

**At the Re-Imagining Severance Forum on Wednesday, October 21<sup>st</sup>, attendees were asked to break out into small group sessions to complete a short survey. Below are the questions and responses from Forum attendees:**

1. What do you believe is the best use of Severance that will enhance Cleveland Heights and build upon its character?

- Intergenerational housing – for example:
  - Housing similar to Fairfax neighborhood
  - Create a neighborhood or area to attract millennials
  - Build homes geared toward seniors aging in place
- Convert the theatre into a performing arts center
- Space that promotes an active lifestyle, i.e. – health center, pool, etc.
- Recreational center/space (skate park, batting cages, school of gymnastics, etc.)
- Create a walkable intergenerational self-contained village
- Redevelop total property with housing for seniors desiring to downsize (one-story living houses and condos)
- Walkable pedestrian friendly restaurants – sit down, fast food, local restaurants
- First class senior community residence/assisted living
- Apartment housing
- Bring in private companies to do business – that will bring people from everywhere
- Turn Walmart into storage space or fish farm
- Build while focusing on the values of the community, i.e.:
  - Don't violate the integrity of the neighborhoods
  - Build community – a place that promotes interaction
  - Mixed income housing and affordable retail to reach all people
  - Foster the arts
  - Attractive and accessible at all times – ensure safety at all hours
  - Supports families – constructive and safe places for children
  - A place that fosters learning and education
  - Indoor/outdoor recreation
  - Green spaces and big parks
  - Variety of house styles/sizes – multigenerational
  - Multi-use – some manufacturing, offices, housing, arts, parks, and a community meeting space
- Upscale rental housing – 3 bedroom/2 bath apartments
- Upscale/decent retail stores
- Indoor parking for residents
- Dense mixed-use with intergenerational housing
- Reasonably priced spaces for artists
- Connect with University Circle and the other business districts in Cleveland Heights
- Businesses that will support the tax base
- Make use of large area – dog park, miniature golf
- Less car traffic, more pedestrian

- Already have Legacy Village and Crocker Park – something different with less congestion and less construction
- Consider what citizens want and re-zone accordingly
- Mixed use - retail in conjunction with housing
- Green space, incorporated into the design, i.e. – parks, urban gardens
- It should reflect who we are, look at the people that live here when building
- Makers space – artist studios, launch kitchen
- Satellite campuses, i.e. – Kent, OSU, Akron U
- Another neighborhood like Cedar/Lee, Coventry, Cedar/Fairmount
- Big anchor company like “Progressive Insurance”
- Small shops (similar to Lee Road) and art galleries
- Whatever is done should be market driven focused before development is planned
- Incorporate arts and culture
- Bike-able path around and through the site
- Not self-contained: integrated into the inroad fabric
- Well-connected with public transit
- Overarching goal should be to bring in tax base and new residents
- Match the environment: get rid of asphalt; put in greenspace; don’t depend on one kind of income, make it mixed-use
- A place with the following would be attractive: walkability, narrow streets, bike-able, places to sit, child-friendly, family-friendly, senior citizen friendly, green patches, pocket parks, and a central place to gather.
- Take out ring road, break it up and lay it out in a new way
- Technology/Engineering Business
- Energy efficient
- Affordable housing (for millennials/regular residents)
- Sustainable business with green infrastructure and renewable energy
- Technical college or continuing education training
- Tree canopy
- Small compact/multi-use
- Residential around perimeter
- Intergenerational and diversity promoted
- Residential community with services for the residents
- Self-contained community with a community center
- A place with a sense of privacy/security
- Customer-service based businesses to encourage employees to live nearby
- Create something that is unique
- Housing targeted toward transients

## **2. What ideas (from other cities and NextDoor) have you heard today that are promising?**

- Skate Park
- Performing Arts Center
- Farmers Market
- Co-housing/common house
- “Food Building” – i.e. – the Shaker Heights project that promotes socializing
- Campus – college classes for adults/seniors
- Office space
- Walk to drug store or grocery store
- Nice looking interior streets with small homes
- Colorado example from the presentation
- Political will, public investment
- Single-level housing
- Roller rink
- Incorporating the arts, i.e. – design and sculptures
- All examples Roger Bliss showed were wonderful
- Community Redevelopment Agency to help with the process
- High-density that would be self-supporting of businesses and offices, restaurants, and other community amenities
- Battery Park
- Greater variety – restaurants, commercial use
- Self-sustaining – wind farm
- Bowling alley
- Dog friendly
- Good examples are: Chautauqua West and Chicago’s Millennium Park

## **3. What questions need to be asked in considering the future of Severance?**

- What development could be done in the Walmart building?
- How/Where to build this into the masterplan for the city?
- Who owns the land and the properties?
- What are the zoning rules?
- How do we get the right kind of developer?
- Can we build so the perimeter is only certain things and center core is something else?
- How do we break the Walmart lease and other not-complete leases?
- What influence can we have on the developer?
- Can community members get on developers board?
- What local demographics will use a redeveloped Severance Center?
- Political will, public investment – how do we achieve this?
- How can Severance be integrated with the rest of the community?
- How to create a space and plan that works with the winter weather?

- How will the community policing work?
- Public and private municipal services?
- Will there be a loss of trees and tree canopy?
- Will these ideas be shared with the city?
- Demographic representation needed for input
- Determine the needs of the aging population?
- Consider Severance space in relation to other retail spaces/areas (i.e. Coventry)
- Regarding Walmart contract – what consideration is needed? How long is their contract? Will they waive it?
- Will the new development improve the city and enhance the quality of life?
- We have a post office, city hall, health center – now grow the community.
- Shopping is changing as we move into the future – how can we incorporate more aspects of community living, not just stores and more shopping?
- Where does the money come from?
- What is the majority of the tax base?
- How will you take Home Depot and Dave’s into account?
- How will you continue to keep the community involved and informed?
- How much municipal involvement?
- What is the projected tax revenue?
- How will development encourage children?
- How will it attract young families to the space?
- Where is the demand for live/work space?
- Would better fiber optic infrastructure generate new development?
- How can we accommodate single-level living units?
- Will the city embrace the voices of the community in this process?
- What are the non-negotiables, things that don’t resonate with the community?

#### **4. Other comments or questions:**

- Residence for 60 and over
- “I’m very frightened of having fast food restaurants”
- Museum to get a national draw/destination
- “Why do we have to travel to other suburbs for ‘good shopping’ or rentals?”
- Dense, mixed-use, intergenerational, with trees
- Need the city to be a participant
- Consult with the City of Beachwood, they do it right and keep their taxes low
- Finance the project with municipal bonds
- There’s a lot of concern/angst over property tax base and individual taxes
- NO – flea market, outlet mall, Ikea, or palm trees
- Make it attractive – even beautiful
- Enhance the Intersection
- Do not build too much retail, there is too much retail in Cleveland Heights already