

*City of Parma Heights
Master Plan*



2004

CITY OF PARMA HEIGHTS MASTER PLAN

2004

Mayor

Martin K. Zanotti

City Council

Michael P. Byrne, President

Lesley A. DeSouza

Alex V. Johnson

Joseph A. McIntyre

Stacy Farris Nickles

Rick Schwachenwald

Bob Sepik

Economic Development Director

Robert Verdile

Master Plan Task Force (2001)

Janice M. Colbert

Terrence B. Hickey

Anthony R. Manson

Ron Prasek

Lora Wagner Seager

Douglas Shull

Marilyn A. Snyder

Raj Sookraj

Joseph A. Tal

Steven C. Tvorik

Robert Verdile

Amid Yousef

Martin K. Zanotti

Funding for this project has been provided by the City of Parma Heights and the Cuyahoga County Department of Development.

CITY OF PARMA HEIGHTS MASTER PLAN

2004

Prepared by

Cuyahoga County Planning Commission
323 Lakeside Avenue West, Suite 400
Cleveland, Ohio 44113
(216) 443-3700
(216) 443-3737 (Fax)

Paul A. Alsenas, Director

Planning Staff

Marcia E. Moll, Senior Planner (Project Manager)
James Danek, Principal Planner
Lynn Garrity, Associate Senior Planner

Report Production Staff

Daniel Meaney, GIS Manager
Robin W. Dunn, GIS Specialist



Table of Contents

Chapter 1 - Community Goals and Priorities

INTRODUCTION	1.3
DEVELOPMENT OF COMMUNITY GOALS	1.3
GOALS	1.3
Economic Development	1.3
Enhancement/Redevelopment of Commercial Areas	1.4
Preservation of Residential Neighborhoods	1.4
Continued Maintenance of City Infrastructure and Services	1.5
Enhancement of Recreational Assets	1.5
Protection of Environmentally Sensitive Areas	1.5
Expand Marketing Efforts	1.5
APPENDIX	1.6

Chapter 2 - Demographics

INTRODUCTION	2.3
POPULATION AND HOUSEHOLD CHARACTERISTICS	2.3
Early Development Patterns and Population Change	2.3
Birth and Death Rates	2.4
Population Density	2.4
Age and Gender Composition	2.5
Race, Ancestry, and Place of Birth	2.6
Households	2.8
Household Size	2.8
Household Type	2.9
HOUSING CHARACTERISTICS	2.10
Housing Unit Change	2.10
New Residential Construction	2.10
Age of the Housing Stock	2.11
Housing Occupancy and Ownership Status	2.11
Housing Type	2.13
Number of Rooms, Square Footage, and Architectural Design	2.14
Homeownership Rates	2.14
Estimated Market Value of Homes	2.14
Home Sale Prices	2.16
Contract Rent	2.18
Housing Costs	2.18
Residential Stability and Home buying Patterns	2.20
EDUCATIONAL CHARACTERISTICS	2.21
Educational Attainment	2.21
Educational Facilities	2.22
School Enrollments	2.22



School District Performance 2.23

Selected Student Characteristics 2.24

Fiscal Characteristics 2.24

INCOME AND EMPLOYMENT CHARACTERISTICS 2.25

Income 2.25

Poverty Status 2.27

Source of Income 2.27

Employment Status of Residents 2.28

Place of Employment, Means of Commuting, and Time it Takes to Get to Work 2.28

Size of Business Establishments, Payrolls, and Retail Sales 2.29

TAX REVENUES 2.29

Income Taxes 2.29

Real Estate Taxes 2.30

Tangible Personal Property Taxes 2.32

Tax Generation Summary 2.33

APPENDICES 2.35

Chapter 3 - Land Use Inventory and Natural Resource Issues

INTRODUCTION 3.3

LAND USE EVOLUTION 3.3

LAND USE RATIO COMPARISONS 3.6

Residential 3.6

Commercial 3.6

Office 3.6

Public and Semi-Public Buildings 3.6

Recreation 3.8

Street Rights-of-Way 3.8

Utilities 3.8

Vacant Land 3.8

BUILDING CONSTRUCTION DATES 3.8

NATURAL FEATURES/ENVIRONMENTALLY SENSITIVE AREAS 3.10

Floodplains 3.10

Wetlands 3.11

Steep Slopes 3.12

Chapter 4 - Economic Development and Market Analysis

INTRODUCTION 4.3

REGIONAL OVERVIEW 4.3

FACTORS AFFECTING CURRENT AND FUTURE RETAIL MARKETS 4.4

Accessibility 4.4

Traffic Volume Counts 4.5

Demographic and Market Characteristics 4.5

Recent Commercial Retail and Local Office Building Permit Activity 4.11



INVENTORY OF COMMERCIAL RETAIL AND LOCAL OFFICE SPACE IN PARMA HEIGHTS 4.11
 Retail Space Inventory 4.14
 COMMERCIAL MARKET ANALYSIS 4.16
 Estimation of Retail Sales Capture and Leakage 4.16
 ECONOMIC DEVELOPMENT INCENTIVES AND PROGRAMS 4.18
 APPENDICES 4.20

Chapter 5 - Public Facility and Infrastructure Analysis

INTRODUCTION 5.3
 PUBLIC FACILITIES 5.3
 Existing City-Owned Public Buildings 5.3
 Other Public Buildings 5.13
 Educational Facilities/Property 5.15
 PARKS, RECREATION, AND OPEN SPACE 5.17
 Parks and Recreation Facilities Administration 5.17
 Existing Parks and Recreation Facilities 5.17
 Comparison of Existing Facilities with National Parks and Recreation Guidelines 5.17
 Assessment and Recommendations for Existing City-Owned Parks, Recreation Facilities, and Open Space 5.25
 Open Space 5.35
 Opportunities for Pedestrian/Bikeway Connectors 5.36
 Cleveland Metroparks Big Creek Reservation - Big Creek Parkway 5.37
 Parma City School District Recreation Facilities 5.40
 Cuyahoga Community College - Western Campus Recreation Facilities 5.41
 Privately-Owned Recreation Facilities 5.42
 PUBLIC INFRASTRUCTURE 5.43
 Responsibility 5.43
 Condition 5.43
 Other Public Improvements 5.46
 PUBLIC TRANSIT 5.50
 The Greater Cleveland Regional Transit Authority 5.50
 APPENDICES 5.54

Chapter 6 - Focus Areas and Alternative Development Plans

INTRODUCTION 6.3
 FOCUS AREAS 6.3
 ALTERNATIVE DEVELOPMENT PLANS 6.5
 Focus Area 1: Pearl Road Shopping Center Area, 6260 - 6298 Pearl Road 6.5
 Focus Area 2: Yorktown Center, 6333 Olde York Road 6.17
 Focus Area 3: Southwest Corner of the Stumph/Pearl/York Road Intersection 6.28
 Focus Area 4: Pearl Road Commercial Shopping District, Pearl Road (Rochelle Boulevard to Maplewood Road) 6.43
 Focus Area 5: Greenbrier Center Shopping Plaza, 6277 Pearl Road 6.56



Focus Area 6: Southeast Corner of Pearl Road and West 130th Street 6.65
 APPENDICES 6.78

Chapter 7 - Final Development Plan

INTRODUCTION 7.3
 DEVELOPMENT INITIATIVES 7.3
 LINKING DEVELOPMENT INITIATIVES AND COMMUNITY INVESTMENT
 TO COMMUNITY GOALS 7.3
 Promote Economic Development 7.3
 Enhancement/Redevelopment of Commercial Areas 7.8
 Preservation of Residential Neighborhoods 7.9
 Continued Maintenance of City Infrastructure and Services 7.12
 Enhancement of Recreational Assets 7.13
 Protection of Environmentally Sensitive Areas 7.15
 Expand Marketing Efforts 7.17
 STATUS OF DEVELOPMENT INITIATIVES 7.18
 Completed 7.18
 Under Construction 7.22
 Conceptual 7.24
 On-going Investment 7.31
 RESULTING CHANGES IN LAND USE 7.32
 APPENDIX 7.34

Chapter 8 - Strategic Management Plan

INTRODUCTION 8.3
 MASTER PLAN ADOPTION, IMPLEMENTATION, AND PUBLIC AWARENESS 8.3
 Adopt the Master Plan 8.3
 Create Public Awareness of the Master Plan 8.3
 Form a Master Plan Implementation Committee 8.3
 Ensure the Success of the Master Plan by Committing Staff Time and
 Financial Resources for Implementation 8.4
 Small Successes Are Important 8.4
 Review the Master Plan Periodically 8.4
 CODIFIED ORDINANCE REVIEW 8.4
 Amend the Zoning Code and the Zoning Map 8.4
 Create and Adopt Subdivision Regulations 8.5
 Improve the Quality of the Built Environment by Instituting Design Review
 Procedures, Adopting Design Review Guidelines, and Establishing an
 Architectural Board of Review 8.5
 Review Other Sections of the City’s Codified Ordinances, Particularly the
 Existing Building Codes 8.6
 PUBLIC/PRIVATE PARTNERSHIPS AND INTERGOVERNMENTAL COORDINATION 8.6
 Continue to Develop Public/Private Partnerships and to Explore Opportunities
 for Local and Regional Cooperation 8.6



Explore Membership in the First Suburbs Consortium 8.6

Continue to Strengthen Communication and Cooperation Between the City and
the Parma City School District 8.7

UNDERTAKE ADDITIONAL STUDIES AND CITIZEN SURVEYS 8.7

Undertake Parking and Traffic Circulation Studies along the City’s
Commercial Corridors 8.7

Conduct Citizen Surveys to Ascertain Issues, Needs, and Preferences. 8.8

ECONOMIC DEVELOPMENT. 8.8

Acquire Additional Economic Development Expertise, As Needed 8.8

Promote and Market Parma Heights as a Great Business Location. 8.9

Help Businesses Strengthen Organizational Capacity by Facilitating Improved
Communication and Information Sharing 8.9

Support and Encourage Business Development, Retention, and Recruitment 8.10

COMMERCIAL REVITALIZATION. 8.11

Complement Community Gateway Areas. 8.11

Enhance the Appearance of the City’s Commercial Corridors by Expanding
Upon the Commercial Streetscape Improvement Projects 8.12

Improve the Appearance of Existing Commercial Buildings 8.13

Institute Measures to Promote Safer, More Efficient Traffic Circulation Within
Commercial Parking Lots 8.14

Explore Opportunities for New Commercial Development And/or
Mixed-use Development 8.15

Encourage High Quality Design and Use of Materials When Rehabilitating
Existing Storefronts or Developing New Commercial Buildings. 8.16

Promote Financial and Technical Assistance Programs to Area Businesses That
Will Stimulate Commercial Revitalization and Economic Development. 8.17

HOUSING 8.17

Protect Neighborhoods, Improve the Housing Stock, and Encourage the
Provision of Up-to-Date Amenities to Meet the Demands of the Current
Housing Market 8.18

Continue to Inspect All Housing Units and Enforce All Housing-related Codes 8.20

Create Opportunities for New Housing Development. 8.21

Market Parma Heights to Existing and Potential Residents 8.22

HISTORIC PRESERVATION. 8.23

Continue to Foster Appreciation for the Historic Homes, Buildings, and Sites
Located Throughout the City 8.23

Balance the Need for New Development While Preserving the City’s
Historic Resources 8.23

Explore and Disseminate Information on Financial and Technical Assistance
for Owners of Historic Buildings 8.24

PARKS, RECREATION, AND OPEN SPACE 8.25

Continue Implementing Current Parks, Recreation, and Open Space
Improvement Programs and Explore Ways to Undertake Additional
Improvements 8.26

Continue to Enlist Citizens Opinions Regarding Recreation Needs. 8.27

Enhance the Image of the City’s Parks by Creating More Prominent,
Aesthetically Pleasing Pedestrian and Vehicular Entrances 8.27

Improve the Usability and Appearance of the Parking Lots Located at City Parks. 8.28



Develop Pedestrian Trails and/or Bicycle Paths to Connect Portions of the City
with Area Institutions, Parks, and Other Recreational Amenities 8.28

Explore Ways to Develop and Expand the Amount of Park, Recreation, and
Open Space Resources Available 8.29

Preserve and Protect the City’s Open Space and Natural Resources 8.29

PUBLIC FACILITIES, INFRASTRUCTURE, AND SERVICES 8.31

Continue to Improve and Invest in Public Infrastructure and City Services 8.31

Evaluate Space and Personnel Needs at City-Owned Buildings and Explore
Ways to Provide for Those Needs. 8.32

Continue to Explore Potential Funding Sources for Infrastructure Projects. 8.33

PUBLIC TRANSPORTATION 8.33

Explore the Feasibility of Establishing Greater Cleveland Regional Transit
Authority (GCRTA) Community Circulator Buses in Parma Heights and
Surrounding Communities 8.33

Ensure That Parma Heights Is Adequately Served by Public Transportation 8.34

APPENDICES 8.36

Chapter

1

**Community Goals
and Priorities**



INTRODUCTION

The development of a master plan to provide guidance for land use decisions has been a common practice in cities throughout the United States for decades. However, in recent years, the rapidly changing demographic, social, and economic conditions faced by many communities has given way to the realization that a more up-to-date planning instrument that reflects current issues, concerns, and community goals, is clearly needed.

Community goals are broadly worded statements that, when taken as a whole, express a vision of what a community desires to be in both the short- and long-term. Community goals can encompass such diverse issues as the enhancement of commercial areas, the retention and attraction of commercial development, the provision of infrastructure improvements, the provision of well-maintained housing that is affordable, and the overall improvement of the quality-of-life for city residents. Community goals also act as a guide for future decision making, providing broad direction to elected officials, the Planning Commission, and City Departments on major issues facing the community.

Establishing community goals is one of the most critical elements in the development of a master plan. The process is a way of taking stock of both the *strengths* and *needs* of a community and is a way to build consensus around what the community envisions for itself. The establishment of community goals is the starting point for the creation of the *Parma Heights Master Plan* and will establish the basic framework, both for the direction of the remaining components of the *Plan*, as well as for future implementation initiatives.

DEVELOPMENT OF COMMUNITY GOALS

A list of community goals was developed based on the issues discussed at the July 20, 1998 Goals and Priorities session of the Parma Heights Master Plan Task Force. This Task Force, which was appointed by the Mayor, is composed of community stakeholders who live, work, and/or invest in Parma Heights. At this meeting, Task Force members discussed both community *strengths* and *needs* and how they related to wider community issues (A list of *strengths* and *needs* outlined by the Task Force is listed in Appendix 1-A).

The primary issues that evolved from this planning session are outlined in the balance of this chapter and will be incorporated into various sections of the *Master Plan*.

GOALS

Economic Development

- ✓ Strengthen and promote the locational advantages and business opportunities found in Parma Heights, such as its central location within the County; the proximity to Cleveland Hopkins International Airport, Parma Community General Hospital, and the Cleveland Metroparks; good highway access; and available retail/office space and acreage
- ✓ Identify opportunities to maintain and expand the City's tax base
- ✓ Examine potential redevelopment opportunities for vacant or underutilized land/buildings



- ✓ Use locational proximity to retail competition in surrounding communities to an advantage by developing complementary retail/office uses
- ✓ Determine a market niche that complements existing neighborhood retail establishments and provides for the shopping needs of residents
- ✓ Promote existing programs and incentives and develop new strategies for retaining businesses and attracting new ones
- ✓ Identify potential changes to current City codes or policies that would encourage retention or expansion of businesses (i.e. zoning and building codes)

Enhancement/Redevelopment of Commercial Areas

- ✓ Address the commercial vacancy rate, especially for large commercial spaces
- ✓ Consider a City/business community collaboration to develop a cohesive marketing plan for the commercial areas in the City
- ✓ Explore strategies for creating a “town center” focus in the commercial portion of Pearl Road
- ✓ Identify areas with significant parking problems and develop strategies for potential remediation
- ✓ Develop a coordinated streetscape plan for the City’s commercial portions of Pearl Road and West 130th Street, such as sidewalks, trees, landscaping, and street furniture, that emphasizes pedestrian-friendly design
- ✓ Encourage high quality development through design guidelines for commercial districts
- ✓ Consider establishing a design review/sign review board that would use design guidelines to review changes to the appearance of existing or new buildings, as well as signage
- ✓ Encourage merchants and commercial property owners to improve the appearance of their property through facade improvements, sign replacement, and landscaping by offering incentives such as streetscape improvements
- ✓ Implement the new commercial sign code
- ✓ Review current parking lot regulations, including the design of parking lots, lighting requirements, directional signage, buffering, setbacks, and landscaping

Preservation of Residential Neighborhoods

- ✓ Continue to maintain and improve the City’s housing stock
- ✓ Expand the diversity of housing types to retain existing residents and attract new residents of all ages
- ✓ Encourage strategies that promote homeownership



Continued Maintenance of City Infrastructure and Services

- ✓ Maintain the high level of city services, including Police, Fire, EMS, sidewalk plowing, and other services
- ✓ Ensure that infrastructure, including streets, waterlines, and the sewer system, are adequate to meet the needs of existing and future development

Enhancement of Recreational Assets

- ✓ Maintain and expand, when appropriate, park and recreational opportunities for residents of all ages
- ✓ Explore the development of bike paths to link with those in the Metroparks

Protection of Environmentally Sensitive Areas

- ✓ Continue efforts to improve the Big Creek Watershed
- ✓ Protect environmentally sensitive areas such as steep slopes, wetlands, watercourses, and flood plains

Expand Marketing Efforts

- ✓ Promote the City of Parma Heights to new and potential residents as a great place to raise a family
- ✓ Expand community initiatives for successful aging
- ✓ Use the proximity of recreational opportunities, both through the City and at the Metroparks to promote the City to prospective residents and businesses
- ✓ Continue and expand cooperative relationships between City Hall and the business community



APPENDIX 1-A
Parma Heights Master Plan Task Force
Goals and Priorities Session
July 20, 1998

STRENGTHS

- ✓ Commercial vacant space (opportunity)
- ✓ Sidewalk plowing
- ✓ Strong City services
- ✓ Low crime rate
- ✓ Solid residential base
- ✓ Residents stay - loyalty; not much competition
- ✓ Recreation
- ✓ Stable local government
- ✓ Top safety forces
- ✓ Distance from Interstate good for residential neighborhoods
- ✓ Health care access
- ✓ Schools
- ✓ Churches
- ✓ Approachable City Hall
- ✓ Affordable housing - good for young buyers
- ✓ Parks
- ✓ U.S. Route 42 - strong arterial - business area, traffic flow
- ✓ Slower speed limit along Pearl Road allows motorists to notice and patronize businesses
- ✓ Businessmen who want to improve the City



- ✓ Local customer shopping base (small businesses) - buying power
- ✓ Range of incomes of the residents
- ✓ Property values increasing
- ✓ West 130th Street is a link to Southland Shopping Center
- ✓ New sign code

NEEDS

- ✓ Lack of cohesive marketing by the business community/in commercial areas
- ✓ Commercial vacancies
- ✓ Distance to Interstates a drawback for businesses
- ✓ Storefront appearances
- ✓ Commercial signs - design
- ✓ Lack of townhouses/new condominiums
- ✓ Need to fill office space with professional firms (higher salaries/increased tax base)
- ✓ Keep an eye on tax base growth
- ✓ New development near Interstates drains businesses
 Note competing shopping centers, such as Great Northern Mall, Parmatown Mall,
 Ridge Park Shopping Center, Southland Shopping Center, and South Park Mall
- ✓ Lack of “Downtown” focus
- ✓ Inaccessible parking (in the rear of businesses)
- ✓ Some commercial spaces are too large
- ✓ Inconsistent right-of-way improvements (condition, materials)
- ✓ Inconsistent setbacks of the buildings
- ✓ Maintain infrastructure, such as streets



- ✓ Solve commercial vacancies (especially for large stores)
- ✓ Need for marketing direction for commercial areas
- ✓ Curbside appeal of business areas
- ✓ Appropriate businesses to fill the vacancies

Chapter 2

Demographics



INTRODUCTION

An analysis of demographic information is an essential component of a community's master plan. This data is a valuable aid, in understanding the past, present, and future dynamics of a community, as well as in providing information that can be utilized for making informed policy decisions.

This chapter provides a profile of Parma Heights through the examination of population and housing characteristics, educational attainment, school enrollments, income statistics, employment characteristics, and tax revenues. Past trends for selected data are included, where applicable. Information is also detailed for surrounding communities and Cuyahoga County as a whole to provide a benchmark for the city.

POPULATION AND HOUSEHOLD CHARACTERISTICS

Early Development Patterns and Population Change

First settled by German immigrants in the early 1800's, the area now known as Parma Heights was primarily a farming community. *The Encyclopedia of Cleveland History* states that during this early period, only a few commercial establishments and country inns existed along Wooster Pike, which today is known as Pearl Road. Over the ensuing decades, the population grew slowly, helping the village to retain its rural atmosphere.

In 1911, the Village of Parma Heights separated from the original Parma Township, due to a perceived lack of representation. The population continued to increase at a relatively slow pace, increasing from 310 in 1920, to 960 in 1930, to 1,330 in 1940 (*Appendix 2-A*). After World War II, Parma Heights, like many other Cleveland suburbs, experienced a homebuilding boom that attracted an influx of residents. The population continued to increase, reaching 3,901 by 1950. By 1960, just one year after becoming a city, the U.S. Census Bureau reported that Parma Heights had a population of 18,100. The city reached its population zenith in 1970 with 27,192 residents.

The city's population began to decline, and by 1980 the population was 23,112. The population continued to decline, dropping to 21,448 by 1990. Between the 1970 and the 1990 Censuses, the city's population declined by about 21% (a loss of 5,744 residents). The changing population characteristics experienced in Parma Heights during this period are, however, a reflection of local, regional, and national trends that include aging populations, smaller family sizes, more one-person households, and out-migration of the population to suburbs located at the edges of the county, or in some instances, into adjacent counties. An additional dilemma is the fact that Parma Heights, which is an almost fully developed older suburb, has very little vacant land available for new residential development.

The 2000 Census showed a slight reversal of the previous 20 year pattern of population loss. Between 1990 and 2000 the population of Parma Heights increased to 21,659, a gain of 1% (211 residents). This small increase may be a reflection of younger families with children moving into the community coupled with elderly one- and two-person households choosing other housing options.

In comparison to Parma Heights, population changes between 1970 and 2000 in the surrounding communities of Brook Park, Parma, and Seven Hills, as well as Cuyahoga County as a whole, followed similar patterns. Unlike Parma Heights however, these areas continued to experience a population decline. The communities of North Royalton and Strongsville, which have both reaped the benefits of out-migration from



Cleveland and the older, first ring suburbs, have continued to grow at double digit rates over the last four decades.

Birth and Death Rates

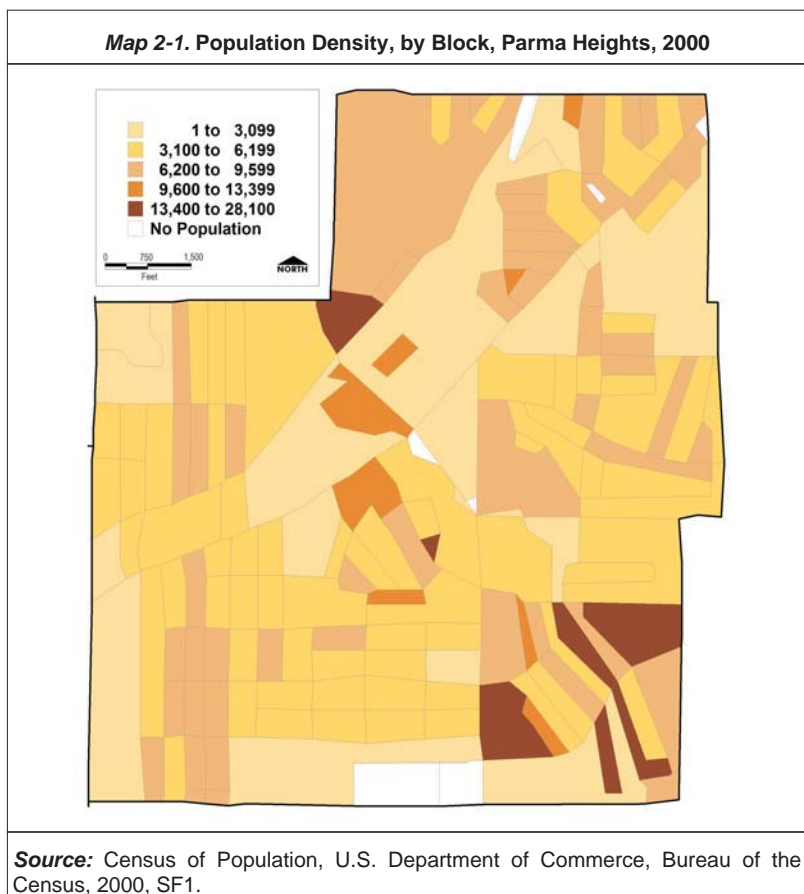
Based on the annual number of live births or deaths per 1,000 population, annual birth and death rates are one indicator used to estimate changes in the population. These figures are used for several purposes, one example being school enrollment projections.

As illustrated in *Appendix 2-B*, birth rates in Parma Heights have remained stable over the last five years, ranging from a low of 222 births in 1999 (10.4 births per thousand) to a high of 232 births in 1997 (10.8 births per thousand). In comparison, birth rates countywide have shown more variability, ranging from a low of 12.8 births per thousand in 1999 to a high of 14.1 births per thousand in 1995.

Death rates in Parma Heights have consistently been *higher than birth rates* and are most likely a reflection of the higher percentage of elderly persons living in the city. Over the last five years, death rates in Parma Heights have ranged from a low of 305 deaths in 1995 (14.2 deaths per thousand) to a high of 326 deaths in 1998 (15.2 deaths per thousand). In comparison, death rates countywide have consistently been *lower than birth rates*, ranging from a low of 10.6 deaths per thousand in 1998 and 1999 to a high of 11.0 deaths per thousand in 1995.

Population Density

Parma Heights, with a land area of about 4.2 square miles (2,687 acres) and a 2000 population of almost 22,000, is, at 5,158.6 persons per square mile (or, about eight persons per acre), more densely settled than the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville and exhibits almost twice the population density of Cuyahoga County as a whole (*Appendix 2-C*). When the city is examined at a more detailed geographic level, it can be seen that density levels vary greatly (*Map 2-1*). A large proportion of the residential areas in Parma Heights are composed of detached, single-family homes, and are much less densely settled. The areas where larger apartment complexes, particularly high rise apartment buildings, have been built exhibit much higher densities.





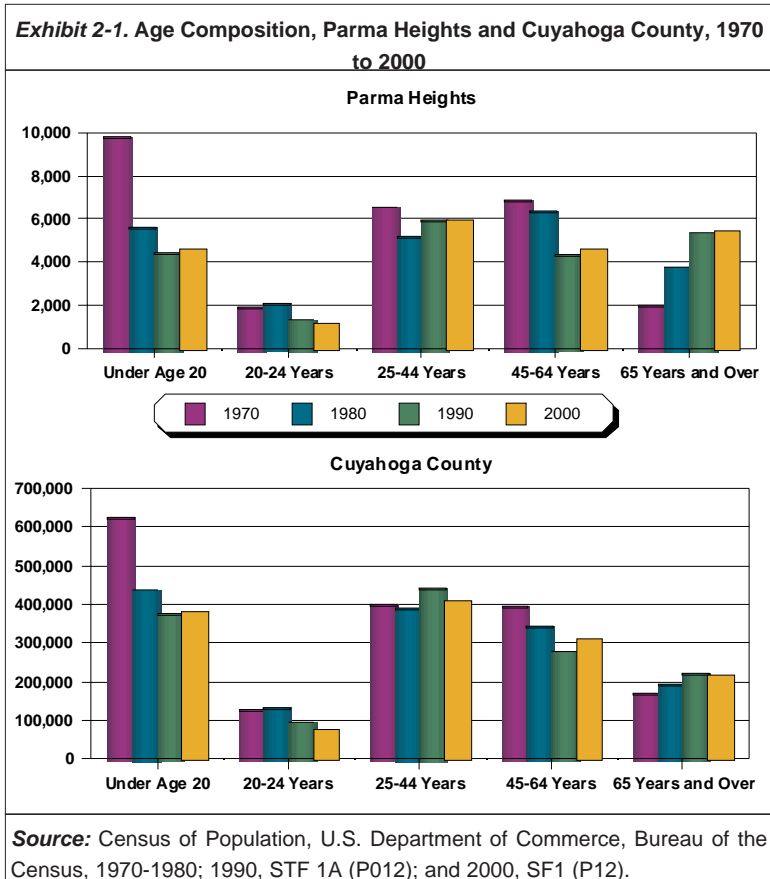
Age and Gender Composition

The rise in life expectancy and the aging “baby boom generation” - those persons born after World War II through 1965 - have affected the increase in the median age over the last several decades at both the national and the local level. In Parma Heights, the median age rose from 30.5 in 1970, to 38.5 in 1980, to 40.8 in 1990, to 42.4 in 2000. In comparison, the median age countywide was 29.7 in 1970, 32.2 in 1980, 34.9 in 1990, and 37.3 in 2000. The 2000 Census showed that of the surrounding communities, only Middleburg Heights and Seven Hills exhibited higher median ages than Parma Heights (*Appendix 2-D*).

Understanding the age composition of a community’s population helps in shaping a municipality’s approach to program development and social service delivery, as well as gauging the community’s ability to financially support such programs and services. For example, the majority of persons who are in the workforce, buying homes, and raising families are generally between the ages of 25 and 59. Reductions in the number of persons in these age groups may translate into decreased income tax revenues for the city. Larger percentages of elderly may indicate not only increased numbers of households with lower incomes, but an increased demand on City government for such services as transportation and housing assistance, health care, or expanded social services.

As illustrated in *Exhibit 2-1* and *Appendix 2-E*, the population of Parma Heights has continued to age over the past four decades. In 1970, about 7% of the population (2,013 persons) was composed of persons age 65 or over. By 2000, the number of persons age 65 and over had increased by almost 170% and made up over 25% of the population (5,432 persons). *Map 2-2* illustrates the concentration of persons age 65 and over in Parma Heights, by block, for the 2000 Census.

Over the same time period, the number of children, teens, young adults age 20 to 24, and middle-aged adults age 45-64 decreased substantially. The number of persons age 25 to 44 years showed only slight decreases. The in-migration of young persons and couples, with or without children, may have been the modifying influence occurring in the 25-44 age category in 2000. In comparison, the same trends also occurred in Cuyahoga County as a whole over the past four decades, however, the changes by age group were not quite as severe as were found in Parma Heights.





Map 2-2. Persons Age 65 and Over, by Block, Parma Heights, 2000



Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF1.

When age composition is examined by gender for Parma Heights, it can be seen that the percentages of male and female residents within each age group have remained relatively steady over the past four decades (*Exhibit 2-2 and Appendix 2-F*). Over the forty year period, the percentages of female residents living in Parma Heights increased steadily with age. In 2000, the Census showed that women represented about one-half of the population for persons age 54 years and under, more than 60% of the population by the 65 to 74 age group, and over 65% of the population by the 75 and over age group. The higher percentages of elderly women may indicate a need for housing and social service programs targeted for this population group, particularly in terms of assistance with housing expenses, maintenance, and repair.

Race, Ancestry, and Place of Birth

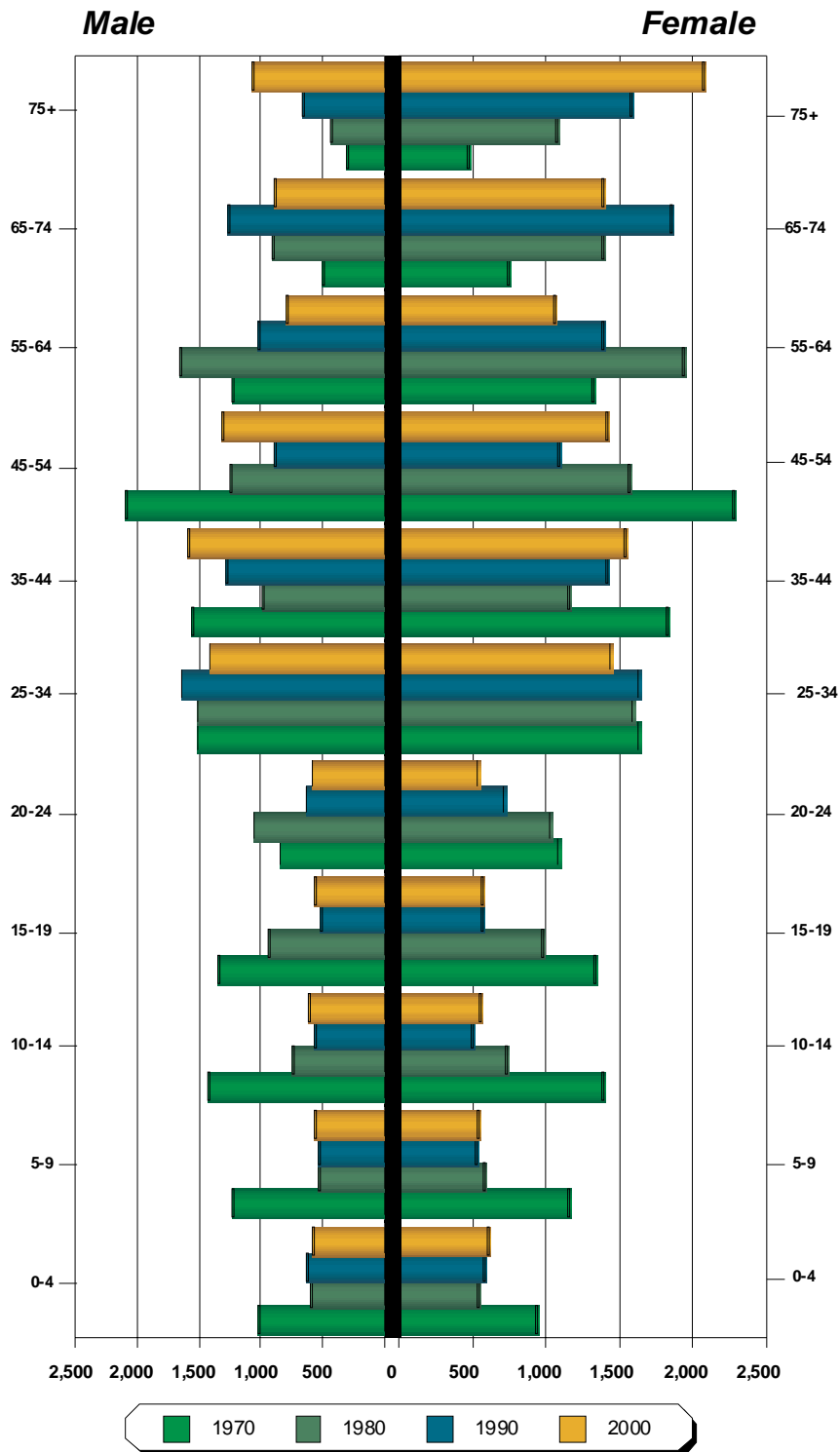
Very much like the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville, Parma Heights has continued to be a relatively homogenous community as far as race is concerned. In 2000, almost 95% of the city's population was white, 2.3% was Asian, 1.2% was Black or African American, and less than 1% was one of the other races (*Appendix 2-G*). The 2000 Census marked the first time that persons were able to select the category denoting two or more races. Only 1.1% of the residents in Parma Heights selected this category. Almost 2% of the population living in Parma Heights stated that they were of Hispanic or Latino origin, which can be of any race.

The non-white population in Parma Heights has increased only slightly over the last four decades from 0.4% in 1970, to 1.3% in 1980, to 1.7% in 1990, to 5.2% in 2000. In contrast, the non-white population countywide was 19.6% in 1970, 24.6% in 1980, 27.4% in 1990, and 32.6% in 2000.

Parma Heights' ethnic heritage, on the other hand, is quite diverse (*Appendix 2-H*). While the largest ancestral groups listed in both the 1990 and the 2000 Censuses included English, German, Hungarian, Irish, Italian, Polish, and Slovak, the city was home to persons with heritages from a wide variety of countries and several continents.



Exhibit 2-2. Age and Gender Composition, Parma Heights, 1970, 1980, 1990, and 2000



Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1970-1980; 1990, STF 1A (P012); and 2000, SF1 (P12).

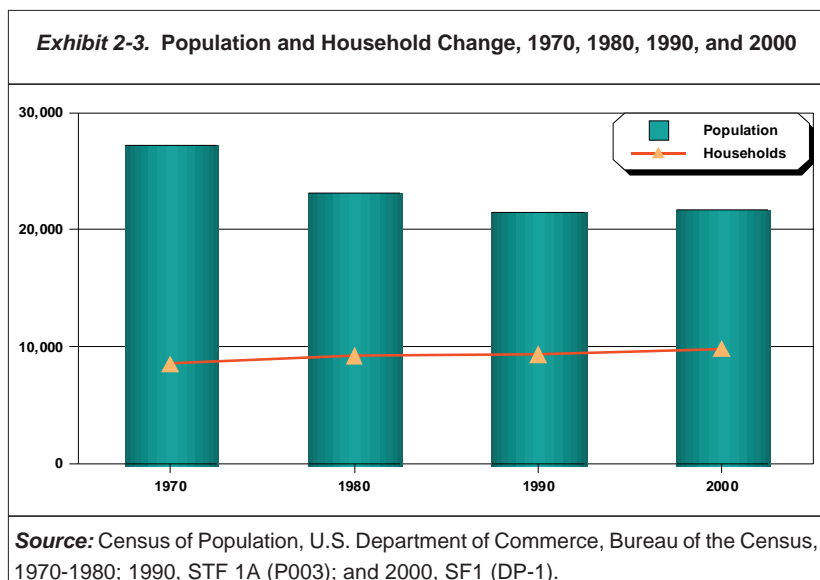


The 2000 Census showed that almost three-quarters of all Parma Heights residents (15,948 persons) were born in the State of Ohio, 1,428 persons were from states in the Northeast, 620 persons were from the South, 239 persons were from the West, and 1,062 persons were from other states in the Midwest. Of the residents born outside of the United States, 81 were born in Puerto Rico, 78 were born abroad of American parents, 1,166 were foreign born naturalized citizens, and 1,037 were not U.S. Citizens.

Households

Even though the population in Parma Heights decreased by over 20% since 1970, the number of households actually increased by about 15% over the same period (*Exhibit 2-3, Appendix 2-A, and Appendix 2-I*). The Censuses showed that there were about 8,500 households in Parma Heights in 1970, approximately 9,200 households in 1980, over 9,300 households in 1990, and about 9,800 households in 2000.

Over the past three decades, the surrounding communities of Brook Park, Parma, and Seven Hills, as well as Cuyahoga County as a whole, have also experienced moderate increases in the number of households within their respective borders, even as their populations were declining. Middleburg Heights, North Royalton, and Strongsville, on the other hand, have experienced substantial increases, both in the number of households as well as in their populations.



This apparent discrepancy between declining populations and increasing numbers of households

that many communities have concurrently experienced over the past several decades can be accounted for based upon several national, regional, and local trends. For example, these trends include the continuing decrease in the number of persons per household due to the fact that families are continuing to have fewer children. In addition, more households have been created due to the rise in divorce rates, longer life expectancies, the increase in the number of single-person households and empty-nesters, and marrying later in life, or simply not marrying at all.

Household Size

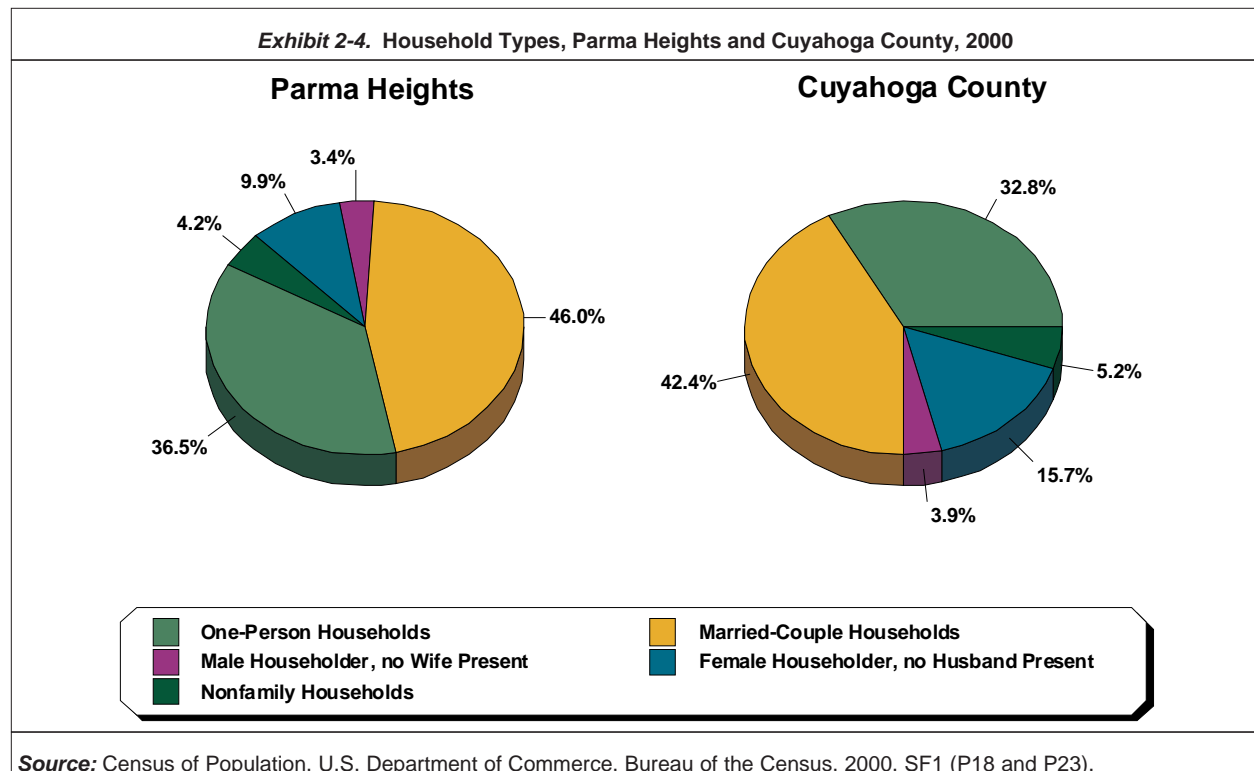
Mirroring national and regional trends, the average household size in Parma Heights has shown a steady decline, from 3.68 persons per household in 1960, to 3.16 persons in 1970, to 2.47 persons in 1980, to 2.26 persons in 1990, to 2.18 persons in 2000 (*Appendix 2-J*). The surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville, as well as Cuyahoga County as a whole, exhibited similar declines in household size over the period.



The 2000 Census showed that approximately 70% of all households in Parma Heights were comprised of one- or two-persons, an increase from 1990 when one- or two-person households accounted for about 67% of all households (*Appendix 2-K*). Of the remaining households examined in the 2000 Census, approximately 14% of all households were comprised of three persons, 10% were made up of four persons, and about 6% contained five or more persons. In comparison, Cuyahoga County as a whole exhibited a slightly lower percentage (63.9%) of one- and two-person households and slightly higher percentages of larger households than were found in Parma Heights.

Household Type

Approximately one-third of the 9,823 households in Parma Heights in 2000 were one-person households. Family households, defined by the Census as "... a householder and one or more other persons living in the same household who are related to the householder by birth, marriage, or adoption," made up about 59% of all households citywide. Less than 5% of all households were considered nonfamily households, where the householder lived with nonrelatives (*Exhibit 2-4 and Appendix 2-L*).



Family households were comprised of 4,523 married couples, 1,664 of which had children under the age of 18, and 1,300 other family households (single head of households), 554 of which had children under the age of 18.

In comparison, the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville, as well as Cuyahoga County as a whole, had lower percentages of one-person households and higher percentages of married-couple households and married-couple households with children than Parma Heights. While the percentages of other family households (single head of households) and



nonfamily households were similar for Parma Heights and the surrounding communities, corresponding figures for Cuyahoga County as a whole were higher than those in either Parma Heights or in the surrounding communities.

Households with one or more persons age 65 or older represented 39.8% of all households in Parma Heights. Of the 3,906 households with one or more persons age 65 or older, 1,980 persons lived alone and 1,926 households were comprised of two or more persons. In comparison, 27.3% of all households in Cuyahoga County were households with one or more persons age 65 or older.

Another trend that has been experienced both nationally and locally is the phenomenon of grandparents raising their own grandchildren due to the absence of the children's parent(s). This information was documented for the first time in the 2000 Census. In Parma Heights, the Census Bureau showed that 78 grandparents (0.5% of all persons age 30 and over living in households) in Parma Heights were grandparents who had the responsibility for raising their own grandchildren. Of these 78 grandparents, over 40% had been responsible for their grandchildren for one or two years, almost 30% had been responsible for three or four years, and about 15% had been responsible for five or more years. In comparison, the countywide percentage of grandparents with the responsibility for raising their own grandchildren was almost three times the rate found in Parma Heights.

HOUSING CHARACTERISTICS

Housing Unit Change

As would be expected, the growth in the number of housing units in Parma Heights kept pace with the growth of the population. There were 257 housing units in 1930 and 372 housing units in 1940 (*Appendix 2-M*). The in-migration of new residents after World War II spurred a homebuilding boom that brought the total housing unit count to 1,165 units by 1950. The number of housing units continued to increase at a substantial rate over the next two decades, with the Censuses showing that the city had 5,191 housing units by 1960 and 8,650 by 1970. The number of housing units continued to increase throughout the 1970's, 1980's, and 1990's, but at a much slower rate. By 2000, the Census showed that there were 10,263 housing units in Parma Heights.

In comparison, the surrounding communities of Brook Park, Parma, and Seven Hills, as well as Cuyahoga County as a whole, exhibited patterns of housing unit growth that were similar to those found in Parma Heights over the last twenty years. Housing unit growth was somewhat higher in Middleburg Heights over the same period, and substantially higher in North Royalton and Strongsville.

New Residential Construction

Between January, 1999 and December, 2002 Parma Heights issued permits for 103 housing units (23 single-family homes and 80 housing units located in six multi-family buildings) (*Appendix 2-N*). These units had an estimated valuation of almost \$7 million at the time the permits were issued.

In comparison, Brook Park issued permits for eight single-family homes over the period, far fewer than the number of permits issued in Parma Heights. Middleburg Heights issued permits for 333 single-family homes, Parma issued permits for 186 housing units (165 single-family homes and 21 housing units located in six multi-family buildings), and Strongsville issued permits for 1,129 housing units (903 single-family



homes and 226 housing units located in six multi-family buildings). Information on the number of housing permits issued, or their estimated valuation, was not available for North Royalton or Seven Hills.

Age of the Housing Stock

The 2000 Census showed that almost 80% of the housing stock in Parma Heights was built between 1950 and 1979 (*Appendix 2-O*). Approximately 12% of the housing stock in the city was built prior to 1950, while almost 10% was built after 1979.

In comparison, the surrounding communities of Brook Park, Middleburg Heights, Parma, and Seven Hills exhibited housing development patterns that were similar to those found in Parma Heights, in that a majority of the housing stock was built between 1950 and 1979. The housing stock countywide is generally older than homes found in Parma Heights, with over one-quarter of the units built before 1940 and almost one-half built between 1950 and 1979. Homes in North Royalton and Strongsville are generally newer than homes found in Parma Heights, with almost one-half of the units built between 1950 and 1979 and almost one-half built between 1980 and March, 2000.

Map 2-3 illustrates residential construction in Parma Heights, on a parcel basis, by decade built. Many of the homes built prior to 1939 are located in the northeastern portion of the city, on, or adjacent to, Pearl Road, as well as along Olde York Road, West Ridgewood Drive, and York Road. Newer homes, built in the 1990's, are concentrated in the area of Antietam Road and Big Creek Parkway, along Beverly Drive, between Big Creek Parkway and Pearl Road, and in the southeastern portion of the city.

The most recently constructed homes that have been built, or are in the process of being built, are located around Jamestowne Drive and Virginia Lane, Big Creek Parkway and Stumph Road, and Pearl Road and Reservoir Drive. Big Creek Apartments, which was built in the late 1990's, is located in the northwestern portion of the city, adjacent to Stumph Road. Information regarding these housing developments is too recent to have been included in the Cuyahoga County Auditor's database, and thus, is not included on the map.

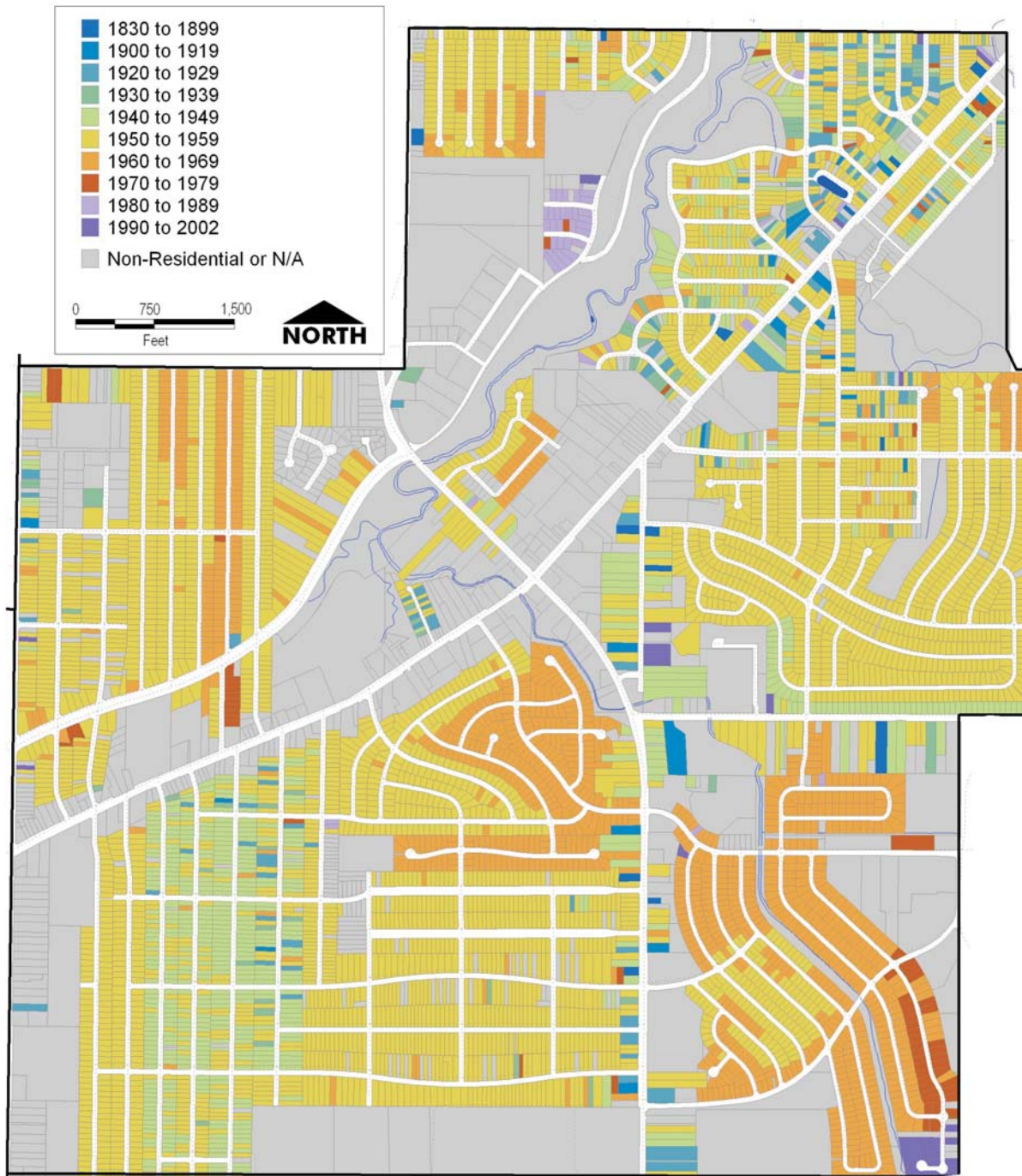
Housing Occupancy and Ownership Status

The 2000 Census showed that of the total housing units in Parma Heights, 96% were occupied and 4% were vacant (*Appendix 2-P*). These figures were similar to the 1990 occupancy and vacancy rates for the city. Of the 9,823 occupied housing units in Parma Heights in 2000, almost 60% (5,884 housing units) were owner-occupied and about 40% (3,939 housing units) were renter-occupied. In comparison, Cuyahoga County as a whole exhibited a 2000 owner-occupancy rate that was just over 60%, while the surrounding communities of Brook Park (84%), Middleburg Heights (73%), North Royalton (75%), Parma (78%), Seven Hills (97%), and Strongsville (83%) exhibited much higher rates of owner-occupancy. The 2000 owner-occupancy rates for the surrounding communities and the county as a whole were similar to the respective rates reported for those areas by the Census in 1990.

Map 2-4 illustrates owner-occupancy in Parma Heights, by block group, for the 2000 Census. Most of the areas exhibiting low owner-occupancy rates are in areas where large apartment complexes are located.



Map 2-3. Residential Construction, by Decade Built, Parma Heights, 2002



Source: Cuyahoga County Auditor's Office (MetroScan), October, 2002.



Housing Type

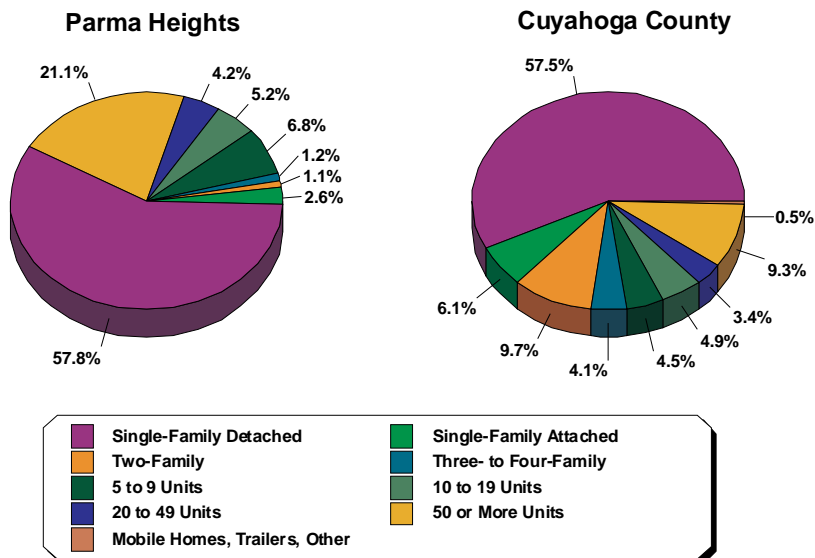
While single-family homes are the predominate type of housing found in Parma Heights, a wide range of housing types have been built in the city (*Exhibit 2-5 and Appendix 2-Q*). Of the total occupied housing units citywide in 2000, over 60% were single-family homes (5,945 detached homes and 263 attached housing units). Over 21% (2,161 units) of all housing units citywide were located in multi-family buildings with 50 or more units. While doubles, triples, and low and medium density apartment complexes existed in the city, there were fewer housing units in each of these categories. In comparison, the county as a whole exhibited a higher percentage of two-family homes than was found in Parma Heights and a much lower percentage of housing units located in large multi-family buildings.

Map 2-4. Owner-Occupancy, by Block, Parma Heights, 2000



Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF1.

Exhibit 2-5. Housing Types, Parma Heights and Cuyahoga County, 2000



Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 1990, STF 1A (H001 and H041); and 2000, SF3 (H30).



The 2000 Census also examined housing type by ownership status (*Appendix 2-R*). In Parma Heights, the majority (96%) of all single-family detached housing units and approximately half (48%) of all single-family attached units were owner-occupied. Approximately one-third of all two-family units were owner-occupied, while the remaining types of multi-family units were primarily renter-occupied. Figures regarding housing type and ownership in 2000 were similar to those found in Parma Heights in 1990.

Number of Rooms, Square Footage, and Architectural Design

In 2000, the Census reported that the median number of rooms for housing units in Parma Heights was 5.3 rooms (*Appendix 2-S*). Rooms, as defined by the Census, include living rooms, dining rooms, kitchens, bedrooms, finished recreation rooms, enclosed porches suitable for year-round use, and lodger's rooms. In comparison, the average housing unit in the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville, as well as Cuyahoga County as a whole, were somewhat larger than the average housing unit found in Parma Heights.

According to the Cuyahoga County Auditor's Office, which maintains a database on property information in Cuyahoga County, the majority of the single-family homes in Parma Heights were built in the 1950's. Most of the homes were ranches (56%) or post World War II bungalows (25%) that had one (56%) or one and one-half stories (24%). The size of these homes varied from about 560 square feet to over 7,400 square feet, with the median size being about 1,250 square feet. While homes with three bedrooms (74%) and one (55%) or one and one-half bathrooms (34%) were most prevalent, homes with fewer and greater numbers of bedrooms and more bathrooms did exist.

Homeownership Rates

The 1990 Census provided a clear picture of the homeownership patterns of Parma Heights' residents (*Appendix 2-T*). Using the age segments provided by the Census, the number of homeowners surpassed the number of renters beginning in the 25 to 34 age bracket, with the number of homeowners continuing to exceed the number of renters until the 75 and over age bracket, when homeownership dropped to about 41%. Countywide, the number of homeowners surpassed the number of renters beginning in the 35 to 44 age bracket and continued to exceed the number of renters through age 75 and over.

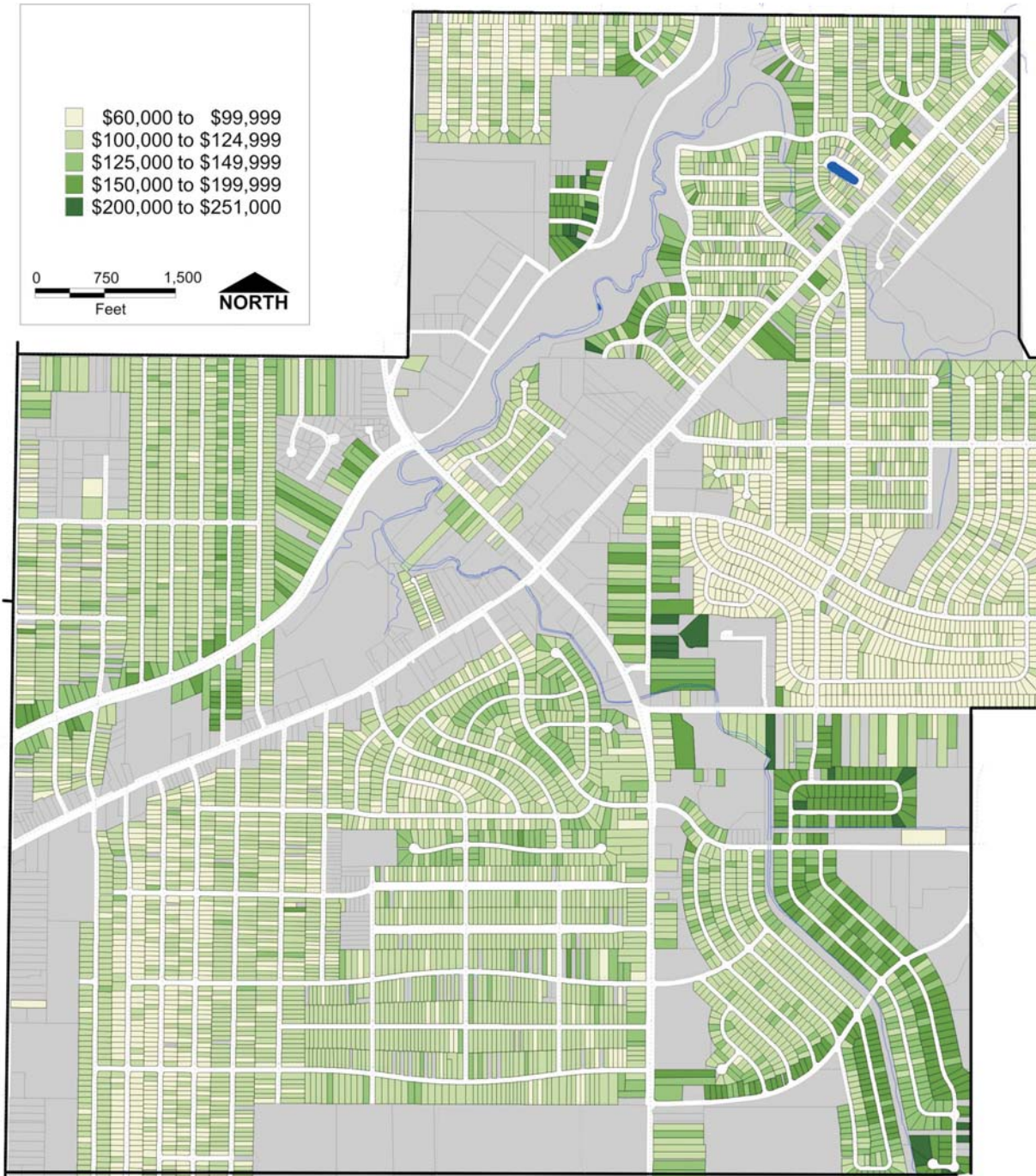
By 2000, persons in Parma Heights were, in general, somewhat older when they became homeowners. The Census showed that the number of homeowners surpassing the number of renters did not occur until the 35 to 44 age bracket. Older persons were also staying in their homes longer, since about one-half of all residents age 75 and over were homeowners, an increase of over 80% since 1990. Countywide, homeownership patterns were similar to those found in the previous census. As was found in Parma Heights, there were higher percentages of older persons who remained in their homes in 2000.

Estimated Market Value of Homes

The Cuyahoga County Auditor's Office compiles information on the estimated market value of property on a parcel by parcel basis for the purpose of determining property tax assessments. The estimated market value of homes in Parma Heights, which is illustrated on *Map 2-5*, ranged from about \$58,000 to over \$250,000, with the median value set at approximately \$108,000. Homes with higher estimated market values are primarily newer homes located in the southeastern portion of the city, in the vicinity of Antietam Road, and along Olde York Road or in areas that are in close proximity to the Cleveland Metroparks Big Creek Reservation.



Map 2-5. Estimated Market Value of Residential Homes, Parma Heights, 2002



Source: Cuyahoga County Auditor's Office (MetroScan), October, 2002.



Home Sale Prices

The Housing Policy Research Program at Cleveland State University compiles data on an ongoing basis concerning the residential real estate market for both existing and new single-family homes, condominiums, and other types of residential structures in Cuyahoga County.

The median sale price, which is the middle number in a series of numbers that have been put in value order from low to high, is the figure typically examined when comparing sale prices. Median sale price, unlike average sale price, is used because it is not affected by extremely high or low sale prices.

Existing Single-Family Home Sales

The median sale price of an existing single-family home in Parma Heights in 1995 was \$98,000 (*Appendix 2-U*). By November, 2002, the median sale price had increased to \$121,000, a 24% increase over the period. In comparison, the surrounding communities of Brook Park (\$96,800 in 1995 and \$120,000 in 2002) and Parma (\$93,000 in 1995 and \$117,000 in 2002), as well as Cuyahoga County as a whole (\$87,500 in 1995 and \$116,000 in 2002), continued to have median sale prices for single-family homes that were lower than those exhibited in Parma Heights. Median sale prices in Middleburg Heights (\$129,900 in 1995 and \$158,500 in 2002), North Royalton (\$155,000 in 1995 and \$187,000 in 2002), Seven Hills (\$133,950 in 1995 and \$165,000 in 2002), and Strongsville (\$144,400 in 1995 and \$185,750 in 2002) continued to have median sale prices that were higher than those found in Parma Heights.

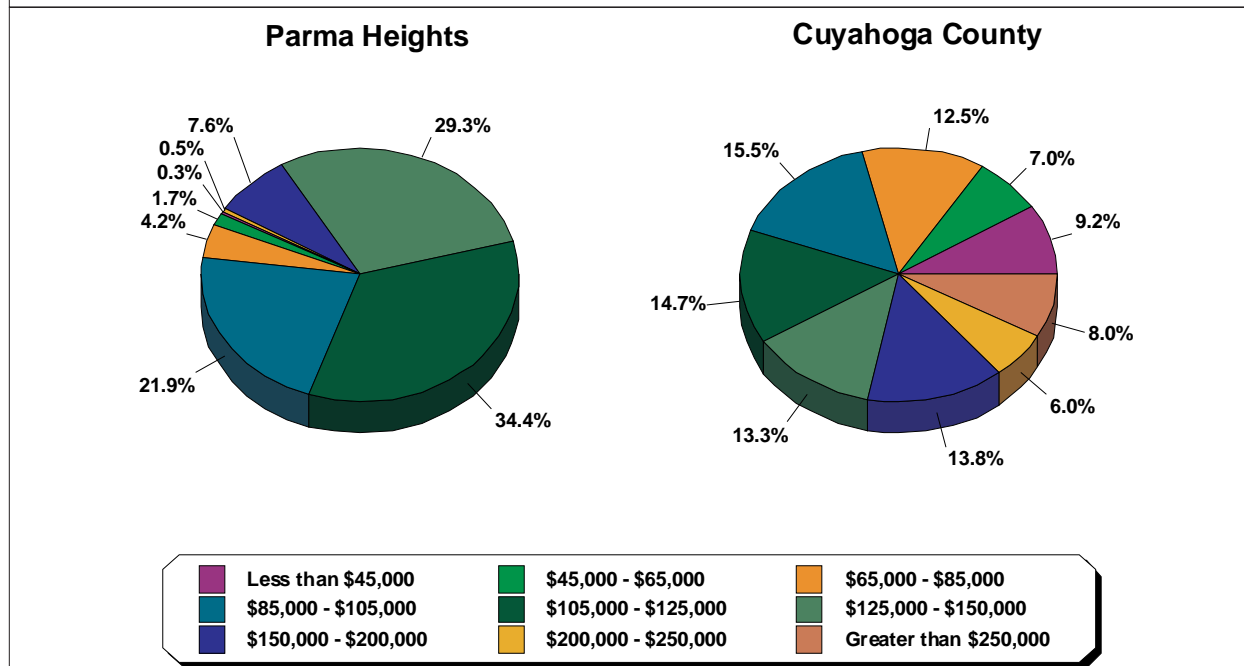
The number of existing single-family homes sold in Parma Heights over the last eight years has remained brisk. There were 217 existing single-family homes sold in 1995 (*Appendix 2-V*). By November, 2002, there were 304 existing homes sold, a 40% increase over the period. In comparison, the number of sales of existing homes in the surrounding communities of Brook Park, Middleburg Heights, Seven Hills, and Strongsville, as well as in Cuyahoga County as a whole, grew at a lower rate than was found in Parma Heights. North Royalton, with a 48% increase in the number of existing single-family homes sold over the period, was the only community with a higher percentage increase in existing home sales.

The Housing Policy Research Program at Cleveland State University also tracks data on home sale prices, by price category, for existing homes (*Exhibit 2-6 and Appendix 2-W*). As shown, almost one-quarter of all housing sales that occurred between January, 2001 and November, 2002 in Parma Heights have been in the \$85,000 to \$105,000 price range and almost two-thirds have been in the \$105,000 to \$150,000 price ranges. Only two homes that sold during this time period sold for less than \$45,000. No homes were sold for more than \$250,000.

In comparison, most housing sales that occurred in the surrounding communities of Brook Park and Parma were similar to those occurring in Parma Heights and have been in the \$85,000 to \$150,000 price ranges. The majority of housing sales that occurred in Middleburg Heights were slightly higher than those in Parma Heights (\$125,000 to \$200,000 price ranges), while most of the housing sales in North Royalton and Strongsville, which were both in the \$150,000 to \$250,000 price ranges, were substantially higher than Parma Heights. While housing sale prices in Cuyahoga County as a whole were more equally distributed for each price category, just under 60% of the housing sales that occurred countywide were \$125,000 or less.



Exhibit 2-6. Existing Single-Family Home Sales, by Price Category, Parma Heights and Cuyahoga County, January, 2001 through November, 2002



Source: Housing Policy Research Program, The Urban Center, Maxine Levin College of Urban Affairs, Cleveland State University, January, 2001 - November, 2002.

Condominium Sales

The median sale price for condominiums in Parma Heights in 1995 was \$48,750 (*Appendix 2-U*). By November, 2002, the median sale price had increased to \$59,000, a 21% increase over the period. In comparison, the surrounding communities of Brook Park (\$69,500 in 1995 and \$96,000 in 2002), Middleburg Heights (\$60,000 in 1995 and \$81,500 in 2002), North Royalton (\$68,700 in 1995 and \$75,000 in 2002), Parma (\$82,000 in 1995 and \$102,000 in 2002), Seven Hills (\$155,800 in 1999 and \$180,000 in 2002), and Strongsville (\$113,500 in 1995 and \$131,500 in 2002), as well as Cuyahoga County as a whole (\$71,750 in 1995 and \$99,500 in 2002), all continued to have median sale prices for condominiums that were higher than those exhibited in Parma Heights. In terms of price appreciation over the eight year period, however, condominiums in Brook Park, Middleburg Heights, Parma, and Cuyahoga County as a whole appreciated at a faster rate than those in Parma Heights, while condominiums in North Royalton, Seven Hills, and Strongsville appreciated at a slower rate.

The number of condominiums sold annually in Parma Heights and the surrounding communities of Brook Park, Middleburg Heights, Parma, and Seven Hills over the last eight years has been fairly low (*Appendix 2-V*). Strongsville, with a 63% increase in the number of condominiums sold over the period, and North Royalton, with a 12% increase in the number of condominiums sold, were the only surrounding communities with percentage increases in condominium sales. Cuyahoga County as a whole exhibited an 11% increase in condominium sales over the period.



Sales of Newly Constructed Single-Family Homes

According to data provided by the Housing Policy Research Program at Cleveland State University, on average, only about four new homes per year were constructed in Parma Heights in the last eight years. This was also the case in a number of the surrounding communities, so it is only possible to make general statements about real estate market trends for new home construction in these cities.

The median sale prices for new homes in Parma Heights ranged from a low of \$134,000 in 1997 to a high of \$220,000 in 1995 (*Appendix 2-U*). In comparison, median sale prices for new homes in the surrounding communities of Brook Park, which ranged from \$102,750 to \$169,000, and Parma, which ranged from \$110,000 to \$191,450, exhibited median sale prices that were generally lower than those found in Parma Heights. Median sale prices for new homes were somewhat mixed in Middleburg Heights (\$74,500 to \$255,150), and generally higher in North Royalton (\$207,200 to \$245,000), Seven Hills (\$134,000 to \$235,850), Strongsville (\$179,700 to \$267,400), and Cuyahoga County as a whole (\$172,250 to \$221,850) than those found in Parma Heights.

Contract Rent

The Census defines contract rent as “the monthly rent agreed to or contracted for, regardless of any furnishings, utilities, fees, meals, or services that may be included.” In 2000, the Census showed that the monthly median contract rent in Parma Heights was \$526. In comparison, monthly median contract rent was higher in the surrounding communities of Brook Park (\$565), Middleburg Heights (\$577), North Royalton (\$587), Parma (\$534), Seven Hills (\$643), and Strongsville (\$573) than was found in Parma Heights. Median contract rent in Cuyahoga County as a whole was lower, at \$463 per month.

The 2000 Census also collected data on contract rents, by price category (*Exhibit 2-7 and Appendix 2-X*). As shown, approximately 13% of all contract rents in Parma Heights were less than \$400, over one-half ranged from \$400 to \$599, about 17% ranged from \$600 to \$699, and approximately 14% of all contract rents were \$700 to \$899 per month. Less than 1% of all contract rents exceeded \$899. No cash rent was collected for about 3% of the rental units counted.

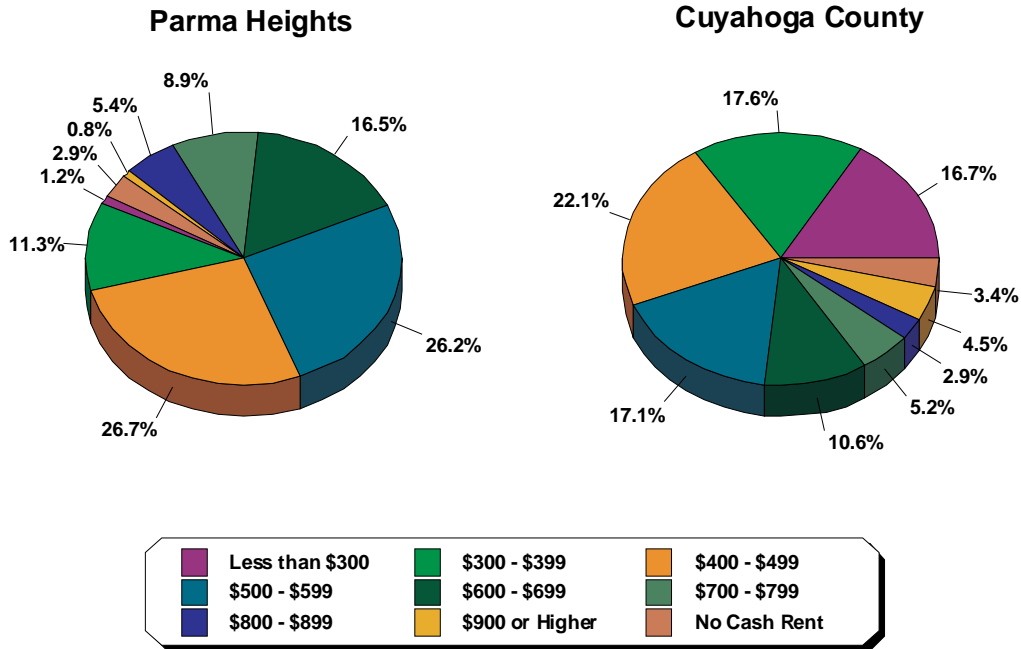
In comparison, Cuyahoga County as a whole, with over 34% of all contract rents below \$400 per month, exhibited higher percentages of affordable rental housing than were found in Parma Heights. Contract rents were also more prevalent at the more expensive end of the spectrum, with 5% of all contract rents exceeding \$899. No cash rent was collected for about 3% of the rental units counted.

Housing Costs

The 2000 Census collected information on housing costs as a percentage of income for both homeowners and renters (*Exhibit 2-8 and Appendix 2-Y*). For homeowners, selected monthly housing costs included mortgage payments or similar debts on the property; real estate taxes; fire, hazard, and flood insurance on the property; and utilities. For renters, the Census determined the percentage of housing costs using “gross rent as a percentage of household income.” Gross rent is the contract rent plus the estimated average monthly cost of utilities and fuels.

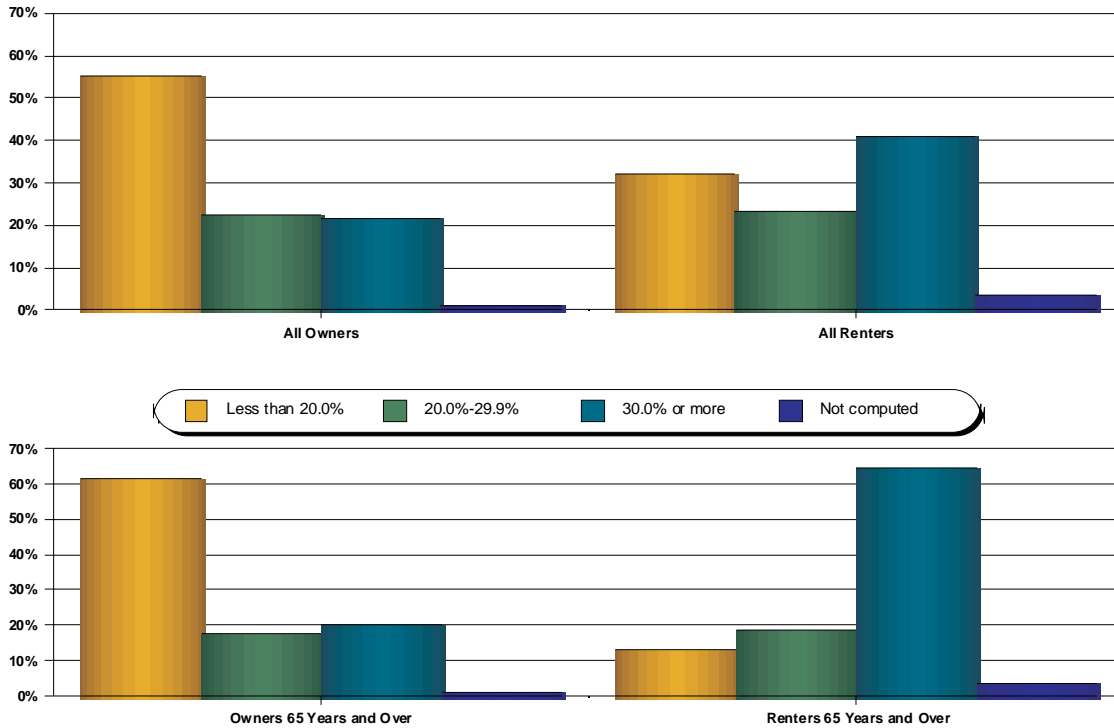


Exhibit 2-7. Contract Rent, by Price Category, Parma Heights and Cuyahoga County, 2000



Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 2000, SF1 (H54 and H56).

Exhibit 2-8. Housing Costs for Owners and Renters, Parma Heights, 2000



Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (DP-4, H71, and H96).



Over one-half of all homeowners in Parma Heights paid less than 20% of their monthly household income for housing costs, almost one-quarter paid 20% to 29.9%, and about one-quarter paid 30% or more of their monthly income for housing. In general, homeowners age 65 and over spent a smaller percentage of their income on housing costs. Almost two-thirds of all homeowners paid less than 20% of their monthly household income for housing costs, almost one-fifth paid 20% to 29.9%, and about one-fifth paid 30% or more of their monthly income for housing.

In comparison to homeowners, renters in Parma Heights paid a higher percentage of their income for housing costs. About one-third of all renters paid less than 20% of their monthly household income for housing costs, almost one-quarter paid 20% to 29.9%, and about two-fifths paid 30% or more of their monthly income for housing. In general, renters age 65 and over spent a much larger percentage of their income on housing costs. Only 13% of all homeowners paid less than 20% of their monthly household income for housing costs, almost one-fifth paid 20% to 29.9%, and almost two-thirds paid 30% or more of their monthly income for housing.

Residential Stability and Home buying Patterns

One of the items that the Census tracked was the length of time residents lived in their homes. Of those persons age five and older living in Parma Heights in 2000, 12,486 (61%) lived in the same house in Parma Heights since at least 1995. This figure was similar to the percentages found in Cuyahoga County (60%), Middleburg Heights (62%), and North Royalton (62%). The percentage of residents who lived in the same house since at least 1995 was slightly higher in Book Park (73%), Parma (66%), and Seven Hills (74%) than was found in Parma Heights.

A study by the Housing Policy Research Program at Cleveland State University, Cleveland, Ohio (*Movement of Cuyahoga County Home sellers and Home buyers, 1991 - 1996*) examined the movement of home sellers in the Cleveland region for the years 1991-1996. Movement was determined by locating the home purchased by the seller. This methodology made it possible to examine the communities where sellers of Parma Heights homes purchased another home (moved to) and the communities where buyers of Parma Heights homes sold their previous homes (moved from).

The study showed that of the Parma Heights residents who sold their homes and purchased another home during this period, approximately 12% of all sellers (46 sellers) purchased another home in Parma Heights while 88% of all sellers (323 sellers) moved out of the community. Most of the sellers who moved out moved to Strongsville (16% or 59 sellers), Parma (15% or 54 sellers), North Royalton (9% or 33 sellers), or Middleburg Heights (6% or 23 sellers), or purchased a home in various other locations within Cuyahoga County (22% or 79 sellers) or in an adjacent county (20% or 75 sellers).

Of all of the home buyers in Parma Heights, approximately 17% of all buyers (46 buyers) had lived in Parma Heights and purchased their new home in Parma Heights. Almost 83% of all buyers (226 buyers) had lived elsewhere in the seven-county region. Most of the buyers who moved into Parma Heights moved from Parma (28% or 77 buyers), Cleveland (26% or 70 buyers), North Royalton (4% or 12 buyers), or Brook Park (3% or 8 buyers), or moved to Parma Heights from various other locations within Cuyahoga County (17% or 45 buyers) or from an adjacent county (5% or 14 buyers).



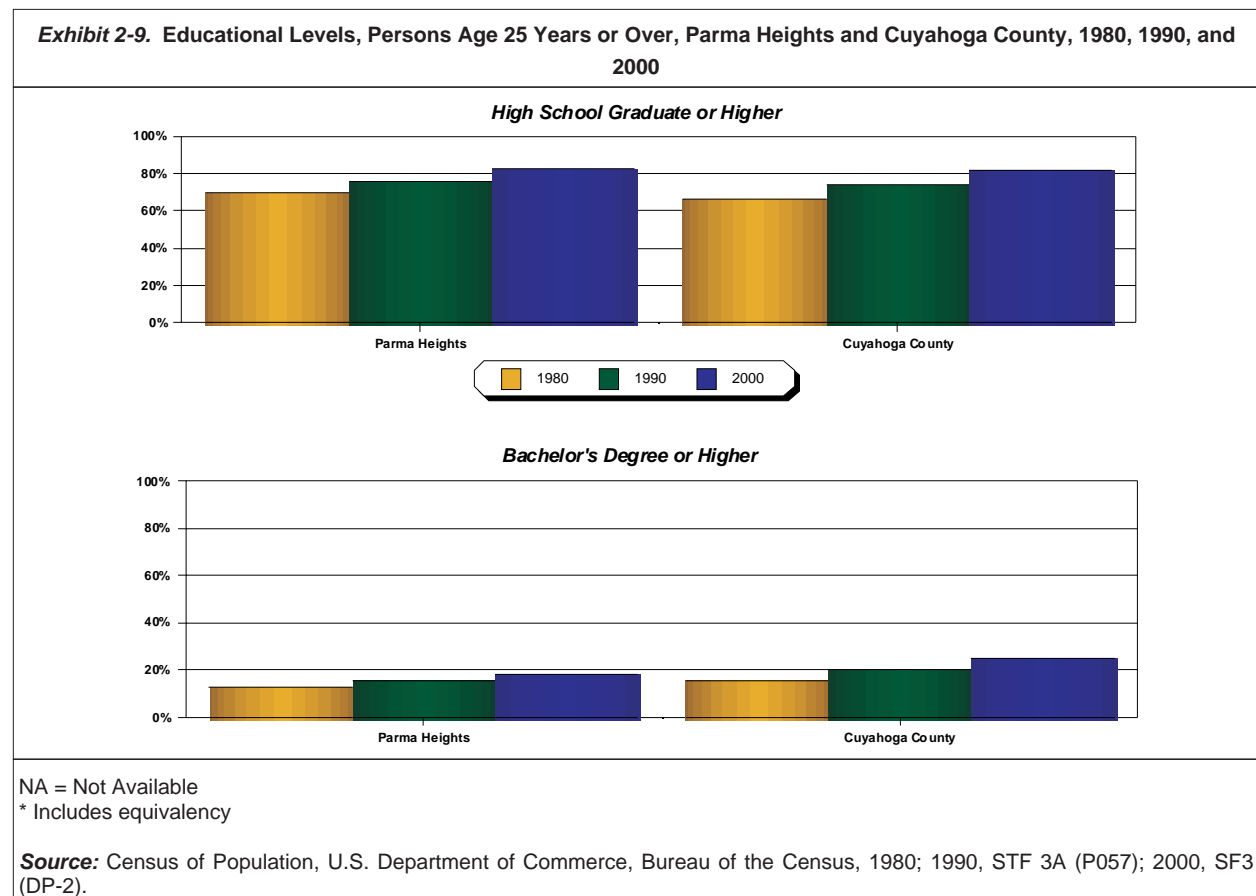
EDUCATIONAL CHARACTERISTICS

The U.S. Department of Commerce undertook a study in 1992 to examine the relationship between education and career earnings. The study showed that in general, more education means greater earnings, both over a year’s time and over the length of one’s working life. The study also showed that this relationship has gotten stronger since the 1970’s and is predicted to continue to strengthen in the future.

The benefits of an advanced education accrue not only to individuals who have attained a higher education, but to the communities in which they live as well. In general, better jobs and higher incomes provide greater purchasing power for goods, services, and larger, more expensive homes. This benefits the community as a whole through increased income and property taxes paid to the community.

Educational Attainment

A comparison of the 1980, 1990, and 2000 Censuses showed that the educational attainment levels for residents in Parma Heights, age 25 years of age or over, have continued to increase over the last 30 years (*Exhibit 2-9 and Appendix 2-Z*). The number of persons in Parma Heights earning a high school diploma or higher increased by almost 24% over the period, while the number of persons earning a bachelor’s degree or higher increased by over 50%. In comparison, the percentage increase in the number of persons earning a high school diploma or higher countywide was about the same as was found in Parma Heights, while the percentage increase in the number of persons earning a bachelor’s degree or higher was, at over 60%, slightly greater.





In 2000, almost 83% of the persons living in Parma Heights, age 25 years of age or over, had earned a high school diploma or higher (Appendix 2-AA). This figure was slightly higher than the figure found in Brook Park or Cuyahoga County as a whole and slightly lower than in the surrounding communities of Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville.

Over 18% of the population in Parma Heights had earned a bachelor’s degree or higher, much higher than the figure found in Brook Park (10%) and slightly higher than the figure found in Parma (18%). The surrounding communities of Middleburg Heights (24%), North Royalton (29%), Seven Hills (22%), and Strongsville (37%), as well as Cuyahoga County as a whole (25%), exhibited slightly higher percentages of persons earning a bachelor’s degree or higher.

Educational Facilities

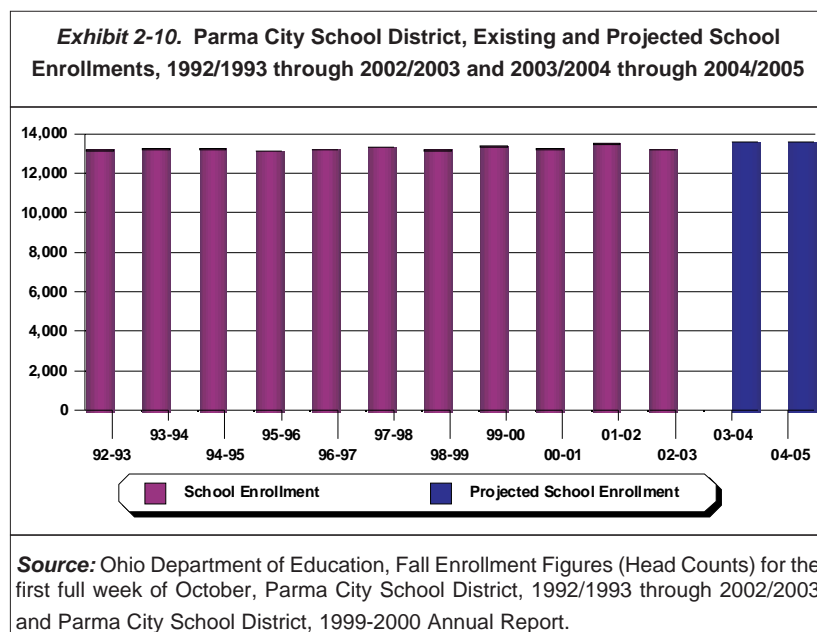
The Parma City School District serves residents living in the cities of Parma, Parma Heights, and Seven Hills and operates three preschools, fifteen elementary schools (grades K-6), three middle schools (grades 7-8), and three high schools (grades 9-12). Three of these schools, Parma Park Elementary School, Pearl Road Elementary School, and Valley Forge High School, are located in Parma Heights. Greenbriar Middle School, while located in Parma, serves children living in Parma and Parma Heights.

Additionally, there are 15 private and parochial schools located in the district, four of which are located in Parma Heights. These include Incarnate Word Academy (grades K-8), Parma Heights Christian Academy (grades K-6), St. John Bosco Elementary School (grades K-8), and Holy Name High School (grades 9-12). According to the 2000 Census, 24.1% of the children living in Parma Heights attended private or parochial schools.

School Enrollments

During the past ten years, enrollment figures for the Parma City School District have remained in the 13,100 to 13,500 range, with only slight fluctuations from year to year (Exhibit 2-10 and Appendix 2-AB). Projected enrollments for the 2003/2004 and 2004/2005 school years show continued stability and are within 3% of recent enrollment figures.

When school enrollment figures are examined by grade level, it can be seen that while the percentages of students by grade have remained fairly constant over the past eleven years, there has been a decline in the number of students enrolled in selected grades (Appendix 2-AC). Since the 1992/1993 school year, there has been a decline in the number of students enrolled in both the lower grades (grades K-2) as well





as at the junior and senior levels of high school. *Exhibit 2-11* shows fall enrollment figures, by grade, for the school buildings located in Parma Heights or utilized primarily by children living in Parma Heights.

Exhibit 2-11. Fall Enrollment, by School Building and Grade, Parma City School District Schools Attended by Parma Heights Children, 2001/2002

Grade	Parma Park Elementary School	Pearl Road Elementary School	Greenbriar Middle School*	Valley Forge High School
Preschool	0	0	0	0
Kindergarten	48	47	0	0
1st Grade	38	58	0	0
2nd Grade	58	62	0	0
3rd Grade	46	49	0	0
4th Grade	72	63	0	0
5th Grade	71	68	0	0
6th Grade	64	65	0	0
7th Grade	0	0	399	0
8th Grade	0	0	423	0
9th Grade	0	0	0	522
10th Grade	0	0	0	338
11th Grade	0	0	0	369
12th Grade	0	0	0	334
Total Students	397	412	822	1,563

* Located in Parma but utilized by both Parma and Parma Heights students.

Source: Ohio Department of Education, Enrollment Data, 2002.

School District Performance

The State of Ohio, Department of Education administers a number of standardized tests to school students on an annual basis. These tests, which are given at the fourth, sixth, and ninth grade levels, are designed to measure student proficiency in the subjects of reading, writing, mathematics, science, and citizenship. The State combines the results of these standardized tests with the attendance rate and the graduation rate to arrive at a measure of educational performance for school districts. The Parma City School District was given a grade of continuous improvement, meeting 15 out of a possible 22 standards in 2001/2002 and 13 out of a possible 22 standards in 2000/2001 (*Appendix 2-AD*). Scores on the reading, mathematics, and science portions of the fourth and sixth grade level tests and graduation rates that were below the minimum State performance standards affected the district's overall score.

In comparison, the Berea City School District met 18 out of a possible 22 standards in 2001/2002 and 17 out of a possible 22 standards in 2000/2001. Scores on the reading, mathematics, and science portions of the sixth grade level tests and graduation rates that were below the minimum State performance standards affected the district's overall score. The neighboring school districts in North Royalton and Strongsville each received a maximum score of 22 for both periods.



Selected Student Characteristics

The Parma City School District student attendance rate as a whole, at 94.2% for the 2001/2002 school year, exceeded the State of Ohio minimum attendance rate of 93% and the State of Ohio average attendance rate of 93.9% (*Appendix 2-AE*). The district figure was, however, slightly below the rates found in the surrounding communities. Examining attendance rates for specific schools utilized by children living in Parma Heights, it was found that attendance rates were higher than those for the State or for the school district as a whole, with the exception of Valley Forge High School, which had a student attendance rate of 91.3%.

The average number of students per teacher in the Parma City School District, was, at 19.5 students, slightly higher than the ratio found in Berea, Strongsville, or the State of Ohio average and slightly lower than the ratio found in North Royalton (*Appendix 2-AE*). Student/teacher ratios at schools serving Parma Heights children ranged from 15.0 to 16.9 and were lower than those for the State, the school district as a whole, or the school districts in the surrounding communities.

Graduation rates for students enrolled in the Parma City School District, at 77.4% for the 2001/2002 school year, were lower than the State of Ohio average (81%) and much lower than those in the surrounding school districts of Berea (88%), North Royalton (91%), or Strongsville (95%) (*Appendix 2-AE*).

Fiscal Characteristics

The Parma City School District spent \$8,026 per pupil during the 2001/2002 school year, which was above the State of Ohio average figure of \$7,601 per pupil (*Appendix 2-AF*). In comparison to the surrounding school districts, the Parma City School District spent more per pupil than the North Royalton City School District (\$7,674), but less per pupil than the school districts in Berea (\$8,819) or Strongsville (\$8,315).

When examined in more detail, approximately 56% of the total expenditures per pupil by the Parma City School District were spent on instruction, 19% were spent on building operations, 11% on administration, 13% on pupil support, and 1% on staff support (*Appendix 2-AF*). The percentages spent per category were similar to the average State of Ohio figures. In comparison, the Strongsville City School District spent a higher percentage of funds on instruction and administration, while the Berea and North Royalton School Districts spent more on building operations, pupil support, and staff support.

During the 2001/2002 school year, the Parma City School District's total revenue per pupil was \$7,874 (*Appendix 2-AG*). This figure was above the State of Ohio average figure of \$7,611 per pupil. In comparison to the surrounding school districts, the Parma City School District realized lower per pupil revenues than the Berea City School District (\$8,371), but higher per pupil revenues than the school districts in North Royalton (\$6,906) or Strongsville (\$7,690).

When examined in more detail, approximately 71% of the total revenues per pupil for the Parma City School District were received from local funds, 26% were received from State funds, and 3% were received from federal funds (*Appendix 2-AG*). The percentages received per category were similar to those received by the Berea, North Royalton, and Strongsville School Districts. In comparison, the State figures showed that the average Ohio school received fewer local funds and more state and federal funds than did the Parma City School District or the surrounding school districts.



INCOME AND EMPLOYMENT CHARACTERISTICS

Income

During the 1990's the median income of both households and families in Parma Heights did not keep pace with inflation (*Exhibit 2-12*). In addition, the median household and family incomes citywide were lower than those in the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville, as well as Cuyahoga County as a whole.

Exhibit 2-12. Median Household Income, Median Family Income, and Per Capita Income, Parma Heights, Surrounding Communities, and Cuyahoga County, 1989 and 1999

Area	Median Household Income			Gain (Loss) Compared to Inflation, 1989-1999	
	1989	1989*	1999	Dollar Amount	Percent
Parma Heights	\$29,289	\$38,013	\$36,985	-\$1,028	-2.7%
Brook Park	\$36,612	\$47,517	\$46,333	-\$1,184	-2.5%
Middleburg Heights	\$37,298	\$48,408	\$47,893	-\$515	-1.1%
North Royalton	\$40,952	\$53,150	\$57,398	\$4,248	8.0%
Parma	\$33,281	\$43,194	\$43,920	\$726	1.7%
Seven Hills	\$42,240	\$54,822	\$54,413	-\$409	-0.7%
Strongsville	\$50,916	\$66,082	\$68,660	\$2,578	3.9%
Cuyahoga County	\$28,595	\$37,112	\$39,168	\$2,056	5.5%
Area	Median Family Income			Gain (Loss) Compared to Inflation, 1989-1999	
	1989	1989*	1999	Dollar Amount	Percent
Parma Heights	\$38,731	\$50,267	\$48,641	-\$1,626	-3.2%
Brook Park	\$40,397	\$52,430	\$53,324	\$894	1.7%
Middleburg Heights	\$44,878	\$58,245	\$60,015	\$1,770	3.0%
North Royalton	\$46,700	\$60,610	\$69,983	\$9,373	15.5%
Parma	\$38,978	\$50,588	\$52,436	\$1,848	3.7%
Seven Hills	\$46,208	\$59,972	\$62,520	\$2,548	4.2%
Strongsville	\$56,332	\$73,111	\$76,964	\$3,853	5.3%
Cuyahoga County	\$35,749	\$46,397	\$49,559	\$3,162	6.8%
Area	Per Capita Income			Gain (Loss) Compared to Inflation, 1989-1999	
	1989	1989*	1999	Dollar Amount	Percent
Parma Heights	\$15,051	\$19,534	\$20,522	\$988	5.1%
Brook Park	\$13,473	\$17,486	\$20,411	\$2,925	16.7%
Middleburg Heights	\$18,158	\$23,567	\$25,201	\$1,634	6.9%
North Royalton	\$17,262	\$22,404	\$26,610	\$4,206	18.8%
Parma	\$14,702	\$19,081	\$21,293	\$2,212	11.6%
Seven Hills	\$17,063	\$22,145	\$25,014	\$2,869	13.0%
Strongsville	\$20,217	\$26,239	\$29,722	\$3,483	13.3%
Cuyahoga County	\$14,912	\$19,354	\$22,272	\$2,918	15.1%

* A ten-year inflation factor of 1.297861 was applied to the 1989 figures in order to adjust them to the equivalent 1999 level (U.S. Census Bureau, Public Information Office, May 20, 2002, note concerning Consumer Price Index (CPI-U-RS) Values in the 1990 Demographic Profile, Tables DP-3, Footnote 4, and in Table DP-4, Footnote 6).

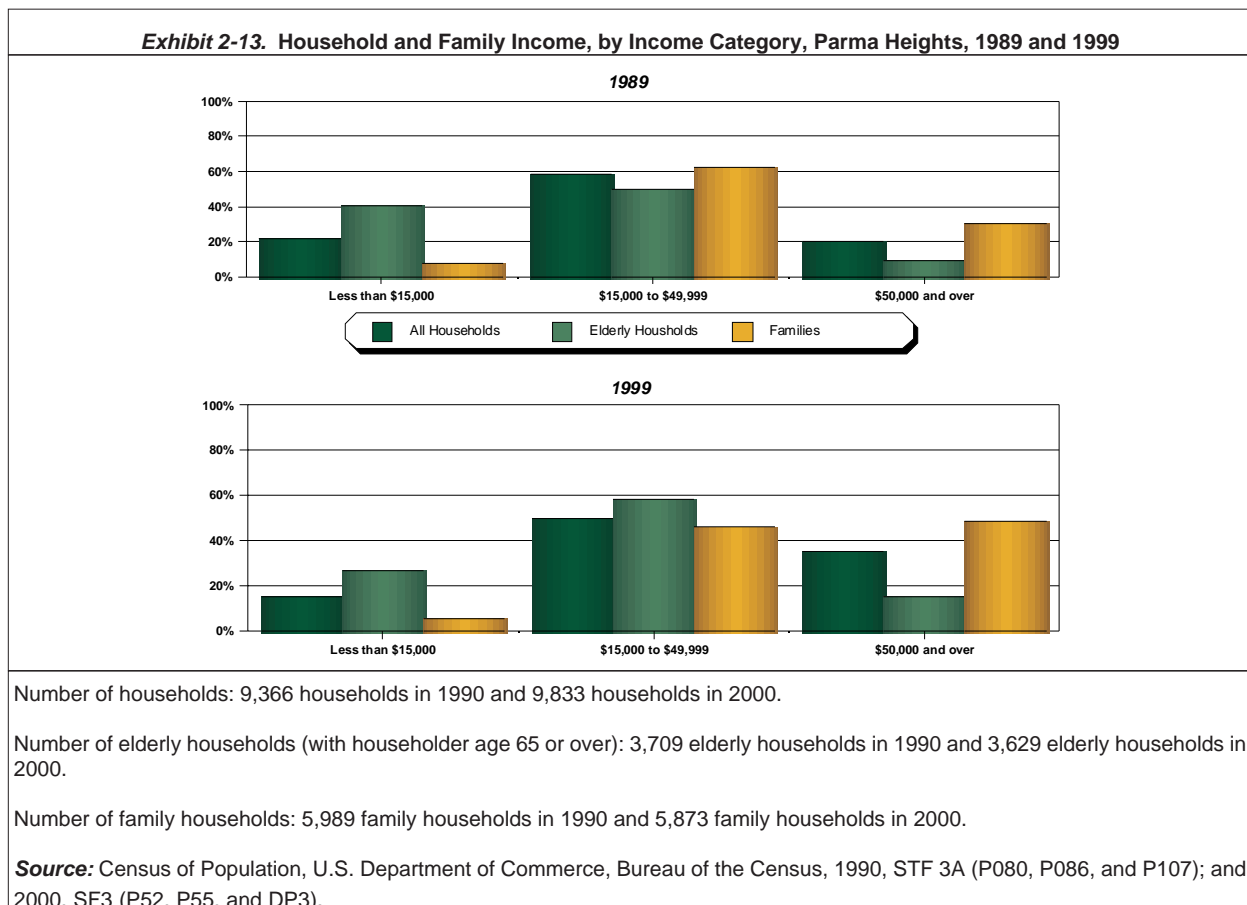
Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1990, STF 3A (General profiles); and 2000, SF3 (DP-3).



Household income refers to all of the households in a community, including households having only one person. In 1989, the median household income in Parma Heights was \$29,289. By 1999, that figure had risen to \$36,985. By adjusting the 1989 Parma Heights figure for inflation over the ten-year period, the 1999 figure was \$1,028 or 3% below the amount that would have been expected. Median household incomes in the surrounding communities of North Royalton, Parma, and Strongsville, as well as Cuyahoga County as a whole, outpaced inflation over the decade by about \$700 to \$4,200. While median household incomes in the surrounding communities of Brook Park, Middleburg Heights, and Seven Hills also fell below the rate of inflation, the decline was more moderate.

Family income includes only households where a head of household lives with one or more persons who are related to the head of household by birth, marriage, or adoption. Median family incomes are higher than median household incomes due to the frequency of two wage earners in the same household. In 1989, the median family income in Parma Heights was \$38,731. By 1999, that figure had risen to \$48,641. By adjusting the 1989 Parma Heights figure for inflation over the ten-year period, the 1999 figure was \$1,626 or 3% below the amount that would have been expected. Median family incomes in the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville, as well as Cuyahoga County as a whole, outpaced inflation over the decade by \$900 to almost \$9,400.

Exhibit 2-13 and Appendix 2-AH illustrate 1989 and 1999 household incomes, by income category, for all households, for elderly households, and for families in Parma Heights and Cuyahoga County. It should be noted that in all instances these figures have not been adjusted for inflation.





In 1989, about 20% of all households in Parma Heights had incomes below \$15,000, almost 60% had incomes in the range of \$15,000 to \$49,999, and approximately 20% had incomes that were \$50,000 or greater. By 1999, about 15% of all households in Parma Heights had incomes below \$15,000, almost 50% had incomes in the range of \$15,000 to \$49,999, and over 35% had incomes that were \$50,000 or greater.

Most of the elderly households in Parma Heights generally had incomes in the lower income categories in both decades. In 1989, over 40% of all elderly households in Parma Heights had incomes below \$15,000, about 50% had incomes in the range of \$15,000 to \$49,999, while less than 10% had incomes that were \$50,000 or greater. By 1999, about 25% of all elderly households in Parma Heights had incomes below \$15,000, almost 60% had incomes in the range of \$15,000 to \$49,999, while about 15% had incomes that were \$50,000 or greater.

In comparison, more families generally had incomes in the higher income categories in both decades. In 1989, only 8% of all families in Parma Heights had incomes below \$15,000, about 62% had incomes in the range of \$15,000 to \$49,999, while approximately 30% had incomes that were \$50,000 or greater. By 1999, about 6% of all families in Parma Heights had incomes below \$15,000, 46% had incomes in the range of \$15,000 to \$49,999, while over 48% had incomes that were \$50,000 or greater.

The percentages of all households, elderly households, and families, by income category, found in Parma Heights were very similar to those found for Cuyahoga County as a whole, both in 1989 and in 1999. In addition, over the ten-year period, the percentages of households and families in Parma Heights and Cuyahoga County in higher income categories increased, particularly the percentages with incomes that were \$50,000 or greater. While the incomes of some elderly households have increased over the period, the increases have been less pronounced.

Poverty Status

The 2000 Census showed that the percentage of persons below the poverty line in Parma Heights was about 8% citywide (*Appendix 2-AI*). This figure was slightly higher than the percentages found in the surrounding communities of Brook Park (5%), Middleburg Heights (3%), North Royalton (2%), Parma (5%), Seven Hills (3%), and Strongsville (2%), but considerably lower than the figure for Cuyahoga County as a whole (13%).

Parma Heights also experienced somewhat higher percentages of poverty for specific types of individuals, such as elderly persons age 65 and over (7%) or related children under 18 (11%), than were found in the surrounding communities. In addition, in Parma Heights over 9% of all families with related children under 18 and almost 14% of all related children under 18 in female-headed households were below the poverty line. In most instances, the percentages in Parma Heights were slightly higher than the percentages found in the surrounding communities, while the figures for Cuyahoga County as a whole were considerably higher than those found in either Parma Heights or in the surrounding communities.

Source of Income

The 2000 Census showed that almost 70% of all households in Parma Heights received 1999 income from wages and salaries (*Appendix 2-AJ*). This figure was somewhat lower than those found in the surrounding communities of Brook Park (77%), Middleburg Heights (76%), North Royalton (84%), Parma (74%), Seven Hills (70%), and Strongsville (84%), as well as in Cuyahoga County as a whole (75%).



The 2000 Census also showed that in 1999 almost 40% of all households in Parma Heights received social security income and about 25% received retirement income. With the exception of the higher figures for Seven Hills, percentages for incomes received from social security and retirement were higher in Parma Heights than in the surrounding communities or in Cuyahoga County as a whole. Less than 2% of all Parma Heights residents received public assistance income in 1999, compared to over 5% for Cuyahoga County as a whole.

Employment Status of Residents

The potential labor force in Parma Heights in 2000, which included all persons age 16 years and older, consisted of 18,041 persons, of which 10,317 (57%) persons were part of the civilian labor force (*Appendix 2-AK*). The remaining 7,724 persons, which included students, homemakers, retirees, and those individuals who were not actively seeking employment, were not in the labor force.

Almost 96% of the civilian labor force in Parma Heights (9,899 persons) was employed, which was a slightly higher percentage than that found in Cuyahoga County as a whole (94%). Of the total civilian labor force in Parma Heights in 2000, 53% were men and 47% were women.

As of the 2000 Census, the unemployment rate in Parma Heights was 4.1%, which was similar to the figures found in the surrounding communities of Brook Park (3.8%), Middleburg Heights (4.7%), North Royalton (3.6%), Parma (3.9%), Seven Hills (2.9%), and Strongsville (3.0%). The unemployment rate in Cuyahoga County as a whole, at 6.2%, was higher than the rates found in either Parma Heights or any of the surrounding communities.

Occupations of Residents

The 2000 Census showed that the categories in which Parma Heights residents were most frequently employed were managerial, professional, and related occupations (31%) and sales and office occupations (35%) (*Appendix 2-AL*).

The occupational composition of the residents of Parma Heights showed similarities and differences to that of Cuyahoga County residents as a whole. Compared to all residents countywide in 2000, a slightly lower percentage of Parma Heights residents were employed in managerial, professional, and related occupations; service occupations; farming, fishing, and forestry; and production, transportation, and material moving occupations. Slightly higher percentages of Parma Heights residents were employed in sales and office occupations, as well as construction, extraction, and maintenance occupations than were found countywide.

Place of Employment, Means of Commuting, and Time it Takes to Get to Work

The 1990 Census showed that approximately 12% of all residents living in Parma Heights also worked in Parma Heights. The remaining residents worked in Cleveland (36%), in one of the other communities within Cuyahoga County (47%), or outside of Cuyahoga County, but within the State of Ohio (5%). Less than 1% worked outside the State of Ohio.

By 2000, the Census showed that approximately 9% of all residents living in Parma Heights also worked in Parma Heights (*Appendix 2-AM*). The remaining residents worked in Cleveland (27%), in one of the other communities within Cuyahoga County (57%), or outside of Cuyahoga County, but within the State of Ohio (6%). Less than 1% worked outside the State of Ohio.



In terms of place of employment, the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville exhibited patterns of employment that were very similar to those found in Parma Heights. The one exception was persons who worked in their place of residence. With the exception of Seven Hills, all of the surrounding communities exhibited higher percentages of persons who worked in their place of residence than was found in Parma Heights. In communities such as Middleburg Heights (18%), Parma (19%), and Strongsville (24%), the percentages were at least double those of Parma Heights.

According to the 2000 Census, over 93% of all Parma Heights residents traveled to and from work by privately owned vehicle, either driving alone (85%) or as part of a car pool (8%) (*Appendix 2-AN*). In comparison, 88% of all Cuyahoga County residents traveled to and from work by privately owned vehicle. In Parma Heights, only 4% used public transportation to commute to and from their jobs, compared to over 6% countywide. Figures showing the means of commuting to work in the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville were very similar to those found in Parma Heights.

The 2000 Census showed that travel time to work for the average Parma Heights resident was approximately 24 minutes, which was an increase from 23 minutes in the 1990 Census.

Size of Business Establishments, Payrolls, and Retail Sales

A study undertaken to supplement the *Regional Retail Market Analysis*, undertaken by the Cuyahoga County Planning Commission, estimated that there were 816 business establishments with over 13,000 employees in Parma Heights in 1999 (*Appendix 2-AO*). Of the total businesses citywide, 754 businesses (92%) had 1 to 49 employees, 46 (6%) had 50 to 99 employees, fourteen (2%) had 100 to 499 employees, and two businesses had more than 500 employees. The study showed that these businesses had an estimated payroll of over \$372.5 million and that the average wage paid citywide was approximately \$28,500. Total retail sales in 1999 were estimated to be in excess of \$305 million or about \$4.7 million per establishment.

TAX REVENUES

Taxes are an important source of revenue for communities, providing funds for services, facilities, and other improvements needed and desired by residents and businesses. The three primary sources of tax revenue for local governments in Ohio are income taxes, property taxes, and personal property taxes. The amount of tax revenue collected from these sources affects the quality and availability of the services and facilities that the local government can provide.

Income Taxes

Income taxes are generated by taxing the wages, salaries, and other compensation earned by residents and nonresidents who work in a community.

State law requires that the municipal income tax rate be uniform within a community and can not exceed 1.00% without a vote of the people. Rates of taxation in Ohio in 2000 ranged from a low of 0.50% in twelve communities to a high of 2.85% in Euclid, 0.47% of which is collected for the school system. Most communities allow a partial or full credit to residents for municipal income taxes paid to the community where they are employed.



The current municipal income tax rate in Parma Heights is 2.00%, with a 50% credit (*Appendix 2-AP*). The surrounding communities of Brook Park, Parma, Seven Hills, and Strongsville also have a 2.00% municipal income tax rate and all offer a 100% credit. The municipal income tax rate in Middleburg Heights is 1.75%, with a 100% credit, while the rate in North Royalton is 1.00%, with a 25% credit.

Between 1998 and 2000, income tax collections rose by about 9% in Parma Heights, reaching almost \$6 million in 2000 (*Exhibit 2-AP*). On a percentage basis, this increase was larger than Parma (8.2% increase), but considerably smaller than the other surrounding communities of Brook Park, Middleburg Heights, North Royalton, Seven Hills, and Strongsville. Due to the fact that these communities vary in both land area and population, another method to compare income tax collections is on a per capita basis. Using this method, the per capita income tax collection in Parma Heights for 2000 was \$277. Although this figure is above the figures for North Royalton and Parma, it is below the figures for Seven Hills and Strongsville, and well below the figures for Brook Park and Middleburg Heights (*Exhibit 2-14*).

Exhibit 2-14. Per Capita Tax Generation Summary, Parma Heights and Surrounding Communities, Calendar Year 2000

Area	Per Capita Tax Revenue*			
	Municipal Income Taxes Collected	Real Estate and Public Utility Tangible Personal Property Taxes Charged	Tangible Personal Property Taxes Levied	Total Taxes
Parma Heights	\$277	\$980	\$27	\$1,284
Brook Park	\$926	\$1,178	\$646	\$2,750
Middleburg Heights	\$826	\$1,686	\$258	\$2,771
North Royalton	\$254	\$1,291	\$61	\$1,606
Parma	\$266	\$1,024	\$88	\$1,378
Seven Hills	\$377	\$1,438	\$22	\$1,837
Strongsville	\$400	\$1,452	\$241	\$2,093

* Per Capita Tax Revenue was derived using 2000 Census population counts.

Source: Ohio Department of Taxation.

Real Estate Taxes

Real estate taxes are taxes on the value of real property, which is defined as land, growing crops, and all buildings, structures, improvements, and fixtures on the land. While revenue from real estate taxes is a major source of income for schools, it also provides funds for the municipal government, the county government, public libraries, and the Cleveland Metroparks.

Real estate tax rates are expressed using the term “mills” or “millage”. A mill is equal to \$1 per \$1,000 of assessed valuation of a property. The assessed value of a property is 35% of the market value. The amount of millage that is collected for Cuyahoga County government, the Cuyahoga County Library System (unless a community has its own library system), and the Cleveland Metroparks is the same for each jurisdiction in Cuyahoga County. The millage that is collected for the individual city and school district varies with the taxing jurisdiction, based upon the levies that have been approved.

There are two tax rates for each community, depending on the land classification. One rate is for residential/agricultural property and the second rate is for commercial/industrial property. The tax rate for residential/agricultural property is usually the lower of the two tax rate categories.



The *effective tax rate*, which factors in all exemptions and credits, is used to determine the amount of real estate taxes to be paid by a property owner. As mentioned, these rates can vary with the taxing jurisdiction. For example, the range for the effective residential/agricultural tax rates countywide for 2002 (collected in 2003) was between 42.41 in Brooklyn Heights and Cuyahoga Heights and 95.34 in the Cleveland/Shaker Heights School District. Commercial/industrial tax rates ranged between 43.18 in Brooklyn Heights and Cuyahoga Heights and 110.50 in the Cleveland/Shaker Heights School District.

The effective real estate tax rate for residential/agricultural property for Parma Heights in 2002 (collected in 2003) was 63.02, which is equal to property taxes of \$1,930 annually on a \$100,000 property (**Appendix 2-AQ**). This property tax figure is slightly higher than the figures for the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville.

The effective real estate tax rate for commercial/industrial property for Parma Heights in 2002 (collected in 2003) was 65.28, which is equal to property taxes of \$2,060 annually on a \$100,000 property (**Appendix 2-AQ**). This property tax figure is slightly higher than the figures for the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville.

Real estate assessments represent the value established for properties within a community for the purpose of levying property taxes. For tax purposes, similar types of building uses are examined together as a group. The standard groupings are residential/agricultural, commercial/industrial, and public utilities property. In order to keep the assessment value in balance with the current real estate market, all real estate property in Cuyahoga County is reassessed by the Cuyahoga County Auditor every three years.

The percentage of real estate in each of the property types listed above has a financial impact on a community. For example, in a community with a high percentage of residential real estate, with a limited amount of commercial or industrial property, it is the residents, through the property taxes paid on their homes, who must generate most of the revenue needed for city services and programs. In addition, the absence of significant retail, office, and/or industrial development means limited income tax collections from employees. This, in turn, focuses additional pressure on residential property owners as the primary source through which to fund needed city services. Conversely, if a community has extensive retail, office, and/or industrial development, the real estate taxes and income taxes generated by these properties will lessen the amount of revenue needed to be raised through property taxes on residential real estate.

Property tax dollars collected within each community are distributed to the school district, local government, Cuyahoga County, public libraries, and the Cleveland Metroparks. The specific percentages of the distributions vary by community and are based upon the tax levies that have been approved over time. In addition, each time a new tax levy is approved, or an existing tax levy expires, the percentages change slightly. Finally, the percentages are slightly different between the residential/agricultural category and the commercial/industrial category.

The majority of the *funds distributed* go to the school district (**Appendix 2-AR**). Approximately 60% of all property taxes collected in Parma Heights in 2003 will be distributed to the school district. In the surrounding communities, the percentages of property taxes that will be distributed to the schools range from about 63% in Seven Hills to over 66% in Brook Park and Middleburg Heights. The municipal government in Parma Heights will receive about 16% of all property taxes collected in 2003, which is a higher percentage than the surrounding communities of Brook Park (8%), Middleburg Heights (8%), North Royalton (10%), Parma (10%), Seven Hills (12%), and Strongsville (9%).



Approximately 20% of all property taxes collected in Parma Heights in 2003 will be distributed to the county government. Distributions to county government from property taxes collected in the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville are similar to those from Parma Heights. The combined portions distributed from property taxes collected in Parma Heights in 2003 to the public library system and the Cleveland Metroparks will be about 4%. This figure is also similar to distributions made by the surrounding communities.

The amount of *taxes charged* to owners of real estate and on public utility tangible property in Parma Heights increased during the tax collection years 2000 and 2001, from \$17.9 million to \$21.2 million, but decreased slightly in tax collection year 2002, to \$21.0 million (*Appendix 2-AS*). When examined in more detail, the residential/agricultural category increased by \$2,566,000 from \$12,671,000 to \$15,237,000; the commercial/industrial category increased by \$671,000, from \$4,408,000 to \$5,079,000; and the public utility tangible property category declined by \$126,000, from \$816,000 to \$690,000. The decrease in the last category was due to changes in state law that reduced the taxation rate on public utility tangible property. This change reduced the taxes charged statewide by \$88 million and negatively affected many communities.

In comparison, the amount of taxes charged countywide rose 11% during the tax collection period 2000 to 2002 (*Appendix 2-AS*). Increases in the surrounding communities of Brook Park (3% increase), Middleburg Heights (6% increase), North Royalton (9% increase), and Strongsville (8% increase) were lower than in Parma Heights, while increases in Parma (18% increase) and Seven Hills (19% increase) were higher.

Due to the fact that these communities vary in both land area and population, another method to compare the amount of taxes charged to owners of real estate and on public utility tangible property is on a per capita basis. Using this method, the per capita taxes charged in Parma Heights for 2000 was \$980. This figure is below the figures for the surrounding communities of Brook Park (\$1,178), Middleburg Heights (\$1,686), North Royalton(\$1,291), Parma (\$1,024), Seven Hills (\$1,438), and Strongsville (\$1,452) (*Exhibit 2-14*).

Tangible Personal Property Taxes

Tangible personal property taxes, which are often referred to as “inventory” taxes, are taxes on the property used by businesses, excluding land and buildings. The personal property tax is levied by the State of Ohio on such items as machinery and equipment, furniture and fixtures, tools, supplies, and inventories. Small businesses are given an exemption on the value of a portion of their personal property, which lowers their tax burden. Tangible personal property tax rates apply to every \$100 in property valuation and are very similar to the total real property tax rate (before any credits or exemptions). The distribution of personal property tax dollars, to entities such as the local government and school district, is identical to the distribution for real estate tax dollars collected. Ohio law allows businesses to exempt the first \$10,000 in listed value from this tax, and the tax that would have been owed by the business is reimbursed to the community by the State of Ohio.

The year-to-year amount of taxes levied can fluctuate, particularly in small communities with only a moderate commercial or industrial tax base. Unlike real estate property, which has its value set before taxes are collected, the valuation of personal property in a community is not known until businesses file their tax returns. For example, valuations will rise when companies make new investments in machinery and equipment, new retail merchants obtain inventory for the first time, or new industrial tenants bring equipment, fixtures, tools, and furniture to a formerly vacant space. Conversely, due to the fact that assets such as machinery, equipment, and furniture are depreciable, their value will diminish in subsequent years, which will



lower the amount of the taxes levied. The result is that the amount of tangible personal property tax to be levied for a specific year is less predictable on a short-term basis.

The 2001 tangible personal property tax rate for Parma Heights was \$8.78 per \$100 valuation. This rate is similar to the rates found in the surrounding communities of Brook Park, Middleburg Heights, North Royalton, Parma, and Seven Hills (*Appendix 2-AT*). Strongsville, with a 2001 tangible personal property tax rate of \$10.05 per \$100 valuation, was higher than the rate in Parma Heights or in any of the other surrounding communities.

The amount of tangible personal property taxes levied during the period 1999 to 2001 rose 5% in Parma Heights, increasing from approximately \$670,000 to \$700,000 (*Appendix 2-AT*). In comparison, the amount of taxes levied countywide rose 9% during the tax collection period 1999 to 2001. The percentage changes recorded during the three-year period by surrounding communities varied considerably. Brook Park showed a 15% decrease in the percentage of taxes levied over the period, while the remaining communities of Middleburg Heights (13%), North Royalton (25%), Parma (10%), Seven Hills (46%), and Strongsville (22%) showed increases.

Due to the fact that these communities vary in both land area and population, another method to compare the amount of tangible personal property taxes levied is on a per capita basis. Using this method, the per capita tax levied in Parma Heights for 2000 was \$27. This figure is well below the figures for the surrounding communities of Brook Park (\$646), Middleburg Heights (\$258), North Royalton(\$61), Parma (\$88), and Strongsville (\$241), but above the per capita figure of \$22 found in Seven Hills (*Exhibit 2-14*).

It is important to note that these figures are the *taxes levied*, not the amount of taxes collected. The amount of delinquent tangible personal property taxes for Parma Heights for all previous years is approximately \$94,000, or about 13% of the taxes levied for 2001. In comparison, the amount of delinquent tangible personal property taxes for Cuyahoga County for all previous years is about \$86.5 million, or about one-third of the taxes levied for 2001.

Tax Generation Summary

For the calendar year 2000, municipal income taxes collected, real estate and public utility tangible personal property taxes charged, and tangible personal property taxes levied totaled about \$27.8 million (*Exhibit 2-15*). Of this amount, about \$21 million (76%) was from real estate and public utility tangible personal property taxes, \$6 million (22%) was from municipal income taxes, and \$580,000 (2%) was from tangible personal property taxes.

The percentage of taxes generated from these three sources varied considerably among surrounding communities. The percentage generated from income taxes ranged from 16% to 34%; the percentage generated from real estate and public utility tangible personal property taxes ranged from 43% to 80%; and the percentage generated from tangible personal property taxes ranged from 1% to 24%.

Due to the fact that these communities vary in both land area and population, another method to compare the amount of taxes generated is on a per capita basis. Using this method, Parma Heights generates less taxes than the amounts generated in the surrounding communities. The per capita tax generated from these three sources in Parma Heights for 2000 was \$1,284. This figure is below the figures for the surrounding communities of Brook Park (\$2,750), Middleburg Heights (\$2,771), North Royalton(\$1,606), Parma (\$1,378), Seven Hills (\$1,837), and Strongsville (\$2,093) (*Exhibit 2-14*).



Exhibit 2-15. Tax Generation Summary, Parma Heights and Surrounding Communities, Calendar Year 2000

Area	Source						Total Tax Revenue
	Municipal Income Taxes Collected		Real Estate and Public Utility Tangible Personal Property Taxes Charged		Tangible Personal Property Taxes Levied		
	\$ Amount	Percent	\$ Amount	Percent	\$ Amount	Percent	
Parma Heights	\$5,998,711	21.6%	\$21,225,000	76.3%	\$580,766	2.1%	\$27,804,477
Brook Park	\$19,657,975	33.7%	\$24,987,000	42.8%	\$13,710,245	23.5%	\$58,355,220
Middleburg Heights	\$12,840,637	29.8%	\$26,209,000	60.9%	\$4,017,135	9.3%	\$43,066,772
North Royalton	\$7,280,413	15.8%	\$36,986,000	80.4%	\$1,733,416	3.8%	\$45,999,829
Parma	\$22,779,663	19.3%	\$87,733,000	74.3%	\$7,502,484	6.4%	\$118,015,147
Seven Hills	\$4,551,644	20.5%	\$17,372,000	78.3%	\$268,282	1.2%	\$22,191,926
Strongsville	\$17,528,677	19.1%	\$63,703,000	69.4%	\$10,558,250	11.5%	\$91,789,927

Source: Ohio Department of Taxation.



Appendices

Appendix 2-A. Population Change, Parma Heights, Surrounding Communities, and Cuyahoga County, 1930 to 2000

Area	Population							
	1930	1940	1950	1960	1970	1980	1990	2000
Parma Heights	960	1,330	3,901	18,100	27,192	23,112	21,448	21,659
Brook Park	837	1,122	2,606	12,856	30,774	26,195	22,865	21,218
Middleburg Heights	874	1,225	2,299	7,282	12,367	16,218	14,702	15,542
North Royalton	1,397	2,559	3,939	9,290	12,807	17,671	23,197	28,648
Parma	13,899	16,365	28,897	82,845	100,216	92,548	87,876	85,655
Seven Hills	383	555	1,350	5,708	12,700	13,650	12,339	12,080
Strongsville	1,349	2,216	3,504	8,504	15,182	28,577	35,308	43,858
Cuyahoga County	1,201,455	1,217,250	1,389,532	1,647,895	1,721,300	1,498,400	1,412,140	1,393,978*

Area	Percent Change							
	1930-1940	1940-1950	1950-1960	1960-1970	1970-1980	1980-1990	1990-2000	1930-2000
Parma Heights	38.5%	193.3%	364.0%	50.2%	-15.0%	-7.2%	1.0%	2,156.1%
Brook Park	34.1%	132.3%	393.3%	139.4%	-14.9%	-12.7%	-7.2%	2,435.0%
Middleburg Heights	40.2%	87.7%	216.7%	69.8%	31.1%	-9.3%	5.7%	1,678.3%
North Royalton	83.2%	53.9%	135.8%	37.9%	38.0%	31.3%	23.5%	1,950.7
Parma	17.7%	76.6%	186.7%	21.0%	-7.7%	-5.0%	-2.5%	516.3%
Seven Hills	44.9%	143.2%	322.8%	122.5%	7.5%	-9.6%	-2.1%	3,054.0%
Strongsville	64.3%	58.1%	142.7%	78.5%	88.2%	23.6%	24.2%	3,151.1%
Cuyahoga County	1.3%	14.2%	18.6%	4.5%	-12.9%	-5.8%	-1.3%	16.0%

*Revised census population counts have been released for 2000 for Cuyahoga County (1,393,845). The changes will not be reflected in reports or web sites published by the State of Ohio Office of Strategic Research, the U.S. Census Bureau, or subsequent exhibits in the Parma Heights Master Plan.

Source: Office of Strategic Research, Ohio Department of Development, Decennial Census of Population, 1900 to 2000.

Appendix 2-B. Birth and Death Rates per 1,000 Persons, Parma Heights and Cuyahoga County, 1995 to 1999

Time Period	Births				Deaths			
	Parma Heights		Cuyahoga County		Parma Heights		Cuyahoga County	
	Number	Rate	Number	Rate	Number	Rate	Number	Rate
1995	229	10.7	19,904	14.1	305	14.2	15,594	11.0
1996	223	10.4	19,544	13.8	315	14.7	15,176	10.7
1997	232	10.8	19,149	13.6	312	14.5	15,064	10.7
1998	231	10.8	19,049	13.5	326	15.2	14,918	10.6
1999	222	10.4	18,016	12.8	311	14.5	14,982	10.6

Source: City of Cleveland, Department of Public Health, Vital Statistics Report, 1995-1999.

Appendix 2-C. Population Density, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Area	Square Miles	Acres	2000 Population	Persons Per Square Mile	Persons Per Acre
Parma Heights	4.20	2,687.10	21,659	5,158.6	8.1
Brook Park	7.54	4,823.88	21,218	2,815.1	4.4
Middleburg Heights	8.07	5,167.68	15,542	1,924.8	3.0
North Royalton	21.29	13,623.11	28,648	1,345.9	2.1
Parma	19.96	12,774.62	85,655	4,291.3	6.7
Seven Hills	5.01	3,205.84	12,080	2,411.6	3.8
Strongsville	24.64	15,772.60	43,858	1,779.6	2.8
Cuyahoga County	458.49	293,433.08	1,393,978	3,040.4	4.8

Sources: Office of Strategic Research, Ohio Department of Development; Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF1 (DP-1).



Appendix 2-D. Age Composition, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Age Groups	Parma Heights		Brook Park		Middleburg Heights		North Royalton	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0-4 years	1,181	5.5%	1,060	5.0%	653	4.2%	1,552	5.4%
5-9 years	1,105	5.1%	1,391	6.6%	757	4.9%	2,042	7.1%
10-14 years	1,164	5.4%	1,443	6.8%	797	5.1%	2,057	7.2%
15-19 years	1,123	5.2%	1,473	6.9%	841	5.4%	1,932	6.7%
20-24 years	1,124	5.2%	981	4.6%	834	5.4%	1,580	5.5%
25-34 years	2,842	13.1%	2,531	11.9%	1,935	12.5%	3,484	12.2%
35-44 years	3,119	14.4%	3,584	16.9%	2,368	15.2%	5,286	18.5%
45-54 years	2,727	12.6%	2,723	12.8%	2,137	13.7%	4,774	16.7%
55-59 years	950	4.4%	1,211	5.7%	931	6.0%	1,409	4.9%
60-64 years	892	4.1%	1,198	5.6%	922	5.9%	1,097	3.8%
65-74 years	2,286	10.6%	2,368	11.2%	1,749	11.3%	1,837	6.4%
75-84 years	2,418	11.2%	989	4.7%	1,235	7.9%	1,241	4.3%
85 years and over	728	3.4%	266	1.3%	383	2.5%	357	1.2%
Total	21,659	100.0%	21,218	100.0%	15,542	100.0%	28,648	100.0%
Median Age	42.4		40.1		43.3		38.6	
18 years and over	17,521	80.9%	16,389	77.2%	12,795	82.3%	21,694	75.7%
21 years and over	16,862	77.9%	15,644	73.7%	12,351	79.5%	20,809	72.6%
25-59 years	9,638	44.5%	10,049	47.4%	7,371	47.4%	14,953	52.2%
35-64 years	7,688	35.5%	8,716	41.1%	6,358	40.9%	12,566	43.9%
60 years and over	6,324	29.2%	4,821	22.7%	4,289	27.6%	4,532	15.8%
62 years and over	5,944	27.4%	4,344	20.5%	3,941	25.4%	4,068	14.2%
65 years and over	5,432	25.1%	3,623	17.1%	3,367	21.7%	3,435	12.0%
Age Groups	Parma		Seven Hills		Strongsville		Cuyahoga County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0-4 years	4,957	5.8%	520	4.3%	2,737	6.2%	90,996	6.5%
5-9 years	5,305	6.2%	623	5.2%	3,386	7.7%	101,372	7.3%
10-14 years	5,610	6.5%	668	5.5%	3,466	7.9%	99,235	7.1%
15-19 years	5,005	5.8%	586	4.9%	2,815	6.4%	89,960	6.5%
20-24 years	4,215	4.9%	426	3.5%	1,862	4.2%	77,515	5.6%
25-34 years	11,792	13.8%	1,101	9.1%	4,617	10.5%	188,873	13.5%
35-44 years	13,583	15.9%	1,729	14.3%	7,899	18.0%	219,449	15.7%
45-54 years	10,774	12.6%	1,702	14.1%	7,567	17.3%	187,601	13.5%
55-59 years	4,035	4.7%	803	6.6%	2,566	5.9%	65,599	4.7%
60-64 years	3,586	4.2%	800	6.6%	1,959	4.5%	56,217	4.0%
65-74 years	7,707	9.0%	1,653	13.7%	2,819	6.4%	107,327	7.7%
75-84 years	7,105	8.3%	1,221	10.1%	1,705	3.9%	82,469	5.9%
85 years and over	1,981	2.3%	248	2.1%	460	1.0%	27,365	2.0%
Total	85,655	100.0%	12,080	100.0%	43,858	100.0%	1,393,978	100.0%
Median Age	39.4		47.3		39.1		37.3	
18 years and over	66,570	77.7%	9,884	81.8%	32,330	73.7%	1,045,988	75.0%
21 years and over	63,906	74.6%	9,600	79.5%	31,106	70.9%	996,529	71.5%
25-59 years	40,184	46.9%	5,335	44.2%	22,649	51.6%	661,522	47.5%
35-64 years	31,978	37.3%	5,034	41.7%	19,991	45.6%	528,866	37.9%
60 years and over	20,379	23.8%	3,922	32.5%	6,943	15.8%	273,378	19.6%
62 years and over	18,904	22.1%	3,598	29.8%	6,081	13.9%	249,994	17.9%
65 years and over	16,793	19.6%	3,122	25.8%	4,984	11.4%	217,161	15.6%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF1 (DP-1).



Appendix 2-E. Age Composition, Parma Heights and Cuyahoga County, 1970 to 2000

Age Groups	Parma Heights									
	1970		1980		1990		2000		Change 1970-2000	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent
0-4 years	1,954	7.2%	1,133	4.9%	1,207	5.6%	1,181	5.5%	-773	-39.6%
5-9 years	2,379	8.7%	1,118	4.8%	1,066	5.0%	1,105	5.1%	-1,274	-53.6%
10-14 years	2,811	10.3%	1,471	6.4%	1,052	4.9%	1,164	5.4%	-1,647	-58.6%
15-19 years	2,676	9.8%	1,905	8.2%	1,079	5.0%	1,123	5.2%	-1,553	-58.0%
20-24 years	1,937	7.1%	2,069	9.0%	1,356	6.3%	1,124	5.2%	-813	-42.0%
25-34 years	3,133	11.5%	3,101	13.4%	3,252	15.2%	2,842	13.1%	-291	-9.3%
35-44 years	3,375	12.4%	2,129	9.2%	2,693	12.6%	3,119	14.4%	-256	-7.6%
45-54 years	4,364	16.0%	2,796	12.1%	1,969	9.2%	2,727	12.6%	-1,637	-37.5%
55-64 years	2,550	9.4%	3,590	15.5%	2,410	11.2%	1,842	8.5%	-708	-27.8%
65-74 years	1,233	4.5%	2,293	9.9%	3,115	14.5%	2,286	10.6%	1,053	85.4%
75+ years	780	2.9%	1,507	6.5%	2,249	10.5%	3,146	14.5%	2,366	303.3%
Total	27,192	100.0%	23,112	100.0%	21,448	100.0%	21,659	100.0%	-5,533	-20.3%
Under Age 20	9,820	36.1%	5,627	24.3%	4,404	20.5%	4,573	21.1%	-5,247	-53.4%
20-24 Years	1,937	7.1%	2,069	9.0%	1,356	6.3%	1,124	5.2%	-813	-42.0%
25-44 Years	6,508	23.9%	5,230	22.6%	5,945	27.7%	5,961	27.5%	-547	-8.4%
45-64 Years	6,914	25.4%	6,386	27.6%	4,379	20.4%	4,569	21.1%	-2,345	-33.9%
65 Years and Over	2,013	7.4%	3,800	16.4%	5,364	25.0%	5,432	25.1%	3,419	169.8%

Age Groups	Cuyahoga County									
	1970		1980		1990		2000		Change 1970-2000	
	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent of Total	Number	Percent
0-4 years	140,610	8.2%	96,100	6.4%	100,293	7.1%	90,996	6.5%	-49,614	-35.3%
5-9 years	159,158	9.2%	98,689	6.6%	95,303	6.7%	101,372	7.3%	-57,786	-36.3%
10-14 years	172,886	10.0%	113,864	7.6%	89,843	6.4%	99,235	7.1%	-73,651	-42.6%
15-19 years	153,299	8.9%	129,866	8.7%	90,162	6.4%	89,960	6.5%	-63,339	-41.3%
20-24 years	129,722	7.5%	134,547	9.0%	94,679	6.7%	77,515	5.6%	-52,207	-40.2%
25-34 years	203,184	11.8%	231,673	15.5%	238,040	16.9%	188,873	13.5%	-14,311	-7.0%
35-44 years	197,269	11.5%	157,516	10.5%	203,606	14.4%	219,449	15.7%	22,180	11.2%
45-54 years	223,177	13.0%	166,666	11.1%	140,952	10.0%	187,601	13.5%	-35,576	-15.9%
55-64 years	173,107	10.1%	177,517	11.8%	138,196	9.8%	121,816	8.7%	-51,291	-29.6%
65-74 years	104,217	6.1%	118,687	7.9%	130,507	9.2%	107,327	7.7%	3,110	3.0%
75+ years	64,571	3.8%	73,275	4.9%	90,559	6.4%	109,834	7.9%	45,263	70.1%
Total	1,721,200	100.0%	1,498,400	100.0%	1,412,140	100.0%	1,393,978	100.0%	-327,222	-19.0%
Under Age 20	625,953	36.4%	438,519	29.3%	375,601	26.6%	381,563	27.4%	-244,390	-39.0%
20-24 Years	129,722	7.5%	134,547	9.0%	94,679	6.7%	77,515	5.6%	-52,207	-40.2%
25-44 Years	400,453	23.3%	389,189	26.0%	441,646	31.3%	408,322	29.3%	7,869	2.0%
45-64 Years	396,284	23.0%	344,183	23.0%	279,148	19.8%	309,417	22.2%	-86,867	-21.9%
65 Years and Over	168,788	9.8%	191,962	12.8%	221,066	15.7%	217,161	15.6%	48,373	28.7%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1970-1980; 1990, STF 1A (P012); and 2000, SF1 (P12).



Appendix 2-F. Age and Gender Composition, Parma Heights, 1970 to 2000

Age Groups	Parma Heights									
	1970					1980				
	Total	Male		Female		Total	Male		Female	
		Number	Percent	Number	Percent		Number	Percent	Number	Percent
0-4 years	1,954	1,029	52.7%	925	47.3%	1,133	603	53.2%	530	46.8%
5-9 years	2,379	1,229	51.7%	1,150	48.3%	1,118	543	48.6%	575	51.4%
10-14 years	2,811	1,427	50.8%	1,384	49.2%	1,471	750	51.0%	721	49.0%
15-19 years	2,676	1,350	50.4%	1,326	49.6%	1,905	938	49.2%	967	50.8%
20-24 years	1,937	852	44.0%	1,085	56.0%	2,069	1,051	50.8%	1,018	49.2%
25-34 years	3,133	1,505	48.0%	1,628	52.0%	3,101	1,513	48.8%	1,588	51.2%
35-44 years	3,375	1,562	46.3%	1,813	53.7%	2,129	987	46.4%	1,142	53.6%
45-54 years	4,364	2,091	47.9%	2,273	52.1%	2,796	1,244	44.5%	1,552	55.5%
55-64 years	2,550	1,238	48.5%	1,312	51.5%	3,590	1,660	46.2%	1,930	53.8%
65-74 years	1,233	502	40.7%	731	59.3%	2,293	910	39.7%	1,383	60.3%
75+ years	780	309	39.6%	471	60.4%	1,507	447	29.7%	1,060	70.3%
Total	27,192	13,094	48.2%	14,098	51.8%	23,112	10,646	46.1%	12,466	53.9%
<i>Under Age 55</i>	22,629	11,045	48.8%	11,584	51.2%	15,722	7,629	48.5%	8,093	51.5%
<i>55-64 years</i>	2,550	1,238	48.5%	1,312	51.5%	3,590	1,660	46.2%	1,930	53.8%
<i>65-74 years</i>	1,233	502	40.7%	731	59.3%	2,293	910	39.7%	1,383	60.3%
<i>75+ years</i>	780	309	39.6%	471	60.4%	1,507	447	29.7%	1,060	70.3%

Age Groups	Parma Heights									
	1990					2000				
	Total	Male		Female		Total	Male		Female	
		Number	Percent	Number	Percent		Number	Percent	Number	Percent
0-4 years	1,207	629	52.1%	578	47.9%	1,181	587	49.7%	594	50.3%
5-9 years	1,066	542	50.8%	524	49.2%	1,105	574	51.9%	531	48.1%
10-14 years	1,052	562	53.4%	490	46.6%	1,164	616	52.9%	548	47.1%
15-19 years	1,079	524	48.6%	555	51.4%	1,123	564	50.2%	559	49.8%
20-24 years	1,356	640	47.2%	716	52.8%	1,124	590	52.5%	534	47.5%
25-34 years	3,252	1,631	50.2%	1,621	49.8%	2,842	1,409	49.6%	1,433	50.4%
35-44 years	2,693	1,288	47.8%	1,405	52.2%	3,119	1,589	50.9%	1,530	49.1%
45-54 years	1,969	894	45.4%	1,075	54.6%	2,727	1,313	48.1%	1,414	51.9%
55-64 years	2,410	1,028	42.7%	1,382	57.3%	1,842	794	43.1%	1,048	56.9%
65-74 years	3,115	1,274	40.9%	1,841	59.1%	2,286	901	39.4%	1,385	60.6%
75+ years	2,249	674	30.0%	1,575	70.0%	3,146	1,078	34.3%	2,068	65.7%
Total	21,448	9,686	45.2%	11,762	54.8%	21,659	10,015	46.2%	11,644	53.8%
<i>Under Age 55</i>	13,674	6,710	49.1%	6,964	50.9%	14,385	7,242	50.3%	7,143	49.7%
<i>55-64 years</i>	2,410	1,028	42.7%	1,382	57.3%	1,842	794	43.1%	1,048	56.9%
<i>65-74 years</i>	3,115	1,274	40.9%	1,841	59.1%	2,286	901	39.4%	1,385	60.6%
<i>75+ years</i>	2,249	674	30.0%	1,575	70.0%	3,146	1,078	34.3%	2,068	65.7%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1970-1980; 1990, STF 1A (P012); and 2000, SF1 (P12).



Appendix 2-G. Race and Hispanic or Latino Origin, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Area	One Race							
	White		Black or African American		American Indian and Alaska Native		Asian	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	20,523	94.8%	253	1.2%	29	0.1%	505	2.3%
Brook Park	20,048	94.5%	414	2.0%	48	0.2%	268	1.3%
Middleburg Heights	14,708	94.6%	206	1.3%	24	0.2%	351	2.3%
North Royalton	27,553	96.2%	203	0.7%	33	0.1%	570	2.0%
Parma	81,948	95.7%	905	1.1%	118	0.1%	1,349	1.6%
Seven Hills	11,739	97.2%	18	0.1%	3	-	256	2.1%
Strongsville	41,304	94.2%	551	1.3%	21	-	1,406	3.2%
Cuyahoga County	938,863	67.4%	382,634	27.4%	2,529	0.2%	25,245	1.8%

Area	One Race						Hispanic or Latino Origin*	
	Native Hawaiian and Other Pacific Islander		Some Other Race		Two or More Races		Number	Percent
	Number	Percent	Number	Percent	Number	Percent		
Parma Heights	3	-	98	0.5%	248	1.1%	351	1.6%
Brook Park	-	-	164	0.8%	276	1.3%	423	2.0%
Middleburg Heights	11	0.1%	43	0.3%	199	1.3%	197	1.3%
North Royalton	6	-	45	0.2%	238	0.8%	273	1.0%
Parma	17	-	384	0.4%	934	1.1%	1,323	1.5%
Seven Hills	-	-	13	0.1%	51	0.4%	92	0.8%
Strongsville	4	-	122	0.3%	450	1.0%	557	1.3%
Cuyahoga County	338	-	20,962	1.5%	23,407	1.7%	47,078	3.4%

* Persons of Hispanic or Latino origin can be of any race.

- Represents zero or rounds to zero.

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF1 (DP-1).

Appendix 2-H. Ancestry, Parma Heights, 1990 and 2000

Ancestry	1990	2000	Ancestry	1990	2000
Arab	284	389	Lithuanian	116	121
Austrian	59	137	Norwegian	49	20
Belgian	34	11	Polish	2,209	2,827
Canadian	22	75	Romanian	113	327
Czech	602	731	Russian	203	298
Danish	17	42	Scotch-Irish	189	296
Dutch	126	152	Scottish	168	307
English	1,142	1,408	Slovak	1,634	1,690
Finnish	11	62	Subsaharan African	0	36
French (except Basque)	256	384	Swedish	79	108
French Canadian	139	87	Swiss	38	80
German	5,516	5,417	Ukrainian	379	622
Greek	391	230	United States or American	349	816
Hungarian	1,167	1,123	Welsh	103	145
Irish	1,876	3,540	Yugoslavian	429	182
Italian	2,189	2,590	Other groups	1,559	2,279

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1990, STF 3A (P033); and 2000, SF1 (PCT18).



Appendix 2-I. Household Change, Parma Heights, Surrounding Communities, and Cuyahoga County, 1970 to 2000

Area	Households				Change							
					1970-1980		1980-1990		1990-2000		1970-2000	
	1970	1980	1990	2000	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	8,525	9,251	9,344	9,823	726	8.5%	93	1.0%	479	5.1%	1,298	15.2%
Brook Park	7,746	7,747	7,892	8,193	1	0.0%	145	1.9%	301	3.8%	447	5.8%
Middleburg Heights	3,539	6,043	6,106	6,705	2,504	70.8%	63	1.0%	599	9.8%	3,166	89.5%
North Royalton	3,470	6,073	8,771	11,250	2,603	75.0%	2,698	44.4%	2,479	28.3%	7,780	224.2%
Parma	29,750	33,406	34,685	35,126	3,656	12.3%	1,279	3.8%	441	1.3%	5,376	18.1%
Seven Hills	3,470	4,257	4,537	4,787	787	22.7%	280	6.6%	250	5.5%	1,317	38.0%
Strongsville	4,138	9,202	12,284	16,209	5,064	122.4%	3,082	33.5%	3,925	32.0%	12,071	291.7%
Cuyahoga County	554,239	563,478	563,243	571,457	9,239	1.7%	-235	-0.0%	8,214	1.5%	17,218	3.1%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1970-1980; 1990, STF 1A (P003); and 2000, SF1 (DP-1).

Appendix 2-J. Persons Per Household, Parma Heights, Surrounding Communities, and Cuyahoga County, 1960 to 2000

Area	Persons Per Household*				
	1960	1970	1980	1990	2000
Parma Heights	3.68	3.16	2.47	2.26	2.18
Brook Park	4.12	3.97	3.38	2.88	2.58
Middleburg Heights	3.74	3.49	2.68	2.38	2.25
North Royalton	3.65	3.66	2.87	2.60	2.51
Parma	3.60	3.34	2.74	2.50	2.40
Seven Hills	3.68	3.66	3.21	2.72	2.52
Strongsville	3.74	3.65	3.09	2.87	2.69
Cuyahoga County	3.26	3.06	2.62	2.46	2.39

* Through 1990, the Census Bureau published this characteristic as "median number of persons per household." In 2000, the Census Bureau changed this characteristic to "average household size." The difference in results is likely to be statistically insignificant.

Source: Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census, 1960-1980; 1990, STF 1A (H017A); and 2000, SF1 (DP-1).

Appendix 2-K. Household Size, Parma Heights and Cuyahoga County, 1990 and 2000

Number of Persons	1990 Parma Heights				1990 Cuyahoga County			
	Family Households	Non-family Households	Total Households		Family Households	Non-family Households	Total Households	
			Number	Percent			Number	Percent
1 person	not applicable	3,163	3,163	33.9%	not applicable	169,946	169,946	30.2%
2 persons	2,921	217	3,138	33.6%	154,579	19,641	174,220	30.9%
3 persons	1,317	31	1,348	14.4%	89,401	2,425	91,826	16.3%
4 persons	1,042	7	1,049	11.2%	72,754	717	73,471	13.0%
5 persons	453	0	453	4.8%	33,905	225	34,130	6.1%
6 persons	147	0	147	1.6%	12,403	117	12,520	2.2%
7 or more persons	45	1	46	0.5%	7,041	89	7,130	1.3%
Total	5,925	3,419	9,344	100.0%	370,083	193,160	563,243	100.0%
Number of Persons	2000 Parma Heights				2000 Cuyahoga County			
	Family Households	Non-family Households	Total Households		Family Households	Non-family Households	Total Households	
			Number	Percent			Number	Percent
1 person	not applicable	3,588	3,588	36.5%	not applicable	187,395	187,395	32.8%
2 persons	2,938	358	3,296	33.6%	152,440	25,150	177,590	31.1%
3 persons	1,311	42	1,353	13.8%	83,931	2,985	86,916	15.2%
4 persons	994	8	1,002	10.2%	67,532	830	68,362	12.0%
5 persons	428	4	432	4.4%	32,262	279	32,541	5.7%
6 persons	108	0	108	1.1%	11,726	118	11,844	2.1%
7 or more persons	44	0	44	0.4%	6,724	85	6,809	1.2%
Total	5,823	4,000	9,823	100.0%	354,615	216,842	571,457	100.0%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1990, STF 1A (P027); and 2000, SF1 (P26).



Appendix 2-L. Household Types, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Household Composition	Parma Heights		Brook Park		Middleburg Heights		North Royalton	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Households	9,823	100.0%	8,193	100.0%	6,705	100.0%	11,250	100.0%
One-Person Households	3,588	36.5%	1,931	23.6%	2,133	31.8%	3,006	26.7%
Family Households	5,823	59.3%	5,990	73.1%	4,255	63.5%	7,696	68.4%
Married-Couple Households	4,523	46.0%	4,695	57.3%	3,484	52.0%	6,565	58.4%
With Own Children Under 18 Years	1,664	16.9%	1,811	22.1%	1,141	17.0%	3,003	26.7%
Other Family	1,300	13.2%	1,295	15.8%	771	11.5%	1,131	10.1%
Male Householder, no wife Present	331	3.4%	314	3.8%	218	3.3%	299	2.7%
With Own Children Under 18 Years	149	1.5%	127	1.6%	78	1.2%	129	1.1%
Female Householder, no Husband Present	969	9.9%	981	12.0%	553	8.2%	832	7.4%
With Own Children Under 18 Years	405	4.1%	435	5.3%	219	3.3%	415	3.7%
Nonfamily Households	412	4.2%	272	3.3%	317	4.7%	548	4.9%
Households with Persons 65 Years and Over	3,906	39.8%	2,614	31.9%	2,166	32.3%	2,312	20.6%
Households with One Person	1,980	20.2%	883	10.8%	789	11.8%	1,980	17.6%
Households with Two or More Persons	1,926	19.6%	1,731	21.1%	1,377	20.5%	1,926	17.1%

Household Composition	Parma		Seven Hills		Strongsville		Cuyahoga County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Households	35,126	100.0%	4,787	100.0%	16,209	100.0%	571,457	100.0%
One-Person Households	10,269	29.2%	929	19.4%	3,232	19.9%	187,395	32.8%
Family Households	23,333	66.4%	3,759	78.5%	12,389	76.4%	354,615	62.1%
Married-Couple Households	18,498	52.7%	3,264	68.2%	10,947	67.5%	242,389	42.4%
With Own Children Under 18 Years	7,588	21.6%	975	20.4%	5,106	31.5%	102,182	17.9%
Other Family	4,835	13.8%	495	10.3%	1,442	8.9%	112,226	19.6%
Male Householder, no wife Present	1,241	3.5%	138	2.9%	402	2.5%	22,433	3.9%
With Own Children Under 18 Years	486	1.4%	27	0.6%	168	1.0%	9,739	1.7%
Female Householder, no Husband Present	3,594	10.2%	357	7.5%	1,040	6.4%	89,793	15.7%
With Own Children Under 18 Years	1,625	4.6%	85	1.8%	539	3.3%	51,100	8.9%
Nonfamily Households	1,524	4.3%	99	2.1%	588	3.6%	29,447	5.2%
Households with Persons 65 Years and Over	11,523	32.8%	2,133	44.6%	3,411	21.0%	155,959	27.3%
Households with One Person	4,765	13.6%	591	12.3%	1,136	7.0%	68,888	12.1%
Households with Two or More Persons	6,758	19.2%	1,542	32.2%	2,275	14.0%	87,071	15.2%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF1 (P18, P23).



Appendix 2-M. Housing Unit Change, Parma Heights, Surrounding Communities, and Cuyahoga County, 1940 to 2000

Area	Housing Units						
	1940	1950	1960	1970	1980	1990	2000
Parma Heights	372	1,165	5,191	8,650	9,458	9,544	10,263
Brook Park	322	649	3,869	7,805	7,899	8,036	8,370
Middleburg Heights	346	696	2,061	3,693	6,178	6,312	7,094
North Royalton	771	1,241	2,706	3,529	6,537	9,109	11,754
Parma	4,343	8,327	23,363	30,315	34,287	35,589	36,414
Seven Hills	169	423	1,750	3,499	4,302	4,584	4,883
Strongsville	670	1,055	2,493	4,297	9,756	13,099	16,863
Cuyahoga County	348,063	414,889	518,682	577,436	596,637	604,538	616,903

Area	Change							
	1940-1950		1950-1960		1960-1970		1970-1980	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	793	213.2%	4,026	345.6%	3,459	66.6%	808	9.3%
Brook Park	327	101.6%	3,220	496.1%	3,936	101.7%	94	1.2%
Middleburg Heights	350	101.2%	1,365	196.1%	1,632	79.2%	2,485	67.3%
North Royalton	470	61.0%	1,465	118.0%	823	30.4%	3,008	85.2%
Parma	3,984	91.7%	15,036	180.6%	6,952	29.8%	3,972	13.1%
Seven Hills	254	150.3%	1,327	313.7%	1,749	99.9%	803	22.9%
Strongsville	385	57.5%	1,438	136.3%	1,804	72.4%	5,459	127.0%
Cuyahoga County	66,826	19.2%	103,793	25.0%	58,754	11.3%	19,201	3.3%

Area	Change					
	1980-1990		1990-2000		1940-2000	
	Number	Percent	Number	Percent	Number	Percent
Parma Heights	86	0.9%	719	7.5%	9,891	2,658.9%
Brook Park	137	1.7%	334	4.2%	8,048	2,499.4%
Middleburg Heights	134	2.2%	782	12.4%	6,748	1,950.3%
North Royalton	2,572	39.3%	2,645	29.0%	10,983	1,424.5%
Parma	1,302	3.8%	825	2.3%	32,071	738.5%
Seven Hills	282	6.6%	299	6.5%	4,714	2,789.3%
Strongsville	3,343	34.3%	3,764	28.7%	16,193	2,416.9%
Cuyahoga County	7,901	1.3%	12,365	2.0%	268,840	77.2%

*Revised census housing counts have been released for 2000 for Cuyahoga County (616,876). The changes will not be reflected in reports or web sites published by the State of Ohio Office of Strategic Research, the U.S. Census Bureau, or subsequent exhibits in the Parma Heights Master Plan.

Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 1940-1980; 1990, STF 1A (H001); and 2000, SF1 (DP-4).



Appendix 2-N. Residential Building Permits, Parma Heights and Surrounding Communities, January, 1999 through December, 2002

Year	Parma Heights						Brook Park		Middleburg Heights	
	Single-Family Permits	Multi-Family Permits		Total Permits		Valuation	Single-Family Permits	Valuation	Single-Family Permits	Valuation
		Buildings	Units	Buildings	Units					
1999	3	6	80	9	83	\$3,803,292	0	\$0	90	\$9,549,578
2000	9	0	0	9	9	\$1,393,500	5	\$688,000	89	\$7,188,740
2001	4	0	0	4	4	\$605,000	2	\$190,000	77	\$6,844,008
2002	7	0	0	7	7	\$1,120,000	1	\$80,000	77	\$8,260,750
Total	23	6	80	29	103	\$6,921,792	8	\$958,000	333	\$31,843,076

Year	Parma						Strongsville					
	Single-Family Permits	Multi-Family Permits		Total Permits		Valuation	Single-Family Permits	Multi-Family Permits		Total Permits		Valuation
		Buildings	Units	Buildings	Units			Buildings	Units	Buildings	Units	
1999	61	2	5	63	66	\$8,294,000	259	6	226	265	485	\$51,572,561
2000	20	2	10	22	30	\$3,461,700	180	0	0	180	180	\$25,903,352
2001	42	2	6	44	48	\$5,431,600	276	0	0	276	276	\$41,005,369
2002	42	0	0	42	42	\$5,560,500	188	0	0	188	188	\$31,842,774
Total	165	6	21	171	186	\$22,747,800	903	6	226	909	1,129	\$150,324,056

* Building permit data not available for North Royalton or Seven Hills.

Source: Building Permits for Cuyahoga County, Bureau of the Census, Manufacturing and Construction Division, Building Permits Branch, January, 1999 - December, 2002.

Appendix 2-O. Housing Units, By Age of Structure, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Area	1939 or Earlier		1940-1949		1950-1959		1960-1969	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	394	3.8%	824	8.0%	3,972	38.7%	2,607	25.4%
Brook Park	177	2.1%	281	3.4%	2,887	34.5%	3,654	43.7%
Middleburg Heights	207	2.9%	360	5.1%	1,341	18.9%	1,966	27.7%
North Royalton	644	5.5%	553	4.7%	1,366	11.6%	1,116	9.5%
Parma	3,534	9.7%	4,326	11.9%	13,739	37.7%	7,335	20.1%
Seven Hills	134	2.7%	257	5.3%	1,022	20.9%	1,752	35.9%
Strongsville	466	2.8%	384	2.3%	1,429	8.5%	1,710	10.1%
Cuyahoga County	177,746	28.8%	83,139	13.5%	128,497	20.8%	94,706	15.4%

Area	1970-1979		1980-1989		1990 to March, 2000		Total Units	Housing Units Built 1950-1979	
	Number	Percent	Number	Percent	Number	Percent		Number	Percent
Parma Heights	1,466	14.3%	378	3.7%	622	6.1%	10,263	8,045	78.4%
Brook Park	855	10.2%	179	2.1%	337	4.0%	8,370	7,396	88.4%
Middleburg Heights	2,044	28.8%	297	4.2%	879	12.4%	7,094	5,351	75.4%
North Royalton	2,403	20.4%	2,653	22.6%	3,019	25.7%	11,754	4,885	41.6%
Parma	4,598	12.6%	1,629	4.5%	1,253	3.4%	36,414	25,672	70.5%
Seven Hills	965	19.8%	356	7.3%	397	8.1%	4,883	3,739	76.6%
Strongsville	4,958	29.4%	3,264	19.4%	4,647	27.6%	16,858	8,097	48.0%
Cuyahoga County	64,007	10.4%	33,571	5.4%	35,237	5.7%	616,903	287,210	46.6%

Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (H34).



Appendix 2-P. Housing Occupancy Status, Parma Heights, Surrounding Communities, and Cuyahoga County, 1990 and 2000

Area	1990								
	Total Housing Units	Occupied		Vacant		Owner-Occupied		Renter-Occupied	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	9,544	9,344	97.9%	200	2.1%	5,883	63.0%	3,461	37.0%
Brook Park	8,036	7,892	98.2%	144	1.8%	6,751	85.5%	1,141	14.5%
Middleburg Heights	6,312	6,106	96.7%	206	3.3%	4,414	72.3%	1,692	27.7%
North Royalton	9,109	8,771	96.3%	338	3.7%	6,555	74.7%	2,216	25.3%
Parma	35,589	34,685	97.5%	904	2.5%	26,987	77.8%	7,698	22.2%
Seven Hills	4,584	4,537	99.0%	47	1.0%	4,372	96.4%	165	3.6%
Strongsville	13,099	12,284	93.8%	815	6.2%	10,117	82.4%	2,167	17.6%
Cuyahoga County	604,538	563,243	93.2%	41,295	6.8%	349,057	62.0%	214,186	38.0%

Area	2000								
	Total Housing Units	Occupied		Vacant		Owner-Occupied		Renter-Occupied	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	10,263	9,823	95.7%	440	4.3%	5,884	59.9%	3,939	40.1%
Brook Park	8,370	8,193	97.9%	177	2.1%	6,850	83.6%	1,343	16.4%
Middleburg Heights	7,094	6,705	94.5%	389	5.5%	4,905	73.2%	1,800	26.8%
North Royalton	11,754	11,250	95.7%	504	4.3%	8,430	74.9%	2,820	25.1%
Parma	36,414	35,126	96.5%	1,288	3.5%	27,212	77.5%	7,914	22.5%
Seven Hills	4,883	4,787	98.0%	96	2.0%	4,625	96.6%	162	3.4%
Strongsville	16,863	16,209	96.1%	654	3.9%	13,403	82.7%	2,806	17.3%
Cuyahoga County	616,903	571,457	92.6%	45,446	7.4%	360,980	63.2%	210,477	36.8%

Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 1990, STF 1A (H001, H002, and H003); and 2000, SF1 (DP-1).



Appendix 2-Q. Housing Type, Parma Heights, Surrounding Communities, and Cuyahoga County, 1990 and 2000

Area	1990										
	Total Housing Units	Total Single-Family Units		Single-Family Units				Units in 2 Family Structures		Units in 3 or 4 Family Structures	
		Number	Percent	Detached		Attached		Number	Percent	Number	Percent
				Number	Percent	Number	Percent				
Parma Heights	9,544	6,116	64.1%	5,937	62.2%	179	1.9%	111	1.2%	58	0.6%
Brook Park	8,036	7,099	88.3%	6,661	82.9%	438	5.5%	14	0.2%	114	1.4%
Middleburg Heights	6,312	4,388	69.5%	3,993	63.3%	395	6.3%	54	0.9%	78	1.2%
North Royalton	9,109	6,458	70.9%	5,561	61.0%	897	9.8%	81	0.9%	161	1.8%
Parma	35,589	28,071	78.9%	27,324	76.8%	747	2.1%	1,373	3.9%	154	0.4%
Seven Hills	4,584	4,497	98.1%	4,428	96.6%	69	1.5%	37	0.8%	4	0.1%
Strongsville	13,099	10,822	82.6%	10,226	78.1%	596	4.5%	124	0.9%	57	0.4%
Cuyahoga County	604,538	372,541	61.6%	338,606	56.0%	33,935	5.6%	60,567	10.0%	25,071	4.1%

Area	1990									
	5 to 9 Units in Structure		10 to 19 Units in Structure		20 to 49 Units in Structure		50 or More Units in Structure		Mobile Homes, Trailers, Other	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	503	5.3%	276	2.9%	369	3.9%	2,060	21.6%	51	0.5%
Brook Park	223	2.8%	204	2.5%	229	2.8%	117	1.5%	36	0.4%
Middleburg Heights	153	2.4%	872	13.8%	339	5.4%	385	6.1%	43	0.7%
North Royalton	194	2.1%	1,674	18.4%	400	4.4%	50	0.5%	91	1.0%
Parma	1,116	3.1%	1,776	5.0%	487	1.4%	2,389	6.7%	223	0.6%
Seven Hills	12	0.3%	9	0.2%	0	0.0%	0	0.0%	25	0.5%
Strongsville	72	0.5%	241	1.8%	469	3.6%	1,238	9.5%	76	0.6%
Cuyahoga County	27,608	4.6%	33,518	5.5%	22,271	3.7%	51,627	8.5%	11,335	1.9%

Area	2000										
	Total Housing Units	Total Single-Family Units		Single-Family Units				Units in 2 Family Structures		Units in 3 or 4 Family Structures	
		Number	Percent	Detached		Attached		Number	Percent	Number	Percent
				Number	Percent	Number	Percent				
Parma Heights	10,263	6,208	60.5%	5,945	57.9%	263	2.6%	113	1.1%	120	1.2%
Brook Park	8,370	7,217	86.2%	6,746	80.6%	471	5.6%	31	0.4%	142	1.7%
Middleburg Heights	7,094	4,850	68.4%	4,294	60.5%	556	7.8%	105	1.5%	122	1.7%
North Royalton	11,754	8,380	71.3%	7,467	63.5%	913	7.8%	98	0.8%	198	1.7%
Parma	36,414	28,998	79.6%	28,176	77.4%	822	2.3%	1,261	3.5%	145	0.4%
Seven Hills	4,883	4,786	98.0%	4,667	95.6%	119	2.4%	60	1.2%	12	0.2%
Strongsville	16,858	14,186	84.1%	13,050	77.4%	1,136	6.7%	160	0.9%	78	0.5%
Cuyahoga County	616,903	392,564	63.6%	354,973	57.5%	37,591	6.1%	59,729	9.7%	25,309	4.1%

Area	2000									
	5 to 9 Units in Structure		10 to 19 Units in Structure		20 to 49 Units in Structure		50 or More Units in Structure		Mobile Homes, Trailers, Other	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	698	6.8%	530	5.2%	433	4.2%	2,161	21.1%	0	0.0%
Brook Park	295	3.5%	315	3.8%	185	2.2%	179	2.1%	6	0.1%
Middleburg Heights	173	2.4%	1,328	18.7%	213	3.0%	298	4.2%	5	0.1%
North Royalton	412	3.5%	1,965	16.7%	468	4.0%	233	2.0%	0	0.0%
Parma	1,237	3.4%	1,775	4.9%	493	1.4%	2,472	6.8%	33	0.1%
Seven Hills	6	0.1%	13	0.3%	0	0.0%	0	0.0%	6	0.1%
Strongsville	198	1.2%	600	3.6%	331	2.0%	1,305	7.7%	0	0.0%
Cuyahoga County	27,640	4.5%	30,125	4.9%	20,995	3.4%	57,272	9.3%	3,269	0.5%

Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 1990, STF 1A (H001 and H041); and 2000, SF3 (H30).



Appendix 2-R. Occupancy, by Housing Type, Parma Heights and Cuyahoga County, 1990 and 2000

Housing Type	Parma Heights									
	Occupied Housing Units	1990				2000				
		Owner-Occupied Units		Renter-Occupied Units		Occupied Housing Units	Owner-Occupied Units		Renter-Occupied Units	
		Number	Percent	Number	Percent		Number	Percent	Number	Percent
Total Single-Family Units	6,060	5,727	94.5%	333	5.5%	6,092	5,729	94.0%	363	6.0%
Detached	5,890	5,645	95.8%	245	4.2%	5,838	5,607	96.0%	231	4.0%
Attached	170	82	48.2%	88	51.8%	254	122	48.0%	132	52.0%
Units in 2 Family Structures	110	27	24.5%	83	75.5%	113	39	34.5%	74	65.5%
Units in 3 or 4 Family Structures	56	7	12.5%	49	87.5%	111	6	5.4%	105	94.6%
5 to 9 Units in Structure	476	13	2.7%	463	97.3%	627	22	3.5%	605	96.5%
10 to 19 Units in Structure	275	30	10.9%	245	89.1%	482	41	8.5%	441	91.5%
20 to 49 Units in Structure	350	26	7.4%	324	92.6%	409	14	3.4%	395	96.6%
50 or More Units in Structure	1,966	39	2.0%	1,927	98.0%	1,989	37	1.9%	1,952	98.1%
Mobile Homes, Trailers, Other	51	14	27.5%	37	72.5%	0	0	0.0%	0	0.0%

Housing Type	Cuyahoga County									
	Occupied Housing Units	1990				2000				
		Owner-Occupied Units		Renter-Occupied Units		Occupied Housing Units	Owner-Occupied Units		Renter-Occupied Units	
		Number	Percent	Number	Percent		Number	Percent	Number	Percent
Total Single-Family Units	359,496	314,199	87.4%	45,297	12.6%	376,199	328,843	87.4%	47,356	12.6%
Detached	329,480	300,937	91.3%	28,543	8.7%	343,044	311,885	90.9%	31,159	9.1%
Attached	30,016	13,262	44.2%	16,754	55.8%	33,155	16,958	51.1%	16,197	48.9%
Units in 2 Family Structures	53,906	18,194	33.8%	35,712	66.2%	52,310	16,594	31.7%	35,716	68.3%
Units in 3 or 4 Family Structures	21,232	2,944	13.9%	18,288	86.1%	21,023	2,938	14.0%	18,085	86.0%
5 to 9 Units in Structure	23,552	1,709	7.3%	21,843	92.7%	23,635	2,020	8.5%	21,615	91.5%
10 to 19 Units in Structure	29,767	2,067	6.9%	27,700	93.1%	26,089	2,433	9.3%	23,656	90.7%
20 to 49 Units in Structure	19,727	1,555	7.9%	18,172	92.1%	18,576	1,517	8.2%	17,059	91.8%
50 or More Units in Structure	45,027	2,940	6.5%	42,087	93.5%	50,609	4,086	8.1%	46,523	91.9%
Mobile Homes, Trailers, Other	10,536	5,449	51.7%	5,087	48.3%	3,016	2,557	84.8%	459	15.2%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1990, STF 1A (H043); and 2000, SF1 (H32).



Appendix 2-S. Number of Rooms in Housing Units, Parma Heights, Surrounding Communities, and Cuyahoga County, 1990 and 2000

Area	1990									
	1 Room		2 Rooms		3 Rooms		4 Rooms		5 Rooms	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	92	1.0%	264	2.8%	1,222	12.8%	1,383	14.5%	1,922	20.1%
Brook Park	95	1.2%	119	1.5%	264	3.3%	531	6.6%	2,364	29.4%
Middleburg Heights	18	0.3%	82	1.3%	552	8.7%	943	14.9%	956	15.1%
North Royalton	22	0.2%	112	1.2%	529	5.8%	1,510	16.6%	1,537	16.9%
Parma	90	0.3%	307	0.9%	2,209	6.2%	3,801	10.7%	8,671	24.4%
Seven Hills	0	0.0%	5	0.1%	21	0.5%	84	1.8%	439	9.6%
Strongsville	33	0.3%	120	0.9%	668	5.1%	1,291	9.9%	1,645	12.6%
Cuyahoga County	5,735	0.9%	15,195	2.5%	55,173	9.1%	83,744	13.9%	139,930	23.1%
Area	1990									
	6 Rooms		7 Rooms		8 Rooms		9 or More Rooms		Total Units	Median Number of Rooms
	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Parma Heights	2,341	24.5%	1,287	13.5%	647	6.8%	386	4.0%	9,544	5.4
Brook Park	2,418	30.1%	1,310	16.3%	630	7.8%	305	3.8%	8,036	5.8
Middleburg Heights	1,176	18.6%	1,155	18.3%	896	14.2%	534	8.5%	6,312	6.0
North Royalton	1,802	19.8%	1,387	15.2%	1,215	13.3%	995	10.9%	9,109	6.0
Parma	10,240	28.8%	5,960	16.7%	2,821	7.9%	1,490	4.2%	35,589	5.8
Seven Hills	1,267	27.6%	1,439	31.4%	785	17.1%	544	11.9%	4,584	6.8
Strongsville	2,015	15.4%	2,192	16.7%	2,755	21.0%	2,380	18.2%	13,099	6.9
Cuyahoga County	126,171	20.9%	76,570	12.7%	52,365	8.7%	49,655	8.2%	604,538	5.5
Area	2000									
	1 Room		2 Rooms		3 Rooms		4 Rooms		5 Rooms	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	70	0.7%	405	3.9%	1,159	11.3%	1,782	17.4%	2,259	22.0%
Brook Park	90	1.1%	165	2.0%	254	3.0%	587	7.0%	2,384	28.5%
Middleburg Heights	93	1.3%	163	2.3%	557	7.9%	1,065	15.0%	1,076	15.2%
North Royalton	52	0.4%	203	1.7%	785	6.7%	1,681	14.3%	1,898	16.1%
Parma	234	0.6%	456	1.3%	2,257	6.2%	3,628	10.0%	8,453	23.2%
Seven Hills	4	0.1%	6	0.1%	33	0.7%	88	1.8%	457	9.4%
Strongsville	72	0.4%	197	1.2%	893	5.3%	1,413	8.4%	2,040	12.1%
Cuyahoga County	7,420	1.2%	18,313	3.0%	52,501	8.5%	77,501	12.6%	136,731	22.2%
Area	2000									
	6 Rooms		7 Rooms		8 Rooms		9 or More Rooms		Total Units	Median Number of Rooms
	Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Parma Heights	2,359	23.0%	1,296	12.6%	565	5.5%	368	3.6%	10,263	5.3
Brook Park	2,613	31.2%	1,234	14.7%	697	8.3%	346	4.1%	8,370	5.8
Middleburg Heights	1,333	18.8%	1,385	19.5%	797	11.2%	625	8.8%	7,094	5.9
North Royalton	2,063	17.6%	1,771	15.1%	1,541	13.1%	1,760	15.0%	11,754	6.1
Parma	10,558	29.0%	6,018	16.5%	3,202	8.8%	1,608	4.4%	36,414	5.8
Seven Hills	1,435	29.4%	1,621	33.2%	815	16.7%	424	8.7%	4,883	6.8
Strongsville	2,687	15.9%	2,592	15.4%	3,457	20.5%	3,507	20.8%	16,858	6.9
Cuyahoga County	126,946	20.6%	81,349	13.2%	59,073	9.6%	57,069	9.3%	616,903	5.6

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1990, General Housing Characteristics (Table 1) and STF 1A (H013); and 2000, SF1 (DP-4).



Appendix 2-T. Homeownership Rates, Parma Heights and Cuyahoga County, 1990 and 2000

Age Category	Parma Heights											Change in Homeownership (Owner-Occupancy, by Age) 1990-2000	
	Occupied Housing Units, by Occupant Age Category												
	1990					2000							
	Total Units	Owner-Occupied		Renter-Occupied		Total Units	Owner-Occupied		Renter-Occupied				
	Number	Percent	Number	Percent		Number	Percent	Number	Percent	Number	Percent		
15 to 24 years	322	47	14.6%	275	85.4%	322	34	10.6%	288	89.4%	-13	-27.7%	
25 to 34 years	1,441	766	53.2%	675	46.8%	1,400	618	44.1%	782	55.9%	-148	-19.3%	
35 to 44 years	1,436	1,055	73.5%	381	26.5%	1,726	1,113	64.5%	613	35.5%	58	5.5%	
45 to 54 years	1,098	822	74.9%	276	25.1%	1,591	1,129	71.0%	462	29.0%	307	37.3%	
55 to 64 years	1,387	1,130	81.5%	257	18.5%	1,097	795	72.5%	302	27.5%	-335	-29.6%	
65 to 74 years	2,056	1,401	68.1%	655	31.9%	1,458	993	68.1%	465	31.9%	-408	-29.1%	
75 years and over	1,604	662	41.3%	942	58.7%	2,229	1,202	53.9%	1,027	46.1%	540	81.6%	
Age Category	Cuyahoga County											Change in Homeownership (Owner-Occupancy, by Age) 1990-2000	
	Occupied Housing Units, by Occupant Age Category												
	1990					2000							
	Total Units	Owner-Occupied		Renter-Occupied		Total Units	Owner-Occupied		Renter-Occupied				
	Number	Percent	Number	Percent		Number	Percent	Number	Percent	Number	Percent		
15 to 24 years	23,877	3,438	14.4%	20,439	85.6%	23,945	2,936	12.3%	21,009	87.7%	-502	-14.6%	
25 to 34 years	113,096	47,084	41.6%	66,012	58.4%	96,096	39,766	41.4%	56,330	58.6%	-7,318	-15.5%	
35 to 44 years	114,187	72,437	63.4%	41,750	36.6%	122,483	76,564	62.5%	45,919	37.5%	4,127	5.7%	
45 to 54 years	82,370	59,251	71.9%	23,119	28.1%	110,941	78,972	71.2%	31,969	28.8%	19,721	33.3%	
55 to 64 years	83,674	63,850	76.3%	19,824	23.7%	74,929	56,668	75.6%	18,261	24.4%	-7,182	-11.2%	
65 to 74 years	85,788	64,570	75.3%	21,218	24.7%	70,004	54,310	77.6%	15,694	22.4%	-10,260	-15.9%	
75 years and over	60,251	38,427	63.8%	21,824	36.2%	73,059	51,764	70.9%	21,295	29.1%	13,337	34.7%	

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1990, STF 1A (H012); and 2000, SF1 (H16).



Appendix 2-U. Median Sales Prices for Residential Homes, by Year, Parma Heights, Surrounding Communities, and Cuyahoga County, 1995 to 2002*

Housing Type, by Year	Parma Heights	Brook Park	Middleburg Heights	North Royalton	Parma	Seven Hills**	Strongsville	Cuyahoga County
Existing Single-Family Homes								
1995	\$98,000	\$96,800	\$129,900	\$155,000	\$93,000	\$133,950	\$144,400	\$87,500
1996	\$102,000	\$102,000	\$129,500	\$157,000	\$95,000	\$145,000	\$150,000	\$91,500
1997	\$105,000	\$104,250	\$136,000	\$160,000	\$98,000	\$142,500	\$155,000	\$95,000
1998	\$108,000	\$108,000	\$147,000	\$161,750	\$105,000	\$149,500	\$156,000	\$100,000
1999	\$107,000	\$112,500	\$143,000	\$169,400	\$107,100	\$150,000	\$163,500	\$102,000
2000	\$115,000	\$118,400	\$151,250	\$172,650	\$110,000	\$160,000	\$165,000	\$107,500
2001	\$119,000	\$119,000	\$157,500	\$165,000	\$115,000	\$165,000	\$170,700	\$111,000
2002*	\$121,000	\$120,000	\$158,500	\$187,000	\$117,000	\$165,000	\$185,750	\$116,000
Change 1995-2002*								
Amount	\$23,000	\$23,200	\$28,600	\$32,000	\$24,000	\$31,050	\$41,350	\$28,500
Percent	23.5%	24.0%	22.0%	20.6%	25.8%	23.2%	28.6%	32.6%
Condominiums								
1995	\$48,750	\$69,500	\$60,000	\$68,700	\$82,000	no sales	\$113,500	\$71,750
1996	\$53,000	\$71,000	\$67,750	\$74,500	\$85,000	no sales	\$121,000	\$75,000
1997	\$50,500	\$73,500	\$72,100	\$68,000	\$87,750	no sales	\$125,500	\$79,000
1998	\$55,000	\$76,000	\$72,800	\$76,500	\$91,100	no sales	\$124,000	\$82,000
1999	\$56,000	\$76,800	\$76,200	\$80,250	\$95,000	\$155,800	\$126,000	\$85,900
2000	\$60,000	\$82,000	\$70,000	\$78,000	\$96,000	\$171,000	\$120,000	\$89,500
2001	\$58,750	\$82,250	\$81,400	\$80,450	\$102,650	\$175,000	\$130,800	\$92,000
2002*	\$59,000	\$96,000	\$81,500	\$75,000	\$102,000	\$180,000	\$131,500	\$99,500
Change 1995-2002*								
Amount	\$10,250	\$26,500	\$21,500	\$6,300	\$20,000	\$24,200	\$18,000	\$27,750
Percent	21.0%	38.1%	35.8%	9.2%	24.4%	15.5%	15.9%	38.7%
New Home Construction								
1995	\$220,000	\$133,000	\$198,750	\$210,700	\$155,500	\$168,000	\$188,700	\$191,800
1996	\$173,250	\$143,900	\$177,600	\$217,500	\$165,000	\$135,500	\$209,800	\$179,900
1997	\$134,000	\$102,750	\$222,500	\$207,200	\$167,700	\$146,000	\$207,400	\$185,800
1998	\$170,000	\$121,000	\$207,000	\$228,850	\$150,950	\$134,000	\$220,000	\$172,250
1999	\$162,000	\$158,000	\$255,150	\$215,900	\$160,000	no sales	\$225,000	\$188,000
2000	\$167,500	\$147,500	\$215,000	\$243,000	\$110,000	\$205,750	\$209,950	\$203,000
2001	\$148,800	\$116,750	\$74,500	\$245,000	\$146,750	\$188,400	\$179,700	\$188,500
2002*	\$194,000	\$169,000	\$129,000	\$207,800	\$191,450	\$235,850	\$267,400	\$221,850
Change 1995-2002*								
Amount	-\$26,000	\$36,000	-\$69,750	-\$2,900	\$35,950	\$67,850	\$78,700	\$30,050
Percent	-11.8%	27.1%	-35.1%	-1.4%	23.1%	40.4%	41.7%	15.7%

* Through November, 2002.

** The change in the median sales price of condominiums in Seven Hills was calculated for 1999-November, 2002.

Source: Housing Policy Research Program, The Urban Center, Maxine Levin College of Urban Affairs, Cleveland State University, 1995-November, 2002.



Appendix 2-V. Residential Home Sales, by Year, Parma Heights, Surrounding Communities, and Cuyahoga County, 1995 to 2002*

Housing Type, by Year	Parma Heights	Brook Park	Middleburg Heights	North Royalton	Parma	Seven Hills**	Strongsville	Cuyahoga County
Existing Single-Family Homes								
1995	217	195	147	178	1,066	148	548	15,118
1996	260	222	148	256	1,160	135	648	15,818
1997	254	200	149	240	1,121	156	553	15,987
1998	299	244	159	280	1,347	157	688	18,113
1999	288	245	128	262	1,332	177	606	18,113
2000	276	233	152	240	1,147	148	567	16,772
2001	272	257	155	199	1,244	168	566	16,805
2002*	304	231	166	264	1,158	170	668	16,518
Change 1995-2002*								
Number	87	36	19	86	92	22	120	1,400
Percent	40.1%	18.5%	12.9%	48.3%	8.6%	14.9%	21.9%	9.3%
Condominiums								
1995	26	44	64	130	47	no sales	32	1,818
1996	14	46	66	130	49	no sales	51	1,897
1997	20	44	58	106	42	no sales	42	1,877
1998	13	39	77	135	52	no sales	53	1,973
1999	17	39	67	134	49	1	47	2,025
2000	17	37	57	143	41	1	50	1,995
2001	18	30	90	154	44	2	58	2,032
2002*	20	25	54	145	40	1	52	2,011
Change 1995-2002*								
Number	-6	-19	-10	15	-7	0	20	193
Percent	-23.1%	-43.2%	-15.6%	11.5%	-14.9%	0.0%	62.5%	10.6%
New Home Construction								
1995	5	14	28	96	40	8	211	1,094
1996	6	11	21	50	27	5	82	710
1997	7	2	8	36	19	2	48	546
1998	4	4	5	44	22	3	43	572
1999	3	1	6	57	17	no sales	27	478
2000	2	7	3	38	5	4	18	391
2001	3	2	5	21	18	6	30	382
2002*	2	4	81	121	32	18	132	908
Change 1995-2002*								
Number	-3	-10	53	25	-8	10	-79	-186
Percent	-60.0%	-71.4%	189.3%	26.0%	-20.0%	125.0%	-37.4%	-17.0%

* Through November, 2002.

** The change in the number of condominiums sold in Seven Hills was calculated for the period from 1999 to November, 2002.

Source: Housing Policy Research Program, The Urban Center, Maxine Levin College of Urban Affairs, Cleveland State University, 1995-November, 2002.



Appendix 2-W. Existing Single-Family Home Sales, by Price Category, Parma Heights, Surrounding Communities, and Cuyahoga County, January, 2001 through November, 2002

Price Category	Parma Heights		Brook Park		Middleburg Heights		North Royalton	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less Than \$45,000	2	0.3%	3	0.6%	0	0.0%	1	0.2%
\$45,000-\$65,000	10	1.7%	10	2.0%	1	0.3%	1	0.2%
\$65,000-\$85,000	24	4.2%	29	5.9%	5	1.6%	8	1.7%
\$85,000-\$105,000	126	21.9%	83	17.0%	16	5.0%	21	4.5%
\$105,000-\$125,000	198	34.4%	184	37.7%	29	9.0%	38	8.2%
\$125,000-\$150,000	169	29.3%	154	31.6%	85	26.5%	76	16.4%
\$150,000-\$200,000	44	7.6%	23	4.7%	155	48.3%	147	31.7%
\$200,000-\$250,000	3	0.5%	2	0.4%	21	6.5%	89	19.2%
Greater Than \$250,000	0	0.0%	0	0.0%	9	2.8%	82	17.7%
Total Homes Sold	576	100.0%	488	100.0%	321	100.0%	463	100.0%

Price Category	Parma		Seven Hills		Strongsville		Cuyahoga County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Less Than \$45,000	8	0.3%	0	0.0%	0	0.0%	3,080	9.2%
\$45,000-\$65,000	28	1.2%	2	0.6%	4	0.3%	2,317	7.0%
\$65,000-\$85,000	129	5.4%	0	0.0%	8	0.6%	4,169	12.5%
\$85,000-\$105,000	527	21.9%	6	1.8%	20	1.6%	5,176	15.5%
\$105,000-\$125,000	903	37.6%	25	7.4%	41	3.3%	4,896	14.7%
\$125,000-\$150,000	523	21.8%	79	23.4%	186	15.1%	4,440	13.3%
\$150,000-\$200,000	246	10.2%	172	50.9%	551	44.7%	4,583	13.8%
\$200,000-\$250,000	37	1.5%	42	12.4%	251	20.3%	1,988	6.0%
Greater Than \$250,000	1	0.0%	12	3.6%	173	14.0%	2,674	8.0%
Total Homes Sold	2,402	100.0%	338	100.0%	1,234	100.0%	33,323	100.0%

Source: Housing Policy Research Program, The Urban Center, Maxine Levin College of Urban Affairs, Cleveland State University, January, 2001 - November, 2002.

Appendix 2-X. Contract Rent, by Price Category, Parma Heights and Cuyahoga County, 2000

Contact Rent, by Price Category	Parma Heights		Cuyahoga County	
	Contract Rent, by Price Category		Contract Rent, by Price Category	
	Number	Percent	Number	Percent
Less than \$300	46	1.2%	35,103	16.7%
\$300 to \$399	446	11.3%	36,964	17.6%
\$400 to \$499	1,052	26.7%	46,344	22.1%
\$500 to \$599	1,030	26.2%	35,847	17.1%
\$600 to \$699	649	16.5%	22,161	10.6%
\$700 to \$799	352	8.9%	10,942	5.2%
\$800 to \$899	213	5.4%	6,091	2.9%
\$900 or Higher	33	0.8%	9,399	4.5%
No Cash Rent	114	2.9%	7,072	3.4%
Total	3,935	100.0%	209,923	100.0%
Median Contract Rent	\$526		\$463	

Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 2000, SF1 (H54 and H56).



Appendix 2-Y. Housing Costs, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Area	Owner-Occupied Housing										
	Median Housing Value	Mortgage Status and Median Monthly Owner Costs		Selected Monthly Owner Costs as a Percentage of Household Income in 1999							
		With Mortgage	Without Mortgage	Less Than 20.0%		20.0% to 29.9%		30.0% or More		Not Computed	
				Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	\$114,700	\$993	\$346	3,076	55.0%	1,253	22.4%	1,212	21.7%	53	0.9%
Owners 65 Years and Over	Not Available	Not Available	Not Available	1,315	61.6%	373	17.5%	429	20.1%	19	0.9%
Brook Park	\$112,400	\$960	\$310	3,874	58.5%	1,563	23.6%	1,143	17.3%	37	0.6%
Middleburg Heights	\$153,100	\$1,159	\$390	2,255	51.3%	1,195	27.2%	930	21.1%	19	0.4%
North Royalton	\$175,000	\$1,397	\$456	3,540	47.7%	2,203	29.7%	1,647	22.2%	32	0.4%
Parma	\$113,500	\$988	\$322	14,734	56.2%	6,369	24.3%	4,994	19.0%	119	0.5%
Seven Hills	\$158,600	\$1,263	\$398	2,617	58.7%	952	21.4%	868	19.5%	19	0.4%
Strongsville	\$170,200	\$1,384	\$407	6,831	52.5%	3,689	28.4%	2,444	18.8%	38	0.3%
Cuyahoga County	\$113,800	\$1,057	\$346	168,062	52.5%	76,263	23.8%	73,048	22.8%	2,613	0.8%
Area	Renter-Occupied Housing										
	Median Gross Rent	Gross Rent as a Percentage of Household Income in 1999									
		Less Than 20.0%		20.0% to 29.9%		30.0% or More		Not Computed			
		Number	Percent	Number	Percent	Number	Percent	Number	Percent		
Parma Heights	\$584	1,266	32.2%	913	23.2%	1,613	41.0%	143	3.6%		
Renters 65 Years and Over	Not Available	188	13.3%	264	18.7%	911	64.6%	48	3.4%		
Brook Park	\$659	426	31.7%	353	26.3%	466	34.7%	98	7.3%		
Middleburg Heights	\$621	786	43.8%	376	21.0%	561	31.3%	71	4.0%		
North Royalton	\$643	1,290	45.7%	828	29.3%	592	21.0%	113	4.0%		
Parma	\$592	2,949	37.3%	1,996	25.3%	2,453	31.1%	502	6.4%		
Seven Hills	\$779	42	28.6%	24	16.3%	43	29.3%	38	25.9%		
Strongsville	\$622	1,154	41.4%	692	24.8%	828	29.7%	111	4.0%		
Cuyahoga County	\$541	69,201	33.0%	48,118	22.9%	78,638	37.5%	13,966	6.7%		

Source: Census of Housing, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (DP-4, H71, and H96).

Appendix 2-Z. Educational Levels, Persons Age 25 Years or Over, Parma Heights and Cuyahoga County, 1980, 1990, and 2000

Highest Grade Achieved, Persons Age 25 Years or Over	Parma Heights							
	1980		1990		2000		Percent Change 1980-2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Persons age 25 years or over	15,416		15,710		15,990			
Less than 9th grade	2,059	13.4%	1,164	7.4%	650	4.1%	-1,409	-68.4%
9th to 12th grade, no diploma	2,663	17.3%	2,710	17.3%	2,118	13.2%	-545	-20.5%
High school graduate*	6,710	43.5%	5,605	35.7%	5,991	37.5%	-719	-10.7%
Some college, no degree	2,048	13.3%	2,887	18.4%	3,262	20.4%	1,214	59.3%
Associate degree	NA	NA	881	5.6%	1,014	6.3%	NA	NA
Bachelor's degree	1,936	12.6%	1,815	11.6%	2,047	12.8%	111	5.7%
Graduate or professional degree	NA	NA	648	4.1%	908	5.7%	NA	NA
High school graduate or higher	10,694	69.4%	11,836	75.3%	13,222	82.7%	2,528	23.6%
Graduated from college with a bachelor's degree or higher	1,936	12.6%	2,463	15.7%	2,955	18.5%	1,019	52.6%
Highest Grade Achieved, Persons Age 25 Years or Over	Cuyahoga County							
	1980		1990		2000		Percent Change 1980-2000	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Persons age 25 years or over	925,799		943,924		936,148			
Less than 9th grade	134,657	14.5%	72,536	7.7%	41,967	4.5%	-92,690	-68.8%
9th to 12th grade, no diploma	173,182	18.7%	172,761	18.3%	129,995	13.9%	-43,187	-24.9%
High school graduate*	340,956	36.8%	291,883	30.9%	281,264	30.0%	-59,692	-17.5%
Some college, no degree	131,428	14.2%	169,957	18.0%	198,044	21.2%	66,616	50.7%
Associate degree	NA	NA	46,969	5.0%	49,465	5.3%	NA	NA
Bachelor's degree	145,576	15.7%	120,376	12.8%	145,980	15.6%	404	0.3%
Graduate or professional degree	NA	NA	69,442	7.4%	89,433	9.6%	NA	NA
High school graduate or higher	617,960	66.7%	698,627	74.0%	764,186	81.6%	146,226	23.7%
Graduated from college with a bachelor's degree or higher	145,576	15.7%	189,818	20.1%	235,413	25.1%	89,837	61.7%

NA = Not Available

* Includes equivalency

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1980; 1990, STF 3A (P057); 2000, SF3 (DP-2).



Appendix 2-AA. Educational Attainment, Persons Age 25 Years or Over, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Area	High School Graduate or Higher		Graduated from College with Bachelor's Degree or Higher	
	Number	Percent	Number	Percent
Parma Heights	13,222	82.7%	2,955	18.5%
Brook Park	12,019	80.8%	1,450	9.7%
Middleburg Heights	9,929	85.5%	2,788	24.0%
North Royalton	17,151	88.1%	5,716	29.4%
Parma	50,540	83.4%	10,784	17.8%
Seven Hills	7,811	85.0%	2,029	22.1%
Strongsville	27,650	93.0%	10,998	37.0%
Cuyahoga County	764,186	81.6%	235,413	25.1%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (DP-2).

Appendix 2-AB. Parma City School District, Existing and Projected School Enrollments, 1992/1993 through 2002/2003 and 2003/2004 through 2004/2005

School Year	School Enrollment	Change	
		Number	Percent
Existing School Enrollments			
1992/1993	13,165		
1993/1994	13,267	102	0.8%
1994/1995	13,279	12	0.1%
1995/1996	13,131	-148	-1.1%
1996/1997	13,200	69	0.5%
1997/1998	13,328	128	1.0%
1998/1999	13,207	-121	-0.9%
1999/2000	13,347	140	1.1%
2000/2001	13,248	-99	-0.7%
2001/2002	13,477	229	1.7%
2002/2003	13,174	-303	-2.2%
Change 1992/1993 to 2002/2003		9	0.1%
Projected School Enrollments			
2003/2004	13,602		
2004/2005	13,577	-25	-0.2%
Change 1992/1993 to 2004/2005		412	3.1%

Source: Ohio Department of Education, Fall Enrollment Figures (Head Counts) for the first full week of October, Parma City School District, 1992/1993 through 2002/2003 and Parma City School District, 1999-2000 Annual Report.



Appendix 2-AC. Enrollment By Year, by Grade, Parma City School District, 1992/1993 through 2002/2003

Grade	1992/1993		1993/1994		1994/1995		1995/1996		1996/1997		1997/1998	
	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent of Total
Preschool	172	1.3%	185	1.4%	218	1.6%	209	1.6%	246	1.9%	257	1.9%
Kindergarten	912	6.9%	976	7.4%	889	6.7%	917	7.0%	900	6.8%	892	6.7%
1st Grade	1,055	8.0%	1,073	8.1%	980	7.4%	1,070	8.1%	1,088	8.2%	1,100	8.3%
2nd Grade	880	6.7%	925	7.0%	929	7.0%	953	7.3%	930	7.0%	973	7.3%
3rd Grade	907	6.9%	908	6.8%	903	6.8%	907	6.9%	955	7.2%	944	7.1%
4th Grade	992	7.5%	927	7.0%	926	7.0%	928	7.1%	937	7.1%	973	7.3%
5th Grade	964	7.3%	977	7.4%	928	7.0%	926	7.1%	932	7.1%	951	7.1%
6th Grade	1,004	7.6%	973	7.3%	986	7.4%	910	6.9%	938	7.1%	945	7.1%
7th Grade	966	7.3%	1,022	7.7%	996	7.5%	1,012	7.7%	971	7.4%	995	7.5%
8th Grade	954	7.2%	967	7.3%	1,039	7.8%	981	7.5%	993	7.5%	971	7.3%
9th Grade	1,256	9.5%	1,211	9.1%	1,288	9.7%	1,295	9.9%	1,232	9.3%	1,227	9.2%
10th Grade	1,090	8.3%	1,157	8.7%	1,025	7.7%	1,010	7.7%	1,169	8.9%	1,056	7.9%
11th Grade	1,016	7.7%	1,012	7.6%	1,056	8.0%	960	7.3%	992	7.5%	1,073	8.1%
12th Grade	997	7.6%	954	7.2%	977	7.4%	1,052	8.0%	917	6.9%	971	7.3%
Ungraded	0	0.0%	0	0.0%	139	1.0%	1	0.0%	0	0.0%	0	0.0%
Total Students	13,165	100.0%	13,267	100.0%	13,279	100.0%	13,131	100.0%	13,200	100.0%	13,328	100.0%
Grade	1998/1999		1999/2000		2000/2001		2001/2002		2002/2003		Change 1992/1993 to 2002/2003	
	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent of Total	Number of Students	Percent Change
Preschool	163	1.2%	206	1.5%	171	1.3%	156	1.2%	21	0.2%	-151	-87.8%
Kindergarten	852	6.5%	883	6.6%	783	5.9%	880	6.5%	769	5.8%	-143	-15.7%
1st Grade	1,081	8.2%	901	6.8%	916	6.9%	856	6.4%	930	7.1%	-125	-11.8%
2nd Grade	969	7.3%	948	7.1%	884	6.7%	931	6.9%	841	6.4%	-39	-4.4%
3rd Grade	983	7.4%	1,018	7.6%	955	7.2%	912	6.8%	938	7.1%	31	3.4%
4th Grade	963	7.3%	1,015	7.6%	1,061	8.0%	973	7.2%	915	6.9%	-77	-7.8%
5th Grade	980	7.4%	959	7.2%	1,030	7.8%	1,086	8.1%	999	7.6%	35	3.6%
6th Grade	954	7.2%	1,021	7.6%	984	7.4%	1,067	7.9%	1,100	8.3%	96	9.6%
7th Grade	1,019	7.7%	1,026	7.7%	1,073	8.1%	1,041	7.7%	1,129	8.6%	163	16.9%
8th Grade	967	7.3%	1,009	7.6%	1,056	8.0%	1,109	8.2%	1,061	8.1%	107	11.2%
9th Grade	1,244	9.4%	1,226	9.2%	1,268	9.6%	1,443	10.7%	1,413	10.7%	157	12.5%
10th Grade	1,087	8.2%	1,105	8.3%	1,065	8.0%	1,020	7.6%	1,140	8.7%	50	4.6%
11th Grade	937	7.1%	973	7.3%	992	7.5%	975	7.2%	912	6.9%	-104	-10.2%
12th Grade	1,008	7.6%	923	6.9%	901	6.8%	946	7.0%	948	7.2%	-49	-4.9%
Ungraded	0	0.0%	134	1.0%	109	0.8%	82	0.6%	58	0.4%	Not Available	
Total Students	13,207	100.0%	13,347	100.0%	13,248	100.0%	13,477	100.0%	13,174	100.0%	9	0.1%

Source: Ohio Department of Education, Fall Enrollment Figures (Head Counts) for the first full week of October, Parma City School District, 1992/1993 through 2002/2003.



Appendix 2-AD. Performance Standards, Parma Heights and Surrounding School Districts, 2001/2002

Performance Standards	Minimum State Performance Standards	Parma City School District (Parma, Parma Heights, and Seven Hills)	Berea City School District (Brook Park, Berea, and Middleburg Heights)	North Royalton City School District	Strongsville City School District
Grade 4 Proficiency Tests					
Citizenship	75%	76.6%	80.9%	88.4%	86.5%
Mathematics	75%	64.9%	82.2%	84.3%	78.1%
Reading	75%	73.0%	80.0%	81.3%	78.5%
Writing	75%	90.2%	89.7%	88.6%	91.4%
Science	75%	71.3%	80.1%	84.8%	81.5%
Grade 6 Proficiency Tests					
Citizenship	75%	87.0%	81.7%	89.9%	92.6%
Mathematics	75%	73.0%	69.8%	82.1%	86.9%
Reading	75%	70.9%	68.5%	75.1%	78.5%
Writing	75%	92.7%	92.3%	95.5%	96.3%
Science	75%	68.8%	64.6%	75.9%	77.0%
Grade 9 Proficiency Tests (taken by 9th grade students)					
Citizenship	75%	90.4%	90.3%	93.4%	92.4%
Mathematics	75%	77.9%	81.6%	89.1%	86.2%
Reading	75%	96.1%	93.3%	96.2%	97.0%
Writing	75%	94.1%	94.1%	94.4%	97.7%
Science	75%	84.3%	82.6%	89.6%	88.3%
Grade 9 Proficiency Tests (taken by 10th grade students)					
Citizenship	85%	96.6%	94.9%	98.4%	97.6%
Mathematics	85%	91.1%	90.6%	94.0%	93.4%
Reading	85%	98.9%	97.8%	98.6%	99.0%
Writing	85%	99.3%	97.4%	98.4%	98.6%
Science	85%	95.1%	90.8%	97.0%	95.8%
Student Attendance Rate	93%	94.2%	95.0%	95.6%	95.6%
Graduation Rate	90%	77.6%	88.9%	93.2%	95.1%
Total Standards Met (22 Maximum)					
2001/2002		15	18	22	22
2000/2001*		13	17	22	22
Percent change of students passing all tests, 2000/2001 to 2001/2002		3.9%	-0.1%	-0.1%	0.5%

* School districts did not administer the 12th-grade proficiency test in 2001/2002. Therefore, the top score for the 2001/2002 report card is 22, compared with a top score of 27 in 2000/2001. The 2000/2001 ratings have been adjusted to give a maximum score of 22.

Note: Proficiency scores that exceed the minimum state performance standard are indicated in bold.

Source: Ohio Department of Education, January, 2003.



Appendix 2-AE. Selected School District and Individual School Characteristics, Parma City School District, Surrounding School Districts, and State of Ohio Average

School District	Student Attendance Rate (%)**	Average Number of Students Per Teacher**	Students in the Same District Less Than Half the Year (%)*	District Graduation Rate (%)**	Graduates with State Honors Diploma (%)*
Parma City School District (Parma, Parma Heights, and Seven Hills)	94.2%	19.5	5.1%	77.4%	20.3%
<i>Parma City School District Schools Utilized by Students Living in Parma Heights:</i>					
Parma Park Elementary School*	95.6%	16.7	Not Available	Not Available	Not Available
Pearl Road Elementary School*	95.9%	16.5	Not Available	Not Available	Not Available
Greenbriar Junior High School*	94.4%	15.0	Not Available	Not Available	Not Available
Valley Forge High School*	91.3%	16.9	Not Available	Not Available	Not Available
Berea City School District (Brook Park, Berea, and Middleburg Heights)	94.7%	18.2	4.1%	87.8%	22.5%
North Royalton City School District	95.4%	19.6	3.9%	91.1%	18.0%
Strongsville City School District	96.3%	19.4	3.1%	94.9%	25.4%
State of Ohio Average	93.9%	18.0	9.5%	81.2%	17.8%

* 2000/2001 data.

** 2001/2002 data.

Source: Ohio Department of Education, 2002 School District Report Card and iLRC (Interactive Local Report Card, 2000-2001 school year).

Appendix 2-AF. Expenditures Per Pupil, Parma City School District, Surrounding School Districts, and State of Ohio Average, 2001/2002

School District	Instruction		Building Operations		Administration		Pupil Support		Staff Support		Total Expenditures Per Pupil
	\$ Amount	Percent	\$ Amount	Percent	\$ Amount	Percent	\$ Amount	Percent	\$ Amount	Percent	
Parma City School District (Parma, Parma Heights, and Seven Hills)	\$4,498	56.0%	\$1,538	19.2%	\$911	11.4%	\$1,008	12.6%	\$71	0.9%	\$8,026
Berea City School District (Brook Park, Berea, and Middleburg Heights)	\$4,584	52.0%	\$1,787	20.3%	\$887	10.1%	\$1,279	14.5%	\$282	3.2%	\$8,819
North Royalton City School District	\$4,099	53.4%	\$1,537	20.0%	\$840	10.9%	\$1,113	14.5%	\$85	1.1%	\$7,674
Strongsville City School District	\$5,099	61.3%	\$1,225	14.7%	\$1,082	13.0%	\$852	10.2%	\$57	0.7%	\$8,315
State of Ohio Average	\$4,221	55.5%	\$1,488	19.6%	\$877	11.5%	\$838	11.0%	\$177	2.3%	\$7,601

Source: Ohio Department of Education, 2002 School District Report Card.

Appendix 2-AG. Revenue Sources Per Pupil, Parma City School District, Surrounding School Districts, and State of Ohio Average, 2001/2002

School District	Local Funds		State Funds		Federal Funds		Total Revenue Per Pupil
	\$ Amount	Percent	\$ Amount	Percent	\$ Amount	Percent	
Parma City School District (Parma, Parma Heights, and Seven Hills)	\$5,565	70.7%	\$2,062	26.2%	\$247	3.1%	\$7,874
Berea City School District (Brook Park, Berea, and Middleburg Heights)	\$6,547	78.2%	\$1,630	19.5%	\$194	2.3%	\$8,371
North Royalton City School District	\$4,962	71.9%	\$1,835	26.6%	\$109	1.6%	\$6,906
Strongsville City School District	\$5,705	74.2%	\$1,857	24.1%	\$128	1.7%	\$7,690
State of Ohio Average	\$3,787	49.8%	\$3,351	44.0%	\$473	6.2%	\$7,611

Source: Ohio Department of Education, 2002 School District Report Card.



Appendix 2-AH. Household and Family Income, by Income Category, Parma Heights and Cuyahoga County, 1989 and 1999

Income Category	Parma Heights											
	1989						1999					
	Households, by Income Category				Families, by Income Category		Households, by Income Category				Families, by Income Category	
	All Households		Elderly Households		Income Category		All Households		Elderly Households		Income Category	
Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Less than \$10,000	1,195	12.8%	869	23.4%	166	2.8%	688	7.0%	362	10.0%	156	2.7%
\$10,000 to \$14,999	809	8.6%	638	17.2%	285	4.8%	788	8.0%	603	16.6%	168	2.9%
\$15,000 to \$24,999	1,912	20.4%	1,004	27.1%	1,001	16.7%	1,499	15.2%	915	25.2%	646	11.0%
\$25,000 to \$34,999	1,577	16.8%	469	12.6%	1,066	17.8%	1,577	16.0%	698	19.2%	867	14.8%
\$35,000 to \$49,999	1,973	21.1%	391	10.5%	1,674	28.0%	1,796	18.3%	496	13.7%	1,187	20.2%
\$50,000 to \$74,999	1,484	15.8%	248	6.7%	1,410	23.5%	2,058	20.9%	315	8.7%	1,613	27.5%
\$75,000 to \$99,999	292	3.1%	46	1.2%	263	4.4%	861	8.8%	116	3.2%	750	12.8%
\$100,000 and over	124	1.3%	44	1.2%	124	2.1%	566	5.8%	124	3.4%	486	8.3%
Total	9,366	100.0%	3,709	100.0%	5,989	100.0%	9,833	100.0%	3,629	100.0%	5,873	100.0%
Income Category	Cuyahoga County											
	1989						1999					
	Households, by Income Category				Families, by Income Category		Households, by Income Category				Families, by Income Category	
	All Households		Elderly Households		Income Category		All Households		Elderly Households		Income Category	
Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Less than \$10,000	101,529	18.0%	41,137	27.9%	41,191	11.0%	64,451	11.3%	20,896	14.5%	25,261	7.1%
\$10,000 to \$14,999	49,019	8.7%	23,548	16.0%	23,076	6.2%	39,196	6.9%	18,808	13.1%	15,018	4.2%
\$15,000 to \$24,999	97,945	17.4%	31,966	21.7%	56,814	15.2%	78,131	13.7%	31,035	21.6%	38,075	10.7%
\$25,000 to \$34,999	88,195	15.7%	19,951	13.5%	60,674	16.3%	75,373	13.2%	21,212	14.8%	41,222	11.6%
\$35,000 to \$49,999	99,533	17.7%	15,353	10.4%	79,159	21.2%	93,064	16.3%	20,665	14.4%	60,077	16.9%
\$50,000 to \$74,999	79,391	14.1%	9,435	6.4%	69,502	18.6%	105,138	18.4%	16,015	11.1%	78,607	22.1%
\$75,000 to \$99,999	25,158	4.5%	2,804	1.9%	22,458	6.0%	54,848	9.6%	6,760	4.7%	45,341	12.7%
\$100,000 and over	22,533	4.0%	3,083	2.1%	20,309	5.4%	61,405	10.7%	8,400	5.8%	52,620	14.8%
Total	563,303	100.0%	147,277	100.0%	373,183	100.0%	571,606	100.0%	143,791	100.0%	356,221	100.0%
Income Category	Parma Heights						Cuyahoga County					
	Change 1989-1999						Change 1989-1999					
	Households, by Income Category				Families, by Income Category		Households, by Income Category				Families, by Income Category	
	All Households		Elderly Households		Income Category		All Households		Elderly Households		Income Category	
Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Less than \$10,000	-507	-42.4%	-507	-58.3%	-10	-6.0%						
\$10,000 to \$14,999	-21	-2.6%	-35	-5.5%	-117	-41.1%						
\$15,000 to \$24,999	-413	-21.6%	-89	-8.9%	-355	-35.5%						
\$25,000 to \$34,999	0	0.0%	229	48.8%	-199	-18.7%						
\$35,000 to \$49,999	-177	-9.0%	105	26.9%	-487	-29.1%						
\$50,000 to \$74,999	574	38.7%	67	27.0%	203	14.4%						
\$75,000 to \$99,999	569	194.9%	70	152.2%	487	185.2%						
\$100,000 and over	442	356.5%	80	181.8%	362	291.9%						
Total	467	5.0%	-80	-2.2%	-116	-1.9%						

Number of households in Parma Heights: 9,366 households in 1990 and 9,833 households in 2000; Cuyahoga County: 563,303 households in 1990 and 571,606 households in 2000.

Number of elderly households (with householder age 65 or over) in Parma Heights: 3,709 elderly households in 1990 and 3,629 elderly households in 2000; Cuyahoga County: 147,277 elderly households in 1990 and 143,791 elderly households in 2000.

Number of family households in Parma Heights: 5,989 family households in 1990 and 5,873 family households in 2000; Cuyahoga County: 373,183 family households in 1990 and 356,221 family households in 2000.

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 1990, STF 3A (P080, P086, and P107); and 2000, SF3 (P52, P55, and DP3).



Appendix 2-AI. Poverty Status, by Household Type, Parma Heights, Surrounding Communities, and Cuyahoga County, 1999

Household Type	Parma Heights		Brook Park		Middleburg Heights		North Royalton	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Individuals								
Individuals in poverty	1,620	7.6%	982	4.6%	443	3.0%	662	2.3%
18 years and over in poverty	1,177	6.8%	616	3.8%	385	3.1%	539	2.5%
65 years and over in poverty	369	7.0%	132	3.7%	79	2.6%	118	3.5%
Related children under 18 years in poverty	438	10.7%	350	7.3%	58	2.2%	102	1.5%
Related children 5 to 17 years in poverty	311	10.6%	302	8.0%	26	1.2%	90	1.7%
Unrelated individuals 15 years and over in poverty	597	12.8%	311	11.2%	224	7.6%	417	9.4%
Families								
Families in poverty	317	5.4%	208	3.5%	84	2.0%	93	1.2%
With related children under 18 years in poverty	217	9.3%	171	6.6%	24	1.5%	50	1.4%
With related children under 5 years in poverty	111	11.2%	50	5.4%	14	3.4%	13	1.1%
Families with Female Householder, No Husband Present								
Families with female householder, no husband present, in poverty	91	9.3%	121	14.2%	24	4.2%	50	6.3%
With related children under 18 years in poverty	59	13.7%	110	22.3%	18	6.5%	44	11.9%
With related children under 5 years in poverty	27	22.1%	35	26.1%	8	11.4%	13	15.5%
Household Type	Parma		Seven Hills		Strongsville		Cuyahoga County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Individuals								
Individuals in poverty	4,157	4.9%	314	2.6%	947	2.2%	179,372	13.1%
18 years and over in poverty	2,877	4.4%	226	2.3%	740	2.3%	112,058	10.9%
65 years and over in poverty	627	4.0%	70	2.2%	177	3.7%	19,082	9.3%
Related children under 18 years in poverty	1,236	6.6%	88	4.0%	189	1.7%	66,080	19.4%
Related children 5 to 17 years in poverty	882	6.4%	82	4.7%	133	1.5%	45,979	18.3%
Unrelated individuals 15 years and over in poverty	1,572	10.9%	94	7.7%	458	9.7%	55,374	20.2%
Families								
Families in poverty	770	3.3%	76	2.0%	165	1.3%	24,068	27.4%
With related children under 18 years in poverty	599	5.8%	45	3.7%	99	1.7%	21,497	36.4%
With related children under 5 years in poverty	267	6.4%	8	2.0%	52	2.6%	11,141	49.8%
Families with Female Householder, No Husband Present								
Families with female householder, no husband present, in poverty	327	9.9%	25	6.7%	73	6.8%	36,535	10.3%
With related children under 18 years in poverty	309	18.1%	25	18.9%	60	10.0%	29,337	16.2%
With related children under 5 years in poverty	128	28.3%	-	-	25	20.3%	15,073	21.1%

- Represents zero or rounds to zero.

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (DP-3).



Appendix 2-AJ. Source of Household Income, Parma Heights, Surrounding Communities, and Cuyahoga County, 1999

Area	Wage and Salary Income		Self-Employment Income		Interest, Dividends, or Net Rental Income		Social Security Income	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	6,856	69.7%	611	6.2%	4,337	44.1%	3,905	39.7%
Brook Park	6,320	77.3%	504	6.2%	3,592	43.9%	2,772	33.9%
Middleburg Heights	5,071	75.8%	574	8.6%	3,395	50.7%	2,276	34.0%
North Royalton	9,421	83.6%	1,263	11.2%	5,863	52.0%	2,496	22.2%
Parma	25,897	73.6%	2,321	6.6%	16,437	46.7%	12,204	34.7%
Seven Hills	3,340	69.8%	438	9.2%	2,801	58.5%	2,215	46.3%
Strongsville	13,665	84.3%	1,923	11.9%	8,914	55.0%	3,714	22.9%
Cuyahoga County	426,887	74.7%	46,724	8.2%	212,894	37.2%	161,939	28.3%

Area	Supplemental Social Security Income		Public Assistance Income		Retirement Income		Other Types of Income	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	193	2.0%	173	1.8%	2,453	24.9%	1,124	11.4%
Brook Park	294	3.6%	132	1.6%	2,025	24.8%	1,090	13.3%
Middleburg Heights	222	3.3%	66	1.0%	1,608	24.0%	779	11.6%
North Royalton	245	2.2%	104	0.9%	1,860	16.5%	991	8.8%
Parma	779	2.2%	461	1.3%	8,362	23.8%	4,058	11.5%
Seven Hills	112	2.3%	53	1.1%	1,492	31.2%	494	10.3%
Strongsville	229	1.4%	139	0.9%	2,934	18.1%	1,784	11.0%
Cuyahoga County	27,722	4.8%	30,050	5.3%	104,655	18.3%	67,305	11.8%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (P59-P66).

Appendix 2-AK. Employment Status, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Area	Persons Age 16 Years and Over	Civilian Labor Force												Not in Labor Force	
		Persons in Labor Force		Persons in Armed Forces	Total Persons in Civilian Labor Force	Employed						Unemployed		Number	Percent of Persons Age 16 Years and Over
		Number	Percent of Persons Age 16 Years and Over			Total		Male		Female		Number	Percent of Persons in Civilian Labor Force		
						Number	Percent of Persons Age 16 Years and Over	Number	Percent of Employed Civilian Labor Force	Number	Percent of Employed Civilian Labor Force				
Parma Heights	18,041	10,317	57.2%	-	10,317	9,899	54.9%	5,245	53.0%	4,654	47.0%	418	4.1%	7,724	42.8%
Brook Park	17,028	10,817	63.5%	30	10,787	10,379	61.0%	5,441	52.4%	4,938	47.6%	408	3.8%	6,211	36.5%
Middleburg Heights	13,163	8,006	60.8%	-	8,006	7,631	58.0%	3,992	52.3%	3,639	47.7%	375	4.7%	5,157	39.2%
North Royalton	22,516	16,392	72.8%	12	16,380	15,783	70.1%	8,357	52.9%	7,426	47.1%	597	3.6%	6,124	27.2%
Parma	68,768	43,208	62.8%	91	43,117	41,447	60.3%	22,003	53.1%	19,444	46.9%	1,670	3.9%	25,560	37.2%
Seven Hills	10,135	5,923	58.4%	6	5,917	5,748	56.7%	3,068	53.4%	2,680	46.6%	169	2.9%	4,212	41.6%
Strongsville	33,642	24,072	71.6%	45	24,027	23,309	69.3%	12,594	54.0%	10,715	46.0%	718	3.0%	9,570	28.4%
Cuyahoga County	1,083,541	676,874	62.5%	677	676,197	634,419	58.8%	323,102	50.9%	311,317	49.1%	41,778	6.2%	406,667	37.5%

- Represents zero or rounds to zero.

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (DP-3).



Appendix 2-AL. Occupations of Employed Persons, 16 and Over, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Area	Managerial, Professional, and Related Occupations		Service Occupations		Sales and Office Occupations		Farming, Fishing, and Forestry Occupations		Construction, Extraction, and Maintenance Occupations		Production, Transportation, and Material Moving Occupations	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Parma Heights	3,028	30.6%	1,207	12.2%	3,468	35.0%	-	0.0%	782	7.9%	1,414	14.3%
Brook Park	2,279	22.0%	1,660	16.0%	3,125	30.1%	10	0.1%	1,168	11.3%	2,137	20.6%
Middleburg Heights	2,670	35.0%	1,126	14.8%	2,474	32.4%	-	0.0%	573	7.5%	788	10.3%
North Royalton	5,850	37.1%	1,835	11.6%	4,752	30.1%	28	0.2%	1,320	8.4%	1,998	12.7%
Parma	12,422	30.0%	5,865	14.2%	13,215	31.9%	14	-	3,578	8.6%	6,353	15.3%
Seven Hills	2,222	38.7%	643	11.2%	1,679	29.2%	5	0.1%	463	8.1%	736	12.8%
Strongsville	9,845	42.2%	2,346	10.1%	7,183	30.8%	26	0.1%	1,475	6.3%	2,434	10.4%
Cuyahoga County	220,939	34.8%	94,542	14.9%	181,884	28.7%	606	0.1%	42,211	6.7%	94,237	14.9%

- Represents zero or rounds to zero.

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (DP-3).

Appendix 2-AM. Place of Employment for Workers Age 16 Years and Over, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Place of Employment	Parma Heights		Brook Park		Middleburg Heights		North Royalton	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Worked in Cuyahoga County	9,043	93.8%	9,465	92.9%	6,968	92.2%	13,836	88.7%
Worked in Place of Residence	907	9.4%	1,451	14.2%	1,349	17.9%	2,540	16.3%
Worked in Cleveland	2,599	26.9%	2,699	26.5%	2,026	26.8%	3,424	21.9%
Worked in Community other than Cleveland or Place of Residence	5,537	57.4%	5,315	52.2%	3,593	47.6%	7,872	50.4%
Worked Outside Cuyahoga County, but Within State of Ohio	572	5.9%	658	6.5%	555	7.3%	1,654	10.6%
Worked Outside State of Ohio	29	0.3%	60	0.6%	31	0.4%	115	0.7%
Total Workers Age 16 Years and Over	9,644	100.0%	10,183	100.0%	7,554	100.0%	15,605	100.0%

Place of Employment	Parma		Seven Hills		Strongsville	
	Number	Percent	Number	Percent	Number	Percent
Worked in Cuyahoga County	37,828	92.6%	5,123	91.0%	20,419	88.4%
Worked in Place of Residence	7,891	19.3%	437	7.8%	5,596	24.2%
Worked in Cleveland	11,589	28.4%	1,622	28.8%	5,479	23.7%
Worked in Community other than Cleveland or Place of Residence	18,348	44.9%	3,064	54.4%	9,344	40.5%
Worked Outside Cuyahoga County, but Within State of Ohio	2,957	7.2%	493	8.8%	2,462	10.7%
Worked Outside State of Ohio	86	0.2%	13	0.2%	214	0.9%
Total Workers Age 16 Years and Over	40,871	100.0%	5,629	100.0%	23,095	100.0%

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (P26, P27, P28).



Appendix 2-AN. Commuting to Work, Parma Heights, Surrounding Communities, and Cuyahoga County, 2000

Method of Commute	Parma Heights		Brook Park		Middleburg Heights		North Royalton	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Workers, Age 16 and Over	9,644		10,183		7,554		15,605	
Car, Truck, Van - drove alone	8,203	85.1%	8,806	86.5%	6,489	85.9%	13,509	86.6%
Car, Truck, Van - carpoled	771	8.0%	776	7.6%	579	7.7%	969	6.2%
Public Transportation (including taxies)	337	3.5%	259	2.5%	112	1.5%	272	1.7%
Walked	112	1.2%	94	0.9%	105	1.4%	160	1.0%
Other means of transportation	50	0.5%	112	1.1%	49	0.6%	86	0.6%
Worked at home	171	1.8%	136	1.3%	220	2.9%	609	3.9%
Mean travel time to work (minutes)	24.0		21.9		22.7		27.7	
Method of Commute	Parma		Seven Hills		Strongsville		Cuyahoga County	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Workers, Age 16 and Over	40,871		5,629		23,095		622,876	
Car, Truck, Van - drove alone	35,346	86.5%	4,990	88.6%	19,884	86.1%	490,729	78.8%
Car, Truck, Van - carpoled	2,789	6.8%	327	5.8%	1,648	7.1%	56,570	9.1%
Public Transportation (including taxies)	1,287	3.1%	112	2.0%	502	2.2%	38,910	6.2%
Walked	575	1.4%	6	0.1%	171	0.7%	15,661	2.5%
Other means of transportation	228	0.6%	33	0.6%	113	0.5%	4,752	0.8%
Worked at home	646	1.6%	161	2.9%	777	3.4%	16,254	2.6%
Mean travel time to work (minutes)	24.4		23.3		26.6		24.4	

Source: Census of Population, U.S. Department of Commerce, Bureau of the Census, 2000, SF3 (DP-3).



Appendix 2-AO. Estimated Size of Business Establishments, Payrolls, and Retail Sales, Parma Heights, 1999

Census Tract	Block Group	Total Employees 1999	Total Payroll 1999	Total Retail Sales, 1999	Average Retail Sales per Retail Establishment, 1999
1781.01		1,451	\$35,507,983	\$65,184,195	\$1,282,692
1781.01	4	1,375	\$33,164,450	\$64,332,558	\$518,122
1781.01	5	50	\$1,832,494	\$0	\$85,004
1781.01	6	26	\$511,039	\$851,637	\$679,566
1781.02		201	\$4,595,716	\$4,056,658	\$224,296
1781.02	1	13	\$287,072	\$561,480	\$42,084
1781.02	2	3	\$98,203	\$147,116	\$29,245
1781.02	3	185	\$4,210,441	\$3,348,062	\$152,967
1782.01		771	\$18,755,823	\$6,623,775	\$525,742
1782.01	1	489	\$12,297,100	\$264,588	\$113,681
1782.01	2	8	\$234,194	\$253,447	\$310,186
1782.01	3	274	\$6,224,529	\$6,105,740	\$101,875
1782.04		281	\$6,818,047	\$3,482,545	\$653,170
1782.04	1	127	\$2,668,730	\$3,384,962	\$230,549
1782.04	2	154	\$4,149,317	\$97,583	\$422,621
1782.05		1,398	\$24,117,751	\$39,168,005	\$646,836
1782.05	4	421	\$9,435,700	\$11,635,969	\$563,700
1782.05	5	977	\$14,682,051	\$27,532,036	\$83,136
1782.06		8,951	\$282,705,251	\$186,684,585	\$1,345,155
1782.06	3	11	\$322,580	\$0	\$0
1782.06	6	6,558	\$223,800,440	\$116,954,546	\$702,334
1782.06	7	4	\$104,680	\$317,756	\$49,952
1782.06	8	2,378	\$58,477,551	\$69,412,283	\$592,869
Parma Heights		13,053	\$372,500,571	\$305,199,763	\$4,677,891

Census Tract	Block Group	Total Establishments, 1999	Establishments: 1-49 Employees, 1999		Establishments: 50-99 Employees, 1999		Establishments: 100-499 Employees, 1999		Establishments: 500-999 Employees, 1999		Establishments: 1,000+ Employees, 1999	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1781.01		160	151	94.4%	8	5.0%	1	0.6%	0	0.0%	0	0.0%
1781.01	4	136	127		8		1		0		0	
1781.01	5	13	13		0		0		0		0	
1781.01	6	11	11		0		0		0		0	
1781.02		46	45	97.8%	1	2.2%	0	0.0%	0	0.0%	0	0.0%
1781.02	1	11	11		0		0		0		0	
1781.02	2	3	3		0		0		0		0	
1781.02	3	32	31		1		0		0		0	
1782.01		89	85	95.5%	3	3.4%	1	1.1%	0	0.0%	0	0.0%
1782.01	1	25	22		2		1		0		0	
1782.01	2	5	5		0		0		0		0	
1782.01	3	59	58		1		0		0		0	
1782.04		36	35	97.2%	0	0.0%	1	2.8%	0	0.0%	0	0.0%
1782.04	1	26	26		0		0		0		0	
1782.04	2	10	9		0		1		0		0	
1782.05		107	100	93.5%	5	4.7%	1	0.9%	1	0.9%	0	0.0%
1782.05	4	44	41		2		1		0		0	
1782.05	5	63	59		3		0		1		0	
1782.06		378	338	89.4%	29	7.7%	10	2.6%	0	0.0%	1	0.3%
1782.06	3	6	6		0		0		0		0	
1782.06	6	201	176		18		6		0		1	
1782.06	7	4	4		0		0		0		0	
1782.06	8	167	152		11		4		0		0	
Parma Heights		816	754	92.4%	46	5.6%	14	1.7%	1	0.1%	1	0.1%

Note: Average wage citywide was \$28,538

Source: JDT data, 1999 estimates.



Appendix 2-AP. Municipal Income Tax Collections, Parma Heights and Surrounding Communities, 1998 to 2000

Area	Income Taxes Rates			Income Tax Collections, by Calendar Year			Change 1998-2000	
	Tax Rate	Tax Credit	Credit Limit	1998	1999	2000	\$ Amount	Percent
Parma Heights*	2.00%	50%	2.00%	\$5,520,373	\$5,858,183	\$5,998,711	\$478,338	8.7%
Brook Park*	2.00%	100%	2.00%	\$16,062,620	\$18,078,653	\$19,657,975	\$3,595,355	22.4%
Middleburg Heights**	1.75%	100%	1.75%	\$10,490,945	\$12,141,193	\$12,840,637	\$2,349,692	22.4%
North Royalton**	1.00%	25%	1.00%	\$5,935,785	\$6,444,051	\$7,280,413	\$1,344,628	22.7%
Parma*	2.00%	100%	1.00%	\$21,046,821	\$22,053,918	\$22,779,663	\$1,732,842	8.2%
Seven Hills**	2.00%	100%	1.10%	\$3,829,752	\$4,143,077	\$4,551,644	\$721,892	18.8%
Strongsville**	2.00%	100%	2.00%	\$15,146,052	\$16,390,945	\$17,528,677	\$2,382,625	15.7%

* Community collects its own income taxes.

** Regional Income Tax Agency (RITA) collects income taxes for the community.

Source: Ohio Department of Taxation, Tax Data Series, Table LG-11, 1998 (December 21, 1999), 1999 (November 13, 2000), and 2000 (January 22, 2002); The Greater Cleveland Growth Association, Cuyahoga County Municipal Tax Rates, 2002.

Appendix 2-AQ. Effective Real Estate Tax Rates, Parma Heights and Surrounding Communities, 2002 (Collected in 2003)

Area	Residential and Agricultural			Commercial and Industrial		
	Effective Tax Rate	Tax as a Percentage of Market Value	Annual Estimated Taxes on a \$100,000 Property*	Effective Tax Rate	Tax as a Percentage of Market Value	Annual Estimated Taxes on a \$100,000 Property*
Parma Heights	63.02	1.93%	\$1,930	65.28	2.06%	\$2,060
Brook Park	58.16	1.78%	\$1,780	64.78	2.04%	\$2,040
Middleburg Heights	58.13	1.78%	\$1,780	64.96	2.05%	\$2,050
North Royalton	61.73	1.89%	\$1,890	62.62	1.97%	\$1,970
Parma	58.38	1.79%	\$1,790	60.77	1.91%	\$1,910
Seven Hills	60.21	1.84%	\$1,840	62.57	1.97%	\$1,970
Strongsville	58.18	1.78%	\$1,780	64.90	2.04%	\$2,040

* Does not include any special assessments or homestead exemption reductions.

Source: Cuyahoga County Treasurer's Office, 2002.

Appendix 2-AR. Distribution of Property Tax Dollars, Parma Heights and Surrounding Communities, 2002 (Collected in 2003)

Area	Residential and Agricultural				Commercial and Industrial			
	Schools	City	Cuyahoga County	Library and Metroparks	Schools	City	Cuyahoga County	Library and Metroparks
Parma Heights	60.02%	16.19%	19.77%	4.02%	60.75%	15.62%	19.73%	3.89%
Brook Park	66.07%	8.15%	21.42%	4.35%	68.94%	7.26%	19.88%	3.92%
Middleburg Heights	66.11%	8.10%	21.44%	4.35%	68.75%	7.50%	19.83%	3.92%
North Royalton	65.44%	10.27%	20.18%	4.10%	64.52%	10.84%	20.57%	4.07%
Parma	64.78%	9.54%	21.34%	4.34%	65.26%	9.36%	21.20%	4.18%
Seven Hills	62.81%	12.29%	20.69%	4.21%	63.39%	11.97%	20.59%	4.06%
Strongsville	65.09%	9.14%	21.42%	4.34%	66.23%	10.00%	19.85%	3.92%

Source: Cuyahoga County Treasurer's Office, 2002.



Appendix 2-AS. Real Estate and Public Utility Tangible Personal Property, Taxes Charged, Parma Heights, Surrounding Communities, and Cuyahoga County, 1999 to 2001 (Collected in 2000 to 2002)

Area	Calendar Year 1999 (2000 Collection)	Calendar Year 2000 (2001 Collection)	Calendar Year 2001 (2002 Collection)	Change 1999-2001	
				\$ Amount	Percent
Parma Heights	\$17,896,000	\$21,225,000	\$21,006,000	\$3,110,000	17.4%
Brook Park	\$23,330,000	\$24,987,000	\$23,931,000	\$601,000	2.6%
Middleburg Heights	\$24,743,000	\$26,209,000	\$26,114,000	\$1,371,000	5.5%
North Royalton	\$34,391,000	\$36,986,000	\$37,373,000	\$2,982,000	8.7%
Parma	\$73,757,000	\$87,733,000	\$87,166,000	\$13,409,000	18.2%
Seven Hills	\$14,649,000	\$17,372,000	\$17,462,000	\$2,813,000	19.2%
Strongsville	\$59,406,000	\$63,703,000	\$64,120,000	\$4,714,000	7.9%
Cuyahoga County	\$1,500,710,000	\$1,633,373,000	\$1,670,390,000	\$169,680,000	11.3%

Percentage reductions required by Section 319.301 of the Ohio Revised Code were applied to the gross taxes levied to obtain the "taxes charges" figures. In addition, the "taxes charged" figures include reimbursements provided by the State of Ohio General Revenue Fund: the 10% rollback for all real property, the 2.5% rollback for residential real property, and homestead exemptions.

Source: Ohio Department of Taxation, Tax Data Series, Table PD-27, 1999 (August 22, 2000); 2000 (January 28, 2002); 2001 (August 23, 2002). Ohio Department of Taxation, Tax Data Series, Table PD-23, 1999 (August 1, 2000), 2000 (July 31, 2001), 2001 (July 31, 2002).

Appendix 2-AT. Tangible Personal Property Taxes Levied, Parma Heights, Surrounding Communities, and Cuyahoga County, 1999 to 2001

Area	2001 Tax Rate Per \$100 Valuation	Calendar Year			Change 1999-2001	
		1999	2000	2001	\$ Amount	Percent
Parma Heights	\$8.78	\$666,101	\$580,766	\$701,558	\$35,457	5.3%
Brook Park	\$8.86	\$13,838,489	\$13,710,245	\$11,808,702	-\$2,029,787	-14.7%
Middleburg Heights	\$8.94	\$3,600,263	\$4,017,135	\$4,049,108	\$448,845	12.5%
North Royalton	\$8.65	\$1,775,825	\$1,733,416	\$2,212,407	\$436,582	24.6%
Parma	\$8.48	\$7,715,004	\$7,502,484	\$8,445,471	\$730,467	9.5%
Seven Hills	\$8.58	\$229,926	\$268,282	\$334,805	\$104,879	45.6%
Strongsville	\$10.05	\$9,900,764	\$10,558,250	\$12,072,710	\$2,171,946	21.9%
Cuyahoga County	Not Applicable	\$238,547,060	\$251,557,415	\$259,758,401	\$21,211,341	8.9%

Source: Cuyahoga County Auditor's Office, 2002. Ohio Department of Taxation, Tax Data Series, Table PD-17, 1999 (August 8, 2000); 2000 (July 17, 2001); 2001 (May 22, 2002). Ohio Department of Taxation, Tax Data Series, Table PD-15, 1999 (August 2, 2000), 2000 (July 12, 2001), 2001 (September 6, 2002).

Chapter

3

**Land Use Inventory
and Natural Resource
Issues**



INTRODUCTION

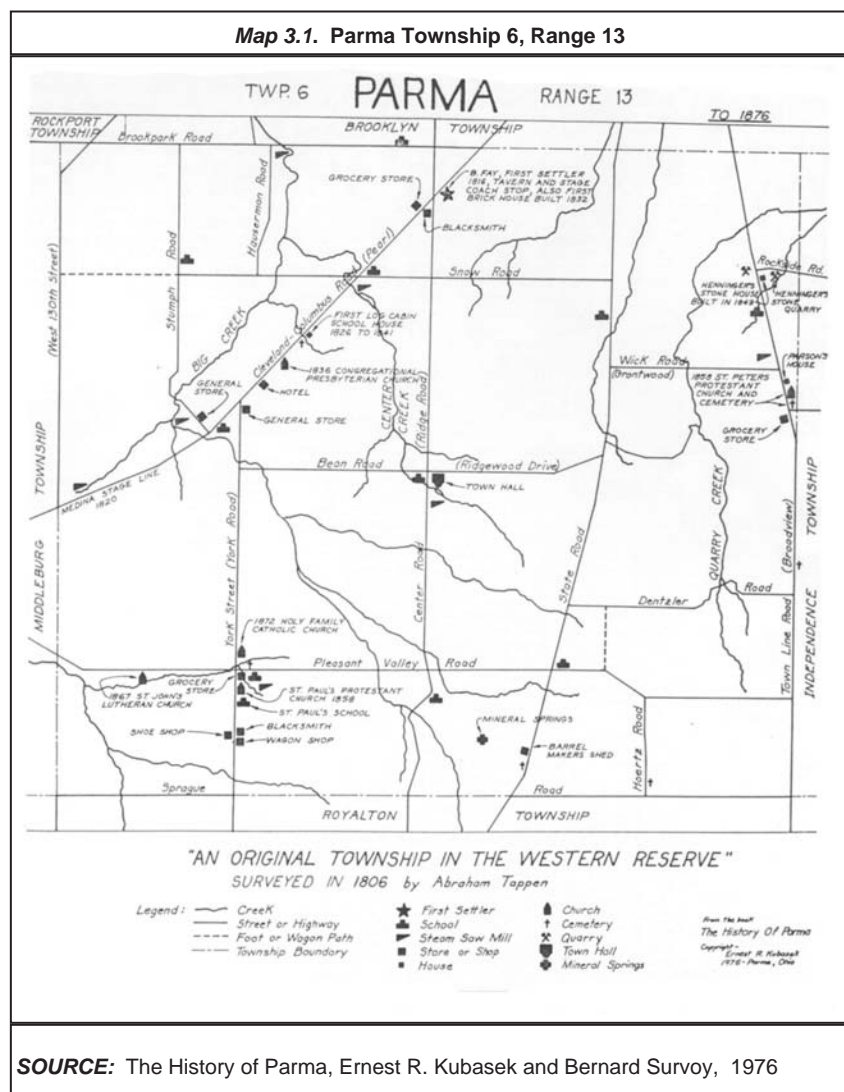
The pattern of land use that has evolved within a community strongly affects its image. This image is formed, in part, based on the types of land uses that have developed over time and how those land uses are distributed throughout the landscape.

This chapter will trace the evolution of land use patterns in Parma Heights, utilizing older atlases, maps, and other publications; examine current land use characteristics found within the city; look at building construction dates by decade; and discuss natural features and land containing environmentally sensitive areas, such as floodplains, wetlands, and steep slopes.

LAND USE EVOLUTION

Parma Heights was originally part of Parma Township and shared agricultural land uses that were similar to those found in the surrounding areas. Many of the early homes were located along Wooster Pike (now Pearl Road) or York Street (now Olde York Road). The remaining structures in the built environment were located along, or near, Wooster Pike¹ (Map 3-1). These structures encompassed the Congregational Presbyterian Church, built in 1836, a cemetery, a school, and a few commercial establishments, including a hotel, a few general stores and steam sawmills.

In 1911, the Village of Parma Heights separated from the original Parma Township. Between 1919 and 1930, the Village Council accepted the dedication of numerous streets. While lots were laid out and streets and sidewalks were installed, only a limited amount of residential development occurred over the period, thus enabling the village to retain its rural atmosphere.

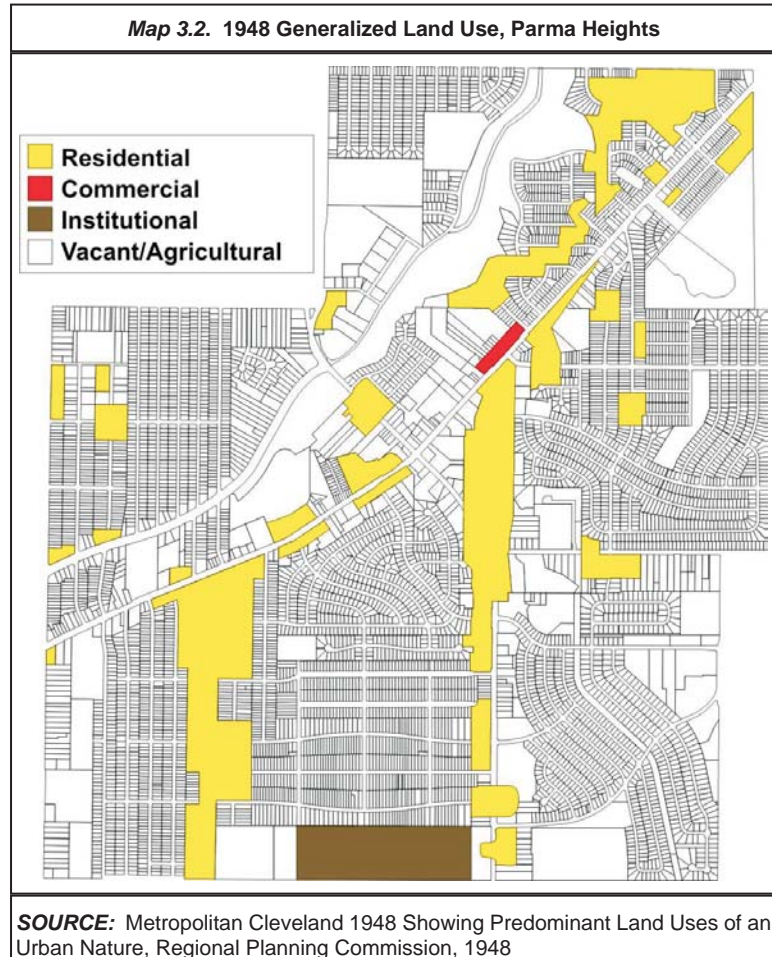


SOURCE: The History of Parma, Ernest R. Kubasek and Bernard Survey, 1976



A 1938 land use study of Cuyahoga County communities, completed as part of a larger W.P.A. project by the Regional Association of Cleveland, showed that only about 22% (578.7 acres) of the Village of Parma Heights was developed. The remaining 78% (1,994.3 acres) was vacant land or land used for agricultural purposes.²

A 1948 generalized land use map of Cuyahoga County showed that the percentage of developed land did not increase substantially from the 1938 study (*Map 3-2*).³ Aside from vacant land and agricultural uses, the predominant land use shown on the 1948 map was residential. Most of the new residential development that occurred during this time frame took place along Pearl and Olde York Roads, in the northeastern portion of the city, and in the southwestern portion of the city, around Greenleaf Avenue, Parma Park Boulevard, and Orchard Boulevard. A limited amount of residential development was scattered in other areas of the city as well. Commercial development remained limited to the area around Pearl and Olde York Roads.



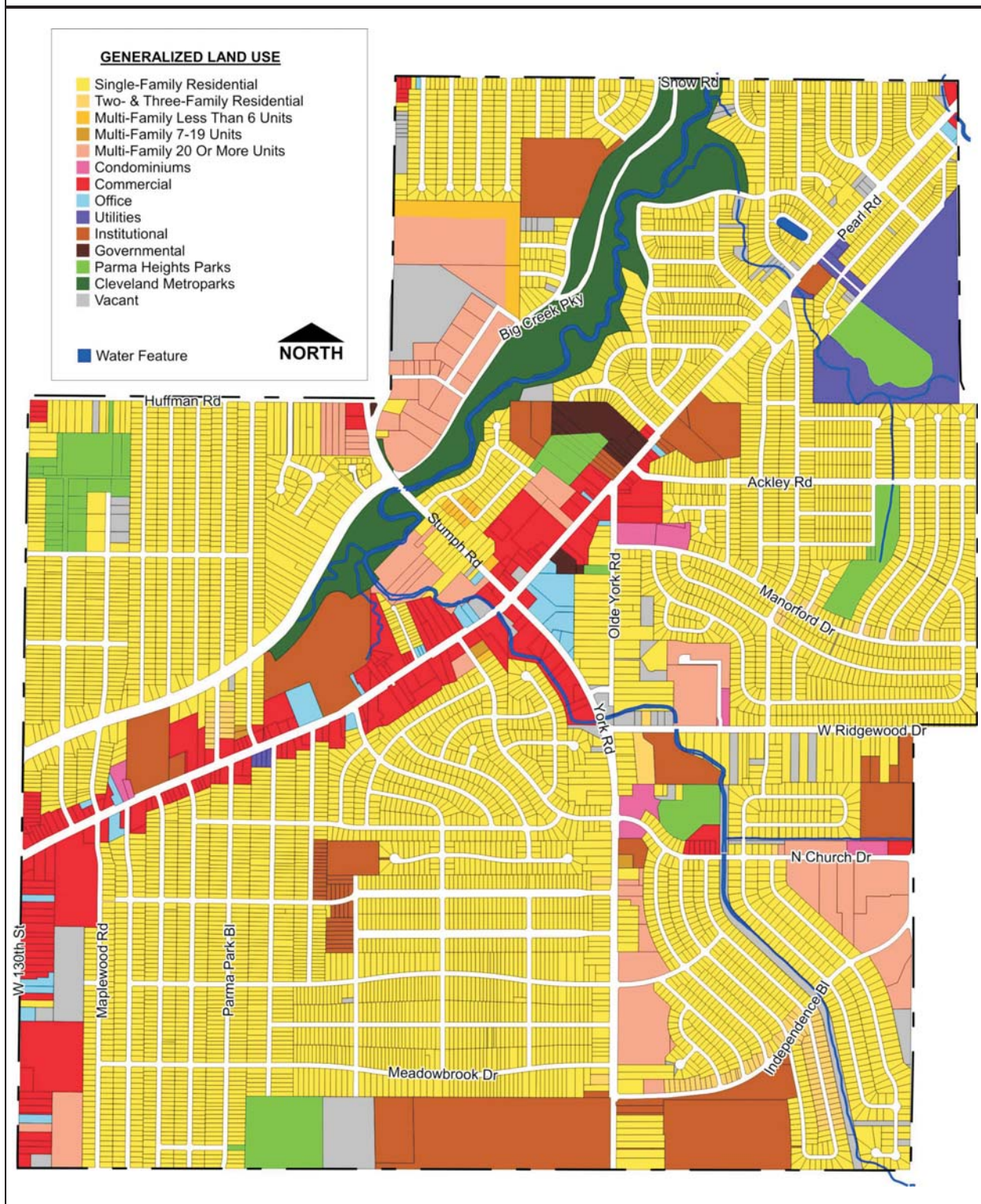
The only land classified as an institutional land use in 1948 was Crile Hospital.⁴ The hospital, which was built by the U.S. Army in 1943, was located on York Road in the southern portion of Parma Heights and the northern portion of Parma. The hospital was closed in 1964 and the site was donated to the Cuyahoga Community College in 1965 to be used for educational purposes.

After World War II, land use patterns in Parma Heights began to change dramatically. The city experienced a building boom during the 1950's and 1960's that attracted an influx of new residents, resulting in a population increase of 364% between 1950 and 1960. By the 1970's, the city was almost fully developed and had a population of 27,192.

A current land use inventory for Parma Heights was compiled in 1998 and updated in September, 2002. This was accomplished using parcel-level land use data from the Cuyahoga County Auditor's Office database files and mapped through a computerized geographic information system (GIS). The information was then compared to the Cuyahoga County Engineer's Office aerial photographs, as well as field checked, to verify land uses. As illustrated on *Map 3-3*, the 2002 generalized land use map shows a city that is fully developed, with only minor changes from the land use patterns that would have been found in the 1970's.



Map 3.3. 2002 Generalized Land Use, Parma Heights



SOURCE: Cuyahoga County Auditor's Office and the Cuyahoga County Planning Commission, September, 2002



LAND USE RATIO COMPARISONS

Land use ratios refer to the breakdown of various categories of land as a percentage of the total amount of land in a community. The overall acreage in Parma Heights is approximately 2,600 acres (slightly over four square miles). *Exhibit 3-1* lists both the 1938 and the 2002 acreage, by land use category. The amount of acreage, the percentage of developed acreage, and the percentage of total acreage per land use category is also included.

Residential

As illustrated, residential uses have grown to be the predominant land use in Parma Heights. In 1938, all residential uses combined occupied 131.2 acres (5.1% of the total acreage of the city). By 2002, all residential uses combined occupied 1,580.3 acres (58.9% of the total acreage).

While the majority of the city's residential neighborhoods have continued to be comprised of single-family homes, the amount of land devoted to multi-family housing units has increased over the last six decades. In 1938, single-family homes occupied 129.1 acres (5.0% of the total acreage), two- and three-family structures occupied 1.3 acres, and multi-family units occupied 0.8 acres.

By 2002, single-family homes occupied 1,379.6 acres (51.5% of the total acreage), two- and three-family structures occupied 23.1 acres (0.9% of the total acreage), multi-family units occupied 163.8 acres (6.1% of the total acreage), and condominiums occupied 13.8 acres (0.5% of the total acreage).

Commercial

In 1938, commercial land uses occupied 4.1 acres and accounted for 0.2% of the total acreage. Most of this commercial development was centered around Pearl and Olde York Roads. By 2002, the amount of land occupied by commercial land uses had increased to 149.1 acres and comprised 5.6% of the total acreage. Over the last six decades the city's commercial uses have expanded along both sides of Pearl Road, along West 130th Street, and along the west side of York Road. In addition, a few scattered commercial establishments have been built in other areas of the community.

Office

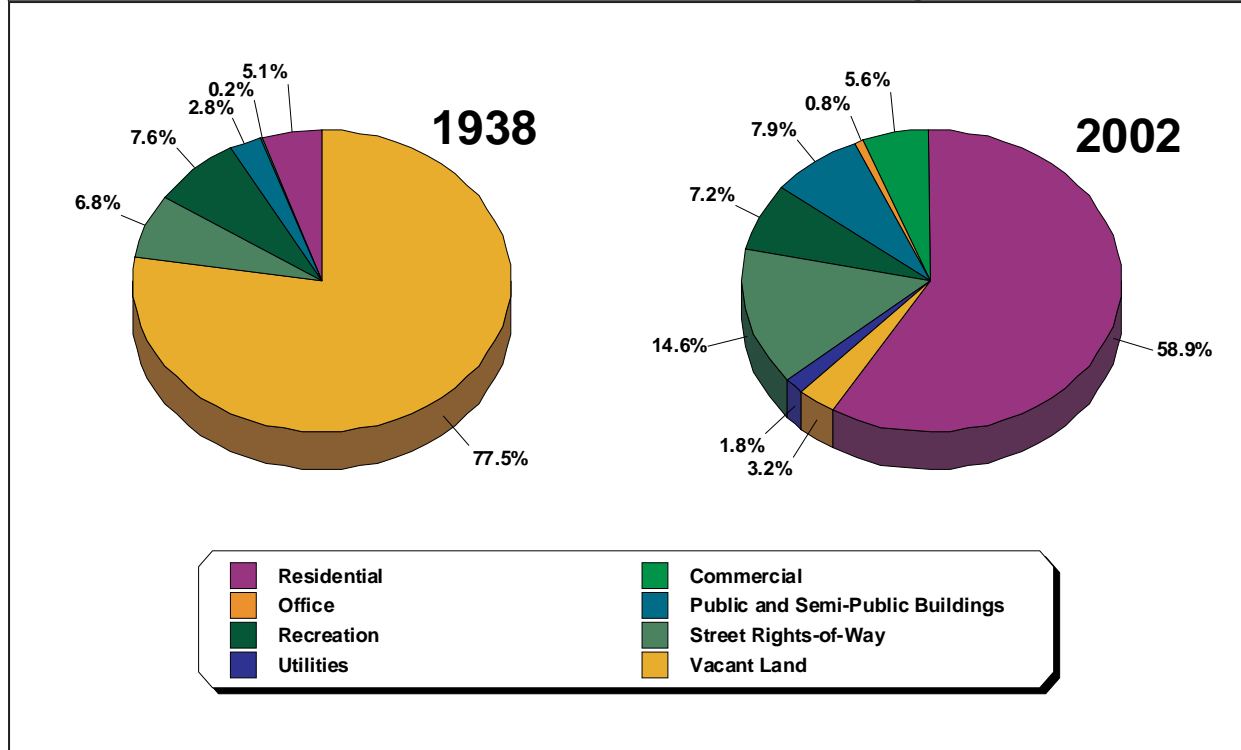
In 2002, office uses occupied 21.2 acres and accounted for 0.8% of the total acreage. Most of the large office buildings were located along Pearl Road (with a concentration of buildings at the intersection of Pearl and York Roads) or along West 130th Street, south of Pearl Road. Offices were not listed as a land use category in 1938.

Public and Semi-Public Buildings

Public and semi-public land uses include such uses as schools, churches, government buildings, and cemeteries. In 1938, public and semi-public buildings occupied 73.2 acres and comprised 2.8% of the total acreage citywide. In 2002, public and semi-public buildings occupied 212.3 acres and accounted for 7.9% of total acreage. Public and semi-public buildings were separated into two categories for the 2002 land use inventory. Included were institutional uses (churches, schools, and cemeteries), which occupied 200.4 acres (7.5% of the total acreage) and governmental facilities, which occupied 11.9 acres (0.4% of the total acreage).



Exhibit 3.1. 1938 and 2002 Generalized Land Use, Parma Heights



Land Use	1938			2002		
	Acreage	Percent of Developed Acreage	Percent of Total Acreage	Acreage	Percent of Developed Acreage	Percent of Total Acreage
Residential	131.2	22.7%	5.1%	1,580.3	60.9%	58.9%
Single-Family Residential	129.1	22.3%	5.0%	1,379.6	53.2%	51.5%
Two- and Three-Family Residential	1.3	0.2%	0.1%	23.1	0.9%	0.9%
Multi-Family Residential	0.8	0.1%	0.0%	163.8	6.3%	6.1%
Multi-Family Less Than 6 Units				13.1	0.5%	0.5%
Multi-Family 7-19 Units				1.7	0.1%	0.1%
Multi-Family 20 or More Units				148.9	5.7%	5.6%
Condominiums				13.8	0.5%	0.5%
Commercial	4.1	0.7%	0.2%	149.1	5.7%	5.6%
Office				21.2	0.8%	0.8%
Public and Semi-Public Buildings	73.2	12.6%	2.8%	212.3	8.2%	7.9%
Institutional				200.4	7.7%	7.5%
Governmental				11.9	0.5%	0.4%
Recreation**	194.5	33.6%	7.6%	193.4	7.5%	7.2%
Parma Heights Parks				81.7	3.1%	3.0%
Cleveland Metroparks				111.6	4.3%	4.2%
Street Rights-of-Way	175.7	30.4%	6.8%	391.5	15.1%	14.6%
Utilities				47.5	1.8%	1.8%
Total Developed Acreage	578.7	100.0%	22.5%	2,595.2	100.0%	96.8%
Vacant Land (including agricultural land and water)	1,994.3		77.5%	85.8		3.2%
TOTAL ACREAGE*	2,573.0		100.0%	2,681.0		100.0%

*Total acreage figure varies slightly due to different data sources.

**Total Parma Heights Parks acreage does not include the additional 8.729 acres of Nathan Hale Park that are located in Parma but owned by the City of Parma Heights. Total recreational acreage equals 202.1 acres

SOURCES: 1938 Population 1930-1940, W.P.A., Projects 17191 and 18246, Regional Association of Cleveland; Cuyahoga County Auditor's Office; and the Cuyahoga County Planning Commission, September, 2002



Recreation

In 1938, land dedicated to parks and recreation occupied 194.5 acres (7.6% of the total acreage). In 2002, recreational land uses located in Parma Heights occupied 193.4 acres (7.2% of the total acreage). An additional 8.7 acres, owned by the City of Parma Heights but located in Parma, increased the total acres used for recreation to 202.1 acres. Recreation was separated into two categories for the 2002 land use inventory. Included were Parma Heights Parks, which occupied 81.7 acres (3.0% of the total acreage) and Cleveland Metroparks, which occupied 111.6 acres (4.2% of the total acreage).

The City of Parma Heights owns six parks and leases land for a seventh park at the Parma Pump Station and Reservoir site, owned by the City of Cleveland. In addition, approximately 25% of the 433-acre Cleveland Metroparks Big Creek Reservation lies within the borders of Parma Heights.

Street Rights-of-Way

In 1938, street rights-of-way occupied 175.7 acres (6.8% of the total acreage). By 2002, street rights-of-way occupied 391.5 acres (14.6% of the total acreage). While this appears to be a substantial increase over the last six decades, it is reasonable, considering the amount of development that has occurred during this time period.

Utilities

In 2002, utility uses occupied 47.5 acres and accounted for 1.8% of the total acreage. Most of the land in utility uses is owned by the City of Cleveland for its Parma Pump Station and Reservoir site. The remaining properties with utility uses are owned by the Northeast Ohio Regional Sewer District and FirstEnergy. Utility uses were not listed as a land use category in 1938.

Vacant Land

In 1938 vacant land/land used for agricultural purposes occupied 1,994.3 acres and accounted for 77.5% of the total acreage. By 2002, that figure had declined substantially, with vacant land occupying 85.8 acres (3.2% of the total acreage). Currently, most of the vacant land is zoned residential and is scattered throughout the city.

Parma Heights does not have any industrial land uses within its boundaries.

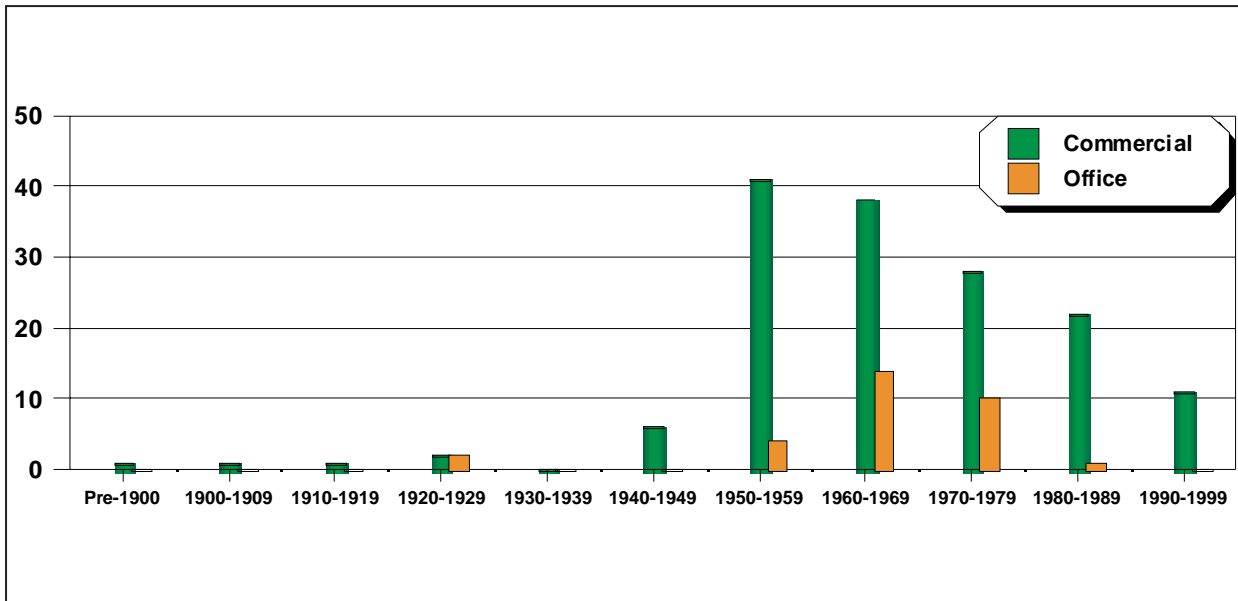
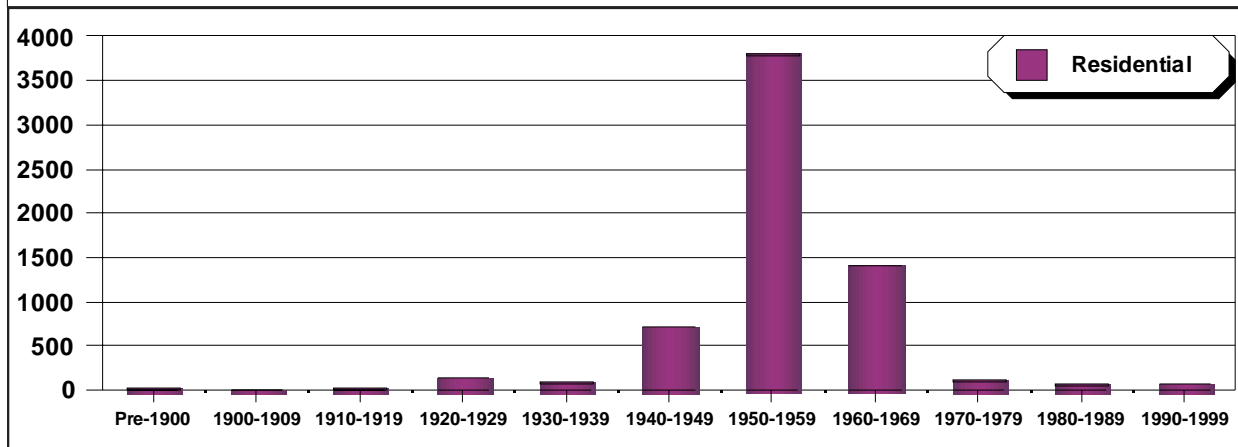
BUILDING CONSTRUCTION DATES

A review of the construction dates of existing buildings illustrates how residential, commercial, and office uses developed by decade during the 19th and 20th centuries (*Exhibit 3-2*). Although a number of century homes still exist in Parma Heights, less than 5% of all residences were constructed before 1940. The major period of home construction occurred immediately after World War II, with over 80% of all existing residential structures being built during the 1950's and 1960s. Only limited housing construction has occurred throughout the city since 1970.

While commercial development began as early as the 1800's, only one building from that era is used for commercial purposes today. The primary period of commercial development was the 1950's and 1960's,



Exhibit 3.2. Building Construction Dates, By Decade, Parma Heights



Date of Construction	Building Construction Dates of Existing Buildings, by Decade					
	Residential		Commercial		Office	
	Number	Percent	Number	Percent	Number	Percent
Pre-1900	14	0.2%	1	0.7%	0	0.0%
1900 to 1909	7	0.1%	1	0.7%	0	0.0%
1910 to 1919	20	0.3%	1	0.7%	0	0.0%
1920 to 1929	147	2.3%	2	1.3%	1	3.3%
1930 to 1939	92	1.4%	0	0.0%	0	0.0%
1940 to 1949	718	11.1%	6	4.0%	0	0.0%
1950 to 1959	3,807	58.9%	41	27.2%	4	13.3%
1960 to 1969	1,406	21.7%	38	25.2%	14	46.7%
1970 to 1979	112	1.7%	28	18.5%	10	33.3%
1980 to 1989	71	1.1%	22	14.6%	1	3.3%
1990 to 1999	74	1.1%	11	7.3%	0	0.0%
Total	6,468	100.0%	151	100.0%	30	100.0%

SOURCE: Cuyahoga County Auditor's Office, September, 2002



when over one-half of all existing commercial structures were built. Another one-third were constructed in the 1970's and 1980's. Less than 10% of all existing commercial structures were built since 1990. Office building construction lagged behind residential and commercial construction, with most of the office buildings being constructed in the 1960's and 1970's.

A majority of the residential housing stock is now thirty to fifty years old, which raises issues surrounding the need to continue to maintain the quality of the city's housing stock and enhance the marketability of existing homes. Equally important is encouraging the construction of new housing to provide additional housing options that will retain existing residents, attract new residents to the city, and provide opportunities for older citizens to remain in the community.

Much of the commercial sector is also showing signs of age. While residents are still well-served by many of the establishments located along the city's commercial corridors, the physical appearance, surrounding shopping environment, and tenant mix are not always consistent with current development practices. It is important to continue to encourage strategies that create more vibrant, attractive, pedestrian-oriented shopping spaces to enhance the city's sense of place and assist existing businesses in remaining competitive.

NATURAL FEATURES/ENVIRONMENTALLY SENSITIVE AREAS

Identification of natural features and environmentally sensitive areas such as floodplains, wetlands, and steep slopes, within or adjacent to Parma Heights, is important when considering development or redevelopment projects. The constraints to development that some of these environmentally sensitive areas pose, as well as any potential impacts to surrounding properties that may arise due to a proposed development, should be carefully considered before proceeding with development plans.

Floodplains

A floodplain is the channel and the relatively flat area or low-lands adjoining the channel along a river or stream which has been or may be covered by flood water.⁵ Floodplains play an important role in stormwater management by providing a natural retention basin in times of heavy or continuous rains, and thus, hold water that might otherwise flow to flood developed areas.

Development occurring in floodplains or flood prone areas is of concern for two reasons. First, development occurring in these areas may be subject to severe water damage during wet periods. Second, development of these low-lying areas can exacerbate the potential for flooding in areas downstream due to the removal of the natural vegetative cover and the resulting increased run-off.

Floodplains are regulated by the U.S. Army Corps of Engineers and the Federal Emergency Management Agency (FEMA) for the Federal Insurance Administration. The federal government utilizes a standard of measurement known as the 100-year floodplain, which is the land area that would be covered by flood water on an average of once in 100 years. What this actually means is that the area is subject to a one percent statistical chance of flooding in any given year.

There are also local regulations regulating development of environmentally sensitive areas in Parma Heights. These regulations are outlined in the Codified Ordinances of the City of Parma Heights and are primarily found in Chapter 1105, *Urban Sediment Pollution Abatement*, of the Planning and Zoning Code and



in Chapter 1381, *Yard Grading* and Chapter 1385, *Flood Damage Prevention*, both of which are in the Building Code.

Map 3-4 illustrates the approximate areas considered floodplains by the Federal Emergency Management Agency (FEMA), as provided by the Ohio Department of Natural Resources. While most of the land in Parma Heights is located in areas of minimal flooding, the areas where floodplains have been identified by FEMA are part of a larger floodplain that extends both north and south into Parma and are located along Big Creek and its tributaries.

It should be noted that since the 1981 FEMA study was undertaken, areas subject to floods in Parma Heights may have changed somewhat due to new development within Parma Heights, as well as new development that has occurred upstream of Parma Heights.

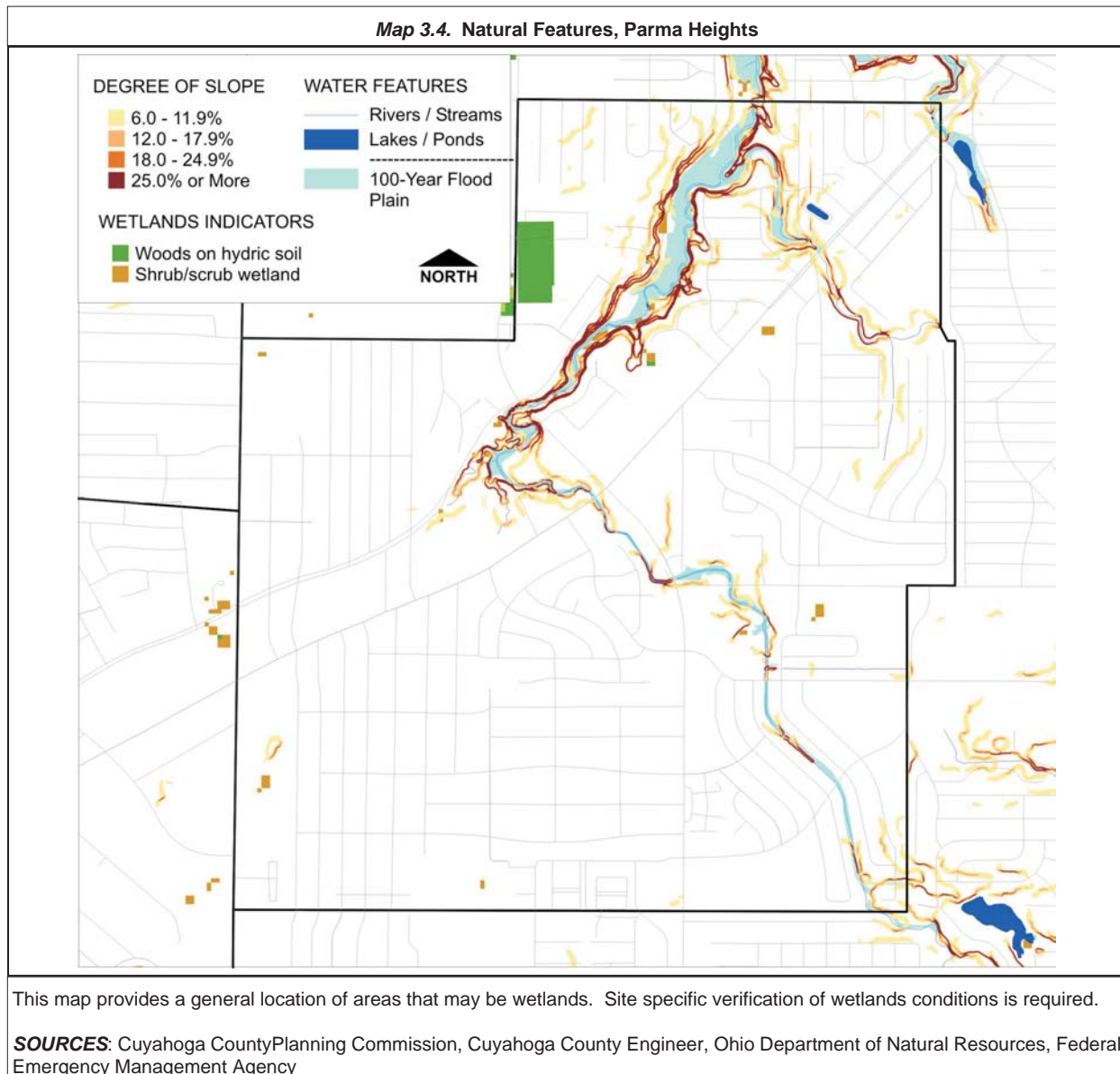
Wetlands

Wetlands are transitional areas between open water and dry land and play an important role in stormwater management, erosion control, and water quality maintenance. By providing a natural retention basin in times of heavy or continuous rains, wetlands, much like floodplains, hold water that might otherwise flow to flood developed areas. Secondly, because wetlands are often located between uplands and watercourses, they act as a buffer to help protect uplands from erosion caused by the turbidity of rivers or wave action of lakes. Lastly, wetlands both intercept and filter run-off from land before it reaches the water and filter and remove nutrients, waste products, and sediments, significantly improving water quality.⁶

Wetlands are usually created by a combination of surface-water flooding or ponding and groundwater discharge. These areas often form along rivers, streams, lakes, and ponds; in upland depressions; in association with springs; or where the water table stays near the surface. Wetland types range from lands that constantly have standing water to areas that only infrequently have standing water. The length of time that standing water is present is the controlling factor in determining the type of plant and animal communities living in wetlands. Even when standing water is not present, wetlands can usually be identified by the type of soil and plants that are present.

While the filling of wetlands is regulated by the U.S. Army Corps of Engineers, there are also local regulations regulating development of environmentally sensitive areas in Parma Heights. These regulations are outlined in the Codified Ordinances of the City of Parma Heights and are primarily found in Chapter 1105, *Urban Sediment Pollution Abatement*, of the Planning and Zoning Code and in Chapter 1381, *Yard Grading* and Chapter 1385, *Flood Damage Prevention*, both of which are in the Building Code.

Map 3-4 illustrates the approximate locations of wetlands, as provided by the Ohio Department of Natural Resources. Most of the general wetland areas are located adjacent to Big Creek, on Cleveland Metroparks land. The largest contiguous area of general wetlands that has been identified is located east of Stumph Road and south of the residential streets that connect to Snow Road. It is important to note that only the general location of areas that may be wetlands is indicated on the map. Site specific verification of wetland conditions is required for development projects. Additionally, new development within Parma Heights, as well as new development that has occurred upstream of Parma Heights, may have changed the general wetland areas within the city.



Step Slopes

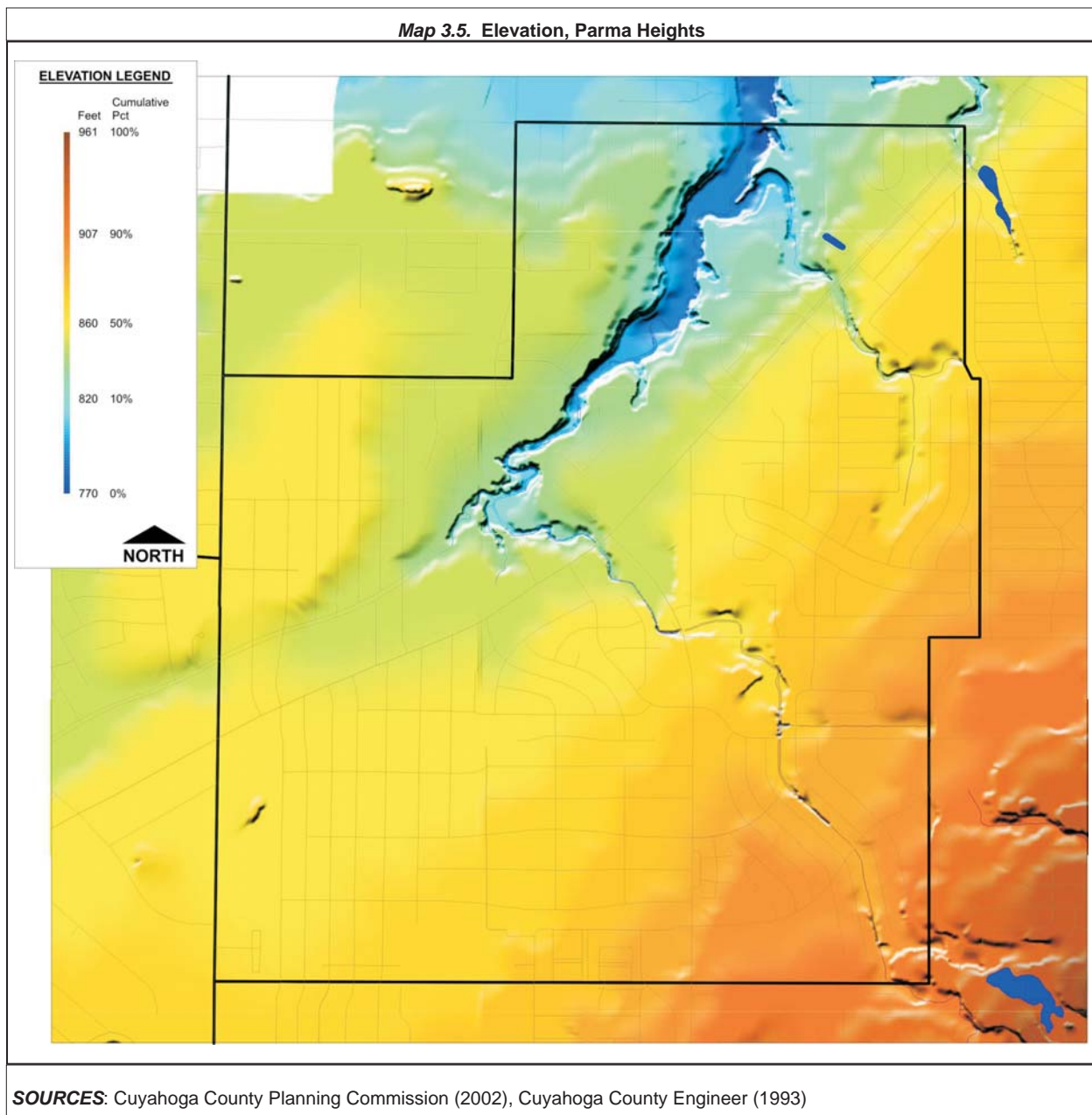
Slopes refer to changes in the physical features of the land, particularly its elevation and topography. The severity of these features will determine how topography may impact potential development plans. Generally, steep slopes are defined as land with a slope of 12% or more and are considered marginal land for development.

While it may be possible to build on some steep slopes by employing extensive engineering or grading techniques, such as cutting, filling, erosion control, and slope reinforcement, the process is expensive. Other drawbacks include the fact that this type of development may severely impact the natural character of the area, alter the groundwater levels, and destroy vegetative and wildlife habitats.



Most of Parma Heights is relatively flat, with slopes that are less than 6% and elevations that range from about 850 feet in the northern portion of the city to about 880 feet in the southern portion of the city (*Map 3-5*).

The Big Creek watershed and its tributaries are the exception. Steep slopes in these areas exceed 12% and some slopes immediately adjacent to these areas may be in the range of 25% to 70%. Elevations range from about 770 feet to approximately 820 feet. Most of these areas are owned by the Cleveland Metroparks and are used as parks and open space, so they will remain undeveloped.





- 1 Ernest R. Kubasek, *The History of Parma*, published by Ernest R. Kubasek and Bernard Survoy, 1976.
- 2 1938: *Population 1930-1940*, W.P.A., Projects 17191 and 18246, Regional Association of Cleveland, 1938.
- 3 *Metropolitan Cleveland 1948 Showing Predominant Land Uses of an Urban Nature*, Regional Planning Commission, 1948.
- 4 *The Encyclopedia of Cleveland History*, David D. Van Tassell and John J. Grabowski, Indiana University Press, 1987, pages 734-755.
- 5 *The New Illustrated Book of Development Definitions*, Harvey S. Moskowitz and Carl G. Lindbloom, Center for Urban Policy Research, 1993, page 118.
- 6 *Protecting Nontidal Wetlands*, David G. Burke, Erik J. Meyers, Ralph W. Tiner, Jr., and Hazel Groman, American Planning Association, PAS Report Number 412/413, 1988.

Chapter 4

Economic Development and Market Analysis



INTRODUCTION

The commercial and office establishments located in Parma Heights play a vital role in the community. These establishments provide residents with necessary goods and services, as well as employment opportunities. Perhaps of even more importance to the city is the contribution that these establishments make to the city's tax base through the payment of income taxes, property taxes, and personal property taxes on inventory. In part, it is the payment of these taxes that helps support the public school system and many other necessary governmental services and programs that are used by residents throughout the city. In addition to the provision of goods and services, job creation, and fiscal contributions, the retail and office sectors help to form and promote an image of the city. This image is created based on the collective appearance of storefronts, the types of goods and services offered, and the physical configuration of the buildings located along the commercial streetscape. For all of these reasons, judicious retention and expansion of these sectors is an important factor in maintaining the economic viability of the city.

This chapter provides a general overview of regional economic issues, particularly as they relate to Parma Heights. The chapter also examines market factors, both locally as well as in the surrounding area, that might impact businesses located in Parma Heights. Elements that are analyzed include accessibility, traffic counts, locational issues, and demographic and market characteristics. Also provided is a "point in time" inventory of current commercial retail and local office space citywide, categorized by type of establishment. This inventory includes a tally of currently occupied and vacant first floor space as of May, 2002, as well as the percent of floor space represented. An assessment of the potential for future retail and office development is evaluated by utilizing the current retail and office space inventories in Parma Heights, estimating current spending patterns for goods and services, and examining the potential capture or leakage of those dollars.

REGIONAL OVERVIEW

The Cleveland-Akron, Ohio Consolidated Metropolitan Statistical Area (CMSA), which is comprised of Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, and Summit Counties, is located in the 15th largest consumer market area in the United States. This market area includes nearly 1.2 million households and has a population of more than 2.9 million. The Greater Cleveland Growth Association noted that *Sales and Marketing Management 2002 Survey of Buying Power* determined that more than one-third of all households living in the Cleveland-Akron CMSA have disposable personal incomes or "Effective Buying Incomes (EBI)" of \$50,000 or more and that the area has a total EBI of \$55 billion.

While the region's economy has slowed considerably in the last year, mirroring that of the nation as a whole, the Greater Cleveland Growth Association has noted that "... Greater Cleveland is a world corporate center where leading national and multinational corporations are developing from the region's strong, diversified economy. The area is the headquarters for many of the nation's major industrial corporations and leading corporations in the service sector, including transportation, insurance, commercial banking, and finance."

Vacancy rates in the real estate market have increased over the last year, according to Colliers International, however construction levels for new space have declined, helping to keep vacancy rates steady. In the West/Southwest market area, of which Parma Heights is a part, vacancies for office space have remained fairly steady at 15.44%. This figure is lower than office vacancy rates in most of the other market areas. Col-



liers International expects new office construction to be modest and that most vacancy rates will remain constant through the balance of 2002.

Growth in the Greater Cleveland retail market has been mixed. While some portions of the retail sector have been stagnant, the development of new lifestyle centers and the redevelopment of some existing shopping centers are underway or are in the planning stages throughout portions of the County. These include:

- ✓ Legacy Village, in Lyndhurst, which will be the area's first lifestyle center and is scheduled to open in 2003;
- ✓ University Square, in University Heights, which will house the area's first "vertical shopping center" with a new Kaufmann's Department Store, a two-story Target, Topps Supermarket, and many other stores;
- ✓ The major retail area at Mayfield and I-271 is in the process of expanding and redeveloping to remain competitive;
- ✓ The Shops at West End, in the western end of Lakewood, is a potential major mixed-use redevelopment project that would include luxury housing, restaurants, and high-end retail; and
- ✓ Crocker Park, in Westlake, which if developed, would also be a lifestyle center, combining retail, office, and residential space.

Colliers International expects that by the end of 2002, vacancy rates for the retail market will drop to about 8%, new construction will exceed 1.5 million square feet, and rental rates will remain steady. The company has found that the new lifestyle centers are realizing the highest retail rates, regardless of location.

FACTORS AFFECTING CURRENT AND FUTURE RETAIL MARKETS

Locational factors, such as easy access to freeways, the presence of major arterial streets, high traffic volumes, and established markets for the goods and services offered, have historically been influential factors in the development and growth of commercial business districts. The three commercial business districts in Parma Heights — Pearl Road, York Road, and West 130th Street — continue to have these advantages.

Accessibility

Parma Heights, which is located in the south central portion of Cuyahoga County, enjoys good access to major arterial roads, interstate highways, and airports. The city is bisected by State Route 42 (Pearl Road) and is in proximity to I-71 (approximately four miles away), I-77 (approximately seven miles away), I-480 (approximately three miles away), Jennings Freeway (approximately five miles away), and the Ohio Turnpike (approximately five miles away). Local arterial streets provide good access, both within the city, as well as between the surrounding communities. Downtown Cleveland and Burke Lakefront Airport are approximately eleven miles from the city, while Cleveland Hopkins International Airport is about six miles away.

Parma Heights is also well served by public transportation. The Greater Cleveland Regional Transit Authority has existing bus routes on Huffman Road (#83); Independence Boulevard (#68); Pearl Road (#51X);



Snow Road (#23 and #44); Stumph Road (#23 and #83); West 130th Street (#51X, #68, and #83), which stops at Southland Shopping Center; York Road and West Ridgewood Drive (#23 and #79), which stops at Parmatown Mall; and York Road (#68 and #79), which stops at Cuyahoga Community College - Western Campus. Parma Heights is not currently served by Greater Cleveland Regional Transit Authority Community Circulators.

Traffic Volume Counts

The major arterial streets in Parma Heights have continued to carry a significant amount of traffic over the years. The *2000 and 2001 Cuyahoga County Engineer's Office Annual Reports of Intersection Vehicle Counts* contain twenty-four hour estimates of total vehicle volume, showing the three most recent traffic counts compiled for major streets and intersections (**Appendix 4-A**). It should be noted that despite the decrease in traffic volume on some streets over time, the traffic counts on Pearl, Stumph, and York Roads, as well as on West 130th Street have remained among the highest in the city. Truck traffic, while present on many streets, continues to range from 1% to 4% of all traffic counted, and has not been a major factor in Parma Heights.

The most heavily traveled routes in Parma Heights primarily involve major arterials. As illustrated on **Map 4-1** and in **Exhibit 4-1**, traffic counts on Pearl Road, between Stumph Road and West 130th Street, ranged from approximately 21,000 to 26,000 vehicles per day. Traffic counts on York Road, between Pearl Road and Olde York Road, ranged from approximately 25,000 to 27,000 vehicles per day. Traffic counts on York Road, southeast of Olde York Road, were about 17,000 to 31,000 vehicles per day, while traffic counts on West 130th Street, south of Pearl Road, were about 16,000 vehicles per day.

The busiest intersections citywide with the highest traffic counts over a 24 hour period were Pearl Road/Stumph Road/York Road (50,001 vehicles), Pearl Road/West 130th Street (39,315 vehicles), York Road/Olde York Road (33,139 vehicles), Stumph Road/Snow Road (32,208 vehicles), York Road/West Ridgewood Drive (31,342), and Stumph Road/Big Creek Parkway (28,928 vehicles). The Pearl Road/Snow Road intersection, with 30,696 vehicles over a 24 hour period, is actually located in Parma, but affects traffic patterns in Parma Heights.

These seven intersections were also on the Cuyahoga County Engineer's 2000 list of countywide intersections with the highest traffic counts. Pearl Road/Stumph Road/York Road ranked 68th, West 130th Street/Pearl Road ranked 126th, Pearl Road/Snow Road ranked 128th, York Road/Olde York Road ranked 215th, Stumph Road/Snow Road ranked 247th, York Road/West Ridgewood Drive ranked 307th, and Stumph Road/Big Creek Parkway ranked 375th.

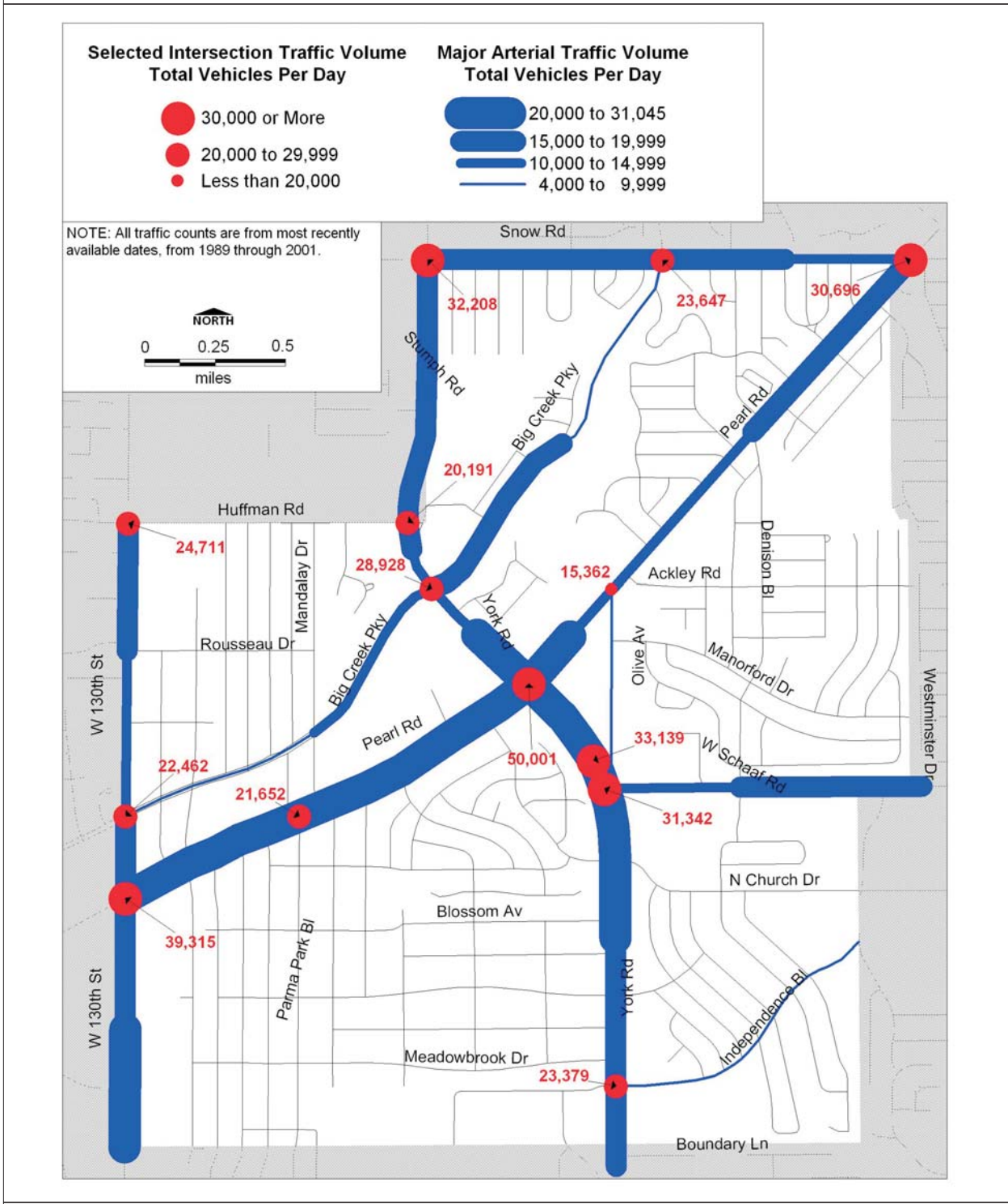
Demographic and Market Characteristics

It can be assumed that the majority of the retail establishments in Parma Heights draw their customers from an area larger than the boundaries of Parma Heights. To illustrate the potential market area from which retail establishments might expect to draw their customers, a drive-time analysis was undertaken using the Pearl Road and York Road intersection as the point of travel origin (**Map 4-2**). The map illustrates the estimated drive-time, in ten minute intervals, from the Pearl Road and York Road intersection to a given area.

Exhibit 4-2 lists selected demographic characteristics, both within Parma Heights, as well as by 10-minute, 20-minute, and 30-minute drive-times from Parma Heights. As shown, within Parma Heights, there were almost 22,000 persons living in approximately 9,800 households in 2000. These households had an aggregate



Map 4-1. Selected Traffic Volume, Parma Heights



SOURCE: Cuyahoga County Engineer's Office, Cuyahoga County Report of Intersection Vehicle Counts, 2000 and 2001



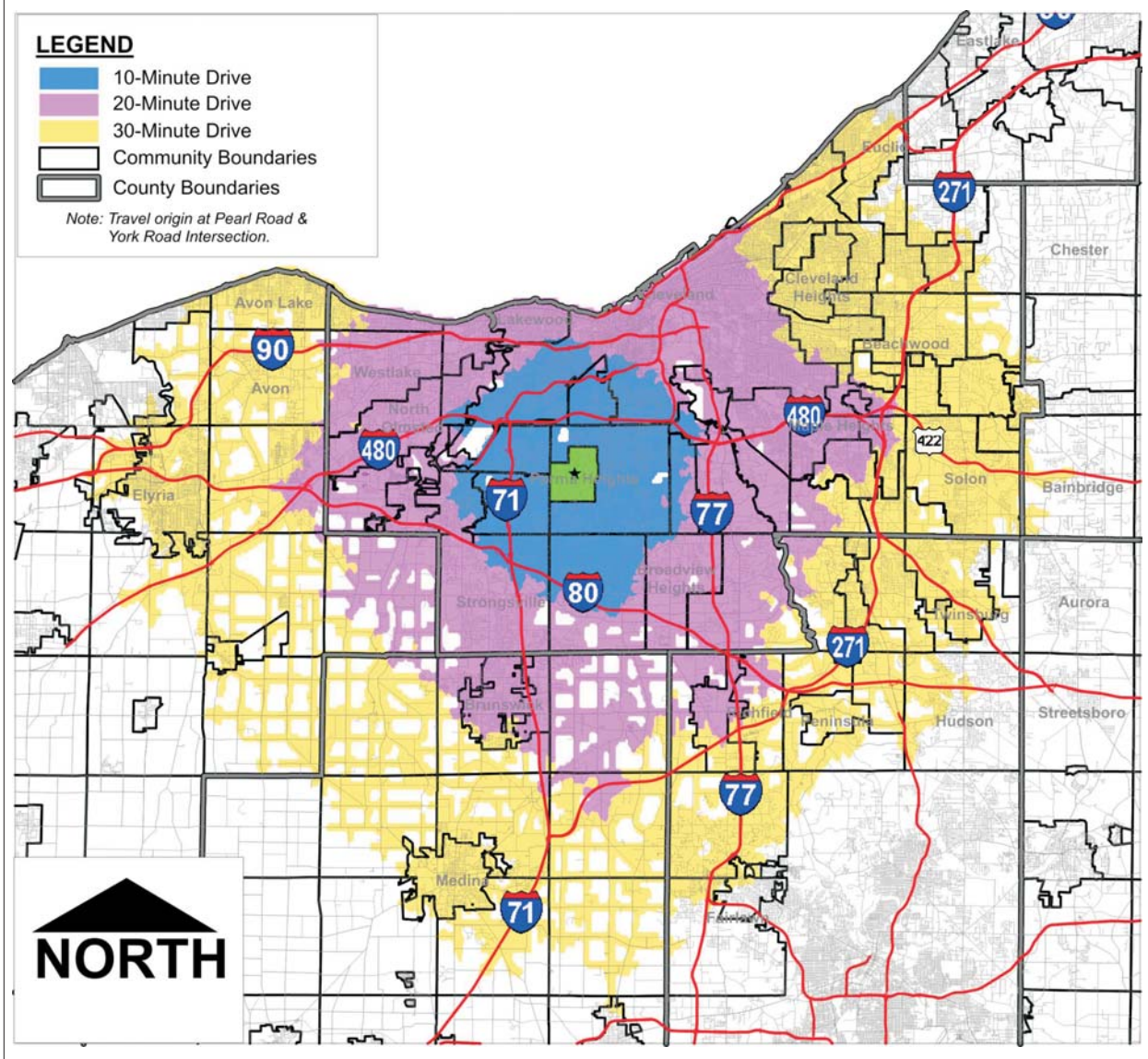
Exhibit 4-1. Most Recent 24 Hour Traffic Volume and Intersection Counts, Parma Heights

Vehicles on: Major Street/Minor Street	Traffic Volume and Intersection Counts		
	Date	This Leg	Intersection Counts
Big Creek Parkway			
south of Snow Road	06/27/00	7,697	23,647
northeast of Stumph Road	06/25/01	16,838	28,928
southwest of Stumph Road	06/25/01	14,393	28,928
northeast of West 130th Street	06/28/00	8,014	22,462
Independence Boulevard			
east of York Road	06/27/89	8,677	23,379
Olde York Road			
south of Pearl Road	06/25/01	4,221	15,362
Pearl Road			
northeast of Olde York Road	06/25/01	12,958	15,362
southwest of Olde York Road	06/25/01	12,008	15,362
northeast of Parma Park Blvd.	08/12/92	21,210	21,652
southwest of Parma Park Blvd.	08/12/92	20,755	21,652
southwest of Snow Road	08/06/01	17,637	30,696
northeast of West 130th Street	06/28/00	24,389	39,315
northeast of York Road	06/25/01	24,493	50,001
southwest of York Road	06/25/01	26,389	50,001
Snow Road			
east of Big Creek Parkway	06/27/00	16,486	23,647
west of Big Creek Parkway	06/27/00	16,629	23,647
west of Pearl Road	08/06/01	13,178	30,696
east of Stumph Road	08/06/01	16,120	32,208
Stumph Road			
northwest of Big Creek Parkway	06/25/01	12,853	28,928
southeast of Big Creek Parkway	06/25/01	13,772	28,928
north of Huffman Road	07/19/00	16,635	20,191
south of Huffman Road	07/19/00	18,042	20,191
northwest of Pearl Road	06/25/01	23,821	50,001
south of Snow Road	08/06/01	16,754	32,208
West Ridgewood Drive			
west of Ames Road	08/12/92	18,607	22,520
east of York Road	06/25/01	13,584	31,342
West 130th Street			
north of Big Creek Parkway	06/28/00	13,847	22,462
south of Big Creek Parkway	06/28/00	15,630	22,462
south of Huffman Road	07/19/00	17,494	24,711
north of Pearl Road	06/28/00	16,979	39,315
south of Pearl Road	06/28/00	16,171	39,315
north of West Pleasant Valley Road	08/21/92	22,105	24,280
York Road			
north of Independence Blvd.	06/27/89	16,437	23,379
northwest of Olde York Road	08/12/92	26,712	33,139
southeast of Olde York Road	08/12/92	31,045	33,139
southeast of Pearl Road	06/25/01	25,299	50,001
north of Pleasant Valley Road	08/10/99	18,444	33,729
northwest of West Ridgewood Drive	06/25/01	28,116	31,342
south of West Ridgewood Drive	06/25/01	20,983	31,342

SOURCE: Cuyahoga County Engineer's Office, Cuyahoga County Report of Intersection Vehicle Counts, 2000 and 2001



Map 4-2. Parma Heights Drive-Time Analysis



SOURCE: The Cuyahoga County Planning Commission, December, 2002

income of over \$443 million. Within a 10-minute drive-time, there were over 307,000 persons living in approximately 127,000 households. These households had an aggregate income of over \$6.3 billion. Within a 20-minute drive-time, there were almost 1 million persons living in approximately 403,000 households. These households had an aggregate income of over \$20.6 billion. Within a 30-minute drive-time, there were over 1.6 million persons living in almost 670,000 households. These households had an aggregate income of almost \$40 billion. Owner-occupancy, percent of persons employed, average household size, and educational levels were similar in all three areas examined.

The retail establishments in Parma Heights compete with retail establishments in the surrounding area for customers. *Exhibit 4-3* lists selected commercial retail and local office characteristics, both within Parma Heights, as well as by 10-minute and 20-minute drive-times from Parma Heights. As shown, within Parma



Exhibit 4-2. Drive-Times and Demographic Characteristics,* Parma Heights and Specified Drive-Times from Parma Heights

Selected Market Characteristics	Within Specified Drive-Times			
	Within Parma Heights	10 Minutes	20 Minutes	30 Minutes
Total Population	21,659	307,034	998,027	1,666,578
Gender				
Male	10,015	147,256	476,983	793,724
Female	11,644	159,778	521,044	872,854
Age Characteristics				
Less than Age 10	2,286	38,585	139,706	233,233
10 to 17	1,852	30,608	110,788	187,168
18 to 24	1,559	24,520	80,830	128,855
25 to 44	5,961	94,150	299,872	495,690
45 to 64	4,569	66,894	218,500	375,806
65 and Over	5,432	52,277	148,331	245,826
Total Civilian Labor Force	10,317	155,521	485,855	821,479
<i>Employed Persons, Age 16 and Over</i>	9,899	148,392	454,947	774,411
Percent Employed	95.9%	95.4%	93.6%	94.3%
Percent Unemployed	4.1%	4.6%	6.4%	5.7%
Educational Attainment, Persons Age 25 and Over	15,990	213,321	666,703	1,117,322
<i>With High School Diploma</i>				
Number	13,222	173,477	537,061	926,399
Percent	82.7%	81.3%	80.6%	82.9%
Total Households	9,823	127,255	403,336	668,916
Average Number of Persons Per Household	2.18	2.37	2.42	2.44
Income				
Aggregate Household Income	\$443,253,900	\$6,313,888,900	\$20,601,550,200	\$37,743,332,900
Average Household Income	\$45,124	\$49,616	\$51,078	\$56,425
Total Housing Units	10,263	133,111	434,365	717,973
<i>Total Occupied Housing Units</i>	9,823	127,241	403,258	668,802
<i>Owner-Occupied Housing Units</i>				
Number	5,884	91,029	260,033	443,524
Percent	59.9%	71.5%	64.5%	66.3%
<i>Renter-Occupied Housing Units</i>				
Number	3,939	36,212	143,225	225,278
Percent	40.1%	28.5%	35.5%	33.7%
Aggregate Vehicles Available	14,914	205,058	612,601	1,050,983
Average Vehicles per Household	1.5	1.6	1.5	1.6

* Travel origin located at the Pearl Road and York Road intersection.

SOURCE: 2000 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census, SF1 and SF3.

Heights, there were a total of 269 establishments and over 1.2 million square feet of retail and local office space. Within a 10-minute drive-time, there were over 3,500 establishments and almost 18.5 million square feet of retail and local office space. Within a 20-minute drive-time, there were over 11,500 establishments and over 56.4 million square feet of retail and local office space. With the exception of the “other retail” category, which exhibits a much lower percentage of floor space in Parma Heights than in the other areas examined, the percentage of square feet devoted to each occupied retail category is fairly consistent in all three areas examined.



Exhibit 4-3. Drive-Times and Retail Establishments,* Parma Heights and Specified Drive-Times from Parma Heights

Retail Establishments	Within Specified Drive-Times		
	Within Parma Heights	10 Minutes	20 Minutes
Convenience Goods and Services			
Number of Establishments	116	1,556	4,946
Square Feet of Space	367,709	5,454,175	16,548,149
Percent of Total Square Feet	30.3%	29.5%	29.3%
Shopping Goods and Services			
Number of Establishments	39	554	2,001
Square Feet of Space	221,776	5,632,724	17,272,429
Percent of Total Square Feet	18.3%	30.5%	30.6%
Automobile Sales, Parts, and Services			
Number of Establishments	32	447	1,149
Square Feet of Space	211,624	2,235,688	5,803,979
Percent of Total Square Feet	17.4%	12.1%	10.3%
Commercial Amusements			
Number of Establishments	1	65	220
Square Feet of Space	39,098	812,467	2,754,971
Percent of Total Square Feet	3.2%	4.4%	4.9%
Other Retail			
Number of Establishments	14	223	716
Square Feet of Space	36,527	1,841,224	5,385,007
Percent of Total Square Feet	3.0%	10.0%	9.5%
Vacant			
Number of Establishments	32	268	1,139
Square Feet of Space	229,209	1,188,321	4,343,206
Percent of Total Square Feet	18.9%	6.4%	7.7%
Local Office Space**			
Number of Establishments	35	467	1,344
Square Feet of Space	108,440	1,320,541	4,309,214
Percent of Total Square Feet	8.9%	7.1%	7.6%
Total Establishments			
Number of Establishments	269	3,580	11,515
Square Feet of Space	1,214,383	18,485,140	56,416,955
Total Occupied Retail Space			
Number of Establishments	202	2,845	9,032
Square Feet of Space	876,734	15,976,278	47,764,535
Percent of Total Square Feet	72.2%	86.4%	84.7%
Square feet per capita***	40	52	48

* Travel origin located at the Pearl Road and York Road intersection.

** For purposes of this survey, "local office space" includes only the office space located on the ground floor of commercial establishments and high rise office buildings.

*** The 2000 population for specified drive-time areas is: Parma Heights = 21,659; within 10 minutes = 307,034; and within 20 minutes = 998,027.

SOURCE: "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002



Recent Commercial Retail and Local Office Building Permit Activity

Exhibit 4-4 illustrates commercial and office building permit activity in Parma Heights and surrounding communities between 1996 and 2000. Over the five-year period shown, there were ten building permits issued for new commercial and office construction in Parma Heights. These permits had a total valuation of almost \$3 million. With the exception of the City of Seven Hills, the Cities of all of the surrounding communities issued more building permits for new commercial and office construction than did the City of Parma Heights.

Exhibit 4-4. Commercial Retail and Local Office Building Permit Activity, Parma Heights and Surrounding Communities, 1996-2000

Communities	Commercial/Retail		Local Offices		Total	
	Number of Permits	Construction Valuation	Number of Permits	Construction Valuation	Number of Permits	Construction Valuation
Parma Heights	9	\$2,390,000	1	\$525,000	10	\$2,915,000
Brook Park	17	\$14,457,000	4	\$7,675,000	21	\$22,132,000
Middleburg Heights*	11	\$22,807,158	12	\$12,684,870	23	\$35,492,028
North Royalton	21	\$9,578,250	0	\$0	21	\$9,578,250
Parma	11	\$6,080,000	3	\$7,275,000	14	\$13,355,000
Seven Hills	2	\$203,105	1	\$327,200	3	\$530,305
Strongsville*	23	\$88,495,371	11	\$37,949,000	34	\$126,444,371

* Building permit activity is for the period 1994-1998.

SOURCES: Local Building Departments for the Cities of Parma Heights, Brook Park, Middleburg Heights, North Royalton, Parma, Seven Hills, and Strongsville.

INVENTORY OF COMMERCIAL RETAIL AND LOCAL OFFICE SPACE IN PARMA HEIGHTS

An inventory of the commercial retail and local office space in Parma Heights and surrounding communities was originally conducted in the summer of 1998 as part of the *Northeast Ohio Regional Retail Analysis*, which was undertaken by the Cuyahoga County Planning Commission for the seven-county region. As part of this inventory, every business establishment was categorized by retail classification and then listed individually by street address, tenant name, and amount of floor space. The Parma Heights portion of the inventory was updated in May, 2002 (*Appendix 4-B*). The types of retail and local office categories utilized in classifying each retail use, along with examples of the types of businesses included in each classification, are listed in *Exhibit 4-5*.

There are three major commercial business districts in Parma Heights. These include the area located along Pearl Road, from Notabene Drive to West 130th Street; York Road, from Pearl Road to West Ridgewood Drive; and West 130th Street, from just south of Big Creek Parkway to almost the city’s southern boundary. In addition, a few commercial establishments have been built in other areas of the community.

Exhibit 4-6 illustrates a summary of the commercial retail and local office space inventory surveyed in May, 2002. The amount of retail and office space found in 2002 is compared with the amount found in a 1970 study undertaken by the Regional Planning Commission, now the Cuyahoga County Planning Commission, entitled *Cuyahoga County 1990: Retail Business Analysis*. As shown, since 1970 the total amount of retail and office space within Parma Heights has grown from 910,000 square feet in 1970 to over 1.2 million square feet in May, 2002. This increase represents a 33.4% increase in retail and office space citywide in the last 32 years.



Exhibit 4-5. Retail Categories, Classifications, and Typical Establishments

Retail Category	Retail Type Code	Retail Classification	Typical Establishments
Convenience Goods and Services (A)	A1	Supermarkets	Supermarket
	A2	Other Food	Delicatessen; convenient foods; meat, poultry, fish, produce markets; bakers; candy; nut stores; dairy product stores; beverage stores
	A3	Food Service	Restaurants; cafeterias; sandwich, donut shops; taverns; liquor; catering halls
	A4	Drugs	Drug, discount drug stores
	A5	Other Convenience Goods	Hardware, paint, wallpaper stores; garden, flower shops; record, video stores; key, card, gift shops; bookstores; stationary shops; beauty supply stores
	A6	Convenience Services	Beauty, barber shops; watch, shoe repair stores; dry cleaners, laundries, laundromats; photo studios; appliance and household repair; travel agencies
Shopping Goods and Services (B)	B1	Department Stores	Department Stores
	B2	Other General Merchandise	Discount, junior department, variety stores
	B3	Clothing and Shoes	Mens, ladies, childrens wear stores; shoe stores; millinery, fur, and bridal shops
	B4	Other Shopping Goods	Yard goods; sporting goods; photo equipment; musical instruments; jewelry stores; pet shops; toy stores
	B5	Furniture and Electronics	Furniture, appliance, carpeting stores; radio, TV, stereo stores; kitchen/bath accessories; lamp stores; computer sales and accessories
Automobile Sales, Parts, and Service (C)	C1	New Auto Sales/Leases	New car dealerships; used car lots directly adjacent to and part of new car dealerships
	C2	Used Auto Sales	Used car lots
	C3	Auto Parts Sales	Auto parts stores; tires, batteries, and accessories
	C4	Auto Repair	Auto repair garages other than gasoline service stations
	C5	Gas Stations	Gasoline service stations, with or without repair facilities; car washes
Commercial Amusements (D)	D1	Enclosed Amusements	Indoor movie theaters, auditoriums; bowling alleys; billiard parlors; roller/ice skating rinks; racquet clubs; health clubs
	D2	Social Halls	Dance halls, private; semi-private social halls
Other Retail (E)	E1	Hotels/Motels, etc.	Hotels, motels, tourist courts
	E2	Funeral Homes	Funeral homes
	E3	Animal Hospitals	Animal hospitals, kennels
	E4	Training Schools	Dance studios, music schools; beautician, barber schools
	E5	Business Services	Photocopying, addressing stores; linen, uniform supply stores
	E6	Unidentified	Retail establishments of an unidentifiable nature
Vacant Retail (F)	F1	Existing Vacant	Vacant stores and offices
	F2	Incomplete Vacant	Retail structures under construction
Office Space (G)	G1	Local Offices	Banks; finance companies; insurance, real estate, medical, health services; legal, engineering, management consulting offices

SOURCE: "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000



Exhibit 4-6. Commercial Retail and Local Office Space Inventory, Parma Heights, 1970 and 2002

Retail Category/Classification (Retail Type Code)	Building Floor Area (in Square Feet)		Percent of Floor Space		Percent Change
	2002	1970	2002	1970	1970-200
Convenience Goods and Services					
Supermarkets (A1)	18,175				
Other Food (A2)	37,551				
Food Service (A3)	146,302				
Drugs (A4)	33,972				
Other Convenience Goods (A5)	47,554				
Convenience Services (A6)	84,155				
SUBTOTAL	367,709	268,000	30.3%	29.5%	37.2%
Shopping Goods and Services					
Department Stores (B1)	0				
Other General Merchandise (B2)	32,748				
Clothing and Shoes (B3)	11,588				
Other Shopping Goods (B4)	103,582				
Furniture and Electronics (B5)	73,858				
SUBTOTAL	221,776	217,000	18.3%	23.8%	2.2%
Automobile Sales, Parts, and Services					
New Auto Sales/Leases (C1)	123,059				
Used Auto Sales/Leases (C2)	0				
Auto Parts Stores (C3)	25,314				
Auto Repair (C4)	42,807				
Gas Stations (C5)	20,444				
SUBTOTAL	211,624	100,000	17.4%	11.0%	111.6%
Commercial Amusements					
Enclosed Amusements (D1)	39,098				
Social Halls (D2)	0				
SUBTOTAL	39,098	45,000	3.2%	4.9%	-13.1%
Other Retail					
Hotels (E1)	0				
Funeral Homes (E2)	3,344				
Animal Hospitals (E3)	1,235				
Training Schools (E4)	16,968				
Business Services (E5)	14,980				
Unidentified Other Retail (E6)	0				
SUBTOTAL	36,527	79,000	3.0%	8.7%	-53.8%
Vacant					
Existing Vacant (F1)	229,209				
Incomplete Vacant (F2)	0				
SUBTOTAL	229,209	22,000	18.9%	2.4%	941.9%
Local Office					
Local Office (G1)*	108,440				
SUBTOTAL	108,440	179,000	8.9%	19.7%	-39.4%
GRAND TOTAL	1,214,383	910,000	100.0%	100.0%	33.4%

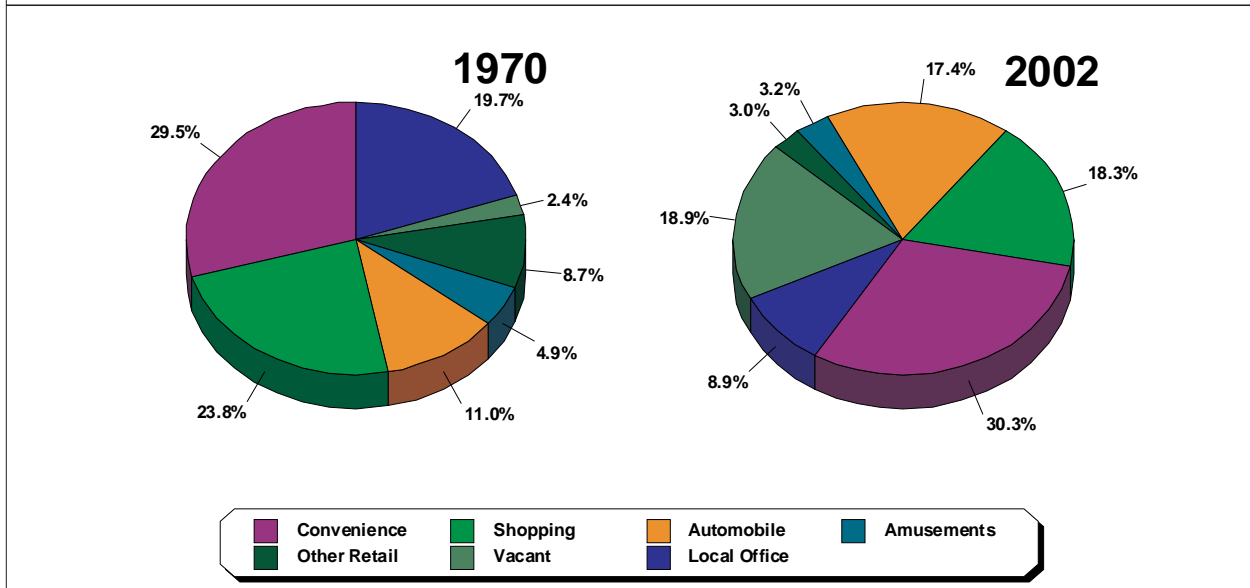
Exhibit continued on following page.

* "Local office (G1)" includes only offices located on the ground floor of commercial buildings and was the only type of office space inventoried for both the 2000 original study and the May, 2002 updated survey. Office space located on the upper floors of commercial establishments and high rise office buildings was not included in this survey. Using records from the Cuyahoga County Auditor's Office, it was estimated that there was approximately 381,000 square feet of additional office space in the city.

SOURCES: "Cuyahoga County 1990: Retail Business Analysis," Regional Planning Commission, May, 1970; "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002; the Cuyahoga County Auditor's Office, September, 2002; Phone Disc USA, 2001; SBC Ameritech, Cleveland Yellow and White pages, 2002-2003



Exhibit 4-6. Commercial Retail and Local Office Space Inventory, Parma Heights, 1970 and 2002 (continued)



Retail Space Inventory

Convenience goods and services occupied the largest amount of commercial floor space in Parma Heights, with 367,709 square feet of floor space (30.3% of the total retail/office space inventory). Supermarkets/grocery stores, specialty food stores, restaurants, convenience stores, small hardware and home improvement stores, and personal services, such as barbers, beauty salons, travel agents, and dry cleaners, are all considered convenience goods and services retailers. The largest subcategories of this type found in Parma Heights included *food service* (with 146,302 square feet of space) and *convenience services* (with 84,155 square feet of space).

The largest individual establishments in the convenience goods and services category included Discount Drug Mart (19,992 square feet of space) located at 6476 York Road, Save-A-Lot Food Store (15,392 square feet of space) located at 6339 Olde York Road, and Walgreen Drug Store (13,980 square feet of space) located at 6300 Pearl Road. Since 1970 this retail category has increased by almost 40%, from 268,000 square feet in 1970 to almost 368,000 square feet in 2002.

Shopping goods and services includes retail establishments such as department stores, discount and variety stores, clothing and shoe stores, yard goods, garden centers, sporting goods, and furniture, carpet, appliance, and electronics stores. While there are no department stores located in Parma Heights, shopping goods and services establishments still made up the second largest retail category in the city with over 221,000 square feet of floor space (18.3% of the total retail/office space inventory). The subcategories of shopping goods and services with the most floor space, as well as the greatest number of establishments, included *other shopping goods* (with over 103,000 square feet of space and 19 total businesses), and *furniture and electronics* (with almost 74,000 square feet of space and 13 total businesses).

The largest individual establishments in the shopping goods and services category included Big Lots/Big Lots Furniture (35,084 square feet of space) located at 6280-82 Pearl Road, MC Sports (47,571 square feet of space) and Party Place (18,060 square feet of space), both of which are located at 7011 West 130th Street,



and Party City Inc. (10,058 square feet of space) located at 6412 Pearl Road. Since the 1970 *Retail Business Analysis* was undertaken, floor area for shopping goods and services establishments increased by 2.2%, from 217,000 square feet in 1970 to almost 222,000 square feet in 2002.

Automobile sales, parts, and service establishments in Parma Heights encompassed over 211,000 square feet of space and constituted 17.4% of the total retail/office space inventory. Businesses in this category typically include new and used automobile sales/leases, gas stations, car washes, auto parts stores, and repair and service establishments. In Parma Heights, most of the floor space devoted to this retail category was *new automobile dealerships* (123,059 square feet of space) and *auto repair shops* (42,807 square feet of space). There are no used automobile dealerships in Parma Heights.

The largest individual establishments in this category included Integrity Chevrolet (69,359 square feet of space) located at 6368-76 Pearl Road, Liberty Ford Southwest (44,100 square feet of space) located at 6600 Pearl Road, and Conrad's Total Car Care and Tire Centers (11,980 square feet of space) located at 6709 Pearl Road. Since the 1970 *Retail Business Analysis* was undertaken, floor area for automobile sales, parts, and service establishments increased by 111.6%, from 100,000 square feet in 1970 to 211,624 square feet in 2002.

Commercial amusements include *enclosed amusements* — such as indoor movie theaters, auditoriums, bowling alleys, billiard parlors, roller/ice skating rinks, racquet clubs, and health clubs — and *social halls*, such as dance halls and private or semi-private social halls. In Parma Heights this category is represented by only one business. Yorktown Lanes, which has been in existence since the 1950's, occupied almost 40,000 square feet of space and comprised 3.2% of the total retail/office space inventory. Since the 1970 *Retail Business Analysis* was undertaken, floor area for commercial amusements in Parma Heights has decreased by approximately 13%, from 45,000 square feet in 1970 to 39,098 square feet in 2002.

Other retail establishments include such diverse categories as hotels/motels, funeral homes, animal hospitals, training schools, business services, and unidentified retail uses. In Parma Heights, other retail establishments occupied approximately 36,000 square feet of space (3.0% of the total retail/office space inventory). The subcategories occupying the largest amounts of space included *training schools* (16,968 square feet of space) and *business services* (14,980 square feet of space). Since the 1970 *Retail Business Analysis* was undertaken, floor area for other retail establishments declined by 53.8%, from 79,000 square feet in 1970 to 36,527 square feet in 2002.

Vacant retail/office space in Parma Heights accounted for 229,209 square feet of space (18.9% of the total retail/office space inventory) at the time of the updated study. It should be noted, however, that four large vacant buildings, one of which has since been leased, accounted for over two-thirds of this vacant space. The largest vacant commercial spaces were found at the site of the former Topps Grocery Store/Fifth Third Bank (73,695 square feet of space) and the former Skate USA (28,611 square feet of space), all of which were located at 6677 Pearl Road; the former SUN Television & Appliances (30,110 square feet of space), which was located at 6845 West 130th Street; and a storefront located at 6272 Pearl Road (19,600 square feet of space). This storefront has since been leased by a specialty tool store. If these four buildings were excluded, the commercial and local office vacancy rate would have been only 6.4%.

Most of the remaining vacant space was located in much smaller buildings that had floor spaces ranging from 800 to 6,000 square feet. Approximately two-thirds of this space was found in storefronts that were located on Pearl Road, while almost one-quarter was found in storefronts that were located along West 130th Street. The remaining vacant space was situated in several storefronts in the Yorktown Center shopping cen-



ter, located adjacent to Olde York Road. Vacant retail/office space has increased since the 1970 *Retail Business Analysis* when there was 22,000 square feet of vacant retail/office space citywide (2.4% of the total retail/office space inventory).

Local office space in the commercial retail and local office space inventory only listed offices located on the ground floor of commercial buildings. This was the only type of office space inventoried for the original 2000 study and the May, 2002 updated survey. Typical local office tenants located in these types of buildings include banks, insurance companies, real estate offices, legal firms, and medical offices. In Parma Heights, local office space encompassed over 100,000 square feet of space and constituted 8.9% of the total retail/office space inventory. The largest individual establishment in this category by far was Great Lakes Bureau, Inc. (31,948 square feet of space) located at 6286 Pearl Road. The majority of the remaining offices included in the inventory occupied floor spaces that were between about 1,000 and 4,000 square feet. Since the 1970 *Retail Business Analysis* was undertaken, floor area for local office space in Parma Heights has decreased by approximately 39%, from 179,000 square feet in 1970 to 108,440 square feet in 2002.

The amount of office space inventoried in the commercial retail and local office space inventory, due to the methodology used, only accounted for a portion of the office space that actually exists in Parma Heights. All of the office space located on upper floors in commercial establishments and high rise office buildings were not included. Using records from the Cuyahoga County Auditor's Office, it was estimated that there was approximately 381,000 square feet of additional office space in the city. Due to the differing methodology, such characteristics as vacancy rates, tenant mix, and office size can not be determined for the additional office space.

COMMERCIAL MARKET ANALYSIS

Of the total 1,214,383 square feet of commercial retail and local office space in Parma Heights, 876,734 square feet (72.2%) was occupied retail space. There was approximately 40 square feet of retail space for every resident in the city. In comparison, the amount of retail space per capita was slightly higher for the areas within a ten-minute drive-time of Parma Heights (52 square feet per capita), within a twenty-minute drive-time of Parma Heights (48 square feet per capita), and in suburban Cuyahoga County as a whole (45 square feet per capita).

Estimation of Retail Sales Capture and Leakage

Exhibit 4-7 focuses on an examination of the existing retail inventory in Parma Heights in terms of meeting the goods and service needs of residents and provides an estimation of the amount of sales capture and leakage currently experienced by the city's retailers. The analysis estimates the *total sales potential* of retailers citywide, by type of retail, based on current floor space, number of households, and average household spending patterns for goods and services. Expected *total annual sales* are computed employing national median sales per square foot figures. The difference between *total sales potential* and *total annual sales*, identifies either sales "capture" or "leakage."

Sales "capture" occurs when the retail sales of the establishments exceed the anticipated purchases of all residents. In this case, the commercial sector has not only met the needs of its residents, but is drawing customers from outside the community. Sales "leakage" occurs when the retail sales of the establishments fall short of the anticipated purchases of all residents. In this situation, residents are either voluntarily choosing to



Exhibit 4-7. Retail Sales Capture and Leakage, Parma Heights, 2002

1 Retail Category	2 2002 Floor Space	3 Total Households	4 Sales/House- hold/Year	5 Total Sales Potential	6 National Average Median Sales per Square Foot*	7 Total Annual Sales*	8 Sales Capture/ (Leakage)*	9 Surplus/(Deficit) in Building Square Feet*
Convenience	367,709	9,823	\$8,757	\$86,024,431	\$250.64	\$92,162,584	\$6,138,152	24,490
Supermarkets, Other Food	55,726	9,823	\$3,527	\$34,649,356	\$296.40	\$16,517,186	(\$18,132,169)	(61,175)
Food Service	146,302	9,823	\$2,642	\$25,952,170	\$306.38	\$44,824,007	\$18,871,837	61,596
Drugs	33,972	9,823	\$740	\$7,271,574	\$366.73	\$12,458,552	\$5,186,978	14,144
Other Convenience Goods, Services	131,709	9,823	\$1,848	\$18,151,332	\$187.10	\$24,642,754	\$6,491,422	34,695
Shopping	221,776	9,823	\$4,465	\$43,856,846	\$212.12	\$47,043,125	\$3,186,279	15,021
General Merchandise	32,748	9,823	\$186	\$1,822,167	\$139.87	\$4,580,463	\$2,758,296	19,720
Clothing and Shoes	11,588	9,823	\$1,674	\$16,446,354	\$196.56	\$2,277,737	(\$14,168,617)	(72,083)
Other Shopping Goods	103,582	9,823	\$1,216	\$11,943,393	\$236.39	\$24,485,749	\$12,542,356	53,058
Furniture and Electronics	73,858	9,823	\$1,389	\$13,644,933	\$222.93	\$16,465,164	\$2,820,231	12,651
Auto	211,624	9,823	\$8,018	\$78,756,295	\$693.81	\$146,826,847	\$68,070,552	98,111
New, Used Auto Sales/Leases	123,059	9,823	\$6,001	\$58,948,314	NA	NA	NA	NA
Auto Parts (tires, batteries, and accessories)	68,121	9,823	\$657	\$6,454,399	\$159.81	\$10,886,417	\$4,432,018	27,733
Gas Stations	20,444	9,823	\$1,359	\$13,353,583	\$1,227.80	\$25,101,143	\$11,747,561	9,568
Amusements	39,098	9,823	\$542	\$5,327,013	\$69.94	\$2,734,514	(\$2,592,499)	(37,067)
Other Retail	36,527	9,823	\$1,223	\$12,012,350	\$110.79	\$4,046,826	(\$7,965,524)	(71,897)
Total **	876,734	9,823	\$23,005	\$225,976,936		\$292,813,897	\$66,836,961	28,657

* Category does not include new and used automobile sales/leases; the sales per square foot figure is not available for those items.

** Total floor space does not include vacant space or local office space.

SOURCES (by column):

2 = Northeast Ohio Regional Retail Analysis, the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002.

3 = 2000 Census of Population and Housing, U.S. Department of Commerce, Bureau of the Census.

4 = U.S. Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey, 2000 (adjusted to 2002 using Consumer Price Index).

5 = Column 3 x Column 4.

6 = Dollars and Cents of U.S. Shopping Centers, Urban Land Institute (ULI), Washington, D.C., 2002.

7 = Column 2 x Column 6.

8 = Column 7 - Column 5.

9 = Column 8 / Column 6.

shop outside the community or must shop outside the community due to the absence of a specific type of business within the city.

The *sales capture and leakage* figures are translated into a surplus or deficit of actual floor space by retail category. This square footage represents the amount of retail floor space that is either in excess or lacking in Parma Heights, *as based upon the purchasing potential of residents only*.

When the retail market within Parma Heights is examined as a whole, it is evident that there is a total sales capture of almost \$67 million, which translates into an excess of approximately 28,000 square feet of space. The capture of total sales and the initial determination of excess space, however, does not take into account retail categories that have larger market areas than just the city boundaries or capture or leakage figures for subcategories of the retail market.

In terms of categories, *convenience goods and services* captured an estimated \$6.1 million and provided a 24,490 square foot net surplus of space; *shopping goods and services* captured an estimated \$3.2 million and provided a 15,021 square foot net surplus of space; and *automobile sales, parts, and services* captured an estimated \$68 million and provided a 98,111 square foot net surplus of space. Other categories and subcategories, however, exhibited a deficit of space. These categories included *supermarkets, other food*, with a leakage of over \$18 million and a 61,175 square foot deficit of space; *clothing and shoes*, with a leakage of over \$14 million and a 72,083 square foot deficit of space; *amusements*, with a leakage of over \$2.6 million



and a 37,067 square foot deficit of space; and **other retail**, with a leakage of almost \$8 million and a 71,897 square foot deficit of space.

While the analysis indicates a potential need for an additional 60,00 square feet of space for a *supermarket*, there are eight large supermarkets (Giant Eagle, Topps and Heinen's Supermarkets) located in surrounding communities. Given the need and the competition, Parma Heights may wish to try to attract a supermarket that does not currently have a presence in the area or caters to a specific market niche not currently being served.

Clothing and shoes are other types of retail expenditures that exhibited a leakage. Given the fact that Parmatown Mall, Southland Shopping Center, and Southpark Mall are in proximity, attracting this type of retail category may be difficult, unless again, the establishment does not currently have a presence in the area or caters to a specific market niche not currently being served.

While it initially appears that there is a leakage of expenditures in the **amusements** category, this presumption needs qualification. Greenbrier Commons, which houses the Paul W. Cassidy Theatre/DOWNUNDER CAFÉ and provides spring/summer/fall sports activities, fits within this category. Because Greenbrier Commons and the theatre are considered "public facilities", the floor space was not included in the computation due to the methodology of the original study. The floor space for amusements provided for in these "public facilities" may decrease the need for additional amusement establishments in the city.

Additional **other retail** establishments, due to the diverse subcategories included, may be able to establish a niche market in the area, particularly establishments such as business services that would cater to nearby hospitals and the concentration of medical offices in Parma.

ECONOMIC DEVELOPMENT INCENTIVES AND PROGRAMS

There are a number of county and state business incentives and programs that are available to businesses in Parma Heights through the Cuyahoga County Department of Development and the State of Ohio (**Exhibit 4-8 and Appendix 8-2**). Additionally, many organizations exist locally that can provide technical assistance on a myriad of subjects. Such organizations include the Greater Cleveland Growth Association, the Green Building Coalition, First Suburbs Consortium, the Cleveland Restoration Society, and the development arms of several of the area's financial institutions.



Exhibit 4-8. Selected Commercial Revitalization and Economic Development Programs, Financial Incentives, and Potential Sources for Technical Assistance

Cuyahoga County
<i>Cuyahoga County Department of Development</i>
Cuyahoga County Brownfields Redevelopment Fund
Competitive Municipal Grant Program
Economic Development Loan Programs (Typical Loan Financing and Cuyahoga Strategic Initiatives Development Financing Programs)
Storefront Renovation Program
Tax-Exempt Revenue Bond Program
State of Ohio
Business Improvement District (BID) designation
<i>Ohio Department of Development, Office of Business Development</i>
Ohio Enterprise Bond Fund Program
166 Direct Loan Program
166 Regional Loan Program
SBA 504 Loan Program
<i>Ohio Department of Development, Office of Minority Business Financial Incentives</i>
Mini Loan Guarantee Program
Minority Direct Loans Program
<i>Ohio Department of Development, Office of Energy Efficiency</i>
The Ohio Energy Efficiency Revolving Loan Fund
<i>Ohio Department of Development, Office of Tax Incentives</i>
Community Reinvestment Area (CRA) Designation
Municipal Tax Increment Financing
Ohio Job Creation Tax Credit
<i>Ohio Environmental Protection Agency</i>
Voluntary Action Program
<i>Ohio Department of Transportation</i>
State Infrastructure Bank
<i>Ohio Treasurer of State, Office of Public Affairs</i>
Linked Deposit Program
Federal
<i>Department of the Interior, National Park Service, National Trust for Historic Preservation</i> (Historic Rehabilitation Income Tax Credits for eligible income producing properties)
Technical Assistance
<i>Cuyahoga County</i>
Cleveland Restoration Society
Cuyahoga County Department of Development
Green Building Coalition
Kent State Urban Design Center
The Greater Cleveland Growth Association
First Suburbs Consortium
<i>State of Ohio</i>
Department of Development
Governor's Regional Economic Development Program
Ohio Historic Preservation Office



Appendices

Appendix 4-A. Twenty-Four Hour Vehicle Volume Counts, Selected Intersections, Parma Heights

Vehicles on: Major Street/Minor Street	Vehicle Volume, by Date of Count							
	Most Recent Count				Second Most Recent Count			
	Date	Count	Percent Trucks	Intersection Counts	Date	Count	Percent Trucks	Intersection Counts
Big Creek Parkway								
south of Snow Road	06/27/00	7,697	0%	23,647	06/20/88	6,383	0%	19,683
northeast of Stumph Road	06/25/01	16,838	2%	28,928	06/30/98	8,023	0%	26,712
southwest of Stumph Road	06/25/01	14,393	2%	28,928	06/30/98	7,536	1%	26,712
northeast of West 130th Street	06/28/00	8,014	0%	22,462	06/20/94	10,392	0%	27,168
Huffman Road								
west of Stumph Road	07/19/00	5,295	2%	20,191	07/02/92	5,576	1%	21,854
east of West 130th Street	07/19/00	6,887	3%	24,711	06/20/94	6,857	1%	26,233
Independence Boulevard								
east of York Road	06/27/89	8,677	1%	23,379	07/11/84	5,375	1%	22,480
Manorford Drive								
east of Olde York Road	06/27/89	1,760	3%	4,575	08/12/80	2,066	1%	5,572
Olde York Road								
north of Manorford Drive	06/27/89	4,362	2%	4,575	08/12/80	5,335	1%	5,572
south of Manorford Drive	06/27/89	2,965	1%	4,575	08/12/80	3,742	1%	5,572
south of Pearl Road	06/25/01	4,221	2%	15,362	08/12/92	4,931	1%	22,718
east of York Road	08/12/92	4,509	1%	33,139	*	*	*	*
Parma Park Boulevard								
south of Pearl Road	08/12/92	1,299	1%	21,652	07/09/87	1,646	2%	27,513
Pearl Road								
northeast of Olde York Road	06/25/01	12,958	2%	15,362	08/12/92	19,401	2%	22,718
southwest of Olde York Road	06/25/01	12,008	2%	15,362	08/12/92	20,313	2%	22,718
northeast of Parma Park Blvd.	08/12/92	21,210	2%	21,652	07/09/87	26,888	2%	27,513
southwest of Parma Park Blvd.	08/12/92	20,755	2%	21,652	07/09/87	26,491	2%	27,513
southwest of Snow Road	08/06/01	17,637	2%	30,696	08/09/99	23,201	2%	39,185
northeast of West 130th Street	06/28/00	24,389	2%	39,315	06/20/94	26,985	3%	44,758
northeast of York Road	06/25/01	24,493	3%	50,001	06/30/98	20,996	3%	44,836
southwest of York Road**	06/25/01	26,389	2%	50,001	06/30/98	22,687	3%	44,836
Snow Road								
east of Big Creek Parkway	06/27/00	16,486	1%	23,647	06/20/88	13,744	2%	19,683
west of Big Creek Parkway	06/27/00	16,629	2%	23,647	06/20/88	14,224	2%	19,683
east of Parma Heights Boulevard	08/06/99	14,990	1%	17,602	08/16/93	18,152	1%	20,436
west of Pearl Road	08/06/01	13,178	2%	30,696	08/09/99	16,292	2%	39,185
east of Stumph Road	08/06/01	16,120	3%	32,208	08/06/99	14,172	2%	31,664
Stumph Road								
northwest of Big Creek Parkway	06/25/01	12,853	2%	28,928	06/30/98	17,202	2%	26,712
southeast of Big Creek Parkway	06/25/01	13,772	2%	28,928	06/30/98	20,663	2%	26,712
north of Huffman Road	07/19/00	16,635	2%	20,191	07/02/92	17,860	2%	21,854
south of Huffman Road	07/19/00	18,042	2%	20,191	07/02/92	19,914	2%	21,854
northwest of Pearl Road	06/25/01	23,821	4%	50,001	06/30/98	22,730	4%	44,836
south of Snow Road	08/06/01	16,754	3%	32,208	08/06/99	17,188	3%	31,664
West Ridgewood Drive								
west of Ames Road	08/12/92	18,607	2%	22,520	06/27/89	17,252	2%	22,966
east of York Road	06/25/01	13,584	2%	31,342	06/30/98	14,682	3%	29,365
West 130th Street								
north of Big Creek Parkway	06/28/00	13,847	4%	22,462	06/20/94	13,005	3%	27,168
south of Big Creek Parkway	06/28/00	15,630	3%	22,462	06/20/94	18,511	3%	27,168
south of Huffman Road	07/19/00	17,494	4%	24,711	06/20/94	19,132	3%	26,233
north of Pearl Road	06/28/00	16,979	2%	39,315	06/20/94	18,131	3%	44,758
south of Pearl Road	06/28/00	16,171	2%	39,315	06/20/94	21,668	3%	44,758
north of West Pleasant Valley Road	08/21/92	22,105	2%	24,280	07/09/87	18,571	1%	19,699
York Road								
north of Independence Blvd.	06/27/89	16,437	2%	23,379	07/11/84	17,534	2%	22,480
northwest of Olde York Road	08/12/92	26,712	2%	33,139	*	*	*	*
southeast of Olde York Road	08/12/92	31,045	2%	33,139	*	*	*	*
southeast of Pearl Road	06/25/01	25,299	3%	50,001	06/30/98	23,260	3%	44,836
north of Pleasant Valley Road	08/10/99	18,444	2%	33,729	08/20/93	22,060	2%	37,482
northwest of West Ridgewood Drive	06/25/01	28,116	3%	31,342	06/30/98	26,166	2%	29,365
south of West Ridgewood Drive	06/25/01	20,983	4%	31,342	06/30/98	17,882	3%	29,365

Exhibit continued on following page.

*Vehicle counts not undertaken during this time period.
 **Listed as southwest of Stumph Road in previous periods.

SOURCE: Cuyahoga County Engineer's Office, Cuyahoga County Report of Intersection Vehicle Counts, 2000 and 2001



Appendix 4-A. Twenty-Four Hour Vehicle Volume Counts, Selected Intersections, Parma Heights (continued)

Vehicles on: Major Street/Minor Street	Vehicle Volume, by Date of Count				Change in Intersection Counts			
	Third Most Recent Count				Second Most Recent to Most Recent		Third Most Recent to Most Recent	
	Date	Count	Percent Trucks	Intersection Counts	Number	Percent	Number	Percent
Big Creek Parkway								
south of Snow Road	07/28/86	7,183	0%	32,143	3,964	20.1%	-8,496	-26.4%
northeast of Stumph Road	08/17/93	6,748	0%	26,429	2,216	8.3%	2,499	9.5%
southwest of Stumph Road	08/17/93	9,143	0%	26,429	2,216	8.3%	2,499	9.5%
northeast of West 130th Street	08/23/91	10,214	0%	29,646	-4,706	-17.3%	-7,184	-24.2%
Huffman Road								
west of Stumph Road	07/28/86	7,287	1%	22,008	-1,663	-7.6%	-1,817	-8.3%
east of West 130th Street	08/12/91	9,946	1%	28,143	-1,522	-5.8%	-3,432	-12.2%
Independence Boulevard								
east of York Road	07/08/75	6,171	0%	18,846	899	4.0%	4,533	24.1%
Manorford Drive								
east of Olde York Road	06/30/72	2,331	0%	16,713	-997	-17.9%	-12,138	-72.6%
Olde York Road								
north of Manorford Drive	06/30/72	16,447	0%	16,713	-997	-17.9%	-12,138	-72.6%
south of Manorford Drive	06/30/72	14,648	0%	16,713	-997	-17.9%	-12,138	-72.6%
south of Pearl Road	06/27/89	4,168	4%	23,279	-7,356	-32.4%	-7,917	-34.0%
east of York Road	*	*	*	*	*	*	*	*
Parma Park Boulevard								
south of Pearl Road	06/22/83	1,355	2%	24,210	-5,861	-21.3%	-2,558	-10.6%
Pearl Road								
northeast of Olde York Road	06/27/89	21,283	2%	23,279	-7,356	-32.4%	-7,917	-34.0%
southwest of Olde York Road	06/27/89	20,696	2%	23,279	-7,356	-32.4%	-7,917	-34.0%
northeast of Parma Park Blvd.	06/22/83	23,706	3%	24,210	-5,861	-21.3%	-2,558	-10.6%
southwest of Parma Park Blvd.	06/22/83	23,359	3%	24,210	-5,861	-21.3%	-2,558	-10.6%
southwest of Snow Road	07/02/92	22,434	2%	41,175	-8,489	-21.7%	-10,479	-25.4%
northeast of West 130th Street	08/23/91	25,172	3%	44,423	-5,443	-12.2%	-5,108	-11.5%
northeast of York Road	08/12/92	25,252	3%	54,989	5,165	11.5%	-4,988	-9.1%
southwest of York Road**	08/12/92	25,116	4%	54,989	5,165	11.5%	-4,988	-9.1%
Snow Road								
east of Big Creek Parkway	07/28/86	25,477	2%	32,143	3,964	20.1%	-8,496	-26.4%
west of Big Creek Parkway	07/28/86	26,533	2%	32,143	3,964	20.1%	-8,496	-26.4%
east of Parma Heights Boulevard	07/28/86	24,007	1%	26,565	-2,834	-13.9%	-8,963	-33.7%
west of Pearl Road	07/02/92	17,856	2%	41,175	-8,489	-21.7%	-10,479	-25.4%
east of Stumph Road	07/02/92	13,343	2%	31,917	544	1.7%	291	0.9%
Stumph Road								
northwest of Big Creek Parkway	08/17/93	17,513	1%	26,429	2,216	8.3%	2,499	9.5%
southeast of Big Creek Parkway	08/17/93	19,454	1%	26,429	2,216	8.3%	2,499	9.5%
north of Huffman Road	07/28/86	17,167	1%	22,008	-1,663	-7.6%	-1,817	-8.3%
south of Huffman Road	07/28/86	19,043	1%	22,008	-1,663	-7.6%	-1,817	-8.3%
northwest of Pearl Road	08/12/92	28,661	5%	54,989	5,165	11.5%	-4,988	-9.1%
south of Snow Road	07/02/92	17,531	3%	31,917	544	1.7%	291	0.9%
West Ridgewood Drive								
west of Ames Road	07/11/84	17,718	3%	20,880	-446	-1.9%	1,640	7.9%
east of York Road	08/23/91	18,740	3%	35,867	1,977	6.7%	-4,525	-12.6%
West 130th Street								
north of Big Creek Parkway	08/23/91	19,109	2%	29,646	-4,706	-17.3%	-7,184	-24.2%
south of Big Creek Parkway	08/23/91	20,388	2%	29,646	-4,706	-17.3%	-7,184	-24.2%
south of Huffman Road	08/12/91	17,248	2%	28,143	-1,522	-5.8%	-3,432	-12.2%
north of Pearl Road	08/23/91	20,534	5%	44,423	-5,443	-12.2%	-5,108	-11.5%
south of Pearl Road	08/23/91	21,735	4%	44,423	-5,443	-12.2%	-5,108	-11.5%
north of West Pleasant Valley Road	06/18/84	15,684	1%	16,990	4,581	23.3%	7,290	42.9%
York Road								
north of Independence Blvd.	07/08/75	14,171	0%	18,946	899	4.0%	4,433	23.4%
northwest of Olde York Road	*	*	*	*	*	*	*	*
southeast of Olde York Road	*	*	*	*	*	*	*	*
southeast of Pearl Road	08/12/92	30,950	7%	54,989	5,165	11.5%	-4,988	-9.1%
north of Pleasant Valley Road	06/26/89	18,584	3%	34,258	-3,753	-10.0%	-529	-1.5%
northwest of West Ridgewood Drive	08/23/91	32,640	3%	35,867	1,977	6.7%	-4,525	-12.6%
south of West Ridgewood Drive	08/23/91	20,353	3%	35,867	1,977	6.7%	-4,525	-12.6%

*Vehicle counts not undertaken during this time period.
 **Listed as southwest of Stumph Road in previous periods.

SOURCE: Cuyahoga County Engineer's Office, Cuyahoga County Report of Intersection Vehicle Counts, 2000 and 2001



Appendix 4-B. Commercial Retail and Local Office Space Inventory, by Retail Type Code and Establishment, Parma Heights, 1970 and 2002

Street Number	Street Name	Store Name	Square Feet	Retail Type Code	Retail Category	Retail Classification
6339	OLDE YORK RD	Save-A-Lot Food Store	15,392	A1	Convenience Goods and Services	Supermarket
6855	W 130TH ST	India Grocer	2,783	A1	Convenience Goods and Services	Supermarket
			18,175			
6660	PEARL RD	Mini Mart	3,286	A2	Convenience Goods and Services	Other Food
6390	YORK RD	Mardi Gras Supply	2,460	A2	Convenience Goods and Services	Other Food
6277	PEARL RD	Wonder Bread/Hostess Bakery Outlet	6,273	A2	Convenience Goods and Services	Other Food
6641	PEARL RD	Samosky's Home Bakery	5,394	A2	Convenience Goods and Services	Other Food
6719	PEARL RD	Mary's Beverage & Party Center	2,750	A2	Convenience Goods and Services	Other Food
6201	STUMPH RD	Classic Deli	2,440	A2	Convenience Goods and Services	Other Food
6775	W 130TH ST	Nipa Hut Oriental Food Mart	2,660	A2	Convenience Goods and Services	Other Food
6328	PEARL RD	Lakes Beverage	1,401	A2	Convenience Goods and Services	Other Food
6240	PEARL RD	East Coast Original Frozen Custard	1,299	A2	Convenience Goods and Services	Other Food
5814	PEARL RD	Dick's Beverage	3,546	A2	Convenience Goods and Services	Other Food
6677	PEARL RD	Honey Hut Ice Cream Shoppe	1,666	A2	Convenience Goods and Services	Other Food
6219	W 130TH ST	Dairy Deli	1,620	A2	Convenience Goods and Services	Other Food
6230	STUMPH RD	Lydia's Hungarian Strudel Shop	2,756	A2	Convenience Goods and Services	Other Food
			37,551			
6869	W 130TH ST	Quizno's Subs	2,299	A3	Convenience Goods and Services	Food Service
6219	PEARL RD	Victorio's Family Restaurant	4,786	A3	Convenience Goods and Services	Food Service
6757	W 130TH ST	AKA Murphy's Lounge	1,964	A3	Convenience Goods and Services	Food Service
6355	PEARL RD	Lone Star Steakhouse & Saloon	8,092	A3	Convenience Goods and Services	Food Service
6287	PEARL RD	Marco's Pizza	2,754	A3	Convenience Goods and Services	Food Service
6370	YORK RD	Subway Sandwiches & Salads	1,420	A3	Convenience Goods and Services	Food Service
6285	PEARL RD	Arabica Coffee House	2,829	A3	Convenience Goods and Services	Food Service
6677	PEARL RD	Arbys	3,734	A3	Convenience Goods and Services	Food Service
6452	PEARL RD	Sorento's Bar & Grill	1,064	A3	Convenience Goods and Services	Food Service
7121	W 130TH ST	Arthur Treachers Fish & Chips	2,327	A3	Convenience Goods and Services	Food Service
6400	YORK RD	Friendlys Family Restaurant	3,740	A3	Convenience Goods and Services	Food Service
6298	PEARL RD	Flyers Bar & Grill	3,425	A3	Convenience Goods and Services	Food Service
6530	PEARL RD	Wendy's	2,440	A3	Convenience Goods and Services	Food Service
6717	PEARL RD	Flame Restaurant & Lounge	2,750	A3	Convenience Goods and Services	Food Service
7011	W 130TH ST	Bakers Square Restaurant and Pies Inc	5,032	A3	Convenience Goods and Services	Food Service
6261	PEARL RD	Penn Station Restaurant	3,321	A3	Convenience Goods and Services	Food Service
6406	PEARL RD	The Whip Coffee Shop	2,247	A3	Convenience Goods and Services	Food Service
6681	W 130TH ST	Pizza Hut	3,296	A3	Convenience Goods and Services	Food Service
6380	YORK RD	Luna's Deli Restaurant	3,173	A3	Convenience Goods and Services	Food Service
6339	OLDE YORK RD	The Lampliter Lounge	3,496	A3	Convenience Goods and Services	Food Service
8761	SNOW RD	Panini's	850	A3	Convenience Goods and Services	Food Service
6405	PEARL RD	Hooters	5,506	A3	Convenience Goods and Services	Food Service
6444	PEARL RD	Blimpie Subs & Salads	1,491	A3	Convenience Goods and Services	Food Service
6425	PEARL RD	Harry Buffalo	5,292	A3	Convenience Goods and Services	Food Service
6887	W 130TH ST	Mister B's	2,420	A3	Convenience Goods and Services	Food Service
6649	PEARL RD	Papa John's Pizza	1,566	A3	Convenience Goods and Services	Food Service
6699	W 130TH ST	Shadows Bar & Grill	2,511	A3	Convenience Goods and Services	Food Service
6227	W 130TH ST	Pizza Pan	1,714	A3	Convenience Goods and Services	Food Service
6328	PEARL RD	Porcaro's Pizza	1,401	A3	Convenience Goods and Services	Food Service
6709	PEARL RD	Topps Bar & Grill	2,121	A3	Convenience Goods and Services	Food Service
6671	PEARL RD	Burger King	2,342	A3	Convenience Goods and Services	Food Service
6395	PEARL RD	BW-3	6,242	A3	Convenience Goods and Services	Food Service
6421	PEARL RD	McDonald's Restaurant	2,841	A3	Convenience Goods and Services	Food Service
6230	STUMPH RD	Tiffe's Pizza	1,512	A3	Convenience Goods and Services	Food Service
6276	PEARL RD	Double Dragon Buffet	9,800	A3	Convenience Goods and Services	Food Service
6253	PEARL RD	New Dragon Express	1,845	A3	Convenience Goods and Services	Food Service
6211	W 130TH ST	Tesoro's Bar & Grill	11,080	A3	Convenience Goods and Services	Food Service
6365	PEARL RD	The Clubhouse	3,385	A3	Convenience Goods and Services	Food Service
6857	W 130TH ST	Mughal Indian Restaurant	4,840	A3	Convenience Goods and Services	Food Service
6370	YORK RD	Connections Bar & Grille	1,491	A3	Convenience Goods and Services	Food Service
6851	W 130TH ST	Java Joe's Express to Go	170	A3	Convenience Goods and Services	Food Service
6698	PEARL RD	The Ground Round Restaurant	5,359	A3	Convenience Goods and Services	Food Service
6508	YORK RD	Godmother's Pizza & Subs	1,120	A3	Convenience Goods and Services	Food Service
6444	PEARL RD	Domino's Pizza	1,110	A3	Convenience Goods and Services	Food Service
6339	OLDE YORK RD	Gus's Kitchen	4,104	A3	Convenience Goods and Services	Food Service
			146,302			

Exhibit continued on following page.

SOURCE: "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002; the Cuyahoga County Auditor's Office, September, 2002; Phone Disc USA, 2001; SBC Ameritech, Cleveland Yellow and White pages, 2002-2003



Appendix 4-B. Commercial Retail and Local Office Space Inventory, by Retail Type Code and Establishment, Parma Heights, 1970 and 2002 (continued)

Street Number	Street Name	Store Name	Square Feet	Retail Type Code	Retail Category	Retail Classification
6300	PEARL RD	Walgreen Drug Store	13,980	A4	Convenience Goods and Services	Drugs
6476	YORK RD	Discount Drug Mart	19,992	A4	Convenience Goods and Services	Drugs
			33,972			
6873	W 130TH ST	The Book Rack	2,420	A5	Convenience Goods and Services	Other Convenience Goods
6633	PEARL RD	Sherwin-Williams Paint & Wallpaper Store	5,394	A5	Convenience Goods and Services	Other Convenience Goods
6477	PEARL RD	The Word Christian Resource Center	5,476	A5	Convenience Goods and Services	Other Convenience Goods
6515	PEARL RD	Cordial Gifts and Varieties	1,501	A5	Convenience Goods and Services	Other Convenience Goods
6500	YORK RD	York Video	3,136	A5	Convenience Goods and Services	Other Convenience Goods
6643	PEARL RD	Village Gifts & Collectibles	5,394	A5	Convenience Goods and Services	Other Convenience Goods
6485	PEARL RD	Black & Decker U.S. Inc.	2,490	A5	Convenience Goods and Services	Other Convenience Goods
6230	STUMPH RD	Sunshine Flowers	1,872	A5	Convenience Goods and Services	Other Convenience Goods
6436	PEARL RD	Magazines & More	3,096	A5	Convenience Goods and Services	Other Convenience Goods
6444	PEARL RD	Blockbuster Video	5,550	A5	Convenience Goods and Services	Other Convenience Goods
6489	PEARL RD	Black & Decker U.S. Inc.	918	A5	Convenience Goods and Services	Other Convenience Goods
6440	PEARL RD	CD Warehouse	1,974	A5	Convenience Goods and Services	Other Convenience Goods
6658	PEARL RD	Andy's Hardware & Supply	4,346	A5	Convenience Goods and Services	Other Convenience Goods
6593	PEARL RD	Fantastic Alteration Floral Design	543	A5	Convenience Goods and Services	Other Convenience Goods
6271	PEARL RD	The Record Exchange	3,444	A5	Convenience Goods and Services	Other Convenience Goods
			47,554			
6514	PEARL RD	ABC Rental Center	4,187	A6	Convenience Goods and Services	Convenience Services
6883	W 130TH ST	Best Cuts	2,420	A6	Convenience Goods and Services	Convenience Services
6601	PEARL RD	Jerry's Tailor Shop	1,161	A6	Convenience Goods and Services	Convenience Services
6330	PEARL RD	Parma Heights Beauty Salon	2,277	A6	Convenience Goods and Services	Convenience Services
6389	PEARL RD	Parma Heights Barber Service	952	A6	Convenience Goods and Services	Convenience Services
6653	PEARL RD	Del Ann Beauty Shops Inc.	2,318	A6	Convenience Goods and Services	Convenience Services
6597	PEARL RD	Cutting Edge Hair Studio	1,217	A6	Convenience Goods and Services	Convenience Services
6444	PEARL RD	Classic Studio Hair Design	5,254	A6	Convenience Goods and Services	Convenience Services
6579	PEARL RD	The Curling Iron	969	A6	Convenience Goods and Services	Convenience Services
6249	PEARL RD	West & West Photographers	3,567	A6	Convenience Goods and Services	Convenience Services
6674	PEARL RD	Antonius Brothers Carpet Care	1,760	A6	Convenience Goods and Services	Convenience Services
6591	PEARL RD	The Cleveland Hairport	969	A6	Convenience Goods and Services	Convenience Services
6516	YORK RD	Super Tan	2,576	A6	Convenience Goods and Services	Convenience Services
6621	PEARL RD	Swallows Barber Shop	1,134	A6	Convenience Goods and Services	Convenience Services
6581	PEARL RD	Total Image Hair Designers	954	A6	Convenience Goods and Services	Convenience Services
6354	PEARL RD	Bubble-Nest Grooming	975	A6	Convenience Goods and Services	Convenience Services
6369	PEARL RD	Dryclean USA	4,368	A6	Convenience Goods and Services	Convenience Services
6339	OLDE YORK RD	Loose Ends Hair Design & More	1,976	A6	Convenience Goods and Services	Convenience Services
6444	PEARL RD	Beach Bodies Tanning & Toning	1,332	A6	Convenience Goods and Services	Convenience Services
6666	PEARL RD	Fireplug Dog & Cat Grooming	1,674	A6	Convenience Goods and Services	Convenience Services
6277	PEARL RD	Parma Vacuum and Service Inc.	3,567	A6	Convenience Goods and Services	Convenience Services
6488	YORK RD	AZN Nails	1,288	A6	Convenience Goods and Services	Convenience Services
6475	PEARL RD	\$1.50 Cleaners	2,738	A6	Convenience Goods and Services	Convenience Services
6277	PEARL RD	Spectators Hair Design	3,075	A6	Convenience Goods and Services	Convenience Services
6507	PEARL RD	Matts Hair Center	1,501	A6	Convenience Goods and Services	Convenience Services
6223	W 130TH ST	LaNasa's Barber Shop	1,539	A6	Convenience Goods and Services	Convenience Services
6777	W 130TH ST	Freddie's Hair Boutique	1,064	A6	Convenience Goods and Services	Convenience Services
6517	PEARL RD	Signature Hair Salon\Dressing Room	3,968	A6	Convenience Goods and Services	Convenience Services
6225	W 130TH ST	Glory's Hair Fashions	1,539	A6	Convenience Goods and Services	Convenience Services
6629	PEARL RD	Divine Design Nails	989	A6	Convenience Goods and Services	Convenience Services
6168	PEARL RD	JP's Creative Haircutting	814	A6	Convenience Goods and Services	Convenience Services
6230	STUMPH RD	The Hair Mechanics	1,512	A6	Convenience Goods and Services	Convenience Services
6512	YORK RD	Great Clips for Hair	1,120	A6	Convenience Goods and Services	Convenience Services
6587	PEARL RD	Multicultural Beauty Salon	908	A6	Convenience Goods and Services	Convenience Services
6170	PEARL RD	Pampered Pets Grooming Salon	846	A6	Convenience Goods and Services	Convenience Services
6524	PEARL RD	ABC Rental Center	8,633	A6	Convenience Goods and Services	Convenience Services
6853	W 130TH ST	Hollywood Star Nails	3,509	A6	Convenience Goods and Services	Convenience Services
6690	PEARL RD	Midpark Dry Cleaners	1,525	A6	Convenience Goods and Services	Convenience Services
6917	W 130TH ST	A to Z Travel Center	1,980	A6	Convenience Goods and Services	Convenience Services
			84,155			
Subtotal			367,709		Convenience Goods and Services	

Exhibit continued on following page.

SOURCE: "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002; the Cuyahoga County Auditor's Office, September, 2002; Phone Disc USA, 2001; SBC Ameritech, Cleveland Yellow and White pages, 2002-2003



Appendix 4-B. Commercial Retail and Local Office Space Inventory, by Retail Type Code and Establishment, Parma Heights, 1970 and 2002 (continued)

Street Number	Street Name	Store Name	Square Feet	Retail Type Code	Retail Category	Retail Classification
6339	OLDE YORK RD	Goodwill Discount Store	9,424	B2	Shopping Goods and Services	Other General Merchandise
6282	PEARL RD	Big Lots	23,324	B2	Shopping Goods and Services	Other General Merchandise
			32,748			
6573	PEARL RD	Red Wing Shoe Store	1,020	B3	Shopping Goods and Services	Clothing and Shoes
6513	PEARL RD	Four Seasons Bridal Botique	1,422	B3	Shopping Goods and Services	Clothing and Shoes
6593	PEARL RD	Jeanitas Dance & Actionwear	969	B3	Shopping Goods and Services	Clothing and Shoes
6637	PEARL RD	Bride's Dream	5,394	B3	Shopping Goods and Services	Clothing and Shoes
6879	W 130TH ST	Ambiance-The Store For Lovers	2,783	B3	Shopping Goods and Services	Clothing and Shoes
			11,588			
6267	PEARL RD	Quality Trophies and Awards	1,722	B4	Shopping Goods and Services	Other Shopping Goods
7011	W 130TH ST	Party Place	18,060	B4	Shopping Goods and Services	Other Shopping Goods
6647	PEARL RD	Parma Heights Smoke Shop	1,653	B4	Shopping Goods and Services	Other Shopping Goods
6412	PEARL RD	Party City Inc.	10,058	B4	Shopping Goods and Services	Other Shopping Goods
6448	PEARL RD	Southwest Surgical Supply	1,120	B4	Shopping Goods and Services	Other Shopping Goods
6656	PEARL RD	Jenny's Figurines	1,575	B4	Shopping Goods and Services	Other Shopping Goods
6493	PEARL RD	The Tobacco Co	816	B4	Shopping Goods and Services	Other Shopping Goods
7011	W 130TH ST	MC Sports	47,571	B4	Shopping Goods and Services	Other Shopping Goods
6497	PEARL RD	The Gun Shop	1,071	B4	Shopping Goods and Services	Other Shopping Goods
6683	W 130TH ST	Cingular Wireless	1,411	B4	Shopping Goods and Services	Other Shopping Goods
6929	W 130TH ST	Todd's Jewelers	1,298	B4	Shopping Goods and Services	Other Shopping Goods
7011	W 130TH ST	Old Time Pottery	2,000	B4	Shopping Goods and Services	Other Shopping Goods
6275	PEARL RD	Parma Heights Gun Shop	1,845	B4	Shopping Goods and Services	Other Shopping Goods
6265	PEARL RD	D'oro Jewelers	1,722	B4	Shopping Goods and Services	Other Shopping Goods
6333	PEARL RD	Howard's Jewelry and Loan	4,052	B4	Shopping Goods and Services	Other Shopping Goods
6575	PEARL RD	AdvaCare System	918	B4	Shopping Goods and Services	Other Shopping Goods
6257	PEARL RD	Cleveland Typewriter/Computer Co.	1,722	B4	Shopping Goods and Services	Other Shopping Goods
6269	PEARL RD	Sports Focus Inc.	3,567	B4	Shopping Goods and Services	Other Shopping Goods
6328	PEARL RD	Millennium Wireless	1,401	B4	Shopping Goods and Services	Other Shopping Goods
			103,582			
6797	W 130TH ST	All-lite Electric Co	5,820	B5	Shopping Goods and Services	Furniture
6339	OLDE YORK RD	Seconds City Resale Home Furnishings	4,600	B5	Shopping Goods and Services	Furniture
6700	PEARL RD	Dinette World	6,000	B5	Shopping Goods and Services	Furniture
6627	PEARL RD	Audiowords Recording Center	1,260	B5	Shopping Goods and Services	Furniture
6280	PEARL RD	Big Lots Furniture	11,760	B5	Shopping Goods and Services	Furniture
6686	PEARL RD	Labett Designs	7,056	B5	Shopping Goods and Services	Furniture
6248	PEARL RD	Computer Quest Ltd.	6,980	B5	Shopping Goods and Services	Furniture
6259	PEARL RD	California Hot Tubs Inc	1,722	B5	Shopping Goods and Services	Furniture
6510	PEARL RD	Litts Plumbing Kitchen & Bath Gallery	4,965	B5	Shopping Goods and Services	Furniture
6617	PEARL RD	Affordable Carpet & Flooring	3,135	B5	Shopping Goods and Services	Furniture
6665	PEARL RD	Buddy's Carpet	4,038	B5	Shopping Goods and Services	Furniture
6530	PEARL RD	Erie Shore Flooring	8,969	B5	Shopping Goods and Services	Furniture
6479	PEARL RD	Wild Bill Carpet & Tile	7,553	B5	Shopping Goods and Services	Furniture
			73,858			
Subtotal			221,776		Shopping Goods and Services	
6370	YORK RD	Budget Car and Truck Rental	840	C1	Automobile Sales, Parts and Service	New Auto Sales/Leases
6600	PEARL RD	Liberty Ford Southwest	23,310	C1	Automobile Sales, Parts and Service	New Auto Sales/Leases
5809	STUMPH RD	U-Haul Co.	6,328	C1	Automobile Sales, Parts and Service	New Auto Sales/Leases
6215	PEARL RD	Enterprise Rent-A-Car	2,432	C1	Automobile Sales, Parts and Service	New Auto Sales/Leases
6600	PEARL RD	Ford Leasing Dev Co	20,790	C1	Automobile Sales, Parts and Service	New Auto Sales/Leases
6376	PEARL RD	Integrity Chevrolet	25,049	C1	Automobile Sales, Parts and Service	New Auto Sales/Leases
6368	PEARL RD	Integrity Chevrolet	44,310	C1	Automobile Sales, Parts and Service	New Auto Sales/Leases
			123,059			
6550	PEARL RD	Auto Accents	7,500	C3	Automobile Sales, Parts and Service	Auto Parts Sales
6683	W 130TH ST	Best For Less Car Audio	1,411	C3	Automobile Sales, Parts and Service	Auto Parts Sales
6564	PEARL RD	Autozone	10,400	C3	Automobile Sales, Parts and Service	Auto Parts Sales
6221	W 130TH ST	Kovachy Budget Auto Parts	2,511	C3	Automobile Sales, Parts and Service	Auto Parts Sales
6683	W 130TH ST	Four Wheels Creative Car Works	1,392	C3	Automobile Sales, Parts and Service	Auto Parts Sales
6175	PEARL RD	Mighty Auto Parts	2,100	C3	Automobile Sales, Parts and Service	Auto Parts Sales
			25,314			

Exhibit continued on following page.

SOURCE: "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002; the Cuyahoga County Auditor's Office, September, 2002; Phone Disc USA, 2001; SBC Ameritech, Cleveland Yellow and White pages, 2002-2003



Appendix 4-B. Commercial Retail and Local Office Space Inventory, by Retail Type Code and Establishment, Parma Heights, 1970 and 2002 (continued)

Street Number	Street Name	Store Name	Square Feet	Retail Type Code	Retail Category	Retail Classification
5806	PEARL RD	Harb's Auto Service	1,888	C4	Automobile Sales, Parts and Service	Auto Repair
6177	PEARL RD	Yorktown Automotive Center	6,292	C4	Automobile Sales, Parts and Service	Auto Repair
6765	W 130TH ST	A to Z Auto Service	5,220	C4	Automobile Sales, Parts and Service	Auto Repair
6525	PEARL RD	Speedy Auto Service	2,940	C4	Automobile Sales, Parts and Service	Auto Repair
6677	PEARL RD	Meineke Discount Mufflers	3,940	C4	Automobile Sales, Parts and Service	Auto Repair
6709	PEARL RD	Conrad's Total Car Car and Tire Centers	11,980	C4	Automobile Sales, Parts and Service	Auto Repair
6330	YORK RD	Midas Auto Service Experts	4,762	C4	Automobile Sales, Parts and Service	Auto Repair
6565	PEARL RD	Rad Air Service Center	3,487	C4	Automobile Sales, Parts and Service	Auto Repair
6505	PEARL RD	Valvoline Instant Oil Change	2,298	C4	Automobile Sales, Parts and Service	Auto Repair
6881	W 130TH ST	Quickchange	445	C4	Automobile Sales, Parts and Service	Auto Repair
			42,807			
6761	W 130TH ST	Kwik Car Wash	7,036	C5	Automobile Sales, Parts and Service	Gas Stations
6215	PEARL RD	Citgo	2,500	C5	Automobile Sales, Parts and Service	Gas Stations
12215	HUFFMAN RD	Shell Service Station	2,140	C5	Automobile Sales, Parts and Service	Gas Stations
6363	PEARL RD	Citgo	2,147	C5	Automobile Sales, Parts and Service	Gas Stations
5837	PEARL RD	Clark Gas Station	458	C5	Automobile Sales, Parts and Service	Gas Stations
6317	PEARL RD	S & G Sunoco Ultra	1,980	C5	Automobile Sales, Parts and Service	Gas Stations
6229	PEARL RD	Marathon Service Station	2,975	C5	Automobile Sales, Parts and Service	Gas Stations
6731	PEARL RD	Speedway Service Station	800	C5	Automobile Sales, Parts and Service	Gas Stations
6730	PEARL RD	BP Service Station	408	C5	Automobile Sales, Parts and Service	Gas Stations
			20,444			
			Subtotal		Automobile Sales, Parts and Service	
6218	PEARL RD	Yorktown Lanes	39,098	D1	Commercial Amusements	Enclosed Amusements
			Subtotal		Commercial Amusements	
6953	W 130TH ST	Sauer-Good-Powell Funeral Home	3,344	E2	Other Retail	Funeral Homes
			3,344			
6354	PEARL RD	Southwest Animal Hospital	1,235	E3	Other Retail	Animal Hospitals
			1,235			
6339	OLDE YORK RD	Precious Angels Childcare	5,200	E4	Other Retail	Training Schools
6688	PEARL RD	Charlotte Braun Dance Studio	3,050	E4	Other Retail	Training Schools
6509	PEARL RD	Tracy's Karate Studio	1,264	E4	Other Retail	Training Schools
6287	PEARL RD	Diann's Dance & Gymnastics Center	2,754	E4	Other Retail	Training Schools
6339	OLDE YORK RD	Tri Star Sports	4,700	E4	Other Retail	Training Schools
			16,968			
6674	PEARL RD	Kovach & Kline Printing	2,640	E5	Other Retail	Business Services
6571	PEARL RD	Swift Print	1,845	E5	Other Retail	Business Services
6909	W 130TH ST	Education Avenue	3,770	E5	Other Retail	Business Services
6495	PEARL RD	Anglers Mail	765	E5	Other Retail	Business Services
6379	PEARL RD	Makita Power Tools USA Inc.	2,000	E5	Other Retail	Business Services
6370	YORK RD	Midwest Publishing	2,840	E5	Other Retail	Business Services
6659	PEARL RD	White House Uniforms Inc.	1,120	E5	Other Retail	Business Services
			14,980			
			Subtotal		Other Retail	
6339	OLDE YORK RD	Vacant	1,924	F1	Vacant Retail	Existing Vacant
6444	PEARL RD	Vacant	1,491	F1	Vacant Retail	Existing Vacant
6677	PEARL RD	Vacant	73,695	F1	Vacant Retail	Existing Vacant
6272	PEARL RD	Vacant	19,600	F1	Vacant Retail	Existing Vacant
6659	PEARL RD	Vacant	1,120	F1	Vacant Retail	Existing Vacant
6251	PEARL RD	Vacant	5,166	F1	Vacant Retail	Existing Vacant
6521	PEARL RD	Vacant	1,280	F1	Vacant Retail	Existing Vacant
6339	OLDE YORK RD	Vacant	1,976	F1	Vacant Retail	Existing Vacant
6278	PEARL RD	Vacant	6,076	F1	Vacant Retail	Existing Vacant
6483	PEARL RD	Vacant	1,743	F1	Vacant Retail	Existing Vacant
6575	PEARL RD	Vacant	867	F1	Vacant Retail	Existing Vacant
6867	W 130TH ST	Vacant	2,420	F1	Vacant Retail	Existing Vacant
6335	PEARL RD	Vacant	4,465	F1	Vacant Retail	Existing Vacant
6665	PEARL RD	Vacant	2,436	F1	Vacant Retail	Existing Vacant

Exhibit continued on following page.

SOURCE: "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002; the Cuyahoga County Auditor's Office, September, 2002; Phone Disc USA, 2001; SBC Ameritech, Cleveland Yellow and White pages, 2002-2003



Appendix 4-B. Commercial Retail and Local Office Space Inventory, by Retail Type Code and Establishment, Parma Heights, 1970 and 2002 (continued)

Street Number	Street Name	Store Name	Square Feet	Retail Type Code	Retail Category	Retail Classification
6877	W 130TH ST	Vacant	2,904	F1	Vacant Retail	Existing Vacant
6491	PEARL RD	Vacant	816	F1	Vacant Retail	Existing Vacant
6871	W 130TH ST	Vacant	2,420	F1	Vacant Retail	Existing Vacant
6863	W 130TH ST	Vacant	4,719	F1	Vacant Retail	Existing Vacant
6708	PEARL RD	Vacant	9,500	F1	Vacant Retail	Existing Vacant
6607	PEARL RD	Vacant	4,455	F1	Vacant Retail	Existing Vacant
6339	OLDE YORK RD	Vacant	2,960	F1	Vacant Retail	Existing Vacant
6895	W 130TH ST	Vacant	2,420	F1	Vacant Retail	Existing Vacant
6677	PEARL RD	Vacant	28,611	F1	Vacant Retail	Existing Vacant
6845	W 130TH ST	Vacant	30,110	F1	Vacant Retail	Existing Vacant
6573	PEARL RD	Vacant	2,500	F1	Vacant Retail	Existing Vacant
6913	W 130TH ST	Vacant	4,030	F1	Vacant Retail	Existing Vacant
6571	PEARL RD	Vacant	1,700	F1	Vacant Retail	Existing Vacant
6659	PEARL RD	Vacant	1,116	F1	Vacant Retail	Existing Vacant
6255	PEARL RD	Vacant	1,845	F1	Vacant Retail	Existing Vacant
6444	PEARL RD	Vacant	1,420	F1	Vacant Retail	Existing Vacant
6521	PEARL RD	Vacant	2,304	F1	Vacant Retail	Existing Vacant
6659	PEARL RD	Vacant	1,120	F1	Vacant Retail	Existing Vacant
Subtotal			229,209		Vacant Retail	
6654	PEARL RD	Deed Realty	1,575	G1	Office Space	Local Office
6444	PEARL RD	Prudential Farina 1st American Realty	4,331	G1	Office Space	Local Office
6583	PEARL RD	Transport Graphics Inc.	954	G1	Office Space	Local Office
6287	PEARL RD	Armed Forces Recruiting Center	2,754	G1	Office Space	Local Office
6358	PEARL RD	Law Offices	1,495	G1	Office Space	Local Office
6444	PEARL RD	Ameritemps	1,775	G1	Office Space	Local Office
6674	PEARL RD	Financial America Securities Inc.	550	G1	Office Space	Local Office
6530	YORK RD	FirstMerit Bank N.A.	2,438	G1	Office Space	Local Office
6284	PEARL RD	Key Bank	4,576	G1	Office Space	Local Office
6645	PEARL RD	Beneficial Mortgage Company of Ohio	1,653	G1	Office Space	Local Office
6809	W 130TH ST	Fifth Third Bank	2,141	G1	Office Space	Local Office
6861	W 130TH ST	Citifundfinancial	2,420	G1	Office Space	Local Office
6672	PEARL RD	Jack's Tax Service Co.	2,538	G1	Office Space	Local Office
6287	PEARL RD	State Farm Insurance	2,754	G1	Office Space	Local Office
6277	PEARL RD	Ace Check Cashing	2,952	G1	Office Space	Local Office
5810	PEARL RD	Sullivan Chiropractic Center	1,559	G1	Office Space	Local Office
6555	PEARL RD	Charter One Bank	3,200	G1	Office Space	Local Office
6779	W 130TH ST	Forex Cargo	1,444	G1	Office Space	Local Office
6454	PEARL RD	Century 21 All Service Inc.	2,000	G1	Office Space	Local Office
6339	OLDE YORK RD	Parma Heights License Bureau	2,400	G1	Office Space	Local Office
6370	YORK RD	Century 21 Beyond 2000	2,000	G1	Office Space	Local Office
6579	PEARL RD	The Buyers Agent of Ohio	969	G1	Office Space	Local Office
6619	PEARL RD	Carested Inc	2,240	G1	Office Space	Local Office
6975	W 130TH ST	H&R Block Financial Advisors	2,200	G1	Office Space	Local Office
6623	PEARL RD	Carpenter Insurance	989	G1	Office Space	Local Office
6290	PEARL RD	Ohio Savings Bank	3,049	G1	Office Space	Local Office
6277	PEARL RD	Office of the Magistrate	3,198	G1	Office Space	Local Office
6585	PEARL RD	Nationwide Insurance Company	848	G1	Office Space	Local Office
6625	PEARL RD	Parma Heights Podiatry Clinic	989	G1	Office Space	Local Office
6285	PEARL RD	Huntington National Bank	3,588	G1	Office Space	Local Office
6234	PEARL RD	Diversified Receivable Management	4,500	G1	Office Space	Local Office
6665	PEARL RD	R. Crebenbach Family Chiropratic	1,958	G1	Office Space	Local Office
6599	PEARL RD	American Family Insurance	969	G1	Office Space	Local Office
6390	PEARL RD	Tomaschek Eye Center	3,486	G1	Office Space	Local Office
6286	PEARL RD	Great Lakes Bureau Inc	31,948	G1	Office Space	Local Office
Subtotal			108,440		Office Space	
Total Commercial Square Footage			1,214,383			

SOURCE: "Northeast Ohio Regional Retail Analysis," the Cuyahoga County Planning Commission, 2000; updated Parma Heights survey, May, 2002; the Cuyahoga County Auditor's Office, September, 2002; Phone Disc USA, 2001; SBC Ameritech, Cleveland Yellow and White pages, 2002-2003

Chapter 5

Public Facility and Infrastructure Analysis



INTRODUCTION

This chapter examines public facilities and infrastructure issues in Parma Heights. The first section inventories the existing conditions of city-owned buildings, as well as other public sector buildings in the city, such as public schools, the Cuyahoga Community College-Western Campus, and the Parma Heights Branch of the Cuyahoga County Public Library. The second section examines parks and recreation facilities located in the city and compares these facilities with national standards. The third, and final, section of the chapter discusses the current condition of the street, water, and sewer networks and outlines scheduled improvement projects.

PUBLIC FACILITIES

The City of Parma Heights is directly responsible for delivering many of the high quality services that make the community such a desirable place in which to live, including police and fire protection, snow removal, street repaving, maintenance of city parks and facilities, regulation of building and zoning standards, and services for senior citizens. Studies have shown that there is a correlation between increases in the population and the need for additional services that a city must provide.

In addition, technological advances, building methods, and the philosophy of building design have dramatically changed the workplace since many of the City's buildings were constructed. Architects, particularly those interested in "green building design," are now designing buildings with an emphasis toward building users and are building structures that are more energy efficient, are healthier, make use of natural light, are less expensive to operate, and provide a more efficient and pleasant atmosphere for employees.

Parma Heights, which has grown by more than 17% since the 1950's, the era when most of the City's public buildings were built, is at the point where attention to its infrastructure is necessary. To be able to maintain the high level of services residents have come to expect, the City must continue to invest in its future through its infrastructure and its employees.

Existing City-Owned Public Buildings

Parma Heights Town Hall **6281 Pearl Road, between York and Olde York Roads**

Existing Conditions

The 13,600 square foot Parma Heights Town Hall, and its adjacent parking lot, occupy approximately 1.3 acres of land on Pearl Road, right in the center of the city. The original structure, which was built in 1958, is a one story building designed in the Western Reserve architectural style (*Exhibit 5-1*). An addition to the building, which complements the original architecture, was completed in 1975. In 2001, due to growing space constraints, the City leased almost 3,000 square feet of additional office space in the adjacent Greenbrier Center Shopping Plaza for the Building and Services Department and the City Magistrate. Both departments moved to Greenleaf Square Office Mall in April, 2004.





Town Hall accommodates the administrative offices of 11 departments and houses 20 full-time and 17 part-time employees. The Building and Services Department, which is now located in leased space, employs an additional five full-time and three part-time employees. The City of Parma Heights also contracts with outside agencies to provide services, such as engineering and landscape design on an as needed basis.

In addition to administrative offices, Town Hall contains the Parma Heights City Council Chambers and new City Council offices that were created as part of the reorganization of office space in 2001. The City Council Chambers, which are used for City Council, community, and civic club meetings, can seat up to 60 persons. There is a small conference room located adjacent to the Mayor's office that seats about 18 persons and a private conference room located in the Mayor's office that seats approximately 10 persons. A small kitchen is located adjacent to the City Council Chambers. The basement, which encompasses more than 2,000 square feet, is used primarily for record storage.

The parking lot located behind Town Hall has approximately 37 parking spaces, two of which are designated as handicapped. An additional parking lot, which is contiguous to the Town Hall parking lot and adjacent to Yorktown Green Park, has approximately 20 parking spaces.

Improvements

Improvements undertaken at Parma Heights Town Hall over the last several years have included physical improvements, spatial reorganization, and equipment purchases. Parking lot renovation, installation of decorative lighting standards, and new landscaping was undertaken in 1998. All computer systems were replaced with a Y2K compliant system in 1999. In 2000, the first phase of a multi-phased streetscape improvement project that extended along Pearl Road was installed in front of Town Hall. It is anticipated that a new phone system will be installed at Town Hall in the next several years.

Needs/Recommendations

While some of the physical space constraints experienced at Parma Heights Town Hall were alleviated after the City leased off-site office space for the Building and Services Department and Magistrate's Office and reconfigured space within Town Hall for new City Council offices, administrative offices, and storage space, Town Hall is still being used at capacity levels.

In 2002, as an outgrowth of the *Mayor's Task Force on Municipal Buildings*, the City of Parma Heights contracted with *City Architecture* to undertake a Municipal Facilities Master Plan that assessed the space needs for several city-owned buildings (***Exhibit 5-2 and Appendix 5-A***). In the plan for Parma Heights Town Hall, *City Architecture* proposed increasing the usable space by almost 3,800 square feet. Several new spaces were proposed, including a larger conference room with capacity for audio-visual equipment; space for the Magistrate's Office and support staff; and an employee's break room. The plan also called for enlarging the bathrooms and making them handicapped accessible; reconfiguring both lobbies so that there was one, larger lobby; enlarging Council Chambers to add capacity for audio-visual equipment; and increasing the size of many of the departmental offices.

Options to consider that may solve existing and future space constraints include continuing to lease additional office space; reconfiguring the existing space; or exploring the possibility of expanding the existing building, by either building a rear addition, or adding a second floor to the current footprint. A shared parking agreement could also be negotiated with the adjacent office complex to accommodate additional parking needs. While another possible solution would be to build a new municipal building, one of the advantages of the existing Parma Heights Town Hall location is its proximity to other municipal buildings, Greenbrier



Commons, the Parma Heights Branch of the Cuyahoga County Public Library, and the primary business district.

Exhibit 5-2. Municipal Facilities, Space Needs Assessment/Building Program Summary								
Building/Function	Address	Acreage	Year Built		Existing Space Allocation*	Proposed Space Allocation*	Change in Square Feet from Existing to Proposed	
			Original Building	Addition(s)			Amount*	Percent
Parma Heights Town Hall	6281 Pearl Road	1.33	1958	1975	13,620	17,325	3,705	27.2%
Parma Heights Police Department								
Administrative					1,779	3,975	2,196	123.4%
Jail					738	3,225	2,487	337.0%
Support					3,113	6,140	3,027	97.2%
Gross Area Increase					1,750	4,670	2,920	166.9%
Shooting Range**					3,450	3,450	0	0.0%
Garage**					3,125	15,200	12,075	386.4%
Total Police Department Gross Area	6184 Pearl Road	Not Available	1956	four additions, but dates are not available	13,955	36,660	22,705	162.7%
Fire Department	6184 Pearl Road	Not Available	1934	1954, 1966, and 1968	9,770	20,150	10,380	106.2%
Service Department	6184 Pearl Road	Not Available	1972	none	40,375	55,230	14,855	36.8%
Parma Heights Athletic Center (formerly Greenbrier Ice Rink)	6184 Pearl Road	Not Available	1975	none	36,200	Not Applicable	Not Applicable	Not Applicable
Grand Total					113,920	129,365	15,445	13.6%

* Figures are in square feet.

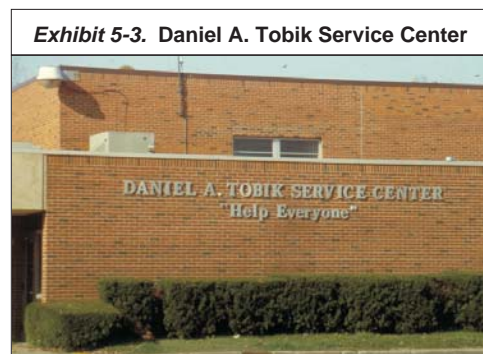
** Located in the Daniel A. Tobik Service Department Building.

Sources: City Architecture, 2002; City of Parma Heights; Cuyahoga County Auditor's Office, June, 2004.

**Daniel A. Tobik Service Center
6184 Pearl Road, in Greenbrier Commons**

Existing Conditions

The original mission of the Parma Heights Service Department was to maintain streets, sidewalks, waterlines, sewers, and public property and facilities within Parma Heights. The responsibilities have been expanded over the years to include leaf pickup, tree planting and trimming, snow removal, building inspections, sign code enforcement, recycling, animal control, flag installation, and many other duties.



The Daniel A. Tobik Service Center and the adjacent outdoor fenced/walled service yard, salt shed, and employee parking lots are located on the northwest side of Pearl Road, behind the Police and Fire Stations. The Service Center, which is almost 40,400 square feet in size, was built in 1972 (*Exhibit 5-3*). It was renamed the Daniel A. Tobik Service Center in 1998, in honor of Daniel A. Tobik, one of the city's most esteemed service directors.

The building's two levels - the mezzanine and the garage - function differently. The mezzanine, which is approximately 4,600 square feet in size and located above the garage, contains offices for the supervisors and dispatch crews, a break room, storage, lockers, and showers. It is not currently handicapped accessible.



The garage, which is almost 27,000 square feet in size, contains a tool room; sign shop; paint shop and paint shop storage; vehicle maintenance shop, with a lift bay and a compressor room; and the mechanic's office, lunch room, and showers. Space allotted to park some of the Department's vehicles currently accounts for about 19,700 square feet (73%) of the garage area. The remaining vehicles are parked in the outdoor storage area. The two employee parking lots have approximately 24 parking spaces and are located to the east and south of the Service Center complex.

In addition to Service Department uses, the Service Center is utilized by the Recreation and Police Departments. The Recreation Department uses about 700 square feet of space for a maintenance office and equipment storage. The Police Department's DARE office and shooting range are also located in the building.

The Service Department is staffed by 22 full-time and seven part-time employees. The Director, Assistant Director, secretaries, and inspectors are housed in leased office space adjacent to Town Hall. The supervisors, foreman, mechanics, and driver/laborers report to the Daniel A. Tobik Service Center complex.

Improvements

Improvements undertaken at the Daniel A. Tobik Service Center over the last several years have consisted primarily of building improvements and equipment purchases. In 1998, the Department purchased two tractor mowers, a dump truck, and a truck, as well as installed a new sign in conjunction with the renaming of the Service Center. In 1999, the Department purchased a tractor mower, an asphalt recycler with a trailer, a dump truck, a light duty truck, and a tractor. Other improvements undertaken in 1999 included the installation of new garage doors and an electric gate at the entrance and exit to the service yard. In 2000, the Department purchased a backhoe, a dump truck, a four-door sedan, a mower, two pick-up trucks, and three salt trucks.

Equipment that is used to operate a sewer maintenance department was purchased in the last several years. By undertaking sewer maintenance in-house rather than contracting it out to the County Sanitary Engineer's Office, the City is saving approximately \$300,000 annually.

Needs/Recommendations

In 2002, as an outgrowth of the *Mayor's Task Force on Municipal Buildings*, the City of Parma Heights contracted with *City Architecture* to undertake a Municipal Facilities Master Plan that assessed the space needs for several city-owned buildings (***Exhibit 5-2 and Appendix 5-A***). In the plan for the Daniel A. Tobik Service Center, *City Architecture* proposed increasing the usable space by almost 15,000 square feet. Most of the proposed new space would be used to park Department vehicles in the indoor garage. Other improvements that were proposed included creating a 150 square foot animal containment area, increasing the size of the restrooms, and increasing the amount of storage space for the Recreation Department.

City of Parma Heights Police and Fire/EMS Departments

The Public Safety Department, which consists of the Parma Heights Police and Fire Departments, is responsible for the health, safety, and welfare of the citizens of Parma Heights. The Departments, which are adjacent to each other, are located directly on Pearl Road, in the center of the city. The advantage to this location is that it maximizes accessibility to the street network, and thus, minimizes the time it takes to reach an emergency or a fire.



**City of Parma Heights Police Station
6184 Pearl Road in Greenbrier Commons**

Existing Conditions

The Parma Heights Police Station, which was built in 1956, is a one story building built in the Western Reserve architectural style (*Exhibit 5-4*). There has been a total of four additions to the building over the years, effectively increasing the building's total space to almost 14,000 square feet (*Exhibit 5-2 and Appendix 5-A*).

The space in the building is divided into administrative functions, support functions, the City Jail, and the storage garage. Currently, approximately 1,800 square feet are used for administrative functions, 3,100 square feet are used for support functions, 740 square feet are used for jail functions, and 3,900 square feet are used for vehicle storage. Additional space for the shooting range and the DARE office is located in the Daniel A. Tobik Service Center. The two employee and visitor parking lots, which are positioned adjacent to, and south of, the Police Station, have approximately 43 parking spaces, two of which are designated as handicapped.

The administrative space is used for offices, dispatch functions, the detective bureau, and storage space. The space used for support functions includes the men's locker room/restroom, a squad room, an exercise area that is shared with the Fire Department, a computer/911/telephone equipment area, and space to store records, weapons, equipment, supplies, and miscellaneous items. Many of the uses discussed do not have "rooms" per se. As a result, the existing "rooms" must, by necessity, do triple and quadruple duty. The space used for the City Jail is used for the jail office, bookings/intake, two male detention cells, two female detention cells, and storage.



The Parma Heights Police Department owns 28 cruisers, a radar trailer, a DARE van, a SWAT vehicle, a paddy wagon, three patrol motorcycles, and three police bicycles. The motorcycles, as well as some of the Department's vehicles, are stored in the garage. Other vehicles are stored in the service yard or outside in the parking lot, due to space constraints. The police bicycles are stored in the Service Department's mezzanine.

The Police Department is staffed by 36 full-time employees and seven part-time employees. Personnel include the police chief, two police captains, a jail/traffic sergeant, a detective sergeant, six police sergeants, a warrant unit officer (detective), a juvenile officer (detective), a DARE officer (patrolman), 15 patrolmen, three detectives, three full-time dispatchers, seven part-time dispatchers, a custodian, and two secretaries. The jail/traffic sergeant and the DARE officer are housed in the Daniel A. Tobik Service Center. All remaining officers are housed at the Police Station. Generally, there are between 16 and 20 Police Department personnel at the Police Station during the day and slightly less staff at night.

On an annual basis, the Parma Heights Police Department personnel respond to over 15,500 calls for assistance. Other responsibilities that Police Department personnel have undertaken include running the DARE program and the "Are You OK?" program, a free, daily computerized call service that checks on seniors and persons with disabilities.



Improvements

Improvements undertaken at the Parma Heights Police Department over the last several years primarily involved updating older technology and replacing vehicles. In 1998, the Department replaced the 24-Hour Emergency Recording System and three police cruisers. In 1999, the computer network was upgraded to Windows NT and new computer software, including Computer Aided Dispatch (CAD) and a records management system (RMS), was installed. The Department also replaced three police cruisers and purchased two bicycles for the bicycle patrol.

In 2001, a mobile data system, with access to the Ohio Law Enforcement Data System, and an interface to the CAD system were installed. The project was a multi-jurisdictional/agency effort with the Cities of Brook Park and Parma. The purchase was made almost entirely with funds from Federal and State grants as part of the overall upgrade of the computer system. The three participating communities shared the balance of the remaining cost. The Department also replaced three police cruisers and purchased three patrol motorcycles during the year. Anticipated future improvements that are most needed involve upgrading, repairing, and/or replacing many of the communication and computer systems, as well as purchasing replacement police cruisers. The Police Department has found that police cars need to be replaced at a rate of at least three per year based on average replacement rates since 1990. Currently, 25% of all police cars used by the Department have more than 100,000 miles.

Needs/Recommendations

In 2002, as an outgrowth of the *Mayor's Task Force on Municipal Buildings*, the City of Parma Heights contracted with *City Architecture* to undertake a Municipal Facilities Master Plan that assessed the space needs for several city-owned buildings (*Exhibit 5-2 and Appendix 5-A*). In the plan for the Police Station, *City Architecture* proposed expanding/replacing the existing building with an almost 37,000 square foot building, which would almost triple the current space. Improvements that were proposed for the administrative area included enlarging the lobby and adding public restrooms, interview rooms, a jail visitation room, an interrogation room, a special investigation workroom, and a multi-purpose office. New offices for the uniformed sergeants, the administrative sergeant, and the community policing officer were also proposed. Most of the offices for the remaining employees would also be enlarged slightly.

In the support functions area, *City Architecture* proposed adding a juvenile holding area; a report writing area; a training room; a forensics lab; a SWAT locker and equipment room; separate locker rooms and restrooms for female officers, auxiliary officers, and civilians; and a lunch room. The weapons room, records room, male officers locker/restroom, areas for general storage and evidence/property storage, the area for the computer/911/telephone equipment, and the custodian's area would be enlarged. It was proposed that the storage garage be increased to 13,200 square feet to accommodate all Department-owned vehicles.

Improvements proposed for the jail would increase the space to over 3,200 square feet and increase the number of jail cells from four to twelve, allowing Parma Heights to meet the minimum jail standard for the State of Ohio. The expansion would add a Sallyport, a temporary holding cell, a detox unit, a female day room, visitation rooms, an interview room, and security vestibules. The booking/intake area, both male and female detention areas, the prisoner's locker room/storage area, and the male day room would be enlarged.

There were some concerns regarding parking availability, traffic circulation patterns, and safety issues in regard to both the current entrance to Greenbrier Commons, as well as specifically to the Police Department. Currently, recreation, theater, and library patrons share the same entrance with the police, fire, and service garage employees, as well as departmental vehicles belonging to these Departments.



One possible solution that was discussed involved acquiring additional parcels to the south of Greenbrier Commons that could be used to add a second entrance to the facility. An additional entrance, which would effectively separate recreational/cultural/library patron traffic from Police/Fire/Service Department traffic, would enable the City to create a safer, more prominent, and aesthetically inviting entrance to the recreational and cultural portion of the facility.

This concept would also permit the existing entrance to be used exclusively for Police, Fire, and Service Department uses. The feasibility of vacating the existing driveway exit next to the library and converting the space into a commons, with landscaping, seating, and pedestrian paths, could also be explored.

**City of Parma Heights Fire Station/EMS
6184 Pearl Road, in Greenbrier Commons**

Existing Conditions

The Parma Heights Fire Station, which fronts directly on Pearl Road, is a 9,700 square foot, one-story building built in the Western Reserve architectural style (*Exhibit 5-5*). There has been a total of three additions to the building since the original Fire Station was constructed in 1934. These additions occurred in 1954, 1966, and 1968.



The space in the building is divided into administrative functions, fire station living quarters, and apparatus and support functions. Currently, about 700 square feet are used for administrative offices, almost 3,000 square feet are used for living quarters for the firefighters on duty, and approximately 3,500 square feet are used for the apparatus and support area.

The living quarters include dormitory space, bathrooms, a kitchen/dining room/day room/training room, lockers, an exercise room that is shared with the Police Department, and a laundry. The apparatus and support area is used for storage of vehicles and

equipment. Vehicles stored inside the Fire Station include a 95-foot aerial platform, two triple combination pumpers, and three emergency rescue squads. All equipment not carried on the respective apparatus is also stored inside the Fire Station. An equipment truck, a staff truck, and two staff cars are stored outside in the parking lot to the north of the Fire Station.

There are approximately seven parking spaces immediately adjacent to the building that are used as a place to park Fire Department vehicles. The employee parking lot, which is positioned further to the north of the Fire Station, has approximately 16 parking spaces.

The Fire Department is staffed by 28 full-time employees. Personnel include a fire chief, an assistant chief of operations, an assistant chief of fire prevention, six lieutenants, eighteen firefighters (seventeen of whom are also paramedics), and a secretary to the fire chief. Generally, there are six to eight firefighters and three administrative personnel at the Fire Station per shift. In addition to responding to fire and EMS calls, Fire Department personnel undertake training drills and fire prevention training, as well as provide public information, distribute smoke detectors, and conduct public CPR classes.



On an annual basis, the Parma Heights Fire Department personnel respond to approximately 2,700 to 3,000 calls, with an estimated average response time of 3.5 minutes. Through state law and the county disaster plan, the Parma Heights Fire Department can call upon any city for mutual aid. Parma Heights typically calls upon the cities of Parma, Middleburg Heights, and Brooklyn if assistance is needed. The City's most recent fire rating, which was a five, was completed in 2003 by the Insurance Services Office, Inc. (ISO). The rating scale ranges between one and ten, with one being the highest and ten being the lowest.

Improvements

Improvements undertaken at the Parma Heights Fire Station over the last several years primarily involved building improvements, equipment purchases, and vehicle replacement. Extensive plumbing repairs were undertaken in 1998. In 1999, the Department purchased an equipment truck, a thermal imaging camera, a 2000 Horton Rescue Squad, and an F-150 staff vehicle for the Assistant Chief of Operations. A storeroom was converted into an office for the Assistant Chief of Operations in the same year. In 2000, the Department replaced a breathing Air Cascade, a compressor, and the fill station and installed new lighting and flooring in the building. In 2001, the intercom system was replaced, a water line was repaired, female facilities were remodeled, and the carpet was replaced. In the last several years, another rescue squad was purchased and the 911 phone system was upgraded.

Needs/Recommendations

In 2002, as an outgrowth of the *Mayor's Task Force on Municipal Buildings*, the City of Parma Heights contracted with *City Architecture* to undertake a Municipal Facilities Master Plan that assessed the space needs for several city-owned buildings (***Exhibit 5-2 and Appendix 5-A***). In the plan for the Parma Heights Fire Station, *City Architecture* proposed expanding/replacing the existing building with a 20,150 square foot building, which would more than double the space of the current building. Improvements that were proposed for the Administrative area included slightly increasing the size of all administrative offices and installing a waiting area, a fire prevention work room, plan storage, and public restrooms.

Improvements that were proposed for the firefighters' living quarters included installing a new kitchen, a new dining room, and a new training room so that this area no longer had to serve triple duty; adding restrooms, a stock room, a library/mail room, and a janitor's closet; and slightly increasing the size of all dormitory space, the watch room, the day room, and the locker rooms.

Improvements that were proposed for the apparatus and support area included almost doubling the size of the apparatus room, increasing the number of bays from two to five, increasing the size of the watch room, adding areas to store gear, hoses, and fire equipment; EMS storage; a compressor room/cascade room; a hose dryer/tower; and an area for a workbench and equipment repair. Currently, the newer apparatus cannot be stored in the older bay because the vehicles are too tall and/or too long to fit.

While the current site, at about one-half of an acre, is quite small, other communities such as Lakewood and Cleveland have built state-of-the-art fire stations on small lots of one acre or less (***Exhibit 5-6***). If more acreage is needed to construct a new fire station, one option to consider is to acquire additional land along Pearl Road, just to the north of the existing fire station.



Exhibit 5-6. Examples of Fire Stations



Fire Station Number 1
14601 Madison Avenue
Lakewood, Ohio



Brooklyn Centre Fire Station
3751 Pearl Road
Cleveland, Ohio

**Paul W. Cassidy Theatre/DOWNUNDER CAFÉ
6200 Pearl Road
Greenbrier Commons**

Existing Conditions

The Paul W. Cassidy Theater/DOWNUNDER CAFÉ, which is currently the only municipally owned and operated year-round theater in Northern Ohio, is located in Greenbrier Commons (*Exhibit 5-7*). The Theater, which was originally known as the Greenbrier Theatre, was founded by former Mayor Paul W. Cassidy in 1975. The 275-seat main auditorium is used primarily for full-scale theater productions, musicals, and children’s theater. The space is also used for youth theater classes, City-sponsored public meetings, events such as blood drives and flu shots, professional technical theater seminars, City service training for Police and Fire Department employees, and Red Cross lifeguard training.

The *DOWNUNDER CAFÉ*, located on the lower floor, serves as a small theater for about two productions per year. As a small theater, the space can accommodate approximately 80 persons. The space is also used as a place to serve coffee and dessert to theater-goers after main stage performances. Meeting rooms and banquet facilities are available for rent. In addition, a workshop for arts and crafts and space for offices have been incorporated into the building. According to the Director, some of the space is flexible and can be converted and used for many different types of functions. The parking lot that adjoins the Theatre has approximately 89 parking spaces, one of which is designated as handicapped.



Improvements

Recent improvements undertaken to the almost 20,000 square foot building included replacement of ceiling tiles and cove moldings in the lower level of the Theater in 2000 and replacement of the multi-zone air conditioning units in 2001. In 2004, the City was awarded a \$150,000 Community Development Block Grant from the Cuyahoga County Department of Development to reconstruct the parking lot. The project will include repaving the entire parking lot and installing new curbs, ramps for handicapped access, and lighting.



The Cassidy Theatre will be relocating to *Claire's Folly*, the first building to be constructed as part of the multi-phased Cornerstone development. Located at West 130th Street and Pearl Road, *Claire's Folly* is slated to open in fall, 2004. The City is exploring the feasibility of converting the building to a Senior Citizen Center.

Parma Heights Athletic Center
6200 Pearl Road
Greenbrier Commons

Existing Conditions

The Parma Heights Athletic Center, formerly the Greenbrier Ice Rink, was built in 1975 and is approximately 36,000 square feet in size (**Exhibit 5-8**). While part of the building is two stories tall, the portion encompassing much of the 27,000 square foot ice rink is column free space that is open to the sloping roof. The height of the ceiling in this area ranges from 12 feet to 23 feet. The remaining portion of the building includes the entrance, ticket office, locker rooms, rest rooms, equipment room, ice surface room, and offices. There is also space that can be used for meetings and banquets.

The adjoining parking lot has approximately 235 parking spaces, 13 of which are designated as handicapped. Should additional parking space be needed, the parking lot adjacent to the swimming pools and the Parma Heights Branch of the Cuyahoga County Public Library, which is in proximity to the Athletic Center, contains approximately 77 parking spaces.



In June, 2004, Parma Heights City Council approved a five-year management contract with Northeast Ohio Soccer to run indoor soccer leagues and clinics in the newly named Parma Heights Athletic Center. As part of the contract, NEO will manage the facility, run all soccer programs, make lease payments to the City, pay all utilities, make repairs and improvements to the interior of the building, install a \$100,000 synthetic grass surface playing field, and obtain liability insurance. The City will maintain the exterior of the building. The City will be able to use the facility for a variety of activities and programs on weekdays and during the summer.

When the Greenbrier Ice Rink closed in May, 2003 due to financial considerations, the City ensured that the equipment was saved and that the closing was done in such a way that would not preclude it from reopening as an ice rink in the future. A number of uses were explored before the current offer was accepted.

Southwest Senior Center Organization/Parma Heights Senior Center
9233 Independence Boulevard

For over three decades, senior citizens have comprised a large proportion of the population in Parma Heights. In 1980, more than 16% (3,800 persons) of the population was age 65 or older. In 1990, that figure increased to 25% (5,364 persons), a 41% increase over the ten-year period. While the increase between 1990 and 2000, at 1.3%, was much less dramatic than previous decades, the age 65 or older population in Parma Heights still grew to 5,432 persons by 2000.

Map 2-2 in *Chapter Two, Demographic Analysis*, shows the 2000 distribution of persons age 65 or older, by Census block, living in Parma Heights. As shown, the distribution varies considerably by block. The highest



concentrations of seniors were found to be living in the northern, southeastern, and southwestern portions of the city.

The wide variety of services and programs available to area seniors, particularly frail seniors, are provided by either the City of Parma Heights or the Southwest Senior Center Organization, a non-profit organization based in Parma Heights. The services provided include meals, transportation services, social activities, recreational and cultural outings, health checkups, and a free, daily computerized call service that checks on seniors and persons with disabilities.

Through a grant from the Cuyahoga County Department of Senior and Adult Services *Community Navigator's Program*, the City is able to assist seniors who have become the primary caregivers for either their grandchildren or another relative's children. In each situation, City staff undertake a one-on-one interview and a needs assessment. The senior is then linked to all applicable social service programs for the children, such as food stamps and health care.

The Parma Heights Senior Center, operated by the Southwest Senior Center Organization, is currently located in leased space that is paid for in part through a grant from the Western Reserve Area Agency on Aging. The Center, which is open to Parma Heights residents age 60 or older, as well as their spouses (regardless of their age), serves weekday congregate lunches to almost 18,000 senior citizens per year and an additional 18,900 homebound meals to senior citizens per year.

The Southwest Senior Center Organization also owns a handicapped lift van that seats ten persons and a bus that seats 14 persons. The Organization estimates that it provides over 21,000 trips annually and logs more than 22,000 miles per year on the vehicles used.

Needs

Over the long term, the City of Parma Heights would like to expand the types of services offered to area seniors, as well as ensure that all seniors in need of assistance are adequately served. Currently, the thought would be to continue to utilize leased space to provide congregate noontime meals for seniors while plans to establish a separate senior center are finalized.

Other Public Buildings

Parma Reservoir ***5953 Deering Road***

The Parma Reservoir, which is owned by the City of Cleveland and operated by the Cleveland Division of Water, is located in the northeast section of Parma Heights. The almost 60 acre site is surrounded by lawns and open fields. According to the Ohio Historic Inventory, the original building, which was constructed in 1933 in a Jacobethan eclectic style of architecture, has "cornerstone towers, a brick battlemented parapet, wide buttresses, and Tudor-arched windows." Three additional buildings were added to the complex between 1967 and 1992 that have a more utilitarian design.

The Parma Reservoir complex is composed of four separate facilities - the Supervisory Control Center, the Reservoir, the Parma Pump Station, and the Engineering Field Services Offices. Primary functions at the complex include water storage at the 23 million gallon concrete Parma Reservoir, monitoring flows and pressures from the system's water treatment facilities, and operating multiple water pumps that have a combined pumping capacity of 123.9 million gallons per day. While much of the property is secured by high



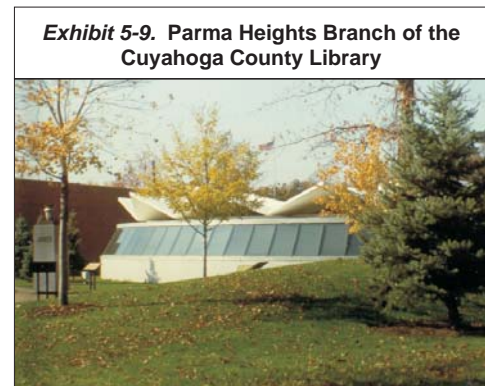
fencing, the City of Cleveland does lease approximately 15 acres of the open fields to the City of Parma Heights for baseball/softball/t-ball fields and a practice field.

Since 1991, the Cleveland Division of Water has undertaken almost \$31.5 million in capital improvement projects at the facility. These projects have included the construction of the Supervisory Control Center and the Engineering Field Services building, the Parma Pump Station expansion, Parma/Pearl/York water main, SCADA enhancements, and renovation of the Parma Reservoir. The Cleveland Division of Water anticipates undertaking an estimated \$2 million in capital improvements to the SCADA System in the future.

***Parma Heights Branch of the Cuyahoga County Public Library
6206 Pearl Road***

The Parma Heights Branch of the Cuyahoga County Public Library is located on Pearl Road, adjacent to Greenbrier Commons. The library, which was designed by the architectural firm of Koster and Associates, has been described as a “library without walls” due to its unique circular architecture (*Exhibit 5-9*).

A History of the Parma Heights Library and the Building Expansion Campaign of the Friends of Parma Heights Library, by Claudia A. Eikenburg, states that the residents of Parma Heights passed a \$150,000 Bond Issue to finance the construction of a new library building in 1960. The building, which was leased to the Cuyahoga County Public Library, was dedicated on June 16, 1963. Almost 30 years later, the residents of Parma Heights passed a \$1 million Bond Issue to finance a major expansion and remodeling of the facility.



As part of the major expansion and remodeling project, the library’s useable space was nearly doubled from its original size. Carpeting, computerization capacity, and other modern facilities were added. Special features included an audio-visual room, a quiet-study room, a story-telling room, lobby display cases, and a new meeting room with seating for 100. The new 15,700 square foot library was rededicated on April 9, 1989.

The adjacent parking lot is located behind the library and contains approximately 77 parking spaces, five of which are designated as handicapped. The parking lot is owned by the City of Parma Heights, but is shared by both library patrons and visitors utilizing the recreational facilities available at Greenbrier Commons. For residents who ride their bicycles to the library, there is one bicycle rack located near the entrance to the building, adjacent to the road and the parking lot.

Currently, the 10,709 registered borrowers at the library have access to the 85,000 books and audiovisual material housed at the facility, as well as the 3.6 million items available at the 29 other libraries that are part of the Cuyahoga County Public Library system. Additionally, the Cuyahoga County Public Library is a member of the Cleveland Area Metropolitan Library System (CAMLs), a consortium of public, academic, and corporate libraries in northeastern Ohio. Books and other materials from the collections of CAMLS members are available for borrowing through the Interlibrary Loan service of the Cuyahoga County Public Library. Circulation at the Parma Heights Branch for 2003 was over 396,000 items or almost 19 items per capita.



The Parma Heights Branch of the Cuyahoga County Public Library is staffed by five full-time employees, fourteen part-time employees, and nine pages. The nine pages shelve books, periodicals, and other library material. The library offers a wide variety of programs for every age group and every interest. While programs are changed periodically, depending upon patron interest, current programs include children’s story hour; specific programs for infants, toddlers, youth, teens and adults; reading and discussion groups for teens and adults; and career workshops. Currently, the 80-seat library has 18 computers for patron use.

During the school year, the Parma Heights Branch is open, on average, 69 hours per week (Monday through Thursday, 9:00 a.m. to 9:00 p.m.; Friday and Saturday, 9:00 a.m. to 5:30 p.m.; and Sunday, 1:00 p.m. to 5:00 p.m.). The library is closed on Sundays during the summer months, reducing the library’s average number of hours open per week to 65.

The *Urban Land Institute (ULI)*, as part of its *Development Impact Analysis* methodology, developed proposed guidelines for library resources based on the population of the community. **Exhibit 5-10** compares the ULI recommended standards for communities of 10,000 to 35,000 persons with the existing services provided at the Parma Heights Branch of the Cuyahoga County Public Library. As illustrated, the Parma Heights Branch facilities compare very favorably to the recommended standards.

Exhibit 5-10. The Parma Heights Branch of the Cuyahoga County Public Library in Comparison to the Recommended Standard for Public Library Facilities

Item	Suggested Per Capita Standard*	Resources Available at the Parma Heights Branch of the Cuyahoga County Public Library	
		Total	Per Capita
books and audio-visual material	2.75 to 3.0 books and audio-video material	85,000 books and audio-video material	3.9 books and audio-video material
annual circulation	9.5 volumes	396,312 volumes	18.5 volumes
library space	0.6 to 0.65 square feet	15,700 square feet	0.73 square feet

* Recommended standard for communities of 10,000 to 35,000 persons. The 2002 estimated population for Parma Heights was 21,383.

Sources: Burchell, Robert W., David Listkin, et al. *Development Impact Assessment Handbook*. Washington, D.C.: ULI- the Urban Land Institute, 1994, pages 91-92 and 102; Wheeler, Joseph L. and Herbert Goldhor, *Practical Administration of Public Libraries*, New York, New York: Harper and Row, page 554; Ohio Department of Development, Office of Strategic Research, *Population Estimates, 2003*; the Parma Heights Branch of the Cuyahoga County Public Library; and the Cuyahoga County Public Library.

Educational Facilities/Property

Public, private, and parochial school facilities, as well as a branch of the Cuyahoga Community College and the David N. Myers College/Parma Heights Academic Center are located in, or in proximity to, Parma Heights. Approximately 170 acres of land are devoted to educational uses citywide (*Appendix 5B*).

Parma City School District

The Parma City School District serves the cities of Parma, Parma Heights, and Seven Hills. The District consists of three preschools, fifteen elementary schools (kindergarten through grade six), three middle schools (grades seven and eight), and three high schools (grades nine through twelve). Three of these schools, Parma Park Elementary School (built in 1953), Pearl Road Elementary School (built in 1921/1949),



and Valley Forge High School (built in 1961), are located in Parma Heights. Residents of Parma Heights are also served by Pleasant Valley Elementary School (built in 1955) and Greenbriar Junior High School (built in 1962), both of which are located in Parma.

The Cuyahoga County Auditor's Office records rate the building condition of Pearl Road Elementary School as good and the condition of Parma Park Elementary School and Valley Forge High School as average.

The Parma City School District owns approximately 61 acres of land in Parma Heights. In addition to the three school locations, the District owns one parcel with approximately 11 acres of vacant land located adjacent to Meadowbrook Drive. The remaining 50 acres contain school buildings, playgrounds, and recreation fields.

Private/Parochial Schools Located in Parma Heights

Of the 16 private and parochial schools located in the Parma City School District, only Incarnate Word Academy, St. John Bosco School, Parma Heights Christian Academy, and Holy Name High School are located in Parma Heights. Each of these four private/parochial school properties, which also contain an associated church and/or other affiliated religious buildings, account for the use of approximately 57 acres of land in Parma Heights.

The Cuyahoga County Auditor's Office records rate the building condition of St. John Bosco School and Parma Heights Christian Academy as good and the condition of Incarnate Word Academy and Holy Name High School as average.

Residents of the city are also served by Holy Family School, Parma Park Christian Life Academy, and St. Bridget's School, all of which are located in Parma.

***Cuyahoga Community College - Western Campus
11000 West Pleasant Valley Road***

Cuyahoga Community College, founded in 1963, is Ohio's oldest and largest community college. The institution now serves almost 58,000 credit and non-credit students annually at its Eastern (Highland Hills Village), Metropolitan (downtown Cleveland), and Western (Parma) Campuses and at off-campus sites throughout the county. The College offers over 60 career programs in health care, business, engineering, and public service technologies and more than 30 arts and science programs for university transfer.

The Cuyahoga Community College-Western Campus, which is located on the border of Parma and Parma Heights on the former Crile Veterans Hospital grounds, is the largest of the three campuses. The Western Campus serves approximately 10,000 students and hosts over 100,000 visitors for educational, cultural, and recreational events on an annual basis. Approximately 50 of the College's 131 acres are located in Parma Heights. The remaining acreage is located in Parma.

***Myers University/Parma Heights Academic Center
Heritage Building at 6500 Pearl Road***

Myers University, formerly David N. Myers College, which has its main campus in downtown Cleveland and academic centers throughout the area, has been serving Greater Cleveland since 1848. In spring, 1999, the College opened an academic center in Parma Heights in leased space which offers a bachelor of business degree for adult students through its accelerated degree program.



PARKS, RECREATION, AND OPEN SPACE

The availability of well-maintained public parks and recreational facilities is one of the measures of the quality of life in a community. It has been found that parks, gardens, and other green spaces can help beautify a community as well as "... attract residents, provide economic development, lessen pollution, and make cities healthier [and safer] places to live" (The Trust for the Public Land).

This section discusses the administration of the City's parks and recreation facilities, identifies the existing parks and recreation facilities available in Parma Heights, compares these facilities with nationally recognized guidelines, and discusses recreation needs based on those guidelines. Also presented is an assessment of the condition of all outdoor city and school-owned facilities, a list of improvements to recreational facilities that are planned or have been recently implemented, and recommendations concerning improvement strategies for existing facilities.

Parks and Recreation Facilities Administration

The Parma Heights Recreation Director, who reports to the Mayor, oversees the City's parks and recreation facilities, as well as manages all recreation programs. The Department, which has offices in Parma Heights Town Hall, has seven year-round full-time employees, three seasonal full-time employees, and 73 part-time employees.

The Recreation Commission provides advice to the Parma Heights City Council concerning recommendations on the establishment, operation, and maintenance or curtailment of recreational activities, functions, or programs, as set forth in the *City of Parma Heights Codified Ordinances (Chapter 169, Recreation Commission, Ordinance 1958-36)*. The Commission consists of five members who are appointed by the Mayor with the advice and consent of Council. One of the members must be a City Council representative. Members serve for a four-year term and are not compensated.

Existing Parks and Recreation Facilities

The City of Parma Heights, the Cleveland Metroparks, and, to a lesser degree, the Parma City School District are the primary providers of parks, recreation, and open space opportunities for Parma Heights residents (*Map 5-1*).

As illustrated in *Chapter 3, Land Use Inventory and Natural Resource Issues*, approximately seven percent of the total land area of the city is currently set aside for parks and recreation purposes. This figure includes the six city-owned parks, Greenbrier Commons, and the portion of the Cleveland Metroparks Big Creek Reservation located within the boundaries of Parma Heights. Acreage and playfields owned by the Parma Board of Education were not included in the acreage tally.

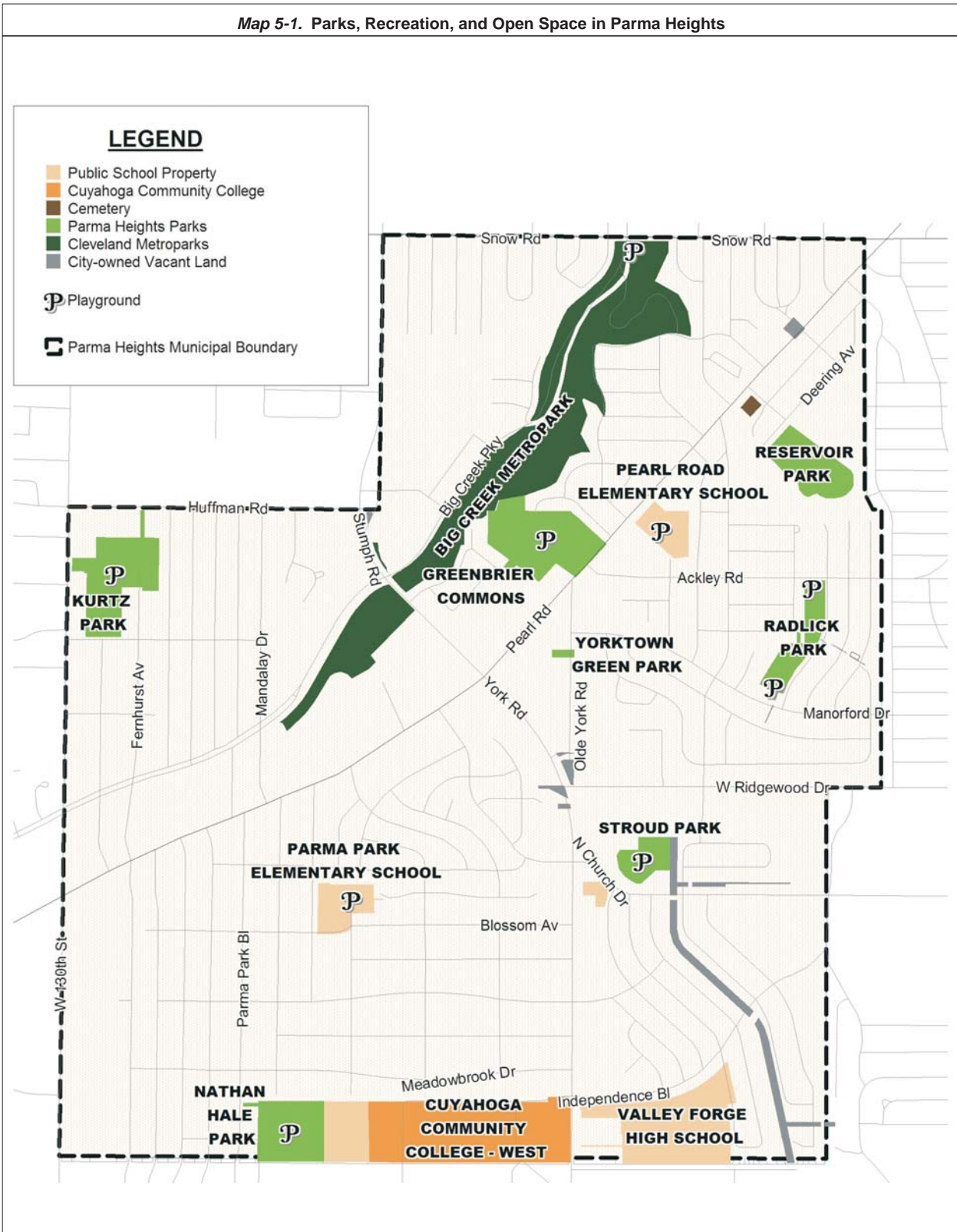
Comparison of Existing Facilities with National Parks and Recreation Guidelines

Acreage

The National Recreation and Park Association (NRPA) guidelines were established in 1987 as a way to assess recreation needs by providing communities with general benchmarks for the types and amounts of park acreage needed for a given population (*Exhibit 5-11*). The NRPA guidelines generally recommend that communities provide a minimum of 6.25 to 10.5 acres of park and recreation land for every 1,000 residents.



Map 5-1. Parks, Recreation, and Open Space in Parma Heights



Sources: Cuyahoga County Auditor's Office, City of Parma Heights, Parma City School District, and the Cuyahoga County Planning Commission.



**Exhibit 5-11. National Recreation and Park Association
Park, Open Space, and Greenway Classification Guidelines**

Park, Open Space, and Greenway Classifications						
Classifications	General Description	Location Criteria	Size Criteria	Parking Requirements	Recommended Site Lighting	Recommended Acres per 1,000 Population
Mini-Park	The smallest park classification. Used to address concentrated or limited populations or unique recreational needs. Usually located in a residential area. Can be active or passive recreation area in commercial or industrial areas.	Usually less than 1/4 mile radius	Usually between 2,500 sq. ft. and 1 acre. However, any park less than 5 acres would technically be considered a mini-park.	Parking not typically required.	Recommended for safety and security.	0.25 to 0.5 acres
Neighborhood Park	This remains the basic unit of the park system and serves as the recreational and social focus of the neighborhood. Focus is primarily on informal active and passive recreation. Geared primarily for residents living within the service area.	Centrally located. Usually 1/4 to 1/2 mile radius, uninterrupted by non-residential roads and other physical barriers.	5 acres is considered minimum size. 7 to 10 acres is optimal.	7 to 10 off-street parking spaces.	Recommended for safety and security. Limited lighting recommended for facilities such as tennis courts.	1.0 to 2.0 acres
School-Park	Depending on circumstances, combining parks with school sites can fulfill the space requirements for other classes of parks within a community. A clearly defined, mutually beneficial, joint-use agreement between the agencies involved is needed.	Determined by location of school district property.	Variable—depends on its use. Criteria developed for other park classifications should be used as a guide.	Criteria developed for other park classifications should be used as a guide.	Criteria developed for other park classifications should be used as a guide.	Criteria developed for other park classifications should be used as a guide (non-school uses).
Community Park	Serves a broader purpose than the neighborhood park. Focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces. Community parks allow for group activities and should be developed for both active and passive recreation.	Centrally located. Determined by the quality and suitability of the site. Usually serves two or more neighborhoods with a 1/2 to 3 mile radius.	Although usually between 20 and 50 acres, its actual size should be based on land area needed to accommodate desired uses.	Parking lots should be provided, as necessary, to accommodate the user.	Recommended for safety and security. Limited lighting recommended for facilities such as tennis courts.	5.0 to 8.0 acres
Regional/ Metropolitan Park	Area of natural or ornamental quality for outdoor recreation, such as picnicking, boating, fishing, swimming, camping, and trail uses; may include play areas.	Serves several communities. Within 1 hour driving time.	200+ acres. Desirable to be contiguous to, or encompass, natural resources.	Variable	Variable	5.0 to 10.0 acres
Total Park Acreage						6.25 to 10.5 acres

Sources: National Recreation and Park Association, Recreation, Park, and Open Space Standards and Guidelines, 1987; and Park, Recreation, Open Space and Greenway Guidelines, 1995.

The city’s most recent population estimates for 2002, released by the Ohio Department of Development, Office of Strategic Research, showed that the population for Parma Heights was 21,383 persons. NRPA guidelines would indicate that there is an overall need for a minimum of 134 to 225 acres of parkland to accommodate the current population of the city. Parma Heights, with approximately 204 acres of parkland available to residents, is within the minimum amount of total parkland recommended by the NRPA.

Park Types

In addition to overall acreage, NRPA recommends that communities have a diversity of park types. The park types NRPA guidelines discuss include *mini-parks*, which are generally less than five acres in size; *neighborhood parks*, which are usually about five to ten acres in size and provide informal active and passive recreation for both children and adults; *community parks*, which are generally about 20 to 50 acres in size, serve a larger population than do neighborhood parks, and provide a variety of activities for residents of all ages; and *regional parks* which serve a much larger geographic area. While total acreage is a consideration when classifying a park, it should be noted that the way in which a park functions for the surrounding neighborhood is a more accurate definition of “park type” than simply size alone.

As illustrated in *Exhibit 5-12*, all four park types exist in Parma Heights. When compared to NRPA guidelines, the only type of parks demonstrating a deficit of acreage was mini-parks, which exhibited a deficit of between four and ten acres citywide. While neighborhood and community park acreage was within the amount of park acreage, by type, recommended by NRPA, in both cases, acreage was at the lower range recommended.

The availability of almost 53,000 acres of regional/metropolitan parks, provided by the State of Ohio Lakefront Park System, the Cleveland Metroparks, and the Cuyahoga Valley National Park, greatly exceeded the



Exhibit 5-12. Comparison of Existing Park Facilities in Parma Heights with National Recreation and Park Association Recommended Level of Service (LOS) Guidelines

Park Category	NRPA Level of Service Guidelines Recommended Acres of Parks per 1,000 Persons	Level of Service in Parma Heights			Surplus (+) or Deficit (-) of Actual Acres to NRPA LOS Guidelines
		Per 1,000 Population Standard Applied to Parma Heights*	Approximate Acres in Parma Heights**	Location	
Mini-Park	0.25 to 0.5 acres	5 to 11 acres	1	Yorktown Green Park	-4 to -10 acres
Neighborhood Park	1 to 2 acres	21 to 43 acres	75	Kurtz Park, Nathan Hale Park, Radlick Park, Reservoir Park, Stroud Park	+32 to +54 acres
Community Park	5 to 8 acres	107 to 171 acres	128	Greenbrier Commons***, Big Creek Reservation	-43 to +21 acres
Total Acreage Citywide	6.25 to 10.5 acres	134 to 225 acres	204		-21 to +70 acres
Regional/Metropolitan Park	5 to 10 acres	107 to 214 acres	52,450	Cleveland Metroparks, State of Ohio Lakefront System, and the Cuyahoga Valley National Park	+52,236 to +52,343 acres

* The 2002 estimated population for Parma Heights was 21,383.

** Acreage, playgrounds, and playfields owned by the Parma City School District were not included in the calculation for the number of acres of land used for recreation purposes.

*** The acreage listed for Greenbrier Commons does not include the acreage occupied by the Parma Heights Police Station, the Parma Heights Fire Station, or the Daniel A. Tobik Service Center.

Sources: National Recreation and Park Association, 1987, pages 56-57; Population Estimates, Ohio Department of Development, Office of Strategic Research, 2003; Land Use by Parcel, Parma Heights, Ohio, Cuyahoga County Planning Commission, 1999, updated 2002.

recommended NRPA minimum for this park type. As illustrated on *Map 5-2*, Parma Heights is located in proximity to several Cleveland Metroparks Reservations and the Cuyahoga Valley National Park.

Recreational Facilities

In addition to establishing park acreage guidelines for communities, NRPA publications list suggested outdoor recreation facility standards (*Appendix 5-C*). NRPA also provides guidelines for determining the adequate number of recreational facilities for a given community’s population. Guidelines are provided for facilities such as ballfields; basketball, volleyball, and tennis courts; and community recreation centers. It should be noted that NRPA guidelines do not specifically address the quality of recreational facilities.

Exhibit 5-13 and *Appendix 5-D* compare NRPA facility guidelines with the number of recreational facilities that are currently available within Parma Heights. As illustrated, Parma Heights compares favorably by either meeting or exceeding those guidelines for almost all facilities listed.

Distribution of Parks

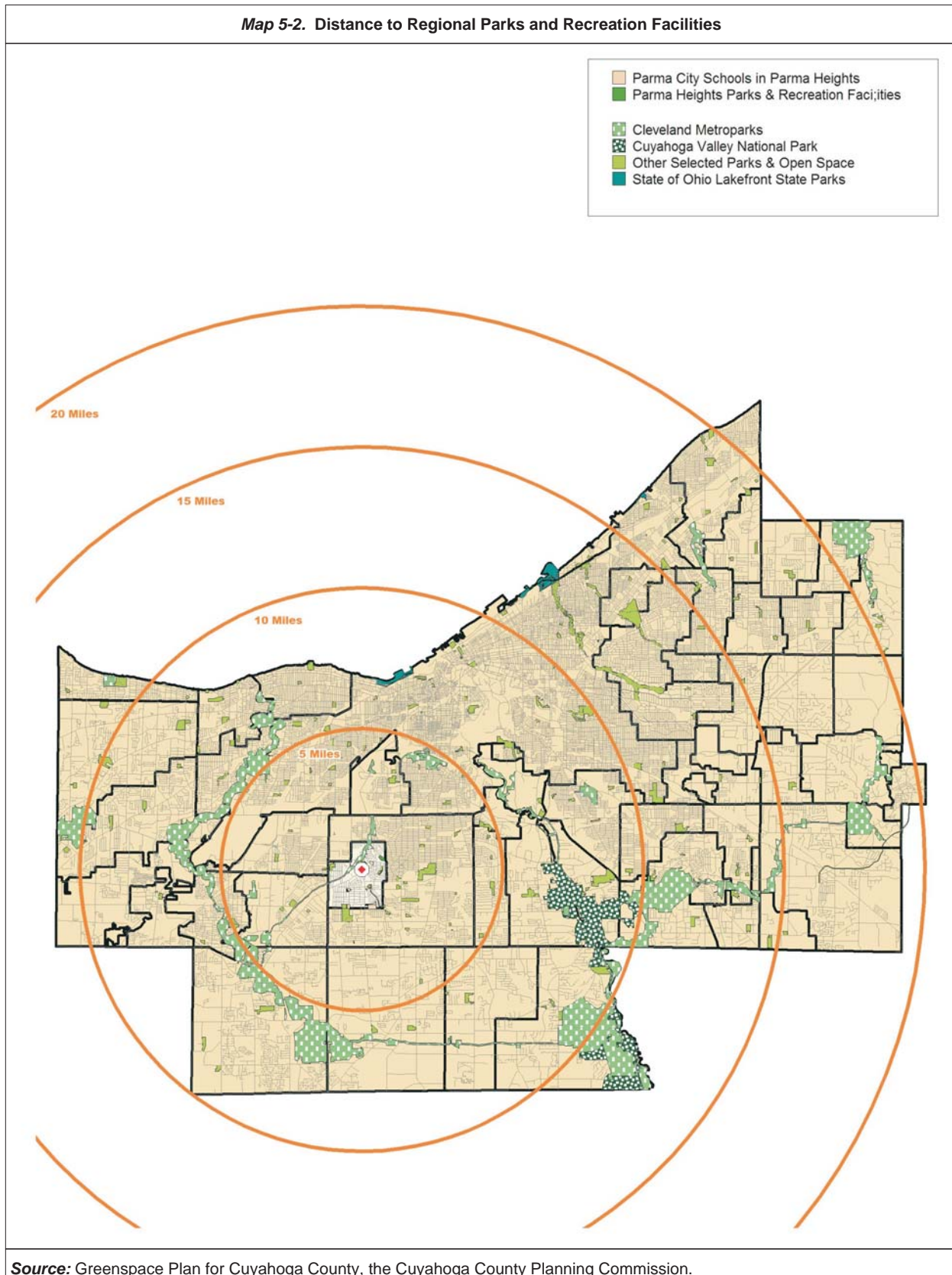
While the amount of park land, type of parks, and the quality of facilities available are important for residents to fully enjoy local recreational opportunities, the distribution and accessibility of parks and recreation facilities should also be taken into consideration.

Parma Heights is a small, compact city that is approximately four square miles in size. While most of the parks are well distributed throughout the community, and almost all Parma Heights residents are within a one-half mile walk of a park, far fewer children are within a one-quarter mile walk of a playground.

Map 5-3 illustrates the location of all City-owned parks and recreation facilities, as well as all Board of Education-owned properties within Parma Heights. A one-quarter mile service area has been developed for each



Map 5-2. Distance to Regional Parks and Recreation Facilities



Source: Greenspace Plan for Cuyahoga County, the Cuyahoga County Planning Commission.



Exhibit 5-13. Comparison of Existing Park Facilities in Parma Heights with National Recreation and Park Association Recommended Level of Service (LOS) Guidelines

Type of Facility	Number Available					NRPA Level of Service Guidelines		Surplus (+) or Deficit (-) According to NRPA Standards
	City Parks	Cleveland Metroparks	Public Schools	Community College	Total Citywide	Recommended Number of Facilities	Standard Applied to Parma Heights*	
Outdoor								
Baseball/Softball/t-ball fields	15	0	6	3	24	1 per 5,000 persons	4	20
Basketball Court	6	0	5	2	13	1 per 5,000 persons	4	9
Bocce Ball Court	1	0	0	0	1	**	**	**
Football Field	0	0	1	0	1	1 per 20,000 persons	1	0
Handball/Raquetball Court	1	0	0	4	5	1 per 20,000 persons	1	4
Open Field	6	0	3	0	9	**	**	**
Par Course	0	1	1	0	2	**	**	**
Path, Bicycle	0	1	0	0	1	**	**	**
Path, Walking	4	2	0	0	6	**	**	**
Picnic Pavilion	2	3	0	0	5	**	**	**
Playground	6	1	2	0	9	1 per 5,000 persons	4	5
Running Track	0	0	1	1	2	1 per 20,000 persons	1	1
Shuffle Board Court	1	0	0	0	1	**	**	**
Skateboard Park	1	0	0	0	1	**	**	**
Soccer Field	8	0	1	2	11	1 per 10,000 persons	2	9
Swimming Pool	3	0	0	0	3	1 per 20,000 persons	1	2
Tennis Court	7	0	8	6	21	1 per 2,000 persons	11	10
Volleyball Court (sand)	1	0	0	0	1	1 per 5,000 persons	4	-3
Indoor								
Exercise Room/Equipment	0	0	0	1	1	**	**	**
Gymnasium	0	0	4	1	5	1 per 10,000 persons	2	3
Indoor Swimming Pool	0	0	1	1	2	1 per 20,000 persons	1	1

* The 2002 estimated population for Parma Heights was 21,383.

** No NRPA level of service guidelines are available.

Sources: Cuyahoga County Urban Parks and Recreation Recovery Action Plan (UPARR), the Cuyahoga County Planning Commission, 1992; site visits May, 2004; City of Parma Heights; Parma City School District; the National Recreation and Park Association (NRPA), 1987, pages 56-57; and Population Estimates, the Ohio Department of Development, Office of Strategic Research, 2003.

park that has a playground. Areas that are more than one-quarter mile away from a playground are also shown on the map and indicate neighborhoods that are not currently being served by a playground. **Map 5-4** illustrates the distribution of children under age ten, by Census Block. As shown, the location of playgrounds and the distribution of children under age ten who would be most likely to use these playgrounds are well correlated for only some areas of the city.

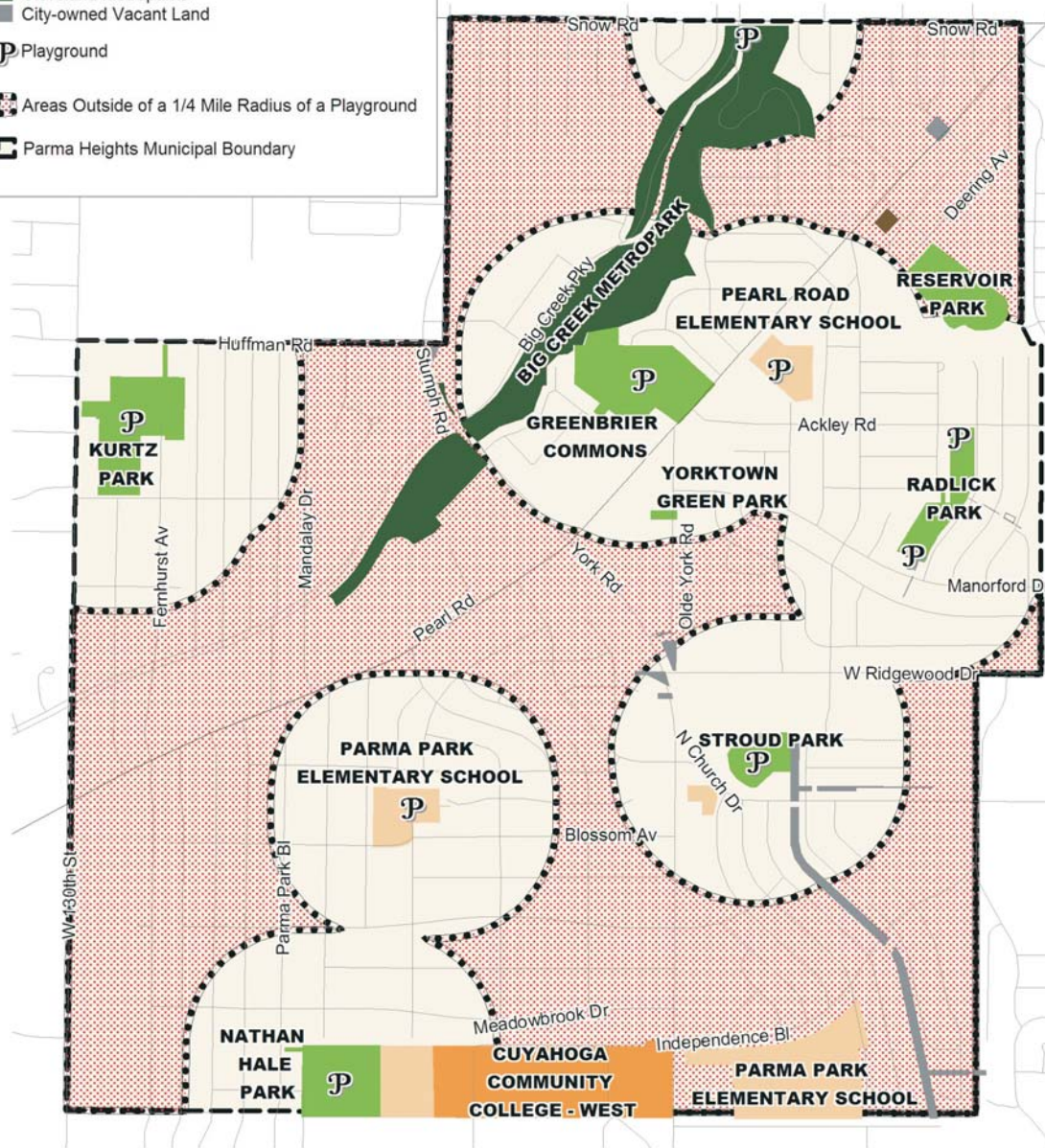
In addition to the availability of parks and recreation facilities, the residents of Parma Heights have access to many recreational programs and classes. As illustrated in **Exhibit 5-14**, the City of Parma Heights, the Parma City School District, and the Cuyahoga Community College - Western Campus continuously offer a wide range of classes to residents of all ages.



Map 5-3. Parks and Recreation Service Areas

LEGEND

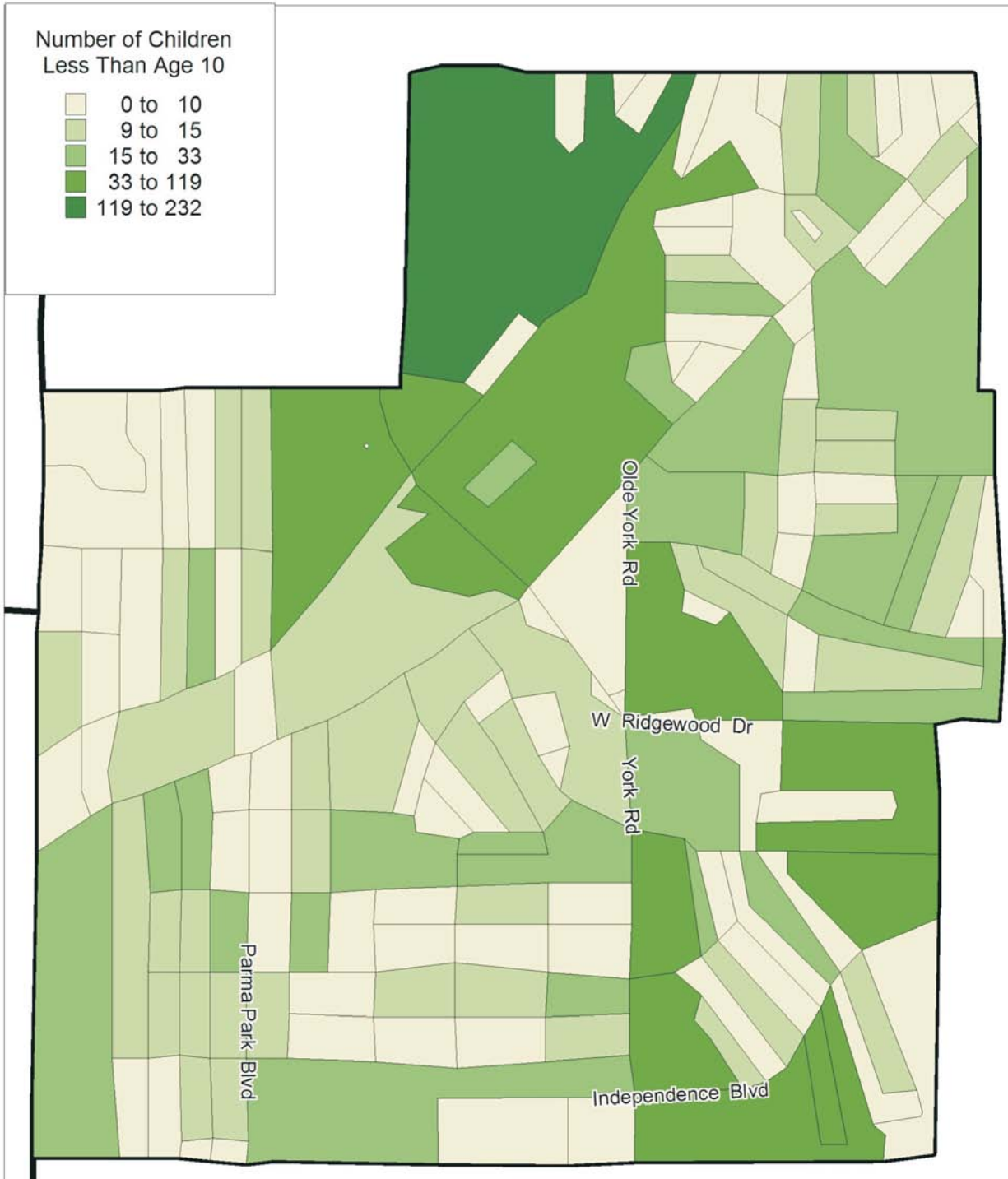
- Public School Property
- Cuyahoga Community College
- Cemetery
- Parma Heights Parks
- Cleveland Metroparks
- City-owned Vacant Land
- P Playground
- Areas Outside of a 1/4 Mile Radius of a Playground
- Parma Heights Municipal Boundary



Sources: Cuyahoga County Auditor's Office, City of Parma Heights, Parma City School District, and the Cuyahoga County Planning Commission.



Map 5-4. Distribution of Children Less Than Age Ten, by Census Block, Parma Heights, 2000



Source: U.S. Department of Commerce, Bureau of the Census, 2000, SF 1.



Exhibit 5-14. Recreational Programs Offered In and Around Parma Heights

Recreational Programs, by Institution Offered		
City of Parma Heights	Cuyahoga Community College*	Parma City School District Continuing Education Program**
Baseball/Softball Leagues 9 Boys Leagues 5 Girls Leagues 2 Adult Leagues	Open Gym for: Basketball games Volleyball games Weight Room	Classes Dance Ballroom Dancing Tap Dancing (Children, Teens, Adults) Jazz Dancing (Children, Teens, Adults)
Bocce Ball Sand Volleyball Shuffleboard Soccer Leagues Summer Basketball Clinic Swimming Open Swimming Adult/Senior Only Open Swimming Learn-to-Swim Classes Diving Lessons Water Aerobics	Swimming Aqua Jogging Aquatic Kickboxing Deep Water Exercise Exerswim Learn-to-Swim Program Open Swimming Private Swimming Lessons Youth Swim Program	Fitness Back-Fit with Pilates Body Sculpting Cardio-Kickboxing (teens and Adults) Cheerleading for Kids (Children age 9 to 12) Cross-Country Skiing Golf (Children, Teens, Adults) Golf-Fit Just Legs Karate and Self-Defense Martial Arts and Self-Defense (Children and Teens)
Lifeguard Training Swim Team	Classes Cardio-Kickboxing Early Morning Workout	Phenominal Abdominals Tai Chi Total Body Workout Work-N-Out (total body workout by walkersize) Yoga
Tennis Open Tennis Tennis Lessons	Golf Self-Defense (Children, Women) Stretching, Strengthening, and Sculpting Tennis classes	Swimming Aquatic-Aerobics Deep Water Aerobics Learn-to-Swim Program (Children, grades K-6) Parent-Child Preschool Swim (children age 2 to 5) Water Exercise during Pregnancy
	Summer Sports Camps Baseball Fundamentals Camp Co-ed Basketball Football Strength and Conditioning Soccer Strength and Conditioning	

* A fee and/or prior scheduling may be required.

** Indoor facilities are only available to students of the Parma City School District and the Continuing Education Program.

Sources: City of Parma Heights, Cuyahoga Community College - Western Campus, and the Parma City School District.

Assessment and Recommendations for Existing City-Owned Parks, Recreation Facilities, and Open Space

**Greenbrier Commons
6184 Pearl Road**

Existing Conditions

Approximately 17 acres of the 20 plus-acre Greenbrier Commons is devoted to recreational and cultural activities for the residents of Parma Heights (*Map 5-5*). The facility is located in the center of the city, adjacent to the Cleveland Metroparks Big Creek Reservation. The Parma Heights Police Station, the Parma Heights Fire Station, the Daniel A. Tobik Service Center, the Paul W Cassidy Theater/DOWNUNDER CAFÉ, the Greenbrier Athletic Center, the Parma Heights Branch of the Cuyahoga County Public Library, and a replica of an original tollgate house, displayed by the Parma Heights Historical Society, are also located on the property.



Map 5-5. Greenbrier Commons



Source: Airphoto USA, copyright 2002.

Recreation facilities at this community park include three outdoor swimming pools (a children’s activity pool, a lap pool, and a diving pool). The swimming pools also have dual water slides and are handicapped accessible (Exhibit 5-15). A concession stand and bathhouse area, with restrooms, are adjacent to the pools. There are five lighted tennis courts with a set of bleachers; a handball/raquetball wall; three lighted basketball hoops; a large children’s playground; a picnic area and picnic tables; boccé ball, sand volleyball, and shuffleboard courts; and a walking path with decorative lighting (Exhibit 5-16). Most activity areas have benches, trash receptacles, bicycle racks, and decorative lighting.

Exhibit 5-15. New Outdoor Swimming Pool and Dual Water Slides



The new playground, which is located in the center of Greenbrier Commons, contains four pieces of playground equipment (Exhibit 5-17). Equipment includes a swing set, a tot swing set, a multi-axis tire swing, and a large play structure with eight slides. The base material beneath the children’s playground consists of wood chips, which is one of the base materials approved by the U.S. Consumer Product Safety Commission.

The area surrounding the playground contains five decorative benches, a bicycle rack, two trash receptacles, and a concrete path that circles the playground and connects

to adjacent activities. The area, which is landscaped with deciduous and evergreen trees and shrubs, is well integrated into the rest of the facilities. There is a pedestrian entrance to the recreation area from the adjacent neighborhood off of Westborough Road.

In addition to the recreation facilities listed, Greenbrier Commons has a gazebo for community concerts and the Paul W. Cassidy Theater, which houses a 275-seat year-round community theater, as well as the DOWNUNDER CAFÉ, a small, intimate theater with approximately 80 seats. Discussions are underway concerning relocation of the community theater and reuse of the building for a senior center.

Exhibit 5-16. New Walking Path at Greenbrier Commons



The building that housed the former indoor ice skating rink has been renamed the Greenbrier Athletic Center. The City has signed a lease with Northeast Ohio Soccer, which will lease, refurbish, and maintain the facility, as well as run an indoor soccer program in the building. The City will have the ability to use the building for recreational and senior programs during off hours.

Parking lots are located near each of the major activity areas in Greenbrier Commons, as well as the area adjacent to the Parma Heights Police Station, the Parma Heights Fire Station, and the Daniel A. Tobik Service Center. The lot closest to the swimming pools has approximately 77 parking spaces and is shared with the Parma Heights Branch of the Cuyahoga County Public Library. The lot near the tennis courts has approximately 104 parking spaces, the lot adjacent to the *Paul W. Cassidy Theater* has approximately 89 parking spaces, and the lot by the Greenbrier Athletic Center has approximately 235 parking spaces. The lots serving the Parma Heights Police Station, Parma Heights Fire Station, and Daniel A. Tobik Service Center have approximately 90 parking spaces.

Exhibit 5-17. New Playground at Greenbrier Commons



Improvements

An almost \$3.5 million park renovation, which began in summer, 1999, was completed in 2001. Work included renovations to the existing tennis and basketball courts, installation of boccé ball, sand volleyball, and shuffleboard courts, the addition of a walking path, construction of a new concession center and bathhouse, new landscaping, new lighting, replacement of all playground equipment, rebuilding the three swimming pools, and the addition of dual water slides and new diving boards. In addition, the City received a \$150,000 state grant to ensure that the new pool renovations provided for handicapped accessibility.

Improvements undertaken in 2001 included the installation of a gazebo, to be used for community events such as band concerts, and an historic clock. The *Paul W. Cassidy Theater* parking lot will be repaved in the summer of 2004. The Department continues to undertake regularly scheduled park maintenance and improvements at all of the City's parks and recreation facilities.

Recommendations

For the short-term, the City should continue implementing the improvement program that has been underway at Greenbrier Commons. The City should also consider continuing to develop pedestrian connectors to recreational activities, both throughout the facility, as well as to the adjacent neighborhoods, where appropriate.

Currently, recreation, theater, and library patrons share the same entrance with the police, fire, and service garage employees. For the long-term, the City should consider acquiring several parcels of land along Pearl Road, south of Greenbrier Commons, to be used to create a safer, more prominent, and aesthetically inviting vehicular and pedestrian entrance to the recreational and cultural portions of Greenbrier Commons, as was recommended in the *City Architecture* plan.

Kurtz Park **West 130th Street and Huffman Road**

Existing Conditions

Kurtz Park, which is approximately 23 acres in size, is located in the northwest portion of the city (*Map 5-6*).



Recreation facilities at this neighborhood park include ballfields, a skateboard park, basketball courts, a small open field, a children’s playground, restrooms, and an asphalt/dirt walking path that winds throughout much of the park.

Kurtz Park has four ballfields. Rob Field, which is used for baseball, is completely fenced and has two benches for the teams, as well as a set of bleachers. The remaining ballfields, which include Kuhn, McMillen, and Powers Fields, are used for softball. Kuhn and McMillen Fields, both of which are lighted, each have two benches for the teams, as well as two sets of bleachers. Powers Field, which is not lighted, has two benches for the teams and one set of bleachers. Each of the four ballfields has a scoreboard and trash receptacles; each of the three softball fields has limited perimeter fencing; and Kuhn and McMillen Fields share a water fountain.

A small skate park is located adjacent to Kuhn Field (*Exhibit 5-18*). Mason Duffy Courts is located adjacent to the main roadway through the park. It contains two lighted basketball courts and several trash receptacles.

The children’s playground, which is located between Rob and Powers Fields, is partially fenced from the street for safety purposes. The adjacent land is mounded and planted with small trees to screen it from the ballfields. The playground area, which has a concrete path around the perimeter, contains four benches, trash receptacles, and four pieces of playground equipment. The playground equipment consists of a swing set, a tot swing set, a multi-axis tire swing, and a large play structure with five slides (*Exhibit 5-19*). The base material beneath the children’s playground consists of wood chips and rubber mats, which are two of the base materials approved by the U.S. Consumer Product Safety Commission.



Source: Airphoto USA, copyright 2002.

There are four lighted parking lots at Kurtz Park, each of which is located adjacent to at least one major park activity. The parking lot located near Kuhn Field, McMillen Field, and the basketball courts has approximately 71 parking spaces, while the parking lot near Powers Field and the skateboard park has approximately 30 parking spaces. The parking lot across from the children’s playground has approximately 26 parking spaces and the parking lot adjacent to Rob Field has approximately 30 parking spaces. Bicycle racks and trash receptacles are located near most of the parking lots.

Kurtz Park has a small metal park identification sign at the West 130th Street park entrance and a wood ground sign at the Huffman



Road park exit. Pedestrian access points into the park are located at West 130th Street, Huffman Road, and Lawnwood Avenue.

Most of the recreational facilities and the parking lots are in excellent to good condition or in need of only minor repair. Only the path near Kuhn and McMillen Fields is in need of more extensive rehabilitation.

Improvements

As part of the City’s on-going park improvement program, the basketball courts and court lighting were renovated in 1998. Installation of new landscaping, the construction of a new skateboard park, and the installation of the children’s playground occurred in 1999. The Department continues to undertake regularly scheduled park maintenance and improvements at all of the City’s parks and recreation facilities.

Recommendations

For the short-term, the City should continue implementing the improvement program that has been underway at Kurtz Park, add additional wood chips underneath the playground equipment, and repair/replace the walking path, as needed.

For the long-term, the City should explore the feasibility of creating more prominent, aesthetically pleasing vehicular and pedestrian accessways to and from the park. The existing entrance to Kurtz Park could be widened, utilizing the vacant city-owned land to the north of the park to create an entrance similar to the one illustrated in **Exhibit 5-20**.



Other improvements could include removing the old chain link fence and replacing it with decorative ornamental steel fencing, as necessary; installing new sidewalks and decorative lighting; and enhancing the entrance/exit with additional landscaping, including flowering trees, evergreens, shrubs, and drought-tolerant perennials for year-round interest and color. New park identification signage to match the design at Radlick Park should also be installed.



Map 5-7. Nathan Hale Park



Source: Airphoto USA, copyright 2002.

Nathan Hale Park

Parma Park Boulevard near Meadowbrook Drive

Existing Conditions

Nathan Hale Park, which is approximately 21 acres in size, is located in the south central portion of Parma Heights (*Map 5-7*). Part of the park is located in the City of Parma Heights and part is located in the City of Parma on land owned by the City of Parma Heights.

Recreation facilities at this neighborhood park include soccer fields, a baseball field, a children’s playground, a picnic pavilion, and a building with restrooms and a concession stand. Two storage buildings for City-owned equipment, as well as an area for open storage for leaves in the fall and branches in the spring, occupy the far corner of one parking lot. Nathan Hale Park has a small park identification sign located near the Parma Park Boulevard entrance.

Four of the eight soccer fields have bleachers. John E. Litten Field, which is used for baseball, is completely fenced and has four benches for the teams and two sets of bleachers. Most of the fields contain at least one trash receptacle.

The children’s playground, which is located near the picnic pavilion, contains four benches and nine pieces of playground equipment. The playground equipment consists of three swing sets, a slide, a metal monkey bar set, two playground structures, a merry-go-round, and a four seat teeter-totter. The base material beneath the children’s playground consists of grass/dirt, which is *not* one of the base materials approved by the U.S. Consumer Product Safety Commission.

All three parking lots have lighting standards that provide illumination at night. The parking lot located adjacent to the baseball field has approximately 35 parking spaces, the parking lot near the playground has about 21 parking spaces, and the parking lot adjacent to the new pavilion and soccer fields has approximately 130 parking spaces.

Most of the recreational facilities and parking lots are in good condition or in need of only minor repair. The equipment at the children’s playground is in need of minor to moderate repair.

Improvements

As part of the City’s on-going park improvement program, eight soccer fields, the baseball field, and a pavilion for picnics were installed at the park in 1999. The Department continues to undertake regularly scheduled park maintenance and improvements at all of the City’s parks and recreation facilities.



The City anticipates redesigning the children’s playground and replacing the playground equipment at the park within the next several years. As part of the redesign, the City should consider moving the playground further away from the parking lot and installing fencing and/or mounds for safety purposes.

Recommendations

For the short-term, the City should continue implementing the improvement program that has been underway at Nathan Hale Park. In addition, all playground equipment at the park should be tested for lead paint and remediated, if necessary. The base material beneath the children’s play equipment, which is currently grass/dirt, should be changed to one of the base materials approved by the U.S. Consumer Product Safety Commission. The City should also consolidate the open storage at the far corner of the largest parking lot.

For the long-term, the City may wish to consider creating a more prominent, aesthetically pleasing vehicular and pedestrian accessway to and from the park. Improvements could include eliminating the brick walls at the entrance and replacing them with decorative ornamental steel fencing to improve visibility and eliminate vandalism, as well as installing new sidewalks, decorative lighting, additional landscaping, and park identification signage to match the design at Radlick Park.

The City should also consider developing pedestrian connectors to the park from adjacent neighborhoods, as well as replacing the chain link fence located along the western border of the park with a solid vinyl fence. If replacement of the chain link fence is not feasible, the City should have the rows of barbed wire removed from the top of the fence.



**Radlick Park
Ackley Road and Brookmere Boulevard**

Existing Conditions

Radlick Park, which is approximately 10 acres in size, is located in the east central portion of the city (*Map 5-8*). Recreation facilities at this neighborhood park are located at the northernmost and southernmost portions of the park and include ballfields, a basketball court, tennis courts, a small open field, a children’s playground, and additional playground equipment. There are two pedestrian accessways that connect the adjacent neighborhoods with the park. One accessway is located at Manorford Drive and one is located at Nelwood Road.

Recreation facilities at the northernmost portion of Radlick Park include a newer children’s playground containing four pieces of playground equipment, six built-in benches, a bicycle rack, two trash receptacles, and a concrete path around the playground (*Exhibit 5-21*). The playground equipment consists of two swing sets, a multi-axis tire swing, and a large play structure with five slides. The base material beneath the children’s playground consists of wood chips, which is one of the base materials approved by the U.S. Consumer Product Safety



Commission. There is also a large open field with a walking path adjacent to the playground.

One of the two parking lots for Radlick Park is also located at the northernmost portion of the park. This small parking lot, situated off of Brookmere Boulevard, has approximately five parking spaces. The area is landscaped with trees and shrubs and has two park identification signs (*Exhibit 5-22*). One sign is located near the parking lot and the other sign is located at the pedestrian entrance on Ackley Boulevard. The playground and parking lot are both in excellent condition.

The other parking lot is located mid-way between the two recreation facility areas and has approximately 23 parking spaces. A gravel path leads from the parking lot to the recreation facilities at the southern end of the park. The parking lot is in need of repaving, curbs/curb stops, and parking space striping.

The recreation facilities at the southernmost portion of Radlick Park include two softball fields, each of which have two benches for the teams, a set of bleachers, and a trash receptacle. There is also a basketball court, two tennis courts, and a small children's playground. The children's playground contains a tot swing set, a concrete path, a bench, and a bicycle rack. The base material beneath the children's playground consists of grass/dirt, which is *not* one of the base materials approved by the U.S. Consumer Product Safety Commission. Most of the recreational facilities at the southernmost portion of the park are in fair condition and are in need of moderate repair.

Improvements

As part of the City's on-going park improvement program, the playground and the small parking lot located off of Brookmere Boulevard were installed in 1998. The Department continues to undertake regularly scheduled park maintenance and improvements at all of the City's parks and recreation facilities.

Recommendations

For the short-term, all playground equipment at the southernmost portion of the park should be tested for lead paint and remediated, if necessary, and the base material beneath the children's play equipment, which is currently grass/dirt, should be changed to one of the base materials approved by the U.S. Consumer Product Safety Commission.

For the long-term, the parking lot located mid-way between the two recreation facility areas should be rehabilitated. The children's playground located in the southernmost portion of Radlick Park should be redesigned, and the play equipment replaced. The City should also make a determination concerning the fate of the tennis courts and plan to either restore them to use or remove them.

The City should also consider enhancing the two southernmost pedestrian accessways with landscaping, installing park identification signs to match those installed at the northern end of the park, and widening and paving the existing gravel path. Upgrading the path so that it could be used as a pedestrian/bicycle path would provide a connector to Greenbrier Commons and the Cleveland Metroparks Big Creek Reservation.

Exhibit 5-21. New Playground at Radlick Park



Exhibit 5-22. New Park Signage at Radlick Park



Reservoir Park
Deering Avenue and Reservoir Drive

Existing Conditions

Reservoir Park, which is approximately 15 acres in size, is located in the northeastern portion of the city on the Cleveland Division of Water's Parma Pump Station and Reservoir property (*Map 5-9*). The land is owned by the City of Cleveland, but is leased by the City of Parma Heights.

Recreation facilities at this neighborhood park include seven softball/t-ball fields, two practice fields, a gravel road leading to the fields, and two small gravel parking areas. Each ballfield has two benches for the teams and a trash receptacle. Most of the existing facilities are in good to excellent condition or are in need of only minor repair.

A chain link fence separates the park from the Parma Pump Station and Reservoir property to the north. To the south is an intermittent chain link fence and a large stand of deciduous trees along the ridge, with a creek below.



Improvements

While the City has not undertaken any major improvements at Reservoir Park in the last several years, the Department continues to undertake regularly scheduled park maintenance and improvements at all of the City's parks and recreation facilities.

Recommendations

For the long-term, the City may wish to consider creating a more prominent, aesthetically pleasing vehicular entrance, developing a new pedestrian entrance to Reservoir Park from the adjacent neighborhood off of Stonington Road, and installing a pedestrian/bicycle path through the park to provide a connector to Greenbrier Commons and the Cleveland Metroparks Big Creek Reservation. Other improvements could include enhancing the parking areas; adding bleachers for spectators; and installing landscaping and new park identification signage to match the design at Radlick Park.

The City has stated that there is a high demand for baseball/softball/t-ball fields by organized leagues, and therefore, a need for additional ballfields to accommodate the demand. The City should consider approaching the City of Cleveland to discuss the feasibility of leasing more acreage at the Division of Water property to develop additional ballfields and more parking. Additionally, there has been some interest in installing restrooms at the park. The feasibility of this type of improvement should also be examined.



Map 5-10. Stroud Park



Source: Airphoto USA, copyright 2002.

**Stroud Park
North Church and Reid Drives**

Existing Conditions

Stroud Park, which is located in the southeastern portion of the city, is approximately seven acres in size (*Map 5-10*). Recreation facilities at this neighborhood park include a softball field with two benches, one set of bleachers, and a trash receptacle. The park also has a large open field and a children’s playground. The children’s playground has a swing set with two tot swings and two regular swings. The base material beneath the children’s playground consists of grass/dirt, which is *not* one of the base materials approved by the U.S. Consumer Product Safety Commission.

There is a small parking lot located adjacent to the entrance that has approximately 20 parking spaces. A small park identification

sign is located near the North Church Drive entrance. Most of the recreational facilities at the park are in good condition or are in need of only minor repair. The parking lot is in need of repair or replacement, curbs/curb stops, and parking space striping.

Improvements

While the City has not undertaken any major improvements at Stroud Park in the last several years, the Department continues to undertake regularly scheduled park maintenance and improvements at all of the City’s parks and recreation facilities.

Recommendations

For the short-term, all playground equipment should be tested for lead paint and remediated, if necessary, and the base material beneath the children’s play equipment, which is currently grass/dirt, should be changed to one of the base materials approved by the U.S. Consumer Product Safety Commission.

For the long-term, the City may wish to consider replacing the adjacent parking lot with one that has a more efficient configuration and create a more prominent, aesthetically pleasing vehicular and pedestrian accessway to and from the park. Improvements could include installing a new sidewalk, decorative lighting, landscaping, and new park identification signage to match the design at Radlick Park; developing additional pedestrian connectors into the adjacent neighborhoods; and redesigning the children’s playground and replacing the play equipment.

**Yorktown Green Park
Pearl and Olde York Roads**

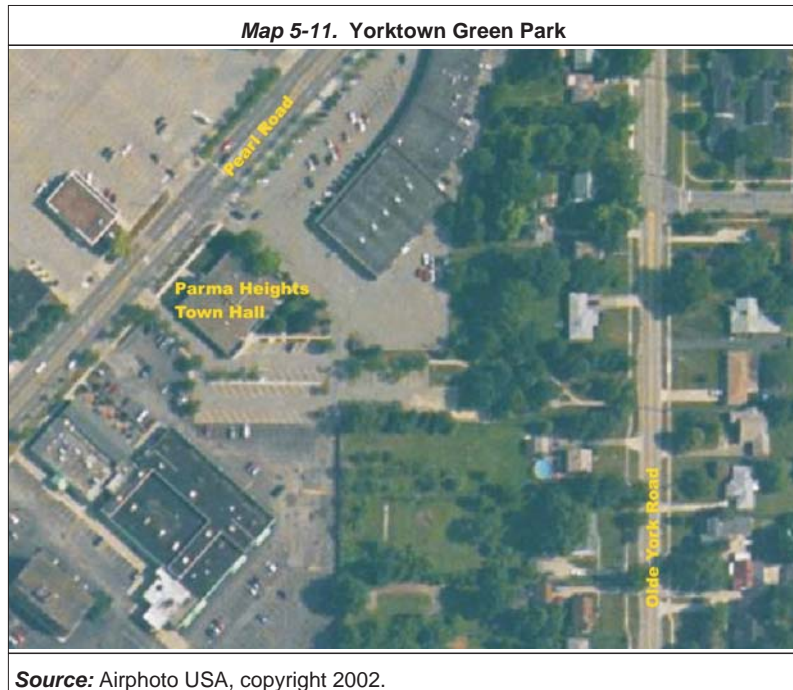
Existing Conditions

Yorktown Green Park, which is a passive park and the city’s only formal mini-park, is located in the central



portion of Parma Heights, directly behind Parma Heights Town Hall (*Map 5-11*). The park and the adjacent parking lot are approximately one acre in size.

The park, which is bisected by a concrete path that is located along the north portion of the property, is landscaped with grass, ivy, and evergreen and deciduous trees. A chain link fence runs the length of the park on both the north and south sides, separating it from the adjoining residences. The parking lot, which has approximately 20 parking spaces, has one tall, decorative double light standard that matches the design used at Parma Heights Town Hall. Both the park and the parking lot are in good condition.



Improvements

Improvements to the parking lot and installation of new lighting were completed in 1998. Selected regrading, which improved accessibility, and landscaping were completed in 2003. The Department continues to undertake regularly scheduled improvements at all of the City's parks and recreation facilities.

Recommendations

The City should consider installing park identification signage that would match the design at Radlick Park.

Open Space

City-Owned Open Space

Parma Heights Cemetery

Pearl Road, between Reservoir Drive and Denison Boulevard

The Parma Heights Cemetery, which is slightly less than one acre in size, is one of five historical cemeteries located within the boundaries of the original Parma Township (*Map 5-1*). The cemetery has gravestones dating back to the 1830's and is the final resting place for some of the city's earliest settlers. The receiving vault, located adjacent to Pearl Road, was built in 1892 and is considered to be eligible for the National Register of Historic Places. While the cemetery holds historical significance to the community, it also provides residents with a sense of open space.

The cemetery and its views should be preserved through good stewardship and appropriate landscaping. The adjacent creek, which is a tributary of Big Creek, and the surrounding stream banks should be assessed, restored where necessary, and preserved. Several legal avenues, such as conservation easements or wildlife



area designations, could be researched and implemented to provide protection for the area. Financial incentives, through state and federal grants, may also be available.

Pearl Road and Lotusdale Drive

There are four vacant city-owned parcels of land located at the southwest corner of Pearl Road and Lotusdale Drive that function as a mini-park (*Map 5-1*). The land provides approximately one acre of passive open space for the surrounding neighborhood.

Scattered Site City-Owned Vacant Land

The City of Parma Heights owns almost 18 acres of vacant land distributed over numerous parcels citywide (*Map 5-1*). While most of these parcels are not conducive to residential or commercial development due to size, configuration, and/or location, they do provide needed greenspace for the surrounding neighborhoods in which they are located.

Privately Owned Open Space

Much of the open space, whether it is owned by the City or under private ownership, has remained open space because it is, or is adjacent to, environmentally sensitive areas, such as floodplains, steeply sloped areas, creeks, or wetlands. Because most of the creeks in the city are tributaries of Big Creek, the creeks and the surrounding stream banks should be assessed, restored where necessary, and preserved. As previously mentioned, legal avenues and financial incentives are available to assist with this endeavor.

Exhibit 5-23. Comments Excerpted from the Cuyahoga County Planning Commission Green Space Workshop, for the Countywide Green Space Plan, Held September 28, 2000 at Parma Community Center

General Comments
✓ Green space is usually taken for granted. It is important to be a good steward and preserve green space for future generations.
✓ The impact that the removal of green space has on water quality should be given greater consideration.
✓ The existence of green space areas and the connections between them are important elements of the quality of life in a community.
Specific Comments
✓ Construct a trail routed west from the West Creek Trail, along the southern perimeter of the Parmadale property, through the Channel 5 utility property, that would connect to the Old Stearns Homestead and further.
✓ Construct a bike trail along the perimeter of the Western Campus of the Cuyahoga Community College.
✓ Construct a connecting bike or pedestrian path along Orchard Boulevard in Parma Heights that links the Nike Site Park and the Western Campus of the Cuyahoga Community College to the Cleveland Metropark's Big Creek Reservation.
✓ Construct a trail between Old Stearns Homestead and Valley Forge High School in Parma Heights.
✓ Make the preservation of Big Creek, with public access, a priority.

Source: Cuyahoga County Planning Commission, Green Space Workshop, September 28, 2000.

Opportunities for Pedestrian/Bikeway Connectors

Bicycling and walking have become very popular recreational activities for persons of all ages. In September, 2000, a series of workshops were held in communities throughout Cuyahoga County to solicit input on the Countywide Greenspace Plan. Comments generated by citizens from Parma, Parma Heights, and Brooklyn who attended the workshops centered around the importance of greenspace areas and the need to develop additional connections between those greenspaces (*Exhibit 5-23*). There have also been discussions by the Parma Heights Master Plan Task Force regarding the possibility of developing additional pedestrian and/or bikeway connections into the Cleveland Metroparks.

Acquiring land and/or easements rights to develop pedestrian and/or bikeway connections is sometimes difficult. One way is to utilize the existing road system. Another avenue that could be explored is using City-owned vacant land to develop connections between existing



neighborhoods, City parks, the Cleveland Metroparks Big Creek Reservation, and the Cuyahoga Community College - Western Campus. Finally, acquiring easements or land donations from private owners of vacant property for this purpose may also be feasible.

The City of Parma Heights has just begun to have a conversation regarding the development of bikeways as a linkage to amenities, both within Parma Heights, as well as to adjacent communities. As the community begins to explore the issue of bikeway networks and possible routes, the City will want to coordinate all phases of planning and development with entities that have developed, or are in the process of developing, bikeway networks to ensure that all bikeway plans meld seamlessly together.

The Northeast Ohio Areawide Coordinating Agency (NOACA) has prepared a set of maps for the five counties within the NOACA planning area, including Cuyahoga County. The purpose of the map is to provide guidance to bicyclists who wish to travel in the county using the existing road system. The map color codes arterial and collector streets based upon factors such as traffic volume, pavement width, and speed limit. Local and minor collector streets are usually not coded on the map, however due to their low traffic volume and vehicle speeds, they are usually suitable for bicycling. Bicyclists can then use the map to assess their own skill levels and select the appropriate routes.

The arterial roads in Parma Heights are coded on the map as either orange or red (*Map 5-12*). Orange is defined as streets suitable for bicyclists having intermediate skills, such as being comfortable on roads with moderate traffic, having some knowledge of and compliance with traffic laws, and having some skill at executing defensive maneuvers. Red is defined as suitable only for experienced bicyclists, meaning persons comfortable on roads with trucks and/or heavy traffic, being fully compliant with traffic laws, being skilled at executing defensive maneuvers, and being comfortable “taking the lane” when necessary.

Cleveland Metroparks Big Creek Reservation Big Creek Parkway

Big Creek Reservation, which is part of the Cleveland Metroparks “Emerald Necklace,” serves the surrounding communities of Brooklyn, Parma, Parma Heights, Middleburg Heights, and Strongsville. The entire reservation encompasses 563 acres and runs parallel to Pearl Road from Brookpark Road, at the northernmost point, to Valley Parkway, at the southernmost point. Valley Parkway provides a greenway linkage to additional recreational opportunities to the north, at Rocky River Reservation, and to the south, at Mill Stream Run Reservation.

A major feature of Big Creek Reservation is Big Creek Parkway, which provides:

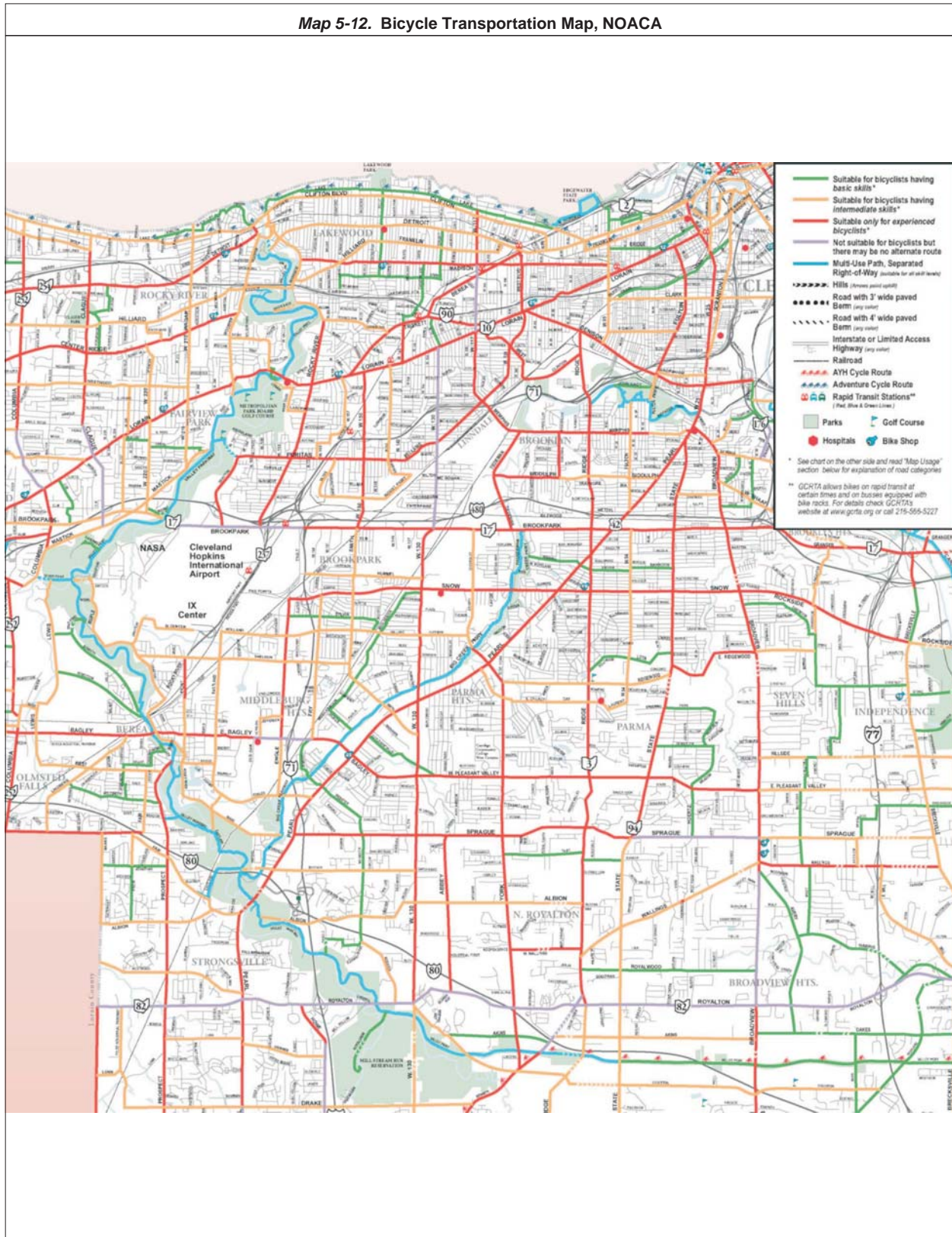
“... a refreshing alternative to the standard suburban commuter routes to Cleveland. A beautiful view of the reservation is readily available to those who drive through or those who choose to take a slower trip along one of its trails.” (Cleveland Metroparks)

Cleveland Metroparks personnel estimated that during 2003 almost 1.2 million recreation users visited Big Creek Reservation and that an additional 13.3 million commuter trips occurred along Big Creek Parkway.

Approximately 114 acres of the 563 acres encompassing Big Creek Reservation are located within the municipal boundaries of Parma Heights. The Reservation provides parkland, open space, walking/bicycling trails, and wildlife habitat observation for the city’s residents (*Exhibit 5-24*). A picnic area, with several picnic pavillions, picnic tables, benches, grills, parking areas, and restrooms, is located just south of Snow



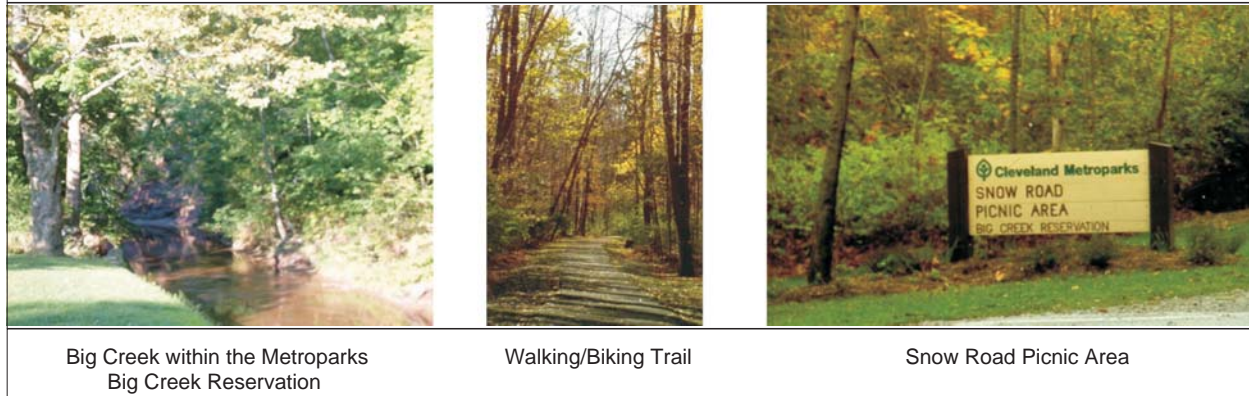
Map 5-12. Bicycle Transportation Map, NOACA



Source: Northeast Areawide Coordinating Agency, August, 2002.



Exhibit 5-24. Cleveland Metroparks Big Creek Reservation



Big Creek within the Metroparks Big Creek Reservation

Walking/Biking Trail

Snow Road Picnic Area

Road. Walking/bicycling trails, a physical fitness trail, and a children’s playground with a swing set are located nearby.

The significant park acreage contributed by the Cleveland Metroparks is a unique asset to the community in terms of parkland, scenic vistas, and recreational opportunities. There is good access to Big Creek Reservation from the northern portion of Parma Heights, where the walking/bicycling trail runs along the full length of Big Creek Parkway. Access to the Reservation is limited along the southern boundary of the park due to elevation changes. There is, however, pedestrian access at the Eureka Parkway entrance, which is located near Edgehill Drive.

The Cleveland Metroparks *Big Creek Reservation Concept Value Plan*, which was completed in 1995, lists numerous recommendations that discuss conservation, recreation, and infrastructure improvements for the park (*Exhibit 5-25*).

Exhibit 5-25. Cleveland Metroparks Big Creek Reservation Concept Value Plan Recommendations

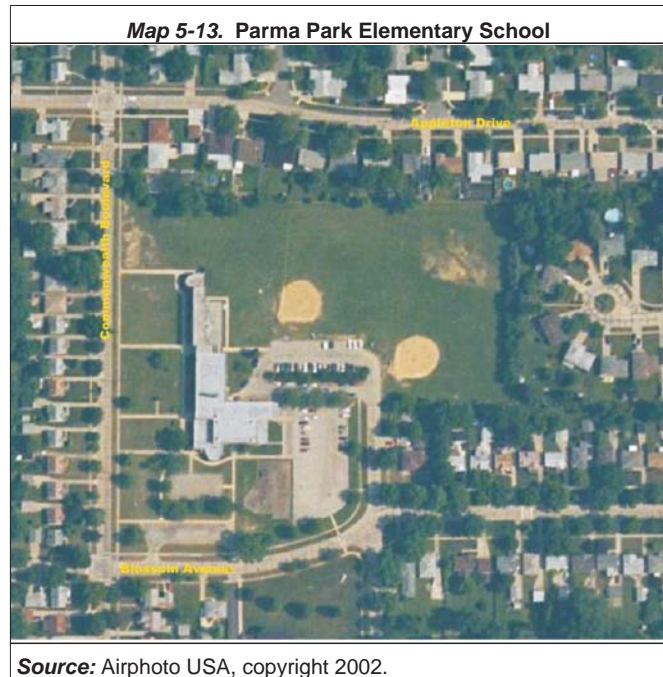
Conservation	Recreation (continued)
<ul style="list-style-type: none"> ✓ Control nuisance vegetation and non-native vegetation to maintain quality for the native plant component of Big Creek Reservation. ✓ Protect the perimeter of the reservation from natural and constructed forces. ✓ Enhance the landscape along Big Creek Parkway through a street tree/shrub planting program. ✓ Maintain the highest diversity of wildlife species, while not exceeding the carrying capacity of the reservation and adjoining land base. ✓ Promote improvement in overall water quality within the Big Creek basin to enhance aquatic resources and maximize the aesthetic value of a clean, clear-flowing stream. ✓ Promote the pine and other evergreen tree species as a viable source for winter color and cover for wildlife. ✓ Control foot and bike traffic through "natural areas" of the reservation to lessen the impact to the resources. ✓ Naturalize the north end of the Snow Road Picnic Area by creating a pond and meadow to expand wildlife habitat. 	<ul style="list-style-type: none"> ✓ Improve Fern Hill Picnic Area by increasing parking, adding a small shelterhouse, and connecting the upper and lower sites with a pedestrian path. ✓ Add a small parking lot at the flowering shrubs site. ✓ Improve Snow Road Picnic Area by adding a large shelterhouse and locating a secondary trailhead. ✓ Add an APT trail connector and bridge to back area of Snow Road Picnic Area to increase access and opportunities for picnicking. (Approximately 0.5 miles)
Recreation	Infrastructure Improvements
<ul style="list-style-type: none"> ✓ Add an APT connector of approximately five miles to Hauserman Road (ADA, improved park access). ✓ Develop a secondary trailhead at Fern Hill Picnic Area. 	<ul style="list-style-type: none"> ✓ Design and redevelop Big Creek Parkway between Stumph and Fowles Roads to eliminate major drainage and maintenance problems. ✓ Add left-hand turn lanes at Stumph Road. ✓ Redesign Oakdale Curve Area and repair box culverts to improve safety and drainage. ✓ Repair walls along creek and install a pedestrian bridge to back area of Fern Hill Picnic Area site. ✓ Improve Snow Road Picnic Area ford to reduce impacts from flooding. ✓ Add walk signal at West 130th Street. ✓ Improve Big Creek Parkway with curbs and gutters to improve traffic safety drainage. (Approximately 2.6 miles)
<p>Source: Metroparks 2000: Conserving Our Natural Heritage, Reservation Concept Value Plans, Cleveland Metroparks, March 1995.</p>	



Parma City School District Recreation Facilities

While there are a variety of recreational facilities available at the three public schools located in Parma Heights, indoor recreation facilities are reserved primarily for use by the Parma City School District and the District's Community Education Program. Each elementary school in Parma Heights has a gymnasium. Valley Forge High School has two gymnasiums and an indoor swimming pool.

In addition to recreation facilities, the Parma City School District offers a variety of sports-related evening and Saturday classes to residents, for a fee, through the District's Community Education Program. Classes offered include swimming instruction, water aerobics, a variety of exercise and self-defense classes, golf instruction, and dance classes (*Exhibit 5-20*).



Parma Park Elementary School 6800 Commonwealth Boulevard

Parma Park Elementary School is located in the south central portion of Parma Heights (*Map 5-13*). Outdoor recreational facilities include two softball fields, an open field, two basketball hoops, a paved play area, two swing sets, and a new playground. The school also has a paved parking lot.

The new playground, which is adjacent to the parking lot, has a large play structure with four slides and other play equipment. The playground also incorporates two older swing sets. The base material beneath all equipment consists of wood chips, which is one of the base materials approved by the U.S. Consumer Product Safety Commission.

There are bicycle racks, benches, and trash receptacles near all recreation facilities. There are also two picnic tables near the playground. All recreational facilities at the school are in excellent condition or are in need of only minor repair.



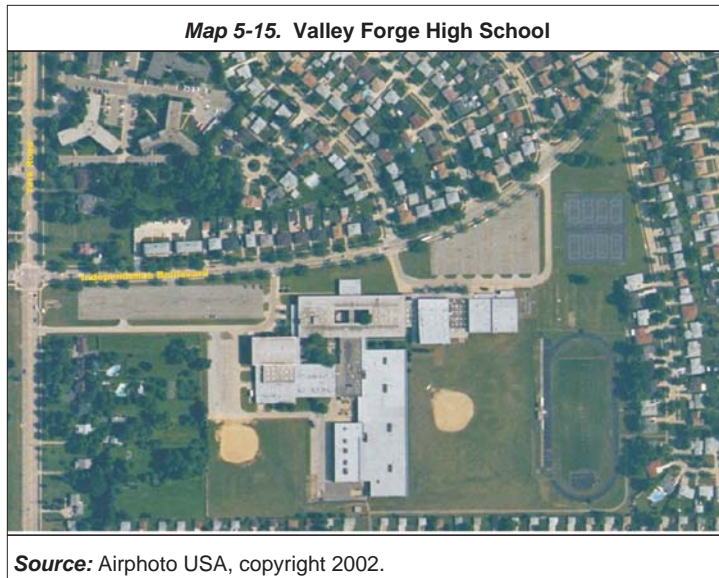
Pearl Road Elementary School 6125 Pearl Road

Pearl Road Elementary School is located in the northeastern portion of Parma Heights (*Map 5-14*). Outdoor recreational facilities include two softball fields, an open field, one traditional basketball hoop and two basketball poles each with four pockets, a paved play area, and a new playground. The school also has a paved parking lot.



The new playground, which is adjacent to the parking lot, has several play structures, two swing sets, climbing equipment, bicycle racks, benches, a picnic table, and trash receptacles. The base material beneath the children's playground consists of wood chips, which is one of the base materials approved by the U.S. Consumer Product Safety Commission.

The equipment at the playground is in excellent condition. The remaining recreational facilities at the school are in good condition or are in need of only minor repair.



**Valley Forge High School
9999 Independence Boulevard**

Valley Forge High School is located in the southeastern portion of Parma Heights (*Map 5-15*). Outdoor recreational facilities include two softball fields and a practice football field. A running track circles the perimeter of the football field. The softball fields and the practice football field have benches for the teams. One of the softball fields and the practice football field also have bleachers. There is a soccer field, a small open field, eight tennis courts, and a fitness course. The school also has several paved parking lots.

The condition of the recreational facilities at Valley Forge High School range from excellent to needing minor repair.

**Vacant Parma City School District Property
Homewood Avenue, near Meadowbrook Drive**

The eleven-acre Parma City School District property, which is located in the south-central portion of the city, adjacent to the Cuyahoga Community College - Western Campus, is a vacant, open field surrounded by mature deciduous trees. The eleven acres of vacant land was used by the federal government for the last three decades and was part of the Nike Site. Ownership of the land reverted back to the Parma City School District in 2000. The Parma Board of Education has been using the eleven acres for rugby fields for the High School Rugby Association.

Cuyahoga Community College - Western Campus Recreation Facilities

Many of the recreation facilities available at the Cuyahoga Community College - Western Campus are available to residents of Parma Heights, for a fee, during specific time periods. Prior scheduling may also be required for selected facilities, such as the ballfields or the tennis courts.

Outdoor recreational facilities at the Cuyahoga Community College - Western Campus include softball fields, a baseball field, soccer fields, a running track, basketball, handball/racquetball, and tennis courts (*Map 5-16*). The indoor swimming pool and the weight room are available to non-students during specific time periods each week. The gym is available to non-students for open basketball and volleyball, also during specific time periods.



The college offers non-credit classes, for a fee, in golf, tennis, cardio kickboxing, self-defense for women and children, and exerswim. A learn-to-swim program, certified by the American Red Cross, emphasizes progressive skill levels and water safety. Private swimming lessons are also offered.

Summer camp programs for children and youth offer classes in football and soccer strengthening and conditioning, co-ed basketball, baseball fundamentals, music, and the performing arts.

Privately-Owned Recreation Facilities

Yorktown Lanes Bowling Alley 6218 Pearl Road

Yorktown Lanes has been in business in Parma Heights since the 1960's. The bowling alley has 40 lanes, a snack bar, a cocktail lounge, a party room, and banquet facilities. It is open from 9:00 a.m. to 12:00 midnight Sunday through Thursday and 9:00 a.m. to 3:00 a.m. on Friday and Saturday. Bowling leagues are open to persons of all ages. Open bowling is available for those not interested in joining a league. Yorktown Lanes can also be rented for birthday parties.

Map 5-16. Cuyahoga Community College-Western Campus, Located in Parma Heights and Parma



Source: Airphoto USA, copyright 2002.



PUBLIC INFRASTRUCTURE

The public infrastructure within a community refers to the crucial public systems and services that are necessary to support residential and commercial development, such as roads, waterlines, sewers, bridges, and culverts.

Responsibility

In Parma Heights, responsibility for the inspection, maintenance, and repair of the city's infrastructure is undertaken by various levels of government. The City of Parma Heights is responsible for the maintenance and repair of much of the city's public road, waterline, and sewer systems; the Cuyahoga County Engineer's Office is responsible for inspecting and maintaining all bridges and culverts located in the city; the City of Cleveland Water Department manages all water treatment and distribution up to the city border; and the Northeast Ohio Regional Sewer District is responsible for wastewater treatment.

Condition

In most communities, the age of the infrastructure usually coincides with the age of the homes the infrastructure serves. In Parma Heights, this generalization is not always correct due to the development patterns of some of the city's subdivisions. Although approximately 87% of the housing units in Parma Heights were built between 1950 and 1979, many of the streets were platted and the infrastructure installed between 1925 and 1930.

The condition of the city's infrastructure, as illustrated in the *Five-Year Capital Improvement Plan*, was based on estimating its overall age, an actual condition assessment survey, or a combination of the two methods (*Exhibit 5-26*). This condition rating was then used by the Parma Heights engineer to provide an inventory of the infrastructure components maintained by the City of Parma Heights, the condition of these components, the anticipated replacement costs if all of the infrastructure components would need replacement, and the anticipated repair costs for all infrastructure in poor or critical condition.

Roadways

The City of Parma Heights maintains 58.5 miles of roads citywide. Approximately 35% of these roadway miles are in either excellent or good condition. Of the remaining miles, 19 miles (32%) are listed in fair condition, 11 miles (19%) are rated as being in poor condition, and eight miles (14%) are in critical condition. The city engineer's estimated cost for the complete replacement of all roadways exceeded \$71.5 million, while the overall repair costs for all roadways in poor or critical condition was almost \$43 million.

Waterlines

While the City of Parma Heights maintains the 308,340 linear feet of waterlines for water distribution citywide, it is the responsibility of the City of Cleveland - Division of Water and the Cuyahoga County Engineer's Office to inspect and monitor waterline condition. About 11% of the linear feet of waterlines in the city are in excellent condition. Of the remaining linear feet of waterlines, 184,800 linear feet (60%) are listed in fair condition, 21,120 linear feet (7%) are rated as being in poor condition, and 6,290 linear feet (2%) are in critical condition. No waterlines were listed in good condition. The condition of almost 21% (63,360 linear feet) of all waterlines is unknown. The city engineer's estimated cost for the complete replacement of all waterlines was almost \$32 million, while the overall repair costs for all waterlines in poor or critical condition was over \$19 million.



Exhibit 5-26. Inventory and Physical Condition of Infrastructure, Parma Heights

Infrastructure Component	Replacement Cost	Repair Cost	Total (Units)	Unit of Measurement
Roads	\$71,582,940	\$42,949,764	58.5	center line miles of road
Waterlines	\$31,759,020	\$19,055,412	308,340	linear feet of waterlines
Sanitary Sewer Lines	\$48,432,521	\$29,059,513	302,100	linear feet of sanitary sewer lines
Stormwater Sewer Lines	\$48,774,800	\$29,264,880	302,100	linear feet of storm sewer lines
Bridges	Not Applicable	Not Applicable	Not Applicable	number of bridges
Culverts	Not Applicable	Not Applicable	Not Applicable	number of culverts
Total Cost	\$200,549,281	\$120,329,569		

Infrastructure Component	Physical Condition, by Unit of Measurement													
	Excellent		Good		Fair		Poor		Critical		Unknown		Poor or Critical	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Roads	4.5	7.7%	16	27.4%	19	32.5%	11	18.8%	8	13.7%	0	0.0%	19	32.5%
Waterlines	32,770	10.6%	0	0.0%	184,800	59.9%	21,120	6.8%	6,290	2.0%	63,360	20.5%	27,410	8.9%
Sanitary Sewer Lines	17,940	5.9%	0	0.0%	231,360	76.6%	52,810	17.5%	0	0.0%	0	0.0%	52,810	17.5%
Stormwater Sewer Lines	17,940	5.9%	0	0.0%	257,760	85.3%	26,400	8.7%	0	0.0%	0	0.0%	26,400	8.7%
Bridges	Inspected and Maintained by the Cuyahoga County Engineer's Office													
Culverts	Inspected and Maintained by the Cuyahoga County Engineer's Office													
Total Cost														

Infrastructure Condition Ranking System definitions:

Excellent - No repair required.

Good - Infrastructure still functioning as originally intended, but may require some minor repairs and/or upgrading to meet current design standards.

Fair - Infrastructure still functioning as originally intended, but requires repairs to continue functioning as originally intended and/or to meet current design standards.

Poor - Infrastructure contains a major deficiency and will require repair to continue functioning as originally intended and/or an upgrade to meet current design standards.

Critical - Infrastructure item is either not functioning as originally intended or is not functioning at all times and will require significant upgrade to meet current design standards.

Unknown - Information is not available.

Source: City of Parma Heights, Five Year Capital Improvement Report, September 27, 2002.

Sewer System

While the Northeast Ohio Regional Sewer District (NEORS) owns and maintains the sewer system for the region, the City of Parma Heights maintains approximately 604,200 linear feet of sanitary and storm sewer lines citywide. The City of Parma Heights does, however, rely on NEORS and the Cuyahoga County Engineer's Office to inspect and monitor the condition of the sewer lines.

About 6% of the linear feet of sanitary sewer lines and 6% of the linear feet of storm sewers are in excellent condition. Of the remaining linear feet of sanitary sewer lines, 231,360 linear feet (77%) are listed in fair condition and 52,810 linear feet (17%) are rated as being in poor condition. Of the remaining linear feet of storm sewers, 257,760 linear feet (85%) are listed in fair condition and 26,400 linear feet (9%) are rated as being in poor condition. No sanitary sewer lines or storm sewers are listed as being in either good or critical condition.

The city engineer's estimated cost for the complete replacement of all sanitary sewer lines was more than \$48 million, while the estimated cost for the complete replacement of all storm sewers was almost \$49 million. The estimated overall repair costs for all sanitary sewer lines in poor or critical condition was approximately \$29 million, while the overall repair costs for all storm sewers in poor or critical condition was almost \$29.3 million.



Exhibit 5-27 illustrates infrastructure projects that have recently been undertaken or that are anticipated to be undertaken in Parma Heights in the near future. Overall, the current infrastructure projects, which are scheduled for the years 2000 to 2007, encompass projects that total approximately \$9 million. Please note that the roster of projects is subject to change based on changing repair needs.

Intercommunity Relief Sewers Projects

The Northeast Ohio Regional Sewer District (NEORS) completed the Stonington, Parma Park II, Parma Park III, and Parma Park IV Intercommunity Relief Sewers projects in 2002. The projects, which were financed with a low-interest loan provided through the Ohio EPA Water Control Loan Program, was designed to "... provide hydraulic capacity to convey infiltration and inflow which exceeds the capacity of the existing sanitary sewers, thus alleviating overflows to the environment, as well as basement and street flooding..." in the cities of Parma Heights, Parma, and Middleburg Heights.

Exhibit 5-27. Infrastructure Projects Scheduled for 2000-2007, Parma Heights

Infrastructure Component	Work Limits			Scope of Work	Estimated Total Cost
	Street	From	To		
Roadways					
Clearview Drive	Eureka Parkway	Snow Road		pavement replacement	\$375,000
Parma Heights Boulevard	Royal Parkway	Snow Road		pavement replacement	\$250,000
Eldridge Road	West 130th Street	East of Fernhurst Avenue		pavement replacement	\$525,000 *
Mariana Drive	Big Creek Parkway	Roslyn Road		pavement replacement	\$446,906
Independence Boulevard	York Road	Tobik Trail		pavement replacement	\$922,060
Oakwood Road	Meadowbrook Drive	Harwood Drive		pavement replacement	\$331,107
Anita Drive	North of Roslyn Road			pavement replacement	\$502,594
Alexandria Drive	North of Roslyn Road			pavement replacement	\$502,594
Bennington Drive				pavement replacement	\$211,781
Stoney Creek Lane				pavement replacement	\$388,406
Greenbriar Drive	North of North Church Drive			pavement replacement	\$512,156
Pearl Road **				grind and resurface	\$1,725,000
Denison Boulevard	Pearl Road	200 feet south of Crestwood Drive		pavement replacement	\$755,000
SUBTOTAL					\$7,447,604
Waterlines					
Clearview Drive	Eureka Parkway	Snow Road		water main replacement	\$150,000
Parma Heights Boulevard	Royal Parkway	Snow Road		water main clean and reline allowance	\$50,000
Mariana Drive	Big Creek Parkway	Roslyn Road		water main clean and reline allowance	\$99,312
Oakwood Road	Meadowbrook Drive	Harwood Drive		water main clean and reline allowance	\$73,579
Anita Drive	North of Roslyn Road			water main clean and reline allowance	\$111,686
Alexandria Drive	North of Roslyn Road			water main clean and reline allowance	\$111,686
Denison Boulevard	Pearl Road	200 feet south of Crestwood Drive		water main clean and reline allowance	\$170,000
Fernhurst Avenue	North of Roslyn Road			new water main and sanitary sewer	\$175,000
SUBTOTAL					\$941,263
Storm Sewers					
Eldridge Road	West 130th Street	East of Fernhurst Avenue		new storm sewer	*
Fernhurst Avenue	North of Roslyn Road			new storm sewer and concrete paving	\$256,025
SUBTOTAL					\$256,025
Other Infrastructure Projects					
	Paul W. Cassidy Theatre, Tennis Court, and Police Employee Parking Lot			pulvimix and resurface, engineering and contract administration, water line repair allowance	\$328,350
SUBTOTAL					\$328,350
GRAND TOTAL					\$8,973,242

* Includes costs for both pavement replacement and new storm sewer.

** The anticipated cost breakdown is 80% Ohio Department of Transportation (ODOT) and 20% City of Parma Heights. The cost of replacing concrete curbing, driveway aprons, and under drains is anticipated at more than \$1.5 million, of which Parma Heights would pay 100%.

Source: City of Parma Heights, Five Year Capital Improvement Report, September 27, 2002; City of Parma Heights Engineer, July, 2001.



The \$2.3 million Intercommunity Relief Sewers projects, which began in late fall of 2000, provided for the installation of over 11,000 linear feet of sewers that ranged from twelve inches to twenty-seven inches in diameter and were installed at depths of twelve to twenty feet.

Other Public Improvements

Commercial Streetscape Improvements

Commercial streetscape improvements serve to help enhance the physical appearance of a community's main streets, and hence improve the image that is portrayed to residents and visitors alike. The type of improvements that are often undertaken vary by community, ranging from trees and pavers to historic light fixtures. Improvements selected should complement the individual character of the community and can be phased in over time.

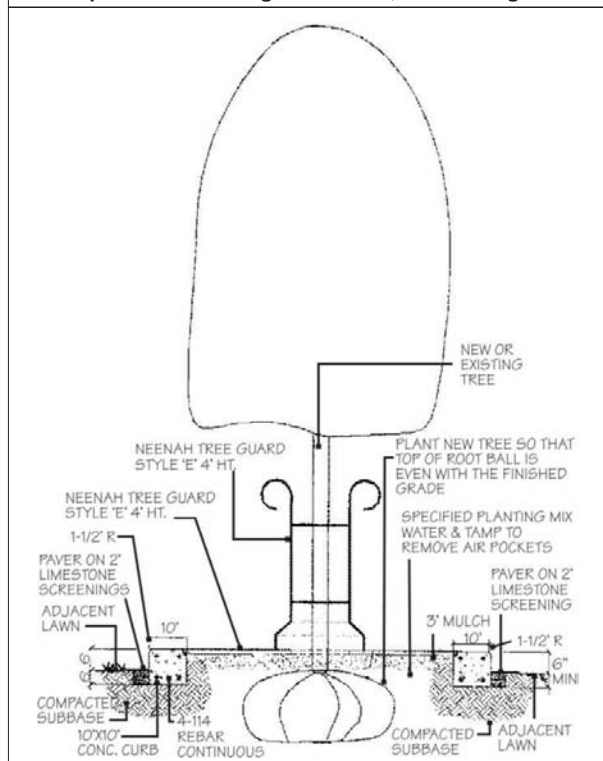
The City of Parma Heights embarked on a multi-year program to improve the appearance of the commercial streetscape along Pearl Road. In 1999, in 2000, in 2002, and again in 2003 the city was awarded grants from the Cuyahoga County Department of Development for commercial streetscape improvements along selected portions of Pearl Road, which the City matched with additional funds.

The 1999 grant, in the amount of \$78,130, was for the initial phase of commercial streetscape improvements. Work included improvements to the southeast side of Pearl Road, from approximately Olde York Road to York Road. The initial phase was completed in 2000. The grant awarded in 2000, in the amount of \$150,000, was for the second phase of the project. Work included improvements to selected portions of the northwest side of Pearl Road, from Stumph Road to West 130th Street. The second phase of the project was completed 2001.

The grant awarded in 2002, in the amount of \$150,000, was for the third phase of the project. Work included improvements to selected portions of the northwest and southeast sides of Pearl Road. The third phase of the project was completed in 2003. The grant awarded in 2003, in the amount of \$150,000, was for the fourth phase of commercial streetscape improvements. Work included improvements to selected portions of the northwest and southeast sides of Pearl Road. The fourth phase was completed in May, 2004.

The total cost of the four-phase project was \$722,230, of which the City of Parma Heights contributed approximately 27%. Improvements for all four phases of the project included planting new trees throughout the project area, as well as the installation of precast concrete curbs, pavers, tree grates, and tree guards around both new and existing trees (*Exhibit 5-28*).

Exhibit 5-28. Schematic of Commercial Streetscape Improvements along Pearl Road, Parma Heights



Source: R. J. Priest and Associates Inc.



In conjunction with this project, three pocket parks were also installed along Pearl Road (*Exhibit 5-29*). Improvements included paving, benches, a trash receptacle, and landscaping. The landscaping makes use of small trees, bushes, and drought tolerant perennials that add color to the space. The pocket parks are located at Pearl Road/Lotusdale Drive, Pearl Road/Rochelle Boulevard, and Pearl Road/Beresford Avenue.

Exhibit 5-29. Pocket Park along Pearl Road



Coordinated Traffic Signalization

Coordinated traffic signalization involves adjusting the traffic signals along a street to improve the efficiency of traffic movement. Coordinated traffic signalization reduces the time that vehicles idle at red lights, which decreases travel time and lessens air pollution.

In 1999, the City of Parma Heights installed coordinated traffic signals along the entire portion of Pearl, Stumph, and York Roads, as well as on Snow Road. The cost of the project, which was approximately \$2 million, was paid for through a grant from the State of Ohio. The City of Parma Heights contributed approximately \$220,000 in City funds for engineering and design drawings.

Crosswalk Signals

In 2000, the City of Parma Heights installed audible-tactile crosswalk signals as a street crossing aid for pedestrians with visual impairments. The devices utilize both a beep and a recorded voice to let the pedestrian know when it is safe to cross the street. The crosswalk signals are located at the following intersections:

- ✓ Stumph Road/Big Creek Parkway
- ✓ Pearl Road/Ackley Road
- ✓ Pearl Road/ Stumph Road/York Road
- ✓ North Church Drive/Ames Road/Day Drive

The City of Parma Heights does not anticipate installing additional audible-tactile crosswalk signals in the immediate future.

Gateway Signs

Many communities in Cuyahoga County have gateway signs at the municipal boundary line. While the signs serve the practical purpose of identifying the gateways of the city, these signs are also used to convey an impression to residents and visitors about the image the community wishes to portray. These signs are sometimes combined with landscaping, such as evergreens, perennials, and annuals, to make them more prominent, and/or illuminated with small light fixtures so that the signs are visible at night.

Exhibit 5-30 illustrates the new gateway signs that were installed by the City. Signs are located along the following major arterial streets, in proximity to the municipal boundary lines:

- ✓ Pearl Road/Snow Road at the border of Parma Heights and Parma
- ✓ North Church Drive at the border of Parma Heights and Parma
- ✓ York Road at the border of Parma Heights and Parma

Exhibit 5-30. Example of New Gateway Signs





- ✓ West 130th Street at the border of Parma Heights and Parma
- ✓ Pearl Road/West 130th Street at the border of Parma Heights and Middleburg Heights
- ✓ Snow Road/Stumph Road at the border of Parma Heights and Parma
- ✓ Huffman Road/West 130th Street at the border of Parma Heights and Parma

Septic Tanks and Water Wells

Most homes and businesses located in Parma Heights are connected to the city water and sewer systems. There are, however, a number of homes in the city that utilize a home sewage treatment system for disposal of household wastewater and/or a well as a source of drinking water.

A home sewage treatment system is a self-contained underground wastewater treatment system that treats and disposes of household wastewater onsite. Home sewage treatment systems, which are regulated by the Ohio Board of Health, must be maintained by the individual homeowner. The frequency with which a septic tank needs to be pumped out depends upon the number of people residing in the household, the amount of wastewater generated, and the volume of solids in the wastewater.

Currently, ten residential properties in Parma Heights utilize home sewage treatment systems. These homes are located on Deering Avenue, Eureka Parkway, Fernhurst Avenue, and Maplecliff Drive. In addition, the Cleveland Metroparks Big Creek Reservation uses a system that is considered a semi-public sewage treatment system.

Private water systems, such as wells, are also regulated by the Ohio Board of Health. As with septic systems, private water systems must be maintained by the individual homeowner. Testing for nitrate and coliform bacteria to detect contamination problems should be done on an annual basis. Testing should be done more frequently if problems are suspected. Private water systems can also be tested for chemical contaminants. Currently, only three properties in Parma Heights, all of which are located on Fernhurst Avenue, utilize wells as a source of drinking water.

Street Name Signs

Communities install street name signs on each street for the express purpose of providing spatial identification and direction. Currently, street name signs in the City of Parma Heights have white letters on a green background. The surrounding communities of Parma, Brook Park, and Middleburg Heights also have street name signs that consist of white letters on a green background. Because several of the neighborhoods in the surrounding cities look physically similar to neighborhoods in Parma Heights, it is sometimes difficult to distinguish where the boundary of one community ends and the boundary of another community begins.

While most communities in Cuyahoga County utilize a standard shape and color for their street name signs, several communities in Cuyahoga County, particularly in the eastern suburbs of Beachwood, Cleveland Heights, and Shaker Heights, have chosen a distinct color and/or sign shape for all of their city's street name signs. This choice results in street name signs that provide a clear distinction of community boundaries for areas that may look physically similar. The City may wish to consider changing the color and/or shape of the signs to something more distinctive when the current street name signs are replaced.

Street Trees

Street trees perform several important functions. Tree foliage filters dust and pollutants from the atmosphere, the canopies of trees reduce the temperature of the surrounding air during the hot summer months, and during the day, the leaves release oxygen into the atmosphere. Trees also provide a habitat for a variety



of birds and animals. Aesthetically, street trees unify a streetscape, soften the sterile appearance of parking lots, and create visual interest for pedestrians and motorists.

The type of street tree selected for a particular site is an important consideration. The mature height, width, density, and tolerance to salt are characteristics that should be evaluated when selecting street trees, particularly in commercial areas. Trees that produce fruit or are prone to breakage should not be planted, due to the high maintenance issues involved. Although the same species of tree should be planted on a specific street, the species should be varied across the city in order to reduce the severity of disease outbreaks.

The City of Parma Heights has a long history of tree planting. In 2004, the City was honored with a Tree City USA award for the 14th consecutive year. This is a designation by the National Arbor Day Foundation recognizing exemplary municipal tree planting and maintenance programs across the country. The City of Parma Heights allocates approximately \$1,500 per year to purchase and plant new trees. Over the 14-year period, the City has planted approximately 1,500 trees throughout Parma Heights.

The City of Parma Heights maintains a street tree planting plan which specifies a recommended type of tree for a given street (*Exhibit 5-31*). Street trees are usually planted by the City, however a property owner may plant a street tree in the tree lawn providing the species planted conforms to the type of tree specified on the City's tree plan. Tree trimming, which is also undertaken by City crews, occurs throughout the spring, summer, and fall. City crews remove trees on an as needed basis.

Exhibit 5-31. Commercial Street Tree List, Parma Heights

Commercial Street Tree Location	Boundary Streets	Type of Tree Specified
Pearl Road	northern border with the City of Parma to West 130th Street	Cleveland Select Pear
Stumph Road	northern border with the City of Parma to Pearl Road	Honey Locust
West 130th Street	northern border with the City of Parma to southern border with the City of Parma	Honey Locust
York Road	Pearl Road to southern border with the City of Parma	Maple

Source: R. J. Priest and Associates Inc, Landscape Architect for the City of Parma Heights, July, 2001.



PUBLIC TRANSIT

Utilization of public transit is most often thought of in terms of commuting to work. In 2000, the U.S. Bureau of the Census reported that almost 4% of the population in Parma Heights 16 years of age and older used public transportation as a regular mode for commuting to work. In comparison, approximately 6% of the countywide population used public transportation to get to work. The 2000 Census also showed that 972 households (10% of all households) living in Parma Heights did not own a car.

In addition to workforce useage, two other large segments of the population that have been associated with more frequent use of public transportation are youth under age 18 and the elderly. The 2000 Census showed that with 4,138 persons (19% of the total population) under age 18 and 5,432 persons (25% of the total population) age 65 and older, Parma Heights had a high number of residents in both population segments. Additionally, of the households not owning a car, 738 households (74%) were households age 65 and older.

The Greater Cleveland Regional Transit Authority

While public transportation was available in Cleveland as early as 1818, the entity known as the Greater Cleveland Regional Transit Authority has been serving Cuyahoga County residents since its formation as a regional transit authority in 1975. In Parma Heights, the Greater Cleveland Regional Transit Authority (RTA) provides public transportation services via seven major surface bus routes (*Map 5-17*). These bus routes include the #23, #44, #51X, #68, #79, #79X, and #83. Also illustrated on *Map 5-17* are the locations of bus stops in Parma Heights.

RTA currently has eleven Park-N-Ride lots distributed throughout suburban Cuyahoga County that provide a central location for transit users to park their cars and access public transportation. The closest of these lots to Parma Heights is located at 8555 Day Drive, adjacent to Parmatown Mall, in Parma. It is near the proposed site for the new \$2.9 million Parmatown Transit Center, which should open in 2005.

Community Circulators

Community circulators, which were first proposed as part of the *Transit 2010 Plan*, are intended to serve as neighborhood-based transportation services, connecting residential areas with RTA transit centers and community-identified activity centers. A community circulator is a small bus that accommodates about 18 passengers and operates as a loop service throughout a neighborhood, a community, or within several communities. The vehicle stops at supermarkets, retail stores, medical offices, and other locations within a selected geographic area, as well as provides easy access to main line bus service.

The first two RTA community circulators were introduced in the summer of 1996. RTA now operates ten community circulators in selected Cleveland neighborhoods, as well as in several Cuyahoga County suburbs. While there has been some discussion concerning the establishment of a south central/southwest community circulator for the cities of Brook Park, Middleburg Heights, Parma, and Parma Heights by RTA and other parties, RTA has always cited the construction of the new Parma Transit Center as a prerequisite for serious consideration for the circulator issue.

In anticipation of the opening of the Parma Transit Center in 2005, the City of Parma Heights may wish to initiate discussions with RTA, the cities of Brook Park, Middleburg Heights, and Parma, as well as the Cuyahoga Community College - Western Campus, major employers, area libraries, shopping centers, and hospitals to discuss the interest in establishing a community circulator. Possible routes could also be ex-



plored. Frequency of buses is important for community circulator patrons, so any proposed route should take no longer than fifteen to twenty minutes to complete.

If interest is expressed by the four communities, a letter and a formal proposal should be submitted to RTA requesting consideration for a community circulator route. The proposal could include:

- ✓ Community goals that would be served by the establishment of a community circulator;
- ✓ Proposed routes;
- ✓ Activity centers/destinations that should be included as part of the routes;
- ✓ General demographic information; and
- ✓ Priority population(s) to be served.



Sources

City of Parma Heights, Annual Recreation Program Brochure, 2000.

City of Parma Heights, *Heritage II of Parma Heights*, 1992.

Cleveland Metroparks, *Metroparks 2000: Conserving Our Natural Heritage, Reservation Concept Value Plans*, March, 1995, pages 51-56.

The Cuyahoga County Planning Commission, *Cuyahoga County Urban Parks and Recreation Recovery Action Plan (UPARR)*, 1992.

The Cuyahoga County Public Library website.

Eikenburg, Claudia A., *A History of the Parma Heights Library and the Building Expansion Campaign of the Friends of Parma Heights Library*, October, 1990.

Van Tassel, David D. and Grabowski, John, *The Encyclopedia of Cleveland History*, Indiana University Press, Bloomington and Indianapolis, 1987.



Appendices

Appendix 5-A. City of Parma Heights Municipal Facilities Plan, Space Needs Assessment/Building Program Summary (Gross Area Analysis)

Building/Function	Existing Space Allocation*	Proposed Space Allocation*	Comments
Parma Heights Town Hall			
Mayor's Office	500	500	Includes restroom and fireplace
Mayor's Secretary	180	180	Also secretary to Finance Director
Council Caucus	400	400	Includes 40 square foot storage room
Council Chambers	1,470	1,500	Room size is adequate but an aesthetically more appropriate space and one with audio-visual capacities is needed.
Conference Room	-	600	Capacity: 20-25 with audio-visual capabilities and storage
Magistrate	-	180	Relocate from Service Department
Magistrate's Secretary	-	80	
Finance Director	162	180	
Assistant Finance Director	130	130	
Finance Department	555	600	3 full-time, 1 part-time employees and files. Existing work stations are small.
Accounts Payable	110	120	
Income Tax	640	960	6 full-time, 2 part-time employees and files
Human Services Director	162	165	
Human Services Secretary	90	120	
Personnel Director's Office	212	300	Significant number of files stored in office
Personnel Secretary	90	120	
Court Clerk	170	170	
Law Director's Office	245	245	
Prosecutor's Office	145	145	
Clerk of Court	210	250	Move files from hallway to here
Secretary to Prosecutor	65	120	Currently shares office with Assistant Clerk of Council
Assistant Clerk of Council	65	120	
Council Office	143	200	
Economic Development Director	145	150	
Safety Director	130	150	
Recreation Director	200	200	
Secretary	145	180	Secretary to Recreation and Safety Departments. Recreation Department needs storage space for forms.
Mechanical	210	210	
Janitor's Storage	25	50	
Rest Rooms			
Men	30	180	Need to be made hadicapped accessible.
Women	30	180	Need to be made hadicapped accessible.
Public Rest Rooms			
Men	112	180	Need to be made hadicapped accessible.
Women	112	180	Need to be made hadicapped accessible.
Kitchen	145	145	Adjacent to Council Chambers
Employee Break Room	-	375	Capacity: 15
Lobbies	360	700	
	260		
Plat Book Counter	28	28	Off corridor
Storage	56	56	
Vault	48	48	
Basement Storage	2,205	2,205	Mechanical and electrical equipment storage
Equipment	130	130	In basement
Total Net Programmable Area	10,115	12,832	
<i>Gross Area Increase</i>			
Square Feet	3,250	4,493	
Percent	35%	35%	
<i>Total Gross Area</i>			
First Floor	10,875		
Basement	2,745		
Total Gross Area - Town Hall	13,620	17,325	Increase of 3,705 square feet (27%)

continued

* Figures are in square feet.

Source: City Architecture, July, 2002.



Appendix 5-A. City of Parma Heights Municipal Facilities Plan, Space Needs Assessment/Building Program Summary (Gross Area Analysis) (continued)

Building/Function	Existing Space Allocation*	Proposed Space Allocation*	Comments
Parma Heights Police Department			
<i>Administration Cluster</i>			
Entry Vestibule/Lobby	135	250	
Public Restroom	-	40	Unisex, handicapped accessible, off lobby
Interview Rooms	-	200	Provide 2 at 100 square feet each. One will have a finger printing station. Both to be off the lobby.
Jail Visitation	-	35	Off lobby and jail.
Chief's Office	225	250	Include conference table area.
Chief's Secretary	150	120	Existing private office could be a work station. Includes files.
Captains (2)	80	240	2 private offices, at 120 square feet each.
	120		
Dispatch	360	200	2 consoles
Detective Bureau Sergeants (2)	120	200	Share a private office.
Detective Bureau Secretary	80	100	Open office work station.
Detective Bureau	270	560	Currently 4 desks. Plan for 7 at 80 square feet each
Detective Bureau Storage	96	100	
Juvenile Detective	121	100	
Interrogation Room	-	100	Equipment has been ordered.
Special Investigation Workroom	-	120	Needs to be soundproof.
Uniformed Sergeants	-	600	3 offices at 200 square feet each, one for each shift. Two desks per shift in each office.
Administrative Sergeant	-	120	Private office.
Grant Officer	80	120	Private office.
DARE/School Resource Officer	270	250	Shared office; include storage.
Community Policing Officer	-	120	Private office.
Multi-purpose Office	-	150	To be used by Auxillary, Chaplin, and Safety Director part-time. 3 lockers.
Administration Subtotal	1,777	3,975	
<i>Jail Cluster</i>			
Sallyport	-	550	Drive thru type
Booking/Intake	108	500	
Temporary Holding Cell	-	120	Capacity: 6 prisoners; 20 square feet each.
Male Detention	126	800	10 cells at 80 square feet each.
Female Detention	100	160	2 cells at 80 square feet each.
Detox Unit	-	70	Include flushable floor drain and hose bib outside door.
Prisoner's Locker Room/Storage	42	200	12 single tier lockers; shower and toilet facilities.
Male Dayroom	91	350	35 square feet per prisoner required for five-day facility.
Female Day Room	-	100	
Visitation Room	-	35	Adjacent to lobby visitation room
Jail Office	270	140	
Interview Room	-	100	For prisoner's legal counsel.
Security Vestibules	-	100	
Jail Subtotal	737	3,225	

continued

* Figures are in square feet.

Source: City Architecture, July, 2002.



Appendix 5-A. City of Parma Heights Municipal Facilities Plan, Space Needs Assessment/Building Program Summary (Gross Area Analysis) (continued)

Building/Function	Existing Space Allocation*	Proposed Space Allocation*	Comments
<i>Support Cluster</i>			
Officer's Men's Locker Room/Restroom	390	760	Currently 33. Plan for 38. 18"x18" lockers, 3 shower facilities, stalls, and toilet facilities.
	200		
Officer's Women's Locker Room/Restroom	-	100	Currently 1. Plan for 2. 18"x18" lockers, 1 shower stall, and toilet facilities.
Juvenile Holding Area	-	100	Should be near Sallyport, but outside jail.
Civilian Locker Room	-	100	Currently 10. Plan for 14. Unisex, off Dispatch.
Civilian Restroom	-	100	Lavatory, water closet, shower. Off Dispatch and Civilian Locker area.
Auxiliary Officers Locker Room	-	200	Capacity: 15. Unisex. Includes equipment storage.
Auxiliary Officers Restroom	-	50	Lavatory, water closet.
Lunch Room	-	350	Capacity: 10. Refrigerator, microwave, cabinets with sink, vending machine.
Report Writing Room	-	200	3 work stations.
Training Room	-	900	Capacity: 40 at tables.
Squad Room	304	300	Roll call. Capacity: 10.
SWAT locker and Equipment Room	-	300	Capacity: 8.
Forensic Lab	-	200	Provide venting.
Evidence/Property Storage	312	400	Secured.
General Storage	312	500	
	120		
Exercise Room	750	750	Currently shared with Fire Department.
Weapons Room	136	150	Secured.
Records Room	288	300	Secured.
Computer/911/Telephone Equipment	30	100	
Custodian	70	80	
Support Subtotal	3,112	6,140	
<i>Police Storage Garage</i>			
Vehicle Garage	2,900	12,000	Currently have 28 vehicles. Plan for 31. SWAT vehicle and paddy wagon are oversized.
Motorcycle Unit	600	800	Currently have 3. Plan for 4.
Bicycle Impound	420	400	Existing is in Service Garage mezzanine.
Police Storage Garage Subtotal	3,920	13,200	
<i>Summary</i>			
Administrative	1,729	3,975	
Jail	738	3,225	
Support	3,113	6,140	
Shooting Range	3,090	2,500	5 lanes; existing to remain.
Garage	3,920	13,200	
Total Net Programmable Area	12,640	29,040	
<i>Gross Area Increase</i>			
Square Feet	1,325	7,620	Increase to accommodate walls, circulation, shafts, mechanical and electrical rooms.
Percent	11%	26%	
Total Gross Area - Police Department	13,965	36,660	

continued

* Figures are in square feet.

Source: City Architecture, July, 2002.



Appendix 5-A. City of Parma Heights Municipal Facilities Plan, Space Needs Assessment/Building Program Summary (Gross Area Analysis) (continued)

Building/Function	Existing Space Allocation*	Proposed Space Allocation*	Comments
Parma Heights Fire Department			
<i>Administration</i>			
Fire Chief's Office	340	350	Includes desk, conference table, closet, and restroom with shower
Secretary	88	120	Additional space for files.
Assistant Chief - Fire Prevention	131	150	Includes closet.
Assistant Chief - Operations	127	150	Includes closet.
Waiting Area	-	100	
Fire Prevention Work Room and Plan Storage	-	240	Two work stations and plan files
FAX/Storage/Copier	28	100	
Public Restroom	-	40	Unisex. Handicapped accessible.
Administration Subtotal	714	1,250	
<i>Fire Station Quarters</i>			
Lieutenant's Office	120	240	3 desks; one for each shift.
Lieutenant's Dormitory	-	540	6 beds at 90 square feet each.
Watch Room	195	200	
Kitchen	Included in Day Room	200	Commercial oven/range, hood with ansul system, dishwasher, sink, 3 refrigerator/freezers, 3 pantries, and general storage.
Dining	Included in Day Room	500	Seating for 12.
Day Room	384	900	12 at 75 square feet each
Male Locker Room	470	800	Currently 29. Plan for 40 at 20 square feet each.
Female Locker Room	30	100	Currently 1. Plan for 5 at 20 square feet each.
Bathrooms	-	480	Provide 6 individual bathrooms with a toilet, sink, and shower and 5 with a urinal.
Exercise Room	759	750	Currently shared with Police Department.
Dormitory	492	900	Currently have 9 beds in two rooms. The second room includes 3 refrigerators, 911 equipment, and storage. Proposed space allocation has been increased to accommodate temporary staffing increase in emergencies. 10 at 90 square feet.
	374		
Training Room	-	500	Accomodate 20.
Laundry	176	160	Currently includes mechanical and electrical equipment.
Stock Room	-	160	
Library/Mail Room	-	180	2 computer stations, reference manuals, and mail slots.
Fire Station Quarters Subtotal	2,960	6,690	
<i>Apparatus and Support</i>			
Apparatus Room	3,355	6,300	5 bays, 16 feet wide, 80 feet deep, 2 pumpers, 1 ladder, 3 ambulances, 1 rescue squad, and 5 squad cars.
Watch Room	In Apparatus Room	200	
Gear Storage	Room	500	
Compressor Room/Cascade	-	100	
EMS Storage	-	60	
Fire Equipment	-	100	
Work Bench/Repair	In Apparatus Room	120	
Hose Storage	Room	80	Alcove off Apparatus Room.
Hose Dryer or Tower	Room	100	
Apparatus and Support Subtotal	3,550	7,560	
<i>Summary</i>			
Administration	714	1,250	
Fire Station Quarters	2,960	6,690	
Apparatus and Support	3,550	7,560	
Total Net Programmable Area	7,224	15,500	
<i>Gross Area Increase</i>			
Square Feet	2,546	4,650	Additional area for corridor, stairs, elevators, walls, etc.
Percent	35%	30%	
Total Gross Area - Fire Department	9,770	20,150	

continued

* Figures are in square feet.

Source: City Architecture, July, 2002.



Appendix 5-A. City of Parma Heights Municipal Facilities Plan, Space Needs Assessment/Building Program Summary (Gross Area Analysis) (continued)

Building/Function	Existing Space Allocation*	Proposed Space Allocation*	Comments
Parma Heights Service Department			
<i>Administration Cluster</i>			Located in leased space on Pearl Road, adjacent to Parma Heights Town Hall
Waiting	240	200	
Administrative/Reception	530	600	7 work stations, counter, files, copier, FAX
File Area	130	150	Located in hallway
Service Director	210	210	
Assistant Service Director	150	180	Should have a connecting door to Director's office
Magistrate	135	-	
Magistrate's Secretary	80	-	Open office area
Break Room	360	180	Existing one includes plan storage
Plan Storage	-	180	There is additional plan storage in Town Hall basement
Bathroom	55	120	Should have separate male and female bathrooms. Should be handicapped accessible.
Administrative Subtotal	1,890	1,820	
<i>Garage Mezzanine</i>			Greenbrier Commons
Dispatch/Supervisor	240	240	Mezzanine
Break Room	680	680	Mezzanine
Storage	65	65	
Locker Room	625	625	48 lockers, wash fountain, 3 urinals, 2 water closets, 2 showers.
Women's Restroom/Locker Room/Storage	345	345	
Storage Mezzanine	2,435	2,435	
Mezzanine Subtotal	4,585	4,840	Mezzanine is not handicapped accessible.
<i>Garage</i>			
Tool Room	570	570	
Sign Shop	570	570	
Vehicle Parking	19,730	30,000	33 parking spaces. Service Department, Recreation Department, and Senior Center have 75 vehicles.
Storage	600	600	Construction materials.
Animal Confinement Area	-	150	Currently a fenced area in corner of the garage. Should be a separate room with drains and hose bib.
Paint Shop	760	760	
Paint Shop Storage	190	190	
Vehicle Lift Bay	840	840	
Compressor Room	210	210	
Vehicle Maintenance	2,000	2,000	
Mechanic's Office	225	225	
Mechanic's Lunch Room	210	210	Includes wash fountain.
Showers	55	55	
Rest Room	105	150	2 urinals, 2 water closets.
Lawn Mower Storage	185	185	
Recreation Maintenance Office	210	210	
Recreation Storage	490	600	
Garage Subtotal	26,950	37,525	Does the Vehicle Maintenance and Recreation areas need women's restroom facilities?
<i>Summary</i>			
Administrative Offices	1,890	1,820	
Mezzanine Garage	4,585	4,840	
Floor	26,950	37,525	
Garage Total	31,535	42,365	
Service Department Total Net Area	33,425	44,185	
<i>Gross Area Increase</i>			
Square Feet	6,950	11,045	
Percent	21%	25%	
Total Gross Area - Service Department	40,375	55,230	

continued

* Figures are in square feet.

Source: City Architecture, July, 2002.



Appendix 5-A. City of Parma Heights Municipal Facilities Plan, Space Needs Assessment/Building Program Summary (Gross Area Analysis) (continued)

Building/Function	Existing Space Allocation*	Comments
Parma Heights Athletic Center (formerly Greenbrier Ice Rink)		
<i>Administration</i>		
Rink	27,000	Height varies from 12 feet to 23 feet. Column-free space, 120 feet x 194 feet.
Front of the House/Public Spaces	4,800	Entrance ticket office, locker rooms, restrooms, snack bar, etc. Bearing height 11 feet 4 inches.
Back of the House/Support Spaces	4,000	Equipment room, team locker rooms, ice surface room. Bearing height 11 feet 4 inches.
Total	36,200	Net usable area.

* Figures are in square feet.

Source: City Architecture, July, 2002.

Appendix 5-B. Public and Private School Facilities located in Parma Heights

School Facility	Address	Owner	Year Built	Parcel	
				Acres	Square Footage
Public Schools					
Parma Park Elementary School	6800 Commonwealth Boulevard	Board of Education of Parma	1953 (1951)***	9.71	423,242
Pearl Road Elementary School	6125 Pearl Road	Board of Education of Parma	1949 (1921)***	8.72	379,843
Valley Forge High School	9999 Independence Boulevard	Board of Education of Parma	1961 (1961)***	31.18	1,358,410
Other Public School Board-Owned Property					
Vacant Land	Homewood Avenue, off Meadowbrook Drive	Board of Education of Parma	Not Applicable	11.44	498,369
Total School Board-Owned Property				61.05	2,659,864
Private/Parochial Schools *					
Incarinate Word Academy*	6618 Pearl Road	Sisters of Incarnate Word	1910	2.53	110,000
St. John Bosco*	6460 Pearl Road	Bishop of Cleveland/Clarence G. Isseman	1964	23.71	1,033,025
Parma Heights Christian Academy*	8971 West Ridgewood Drive	Parma Heights Baptist Church, Inc.	unknown	12.64	550,646
Holy Name High School*	6000 Queens Highway	Bishop James A. Hickey	1956	18.46	804,118
Total Private/Parochial School-Owned Property *				57.34	2,497,789
Colleges					
Cuyahoga County Community College - Western Campus**	11000 West Pleasant Valley Road	Cuyahoga Commy. College Board of Trustees	1967	52.18	2,634,038
David N. Myers College/Parma Heights Academic Center	6500 Pearl Road	Not Applicable - property is, leased, not owned			
Total Public and Private/Parochial School-Owned Property *				170.57	7,791,691

* Includes churches and/or other affiliated religious buildings.

** Includes only the acreage for property located in Parma Heights.

*** Parma City School District and the Cuyahoga County Auditor's Office cite different construction dates. Parma City School District construction dates are listed first; the Cuyahoga County Auditor's Office dates are in parentheses.

Sources: Parma City School District; Cuyahoga County Auditor's Office, June, 2004; and the Cuyahoga County Planning Commission.



Appendix 5-C. National Recreation and Park Association Suggested Outdoor Recreation Facility Development Standards

Facility/Activity	Recommended Size and Dimensions	Recommended Space Requirements	Recommended Orientation	Service Radius and Location Notes
Badminton				
<i>Singles</i>	17' x 44'	1,622 sq. ft.	Long axis north - south	1/4 - 1/2 mile. Usually in school recreation center or church facility. Safe walking or biking access.
<i>Doubles</i>	20' x 44' with 5' unobstructed area on both sides	1,622 sq. ft.	Long axis north - south	1/4 - 1/2 mile. Usually in school recreation center or church facility. Safe walking or biking access.
Baseball				
<i>Official</i>	Baselines - 90'; Pitching distance - 60.5'; Foul lines - min. of 320'; Center field - 400'+	3.0 - 3.85 acres min.	Locate home plate so pitcher is not throwing across sun, and batter is not facing it. Line from home plate through pitchers mound to run east-northeast	1/4 - 1/2 mile. Part of neighborhood complex. Lighted fields part of community complex.
<i>Little League</i>	Baselines - 60'; Pitching distance - 46'; Foul lines - min. of 200'; Center field - 200'-250'	1.2 acres min.	Locate home plate so pitcher is not throwing across sun, and batter is not facing it. Line from home plate through pitchers mound to run east-northeast	1/4 - 1/2 mile. Part of neighborhood complex. Lighted fields part of community complex.
Basketball				
<i>Youth</i>	46' - 50' x 84'	2,400-3,036 sq. ft.	Long axis north - south	1/4 - 1/2 mile. Same as badminton. Outdoor courts in neighborhood/community parks, plus active recreation areas in other park settings.
<i>High School</i>	50' x 84'	5,040-7,280 sq. ft.	Long axis north - south	1/4 - 1/2 mile. Same as badminton. Outdoor courts in neighborhood/community parks, plus active recreation areas in other park settings.
Handball (3-4 wall)	20' x 40' with a minimum of 10' to rear of 3-wall court. Minimum of 20' overhead clearance	800 sq. ft. for 4-wall, 1,000 sq. ft. for 3-wall	Long axis north - south. Front wall at north end	15 - 30 min. travel time, 4-wall is usually indoor as part of multi-purpose building. 3-wall is usually in park or school setting.
Field Hockey	180' x 300' with a minimum of 10' clearance on all sides	Minimum 1.5 acres	Fall season - Long axis northwest or southeast. For longer periods, north/south	15 - 30 min. travel time. Usually part of baseball, football, soccer complex in community park or adjacent to high school.
Football	160' x 360' with a minimum of 6' clearance on all sides	Minimum 1.5 acres	Same as field hockey	15 - 30 min. travel time. Same as field hockey.
Running track (1/4 mile)	Over-all width - 276' length - 600'. Track width for 8 - 4 lanes is 32'.	4.3 acres	Long axis in sector from north to south to northwest - southeast, with finish line at north end	15 - 30 min. travel time. Usually part of high school or community park complex in combination with football, soccer, etc.
Soccer	195' to 225' x 330' to 360' with a minimum of 10' clearance on all sides	1.7 - 2.1 acres	Same as field hockey	1 - 2 miles. Number of units depends on popularity. Youth soccer on smaller fields adjacent to fields or in neighborhood parks.
Softball	Baselines - 60'; Pitching distance - 45' for men and 40' for women; Fast pitch field radius from plate - 225'; Slow pitch - 275' for men and 250' for women	1.5 - 2.0 acres	Same as baseball. Slight difference in dimensions	1/4 - 1/2 mile. May also be used for youth baseball.

Continued

Source: National Recreation and Park Association, Park, Recreation, Open Space and Greenway Guidelines, 1995.



Appendix 5-C. National Recreation and Park Association Suggested Outdoor Recreation Facility Development Standards (continued)

Facility/Activity	Recommended Size and Dimensions	Recommended Space Requirements	Recommended Orientation	Service Radius and Location Notes
Swimming pool				
Teaching	Min. 25 yds x 45'. Even depth of 3-4 ft.	Varies on size of pool and amenities. Usually 1- 2 acre sites.	None, but care must be taken in siting life stations in relation to afternoon sun.	15 - 30 minutes travel time. Pools for general community use should be planned for teaching, competitive, and recreational purposes with enough space to accommodate 1 meter and 3 meter diving boards. Located in a community park or school site.
Competitive	Min. of 25 meters x 16 meters. Min. of 25 sq. ft. of water surface per swimmer. Ratio of 2 to 1 deck to water.	Varies on size of pool and amenities. Usually 1- 2 acre sites.	None, but care must be taken in siting life stations in relation to afternoon sun.	15 - 30 minutes travel time. Pools for general community use should be planned for teaching, competitive, and recreational purposes with enough space to accommodate 1 meter and 3 meter diving boards. Located in a community park or school site.
Tennis	36' x 78'. 12' clearance on both ends	Min. of 7,200 sq. ft. single court area (2 acres per complex).	Long axis north - south.	1/4 - 1/2 mile. Best in batteries of 2 to 4. Located in neighborhood/community park or near school site.
Volleyball	30' x 60'. Min. of 6' clearance on all sides	Min. of 4,000 sq. ft.	Long axis north - south.	1/2 - 1 mile.
Multiple Use Court (basketball, tennis, etc.)	120' x 80'	9,840 sq. ft.	Long axis of court with primary use north and south.	1 - 2 miles, in neighborhood or community parks.

Source: National Recreation and Park Association, Park, Recreation, Open Space and Greenway Guidelines, 1995.

Appendix 5-D. Inventory of Recreational Facilities in Parma Heights

Type of Facility	City Parks								Cleveland Metroparks Big Creek Reservation	Public Schools				Cuyahoga Community College Western Campus	Grand Total
	Greenbrier Commons	Kurtz Park	Nathan Hale Park	Radlick Park	Reservoir Park	Stroud Park	Yorktown Green Park	Total City Parks		Parma Park Elementary School	Pearl Road Elementary School	Valley Forge High School	Total Public Schools		
Outdoor															
Baseball/Softball Diamond		4	1	2	7	1		15	0	2	2	2	6	3	24
Basketball Court	3	2		1				6	0	2	3		5	2	13
Bocce Ball Court	1							1	0				0	0	1
Football Field								0	0			1	1	0	1
Handball/Raquetball	1							1	0				0	4	5
Open Field		1		2	2	1		6	0	1	1	1	3	0	9
Par Course								0	1			1	1	0	2
Path, Bicycle								0	1				0	0	1
Path, Walking	1	1		2				4	2				0	0	6
Picnic Pavilion	1		1					2	3				0	0	5
Playground	1	1	1	2		1		6	1	1	1		2	0	9
Running Track								0	0			1	1	1	2
Shuffleboard Court	1							1	0				0	0	1
Skateboard Park		1						1	0				0	0	1
Soccer Field			8					8	0			1	1	2	11
Swimming Pool	3							3	0				0	0	3
Tennis Court	5			2				7	0			8	8	6	21
Volleyball Court (sand)	1							1	0				0	0	1
Indoor															
Exercise Room/Equipment								0	0				0	1	1
Gymnasium								0	0	1	1	2	4	1	5
Indoor Swimming Pool								0	0			1	1	1	2

Sources: Cuyahoga County Urban Parks and Recreation Recovery Action Plan (UPARR); the Cuyahoga County Planning Commission, 1992 and site visits May, 2004; City of Parma Heights; Cleveland Metroparks; and the Parma City School District.

Chapter 6

Focus Areas and Alternative Development Plans



INTRODUCTION

It is not unusual for land uses in a community to change over time. Historically, development patterns and land uses have continued to evolve in response to changing community needs and perceptions, both in large cities and in small towns alike. At times these changes simply seem to occur with little or no involvement on the part of local government; in other instances governmental intervention is deliberate to ensure that the community remains viable well into the future.

Parma Heights is no exception. The types of changes referred to have been particularly apparent over time along Pearl Road. For example, in the late 19th Century, land uses along Pearl Road consisted predominately of homesteads, farms, and vacant land. The only commercial establishments located along the road were a few general stores and steam sawmills. By the turn of the 21st Century, land uses along the corridor had changed dramatically and were dominated primarily by retail and office uses.

As part of the master planning process, the City of Parma Heights and the Parma Heights Master Plan Task Force examined areas along the Pearl Road corridor where land uses, physical configurations, or designs were outdated; land and/or buildings were underutilized or vacant; and areas where the needs of residents and/or the City were no longer well-served by the existing use. These areas will be studied in greater detail in this chapter, alternative development plans will be presented, and potential impacts will be discussed.

FOCUS AREAS

The six focus areas that were selected for further analysis by the City of Parma Heights and the Parma Heights Master Plan Task Force are illustrated on *Map 6-1* and are listed below:

Focus Area 1

Pearl Road Shopping Center area, 6260 - 6298 Pearl Road

Focus Area 2

Yorktown Center, 6333 Olde York Road, adjacent to Pearl and Ackley Roads

Focus Area 3 (includes 3A, 3B, and 3C)

Southwest corner of the Stumph/Pearl/York Road intersection

Focus Area 4

Pearl Road neighborhood shopping district, southern portion of Pearl Road, between Rochelle Boulevard and Maplewood Road

Focus Area 5

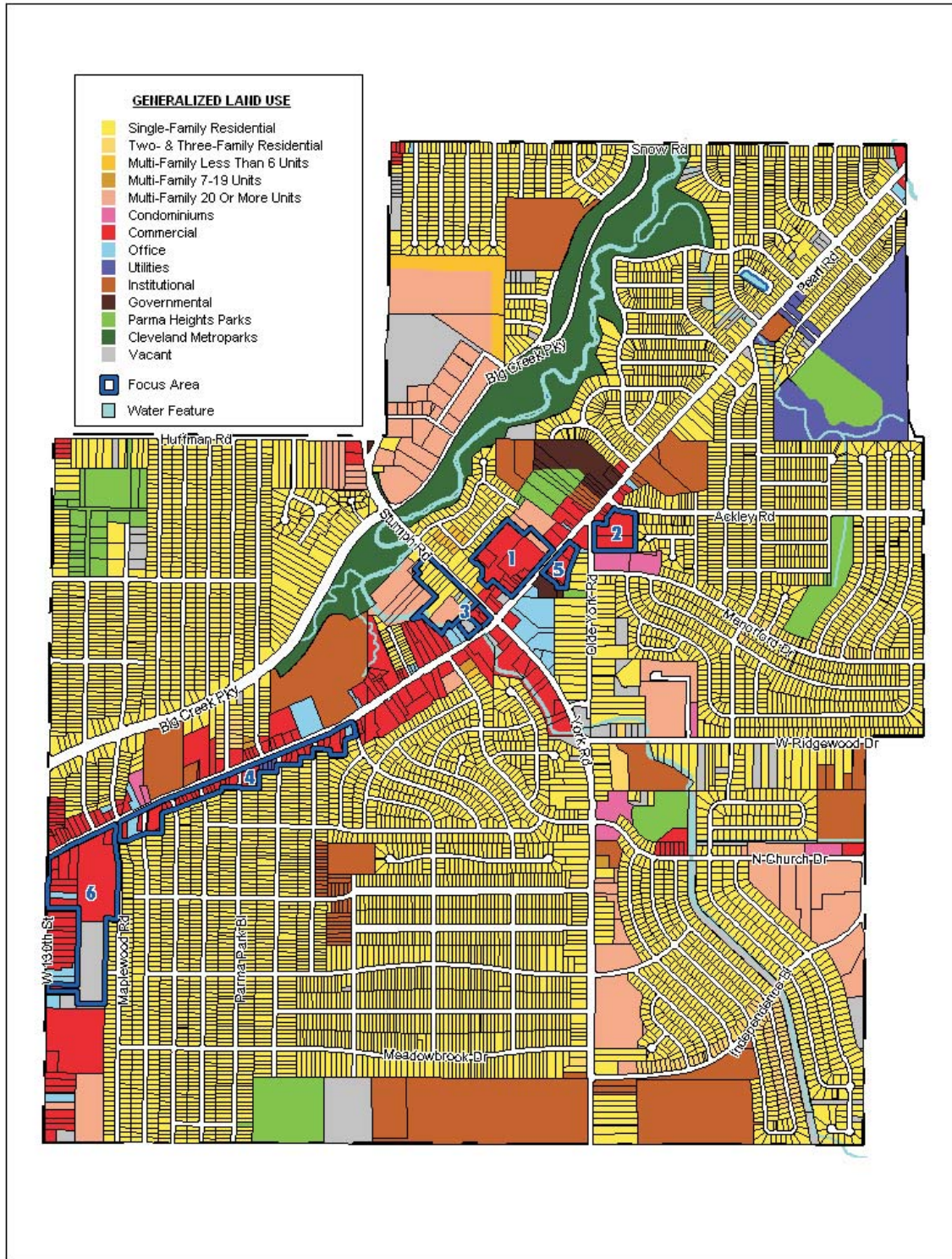
Greenbrier Center Shopping Plaza, 6277 Pearl Road

Focus Area 6

Southeast corner of Pearl Road and West 130th Street



Map 6-1. Focus Areas, Parma Heights



Source: Cuyahoga County Planning Commission.



ALTERNATIVE DEVELOPMENT PLANS

The remainder of the chapter provides a further analysis of the six focus areas that were selected and will include the examination of existing property characteristics, land use, zoning, and traffic counts for each site. Development alternatives and design concepts, as well as the possible impacts of those alternatives, will also be examined. Please note that the data for the six focus area analyses correspond to the data presented to the Parma Heights Master Plan Task Force during 1999 and 2000 and were purposely *not* updated so that the rationale for the original alternatives presented and the conclusions made at that time could be better understood.

Focus Area 1: Pearl Road Shopping Center Area, 6260 - 6298 Pearl Road

Overview

Located directly across the street from Parma Heights Town Hall and Greenbrier Center Shopping Plaza, this focus area encompassed the Pearl Road Shopping Center and portions of the surrounding area. Included in the analysis were the four commercial buildings fronting on Pearl Road, the surrounding parking lots, and one adjacent parcel that is currently used as a driveway and underutilized overflow parking lot for the 162 unit Yorktown Towers Apartment Building (*Map 6-2*).

Property Characteristics

Property Ownership

Exhibit 6-1 illustrates property ownership information for the parcels comprising Focus Area 1. While the area examined was under the ownership of five different landowners in 1999, the majority of the acreage was owned by F & L Center Company.

Acreage

The total acreage for Focus Area 1 encompassed 11.27 acres (491,141 square feet). Total useable building square footage was 118,147 square feet.

Property Condition, Year Built, and Vacancy Status

The condition of the buildings and the surrounding acreage in the focus area varied. The two bank branches were well maintained. Flyers and the shopping strip were both in need of some repair, while all of the parking areas and driveways were in fair to poor condition.

According to the Cuyahoga County Auditor's Office records, the shopping strip was built in 1978, Flyers was constructed in 1962, and Key Bank was built in 1957. The Auditor's Office records did not list a date of construction for the Ohio Savings Bank branch, however, based upon the architectural design, the building was probably built circa 1970.

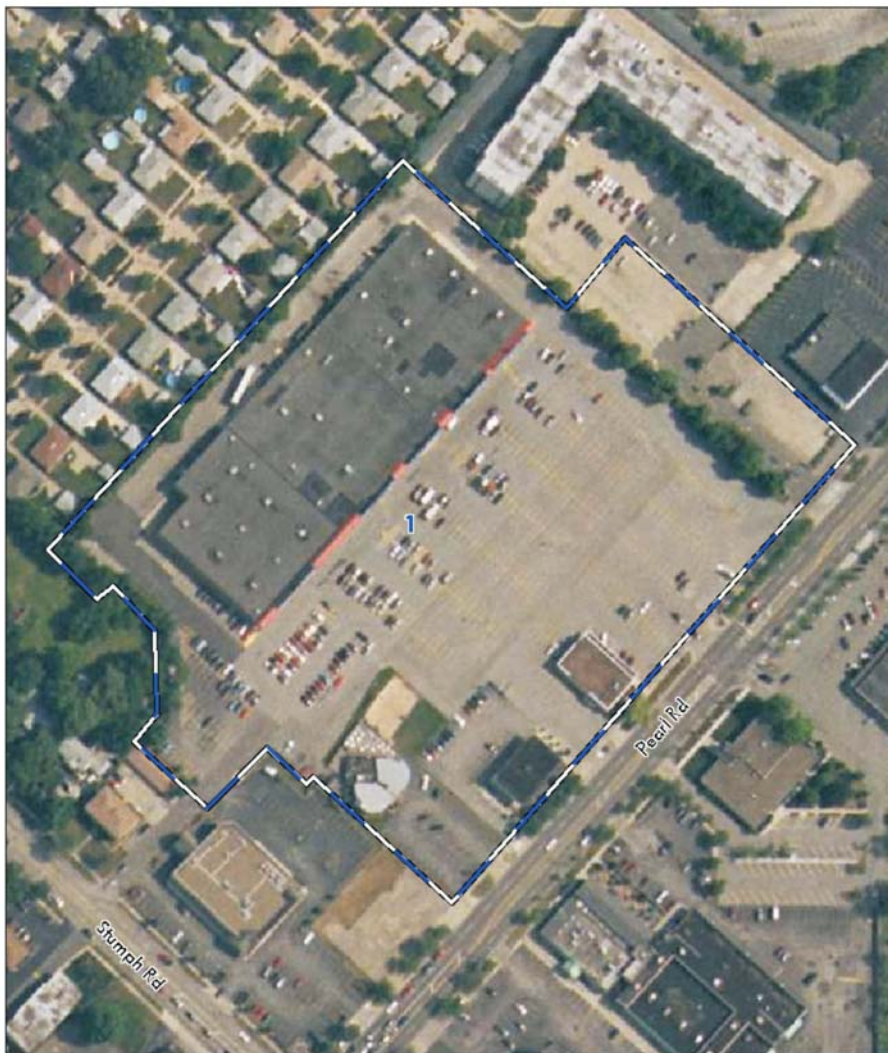
The shopping center itself, which includes approximately 102,500 square feet of space, was more than 30% vacant as of mid-May, 1999. Since that time, most of the vacant space has been leased.

Estimated Market Value

At the time of the original analysis, the land was valued at almost \$1.3 million while the buildings were valued at approximately \$2.2 million. The Cuyahoga County Auditor's Office placed the total estimated market value at almost \$3.5 million.



Map 6-2. Focus Area 1, Pearl Road Shopping Center, Pearl and Stumph Roads



Source: Airphoto USA, copyright 2002.





Exhibit 6-1. Focus Area 1, Property Characteristics

Parcel Number*	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value		
			Acreage	Square Footage	Square Footage	Land	Building	Total
471 15 005	Ohio Savings Association 6290 Pearl Road	01/01/87	0.63	27,399	3,049 **	\$141,114	\$217,600	\$358,714
471 15 006	F & L Center Company 6282 Pearl Road	04/17/95	7.94	345,771	102,521	\$760,714	\$1,708,486	\$2,469,200
471 15 007	Yorktown Towers Co. 6260 Pearl Road	not available	1.06 **	46,332 **	not applicable	\$54,841 ***	\$0	\$54,841 ***
471 15 011	Chinese Hero Inc An Ohio Corp 6298 Pearl Road	10/25/90	0.55	23,917	3,425	\$130,400	\$54,000	\$184,400
471 15 042	F & L Center Company Pearl Road rear	04/17/95	0.79	34,534	not applicable	\$76,000	\$0	\$76,000
471 15 051	Alexy, Helen M./Gartman, Arthur R. 6284 Pearl Road	not available	0.30	13,188	9,152	\$95,114	\$258,486	\$353,600
TOTAL			11.27	491,141	118,147	\$1,258,183	\$2,238,572	\$3,496,755

* Reference parcels, where applicable, are listed in Appendix 6-A.

** Total acreage/square footage was not available from the Cuyahoga County Auditor's Office. Therefore, acreage/square footage was measured from the land use map in Chapter Three.

*** Estimated market value is based on a dollar per acre figure.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.

Land Use and Zoning

The land use and zoning for each parcel comprising Focus Area 1, as well as land uses and zoning for surrounding parcels, is illustrated on *Maps 6-3 and 6-4* and in *Exhibit 6-2*.

Traffic Volume and Intersection Counts

Between 1992 and 1998, the Cuyahoga County Engineer's Office undertook selected traffic volume and intersection counts for this portion of Pearl, Stumph, York, and Olde York Roads (*Appendix 4-A*). These traffic counts showed an approximate twenty-four hour count for:

- Pearl Road (Olde York Road to Stumph/York Roads) - 20,000 to 21,000 vehicles;
- Pearl Road (Parma Park Boulevard to Stumph/York Roads) - 21,000 to 23,000 vehicles;
- Stumph Road (Big Creek Parkway to Pearl Road) - 21,000 to 23,000 vehicles; and
- York Road (Pearl Road to Olde York Road) - 23,000 to 27,000 vehicles.

The twenty-four hour intersection counts for this portion of Pearl, Stumph, York, and Olde York Roads are shown below. Intersections that are listed on the Cuyahoga County Engineer's Office roster of the 1,498 highest traffic volume intersections in Cuyahoga County are also given, along with the respective rank (*Appendix 6-B*).

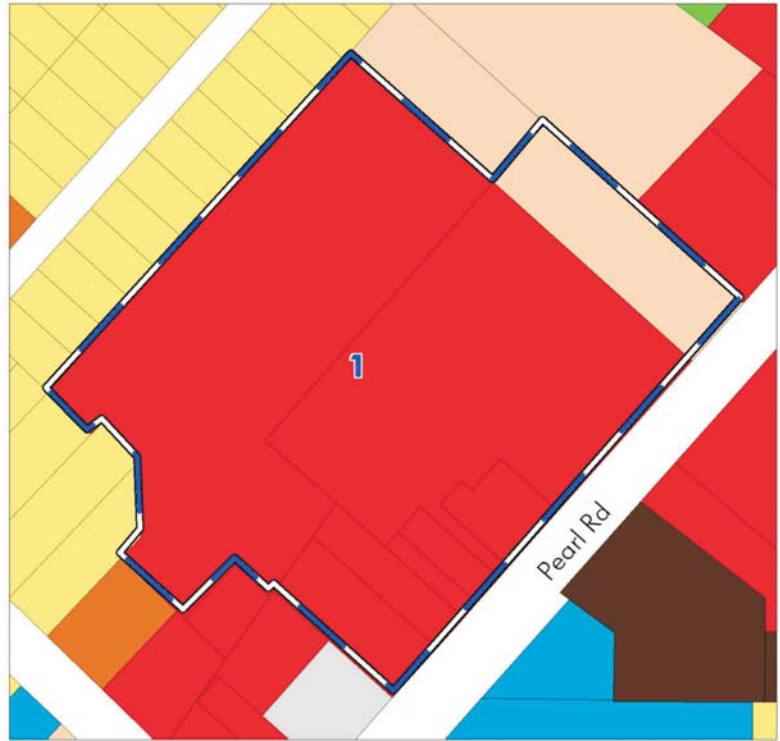
- Pearl/Stumph/York Road intersection:
 - Almost 45,000 vehicles over a twenty-four hour period
 - Ranked as having the 68th highest traffic volumes countywide



Map 6-3. Focus Area 1, Land Use and Map 6-4, Focus Area 1, Zoning

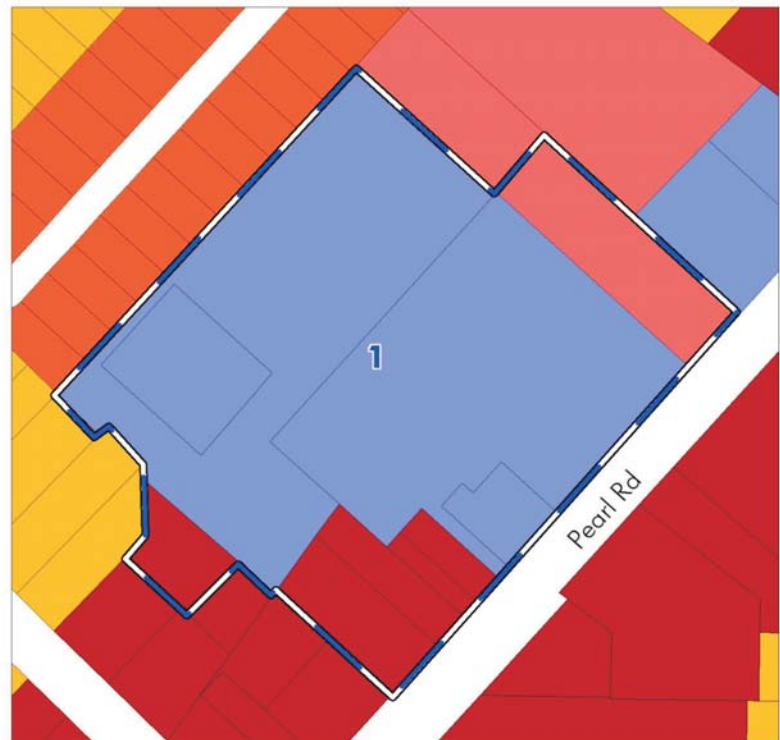
Generalized Land Use

- Single-Family Residential
- Multi-Family Less Than 6 Units
- Multi-Family 20 or More Units
- Commercial
- Office
- Governmental
- Parma Heights Parks
- Vacant



Zoning

- Class "A" Single Family Residential
- Class "B" Multi-Family Residential
- Class "C" Commercial
- Class "HB" Multi-Family High Rise
- Development Districts



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.



Exhibit 6-2. Focus Area 1, Land Use and Zoning

Focus Area				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
471 15 005	Ohio Savings Association	6290 Pearl Road	Commercial	Class "C" Commercial
471 15 006	F & L Center Properties	6282 Pearl Road	Commercial	Development Districts
471 15 007	Yorktown Towers Co.	6260 Pearl Road	Multi-Family (20 or more units)	Class "HB" Multi-Family High Rise
471 15 011	Chinese Hero Inc An Ohio Corp	6298 Pearl Road	Commercial	Class "C" Commercial
471 15 042	F & L Center Properties	Pearl Road rear	Commercial	Development Districts
471 15 051	Alexy, Helen M./Gartman, Arthur R.	6284 Pearl Road	Commercial	Development Districts
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Multi-Family (20 or more units), Commercial, Office, Institutional, Governmental, Parma Heights Parks		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise, Development Districts	
East	Single-Family, Condominium, Commercial, Office, Governmental, Parma Heights Parks		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial	
South	Single-Family, Multi-Family (less than 6 units), Multi-Family (20 or more units), Commercial, Office, Vacant Land		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise	
West	Single-Family, Multi-Family (less than 6 units), Cleveland Metroparks		Class "A" Single-Family Residential, Class "B" Multi-Family Residential	

* Reference parcels, where applicable, are listed in Appendix 6-A.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.

- York/Olde York Road intersection:
 - Over 33,000 vehicles over a twenty-four hour period
 - Ranked as having the 215th highest traffic volumes countywide
- Pearl/Olde York Road intersection:
 - Almost 23,000 vehicles over a twenty-four hour period
 - Ranked as having the 547th highest traffic volumes countywide

Development Alternatives

Existing Conditions/Development Objectives

While much of Pearl Road in Parma Heights is devoted to retail and office uses, the area around Pearl, Old York, Stumph, and York Roads is really the heart of the city. In addition to retail, banking, and office uses, this portion of Pearl Road is the location of Parma Heights Town Hall and associated governmental offices, Greenbrier Commons, and the Parma Heights Branch of the Cuyahoga County Library. The proximity of homes and the Cleveland Metroparks Big Creek Reservation provide built-in markets for many of the existing retail establishments.

This area is a long, linear expanse of retail and office establishments, with no strong sense of identity. As a way to strengthen the city's economic base, develop additional housing options for residents, and create a central focus for this area, the Master Plan Task Force examined three development alternatives for the site. Two of the three development alternatives for this focus area proposed demolition of the existing buildings and redevelopment of the site for the creation of a town center. The third alternative proposed was much more modest in scope and examined the concept of rehabilitating the existing shopping plaza and adding limited new retail space as a way to meet some of the objectives of a town center.



Alternative 1A: Creation of a Town Center with Retail/Office/Residential Townhouse Uses Surrounding a Village Green

The concept for *Alternative 1A* was a mixed-use development that included retail, offices, green space, and residential townhouses (**Exhibit 6-3**). It was envisioned that the proposed new town center would have approximately 50,000 square feet of new retail and restaurant space on the ground floor. Adjacent parking lots would accommodate approximately 250 vehicles. Office space could be added above the first floor retail space to maximize the use of the development. Should this be desired, a minimal amount of parking should be added to the overall development to accommodate the additional office workers.

Buildings should be sited close to the street to create a more pedestrian-friendly environment. The design should complement the many existing Parma Heights buildings, which make use of the Western Reserve architectural style. Compatible signage, decorative banners, flower boxes, bicycle racks, landscaping, and trees should complement the architecture. The provision of outdoor eating space should be strongly encouraged for any restaurants locating in the town center as a way of generating more vitality on the street.

A village green, which would serve as a public gathering place for both shoppers and residents alike, would be the central focus of the development. The village green, which would include a fountain, landscaping, trees, decorative lighting, sidewalks, pavers, bicycle racks, and street furniture, should be designed to align with Parma Heights Town Hall to complete the town square concept.

As part of the redevelopment, the existing driveway for Yorktown Towers apartment building would be relocated to the northern portion of the parcel and a new entrance created, with a ground mounted sign surrounded by landscaping. Yorktown Towers would lose only a minimal amount of parking spaces. Development of pedestrian connectors to both the new town center and the adjoining Greenbrier Commons should be considered.

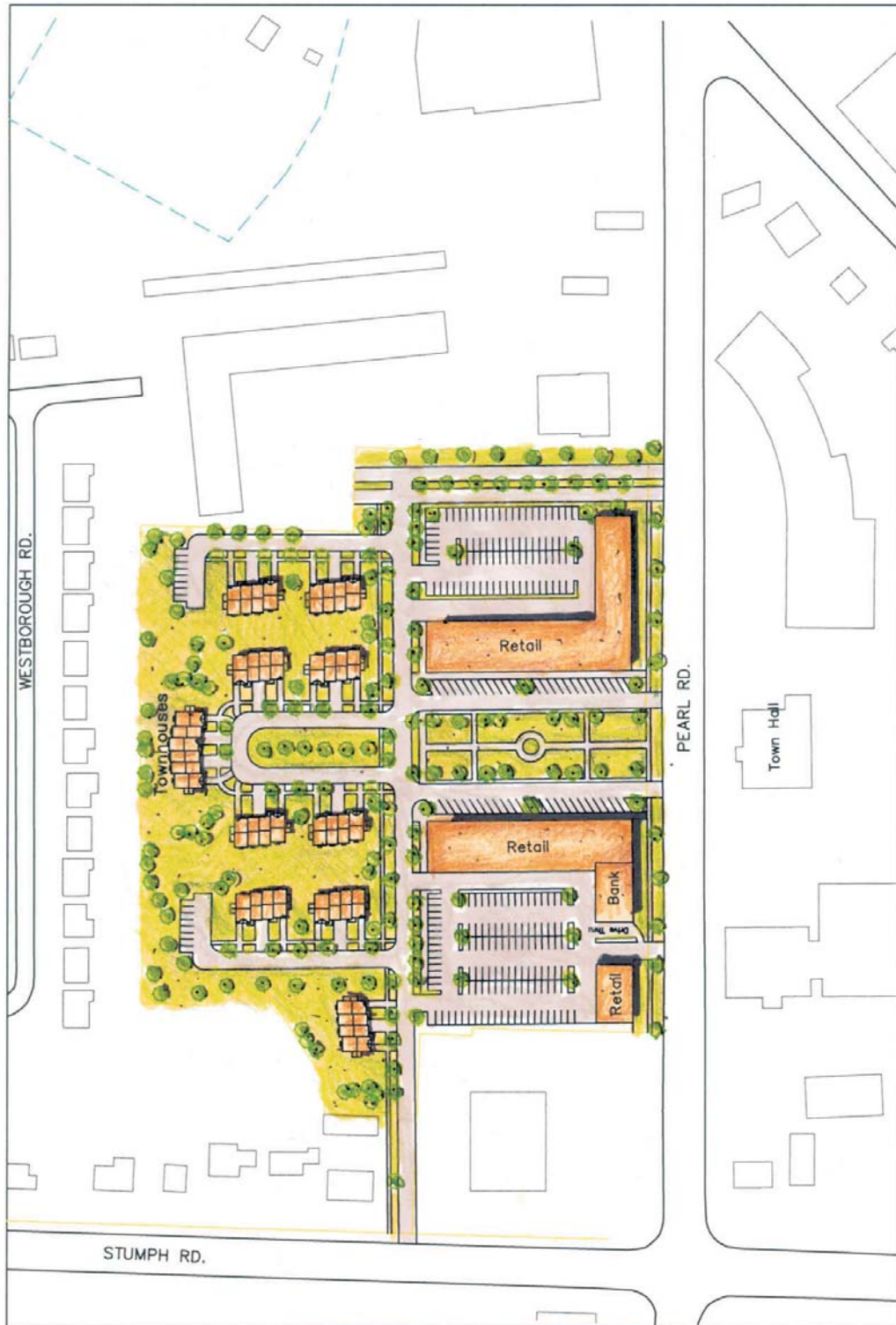
The proposed development would also include the construction of approximately 42 townhouses designed to appeal to both existing and new residents desiring upscale homes, but wanting less property to maintain. The building design should complement the many existing Parma Heights buildings, which make use of the Western Reserve architectural style. At the time of the original analysis, sales prices for the townhouses would have been anticipated to range from approximately \$140,000 to \$185,000 per unit, and would have reflected the upper ranges of the housing market in Parma Heights, which ranged from \$134,000 to \$220,000.

The majority of the townhouses would be sited around a boulevard to provide an extension of the town square concept. The residential development would include the installation of landscaping and street trees, decorative lighting, open ornamental steel fences with brick piers and stone caps, and sidewalks, walking paths, and guest parking. Development of pedestrian connectors to both the new town center and the adjoining Greenbrier Commons should be considered.

The Beacon Place townhouse development, located in Cleveland, was used as a model for the residential portion of *Alternative 1A* (**Exhibit 6-4**). The townhouses in the Beacon Place development are approximately 1,700 to 2,200 square feet in size, have two to three bedrooms, one and one-half or two and one-half baths, forced air heat and central air conditioning. Each building contains four townhouses. At the time of the original analysis, the units were valued at between \$130,000 and \$150,000. Land costs were approximately 12% of the total price of the home.



Exhibit 6-3. Focus Area 1, Alternative 1A: Creation of a Town Center with Retail/Office/Residential Townhouse Uses Surrounding a Village Green



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



Exhibit 6-4. Examples of Townhouse Development at Beacon Place, Cleveland, Ohio



Alternative 1B: Creation of a Town Center with Retail/Office Uses Surrounding a Village Green

The concept for *Alternative 1B* was very similar to that of *Alternative 1A* in that it was envisioned to be a mixed-use development that included retail, offices, and green space (*Exhibit 6-5*). The only real difference was that the residential townhouses were replaced by additional retail space totaling approximately 103,000 square feet with parking for approximately 540 vehicles.

Alternative 1C: Rehabilitation of the Existing Shopping Plaza with Limited Additional Retail Development

The concept for *Alternative 1C* took a much more conservative approach and examined ways to improve the functionality and exterior appearance of the existing shopping plaza through rehabilitation efforts, infrastructure improvements, and the development of approximately 26,600 square feet of additional retail space (*Exhibit 6-6*).

While the existing shopping plaza buildings have undergone some rehabilitation in recent years, their physical appearance could be further improved by instituting more cohesive facade improvements, installing compatible building signage and landscaping, and adding street furniture and bicycle racks.

Improvements to the area behind the shopping plaza should also be undertaken as a consideration to the residents living to the west of the plaza. Installation of opaque decorative vinyl fencing across the western property line would screen the unattractive views of the rear of the shopping plaza for these residents. As an additional consideration, all dumpsters should be completely enclosed, preferably with brick walls and opaque vinyl or wood gates.

Other issues that could enhance the appearance and functionality of the existing shopping plaza include revisions to existing parking lot traffic circulation patterns to improve pedestrian/vehicular safety; rehabilitation of the parking lots, sidewalks, curbs, and driveway aprons; striping the parking lot spaces and appropriate lanes; installation of landscaped islands with landscaping and/or trees to denote the location of aisleways; and installation of wheel stops, pedestrian walkways, and more attractive lighting, where needed. New, attractive ground mounted signs, designating the name of the shopping plaza, should be installed at the entrances and exits and should be surrounded by landscaping.

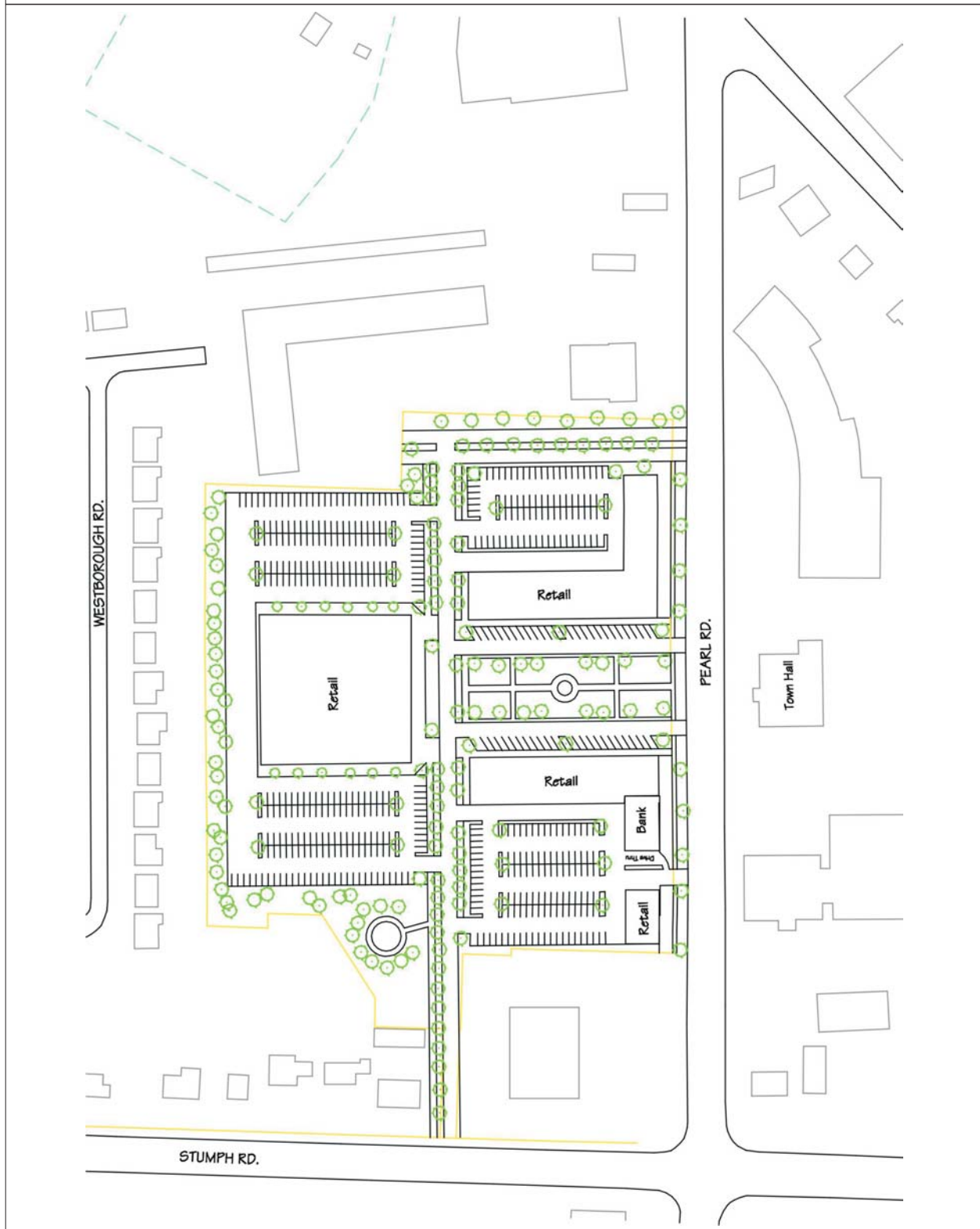
To begin to develop a town center concept, create more density, and maximize the city's business base, the addition of approximately 26,600 square feet of additional retail space built closer to Pearl Road should be considered. The additional development could either be viewed as Phase 1 of a more extensive town center concept or simply as a revitalization effort for the existing shopping plaza.

Compatibility with Surrounding Land Uses

The creation of a town center, with or without residential townhouses, would be compatible with the existing retail, residential, recreational, and institutional land uses in proximity to the site. As noted, many of the components needed for a successful town center already exist. The area has long been considered the center of the city. Governmental offices, as well as recreational, cultural, and educational opportunities are located nearby and would provide both a draw and a built-in market for the proposed development. Traffic counts



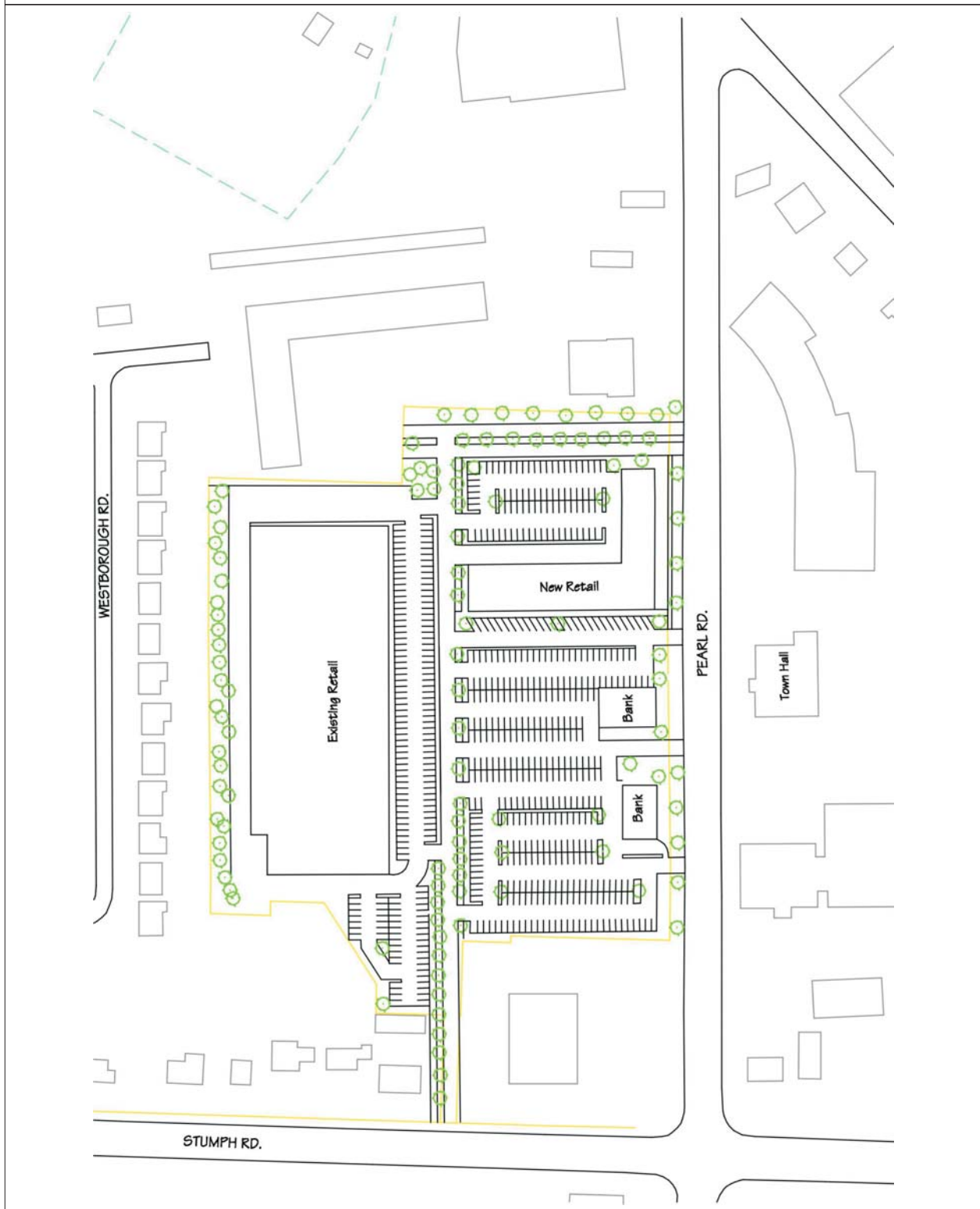
Exhibit 6-5. Focus Area 1, Alternative 1B: Creation of a Town Center with Retail/Office Uses Surrounding a Village Green



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



Exhibit 6-6. Focus Area 1, Alternative 1C: Rehabilitation of the Existing Shopping Plaza with Limited Additional Retail Development



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



along Pearl Road are high, particularly at the Pearl/Stumph/York Road intersection. Additional market support would be provided by households living in surrounding single-family homes and multi-family apartments.

Commercial and office uses already compatibly exist along this portion of Pearl Road. Rehabilitation of the existing plaza, with or without limited additional development, would enhance the appearance and functionality of the area.

Development Impacts

A development impact analysis was undertaken for *Alternatives 1A, 1B, and 1C (Exhibit 6-7)*. Development impacts for these alternatives included:

✓ Property and Income Taxes Revenues

On an annual basis, combined property and income taxes were estimated to generate a total of about \$509,000 in *Alternative 1A* (with over \$283,000 collected by the City of Parma Heights), over \$505,000 in *Alternative 1B* (with over \$308,000 collected by the City of Parma Heights), and about \$410,000 in *Alternative 1C* (with over \$265,000 collected by the City of Parma Heights).

✓ Municipal Service Costs and Net Fiscal Impact for the City

The existing development had an estimated net fiscal impact to the City of almost \$115,000 after municipal service costs were computed.

After computing the estimated municipal service costs to the City for each proposed development alternative, the net fiscal impact to the City was estimated to be over \$178,000 for *Alternative 1A*, over \$217,000 for *Alternative 1B*, and over \$176,000 for *Alternative 1C*.

✓ Public School District Enrollment and Expenditures

Public school district enrollment and expenditures were estimated to increase only marginally for *Alternative 1A*. It is estimated that there would be no change in enrollment or expenditures as the result of proposed development for *Alternatives 1B* or *1C*.

✓ Daily Traffic Trips

Daily traffic trips for *Alternative 1A* were estimated to increase only marginally from the existing 2,609 daily traffic trips. The number of trips were estimated to rise by about 77% for *Alternative 1B* and jump by approximately 97% for *Alternative 1C*.

✓ Sewage Production, Water Consumption, and Solid Waste Production

Sewage production, which was estimated at 8,790 gallons per day for the existing development, increased an estimated 88% for *Alternative 1A*, 70% for *Alternative 1B*, and 65% for *Alternative 1C*.

Water consumption, which was estimated at 10,221 gallons per day for the existing development, increased an estimated 111% for *Alternative 1A*, 70% for *Alternative 1B*, and 65% for *Alternative 1C*.

Solid waste production, which was estimated at 0.31 tons per day for the existing development, increased by an estimated 68% for *Alternative 1A*, 54% for *Alternative 1B*, and 50% for *Alternative 1C*.



Exhibit 6-7. Development Impact Analysis, Focus Area 1

	Existing Commercial	Alternative 1A	Alternative 1B	Alternative 1C
		Town Center with New Retail, Offices, and Residential Townhouses	Town Center with New Retail and Offices	Rehabilitation of Existing Shopping Plaza with Limited Additional Retail Development
PROPERTY DATA				
Total Acreage of Site	11.27	11.27	11.27	11.27
Number of Dwelling Units	not applicable	42	not applicable	not applicable
Estimated Floor Area*	82,447	103,600	153,100	144,747
Existing/Potential Value of Site	\$3,496,755	\$13,483,758	\$11,216,217	\$8,226,158
Assessed Value (35%)	\$1,223,864	\$4,719,315	\$3,925,676	\$2,879,155
ANNUAL PROPERTY TAX GENERATION				
Total Property Tax for the Site	\$73,677	\$272,839	\$236,326	\$173,325
City Share	\$12,230	\$47,188	\$39,230	\$28,772
School District Share	\$42,880	\$161,626	\$137,542	\$100,875
County Share	\$15,177	\$56,546	\$48,683	\$35,705
Library/Metroparks Share	\$3,389	\$7,479	\$10,871	\$7,973
ANNUAL INCOME TAX GENERATION				
New Residents	not applicable	95	not applicable	not applicable
Existing/New Employees	309	352	475	465
Estimated Average Annual Household/Employee Income	\$24,072/\$40,232	\$52,000/\$60,000/\$24,072/\$40,232	\$24,072/\$40,232	\$24,072/\$40,232
Total Estimated City Income Tax for the Site**	\$161,693	\$236,354	\$269,084	\$236,798
PROJECTED ANNUAL TAX REVENUE				
All Tax Revenue	\$235,370	\$509,193	\$505,410	\$410,123
City Tax Revenue only	\$173,923	\$283,542	\$308,314	\$265,570
PROJECTED ANNUAL CITY/SCHOOL DISTRICT EXPENDITURES				
Share of Municipal Service Costs	\$59,149	\$105,191	\$90,926	\$89,011
Number of New Public School-Aged Children	not applicable	11	not applicable	not applicable
Expenditure Per Public School Pupil	not applicable	\$6,822	not applicable	not applicable
Public School District Expenditures	not applicable	\$78,422	not applicable	not applicable
NET FISCAL IMPACT FOR CITY	\$114,774	\$178,351	\$217,388	\$176,559
ENVIRONMENTAL IMPACTS				
New Traffic Trips (daily)	2,609	2,846	4,613	5,143
Sewage Production (gal/day)	8,790	16,566	14,903	14,469
Water Consumption (gal/day)	10,221	21,582	17,329	16,825
Solid Waste Production (tons/day)	0.31	0.52	0.48	0.47

* "Estimated Floor Area" for the Existing Commercial Alternative includes only occupied square feet so that a realistic estimate of the number of existing employees and estimated employee income could be calculated.

** "Total City Income Tax" for all residential alternatives is based on a 2% tax rate for 13% of the households estimated to live and work in Parma Heights and a 1% tax rate for the remaining households estimated to live in Parma Heights, but work elsewhere.

Sources: Cuyahoga County Planning Commission; Cuyahoga County Auditor's Office; Cuyahoga County Treasurer's Office; NOACA Census Transportation Package, Part C, 1993; The New Practitioner's Guide to Fiscal Impact Analysis, Burchell, Listokin, and Dolphin, 1978 and 1985; Ohio Department of Education; I.T.E. Trip Generation, 1991 and 1997; and U.S. EPA.



Focus Area 2: Yorktown Center, 6333 Olde York Road

Overview

The second focus area examined was Yorktown Center, which included the commercial shopping strip plaza, the surrounding parking lot, and the entrances and exits to the plaza (*Map 6-5*). The site, which is located on Olde York and Ackley Roads, is across the street from Greenbrier Commons and the Parma Heights Branch of the Cuyahoga County Public Library and is adjacent to Parma Heights Town Hall and the Greenbrier Center Shopping Plaza.

Property Characteristics

Property Ownership

Exhibit 6-8 illustrates property ownership information for the parcels comprising Focus Area 2. The specific property examined for Focus Area 2 is owned by MMJ Inc. (Meisels, Inc.), while the adjacent properties are owned by Meisels, Inc. and Thomas G./John V. Goebel.

Acreage

The total acreage for Focus Area 2 encompassed 5.24 acres (228,149 square feet). Total usable building square footage was 67,970 square feet. Total acreage for the adjacent parcels encompassed 0.78 of an acre. Total usable building square footage was 33,927 square feet.

Property Condition, Year Built, and Vacancy Status

The Yorktown Center itself, which was in fair condition, was in need of moderate repair and renovation. All signage associated with the center was in need of replacement and updating and the surrounding parking lot and driveways, which were deteriorated, were in need of redesign and replacement. The buildings adjacent to Focus Area 2, which were occupied by Enterprise Rent-A-Car and Victorio's Family Restaurant, were both in better condition than Yorktown Center.

According to the Cuyahoga County Auditor's Office records, the shopping strip was built in 1955. The adjacent building leased by Enterprise Rent-A-Car was built in 1970, while the building containing Victorio's Family Restaurant was built in 1983.

Yorktown Center includes almost 68,000 square feet of space, with 62,900 square feet located on the first floor and almost 5,100 square feet located on the second floor. As of June, 1999, the strip shopping center was almost 31% vacant. This vacancy rate included vacant storefronts located on the first floor, as well as all of the square footage located on the second floor. The buildings located on the adjacent parcels were occupied.

Estimated Market Value

At the time of the original analysis, the land on which the shopping strip was located was valued at over \$700,000 while the building was valued at almost \$1.8 million. The Cuyahoga County Auditor's Office placed the total estimated market value at over \$2.5 million. The total estimated market value for the adjacent properties was over \$600,000.

Land Use and Zoning

The land use and zoning for each parcel comprising Focus Area 2, as well as land uses and zoning for surrounding parcels, is illustrated on *Maps 6-6 and 6-7* and in *Exhibit 6-9*.



Map 6-5. Focus Area 2, Yorktown Center, 6333 Olde York Road



Source: Airphoto USA, copyright 2002.





Exhibit 6-8. Focus Area 2, Property Characteristics

Parcel Number*	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value		
			Acreage	Square Footage	Square Footage	Land	Building	Total
472 06 001**	Meisels, Inc. 6215 Pearl Road	not available	0.24	10,370	2,500	\$91,314	\$58,086	\$149,400
472 06 002**	Goebel, Thomas G./John V. Pearl Road	01/31/96	0.07	3,050	not applicable	\$15,314	\$0	\$15,314
472 06 003**	Goebel, Thomas G./John V. 6219 Pearl Road	01/31/96	0.47	20,507	5,042	\$114,000	\$326,914	\$440,914
472 06 006	MMJ, Inc. (Meisels, Inc.) 6333 Olde York Road	not available	5.24	228,149	67,970	\$752,800	\$1,764,314	\$2,517,114

* Reference parcels, where applicable, are listed in Appendix 6-A.

** While not specifically included in the focus area analysis, improvement strategies should be explored for these properties as part of any redevelopment effort.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.

Traffic Volume and Intersection Counts

Between 1989 and 1999, the Cuyahoga County Engineer's Office undertook selected traffic volume and intersection counts for this portion of Olde York Road, Manorford Drive, and Pearl Road (*Appendix 4-A*). These traffic counts showed an approximate twenty-four hour count for:

- Olde York Road (Manorford Drive to Pearl Road) - 4,000 to 5,000 vehicles;
- Manorford Drive (east of Olde York Road) - 2,000 vehicles;
- Pearl Road (Olde York Road to Stumph/York Roads) - 20,000 to 21,000 vehicles; and
- Pearl Road (Olde York Road to Snow Road) - 19,000 to 23,000 vehicles.

The twenty-four hour intersection counts for this portion of Olde York Road, Manorford Drive, and Pearl Road are shown below. Intersections that are listed on the Cuyahoga County Engineer's Office roster of the 1,498 highest traffic volume intersections in Cuyahoga County are also given, along with the respective rank (*Appendix 6-B*).

- Pearl/Stumph/York Road intersection:
 - Almost 45,000 vehicles over a twenty-four hour period
 - Ranked as having the 68th highest traffic volumes countywide
- Pearl/Snow Road intersection:
 - Over 39,000 vehicles over a twenty-four hour period
 - Ranked as having the 128th highest traffic volumes countywide
- Pearl/Olde York Road intersection:
 - Almost 23,000 vehicles over a twenty-four hour period
 - Ranked as having the 547th highest traffic volumes countywide



Map 6-6. Focus Area 2, Land Use and Map 6-7, Focus Area 2, Zoning

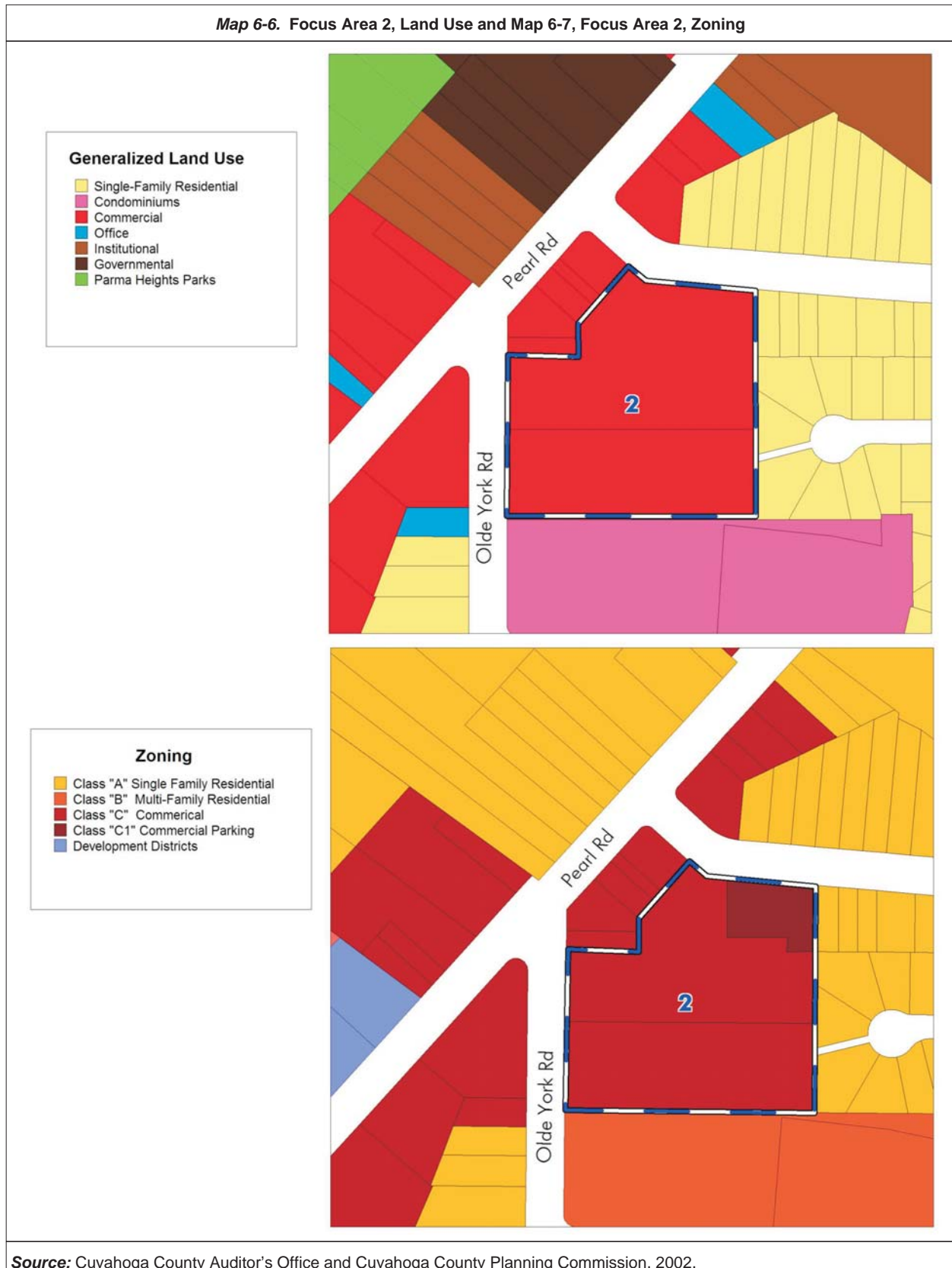




Exhibit 6-9. Focus Area 2, Land Use and Zoning

Focus Area				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
472 06 006	Meisels, Inc.	6333 Olde York Road	Commercial	Class "C" Commercial, Class "C1" Commercial Parking
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Commercial, Office, Institutional, Governmental, Parma Heights Parks		Class "A" Single-Family Residential, Class "C" Commercial	
East	Single-Family		Class "A" Single-Family Residential	
South	Single-Family, Condominiums, Commercial, Governmental, Parma Heights Parks		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial	
West	Single-Family, Multi-Family (20 or more units), Commercial, Office, Parma Heights Parks		Class "A" Single-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise, Development Districts	

* Reference parcels, where applicable, are listed in Appendix 6-A.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.

- Olde York Road/Manorford Drive intersection:
 - Almost 5,000 vehicles over a twenty-four hour period
 - Experienced too little traffic to be ranked

Development Alternatives

Existing Conditions/Development Objectives

While Focus Area 2 is located only a short distance from the more vibrant retail and office uses found around Pearl, Old York, Stumph, and York Roads, the shopping plaza is hampered by its lack of visibility. Because of its location, as well as the location of the more recently constructed retail development in front of Yorktown Center, the Center is barely visible to motorists traveling along the street. With the change in traffic patterns after York Road was constructed, the ensuing reduction in traffic counts along this portion of Olde York Road, and the condition issues that were present, this site was in need of redevelopment.

As a way to build on the town center concept and strengthen the area, the Master Plan Task Force examined two development alternatives for the site. The first development alternative proposed demolition and redevelopment of the site for residential use and installation of additional improvements to the adjacent commercial space fronting on Pearl Road. The second alternative, which was much more modest in scope, examined ways to improve the existing shopping plaza through facade, parking lot, signage, and landscaping improvements.

Alternative 2A: Redevelopment of the Site for New Residential Townhouses

The concept for *Alternative 2A*, which was based on changing the existing commercial use to a residential use, proposed demolition of the existing shopping plaza buildings and redevelopment of the site for new townhouses and passive green space (**Exhibit 6-10**). The thought was to expand the available housing choices in Parma Heights and continue the concept of a more pedestrian-friendly environment where residents could shop, dine, or play, all within walking distance of their home.

It was envisioned that the proposed development of approximately 38 townhouses would be situated along a new street that would have access to both Ackley and Olde York Roads. The development would be sited in such a way as to provide passive green space between the residents and the commercial establishments fronting on Pearl Road. Ample landscaping would be provided to adequately screen the Pearl Road views from



Exhibit 6-10. Focus Area 2, Alternative 2A: Redevelopment of the Site for Construction of New Residential Townhouses



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



residents. The provision of pedestrian connectors from the residential development to the adjoining retail space would also be included.

The townhouse designs should incorporate elements of the Western Reserve architectural style found in many existing Parma Heights buildings. Elements such as landscaping and street trees, decorative lighting, open ornamental steel fencing with brick piers and stone caps, sidewalks, and passive open space with a gazebo or a community garden, should also be considered. At the time of the original analysis, sales prices would have been anticipated to range from approximately \$140,000 to \$185,000 per unit and would have reflected the upper ranges of the housing market in Parma Heights, which ranged from \$134,000 to \$220,000.

To estimate the financial feasibility of this alternative, the Beacon Place townhouse development, located in Cleveland, has been used as a model for the townhouses. Characteristics of the townhouses are highlighted in Focus Area 1, *Alternative 1A*.

While the adjacent commercial properties fronting on Pearl Road were not specifically included in the focus area analysis, strategies to improve the appearance of the buildings, maximize the efficiency of traffic circulation patterns, and ways to make the area more pedestrian-friendly should be explored either through rehabilitation of the existing structures or construction of new commercial space. Improvements could include compatible building design and signage, decorative lighting, banners, flower boxes, bicycle racks, benches, landscaping, and trees. Ground mounted signs, surrounded by landscaping, could also be considered. Development of pedestrian connectors to both the proposed new town center and Greenbrier Commons should be incorporated.

The concept of a shared parking lot agreement between Enterprise Rent-A-Car and Victorio's Family Restaurant should also be explored to permit removal of guardrails and extra curb cuts, as well as to provide more convenient and attractive parking options for both establishments. Other improvements to the parking lot areas should include repair/resurfacing of the parking lot and driveway aprons, installation of curbs and wheel stops where needed, parking space striping, and improved lighting. Care should be taken to ensure that all adjacent residential areas are shielded from the lights. All dumpsters should be completely enclosed, preferably with brick walls and opaque vinyl or wood gates.

Alternative 2B: Rehabilitation of the Existing Shopping Plaza and Adjacent Commercial Buildings

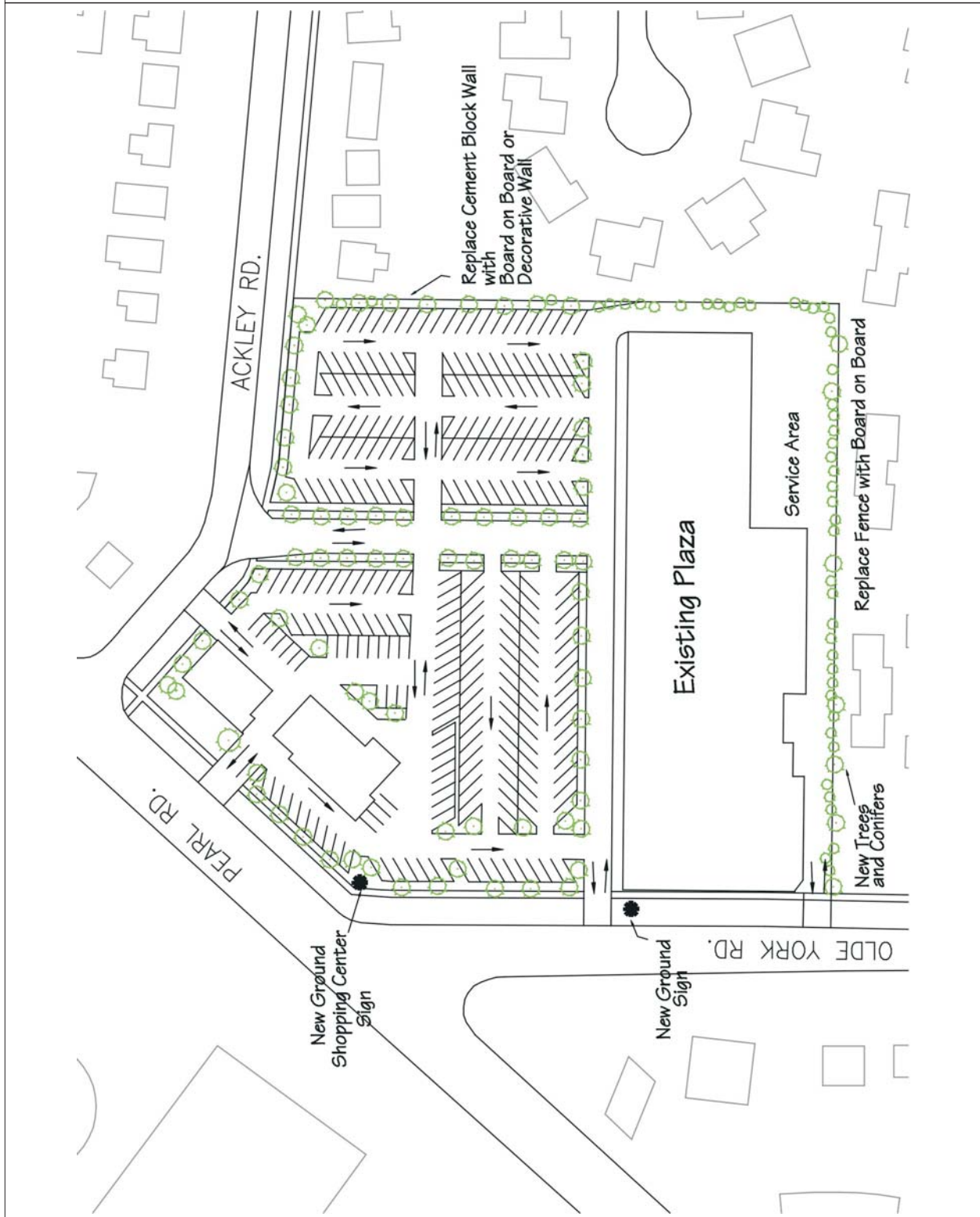
The concept proposed for *Alternative 2B* was much more modest in scope and examined ways to both improve the exterior appearance of the existing shopping plaza through rehabilitation efforts, as well as improve the appearance and functionality of the parking lot through infrastructure improvements (**Exhibit 6-II**). Merchants should be encouraged to consider interior renovations as well.

Improvements to the building should include a unified treatment for the exterior walls, window and door replacement, removal of the existing canopy and replacement with new matching fabric awnings, the installation of new, compatible building signage for each storefront, and the installation of landscaping, flower boxes, decorative lighting, benches, and bicycle racks. Merchants should be encouraged to retain, or re-install, the full-sized glass storefront display windows when undertaking window replacement.

The concept of a shared parking lot agreement between Yorktown Center, Enterprise Rent-A-Car, and Victorio's Family Restaurant should also be explored. Other improvements to the parking lot area should include repair/resurfacing of the parking lot and driveway aprons, installation of landscape islands with landscaping and/or trees to denote the location of aiseways, installation of wheel stops where needed, parking space striping, installation of new sidewalks, a pedestrian walkway, and improved lighting. Care should be



Exhibit 6-11. Focus Area 2, Alternative 2B: Rehabilitation of the Existing Shopping Plaza and Adjacent Commercial Buildings



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



taken to ensure that all adjacent residential areas are shielded from the lights. New ground mounted signs, designating the name of the shopping plaza, should be installed at the entrances and exits and should be surrounded by landscaping.

Consideration should also be given to the area adjacent to, and behind the shopping plaza. Opaque decorative vinyl fencing should be installed across the eastern and southern property lines to screen the residential areas from views of the shopping plaza. Additionally, all dumpsters should be completely enclosed, preferably with brick walls and opaque vinyl or wood gates. Any safety and environmental issues associated with the existence of transformers and potential PCB contamination should be investigated and remediated, if necessary.

Compatibility with Surrounding Land Uses

The proposed change in land use from a commercial use to a primarily residential use would be compatible with the existing residential uses that surround the site to the north, east, and south. Rehabilitation or redevelopment of the adjacent commercial properties would be compatible with commercial, office, institutional, and governmental land uses to the west and would help improve the appearance of the area for the surrounding businesses.

Retention of the Yorktown Center would also be compatible with surrounding land uses, and, if rehabilitated, would enhance the appearance and functionality of the area. Given the lack of visibility of the shopping plaza from Pearl Road, the change in traffic patterns after the newer segment of York Road was constructed, and the ensuing reduction in traffic counts along Olde York Road, however, use of the site for retail may not be as optimal as it was when the plaza was first built.

Development Impacts

A development impact analysis was undertaken for *Alternatives 2A and 2B (Exhibit 6-12)*. Development impacts included:

✓ Property and Income Tax Revenues

On an annual basis, combined property and income taxes were estimated to generate a total of about \$130,000 in *Alternative 2A* (with over \$42,500 collected by the City of Parma Heights) and over \$171,000 in *Alternative 2B* (with over \$101,000 collected by the City of Parma Heights).

✓ Municipal Service Costs and Net Fiscal Impact for the City

The existing development had an estimated net fiscal impact to the City of almost \$43,000 after municipal service costs were computed.

After computing the estimated municipal service costs to the City for each proposed development alternative, the net fiscal impact to the City was estimated to be over \$8,000 for *Alternative 2A* and almost \$69,000 for *Alternative 2B*.

✓ Public School District Enrollment and Expenditures

Public school district enrollment and expenditures were estimated to increase only marginally for *Alternative 2A*. It is estimated that there would be no change in enrollment or expenditures as the result of proposed development for *Alternative 2B*.



Exhibit 6-12. Development Impact Analysis, Focus Area 2

	Existing Commercial	Alternative 2A	Alternative 2B
		New Residential Townhouses	Rehabilitation of Existing Retail Shopping Plaza and Adjacent Commercial Buildings
PROPERTY DATA			
Total Acreage of Site	5.24	5.24	5.24
Number of Dwelling Units	not applicable	38	not applicable
Estimated Floor Area*	46,625	not applicable	67,970
Existing/Potential Value of Site	\$2,517,114	\$5,300,000	\$3,968,597
Assessed Value (35%)	\$880,990	\$1,855,000	\$1,389,009
ANNUAL PROPERTY TAX GENERATION			
Total Property Tax for the Site	\$53,036	\$106,069	\$83,618
City Share	\$8,804	\$18,562	\$13,881
School District Share	\$30,867	\$61,626	\$48,666
County Share	\$10,925	\$21,214	\$17,225
Library/Metroparks Share	\$2,440	\$4,667	\$3,846
ANNUAL INCOME TAX GENERATION			
New Residents	not applicable	86	not applicable
Existing/New Employees	117	not applicable	172
Estimated Average Annual Household/Employee Income	\$24,072	\$52,000/\$60,000	\$24,072/\$40,232
Total Estimated City Income Tax for the Site**	\$56,118	\$23,956	\$87,716
PROJECTED ANNUAL TAX REVENUE			
All Tax Revenue	\$109,153	\$130,025	\$171,334
City Tax Revenue only	\$64,922	\$42,518	\$101,596
PROJECTED CITY/SCHOOL DISTRICT EXPENDITURES			
Share of Municipal Service Costs	\$22,396	\$34,180	\$32,925
Number of New Public School-Aged Children	not applicable	10	not applicable
Expenditure Per Public School Pupil	not applicable	\$6,822	not applicable
Public School District Expenditures	not applicable	\$70,953	not applicable
NET FISCAL IMPACT FOR CITY	\$42,526	\$8,338	\$68,671
ENVIRONMENTAL IMPACTS			
New Traffic Trips (daily)	1,896	223	2,613
Sewage Production (gal/day)	4,250	5,582	6,139
Water Consumption (gal/day)	4,942	8,588	7,139
Solid Waste Production (tons/day)	0.12	0.15	0.17

* "Estimated Floor Area" for the Existing Commercial Alternative includes only occupied square feet so that a realistic estimate of the number of existing employees and estimated employee income could be calculated.

** "Total City Income Tax" for all residential alternatives is based on a 2% tax rate for 13% of the households estimated to live and work in Parma Heights and a 1% tax rate for the remaining households estimated to live in Parma Heights, but work elsewhere.

Sources: Cuyahoga County Planning Commission; Cuyahoga County Auditor's Office; Cuyahoga County Treasurer's Office; NOACA Census Transportation Package, Part C, 1993; The New Practitioner's Guide to Fiscal Impact Analysis, Burchell, Listokin, and Dolphin, 1978 and 1985; Ohio Department of Education; I.T.E. Trip Generation, 1991 and 1997; and U.S. EPA.



✓ ***Daily Traffic Trips***

Daily traffic trips for *Alternative 2A* were estimated to actually *decrease* by about 88% from the existing 1,896 daily traffic trips. The number of trips for *Alternative 2B* were estimated to increase by approximately 38%.

✓ ***Sewage Production, Water Consumption, and Solid Waste Production***

Sewage production, which was estimated at 4,250 gallons per day for the existing development, increased an estimated 31% for *Alternative 2A* and 44% for *Alternative 2B*.

Water consumption, which was estimated at 4,942 gallons per day for the existing development, increased an estimated 74% for *Alternative 2A* and 44% for *Alternative 2B*.

Solid waste production, which was estimated at 0.12 tons per day for the existing development, increased by an estimated 29% for *Alternative 2A* and 48% for *Alternative 2B*.



Focus Area 3: Southwest Corner of the Stumph/Pearl/York Road Intersection

Overview

The third focus area examined was located in the vicinity of the southwest corner of the Stumph/Pearl/York Road intersection (*Map 6-8*). The site is located adjacent to Big Creek and is south of the Pearl Road Shopping Center.

Three different configurations of land were examined for this focus area. Focus Area 3A included the commercial buildings and one parcel of vacant land fronting on Pearl Road, as well as the surrounding parking lots. Focus Area 3B included the commercial buildings and two parcels of vacant land fronting on Pearl Road, as well as the surrounding parking lots. Focus Area 3C included the commercial buildings and one parcel of vacant land fronting on Pearl Road, the surrounding parking lots, and twelve parcels of land along the southwestern portion of Stumph Road.

Property Characteristics

Property Ownership

Exhibit 6-13 illustrates property ownership information for the parcels comprising Focus Area 3A, 3B, and 3C.

Acreage

The total acreage for Focus Area 3A encompassed 1.24 acres (54,143 square feet). Total usable building square footage was 7,775 square feet. The total acreage for Focus Area 3B encompassed 2.12 acres (92,572 square feet). Total usable building square footage was 7,775 square feet. The total acreage for Focus Area 3C encompassed 9.59 acres (417,948 square feet). Total usable building square footage was 144,560 square feet.

Property Condition, Year Built, and Vacancy Status

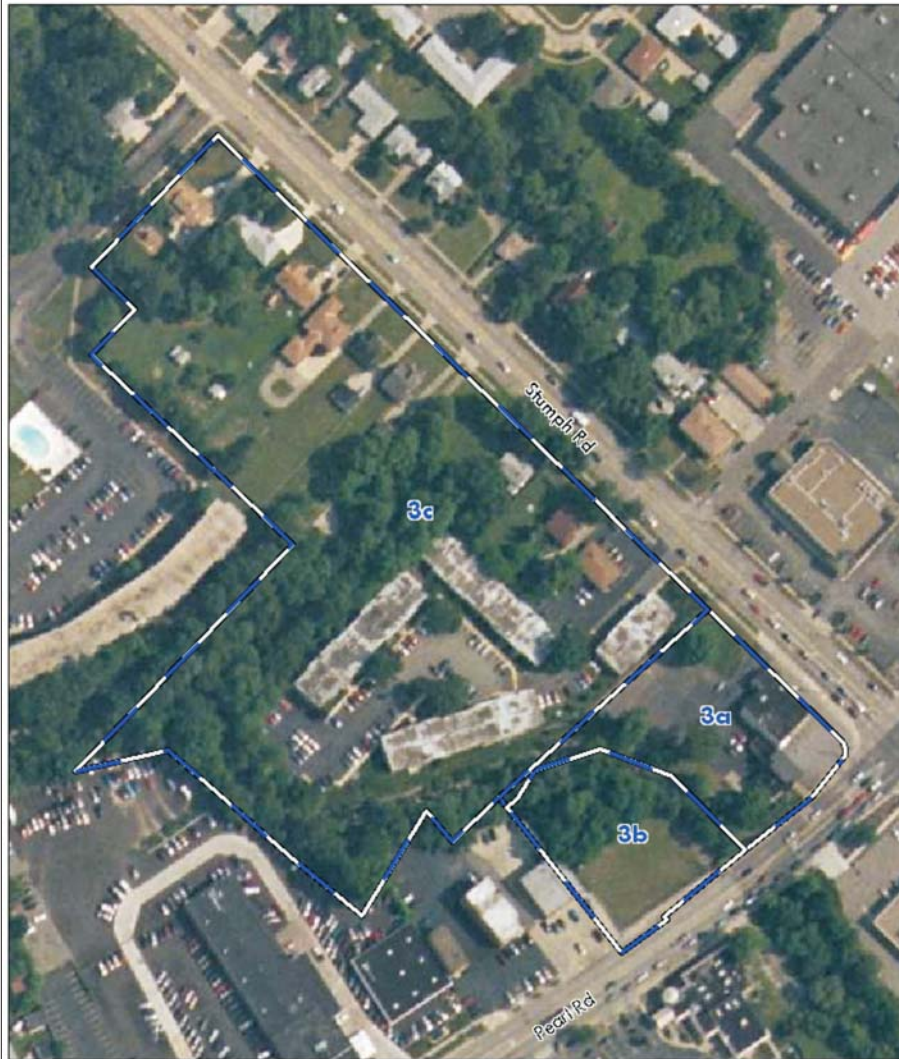
The condition of most of the buildings and the surrounding acreage in Focus Area 3A, 3B, and 3C was listed as average in the Cuyahoga County Auditor's Office records, meaning that the properties may have some repair needs.

The parcel located at 6330 Pearl Road, due to its former use as a gas station, may have environmental issues requiring remediation prior to new development. The Cuyahoga County Auditor's Office records showed that this parcel was transferred to Clark Oil on November 24, 1967 and a building was constructed on the property in 1968. Clark Oil continued to own the property until November 7, 1984, when the property was transferred to its present owner. The Clark Oil building was demolished in the early 1990's and the property is currently vacant land. While the Parma Heights Fire Department stated that the fuel tanks were removed April 11, 1984, several City staff have expressed concerns regarding the possibility of soil contamination at this site.

According to the Cuyahoga County Auditor's Office records, the Parma Heights Beauty Salon was built in 1920 and the small retail building accommodating Carminos Pizza, Lake's Beverage, and Sno-White Donut Company was built in 1959. Hidden Cove Apartments was built in 1963, while the adjacent office was built in 1961. The single-family homes included in Focus Area 3C were built between 1950 and 1958. All buildings were occupied at the time of the original analysis.



Map 6-8. Focus Area 3, Southwest Corner of the Stumph/Pearl/York Road Intersection



Source: Airphoto USA, copyright 2002.





Exhibit 6-13. Focus Area 3A, 3B, and 3C, Property Characteristics

Focus Area 3A								
Parcel Number*	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value		
			Acreage	Square Footage	Square Footage	Land	Building	Total
473 21 002	Cesko, Louis L./Iren Stumph Road	03/20/85	0.12	5,285	not applicable	\$2,200	\$0	\$2,200
473 21 003	Cazan, James V. 6328 Pearl Road	03/23/94	0.30	13,041	4,203	\$71,714	\$238,286	\$310,000
473 21 029	Cesko, Louis L./Iren 6330 Pearl Road	03/20/85	0.77	33,471	3,572	\$72,314	\$34,086	\$106,400
473 21 039	Constantinescu, Connie/Teresa Pearl Road	08/13/82	0.05	2,346	not applicable	\$714	\$0	\$714
TOTAL			1.24	54,143	7,775	\$146,942	\$272,372	\$419,314
Focus Area 3B								
Parcel Number*	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value		
			Acreage	Square Footage	Square Footage	Land	Building	Total
473 21 002	Cesko, Louis L./Iren Stumph Road	03/20/85	0.12	5,285	not applicable	\$2,200	\$0	\$2,200
473 21 003	Cazan, James V. 6328 Pearl Road	03/23/94	0.30	13,041	4,203	\$71,714	\$238,286	\$310,000
473 21 029	Cesko, Louis L./Iren 6330 Pearl Road	03/20/85	0.77	33,471	3,572	\$72,314	\$34,086	\$106,400
473 21 036	Columbo Enterprises Inc. 6338 Pearl Road	11/07/84	0.88	38,429	not applicable	\$103,800	\$0	\$103,800
473 21 039	Constantinescu, Connie/Teresa Pearl Road	08/13/82	0.05	2,346	not applicable	\$714	\$0	\$714
TOTAL			2.12	92,572	7,775	\$250,742	\$272,372	\$523,114
Focus Area 3C								
Parcel Number*	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value		
			Acreage	Square Footage	Square Footage	Land	Building	Total
473 21 001	Boiani, Alfred C. 6378 Stumph Road	10/21/88	0.43	18,600	1,044	\$24,114	\$71,886	\$96,000
473 21 002	Cesko, Louis L./Iren Stumph Road	03/20/85	0.12	5,285	not applicable	\$2,200	\$0	\$2,200
473 21 003	Cazan, James V. 6328 Pearl Road	03/23/94	0.30	13,041	4,203	\$71,714	\$238,286	\$310,000
473 21 024	Kovach, Judith L., Trs. 6392 Stumph Road	02/20/98	0.18	8,000	768	\$19,514	\$56,800	\$76,314
473 21 025	J. Lipovits Home Builders, Inc. 6390 Stumph Road	not available	1.67	72,745	not applicable	\$40,314	\$0	\$40,314
473 21 026	Zymler, David P./Roberta J. 6406 Stumph Road	09/30/85	0.31	13,680	3,786	\$84,600	\$98,800	\$183,400
473 21 027	Hidden Cove Apartments Ltd. 6346 Stumph Road	02/29/96	2.93	127,630	121,430	\$165,914	\$1,426,086	\$1,592,000
473 21 029	Cesko, Louis L./Iren 6330 Pearl Road	03/20/85	0.77	33,471	3,572	\$72,314	\$34,086	\$106,400
473 21 030	Jirka, Andrew P., Trustee 6364 Stumph Road	10/06/87	0.43	18,600	2,042	\$24,000	\$90,800	\$114,800
473 21 031	Boiani, Ann 6366 Stumph Road	05/25/94	0.43	18,600	1,372	\$24,114	\$75,800	\$99,914
473 21 037	Kovach, Steve J./Betty J. Stumph Road	03/28/85	0.18	8,000	not applicable	\$18,600	\$0	\$18,600
473 21 038	Kovach, Steve J./Betty J. 6396 Stumph Road	not available	0.18	8,000	1,089	\$19,514	\$75,486	\$95,000
473 21 039	Constantinescu, Connie/Teresa Pearl Road	08/13/82	0.05	2,346	not applicable	\$714	\$0	\$714
473 20 003	Rivera, John L./Beth E. 6352 Stumph Road	06/28/91	0.40	17,250	2,216	\$26,200	\$107,914	\$134,114
473 20 004	Lorincz, James J./Barbara A. 6360 Stumph Road	12/28/83	0.50	21,700	1,106	\$26,200	\$82,000	\$108,200
473 20 006	Santa, George L./Rosemary A. 6362 Stumph Road	08/27/01	0.71	31,000	1,932	\$32,200	\$88,600	\$120,800
TOTAL			9.59	417,948	144,560	\$652,226	\$2,446,544	\$3,098,770

* Reference parcels, where applicable, are listed in Appendix 6-A.

** The Cuyahoga County Auditor's Office lists a value of \$3,000 for a 439 square foot building; however, there is no building located on the property.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



Estimated Market Value

At the time of the original analysis, the land encompassing Focus Area 3A was valued at almost \$150,000 while the buildings were valued at over \$270,000. The Cuyahoga County Auditor's Office placed the total estimated market value at almost \$420,000. The land comprising Focus Area 3B was valued at approximately \$250,000 while the buildings were valued at over \$270,000. The Cuyahoga County Auditor's Office placed the total estimated market value at over \$520,000. The land for Focus Area 3C was valued at over \$650,000 while the buildings were valued at over \$2.4 million. The Cuyahoga County Auditor's Office placed the total estimated market value at over \$3 million.

Land Use and Zoning

The land use and zoning for each parcel comprising Focus Area 3A, 3B, and 3C, as well as land uses and zoning for surrounding parcels, is illustrated on *Maps 6-9 and 6-10* and in *Exhibit 6-14*.

Traffic Volume and Intersection Counts

Between 1992 and 1998, the Cuyahoga County Engineer's Office undertook selected traffic volume and intersection counts for this portion of Pearl, Stumph, York, and Olde York Roads (*Appendix 4-A*). These traffic counts showed an approximate twenty-four hour count for:

- Pearl Road (Olde York Road to Stumph/York Roads) - 20,000 to 21,000 vehicles;
- Pearl Road (Parma Park Boulevard to Stumph/York Roads) - 21,000 to 23,000 vehicles;
- Stumph Road (Big Creek Parkway to Pearl Road) - 21,000 to 23,000 vehicles; and
- York Road (Pearl Road to Olde York Road) - 23,000 to 27,000 vehicles.

The twenty-four hour intersection counts for this portion of Pearl, Stumph, York, and Olde York Roads are shown below. Intersections that are listed on the Cuyahoga County Engineer's Office roster of the 1,498 highest traffic volume intersections in Cuyahoga County are also given, along with the respective rank (*Appendix 6-B*).

- Pearl/Stumph/York Road intersection:
 - Almost 45,000 vehicles over a twenty-four hour period
 - Ranked as having the 68th highest traffic volumes countywide
- York/Olde York Road intersection:
 - Over 33,000 vehicles over a twenty-four hour period
 - Ranked as having the 215th highest traffic volumes countywide
- - Pearl/Olde York Road intersection:
 - Almost 23,000 vehicles over a twenty-four hour period
 - Ranked as having the 547th highest traffic volumes countywide



Map 6-9. Focus Area 3, Land Use and Map 6-10, Focus Area 3, Zoning



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.



Exhibit 6-14. Focus Area 3, Land Use and Zoning

Focus Area				
Focus Area 3A				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 21 002	Cesko, Louis L./Iren	Stumph Road	Commercial	Class "C" Commercial
473 21 003	Cazan, James V.	6328 Pearl Road	Commercial	Class "C" Commercial
473 21 029	Cesko, Louis L./Iren	6330 Pearl Road	Commercial	Class "C" Commercial
473 21 039	Constantinescu, Connie/Teresa	Pearl Road	Vacant Land	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Multi-Family (less than 6 units), Multi-Family (20 units or more), Commercial, Office, Vacant Land		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Development Districts	
East	Commercial, Office, Vacant Land		Class "C" Commercial	
South	Single-Family, Multi-Family (less than 6 units), Multi-Family (7 to 19 units), Multi-Family (20 or more units), Commercial, Office, Vacant Land		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Class "C1" Commercial Parking	
West	Single-Family, Multi-Family (20 or more units), Office, Vacant Land		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise	
Focus Area				
Focus Area 3B				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 21 002	Cesko, Louis L./Iren	Stumph Road	Commercial	Class "C" Commercial
473 21 003	Cazan, James V.	6328 Pearl Road	Commercial	Class "C" Commercial
473 21 029	Cesko, Louis L./Iren	6330 Pearl Road	Commercial	Class "C" Commercial
473 21 036	Columbo Enterprises Inc.	6338 Pearl Road	Vacant Land	Class "C" Commercial
473 21 039	Constantinescu, Connie/Teresa	Pearl Road	Vacant Land	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Multi-Family (less than 6 units), Multi-Family (20 or more units), Commercial, Office, Vacant Land		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Development Districts	
East	Commercial, Office, Vacant Land		Class "C" Commercial	
South	Single-Family, Multi-Family (less than 6 units), Multi-Family (7 to 19 units), Multi-Family (20 or more units), Commercial, Office		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Class "C1" Commercial Parking	
West	Single-Family, Multi-Family (20 or more units), Office, Vacant Land		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise	
Focus Area				
Focus Area 3C				
Parcel Number*	Property Owner/Site Address	Site Address	Land Use(s)	Zoning
473 21 001	Boiani, Alfred C.	6378 Stumph Road	Single-Family	Class "A" Single-Family Residential
473 21 002	Cesko, Louis L./Iren	Stumph Road	Commercial	Class "C" Commercial
473 21 003	Cazan, James V.	6328 Pearl Road	Commercial	Class "C" Commercial
473 21 024	Kovach, Judith L., Trs.	6392 Stumph Road	Single-Family	Class "A" Single-Family
473 21 025	J. Lipovits Home Builders, Inc.	6390 Stumph Road	Single-Family	Class "A" Single-Family Residential/Class "B" Multi-Family Residential
473 21 026	Zymler, David P./Robert J.	6406 Stumph Road	Office	Class "C" Commercial
473 21 027	Hidden Cove Apartments Ltd.	6346 Stumph Road	Multi-Family (20 or more units)	Class "B" Multi-Family Residential/Class "C" Commercial
473 21 029	Cesko, Louis L./Iren	6330 Pearl Road	Commercial	Class "C" Commercial
473 21 030	Jirka, Andrew P., Trustee	6364 Stumph Road	Single-Family	Class "A" Single-Family Residential
473 21 031	Boiani, Ann	6366 Stumph Road	Single-Family	Class "A" Single-Family Residential
473 21 037	Kovach, Steve J./Betty J.	Stumph Road	Vacant Land	Class "A" Single-Family Residential
473 21 038	Kovach, Steve J./Betty J.	6396 Stumph Road	Single-Family	Class "A" Single-Family Residential
473 21 039	Constantinescu, Connie/Teresa	Pearl Road	Vacant Land	Class "C" Commercial
473 20 003	Rivera, John L./Beth E.	6352 Stumph Road	Single-Family	Class "A" Single-Family Residential
473 20 004	Lorincz, James J./Barbara A.	6360 Stumph Road	Single-Family	Class "A" Single-Family
473 20 006	Santa, George L./Rosemary Ann	6362 Stumph Road	Single-Family	Class "A" Single-Family Residential
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Multi-Family (less than 6 units), Commercial, Vacant Land		Class "A" Single-Family, Class "B" Multi-Family, Class "C" Commercial, Development Districts	
East	Commercial, Office, Vacant Land		Class "C" Commercial	
South	Single-Family, Multi-Family (less than 6 units), Multi-Family (7 to 19 units), Multi-Family (20 or more units), Commercial, Office, Vacant Land		Class "A" Single-Family, Class "C" Commercial, Class "C1" Commercial Parking, Class "HB" Multi-Family High Rise	
West	Single-Family, Multi-Family (20 or more units), Cleveland Metroparks		Class "A" Single-Family, Class "HB" Multi-Family High Rise	

* Reference parcels, where applicable, are listed in Appendix 6-A.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.



Development Alternatives

Existing Conditions/Development Objectives

The northwest corner of the Pearl/Stumph/York Road intersection contains a small three-store strip shopping plaza and a 1920's building that has a hair salon on the first floor with a residential apartment above. The site is located near the center of the Parma Heights shopping district and is across the street from the proposed town center. It is adjacent to a very busy commercial area, and offers high visibility, as well as high traffic counts. The site affords inviting views of Big Creek, which meanders to the northeast through residential development and the nearby Cleveland Metroparks Big Creek Reservation, as well as to the southeast, through commercial and residential development.

As a way to strengthen the city's economic base and maximize the potential of the area, the Master Plan Task Force examined three different configurations of land and six development alternatives, some of which were more feasible than others. All of the alternatives for Focus Area 3 proposed demolition of the existing buildings and redevelopment of the site. Two of the six development alternatives focused on redevelopment of the focus area for an upscale family restaurant overlooking Big Creek. Two other development alternatives for the site proposed installing a passive park along Big Creek and discussed the concept of developing a pedestrian connector to the Cleveland Metroparks Big Creek Reservation. The final two development alternatives examined the feasibility of redeveloping the focus area for townhouses and/or town homes.

Focus Area 3A

Alternative 3A (1): Redevelopment of the Site for a Small Upscale Family Restaurant

The concept for *Alternative 3A (1)* included the development of a more upscale restaurant where patrons could enjoy the inviting views of Big Creek (**Exhibits 6-15 and 6-16**). It was envisioned that the proposed restaurant would encompass approximately 3,700 square feet of space and include a deck and/or patio overlooking Big Creek and would encourage the provision of outdoor eating space.

A covered front portico facing the Pearl/Stumph/York intersection would provide both an architectural focal point for the restaurant as well as function as valet drop off. Building design for the restaurant should complement the many existing Parma Heights buildings, which make use of the Western Reserve architectural style. Ample landscaping should be installed around the building and throughout the property. Compatible signage, decorative lighting, sidewalks, flower boxes, bicycle racks, and other amenities should complement the architecture. A ground mounted sign, surrounded by landscaping, should be installed in front of the restaurant.

Access for an estimated 73 space parking lot would be located off of Stumph Road and should be aligned with the existing entrance to Walgreen's Drug Store. Parking lot improvements should include the construction of a new parking lot, driveway, driveway aprons, and sidewalks, as well as installation of landscape islands with landscaping and/or trees to denote the location of aisleways, installation of wheel stops or curbs where needed, parking space striping, and lighting. Care should be taken to ensure that the adjacent multi-family residential areas are shielded from any additional light.

Decorative solid fencing should be installed at the northwest property line to screen the residents of Hidden Cove Apartments from the restaurant and adjacent parking lot. As an additional consideration, all dumpsters should be completely enclosed, preferably with brick walls and opaque vinyl or wood gates. Catch basins should be installed in the parking lot to prevent storm water runoff into the creek. Stream bank restoration and landscape enhancements should be researched, planned, and implemented as part of the redevelopment.



Exhibit 6-15. Focus Area 3A, Alternative 3A (1): Redevelopment of the Site for a Small Upscale Family Restaurant



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.

Exhibit 6-16, Examples of Creek/River Side Restaurant Development



Lockkeeper's Inn at Thornburg Station,
Valley View, Ohio

Millside Center/Eddie's Creekside Restaurant
& Market, Brecksville, Ohio

Bridge improvements adjacent to
Millside Center, Brecksville, Ohio

The possibility of developing a pedestrian/bicycle connector along Big Creek from the proposed development to the Metroparks Big Creek Reservation should also be explored.

Alternative 3A (2): Redevelopment of the Site for New Town Homes

The concept for *Alternative 3A (2)* explored redevelopment of the site for new town homes (*Exhibit 6-17*). Envisioned, was the construction of approximately five town homes, each of which would have patios, decks and/or porches off the rear to take advantage of the views of Big Creek.

Building design for the town homes should complement the many existing Parma Heights buildings, which make use of the Western Reserve architectural style. The residential development should also include the installation of landscaping and street trees, decorative lighting, sidewalks, stone walls with piers and stone



Exhibit 6-17. Focus Area 3A, Alternative 3A (2): Redevelopment of the Site for New Townhouses



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.

caps, as well as landscaping on both sides of the walls to screen the residents from the traffic on Stumph and Pearl Roads. Access for the development would be a single entrance located off of Stumph Road, which would be aligned with the existing entrance to Walgreen's Drug Store.

To estimate the financial feasibility of this alternative, the River Pointe Drive development, located in Rocky River, has been used as a model. The town homes in the River Pointe Drive development are approximately 3,000 to 3,200 square feet in size, have three to four bedrooms, two and one-half baths, forced air heat and central air conditioning. All units have decks and/or porches. At the time of the original analysis, the units were valued at between \$313,000 and \$390,000. Land costs were approximately 10% of the total price of the home.

One of the difficulties in redeveloping this site for new single-family housing is the high cost of land acquisition. Utilizing the premise that land costs should be approximately 10% to 15% of the total price of a new home, these town homes would need to be sold for \$560,000 to \$840,000.

At the time of the original analysis, the median price of single-family homes in Parma Heights ranged from \$134,000 to \$220,000. Anticipated sales prices for the proposed town homes, given the acquisition and demolition costs of the existing structures, site preparation costs, and new construction costs, may be beyond what the market will support, making this alternative unfeasible.



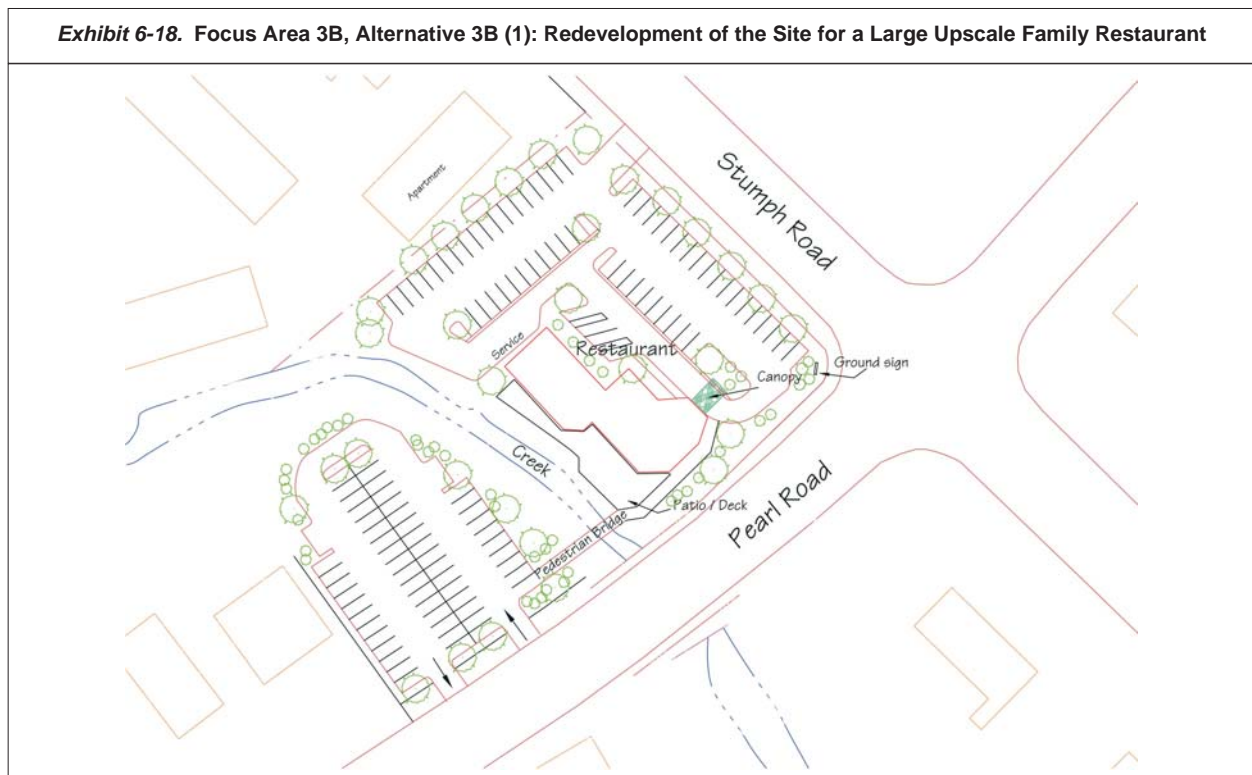
Focus Area 3B

Alternative 3B (1): Redevelopment of the Site for a Large Upscale Family Restaurant

The concept for *Alternative 3B (1)* was very similar to *Alternative 3A (1)* in that the development was envisioned to include a more upscale restaurant where patrons could enjoy the inviting views of Big Creek (*Exhibit 6-18*).

The difference between the two concepts was that *Alternative 3B (1)* proposed expanding the site to include the 2.1 acre vacant parcel to the southwest that fronts on Pearl Road. Relocating the majority of the parking to the adjacent parcel permitted the construction of a larger restaurant with approximately 6,000 square feet of space. The inclusion of a deck and/or patio overlooking Big Creek and the provision of outdoor eating space would still be strongly encouraged. The provision for parking behind the restaurant and on the adjacent parcel would accommodate approximately 121 vehicles. Access for the portion of the parking lot located on the vacant parcel to the southwest should be from Pearl Road. Recommendations for architectural design, landscaping, signage, infrastructure improvements, and other amenities would be similar to those cited for *Alternative 3A (1)*.

Exhibit 6-18. Focus Area 3B, Alternative 3B (1): Redevelopment of the Site for a Large Upscale Family Restaurant



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.

Alternatives 3B (2) and 3B (3): Redevelopment of the Site for a New Passive Park

The concept for *Alternatives 3B (2) and 3B (3)* examined the idea of redeveloping the site for a new passive park overlooking Big Creek. The proposed design for *Alternative 3B (2)* was more curvilinear and showed a gazebo and lower terrace, while the proposed design for *Alternative 3B (3)* was more rectilinear and depicted a covered gathering place with a trellis and a plaza area with seating (*Exhibits 6-19 and 6-20*).

Exhibit 6-19. Focus Area 3B, Alternative 3B (2): Redevelopment of the Site for a New Passive Park (Design I)



- 1** Work with adjacent apartment complex to develop path connection with park and along creek.
 - 2** Gazebo with built-in seating.
 - 3** Lower Terrace with built-in seating and planting areas.
 - 4** Walking Paths (Accessible).
 - 5** Lawn Areas.
 - 6** Shade Trees.
 - 7** Low maintenance garden borders with a mix of evergreens, flowering shrubs, bulbs, perennials, and annuals for year-round color and interest.
 - 8** Walkway connector to adjacent commercial.
- Decorative lighting for safety and accent.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.

Exhibit 6-20. Focus Area 3B, Alternative 3B (3): Redevelopment of the Site for a New Passive Park (Design II)



- 1** Work with adjacent apartment complex to develop path connection with park and along creek.
 - 2** Gathering Place with Trellis.
 - 3** Plaza Area with seating.
 - 4** Overlook to Creek.
 - 5** Walking Paths (Accessible).
 - 6** Lawn Areas.
 - 7** Shade Trees.
 - 8** Low maintenance garden borders with a mix of evergreens, flowering shrubs, bulbs, perennials, and annuals for year-round color and interest.
 - 9** Walkway connector to adjacent commercial.
- Decorative lighting for safety and accent.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



Both designs envisioned a 2.1 acre park with accessible walking paths, ample landscaping, and decorative lighting for safety and accent purposes. Benches should be strategically placed to take advantage of the creek views. Lawn areas, shade trees, and low-maintenance garden borders with a mix of evergreens, flowering shrubs, bulbs, perennials, and annuals for year-round color and interest would be planted.

A new 55 space parking lot with two driveways would be located on the vacant parcel to the southwest, with access from Pearl Road. Improvements would include the installation of landscape islands with landscaping and/or trees to denote the location of aisleways; wheel stops or curbs, where needed; parking space striping; open, ornamental steel fencing with brick piers and stone caps at the Pearl Road entrances; and decorative lighting. Catch basins should be installed to prevent storm water runoff into the creek.

Both alternatives proposed creating three park entrances. The main pedestrian entrance would be located at the corner of Pearl and Stumph Roads, while the entrance for persons driving to the park would be over a pedestrian bridge from the proposed Pearl Road parking lot, southwest of the park. A secondary pedestrian entrance would be located on Stumph Road, at the northwestern portion of the site, which would provide access to the park for residents living to the north, east, and west.

A walkway connector from the parking lot to the adjacent commercial property to the southwest on Pearl Road should be planned into the design. In this way, the new parking lot could provide parking not only for the park, but additional parking spaces for the existing retail/office establishments. Should there be an interest in developing the adjacent sites to the southwest for a different use, such as a restaurant that would overlook Big Creek, the additional parking spaces would be available.

As part of the development, the stream banks should be assessed for erosion problems. Stream bank restoration and landscape enhancements should be researched, planned, and implemented as part of the park project. The possibility of working with adjacent property owners to provide easements to extend the walking path along the creek, both to the northwest into the Metroparks Big Creek Reservation and to the southeast, along the rear of the commercial properties south of Pearl Road, should also be considered.

Focus Area 3C

Alternative 3C: Redevelopment of the Site for New Townhouses and Town Homes

The concept for *Alternative 3C* included the construction of approximately thirteen town homes and 44 townhouses (**Exhibit 6-21**). The town homes would each have porches off the front and/or side to take advantage of the views of Big Creek. The townhouses would each have decks and patios off the rear. A linear greenspace adjacent to Big Creek would be developed to provide all residents with open space, a walking/bicycling path, and access to the creek. There would be two points of access for the development, both from Stumph Road. Recommendations for building design, landscaping, infrastructure improvements, and other amenities would be similar to those cited for *Alternative 3A (2)*.

To estimate the financial feasibility of this alternative, the River Points Drive development, located in Rocky River, has been used as a model for the town homes. The Beacon Place townhouse development, located in Cleveland, has been used as a model for the townhouses. Characteristics of the town homes are outlined in *Alternative 3A (2)*, while the characteristics of the townhouses are highlighted in Focus Area 1, *Alternative 1A*.

As with *Alternative 3A (2)*, one of the difficulties in redeveloping this site for new single-family housing is the high cost of land acquisition. Utilizing a similar premise where land costs should be approximately 15%



of the total price of a new home, these town homes would need to be sold for \$575,000 to \$775,000. The townhouses would need to be sold for \$250,000 to \$300,000.

At the time of the original analysis, the median price of single-family homes in Parma Heights ranged from \$134,000 to \$220,000. Anticipated sales prices for the proposed town homes, given the acquisition and demolition costs of the existing structures, site preparation costs, and new construction costs, would vastly exceed the high end of the Parma Heights real estate market. Anticipated sales prices for the proposed townhouses would be just above the high end of the market.

Exhibit 6-21. Focus Area 3C, Alternative 3C: Redevelopment of the Site for New Townhouses and Town Homes



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999.



Compatibility with Surrounding Land Uses

While all of the proposed development alternatives discussed would be compatible with surrounding land uses, redeveloping the area for a different commercial use that would provide more jobs, fulfill a needed retail service, and help increase the tax base may be the most economically reasonable alternative for the city.

Development Impacts

A development impact analysis was undertaken for *Alternatives 3A (1), 3A (2), 3B (1), and 3C (Exhibit 6-22)*. Development impacts for these alternatives included:

Exhibit 6-22. Development Impact Analysis, Focus Area 3							
	Focus Area 3A			Focus Area 3B		Focus Area 3C	
	Existing Commercial	3A (1) Small Upscale Family Restaurant Alternative	3A (2) Residential Town Home Alternative	Existing Commercial	3B (1) Large Upscale Family Restaurant Alternative	Existing Commercial, Office, and Residential	3C Residential Town Home and Town House Alternative
PROPERTY DATA							
Total Acreage of Site	1.24	1.24	1.24	2.12	2.12	9.59	9.59
Number of Dwelling Units	not applicable	not applicable	5	not applicable	not applicable	51	57
Estimated Floor Area *	7,775	3,650	not applicable	7,775	6,050	144,560	not applicable
Existing**/Potential Value of Site ***	\$419,314	\$420,693	\$2,100,000	\$523,114	\$709,388	\$3,098,770	\$16,070,000
Assessed Value (35%)	\$146,760	\$147,243	\$735,000	\$183,090	\$248,286	\$1,084,570	\$5,624,500
ANNUAL PROPERTY TAX GENERATION							
Total Property Tax for the Site	\$8,835	\$8,864	\$42,027	\$11,022	\$14,947	\$183,816	\$321,609
City Share	\$1,467	\$1,471	\$7,355	\$1,830	\$2,481	\$30,979	\$56,282
School District Share	\$5,142	\$5,159	\$24,418	\$6,415	\$8,699	\$106,929	\$186,855
County Share	\$1,820	\$1,826	\$8,405	\$2,271	\$3,079	\$37,556	\$64,322
Library/Metroparks Share	\$406	\$408	\$1,849	\$507	\$688	\$8,352	\$14,151
ANNUAL INCOME TAX GENERATION							
Existing/New Residents	not applicable	not applicable	11	not applicable	not applicable	115	129
Existing/New Employees	19	36	not applicable	19	60	33	not applicable
Estimated Average Annual Household/Employee Income	\$24,072	\$24,072/\$40,232	\$168,000	\$24,072	\$24,072/\$40,232	\$24,072/\$40,232/\$34,846	\$156,000/\$100,000
Total Estimated City Income Tax for the Site ****	\$9,358	\$18,625	\$21,185	\$9,358	\$31,472	\$62,139	\$72,636
PROJECTED ANNUAL REVENUE							
All Tax Revenue	\$18,193	\$27,489	\$63,212	\$20,380	\$46,419	\$245,955	\$394,245
City Tax Revenue only	\$10,825	\$20,096	\$28,540	\$11,188	\$33,953	\$93,118	\$128,918
PROJECTED CITY/SCHOOL DISTRICT EXPENDITURES							
Share of Municipal Service Costs	\$3,637	\$6,891	\$4,497	\$3,637	\$11,485	\$52,244	\$51,270
Number of New Public School-Aged Children	not applicable	not applicable	1	not applicable	not applicable	14	16
Expenditure Per Public School Pupil	not applicable	not applicable	\$6,822	not applicable	not applicable	\$6,822	\$6,822
Public School District Expenditures	not applicable	not applicable	\$6,822	not applicable	not applicable	\$95,227	\$106,430
NET FISCAL IMPACT FOR CITY	\$7,188	\$13,205	\$24,042	\$7,551	\$22,468	\$40,874	\$77,648
ENVIRONMENTAL IMPACTS							
New Traffic Trips (daily)	316	148	48	316	246	690	382
Sewage Production (gal/day)	709	333	734	709	552	8,487	8,373
Water Consumption (gal/day)	824	387	1,130	824	641	12,676	12,882
Solid Waste Production (tons/day)	0.02	0.04	0.02	0.02	0.06	0.23	0.23

* Estimated floor area for Focus Area 3C reflects only existing commercial and office square footage.

** The estimated redeveloped market value of both restaurant alternatives was calculated using the sum of the existing estimated market value of the site and the estimated median cost per square foot (\$89.10) of selected newer restaurants in Cuyahoga County.

*** Figure for "potential value of site" has been adjusted to reflect the fact that the structure at 6338 Pearl Road has been demolished. This figure is not yet reflected in the Cuyahoga County Auditor's Office records.

**** "Total City Income Tax" for all residential alternatives is based on a 2% tax rate for 13% of the households estimated to live and work in Parma Heights and a 1% tax rate for the remaining households estimated to live in Parma Heights, but work elsewhere.

Sources: Cuyahoga County Planning Commission; Cuyahoga County Auditor's Office; Cuyahoga County Treasurer's Office; NOACA Census Transportation Package, Part C, 1993; The New Practitioner's Guide to Fiscal Impact Analysis, Burchell, Listokin, and Dolphin, 1978 and 1985; Ohio Department of Education; I.T.E. Trip Generation, 1991 and 1997; and U.S. EPA.



✓ *Property and Income Tax Revenues*

On an annual basis, combined property and income taxes were estimated to generate a total of about \$27,500 in *Alternative 3A (1)* (with over \$20,000 collected by the City of Parma Heights), over \$63,000 in *Alternative 3A (2)* (with over \$28,500 collected by the City of Parma Heights), about \$46,400 in *Alternative 3B (1)* (with almost \$34,000 collected by the City of Parma Heights), and about \$394,000 in *Alternative 3C* (with almost \$129,000 collected by the City of Parma Heights).

✓ *Municipal Service Costs and Net Fiscal Impact for the City*

The existing development for *Alternative 3A* had an estimated net fiscal impact to the City of almost \$7,200 after municipal service costs were computed, while *Alternative 3B* had an estimated net fiscal impact \$7,500. *Alternative 3C* had an estimated net fiscal impact of almost \$40,900.

After computing the estimated municipal service costs to the City for each proposed development alternative, the net fiscal impact to the City was estimated to be over \$13,000 for *Alternative 3A (1)*, over \$24,000 for *Alternative 3A (2)*, over \$22,000 for *Alternative 3B (1)* and almost \$78,000 for *Alternative 3C*.

✓ *Public School District Enrollment and Expenditures*

Public school district enrollment and expenditures were estimated to increase only marginally for *Alternatives 3A (2)* and *3C*. It is estimated that there would be no change in enrollment or expenditures as the result of proposed development for *Alternatives 3A (1)* or *3B (1)*.

✓ *Daily Traffic Trips*

Daily traffic trips for all alternatives in Focus Areas *3A* and *3B* were estimated to *decrease* from the estimated existing 316 daily traffic trips. Daily traffic trips *decreased* by about 53% for *Alternative 3A (1)*, by 85% for *Alternative 3A (2)*, and by 22% for *Alternative 3B (1)*.

Daily traffic trips for *Alternative 3C* were also estimated to *decrease* from the existing 690 daily traffic trips to 382 trips, a *decrease* of almost 45%.

✓ *Sewage Production, Water Consumption, and Solid Waste Production*

Sewage production, which was estimated at 709 gallons per day for the existing development in Focus Areas *3A* and *3B*, was estimated to *decrease* by 53% for *Alternative 3A (1)*, increase by 4% for *Alternative 3A (2)*, and *decrease* by 22% for *Alternative 3B (1)*. Sewage production for *Alternative 3C* was estimated to *decrease* slightly, from 8,487 gallons per day for the existing development, to 8,373 gallons per day, a *decrease* of about 1%.

Water consumption, which was estimated at 824 gallons per day for the existing development in Focus Areas *3A* and *3B*, was estimated to *decrease* by 53% for *Alternative 3A (1)*, increase by 37% for *Alternative 3A (2)*, and *decrease* by 22% for *Alternative 3B (1)*. Sewage production for *Alternative 3C* was estimated to increase slightly, from 12,676 gallons per day for the existing development to 12,882 gallons per day, an increase of about 1%.

Solid waste production, which was estimated at approximately 0.02 tons per day for the existing development in Focus Areas *3A* and *3B*, was estimated to increase by 86% for *Alternative 3A (1)*, increase by 2% for *Alternative 3A (2)*, and increase by 209% for *Alternative 3B (1)*. Solid waste production for *Alternative 3C* was estimated to *decrease* by 4%.



Focus Area 4: Pearl Road Commercial Shopping District, Pearl Road (Rochelle Boulevard to Maplewood Road)

Overview

The fourth focus area examined was the neighborhood shopping district located along the south side of Pearl Road, between Rochelle Boulevard and Maplewood Road (*Map 6-11*). This seven-block area included 27 buildings containing businesses that were primarily neighborhood retail establishments and small professional offices.

While the north side of Pearl Road closely mirrors the neighborhood retail and small professional office uses exhibited in the focus area across the street, only the south side of the street was examined in this chapter. It is important to note that new development activities that occur on the south side of Pearl Road will affect existing conditions on the north side of Pearl Road, and thus should be made in tandem, when possible.

Property Characteristics

Property Ownership

Exhibit 6-23 illustrates property ownership information for the parcels comprising Focus Area 4. The properties examined extend over seven blocks and, with only a few exceptions, are under separate ownership.

Acreage

The total acreage for Focus Area 4 encompassed 12.12 acres (528,038 square feet). The 27 buildings included in the area examined encompassed 160,921 square feet. It should be noted that acreage on a block-by-block basis was fairly limited, ranging from just over one acre to 2.18 acres per block, with the depth of many individual lots being fairly shallow.

Property Condition, Year Built, and Vacancy Status

The Cuyahoga County Auditor’s Office records list the condition of the buildings and the surrounding acreage in Focus Area 4 as average, meaning that the properties may have repair needs. It should be noted, however, that several parcels located within Focus Area 4 were, or are currently, used for automotive-related uses, including automotive repair, automotive sales, and service station-related uses. These sites are known to have underground storage tanks and/or are subject to reporting regulations that would require tank removal, soil contamination testing, and compliance should the businesses cease to operate. At the time of the original analysis, most of the buildings were occupied.

Exhibit 6-24. The Fay Homestead, 6607 Pearl Road, Parma Heights, Ohio



Source: Historic American Buildings Survey, Carl F. Waite, Photographer, April, 1934.

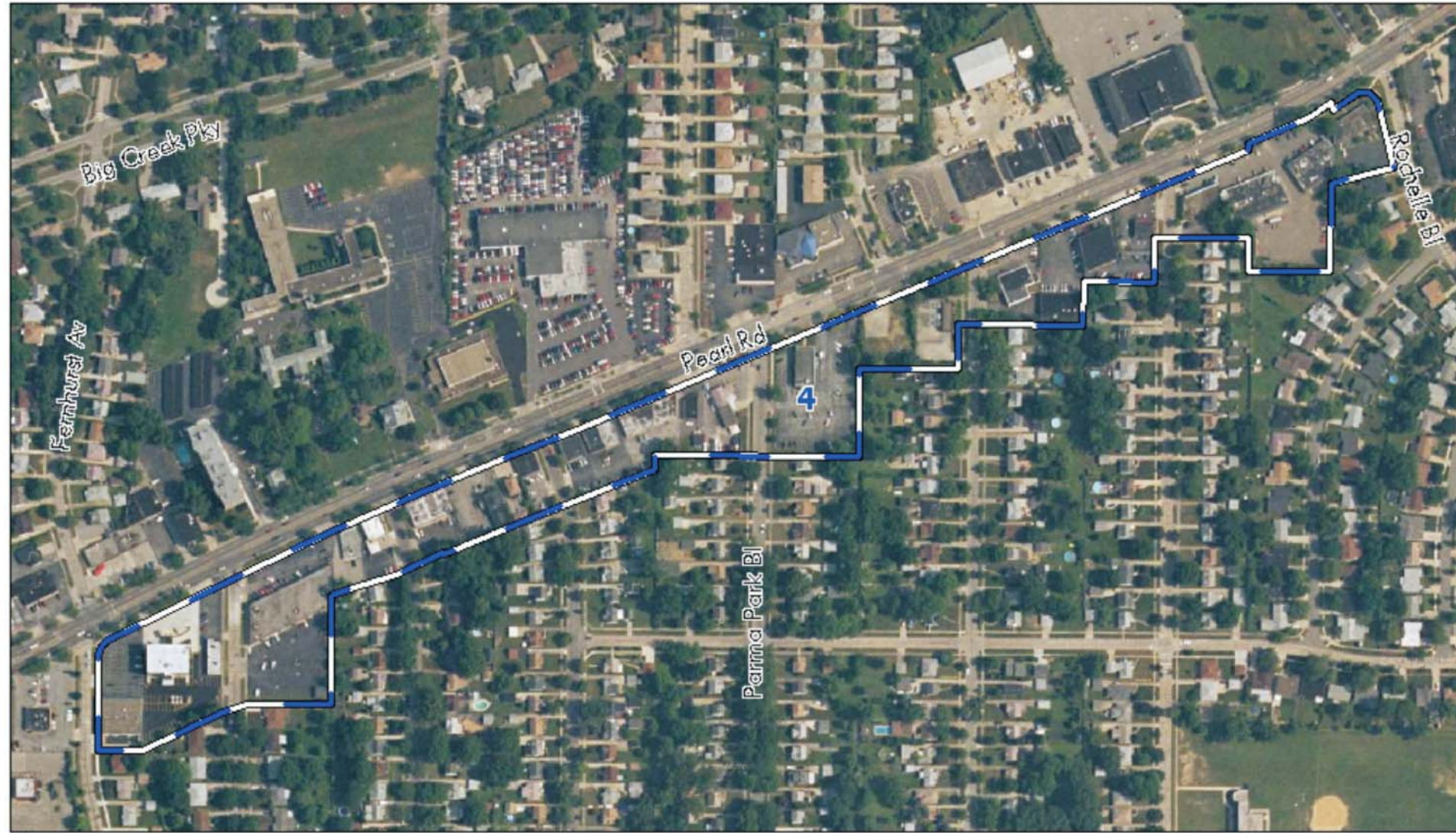
According to the Cuyahoga County Auditor’s Office records, almost 70% of the buildings located in Focus Area 4 were built in the 1950’s and 1960’s. Another 17% were built between the mid-1970’s and mid-1990’s, while approximately 12% were built in the late-1930’s to late-1940’s.

It should be noted that the Fay Homestead, which is one of the city’s most significant historic buildings, is located in Focus Area 4 (*Exhibit 6-24*). This Greek Revival residence was originally built by Robert W. Henry, a local builder, circa 1830. Later, the building housed the Parma Heights Town Hall, as well as several commercial establishments. The home is included in the Historic American Building Sur



This page intentionally left blank.

Map 6-11. Focus Area 4, Pearl Road Commercial Shopping District (Rochelle Boulevard to Maplewood Road)



Source: Airphoto USA, copyright 2002.





This page intentionally left blank.



Exhibit 6-23. Focus Area 4, Property Characteristics

Focus Area 4A: Rochelle Boulevard to Commonwealth Boulevard									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
472 22 006	Nobil, James H., Jr. et al 6489 Pearl Road	not available	0.29	12,748	4,100	\$56,114	\$204,086	\$260,200	
472 22 007	Roth, Sharon 6483 Pearl Road	02/08/91	1.14	49,549	18,648 11,480	\$218,000	\$1,239,514	\$1,457,514	
472 24 006	Precision Realty Company 6465 Pearl Road	not available	0.51	22,030	5,845	\$90,714	\$167,086	\$257,800	
TOTAL			1.94	84,327	40,073	\$364,828	\$1,610,686	\$1,975,514	
Focus Area 4B: Commonwealth Boulevard to Orchard Boulevard									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
472 22 001	Brazos Automotive Prop L P 6525 Pearl Road	10/08/98	0.48	20,960	4,266 1,326	\$184,714	\$163,200	\$347,914	
472 22 003	Columbo Enterprises, Inc. 6517 Pearl Road	not available	0.51	22,300	5,915	\$98,114	\$312,486	\$410,600	
472 22 004	State Properties Inc. 6507 Pearl Road	01/04/82	0.42	18,303	12,654	\$78,314	\$259,800	\$338,114	
472 22 005	Valvoline Instant Oil Change, Inc. 6505 Pearl Road	11/13/90	0.29	12,446	2,298	\$171,200	\$96,314	\$267,514	
TOTAL			1.70	74,009	26,459	\$532,342	\$831,800	\$1,364,142	
Focus Area 4C: Orchard Boulevard to Parma Park Boulevard									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
473 34 008	The First Federal Savings Bank 6555 Pearl Road	12/26/90	1.32	57,698	3,200	\$297,200	\$242,800	\$540,000	
473 34 010	Northeast Ohio Regional Sewer District Pearl Road	12/21/87	0.18	7,939	not applicable	\$34,514	\$0	\$34,514	
473 34 011	Cleveland Electric Illuminating Co. Pearl Road	not available	0.22	9,408	1,579	\$50,800	\$85,314	\$136,114	
473 34 012	Cleveland Electric Illuminating Co. Pearl Road	not available	0.24	10,307	not applicable	\$55,600	\$0	\$55,600	
473 34 013	Cleveland Electric Illuminating Co. Pearl Road	not available	0.22	9,408	not applicable	\$62,514	\$0	\$62,514	
TOTAL			2.18	94,760	4,779	\$500,628	\$328,114	\$828,742	
Focus Area 4D: Parma Park Boulevard to Greenleaf Avenue									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
473 34 001	Sleva, Mark J./Patricia A. 6591 Pearl Road	12/26/86	0.18	7,925	2,517	\$43,600	\$127,314	\$170,914	
473 34 002	Radefeld, Alfred H. Trust/Alfred H. Tr. 6585 Pearl Road	11/21/94	0.15	6,750	1,360	\$37,200	\$60,400	\$97,600	
473 34 003	Suppa, Louis J. 6581 Pearl Road	12/30/88	0.15	6,750	1,820	\$37,200	\$47,600	\$84,800	
473 34 004	Wild, William/Werner 6573 Pearl Road	08/15/90	0.43	18,675	6,500	\$102,714	\$184,286	\$287,000	
473 34 006	Fackelman, Martin J. 6571 Pearl Road	05/24/99	0.20	8,796	1,700	\$48,400	\$49,200	\$97,600	
473 34 007	Fiffick, Andrew R./Elissa O. 6565 Pearl Road	05/20/99	0.44	19,119	3,493	\$105,200	\$175,314	\$280,514	
TOTAL			1.55	68,015	17,390	\$374,314	\$644,114	\$1,018,428	

(continued)



Exhibit 6-23. Focus Area 4, Property Characteristics (continued)

Focus Area 4E: Greenleaf Avenue to Beresford Avenue									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
473 32 008	Lazukic, Vladimir Trs./Desanka Trs. 6615 Pearl Road	03/08/96	0.33	14,432	5,272	\$79,400	\$211,600	\$291,000	
473 32 010**	Rossi, Karen M. Pearl Road	03/13/97	0.17	7,500	not applicable	\$41,314	\$5,486	\$46,800	
473 32 011**	Rossi, Karen M. 6607 Pearl Road	03/13/97	0.24	10,500	1,170	\$57,800	\$85,800	\$143,600	
473 32 012	Barilaro, Gennaro/Georgine 6601 Pearl Road	09/01/83	0.17	7,500	2,386	\$40,914	\$78,600	\$119,514	
473 32 013	Cazan, James V. 6595 Pearl Road	04/23/96	0.16	6,921	2,376	\$38,114	\$171,886	\$210,000	
TOTAL			1.07	46,853	11,204	\$257,542	\$553,372	\$810,914	
Focus Area 4F: Beresford Avenue to Oakwood Road									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
473 32 004	Tvorik, Steven C. 6643 Pearl Road	05/27/87	1.48	64,588	18,712	\$484,400	\$615,600	\$1,100,000	
473 32 006	Kandel, Sally L., Trustee 6627 Pearl Road	10/07/93	0.22	9,385	2,600	\$51,600	\$80,800	\$132,400	
473 32 007	Carpenter, Jock W./Velma J. 6621 Pearl Road	04/13/84	0.22	9,712	3,960	\$52,000	\$137,000	\$189,000	
TOTAL			1.92	83,685	25,272	\$588,000	\$833,400	\$1,421,400	
Focus Area 4G: Oakwood Road to Maplewood Road									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
473 32 001	1031 T T Land Corporation 6659 Pearl Road	07/06/00	0.92	39,946	24,136	\$246,914	\$904,000	\$1,150,914	
473 32 002	Djuric, Joksim/Nada 6653 Pearl Road	not available	0.23	10,024	3,654	\$55,114	\$157,600	\$212,714	
473 25 027	T. S. Pearl Partners 6665 Pearl Road	12/31/87	0.61	26,419	7,954	\$261,600	\$638,314	\$899,914	
TOTAL			1.76	76,389	35,744	\$563,628	\$1,699,914	\$2,263,542	
Total Focus Area: Rochelle Boulevard to Maplewood Road									
Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value			
			Acreage	Square Footage	Square Footage	Land	Building	Total	
TOTAL			12.12	528,038	160,921	\$3,181,282	\$6,501,400	\$9,682,682	

* Reference parcels, where applicable, are listed in Appendix 6-A

** Tax delinquency was \$1,140.46 for parcel 473 32 010 and \$3,306.66 for parcel 473 32 011. Total tax delinquency for both parcels was \$4,447.12.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2000.



vey/Historic American Engineering Record (HABS/HAER) and is eligible for the National Register of Historic Places.

Estimated Market Value

At the time of the original analysis, the land was valued at almost \$3.2 million while the buildings were valued at over \$6.5 million. The Cuyahoga County Auditor's Office placed the total estimated market value at almost \$9.7 million. Estimated property values on a block-by-block basis were fairly high and ranged from about \$810,000 to almost \$2.3 million per block.

Land Use and Zoning

The land use and zoning for each parcel comprising Focus Area 4, as well as land uses and zoning for surrounding parcels, is illustrated on *Maps 6-12 and 6-13* and in *Exhibit 6-25*.

Traffic Volume and Intersection Counts

Between 1992 and 2000, the Cuyahoga County Engineer's Office undertook selected traffic volume and intersection counts for this portion of Pearl Road (*Appendix 4-A*). These traffic counts showed an approximate twenty-four hour count for:

- Pearl Road (Parma Park Boulevard to Stumph/York Roads) - 21,000 to 23,000 vehicles; and
- Pearl Road (Parma Park Boulevard to West 130th Street) - 21,000 to 24,000 vehicles.

The twenty-four hour intersection counts for this portion of Pearl Road are shown below. Intersections that are listed on the Cuyahoga County Engineer's Office roster of the 1,498 highest traffic volume intersections in Cuyahoga County are also given, along with the respective rank (*Appendix 6-B*).

- Pearl Road/West 130th Street intersection:
 - Almost 40,000 vehicles over a twenty-four hour period
 - Ranked as having the 126th highest traffic volumes countywide
- Pearl Road/Parma Park Boulevard intersection
 - Almost 22,000 vehicles over a twenty-four hour period
 - Was not included in the rankings

Development Alternatives

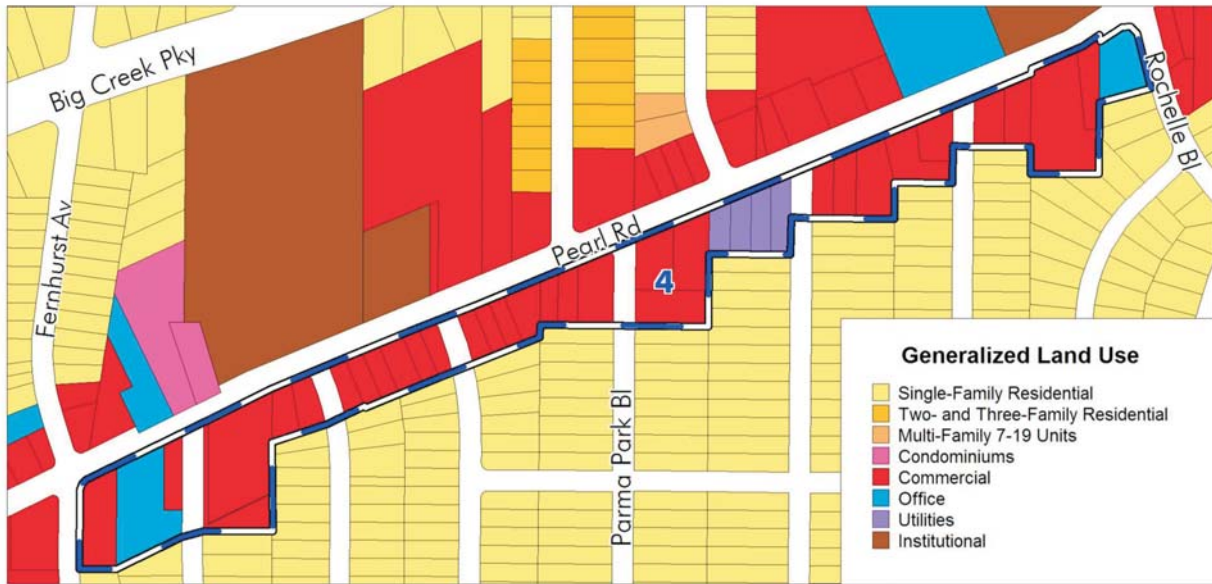
Existing Conditions/Development Objectives

Most of the establishments located in this neighborhood shopping district are primarily local retail stores, shopping plazas, and small, professional offices. The majority of the stores have been occupied by long-term businesses, many of whom have provided goods and services to the community for decades. The area offers high visibility, high traffic counts, is easily accessible by automobile, and is well-served by public transit. Additionally, the shopping district is within walking distance for many of the city's residents.

There has been, however, a growing concern regarding the physical appearance and viability of this portion of Pearl Road. Because most of the businesses in the district are located in buildings that differ significantly from each other in terms of year built, condition, architectural style, setback, parking availability, amount and size of signage, landscaping, buffers, and screening, the appearance of the district as a whole remains



Map 6-12. Focus Area 4, Land Use and Map 6-13, Focus Area 4, Zoning



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.



Exhibit 6-25. Focus Area 4, Land Use and Zoning

Focus Area				
4A: Rochelle Boulevard to Commonwealth Boulevard				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
472 22 006	Nobil, James H., Jr. et al	6489 Pearl Road	Commercial	Class "C" Commercial
472 22 007	Roth, Sharon	6483 Pearl Road	Commercial	Class "C" Commercial, Class "C1" Commercial Parking
472 24 006	Precision Realty Company	6465 Pearl Road	Office	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)	Zoning		
North	Office, Institutional	Class "A" Single-Family Residential, Class "C" Commercial		
East	Single-Family, Commercial	Class "A" Single-Family Residential, Class "C" Commercial		
South	Single-Family	Class "A" Single-Family Residential		
West	Single-Family, Commercial	Class "A" Single-Family Residential, Class "C" Commercial		
Focus Area				
4B: Commonwealth Boulevard to Orchard Boulevard				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
472 22 001	Brazos Automotive Prop L P	6525 Pearl Road	Commercial	Class "C" Commercial
472 22 003	Columbo Enterprises, Inc.	6517 Pearl Road	Commercial	Class "C" Commercial
472 22 004	State Properties Inc.	6507 Pearl Road	Commercial	Class "C" Commercial
472 22 005	Valvoline Instant Oil Change, Inc.	6505 Pearl Road	Commercial	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)	Zoning		
North	Single-Family, Commercial, Office, Institutional	Class "A" Single-Family Residential, Class "C" Commercial		
East	Single-Family, Commercial	Class "A" Single-Family Residential, Class "C" Commercial, Class "C1" Commercial Parking		
South	Single-Family	Class "A" Single-Family Residential		
West	Single-Family, Commercial, Utilities	Class "A" Single-Family Residential, Class "C" Commercial		
Focus Area				
4C: Orchard Boulevard to Parma Park Boulevard				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 34 008	The First Federal Savings Bank	6555 Pearl Road	Commercial	Class "C" Commercial, Class "C1" Commercial Parking
473 34 010	Northeast Ohio Regional Sewer District	Pearl Road	Utilities	Class "C" Commercial
473 34 011	Cleveland Electric Illuminating Co	Pearl Road	Utilities	Class "C" Commercial
473 34 012	Cleveland Electric Illuminating Co	Pearl Road	Utilities	Class "C" Commercial
473 34 013	Cleveland Electric Illuminating Co	Pearl Road	Utilities	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)	Zoning		
North	Single-Family, Two- and Three-Family, Multi-Family (17-19 units), Commercial, Vacant Land	Class "A" Single-Family Residential, Class "A1" Two-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial		
East	Single-Family, Commercial	Class "A" Single-Family Residential, Class "C" Commercial		
South	Single-Family	Class "A" Single-Family Residential		
West	Single-Family, Commercial	Class "A" Single-Family Residential, Class "C" Commercial		
Focus Area				
4D: Parma Park Boulevard to Greenleaf Avenue				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 34 001	Sleva, Mark J./Patricia A.	6591 Pearl Road	Commercial	Class "C" Commercial
473 34 002	Radefeld, Alfred H. Trust/Alfred H. Tr.	6585 Pearl Road	Commercial	Class "C" Commercial
473 34 003	Suppa, Louis J.	6581 Pearl Road	Commercial	Class "C" Commercial
473 34 004	Wild, William/Werner	6573 Pearl Road	Commercial	Class "C" Commercial
473 34 006	Fackelman, Martin J.	6571 Pearl Road	Commercial	Class "C" Commercial
473 34 007	Fiffick, Andrew R./Elissa O.	6565 Pearl Road	Commercial	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)	Zoning		
North	Single-Family, Two- and Three-Family, Multi-Family (7-19 units), Commercial, Institutional	Class "A" Single-Family Residential, Class "A1" Two-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial		
East	Single-Family, Commercial, Utilities	Class "A" Single-Family Residential, Class "C" Commercial, Class "C1" Commercial Parking		
South	Single-Family	Class "A" Single-Family Residential		
West	Single-Family, Commercial	Class "A" Single-Family Residential, Class "C" Commercial		

(continued)



Exhibit 6-25. Focus Area 4, Land Use and Zoning (continued)

Focus Area				
4E: Greenleaf Avenue to Beresford Avenue				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 32 008	Lazukic, Vladimir Trs./Desanka Trs.	6615 Pearl Road	Commercial	Class "C" Commercial
473 32 010	Rossi, Karen M.	Pearl Road	Commercial	Class "C" Commercial
473 32 011	Rossi, Karen M.	6607 Pearl Road	Commercial	Class "C" Commercial
473 32 012	Barilaro, Gennaro/Georgine	6601 Pearl Road	Commercial	Class "C" Commercial
473 32 013	Cazan, James V.	6595 Pearl Road	Commercial	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Two- and Three-Family, Commercial, Institutional		Class "A" Single-Family Residential, Class "C" Commercial	
East	Single-Family, Commercial		Class "A" Single-Family Residential, Class "C" Commercial	
South	Single-Family		Class "A" Single-Family Residential	
West	Single-Family, Commercial		Class "A" Single-Family Residential, Class "C" Commercial, Class "C1" Commercial Parking	
Focus Area				
4F: Beresford Avenue to Oakwood Road				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 32 004	Tvorik, Steven C.	6643 Pearl Road	Commercial	Class "C" Commercial, Class "C1" Commercial Parking
473 32 006	Kandel, Sally L., Trustee	6627 Pearl Road	Commercial	Class "C" Commercial
473 32 007	Carpenter, Jock W./Velma J.	6621 Pearl Road	Commercial	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Condominiums, Office, Institutional		Class "A" Single-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise	
East	Single-Family, Commercial		Class "A" Single-Family Residential, Class "C" Commercial	
South	Single-Family		Class "A" Single-Family Residential	
West	Single-Family, Commercial, Office		Class "A" Single-Family Residential, Class "C" Commercial	
Focus Area				
4G: Oakwood Road to Maplewood Road				
Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 32 001	1031 T T Land Corporation	6659 Pearl Road	Office	Class "C" Commercial
473 32 002	Djuric, Joksim/Nada	6653 Pearl Road	Commercial	Class "C" Commercial
473 25 027	T. S. Pearl Partners	6665 Pearl Road	Commercial	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Single-Family, Condominiums, Commercial, Office		Class "A" Single-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise	
East	Single-Family, Commercial		Class "A" Single-Family Residential, Class "C" Commercial, Class "C1" Commercial Parking	
South	Single-Family		Class "A" Single-Family Residential	
West	Commercial		Class "C" Commercial	

* Reference parcels, where applicable, are listed in Appendix 6-A.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.



somewhat dated and disjointed. Additional issues regarding the need for streetscape improvements and the resolution of parking and traffic circulation issues were also concerns.

As a way to maximize the potential of the area, the Master Plan Task Force initially examined the possibility of redeveloping all or part of the area for residential townhouses. This concept was discarded for two reasons. The first consideration revolved around the future of the many small businesses located along this portion of the Pearl Road corridor and the desire to see them remain in the community. The second factor was that the high cost associated with land acquisition, demolition, site preparation, and in some cases, possible environmental remediation, made the concept financially unfeasible. Utilizing the premise that land costs should be approximately 15% of the total price of a new home, per unit costs were projected to range from \$800,000 to over \$1 million. These figures far exceeded what the Parma Heights housing market would support.

Therefore, the Task Force decided to explore ways to enhance the existing commercial shopping district through the use of facade, parking lot, signage, and landscaping improvements, upgrade the appearance of rear entrances, where applicable, and undertake limited construction of new retail development. Additional items discussed included ways to improve parking/traffic circulation patterns, instituting streetscape improvements, installation of street furniture, and joint merchandising efforts. It was also thought that enhancement of the existing businesses on the north side of Pearl Road should be undertaken as a second phase of the project.

As part of a larger outreach effort to merchants, the City, in tandem with the business association, should assist merchants by providing information on the availability of improvement programs, such as the *Storefront Renovation Program* through the Cuyahoga County Department of Development; design assistance that may be available through Kent State University's Urban Design Center; and advice on topics such as advertising, marketing, and merchandising.

Focus Area 4A

The businesses located in Focus Area 4A included a realty office and two small strip shopping plazas. Property was under the control of three separate property owners. Total acreage was 1.94 acres and total useable building square footage was over 40,000 square feet. At the time of the original analysis, the Cuyahoga County Auditor's Office placed the total estimated market value of the properties at over \$1.6 million.

The site could be enhanced through the use of facade, parking lot, signage, and landscaping improvements. Fencing and landscaping should be added at the rear property line to screen the residents from the commercial uses.

Focus Area 4B

The businesses located in Focus Area 4B included two automobile repair-related businesses, as well as two small multi-storefront commercial buildings, one with offices on the second floor. Property was under the control of four separate property owners. Total acreage was 1.7 acres and total useable building square footage was over 26,000 square feet. At the time of the original analysis, the Cuyahoga County Auditor's Office placed the total estimated market value of the properties at almost \$1.4 million.

The site could be enhanced through the use of facade, parking lot, signage, and landscaping improvements, as well as pedestrian amenities. Fencing and landscaping should be added at the rear property line to screen residents from the commercial uses. Discussions should be undertaken regarding the concept of combining commercial driveways, eliminating excess curb cuts, and sharing parking between businesses as a way to in-



crease safety and improve traffic circulation. The possibility of adding limited new retail development to better utilize the site could also be explored.

Focus Area 4C

All but one of the properties located in Focus Area 4C were owned by two utility companies, and thus, would not be available for redevelopment. The remaining property, which was located on a 1.3 acre site, was a 3,200 square foot branch office of Charter One Bank. At the time of the original analysis, the Cuyahoga County Auditor’s Office placed the total estimated market value of the properties at over \$800,000.

While the bank building and surrounding grounds are attractive and well-kept, because of the size of the site, it may be possible to redesign the existing parking lot, relocate the ATM machines to the rear, and add limited new retail development along Pearl Road to maximize the use of the site. Additional landscaping improvements and pedestrian amenities could also be added. Fencing and landscaping should be added at the rear property line to screen residents from the commercial uses.

Focus Area 4D

The businesses located in Focus Area 4D included an automobile repair-related business, three small retail buildings, and two small multi-storefront commercial buildings. Property was under the control of six separate property owners. Total acreage was 1.55 acres and total useable building square footage was over 17,000 square feet. At the time of the original analysis, the Cuyahoga County Auditor’s Office placed the total estimated market value of the properties at over \$1 million.



The site could be enhanced through the use of facade, parking lot, signage, and landscaping improvements, as well as pedestrian amenities. Improvements to rear entrances, such as awnings, decorative lighting, benches, and landscaping should also be encouraged (*Exhibit 6-26*). Parking identification signage should be installed and discussions should be undertaken regarding the concept of combining commercial driveways, eliminating excess curb cuts, and shared parking between businesses to increase safety and improve traffic circulation (*Exhibit 6-27*). Fencing and landscaping should be added at the rear property line to screen residents from the commercial uses.

Focus Area 4E

The businesses located in Focus Area 4E included two hair salons/hair product supply establishments, one of which occupied the Fay Homestead. Other businesses included a tailor’s shop and a small multi-storefront building containing retail and office uses. Two of the five parcels were owned by one property owner, while the remaining parcels were under separate control. Total acreage was 1.07 acres and total useable building square footage was over 11,000 square feet. At the time of the original analysis, the Cuyahoga County Auditor’s Office placed the total estimated market value of the properties at over \$800,000.





The site could be enhanced through the use of facade, parking lot, signage, and landscaping improvements, as well as pedestrian amenities. To ensure that the Fay Homestead is preserved, the City should consider working with the property owner and the Cleveland Restoration Society to explore the feasibility of using historic preservation tax credits and preservation easements as financing mechanisms to restore the building. Owners of the one story multiple storefront buildings should consider improvements to the rear entrances of their establishments that would include awnings, decorative lighting, benches and landscaping. Parking identification signage should also be installed. Fencing and landscaping should be added at the rear property line to screen residents from the commercial uses.

Focus Area 4F

The businesses located in Focus Area 4F included a small neighborhood shopping plaza and two small commercial buildings. Property was under the control of three separate property owners. Total acreage was 1.92 acres and total useable building square footage was over 25,000 square feet. At the time of the original analysis, the Cuyahoga County Auditor's Office placed the total estimated market value of the properties at over \$1.4 million.

The two commercial buildings could be enhanced through the use of facade, parking lot, signage, and landscaping improvements. While the shopping plaza was attractive and well-kept, signage improvements, as well as improvements to any rear entrances, such as awnings, decorative lighting, benches, and landscaping should also be encouraged. Fencing and landscaping should be added at the rear property line to screen residents from the commercial uses.

Focus Area 4G

The businesses located in Focus Area 4G included a small commercial building, a multi-story office building with retail and professional offices on the first floor, and a small multi-storefront commercial building. Property was under the control of three separate property owners. Total acreage was 1.76 acres and total useable building square footage was almost 36,000 square feet. At the time of the original analysis, the Cuyahoga County Auditor's Office placed the total estimated market value of the properties at almost \$2.3 million.

The two commercial buildings could be enhanced through the use of facade, parking lot, signage, and landscaping improvements. While the multi-story office building was attractive and well-kept, signage improvements, as well as improvements to rear entrances, such as awnings, decorative lighting, benches, and landscaping should also be encouraged. Fencing and landscaping should be added at the rear property line to screen residents from the commercial and office uses.

Compatibility with Surrounding Land Uses

Enhancement of the existing businesses along this section of Pearl Road would complement the existing residential, commercial, and office uses in the area.

Development Impacts

A fiscal impact analysis was not undertaken for Focus Area 4. It was anticipated, however, that the enhancement of existing businesses on Pearl Road would:

- ✓ Improve the physical appearance of the commercial shopping district;
- ✓ Promote safer, more efficient traffic circulation on Pearl Road and within parking lots; and
- ✓ Provide economies of scale to businesses for joint marketing, advertising, and sales events;



Focus Area 5: Greenbrier Center Shopping Plaza, 6277 Pearl Road

Overview

The fifth focus area examined was Greenbrier Center Shopping Plaza, located adjacent to Parma Heights Town Hall and across the street from the Pearl Road Shopping Plaza, Yorktown Towers Apartment Building, Greenbrier Commons, and the Parma Heights Branch of the Cuyahoga County Public Library (**Map 6-14**). The site offers high visibility and high traffic counts. It is on an RTA bus line, with a bus stop located in front of the shopping plaza, and is within walking distance of a large number of residences.

Property Characteristics

Property Ownership

Exhibit 6-28 illustrates property ownership information for the area comprising Focus Area 5. As shown, the area examined was under the ownership of Ag & G Company Ltd.

Acreage

The total acreage for Focus Area 5 encompassed 2.90 acres (126,198 square feet). Total usable building square footage was 37,235 square feet.

Property Condition, Year Built, and Vacancy Status

The Greenbrier Center Shopping Plaza, which was built in 1956, encompassed two buildings and a total of 18 storefronts. The center was in need of some interior and exterior repair and renovation; all signage associated with the center was in need of replacement and updating; and the parking lot and surrounding driveways were in need of renovation.

The shopping strip itself, which includes over 37,000 square feet of space, was approximately 22% vacant as of January, 2000. Since that time, some of the space has been leased.

Estimated Market Value

At the time of the original analysis, the land was valued at almost \$417,000 while the buildings were valued at almost \$975,000. The Cuyahoga County Auditor's Office placed the total estimated market value at almost \$1.4 million.

Land Use and Zoning

The land use and zoning for each parcel comprising Focus Area 5, as well as land uses and zoning for surrounding parcels, is illustrated on **Maps 6-15 and 6-16** and in **Exhibit 6-29**.

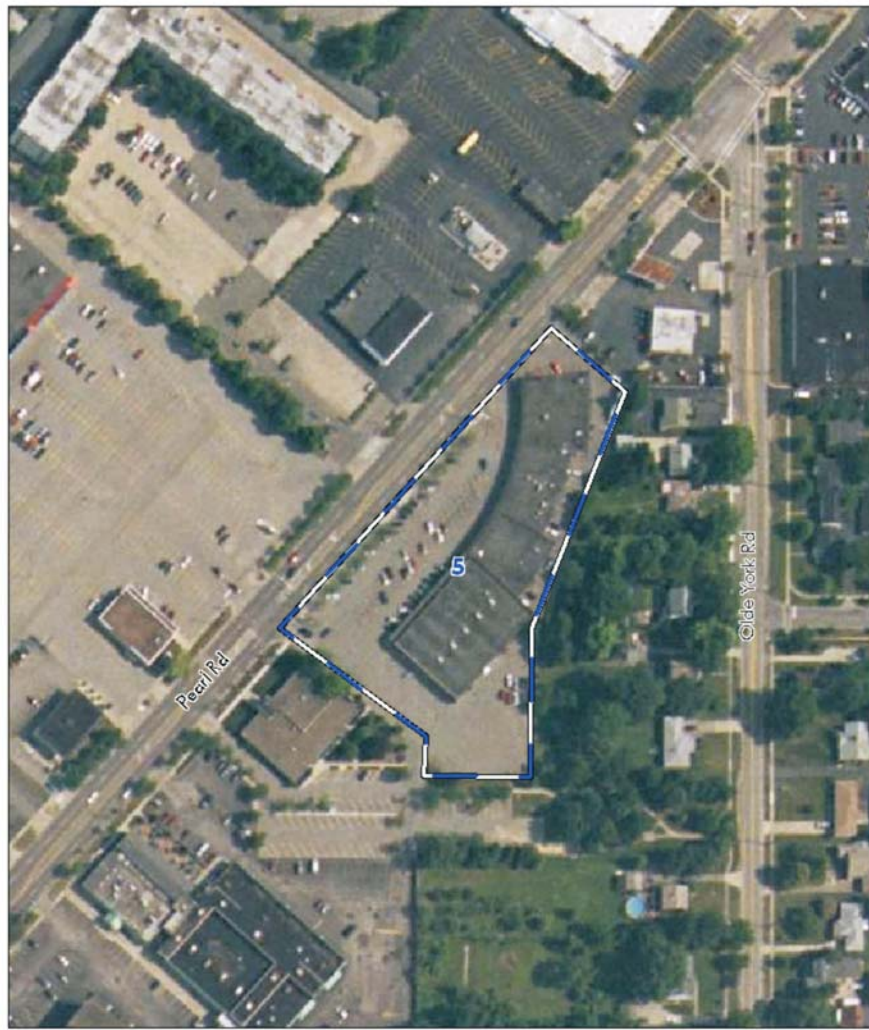
Traffic Volume and Intersection Counts

Between 1989 and 1999, the Cuyahoga County Engineer's Office undertook selected traffic volume and intersection counts for this portion of Pearl, Olde York, Stumph, and York Roads (**Appendix 4-A**). These traffic counts showed an approximate twenty-four hour count for:

- Pearl Road (Olde York Road to Stumph/York Roads) - 20,000 to 21,000 vehicles;
- Pearl Road (Olde York Road to Snow Road) - 19,000 to 23,000 vehicles;
- Olde York Road (Manorford Drive to Pearl Road) - 4,000 to 5,000 vehicles;



Map 6-14. Focus Area 5, Greenbrier Center Shopping Plaza, 6277 Pearl Road



Source: Airphoto USA, copyright, 2002.



Exhibit 6-28. Focus Area 5, Property Characteristics

Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value		
			Acreage	Square Footage	Square Footage	Land	Building	Total
472 28 008	Ag & G Company Ltd. 6277 Pearl Road	12/30/96	2.90	126,198	37,235	\$416,514	\$974,686	\$1,391,200
TOTAL			2.90	126,198	37,235	\$416,514	\$974,686	\$1,391,200

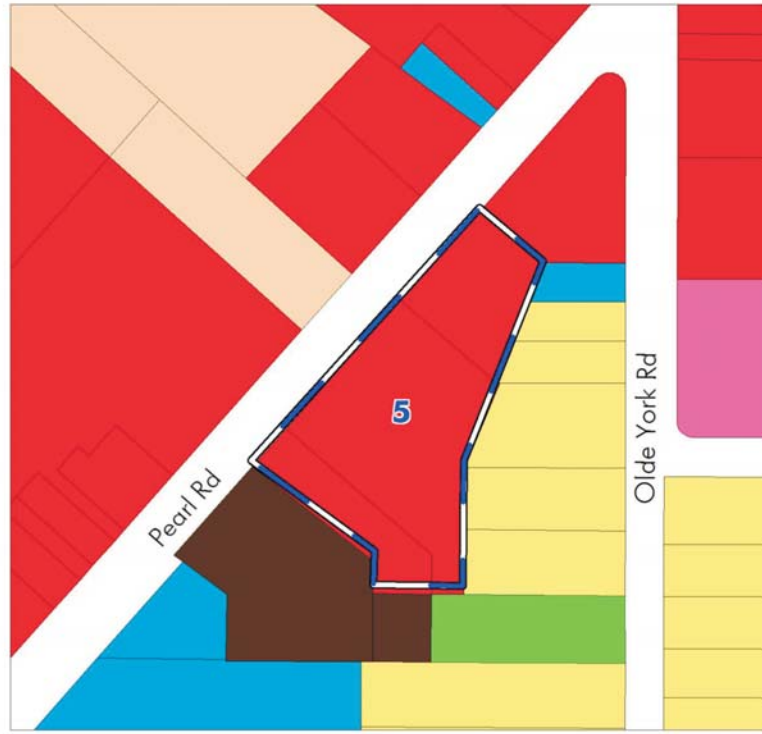
* Reference parcels, where applicable, are listed in Appendix 6-A.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2000.

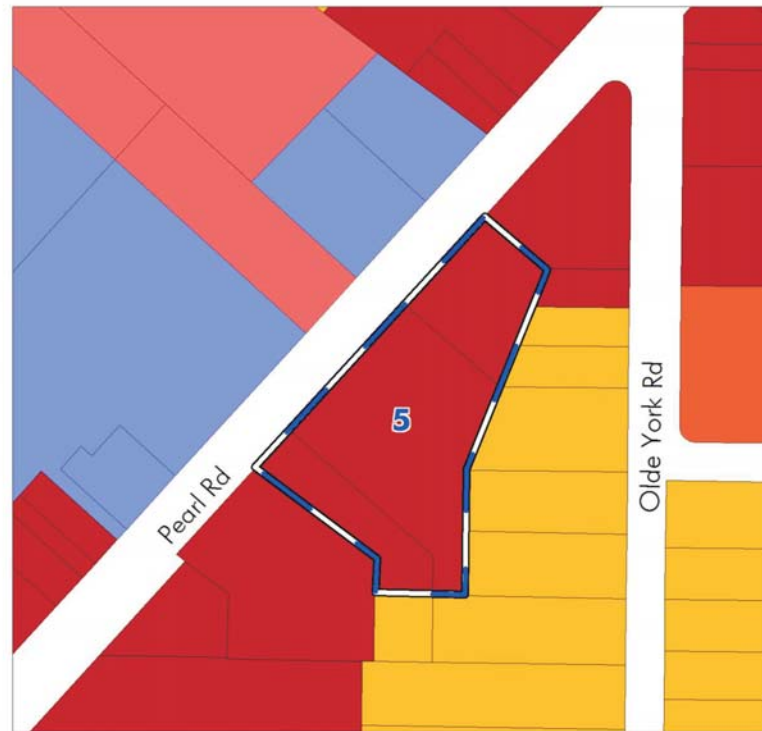


Map 6-15. Focus Area 5, Land Use and Map 6-16, Focus Area 5, Zoning

- Generalized Land Use**
- Single-Family Residential
 - Multi-Family 20 or More Units
 - Condominiums
 - Commercial
 - Office
 - Institutional
 - Governmental
 - Parma Heights Parks



- Zoning**
- Class "A" Single Family Residential
 - Class "B" Multi-Family Residential
 - Class "C" Commercial
 - Class "HB" Multi-Family High Rise
 - Development Districts



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.



Exhibit 6-29. Focus Area 5, Land Use and Zoning

Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
472 28 008	Ag & G Company Ltd.	6277 Pearl Road	Commercial	Class "C" Commercial
Surrounding Properties				
Direction	Land Use(s)		Zoning	
North	Multi-Family (20 or more units), Commercial, Institutional, Governmental, Office, Parma Heights Parks		Class "A" Single-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise, Development Districts	
East	Single-Family, Condominiums, Commercial, Office		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial	
South	Single-Family, Commercial, Office, Governmental, Parma Heights Parks		Class "A" Single-Family Residential, Class "C" Commercial, Development Districts	
West	Single-Family, Multi-Family (20 or more units), Commercial		Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise, Development Districts	

* Reference parcels, where applicable, are listed in Appendix 6-A

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.

- Stumph Road (Big Creek Parkway to Pearl Road) - 21,000 to 23,000 vehicles; and
- York Road (Pearl Road to Olde York Road) - 23,000 to 27,000 vehicles.

The twenty-four hour intersection counts for this portion of Pearl, Olde York, Stumph, and York Roads are shown below. Intersections that are listed on the Cuyahoga County Engineer's Office roster of the 1,498 highest traffic volume intersections in Cuyahoga County are also given, along with the respective rank (*Appendix 6-B*).

- Pearl/Stumph/York Road intersection:
 - Almost 45,000 vehicles over a twenty-four hour period
 - Ranked as having the 68th highest traffic volumes countywide
- Pearl/Snow Road intersection:
 - Over 39,000 vehicles over a twenty-four hour period
 - Ranked as having the 128th highest traffic volumes countywide
- York/Olde York Road intersection:
 - Over 33,000 vehicles over a twenty-four hour period
 - Ranked as having the 215th highest traffic volumes countywide
- Pearl/Olde York Road intersection:
 - Almost 23,000 vehicles over a twenty-four hour period
 - Ranked as having the 547th highest traffic volumes countywide
- Olde York Road/Manorford Drive intersection:
 - Almost 5,000 vehicles over a twenty-four hour period
 - Experienced too little traffic to be ranked



Development Alternatives

Existing Conditions/Development Objectives

The Greenbrier Center Shopping Plaza, which has a more local retail customer base, is situated in the center of the Parma Heights shopping district. The shopping district, which is located along Pearl Road from Old York Road to Stumph and York Roads, exhibits a concentration of retail, banking, and office uses, and is the location of Parma Heights Town Hall and associated governmental offices, Greenbrier Commons, and the Parma Heights Branch of the Cuyahoga County Library. The site offers high visibility and high traffic counts. It is on an RTA bus line, with a bus stop located in front of the shopping plaza, and is within walking distance of a large number of residences.

While the Greenbrier Center Shopping Plaza was in need of rehabilitation, there was a desire to see the individual businesses, many of whom have provided goods and services to residents for decades, remain in the community. In addition to repair needs, the physical appearance of the shopping plaza was considered dated in comparison to newer shopping centers. Therefore, the Master Plan Task Force examined ways to enhance the appearance of the plaza and improve the functionality of the surrounding parking lot through the use of facade, signage, landscaping, and infrastructure improvements.

Alternative 5A: Rehabilitation of the Existing Shopping Plaza

At the time of the original analysis, the Greenbrier Center Shopping Plaza encompassed two buildings and contained a total of 18 storefronts, four of which were vacant. The parking lot, located primarily in front and to the south side of the shopping plaza, contained approximately 189 parking spaces. Access was from Pearl Road, with one of the three entrances/exits to the shopping plaza located at a traffic light.

The concept for *Alternative 5A* envisioned the complete renovation of the shopping plaza (**Exhibit 6-30**). A significant visual impact could be accomplished through the use of well-designed facade improvements, compatible signage, parking lot improvements, additional landscaping, better lighting, and screening. Merchants should be encouraged to consider interior renovations as well.

The existing building facades should be unified with a common wall treatment, such as paint, and new windows, doors, and frames should be installed (**Exhibit 6-31**). Architectural details should be added to areas such as the roof line, to create a cornice, and between the windows, to visually separate storefronts from each other. The existing flat canopy that runs the entire length of the plaza should be removed and replaced with separate matching fabric *non-illuminated* awnings. The new awnings should be placed only over the doors and windows. All building signage should be uniform in size, style, and color, and should be placed either on the awnings, or directly above the awnings, of each storefront. Flower boxes should be added adjacent to stores to brighten the spaces with color.

The sign on the northeast wall and all existing pole signs should be removed and a well designed, landscaped, two-sided ground sign, displaying the name of the shopping plaza, should be installed (**Exhibit 6-32**). Directional signage at the entrances and exits should be installed for safety. The quality and quantity of lighting should be improved throughout the site, provided adjacent residential areas can be shielded from the additional light. New landscaping should be added for year-round color and interest throughout the plaza and existing trees should be trimmed/thinned to provide storefront visibility, where needed.

Improvements to the parking lot should include repair/resurfacing of the parking lot and driveway aprons, improved lighting, installation of wheel stops or curbs, where needed, and restriping of the parking spaces. The installation of catch basins should be undertaken throughout the parking lot to control storm runoff. The

Exhibit 6-30. Greenbrier Center, Renovation Recommendations

- 1 Remove the four existing pole signs.
- 2 Replace existing Greenbrier Center Shopping Plaza pole sign with a ground mounted sign; landscape with low evergreens.
- 3 Replace wall sign with one that matches the color and design of the new plaza signs.
- 4 Install directional signage at entrances and exits.
- 5 Install decorative lighting for safety and accent purposes. Move lighting bases to the intersection of four parking spaces.
- 6 Work with the Greater Cleveland Regional Transit Authority to install a bus shelter / concrete pad for benches at the main entrance to the shopping plaza.
- 7 Reconfigure planting areas. Create approximately four to five landscape islands. Install curbs as a barrier around the area, fill with soil, plant trees having a vase-shaped habit and landscape with low evergreens, drought-tolerant perennials, and bulbs.
- 8 Install wheel stops where needed.
- 9 Install decorative solid fencing.
- 10 Install enclosures around dumpsters.
- 11 Install a sidewalk connector to provide a safe and convenient path for pedestrians.
- 12 Eliminate the six existing parking spaces. Replace with landscape area. Install a curb. As a barrier, fill with soil, and landscape with several small flowering trees, low evergreens, flowering bushes, drought-tolerant perennials, and bulbs.
- 13 Restore the sidewalk for pedestrian safety and convenience.



Source: Cuyahoga County Planning Commission, 2000.

Exhibit 6-31. Greenbrier Center, Existing Conditions and Proposed Storefront Improvements



Existing:

Lack of design continuity.

Architecture outdated.

Lack of direction to store entrances.

Signage - size and style do not connect to building and each other.

No landscaping to assist in defining space.



Proposed:

Restore facade with brick to complement with adjacent building styles.

Paint neutral color to coordinate both buildings.

Accent store entrances.

Add seasonal flower boxes.

Add awnings to develop continuity and attractiveness.

Develop signage that is cohesive with building and similar in size and style.

Add cornice to define building and develop architectural elements.

Source: Cuyahoga County Planning Commission, 2000.



Exhibit 6-32. Greenbrier Center, Existing Conditions and Proposed Signage Improvements



Existing

Pole sign is unattractive and outdated.

Existing trees block visibility of storefronts.

Lack of definition between parking and streetscape areas.

Lack of architectural continuity for signage and streetscape.



Proposed:

Install ground sign with architectural elements that complement building.

Remove existing street trees and replant in different configuration to increase visibility of storefront.

Install low foundation plantings to accent sign and entrance area.

Install bus shelter or benches.

Install curbing and landscaping to define parking areas and streetscaping.

Use landscaping and architectural elements such as lighting and curbing to connect streetscape to corridor.

Source: Cuyahoga County Planning Commission, 2000.



sewer manhole cover, located near the northernmost driveway, should be repaired or replaced due to safety considerations. Parking spaces should be eliminated in the areas noted and replaced with landscaping and/or new sidewalks, again, due to safety considerations. A pedestrian connector from Yorktown Green Park and Parma Heights Town Hall should be created to encourage pedestrian access.

Consideration should also be given to the area behind the shopping plaza. Opaque decorative vinyl fencing should be installed across the eastern property line to screen views of the shopping plaza from residents. As an additional consideration, all dumpsters should be completely enclosed, preferably with brick walls and opaque vinyl or wood gates.

Compatibility with Surrounding Land Uses

Enhancement of the existing shopping plaza would complement the existing residential, commercial, and institutional uses in the area; improve the appearance and functionality of the plaza and the adjoining parking lot; create a more pedestrian-friendly atmosphere through the addition of pedestrian connectors, landscaping, and benches; and strengthen the marketability of the entire shopping district.

Development Impacts

A fiscal impact analysis was not undertaken for Focus Area 5. It was anticipated, however, that the enhancement of the existing shopping plaza on Pearl Road would:

- ✓ Improve the physical appearance of the shopping plaza;
- ✓ Promote safer, more efficient traffic circulation on Pearl Road and within the surface parking lots;
- ✓ Provide economies of scale to businesses in the shopping plaza in regard to joint marketing, advertising, and sales events;
- ✓ Help strengthen the marketability of the shopping district; and
- ✓ Stimulate adjacent businesses to undertake additional physical improvements to their buildings.



Focus Area 6: Southeast Corner of Pearl Road and West 130th Street

Overview

The sixth and final focus area examined is located at the southeast corner of Pearl Road and West 130th Street (*Map 6-17*). The site, which is on the border of Parma Heights and Middleburg Heights, is directly across the street from Southland Shopping Center.

Focus Area 6 included the nine commercial buildings and the surrounding parking lots fronting on Pearl Road, as well as four commercial buildings, two office buildings, and one residential building fronting on West 130th Street. The large parcel of vacant land, located behind the shopping plaza and adjacent to Maplewood Road, was also examined.

Property Characteristics

Property Ownership

Exhibit 6-33 illustrates property ownership information for the parcels comprising Focus Area 6. While the area examined was under the ownership of eleven different landowners in 1999, the majority of the commercial acreage was owned by J A M Associates. The vacant land was owned by David S. Brown.

Acreage

The total acreage for Focus Area 6 encompassed 27.33 acres (1,190,242 square feet). Total usable building square footage was over 160,000 square feet.

Property Condition, Year Built, and Vacancy Status

The condition of the buildings and the surrounding acreage in the focus area varied. According to the Cuyahoga County Auditor's Office records, the shopping plaza buildings, which were built in 1962 and formerly contained Tops Supermarket, Fifth Third Bank, and Ohio Skate, were listed as being in average condition. The remaining buildings on the parcel were the Muffler Repair Shop, built about 1970, and Arby's Roast Beef Sandwich Restaurant, built about 1980. Both buildings were listed as being in good condition. Honey Hut Ice Cream Shoppe, located on the western portion of the property, was built about 1986. This building also appeared to be in good condition, although a condition rating was not listed in the records. The adjacent buildings fronting on Pearl Road and West 130th Street, most of which were built in the 1950's and 1960's, were listed as being in average to very good condition.

It should be noted that several parcels located within Focus Area 6 were, or continue to be, used for automotive-related uses, including automotive repair and service station-related uses. These sites are known to have underground storage tanks and/or are subject to reporting regulations that would require tank removal, soil contamination testing, and compliance should the businesses cease to operate.

As of February, 2000, the shopping plaza buildings were completely vacant. Prior to this date Tops Supermarket relocated to North Royalton and Fifth Third Bank moved to a building on West 130th Street in Parma Heights. Ohio Skate had vacated their portion of the building several years before Tops and Fifth Third Bank relocated. The remaining buildings in the focus area were occupied.

Estimated Market Value

At the time of the original analysis, the land in the focus area was valued at over \$3.1 million while the buildings were valued at approximately \$4.3 million. The Cuyahoga County Auditor's Office placed the total estimated market value at almost \$7.4 million.



Map 6-17. Focus Area 6, Southeast Corner of Pearl Road and West 130th Street



Source: Airphoto USA, copyright 2002.





Exhibit 6-33. Focus Area 6, Property Characteristics

Parcel Number	Property Owner/Site Address	Date of Transfer	Parcel		Building(s)	Estimated Market Value		
			Acreage	Square Footage	Square Footage	Land	Building	Total
473 23 003	Callas Building Company 6965 West 130th Street	not available	0.70	30,480	1,055	\$26,600	\$63,000	\$89,600
473 24 001	Ault Investments, Ltd. 6797 West 130th Street	09/17/98	0.70	30,494	5,820	\$134,200	\$244,114	\$378,314
473 24 002	Strongsville Savings and Loan 6809 West 130th Street	02/02/84	0.70	30,494	2,997	\$188,514	\$182,286	\$370,800
473 24 014	Brown, David S. Maplewood Road	12/14/87	8.80	383,328	not applicable	\$205,114	\$0	\$205,114
473 25 001	Kane Management, Inc., An Ohio Corporation 6731 Pearl Road	06/01/90	0.34	14,625	1,964	\$79,714	\$115,486	\$195,200
473 25 002	Pearl-Coven Company, Ltd. 6709 Pearl Road	11/23/83	1.00	43,395	11,990	\$191,000	\$157,000	\$348,000
473 25 004	Lisco, Lynn/lise 6785 West 130th Street	11/19/98	0.70	30,494	9,024	\$125,000	\$325,000	\$450,000
473 25 005	Kane Management, Inc., An Ohio Corporation 6719 Pearl Road	06/17/87	1.00	43,560	5,432	\$204,600	\$107,000	\$311,600
473 25 006	West 130th Plaza Company 6765 West 130th Street	not available	0.70	30,494	5,934 1,200	\$134,200	\$238,600	\$372,800
473 25 007	Car Wash Inc./Jerry Kuhns Kwik 6761 West 130th Street	not available	1.00	43,560	7,036	\$136,800	\$193,200	\$330,000
473 25 008	J A M Associates 6677 Pearl Road	10/30/98	11.21	488,264	73,695 ** 28,611 3,690 2,679 1,720	\$1,342,800	\$2,534,200	\$3,877,000
473 25 028	Emro Marketing Company 6731 Pearl Road	08/30/83	0.48	21,054	800	\$347,400	\$92,171	\$439,571
TOTAL			27.33	1,190,242	163,647	\$3,115,942	\$4,252,057	\$7,367,999

* Reference parcels, where applicable, are listed in Appendix 6-A.

** Building square footage was measured from aerial photographs.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2000.

Land Use and Zoning

The land use and zoning for each parcel comprising Focus Area 6, as well as land uses and zoning for surrounding parcels, is illustrated on *Maps 6-18 and 6-19* and in *Exhibit 6-34*.

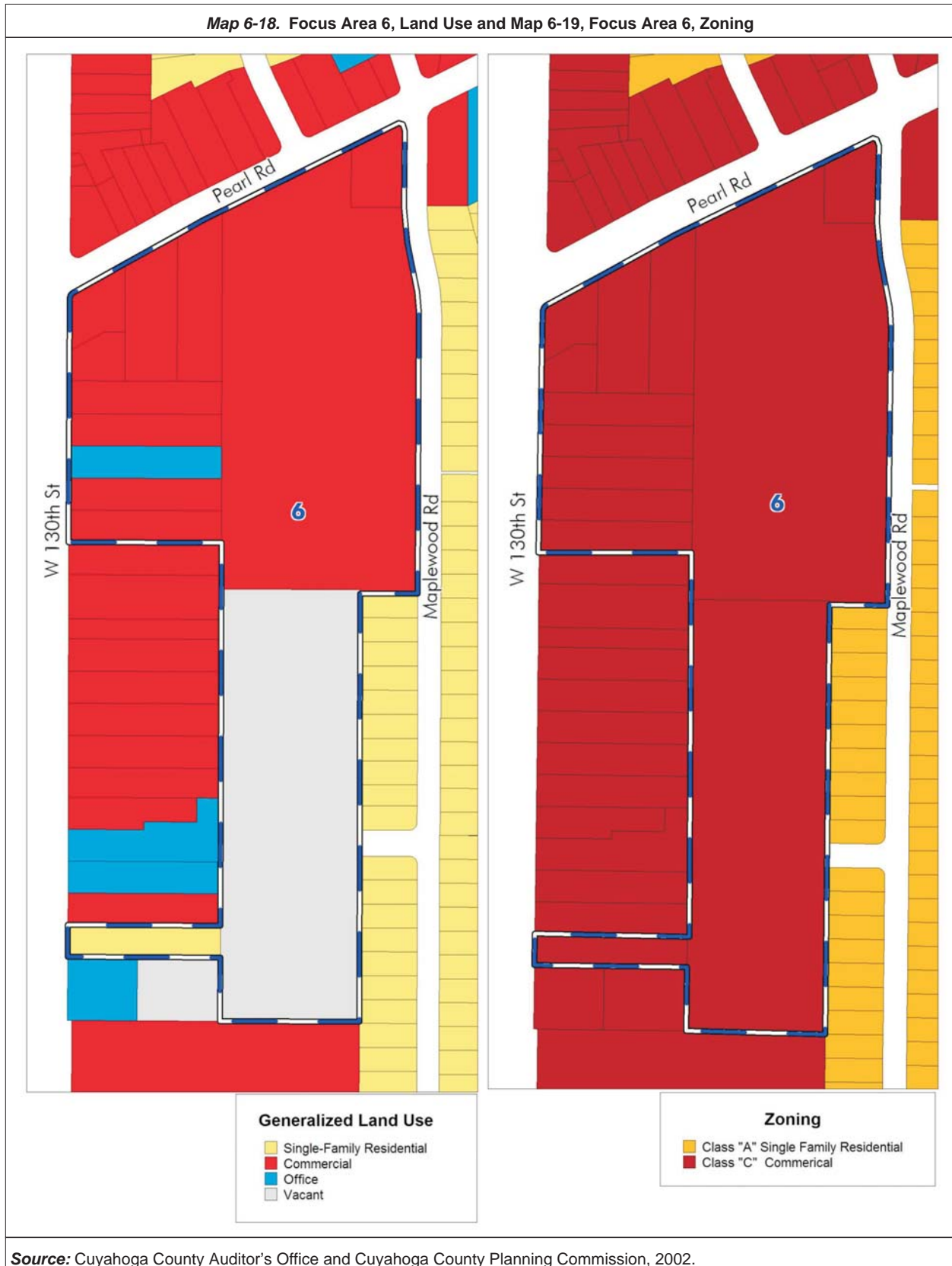
Traffic Volume and Intersection Counts

Between 1992 and 2000, the Cuyahoga County Engineer's Office undertook selected traffic volume and intersection counts for this portion of Pearl Road and West 130th Street (*Appendix 4-A*). These traffic counts showed an approximate twenty-four hour count for:

- Pearl Road (Parma Park Boulevard to West 130th Street) - 21,000 to 24,000 vehicles;
- Pearl Road (West 130th Street to Smith Road in Middleburg Heights) - 20,000 to 21,000 vehicles;
- West 130th Street (Big Creek Parkway to Pearl Road) - 16,000 to 17,000 vehicles; and
- West 130th Street (Pearl Road to West Pleasant Valley Road in Parma) - 16,000 to 22,000 vehicles.



Map 6-18. Focus Area 6, Land Use and Map 6-19, Focus Area 6, Zoning



Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.



Exhibit 6-34. Focus Area 6, Land Use and Zoning

Parcel Number*	Property Owner	Site Address	Land Use(s)	Zoning
473 23 003	Callas Building Company	6965 West 130th Street	Single-Family	Class "C" Commercial
473 24 001	Ault Investments, Ltd.	6797 West 130th Street	Commercial	Class "C" Commercial
473 24 002	Strongsville Savings and Loan	6809 West 130th Street	Commercial	Class "C" Commercial
473 24 014	Brown, David S.	Maplewood Road	Vacant Land	Class "C" Commercial
473 25 001	Kane Management, Inc., An Ohio Corporation	6731 Pearl Road	Commercial	Class "C" Commercial
473 25 002	Pearl-Coven Company, Ltd.	6709 Pearl Road	Commercial	Class "C" Commercial
473 25 004	Lisco, Lynn/Ilise	6785 West 130th Street	Office	Class "C" Commercial
473 25 005	Kane Management, Inc., An Ohio Corporation	6719 Pearl Road	Commercial	Class "C" Commercial
473 25 006	West 130th Plaza Company	6765 West 130th Street	Commercial	Class "C" Commercial
473 25 007	Car Wash Inc./Jerry Kuhns Kwik	6761 West 130th Street	Commercial	Class "C" Commercial
473 25 008	J A M Associates	6677 Pearl Road	Commercial	Class "C" Commercial
473 25 028	Emro Marketing Company	6731 Pearl Road	Commercial	Class "C" Commercial

Surrounding Properties

Direction	Land Use(s)	Zoning
North	Single-Family, Condominiums, Commercial, Office	Class "A" Single-Family Residential, Class "C" Commercial, Class "HB" Multi-Family High Rise
East	Single-Family, Commercial, Office	Class "A" Single-Family Residential, Class "C" Commercial
South	Single-Family, Multi-Family (20 or more units), Commercial, Office, Vacant Land	Class "A" Single-Family Residential, Class "B" Multi-Family Residential, Class "C" Commercial
West	Commercial	**

* Reference parcels, where applicable, are listed in Appendix 6-A

** Properties are located in Middleburg Heights. All zoning conforms to Middleburg Heights zoning classifications.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2002.

The twenty-four hour intersection counts for this portion of Pearl Road and West 130th Street are shown below. Intersections that are listed on the Cuyahoga County Engineer's Office roster of the 1,498 highest traffic volume intersections in Cuyahoga County are also given, along with the respective rank (*Appendix 6-B*).

- Pearl Road/West 130th Street intersection:
 - Almost 40,000 vehicles over a twenty-four hour period
 - Ranked as having the 126th highest traffic volumes countywide
- Pearl/Smith Road intersection in Middleburg Heights:
 - Almost 33,000 vehicles over a twenty-four hour period
 - Ranked as having the 219th highest traffic volumes countywide
- West 130th Street/West Pleasant Valley Road intersection in Parma:
 - Over 24,000 vehicles over a twenty-four hour period
 - Ranked as having the 477th highest traffic volumes countywide
- West 130th Street/Big Creek Parkway intersection
 - Over 22,000 vehicles over a twenty-four hour period
 - Ranked as having the 559th highest traffic volumes countywide
- Pearl Road/Parma Park Boulevard intersection
 - Almost 22,000 vehicles over a twenty-four hour period
 - Was not included in the rankings



Development Alternatives

Existing Conditions/Development Objectives

The area around Pearl Road and West 130th Street, which is directly across the street from Southland Shopping Center, is a long, linear expanse of retail and office establishments, with no strong sense of identity. The majority of the focus area, which formerly contained Tops Supermarket, Fifth/Third Bank, and a skating rink, has been vacant since about 2000. Most of the other businesses in the area are small, but viable, establishments that serve the community and should be retained or relocated.

As a way to strengthen the city's economic base, develop additional housing options for residents, and create a central focus for this area, the Master Plan Task Force examined three development alternatives for the site. Two of the three alternatives for this focus area proposed demolition of all of the existing buildings and redevelopment of the entire site for a mixed-use shopping plaza with retail and office uses. Two residential developments on adjacent vacant land were also proposed. The third development alternative proposed for the mixed-use portion of the site was much more modest in scope. Demolition and redevelopment were proposed only for the vacant shopping center parcels, while rehabilitation was planned for the remaining businesses. The proposed residential developments would remain unchanged.

Alternative 6A: Creation of a Neo-Traditional-Style Mixed-Use Development with Retail/Offices/Single-Family Homes and Adjacent Greenspace

The concept for *Alternative 6A* examined the creation of a new mixed-use development that included retail and office space clustered around a central plaza and the construction of single-family homes that would be built on adjacent vacant land to the east and south (**Exhibit 6-35**). It was envisioned that the proposed mixed-use portion of the development would have approximately 105,000 square feet of retail, office, and restaurant space. Parking lots, which would be located primarily in the rear of the center, would accommodate approximately 500 vehicles. Additional office space could be added above the first floor space to maximize the use of the development. Should this be desired, a minimal amount of parking should be added to the overall development to accommodate the additional office workers.

The proposed shopping plaza, which would be sited close to the street around a central plaza with seating and a fountain, would serve as a public gathering place for shoppers and as a focal point for the development. The building design should complement the many existing Parma Heights buildings, which make use of the Western Reserve architectural style, have a strong visual presence at the Pearl Road/West 130th Street intersection, and relate to the existing commercial developments located on both the Parma Heights and Middleburg Heights portions of West 130th Street. Compatible signage, decorative lighting, sidewalks, pavers, bicycle racks, street furniture, decorative banners, flower boxes, landscaping, and trees should complement the architecture. The retail space to the rear of the plaza would overlook a park-like setting with a small pond. Walking paths would provide a connection from the shopping center into the neighborhoods and to shopping areas along West 130th Street.

Infrastructure improvements should include the construction of a new parking lot, driveway, driveway aprons, and sidewalks, as well as installation of landscape islands with landscaping and/or trees to denote the location of aiseways, installation of wheel stops or curbs where needed, parking space striping, and lighting. Care should be taken to ensure that the adjacent residential areas are shielded from any additional light.

Decorative solid fencing should be installed at the eastern property line to screen the Maplewood Road residents from the development. As an additional consideration, all dumpsters should be completely enclosed, preferably with brick walls and opaque vinyl or wood gates. Catch basins should be installed in the parking



Exhibit 6-35. Focus Area 6, Alternative 6A: Creation of a Neo-Traditional-Style Mixed Use Development with Retail/Offices/Single-Family Homes and Adjacent Greenspace



- 1** Retail/Office Development: 105,000 square feet
500 parking spaces
- 2** Plaza area with fountain for community gathering place.
- 3** Create pedestrian scale shopping environment.
- 4** 14 Single Family Lots to complement adjacent single family neighborhood.
- 5** Expand shopping area with parklike setting and connection to adjacent neighborhoods.
- 6** Create safe and efficient circulation patterns for the shopper and align with adjacent shopping areas and entrance roads.
- 7** Potential connection to existing commercial development.
- 8** Use landscaping for screening, shade, circulation and aesthetics.
- 9** 20 single family lots @6000 square feet with common open space as center of development.
- 10** Potential connection to possible future residential redevelopment.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2000.



lot to prevent storm water runoff. Coordination should be undertaken with the Greater Cleveland Regional Transit Authority to install a bus shelter within the shopping plaza property.

The new shopping plaza could feature a smaller grocery store, such as Aldi's or Dave's, in addition to restaurants and other retail establishments. The provision of outdoor eating space should be strongly encouraged for any restaurants locating in the development as a way of generating more vitality on the street. Additionally, existing retail and office establishments from within the project area should be encouraged to relocate into the new commercial shopping plaza.

The construction of new, single-family homes on two different sites was proposed on adjacent vacant land. The 14 homes proposed to be built on the west side of Maplewood Road would be designed to complement the existing homes by using setbacks, massing, orientation, materials, and window and door patterns that were similar to the other homes on the street.

The second site proposed for new housing was the large vacant parcel to the south of the proposed shopping plaza. The proposed residential development would include 19 single-family homes sited on lots that were approximately 6,000 square feet in size. The homes would be centered around common open space, which would be landscaped. The introduction of a walking path, with common seating areas could be added. Access would be located off of the Maplewood Road stub street, as well as from West 130th Street. Sufficient land should be reserved at the southern end of the proposed development to ensure adequate access, should property to the south become available for additional development. Townhouses could be built instead of single-family homes.

Alternative 6B: Creation of a Mixed-Use Development with Retail/Offices/Townhouses and Adjacent Greenspace

The concepts, objectives, and design elements for *Alternative 6B* were very similar to those for *Alternative 6A* in that the proposed plan was envisioned to be a mixed-use development that included retail, offices, residential homes, and green space (*Exhibit 6-36*).

There were several differences between the two concepts. In *Alternative 6B*, the shopping plaza was set back from the street and included a 135,000 square foot retail/office development with 650 parking spaces. The proposed plan showed a new shopping plaza with public plazas to the front and rear. Parking was located along the north and west sides of the development. A landscaped boulevard provided a focal point from the Pearl Road/West 130th Street intersection corner to the center's main anchor. Walking paths and sidewalks provided a connection from the shopping center into the adjacent neighborhoods and to shopping areas along West 130th Street.

It was envisioned that the proposed development would include the construction of new homes on two different sites. The 14 homes proposed to be built on the west side of Maplewood Road would be designed to complement the existing homes on the street. The second site proposed for new housing would include approximately 84 townhouses and would be situated along a boulevard with a grass median. Passive green space would be provided as a buffer to shield the residents from the commercial developments located on Pearl Road and West 130th Street. Access would be located off of the Maplewood Road stub street, as well as from West 130th Street. The provision of pedestrian connectors from the residential development to the adjoining mixed-use development would also be included.

The townhouse designs should incorporate elements of the Western Reserve architectural style found in many existing Parma Heights buildings. Elements such as landscaping and street trees, decorative lighting,



Exhibit 6-36. Focus Area 6, Alternative 6B: Creation of a Mixed Use Development with Retail/Offices/Townhouses and Adjacent Greenspace



- 1** Retail/Office Development:
135,000 square feet
650 parking spaces
- 2** Landscaped boulevard
- 3** Create pedestrian scale shopping environment.
- 4** 14 Single Family Lots to complement adjacent single family neighborhood.
- 5** Expand shopping area with plaza setting and connection to adjacent neighborhoods.
- 6** Create safe and efficient circulation patterns for the shopper and align with adjacent shopping areas and entrance roads.
- 7** Potential connection to existing commercial development.
- 8** Use landscaping for screening, shade, circulation and aesthetics.
- 9** 84 Townhouse Units
- 10** Potential connection to possible future residential redevelopment.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2000.



sidewalks, and greenspace should also be considered. At the time of the original analysis, sales prices for the townhouses would have been anticipated to range from approximately \$140,000 to \$185,000 per unit and would have reflected the upper ranges of the housing market in Parma Heights, which ranged from \$134,000 to \$220,000.

To estimate the financial feasibility of this alternative, the Beacon Place townhouse development, located in Cleveland, has been used as a model for the townhouses. Characteristics of the townhouses are highlighted in Focus Area 1, *Alternative 1A*.

Sufficient land should be reserved at the southern end of the proposed development to ensure adequate access should property to the south become available for additional development. While the townhouse concept was designed to appeal to both existing and new residents desiring upscale homes, but wanting less property to maintain, single-family homes could be built instead of the townhouses.

Alternative 6C: Rehabilitation of Existing Commercial Establishments and the Creation of a Mixed-Use Development with Retail/Offices/Townhouses and Adjacent Greenspace

The concepts, objectives, and design elements for *Alternative 6C* were very similar to those for *Alternative 6B* in that the proposed plan was envisioned to be a mixed-use development that included retail, offices, residential homes, and green space (*Exhibit 6-37*).

There were several differences between the two concepts. In *Alternative 6C*, the size of the shopping plaza was reduced to 117,000 square feet and contained only 600 parking spaces. Selected existing commercial establishments, including the Speedway Gas Station and the Kwik Car Wash, were proposed for rehabilitation. Finally, the internal circulation patterns and parking were redesigned and a landscaped boulevard was added to help integrate the existing structures into the new, mixed-use development. With the exception of the elimination of the grass median, the characteristics for the proposed residential development remained unchanged.

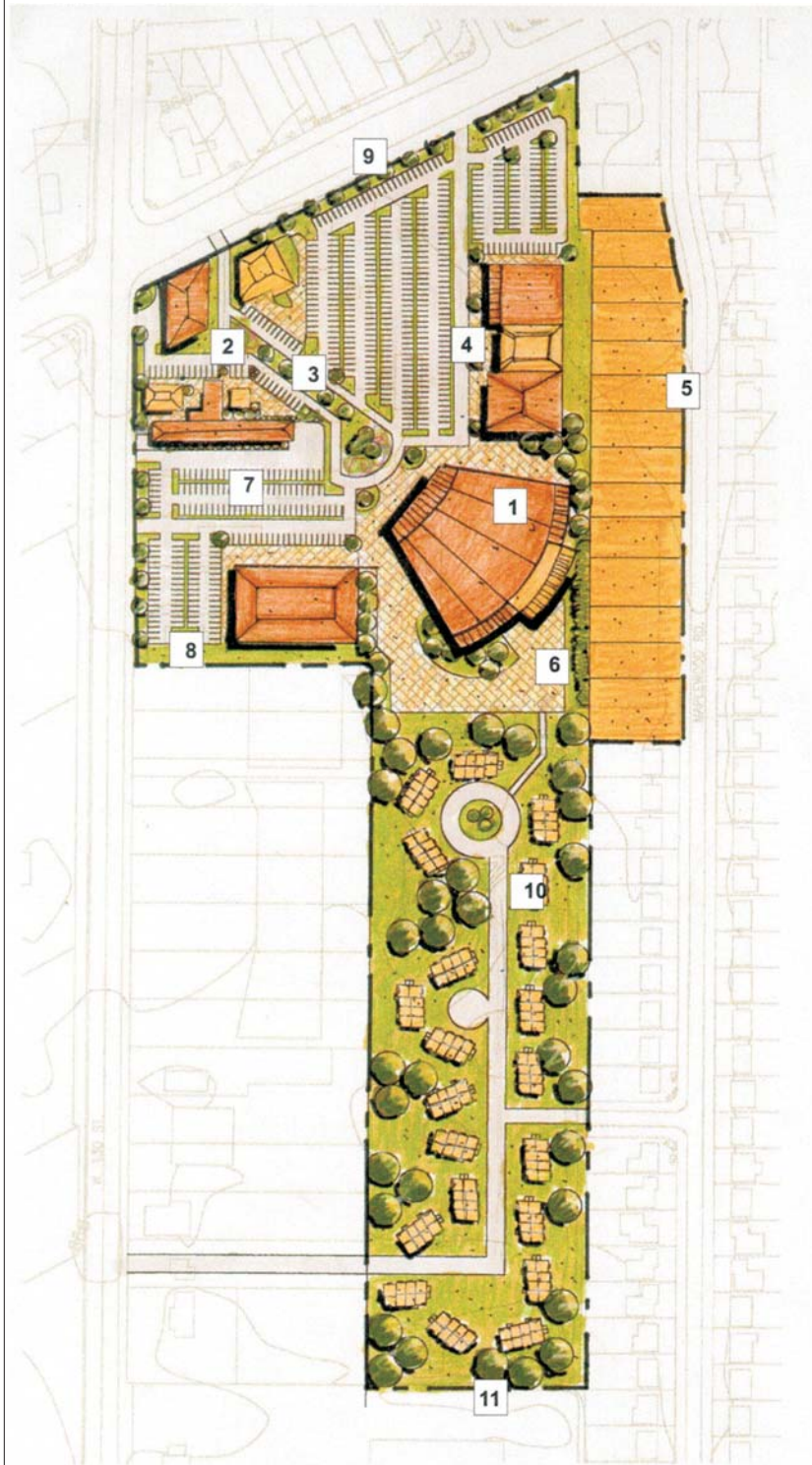
As was recommended in *Alternatives 6A and 6B*, sufficient land should be reserved at the southern end of the proposed development to ensure adequate access should property to the south become available for additional development. Single-family homes could be built instead of the townhouses.

Compatibility with Surrounding Land Uses

Redevelopment of the site for a mixed use commercial/office development, with residential uses sited on adjoining parcels, would be compatible with the surrounding retail and residential land uses. Any of the three mixed-use development alternatives proposed could help convert the site from an area with primarily vacant retail space and an expansive sea of parking into a shopping destination that was attractive, financially productive, and served the needs of the city and its residents. The residential development proposed for Maplewood Road and the adjoining vacant land would expand the housing options for both existing and new residents.



Exhibit 6-37. Focus Area 6, Alternative 6C: Rehabilitation of Selected Existing Commercial Establishments and the Creation of a Mixed-Use Development with Retail/Offices/Townhouses and Adjacent Greenspace



- 1** Retail/Office Development: 117,000 square feet
600 parking spaces
- 2** Integrate existing development into new shopping area through landscaping and building improvements or renovate existing structures for new shopping amenities.
- 3** Landscaped boulevard
- 4** Create pedestrian scale shopping environment.
- 5** 14 Single Family Lots to complement adjacent single family neighborhood.
- 6** Expand shopping area with plaza setting and connection to adjacent neighborhoods.
- 7** Create safe and efficient circulation patterns for the shopper and align with adjacent shopping areas and entrance roads.
- 8** Potential connection to existing commercial development.
- 9** Use landscaping for screening, shade, circulation and aesthetics
- 10** 84 Townhouse Units
- 11** Potential connection to possible future residential redevelopment.

Source: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 2000.



Exhibit 6-38. Development Impact Analysis, Focus Area 6

	Existing Commercial	Alternative 6A		Alternative 6B		Alternative 6C	
		6A (1)	6A (2)	6B (1)	6B (2)	6C (1)	6C (2)
		Neo-Traditional Mixed Use Development with New Retail, Offices, and Single-Family Homes	Neo-Traditional Mixed Use Development with New Retail, Offices, and Townhouses	Mixed Use Development with New Retail, Offices, and Townhouses	Mixed Use Development with New Retail, Offices, and Single-Family Homes	Rehabilitation of Selected Existing Commercial Establishments and the Creation of a Mixed Use Development with New Retail, Offices, and Townhouses	Rehabilitation of Selected Existing Commercial Establishments and the Creation of a Mixed Use Development with New Retail, Offices, and Single-Family Homes
PROPERTY DATA							
Total Acreage of Site	27.33	27.33	27.33	27.33	27.33	27.33	27.33
Number of Dwelling Units	1	33	98	98	33	98	33
Estimated Floor Area*	163,647	105,000	105,000	135,000	135,000	124,836	124,836
Existing/Potential Value of Site	\$7,367,999	\$15,347,698	\$22,357,698	\$23,996,061	\$16,986,061	\$23,501,479	\$16,491,479
Assessed Value (35%)	\$2,578,800	\$5,371,694	\$7,825,194	\$8,398,621	\$5,945,121	\$8,225,518	\$5,772,018
ANNUAL PROPERTY TAX GENERATION							
Total Property Tax for the Site	\$155,072	\$310,747	\$444,974	\$665,479	\$531,253	\$469,073	\$334,847
City Share	\$25,771	\$53,711	\$78,262	\$114,866	\$90,315	\$82,262	\$57,712
School District Share	\$90,295	\$184,032	\$265,541	\$393,875	\$312,366	\$279,567	\$198,058
County Share	\$31,950	\$64,396	\$92,454	\$137,878	\$109,820	\$97,419	\$69,360
Library/Metroparks Share	\$7,056	\$8,609	\$8,717	\$18,860	\$18,752	\$9,825	\$9,717
ANNUAL INCOME TAX GENERATION							
Existing/New Residents	2	75	221	221	75	221	75
Existing/New Employees	155	270	270	348	348	321	321
Estimated Average Annual Household/Employee Income	\$24,072/\$40,232	\$52,000/\$100,000/\$24,072/\$40,232	\$52,000/\$60,000/\$24,072/\$40,232	\$52,000/\$60,000/\$24,072/\$40,232	\$52,000/\$100,000/\$24,072/\$40,232	\$52,000/\$60,000/\$24,072/\$40,232	\$52,000/\$100,000/\$24,072/\$40,232
Total Estimated City Income Tax for the Site**	\$83,350	\$174,876	\$206,561	\$248,638	\$216,953	\$233,053	\$233,053
PROJECTED ANNUAL TAX REVENUE							
All Tax Revenue	\$238,421	\$485,623	\$651,534	\$914,117	\$748,205	\$702,127	\$567,900
City Tax Revenue only	\$109,120	\$228,587	\$284,823	\$363,504	\$307,268	\$315,316	\$290,765
PROJECTED ANNUAL CITY/SCHOOL DISTRICT EXPENDITURES							
Share of Municipal Service Costs	\$29,670	\$81,367	\$139,833	\$154,764	\$96,298	\$149,596	\$91,130
Number of New Public School-Aged Children	0	9	27	27	9	27	9
Expenditure Per Public School Pupil	not applicable	\$6,822	\$6,822	\$6,822	\$6,822	\$6,822	\$6,822
Public School District Expenditures	not applicable	\$61,617	\$182,985	\$182,985	\$61,617	\$182,985	\$61,617
NET FISCAL IMPACT FOR CITY	\$79,450	\$147,220	\$144,990	\$208,740	\$210,970	\$165,720	\$199,635
ENVIRONMENTAL IMPACTS							
New Traffic Trips (daily)	2,194	4,119	4,429	5,516	5,206	5,183	4,872
Sewage Production (gal/day)	5,525	14,271	23,761	26,445	16,955	25,549	16,059
Water Consumption (gal/day)	6,473	18,425	33,025	36,147	21,547	35,104	20,504
Solid Waste Production (tons/day)	0.16	0.40	0.66	0.73	0.48	0.71	0.45

* "Estimated Floor Area" for the Existing Commercial Alternative includes only occupied square feet so that a realistic estimate of the number of existing employees and estimated employee income could be calculated.

** "Total City Income Tax" for all residential alternatives is based on a 2% tax rate for 13% of the households estimated to live and work in Parma Heights and a 1% tax rate for the remaining households estimated to live in Parma Heights, but work elsewhere.

Sources: Cuyahoga County Planning Commission; Cuyahoga County Auditor's Office; Cuyahoga County Treasurer's Office; NOACA Census Transportation Package, Part C, 1993; The New Practitioner's Guide to Fiscal Impact Analysis, Burchell, Listokin, and Dolphin, 1978 and 1985; Ohio Department of Education; I.T.E. Trip Generation, 1991 and 1997; and U.S. EPA.

Development Impacts

A development impact analysis was undertaken for *Alternatives 6A, 6B, and 6C (Exhibit 6-38)*. Development impacts for these alternatives included:

✓ **Property and Income Tax Revenues**

On an annual basis, combined property and income taxes were estimated to generate a total of about \$486,000 in *Alternative 6A (1)* (with almost \$229,000 collected by the City of Parma Heights), almost \$652,000 in *Alternative 6A (2)* (with almost \$285,000 collected by the City of Parma Heights), about \$914,000 in *Alternative 6B (1)* (with almost \$364,000 collected by the City of Parma Heights), over \$748,000 in *Alternative 6B (2)* (with over \$307,000 collected by the City of Parma Heights), about \$702,000 in *Alternative 6C (1)* (with over \$315,000 collected by the City of Parma Heights),



and almost \$568,000 in *Alternative 6C (2)* (with almost \$291,000 collected by the City of Parma Heights) .

✓ *Municipal Service Costs and Net Fiscal Impact for the City*

The existing development had an estimated net fiscal impact to the City of over \$79,000 after municipal service costs were computed.

After computing the estimated municipal service costs to the City for each proposed development alternative, the net fiscal impact to the City was estimated to be over \$147,000 for *Alternative 6A (1)*, almost \$145,000 for *Alternative 6A (2)*, almost \$209,000 for *Alternative 6B (1)*, almost \$211,000 for *Alternative 6B (2)*, almost \$166,000 for *Alternative 6C (1)*, and over \$199,000 for *Alternative 6C (2)*.

✓ *Public School District Enrollment and Expenditures*

Public school district enrollment and expenditures were estimated to increase only marginally for all development alternatives. The alternatives proposing the development of single-family homes showed an increase of an estimated nine public school students while the alternatives proposing the development of townhouses showed an increase of an estimated 27 public school students.

✓ *Daily Traffic Trips*

It was estimated that the existing development generated approximately 2,194 daily traffic trips. The number of trips were estimated to increase by about 88% for *Alternative 6A (1)*, rise by about 102% for *Alternative 6A (2)*, jump by about 151% for *Alternative 6B (1)*, rise by about 137% for *Alternative 6B (2)* and *Alternative 6C (1)*, and increase by about 122% for *Alternative 6C (2)*.

✓ *Sewage Production, Water Consumption, and Solid Waste Production*

Sewage production, which was estimated at 5,525 gallons per day for the existing development, increased by an estimated 158% for *Alternative 6A (1)*, 330% for *Alternative 6A (2)*, 379% for *Alternative 6B (1)*, 207% for *Alternative 6B (2)*, 362% for *Alternative 6C (1)*, and 191% for *Alternative 6C (2)*.

Water consumption, which was estimated at 6,473 gallons per day for the existing development, increased by an estimated 185% for *Alternative 6A (1)*, 410% for *Alternative 6A (2)*, 458% for *Alternative 6B (1)*, 233% for *Alternative 6B (2)*, 442% for *Alternative 6C (1)*, and 217% for *Alternative 6C (2)*.

Solid waste production, which was estimated at 0.16 tons per day for the existing development, increased by an estimated 153% for *Alternative 6A (1)*, 314% for *Alternative 6A (2)*, 364% for *Alternative 6B (1)*, 202% for *Alternative 6B (2)*, 347% for *Alternative 6C (1)*, and 185% for *Alternative 6C (2)*.



Appendices

Appendix 6-A. Focus Area Reference Parcels		
Focus Area	Parcel Number	Reference Parcel(s)
Focus Area 1	471 07 005	471 15 008 and 471 15 009
	471 15 006	471 15 016 to 471 15 025; 471 15 013 and 471 15 036
	471 15 042	471 15 043
Focus Area 2	472 06 006	472 06 006 to 472 06 019; 472 06 030 and 472 06 031
Focus Area 3*		
Focus Area 4	472 22 001	472 22 002
	472 22 007	472 22 008 and 472 22 009
	473 34 004	473 34 005
	473 34 008	473 34 009 and 473 34 032
	473 32 004	473 32 005
	473 32 008	473 32 009
Focus Area 5	472 28 008	472 28 009 and 472 28 010
Focus Area 6	473 24 014	473 24 014 to 473 24 046 and 473 24 058 to 473 24 062
	473 25 008	473 25 008 to 473 25 015

*There were no reference parcels listed for any parcels in this focus area.

Sources: Cuyahoga County Auditor's Office and Cuyahoga County Planning Commission, 1999 and 2000.

Appendix 6-B. Selected Parma Heights Intersections Ranked as to the Highest to Lowest Traffic Counts, Countywide, 2000						
Major Road	Minor Road	Community Location	Date	Traffic Counts		Countywide Rank of Intersection Traffic Counts
				12 Hour Total	24 Hour Total	
Pearl Road	York Road	Parma Heights	06/30/98	32,026	44,836	68th
West 130th Street	Pearl Road	Parma Heights/Middleburg Heights	06/28/00	28,082	39,315	126th
Pearl Road	Snow Road	Parma Heights/Parma	08/09/99	27,989	39,185	128th
York Road	Olde York Road	Parma Heights	08/12/92	23,671	33,139	215th
Smith Road	Pearl Road	Middleburg Heights	06/29/98	23,494	32,892	219th
Stumph Road	Snow Road	Parma Heights/Parma	08/06/99	22,617	31,664	247th
York Road	Ridgewood Drive	Parma Heights/Parma	06/30/98	20,975	29,365	307th
Stumph Road	Big Creek Parkway	Parma Heights	06/30/98	19,080	26,712	375th
West 130th Street	W. Pleasant Valley Road	Parma	08/21/92	17,343	24,280	477th
Pearl Road	Olde York Road	Parma Heights	08/12/92	16,227	22,718	547th
West 130th Street	Big Creek Parkway	Parma Heights	06/28/00	16,044	22,462	559th

Source: Cuyahoga County Engineer's Office, Cuyahoga County Report of Intersection Vehicle Counts, Highest to Lowest Volume Intersections, 2000.

Chapter 7

Final Development Plan



INTRODUCTION

The *Parma Heights Master Plan* was designed to provide guidance for land use decisions; function as an up-to-date planning instrument that reflects current issues, concerns, and community goals; express a vision of what the community desires to be in both the short- and long-term; and act as a guide for future decision making.

The *Final Development Plan* incorporates development initiatives and conceptual plans that were conceived as part of the master planning process, as well as independently initiated. The chapter focuses on the linkages between these initiatives and plans and the community goals that were developed by the Parma Heights Master Plan Task Force and the City in *Chapter 1, Community Goals and Priorities*. The amount of community investment, where available, is also discussed. Additionally, changes in land use that are the result of new or proposed development initiatives, by land use category, are examined.

DEVELOPMENT INITIATIVES

Over the last several years, a number of development initiatives have been completed or are currently under construction in Parma Heights (*Map 7-1*). Many of these initiatives, while envisioned in a way that was independent of the master planning process, still conform to, and support, the goals of the *Master Plan*. Additional initiatives are only in the conceptual stage. Some of the conceptual plans were presented as part of *Chapter 6, Focus Areas and Development Plans*, some had their origin as recommendations in other chapters of the *Master Plan*, and some were developed independently.

LINKING DEVELOPMENT INITIATIVES AND COMMUNITY INVESTMENT TO COMMUNITY GOALS

Exhibit 7-1 illustrates the relationship between the broad goals developed in the first chapter of the *Master Plan* and the major development initiatives that have been completed, development initiatives that are currently under construction, and plans that are only in the conceptual stages.

Promote Economic Development

Goals

- ✓ Strengthen and promote the locational advantages and business opportunities found in Parma Heights, such as its central location within the County; the proximity to Cleveland Hopkins International Airport, Parma Community General Hospital, and the Cleveland Metroparks; good highway access; and available retail/office space and acreage;
- ✓ Identify opportunities to maintain and expand the city's tax base;
- ✓ Examine potential redevelopment opportunities for vacant or underutilized land/buildings;
- ✓ Use locational proximity to retail competition in surrounding communities to an advantage by developing complementary retail/office uses;



- ✓ Determine a market niche that complements existing neighborhood retail establishments and provides for the shopping needs of residents;
- ✓ Promote existing programs and incentives and develop new strategies for retaining businesses and attracting new ones; and
- ✓ Identify potential changes to current City codes or policies that would encourage retention or expansion of businesses (i.e. zoning and building codes).

Analysis and Final Development Plan

The commercial and office establishments in Parma Heights play a vital role in the community by providing goods and services, as well as employment opportunities. Additionally, these sectors of the economy are important contributors to the city's tax base through the payment of income taxes, property taxes, and personal property taxes on inventory. A concern regarding the health of these two sectors was a major impetus in the original decision to develop a master plan.

At the beginning of the master planning process, commercial vacancy rates citywide, at almost 19%, were high. The physical appearance of many of the buildings and the surrounding shopping environment was not always consistent with current development practices. Tenant mix was sometimes less than optimal. The market analysis undertaken in *Chapter 4, Economic Development and Market Analysis*, showed that Parma Heights residents spent an estimated \$42.8 million per year outside the city on such goods and services as supermarket and other food purchases, clothing and shoes, amusements, and other retail services.

Despite these issues, Parma Heights offers many locational advantages. The three commercial business districts – Pearl Road, York Road, and West 130th Street – have easy access to freeways and major arterial streets, exhibit high traffic volumes, and are surrounded by established population markets with high incomes and high buying power.

Chapter 4 also showed that within a 10-minute drive of Parma Heights there were over 307,000 persons living in approximately 127,000 households, with an aggregate income of more than \$6.3 billion. Within a 20-minute drive, there were almost 1 million persons living in approximately 403,000 households, with an aggregate income of more than \$20.6 billion. Within a 30-minute drive, there were more than 1.6 million persons living in almost 670,000 households, with an aggregate income of almost \$40 billion.

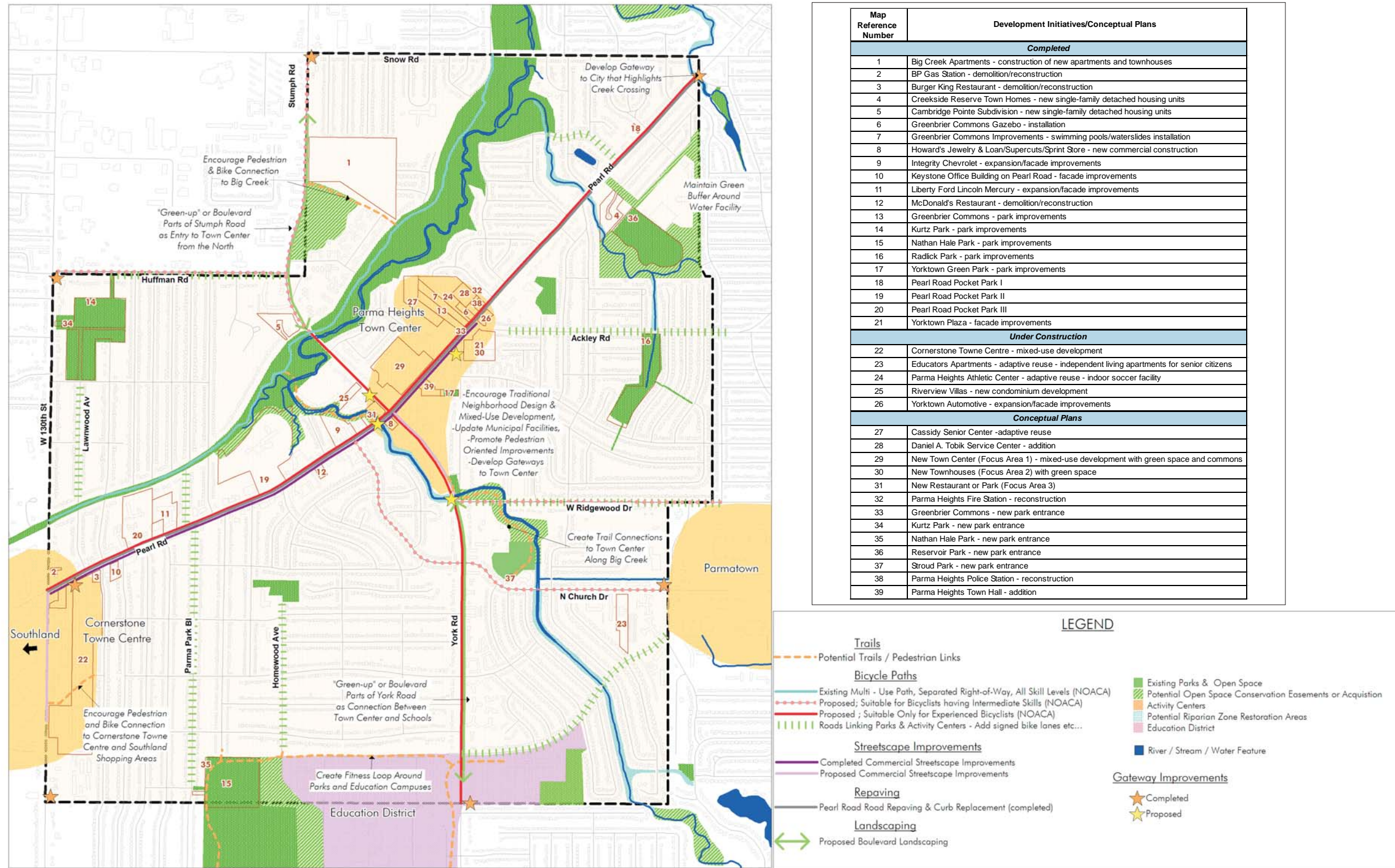
The reasons behind economic development issues and commercial revitalization needs, as well as the strategies undertaken to ameliorate them, are often interrelated. Throughout the master planning process, there has been a continued emphasis on strengthening the economic viability of the city's retail and office sectors through strategies that retain existing businesses and explore ways to attract new businesses. Acquiring additional economic development expertise, promoting and marketing the city, and facilitating improved communication and idea-sharing between businesses was also discussed.

Development Initiatives and Community Investment

The City has been working diligently to fill vacant space, redevelop underutilized commercial areas, improve the appearance of the commercial corridors, recruit new businesses, strengthen its economic development expertise, and institute a new sign code. These efforts have been successful. In 2004, an informal survey by the Cuyahoga County Planning Commission estimated vacant commercial space to be about 5%.



Map 7-1. Development Initiatives and Conceptual Plans, Parma Heights



Map Reference Number	Development Initiatives/Conceptual Plans
Completed	
1	Big Creek Apartments - construction of new apartments and townhouses
2	BP Gas Station - demolition/reconstruction
3	Burger King Restaurant - demolition/reconstruction
4	Creekside Reserve Town Homes - new single-family detached housing units
5	Cambridge Pointe Subdivision - new single-family detached housing units
6	Greenbrier Commons Gazebo - installation
7	Greenbrier Commons Improvements - swimming pools/water slides installation
8	Howard's Jewelry & Loan/Supercuts/Sprint Store - new commercial construction
9	Integrity Chevrolet - expansion/facade improvements
10	Keystone Office Building on Pearl Road - facade improvements
11	Liberty Ford Lincoln Mercury - expansion/facade improvements
12	McDonald's Restaurant - demolition/reconstruction
13	Greenbrier Commons - park improvements
14	Kurtz Park - park improvements
15	Nathan Hale Park - park improvements
16	Radlick Park - park improvements
17	Yorktown Green Park - park improvements
18	Pearl Road Pocket Park I
19	Pearl Road Pocket Park II
20	Pearl Road Pocket Park III
21	Yorktown Plaza - facade improvements
Under Construction	
22	Cornerstone Towne Centre - mixed-use development
23	Educators Apartments - adaptive reuse - independent living apartments for senior citizens
24	Parma Heights Athletic Center - adaptive reuse - indoor soccer facility
25	Riverview Villas - new condominium development
26	Yorktown Automotive - expansion/facade improvements
Conceptual Plans	
27	Cassidy Senior Center - adaptive reuse
28	Daniel A. Tobik Service Center - addition
29	New Town Center (Focus Area 1) - mixed-use development with green space and commons
30	New Townhouses (Focus Area 2) with green space
31	New Restaurant or Park (Focus Area 3)
32	Parma Heights Fire Station - reconstruction
33	Greenbrier Commons - new park entrance
34	Kurtz Park - new park entrance
35	Nathan Hale Park - new park entrance
36	Reservoir Park - new park entrance
37	Stroud Park - new park entrance
38	Parma Heights Police Station - reconstruction
39	Parma Heights Town Hall - addition

Source: Cuyahoga County Planning Commission



Exhibit 7-1. Development Initiatives and Community Investment, Parma Heights

Development Initiatives/Conceptual Plans	Community Goals						
	Promote Economic Development	Enhance/ Redevelop Commercial Areas	Preserve Residential Neighborhoods	Continued Maintenance of City Infrastructure and Services	Enhance Recreational Assets	Protect Environmentally Sensitive Areas	Expand Marketing Efforts
Completed							
Big Creek Apartments - construction of new apartments and townhouses							
BP Gas Station - demolition/reconstruction							
Burger King Restaurant - demolition/reconstruction							
Cambridge Pointe Subdivision - new single-family detached housing units							
Creekside Reserve Town Homes - new single-family detached housing units							
Gateway Signs - installation							
Greenbrier Commons Gazebo - installation							
Greenbrier Commons Improvements - installation of swimming pools, waterslide, and other park improvements							
Howard's Jewelry & Loan/Supercuts/Sprint Store - new commercial construction							
Integrity Chevrolet - expansion/facade improvements							
Keystone Office Building - facade improvements							
Liberty Ford Lincoln Mercury - expansion/facade improvements							
McDonald's Restaurant - demolition/reconstruction							
<i>Parma Heights Park Improvements</i>							
Greenbrier Commons							
Kurtz Park							
Nathan Hale Park							
Radlick Park							
Yorktown Green Park							
Pearl Road Commercial Streetscape Improvements - installation							
<i>Pearl Road Pocket Park Installation</i>							
Pearl Road Pocket Park I							
Pearl Road Pocket Park II							
Pearl Road Pocket Park III							
Pearl Road Street Improvements - repaving/curb reconstruction							
Yorktown Plaza - facade improvements							
Under Construction							
Cornerstone Towne Centre - mixed-use development							
Educators Apartments - adaptive reuse - independent living apartments for senior citizens							
Parma Heights Athletic Center - adaptive reuse for indoor soccer facility							
Riverview Villas - new condominium development							
Yorktown Automotive - expansion/facade improvements							
Conceptual							
Bicycle Trails - development of on-street trails							
Cassidy Senior Center - adaptive reuse							
Commercial District Gateway Improvements							
Daniel A. Tobik Service Center - addition							
New Town Center (Focus Area 1) - mixed-use development with green space and commons							
New Townhouses (Focus Area 2) with green space							
New Restaurant or Park (Focus Area 3)							
Open Space Conservation - potential easements or acquisition							
Parma Heights Fire Station - reconstruction							
<i>Parma Heights Parks - park entrance enhancements</i>							
Greenbrier Commons							
Kurtz Park							
Nathan Hale Park							
Reservoir Park							
Stroud Park							
Parma Heights Police Station - reconstruction							
Parma Heights Town Hall - addition							
Riparian Zone Restoration							
Streetscape Improvements - expansion							
Trails/Pedestrian Linkages - potential development							
On-Going							
Housing Downpayment Assistance Loans*							
Housing Rehabilitation Loans*							
Housing Weatherization Grants*							
Intercommunity Relief Sewers (Stonington, Parma Park II, Parma Park III, and Parma Park IV)							
<i>Infrastructure:</i>							
Sanitary Sewer repair/replacement							
Storm Sewer repair/replacement							
Street repair/repaving							
Waterline repair/replacement							
Storefront facade/signage/landscaping improvements**							

* Available through the Cuyahoga County Department of Development, Housing Program

** Available through the Cuyahoga County Department of Development, Storefront Renovation Program (none implemented in the last five years)



Development initiatives, as well as direct investment to the community as a result of those initiatives, where available, are listed in *Exhibit 7-2 and Appendix 7-A*.

Exhibit 7-2. Development Initiatives and Community Investment Related to Promoting Economic Development, Parma Heights				
Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Completed				
Big Creek Apartments - construction of new apartments and townhouses	Stumph/Apache/Cheyenne Roads	Residential	Yes	\$18,692,322
BP Gas Station - demolition/reconstruction	6730 Pearl Road	Commercial	No	\$974,000
Burger King Restaurant - demolition/reconstruction	6671 Pearl Road	Commercial	No	\$500,000
Cambridge Pointe Subdivision - new single-family detached housing units	12165 through 12220 Emma Lane	Residential	Yes	\$2,270,000
Creekside Reserve Town Homes - new single-family detached housing units	6041 through 6097 Creekside Drive	Residential	Yes	\$1,775,000
Howard's Jewelry & Loan/Supercuts/Sprint Store - new commercial construction	6329 - 6333 Pearl Road	Commercial	Yes	\$745,900
Integrity Chevrolet - expansion/facade improvements	6376 Pearl Road	Commercial	No	\$650,000
Keystone Office Building - facade improvements	6659 Pearl Road	Office	No	Not Available
Liberty Ford Lincoln Mercury - expansion/facade improvements	6600 Pearl Road	Commercial	No	\$300,000
McDonald's Restaurant - demolition/reconstruction	6421 Pearl Road	Commercial	No	\$370,000
Pearl Road Commercial Streetscape Improvements - installation	Pearl Road (approximately Olde York Road to West 130th Street)	Not Applicable	No	\$722,230
Pearl Road Street Improvements - repaving/curb reconstruction	Pearl Road (Snow Road to West 130th Street)	Steets	No	\$1,490,000
Yorktown Plaza - facade improvements	6333 Olde York Road	Commercial	No	Not Available
Under Construction				
Cornerstone Towne Centre - mixed-use development	Pearl Road/West 130th Street	Mixed-Use	Yes	\$70,000,000
Educators Apartments - adaptive reuse - independent living apartments for senior citizens	9275 North Church Drive	Residential	No	\$6,000,000
Parma Heights Athletic Center - adaptive reuse for indoor soccer facility	6200 Pearl Road	Park	No	\$100,000
Riverview Villas - new condominium development	Riverview Court	Residential	Yes	\$2,300,000
Yorktown Automotive - expansion/facade improvements	6177 Pearl Road	Commercial	No	\$600,000
Conceptual				
New Town Center (Focus Area 1) - mixed-use development with green space and commons	Pearl Road	Mixed-Use	Yes	**
New Townhouses (Focus Area 2) with green space	Pearl Road/Ackley Road	Residential	Yes	**
New Restaurant or Park (Focus Area 3)	Pearl Road/Stumph Road	Commercial/Park	Yes/No	**
Streetscape Improvements - expansion	Pearl Road/Stumph Road/York Road	Varies	No	**
On-Going				
Storefront facade/signage/landscaping improvements*	None in the last five years	Not Applicable	Not Applicable	\$0

Note: Due to the interrelationships of goals, an initiative or plan may be associated with more than one goal.

* Available through the Cuyahoga County Department of Development, Storefront Renovation Program (none implemented in the last five years)

** Initiatives are only in the conceptual stages, so investment figures have not been determined.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.



Enhancement/Redevelopment of Commercial Areas

Goals

- ✓ Address the commercial vacancy rate, especially for large commercial spaces;
- ✓ Consider a City/business collaboration to develop a cohesive marketing plan for the commercial areas in the city;
- ✓ Explore strategies for creating a “town center” focus in the commercial portion of Pearl Road;
- ✓ Identify areas with significant parking problems and develop strategies for potential remediation;
- ✓ Develop a coordinated streetscape plan for the city’s commercial portions of Pearl Road and West 130th Street, such as sidewalks, trees, landscaping, and street furniture, that emphasizes pedestrian-friendly design;
- ✓ Encourage high quality development through design guidelines for commercial districts;
- ✓ Consider establishing a design review/sign review board that would use design guidelines to review changes to the appearance of existing or new buildings, as well as signage;
- ✓ Encourage merchants and commercial property owners to improve the appearance of their property through facade improvements, sign replacement, and landscaping by offering incentives such as streetscape improvements;
- ✓ Implement the new commercial sign code; and
- ✓ Review current parking lot regulations, including the design of parking lots, lighting requirements, directional signage, buffering, setbacks, and landscaping.

Analysis and Final Development Plan

Most of the commercial corridors in Parma Heights were developed in the 1950’s and 1960’s when automobile-oriented commercial strip development was popular. Shopping plazas of the day were routinely set back far from the street with vast parking lots devoid of landscaping, buildings that lacked design uniformity, extensive store signage, and looming pole signs. Over the years, these shopping areas began to show signs of age, vacancy rates were high, and residents began to travel outside the city to shop instead of purchasing goods and services locally.

While store quality and an appropriate tenant mix are vital factors in attracting and retaining customers, the physical appearance, surrounding environment, and image of shopping areas also play an important role. Current redevelopment practices and retail trends have moved toward creating vibrant, exciting shopping spaces that are designed with attractive facades, compatible signage, and extensive landscaping. These developments often include outdoor dining opportunities, lively public spaces, and the addition of pedestrian-oriented amenities that enhance the community’s “sense of place” and encourage opportunities for social interaction.



Initiatives such as facade, signage, parking lot, and landscaping improvements; design guidelines and review; streetscape improvements, financial incentives; and technical assistance, coupled with on-going economic development and recruitment efforts, can help improve the appearance of the city's commercial corridors, provide for the needs of residents, assist existing businesses in remaining competitive, and attract additional businesses to the community.

Development Initiatives and Community Investment

The City obtained a four-phased grant for streetscape improvements along Pearl Road; instituted the new sign code; has continued to invest in infrastructure projects, particularly improvements to Pearl Road; has continued to encourage existing merchants to invest in and improve their buildings; and has continued to work with developers of new commercial space to provide projects that enhance the community.

Development initiatives, as well as direct investment to the community as a result of those initiatives, where available, are listed in *Exhibit 7-3 and Appendix 7-A*.

Preservation of Residential Neighborhoods

Goals

- ✓ Continue to maintain and improve the city's housing stock;
- ✓ Expand the diversity of housing types to retain existing residents and attract new residents of all ages; and
- ✓ Encourage strategies that promote homeownership.

Analysis and Final Development Plan

As discussed in *Chapter 2, Demographics*, almost two-thirds of all acreage in Parma Heights is devoted to residential uses. A majority of these housing units are single-family, detached, one-story homes that were built in the 1950's and 1960's. Over 66% of these homes are owner-occupied. Two-family homes, three-family homes, condominiums, and low-rise and high-rise multi-family apartments exist as well. While the median sales price for existing single-family homes continues to appreciate at a rate that is similar to rates for most of the other suburban communities, other types of housing units in the community have not appreciated as steadily.

Because the majority of the housing stock is now 35 to 55 years old, attention to continued maintenance and finding ways to enhance the marketability of existing homes are important issues. One of the best strategies to protect and preserve the city's neighborhoods is by maintaining and rehabilitating existing homes. Some effective strategies include continuing home inspections, enforcing all housing codes, encouraging private investment, and providing residents with information on home improvement incentives and programs. Preservation of the city's century homes, as well as the inclusion of up-to-date amenities that complement the architectural character of each housing style found in the city, will help retain the "sense of place."

Equally important is the encouragement of new housing development. New development, particularly development designed to fill specific market niches, will provide additional housing options that will help retain existing residents, attract new residents to the city, and provide opportunities for older citizens who wish to remain in the community. Improvements to parks, infrastructure, commercial areas, and institutional fa-



Exhibit 7-3. Development Initiatives and Community Investment Related to the Enhancement/Redevelopment of Commercial Areas, Parma Heights

Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Completed				
BP Gas Station - demolition/reconstruction	6730 Pearl Road	Commercial	No	\$974,900
Burger King Restaurant - demolition/reconstruction	6671 Pearl Road	Commercial	No	\$500,000
Gateway Signs - installation	Various Locations	Varies	No	\$9,000
Greenbrier Commons Gazebo - installation	Pearl Road	Park	No	\$5,500
Howard's Jewelry & Loan/Supercuts/Sprint Store - new commercial construction	6329 - 6333 Pearl Road	Commercial	Yes	\$745,900
Integrity Chevrolet - expansion/facade improvements	6376 Pearl Road	Commercial	No	\$650,000
Keystone Office Building - facade improvements	6659 Pearl Road	Office	No	Not Available
Liberty Ford Lincoln Mercury - expansion/facade improvements	6600 Pearl Road	Commercial	No	\$300,000
McDonald's Restaurant - demolition/reconstruction	6421 Pearl Road	Commercial	No	\$370,000
Pearl Road Commercial Streetscape Improvements - installation	Pearl Road (approximately Olde York Road to West 130th Street)	Not Applicable	No	\$722,230
<i>Pearl Road Pocket Park Installation</i>				
Pearl Road Pocket Park I	Pearl Road (vicinity of Lotusdale Drive)	Vacant	No	\$2,967
Pearl Road Pocket Park II	Pearl Road (vicinity of Rochelle Boulevard)	Institutional	No	\$2,967
Pearl Road Pocket Park III	Pearl Road (vicinity of Beresford Avenue)	Institutional	No	\$2,967
Pearl Road Street Improvements - repaving/curb reconstruction	Pearl Road (Snow Road to West 130th Street)	Steets	No	\$1,490,000
Yorktown Plaza - facade improvements	6333 Olde York Road	Commercial	No	Not Available
Under Construction				
Cornerstone Towne Centre - mixed-use development	Pearl Road/West 130th Street	Mixed-Use	Yes	\$70,000,000
Yorktown Automotive - expansion/facade improvements	6177 Pearl Road	Commercial	No	\$600,000
Conceptual				
Commercial District Gateway Improvements	Pearl Road/Stumph Road/York Road	Commercial	No	***
New Town Center (Focus Area 1) - mixed-use development with green space and commons	Pearl Road	Mixed-Use	Yes	***
New Townhouses (Focus Area 2) with green space	Pearl Road/Ackley Road	Residential	Yes	***
New Restaurant or Park (Focus Area 3)	Pearl Road/Stumph Road	Commercial/Park	Yes/No	***
Parma Heights Fire Station - reconstruction	6184 Pearl Road	Governmental	No	***
<i>Parma Heights Parks - park entrance enhancements</i>				
Greenbrier Commons	Pearl Road	Park	No	***
Kurtz Park	West 130th Street and Huffman Road	Park	No	***
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	***
Reservoir Park	Deering Avenue and Reservoir Drive	Park	No	***
Stroud Park	North Church and Reid Drives	Park	No	***
Parma Heights Police Station - reconstruction	6184 Pearl Road	Governmental	No	***
Parma Heights Town Hall - addition	6281 Pearl Road	Governmental	No	***
Riparian Zone Restoration	Various Locations	Varies	No	***
Streetscape Improvements - expansion	Pearl Road/Stumph Road/York Road	Varies	No	***
On-Going				
Intercommunity Relief Sewers (Stonington, Parma Park II, Parma Park III, and Parma Park IV)	Various Locations	Varies	No	\$2,300,000
<i>Infrastructure:*</i>				
Sanitary Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$0
Storm Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$256,025
Street repair/repaving	Various Locations	Not Applicable	Not Applicable	\$7,447,604
Waterline repair/replacement	Various Locations	Not Applicable	Not Applicable	\$941,263
Storefront facade/signage/landscaping improvements**	None in the last five years	Not Applicable	Not Applicable	\$0

Note: Due to the interrelationships of goals, an initiative or plan may be associated with more than one goal.

* Investment figures date from 2001/2002 and are the most recent figures available.

** Available through the Cuyahoga County Department of Development, Storefront Renovation Program (none implemented in the last five years)

*** Initiatives are only in the conceptual stages, so investment figures have not been determined.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.



ilities, while only indirectly influencing housing issues, play a role in generating positive perceptions of overall neighborhood quality.

Development Initiatives and Community Investment

Even though existing homes are well-maintained, it is important to remain vigilant. The City is continuing to enforce its building codes and encourage residents to rehabilitate their homes, be it through private investment or grants and loans obtained through the Cuyahoga County Department of Development. The construction of new housing units (completed, underway, or planned) will provide additional housing options for existing and new residents. The City is continuing to implement investment in infrastructure projects, parks, and commercial areas, which also has a positive impact on the neighborhoods.

Development initiatives, as well as direct investment to the community as a result of those initiatives, where available, are listed in *Exhibit 7-4 and Appendix 7-A*.

Exhibit 7-4. Development Initiatives and Community Investment Related to the Preservation of Neighborhoods, Parma Heights				
Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Completed				
Big Creek Apartments - construction of new apartments and townhouses	Stumph/Apache/Cheyenne Roads	Residential	Yes	\$18,692,322
Cambridge Pointe Subdivision - new single-family detached housing units	12165 through 12220 Emma Lane	Residential	Yes	\$2,270,000
Creekside Reserve Town Homes - new single-family detached housing units	6041 through 6097 Creekside Drive	Residential	Yes	\$1,775,000
Under Construction				
Cornerstone Towne Centre - mixed-use development	Pearl Road/West 130th Street	Mixed-Use	Yes	\$70,000,000
Educators Apartments - adaptive reuse - independent living apartments for senior citizens	9275 North Church Drive	Residential	No	\$6,000,000
Riverview Villas - new condominium development	Riverview Court	Residential	Yes	\$2,300,000
Conceptual				
New Town Center (Focus Area 1) - mixed-use development with green space and commons	Pearl Road	Mixed-Use	Yes	***
New Townhouses (Focus Area 2) with green space	Pearl Road/Ackley Road	Residential	Yes	***
On-Going				
Housing Downpayment Assistance Loans*/**	Various Locations	Residential	No	\$105,000
Housing Rehabilitation Loans*	Various Locations	Residential	No	Not Available
Housing Weatherization Grants*	Various Locations	Residential	No	\$51,185
Intercommunity Relief Sewers (Stonington, Parma Park II, Parma Park III, and Parma Park IV)	Various Locations	Varies	No	\$2,300,000
Infrastructure****				
Sanitary Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$0
Storm Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$256,025
Street repair/repaving	Various Locations	Not Applicable	Not Applicable	\$7,447,604
Waterline repair/replacement	Various Locations	Not Applicable	Not Applicable	\$941,263

Note: Due to the interrelationships of goals, an initiative or plan may be associated with more than one goal.

* Available through the Cuyahoga County Department of Development, Housing Program

** Since May, 1998, DOD made 14 loans, with home purchase prices totaling \$1.25 million. Approximately \$1.1 million of private financing was leveraged.

*** Initiatives are only in the conceptual stages, so investment figures have not been determined.

**** Investment figures date from 2001/2002 and are the most recent figures available.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.



Continued Maintenance of City Infrastructure and Services

Goals

- ✓ Maintain the high level of city services, including Police, Fire, EMS, sidewalk plowing, and other services; and
- ✓ Ensure that infrastructure, including streets, waterlines, and the sewer system, are adequate to meet the needs of existing and future development.

Analysis and Final Development Plan

Public facilities, infrastructure, and city services are critical components of the systems that enable Parma Heights to function on a day-to-day basis. The quality, efficiency, and condition of the city's public infrastructure and the ability to deliver high quality services to all sectors of the community are necessary to maintain the viability of the city, as well as foster growth and development. It is this reputation for high quality service that has made Parma Heights such a desirable place in which to live.

To be able to maintain the high level of services residents have come to expect and ensure that the city remains competitive, the City must continue to invest in its future through its infrastructure and its employees.

Public Facilities

The population of Parma Heights has grown by more than 17% since the 1950's, the era when most of the City's public buildings were built. Studies have shown that there is a correlation between increases in the population and the need for additional services that a city must provide.

As discussed in *Chapter 5, Public Facility and Infrastructure Analysis*, physical space in many of the City-owned buildings is at such a premium that many of the areas fulfill triple and quadruple duty. This is particularly true for the City of Parma Heights Police and Fire Departments, where the lack of up-to-date facilities may hamper safety ratings or result in non-compliance with state regulations. Due to budget constraints over the last several years, much needed equipment purchases, particularly those for the police and fire departments, have been put on hold.

As an outgrowth of the *Mayor's Task Force on Municipal Buildings*, a facilities analysis of space needs was undertaken for most of the City-owned buildings. The study looked at the amount and configuration of existing space, as well as the functions that each space was required to perform. Recommendations were then made as to the amount and type of additional space required.

Of the buildings examined, the study recommended increasing the size of Parma Heights Town Hall by almost 3,800 square feet and increasing the Daniel A. Tobik Service Center by almost 15,000 square feet. Expansion or replacement was proposed for both the Parma Heights Police Station and the Parma Heights Fire Station. It was recommended that the Police Station be increased from almost 14,000 square feet to almost 37,000 square feet and that the Fire Station be increased from about 9,700 square feet to over 20,000 square feet.

Infrastructure

In most communities, the age of the infrastructure usually coincides with the age of the homes the infrastructure serves. In Parma Heights, this generalization is not always correct due to the development patterns of some of the city's subdivisions. Although approximately 87% of the housing units in Parma Heights were



built between 1950 and 1979, many of the streets were platted and the infrastructure installed between 1925 and 1930.

As outlined in *Chapter 5*, the City maintains 58.5 miles of roads, 308,340 linear feet of waterlines, 302,100 linear feet of sanitary sewer lines, and 302,100 linear feet of storm sewers. A condition assessment of the city's infrastructure, which was undertaken by the city engineer, shows that much of it is in need of repair or replacement. Of all infrastructure citywide, 19 miles (32%) of all roads, 27,410 linear feet (9%) of all waterlines, 52,810 linear feet (17%) of all sanitary sewer lines, and 26,400 linear feet (9%) of all storm sewers are in poor or critical condition.

The city engineer estimated that the cost to completely replace all of the city's infrastructure would total approximately \$200.5 million. Cost, by type of infrastructure, would be approximately \$71.5 million for roadways, \$32 million for waterlines, \$48 million for sanitary sewer lines, and \$49 million for storm sewers.

The city engineer estimated that the cost to repair only the infrastructure in poor or critical condition would total approximately \$120.3 million. Cost, by type of infrastructure, would be approximately \$43 million for roadways, \$19 million for waterlines, and \$29 million each for sanitary sewer lines and storm sewers. If the City of Parma Heights would expend approximately \$3 million on infrastructure improvements annually, the infrastructure that is currently in poor or critical condition would be repaired in 40 years.

Development Initiatives and Community Investment

It is important that the City continue to invest in public facilities and infrastructure improvements for the health, safety, and well being of the city and its residents. The Municipal Facilities Master Plan for selected City-owned public buildings was completed and some preliminary architectural drawing have been undertaken.

The Pearl Road repaving project, funded by the Ohio Department of Transportation, with a match from the City of Parma Heights, was completed in 2003. The Stonington, Parma Park II, Parma Park III, and Parma Park IV Intercommunity Relief Sewers project, funded by regional and state sources, was completed in 2002. Additionally, almost \$9 million of public improvements, primarily targeted for roadways, are scheduled to take place over the next three years using a combination of state, county, and local funding sources.

Development initiatives, as well as direct investment to the community as a result of those initiatives, where available, are listed in *Exhibit 7-5 and Appendix 7-A*.

Enhancement of Recreational Assets

Goals

- ✓ Maintain and expand, when appropriate, park and recreational opportunities for residents of all ages; and
- ✓ Explore the development of bike paths to link with those in the Metroparks.

Analysis and Final Development Plan

The availability of well-maintained parks, recreation, and open space is an important measure of the quality of life in a community. In Parma Heights, approximately seven percent of the total land area (about 204 acres) is currently set aside for parks and recreation purposes. This figure includes the six city-owned parks



Exhibit 7-5. Development Initiatives and Community Investment Related to the Continued Maintenance of City Infrastructure and Services, Parma Heights

Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Completed				
Gateway Signs - installation	Various Locations	Varies	No	\$9,000
Greenbrier Commons Gazebo - installation	Pearl Road	Park	No	\$5,500
Greenbrier Commons Improvements - installation of swimming pools, waterslide, and other park improvements	Pearl Road	Park	No	\$3,500,000
<i>Parma Heights Park Improvements</i>				
Greenbrier Commons	Pearl Road	Park	No	Not Available
Kurtz Park	West 130th Street and Huffman Road	Park	No	Not Available
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	Not Available
Radlick Park	Ackley Road and Brookmere Boulevard	Park	No	Not Available
Yorktown Green Park	Pearl and Olde York Roads	Park	No	Not Available
Pearl Road Commercial Streetscape Improvements - installation	Pearl Road (approximately Olde York Road to West 130th Street)	Not Applicable	No	\$722,230
<i>Pearl Road Pocket Park Installation</i>				
Pearl Road Pocket Park I	Pearl Road (vicinity of Lotusdale Drive)	Vacant	No	\$2,967
Pearl Road Pocket Park II	Pearl Road (vicinity of Rochelle Boulevard)	Institutional	No	\$2,967
Pearl Road Pocket Park III	Pearl Road (vicinity of Beresford Avenue)	Institutional	No	\$2,967
Pearl Road Street Improvements - repaving/curb reconstruction	Pearl Road (Snow Road to West 130th Street)	Streets	No	\$1,490,000
Under Construction				
Cornerstone Towne Centre - mixed-use development	Pearl Road/West 130th Street	Mixed-Use	Yes	\$70,000,000
Parma Heights Athletic Center - adaptive reuse for indoor soccer facility	6200 Pearl Road	Park	No	\$100,000
Conceptual				
Bicycle Trails - development of on-street trails	Various Locations	Varies	No	*
Cassidy Senior Center - adaptive reuse	6200 Pearl Road	Institutional	No	*
Commercial District Gateway Improvements	Pearl Road/Stumph Road/York Road	Commercial	No	*
Daniel A. Tobik Service Center - addition	6184 Pearl Road	Governmental	No	*
Parma Heights Fire Station - reconstruction	6184 Pearl Road	Governmental	No	*
<i>Parma Heights Parks - park entrance enhancements</i>				
Greenbrier Commons	Pearl Road	Park	No	*
Kurtz Park	West 130th Street and Huffman Road	Park	No	*
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	*
Reservoir Park	Deering Avenue and Reservoir Drive	Park	No	*
Stroud Park	North Church and Reid Drives	Park	No	*
Parma Heights Police Station - reconstruction	6184 Pearl Road	Governmental	No	*
Parma Heights Town Hall - addition	6281 Pearl Road	Governmental	No	*
Streetscape Improvements - expansion	Pearl Road/Stumph Road/York Road	Varies	No	*
On-Going				
Intercommunity Relief Sewers (Stonington, Parma Park II, Parma Park III, and Parma Park IV)	Various Locations	Varies	No	\$2,300,000
<i>Infrastructure**</i>				
Sanitary Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$0
Storm Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$256,025
Street repair/repaving	Various Locations	Not Applicable	Not Applicable	\$7,447,604
Waterline repair/replacement	Various Locations	Not Applicable	Not Applicable	\$941,263

Note: Due to the interrelationships of goals, an initiative or plan may be associated with more than one goal.

* Initiatives are only in the conceptual stages, so investment figures have not been determined.

** Investment figures date from 2001/2002 and are the most recent figures available.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.



and Greenbrier Commons, as well as the portion of the Cleveland Metroparks *Big Creek Reservation* that is located within the boundaries of Parma Heights.

As discussed in *Chapter 5*, the City's six parks, which are well distributed throughout the community, contain athletic fields, playgrounds, and open space. Greenbrier Commons, a family-oriented recreational and cultural center, has swimming pools, tennis courts, and other amenities for residents of all ages and interests. *Big Creek Reservation* provides walking trails, bicycle paths, and picnicking opportunities. The two elementary schools each contain a playground and play fields that can be used by residents. While almost all Parma Heights residents are within a one-half mile walk of a park, not all children are within a one-quarter mile walk of a playground.

Over the years, the City of Parma Heights has been proactive, both in reserving land for parks and open space development, as well as planning and providing for the recreational needs of the community through extensive recreational programming. Continuing to enhance the city's recreational assets through additional park improvements, developing additional walking and bicycle paths, and capitalizing on the proximity of the City's parks and the Cleveland Metroparks *Big Creek Reservation* as a way to attract residents and businesses to Parma Heights, were discussed.

Development Initiatives and Community Investment

Over the years, the City has provided funding for major improvements at its parks and recreation facilities, particularly Greenbrier Commons, and continues to undertake regularly scheduled park maintenance and upgrading.

Development initiatives, as well as direct investment to the community as a result of those initiatives, where available, are listed in *Exhibit 7-6 and Appendix 7-A*.

Protection of Environmentally Sensitive Areas

Goals

- ✓ Continue efforts to improve the Big Creek Watershed; and
- ✓ Protect environmentally sensitive areas such as steep slopes, wetlands, watercourses, and floodplains.

Analysis and Final Development Plan

In addition to providing a natural habitat for birds and wildlife, environmentally sensitive areas, such as steep slopes, wetlands, watercourses, and floodplains, play an important role in maintaining environmental stability. Both floodplains and wetlands are instrumental in stormwater management, while wetlands act as a buffer to help protect lands from erosion. Wetlands also intercept and filter run-off, which significantly improves water quality.

Development on environmentally sensitive land has negative consequences and may severely impact the natural character of the area, alter the groundwater levels, and destroy vegetative and wildlife habitats. There also is no assurance that the risk of soil instability, slippage, and erosion could be completely eliminated.



Exhibit 7-6. Development Initiatives and Community Investment Related to the Enhancement of Recreational Assets, Parma Heights

Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Completed				
Greenbrier Commons Gazebo - installation	Pearl Road	Park	No	\$5,500
Greenbrier Commons Improvements - installation of swimming pools, waterslide, and other park improvements	Pearl Road	Park	No	\$3,500,000
<i>Parma Heights Park Improvements</i>				
Greenbrier Commons	Pearl Road	Park	No	Not Available
Kurtz Park	West 130th Street and Huffman Road	Park	No	Not Available
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	Not Available
Radlick Park	Ackley Road and Brookmere Boulevard	Park	No	Not Available
Yorktown Green Park	Pearl and Olde York Roads	Park	No	Not Available
<i>Pearl Road Pocket Park Installation</i>				
Pearl Road Pocket Park I	Pearl Road (vicinity of Lotusdale Drive)	Vacant	No	\$2,967
Pearl Road Pocket Park II	Pearl Road (vicinity of Rochelle Boulevard)	Institutional	No	\$2,967
Pearl Road Pocket Park III	Pearl Road (vicinity of Beresford Avenue)	Institutional	No	\$2,967
Under Construction				
Cornerstone Towne Centre - mixed-use development	Pearl Road/West 130th Street	Mixed-Use	Yes	\$70,000,000
Parma Heights Athletic Center - adaptive reuse for indoor soccer facility	6200 Pearl Road	Park	No	\$100,000
Conceptual				
Bicycle Trails - development of on-street trails	Various Locations	Varies	No	*
Cassidy Senior Center - adaptive reuse	6200 Pearl Road	Institutional	No	*
New Town Center (Focus Area 1) - mixed-use development with green space and commons	Pearl Road	Mixed-Use	Yes	*
New Townhouses (Focus Area 2) with green space	Pearl Road/Ackley Road	Residential	Yes	*
New Restaurant or Park (Focus Area 3)	Pearl Road/Stumph Road	Commercial/Park	Yes/No	*
Open Space Conservation - potential easements or acquisition	Various Locations	Varies	No	*
<i>Parma Heights Parks - park entrance enhancements</i>				
Greenbrier Commons	Pearl Road	Park	No	*
Kurtz Park	West 130th Street and Huffman Road	Park	No	*
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	*
Reservoir Park	Deering Avenue and Reservoir Drive	Park	No	*
Stroud Park	North Church and Reid Drives	Park	No	*
Trails/Pedestrian Linkages - potential development	Various Locations	Varies	No	*

Note: Due to the interrelationships of goals, an initiative or plan may be associated with more than one goal.

* Initiatives are only in the conceptual stages, so investment figures have not been determined.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.

Much of the open space, whether it is owned by public entities or is under private ownership, has remained open space because it is, or is adjacent to, environmentally sensitive areas. As shown in *Chapter 2, Land Use Inventory and Natural Resource Issues*, most of the areas with floodplains or steep slopes are adjacent to Big Creek, or are tributaries of Big Creek, and are owned by either the Cleveland Metroparks or the City of Parma Heights. These areas are used as parks, or have been designated as open space, so they will remain undeveloped. A fairly extensive wetland area, which is under private ownership, appears to exist in the vicinity of Stumph Road, Creekhaven Drive, and East Huffman Road.

Given the importance of environmentally sensitive areas, all creeks and the respective surrounding stream banks should be assessed, restored where necessary, and preserved. Protection of environmentally sensitive areas can occur as the result of federal or local regulations, however vigilance and enforcement often rests at



the local level. Several other legal avenues, such as conservation easements or wildlife area designations, could be researched and implemented to provide protection for these areas. Financial incentives, through state and federal grants, may also be available.

Development Initiatives and Community Investment

The City of Parma Heights has local regulations that offer protection for environmentally sensitive areas. These regulations, which are outlined in the City’s Codified Ordinances, include Chapter 1105, *Urban Sediment Pollution Abatement*, in the Planning and Zoning Code, and Chapter 1381, *Yard Grading* and Chapter 1385, *Flood Damage Prevention*, in the Building Code.

Development initiatives, as well as direct investment to the community as a result of those initiatives, where available, are listed in *Exhibit 7-7 and Appendix 7-A*.

Exhibit 7-7. Development Initiatives and Community Investment Related to Protection of Environmentally Sensitive Areas, Parma Heights				
Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
<i>Conceptual</i>				
New Restaurant or Park (Focus Area 3)	Pearl Road/Stumph Road	Commercial/Park	Yes/No	*
Open Space Conservation - potential easements or acquisition	Various Locations	Varies	No	*
Riparian Zone Restoration	Various Locations	Varies	No	*

Note: Due to the interrelationships of goals, an initiative or plan may be associated with more than one goal.

* Initiatives are only in the conceptual stages, so investment figures have not been determined.

Sources: Cuyahoga County Auditor’s Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.

Expand Marketing Efforts

Goals

- ✓ Promote the City of Parma Heights to new and potential residents as a great place to raise a family;
- ✓ Expand community initiatives for successful aging;
- ✓ Use the proximity of recreational opportunities, both through the City and at the Metroparks to promote the city to prospective residents and businesses; and
- ✓ Continue and expand cooperative relationships between City Hall and the business community.

Analysis and Final Development Plan

Marketing the city involves improving the visual image that Parma Heights conveys to residents and visitors alike. It also involves promoting the city to prospective residents and businesses as a great place to live, work, and play through positive publicity in print and/or electronic media sources.



Development Initiatives and Community Investment

The City has installed new gateway signs along major commercial thoroughfares that clearly advertise one's arrival in Parma Heights. Development initiatives, as well as direct investment to the community as a result of those initiatives, where available, are listed in *Exhibit 7-8 and Appendix 7-A*.

Exhibit 7-8. Development Initiatives and Community Investment Related to Expanding Marketing Efforts, Parma Heights				
Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Completed				
Gateway Signs - installation	Various Locations	Varies	No	\$9,000
Conceptual				
Commercial District Gateway Improvements	Pearl Road/Stumph Road/York Road	Commercial	No	*
<i>Parma Heights Parks - park entrance enhancements</i>				
Greenbrier Commons	Pearl Road	Park	No	*
Kurtz Park	West 130th Street and Huffman Road	Park	No	*
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	*
Reservoir Park	Deering Avenue and Reservoir Drive	Park	No	*
Stroud Park	North Church and Reid Drives	Park	No	*

Note: Due to the interrelationships of goals, an initiative or plan may be associated with more than one goal.

* Initiatives are only in the conceptual stages, so investment figures have not been determined.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.

STATUS OF DEVELOPMENT INITIATIVES

The following sections discuss the development initiatives and their status in more detail.

Completed

Big Creek Apartments/Townhouses, Stumph/Apache/Cheyenne Roads

Big Creek Apartments, which were built in 1997, contain a total of 516 rental housing units. The apartments range in size from 1,120 square feet to 1,345 square feet and feature two to three bedrooms and one or two bathrooms. Each unit has a balcony or a patio.



The townhomes are about 1,200 square feet in size, have two or three bedrooms and one and one-half bathrooms. Each unit has a garage. Amenities include a fitness center, business center, children's playground, and a swimming pool.

BP Gas Station, 6730 Pearl Road (Pearl Road/West 130th Street)

The existing BP Gas Station was razed in 2002. A new BP Gas Station was constructed in its place that was larger and more modern, with a larger convenience store, new canopies, streamlined driveway access, and a new ground-mounted sign. The new gas station opened in late 2002.





Burger King Restaurant, 6671 Pearl Road

The original Burger King Restaurant on Pearl Road was the 313th restaurant in the Burger King Restaurant chain. The restaurant, which was originally built over 30 years ago, was razed in September, 2002. A new Burger King Restaurant was constructed in its place that was more modern, had more parking, a better drive-through window, and a new ground-mounted sign. The new restaurant opened in October, 2002.

Cambridge Pointe Subdivision, Emma Lane

Cambridge Pointe Subdivision, which is located near the corner of Big Creek Parkway and Stumph Road, was originally part of a 3.5-acre parcel that was zoned Class “A” single-family residential. The parcel also contained a 2,500 square foot single-family home that was built in 1954. The original parcel was subdivided into lots for eleven single-family, detached homes. The 1954 home, and about one-third of an acre of land on which the home was located, was preserved.

Most of the homes in the new development were built between 2000 and 2002, on approximately one-tenth of an acre of land. While there are a few two-story homes, most are one-story homes, with two or three bedrooms, and two full baths. Amenities such as air conditioning and front porches are common. Some homes also have fireplaces, rear decks, and a powder room. The homes are valued at between \$190,000 and \$230,000 by the Cuyahoga County Auditor’s Office.



Creekside Reserve Town Homes, Creekside Drive

The Creekside Reserve Town Home subdivision is located near Reservoir Drive and Pearl Road. The land, which was originally platted in the 1920’s for residential homes that were never built, was acquired by the City of Parma Heights in 1972 for possible future expansion of the cemetery. The acreage, which has been zoned Class “A” single-family residential for some time, remained vacant and was sold to the current developer in 2001. In 2002, the land was re-subdivided into lots for 21 single-family, detached, cluster homes.

Most of the cluster homes in the new development were built between 2002 and 2004, on approximately one-tenth to one-fifth of an acre of land each. All of the units are one-story homes, with two or three bedrooms, and two full baths. Amenities such as air conditioning and front porches are common. Some homes also have a rear deck, while others have the option of a walk-out basement. Many of the homes overlook the adjacent woods and creek. The homes are valued at between \$175,000 and \$210,000 by the Cuyahoga County Auditor’s Office.



Gateway Signs

While gateway signs serve the practical purpose of identifying the boundary lines of the city, they can also convey an impression about the image a community wishes to portray. The new gateway signs are white with white posts. The graphics on the signs have green lettering and portray the City seal in green. The signs, which are well-placed, well-proportioned, and visible, are located on the following major arterial streets, in proximity to the municipal boundary lines:



- ✓ Pearl Road/Snow Road at the border of Parma Heights and Parma
- ✓ North Church Drive at the border of Parma Heights and Parma
- ✓ York Road at the border of Parma Heights and Parma
- ✓ West 130th Street at the border of Parma Heights and Parma
- ✓ Pearl Road/West 130th Street at the border of Parma Heights and Middleburg Heights
- ✓ Snow Road/Stumph Road at the border of Parma Heights and Parma
- ✓ Huffman Road/West 130th Street at the border of Parma Heights and Parma



Greenbrier Commons Gazebo

The Greenbrier Commons Gazebo, along with the new sign and street clock, were installed in 2001. Since its installation, the gazebo has become the community gathering place for citywide celebrations, such as the summer concert series, holiday events, and the annual *Weekend in the Commons*.

Greenbrier Commons Swimming Pools and Waterslide and Other Park Improvements

A number of major recreation improvements have been undertaken at Greenbrier Commons in recent years. The existing pool at Greenbrier Commons was replaced with three outdoor swimming pools, including a children’s activity pool, a lap pool, and a diving pool. The swimming pools also have dual water slides and are handicapped accessible. A concession stand and bathhouse area, with restrooms, were built as part of the project and are adjacent to the pools. Renovations to the basketball and tennis courts were also undertaken. Other improvements included the installation of a new playground; a picnic area and picnic tables; boccé ball, sand volleyball, and shuffleboard courts; a walking path with decorative lighting; and new landscaping. Renovations began in 1999 and were completed in 2001.



Howard’s Jewelry and Loan, 6329 Pearl Road

In 1998, the existing building was razed and a new, three-storefront building was constructed in its place. Other improvements included a new parking lot, driveways, landscaping, lighting, and a ground mounted sign. Currently, the space is occupied by Howard’s Jewelry and Loan, Supercuts, and the Sprint Store Express.

Integrity Chevrolet, 6376 Pearl Road

Interior and exterior renovations were undertaken to the Integrity Chevrolet automobile dealership between 2000 and 2003. Improvements included a building addition, extensive facade changes, new building signage, landscaping, and a ground mounted sign.





Keystone Office Building, 6659 Pearl Road

Improvements were undertaken to the exterior facade of the Keystone office building in 2002/2003. Also undertaken was an interior renovation of the space now occupied by Play Café.



Liberty Ford Lincoln Mercury, 6600 Pearl Road

Interior and exterior renovations were undertaken to the Liberty Ford automobile dealership between 2000 and 2003. Improvements included extensive facade changes, new building signage, landscaping, and a ground mounted sign.

McDonald's Restaurant, 6421 Pearl Road

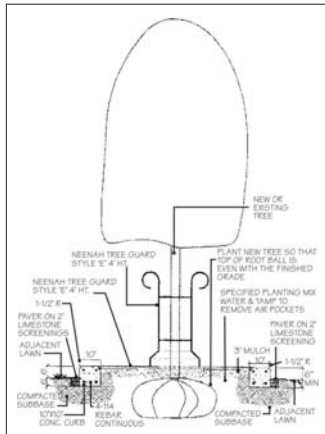
The original McDonald's Restaurant on Pearl Road was the 293rd restaurant in the McDonald's Restaurant chain. The restaurant, which was originally built in 1960, was razed in March, 2003. The new McDonald's Restaurant constructed in its place is more modern, features a large two-story Play Palace with slides and tunnels, as well as interactive Nintendo video games for both younger and older children, and has a new ground-mounted sign. The new restaurant opened in July, 2003.



Park Improvements

Over the last several years, there have been a number of improvements at most of the City-owned parks. Recent improvements at *Kurtz Park* included renovation of the basketball courts and court lighting in 1998. In 1999, a new skateboard park was constructed and a new children's playground was installed. Improvements to *Nathan Hale Park* included the renovation of the eight soccer fields and the baseball field, as well as the installation of a picnic pavilion, all of which took place in 1999. Improvements to *Radlick Park* included the installation of a new playground, two new park identification signs, and a small parking lot in 1998. Finally, work at *Yorktown Green Park* encompassed improvements to the parking lot, including repaving and the installation of a decorative lighting standard in 1998, as well as landscaping and selected regrading in 2003.





Pearl Road Commercial Streetscape Improvements, Pearl Road, from approximately Olde York Road to West 130th Street

Commercial streetscape improvements for the four-phase commercial streetscape project included planting new trees throughout the project area, as well as the installation of precast concrete curbs, pavers, tree grates, and tree guards around both new and existing trees. Funding was provided through the Cuyahoga County Department of Development's Municipal Grant Program, with a 27% match from the City of Parma Heights.

Pocket Parks I, II, and III, selected locations along Pearl Road

Three pocket parks were installed along Pearl Road in conjunction with Pearl Road Commercial Streetscape Improvements project.

Park improvements included paving, benches, a trash receptacle, and landscaping. The landscaping makes use of small trees, bushes, and drought tolerant perennials that add color to the space. The pocket parks are located at Pearl Road/Lotusdale Drive, Pearl Road/Rochelle Boulevard, and Pearl Road/Beresford Avenue.



Pearl Road Repaving and Curb Replacement, Pearl Road, between Snow Road and West 130th Street

Pearl Road (U.S. Route 42), from Snow Road to West 130th Street was repaved in the summer of 2003. The curbs on Pearl Road were replaced in fall, 2002, where needed, prior to the street repaving.

Yorktown Plaza, 6333 Olde York Road

The exterior facade of the Yorktown Plaza was refaced in 2002. Other improvements included new building signage, repaving and restriping the parking lot, and the installation of a ground mounted sign. Interior renovations were also undertaken to accommodate the new Save-A-Lot grocery store.



Under Construction

Cornerstone Towne Centre, Pearl Road and West 130th Street

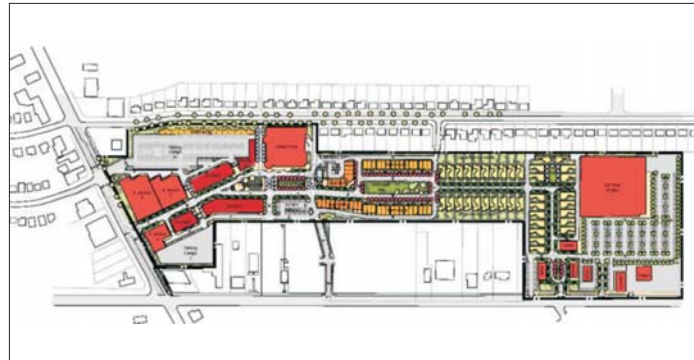


Cornerstone Towne Centre, which broke ground in July, 2003, is a new, mixed-use development that is located at the western gateway of Parma Heights, adjacent to Pearl Road and West 130th Street. The development will combine retail, office, residential, entertainment, green space, and restaurant uses on approximately 34 acres of land. The new mixed-use development will be located along a pedestrian-oriented main street with a central green. The integration of the varying land uses, architectural elements, amenities, and public space



is designed to make this area a vibrant place to shop, work, live, and play.

Claire's Folly, a 93,000 square-foot family entertainment anchor, is the first in a series of buildings that will be built. The complex will feature gaming, a full winery, a reception hall, and pub, bistro and gourmet restaurants. The building, which will also contain a new 299-seat dinner theater, will provide a new home for the Cassidy Theater.



Subsequent phases of the project will include the construction of additional retail shops with offices and live-work housing units located above. Townhouses, single-family homes, play lots, and community facilities are also planned. Parking structures, which will be tucked behind the buildings, will be augmented by on-street parking. It is estimated that phase II of the development will be completed in 2006.

Educators Apartments, 9275 North Church Drive

Educators Apartments, a nine-story building that was originally built in 1964 as a retirement complex for teachers, is being refurbished and adaptively reused as an independent living facility for senior citizens. The units will have deed restrictions to ensure that the apartments are only leased to persons 55 years of age or older.

The 98 existing 300-square-foot efficiency apartments and the 32 existing 600-square-foot one-bedroom apartments will be converted into a total of 100 units (92 one-bedroom units and eight two-bedroom units). All units will be refurbished. Improvements to the electrical and plumbing systems, as well as landscaping and new driveways will be included in the scope of work. In addition, the City and the developers are discussing the possibility of using the first floor for senior-oriented activities.

Parma Heights Athletic Center, 6200 Pearl Road

The Parma Heights Athletic Center, formerly the Greenbrier Ice Rink, was built in 1975 and is approximately 36,000 square feet in size. In addition to the rink, the building includes the entrance, ticket office, locker rooms, rest rooms, equipment room, ice surface room, and offices. There is also space that can be used for meetings and banquets. The adjoining parking lot has approximately 235 parking spaces, 13 of which are designated as handicapped. Additional parking is available in an adjacent parking lot.

A number of uses were explored for the former Greenbrier Ice Rink, which closed in May, 2003 due to financial considerations. In June, 2004, Parma Heights City Council approved a five-year management contract with Northeast Ohio Soccer to run indoor soccer leagues and clinics in the newly named Parma Heights Athletic Center. As part of the contract, NEO will manage the facility, run all soccer programs, make lease payments to the City, pay all utilities, make repairs and improvements to the interior of the building, install a synthetic grass surface playing field, and obtain liability insurance. The City will maintain the exterior of the building. The City will be able to use the facility for a variety of activities and programs on weekdays and during the summer.



Riverview Villas, 6390 Stumph Road

Riverview Villas is a five-building, 20-unit condominium development that is currently under construction. The development is adjacent to Big Creek and close to the Cleveland Metroparks *Big Creek Reservation*. The 1.7-acre parcel, which was originally zoned Class “A” single-family residential near the street and Class “B” multi-family residential on the remainder of the lot, contained a 970 square-foot single-family home that was built in 1923. The home was demolished before construction was started on the condominiums.

Each of the five new buildings has four 1,000 square-foot condominiums. Each unit will have two bedrooms, one full bath, a large eat-in kitchen, living room, and utility/laundry room. Air conditioning and two-parking spaces, one of which will be covered parking, will also be included. The purchase price for each condominium is estimated at \$115,000.

Yorktown Automotive, 6177 Pearl Road

Yorktown Automotive is in the process of renovating the existing building and constructing a two-story addition. When complete, the space will contain new offices; a new shop for general, light automotive services; a car wash; and expanded convenient store services.



Conceptual

Bicycle Trails/Pedestrian Linkage Development

Bicycling and walking have become very popular recreational activities for persons of all ages. Some of the mechanisms commonly used by other communities that are developing pedestrian and/or bikeway connections include utilizing the existing road system by signing the road; using publicly owned vacant land to develop connections between existing neighborhoods, parks, and activity centers; and/or acquiring easements or land donations from private owners for this purpose.

Parma Heights currently has a multi-use path in the Cleveland Metroparks *Big Creek Reservation* that runs the length of the park. This trail, which is used for bicycling and walking, is separated from automobile traffic and is ranked as being suitable for all skill levels by the Northeast Ohio Areawide Coordinating Agency (NOACA). Routes classified by NOACA as streets suitable for bicyclists having intermediate skills include Stumph Road (from Big Creek Parkway to the city boundary), Huffman Road, West Ridgewood Drive, and North Church Drive. Pearl and York Roads are classified by NOACA as suitable only for experienced bicyclists.

Local and minor collector streets tend to have lower traffic volumes and vehicle speeds, making them more suitable for bicyclists of all skill levels. Developing additional on-street bicycle routes along Ackley Road, Beverly Drive, Eureka Parkway, Homewood Avenue, Independence Boulevard, Lawnwood Avenue, and/or Parma Park Boulevard could be explored to provide linkages to other centers of activity within the city.

As bicycle routes are developed, the City will want to coordinate all phases of planning and development with entities that have developed, or are in the process of developing, bikeway networks in the area to ensure that all bikeway plans meld together.



Possible sites for pedestrian trails include areas along Big Creek and its tributaries, extensions through existing parks, and linkages from existing neighborhoods. Another area to consider is the possibility of working with the City of Parma and the Cuyahoga Community College to develop a fitness loop around Nathan Hale and Nike Parks, the Western Campus of the Cuyahoga Community College, and Valley Forge High School.

Cassidy Senior Center (Formerly the Paul W. Cassidy Theatre/DOWNUNDER CAFÉ), 6200 Pearl Road

The Cassidy Theater will be relocating to *Cornerstone Towne Centre*, possibly as soon as spring, 2005. This relocation opens up an opportunity for the City to reuse the building as a senior citizen center.

The 20,000 square-foot building was built in 1974 and contains a 275-seat auditorium on the main floor. A smaller theater space, which can accommodate up to approximately 80 persons, is located on the lower floor. The building also contains meeting rooms, banquet facilities, a workshop for arts and crafts, and space for offices. The configuration of some of the space is flexible, and historically has been used for many different types of functions.

Recent improvements undertaken to the building include replacement of ceiling tiles and cove moldings in the lower level of the building in 2000 and replacement of the multi-zone air conditioning units in 2001. The City was awarded a grant from the *Cuyahoga County Department of Development's Municipal Grant Program* in 2004 to improve the 89-space parking lot that adjoins the building. The project included repaving the parking lot and installing new curbs, ramps for handicapped access, and lighting.

Plans to convert the building to a senior citizen center are under discussion.

Commercial District Gateway Improvements

The city's commercial districts, which are located along selected portions of the Pearl Road, York Road, and West 130th Street corridors, could be more widely promoted as shopping destinations through the use of gateway improvements that highlight their special attributes.

Improvements, such as decorative banners, could be attached to light poles at the entrance to the districts (or displayed throughout the district). The advantage of using banners, rather than signs, is that they are less expensive to install and can be changed seasonally. The commercial district banners should complement the new Pearl Road streetscape improvements, as well as any improvements that may be installed along portions of York Road and West 130th Street. Big Creek could also be highlighted where it crosses Stumph, Pearl, and York Roads.

Daniel A. Tobik Service Center, 6184 Pearl Road

The Daniel A. Tobik Service Center, which has almost 40,400 square feet of space, was built in 1972. Over the last several decades, equipment specifications have changed, more equipment has been purchased, and Service Department personnel have undertaken additional duties. As a result, more space is needed to store vehicles and for staff to function efficiently.

The Municipal Facilities Master Plan, prepared by City Architecture in 2002, proposed increasing the usable space by almost 15,000 square feet. Most of the proposed new space would be used for a larger indoor garage to park department vehicles. Other improvements that were proposed included creating a 150 square-foot animal containment area and increasing the amount of storage space for the Recreation Department.



New Town Center Mixed-Use Development with Greenspace and a Commons (Focus Area 1)

The owners of the existing shopping plaza have recently undertaken interior renovations and installed new signage. Retail space that was once vacant is now fully occupied.

At some point in the future, however, the owners may decide that a more intensive use may be more desirable. If that decision occurs, consideration should be given to the concept developed for *Focus Area 1A*, in *Chapter 6, Focus Areas and Alternative Development Plans*.



This concept proposed redeveloping the site as a mixed-use development that would include approximately 50,000 square feet of new retail and restaurant space on the ground floor, office space on the upper floors, green space, and 42 residential townhouses with parking adjacent to the development.

Buildings should be sited close to the street to create a more pedestrian-friendly environment. The design should complement the many existing Parma Heights buildings which make use of the Western Reserve architectural style. Compatible signage, decorative banners, flower boxes, bicycle racks, landscaping, and trees should complement the architecture. The provision of outdoor eating space should be strongly encouraged for any restaurants locating in the town center as a way of generating more vitality on the street.

A village green, which would serve as a public gathering place, would be the central focus of the development, would include a fountain, landscaping, trees, decorative lighting, sidewalks, pavers, bicycle racks, and street furniture. It should be designed to align with Parma Heights Town Hall to complete the town square concept.

The majority of the townhouses would be sited around a boulevard to provide an extension of the town square concept. The building design should complement the many existing Parma Heights buildings which make use of the Western Reserve architectural style. The residential development would include the installation of landscaping and street trees, decorative lighting, open ornamental steel fences with brick piers and stone caps, and sidewalks, walking paths, and guest parking. Development of pedestrian connectors to both the new town center and the adjoining Greenbrier Commons should be considered.

New Townhouses with Greenspace (Focus Area 2), Olde York and Ackley Roads

The owners of the existing Yorktown Plaza have recently undertaken extensive interior and exterior renovations, new signage, and parking lot repairs that have improved the appearance of the shopping center. Retail space that was once vacant is now occupied.



At some point in the future however, the owners may decide that a new use would be more desirable. If the decision to change the use of the property occurs, consideration should be given to the concept developed for *Focus Area 2A*, in *Chapter 6, Focus Areas and Alternative Development Plans*.

This concept proposed changing the existing commercial land use for the site to a residential use, demolishing the existing shopping plaza buildings, and redeveloping the parcels. The proposed development of approximately 38 townhouses would be situated along a new street that would have access to both Ackley and Olde York Roads with passive green space between the residences and the commercial establishments fronting on Pearl Road. Ample landscaping would be provided to screen the Pearl Road views from residents. The provision of pedestrian connectors from the residential development to the adjoining retail space would also be included.



The townhouse designs should incorporate elements of the Western Reserve architectural style found in many existing Parma Heights buildings. Elements such as landscaping and street trees, decorative lighting, open ornamental steel fencing with brick piers and stone caps, sidewalks, and passive open space with a gazebo or a community garden should also be considered.

A recommendation was also made to examine strategies that would improve the appearance of the adjacent commercial buildings through rehabilitation of the existing structures or construction of new commercial space. Strategies to maximize the efficiency of traffic circulation patterns, promote shared parking between the establishments, and make the area more pedestrian-friendly should be encouraged.

New Restaurant or Park (Focus Area 3), southwest corner of Pearl and Stumph Roads

While the existing commercial buildings are currently occupied, at some point in the future property owners may decide that a different use may be more desirable. If that decision occurs, consideration should be given to the concepts developed for *Focus Area 3B (1)*, *3B (2)*, or *3B (3)* in *Chapter 6, Focus Areas and Alternative Development Plans*.



The concept for *Alternative 3B (1)* envisioned a more upscale restaurant where patrons could enjoy the inviting views of Big Creek. Proposed was the construction of a 6,000 square-foot restaurant and parking on 2.1 acres of land. The restaurant would have a deck and/or patio overlooking Big Creek to accommodate outdoor eating space. The architectural designs for the restaurant, and all landscaping, signage, infrastructure improvements, and other amenities should complement the surrounding



buildings. Limited parking could be located behind the restaurant, with additional parking located on the vacant parcel to the southwest. Access to the adjacent parking lot should be from Pearl Road.



The other concept that was examined was to take a less intensive approach by redeveloping the site for a new passive park overlooking Big Creek. The proposed design for *Alternative 3B (2)* was more curvilinear and showed a gazebo and lower terrace, while the proposed design for *Alternative 3B (3)* was more rectilinear and depicted a covered gathering place with a trellis and a plaza area with seating.

Both designs envisioned a 2.1 acre park with accessible walking paths, benches, ample landscaping, and decorative lighting for safety and accent purposes. A new 55 space parking lot with two driveways would be located on the vacant parcel to the southwest, with access from Pearl Road. A walkway connector from the parking lot to the adjacent commercial property to the southwest on Pearl Road should be planned into the design.



Regardless of the alternative chosen, stream bank restoration and landscape enhancements should be assessed, researched, planned, and implemented as part of any new project. The possibility of working with adjacent property owners to provide easements to extend the walking path along the creek, both to the northwest into the Metroparks *Big Creek Reservation* and to the southeast, along the rear of the commercial properties south of Pearl Road, should also be considered.

Open Space Conservation

Much of the open space, whether it is owned by the City or under private ownership, has remained open space because it is, or is adjacent to, environmentally sensitive areas, such as floodplains, steeply sloped areas, creeks, or wetlands.

These areas, and their views, should be assessed, restored where necessary, and preserved. Several legal avenues, such as conservation easements or wildlife area designations, could be researched and implemented to provide protection for the area. Financial incentives, through state and federal grants, or tax regulations, may also be available.



Park Entrance Enhancements

Greenbrier Commons

The City should explore the feasibility of relocating the current entrance to Greenbrier Commons, as was recommended in the City Architecture plan. Currently, recreation, theater, and library patrons share the same entrance with the police, fire, and service garage employees. This situation does raise some concerns regarding traffic circulation patterns and safety issues for users with differing needs.

One possible solution that was discussed involved acquiring additional parcels to the south of Greenbrier Commons that could be used to add a second entrance to the facility. This second entrance, which would primarily serve recreational, cultural, and library patrons, would effectively separate patron traffic from Police, Fire, and Service Department traffic. This concept would also permit the existing entrance to be used exclusively for Police, Fire, and Service Department uses.

Kurtz Park

The City should explore the feasibility of creating more prominent, aesthetically pleasing vehicular and pedestrian accessways to and from the park. The existing entrance to Kurtz Park, on West 130th Street, could be widened by utilizing the vacant city-owned land to the north of the park. A boulevard could be created and the area enhanced with additional landscaping, including flowering trees, evergreens, shrubs, and drought-tolerant perennials for year-round interest and color.

Other improvements could include removing the old chain link fence and replacing it with decorative ornamental steel fencing, as necessary; installing new sidewalks and decorative lighting; and adding a new park identification sign to match the design at Radlick Park.

Nathan Hale Park

The City should explore the feasibility of creating a more prominent, aesthetically pleasing vehicular and pedestrian accessway to and from the park. Improvements could include eliminating the brick walls at the entrance and replacing them with decorative ornamental steel fencing to improve visibility and eliminate vandalism, as well as installing new sidewalks, decorative lighting, additional landscaping, and park identification signage to match the design at Radlick Park.

The City could also consider developing pedestrian connectors to the park from adjacent neighborhoods.

Reservoir Park

The City should explore the feasibility of creating more prominent, aesthetically pleasing vehicular and pedestrian accessways to and from the park by installing landscaping and new park identification signage to match the design at Radlick Park. The City could also consider developing a new pedestrian entrance to the park from the adjacent neighborhood off of Stonington Road.

Stroud Park

The City should explore the feasibility of creating more prominent, aesthetically pleasing vehicular and pedestrian accessways to and from the park. Improvements could include repaving the driveway, as well as installing a new sidewalk, decorative lighting, landscaping, and new park identification signage to match the design at Radlick Park. The City could also consider developing additional pedestrian connectors from the park into the adjacent neighborhoods.



City of Parma Heights Fire Station Reconstruction, 6184 Pearl Road

The Parma Heights Fire Station, which has almost 9,700 square feet of space, was built in 1934 with subsequent additions in 1954, 1966, and 1968. Over the last several decades, equipment specifications have changed, more equipment has been purchased, and Fire Department personnel have undertaken additional duties. As a result, more space is required to store vehicles and for staff to function efficiently.

The Municipal Facilities Master Plan, prepared by City Architecture in 2002, proposed expanding/replacing the existing building with a 20,150 square-foot building, which would more than double the current space. Improvements were proposed for all public areas, administrative offices, staff work areas, and the firefighters' living quarters. It was also recommended that the size of the apparatus room be almost doubled to accommodate the storage of emergency vehicles and fire fighting equipment.

City of Parma Heights Police Station Reconstruction, 6184 Pearl Road

The Parma Heights Police Station, which has almost 14,000 square feet of space, was built in 1956. Over the last several decades, equipment specifications have changed, more equipment has been purchased, and Police Department personnel have undertaken additional duties. As a result, more space is required to operate the jail, store vehicles, and for staff to function efficiently.

The Municipal Facilities Master Plan, prepared by City Architecture in 2002, proposed expanding/replacing the existing building with an almost 37,000 square-foot building, which would almost triple the current space. Improvements were proposed for all public areas, administrative offices, staff work areas, and training rooms, with extra space planned for records and equipment storage. A recommendation was also made to enlarge the garage to accommodate storage of police vehicles and other equipment. Improvements proposed for the jail would increase the space to over 3,200 square feet and increase the number of jail cells from four to twelve, allowing Parma Heights to meet the minimum jail standard for the State of Ohio. Other features would be added to ensure the safety and security of the staff and the community.

Parma Heights Town Hall Addition, 6281 Pearl Road

The Parma Heights Town Hall, which has almost 13,600 square feet of space, was built in 1958. Over the last several decades, personnel have undertaken additional duties. As a result, more space is required for staff to function efficiently.

The Municipal Facilities Master Plan, prepared by City Architecture in 2002, proposed increasing the usable space by almost 3,800 square feet. Improvements were proposed for the lobbies and other public areas, administrative offices, and conference rooms. It was also recommended that City Council Chambers be enlarged to add capacity for audio-visual equipment.

Riparian Zone Restoration

The riparian zones along the stream banks of Big Creek and its tributaries are the interface between the land and the water. These ecologically sensitive areas can act as a protective buffer by controlling stormwater, preventing erosion, and improving water quality. It is important to begin to assess the health of the surrounding stream banks throughout the city; plan and implement stream bank restoration and landscape enhancements, where necessary; and undertake measures to ensure that these areas are preserved.

Several legal avenues, such as conservation easements or wildlife area designations, could be researched and implemented to provide protection for these areas. The City could also partner with private property owners, the Cleveland Metroparks, the Trust for Public Land, and surrounding communities to gain support and pro-



mote coordination of activities. Finally, financial incentives, through state and federal grants, or tax regulations, may also be available to research and implement restoration improvements.

Streetscape Improvement Expansion

To complement the work undertaken on Pearl Road, streetscape improvements should be continued along the city's other commercial corridors including York Road, from Pearl Road to Olde York Road, and the commercial portion of West 130th Street. The design used on Pearl Road, which included the installation of precast concrete curbs, pavers, trees, tree grates, and tree guards around both new and existing trees, could also be used on York Road and West 130th Street.

Additional improvements, such as brick pavers, decorative streetlights, benches, planters and flower boxes, additional landscaping, and/or bicycle racks, where appropriate, could be phased in over time to enhance the appearance of the commercial streetscape.

On-going Investment

Housing Investment

While it is difficult to track the amount of privately financed housing investment occurring citywide, most housing investment through the Cuyahoga County Department of Development's housing programs can be tracked.

The County's *Downpayment Assistance Loan Program* provides income-eligible first-time homebuyers up to a \$7,500 deferred mortgage loan for eligible costs for the purchase of a new home. Since 2000, the program has made 14 loans in Parma Heights totaling \$105,000, with home purchase prices totaling \$1.25 million. These loans leveraged \$1.11 million in private financing (first mortgages).

The County's *Housing Rehabilitation Loan Program* provides income-eligible homeowners with below-market rate loans to make repairs and basic home improvements. Loans can be for up to \$24,999 and have a term of up to 15 years. Since 1995, the Cuyahoga County Department of Development has provided rehabilitation loans and lead remediation grants to approximately 100 Parma Heights households. Total loan/grant amounts are not currently available.

The County's *Home Weatherization Program* provides free energy efficiency improvements to income-eligible homeowners and renters. Eligible improvements include a furnace tune-up, clean, and check; minor repair of windows and doors; weatherstripping; attic and sidewall insulation; and hot water tank insulation. Since 2000, the program has assisted 27 households and provided over \$51,000 worth of energy efficiency improvements.

Infrastructure Improvements

Roads, waterlines, and sewers, which are part of a community's public infrastructure, are crucial public systems that are necessary to support residential and commercial development. Ensuring that this infrastructure is well maintained is an on-going endeavor.

Intercommunity Relief Sewers Projects

The Stonington, Parma Park II, Parma Park III, and Parma Park IV Intercommunity Relief Sewers projects, which began in late fall of 2000, entailed the installation of over 11,000 linear feet of sewers in the cities of



Parma Heights, Parma, and Middleburg Heights. The sewers, which ranged from twelve inches to twenty-seven inches in diameter and were installed at depths of twelve to twenty feet, were designed to provide additional hydraulic capacity for the existing sanitary sewers and alleviate overflows to the environment, as well as prevent basement and street flooding. The projects, which were managed by the Northeast Ohio Regional Sewer District (NEORS) and financed with a low-interest loan provided through the Ohio EPA Water Control Loan Program, were completed in 2002.

Sanitary Sewer Repair/Replacement

Only about 6% of the approximately 302,100 linear feet of sanitary sewer lines maintained by the City of Parma Heights are in excellent condition. The remaining sanitary sewer lines are listed as being in fair condition (77%) or poor condition (17%). The only sanitary sewer improvement listed in the *Five Year Capital Improvement Report* is the installation of a new sanitary sewer on Fernhurst Avenue.

Storm Sewer Repair/Replacement

Only about 6% of the approximately 302,100 linear feet of storm sewer lines maintained by the City of Parma Heights are in excellent condition. The remaining storm sewers are listed as being in fair condition (85%) or poor condition (9%). The storm sewer improvements listed in the *Five Year Capital Improvement Report* include the installation of new storm sewers on Fernhurst Avenue and Eldridge Road.

Street Repair/Replacement

Approximately 35% of the 58.5 miles of roads maintained by the City of Parma Heights are in either excellent or good condition. The remaining miles are listed as being in fair condition (32%), poor condition (19%), or critical condition (14%). The road improvements listed in the *Five Year Capital Improvement Report* include pavement replacement on thirteen local streets.

Waterline Repair/Replacement

About 11% of the 308,340 linear feet of waterlines maintained by the City of Parma Heights are in excellent condition. The remaining waterlines are listed as being in fair condition (60%), poor condition (7%), or critical condition (2%). The condition of almost 21% of all waterlines is unknown. The waterline improvements listed in the *Five Year Capital Improvement Report* include the installation of a new water main on Fernhurst Avenue, the replacement of a water main on Clearview Drive, and cleaning and relining water mains on six other local streets.

Storefront Renovation/Signage Improvements

Several storefront renovation and signage replacement projects have taken place throughout the city in the last several years, primarily through private investment. In addition, because Parma Heights is a member of the *Cuyahoga Urban County* and has an *Improvement Target Area* designation along portions of Pearl Road, owners of businesses located along much of the commercial corridor may be eligible for low-interest loans through the Cuyahoga County Department of Development's *Storefront Renovation Program*.

RESULTING CHANGES IN LAND USE

Parma Heights, which is almost fully built-out, has very little vacant land available for development. While some of the recent developments, specifically the residential developments, were built on vacant land, the majority of the new developments were, or will be, constructed on land that was redeveloped for a new use



or redeveloped for the same use, but at a higher density than the original use. As a result, the actual acreage affected by land use changes to date has been fairly minimal.

Exhibit 7-9 examines the changes in land use that will occur as the result of initiatives that were recently completed or are currently under construction. Since 2002, when the land use map was updated, there have been increases in single-family residential uses (9.4 acres or a 0.7% increase), condominium uses (1.4 acres or a 10.3% increase), and street rights-of-way (2.3 acres or a 0.6% increase). Street rights-of-way acreage increased as a result of the additional streets constructed for several new developments.

A few land use categories witnessed a decrease in acreage. Commercial uses decreased by 3.0% (4.4 acres) and vacant land decreased by 10.1% (8.7 acres). Public and semi-public uses, multi-family residential uses, office uses, recreational uses, and utility uses remained unchanged.

Projecting over the long term, if the alternative development projects outlined in Chapter 6, Focus Areas and Alternative Development Plans move beyond the conceptual stage, single-family residential uses are estimated to increase by an additional 10 acres, while the amount of land devoted to new streets is estimated to increase by almost two acres. It is estimated that the amount of land devoted to commercial uses would decrease by 11.7 acres. All remaining uses would be expected to remain unchanged.

Exhibit 7-9. Changes in Land Use as a Result of Development Initiatives, Parma Heights

Land Use	2002			Revised Land Use Acreage as the Result of Initiatives that are Completed or Underway			Changes in Acreage As the Result of Initiatives that are Completed or Underway		Land Use Acreage Changes if Conceptual Plans are Implemented			Changes in Acreage As the Result of Conceptual Plans	
	Acreage	Percent of Developed Acreage	Percent of Total Acreage	Acreage	Percent of Developed Acreage	Percent of Total Acreage	Number	Percent	Acreage	Percent of Developed Acreage	Percent of Total Acreage	Number	Percent
Residential	1,580.3	60.9%	58.9%	1,591.1	61.1%	59.3%	10.8	0.7%	1,601.1	61.5%	59.7%	10.0	0.6%
Single-Family Residential	1,379.6	53.2%	51.5%	1,389.0	53.3%	51.8%	9.4	0.7%	1,399.0	53.7%	52.2%	10.0	0.7%
Two- and Three-Family Residential	23.1	0.9%	0.9%	23.1	0.9%	0.9%	0.0	0.0%	23.1	0.9%	0.9%	0.0	0.0%
Multi-Family Residential	163.8	6.3%	6.1%	163.8	6.3%	6.1%	0.0	0.0%	163.8	6.3%	6.1%	0.0	0.0%
Multi-Family Less Than 6 Units	13.1	0.5%	0.5%	13.1	0.5%	0.5%	0.0	0.0%	13.1	0.5%	0.5%	0.0	0.0%
Multi-Family 7-19 Units	1.7	0.1%	0.1%	1.7	0.1%	0.1%	0.0	0.0%	1.7	0.1%	0.1%	0.0	0.0%
Multi-Family 20 or More Units	148.9	5.7%	5.6%	148.9	5.7%	5.6%	0.0	0.0%	148.9	5.7%	5.6%	0.0	0.0%
Condominiums	13.8	0.5%	0.5%	15.2	0.6%	0.6%	1.4	10.3%	15.2	0.6%	0.6%	0.0	0.0%
Commercial	149.1	5.7%	5.6%	144.7	5.6%	5.4%	-4.4	-3.0%	133	5.1%	5.0%	-11.7	-8.1%
Office	21.2	0.8%	0.8%	21.2	0.8%	0.8%	0.0	0.0%	21.2	0.8%	0.8%	0.0	0.0%
Public and Semi-Public Buildings	212.3	8.2%	7.9%	212.3	8.2%	7.9%	0.0	0.0%	212.3	8.2%	7.9%	0.0	0.0%
Institutional	200.4	7.7%	7.5%	200.4	7.7%	7.5%	0.0	0.0%	200.4	7.7%	7.5%	0.0	0.0%
Governmental	11.9	0.5%	0.4%	11.9	0.5%	0.4%	0.0	0.0%	11.9	0.5%	0.4%	0.0	0.0%
Recreation*	193.4	7.5%	7.2%	193.4	7.4%	7.2%	0.0	0.0%	193.4	7.4%	7.2%	0.0	0.0%
Parma Heights Parks	81.7	3.1%	3.0%	81.7	3.1%	3.0%	0.0	0.0%	81.7	3.1%	3.0%	0.0	0.0%
Cleveland Metroparks	111.6	4.3%	4.2%	111.6	4.3%	4.2%	0.0	0.0%	111.6	4.3%	4.2%	0.0	0.0%
Street Rights-of-Way	391.5	15.1%	14.6%	393.8	15.1%	14.7%	2.3	0.6%	395.5	15.2%	14.8%	1.7	0.4%
Utilities	47.5	1.8%	1.8%	47.5	1.8%	1.8%	0.0	0.0%	47.5	1.8%	1.8%	0.0	0.0%
Total Developed Acreage	2,595.2	100.0%	96.8%	2,603.9	100.0%	97.1%	8.7	0.3%	2,603.9	100.0%	97.1%	0.0	0.0%
Vacant Land (including agricultural land and water)	85.8		3.2%	77.1		2.9%	-8.7	-10.1%	77.1		2.9%	0.0	0.0%
TOTAL ACREAGE*	2,681.0		100.0%	2,681.0		100.0%	0.0	0.0%	2,681.0		100.0%	0.0	0.0%

* Total Parma Heights Parks acreage does not include the additional 8.729 acres of Nathan Hale Park that are located in Parma but owned by the city of Parma Heights.

Source: Cuyahoga County Planning Commission, 2002 and 2004.



Appendix

Appendix 7-A. Development Initiatives and Community Investment, Parma Heights

Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Completed				
Big Creek Apartments - construction of new apartments and townhouses	Stumph/Apache/Cheyenne Roads	Residential	Yes	\$18,692,322
BP Gas Station - demolition/reconstruction	6730 Pearl Road	Commercial	No	\$974,000
Burger King Restaurant - demolition/reconstruction	6671 Pearl Road	Commercial	No	\$500,000
Cambridge Pointe Subdivision - new single-family detached housing units	12165 through 12220 Emma Lane	Residential	Yes	\$2,270,000
Creekside Reserve Town Homes - new single-family detached housing units	6041 through 6097 Creekside Drive	Residential	Yes	\$1,775,000
Gateway Signs - installation	Various Locations	Varies	No	\$9,000
Greenbrier Commons Gazebo - installation	Pearl Road	Park	No	\$5,500
Greenbrier Commons Improvements - installation of swimming pools, waterslide, and other park improvements	Pearl Road	Park	No	\$3,500,000
Howard's Jewelry & Loan/Supercuts/Sprint Store - new commercial construction	6329 - 6333 Pearl Road	Commercial	Yes	\$745,900
Integrity Chevrolet - expansion/facade improvements	6376 Pearl Road	Commercial	No	\$650,000
Keystone Office Building - facade improvements	6659 Pearl Road	Office	No	Not Available
Liberty Ford Lincoln Mercury - expansion/facade improvements	6600 Pearl Road	Commercial	No	\$300,000
McDonald's Restaurant - demolition/reconstruction	6421 Pearl Road	Commercial	No	\$370,000
<i>Parma Heights Park Improvements</i>				
Greenbrier Commons	Pearl Road	Park	No	Not Available
Kurtz Park	West 130th Street and Huffman Road	Park	No	Not Available
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	Not Available
Radlick Park	Ackley Road and Brookmere Boulevard	Park	No	Not Available
Yorktown Green Park	Pearl and Olde York Roads	Park	No	Not Available
Pearl Road Commercial Streetscape Improvements - installation	Pearl Road (approximately Olde York Road to West 130th Street)	Not Applicable	No	\$722,230
<i>Pearl Road Pocket Park Installation</i>				
Pearl Road Pocket Park I	Pearl Road (vicinity of Lotusdale Drive)	Vacant	No	\$2,967
Pearl Road Pocket Park II	Pearl Road (vicinity of Rochelle Boulevard)	Institutional	No	\$2,967
Pearl Road Pocket Park III	Pearl Road (vicinity of Beresford Avenue)	Institutional	No	\$2,967
Pearl Road Street Improvements - repaving/curb reconstruction	Pearl Road (Snow Road to West 130th Street)	Steets	No	\$1,490,000
Yorktown Plaza - facade improvements	6333 Olde York Road	Commercial	No	Not Available
Under Construction				
Cornerstone Towne Centre - mixed-use development	Pearl Road/West 130th Street	Mixed-Use	Yes	\$70,000,000
Educators Apartments - adaptive reuse - independent living apartments for senior citizens	9275 North Church Drive	Residential	No	\$6,000,000
Parma Heights Athletic Center - adaptive reuse for indoor soccer facility	6200 Pearl Road	Park	No	\$100,000
Riverview Villas - new condominium development	Riverview Court	Residential	Yes	\$2,300,000
Yorktown Automotive - expansion/facade improvements	6177 Pearl Road	Commercial	No	\$600,000

continued

* Available through the Cuyahoga County Department of Development, Housing Program.

** Available through the Cuyahoga County Department of Development, Storefront Renovation Program (none implemented in the last five years).

*** Since May, 1998, DOD made 14 loans, with home purchase prices totaling \$1.25 million. Approximately \$1.1 million of private financing was leveraged.

**** Initiatives are only in the conceptual stages, so investment figures have not been determined.

***** Investment figures date from 2001/2002 and are the most recent figures available.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.



Appendix 7-A. Development Initiatives and Community Investment, Parma Heights (continued)

Development Initiatives/Conceptual Plans	Location	Land Use	Change in Land Use	Amount of Investment
Conceptual				
Bicycle Trails - development of on-street trails	Various Locations	Varies	No	****
Cassidy Senior Center - adaptive reuse	6200 Pearl Road	Institutional	No	****
Commercial District Gateway Improvements	Pearl Road/Stumph Road/York Road	Commercial	No	****
Daniel A. Tobik Service Center - addition	6184 Pearl Road	Governmental	No	****
New Town Center (Focus Area 1) - mixed-use development with green space and commons	Pearl Road	Mixed-Use	Yes	****
New Townhouses (Focus Area 2) with green space	Pearl Road/Ackley Road	Residential	Yes	****
New Restaurant or Park (Focus Area 3)	Pearl Road/Stumph Road	Commercial/Park	Yes/No	****
Open Space Conservation - potential easements or acquisition	Various Locations	Varies	No	****
Parma Heights Fire Station - reconstruction	6184 Pearl Road	Governmental	No	****
<i>Parma Heights Parks - park entrance enhancements</i>				
Greenbrier Commons	Pearl Road	Park	No	****
Kurtz Park	West 130th Street and Huffman Road	Park	No	****
Nathan Hale Park	Parma Park Boulevard near Meadowbrook Drive	Park	No	****
Reservoir Park	Deering Avenue and Reservoir Drive	Park	No	****
Stroud Park	North Church and Reid Drives	Park	No	****
Parma Heights Police Station - reconstruction	6184 Pearl Road	Governmental	No	****
Parma Heights Town Hall - addition	6281 Pearl Road	Governmental	No	****
Riparian Zone Restoration	Various Locations	Varies	No	****
Streetscape Improvements - expansion	Pearl Road/Stumph Road/York Road	Varies	No	****
Trails/Pedestrian Linkages - potential development	Various Locations	Varies	No	****
On-Going				
Housing Downpayment Assistance Loans*/***	Various Locations	Residential	No	\$105,000
Housing Rehabilitation Loans*	Various Locations	Residential	No	Not Available
Housing Weatherization Grants*	Various Locations	Residential	No	\$51,185
Intercommunity Relief Sewers (Stonington, Parma Park II, Parma Park III, and Parma Park IV)	Various Locations	Varies	No	\$2,300,000
<i>Infrastructure*****</i>				
Sanitary Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$0
Storm Sewer repair/replacement	Various Locations	Not Applicable	Not Applicable	\$256,025
Street repair/repaving	Various Locations	Not Applicable	Not Applicable	\$7,447,604
Waterline repair/replacement	Various Locations	Not Applicable	Not Applicable	\$941,263
Storefront facade/signage/landscaping improvements**	None in the last five years	Not Applicable	Not Applicable	\$0

* Available through the Cuyahoga County Department of Development, Housing Program.

** Available through the Cuyahoga County Department of Development, Storefront Renovation Program (none implemented in the last five years).

*** Since May, 1998, DOD made 14 loans, with home purchase prices totaling \$1.25 million. Approximately \$1.1 million of private financing was leveraged.

**** Initiatives are only in the conceptual stages, so investment figures have not been determined.

***** Investment figures date from 2001/2002 and are the most recent figures available.

Sources: Cuyahoga County Auditor's Office; City of Parma Heights Building Department, Building Permit data, 1997 - 2004; City of Parma Heights Engineer, 2001.

Chapter 8

Strategic Management Plan



INTRODUCTION

The final chapter of the Parma Heights Master Plan discusses implementation strategies to employ to carry out the broad goals outlined in *Chapter One, Community Goals and Priorities (Appendix 8-A)*. Strategies for more specific recommendations outlined in the latter chapters of this document will also be addressed.

While much effort on the part of the City and the Parma Heights Master Plan Task Force members has gone into the formulation of this plan, it is just a document. To successfully attain the goals outlined herein will require ongoing, concerted actions by local elected Officials, Board and Commission members, City staff, and the citizens of Parma Heights.

MASTER PLAN ADOPTION, IMPLEMENTATION, AND PUBLIC AWARENESS

Adopt the Master Plan

Formal adoption of the Master Plan by Parma Heights City Council is the initial step to successful implementation of the policies and recommendations set forth in this document. Formal adoption of the Plan will provide the entities charged with making long range planning and development related decisions with a framework of goals and policies that have formal support. It will also provide guidance when shorter-term issues and situations arise, such as amendments to the Zoning Code, review of development proposals, and formulation of capital improvement projects. Additionally, it will enable City Officials to integrate the need for action on current issues with a long-range vision for the community. A sample ordinance, which can be utilized as a reference when drafting legislation to adopt the Master Plan, is contained in *Appendix 8-B*.

Create Public Awareness of the Master Plan

The Master Plan provides a framework for development within the community. Therefore, fostering public awareness, understanding, and support of the Plan is important, particularly as future development issues arise. Ultimately, the effectiveness of the Plan depends upon the extent to which it is read, understood, used, and implemented.

- ✓ Distribute copies of the Plan to City Officials, City Boards and Commissions, and City staff. Make copies available for the public to review at locations such as Town Hall and the Parma Heights Branch of the Cuyahoga County Public Library. Post the Master Plan on a website;
- ✓ Provide residents and other stakeholders with a summary of the Plan through a City newsletter or a series of press releases. Future issues of these publications could highlight planned projects and successes; and
- ✓ Hold a community meeting. Engage citizens in enumerating city strengths, needs and goals. Discuss elements of the Master Plan, examples of successful projects implemented in other communities, and solicit input on other innovative ideas and strategies that could benefit Parma Heights.

Form a Master Plan Implementation Committee

Create a *Master Plan Implementation Committee* to provide for the continuity of the master planning process once the Plan is adopted by City Council and the original Task Force is disbanded. This committee should



set priorities; determine roles, responsibilities, and time schedules for implementation; identify funding mechanisms; and measure outcomes and impacts.

Ensure the Success of the Master Plan by Committing Staff Time and Financial Resources for Implementation

Commit staff time for implementation of Master Plan recommendations, where possible and logical. Link financial resources, such as the general fund, the capital improvement program, and/or grant funds, to recommended projects to expedite implementation.

Small Successes Are Important

Continue to implement projects that have high visibility and are fairly easy to execute, as a way to demonstrate successes, however small. It is this continuum of small successes that build momentum to tackle more difficult, longer term issues.

Review the Master Plan Periodically

The Master Plan should be part of a continuous and dynamic planning process that is sensitive to community needs. Master plans should be reviewed approximately every five years to reflect changing demographic, economic, technological, and social conditions. An amendment to the City Charter, requiring periodic updates, would ensure that the Master Plan is automatically reviewed.

CODIFIED ORDINANCE REVIEW

Amend the Zoning Code and the Zoning Map

A city's planning and zoning code and zoning map form the legal basis for regulating development. Therefore, a current, comprehensive zoning code that is well written, will facilitate zoning administration, clarify development issues, and should result in higher quality development.

The majority of the Parma Heights Zoning Code was written and adopted during the early 1950's and 1960's, with limited revisions continuing to occur periodically. Over the last 40 to 50 years, many changes have occurred in state planning laws, in planning principles and practices, even in the demographic dynamics found in Parma Heights. Therefore, it is important that, following the adoption and distribution of the Master Plan, the City undertakes a comprehensive review, assessment, and update of its Zoning Code. The Code should remain consistent with current City policies, as well as with the goals, objectives, and primary development recommendations set forth in the Master Plan. The accompanying Zoning Map should be amended to reflect any revisions made to the Zoning Code.

Specific changes that should be reviewed, assessed, and updated include:

- ✓ Revision of the zoning administration chapters of the code;
- ✓ Examination of the enforcement provisions of the code;



- ✓ Creation of new use district chapters that more accurately portray the present land use patterns of the community, such as recreational, institutional, and office uses;
- ✓ Creation of a new use district chapter to specifically permit mixed-use development;
- ✓ Addition to/revision of the regulations that accompany use districts, such as height, area, setbacks, and nonconforming uses;
- ✓ Revision to the regulations that are supplemental to the use districts, such as off-street parking and loading standards;
- ✓ Establishment of landscaping, buffering, and screening requirements between residential use districts and abutting non-residential use districts, such as commercial and office districts;
- ✓ Review of the 1998 signage regulations to determine if any minor changes are needed; and
- ✓ Removal of obsolete language.

Create and Adopt Subdivision Regulations

Subdivision regulations form the legal basis for regulating new development. Well written regulations can streamline the development process for the city and the developer, clarify development issues, and result in high quality development projects. Currently, only a limited amount of vacant land is available in Parma Heights for development projects, However, property ownership, land uses, and development objectives change over time. By creating and adopting subdivision regulations now, the City can be prepared for land use and development changes if and when they occur, and already have the appropriate regulations in place.

Improve the Quality of the Built Environment by Instituting Design Review Procedures, Adopting Design Review Guidelines, and Establishing an Architectural Board of Review

With increasing frequency, cities are turning to regulatory tools, such as design review boards, as a way to preserve or re-create the character and qualities that comprise livable, memorable, and diverse community life. Formulating a design review board and instituting a design review process in a community can improve the visual quality of the built environment, enhance property values, ensure that high quality design standards are consistently maintained, and inspire surrounding property owners to undertake similar improvements. Ideally, the review process will involve a cooperative and collaborative approach to solving

Exhibit 8-1. General Steps for Establishing a Design Review Board
Determine the geographic area to be included as part of the design review program; and/or the types of uses to be reviewed, such as commercial buildings
Adopt design review guidelines that are clear, well-defined, understandable, and, wherever possible, include graphics and illustrations to clarify design concepts
Review all city codes to ensure that they are not in conflict with the new design guidelines
Establish an Architectural Board of Review (ABR) by ordinance, and create by-laws for the board
Appoint ABR members and provide appropriate board training



design issues, so that all parties benefit. *Exhibit 8-1* highlights general steps to be undertaken when establishing this process.

Review Other Sections of the City's Codified Ordinances, Particularly the Existing Building Codes

Review other sections of the City's Codified Ordinances to ensure consistency and compatibility with current City policies and with the goals, objectives, and primary development recommendations set forth in the Master Plan. Additionally, review existing Building Codes and compare the usability of these codes to other codes available that may be more innovative and more timely, such as the International Building Codes.

PUBLIC/PRIVATE PARTNERSHIPS AND INTERGOVERNMENTAL COORDINATION

While much of the responsibility for the implementation of the Master Plan will fall to the City of Parma Heights, the success of selected recommendations may also depend upon obtaining resources and/or policy support from entities that are outside the direct control of the City. Therefore, it is paramount to develop partnerships between community stakeholders, City Council, the Administration, the public, other governmental entities, and public/private organizations to ensure the success of the Master Plan.

Continue to Develop Public/Private Partnerships and to Explore Opportunities for Local and Regional Cooperation

- ✓ Explore opportunities for coordination and cooperation with adjacent communities to provide greater impact and/or maximize limited resources. Examples of such actions include coordinated commercial facade improvements, streetscape and gateway improvements, and shared park and recreation facilities;
- ✓ Initiate discussions with the Cities of Brook Park, Middleburg Heights, and Parma, and other interested parties, such as the Cuyahoga Community College-Western Campus, major employers, area libraries, shopping centers, and hospitals, as well as the Greater Cleveland Regional Transit Authority (GCRTA), to explore the interest in, and feasibility of, establishing a south central/southwest community circulator bus route;
- ✓ Work with property owners, developers, the Cleveland Metroparks, and the Trust for Public Land to create additional bicycle trails and/or pedestrian walking path connections between existing neighborhoods, city parks, the Cleveland Metroparks Big Creek Reservation, Cuyahoga Community College -Western Campus, and the proposed Cleveland Metroparks West Creek Reservation; and
- ✓ Obtain technical and programmatic expertise on business matters by facilitating a partnership between a local economic development organization, such as the Greater Cleveland Partnership, and the City of Parma Heights, the Parma Heights Merchants' Association, and area businesses.

Explore Membership in the First Suburbs Consortium

The First Suburbs Consortium (FSC) is a council of governments composed of older, built-out suburban communities in Cuyahoga County that, as of the 2000 Census, had a combined population of almost 450,000 persons. FSC membership currently includes the communities of Bedford, Bedford Heights, Brook Park,



Cleveland Heights, Cuyahoga Heights, Euclid, Fairview Park, Garfield Heights, Lakewood, Maple Heights, Parma, Shaker Heights, South Euclid, University Heights, and Warrensville Heights.

As outlined in the FSC mission statement, the organization “. . . was created by elected officials in response to the recognition that government policies and practices promote the development of new communities at the outer edges of metropolitan regions, over the redevelopment and maintenance of our mature suburbs.”

Member cities can avail themselves of the networking opportunities, technical assistance, joint study opportunities, and political influence that FSC has on a variety of issues. Three significant initiatives, which were aimed at improving the economic and housing sectors in member communities, have been completed. The first of these projects examined strategies for improving older retail centers and districts. The second project was a housing initiative that looked at market and design trends in housing, as well as examined market niches for two specific housing types (doubles and post WWII bungalows) found in selected FSC communities. The third major undertaking was the establishment of the Development Council, which provides technical assistance on economic development related issues to member communities on an ongoing basis.

Continue to Strengthen Communication and Cooperation Between the City and the Parma City School District

- ✓ Expand the utilization and integration of City and School District facilities, including recreational facilities, to maximize benefits for residents and minimize costs for the City and the School District; and
- ✓ Work jointly with the School District to expand the offerings provided to area residents through the Adult Education Program to include classes on such topics as home repair and landscaping.

UNDERTAKE ADDITIONAL STUDIES AND CITIZEN SURVEYS

Surveys are mechanisms for collecting information on issues, needs, and preferences from all community stakeholders or, where appropriate, from specific segments of the population. Surveys can help the city develop and refine its policies, programs, and projects, as well as afford citizens an opportunity to voice opinions and preferences.

Undertake Parking and Traffic Circulation Studies along the City's Commercial Corridors

- ✓ Improve the viability of retail districts by improving issues such as traffic congestion; the efficiency, safety, and appearance of existing parking lots; and the need for pedestrian-friendly commercial streets;
- ✓ Inventory existing conditions, analyze issues, examine feasible solutions, and obtain a consensus from area merchants regarding recommended improvements, strategies, and locations (*Exhibit 8-2*);
- ✓ Undertake discussions with the city engineer regarding desired improvements along the commercial corridors; and
- ✓ Explore funding mechanisms, such as Issue 2 and the NOACA Transportation Enhancements Program, to fund recommended improvements that are not eligible for ODOT funding.



Exhibit 8-2. Suggested Parking and Traffic Circulation Study Elements

On-Street Parking Spaces
Number and location of parking spaces
Driveways and Curb Cuts
Number and location of driveways and curb cuts Existence/non-existence of driveway and parking lot sharing issues concerning the feasibility of driveway and parking lot sharing
Parking Lots/Off-Street Parking Spaces
Number and location of parking lots and parking spaces Overall condition of parking lot Visibility of stall striping Type of parking (parallel, 45 degree angle, 90 degree angle) Existence and location of wheel stops, curbs, and parking lot islands Location of catch basins (to accommodate runoff from the parking lot) Directional signage (to aid with ingress/egress, as well as parking lot circulation) Signs informing shoppers of available parking behind buildings
Availability of Pedestrian Amenities
Width of sidewalks along commercial street Availability of street trees, landscaping, and other pedestrian amenities, such as benches Pedestrian walkways (to direct shoppers safely from the sidewalks and parking areas to the stores) Adequate and appropriate lighting that does not spill onto adjacent properties Appropriate buffering and screening between parking lots and adjacent land uses Enclosures for dumpsters Location and type of landscaping and trees in parking lot areas Existence of attractive rear entrances Rear entrance signage and other amenities, such as landscaping
Additional Related Information
Location and square footage of adjacent retail, commercial, and/or office establishments Merchant opinions regarding parking needs and issues, as well as receptiveness to improvement concepts, such as shared parking

Conduct Citizen Surveys to Ascertain Issues, Needs, and Preferences

- ✓ Conduct citizen surveys, as time and resources permit, and as needs dictate. Some of the areas where citizen input could help clarify issues and needs are illustrated in *Exhibit 8-3*.

ECONOMIC DEVELOPMENT

Throughout the master planning process, there has been a continued emphasis on strengthening the economic health of the city’s retail and office sectors, coupled with the need for commercial revitalization efforts and selected redevelopment.

Today, cities are becoming much more proactive in promoting economic development strategies, actively recruiting new businesses, and examining ways to retain existing businesses. Often, effectively accomplishing these goals requires active involvement and intervention on the part of city government and the engagement of area businesses through cooperative, coordinated partnerships. The results, however, are worth the effort. Downtown Ohio, Inc., a statewide nonprofit organization that is affiliated with the National Main Street Center, states in their mission statement:

“A healthy, economically viable downtown is crucial to the prosperity of the entire community. A revitalized downtown creates and retains jobs, while establishing viable businesses which provide a stronger tax revenue for the community. A thriving downtown

increases the community’s options for goods and services. Finally, a vital downtown is symbolic of a community’s pride and quality of life — factors which influence corporate decisions to locate in a community.”

Acquire Additional Economic Development Expertise, As Needed

In July, 2001, the City of Parma Heights hired a full-time Economic Development Director to focus on commercial and residential development projects. In so doing, the City joined the ranks of many other Cuyahoga County communities that have acquired additional economic development expertise by hiring staff, support-



ing a local economic development corporation, and/or retaining a consultant to undertake economic development activities. If the City decided to become a member of FSC, the economic development expertise of the Development Council, which is an arm of FSC, could be utilized as well.

Promote and Market Parma Heights as a Great Business Location

- ✓ Develop a business marketing campaign, promotional brochure, identifying graphics, and additional information to promote the advantages of Parma Heights as a prime business location, as well as a great place to live, shop, and visit. Coordinate preparation of promotional materials with the Merchant’s Association.

Promotional information could include an historical overview of the city; an inventory of businesses and shopping opportunities; locational advantages, such as proximity to Cleveland Hopkins Airport, the interstates, and the Ohio Turnpike; distance to large employment centers, such as downtown Cleveland and Rockside Road in Independence; information on City Departments and Boards; available programs; upcoming events; recreational and cultural amenities; housing characteristics; and public and private school information;

- ✓ Promote the city via printed brochures; advertisements in business publications, such as Crain’s Cleveland Business, or area magazines, such as Cleveland Magazine; and through a city website;
- ✓ Establish and utilize a development-related database to solicit prospective businesses and developers and/or assist existing businesses with location and expansion decisions. Compile information on general demographics, current number and type of businesses, locations and acreage of available land, and locations and square footage of vacant commercial and office space; and
- ✓ Publicly promote the city’s shopping districts through the addition of promotional banners, coordinated events, and joint marketing.

Help Businesses Strengthen Organizational Capacity by Facilitating Improved Communication and Information Sharing

- ✓ Work with the Merchants Association to reorganize and strengthen the organization by expanding the current membership and increasing the participation levels of existing members; and
- ✓ Further communication between area merchants and Town Hall by meeting one-on-one, as well as collectively (such as for periodic breakfast meetings), to discuss business-related issues and needs;

Exhibit 8-3. Types of Citizen Surveys	
Parking Issues	
Survey area merchants regarding parking problems	
Survey residents/shoppers regarding local commercial/retail parking issues and preferences	
Shopping Selection, Quality, and Service	
Survey residents/shoppers regarding shopping preferences and satisfaction with available store selection, quality, and service	
Parks and Recreation Programs	
Survey residents regarding issues, needs, preferences, and utilization of parks and recreation programs	
Surveys on the Quality of Life in Parma Heights	
Survey residents regarding usage and level of satisfaction with such items as city services, recreational and cultural facilities, safety, and infrastructure needs	
Needs of Senior Citizens	
Survey senior citizens on issues such as needs, usage of current city programs, and types of programs the city might be able to offer that would be of interest and/or assistance	



share information on programs, plans, and project initiatives; and solicit input from business persons on desired city services, physical improvements, and/or problem-solving strategies.

Support and Encourage Business Development, Retention, and Recruitment

- ✓ Provide information on the availability of programs and technical assistance for area businesses, such as financial assistance programs, design assistance, and/or advice on such topics as advertising, marketing, and store displays;
- ✓ Collaborate with the Merchant's Association to provide timely information to local businesses on topics, such as:
 - Competing with big box retailers and area malls;
 - Coordinating promotional strategies, joint marketing, sidewalk sales, hours of operation, parking, advertising, security, and maintenance;
 - Undertaking effective store merchandising and window displays;
 - Business Improvement District formation - how BIDs work, advantages/disadvantages of a BID for area merchants, and forming a BID. A business improvement district (BID) is a self-designated area where business owners and merchants within the BID are permitted under State law to use the city's tax collection system to tax themselves. These funds, which are collected by the municipality, are returned in full to the BID to be used for physical and service improvements; and
 - Other techniques that merchants could utilize to work together and remain competitive.
- ✓ Utilize the commercial market inventory, undertaken in *Chapter Four, Economic Development and Market Analysis*, to document the specific types of business establishments that are under-represented or lacking in the city's retail mix. Use this list as a basis for determining the types of retail establishments that could be supported citywide. Collaborate with developers and property owners by jointly sending *Requests for Proposals* to these businesses to solicit interest and recruit them to Parma Heights;
- ✓ Continue efforts to attract businesses to the city that provide neighborhood-based goods and services, such as a quality grocery store, as well as establishments that have a wider, more regional draw, such as upscale family-oriented restaurants and specialty stores, to help draw customers to the area and provide a spin-off effect for existing merchants; and
- ✓ Recruit new specialty retail and office establishments to the city that have interconnections with, and provide supportive services to, existing area institutions, such as the Cleveland Metroparks, Cuyahoga Community College-Western Campus, or area hospitals. For example, the proximity of the Cleveland Metroparks Big Creek Reservation may be a draw for businesses catering to bicycle, running, walking, and/or birding enthusiasts, while businesses providing health-related services to Parma Community General Hospital, Kaiser Permanente, or other local medical establishments may find the city's central location attractive and convenient.



COMMERCIAL REVITALIZATION

Commercial revitalization and economic development efforts often overlap, because the activities and strategies undertaken serve to complement each other. While store quality and an appropriate tenant mix are vital factors in attracting and retaining customers, the physical appearance, surrounding environment, and image of shopping areas also play an important role.

Most of the commercial corridors in Parma Heights were developed in the 1950's and 1960's when automobile-oriented commercial strip development was popular. Shopping plazas of the day were routinely set back far from the street with vast parking lots devoid of landscaping, buildings that lacked design uniformity, extensive store signage, and looming pole signs.

Development practices have continued to change over the ensuing decades. Current trends have moved toward creating vibrant, exciting shopping spaces designed with attractive facades, compatible signage, and extensive landscaping. These developments often include outdoor dining opportunities, lively public spaces, and the addition of pedestrian-oriented amenities that enhance the community's "sense of place" and encourage opportunities for social interaction.



One of the major focuses of the Master Plan Task Force was determining ways to apply these design concepts to Parma Heights to ensure that the community continues to remain livable and enjoyable. The following initiatives, coupled with ongoing economic development and recruitment efforts, can help achieve these goals, as well as provide for the needs of residents and assist existing businesses to remain competitive.

Complement Community Gateway Areas

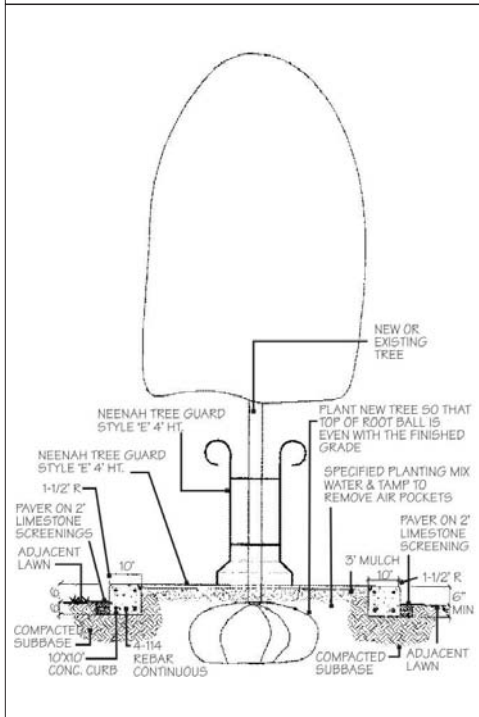
- ✓ While there are currently city gateway signs located at the municipal boundaries of major streets, there are a number of ways the area around gateway signs can be enhanced including landscaping the areas with low evergreens and/or colorful annuals and/or illuminating signs with small light fixtures concealed in the landscaping (*Exhibit 8-4*);

Attach attractive promotional banners to light poles in the gateway areas to promote Parma Heights as a great place to live;

- ✓ Install a strip of pavers or tinted concrete in the street pavement at gateway areas to visually separate the municipal boundary line for Parma Heights from the municipal boundary line of the adjacent community, particularly in areas where no clear boundary exists; and
- ✓ Encourage property owners located in gateway areas to undertake building and parking lot improvements; install pedestrian amenities, such as benches and decorative lighting; and enhance properties with additional landscaping.



Exhibit 8-5. Schematic of Pearl Road commercial streetscape improvements, Parma Heights, Ohio



Source: R. J. Priest and Associates, Inc.

Enhance the Appearance of the City’s Commercial Corridors by Expanding Upon the Commercial Streetscape Improvement Projects

- ✓ Continue to pursue funding options for implementation of commercial streetscape improvements along the commercial corridors. Improvements, which were funded with grant assistance from the Cuyahoga County Department of Development, involved planting new trees, as well as installing precast concrete curbs, pavers, tree grates, and tree guards around both new and existing trees (*Exhibit 8-5*). Additional areas for improvement could include the York Road and West 130th Street commercial corridors, as well as any remaining portions of the Pearl Road commercial corridor. All additional improvements should match existing installations.
- ✓ Install additional improvements, such as brick pavers, decorative streetlights, benches, planters and flower boxes, where appropriate, to enhance the appearance of the commercial streetscape (*Exhibit 8-6*). Improvements, which could be phased in over time, should cultivate a harmonious design scheme along the length of the street while complementing the architecture and individual character of the surrounding neighborhood;

- ✓ Design decorative banners that promote the city’s shopping districts. Attach the banners to existing poles along selected portions of the Pearl Road, York Road, and West 130th Street commercial corridors;
- ✓ Encourage improvements that promote a pedestrian-friendly atmosphere, encourage public interaction, and cultivate the community’s “sense of place”;
- ✓ Continue to maintain and improve the infrastructure located within the city’s commercial corridors. Improve the appearance, usability, and image of these corridors by undertaking projects such as street

Exhibit 8-6. Streetscape improvements



Brecksville, Ohio

Tecumseh, Michigan

Brecksville, Ohio



paving, curb installation, sidewalk repair, parking lot improvements, streetlight installation, landscaping, and tree planting; and

- ✓ Initiate a discussion with First Energy concerning the feasibility of, and costs associated with, minimizing or eliminating above-ground utility poles and wires along the Pearl and York Road commercial corridors, as well as developing a decorative street lighting program along the commercial portion of Pearl Road.

Improve the Appearance of Existing Commercial Buildings

- ✓ Encourage existing businesses and property owners located along the city's commercial corridors to continue to improve their properties through exterior and interior storefront improvements; new signage; attractive rear entrances; additional lighting, landscaping, buffering, and screening; improved parking lot and traffic circulation designs; and the provision of pedestrian amenities, such as benches and bicycle racks;
- ✓ Continue to undertake strict building code inspections and enforcement to ensure that commercial building quality is maintained;
- ✓ Review the existing building codes and compare the usability of the existing codes to other codes available that may be more innovative and more timely, such as the International Building Codes;
- ✓ Create design guidelines and establish an Architectural Board of Review to ensure community design standards are upheld and quality materials are used in all projects;
- ✓ Amend the Zoning Code to include such items as the establishment of landscaping, buffering, and screening requirements between residential use districts and abutting non-residential use districts;
- ✓ Complement improvements undertaken by area merchants by continuing and expanding commercial streetscape improvements along the city's commercial corridors;
- ✓ Alleviate customer confusion regarding parking lot availability. Install "universal" parking signs at selected visible locations along the main street, where needed, to direct customers to parking lots located behind retail establishments and office buildings (*Exhibit 8-7*);
- ✓ Enhance rear entrances of retail establishments and office buildings so that they are attractive, well lit, and inviting for customers (*Exhibit 8-8*). Consider:

- Installing fabric awnings above the rear door to clearly mark the location of the entrance;
- Adding pedestrian amenities, such as benches, decorative lighting, and pots of flowers;
- Providing ample landscaping near buildings;

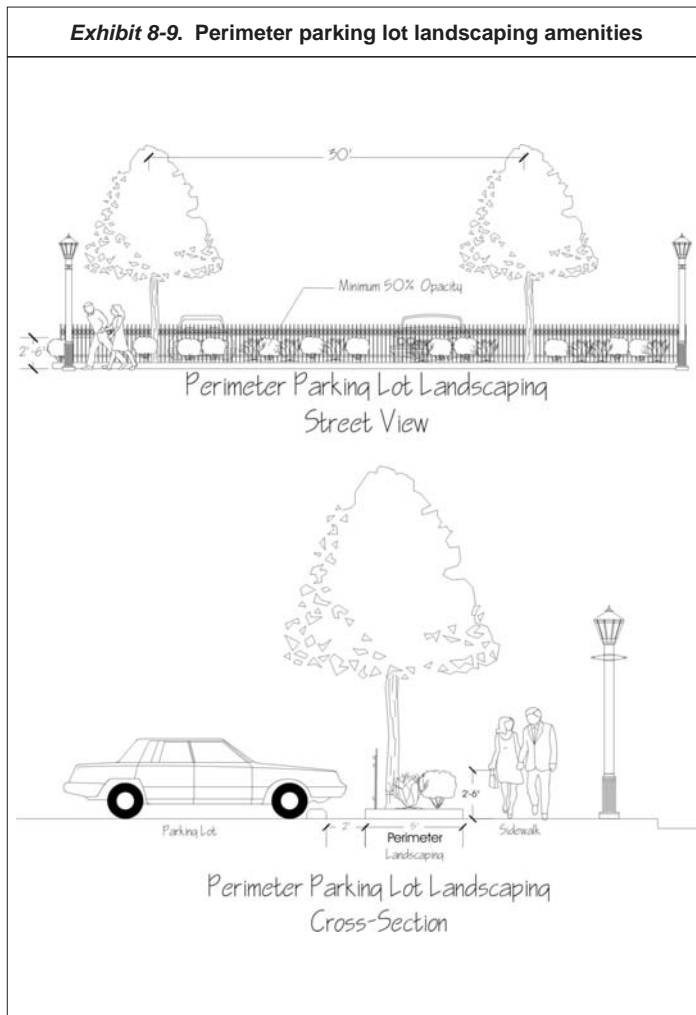




- Moving the dumpster to the rear portion of the property;
- Enclosing dumpsters, preferably with brick walls and opaque vinyl or wood gates;
- Installing opaque vinyl or wood fencing at the property line to screen the commercial uses from all adjacent residents; and
- Improving the appearance, efficiency, and safety of parking lots by improving parking lot design, layout, lighting, screening, and buffering, as well as by adding pedestrian walkways (*Exhibit 8-9*).

Institute Measures to Promote Safer, More Efficient Traffic Circulation Within Commercial Parking Lots

- ✓ Undertake a parking study of the city’s commercial corridors;
- ✓ Promote shared access/combined driveways into parking lots, where possible, to increase vehicular and pedestrian safety;
- ✓ Undertake negotiations with property owners to combine the parking lots of adjacent retail stores as a way to increase efficiency and flexibility for parking space layout;
- ✓ Install curbs and landscaped traffic islands within parking lots, where possible, to help promote efficient traffic circulation;
- ✓ Install catch basins in parking lots to accommodate runoff;
- ✓ Provide for pedestrian walkways, particularly for larger shopping centers, to direct shoppers safely from the parking areas to the stores; and
- ✓ Install “universal” parking signs to direct shoppers and visitors to parking lots located behind retail and office establishments.



Explore Opportunities for New Commercial Development And/or Mixed-use Development

- ✓ Explore opportunities to develop/redevelop property for new commercial uses and/or mixed-use development at selected sites to maximize the use of available land, provide additional shopping and housing options for residents, and increase the City’s tax base, as illustrated in *Chapter 6, Focus Areas and Alternative Development (Focus Area 1 and Focus Area 6)*.
- ✓ Create a pedestrian-oriented town center district in the center of the city that has a mix of retail, office, residential, and open space uses, as illustrated in *Chapter 6, Focus Areas and Alternative Development (Focus Area 1)*
- ✓ Promote commercial development projects throughout the city that provide additional opportunities for shopping, outdoor dining, and social interaction; establish a public gathering place for residents, shoppers, and employees; and incorporate the construction of new, upscale housing into the development;

✓ Undertake regulatory actions that will encourage and streamline development, but continue to respect community design standards by:

- Reviewing the current Zoning Code and amending as necessary;
- Creating subdivision regulations;
- Reviewing the current Building Codes and amending as necessary;
- Adopting design guidelines; and
- Establishing an Architectural Board of Review.

✓ Encourage the creation of unique spaces, both in the public and private realms, that enhance the “sense of place” and make the city a more inviting, pedestrian-friendly place to be (*Exhibit 8-10*);



Exhibit 8-10. Pedestrian-friendly spaces



Cleveland Heights, Ohio

Parma Heights, Ohio

✓ Utilize colorful banners to promote the city’s shopping districts (*Exhibit 8-11*);

✓ Explore ways to develop bicycle and pedestrian connectors from area shopping establishments to adjacent neighborhoods, the Parma Heights Branch of the Cuyahoga County Public Library, Greenbrier Commons, area parks, the

Cleveland Metroparks Big Creek Reservation, and the Cuyahoga Community College - Western Campus; and

✓ Collaborate with existing property owners, businesses, and residents to embrace new development concepts, such as the creation of a town center or new mixed-use development. Work together to:

- Develop plans that will serve to strengthen the commercial corridors and benefit the community at large;
- Create developments that provide a vital, pedestrian-oriented atmosphere;
- Attract the appropriate mix of new businesses to ensure that existing uses complement, as well as benefit from, additional development;
- Ensure that any new development provides a synergistic effect that stimulates business and strengthens the area as a shopping destination; and
- In the case of redevelopment projects, relocate existing retail and office establishments into the new commercial developments.

Exhibit 8-11. Shopping district banners



Top: Brunswick, Ohio

Bottom: Downtown

Cleveland, Ohio

Encourage High Quality Design and Use of Materials When Rehabilitating Existing Storefronts or Developing New Commercial Buildings

✓ Urge architects and developers to incorporate components of the Western Reserve architectural style, which is commonly used in Parma Heights commercial buildings, as a way to harmoniously integrate new construction and existing development; and

✓ Encourage designs for all new buildings and major building expansions to be compatible and consistent with surrounding buildings by:



Exhibit 8-12. Selected Economic Development Programs and Sources for Technical Assistance

Cuyahoga County
Cuyahoga County Department of Development
Cuyahoga County Brownfields Redevelopment Fund
Competitive Municipal Grant Program (for projects such as streetscape improvements)
Economic Development Loan Fund
Storefront Renovation Program
Cuyahoga County Planning Commission
Issue 2 funds (infrastructure projects)
Northeastern Ohio Areawide Coordinating Agency (NOACA)
Transportation Enhancements Program
State of Ohio
Business Improvement District (BID) designation
Ohio Department of Development, Office of Business Development
Ohio Enterprise Bond Fund Program
166 Direct Loan Program
166 Regional Loan Program
Ohio Department of Development, Office of Minority Business Financial Incentives
Mini Loan Guarantee Program
Minority Direct Loans Program
Ohio Department of Development, Office of Energy Efficiency
The Ohio Energy Efficiency Revolving Loan Fund
Ohio Materials Exchange (OMEX)
Rebuild America
Ohio Department of Development, Office of Tax Incentives
Community Reinvestment Area (CRA) Designation
Municipal Tax Increment Financing
Ohio Environmental Protection Agency
Voluntary Action Program
Ohio Treasurer of State, Office of Public Affairs
Small Business Linked Deposit Program
Federal
Department of the Interior, National Park Service, National Trust for Historic Preservation
Historic Rehabilitation Income Tax Credits for eligible income producing properties
Sources for Technical Assistance
Cuyahoga County
Cleveland Restoration Society
Cuyahoga County Department of Development
Cuyahoga River Remedial Action Plan (RAP)
Green Building Coalition
The Greater Cleveland Partnership
First Suburbs Consortium
Kent State University's Urban Design Center of Northeast Ohio
State of Ohio
Ohio Department of Development
Governor's Regional Economic Development Office
Ohio Historic Preservation Office

- Employing unifying design elements, such as consistent building setbacks and compatible architectural styles;
- Installing pedestrian-scaled amenities, such as benches and bicycle racks;
- Integrating public green space into developments through extensive use of landscaping and tree planting; and
- Incorporating opportunities for pedestrian activity between land uses by creating walking paths, landscaped boulevards, and public open spaces that encourage social interaction.

Promote Financial and Technical Assistance Programs to Area Businesses That Will Stimulate Commercial Revitalization and Economic Development

- ✓ Continue to market the availability of local, state, and federal funding mechanisms for financing physical improvements, explore the availability of new programs, and assist area businesses in obtaining technical assistance (*Exhibit 8-12 and Appendix 8-C*).

HOUSING

Almost two-thirds of all acreage in Parma Heights is devoted to residential uses. Most of the housing units in the city are single-family, detached, one-story homes that were built in the 1950's and 1960's. Two-family, three-family, and multi-family housing units comprise almost 40% of the housing unit inventory, so there is a diversity of sizes, styles, and price ranges that appeal to a variety of tastes and needs.

Almost two-thirds of all housing units are owner-occupied and, overall, residential properties and yards are attractive and well-maintained. Additionally, the housing market remains healthy, as evidenced by the fact that the median sale prices for single-family homes continue to appreciate at a rate that is similar to rates for most of the other suburban communities.



Maintaining the quality of the city’s existing housing stock, expanding housing choices, retaining existing residents, and attracting new residents were goals that were highlighted in *Chapter One, Community Goals and Priorities*, and are key factors in ensuring that Parma Heights remains a desirable place in which to live.

Protect Neighborhoods, Improve the Housing Stock, and Encourage the Provision of Up-to-Date Amenities to Meet the Demands of the Current Housing Market

- ✓ Continue to promote housing rehabilitation and weatherization programs, low interest loan programs, and property tax and water rate reduction programs offered by the Cuyahoga County Department of Development, the Cuyahoga County Treasurer’s Office, the Cuyahoga County Auditor’s Office, and the Cleveland Water Department (*Exhibit 8-13 and Appendix 8-C*).

Information regarding these programs could be disseminated to residents via a city newsletter, as part of the information provided by the Parma Heights Building Department when property owners are cited for code violations, and/or through posters, flyers, presentations, or a city website;

- ✓ Consider establishing a residential Community Reinvestment Area (CRA) in one or more areas of the city to stimulate substantial residential property investment and/or new housing construction (*Appendix 8-C*).

State law permits the local legislative authority to establish a CRA that targets residential, commercial, and/or industrial property. The residential program is an economic development tool that allows local officials to designate specific geographic areas in which property owners can receive tax incentives, in the form of tax exemptions, on eligible new housing investments and revitalization efforts. Any tax incentives offered would apply only to new residential property investment. Existing taxable residential property remains taxable at the current rates. Currently, more than twelve communities in Cuyahoga County have established CRAs focusing on the rehabilitation and/or new construction of housing;

- ✓ Help homeowners reduce the cost of home maintenance by teaching them how to make the

Exhibit 8-13. Selected Housing and Weatherization Programs and Sources for Technical Assistance	
Cuyahoga County	
Cuyahoga County Auditor's Office	
Home Energy Assistance Program (HEAP)	
Homestead Exemption (Property Tax Reduction Program)	
Homestead Exemption Water & Sewer	
Lineline Ohio	
Cuyahoga County Board of Health	
Childhood Lead Poisoning Prevention Program	
Linked Deposit Loan Program	
Cuyahoga County Department of Development	
Downpayment Assistance Loan Program	
Home Weatherization Assistance Program (HWAP)	
Housing Rehabilitation Loan Program	
Housing Revenue Bond Program	
Cuyahoga County Treasurer's Office	
Housing Enhancement Loan Program (H.E.L.P.)	
State of Ohio	
Ohio Department of Development, Office of Tax Incentives	
Community Reinvestment Area Designation (CRA)	
Ohio Department of Development, Office of Energy Efficiency	
The Ohio Energy Efficiency Revolving Loan Fund	
Federal	
Department of the Interior, National Park Service, National Trust for Historic Preservation	
Historic Rehabilitation Income Tax Credits for eligible income producing properties	
Sources for Technical Assistance	
Cuyahoga County	
Cleveland Restoration Society	
Cuyahoga County Department of Development	
Green Building Coalition	
First Suburbs Consortium	
Kent State University's Urban Design Center of Northeast Ohio	
State of Ohio	
Ohio Department of Development	
Ohio Historic Preservation Office	



repairs themselves. Work with the Parma Board of Education to offer workshops for residents on home maintenance and repair, as well as home landscaping, through the Adult Education Program;

- ✓ Examine ways to provide and/or install smoke detectors and carbon monoxide detectors for elderly and lower income residents at no cost or at only a nominal cost. Work with foundations, area businesses, and the Parma Heights Fire Department to assist with the cost and/or installation;
- ✓ Promote housing accessibility, such as the installation of entrance ramps and handrails, for income-eligible persons with disabilities. Explore the availability of funding mechanisms for this type of program through entities such as the Cuyahoga County Department of Development or a non-profit organization, such as Services for Independent Living;
- ✓ Encourage the use of “universal design” and “green building design” principles for new home construction, as well as in the rehabilitation of existing homes;
- ✓ Work with area banks, the Cuyahoga County Department of Development, or Lutheran Housing Corporation to provide homeownership classes to prospective homeowners. Subjects could include pre-housing counseling, financial aspects of home buying, housing inspections and check lists, the importance of regular home maintenance, and budgeting for home repair needs;
- ✓ Praise homeowners for maintaining their homes. Present annual awards to homeowners who have demonstrated exemplary landscaping and home improvement efforts as a way to both provide recognition for efforts undertaken and encourage other residents to emulate those efforts. The Mayor/City Council could develop award criteria, select award winners, and present awards at a public meeting or ceremony;
- ✓ Continue the City’s public infrastructure improvement program, including street paving, curb installation, water and sewer repair/replacement, sidewalk repair, and tree planting, throughout Parma Heights to complement, as well as encourage, housing investments undertaken by property owners.

Consider additional programs, such as improved street lighting or instituting an “Adopt a Spot” program. “Adopt a Spot” programs, which are popular in many communities, typically enlist volunteer(s) who agree to landscape and maintain small, publicly owned plots of land throughout the city for a specified period of time, usually a year. Depending upon the size of the area involved, plantings could include a mix of small flowering bushes, miniature evergreens, perennials, and annuals. Cities usually install a small sign at the site to inform the community of the volunteer(s) responsible for the beautification;

- ✓ Retain or incorporate opportunities for pedestrian activity, the addition of walking and/or bicycle paths, and the creation of public green space, whenever possible;
- ✓ Protect residential neighborhoods from commercial encroachment by establishing landscaping, buffering, and screening requirements in the Zoning Code;
- ✓ Review the FSC housing study that examined strategies to improve the marketability of post-WWII bungalows. Where applicable, encourage homeowners to consider incorporating some of the following amenities into their home rehabilitation projects, including the addition of interior



architectural details, such as crown moldings; technological advances and computer-ready wiring; and new additions that include front porches, master bedroom suites, glamor baths, great rooms, state-of-the-art kitchens, and additional storage; and

- ✓ Contact entities, such as Kent State University's Urban Design Center of Northeast Ohio (UDC), for housing design advice, and the Cleveland Restoration Society, for technical assistance for historic home restoration. Work with UDC to undertake a design charrette or class project focusing on improving the marketability of existing homes or developing sympathetic, new housing designs that would fit into existing neighborhoods.

Continue to Inspect All Housing Units and Enforce All Housing-related Codes

- ✓ Continue to undertake strict housing code inspections and enforcement to ensure that the housing quality continues to be maintained citywide;
- ✓ Institute point-of-sale inspections for residential property. This type of legislation has been instituted in a number of Cuyahoga County communities to ensure that housing quality continues to be maintained citywide. The legislation can be applied to all homes or just to rental property and requires that every property sold undergo a city housing inspection and that all resulting code violations be corrected before the title can be transferred. Because the legislation is silent regarding the responsible party, sometimes the previous owner will correct the code violations and sometimes the prospective owner will negotiate a price reduction and take responsibility for correcting all code violations.

Please note: Because prospective homebuyers will frequently negotiate a price reduction and take responsibility for correcting all code violations, the citywide median sale price for homes may temporarily drop after point-of-sale inspection legislation is passed and instituted. This phenomenon disappears after several years as rehabilitation needs are addressed and properties are resold;

- ✓ Establish a cyclical inspection schedule to ensure that the exterior condition of all buildings are inspected on a consistent basis, such as once every three years;
- ✓ Establish a registration program to require that the owner or legal agent for every rental unit in the city has basic contact information on file with the Building Department. The payment of a small annual fee could be used to offset the administrative cost of the program. Having this information on file would improve the efficiency of handling tenant complaints and violation notices;
- ✓ Create design guidelines and establish an Architectural Board of Review to ensure community design standards are upheld and quality materials are used for all exterior projects;
- ✓ Amend the Zoning Code to include such items as the establishment of landscaping, buffering, and screening requirements between residential use districts and abutting non-residential use districts, as well as the creation of new, mixed-use development district regulations; and
- ✓ Review the existing building codes and compare the usability of the existing codes to other codes available that may be more innovative and more timely, such as the International Building Codes.



Create Opportunities for New Housing Development

- ✓ Focus new construction efforts on the development of single-family houses or townhouses to ensure that Parma Heights retains its existing residents and continues to attract new residents (*Exhibit 8-14*);



- ✓ Explore opportunities to develop new, upscale housing at selected sites, such as:
 - Pearl Road/Stumph Road (*Chapter 6, Focus Area 1*)
 - Pearl Road/Olde York Road (*Chapter 6, Focus Area 2*)
 - West side of Maplewood Avenue at Pearl Road (*Chapter 6, Focus Area 6*)
 - Pearl Road/West 130th Street (*Chapter 6, Focus Area 6*)
 - Big Creek Parkway/Stumph Road/Creekhaven Drive
- ✓ Whether choosing townhouses or detached single-family houses, ensure that the new homes complement the density and design characteristics of existing homes on the street and in the surrounding neighborhood by requiring similar setbacks, massing, orientation, materials, and window and door patterns;
- ✓ Balance the need for new housing with the need to preserve historic properties and existing neighborhoods;
- ✓ Encourage the use of high quality designs and materials that complement the many existing Parma Heights buildings and incorporate elements of the Western Reserve architectural style;
- ✓ Retain or incorporate opportunities for pedestrian activity by including wider sidewalks, walking paths, bicycle paths, and landscaped boulevards as part of the infrastructure improvements in larger, new housing developments;
- ✓ Encourage the addition of amenities in new housing developments, such as the installation of landscaping, street trees, decorative street lighting, passive green space, and open ornamental steel fences with brick piers and stone caps, where appropriate (*Exhibit 8-15*);



Exhibit 8-15. New housing development amenities



Wooster and Center Ridge Roads
Rocky River, Ohio

Beacon Place
Cleveland, Ohio

- ✓ Amend the Zoning Code to include mixed-use development district regulations;
- ✓ Review the applicable regulations concerning accessory uses, buildings, and structures; conditional uses; height limitations; lot area regulations; building area regulations; projections; off-street parking; signs; family home requirements; and miscellaneous items, and amend as necessary;

- ✓ Create subdivision regulations;
- ✓ Create design guidelines and establish an Architectural Board of Review to ensure that community design standards are upheld and quality materials are used for new housing construction projects;
- ✓ Consider establishing a residential Community Reinvestment Area (CRA) in one or more areas of the city to stimulate new housing construction (*Appendix 8-C*); and
- ✓ Monitor property characteristics and sales transactions for all property in the city. Encourage property owners with more extensive acreage to both inform, and work with, the city regarding property ownership and land use change intentions. Establishing a cooperative relationship with property owners should help the City proactively plan for future development.

Market Parma Heights to Existing and Potential Residents

- ✓ Develop a residential marketing campaign, promotional brochure, identifying graphics, and additional information to promote Parma Heights as a great place to live and raise a family. Disseminate to potential and existing residents.

Promotional information could include an historical overview of the city; housing characteristics and styles; public and private school information; recreational and cultural amenities; shopping opportunities; freeway access; proximity to hospitals, the Cleveland Metroparks Big Creek Reservation, Cleveland Hopkins International Airport, and large employment centers, such as downtown Cleveland and Rockside Road in Independence; information on City Departments and Boards; available programs; recycling information; and upcoming events;

- ✓ Promote the city via printed brochures; advertisements in area magazines, such as Cleveland Magazine or Northern Ohio Live; and through a city website;
- ✓ Educate area realtors about the attributes of living in Parma Heights. Sponsor half day seminars and tours of the city to showcase new housing developments, existing homes, recreational facilities, and city parks so that realtors can, in turn, market Parma Heights to their clients;
- ✓ Coordinate and collaborate with other Parma Heights organizations and institutions to continue to sponsor community events, such as home days, festivals, cultural and sporting events, band concerts,



theater productions, and other activities that draw people to the city. These events are fun, promote a sense of community among residents, and are a great way to showcase the city to potential residents; and

- ✓ Place promotional advertisements in the Paul W. Cassidy Theater and the DOWNUNDER CAFÉ handbills. The performances presented at these theaters have wide appeal, drawing an audience from the Greater Cleveland area. These advertisements can be used as an additional marketing mechanism to reach potential residents.

HISTORIC PRESERVATION

There are several structures and sites in Parma Heights that have historic and architectural significance. As important links to the community's past, these historic resources should be treasured, preserved, and restored for future generations. While development activity at these locations should continue to be monitored and preservation strategies should be encouraged, there is also a need to balance preserving the past with the need for new development.

Continue to Foster Appreciation for the Historic Homes, Buildings, and Sites Located Throughout the City

- ✓ Collaborate with the Parma Heights Historical Society and organizations such as the Cleveland Restoration Society and the Cuyahoga County Archives to provide educational presentations on topics such as the *Historic Home Styles of Parma Heights*, *Enhancing the Value of Your "Old House" by Preserving its Original Architecture*, and *Researching the Architecture and History of Your Home*;
- ✓ Continue to compile an inventory of the city's historic structures and sites, ownership, and other related historical information. While a comprehensive database is an invaluable resource for the Historical Society, residents, students, and history buffs, it is particularly helpful for the City. When development pressures arise, the City is in a much more proactive position to suggest alternative development solutions for a particular property if they are fully informed; and
- ✓ Collaborate with the Parma Heights Historic Society to sponsor tours of selected historic houses, buildings, and/or sites on an annual basis. Tours such as these are undertaken in many cities as a way of showcasing the community, generating positive public publicity, and marketing the area to prospective new homeowners.

Balance the Need for New Development While Preserving the City's Historic Resources

- ✓ Encourage the retention or restoration of original architectural building elements, such as front porches, original wall and roof materials, and other original exterior and interior architectural details;
- ✓ Explore adaptively reusing non-residential historic buildings for residential use, when applicable. Other communities have developed new, upscale housing in old school buildings and churches. These projects, which often qualify for historic rehabilitation tax credits, can be the catalyst for further neighborhood revitalization;



- ✓ If an historic property is at risk, work with the current owner to find a buyer who will preserve the property or, if located in a commercial district, adaptively reuse it for a compatible use, such as a small office, a bed and breakfast, or limited retail uses;
- ✓ Institute a demolition moratorium. Generally, this type of legislation prohibits the demolition of historic structures for a specific time period, unless the structure has been declared unsafe by the Fire Chief. In the event that it is unfeasible to reuse the existing structure, specific language is usually included requiring that all approvals for the proposed development be obtained before the building department issues a demolition permit.

This type of legislation has two advantages for Parma Heights. First, it provides the City with additional time to work with interested stakeholders regarding viable alternatives for the building. Second, it provides a safeguard for the City, if demolition goes forth, by providing some measure of assurance that development will occur as planned. In some cities that do not have this type of legislation, demolition permits have been issued, the structure has been torn down, and rather than the promised development, the city has been left with an empty lot;

- ✓ Institute measures to preserve the public vistas adjacent to historic sites by requiring adequate landscaping and buffering between the site and any new development;
- ✓ Institute design guidelines and establish design review procedures for new developments. The design criteria adopted should complement the density and design characteristics of existing homes on the street and in the surrounding neighborhood by requiring similar setbacks, massing, orientation, materials, and window and door patterns, as well as include provisions for the preservation of natural areas and scenic views through the addition of landscaping and selective building placement; and
- ✓ Monitor development activity that could threaten the city's historic resources.

Explore and Disseminate Information on Financial and Technical Assistance for Owners of Historic Buildings

- ✓ Disseminate information on available technical assistance for owners of historic property. Contact entities, such as the Cleveland Restoration Society, for building restoration advice on topics such as:
 - Appropriate historic paint colors;
 - Supply sources for appropriate restoration materials;
 - Tips for restoring porches and porch details including, lattice, tongue and groove flooring and ceilings, spindles, railings, and columns;
 - Window and door maintenance and restoration; and
 - Home additions that complement the existing architecture.

Additional technical assistance may be available concerning federal rehabilitation tax credits, easement restrictions, demolition moratoriums, and/or other preservation measures;



- ✓ Provide to owners of historic property, particularly income-producing property, information regarding the National Register of Historic Places, advantages of designation, and general guidelines for listing properties. Obtaining official listing on the National Register involves completion of an application documenting the historic and architectural significance of the building and receiving the required approvals through the National Park Service. Listing on the National Register of Historic Places entitles owners of income-producing property to a 20% federal tax credit on the cost of interior and/or exterior restoration of the building;
- ✓ Support federal and state legislation for financial tax incentives for owners to restore their historic properties. The federal legislation criteria would extend the same 20% tax credit for rehabilitation costs to owner-occupied historic homes that is currently available to owners of historic income-producing properties. This legislation would significantly assist homeowners with the costs associated with restoring historic homes, help preserve the historic assets of the community, and spur economic development for the City and the region due to the increased demand for restoration-related work. It is anticipated that criteria for the state legislation would be similar; and
- ✓ Seek funding sources to undertake a study of Parma Heights' historic resources. Possible sources include foundations or the Cleveland Restoration Society's Preservation Resource Center of Northeastern Ohio technical assistance grant program.

PARKS, RECREATION, AND OPEN SPACE

The City of Parma Heights, the Cleveland Metroparks, and to a lesser degree, the Parma City School District, are the major providers of parks, recreation, and open space opportunities for Parma Heights residents. The City owns and operates six parks, most of which contain athletic fields, playgrounds, and open space. Greenbrier Commons, a family-oriented recreational and cultural center, provides additional recreational opportunities for residents of all ages and interests. Facilities at Greenbrier Commons include swimming pools, tennis courts, and other amenities.

Approximately 25% of the 433-acre Cleveland Metroparks Big Creek Reservation is located within the city limits and provides open space, walking trails, bicycle paths, and picnicking opportunities. The remaining portions of the park are located north and south of Parma Heights, in Parma and Middleburg Heights, respectively.

The availability of well-maintained parks, recreation, and open space is an important measure of the quality of life in a community. Over the years, the City of Parma Heights has been proactive, both in acquiring land for parks and open space development, as well as planning and providing for the recreational needs of the community through extensive recreational programming.

Continuing to enhance the city's recreational assets, developing additional walking and bicycle paths, preserving environmentally sensitive areas, and capitalizing on the proximity of the City's parks and the Cleveland Metroparks Big Creek Reservation to attract residents and businesses to Parma Heights, were identified as important goals by the Master Plan Task Force.



Continue Implementing Current Parks, Recreation, and Open Space Improvement Programs and Explore Ways to Undertake Additional Improvements

Short-Term Improvements:

- ✓ Test all playground equipment located at Nathan Hale Park, Radlick Park (southernmost portion of the park only), and Stroud Park for lead paint and remediate, if necessary;
- ✓ Replace the swing seats on the swings located at Nathan Hale Park, Radlick Park (southernmost portion of the park only), and Stroud Park with a more optimal type, as needed;
- ✓ Change the base material beneath the children's play equipment located at Nathan Hale Park, Radlick Park (southernmost portion of the park only), and Stroud Park to one of the base materials approved by the U.S. Consumer Product Safety Commission to prevent or minimize serious injury from falls. The list of U.S. Consumer Product Safety Commission's recommended base materials for use beneath playground equipment includes rubber mats, loose sand, gravel, or shredded wood products. Grass, dirt, concrete, and asphalt are not considered acceptable material;
- ✓ Continue infield work on all ballfields;
- ✓ Repair/replace the walking path at Kurtz Park;
- ✓ Re-stripe the tennis courts and repair the asphalt at Radlick Park;
- ✓ Address outdoor equipment storage issues at Nathan Hale Park; and
- ✓ Replace downspout on the outbuilding at Nathan Hale Park.

Long-Term Improvements:

- ✓ Ensure that all city parks are fully accessible;
- ✓ Add bicycle racks at parks, as necessary;
- ✓ Develop additional pedestrian connectors, both internally, within each park, as well as externally, from adjacent neighborhoods to each park, where appropriate;
- ✓ Redesign the children's play area and replace the play equipment at Nathan Hale Park, Radlick Park (southernmost portion of the park only), and Stroud Park;
- ✓ Repair or replace older, deteriorated fencing at several of the parks, as necessary;
- ✓ Replace the brick walls located at the Nathan Hale Park entrance with open, decorative ornamental steel fencing supported by brick piers, to improve visibility and eliminate vandalism and graffiti; and
- ✓ Replace the old, deteriorated chain link fence located along the western border of Nathan Hale Park with a solid, decorative vinyl fence. If replacement of the chain link fence is not feasible, remove the rows of barbed wire from the top of the existing chain link fence. Even though the City inherited this fence along with the park property, utilizing barbed wire as part of a fencing installation in a



neighborhood setting may be a safety hazard, is unattractive, and promotes the perception that the area is prone to crime.

Continue to Enlist Citizens Opinions Regarding Recreation Needs

- ✓ Enlist citizen input regarding recreation programs and priorities through citizen surveys. Survey topics could examine utilization of, and satisfaction with, existing parks, current recreation programs, as well as the recreational needs and preferences of senior citizens.

Enhance the Image of the City’s Parks by Creating More Prominent, Aesthetically Pleasing Pedestrian and Vehicular Entrances

- ✓ Establish a coordinated park signage system, utilizing the same signage design (graphics, lettering, and colors) at all of the city’s parks. This coordinated signage system, which can be installed over time, will provide an instantly identifiable image for all of the City’s parks. The new Radlick Park identification signage design is attractive, readable, and portrays a clean, crisp, bold image that could be emulated for the other parks in Parma Heights (*Exhibit 8-16*); and



- ✓ Enhance the image, appearance, and usability of city park entrances for pedestrians and bicyclists, as well as residents who drive, by installing physical improvements, such as wider sidewalks; bicycle paths; landscaped boulevards, or where boulevards are not possible, wider vehicular entrances; open, ornamental steel fencing, with brick piers and stone caps, where appropriate; decorative street lighting; new park identification signs; and additional landscaping that could include a mix of small flowering trees and bushes, miniature evergreens, and drought-tolerant perennials, for year-round interest and color. *Exhibit 8-17* illustrates the existing entrance to Kurtz Park and the new entrance at the Cleveland Metroparks Ohio & Erie Canal Reservation in Cuyahoga Heights. These types of park entrance enhancements could be emulated at the following city park locations:





- Greenbrier Commons, Pearl Road (potential new entrance)
- Kurtz Park, West 130th Street entrance and Huffman Road exit
- Nathan Hale Park, Parma Park Boulevard, near Meadowbrook Drive
- Radlick Park, Ackley Road and Brookmere Boulevard (primarily pedestrian enhancements)
- Reservoir Park, Deering Avenue and Reservoir Drive
- Stroud Park, North Church and Reid Drives

Improve the Usability and Appearance of the Parking Lots Located at City Parks

- ✓ Ensure that sufficient parking is available at all parks to accommodate park users who drive to the parks;
- ✓ Design parking lots to promote safe, efficient traffic circulation and proper drainage through the use of directional signage; installation of curbs, wheel stops, or traffic islands, where necessary; and installation of catch basins;
- ✓ Provide for the safety of pedestrians through the installation of pedestrian walkways and lighting, where appropriate;
- ✓ Provide amenities, such as bicycle racks, decorative lighting, landscaping, and trash receptacles, to enhance the appearance of parking lots; and
- ✓ Undertake parking lot improvements at Kurtz Park, Radlick Park (parking lot located mid-way between the two recreation facility areas), Reservoir Park, and Stroud Park.

Develop Pedestrian Trails and/or Bicycle Paths to Connect Portions of the City with Area Institutions, Parks, and Other Recreational Amenities

- ✓ Explore ways of developing pedestrian trails and/or bicycle paths throughout the city and of linking them to institutions, parks, and other recreational amenities and activity centers in, and adjacent to, Parma Heights. Work with appropriate property owners, developers, the Cleveland Metroparks, and adjacent communities to provide connections to existing and planned pedestrian trails and bicycle paths.

Consider developing connections within the city - between existing neighborhoods, city parks, the Cleveland Metroparks Big Creek Reservation, and Cuyahoga Community College - Western Campus - and outside of the city - to the Cleveland Metroparks Reservations to the north (Rocky River Reservation), to the south (Mill Stream Run Reservation), and to the east (the proposed Cleveland Metroparks West Creek Reservation, with its links to the Cleveland Metroparks Ohio & Erie Canal Reservation and the Cuyahoga Valley National Park);

- ✓ Explore the feasibility of developing signed, on-street bicycle paths along streets such as Ackley Road, Homewood Avenue, Huffman Road, Independence Boulevard, Lawnwood Avenue, Parma Park Boulevard, and West Ridgewood Drive to link neighborhoods to area parks and activity centers;



- ✓ Consider widening and paving the gravel path in Radlick Park for use as a pedestrian trail/bicycle path that would provide a connection to Greenbrier Commons and the Cleveland Metroparks Big Creek Reservation;
- ✓ Consider creating a landscaped boulevard along York and Stumph Roads; and
- ✓ Explore the feasibility of developing pedestrian trails and/or a bicycle paths along Big Creek, from the southwest corner of Stumph and Pearl Roads, northward into the Cleveland Metroparks Big Creek Reservation, as well as along Big Creek, south of Pearl Road to Stroud Park.

Explore Ways to Develop and Expand the Amount of Park, Recreation, and Open Space Resources Available

- ✓ Explore opportunities to develop additional parks at selected sites throughout the city, including:
 - Pearl Road/Stumph Road (*Chapter 6, Focus Area 3*), and north along Big Creek to the Cleveland Metroparks Big Creek Reservation, as well as south of Pearl Road;
 - Pearl Road/West 130th Street (*Chapter 6, Focus Area 6*);
 - Pearl Road/Rochelle Boulevard area;
 - Big Creek Parkway/Huffman Road area; and
 - Pearl Road/Lotusdale Drive.
- ✓ If more extensive new housing development(s) are initiated in Parma Heights, consider acquiring (or request the developer to set aside) additional land to develop a small park to serve the residents of the area; and
- ✓ Explore the availability of using local, state, and federal resources and programs to improve city parks, develop pedestrian trails and bicycle paths, and undertake stream bank assessment and restoration projects for Big Creek (*Exhibit 8-18 and Appendix 8-C*).

Preserve and Protect the City's Open Space and Natural Resources

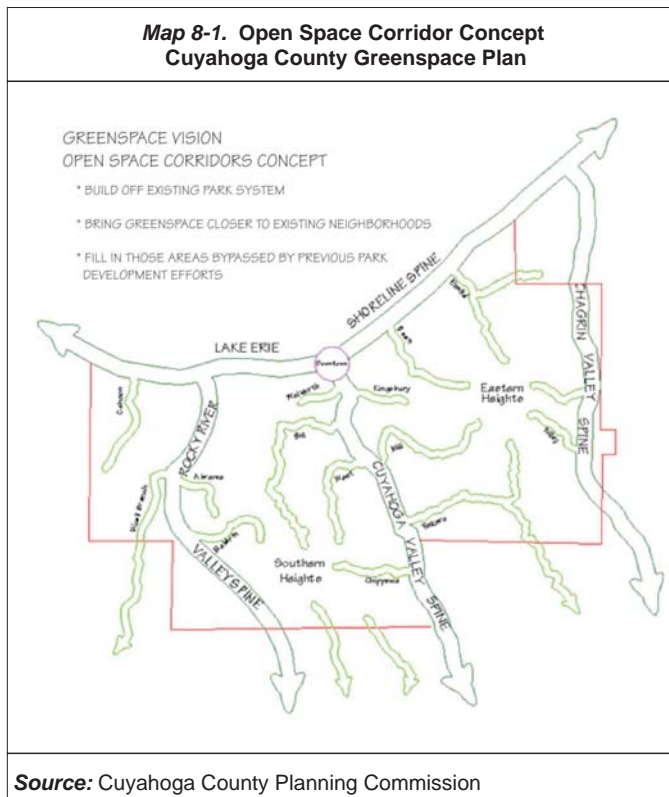
- ✓ Continue to protect and preserve environmentally sensitive areas, such as floodplains, steeply sloped areas, creeks, and wetlands;
- ✓ Coordinate citywide greenspace planning with the Cuyahoga County Greenspace Plan initiative, as a way to both benefit city residents and collaborate with regional efforts (*Map 8-1*);
- ✓ Work cooperatively with the Cleveland Metroparks, the Trust for Public Land, and other organizations to explore the feasibility of developing a greenway network along Big Creek and its tributaries (*Exhibit 8-19*). Actions to consider include:
 - Communicate with abutting property owners, the Cleveland Metroparks, and surrounding communities to gain support and promote coordination for a greenway network and its connections;



- Research legal options and financial incentives available for implementing such a plan;
- Formally invite the Cleveland Metroparks and the Trust for Public Land to partner with the City in the planning, implementation, and operation of a greenway network along Big Creek and its tributaries; and
- Assess stream banks along Big Creek and its tributaries for erosion problems. Stream bank restoration and landscape enhancements should be researched, planned, and implemented as part of any greenway plan.

Exhibit 8-18. Selected Recreation and Open Space Programs and Sources for Technical Assistance

Cuyahoga County	The George Gund Foundation - Environmental Grants
Cleveland Metroparks	Bikes Belong
Agency Budget	Captain Planet Foundation - Environmental projects for youth and children
Cuyahoga County Department of Development	Ford Foundation - Community and Resource Development
Cuyahoga County Brownfields Redevelopment Fund	Great Lakes Commission - Soil Erosion and Sediment Control
Cuyahoga County Planning Commission	Land Trust Alliance - Midwest Program
Clean Ohio Conservation Program (NRAC)	National Endowment for the Arts
Urban Parks & Recreation Recovery Program	National Gardening Association - Youth Garden Grants Program
Cuyahoga Soil and Water Conservation District	National Fish and Wildlife Association - Five Star Restoration Matching Grants
Conservation Education	National Fish and Wildlife Association - FMC Corporation and Habitat Conservancy Fund
Stream Restoration	National Fish and Wildlife Association - Migratory Bird Conservancy
Northeastern Ohio Areawide Coordinating Agency (NOACA)	National Fish and Wildlife Association - Pulling Together Initiative (Weed Management)
Transportation Enhancements Program	National Fish and Wildlife Association - Wildlife Links (Golf Courses)
State of Ohio	The Nature Conservancy - Education and Technical Assistance
Ohio Department of Development - Office of Urban Development	Trust for Public Land - Education and Technical Assistance
Brownfields/Clean Ohio Fund	The Pew Charitable Trusts - Grants
Urban and Rural Initiative	DuPont Corporate Contributions Program - Grants
Ohio Environmental Protection Agency	Charles Stewart Mott Foundation - Grants
Ohio Environmental Education Fund	Surdna Foundation - Grants
Pollution Prevention Loan Program	Sources for Technical Assistance
Section 319-Nonpoint Source Pollution Program	Cuyahoga County
Voluntary Action Program	Cleveland Metroparks
Water Pollution Control Loan Fund	Cleveland Restoration Society
Water Resource Restoration Sponsor Program	Cuyahoga County Department of Development
Ohio Department of Natural Resources - Division of Forestry	Cuyahoga River Remedial Action Plan (RAP)
Greenworks	Green Building Coalition
Ohio Department of Natural Resources - Division of Real Estate & Land Management	First Suburbs Consortium
Clean Ohio Trails Fund	Kent State University's Urban Design Center of Northeast Ohio
Land & Water Conservation Fund	State of Ohio
Natureworks	Ohio Department of Development
Recreation Trails Program	Ohio Department of Natural Resources
Ohio Department of Transportation	Ohio Historic Preservation Office
Bicycle/Pedestrian Program	National
Transportation Enhancements	The Nature Conservancy
Private/Non-Profit Organizations	The Trust for Public Land
The Cleveland Foundation - Grants	



PUBLIC FACILITIES, INFRASTRUCTURE, AND SERVICES

Public facilities, infrastructure, and city services are critical components of the systems that enable Parma Heights to function on a day-to-day basis. The quality, efficiency, and condition of the city’s public infrastructure and the ability to deliver high quality services to all sectors of the community are necessary to maintain the viability of the city, as well as foster growth and development. It is this reputation for high quality service that has made Parma Heights such a desirable place in which to live.

During the formulation of goals for *Chapter One, Community Goals and Priorities*, the Master Plan Task Force stressed the importance of continuing to maintain a high level of city services and ensuring that the city’s infrastructure was sufficient to meet existing and future development demands.

Continue to Improve and Invest in Public Infrastructure and City Services

- ✓ Continue to maintain and improve the city’s infrastructure, including the streets, waterlines, and sanitary and storm sewers. Monitor the condition of these components and explore additional funding mechanisms for needed repairs or replacement;
- ✓ Encourage residents utilizing home sewage treatment systems and/or wells as a source of drinking water to connect to the City’s sanitary sewer system and/or water system, where possible;
- ✓ Undertake a *Parking Lot and Traffic Circulation Study* along Pearl Road, consult with the city engineer, gain a consensus from area merchants, explore funding mechanisms, and undertake discussions with the Ohio Department of Transportation (ODOT) concerning the feasibility of implementing additional improvements;





- ✓ Initiate a discussion with First Energy concerning the feasibility of, and costs associated with, minimizing or eliminating above-ground utility poles and wires along the Pearl and York Road commercial corridors. Research funding options and undertake discussions with the city engineer and the Ohio Department of Transportation (ODOT) concerning the feasibility of implementing additional improvements;
- ✓ Upgrade and/or install streetlights citywide, where needed;
- ✓ Continue to implement commercial streetscape improvements along any remaining portions of the Pearl Road commercial corridor, as well as along the York Road and West 130th Street commercial corridors. Ensure that all additional improvements match existing installations;
- ✓ Consider installing other streetscape improvements over time, such as benches, bicycle racks, decorative lighting, brick pavers, decorative banners, and additional landscaping, where appropriate;
- ✓ Enhance gateway areas and emphasize existing gateway signs through landscaping and lighting improvements;
- ✓ Utilize attractive promotional banners at gateway areas and in shopping districts to promote living and shopping in Parma Heights;
- ✓ Install more distinctive street name signs, utilizing a change of color and/or shape, to distinguish the city's boundaries from those of surrounding communities. Ensure that the signs are readily visible by utilizing a larger point size for the street names;
- ✓ Continue implementing the annual tree planting program along city streets; and
- ✓ Enhance small publicly owned areas of land adjacent to residential homes, such as the traffic island at York and Old York Roads, through mechanisms such as an "Adopt a Spot" program.

Evaluate Space and Personnel Needs at City-Owned Buildings and Explore Ways to Provide for Those Needs

- ✓ Continue to modernize the work environment at all government offices, utilizing available technology to ensure that the city continues to function efficiently, deliver high quality services, and remain cost-effective;
- ✓ Evaluate department personnel levels and staff training needs. Invest, as possible and, as necessary;
- ✓ Continue to assess current building space utilization, evaluate the capacity of all City-owned buildings, examine anticipated future needs, determine costs to provide for needs, and explore funding mechanisms;
- ✓ Consider incorporating the concept of "green building design" into future building additions or newly constructed public facilities. "Green building design" promotes the concept of designing and constructing buildings that are more energy efficient, are healthier, make use of natural light, are less expensive to operate, and provide a more efficient and pleasant atmosphere for employees; and



- ✓ Evaluate space and staffing needs, utilizing information and strategies incorporated into *Chapter 5, Public Facility and Infrastructure Analysis*, as a starting point for all existing and proposed City-owned buildings.

Continue to Explore Potential Funding Sources for Infrastructure Projects

- ✓ Explore the availability of using local, state, and federal resources and programs to improve critical city infrastructure, such as roads, waterlines, and sanitary and storm sewers, as well as less crucial needs, such as streetscape improvements, pedestrian trails, and bicycle paths (*Exhibit 8-20 and Appendix 8-C*).

PUBLIC TRANSPORTATION

The availability of public transportation, which is used on a daily basis by many Parma Heights residents who commute to work in downtown Cleveland or to other suburban communities in Cuyahoga County, is an important quality of life issue. Additionally, persons employed by area businesses, but who do not live in Parma Heights, may depend on public transportation to get to work. Residents who either can not drive, or who choose not to drive, are frequently overlooked populations that need public transportation. Many of these residents, which include many of the city’s elderly and young people, rely on public transportation to get to the store, to medical appointments, or simply to socialize with friends.

Explore the Feasibility of Establishing Greater Cleveland Regional Transit Authority (GCRTA) Community Circulator Buses in Parma Heights and Surrounding Communities

- ✓ Initiate discussions with GCRTA, the Cities of Brook Park, Middleburg Heights, and Parma, as well as the Cuyahoga Community College - Western Campus, major employers, area libraries, shopping centers, and hospitals to discuss the interest in establishing a

Exhibit 8-20. Selected Infrastructure Programs and Sources for Technical Assistance

City of Parma Heights
General Fund
Impact Fees
Municipal Bonds
Special Tax Assessments
Cuyahoga County
Cuyahoga County Board of Health
Linked Deposit Loan Program
District One Public Works Integrating Committee (c/o Cuyahoga County Planning Commission)
Local Transportation Improvement Program (LTIP)
State Capital Improvement Program (SCIP/Issue 2)
Revolving Loan Program (RLP)
Cuyahoga County Department of Development
Community Development Block Grant
Competitive Municipal Grant Program
Economic Development Loan Fund
Cuyahoga County Brownfields Redevelopment Fund
Northeastern Ohio Areawide Coordinating Agency (NOACA)
Transportation Enhancements Program
State of Ohio
Ohio Department of Development, Office of Energy Efficiency
The Ohio Energy Efficiency Revolving Loan Fund
Ohio Department of Development, Office of Urban Development
Brownfields/Clean Ohio Fund
Ohio Environmental Protection Agency
Water Pollution Control Loan Fund
Ohio Department of Natural Resources, Division of Real Estate & Land Management
Clean Ohio Trails Fund
Recreation Trails Program
Ohio Department of Transportation
Bicycle/Pedestrian Program
State Infrastructure Bank
Transportation Enhancements
Urban Paving Program
Federal
Department of Transportation
Transportation and Community and System Preservation Pilot Program
Private/Non- Profit Organizations
The Cleveland Foundation
The George Gund Foundation
National Endowment for the Arts - New Public Works Grant
Sources for Technical Assistance
Cleveland Metroparks
Cuyahoga County Department of Development
Green Building Coalition
The Greater Cleveland Partnership
First Suburbs Consortium
Kent State University Urban Design Center



community circulator for the four communities, as well as exploring possible routes. After reaching a consensus, the communities should submit a proposal to GCRTA requesting consideration for a community circulator route.

A community circulator is a small bus that accommodates about 18 passengers and operates as a loop service throughout a neighborhood, a community, or within several communities. The vehicle stops at supermarkets, retail stores, medical offices, and other locations within a selected geographic area, as well as provides easy access to main line bus service. The first two community circulators were introduced in the summer of 1996. GCRTA now operates community circulators in many Cleveland neighborhoods, as well as several Cuyahoga County communities.

Ensure That Parma Heights Is Adequately Served by Public Transportation

- ✓ Monitor the number and frequency of GCRTA buses throughout Parma Heights, as well as the bus routes offered, to ensure that all residents, businesses, and employees citywide are adequately served by public transportation. Request that GCRTA work with the City regarding any changes that may be needed; and
- ✓ Ensure that there are a sufficient number of bus shelters along major bus routes to protect transit users from inclement weather while they wait for their bus to arrive.



Sources

American Planning Association, Planning Advisory Service, and website, www.planning.org.

Beach, David, *The Greater Cleveland Environmental Book, Caring for Home and Bioregion*, EcoCity Cleveland, 1998.

Cuyahoga County Board of Health, website program descriptions, www.ccbh.net/services/environmentaldiv.

Cuyahoga County Department of Development, website program descriptions, www.cuyahoga.oh.us/development/default.htm.

Cuyahoga County Planning Commission for the Northeast Ohio Areawide Coordinating Agency (NOACA), *Northeast Ohio Regional Retail Analysis*, October, 2000.

The Greater Cleveland Partnership, website, www.clevelandgrowth.com.

International Downtown Association (IDA), website, www.ida-downtown.org.

Lagerfield, Steven, "What Main Street Can Learn From the Mall," *The Atlantic Monthly*, 1995.

Lockwood, Charles, "Emerging Trend: The Mall Meets Main Street," *International Council of Shopping Centers*, September, 2001.

National Development Council (NDC), website, www.nationaldevelopmentcouncil.org.

National Main Street Center, brochures and website, www.mainst.org.

Neighborhood Development Corporation, website, www.nw.org.

Timmerman, Luke, "Change is Afoot in Downtown Bellvue as Crate and Barrel Pulls People Out of Cars," June 13, 2001.

Trust for Public Land, Project for Public Spaces, Inc., "How to Turn a Place Around: A Handbook for Creating Successful Public Spaces," www.pps.org.

Urban Land Institute, publications, Project Reference Files, and website, www.uli.org.

Zelinka, Al, and Brennan, Dean, *SafeScope: Creating Safer, More Livable Communities Through Planning and Design*, Planners Press, American Planning Association, 2001.



Appendices

Appendix 8-A. Linking Community Goals with Action Strategies

Action Strategies/Implementation Plans	Community Goals						
	Promote Economic Development	Enhance/ Redevelop Commercial Areas	Preserve Residential Neighborhoods	Continued Maintenance of City Infrastructure and Services	Enhance Recreational Assests	Protect Environmentally Sensitive Areas	Expand Marketing Efforts
Master Plan Adoption, Implementation, and Public Awareness							
Adopt the Master Plan							
Create public awareness of the Master Plan by disseminating information contained in the Plan							
Form a Master Plan implementation committee							
Commit staff time and financial resources for implementation							
Demonstrate at least small successes by implementing projects that are easy to execute and have high visibility							
Review the Master Plan periodically							
Codified Ordinance Review							
Review and amend the Zoning Code and the Zoning Map, as necessary							
Create and adopt subdivision regulations							
Institute/adopt design review procedures and guidelines							
Establish an Architectural Board of Review							
Review and amend other sections of the Codified Ordinances and codes, as necessary							
Public/Private Partnerships and Intergovernmental Coordination							
Continue to develop public/private partnerships and explore opportunities for local and regional cooperation							
Explore membership in the First Suburbs Consortium							
Continue to strengthen communication/cooperation between the City and the Parma City School District for mutual benefit							
Undertake Additional Studies and Citizen Surveys							
Undertake parking and traffic circulation studies along the city's commercial corridors							
Conduct citizen/business surveys to ascertain issues, needs, and preferences							
Economic Development							
Acquire additional economic development expertise, as necessary							
Promote and market the city as a great business location through brochures, advertisements, and a city web site							
Establish a development-related database to assist prospective businesses, developers, and existing businesses							
Help businesses strengthen organizational capacity by facilitating improved communication/information sharing							
Support and encourage business development, retention, and recruitment							
Actively recruit businesses to the city that provide neighborhood-based goods and services, expand the city's tax base, and build on existing assets and values							

continued



Appendix 8-A. Linking Community Goals with Action Strategies (continued)

Action Strategies/Implementation Plans	Community Goals						
	Promote Economic Development	Enhance/ Redevelop Commercial Areas	Preserve Residential Neighborhoods	Continued Maintenance of City Infrastructure and Services	Enhance Recreational Assests	Protect Environmentally Sensitive Areas	Expand Marketing Efforts
Commercial Revitalization							
Complement community gateway areas with additional amenities such as lighting and landscaping							
Enhance the appearance of the city's commercial corridors by continuing and expanding the streetscape improvement project on other commercial streets							
Improve the appearance of existing commercial buildings and the surrounding grounds through storefront improvements, new signage, and additional landscaping, lighting, and pedestrian amenities							
Enhance rear entrances of commercial establishments with awnings, lighting, landscaping, and signage, where needed							
Encourage the use of fencing, landscaping, and dumpster enclosure as ways to provide screening and buffering between land uses							
Institute measures to promote safer, more efficient traffic circulation within commercial parking lots							
Continue to inspect all buildings and enforce all building and signage codes							
Explore opportunities for new commercial development and/or mixed-use development, where possible							
Encourage high quality design and use of materials for all rehabilitation and new development projects							
Promote financial and technical assistance programs to area businesses to stimulate commercial revitalization/economic development							
Housing							
Protect neighborhoods, improve housing stock, and encourage the provision of up-to-date amenities to meet the demands of the current housing market							
Continue to promote available housing programs offered by Cuyahoga County departments or other area entities							
Encourage the use of "universal design" and "green building" principles for new and existing homes							
Encourage high quality design and use of materials for all rehabilitation and new development projects							
Continue to inspect all housing units and enforce all housing-related codes							
Create opportunities for new housing development							
Promote and market the city to existing and potential residents through brochures, advertisements, special events, and a city web site							
Historic Preservation							
Continue to foster appreciation for the historic homes, buildings, and sites located throughout the city							
Balance the need for new development while preserving the city's historic resources							
Explore/disseminate information on financial programs/technical assistance for owners of historic buildings							

continued



Appendix 8-A. Linking Community Goals with Action Strategies (continued)

Action Strategies/Implementation Plans	Community Goals						
	Promote Economic Development	Enhance/ Redevelop Commercial Areas	Preserve Residential Neighborhoods	Continued Maintenance of City Infrastructure and Services	Enhance Recreational Assests	Protect Environmentally Sensitive Areas	Expand Marketing Efforts
Parks, Recreation, and Open Space							
Continue implementing current parks, recreation, and open space improvement programs							
Explore ways to undertake additional improvements							
Continue to enlist citizens' opinions regarding recreation needs							
Enhance the image of the City's parks by creating more prominent, aesthetially pleasing entrances; installing new signage designed specifically for the City parks; and providing additional amenities for pedestrians and bicyclists							
Improve the usability and appearance of the parking lots located at City parks							
Develop pedestrian trails and/or bicycle paths to connect portions of the city with activity centers, such as area institutions, shopping, schools, and other parks							
Explore ways to develop and expand the amount of park, recreation, and open space resources available							
Preserve and protect the city's open space and natural resources							
Public Facilities, Infrastructure, and Services							
Continue to improve and invest in public infrastructure and city services							
Continue implementing the annual tree planting program along city streets							
Evaluate space and personnel needs at City-owned buildings and explore ways to provide for those needs							
Continue to explore potential fundings sources for infrastructure projects and additional services							
Public Transportation							
Explore the feasibility of establishing GCRTA community circulator buses for Parma Heights/surrounding cities							
Ensure that the city is adequately served by public transportation							



Appendix 8-B. Sample Ordinance

ADOPTING THE PARMA HEIGHTS MASTER PLAN, PROVIDING FOR THE PERIODIC REVIEW THEREOF, AND PROVIDING FOR THE INTEGRATION OF THE PHYSICAL DEVELOPMENT OF THE CITY THEREWITH.

BE IT ORDAINED by the Council of the City of Parma Heights as follows:

WHEREAS, the Parma Heights Master Plan Task Force and the City Planning Commission of the City of Parma Heights, after careful study, have both recommended to this Council a Master Plan for the City of Parma Heights;

WHEREAS, this Council has carefully considered the Master Plan and has held a public hearing thereon and finds that said Master Plan constitutes a suitable, logical, and timely plan for the future development of the City of PARMA HEIGHTS over the ensuing five years:

NOW, THEREFORE, BE IT ORDAINED that the document, consisting of text, maps, and exhibits entitled "Parma Heights Master Plan" and dated 2004, is hereby adopted as the official Master Plan of the City of Parma Heights.

ORDAINED, FURTHER, that in order that the "Parma Heights Master Plan" shall at all times be current with the needs of the City of Parma Heights, and shall represent the best thinking of the Council, Planning Commission, and the other boards, commissions, and departments of the City in the light of changing conditions, the Planning Commission shall periodically review the Master Plan and recommend to the Council, extensions, changes or additions to the Plan which the Commission considers necessary. Should the Commission find that no changes are necessary, this finding shall also be reported to the Council.

ORDAINED, FURTHER, that all matters affecting the physical development of the City shall be submitted to the Planning Commission for a report to the City Council as to conformity to the "Parma Heights Master Plan". Such report shall be made to the Council within sixty (60) days after presentation of the matter to the Planning Commission, provided that said time may be extended by the Council.



Appendix 8-C. Selected Economic Development Programs and Sources for Technical Assistance

Program	Website (For more information)
Cuyahoga County	
Cuyahoga County Department of Development	
Cuyahoga County Brownfields Redevelopment Fund	http://www.cuyahoga.oh.us/development/services/municipalities/brownfield.htm
Competitive Municipal Grant Program (for projects such as streetscape improvements)	http://www.cuyahoga.oh.us/development/services/municipalities/competitivemuni.htm
Economic Development Loan Fund	http://www.cuyahoga.oh.us/development/services/business/economicdev.htm
Storefront Renovation Program	http://www.cuyahoga.oh.us/development/services/business/storefront.htm
Cuyahoga County Planning Commission	
Issue 2 funds (infrastructure projects)	http://planning.co.cuyahoga.oh.us/dopwic/
Northeastern Ohio Areawide Coordinating Agency (NOACA)	
Transportation Enhancements Program	http://www.noaca.org/tip.html
State of Ohio	
Business Improvement District (BID) designation	
Ohio Department of Development, Office of Business Development	
Ohio Enterprise Bond Fund Program	http://www.odod.state.oh.us/EDD/Loans_Grants.htm
166 Direct Loan Program	http://www.odod.state.oh.us/EDD/Loans_Grants.htm
166 Regional Loan Program	http://www.odod.state.oh.us/EDD/Loans_Grants.htm
Ohio Department of Development, Office of Minority Business Financial Incentives	
Mini Loan Guarantee Program	http://www.odod.state.oh.us/DMBA/MiniLoan.htm
Minority Direct Loans Program	http://www.odod.state.oh.us/DMBA/MDLP.htm
Ohio Department of Development, Office of Energy Efficiency	
The Ohio Energy Efficiency Revolving Loan Fund	http://www.odod.state.oh.us/cdd/oeenergy_loan_fund.htm
Ohio Materials Exchange (OMEX)	http://www.odod.state.oh.us/cdd/oe/c_i_omex.htm
Rebuild America	http://www.odod.state.oh.us/cdd/oe/c_i_rebuild_america.htm
Ohio Department of Development, Office of Tax Incentives	
Community Reinvestment Area (CRA) Designation	http://www.odod.state.oh.us/edd/cra/
Municipal Tax Increment Financing	http://www.odod.state.oh.us/TIFSummary1.31.pdf
Ohio Environmental Protection Agency	
Voluntary Action Program	http://web.epa.state.oh.us/derr/volunt/volunt.html
Ohio Treasurer of State, Office of Public Affairs	
Small Business Linked Deposit Program	http://www.treasurer.state.oh.us/programs.htm
Federal	
Department of the Interior, National Park Service, National Trust for Historic Preservation	
Historic Rehabilitation Income Tax Credits for eligible income producing properties	http://www.nationaltrust.org
Sources for Technical Assistance	
Cuyahoga County	
Cleveland Restoration Society	http://www.clevelandrestoration.org/
Cuyahoga County Department of Development	http://www.cuyahoga.oh.us/development/default.htm
Cuyahoga River Remedial Action Plan (RAP)	http://www.noaca.org/cuyahogarap.html
Green Building Coalition	http://www.clevelandgbc.org/
The Greater Cleveland Partnership	http://www.clevelandgrowth.com/
First Suburbs Consortium	http://www.firstsuburbs.org/neohio/
Kent State University's Urban Design Center of Northeast Ohio	http://www.cudc.kent.edu/
State of Ohio	
Ohio Department of Development	http://www.odod.state.oh.us/
Governor's Regional Economic Development Office	http://www.odod.state.oh.us/Region8.htm
Ohio Historic Preservation Office	http://www.ohiohistory.org/resource/histpres/yourtown/taxfrontpage.html



Appendix 8-C. Selected Housing and Weatherization Programs and Sources for Technical Assistance	
Program	Website (For more information)
Cuyahoga County	
Cuyahoga County Auditor's Office	
Home Energy Assistance Program (HEAP)	http://auditor.cuyahoga.oh.us/auditor/commservices/EnergyAssistance.htm
Homestead Exemption (Property Tax Reduction Program)	http://auditor.cuyahoga.oh.us/auditor/commservices/FAQ.htm
Homestead Exemption Water & Sewer	http://auditor.cuyahoga.oh.us/auditor/commservices/otherservices.htm#homestead
LineLine Ohio	http://auditor.cuyahoga.oh.us/auditor/commservices/otherservices.htm#universal
Cuyahoga County Board of Health	
Childhood Lead Poisoning Prevention Program	http://www.ccbh.net/services/environmentaldiv/leadpoison.html
Linked Deposit Loan Program	http://www.ccbh.net/services/environmentaldiv/linked%20deposit%20fact%20sheet.htm
Cuyahoga County Department of Development	
Downpayment Assistance Loan Program	http://www.cuyahoga.oh.us/development/services/homeowners/downpmtassist.htm
Home Weatherization Assistance Program (HWAP)	http://www.cuyahoga.oh.us/development/services/homeowners/homeweather.htm
Housing Rehabilitation Loan Program	http://www.cuyahoga.oh.us/development/services/homeowners/housingrehabloan.htm
Housing Revenue Bond Program	http://www.cuyahoga.oh.us/development/housingdev.htm#revenue
Cuyahoga County Treasurer's Office	
Housing Enhancement Loan Program (H.E.L.P.)	http://www.cuyahoga.oh.us/treasurer/homeimprove/default.htm
State of Ohio	
Ohio Department of Development, Office of Tax Incentives	
Community Reinvestment Area Designation (CRA)	http://www.odod.state.oh.us/edd/cra/
Ohio Department of Development, Office of Energy Efficiency	
The Ohio Energy Efficiency Revolving Loan Fund	http://www.odod.state.oh.us/cdd/oee/energy_loan_fund.htm
Federal	
Department of the Interior, National Park Service, National Trust for Historic Preservation	
Historic Rehabilitation Income Tax Credits for eligible income producing properties	http://www.nationaltrust.org
Sources for Technical Assistance	
Cuyahoga County	
Cleveland Restoration Society	http://www.clevelandrestoration.org/
Cuyahoga County Department of Development	http://www.cuyahoga.oh.us/development/default.htm
Green Building Coalition	http://www.clevelandgbc.org/
First Suburbs Consortium	http://www.firstsuburbs.org/neohio/
Kent State University's Urban Design Center of Northeast Ohio	http://www.cudc.kent.edu/
State of Ohio	
Ohio Department of Development	http://www.odod.state.oh.us/
Ohio Historic Preservation Office	http://www.ohiohistory.org/resource/histpres/yourtown/taxfrontpage.html



Appendix 8-C. Selected Infrastructure Programs and Sources for Technical Assistance

Program	Website (For more information)
City of Parma Heights	
General Fund	
Impact Fees	
Municipal Bonds	
Special Tax Assessments	
Cuyahoga County	
Cuyahoga County Board of Health	
Linked Deposit Loan Program	http://www.ccbh.net/services/environmentaldiv/linked%20deposit%20fact%20sheet.htm
District One Public Works Integrating Committee (c/o Cuyahoga County Planning Commission)	
Local Transportation Improvement Program (LTIP)	http://planning.co.cuyahoga.oh.us/dopwic/
Slate Capital Improvement Program (SCIP/Issue 2)	http://planning.co.cuyahoga.oh.us/dopwic/
Revolving Loan Program (RLP)	http://planning.co.cuyahoga.oh.us/dopwic/
Cuyahoga County Department of Development	
Community Development Block Grant	http://www.cuyahoga.oh.us/development
Competitive Municipal Grant Program (for projects such as streetscape improvements)	http://www.cuyahoga.oh.us/development/services/municipalities/competitivemuni.htm
Economic Development Loan Fund	http://www.cuyahoga.oh.us/development/services/business/economicdev.htm
Cuyahoga County Brownfields Redevelopment Fund	http://www.cuyahoga.oh.us/development/services/municipalities/brownfield.htm
Northeastern Ohio Areawide Coordinating Agency (NOACA)	
Transportation Enhancements Program	http://www.noaca.org/tip.html
State of Ohio	
Ohio Department of Development, Office of Energy Efficiency	
The Ohio Energy Efficiency Revolving Loan Fund	http://www.odod.state.oh.us/cdd/oee/energy_loan_fund.htm
Ohio Department of Development, Office of Urban Development	
Brownfields/Clean Ohio Fund	http://www.odod.state.oh.us/UD/CleanOhioFund.htm
Ohio Environmental Protection Agency	
Water Pollution Control Loan Fund	http://www.epa.state.oh.us/defa/wpcf2.html
Ohio Department of Natural Resources, Division of Real Estate & Land Management	
Clean Ohio Trails Fund	http://www.dnr.state.oh.us/grants.htm
Recreation Trails Program	http://www.dnr.state.oh.us/grants.htm
Ohio Department of Transportation	
Bicycle/Pedestrian Program	http://www.dot.state.oh.us/ProgramResource/
State Infrastructure Bank	http://www.dot.state.oh.us/sib1/sum.htm
Transportation Enhancements	http://www.dot.state.oh.us/ProgramResource/
Urban Paving Program	http://www.dot.state.oh.us/dist8/Planning/urban%20paving.htm
Federal	
Department of Transportation	
Transportation and Community and System Preservation Pilot Program	http://www.fhwa.dot.gov/tcsp/
Private/Non- Profit Organizations	
The Cleveland Foundation	http://www.clevelandfoundation.org/page1446.cfm
The George Gund Foundation	http://www.gundfdn.org/guidelines.html
National Endowment for the Arts - New Public Works Grant	http://www.arts.endow.gov/grants/index.html
Sources for Technical Assistance	
Cleveland Metroparks	http://www.clemetparks.com/
Cuyahoga County Department of Development	http://www.cuyahoga.oh.us/development/default.htm
Green Building Coalition	http://www.clevelandgbc.org/
The Greater Cleveland Partnership	http://www.clevelandgrowth.com/
First Suburbs Consortium	http://www.firstsuburbs.org/neohio/
Kent State University Urban Design Center	http://www.cudc.kent.edu/



Appendix 8-C. Selected Recreation and Open Space Funding Sources

Program	Website (For more information)	Planning	Acquisition/Easement	Watershed/Habitat Protection	Pollution Reduction/Cleanup	Capital Improvements	Trails	Labor/Consultants	Maintenance	Administration	Research	Education/Community Participation	Technical Assistance	Economic Development
Cuyahoga County														
Cleveland Metroparks														
Agency Budget	http://www.clemetparks.com/	x	x	x		x	x		x	x		x	x	
Cuyahoga County Department of Development														
Cuyahoga County Brownfields Redevelopment Fund	http://www.cuyahoga.oh.us/development/services/municipalities/brownfield.htm		x		x			x						x
Cuyahoga County Planning Commission														
Clean Ohio Conservation Program (NRAC)	http://planning.co.cuyahoga.oh.us/nrac/		x	x				x						
Urban Parks & Recreation Recovery Program	http://planning.co.cuyahoga.oh.us/nrac/	x				x				x				
Cuyahoga Soil and Water Conservation District														
Conservation Education	http://www.cuyahogawcd.org/Cons%20Ed.htm											x		
Stream Restoration	http://www.cuyahogawcd.org/stream_restoration.htm				x			x		x		x		
Northeastern Ohio Areawide Coordinating Agency (NOACA)														
Transportation Enhancements Program	http://www.noaca.org/tp.html					x	x					x		
State of Ohio														
Ohio Department of Development - Office of Urban Development														
Brownfields/Clean Ohio Fund	http://www.odod.state.oh.us/UD/CleanOhioFund.htm				x	x								
Urban and Rural Initiative	http://www.dot.state.oh.us/ProgramResource/		x		x									x
Ohio Environmental Protection Agency														
Ohio Environmental Education Fund	http://www.epa.state.oh.us/oeef/oeef.html											x	x	
Pollution Prevention Loan Program	http://www.epa.state.oh.us/opp/oppmain.html				x	x								
Section 319-Nonpoint Source Pollution Program	http://www.epa.state.oh.us/dsw/nps/319Program.html	x		x							x	x	x	
Voluntary Action Program	http://www.epa.state.oh.us/derr/volunt/volunt.html				x									x
Water Pollution Control Loan Fund	http://www.epa.state.oh.us/defa/wpcf2.html		x	x	x	x							x	
Water Resource Restoration Sponsor Program	http://www.epa.state.oh.us/	x	x	x	x									
Ohio Department of Natural Resources - Division of Forestry														
Greenworks	http://www.dnr.state.oh.us/grants.htm											x		
Ohio Department of Natural Resources - Division of Real Estate & Land Management														
Clean Ohio Trails Fund	http://www.dnr.state.oh.us/grants.htm	x	x			x	x							
Land & Water Conservation Fund	http://www.dnr.state.oh.us/grants.htm		x			x	x							
Natureworks	http://www.dnr.state.oh.us/grants.htm		x	x	x	x	x		x					
Recreation Trails Program	http://www.dnr.state.oh.us/grants.htm	x	x			x	x		x			x		
Ohio Department of Transportation														
Bicycle/Pedestrian Program	http://www.dot.state.oh.us/ProgramResource/		x			x	x							
Transportation Enhancements	http://www.dot.state.oh.us/ProgramResource/					x	x					x		
Federal														
Department of Agriculture														
Challenge Cost-Share Grant Program	http://www.treelink.org/hucfac/ccs_info.htm	x									x	x		
Department of Commerce														
Habitat Conservation	http://www.cfda.gov/public/faprs.htm			x						x	x	x		
Department of Housing and Urban Development														
Community Outreach Partnership Center	http://www.cfda.gov/public/faprs.htm	x									x	x		
Department of the Interior														
Land & Water Conservation Funds	http://www.dnr.state.oh.us/default.htm		x			x	x							
Rivers, Trails, and Conservation Assistance	http://www.cfda.gov/public/faprs.htm												x	
Department of Transportation														
Transportation and Community and System Preservation Pilot Program	http://www.fhwa.dot.gov/tcsp/faq.html	x	x			x	x				x			x
Environmental Protection Agency														
Environmental Research Grants	http://es.epa.gov/ncer/ifa/										x			
Superfund Technical Assistant Grant	http://www.cfda.gov/public/faprs.htm							x					x	

continued



Appendix 8-C. Selected Recreation and Open Space Funding Sources (continued)

Program	Website (For more information)	Planning	Acquisition/ Easement	Watershed/ Habitat Protection	Pollution Reduction/ Cleanup	Capital Improvements	Trails	Labor/ Consultants	Maintenance	Administration	Research	Education/ Community Participation	Technical Assistance	Economic Development
Private/Non-Profit Organizations														
The Cleveland Foundation - Grants	http://www.clevelandfoundation.org/page1446.cfm	X				X		X		X	X	X	X	X
The George Gund Foundation - Environmental Grants	http://www.gundfdn.org/guidelines.html	X	X	X							X	X		X
Bikes Belong	http://bikesbelong.org/site/page.cfm?PageID=21					X	X							
Captain Planet Foundation - Environmental projects for youth and children	http://www.captainplanetfdn.org/											X		
Ford Foundation - Community and Resource Development	http://www.fordfound.org/		X	X		X								
Great Lakes Commission - Soil Erosion and Sediment Control	http://www.glc.org/basin/	X		X	X	X				X	X	X	X	
Land Trust Alliance - Midwest Program	http://www.lta.org/	X						X		X		X		
National Endowment for the Arts	http://www.arts.endow.gov/grants/index.html	X												
National Gardening Association - Youth Garden Grants Program	http://www.kidsgardening.com/teachers2.asp#grant											X		
National Fish and Wildlife Association - Five Star Restoration Matching Grants	http://www.nfwf.org/programs/5star-rfp.htm			X	X							X		
National Fish and Wildlife Association - FMC Corporation and Habitat Conservancy Fund	http://www.nfwf.org/programs/programs.htm		X	X							X	X		
National Fish and Wildlife Association - Migratory Bird Conservancy	http://www.nfwf.org		X	X	X						X	X		
National Fish and Wildlife Association - Pulling Together Initiative (Weed Management)	http://www.nfwf.org/programs/pti.htm								X	X		X		
National Fish and Wildlife Association - Wildlife Links (Golf Courses)	http://www.nfwf.org/programs/nfwfusga.htm										X		X	
The Nature Conservancy - Education and Technical Assistance	http://nature.org/aboutus/		X									X	X	
Trust for Public Land - Education and Technical Assistance	http://www.tpl.org/										X	X	X	
The Pew Charitable Trusts - Grants	http://pewtrusts.com/grants/										X	X		
DuPont Corporate Contributions Program - Grants	http://dupont.com/corp/social/outreach/	X		X								X	X	
Charles Stewart Mott Foundation - Grants	http://www.mott.org/programs/env-conservation.asp			X	X						X	X	X	
Surdna Foundation - Grants	http://www.surdna.org/programs/environment.html			X							X	X		X
Sources for Technical Assistance														
Cuyahoga County														
Cleveland Metroparks	http://www.clemetparks.com/													
Cleveland Restoration Society	http://www.clevelandrestoration.org/													
Cuyahoga County Department of Development	http://www.cuyahoga.oh.us/development/default.htm													
Cuyahoga River Remedial Action Plan (RAP)	http://www.noaca.org/cuyahograp.html													
Green Building Coalition	http://www.clevelandgbc.org/													
First Suburbs Consortium	http://www.firstsuburbs.org/neohio/													
Kent State University's Urban Design Center of Northeast Ohio	http://www.cudc.kent.edu/													
State of Ohio														
Ohio Department of Development	http://www.odod.state.oh.us/													
Ohio Department of Natural Resources	http://www.dnr.state.oh.us/default.htm													
Ohio Historic Preservation Office	http://www.ohiohistory.org/resource/histpres/yourtown/taxfrontpage.html													
National														
The Nature Conservancy	http://nature.org/aboutus/													
The Trust for Public Land	http://www.tpl.org/													



Appendix 8-C. Selected Infrastructure Programs and Sources for Technical Assistance

Program	Website (For more information)
City of Parma Heights	
General Fund Impact Fees Municipal Bonds Special Tax Assessments	
Cuyahoga County	
Cuyahoga County Board of Health	
Linked Deposit Loan Program	http://www.ccbh.net/services/environmentaldiv/linked%20deposit%20fact%20sheet.htm
District One Public Works Integrating Committee (c/o Cuyahoga County Planning Commission)	
Local Transportation Improvement Program (LTIP)	http://planning.co.cuyahoga.oh.us/dopwic/
State Capital Improvement Program (SCIP/Issue 2)	http://planning.co.cuyahoga.oh.us/dopwic/
Revolving Loan Program (RLP)	http://planning.co.cuyahoga.oh.us/dopwic/
Cuyahoga County Department of Development	
Community Development Block Grant	http://www.cuyahoga.oh.us/development
Competitive Municipal Grant Program (for projects such as streetscape improvements)	http://www.cuyahoga.oh.us/development/services/municipalities/competitivemuni.htm
Economic Development Loan Fund	http://www.cuyahoga.oh.us/development/services/business/economicdev.htm
Cuyahoga County Brownfields Redevelopment Fund	http://www.cuyahoga.oh.us/development/services/municipalities/brownfield.htm
Northeastern Ohio Areawide Coordinating Agency (NOACA)	
Transportation Enhancements Program	http://www.noaca.org/tip.html
State of Ohio	
Ohio Department of Development, Office of Energy Efficiency	
The Ohio Energy Efficiency Revolving Loan Fund	http://www.odod.state.oh.us/cdd/oee/energy_loan_fund.htm
Ohio Department of Development, Office of Urban Development	
Brownfields/Clean Ohio Fund	http://www.odod.state.oh.us/UD/CleanOhioFund.htm
Ohio Environmental Protection Agency	
Water Pollution Control Loan Fund	http://www.epa.state.oh.us/defa/wpcf2.html
Ohio Department of Natural Resources, Division of Real Estate & Land Management	
Clean Ohio Trails Fund	http://www.dnr.state.oh.us/grants.htm
Recreation Trails Program	http://www.dnr.state.oh.us/grants.htm
Ohio Department of Transportation	
Bicycle/Pedestrian Program	http://www.dot.state.oh.us/ProgramResource/
State Infrastructure Bank	http://www.dot.state.oh.us/sib1/sum.htm
Transportation Enhancements	http://www.dot.state.oh.us/ProgramResource/
Urban Paving Program	http://www.dot.state.oh.us/dist8/Planning/urban%20paving.htm
Federal	
Department of Transportation	
Transportation and Community and System Preservation Pilot Program	http://www.fhwa.dot.gov/tcsp/
Private/Non- Profit Organizations	
The Cleveland Foundation	http://www.clevelandfoundation.org/page1446.cfm
The George Gund Foundation	http://www.gundfdn.org/guidelines.html
National Endowment for the Arts - New Public Works Grant	http://www.arts.endow.gov/grants/index.html
Sources for Technical Assistance	
Cleveland Metroparks	http://www.clemetparks.com/
Cuyahoga County Department of Development	http://www.cuyahoga.oh.us/development/default.htm
Green Building Coalition	http://www.clevelandgbc.org/
The Greater Cleveland Partnership	http://www.clevelandgrowth.com/
First Suburbs Consortium	http://www.firstsuburbs.org/neohio/
Kent State University Urban Design Center	http://www.cudc.kent.edu/