

THE FUTURE OF MAYFIELD & GREEN

January 10, 2019



GEORGINE WELO, MAYOR

City of South Euclid



YVONNE SANDERSON, PRESIDENT

One South Euclid



CAROL FIORELLI, BOARD MEMBER

One South Euclid



MIKE LOVE & DAN SUBWICK

City of South Euclid



ONESOUTHEUCLID.ORG/DOWNTOWN

Survey/Questions



An aerial photograph of a city street grid, likely Mayfield, is shown with a semi-transparent green overlay. The image captures a dense network of streets, buildings, and parking lots. A prominent road runs diagonally from the top left towards the bottom right. Another road runs horizontally across the middle. A small green sign with the number '322' is visible on one of the streets. The overall scene is a detailed urban landscape.

MAYFIELD AND GREEN

Scenario + Story by
YARD & COMPANY



KEVIN WRIGHT

PRINCIPAL, DIRECTOR OF OPERATIONS + STRATEGY



JOE NICKOL, AICP

PRINCIPAL, DIRECTOR OF DESIGN + DEVELOPMENT

Scenario + Story by
YARD & COMPANY



WHAT WE HEARD

HEADLINE THEMES

- » Mayfield is a long-term play
- » Green is more important than Mayfield
- » Focus catalysts just off your main intersection
- » One South Euclid should grow with the District

STRENGTHS

- » Site availability and affordability
- » Nearby employers and institutions
- » Culture of sustainability, diversity, and welcoming
- » Rock the Block
- » City beginning to attract new homeowners
- » Willing property owner partners
- » Garden Drive scale and diversity
- » Developer interest in Former Sacred Heart of Jesus Academy
- » NOACA focus on Mayfield corridor
- » City participation

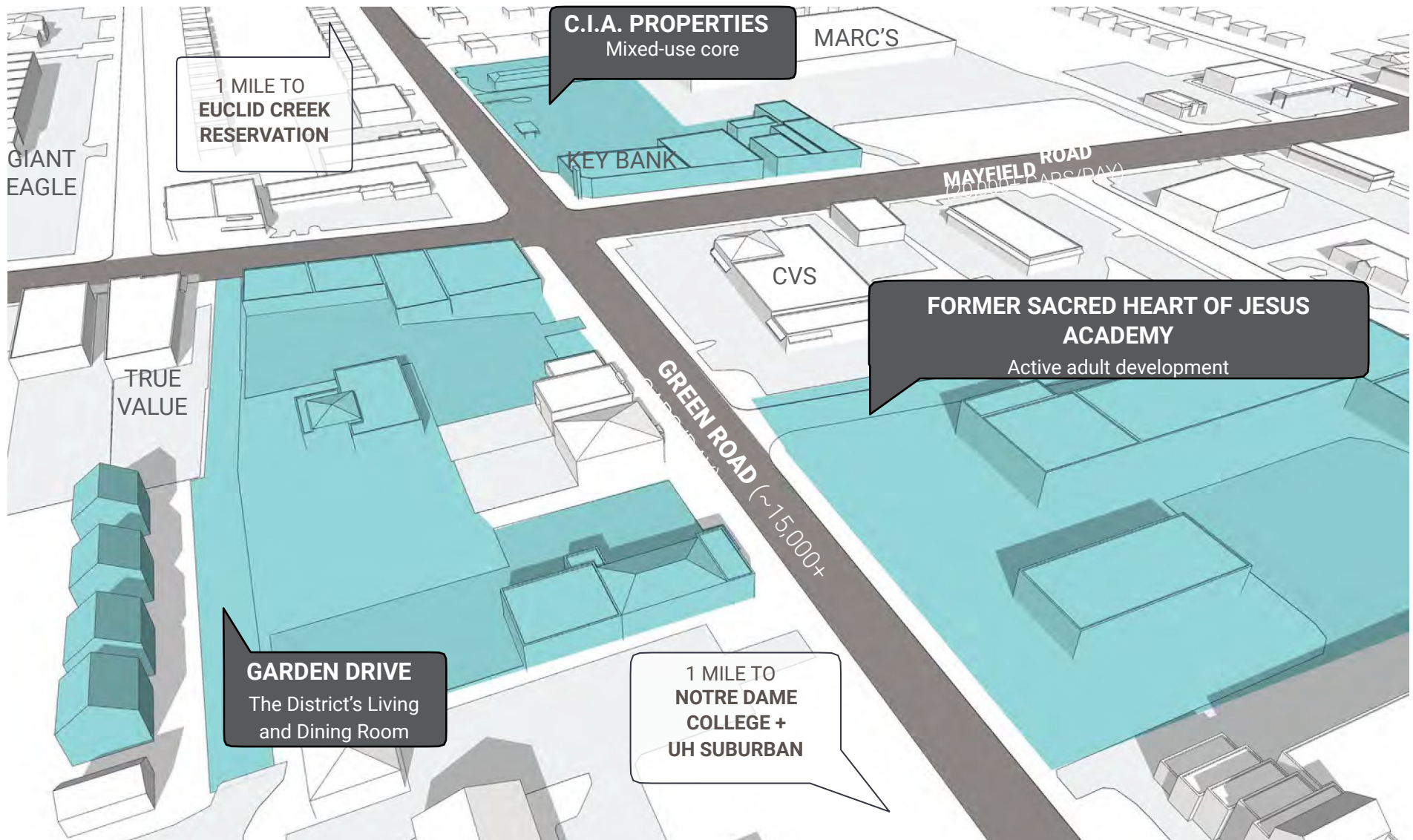
WEAKNESSES

- » District is not a place you'd make effort to get to today
- » South Euclid struggles to attract young people
- » Mayfield Road noise and lack of on-street parking
- » A lot of people nearby but not walkable today
- » Off-street parking is difficult to navigate
- » One South Euclid is all volunteer based
- » MGPIA LLC, IAMG Properties LLC, and 4448-4454 Mayfield LLC are obstacles
- » VSW Management has been a problem
- » Meaningful changes to Mayfield Road could take a long time

APPROACH

South Euclid is along the heavily traveled Mayfield corridor east of downtown Cleveland and University Circle. Over time, this corridor has suffered from high-speed vehicular travel that cuts off the community from its commercial core and makes the experience of the core unpleasant to walk or spend time in. As such, investment activity has been stubbornly low. To reverse these effects, the City, in conjunction with the CDC One South Euclid, worked with YARD to develop a 36-month plan for demand and supply investment in its core. The strategy focuses on three primary land owners and creates three places within one connected district. Early phases of work focus programming and smart small development along Garden Drive while more complex, larger projects take time to be realized.

ONE DISTRICT, THREE PLACES





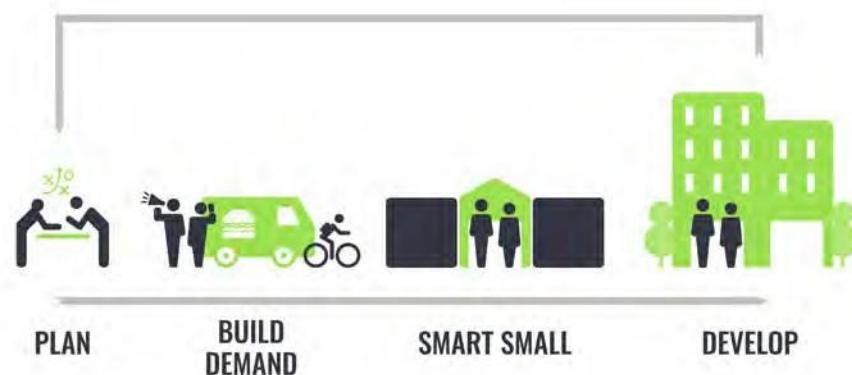
THE NEXT 36 MONTHS

SUPPLY TAKES TIME, DEMAND CAN START TODAY

Don't do
this



Do
this



SUPPLY TAKES TIME, DEMAND CAN START TODAY

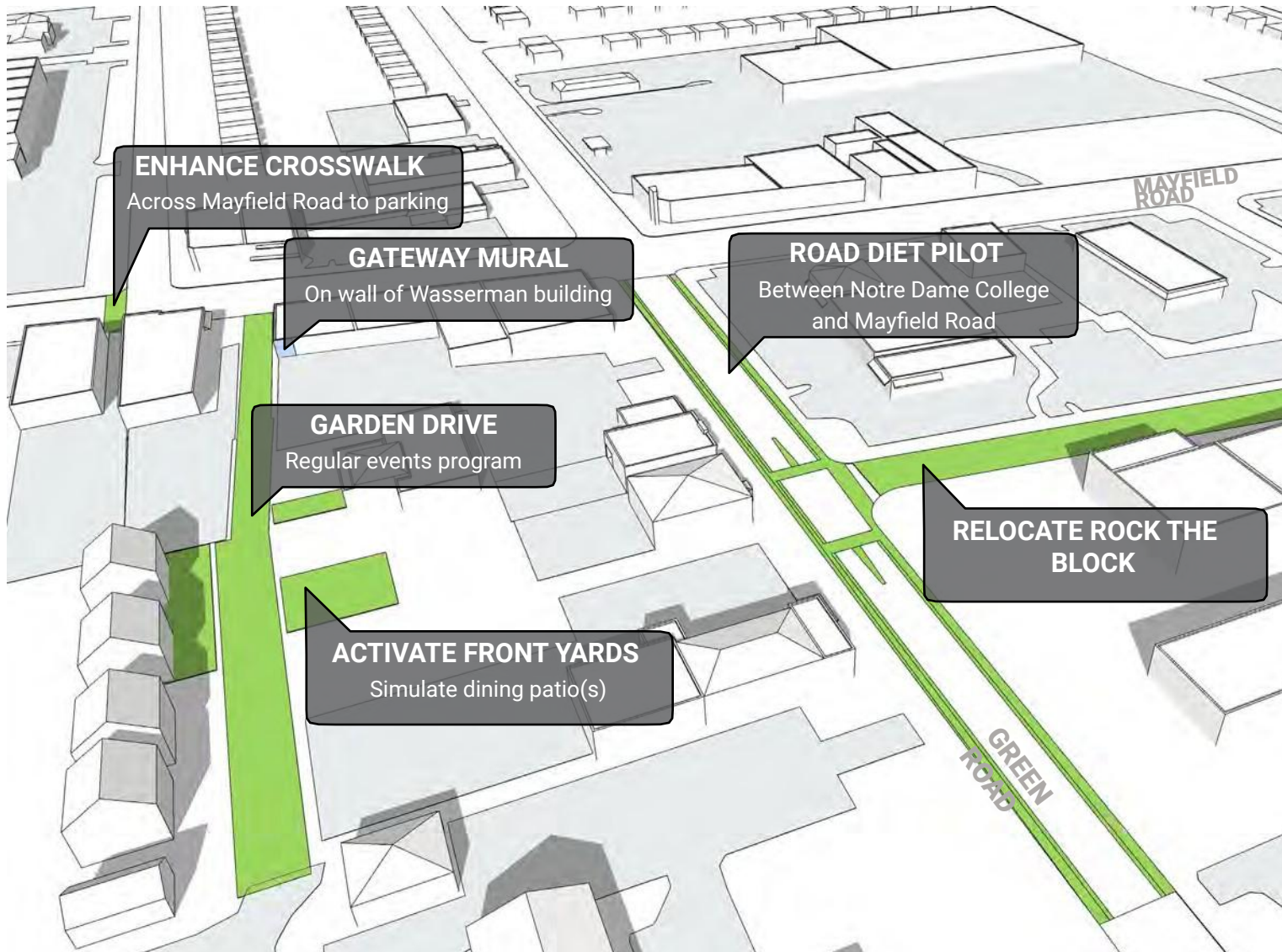
We believe that everyone from neighborhood citizens to the largest institutional developers can and should approach growth and problem solving through the lens of demand discovery, a process through which the low-risk testing of ideas can lead to smart, small wins that add lasting value for places. It proves that uncovering demand (people's wants, needs, spending power, etc) is just as important as developing supply (buildings, parks, infrastructure, etc.) to drive extraordinary development.

2019

**GET PEOPLE
TO THE DISTRICT**



2019 Demand Initiatives



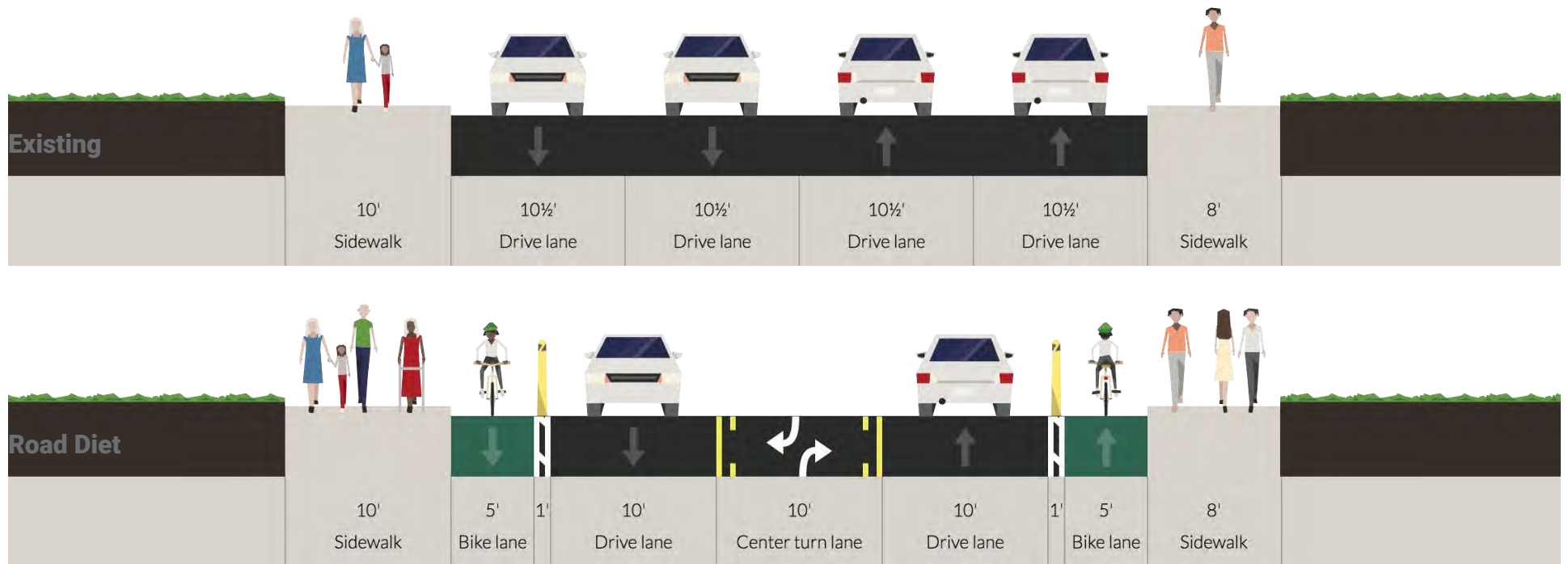
- » OSE Executive Director
- » Action Committee
- » Garden Drive food/ beverage/entertainment programming
- » Green Road diet pilot

2019 Garden + Green Initiatives



YARD & COMPANY

2019 South Green Road Diet Pilot



STREET SUPPLIES

WHAT CAN STREET SUPPLIES DO?



Widened Sidewalk
(Cleveland)



Bicycle Boulevard
(Shaker Heights)



Bike Lanes
(Lakewood)



Buffered Bike Lanes
(Cleveland)



Bus Only Lanes
(Cleveland)

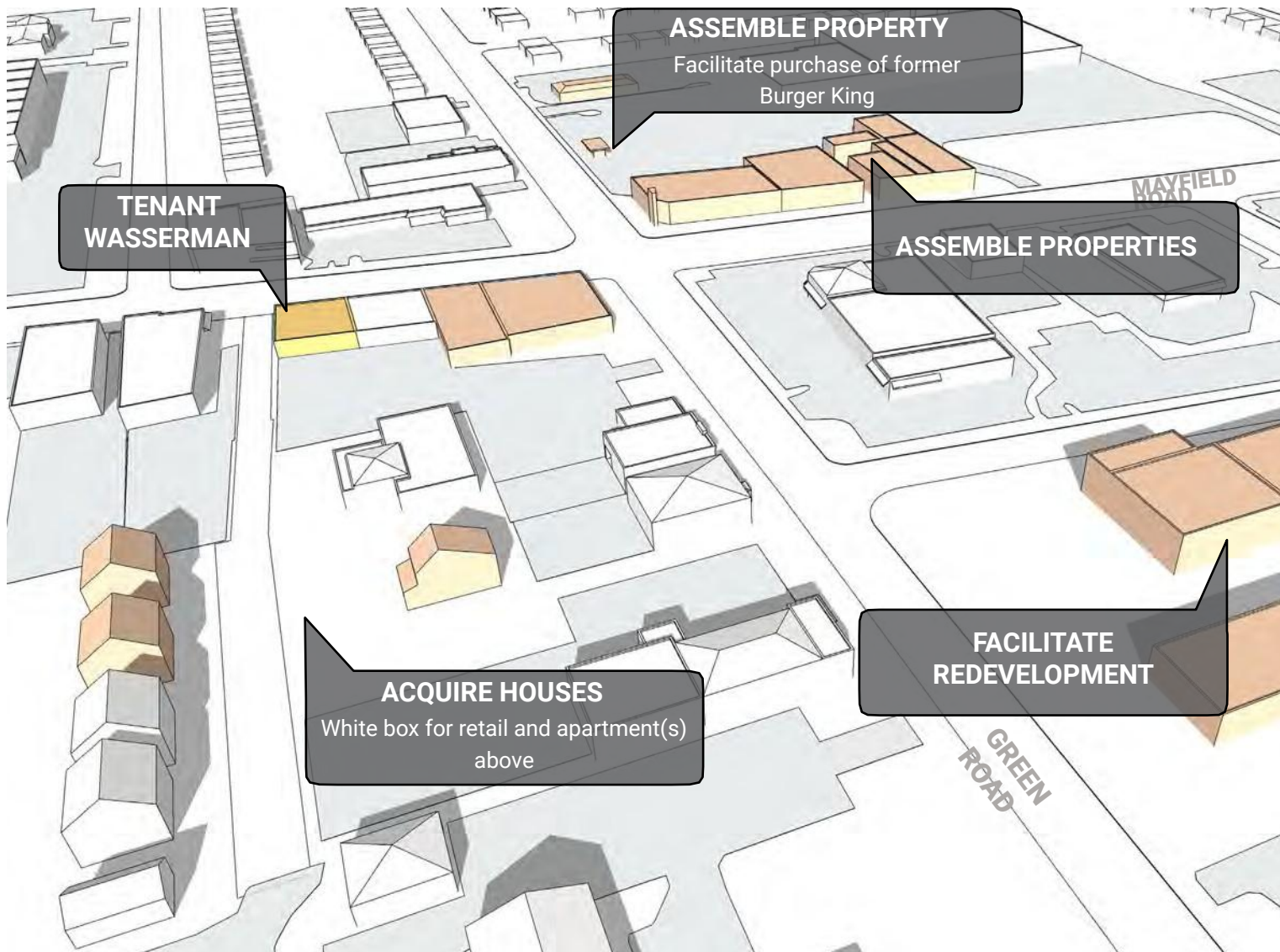


Road Diets (Cleveland)

2. CORRIDOR TREATMENTS

These improvements are designed for use in corridors. It's advisable to keep corridors at a manageable length for a demonstration project. The primary purpose of this group of improvements is to provide space for all road users such as transit riders, pedestrians, and cyclists.

2019 Supply Initiatives



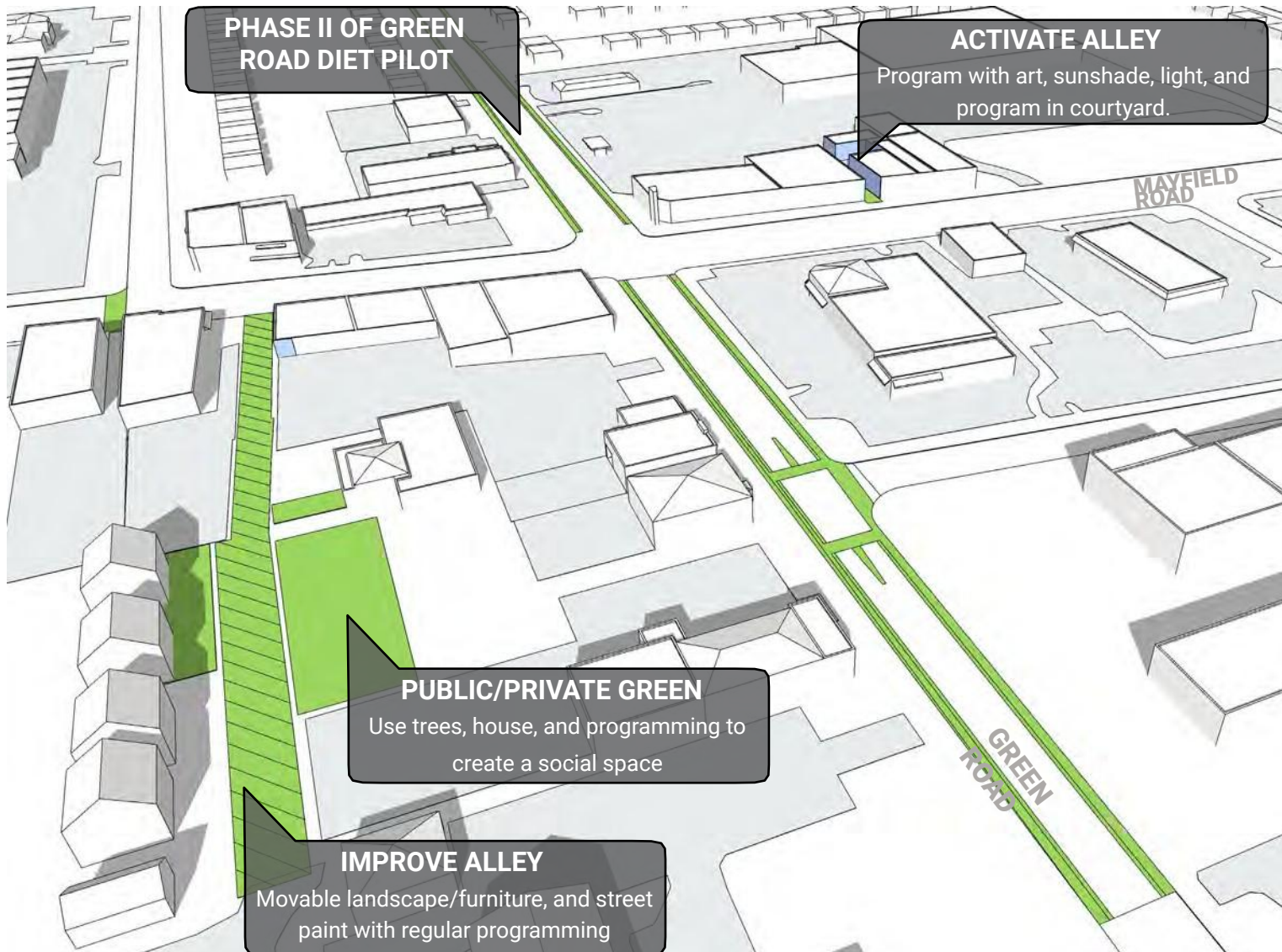
- » Buy 2-3 Garden Drive houses
- » Facilitate Former Sacred Heart of Jesus Academy development
- » Form development partnership with C.I.A Properties
- » Gain control of MGPIA/IAMG Properties /4448-4454 Mayfield portfolio
- » Assemble Burger King into site
- » Continued code enforcement



2020

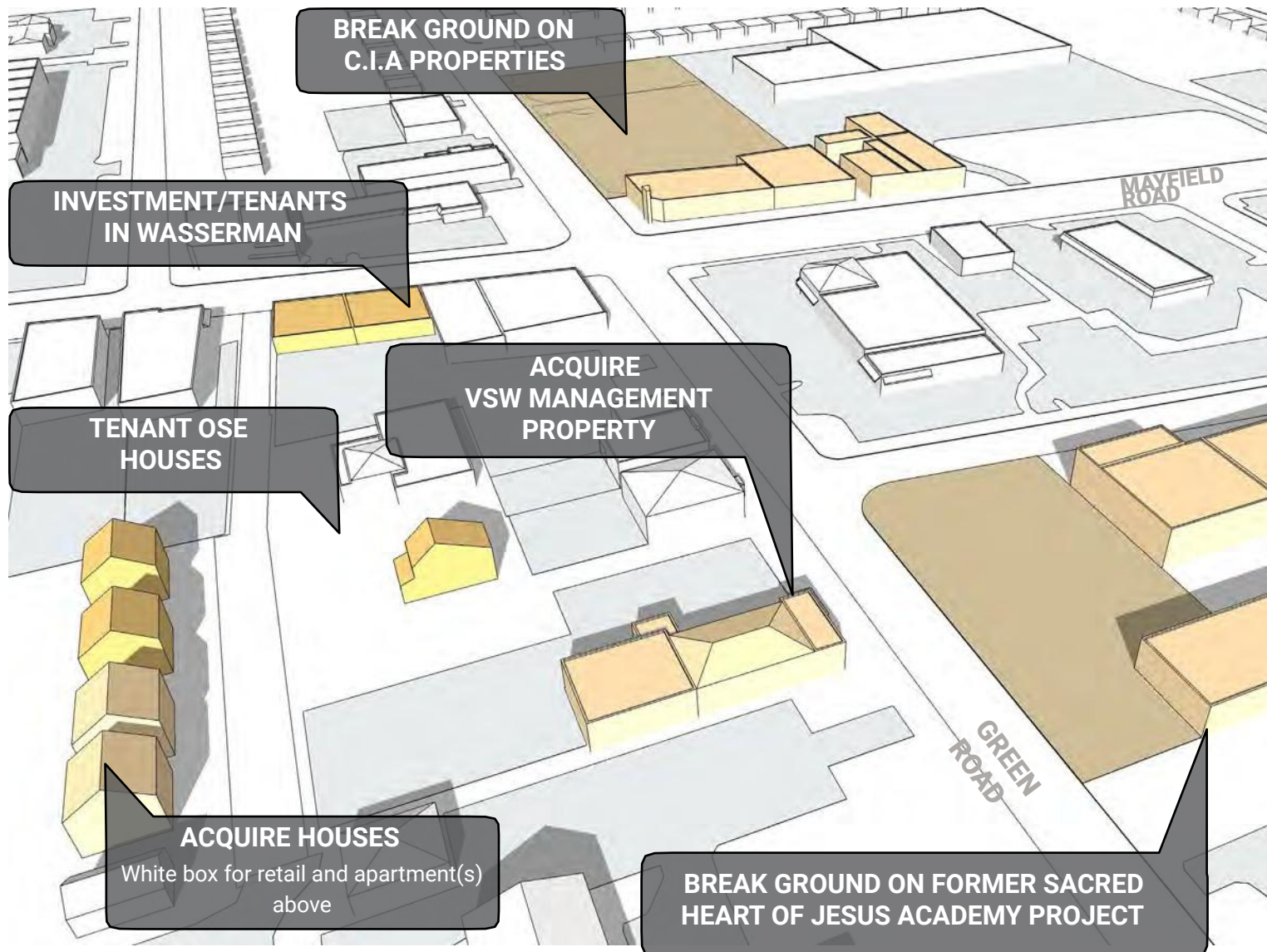
SMART SMALL INVESTMENTS

2020 Demand Initiatives



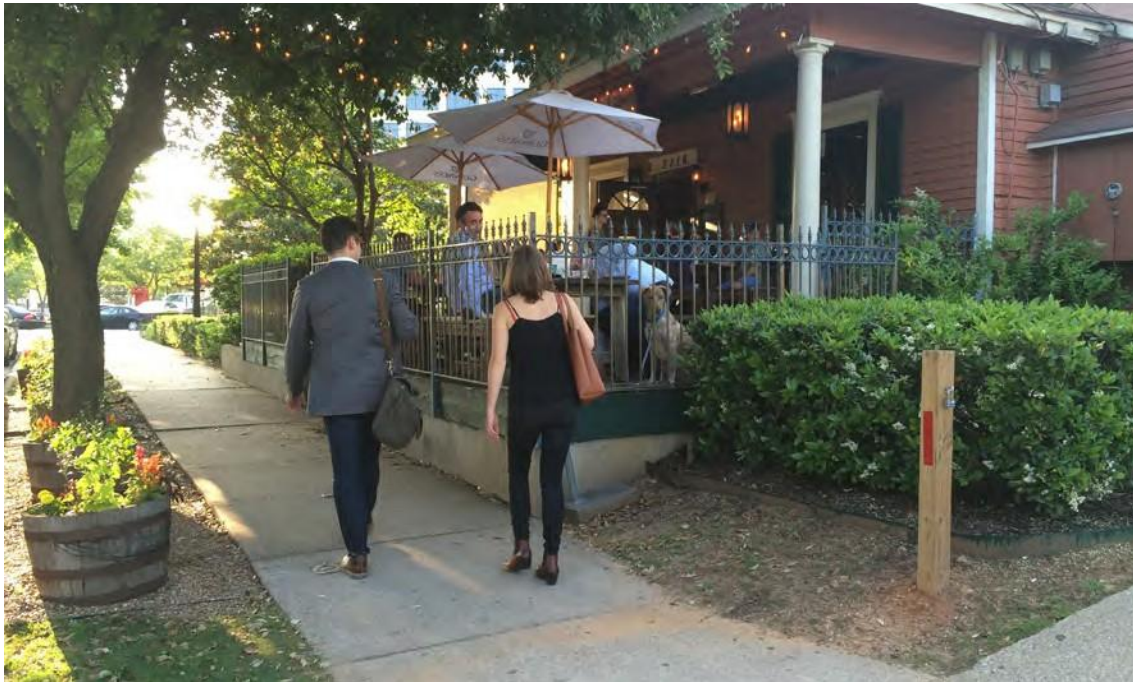
- » Hire 1-2 OSE staff
- » Expand/refine Garden Drive programming
- » Green Road Pilot II
- » Program alley on northeast corner
- » 5-year OSE strategic operations plan
- » District brand and storytelling strategy

2020 Supply Initiatives



- » Tenant OSE houses and Wasserman properties
- » Acquire VSW Management property and others, if necessary
- » Incremental investment in Garden Drive
- » Begin Former Sacred Heart of Jesus Academy redevelopment
- » Begin C.I.A Properties redevelopment
- » Development plan for undeveloped St. Johns Lutheran Property
- » Develop/refine incentive programs

2020 Initiatives

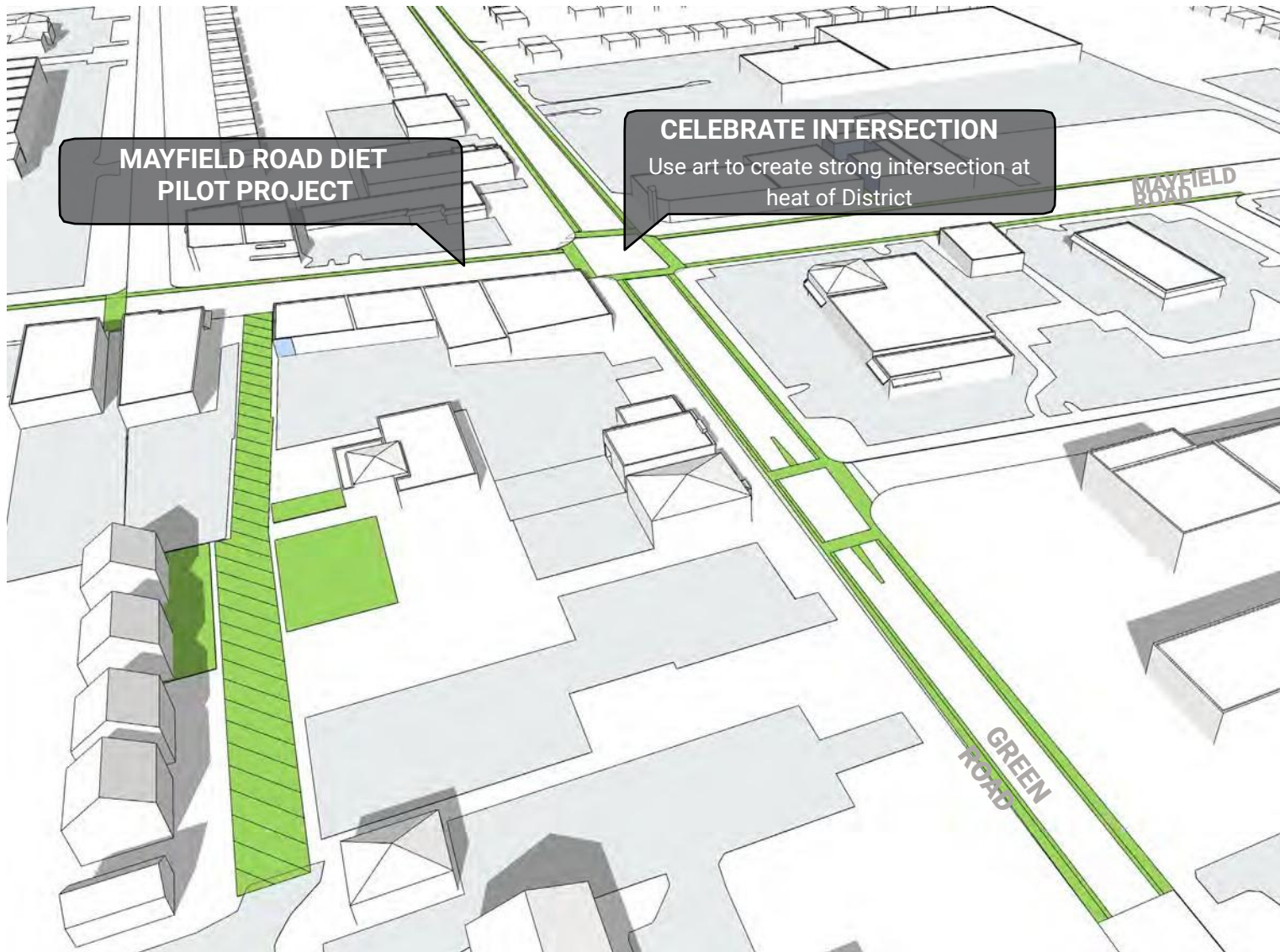


YARD & COMPANY



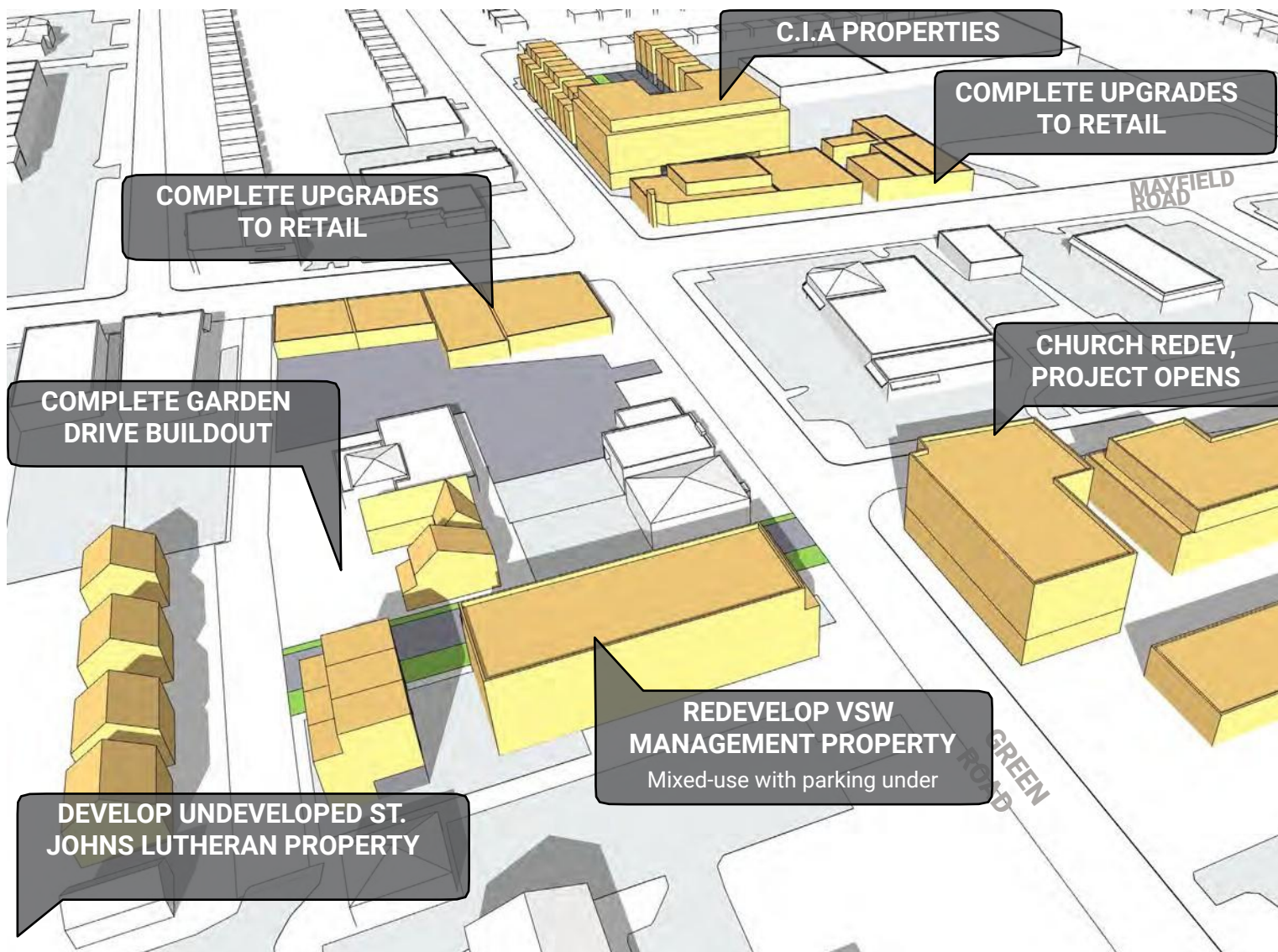
2021+
**SUSTAINED
INVESTMENT**

2021 Demand Initiatives



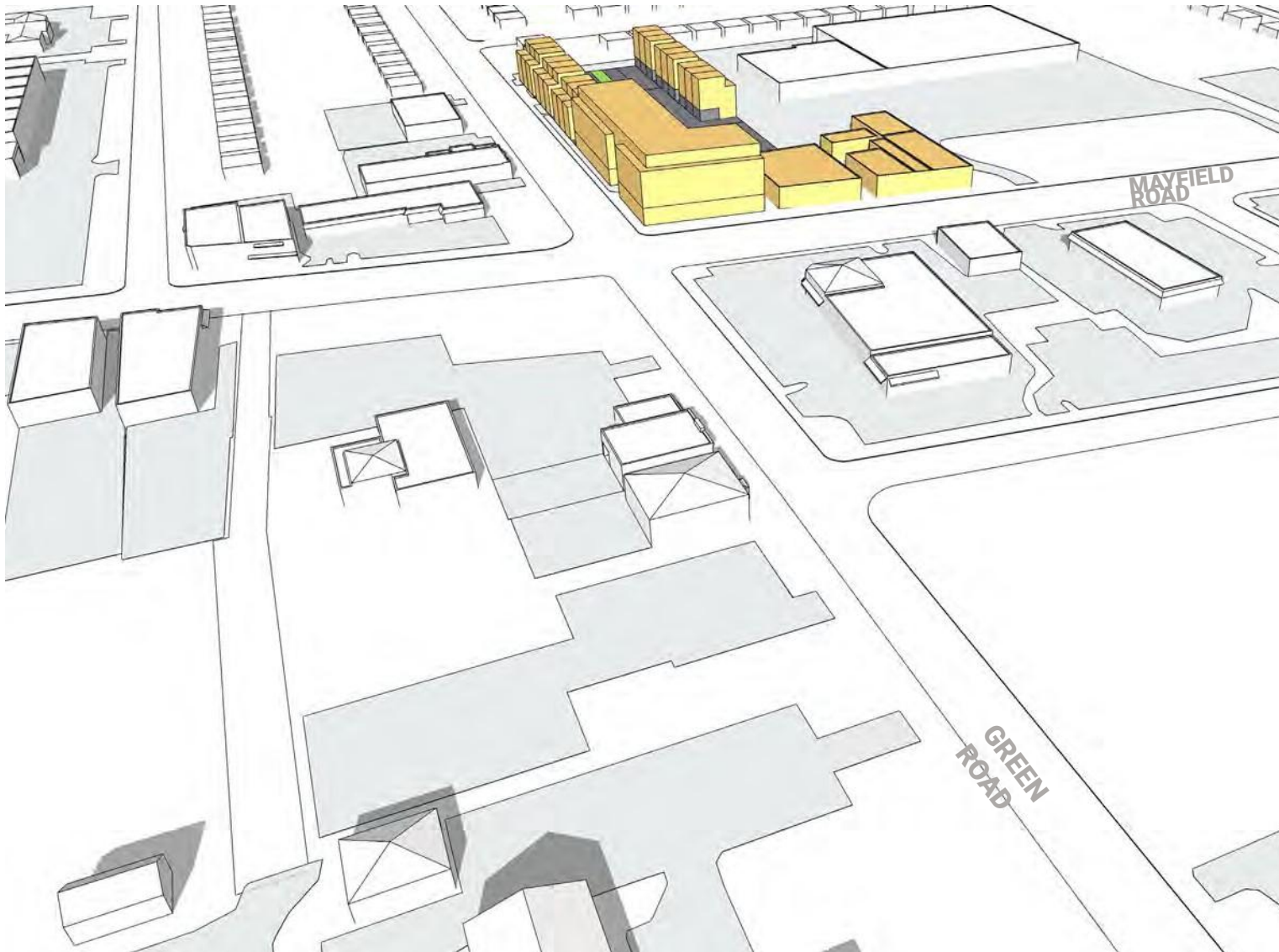
- » Build OSE's District programming capabilities to make them permanent or facilitate creation of business association
- » Mayfield Road Street Calming Pilot Project
- » Mayfield and Green intersection art

2021 Supply Initiatives



- » Open C.I.A Properties redevelopment
- » Open Former Sacred Heart of Jesus Academy redevelopment
- » Re-tenant retail along northeast corner
- » Make permanent Green Road Diet
- » Re-tenant southwest corner retail
- » Begin development for undeveloped St. Johns Lutheran Property
- » Parking and circulation study
- » 5-year development plan for additional sites

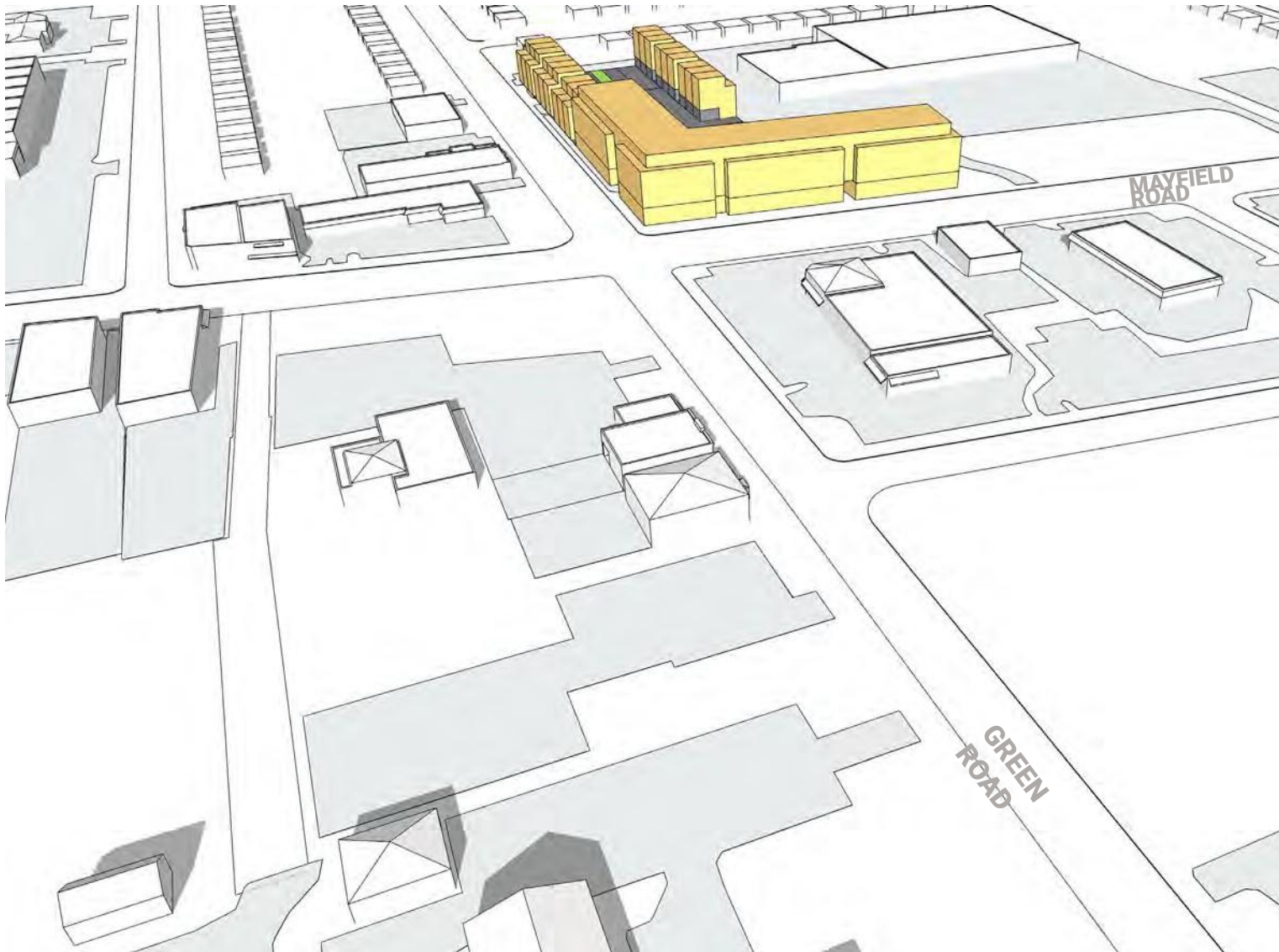
2021 Supply Initiatives - Option 2



» Redevelopment of
Key Bank

YARD & COMPANY

2021 Supply Initiatives - Option 3



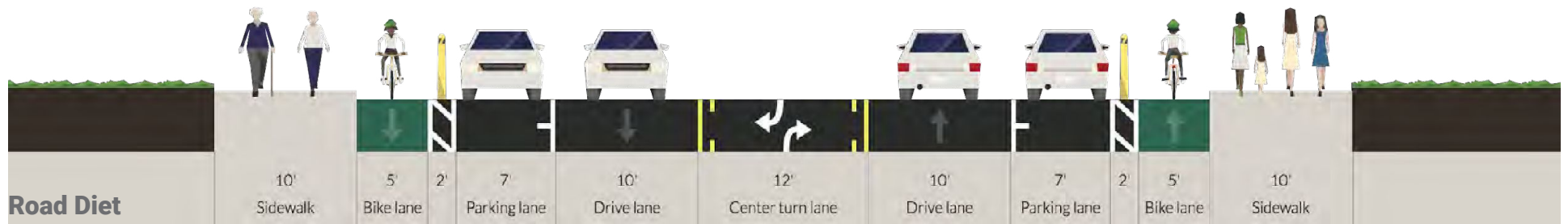
» Full redevelopment

2021 Initiatives



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2021 Mayfield Road Diet Pilot





MAYFIELD ROAD MULTIMODAL CORRIDOR STUDY

FINAL REPORT

OCTOBER 2018



NOACA TLCI Program

Sponsored By:

- ▶ City of Cleveland Heights
- ▶ City of Lyndhurst
- ▶ City of Mayfield Heights
- ▶ City of South Euclid

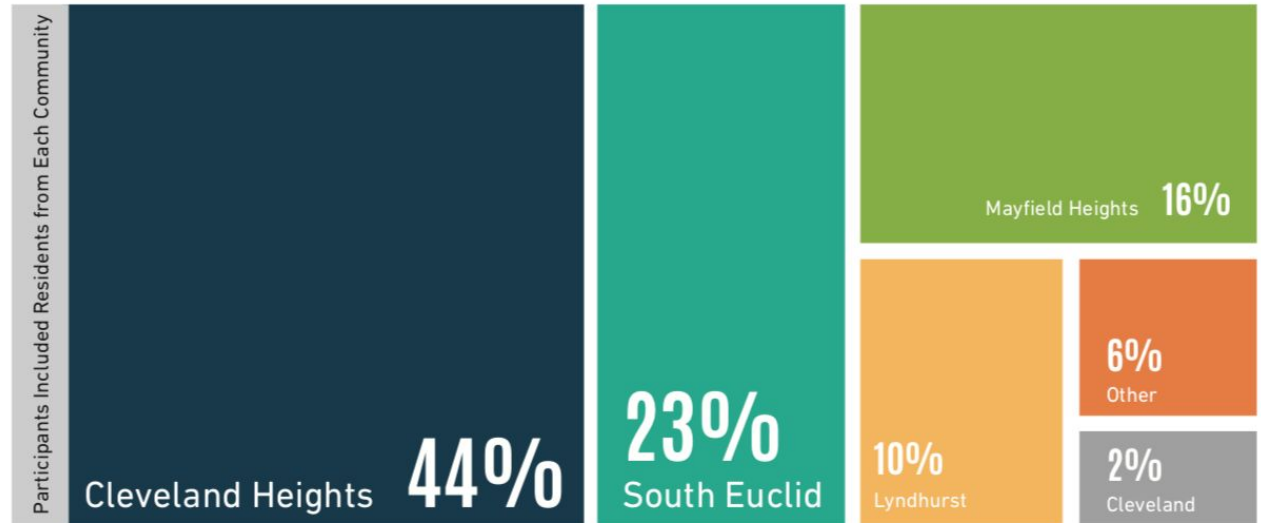
The following represents a summary of all community input received through the various online platforms and public workshops. As part of the input process, community members were asked to identify the community where they currently reside. Out of the participants who provided this information, the majority (67%) were residents of either Cleveland Heights or South Euclid. Residents from Lyndhurst and Mayfield Heights comprised about 26% of participants, and the remaining 8% were interested outside parties.

Mayfield Road Today

Participants were asked to describe Mayfield Road as it exists today. The word cloud shown here illustrates the words that were most frequently used to describe the corridor; the larger the word, the more frequently it was cited. Some common descriptions of the corridor included:

- ▶ "it's congested"
- ▶ "it's a traffic sewer"
- ▶ "I avoid it as much as possible"
- ▶ "it's very car friendly"
- ▶ "it's dangerous"

The primary theme occurring throughout the responses received was that residents do not find Mayfield Road an appealing corridor as it exists today.



Mayfield Road Vision

Participants were asked to describe what their vision for the future of Mayfield Road would look like. The word cloud shown here illustrates the words that were most frequently used in participants' visions for the corridor. Some of the most frequent characteristics described included:

- ▶ “pedestrian friendly”
- ▶ “more businesses and development”
- ▶ “better bike facilities”
- ▶ “more greenery”

The primary theme occurring throughout the responses received included a vision for a more walkable and people-friendly corridor.

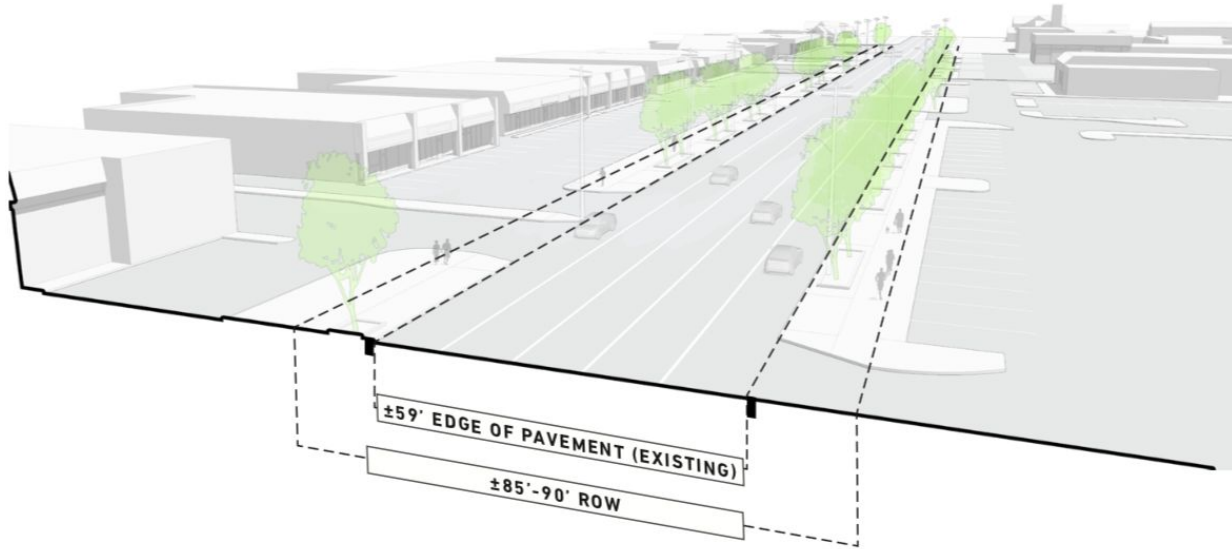
Mayfield Road Priorities

Participants were asked to list their top priorities for improvements to the corridor. The most common responses were related to walkability, demonstrating a desire for a more pedestrian-friendly environment. The next most frequently described priorities included transit improvements and aesthetic enhancements to the corridor. Additional topics that were mentioned frequently in the responses included bike-friendliness, a desire for more development, safety improvements, and general concern about improving the flow of traffic.

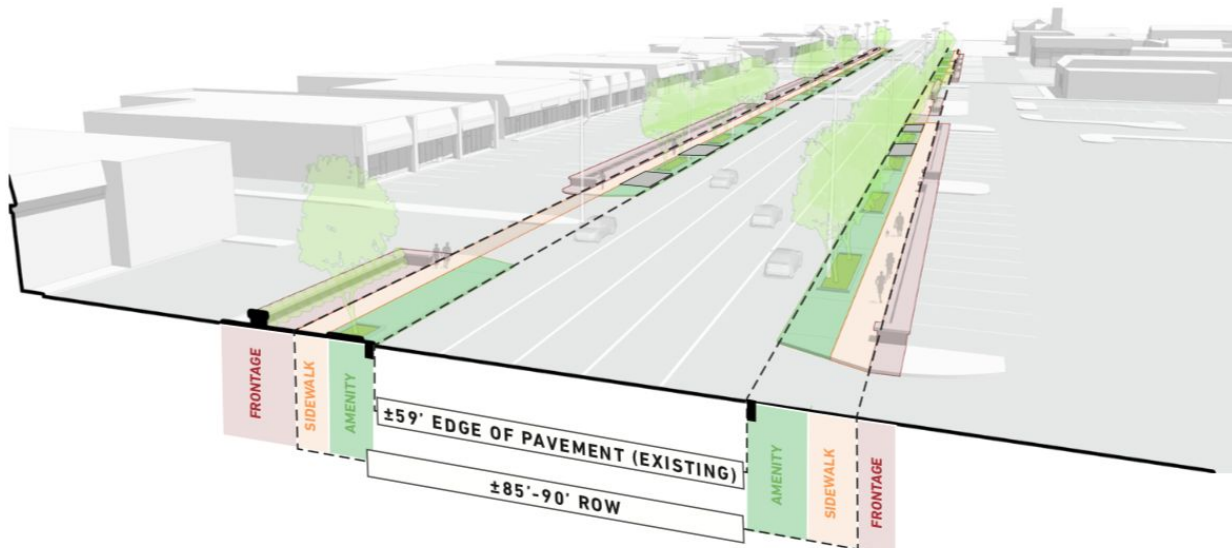
All of this input was used to inform the recommendations throughout the plan.



EXISTING CONDITIONS: PARKING LOT FRONTAGE



PHASE 1: ESTABLISH BUILD-TO LINE / CREATE PARKING LOT BUFFER (SHORT-TERM)



Existing Conditions: Driveways and Parking Lot Frontage



Phase 1 Design Features: Planters and Decorative Walls

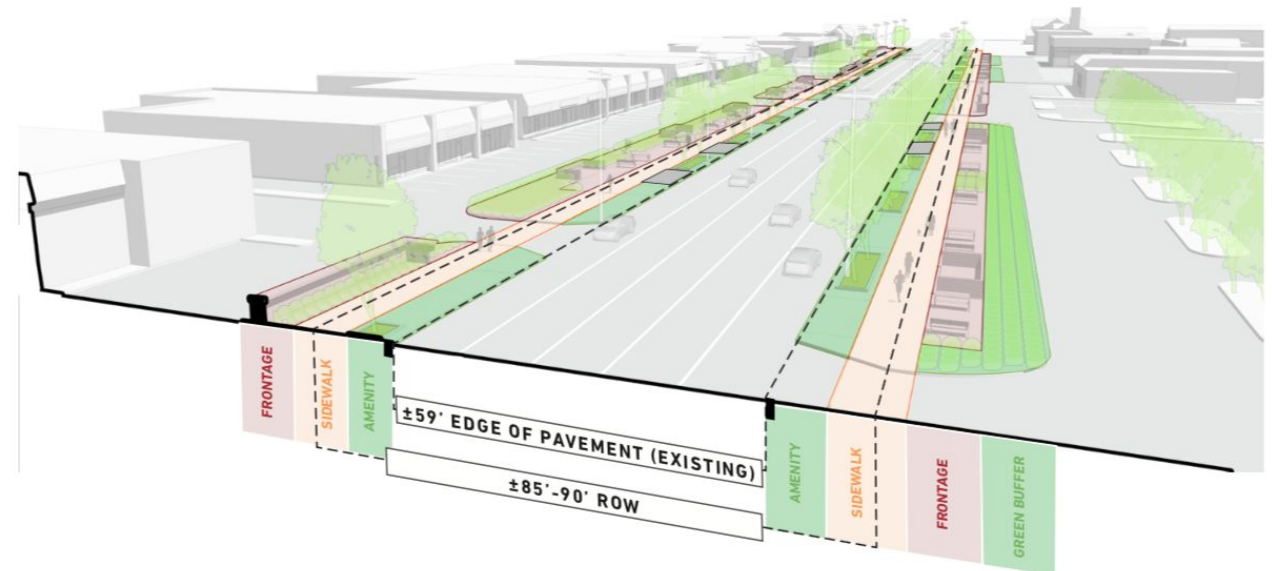


Phase 2: Enhanced Streetscape Amenities

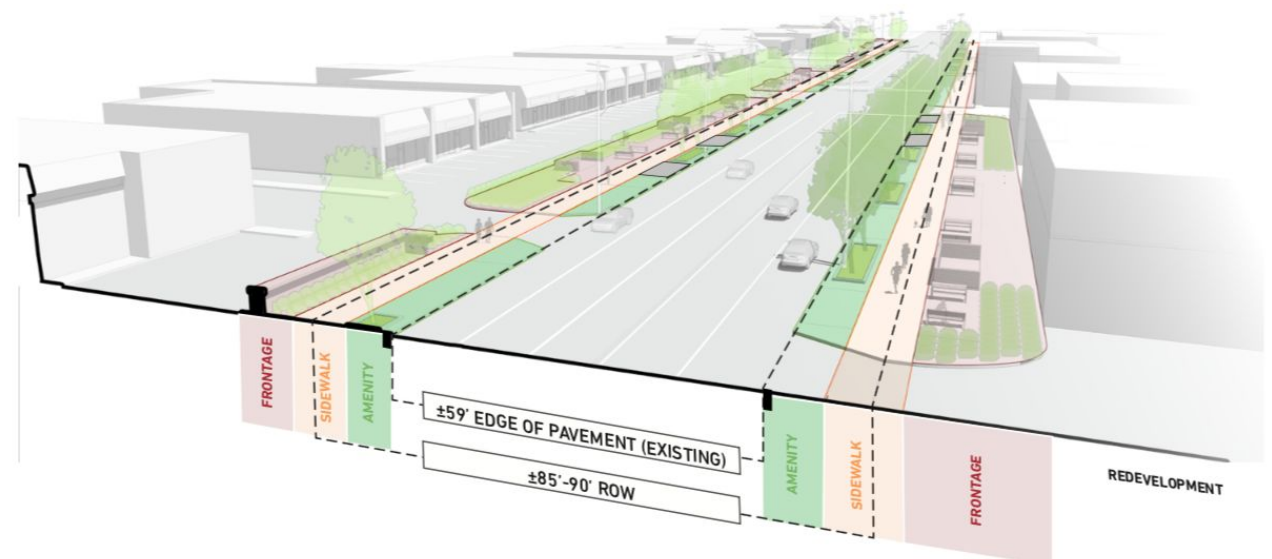


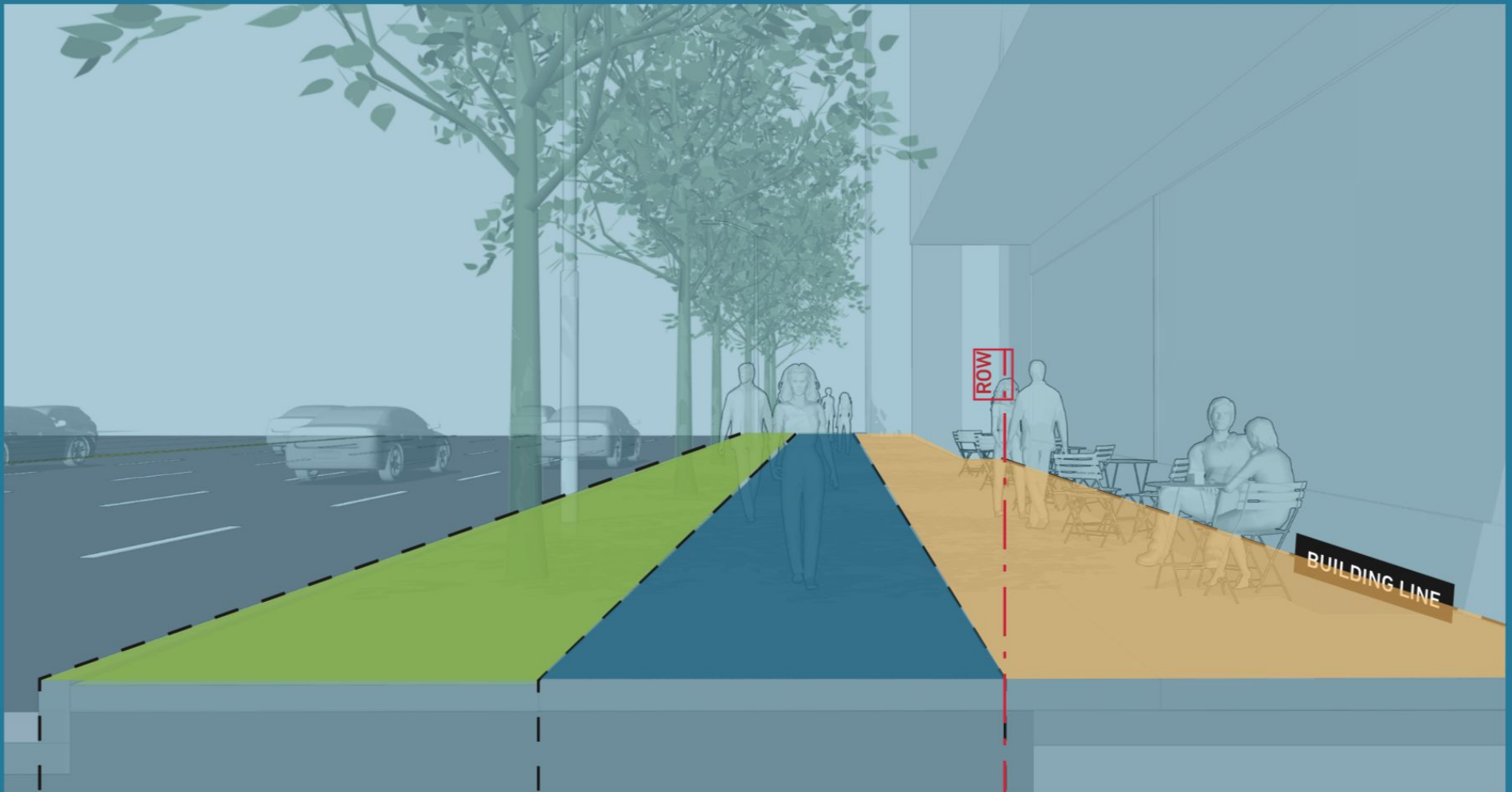
Phase 3: Redevelopment with Active Street Frontage

PHASE 2: CREATE PUBLIC SPACES WHERE APPROPRIATE (MID-TERM)



PHASE 3: ENCOURAGE INFILL DEVELOPMENT (LONG-TERM)





FURNISHING OR BUFFER ZONE

Objective: Separate and protect pedestrians from adjacent travel lanes; provide space for amenities and trees

Design: Maintain existing buffer strip, add trees (or other vertical elements) and amenities where necessary

PEDESTRIAN THROUGH ZONE

Objective: Provide ample space for pedestrian travel/activity (minimum 4' for ADA)

Design: Should be clear of obstructions

FRONTAGE OR BUILDING ZONE

Objective: Provide a seamless transition between the public right-of-way and private development

Design: Varies with building/use context, landscape vs. hardscape emphasis based on ground-level activity.

Identity and Branding

In some sections of the corridor, each community has implemented various examples of streetscape amenity improvements. These include decorative planters, such as those at Coventry and Mayfield Road in Cleveland Heights and in front of the Lyndhurst City Hall, as well as the recent streetscape elements added in South Euclid at Green Road and Mayfield Road. These are coordinated design treatments that can be implemented in targeted areas and expanded over time for longer stretches of the corridor with the effect of adding visual interest, improving pedestrian comfort, and lending to a sense of place that can be customized to each community.

Bike racks, planters, benches, banners, and other streetscape furnishings and amenities can be installed to incrementally improve the quality of the streetscape. These may be temporary, in anticipation of longer term permanent capital improvements, and can be implemented through a variety of means. One avenue for these improvements could be dedicated funding from each City for specific streetscape projects. Another option could include establishing one or more Special Improvement Districts (SID), in which property owners would contribute a consistent funding stream for public improvements that would directly benefit their properties and the district as a whole.



South Euclid Branded Bike Parking



South Euclid Streetscape Amenities



Cleveland Heights Coventry Village Streetscape Elements



South Euclid Branding and Signage

Pilot Projects

Cities across the country are experimenting with temporary demonstrations and pilot project installations to test new designs in their streets and public spaces. These methods have been found to speed up the typical process for street design projects, while helping cities to understand the benefits as well as potential consequences of their designs. They also serve as an effective tool for public outreach.

The temporary nature of these types of projects allows cities to test new design ideas without the costs and burden of a full construction project. If the design works as intended, the project can then move forward into full design and more permanent construction with the confidence that it will be worth the investment. If the design does not work as intended, the temporary materials can be removed and the street can go back to its previous state with minimal cost and effort.

These interim design strategies may not be the best solution for every space, and should still involve a stakeholder and community engagement process. The process should include clear communication about the objectives as well as the duration of the installation. A methodology should also be developed for how the project impacts will be measured and evaluated while the installation is in place.

*The NOACA Street Supplies Program offers communities an opportunity to borrow resources to conduct pilot projects.



Temporary Demonstration of Parking-Protected Bike Lane
Michigan Avenue - Lansing, MI

© MKSK 2016



Types of Near-Term Project Applications from Quick Builds for Better Streets - Source: Peopleforbikes.org

EXISTING



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2019-2020 GET PEOPLE + SMART SMALL



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2021 SUSTAINED INVESTMENT



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MAYFIELD + GREEN GARDEN DRIVE



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MAYFIELD + GREEN RUSHTON ROAD



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Newland Developments, LLC

People Spaces Places
Eric Newland | Newland.Eric@gmail.com

Sacred Heart of Jesus: South Euclid, Ohio

Proposed Adaptive Reuse: Mixed-Use Building
Preliminary Design: 03/01/2018



Proposed Perspective

Existing Conditions

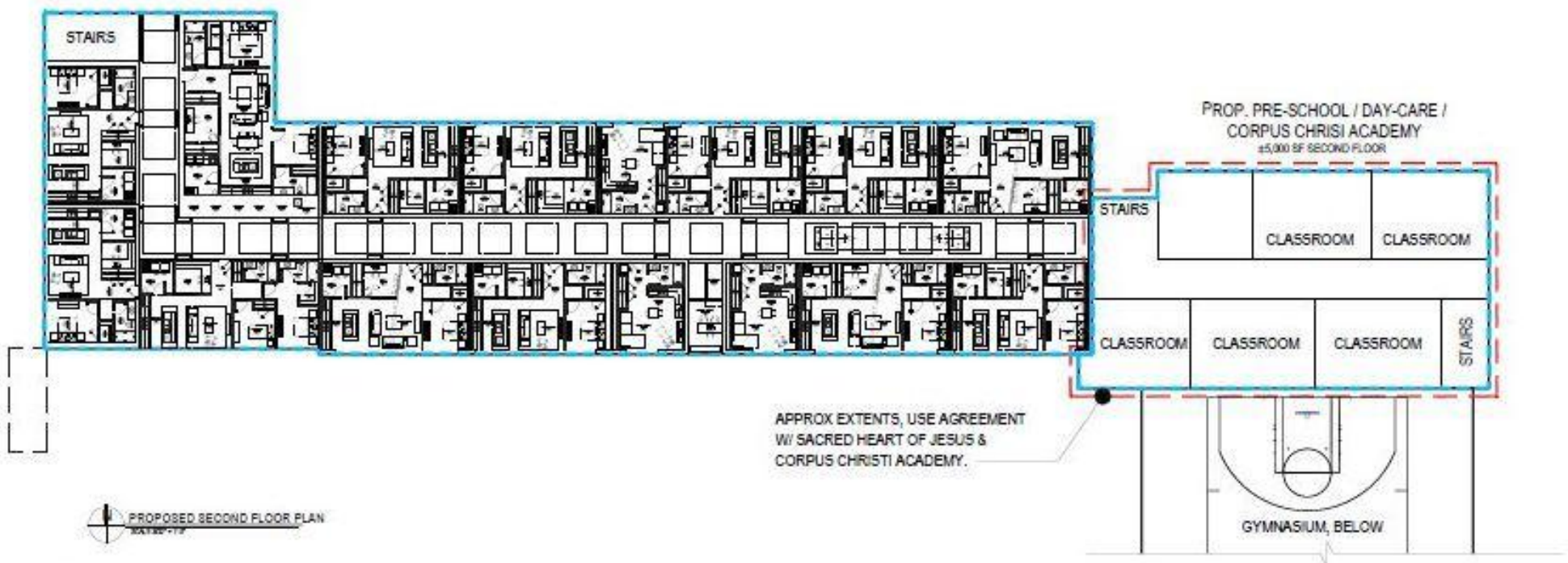
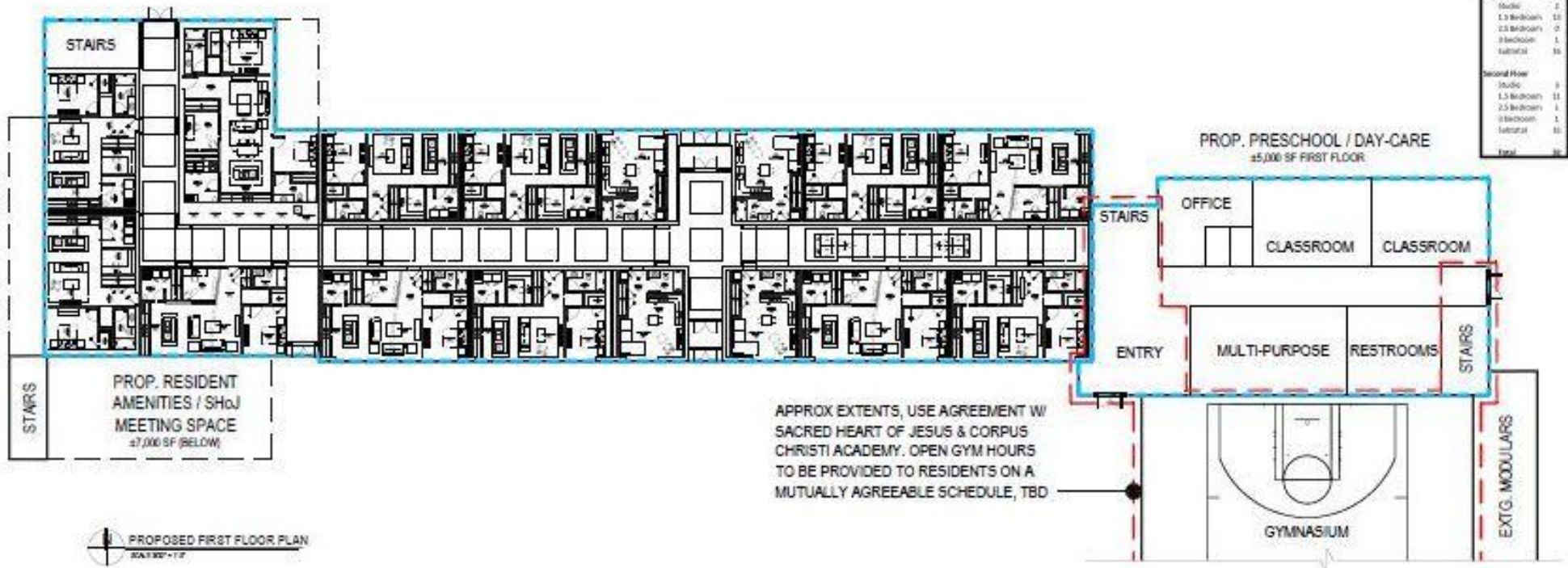
Sacred Heart of Jesus: South Euclid, Ohio

Proposed Adaptive Reuse: Apartment Building
Preliminary Design: 03/12/2010



Proposed Perspective (1-Bedroom Unit)





Newland Developments, LLC

Development Architecture Planning
P.O. Box 3487 | Cleveland, OH 44114
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SACRED HEART OF JESUS

4478 RUSHTON ROAD
SOUTH EUCLID, OHIO 44121
PH: 216.881.1111

NO.	DATE	DESCRIPTION	BY	CHKD BY
1	08/13/2014	CONCEPT FLOOR PLANS	AD	AD
2	08/13/2014	CONCEPT FLOOR PLANS	AD	AD
3	08/13/2014	CONCEPT FLOOR PLANS	AD	AD
4	08/13/2014	CONCEPT FLOOR PLANS	AD	AD
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6	08/13/2014	CONCEPT FLOOR PLANS	AD	AD
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8	08/13/2014	CONCEPT FLOOR PLANS	AD	AD
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10	08/13/2014	CONCEPT FLOOR PLANS	AD	AD

CONCEPT FLOOR PLANS

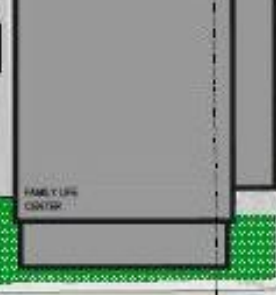
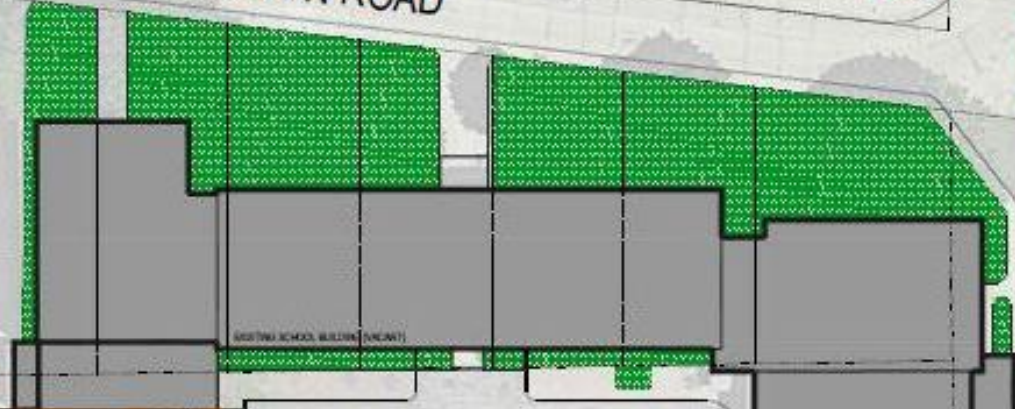
DATE: 08/13/2014
BY: AD
CHKD BY: AD

A1.0

SOUTH GREEN ROAD

RUSHTON ROAD

DEAN DRIVE



EXISTING SITE PLAN
BARRY-SEY

Newland Developments LLC
 30 Development Architecture & Planning
 P.O. Box 2487 | Oakville, OH 44124
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SACRED HEART OF JESUS
 4478 RUSHTON ROAD
 SOUTH EUCLID, OHIO 44121
 (PH-6)

NO.	DATE	DESCRIPTION
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8	10/10/2016	EXISTING SITE PLAN
9	10/10/2016	EXISTING SITE PLAN
10	10/10/2016	EXISTING SITE PLAN

EXISTING SITE PLAN
 BARRY-SEY

ASO.O
 ARCHITECTURAL SERVICES ONLY
 10/10/2016

SOUTH GREEN ROAD

RUSHTON ROAD

DEAN DRIVE

PROP. ADAPTIVE RE-USE
BUILDING
±35,000 SF FOOTPRINT
(211,000 sq ft)

EXISTING SCHOOL BUILDING (VACANT)

FAMILY LIFE
CENTER

UPPER SCHOOL

SACRED HEART OF JESUS PARISH

PROJECT LOCATION

CONCEPT ARCH. SITE PLAN
SCALE: 1" = 50'



Nowland Developments LLC
2000 Development Architecture & Planning
P.O. Box 2487 | Columbus, OH 43224
614.261.0001 | www.nowland.com

SACRED HEART OF JESUS
4478 RUSHTON ROAD
SOUTH BUCKLE, OHIO 44121
(PH-6)

NO.	DATE	DESCRIPTION
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20	10/10/2017	CONCEPT ARCH. SITE PLAN

CONCEPT ARCH. SITE PLAN
SCALE: 1" = 50'

CONCEPT ARCH. SITE PLAN

DATE: 10/10/2017
BY: [Signature]
APP. BY: [Signature]
DATE: 10/10/2017

AS1.0



Newland Developments, LLC
People Spaces Places
Eric Newland | Newland.Eric@gmail.com

Proposed Mixed-Use Development

South Green Road & Rushton Road: South Euclid, Ohio

Preliminary Design: 02.23.2018



Schematic Site Plan



Proposed Perspective (South-Green Road)



Proposed Perspective (South Green Road)

MAYFIELD + GREEN



YARD & COMPANY

THE YARD IS MEMORABLE

THE YARD IS WHERE THINGS HAPPEN

THE YARD BRINGS PEOPLE TOGETHER

THE YARD GROWS AND CHANGES

THE YARD IS A MEASURING STICK

THE YARD IS HUMAN PACED

YARD & COMPANY

www.buildwithyard.com

@buildwithyard 513.813.8266

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Survey/Questions

