENHANCE, CONNECT, RE-IMAGINE SOUTHPARK MALL, GOAL 3.2

ACTION STEPS
1) STREETSCAPE ENHANCEMENTS
2) SITE CONNECTIVITY
3) REDUCE IMPERVIOUS PAVEMENT
4) PLANNING AHEAD
PLACE-BASED FRAMEWORK: ENHANCE & PRESERVE BUSINESS PARKS, GOAL 3.3

ACTION STEPS
1) INFRASTRUCTURE
2) ZONING & DEVELOPMENT
PLACE-BASED FRAMEWORK: ENHANCE, CONNECT & PRESERVE PARKLAND, GOAL 3.4

**ACTION STEPS**

1) PARK CONNECTIVITY
2) PARK AMENITIES
3) CONTINUED PARTNERSHIPS
PLACE-BASED FRAMEWORK: ENHANCE & CONNECT PEARL ROAD, GOAL 3.5

ACTION STEPS

1) STREETSCAPE ENHANCEMENTS
2) CONNECTIVITY & SAFETY
3) ZONING
PLACE-BASED FRAMEWORK: ENHANCE & CONNECT PEARL ROAD, GOAL 3.5

Pearl Road North
PLACE-BASED FRAMEWORK: ENHANCE & CONNECT PEARL ROAD, GOAL 3.5

Pearl Road South
PLACE-BASED FRAMEWORK: ENHANCE & CONNECT ROYALTON ROAD, GOAL 3.6

ACTION STEPS
1) STREETSCAPE ENHANCEMENTS
2) CONNECTIVITY & SAFETY
1) ALLOWABLE USES
PLACE-BASED FRAMEWORK: ENHANCE & CONNECT ROYALTON ROAD, GOAL 3.6

Royalton Road Central
PLACE-BASED FRAMEWORK: ENHANCE & CONNECT ROYALTON ROAD, GOAL 3.6

Royalton Road East
PLACE-BASED FRAMEWORK: ENHANCE & IMPROVE PROSPECT ROAD FROM ALBION ROAD TO ROYALTON ROAD, GOAL 3.7

ACTION STEPS

1) STREETSCAPE ENHANCEMENTS
2) PEDESTRIAN & BICYCLIST SAFETY

POTENTIAL ROUNDBOUGHT AT INTERSECTION OF PROSPECT ROAD & ALBION ROAD
PLACE-BASED FRAMEWORK: ENHANCE & IMPROVE PROSPECT ROAD FROM ALBION ROAD TO ROYALTON ROAD, GOAL 3.7

Prospect Road & Westwood Drive

LEGEND
- Potential Intersection Enhancements
- Potential Right-In/Right-Out
- Potential Multi-Use Paths
- Potential Green Infrastructure
- Potential Shared Parking/Inter-Parcel Connectivity
- Existing Corridor Curb Cut
- Building Footprints
- Roadway Right of Ways (ROW)
- Parcels
PLACE-BASED FRAMEWORK:
ENHANCE & IMPROVE PROSPECT ROAD FROM ALBION ROAD TO ROYALTON ROAD, GOAL 3.7

Prospect Road & Royalton Road
PLACE-BASED FRAMEWORK: ENHANCE & IMPROVE HOWE ROAD FROM ROYALTON ROAD TO BOSTON ROAD, GOAL 3.8

ACTION STEPS
1) ROYALTON ROAD AND HOWE ROAD INTERSECTION
2) ROUNDABOUTS
3) ACCESS MANAGEMENT
4) PEDESTRIAN & BICYCLIST SAFETY
PLACE-BASED FRAMEWORK: ENHANCE & IMPROVE HOWE ROAD FROM ROYALTON ROAD TO BOSTON ROAD, GOAL 3.8

BOSTON ROAD AT I-71 CURRENT CONFIGURATION
PLACE-BASED FRAMEWORK: ENHANCE & IMPROVE HOWE ROAD FROM ROYALTON ROAD TO BOSTON ROAD, GOAL 3.8

BOSTON ROAD AND I-71 INTERCHANGE PROBABLE CONFIGURATION (NOACA)

Source: Adapted from an interchange study and drawings by the Northeast Ohio AreaWide Coordinating Agency (NOACA)
PLACE-BASED FRAMEWORK: ENHANCE & IMPROVE HOWE ROAD FROM ROYALTON ROAD TO BOSTON ROAD, GOAL 3.8

BOSTON ROAD AND I-71 INTERCHANGE POTENTIAL STRUCTURE REMOVALS
“The Communitywide framework includes a series of goals that should be generally considered for the entire community and will help accomplish the community’s vision. Each goal is described in detail followed by a series of specific action steps that can be undertaken to accomplish each of these goals. The Communitywide goals and actions are complimentary to the Place-Based actions. These goals should be more generally applied to the community at large when making policy or development decisions and legislation.”
COMMUNITYWIDE FRAMEWORK

1) PROMOTE THE CREATION OF A UNIQUE CITY CHARACTER THROUGH STREETSCAPES, DESIGN GUIDELINES & COMMERCIAL REDEVELOPMENT

2) IMPROVE AND ENHANCE PEDESTRIAN & BICYCLE CONNECTIVITY

3) CONTINUE INTERGOVERNMENTAL COOPERATION FOR REGIONAL SOLUTIONS TO TRAFFIC, SERVICE PROVISIONS & ECONOMIC DEVELOPMENT
COMMUNITYWIDE FRAMEWORK

4) PROTECT THE ENVIRONMENT & PROVIDE SUSTAINABLE AND EFFICIENT INFRASTRUCTURE AND SERVICES

5) PROMOTE ECONOMIC DEVELOPMENT THROUGH CONSISTENT CITY BRANDING, BUSINESS INFRASTRUCTURE & WORKFORCE DEVELOPMENT

6) SUPPORT A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES

7) SUPPORT PARCEL REZONINGS TO MEET THE COMMUNITY’S NEEDS & FUTURE GROWTH
COMMUNITYWIDE FRAMEWORK: PROMOTE THE CREATION OF A UNIQUE CITY CHARACTER THROUGH STREETSCAPES, DESIGN GUIDELINES & COMMERCIAL REDEVELOPMENT, GOAL 4.1

ACTION STEPS
1) CITY BRANDING
2) DESIGN GUIDELINES
3) STREETSCAPE ENHANCEMENTS
4) COMMERCIAL REDEVELOPMENT
COMMUNITYWIDE FRAMEWORK: IMPROVE AND ENHANCE PEDESTRIAN & BICYCLE CONNECTIVITY, GOAL 4.2

ACTION STEPS
1) PEDESTRIAN CONNECTIVITY
2) BICYCLE CONNECTIVITY

PROPOSED BICYCLE & PEDESTRIAN OVERPASS (HOWE RD & SHURMER)
COMMUNITYWIDE FRAMEWORK: IMPROVE AND ENHANCE PEDESTRIAN & BICYCLE CONNECTIVITY, GOAL 4.2

MAP 17 — PEDESTRIAN CONNECTIVITY ENHANCEMENTS

LEGEND
- Missing Sidewalk First Priority
- Missing Sidewalk Second Priority
- Existing Parkland
COMMUNITYWIDE FRAMEWORK: IMPROVE AND ENHANCE PEDESTRIAN & BICYCLE CONNECTIVITY, GOAL 4.2

MAP 19 — BICYCLE CONNECTIVITY ENHANCEMENTS
COMMUNITYWIDE FRAMEWORK:
INTERGOVERNMENTAL COOPERATION FOR REGIONAL SOLUTIONS TO TRAFFIC, SERVICE PROVISIONS & ECONOMIC DEVELOPMENT, GOAL 4.3

ACTION STEPS
1) REGIONAL TRAFFIC SOLUTIONS
2) REGIONAL SERVICE PROVISIONS
3) REGIONAL ECONOMIC DEVELOPMENT
COMMUNITYWIDE FRAMEWORK: PROTECT THE ENVIRONMENT & PROVIDE SUSTAINABLE AND EFFICIENT INFRASTRUCTURE AND SERVICES, GOAL 4.4

ACTION STEPS

1) STORMWATER RUNOFF CONTROL
2) LIGHT POLLUTION
3) GREEN CITY SERVICES & OPERATIONS
4) LOCAL TREE ORDINANCE
COMMUNITYWIDE FRAMEWORK: PROMOTE ECONOMIC DEVELOPMENT THROUGH CONSISTENT CITY BRANDING, BUSINESS INFRASTRUCTURE & WORKFORCE DEVELOPMENT, GOAL 4.5

ACTION STEPS
1) CITY BRANDING
2) BUSINESS INFRASTRUCTURE
3) WORKFORCE DEVELOPMENT
COMMUNITYWIDE FRAMEWORK: BUSINESS INFRASTRUCTURE
GOAL 4.5

POTENTIAL FOLTZ PARKWAY SOCCER FIELDS RELOCATION

Current Location of Foltz Park

Proposed Location of Foltz Park
COMMUNITYWIDE FRAMEWORK: BUSINESS INFRASTRUCTURE GOAL 4.5

POTENTIAL FOLTZ PARKWAY SOCCER FIELDS RELOCATION
COMMUNITYWIDE FRAMEWORK: A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES, GOAL 4.6

ACTION STEPS
1) SENIOR HOUSING OPTIONS
2) RECREATION
3) COMMUNITY EVENTS

EXAMPLES OF POTENTIAL HOUSING VARIETY TYPES
COMMUNITYWIDE FRAMEWORK: A MULTIGENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES, GOAL 4.6

POTENTIAL MULTI-GENERATIONAL HOUSING OPPORTUNITIES
COMMUNITYWIDE FRAMEWORK: A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES, GOAL 4.6

POTENTIAL MULTI-GENERATIONAL HOUSING OPPORTUNITIES
COMMUNITYWIDE FRAMEWORK: A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES, GOAL 4.6

POTENTIAL MULTI-GENERATIONAL HOUSING OPPORTUNITIES
COMMUNITYWIDE FRAMEWORK: A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES, GOAL 4.6

POTENTIAL MULTI-GENERATIONAL HOUSING OPPORTUNITIES
COMMUNITYWIDE FRAMEWORK: A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES, GOAL 4.6
COMMUNITYWIDE FRAMEWORK: A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES, GOAL 4.6
COMMUNITYWIDE FRAMEWORK: SUPPORT PARCEL REZONINGS TO MEET THE COMMUNITY’S NEEDS & FUTURE GROWTH, GOAL 4.7

ACTION STEPS
1) REMOVE SPLIT ZONING
COMMUNITYWIDE FRAMEWORK: SUPPORT PARCEL REZONINGS TO MEET THE COMMUNITY’S NEEDS & FUTURE GROWTH, GOAL 4.7

ACTION STEPS
2) PARCEL REZONINGS
Economic growth and change over the last 15 years has shown the City of Strongsville the importance of having a plan to direct future growth and development. The City has engaged County Planning to help create a vision and framework for the next ten years.
MASTER PLAN TIMELINE

Current Conditions

Community Vision

Goals & Actions

Implementation Plan

Final Plan

Target Completion: ✓ October 2017
Meetings:
✓ Project Team #1 & #2

Target Completion: ✓ Late February 2018
Meetings:
✓ Project Team #3 & #4
✓ Public Open House #1

Target Completion: ✓ June 2018
Meetings:
✓ Project Team #5 & #6
✓ Public Open House #2

Target Completion: ✓ August 2018
Meetings:
✓ Project Team #7 & #8

Target Completion: ✓ September 2018
Meetings:
✓ Project Team #9 & #10
✓ Public Open House #3
✓ Present to Council
• **Public Presentation #3**  
  Draft Master Plan Presentation  
  September 2018, TBA

• Based on your feedback, updates and revisions will be addressed and incorporated into the Master Plan.
PLANNING PROCESS
YOUR FEEDBACK
YOUR FEEDBACK

✓ Comments or Ideas
  ✓ Space to write general thoughts and questions

✓ Place-Based Framework
  ✓ Overall Framework boards
  ✓ Highlights specific areas within the community

✓ Communitywide Framework
  ✓ Overall Framework Boards
  ✓ Highlights specific Communitywide issues

✓ County Planning representatives will be available for questions and discussion
YOUR FEEDBACK

COMMUNITYWIDE FRAMEWORK

GOAL 6: SUPPORT A MULTI-GENERATIONAL COMMUNITY FOR RESIDENTS OF ALL AGES

PLACE-BASED FRAMEWORK

We need your feedback! If you have any general or specific comments, questions, or ideas for the Master Plan based on what you have seen or heard today, please write them on a sticky note and place them on this board. Feel free to write directly on this board as well.

Don’t forget to take the survey! https://www.surveymonkey.com/r/tfngxngnMsSurvey

PLACE-BASED FRAMEWORK identifies various types of open space and public open space and greenways. These areas are essentially defined together to form a series of interconnected green spaces that sustain the sense of neighborhood and community identity. Please add any comments or ideas that you have on the board below.

Your input is valuable. Please include your name, email, and contact information in the survey to help us better understand your feedback.

Great ideas!
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

Additional thoughts?

• Email us at rnovak@cuyahogacounty.us
• Complete Online Survey:
  • https://www.surveymonkey.com/r/StrongsvillePM2Survey
Additional Feedback?

Call or write us an email:

**Micah Stryker**  
mstryker@cuyahogacounty.us

**Rachel Novak**  
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Thank you!
Questions & Discussion
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