

Form Name: Planning Application 2018 TLCI
 Submission Time: October 6, 2017 10:53 am
 Browser: Chrome 61.0.3163.100 / Windows
 IP Address: 208.40.111.104
 Unique ID: 356310049
 Location: 41.153701782227, -81.637397766113

Project Sponsor / Agency Name	City of Maple Heights
Address	5353 Lee Road Maple Heights, OH 44137
Contact Name	Annette M. Blackwell
Title	Mayor
Office Phone Number	(216) 587-9011
E-mail Address	ablackwell@mapleheightsohio.com
Are You Interested in NOACA Technical Assistance?	No, Only a TLCI Planning Grant
Study Name	Southgate Connectivity Study
Total Project Cost	\$80,000
NOACA Funding Requested	\$80,000
Local Funding Committed	\$0
Brief project description (250 Word Limit)	The Southgate Connectivity Study will develop integrated multimodal transportation and economic development strategies to revitalize the Southgate USA commercial area through enhanced connections between community assets (Malkovich Middle School, Stafford Park), adjacent residential neighborhoods, and nearby emerging employment centers (North Randall). The study will capitalize on the recent momentum of the Amazon Fulfillment Center development one mile to the north of Southgate to better connect local residents to increased employment opportunities through the development of implementation strategies along multiple urban arterials (Warrensville Center Rd, Northfield Rd, Libby Rd) ripe for multimodal facilities, traffic calming, and transit enhancements. Equitable outcomes will be advanced by improving accessibility and expanding mobility options in a study area comprised primarily of traditionally underserved minority (92%) and low income (51%) populations to ensure environmental justice. Mixed-use, infill redevelopment scenarios will be explored along these commercial corridors and within the Southgate USA shopping center to develop place-based transportation and land use recommendations that are economically viable, environmentally sustainable, and market-tested. The study will be conducted through a collaborative lens focused on enhancing regional prosperity and sustainability through targeted investments in the urban core and existing infrastructure.
Proposed Study Components	Traffic Analysis Economic Analysis Redevelopment Planning Transportation Demand Management Transit Planning Bicycle Transportation Planning Pedestrian Transportation Planning

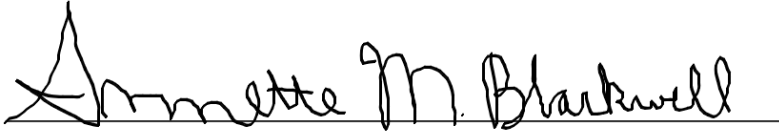
<p>1. How does the proposed study meet the first and sixth TICI objectives and advance NOACA's regional goals? (14 points)</p>	<p>The Southgate Connectivity Study will develop transportation projects that provide more travel options by applying complete streets principles that explore potential "Road Diets" within the study area (Libby Rd & Southgate Blvd), Priority Transit Corridors (Warrensville Center Rd) & off-road trail connections that connect existing greenspace (Stafford Park) to residents. In particular, excess roadway capacity exists on Libby Rd (SR 17) currently configured as four lanes with an Average Daily Traffic (ADT) of 11,165, and on Southgate Blvd currently configured as two-lanes with 45-feet of pavement width. The study will advance context sensitive solutions that are aesthetically pleasing and provide a functional streetscape that induces traffic calming and encourages modal shift through provision of inviting pedestrian spaces (e.g. midblock crossings, curb extensions), bicycle facilities (e.g. bike shares, bike racks) and enhanced transit waiting environments. Sustainability will be enhanced through application of green streets initiatives that seek to reduce impervious surface area and improve stormwater management through a potential combination of bioswales, tree trenches and pervious pavement/pavers. The study will increase user safety through provision of dedicated multimodal facilities in an area that has been traditionally auto-centric while providing safe routes to schools (Milkovich Middle School). Positive public health impacts will result from reducing reliance on the Single-Occupancy Automobile and encouraging physical activity as part of daily commutes that incorporate walking and cycling. Quality of life in Northeast Ohio will be enhanced because of these benefits to multimodal connectivity, environmental sustainability, and public health and safety, and economic development.</p>
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<p>2. How does the proposed study meet the second TLCI objective and advance NOACA's regional goal? (14 points)</p>	<p>The Southgate Connectivity Study will incentivize infill retail development at Southgate USA and mixed-use outparcels by applying New Urbanist design principles that create walkable, livable spaces that capitalize on underutilized surface parking and spark developer reinvestment along heavily traveled and highly visible arterial right-of-ways. While Southgate USA has long suffered from vacancy rates above 30%, a 2013 change in ownership has resulted in a rebranding of the property and improved marketing of the 750,000 square shopping center commensurate with target economic development initiatives being deployed by City. With regards to housing stock, the City of Maple Heights was especially hard hit during the most recent housing crisis with single-family median home sale prices dropping approximately 70% and a foreclosure rate of 33% between 2006 and 2014. Similarly, the City witnessed the largest proportional decrease countywide in homeowner occupancy (-16%) between 2007 and 2013 among cities with a population of at least 20,000. The study will identify strategies to enhance resident access to jobs, education, and community facilities as part of neighborhood stabilization effort, while reexamining the current zoning code to explore potential for more flexible development regulations (e.g. parking maximums instead of minimums, shared parking, density bonuses, decreased setbacks, increased height limits) that promote and incentivize high-density building footprints. Quality of life in Northeast Ohio will be enhanced as a result of benefits with respect to economic development that can be quantified through reduced vacancy rates, job creation and decreased unemployment, and increased property values and tax base.</p>
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<p>3. How does the proposed study meet the third TICI objective and advance NOACA's regional goals? (14 points)</p>	<p>The Southgate Connectivity Study will support economic development by leveraging and complimenting the former Randall Park Mall's repurposing as a logistics hub, specifically the recently announced Amazon fulfillment center, just one-mile to north of Southgate via enhanced multimodal connections along two existing parallel north-south arterials in Warrensville Center Rd & Northfield Rd (SR 8). The study will advance place-based, integrated transportation and land use recommendations within the study area that promote high-density, community-scaled mixed-use infill development sought by prospective tenants, developers, and site selectors, and encourage visitors to arrive by foot, bike or transit, or for motor vehicles, park once and walk between multiple destinations, through strategic travel demand management initiatives. Revitalization strategies will leverage existing infrastructure through incremental, cost-effective enhancements (e.g. signing & striping, traffic calming devices) that can be readily implemented in conjunction with upcoming pavement maintenance projects to build a sustainable, multimodal transportation system that is accessible to users of all ages, mobility levels, and economic means. The study will preserve existing infrastructure by phasing proposed recommendations to align with need-based asset management priorities established by NOACA's Regional Pavement Management System (RPMS), and will support economic development by visualizing a vibrant live-work-play environment conducive to business growth and the creative exchange of ideas.</p>
<p>4. How does the proposed study meet the fourth TICI objective and advance NOACA's regional goals? (14 points)</p>	<p>The Southgate Connectivity Study will connect traditionally underserved, urban core neighborhoods with high concentrations of low-income and minority populations to ladders of opportunity including schools, employment centers, greenspace, and community-scaled retail options. The study will help advance equitable outcomes in a study area subject to disinvestment where over half of the current population (51%) is low income compared to 33% at the regional level and 34% at the state level. The study area is home to a predominantly (92%) minority population compared to 25% regionally and 20% statewide. Citywide one in ten households (10.3%) do not have access to a motor vehicle, while about half of households (49.80%) are limited to one vehicle which demonstrates a need for increased multimodal transportation choices to ensure residents are able to travel to and from work, school, and daily activities safely and efficiently. Study recommendations will integrate accessibility for environmental justice populations by providing a sustainable, multimodal network that combats the negative effects of urban sprawl by reinvesting in the urban core and reimagining more productive uses of existing infrastructure.</p>

<p>5. How does the proposed study meet the fifth TLCI objective and advance NOACA's regional goal? (14 points)</p>	<p>The Southgate Connectivity Study will establish a sustainable long-term vision to ensure stability of the regional shopping center amidst evolving consumer preferences and experience retailing. Southgate USA is regional retail power center with a primary market area that serves multiple Southeast inner suburbs including Maple Heights, Warrensville Heights, North Randall, Bedford, Bedford Heights, and Garfield Heights, as well as the Union-Miles, Mount Pleasant, Lee-Harvard, and Lee-Seville neighborhoods in the City of Cleveland. Given the general oversaturation of retail in the Northeast Ohio marketplace, it is imperative that regional investments are strategically focused around those existing shopping centers such as Southgate USA that boast viable anchors and critical tenant mass. With the recent repurposing of the former Randall Park Mall site and the vacancies/environmental issues at City View Center in Garfield Heights, the role of Southgate has been elevated as the undisputed retail hub of the Southeast urban core. Maintaining the viability of Southgate is of regional importance and presents an opportunity to build on the momentum of recent TLCI studies directly to the north of the study area, including the Northfield-Warrensville Center Corridor TLCI and Eastside Greenway Plan, to create a truly cohesive vision for the Southeast suburbs. Collaboration with GCRTA on potential enhancements to transit service between the future Amazon Fulfillment Center and Van Aken redevelopment, Southgate, and local neighborhoods will provide an opportunity to address job access and reverse commute challenges in the region.</p>
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<p>6. How will the sponsor manage the study, and ultimately deliver the projects it recommends?</p>	<p>The City of Maple Heights will manage the Southgate Connectivity Study by focusing planning efforts on developing a realistic implementation strategy that will result in projects that not only advance NOACA's TLCI objectives and regional goals, but also are technically sound, environmentally feasible, and fiscally constrained. The City will proactively engage potential partners in a frank and honest dialogue on which potential projects are most feasible given available grant funding, existing infrastructure condition, and programmed investments. Given the City's economic challenges as an inner ring suburb with a decline tax base, coupled with recent changes to the state's Local Government Fund allocation, a detailed financial implementation strategy will that incorporates estimates of probable cost, construction dates/inflation, logical termini/project phasing, and required local match contributions will be critical to the study's success. The City will leverage existing relationships it possesses through its participation in the First Suburbs Consortium to continue to seek innovative financing tools and funding programs, while continued coordination with Southgate USA will be instrumental in providing a framework for successful public-private partnerships for proposed connectivity and redevelopment enhancements. The City of Maple Heights is committed to advancing an implementable vision that results in one or more shovel-ready infrastructure projects that maximize the use of existing infrastructure and available right-of-way that can be readily amended to NOACA's Transportation Improvement Plan.</p>
<p>7. What is the sponsor's experience in managing a TLCI or TLCI-like public planning process?</p>	<p>The City of Maple Heights brings experience managing the 2009 TLCI Streetscape Development Plan (Broadway Ave) public planning process. In addition, the City has a successful track record in developing public-private partnerships and securing financial assistance, including a recent \$150,000 award through Cuyahoga County's Small Business Administration Municipal Grant Program and ongoing participation in the Heritage Loan Program through the Cleveland Restoration Society. The City of Maple Heights will draw upon this experience to engage the public in the Southgate Connectivity Study using an inclusive, multi-faceted public participation process that incorporates stakeholder coordination, online/social media platforms, a community survey (print & web), grassroots neighborhood outreach targeted at underserved communities, and in-person forums, workshops, and design charrettes. A Stakeholder Advisory Committee will be formed comprised of key regional agencies partners and local businesses including but not limited to NOACA, ODOT District 12, GCRTA, Cuyahoga County (Planning Commission/Public Works/Economic Development), First Suburbs Consortium, Southgate USA, Maple Heights City School District, and Southeast Region Chamber of Commerce. This collaborative approach will bring potential project partners/sponsors to at the table at plan development concurrence points to ensure that proposed recommendations advance regional goals and are compatible with ongoing/planned initiatives.</p>

Local Match Funding Level	No local match
Attachment 1: Council/Board resolution to apply for TLCI Planning Study and, if applicable, to fund local match	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/46336346/356310049/46336346_legislation_resolution_no._2017-100.pdf
Attachment 3: Map of proposed project study area	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/46336347/356310049/46336347_study_area_map.pdf
Attachment 4: Letter of Support from impacted political jurisdictions that are included in the study area	https://s3.amazonaws.com/files.formstack.com/uploads/2496909/55013817/356310049/55013817_letters_of_support_.pdf
Are you submitting more than one TLCI Planning Study application?	No
Digital signature of person completing application:	



NOACA TICI Objective	Southgate Connectivity Study Scope
<i>Developing transportation projects that provide more travel options</i>	Explore Road Diets (Libby Rd & Southgate Blvd), Priority Transit Corridors (Warrensville Center Rd) & off-road Trails
<i>Promoting reinvestment in underutilized or vacant/abandoned properties</i>	Incentivize infill retail development at Southgate USA & mixed-use outparcels applying New Urbanist design principles
<i>Supporting economic development</i>	Leverage and compliment North Randall logistics development (Amazon Fulfillment Center) 1-mile to north
<i>Ensuring that the benefits of growth and change are available to all members of a community</i>	Connect traditionally underserved neighborhoods with high concentration of low-income and minority populations to ladders of opportunity including schools, employment centers & community-scaled retail options
<i>Enhancing regional cohesion</i>	Establish long-term vision to ensure stability of a regional shopping center amidst evolving consumer preferences & experience retailing
<i>Providing people with safe and reliable transportation choices</i>	Strategize to implement enhancements for pedestrians (e.g. midblock crossings, curb extensions), cyclists (e.g. bike lanes) & transit users (e.g. transit-waiting environments)