At the Re-Imagining Severance Forum on Wednesday, October 21st, 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?
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