



**North Olmsted**  
2015 MASTER PLAN

# Master Plan Annual Report 2018



**Department of Planning and Development**  
Kimberly Lieber, AICP, Director

**Planning and Design Commission**  
Greg Malone, Chair



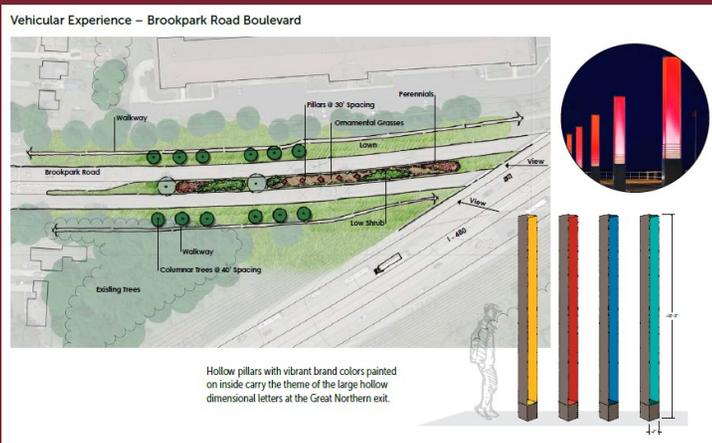
# North Olmsted

## 2015 MASTER PLAN

<b>North Olmsted Gateways Plan</b>	<b>3</b>
<b>Country Club Streetscape Project</b>	<b>4</b>
<b>Parks and Recreation Master Plan</b>	<b>5</b>
<b>Zoning Code Updates</b>	<b>6</b>
<b>Other Implementation Highlights</b>	<b>8</b>
<b>Implementation Matrix</b>	<b>9</b>



# North Olmsted Gateways Plan



## Action Agenda Items

- Expand North Olmsted City Gateway Signage Program
- Expand the Current Bike Path
- Identify Sites for Pocket Parks
- Create a New Recreational Asset

Residents said they want North Olmsted to be a more attractive place to live, visit and invest. Improvements in the physical realm to our streetscapes, neighborhoods and parks can enhance the appearance of the city and foster a greater sense of civic pride.

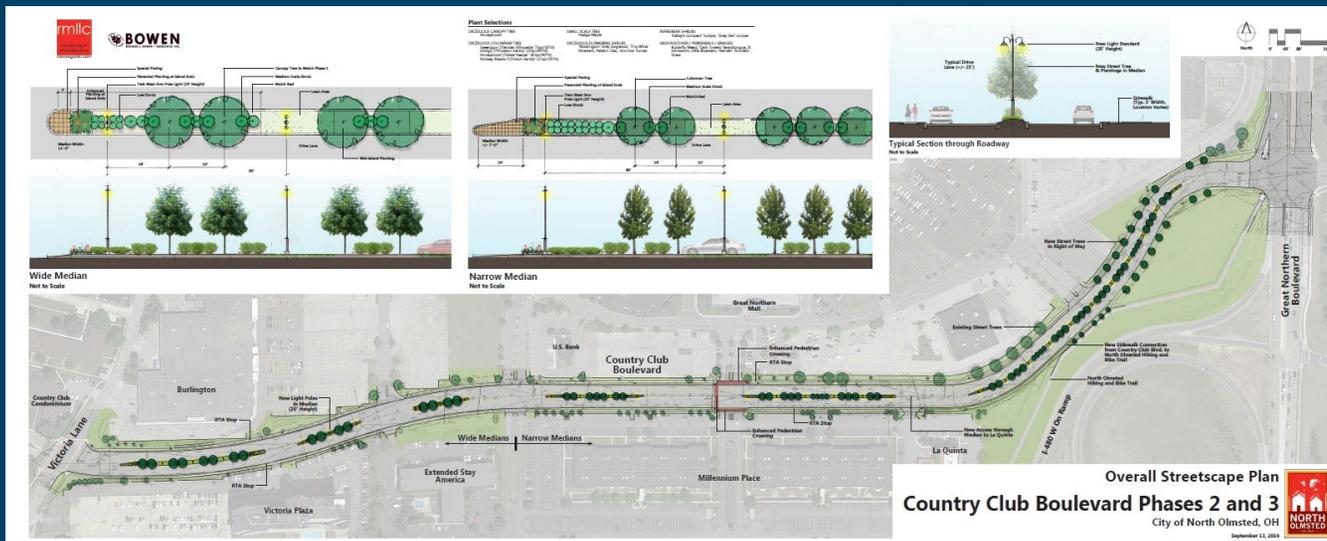
The Gateways Plan proposes exciting new enhancements at city entrance points, along major corridors and at other key locations in the community. Improvements include a combination of signage, landscaping, lighting and public art.

This plan is designed with a focus on I-480, where many of our visitors and residents enter the city. We also carried the theme to other key gateways and corridors to provide definition and continuity. Taking it a step further, the gateways are multi-modal, marking pedestrian and bike paths to remind people that these areas are for them to use and enjoy.

# Country Club Boulevard Streetscape Project

Country Club Boulevard is a gateway into North Olmsted's retail, office and hospitality center. This project addressed infrastructure deficiencies of the roadway and also vastly improved the visual impression of a 3,500 lineal foot section of this corridor between Great Northern Boulevard and Victoria Lane.

Construction began in July 2017. The road was resurfaced, crosswalks were improved and concrete median islands were replaced with a mix of decorative hard-scape and landscape. New decorative light poles were installed at a more pedestrian scale. A portion of new sidewalk was extended to connect to the bike path along I-480. Revenues accumulated in the Tax Increment Finance (TIF) fund were used to cover the cost of construction.



## Action Agenda Items

- Use Tax Increment Finance (TIF) in Strategic Locations
- Expand the Current Bike Path
- Expand North Olmsted City Gateway Signage Program

# Parks and Recreation Master Plan

Following the adoption of the 2015 Master Plan, we got to work on one of the Plan's top priorities, reimagining the existing Rec Center. The process was expanded to include the Community Park and Barton Bradley Park.

Design professionals documented site conditions and worked with us to identify programming priorities. We analyzed existing buildings and systems to determine what facilities could be rehabilitated versus what facilities would require new construction. Recognizing the significant community investment involved, the team was sensitive to ensure the ultimate plan would serve all segments of North Olmsted's population and would create long lasting community benefits.

The resulting plan proposes a \$44.8 million investment into our city's parks and recreational facilities. Voters will go to the polls on May 8<sup>th</sup> to approve or reject this plan.



## Action Agenda Items

- Re-imagine the Existing Recreation Center
- Expand Programming and Facilities at North Olmsted Park
- Expand the City's Outdoor Sport and Field Facilities

# Zoning Code Updates

The zoning code is the major tool to implement the master plan. To support our goals for economic development, existing business district zoning was evaluated to determine if it was meeting the needs of the community. The review showed that our antiquated regulations were not capable of giving the City the type of flexibility and quality of development desired.

Four new **Business Districts** replaced what was one catch-all commercial district along Lorain Road. Corresponding changes were made for allowed uses, areas, setbacks, driveway spacing and landscaping. New conditional uses and special standards within the new business districts were incorporated.

## Action Agenda Items

- Review, Audit and Update the Current Zoning Code
- Create a Town Center Zoning District Overlay

## Business Districts

Chapter  
1139

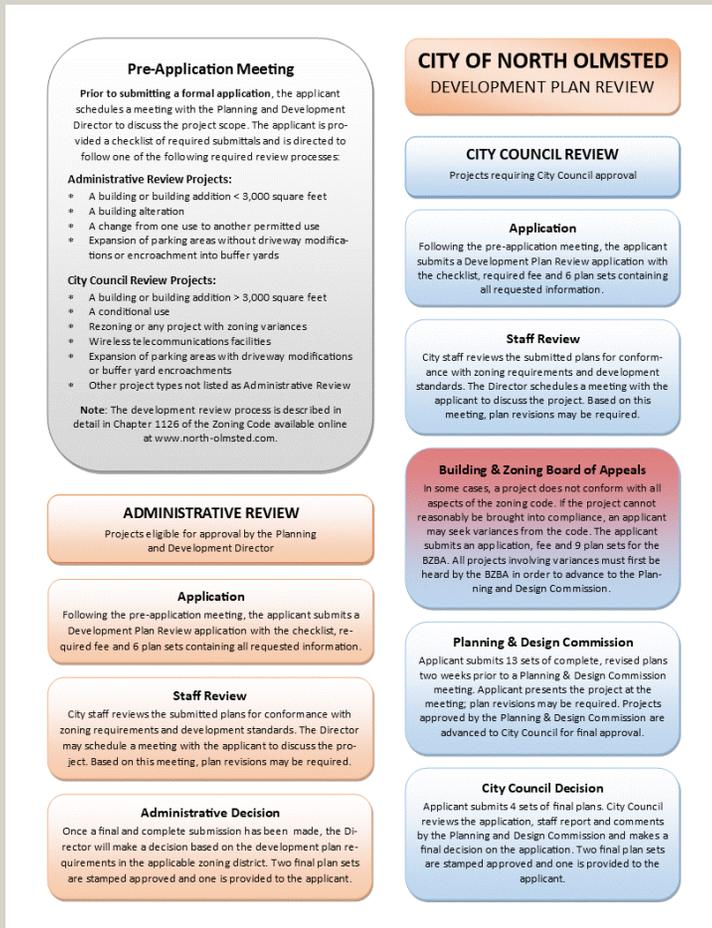
### Sections

1139.01	Purpose
1139.02	Conflicts
1139.03	Schedule of Uses
1139.04	Spatial Requirements
1139.05	Street Lawns (Front Yards)
1139.06	Buffer Zones (Side and Rear Yards)
1139.07	Screening
1139.08	Berms
1139.09	Plant Materials
1139.10	Building Materials
1139.11	Standards for B-4 Mixed-use Business Developments
1139.12	Site Development Requirements



City Council adopted the new code in May 2017, so that any future development or redevelopment projects must meet the new standards. The changes make the zoning requirements more predictable by specifying many of the requirements that were previously left to negotiations with the applicant. **Development Plan Review** standards and criteria were improved to ensure that both the applicant and staff understand what is expected.

Updates to the **Limited Industry District** were also adopted in early 2018. The changes brought the language in line with the commercial districts, responded to property owners' request to permit accessory retail use, improved requirements for landscaping and screening to protect adjacent residential property and eliminated redundant, outdated and unnecessary code language.



# Other Implementation Highlights

## Bolster Business Retention Efforts

In 2017 we partnered with two major employers, CommutAir and Moen, to support their long term commitments to remain and grow in North Olmsted. CommutAir was the recipient of a Job Creation Grant. The regional airline carrier consolidated its headquarters and administrative functions at Great Northern Corporate Center. Moen was awarded a Job Retention Grant to help defray some of their cost in making tenant improvements in order to consolidate portions of its operations at Millennium Place.

## Leverage the Citywide Signals Project

Construction began on the first phase of the Citywide Signals Project in 2017, focusing on 30 of the city's 52 signalized intersections. Completion is expected in June 2018. Design is underway for the second and final phase of the project. Coordination with IT remains a top priority as the fiber connecting the signals system presents opportunities for communications between city facilities, to back up existing systems or to support economic development goals.

## Appoint a Community Relations Manager

Some action agenda items aren't realized exactly as envisioned, as is the case here. While appointing a specific employee for the community relations manager position has not occurred, progress has been made to train many employees in the city's brand voice and key messages.

Our visual brand palette was expanded to include secondary logos and partner logos for North Olmsted Parks & Recreation and Springvale Golf Course & Ballroom along with new secondary colors. To accompany the visual brand changes, we worked with Guide Studio to uncover the personality of the city so that all key communicators use the same voice. These communicators are provided with content and messaging useful for all types of print and digital media.





# 1. Strengthening Quality of Place

Strong stewardship of land that emphasizes quality design, fosters distinct character and strengthens the cultural and built environment.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes	
1.1	Create a Town Center	L	Public/Private Partnership	City (Planning)	City (Mayor's Office)	IP	With the zoning code update, mixed use and pedestrian friendly development criteria has been included in the B-4 District. Conversations should continue with developers to explore feasibility of site specific mixed use development.
1.2	Create a Town Center Zoning District Overlay	S	City	City (Planning)	Planning & Design Commission, BZA	N	In lieu of an overlay district, the Zoning Code now contains a B-4 Mixed-use Business District which permits greater density when land is designed with both residential and non-residential uses.
1.3	Review, Audit and Update the Current Zoning Code	S	City	City (Planning)	Planning & Design Commission, BZA	IP	A major update of the commercial zoning regulations, development review process and other chapters was approved in 2017. Industrial district update was approved in early 2018. Sign Code update is in the city budget for 2018.
1.4	Review and Update the 2006 Design Guidelines and Streetscape Plan	I	City	City (Planning)	Planning & Design Commission	N	Country Club Boulevard Streetscape Phase 2 was completed in 2017. Possibly a more tactical approach to identify streetscape enhancements is necessary rather than a citywide plan.
1.5	Create a Neighborhood Identity Program	S	City	City (Planning)	local realtor group, homeowner's associations	IP	Some discussion has begun during the process of developing the North Olmsted Gateways Plan, the Butternut Ridge Historic District signage project and the Landmarks Commission's updated Historic Preservation Plan.
1.6	Expand North Olmsted City Gateway Signage Program	L	City	City (Planning)	Planning & Design Commission	IP	North Olmsted Gateways Plan proposes specific enhancements to the city's key entrance points. Design for one project should kick off in 2018.

# 1. Strengthening Quality of Place, continued

Strong stewardship of land that emphasizes quality design, fosters distinct character and strengthens the cultural and built environment.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes	
1.7	Facilitate a Business Beautification Program	S	Local businesses (front costs) City (maintenance costs)	City (Planning)	Local businesses, Chamber of Commerce, SID businesses (if created)	N	
1.8	Create a Beautification Recognition Program	S	City	City (Planning, Mayor's Office)	Create a new Beautification Commission for the city. Precedent: Brookfield Illinois Beautification Commission	N	Start the conversation with either the Planning and Design Commission or the Arts Commission (or a collaboration?) to discuss parameters of such a program.
1.9	Create a Training and Education Program for Boards and Commissions	S	City	City (Planning)	City (Law), chairs of all boards and commissions	N	Planning and Design Commission and BZBA members are annually invited to attend an area Planning & Zoning Workshop for training purposes. In house materials should be developed for onboarding new members.
1.10	Create a "Go North Olmsted Day"	S	City	City (Mayor's Office)	civic organizations (Kiwanis, Community Council, etc.). Schools/PTA	C	The first annual event was held May 2016 and the second event was held in Fall 2017. Plans are underway to add more beautification events with local partners around the theme of Go North Olmsted in 2018.
1.11	Identify Best Practices for Controlling Deer Population	S	City	City (Service)	ODNR, Cleveland Metroparks	IP	City continues to work with ODNR on the annual culling program.

## 2. Advancing Prosperity

A healthy economy built upon diverse, high quality jobs, which supports existing business and attracts new investment.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes	
2.1	Create a Strategic Economic Development Plan	S	City	City (Planning)	Consultant, City (Economic Development)	N	
2.2	Develop a Marketing Strategy for Industrial Areas	S	City	City (Economic Development)	City (Planning), Team NEO	RE	Some industrial land was rezoned office/service in 2017. Remaining vacant industrial zoned land should be evaluated for development potential.
2.3	Use Tax Increment Finance (TIF) in strategic locations	O	TIF Fund	City (Planning)	City (Economic Development)	N	While no new parcels have been considered for TIF, funds generated by the TIF around Great Northern were used to cover the cost of the Country Club Boulevard Streetscape Project completed in 2017.
2.4	Create Developer Packages	S	City	City (Economic Development)	City (Planning)	RE	In discussion with Economic Development Manager.
2.5	Promote Mixed Use Redevelopment Around Mall	O/L	Public/Private Partnership, TIF Fund	City (Planning)		N	City has supported proposals by developers for additional outparcel development around the mall.
2.6	Identify Appropriate Reuses for Future Decommissioned School Sites	S	City	City (Planning)	School Board	IP	Redevelopment of Butternut School as administrative offices and bus storage completed Summer 2016.
2.7	Utilize the City Land Bank Program	S	City	City (Planning)	City (Law)	RE	City regularly receives notice of available parcels by the County which are evaluated for acquisition for public use.

## 2. Advancing Prosperity, continued

A healthy economy built upon diverse, high quality jobs, which supports existing business and attracts new investment.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes	
2.8	Create a Business Mix Matrix	S	City	City (Economic Development)		IP	Business mix data was collected for area around potential town center area, informing changes to the Zoning Code centered around mixed use development.
2.9	Create a Local/Small Business Education Program	S	City	City (Planning)	City (Economic Development)	N	
2.10	Lobby the County to Expand Grant Programs	S	City	City (Mayor's office)		N	
2.11	Explore Special Improvement Districts	O	City	City (Planning)		N	
2.12	Bolster Business Retention Efforts	I	City	City (Economic Development)	City (Planning)	IP	Job Creation and Job Retention Grants were used in 2017 to support two major city employers. Improved marketing literature is in progress.
2.13	Create a Monthly Economic Update E-newsletter	I	City	City (Economic Development)	City (Planning)	IP	Mayor's e-newsletter includes occasional economic development updates. City's website contains a section with "Cool Business" features local businesses.

### 3. Improving Housing Choices

Strong neighborhoods with a diversity of housing options meeting the needs of residents in all circumstances and stages of life and serving to attract new residents to the community.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes
3.1 Determine Housing Demand	S	City	City (Planning)	Consultant	N	
3.2 Utilize the Recently Updated Community Reinvestment Area (CRA) Program	O	City	City (Planning)	City (Economic Development)	IP	City approved a CRA agreement with Aloft which became effective when the hotel opened in 2017; CRA for new residential construction is also in effect.
3.3 Add Resources to Enforce Property Maintenance Codes	S	City, fees for service	City (Planning, Law, Building)		IP	Continued improvements to property maintenance sweeps and interior maintenance/rental program. Additional procedure changes and code updates were made in February 2018 and adopted by City Council.
3.4 Utilize the County and City Land Bank Program	S	City	City (Planning)	Planning & Design Commission	IP	City staff meets as needed to discuss City’s land bank process, acquisition of property, and disposal of property. Charles Road vacant property was sold.
3.5 Identify Neighborhood Infrastructure Upgrades	S	City, County, State	City (Engineering, Planning)	Local realtor group	IP	Ongoing street rating program with an increased focus on pavement maintenance. Began construction of the CDBG funded Burns Road Sidewalk Improvement Project.
3.6 Create a Real Estate Advisory Council	I	City	City (Planning)	City (Mayor's Office)	N	

## 4. Retrofitting Infrastructure

Sound investment in sustainable infrastructure networks – transportation, utility and public services – that positions the community for long term stability and adaptability.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes
4.1 Create a Sustainable Infrastructure Policy Standards Guidebook	S	City	City (Engineering)		N	
4.2 Update Landscaping Standards	S	City	City (Forester, Planning)	Planning & Design Commission	C	Clearly-defined landscaping standards were included as part of the Zoning Code Update.
4.3 Leverage the Citywide Signals Project	O	City	City (Service, IT)	City (Planning, Economic Development)	IP	Phase 1 construction will be complete in June 2018. Phase 2 planning began in 2017.
4.4 Identify Storm Water Management Projects	I	City	City (Engineering, Service)	School Board	IP	Pine basin improvements are complete. Bradley pump station improvements are complete. Additional projects are being considered with remaining available funding.
4.5 Research the Feasibility of a Storm Water Incentive Program	S	City, Grant	City (Engineering, Service)	City (Finance)	N	
4.6 Create a Resident Education Program	S	City, Grant	City (Engineering, Service)		N	Discuss the merits of including an engineering component in conjunction with Residential Permits Forum in 2019.
4.7 Implement the Energy Conservation Master Plan	O	City, Grant	City (Service)	City (Planning)	N	Energy efficiency is a consideration in all building improvement projects. Because many building projects have occurred since it was created, the master plan should be revisited.
4.8 Assess Feasibility of Upgrades or Changes to the Bus Service	S	City	City (Planning, Mayor's Office)	Greater Cleveland Regional Transit Authority	N	City applied for but did not receive a TLCI grant from NOACA to study public transit in the Lorain Road corridor with RTA.
4.9 Reconstruct Butternut Ridge Road	S	City, Federal \$/Grant	City (Planning, Engineering)	NOACA, ODOT	RE	City will apply for funding through Cuyahoga County Public Works for possible 2020 construction.

## 5. Enhancing Amenities

Places, programs and services – valued by residents and appealing to visitors – that serve the recreational, cultural, entertainment, social and educational needs of the community.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes	
5.1	Re-imagine the Existing Recreation Center	L	City, Grant	City (Parks and Recreation)		IP	The Parks and Recreation Master Plan bond issue will go to the voters in May 2018.
5.2	Expand Programming and Facilities at North Olmsted Park	S	City, Grant	City (Parks and Recreation)		IP	The Parks and Recreation Master Plan bond issue will go to the voters in May 2018.
5.3	Expand the Current Bike Path	S	Grant	City (Planning, Parks and Recreation)		IP	Path improvements are proposed in the North Olmsted Gateways Plan.
5.4	Consider Community Health Objectives in Facilities, Services and Programs.	O	Grant	City (HR)	City (Parks and Recreation), local non-profits	N	
5.5	Create an Arts and Cultural Non-profit Organization	L	City, Grant	City (Planning, Arts Commission)		RE	Before considering creation of a non-profit group, staff has focused on working to improve development and recognition of current volunteers.
5.6	Expand the City's Outdoor Sport and Field Facilities	L	City, Grant	City (Parks and Recreation)	School Board, local youth sports organizations	IP	The Parks and Recreation Master Plan bond issue will go to the voters in May 2018.
5.7	Identify Sites for Pocket Parks	S	Grant (Trust for Public Land)	City (Parks and Recreation, Planning)	Homeowners Associations	IP	Proposals for enhancements at some sites were included in the North Olmsted Gateways Plan.

## 5. Enhancing Amenities, continued

Places, programs and services – valued by residents and appealing to visitors – that serve the recreational, cultural, entertainment, social and educational needs of the community.

Key Recommendation	Time Frame	Funding Source	Lead Coordinator	Additional Organizations	Status	Notes	
5.8	Install Bike Racks at all Community Facilities	I	City, Grant	City (Parks and Recreation)		C	Bike racks installed in 2017 with support from NOACA's Transportation for Livable Communities Initiative Implementation Grant
5.9	Support Youth Development Planning Efforts	S	Grant	City (Youth & Family Services)	City (Parks and Recreation, Safety), local non-profits	N	
5.10	Create New Trailhead and/or Park Amenity at Bradley Woods	S	City	City (Parks and Recreation, Planning)	Cleveland Metroparks	IP	Picnic area installed Fall 2016 by community group with authorization from Cleveland Metroparks. Future improvements were proposed, pending discussion between City and Metroparks in 2017, which stalled.
5.11	Create a New Recreational Asset	L	City, Grant	City (Parks and Recreation, Planning)		IP	The North Olmsted Gateways Plan includes a proposed design for improved facilities along the bike path.
5.12	Upgrade Facilities at Clague Park	S	City	City (Parks and Recreation)		N	
5.13	Update Shared Use Plan for City and School Recreation Facilities	L	City, School Board	City (Law, Parks and Recreation)	School Board	N	
5.14	Convene Regular Meetings with the Cleveland Metroparks	I	City	City (Mayor's Office, Parks and Recreation)	Cleveland Metroparks	IP	Sporadic conversations occurred in 2016 and 2017 regarding park improvements specifically regarding the trailhead.
5.15	Appoint a Community Relations Manager	I	City	City (Mayor's Office)		IP	Brand Expansion and Communications Strategy project included training of city staff in key messaging, brand voice and style guidelines.