THE MASTER PLAN PROCESS

The City of Richmond Heights Master Plan was constructed over the course of a year. The Master Plan included a five phase process, as outlined below.

**Phase 1: CURRENT CONDITIONS**

The Current Conditions phase involves the accumulating and analyzing baseline data such as population changes, housing changes, zoning and land use mapping to understand where Richmond Heights is today.

**Phase 2: COMMUNITY VISIONING**

The Community Vision phase describes the major themes and topic areas that are of concern for the City and its residents. Vision statements then are used to describe the City’s desired future.

**Phase 3: POLICY DEVELOPMENT**

The Policy development phase proposes action steps to help the City achieve its desired future. The action steps specifically address the issues and concerns identified in the Current Condition and Community Vision Phases.

**Phase 4: IMPLEMENTATION**

The Implementation phase provides a road map for each of the proposed actions and names the responsible parties, time frames, and potential financial resources for achieving the action.

**Phase 5: MASTER PLAN DOCUMENT**

The Final Master Plan document is a compilation of all the previous phases into one complete document.
THE BIG IDEAS

The Master Plan outlines a series of action steps that the City should undertake to achieve its desired future. These steps range from small incremental no cost actions, to large infrastructure projects. Overall, there are eight major theme contained in the City of Richmond Heights Master Plan. This Executive Summary encapsulates them into 5 Big Ideas. Below is an outline of some of the Master Plan’s biggest ideas including transformative steps that can have a unique, powerful and positive effect upon the City of Richmond Heights.

NEIGHBORHOODS AND HOUSING

The Welcoming City theme focuses on neighborhoods and housing. It covers four concepts housing stock, home ownerships assistance, maintenance incentives and neighborhood marketing and branding. Key recommendations include:

- Developing a recognition program for homeowners and neighborhood associations;
- Developing neighborhood and housing marketing strategies; and
- Developing a home improvement program or resource center.

MULTI-MODAL CONNECTIVITY

The Connected City theme covers roadway improvements, transit and pedestrian amenities, greenways and trails, and complete streets. Key recommendations include:

- Developing a citywide walking and biking trail network that provides connections to the municipal parks, schools, neighborhoods, and the Cleveland Metroparks’ Euclid Creek Reservation;
- Developing a coordinated Capital Improvement Plan; and
- Working to develop a system of complete and green streets that accommodates all modes of transportation and improves public transit options.

Pictures Sources: Mid-Century Modern Home www.GardenABC.com, Karst Farm Greenway at greenwaysfoundation.com
HEALTH & WELLNESS

The Healthy City theme targets access to optimal healthcare services, and the general wellbeing of the community. It includes health education and wellness programs, active and passive recreation and overall quality of life for the residents of Richmond Heights. Key recommendations include:

- The creation of a Health & Wellness District around the University Hospitals Richmond Medical Center facility including pedestrian facilities, gateway marketing, and branding;
- Exploring joint ventures with the Richmond Heights Local School District, and Richmond Town Square to create wellness and healthy living programs; and
- Ensuring that all residents have access to a variety of indoor and outdoor recreational opportunities at the municipals parks, schools and recreational facilities to encourage active and passive recreation that will contribute to residents overall quality of health, and improve quality of life.

ARTS, CULTURE & THE ENVIRONMENT

The Green City and History, Arts & Culture themes focus on sustainability, green infrastructure, and the preservation of Greenwood Farm as a community asset. Key recommendations include:

- Incorporating green infrastructure into municipal parks and open space;
- Developing programs and incentives to provide education and resources to businesses and residents on best practices to reduce the city’s overall carbon footprint; and
- Develop a long-term business and renovation plan for Greenwood Farm that addresses the Farm’s ongoing operation and maintenance, historical preservation, financial stability, programming, and civic and/or business uses.

Picture Source: Healthcare Villages and Districts create Caring Communities by Amy Eagle, published January 4, 2017 in hfmmagazine.com
QUALITY GOVERNMENT & CIVIC ENGAGEMENT

The Diverse & Engaged City theme embodies the concepts of civic engagement, open and effective communication and collaboration. Key recommendations include:

- Actively working to promote and maintain the City’s diversity and environment of inclusiveness by continuing the Community Conversations Program;
- Developing a partnership with the schools to implement project-based learning to benefit the community;
- Collaborating with the schools to enhance the Career and Technical Education (CET) component that introduces young people to a variety of career options;
- Undertaking a year-long “Marketing Together” campaign with the schools; and
- Developing a Citywide Marketing and Branding Campaign to improve the City’s Image.

BUSINESS & ECONOMIC DEVELOPMENT

The Business Friendly City theme seeks to establish a business-friendly environment that leverages the City’s current economic assets, city services, and well-educated workforce to expand and retain businesses in Richmond Heights. Key recommendations include:

- Seeking redevelopment opportunities for the Richmond-Chardon-Business Distict;
- Exploring mixed use redevelopment opportunities for Richmond Town Square Mall;
- Supporting existing businesses and recruiting new businesses to Richmond Heights through targeted retention and growth initiatives;
- Establishing a businesses incubator; and
- Conducting a comprehensive evaluation of the City’s Zoning Code.