NOBLE ROAD
CORRIDOR PLAN

Community Meeting #2

Cleveland Heights & East Cleveland, Ohio

04.04.19
Agenda

1. Reviewing the Plan’s Mission
2. Increasing the Appeal of the Area
3. Core Concept; Restructuring Noble Road
4. A Multi-Modal Corridor
5. Guidance from Market Analysis
6. Sequencing of Improvements
7. Revised Improvements Recommendations for 4 Nodes
   • Noble/Euclid Node
   • Nela Commercial Node
   • Noble/Monticello Node
   • Noble/Mayfield Node
1. Reviewing the Plan’s Mission

Before considering revised improvement plans and concepts, it is useful to review the Plan’s mission to form consensus on what we are trying to accomplish. From Camiros’ perspective, the plan’s mission should be to define a path to reversing the issues and challenges that face the corridor.

Issues and Challenges to be Reversed

- Declining residential property values
- Decreasing quality of businesses along Noble Road
- Declining appearance of the Noble Road Corridor
- Lack of vitality along Noble Road
- Increasing vacant land and storefronts along Noble Road
2. Increasing the Appeal of the Area

The key to improving neighborhoods and communities is simple: *make the area more appealing; make it a place where people choose to live, work and play.* How to achieve this marked increase in appeal is the central challenge to the Plan, and differs from community to community. In considering *how* to make the area more appealing we must ask *why* people would choose the Noble Neighborhood as a place to live, work and play.

**Why people would choose the Noble Neighborhood?:**

- *It offers a lifestyle that meets the needs of modern families*
- *Almost everything residents need is nearby and easily accessible*
- *Noble Road is attractive and has nice shops and restaurants*
- *The neighborhood has a special “feel”, it really feels like home*
- *The area is clearly improving and will be even better in the future*
- *The housing stock is great and offers strong value*
- *Property values are poised for nice appreciation*
3. Core Concept: Restructuring

Camiros thinks *increasing the appeal* of the Noble Neighborhood starts with restructuring Noble Road to make it a *major asset to residents* and central to *creating the lifestyle that people want today.*

**How should Noble Road be restructured to make it appealing?**

- Make it a place that is fun, interesting, attractive and the focal point of the neighborhood, not just a way to drive from Point A to Point B.
- Make it a place that appeals to people of all ages.
- Make it a place that connects the neighborhood together.
- Make it a place where it is fun to walk and ride a bike.
- Make it a place where using the bus is more comfortable.
- Make it a place where social/civic activities occur; promoting interaction.
- Make it a place that reflects the diversity of the neighborhood.
- Make it a place that has interesting and special shops, as well as a range of restaurants.
4. A Multi-Modal Corridor

Camiros thinks that restructuring Noble Road into a multi-modal corridor is the best way to make the neighborhood appealing, and is a prerequisite to the desired private-sector investments in new commercial buildings, shops and restaurants.

What are the key components of a multi-modal corridor?

- Multi-modal simply means “multiple modes” of movement (transportation)
- Instead of designing streets around cars, equal emphasis is placed on walking, biking and bus transit.
- Noble Road will be put on a “road diet” allocating only 2 lanes for cars.
- Part of the space made available by reducing cars to 2 lanes will be put into streetscaping and increased greening/beautification.
- Highly visible and protected bike lanes will be added to make biking a viable and healthy options for getting around the neighborhood.
- A continuous multi-modal corridor is proposed: Mayfield to Euclid
- Separate improvement designs are proposed for the residential and commercial portions of the corridor.
- Enhanced lighting and safety are essential elements.
4. A Multi-Modal Corridor

- Improved Landscaping
- Parking on West Side of Street
- Expanded Sidewalks
- Break-Away Bollards
- Bike Lanes

Typical Multi-Modal Improvement in Commercial Nodes
March, 2019
4. A Multi-Modal Corridor

Special design for residential areas.
4. A Multi-Modal Corridor

Commercial and residential improvement types.
Community Response to Core Concepts

The community’s opinion regarding the validity of the core concepts is very important. Please use your clickers to rate your level of agreement with the core concepts.

Do you agree that the mission of the plan is to delineate strategies to reverse the issues identified?

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree
Community Response to Core Concepts

The community’s opinion regarding the validity of the core concepts is very important. Please use your clickers to rate your level of agreement with the core concepts.

Do you agree that increasing the appeal of the area is central to reversing the issues identified?

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree
Community Response to Core Concepts

The community’s opinion regarding the validity of the core concepts is very important. Please use your clickers to rate your level of agreement with the core concepts.

Do you think the proposed multi-modal corridor, as described, is the right “catalyst project” to start the process of making the area more appealing.

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree
5. Guidance from the Market Analysis

Catherine Timko
THE RIDDLE COMPANY
Cleveland Heights Trade Areas
Noble Corridor Intersections
10 Min. Walk Times
Noble & Mayfield Intersection: Primary and Regional Trade Areas
<table>
<thead>
<tr>
<th>Geography</th>
<th>Period</th>
<th>Population</th>
<th>Median Age</th>
<th>Households</th>
<th>Average Household Size</th>
<th>Median Housing Value</th>
<th>Median Household Income</th>
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<tr>
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<td>2010</td>
<td>46,121</td>
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<td>220,973</td>
<td>2.27</td>
<td>-</td>
<td>-</td>
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<tr>
<td></td>
<td>2018</td>
<td>45,807</td>
<td>37.1</td>
<td>20,090</td>
<td>2.24</td>
<td>$144,985</td>
<td>$53,787</td>
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<td></td>
<td>2023</td>
<td>45,246</td>
<td>37.6</td>
<td>19,972</td>
<td>2.23</td>
<td>$160,996</td>
<td>$60,119</td>
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<td></td>
<td>2018 to 2023 Change</td>
<td>-1.20%</td>
<td>1.35%</td>
<td>-0.59%</td>
<td>-0.06%</td>
<td>11.04%</td>
<td>11.77%</td>
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<tr>
<td>5 Census Tract Area</td>
<td>2010</td>
<td>12,500</td>
<td>39</td>
<td>5,338</td>
<td>2.34</td>
<td>-</td>
<td>-</td>
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<tr>
<td></td>
<td>2018</td>
<td>12,420</td>
<td>41</td>
<td>5,379</td>
<td>2.3</td>
<td>$116,054</td>
<td>$49,611</td>
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<td>2023</td>
<td>12,256</td>
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<td>5,345</td>
<td>2.29</td>
<td>$123,861</td>
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<td></td>
<td>2018 to 2023 Change</td>
<td>-1.30%</td>
<td>0.5</td>
<td>-0.60%</td>
<td>-0.13%</td>
<td>6.70%</td>
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<td>Noble and Euclid</td>
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<td>1,949</td>
<td>40.3</td>
<td>967</td>
<td>1.99</td>
<td>-</td>
<td>-</td>
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<tr>
<td></td>
<td>2018</td>
<td>1,823</td>
<td>43.3</td>
<td>916</td>
<td>1.97</td>
<td>$72,756</td>
<td>$24,958</td>
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<td></td>
<td>2023</td>
<td>1,767</td>
<td>44.7</td>
<td>893</td>
<td>1.96</td>
<td>$75,166</td>
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<td>2018 to 2023 Change</td>
<td>-3.10%</td>
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<td>-2.50%</td>
<td>-0.51%</td>
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<td>Noble and Nela</td>
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<td>2,944</td>
<td>38.3</td>
<td>1,244</td>
<td>2.36</td>
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<td>2018</td>
<td>2,808</td>
<td>40.3</td>
<td>1,200</td>
<td>2.33</td>
<td>$95,899</td>
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<td>2023</td>
<td>2,737</td>
<td>41</td>
<td>1,176</td>
<td>2.32</td>
<td>$106,893</td>
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<td>10.40%</td>
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<td>Noble and Monticello</td>
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<td>4,456</td>
<td>36.3</td>
<td>1,847</td>
<td>2.41</td>
<td>-</td>
<td>-</td>
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<td></td>
<td>2018</td>
<td>4,433</td>
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<td>1,859</td>
<td>2.38</td>
<td>$106,449</td>
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<td>2023</td>
<td>4,376</td>
<td>38.9</td>
<td>1,847</td>
<td>2.37</td>
<td>$113,838</td>
<td>$55,849</td>
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<td></td>
<td>2018 to 2023 Change</td>
<td>-1.30%</td>
<td>0.6</td>
<td>-0.60%</td>
<td>-0.13%</td>
<td>5.00%</td>
<td>10.50%</td>
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<tr>
<td>Noble and Mayfield</td>
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<td>3,518</td>
<td>39.9</td>
<td>1,658</td>
<td>2.12</td>
<td>-</td>
<td>-</td>
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<tr>
<td></td>
<td>2018</td>
<td>3,417</td>
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<td>1,625</td>
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<td>$121,734</td>
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<td>2023</td>
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<td>$133,740</td>
<td>$59,160</td>
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<td>2018 to 2023 Change</td>
<td>-1.90%</td>
<td>0.6</td>
<td>-1.50%</td>
<td>-0.31%</td>
<td>9.90%</td>
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Source: ESRI (2019)
## Retail Gap Analysis: Surplus & Leakage

### Cleveland Heights Retail Market Supply & Demand Nov. 2018

<table>
<thead>
<tr>
<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
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</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$726,312,544</td>
<td>$404,166,578</td>
<td>$322,145,966</td>
<td>28.5</td>
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<tr>
<td><strong>Total Retail Trade</strong></td>
<td>$854,919,216</td>
<td>$361,377,030</td>
<td>$293,542,185</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$71,393,329</td>
<td>$42,789,548</td>
<td>$28,603,781</td>
<td>25.1</td>
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### 5 Census Tract Area

<table>
<thead>
<tr>
<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
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<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$164,363,304</td>
<td>$25,894,315</td>
<td>$138,468,989</td>
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<td><strong>Total Retail Trade</strong></td>
<td>$148,803,960</td>
<td>$24,037,428</td>
<td>$124,766,532</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$15,559,344</td>
<td>$1,796,887</td>
<td>$13,762,457</td>
<td>79.3</td>
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### Noble & Euclid

<table>
<thead>
<tr>
<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$16,002,195</td>
<td>$11,767,572</td>
<td>$4,234,623</td>
<td>15.2</td>
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<tr>
<td><strong>Total Retail Trade</strong></td>
<td>$14,526,137</td>
<td>$9,548,796</td>
<td>$4,977,339</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$1,476,058</td>
<td>$2,218,774</td>
<td>($742,716)</td>
<td>-20.1</td>
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### Noble and Nela

<table>
<thead>
<tr>
<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$25,478,014</td>
<td>$2,721,583</td>
<td>$22,756,432</td>
<td>80.7</td>
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<tr>
<td><strong>Total Retail Trade</strong></td>
<td>$23,087,133</td>
<td>$1,600,353</td>
<td>$21,486,780</td>
<td>87</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$2,390,881</td>
<td>$1,121,229</td>
<td>$1,269,652</td>
<td>36.2</td>
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### Noble Monticello

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<tr>
<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$55,317,164</td>
<td>$11,934,840</td>
<td>$43,382,344</td>
<td>64.5</td>
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<tr>
<td><strong>Total Retail Trade</strong></td>
<td>$50,047,874</td>
<td>$11,479,669</td>
<td>$38,568,005</td>
<td>62.7</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$5,269,510</td>
<td>$455,170</td>
<td>$4,814,340</td>
<td>84.1</td>
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### Noble Mayfield (10 min walk)

<table>
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<tr>
<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$54,019,307</td>
<td>$23,638,156</td>
<td>$30,381,151</td>
<td>59.1</td>
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<tr>
<td><strong>Total Retail Trade</strong></td>
<td>$48,837,698</td>
<td>$16,973,527</td>
<td>$31,864,171</td>
<td>44</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$5,181,609</td>
<td>$4,664,629</td>
<td>$516,980</td>
<td>5.3</td>
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### Noble Mayfield (1 mile)

<table>
<thead>
<tr>
<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$259,484,169</td>
<td>$191,012,383</td>
<td>$68,471,786</td>
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<tr>
<td><strong>Total Retail Trade</strong></td>
<td>$234,622,694</td>
<td>$175,400,040</td>
<td>$59,222,654</td>
<td>14.4</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$24,961,475</td>
<td>$15,612,343</td>
<td>$9,249,132</td>
<td>22.9</td>
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### Noble Mayfield (10 min drive)

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<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$1,751,296,304</td>
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<td>$466,119,240</td>
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<td><strong>Total Retail Trade</strong></td>
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<td><strong>Total Food &amp; Drink</strong></td>
<td>$169,627,729</td>
<td>$179,654,239</td>
<td>($10,026,510)</td>
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### Noble Mayfield (15 min drive)

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<th>Area</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage Factor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Retail Trade and Food &amp; Drink</strong></td>
<td>$3,654,986,219</td>
<td>$2,726,554,673</td>
<td>$928,433,546</td>
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<tr>
<td><strong>Total Retail Trade</strong></td>
<td>$3,298,382,651</td>
<td>$2,395,038,917</td>
<td>$904,343,734</td>
<td>15.9</td>
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<tr>
<td><strong>Total Food &amp; Drink</strong></td>
<td>$355,605,568</td>
<td>$331,515,756</td>
<td>$24,089,813</td>
<td>3.5</td>
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</table>
Do you patronize businesses along the Noble Road corridor?

Frequency of patronage:
- Yes: 20
- A Few: 25
- Rarely: 40
- Never: 25
- No Responses: 5
What types of retail businesses would you patronize if they were located along Noble Road?
Where do you shop for food, general retail goods, and apparel?
Where people go to shop and for entertainment?

Retail Locations

- Other
- Coventry Village
- West Side Neighborhoods
- Downtown Cleveland
- Euclid
- Cedar Lee
- Cedar Fairmount
- Severance Town Center
- Noble Road

Chart showing percentage of people going to different locations for shopping and entertainment.
Target Tenants
Bakery, café, coffee shop
Target Tenants
Family style & ethnic restaurant, diner etc.
Target Tenants
Consignment store, Use book store/café, maker – used furniture
Target Tenants
Health club, gym, personal services
Community Questions on Market Study

Rather than ask you questions about the market study, please let us know if there are questions you have about existing market demand.
6. Sequencing of Improvements

The sequencing of improvements and initiatives is critical to the success of the plan. Time will be needed to implement the various components and the market will need time to adjust to the improvements.

- Current conditions, for the most part, reflect market demand/opportunity.
- Improvement that increases the appeal of the corridor/neighborhood is needed to increase market demand/opportunity.
- The Noble/Mayfield Node may be able to support redevelopment without broader area improvement due to its exposure to a wider market.
- The first initiative to be implemented is the restructuring of Noble Road into an attractive, multi-modal corridor. This will fundamentally change the functionality of the corridor, which will translate into an enhanced lifestyles for residents.
- Implementing improvements to activate the corridor, such as social parks, would be implemented in the various nodes when conditions are right.
- private-sector investment.

- Initial private-sector investment will take the form of *improvements to existing businesses* and new businesses in existing vacant space. *Lease rates need to rise.*
- Redevelopment/new buildings will come after *vacancy declines & lease rates rise.*
- *Public finance* can/should be used to *accelerate private-sector investment.*
7. Improvement Proposals for 4 Nodes

Noble/Euclid Improvement Strategies

*Stabilize and enhance infrastructure to appeal to regional uses*

1. Address distressed properties along Euclid, particularly mixed-use buildings.
2. Improve the Euclid Right-Of-Way.
3. Advance and improve property maintenance.

**Intervention on Distressed Properties**

Intervention is best done by a local CDC with real estate expertise. The CDC needs to have the capacity to:

a) Buy and sell distressed property;
b) Manage construction and renovation;
c) Prepare a financial feasibility study and get funding for a demonstration project;
d) Undertake a demonstration project showing how to make distressed mixed-use buildings generate positive cash flow;
e) Lease up apartments in newly renovated buildings with good tenants;
f) Obtain a commitment from the public housing authority for directing quality tenants to the buildings;
g) Lease up the ground floor space to business tenants.
**7. Improvement Proposals for 4 Nodes**

**Noble/Euclid Improvement Strategies**

*Stabilize and enhance infrastructure to appeal to regional uses*

1. Address distressed properties along Euclid, particularly mixed-use buildings.
2. **Improve the Euclid Right-Of-Way**
3. Advance and improve property maintenance

---

**Improve the Euclid Avenue Right-of-Way**

The purpose of infrastructure upgrades is **to correct the visual cues** that the corridor is **neglected and deterioration is progressing.** While the optics of Euclid Avenue are negative, **the condition of the street infrastructure is relatively good.** The sidewalks, curbs, gutters and the street surface are in generally good condition. **Two improvements** would do much to create positive optics for the street: **1) ornamental street lighting; and 2) street trees.** Street lighting is quite poor, existing only on one side of the street. Poor lighting is especially negative for distressed neighborhoods because it reinforces existing stereotypes of crime. Decorative street lighting is needed. The second improvement, street trees, would soften the urban optics of Euclid Avenue and mask some of the building deterioration. It would also send a signal that the community cares about this commercial district, which will help draw private-sector investment.
7. Improvement Proposals for 4 Nodes

Noble/Euclid Improvement Strategies

Stabilize and enhance infrastructure to appeal to regional uses

1. Address distressed properties along Euclid, particularly mixed-use buildings.
2. Improve the Euclid Right-Of-Way
3. Advance and improve property maintenance

A range of maintenance improvement is needed.

Dead/dying trees and rusted light pole

Overgrown driveway

Illegal signage; violation of sign ordinance
Response to Noble/Euclid Proposals

Do you agree with the proposed three improvement actions for the Noble/Euclid Node;

- intervention on distressed properties, focusing on a community development corporation (CDC) to take the lead;
- street improvement, focusing on ornamental street lights and street trees; and
- improved property maintenance, which may need to be carried out through a partnership between the City of East Cleveland and the CDC?

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree
7. Improvement Proposals for 4 Nodes

Noble/Nela Improvement Strategies

*Promote the Node as a neighborhood-oriented commercial district, maximizing the Nela connection.*

1. Repurpose the under-performing commercial land across from Nela Park.
2. Promote selective infill commercial/mixed-use development.
3. Achieve stabilization and improvement before implementing open space & park features.

The Noble/Nela Node Improvement Plan is based on focused conservation and selective redevelopment.
Noble/Nela Improvement Strategies

Improve the area across from the Nela Park Main Entry to maximize the Nela connection.

1. Enhance the church and gas station through on-site and right-of-way landscaping.
2. Focus commercial property improvement on the block opposite the Main Entry.
3. Promote a new Nela Inn on the existing parking lot at Noble and Neladale Road.
4. Enhance residential property by removing front yard parking and landscaping these front yards as well as expanded parkways.

Promote selective investment in existing commercial property and infill development.
7. Improvement Proposals for 4 Nodes

Noble/Nela Improvement Strategies

*Improve the area across from the Nela Park Main Entry to maximize the Nela connection.*

1. Enhance the church and gas station through on-site and right-of-way landscaping.
2. Focus commercial property improvement on the block opposite the Main Entry.
3. Promote a new Nela Inn on the existing parking lot at Noble and Neladale Road.
4. Enhance residential property by removing front yard parking and landscaping these front yards as well as expanded parkways.
7. Improvement Proposals for 4 Nodes

Noble/Nela Improvement Strategies

*Improve the area across from the Nela Park Main Entry to maximize the Nela connection.*

1. Enhance the church and gas station through on-site and right-of-way landscaping.
2. Focus commercial property improvement on the block opposite the Main Entry.
3. Promote a new Nela Inn on the existing parking lot at Noble and Neladale Road.
4. Enhance residential property by removing front yard parking and landscaping these front yards as well as expanded parkways.

Enhancement of expanded parkway and property frontage is proposed.
7. Improvement Proposals for 4 Nodes

Noble/Nela Improvement Strategies

Improve the area across from the Nela Park Main Entry to maximize the Nela connection.

1. Enhance the church and gas station through on-site and right-of-way landscaping.
2. Focus commercial property improvement on the block opposite the Main Entry.
3. Promote a new Nela Inn on the existing parking lot at Noble and Neladale Road.
4. Enhance residential property by removing front yard parking and landscaping these front yards as well as expanded parkways.
7. Improvement Proposals for 4 Nodes

Noble/Nela Improvement Strategies

*Improve the area across from the Nela Park Main Entry to maximize the Nela connection.*

1. Enhance the church and gas station through on-site and right-of-way landscaping.
2. Focus commercial property improvement on the block opposite the Main Entry.
3. Promote a new Nela Inn on the existing parking lot at Noble and Neladale Road.
4. Enhance residential property by removing front yard parking and landscaping these front yards as well as expanded parkways.

Upgrade a weak section of the Entry Area
Do you agree with the strategy for improving the Nela Node, which consists of:

- a focus on improvement around the main entry to Nela Park?

- beautification on private property as well as on expanded street parkways/sidewalks made possible by restructuring the street as a multi-modal corridor?

- the proposal to develop a small inn and restaurant on the parking lot site, with support from Nela Park?

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree
Noble/Monticello Improvement Strategies

1. Emphasize the Monticello Node as the defining neighborhood commercial area.

2. Elevate the Noble/Monticello intersection area in terms of activity and branding.

3. Make more efficient use of current parking resources.

The Noble/Monticello Node has the potential to be a successful neighborhood business district. The intersection of Noble and Monticello creates a “neighborhood crossroads” area that should profile the character and identity of the neighborhood. The intersection area must be upgraded visually and with uses that reflect the neighborhood, such as the proposed “community kitchen” on the NE corner. Major visual improvement is proposed through increased greening of street medians, special corner streetscape treatments and the multi-modal improvement. Increased street parking will help calm traffic and activate the street.
19x433

Noble/Monticello Intersection Improvements

Emphasize the Monticello Node as the defining neighborhood commercial area.

1. Elevate the Noble/Monticello intersection area in terms of activity and branding.

2. Make more efficient use of current parking resources.

The Noble/Monticello intersection area needs to become pedestrian friendly to fulfill its function as the defining neighborhood commercial area. Special streetscape treatment is proposed for the intersection area to visually elevate it as a place of prominence within the neighborhood. The proposed redevelopment of the existing gas station on the NE corner as a “community kitchen” is a key recommendation. It will provide shared commercial kitchen facilities to “incubate” local restaurateurs to get their start, with an emphasis on ethnic foods.

Elevate the Noble/Monticello intersection area in terms of activity and branding.
Response to Noble/Monticello Proposals

Do you agree with the proposed improvement strategy for the Noble/Monticello Node, which consists of:

- emphasizing Noble/Monticello as the focus of the Noble Neighborhood in terms of commercial/cultural activity;
- improving the Noble/Monticello intersection area both in terms of appearance and uses/activities, as well as making it pedestrian friendly;
- redeveloping the gas station on the NE corner of Noble and Monticello as a “community kitchen”; and
- promoting new infill retail or mixed-use buildings on underutilized parcels within this Node.

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree
Noble/Mayfield Redevelopment Option B

Create a new “urban village” combining new retail with new housing in a pedestrian setting.

1. Focus retail along Mayfield.
2. Pedestrian-oriented retail that is an amenity for the residential program.
3. Anchor uses could include a grocery store, health club or other “amenity” uses.

The “urban village” concept is based on creating a discrete, walkable mixed-use community. A short drive from University Circle, this urban village could be an alternative for those who want an urban setting in a suburban community, and one that is also more affordable.
Noble/Mayfield Redevelopment Option A

Create an “entertainment-oriented” mixed-use retail/residential development.

1. Place outdoor attractions along Mayfield Road to generate visual interest and allow views to the site’s interior.

2. The new buildings will be located along a pedestrian promenade that connects Noble Road to Warrensville-Center Road.

3. Program focused on two entertainment anchors with shops facing the pedestrian promenade and two levels of apartments above.

4. The south side of Mayfield Road will be upgraded, both in terms of building renovation and streetscape improvements.
7. Improvement Proposals for 4 Nodes

Noble/Mayfield Redevelopment Option A

Examples of entertainment-oriented retail.

INDOOR PROGRAM

OUTDOOR PROGRAM
Response to Noble Mayfield Proposals

Do you agree with the proposed improvement strategy for the Noble/Monticello Node, which consists of:

- maximizing the potential to draw from a community-wide market through unified redevelopment; and
- maintaining flexibility on ultimate form and content of new development by including both Concept A and Concept B as alternatives for redevelopment.

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree