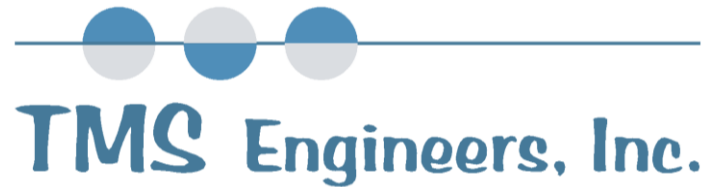


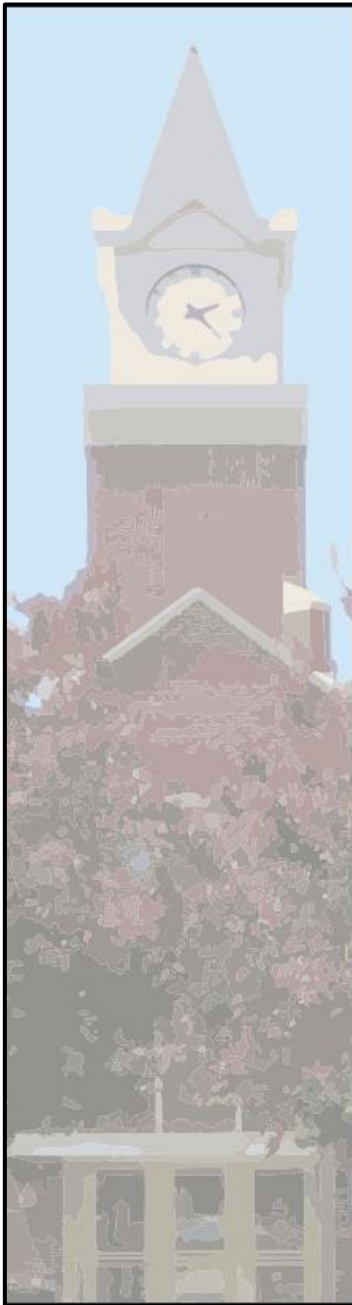


# MIDDLEBURG HEIGHTS SOUTHLAND DISTRICT VISION IMPLEMENTATION

**PUBLIC MEETING #1: JULY 7, 2021**

# INTRODUCTIONS





# Middleburg HEIGHTS Community Master Plan

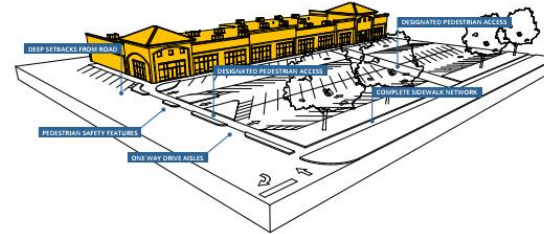
Draft June 22, 2021

## RECOMMENDATIONS



### 1.1 CONNECTIVITY & INFRASTRUCTURE

#### WALKABLE DEVELOPMENT FRAMEWORK I: PARKING LOT RESTRUCTURING



The majority of commercial development within the City is fronted by deep and expansive parking lots, which also provides opportunities to create a more pedestrian-friendly environment. By restructuring how parking lots are organized and striped (create one-way instead of two-way drive aisles, angled spaces, etc.), enhancing pedestrian safety with bump outs and landscaping, and using what already exists and enhance pedestrians, but also improve the overall walkability of the area.

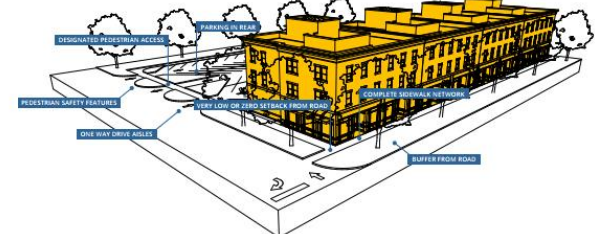
#### EXAMPLES OF PARKING



Source: Google Earth; Upper Arlington, Ohio

22 RECOMMENDATIONS | DRAFT JUNE 22, 2021

#### WALKABLE DEVELOPMENT FRAMEWORK II: COMPLETE REDEVELOPMENT



The City of Middleburg Heights is largely built out and minimal land remains open for new development. However, there always exists an opportunity for redevelopment, which should be supportive and welcoming to all types of mobility users and types. This should include pedestrian scaled amenities and fixtures, very low or zero setbacks to frame and



### 1.5 TARGET COMMUNITY AREAS

#### WHAT ARE TARGET COMMUNITY AREAS?

Target Community Areas are critical locations within the City and hold a unique significance for a number of reasons, including acting as key gateways within the community, redevelopment potential, opportunities for new development, or other similar qualities and characteristics. Generally, the areas identified below and within the map on the next page each hold an exceptional level of prominence within the City of Middleburg Heights, and were selected based on

conversations with the Project Team, stakeholder interviews, and comments from the public.

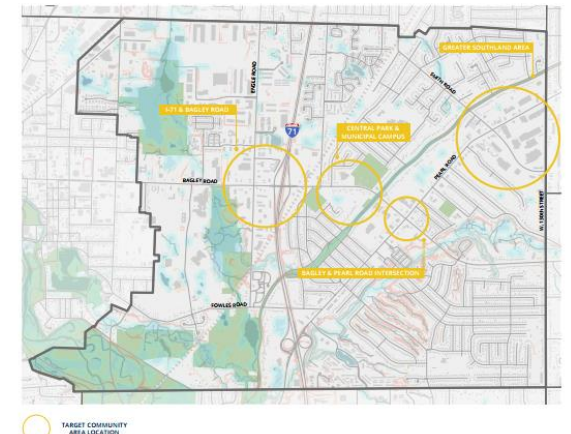
The following analysis takes a closer look at each of these four Target Community Areas more in-depth and provides Key Principles for how they should function within the community. Additionally, these Key Principles also provide general guidance for development and/or redevelopment should a site meet such criteria.



Source: Google Earth

30 RECOMMENDATIONS | DRAFT JUNE 22, 2021

#### LOCATIONS OF TARGET COMMUNITY AREAS



The above map and the locations of Target Community Areas were selected and refined based on conversations with the Project Team, stakeholder interviews, and comments from the public.

Source: County Planning (2021)

CITY OF MIDDLEBURG HEIGHTS MASTER PLAN 51



Community

## Middleburg Heights unveils vision for Southland revitalization

Updated Jun 14, 12:33 PM; Posted Jun 13, 3:42 PM



Community News

## Middleburg Heights approves mixed-use zoning for retail districts

Updated Mar 27, 2021; Posted Mar 27, 2021



Community News

## Middleburg Heights seeks grant to offset Southland District planning costs

Updated May 09, 2021; Posted May 08, 2021



Middleburg Heights officials will apply for a Transportation for Livable Communities Initiative grant to help offset planning costs for the Southland District project. (City Architecture)







# PLANNING & DESIGN DIRECTIVES FOR SOUTHLAND

An aerial architectural rendering of a proposed urban development in Southland. The plan shows a mix of building footprints, parking lots, and green spaces. A prominent feature is a large, circular, red-colored area in the upper right, possibly a park or a large plaza. The layout suggests a focus on pedestrian-friendly design, with buildings and parking integrated into a network of streets and public spaces.

- **Support increased and bicycle access**
- **De-emphasize the automobile, and reconsider parking minimums**
- **Build a mixture of uses into the sites**
- **Orient buildings along main streets and limit front parking areas**
- **Incorporate and elevate spaces for people**



# NOACA TRANSPORTATION FOR LIVABLE COMMUNITIES (TLCI) & REGIONAL STRATEGIC PLAN OBJECTIVES

- Developing transportation projects that provide **more travel options**
- **Promoting reinvestment** in underutilized or vacant/abandoned properties
- Supporting **economic development**
- Ensuring that the **benefits of growth and change are available to all** members of a community
- Providing people with **safe and reliable transportation** choices
- Enhancing **regional cohesion**



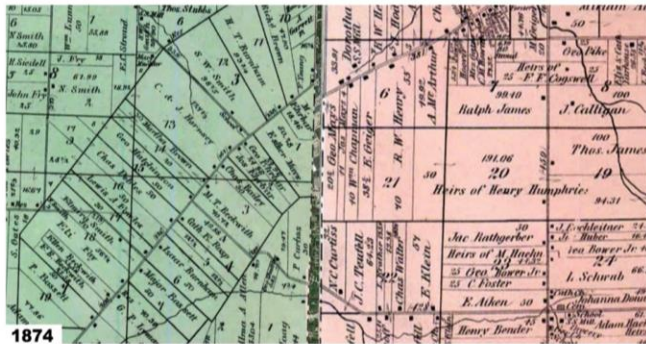
# PROJECT SCOPE

- **Community Engagement**
  - Information & updates provided online
  - 3 public meetings to share information, collect feedback, & present preferred district vision
- **Transportation & Traffic Engineering**
  - Collect existing conditions traffic data at key intersections
  - Calculate & project out anticipated trips generated
  - Recommend improved intersection & roadway configurations
- **NOACA TLCI Implementation Grant Authorship**
  - Develop project cost estimates
  - Identify & reconcile potential funding sources
  - Compose & coordinate grant application



# INTRODUCTION & HISTORY

Middleburg Heights is one of several southwestern suburbs of Cleveland that has reached a crossroads. Formerly home to thriving industrial jobs, the community must now adapt to changing social and economic conditions. Without these industrial economic engines, the City also faces aging housing stock and acres of underutilized retail space that have an opportunity to be re-imagined, supporting an increasing nationwide demand for active live-work-play environments.



Once dominated by farmland, the City has undergone transformations over its history as this rural land began to be developed for housing and now ultimately, a commercial hub. On the Southland site, residential uses were not originally part of the development since at the time of its conception, there was a desire to create a fully commercial district.

As shopping trends have evolved since then and have refocused on the 'experience' of shopping, the reconsideration of new uses for this district can bring new levels of energy, value and investment to counter increasing levels of commercial vacancy found here today. In today's "Age of Amazon," places like Middleburg Heights have the potential to reinvent

themselves. While the end product may look different from what success was seen as in the past, these cities can provide their community members opportunities to obtain wealth and attract continued investment.

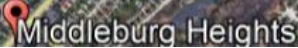
Because of Amazon and the fate of traditional shopping malls and retail centers across the country, now is the time to re-imagine what thriving community destinations are like. They are welcoming places that adapt to changing markets, demographics and lifestyles, and have the ability to evolve as the community's needs change. Communities like Middleburg Heights must begin to build this vibrant and sustaining future.

This series of historic aerial imagery and maps demonstrates the City of Middleburg Heights' changing landscape and development patterns.





291



**1/4 mile**

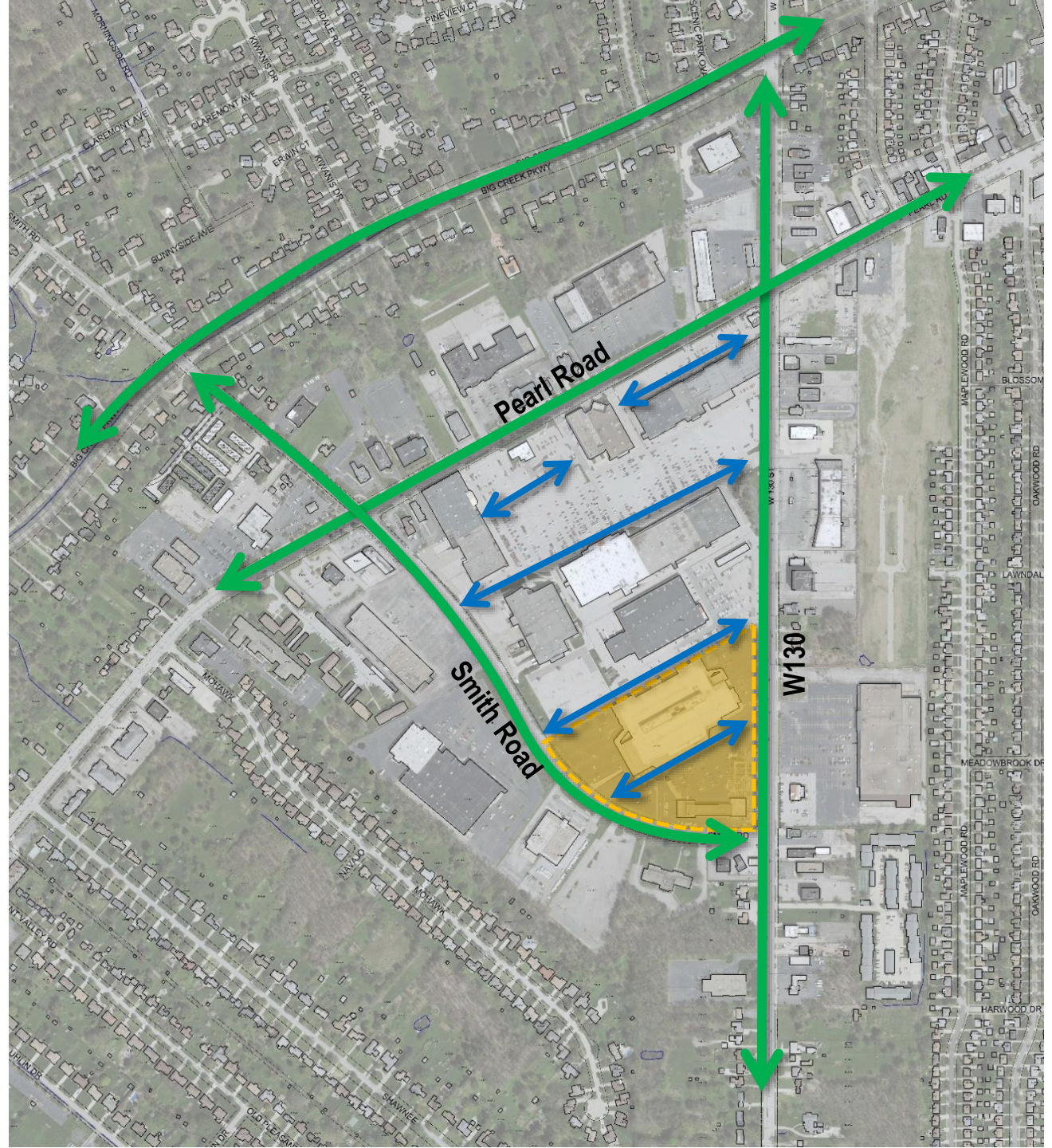
**1/2 mile**



# Existing Analysis

## Circulation

- Primary circulation is outside the site / around the perimeter
- Secondary / interior circulation is primarily east – west





# Existing Analysis

## Circulation

- Primary circulation is outside the site / around the perimeter
- Secondary / interior circulation is primarily east – west

## Frontage

- Within Southland, front doors of some buildings face the sides and backs of other buildings
- Irregular presence along main corridors
- Limited signage – what's here?





# Existing Analysis

## Circulation

- Primary circulation is outside the site / around the perimeter
- Secondary / interior circulation is primarily east – west

## Frontage

- Within Southland, front doors of some buildings face the sides and backs of other buildings
- Irregular presence along main corridors
- Limited signage – what's here?

## Occupancy

- Wide variety of businesses on-site and adjacent properties
- Southland has limited vacancies – demonstrates demand and customer base





# Identifying a Hierarchy

## 1. Gateways and Entry Points

- Get people here, draw them in

## 2. Connections To and Through

- Improve experience of arrival
- Increase north – south circulation within site

### 3. Strengthen Street Edge

- Bolster presence along corridors
- Repurpose underutilized land within site

#### 4. Redevelop Former Sears Site

- Make a statement about the future of Middleburg Heights
- Bring in missing use(s) that will support surrounding retail, reinforce above site form





# Existing Traffic Control

## 1. Speed Limits

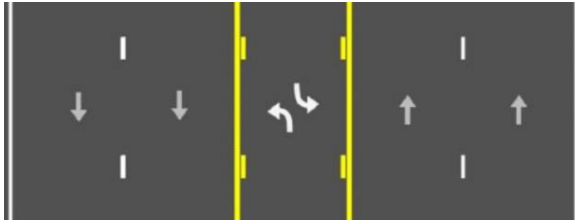
- Pearl Road = 35 mph
- W. 130th Street = 25 mph
- Smith Road = 25 mph

## 2. Signalized Intersections

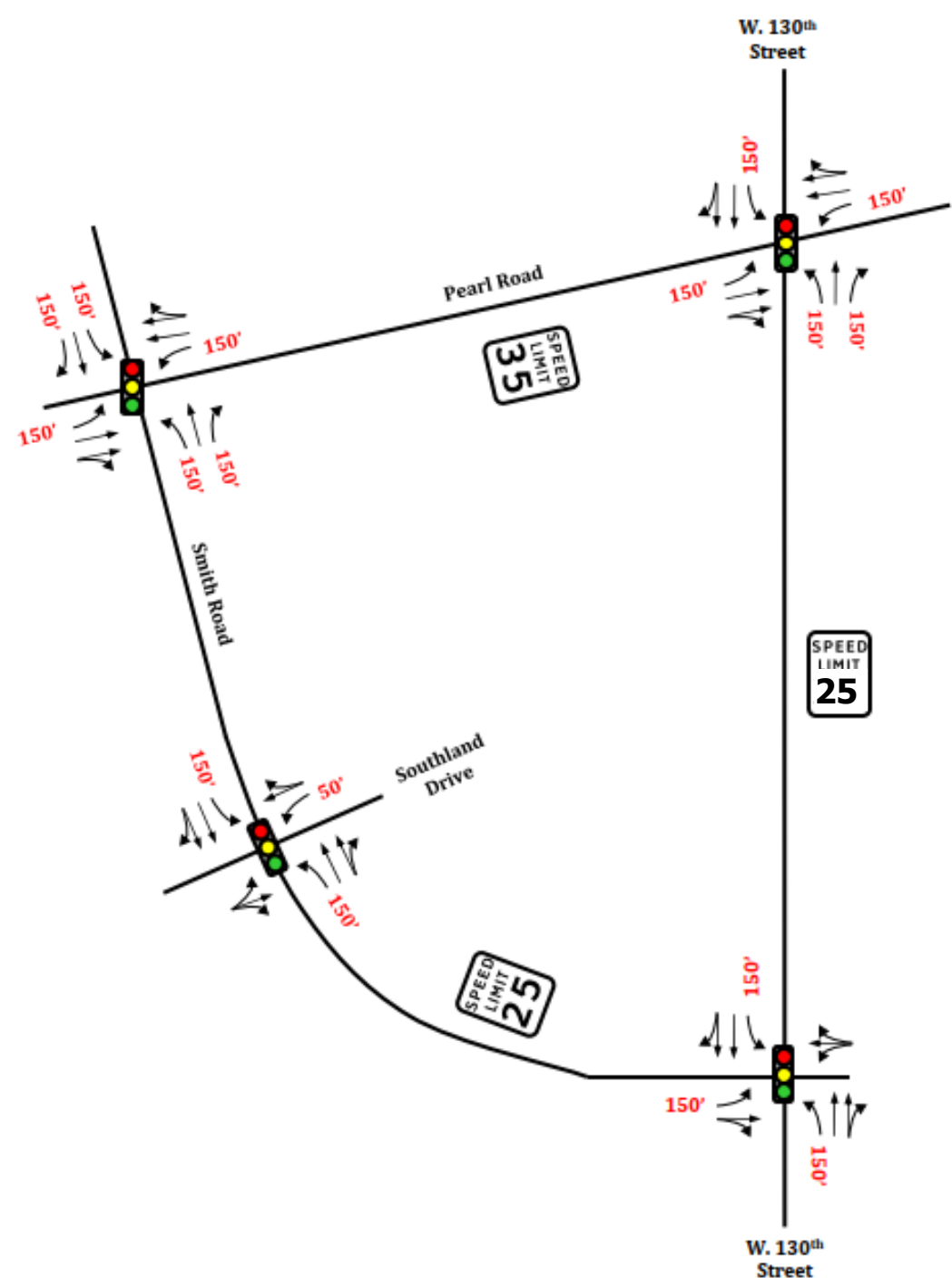
## 3. Turn Lanes

## 4. Through Lanes

- Pearl Road = 4 + TWLTL
- W. 130th Street = 4 + TWLTL
- Smith Road = 4 + TWLTL

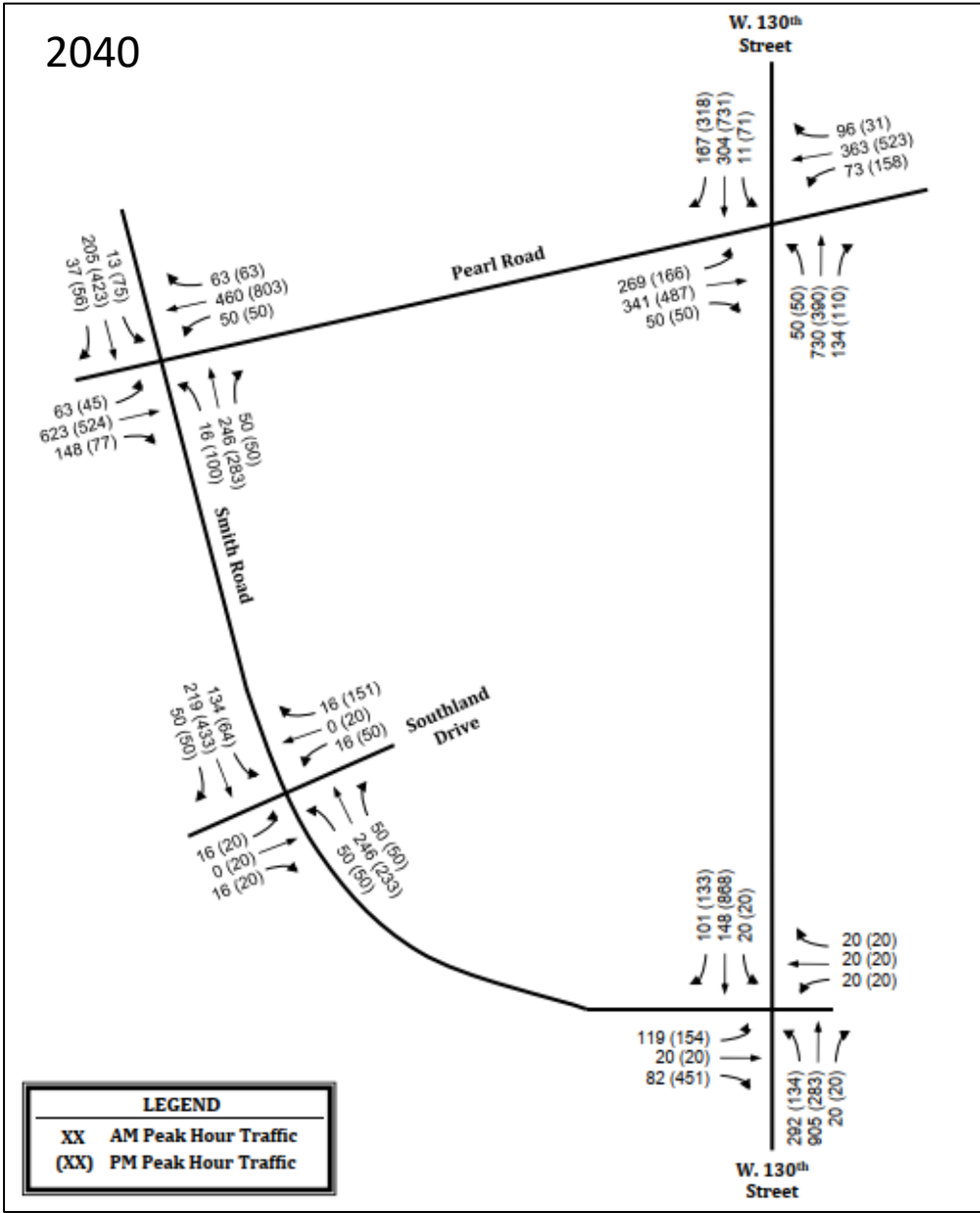
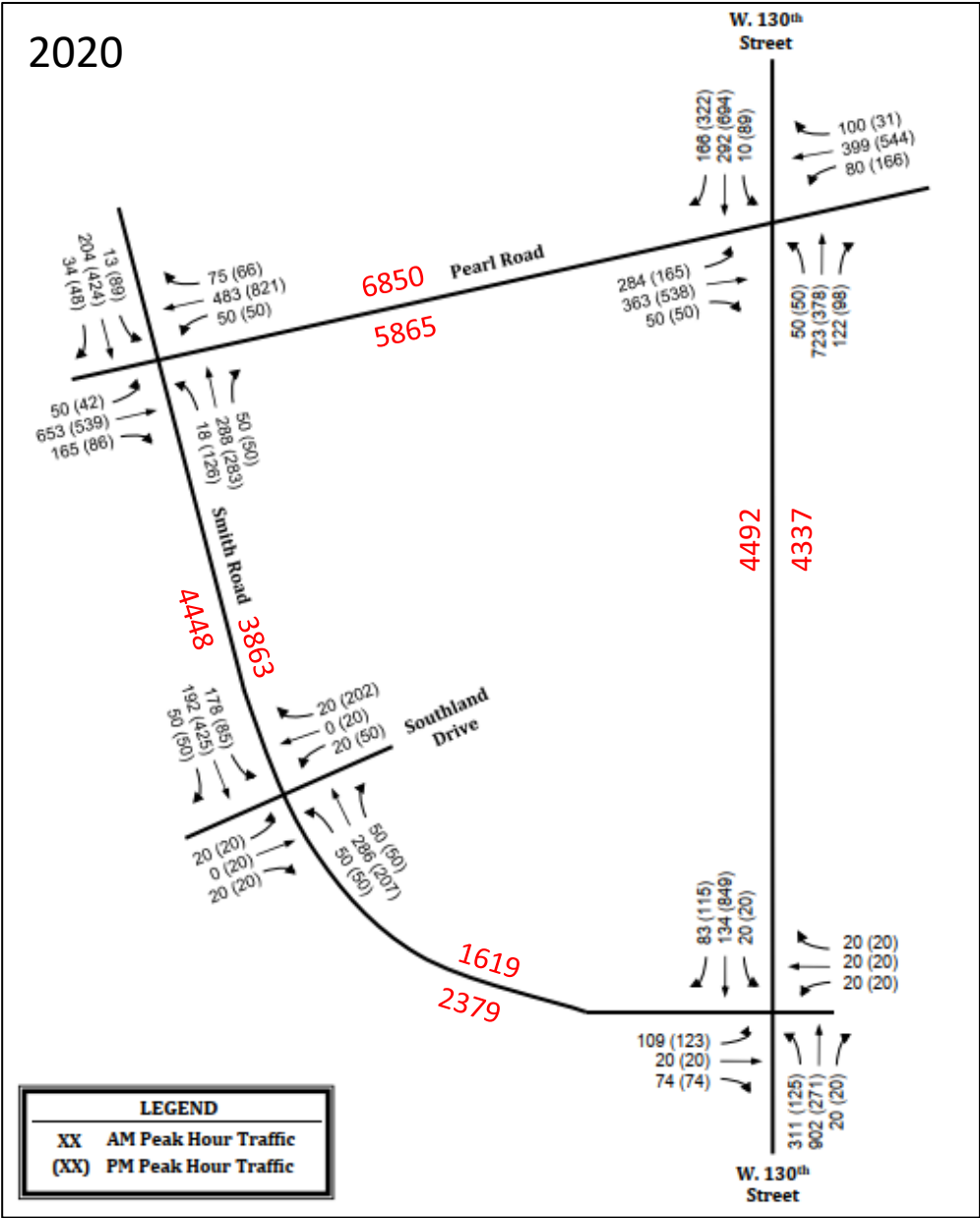


*TWLTL = Two Way Left Turn Lanes*





# Traffic Volumes







It is crucial to understand what other municipalities have implemented in shopping districts and Southland Shopping Center. Due to the nation's shifting demand toward mixed-use destinations, the transformation of retail environments, existing precedents set by similar redevelopments are being leveraged. Design concepts can be applied from these implemented projects to help guide the future of Shaker Town Center. Case studies are grouped into two project focus categories, as listed below.

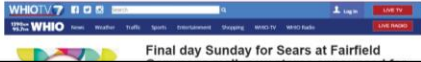
BUILDING RE-USE

- Sears - Nationwide
- The Mall at Fairfield Commons - Beaver Creek, Ohio

SITE INTERVENTION

- Belle Oaks at Richmond
- Eastfield Commons
- Shaker Town Center
- Van Aken District - Columbus, Ohio

SEARS (NATIONAL EXAMPLE)  
BUILDING RE-USE



Across the country communities are faced with similar challenges related to shopping centers, and strategic

THE MALL AT FAIRFIELD COMMONS  
BUILDING RE-USE

This re-use project involves the renovation of a former Sears Site located at a traditional enclosed mall in Beavercreek, Ohio. The planned development seeks to create a family friendly entertainment destination on the first floor with Round1 Entertainment and a new furniture store planned for the second level.



Round1 Entertainment has locations across the country with one other located in Ohio (Mentor). It serves as a combination of a sports bar, bowling alley and an arcade.

This project is currently in the pre-development

BELLE OAKS AT RICHMOND  
SITE INTERVENTION



This former Sears site at Richmond Town Square Mall in Richmond Heights, Ohio is being marketed as "Class-A" apartments in a walkable, live-work-play district with supporting amenities that includes retail you can't get online."

EASTFIELD COMMONS  
SITE INTERVENTION

Developers in pursuit of 'de-malling' this retail site in Eastfield, Massachusetts, shifting the design from an enclosed mall to an open-air concept. This will fill the grey space with green along with 23 proposed residential buildings (with a total of 276 units) in addition to nearly 500,000 sq ft of mixed commercial on over 25 acres of land.



Non-traditional reuse of existing big box stores is being explored as well, including a marijuana cultivation facility.

This project is currently in the planning stages.



SHAKER TOWN CENTER  
SITE INTERVENTION



Shaker Town Center is a contiguous suburban-style shopping plaza at Chagrin Boulevard and Lee Road in Shaker Heights, Ohio. It is a "super block" with little connection through the site.

City Architecture developed a conceptual plan to improve the entire Chagrin-Lee Neighborhood. The plan focused on improving connections and introducing new uses on the vacant portions of the site.



Enhancements of the existing Town Center shopping district include new North - South connections and multifamily housing. Focus was placed on the creation of a sense of place rather than an isolated plaza. Phase 1 has been completed and features 36 new residential units, a new street through the shopping center, out-parcel buildings, public art and a reconfigured Chagrin Boulevard.



# VAN AKEN DISTRICT

## SITE INTERVENTION

Located in Shaker Heights, Ohio, the Van Aken District is a recent local example of successful improvements made to underutilized retail through mixed-use development.

On seven acres of land, a 1950s shopping center has been transformed into a vibrant new lifestyle center. District features include a five-story, 103-unit apartment building, 64,000 square feet of office space, a central green space, 80,000 square feet of retail storefronts, a food hall and beer garden.

The following four elements are reflected by the completed Van Aken District and can be applied to a re-imagined Southland Shopping Center as well.

- 1 Active edges and vibrant district gateway
- 2 Strengthened street presence and retail
- 3 Pedestrian-friendly circulation
- 4 A newly re-imagined mixed-use district





# SITE & DEVELOPMENT STATS

It is important to look at multiple development sites when determining potential design interventions. There are many different elements to consider in redevelopment, such as ownership patterns, phasing opportunities, vacancies and building configurations. Rather than a “one size fits all” approach, multiple options must be examined at a series of sites throughout the district. This provides flexibility and options in the design process.

The following statistics are possible developments across the Southland Shopping District. The map to the right highlights each site.

These should be used as a framework to understand what opportunities exist to re-imagine the current area.

## POTENTIAL DEVELOPMENT TOTALS:

NEW COMMERCIAL RETAIL SPACE:	417,000 SF
NEW COMMERCIAL OFFICE SPACE:	161,000 SF
NEW RESIDENTIAL SPACE - TOWNHOMES:	110 UNITS
NEW RESIDENTIAL SPACE - MULTI-FAMILY:	860 UNITS (934,000 SF)
NEW RESIDENTIAL SPACE - SF / CLUSTER HOMES:	79 UNITS
NEW GREEN SPACE:	168,500 SF (3.8 ACRES)

## DEVELOPMENT SITES:

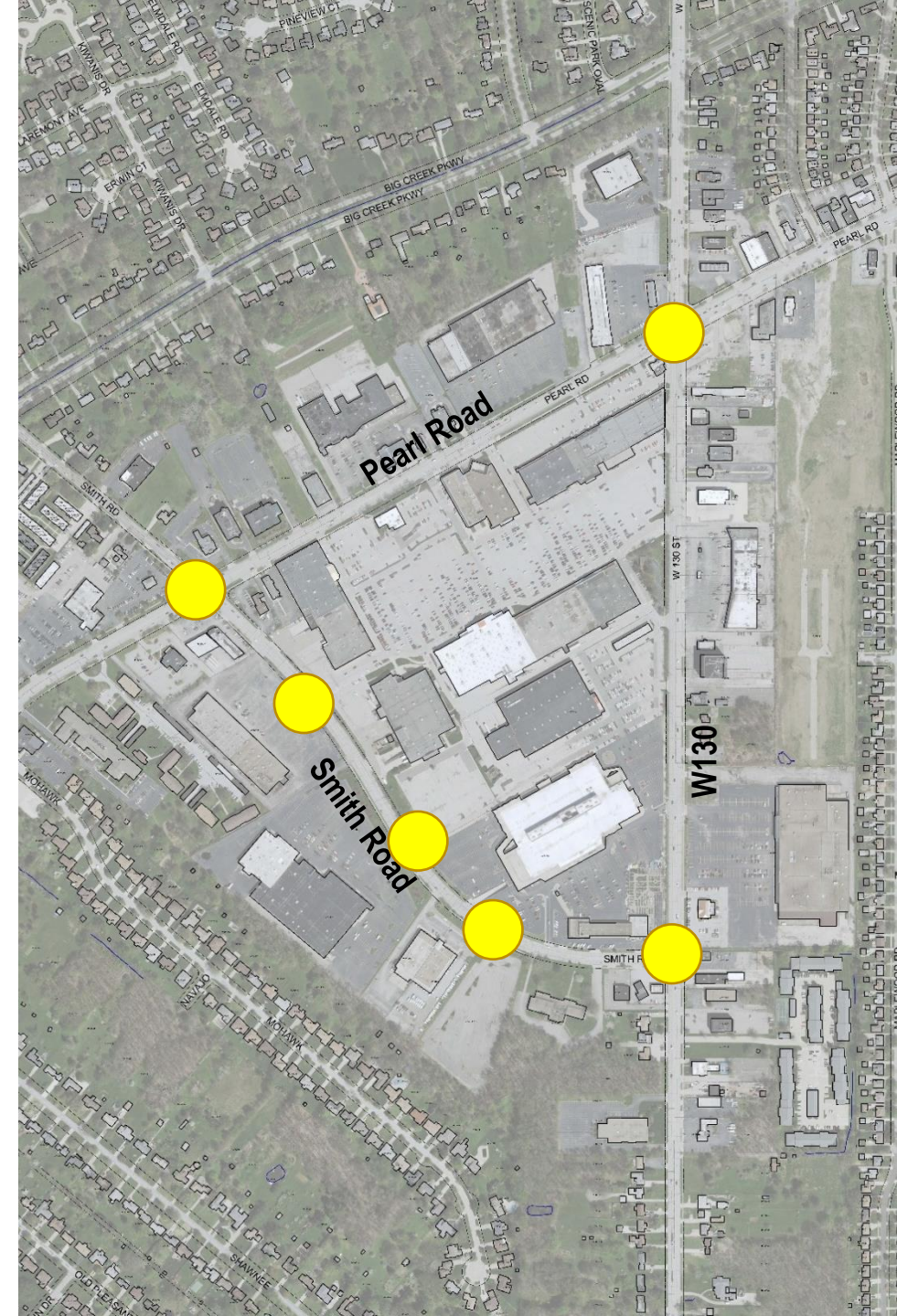
Site A - Create strong frontage along Pearl Road	Site F - Create strong frontage along Smith Road / new housing options
Site B - Redevelop to create gateway and new use options	Site G - Redevelop site to create new activities and street frontage
Site C - Redevelop gas station as district gateway	Site H - Redevelop as mixed use core / green space
Site D - Medina Creative Housing development	
Site E - Create strong frontage along Smith Road / new housing options	





# Future Conditions Traffic

- Develop projected site-generated traffic for proposed development
- Analyze and document anticipated travel patterns and operational performance at study area intersections
- Accommodate all travel modes with Southland District and connecting to adjacent neighborhoods
  - Bicycle, pedestrian, transit, motor vehicle
  - Infrastructure configuration and related accommodations
  - Safe & comfortable travel for all modes
- Document traffic analysis, results and recommendations to qualify and apply for NOACA funding





# NEXT STEPS

An aerial architectural rendering of a campus. The image shows several large, white, multi-story buildings with flat roofs. There are extensive parking lots with many cars parked. A circular plaza with a red ground surface and a central green area is visible. The surrounding area includes roads, trees, and other smaller buildings. The overall style is a semi-transparent architectural overlay on a real-world aerial photograph.

- **Analyze future traffic data & community feedback**
- **Form transportation recommendations**
- **Revise Development Plan**
- **Next Meeting: July 27, 2021**



# SOUTHLAND DISTRICT VISION PROGRESSION

The City continues to move forward with transformative redevelopment initiatives. Last year, Middleburg Heights leadership set forth a vision to reposition the Southland District. Planning and engagement activities are scheduled throughout the Summer in preparation for a Fall grant submission. The City will host three community sessions to share ideas, receive feedback, and provide status updates:

July 7 • July 27 • August 26

Visit the Mayor's Corner on [middleburgheights.com](http://middleburgheights.com) for updates & more information.

