

City of Fairview Park

“a great place to grow”



PRESERVE



ENHANCE



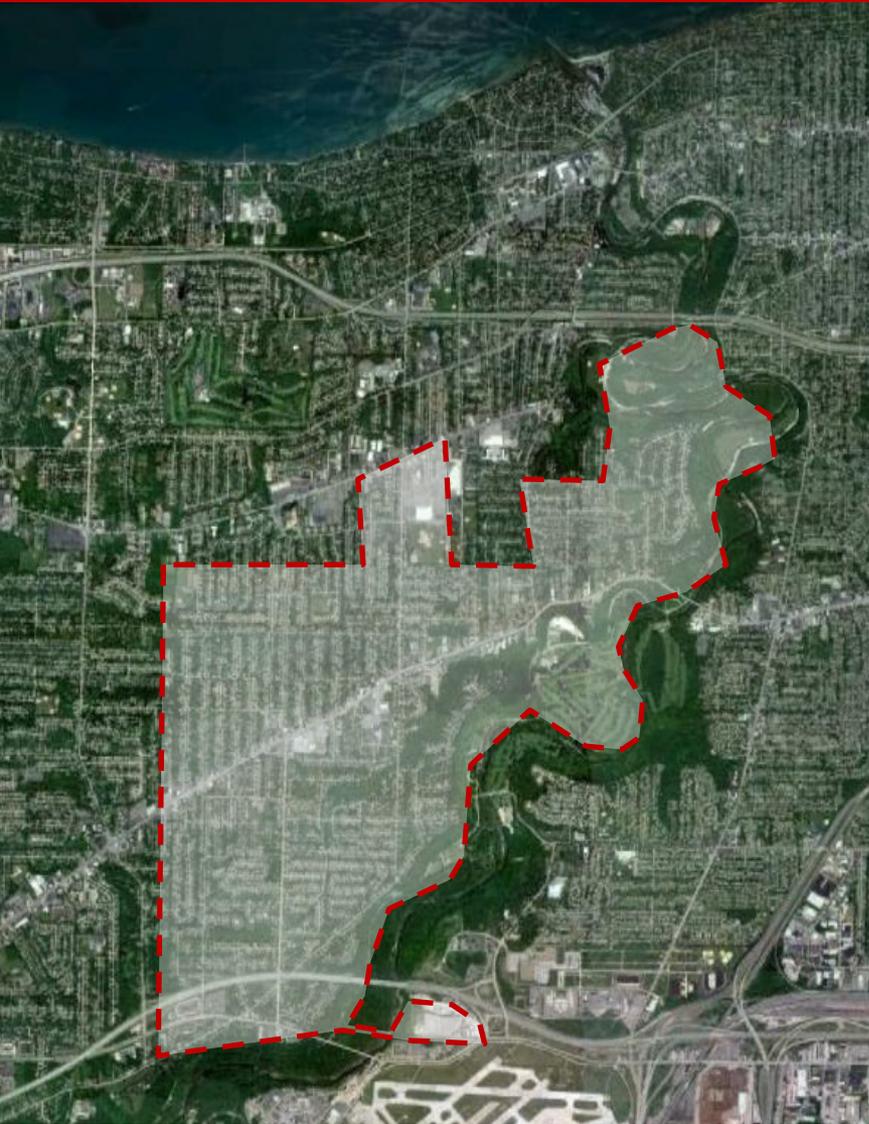
GROW

City-wide Master Plan Update

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2012 Master Plan Update



City of Fairview Park – 4.7 sq. miles

Fairview Park's Master Plan

*In 1959, the City of Fairview Park adopted their charter, setting the way for self-directing, community based leadership and growth. Forty years later in 1999 a comprehensive master plan focused the community's goals and aspirations towards continued, significant improvements to their city. This initial plan did not sit on the shelf and gather dust but became a blueprint for future action. As a result, many of the goals set forth in this document were subsequently realized. Much success, followed by an update in 2005, has created a continuing master plan process that acts as a foundation guiding the city's growth from within. The need for flexibility and continuous re-evaluation of goals has lead to this 2012 Master Plan update. Many of the objectives laid out in previous efforts have been achieved and many new opportunities have presented themselves. Markets and economic conditions have changed significantly in the past seven years and redevelopment goals need to be refined. In this 2012 update, reviews of past goals and accomplishments are put into context by comparing them to the continued needs and desires of the whole community. On top of additional Focus Areas, this plan has recognized **the need to unify the city and clearly demarcate its boundaries to create an overall identity that is characteristically Fairview Park.***

As a City, we know that we cannot afford to stand still or rest on our laurels. The result has been a vibrant, living process that has and will continue to serve as the framework for the future for the continuing growth and viability of the community.

-James Kennedy, Director of Public Service & Development

History of Accomplishments

The City of Fairview Park has a consistent history of successfully organizing and implementing its master plans. As an inner-ring suburb, Fairview Park plays an important role in the region – balancing large institutions, residential neighborhoods, excelling public schools, while sustaining local and regional business. Much progress has taken place since implementing the first Master Plan in 2000. The city forged ahead and did what many said could not be done – the demolition of five outdated motels. This positive action opened the door to new construction throughout the city. It paved the way for the McGowan Insurance Building, West Valley Medical Building, Dunkin Donuts, Circle K, Chipotle, Fifth Third Bank, Brookpark Road Office Development and total reconstruction of the Westgate Shopping District.

The city's recreational needs were taken to a higher level with the total redesign of Bohlken Park and added tennis courts and a splash park at Morton Park. The Gemini Center, home of the Fairview Park Recreation Department, opened in January 2008 and it consists of two indoor pools, basketball courts, community rooms, walking track and fitness center.

As we continue with our goals for economic redevelopment to help assist our tax base, we look forward to a nursing and assisted living facility to be constructed on the former Garnett school site as well as a new financial institution being built on land that once housed a motel.

This Master Plan Update to the city-wide plan demonstrates the city's commitment towards growth and continuous re-evaluation of needs and goals. The ability to successfully continue the city's history of master planning, regional, local and community wide goals need to be considered established and implemented.

The work of the past has set the tone for our future.

- Mayor Eileen Patton

Signage & Architectural Standards



Community Institutions – Gemini Center





Business Redevelopment



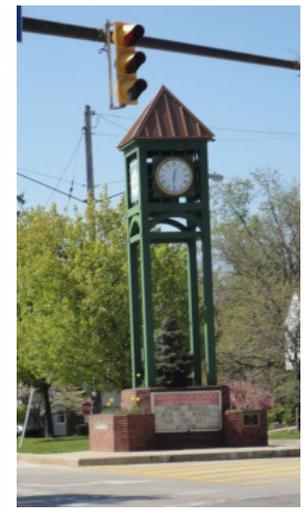
Preservation – Bain Park Cabin



Green Space – Bohlken Park



Civic Pride



Steering Committee & Planning Team

The Fairview Park Master Plan would not have been possible without the guidance and commitment of the Steering Committee. Their continuous effort and enthusiastic participation ensured the creation of a unique vision for the City of Fairview Park, that will serve the community and its residents for generations.

Eileen Ann Patton	Mayor, City of Fairview Park
Michael Kilbane	Council President
Peggy Cleary	Chairwoman, Finance Committee
Bill Minek	Chairman, Planning & Zoning Committee
Jim Kennedy	Director, Public Service and Development
Brion Deitsch	Superintendent of Schools
Joe Shucofsky	Representative, Board of Education
Angelo Russo	Representative, Chamber of Commerce
Tom Eble	Representative, Council on Aging
Dan Sewell	Representative, Ministerial Association
Tom Herman	Representative, Parks & Recreation Commission
Joe Gluvna	Mayor's Appointment
Amy Brennan	Green Team Representative
Brett Davis	Business Representative (Non Chamber)
Tom Corrigan	Ward 1 Representative
Twyla Sales	Ward 2 Representative
Robert Shaw	Ward 3 Representative
Steve Fernandez	Ward 4 Representative
Andy Willis	Ward 5 Representative
Paul Volpe	City Architecture, President
Alex Pesta	City Architecture, Architect & Urban Planner
Matt Schmidt	City Architecture, Urban Designer
Kat Keller	City Architecture, Assistant Architect & Urban Designer

Goals for the 2012 Master Plan Update

(as determined by the steering committee, city, and residents)

- **Focus on the “core” of Fairview Park**
- **Increase *bicycle and pedestrian safety* with identified routes**
- **Calm and improve *Lorain Rd.* as an identifiable *Multi-Modal Corridor***
- **Incorporate small to medium *redevelopment initiatives***
- **Communicate *Internal and External Identity***
- **Link park system and the *MetroPark* with enhanced visual and physical connections**
- **Establish programs to target *vacant commercial properties***
- **Determine *marketing efforts and branding strategies* to highlight Downtown Fairview Park**

UNDERSTAND



CHALLENGE



COLLABORATE



REDISCOVER



ENVISION



TRANSFORM

City and Neighborhood Analysis

- Examine Fairview Park's role in the region, identify important characteristics about the city and understand neighborhoods and residents' goals.

City-Wide Planning

- Create a shared-vision plan that considers multiple scenarios after collecting feedback and reviewing opinions from residents, is reflective of the planning process and sets a direction for Fairview Park that can be adopted and set into motion.

Implementation Plan and Phasing Considerations

- complement “big-thinking” with implementable initiatives that will establish policies and strategies, ensuring incremental improvement are consistent with the 2012 Master Plan Update.

City & Neighborhood Analysis

To successfully plan for a community, an understanding of people and places is paramount. Fairview Park's culture, neighborhoods, access and role all play a primary part of the Understanding process.

- Fairview Park's Role in the Region
- Recognizing Trends
- Understanding the Process
- Defining Identity
- Focus Area Approach
- Developing the Framework

Fairview Park's Role in the Region

*An inner-ring suburb of Cleveland, the City of Fairview Park sits just west of the Kamm's Corners Neighborhood, along the western edge of Rocky River Reservation. To the North, Fairview borders the City of Rocky River and stretches up towards Interstate 90, just 3.5 miles from Lake Erie's Shoreline . The South, is defined by Cleveland Hopkins International Airport and Interstate 480, easily connecting Fairview Park to surrounding neighborhoods and the region. Bisecting the center of Fairview Park, Lorain Road continues its role as a major east-west corridor from Cleveland to the outlying neighborhoods. Lorain Road acts as a primary city thoroughfare and connects many of its important assets, the Gemini Center, Public Library, High School, City Hall, Shopping Centers and Districts, with several cultural institutions. North-south connector streets allow easy access from the major highways, and feed into the predominately single family residential neighborhoods that are accented with green space and recreation amenities. With excellent ratings for their school district and large redevelopment projects, ongoing and recent, **the City of Fairview Park embraces its motto of "A Great Place to Grow."***

Fairview Park Regional Context Map



Recognizing Trends

Source: <http://www.census.gov/> 2006 -2011 data

In comparing 2000 & 2010's census data, Fairview Park's population and housing values illustrate **stability** and the characteristics of a "built-out" community while the rise in median age suggests residents' **desire to stay** in the City.

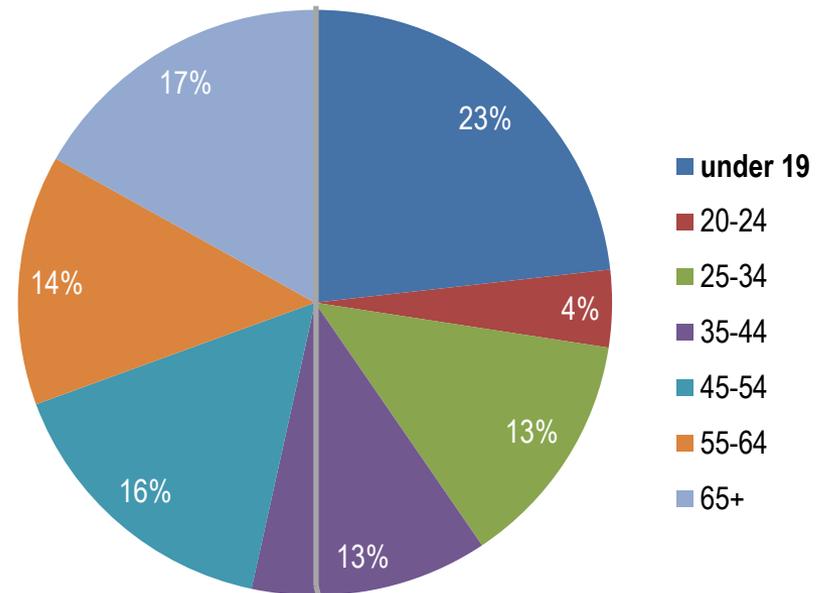
16,826 residents

(as of the 2010 census)



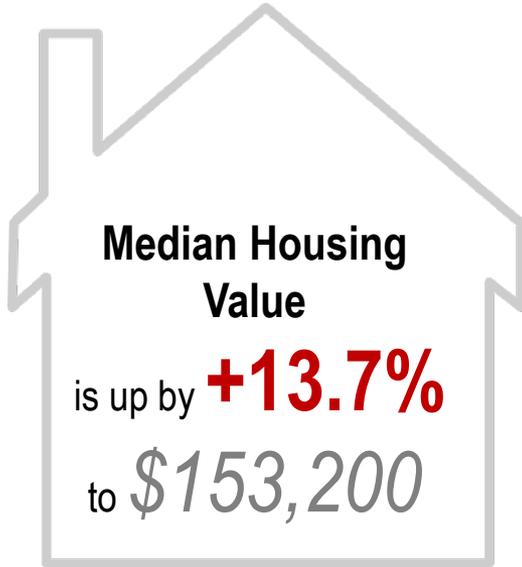
Population has *decreased* by 746 people (4.2%) since 2000 which is nearly **half** the rate of Cuyahoga County's population loss (8.2%)

Age Distribution of Fairview Park Residents



56% of the population is between **24-64** years of age

Median Age has *increased* to **41.5** years old (+0.6 years)



Median Rent has
increased by
+29.2%

Household Income gains are on par with surrounding communities and county, however **Home Values & Median Rent** saw less gains than many surrounding communities.

Understanding the Process



Fairview Park Master Plan

April, 1999

Prepared by the
Cuyahoga County Planning Commission



Fairview Park Master Plan Update

January 2005

The previous master plan studies illustrate a vision for the City and strategies to reach goals, many of which have been attained. Remaining objectives are an important part of this vision and while not all have been re-addressed in this master plan update, they continue to be part of the city's comprehensive list of goals. The following pages is a summary of the 2005 plan.

Implementation Strategies:

(From the 2005 Master Plan Update)

- Create an implementation committee to *prioritize strategies* & determine funding mechanisms
- Request *input from residents and others* with relevant expertise regarding implementation
- Develop a *mixed-use zoning ordinance & modify current zoning* to allow changes without referendum
- *Sustainable economic development* through retail/service retention and expansion, employment generation & location promotion
- Land use to support economic development
- *Quality, cost, and efficiency of city facilities*, buildings & public infrastructure with regards to energy, use & design
- Promote *life-long learning* opportunities
- Build a sense of community through communication, leadership & adequate housing

Community Goals

(From the 2005 Master Plan Update)

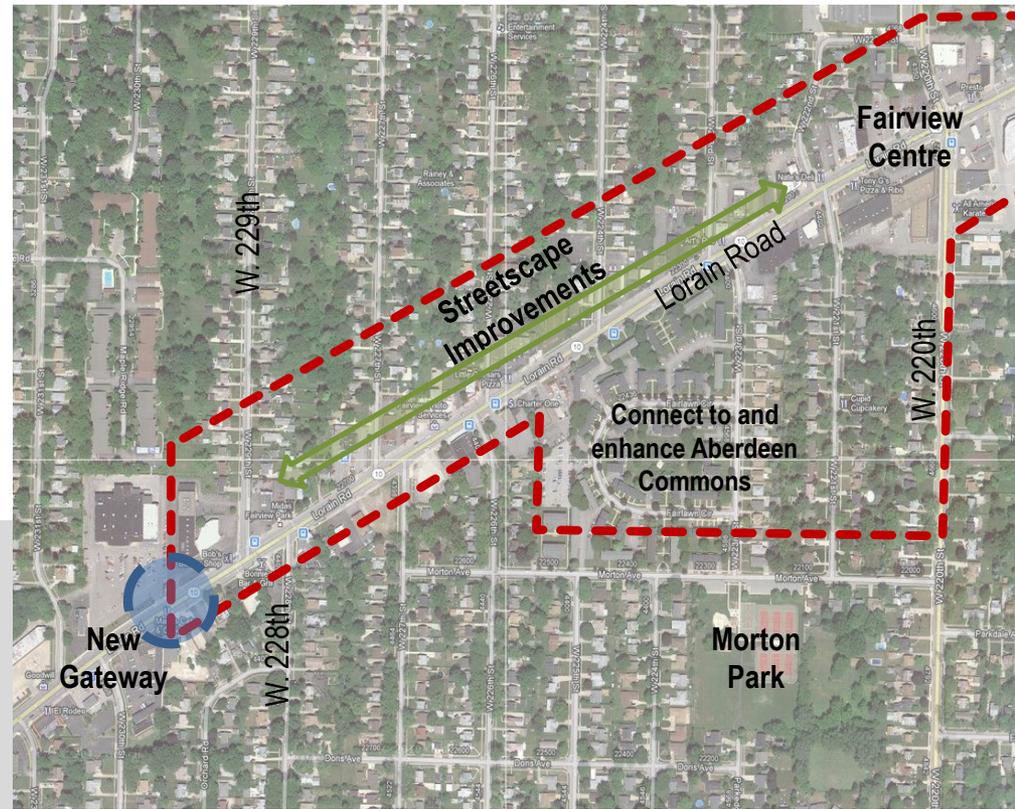
- Promote Fairview Park as a location for *sustainable economic development*, encouraging retention, expansion, and attraction of business.
- Provide high quality *city infrastructure* to support good quality of life for all Fairview residents.
- Provide high quality *city services* to foster a good quality of life for Fairview Park residents.
- Support high quality *school facilities* for the children of Fairview Park.
- Encourage a *strong sense of community* among Fairview Park residents and business owners.
- Ensure good *quality housing and neighborhoods* that meet the needs of residents through all stages of their lives.

Focus Area #1 – Lorain Road from Western City Boundary to W223rd

Streetscape Goals: (From the 2005 Master Plan Update)

- Replace existing signage with ground signage; awning, façade, and material guidelines.
- Utilize vacant land or gaps in retail
- Improve Storefronts; Outdoor seating at restaurants; Generate street activity
- Shared parking facilities
- Access to adjacent residential – signage & wayfinding
- Establish a mixed use zone

As a result of this Focus Area study, streetscape improvements became a major priority. In 2007, the City completed a TLCI (Transportation for Livable Communities Initiative) Study that detailed goals and standards for the western end of Lorain Road, with implementation ongoing.



Aberdeen Commons



Morton Park



Outdoor Dining on Lorain Road



Kiosk

Understanding the Process

Focus Area #2 – Lorain Road Car Wash Site near W210th St.

Redevelopment Goals: (From the 2005 Master Plan Update)

- Major Investment in Recreation Center, Library, and High School
- Replace existing car wash with an office building
- High traffic corridor; Underutilized sites
- Existing Streetscape Investment & Improved Zoning (Screening, Setbacks, Sidewalks, Tree Lawns, Signage)
- Opportunity to complement existing mixed use
- Health related office facilities as part of Gemini Rec Center



The achievement of the Gemini Center became the keystone of an institutional campus in the center of Downtown Fairview Park, and offers a major opportunity to capitalize on investment and promote the growth at the city's core.



Previous Planning Efforts

Focus Area #3 – Garnett School Site

Redevelopment Goals: (From the 2005 Master Plan Update)

- Mixed Use District or Senior Living Complex
- Large Site
- Proximity to existing community services



These two Focus Areas arose out of opportunities presented by the Gemini Plan – an educational and institutional evaluation of the City’s schools and public amenities. Both schools were demolished and offer large redevelopment sites within a densely built community. The Garnett School has a perspective developer moving forward with a senior housing facility.

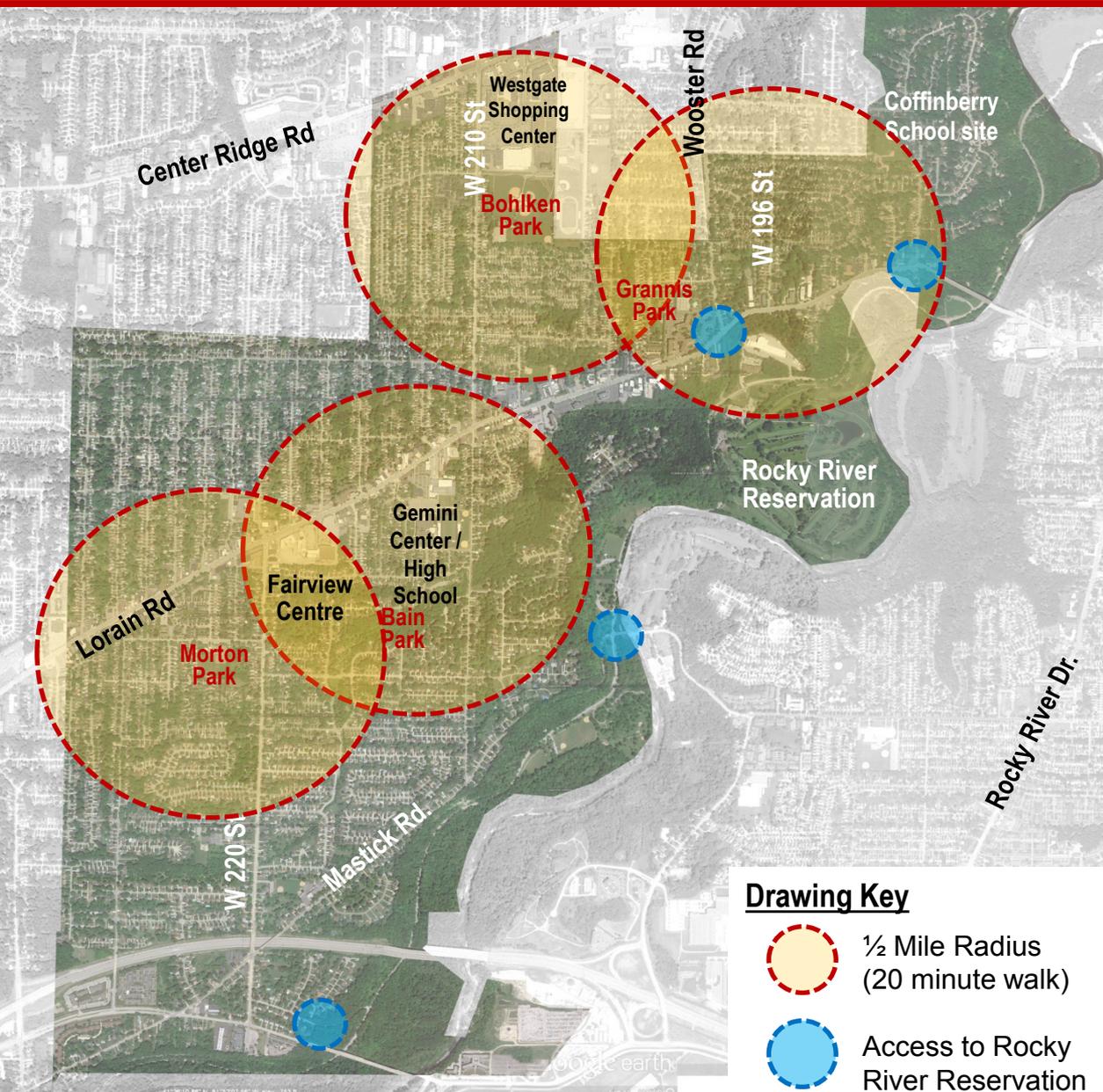


Focus Area #4 –Coffinberry School Site

Redevelopment Goals: (From the 2005 Master Plan Update)

- Infill single family homes

Defining Identity Today – 2013 Master Plan



Understanding relative proximity and walkability of Fairview Park's existing assets is key to defining the city's identity as a first ring suburb of Cleveland. Promoting connectivity and pedestrian / bike access are complementary to Fairview Park's composition and local culture. Combined with ongoing and potential investment, the character of the city can inspire both internal and external identity, unique to Fairview Park.

Highlight and define gateways and the City's roadways



Maximize impact and role of the Rocky River Reservation



Build from catalytic investments and development



Determine highest and best land use for properties along Center Ridge Rd. and Lorain Rd.



Define an identity for Fairview Park

Drawing Key



1/2 Mile Radius (20 minute walk)



Access to Rocky River Reservation

Begin by asking questions that help to identify opportunities:

What elements exist in Fairview Park that create its identity? How can these things be promoted and enhanced?

What else is missing / lacking? How are assets connected?

What connections are missing? What are the city & residents priorities / desires / goals?

External Perspective *First experiences and initial impressions...*

- Where are the **major entries to the city**?
- Are they defined? **Do people know when they enter Fairview Park?**
- Is the City cohesive, does it feel like Fairview Park? Are there distinct neighborhoods?
- Are amenities highlighted? Can they draw people to the city?



Neighborhood Streets



Gateway Signage



Gateway Signage



Wayfinding

Internal Perspective *Places people connect with...*

- Where do **residents define the "Downtown"** to be?
- What are the greatest assets? **What instills pride** in the community?
- What do people need and want from their neighborhoods?
- What **makes people want to stay** in Fairview Park?



Historic Storefronts



Public Art

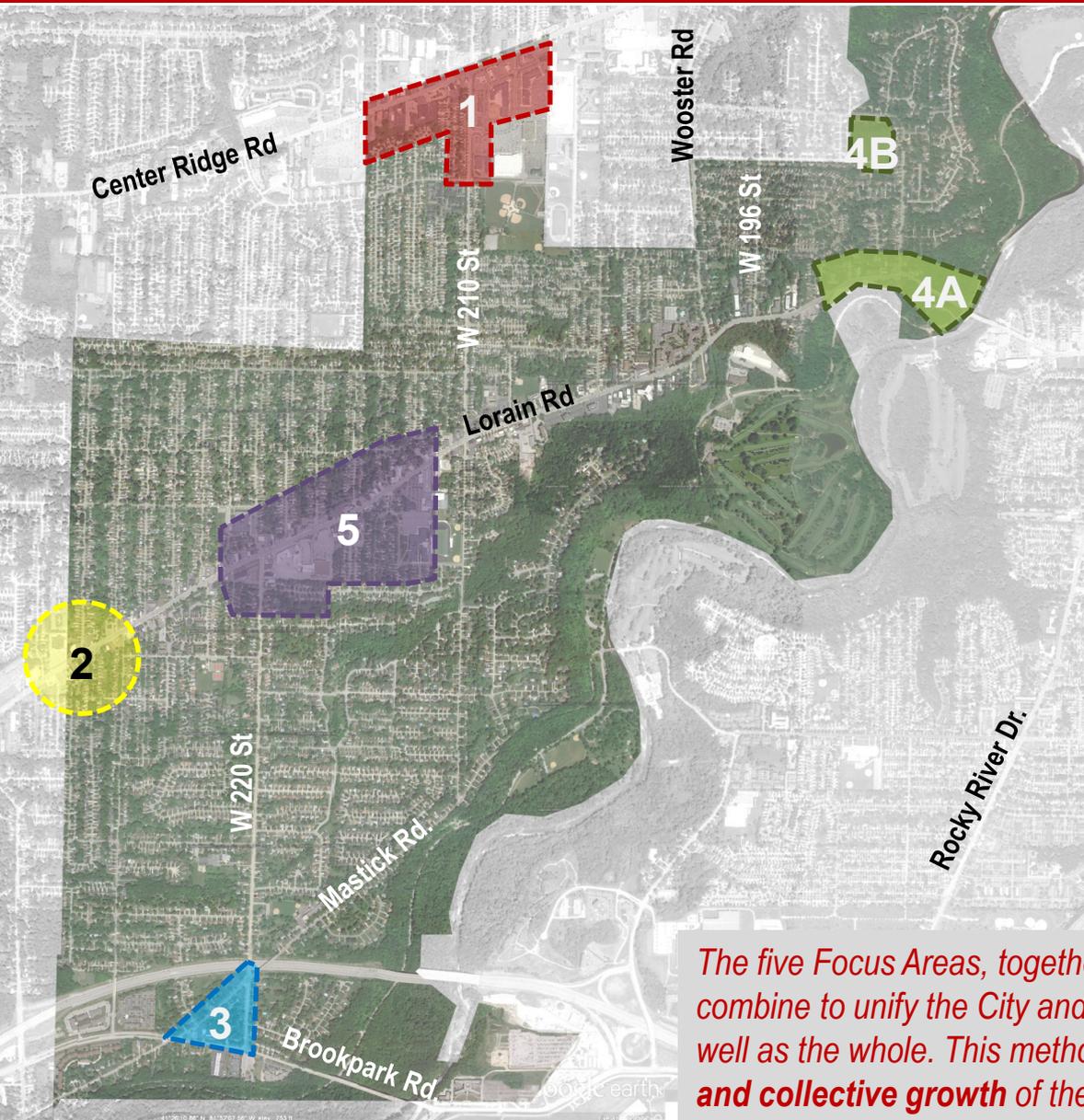


Destination Retail



Enhanced Bus Stop

Focus Area Approach



While analyzing previous master planning efforts, **new Focus Areas** began to emerge that direct efforts of defining Fairview Park's Identity while continuing to build and improve upon existing assets. In conjunction with the Focus Areas, **citywide objectives** create unified standards that provide consistency and cohesion throughout the City of Fairview Park.

External Perception

(Gateways into the City)

1. **Northern Gateway**
(Center Ridge Road and West 210th)
2. **Western Gateway** (Lorain Rd. and City boundary)
3. **Southern Gateway** (West 220th / Brookpark Rd.)
4. **Eastern Gateway & Coffinberry Site**
(Lorain Bridge / Coffinberry School site)

Internal Perception

(Defining the City's center)

5. **Downtown Core**
(Lorain Rd. between West 213 and 223 Streets)

*The five Focus Areas, together with the development of city-wide standards, combine to unify the City and provide opportunities to consider the parts as well as the whole. This method creates a tool that allows for **individualized and collective growth** of the districts and community.*

Since implementation is key to the success of the master plan, a three-tier approach was developed to organize each Focus Area. The three tiers provide the ability to create hierarchy based on priority, timeline, or redevelopment opportunity for the City and Steering Committee.



West Gate



Existing Entry Signage



Gateway Kiosk



City Hall

Preserve

Maintain important elements and aspects of Fairview Park that define its identity, stability and character.

Enhance

Determine meaningful **near-term improvements** to be considered that have the ability to reshape public spaces, address vacant buildings or land, coordinate landscaping installations, integrate public art and enrich the quality of identified areas throughout the City.

Grow

Establish **priority areas for redevelopment**, desired land uses / densities and flexible guidelines that will encourage investments. Balance redevelopment concepts with City-Wide initiatives, policies and marketing efforts that help emphasize Downtown Fairview Park as the city's core. **Ten sites have been selected in the five Focus Areas for further study of redevelopment options.**

City Wide Planning

*After understanding the City of Fairview Park's previous master plan efforts, **five Focus Areas** were identified and a **three-tier framework** developed for analyzing and envisioning the City. The process moved towards identifying each area's assets, opportunities, and objectives. Concurrently a resident survey captured public opinion of overall city connections, amenities, and goals, as well as opinions on each Focus Area. Together with resident feedback, the Focus Areas studies with multiple approaches, preserve, enhance, and grow, while city-wide initiatives and connectivity became the uniting thread. **City-wide and at each gateway, external appearance became key, while the downtown core became the heart of the city and its internal identity.** Ongoing investments and recent developments offer opportunities to capitalize on momentum and continue to enhance Fairview Park, while preserving assets and encouraging continued growth.*

- O Community Opinion
- C City Wide Connections
- D Downtown Core
- W Western Gateway
- E Eastern Gateway
- N Northern Gateway
- S Southern Gateway

Each Focus Area offers a unique set of opportunities for the community; the North, a budding retail node; the West, an opportunity to regenerate the pedestrian experience and connectivity; the South, a commercial corridor connecting to adjacent industrial and institutional facilities; the East, a green gateway celebrating the city's natural beauty; and Downtown, the civic core of the community.

The City-Wide Plan :

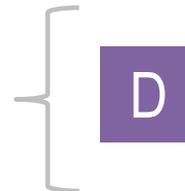
- O** Community Opinion
- C** City Wide Connections
- D** Downtown Core
- W** Western Gateway
- E** Eastern Gateway
- N** Northern Gateway
- S** Southern Gateway



External Perception Gateways



*Internal Perception
The City's Core*



City-Wide Vision

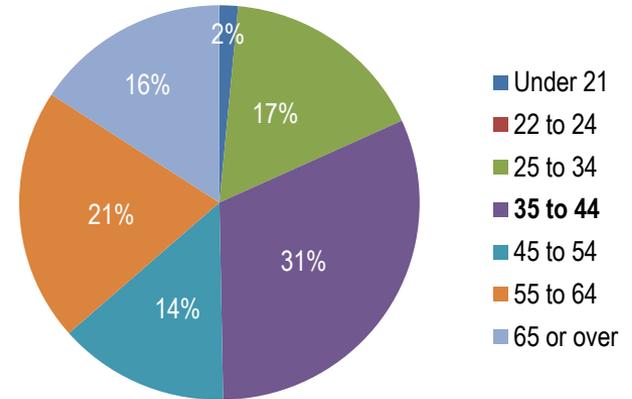
Community Opinion

A resident survey was produced out of Steering Committee discussions and opened online for public feedback. The goal of the survey was to capture who showed interest in the community, what they think of their city, their aspirations and concerns and ultimately how they would like to use and grow their neighborhoods in the future.

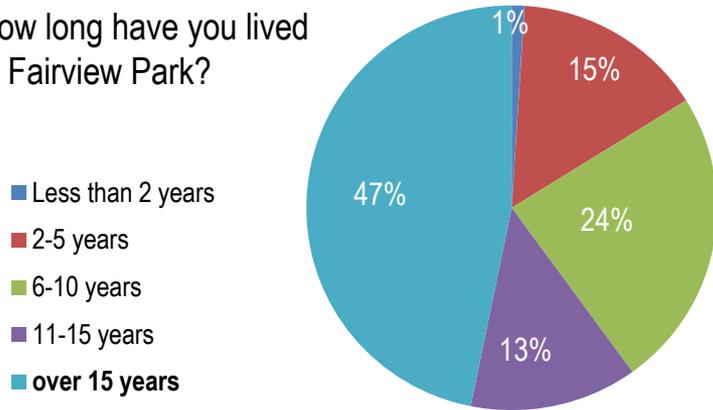
99% of survey respondents were residents of Fairview Park.
Over 300 people filled out the survey.

Source: Resident Survey

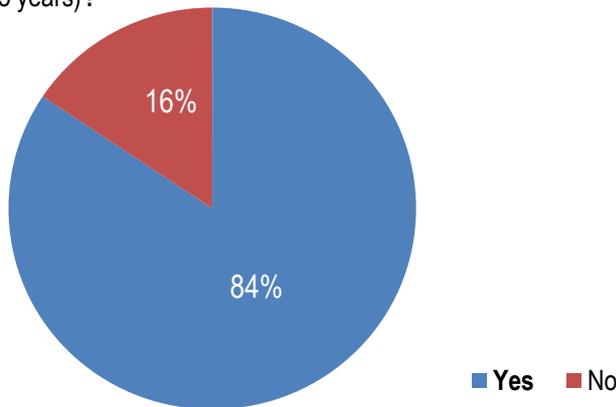
Which Category best describes your age group?



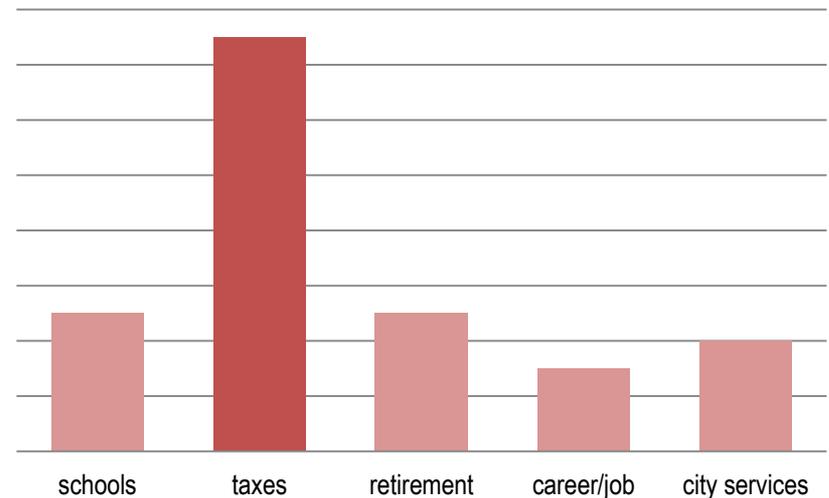
How long have you lived in Fairview Park?



Do you plan on staying in the City for the **long term** (more than 5 years)?

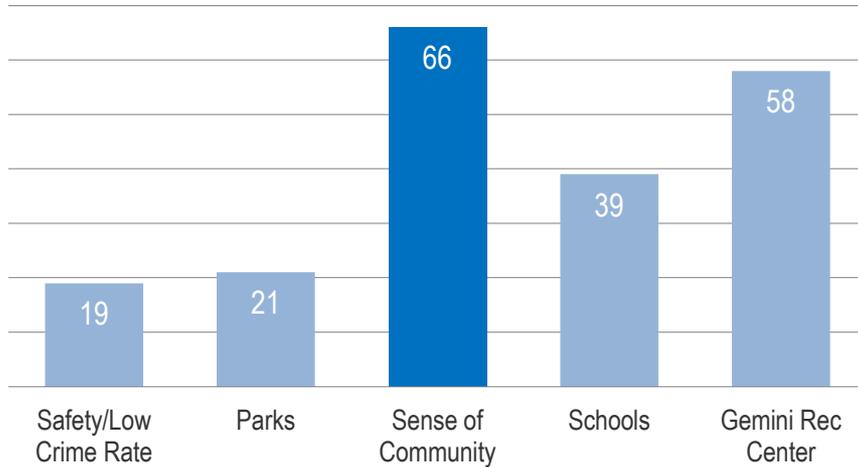


If not, can you provide reason(s) for moving?

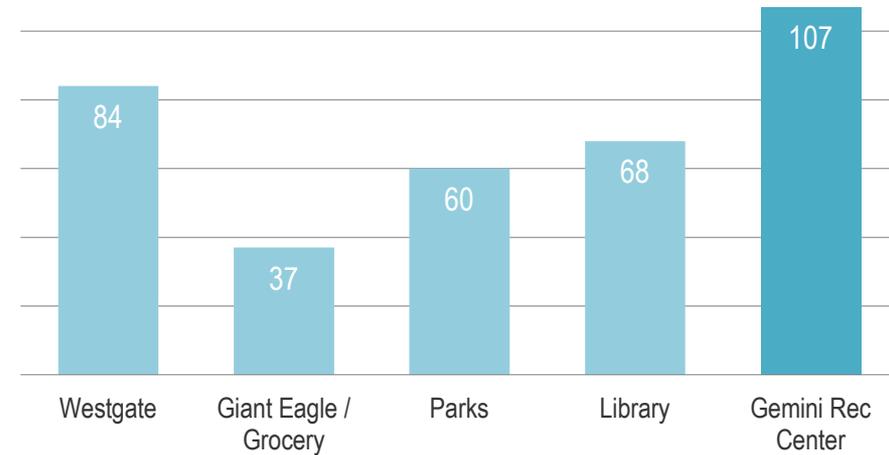


Each of these questions was an open response question to allow residents to offer their own suggestions rather than chose from a pre-selected list. The top responses were tabulated to reflect majority opinions

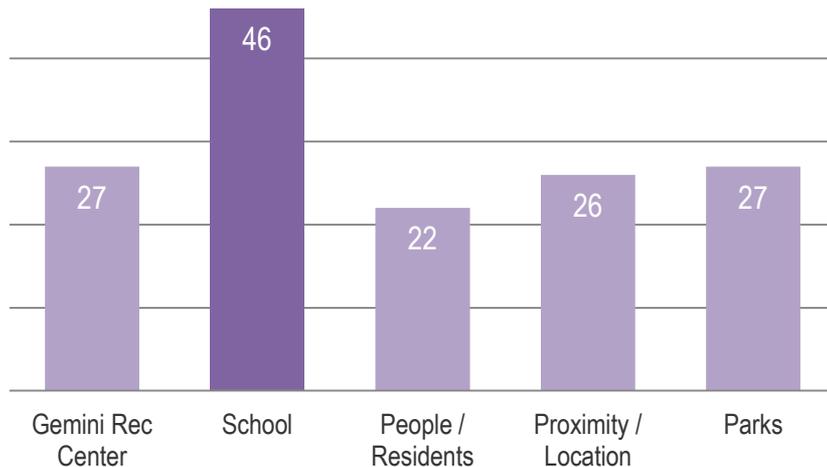
What are you **most proud of** in Fairview Park?



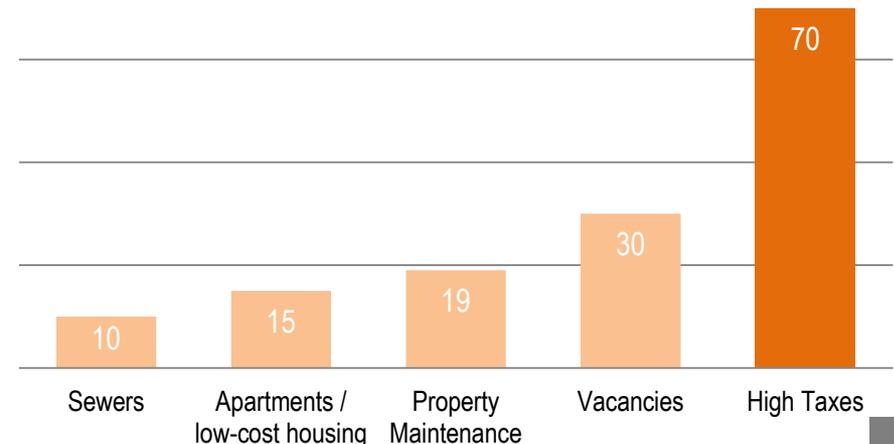
What are **important destinations** for you within the city?



What is Fairview park's most **important asset**?

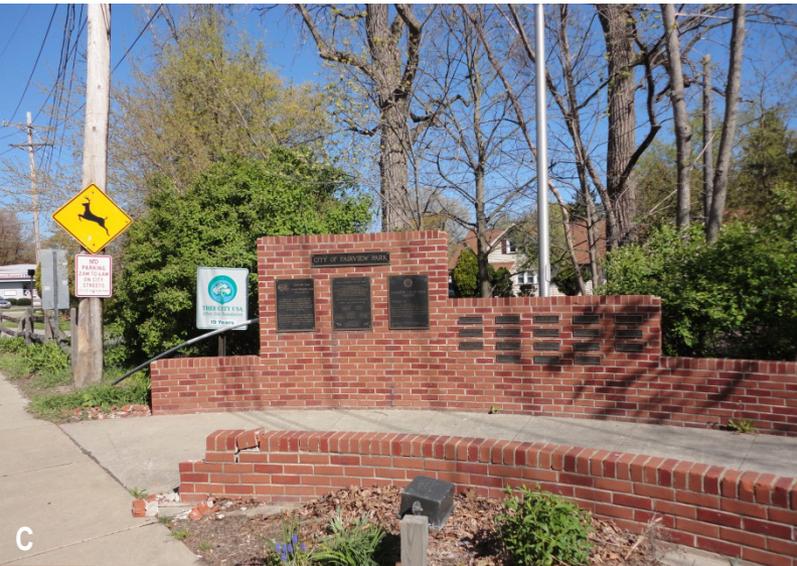
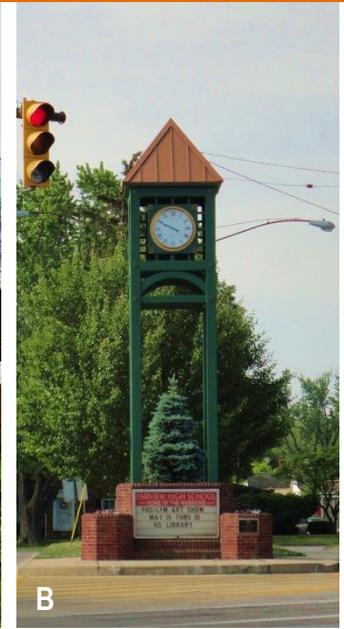


What are the city's **biggest challenges** or problems?



Creating Identity

Fairview Park residents and the Steering Committee members all express a **sense of community pride** and belonging. However many stated concerns like vacancy, land use and property maintenance as concerns plaguing Fairview Park's image. All of these concerns are items that can impact the internal and external identity of a community. If outsiders see littered streets and blighted buildings they may be deterred from exploring or joining the community. However **positive external identity can attract** new businesses, consumers and residents that can enhance neighborhoods and the overall community. In turn, **that positive sense of internal identity needs to be expressed physically** within the core of the city – most appropriately in Downtown where residents and visitors can all celebrate and recognize their community.



- A. Entry sign on Brookpark Road
- B. Clock tower at W 213th Street – Entrance to High School
- C. Veteran's Memorial - Lorain Road
- D. Banners celebrating the school system's excellent rating
- E. Public Art Bike Rack
- F. Landscaping & Frontage Improvements at Fairview Centre
- G. Fairview Park City Schools Shield
- H. Bain Park Pavilion
- I. Sponsored banners from Fairview Park's 100th Anniversary



*“Fairview Park
A Great Place to Grow”*



Developing Fairview Park’s Marketing Strategy

In order to capture the identity of the community and illustrate its sense of pride in a physical manner, a consistent message needs to be presented throughout the city. This message is delivered in a marketing strategy that incorporates branding, iconography, and consistent visual appearance city-wide. **The Fairview Park Brand** could be distributed throughout the city at gateways with signage and intersection treatments; on streets with banners that incorporate local business, groups, or organizations through sponsorship; amenities like trash cans and benches; wayfinding to direct visitors to important locations and assets; consistent maintenance standards like parking lot screening; and public art that can showcase assets and citizens through murals or installations.

The Value of Local Amenities

When asked “Where do you usually purchase the following goods and services?” residents cited the two major retail centers – Westgate and Fairview Centre, showing patronage of local businesses being strong. Home and personal retail combined with restaurants reflects Westgate’s role as a regional commercial center with a variety of retail types and options. Fairview Centre’s anchor, the grocery store, has a steady role as the provider of daily and weekly needs – generating multiple trips. **These two retail components provide revenue and exposure to the city and its businesses creating valuable opportunities for Fairview Park to present its external perception to the greater community.**



*Fairview Centre’s shopping trends and types of services generate a **higher volume of trips** and the areas immediately surrounding the center may warrant further study to take advantage of and **complement this activity***

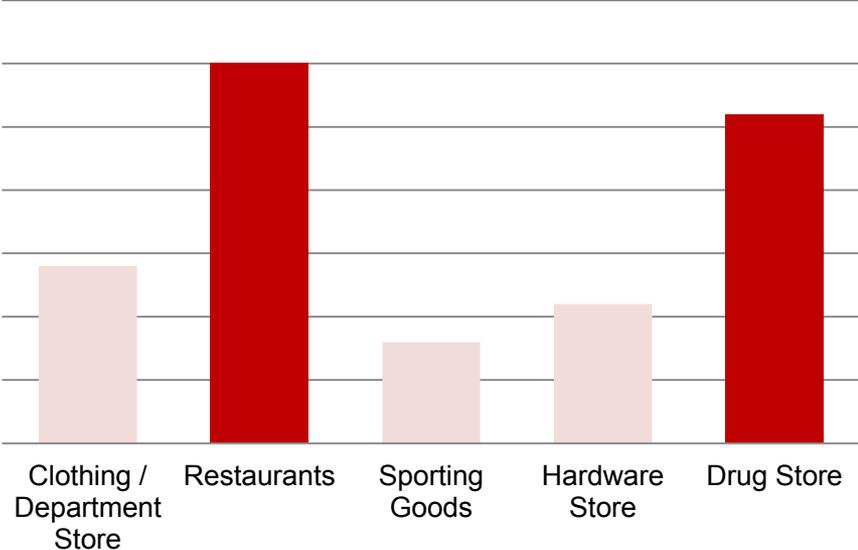
Westgate	Fairview Centre	Other locations within Fairview Park
1. Home & Personal Retail	Supermarket / Groceries / Bakery	Restaurant
2. Restaurant	Restaurant	Personal Care & Services
3. Pet care & Supplies	Gasoline / Auto Repair	Gasoline / Auto Repair
4. Supermarket / Groceries / Bakery	Personal Care & Services	Bank / Credit Union



Westgate Retail Center

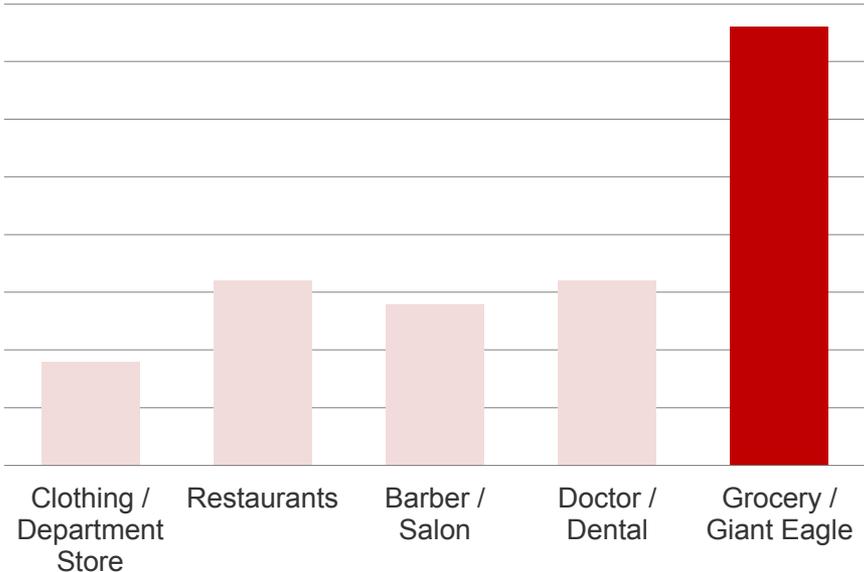
Source: Resident Survey

Which services would you like most to see available within the city?



The needs and desires of the community become opportunities for **growth and expansion of existing retail centers**. They could provide opportunities to expand or create other markets, like healthcare, personal care and niche retail. Looking at services and retail which is accessed outside the community can provide insight for improvement of existing facilities in Fairview Park. An example of this already in progress is the renovation of Fairview Centre and the enhancements to the grocery and retail stores.

Which services are currently offered within the City, but you prefer to travel outside of Fairview Park to patronize?



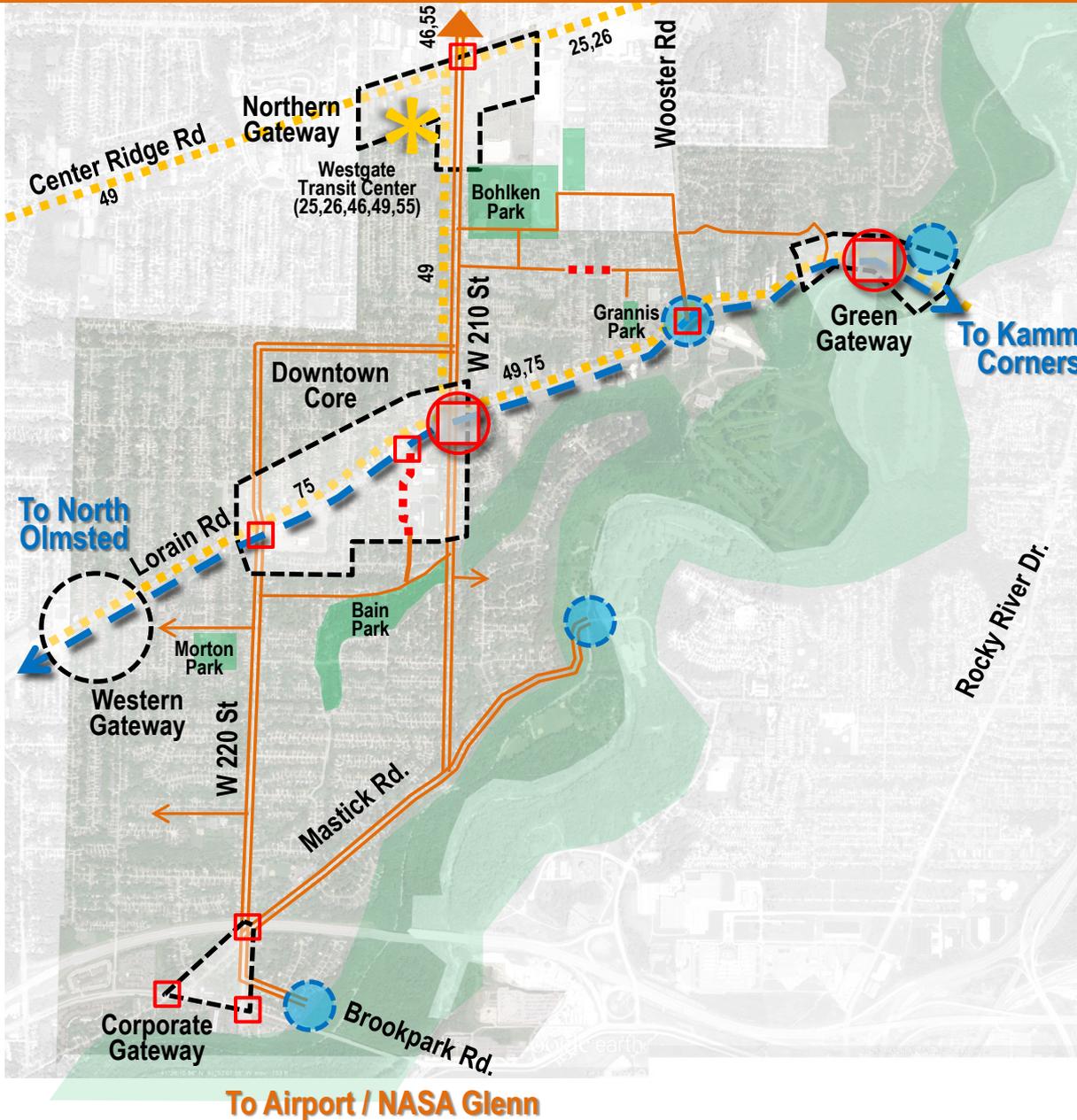
Source: Resident Survey

Assets & Destinations



Pairing the most valued and frequented **assets and destinations** from the resident survey shows overlaps and reveals a hidden network of Fairview Park's most important amenities. Studying the location and proximity of these amenities throughout the city shows an underlying need to emphasize a series of connections. These routes may be based on **walkability, automobile access, bus routes or bike networks** depending on the user, their needs and familiarity with city. Connecting assets with each other and with popular destinations creates a **city-wide network** that can **promote local businesses, recreation and healthier lifestyles**, for residents and visitors. By linking the city parks to the larger park system, the Reservation is extended into the neighborhoods and becomes a greater internal asset. Bike trails and better pedestrian access on major roadways could promote different means of travel within the city, encourage consumers to shop close to home, and **promote the city's identity as a balanced inner – ring suburb**.

The result is a need to develop **Fairview's Park Multi-Modal System** and in turn link the assets and destinations within the city to each other while creating the infrastructure network for future development.



Fairview Park's Multi-Modal System:

- Automobiles
- Pedestrians
- Bicycles
- Bus / Public Transit
- Streets & Sidewalks
- Park & Green Space Network

Proposed:

- Primary Gateway**
(enhanced intersection treatment)
- Secondary Gateway**
(signage, landscaping, etc.)
- Shared Use Lane**
(sharrows, bicycle markings)
- Priority Bike Route**
(bicycle lanes, etc.)
- Neighborhood Link**
(focus on through streets that feed into residential blocks)
- New Connection**
(off road, trail link)

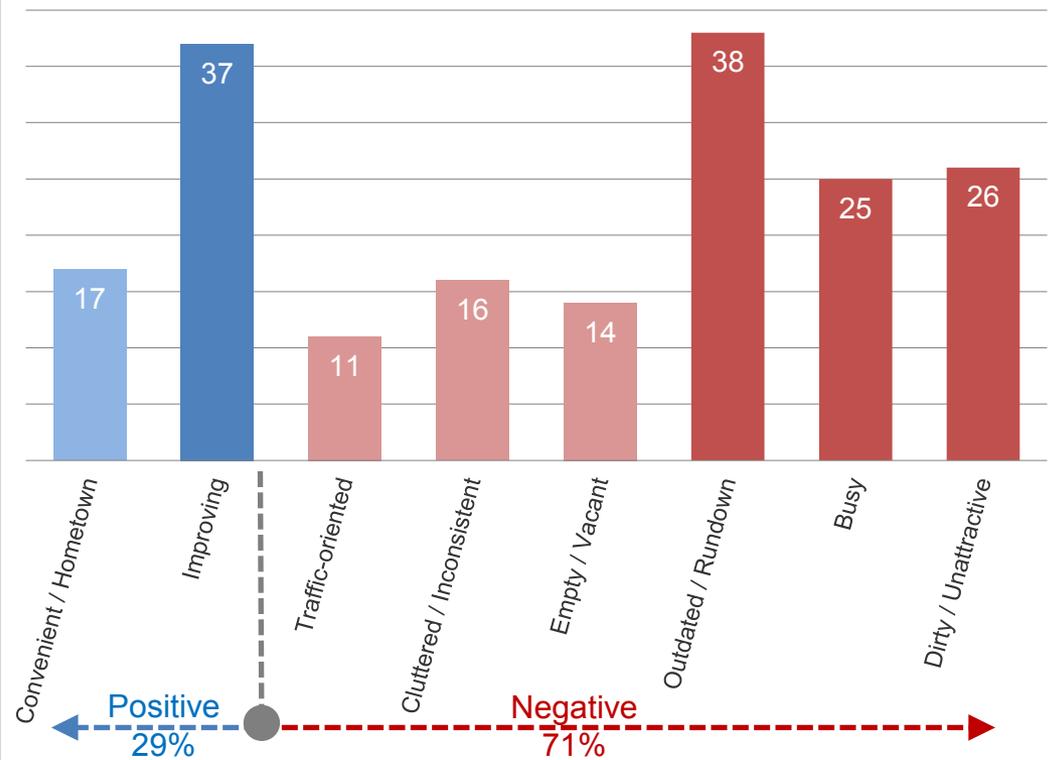
Existing:

- Bus Route** (# = route)
- Transit Center**
- MetroPark Access Point**

Infrastructure: Lorain Road

Source: Resident Survey

“Describe your impression of Lorain Road in ONE word.”



As the **major East-West Connector** in Fairview Park, Lorain Road runs connects three of the five Focus Areas, East, West and Downtown. It also is a major route in both of the neighboring cities of Cleveland and North Olmsted. As one of the widest, most highly trafficked streets in the city, Lorain is keystone of multi-modal access, with near continuous sidewalks on both sides, two vehicular lanes in each direction, bus routes, and on-street parking. To be such a prominent street in the city, the significance of its quality and appearance to both residents and visitors is vital. When asked in the resident survey to “**Describe your impression of Lorain Road in ONE word.**” the majority of the responses could be grouped into negative descriptions. However when asked “**Do you ever walk or bike along Lorain Road?**” a overwhelming amount stated that they did use Lorain Road for access. This shows the dichotomy of Lorain Road as a major thoroughfare, **centrally important to the connectivity of the city**, but although favored by use, it is not favored in appearance or public opinion. This was further demonstrated with the follow-up question “**Why don’t you walk or bike along Lorain Road?**” All the responses that came of this fell in line with negative overall impressions related by the first question, suggesting that residents may not use Lorain Road to its full potential based on their opinion of it.



Source: Resident Survey

When asked: **“Do you ever walk or bike along Lorain Road?”**

HALF of the survey respondents **walk or bike** along Lorain Road

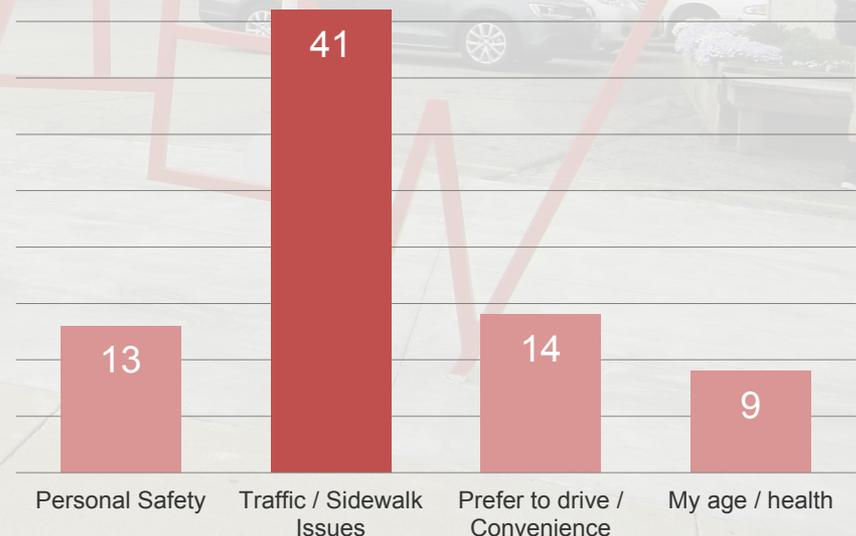
“How often?”



“Where do you go or what is the nature of your trip?”



“Why don’t you walk or bike along Lorain Road?”



Lorain Road is traveled by a large number of people as an **alternative transportation route**, utilized at least weekly by over 60% of walkers / cyclists and represents a legitimate mode of travel

Infrastructure: W 210th Street



Existing Roadway – W 210th Street



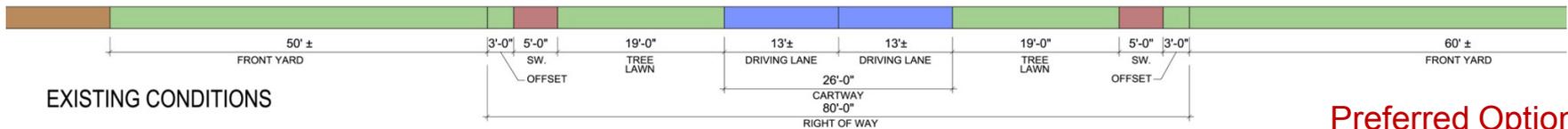
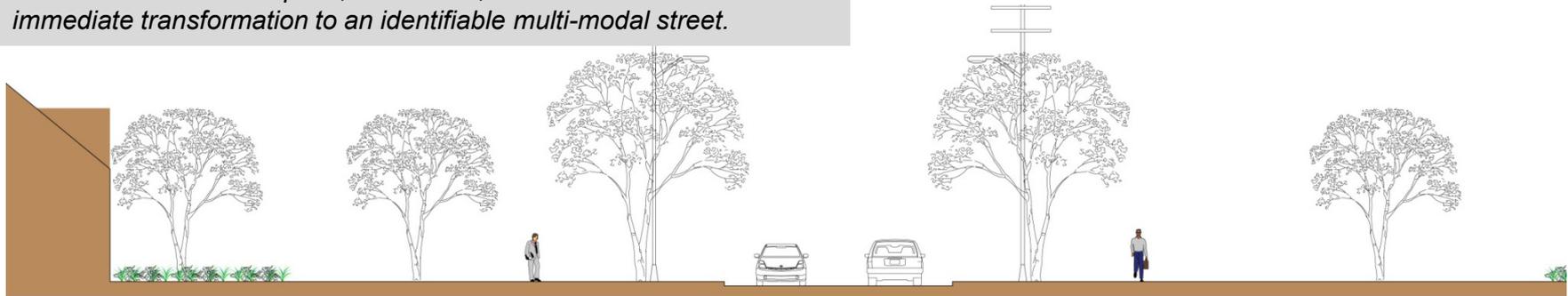
Bain Park Cabin

W 210th street plays an important role in Fairview Park’s street network. At the Northern edge of the city, W 210th Street begins at the intersection of Center Ridge Road – a commercial strip with considerable retail traffic – and Wager Road – a residential North-South corridor through Rocky River. It is a major connection for the city to its neighboring communities of Rocky River, Westlake, and Lakewood, as well as Interstate 90. W 210th Street is a wide connector street from the Northern Gateway Commercial District to the Downtown Core along Lorain Road. South of Lorain Road the street scale and traffic volume are of a residential nature, as it connects Downtown’s amenities to Bain Park and Rocky River Reservation.

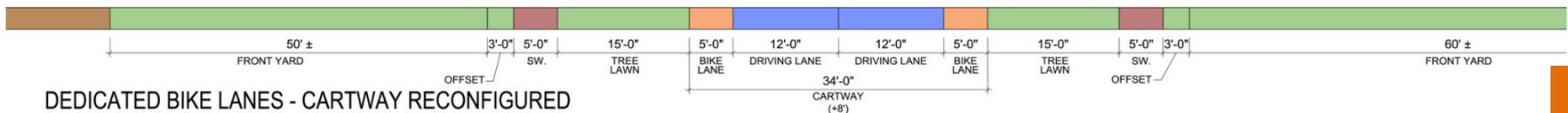
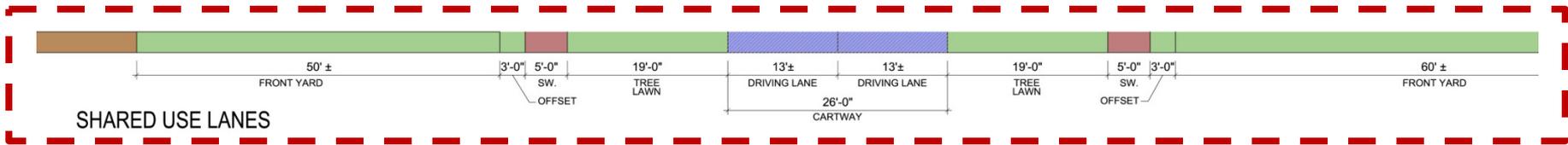
Since the scale, traffic and amenities connected north of Lorain Road makes biking potentially unsafe, treating all of W 210th as a bike friendly street may be challenging at first, particularly for a community that does not yet have bike infrastructure in place. Initially it is advisable to introduce the concept of biking on the roadways via shared use arrows or “sharrows” that encourage vehicular traffic to “share the road” with bikes. South of Lorain, the traffic and scale is much more residential and the locations connected more compatible with bicycling – high school, recreation center, library, parks, and the Rocky River Reservation which has an existing bike network. The opportunity to create a multi-modal connection from the reservation to Bain Park and Downtown Fairview Park through a residential neighborhood would enhance residents’ mobility and access to their own city – encouraging shorter trips to local amenities and exploration.

Several options were explored including: maintaining existing infrastructure and creating “shared use lanes” with “sharrows” that alert drivers of bike traffic; a multipurpose trail which could be an addition to the sidewalk allowing for pedestrians and bikers to share the trail rather than affect the roadway; or adding dedicated bike lanes in either direction that would require considerable infrastructure construction. The first option, “sharrows”, was chosen to allow for immediate transformation to an identifiable multi-modal street.

Pedestrian access across W 210th is equally as important as along the roadway. Intersections with pedestrian controlled traffic signals could make crossings safer and keep drivers alert.



Preferred Option



Infrastructure: W 220th Street



The companion to W 210th Street, W 220th stretches south from Brookpark Road to Lorain Road. Crossing over Interstate 480 south of Downtown, W 220th Street is one of only two roads that connects the Southern Gateway to the rest of the city (the other is Mastick Road). Defining the western edge of Downtown, W 220th meets Lorain Road just west of Fairview Centre, the major commercial strip along the corridor. North of the intersection is Gilles Sweet Elementary School, making it important for families with children. East and west of the roadway is primarily residential with a network of neighborhood feeder streets connecting the residential community back to this main north-south route. The center turn lane creates a wide 40' cartway allowing for uninterrupted traffic flow. This additional 14' compared to W 210th Street, allows for a larger set of multi-modal roadway options that don't require reconstruction. The street maintains narrow, 5' treelawns along its length on the public right of way, most of which do not have trees planted. Front yards and setbacks are consistent to a wide residential street, similar to W 210th Street.

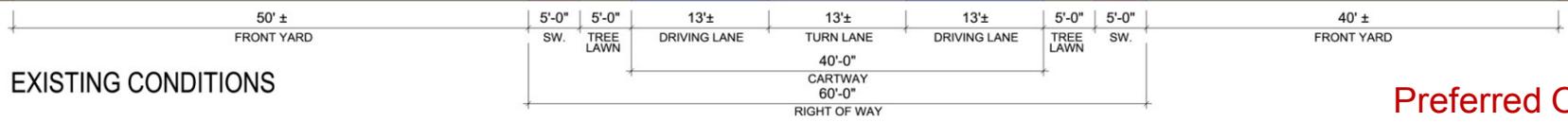
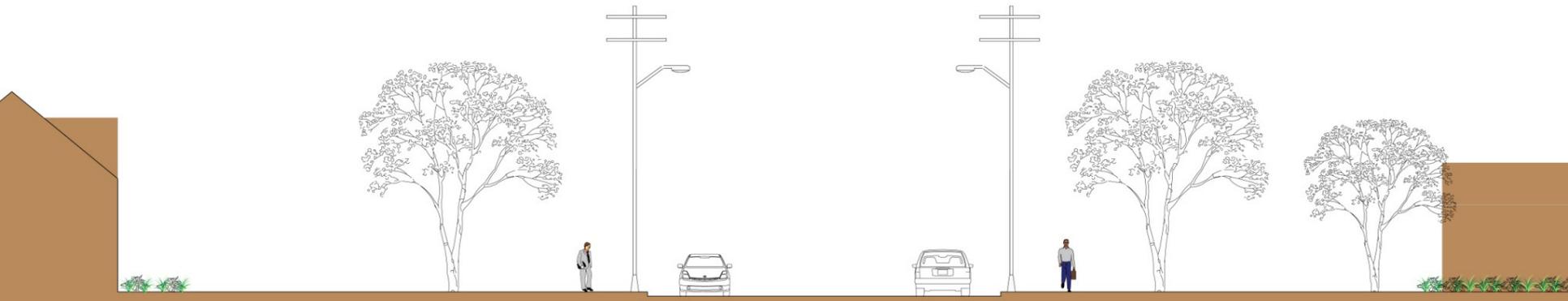


Existing Right-of-Way – W 220th Street

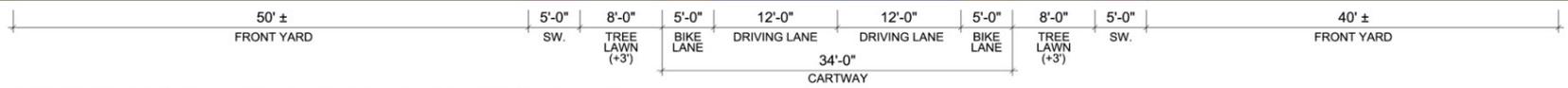
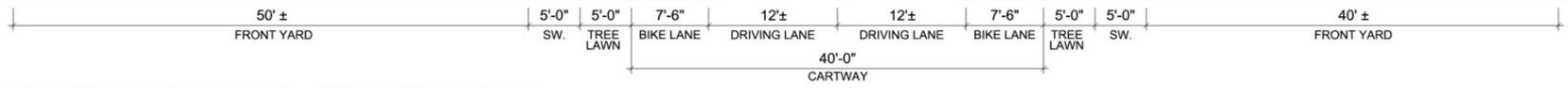
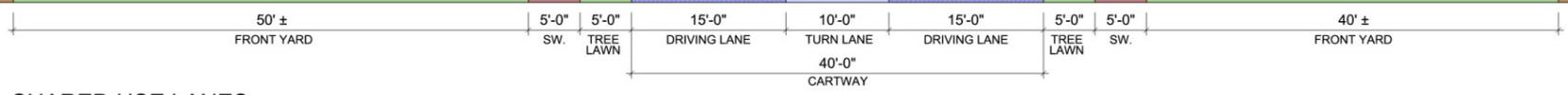


Existing Roadway – W 220th Street

Three options were explored to reconfigure W 220th Street to accommodate multi-modal traffic. Reconfiguring the lane widths and re-striping the roadway presents two options: elimination of the center turn lane and two bike lanes, one in either direction; or maintaining the center turn lane, but narrowing it and adding “sharrows” to the traffic lanes to alert drivers of bicycle traffic. “Sharrows” was selected as the initial preference since it heightens awareness and allows for bike traffic to occur without interrupting current traffic flows. A third option would aim at improving the overall street environment by reconstructing the roadway from 40' to 34' allowing for larger 8' tree lawns on each side of the street, creating the opportunity for shade trees for pedestrians. Removing the center turn lane would require a future traffic study.



Preferred Option

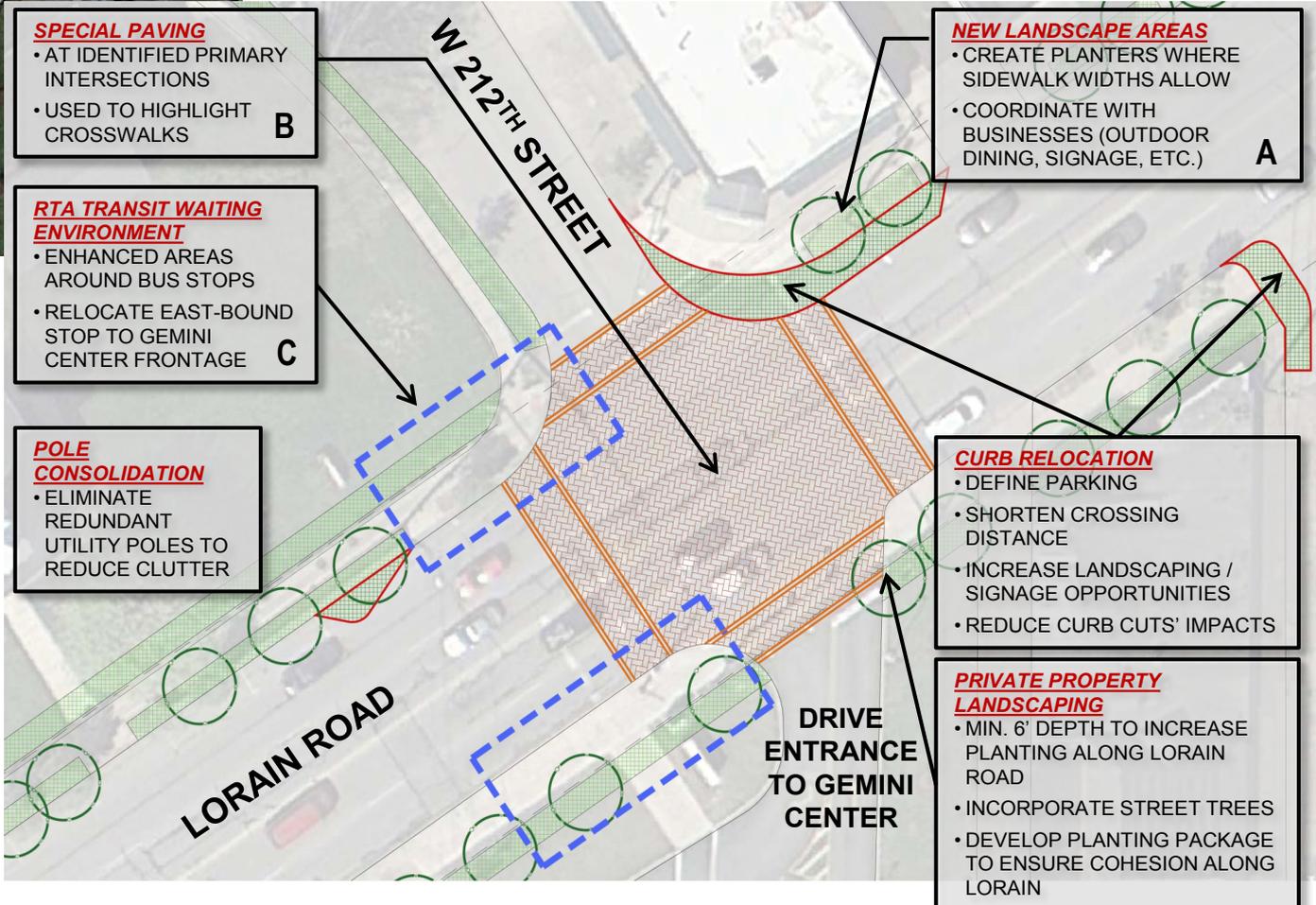


Infrastructure: Primary Intersections



Indicated on the City-Wide Connections map, several intersections are considered to be primary to the overall street network. These intersections have prominence based on their location, the amenities they connect and opportunity to highlight prominent features of the community. Pole & curb cut consolidation improves for pedestrian and visual access. Extending curbs can enhance the pedestrian experience and make crossing safer since parked cars will not block their visual right-of-way. Landscaping, signage, and special paving identifies the intersection's importance to pedestrians and drivers. Additional augmentations to bus stops called Transit Waiting Environments (TWEs) combined with pedestrian, vehicular and bicycle enhancements improve all forms of transit options and create multi-modal connection points.

 **Primary Intersections**
 Symbol on City-Wide Connections map (pg28)



A consistent treatment of primary intersections throughout the city adds to the cohesion of the overall external identity portrayed by the city. Internally, these intersections can illuminate community investments and areas of civic pride. This example shows the intersection at W 212th Street and Lorain Road. Potential enhancements to the Gemini Center could lead to new public space along the frontage, which can extend out and through this intersection.



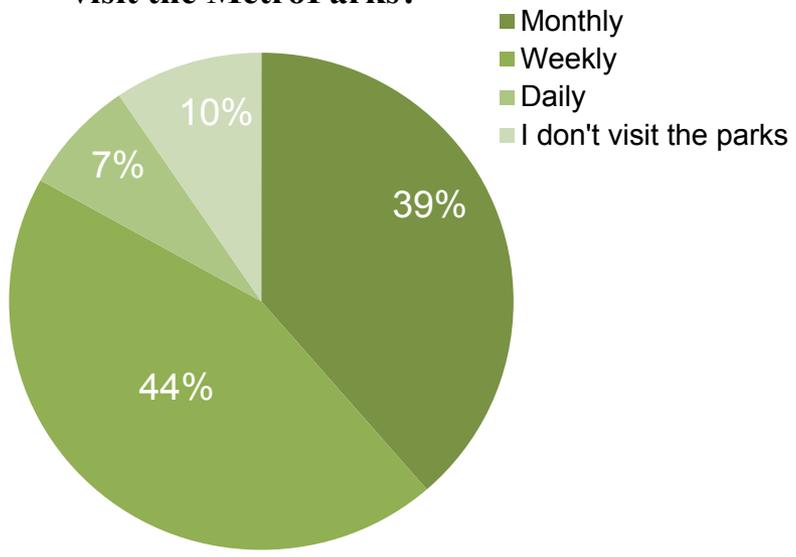
- A. New Landscaped Curb Bump Out – can provide streetscape amenities and pedestrian gathering space
- B. Special Paving at intersection and crosswalks calls attention to crossing; curb extension provides a shortened crossing distance for pedestrians
- C. Enhanced Bus Stop - Transit Waiting Environment



Accessing the Metro Parks

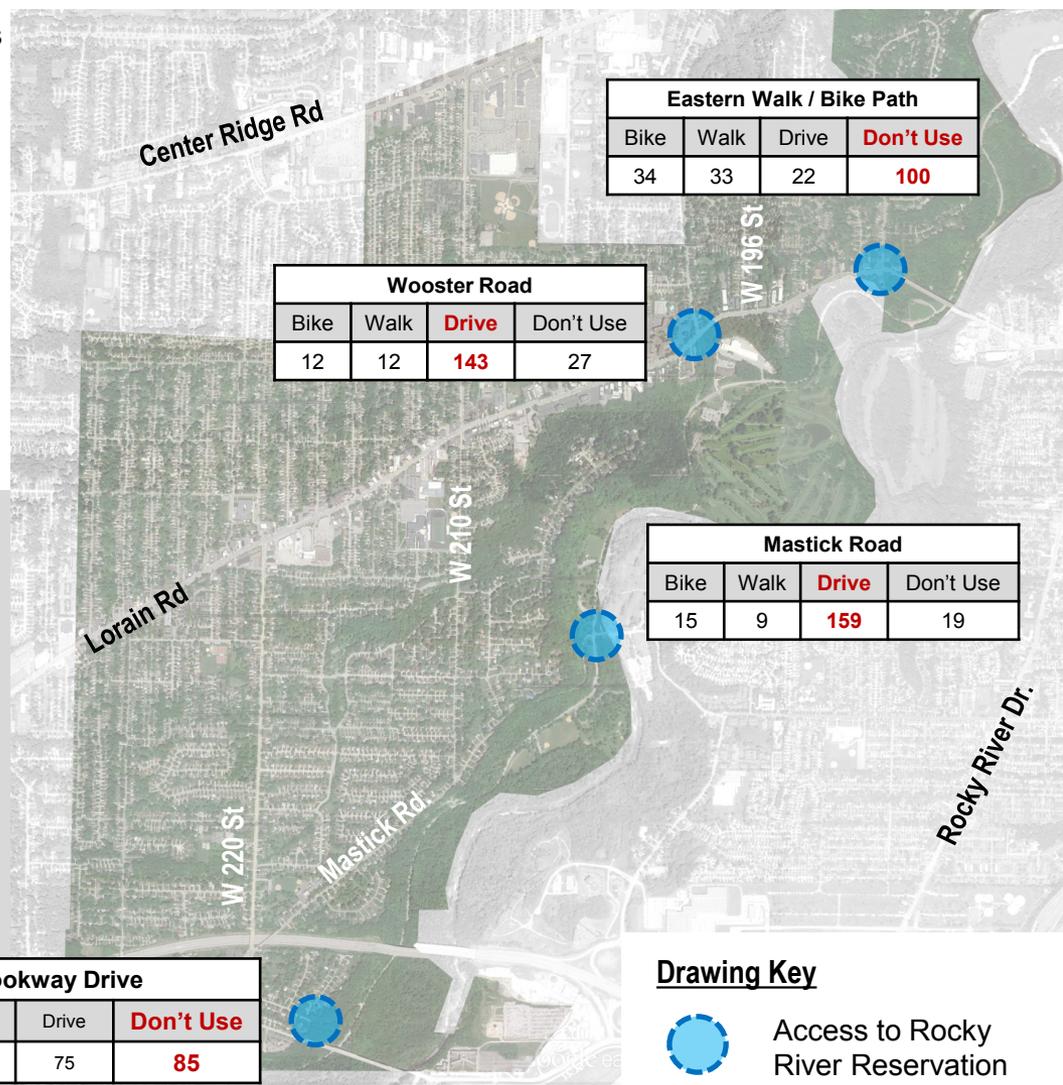
Source: Resident Survey

Weather permitting, how often do you visit the MetroParks?



Half of survey respondents visit the park at **least once a week.**

The MetroParks are significant assets and their value must be maximized, by improving access to attract new development. With four connections to Rocky River Reservation, Fairview Park has great connectivity to the park, and residents recognize it as a considerable amenity. **The opportunity remains to present Fairview Park externally as a gateway into the reservation**, particularly at the Eastern end where the only dedicated walk / bike trail in the immediate area meets Lorain Road.



Drawing Key

Access to Rocky River Reservation

City-Wide Initiatives

The county bicycle network is just one example of an opportunity to extend and improve the existing system within the city's limits through infrastructure improvements making it an accessible and memorable part of Fairview Park's Identity.



NOACA's 2009 Cuyahoga County Bicycle Transit Map

Fairview Park's identity needs to be represented internally and externally – by determining initiatives that encompass city-wide goals . By setting these directions, the city has the opportunity to capitalize on existing local assets and the greater region, making it identifiable and attractive to residents and visitors throughout the region.

City Wide Initiatives

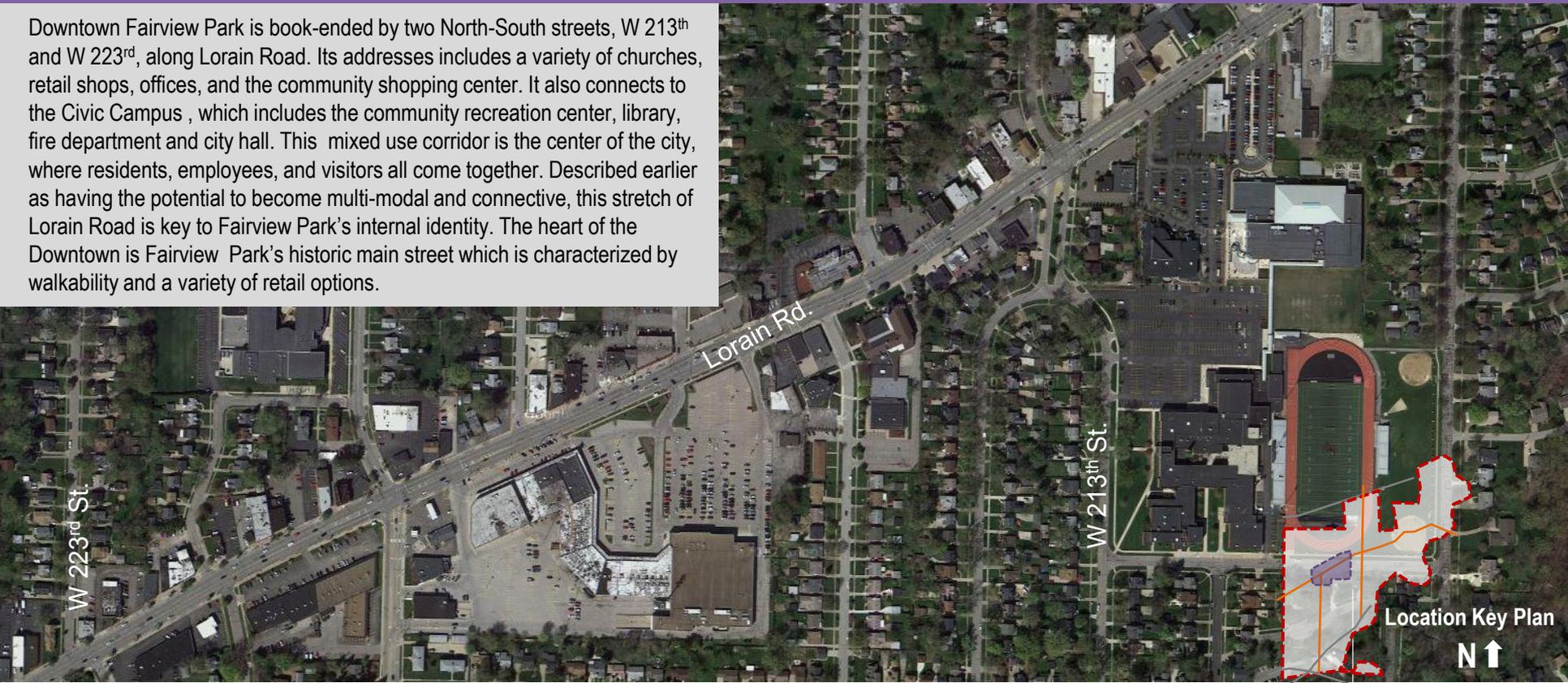
- A. Highlight special intersections with special crosswalks & paving
- B. Adopt a consistent and coordinated amenities package (benches, trash cans, bike racks, etc.)
- C. Emphasize property maintenance to improve value & perception
- D. Create a city-wide signage package (banners, gateways, way-finding, etc.)
- E. Establish marketing campaign / strategy for downtown Fairview Park

Infrastructure Initiatives

- A. Landscape the island at Mastick & W210th St. intersection
- B. Bain Park formal walking path that connects the Eaton Rd. trailhead with W210th St.
- C. Enhance bus stops
- D. City-wide resurfacing plan including traffic & maintenance impacts, and re-stripe & add shared pavement markings to W210th, W220th, & Lorain Rd.
- E. Maintenance & upkeep of sewers to reduce flooding

Downtown Core

Downtown Fairview Park is book-ended by two North-South streets, W 213th and W 223rd, along Lorain Road. Its addresses includes a variety of churches, retail shops, offices, and the community shopping center. It also connects to the Civic Campus, which includes the community recreation center, library, fire department and city hall. This mixed use corridor is the center of the city, where residents, employees, and visitors all come together. Described earlier as having the potential to become multi-modal and connective, this stretch of Lorain Road is key to Fairview Park's internal identity. The heart of the Downtown is Fairview Park's historic main street which is characterized by walkability and a variety of retail options.



Lorain Rd. Retail



Religious Organizations



Local Retail



Local Retail

Where is the **Center of Downtown Fairview Park?**

Source: Resident Survey

Fairview Center (38%)

Lorain Rd Between W210th & W220th (20%)

There is no Center (12%)

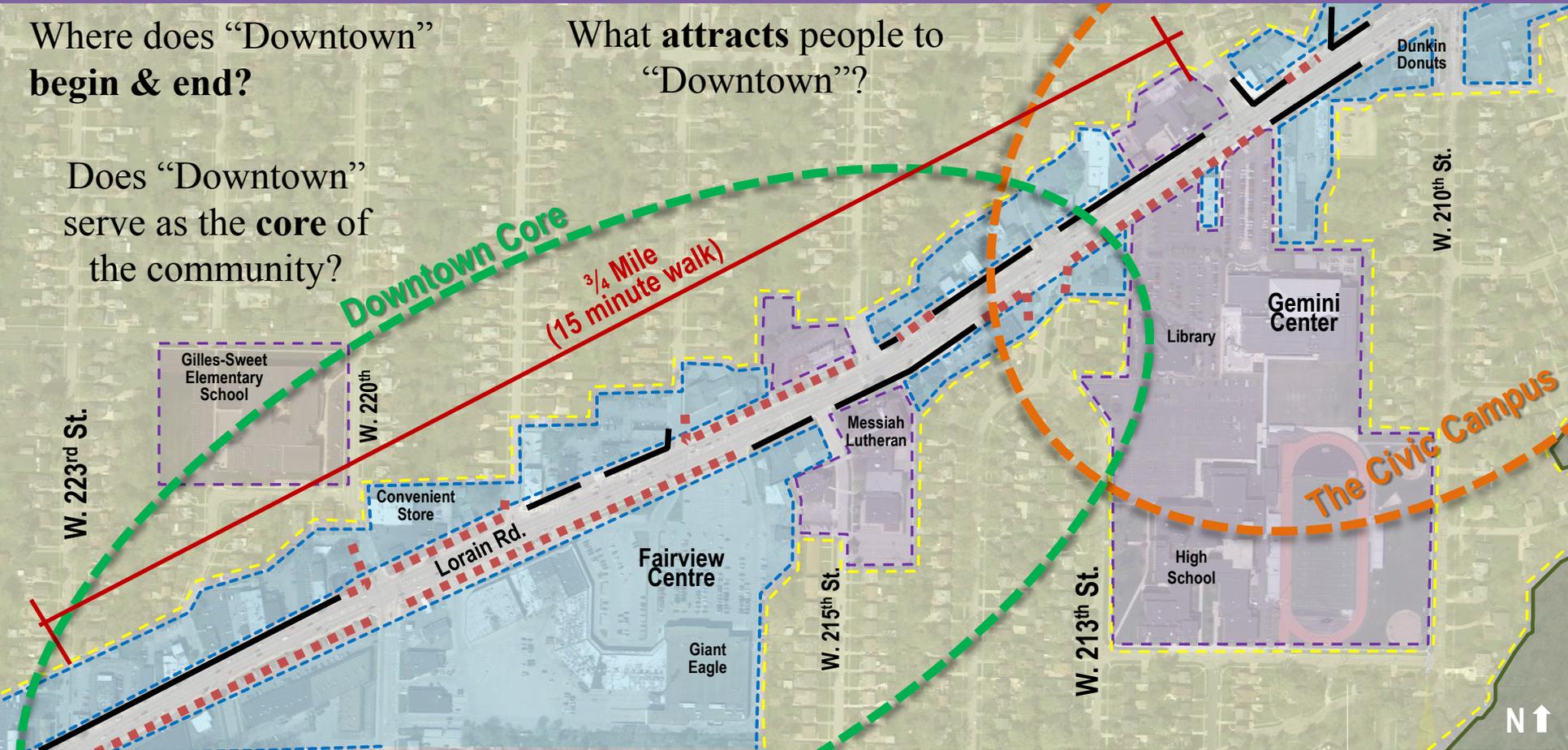
City Hall (7%)

Identifying “Downtown”

Where does “Downtown” begin & end?

What **attracts** people to “Downtown”?

Does “Downtown” serve as the **core** of the community?



Goals:

- Diminish impact of parking lots on the pedestrian experience to **promote walkability**
- Consider property acquisition to create combined parcels for redevelopment
- **Maximize Fairview Centre's** positive impact on Lorain
- **Highlight Gemini Center and Library Campus'** frontage along Lorain to emphasize strong connection to the City's Downtown Main Street

Drawing Key

- Building Frontage
- - - Parking Lot Frontage
- Commercial / Retail
- Single Family Residential
- Institutional / Civic

Total Frontage along Lorain: **6,840 lf.**
Building Frontage: **55%** (3,720 lf)
Parking Lot Frontage: **45%** (3,120 lf)



Downtown Core

Preserve

- A. Strengthen the character and community of Fairview Park's Commercial Center
- B. Reinforce important connections between Lorain Road and neighborhoods



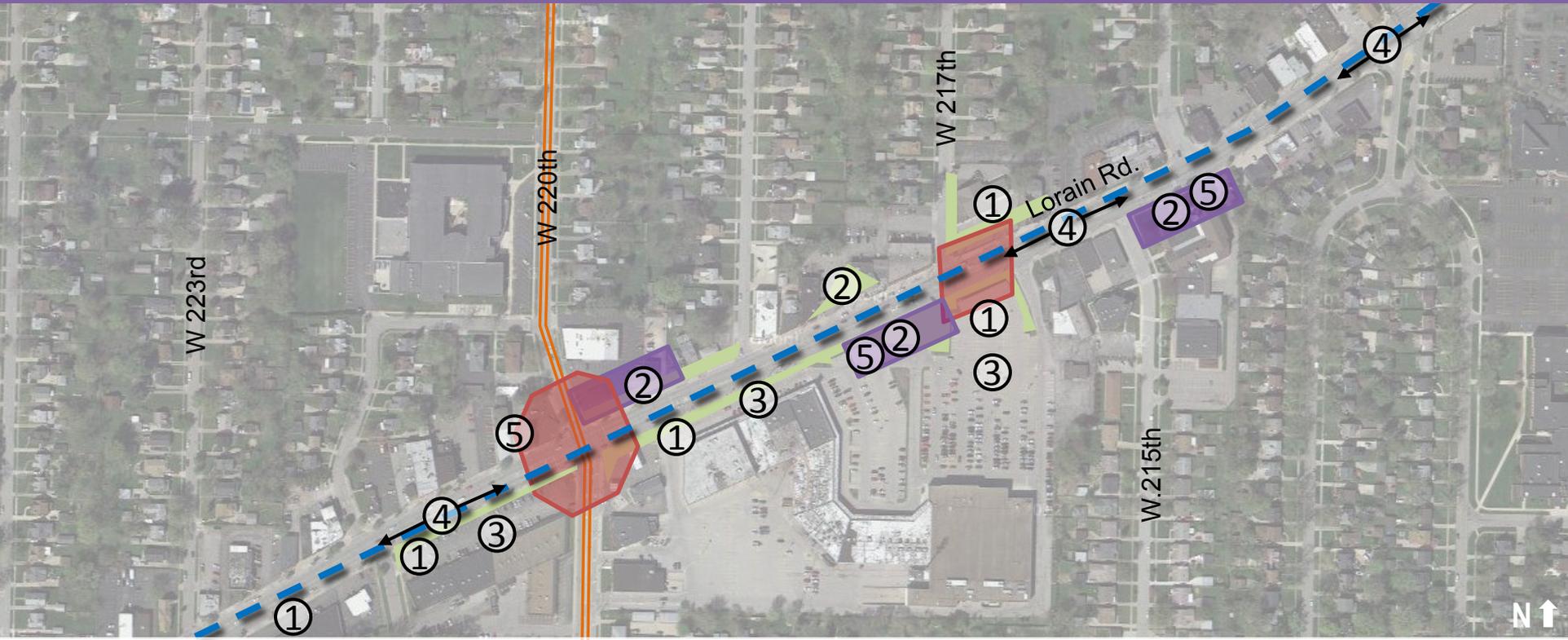
Enhance

An important part of the Downtown experience is the commercial centers, where residents gather to buy daily needs and goods. Enhancements made to Fairview Centre during the course of the master plan process played an important part in creating momentum for a neighborhood retail revitalization in Downtown's Core. Building off this investment, a combination of public and private upgrades can complete the corridor from W 213th to W 223rd streets.



1. **Public Art as Parking Lot Screening** – large parking frontages become an opportunity to complement streetscape efforts with public art that can showcase community talents and provide additional amenities like seating, bike racks, trash cans, etc.

Neighborhood Retail Center



2. **Streetscape Amenities Package** to create a consistent pedestrian experience throughout Downtown and complement existing efforts

3. **Alternative Parking** strategies like farmer's markets or shared parking lots can activate parking lots and create temporary uses that complement the commercial center

4. **Shared Use Lanes and Parking Buffer** emphasizes multiple types of transit and connectivity to the commercial

5. **Identify Opportunities for Public Art, Murals, Etc.** that celebrate the community and residents



The Civic Campus

Preserve

- A. Protect the Historic Core of Downtown
- B. Build on Lorain Road's existing walkability
- C. Maintain the economic development momentum



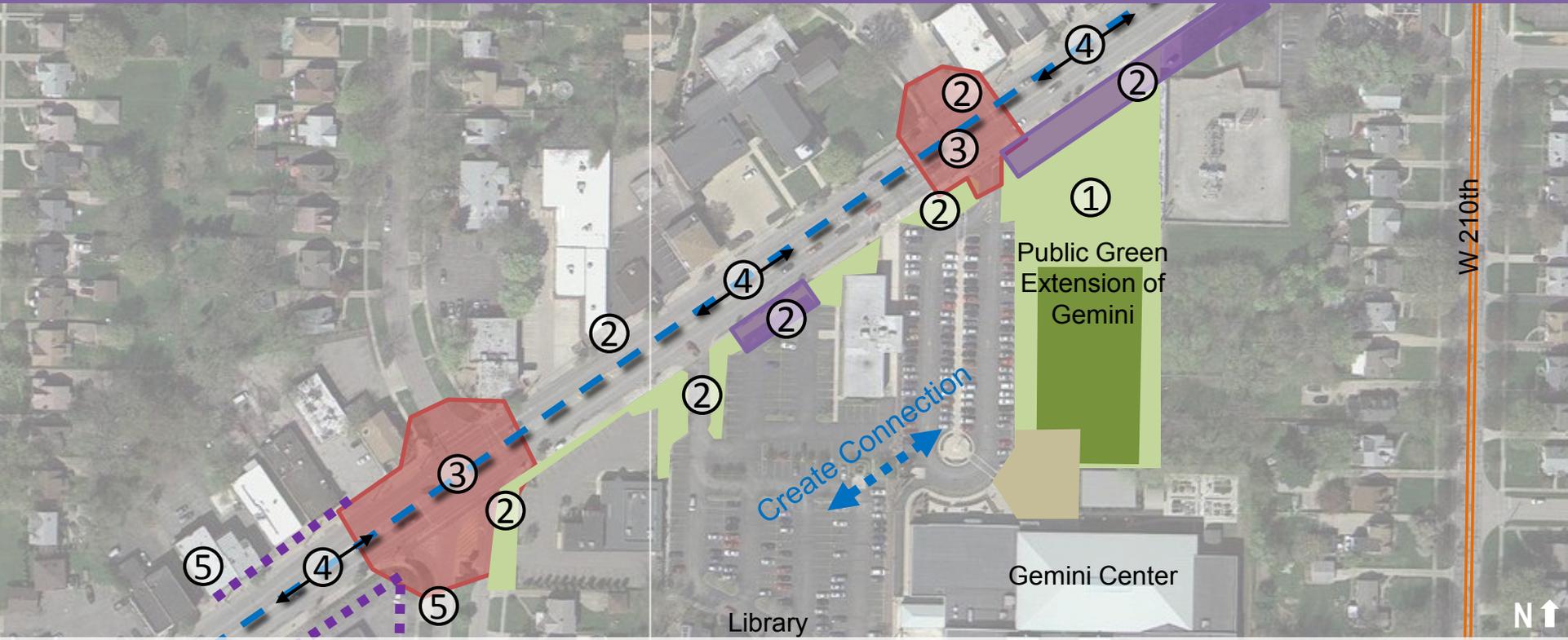
Enhance

The amenities clustered at the eastern end of Downtown draw a significant number of residents to the city's core. The large public institutions combined with infrastructure investments allows the creation of a Civic Campus where residents can come together as a community. The enhancements in this area aim to promote city pride and internal identity.

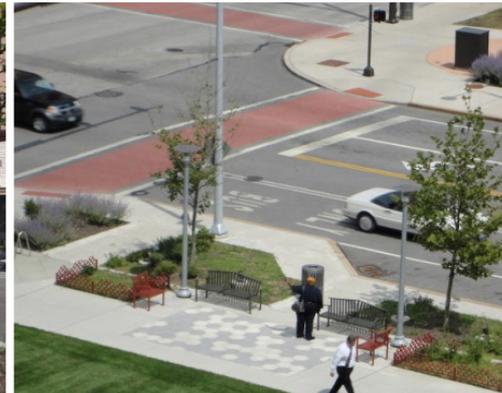
1. **Flexible Community Recreation Space** – By opening up the property in front of Gemini Recreation Center, an opportunity is created to make a public green that extends the building's presence to Lorain Road. This space could be flexible in nature to allow for a range of outdoor activities: community movie night, festivals, fairs, speeches, play fields for recreation center programs and park space.



Enhancing Internal Identity



- 2. **Streetscape Amenities & Public Art** to create a consistent pedestrian experience throughout Downtown and complement existing efforts
- 3. **Crosswalk & Intersection Enhancements** that shorten crossing distances and draw attention to important moments along Lorain Road.
- 4. **Wayfinding & Signage** orients visitors, promotes walkability and encourages exploration of the city's amenities
- 5. **Storefront Renovations** update aging buildings and create a consistent aesthetic along the corridor.



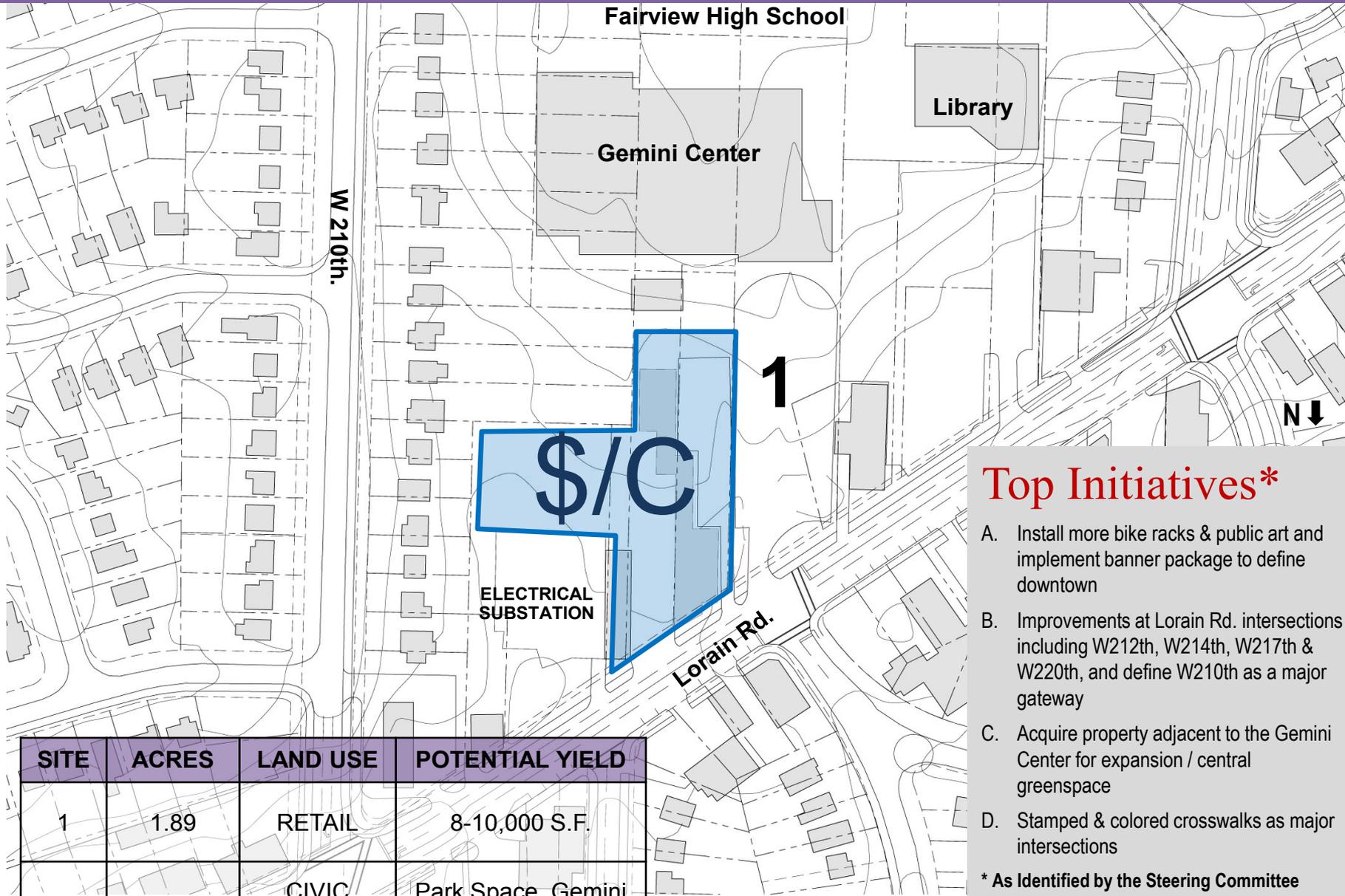
The Civic Campus

Grow

The key to creating a complete Civic Campus is the sense of arrival along Lorain Road. Capitalizing on the recent investments of the Gemini Center, the Library and High School, Site 1 establishes a presence on Lorain and defines Downtown's core community facilities. This site could become an extension of the Gemini Center – as discussed in Enhancement #1 – or could eventually be developed as retail.



Expanding Lorain Road Development



- ## Top Initiatives*
- A. Install more bike racks & public art and implement banner package to define downtown
 - B. Improvements at Lorain Rd. intersections including W212th, W214th, W217th & W220th, and define W210th as a major gateway
 - C. Acquire property adjacent to the Gemini Center for expansion / central greenspace
 - D. Stamped & colored crosswalks as major intersections
- * As Identified by the Steering Committee

SITE	ACRES	LAND USE	POTENTIAL YIELD
1	1.89	RETAIL	8-10,000 S.F.
		CIVIC COMMONS	Park Space, Gemini Frontage



Western Gateway



The western edge of the city, defined only by a small pole sign, is often considered underserved and poorly delineated from neighboring North Olmsted. The aging retail district has held a place in the consumer culture of the residents for generations and should be celebrated as part of Fairview Park's Lorain Road corridor.

Empty lots mix with well-maintained historic renovations, and dated storefronts. Parking lots front the main street with little screening, adding to the inconsistency of the streetscape. North and south of Lorain Road is a consistent single family housing stock, similar to the city-wide typology. Aberdeen Commons and Morton Park enhance the variety and culture of the neighborhood.



Retail on Lorain Rd.



Vacant lots on Lorain Rd.



Western border of the city



Residential Stock

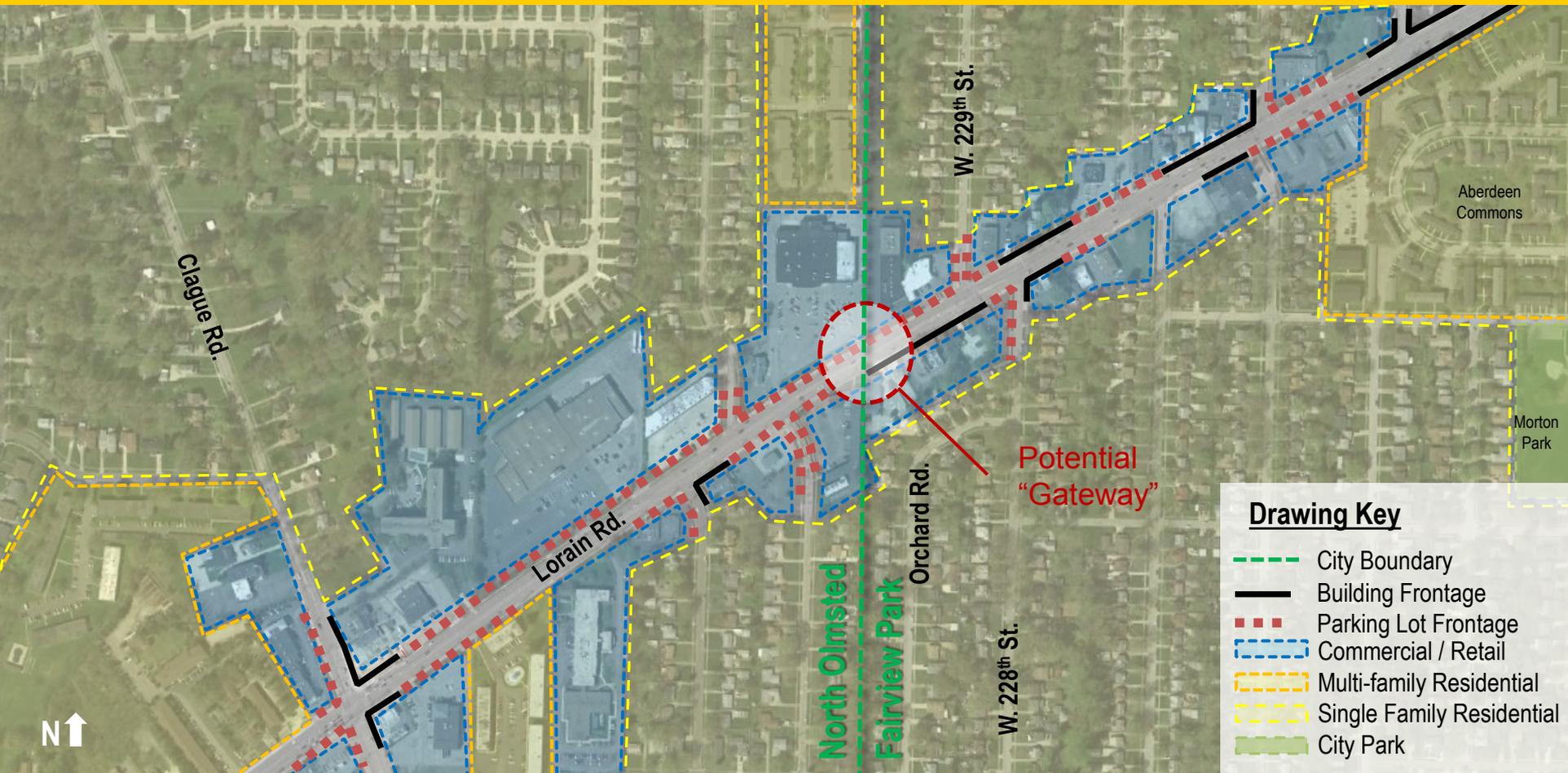
What is your first impression of Fairview Park when you enter from the West?

Source: Resident Survey

Positive (23%)

Neutral (11%)

Negative (66%)



Goals:

- Create **signage / gateway component** with landscaping, other elements
- Establish **frontage standards** to provide a cohesive streetscape in Fairview Park that differs from North Olmsted
- Engage with building owners to create **consistent building renovation or awnings** to help overcome the awkward building alignment with Lorain Road

Total Frontage along Lorain*: **4,920 lf.**
 Building Frontage: **43%** (2,125 lf)
 Parking Lot Frontage: **57%** (2,795 lf)
 *In Fairview Park

Preserve

- A. Maintain area as retail district & continue to encourage new growth
- B. Protect prominent amenities and businesses
- C. Encourage residential accessibility to local resources
- D. Preserve safety and quality of neighborhoods and school zones



Enhance

The Western is a primarily retail corridor whose border is often overlooked. Along the main vehicular thoroughfare of Lorain Road, the western edge of the city has the opportunity to clearly announce the transition from North Olmsted to Fairview Park. With signage, change of streetscape treatments and visual cues this can easily be achieved and will set the stage for other future enhancements and growth by both the private and public sectors. More than any other gateway, the Western has the need to reinforce a solid public-private partnership – particularly when public right-of-way is limited and private property can be maximized along its street frontage.



1. **Establish an entry gateway** that announces arrival to a new community at the otherwise undistinguishable transition point

2. **Public Art / Green Screening of parking lots** to establish street edge and enhance pedestrian experience.

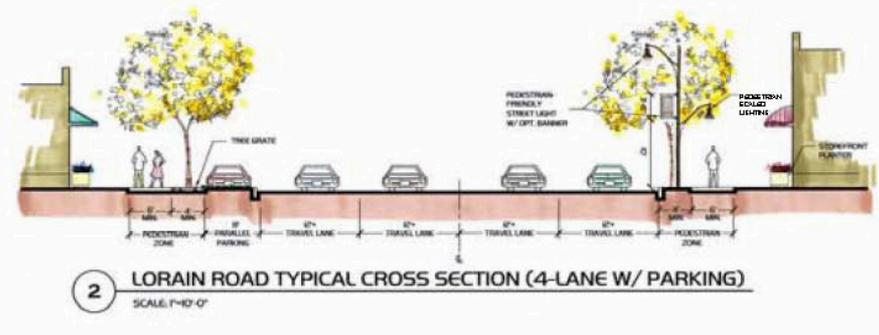
3. **Nurture partnerships in public ROW & private frontage** by offering assistance in streetscaping initiatives, coordination of treatments and maintenance



Western Gateway

Grow

The direction of growth in the Western Gateway is a topic that has been explored by the City of Fairview Park. In 2008, the city teamed with the Floyd Browne Group and NOACA to create a Transportation for Livable Communities Initiative (TLCI) to study the Lorain Road Streetscape from W 222nd to the western border of the city. This analysis took an in-depth look at the composition of the main roadway, inventorying businesses, parking, bus stops, vacancy, lighting, traffic, signage, landscaping, right-of-ways, curb cuts and sidewalk conditions. From this, the streetscape plan presented a series of initiatives and standards to form a consistent set of guidelines for the city to implement. To fund the project a combination of private investment, city funds, and implementation grants were proposed. Fairview Park continues to work towards the goals set forth by this planning process and no further growth initiatives were required to maximize the potential of the Western Gateway.



13 WEST 227th STREET to WEST 226th STREET IMPROVEMENT AREA

Lorain Road Streetscape Improvements
CITY OF FAIRVIEW PARK, OHIO

STREETSCAPE PLAN
Date: May 2007
Job No.: 060007000

Source: NOACA – 2008 TLCI

Top Initiatives*

- Determine property frontage / storefront standards
- Continue implementation of streetscape master plan (2008)
- Gateway Signage and Identity Package at the entrance to the city

* As Identified by the Steering Committee



Lorain Road Streetscape Improvements

CITY OF FAIRVIEW PARK, OHIO

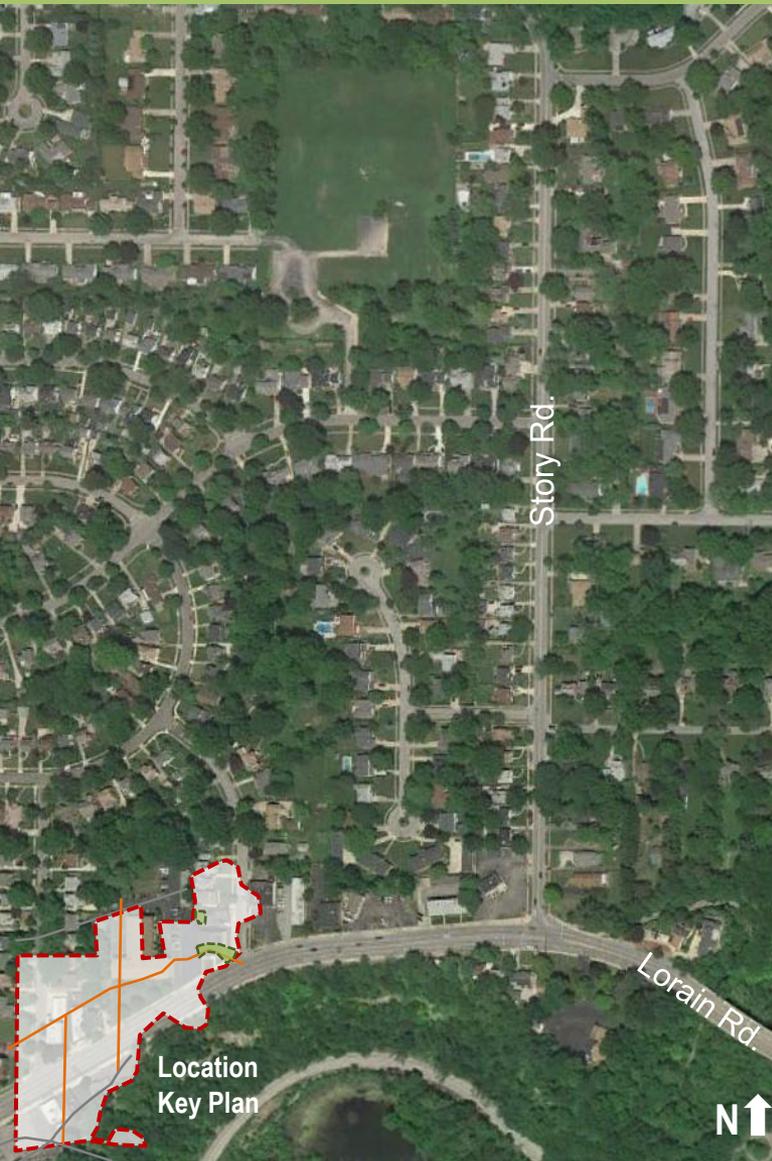
STREETSCAPE PLAN

Date: May 2007
Job No.: 06.50707.010

NorthEast Ohio
 330.375.1200
 330.375.0400 fax
 330.375.7437



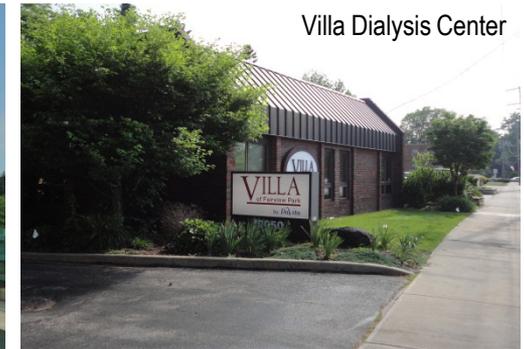
Eastern Gateway



This “green gateway” connects Fairview Park to the City of Cleveland, Kamm’s Corners Neighborhood on Lorain Road with a bridge spanning over Rocky River and the Metro Parks Reservation, offering a glimpse of natural beauty in an otherwise inner-ring environment. This entrance into Fairview Park creates a physical and visual break, framing the gateway condition. The first real sense of Fairview Park occurs as Lorain Road bends North towards its intersection with Story Road, a residential street. Businesses, single family homes and multi-family buildings follow Lorain Road’s edge towards downtown, while the surroundings are primarily residential. Resident feedback, while overwhelming positive, offers potential opportunities for this Focus Area, with comments stating that the transition is not really emphasized and the need to create a true gateway into Fairview Park exists, particularly with the underutilized pedestrian / bike connection to the park.



Lorain Road Bridge



Villa Dialysis Center



Multifamily Housing



Veteran's Plaza

What is your first impression of Fairview Park when you enter from the East?

Source: Resident Survey

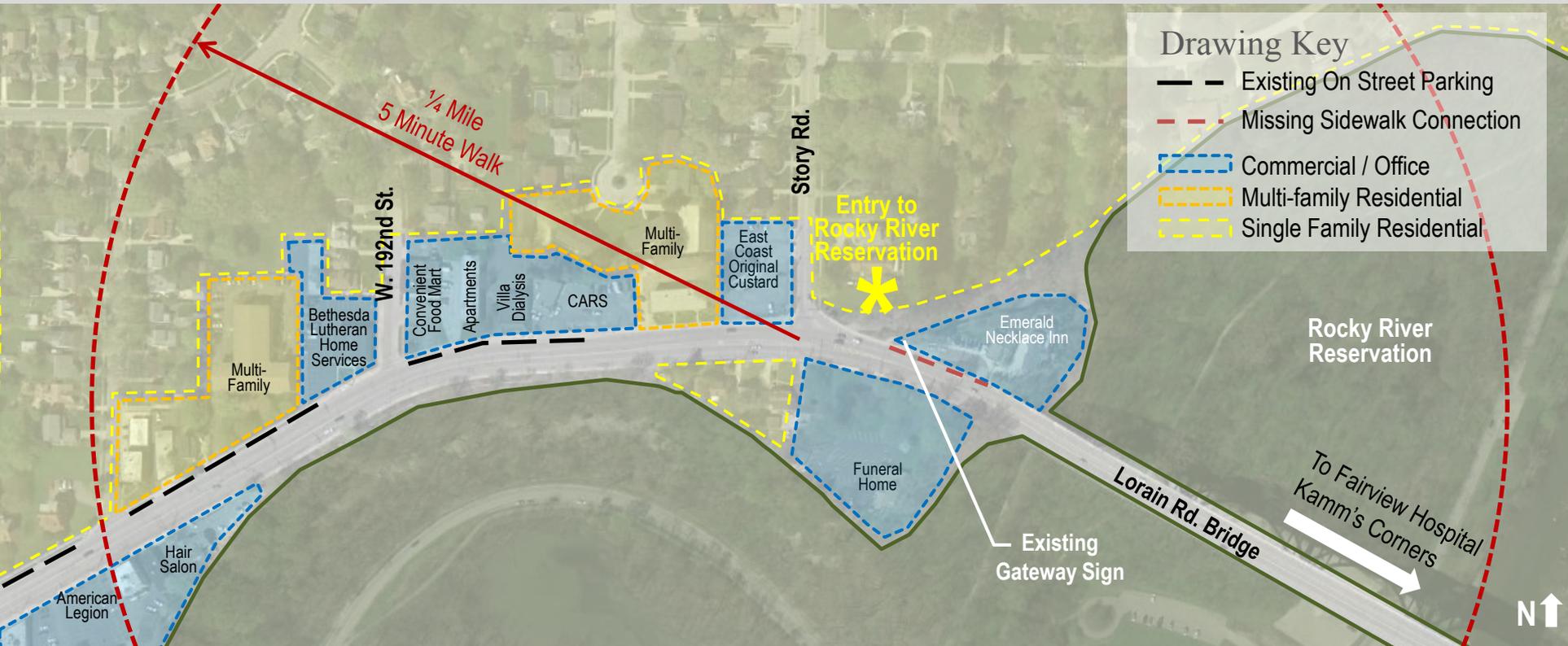
Positive (74%)

Neutral (11%)

Negative (15%)

Goals:

- **Punctuate end of Lorain Road bridge** with investments that reflect character of Fairview Park
- Determine land uses that have the potential to draw people out of the park to patronize businesses with ***focused and maximized redevelopment opportunities***
- Redefine the ***transition experience*** into the City with new and relocated signage, wayfinding elements and visual connections to the Rocky River Reservation
- Increase ***accessibility*** with continuous sidewalks, crosswalks and public parking (on-street) within a 5-minute walk of park entrance



Eastern Gateway

Preserve

- A. Protect local / identifiable businesses
- B. Uphold the direct walkability from residential neighborhoods to the Rocky River Reservation
- C. Maintain density and mixed use along Lorain Road
- D. Build upon existing identity & signage
- E. Celebrate the Natural Gateway



Enhance

The eastern entrance to the city has the potential to build on the existing amenities at the intersection of Lorain Road and Story Road. Connections to nature can tie in with neighborhood identity and create a gateway into Fairview Park that promotes community assets, accessibility and engagement.

1. Incorporate city-wide streetscape elements that promote a cohesive vocabulary throughout.



2. Create a trailhead at the pedestrian / bicycle entrance to Rocky River Reservation. In cooperation with MetroParks, design gathering space, multi modal access, wayfinding and entrance that celebrates the park connection.

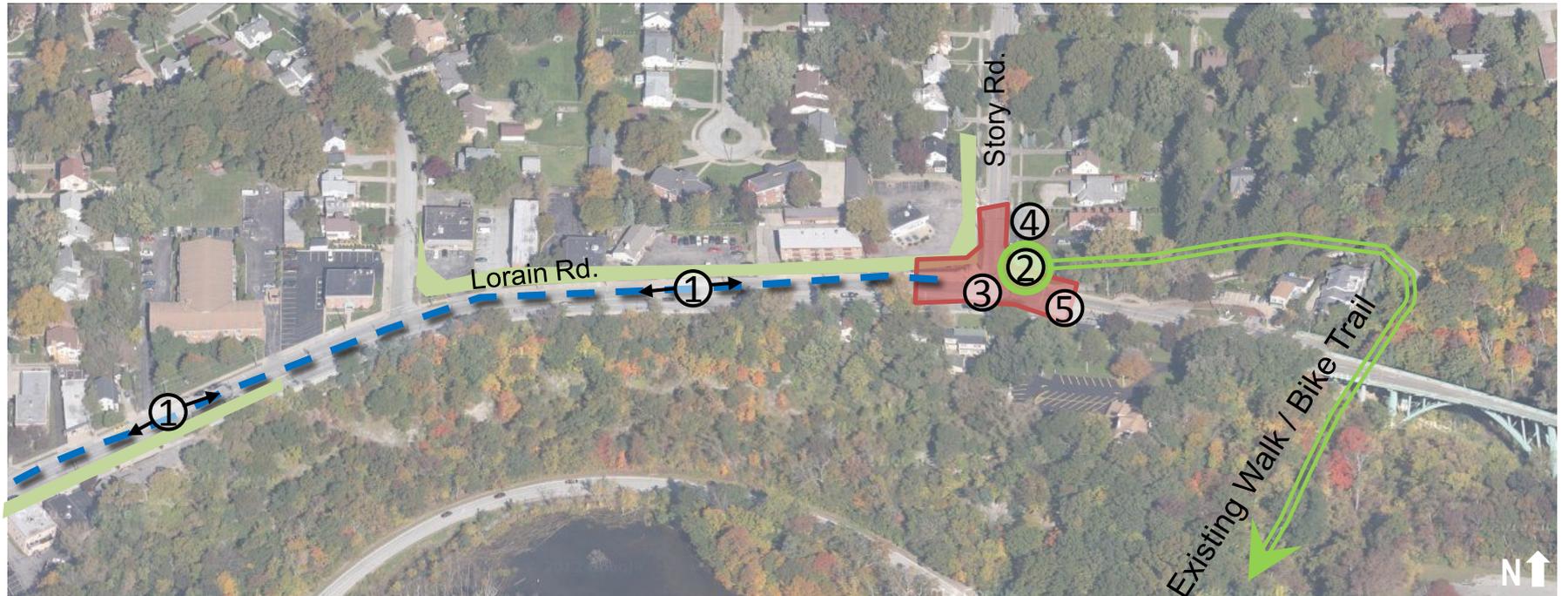
3. Improvements to the intersection will mark it as an important entry into the city and focus the scale on pedestrians.



4. New entry signage to the reservation that incorporates natural elements will connect the neighborhood to the park and add prominence to the trail.



5. Adding a landscaped median to Lorain Road can calm traffic at the intersection, making it visually more appealing and safer for walking and biking.

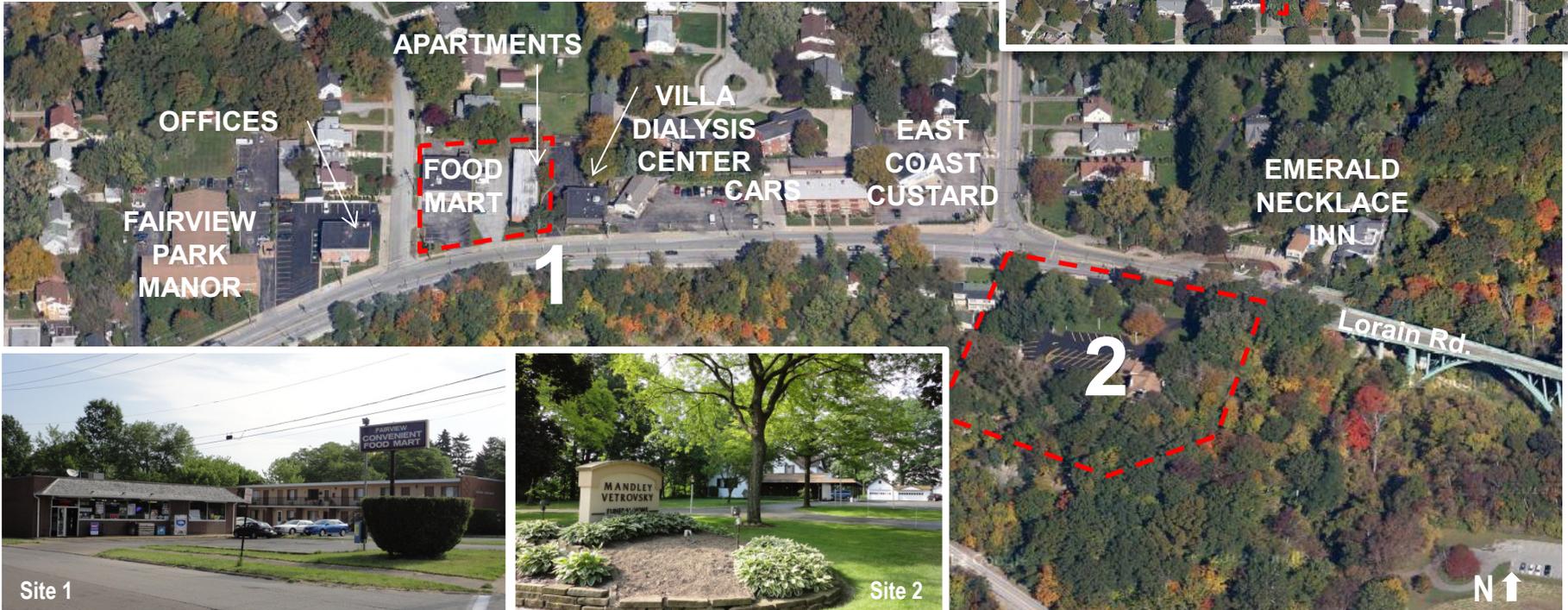
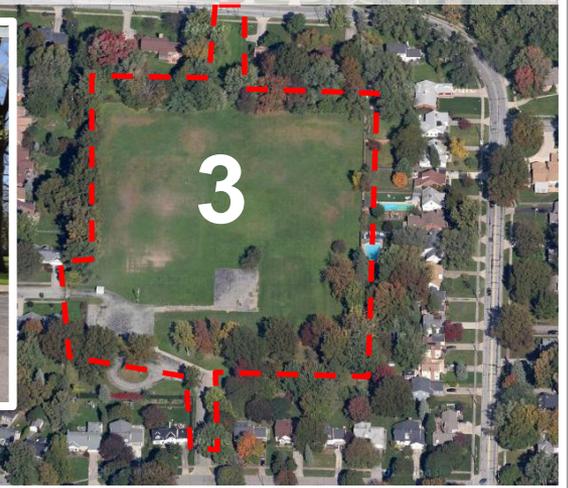


Eastern Gateway

Grow

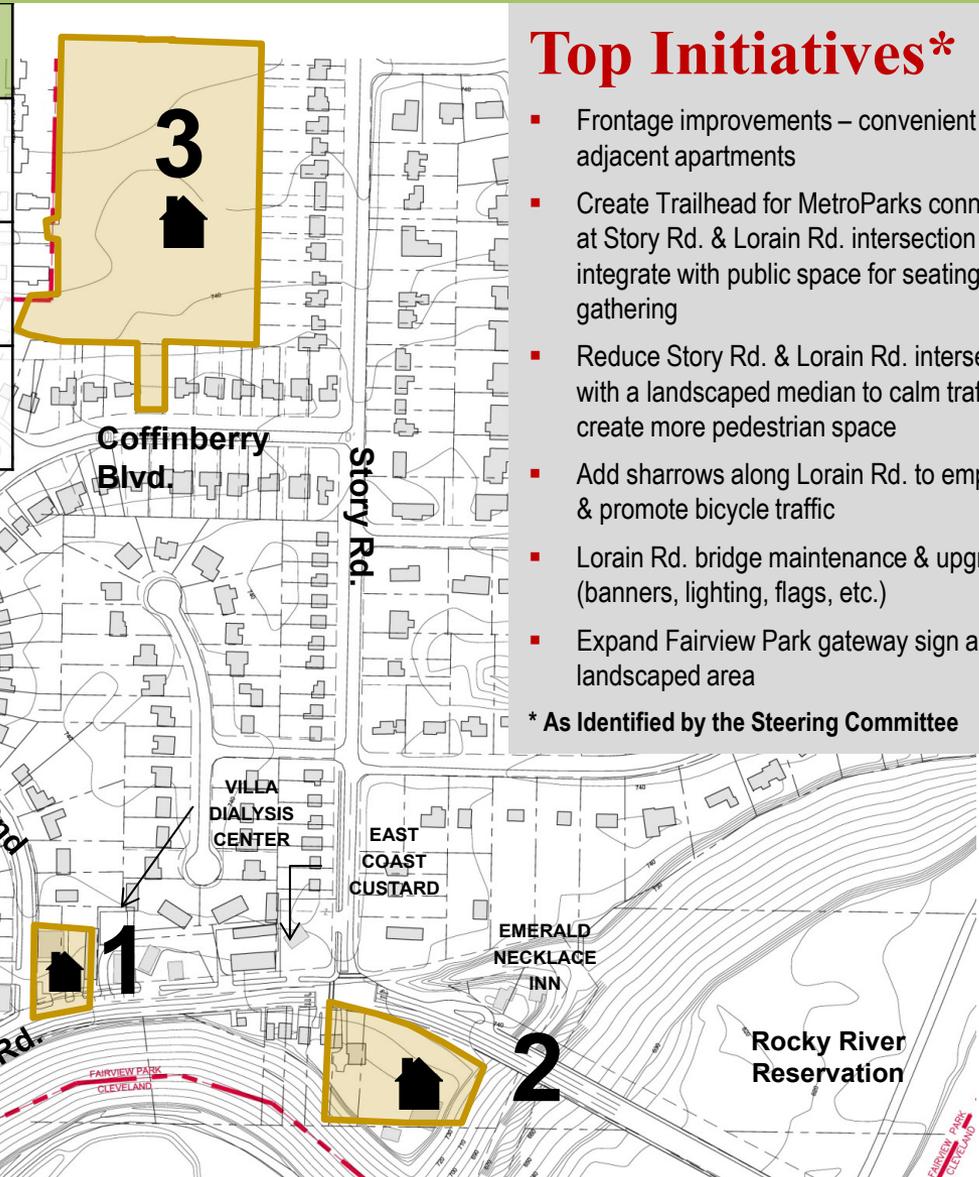
In this predominately residential section of Lorain Road, three sites were identified that offer opportunities for additional housing development. Site 1 currently has an aging apartment building and convenience store which, if consolidated, would potentially yield 6-8 townhomes, complementing the busy corridor. Overlooking Rocky River Reservation, Site 2 offers considerable opportunity for redevelopment as luxury housing. To the north, Site 3 is the former location of Coffinberry school, which was demolished as part of the Gemini Plan. Its location and intimate residential surroundings encourage additional single family homes. This site has been rezoned for individual home development.

COFFINBERRY SITE



Strengthening the residential community

SITE	ACRES	LAND USE	POTENTIAL YIELD
1	0.6	OWNER-OCCUPIED HOUSING	6-8 townhomes
2	1.6	OWNER-OCCUPIED HOUSING	12-16 townhomes
3	6.5	OWNER-OCCUPIED HOUSING	15 single family homes (per 2005 Master Plan)



Top Initiatives*

- Frontage improvements – convenient store & adjacent apartments
- Create Trailhead for MetroParks connection at Story Rd. & Lorain Rd. intersection and integrate with public space for seating & gathering
- Reduce Story Rd. & Lorain Rd. intersection with a landscaped median to calm traffic & create more pedestrian space
- Add sharrows along Lorain Rd. to emphasize & promote bicycle traffic
- Lorain Rd. bridge maintenance & upgrades (banners, lighting, flags, etc.)
- Expand Fairview Park gateway sign and landscaped area

* As Identified by the Steering Committee



Northern Gateway

Anchored by a regional shopping center, the Northern boundary of Fairview Park is a bustling commercial node. Promoting a variety of retail options, Westgate (2008) draws a large regional population of consumers to this edge of the city. Center Ridge Road, a busy, five lane corridor is a major East-West connector across Cleveland's western suburbs. A successful renovation of much of the retail stock has updated signage standards, setbacks, landscaping and building facades, leaving few looking dated and worn. Flanked by retail, an RTA transit center on Center Ridge Rd provides connectivity for local and regional shoppers, residents, and employees. Bordered to the North by the City of Rocky River, this section of Fairview Park is often misidentified, leaving many non-residents uninformed about these tremendous community assets.

Westgate



Center Ridge Retail



Bus Station



Center Ridge Retail



What is your first impression of Fairview Park when you enter from the North?

Source: Resident Survey

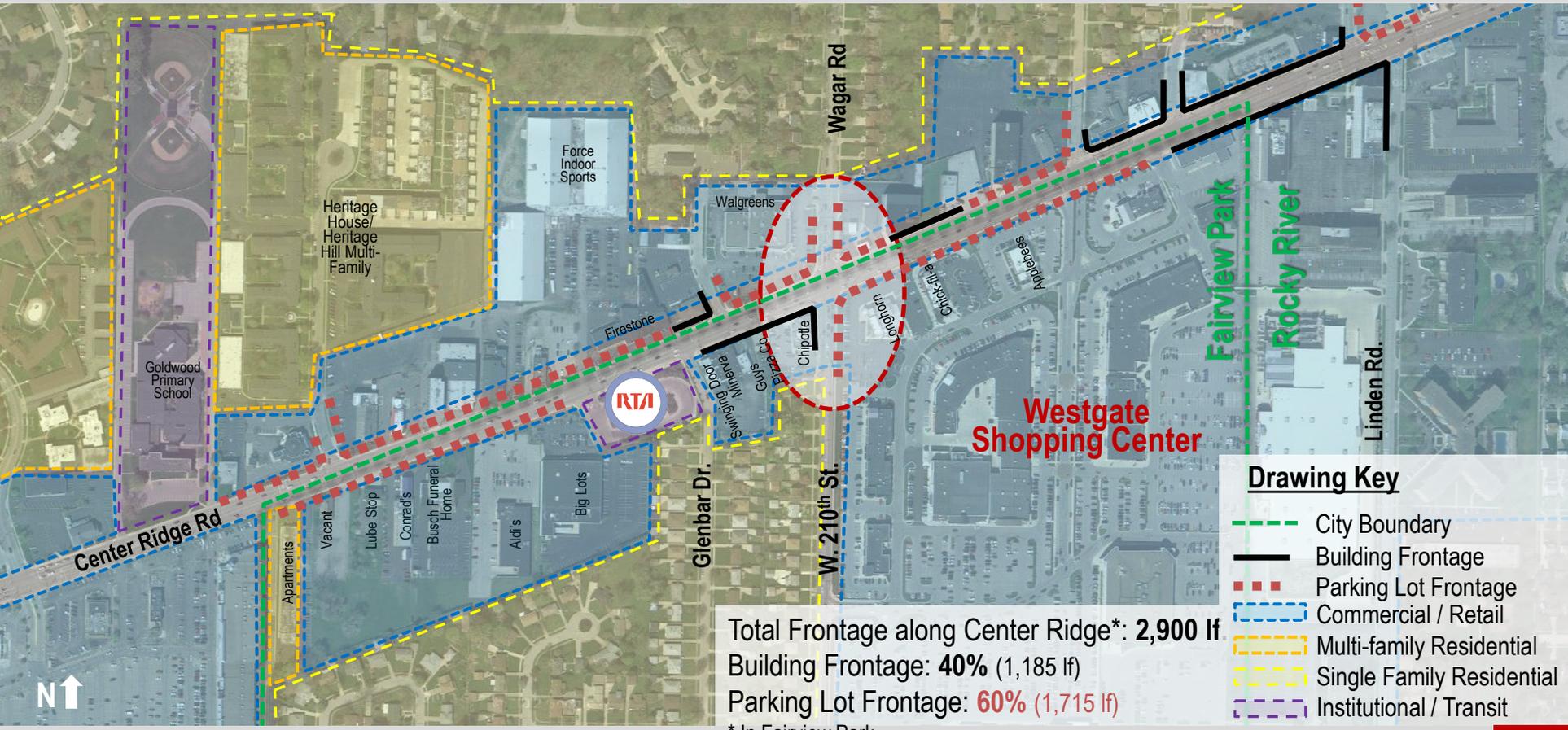
Positive (67%)

Neutral (20%)

Negative (13%)

Goals:

- **Maximize development** along Center Ridge Rd.
- Determine highest and best use for land
- Cluster investment around RTA Transit Center
- **Celebrate entrance into City** at Center Ridge & W 210th
- Consider proximity of single family homes
- Unify area as a commercial corridor



Northern Gateway

Preserve

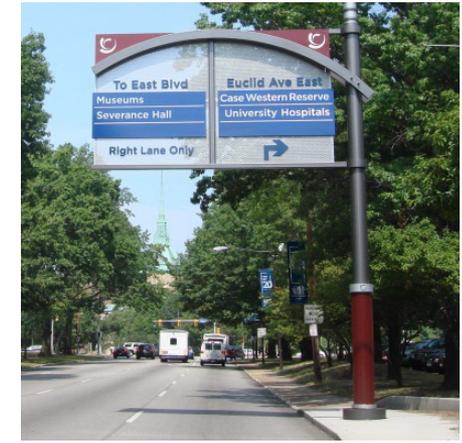
- A. Respect single family homes and neighborhoods along southern boundary
- B. Maximize retail district's potential along Center Ridge Road
- C. Continue design language established by Westgate Shopping Center



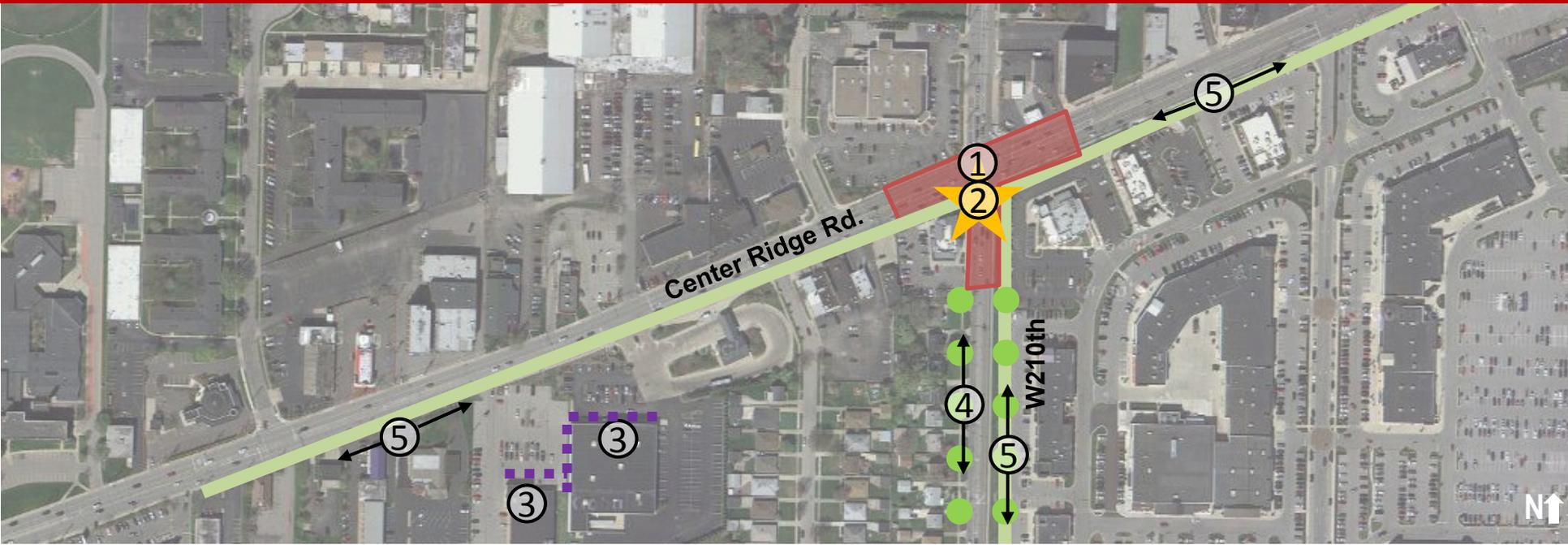
Enhance

This primarily commercial district has the opportunity to capitalize on the large number of consumers visiting the retail corridor and draw them into Fairview Park to discover the range of amenities the city has to offer. Potentially more than the other gateways, the north has the ability to capture and influence non-resident opinion of the city and shape Fairview Park's identity as a destination.

1. Add **gateway sign** that demarcates northern entry to Fairview Park



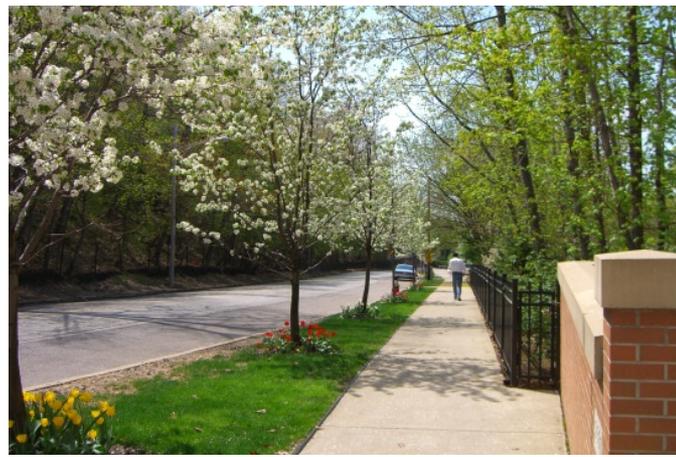
2. Create a **prominent intersection** with special paving, signage, and gateway amenities to introduce Fairview Park to consumers at the retail center.



3. Big Box Store Façade Renovations will update the existing retail amenities and provide a consistent commercial experience.

4. Street Trees along W 210th will complete the canopy that picks up south of the district and create a transition from a mixed use district to a residential street

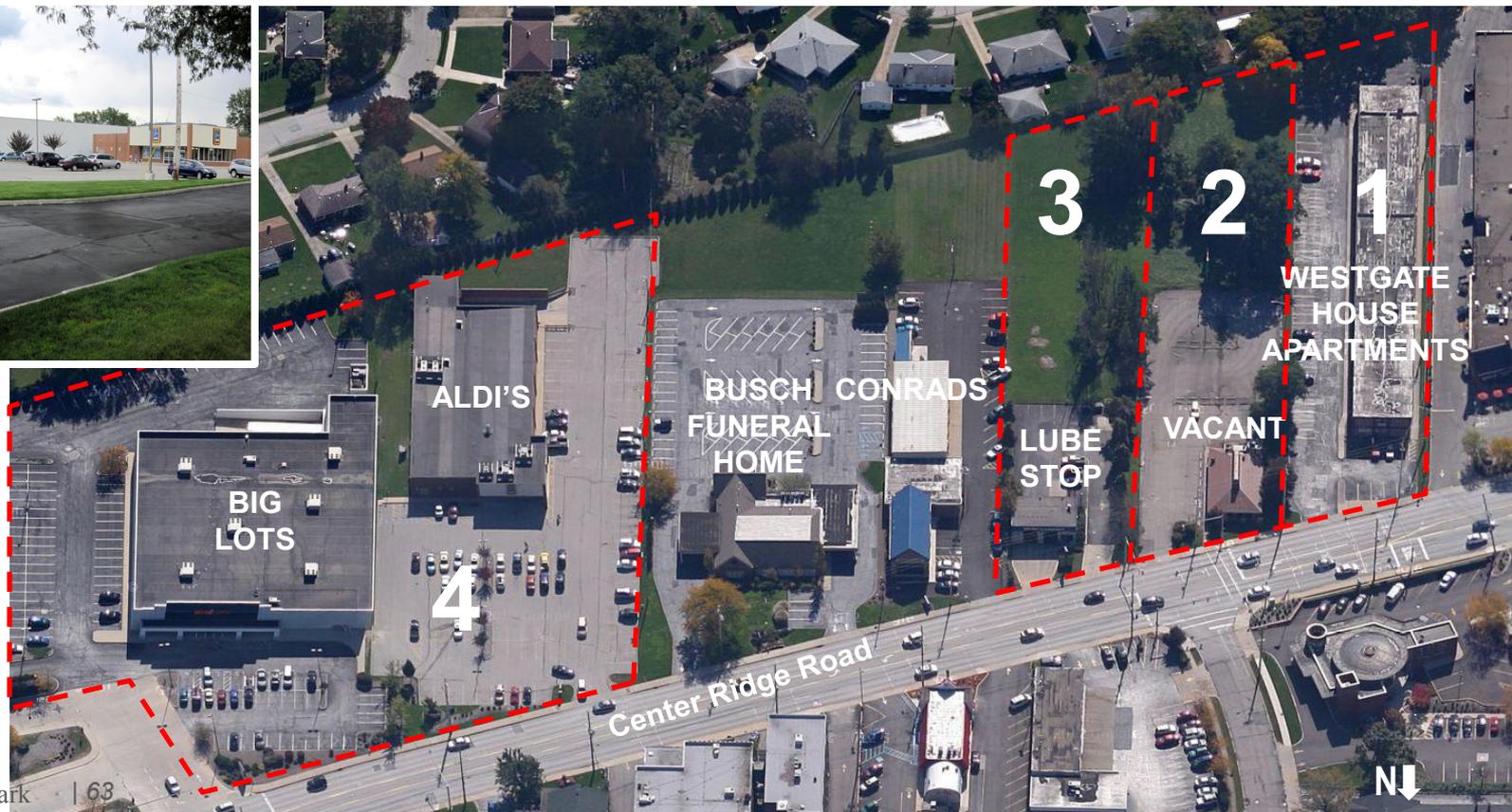
5. Coordinated street frontage package provides consistency and visually connectivity within the city and districts.



Northern Gateway

Grow

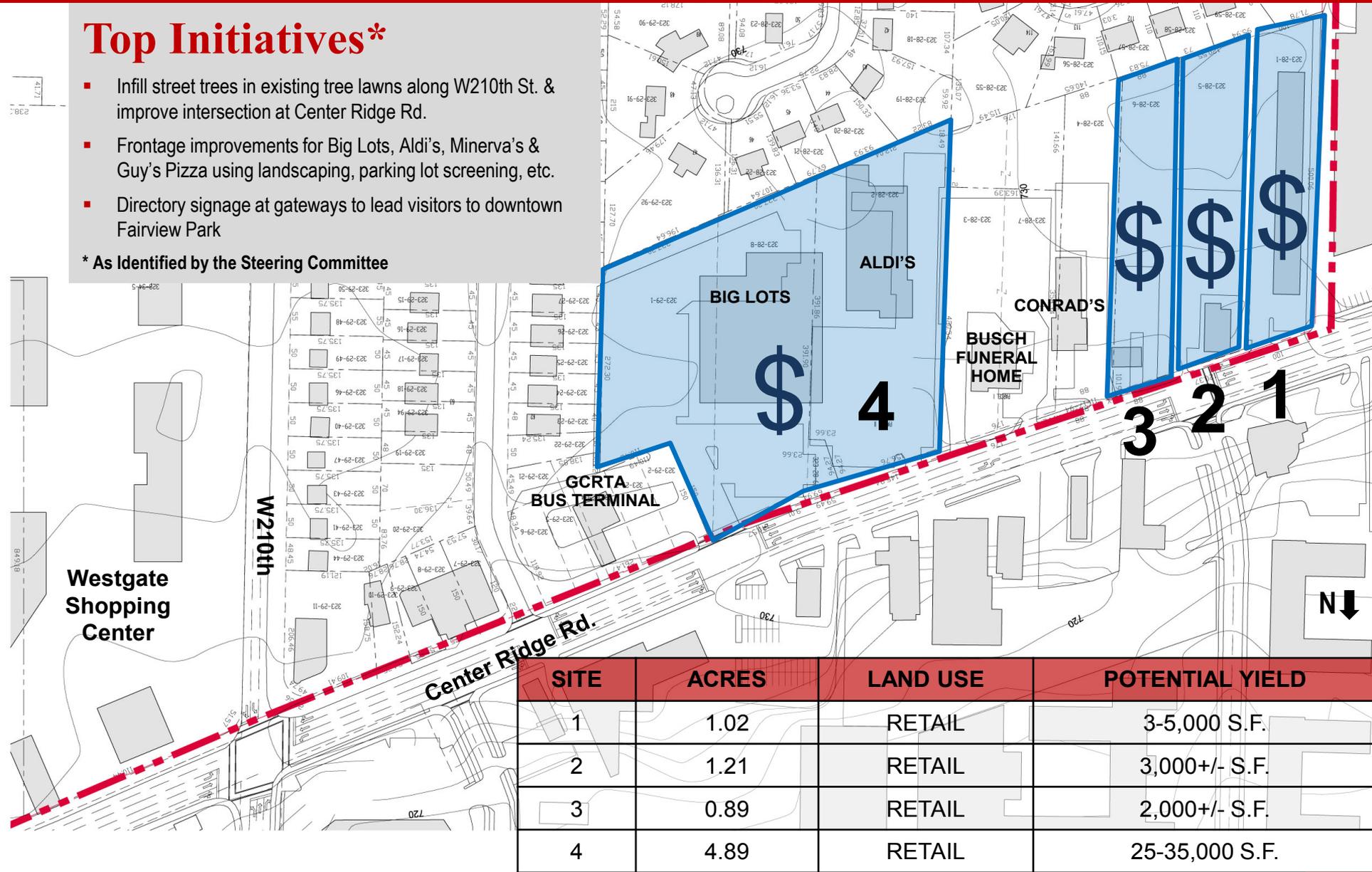
Unlike Westgate, Center Ridge Road west of W 210th Street, is a mix of differing commercial uses, from big box stores to a well maintained funeral home, car repair facilities and apartments. The piecemeal nature of this section of Center Ridge requires consideration to highest and best use as well as age, condition and vacancy of building stock. Sites 1, 2, and 3 are long narrow sites that have considerably different usage; redevelopment and new construction could yield new retail options or larger scale facilities. Site 4, two large retail facilities with equally large amounts of parking, will continue to yield the highest number of square feet and could be refurbished or completely rebuilt to take advantage of commercial uses that would complement the corridor. Any new development on these parcels should be particularly sensitive to the existing single family homes immediately south of the site.



Top Initiatives*

- Infill street trees in existing tree lawns along W210th St. & improve intersection at Center Ridge Rd.
- Frontage improvements for Big Lots, Aldi's, Minerva's & Guy's Pizza using landscaping, parking lot screening, etc.
- Directory signage at gateways to lead visitors to downtown Fairview Park

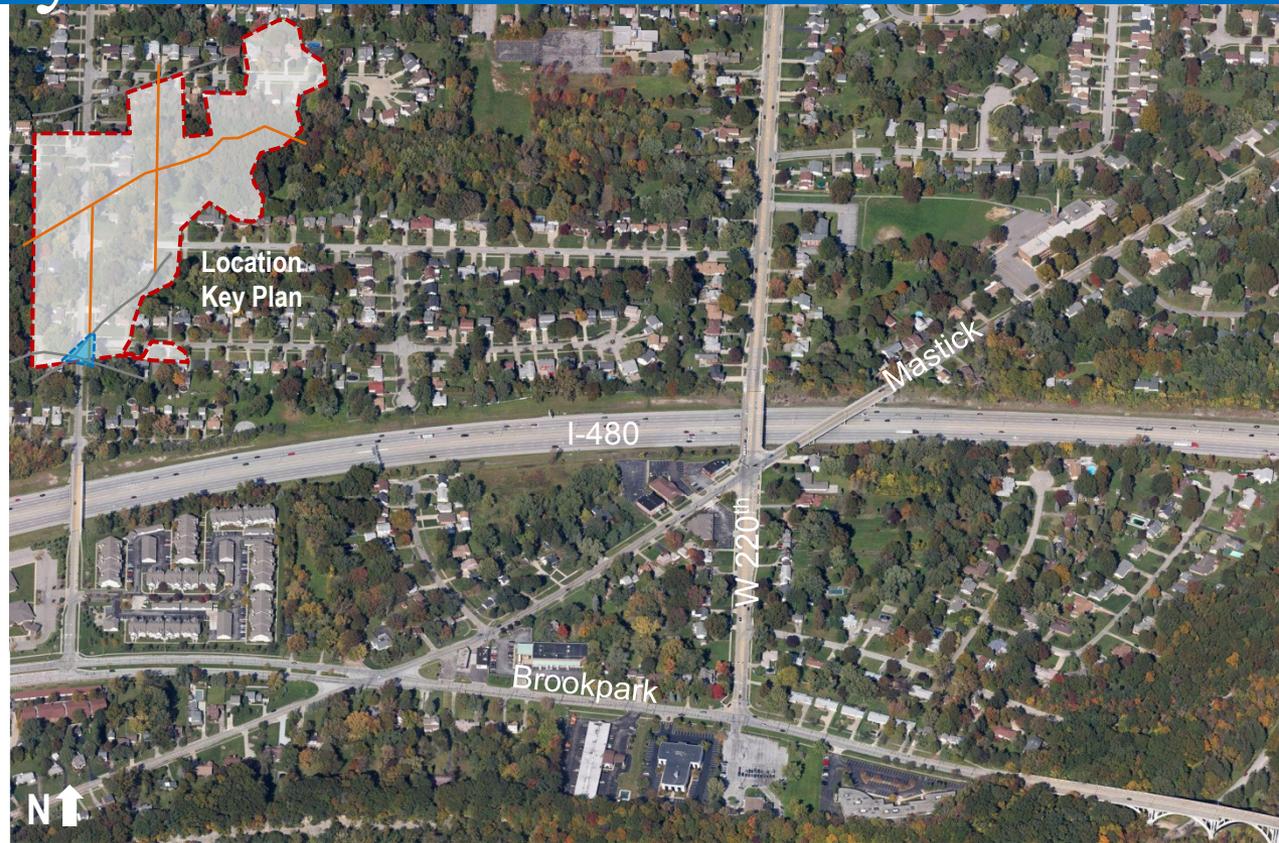
* As Identified by the Steering Committee



SITE	ACRES	LAND USE	POTENTIAL YIELD
1	1.02	RETAIL	3-5,000 S.F.
2	1.21	RETAIL	3,000+/- S.F.
3	0.89	RETAIL	2,000+/- S.F.
4	4.89	RETAIL	25-35,000 S.F.

Southern Gateway

The Southern edge of the City of Fairview Park stretches over Interstate 480 towards Cleveland – Hopkins International Airport, an area surrounding by large corporate and commercial campuses. Rocky River Reservation continues to push the eastern border towards the west, leaving a swath of land physically divided on three sides and municipally bounded on the west. Single Family Residential mixes with Multi-Family while bridging the gap over the interstate. The result is a combination of overlapping use groups. The roadway network leads into the city from the east and west along Brookpark Road. Brookpark which is primarily commercial on its southern side, has two major intersections. From the east, it encounters W 220th Street, a primary corridor into Downtown that is one of the city's largest residential thoroughfares. From the west, Brookpark loses its center tree median when it reaches Mastick, a road that follows the boundary of the park and has connector trails leading off into the Reservation's network. All three roads cross the physically gaps of the Interstate and Reservation at least once, with bridges that are primarily auto-centric.



What is your first impression of Fairview Park when you enter from the South?

Source: Resident Survey

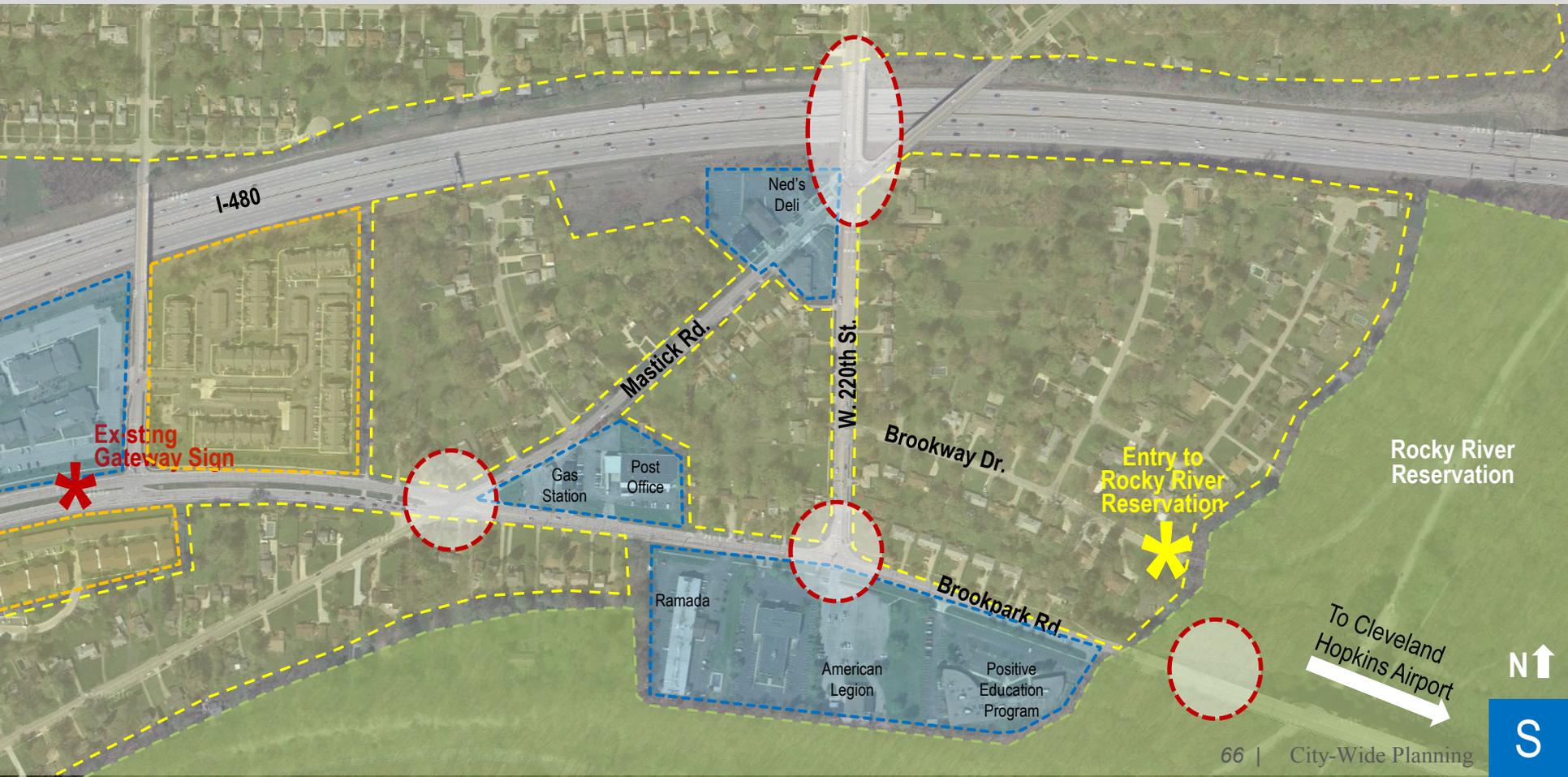


Goals:

- Determine where perceived **entrance into City** belongs and add appropriate elements
- **Take advantage of infrastructure / bridge** to highlight transition
- Coordinate gateway with **entrance to Rocky River Reservation**
- **Study existing businesses for viability and best land use** – could property be refocused to better cater to park traffic?

Drawing Key

-  Commercial / Retail
-  Multi-family Residential
-  Single Family Residential
-  Rocky River Reservation
-  Potential "Entry Point" to Fairview Park



Preserve

- A. Continue the industrial / office / technological development initiatives
- B. Promote access to Rocky River Reservation
- C. Maximize visual access to the park



Enhance

The Southern edge of Fairview Park is physically separate from its surroundings and reconnected by bridges. Subsequently, this end of Fairview Park lacks a sense of arrival to the City. Emphasizing the entrance into the area can be accomplished by taking advantage of the bridge infrastructure and adding elements of the Downtown that signal to visitors the connection back to the greater area. The adjacency to the park system allows the opportunity to take advantage of the green surroundings. Connectivity and multi-modal access provide options to link bicycle, pedestrian and vehicular amenities together to improve the overall network and encourage new users.

1. Gateway elements at secondary entries introduce the City's signature and connect the south with the amenities package



2. Enhance the quality of bridge experience by removing uncomfortable obstructions and providing pedestrian scale amenities that allow for visually pleasing access and opportunities for public art



Emphasizing the Gateway to the City

- 3. **Create bike connections** that promote access throughout the neighborhoods, to Downtown, and Rocky River Reservation's existing network using sharrows on existing roadways or by creating bike lanes



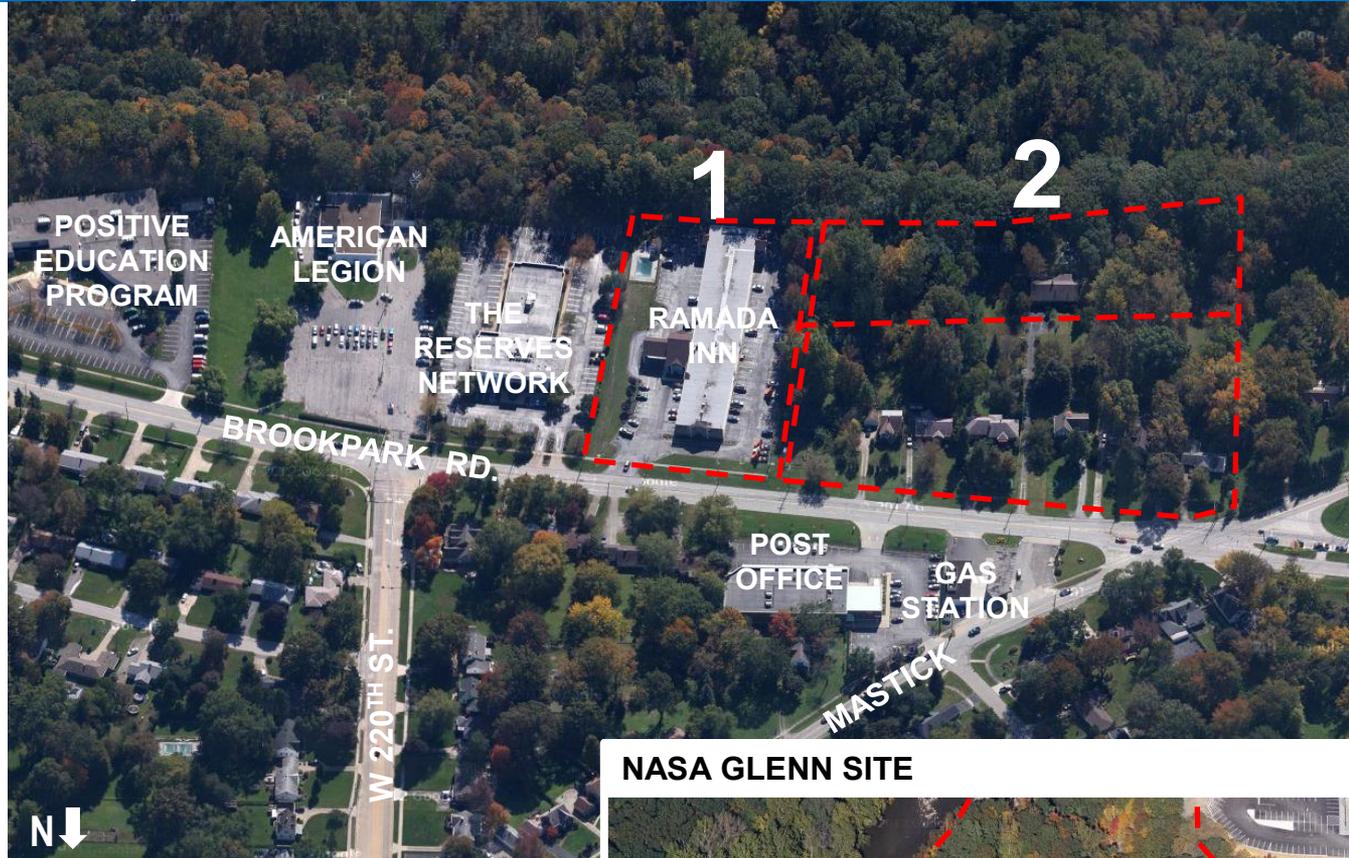
- 4. **Integrate bio retention** to protect natural resources while providing sensitive on site water management within close proximity to Rocky River



Southern Gateway

Grow

The Southern Gateway has the best interstate accessibility with an exit off of I-480 to Brookpark Road just outside the city limits. Brookpark Road is itself a major suburban route connecting Cleveland – Hopkins Airport to its surrounding communities. Large sites and context offer potential for commercial campus redevelopment like the existing Positive Education Program facilities. Site 1, currently a hotel, could be reconsidered yielding higher potential as offices. Site 2, with views of Rocky River Reservation to the south and access off of Brookpark to the north could be split into multiple developments. Site 3, currently part of NASA Glenn’s research campus could house new tenants that would continue the current usage of the property and welcome visitors to Fairview Park’s Corporate Corridor.



Site 1

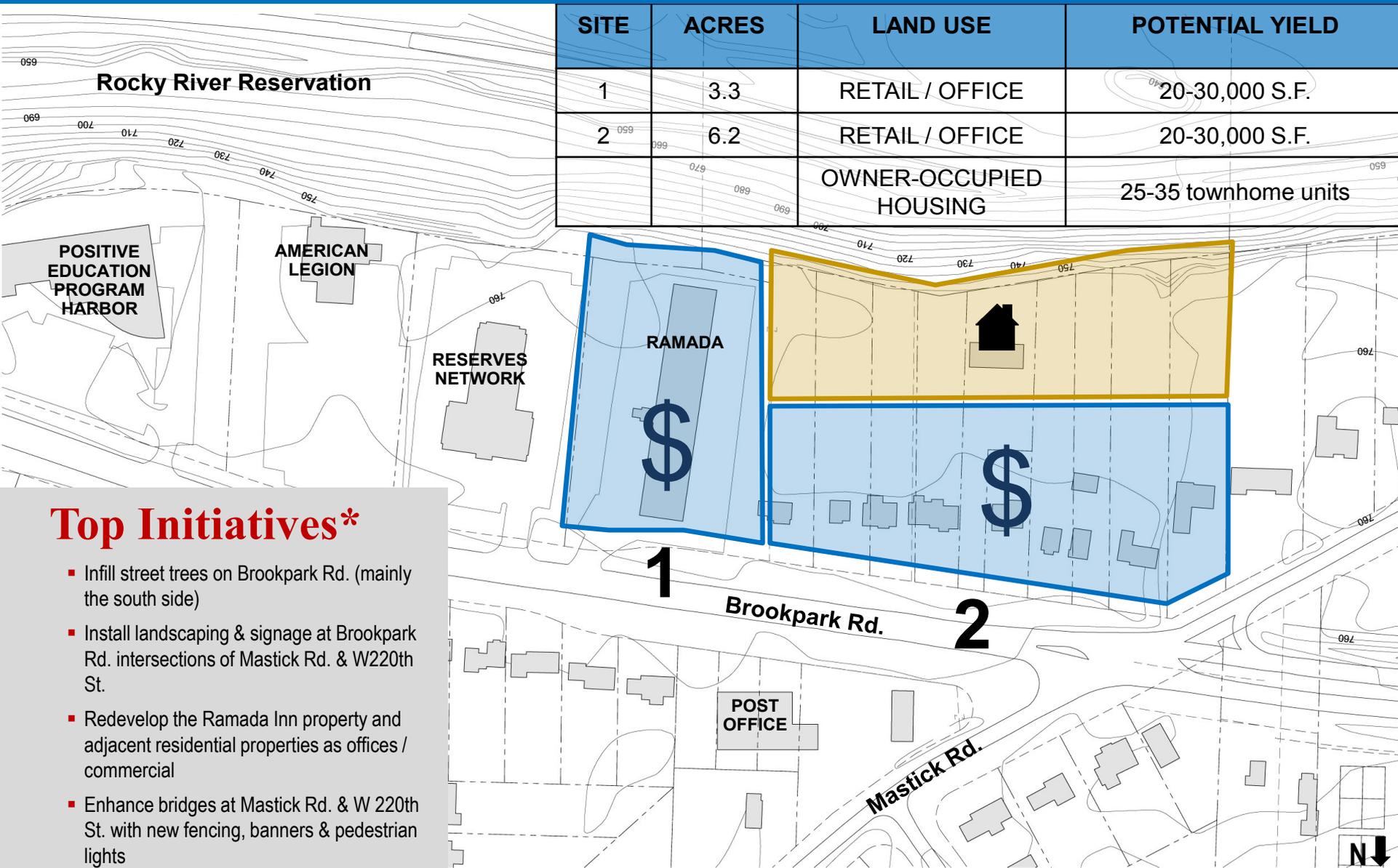


Site 2



Expanding the Corporate Corridor

SITE	ACRES	LAND USE	POTENTIAL YIELD
1	3.3	RETAIL / OFFICE	20-30,000 S.F.
2	6.2	RETAIL / OFFICE	20-30,000 S.F.
		OWNER-OCCUPIED HOUSING	25-35 townhome units



Top Initiatives*

- Infill street trees on Brookpark Rd. (mainly the south side)
- Install landscaping & signage at Brookpark Rd. intersections of Mastick Rd. & W220th St.
- Redevelop the Ramada Inn property and adjacent residential properties as offices / commercial
- Enhance bridges at Mastick Rd. & W 220th St. with new fencing, banners & pedestrian lights
- Add Fairview Park signage at western end of Brookpark Rd. bridge

* As Identified by the Steering Committee

Implementation

- Prioritized List of Redevelopment & Infrastructure
- Creating a City-Wide Vision



*In keeping with Fairview Park's history of Master Planning, the primary goal of this document is to keep the momentum moving forward. Infrastructure, gateways, marketing, and identity work in concert to form a **City-Wide Vision that directs future initiatives and development**. To ensure goals are accomplished, the plan identifies concise objectives to meet the focused priorities.*

*After studying city-wide planning strategies, infrastructure initiatives and each of the Focus Areas, the plan set forth what to actively preserve, what to enhance in the short term and what growth to pursue. As part of the master planning process, the Steering Committee was asked to rank initiatives in each of the five Focus Areas as well as city wide – these individual rankings were listed at the end of each Focus Area section and show **the committee's dedication to large aspirations that complement existing assets**. Also the committee identified the importance of city-wide strategies and infrastructure that can unite the community's neighborhoods. As a result, the master plan outlines **prioritized initiatives and potential next steps** (shown on the facing page) that will help guide future city decisions and investments.*

Prioritized Initiatives

*This prioritized list represents the **Steering Committee's Implementation Goals** to Preserve, Enhance, and Grow with initiatives that **strengthen the Internal Identity of the community** with marketing and defining Downtown; while **clearly demarcating the City's External Identity** through Gateways and cohesive city-wide treatments.*

City-Wide Initiatives & Infrastructure Considerations

Establish Marketing Campaign / Strategy for Downtown Fairview Park (*define area and identity*)

Create a City-Wide Signage Package (*banners, gateways, way-finding, etc.*)

Highlight Key Intersections with special crosswalks and paving (*Lorain/W210, Gemini Entrance, Story/Lorain*)

Downtown Core

Acquire property adjacent to the Gemini Center for expansion / central green space and redevelopment

Eastern Gateway

Landscaped median at Story Rd. & Lorain Rd. intersection (*gateway, calm traffic, etc.*)

Create trailhead for MetroParks connection at Story Rd. & Lorain Rd. intersection by decreasing turning radius

The full list of priorities is available in the appendix.

Applying the Priorities

*A public plaza and trailhead is created by greatly decreasing the Lorain Road and Story Road intersection. This new space provides, seating, directories and a memorable entry sequence. **Complete with signage, banners, and gateway sculptures,** this moment marks the transition into the city from the adjacent community and highlights the pedestrian connection to the Rocky River Reservation. Sharrows, special paving, and a landscaped median slow and soften traffic making it a pleasant and accessible experience, demonstrating Fairview Park's commitment to multi-modal transportation and walkability.*



Existing Intersection – Lorain Road and Story / Metro Parks Trailhead



Eastern Gateway Concept: Intersection of Lorain Road and Story / Metro Parks Trailhead



Applying the Priorities



Downtown Core Concept: Intersection of Lorain Road and W 212th / Entrance to Gemini Center

Re-imagining the Gemini Center's connection to the City's main street, Lorain Road, creates an open public green and a physical extension of the Civic Campus. This space activates the core and defines a truly public gathering space for the city and residents. Special paving, landscaping, signage and amenities unify Lorain Road while reflecting the character of Fairview Park.



Existing Intersection – Lorain Road and W 212th / Entrance to Gemini Center

Next Steps

This Master Plan is intended to serve as a step in the process for the City of Fairview Park. This plan aims at laying out a City-Wide Vision that is implementable for both the public and private communities. The vision includes many coordinated amenities, streetscaping, infrastructure improvements, preservation and enhancements of existing assets and capitalizing on development opportunities.



Policy Directives:

- Create and Adopt a Fairview Park brand through a marketing strategy that provides logos, signage, banners, etc. to encourage identification of the City and Downtown Areas
- Create and Adopt a city standard amenities package that is used to guide purchases in the future and explore the potential for group-purchases to engage local business owners (trash cans, benches, awnings, etc.)
- Review and Adopt zoning directives that integrate city-wide initiatives into code to establish consistent standards throughout the city.

Transportation Programs:

- Continue to work with the Ohio Department of Transportation (ODOT) to determine what improvements and alterations can be to the bridges that connect into the City of Fairview Park at Mastick, Lorain, and W 220th.
- Traffic volume studies to understand options and implications of bike lanes and roadway reconstruction at W 210th and W 220th.
- Hire urban design and traffic consultation to study intersections where improvements are recommended to safely accommodate multi-modal means of transit and pedestrians

Public Space & Development:

- Nurture the relationship between the City of Fairview Park and local business owners
- Develop and maintain interest in current land owners to ensure that as properties are renovated or sold for redevelopment they are in line with the recommendations of the master plan.
- Pursue control over important sites, like the Gemini Center frontage, to ensure investment and continued improvement of public amenities.
- Continue to link MetroParks system with city parks through paths, signage, lighting and common amenities

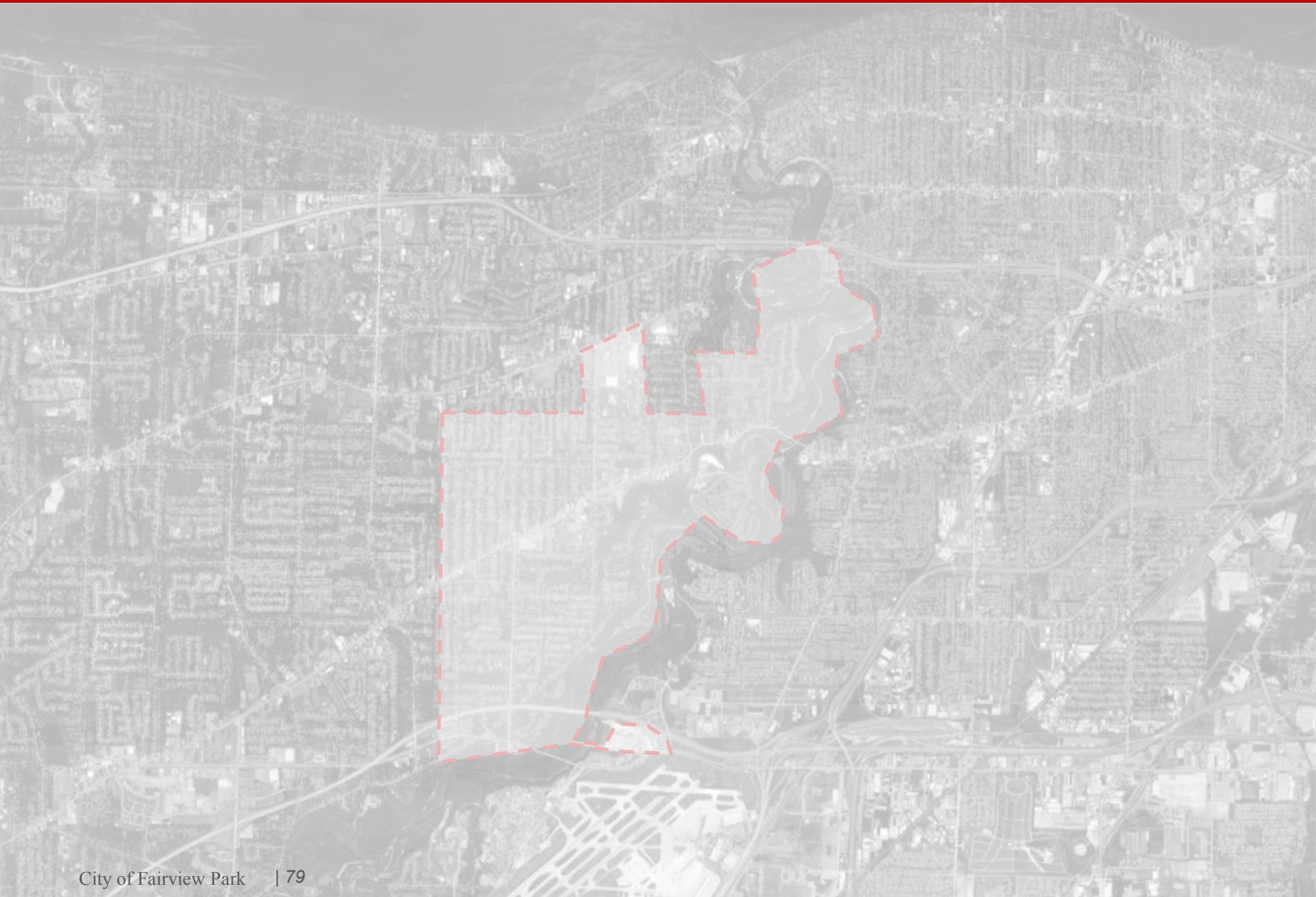
Financing Considerations:

- City, County, State grants and low-interest loans
- Tax Increment Financing (TIF)
- Tax Abatement – potentially for residential developments
- Conventional Financing
- Private Developer Equity
- Transit Waiting Environment funds for bus stops improvements (TWEs)
- Transportation Enhancement Funding through ODOT / NOACA for pedestrian, bicycle and roadway safety improvements



With careful planning, combined with public support, immediate initiatives can build on the existing momentum; short term accomplishments can maximize synergies emerging throughout the Downtown Core and community. The realization of the “big picture” plans can ensure an identifiable, attractive and growing future for the City of Fairview Park.

Appendix



Appendix – Improvement Full Priority List

Overall City-Wide Initiatives:		Downtown Core	
	Rating Average*		Rating Average*
Establish Marketing Campaign / Strategy for Downtown Fairview Park (define area and identity)	2.50	Implement banner package to help clearly define and market downtown	2.50
Create a City-Wide Signage Package (banners, gateways, way-finding, etc.)	3.28	Stamped and colored crosswalks at major intersections (calm traffic, emphasize pedestrians)	5.11
Emphasize Property Maintenance (residential and commercial, value and perception)	3.44	W210th St. & Lorain Rd. improvement as a Major Gateway (special paving, landscaping)	5.28
Adopt a Consistent and Coordinated Amenities Package (benches, trash cans, bike racks, etc.)	4.83	Provide safe sidewalks at Fairview Plaza (notably at the gas station to the W220th intersection)	5.94
Highlight Key Intersections (special crosswalks, paving)	5.11	Acquire property adjacent to the Gemini Center for expansion / central green space	6.44
City-Wide Infrastructure and Connections Initiatives:		W220th St. & Lorain Rd. improvements (eliminate excessive gas station curb cuts, landscaping)	6.67
Maintenance and upkeep of sewers to reduce flooding	1.72	W217th St. & Lorain Rd. improvements (Fairview Plaza entrance)	7.17
City-Wide roadway resurfacing plan to better understand impacts to traffic and maintenance strategies	2.94	W214th St. & Lorain Rd. improvements (Fairview High School entrance point)	9.22
W210th, W220th, & Lorain - re-stripe & add shared pavement markings (does not require reconstruction)	3.72	W212th St. & Lorain Rd. improvements (Gemini Center entrance)	9.39
Identify which bus stops could be enhanced	3.78	Install more custom bike racks / public art (such as the decorative screen at Stampers)	9.50
Bain Park formal walking trail / path that connects the Eaton Road trailhead with W 210th St.	4.78	Eastern Gateway	
Intersection of Mastick & W 210th St. landscaped island that replaces the current paved island	5.44	Expand Fairview Park gateway sign and landscaped area	4.67
Southern Gateway		Landscaped median at Story Rd. & Lorain Rd. intersection (gateway, calm traffic, etc.)	4.72
Add Fairview Park signage at western end of Brookpark Rd. bridge (gateway)	2.44	Lorain Road Bridge Maintenance and Upgrades (banners, lighting, flags, etc.)	4.72
Enhance bridges at Mastick Rd. and W 220th St. (replace fencing, add banners and pedestrian lights)	3.00	Create trailhead for MetroParks connection at Story Rd. & Lorain Rd. intersection (signage, kiosk)	4.83
Install landscaping, signage at intersection of W 220th St. and Brookpark Rd. (frame intersection)	3.94	Add Sharrows / bicycle pavement markings along Lorain Rd. to emphasize / promote bike traffic	4.94
Redevelop the Ramada Inn property and adjacent residential properties as offices / commercial	4.67	Reduce Story Rd. & Lorain Rd. intersection to help calm traffic and create more pedestrian space	7.39
Landscape island at intersection of Brookpark Rd. and Mastick Rd. (replace paved median)	6.00	Provide public space at Story Rd. corner for seating and gathering (integrated into trailhead & re-align trail)	7.61
Infill street trees on Brookpark Rd. (predominantly on the south side of the street)	6.44	Frontage improvements - Convenient Store & Adjacent Apartments	8.11
Western Gateway		Northern Gateway	
Gateway Signage and Identity Package (landscaping, etc.) at the entrance to the city (vehicular scale)	1.89	Signage (directory) at gateways to lead visitors to downtown Fairview Park	1.89
Continue implementation of streetscape master plan (adopted in 2008)	2.06	Infill street trees in existing tree lawns along W210th St.	2.78
Determine property frontage/storefront standards (landscaping, awnings, parking lot screening)	2.28	Frontage improvements- Minerva's, Guy's Pizza (use Chipotle and West Gate as examples)	3.17
		Frontage improvements - Big Lots and Aldi's (parking lot screening, landscaping standards)	3.50
		Intersection improvements at W210th St. & Center Ridge Rd.	3.67

*The closer the rating average is to "1" the higher the priority as ranked by the steering committee.