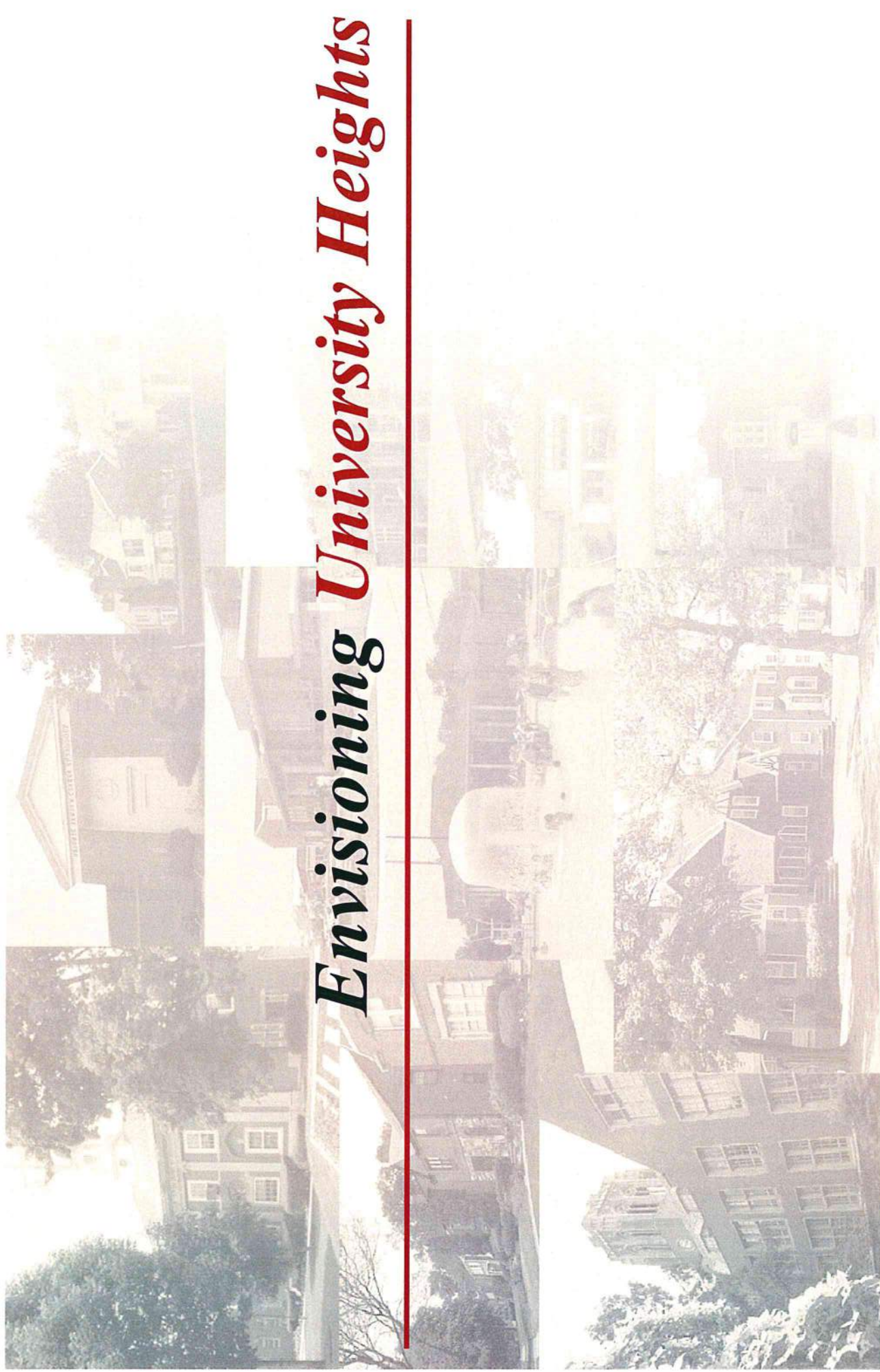




Envisioning University Heights

Quality of Life

OPPORTUNITIES FOR CHANGE

In the exploration of opportunities for growth and change, the planning team worked closely with civic leaders to identify a variety of sites that displayed unique potential and that could serve as catalysts for growth and change. These sites stood out because of their locations, current uses, adjacent uses and ability to impact the greater quality of life in University Heights while addressing specific community needs. In each case they provide an opportunity for greater civic identity and the creation of a stronger sense of place.

Civic Identification

This plan focuses primarily on three types of redevelopment opportunities ; residential, municipal, and retail/commercial. Due to the highly built-out nature of the city, a mixture of these uses was often explored to maximize the potential of various sites.

A. Residential Opportunities

Expanded Residential Offerings

Current residential development in University Heights has been focused primarily on the single-family home. Although there are groupings of duplexes and apartment buildings, the core of University Heights is its single-family neighborhoods. These are extremely successful neighborhoods, but as the range of potential homeowners continues to expand, the residential choices that the city offers must grow also. As the baby-boomer generation, one of the largest groups to influence American housing trends, slowly evolves into an empty-nester society, there is a large demand for housing to meet their changing needs.

Strengthen Economic Growth

The importance of residential growth targeted at the empty-nester segment of the population has many benefits to society and to the economy of the city. As children leave home after college, more and more families are finding that they no longer need, nor want, the larger homes in which they live, or the upkeep associated with them. Lower maintenance and the smaller floor plans that define townhomes and condominiums are an attractive option for this growing segment of the population. By providing a wide range of residential options, the outmigration of current homeowners will drop as residents' lifestyle needs change.



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Young Professionals

The presence of John Carroll University also has a great deal of influence on new housing opportunities for the city. New types of residential developments should not focus solely on the college students, but on creating an exciting, vibrant atmosphere capable of attracting both the graduate students and young professionals as well.

Attract & Retain

If the city is able to attract recent graduates from John Carroll University, as well as surrounding universities, it could mean a great deal for the economy of the city. Without the financial burden of a family, this is a segment of the population that will have the ability to spend a greater amount of money at local businesses, and can provide a strong base for the future of the city's population. As these young professionals reach the stage of their lives where they are interested in starting a family, University Heights has an advantage in retaining them due to the wide range of single-family homes that the city currently offers.

The sites explored for new residential opportunities include the following: the Cedar/Taylor District, the University Square/Purvis Park District, the Claver/Milton Residential District, and the Fairmount Circle/John Carroll College Town District.

B. Civic / Municipal Opportunities

Expanding Services

The second type of redevelopment mentioned above addresses the city's municipal functions. Although adequate for governing and protecting the city in their current state, the previous municipal analysis outlined the limitations of the current municipal campus. Within this section of the Master Plan possible redevelopment schemes are explored. Municipal expansion is addressed in a variety of ways, including the redevelopment of the existing campus. Maintaining a focus on improving the quality of life, municipal expansion must also reflect expanding the services that the city offers to its residents, and prospective residents, in the form of neighborhood amenities, community facilities and recreation.

Front Door To The City

The expansion and renovation of the municipal campus and its services are clearly the one of the highest priorities of the city. The modernization of these facilities will prove essential to the city's ability to expand the services that it can provide, and maintain the level of quality of the services that it currently provides. Likewise, the development of a senior/community center has



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been identified as a priority of the City. The expansion of civic and municipal services is not only an asset for the community, but has the potential to become an important marketing tool as our region's first and second tier suburbs compete against outmigration. Well designed civic buildings and spaces reflect the city's values to residents and the region.

The sites explored for new civic/municipal opportunities include the following: the Municipal Campus and the Library/Community Center.

C. Retail / Commercial Opportunities

Retail development, whether by itself or as part of a mixed-use development, must be created in a manner that provides a balance between location, accessibility and market need. The city's recent focus on retail projects has been quite successful, but there is still room for improvement. In an attempt to improve the use and efficiency of the city's commercial/retail sector, the planning concepts seek to group new retail to meet the needs of underserved markets, or to enhance the marketability and useability of existing retail centers. In all of these cases a balance between the automobile and the pedestrian is sought, to help the sites become more neighborhood friendly.

The sites explored for new commercial opportunities include the following: the Cedar/Green Retail District, along with the Fairmount Circle/John Carroll College Town District

The following diagrams demonstrate options for each of the development sites that meet the priorities set up throughout the Master Planning process, and attempt to utilize valuable land assets to their greatest potential. Sites for the expansion and renovation of civic and municipal facilities have been chosen based on their location, adjacency to existing uses and economical use of land. New residential development proposals occur both on their own and as part of mixed-use developments, depending on the characteristics of the individual site and its surroundings. The retail/commercial project sites are designed to build upon the momentum of recently completed projects to create synergy. In most instances the redevelopment concepts reflect a change in use from what currently occupies a site. This is intended to provide a framework for redevelopment, should any of the sites come available in the future.

***Balance of:
-- Pedestrian &
Automobile
-- Resident &
Visitor***

***Utilize Existing
Assets***

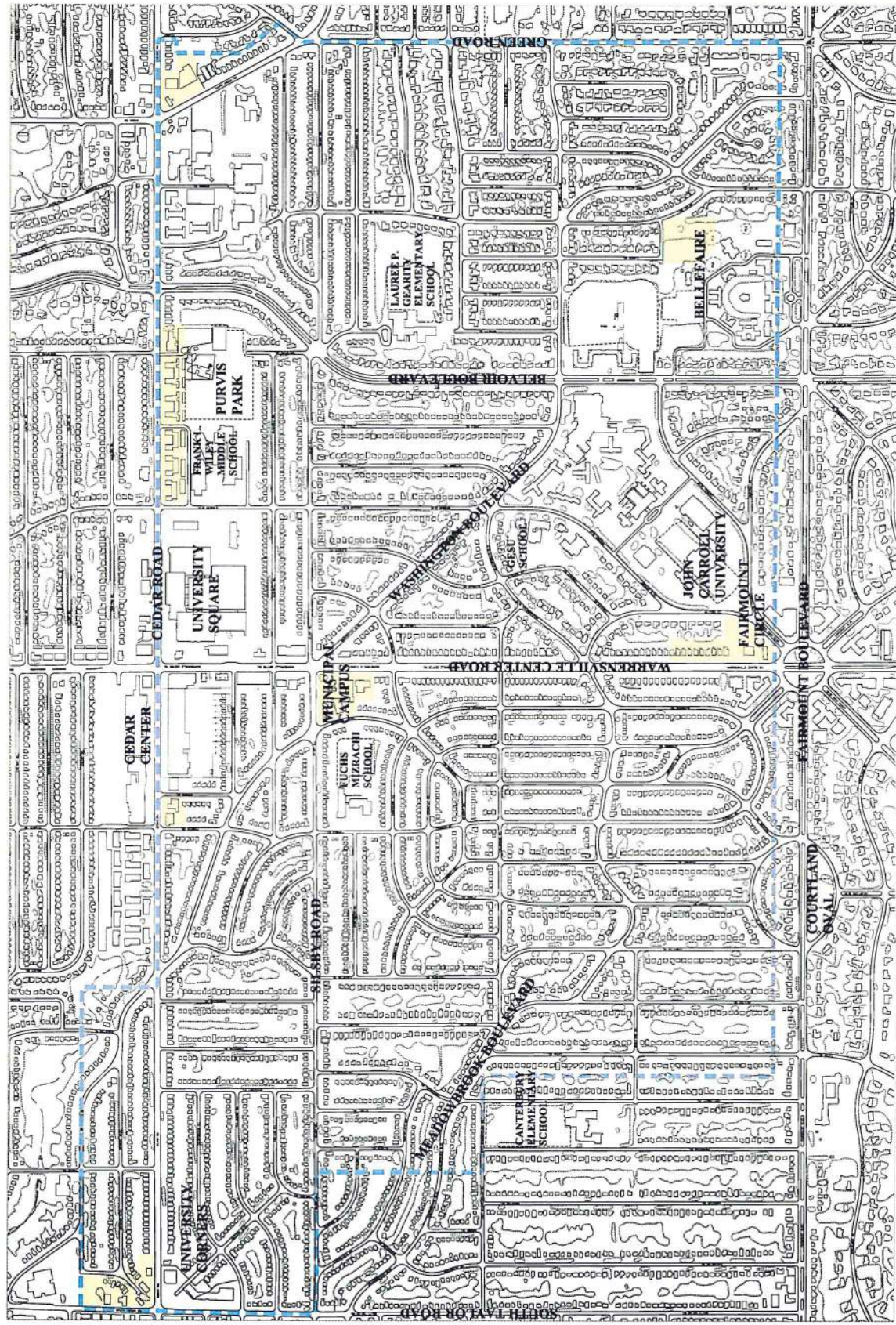
***Build on
Momentum***

***Framework For
The Future***



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**OPPORTUNITIES
FOR CHANGE**

**POTENTIAL
DEVELOPMENT SITES**



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THE CEDAR / TAYLOR RETAIL DISTRICT

The Cedar/Taylor District is an important neighborhood-oriented retail district, and also a major gateway into the city. Like others, the district lies on the western of the city, it lies on the border of University Heights, and in turn must respond not only to its own municipality, but also to that of its surroundings to ensure that the district as a whole is a success. Recent redevelopment in University Heights has focused on the construction of the University Corners shopping plaza to the south of Cedar Road. Within University Heights, to the north of Cedar, the existing commercial buildings are extremely auto oriented and do not engage with the street to give the district a sense of place.

The remainder of the district lies within Cleveland Heights and is primarily composed of traditional retail buildings, with a variety of stores and some vacancies. Although this master plan focuses solely on the University Heights section of the district, it must be recognized that whatever happens in one municipality, or one part of the district, will directly influence the other. If one portion of the district fails, the entire area will be affected negatively. Therefore, whatever continuing redevelopment might take place in this district must increase the vitality of the district as a whole. A greater mix of uses is essential to build from and strengthen the existing retail in both University Heights and Cleveland Heights.



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Redeveloping the north east quadrant of the Cedar / Taylor district will utilize the land to a greater potential and allow the district to become a much more meaningful node for the surrounding neighborhoods. New residential apartment or loft buildings, with an integral green space, will begin to add a critical mass of residents to the district and provide a constant level of activity. A potential location for empty-nester housing, this site is well-located for transportation alternatives, and provides a good range of service-oriented retail within walking distance.

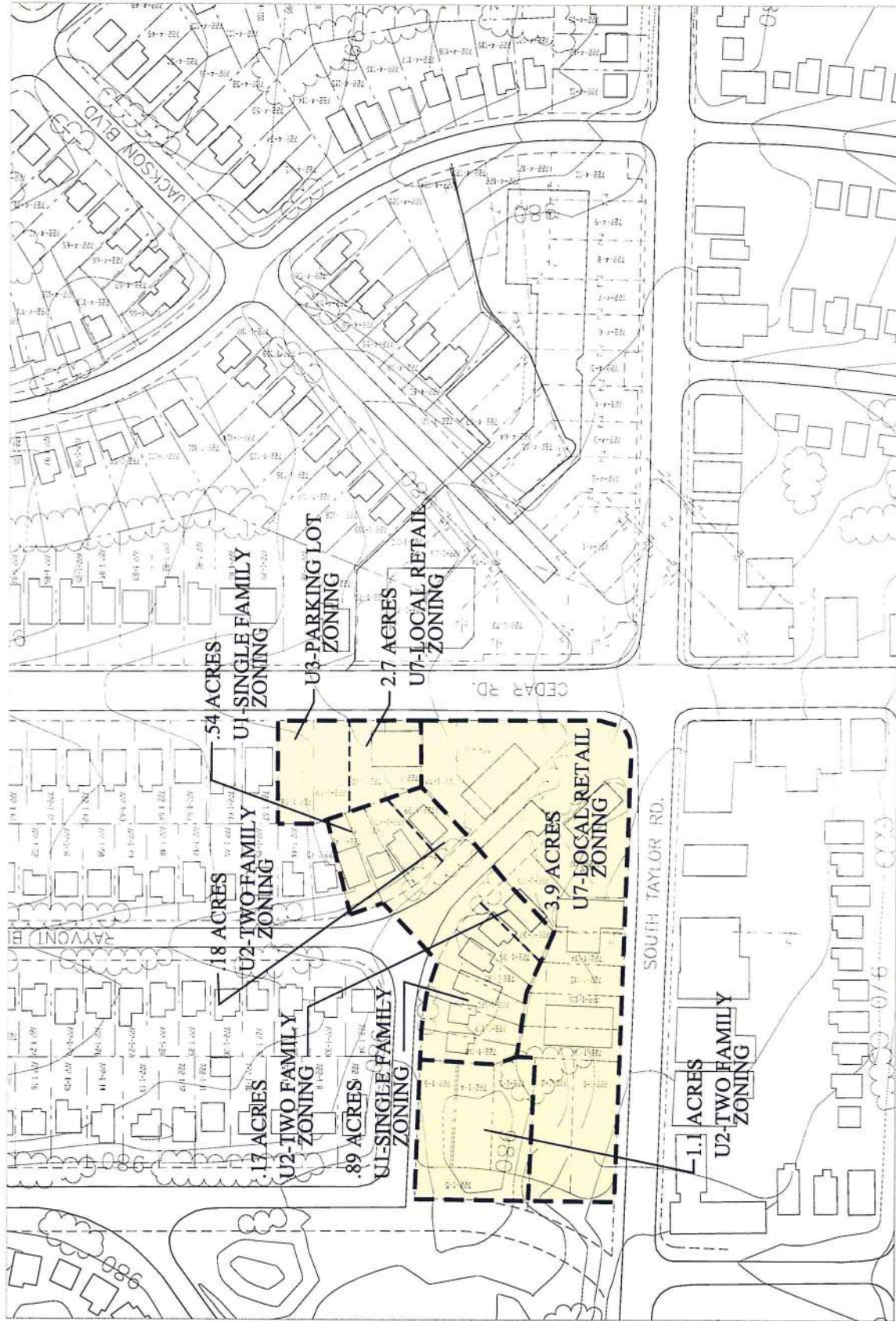
Due to the density that an apartment building brings to an area, it is appropriate that these buildings address the intersection of Cedar and Taylor Roads directly. This will not only begin to provide a sense of continuity to the intersection by relating to the mixed-use building in Cleveland Heights, but will provide a meaningful gateway into University Heights. As the new development moves away from the center of the intersection further residential options can begin to taper in scale, and townhomes would be appropriate. The land along South Taylor Road, immediately adjacent to the University Heights border, is currently owned by the school district and would be appropriate for the relocation of some municipal functions to relieve the current municipal campus of its spatial limitations.

The following diagrams demonstrate the current zoning characteristics and land area of the site, as well as a series of redevelopment concepts.



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OPPORTUNITIES FOR CHANGE CEDAR / TAYLOR DISTRICT

- The area of potential redevelopment in this district is comprised of 9.5 acres.
- Zoning within the potential development site should be changed to U-4 Multi-Family Residential and U-9 Mixed-Use zoning classifications.



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OPPORTUNITIES FOR CHANGE CEDAR / TAYLOR DISTRICT OPTION 1

CREATE A TRANSIT ORIENTED
DEVELOPMENT

CONSTRUCT TWO NEW MIXED
USE BUILDINGS THAT HOLD
THE CORNER AND ACT
AS A GATEWAY TO THE CITY

RESIDENTIAL UNITS COULD BE
EITHER APARTMENTS OR
SENIOR HOUSING

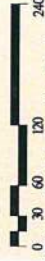
CREATE A NEW PLAZA
BETWEEN THE BUILDINGS

CONSTRUCT A CORNER TOWER
TO ANNOUNCE THE ENTRY
TO UNIVERSITY HEIGHTS

EXTEND WASHINGTON
BOULEVARD TO SOUTH
TAYLOR ROAD

CONSTRUCT 13 NEW
TOWNHOMES AT CORNER OF
TAYLOR AND WASHINGTON

NEW MEDIAN ALONG CEDAR
TO SIGNAL ENTRY TO
THE CITY



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**OPPORTUNITIES
FOR CHANGE**

**CEDAR / TAYLOR
DISTRICT
OPTION 2**

CREATE A TRANSIT ORIENTED
DEVELOPMENT

CONSTRUCT TWO NEW MIXED
USE BUILDINGS THAT HOLD
THE CORNER AND ACT
AS A GATEWAY TO THE CITY

RESIDENTIAL UNITS COULD BE
EITHER APARTMENTS OR
SENIOR HOUSING

CREATE A NEW PLAZA
BETWEEN THE BUILDINGS

CONSTRUCT A CORNER TOWER
TO ANNOUNCE THE ENTRY
TO UNIVERSITY HEIGHTS

CONSTRUCT NEW SERVICE
BUILDING AND PARKING
LOT ON SCHOOL BOARD
PROPERTY ALONG CEDAR

NEW MEDIAN ALONG CEDAR
TO SIGNAL ENTRY TO
THE CITY



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OPPORTUNITIES FOR CHANGE

CEDAR / TAYLOR DISTRICT OPTION 3

CREATE A TRANSIT ORIENTED
DEVELOPMENT

CONSTRUCT TWO NEW MIXED
USE BUILDINGS THAT HOLD
THE CORNER AND ACT
AS A GATEWAY TO THE CITY

RESIDENTIAL UNITS COULD BE
EITHER APARTMENTS OR
SENIOR HOUSING

CREATE A NEW PLAZA
BETWEEN THE BUILDINGS
CONNECTING TO ADJACENT
NEIGHBORHOOD

CONSTRUCT NEW TOWNHOMES
ALONG CEDAR AND SOUTH
TAYLOR ROADS

CONSTRUCT TWO NEW
SINGLE FAMILY HOMES ALONG
RAYMONT BOULEVARD TO
BORDER THE NEW PARK

CONSTRUCT A CORNER TOWER
TO ANNOUNCE THE ENTRY
TO UNIVERSITY HEIGHTS

CONSTRUCT NEW SERVICE
BUILDING AND PARKING
LOT ON SCHOOL BOARD
PROPERTY ALONG CEDAR



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UNIVERSITY SQUARE / PURVIS PARK DISTRICT

Two of the most important recent developments for improving the quality of life for University Heights residents are the additions and renovations to Purvis Park and the current construction of the University Square retail district. Purvis Park has played a key role in the attempt to meet the open space requirements of the city, and does so with a very diverse set of activities. Only one block away the University Square project is attempting to balance the needs of national retailers and small chain stores, the automobile and the pedestrian, as well as to create a street edge and a sense of place. However, in their current configuration these two neighborhood amenities are each perceived as individual entities, and have no relation to one another. By connecting the surrounding uses with a better infill development, the opportunity exists to create a stronger, more cohesive whole.

Purvis Park is hidden behind a group of older, two story apartment buildings, and has little physical relation to the community which it serves. In the interest of utilizing land to its utmost potential in this nearly built out suburb, the property that surrounds these two projects should be addressed for redevelopment. If the apartments that line Cedar Road between Purvis Park and University Square were to be redeveloped to better meet current housing needs, the city could continue the momentum started by these two projects, and in turn create a true neighborhood center for the city that connects a well rounded group of land uses essential to a successful community.

The proper arrangement of building types, and their scales, is essential to the success of a redevelopment project on this site. Many different building types and uses surround the project, and each must be recognized as an important part of the infrastructure of the community. The intersection of Miramar Boulevard and Cedar Road is characterized by a range of uses and represents an area of transition. West of the intersection





lies a variety of commercial and office space. South of the intersection lies Wiley Middle School and the Cleveland Heights-University Heights School Board Headquarters. East of the intersection lies a series of apartment buildings and Purvis Park. The north side of the street, in South Euclid, is characterized by a series of singly-family homes.

This site provides an excellent opportunity to bring greater order to the diverse uses while providing new housing styles on the edge of what is becoming a concentrated town center for University Heights and South Euclid. Because of the site's adjacency to the school grounds and the park, residential uses make the most sense, and will provide a necessary complement for the large amount of new retail being constructed within the University Square development and planned for Cedar Center. However, in its current state, there is a weak transition between the larger scale of the office/retail buildings to the west; the public school systems headquarters and the middle school to the south; and the single-family homes and park on the east.

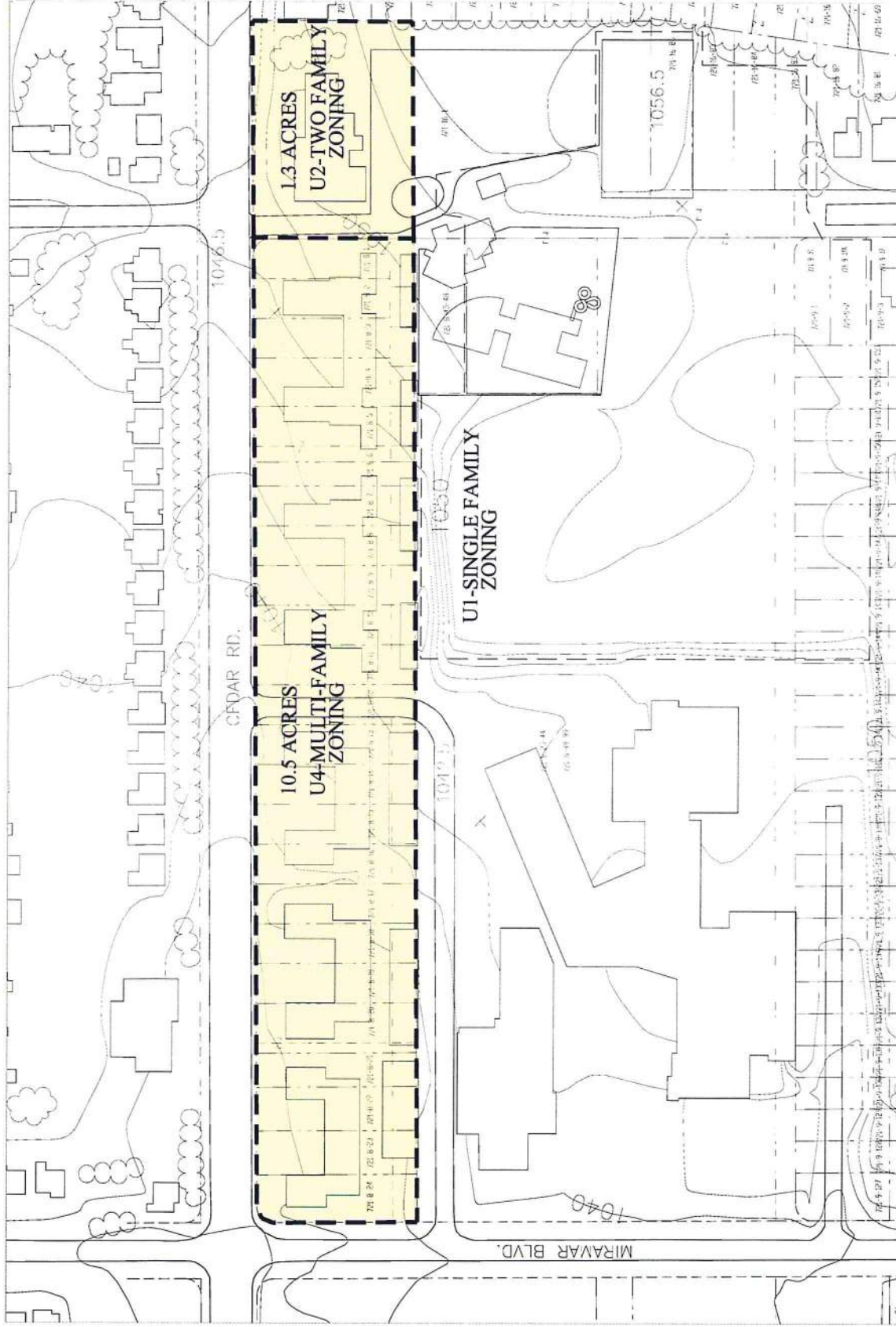
A three or four story apartment / loft building represents one possible first step in transitioning between these scales, and would be appropriate at the intersection of Miramar and Cedar Roads. This type of residential building, if targeting the empty nester market, can offer single story living arrangements. The remainder of the site along Cedar Road is an appropriate site for new townhomes of various styles. This provides the opportunity to create a critical density of housing immediately adjacent to the retail and the park, promoting better walkability and increased ease of use. The redevelopment of this site also allows Purvis Park to take on a more prominent role as a part of the community by creating an extension of the park space to front Cedar Road, and provide useable open space for the new apartments and townhomes.

The following diagrams demonstrate the current zoning characteristics and land area of the site, as well as a series of redevelopment concepts.



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OPPORTUNITIES FOR CHANGE UNIVERSITY SQUARE/ PURVIS PARK DISTRICT

- The apartment complex fronting Cedar Road consists of 10.5 acres of land.
- No zoning changes would be required at this site.



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OPPORTUNITIES FOR CHANGE

UNIVERSITY SQUARE/ PURVIS PARK DISTRICT: OPTION 1

NEW 3-4 STORY RESIDENTIAL
BUILDING & GREEN
TO INCLUDE:

A: LOFTS OR SENIOR
HOUSING

B: PARKING BELOW

32 NEW REAR LOADED
TOWNHOMES WITH CENTRAL
GREEN

EXPAND PURVIS PARK TO
PROVIDE VISIBLE LINK TO
ROAD - POSSIBLY WITH A
PARK / AMPHITHEATRE SPACE

POTENTIAL COMMUNITY
CENTER IN EXISTING HEIGHTS
JEWISH CENTER SYNAGOGUE
IF VACATED IN FUTURE



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OPPORTUNITIES FOR CHANGE

UNIVERSITY SQUARE/ PURVIS PARK DISTRICT: OPTION 2

NEW 3-4 STORY RESIDENTIAL
BUILDING TO INCLUDE:

A: LOFTS OR SENIOR
HOUSING

B: PARKING BELOW

37 NEW REAR LOADED
TOWNHOMES WITH TWO
INTEGRAL GREEN SPACES

EXPAND PURVIS PARK TO
PROVIDE VISIBLE LINK TO
ROAD - POSSIBLY WITH A
PARK / AMPHITHEATRE SPACE

POTENTIAL COMMUNITY
CENTER IN EXISTING HEIGHTS
JEWISH CENTER SYNAGOGUE
IF VACATED IN FUTURE



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CLAVER / MILTON RESIDENTIAL DEVELOPMENT

Single-family detached housing developments are a more challenging type of project for University Heights. As the least-dense type of residential housing design, the amount of land required to build a development of single-family houses is much greater than that required for the same number of apartments, condominiums, or townhomes. Therefore, if there is to be the development of any future single-family housing, other than infill homes, or the replacement of existing homes it is imperative that the site selection process be highly creative.

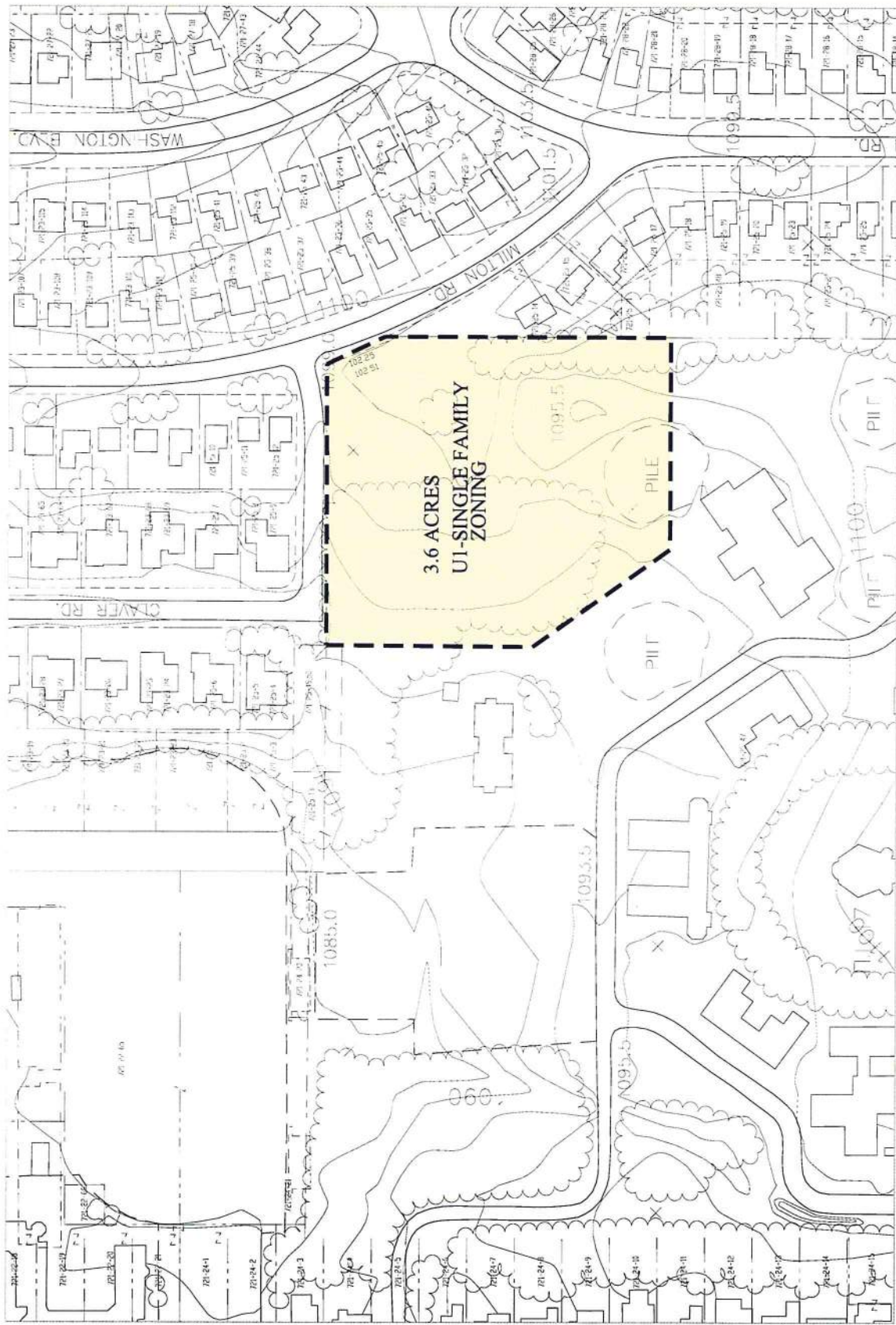
Any new single-family housing should be conceived not as a "development," but as a seamless extension of the existing neighborhood fabric that surrounds it. In the example demonstrated on a piece of property currently owned by Bellefaire at the intersection of Claver and Milton Roads this can be seen by the extension of the existing block structure into the new residential section. The size of the proposed housing lots, building setbacks from the street, and side yard restrictions are also critical. In both of the schemes for this potential site, the building lots and the placement of the houses on them, are respectful of the precedents set by the existing houses that surround them.

Option 1 for the Claver / Milton residential schemes demonstrates one final housing type not yet discussed in this Master Plan. The northern section of the new housing consists of five buildings, each containing four single story apartments. These cluster buildings are intended as elderly housing. By designing each to be a single story, the twenty homes represented will be handicapped accessible. Each unit could be designed to have its own individual front porch and front door, and could be designed in such a way so that it would fit in with the existing scale and traditional architectural character of the surrounding single-family houses.

The following diagrams demonstrate the current zoning characteristics and land area of the site, as well as a series of redevelopment concepts.



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OPPORTUNITIES FOR CHANGE

CLAVER / MILTON RESIDENTIAL DISTRICT

- This undeveloped portion of the city can be used as a representation of how a neighborhood can be expanded and retain the character of the existing neighborhoods.



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OPPORTUNITIES FOR CHANGE CLAVEL / MILTON RESIDENTIAL DISTRICT: OPTION 1

EXTEND CLAVEL RD. ONE
BLOCK SOUTH OF
CURRENT LOCATION

ON PROPERTY CURRENTLY
OWNED BY BELLEFAIRE IT IS
POSSIBLE TO CONSTRUCT:

- A: 20 CLUSTER STYLE
SENIOR HOUSING UNITS
- B: 6 NEW SINGLE FAMILY
HOMES ON 50' LOTS W/
LANDSCAPE BUFFER
BETWEEN YARD AND
BELLEFAIRE



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OPPORTUNITIES FOR CHANGE CLAYER / MILTON RESIDENTIAL DISTRICT: OPTION 2

EXTEND CLAYER RD. ONE
BLOCK SOUTH OF
CURRENT LOCATION

ON PROPERTY CURRENTLY
OWNED BY BELLEFAIRE IT IS
POSSIBLE TO CONSTRUCT:

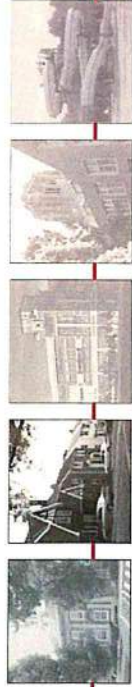
14 NEW SINGLE FAMILY
HOMES ON 50' LOTS



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FAIRMOUNT CIRCLE / JOHN CARROLL COLLEGE TOWN DISTRICT

John Carroll University provides a unique asset to the City of University Heights. It introduces new people to University Heights every year through its students and faculty, and in turn provides an excellent source of revenue for the city and local businesses. However, in order for the city to continue to benefit from all that the University has to offer a strong relationship must be developed between the two. Both the City and the University have very specific agendas to ensure that they will continue to grow and prosper, however, both are trying to accomplish a very similar set of goals. Both would benefit from diversifying the residential offerings within the city, creating new housing opportunities for students, faculty, graduates who wish to stay in the area, and empty-nesters who find the vibrancy, culture and continuing education opportunities that a university can provide to be appealing.

The city and the university could each address some of their specific needs through the creation of an off campus "college town" district. For both financial and social reasons this new district would be an important addition to the city and its neighborhoods. This type of development is also key to the future success of the college and its marketability to new students and faculty. It can provide office space and parking needed by the University as well as a variety of other activities. Prospective students not only evaluate a college based on the programs that it offers, but what it can offer in terms of off campus activities and lifestyle. While the diversity of University Heights is itself an attractive feature to prospective students, there is no place within the city where various cultures truly come together, nor is there a district where 'town and gown' meet.

The college town district would undoubtedly cater to the needs of the students and faculty at John Carroll, but would also serve a broader range of residents. Recent census trends have shown that University Heights is attracting many young professionals and first time homeowners. These are groups that would be drawn to the vibrant, pedestrian oriented environment that a college town district could



OPPORTUNITIES
FOR CHANGE

FAIRMOUNT CIRCLE/
JOHN CARROLL
COLLEGE TOWN
DISTRICT

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provide. This group of residents, although growing in number, currently have to leave University Heights to find the types of social environments that they deem attractive and inviting. If it is possible to create this type of an environment, through a mix of retail, restaurants, entertainment, various residential options, as well as stated office and parking needs, it is likely that a greater number of the young professionals and college students will become long term members of the community. A healthy balance of users is critically important to the success of a college town district, because this diversity will ensure a more lively and vibrant environment.

The area surrounding Fairmount Circle provides a number of advantages for this type of development, the most obvious being its proximity to the John Carroll campus and main entrance to the City. However, the appropriateness of the site goes far beyond that. Fairmount Circle is an extremely unique and important piece of urban infrastructure, that is highly underutilized. Warrensville Center Road, as it passes through Fairmount Circle, is also a key entry to the city. New development just across the University Heights border between Warrensville Center Road and North Park Boulevard would not only utilize the available land to a greater potential, but will allow the creation of a dynamic gateway into the City of University Heights. Development in this area will also build upon the mixed-use, retail buildings that currently line the eastern side of North Park Boulevard, the most pedestrian-oriented retail node in the city.

The following diagrams demonstrate the current zoning characteristics and land area of the site, as well as a redevelopment concept.



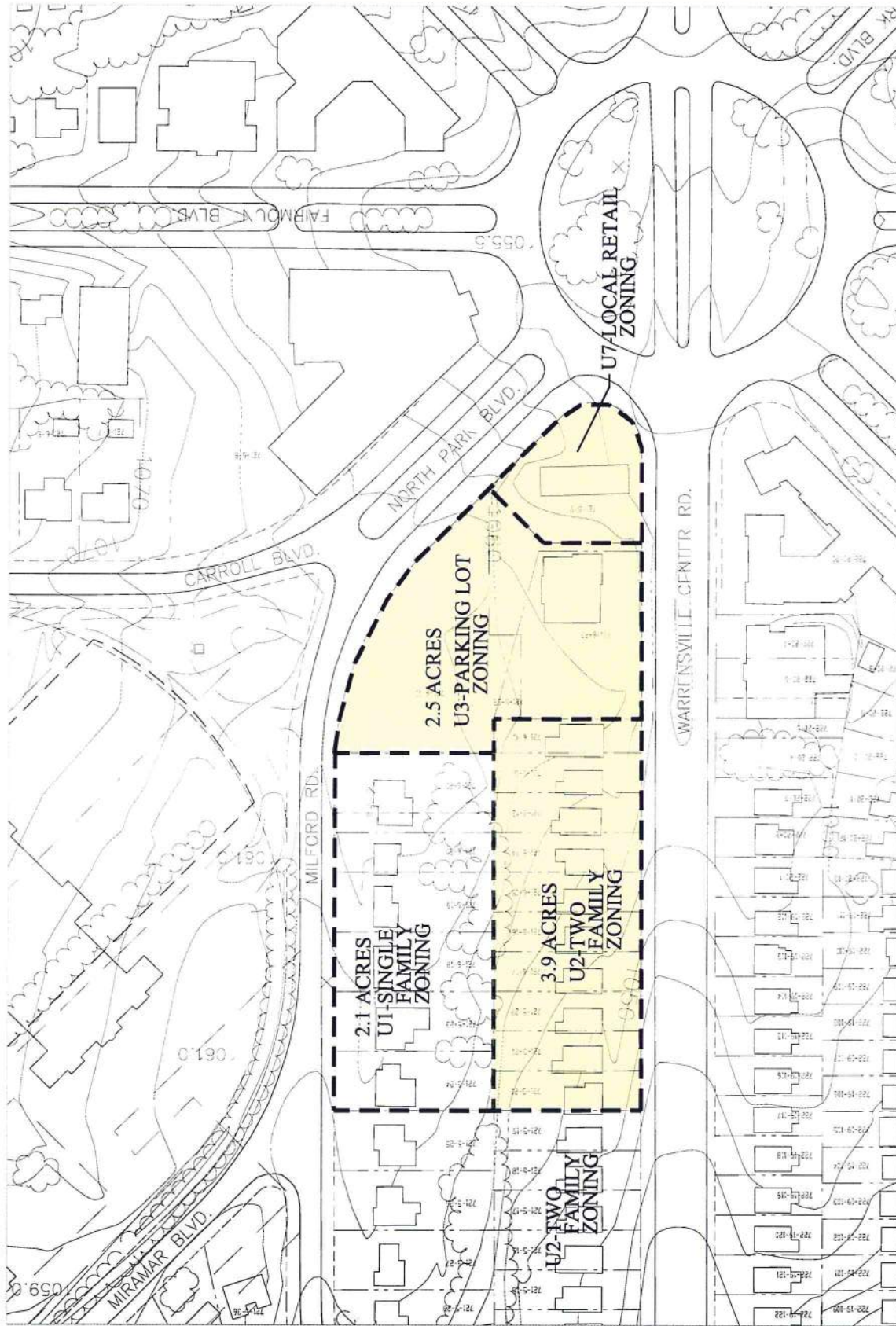
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OPPORTUNITIES
FOR CHANGE

FAIRMOUNT CIRCLE/
JOHN CARROLL
COLLEGE TOWN
DISTRICT

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OPPORTUNITIES FOR CHANGE

**FAIRMOUNT CIRCLE/
JOHN CARROLL
COLLEGE TOWN
DISTRICT**

- The current district studied for redevelopment represents 6.4 acres of land, and could easily expand.
- Zoning changes are going to be required if the proposed site becomes a 'College Town District.' It is going to require a U-9 Mixed-Use Zoning classification.



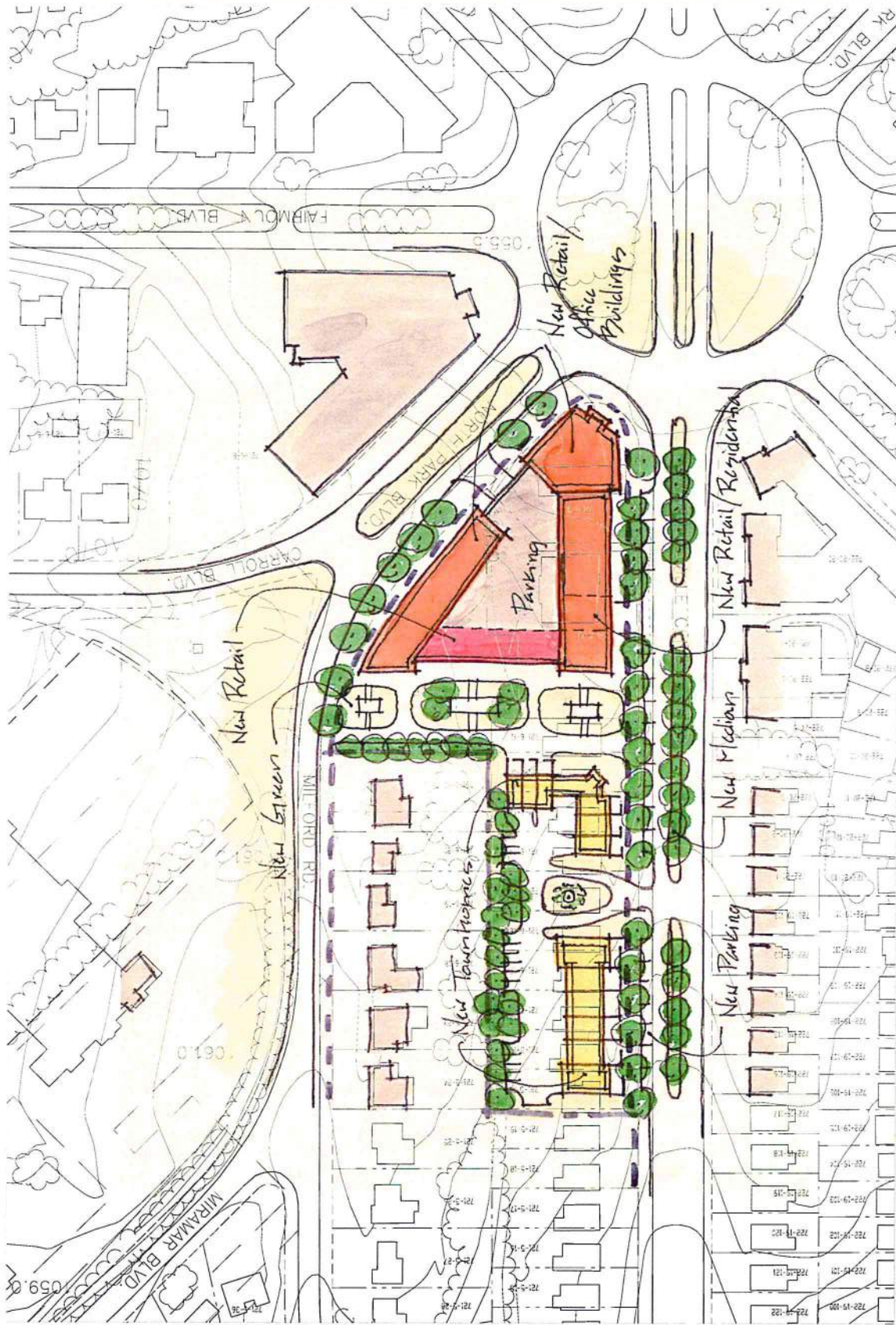
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OPPORTUNITIES FOR CHANGE

FAIRMOUNT CIRCLE/ JOHN CARROLL COLLEGE TOWN DISTRICT

CREATE A "COLLEGE TOWN"
DISTRICT ADJACENT TO
THE UNIVERSITY

CREATE A STRONGER VISUAL
CONNECTION TO CAMPUS

PROVIDES A VARIETY OF USES:

- A: RESIDENTIAL
- B: COMMERCIAL
- C: OFFICE
- D: PARKING

CREATES A STRONG SENSE
OF ENTRY FOR THE CITY

CREATES AN ACTIVITY NODE

THE PLAN INCLUDES:

- A: A NEW MIXED USE
RETAIL/OFFICE BUILDING
ON NORTH PARK
- B: A NEW MIXED USE
RETAIL/OFFICE BUILDING
AT FAIRMOUNT CIRCLE
- C: A NEW MIXED USE
RETAIL/RESIDENTIAL
BUILDING ALONG
WARRENSVILLE
- D: A VARIETY OF
TOWNHOMES THAT
COULD BE EMPTY
NESTER HOUSING
- E: NEW GREEN/GATHERING
SPACE
- F: NEW LANDSCAPE
MEDANS AND PARKING
ALONG WARRENSVILLE
- G: THE ABILITY TO
DEVELOP ADDITIONAL
TOWNHOMES TO THE
NORTH ALONG
WARRENSVILLE



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