



on data collection exercise but rather implementation and how do you get this done. They assigned responsible parties to each and every one the action items then they looked at funding. They designed it so it could be easily updated as they go through the Master Plan document. By adopting the Master Plan no zoning, laws or regulations change, but rather it is a guide tool to implement those changes. Mr. Coyne stated before they started the planning process, they sent out surveys to the community and received 361 residential surveys and 127 business surveys back which gave them a good idea of the community mindset of some of the issues they were studying.

Mr. Patrick Hewitt of the Cuyahoga County Planning Commission discussed in detail the main highlights of the Master Plan. The eight (8) main sections which all work together are entitled Land Use, Housing, Economic Development, Community Image, Parks and Recreation, Environment, Transportation, and Quality Government. The goals and actions in the plan itself were outlined in a timeline showing priority level, responsible parties and partners, estimated cost, and potential funding sources.

Mr. Hewitt thanked the project team, those public officials involved, and the public who filled out the surveys and came to the public meeting.

Chairman Jacobs opened the floor for questions and comments.

Mayor Gorden asked what role they play once the plan is adopted by the City.

Mr. Coyne replied their current role was one of a consultant to the City. They are available to update GIS maps and they are available to make updates of the document at any time. It is up to the City to decide how they are going to best use the Master Plan. They would be available to supplement the City Planner's work who should be the point person and if there are technical, mapping or other services they are available for those. They designed the document so the City can update it themselves. Their role ends with the draft of the plan.

Mayor Gorden stated the City has traffic concerns and asked if there is something they can do to help other than the responsibilities of ODOT.

Mr. Coyne stated they would not do the detailed transportation analysis at County Planning but would help them facilitate that by coordinating the City to meet with the correct people.

Mayor Gorden stated other surrounding municipalities were very impressed with the work they have done.

Mr. Pasch asked why there is a recommendation of the encouragement of more mixed-use zoning away from single family homes on Richmond Road on the planning map.

Mr. Hewitt stated due to the large volume and speed of traffic along Richmond Road, roads like this tend to be places where single-family homes show signs of wear and where they tend to start

looking to convert to town house or multi-family developments. These reasons being it is safer for families with children and eliminates multiple curb cuts along high speed roads. They also looked at County wide population trends in which there was a very low percentage of millennials living in Beachwood. So to attract the millennial generation, they are looking for a different type of housing.

Mr. Coyne stated as the future development goes on, there is going to be stress on Richmond Road for it to become commercial. They did not want it to become a commercial strip but to keep that along the main intersections as that seems to be working well.

Councilman Isaacson asked how the Community Improvement Corporation differs from our internal Economic Development Program.

Mr. Hewitt replied the Community Improvement Corporation is able to go after grants which the City is not allowed to go after. The City is not able to accept certain grants for instance in terms of community development. Community Improvement Corporations are able to easily go through the process of purchasing and selling property as the City may take more time to accomplish.

Councilman Isaacson stated his concern by adopting a plan like this is we might end up limiting our ability to receive grants from other organizations.

Mr. Coyne replied as you apply for grants you would highlight when it is consistent with your plan. You can explain why you need the grant and why it is different if it is not included in the plan. As long as you have a compelling reason as to why it is not consistent, you will be fine.

Councilman Jacobs asked if they base the grants on the financial stability of the City because in the past some of the departments of the City have applied for grants and been turned down or receive a minute amount.

Mr. Coyne stated usually grants look at the following three (3) things when trying to decide who to fund: need, which could be income based; benefits, which could be regional or local; and the ability to implement. A lot of programs are recently adding a fourth item which is regional collaboration, working with your neighbors. Each grant is going to have a different scale of how they evaluate.

Councilman Janovich asked if they got a fairly representative cross section in terms of the responses and how did it compare to the responses from other cities in the initial surveys.

Mr. Coyne replied they broke down the responses based on age, it was over represented by the seniors and people over 40-50 years of age responded. It was not skewed too high and was able to have a statistical sample based on age.

Mr. Hewitt stated Beachwood's response rate was right above 40% which was slightly higher than some of the other communities and slightly lower than others. In terms of distribution of population by age, they removed the senior living facilities and Beachwood does remain slightly older than average.

Mr. Zabell had a few questions about the Commerce Park area and how it relates to the Chagrin Boulevard area to make it a more walkable overlay.

Mr. Hewitt stated they were looking at Chagrin Boulevard to open up the allowable uses to include residential and slowly see that change. They saw a few parcels being too small in depth for some modern offices as some of the office buildings are reaching the age where they need redeveloped. The size and depth of those parcels might make fitting both parking and new modern office footprints difficult.

Mr. Coyne stated they kept the interior of the park as Office Research and Development and were not going all the way into the Park with the walkable recommendation.

A discussion ensued regarding mixed-use areas and zoning.

Mr. Cohen asked what are the two (2) areas Beachwood should promote and two (2) weaknesses they should focus working on.

Mr. Hewitt stated the two (2) areas that are particularly exciting for Beachwood is the Chagrin Boulevard corridor and Chagrin Highlands area. He is curious to see what the detailed town square plan looks like in the future.

Mr. Coyne stated his two (2) positives, concentration of retail and headquarters, are also ones they have to be careful about. The surveys showed people do not want more retail in Beachwood and the trend is not to build huge corporate parks in the suburbs anymore.

Mr. Mann stated they should look into more proactive zoning as they would save themselves a lot of headaches in the future.

Mayor Gorden stated he is glad they believe the Community Improvement Corporation is a positive approach of the makeup of the commercial/residential mix of the community as it has been on the shortlist of James Doust, Economic Development Director, and verifies the direction of what he wants to move forward with.

Mayor Gorden complimented their work on the survey and asked for their comments on the results of the survey.

Mr. Hewitt stated people were interested in the trails and getting around the community. The rating of the quality of life and services in Beachwood was incredibly high.

Mr. Coyne stated they asked in the survey what would be the reason they would move from the City of Beachwood. The responses were overwhelming weather and things the City of Beachwood does not have any control of.

Chairman Jacobs asked what process do other communities use to further prioritize to decide which recommendation should be implemented and when.

Mr. Coyne said every year when the City does the budget that they should look at the Master Plan.

A discussion ensued regarding the mix of population in Beachwood.

Councilman Horowitz asked of the cities they have worked with, what is the organizational structure to follow through and keep it going.

Mr. Coyne stated the implementation schedule in the Master Plan can be a checklist used by the City of Beachwood. He also recommends scheduling special meetings, quarterly or annually, to review the Master Plan.

Mayor Gorden stated they have planned to set those meetings now with the Administration, Planning and Zoning and/or Council, so it is followed through and also publicized to the community on the City website.

Councilman Linick asked whether they looked at the large number of religious institutions in Beachwood and the unique characteristics they have and to the community as a whole.

Mr. Hewitt stated they looked on Google Earth to see where sidewalks were missing and took into account the locations of both Synagogues and Jewish population. They saw those areas with missing sidewalks as being higher priority connections that need to be implemented.

Councilman Linick asked from the County perspective do they look at the plans from a larger aspect of which community is best to serve a certain function.

Mr. Coyne stated their grand plan is to have a County wide plan and in order to do that they need each community to update their plans. Rather than say who should have what, they hate to see people duplicate something needlessly. There is Crocker Park is on the West side and Legacy Village is on the East side and do not need many more of those in Cuyahoga County. They try to establish policies that do not duplicate what other communities are doing or what is unique to your community that others do not have.

Mr. Hewitt stated they bring a County wide understanding of how these different things are intended to fit together.

Councilman Linick asked what is the impact on the school system with the addition of mixed-use zoning districts which could include multi-family type housing.

Mr. Hewitt stated it is typical you will not get as many families with children in the multi-family developments so it is typically not as great of an impact on the school district in terms of many new students rather than a larger subdivision might be.

Chairman Jacobs asked is tenure different in Beachwood than in the County or in the Country.

Mr. Hewitt said he believes the City of Beachwood has slightly more renters than some of the surrounding communities on the East side. Beachwood has a couple of larger apartment buildings. They looked at the tenure of the County as a whole and saw the number of owner occupied units is decreasing, fewer people own a home but there is an increase in renters as more people are choosing to rent a home or are forced to rent a home based on the economics. The survey results showed most people live in Beachwood an average of 11-15 years.

A discussion ensued regarding mixed-use and schools.

Chairman Jacobs thanked both Mr. Coyne and Mr. Hewitt for their presentation. He also thanked the Planning Team for their hard work and Council Members for their attendance at tonight's meeting. He said he is very excited they are doing something on the planning side versus only zoning. At some point they will make a recommendation to Council to adopt the Master Plan with or without changes.

Mayor Gorden asked how the Planning Commission wants to approach this from a time frame as he would like to see the Master Plan moved over to City Council as soon as possible.

Chairman Jacobs replied it is their desire to move this along and make a recommendation to City Council as soon as they can.

Adjournment

---

Orry Jacobs, Chairman

---

Veronica Gentner, Secretary

---

Karen Navolanic, Clerk of Council