

SOUTHGATE CONNECTIVITY STUDY



NOACA TLCI PROGRAM
SPONSORED BY: THE CITY OF MAPLE HEIGHTS
JULY 2021



ACKNOWLEDGMENTS

Northeast Ohio Areawide Coordinating Agency

City of Maple Heights

City of Maple Heights City Council

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INTRODUCTION + PROCESS



City of
Maple Heights
SUMMER

MAPLE HEIGHTS MUNICIPAL BUILDING

MAIN
ENTRANCE

INTRODUCTION

The Southgate Connectivity Study was funded through a Transportation for Livable Communities Initiative (TLCI) planning grant, awarded by the Northeast Ohio Areawide Coordinating Agency (NOACA) to the City of Maple Heights.

City Architecture, WSP, and 4ward Planning Inc. were hired by both the City of Maple Heights and NOACA to facilitate this planning study that aimed to develop integrated multi-modal transportation and economic development strategies to revitalize the Southgate USA, one of the country's first large shopping centers. These strategies are developed on the basis of enhanced connections between community assets, adjacent residential neighborhoods, and nearby emerging employment centers. Advancing equitable outcomes by improving accessibility and expanding mobility options within the Maple Heights community adjacent to Southgate USA property served as the primary focus.

A newly opened Amazon Fulfillment Center a mile north of Southgate, along with local assets within the study area creates opportunity for enhanced connections to be made for all members of the Maple Heights community. The entry of Amazon to this marketplace is representative of the increasing obsolescence

of large, aged shopping centers, like Southgate. The rise of online shopping and consumers preferences for in person shopping lifestyle centers that include a variety of uses make it challenging for places like Southgate to thrive. It's also located in a city comprised of nearly 90% African Americans and 50% low income immediately places equity at the forefront of all decision making processes.

Through brief observation it can be discovered that the city's development pattern aligns with suburban communities that were developed in the post-World War II era of Northeast Ohio. Bungalow style single family homes dominate the landscape, while the infrastructure's design nearly solely accommodates the automobile. With ownership and access to an automobile declining among residents, the city has chosen to focus on improving the current pedestrian experience, while also introducing additional modes of transport that allow for safe alternatives to a car.

Uniquely equipped with one of the Greater Cleveland Regional Transit Authority's (GCRTA) most heavily used transit centers (Southgate Transit Station), seamless access to two of the region's major interstates, a large workforce, and rising home sales, the City of Maple Heights

TLCI OBJECTIVES (NOACA)

Develop transportation projects that provide more travel options through complete streets and context sensitive solutions, increasing user safety and supporting positive public health impacts

Ensure that the benefits and burdens of growth, change and transportation projects are distributed equitably by integrating accessibility and environmental justice into projects

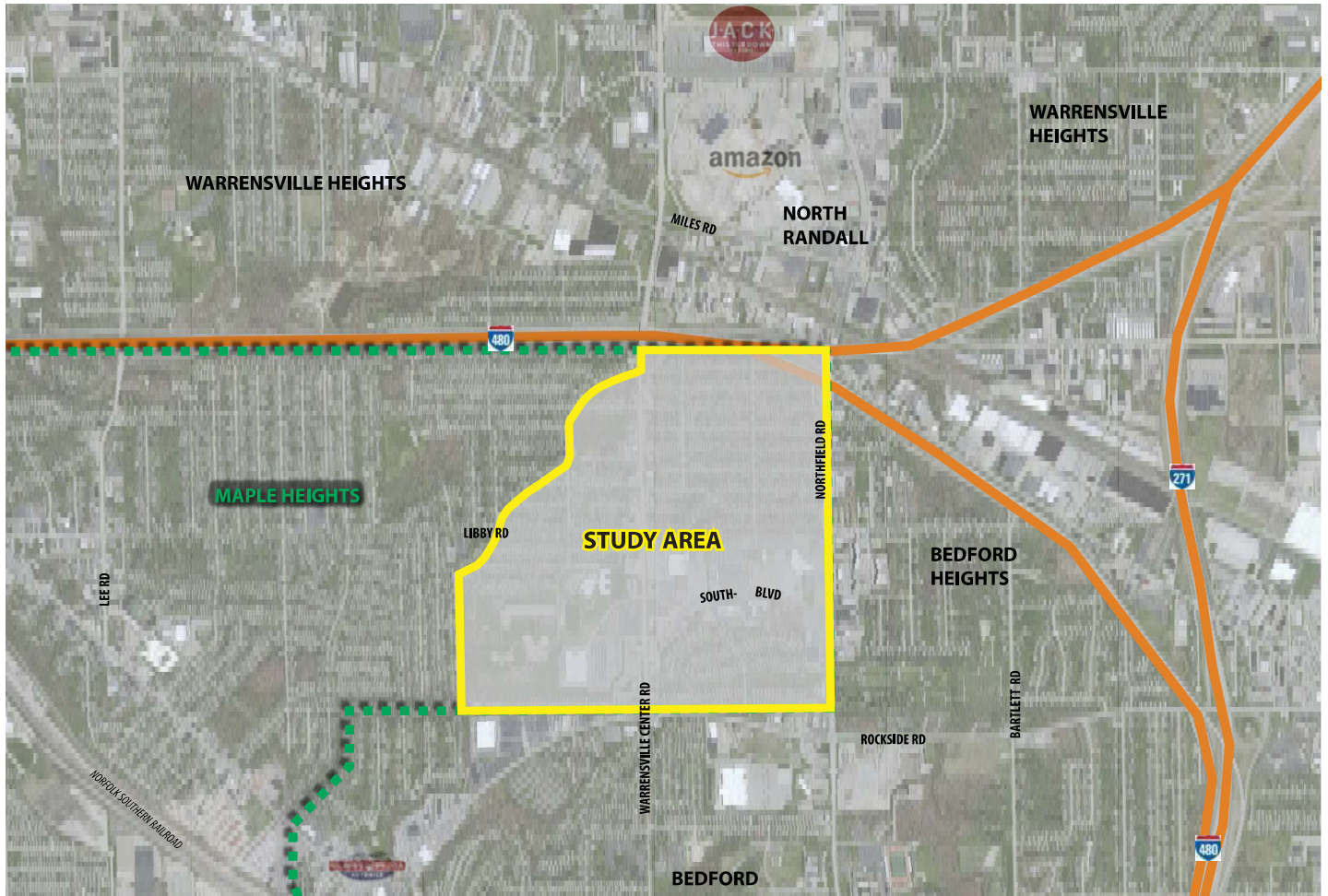
Promote reinvestment in underutilized or vacant/ abandoned properties through development concepts supported by multi-modal transportation systems

Enhance regional cohesion by supporting collaboration between regional and community partners

Support economic development through place-based transportation and land use recommendations, and connect these proposals with existing assets and investments

Provide people with safe and reliable transportation choices that enhance their quality of life

PROJECT CONTEXT



is presented with a unique opportunity to maximize on these assets. However, due to the lack of senses of arrival and place within the commercial district, the city is currently not capitalizing on the opportunity to showcase its identity to visitors and elevate the pride of its constituents.

People biking and walking don't have connections to the adjacent Stafford Park, which is isolated. It is an asset to be enhanced further to begin to bring greater quality and equitable connection.

The study area is pinned between one well established economic generator in the Bedford Automobile and

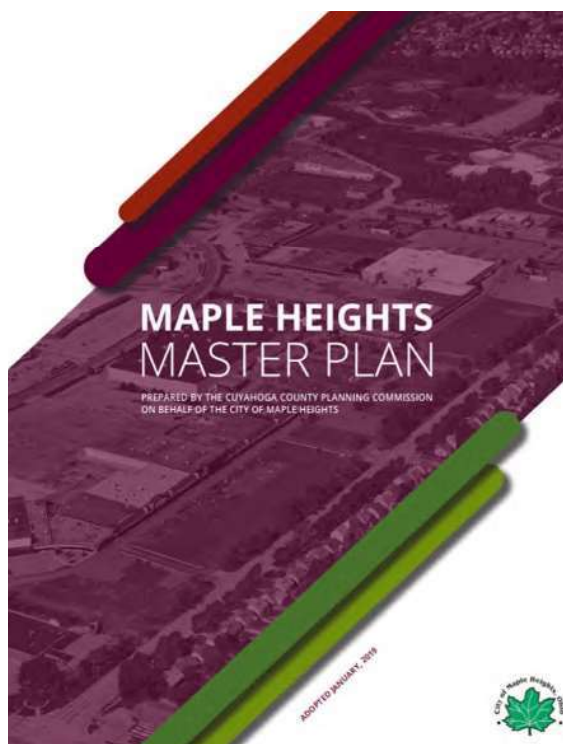
a global e-commerce giant. It is 580 acres in size bounded by Maple Heights Boulevard to the West, I-480 to the North, Northfield Road to the East, & Rockside Road to the South. It also includes three major corridors on the east side of the Greater Cleveland Area. With railroads both north and south of the study area, each lined with industry, there is a large presence of these original land uses, with recent investment to re-purpose them. At the intersection of three communities, Bedford, Bedford Heights, & North Randall, boundary lines are blurred at times; however, with limited resources, collective strategies are important to leverage resources and both increase opportunity and stability for residents.

INFLUENCE

Our desire is to not reinvent any process or inundate the community with similar planning processes that were performed recently in the community, such as the City's 2019 Master Plan. Rather, our intentions are to use the results of the master planning process to guide this work and the creation of this 2021 TLCI Plan.

The Master Plan served as our starting point, seeing as it outlined the community's priorities and began to formulate a path for how to achieve these results. NOACA's TLCI planning processes allows to narrow this focus and provide that last layer of guidance to move toward implementation. Our approach intentionally provides implementable recommendations that are reflective of the community's needs and elevates places to celebrate pride and uplift communities.

The City of Maple Heights has begun already to invest in their future, with Dunham Park having been acquired by Cleveland Metroparks and having received enhancements, expansion and connection to the larger Bedford Reservation. In addition, there is installation of the Libby-Lee Park, adjacent to the municipal services/ downtown of the City. It is this type of investment and activity that can and must be capitalized upon as this plan looks to the future. The role of this document is to help to chart a clear, exciting and implementable path forward.



Citywide Implementation Goals

- GOAL 1 FOSTER COMMUNITY PRIDE AND NEIGHBORHOOD NETWORKS
- GOAL 2 STABILIZE THE HOUSING MARKET AND ENCOURAGE REINVESTMENT IN NEIGHBORHOODS
- GOAL 3 IMPROVE THE VIBRANCY OF THE CITY'S BUSINESS DISTRICTS
- GOAL 4 ENCOURAGE WALKING AND BICYCLING
- GOAL 5 PROTECT THE CITY'S CRITICAL ENVIRONMENTAL FEATURES
- GOAL 6 REVITALIZE EXISTING PARKS AND STRATEGICALLY ENHANCE THE CITY'S RECREATION SYSTEM
- GOAL 7 COORDINATE INFRASTRUCTURE IMPROVEMENTS
- GOAL 8 DEVELOP A COMPREHENSIVE SYSTEM OF YOUTH ENGAGEMENT
- GOAL 9 GROW MANUFACTURING JOBS



PLANNING APPROACH

UNDERSTAND

Before we can recommend anything, we must have thorough understanding of the community's needs, challenges, plans and perspective.

CHALLENGE

Once we feel an understanding is possessed, we move to challenge the status quo and push against the norms to encourage growth. Similar to exercise, strength is not improved when the workout is easy, but rather when the workout pushes oneself beyond what is thought can be achieved. New information and education will be conceived and communicated, and outside-the-box thinking will guide this work. While this new and creative thinking will test concepts and push them to new levels, community history and current priorities are honored, and the voices of both local leaders and residents are respected.

TRANSFORM

We begin to test ideas of what subtle but transformative changes can mean for a place. Breathing new life into locations that once thrived, or developing new places where there has never been investment.

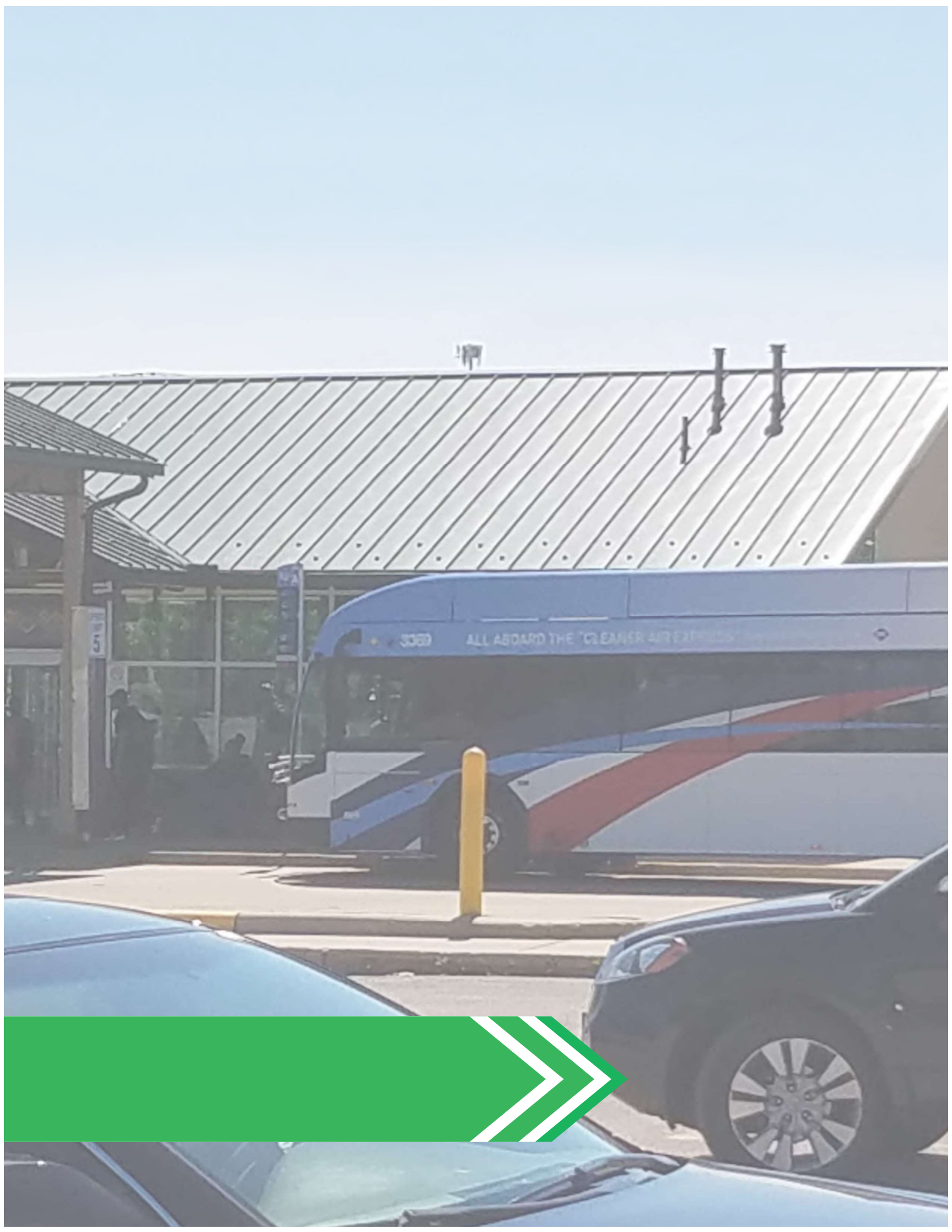
IMPLEMENT

All this is done in step with the community, as plans are not useful unless they can be implemented. We provide a comprehensive funding guide that aligns with recommendations and fulfills the needs of uncovered throughout the process.

While these are outlined in steps that appear sequential, planning is never linear, and the process moves forward and backward to best meet the needs of the community we are entrusted to serve. The fluidity of this movement guides an approach that is realizable by starting small with subtle changes under the city's control. This is done with an understanding that investment by the city has the power to generate stakeholder commitment within the community, elevate pride among existing and longterm residents, and add interest from those that have recently become drawn into the community and purchase homes.



COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

Successful plans hinge on the participation of the community, who the plan is designed to impact and enhance the lives of. While participation can at times be a challenge, it is imperative the voices of the community are not only heard but reflected throughout the planning process.

Maple Heights is a diverse community, and we worked hard to listen to as many opinions as possible.

A core group of community members and local organizations formed the project's Stakeholder Committee. The group was made up of residents, Maple Heights City Schools, Greater Cleveland Regional Transit Authority, Ohio Department of Transportation, along with support and input from City Council and City Department staff. The committee met twice in person, in addition to one on one dialogues with members of the group over the duration of the project.

Traditional planning community engagement activities were utilized, such as dot exercises and group discussion that included some form of story mapping. In efforts to focus on our approach maintaining a positive perspective, we substituted language regarding challenges or items that need improvement with language that revolved around providing a gift to your community.

It was critical to obtain participation from a wide sampling of residents and other community members, seeing as their strong neighborhood ties could provide invaluable insight. This engagement process only excels when it is authentic, allowing us to derive quality



input.

Like every aspect of our society, the COVID-19 pandemic had an impact on this project, causing the work to be placed on hold for roughly 12 months. The project resumed in February 2021, with the third and final community meeting taking place in late March 2021. While nothing compares to connecting with members of the community in person, this culminating discussion held virtually demonstrated the perseverance of the City of Maple Heights, which has experienced growth and investment despite extremely challenging times.

COMMUNITY MEETING #1
Monday December 2, 2020, 6pm-7:30pm
Maple Heights High School
7 Attendees

COMMUNITY MEETING #2
Tuesday January 28, 2020, 6pm-7:30pm
Warrensville Community Baptist Church
27 Attendees

COMMUNITY MEETING #3
March 31, 2021, 6pm-7:30pm
Virtual Meeting (Zoom)
12 Attendees



TOP 3 PRIORITIES

- Enhanced City of Maple Heights **Welcome Signage**
- Vertical striped **crosswalks** for clear identification of **pedestrian** crossings
- Align signage at park **entrances** at Maple Heights Blvd and Mayville Ave with City's brand standards

These top priorities were selected by the City, who's decisions have been informed by the resident and stakeholder conversations within this planning process and the community at large.



COMMUNITY ENGAGEMENT

Residents of Maple Heights feel a true sense of community is missing. A lack of accessing and gathering in quality public spaces has contributed to this challenge. Community and Recreation Centers, access to trails, incorporation of bike paths and connected spaces that encourage safe pedestrian movement were identified by residents as being desirable.

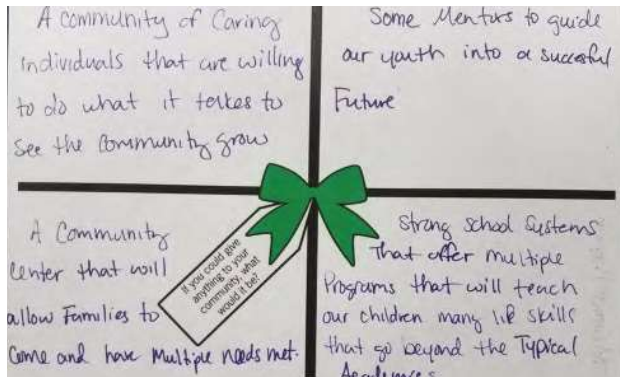
The community wants to be active and also sees themselves as potential pioneers for sustainability among Northeast Ohio's suburbs. Maple Heights has very little open space and could be considered a nearly fully developed community. Preservation of the tree canopy and natural environment that remains is a priority for the community, along with the greening of highly impervious corridors of the study area.

The Maple Heights community is ready for action to occur. After two planning processes, the City's Comprehensive Plan and the Southgate Connectivity Study, challenges and desires have been clearly identified.

A strategic path forward needs to be established, one that acknowledges the recent investment by business owners, responds to the community's request for active and accessible spaces, and places priority on establishing a presence on the Warrensville Center Road commercial corridor. The community identified the most important project focus areas as Stafford Park and South Gateway (Warrensville Center Road), followed by the North Gateway (Warrensville Center Road) and Southgate USA. The community also identified street trees, wayfinding signage, artistic lighting, and sculptural elements/ decorative crosswalks as priority improvements.

While Community Meetings #1 & #2 were more traditional in their design and execution, the COVID-19 pandemic required everyone to stop gathering in-person in large groups. The virtual format of the third and final community meeting, coupled with the project pause, presented an opportunity to sharpen the team's focus on what priority action items the community felt the strongest about.



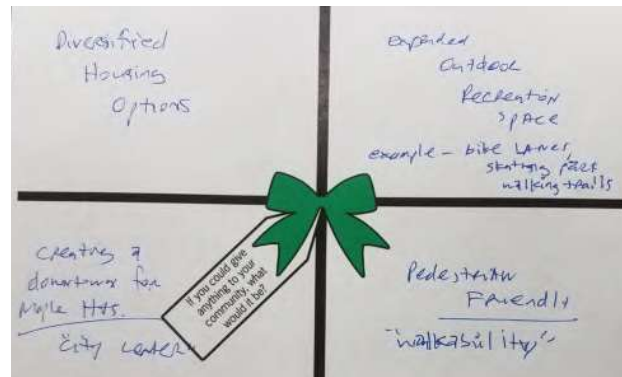


Discussions throughout the planning process centered on 3 terms that were introduced in the final community meeting:

IDENTITY
MOVEMENT
ARRIVAL

Each of these terms directly ties to the transportation planning process and ultimately supports the development of the final recommendations. Much of the community discourse centered around elevating the outward portrayal of Maple Heights' identity, such as celebrating what makes it unique and distinguishing it from other neighboring municipalities. Maple Heights' identity is most pronounced for those traveling by automobile, but a true feeling of arrival in the city is largely absent when using other modes of transportation. The City needs an identity that weaves together a memorable experience while moving through the public realm with a unique and welcoming sense of arrival.

Residents expressed a discomfort with traveling in the roadway on a bicycle adjacent to motor vehicles. Additionally, crossing Warrensville Center Road comes with a level of intimidation due to the proximity to the high-speed traveling motorists and the scale of the roadway.



Members of the community we engaged with whom required the assistance of a wheelchair, also expressed the added complexity of navigating public spaces, particular Warrensville Center Road, under the current conditions.

When posed with questions centered on identity, movement and arrival, the community expressed the following as important considerations:

- The need for clear signage and crossings
- Pedestrian friendly experience needs improved in the commercial district
- Bike lanes can serve to encourage recreation and an active lifestyle
- When considering public art, must consider visibility, and not provide areas to hide behind
- Incorporate high school into public art design process
- A feeling of arrival is accompanied by anticipation, similar to going on vacation

Describe the feeling you have when you **ARRIVE at a memorable destination.**



UNDERSTAND + CHALLENGE



TRAFFIC ANALYSIS

The Southgate Connectivity Study incorporates planning and urban design with a focus on traffic operations, multi-modal connections, and corridor improvements to support bicycle infrastructure, and general transportation planning that will revitalize the City of Maple Heights' Southgate area. The study assesses the potential for enhanced multi-modal connectivity between community assets, adjacent residential neighborhoods, and nearby emerging employment centers.

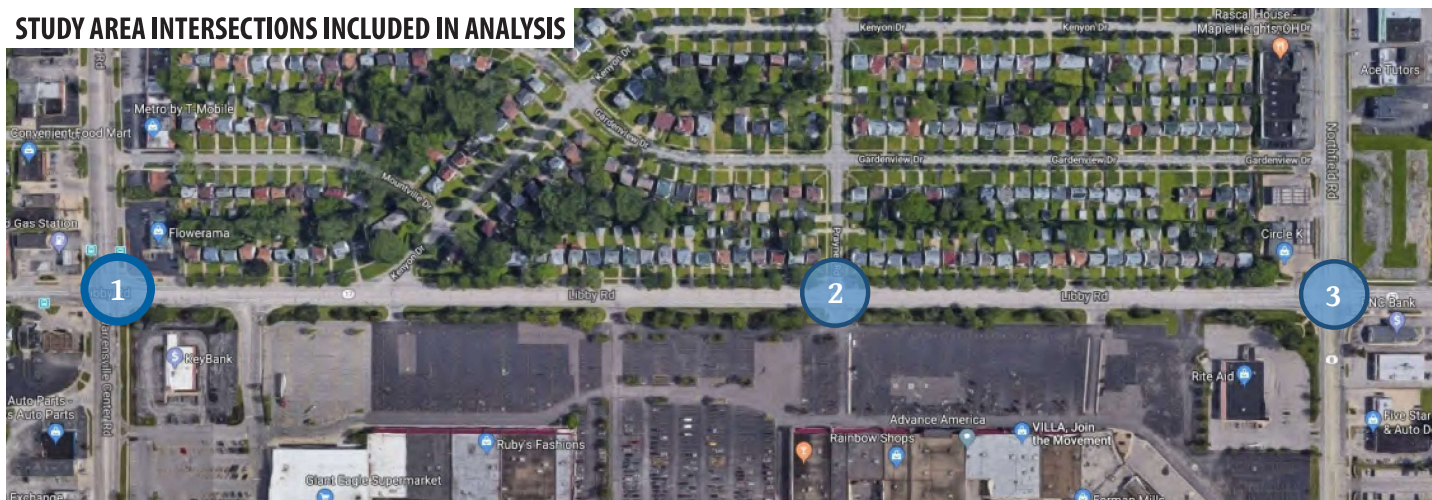
The traffic analysis is primarily focused on Libby Road between Warrensville Center Road and Northfield Road. Analysis of traffic operations is included to understand current roadway operations and identify areas with potential excess capacity. This work was initiated early in the study process to understand the feasible range of possibilities for the connectivity study.

Traffic operations were analyzed along the Libby Road corridor, including the three signalized

intersections between the Warrensville Center Road and Northfield Road intersections. Traffic data was collected by WSP on September 10, 2019 from 6:00 AM to 10:00 AM and from 3:00 P.M. to 7:00 PM, and analyzed using Synchro Version 9 and SimTraffic 9, to assess the feasibility of a reduction in traffic capacity on Libby Road to add facilities to better accommodate non-motorized travel.

The traffic analysis guide on the following page describes the methods of analysis that were conducted by the traffic engineering consultant. At the core of the analysis is the measurement of the average delay, level of service and volume/capacity ratio.

STUDY AREA INTERSECTIONS INCLUDED IN ANALYSIS



1 Libby Rd/Warrensville Center Rd

2 Libby Rd/Prayner Rd

3 Libby Rd/Northfield Rd

Synchro Version 9 analyzes intersections, corridors and roadway networks at a macro level

SimTraffic 9 performs at a microsimulation level, clearly and visually reflecting how intersections within a corridor or network interact with each other

Average Delay is an indication of the delay that would typically be experienced during the analyzed period under the defined traffic operations

Level of Service (LOS) is a grading scale based upon average delay; LOS A represents free-flow Conditions, LOS E represents operational capacity, and LOS F represent over-capacity conditions

A Volume/Capacity Ratio (v/c) less than 1.0 indicates the travel lane is operating below capacity; a v/c ratio of 1.0 indicates operations at capacity (LOS E), and a v/c ratio exceeding 1.0 indicates over capacity conditions (LOS F)

AM PEAK HOUR TRAFFIC VOLUMES



PM PEAK HOUR TRAFFIC VOLUMES



Primary roadways and their distinguishing characteristics

Warrensville Center Road – 4 lanes, North-South, 2 travel lanes in each direction, with dedicated left turn lanes at bigger, signalized intersections

Northfield Road – 5 lanes, North-South, 2 travel lanes in each direction plus a center turn lane

Libby Road – 4 lanes, East-West, 2 eastbound and 2 westbound travel lanes

Southgate Park Boulevard – East-West, 2 wide travel lanes, 1 in each direction

TABLE 1 - Existing Conditions

Intersection		A.M. Peak Hour	P.M. Peak Hour	A.M. Peak Hour	P.M. Peak Hour
		Synchro		SimTraffic	
Libby Road / Warrensville Center	LOS	C	C	B	C
	Delay	23.1	34.5	18.4	27.1
	V/C	0.78	0.97	-	-
Libby Road / Prayner Road	LOS	B	B	B	B
	Delay	13.2	12.5	12.3	11.6
	V/C	0.46	0.57	-	-
Libby Road / Northfield Road	LOS	B	B	C	C
	Delay	14.1	19.1	22.0	16.7
	V/C	0.57	0.72	-	-

TABLE 2 - Future Conditions

Intersection		A.M. Peak Hour	P.M. Peak Hour	A.M. Peak Hour	P.M. Peak Hour
		Synchro		SimTraffic	
Libby Road / Warrensville Center	LOS	C	C	B	C
	Delay	24.7	33.1	19.3	29.0
	V/C	0.78	0.97	-	-
Libby Road / Prayner Road	LOS	B	C	B	C
	Delay	13.9	23.2	14.8	21.7
	V/C	0.46	0.75	-	-
Libby Road / Northfield Road	LOS	B	C	C	C
	Delay	18.4	25.1	24.4	21.4
	V/C	0.57	0.76	-	-

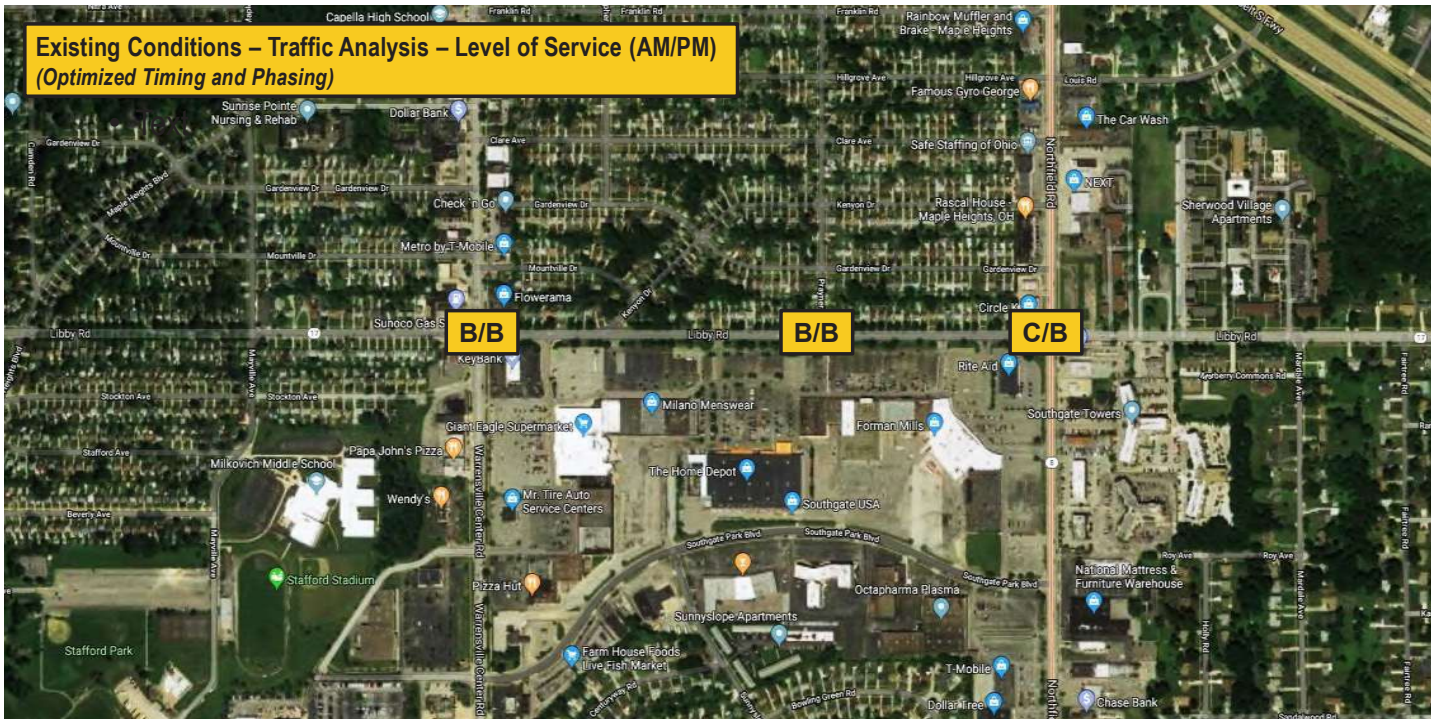
Currently, Libby Road is approximately 52 feet wide with a detached sidewalk on the north side only. If the road configuration was changed to two travel lanes (12-13 ft each) and a center turn lane (10-11 ft), 34-37 ft of road width would be required, resulting in an extra 15-18 ft of available paved width. This “excess” width could be used for buffered bike lanes or a cycle track without moving the curbs. Table 2 provides the traffic analysis results for the proposed future condition with two travel lanes plus a center

turn lane on Libby Road. Feasibility (the threshold of vehicle delay people are willing to accept) is reflected in both the LOS and v/c ratio, with LOS scoring at a C or better and v/c ratio being less than 1.00. These traffic engineering methods demonstrate additional capacity present in the roadway. With a buffered bike lane, delay would increase in some places, but due to the context of the area and the community’s goals, this is acceptable¹.

¹https://safety.fhwa.dot.gov/ped_bike/tools_solve/docs/FHWA-SA-21-010_Traffic_Analysis_Intersection_Considerations.pdf?fbclid=IwAR3fPKyaQlIgPA3V0qkeVU9Qc5LKvdufZN9Pq0gawboxHUwjKyBkSxXMlM

ENHANCING LIBBY ROAD

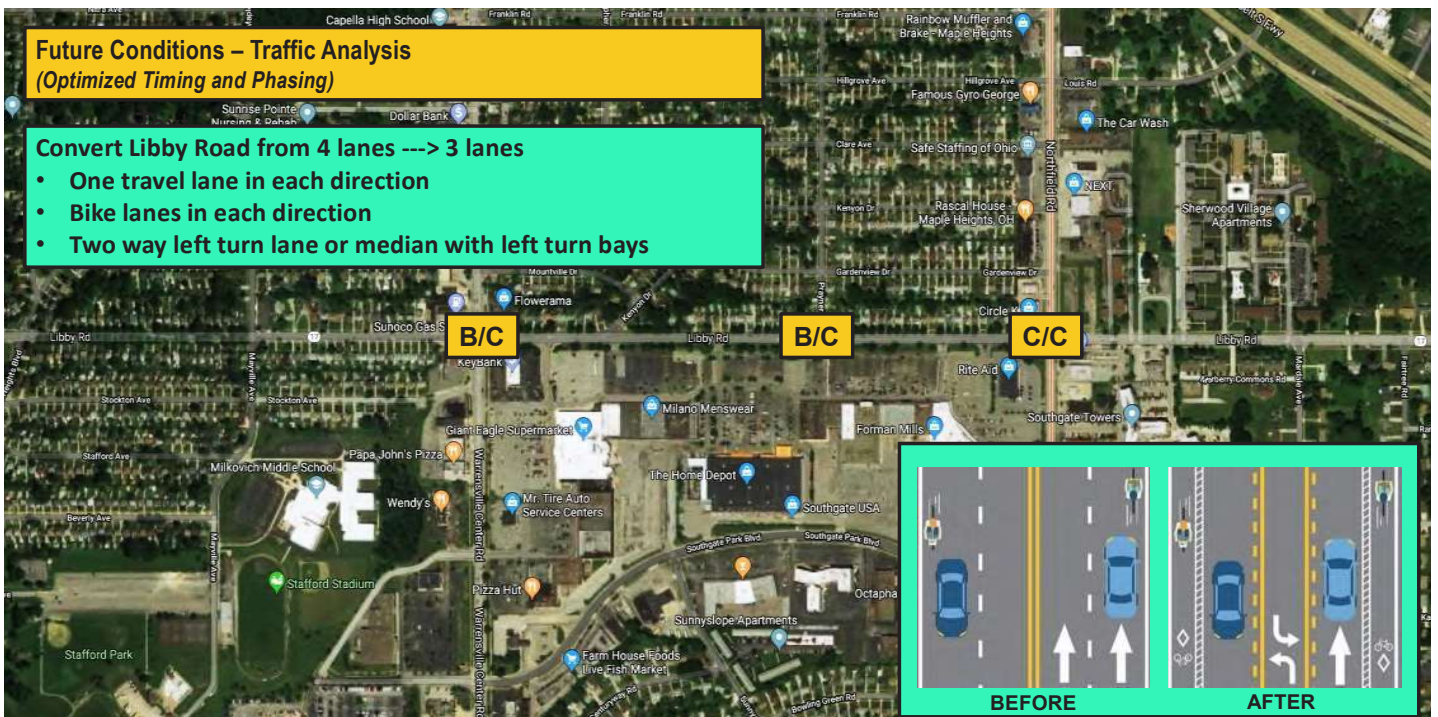
Existing Conditions – Traffic Analysis – Level of Service (AM/PM) (Optimized Timing and Phasing)



Future Conditions – Traffic Analysis (Optimized Timing and Phasing)

Convert Libby Road from 4 lanes ---> 3 lanes

- One travel lane in each direction
- Bike lanes in each direction
- Two way left turn lane or median with left turn bays



VEHICULAR DOMINANCE

There is a high density of surface parking lots found throughout the site, but particularly south of Libby Road. In this southern portion of the study area, there are an estimated 5,500 parking spaces that comprise roughly 80 acres of surface parking. This figure does not include the surfaces used by Liberty Ford to display their vehicles.

While these spaces certainly put a strain on the natural environment, through the negative effects of run off and conduction of added heat, they can also be viewed as less than ideal for the pedestrian traffic that traverses this portion of the study area. During public meetings, people reported how uncomfortable it is to walk along Libby Road and its shopping centers, in part due to lack of sidewalks on the south side, but also speeding traffic, parked cars, and long crossings. With few dedicated pedestrian paths that move east and west toward commercial spaces, many pedestrians are using these largely underutilized parking surfaces as a cut through, creating potentially dangerous interactions with vehicles.

The abundance of parking warrants an examination of the City's zoning code and off-street parking requirements. Southgate USA accounts for the majority of the surface parking within the commercial district, however surrounding uses also have sizable surface parking fronting along the main corridors, with very little buffer. This results in a less than scenic experience that promotes high speeds and caters to vehicular movement over all other forms of transportation.

Maple Heights does not currently have any dedicated bicycle facilities. This is a challenge for the community and its residents, who since 2009 have owned fewer and fewer vehicles. Based on the TAZ data from the NOACA Travel

Forecasting Model which provides 2020 person trip estimates, Maple Heights is projected to produce 62,476 trips per day and attract 44,336 trips per day. This can be interpreted to mean that more people are leaving Maple Heights to go to work, shop and other destinations than are being attracted to Maple Heights.

The NOACA Travel Forecasting Model also provides estimates of residents and associated car ownership, based on 2020 input data. The model data reports a total of 9,425 households in Maple Heights with 784 zero car households (8.3%), 4567 one car households (48.5%) and 4074 households with access to two or more cars (43.2%). Even without data on the number of adults per household, it is evident that access to a car is a potential issue for more than half of Maple Heights households and as such, non-auto transportation options are important to the community.

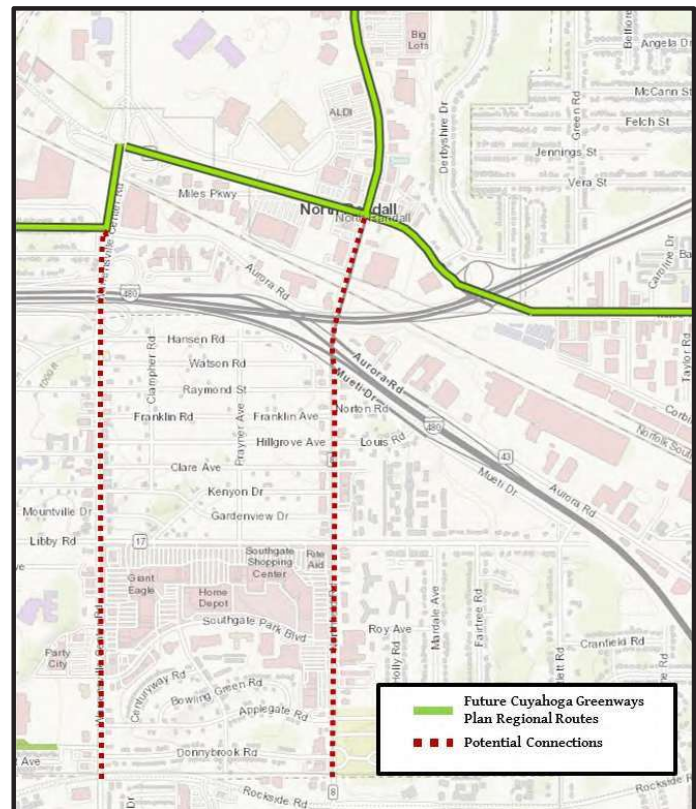
Within the Maple Heights Master Plan, the Cuyahoga County Planning Commission identified a high demand for bike travel in Maple Heights with the Broadway Corridor called out as a potential priority bikeway. Likewise, the Cuyahoga Greenways Plan recommends provision of bicycle facilities that serve all ages and abilities throughout Cuyahoga County, including the area that encompasses Maple Heights. In addition, local leaders have noted the lack of transportation options for younger and older Maple Heights residents. The 2018 Maple Heights Master Plan documents the need for a complete transportation network, which addresses pedestrian needs with sidewalks and appropriate roadway crossing treatments for pedestrians. This is especially important along priority corridors, inclusive of Libby Road.

TRAFFIC ANALYSIS RECOMMENDATIONS

The traffic analysis specifically helps to inform decisions regarding roadway capacity and traffic operations. The recommendation to reconfigure Libby Road as a two-lane road with a center turn lane is supported by the analysis. In addition, other enhancements would be valuable to improve the walkability, safety and multimodal accommodations within the study area. Such recommendations are also summarized below. All of the recommendations would enhance the livability and walkability of the area, as well as improve operational safety, with the combined impact of making the area more attractive for potential redevelopment.

- Convert Libby Road from a four-lane road to a two-lane road with a center turn lane or left turn bays, using the remaining corridor width to install non-motorized infrastructure, specifically a low-stress bicycle facility that accommodates all ages and abilities.
- Implement access management strategies throughout study area to improve operational safety by organizing the corridor and minimizing potential conflicts associated with driveway operations.
- Install raised, landscaped medians along Warrensville Center Road.
- Install a low-stress bicycle facility that accommodates all ages and abilities along Warrensville Center Road and Northfield Road (multiuse trail).
- Install highly visible and ADA-compliant pedestrian treatments at intersections

- Facilitate non-motorized access to the Southgate Transit Center
- Reconfigure Southgate Park Boulevard – eliminate the wide travel lanes
- Integrate recommendations into the surrounding roadway network



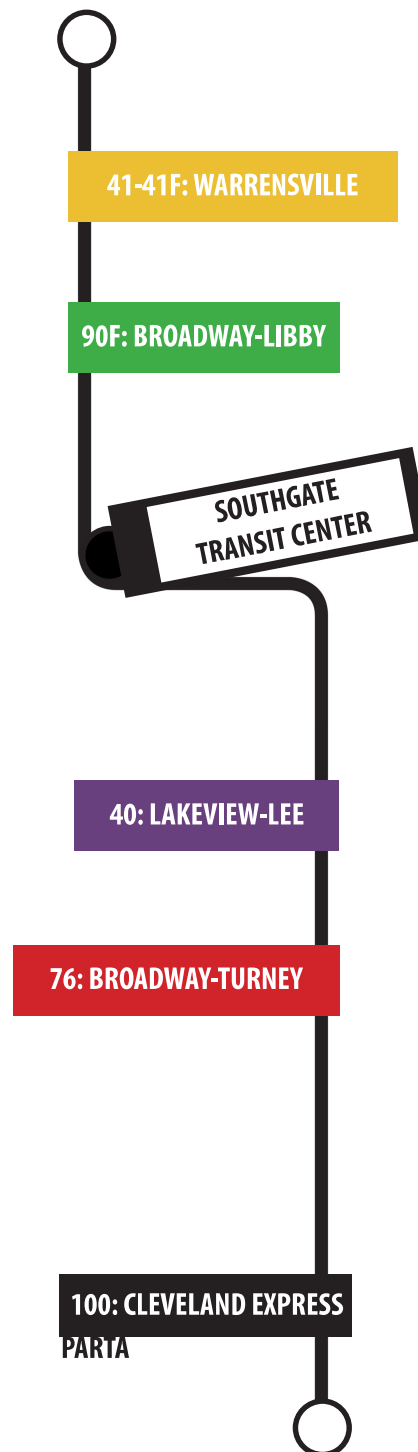
Cuyahoga Greenways Plan with potential Maple Heights bike path connections

SOUTHGATE TRANSIT CENTER

The study area benefits from transit service provided by the Greater Cleveland Regional Transit Authority (GCRTA) with the presence of the Southgate Transit Center which is served by multiple bus routes. Transit routes serving Maple Heights generally provide connections to Downtown Cleveland, southeast suburbs and crosstown within the City itself with service every 30-45 minutes weekdays from early in the morning through 7 PM. Later in the evening and on the weekends, bus frequency is much lower with buses operating at a 60-minute frequency. Current transit operations in the Southgate study area consists of four local GCRTA bus routes and one regional express route operated by the Portage Area Regional Transportation Authority (PARTA) as shown in Figure 1. These routes all connect at the Southgate Transit Center, located within the northeast quadrant of the Warrensville Center Road / Southgate Park Boulevard intersection.

Southgate Transit Center is a GCRTA facility that provides a safe and convenient place for buses to turn around and lay over, and for passengers to wait for buses or for transfers between bus routes. The facility includes comfort station and break room for bus operators for use during layovers at the end of their trips. The facility also includes 28 parking spaces that can be used for park-and-ride service. GCRTA Routes 40 and 76 terminate at the Southgate Transit Center at their southern end. Some trips by Route 41 also end at Southgate. GCRTA Route 91F and PARTA Route 100 both serve the Southgate Transit Center.

The transit center's value and importance positions it as a key community asset. Southgate Transit Center has one of the most utilized bus lines (#41-41F) among the GCRTA lines, providing

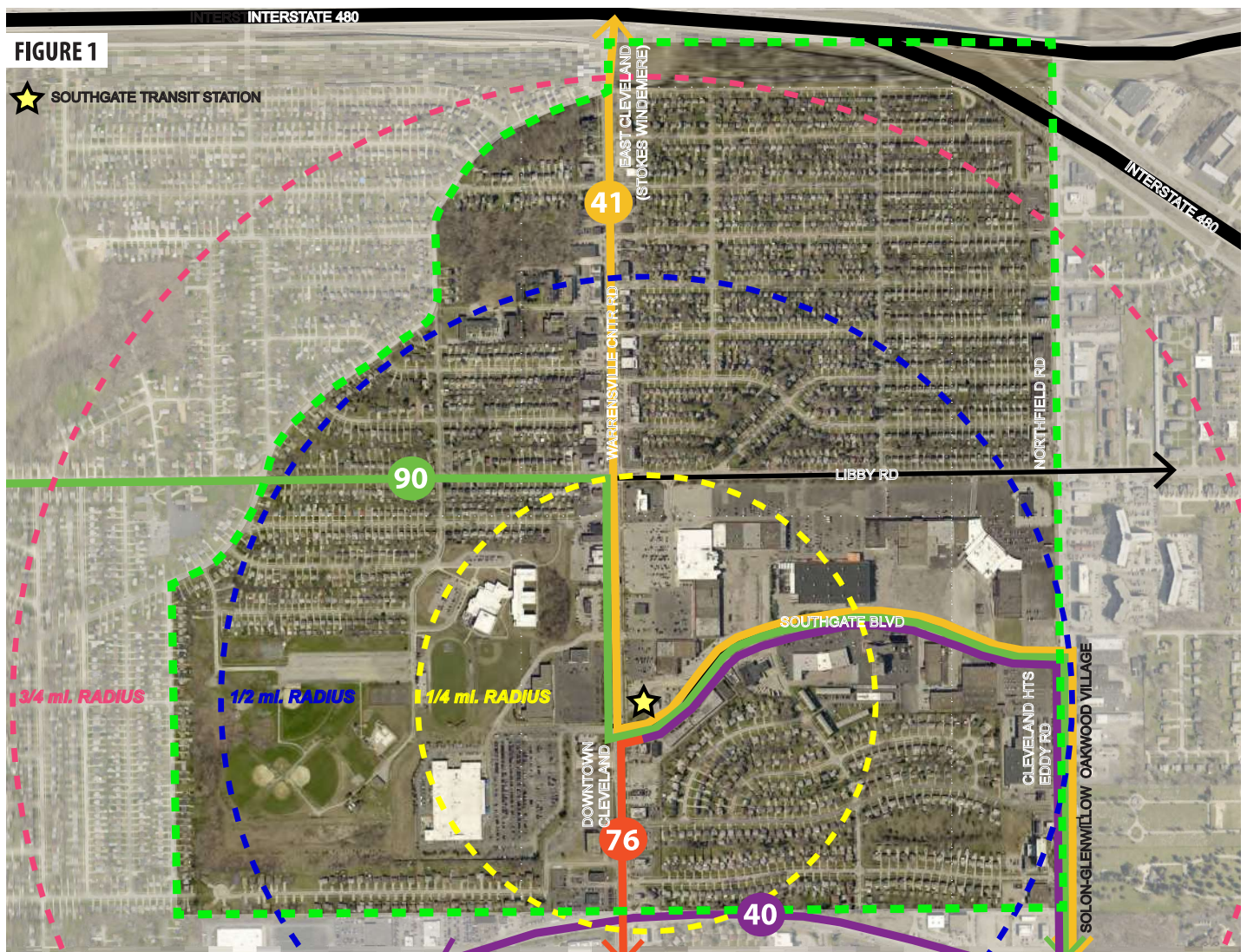


connectivity from Downtown Cleveland to as far south as Portage County, along with service to East Cleveland and Cleveland Heights.

The city's most recent master plan stated that since 2009, the number of households that own just a single car or do not own any vehicle has increased by 6.2% while households with two, three, or more vehicles have decreased. This increase in households with few vehicles has significantly outpaced increases in the County, Peer Communities, and First Suburbs.

In a community whose residents are statistically

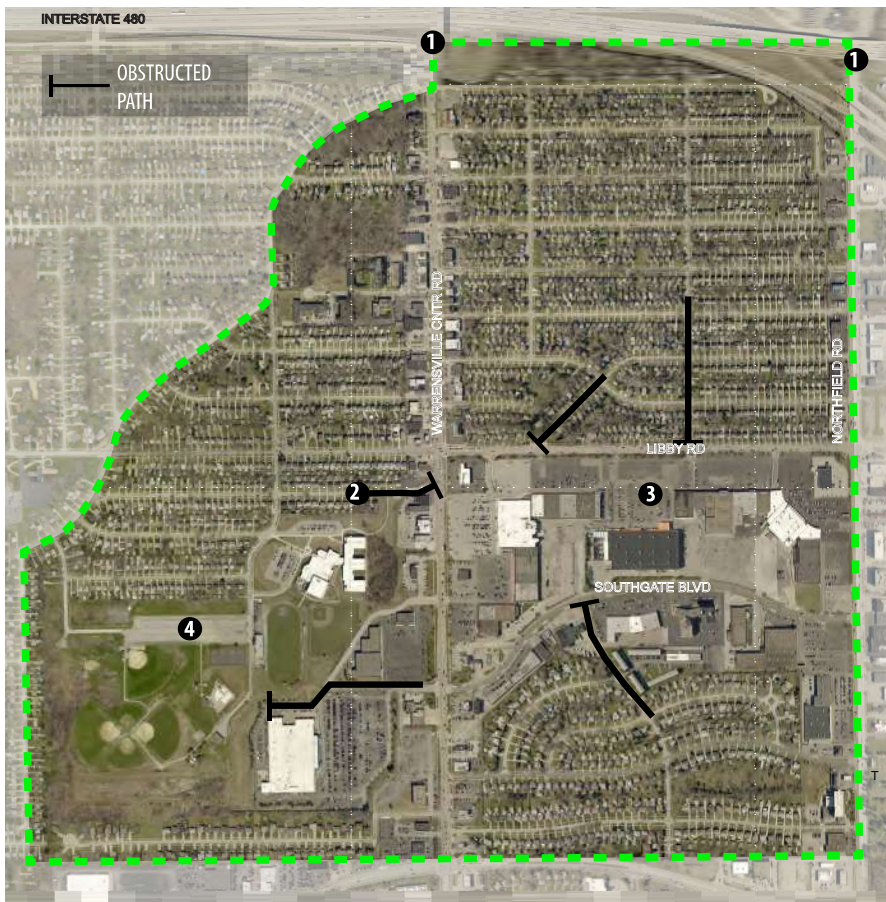
shown to have decreasing access to a personal vehicle, one must traverse a large impervious parking lot to reach the transit station in the midst of this automobile-centered shopping center. While close to 100% of the households within the study area are within 3/4 of mile of the Southgate Transit Station, the district lacks direct pedestrian connections to destinations, causing pedestrians of all abilities to create their own unofficial and unsafe pathways to navigate among motor vehicles.



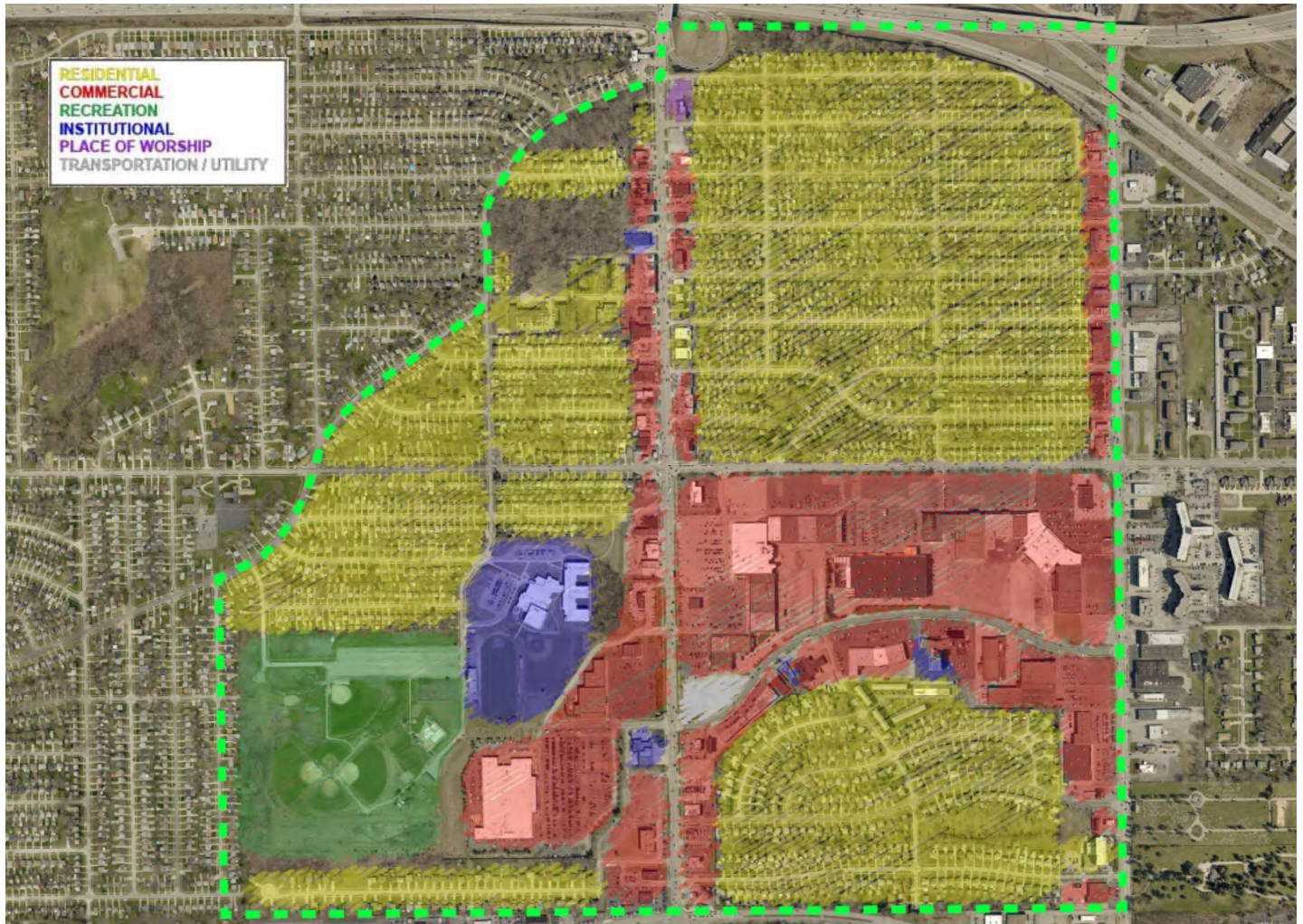
CONNECTIVITY

With no dedicated bike lanes or paths in the district or throughout the City's footprint, connectivity is limited to existing sidewalks and large, mostly vacant swaths of parking throughout the commercial area. A parking analysis revealed that there are roughly 80 acres of parking surface south between Libby & Rockside Roads within the study's boundary, equivalent to approximately 58 football fields. This excessive amount has resulted in observable empty parking and underutilized space. Physical obstructions, such as guardrails along Stockton Avenue at the Warrensville Center Road intersection, are installed to prevent vehicles from speeding through the residential streets. However, they have left residents cut off the

shopping center, kept Stafford Park excluded, and divided students from these locations and Milkovich Middle School. With no roadways that penetrate through the entirety of the Southgate USA site, and only Mayville and Auburn Avenues providing access to Stafford Park, the two focal points of the district lack a sense of arrival. This also results in little directional orientation and potential safety concerns as users develop their own paths that may conflict with other modes of transportation and vehicular circulation. Space is not an issue; there is plenty of area that can be reconfigured or enhanced. However, without a clear identity and defined circulation routes, these challenges cannot be appropriately resolved.



LAND USE



The study area is roughly 580 acres, with nearly one square mile made up of the following land uses: 50% residential; 30% commercial; 10% green space; 7% institutional; 2% transportation/utility; 1% place of worship. The land use map allows us to quickly gain a visual of the separation of uses much more clearly. There is traditional single-use zoning currently in the study area, and integrating mixed-use zoning into the district could have potential quality of life and economic investment benefits. The current scale of the uses and lack

of integration demonstrate a design that is heavily centered around the automobile. The dominant commercial land use is very vehicular-dependent, which has resulted in its current sprawl and large homogeneous spaces that lack a feeling a uniqueness, arrival, and ultimately, *place*. Coupled with this expansive commercial area is the density of parking within the district, which also present an opportunity to further evaluate the City's current land use regulations, specifically off-street parking requirements.

IDENTITY

While Southgate USA once served as a place where the community came together for celebrations, such as Christmas Parades, and more informal weekend events like car shows, the City of Maple Heights' primary commercial district lacks the character it once possessed. The identity of the community has evolved since the early days of Southgate USA, and intentionality around representing the culture of the current community should be at the forefront of any new initiatives.

The City of Maple Heights has put significant effort around establishing a specific brand for their community. Green and black maple leaf can be found from city owned vehicles to table clothes at local events. However, these efforts have been inconsistent in the community and have not yet been implemented in the Southgate district. To maintain and build upon the progress that has been made thus far, these elements must be pulled through and reflected in the strategies of this plan.

Primarily accessed from a vehicle, nothing grabs visitors' attention as they move through the

Southgate district. Many coming from nearby businesses for breakfast, lunch, or dinner move quickly in and out the space, perhaps without even knowing when they have crossed into or out of city limits. Traces of community banners are present along Warrensville Center Road, but are in need of updating with new brand standards that have been established.

While not yet existent, subtle enhancements to streetscapes and the addition of public art that is reflective of or perhaps even developed by community members could further distinguish the experience of traveling to and through Maple Heights. Where connections are not currently defined or intuitive, wayfinding signage could also elevate the creation of place, while building additional layers onto the current brand standards.

Throughout the community engagement process, residents were asked the following question: "If you could give anything to your community, what would it be?" The public communicated that wayfinding signage, trailhead markers, and clear connections to

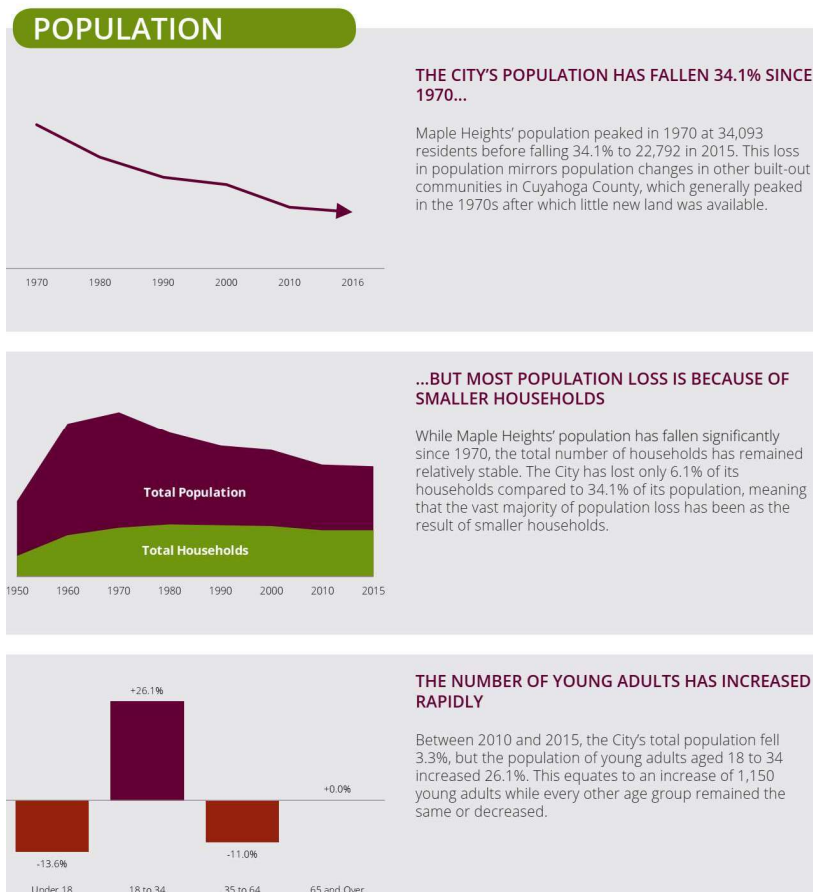


Stafford Park were all highly desired “gifts” that the City needed, and these will be reflected in the recommendations that follow in this report.

Similar to the Southgate Shopping Center, Maple Heights has evolved, and in the process must now establish how it will reinvent itself. Once a post-World War II community of mostly white working class families heavily reliant on the automobile, the City has evolved into a predominantly black community with a heavier reliance on public transit. Differing desires, cultures, and challenges have yet to be reflected in the community landscape. A diverse community with a changing voice has expressed this desire to be represented in the place they call home.

Key elements that help portray the City’s identity are demographics and population. A point of interest is a 34.1% population decline since 1970. While the number of residents has fallen, total number of households has remained stable, meaning that household size is smaller than it used to be at the population peak. In addition, the number of young adults (ages 18-34) is increasing, showing a shift toward younger residents living in Maple Heights. These statistics demonstrate that the population of the City is evolving, as the people who live here now are younger and have smaller households than previous residents.

Population statistics obtained from the City of Maple Heights’ Master Plan.



MARKET STUDY*



Prepared as part of this TLCI study by 4ward Planning Inc., the primary focus of the market study was to begin to understand the ripple effects of the recent construction of an Amazon Fulfillment Center in North Randall on job creation and new business investment. 4ward Planning Inc. researched the ability to capitalize on the recent momentum created by Amazon just one mile north of Southgate. A cursory review of socioeconomic, labor, and industry trends was also performed in order to better understand key regional demographic and labor trends that strongly influence prospective business investment and employment opportunities.

In October 2018, Amazon opened a new fulfillment facility in North Randall on the site of the formerly underutilized Randall Park Mall. The 855,000-square-foot North Randall fulfillment center currently employs approximately 2,000 full-time associates, and up to 1,500 additional seasonal workers during the holiday season. The presence of this global corporation coupled with market trends and the existing socio-economic and industry conditions suggest there will be a variety of opportunities in the near and long term that will benefit businesses and residents of Maple Heights. Some examples of employment opportunities include local jobs in the form of Amazon delivery drivers and machinery repair.

AMAZON'S IMPACT

While Amazon is not within the city limits, proximity still has an impact. This impact can be described in three distinct ways – direct, indirect, and induced (Figure 2). Direct refers to economic changes that are a direct result of Amazon, such as the creation of jobs, home purchases and increase in income taxes. Indirect impacts can be defined as industry-to-industry effects from Amazon, such as delivery truck maintenance, the opening of new adjacent restaurants to serve employees and transportation changes such as more

**Full Market Study prepared by 4ward Planning Inc. can be found in the Appendix.*

employees and transportation changes such as more traffic and increased need for transit. Lastly, induced effects are best described as increased spending in the local economy by employees of both Amazon and others caused by an increase in wages and employment opportunity locally. Figure 3 demonstrates how both the indirect and induced effects are a result of the direct effects, and how each of these collectively tell the story of the total effects that are made by the addition of a significantly sized employer to the community. Across these three indicators of impact, over 4,550 permanent new jobs will be established, over \$230 million in annual labor income will be earned and almost one billion dollars in economic output are projected per year for the next five years. Labor income, or employee income, is defined as total compensation and benefits, while economic output refers income received by businesses. While these large sums of money may not be directly inserted into the City of Maple Heights, its proximity to this economic activity affords it the opportunity to access a share of these values. This can be done through the addition of new businesses to service Amazon and its employees in the city's boundary or through direct employment of Maple Heights residents.

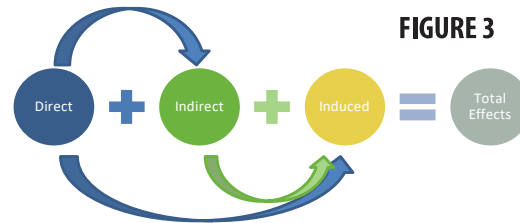


FIGURE 3

Based on the IMPLAN economic impact analysis performed by 4ward, the real estate, warehousing and storage and employment services sectors noticeably will be impacted as well. This will open the door for Maple Heights to strategically position itself for future growth and success.

Residents of the City of Maple Heights are positioned to capitalize off of direct and indirect employment from Amazon, with opportunities available across the educational obtainment spectrum. The City of Maple Heights is also anticipated to experience an attraction in new businesses with direct and indirect connections to Amazon. These new businesses could potentially be funneled in the Southgate Commercial District, with much of that already underway in the form of new restaurants. However, a lack of willing participation in this planning process by the Southgate USA ownership has made it difficult to project how vacancies within the shopping center will be addressed.

FIGURE 2

Direct, Indirect, and Induced Effects of Amazon North Randall Fulfillment Center (Annual, 2019)

Impact	Employment	Labor Income (Millions)	Output (Millions)
Direct	2,125	\$100.6	\$566.9
Indirect	1,573	\$90.7	\$281.9
Induced	850	\$41.5	\$119.3
Total	4,548	\$232.8	\$968.1

Direct, Indirect, and Induced Effects of Amazon North Randall Fulfillment Center (5 years of Operation, 2019-2023)

Impact	Employment (Annual)	Labor Income (Millions)	Output (Millions)
Direct	2,125	\$503.0	\$2,834.7
Indirect	1,573	\$453.6	\$1,409.4
Induced	850	\$207.3	\$596.6
Total	4,548	\$1,163.8	\$4,840.7

Source: IMPLAN, 4ward Planning, 2019

ar·ri·val

/əˈrɪvəl/

noun

the act of coming to or reaching a place

move·ment

/ˈmoovmənt

noun

1. an act of changing physical location or position or of having this changed.

2. a change or development

TRANSFORM

i•den•ti•ty

/ ,i'den(t)əde/

noun

1. the fact of being who or what a person or thing is
2. a close similarity or affinity



ASSETS, CORRIDORS & OPPORTUNITIES

Recommendations have been guided by analysis and community engagement. Gateways, assets, corridors and opportunities were identified within the study area where strategic recommendations could be identified and ultimately implemented.

MAP KEY

- 1 Warrensville Center Road & I-480
- 2 Northfield Road & I-480
- 3 Libby Road & Mayville Avenue
- 4 Warrensville Center Road & Libby Road
- 5 Kenyon Drive & Libby Road
- 6 Prayner Road & Libby Road
- 7 Northfield Road & Libby Road
- 8 Warrensville Center Road & Wendy's
- 9 Warrensville Center Road & Southgate Park Boulevard
- 10 Sunnyslope Road & Southgate Park Boulevard
- 11 Northfield Road & Southgate Park Boulevard
- 12 Warrensville Center Road & Rockside Road
- 13 Northfield Road & Rockside Road

- 1 Warrensville Road Community Baptist Church
- 2 Milkovich Middle School
- 3 Southgate USA
- 4 Southgate Transit Center
- 5 Stafford Park
- 6 Ford Dealership
- 7 KFC
- 8 Rally's
- 9 Rid-All Green Partnership

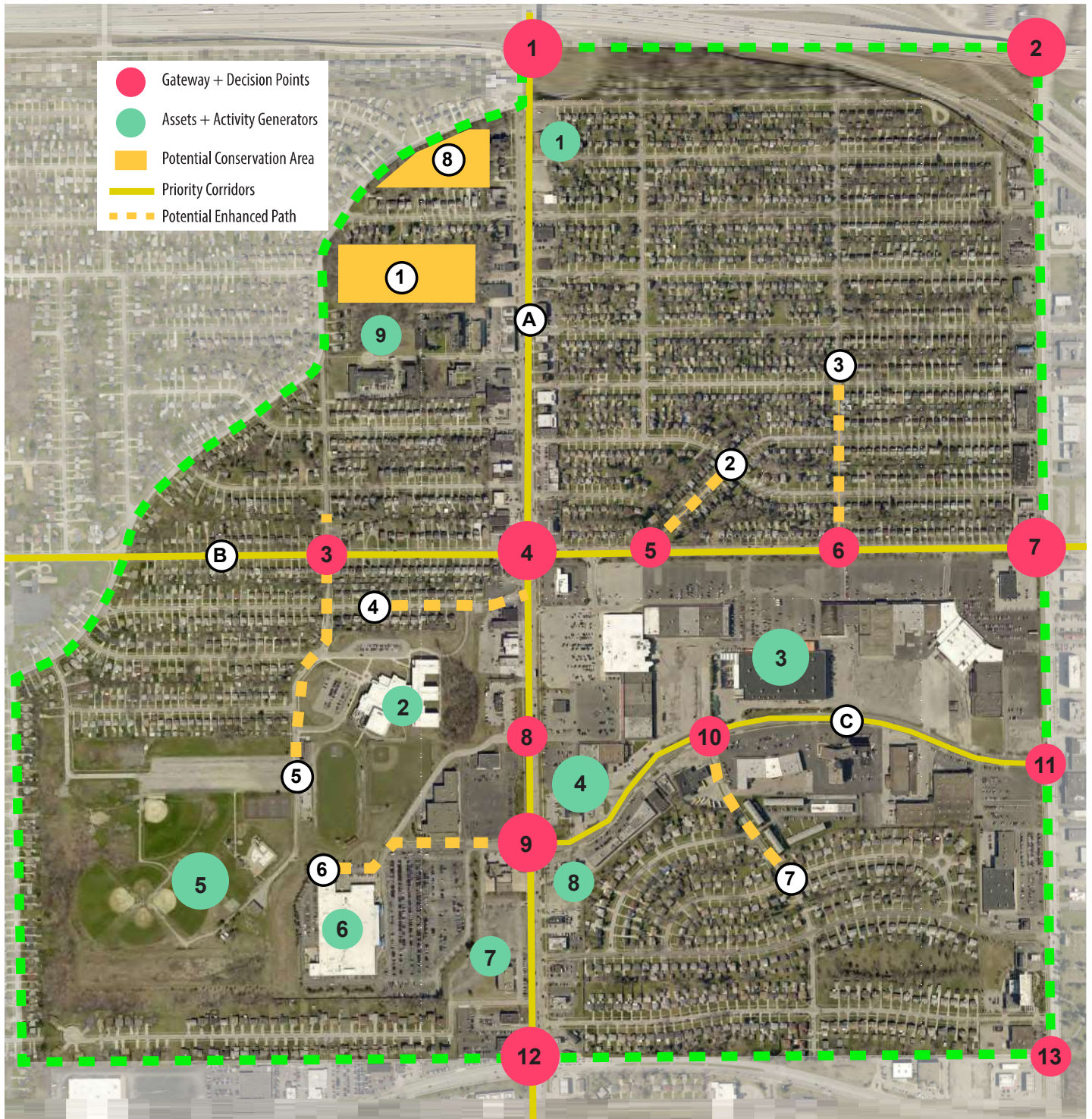
PRIORITY CORRIDORS

- A Warrensville Center Road
- B Libby Road
- C Southgate Park Boulevard

POTENTIAL ENHANCED PATHS

- 1 Clare Avenue
- 2 Kenyon Drive
- 3 Prayner Road
- 4 Stockton Avenue
- 5 Mayville Avenue
- 6 Southgate Park Boulevard
- 7 Sunnyslope Road
- 8 Maple Heights Boulevard

*Note that larger circles on the map reflect highly trafficked / primary gateways or decision points, along with key destinations.



Gateways / Decision points serve as critical points of entry or intersections within the study area. They vary in hierarchy and are identified on the map with varying sizes, with the larger circles representing the more critical decision points. Larger decision points typically represent primary points of entry, whether to the City of Maple Heights, as defined by jurisdiction, or entry into the commercial corridor.

Assets / Activity Generators represent recent investment, schools, parks, public transit stations, community institutions (churches) and Southgate USA, the district anchor. These areas reflect both current and future investments and district pieces that draw people in and support the community's economic standing. While isolated and disconnected within the context of the broader district and the City as a whole, Stafford Park is a unique asset for community and would benefit from improved connections and investments.

Movement between these defined points of decision and assets is an essential component to connect people and places. These have been defined both through priority corridors and potentially enhanced paths. Priority corridors are most easily defined as major roadways within the study area, Warrensville Center Road (the north-south connection) and Libby Road/ State Route 17 (the east-west connection). Southgate Park Boulevard also serves a valuable connection through the commercial district, however it is largely underutilized and does not see traffic levels that properly align with its prominence. Potentially enhanced connections exist in these locations where unrealized opportunities can better connect to assets. Maple Heights Boulevard is a key example of one of these potential connections, with the opportunity to provide a safe multimodal connection to the park from the north, while tying into the currently obstructed connection at Stockton Avenue.





MILKOVICH MIDDLE SCHOOL



STAFFORD PARK



SOUTHGATE TRANSIT CENTER



WARRENSVILLE CENTER ROAD



LIBBY ROAD/STATE ROUTE 17



SOUTHGATE PARK BOULEVARD

CREATING A FOCUS

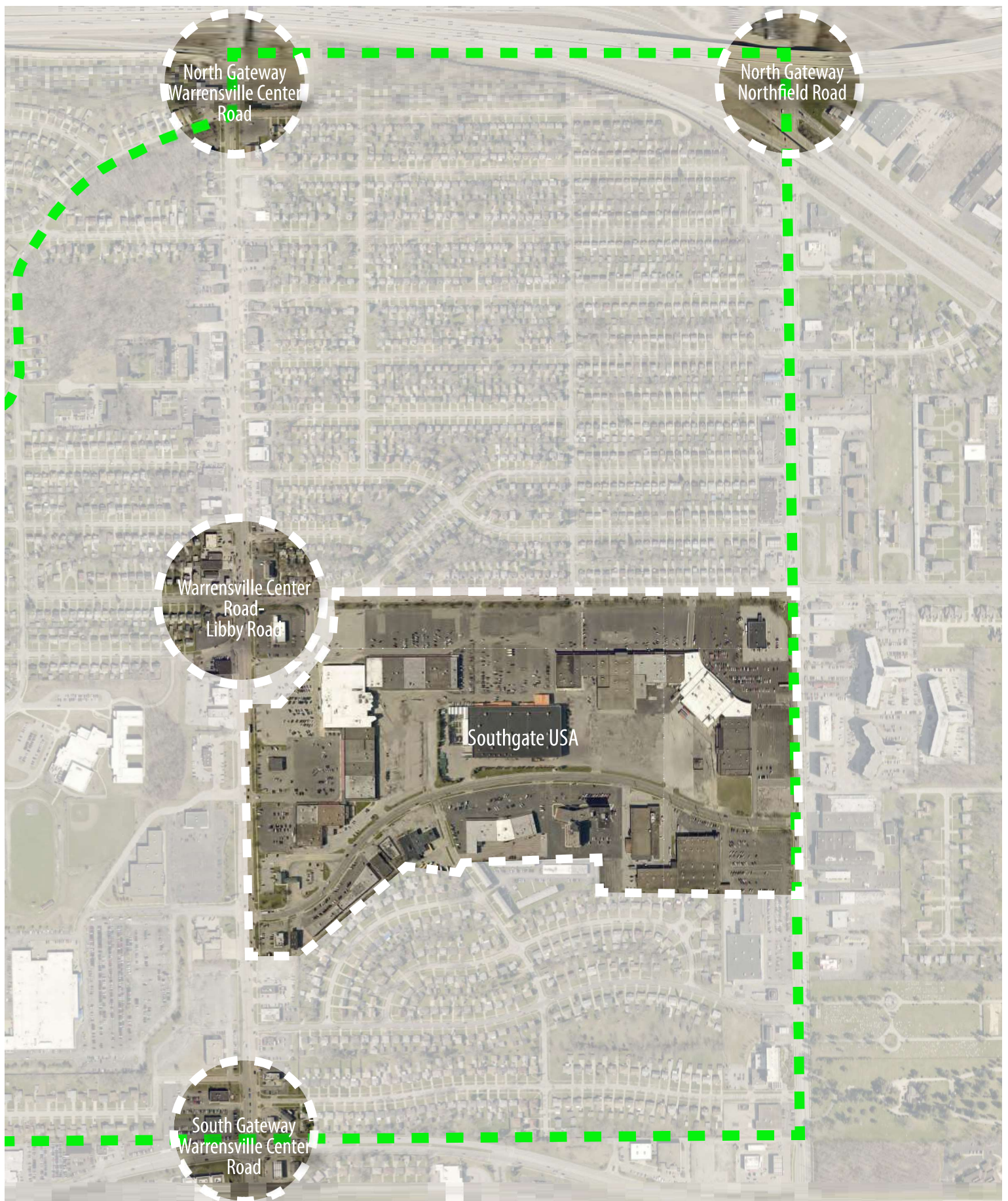
The community's assets and decision points became focus areas for the plan's recommendations.

Gateways and access points are critical to setting the tone for a place. A total of 4 gateways were identified, with 3 being located at the entry points, as defined by the municipal boundary of the City of Maple Heights. The Warrensville Center Road and Libby Road intersection serves as the commercial district gateway due to its adjacency to Southgate USA shopping center.

While Southgate USA serves as the commercial center of the city, Stafford Park has the potential to unite the community. Both of these assets provide essential services for the Maple Heights community. One could argue that Southgate USA provides more vehicular access points than the center currently demands while lacking in pedestrian and bicyclist connections, while Stafford Park has an isolated location with poorly-defined entries.

To support an implementable approach, recommendations are grouped by the six focus areas identified in the adjacent graphic.

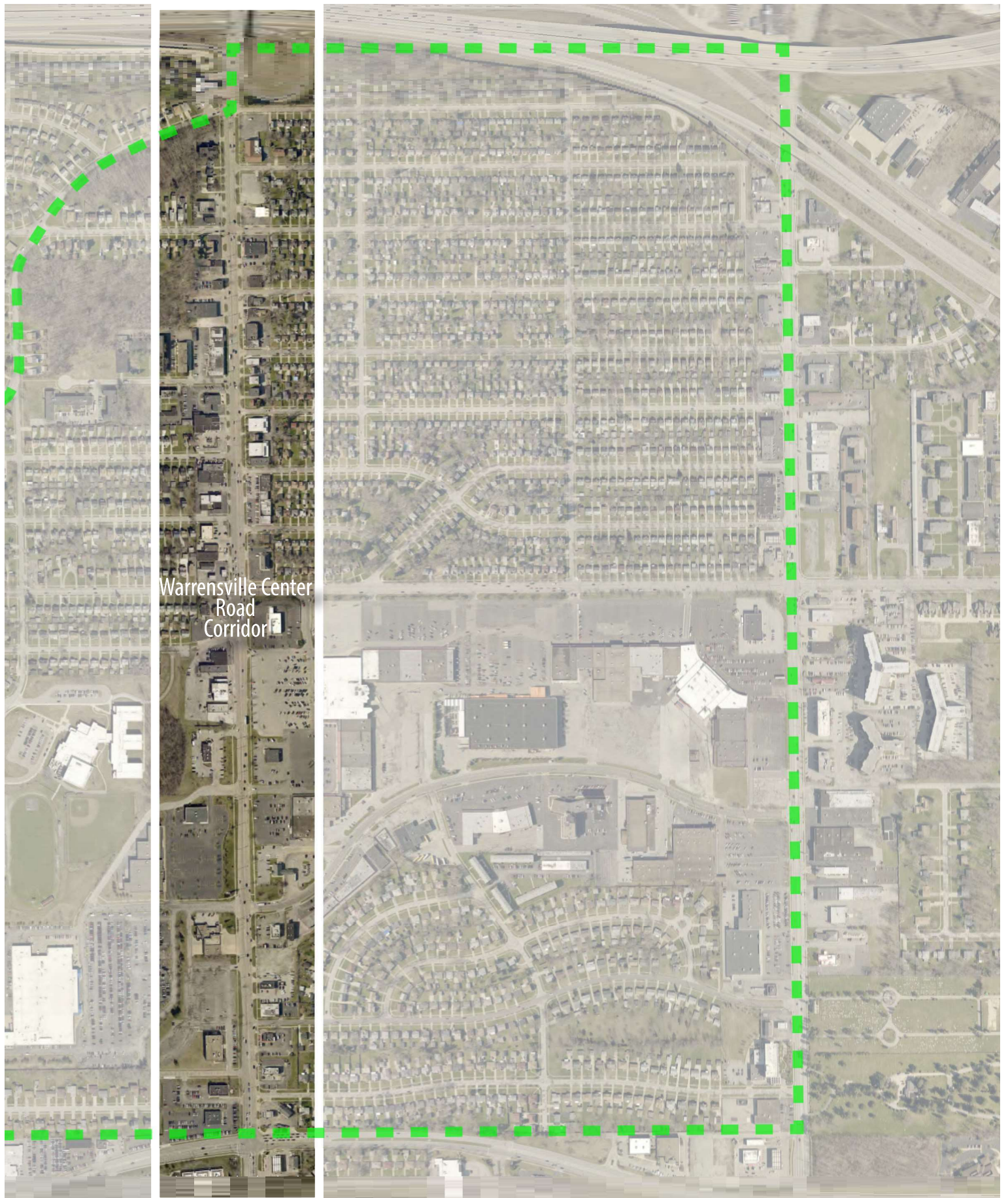




CONNECTING THE GATEWAYS

While the announcement of arrival at community gateways is highly important, this experience must be maintained between nodes along the corridors that carry the user. Warrensville Center Road serves as the spine to the Southgate Commercial district, with the majority of the activity being center around this key connector. Bus stops, businesses, community resources and other amenities line the street. With the Amazon Fulfillment center located to the immediate north and the Bedford Automile adjacent to the south, the City of Maple Heights desires a focused attention on this 'Main Street'. New restaurants were opened in 2019, and additional development is desired. Improvements to the quality of one's experience along this critical connector serves to benefit the community economically while also celebrating its unique identity.





Warrensville Center
Road
Corridor

Establishing Recommendations

As the planning progressed, three terms guided the plan's recommendations: arrival, movement and identity. These words not only aligned with what the community desired through this study but also with the objectives set forth in the NOACA TLCI program. Conversations throughout the project centered around improving arrival along with the establishment and clear communication of the city's identity. Additionally, recommendations address the safety and mobility challenges expressed from community members.

The following pages will group recommendations by these terms; each are intertwined and support each other. Collectively, the overarching tenet of transportation is the key thread that ties all of these recommendations together.

Quality spaces and valuable assets are present within the Maple Heights community, and these focused recommendations serve to elevate their presence, celebrate the city they serve and improve overall conditions of the public realm to allow current residents to thrive while attracting new investment.

ar•ri•val

/əˈrɪvəl/

noun

the act of coming to or reaching a place

move•ment

/ˈmʊvmənt

noun

1. an act of changing physical location or position or of having this changed.

2. a change or development

i•den•ti•ty

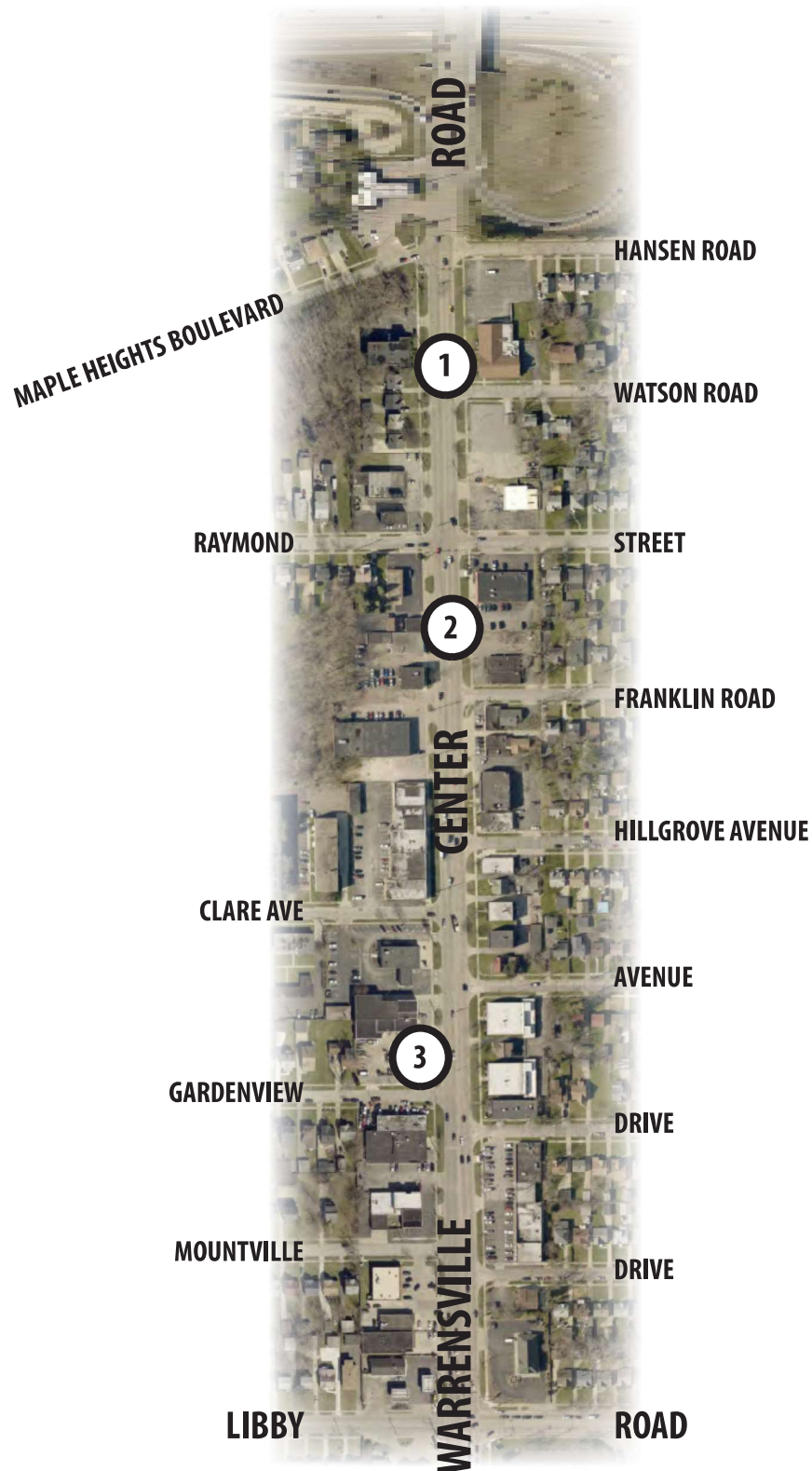
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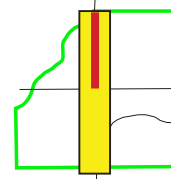
noun

1. the fact of being who or what a person or thing is

2. a close similarity or affinity

WARRENSVILLE CENTER ROAD CORRIDOR: MAPLE HEIGHTS BOULEVARD TO LIBBY ROAD





1

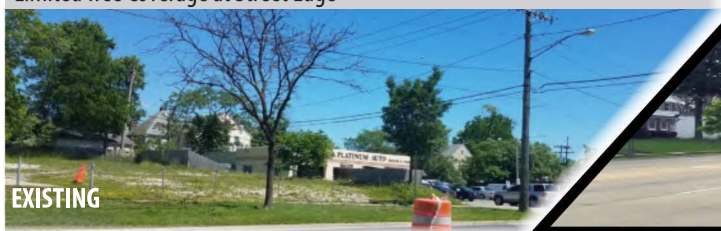
Inconsistent Experience



DEVELOPING CONTINUITY

2

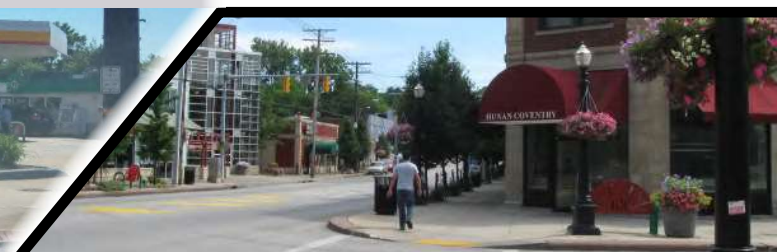
Limited Tree Coverage at Street Edge



CREATING A BUFFER

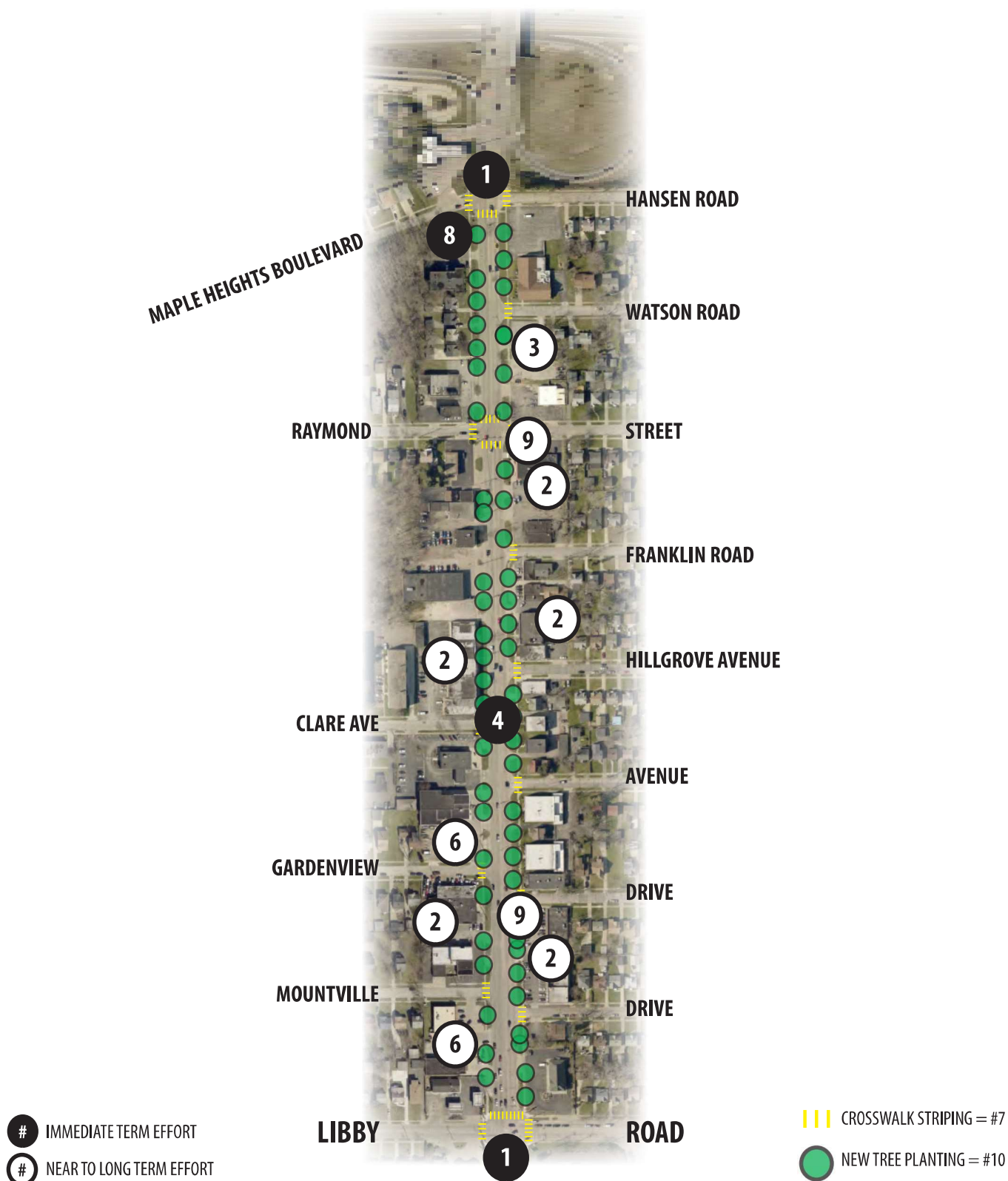
3

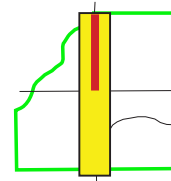
Pedestrian-Vehicular Conflicts



IMPROVING THE PEDESTRIAN EXPERIENCE

WARRENSVILLE CENTER ROAD CORRIDOR: MAPLE HEIGHTS BOULEVARD TO LIBBY ROAD





arrival

- 1 Enhancement of banner program along Warrensville Center Road
- 2 Storefront enhancement program for businesses with front doors adjacent to sidewalk
- 3 Development of a vacant and underutilized property management program

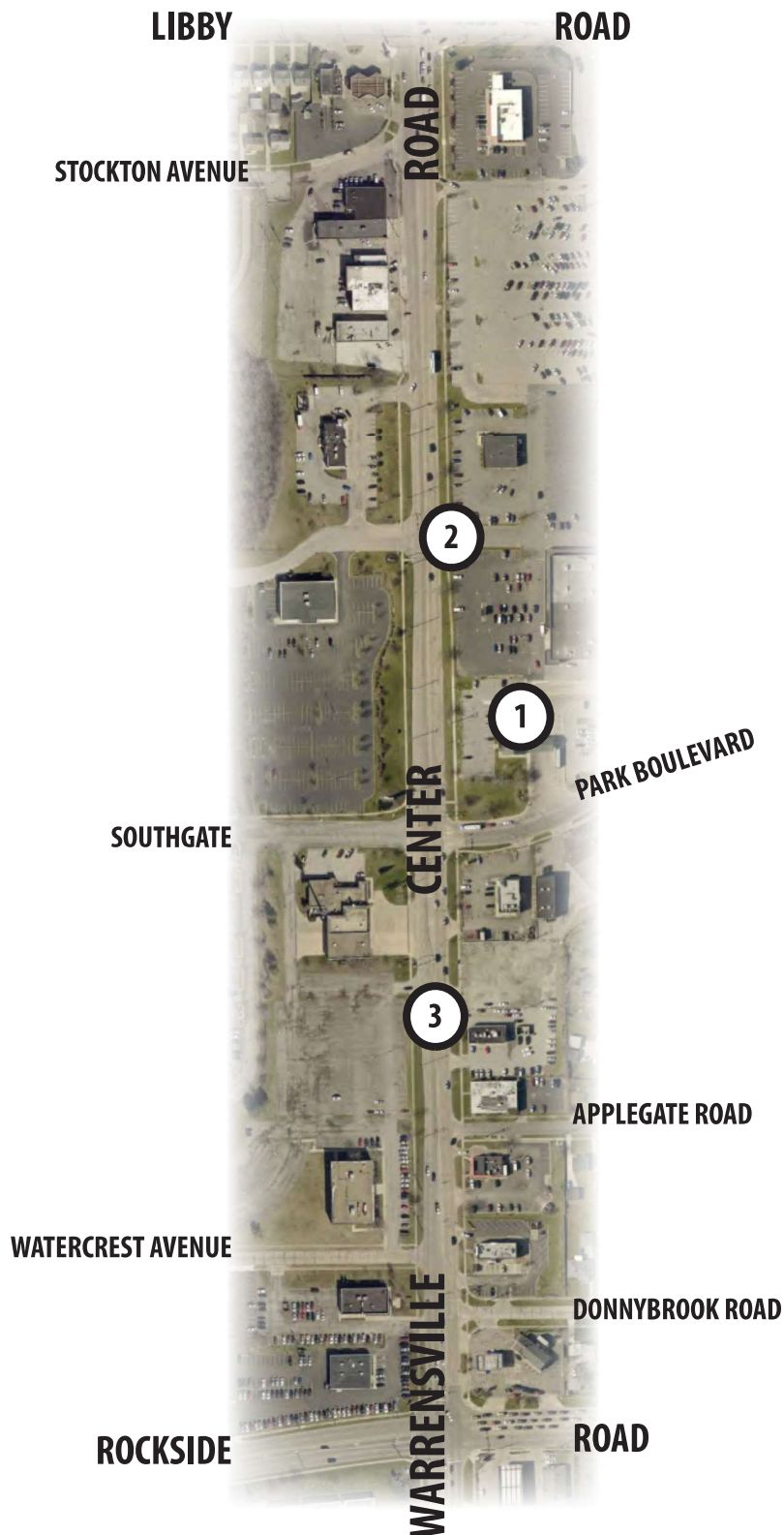
movement

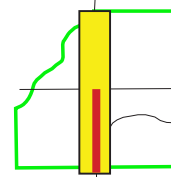
- 4 Comprehensive ingress and egress study along the length of the corridor between I-480 and Libby Road
- 5 Further investigation for inclusion of traffic signal and pedestrian activated crossing at Mountville Drive
- 6 Potential elimination of excess curb cuts at autobody shop entry
- 7 High visibility crosswalks for clear identification of pedestrian crossing

identity

- 8 Enhanced City of Maple Heights Welcome Signage
- 9 Install bus shelters with community branding elements incorporated
- 10 Additional planting of trees to enhance tree canopy

WARRENSVILLE CENTER ROAD CORRIDOR: LIBBY ROAD TO ROCKSIDE ROAD





1

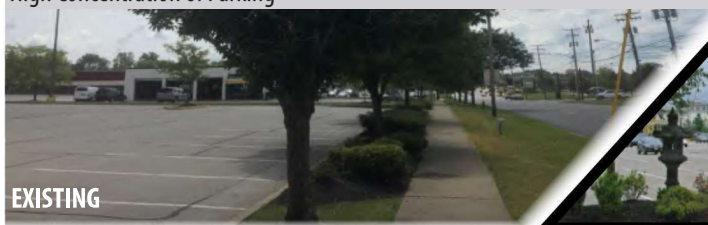
Transit Station Lacks Prominence and Comfort



ANNOUNCEMENT OF ARRIVAL

2

High Concentration of Parking



SCREENING OF IMPERVIOUS SURFACE

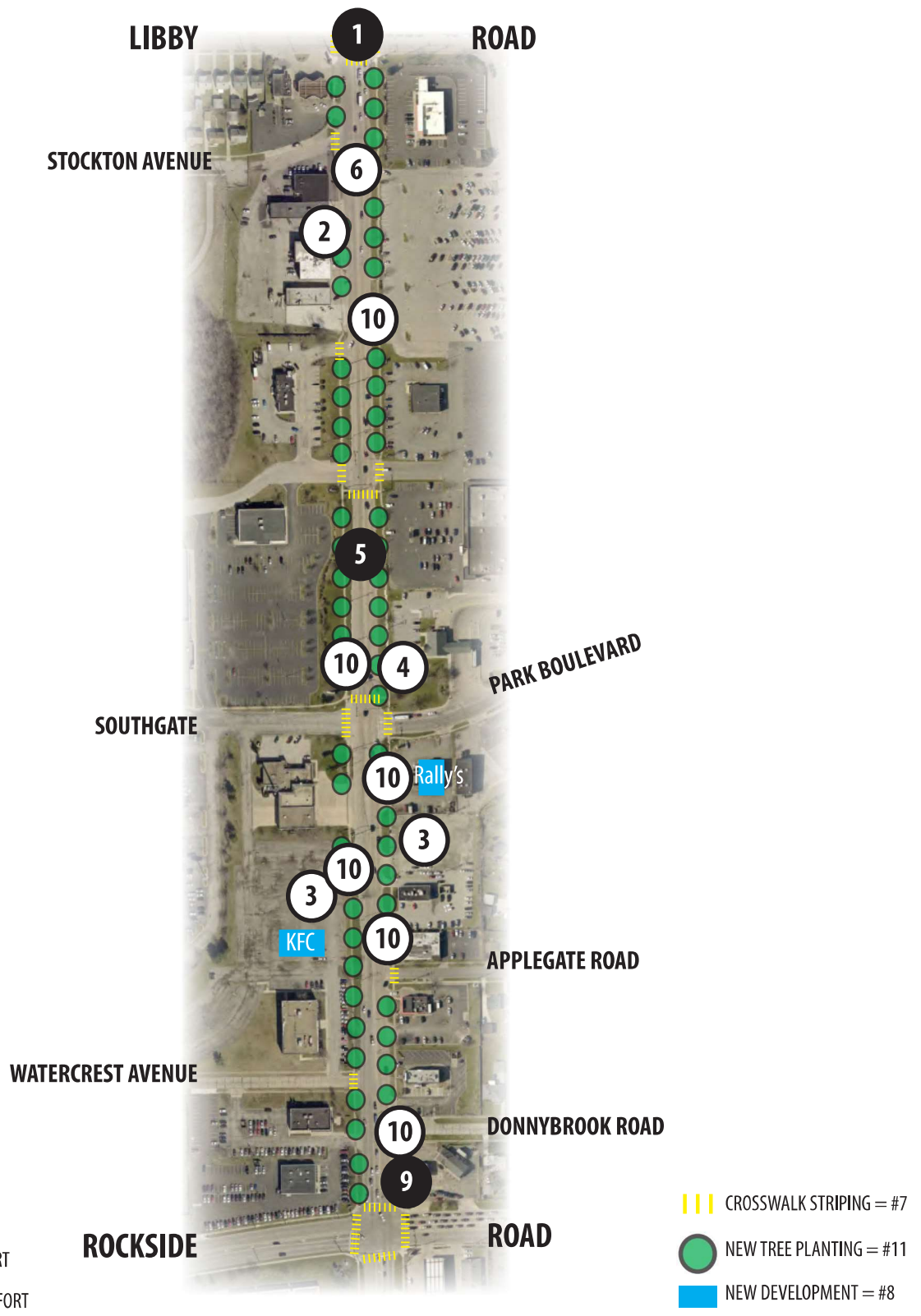
3

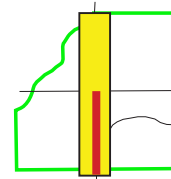
Designed for High Speed Travel



TRAFFIC CALMING, BRANDING & PUBLIC ART

WARRENSVILLE CENTER ROAD CORRIDOR: LIBBY ROAD TO ROCKSIDE ROAD





arrival

- 1 Enhancement of banner program along Warrensville Center Road
- 2 Storefront enhancement program for businesses with front doors adjacent to sidewalk
- 3 Development of a vacant and underutilized property management program
- 4 Installation of wayfinding and placemaking features that enhance the presence of Southgate Transit Station

movement

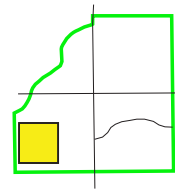
- 5 Comprehensive ingress and egress study along the length of the corridor between Maple Heights Boulevard and Libby Road
- Enhanced pedestrian crossing with median refuge island and full traffic signal, if warranted.
- 6 Rectangular Rapid Flashing Beacon (RRFB), or Pedestrian Hybrid Beacon (PHB) should also be considered
- 7 High visibility crosswalks for clear identification of pedestrian crossing
- 8 Continued support and attraction of new amenities, like fast food restaurants, to draw an increase in activity

identity

- 9 Enhanced City of Maple Heights Welcome Signage
- 10 Install bus shelters with community branding elements incorporated
- 11 Additional planting of trees to enhance tree canopy

STAFFORD PARK





1

2

Minimal Signage Lack of Presence



WAYFINDING

arrival

3

Obstructed Paths Out of Scale Clear Division



TRAILHEAD

identity

4

Excessive Impervious Surface Lack of Clear Definition



GREENING THE PARKING LOT

arrival

5

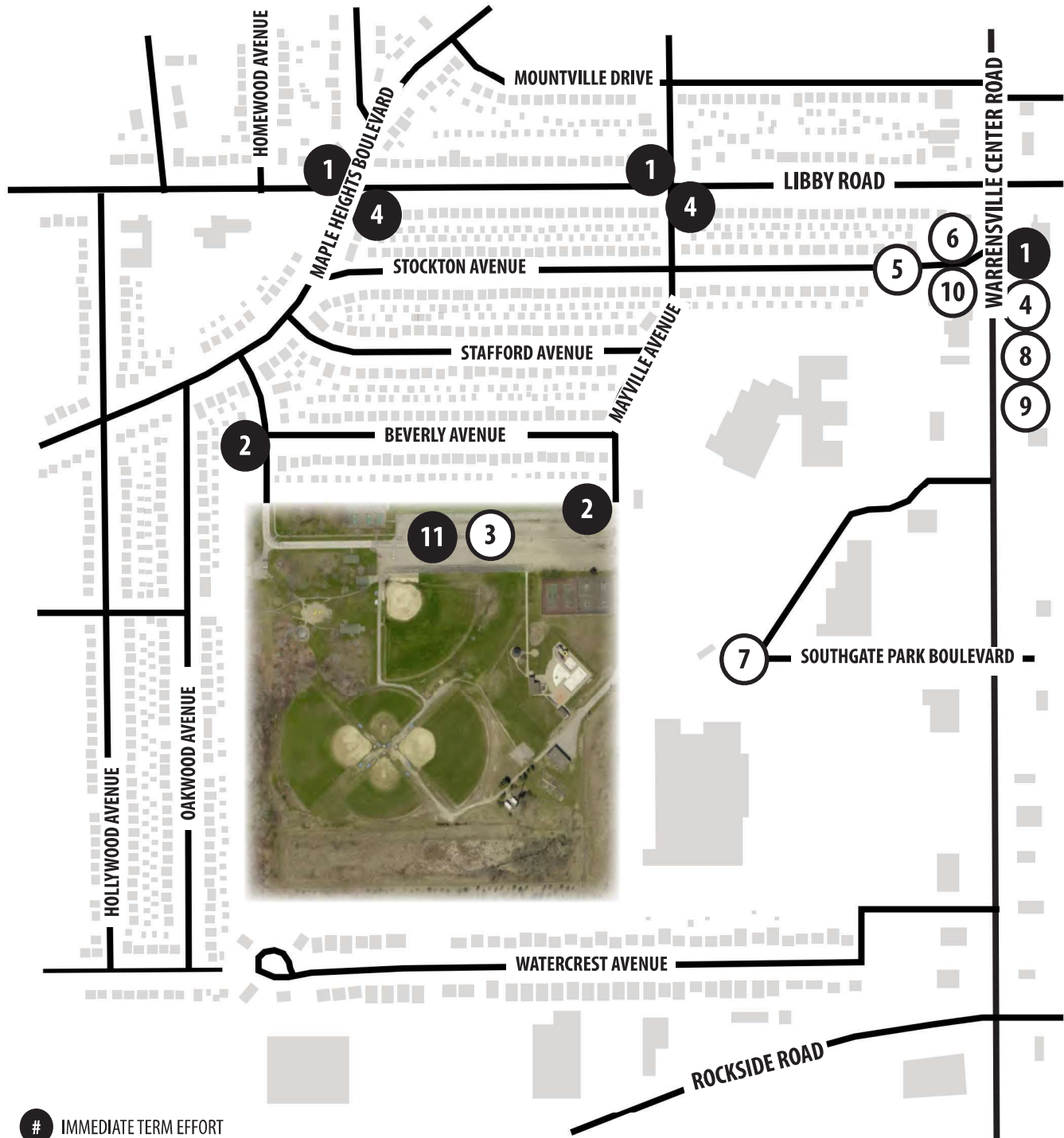
No Connection from Warrensville Center Road



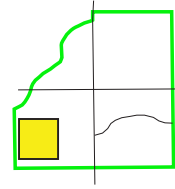
CREATION OF A NEW ACCESS POINT

movement

STAFFORD PARK



- # IMMEDIATE TERM EFFORT
- # NEAR TO LONG TERM EFFORT



arrival

- 1 Improvement and placement of directional signage for park at Libby Rd and Mayville Ave, Libby Rd and Maple Heights Blvd, and Stockton Ave and Warrensville Ctr Rd
- 2 Align signage at park entrances at Maple Heights Blvd and Mayville Ave with city's brand standards
- 3 Eliminate a portion of excess pavement through trees planted in the parking lot, the installation of planted medians and new landscaping

movement

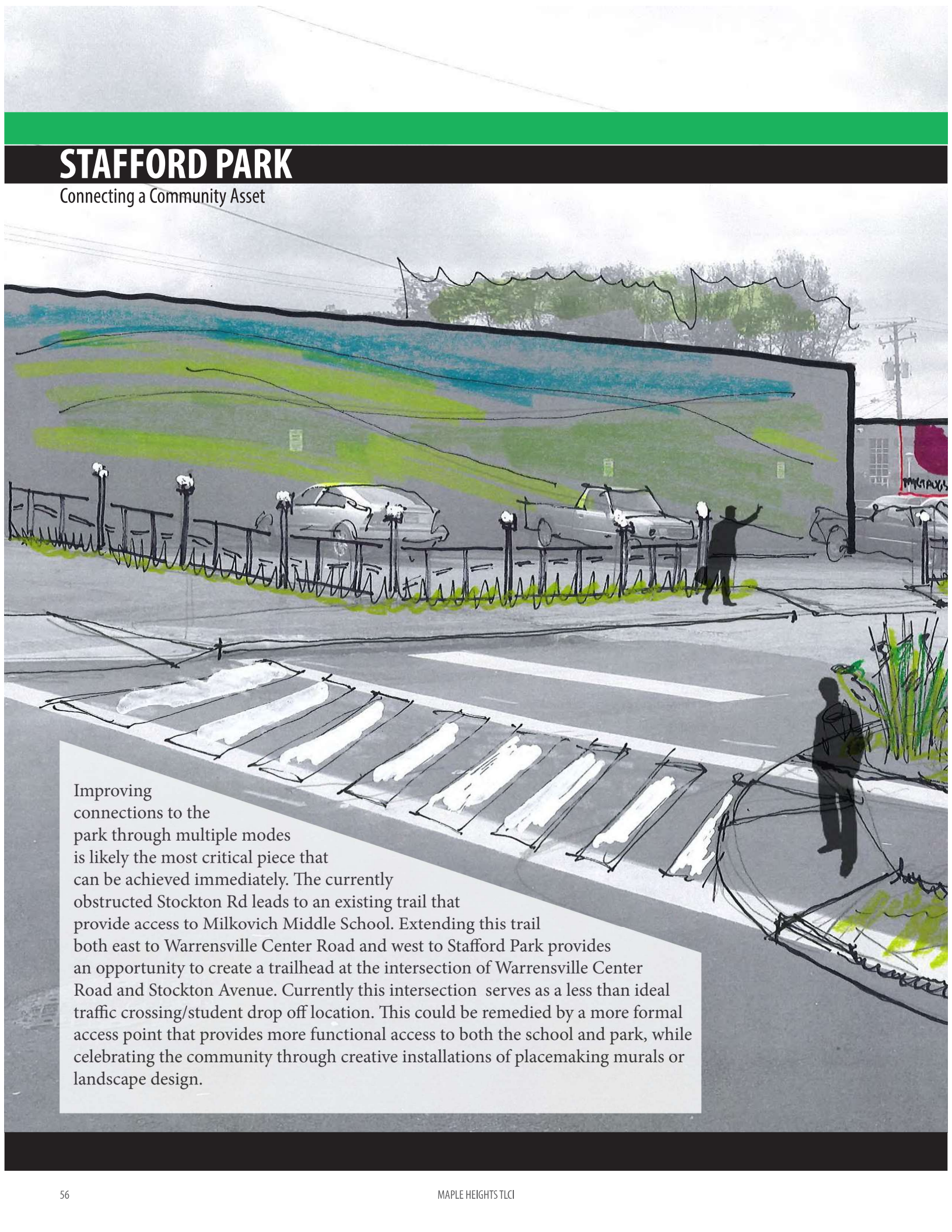
- 4 High visibility crosswalks at Libby Rd and Mayville Ave, Libby Rd and Maple Heights Blvd, and across Stockton Ave at Warrensville Ctr Rd
- 5 Extension of trail at Milkovich Middle School to provide connection to Stafford Park, connecting with proposed trailhead elements at Stockton Ave and Warrensville Ctr Road
- 6 Installation of new path at Stockton Ave-Warrensville Ctr Rd intersection that replaces the metal traffic barrier with a natural buffer that continues to prevent vehicular access, while providing a safe and pleasant path for non-vehicular modes of travel to the residential neighborhood and adjacent assets
- 7 Explore the ability to create and extend Southgate Park Blvd west to form a direct connection to Stafford Park

identity

- 8 Creation of a trail head at Stockton Ave and Warrensville Ctr Rd, mitigating the current road obstruction while enhancing the connection to the existing trail that connects to Milkovich Middle School
- 9 Trailhead elements: customized arched entryway, pedestrian lighting, brick seating wall with Maple Heights lettering, mural program in collaboration with existing business/building owners
- 10 Seek out a collaboration with Shell gas station on a tree planting program that would incorporate new trees on the south side of their property to create a pleasant approach along Stockton Ave that provides safe access for pedestrians, bikes, scooters, etc.
- 11 Programmed space for food trucks, community events, throughout all months of year

STAFFORD PARK

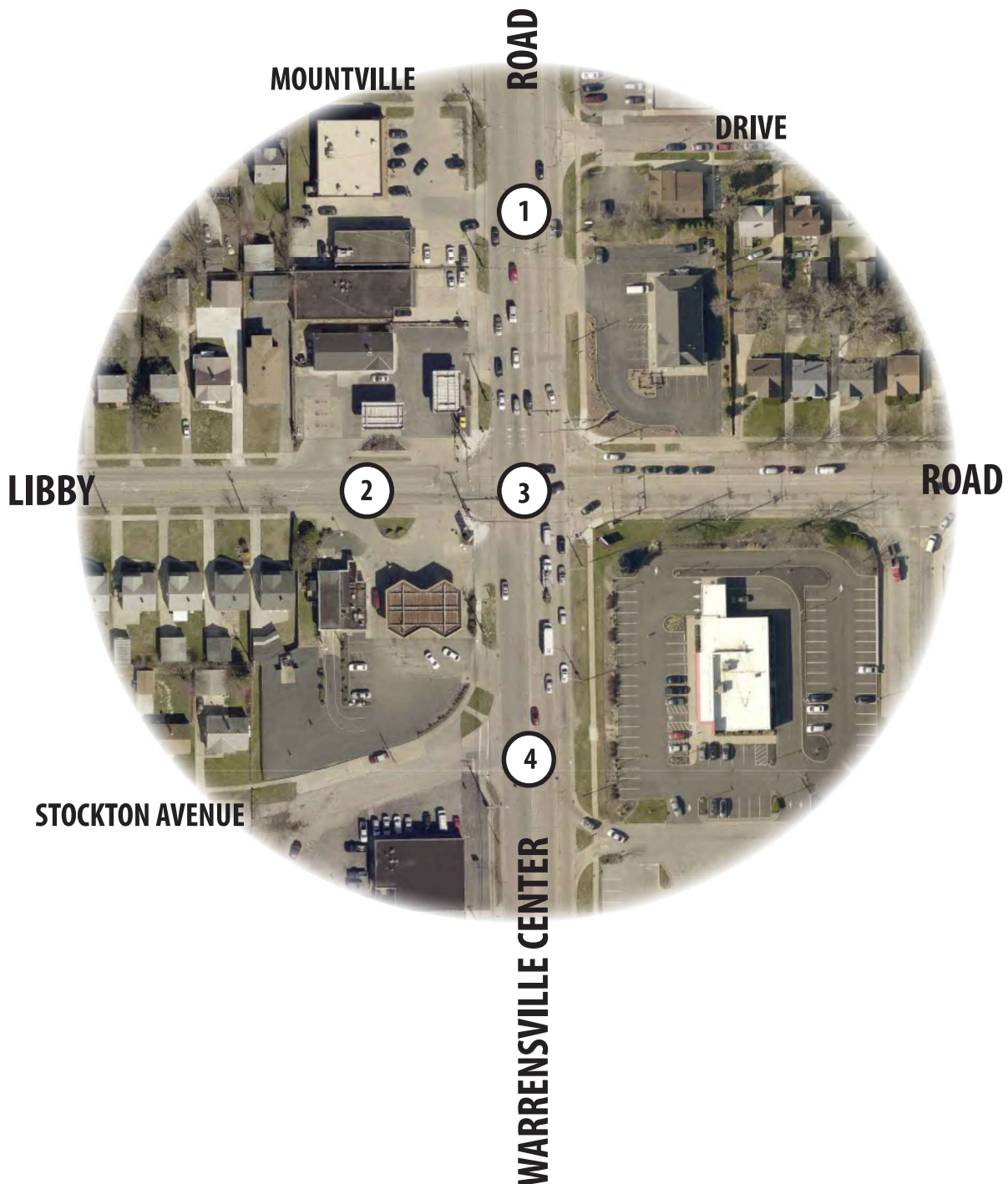
Connecting a Community Asset

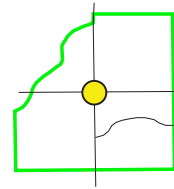


Improving connections to the park through multiple modes is likely the most critical piece that can be achieved immediately. The currently obstructed Stockton Rd leads to an existing trail that provide access to Milkovich Middle School. Extending this trail both east to Warrensville Center Road and west to Stafford Park provides an opportunity to create a trailhead at the intersection of Warrensville Center Road and Stockton Avenue. Currently this intersection serves as a less than ideal traffic crossing/student drop off location. This could be remedied by a more formal access point that provides more functional access to both the school and park, while celebrating the community through creative installations of placemaking murals or landscape design.



WARRENSVILLE CENTER ROAD - LIBBY ROAD





1

Expansive Long Crosswalks Heavy Hard Surfaces



STREETScape ENHANCEMENTS

2

Usage Demonstrated Lacking Proper Seating



TRANSIT WAITING ENVIRONMENTS

3

District Entry Missing Sense of Arrival Long Crosswalks



CREATING A PLACE

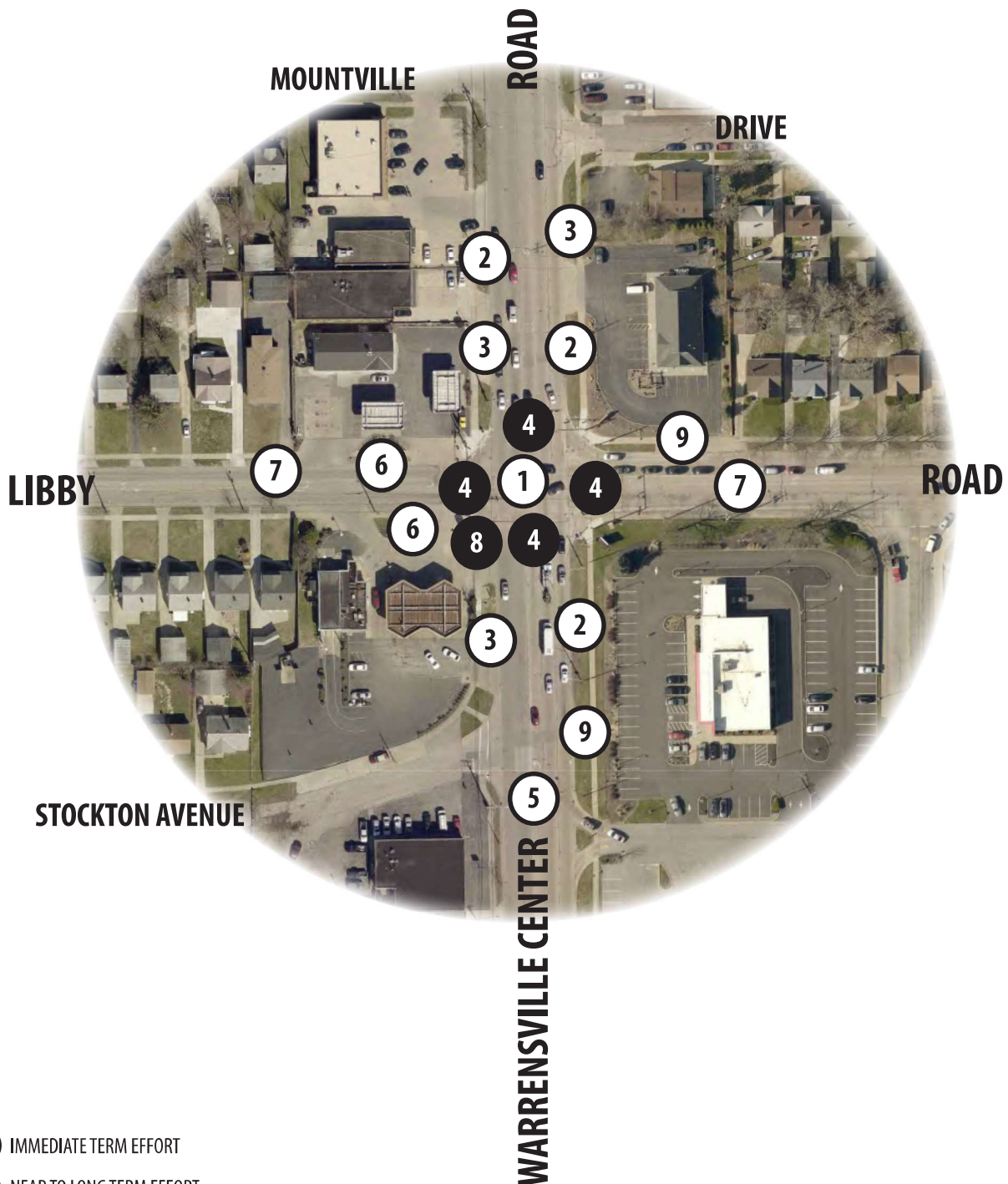
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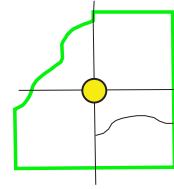
Informal Crossing Poor Pedestrian Safety



IMPROVED PEDESTRIAN EXPERIENCE

WARRENSVILLE CENTER ROAD - LIBBY ROAD





arrival

- 1 Announcement of arrival through community unifying signage or art installation
- 2 Planted street trees to create a tree canopy along the Warrnesville Center Road corridor

movement

- 3 Improved pedestrian paths along Warrensville Center Road corridor
- 4 High visibility crosswalks for clear identification of pedestrian crossing
- 5 Improve pedestrian safety through a formalized crossing at Warrensville Center Road and Stockton Avenue that provides a direct connection to Southgate USA, including a median refuge island to support safe pedestrian crossing
- 6 Enhanced transit waiting environments that provide added seating and protection from the elements
- 7 Installation of dedicated bike lanes on leg of Libby Road west of Warrensville Center Road, with a conversion to sharrows along Libby Road east of Warrensville Center Road

identity

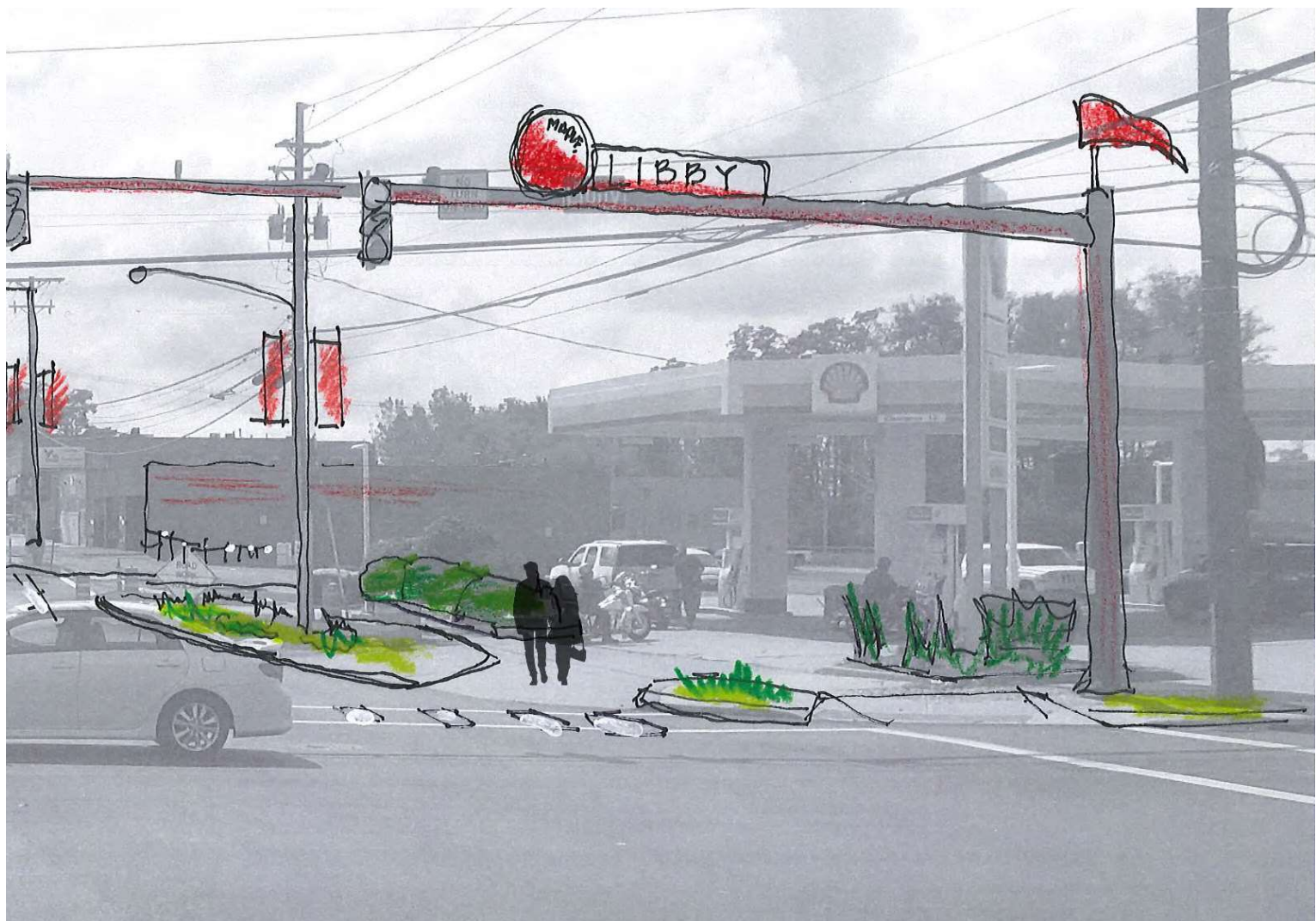
- 8 Commercial district wayfinding signage
- 9 District-branded site furniture that align with City-wide standards

WARRENSVILLE CENTER ROAD - LIBBY ROAD

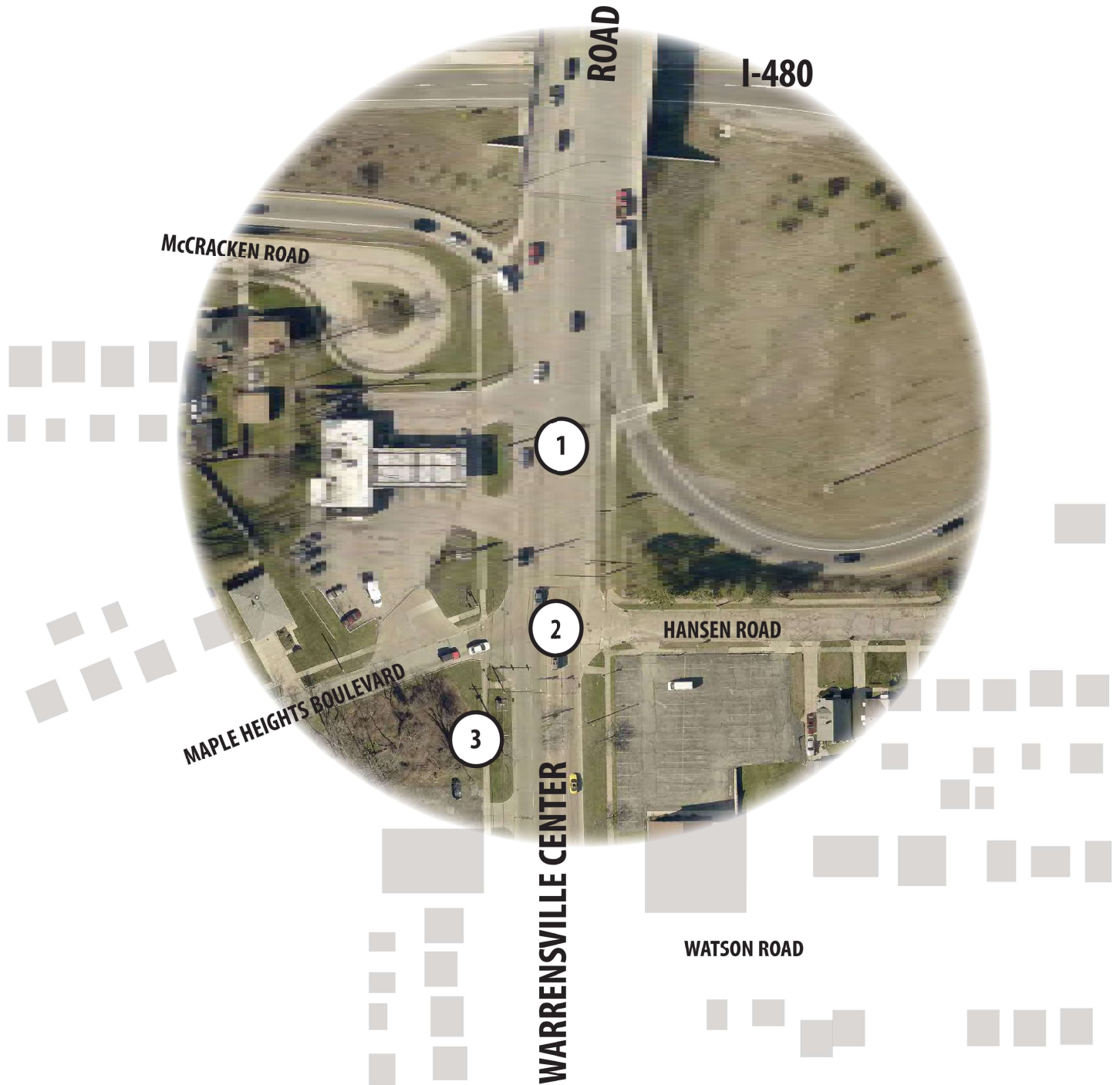
Creating a Recognizable Commercial District Entry

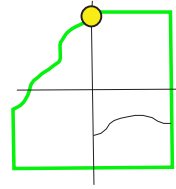


The Warrensville Center Road-Libby Road intersection is the front door of the Maple Heights Commercial District. It provides key access to the shopping district, transit station, park, and middle school, which drives multiple transportation types. Repaving of Warrensville Center Road has improved the condition of travel. This positive investment can be leverage for further enhancement, both minimally in the form of high visibility crossings to the removal of excess curb cuts at the two gas stations on the western corners of the intersection. At a larger scale, a signalized or enhanced pedestrian crossing to the shopping district at Stockton Avenue and Warrensville Center Road could be installed, where a trailhead feature has also been proposed. Identity of the commercial district is currently missing, but new energy around the banner program, installation of wayfinding signage, and/or unique design roadway signage can begin to lay the groundwork for differentiating this location from the other neighborhoods within the city. Additionally, greenery, reduced curb cuts, and street furniture that could help brand the space as a pedestrian-friendly zone and strengthen its identity, safety and user experience.



NORTH GATEWAY - WARRENSVILLE CENTER ROAD





1

Expansive Lacks Sense of Arrival Accommodates High Speed



arrival

2

Expansive Crossing Vehicular Dominated Not Identifiable



movement

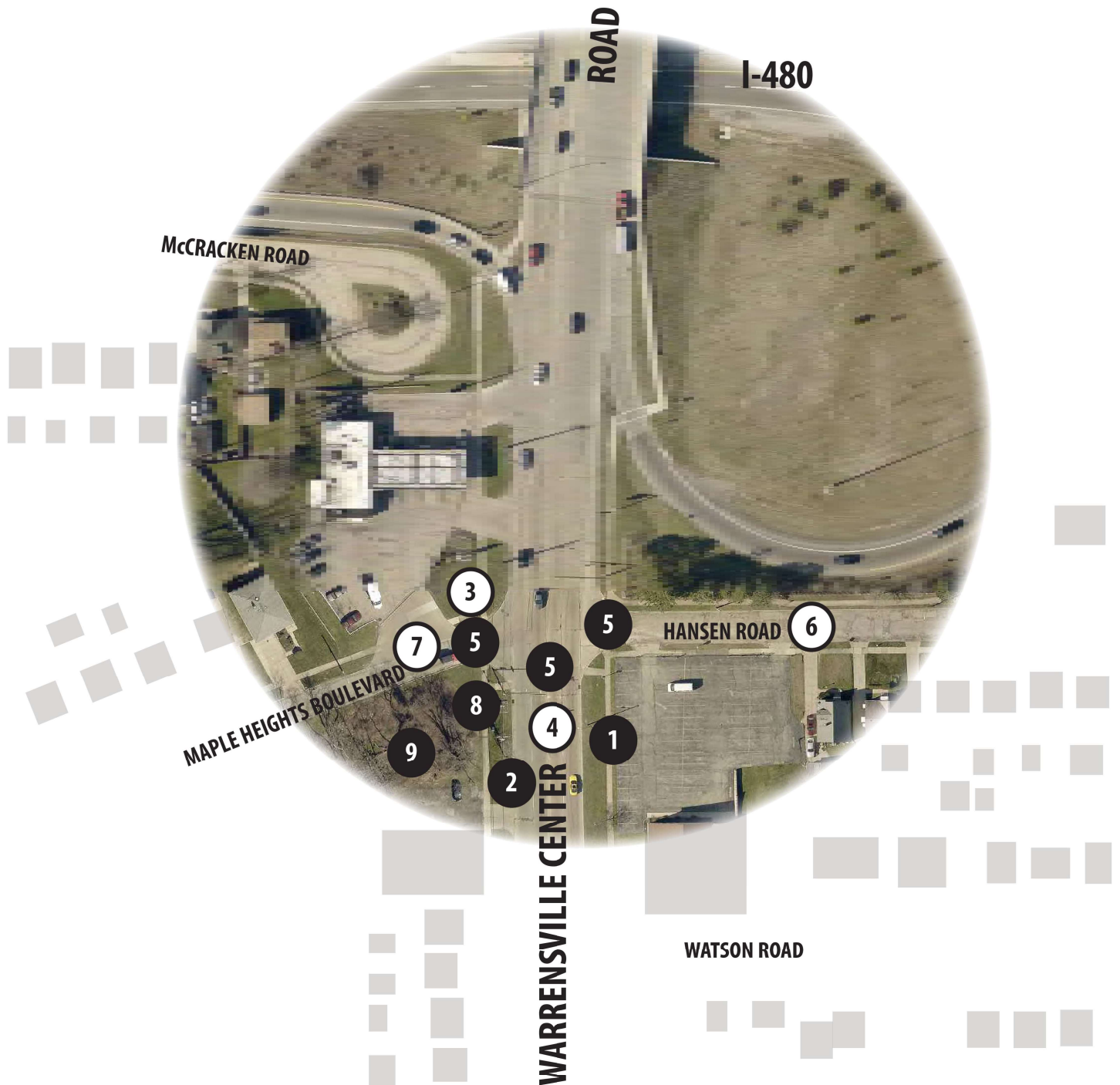
3

Lacking Presence Underwhelming Obstructed

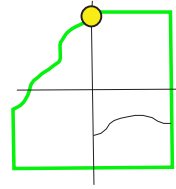


identity

NORTH GATEWAY - WARRENSVILLE CENTER ROAD



- IMMEDIATE TERM EFFORT
- NEAR TO LONG TERM EFFORT



arrival

- 1 Decorative fencing to establish edge between Warrensville Road Church and sidewalk
- 2 Enhancement of existing banner program along main corridors
- 3 Addition of wayfinding signage at City's entry, particularly directional signage to Stafford Park

movement

- 4 Installation of center median as a traffic calming measure and potential pedestrian refuge; more analysis or study is recommended
- 5 High visibility crosswalks for clear identification of pedestrian crossing
- 6 Roadway resurfacing along Hansen Road, which provide access to Warrensville Road Community Baptist Church, a community asset
- 7 Study feasibility of and install bike lane along Maple Heights Blvd to encourage multi-modal access

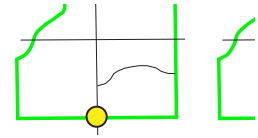
identity

- 8 Enhanced City of Maple Heights Welcome Signage
- 9 Strategic forest preservation of tree growth at Maple Heights Blvd and Warrensville Ctr Rd

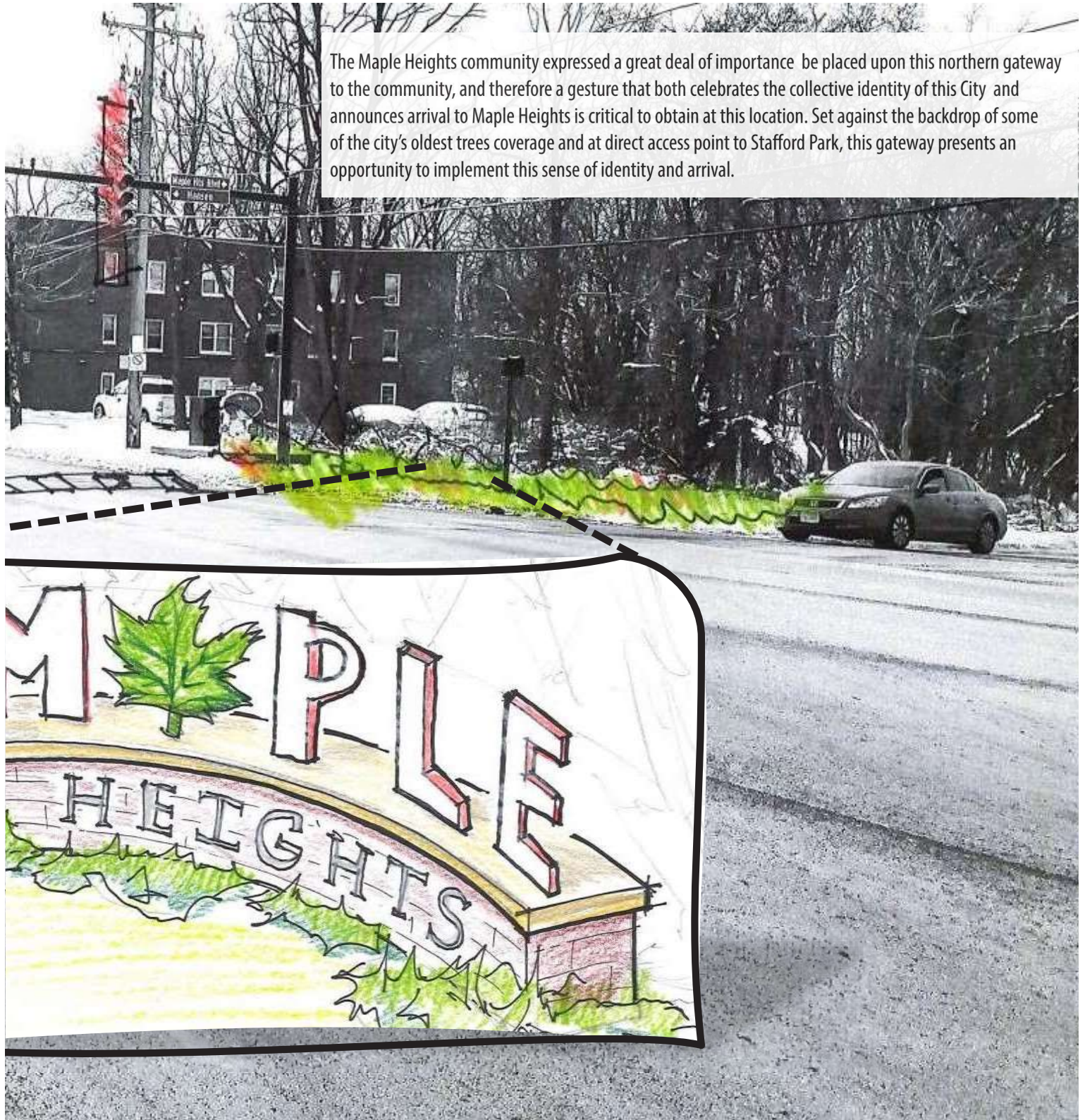
NORTH GATEWAY - WARRENSVILLE CENTER ROAD

Creating a Sense of Arrival

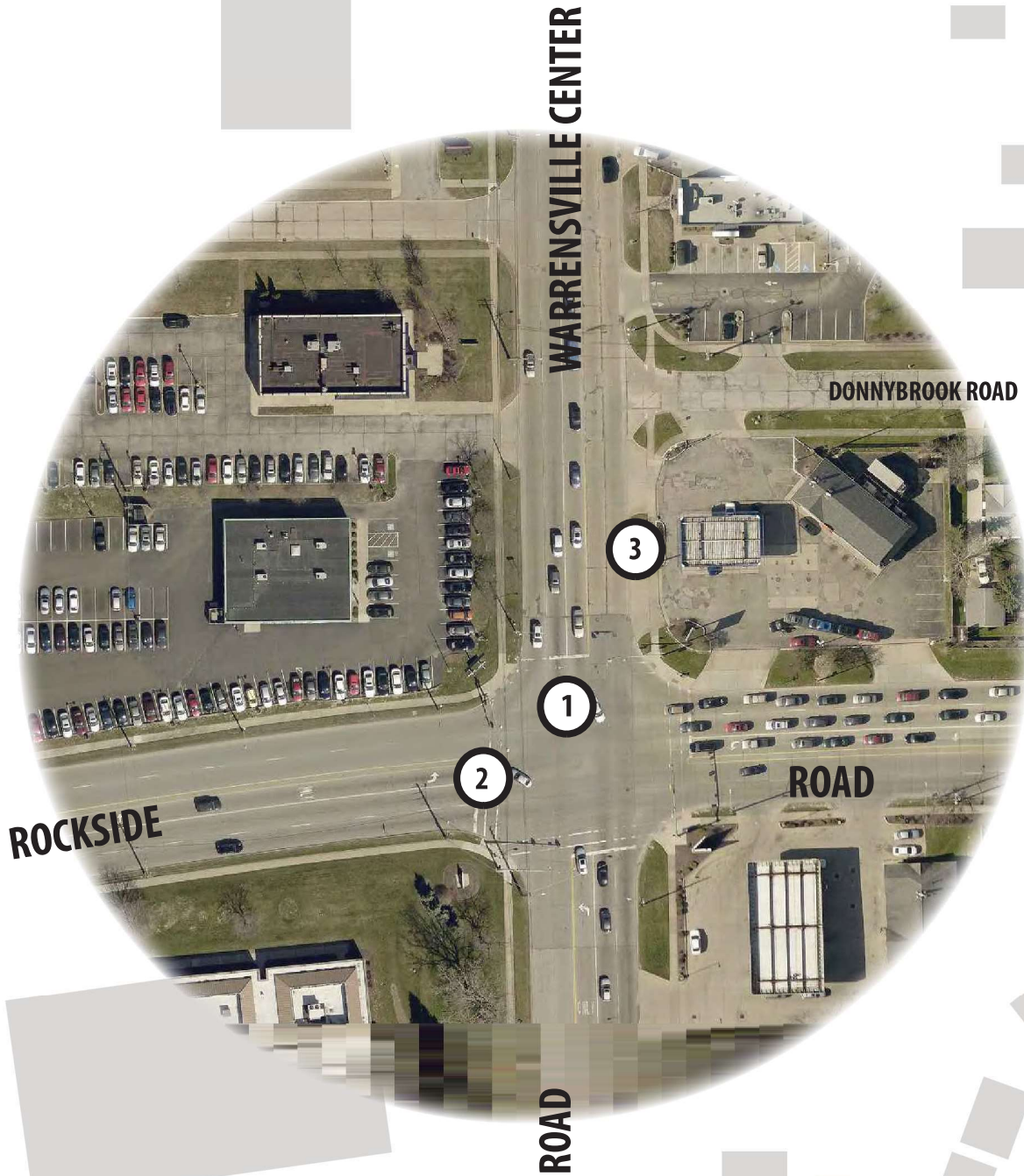


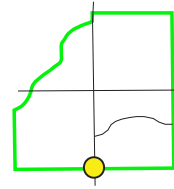


The Maple Heights community expressed a great deal of importance be placed upon this northern gateway to the community, and therefore a gesture that both celebrates the collective identity of this City and announces arrival to Maple Heights is critical to obtain at this location. Set against the backdrop of some of the city's oldest trees coverage and at direct access point to Stafford Park, this gateway presents an opportunity to implement this sense of identity and arrival.



SOUTH GATEWAY - ROCKSIDE ROAD





1

Expansive Lacks Sense of Arrival Accommodates High Speed



arrival

ANNOUNCING ARRIVAL

2

Expansive Crossing Vehicular Dominated Not Identifiable



movement

IMPROVED PEDESTRIAN EXPERIENCE

3

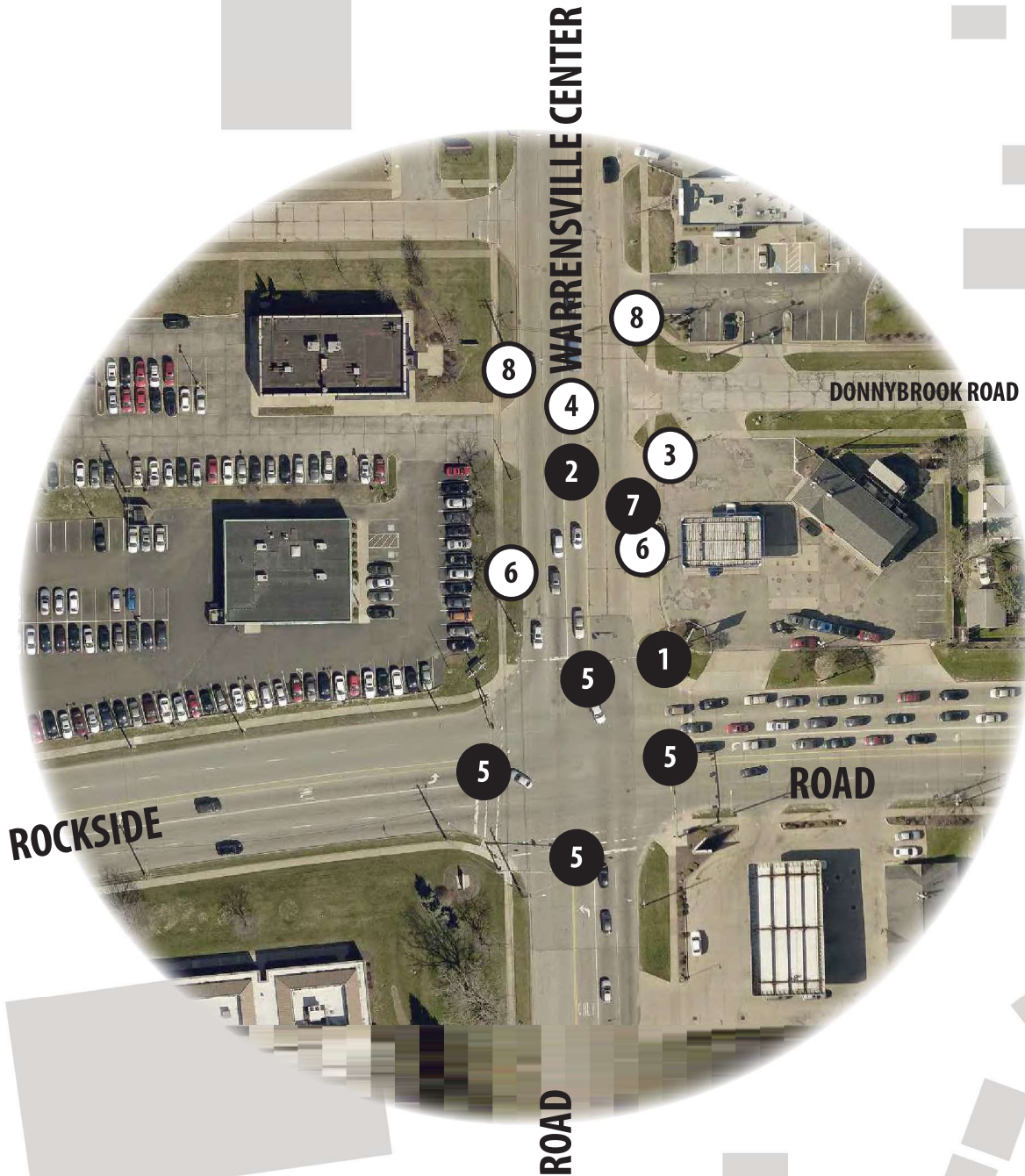
Lacking Presence Underwhelming Obstructed



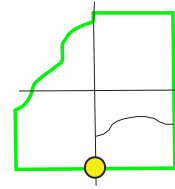
identity

CELEBRATING MAPLE HEIGHTS

SOUTH GATEWAY - ROCKSIDE ROAD



- # IMMEDIATE TERM EFFORT
- # NEAR TO LONG TERM EFFORT



arrival

- 1 Addition of gateway element that announces arrival and provides wayfinding for the commercial district
- 2 Enhancement of banner program along Warrensville Center Road
- 3 Potential elimination of two perceived excess curb cuts closest to the intersection at gas station located on the NE corner

movement

- 4 Installation of center median at approach to intersection, removing a portion of the existing center turning lane north of Donnybrook Road
- 5 High visibility crosswalks for clear identification of pedestrian crossing
- 6 Explore addition of bus shelters to improve transit waiting environments

identity

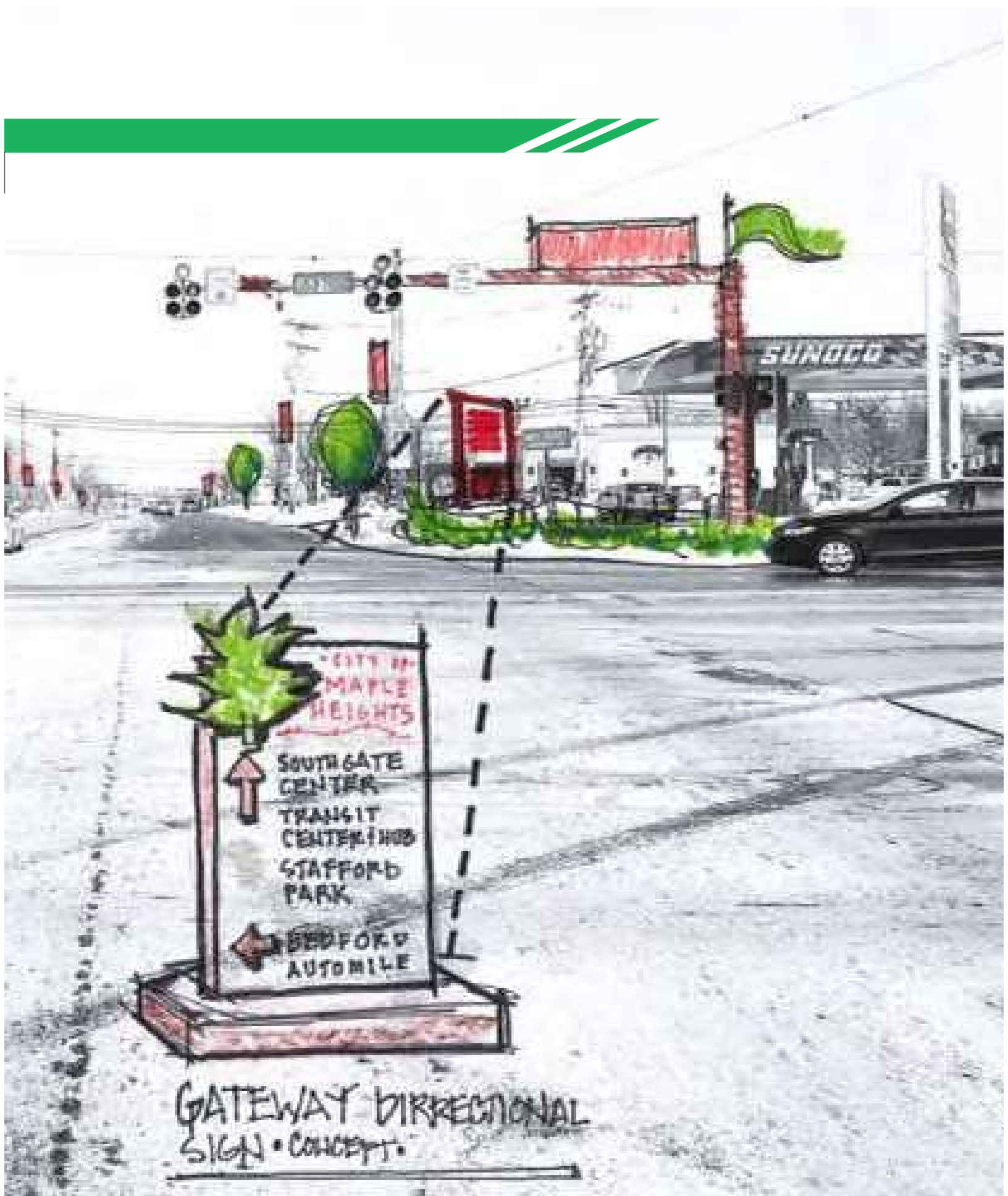
- 7 Enhanced City of Maple Heights Welcome Signage
- 8 Additional planting of trees to enhance tree canopy

SOUTH GATEWAY

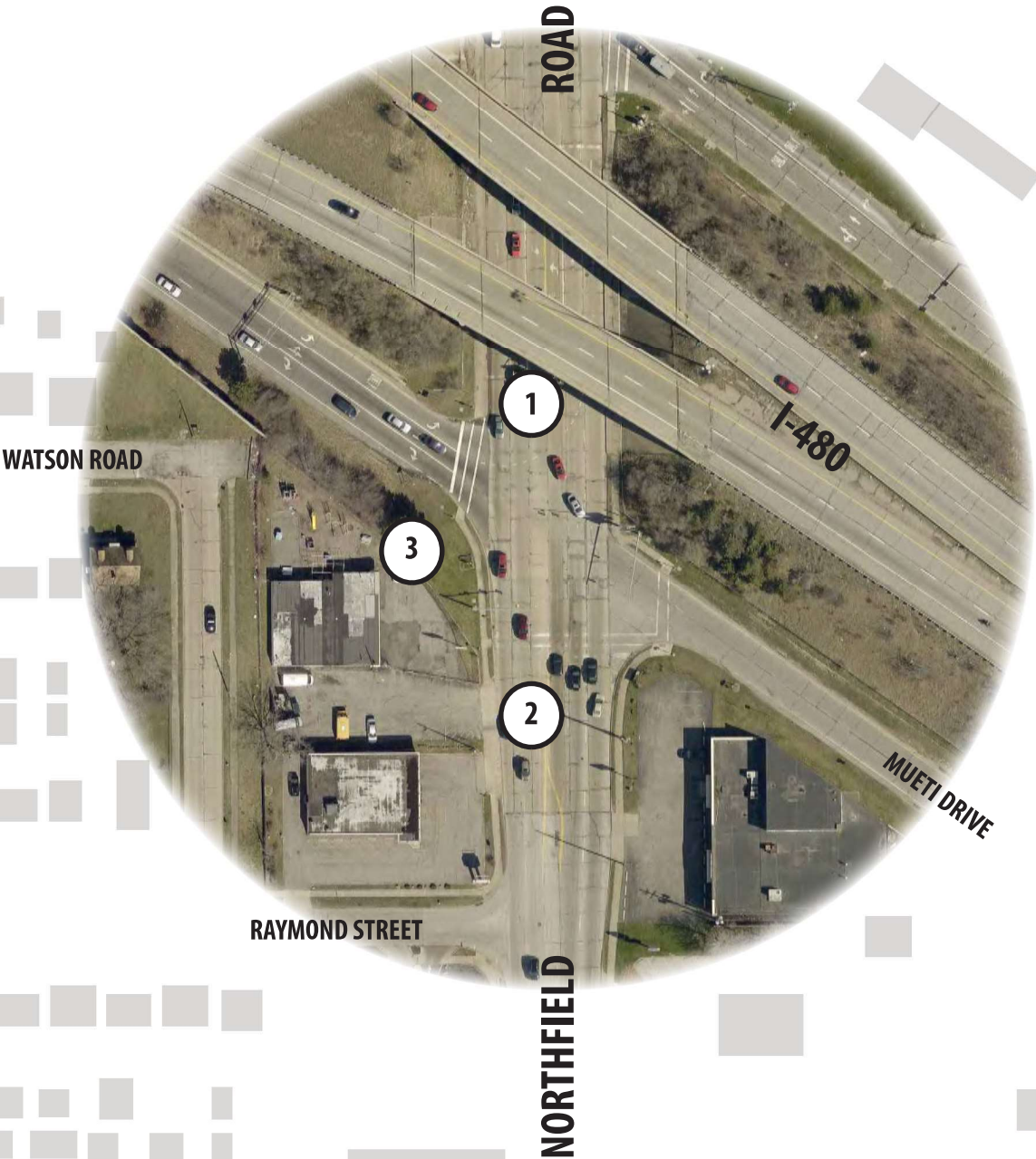
Creating a Sense of Arrival

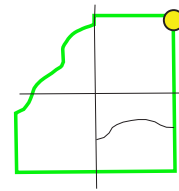


The Warrensville Center Road spine includes gateways at both its northern and southern ends. The southern gateway serves as the municipal boundary shared by Maple Heights and the City of Bedford. The intersection of Warrensville Center Road and Rockside Road serves as Maple Heights' direct connection to the Bedford Automile, an economic driver and notable destination within the Northeast Ohio region. With a heavy volume of traffic being drawn to this area, it provides a great opportunity for Maple Heights to make a clear distinction between communities by announcing arrival while also improving safety among travelers across different modes. Speed limits are currently between 25 and 35 mph at this intersection, yet wide lanes and lack of traffic calming measures encourage a higher speed of travel. There is a recognition that a complete redistribution of the reliance on the automobile to other modes of travel will be challenging at this intersection. In addition to the preceding recommendations that are believed to help calm traffic and improve safety, additional studies are recommended to consider how bike networks and/or pedestrian paths could be alternatively incorporated into the overall district.



NORTH GATEWAY - NORTHFIELD ROAD





1

Expansive Accommodates High Speed Vehicular Dominated



CALMING TRAVEL

2

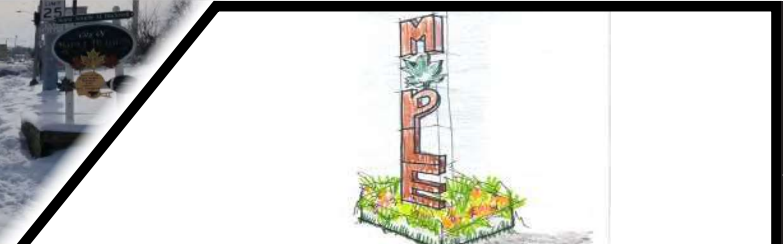
Expansive Crossing Dangerous for Pedestrians Heavy Truck Traffic



IMPROVING SAFETY FOR ALL TRAVELERS

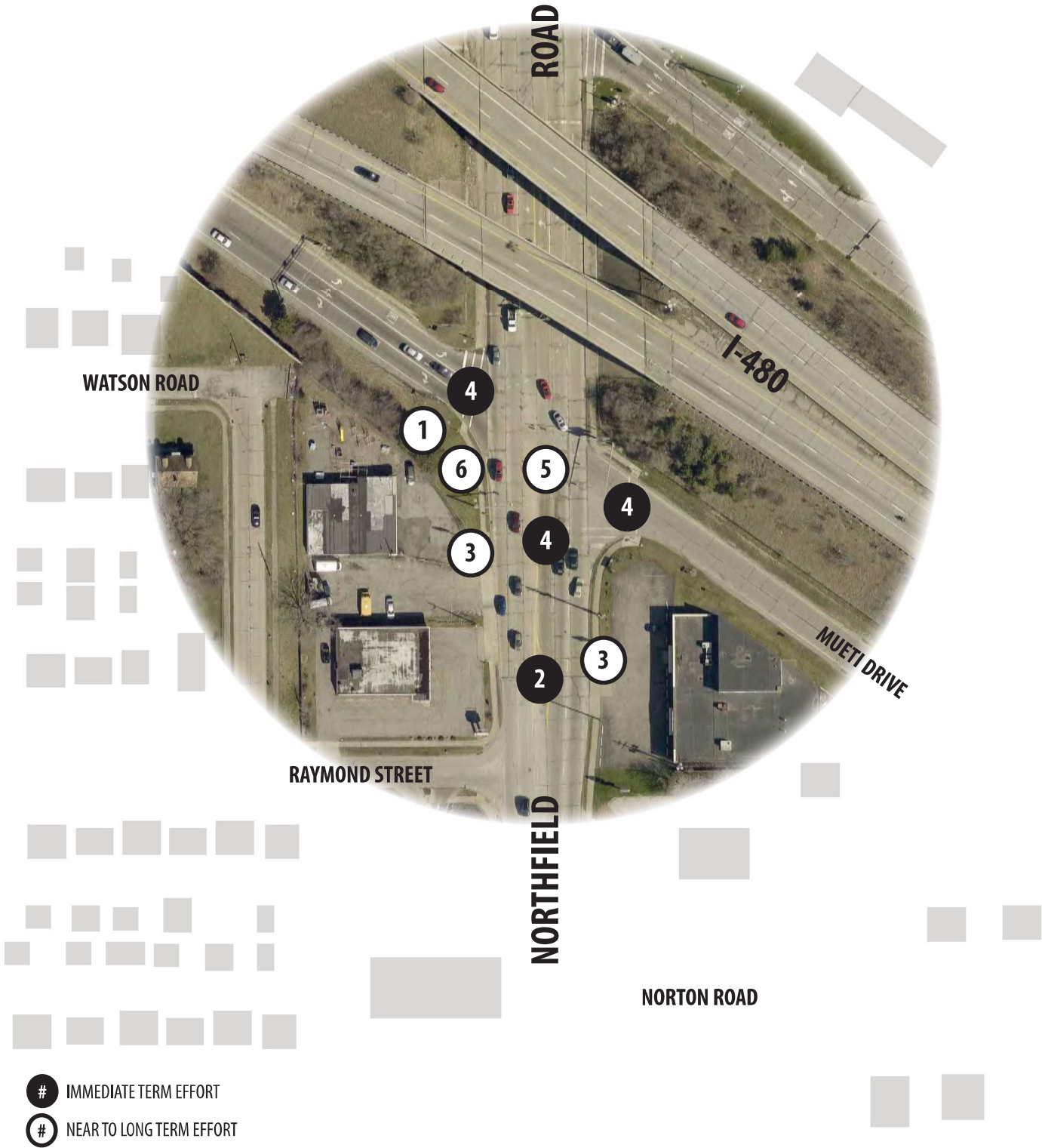
3

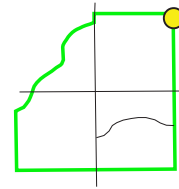
Lacking Presence Underwhelming



CELEBRATING MAPLE HEIGHTS

NORTH GATEWAY - NORTHFIELD ROAD





arrival

- 1 Addition of gateway element that announces arrival and provides wayfinding for the commercial district
- 2 Enhancement of banner program along Northfield Road

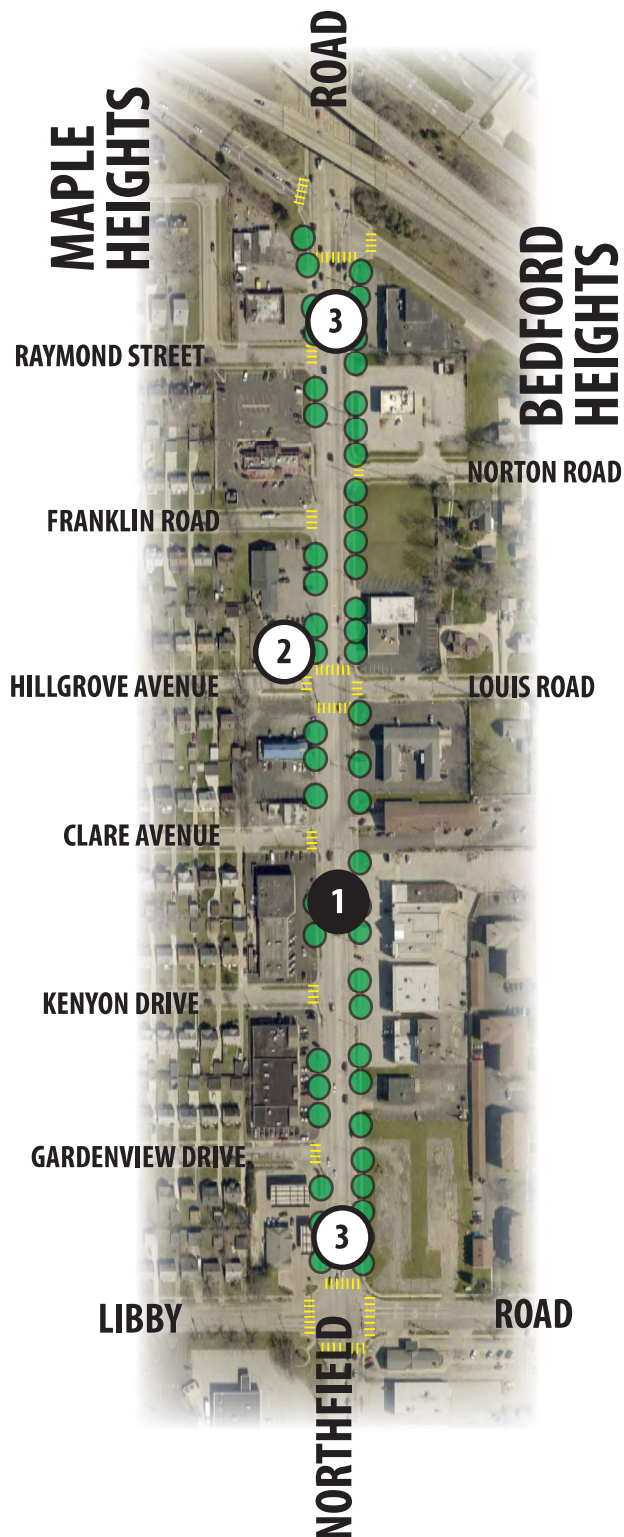
movement

- 3 Planted street trees to create a tree canopy along the Northfield Rd corridor, and aid in traffic calming
- 4 High visibility crosswalks for clear identification of pedestrian crossing
- 5 Geometric changes at this skewed intersection should be considered for future study

identity

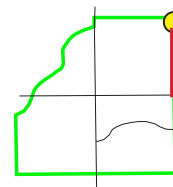
- 6 Enhanced City of Maple Heights Welcome Signage

NORTHFIELD ROAD CORRIDOR: INTERSTATE 480 TO LIBBY ROAD



- # IMMEDIATE TERM EFFORT
- # NEAR TO LONG TERM EFFORT

- ||| CROSSWALK STRIPING = #4
- NEW TREE PLANTING = #5



movement

- 1 Comprehensive ingress and egress study along the length of the corridor between Maple Heights Boulevard and Libby Road
- 2 Further investigation for inclusion of traffic signal and pedestrian activated crossing at Hillgrove Avenue and Louis Road
- 3 Potential installation of center median as traffic calming measure, to require further study to determine feasibility
- 4 High visibility crosswalks for clear identification of pedestrian crossing
- 5 Additional planting of trees to enhance tree canopy

NOTE: All recommendations that impact the east side of Northfield Road fall within the City of Bedford Heights' jurisdiction. Coordination with the City of Bedford Heights is recommended when next steps for roadway improvements for Northfield Road are pursued.

NORTH GATEWAY - NORTHFIELD ROAD

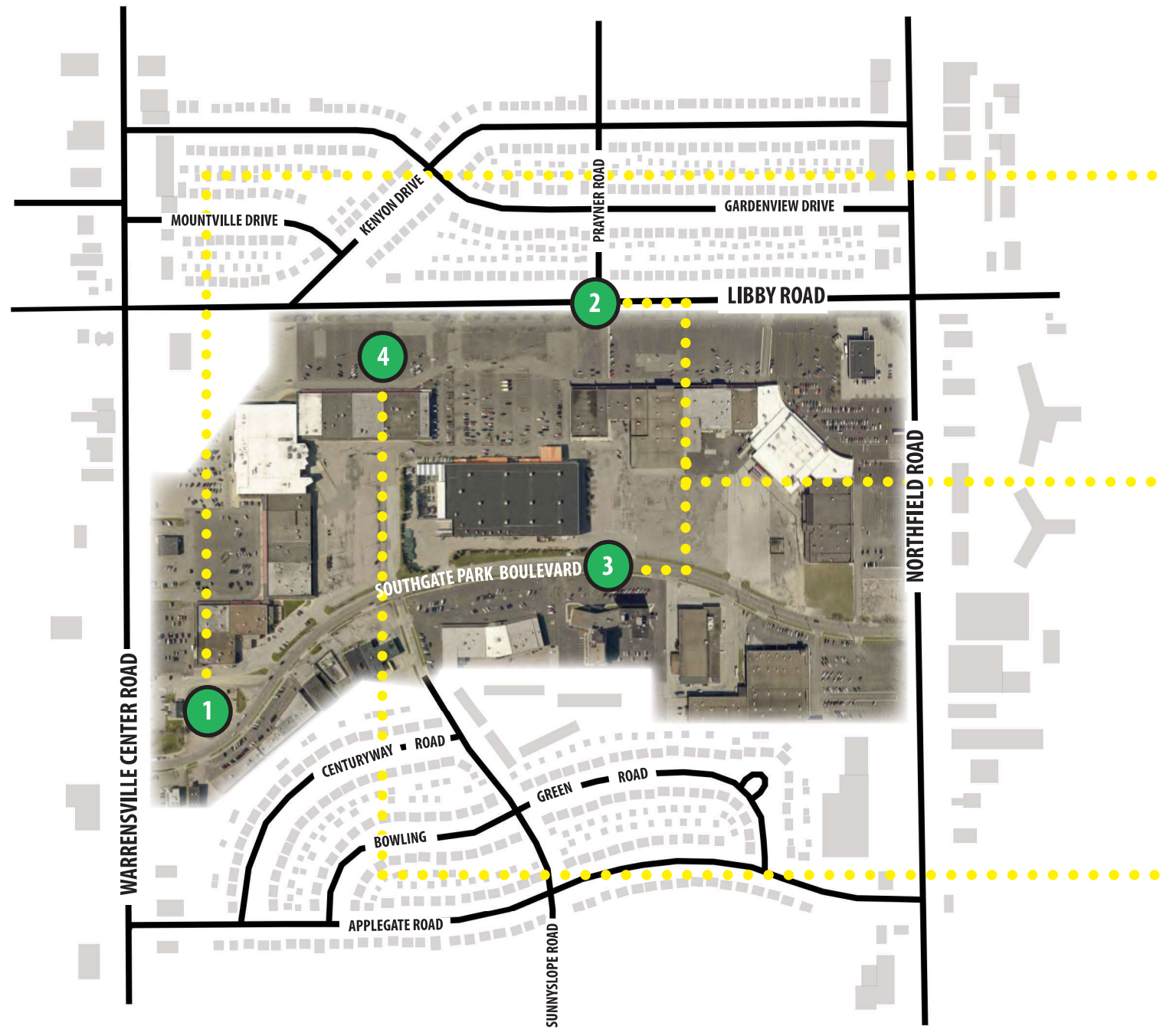
Creating a Sense of Arrival

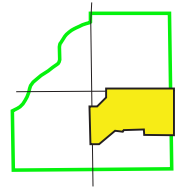


The eastern edge of the study area is defined by Northfield Road. This heavily traveled corridor also provides entry into the city and commercial district, with direct access to the Amazon Fulfillment Center located to the immediate north in North Randall. Northfield Road also serves as the municipal boundaries for Maple Heights and Bedford Heights, and only the western half of the roadway is located within Maple Heights, thus requiring collaboration to allow for any full roadway improvements to occur. The point of entry, similar to the Warrensville Center Road northern gateway, is located off an Interstate 480 exit ramp, yet the feeling is this location is much different as large overpasses dominates the vertical landscape, and a high volume of truck traffic is present due to the adjacent highway access. Using vertical monument signage, Maple Heights has the opportunity to enhance the moment of arrival here in the immediate future, while strategizing with neighboring Bedford Heights on a longer term approach for improving the largely industrial travel experience and unsafe environment for non-vehicular users.



SOUTHGATE USA





1

Expansive Lacks Sense of Arrival Accommodates High Speed



EXISTING



ELEVATING THE TRANSIT CENTER

arrival

2

3

Expansive Crossing Vehicular Dominated Not Identifiable



EXISTING



INCORPORATING MULTIMODAL MOVEMENT

movement

4

Lacking Presence Underwhelming Obstructed



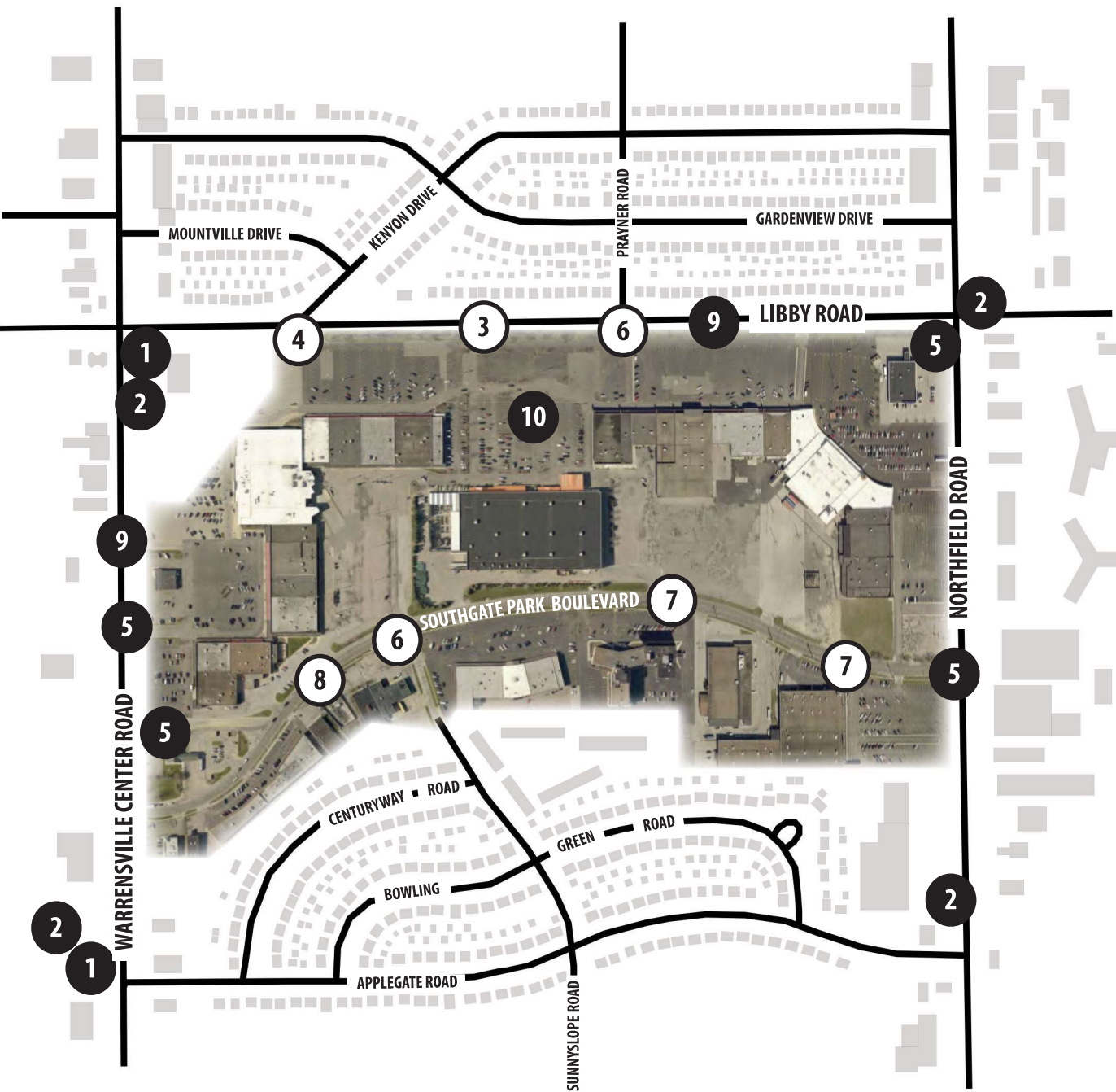
EXISTING



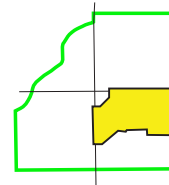
ACTIVATING UNDERUTILIZED SPACE

identity

SOUTHGATE USA



- # IMMEDIATE TERM EFFORT
- # NEAR TO LONG TERM EFFORT



arrival

- 1 Commercial District signage
- 2 Wayfinding and improved awareness of the presence of the transit center

movement

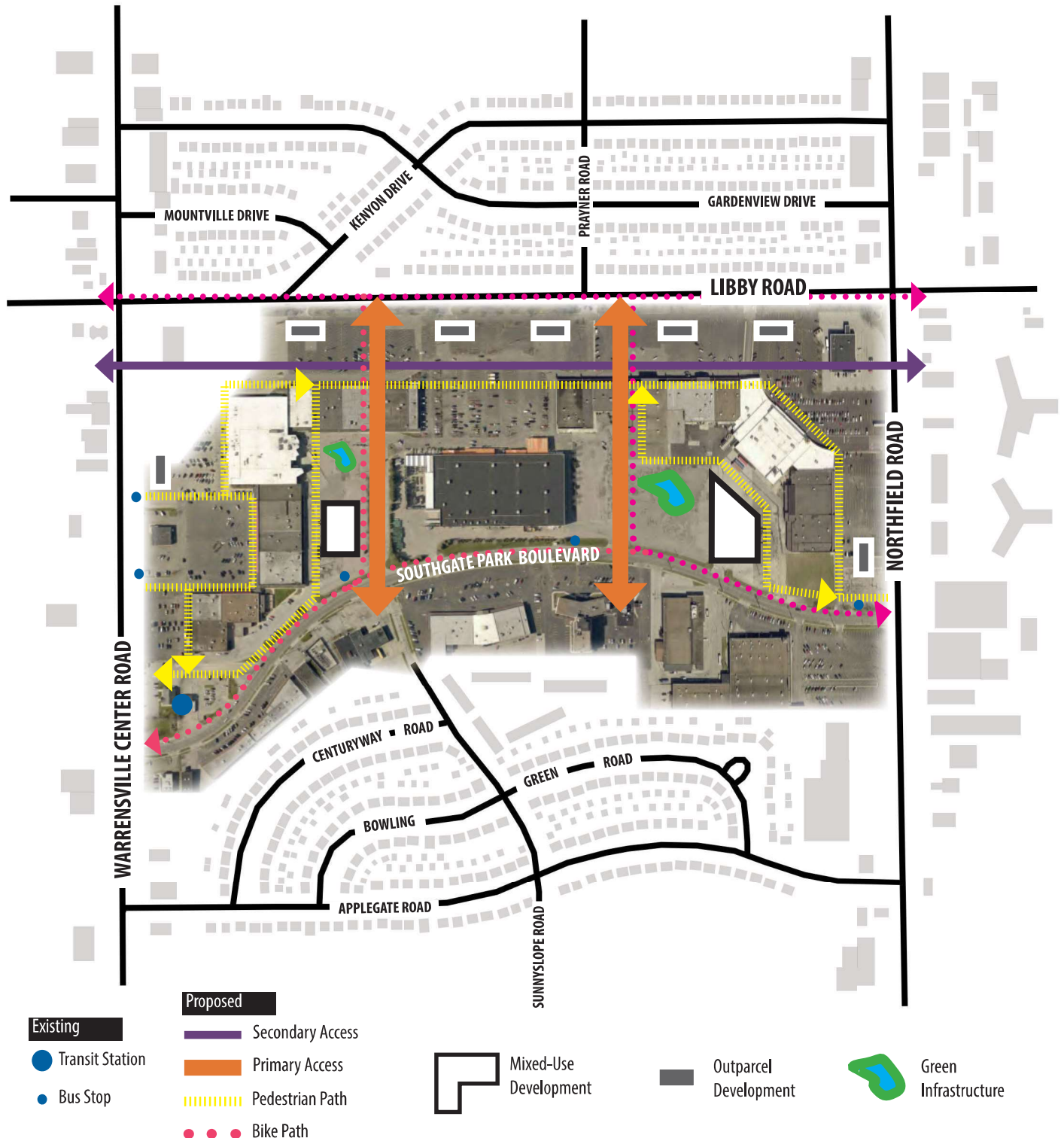
- 3 Incorporate roadway intervention along Libby Road that allows two vehicular traffic lanes to be removed and bike lanes, medians, and other green elements to be incorporated
- 4 Extension of pedestrian path on the south side of Libby Road from Key Bank to Northfield Road, while maintaining existing trees
- 5 High visibility crosswalks at all pedestrian crossings in the commercial district: Southgate Park Boulevard-Warrensville Center Road, Libby Road-Northfield Road, Southgate Park Boulevard-Northfield Road, Warrensville Center Road crossing adjacent to Mr Tire
- 6 Added crossings at Prayner Road-Libby Road and Southgate Park Boulevard-Sunnyslope Road
- 7 Explore addition of bus shelters to improve transit waiting environment
- 8 Road diet along Southgate Boulevard provides the opportunity for a reduction of travel lanes to two lanes total with either a raised median and striped bike lanes or a buffered bike lanes

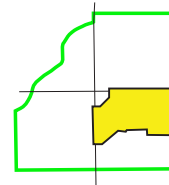
identity

- 9 Banner program enhancement that differentiates this location as the commercial district
- 10 Programmed space for food trucks, community events, throughout all months of year

SOUTHGATE USA

Conceptual Recommendations that potentially enhancement movement in and through the commercial district, while increasing vitality of Southgate USA.





Southgate USA is the key anchor to the commercial district, with amenities like Giant Eagle and the Home Depot servicing residents not only from Maple Heights, but from the surrounding suburbs as well. The center also houses the Greater Cleveland Regional Transit Authority's Southgate Transit Station. Southgate shopping center has a long-standing history with the community, however it is currently not thriving in the ways it once was, facing underutilized space and higher vacancies.

The planning team spent time making conceptual recommendations to the site, however attempts to involve the shopping center in the planning process were unsuccessful. While there is confidence that the proposed improvements displayed would support the vitality of the shopping center and the Maple Heights commercial district, private ownership of the site limits any actionable steps that can be taken in the near term.

The elements listed below represent the actions that can be taken to enhance the future prosperity of Southgate USA:



Formalize circulation



Create hierarchy of movement types



Integrate green infrastructure and stormwater management within parking areas, while reducing parking surface



Highlight pedestrian and bike connections through parking areas between entrances and public transit stops and station



Consider outparcel development that creates urban edges at Southgate perimeter



When/if appropriate, consider future land uses that offer new opportunities (such as modern multifamily/mixed use) for development that maximize proximity to public transit

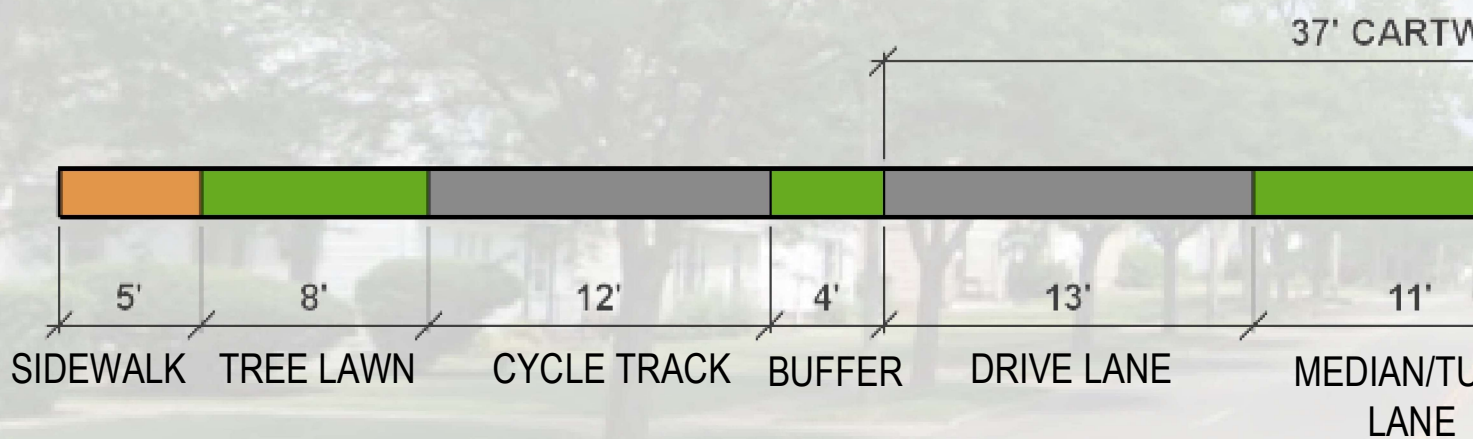


Study future land use policy / zoning code updates to promote desired outcomes and built form

SOUTHGATE USA

The Center of the District

PROPOSED LIBBY ROAD CONFIGURATION AND DIMENSIONS

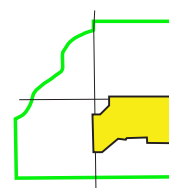


Roadway enhancements along Libby Road and Southgate Park Boulevard were viewed as achievable short term goals that could also have a positive impact on the shopping center. Both of these roadways are currently operating under capacity and would support roadway interventions in the form of bike lanes, center medians, or even a dedicated bus lane along Southgate Park Boulevard. Currently, pedestrian movement along the perimeter of the center is fractured, but there is ample room for a potential long-term recommendation of a trail network to be installed to enhance pedestrian safety and connectivity.

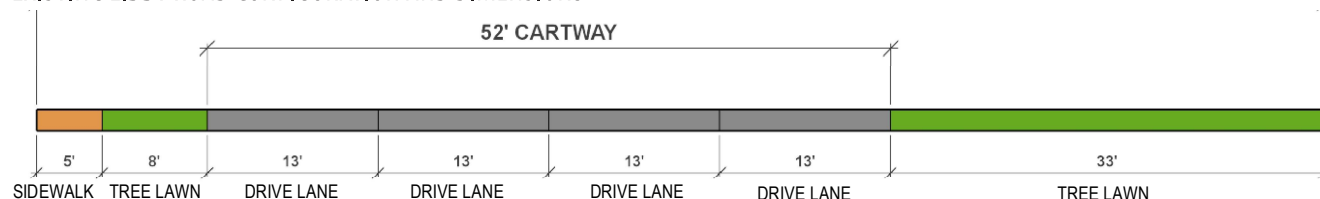
The final recommendation for Libby Road was to install a buffered cycle track on the north side of the road, while reducing the travel lanes from 4 to 2 with a planted median between left turning lanes at Libby and Northfield and Warrensville Center Roads. This option would also incorporate the inclusion of a walking trail on the south side of Libby Road, adjacent to the shopping center. The preference of a cycle track over separate buffered bike lanes was selected by the City of Maple Heights and stakeholders through public discussion, and a review of two options.

While the introduction of a bike facility along a ½ mile stretch of Libby Road is likely to have a limited impact, its placement creates the opportunity to connect to the proposed Cuyahoga Greenways bike path connections along Warrensville Center Road and Northfield Road. Additionally, the possibility of incorporating a sharrows along Libby west of Warrensville Center is a possibility and discussion with neighboring Bedford Heights are recommended to extend the path east across Northfield Road.

As for Southgate Blvd, re-striping the roadway as a two lane facility with buffered bike lanes or bike lanes and



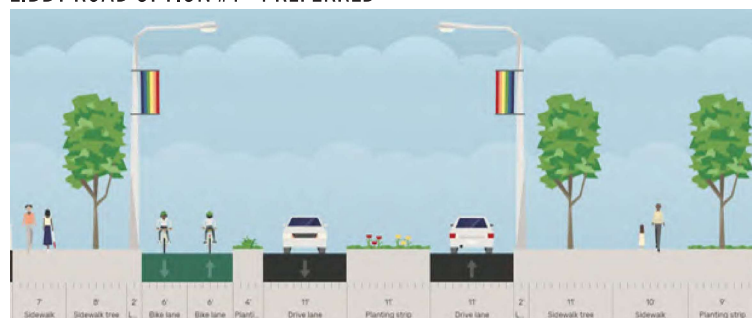
EXISTING LIBBY ROAD CONFIGURATION AND DIMENSIONS



a center turn lane would better organize the corridor, improve operational safety, and provide bicycle infrastructure. Installation of a raised median with left turn lanes instead of a center turn lane would regulate left turn movements which would further improve safety and provide an opportunity to incorporate landscaping. The aforementioned treatments would not require curb relocation. If curb relocation is possible, reconfiguration of the roadway could allow for the provision of a multi-use trail and additional enhancements to the pedestrian realm.

All recommendations are expected to be feasible based on the Average Daily Traffic (ADT) volume projections developed from traffic counts provided by NOACA.

LIBBY ROAD OPTION #1 - PREFERRED

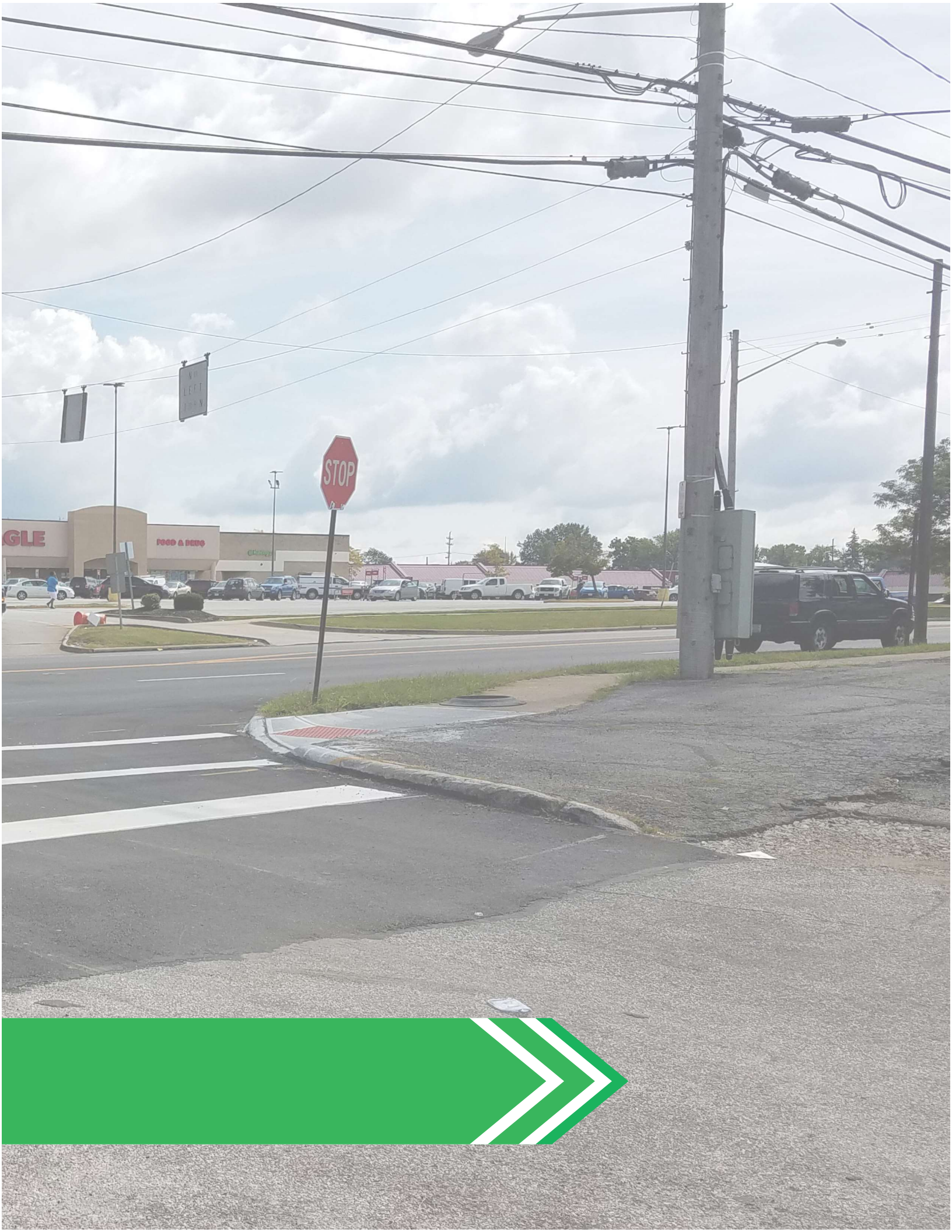


LIBBY ROAD OPTION #2





IMPLEMENT

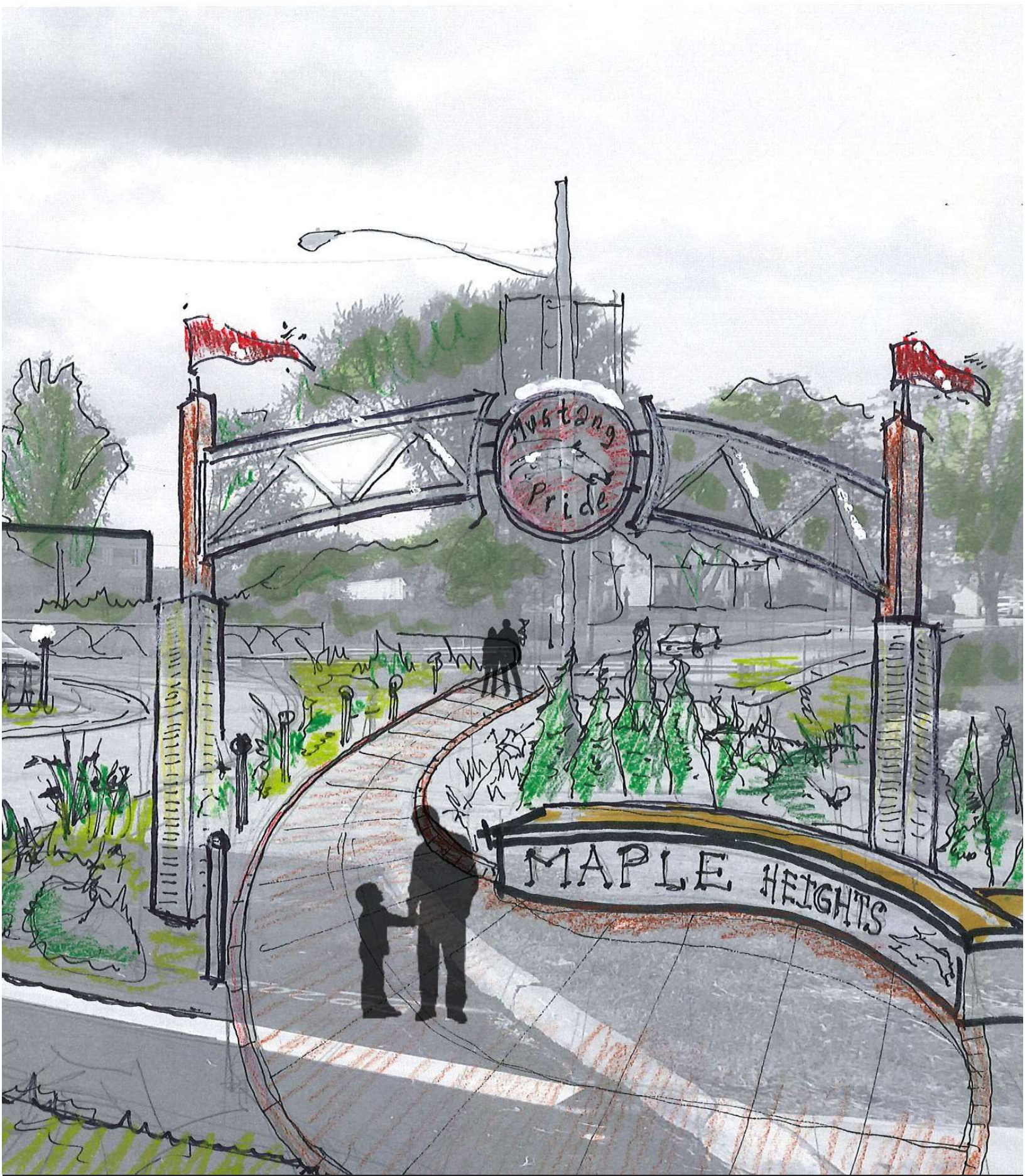


IMPLEMENT

Well-connected regionally, and arguably even globally with the presence of Amazon, Maple Heights is not well connected locally. Addressing this challenge of connectivity with immediacy is a focus of the city administration. The Southgate Connectivity Study, funded through a TLCI planning grant and with the ultimate goal of implementation, aims to position the City for integrated transportation and economic development strategies to revitalize the Southgate USA commercial area. This can be achieved through enhanced connections both locally and regionally across employment centers, residential neighborhoods and community assets.

The City of Maple Heights has expressed a need for guidance on quickly implementable actions within the study area, with a particular focus along the Warrensville Center Road Corridor. Recent private investment in this area can be leveraged by City-led investment in the form of grants and capital improvement dollars. Strengthening partnerships with both public and private organizations, locally and regionally, are necessary for this plan to be implemented.

The residents of Maple Heights have previously been promised positive change in their community. Many residents took time to get involved in this study and in the recently completed Master Plan, and this chapter outlines the steps needed to honor those voices by implementing the plans. This planning process has no interest in repeating the past, but instead seeks to forge a path for the future that is both desired by the community and is realizable. The time for action is now, and the following pages provide the blueprint that this community needs to bring positive change to life.



TAKING ACTION

The recommendations that were described within each focus area have been compiled in this chapter and coupled with information to support implementation. In addition to the anticipated timing, the following items were also assigned: the community's preference, estimated cost range, and eligible funding sources to implement each recommendation.

Community Rank

This ranking was established in Community Meeting #2 by residents using a dot exercise. Each of the focus areas were displayed on a board, and residents were asked to select their top 3 areas of focus within the defined study area. These top 3 choices were intended to equate to where residents would like to see investment occur first. Warrensville Center Rd, as a full corridor, was not included in this interactive activity, and was subsequently added as an area of focus by the City of Maple Heights' administration.

STAFFORD PARK

Community Rank	Item	Description
1	1	Improvement and placement of directional signage for park at Libby Road and Mayville Avenue, Libby Road and Maple Heights Boulevard, and Stockton Ave and Warrensville Center Road
	2	Align signage at park entrances at Maple Heights Boulevard and Mayville Avenue with city's brand standards
	3	Eliminate a portion of excess pavement through trees planted in the parking lot, the installation of planted medians and new landscaping
	4	High visibility crosswalks at Libby Rd and Mayville Avenue, Libby Road and Maple Heights Boulevard, and across Stockton Avenue at Warrensville Center Road
	5	Extension of trail at Milkovich Middle School to provide connection to Stafford Park, connecting with proposed trailhead elements at Stockton Ave and Warrensville Center Road
	6	Installation of new path at Stockton Avenue-Warrensville Center Road intersection that replaces the metal traffic barrier with a natural buffer that continues to prevent vehicular access, while providing a safe and pleasant path for non-vehicular modes of travel to the residential neighborhood and adjacent assets
	7	Explore the ability to create and extend Southgate Park Blvd west to form a direct connection to Stafford Park
	8	Creation of a trail head at Stockton Avenue and Warrensville Center Road to mitigate the current road obstruction while enhancing the connection to the existing trail that connects to Milkovich Middle School
	9	Trailhead elements: customized arched entryway, pedestrian scale lighting, brick seating wall with Maple Heights lettering, mural program in collaboration with existing business/building owners
	10	Tree planting program in collaboration with Shell gas station to create a pleasant approach along newly created path that provides safe access for pedestrians, bikes, scooters, etc. along Stockton Avenue
	11	Programmed space for food trucks, community events, throughout all months of year

IMMEDIATE -- less than one year
NEAR TERM -- one to three years
LONG TERM -- more than three years

\$ -- less than \$100,000
\$\$ -- \$100,000 to \$500,000
\$\$\$ -- more than \$500,000

Projected Costs

High-level cost assumptions were applied to each recommendation, with three value ranges established: under \$100,000, \$100,000 to \$500,000, and over \$500,000. These are estimated values that are intended to be used as a starting point, and were influenced by recent construction costs, as well as recent bids reviewed and additional data gathering. Further refinement is recommended.

Potential Funding Sources

Coupled with projected costs and community ranking are also potential funding sources for each recommendation. A descriptor for each of the funding sources that are shown as acronyms in the chart below can be found on page 103. These funding sources have been found to be locally be applicable to transportation improvements, beautification, landscaping and other related initiatives. Additionally, further alignment with funding sources should be pursued and evaluated prior to implementation.

	Total Projected Costs	Timeframe	Potential Funding Sources
	\$	Immediate	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
	\$	Immediate	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
	\$\$\$	Long Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights
	\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
	\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR RT, ODNR COTF, ODNR LWCF, CSG Program, City of Maple Heights
	\$\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR RT, ODNR COTF, ODNR LWCF, CSG Program, City of Maple Heights, NOACA TLCI, NOACA TIP
	\$\$\$	Long Term	ODOT TAP, TIF Assessment, City of Maple Heights, NOACA TIP, CSG Program
	\$\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR RT, ODNR COTF, ODNR LWCF, CSG Program, City of Maple Heights, NOACA TLCI, NOACA TIP
	\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR RT, ODNR COTF, ODNR LWCF, CSG Program, City of Maple Heights
	\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights, NOACA TLCI, NOACA TIP, CSG Program
	\$	Immediate	City of Maple Heights

SOUTH GATEWAY - ROCKSIDE ROAD

Community Rank	Item	Description
2	1	Addition of gateway element that announces arrival and provides wayfinding for the commercial district
	2	Enhancement of banner program along Warrensville Center Road
	3	Potential elimination of two perceived excess curb cuts closest to the intersection at gas station located on the NE corner
	4	Installation of center median at approach to intersection, removing a portion of the existing center turning lane north of Donnybrook Road
	5	High visibility crosswalks for clear identification of pedestrian crossing
	6	Explore addition of bus shelters to improve transit waiting environments
	7	Enhanced City of Maple Heights Welcome Signage
	8	Additional planting of trees to enhance tree canopy

SOUTHGATE USA

Community Rank	Item	Description
3	1	Commercial District signage
	2	Wayfinding and improved awareness of the presence of the transit center
	3	Incorporate roadway intervention along Libby Rd that allows two vehicular traffic lanes to be removed and bike lanes, medians, and other green elements to be incorporated
	4	Extension of pedestrian path on the south side of Libby Rd from Key Bank to Northfield Rd, while maintaining existing trees
	5	High visibility crosswalks at all pedestrian crossings in the commercial district: Southgate Park Boulevard-Warrensville Center Road , Libby Road-Northfield Road, Southgate Park Boulevard-Northfield Road, Warrensville Center Road crossing adjacent to Mr Tire
	6	Added crossings at Prayner Road-Libby Road and Southgate Park Boulevard-Sunnyslope Road
	7	Explore addition of bus shelters to improve transit waiting environment
	8	Road diet along Southgate Boulevard provides the opportunity for a reduction of travel lanes to two lanes total with either a raised median and striped bike lanes or a buffered bike lanes facility
	9	Banner program enhancement that differentiates this location as the commercial district
	10	Programmed space for food trucks, community events, throughout all months of year

IMMEDIATE -- less than one year
NEAR TERM -- one to three years
LONG TERM -- more than three years

\$ -- less than \$100,000
\$\$ -- \$100,000 to \$500,000
\$\$\$ -- more than \$500,000

Total Projected Costs	Timeframe	Potential Funding Sources
\$\$	Immediate	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$\$	Long Term	ODOT TAP, TIF Assessment, CSG Program, City of Maple Heights
\$\$\$	Long Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights, NOACA TLCI
\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
\$\$	Near Term	NOACA TLCI, GCRTA, City of Maple Heights
\$	Immediate	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$\$	Near Term	ODOT TAP, TIF, ODNR Natureworks, ODNR COTF, City of Maple Heights

Total Projected Costs	Timeframe	Potential Funding Sources
\$\$	Immediate	NOACA TLCI, CSG Program, City of Maple Heights
\$	Immediate	NOACA TLCI, CSG Program, ODOT TAP, GCRTA, City of Maple Heights
\$\$\$	Long Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights, NOACA TLCI
\$\$	Long Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights, NOACA TLCI
\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
\$\$	Near Term	CSG Program, ODOT TAP, NOACA TLCI
\$\$	Near Term	NOACA TLCI, GCRTA, City of Maple Heights
\$\$\$	Long Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights, NOACA TLCI, NOACA TIP, CSG Program
\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$	Immediate	City of Maple Heights

NORTH GATEWAY - WARRENSVILLE CENTER ROAD

Community Rank	Item	Description
4	1	Decorative fencing to establish edge between Warrensville Road Church and sidewalk
	2	Enhancement of existing banner program along main corridors
	3	Addition of wayfinding signage at City's entry, particularly directional signage to Stafford Park
	4	Installation of center median as a traffic calming measure and potential pedestrian refuge more analysis or study is recommended
	5	High visibility crosswalks for clear identification of pedestrian crossing
	6	Roadway resurfacing along Hansen Road, which provide access to Warrensville Road Community Baptist Church, a community asset
	7	Study feasibility of and install bike lane along Maple Heights Boulevard to encourage multi-modal access
	8	Enhanced City of Maple Heights Welcome Signage
	9	Strategic forest preservation of tree growth at Maple Heights Boulevard and Warrensville Center Road

NORTH GATEWAY - NORTHFIELD ROAD

Community Rank	Item	Description
5	1	Addition of gateway element that announces arrival and provides wayfinding for the commercial district
	2	Enhancement of banner program along Northfield Road
	3	Planted street trees to create a tree canopy the Northfield Road corridor, and aid in traffic calming
	4	High visibility crosswalks for clear identification of pedestrian crossing
	5	Enhanced City of Maple Heights Welcome Signage

NORTHFIELD ROAD CORRIDOR: INTERSTATE 480 TO LIBBY ROAD

Community Rank	Item	Description
-	1	Comprehensive ingress and egress study along the length of the corridor between Maple Heights Boulevard and Libby Road
	2	Further investigation for inclusion of traffic signal and pedestrian activated crossing at Hillgrove Avenue and Louis Road
	3	Potential installation of center median as traffic calming measure, to require further study to determine feasibility
	4	High visibility crosswalks for clear identification of pedestrian crossing
	5	Additional planting of trees to enhance tree canopy

IMMEDIATE -- less than one year
NEAR TERM -- one to three years
LONG TERM -- more than three years

\$ -- less than \$100,000
\$\$ -- \$100,000 to \$500,000
\$\$\$ -- more than \$500,000

Total Projected Costs	Timeframe	Potential Funding Sources
\$\$	Immediate	TIF, City of Maple Heights
\$\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$\$	Long Term	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR COTF, City of Maple Heights
\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
\$\$\$	Long Term	ODOT TAP, TIF Assessment, City of Maple Heights, NOACA TIP, CSG Program
\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights, NOACA TLCI, NOACA TIP, CSG Program
\$\$	Immediate	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$\$	Immediate	ODNR Natureworks, City of Maple Heights

Total Projected Costs	Timeframe	Potential Funding Sources
\$\$	Near Term	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$\$	Near Term	ODOT TAP, TIF, ODNR Natureworks, ODNR COTF, City of Maple Heights
\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
\$\$	Near Term	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights

Total Projected Costs	Timeframe	Potential Funding Sources
\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR COTF, City of Maple Heights
\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights
\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
\$\$	Near Term	ODNR Natureworks, City of Maple Heights

WARRENSVILLE CENTER ROAD - LIBBY ROAD

Community Rank	Item	Description
6	1	Announcement of arrival through community unifying signage or art installation
	2	Planted street trees to create a tree canopy along the Warrnesville Center Road corridor
	3	Improved pedestrian paths along Warrensville Center Road corridor
	4	High visibility crosswalks for clear identification of pedestrian crossing
	5	Improve pedestrian safety through a formalized crossing at Warrensville Center Road and Stockton Avenue that provides a direct connection to Southgate USA, including a median refuge island to support safe pedestrian crossing
	6	Enhanced transit waiting environments that provide added seating and protection from the elements
	7	Installation of dedicated bike lanes on leg of Libby Road west of Warrensville Center Road, with a conversion to sharrows along Libby Road east of Warrensville Center Road
	8	Commercial district wayfinding signage
	9	District-branded site furniture that align with City-wide standards

WARRENSVILLE CENTER ROAD CORRIDOR: MAPLE HEIGHTS BOULEVARD TO LIBBY ROAD

Community Rank	Item	Description
-	1	Enhancement of banner program along Warrensville Center Road
	2	Storefront enhancement program for businesses with front doors adjacent to sidewalk
	3	Development of a vacant and underutilized property management program
	4	Comprehensive ingress and egress study along the length of the corridor between I-480 and Libby Road
	5	Further investigation for inclusion of traffic signal and pedestrian activated crossing at Mountville Drive
	6	Potential elimination of excess curb cuts at autobody shop entry
	7	High visibility crosswalks for clear identification of pedestrian crossing
	8	Enhanced City of Maple Heights Welcome Signage
	9	Install bus shelters with community branding elements incorporated
	10	Additional planting of trees to enhance tree canopy

IMMEDIATE -- less than one year
NEAR TERM -- one to three years
LONG TERM -- more than three years

\$ -- less than \$100,000
\$\$ -- \$100,000 to \$500,000
\$\$\$ -- more than \$500,000

Total Projected Costs	Timeframe	Potential Funding Sources
\$\$	Near Term	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR Natureworks, ODNR COTF, City of Maple Heights
\$\$	Near Term	CSG Program, ODOT TAP, NOACA TLCI, NOACA TIP
\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
\$\$\$	Long Term	CSG Program, ODOT TAP, NOACA TLCI
\$\$	Near Term	NOACA TLCI, GCRTA, City of Maple Heights
\$\$	Near Term	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$\$	Immediate	NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
\$\$	Near Term	NOACA TLCI, City of Maple Heights, ODNR Natureworks

Total Projected Costs	Timeframe	Potential Funding Sources
\$\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$\$	Near Term	City of Maple Heights
\$\$	Near Term	City of Maple Heights
\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$\$	Near Term	ODOT TAP, TIF, Assessment, ODNR COTF, City of Maple Heights
\$\$	Long Term	ODOT TAP, TIF Assessment, CSG Program, City of Maple Heights
\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
\$\$\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
\$\$	Near Term	NOACA TLCI, GCRTA, City of Maple Heights
\$\$	Near Term	ODNR Natureworks, City of Maple Heights

WARRENSVILLE CENTER ROAD CORRIDOR: LIBBY ROAD TO ROCKSIDE ROAD

Community Rank	Item	Description
-	1	Enhancement of banner program along Warrensville Center Road
	2	Storefront enhancement program for businesses with front doors adjacent to sidewalk
	3	Development of a vacant and underutilized property management program
	4	Installation of wayfinding and placemaking features that enhance the presence of Southgate Transit Station
	5	Comprehensive ingress and egress study along the length of the corridor between Maple Heights Boulevard and Libby Road
	6	Enhanced pedestrian crossing with median refuge island and full traffic signal, if warranted. Rectangular Rapid Flashing Beacon (RRFB), or Pedestrian Hybrid Beacon (PHB) should also be considered
	7	High visibility crosswalks for clear identification of pedestrian crossing
	8	Continued support and attraction of new amenities, like fast food restaurants, to draw an increase in activity
	9	Enhanced City of Maple Heights Welcome Signage
	10	Install bus shelters with community branding elements incorporated
	11	Additional planting of trees to enhance tree canopy

IMMEDIATE -- less than one year
NEAR TERM -- one to three years
LONG TERM -- more than three years

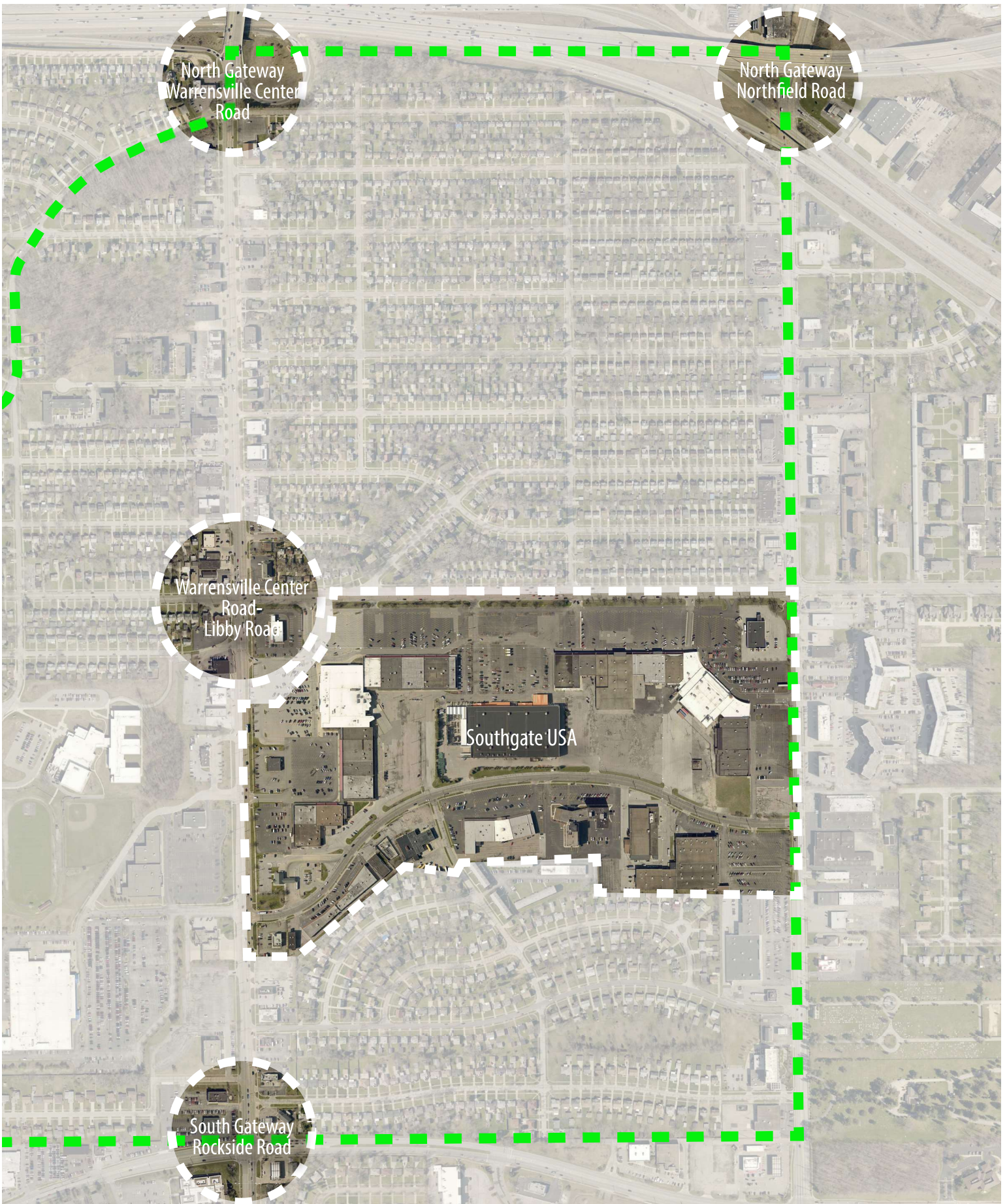
\$ -- less than \$100,000
\$\$ -- \$100,000 to \$500,000
\$\$\$ -- more than \$500,000

	Total Projected Costs	Timeframe	Potential Funding Sources
	\$\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
	\$\$	Near Term	City of Maple Heights
	\$\$	Long Term	City of Maple Heights
	\$\$	Immediate	NOACA TLCI, GCRTA, City of Maple Heights
	\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
	\$\$	Near Term	CSG Program, ODOT TAP, NOACA TLCI, City of Maple Heights
	\$	Immediate	CSG Program, ODOT TAP, NOACA TLCI
	\$\$\$	Ongoing	Private Investment, City of Maple Heights
	\$\$\$	Immediate	NOACA TLCI, NOACA TIP, City of Maple Heights
	\$\$	Near Term	NOACA TLCI, GCRTA, City of Maple Heights
	\$\$	Near Term	ODNR Natureworks, City of Maple Heights

FOCUSING INVESTMENT

The community's ranking, anticipated costs, availability of funding and the City's overall priorities were used as determinants for distilling the larger group of recommendations down to a more focused list. It became clear that actions that could be taken with immediacy were the priority for both the City and community members. The 18 items found below are representative of each of the immediate or less than one year to implement recommendations. Identity was a critical element that emerged from many of the dialogues throughout the planning process, and is a component of this community that can be enhanced in the short term. The NOACA Street Supplies program, a free roadway "library" of components for temporary transportation projects, could also serve as another layer of immediately implementable actions to both provide a sense of place or identity, while also helping to address transportation safety concerns that have been raised.





LOCATION/INITIATIVE

SOUTH GATEWAY – ROCKSIDE ROAD

Addition of gateway element that announces arrival and provides wayfinding for the commercial district

Enhanced City of Maple Heights Welcome Signage

Enhancement of banner program along Warrensville Center Road

High visibility crosswalks for clear identification of pedestrian crossing

NORTH GATEWAY – WARRENSVILLE CENTER ROAD

Enhanced City of Maple Heights Welcome Signage

Strategic forest preservation of tree growth at Maple Heights Boulevard and Warrensville Center Road

Decorative fencing to establish edge between Warrensville Road Church and sidewalk

High visibility crosswalks for clear identification of pedestrian crossing

NORTH GATEWAY – NORTHFIELD ROAD

North Gateway Northfield Item 2: Enhancement of banner program along Northfield Rd

North Gateway Northfield Item 4: High visibility crosswalks for clear identification of pedestrian crossing

STAFFORD PARK

Improvement and placement of directional signage for park at Libby Road and Mayville Avenue, Libby Road and Maple Heights Blvd, and Stockton Avenue and Warrensville Center Road

Align signage at park entrances at Maple Heights Boulevard and Mayville Avenue with city's brand standards

Programmed space for food trucks, community events, throughout all months of year

High visibility crosswalks at Libby Rd and Mayville Avenue, Libby Road and Maple Heights Boulevard, and across Stockton Avenue at Warrensville Center Road

WARRENSVILLE CENTER ROAD – LIBBY ROAD

Commercial district wayfinding signage

High visibility crosswalks for clear identification of pedestrian crossing

WARRENSVILLE CENTER ROAD CORRIDOR

Comprehensive ingress and egress study along the length of the corridor between I-480 and Libby Road

High visibility crosswalks for clear identification of pedestrian crossing

Enhancement of banner program along Warrensville Center Road

Comprehensive ingress and egress study along the length of the corridor between Maple Heights Boulevard and Libby Road

Installation of wayfinding and placemaking features that enhance the presence of Southgate Transit Station

NORTHFIELD ROAD CORRIDOR

Comprehensive ingress and egress study along the length of the corridor between Maple Heights Boulevard and Libby Road

High visibility crosswalks for clear identification of pedestrian crossing

\$ -- less than \$100,000
 \$\$ -- \$100,000 to \$500,000
 \$\$\$ -- more than \$500,000

COST POTENTIAL FUNDING SOURCES

	\$\$ NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
	\$ NOACA TLCI, CSG Program, City of Maple Heights
	\$ NOACA TLCI, CSG Program, City of Maple Heights
	\$ CSG Program, ODOT TAP, NOACA TLCI
	\$ NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
	\$\$ ODNR Natureworks, City of Maple Heights
	\$\$ ODOT TAP, TIF, City of Maple Heights
	\$ CSG Program, ODOT TAP, NOACA TLCI
	\$ NOACA TLCI, NOACA TIP, City of Maple Heights
	\$ CSG Program, ODOT TAP, NOACA TLCI
	\$ NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
	\$ NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
	\$ City of Maple Heights
	\$ CSG Program, ODOT TAP, NOACA TLCI
	\$\$ NOACA TLCI, CSG Program, ODOT TAP, City of Maple Heights
	\$ CSG Program, ODOT TAP, NOACA TLCI
	\$ NOACA TLCI, NOACA TIP, City of Maple Heights
	\$ CSG Program, ODOT TAP, NOACA TLCI
	\$\$ NOACA TLCI, NOACA TIP, City of Maple Heights
	\$ NOACA TLCI, NOACA TIP, City of Maple Heights
	\$\$ NOACA TLCI, GCRTA, City of Maple Heights
	\$ NOACA TLCI, NOACA TIP, City of Maple Heights
	\$ CSG Program, ODOT TAP, NOACA TLCI

HIGH VISIBILITY CROSSWALKS

Priority item #2 (high visibility crosswalks) an important elements to focus on to improve safety for all road-way users, especially pedestrians. Considerations for these implementations extend beyond basic repainting, and should include a variety of details and elements, inclusive of the following:

- Reflective paint
- New pavement markings
- ADA accessible ramps
- Upgrades/replacements of pushbuttons
- Rectangular Rapid Flashing Beacons (RRFB)
- Pedestrian Hybrid Beacon (PHB)

Transportation and safety benefits include greater visibility for pedestrians, increased accessibility and enhanced pedestrian awareness / notice for motorists. These improvements can result in a district environment that is more hospitable for pedestrian and multi-modal travel, as opposed to the currently dangerous and inaccessible conditions facing those who traverse the area on foot, in a wheelchair or on a bicycle.

These crosswalk enhancements should be implemented throughout the district at the locations previously identified in the plan recommendations. Repainted pavement markings with highly visible and reflective paint must be a standard at all crosswalks, while additional safety features (such as those listed above) should be considered and implemented whenever possible, feasible and warranted.

EXAMPLE IMAGES





NEXT STEPS

Of the 78 recommendations established, and the 23 focused investment initiatives that were distilled from this larger list, the City of Maple Heights ultimately identified 3 top priorities to focus their efforts on in the immediate future. These three priorities tie directly to enhancing the experience of those who live, work, visit and travel through the community, while further highlighting the greatest assets of the City:

- 1. Enhanced City of Maple Heights Welcome Signage**
- 2. High visibility crosswalks for clear identification of pedestrian crossings**
- 3. Align signage at park entrances at Maple Heights Boulevard and Mayville Avenue with City's brand standards**

While the impact of these action items will be significant, their value is strengthened because they are achievable in the short term. Demonstrating continuous progress and investment will be critical to maintaining the positive momentum building within the city.

**THE WINNING CULTURE OF MAPLE HEIGHTS CAN BE
STRENGTHENED THROUGH
TRANSPORTATION CONNECTIONS AND PLACEMAKING
CENTERED AROUND COMMUNITY**

FUNDING SOURCES

POTENTIAL FUNDING SOURCES	DESCRIPTION
Assessment Program	Additional tax/levy in order to pay for specific improvements, e.g. sidewalks.
Community Development Block Grant (CDBG) Allocation	ADA access, including restrooms, ramp and pathways. Application made to County in Spring, State by June
Cuyahoga County Supplemental Grant (CSG) Program	Competitive grant to help strengthen communities and neighborhoods, encourage regional collaboration, and improve the quality of life for County residents.
City of Maple Heights	Resources committed by the City of Maple Heights.
Greater Cleveland Regional Transit Authority (GCRTA)	Resources committed by the GCRTA for transit related investments.
Northeast Ohio Areawide Coordinating Agency (NOACA) TLCI Implementation	Development and installation of infrastructure from past completed livability studies. No match required, but points given if local match.
NOACA Transportation Improvement Program (TIP)	Incorporation into TIP provides investment priority within NOACA jurisdiction.
Ohio Department of Natural Resources(ODNR) Clean Ohio Trail Funds (COTF)	Land acquisition for a trail, trail development, trailhead facilities, engineering and design.
ODNR Natureworks	Recreation and park related projects, Lorain County's allocation for 2019 \$67,482.
ODNR Recreational Trails (RT)	New rt construction, trail maintenance/restoration, trailside/head facilities (parking, restroom, water), purchase/lease rt construction/maintenance equipment, acquisition of easements/ property.
Ohio Public Works Commission (OPWC)	Improvements to roads, bridges, culverts, water supply systems, wastewater systems, store water collection systems, solid waste facilities, and essential community facilities.
Ohio Department of Transportation (ODOT) Transportation Alternative Program (TAP)	Multi-use paths (non-motorized) that connect destinations. Letter of Interest February, Full Application May.
Tax Increment Financing (TIF)	Increase in real property taxes redirected to pay for infrastructure improvements in district.

