

CROWDSOURCED CONVERSATIONS 2023

SURVEY #4: PLANNING & DEVELOPMENT IN THE HEIGHTS

SURVEY DATA REPORT



Learn more at futureheights.org/cc23-travelingaroundtown

Some topline stats

- There were a total of **294 responses**:
 - **88.4% Cleveland Heights residents**; 8.5% University Heights; 3% former/elsewhere.
 - **90.5% homeowners**; 8.2% renters; 1.4% other.
 - **58.8% have lived in their homes +20 years**; 13% 10-20 years; 12.6% 1-5 years; 12.6% 5-10 years; 1.7% don't live in the Heights; 1% 0-1 years.
 - **61% identified as a woman**; 33.1% as a man; 3.8% preferred not to say; 2.1% as trans*/nonbinary/genderqueer.
 - **52% identified as over the age of 60**; 43.2% as under the age of 60; 4.5% preferred not to say.
 - **80.1% identified as White**; 7.9% preferred not to say; 6.5% as Black; 3.4% as multi-racial; 1% as Asian; 0.% as Hispanic.

Respondents' current level of Planning & Development (P&D) engagement

Meetings attended in the last year:

- **52.7%** reported attending none of the listed meetings related to Heights P&D matters.
- **39.1%** reported attending a City of Cleveland Heights City Council meeting.
- **12.9%** reported attending a City of Cleveland Heights P&D Committee meeting.
- **10.9%** reported attending a City of Cleveland Heights Planning Commission meeting.
- **9.9%** reported attending a FutureHeights FutureHomes & Revitalization committee meeting.
- **4.1%** reported attending a City of University Heights City Council meeting.
- **2%** reported attending a City of University Heights Planning commission meeting

General knowledge/involvement:

- **58.5%** reported being interested but not directly involved.
- **25.5%** reported not paying a great deal of attention to community P&D matters.
- **10.9%** reported volunteering with a group related to P&D matters.
- **6.1%** reported having a job related to P&D matters.
- **4.4%** reported serving on a board related to P&D matters.
- **1.7%** reported being a Heights elected official.

THE 2017

MASTER PLAN

About the 2017 Master Plan

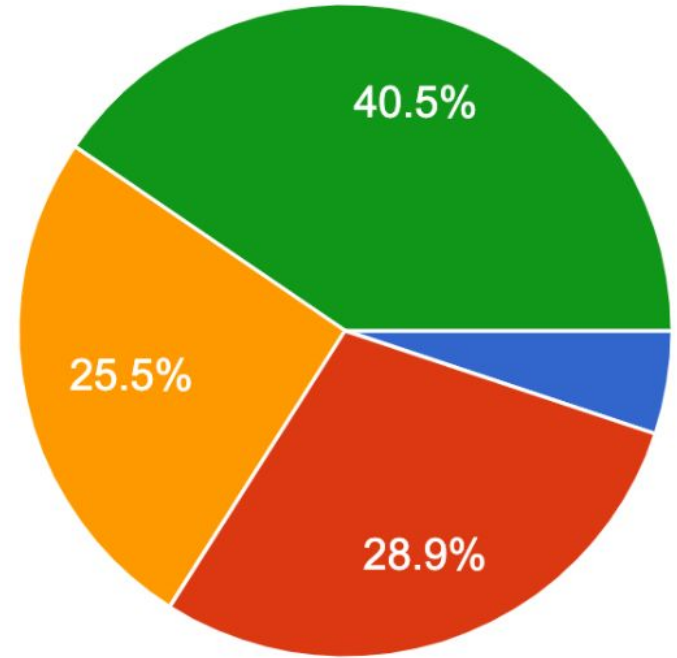
Cleveland Heights and University Heights (along with two other cities) partnered with Cuyahoga County Planning Commission to generate a Master Plan that was enacted in 2017. There are 5 identified goals:

- **GOAL #1:** Revitalize and rehabilitate neighborhoods affected by flight, abandonment, foreclosure, rental conversions, and demolitions.
- **GOAL #2:** Continue to promote the city's neighborhoods to potential residents, especially the workforce in University Circle.
- **GOAL #3:** Strategically use local dollars, state and national grants, and comprehensive incentive programs to stabilize the housing market and spur private investment.
- **GOAL #4:** Continue to promote the preservation of historic homes and buildings.
- **GOAL #5:** Continue to promote and support neighborhood identities to enhance the sense of place and build pride among residents.

Review the entire Master Plan here: <https://www.clevelandheights.gov/1064/Master-Plan> - scroll to the bottom of the page to review the "Goals and Actions" doc.

Respondents' Familiarity with the 2017 Master Plan

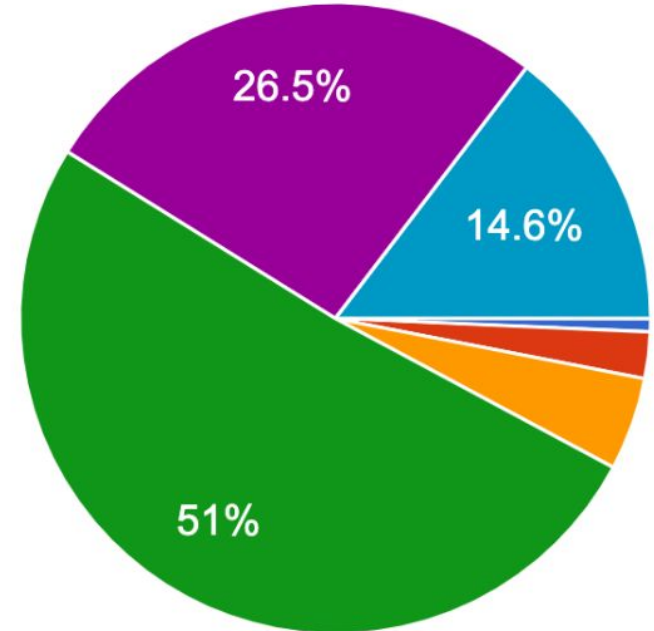
- 40.5% of respondents were not familiar with the Master Plan at all.
- 28.9% had read part of it.
- 25.5% knew it existed but hadn't read any of it.
- 5.1% knew it well.



Master Plan - Goal #1

“Revitalize and rehabilitate neighborhoods affected by flight, abandonment, foreclosure, rental conversions, and demolitions.”

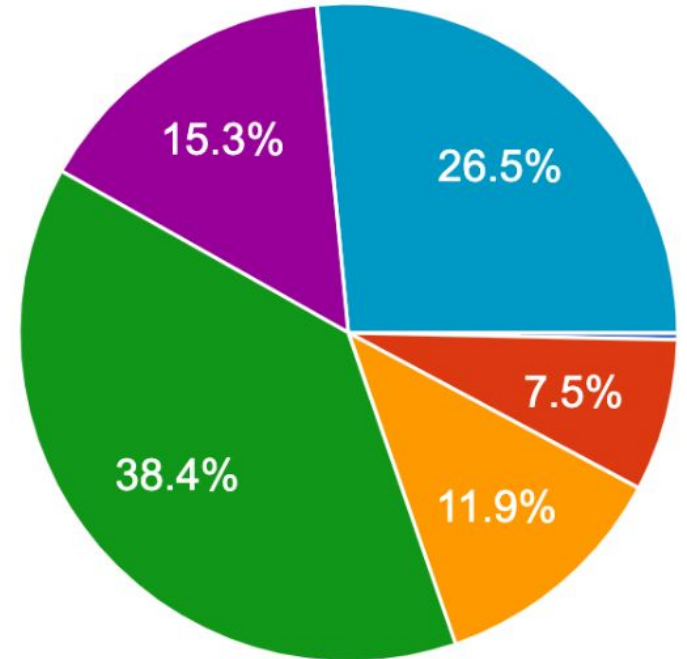
- 51% perceive this goal was met somewhat in some places.
- 26.5% perceive this goal was not met at all.
- 14.8% perceive it was met on average.
- 14.6% don't know if the goal was met or not.
- 2.4% perceive it was met above average in some places.
- 0.7% perceive it was met to the highest possible degree.



Master Plan - Goal #2

“Continue to promote the city's neighborhoods to potential residents, especially the workforce in University Circle.”

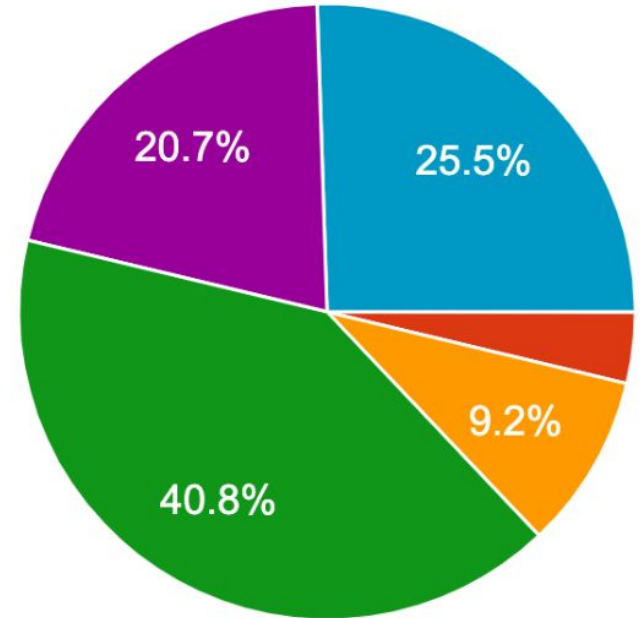
- 38.4% perceive this goal was met somewhat in some places.
- 26.5% don't know if the goal was met or not.
- 15.3% perceive it was not met at all.
- 11.9% perceive it was met on average.
- 7.5% perceive it was met above average in some places.
- 0.3% perceive it was met to the highest degree.



Master Plan - Goal #3

“Strategically use local dollars, state and national grants, and comprehensive incentive programs to stabilize the housing market and spur private investment.”

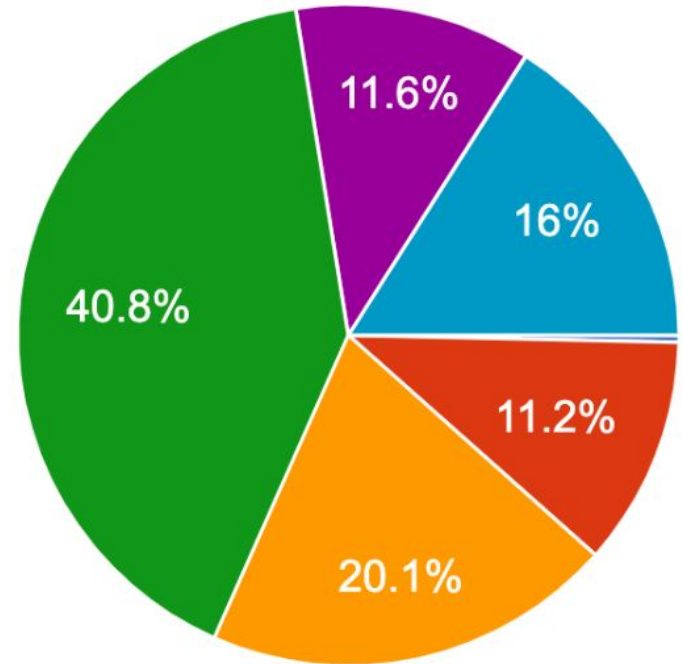
- 40.8% perceive this goal was met somewhat in some places.
- 25.5% don't know if it was met or not.
- 20.7% perceive it was not met at all.
- 9.2% perceive it was met on average.
- 3.7% perceive it was met above average in some places.
- 0% perceive it was met to the highest degree.



Master Plan - Goal #4

“Continue to promote the preservation of historic homes and buildings.”

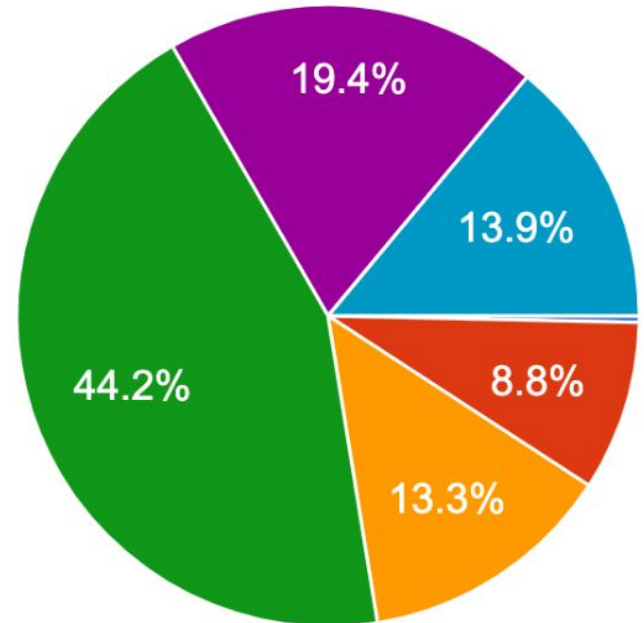
- 40.8% perceive this goal was met somewhat in some places.
- 20.1% perceive it was met on average.
- 16% don't know if it was met or not.
- 11.6% perceive it was not met at all.
- 11.2% perceive it was met above average in some places.
- 0% perceive it was met to the highest degree.



Master Plan - Goal #5

“Continue to promote and support neighborhood identities to enhance the sense of place and build pride among residents.”

- 44.2% perceive this goal was met somewhat in some places.
- 19.4% don't perceive it was met at all.
- 13.9% don't know if it was met at all.
- 13.3% perceive it was met on average.
- 8.8% perceive it was met above average in some places.
- 0.3% perceive it was met to the highest degree.



Perceived relevance of these goals in 2023

87.8% still see the relevance/need for Goal #1: Revitalize and rehabilitate neighborhoods affected by flight, abandonment, foreclosure, rental conversions, and demolitions.

71.8% still see the relevance/need for Goal #2: Continue to promote the city's neighborhoods to potential residents, especially the workforce in University Circle.

73.8% still see the relevance/need for Goal #3: Strategically use local dollars, state and national grants, and comprehensive incentive programs to stabilize the housing market and spur private investment.

63.9% still see the relevance/need for Goal #4: Continue to promote the preservation of historic homes and buildings.

55.8% still see the relevance/need for Goal #5: Continue to promote and support neighborhood identities to enhance the sense of place and build pride among residents.

1% don't see any of these goals as relevant anymore.

Additional goals suggested by respondents

- More focus on districts that need it, like Noble, Severance, Coventry (20)
- Promote economic development (17)
- Stricter enforcement of residential codes/property upkeep (14)
- Promote more public transit, walkability, bike routes (less car-centric design) (7)
- More ability-accessible/1-floor housing (6)
- Plans need to be implemented by those who will do due diligence/improved vetting process (4)
- Strengthen neighborhood pride/connection (3)
- We need to do a better job at integrating/unifying our city (3)
- Plan should address climate change (2)
- Upkeep on larger green spaces (Cain Park, etc.) (2)
- Strategic plan doesn't seem to be in use (2)
- Promote safety-focused plans (2)
- Promote the schools (2)
- Something to regulate/lower the cost of rentals (2)
- More strategic use of the funds to implement the plans (1)
- Better communication about things like Master Plan needed (1)
- More small green spaces (pocket parks) (1)
- City support for block parties (supplies, etc.) (1)
- Improved upkeep on city-owned properties (1)
- Create a plan based on who we are not who we think we should be (1)
- Plan for vacant lots/abandoned properties (1)
- More community-building events (Heights Music Hop, Final Fridays, etc.) (1)

Respondents' P&D Priorities

Respondent priorities for Municipal P&D in the Heights

- **85.4%** prioritize redeveloping Severance Center.
- **77.6%** prioritize filling commercial vacancies.
- **74.1%** prioritize strategically attracting new small businesses to our commercial districts.
- **64.3%** prioritize Improving/maintaining our parks and greenspaces.
- **59.9%** prioritize rehabilitating, repurposing or removing empty office buildings along major corridors & at business districts.
- **57.1%** prioritize road repair/maintenance.
- **55.4%** prioritize residential code enforcement.
- **52.7%** prioritize the execution of the South Taylor Commons redevelopment plan.
- **52.4%** prioritize improving commercial storefronts.
- **51.4%** prioritize attracting more mixed-income housing developments/projects to the Heights.
- **51%** prioritize reducing residential vacancies.
- **48.3%** prioritize supporting business districts to be better organized.

Respondent priorities for Municipal P&D in the Heights (cont'd.)

- **45.9%** prioritize focusing on enhancing the entire Mayfield Rd. corridor with increased multi-unit residential, quality public transit facilities & resident-oriented amenities that support neighborhood vibrant lifestyle over pass-through traffic.
- **43.9%** prioritize traffic calming efforts.
- **39.8%** prioritize improving sidewalks.
- **39.5%** prioritize infill housing/vacant lot reduction.
- **36.7%** prioritize commercial district code enforcement.
- **35.7%** prioritize improving cycling infrastructure.
- **31%** prioritize limiting commercial land-use for franchise-owned commercial development & incentivise locally-owned development.
- **20.1%** prioritize attracting more low-mod income housing developments/projects to the Heights.
- **15.6%** prioritize attracting more luxury housing developments/projects to the Heights.
- **13.6%** prioritize defining/clarifying Heights neighborhoods.

Additional priorities suggested by respondents

- Focus on economic development (18)
- More consequences for negligent landlords (residential & commercial) (9)
- Invest in Noble (6)
- Invest in biking infrastructure (5)
- Better city inspections process/results (5)
- More trees/more native plants (4)
- Improved land use (4)
- Climate change mitigation (3)
- Invest in greenspace maintenance (3)
- Improve civic pride/welcoming (3)
- Invest in better infrastructure (2)
- Improve/expand public transportation (2)
- Provide community access to an indoor pool (2)
- Zoning improvements (2)
- Improve city services (2)
- Invest in public spaces over privately-owned spaces (2)
- Invest in green/sustainability-focused infrastructure (2)
- One-floor housing/housing for seniors (2)
- Car-free business districts (1)
- Improved snow removal (1)
- Improved maintenance of city-owned properties (1)
- More upscale retail (1)
- Less traffic calming (1)
- Less biking infrastructure (1)
- Better marketing/awareness of what's going on (1)
- Closing more roads for community events/on a regular basis (1)

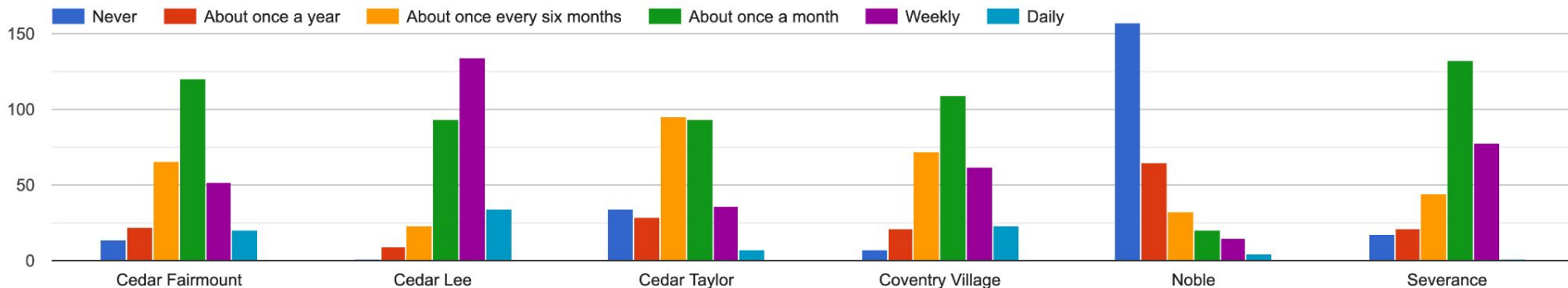
Cleveland Heights

Business Districts

Cleveland Heights Business Districts - Frequency of Respondent Visits

1. Cedar Lee - weekly (134)
2. Severance - once a month (132)
3. Cedar Fairmount - once a month (120)
4. Coventry Village - once a month (109)
5. Cedar Taylor - every 6 months (95)
6. Noble - never (157)

Please select the answer that best describes how often you visit/utilize a business or service in the following Cleveland Heights business districts:

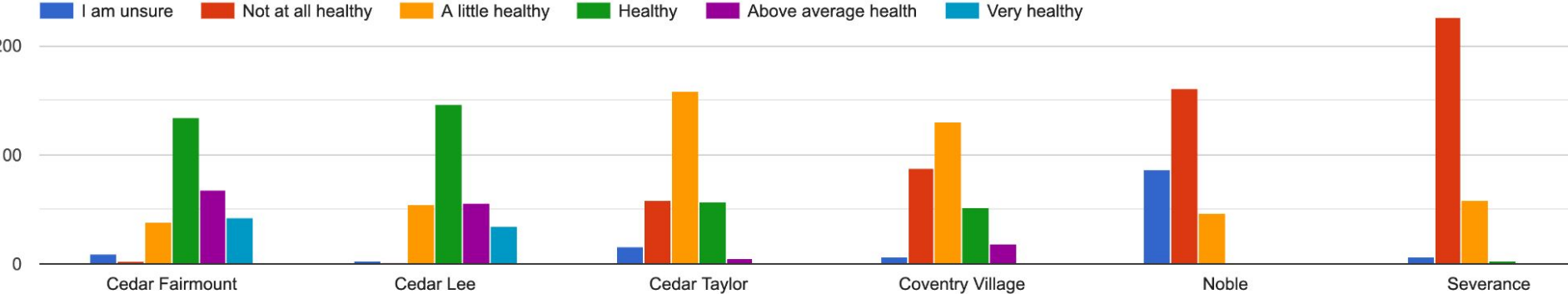


Perceived “Health” of Cleveland Heights Business Districts

"Health" includes things like number of vacancies, desirability of the businesses, etc.

- 1. Cedar Lee - Healthy (146)
- 2. Cedar Fairmount - Healthy (135)
- 3. Cedar Taylor - A little healthy (158)
- 4. Coventry Village - A little healthy (130)
- 5. Noble - Not at all healthy (161)
- 6. Severance - Not at all healthy (226)

Please rate your perception of the general health of the following Cleveland Heights business districts:

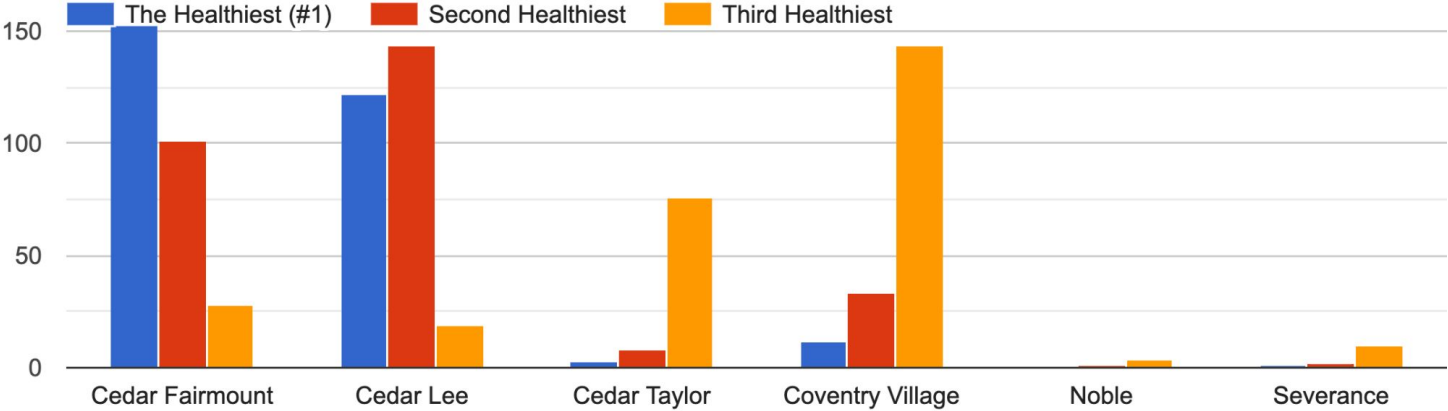


Perceived “Health” of Cleveland Heights Business Districts

"Health" includes things like number of vacancies, desirability of the businesses, etc.

- HEALTHIEST:**
- Cedar Fairmount (153)
- SECOND HEALTHIEST:**
- Cedar Lee (144)
- THIRD HEALTHIEST:**
- Coventry Village (144)

In your perception, which THREE (3) Cleveland Heights business districts are the HEALTHIEST?



Reasons respondent rated a Cleveland Heights business district as “healthy”

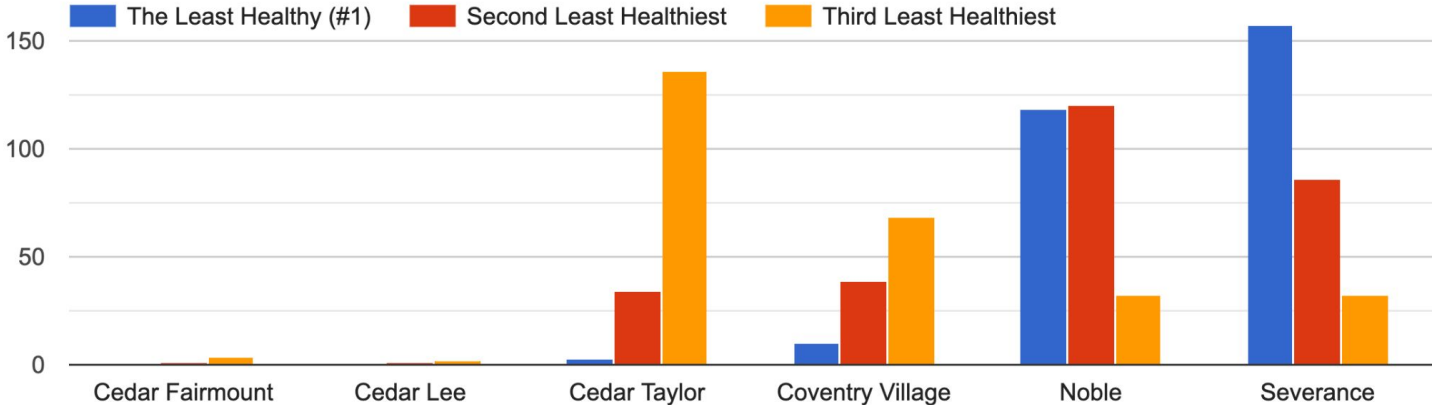
- Diversity/desirability of businesses (81)
- Occupied storefronts/few vacancies (68)
- High foot traffic/lots of activity (56)
- Thriving businesses (23)
- Well-maintained storefronts/appealing aesthetics (17)
- Respondents’ own familiarity with/usage of the district (16)
- Feeling safe/attention to safety (14)
- Ease of access (11)
- Presence of grocery store (10)
- The district has regional draw, not just local (9)
- The city seems invested in these areas (6)
- Presence of anchor businesses/longevity (5)
- More indie businesses/very few chain businesses (4)
- Frequency of community events (3)
- “Vibes” (2)
- Proximity to greenspace (1)
- Access/proximity to public transportation (1)

Perceived “Lack of Health” of Cleveland Heights Business Districts

"Health" includes things like number of vacancies, desirability of the businesses, etc.

- LEAST HEALTHY:**
- Severance (156)
- SECOND LEAST HEALTHY:**
- Noble (120)
- THIRD LEAST HEALTHY:**
- Cedar Taylor (136)

In your perception, which THREE (3) Cleveland Heights business districts are the LEAST HEALTHY?



Reasons respondent rated a Cleveland Heights business district as “lacking health”

- High vacancy rates (52)
 - Desirability of available businesses (46)
 - Poor infrastructure/aesthetics (28)
 - Not thought of as a destination/nothing there (25)
 - Lack of lighting/security cameras/safety (17)
 - Recent lack of investment in the area (17)
 - A long history of disinvestment (15)
 - "Feels dead"/dying (13)
 - Districts seem like they need support/a boost (11)
 - Personal experience or lack of experience (10)
-
- Low foot traffic/activity (8)
 - Lack of walkability (7)
 - Too many “big box” businesses/not enough indie businesses (6)
 - Not easy to access (5)
 - Unfavorable news reports/hearsay (4)
 - District doesn't feel defined (3)
 - Lack of grocery store (2)
 - Bad landlords (1)
 - Lack of bike lanes (1)
 - “Vibes” (1)

Cleveland Heights Business District that respondents identified as the highest priority/where resources should be directed:

40.8% selected Severance.

32% selected Coventry.

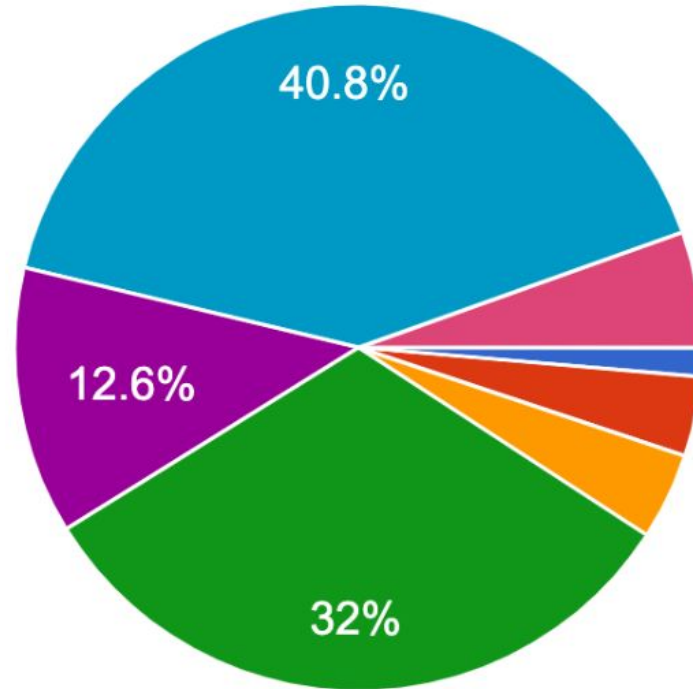
12.6% selected Noble.

5.4% were unsure.

4.1% selected Cedar Taylor.

3.7% selected Cedar Lee.

1.4% selected Cedar Fairmount.



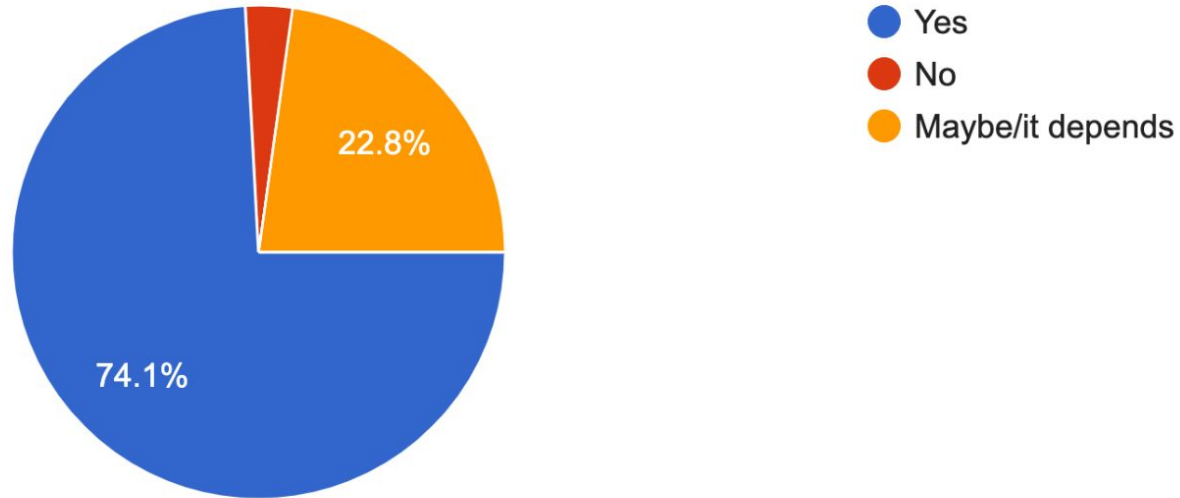
Feedback about why respondents selected a particular district:

- "Gateway to"/"Heart of" Cleveland Heights (Coventry) (40)
 - Wasted space (Severance) (34)
 - Has the most potential (26)
 - Ignored/neglected by the city (Noble) (18)
 - Area feels critical for economic development (17)
 - Blighted/Eyesore (Severance) (15)
 - Respondents' neighborhood (14)
 - Could be easiest "win" (12)
- Too many empty storefronts (9)
 - Importance of the district's location (8)
 - Improvements in this district could offer a model for the other districts (8)
 - Lack of desirable businesses/services (6)
 - "Biggest embarrassment" (6)
 - Accessibility/parking (1)
 - Keep a vibrant biz district vibrant (1)

Favorability of street closures for Cleveland Heights community events

Are you in support of closing down a street/part of a street for community events held in Cleveland Heights business districts?

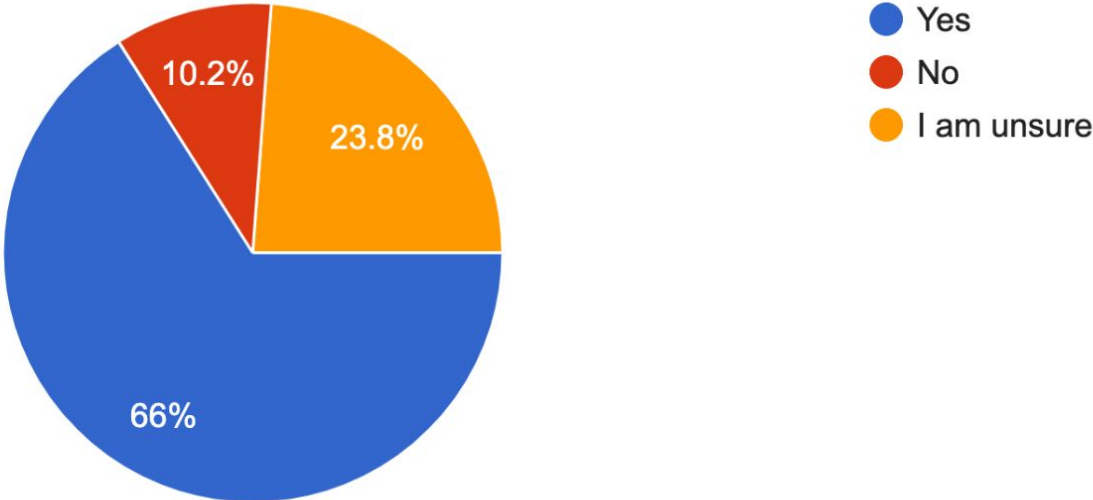
294 responses



Cyclist safety in Cleveland Heights

Do you think that there is a need to improve overall safety in cyclist routes in Cleveland Heights?

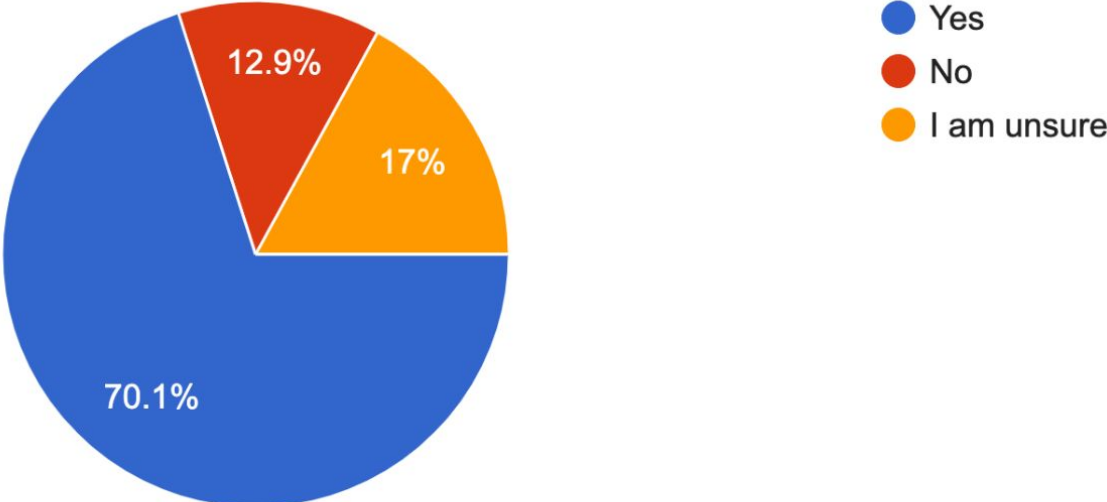
294 responses



Pedestrian safety in Cleveland Heights

Do you think that there is a need to improve overall safety pedestrian routes/crosswalks in Cleveland Heights?

294 responses



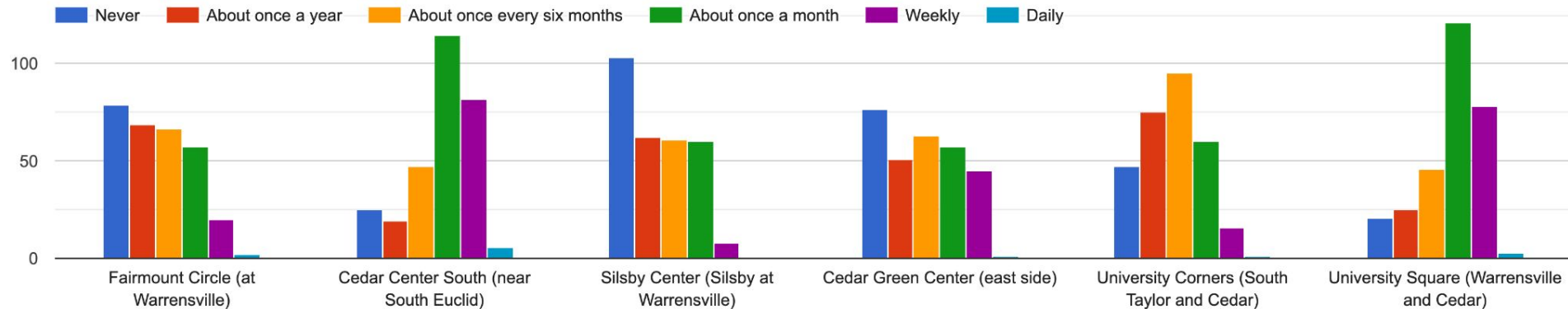
University Heights

Business Districts

University Heights Business Districts - Frequency of Respondent Visits

1. University Square - once a month (121)
2. Cedar Center South - once a month (115)
3. University Corners - once every 6 mo. (95)
4. Cedar Green Center - never (77)
5. Fairmount Circle - never (79)
6. Silsby Center - never (103)

Please select the answer that best describes how often you visit/utilize a business or service in the following University Heights business districts:

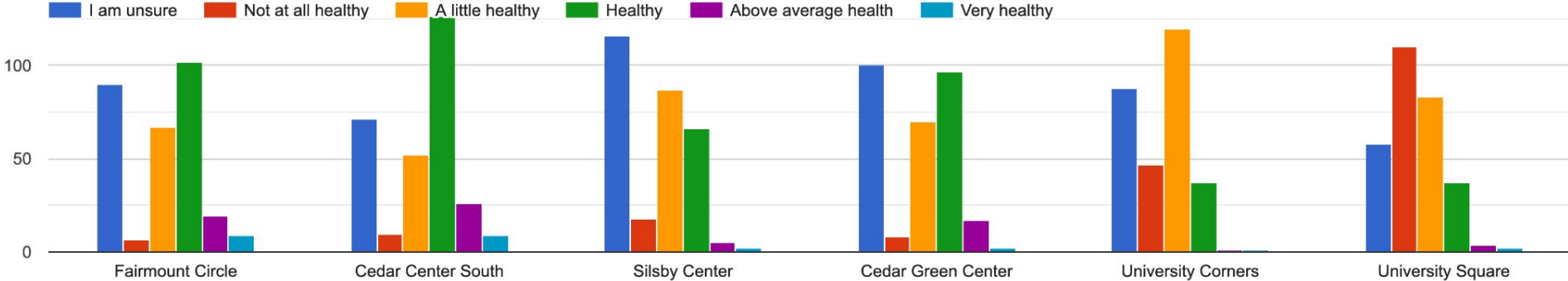


Perceived “Health” of University Heights Business Districts

"Health" includes things like number of vacancies, desirability of the businesses, etc.

- 1. Cedar Center South - Healthy (126)
- 2. Fairmount Circle - Healthy (102)
- 3. University Corners - A little healthy (120)
- 4. University Square - Not at all healthy (110)
- 5. Cedar Green Center - Unsure (100)
- 6. Silsby Center - Unsure (116)

Please rate your perception of the general health of the following University Heights business districts:

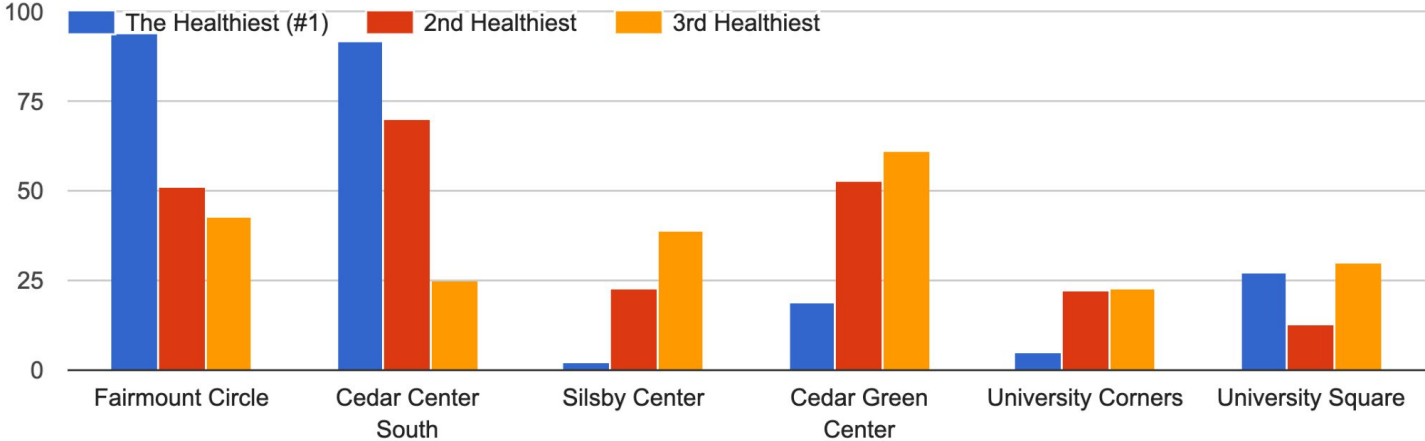


Perceived “Health” of University Heights Business Districts

"Health" includes things like number of vacancies, desirability of the businesses, etc.

- HEALTHIEST:**
- Fairmount Circle (94)
- SECOND HEALTHIEST:**
- Cedar Center South (70)
- THIRD HEALTHIEST:**
- Silsby Center (39)

In your perception, which THREE (3) University Heights business districts are the HEALTHIEST?



Reasons respondent rated a University Heights business district as “healthy”

- Diversity/desirability of businesses (17)
 - Activity/foot traffic (11)
 - Occupancy/few vacancies (13)
 - How often respondents go there/familiarity (10)
 - Aesthetics/upkeep of storefronts (8)
- Thriving businesses (6)
 - Presence of grocery store (5)
 - Anchor businesses/longevity (2)
 - Parking available (2)
 - More indie/less chain (1)
 - Safety (1)

Perceived “Lack of Health” of University Heights Business Districts

"Health" includes things like number of vacancies, desirability of the businesses, etc.

LEAST HEALTHY:

- University Square (84)

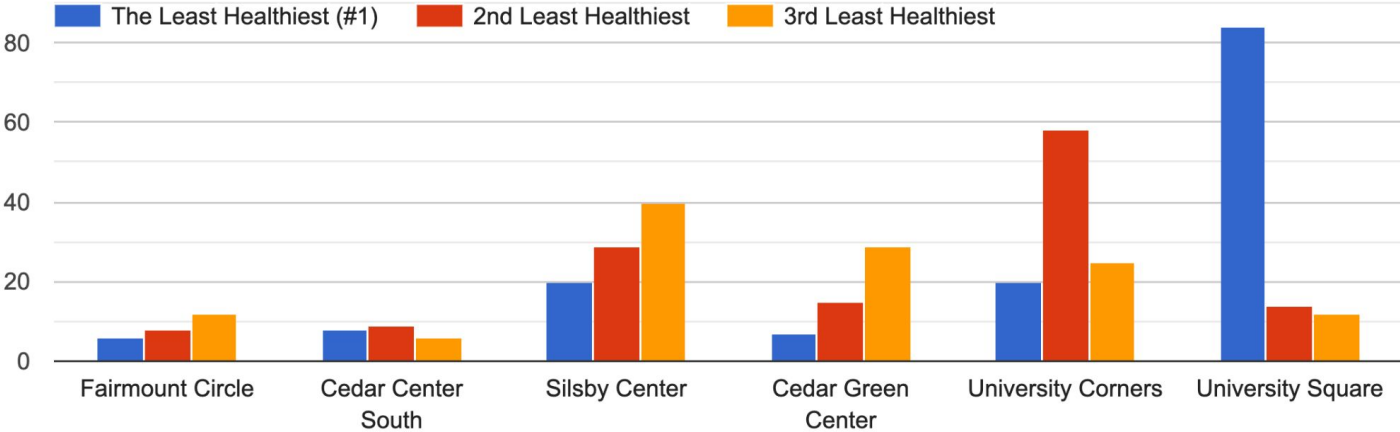
SECOND LEAST HEALTHY:

- University Corners (58)

THIRD LEAST HEALTHY:

- Silsby Center (40)

In your perception, which THREE (3) University Heights business districts are the LEAST HEALTHY?



Reasons respondent rated a University Heights business district as “lacking health”

- Blight/poor upkeep (17)
- Lack in quality/diversity of businesses (9)
- Number of vacancies (9)
- Less activity/foot traffic (5)
- Safety concerns (3)
- Lack of walkability (2)
- Lack of parking (1)
- Perception (1)
- Poor land use (1)

University Heights Business District that respondents identified as the highest priority/where resources should be directed:

51.7% selected University Square.

29.9% were unsure.

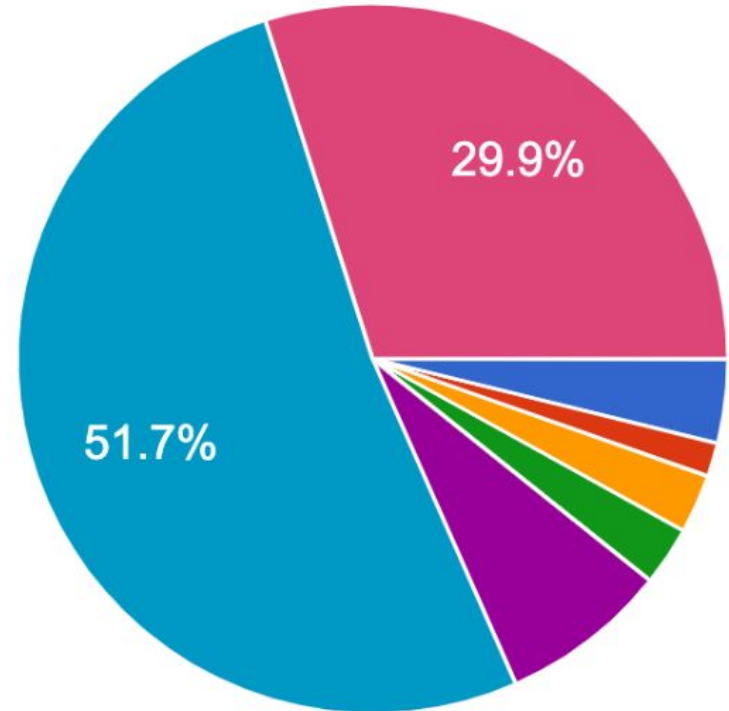
3.8% selected Fairmount Circle .

7.7% selected University Corners.

2.7% selected Cedar Green Center.

2.7% selected Silsby Center.

1.5% selected Cedar Center South.



Feedback about why respondents selected a particular district:

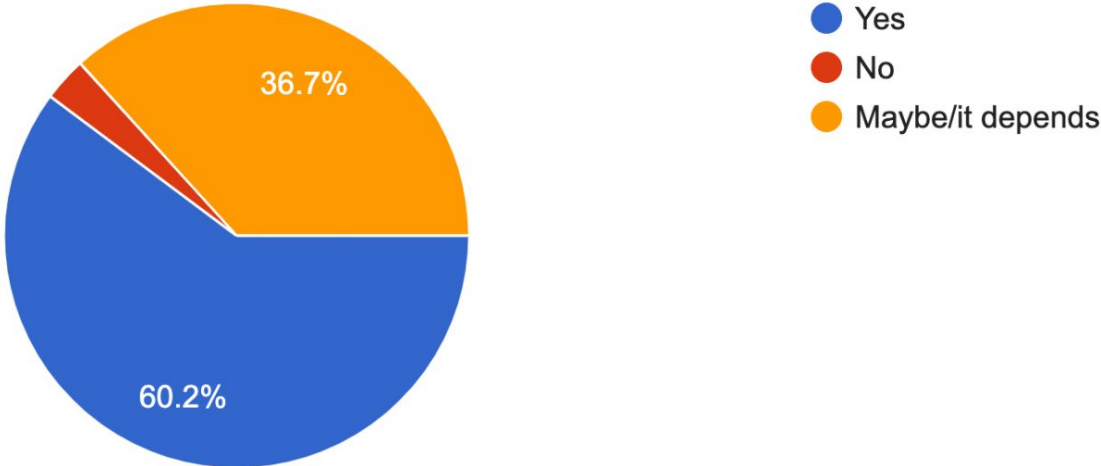
- Most potential (25)
- Blighted/poor condition (19)
- High number of vacancies (15)
- Safety concerns (13)
- Improve the mix of businesses (5)
- Wasted space (3)

- Closest to where I live (3)
- Respondents reported going there the most (2)
- Most foot traffic/busiest (2)
- Location (1)
- Perception (1)
- Improve non-car travel (walking/biking) (1)

Favorability of street closures for University Heights community events:

Are you in support of closing down a street/part of a street for community events held in University Heights business districts?

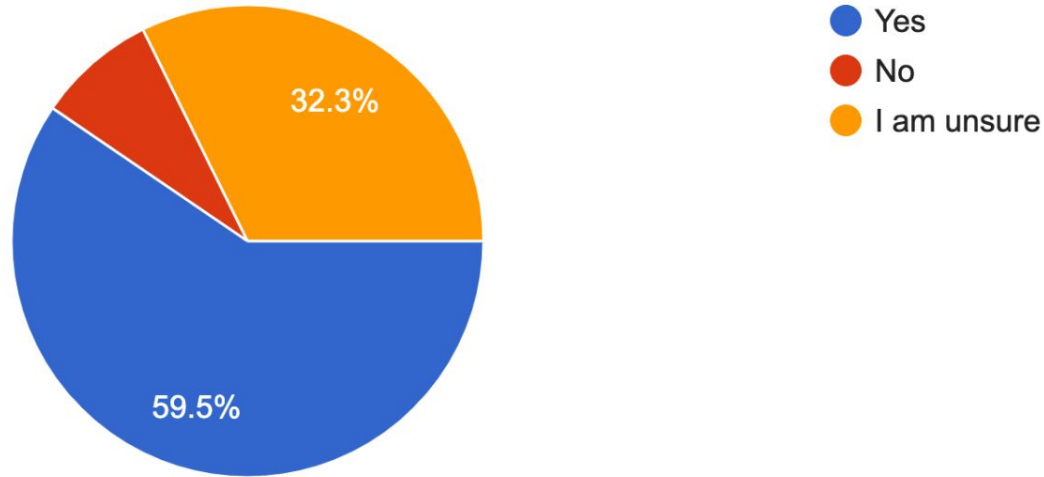
294 responses



Cyclist safety in University Heights

Do you think that there is a need to improve overall safety in cyclist routes in University Heights?

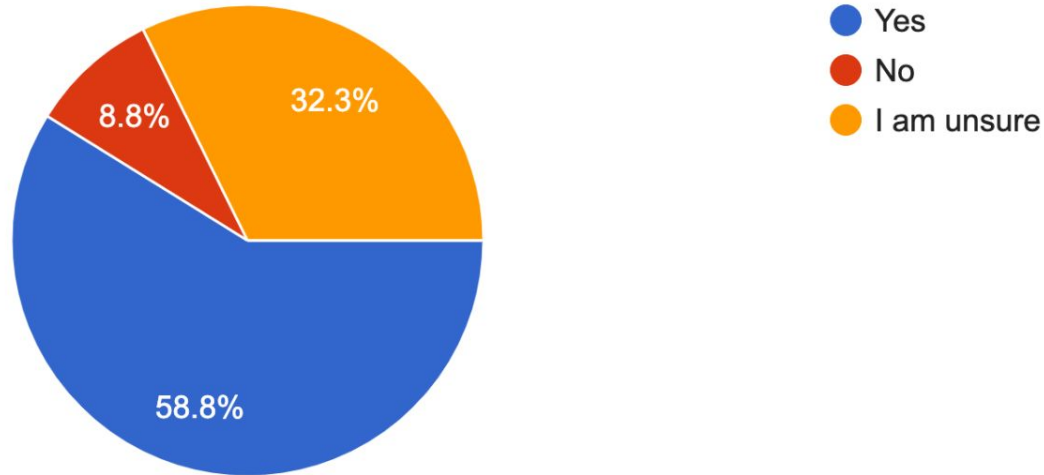
294 responses



Pedestrian safety in University Heights

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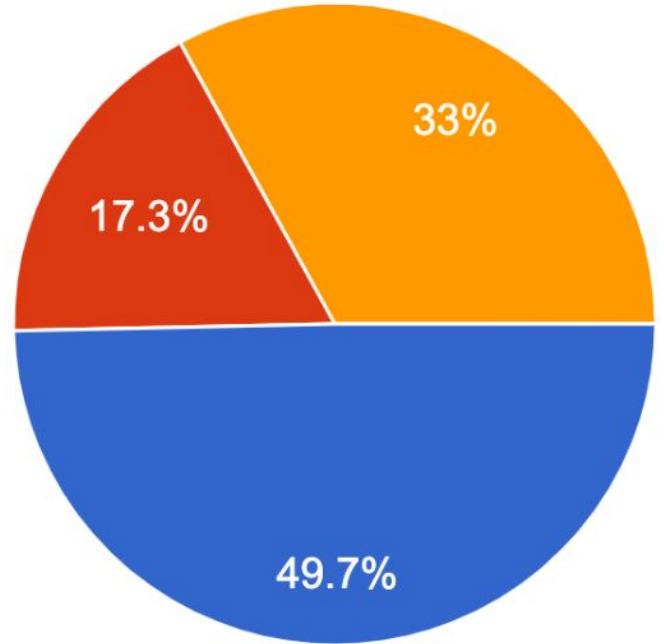
RESIDENTIAL

NEIGHBORHOODS

To create a definitive neighborhood map or to NOT create a definitive neighborhood map - that is the question...

In every Crowdsourced Conversations survey, we ask respondents to share what they call the neighborhood where they live. We have sometime gotten over 100 unique responses to this question. With that in mind, we asked respondents if they believed there is a benefit in creating a definitive Heights neighborhood map that defines and names all neighborhoods.

- **49.7%** said YES.
- **33%** said MAYBE.
- **17.3%** said NO.



To create a definitive neighborhood map or to NOT create a definitive neighborhood map - that is the question... (cont'd.)

“YES” reasons:

- Offers clarity (30)
- Nice way to promote civic/neighborhood pride (30)
- Could benefit fund allocations (5)
- Would create cohesiveness (1)
- Could be an interesting process (1)

“MAYBE” reasons:

- Depends on how the process is done (10)
- Unsure of the value such a map might provide (8)
- Even with a map, people may ignore or dispute its validity (3)

“NO” reasons:

- Could be divisive (20)
- Unnecessary/unimportant to me (15)
- Other things more important (12)
- "Official" neighborhood boundaries not organic (4)
- Too gimmicky/marketing ploy (3)
- Labels can be misused (2)

Neighborhood Strengths

- **81.7%** identified walkability as a neighborhood strength.
- **78.6%** identified trees.
- **76.9%** identified a sense of safety.
- **72.4%** identified their neighbors.
- **61%** identified general friendliness and a sense of welcoming.
- **59.7%** identified the quality housing stock.
- **56.9%** identified quiet/peacefulness.
- **50.7%** identified neighborhood pride in upkeep of their yards/homes/blocks.
- **49.7%** identified shared values.

Additional strengths identified by respondents:

- Proximity of amenities (33)
- Diversity (10)
- Block parties/community activities (3)
- Quality of the schools (2)
- Presence of rainbow flags/LGBTQIA+ allies (2)
- Strong communication between neighbors (1)
- Bikeability (1)
- Affordability (1)
- Proximity of school (1)

Neighborhood Opportunities for Improvement

- **79.8%** identified reducing the presence of speeding cars as an opportunity for neighborhood improvement.
- **43.8%** identified litter reduction.
- **41.1%** identified reducing/dealing with the number of vacant houses.
- **33.3%** identified the reduction of noise issues.
- **33.3%** identified the need for safety improvements.
- **24.8%** identified a need to increase pride in upkeep of yards/homes/block.
- **24.4%** identified improving the quality of housing stock.
- **12.4%** identified a need to improve walkability
- **5.8%** identified a need to increase friendliness/feeling welcome
- **3.9%** identified a need to strengthen relationships with neighbors.

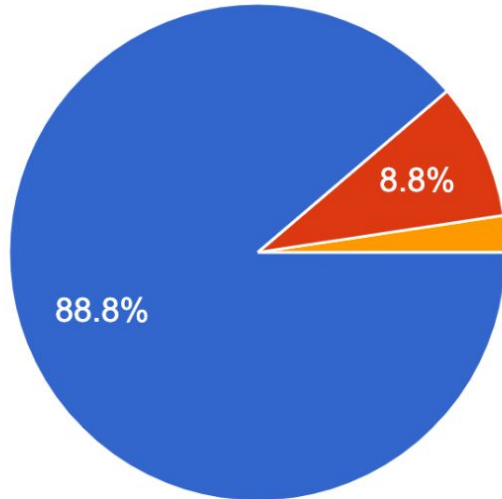
Additional opportunities identified by respondents:

- More trees/native plants (8)
- Fix potholes/road improvements (8)
- Invest in struggling business districts (6)
- Code enforcement (5)
- Bicycle safety (5)
- Sidewalk maintenance (5)
- Snow plows dumping snow on sidewalks/snow removal (4)
- Ban leaf blowers (3)
- Improve/increase public transportation (3)
- More community involvement with development projects (1)
- Think less car-centric (1)
- Enforce ordinances (1)
- Mediation options for neighbors who are feuding (1)

Neighborhood Greenspace

We asked if respondents lived within a 15 minute walk to greenspace or a park:

- **88.8%** said yes.
- **8.8%** said no.
- **2.4%** were unsure.

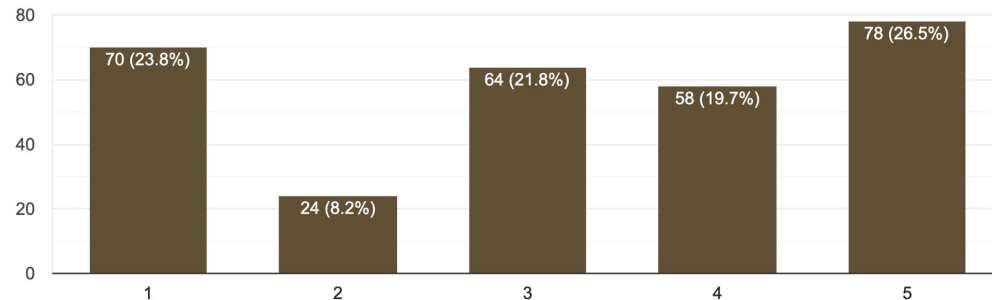


How influential was that proximate greenspace in determining where respondents chose to live:

- **26.5%** rated it a 5 (extremely important)
- **23.8%** rated it a 1 (not at all important)
- **21.8%** rated it a 3 (neutral)
- **19.7%** rated it a 4 (important)
- **8.2%** rated it a 2 (a little important)

On a scale of 1-5 (1 being not at all to 5 being extremely), how much did having greenspace/a park nearby influence your decision to move to your current neighborhood?

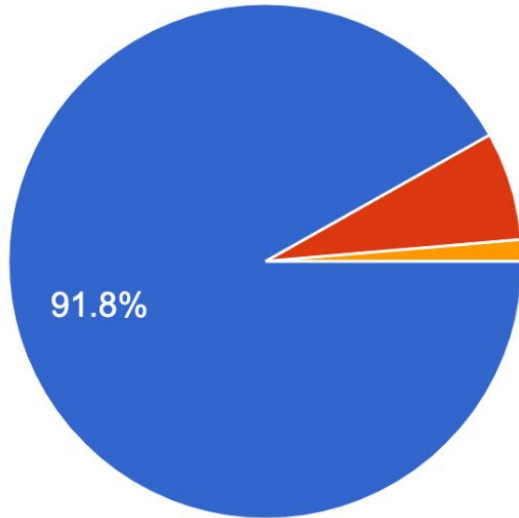
294 responses



Neighborhood Business Districts

We asked if respondents lived within a 15 minute walk to a business district:

- **91.8%** said yes.
- **6.8%** said no.
- **1.4%** were unsure.

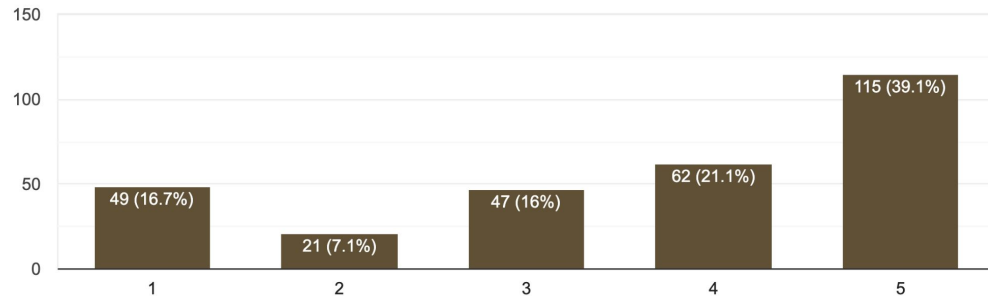


How influential was that proximate business district in determining where respondents chose to live:

- **39.5%** rated it a 5 (extremely important)
- **21.1%** rated it a 4 (important)
- **16.7%** rated it a 1 (not at all important)
- **16%** rated it a 3 (neutral)
- **7.1%** rated it a 2 (a little important)

On a scale of 1-5 (1 being not at all to 5 being extremely), how much did having a business district nearby influence your decision to move to your current neighborhood?

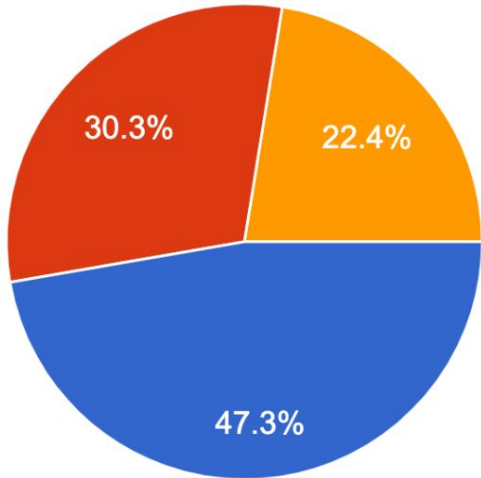
294 responses



Block Clubs & Neighborhood Groups

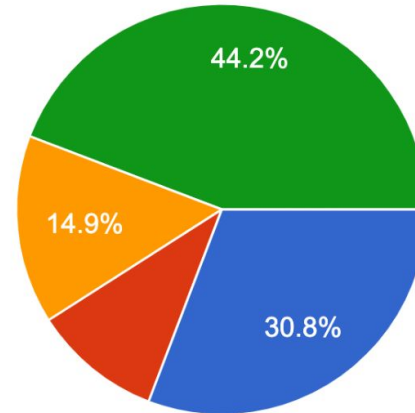
Respondents reported on the existence of block clubs & neighborhood groups near them:

- **47.3%** said yes - there is a group.
- **30.3%** said no - there isn't one.
- **22.4%** were unsure.



Respondents reported on their own engagement with block clubs & neighborhood groups:

- **44.2%** reported there was no group.
- **30.8%** reported they were currently involved.
- **14.9%** reported not being an active member.
- **10.1%** reported past engagement but not current involvement with the group.



Block Clubs & Neighborhood Group Activities

Reported social activities:

- **69.8%** - Social events/meetups/block parties
- **22.9%** - Yard sale/clothing swap
- **22.9%** - No activities whatsoever
- **19.5%** - Civic events
- **19.5%** - Family/kid-friendly
- **19%** - Neighborhood clean up
- **15.6%** - Art/beautification
- **14.1%** - Issues-related gatherings
- **10.2%** - Safety/neighborhood watch
- **5.9%** - Supporting a business district
- **2.4%** - Sports/games

Additional activities: Maintaining pocket park or community garden (3); historic preservation (1); speaker presentations (1)

Actions/issues neighbors have organized around:

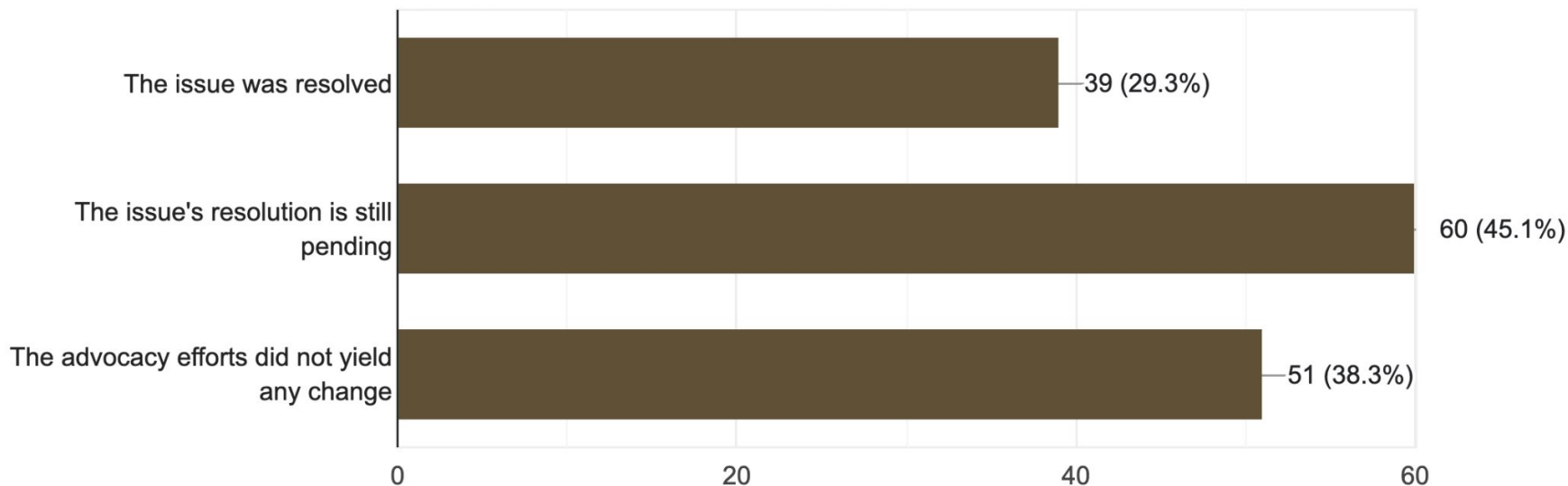
- **39%** - None
- **23.9%** - Traffic calming
- **21.6%** - Proposed commercial development
- **19.3%** - Proposed residential development
- **17.4%** - Attracting businesses to the area
- **17.3%** - Community safety
- **16.1%** - Heights school district
- **15.1%** - Diversity Equity & Inclusion/social justice
- **15.1%** - Supporting a businesses district
- **13.8%** - Housing code enforcement
- **13.8%** - Hosting more events in business districts

Additional actions/issues: Retaining greenspace or gardening (6); reporting blighted properties (2); political issues (1); roads/infrastructure (1); search for a lost pet (1); food drive (1); safety training (1)

Neighborhood Advocacy

What was the result of your advocacy efforts? (You may select as many responses as is appropriate to your experience)

133 responses



Additional comments: Lacking response from city officials/better communication needed (6); advocacy efforts have left respondents exhausted (4); Negative experience with city officials (2); More housing inspectors needed (1); It takes effort but it's worth it (1); Compromises are a step in the right direction (1); Advocacy work is always on-going (1)

ACTION

Respondents are **WILLING** to:

- Attend public meetings related to Planning & Development (123)
- Attend city committee meeting (121)
- Attend a city council meeting (111)
- Offer resident comment at city council meeting (95)
- Utilize resources such as the Access Cleveland Heights app to report issues to the city (94)
- Join organizations/groups focused on a Planning & Development issue (94)
- Advocate for traffic calming measures (87)
- Speak at public meetings related to Planning & Development (82)
- Advocate for residential code enforcement (74)

Respondents are **NEUTRAL** about:

- Advocating for commercial code enforcement (79)

Respondents are A LITTLE WILLING to:

- Organize neighbors around a Planning & Development issue (87)

Respondents are NOT AT ALL WILLING to:

- Writing for a publication besides the Heights Observer (106)
- Serving/applying to serve on a city committee focused on Planning & Development (100)
- Organizing neighbors around Planning & Development issue (87)
- Writing for the Heights Observer (87)

Additional topics respondents would be willing to take action on:

- Climate change (2)
- Political organizing (1)
- Neighborhood beautification (1)
- Indoor swimming pool access (1)
- Disability access (1)
- Pedestrian/bike-friendly design concepts (1)
- Native plantings/community gardens (1)
- Advocating for transit and separated cycling infrastructure (1)
- Establishing a Community Land Trust (1)

TAKEAWAYS

Topline Takeaways:

- 58.5% of survey respondents indicated being interested in Planning and Development-related issues/topics but aren't directly involved. 52.7% indicated they hadn't attended a P&D-related committee meeting, council meeting, or otherwise participated in a P&D-related opportunity in the last year.
- 87.8% still see the relevance/need for the 2017 Master Plan Goal #1: Revitalize and rehabilitate neighborhoods affected by flight, abandonment, foreclosure, rental conversions, and demolitions.
- When considering goals for P&D/a Master Plan-type strategy, respondents advocated for more specificity and clarity in the goals, citing Severance, Noble, and Coventry as areas where they'd like to see more resources and attention paid.
- Redeveloping Severance (85.4%), filling commercial vacancies (77.6%), and attracting new small businesses to the Heights (74.1%) are top P&D priorities identified by survey respondents.
- Coventry ranked as the 3rd "healthiest" out of 6 Cleveland Heights business district but also ranked 2nd (behind Severance) as the district that deserves the most resources devoted to it now. Respondents described Coventry as the "gateway" and the "heart" of Cleveland Heights and also that Coventry had the most potential for immediate improvement/change.
- 49.7% of respondents said they were in support of creating a definitive Heights neighborhood map, saying the tool would offer clarity and boost civic pride, but such a project ranked low on the list of priorities.
- The majority of respondents live near a business district (91.8%) or greenspace (88.8%). When asked on a scale of 1-5 how important that proximity was, 5 (extremely important) was the top response at a rate of 39.5% for the nearby business district and 26.5% for the neighborhood greenspace.
- 47.3% reported the existence of a nearby neighborhood group, but only 30.8% reported being currently actively involved with that group.

What is noteworthy:

- While Severance is a key P&D issue, many respondents view it as an "unsolvable" problem, given the current majority owner of the property. Focusing on "smaller wins" or areas where progress can be made now seems more favorable.

FACTS ABOUT

Who what when where why how

OUR STATS

About this survey:

This survey was created and distributed as part of the [Crowdsourced Conversations 2023 Forum Series](#), being conducted in partnership with FutureHeights, Reaching Heights, Home Repair Resource Center, Heights Libraries, representatives of Cleveland Heights City Council, and many dedicated Heights residents and change-agents.

Survey data was collected from September 1 through September 30, 2023. Respondents completed an online-only Google Form that was distributed via email, on social media, through the media, via fliers, and through word of mouth.

This survey data analysis was completed by FutureHeights and shared with forum series partners, including elected officials, and is available for the community to review.

Any questions, please contact Sarah - swolf@futureheights.org.