

# CITY OF MAPLE HEIGHTS STRATEGIC MASTER PLAN

NOVEMBER 1999



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# **CITY OF MAPLE HEIGHTS**

## **Strategic Master Plan**

November, 1999

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## ***Chapter 1: Introduction***

In the Spring of 1999, the City retained PKG to provide technical support to the City staff and resident committees in developing a new Master Plan for Maple Heights. This Master Plan was to be a Strategic Economic Development Plan that recognized the changing regional population and investment trends that have affected many of the older, inner-ring suburbs of the Cleveland Greater Metropolitan area. It is important to note the difference between a general Comprehensive Master Plan and a Strategic One. A Strategic Plan recognizes that the City must identify Key factors driving demographic changes and investment decisions and focus its continual redevelopment efforts on projects and areas that maximize benefits for City residents and businesses. Thus, the Master Plan work program focused on the following tasks.

- Identifying areas and land uses which are experiencing less than desired property appreciation levels.
- Shifts in property sales trends and vacancy data.
- Analysis of City Expenditures and Revenue Sources.
- Evaluation of current City re-investment support programs.
- Analysis of Key geographic areas requiring public investment intervention.
- Identification of administrative programs and development regulation changes needed to strongly position Maple Heights to maximize private investment benefit.



## *Master Plan Process*

Under the guidance of the Economic Development Department, five citizen Sub-committees were established at the outset of the project to identify key areas of community concern. These subcommittees and their focus were as follows:

- Economic Development: Focusing on Business attraction and retention;
- Education: Focusing of the role that the School system plays in community vitality;
- Land Use and Zoning: Focusing on Land Use conflict problems, needed land use changes and zoning regulations;
- Public Facilities and Programs: Focusing on Parks, Open Space and Public Building Improvements; and
- Public Services and Programs: Focusing on evaluating the services provided to residents by the City.

These Sub-committees met over several months to prioritize their concerns. The minutes of those meetings are on file at the Economic Development office.

The following issues were identified as key community concerns.

- Improvement in the mix and attractiveness of businesses along the commercial corridor.

- Continued communication between the School Board and the City administration to improve the perception of the schools and to jointly coordinate community educational programs.
- Identification of key redevelopment areas to maximize the benefits of freeway interchange accessibility.
- Continued improvement in streetscape aesthetic issues and creation of additional green space areas within the City.
- The need to create new opportunities for senior housing and assisted living facilities.
- The need to maximize tax benefits derived from commercial and industrial land within the City and to support ongoing efforts in residential property rehabilitation.
- Rehabilitation of existing park facilities, and other public buildings such as City Hall.
- The recognized desire for an improved “Civic Center” to include community education programs, recreational facilities and modern administrative offices.
- The need to evaluate ongoing City programs and revenue sources to determine priority funding needs.
- The need to conduct a City-wide survey of residents to help establish program and funding priorities and to involve residents in the planning process.



Based upon the initial work of the Sub-committees, it was decided that, prior to establishing primary activity areas for the Master Plan, a community survey would be mailed to all residents to provide additional input into identification of community problems, assets and program priorities. These surveys were mailed in August of 1999. The surveys requested residents to: identify key positive and negative aspects of the Maple Heights Community, what factors led to their decision to move to Maple Heights, rate existing City programs and services, identify additional programs or services desired, and prioritize redevelopment areas. The surveys also provided space for open-ended comments on City administration of services and programs. These survey results were tabulated by PKG and presented to the Master Plan Subcommittee members in October of 1999. Over 1,100 residents responded to the survey. The full analysis of the survey is contained in the following chapter and validated the original work of the Sub-committee of the Master Plan. What was striking in the survey results was the positive attitude of residents about their city, the desire to see continued investments into aesthetic improvements in both the residential and the retail/commercial sectors and the strong income levels of newer residents.

It is important to note that the survey results are not simply being utilized to help guide the direction of the Master Plan but also to provide valuable information for re-assessment of existing city service priorities and establishing future General Fund budget priorities. The results also provide a strong basis for targeting future grant applications for State and Federal funds.

Based upon the Sub-committee work, the results of the Citizen Survey and background data analysis on investment trend values, the Master Plan is designed to achieve the Community Vision of Maple Heights. **This vision is one of an economically strong community of quality residential diverse neighborhoods, vibrant safe neighborhood and commercial districts, and continued high levels of community pride and identity.**

Maple Heights can achieve this vision while recognizing that there are challenges to face in increasing the level of desired private investment, particularly in the older commercial districts. The Master Plan is designed to create stronger investment patterns by focusing on maintenance of the current housing stock, creating new residential investment opportunities for under-served market areas such as new cluster single family housing targeted to new single family home buyers, additional senior assisted living facilities targeted to existing Maple Heights older residents, eliminating incompatible land uses that depress existing property value appreciation, creating new opportunities for private, targeted commercial investment, eliminating impediments to private investment along key redevelopment corridors and improving the quality of life and aesthetics of all neighborhoods through modern zoning, site-plan and code enforcement regulations.



## *Chapter 2: Resident Surveys*

### **METHODOLOGY**

On August 30, 1999, the City of Maple Heights mailed out 10,657 surveys to the City's residents and property owners concerning their views and opinions of the city. The survey was mailed out bulk rate to all postal customers within the Maple Heights, Ohio 44137 and hand delivered to other households. Households were given until Monday, September 20, 1999 (approximately three (3) weeks) to return the completed survey. The survey was prepared by the City of Maple Heights and Pflum, Klausmeier, & Gehrum (PKG) Consultants, Inc., see Appendix for full survey questions. The purpose of this survey was to examine how Maple Heights' households view their city, the services provided, and the quality and character of development within the city. These views would then be used to develop the key focus point for the City's Comprehensive Land Use Plan.

The survey specifically addressed the most/least appealing aspects of living in Maple Heights, reasons for moving to the city, and what initially attracted the respondents to the City of Maple Heights. The questions used allowed for straightforward and open-ended responses. The survey also asked respondents to rate the quality and importance of available programs and services within the City and suggest any programs that they would like to see Maple Heights to offer. Regarding the management of city services and programs, respondents were asked to provide any comments on the quality of services or programs currently offered and what they felt the city should offer. Another focus point within the survey was the development of retail areas in the community and the priority of these important areas. Basic demographic information was also part of the survey including age of individuals in the household, household income level, length of time living in Maple Heights, and which street the household resides on.

Of the 10,657 surveys mailed, 1,032 respondents completed and returned this voluntary survey by the designated return date, for a 9.7% response return. An additional 125 surveys were returned after September 20<sup>th</sup> totaling 1,157 for a 10.9% response rate. These additional surveys were not included in these preliminary results.

## FINDINGS

The completed surveys were divided into three (3) different age groups to gain a better understanding of Maple Heights' residential characteristics. The age of the respondents were based on Question 7—Age of the head of the household. The age breakdown used for analyses is as follows: 1) Under 40 years old, 2) 40-65 years old, and 3) Over 65 years old. The oldest age given was typically used to determine which age group to place the survey. In cases where it appeared that the household included an elderly person (over 65) was living within that household but not the “head” of the household, the next highest age was used. The table below shows the number of surveys returned for each age group and the percentage of all completed surveys.

Table 1: Age Group Breakdowns

Age Group	Number of Surveys	Percentage of Total
Under 40	224	22%
40-65	413	40%
Over 65	395	38%
<b>Total</b>	<b>1,032</b>	<b>100%</b>

Respondents between the ages of 40 and 65 years old accounted for the most returned with 413 survey, 40% of the total returned. The over 65 years of age group returned slightly less than the middle age group with 395 completed surveys, 38% of the total. The under 40 group returned 224 surveys, accounting for less than a quarter of the total.

Based on recent Census Data, those who completed the survey accurately represent the demographic age breakdown for the entire City of Maple Heights.



The following sections uses these age groups to present the results of survey. By doing this, a better understanding of how the different age groups view the City and what the City offers in terms of programs and services to their respective group. Similarities and differences between the three groups will be discussed.

#### MOST APPEALING ASPECTS

When asked for their opinion of what the three (3) most appealing aspects of living in Maple Heights are, the Under 40 Year Old Group expressed that the convenient location of the City was by far the most appealing aspect. Seventy-two percent (72%) felt that Maple Heights' location to a variety of amenities such as highways, shopping, church, family, work, and to Downtown Cleveland, is a very appealing aspect to living in the city. The second most appealing aspect given was the City's parks, recreational activities, and general activities offered to the community. Twenty percent (20%) of the Under 40 year olds considered this an appealing aspect to Maple Heights. Tying as the third most appealing aspect with 17% was the City's affordability and safety services. Aspects such as "price of homes" were included in the affordability. Safety services included appealing aspects such as quick response time from the Police, Fire, and EMS, the safety forces themselves, and the characteristic that Maple Heights is a safe city. Closely following with 15% were the appealing aspects of its nice neighborhoods and city services. Other appealing aspects offered by respondents included the attractive, well-kept homes, the quietness, cleanness, low taxes, friendly people and its cultural diversity.

Similarly, the 40-65 Year Old Group ranked location as the most appealing aspect of living in the City of Maple Heights with 58% of the votes. The 40-65 Group ranked the Safety Services of the Police, Fire, and EMS two notches higher as the second most appealing aspect with 27% of the respondents' votes. Maple Heights' Nice Neighborhoods were seen by 18% of the 40-65 year old respondents as an appealing aspect of living in the City. The City's affordability, also, ranked high amongst the 40-65 as the fourth most appealing aspect (17%).

To the Over 65 households, the most appealing qualities of Maple Heights are its convenient location to church and shopping, the fast response times of police and fire services, the overall quality of services provided and low property taxes.

#### LEAST APPEALING ASPECTS

Corresponding to the most appealing aspects, respondents were also asked to name three (3) of the least appealing aspects of living in Maple Heights. The Under 40 Group's least appealing aspect most frequently stated was the public school system (56%), followed by the lack of quality shopping/vacant retail stores (28%) and lack of property care/maintenance (12%). Other frequently mentioned aspects that were considered unappealing for the city included too many teens hanging out on the streets, noise/boom boxes, lack of noise ordinance enforcement, and poor road conditions.

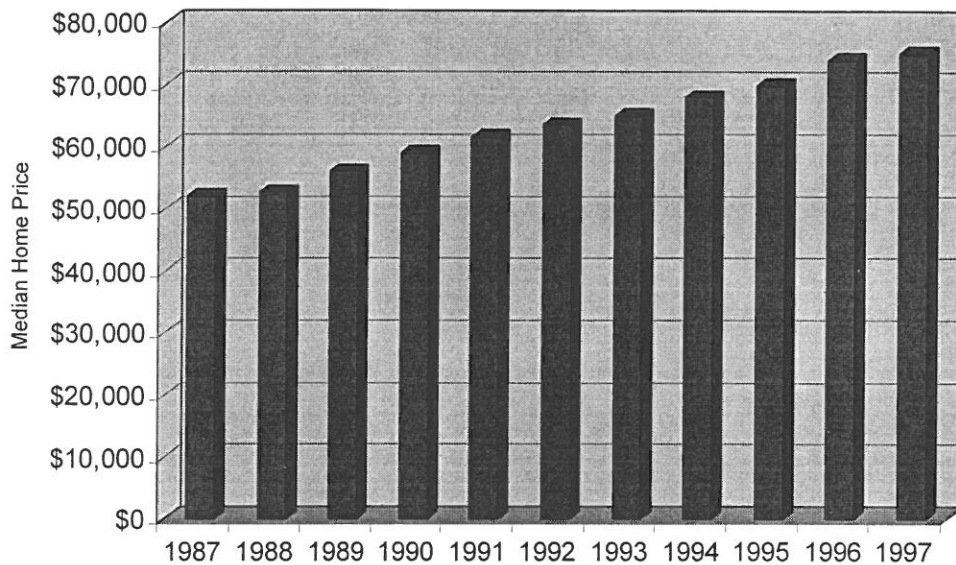
The 40-65 Year Old Group also most frequently stated that the least appealing aspect of living in Maple Heights was the schools (36%). Lack of property care/maintenance and noise/loud boom boxes were ranked as the second and third highest least appealing aspect with 14% and 11%, respectively. Unlike the Under 40 Group, Lack of quality shopping/vacant retail stores was considered the fourth least appealing aspect by the 40-65 Group with 9% of the surveys.

The most cited items in the Over 65 Group were the lack of maintenance and deterioration in both residential and commercial properties (51%), noise and litter and community transitions.

#### MOTIVATION TO MOVE TO MAPLE HEIGHTS

All respondents were asked about why they moved into the City of Maple Heights. However, since reasons for choosing Maple Heights have changed over time, responses from those respondents who have moved to the community within the last ten years are the focus of this summary. These reasons to move into the City prove the most relevant to the current status of Maple Heights' image and future marketability.

Chart 1: Maple Heights Single Family Home Sales for 1987-1997



Source: Cuyahoga County Auditor's Deed Transfers File  
Prepared by: Housing Policy Research Program, CSU

Of the 224 respondents under 40 years old, 147 (66%) have moved to Maple Heights within the last ten years. Of the 147 respondents who have live in Maple Heights for ten years or less, 55% attributed their decision to the City's housing affordability. The affordability of living in Maple Heights is illustrated by the chart below of the City's Single-Family Housing sale trends.

The median price for a single-family home in Maple Heights in 1997 was at \$75,000. Over 540 homes in this category were sold during 1997, which is a typical amount of homes sold per year compared to cities similar to Maple Heights. Since 1987, the median price has risen by \$23,000 over the ten-year period, a 44% increase.

The second most frequent reason for moving to Maple Heights by the Under 40 Group was location to the interstate and nearby regional shopping. Thirdly, many respondents moved to Maple Heights within the last ten years to be closer to their family or to take

care of an elderly parent. Other frequent responses include the nice neighborhoods and the home purchased was well-maintained and fit their needs.

Within the 40-65 Year Group, 29% of the 413 respondents have lived in Maple Heights for ten years or less. Of these respondents, location was considered the highest reason for moving into the community. Tying for second, affordability and quietness of the neighborhoods drew 26% of the respondents into Maple Heights. Nice neighborhoods came up third with 21% of the reasons for choosing Maple Heights.

In the Over 65 Group, the vast majority answered that they chose Maple Heights because of location to jobs, closeness to family, and housing that was affordable. A small number of older persons noted that they moved to Maple Heights to downsize from larger, more expensive homes in other suburbs.

#### ATTRACTION TO MAPLE HEIGHTS

Respondents were also asked “what initially attracted you to the City of Maple Heights?” and were instructed to check all that applied. The twelve (12) choices given to those surveyed were school system, price of homes, attractive homes, low taxes, good service, recreational activities, friendly people, good neighborhoods, close to shopping, close to church, close to family, and close to work.

Among all the respondents from their respective age groups, there was a common thread to what drew the respondents to become Maple Heights residents. Of all 1,032 responses tabulated thus far, the price of homes in Maple Heights attracted a large amount (74%) of people to the community. Rating the price of homes as the highest attraction was the Under 40 Group, of which, 88% checked that “price of homes” drew them to the community when they were looking for a place to move. The second highest selected attraction was the closeness to shopping with 65% of all respondents. The 40-65 Group considered being close to family as their third highest attraction. For the Under 40 Group, being close to work came up third slightly over the fourth place attraction of close to

family. Unlike these two groups, 66% of the Over 65 Group checked that being close to church was one of their attractions to Maple Heights.

Drawing the least amount of people to Maple Heights was the school system. The number of respondents who checked that the schools were one attraction to the city increases depending on age group. Almost 40% of the Over 65 Group was attracted to Maple Heights when they just moved in by the school system. On the other hand, of the Under 40 Group, only 16% felt that the school systems attracted them to the City. Many of those who did say the schools attracted them also noted that they moved into the City many years ago when the system was better. The large majority (83%) of the Over 65 Group moved into Maple Heights over 30 years ago.

The following charts show how many respondents were initially attracted to Maple Heights based on the given aspects. The charts are broken down by each age group.

Chart 2: Under 40 Year Old Group  
Question 1d: What initially attracted you to the City of Maple Heights?

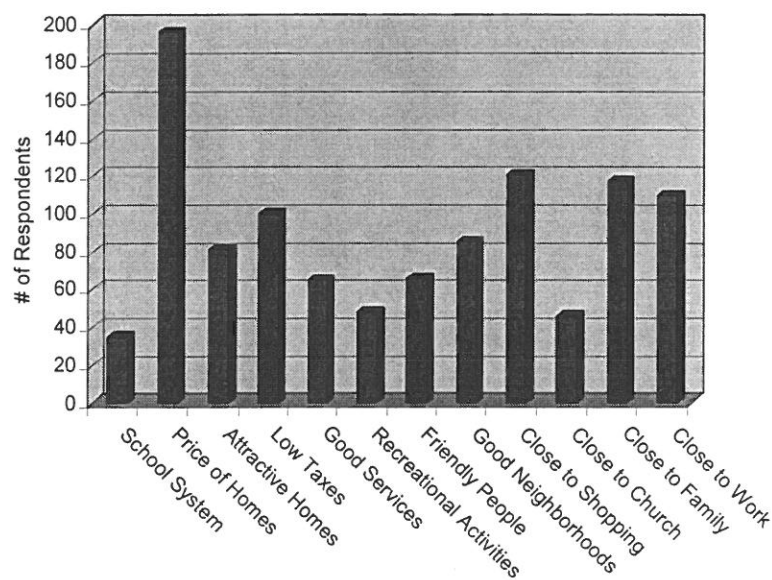




Chart 3: 40-65 Year Old Group

Question 1d: What initially attracted you to the City of Maple Heights?

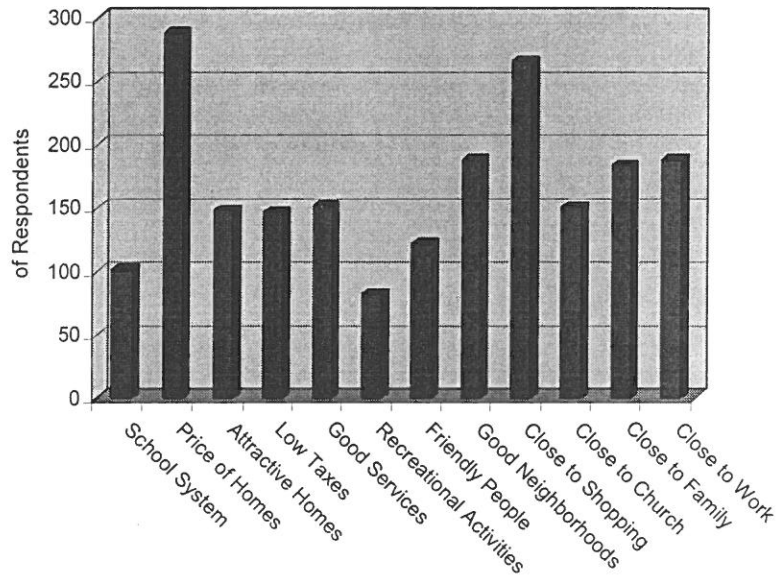
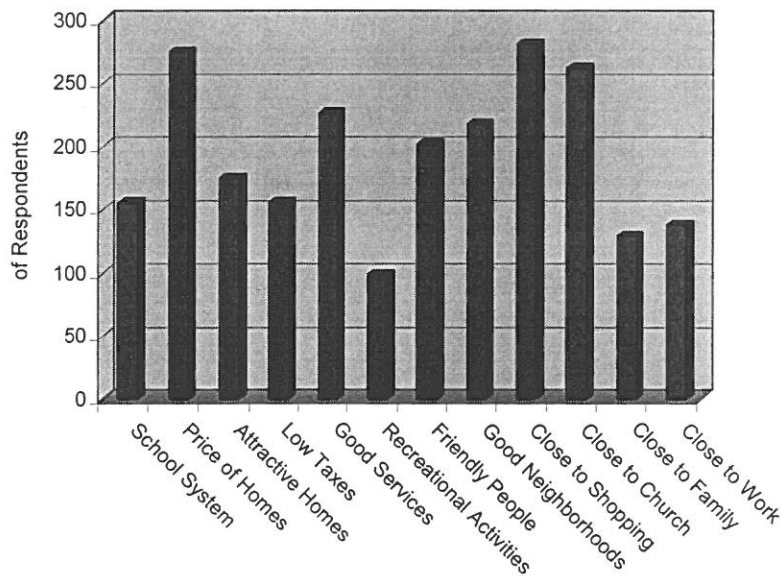


Chart 4: Over 65-Year Old Group

Question 1d: What initially attracted you to the City of Maple Heights?





### CITY PROGRAMS AND SERVICES

Respondents were asked to rate a number of programs and services offered within the City. The ratings for each category were “Excellent,” “Average,” and “Could be Improved.” Respondents were asked to rate 17 programs and services offered by the City or other institutions. On the whole, all three age groups shared similar views on the quality of Maple Heights’ services and programs. The Under 40, 40-65, and Over 65 Groups all considered the highest “Excellent” rated programs offered by the City of Maple Heights to be the Fire Department, the Police Department, and Senior Support Services. Surprisingly, the Senior Support Services was rated very high even among those groups who may not actually use these services but have family members outside their households who do.

Programs that were rated with the highest “Could be Improved” rating by all age groups were Quality of Public Schools and Cable Television. The lack of quality public schools again shows through in this question similar to how respondents rated it as the number one least appealing aspects of Maple Heights. The third highest “Could be Improved” service was maintenance of roads and streets by the Under 40 and 40-65 Groups. Slightly more respondents in the Over 65 Group considered building code enforcement higher than maintenance of roads and streets. Tables 2-4, on the following pages, give a full breakdown for each age group.

Table 2: UNDER 40 YEAR OLDS GROUP: Question 2: How would you rate the following programs and services?

	Excellent		Average		Could be Improved		Total # of Respondents
	# of Respondents	% of Respondents	# of Respondents	% of Respondents	# of Respondents	% of Respondents	
Recreational Activities	62	48%	57	44%	11	8%	130
Senior Support Services	63	52%	52	43%	6	5%	121
Recreational Activities for Children	62	33%	76	41%	49	26%	187
Recreational Activities for Families	54	27%	93	47%	51	26%	198
Police Department	119	56%	77	36%	18	8%	214
Fire Department	131	66%	65	33%	3	1%	199
Transportation	75	44%	72	43%	22	13%	169
Garbage/Recycling	86	39%	82	38%	50	23%	218
Maintenance of Roads and Streets	45	21%	98	45%	74	34%	217
Maintenance of Sewers	39	20%	97	51%	55	29%	191
Building Code Enforcement	50	26%	93	48%	50	26%	193
Zoning Laws	31	19%	108	66%	25	15%	164
Quality of Parks and Recreational Facilities	89	41%	97	45%	30	14%	216
Quality of City Buildings	41	20%	110	54%	52	26%	203
Quality of Public Schools	8	4%	47	22%	156	74%	211
Quality of Private Schools	47	33%	68	48%	26	19%	108
Cable Television	26	15%	87	49%	65	36%	178

Table 3: 40-65 YEAR OLDS GROUP: Question 2: How would you rate the following programs and services?

	Excellent		Average		Could be Improved		Total # of Respondents
	# of Respondents	% of Respondents	# of Respondents	% of Respondents	# of Respondents	% of Respondents	
Recreational Activities	112	41%	121	45%	38	14%	271
Senior Support Services	119	42%	125	44%	39	14%	283
Recreational Activities for Children	86	28%	162	53%	57	19%	305
Recreational Activities for Families	76	25%	158	51%	73	24%	308
Police Department	243	62%	105	27%	43	11%	391
Fire Department	279	72%	99	25%	11	3%	389
Transportation	136	40%	154	46%	46	14%	336
Garbage/Recycling	138	36%	151	39%	99	25%	385
Maintenance of Roads and Streets	101	26%	155	41%	124	33%	380
Maintenance of Sewers	103	28%	164	45%	100	27%	367
Building Code Enforcement	70	21%	159	47%	108	32%	337
Zoning Laws	46	15%	192	63%	69	22%	307
Quality of Parks and Recreational Facilities	140	39%	166	46%	52	15%	359
Quality of City Buildings	52	15%	196	57%	97	28%	345
Quality of Public Schools	21	6%	98	27%	238	67%	357
Quality of Private Schools	57	23%	146	60%	40	19%	243
Cable Television	35	11%	148	46%	136	43%	319

Table 4: OVER 65 YEAR OLDS GROUP: Question 2: How would you rate the following programs and services?

	Excellent		Average		Could be Improved		Total # of Respondents
	# of Respondents	% of Respondents	# of Respondents	% of Respondents	# of Respondents	% of Respondents	
Recreational Activities	152	47%	135	41%	40	12%	327
Senior Support Services	176	53%	118	36%	35	11%	329
Recreational Activities for Children	72	30%	127	53%	41	17%	240
Recreational Activities for Families	69	28%	134	54%	45	18%	248
Police Department	289	75%	71	19%	24	6%	384
Fire Department	321	83%	57	15%	9	2%	387
Transportation	158	48%	112	34%	59	18%	329
Garbage/Recycling	201	53%	120	32%	56	15%	377
Maintenance of Roads and Streets	91	26%	151	43%	111	31%	353
Maintenance of Sewers	100	28%	175	49%	83	23%	358
Building Code Enforcement	80	25%	116	37%	118	38%	314
Zoning Laws	64	23%	136	50%	74	27%	274
Quality of Parks and Recreational Facilities	147	45%	141	43%	41	14%	329
Quality of City Buildings	73	25%	146	50%	75	25%	294
Quality of Public Schools	33	11%	100	32%	179	57%	312
Quality of Private Schools	87	38%	113	49%	29	13%	229
Cable Television	45	20%	88	38%	96	42%	229

Table 5: ALL RESPONDENTS: Question 2: How would you rate the following programs and services?

	Excellent		Average		Could be Improved		Total # of Respondents
	# of Respondents	% of Respondents	# of Respondents	% of Respondents	# of Respondents	% of Respondents	
Recreational Activities	326	45%	313	43%	89	12%	728
Senior Support Services	358	49%	295	40%	80	11%	733
Recreational Activities for Children	220	30%	365	50%	147	20%	732
Recreational Activities for Families	199	26%	385	51%	169	22%	753
Police Department	651	66%	253	26%	85	9%	989
Fire Department	731	75%	221	23%	23	2%	975
Transportation	369	44%	338	41%	127	15%	834
Garbage/Recycling	425	43%	353	36%	205	21%	983
Maintenance of Roads and Streets	237	25%	404	43%	309	33%	950
Maintenance of Sewers	242	26%	436	48%	238	26%	916
Building Code Enforcement	200	24%	368	44%	276	33%	844
Zoning Laws	141	19%	436	59%	168	23%	745
Quality of Parks and Recreational Facilities	376	42%	404	45%	123	14%	903
Quality of City Buildings	166	20%	452	54%	224	27%	842
Quality of Public Schools	62	7%	245	28%	573	65%	880
Quality of Private Schools	191	31%	327	53%	95	15%	613
Cable Television	106	15%	323	44%	297	41%	726

#### RETAIL REDEVELOPMENT

Those surveyed were also questioned about the possible redevelopment of a specific retail area in the City of Maple Heights. Respondents were asked to select one (1) retail area in the community to be redeveloped if the City was awarded federal money. By a narrow margin, Southgate USA topped the people's choice, receiving 31% of the votes. Broadway Avenue between Libby and Rockside received slightly less than Southgate with 29% of the votes. Table 5 on the following page shows the number of votes from all the respondents who placed a vote for a preferred retail area.

Table 6: If the City was awarded federal money to redevelop one (1) retail area in the community, what area would you like redeveloped?

Location	# of Respondents	% of Total
Intersection of Broadway and Libby Road	168	17%
Broadway Ave. (btw. Libby and Rockside)	285	29%
Warrensville Road	30	3%
Intersection of Libby and Lee Roads	88	9%
Broadway Ave. (N. of Libby Road)	55	6%
Southgate USA	300	31%
Northfield Road	53	5%
<b>TOTAL</b>	<b>979</b>	<b>100%</b>

#### INCOME DEMOGRAPHICS

In order to gain insight to basic demographic information, respondents were also questioned about their household income. Those respondents who answered this question showed typical income distribution for their respective age groups. Charts 5-6 illustrate the household income distribution levels for the three age groups.



Chart 5: Household Income Levels for the Under 40 Year Olds

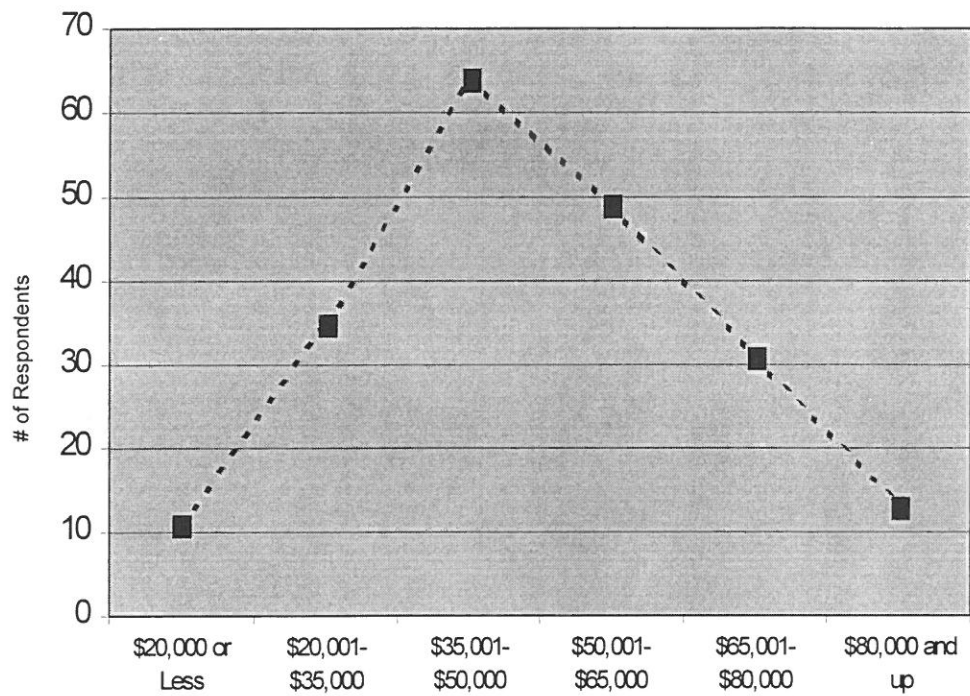


Chart 7: Household Income Levels for the Over 65-Year Olds Group

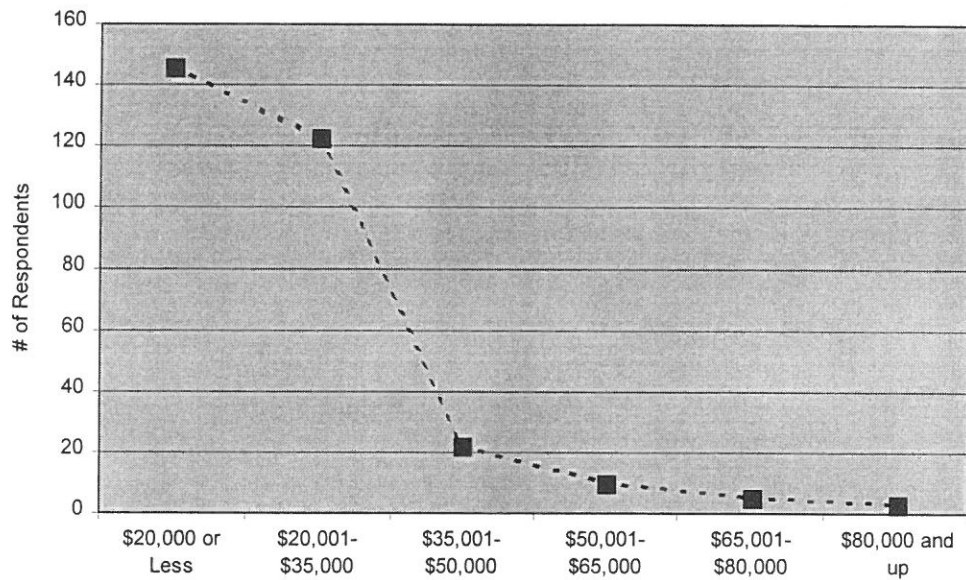
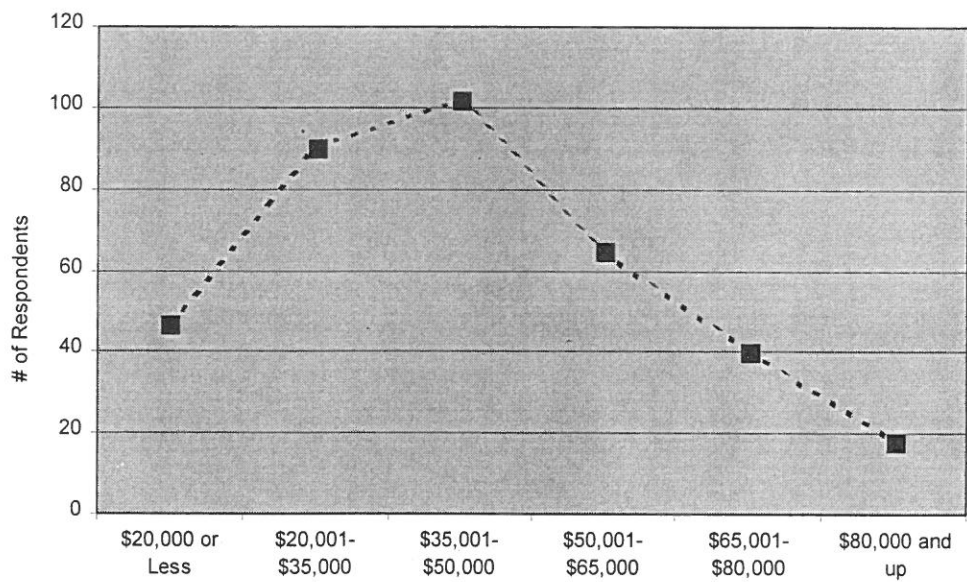


Chart 6: Household Income Levels for the 40-65 Year Olds Group



### LENGTH OF RESIDENCY IN MAPLE HEIGHTS

Respondents were asked how long they have lived in the City of Maple Heights. When broken down by age groups, this information conveys a better illustration of the age of people moving into Maple Heights. The majority (67%) of Under 40 Year Old household have moved into the City within the last ten (10) years. Of the 40-65 Year Old Group, 31% have lived in Maple Heights for 31 or more years. This middle-aged group has a relatively even distribution between all the length of residency divisions. The large majority (83%) of the Over 65 Group have lived in Maple Heights for 31 or more years.

Table 7: Question 8—How long have you lived in Maple Heights?

Age Group	Years Lived in Maple Heights									
	0-5		6-10		11-20		21-30		31+	
Under 40	94	42%	53	24%	25	11%	13	6%	35	16%
40-65	58	15%	57	14%	88	23%	65	17%	119	31%
Over 65	4	1%	4	1%	12	3%	45	12%	323	83%
<b>TOTAL</b>	156	16%	114	11%	125	13%	123	12%	477	48%

### KEY ISSUES

Throughout the survey, respondents were given chances to make comments and offer any suggestions, good or bad, that would aid in Maple Heights service to themselves and the rest of the community. Numerous people took advantage of this opportunity to express their gratitude, hardships, concerns, and new ideas for the City to consider.

The greatest and most prevalent concern of those surveyed is the perception of the transitional phase that Maple Heights is seen to be experiencing. Many commented about old friends moving out of their neighborhoods and, from that, the lack of community “togetherness.” Many expressed concerns that they did not know whom their neighbors were anymore. Comments of the lack of property care/maintenance and the number of homes for sale signs on their streets is raising concern for property owners. (As of 1998, Maple Heights for the first time permitted the usage of “Home for Sale” signs.) Some

believe that because of the increase of houses up on the market, property values are either going down or have become stagnant. Analysis of actual data reveals no increase in the number of home sales and a continued increase in residential values.

The transitions occurring in the residential neighborhoods are similarly being seen in most of the commercial areas in the community. The respondents are concerned about the neglect and vacancies occurring in the retail areas. Many see a need for quality shopping, grocery store, and full-service restaurants. The transitions occurring in Maple Heights' retail districts are typical and are a common result of the current overdevelopment of retail space within the region.

#### PERFORMANCE ISSUES

Respondents had many comments pertaining to numerous services and programs offered by the City of Maple Heights. The largest subject of comments was the garbage service. The main comments concerning the garbage service were its irregularity of pick-up times and amount of trash strewn all over the roads and yards by the garbage men. Times of pick-ups were noted to vary as early as 5am to as late as 5pm for the same route. The lack of proper trash removal was not just a concern of "I don't like how it makes my property look," but a concern of "I don't like how it makes my community look."

The City also provides several services that received extremely positive comments. Services provided by Fire, Police, and EMS received many positive comments, especially quick response time. Keeping these services strong is very important to residents. Additionally, comments surrounding the high quality of the City's Mayor were abundant. Many gave their thanks and gratitude for allowing their voices to be heard through this survey. Allowing their voices be heard gave respondents a very positive view of their City.

Many also feel the need for the cable market to be open to competition. Respondents are somewhat satisfied with their cable service. However, they also feel that only having one

cable company to choose from leads to higher cable prices and would like to be able to choose which provider suits them.

Regarding traffic, there were many comments on the need to address speeding in the residential areas. Residents requested additional police enforcement as well as looking into a variety of “traffic calming” approaches.

#### LAND USE ISSUES

Those responding to the survey felt a need for the City to invest money into Maple Heights’ commercial areas. In order to enhance the City’s image, the deteriorating commercial areas are seen as needing improvement. The lack of quality stores, restaurants, and grocery stores were cited as concerns. Commercial areas are considered to be visually cluttered and in need of a major facelift. Again, deteriorating retail districts is a common problem for many cities due to the private overinvestment in new retail sites.

A recreational/civic/community center to serve all ages for Maple Heights is considered as a high priority for current residents. The old West Junior High site was suggested to be redeveloped into the desired civic/community center or a possible assisted living facility, according to the comments given. Many consider this property to be an eyesore for all those living in Maple Heights, especially those on the west side. Under the School Board auspices, the West Junior High may be considered as a charter school in order to provide additional educational options.

The issue of a year-round recreation/civic center is desired by all the age groups surveyed. Some programs residents would like to see offered in the community center include adult education, a dance club for teens, indoor sports for teens, singles activities, police-youth mentoring program, and low-cost exercise classes.

An assisted living facility would benefit the older aging community within Maple Heights. Considering that 78% of Maple Heights residents are over forty years old and

perhaps looking to stay in Maple Heights, the recommendation to encourage development of such a facility should be studied further by the City.

#### INTANGIBLES

The residents of Maple Heights, for the most part, love their city and their neighborhoods. Those who returned the survey offered many good suggestions to reinforce “community spirit.” One of the great suggestions offered by several respondents was to start a community pride program which could sell “Maple Heights” T-shirts, sweatshirts, mugs, towels, and similar merchandise featuring a Maple Heights logo. With this, a community wide contest could be held to gain ideas and concepts for a City logo.

Other suggestions made to break the transitional barriers that the community members are feeling were to continue having and improve the marketing of city-wide garage/yard sales, Maple Heights “Home Days”, and to institute community block parties, block groups, neighborhood watch programs, a community bulletin of current events and news, and town meetings.

#### RELATION OF SURVEY RESULTS TO DEVELOPMENT OF THE MASTER PLAN

As stated in Chapter 1, the results of the Survey can be used to help guide local administrative and budget priority decisions. With specific regard to the Master Plan, it is important to use the survey results to strengthen community assets that attract new residents and businesses to the City. It is clear that the City’s convenient regional location and the perception of quality, safe, yet affordable residential neighborhoods are key marketing assets. Putting increased emphasis on maintaining the existing housing stock and creating new opportunities for residential construction must be a focus of the Master Plan. The importance of Parks and Recreation facilities to the under 40 homebuyer is also evident from the survey. The importance of well-maintained neighborhoods is clear when reviewing quality ratings of City services and programs. Residents see the importance of neighborhood road maintenance and increased code enforcement to continued property value appreciation. The recommended implementation programs of the Master Plan recognize these issues.



The survey results also indicate that targeting improvements within the commercial districts is an important factor of supporting strong neighborhoods. Also, residents have noted the importance of a re-vitalized Southgate area to community viability. Opportunities to continue to work cooperatively and aggressively with the private sector for ongoing reutilization of “Big Box” retail within the Southgate area should be a priority of the City administration as well as the County Planning Commission. Road improvements such as those programmed for Northfield Road are an important element of re-investment for this area.

Other commercial areas redevelopment such as for Lee Road and Broadway should not be targeted to compete with the Southgate area big-box retail predominance, but rather focus on the neighborhood retail and service needs of the community and the pedestrian-friendly connections to the existing residential neighborhoods. To that end, auto related sales and services which have large spatial needs and are geared to vehicular rather than pedestrian traffic should be excluded from neighborhood business district development concepts.

Residents see the creation of a Community Center as an important aspect of future public investment. This presents the City with the opportunity of combining this investment with the goal of revitalizing the Broadway Corridor. The development of a Community Center or other public administration facility along the Broadway Corridor would act as an incentive for private re-investment in the Corridor. All future public investment, including such public facilities as the proposed new Post Office should be targeted to achieve the goals of eliminating existing deteriorated or economically obsolete uses as well as encouraging private investment along key community corridors.

The surveys indicated concern on the part of residents about the quality of industrial uses within the City and the importance of buffering incompatible industrial uses from residential areas. The Master Plan addresses this issue with recommendations on improving the zoning regulations for industrial uses, establishing industrial zone

performance standards, controlling the location of industrial uses with extensive outdoor storage needs, and setting employment and quality criteria for the use of industrial tax-abatement programs.

The importance of quality neighborhoods and City services to continued community market investment is clear from reading the comments of newer community residents. Providing high quality services and programs, particularly to the high percentage of older Maple Heights residents requires increasing financial resources. Residents particularly noted the importance of neighborhood street maintenance, recreation facilities and code enforcement. The City has created priority lists to address these issues, but has been unable to fund these projects due to limited new revenue sources. This emphasizes the importance of aggressively seeking and utilizing County, State and Federal grant funds to address other capital improvement needs such as sewer projects, major road intersection and signalization projects, commercial corridor streetscape improvements etc. As a continuation of past policies, the City should seek to maximize its available funds by seeking other governmental or private matching funds as was done for example on the Broadway Streetscape project.

The impact of the school system on future community investment was recognized in the Resident Surveys. As a factor for residential decision making it has a much higher negative effect than in the past. While 40% of the residents over 65 years of age said the schools were the reason they moved to Maple Heights, only 16% of those residents under 40 years of age felt it was a positive factor. The City not only needs a strong school system for residential marketability, it also needs an open, ongoing relationship with the School Board for resolution of tax abatement issues, joint property development opportunities and collaborative provision of community education and recreational programs. The City administration and the School Board should seek to strengthen cooperative relationships for the betterment of both groups.

## ***APPENDIX TO CHAPTER 2***

### ***Copy of Resident Survey***

# **Maple Heights Master Plan Residential Survey**

## **1. The City of Maple Heights is concerned about its image. Please answer the following questions so that we know how you feel about our City.**

(a) In your opinion what are the three most appealing aspects of living in Maple Heights?

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(b) What are the three least appealing?

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(c) Why did you move here?

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(d) What initially attracted you to the City of Maple Heights? (Check as many as apply)

School System _____	Good Services _____	Close to Shopping _____
Price of Homes _____	Recreational Activities _____	Close to Church _____
Attractive Homes _____	Friendly People _____	Close to Family _____
Low Taxes _____	Good Neighborhoods _____	Close to Work _____

Other(s) \_\_\_\_\_

Comment: \_\_\_\_\_

\_\_\_\_\_

## **2. How would you rate the following programs and services?**

	Excellent	Average	Could be Improved
Recreational Activities for Seniors	_____	_____	_____
Senior Support Services	_____	_____	_____
Recreational Activities for Children	_____	_____	_____
Recreational Activities for Families	_____	_____	_____
Police Department	_____	_____	_____
Fire Department	_____	_____	_____
Transportation (Maple Transit)	_____	_____	_____
Garbage/Recycling Services	_____	_____	_____
Maintenance of Roads and Streets	_____	_____	_____
Maintenance of Sewers	_____	_____	_____
Building Code Enforcement	_____	_____	_____
Zoning Laws	_____	_____	_____
Quality of Parks and Recreational Facilities	_____	_____	_____
Quality of City Buildings	_____	_____	_____
Quality of Public Schools	_____	_____	_____
Quality of Private Schools	_____	_____	_____
Cable Television	_____	_____	_____
Other(s) _____	_____	_____	_____
Comment _____	_____	_____	_____

3. **The City of Maple Heights is carefully reviewing the budgets for various programs and services. Which of the following programs and services are most important to you and the members of your household.** (Please rank the following, using "1" for the most important, through "16" for the least important, etc.)

Recreational Activities for Seniors _____	Senior Support Services _____
Recreational Activities for Children _____	Recreational Activities for Families _____
Police Department _____	Fire Department _____
Transportation (Maple Transit) _____	Garbage/Recycling Services _____
Maintenance of Roads and Streets _____	Maintenance of Sewers _____
Building code Enforcement _____	Zoning Laws _____
Quality of Parks and Recreational Facilities _____	Quality of City Buildings _____
Quality of Public Schools _____	Quality of Private Schools _____
Other(s) _____	
Comment: _____	

4. **What type of services or programs would you like the City of Maple Heights to offer? (Please be specific)**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. **If the City was awarded federal money to redevelop one (1) retail area in the community, what area would you like redeveloped?**

Intersection of Broadway and Libby Road _____	Broadway Ave., (N. of Libby Road) _____
Broadway Ave., (between Libby & Rockside) _____	Southgate USA _____
Warrensville Road _____	Northfield Road _____
Intersection of Libby and Lee Roads _____	
Why? _____	

6. **Please add any comments you would like regarding the management of city services or programs (Good or Bad):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. **Age of individual(s) in the household:** \_\_\_\_\_

Household	\$20,000 or less _____	\$20,001 - \$35,000 _____	\$35,001 - \$50,000 _____
Income:	\$50,001 - \$65,000 _____	\$65,001 - \$80,000 _____	\$80,001 and up _____

8. **How long have you lived in the city of Maple Heights:** \_\_\_\_\_

9. **Street Name:** \_\_\_\_\_  
(Optional)

Please respond by Monday, September 20<sup>th</sup> to: PKG Consultants, Inc.  
c/o City of Maple Heights  
Dept. of Economic Development  
City Hall  
5353 Lee Road  
Maple Heights, OH 44137

## ***Chapter 3: Data Analysis***

With the goals of the community established through the Sub-committee and Resident Survey process, the existing land use, economic and investment trend data was analyzed to provide the most effective direction for the Master Plan Implementation Program.

PKG reviewed the following data:

- Property Tax Valuation Assessments by Land Use Type, 1983-1998
- City Fund Revenue Sources and Expenditures (1995-1998)
- Property Transfer and Value Data (1990-1998)
- Vacant Land Location and Value by Land Use Type
- Home Purchaser and Seller Location Data (1988-1998)
- Property Tax Delinquencies (1988-1998)
- Property Rehabilitation Investment Data (1990-1998)
- Redevelopment Program Participation Data (1994-1998)
- Code Enforcement Inspection Request (1994-1998)

The result of this analysis is summarized in this Chapter.

### **DEMOGRAPHIC TREND DATA**

#### **Population**

As this project is being completed just prior to the 2000 Census, much of the population data available is unreliable. The 1990 Census showed Maple Heights with a population of 27,089. The 1998 estimate from the State of Ohio Statistical Service shows the current population to be 25,302, a decrease in population of 6.6%. This continues the decreasing population trend that was established in the 1980-1990 census period when the population declined from 29,735 to 27,089 (a decline of 8.9%).

The proportion of elderly residents has been increasing: from 13.5% of the population in 1980 to approximately 26% in 1998. The vast majority of persons over 65 years of age



have lived in Maple Heights for over 30 years. This aging demographic has several implications for the Master Plan. The first is that there will be an increasing need for housing designed to meet the assisted living demands of seniors. The second is that, as the large number of older home-owners seek different housing options, there will be increasing numbers of existing single family homes being placed on the market. If there is not a continued strong demand for these houses, residential property values may begin to show depreciation. Also, the increasing amount of single person older households (estimated at over 3,000) will place additional demands on city elderly support services and home maintenance support demand.

### **Housing**

The health of residential neighborhoods is critical to the City's financial well-being. The City has approximately 10,700 residential units, 85% of which were owner-occupied, single family units in 1990. In the past five years only 10 new residential units were built within Maple Heights. With the initiation of the Valley Ranch Estates subdivision in 1998, 30 new single family lots are available for construction. This subdivision, the Watercrest Estates and Longvail subdivision are the only 3 new residential subdivision areas within the City. This prevents the City from offering alternative housing choices for middle-aged, higher income residents who wish to stay in Maple Heights. As stated previously, it will become increasingly important for Maple Heights to attract buyers for the homes of existing elderly residents. At present, the City requires a residential point of sale inspection, but it does not have a program in place to register or inspect residential homes that are now being utilized as rental units. Data on the amount of and location of rental single family units will be an important housing statistic for Maple Heights to track in order for its ongoing property maintenance programs to be effective.

The trends in residential property sales are contained in this Chapter. The summary is as follows.

#### Residential Transfer Number

Between 1987 and 1998 the amount of single family residences sold each year in Maple Heights has been relatively constant, ranging from 424 units per year to 534 units per year (see Table 1 and Map 1.1997 Residential Property Transfers). What is not known is the number of units which were taken off the sales market and changed to rental housing.

#### Median Selling Price (See Table 2)

The median selling price has increased from \$52,000 in 1987 to \$75,000 in 1997, an increase of 44% in ten years. When inflation is factored in, the increase is substantially less but still showing overall appreciation. When compared to other similar suburban communities such as Garfield Heights and Euclid, the residential value appreciation is in the lower range. This is partially due to the lack of available land for new housing.

#### High Risk Mortgages

The number of high risk mortgages (those with less than 5% downpayment) has decreased in the last ten years. This data was reflected in the strong percentage of new upper-middle income homebuyers as shown in the Survey results.

#### Internal Market Demand (Tables 6 to 15)

In 1987, 34.7% of all home purchasers in Maple Heights were existing residents of the City. By 1997, this number had dropped to 12.8%. Reviewing the data on properties sold vs. properties bought in Maple Heights by existing residents, there has been a substantial increase in the difference between the house sold and the new home purchased within Maple Heights. In 1999, the average Maple Heights resident sold a home valued at \$66,2781 and purchased a home in Maple Heights for an average price of \$86,500. This further indicates the demand for higher end housing.

Since 1987 there has been a steady trend of home sellers moving to suburban Summit County communities. This is a further indication of the need to develop new sources of middle income housing to meet the demand of existing residents. This is a critical income tax base for the City to retain.

#### Code Enforcement Records

Complaints received by the Building Department related to residential property maintenance have increased from 820 in 1994 to 1088 in 1998. This increase has occurred despite a dramatic increase in overall property maintenance Code Inspections (1991 = 2210, 1998 = 8945).

### CURRENT CITY PROGRAMS

In response to the need for continuing residential reinvestment, the City offers a wide range of support services and programs including:

- Exterior Maintenance Grant Program
- Low interest Home Improvement Loans for both single family and rental property through the Cuyahoga County Home Enhancement Loan Program, Linked Deposit Programs and through the United Labor Agency
- Emergency Home Repair Loans
- Home Energy Assistance Programs to assist low-income residents with heating and cooling expenses
- Home Weatherization assistance grants
- Ohio Energy Credits Program to assist elderly or disable citizens in paying a portion of heating costs in winter months
- Public Assistance Sidewalk Repair Program
- Free Tool Rental program for use in home repair
- Home Improvement Repair Seminars

A review of these programs indicates that there is high demand for these programs which often outstrips the available resources. The availability of these programs plays a vital role in keeping Maple Heights strong in the regional market. The survey revealed a high number of multi-generational families within Maple Heights where children of elderly home owners had moved back to the City to care for their parents. With the absence of newer alternative housing options within Maple Heights, additions to existing structures and modernization of homes becomes of great importance. Financial incentives for existing home improvements helps to offset the incentives to move to areas offering greater housing type options.

As stated previously the City does not target specific areas for housing program use. This approach should continue as residential rejuvenation needs to occur continually throughout the entire community for both owner-occupied and rental units. Ideally, the City should have access to a minimum of \$850,000 annually for loan buy-down and matching grant residential rehabilitation.

The importance of property maintenance code inspections was cited throughout the Resident Survey results. Residents felt regular property maintenance inspections were as or more important than the current point-of-sale inspections.

Review of the code enforcement inspection data reveals that the majority of the personnel time is devoted to point-of-sale inspections. Ideally the City should have adequate resources to routinely inspect all City exterior residential structures on a sidewalk survey basis every two years with full rental property code inspection at least once every three years. Currently, the rental inspection program suffers in two areas: there are no ongoing inspections of single family rental properties and there are not adequate personnel to follow up on the apartment inspections to see that violations have been corrected.

Based on our review of similar city housing inspection departments, the City of Maple Heights requires additional staffing in order to meet the expectations of its residents to vigilantly maintain its existing housing stock.

Review of property inspection complaint records and point-of-sale inspection reports and property transfer data indicates that there is no particular geographic area of the City that is exhibiting property maintenance problems or residential market disinvestment. For this reason, it is not recommended that housing inspections or housing improvement loan and grant programs be targeted to certain areas. PKG has conducted a full windshield survey of the City in order to verify that there were no evident target improvement areas.

## **Key Financial Indicators**

In order to develop a Master Plan that contains strategies for long term community financial strength, it is necessary to review both the revenue and expenditure trends of the city and the tax valuation data. Land use and economic development policies will not achieve the desired goals if they are not grounded in market reality. This section of the Master Plan looks at the financial trends of the city and identifies future problem areas that should be factored into the Master Plan policies.

### **Assessed Valuation**

Beginning with the broadest picture, between 1983 and 1998 residential assessed property values increased 4.6 percent when adjusted for inflation. The commercial tax base increased 28.1 percent while the industrial tax based decreased 26.2 percent. These trends can be witnessed when looking at the property tax and income tax trend data. Over the past five years both property taxes and income tax revenues are relatively flat despite the substantial increases in big box retail represented by the Southgate development area. Residential property represents approximately 77% of the total real estate tax basis value. With no real appreciation in this predominant real estate category, property tax revenues will remain flat or even decline. Further impacting these trends is the fact that the State is considering elimination of the real property inventory tax for businesses as well as reducing the public utility tax rates. These two categories represent approximately \$830,000 of the Auditor's 1999 estimated real estate tax revenues for Maple Heights of \$5,460,000 – a potential 15% decline in revenues.

**TABLE 16**  
**Tax Valuation Comparison**  
**1995-1998**

	1995	1998	Value Change	% change
Residential	209,613,540	233,285,480	23,671,940	11.3
Commercial/Industrial	64,823,650	75,626,350	10,802,700	16.7
Public Utilities	21,674,310	19,612,920	-2,061,390	-9.5
Tangible Personal Property	36,672,974	35,777,462	-895,512	-2.4
<b>Total</b>	<b>332,784,474</b>	<b>364,302,212</b>	<b>31,517,738</b>	<b>9.5</b>



The Auditor's estimates for 1999 revenue collections are as follows:

Residential real estate	3,499,283
Commercial/Industrial	1,134,396
Public Utilities	294,193
Tangible personal property (inventory)	536,660
Total Real Property Tax Valuation	<u>\$5,464,532</u>

These estimated revenues represent a \$1,139,764 increase over collections for 1998 (\$4,324,768). However this increase is primarily a result of the new police and fire levies passed in November 1998 by the voters of Maple Heights (which will generate approximately \$900,000 in new tax revenues).

### **Income Tax**

The income tax generation data for the last six years is as follows:

1994	\$5,862,211
1995	\$5,755,233
1996	\$5,848,260
1997	\$5,670,066
1998	\$6,289,530
(est.) 1999	\$6,500,000

Income tax revenues have increased approximately 14.6% over the last two years, however this reflects primarily increases in the individual resident accounts. Resident accounts increases represent 61% (\$215,000) of the 1998 income tax revenue increases. These increases are due to new higher income residents within Maple Heights. As older home-owners seek other housing options, there will be increased income generation from the residential category. Corporate net profits income taxes represented only a \$7,000 increase.

Income tax gains from the new Big Box retailers such as Home Depot, K-Mart, Pets-mart etc. have not been able to offset the past losses in the industrial and office job sector. A review of the top income tax payers for 1998 in Maple Heights (see Table 17) shows only one retail business, K-Mart, which generated only \$50,292 or 0.7% of the \$6,289,530 income tax revenues.

As stated previously, this data further emphasizes the need to focus on strong neighborhood revitalization and achieving maximum profitability from underperforming commercial and industrial areas.

### **Intergovernmental Transfers**

Intergovernmental transfers such as gasoline taxes, local government assistance fund and license taxes, while increasing \$590,500 from 1997 to 1998, have actually decreased when reviewed over a 5 year period. Thus, outside funding sources have not kept pace with increasing revenue demand. If population decline continues, these intergovernmental sources will further decrease.

### **Summary Of Financial Resources**

Summary of Financial Resources				
	1994	% of Total	1998	% of Total
Property Taxes	\$3,951,249	22.4	\$4,288,530	24.6
Income Taxes	\$5,862,211	33.2	\$6,289,530	36.0
Other Local Taxes	\$18,132		\$3,166	
Intergovernmental	\$5,107,798	28.9	\$4,005,154	22.9
Charges for Service	\$835,450		\$874,000	
Fees/Permits	\$443,459		\$773,658	
Fines	\$364,005		\$478,738	
Special Assessment	\$222,642		\$142,084	
Interest Income	\$320,736		\$362,495	
Miscellaneous	\$520,216		\$243,534	
	<b>\$17,645,898</b>		<b>\$17,460,889</b>	

### **Governmental Expenditures**

While revenue sources have remained relatively constant over the last five years, governmental expenses have been increasing in key categories.

	1994	1998
Security	6,345,162.00	7,694,737
Public Health	60,138	69,890
Leisure Time Activities	1,203,636	1,552,711
Community Development	461,577	509,261
Basic Utility Service	1,305,515	1,078,290
Transportation	1,466,984	867,744
General Government	2,289,843	2,592,555
Capital Outlay	3,002,079	2,097,436
Debt Service	1,481,572	6,148,436 *
	<b>17,616,506.00</b>	<b>22,611,060</b>

\* Increased Debt Service due to advanced refunding of 1991 General Obligation Bonds.

As can be seen, the greatest increase has been in the Police and Fire Security category. This increase is actually very modest when compared to other municipalities. In the last four years, security costs have increased an average of 5.3% a year. Many municipalities are witnessing costs of over 9% a year. Police, Fire and EMS services were all rated as extremely important in the Residents Survey. Residents showed their support for safety forces in their 1998 Police and Fire levy approvals. Funds spent supporting Police activities have a positive effect on residential investment and are an important component of continued neighborhood revitalization. What is notable in the expenses is the reduction in transportation and capital outlay. Reduction in these areas has been caused by simple unavailability of fund sources. Residents noted these decreases in road improvements as an area of concern.

Maple Heights is experiencing revenue and expenditure trends consistent with other first-ring suburbs, namely that new income sources are needed to maintain and upgrade aging infrastructure. The Master Plan focus must be on attracting solid income residents for its residential neighborhoods while targeting public and private commercial investment in a manner that enhances neighborhood strength and provides opportunities for organized, higher income generating private investment. Because of the limited discretionary financial resources of the City, municipal policies must focus on strategies that do not require large up-front capital investment without concurrent private sector involvement or

guarantees. Parcel assemblage for new residential and commercial development must be geared toward specific end-user needs. Investment locations for major public buildings should accomplish secondary private investment incentives such as removal of obsolete or blighted structures. Most importantly, in order to maximize the use of scarce resources, the City should continue to aggressively seek and utilize State and Federal Matching funds to address capital infrastructure needs.

### **Existing Land Use**

Documentation of existing land use is critical to the development of sound land use and zoning policies for the City of Maple Heights. Existing land use provides a snapshot of how the land in the City is currently being used. This snapshot is useful in determining existing incompatible land uses as well as locating areas for future development.

PKG prepared a land use map for the City of Maple Heights by cross-referencing current tax maps with the City of Maple Heights parcel database that is currently maintained by the Housing Policy Research Program at the Levin College of Urban Affairs at Cleveland State University. The database contained detailed information for each parcel such as permanent parcel number, parcel address, current owner, owner address, land use code, lot size, and taxable estimated value (or tax-exempt value) of land and buildings. The resulting land use was based on available data and created by color-coding a digital parcel map of the city of Maple Heights (see Map 2 Existing Land Use). The results were verified by field-checking existing land use through a ‘windshield survey’.

The database contained seventy-five (75) numerical land use codes; these are organized into the following categories: Industrial (3000 series); Commercial (4000 series); Residential (5000 series); Exempt (6000 series); Land Banking/Tax Abatement (7000 series); and Utilities (8000 series). Table 18 lists the specific land use types by code. Parcel data were then sorted by the land use codes in order to determine the land use acreage and percentage of land use by category.

According to the available data, the City of Maple Heights is comprised of the following land use categories:

Industrial uses:	122.2 acres	5%
Commercial uses:	300.1 acres	13%
Residential uses:	1,691.5 acres	73%
Exempt uses:	156.4 acres	7%
Land bank:	4.5 acres	less than 1%
Utilities	34.3 acres	1%
<hr/>		
	2,309 acres	100%

These figures do not include public rights-of-way such as City streets and Interstate 480. Note, however, that these figures provide only a snapshot of land use by category total. Each category contains a specific land use classification for Vacant land (i.e. 'Vacant Industrial Land'). According to the database, Vacant Land classifications comprise the following totals:

Vacant Industrial Land:	68.0 acres	56%	(of Industrial category)
Vacant Commercial Land:	68.4 acres	23%	(of Commercial category)
Vacant Residential Land:	145.9 acres	9%	(of Residential category)
<hr/>			
	282.3 acres	12%	(of City total)

It is important to consider when reviewing the above totals of vacant land, that although the aggregate figure may accurately reflect the Citywide total for vacant land, the land classifications themselves (Vacant Industrial, etc.) represent a somewhat arbitrary classification. In other words, the term "Vacant Industrial Land" may only mean that the land in question may be located near existing industrial uses. For specific acreage figures for development and/or redevelopment proposals, prospective developers should consult the City of Maple Heights Department of Economic Development Inventory of Developable Properties. This inventory is described in greater detail in Section 4 of this Master Plan.

In terms of existing land use patterns, the City of Maple Heights can be described as follows:

**Industrial uses:** The City is roughly bisected from the northwest to the southeast by the Norfolk and Southern Railroad right-of-way. The railroad parallels Broadway Avenue. The majority of land uses within the Industrial category are located along the western edge of this corridor on Dunham Road and North and South Industrial Avenues.

**Commercial uses:** Retail-oriented land uses within the Commercial category are primarily located along the major thoroughfares such as Broadway Avenue, Libby Road, Lee Road, Northfield Road, Warrensville Center Road, and the Southgate U.S.A. complex. Several multi-family residential land uses are also included in this category, and are located along or near Lee Road, Maple Park Drive, Maple Heights Boulevard, Libby Road, Warrensville Center Road and Northfield Road. Large-scale commercial warehouses and distribution facilities are located in the vicinity of the Lee Road/Rockside Road intersection.

**Residential uses:** This category includes single-, two-, and three-family dwellings. By far, single-family residential uses are the predominant land use within the City of Maple Heights, and are found on nearly every street.

**Exempt uses:** This category includes land uses owned by the State of Ohio, Cuyahoga County, the City of Maple Heights, the Maple Heights Board of Education, various charitable organizations and churches. These uses are located throughout the City, and also include City parks.

**Land Banking:** This category includes properties currently owned by the City of Maple Heights. The Land Bank program is described in greater detail in following sections.

**Utilities uses:** Included in this category are electrical, natural gas, and telephone facilities, as well as railroad rights-of-way.

This depiction of existing land use patterns provides an analytical framework that will be used to determine in greater detail those areas which provide appropriate development and/or redevelopment opportunities.



### **Inventory of Potential Development Sites**

The City of Maple Heights Department of Economic Development maintains a current list of properties that present opportunities for economic development and/or redevelopment. The list provides an inventory of the three (3) following categories:

- Raw Land;
- Available Office and Industrial Space; and
- Available Commercial Space.

Also included on the inventory list are the following:

- Parcel address;
- Available acreage (if applicable);
- Available square footage (if applicable);
- Property description;
- Sale price (if applicable);
- Lease price (if applicable); and
- Contact person and telephone number.

As of October, 1999, there are six (6) parcels of raw land totaling more than one-hundred-and-forty-three (143) acres in the City of Maple Heights (see Table19). Four of the sites are large tracts located within or near existing industrial areas such as Broadway, Pennsylvania Avenue, and the Norfolk & Southern Railroad right-of-way. The remaining two (2) consist of outparcels located on Warrensville Center Road and Libby Road in the immediate vicinity of the Southgate U.S.A. complex. These parcels will be discussed in greater detail in the Chapter 'Land Use Concept Areas'.

In terms of available office and industrial space, there are twelve (12) individual sites that offer a Citywide total of nearly 244,000 square feet. These sites are also primarily located

within or near existing industrial areas on North and South Industrial Avenues, Dunham Road, and Rockside Road. Several, though, are located in existing commercial/office areas on Lee and Warrensville Center Roads.

There are at least another 100,000 square feet of commercial space on thirty-one (31) sites in various locations throughout Maple Heights. All of the sites are located in existing commercial areas along Broadway Avenue, Dunham Road, Granger Road, Lee Road, Libby Road, Northfield Road, and Warrensville Center Road.

Put simply, Maple Heights is challenged by an extraordinary amount of development opportunities in terms of raw land and available office, industrial and commercial space. In order to achieve the Community Vision stated in this Master Plan, in which the City of Maple Heights is economically strong, has vibrant commercial districts, and is infused with community pride and identity, it is absolutely critical that the City create opportunities for private, targeted investment through the judicious use of local, state and federal programs. This redevelopment strategy is discussed in greater detail in the following sections.

## ***APPENDIX TO CHAPTER 3***

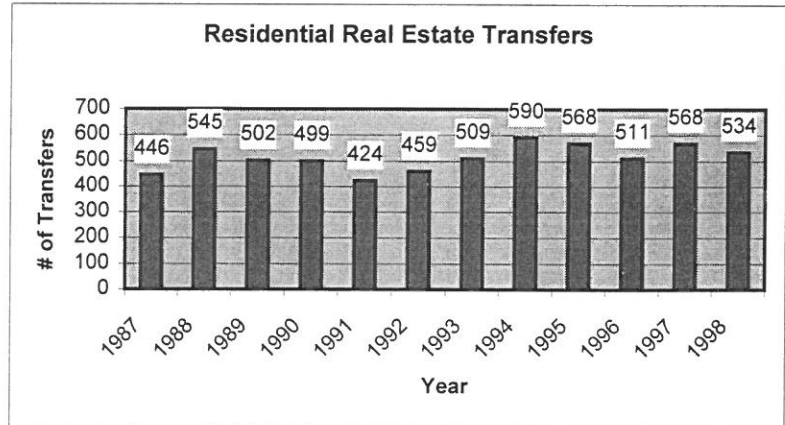
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**TABLE I**

**Maple Heights  
Real Estate Transfers 1987-1998**

Year	# of Transfers
1987	446
1988	545
1989	502
1990	499
1991	424
1992	459
1993	509
1994	590
1995	568
1996	511
1997	568
1998	534
<b>Total</b>	<b>6155</b>



**TABLE 2  
Maple Heights Single-Family Sales**

Year	No. Sales	Median Price
1997	541	\$75,000
1996	482	\$74,000
1995	536	\$69,900
1994	556	\$67,900
1993	494	\$65,000
1992	438	\$63,500
1991	404	\$61,550
1990	453	\$59,000
1989	443	\$56,000
1988	508	\$52,700
1987	421	\$52,000

Source: Cuyahoga County Auditor's Deed Transfers  
Prepared by: Housing Policy Research Program, CSU

**TABLE 3**  
**City of Maple Hts**  
**Price Distribution of Single-Family Sales, 1996 & 1997**

Price Range	---- 1996 ----		---- 1997 ----		---- Com
	No.	%	No.	%	No.
Less Than 20K	0	0.0	1	0.2	1
20K-30K	4	0.8	2	0.4	6
30K-40K	10	2.1	4	0.7	14
40K-50K	23	4.8	25	4.7	48
50K-60K	48	10.0	34	6.4	82
60K-70K	95	19.8	111	20.7	206
70K-80K	165	34.4	173	32.3	338
80K-90K	93	19.4	93	17.4	186
90K-100K	27	5.6	52	9.7	79
100K-110K	6	1.3	29	5.4	35
110K-120K	3	0.6	3	0.6	6
120K-130K	4	0.8	7	1.3	11
130K-140K	1	0.2	0	0.0	1
180K-190K	0	0.0	1	0.2	1
<b>TOTAL</b>	<b>479</b>	<b>100.0</b>	<b>535</b>	<b>100.0</b>	<b>1014</b>

Source: Cuyahoga County Auditor's Deed Transfers Files.  
Prepared by: Housing Policy Research Program, CSU.



**TABLE 4**

**City of Maple Hts  
Stock of Single-Family Homes, Characteristics, 1997**

Characteristic	All Properties		Sold (96&97) Properties	
	Average	Median	Average	Median
Year Built	1950	1951	1949	1951
Living Area (sq. Ft.)	1173	1151	1167	1150
Parcel Size (sq. Ft.)	6992	5625	6802	5560
Parcel Size (acres)	0.16	0.13	0.16	0.13
	n=9376		n=1013	

Source: Cuyahoga County Auditor's Characteristics File.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 5**

**City of Maple Hts  
Stock of Single-Family Homes, 1997**

Type	All Properties		Sold (96&97) Properties	
	No.	%	No.	%
BiLevel	120	1.3%	7	0.7%
Bungalow	5623	60.0%	614	60.7%
Colonial	1400	14.9%	162	16.0%
Ranch	2034	21.7%	207	20.5%
Split	164	1.7%	21	2.1%
Other	32	0.3%	0	0.0%
TOTAL	9373	100.0%	1011	100.0%

Source: Cuyahoga County Auditor's Characteristics File.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 6**  
**Movers Into the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1987-89**

Community Moved From	No.* Moves	Median Selling Price	Median Purchase Price
Maple Hts	34	\$53,000	\$67,450
Cleveland	31	\$39,000	\$57,000
Bedford	6	\$46,750	\$50,950
Garfield Hts	6	\$55,000	\$70,500
All Other Communities	21	\$71,000	\$56,000
<b>TOTAL</b>	<b>98</b>	<b>\$50,000</b>	<b>\$60,000</b>

\*: Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 7**  
**Movers Into the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1990-92**

Community Moved From	No. Moves	Median Selling Price	Median Purchase Price
Maple Hts	27	\$58,200	\$68,000
Cleveland	16	\$36,250	\$62,950
Summit County	5	\$97,250	\$57,500
All Other Communities	29	\$61,900	\$64,900
<b>TOTAL</b>	<b>77</b>	<b>\$58,000</b>	<b>\$64,900</b>

\*: Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 8**  
**Movers Into the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1993-95**

Community Moved From	No. Moves	Median Selling Price	Median Purchase Price
Maple Hts	18	\$62,250	\$79,900
Cleveland	16	\$48,470	\$81,700
Summit County	10	\$84,500	\$73,950
All Other Communities	31	\$70,000	\$71,000
<b>TOTAL</b>	<b>75</b>	<b>\$65,000</b>	<b>\$75,000</b>

\*: Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 9**  
**Movers Into the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1996 & 97**

Community Moved From	No.* Moves	Median Selling Price	Median Purchase Price
Cleveland	17	\$52,000	\$78,250
Maple Hts	6	\$66,271	\$86,500
Garfield Hts	5	\$79,500	\$94,000
All Other Communities	19	\$87,500	\$75,900
<b>TOTAL</b>	<b>47</b>	<b>\$64,850</b>	<b>\$78,500</b>

\*: Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 10**  
**Movers Into the City of Maple Hts\***  
**Characteristic of Properties Sold and Bought, 1996 & 97**

Characteristic	Moved From Properties		Moved To Properties	
	Average	Median	Average	Median
Year Built	1941	1948	1956	1956
Living Area (sq. Ft.)	1320	1209	1160	1137
Parcel Size (sq. Ft.)	9557	5264	8696	6000
Parcel Size (acres)	0.22	0.12	0.20	0.14
Construction Type:	No.	%	No.	%
Aluminum	22	46.8%	26	55.3%
Brick	8	17.0%	14	29.8%
Frame	15	31.9%	6	12.8%
Other/Unknown	2	4.3%	1	2.1%
Total	47		47	

\* Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 11**  
**Movers Out of the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1987-89**

Community Moved To	No.* Moves	Median Selling Price	Median Purchase Price
<i>Summit County</i>	104	\$55,000	\$87,470
Maple Hts	34	\$53,000	\$67,450
Parma	31	\$55,000	\$86,900
<i>Portage County</i>	24	\$54,500	\$89,000
Seven Hills	20	\$56,200	\$110,750
<i>Lake County</i>	17	\$54,000	\$85,000
<i>Geauga County</i>	15	\$55,500	\$95,000
Solon	14	\$60,500	\$108,750
Bedford	13	\$57,500	\$78,000
North Royalton	13	\$65,250	\$115,000
<i>Medina County</i>	12	\$55,200	\$84,500
Broadview Hts	8	\$58,250	\$108,275
Brecksville	6	\$56,000	\$114,000
Independence	6	\$67,750	\$109,750
Cleveland	5	\$49,000	\$53,000
Garfield Hts	5	\$55,800	\$77,500
Valley View	5	\$65,500	\$166,000
Walton Hills	5	\$55,900	\$126,000
All Other Communities	28	\$57,250	\$86,750
<b>TOTAL</b>	<b>365</b>	<b>\$55,000</b>	<b>\$89,000</b>

\* Sample/Estimate: two-thirds, at most, of actual number.

Source: Amerestate Deed Transfer Records.

Prepared by: Housing Policy Research Program, CSU.

**TABLE 12**  
**Movers Out of the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1990-92**

Community Moved To	No.* Moves	Median Selling Price	Median Purchase Price
<i>Summit County</i>	85	\$64,000	\$110,480
Maple Hts	27	\$58,200	\$68,000
<i>Portage County</i>	23	\$62,500	\$114,000
Parma	20	\$62,700	\$113,500
Solon	20	\$66,950	\$131,950
North Royalton	18	\$63,050	\$138,450
Seven Hills	16	\$64,000	\$126,250
<i>Medina County</i>	16	\$68,450	\$115,750
<i>Geauga County</i>	15	\$65,000	\$117,000
Valley View	10	\$78,350	\$175,875
Garfield Hts	9	\$60,900	\$67,500
Independence	9	\$68,500	\$121,000
<i>Lake County</i>	9	\$76,000	\$127,000
Bedford	8	\$62,950	\$84,500
Strongsville	8	\$64,700	\$127,255
Brecksville	6	\$81,500	\$171,250
Broadview Hts	5	\$69,000	\$115,000
All Other Communities	35	\$63,500	\$89,700
<b>TOTAL</b>	<b>339</b>	<b>\$64,500</b>	<b>\$112,000</b>

\* Sample/Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 13**  
**Movers Out of the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1993-95**

Community Moved To	No.* Moves	Median Selling Price	Median Purchase Price
<i>Summit County</i>	130	\$69,900	\$125,950
<i>Portage County</i>	29	\$72,900	\$119,000
Parma	28	\$69,450	\$115,450
<i>Geauga County</i>	22	\$71,950	\$128,950
Maple Hts	18	\$62,250	\$79,900
Solon	17	\$69,000	\$126,000
Broadview Hts	16	\$74,000	\$131,800
<i>Medina County</i>	16	\$65,000	\$127,450
<i>Lake County</i>	12	\$67,000	\$122,950
Bedford	11	\$65,000	\$81,000
Strongsville	11	\$70,000	\$141,500
Garfield Hts	10	\$74,450	\$87,500
Seven Hills	10	\$72,250	\$122,000
North Royalton	8	\$78,250	\$152,500
Brecksville	7	\$77,000	\$168,500
Walton Hills	6	\$82,250	\$159,500
Independence	5	\$76,000	\$139,900
All Other Communities	35	\$70,000	\$125,000
<b>TOTAL</b>	<b>391</b>	<b>\$70,000</b>	<b>\$123,000</b>

\* Sample/Estimate: two-thirds, at most, of actual number.

Source: Amerestate Deed Transfer Records.

Prepared by: Housing Policy Research Program, CSU.



**TABLE 14**  
**Movers Out of the City of Maple Hts**  
**Places Moved from, Selling/Buying Price, 1996 & 97**

Community Moved To	No.* Moves	Median Selling Price	Median Purchase Price
<i>Summit County</i>	66	\$77,500	\$137,995
<i>Portage County</i>	16	\$77,500	\$137,545
Seven Hills	14	\$83,950	\$162,500
<i>Medina County</i>	11	\$76,500	\$130,000
Parma	10	\$78,000	\$119,950
<i>Geauga County</i>	10	\$74,700	\$135,000
Bedford	8	\$65,500	\$82,500
Garfield Hts	8	\$73,850	\$81,250
Broadview Hts	6	\$89,500	\$167,365
Maple Hts	6	\$66,271	\$86,500
Solon	6	\$70,750	\$160,250
Valley View	6	\$85,250	\$213,500
Walton Hills	6	\$93,000	\$166,750
North Royalton	5	\$75,000	\$151,200
<i>Lake County</i>	5	\$78,000	\$145,000
<i>Lorain County</i>	5	\$82,500	\$110,000
All Other Communities	36	\$78,500	\$137,000
<b>TOTAL</b>	<b>224</b>	<b>\$78,000</b>	<b>\$137,495</b>

\* Sample/Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 15**  
**Movers Out of the City of Maple Hts\***  
**Characteristic of Properties Sold and Bought, 1996 & 97**

Characteristic	Moved From Properties		Moved To Properties	
	Average	Median	Average	Median
Year Built	1951	1951	1966	1967
Living Area (sq. Ft.)	1185	1155	1643	1540
Parcel Size (sq. Ft.)	6892	5600	23832	14350
Parcel Size (acres)	0.16	0.13	0.55	0.33
Construction Type:	No.	%	No.	%
Aluminum	154	68.8%	96	42.9%
Brick	36	16.1%	34	15.2%
Frame	30	13.4%	49	21.9%
Other/Unknown	4	1.8%	45	20.1%
Total	224		224	

\*: Estimate: two-thirds, at most, of actual number.  
Source: Amerestate Deed Transfer Records.  
Prepared by: Housing Policy Research Program, CSU.

**TABLE 17**  
Top Ten Income Tax Rate Payers  
31 December, 1998

<b>Taxpayer</b>	<b>Withholding Taxes</b>
	<b>Reported</b>
Maple Heights Board of Education	\$283,639
Tops Markets, Inc.	234,617
Cuyahoga County Auditor	184,154
United Staffing of America	141,949
Metal Processing Corporation	127,193
Beverage Management Co.	69,553
Ameritech	64,979
Alpha Heat Treating Co. Inc.	57,594
K-Mart	50,292
Riser Foods Company	47,521

Source: Regional Income Tax Agency

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# Inventory of Properties for Development/Redevelopment

City of Maple Heights, Ohio

Category	Address	Available Acreage	Available Square Footage	Property Description	Sale Price	Lease Price	Contact	Telephone Number
Raw Land	Broadway Avenue (near Bedford border)	18.00		10.5 acres vacant/7.5 developed Willing to subdivide Clean site; environmental report Zoned Industrial	Negotiable		Peter Meisel	(216) 232-2300
	Broadway Avenue (near Greenhurst Road)	13.00		Vacant Clean site Rail access possible Broadway frontage Zoned Industrial			Clinton Scaggs	(216) 524-9260
	Granite Road (near South Lee and Rockside Roads)	24.00	n/a	Vacant Clean site Rail access possible Some infrastructure Zoned Industrial			Brian Garson	(216) 541-0203
	Greenhurst Road (adjacent to rail lines)	86.00		Vacant Clean site Zoned Industrial Rail access possible			Van Baker (404) 529-2217	
	Libby Road (Southgate U.S.A.)			Outparcels Clean site Zoned Retail Traffic counts: Warrensville/Libby: 34,406 Warrensville/Rockside: 44,377			Dave Horwitz (216) 416-3468	
	Warrensville Center Road	1.45		Outparcel Zoned Retail Clean site Traffic counts: Northfield/Libby: 33,368 Northfield/Rockside: 44,180	\$475,000		Lydia Rachani	(216)221-6600
Total Available Acreage		142.45						
Industrial and Office Space	14801 Broadway Avenue	3.00	33,000	Office building	\$1,100,000		Armand Aghajanian	(216) 520-1200
	5401 Dunham Road	1.90	400	Office space	Negotiable	Negotiable	Denny Sherman	(216) 475-6944

5461 Dunham Road	1.00	24,000	Schuler Mfg. building	\$600,000	\$3.00/sf	Ed Ostendorf	(216) 662-3663
5250 Lee Road		1,100	Office space		Negotiable	Vern Downey	(216) 587-1131
14600 Industrial Avenue		7,500			\$4.75 - \$8.75	Simon Caplan	(216) 520-1200
14150 North Industrial Avenue		9,000	Cleveland Steel Specialty bldg		\$3.60	Kathy Pierce	(216) 661-6927
14400 North Industrial Avenue		5,000	Precision Brush building		Negotiable	Max Mammana	(216) 581-9059
14400 South Industrial Avenue		25,404	Cleveland Steel Specialty bldg	\$750,000	\$4.50	J. Tyler Newman	(216) 861-5087
14501 South Industrial Avenue	1.40	33,125	Vital Products building	\$795,000		Armand Aghajanian	(216) 520-1200
14508 South Industrial Avenue		22,690	H & H Wheel building		\$3.75	Peter Cary	(216) 831-3310
16501 Rockside Road		81,279	Cook United building		Negotiable	Bill Bauman	(216) 651-9090
5320 Warrensville Center Road		1,500	Office space		Negotiable	Vito Colonna	(216) 582-4850
		<b>Total Available Square Footage</b>		<b>243,998</b>			

<b>Commercial Space</b>							
15200 Broadway Avenue	0.25		Sunoco building		Negotiable	Bill Consolo	(216) 425-2554
15726 Broadway Avenue		1,600	New space		\$11.50	Gary Gray	(216) 771-4440
15800 Broadway Avenue		5,320	Value Mart space		\$9.00	Gary Gray	(216) 771-4440
15880 Broadway Avenue		3,780	Key Bank space		\$10.00	Gary Gray	(216) 771-4440
15935 Broadway Avenue	1.00		Residence	\$135,000		Bill Scholle	(216) 526-2900
15969 Broadway Avenue		1,900	Pizza Hut		\$1,500/month	Jerry Herman	(216) 663-0088
16328 Broadway Avenue	0.90		Van Shop, Inc.	Negotiable		Steve Agoston	(216) 581-1600
16340 Broadway Avenue	0.55		Residence	Negotiable		Ron Coffman	(216) 662-2007
16480 Broadway Avenue		5,000	Western Auto	Negotiable		John Hegrat	(216) 662-0300
17090 Broadway Avenue		1,200		Negotiable		George Shamp	(216) 475-4211
17399 Broadway Avenue	0.25	30,000	Reider's Grocery building	\$850,000		Hal Reisenfeld	(216) 765-8080
5831 Dunham Road		2,310	Agostino's	\$159,500		Madeline Lesco	(216) 735-1000
6149 Dunham Road		2,824	Star Bank	\$325,000		Jimmy Roth	(877) 786-4338
6130 Dunham Road		13,000	Cavalier Party Center	Negotiable		Lisa Wiener	(216) 514-5100
6142 Dunham Road		2,000	Sally's Place		\$11.50	Lisa Wiener	(216) 514-5101
14500 Granger Road	0.25	4,662	Dairy Mart	\$200,000		George Pofok	(216) 861-5212
14800 Granger Road	0.25	1,000	Don's Automotive	\$170,000		Bill Scholle	(216) 526-2900
5196 Lee Road	0.25	1,730	Jade Garden	\$150,000		Norm Wingenfield	(440) 888-4000
5250 Lee Road	0.40	1,200	Gun and Tackle Shop	\$190,000		Vern Downey	(216) 587-1131
5251 Lee Road		750	Doctors' office		\$600/month	Phil Barnes	(216) 328-2660
5261 Lee Road	0.50		Auto Repair	Negotiable		Erin Coleman	(216) 687-1800
5396 Lee Road	0.40	2,000	Day Care	\$130,000		Bill Balcer	(440) 439-5220
15713D Libby Road		600	Embroidery shop		\$500/month	George Kneiden	(216) 662-5988
15811 Libby Road		1,500	Steve's TV		\$700/month	Carl Polster	(216) 464-2528
##### Libby Road		1,000-100,000	Southgate U.S.A.		Negotiable	Dave Horwitz	(216) 416-3468
5136 Northfield Road		2,400	Safe & Sound		\$10.00	Vince Georgi	(440) 944-0115
5120 Warrensville Center Road	0.17	3,000	Guciardo's	\$240,000		Ken Raina	(330) 273-2940
5135 Warrensville Center Road		1,300			\$550/month	Kuldip Pooni	(216) 581-9414

5158 Warrensville Center Road	3,000 Maid Brigade	\$1700/month	Jonah Schienbaum (216) 761-9628
5236 Warrensville Center Road	3,600 Wallpaper Mania	Negotiable	Ernest Tisdell (216) 328-2660
5525 Warrensville Center Road	1,500 Chaztime	\$10.50	Jeff Orchen (216) 663-1967
Total Available Square Footage	97,176		

**Broadway Avenue Retail Inventory**  
Maple Heights, Ohio

Category	Address	Street	Store Name	Floorspace (sf)	Shopping Center
Supermarkets	15870	Broadway Avenue	Mapletown Food Center	16,731	Mapletown Plaza
			<b>Total Floorspace</b>	<b>16,731</b>	
Other Foods			<b>City Category Total</b>	<b>115,566</b>	
			<b>Broadway Percentage of Category</b>	<b>14%</b>	
Other Foods	15189	Broadway Avenue	Maple Beverage & Deli	926	
	16477		Food Mart Plus	3,600	
	16701		Farmer Jones Indoor Market	4,103	
	16764		Wonder Bakery Outlet	1,752	
	17205		Mr. Z Beverage & Deli	2,000	
	17331		Screamers Dairy Treats	620	
			<b>Total Floorspace</b>	<b>13,001</b>	
Food Service			<b>City Category Total</b>	<b>59,364</b>	
			<b>Broadway Percentage of Category</b>	<b>22%</b>	
Food Service	14516	Broadway Avenue	Wings Sports Bar & Grill	2,208	
	15313		Danny's Tavern	1,000	
	15500		McDonalds	3,535	
	15650		Burger King	3,428	
	15701		Sno-White Donuts	1,500	
	15720		Chinese Food	3,146	Mapletown Plaza
	15740		Demetrios Family Kitchen	4,576	Mapletown Plaza
	15755		Carol's Maple Leaf Tavern	2,820	
	16473		Mr. Hero	1,200	
	16477		Domino's Pizza	2,400	
	16941		Grill's Tavern	2,783	
	17330		Maple Heights Catering	2,000	
			<b>Total Floorspace</b>	<b>30,596</b>	
			<b>City Category Total</b>	<b>124,967</b>	
			<b>Broadway Percentage of Category</b>	<b>24%</b>	



**Broadway Avenue Retail Inventory**  
Maple Heights, Ohio

Category	Address	Street	Store Name	Floorspace (sf)	Shopping Center
Drugs	15780	Broadway Avenue	Medic Drug	11,440	Mapletown Plaza
			<b>Total Floorspace</b>	<b>11,440</b>	
Other Convenience Goods			<b>City Category Total</b>	<b>82,949</b>	
			<b>Broadway Percentage of Category</b>	<b>14%</b>	
Other Convenience Goods	14855	Broadway Avenue	Suburban Builders Supply	14,630	
	15317		Bob & Gene's Bait & Tackle	1,600	
	15325		Precious Possessions Pawn Shop	800	
	15356		Loving Touch	2,067	
	15450		The Box Office	2,700	
	15501		Webber Floor Coverings	1,592	
	15629		Comfort Air Company	2,128	
	15785		Slezak Sewing & Vacuum Center	2,910	
	15789		90 Degrees Custom Framing, Art & Music	6,200	
	15800		Valu Mart	5,720	Mapletown Plaza
	16460		Maple Heights True Value Hardware	16,178	
	16635		Maple Heights Floral Fruit, Inc.	3,525	
	16642		Everything & More	1,052	
	17050		Royal Floral Design	2,000	
			<b>Total Floorspace</b>	<b>63,102</b>	
			<b>City Category Total</b>	<b>196,582</b>	
			<b>Broadway Percentage of Category</b>	<b>32%</b>	
Convenience Services	15321	Broadway Avenue	At Your Fingertips	800	
	15323		Hair Boutique Salon	800	
	15730		Video Club	2,574	Mapletown Plaza
	15746		Nancy's Hair Design	600	Mapletown Plaza
	15750		Headlines	520	Mapletown Plaza
	15751		Hair Emotion	2,820	Mapletown Plaza
	15766		Polo Nails	2,000	
	15777		Mr. Don's Hairdressers	1,379	
	15971		Aladdin Cleaners & Tailors, Inc.	2,025	
	16150		Wash N Dry	2,330	
	16806		Tera Rowser Robinson Beauty Clinic	1,200	
	17316		Jeannie's Family Hair Care Center	1,000	
	17324		Fran's Beauty Salon	1,000	
			<b>Total Floorspace</b>	<b>19,048</b>	
			<b>City Category Total</b>	<b>76,296</b>	
			<b>Broadway Percentage of Category</b>	<b>25%</b>	

**Broadway Avenue Retail Inventory**  
Maple Heights, Ohio

Category	Address	Street	Store Name	Floorspace (sf)	Shopping Center
Other General Merchandise	15850	Broadway Avenue	Rose's Discount	2,431	Mapletown Plaza
			<b>Total Floorspace</b>	<b>2,431</b>	
			<b>City Category Total</b>	<b>56,081</b>	
			<b>Broadway Percentage of Category</b>	<b>4%</b>	
Clothing and Shoes	15818	Broadway Avenue	Hancock Fabrics, Inc.	9,724	Mapletown Plaza
	15840		Work Smart Clothing Factory	2,717	Mapletown Plaza
			<b>Total Floorspace</b>	<b>12,441</b>	
			<b>City Category Total</b>	<b>72,446</b>	
			<b>Broadway Percentage of Category</b>	<b>17%</b>	
Other Shopping Goods	14740	Broadway Avenue	Picture Frames & Art	1,000	
	15830		Super Sports	2,600	
	16143		Gambino's Power Equipment	2,730	
	16501		Sima Marine	6,375	
	16812		Bennici Outdoor Equipment & Parts	1,560	
	17388		Larry's Garden Center	5,985	
			<b>Total Floorspace</b>	<b>20,250</b>	
			<b>City Category Total</b>	<b>127,152</b>	
			<b>Broadway Percentage of Category</b>	<b>16%</b>	
Furniture	15700	Broadway Avenue	Alrengo	3,737	Mapletown Plaza
			<b>Total Floorspace</b>	<b>3,737</b>	
			<b>City Category Total</b>	<b>50,872</b>	
			<b>Broadway Percentage of Category</b>	<b>7%</b>	
New Auto Sales	15901	Broadway Avenue	Cheep Auto Rentals	1,610	
	16256		Auto-Truck-Van Shop	1,700	
	16592		Kraftsman Auto Sales	6,383	
	16622		Lake Motors, Inc.	1,000	
	17000		Creager Motor Sports	19,236	
			<b>Total Floorspace</b>	<b>29,929</b>	
			<b>City Category Total</b>	<b>32,929</b>	
			<b>Broadway Percentage of Category</b>	<b>91%</b>	
Used Auto Sales	17081	Broadway Avenue	J.D. Byrider	1,406	
	17191		C.R.. Cardinal Auto Sales, Inc.	2,300	
			<b>Total Floorspace</b>	<b>3,706</b>	
			<b>City Category Total</b>	<b>3,706</b>	
			<b>Broadway Percentage of Category</b>	<b>100%</b>	

**Broadway Avenue Retail Inventory**  
Maple Heights, Ohio

Category	Address	Street	Store Name	Floorspace (sf)	Shopping Center
Auto Parts Sales	16480	Broadway Avenue	Parts America	5,393	
	17170		Triangle Automotive Parts, Inc.	4,900	
	17280		Hyde Tire Sales, Inc.	5,181	
			<b>Total Floorspace</b>	<b>15,474</b>	
Auto Repair			<b>City Category Total</b>	<b>47,144</b>	
			<b>Broadway Percentage of Category</b>	<b>33%</b>	
	15300	Broadway Avenue	Roy's Auto Body	1,378	
	15920		Safelite Auto Glass	5,741	
	15980		Allen Auto Body	2,547	
	16592		Jeff's Auto Service	3,045	
			<b>Total Floorspace</b>	<b>12,711</b>	
Gas Stations			<b>City Category Total</b>	<b>40,116</b>	
			<b>Broadway Percentage of Category</b>	<b>32%</b>	
	15200	Broadway Avenue	Siebert Sunoco	288	
	15424		Pro Touch Auto Detailing	1,472	
	15851		Rini's Marathon	1,898	
	16592		Universal Auto Detailing	1,186	
	16601		Vintage Car Wash	7,957	
	17100		Quarter Mile Finish	1,479	
	17611		A. Roth's Unocare	1,909	
			<b>Total Floorspace</b>	<b>16,189</b>	
Enclosed Amusements			<b>City Category Total</b>	<b>45,186</b>	
			<b>Broadway Percentage of Category</b>	<b>36%</b>	
	15330	Broadway Avenue	Bat-A-Rama Batting Cages	960	
			<b>Total Floorspace</b>	<b>960</b>	
Animal Hospitals			<b>City Category Total</b>	<b>132,595</b>	
			<b>Broadway Percentage of Category</b>	<b>1%</b>	
	14830	Broadway Avenue	Suburban Animal Hospital	2,797	
			<b>Total Floorspace</b>	<b>2,797</b>	
Training Schools			<b>City Category Total</b>	<b>7,275</b>	
			<b>Broadway Percentage of Category</b>	<b>38%</b>	
	16814	Broadway Avenue	Okinawan Karate	2,157	
			<b>Total Floorspace</b>	<b>2,157</b>	
			<b>City Category Total</b>	<b>11,257</b>	
			<b>Broadway Percentage of Category</b>	<b>19%</b>	

**Broadway Avenue Retail Inventory**  
Maple Heights, Ohio

Category	Address	Street	Store Name	Floorspace (sf)	Shopping Center
Business Services	15629	Broadway Avenue	Area Temps	2,128	
			<b>Total Floorspace</b>	<b>2,128</b>	
			<b>City Category Total</b>	<b>8,329</b>	
			<b>Broadway Percentage of Category</b>	<b>26%</b>	
Miscellaneous	16400	Broadway Avenue	Handwriting Analysis/Horoscope Readings	1,000	
			<b>Total Floorspace</b>	<b>1,000</b>	
			<b>City Category Total</b>	<b>5,604</b>	
			<b>Broadway Percentage of Category</b>	<b>18%</b>	
Existing Vacant	15726	Broadway Avenue	Vacant	2,000	
	15880			3,780	Mapletown Plaza
	15950			946	
	15969			2,025	
	16655			2,209	
	17150			2,500	
	17399			22,500	
			<b>Total Floorspace</b>	<b>35,960</b>	
Local Office			<b>City Category Total</b>	<b>190,663</b>	
			<b>Broadway Percentage of Category</b>	<b>19%</b>	
	15400	Broadway Avenue	Equity Savers Realty	1,000	
	15710		Dental Office	3,718	Mapletown Plaza
	15756		Able Chiropractic Clinic	2,717	Mapletown Plaza
	15760		Beneficial	2,000	
	15765		Charter One Bank	4,063	
	15779		Franklin G. Kochtan, Attorney-at-Law	1,287	
	15781		Linhart Realty	2,910	
	15821		City Loan Financial Services	2,143	
	15940		Enviro Test, Inc.	816	
	16592		Hanover Financial Services	866	
			<b>Total Floorspace</b>	<b>21,520</b>	
			<b>City Category Total</b>	<b>137,929</b>	
			<b>Broadway Percentage of Category</b>	<b>16%</b>	
			<b>Broadway Total Commercial Floorspace</b>	<b>337,308</b>	
			<b>City Total Commercial Floorspace, All Categories*</b>	<b>1,665,008</b>	
			<b>Broadway Percentage of Category</b>	<b>20%</b>	

\*Includes categories not present on Broadway Avenue  
Source: Cuyahoga County Planning Commission Retail Inventory, November 1998

**Maple Heights Master Plan: Broadway Avenue Existing Conditions**  
Parcel Data

PPN	Owner Name	Parcel Address	Land Use Code	Total Taxable Property Value	Taxable Building Value	Taxable Land Value	Exempt Total Value	Exempt Building Value	Exempt Land Value	Lot Size (Square Feet)	Lot Size (Acres)
78101001	OHIO STATE OF	BROADWAY AVE	6100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
78101002	CAMPBELL & SONS, INC.	14445 BROADWAY AVE	4990	\$1,306,800	\$1,171,600	\$135,200	\$0	\$0	\$0	181,749	4.17
78101005	CUYAHOGA COUNTY BD OF	BROADWAY	6200	\$0	\$0	\$0	\$52,500	\$0	\$0	114,130	2.62
78101006	CUYAHOGA COUNTY BD OF	14775 BROADWAY RD	6200	\$62,200	\$62,200	\$0	\$2,550,900	\$2,470,900	\$80,000	174,240	4.00
78102056	HASHEM ENTERPRISES INC	BROADWAY	5000	\$3,900	\$0	\$3,900	\$0	\$0	\$0	32,008	0.73
78102057	HASHEM ENTERPRISES INC	14801 BROADWAY AVE	3100	\$1,416,600	\$1,267,000	\$149,600	\$0	\$0	\$0	0	
78102058	HASHEM ENTERPRISES INC	14855 BROADWAY AVE	3100	\$83,400	\$0	\$83,400	\$0	\$0	\$0	0	
78102062	REILLY, DOROTHY J.	14855 BROADWAY AVE	3100	\$83,400	\$0	\$83,400	\$0	\$0	\$0	0	
78108043	FERRARO MICHAEL J	15271 BROADWAY AVE	4780	\$685,800	\$467,000	\$218,800	\$0	\$0	\$0	0	
78108044	R K G. INC.	15261 BROADWAY AVE	5100	\$49,900	\$41,000	\$8,900	\$0	\$0	\$0	6,534	0.15
78108045	JASKOLSKI, RICHARD	15201 BROADWAY AVE	5100	\$47,300	\$38,600	\$8,700	\$0	\$0	\$0	6,250	0.14
78108046	LOGALBO DOMINIC A & D M	15189 BROADWAY AVE	4990	\$42,100	\$6,700	\$35,400	\$0	\$0	\$0	13,126	0.30
78108048	BUCKSHAW, JERRY A.	15111 BROADWAY AVE	4970	\$58,900	\$16,100	\$42,800	\$0	\$0	\$0	0	
78108049	BUCKNELL ROBERT C	15105 BROADWAY AVE	4090	\$110,000	\$76,000	\$34,000	\$0	\$0	\$0	11,684	0.27
78109030	AMERICAN LEGION OF MAPLE HTS	BROADWAY AVE	4200	\$162,100	\$105,000	\$57,100	\$0	\$0	\$0	25,369	0.58
78109031	STEWART, MAURICE	15425 BROADWAY AVE	4000	\$41,700	\$0	\$41,700	\$0	\$0	\$0	13,028	0.30
78109033	BROADWAY ASSOCIATES, LTD	15317 BROADWAY AVE	4530	\$60,800	\$16,600	\$44,200	\$0	\$0	\$0	0	
78109034	BROADWAY ASSOCIATES LTD.	BROADWAY AVE	4970	\$145,000	\$91,500	\$53,500	\$0	\$0	\$0	0	
78109035	BROADWAY ASSOCIATES LTD	BROADWAY AVE	4970	\$17,500	\$0	\$17,500	\$0	\$0	\$0	0	
78109036	ROSE CONNIE J	BROADWAY AVE	4970	\$11,700	\$0	\$11,700	\$0	\$0	\$0	0	
78109037	ROSE CONNIE J	15309 BROADWAY AVE	5000	\$1,400	\$0	\$1,400	\$0	\$0	\$0	3,125	0.07
78110020	SMYLLIE WILLIAM	15629 BROADWAY AVE	5100	\$48,400	\$42,300	\$6,100	\$0	\$0	\$0	3,125	0.07
78110021	G-N DISTRIBUTING COMPANY	15595 BROADWAY AVE	4970	\$174,700	\$117,600	\$57,100	\$0	\$0	\$0	3,484	0.08
78110023	LONG, KAREN	15567 BROADWAY RD	4565	\$171,300	\$18,800	\$52,500	\$0	\$0	\$0	0	
78110025	MAPLE HTS POST NO 309	BROADWAY AVE	4430	\$170,000	\$118,300	\$51,700	\$0	\$0	\$0	21,607	0.50
78110026	MAPLE HTS POST NO 309	15521 BROADWAY AVE	4650	\$15,800	\$0	\$15,800	\$0	\$0	\$0	0	
78110027	WEBBER, LOUISE (TRUSTEE	15501 BROADWAY AVE	4650	\$78,500	\$53,200	\$25,300	\$0	\$0	\$0	4,829	0.11
78110028	SMOTEK, RONALD J.	15789 BROADWAY AVE	4970	\$69,600	\$46,600	\$23,000	\$0	\$0	\$0	7,736	0.18
78110029	DEL SIN REALTY CORP	15721 BROADWAY AVE	4800	\$37,700	\$17,000	\$20,700	\$0	\$0	\$0	5,733	0.13
78110025	POHMAN EDWARD A	15759 BROADWAY AVE	4320	\$125,400	\$74,100	\$51,300	\$0	\$0	\$0	6,250	0.14
78110026	FIRST FEDERAL SAVINGS & LOAN	15765 BROADWAY AVE	4970	\$97,400	\$79,300	\$18,100	\$0	\$0	\$0	14,489	0.33
78111027	KOCHTAN FRANKLIN G	15775 BROADWAY AVE	4440	\$268,400	\$229,600	\$38,800	\$0	\$0	\$0	4,500	0.10
78111028	LINHART ROBERT W., TRUSTEE	15781 BROADWAY AVE	4970	\$57,800	\$27,700	\$30,100	\$0	\$0	\$0	10,050	0.23
78111029	SMOTEK, RONALD J.	15789 BROADWAY AVE	4970	\$91,000	\$60,900	\$30,100	\$0	\$0	\$0	7,500	0.17
78111030	SMOTEK MIRIAM M	15821 BROADWAY AVE	4970	\$132,700	\$92,400	\$40,300	\$0	\$0	\$0	7,500	0.17
78111031	RINI, THOMAS R., TRUSTEE	15851 BROADWAY AVE	4470	\$121,500	\$98,100	\$23,400	\$0	\$0	\$0	10,065	0.23
78111033	MITCHELL, MARILYN J	15901 BROADWAY AVE	4520	\$112,800	\$44,900	\$67,900	\$0	\$0	\$0	6,488	0.15
78111034	VINCENT, THOMAS	BROADWAY AVE	4585	\$79,200	\$31,100	\$48,100	\$0	\$0	\$0	20,574	0.47
78111035	BEATRICE M VINCENT	15935 BROADWAY AVE	5000	\$9,900	\$0	\$9,900	\$0	\$0	\$0	12,500	0.29
78111036	BEATRICE M VINCENT	BROADWAY AVE	5100	\$55,000	\$54,800	\$200	\$0	\$0	\$0	15,700	0.36
78112002	ZEUS PROPERTIES LTD	16001 BROADWAY AVE	5000	\$9,900	\$0	\$9,900	\$0	\$0	\$0	14,300	0.33
78112004	GOAD, JOHN.	16011 BROADWAY AVE	4090	\$58,000	\$13,700	\$44,300	\$0	\$0	\$0	12,850	0.29
78112005	GOAD, JOHN.	16023 BROADWAY AVE	5100	\$44,100	\$34,700	\$9,400	\$0	\$0	\$0	29,555	0.68
78112006	LEWICKI,FRANK	16033 BROADWAY AVE	5000	\$13,800	\$0	\$13,800	\$0	\$0	\$0	10,000	0.23
78112007	DOBER ROBERT F TRUSTEE	16095 BROADWAY AVE	5100	\$58,700	\$47,700	\$11,000	\$0	\$0	\$0	10,000	0.23
78112008	GAMBINO, VICTOR	16101 BROADWAY AVE	5100	\$66,300	\$56,800	\$9,500	\$0	\$0	\$0	19,500	0.45
78112009	GAMBINO VICTOR & DOLORES M	16133 BROADWAY AVE	5100	\$58,300	\$47,500	\$10,800	\$0	\$0	\$0	15,708	0.36
78112010	GAMBINO NICK J & V	16143 BROADWAY AVE	4200	\$170,500	\$108,500	\$62,000	\$0	\$0	\$0	16,610	0.38
78112011	GAMBINO NICK J & V	BROADWAY AVE	4000	\$118,500	\$118,500	\$0	\$0	\$0	\$0	18,804	0.43
78112012	MAPLE CARE CENTER	16231 BROADWAY RD	4120	\$26,300	\$0	\$26,300	\$0	\$0	\$0	8,591	0.20
				\$2,968,000	\$2,544,000	\$424,000	\$0	\$0	\$0	8,214	0.19
							\$0	\$0	\$0	118,160	2.71

**Maple Heights Master Plan: Broadway Avenue Existing Conditions**  
Parcel Data

PPN	Owner Name	Parcel Address	Land Use Code	Total Taxable Property Value	Taxable Building Value	Taxable Land Value	Exempt Total Value	Exempt Building Value	Exempt Land Value	Lot Size (Square Feet)	Lot Size (Acres)
78112022	SMITH, DEON K.	16065 BROADWAY BLVD	4200	\$77,900	\$25,500	\$52,400	\$0	\$0	\$0	35,207	0.81
78112023	DOBER, JOHN E.	16075 BROADWAY BLVD	5100	\$64,700	\$54,500	\$10,200	\$0	\$0	\$0	16,450	0.38
78112024	ZEUS PROPERTIES LTD	15969 BROADWAY BLVD	4200	\$352,000	\$260,800	\$91,200	\$0	\$0	\$0	27,628	0.63
78113033	MATHIAS, DUANE A.	16481 BROADWAY AVE	4420	\$94,800	\$77,800	\$17,000	\$0	\$0	\$0	4,129	0.09
78113035	COLUMBO ENTERPRISES INC	16477 BROADWAY AVE	4200	\$340,600	\$262,200	\$78,400	\$0	\$0	\$0	32,221	0.74
78114023	AGOSTON STEPHEN E	BROADWAY AVE	4310	\$17,100	\$0	\$17,100	\$0	\$0	\$0	0	0
78114024	AGOSTON STEPHEN E	BROADWAY AVE	4310	\$13,700	\$0	\$13,700	\$0	\$0	\$0	0	0
78114025	AGOSTON STEPHEN E	16655 BROADWAY AVE	4310	\$58,500	\$41,100	\$17,400	\$0	\$0	\$0	0	0
78114026	GRIOLLI, JOSEPH JR	16635 BROADWAY AVE	4200	\$129,800	\$77,700	\$52,100	\$0	\$0	\$0	17,242	0.40
78114027	WARREN, LOWMISTINE	16621 BROADWAY AVE	5100	\$100,100	\$83,800	\$16,300	\$0	\$0	\$0	16,236	0.37
78114028	ERIE SHORE ENT	16601 BROADWAY AVE	4570	\$609,200	\$258,600	\$350,600	\$0	\$0	\$0	79,664	1.83
78114030	SIMA JAMES	16501 BROADWAY AVE	4900	\$89,500	\$38,700	\$50,800	\$0	\$0	\$0	0	0
78114031	SIMA JAMES	16501 BROADWAY AVE	4900	\$138,200	\$98,700	\$39,500	\$0	\$0	\$0	0	0
78115001	ROSS POSATIÈRE J ETAL	16701 BROADWAY AVE	4970	\$84,500	\$46,500	\$38,000	\$0	\$0	\$0	31,970	0.73
78115003	R & T OPEN AIR MARKET, INC.,	5547 BROADWAY AVE	4990	\$29,900	\$7,200	\$22,700	\$0	\$0	\$0	6,990	0.16
78115004	R & T OPEN AIR MARKET, INC.	BROADWAY AVE	4000	\$23,900	\$0	\$23,900	\$0	\$0	\$0	7,440	0.17
78115006	FOUR SQUARE GOSPEL INC	16811 BROADWAY AVE	6850	\$0	\$0	\$0	\$91,300	\$59,900	\$31,400	9,512	0.22
78115007	VFW MAPLE HTS POST 3290 OF	16847 BROADWAY AVE	4650	\$122,100	\$60,400	\$61,700	\$0	\$0	\$0	25,160	0.58
78115010	CREAGER PROPERTIES, INC	16939 BROADWAY AVE	4310	\$90,000	\$42,600	\$47,400	\$0	\$0	\$0	23,712	0.54
78115014	ELECTROCOMM INC	17001 BROADWAY AVE	4200	\$95,600	\$55,800	\$39,800	\$0	\$0	\$0	12,060	0.28
78115016	CREAGER PROPERTIES, INC.	17011 BROADWAY AVE	4200	\$43,500	\$23,000	\$20,500	\$0	\$0	\$0	6,200	0.14
78115017	FRANK B KRAUSE & ASSOCIATES	17021 BROADWAY AVE	4200	\$72,600	\$43,000	\$29,600	\$0	\$0	\$0	8,990	0.21
78115019	ORCHARD INVESTMENT CO., AN	17081 BROADWAY AVE	4580	\$93,500	\$21,700	\$71,800	\$0	\$0	\$0	21,760	0.50
78116001	ACKERMAN VIRGINIA M.	BROADWAY AVE	4580	\$191,400	\$41,900	\$149,500	\$0	\$0	\$0	7,650	0.18
78116006	DEANGELO DOROTHY C	BROADWAY AVE	4000	\$12,900	\$0	\$12,900	\$0	\$0	\$0	4,020	0.09
78116007	SHUKRI ZAYED, INC.	26090 BROADWAY AVE	4200	\$140,000	\$75,500	\$64,500	\$0	\$0	\$0	16,750	0.38
78116009	DEANGELO DOROTHY C	BROADWAY AVE	4000	\$21,900	\$0	\$21,900	\$0	\$0	\$0	6,820	0.16
78116010	DEANGELO DOROTHY C	BROADWAY AVE	4000	\$24,800	\$0	\$24,800	\$0	\$0	\$0	7,750	0.18
78116011	GRUEN, STEVE	17331 BROADWAY AVE	4390	\$79,600	\$28,300	\$51,300	\$0	\$0	\$0	15,708	0.36
78116013	H & J INVEST CO	17351 BROADWAY AVE	4000	\$64,700	\$0	\$64,700	\$0	\$0	\$0	20,160	0.46
78116014	H & J INVEST CO	17409 BROADWAY AVE	4210	\$583,000	\$376,700	\$206,300	\$0	\$0	\$0	163,350	3.75
78116018	DOUBLE F AND W INC	17531 BROADWAY AVE	4000	\$46,000	\$25,600	\$20,400	\$0	\$0	\$0	8,478	0.19
78116019	DOUBLE F & W INC	17421 BROADWAY AVE	5100	\$51,700	\$39,500	\$12,200	\$0	\$0	\$0	9,420	0.22
78116020	ELLIOTT TRANSPORTATION CO	17591 BROADWAY AVE	4470	\$39,100	\$25,500	\$13,600	\$0	\$0	\$0	5,880	0.13
78116021	DAVIS JEWEL N	17611 BROADWAY AVE	4585	\$55,000	\$24,700	\$30,300	\$0	\$0	\$0	13,769	0.32
78116024	GREENBERG JEFFRIE N	BROADWAY AVE	4540	\$15,200	\$1,000	\$14,200	\$0	\$0	\$0	0	0
78401001	S & M LTD	BROADWAY & MCCracken RD	4000	\$41,700	\$0	\$41,700	\$0	\$0	\$0	13,023	0.30
78401002	OHIO STATE OF HGY	BROADWAY RD	8000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
78401006	OHIO STATE OF HGY	14420 BROADWAY RD	6100	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
78402001	R & C BUILDING PARTNERSHIP	14500 BROADWAY AVE	4990	\$324,000	\$227,300	\$96,700	\$0	\$0	\$0	71,634	1.64
78402002	SCHADE NORMAN	14510 BROADWAY RD	3700	\$53,000	\$5,500	\$47,500	\$0	\$0	\$0	23,730	0.54
78402003	DABERNIG HANS J (TRUSTEE)	14520 BROADWAY AVE	4585	\$594,000	\$10,600	\$83,400	\$0	\$0	\$0	37,898	0.87
78402004	DABERNIG HANS J, TRUSTEE	14712 BROADWAY RD	5100	\$58,300	\$49,900	\$8,400	\$0	\$0	\$0	7,224	0.17
78402005	DABERNIG HANS J	BROADWAY RD	5000	\$13,200	\$0	\$13,200	\$0	\$0	\$0	7,611	0.17
78402006	DABERNIG FAMILY REVOCABLE	14722 BROADWAY RD	5100	\$46,800	\$32,200	\$14,600	\$0	\$0	\$0	16,192	0.37
78402007	DABERNIG, HANS J. TRUSTEE	BROADWAY RD	5000	\$2,200	\$0	\$2,200	\$0	\$0	\$0	18,295	0.42
78402008	DABERNIG, HANS J. TRS	BROADWAY RD	5000	\$20,100	\$0	\$20,100	\$0	\$0	\$0	17,424	0.40
78402009	OHIO V-LAND, INC.	BROADWAY RD	5000	\$1,800	\$0	\$1,800	\$0	\$0	\$0	15,510	0.36
78402010	RAILWAY CO	BROADWAY RD	8600	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
78402011	DABERNIG, HANS J. - TRUSTEE	BROADWAY RD	4000	\$50,400	\$0	\$50,400	\$0	\$0	\$0	37,679	0.86



### Parcel Data

PPN	Owner Name	Parcel Address	Land Use Code	Total Taxable Property Value	Taxable Building Value	Taxable Land Value	Exempt Total Value	Exempt Building Value	Exempt Land Value	Lot Size (Square Feet)	Lot Size (Acres)
78402012	SCHADE, NORMAN	14508 BROADWAY RD	4980	\$85,000	\$67,000	\$18,000	\$0	\$0	\$0	6,716	0.15
78402013	DABERNIG, HANS J. - TRUSTEE	BROADWAY RD	4000	\$50,100	\$0	\$50,100	\$0	\$0	\$0	37,461	0.86
78402014	DAHER, NABIL	14516 BROADWAY RD	4310	\$106,800	\$70,200	\$36,600	\$0	\$0	\$0	16,790	0.39
78403001	OLEKSY, JAMES J.	14740 BROADWAY RD	5100	\$45,000	\$34,700	\$10,300	\$0	\$0	\$0	11,076	0.25
78403002	CHAUNCEY MARION	14744 BROADWAY RD	5100	\$42,700	\$32,400	\$10,300	\$0	\$0	\$0	11,700	0.27
78403003	THE DABERNIG FAMILY (TRS)	14780 BROADWAY RD	5100	\$45,500	\$35,900	\$9,600	\$0	\$0	\$0	23,100	0.53
78403004	OCHTERSKI FRANK L	14830 BROADWAY RD	4290	\$58,000	\$11,200	\$46,800	\$0	\$0	\$0	24,278	0.56
78403005	OCHTERSKI, MAXINE	14900 BROADWAY RD	4470	\$58,700	\$14,100	\$44,600	\$0	\$0	\$0	24,758	0.57
78403006	OHIO V-LAND INC.	BROADWAY RD	3000	\$16,300	\$0	\$16,300	\$0	\$0	\$0	7,621	0.17
78403007	OHIO V LAND INC	BROADWAY RD	3000	\$170,000	\$0	\$170,000	\$0	\$0	\$0	346,040	7.94
78403008	OHIO V LAND INC	BROADWAY RD	3000	\$20,300	\$0	\$20,300	\$0	\$0	\$0	55,045	1.26
78404002	OHIO V-LAND, INC.	15180 BROADWAY RD	4000	\$44,900	\$0	\$44,900	\$0	\$0	\$0	28,035	0.64
78404003	CONSOLO, THERESA (TRS)	15200 BROADWAY RD	4510	\$118,300	\$79,400	\$38,900	\$0	\$0	\$0	8,840	0.20
78404005	HAGER, DENNIS D. JR.	15264 BROADWAY RD	5100	\$37,200	\$25,500	\$11,700	\$0	\$0	\$0	15,681	0.36
78404006	NEWMETH DAVID L.	15300 BROADWAY RD	4585	\$76,500	\$55,700	\$20,800	\$0	\$0	\$0	8,415	0.19
78404008	CALEFATO, NANCY R. FKA	15356 BROADWAY RD	4200	\$90,200	\$66,000	\$24,200	\$0	\$0	\$0	9,792	0.22
78404009	TEJISCAK EDWARD	15400 BROADWAY RD	4970	\$56,600	\$33,500	\$23,100	\$0	\$0	\$0	0	0
78404010	MILLER MICHAEL D	15450 BROADWAY AVE	4200	\$114,400	\$80,400	\$34,000	\$0	\$0	\$0	41,208	0.95
78404013	OHI V-LAND INC.	15160 BROADWAY AVE	5000	\$17,600	\$0	\$17,600	\$0	\$0	\$0	22,770	0.52
78404017	SKUHROVEC, JERRY J	15330 BROADWAY AVE	4990	\$122,300	\$64,400	\$57,900	\$0	\$0	\$0	0	0
78405004	MCDONALD'S CORP	15500 BROADWAY RD	4330	\$645,700	\$532,700	\$113,000	\$0	\$0	\$0	98,010	2.25
78405007	CNL INCOME FUND IX, LTD.,	15650 BROADWAY RD	4330	\$654,000	\$370,100	\$283,900	\$0	\$0	\$0	0	0
78405013	MCDONALD'S CORP	15500 BROADWAY RD	4330	\$237,200	\$0	\$237,200	\$0	\$0	\$0	313,980	7.21
78406003	MARKOS, LEONIDAS S TRS	15984 BROADWAY RD	4250	\$3,152,600	\$2,548,100	\$604,500	\$0	\$0	\$0	16,800	0.39
78406004	CHEEP AUTO RENTALS, INC.	15980 BROADWAY RD	4585	\$98,900	\$32,300	\$66,600	\$0	\$0	\$0	12,100	0.28
78406005	SPERO HAROLD A	15980 BROADWAY RD	4470	\$417,200	\$361,100	\$56,100	\$0	\$0	\$0	12,100	0.28
78406007	ALLEN WILLIAM L	16004 BROADWAY RD	5100	\$59,500	\$47,600	\$16,400	\$0	\$0	\$0	12,100	0.28
78407007	DIMORA, FRANK	16036 BROADWAY RD	5000	\$16,400	\$35,800	\$10,300	\$0	\$0	\$0	28,500	0.65
78407008	READY LEO V & GENEVIEVE E	16080 BROADWAY RD	5100	\$89,500	\$26,800	\$62,700	\$0	\$0	\$0	13,310	0.31
78407009	CAMERON, PHILLIP C	16150 BROADWAY RD	4980	\$169,700	\$123,500	\$46,200	\$0	\$0	\$0	32,670	0.75
78407010	MECKS, LOYD E.	16200 BROADWAY RD	4410	\$260,000	\$202,800	\$57,200	\$0	\$0	\$0	24,200	0.56
78407011	CAROSARO JOHN L & MARGARET T	16222 BROADWAY RD	4000	\$43,100	\$34,200	\$8,900	\$0	\$0	\$0	14,580	0.33
78407014	LEE RD DEVEL LTD LIAB CO	16240 BROADWAY RD	5100	\$48,500	\$202,300	\$37,400	\$0	\$0	\$0	0	0
78407015	LEE RD DEVEL LTD LIAB CO	16240 BROADWAY RD	5100	\$48,500	\$202,300	\$37,400	\$0	\$0	\$0	12,100	0.28
78407018	AGOSTON STEPHEN E & BETTY M	16256 BROADWAY RD	4460	\$37,400	\$0	\$10,300	\$0	\$0	\$0	12,250	0.28
78407019	AGOSTON STEPHEN E & BETTY M	16300 BROADWAY RD	4460	\$37,400	\$0	\$10,300	\$0	\$0	\$0	0	0
78408001	RYBKA IRENE R	BROADWAY AVE	5100	\$50,200	\$39,900	\$10,300	\$0	\$0	\$0	0	0
78408002	RYBKA IRENE R	16340 BROADWAY RD	5100	\$67,500	\$57,200	\$10,300	\$0	\$0	\$0	0	0
78408003	CHRISMAN SHIGECO	16358 BROADWAY RD	4470	\$287,400	\$265,700	\$21,700	\$0	\$0	\$0	12,100	0.28
78408004	CHRISMAN, SHIGECO	16360 BROADWAY RD	4470	\$52,900	\$31,500	\$21,400	\$0	\$0	\$0	0	0
78408005	BERNATH, STANLEY.	16400 BROADWAY RD	4900	\$167,400	\$71,700	\$95,700	\$0	\$0	\$0	10,600	0.24
78408006	BERNATH, STANLEY.	16514 BROADWAY RD	4900	\$46,800	\$36,500	\$10,300	\$0	\$0	\$0	10,000	0.23
78408007	SIMA JAMES C & ELEANOR B	16514 BROADWAY RD	5100	\$26,100	\$0	\$26,100	\$0	\$0	\$0	12,100	0.28
78408008	SIMA JAMES C & ELEANOR B	BROADWAY RD	4900	\$59,700	\$36,800	\$22,900	\$0	\$0	\$0	12,100	0.28
78408009	SIMA JAMES C & ELEANOR B	16518 BROADWAY RD	4900	\$45,500	\$45,500	\$22,500	\$0	\$0	\$0	14,800	0.34
78408010	SIMA JAMES C & ELEANOR B	16526 BROADWAY RD	3700	\$74,000	\$44,400	\$29,600	\$0	\$0	\$0	0	0
78408011	SIMA JAMES C & ELEANOR B	16536 BROADWAY RD	4650	\$45,200	\$31,300	\$13,900	\$0	\$0	\$0	0	0
78408012	MAPLE HEIGHT AMVETS	16554 BROADWAY RD	5100	\$45,200	\$45,200	\$31,300	\$0	\$0	\$0	0	0
78408013	JONES, NINA SEDATE (TRS)										



**Maple Heights Master Plan: Broadway Avenue Existing Conditions**  
Parcel Data

PPN	Owner Name	Parcel Address	Land Use Code	Total Taxable Property Value	Taxable Building Value	Taxable Land Value	Exempt Total Value	Exempt Building Value	Exempt Land Value	Lot Size (Square Feet)	Lot Size (Acres)
78408027	BERNATH, STANLEY	16360 BROADWAY RD	4470	\$25,100	\$0	\$25,100	\$0	\$0	\$0	0	0
78408028	MAPLE HTS HARDWARE INC	16460 BROADWAY RD	4250	\$729,000	\$586,100	\$142,900	\$0	\$0	\$0	0	0
78409001	CREATIVE PLAYROOMS INC	16574 BROADWAY RD	4095	\$235,400	\$179,700	\$55,700	\$0	\$0	\$0	0	0
78409002	ORCHARD INVESTMENT CO INC	16592 BROADWAY RD	4585	\$176,000	\$73,000	\$103,000	\$0	\$0	\$0	66,824	1.53
78409003	R & L INVESTMENTS, INC.	BROADWAY RD	5000	\$222,800	\$0	\$222,800	\$0	\$0	\$0	24,393	0.56
78409004	R & L INVESTMENTS, INC.	16622 BROADWAY RD	5100	\$50,300	\$39,600	\$10,700	\$0	\$0	\$0	32,234	0.74
78409005	GLASKO KEVIN E	16626 BROADWAY RD	4290	\$71,300	\$40,200	\$31,100	\$0	\$0	\$0	25,290	0.58
78409006	MAY, RONALD P.	16630 BROADWAY RD	5100	\$58,300	\$48,100	\$10,200	\$0	\$0	\$0	16,117	0.37
78409007	BARNES GARY S.	16642 BROADWAY RD	4970	\$35,800	\$19,100	\$16,700	\$0	\$0	\$0	6,250	0.14
78409008	JAVAI HAAMIDK	LAFAYETTE & BROADWAY	4000	\$12,800	\$0	\$12,800	\$0	\$0	\$0	6,250	0.14
78409010	ZEFE, HERRICK A.	5600 JEFFERSON & BROADWAY	4200	\$98,300	\$46,700	\$51,600	\$0	\$0	\$0	0	0
78410001	ROWSER, ABRAHAM B	16806 BROADWAY RD	4290	\$75,900	\$53,600	\$22,300	\$0	\$0	\$0	6,250	0.14
78410002	BENNICI, RITA R., TRUSTEE	16812 BROADWAY RD	4200	\$68,200	\$49,300	\$18,900	\$0	\$0	\$0	6,250	0.14
78410003	POMMIER JULES R	16814 BROADWAY RD	4470	\$91,700	\$74,000	\$17,700	\$0	\$0	\$0	6,250	0.14
78410004	CREAGER PROPERTIES INC	BROADWAY AVE	4230	\$15,500	\$0	\$15,500	\$0	\$0	\$0	0	0
78410005	CREAGER PROPERTIES INC	17000 BROADWAY RD	4540	\$297,000	\$194,700	\$102,300	\$0	\$0	\$0	6,250	0.14
78410006	OCHEFSKI, FRANK L.	17012 BROADWAY RD	5100	\$44,400	\$36,000	\$8,400	\$0	\$0	\$0	3,123	0.07
78410007	OCHEFSKI MAXINE E & FRANK L	BROADWAY	5000	\$8,400	\$0	\$8,400	\$0	\$0	\$0	12,632	0.29
78410008	ALI BENJAMIN J	BROADWAY	4200	\$140,800	\$99,500	\$41,300	\$0	\$0	\$0	13,125	0.30
78410009	SHAMP GEORGE & MARGARET	17090 BROADWAY RD	4200	\$58,900	\$38,200	\$20,700	\$0	\$0	\$0	5,600	0.13
78410010	SHAMP GEORGE & MARGARET	17096 BROADWAY AVE	4200	\$75,100	\$52,400	\$22,700	\$0	\$0	\$0	5,600	0.13
78411001	TRIVETT BOBBY D	17100 BROADWAY RD	4200	\$70,400	\$51,900	\$18,500	\$0	\$0	\$0	11,620	0.27
78411002	HILDRETH	17118 BROADWAY RD	4090	\$80,000	\$62,000	\$18,000	\$0	\$0	\$0	11,067	0.25
78411003	ORAHOSKE, MITCHELL	17150 BROADWAY RD	4200	\$108,900	\$73,700	\$35,200	\$0	\$0	\$0	16,600	0.38
78411004	PALMER, ARNOLD N.	17170 BROADWAY RD	4200	\$166,100	\$132,700	\$33,400	\$140,000	\$98,500	\$41,500	12,000	0.28
78411006	PATHWAY INSTITUTIONAL	17240 BROADWAY RD	4990	\$0	\$0	\$0	\$0	\$0	\$0	19,347	0.44
78411009	HYDE, STANLEY J.	17280 BROADWAY RD	4590	\$200,000	\$160,400	\$39,600	\$0	\$0	\$0	17,853	0.41
78411011	HOCEVAR ANDREW R	17330 BROADWAY AVE	4970	\$187,300	\$130,400	\$56,900	\$0	\$0	\$0	39,300	0.90
78412001	HOGARTH THOMAS R	17356 BROADWAY RD	4990	\$97,200	\$58,600	\$38,600	\$0	\$0	\$0	26,910	0.62
78412002	COLNAR MICHAEL	17388 BROADWAY RD	4720	\$214,500	\$128,000	\$86,500	\$0	\$0	\$0	15,000	0.34
78412003	METAL PROCESSING CORP	17444 BROADWAY RD	4470	\$77,900	\$27,700	\$50,200	\$0	\$0	\$0	\$0	\$0
78412004	METAL PROCESSING CORP	17450 BROADWAY RD	4585	\$176,000	\$143,000	\$33,000	\$0	\$0	\$0	\$0	\$0
78412005	METAL PROCESSING CORP., AN	5800 STERLING AVE	3300	\$326,900	\$247,000	\$79,900	\$468,700	\$468,700	\$0	\$0	\$0
78412006	LISTED WITH		0								
78412007	17700 BROADWAY INC	BROADWAY AVE	3000	\$351,000	\$0	\$351,000	\$0	\$0	\$0	24,041	0.55
78413001	17700 BROADWAY INC	17700 BROADWAY RD	4030	\$685,400	\$635,400	\$50,000	\$0	\$0	\$0	125,313	2.88
78413002	17700 BROADWAY INC	17800 BROADWAY RD	4800	\$172,500	\$75,300	\$97,200	\$0	\$0	\$0	0	0
78114001A	MAPLE HTS BD OF ED	BROADWAY AVE	6500	\$0	\$0	\$0	\$110,800	\$95,600	\$15,200	3,963,236	90.98
<b>Totals</b>				<b>\$29,394,100</b>	<b>\$20,192,200</b>	<b>\$9,201,900</b>	<b>\$3,414,200</b>	<b>\$3,193,600</b>	<b>\$220,600</b>		

Source: Cleveland State University Housing Policy Research Program, 1999

## ***Chapter 4: Master Plan***

The Master Plan for Maple Heights incorporates the vision of the Residents of the City while recognizing the financial trend realities of the City and the Region.

Maple Heights by itself will not be able to affect the regional competitive position of the Southgate Big Box retail area. Regional retail overconstruction and relocation to newer suburbanizing area will continue to negatively affect investment potential in the Southgate area. Recent studies by the Cuyahoga County Planning Commission show that the Cleveland Metropolitan area has between 3 and 5 times the national average of retail space per resident. While joint jurisdictional projects such as the widening and improvement of Northfield Road are appropriate, direct City funding in support of private development such as site improvements, property buy down, etc. should not occur.

As to the remaining commercial corridors of Lee, Libby, Warrensville Center and Broadway Roads, the City should target one area only in the next five years for direct City redevelopment activities. Based on the Resident Survey, after Southgate the preferred Redevelopment area is the North Broadway Corridor. This approach is supported by the underlying data which indicates that while Broadway is a heavily traveled transportation corridor, it is currently severely underperforming in terms of its property tax and income tax revenue potential. With proper, targeted planning and implementation, revenues within the corridor can increase significantly within the next 5 years. This corridor has Freeway access at both North and South. Vacant Land is available for new commercial/industrial investment. Public investment in terms of a new Post Office and a new Community Center could give new focus to the Corridor as well as remove existing blighted properties and support surrounding property reinvestment. Land adjacent to the Corridor for new residential development designed to meet modern buyer needs is available for parcel consolidation and development. Through the selected use of land trades, public investment, new zoning concepts, phasing out of conflicting land uses and selective use of eminent domain, the City can capitalize successfully on the

current Broadway Streetscape project and available Storefront Renovation Funds to achieve short term results and create a new “Center” for Maple Heights. Review of the other commercial corridors indicates that parcel by parcel investment is already occurring without need of direct City intervention. This is not true of Broadway.

With regard to residential investment trends, there are no identifiable areas of disinvestment or disproportionate transitions. As a whole, however, Maple Heights will continue to be at a regional disadvantage due to limited areas for new residential development and a predominant structure type not conducive to attracting buy-up homeowners. However, Maple Heights can capitalize on its quality neighborhoods, convenient regional location and lower cost housing to attract young, first-time homebuyers, singles and empty nesters. Rehabilitation loans and grants combined with strict ongoing property maintenance code enforcement will ensure a stronger percentage of regional market share. Recreational facilities and quality open space are key attractions of the market share. Development of a community recreation center should be pursued in the near future.

Data collected by PKG in numerous Ohio cities has led us to conclude that improvements in Land Development Regulations are one of the most important and cost-effective means for successfully targeting urban re-investment and achieving quality development. Well-designed zoning and subdivision regulations not only minimize future infrastructure improvement costs but also help provide a predictable framework and environment for private investment. Many older communities believe that the absence of substantive performance standards in the zoning and subdivision regulations acts as a private development incentive. In fact, the opposite is true. New developers, particularly non-resident property owners, require assurance that their planned investments will be protected from incompatible and depreciating land uses. In the absence of available City funding, infrastructure improvements, design quality and land use consistency can best be achieved through quality regulations that are geared to the goals of differing concept areas.

## ***Introduction***

*The City of Maple Heights Land Use Concept Plan (Map 4) illustrates the recommended land use types and development goals and strategies for the next five to ten years. The Land Use Concept Plan is based to a large degree on current land use patterns, zoning concept areas, building character, and density; it defines 'Concept Areas' as areas that have certain characteristic elements in common, and have the development potential to further enhance that character. In other words, areas with similar characteristics can be treated in a consistent manner; areas which are distinct from one another can be treated differently. Six different Land Use Concept Areas are defined in this Master Plan, and are as follows:*

1. Residential Core Neighborhoods
2. Southgate U.S.A Retail Core
3. Retail Corridor Target Areas
4. Neighborhood Retail Centers
- 5a. Office/Industrial Campuses
- 5b. Office/Institutional
6. Broadway Avenue Corridor

### **GOAL STATEMENTS AND RECOMMENDATIONS**

Realization of the City of Maple Heights Land Use Concept Plan depends on a number of key goals to be achieved for the City as a whole as well as for the individual Concept Areas. The following goal statements and recommendations are based on the Master Plan Steering Committee process and the results of the Resident Survey, and reflect the desired courses of action to be taken. These goals can realistically be met by the City of Maple Heights over the next five to ten years. The goal statements and recommendations are based on current fiscal and market realities, available programs and funding, and the current political will to improve the City of Maple Heights.

The goal statements address issues that affect the City as a whole, as well as certain Land Use Concept Areas in particular. The goals of the City of Maple Heights Master Plan are as follows:

### **CITYWIDE GOALS AND RECOMMENDATIONS**

- a. Increase the revenue generation potential in the City of Maple Heights.
- b. Increase the percentage of regional housing market investment.
- c. Enhance public participation in the Maple Heights community by establishing positive working relationships between the City of Maple Heights, the Maple Heights Board of Education, and local residents and businesses.
- d. Guide specific, desired investment to appropriate areas in the City by updating the Planning and Zoning Code to accommodate specific land uses, performance standards, minimum and maximum lot sizes, limitations to traffic generation, and landscape/buffering requirements.
- e. Create through public investment a new “City Center” in Maple Heights that will include a new City Hall and administrative offices, community education and recreational facilities, and U.S. Postal Service facilities.
- f. Improve transportation safety, accessibility, and pedestrian-friendly environment in the City by continuing to invest in public roadway improvements, and by adopting State Highway Access Management Guidelines for major thoroughfares as appropriate.
- g. Increase achievement of sound, consistent investment by updating the City of Maple Heights Planning and Zoning Code based on the principles of ‘Concept Area’ performance standards rather than the Euclidian pyramid zoning approach.
- h. City of Maple Heights should acquire through purchase, donation, or eminent domain specific parcels for redevelopment for specific end-users in key target areas.

*Descriptions and goal statements for the individual Land Use Concept Areas are as follows:*

## **1. RESIDENTIAL CORE NEIGHBORHOODS**

### ***Description***

The Residential Core Neighborhoods are comprised of a dense mix of single- to multi-family residential, parks, public, and vacant land uses, and are found in all areas of the City. In terms of zoning, the Single Family District is predominant. The Two Family District is located primarily along Libby Road between Lee and Warrensville Center Roads. Multi-family Districts are scattered throughout. There are several vacant sites that, if assembled, present opportunities for new residential development. Several such areas are located on 'paper streets' (platted, but not built) such as Lincoln Avenue, Stefanik Street, Milan Drive, Haven Avenue, Edinboro Avenue, Hazelwood Avenue, and Jackson Boulevard in the eastern half of the City. In the western half of Maple Heights, potential development sites are located on paper streets such as Berton and Greenway Roads, and on undeveloped sites accessible from Dunham Road. The West Junior High School site could be developed as a senior or assisted-living facility. Additional greenspace can be created with land bank parcels and continuation of the tree planting program. Residential areas that are adjacent to existing commercial and/or industrial land uses should be protected by increased landscaping and buffering standards.

### **Key Goals And Recommendations**

- Improve the overall aesthetic appearance of the City of Maple Heights and create a 'sense of place' to promote community identity and increase the regional marketability of the City to new homebuyers and investors.
- Increase the overall amount of green-space in the City by improving existing park and recreation facilities and developing new facilities where appropriate, by developing open space corridors/bikeways, by requiring streetscape and landscape plans for new development and redevelopment, continuing the current tree

planting program and establishing a City Green-Space Conservancy to receive land donations in exchange for tax write-offs.

- Continue to increase reinvestment in existing residential neighborhoods by proactively enforcing property maintenance codes and zoning regulations, and by increasing homeowner participation in various home improvement programs.
- Strengthen the connections between neighborhood business districts and residential neighborhoods by requiring landscape buffers between commercial and residential uses, and by encouraging the development of low traffic-generating, neighborhood-scale, pedestrian-oriented commercial uses.
- Maximize program coordination between the City of Maple Heights and other governmental sponsors of various programs designed to foster private property investments; residential programs should be marketed Citywide and have \$800,000 in loan matching funds, while commercial programs should be focused for use in specific commercial corridors.
- Increase housing investment opportunities in the City by locating sites for new, market-driven residential development, and by promoting the development of new senior and assisted-living facilities.
- Update the City of Maple Heights Planning and Zoning Code to adopt cluster housing and open space conservation subdivision concepts.
- Identify potential new single-family housing sites; create sites that allow for market-supported housing types.
- Eliminate residential uses on Broadway.
- Utilize County programs to rehabilitate obsolete multi-family residential complexes.
- Encourage donations of private land to City land banking program for use as greenspace areas.
- Establish funding levels for the City of Maple Heights Building Department that support proactive bi-annual exterior inspections of all residential properties, full interior apartment inspections every three (3) years, and the establishment of a tracking program for single-family rental units. Funding levels should allow for follow-up and enforcement of code violations.



## 2. SOUTHGATE U.S.A RETAIL CENTER

### *Description*

Southgate U.S.A. is primary location for “big box” retail in the City of Maple Heights, and is zoned as a General Retail District in its entirety. Since Southgate is a major retail destination and tax revenue generator, both the City, County and neighboring jurisdictions should work aggressively with the private sector for ongoing revitalization efforts.

### **Key Goals and Recommendations**

- Maximize the economic benefits of direct access to Interstate 480, and encourage the development of high-traffic, freeway-oriented commercial land uses at the Broadway Avenue and Northfield Road interchanges.
- Continue to promote and revitalize through public and private investment Southgate U.S.A. as a major regional retail center.
- Improve transportation safety and accessibility in the City by continuing to lobby for County and State funds for public roadway improvements, and by adopting State Highway Access Management Guidelines for major thoroughfares as appropriate.

## 3. CORRIDOR TARGET AREAS

### *Description*

These areas are located along the following corridors:

- a. Warrensville Center Road
- b. Northfield Road
- c. Lee/Libby Roads

The Warrensville Center Road and Northfield Road Corridors are primarily commercial areas that provide direct access between Interstate 480 and Southgate U.S.A. Both Corridors contain a variety of commercial land use types, and are generally zoned Local Retail to the north of Libby Road, and General Retail to the



south. The Lee/Libby Road Corridor has a different character altogether. Lee Road provides access to Interstate 480, and contains both Local Retail and General Retail Districts, but the pattern of land use is characterized by a variety of commercial and residential uses. The Lee Road/Libby Road intersection is characterized by local and neighborhood commercial uses.

### **Key Goals and Recommendations**

#### *Warrensville Center Road and Northfield Road Corridors:*

- Improve transportation safety and accessibility in the City by adopting State Highway Access Management Guidelines for development along major thoroughfares.
- Maximize the economic benefits of direct access to Interstate 480 by encouraging the development of higher traffic-generating, freeway-oriented commercial land uses at the Warrensville Center and Northfield Road interchanges. This can be accomplished through revisions to the Planning and Zoning Code.
- Continue to increase reinvestment in existing commercial areas by proactively enforcing property maintenance codes and zoning regulations, and by increasing business participation in various improvement programs.
- Update the City of Maple Heights Planning and Zoning Code to establish minimum and maximum lot sizes in commercial zoning districts to achieve desired land use commercial/office mix..
- Require landscape buffers to preserve existing residential neighborhoods and to provide property enhancements between retail and office uses.

#### *Lee Road-Libby Road Corridor:*

- Continue to increase reinvestment in existing commercial areas by proactively enforcing property maintenance codes and zoning regulations, and by increasing business participation in various property improvement programs.
- Strengthen the connections between neighborhood business districts and residential neighborhoods by requiring landscape buffers between commercial and residential uses, and by encouraging the development of low traffic-generating, neighborhood-scale, pedestrian-oriented commercial uses.

- Phase out existing multi-family uses on Lee Road north of Libby; allow conversion of existing single-family uses to office uses.

#### **4. NEIGHBORHOOD COMMERCIAL DISTRICTS**

##### ***Description***

There are several smaller-scale centers of commercial activity throughout the City; the purpose of these areas is to provide retail and service opportunities for the surrounding residential neighborhood areas. These areas are generally zoned Local Retail District, and are located at the following intersections: Lee Road/Rockside Road, Rockside Road/Dunham Road; Turney Road/Dunham Road, and East 141<sup>st</sup> Street/Granger Road.

##### **Key Goals and Recommendations**

- Continue to increase reinvestment in existing commercial areas by proactively enforcing property maintenance codes, updating zoning regulations, and by increasing business participation in various improvement programs such as the County Storefront Renovation Program.
- Strengthen the connections between neighborhood business districts and residential neighborhoods by requiring landscape buffers between commercial and residential uses, and by encouraging the development of low traffic-generating, neighborhood-scale, pedestrian-oriented commercial uses. The Planning and Zoning Code should be revised to bring visual and functional consistency to these areas.

#### **5a. OFFICE/INDUSTRIAL CAMPUSES**

##### ***Description***

These are areas designed to accommodate new office/light industrial development that, with appropriate zoning regulations, will be more compatible with existing adjacent residential areas and will allow for continued residential property appreciation. These areas are currently zoned as Commercial Service or Industrial Districts. Infill development is recommended for the North/South Industrial

Road/Dunham Road area. Larger proposed developments could be accommodated on Broadway Avenue between I-480 and Greenhurst Drive, along the Norfolk and Southern Railroad right-of-way, on Broadway near the Bedford border, and in the Pennsylvania Avenue Industrial Park. Several of these areas will be described in greater detail in the following section on the Broadway Corridor.

## **5b. OFFICE/INSTITUTIONAL CAMPUSES**

A variation of this land use concept, “Office/Institutional Campus,” is designed to accommodate potential new development of office uses only, such as the proposed “City Center” or new U.S. Postal Service facility, or infill development in existing office-use areas. Several sites are located on the east side of Broadway, and will also be described in greater detail in the following section.

### **Key Goals and Recommendations**

#### *Office/Industrial Campuses*

- Set minimum job, income generation, and blighted site reuse standards for tax abatement program approval.
- Improve the overall appearance and compatibility of industrial operations by adopting performance-based zoning regulations that control outdoor storage, size of development, ingress/egress requirements, hours of operations, noise, and require buffering to protect adjacent residential and office land uses.
- Adopt zoning regulations that permit development of high traffic-generating office/industrial campus uses in specific areas such as the Broadway/I-480 interchange area, the Broadway/Rockside Road area, and along the Norfolk and Southern Railroad right-of-way.
- Identify brownfield sites for participation in cleanup programs.
- Update the City of Maple Heights Planning and Zoning Code to modernize the list of allowable industrial uses and set strict performance standards. Eliminate outdoor storage uses.

- Reconsider the current tax abatement program to require a minimum of 30 jobs per acre for development proposals.
- Establish task force to consider potential reuse of obsolete industrial buildings.
- Establish minimum and maximum lot sizes for industrial development.
- Require that any development agreement with the City of Maple Heights must generate a minimum number of jobs per acre.
- Develop a linear green-space plan for the Norfolk and Southern Railroad right-of-way that will provide a buffer against the auditory, olfactory, and visual impacts of industrial development. The green-space plan should allow for future bike-hike trail development.

#### *Office/Institutional Campuses*

- Assemble parcels for the purposes of locating appropriate sites for new public investment in the new “City Center” and the U.S. Postal Service facility.

## **6. BROADWAY AVENUE CORRIDOR**

### *Description (See Next Section)*

#### **Key Goals and Recommendations**

- Improve the overall aesthetic appearance of the Broadway Avenue Corridor and create a ‘sense of place’ to promote community identity and increase the overall marketability of the Corridor to new investors by implementing Phases I and II of the Broadway Avenue Streetscape Plan.
- Assemble parcels for the purposes of locating appropriate sites for new public investment in the new “City Center” and the U.S. Postal Service facility.
- Strengthen the connections between neighborhood business districts and residential neighborhoods by developing landscape buffers between commercial and residential uses, and by encouraging the development of low traffic-generating, neighborhood-scale, pedestrian-oriented commercial uses between Greenhurst Drive and South Boulevard.

- Continue to increase reinvestment in existing commercial areas by proactively enforcing property maintenance codes and zoning regulations, and by supporting business participation in various improvement programs.
- Adopt zoning regulations that permit development of high traffic-generating office/industrial campus uses in specific areas such as the Broadway/I-480 interchange area, the Broadway/Rockside Road area, and along the Norfolk and Southern Railroad right-of-way.
- Improve the overall appearance and compatibility of industrial operations by focusing tax abatement policies on light industrial/office uses, and by adopting more stringent, performance-based zoning regulations that eliminate outdoor storage and require buffering to protect adjacent residential land uses.
- Increase the overall amount of greenspace in the City and buffer existing residential neighborhoods from adjacent industrial uses by developing an open space corridor/bikeway along the Norfolk and Southern Railroad right-of-way.
- Guide specific, desired investment to appropriate areas in the Broadway Corridor by updating the Planning and Zoning Code to accommodate and limit specific land uses, performance standards, minimum and maximum lot sizes, limitations to traffic generation, and landscape/buffering requirements.
- Improve income tax and property tax generation potential of the Broadway Corridor by eliminating low tax value uses from all Zoning Districts within the Corridor; also eliminate expansion of conflicting land uses such as residential.



## **Broadway Avenue Corridor Plan**

### **Introduction**

The Broadway Avenue (State Route 14) Corridor traverses the City of Maple Heights from the City's border with Garfield Heights on the northwest to its border with the City of Bedford on the southeast. Broadway runs for approximately two miles (two lanes in each direction), and contains along its length a wide variety of land uses. For the purposes of the City of Maple Heights Master Plan, the Corridor encompasses all properties with Broadway Avenue frontage; it also includes those properties located on the west side of Broadway and the Norfolk and Southern Railroad right-of-way.

There are currently many challenges to successful development and/or redevelopment in the Broadway Avenue Corridor. Overall, there is a tremendous lack of identity or focus; there is little 'sense of place' that makes Broadway an attractive destination. There are few aesthetic considerations: there are large sections of Broadway that are devoid of the types of streetscaping, landscaping, or planting buffers that provide human-scale environmental enhancements. The diverse, conflicting varieties of land uses and building types present a lack of unity or coherence to Broadway. This also has created a number of incompatible or nonconforming land use situations that must be resolved. The diversity of land use types also presents a varying range of revenue-generation for the City (a number of parcels are currently vacant). This has led to underperformance of this Corridor in economic terms for the City of Maple Heights. At the present time, though representing approximately 20% of the total City commercial square footage, the non-residential properties along Broadway Avenue represent 3% of the City total taxable value. There is also a great diversity of ownership. On Broadway Avenue alone, there are approximately 185 parcels owned by 123 parties. Of this total number of owners, 73% own a single parcel. This presents an enormous obstacle to parcel assembly for development/redevelopment initiatives. The size of parcels contributes to the problem: the average lot size of parcels fronting Broadway Avenue is just over half an acre. Because of these lot size restrictions, many businesses use their front yards for parking,

which in turn has created high numbers of curb cuts throughout the Corridor. The small lot sizes are not consistent with the needs of today's retail and service end users.

Despite these shortcomings, The Broadway Avenue Corridor has the capacity to be a tremendous asset to the City of Maple Heights. Construction of Phase I of the Broadway Avenue Streetscape Plan is scheduled to begin in Spring 2000. The Corridor provides high levels of access to vehicular and pedestrian traffic to the City's residential neighborhoods, commercial districts, and industrial areas. The Corridor is anchored at each end by major thoroughfares: Interstate 480 to the west, and Rockside Road to the east, thus making the entire City of Maple Heights easily accessible both from in and without its borders. Current traffic volumes are strong: Average Daily Traffic (ADT) at Broadway/I-480 is 16,780; 30,500 at Broadway/Libby; and 14,020 at Broadway Avenue/Rockside Road.

#### **Broadway Avenue Corridor Analysis**

PKG based its recommendations for the Broadway Avenue Corridor Plan on the following data:

- Land use survey;
- City of Maple Heights Property Database;
- Maple Heights Retail Inventory;
- City of Maple Heights Planning and Zoning Code;
- City Inventory of Developable Sites;
- NOACA traffic counts;
- Property transfer history, 1995 to present; and
- Building permit activity, 1995 to present.

Each of the above sets of data are described below in terms of their applicability to the Broadway Avenue Corridor Analysis. In addition, PKG conducted a "capacity analysis" of potential development sites to determine potential buildout.

## **Land Use Survey**

PKG conducted a “windshield survey” of the Broadway Avenue Corridor to inventory existing land use and to document building types and character, land use conflicts, and other physical conditions. Land use data was referenced with the City of Maple Heights Property Database and available mapping.

## **City of Maple Heights Retail Inventory**

According to the Retail Inventory conducted by the Cuyahoga County Planning Commission in 1998, approximately 20% of the commercial floorspace in the City of Maple Heights is located along Broadway Avenue. At the same time, Broadway Avenue contains approximately 19% of the vacant commercial floorspace in the City. This inventory also reveals that nearly 11% of the floorspace was vacant at the time of the survey. This trend is typical of many urban commercial corridors that have experienced disinvestment due to changes in regional retail trends.

The Retail Inventory lists the following square footage by category:

▪ Food-related:	60,328 sf	18%
▪ General retail:	113,401 sf	34%
▪ Services:	28,090 sf	8%
▪ Auto-related:	78,009 sf	23%
▪ Office:	21,520 sf	6%
▪ Vacant:	35,960 sf	11%
	<b>337,308 sf</b>	<b>100%</b>

## **City of Maple Heights Planning and Zoning Code**

This Strategic Master Plan recommends that the City of Maple Heights revise its Planning and Zoning Code to reflect up-to-date performance standards and site requirements of today’s community needs. More importantly, the Code does not serve as an adequate guide for private investments, since the number of Districts and allowable uses on Broadway Avenue has led to a number of land use conflicts. At the present time, the Broadway Avenue Corridor contains the following zoning districts:

- **Single Family District:** this district contains a concentration of single family residential uses between Lafayette and Garfield Avenues on the west side of



Broadway, and is abutted by General Retail Districts to the north and east, and to the west and south by Industrial Districts.

- **Local Retail District:** this district occupies two small areas of Broadway. One is located at the Broadway Avenue/Libby Road intersection, and contains the Burger King restaurant. The other is located at the Broadway Avenue/Lee Road intersection and contains single family uses and vacant land.
- **General Retail District:** this district lines both sides of Broadway Avenue from Greenhurst Drive to Waterbury Avenue; the district continues on the east side of Broadway to the City's border with Bedford.
- **Commercial Service District:** this district is located on both sides of Broadway in the vicinity of the Interstate 480 interchange.
- **Industrial District:** This district occupies the Norfolk and Southern Railroad right-of-way along its entire length. There are also industrially-zoned properties south of the intersection of Broadway Avenue and Greenhurst Drive, and at the southeastern end of Broadway at the City border with Bedford. Most of the properties in this district are currently vacant.

### **NOACA Traffic Counts**

Traffic counts obtained from the Northeast Ohio Areawide Coordinating Agency indicated the existing Average Daily Traffic (ADT) for the following locations:

- Broadway Avenue/Interstate 480: 16,780;
- Broadway Avenue /Libby Road: 30,500; and
- Broadway Avenue/Rockside Road: 14,020.

### **Property Transfer Activity**

The relatively low level of real estate activity along Broadway Avenue is a cause for concern, since it indicates both a lack of investor interest and a decline in property values. According to the Multiple Listing Service (MLS), there have been only five (5) property transfers since 1995. The lowest sale price was \$33; the highest \$200,000. The average market time for all listed properties was 203 days, while the average sale price was 17% lower than the list price. This clearly indicates private market disinvestment within the Broadway Avenue Corridor.

### **Building Investment Activity**

Though real estate transfers have been few and far between on Broadway Avenue, it is noteworthy that since 1995, according to the City of Maple Heights Building Department, there have been ninety-two permits (92) issued for thirty-seven (37) properties (see Map 3). Improvements include remodeling and alterations, signage, HVAC, electrical and plumbing. Precise dollar figures are not available for these activities; nonetheless, the numbers above represent ongoing investments for the property owners involved. The investment, however, is not of the type which has a desired “spill-over” effect on adjacent properties in terms of new investment or increased property values.

### **Inventory of Potential Development Sites**

As was discussed in a previous section of this report, the City of Maple Heights Department of Economic Development maintains a current list of properties that present opportunities for economic development and/or redevelopment. The list provides an inventory of the three (3) following categories:

- Raw Land;
- Available Office and Industrial Space; and
- Available Commercial Space.

Also included on the inventory list are the following:

- Parcel address;
- Available acreage (if applicable);
- Available square footage (if applicable);
- Property description;
- Sale price (if applicable);
- Lease price (if applicable); and
- Contact person and telephone number.

As of October, 1999, there are four (4) sites of raw land totalling approximately one-hundred-and-forty-one (141) acres in and near the Broadway Corridor. This figure represents over 98% of the City inventory of raw land.

In terms of available office and industrial space, there is one site (14801 Broadway) that offers 33,000 square feet on three acres near the I-480 interchange. This total represents nearly 14% of the total inventory.

There are at least another 50,000 square feet of commercial space on eleven (11) sites located along Broadway Avenue. Excluding the range of available space at Southgate U.S.A (1,000-100,000 sf), the amount of available commercial space on Broadway Avenue represents over one-half of the inventory maintained by the City of Maple Heights. In all categories, the figure could be higher.

PKG also looked at potential sites for proposed public uses such as a new proposed new City Hall and administrative offices, possibly a new Civic/Community Center, and the proposed new U.S. Postal Service facility. The analysis of development potential assumed parcel acquisition and a Floor Area Ratio of .35 (this results in building footprint square footage for single-story facility). The proposed sites, approximate acreage, and square footage are listed below and are illustrated on Map 4 Land Use Concept Plan:

- *Site 1: Libby Road across from Public Library and Senior Center*  
Acreage: 4.39 acres  
Developable Square Footage (FAR .35): 66,872 sf
- *Site 2: Broadway between Maple Heights Boulevard and Maple Care Center*  
Acreage: 6.99 acres  
Developable Square Footage (FAR .35): 106,712 sf
- *Site 3: Broadway between Dalewood Avenue and Waterbury Avenue*  
Acreage: 11.95 acres  
Developable Square Footage (FAR .35): 182,236 sf
- *Site 4: Broadway between Waterbury Avenue and South Boulevard*  
Acreage: 13.35 acres  
Developable Square Footage (FAR .35): 203,591 sf

#### **Industrial Development Capacity of Selected Sites**

The four (4) parcels of raw land discussed in the previous section provide the basis for a analysis of potential office/industrial capacity, or buildout, under existing development conditions. The desired land use pattern for these sites, based on the Master Plan recommendations, is a mix of office and light industrial uses in a campus-like setting. All

four sites are currently zoned 'Industrial.' The estimated industrial capacity is based on a Floor Area Ratio (FAR). The FAR is a calculation of the amount of building floor area that can be constructed on a site in relation to the site's area:

$$\text{Floor Area Ratio} = \frac{\text{Total Floor Area}}{\text{Total Lot Area}}$$

For example, a FAR of .4 means that 40% of a site can be utilized for building floor area. For the purpose of this Capacity Analysis, a FAR of .4 was applied for office and industrial uses. This is a generally accepted rule of thumb that can be used to estimate buildout potential without conducting site-by-site setback and footprint analysis. By this standard, a 10 acre site could be expected to accommodate over 174,000 square feet of office/industrial uses. By comparison, a typical "big box" commercial use ranges from 100,000 to 125,000 square feet.

In order to more accurately reflect the amount of developable office/industrial acreage, the total acreage was reduced by 15% to allow for the development of public rights-of-way. Existing environmental constraints such as steep slope and soil/hydrological conditions may reduce this total even further; thus, development capacity should be considered on a site-by-site basis. The following sites were analyzed:

- A. **Broadway Avenue at Greenhurst:** This area encompasses thirteen (13) acres on the west side of Broadway between Greenhurst and I-480. It has Broadway frontage and possible rail access, and is considered a clean site. Based on a FAR of .4 and right-of-way reductions, the estimated office/industrial capacity is **192,535 square feet**.
- B. **Broadway Avenue at Bedford:** Located on the west side of Broadway at the Maple Heights-Bedford border, this site totals eighteen (18) acres; currently, 10.5 acres are undeveloped. It is considered a 'clean' site; a full environmental report is available. This site could be subdivided into five-acre parcels. Based on a FAR of .4 and right-of-way reductions, the estimated office/industrial capacity is **266,587 square feet**.
- C. **Granite Road:** This site contains twenty-four (24) acres, and is located at the eastern end of Granite Road in the Pennsylvania Avenue Industrial Park. This site is also considered clean. There is potential access from Pennsylvania Avenue; access to

existing rail lines is possible. Based on a FAR of .4 and right-of-way reductions, the estimated office/industrial capacity is **355,450 square feet**.

- D. **Greenhurst Road:** This site extends from Maple Heights' border with Garfield Heights to its border with Bedford. It encompasses eighty-six (86) acres on both sides of the Norfolk and Southern Railroad right-of-way, and is accessible from Greenhurst Road. Rail access is also possible. The site is considered 'clean'. Based on a FAR of .4 and right-of-way reductions, the estimated office/industrial capacity is **1,273,694 square feet**.

### **The Broadway Avenue Corridor Plan**

#### ***The Concept***

Broadway Avenue essentially functions as the “front door” to Maple Heights; it is one of the few streets that actually traverse the entire City from border to border, and thus is one of the main avenues to and from the City's neighborhoods. Its main crossroads areas—Interstate 480, Libby Road, and Rockside Road—link Maple Heights to the Cleveland metropolitan area. This accessibility has proven to be one of the strongest draws for residents to Maple Heights. This Master Plan seeks to capitalize on that draw and revitalize the Broadway Corridor as the gateway to the City of Maple Heights.

As a main gateway to the City however, Broadway Avenue is challenged both aesthetically and economically. There is no “sense of place” (there is no ‘there’ there)—just mile after mile of miscellaneous land uses with little in common except geography. There is no unifying theme. There is too much in terms of variety. The mix of land uses—the types of retail, the types of buildings, the large gaps created by vacant land—have all contributed to an overall decline economic in economic terms, as well as an overall decline in character. As indicated above, there has been recent investment along the Broadway Corridor, though not at levels that keep the Corridor economically viable as a whole. While some sections are doing better than others, certainly, far too much of Broadway has been subject to disinvestment trends over time to the detriment of the entire Corridor.

There are many areas along the Broadway Avenue Corridor with a better-defined character; these include the Remington College campus area, with its adjacent office and commercial uses; the Broadway Avenue/Libby Road intersection, with Mapletown Plaza and surrounding retail and office uses, ‘downtown’ Maple Heights. The problems exist in the undefined areas between. Much of the existing retail is far too specialized and diverse to generate any “critical mass” to attract modern end users and development. It is too fragmented. There are far too many automobile-related commercial uses located in areas, especially near the Broadway/Libby intersection area, that do not generate enough pedestrian traffic to enhance the desired ‘downtown’ character. And there are far too many vacant areas that are not generating anything: no development interest, no traffic, no income, no revenue, no character. This lack of character was cited throughout the Resident Survey.

This Broadway Avenue Corridor Plan seeks to reverse these trends over time. The Plan seeks to capitalize on current traffic volumes and land use patterns in order to guide certain types of development into areas that make the most sense. The Broadway Avenue Corridor Plan recommends that the City create a well-defined character to Broadway by ‘anchoring’ the Corridor at each end—Interstate 480 and Rockside Road—with new office/industrial development that has the potential to increase tax revenue generation by three times the current level. This development will create a critical mass of people and traffic that can support the development of surrounding retail uses to serve both local and regional patrons (see above for potential square footage).

At the center of the Corridor, the ‘downtown’ environment will be greatly revitalized by the development of new “City Center” uses that can include the proposed new City Hall and administrative offices, possibly a new Civic/Community Center, and the proposed new U.S. Postal Service facility. These facilities, developed in proximity to existing public uses such as the High School, Library and Senior Center, and in proximity to existing commercial/office uses such as Mapletown Plaza (not to mention the existing surrounding neighborhoods) will serve to make the Broadway/Libby area a prime destination in the City for neighborhood-oriented local uses (see above for available square footage).

The areas in between the above two conceptual plans present an enormous challenge to redevelopment. Given the diversity of current land usage, ownership, lot sizes, and zoning, specific attention must be given to site assembly and access management for neighborhood-oriented retail and service redevelopment. At the same time, residential neighborhood areas must be protected from potential, adjacent land uses.

In order to successfully implement the Broadway Avenue Corridor Plan, the following actions must be taken:

1. **Revise the City of Maple Heights Planning and Zoning Code to follow the 'Concept Area' model as discussed earlier in this chapter.** This will set specific types of desired development into specific areas. The Office/Industrial Office/Institutional Districts should be created. The uses allowed in Local Retail and General Retail Districts should be revised to reflect modern retail requirements, and to be brought into consistency with the Master Plan. Residential uses will be phased out over time to allow parcel assembly for larger revenue-generating uses.
2. **Continue to make strategic public investments in the Broadway Avenue Streetscape Plan, the new 'City Center' concept, the new U.S. Postal Service facility, and selective site acquisition.** The City should consider using its powers of eminent domain for specific development initiatives that have a specific end user.
3. **Implement the Broadway Avenue Streetscape Plan, both Phase I and Phase II, from one end of Broadway to the other to reinforce community identity.** Landscaping will be required of individual properties as they redevelop over time, thus achieving the goal of a unified streetscape theme.
4. **Create visual focal points along the Corridor at regular intervals by improving specific intersections in conjunction with the Streetscape Plan.** Streetscaping should be continued along each intersecting street for a minimum distance of fifty feet (50').
5. **Selectively acquire through direct purchase, donation, or eminent domain specific parcels for redevelopment by specific end users.** This should be



undertaken upon completion of the Planning and Zoning Code Update, which will offer investment direction for property owners and prospective developers.

6. **Adopt strict Access Management Guidelines for the entire Corridor.** The ODOT State Highway Access Management Guidelines are included in this Chapter.
7. **Relocate automobile-oriented commercial uses to the Office/Industrial Concept Areas as defined in this Master Plan; approve only as Conditional Use.** This will eliminate high traffic-generating, non-pedestrian oriented uses away from the proposed 'downtown' and neighborhood-oriented commercial areas.
8. **Work with the City Architectural Review Board to develop consistent, low-cost/low maintenance architectural design features to provide over time a unified Corridor theme.**
9. **Designate a specific annual City Budget allocation for implementation of the Broadway Avenue Corridor Plan.**

The following Land Use Concept Areas, as discussed earlier in this Chapter, are located within the Broadway Corridor:

- Residential Core Neighborhoods;
- Office/Industrial Campuses;
- Office/Institutional Campuses; and the
- Broadway Avenue Corridor.

The section regarding Land Use Concept Areas should be reviewed for additional goals and recommendations per Concept Area.



## IMPLEMENTATION STRATEGIES

### Access Management

#### Introduction

The analysis of the Broadway Avenue Corridor found that the combination of the high number of curb cuts, the arrangement of parking lots, and the relationship of existing structures to the roadway system had a overall negative impact on the road function, capacity, and safety of Broadway Avenue. Further, these factors have a significant negative impact on potential redevelopment as well as the aesthetic character of the Corridor. The Broadway Avenue Corridor Plan recognizes that vehicular traffic generation and circulation is a primary design concern for redevelopment, and therefore recommends that the following Access Management Goals and Policies be implemented in each of the Focus Areas and throughout the entire Avenue Corridor. This Plan also recommends that an Access Management chapter, designed to conform with certain policies of the *ODOT State Highway Access Management Manual*, be added to the City of Maple Heights Planning and Zoning Code. The following Goals and Policies should be implemented as part of the Broadway Avenue Corridor Plan:

#### **Goals**

- Promote safe passage between roadways and adjacent land uses and properties;
- Improve the convenience and ease of movement of travelers on roadways;
- Maintain reasonable speeds and economy of travel;
- Increase and protect the capacity and efficiency of congested roadways;
- Protect the reasonable economic development of the surrounding land;
- Facilitate transportation and avoid creating problems of access or interference with traffic movement;
- Minimize direct access to land uses on regional highways and major arterial roads;
- Minimize direct access to residential property on major arterial and regional highways.

## **Policies**

- Minimize the number of vehicular turning movements and points of vehicular conflict by reducing the number of access points to the minimum required for safe traffic flow; points of ingress and egress shall be clearly defined and promote the safe movement of traffic.
- Provide for safe and functional movement of vehicles and pedestrians on and off-site.
- Give consideration to the location of existing access points, adjacent to and directly across the street from the site. Curb cuts shall be shared by adjoining uses whenever cooperation can be gained between adjoining property owners.
- Driveways shall not be used as points of ingress or egress for individual parking spaces. Driveway placement shall be such that loading and unloading activities will not hinder vehicular ingress or egress.
- Establish minimum spacing requirements of access points for commercial developments from centerline to centerline along any street within the Broadway Avenue Corridor.
- All sites shall be designed so the plants and structures on the site do not interfere with the safe movement of motor vehicle traffic, bicycles or pedestrians.
- No plants, foliage, wall, fence, or sign, higher than twenty-four (24) inches above the top of the curb, shall be located within the sight distance triangle on each corner of the property adjoining an intersection and along driveways. At intersections, the sight distance triangle is formed by joining with a straight line, points along intersecting street right-of-ways, twenty (20) feet from their intersection. At driveways, the sight distance triangle is formed by joining with a straight line, points along the driveway curb and the street right-of-way twenty (20) feet from their intersection.
- Vehicular circulation between parcels is encouraged; provisions for circulation between adjacent parcels shall be provided through coordinated or joint parking systems to minimize curb cuts along the street.

- Control future traffic levels through appropriate land use designations and selective limitations on high traffic generation uses; require traffic impact analysis to be performed as condition for development.

### **Broadway Avenue Streetscape Plan**

The City of Maple Heights hired Cichan Landscape Architecture in June, 1999, to prepare a Streetscape Plan for the section of Broadway between Marion Street and McCracken Boulevard (Phase I). Construction of the planned improvements is scheduled to begin in the spring of 2000, and is estimated to cost \$350,000. The project is funded by a Community Development Block Grant (CDBG) and in-kind contributions by the City of Maple Heights. Proposed Phase I improvements include the following:

- **Greenbelt Street Trees:** A continuous line of shade trees will create a unified and attractive appearance along the edge of Broadway throughout the length of the project area.
- **Bus Stops:** Bus stops at the Broadway/Libby Road intersection will be enhanced with benches and trash receptacles.
- **Intersection Enhancements:** The Broadway/Libby Road intersection will be defined and strengthened with perennials and accent trees. Crosswalk markings will increase pedestrian visibility. The Broadway/Greenhurst Drive intersection will be accented with ornamental plantings to establish gateway to future industrial development.
- **Town Center/Gateway Concept:** The block between Marion Street-Maple Heights Boulevard and the Broadway/Libby Road intersection is perceived by the Maple Heights community as the City's central business district. Its look will be updated and enhanced with new paving, street furniture, street trees and pedestrian lights.
- **Private Street Tree Planting:** Trees will be planted along Broadway on private property wherever the owners have given permission and there is space available. Benefits include more available soil, greater distance from utility lines, and preservation of sidewalk space.
- **New Gateway:** The existing I-480 overpass currently presents a significant gateway to the City of Maple Heights at the northern border. There are currently gateway

plantings and signage north of the overpass; these, however seem cut off will be moved south of the overpass to strengthen the identity of the City at its border. Both sides of Broadway will have decorative trees, shrubs and perennial plantings, and signage. Permission will be sought from the Ohio Department of Transportation to construct improvements within the I-480 right-of-way.

Phase II of the Broadway Streetscape Plan includes the area between Maple heights Boulevard to the Bedford border, and includes the following proposed improvements:

- **Town Center Improvements:** New brick sidewalks, pavement details, and lighting will enhance the northeast corner of the Broadway/Libby Road intersection.
- **Greenbelt Street Trees:** A continuous line of shade trees will create a unified and attractive appearance along the edge of Broadway from Maple Heights Boulevard south to the Maple Heights-Bedford border.
- **New Gateway:** The Maple Heights-Bedford border will be enhanced and strengthened with signage and decorative plantings.

The Phase II project cost estimates are to be determined. As with Phase I, the project will be funded by CDBG monies and City in-kind contributions.



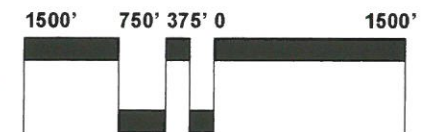


Map 1.

# 1997 Residential Property Transfers

Legend

■ Residential Property Transfers



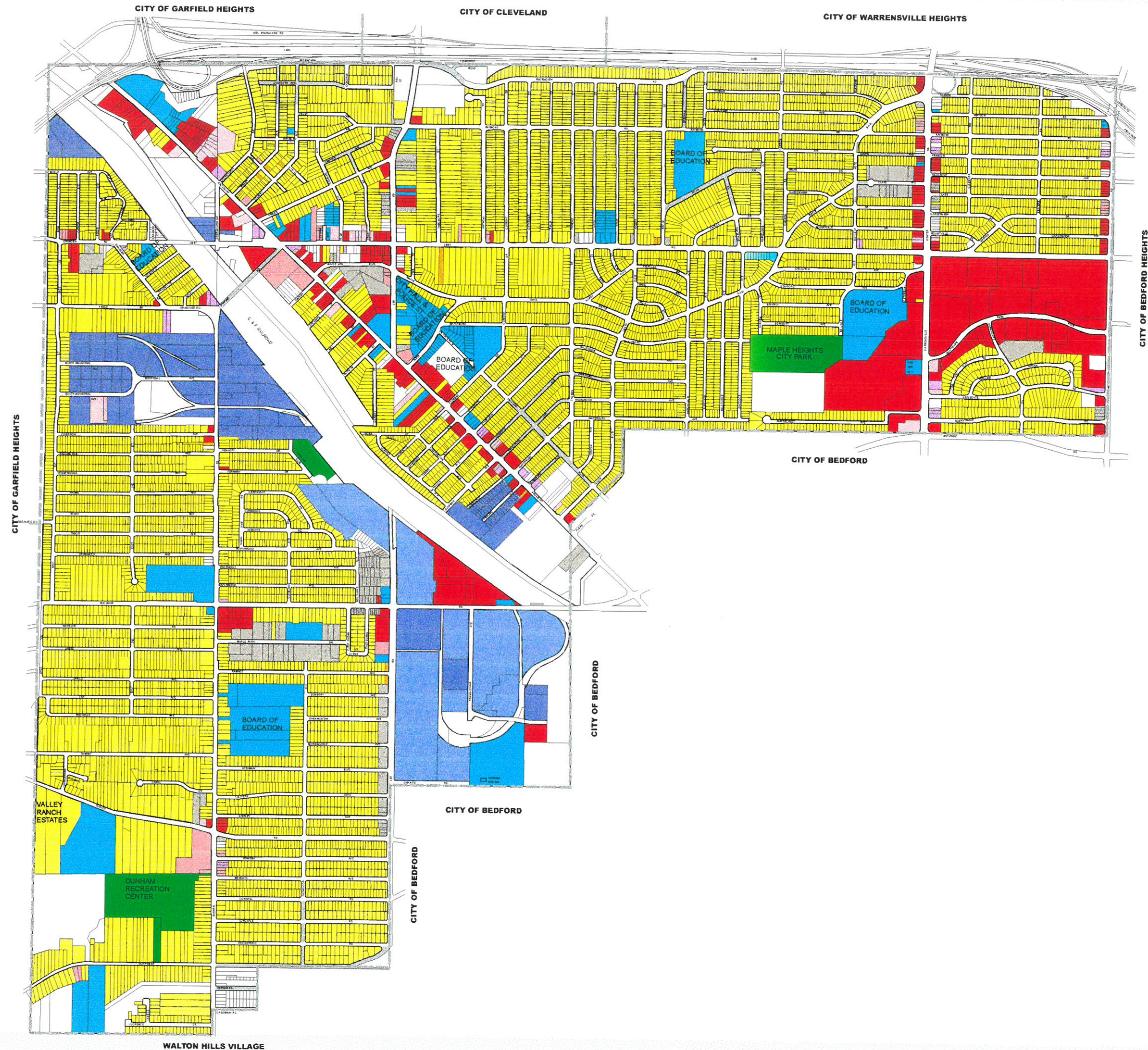
## Maple Heights Strategic Master Plan

City of Maple Heights, Ohio

 Pflum,  
Klausmeier & Gehrum  
Consultants, Inc.

**FINAL REPORT**  
November 1999



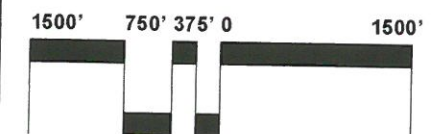


## Map 2.

### Existing Land Use

#### Legend

- Single Family Residential
- Two Family Residential
- Multi-Family Residential
- Mixed-use
- Office Building
- Commercial
- Warehouse/Distribution
- Industrial
- Public/Semi-public
- Parks
- Vacant



## Maple Heights Strategic Master Plan

City of Maple Heights, Ohio

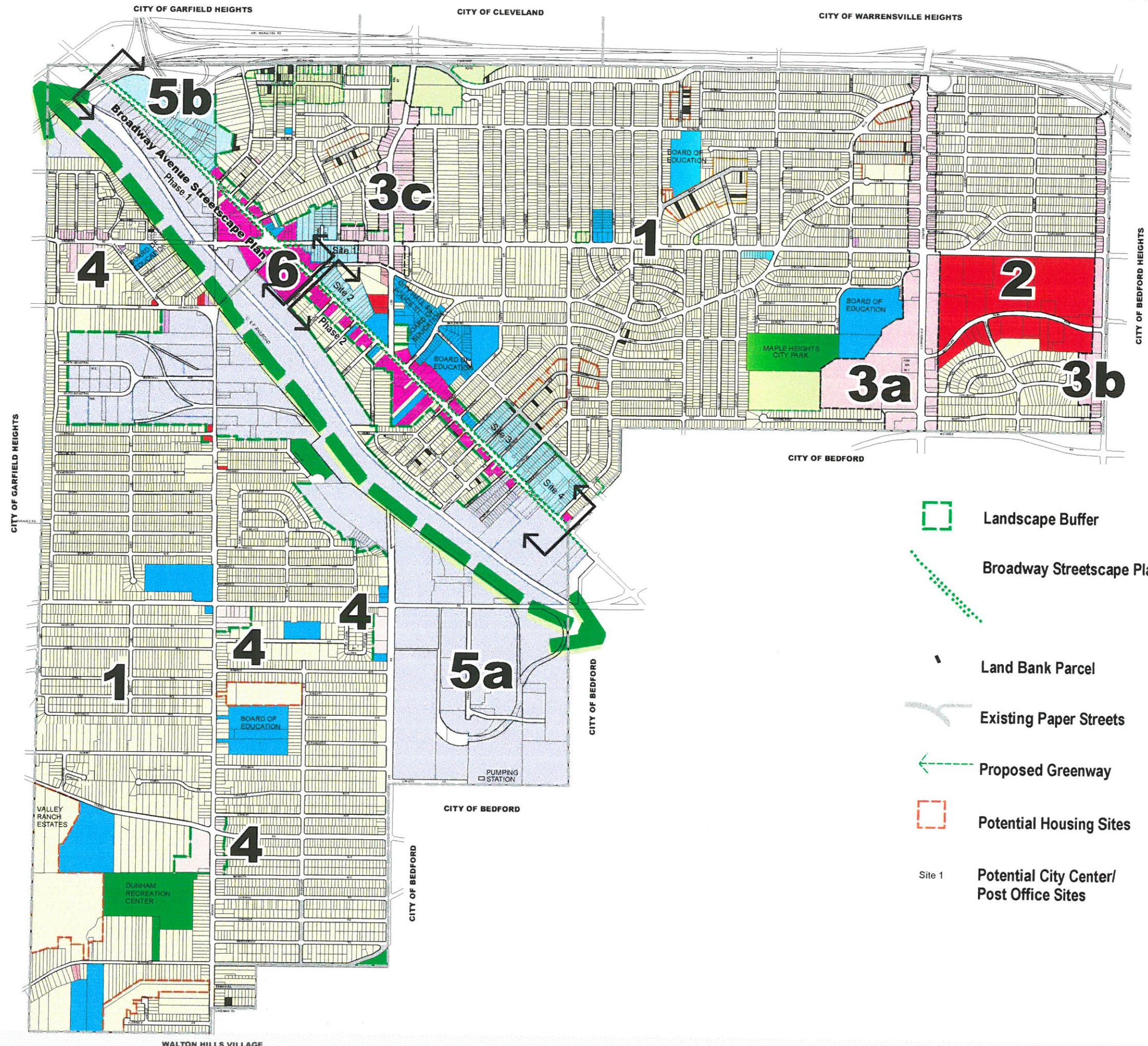
**Pflum,**  
Klausmeier & Gehrum  
Consultants, Inc.

**FINAL REPORT**  
November 1999











# ***APPENDIX***

## ***Supporting Documentation***

CNTYNAME=CUYAHOGA

Place code	Place Name	Ring	Resid.		Infl.-Adj Pct. Chg.		Comm.		Infl.-Adj Pct. Chg.		Indus.		Infl.-Adj Pct. Chg.	
			1983 (000)	1997 (000)	1983 to 1997	1983 (000)	1997 (000)	1983 to 1997	1983 (000)	1997 (000)	1983 to 1997			
0900	Cleveland	C	1,142,106	2,020,015	14.6	784,744	1,623,551	34.1	331,185	367,976	-27.9			
0275	Beachwood	I	102,007	259,128	64.6	87,089	243,596	81.3	3,759	4,956	-14.5			
0500	Bratenahl	I	19,663	51,868	71.0	609	840	-10.5	172	99	-62.4			
0540	Brooklyn	I	68,943	123,688	16.3	21,456	55,677	68.2	27,851	55,853	30.0			
0545	Brooklyn Heights	I	11,601	24,365	36.1	11,757	28,844	59.0	9,539	10,129	-31.1			
0550	Brookpark	I	126,587	237,651	21.7	30,304	59,715	27.7	57,307	61,266	-30.6			
0905	Cleveland Heights	I	278,631	532,699	23.9	55,998	92,449	7.0	558	539	-37.4			
1080	Cuyahoga Heights	I	3,127	6,384	32.3	2,459	8,697	129.2	46,396	50,948	-28.8			
1225	East Cleveland	I	53,940	104,375	25.4	27,715	37,862	-11.4	9,005	8,341	-39.9			
1320	Euclid	I	275,197	459,728	8.3	92,906	136,864	-4.4	48,134	48,241	-35.0			
1348	Fairview Park	I	136,718	258,462	22.5	29,540	59,443	30.4	0	0	.			
1495	Garfield Heights	I	166,802	276,231	7.3	25,950	48,509	21.1	7,884	11,602	-4.6			
1905	Independence	I	58,791	160,710	77.2	48,557	145,178	93.8	15,703	23,644	-2.3			
2120	Lakewood	I	294,473	541,793	19.2	85,456	128,208	-2.7	4,312	4,569	-31.3			
2235	Linndale	I	308	532	11.9	619	908	-4.9	236	302	-17.1			
2455	Maple Heights	I	144,669	233,605	4.6	26,811	52,998	28.1	18,133	20,623	-26.2			
282	Highland Hills	I	2,077	3,332	4.0	2,393	6,436	74.3	0	0	.			
2955	Newburgh Heights	I	9,208	15,203	7.0	1,466	1,943	-14.1	1,038	1,179	-26.3			
3155	North Randall	I	2,578	3,796	-4.5	43,013	54,145	-18.3	275	0	-100.0			
3360	Parma	I	539,010	1,028,886	23.7	104,488	230,999	43.3	34,738	34,925	-34.8			
3365	Parma Heights	I	121,372	220,067	17.5	36,972	68,617	20.3	42	31	-50.7			
3710	Rocky River	I	179,484	414,098	49.5	47,103	75,392	3.7	969	1,636	9.3			
3885	Seven Hills	I	115,287	237,269	33.4	-3,867	18,176	204.7	0	317	.			
3905	Shaker Heights	I	280,346	556,977	28.8	39,962	62,695	1.7	0	0	.			
4035	South Euclid	I	165,343	288,910	13.2	16,059	37,429	51.0	1,688	3,030	16.3			
4350	University Heights	I	94,551	169,391	16.1	11,298	23,884	37.0	0	0	.			
4380	Valley View	I	13,190	40,365	98.3	5,164	30,147	278.4	21,230	25,850	-21.0			
4485	Warrensville Heights	I	54,430	79,803	-4.9	33,636	61,993	19.4	20,092	21,624	-30.2			
riv		I	4	0	-100.0	523	0	-100.0	0	0	.			
0260	Bay Village	0	157,133	340,203	40.3	4,587	8,799	24.3	256	416	5.2			

Source: Ohio Municipal Advisory Council  
 Pct. changes are adjusted for inflation.  
 (Other values are nominal.)

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1990 US Census Data  
Database: C90STF3A  
Summary Level: State--Place

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**Maple Heights city: FIPS.STATE=39, FIPS.PLACE90=47306**

**PERSONS**

Universe: Persons

Total.....27089

**FAMILIES**

Universe: Families

Total.....7659

**HOUSEHOLDS**

Universe: Households

Total.....10564

**RACE**

Universe: Persons

White.....22707

Black.....3925

American Indian, Eskimo, or Aleut.....37

Asian or Pacific Islander.....238

Other race.....182

**PERSONS IN HOUSEHOLD**

Universe: Households

1 person.....2660

2 persons.....3578

3 persons.....1783

4 persons.....1549

5 persons.....616

6 persons.....270

7 or more persons.....108

**RACE OF HOUSEHOLDER BY HOUSEHOLD TYPE AND PRESENCE AND AGE OF  
OF CHILDREN**

Universe: Households

White:

Family households:

Married-couple family:

With own children under 18 years.....1930

No own children under 18 years.....3258

Other family:

Male householder, no wife present:

With own children under 18 years.....59

No own children under 18 years.....316

Female householder, no husband present:

With own children under 18 years.....253

No own children under 18 years.....660

Nonfamily households.....2723

Black:

Family households:

Married-couple family:

With own children under 18 years.....475

No own children under 18 years.....234

Other family:

Male householder, no wife present:

With own children under 18 years.....30

No own children under 18 years.....10

Female householder, no husband present:	
With own children under 18 years.....	246
No own children under 18 years.....	97
Nonfamily households.....	170
American Indian, Eskimo, or Aleut:	
Family households:	
Married-couple family:	
With own children under 18 years.....	0
No own children under 18 years.....	7
Other family:	
Male householder, no wife present:	
With own children under 18 years.....	0
No own children under 18 years.....	0
Female householder, no husband present:	
With own children under 18 years.....	0
No own children under 18 years.....	0
Nonfamily households.....	6
Asian or Pacific Islander:	
Family households:	
Married-couple family:	
With own children under 18 years.....	17
No own children under 18 years.....	33
Other family:	
Male householder, no wife present:	
With own children under 18 years.....	0
No own children under 18 years.....	0
Female householder, no husband present:	
With own children under 18 years.....	0
No own children under 18 years.....	6
Nonfamily households.....	6
Other race:	
Family households:	
Married-couple family:	
With own children under 18 years.....	18
No own children under 18 years.....	0
Other family:	
Male householder, no wife present:	
With own children under 18 years.....	0
No own children under 18 years.....	0
Female householder, no husband present:	
With own children under 18 years.....	10
No own children under 18 years.....	0
Nonfamily households.....	0

#### HOUSEHOLD TYPE AND PRESENCE AND AGE OF CHILDREN

Universe: Households with householder of Hispanic origin

Family households:	
Married-couple family:	
With own children under 18 years.....	4
No own children under 18 years.....	15
Other family:	
Male householder, no wife present:	
With own children under 18 years.....	6
No own children under 18 years.....	0
Female householder, no husband present:	
With own children under 18 years.....	10
No own children under 18 years.....	0
Nonfamily households.....	6

#### HOUSEHOLD TYPE BY AGE OF HOUSEHOLDER

Universe: Households

Family households:	
15 to 24 years.....	130

25 to 34 years.....	1643
35 to 44 years.....	1603
45 to 54 years.....	1037
55 to 64 years.....	1285
65 to 74 years.....	1338
75 years and over.....	623

Nonfamily households:

15 to 24 years.....	97
25 to 34 years.....	472
35 to 44 years.....	312
45 to 54 years.....	174
55 to 64 years.....	381
65 to 74 years.....	780
75 years and over.....	689

**HOUSEHOLD INCOME IN 1989**

*Universe: Households*

Less than \$5,000.....	324
\$5,000 to \$9,999.....	832
\$10,000 to \$12,499.....	549
\$12,500 to \$14,999.....	486
\$15,000 to \$17,499.....	514
\$17,500 to \$19,999.....	503
\$20,000 to \$22,499.....	645
\$22,500 to \$24,999.....	401
\$25,000 to \$27,499.....	636
\$27,500 to \$29,999.....	474
\$30,000 to \$32,499.....	537
\$32,500 to \$34,999.....	417
\$35,000 to \$37,499.....	506
\$37,500 to \$39,999.....	482
\$40,000 to \$42,499.....	436
\$42,500 to \$44,999.....	285
\$45,000 to \$47,499.....	371
\$47,500 to \$49,999.....	339
\$50,000 to \$54,999.....	514
\$55,000 to \$59,999.....	346
\$60,000 to \$74,999.....	573
\$75,000 to \$99,999.....	272
\$100,000 to \$124,999.....	98
\$125,000 to \$149,999.....	24
\$150,000 or more.....	0

**PER CAPITA INCOME IN 1989**

*Universe: Persons*

Per capita income in 1989.....	12792
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## COMMISSIONERS

Jane L. Campbell  
Jimmy Dimora  
Tim McCormack

November 9, 1999

James Sonnhalter  
PKG Group

via fax 330-342-9328

Re: Maple Heights Master Plan

Dear Mr. Sonnhalter,

Here is the information you requested on housing assistance provided to Maple Heights residents by Cuyahoga County Department of Development over the past five years:

<u>Program</u>	<u>Number Served</u>	<u>Dollars Provided</u>
Down Payment Loans*	30	\$239,758
Weatherization Grants	56	\$108,527
Homeowner Loans	18	\$282,306
<u>Acquisition/Rehab/Sale of Vacant Houses</u>	<u>14</u>	<u>\$309,471</u>
<b>Direct Service Subtotal</b>	<b>118</b>	<b>\$940,062</b>
<u>Maple Heights Exterior Maintenance**</u>	<u>92</u>	<u>\$330,000</u>
<b>Housing Totals 1995-1999</b>	<b>210</b>	<b>\$1,270,062</b>

\*Down Payment Loans started in 1998.

\*\*Numbers served for Exterior Maintenance only include 1997-1999.

Yours very truly,

Paul Herdeg  
Manager, Housing Programs

cc: Marty DiVito, City of Maple Heights



