



# *Fairview Park*

## *Master Plan*

*April, 1999*

*Prepared by the  
Cuyahoga County Planning Commission*

## **CITY OF FAIRVIEW PARK**

### ***City Officials***

Karl Kubb, Mayor  
Patrick Roche, Law Director  
Michael Nolte, Finance Director  
James Kennedy, Director of Public Service and Development  
Steve Polinski, Building Commissioner  
Diane Green, Recreation Director  
Richard Mackay, City Engineer  
Nell Ellis, Senior Life Director  
Jeff Grusenmeyer, City Architect  
Patrick Nealon, Police Chief  
David Simon, Fire Chief

### ***City Council***

William F. Minek, President  
Eileen Patton, Ward 1  
Jeanine Minek, Ward 2  
Fred Gauthier, Ward 3  
William Westfall, Ward 4  
Peter DePolo, Ward 5  
William Gluvna, Council at Large  
Ted Kowalski, Council at Large  
Tim Needham, Council at Large

***April, 1999***

## **CITY OF FAIRVIEW PARK**

### ***Master Plan Task Force***

Karl Kubb, Mayor

William F. Minek, President of Council

Eileen A. Patton, Councilwoman; Chair, Planning, Zoning and Development Committees

Ted Kowalski, Councilman; Chair, Finance Committee

Norm Bringman, Representative, Chamber of Commerce

Steve Avner, Zaremba Group; Business Representative

Bill Bauman, Senior Citizen Representative

Ann Moncrief, Recreation Commission Representative

Frank Berkopec, School Board Representative

Dr. David Kircher, Superintendent, Fairview Park Schools

Reverend Paul Thielo, Ecumenical Council Representative, Messiah Lutheran Church

Patrick Manning, Ward 1 Representative

Nancy O'Grady, Ward 2 Representative

Richard G. Anter, Ward 3 Representative

Brian Foutz, Ward 4 Representative

George Falkenstein, Ward 5 Representative

Jeffrey Grusenmeyer, City Architect

Thomas Lenahan, Development Office

James M. Kennedy, Director, Public Service and Development\*

***April, 1999***

\* Steering Committee Chairman

## **CITY OF FAIRVIEW PARK MASTER PLAN**

Prepared by the:  
Cuyahoga County Planning Commission  
323 Lakeside Avenue West, Suite 400  
Cleveland, Ohio 44113-1009  
(216) 443-3700

Paul A. Alsenas, Director

### ***Planning Staff, Fairview Park Master Plan***

James M. Kastelic, Deputy Director  
Lynn Garrity, Associate Senior Planner  
Elizabeth Zoller, Associate Senior Planner

### ***Report Production Staff***

Judith L. Bohanek, Production Specialist  
Alice H. Foerstner, Senior Word Processor

***April, 1999***

# Introduction

## *City of Fairview Park Master Plan*

A community master plan is defined as a document prepared by a local government which sets forth policies regarding the development and redevelopment of a community. The plan defines goals, assesses demographic, land use and economic trends, analyzes alternatives for development and redevelopment, makes recommendations and develops implementation strategies.

Fairview Park last formulated a master plan almost 30 years ago. In the spring of 1997, City officials invited representatives of the Greater Cleveland Growth Association to attend a meeting of community leaders with regard to the preparation of economic development strategies for the community. During the meeting, community strengths and weaknesses were listed, and the need for an updated master plan was determined to be the City's number one priority.

Subsequently, a nineteen-member Master Plan Task Force was appointed, the Cuyahoga County Planning Commission was selected as project consultant, and the City applied for and received funding from the Cuyahoga County Department of Development for the Plan preparation. The project began in January of 1998 with a community survey of 500 residents.

The Master Plan Task Force was selected to represent every segment of the community: government, city schools, businesses, churches, senior citizens and the general public. Over the course of the project's duration, the Task Force has met over a dozen times to carefully review each Plan component and to provide valuable local input into the planning process. This input, coupled with public meetings and news media accounts of the Plan's progress, is intended to build community support with respect to the implementation of recommendations set forth in the Plan.

Most important, the Master Plan should not be considered a final product that is etched in stone. Rather, it should serve as a guide for addressing issues which are important to the City at this point in time, while still allowing for flexibility in making decisions on individual projects, as long as they are consistent with the Plan's goals. In the future, as changes in economic or social conditions occur, updating the Plan should become a priority every five to ten years in order to address future issues in a consistent and proactive manner.

# Chapter One

## Community Goals

## *City of Fairview Park Master Plan*

One of the most critical elements in the development of a master plan is the formulation of community goals. The goals are comprised of general statements which reflect both short and long-term desires with respect to the future vision of a community as determined by its elected officials, stakeholders and residents. The goals serve as a framework within which any recommendations set forth in the master plan must be structured. Ultimately, the goals will serve as a guide for policy makers as they consider future redevelopment decisions and to courts of law in determining whether such decisions involving land use and zoning matters are fair and equitable.

In order to be considered to be an accurate depiction of a cohesive community vision, the goals should reflect the views of all facets of a community's population. With this in mind, the City of Fairview Park has solicited input on community strengths, weaknesses, perceptions and concerns from community representatives on three different fronts:

- Two meetings of approximately 40 community stakeholders representing civic organizations, local business, church leaders, schools, homeowners groups and elected officials (May 20<sup>th</sup> and June 26<sup>th</sup>, 1997);
- Several meetings of a 19-member Master Plan Steering Committee, reflecting similar community representation; and
- A random survey of 500 households in the City conducted in January of 1998. The survey resulted in a response rate of over 43%. Survey results are illustrated in *Appendix A*.

As a result of the information collected from these three sources, a set of five overall community goals has been formulated for the City of Fairview Park. These goals, along with more detailed community planning objectives and policies, are listed below, and will be incorporated into various sections of the Master Plan.

- **Goal No. 1: Economic Development**

- ✓ Identify opportunities to expand the City's tax base and lessen the tax burden of existing homeowners
- ✓ Assess the potential for redevelopment of underutilized or marginal properties
- ✓ Promote the strategic locational advantages of Fairview Park with respect to Cleveland Hopkins International Airport, Lewis Research Center, Fairview Hospital and the Great Northern Corporate Center
- ✓ Conduct a commercial market analysis to determine the potential for new types of businesses
- ✓ Leverage public funds to the maximum extent possible to attract private investment for residential and commercial expansion and redevelopment



## *City of Fairview Park Master Plan*

- ✓ Publicize existing programs and incentives and develop new strategies for retaining existing businesses and attracting new ones
- ✓ Identify potential changes in zoning or other community policies which could encourage existing business expansion
- ✓ Emphasize the importance of attracting more neighborhood retail as opposed to large regional commercial facilities to the City
- ✓ Maximize the uniquely spectacular vistas of the Rocky River Valley and Metroparks facilities as a marketing advantage for attracting high quality development to the City

### • **Goal No. 2: Enhancement and Redevelopment of the City's Major Commercial Corridors**

- ✓ Develop a coordinated streetscape plan for the City's commercial arterials featuring major right of way improvements, such as trees, brick pavers and landscaping
- ✓ Identify opportunities for encouraging a more pedestrian friendly atmosphere in commercial areas
- ✓ Assess the potential of developing design standards for commercial and institutional buildings and signs to encourage a more unified and harmonious appearance in the City's commercial districts
- ✓ Reassess standards for parking lots, including buffering, directional signage and lighting requirements
- ✓ Identify areas with significant parking problems and recommend strategies for potential remediation
- ✓ Develop strategies for establishing the West 220<sup>th</sup> and Lorain Road area as more of a "town center."
- ✓ Evaluate traffic patterns in the downtown area and determine solutions for areas in need of improvement (e.g. signalization, turning lanes, etc.)

### • **Goal No. 3: Improvement of Recreational Activities for Fairview Residents**

- ✓ Incorporate the recommendations of the recently completed City Recreation Plan into the Master Plan

## *City of Fairview Park Master Plan*

- ✓ Identify potential locations for a new community center
- ✓ Provide a suitable facility for senior citizen programs
- ✓ Maximize the utilization of existing recreation facilities and programs
- ✓ Assess the potential of designating bicycle routes to link with the Metroparks trails and those of neighboring communities
  
- **Goal No. 4: Maintenance and Enhancement of City Infrastructure and Services**
  - ✓ Continue discussions with the Greater Cleveland Regional Transit Authority to establish a high quality transit hub and the provision of community circulator busses for local residents
  - ✓ Maintain existing resident facilities and programs which add to the quality of life for all Fairview residents, including the post office, library services, day care, church facilities, civic organizations, senior programs and similar activities.
  
- **Goal No. 5 Preservation of Residential Neighborhoods**
  - ✓ Continue to maintain and improve the City's housing stock through the ongoing code enforcement program
  - ✓ Continue programs to ensure the safety of all Fairview residents
  - ✓ Examine potential traffic calming measures in accident prone areas of the City
  - ✓ Develop strategies to protect residential areas from commercial encroachment
  - ✓ Develop awareness strategies for City and County housing improvement programs; i.e., Community Re-investment Area, CDBG assistance, etc.
  
- **Goal No. 6 Encourage Communication Between the City and the School District**
  - ✓ Strengthen relationship and coordination between the City and the Fairview Park School District in order to partake in joint funding/fundraising efforts, facility sharing, and decreasing taxpayer contribution to the school district.

# Chapter Two

## Demographics

# City of Fairview Park Master Plan

## INTRODUCTION

An integral part of formulating a Final Development Plan that will most benefit the City of Fairview Park is to understand its demographic composition. Included in this analysis is the review of the city's population, housing, tax base and school district. Historical trends, current estimates, and available projections are identified. Comparisons are made among Fairview Park, other west shore communities, and Cuyahoga County.

## POPULATION CHARACTERISTICS

Fairview Park's population growth is characteristic of "inner ring" suburban communities. That is, there was significant growth experienced after World War II due to the development of the interstate highway system, which was followed by decline beginning in the 1970's. Contributing to this decline was the decrease in household size combined with the continual movement of population to the "outer ring" communities where there is a greater amount of undeveloped land. **Table 2.1 and Figure 2.1** illustrate Fairview Park's population change since 1960, that of the adjoining west shore suburban communities, and the county as a whole.

The 1996 population estimate for Fairview Park of 17,311 is 4% higher than the 1960 Census count. However, data from more recent decades indicate decline—the population peaked in 1970 with 21,681 and has been decreasing ever since. This trend is familiar to other nearby communities. The populations of Bay Village, Lakewood, and Rocky River were also at their highest in 1970. While North Olmsted's population was at its greatest in 1980, modest growth has been estimated between 1990 and the most recent estimate. Westlake is the greatest exception in that its population has been rising exponentially since 1960 and is expected to continue in this way due to the large amount of ongoing new development. **Figure 2.2 and Table 2.2** depict population projections into the year 2010.

While Fairview Park's population is expected to continue to decline, the rate of decline will probably be less than what has occurred in recent decades. For instance, the population in the year 2010 is projected to be 17,021, just 1.7% less than the 1996 estimate. Other west shore communities are anticipated to grow slightly or show a small decrease. As expected, Westlake will probably experience the most substantial growth—an almost 40% increase in this fourteen-year period. North Olmsted is the only other community expected to experience population loss between 1996 and 2010.

**Table 2.3** relates 1980, 1990, and 1996 population figures to community land area.

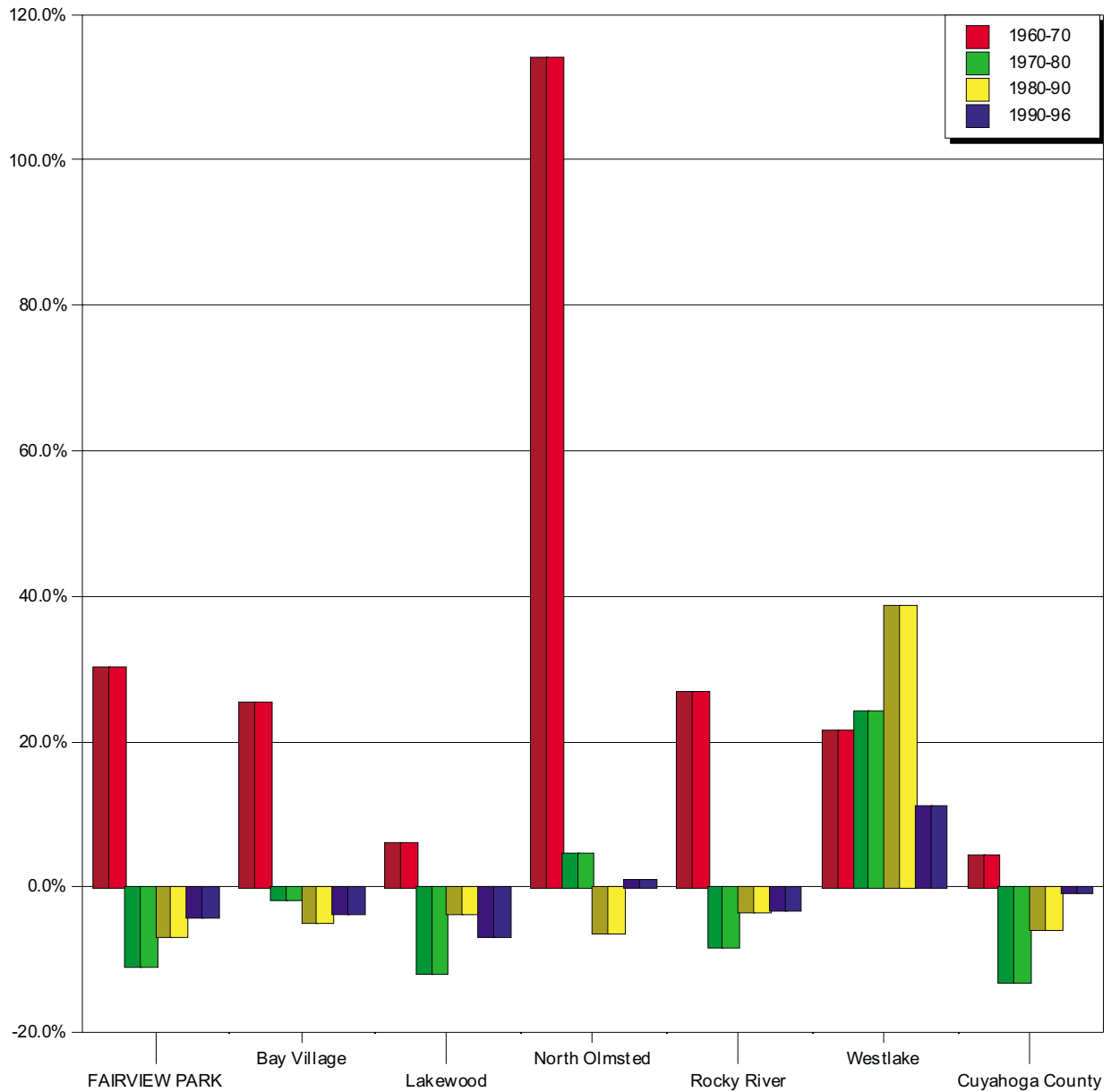
Westlake's area, at 15.9 square miles, is by far the largest of any west shore community. Fairview Park is the second smallest, at 4.7 square miles, while Bay Village is the smallest at 4.6 square miles. Despite the great boom in population that has occurred in recent decades, Westlake's size dilutes persons per square mile figures. There were 1,889 people per square mile in Westlake in 1996, the lowest density of all the communities listed. Lakewood, with the greatest population totals, also has the most people per square mile (10,133 in 1996). Fairview Park's population density per

# City of Fairview Park Master Plan

**Table 2.1, Population Growth: Fairview Park and Nearby Communities**

	Population					Percent Change			
	1960	1970	1980	1990	1996 (Est.*)	1960-70	1970-80	1980-90	1990-96
<b>FAIRVIEW PARK</b>	<b>16,642</b>	<b>21,681</b>	<b>19,311</b>	<b>18,028</b>	<b>17,311</b>	<b>30.3%</b>	<b>-10.9%</b>	<b>-6.6%</b>	<b>-4.0%</b>
Bay Village	14,489	18,163	17,846	17,000	16,401	25.4%	-1.7%	-4.7%	-3.5%
Lakewood	66,154	70,173	61,963	59,718	55,731	6.1%	-11.7%	-3.6%	-6.7%
North Olmsted	16,290	34,861	36,486	34,204	34,562	114.0%	4.7%	-6.3%	1.0%
Rocky River	18,097	22,958	21,084	20,410	19,799	26.9%	-8.2%	-3.2%	-3.0%
Westlake	12,906	15,689	19,483	27,018	30,037	21.6%	24.2%	38.7%	11.2%
Cuyahoga County	1,647,895	1,721,300	1,498,400	1,412,140	1,401,552	4.5%	-12.9%	-5.8%	-0.7%

**Figure 2.1, Population Growth, Percent Change, Fairview Park and Nearby Communities**



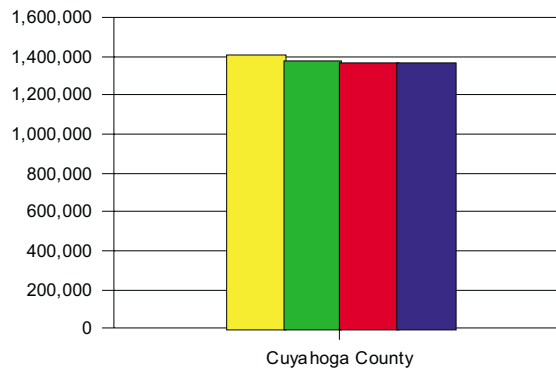
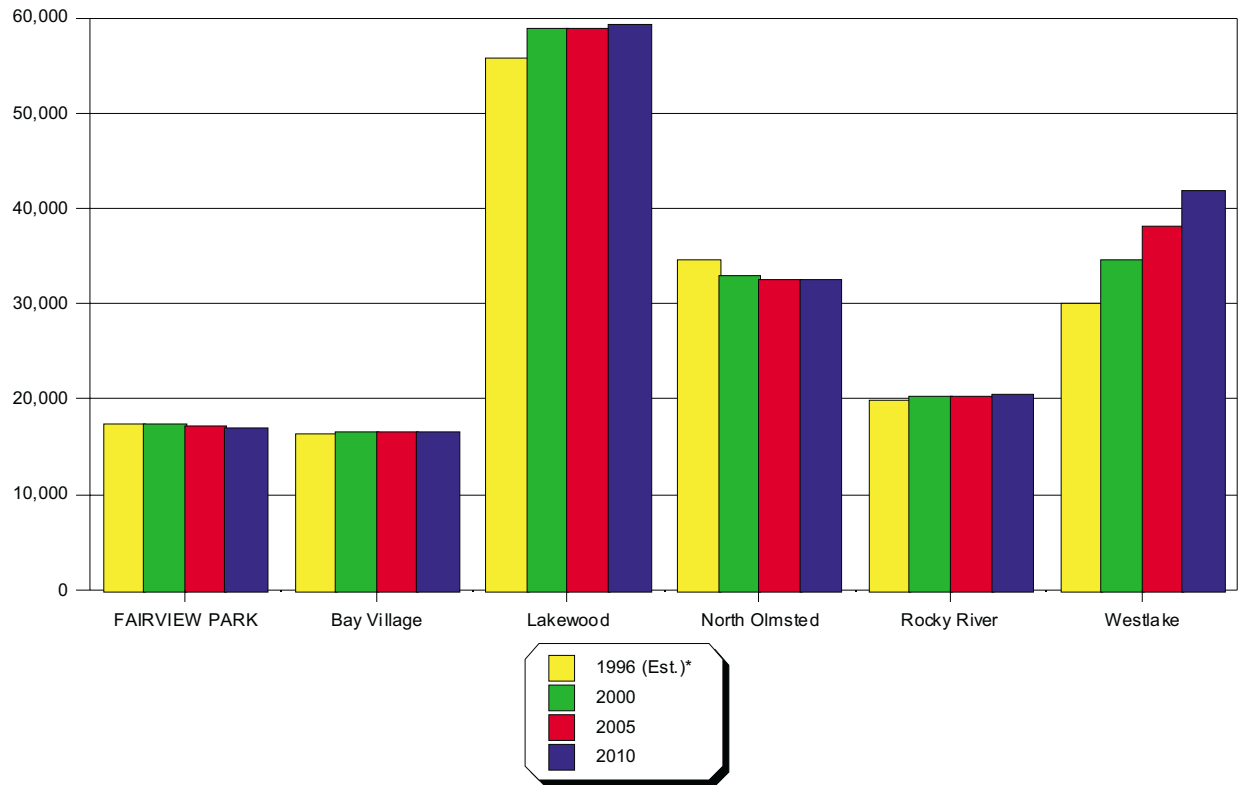
**SOURCE:** Office of Strategic Planning, Ohio Department of Development, November 1997

# City of Fairview Park Master Plan

**Table 2.2, Population Projections, Fairview Park and Nearby Communities**

	Population			
	1996 (Est.)*	2000	2005	2010
<b>FAIRVIEW PARK</b>	<b>17,311</b>	<b>17,285</b>	<b>17,105</b>	<b>17,021</b>
Bay Village	16,401	16,599	16,548	16,590
Lakewood	55,731	58,913	58,976	59,370
North Olmsted	34,562	32,919	32,627	32,518
Rocky River	19,799	20,213	20,265	20,432
Westlake	30,037	34,665	38,202	41,955
Cuyahoga County	1,401,552	1,373,000	1,364,500	1,365,900

**Figure 2.2, Population Projections, Fairview Park and Nearby Communities**



\*Office of Strategic Planning, Ohio Department of Development, November 1997.

**SOURCE:** Northeast Ohio Areawide Coordinating Agency, 12/95

## City of Fairview Park Master Plan

**Table 2.3, Population Density, Fairview Park and Nearby Communities**

	Square Miles	Persons per Square Mile		
		1980	1990	1996
<b>FAIRVIEW PARK</b>	<b>4.7</b>	<b>4,108.7</b>	<b>3,835.7</b>	<b>3,683.2</b>
Bay Village	4.6	3,979.6	3,695.7	3,565.4
Lakewood	5.5	11,266.0	10,857.8	10,133.0
North Olmsted	11.5	3,172.7	2,974.3	3,005.4
Rocky River	4.8	4,392.5	4,252.1	4,124.8
Westlake	15.9	1,225.3	1,699.2	1,889.1
Cuyahoga County	458.3	3,269.5	3,081.3	3,058.2
	Acres	Persons per Acre		
		1980	1990	1996
<b>FAIRVIEW PARK</b>	<b>3,008</b>	<b>6.42</b>	<b>5.99</b>	<b>5.75</b>
Bay Village	2,944	6.06	5.77	5.57
Lakewood	3,520	17.6	16.96	15.83
North Olmsted	7,360	4.96	4.65	4.7
Rocky River	3,072	6.86	6.64	6.44
Westlake	10,176	1.91	2.66	2.95
Cuyahoga County	293,312	5.11	4.81	4.78

**SOURCE:** 1990 Census of Population, Social and Economic Characteristics

square mile is the third greatest of the west shore communities (3,683 in 1996) and exceeds that of Cuyahoga County (3,058 persons per square mile in 1996).

Almost one-third of the population of Fairview Park is over the age of 55. Rocky River is the only other west shore community having a greater percentage of their population over the age of 55 (35%). This data is illustrated in *Figure 2.3 and Table 2.4*.

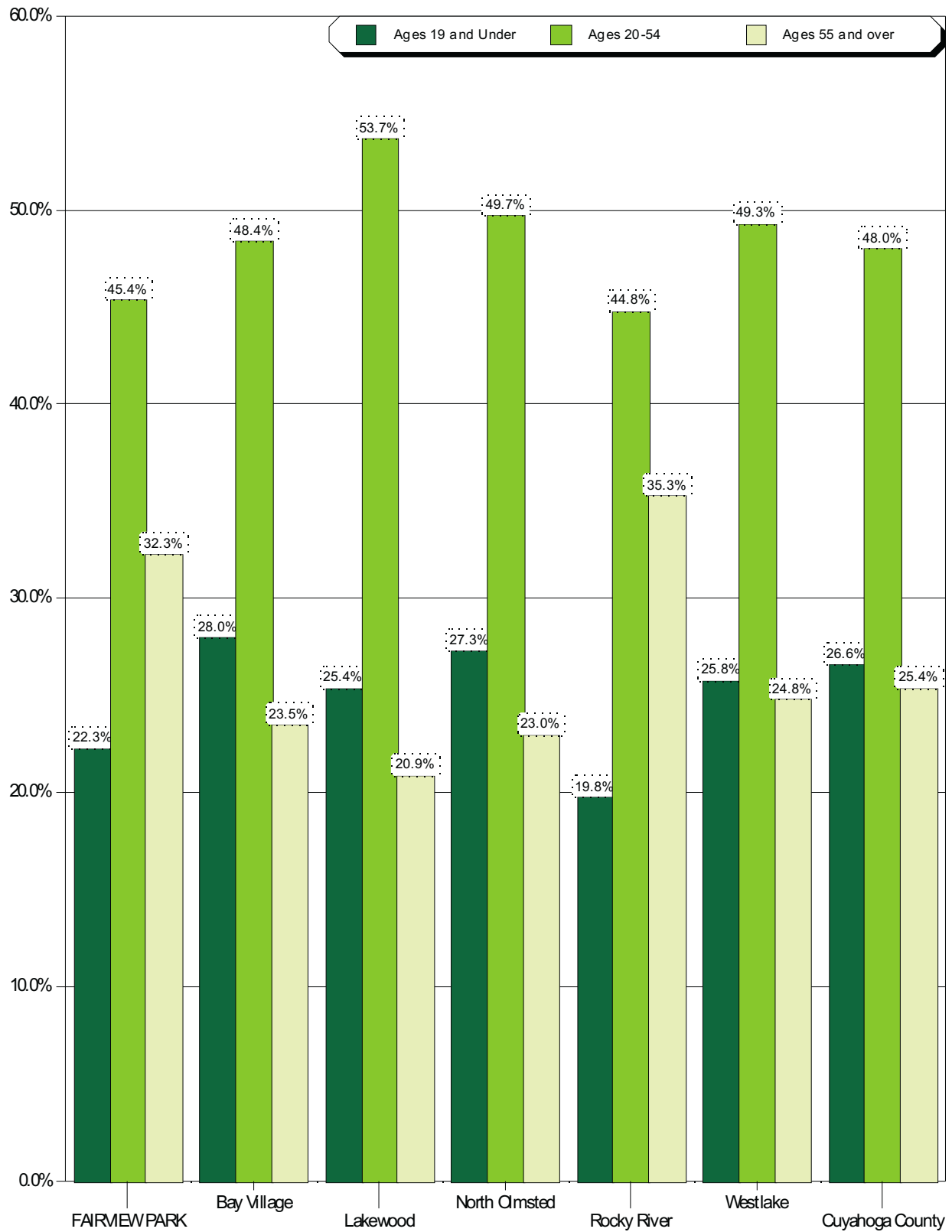
As indicated in *Figure 2-3*, more than half of Lakewood's residents (54%) are between the ages of 20 and 54, more than any other west shore community. Approximately 45% of Fairview Park's residents fit into this category. Of all the communities in the table, Bay Village has the most residents (28%) who are nineteen years old or younger. Fairview Park has about 22% of its residents who fit into this youngest grouping. The recent population decline has occurred across all three age groupings, yet the group experiencing the greatest decline between the 1980 and 1990 Census was the nineteen and under segment with a 20% loss. The 20 to 54-age group experienced an almost 3% loss, while the 55 and over group only lost 1.4%.

Reflective of national trends, the average household size of Fairview Park has declined since 1960. The average household size in 1990 was 2.32 persons, down from 1960 when there were 3.34 persons per household. Every west shore community and the county as a whole have, on average, smaller households than they did in 1960. This is a major factor contributing to the decreased populations exhibited by many communities today. *Figure 2.4 and Table 2.5* identify household totals and persons per household averages from 1960 to 1990.

In terms of households, all of the communities identified had more households in 1990 than they did in 1960. Fairview Park had 7,769 households in 1990, an increase of almost 56% since 1960. West-

# City of Fairview Park Master Plan

Figure 2.3, Age Composition, Fairview Park and Nearby Communities



SOURCE: 1990 Census of Population, Social and Economic Characteristics



# City of Fairview Park Master Plan

**Table 2.4, Age Composition, Fairview Park and Nearby Communities**

	1990		1980		Change 1980-90	
	#	%	#	%		
<b>FAIRVIEW PARK</b>						
Under 5	1,013	5.6%	884	4.6%	129	
5-10	1,007	5.6%	1,041	5.4%	-34	
10-14	988	5.5%	1,419	7.3%	-431	
15-19	1,010	5.6%	1,651	8.5%	-641	
20-24	985	5.5%	1,361	7.0%	-376	
25-34	2,662	14.8%	2,455	12.7%	207	
35-44	2,560	14.2%	2,135	108.4%	425	
45-54	1,974	10.9%	2,456	12.7%	-482	
55-64	2,131	11.8%	2,740	14.2%	-609	
65-74	2,135	11.8%	2,018	10.5%	117	
75+	1,563	8.7%	1,151	6.0%	412	
<b>TOTAL</b>	<b>18,028</b>	<b>100.0%</b>	<b>19,311</b>	<b>100.0%</b>	<b>-1,283</b>	
<b>BAY VILLAGE</b>						
Under 5	1,175	6.9%	1,163	6.5%	12	
5-10	1,248	7.3%	1,417	7.9%	-169	
10-14	1,190	7.0%	1,731	9.7%	-541	
15-19	1,159	6.8%	1,668	9.3%	-509	
20-24	697	4.1%	776	4.3%	-79	
25-34	2,201	12.9%	2,651	14.9%	-450	
35-44	3,138	18.5%	2,542	14.2%	596	
45-54	2,138	12.9%	2,245	12.6%	-56	
55-64	1,759	10.3%	1,969	11.0%	-210	
65-74	1,415	8.3%	1,021	5.7%	394	
75+	829	4.9%	663	3.7%	166	
<b>TOTAL</b>	<b>17,000</b>	<b>100.0%</b>	<b>17,846</b>	<b>100.0%</b>	<b>-846</b>	
<b>LAKEWOOD</b>						
Under 5	3,956	6.6%	3,746	6.0%	210	
5-10	3,939	6.6%	3,713	6.0%	226	
10-14	3,713	6.2%	4,221	6.8%	508	
15-19	3,571	6.0%	4,562	7.4%	991	
20-24	4,348	7.3%	6,305	10.2%	-1,957	
25-34	13,197	22.1%	12,098	19.5%	1,099	
35-44	9,269	15.5%	6,090	9.8%	3,179	
45-54	5,238	8.8%	5,780	9.3%	-542	
55-64	4,414	7.4%	6,085	9.8%	1,671	
65-74	4,213	7.1%	5,163	8.4%	-950	
75+	3,860	6.4%	4,200	6.8%	-340	
<b>TOTAL</b>	<b>59,718</b>	<b>100.0%</b>	<b>61,963</b>	<b>100.0%</b>	<b>-2,245</b>	
<b>NORTH OLMSTED</b>						
Under 5	2,116	6.2%	2,292	6.3%	-176	
5-10	2,355	6.9%	2,840	7.8%	-485	
10-14	2,460	7.2%	3,602	9.9%	-1,142	
15-19	2,398	7.0%	3,512	9.6%	-1,114	
20-24	2,131	6.2%	2,765	7.6%	-634	
25-34	5,103	14.9%	5,356	14.7%	-253	
35-44	5,491	16.1%	5,153	14.1%	338	
45-54	4,271	12.5%	4,269	11.7%	2	
55-64	3,460	10.1%	3,601	9.9%	-141	
65-74	2,703	7.9%	1,957	5.4%	752	
75+	1,710	95.0%	1,139	3.1%	571	
<b>TOTAL</b>	<b>34,198</b>	<b>100.0%</b>	<b>36,486</b>	<b>100.1%</b>	<b>-2,282</b>	
<b>ROCKY RIVER</b>						
Under 5	1,068	5.2%	867	4.1%	4.1%	201
5-10	1,044	5.1%	1,043	4.9%	4.9%	1
10-14	963	4.7%	1,511	7.2%	7.2%	-548
15-19	987	4.8%	1,588	7.5%	7.5%	-601
20-24	986	4.8%	1,242	5.9%	5.9%	-256
25-34	2,751	13.5%	2,697	12.8%	12.8%	54
35-44	3,000	14.7%	2,453	11.6%	11.6%	547
45-54	2,405	11.8%	2,662	12.6%	12.6%	-257
55-64	2,447	12.0%	3,043	14.4%	14.4%	-596
65-74	2,613	12.8%	2,301	10.9%	10.9%	312
75+	2,146	10.5%	1,677	8.0%	8.0%	469
<b>TOTAL</b>	<b>20,410</b>	<b>100.0%</b>	<b>21,084</b>	<b>1</b>	<b>100.0%</b>	<b>-674</b>
<b>WESTLAKE</b>						
Under 5	1,630	6.0%	1,027	5.3%	5.3%	603
5-10	1,848	6.8%	1,330	6.8%	6.8%	518
10-14	1,887	7.0%	1,674	8.6%	8.6%	213
15-19	1,610	6.0%	1,693	8.7%	8.7%	-83
20-24	1,333	4.9%	1,329	6.8%	6.8%	4
25-34	4,064	15.0%	2,792	14.3%	14.3%	1,272
35-44	4,722	17.5%	2,484	12.7%	12.7%	2,238
45-54	3,220	11.9%	2,374	12.2%	12.2%	846
55-64	2,482	9.2%	2,330	12.0%	12.0%	152
65-74	2,211	8.2%	1,373	7.0%	7.0%	838
75+	2,011	7.4%	1,077	5.5%	5.5%	934
<b>TOTAL</b>	<b>27,018</b>	<b>100.0%</b>	<b>19,483</b>	<b>100.0%</b>	<b>100.0%</b>	<b>7,535</b>
<b>CUYAHOGA COUNTY</b>						
Under 5	100,293	7.1%	96,100	6.4%	6.4%	4,193
5-10	95,303	6.7%	98,689	6.6%	6.6%	-3,386
10-14	89,843	6.4%	113,864	7.6%	7.6%	-24,021
15-19	90,162	6.4%	129,866	8.7%	8.7%	-39,704
20-24	94,697	6.7%	134,547	9.0%	9.0%	-39,850
25-34	238,040	16.9%	231,673	15.5%	15.5%	6,367
35-44	203,606	14.4%	157,516	10.5%	10.5%	46,090
45-54	140,952	10.0%	166,666	11.1%	11.1%	-25,714
55-64	138,196	9.8%	177,517	11.8%	11.8%	-39,321
65-74	130,507	9.2%	118,687	7.9%	7.9%	11,820
75+	90,559	6.7%	73,275	4.9%	4.9%	17,284
<b>TOTAL</b>	<b>1,412,158</b>	<b>100.0%</b>	<b>1,498,400</b>	<b>100.0%</b>	<b>100.0%</b>	<b>-86,242</b>

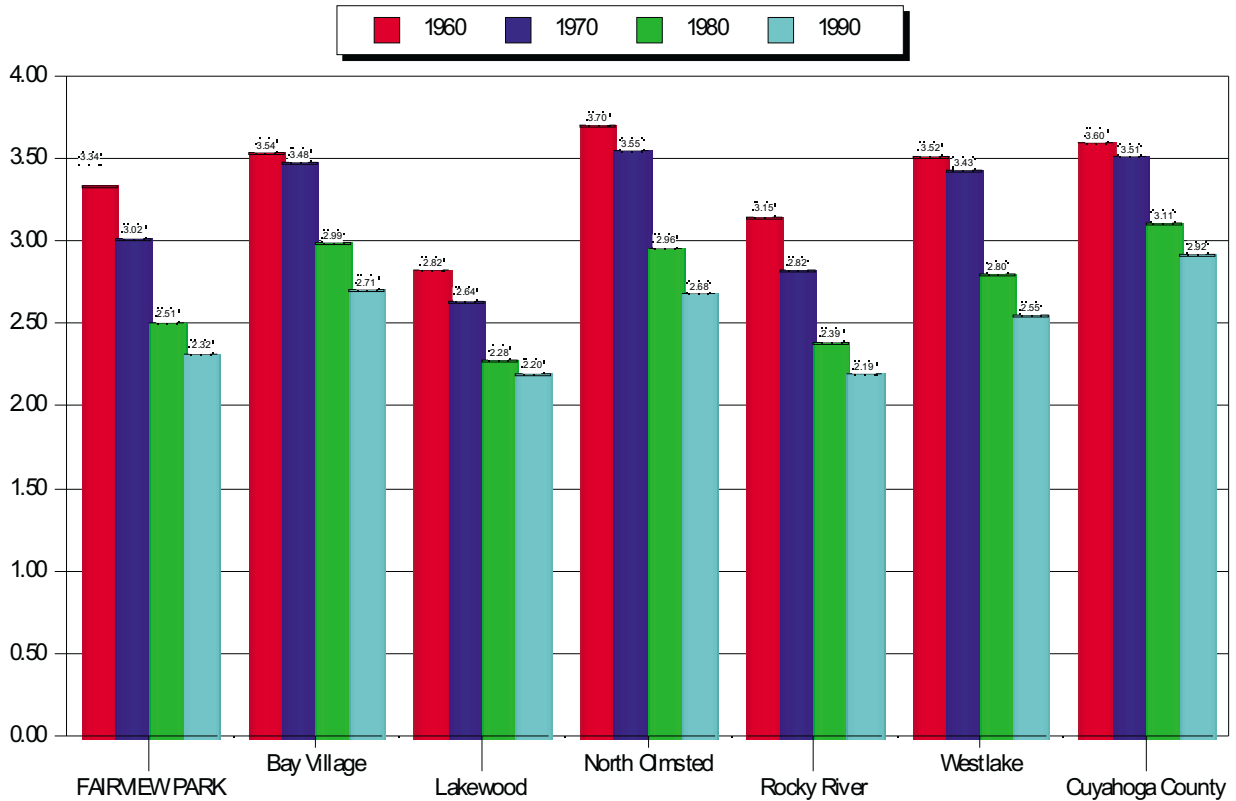
SOURCE: 1990 Census of Population, Social and Economic Characteristics

# City of Fairview Park Master Plan

**Table 2.5, Households, Fairview Park and Nearby Communities**

	Households				Percent Change		
	1960	1970	1980	1990	1960-70	1970-80	1980-90
<b>FAIRVIEW PARK</b>	<b>4,984</b>	<b>7,174</b>	<b>7,686</b>	<b>7,769</b>	<b>43.9%</b>	<b>7.1%</b>	<b>1.1%</b>
Bay Village	4,084	5,216	5,931	6,235	27.7%	13.7%	5.1%
Lakewood	23,295	26,423	27,049	26,999	13.4%	2.4%	-0.2%
North Olmsted	4,404	9,789	12,222	12,657	122.3%	24.9%	3.6%
Rocky River	5,707	8,119	8,797	9,276	42.3%	8.4%	5.4%
Westlake	3,587	4,472	7,222	10,262	24.7%	61.5%	42.1%
Cuyahoga County	496,926	554,239	563,779	563,243	11.5%	1.7%	-0.1%
	Persons per Household						
	1960	1970	1980	1990			
<b>FAIRVIEW PARK</b>	<b>3.34</b>	<b>3.02</b>	<b>2.51</b>	<b>2.32</b>			
Bay Village	3.54	3.48	2.99	2.71			
Lakewood	2.82	2.64	2.28	2.20			
North Olmsted	3.70	3.55	2.96	2.68			
Rocky River	3.15	2.82	2.39	2.19			
Westlake	3.52	3.43	2.80	2.55			
Cuyahoga County	3.60	3.51	3.11	2.92			

**Figure 2.4, Persons per Household, Fairview Park and Nearby Communities**



**SOURCE:** 1990 Census of Population, Social and Economic Characteristics

## *City of Fairview Park Master Plan*

lake and North Olmsted saw very dramatic increases in household totals in this same period—186% and 187%, respectively for these communities.

The 1989 median household income in Fairview Park was greater than the county’s as a whole. The city’s median household income in 1989 was \$35,549, while the county’s was \$28,595. **Table 2.6** lists 1989 Census income data.

**Table 2.6, Income, 1989, Fairview Park and Nearby Communities**

	Household Income	Family Income	Non-Family Income	Per Capita Income
<b>FAIRVIEW PARK</b>	<b>\$35,549</b>	<b>\$44,544</b>	<b>\$19,439</b>	<b>\$18,768</b>
Bay Village	\$51,578	\$56,896	\$24,310	\$23,439
Lakewood	\$28,791	\$37,365	\$20,349	\$16,258
North Olmsted	\$39,657	\$45,861	\$22,487	\$16,567
Rocky River	\$40,386	\$53,312	\$23,643	\$25,585
Westlake	\$47,629	\$57,136	\$30,049	\$24,000
Cuyahoga County	\$28,595	\$35,749	\$26,269	\$14,912

**SOURCE:** 1990 Census of Population, Social & Economic Characteristics

The west shore community with the highest 1989 median household income was Bay Village (\$51,578). Lakewood households earned the least with \$28,791. In terms of family income, Westlake families earned the highest median family income in 1989 (\$57,136). Fairview Park families earned somewhat less (\$44,544), and Lakewood families earned the lowest median income (\$37,365) in 1989. The per capita income was greatest in Rocky River at \$25,585, while the same figure for Fairview Park was \$18,768. Lakewood had the lowest per capita income in 1989 at \$16,258.

**Figure 2.5 and Table 2.7** address racial composition from 1970 to 1990.

The west shore communities are predominantly white in composition. The table indicates that 1.7% of the population of Fairview Park was nonwhite in 1990, up from .3% in 1970. The community with the largest nonwhite representation was North Olmsted, where 2.9% of the population was either black, Asian, American Indian/Eskimo or “Other” in 1990. Bay Village had the smallest representation (1.2%) of these four groups. Similar to Fairview Park, all of the west shore communities have seen a slight increase in nonwhite population since 1970. Cuyahoga County, however, is more racially diverse, and also experienced an increase from 19.6% in 1970 to 27.4% in 1990 of nonwhite.

**Table 2.8 and Figure 2.6** illustrate occupational data. There were 9,014 residents over the age of sixteen employed in 1990. More of these residents were employed in the Technical/Sales/Administrative Support occupations (39.0%) than in any other.

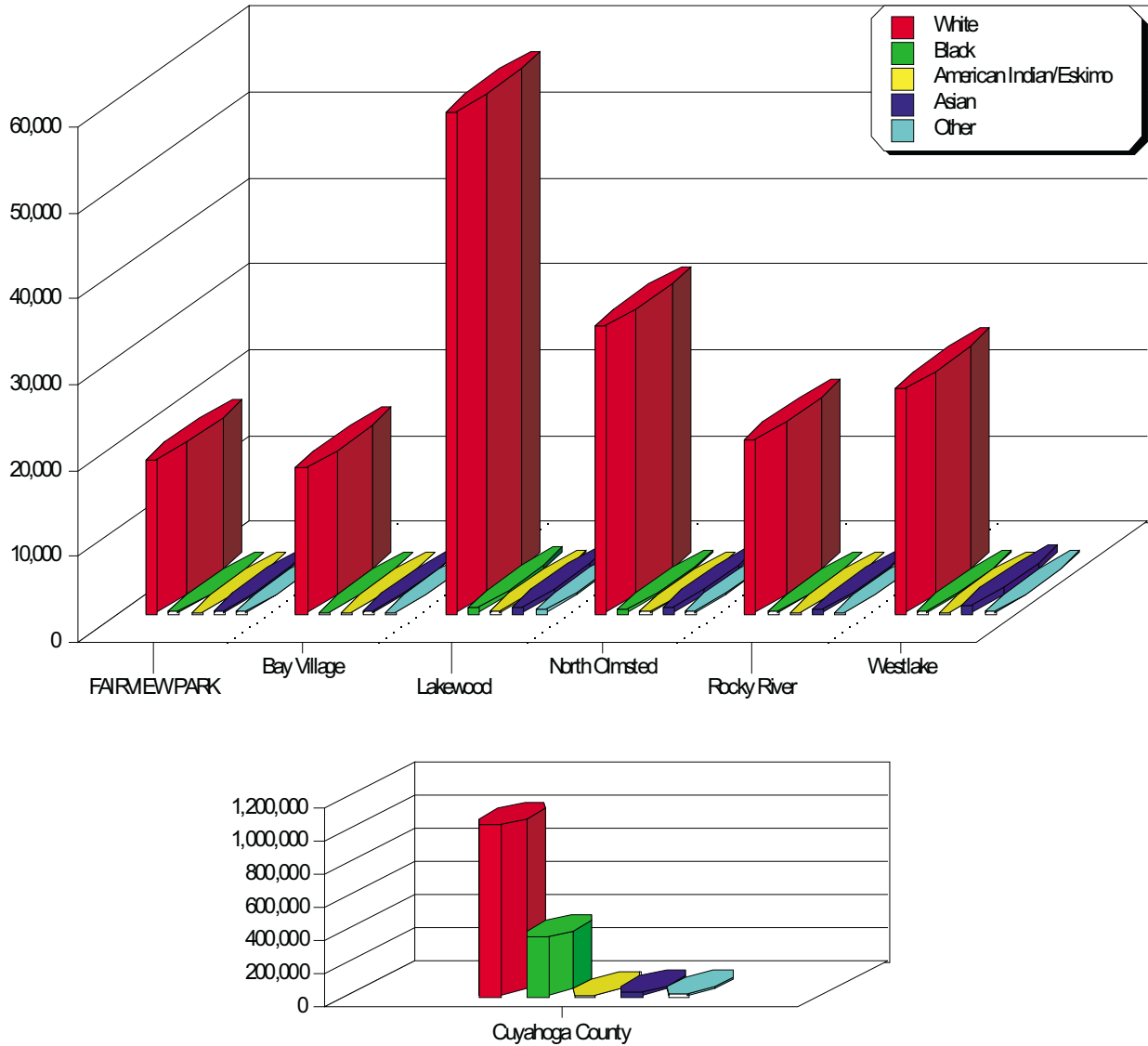
A similar amount of residents were employed in the Managerial/Professional/Specialty fields (33.0%). The least percentage of residents was employed in the Farming/Fishing/Forestry sector (.7%)

# City of Fairview Park Master Plan

**Table 2.7, Racial Composition, Fairview Park and Nearby Communities**

	Total Population	1990					1990 % Non-White	1980 % Non-White	1970 % Non-White
		White	Black	American Indian/Eskimo	Asian	Other			
<b>FAIRVIEW PARK</b>	<b>18,028</b>	<b>17,729</b>	<b>42</b>	<b>14</b>	<b>199</b>	<b>44</b>	<b>1.7</b>	<b>1.1</b>	<b>0.3</b>
Bay Village	17,000	16,794	23	22	142	19	1.2	0.6	0.1
Lakewood	59,718	58,228	506	113	611	260	2.5	1.3	0.6
North Olmsted	34,204	33,223	235	39	592	115	2.9	1.4	0.4
Rocky River	20,410	20,075	39	13	263	20	1.6	1.2	0.3
Westlake	27,018	26,010	162	17	780	49	3.7	1.5	0.5
Cuyahoga County	1,412,140	1,025,756	350,185	2,533	18,085	15,581	27.4	24.6	19.6

**Figure 2.5, Racial Composition, Fairview Park and Nearby Communities**



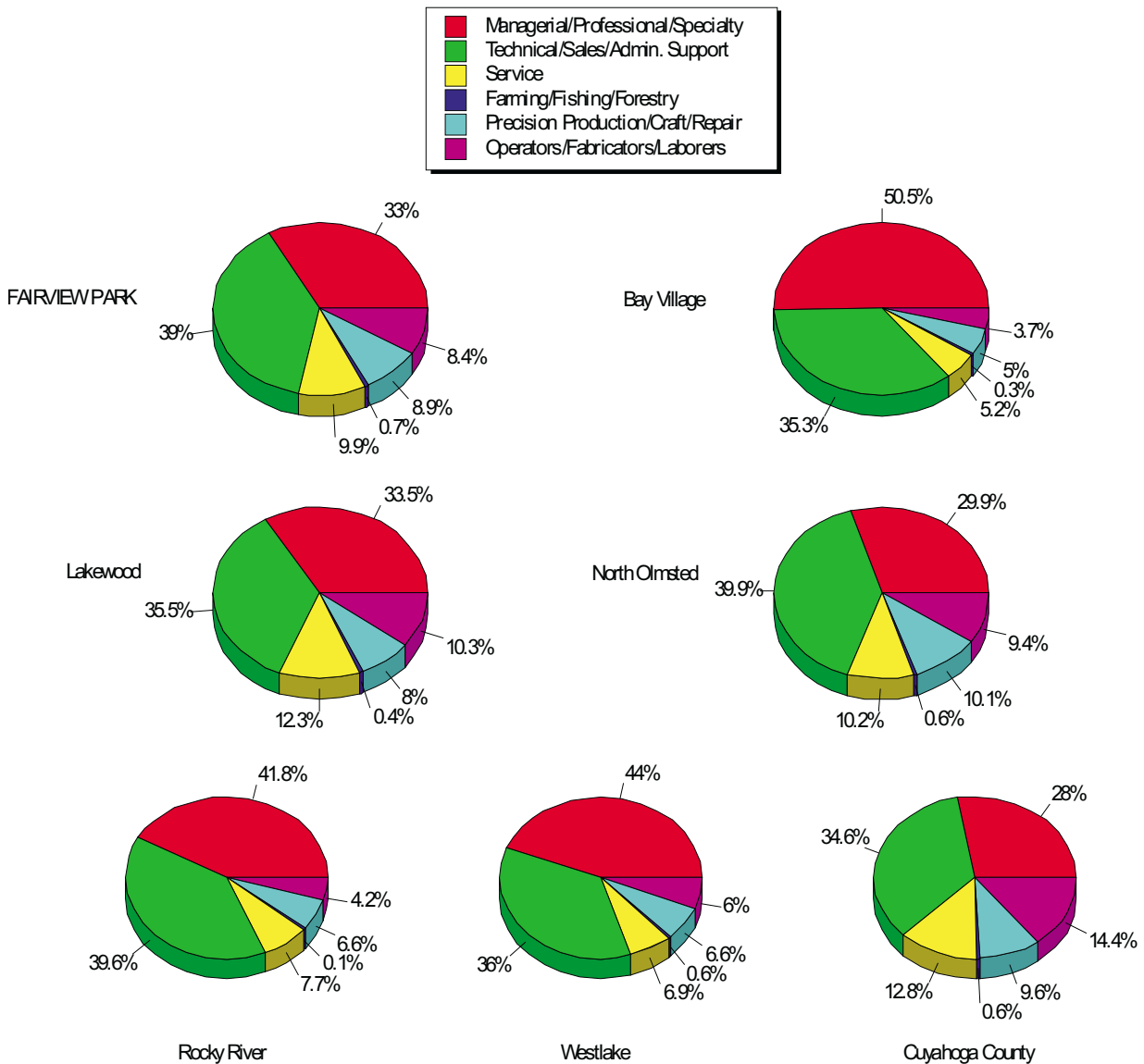
**SOURCE:** 1990 Census of Population, Social and Economic Characteristics

# City of Fairview Park Master Plan

**Table 2-8, Occupation, 1990, Fairview Park and Nearby Communities, (Employed Persons Age 16 and Older)**

	Employed Persons Over 16	Percentage					
		Managerial/ Professional/ Specialty	Technical/ Sales/Admin./ Support	Service	Farming/ Fishing/ Forestry	Precision Production/ Craft/Repair	Operators/ Fabricators/ Laborers
<b>FAIRVIEW PARK</b>	<b>9,014</b>	<b>33.0%</b>	<b>39.0%</b>	<b>9.9%</b>	<b>0.7%</b>	<b>8.9%</b>	<b>8.4%</b>
Bay Village	8,552	50.5%	35.3%	5.2%	0.3%	5.0%	3.7%
Lakewood	31,695	33.5%	35.5%	12.3%	0.4%	8.0%	10.3%
North Olmsted	17,697	29.9%	39.9%	10.2%	0.6%	10.1%	9.4%
Rocky River	9,974	41.8%	39.6%	7.7%	0.1%	6.6%	4.2%
Westlake	13,648	44.0%	36.0%	6.9%	0.6%	6.6%	6.0%
Cuyahoga County	629,512	28.0%	34.6%	12.8%	0.6%	9.6%	14.4%

**Figure 2.6, Occupation, 1990, Fairview Park and Nearby Communities, (Employed Persons Age 16 and Older)**



**SOURCE:** 1990 Census of Population, Social and Economic Characteristics

## *City of Fairview Park Master Plan*

Lakewood had the greatest amount of employed residents over sixteen (31,695), whereas Bay Village had the least (8,552). The Managerial and Technical sectors were the most popular employers for all the west shore communities and the county. Communities with large commercial retail bases had more than 10% of these residents employed in the service sector. There were 9.9% of employed Fairview Park workers in the service sector.

### **HOUSING CHARACTERISTICS**

The majority of Fairview Park's housing stock was constructed prior to 1970, another common characteristic of many inner ring communities. There has been minimal construction since then due to the shortage of suitable sites for any new sizeable development. This section addresses issues such as housing stock age and type, occupancy, values, sales and new construction.

*Table 2.9 and Figure 2.7* show a breakdown of total housing units and age.

As mentioned previously, the vast majority of housing units in Fairview Park were constructed prior to 1970 (88.8%). In fact, with the exception of Westlake, the majority of housing units in all of the west shore communities and Cuyahoga County were built prior to 1970. Westlake's housing stock, however, is much younger, with only 32.0% of the units built by 1970; the 1980's were a time of tremendous growth in which 34.4% of the units were constructed.

Housing occupancy data is shown in *Table 2.10 and Figure 2.8*.

Fairview Park had the second highest percentage of occupied housing units of the west shore communities in 1990, with a 97.4% occupancy rate. Bay Village had the greatest occupancy at 98.1%. Bay Village also had the highest percentage of owner-occupied units at 92.8%. Fairview Park has 73.5% of its units occupied by their owners. Lakewood, with its many rental properties, had 42.2% owner-occupied units.

The majority of the housing units both in Cuyahoga County and the west shore communities are single-family detached structures. *Figure 2.9 and Table 2.11* illustrate the breakdown of housing unit types.

Single-family detached homes are most common in Bay Village, where 94.8% of the units are comprised of this type. This same type of unit comprises 71.8% of the total housing units in Fairview Park. Almost one-quarter of the units are found in the numerous multi-family structures (three or more units) dispersed throughout the city. There are minimal two-family (.7%) and mobile home (.5%) units in Fairview Park. The community with the most diverse housing stock is Lakewood, in which 42.4% of the units are in structures with three or more units, 33.5% of the units are single-family detached homes, and 18.6% are two-family structures.

The median home value in Fairview Park rose from \$64,200 in 1980 to \$90,100 in 1990, a 40.3% increase. This increase exceeds that of the county, which was 35.5%. *Figure 2.10 and Table 2.12* illustrate this data.

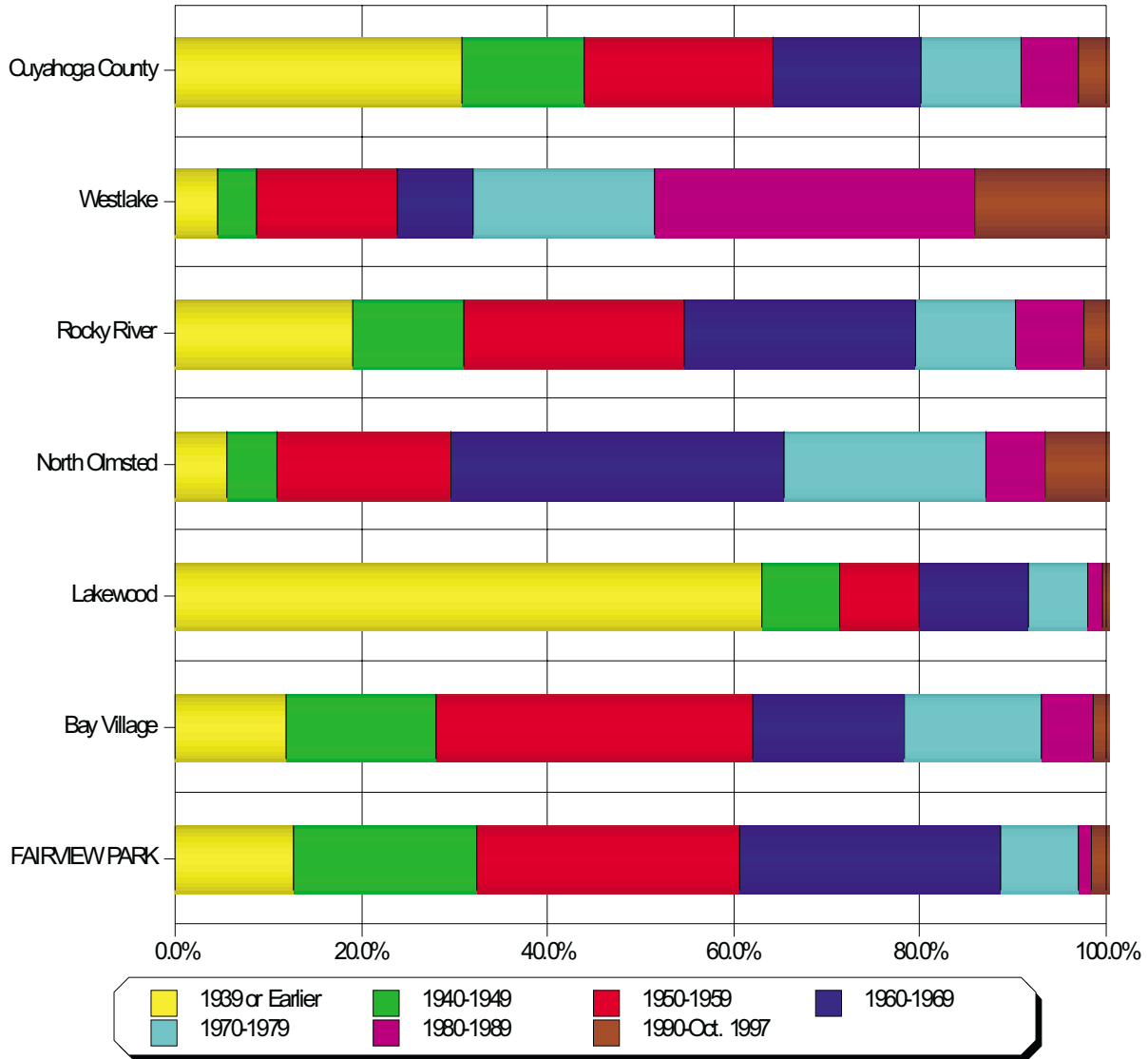
# City of Fairview Park Master Plan

**Table 2.9, Year Residential Structures Built; Fairview Park and Nearby Communities**

	Total Housing Units*	1990- Oct. 1997	1980- 1989	1970- 1979	1960- 1969	1950- 1959	1940- 1949	1939 or Earlier
<b>FAIRVIEW PARK</b>	<b>8,101</b>	<b>121</b>	<b>120</b>	<b>670</b>	<b>2,266</b>	<b>2,290</b>	<b>1,599</b>	<b>1,035</b>
		<b>1.5%</b>	<b>1.5%</b>	<b>8.3%</b>	<b>28.0%</b>	<b>28.3%</b>	<b>19.7%</b>	<b>12.8%</b>
Bay Village	6,444	1.3%	5.6%	14.8%	16.2%	34.0%	16.0%	12.0%
Lakewood	28,611	0.3%	1.6%	6.3%	11.9%	8.5%	8.3%	63.1%
North Olmsted	13,994	6.5%	6.4%	21.7%	35.9%	18.6%	5.5%	5.5%
Rocky River	9,916	2.3%	7.3%	10.9%	24.8%	23.7%	12.0%	19.0%
Westlake	12,806	14.0%	34.4%	19.6%	8.1%	15.1%	4.3%	4.5%
Cuyahoga County	624,623	2.9%	6.2%	10.8%	16.0%	20.2%	13.2%	30.9%

\*Residential permits since 1990 added to 1990 unit counts. Does not factor demolitions since 1990.

**Figure 2.7, Year Residential Structure Built, Fairview Park and Nearby Communities**



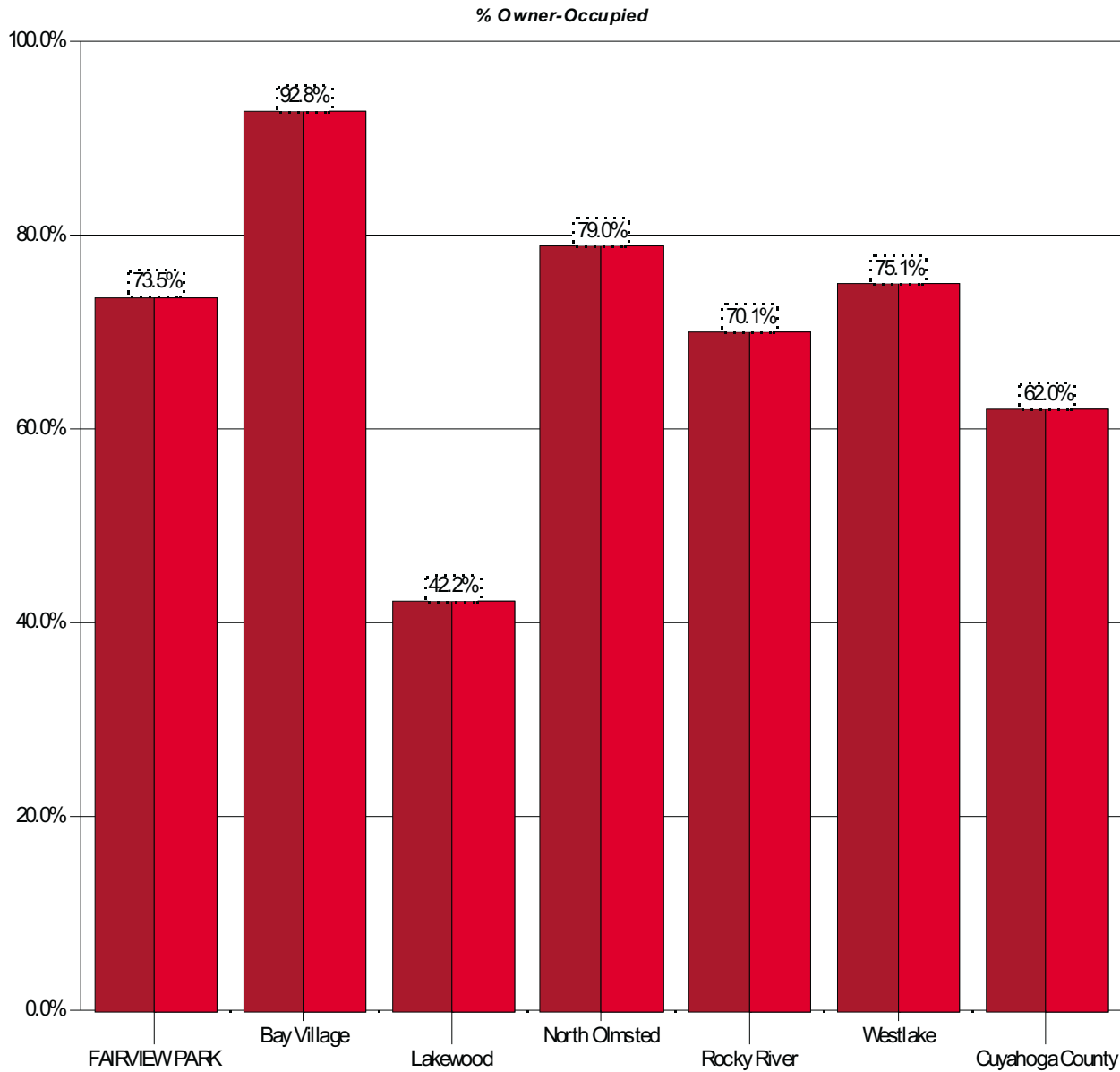
**SOURCE:** 1990-Oct. 1997 - Construction Statistics Division, Bureau of the Census, reviewed by Municipal Building Departments; 1990 and earlier - Census of Population and Housing, STF#A, Bureau of the Census

# City of Fairview Park Master Plan

**Table 2.10, Housing Counts, Occupancy and Tenure, 1990, Fairview Park and Nearby Communities**

	Total Housing Units	Occupied Units		Owner-Occupied		Renter-Occupied		Vacant Units	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>FAIRVIEW PARK</b>	<b>7,980</b>	<b>7,769</b>	<b>97.4%</b>	<b>5,711</b>	<b>73.5%</b>	<b>2,058</b>	<b>26.5%</b>	<b>211</b>	<b>2.6%</b>
Bay Village	6,359	6,235	98.1%	5,784	92.8%	451	7.2%	124	1.9%
Lakewood	28,521	26,999	94.7%	12,024	42.2%	14,975	52.5%	1,522	5.3%
North Olmsted	13,081	12,657	96.8%	9,994	79.0%	2,663	21.0%	424	3.2%
Rocky River	9,691	9,276	95.7%	6,500	70.1%	2,776	29.9%	415	4.3%
Westlake	11,014	10,262	93.2%	7,702	75.1%	2,560	24.9%	752	6.8%
Cuyahoga County	604,538	563,243	93.2%	349,057	62.0%	214,186	38.0%	41,295	6.8%

**Figure 2.8, Percent Owner-Occupied Units, Fairview Park and Nearby Communities**



**SOURCE:** 1990 Census of Housing

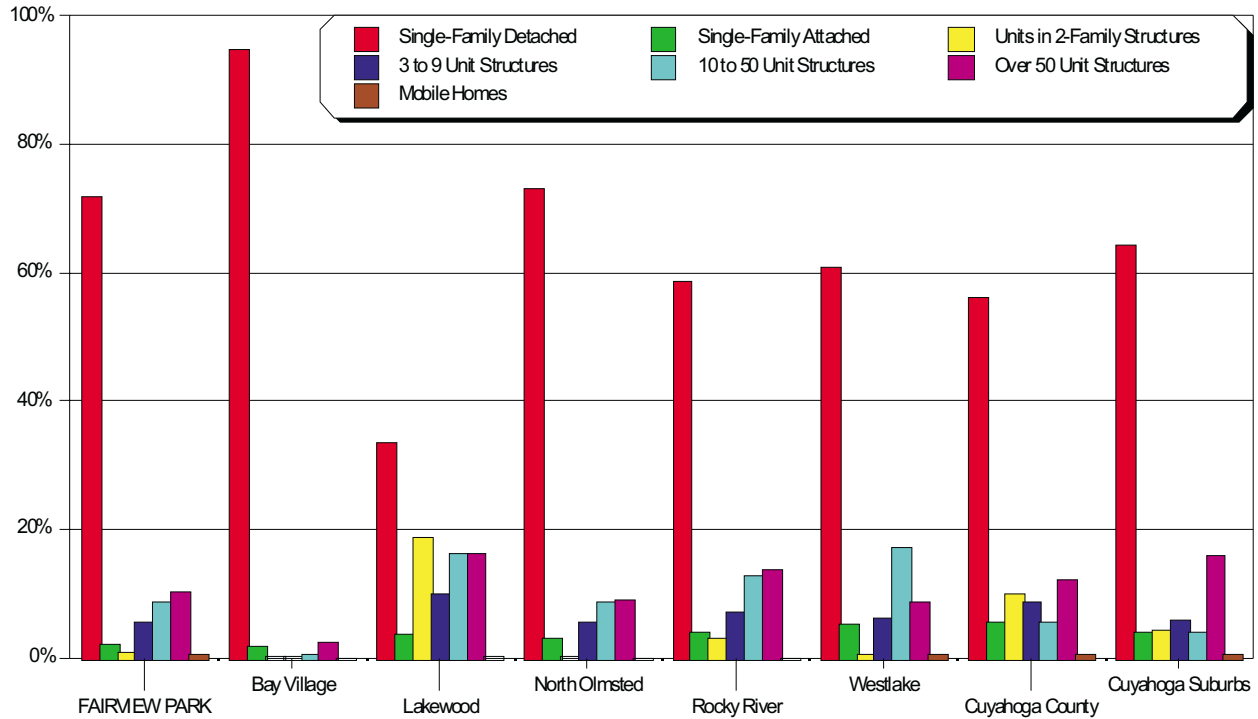


# City of Fairview Park Master Plan

**Table 2.11, Housing Units by Type of Structure, 1990, Fairview Park and Nearby Communities**

	1990	Single-Family		Number of Units				
		Detached	Attached	Units in 2-Family	3 to 9 Unit	10 to 50 Unit	Over 50 Unit	Mobile Homes
				Structures	Structures	Structures	Structures	
<b>FAIRVIEW PARK</b>	<b>7,980</b>	<b>5,730</b>	<b>162</b>	<b>58</b>	<b>443</b>	<b>690</b>	<b>813</b>	<b>38</b>
<b>Percentage</b>	<b>100.0%</b>	<b>71.8%</b>	<b>2.0%</b>	<b>0.7%</b>	<b>5.6%</b>	<b>8.6%</b>	<b>10.2%</b>	<b>0.5%</b>
Bay Village	6,359	6,026	117	6	6	24	156	3
Percentage	100.0%	94.8%	1.8%	0.1%	0.1%	0.4%	2.5%	0.0%
Lakewood	28,521	9,550	1,037	5,306	2,852	4,627	4,631	8
Percentage	100.0%	33.5%	3.6%	18.6%	10.0%	16.2%	16.2%	0.3%
North Olmsted	13081	9554	373	37	717	1134	1182	5
Percentage	100.0%	73.0%	2.9%	0.3%	5.5%	8.7%	9.0%	0.0%
Rocky River	9,691	5,672	402	285	691	1,228	1,321	1
Percentage	100.0%	58.5%	4.1%	2.9%	7.1%	12.7%	13.6%	0.0%
Westlake	11,014	6,693	571	55	682	1,908	932	67
Percentage	100.0%	60.8%	5.2%	0.5%	6.2%	17.3%	8.5%	0.6%
Cuyahoga County	604,538	338,606	33,935	60,570	52,686	33,517	73,913	2,986
Percentage	100.0%	56.0%	5.6%	10.0%	8.7%	5.5%	12.2%	0.5%
Cuyahoga Suburbs	380,227	244,259	15,276	16,837	22,533	15,326	60,391	1,983
Percentage	100.0%	64.2%	4.0%	4.4%	5.9%	4.0%	15.9%	0.5%

**Figure 2.9, Housing Units by Type of Structure, 1990, Fairview Park and Nearby Communities**



Data availability required that "2-family" and "3- to 9-unit" categories be combined. "10- to 49-units" and "over 50 units" categories are also combined.

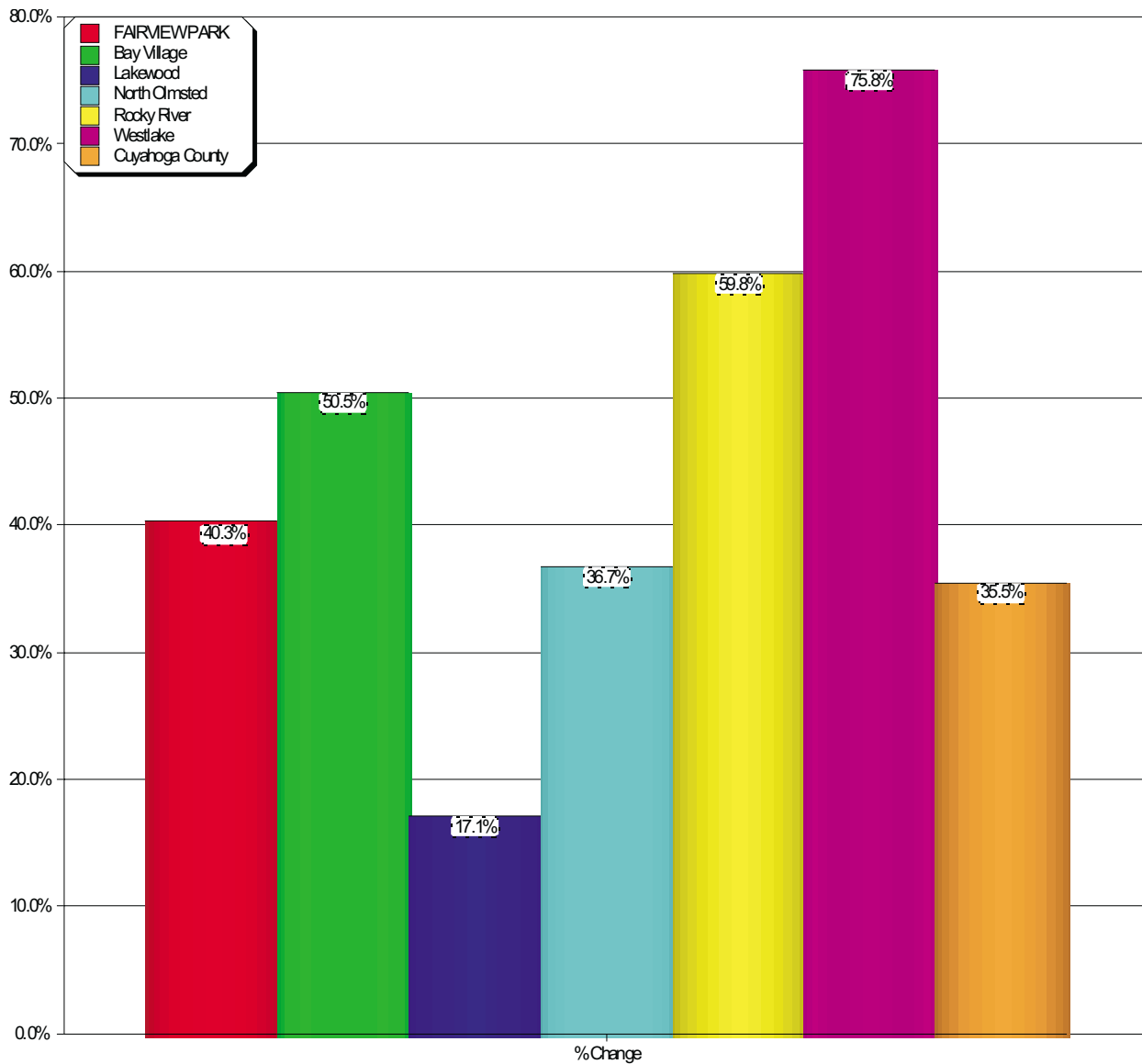
**SOURCE:** 1990 Census of Housing

# City of Fairview Park Master Plan

**Table 2.12, Median Housing Value\* and Contract Rent, 1980 & 1990, Fairview Park and Nearby Communities**

	Median Home Value			Median Contract Rent		
	1980	1990	% Change	1980	1990	% Change
<b>FAIRVIEW PARK</b>	<b>\$64,200</b>	<b>\$90,100</b>	<b>40.3%</b>	<b>\$240</b>	<b>\$421</b>	<b>75.4%</b>
Bay Village	\$73,600	\$110,800	50.5%	\$180	\$442	145.6%
Lakewood	\$62,500	\$73,200	17.1%	\$296	\$352	18.9%
North Olmsted	\$69,300	\$94,700	36.7%	\$263	\$446	69.6%
Rocky River	\$77,400	\$123,700	59.8%	\$275	\$460	67.3%
Westlake	\$75,900	\$133,400	75.8%	\$284	\$554	95.1%
Cuyahoga County	\$53,200	\$72,100	35.5%	\$176	\$321	82.4%

**Figure 2.10, Percent Change, Median Home Value\*, Fairview Park and Nearby Communities**



\*Owner-occupied Units

**SOURCE:** Census of Population and Housing, Bureau of the Census, 1990 and 1980

## *City of Fairview Park Master Plan*

The city of Westlake experienced the steepest increase in median home value over this time (75.8%). This same city also had the highest median home value in 1990 at \$133,400. The city of Lakewood's median home value was the lowest in 1990 at \$73,200. In terms of median contract rent, Westlake, again, had the largest figure in 1990 at \$554, while Fairview Park's median contract rent in the same year was \$421 per month. The same figure for Lakewood was \$352 per month, the lowest of the group. However, all exceed the county's median contract rent, which was \$321 per month in 1990. The percent change in contract rent from 1980 to 1990 is shown in **Figure 2.11**.

The percentage increase from 1991 to 1997 in the cost of single-family homes (excluding new construction) was the greatest in Fairview Park compared to other west shore communities (29.7%). The median price of a single-family home in Fairview Park was \$93,500 in 1991 and rose to \$121,250 in 1997. **Figures 2.12 and 2.13, and Table 2.13** show median price and sales for this time period.

During the period between 1991 and 1997, the City of Fairview Park had the highest rate of housing appreciation among the six west shore communities. The community having the highest median price of a single-family home in 1997 of \$182,450 was Westlake—58.8% higher than the median price of a home in all of suburban Cuyahoga County. The same value for Fairview Park was \$121,250, which was 5.5% higher than that of the entire suburban county. The annual number of single-family home sales in Fairview Park ranged anywhere from a low of 256 in 1991 to a high of 326 in 1997. The community with the greatest number of sales in 1997 was Lakewood—533 single-family homes were sold.

As **Table 2.14 and Figure 2.14** illustrate, more Fairview Park homes were sold in 1997 with prices ranging from \$105,000 to \$125,000 than in any other range (30.6%). This is the highest percentage of any community identified for this range. Almost a quarter of the homes (24.2%) had sale prices ranging from \$125,000 to \$150,000. Less than 5% of the homes sold for more than \$200,000. Bay Village had the greatest percentage of homes selling for \$150,000 to \$200,000 and almost a quarter (23.9%) selling for over \$200,000. Lakewood homes sold for less, with the greatest percentage found in the \$85,000 to \$105,000 range (28.5%).

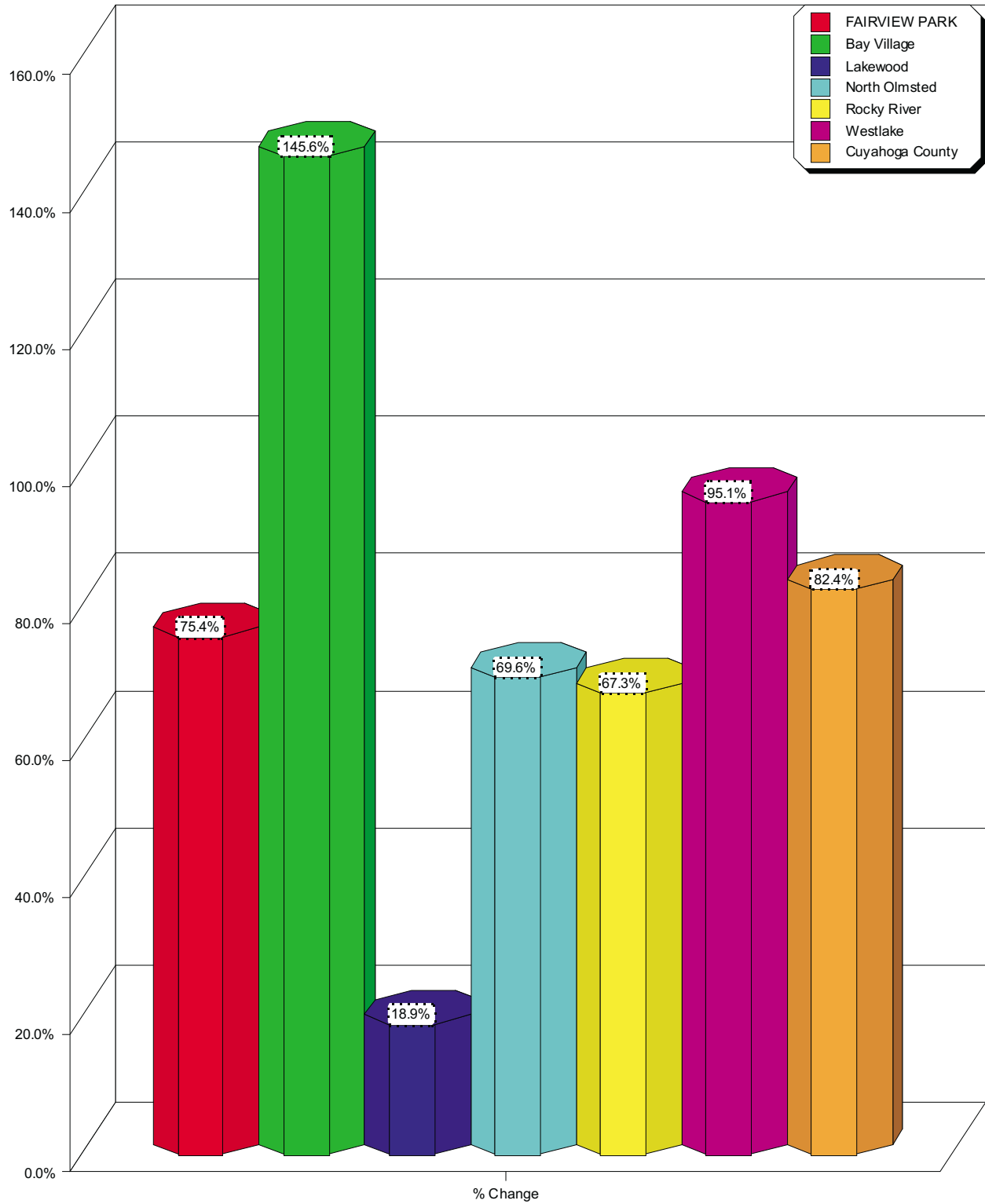
A report acquired from Cleveland State University's Northern Ohio Data Information Services (NODIS) contains sample data which tracks home seller patterns from 1991 to 1996. Following are excerpts from this report:

### *Homesellers Who **Sold** in Fairview Park, 1991-1996 (Top 6 destinations)*

<u>Community Bought In</u>	<u>Median Sales Price</u>	<u># of Moves</u>	<u>Median Purchase Price</u>
Fairview Park	\$102,900	97 (22.5%)	\$135,500
Westlake	\$120,000	65 (15.1%)	\$188,000
North Olmsted	\$98,000	55 (12.8%)	\$133,000
Rocky River	\$121,000	49 (11.4%)	\$151,861
Strongsville	\$120,000	23 (5.3%)	\$175,500
North Ridgeville	\$107,000	13 (3.0%)	\$90,117

# City of Fairview Park Master Plan

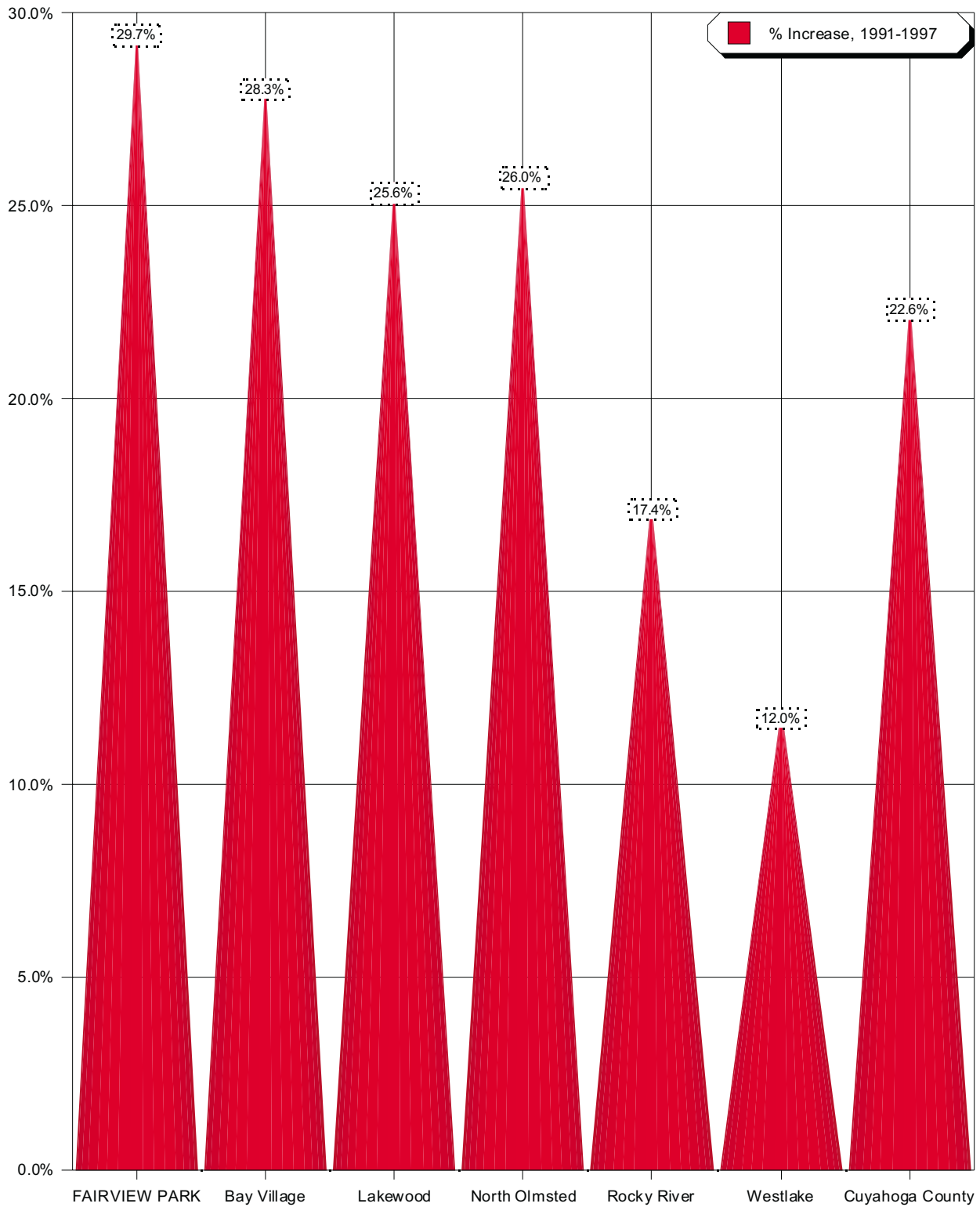
Figure 2.11, Percent Change, Contract Rent, Fairview Park and Nearby Communities



SOURCE: Census of Population and Housing, Bureau of the Census, 1990 and 1980

# City of Fairview Park Master Plan

**Figure 2.12, Percent Increase, 1991-1997 Median Single-Family Home Sales, Fairview Park and Nearby Communities**



\*Excludes new construction

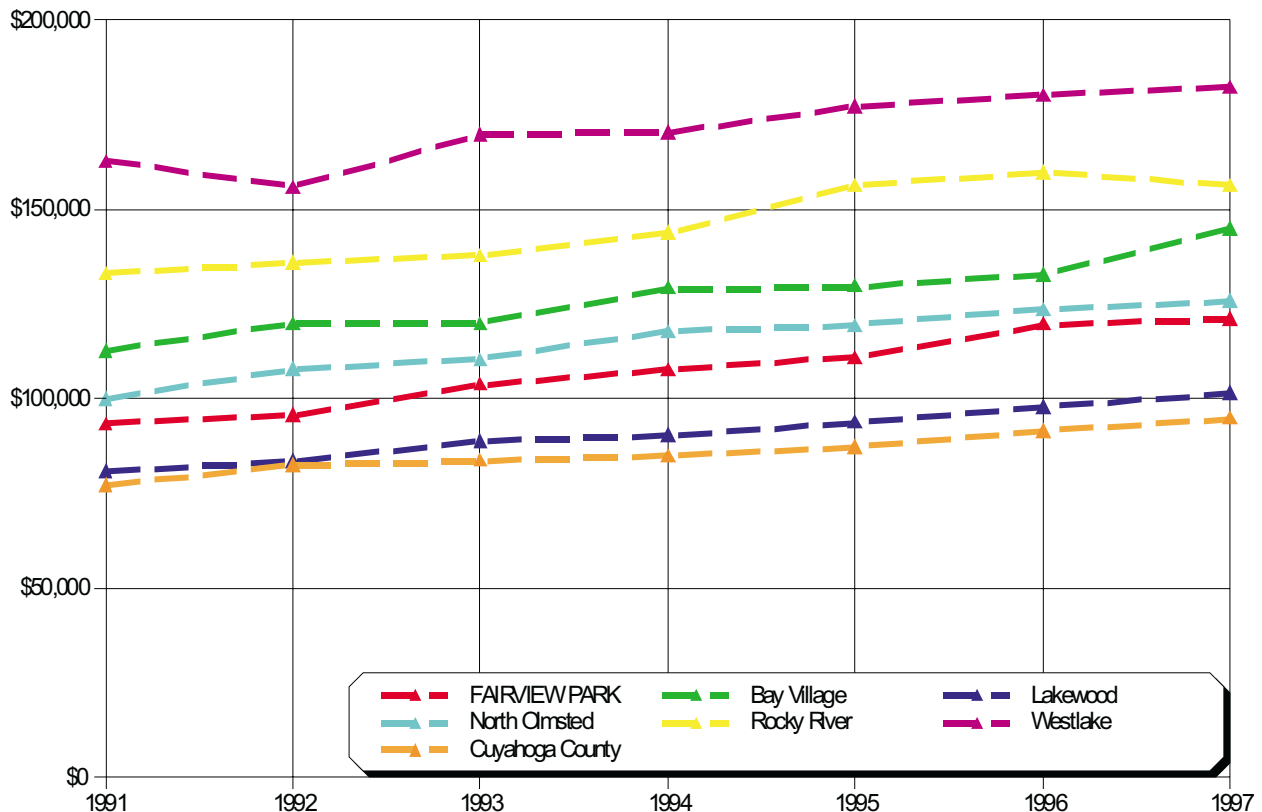
**SOURCE:** Residential Sales Data, Housing Policy Research Program, Cleveland State University

# City of Fairview Park Master Plan

**Table 2.13, Single-Family Home Sales\* and Median Price, Fairview Park and Nearby Communities**

	Median Price and Number of Sales							% Increase 1991-97
	1991	1992	1993	1994	1995	1996	1997	
<b>FAIRVIEW PARK</b>	<b>\$93,500</b>	<b>\$96,000</b>	<b>\$104,000</b>	<b>\$107,900</b>	<b>\$111,000</b>	<b>\$119,950</b>	<b>\$121,250</b>	<b>29.7%</b>
	<b>256</b>	<b>312</b>	<b>281</b>	<b>289</b>	<b>307</b>	<b>292</b>	<b>326</b>	
Bay Village	\$113,000	\$120,000	\$120,000	\$129,450	\$130,000	\$133,000	\$145,000	28.3%
	325	353	401	358	331	371	337	
Lakewood	\$81,000	\$83,700	\$88,900	\$92,500	\$93,950	\$98,000	\$101,800	25.6%
	496	514	507	563	488	578	533	
North Olmsted	\$100,000	\$108,000	\$110,500	\$117,950	\$119,500	\$123,775	\$126,000	26.0%
	413	394	439	460	361	440	481	
Rocky River	\$133,250	\$136,000	\$138,000	\$144,000	\$156,500	\$160,000	\$156,500	17.4%
	246	274	288	311	298	259	288	
Westlake	\$162,900	\$156,000	\$170,000	\$170,500	\$177,500	\$180,400	\$182,450	12.0%
	283	348	343	306	295	315	342	
Cuyahoga County	\$77,500	\$82,500	\$83,900	\$85,000	\$87,500	\$91,500	\$95,000	22.6%
	13,645	14,289	15,080	15,868	15,118	15,818	15,987	
Cuyahoga County (excluding Cleveland)	\$87,500	\$92,000	\$95,500	\$99,000	\$105,000	\$110,000	\$114,900	31.3%
	10,181	11,019	11,337	11,769	10,944	11,513	11,624	

**Figure 2.13, Single-Family Home Sales\* and Median Price, Fairview Park and Nearby Communities**



\*Excludes new construction

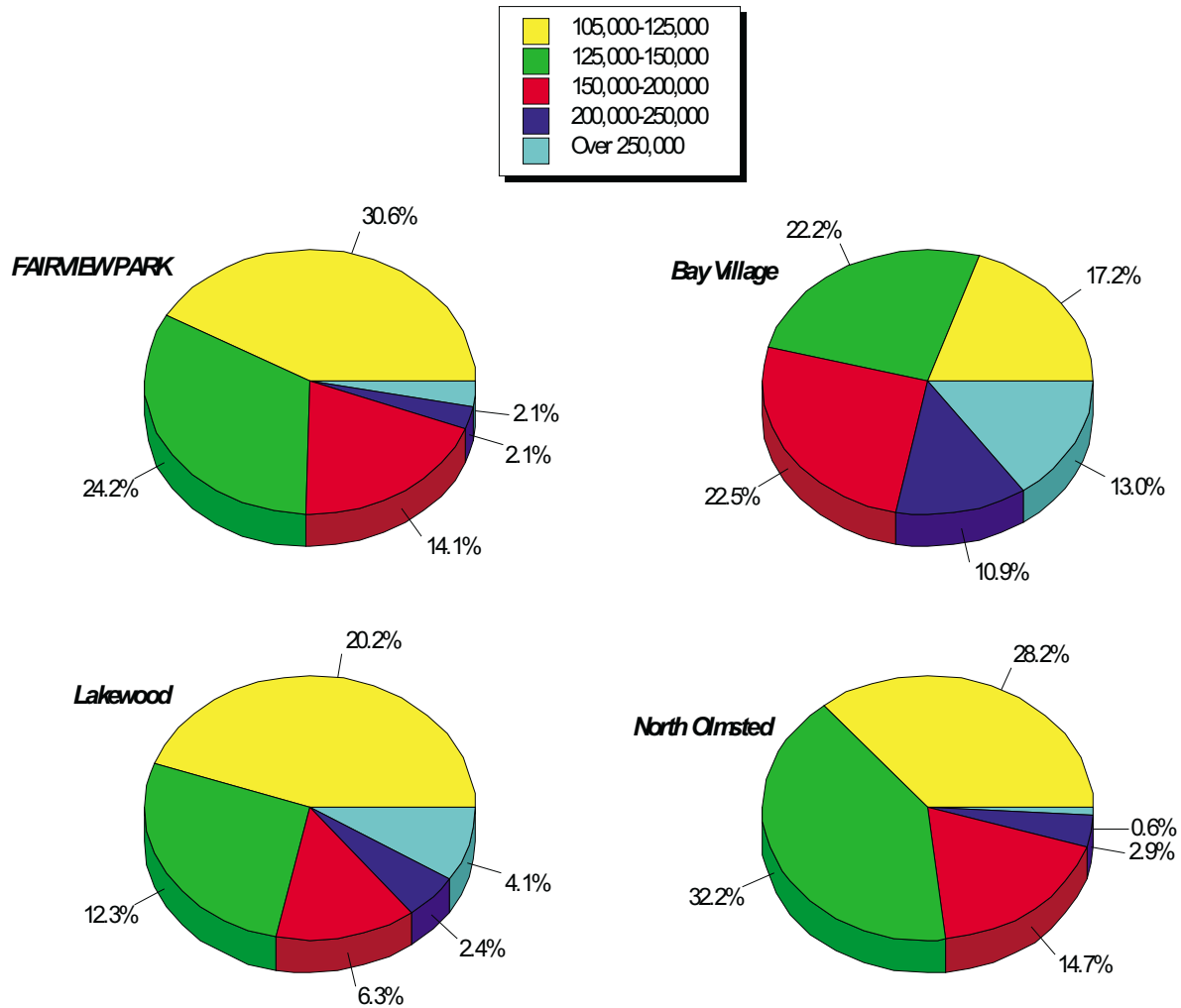
**SOURCE:** Residential Sales Data, Housing Policy Research Program, Cleveland State University

# City of Fairview Park Master Plan

**Table 2.14, City of Fairview Park Price Distribution by Percent, Single-Family Home Sales, Selected Communities: 1997**

	Bay Village	Lakewood	North Olmsted	Fairview Park
Less than \$45,000	0.0%	1.5%	0.2%	0.6%
45,000-65,000	1.1%	6.3%	1.6%	1.5%
65,000-85,000	4.7%	18.0%	5.6%	8.0%
85,000-105,000	8.0%	28.5%	13.7%	16.5%
105,000-125,000	17.2%	20.2%	28.2%	30.6%
125,000-150,000	22.2%	12.3%	32.2%	24.2%
150,000-200,000	22.5%	6.3%	14.7%	14.1%
200,000-250,000	10.9%	2.4%	2.9%	2.1%
Over 250,000	13.0%	4.1%	0.6%	2.1%

**Figure 2.14, City of Fairview Park Price Distribution by Percent, , Single-Family Home Sales, Selected Communities: 1997**



**SOURCE:** Residential Sales Data, Housing Policy Research Program, Cleveland State University

## *City of Fairview Park Master Plan*

The six most common communities in which Fairview Park home sellers purchased their next home were all in outer-ring communities, with the exception of Rocky River. Of those who sold their Fairview Park homes in this time period, almost a quarter purchased their next home in Fairview Park. These homeowners, overall, moved into more expensive homes, as indicated by the \$32,600 increase in the median price. In fact, in the top five most common communities, buyers were upgrading into more expensive homes. The following data highlights the top six communities from which Fairview Park home buyers came.

### *Homesellers Who **Bought** in Fairview Park, 1991-1996 (Top 6 origins)*

<u>Community Sold In</u>	<u>Median Sales Price</u>	<u># of Moves</u>	<u>Median Purchase Price</u>
Cleveland	\$75,000	97 (27.2%)	\$112,000
Fairview Park	\$102,900	97 (27.2%)	\$135,500
Lakewood	\$95,000	45 (12.6%)	\$131,600
North Olmsted	\$85,250	28 (7.8%)	\$103,750
Rocky River	\$130,000	13 (3.6%)	\$125,000
Parma	\$97,000	12 (3.4%)	\$98,950

An equal amount of home buyers sold homes in Cleveland in order to purchase a home in Fairview Park from 1991 to 1996 as did those coming from within Fairview Park. Combined, these home sellers comprised over 50% of those purchasing homes in Fairview Park during this time period. With the exception of those buyers coming from Rocky River, five of the top six groups of home buyers bought more expensive homes in Fairview Park. None of these home buyers originating from these top six cities came from outer ring communities.

*Table 2.15* lists new housing units constructed from 1991 to 1997.

**Table 2.15, New Housing Units, 1991-1997, Fairview Park and Nearby Communities**

	<b>Number of New Residential Units, 1991-1997</b>
<b>FAIRVIEW PARK</b>	<b>111</b>
Bay Village	61
Lakewood	87
North Olmsted	859
Rocky River	169
Westlake	1,347

**SOURCE:** Census Bureau, Manufacturing and Construction Division

There were 111 new housing units constructed in Fairview Park from 1991 to 1997, totaling 4.2% of all housing units built in the west shore area in this time period. Westlake, on the other hand, saw the addition of 1,347 new units, comprising just over half of all the total new units. Bay Village had the fewest new units constructed, 61, which comprised only 2.3% of all new residential construction during these years. This trend again reflects the lack of available vacant land in most west shore



## *City of Fairview Park Master Plan*

communities. **Table 2.16 and Figures 2.15 and 2.16** identify the new construction sales and median price of homes from 1991 to 1997.

Between the years 1991 and 1997, eighteen single-family homes were constructed with median prices ranging from \$85,000 to \$152,500. This is the fewest number of new homes constructed in any of the west shore communities. The most homes were constructed in Westlake during this time period (501) and with median prices ranging from \$212,700 to \$320,000.

### **TAX BASE CHARACTERISTICS**

**Table 2.17** shows 1998 income tax rates and tax credit information. All of the west shore communities identified have a 1.5% income tax rate, with the exception of North Olmsted, which has a 2.0% tax rate. Fairview Park has a 75% tax credit up to 1.25% for residents who work and pay income taxes in other cities. All the other communities provide some sort of tax credit, as well. For instance, residents of Bay Village are allowed a 100% tax credit up to 1% and Lakewood offers a 50% credit up to 1%.

**Table 2.17, Income Tax Rates, 1998, Fairview Park and Nearby Communities**

	Tax Rate	Tax Credit	Credit Limit
<b>FAIRVIEW PARK</b>	<b>1.50%</b>	<b>75.00%</b>	<b>1.25%</b>
Bay Village	1.50%	100.00%	1.00%
Lakewood	1.50%	50.00%	1.00%
North Olmsted	2.00%	100.00%	2.00%
Rocky River	1.50%	100.00%	1.00%
Westlake	1.50%	100.00%	1.50%

Income tax collections in Fairview Park have grown steadily since 1990, as illustrated in **Figure 2.17 and Tables 2.18 and 2.19**.

The City of Fairview Park collected almost \$2.8 million in income taxes in 1990 which grew to approximately \$3.8 million in 1996—a 37.9% growth in the six-year period. This growth exceeds that of Lakewood (11.4%), Bay Village (27.0%), and Rocky River (31.0%). Despite this growth, Fairview Park’s total collection for 1996 of \$3.8 million is second-lowest to Bay Village’s \$3.3 million. The City of Lakewood, due to its larger working population, has consistently collected the most income taxes during this time, reaching \$13.3 million in 1996. The gap between Lakewood and Westlake is shrinking as reflected in the 112.9% increase in income tax collections for Westlake—from \$4.9 million in 1990 to \$10.4 million in 1996.

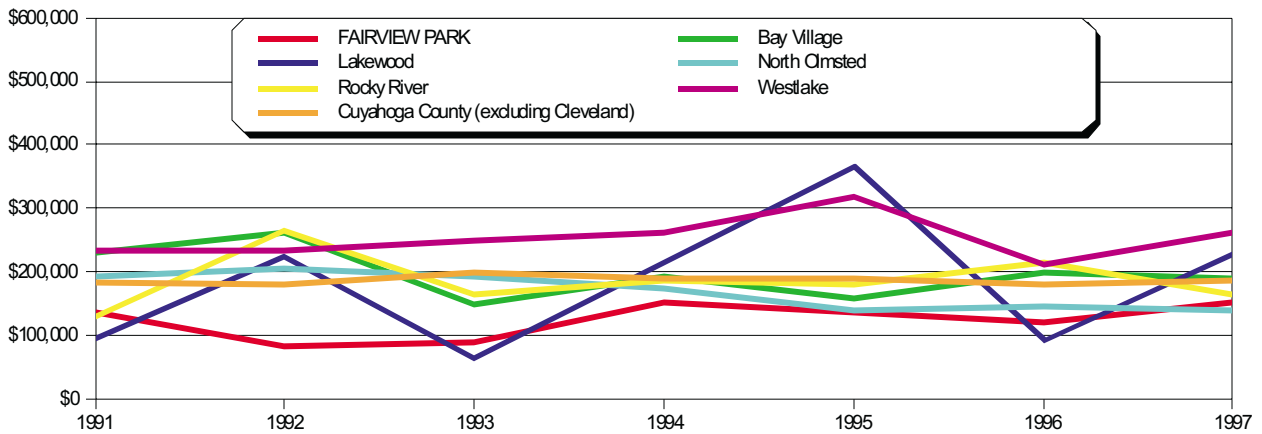
The estimated market value and the assessed valuation of all of the real estate in Fairview Park dating back to 1995 is identified in **Figure 2.18 and Table 2.20**. The assessed valuation is 35% of the market value. The overall valuations are broken down into the three types of real estate: Residen-

# City of Fairview Park Master Plan

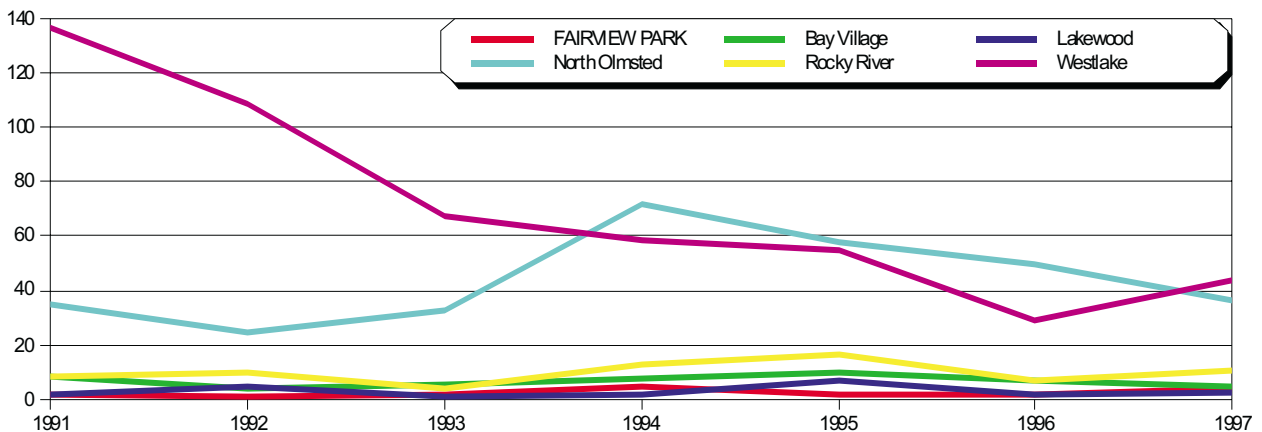
**Table 2.16, New Construction Sales and Median Price, Fairview Park and Nearby Communities**

	Median Price and Number of Sales						
	1991	1992	1993	1994	1995	1996	1997
<b>FAIRVIEW PARK</b>	<b>\$136,100</b>	<b>\$85,000</b>	<b>\$89,500</b>	<b>\$152,500</b>	<b>\$138,000</b>	<b>\$123,000</b>	<b>\$152,000</b>
	2	1	2	5	2	2	4
Bay Village	\$232,900	\$263,250	\$149,500	\$193,050	\$159,500	\$199,900	\$190,000
	9	4	6	8	10	7	5
Lakewood	\$97,000	\$225,000	\$66,500	\$215,000	\$368,000	\$92,500	\$230,000
	2	5	1	2	7	2	3
North Olmsted	\$195,000	\$206,800	\$192,800	\$176,850	\$141,900	\$146,900	\$141,900
	35	25	33	72	58	50	37
Rocky River	\$130,000	\$265,750	\$164,500	\$187,500	\$180,300	\$217,300	\$165,000
	9	10	4	13	17	7	11
Westlake	\$234,900	\$235,000	\$251,050	\$263,000	\$320,000	\$212,700	\$263,900
	137	109	68	59	55	29	44
Cuyahoga County (excluding Cleveland)	\$185,000	\$181,700	\$200,000	\$189,700	\$191,800	\$182,400	\$189,000
	1,285	1,375	1,046	1,293	1,094	685	526

**Figure 2.15, New Construction Median Price, 1991-1997, Fairview Park and Nearby Communities**



**Figure 2.16, New Construction Sales, 1991-1997, Fairview Park and Nearby Communities**



**SOURCE:** "Residential Sales Price Distribution, Cuyahoga County" Housing and Policy Research Program and Northern Ohio Data and Information Service, The Urban Center, Cleveland State University, Cleveland, Ohio. 1991 to July 1997- Source Data from Cuyahoga County Auditor's Deed Transfer File.

# City of Fairview Park Master Plan

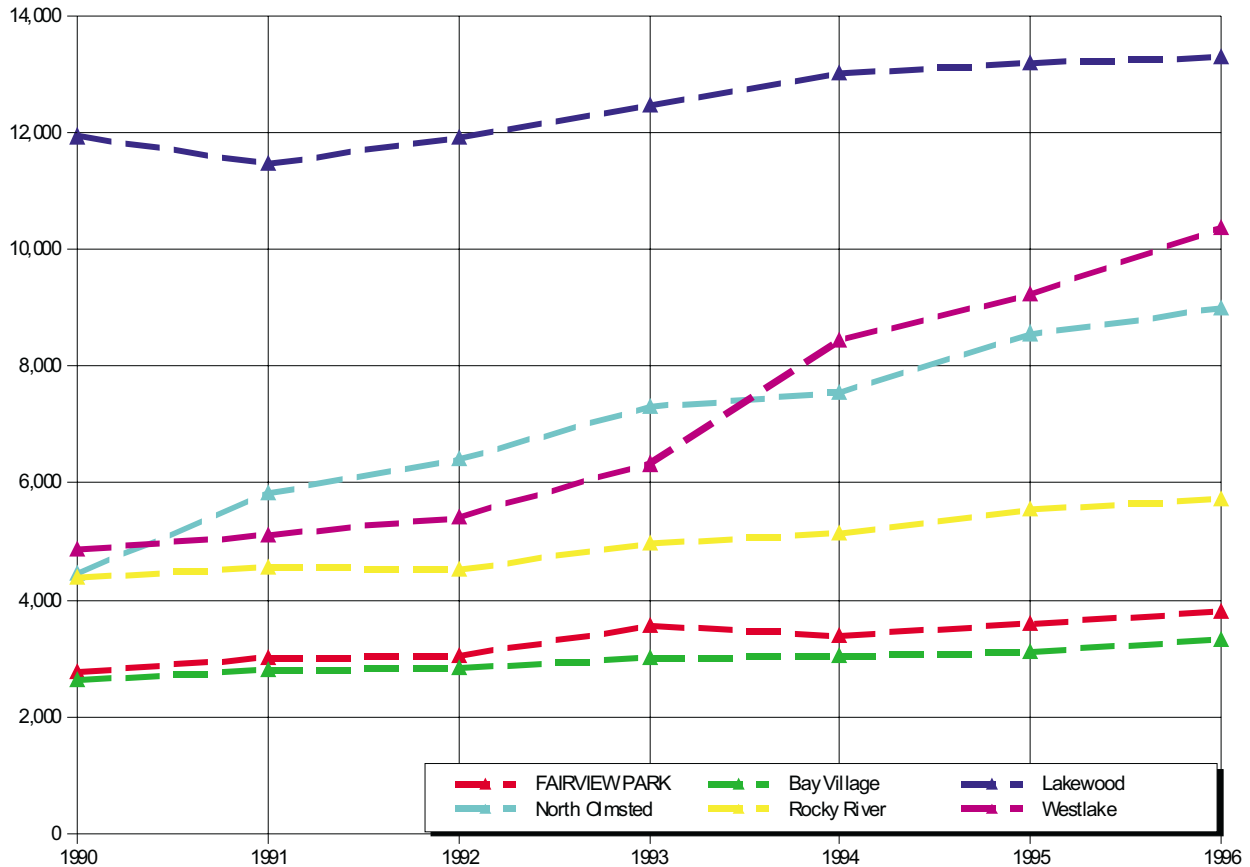
**Table 2.18, Income Tax Collection, 1990-1996, Fairview Park and Nearby Communities**

	City Income Tax Collection (\$000's)						
	1990	1991	1992	1993	1994	1995	1996
<b>FAIRVIEW PARK</b>	<b>2,774</b>	<b>3,033</b>	<b>3,050</b>	<b>3,587</b>	<b>3,417</b>	<b>3,608</b>	<b>3,824</b>
Bay Village	2,631	2,807	2,844	3,023	3,045	3,139	3,342
Lakewood	11,944	11,474	11,919	12,472	13,021	13,209	13,307
North Olmsted	4,461	5,849	6,417	7,335	7,571	8,574	9,020
Rocky River	4,387	4,588	4,552	4,989	5,161	5,555	5,747
Westlake	4,882	5,106	5,427	6,341	8,469	9,255	10,391

**Table 2.19, Income Tax Collection (% Change), 1990-1996, Fairview Park and Nearby Communities**

	Income Tax Collection - % Change						
	1990-91	1991-92	1992-93	1993-94	1994-95	1995-96	1990-1996
<b>FAIRVIEW PARK</b>	<b>9.3%</b>	<b>0.6%</b>	<b>17.6%</b>	<b>-4.7%</b>	<b>5.6%</b>	<b>6.0%</b>	<b>37.8%</b>
Bay Village	6.7%	1.3%	6.3%	0.7%	3.1%	6.5%	27.0%
Lakewood	-3.9%	3.9%	4.6%	4.4%	1.4%	0.7%	11.4%
North Olmsted	31.1%	9.7%	14.3%	3.2%	13.3%	5.2%	102.2%
Rocky River	4.6%	-0.8%	9.6%	3.4%	7.6%	3.5%	31.0%
Westlake	4.6%	6.3%	16.8%	33.6%	9.3%	12.3%	112.9%

**Figure 2.17, Income Tax Collection, 1990-1996, Fairview Park and Nearby Communities**



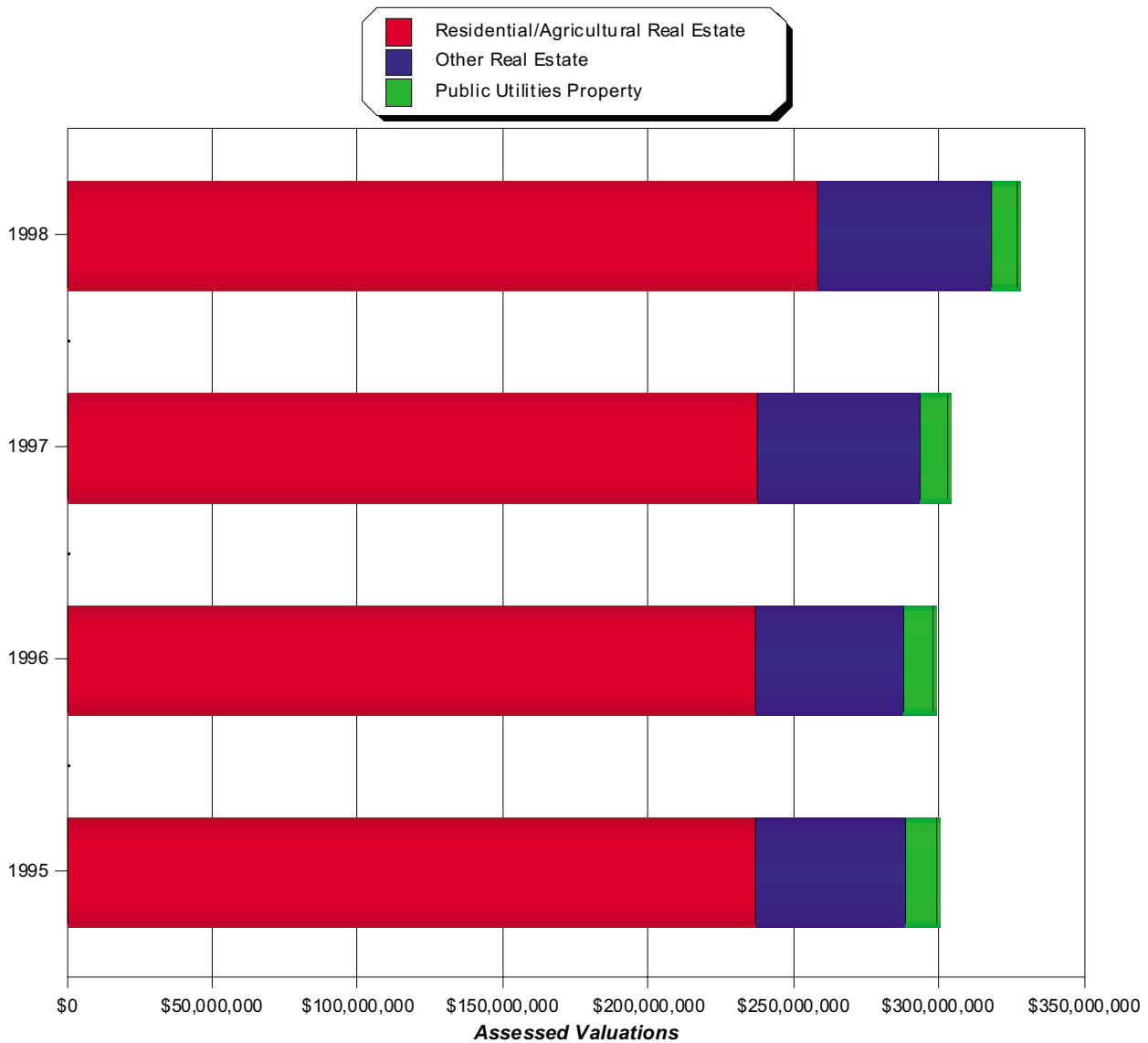
**SOURCE:** Tax Data Series - Municipal Income Taxes Table 2.LG-11, Ohio Department of Taxation, 1991-1997

# City of Fairview Park Master Plan

**Table 2.20, Real Estate Assessed Valuation and Estimated Market Value, Fairview Park**

Collection	Residential/Agricultural Real Estate		Other Real Estate		Public Utilities Property		Total	
	Assessed Value	Estimated Market Value	Assessed Value	Estimated Market Value	Assessed Value	Estimated Market Value	Assessed Value	Estimated Market Value
1995	\$237,008,640	\$677,167,543	\$51,869,440	\$148,198,400	\$10,242,190	\$29,263,400	\$299,120,270	\$854,629,343
1996	\$236,892,630	\$676,836,086	\$51,368,190	\$146,766,257	\$9,793,290	\$27,980,829	\$298,054,110	\$851,583,171
1997	\$237,578,890	\$678,796,829	\$56,111,250	\$160,318,629	\$9,588,730	\$27,396,371	\$303,279,140	\$866,511,829
1998	\$258,462,430	\$738,464,086	\$59,443,400	\$169,838,286	\$9,385,270	\$26,815,057	\$327,291,100	\$935,117,429
% in 1998	79.0%		18.2%		2.9%		100.0%	

**Figure 2.18, Real Estate Assessed Valuation and Estimated Market Value, Fairview Park**



**SOURCE:** Cuyahoga County Auditor's Office

## *City of Fairview Park Master Plan*

tial/Agricultural, Other (i.e., Commercial/Industrial), and Public Utilities. The vast majority (79.0%) of the real estate in Fairview Park is dedicated to residential uses. Commercial and industrial uses comprise the second largest portion (18.2%) of all the real estate, while public utility property comprises the least amount (2.9%).

The total value increased 9.4% from 1995 to 1998, with the largest increase occurring between 1997 and 1998 (7.9%) This resulted from the County Auditor's reappraisal of all of the county's parcels in June of 1997 resulting in an appreciation in the value of all of the county's real estate.

Real estate taxes are applied to the assessed value of a property to determine annual property taxes. **Table 2.21** and **Figures 2.19 and 2.20** identifies these tax rates which have been converted to the percentage of the market value in order to make comparisons among communities.

**Table 2.22** compares annual property taxes that a homeowner living in any one of the west shore communities would pay for a home valued at \$150,000. These property taxes due are then compared to those of a Fairview Park homeowner. In most instances, the difference is minimal. A homeowner living in Lakewood would be paying \$180 more annually for a house of this value than a homeowner of a comparable home in Fairview Park. Homeowners in Olmsted Township, Olmsted Falls and North Olmsted would be saving from only \$135 to \$255 annually in property taxes. The greatest difference in property taxes due would be for homeowners in Rocky River and Westlake, where the difference ranges from \$585 to \$720 annually.

**Table 2.22, Annual Property Taxes on a \$150,000 Home, 1998, Westshore Area**

	Taxes	Difference from Fairview Park
Bay Village	\$3,165	-
<b>FAIRVIEW PARK*</b>	<b>\$3,165</b>	<b>-</b>
Lakewood	\$3,345	\$180
North Olmsted	\$2,910	-\$255
Rocky River	\$2,580	-\$585
Westlake	\$2,445	-\$720
Olmsted Falls	\$2,925	-\$240
Olmsted Township	\$3,030	-\$135

\*For Fairview Park School District. Portions of Fairview Park are in other school districts.

**SOURCE:** Cuyahoga County Auditor's Office

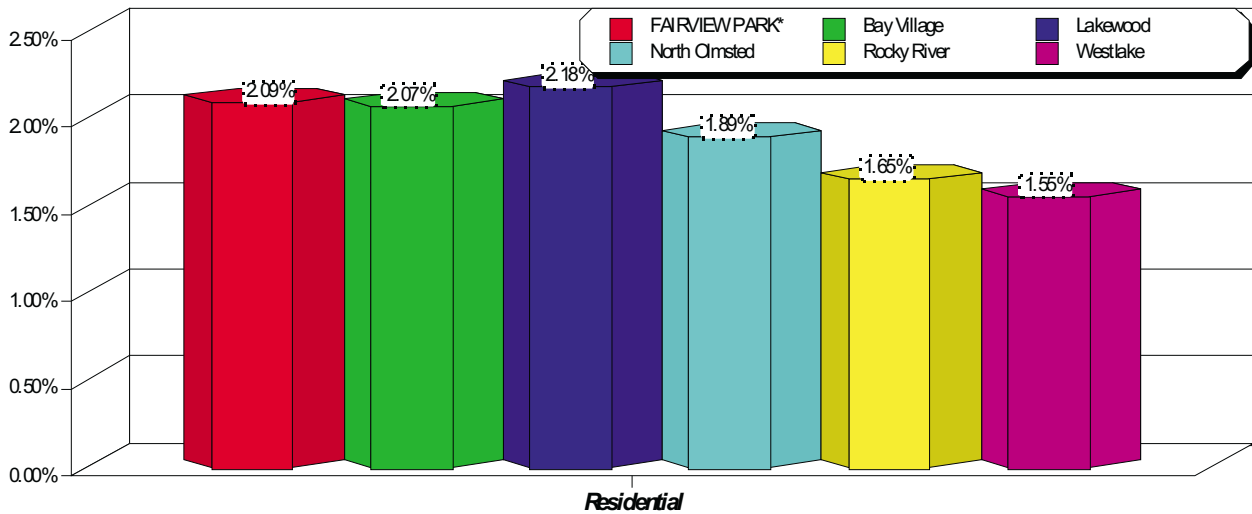
As shown in the table, Lakewood is the only community to have a higher residential tax rate (2.18% of market value) than Fairview Park (2.09% of market value). Bay Village is not far behind with 2.07%. North Olmsted, Rocky River, and Westlake have rates below 2% (1.89%, 1.65%, and 1.55%, respectively). In terms of rates applied to commercial and industrial property, Fairview's rate as a percent of market value is the third highest at 2.44%, below that of Bay Village (2.46%) and Lakewood (2.75%). North Olmsted and Rocky River have the same rate of 2.15% while Westlake's is the lowest at 1.85%.

# City of Fairview Park Master Plan

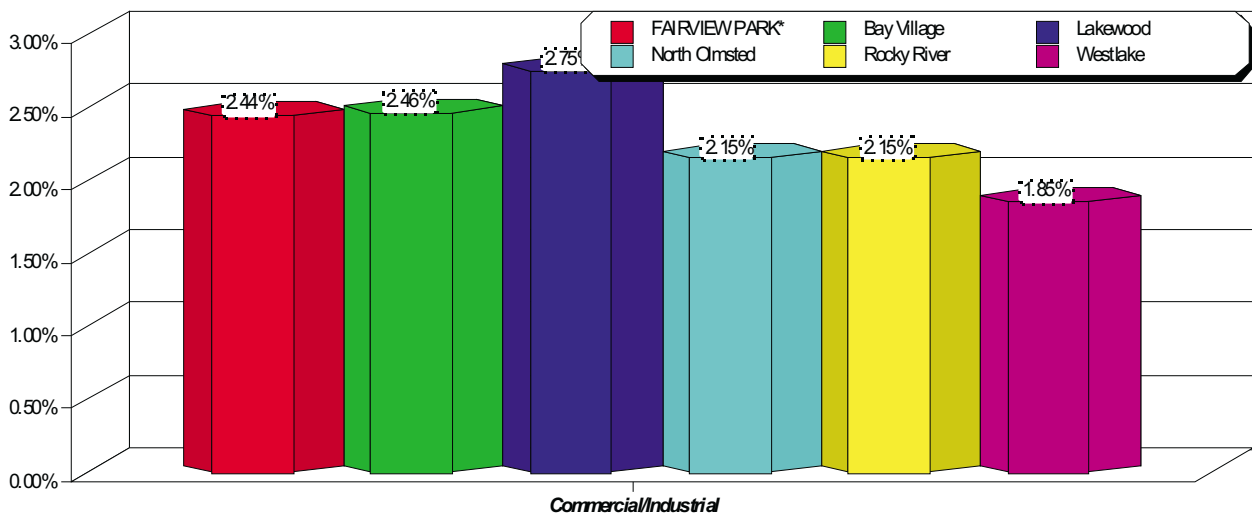
**Table 2.21, Real Estate Tax Rates, Tax Year 1997 (Collected in 1998), Fairview Park and Nearby Communities**

	Tax Rates as Percent of Market Value	
	Residential	Commercial/Industrial
<b>FAIRVIEW PARK*</b>	<b>2.09%</b>	<b>2.44%</b>
Bay Village	2.07%	2.46%
Lakewood	2.18%	2.75%
North Olmsted	1.89%	2.15%
Rocky River	1.65%	2.15%
Westlake	1.55%	1.85%

**Figure 2.19, Residential Real Estate Tax Rates, Tax Year 1997 (Collected in 1998), Fairview Park and Nearby Communities**



**Figure 2.20, Commercial/Industrial Real Estate Tax Rates, Tax Year 1997 (Collected in 1998), Fairview Park and Nearby Communities**



\*For Fairview Park School District. Portions of Fairview Park are in other school districts.

**SOURCE:** Cuyahoga County Auditor's Office

## City of Fairview Park Master Plan

The majority of the property taxes are distributed to the school district, as shown in *Figures 2.21 and 2.22, and Table 2.23*.

**Table 2.23, Real Estate Taxes - Distribution Rates, Tax Year 1997\*, Fairview Park and Nearby Communities**

Residential Property	Distribution as Percent of Tax Dollars Collected			
	Village/City	Schools	County	Library/Metroparks
<b>FAIRVIEW PARK*</b>	<b>17.2%</b>	<b>64.9%</b>	<b>14.1%</b>	<b>3.8%</b>
Bay Village	22.4%	59.5%	14.3%	3.8%
Lakewood	24.3%	57.6%	13.6%	4.5%
North Olmsted	20.6%	59.5%	15.7%	4.2%
Rocky River	18.3%	56.3%	17.9%	7.5%
Westlake	20.1%	54.8%	19.0%	6.1%
Commercial/Industrial Property	Village/City	Schools	County	Library/Metroparks
<b>FAIRVIEW PARK*</b>	<b>15.2%</b>	<b>66.1%</b>	<b>15.1%</b>	<b>3.6%</b>
Bay Village	19.3%	62.1%	15.0%	3.6%
Lakewood	19.8%	62.8%	13.4%	3.9%
North Olmsted	18.6%	60.2%	17.1%	4.1%
Rocky River	14.5%	61.6%	17.1%	6.8%
Westlake	17.3%	57.2%	19.9%	5.6%

\*Tax Year 1977 taxes will be collected in 1998  
For Fairview Park School District. Portions of Fairview Park are in other school districts.

**SOURCE:** Cuyahoga County Auditor's Office

As the table shows, almost two-thirds of both the residential and commercial property taxes (64.9% and 66.1%, respectively) are distributed to the schools. The City of Fairview Park receives the next greatest amount—17.2% from residential and 15.2% from commercial property taxes. Cuyahoga County receives the next largest portion, comparable to the City, with 14.1% from residential and 15.1% from commercial properties. The final recipients of property taxes are the library and Metroparks, who, combined, receive 3.8% of residential property taxes and 3.6% of commercial property taxes.

Fairview Park's real estate tax collections and distributions over the past three years are compared to west shore communities and the county in *Figures 2.23 and 2.24, and Table 2.24*.

Despite Fairview Park's relatively high property tax rates (illustrated in *Table 2.19*), the total collections for the city have consistently remained the lowest during this time period. Lakewood's collections have prevailed as the highest, peaking in 1996 at almost \$57.6 million and declining to \$51.2 million in 1997. Fairview Park's collections grew from nearly \$18.8 million in 1995 to just less than \$22.1 in 1997, which translates into a 17.6% growth. Although the collections are lowest, this percentage increase in collections is the greatest of all the west shore communities and Cuyahoga County. Westlake's percentage growth was not far behind, though, at 17.0%. Rocky River saw the lowest increase in collections, with a 4.6% growth and the county's collections increased 12.2% in this time period.

# City of Fairview Park Master Plan

Figure 2.21, Residential Real Estate Taxes - Distribution Rates, Tax Year 1997\*, Fairview Park and Nearby Communities

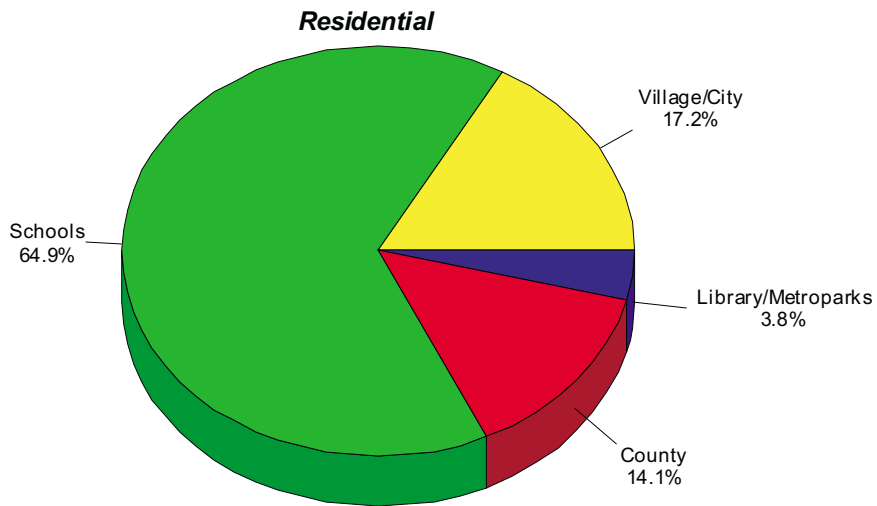
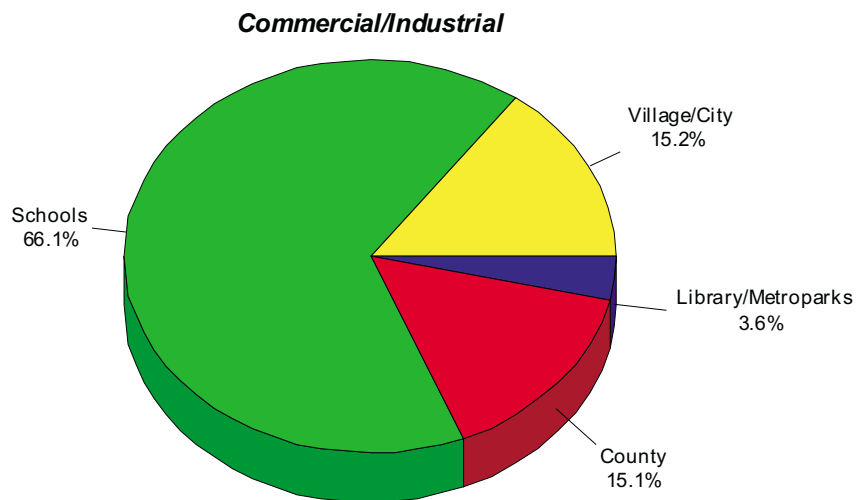


Figure 2.22, Commercial/Industrial Real Estate Taxes - Distribution Rates, Tax Year 1997\*, Fairview Park and Nearby Communities



\*Tax Year 1977 taxes will be collected in 1998 For Fairview Park School District. Portions of Fairview Park are in other school districts.

**SOURCE:** Cuyahoga County Auditor's Office



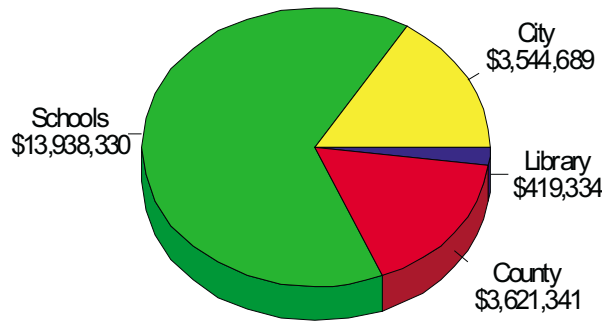
# City of Fairview Park Master Plan

**Table 2.24, Real Estate Tax Collections and Distributions, Fairview Park and Nearby Communities**

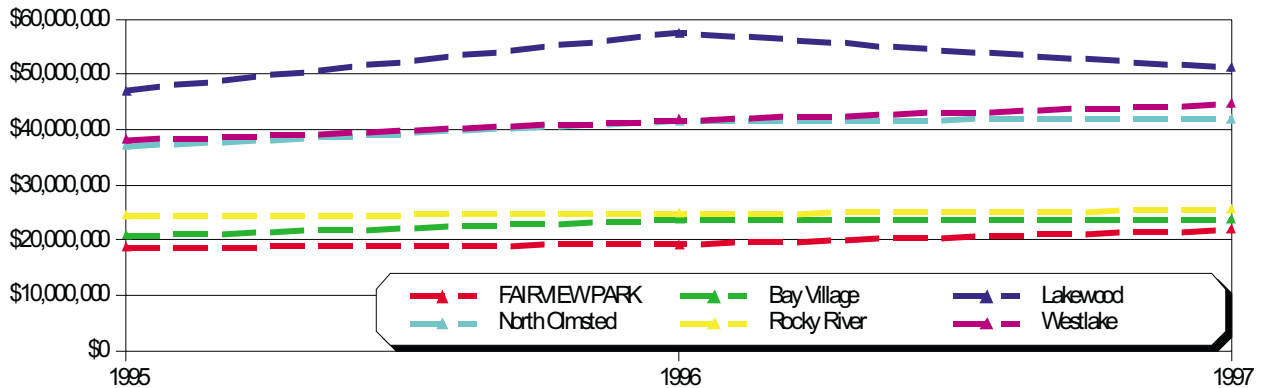
	Distribution	Collection Year*		
		1995	1996	1997
<b>FAIRVIEW PARK</b>	<b>Total</b>	<b>\$18,770,302</b>	<b>\$19,394,028</b>	<b>\$22,081,027</b>
	<b>City</b>	<b>\$3,164,669</b>	<b>\$3,014,540</b>	<b>\$3,544,689</b>
	<b>Schools</b>	<b>\$11,417,689</b>	<b>\$13,910,953</b>	<b>\$13,938,328</b>
	<b>County</b>	<b>\$3,210,498</b>	<b>\$3,622,110</b>	<b>\$3,621,341</b>
	<b>Library</b>	<b>\$399,386</b>	<b>\$418,937</b>	<b>\$419,334</b>
Bay Village	Total	\$21,011,633	\$23,863,169	\$23,897,358
	City	\$4,991,210	\$4,983,633	\$4,989,061
Lakewood	Total	\$47,210,433	\$57,554,399	\$51,234,028
	City	\$11,022,758	\$11,157,257	\$11,084,771
North Olmsted	Total	\$37,178,369	\$41,806,965	\$42,122,890
	City	\$7,569,703	\$7,788,157	\$7,897,031
Rocky River	Total	\$24,506,091	\$24,922,308	\$25,625,422
	City	\$4,556,478	\$4,585,539	\$4,520,271
Westlake	Total	\$38,291,836	\$41,860,726	\$44,807,728
	City	\$8,171,494	\$8,370,762	\$8,545,502
Cuyahoga County	Total	\$1,168,003,286	\$1,232,747,498	\$1,310,671,302
	Municipalities	\$193,189,242	\$195,454,410	\$198,140,620

**Figure 2.23, Real Estate Tax Collections and Distributions, Fairview Park**

**Total Distributions for Fairview Park: \$22,081,027**



**Figure 2.24, Real Estate Tax Collections and Distributions, Fairview Park and Nearby Communities**



\*Collection Year is one year later than Tax Year. Example: taxes collected in 1997 are for Tax Year 1996. Figures are gross distributions; Cuyahoga County assesses fees for services which are taken out of these figures.

## *City of Fairview Park Master Plan*

Personal property tax is collected from communities by the State of Ohio. Also referred to as an “inventory tax”, it is applied to every tangible thing which is owned by a business, with the exception of real property (eg., machinery/equipment, furniture/fixtures, tools, supplies, inventory). The rate for this tax is the same as the real property tax rate. *Figure 2.25 and Table 2.25* identify personal property tax rates per \$100 valuation.

Fairview Park’s and Lakewood’s personal property tax rates are coupled as the highest in the west shore area. Bay Village, probably the community with the least amount of “personal property” due to a relatively minimal supply of businesses housing large inventories and/or equipment, has a rate of 12.42 per \$100 valuation, and is not far behind. The community with the lowest personal property tax rate is Westlake (8.98 per \$100 valuation).

The rates in the above table are applied to personal property assessed valuations. These assessed valuations from 1995 to 1997 for Fairview Park are illustrated in *Table 2.26 and Figure 2.26*.

The personal property assessed valuation has grown very slightly from 1995 to 1997—from \$11.3 million in 1995 to \$11.8 million in 1997. Translating these figures to estimated market values reveals a growth from \$32.4 million in 1995 to \$33.8 million in 1997.

Personal property taxes collected from 1995 to 1997 from Fairview Park, the west shore communities, as well as the county are shown in *Table 2.27 and Figure 2.27*.

As might be expected, Bay Village had the lowest personal property tax collections in 1997 at \$266,832. Fairview Park had the second lowest with \$1.2 million collected. The most taxes of this kind were collected in Westlake (\$6.1 million). In terms of growth over this time period, Westlake experienced the most, with a 21.5% increase. Fairview again was second lowest in this category with a 10.8% growth, while Bay Village experienced a 13.2% decline in personal property tax collections.

### **EDUCATIONAL CHARACTERISTICS**

Enrollment in the Fairview Park School District has been on a steady rise since 1993. *Figure 2.28 and Table 2.28* illustrate enrollment totals for Fairview Park and the west shore communities.

Fairview Park schools, while they have the lowest total enrollment (2,060) compared to the other west shore communities, have experienced the greatest growth in the five years between 1993 and 1997 (12.3%). As a matter of fact, all but two school districts have experienced overall decline in enrollment in this same time. The other school district experiencing growth in enrollment was Rocky River (10.4%). Lakewood, the school district with the most enrollment in 1997 (7,591), was also the district with the greatest decline in enrollment over this five-year period (8.7%).

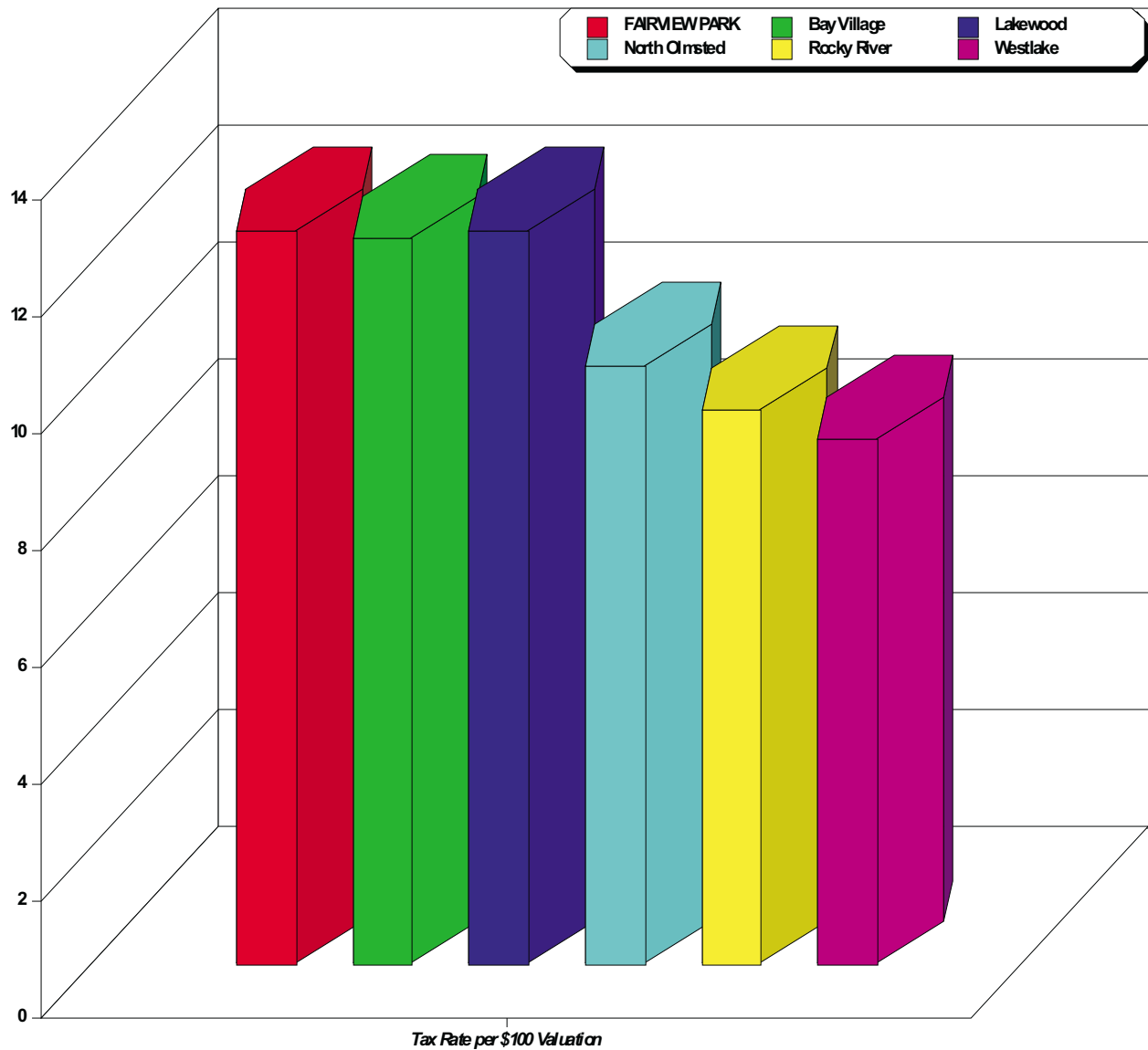
Expenditures per pupil, identified in *Table 2.29 and Figure 2.29*, increased between 1993 and 1997 for all of the communities identified, regardless of changes in enrollment. Fairview Park allotted \$6,768 per pupil in 1997, which was the third highest expenditure of the group. Rocky River allo-

# City of Fairview Park Master Plan

**Table 2.25, Personal Property Tax Rates, 1998, Fairview Park and Nearby Communities**

	Tax Rate per \$100 Valuation
<b>FAIRVIEW PARK</b>	<b>12.53</b>
Bay Village	12.42
Lakewood	12.53
North Olmsted	10.22
Rocky River	9.47
Westlake	8.98

**Figure 2.25, Personal Property Tax Rates, 1998, Fairview Park and Nearby Communities**



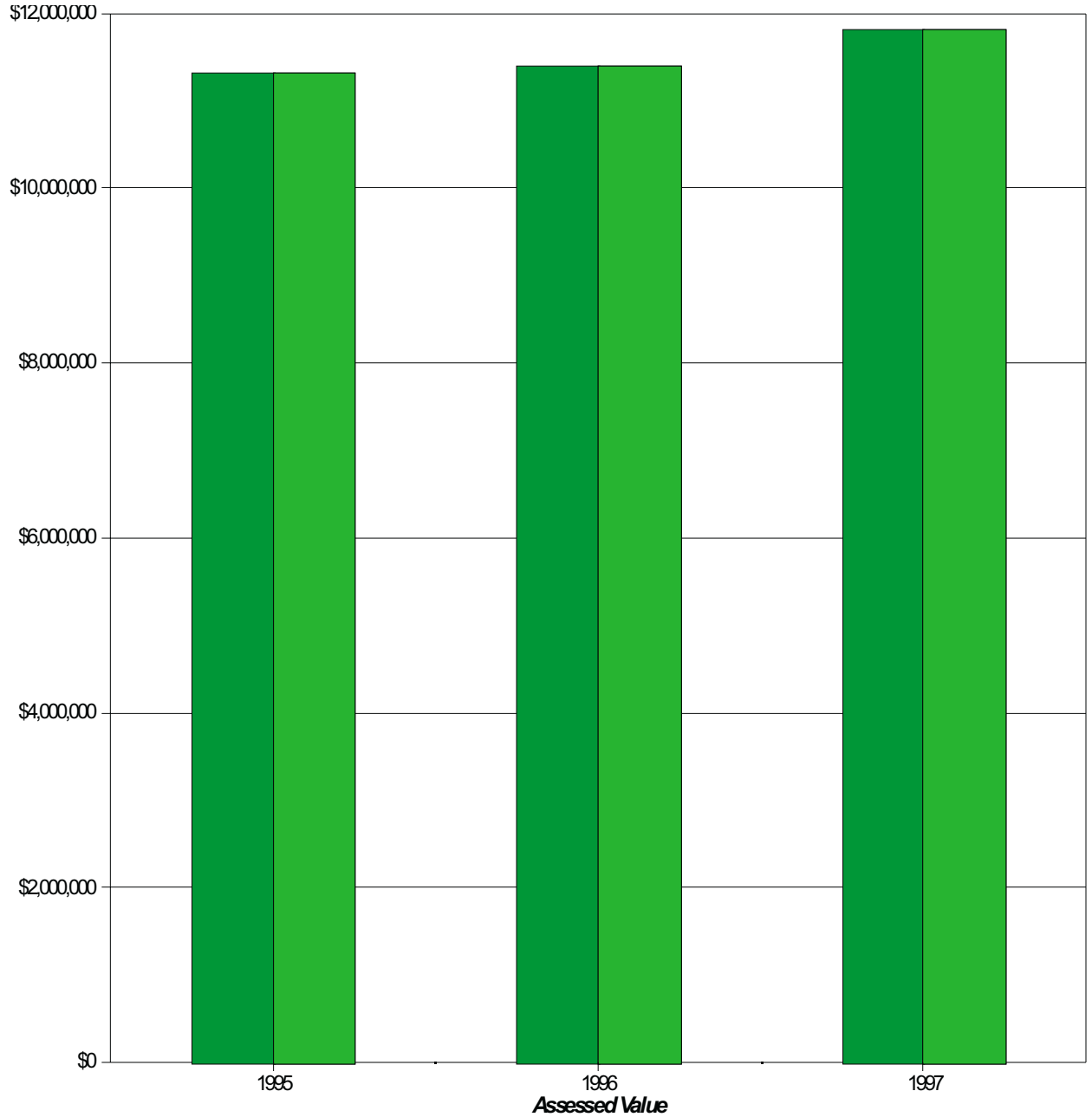
**SOURCE:** Cuyahoga County Auditor's Office

# City of Fairview Park Master Plan

**Table 2.26, Personal Property Assessed Valuations, Fairview Park**

Collection Year	Assessed Value	Estimated Market Value
1995	\$11,327,056	\$32,363,017
1996	\$11,394,515	\$32,555,757
1997	\$11,819,544	\$33,770,126

**Figure 2.26, Personal Property Assessed Valuations, Fairview Park**



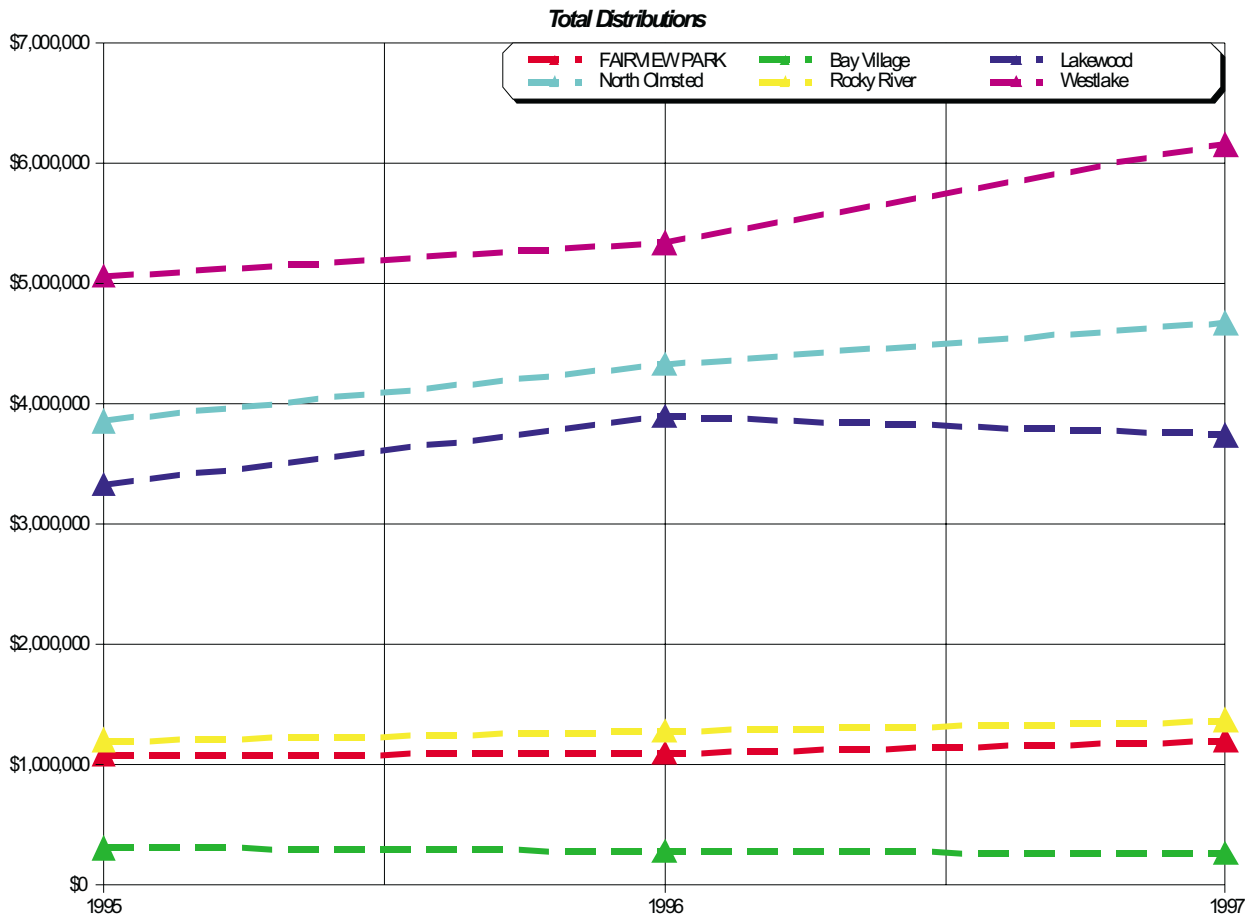
**SOURCE:** Cuyahoga County Auditor's Office

# City of Fairview Park Master Plan

**Table 2.27, Personal Property Tax Collections and Distributions, Fairview Park and Nearby Communities**

	Distribution	Collection Year			Municipality Share of Distribution, 1997
		1995	1996	1997	
<b>FAIRVIEW PARK</b>	<b>Total</b>	<b>\$1,087,577</b>	<b>\$1,096,897</b>	<b>\$1,205,214</b>	<b>11.7%</b>
	<b>City</b>	<b>\$144,107</b>	<b>\$120,201</b>	<b>\$140,929</b>	
Bay Village	Total	\$307,329	\$281,431	\$266,832	12.2%
	City	\$40,647	\$34,450	\$32,603	
Lakewood	Total	\$3,329,643	\$3,900,706	\$3,738,481	13.8%
	City	\$474,870	\$538,763	\$515,344	
North Olmsted	Total	\$3,856,222	\$4,329,601	\$4,672,906	12.5%
	City	\$504,734	\$542,039	\$584,657	
Rocky River	Total	\$1,202,760	\$1,280,862	\$1,372,854	10.9%
	City	\$133,246	\$142,887	\$149,334	
Westlake	Total	\$5,067,921	\$5,338,163	\$6,158,729	12.0%
	City	\$650,776	\$661,777	\$739,984	
Cuyahoga County	Total	\$218,894,662	\$230,107,520	\$247,952,558	11.1%
	Municipalities	\$25,504,317	\$26,875,620	\$27,531,084	

**Figure 2.27, Personal Property Tax Collections and Distributions, Fairview Park and Nearby Communities**



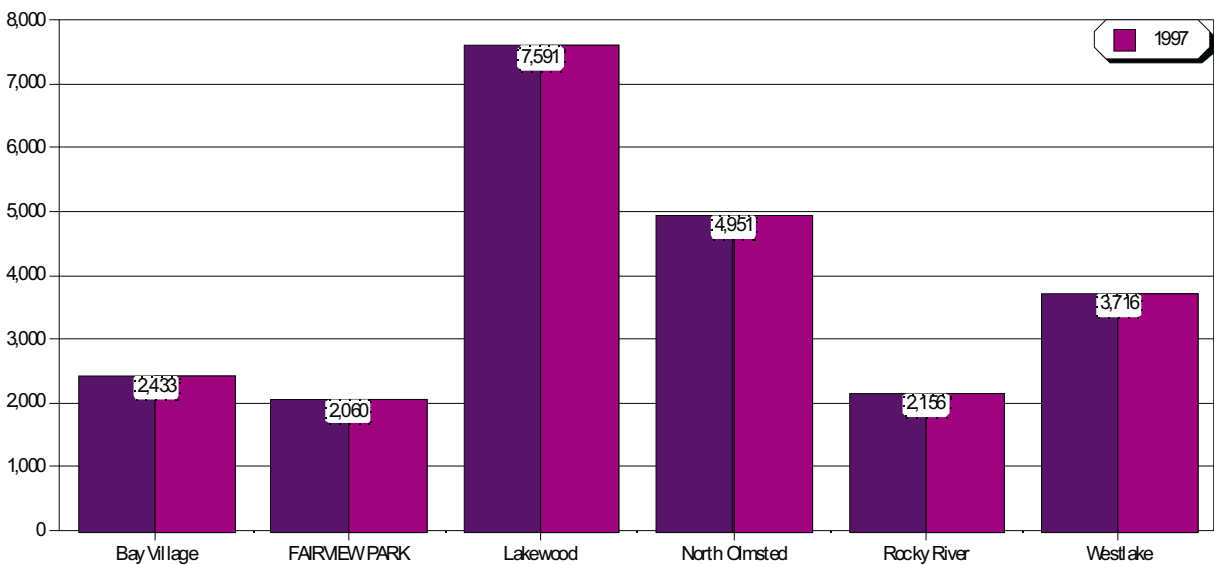
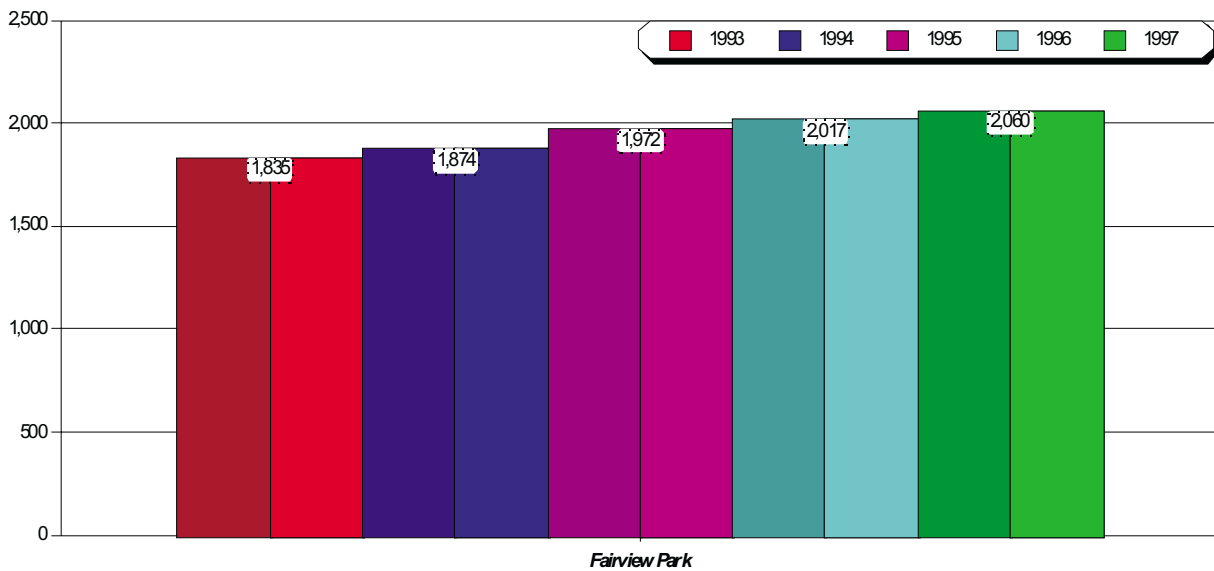
**SOURCE:** Budget Commission, Cuyahoga County Auditor's Office

# City of Fairview Park Master Plan

**Table 2.28, Public School Enrollment, 1993-1997, Fairview Park and Nearby Communities**

	Enrollment					
	Bay Village	FAIRVIEW PARK	Lakewood	North Olmsted	Rocky River	Westlake
1993	2,453	1,835	8,317	5,044	1,953	3,743
1994	2,452	1,874	8,224	5,027	1,989	3,751
1995	2,427	1,972	8,130	5,029	2,021	3,784
1996	2,432	2,017	7,805	5,056	2,106	4,064
1997	2,433	2,060	7,591	4,951	2,156	3,716

**Figure 2.28, Public School Enrollment, 1993-1997, Fairview Park and Nearby Communities**



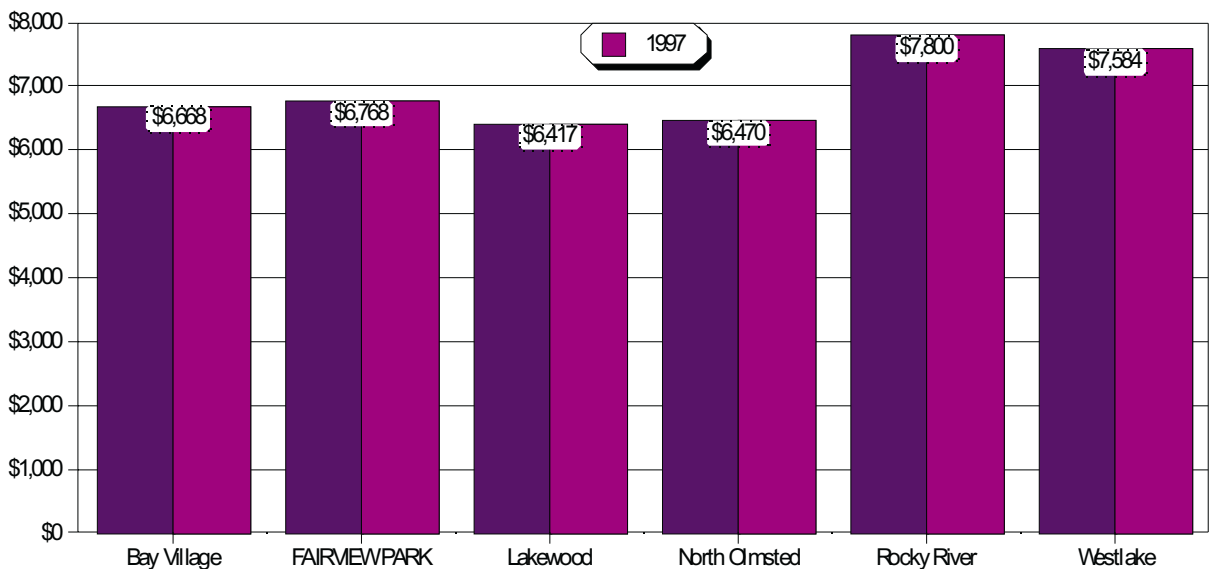
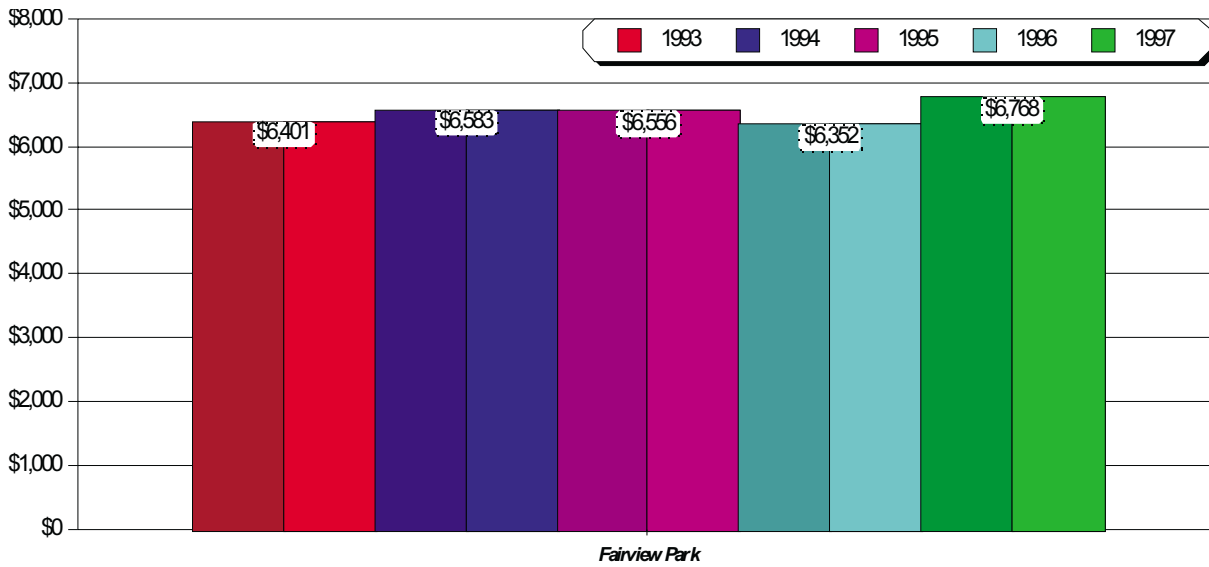
**SOURCE:** Ohio Department of Education

# City of Fairview Park Master Plan

**Table 2.29, Public School Expenditure per Pupil, 1993-1997, Fairview Park and Nearby School Districts**

	Expenditure per Pupil					
	Bay Village	FAIRVIEW PARK	Lakewood	North Olmsted	Rocky River	Westlake
1993	\$6,353	<b>\$6,401</b>	\$5,683	\$5,586	\$7,020	\$6,217
1994	\$6,643	<b>\$6,583</b>	\$5,992	\$5,760	\$7,254	\$6,479
1995	\$6,566	<b>\$6,556</b>	\$5,684	\$6,364	\$7,364	\$6,844
1996	\$6,357	<b>\$6,352</b>	\$6,151	\$6,166	\$7,748	\$6,578
1997	\$6,668	<b>\$6,768</b>	\$6,417	\$6,470	\$7,800	\$7,584

**Figure 2.29, Public School Expenditure Per Pupil, 1993-1997, Fairview Park and Nearby School Districts**



**SOURCE:** Ohio Department of Education

## City of Fairview Park Master Plan

cated \$7,800 per pupil, which was the highest, while the same figure for Lakewood was \$6,417 in 1997 and was the lowest.

Despite the higher property tax rates paid by Fairview Park residents, the revenue per pupil received by the school district is the lowest of the west shore communities (\$6,842) as shown in **Figure 2.30 and Table 2.30**. The school district receiving the most revenue per pupil was Westlake (\$7,951). While Rocky River received the second greatest revenue per pupil in 1997 (\$7,877), this amount was 6.2% less than that received in 1993 (\$8,398). The community with the greatest appreciation in this revenue during this time period was North Olmsted (32.7%). The revenue stream increased by 10.9% in Fairview Park, the smallest *increase*, apart from Rocky River's decrease in revenue.

It is important to note the fact that the school district portion of the property taxes generated along Center Ridge Road in Fairview Park are allotted to the Rocky River School District per an arrangement between the two cities decades ago as a result of Fairview Park students living in that vicinity who attend Rocky River schools. As a result of this agreement, the Fairview Parks schools lost 10% of all property taxes generated for the school district to the Rocky River schools.

Effective mills for the west shore school districts are outlined in **Figure 2.31 and Table 2.31**. The millage paid by residents of Fairview Park is the highest of all these districts (44.07). That paid by residents of Rocky River is the lowest of this group (22.97), and is down 17.0% from the millage from 1993. Fairview Park's millage, on the other hand, is up 8.5% from 1993. The increase in millage paid by Bay Village residents was the highest at 8.8%.

Although the millage is greatest in Fairview Park, it does not necessarily follow that the taxes generated will be the highest (as shown in **Tables 2.21 and 2.24**). Mills are multiplied by 1/1,000 of the assessed value of real property. Therefore, if the assessed value of a community's land is lower than the adjoining communities, fewer taxes will be generated. For example, Fairview Park's millage is higher than that of Rocky River, yet Rocky River generates more property tax revenue. The reason for this is partly due to the fact that the median home value in Rocky River (**Table 2.12**) is higher than that for Fairview Park (more than \$33,000 higher in 1990), allowing more dollars to be generated per mill by a more expensive home. The difference between these two cities' tax revenue is also due to the fact that there are more than 1,800 additional housing units in Rocky River than in Fairview Park (**Table 2.9**).

**Table 2.32 and Figure 2.32** identify the student-to-teacher ratios from 1993 to 1997.

While the enrollment in the Fairview Park School District has risen 12.3% since 1993 (**Table 2.28**), the student-teacher ratios have increased at a greater rate—19.6% over the same period, from 16.3 in 1993 to 19.5 students per teacher in 1997. This is the largest increase in any of the west shore school districts. It should be noted, however, that the 1993 ratio for Fairview Park was the lowest by far among all districts listed. Lakewood School District student-teacher ratios have had the second greatest increase in this same time period, however, it is an increase of less than half of Fairview Park's (7.3%). The school district experiencing the least change in this ratio is Bay Village, with a .5% increase, which is not too far removed from changes in enrollment, which dropped .8% over the same time period.

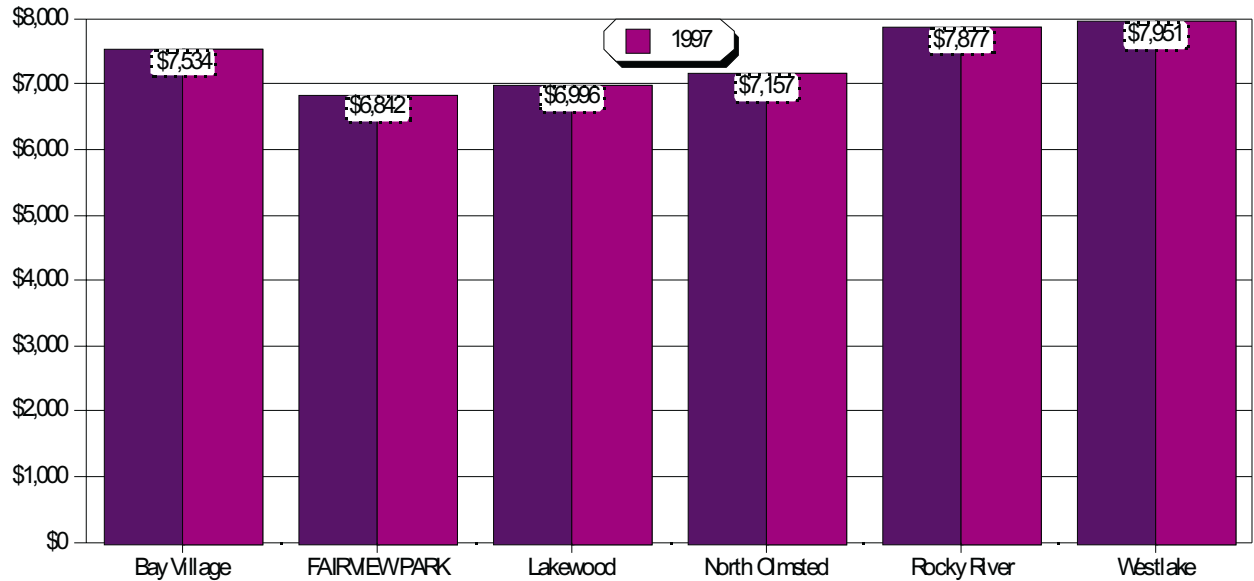
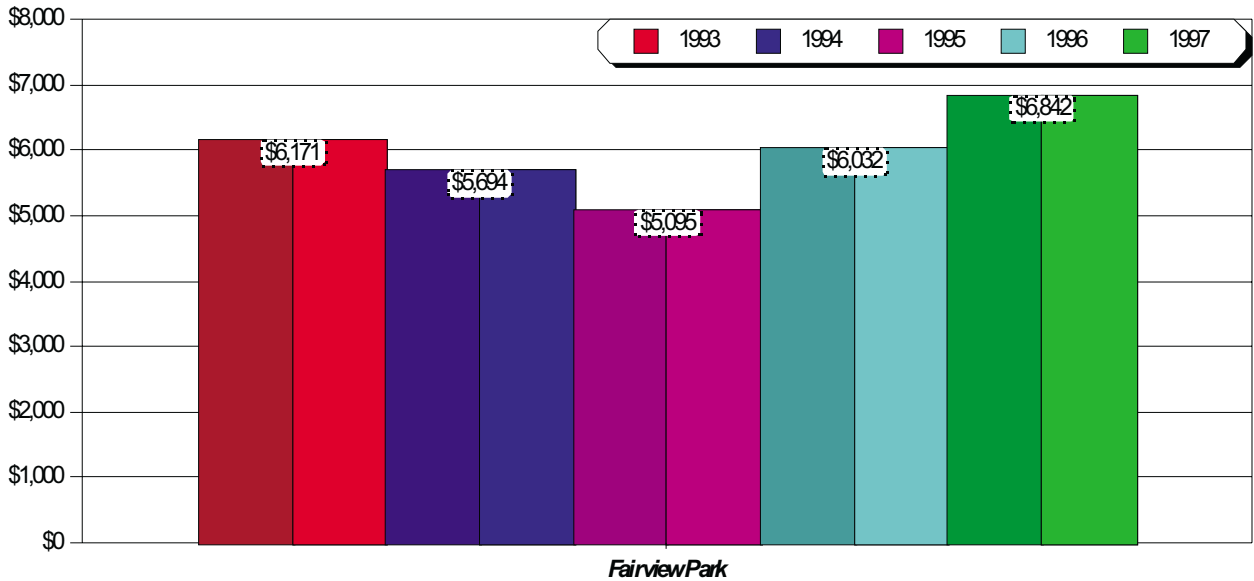


# City of Fairview Park Master Plan

**Table 2.30, Public School Revenue Per Pupil, 1993-1997, Fairview Park and Nearby School Districts**

	Revenue per Pupil					
	Bay Village	FAIRVIEW PARK	Lakewood	North Olmsted	Rocky River	Westlake
1993	\$6,326	<b>\$6,171</b>	\$6,122	\$5,395	\$8,398	\$6,426
1994	\$6,267	<b>\$5,694</b>	\$5,721	\$5,766	\$7,641	\$6,300
1995	\$6,380	<b>\$5,095</b>	\$5,893	\$6,132	\$7,716	\$6,764
1996	\$6,975	<b>\$6,032</b>	\$6,478	\$6,307	\$7,642	\$6,790
1997	\$7,534	<b>\$6,842</b>	\$6,996	\$7,157	\$7,877	\$7,951

**Figure 2.30, Public School Revenue Per Pupil, 1993-1997, Fairview Park and Nearby School Districts**



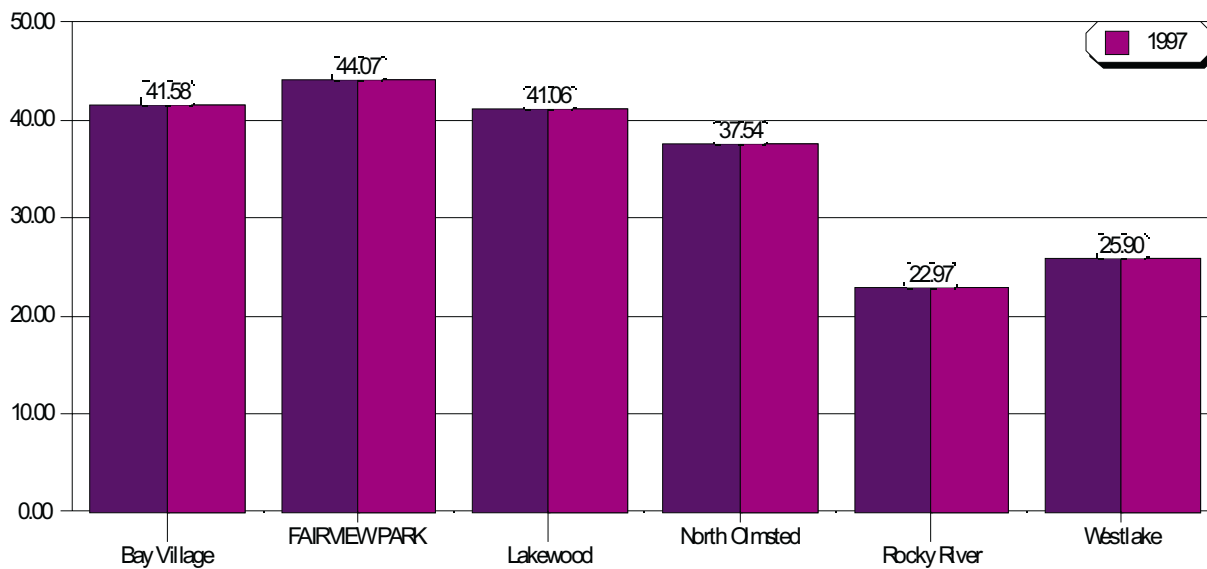
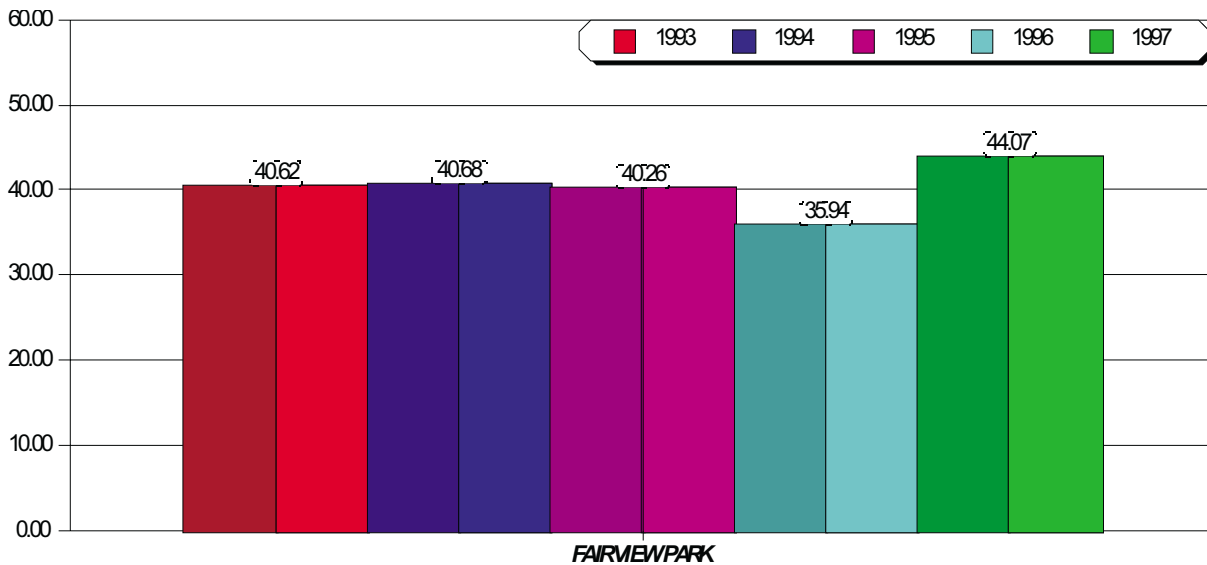
**SOURCE:** Ohio Department of Education

# City of Fairview Park Master Plan

**Table 2.31, Effective Mills, 1993-1997, Fairview Park and Nearby School Districts**

	Effective Mills					
	Bay Village	FAIRVIEW PARK	Lakewood	North Olmsted	Rocky River	Westlake
1993	38.20	40.62	43.34	37.75	27.68	27.25
1994	38.38	40.68	43.38	37.72	27.61	27.07
1995	37.99	40.26	40.74	35.22	25.44	24.70
1996	33.72	35.94	35.36	31.62	22.93	23.17
1997	41.58	44.07	41.06	37.54	22.97	25.90

**Figure 2.31, Effective Mills, 1993-1997, Fairview Park and Nearby School Districts**



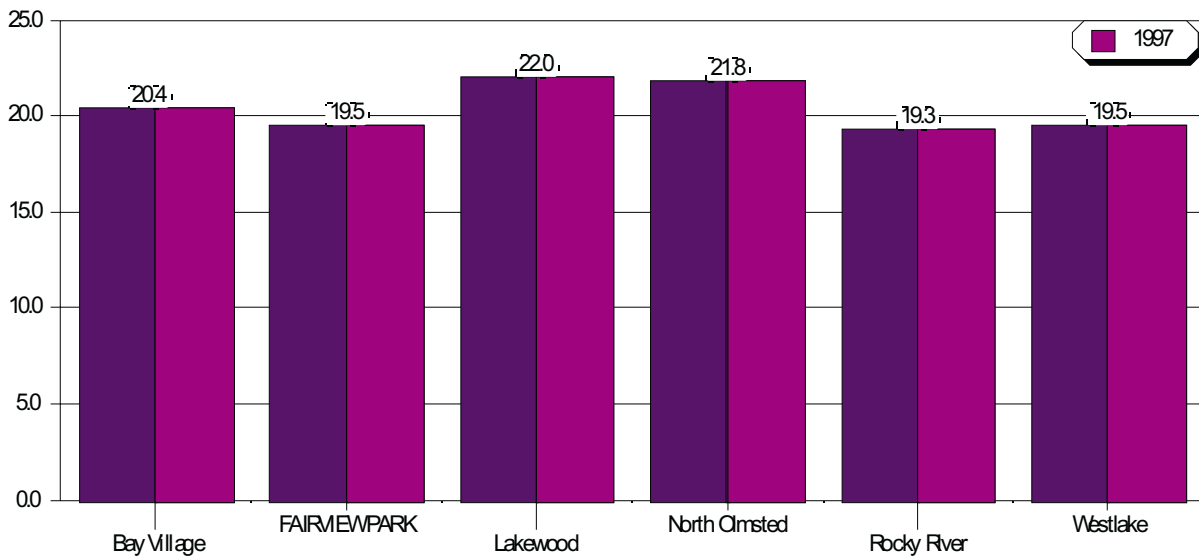
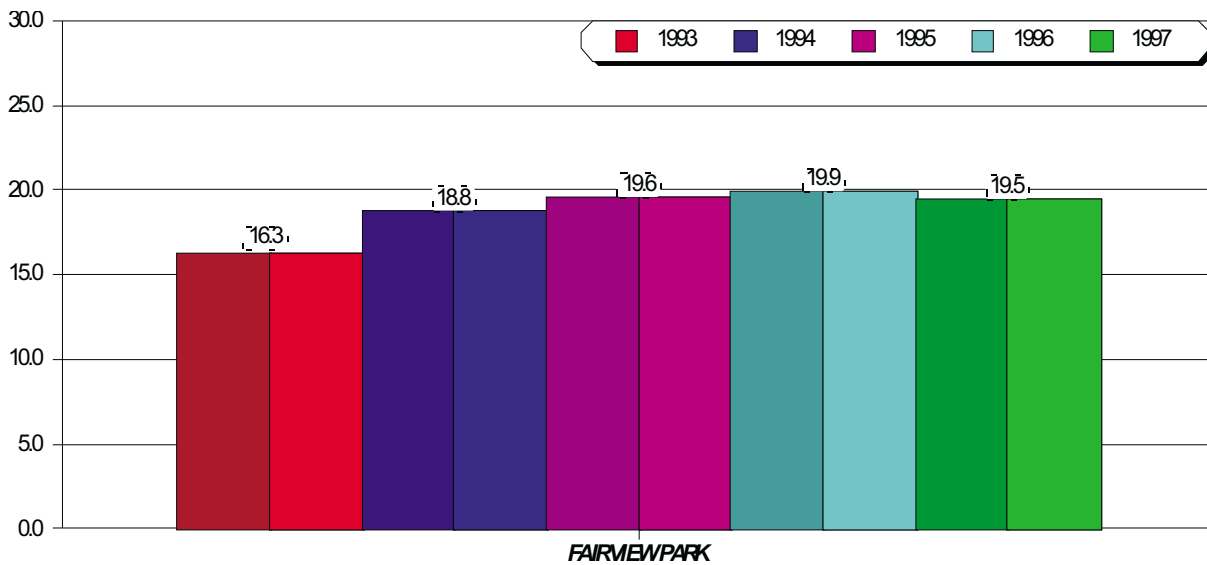
**SOURCE:** Ohio Department of Education

# City of Fairview Park Master Plan

**Table 2.32, Public School Students per Teacher, 1993-1997, Fairview Park and Nearby School Districts**

	Students per Teacher					
	Bay Village	FAIRVIEW PARK	Lakewood	North Olmsted	Rocky River	Westlake
1993	20.3	16.3	20.5	21.2	18.1	19.0
1994	20.0	18.8	20.2	20.4	18.5	18.4
1995	20.3	19.6	23.6	20.1	18.8	18.6
1996	21.9	19.9	22.0	22.3	19.1	20.4
1997	20.4	19.5	22.0	21.8	19.3	19.5

**Figure 2.32, Public School Students per Teacher, 1993-1997, Fairview Park and Nearby School Districts**



**SOURCE:** Ohio Department of Education

## *City of Fairview Park Master Plan*

**Table 2.33 and Figure 2.33** outline the percent passage of the 12<sup>th</sup> Grade Proficiency Test administered in 1997. More students in the Rocky River schools passed the various portions of this test than those in the other west shore school districts. The passage rate was highest among these students for three of the five subjects as well as all subjects combined. The passage rate for students in the Fairview Park schools ranked no higher than third in any or all subjects. The subject in which the most Fairview Park students passed was reading, in which 89% of the 12<sup>th</sup> graders passed, ranking them third among west shore communities. These same students had the lowest passage rate of all sections out of any of these school districts—47%.

**Table 2.34 and Figure 2.34** illustrate 1990 Census data depicting the educational attainment of the west shore communities and the county.

The largest single percentage of Fairview Park residents ages 25 and older are high school graduates (31.2%). Just about a quarter (25.5%) have some college education and/or an associate's degree, while 19.4% have graduated with a bachelor's degree. A fourth group, (15.2%) have not received a high school diploma, while 8.6% have earned either graduate or professional degrees.

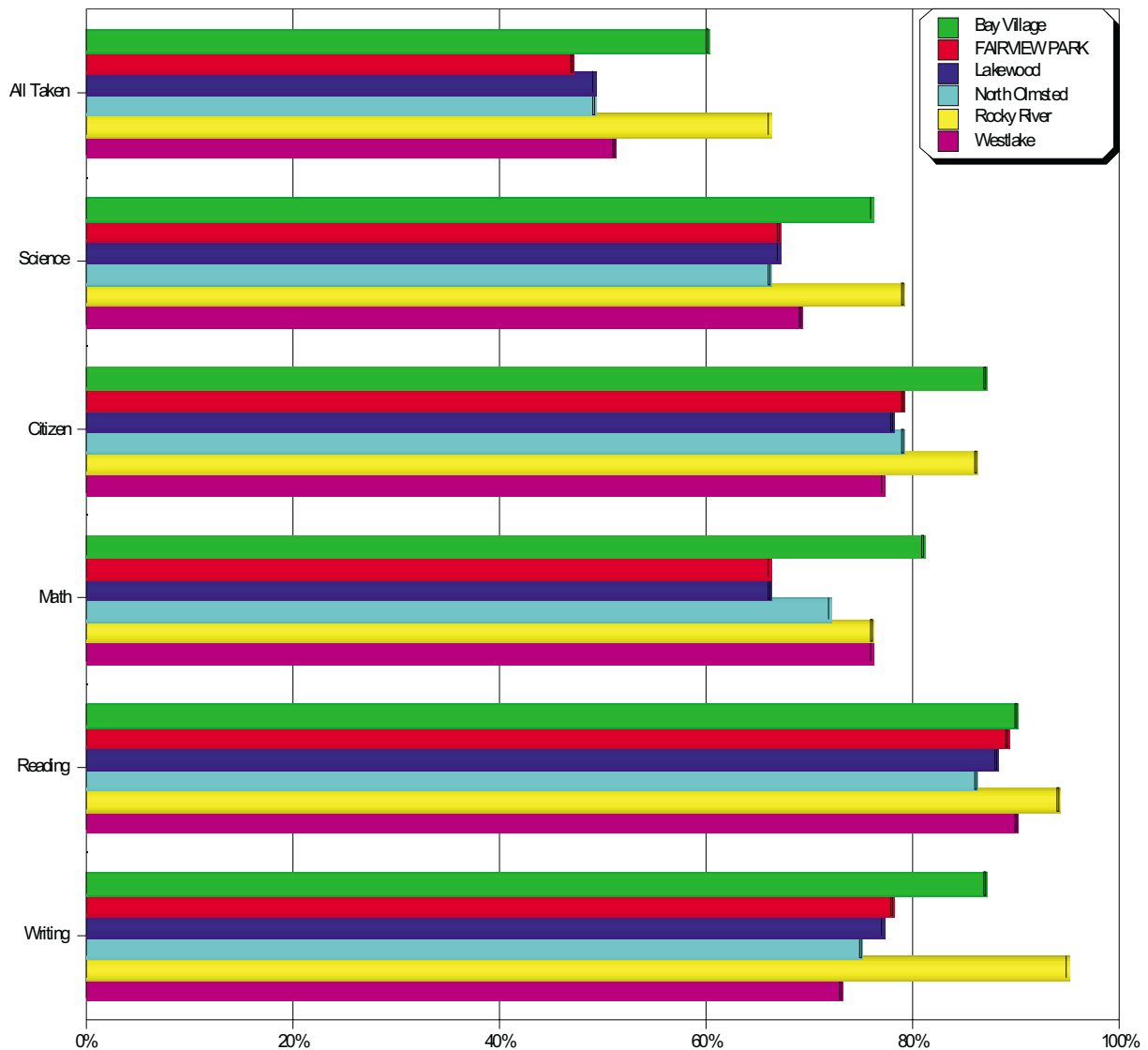
The communities with the highest percentage of its residents ages 25 and over who have attained bachelors' degrees is Bay Village (34.6%). This same city also has the greatest representation (15.1%) of all west shore communities of graduate or professional degree attainment. All of the west shore communities exceed the county's average of persons obtaining bachelors' degrees (12.8%) as well as those earning graduate or professional degrees (7.4%).

## City of Fairview Park Master Plan

**Table 2.33, Ohio 12<sup>th</sup> Grade Proficiency Test Results: Fairview Park and Nearby Communities, (1997 Test Administration, 1996 Standard)**

	Percent Passed					
	Bay Village	FAIRVIEW PARK	Lakewood	North Olmsted	Rocky River	Westlake
Writing	87%	<b>78%</b>	77%	75%	95%	73%
Reading	90%	<b>89%</b>	88%	86%	94%	90%
Math	81%	<b>66%</b>	66%	72%	76%	76%
Citizen	87%	<b>79%</b>	78%	79%	86%	77%
Science	76%	<b>67%</b>	67%	66%	79%	69%
All Taken	60%	<b>47%</b>	49%	49%	66%	51%

**Figure 2.33, Ohio 12<sup>th</sup> Grade Proficiency Test Results: Fairview Park and Nearby Communities, (1997 Test Administration, 1996 Standard)**



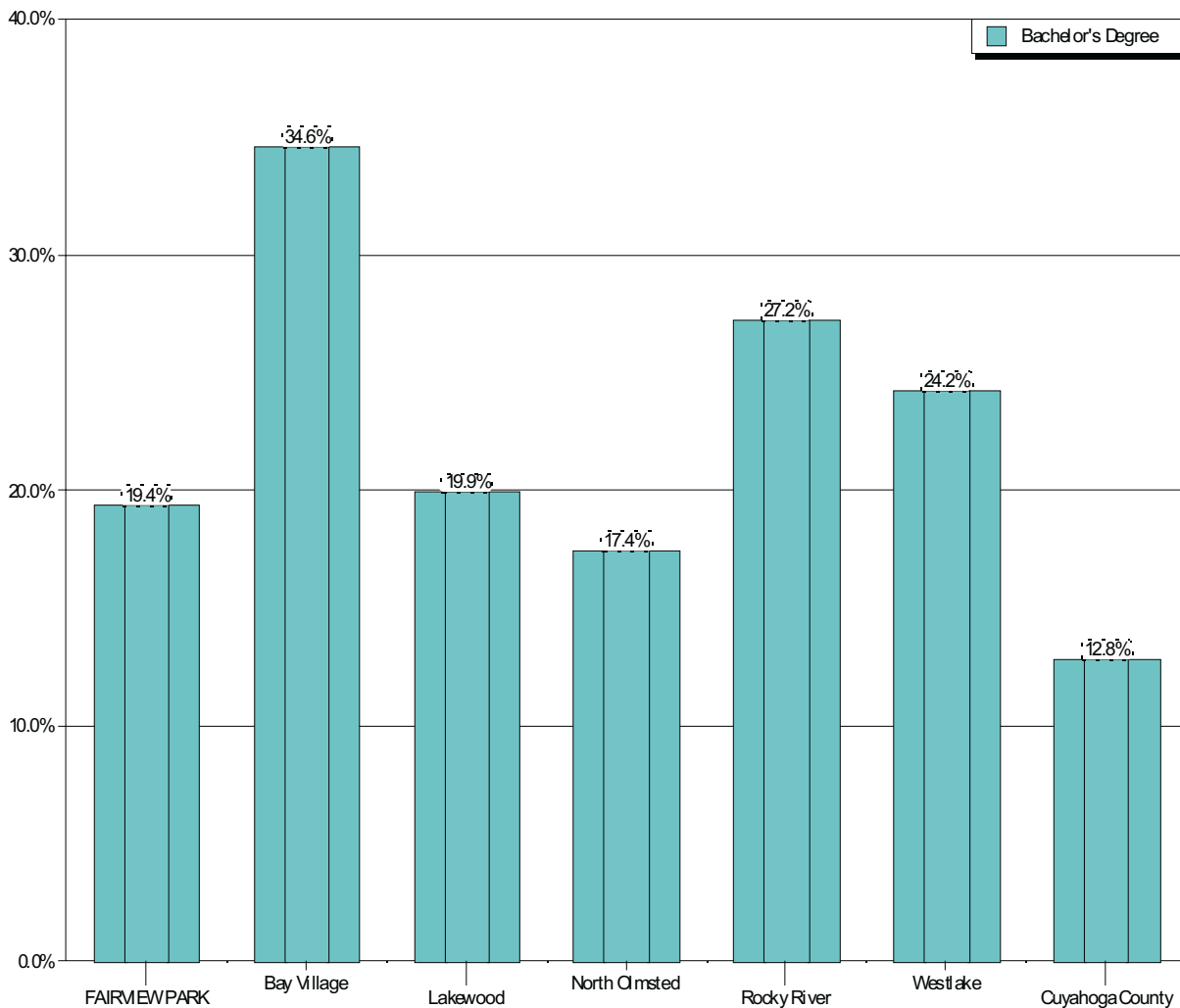
**SOURCE:** Ohio Department of Education

# City of Fairview Park Master Plan

**Table 2.34, Educational Attainment, 1990: Fairview Park and Nearby Communities (Persons Age 25 and Older)**

	All Persons	Percentage				
		No High School Diploma	High School Graduate	Some College/ Associate's Degree	Bachelor's Degree	Graduate/ Professional Degree
<b>FAIRVIEW PARK</b>	<b>13,025</b>	<b>15.2%</b>	<b>31.2%</b>	<b>25.5%</b>	<b>19.4%</b>	<b>8.6%</b>
Bay Village	11,583	4.7%	18.5%	27.1%	34.6%	15.1%
Lakewood	40,282	15.9%	26.8%	28.3%	19.9%	9.1%
North Olmsted	22,767	14.1%	33.2%	27.8%	17.4%	7.6%
Rocky River	15,384	9.4%	22.9%	16.3%	27.2%	13.3%
Westlake	18,735	10.1%	26.9%	25.3%	24.2%	13.4%
Cuyahoga County	943,924	26.0%	30.9%	23.0%	12.8%	7.4%

**Figure 2.34, Educational Attainment/Bachelor's Degree (Persons Age 25 and Older), 1990, Fairview Park and Nearby Communities**



# Chapter Three

## Land Use Inventory

# City of Fairview Park Master Plan

## INTRODUCTION

A community's land use pattern reflects decades of development that has occurred in response to zoning and other measures undertaken by the community. Understanding this pattern and its relationship to established regulations is necessary in determining how to formulate future development policies. This chapter examines the present land use pattern, the types of uses comprising this pattern, and makes comparisons to similar data gathered for the comprehensive plan prepared for the City of Fairview Park in 1970.

## INVENTORY

Land use data gathered for the 1970 plan is listed in **Table 3.1**. The land uses are arranged by acreage totals. Residential uses were most common in 1969, comprising just over half of both the overall city acreage and the developed acreage. This is typical for suburban communities. Just under a quarter of the city's area consisted of "entertainment and recreation" uses. The remaining quarter consisted of transportation/communication/utilities, commercial, vacant, public/semi-public, and industrial land.

Fairview Park, like all other developed communities in Cuyahoga County, has very little vacant land available for development. **Figure 3.1** illustrates generalized land use patterns in Fairview Park and the surrounding communities.

A field survey was conducted in April, 1998 to gather current land use data. Cuyahoga County Auditor records were utilized as a basis for this survey. The total acreage of Fairview Park is about 3010 acres, while 2,966.8 of these acres are developed (98.6%). **Figure 3.2 and Table 3.2** illustrate the results of this survey.

Residential uses are still the most common in 1998, occupying 54.3% of the city's area. The vast majority of the residential land comprises single-family residential neighborhoods (91.5% of residential land and 49.7% of the city's area). As illustrated in the map, these neighborhoods are dispersed throughout the city and are contiguous both to the north and south of Lorain Road. As indicated in the Demographics chapter of this Plan, the majority of the housing stock was constructed prior to 1970 (88%) and was therefore in place at the time of the 1970 Comprehensive Plan.

Multi-family residential land uses comprise 8.2% of residential uses and 4.4% of the entire area. Considered separately, this use type is the fifth most common in the city. Much of the multi-family residential land is located on the

Figure 3.4



The Lenox Square condominiums are one of the City's newest residential developments.



## City of Fairview Park Master Plan

**Table 3.1, 1969 Fairview Park Land Use**

Land Use Classification	Acres	Percent of Total Land	Percent of Developed Land
Residential	1,578.3	52.43%	54.36%
Entertainment and Recreation	707.5	23.50%	24.37%
Transportation, Communications, Utilities	467.3	15.52%	16.09%
Commercial	108.0	3.59%	3.72%
Vacant Land	106.9	3.55%	n/a
Public and Semi-Public	42.0	1.40%	1.45%
Industrial	0.3	0.01%	0.01%
<b>TOTAL</b>	<b>3,010.3</b>	<b>100.00%</b>	<b>100.00%</b>
Amount Developed	2,903.4	96.40%	
Amount Undeveloped	106.9	3.60%	

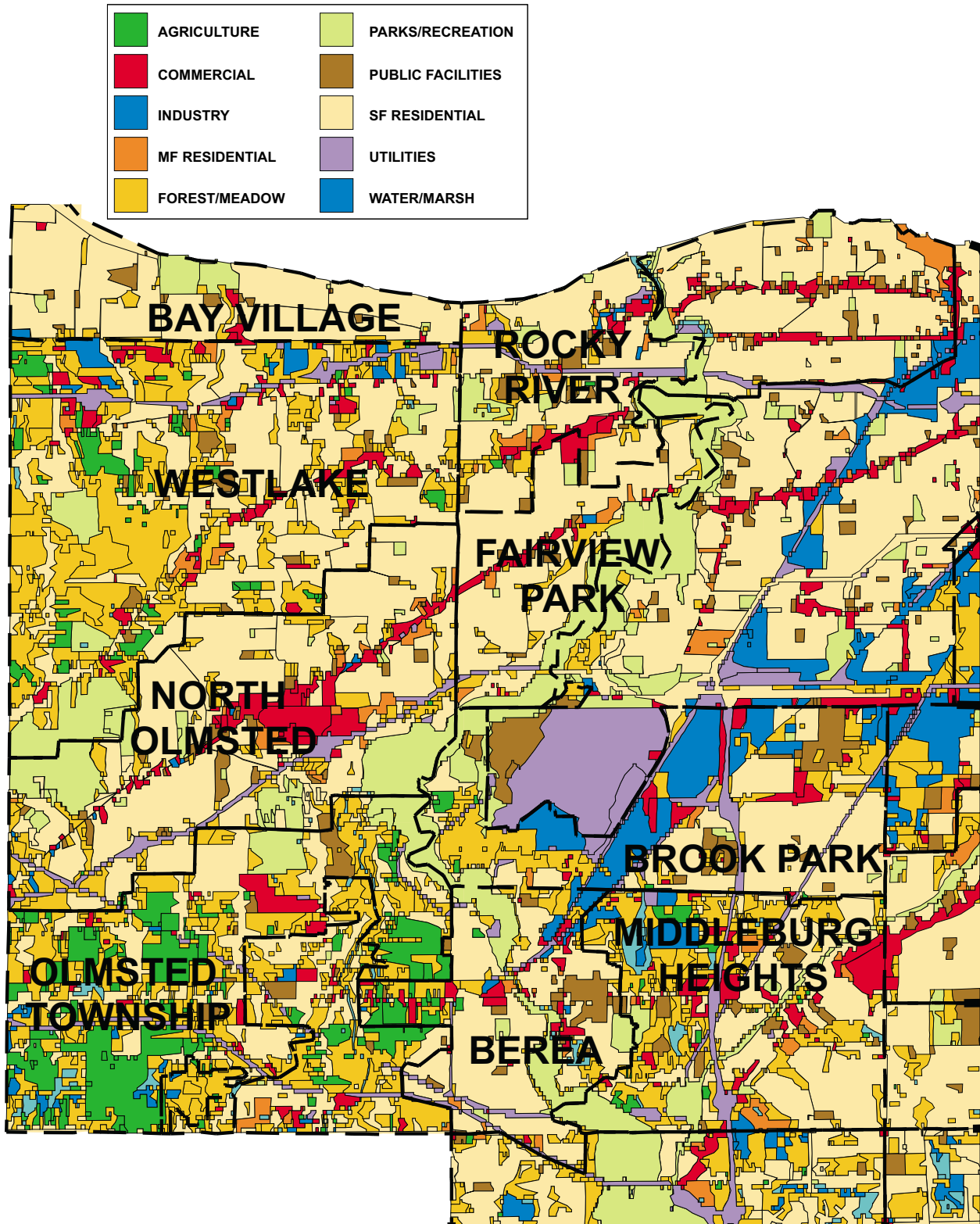
**Table 3.2, 1998 Fairview Park Land Use**

Land Use Classification	Acres	Percent of Total Land	Percent of Developed Land
Single-Family Residential	1,495.0	49.7%	50.4%
Parks and Recreation	696.1	23.1%	23.5%
Rights-of-Way	321.7	10.7%	10.8%
Commercial	200.9	6.7%	6.8%
Multi-Family Residential	133.9	4.4%	4.5%
Institutional	79.0	2.6%	2.7%
Vacant	42.9	1.4%	n/a
Office	32.9	1.1%	1.1%
Mobile Home Park	5.8	0.2%	0.2%
Utilities	1.5	<0.0%	0.1%
<b>TOTAL*</b>	<b>3,009.7</b>	<b>100.0%</b>	<b>100.0%</b>
Amount Developed	2,966.8	98.6%	
Amount Undeveloped	42.9	1.4%	

\*Total acreage depicted in this table does not exceed that shown for 1999 although it should, due to the addition of part of Riveredge Township. The reason for this is the fact that different measurement methodologies were used in each case.

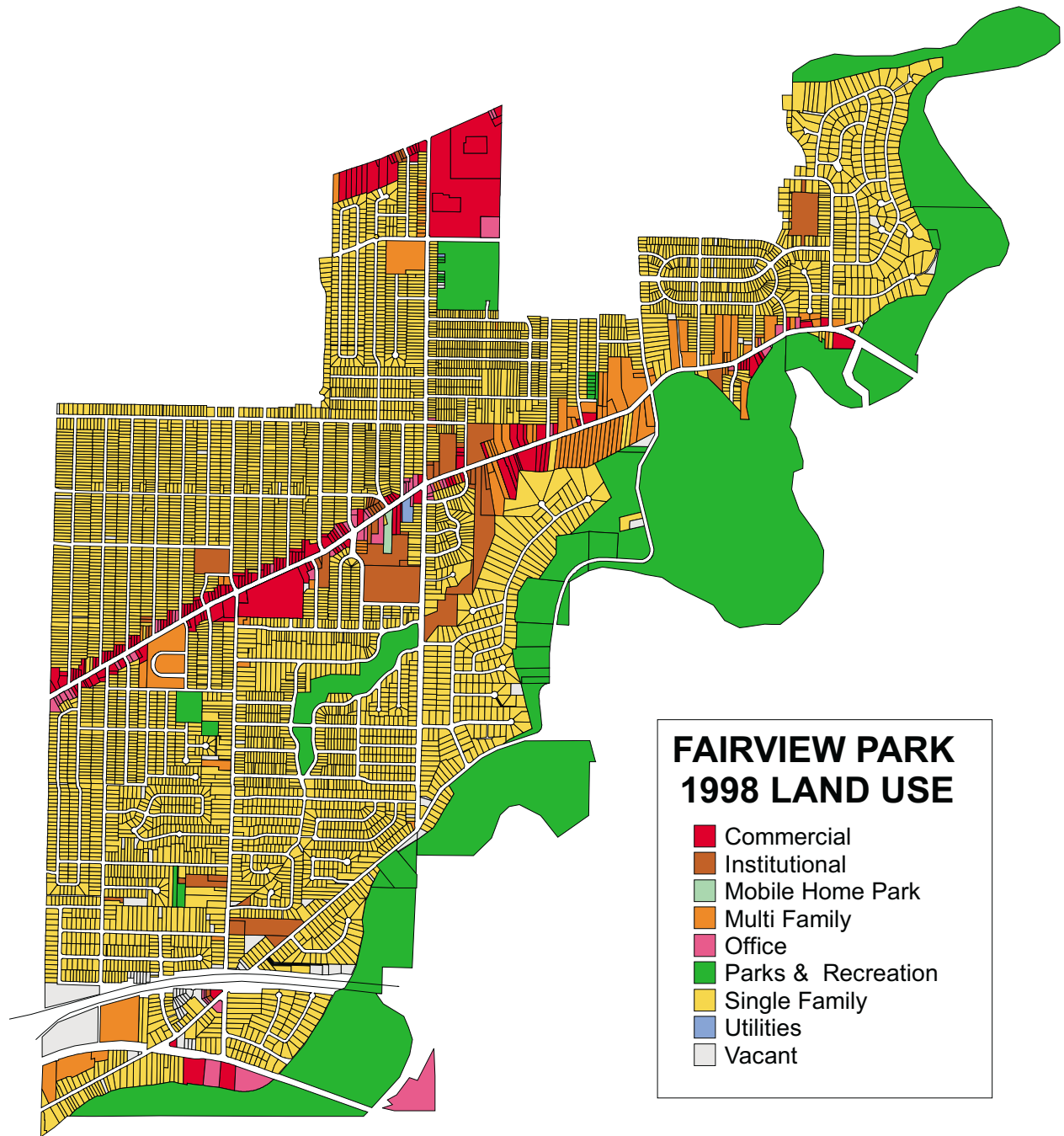
# City of Fairview Park Master Plan

Figure 3.1, Generalized Land Use in Fairview Park and Surrounding Areas



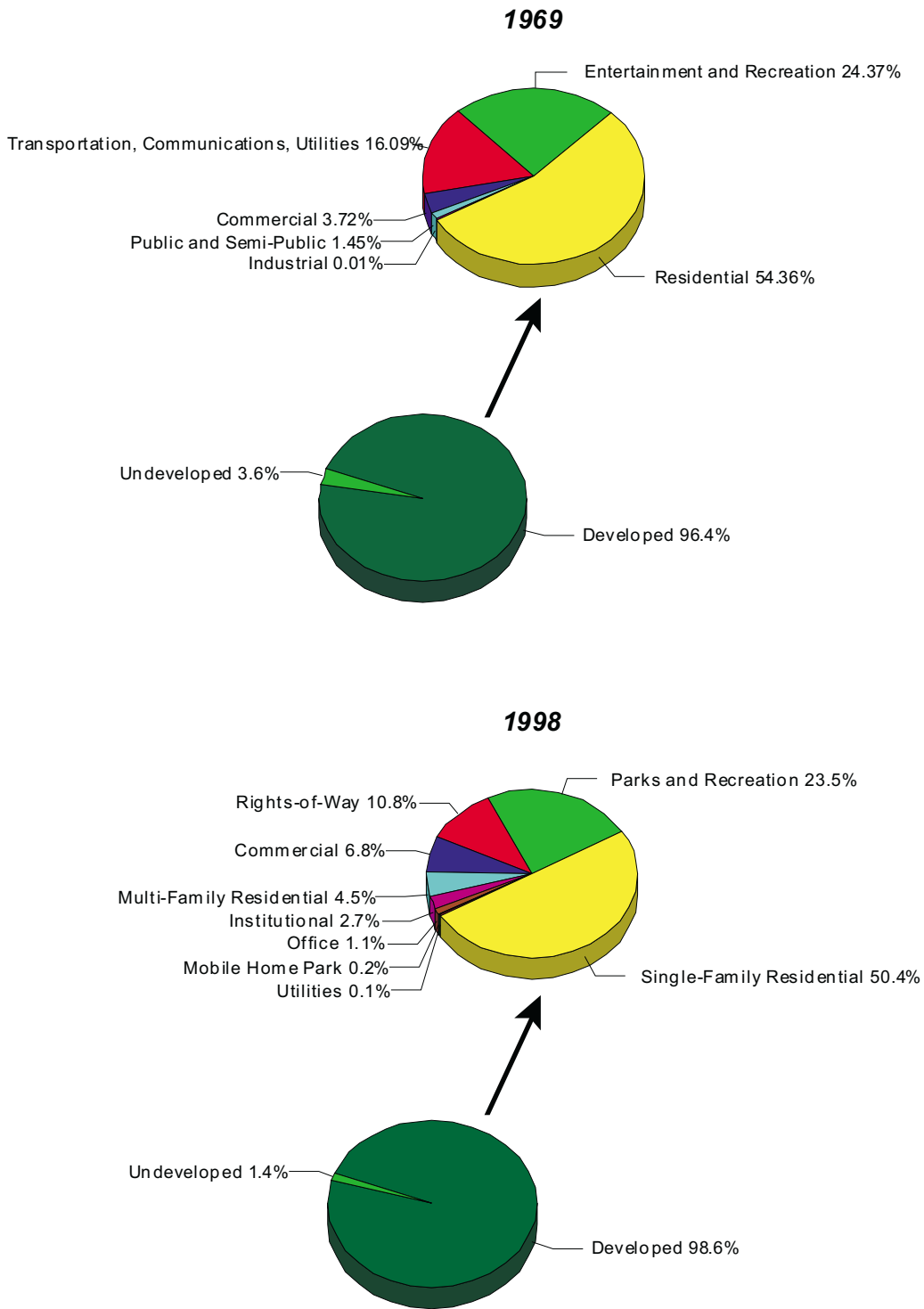
# City of Fairview Park Master Plan

Figure 3.2, 1998 Fairview Park Land Use



# City of Fairview Park Master Plan

Figure 3.3, Fairview Park Land Use: 1969 & 1998



## *City of Fairview Park Master Plan*

eastern end of the city, along Lorain Road. Other locations include areas to the west of Westgate Mall, along Brookpark Road, and other locations adjacent to single-family neighborhoods. The most recent addition to this portion of the inventory is the Emerald View condominiums along the southwest corner of Lorain and Wooster Roads. Approximately four acres of land are being developed for 26 units overlooking the Metroparks. This is a major development for the City, both in size and in the types of units being constructed in that prices range from approximately \$275,000 to \$475,000.

The third and least common residential use is the mobile home park located on the south side of Lorain Road, west of 210<sup>th</sup> Street. The homes on this site occupy just less than six acres of land. When separated from other residential uses, this mobile home land use is the second least-common type of use (.2% of the overall area).

Almost a quarter (23.1%) of the land in Fairview Park consists of land devoted to parks and recreation uses, the second-largest land use type. The greatest contributor to this category is the Metroparks, in which there are more than 625 acres within Fairview Park's boundaries. This proximity to such a regional resource is a definite community asset. It creates unique development opportunities, such as the Emerald View condominiums which are being built with scenic vistas afforded to incoming residents. Access to the Metroparks, however, is limited for all residents due to the steep slopes that border the park.

In addition to the Metroparks, there are five City-owned parks that comprise the remaining acreage. These parks are: Bohlken Park, Bain Park, Morton Park, Nelson Russ Park, and Grannis Park. The most recent recreation facilities master plan indicates that all of the residents of Fairview Park are located within one-half mile of either a neighborhood or community park.

Road rights-of-way comprise 10.7% of the community's land (321.7 acres). This is the third most common land use type. Roadways include all of the major and minor streets as well as Interstate-480.

*Figure 3.5*



*Westgate Mall is the City's largest commercial development.*

Commercial land uses are the fourth most common, occupying 6.7% of the city's land area. Establishments involving retail goods and service sales, movie theaters, and motels are examples of commercial land uses. The majority of the commercial activity is located along Lorain and Center Ridge Roads. The portion of the Westgate Mall complex that lies within Fairview Park's borders occupies approximately 42 acres, or 20.9% of the commercial land. With the exception of the mall, the majority of the retail uses are of a neighborhood or community scale, rather than serving a regional customer base. An inventory of all commercial uses will be conducted and discussed in Chapter 4.

## City of Fairview Park Master Plan

Churches, schools, and civic locations are examples of institutional uses. There are approximately 79.0 acres of land used for these purposes in Fairview Park, comprising 2.6% of the total land area, the sixth most common land use type in the city. Many of these uses are located along Lorain Road, with some larger institutions being the Fairview Park municipal complex and Fairview Park High School.

As is typical of many inner ring communities, the majority of Fairview Park's land is developed, leaving behind minimal vacant, *developable* land. The amount of this type of land has declined by more than half since the 1970 comprehensive plan. While there were 106.9 acres of vacant land in 1970, there are 42.9 acres currently remaining.

This undeveloped portion of the city's area comprises just 1.4% of the overall land area. The majority of the contiguous vacant land is located in the very southern portion of the city, along the northern side of Brookpark Road. There are several smaller vacant parcels dispersed throughout the city's neighborhoods whose size would restrict the scale of any future developments.

There are 32.9 acres of land currently utilized for office purposes (1.1% of the overall acreage). Larger office buildings include those located adjacent to Westgate Mall and along Brookpark Road. Another larger office use includes a portion of what once was Riveredge Township that contains a NASA office building on the north side of Brookpark Road. This parcel was annexed to the City of Fairview Park in 1992. Other locations, such as medical offices, are scattered throughout the city, mainly along Lorain and Brookpark Roads.

The least common land use in Fairview Park is that of utilities. Less than .1% of the land (1.5 acres) is devoted to this use. There are no large utility easements or railroads found within the city's boundaries.

Figure 3.6

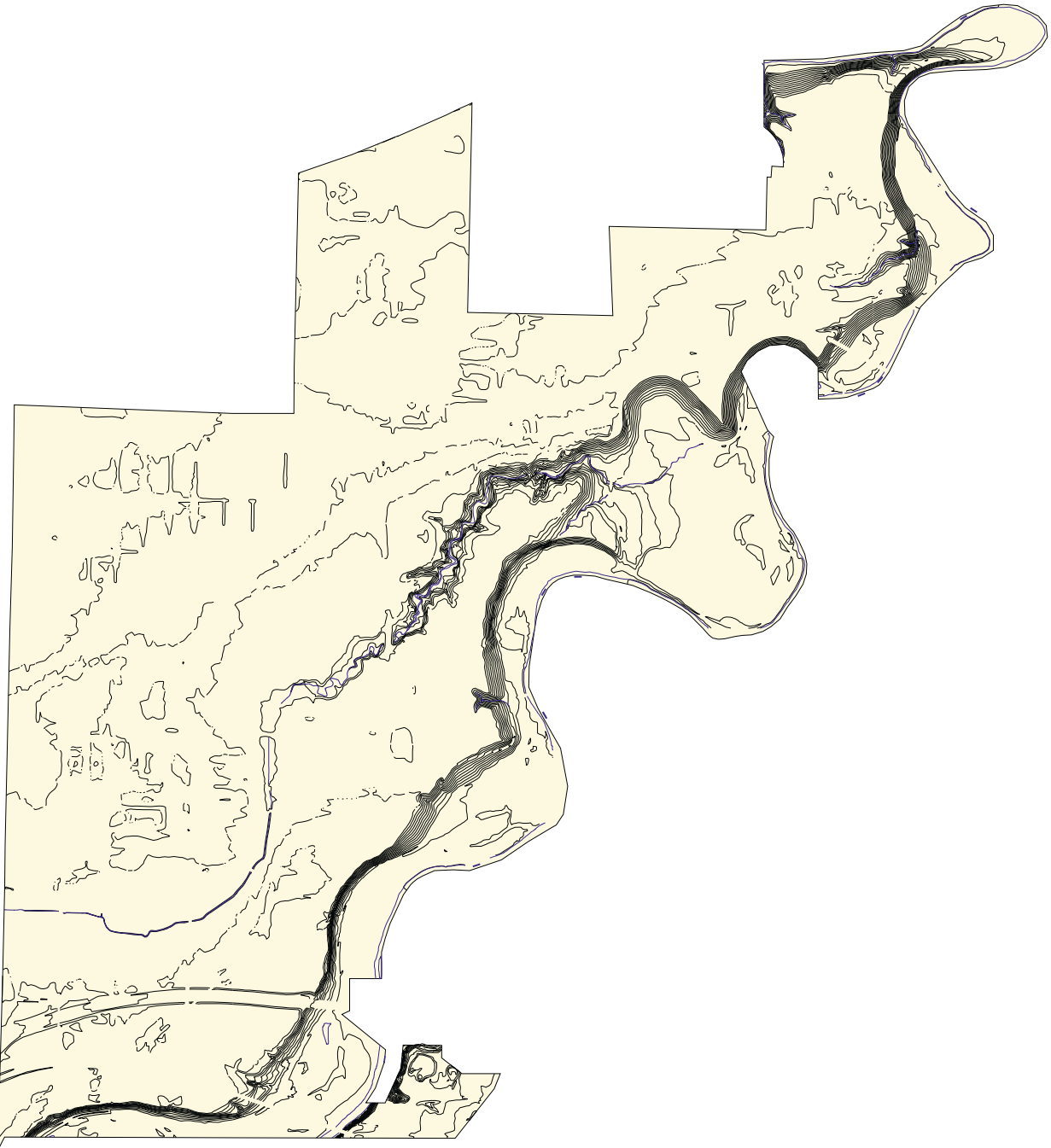


The City has many churches located along its major corridors.



# City of Fairview Park Master Plan

Figure 3.7, Topo Lines and Water Features



Most of the City's hillsides and watercourses are located in or adjacent to the Metropark's Rocky River Reservation and Bain Park.

# Chapter Four

## Economic Development and Market Analysis



# City of Fairview Park Master Plan

## INTRODUCTION

This section outlines the major components of Fairview Park's tax base. An overall economic development analysis follows, identifying strengths and weaknesses of the existing economic development pattern. An inventory of the commercial retail and office establishments and comparisons to those of other west shore communities are included. A commercial market analysis is conducted to determine the adequacy of the present supply of retail establishments. New commercial developments occurring in Fairview Park and surrounding communities are inventoried. Finally, there is a review of present economic development incentives, as well as additional programs that could be considered.

Figure 4.1



The City's main commercial corridor, Lorain Road, features many new businesses which serve Fairview neighborhoods.

## COMMERCIAL INVENTORY

An inventory of the current commercial retail and local office space was conducted in early 1998. Sources used to assemble the necessary elements of the inventory include Cuyahoga County Auditor records, aerial photographs, and field surveys. **Table 4.1** summarizes this inventory by listing commercial building floor space by retail category and subcategory. The table also compares 1998 data with that gathered in 1970 for a report published by the Regional Planning Commission entitled *Cuyahoga County 1990: Retail Business Patterns*. The complete inventory and explanation of the retail categories is found in **Appendix B**.

The entire inventory contains more than 1.5 million square feet of commercial retail and local office space. This figure is up 23% since 1970 when the total was just under 1.3 million square feet of building floor space. The *Convenience Goods and Services* category is comprised of businesses such as supermarkets, delicatessens, restaurants, drug stores, and beauty salons. Approximately 20%, or 314,496 square feet of the floor space inventory is found in this category. A similar percentage (22%) of the inventory was in this category in 1970, as well, while the floor space total has risen about 10% since then. This is the second greatest portion of the inventory both at present and in 1970. Part of the increase can be attributed to the recent construction of the Finast supermarket at Fairview Centre, which contributes 56,400 square feet of floor space.

Establishments such as department stores, clothing shops, sporting goods stores, and furniture stores were categorized as *Shopping Goods and Services*. These types of establishments occupy the greatest portion of the city's inventory—50% or 801,523 square feet. There has been an increase of over 309,000 square feet in this category since 1970. There are fewer total establishments in this category than there are in the *Convenience Goods and Services* category, yet the presence of both

## City of Fairview Park Master Plan

**Table 4.1, Fairview Park Commercial Inventory: 1970 and 1998**

Type of Establishment	1998 Building Floor Area	% of Grand Total	1970 Building Floor Area	% of Grand Total
<b>CONVENIENCE GOODS AND SERVICES</b>				
Supermarkets	56,400			
Other Food	19,740			
Food Service	84,036			
Drugs	19,097			
Other Convenience Goods	79,019			
Convenience Services	56,204			
<b>SUBTOTAL</b>	<b>314,496</b>	<b>19.7%</b>	<b>285,000</b>	<b>22.1%</b>
<b>SHOPPING GOODS AND SERVICES</b>				
Department Stores	558,200			
Other General Merchandise	4,500			
Clothing and Shoes	95,825			
Other Shopping Goods	66,214			
Furniture	76,784			
<b>SUBTOTAL</b>	<b>801,523</b>	<b>50.3%</b>	<b>492,000</b>	<b>38.1%</b>
<b>AUTOMOBILE, SALES, PARTS, AND SERVICE</b>				
New Auto Sales	0			
Used Auto Sales	0			
Auto Parts Sales	5,217			
Auto Repair	11,756			
Gas Stations	11,979			
<b>SUBTOTAL</b>	<b>28,952</b>	<b>1.8%</b>	<b>71,000</b>	<b>5.5%</b>
<b>COMMERCIAL AMUSEMENTS</b>				
Enclosed Amusements	64,660			
Social Halls	0			
<b>SUBTOTAL</b>	<b>64,660</b>	<b>4.1%</b>	<b>87,000</b>	<b>6.7%</b>
<b>OTHER RETAIL</b>				
Hotels, etc.	83,000			
Funeral Homes	5,148			
Animal Hospitals	3,146			
Training Schools	11,054			
Business Services	6,325			
Unidentified	12,156			
<b>SUBTOTAL</b>	<b>120,829</b>	<b>7.6%</b>	<b>126,000</b>	<b>9.8%</b>
<b>VACANT</b>				
Existing Vacant	183,794			
Incomplete Vacant	0			
<b>SUBTOTAL</b>	<b>183,794</b>	<b>11.5%</b>	<b>14,000</b>	<b>1.1%</b>
<b>OFFICE SPACE</b>				
Local Office	79,184			
<b>SUBTOTAL</b>	<b>79,184</b>	<b>5.0%</b>	<b>216,000</b>	<b>16.7%</b>
<b>GRAND TOTAL</b>	<b>1,593,438</b>	<b>100.0%</b>	<b>1,291,000</b>	<b>100.0%</b>

## *City of Fairview Park Master Plan*

the Dillard's and Kohl's department stores boosts the floor space totals up significantly (558,200 square feet combined).

New and used car dealerships, auto parts shops, and gas stations are examples of establishments included in the *Automobile, Sales, Parts and Service* category. The absence of any new or used car dealerships in Fairview Park explain the fact that the 28,952 square feet of building space in this category comprise just less than 2% of the overall commercial inventory and is the smallest sector of the inventory. This current total floor space is down almost 60% since 1970, when the Ed Stinn Chevrolet dealership was included in this category. Approximately 6% of the inventory, or 71,000 square feet of commercial floor space, were devoted to automotive uses in 1970.

*Commercial Amusements* consist of establishments such as movie theaters, bowling alleys, health clubs, and social halls. These uses are the sixth most-common in Fairview Park in terms of floor space. There are 64,660 square feet of space which translates to more than 4% of the overall inventory. This total has decreased since 1970 when there were 87,000 square feet of this type of space. Most of this loss is attributed to the closing of the Fairview Theater. The largest contributor to this category is Westgate Lanes on Center Ridge Road, which contains over 32,000 square feet of floor space.

A variety of uses, including hotels, funeral homes, animal hospitals, training schools, and business services comprise the *Other Retail* category. There are presently 120,829 square feet of floor space of these types of businesses, which is the fourth greatest portion (8%) of the commercial inventory. The hotels located along Lorain Road contribute more than 40% of this type of floor space, and when combined with the Knight's Inn on Brookpark Road, comprise 69% (83,000 square feet). This figure is comparable to that from 1970, in which almost 10% of the commercial space was found in these uses and was ranked fourth.

Vacant structures, both existing and under construction, are grouped in the *Vacant* category. While this type of floor space was the least common in 1970 (14,000 square feet, or 1%), it is the third most common in 1998. There are 183,794 square feet of vacant space in 1998 in Fairview Park. These locations are dispersed throughout the community's commercial areas, including a variety of vacant spaces in Westgate Mall and Fairview Center.

Every community's vacancy rate is in constant flux. Fairview Park is no exception in that there have been changes in the retail landscape occurring between the time the commercial inventory was conducted in early 1998 and the time of publication of this Plan. Many of these changes have occurred in Fairview Centre. The renovation of the center had recently been completed when the inventory was conducted and there were many vacancies at the center. By the summer of 1999, it is expected that the shopping center will be nearly 95% leased. Therefore, there has probably been a reduction in the overall vacancy rate of approximately 12%.

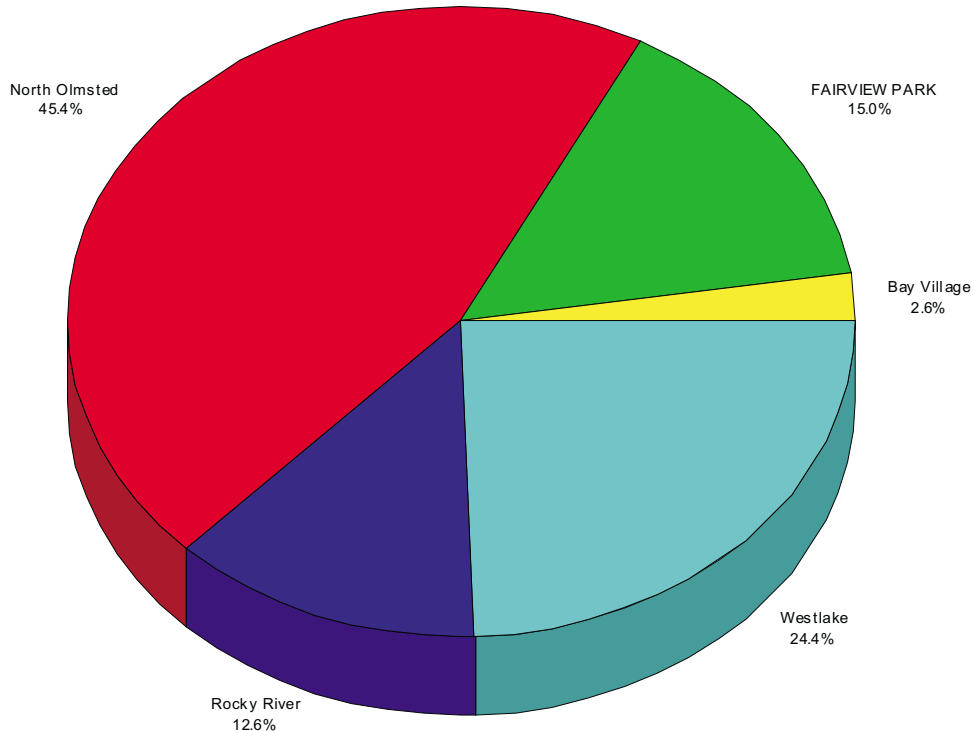
**Table 4.2 and Figure 4.2** compares Fairview Park's commercial inventory with that of surrounding communities. The major commercial categories and the corresponding floor space totals are identified. The floor space for all of the cities is combined resulting in a west shore total. Each community's portion of this grand total is represented by a percentage.

# City of Fairview Park Master Plan

**Table 4.2, Fairview Park and West Shore Communities Commercial Inventories: 1998**

	Bay Village		FAIRVIEW PARK		North Olmsted	
	Total Square Feet	% of West Shore	Total Square Feet	% of West Shore	Total Square Feet	% of West Shore
Convenience	122,489	4.2%	314,496	10.7%	1,082,083	36.8%
Shopping	14,167	0.4%	801,523	22.2%	2,224,056	61.7%
Automobile	12,884	1.7%	28,952	3.9%	507,719	68.4%
Commercial Amusements	17,236	2.8%	64,660	10.4%	176,915	28.4%
Other Retail	6,668	0.7%	120,829	13.0%	364,547	39.1%
Vacant	22,759	3.0%	183,794	24.6%	264,982	35.4%
Local Office	82,432	8.0%	79,184	7.7%	197,836	19.2%
<b>TOTAL</b>	<b>278,635</b>	<b>2.6%</b>	<b>1,593,438</b>	<b>15.0%</b>	<b>4,818,138</b>	<b>45.4%</b>
	Rocky River		Westlake		Total Area	
	Total Square Feet	% of West Shore	Total Square Feet	% of West Shore	Total Square Feet	
Convenience	706,512	24.0%	713,970	24.3%	2,939,550	
Shopping	184,534	5.1%	380,285	10.6%	3,604,565	
Automobile	50,059	6.7%	143,047	19.3%	742,661	
Commercial Amusements	223,770	35.9%	141,083	22.6%	623,664	
Other Retail	32,541	3.5%	408,328	43.8%	932,913	
Vacant	46,907	6.3%	229,889	30.7%	748,331	
Local Office	95,506	9.2%	577,622	55.9%	1,032,580	
<b>TOTAL</b>	<b>1,339,829</b>	<b>12.6%</b>	<b>2,594,224</b>	<b>24.4%</b>	<b>10,624,264</b>	

**Figure 4.2, Fairview Park and West Shore Communities Commercial Inventories: 1998**



## City of Fairview Park Master Plan

There are more than 10.6 million square feet of commercial space located within the five west shore communities identified. Almost half (45%) of this space is found in North Olmsted, in which there are more than 4.8 million square feet of commercial floor space. The commercial space in Westlake comprises just below a quarter of the overall inventory, with 2.6 million square feet of space. Fairview Park's commercial inventory contributes about 15% or 1.5 million square feet to this overall west shore total. Rocky River's inventory is comparable to Fairview Park's, with about 13% of the inventory, or 1.3 million square feet of space. Bay Village is the community with the least amount of commercial floor space with 278,635 square feet of space, or just under 3% of the overall inventory.

In addition to having the greatest overall inventory, North Olmsted also has the greatest amount of floor space in four of the seven categories: *Convenience* (1.1 million square feet), *Shopping* (2.2 million), *Automobile* (507,719 square feet), and *Vacant* (264,982 square feet). While there are numerous moderately-sized vacant storefronts, there are three vacant spaces with floor space ranging from 31,000 to over 48,000 square feet of space. Two of these three spaces are found in shopping centers constructed in the past five years. Rocky River has the most *Commercial Amusement* space (223,770 square feet). Westlake has the most *Other Retail* (408,328 square feet) and *Local Office* (577,622 square feet) space. The category with the greatest percentage of floor space in Fairview Park is *Shopping*, comprising 22.2% of the entire West Shore inventory (801,523 square feet). This can be attributed to the large amount of this type of space located in Westgate Mall.

Figure 4.3



### NEW COMMERCIAL CONSTRUCTION

Information from building permits filed during the five year period between 1993 and 1997 was acquired for new commercial and office development occurring in Fairview Park and nearby communities. **Table 4.3** summarizes building floor space and estimated project valuations for each community.

Building permits applied for during this five year period involved the construction of more than 1.7 million square feet of commercial and office space in these five communities. There was no new commercial or office development occurring in Bay Village during these years. While

Figure 4.4



The redesign of Fairview Centre resulted in the construction of a new supermarket.

## *City of Fairview Park Master Plan*

**Table 4.3, New Commercial and Office Development, 1993-1997, Fairview Park and Nearby Communities**

Type of New Construction	Estimated Floor Space	Estimated Project Valuation
<b>Bay Village</b>		
New Commercial Construction	0	\$0
New Office Construction	0	\$0
<b>FAIRVIEW PARK</b>		
<b>New Commercial Construction</b>	<b>213,512</b>	<b>\$8,363,000</b>
<b>New Office Construction</b>	<b>0</b>	<b>\$0</b>
<b>North Olmsted</b>		
New Commercial Construction	772,854	\$34,914,720
New Office Construction	0	\$0
<b>Rocky River</b>		
New Commercial Construction	121,000	\$4,057,000
New Office Construction	6,028	\$420,000
<b>Westlake</b>		
New Commercial Construction	457,879	\$19,530,000
New Office Construction	187,669	\$20,599,000
<b>Total West Shore Area</b>		
New Commercial Construction	1,565,245	\$66,864,720
New Office Construction	193,697	\$21,019,000

there were no permits issued for new office developments in Fairview Park, new commercial construction totaled 213,512 square feet of space, which was 14% of all the new commercial space in the west shore area. This new development was valued at more than \$8.3 million. More than half of this new construction occurred at Fairview Center, in which there were permits issued for 112,792 square feet of space. The rest of the construction occurred at Westgate Mall with the new Longhorn Steakhouse and Kohl's department store.

The most new commercial construction occurred in North Olmsted, in which there were applications for 772,854 square feet of commercial floor space. This represents 49% of the commercial floor space applied for during this time in the west shore communities identified. There were no permits issued for new office development during this time. In addition to a variety of new commercial locations located mainly on Lorain Road and near Great Northern Mall, larger projects submitted included a Wal-Mart, the Water Tower Square retail center, and three hotels. This development was valued at more than \$34.9 million.

New commercial construction in Rocky River was the least of any community in which there was construction. There were applications for 121,000 square feet of space, which represents 8% of all the new commercial space. There were four commercial projects applied for, with the largest being the Target located on Center Ridge Road, which contains 105,500 square feet of space and is valued at \$3.2 million. There was one office project constructed on Smith Court, totaling 6,028 square feet of floor space.

Westlake is the community with the greatest amount of new commercial and office development combined. Building permits were issued for more than \$40.1 million worth of new development of this type. While the estimated valuations of both types of developments are fairly equal (\$19.5 mil-

## City of Fairview Park Master Plan

lion of new commercial, \$20.6 new office construction), there was more than double the amount of new commercial floor space than office space. The 457,879 square feet of new commercial development more than doubles the 187,669 square feet of new office space. More than half of the new commercial space is located in the Promenade of Westlake shopping center. A medical office building constructed for University Hospitals on Clague Road contributed 101,800 square feet of space to the office total.

### COMMERCIAL MARKET ANALYSIS

The *Quality of Life Survey* inquired as to where residents shop for various goods and services as a means of determining the adequacy of the current retail supply. Another means of assessing this is to conduct a commercial market analysis, which compares estimates of the spending patterns of households with the sales generated by the retail establishments within the community. Differences between what households are spending and retail sales represent either a deficiency or abundance in retail goods and services.

The methodology used in this analysis utilizes the square footage totals for retail establishments acquired for the Commercial Inventory. The totals for each category are multiplied by national median sales per square foot amounts to determine annual retail sales. These figures are then compared to annual household retail expenditures which are calculated by multiplying an annual sales per household dollar amount by a recent estimate of the number of households. The difference between annual retail sales and annual household expenditures represents either a sales “capture” or “leakage”. Sales capture occurs when the commercial sector has not only met the needs of its residents, but is drawing customers from beyond its borders. Sales leakage occurs when residents’ shopping needs are not met within the community and they must go elsewhere to purchase goods or services. This process and the results are illustrated in *Table 4.4*.

*Table 4.5* translates the sales captures and leakages identified in Column 8 of *Table 4.4* into building square footage.

The floor space identified Column 1 of *Table 4.4* includes most of the community’s commercial inventory identified in previous sections with the exception of *Vacant* and *Local Office* space. Multiplying the floor space identified for each retail category by a national sales per square foot average results in sales of more than \$242.7 million generated in 1997 by retail establishments in Fairview Park. An estimate of 7,763 households was used in calculating the annual household retail sales potential estimate of \$149.4 million. An overall capture of retail sales results due to the fact that the retail sales figure exceeds the household sales potential by \$93.3 million.

Further examination by retail category does not indicate retail sales capture in each individual retail category, however. Retail categories experiencing sales capture were: *Convenience* (\$15.6 million), *Shopping* (\$119.8 million), and *Other Retail* (\$11.5 million). A contributor to the sales capture in the *Shopping* category is Westgate Mall which serves a regional customer base. Retail categories in which sales leakage was experienced were: *Automotive* (\$42.9 million) and *Amusements* (\$10.7 million).



## City of Fairview Park Master Plan

**Table 4.4, Fairview Park Retail Sales Capture and Leakage**

1	2	3	4	5	6	7	8
Retail Category	1998 Floor Space	Total Households	Sales/ Household/ Year	Total Sales Potential	National Median Sales per Square Foot	Total Sales	Sales Capture/ (Leakage)'
Convenience	314,496	7,763	\$6,237	\$48,417,831	\$203.44	\$63,981,066	\$15,563,235
Shopping	801,523	7,763	\$3,648	\$28,319,424	\$184.85	\$148,161,527	\$119,842,103
Auto	28,952	7,763	\$6,436	\$49,962,668	\$243.27	\$7,043,153	-\$42,919,515
Amusements	64,660	7,763	\$1,863	\$14,462,469	\$58.71	\$3,796,189	-\$10,666,280
Other Retail	120,829	7,763	\$1,064	\$8,259,832	\$163.30	\$19,731,376	\$11,471,544
<b>Total *</b>	<b>1,330,460</b>	<b>7,763</b>	<b>\$19,248</b>	<b>\$149,422,224</b>		<b>\$242,713,310</b>	<b>\$93,291,086</b>

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

**SOURCE** (by column)

- 2 = 1998 Fairview Park Commercial Inventory
- 3 = Urban Decision Systems, 1996 estimate
- 4 = U.S. Department of Labor, Bureau of Labor Statistics, Consumer Expenditure Survey, 1995 (adjusted to 1997 using Consumer Price Index)
- 5 = Column 3 x Column 4
- 6 = Dollars and Cents of U.S. Shopping Center, ULI-Washington, 1997
- 7 = Column 2 x Column 6

**Table 4.5, Sales and Floor Area Surpluses and Deficits**

1	2	3	4
Retail Category	Sales Capture/ (Leakage)	National Median Sales per Square Foot	Surplus/(Deficit) in Building Square Feet
Convenience	\$15,563,235	\$203.44	76,500
Shopping	\$119,842,103	\$184.85	648,321
Auto	-\$42,919,515	\$243.27	-176,427
Amusements	-\$10,666,280	\$58.71	-181,677
Other Retail	\$11,471,544	\$163.30	70,248
<b>Total</b>	<b>\$93,291,086</b>		<b>436,965</b>

The sales leakage that is occurring does not necessarily indicate the need for additional development in these categories. Regarding the *Automotive* category, it would appear that the current lack of any new or used car dealerships would warrant the need to attract them. However, there are numerous car dealerships further west along Lorain Road in North Olmsted as well as further east in the City of Cleveland. Residents, therefore, do not need to travel far to visit a variety of car dealerships. Additionally, the Ohio Revised Code has placed limitations on the locations of dealerships in that franchises for dealerships cannot be located within a ten mile radius of another similar dealership. This would significantly limit the placement of particular dealerships within Fairview Park, if another was located close by in North Olmsted. Therefore, while there still may be room for automotive businesses such as auto parts stores or repair shops, there is not the need to provide for the development of 176,000 square feet of additional space, as identified in **Table 4.5**.

Sales leakage is also occurring in the *Amusements* category. Similar to the *Automotive* grouping, residents have several options located nearby just outside of Fairview Park. For example, there are



## *City of Fairview Park Master Plan*

two movie theaters totaling thirteen screens at Westgate Mall and at Westwood Town Center, as well as a Gold's Gym and River Oaks Fitness Center located on Center Ridge, all in Rocky River. People are generally willing to travel outside of their community more frequently to visit these types of establishments. Additionally, Fairview Park residents do not have far to travel to visit the outdoor amusements available in the Metroparks, such as the golf courses and horse stables. Therefore, the deficit of 181,677 square feet of space in this category indicated in **Table 4.5** may be excessive in terms of what is really needed. While new developments of this type are not discouraged and a new community center with enclosed recreational opportunities would enhance what Fairview Park has to offer, large-scale developments in this category are not an immediate need.

This analysis has attempted to evaluate the present retail supply in Fairview Park. It has uncovered some potential weaknesses in the present inventory while indicating that the overall supply, in terms of floor space, is adequately serving the needs of residents. While this method is a means of highlighting which *generalized* retail sectors may be under- or over-represented, it does not fully address the *quality* of the supply.

As indicated in the beginning of this analysis, residents were asked where they purchase a variety of goods and services. The responses indicated that most day-to-day items are bought within Fairview Park, while residents may need to shop elsewhere for larger items. They were also asked to indicate which goods and services they would like to see offered within Fairview Park. There were numerous responses indicating the desire for more restaurants, notably more upscale, sit-down restaurants. Therefore, while the businesses comprising the *Convenience Goods and Services* category seem to be meeting the needs of households in terms of total sales, a more subjective review indicates that quality of life issues need to be considered as well.

There is little available land remaining in the city for any type of large-scale retail development. Therefore, the only options are for redevelopment projects. The City of Fairview Park should consider attracting more upscale retail redevelopment such as sit-down restaurants, specialty stores, and niche development. While the addition of more diverse retail tenants would enhance the opportunities available to residents, attention should be given to the appearance of the retail districts as well. This would result in an increase in resident satisfaction as well as strengthening the city's ability to remain competitive commercially with the continual retail development occurring in the outer communities (reflected in **Table 4.3**).

### **INDUSTRIAL/OFFICE DEVELOPMENT**

There are presently no industrial uses located within the city, nor is there any industrially-zoned land. These types of uses are often attracted by cities because they can be significant contributors to a community's tax base, as well as employers of a community's work force. However, due to the limited areas of vacant land and public capital to acquire the large tracts of land necessary for a light industrial campus, this type of development is not encouraged for Fairview Park. The current high density of population and developed land would prove to be prohibitive in attracting any significant light industrial employer.

## *City of Fairview Park Master Plan*

Office uses can also contribute significantly to a community's tax base. These uses, as compared to some industrial uses, are cleaner and may require less land. The traffic generated by an office development is generally less than that of a commercial development. Demands placed upon city services are not as burdensome as those of commercial uses. While there are a few local office uses located throughout the commercial areas of Lorain Road, those serving a more regional purpose are found along Brookpark Road, behind Westgate Mall, at the Mastick Road-West 220<sup>th</sup> Street intersection, and the NASA portion of the former Riveredge Township.

An office development has been proposed along the Western portion of Brookpark Road by the Zaremba Group. The medical office building behind Westgate is currently for sale and may need to be upgraded, redeveloped or considered for adaptive reuse.

The City is encouraged to pursue office development. The lack of available vacant land will be an obstacle in this process. Less land, however, would be needed for a new office building than for a new light industrial facility. The city is physically situated near a number of major office employers at the Great Northern Corporate Center, NASA, and Fairview Hospital. These facilities could serve as magnets in attracting satellite or associated office uses to sites nearby. Fairview Park could serve as the ideal location for any of these types of development.

### **ECONOMIC DEVELOPMENT INCENTIVES**

The City will need to consider the availability of the various funding options that could be utilized to enhance the commercial corridors and attract appealing redevelopment projects. An ordinance was passed in 1986 which established a city-wide Community Reinvestment Area (CRA). This legislation affects improvements made to existing commercial and residential properties. Upon the City's review, tax abatements may be granted for the increased value of the property for seven years. The City is presently considering amending this legislation that would allow for potential abatement of 50% of the increased value resulting from *new* commercial and residential construction. The abatement would be in effect for up to seven years. The City is strongly encouraged to follow through with this type of legislation in that it would result in a "win-win" situation for both the community and interested developers.

The following listing highlights additional funding options that could be also be utilized by Fairview Park:

- Cuyahoga County Department of Development: *Competitive Municipal Block Grant Program*.

Grant monies of up to \$300,000 for use up to two years

- ✓ Used for major public enhancements that include right-of-way improvements, street scape enhancements, and directional signage.

## *City of Fairview Park Master Plan*

- Cuyahoga County Department of Development: *Cuyahoga County Storefront Renovation Program.*

Utilizes federal Community Development Block Grant funding

- ✓ Grants for architectural services not to exceed \$2,000 or 8% of material and labor costs.
- ✓ Loans of up to \$75,000 per parcel at negotiated, below prime, interest rates for twelve years with monthly payments, beginning six months after loan closing are available. The loans are to be utilized for exterior and interior building improvements. Commercial buildings must be located in a designated Improvement Target Area (ITA).

**Note:** There are some portions of the study area that have been identified by Cuyahoga County Urban Count Historic Preservation Survey, Phase I/Initial Identification as having a significant number of structures being built before 1939. Any party interested in using Cuyahoga County Storefront Renovation Program funds for a structure identified by this survey would have to comply with the Secretary of the Interior's Standards for Rehabilitation (which may be similar to the design guidelines utilized by the Rocky River Architectural Board of Review).

- Cuyahoga County Department of Development: *Cuyahoga County Economic Development Loan Program.*

Utilizes federal Community Development Block Grant funds

- ✓ Intended to assist qualified business expansion and job creation and tax base enhancement. Loans range from \$35,000 to \$350,000 (not to exceed 40% of the total project cost), with a present 4% fixed interest rate.

- *Municipal Bonds*

Used as funding mechanisms for acquisition and improvement of property, relocation of displaced entities

- *Business Improvement District*

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, collected by the municipality are returned in full to the BID and are used for the physical and service improvements previously mentioned.

# Chapter Five

## Public Facility and Infrastructure Analysis

# *City of Fairview Park Master Plan*

## **INTRODUCTION**

An inventory of the City's public facilities and infrastructure was conducted in order to gain a better understanding of existing conditions as well as what needs exist in terms of prioritizing future capital improvement projects. Included in this inventory are City buildings, such as City Hall, recreation facilities, and infrastructure such as roads, sewers and water lines.

## **CITY BUILDINGS INVENTORY**

### **City Hall**

The Fairview Park City Hall was constructed in 1968. The building is currently being used to full capacity, so much so that there is not sufficient room to house the Senior Life and Recreation Offices. These two departments are currently operating out of the Gilles Sweet Community Center, a former grade school. Due to rising enrollment in the Fairview Park Schools, the school district will need to resume use of the school, most likely for the start of class in the fall of 2000. Therefore, a new location for these two departments will need to be identified. This issue of providing accommodations for separate or combined community and senior centers will be discussed further in later portions of this Master Plan.

**Figure 5.1**



*Fairview Park City Hall*

Increased programming in areas such as recycling, building inspections, and economic development are placing demands on City Hall space. A much-needed overhaul of the HVAC system in this building was completed in early 1999. City Hall has been updated to meet ADA requirements while other municipal properties are being addressed one at a time.

## **CITY DEPARTMENT INVENTORY**

### **Fire Department**

The Fairview Park Fire Department is housed in City Hall. There is a potential need for three additional staff members. A new ambulance to replace the older of existing two ambulances has been ordered.

# City of Fairview Park Master Plan

## Police Department

The Fairview Park Police Department is also located at City Hall. The need for cars is addressed on an annual basis. Two to three new cars are purchased per year, dependent on the budget.

## Service Department

Located at City Hall, the Service Department stores all of the City's equipment outside in the rear portion of the property. In terms of needs, the life of the equipment could be extended if a storage building were constructed as protection from the elements. A new 30,000 square foot storage/maintenance building would cost approximately \$2 million. Present replacement of equipment is funded by a revolving capital improvements fund.

## Recreation

The *Land Use* chapter of this report indicated that there are 696 acres of land used for parks and recreation purposes. The vast majority of this land is located within the Cleveland Metroparks, along the City's eastern border. The remainder of the acreage is found in the five City-owned parks. **Figure 5.3** illustrates the locations of both the Metroparks and City parks.

The significant acreage contributed by the Metroparks is a unique asset to the community not only in terms of parkland, but also because of the scenic vistas allowed the residences and commercial areas situated along the edge of the valley. Access to this land is, however, restricted for Fairview Park residents due to the steep topography. In 1996, the Metroparks partially alleviated this situation by developing a connector trail from Story Road to the valley bike trail along Old Lorain Road. At this time, the Metroparks are exploring potential connectors which would improve access to the Rocky River Reservation for Fairview residents. The connectors could include one behind Fairview Hospital in Cleveland, Rockcliff Drive in Rocky River, Cedar Point Road in North Olmsted, and Mastick Road or Brookway Drive in Fairview Park. The five City-owned parks are located within the residential neighborhoods and, therefore, play a greater role in providing for the most accessible recreational opportunities for residents.

**Figure 5.2**

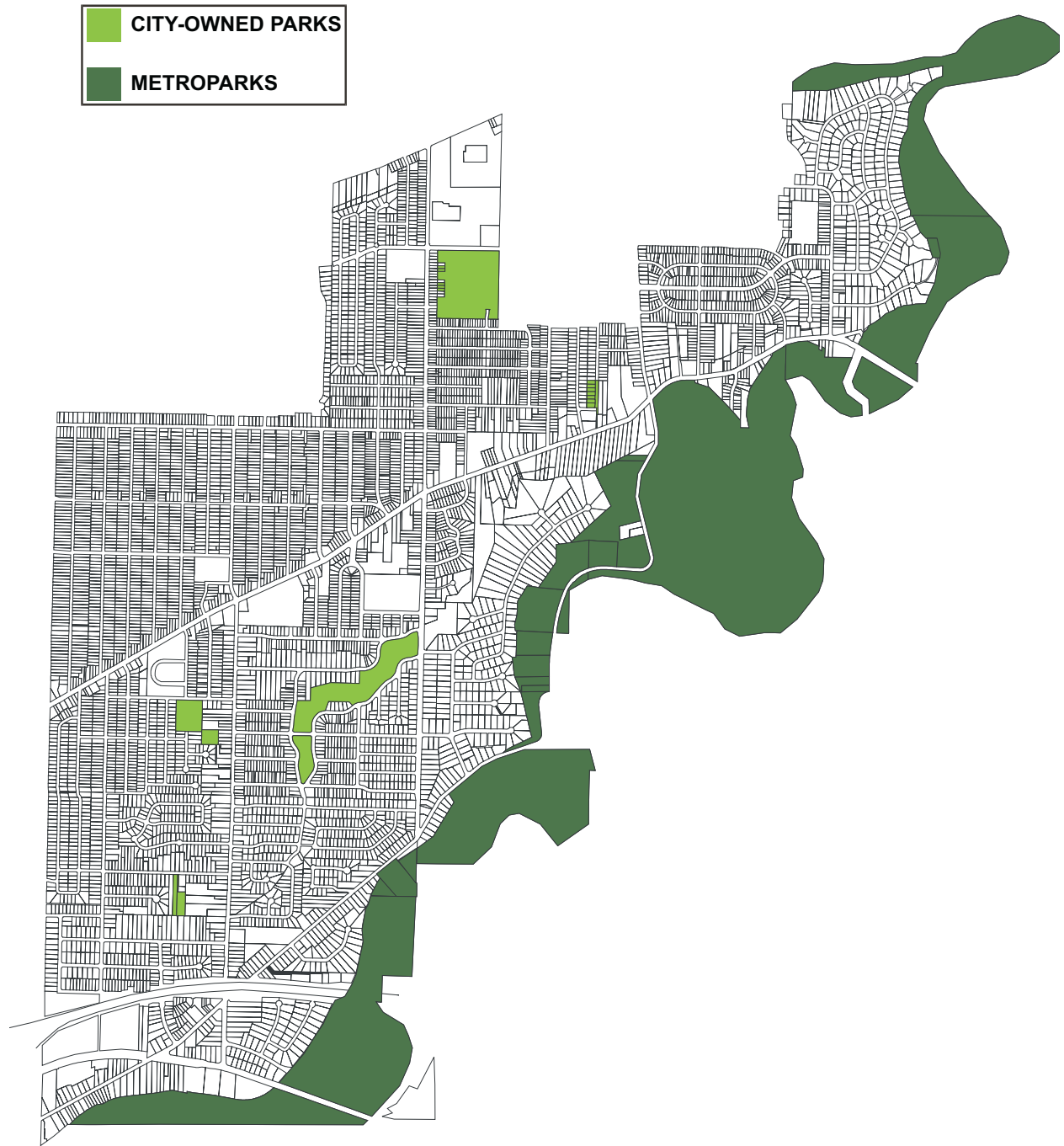


*Bain Park provides City residents with a number of passive recreation opportunities.*

The *Fairview Park Recreation Master Plan* has indicated in its "Needs Analysis" that community recreation needs are not being met in terms of overall acreage by these five parks and some of the school grounds, which have limited availability. The consultant who conducted this analysis utilized standards established by the National Recreation and Park Association's *Recreation, Park and Open Space Standards and Guidelines* for different park types. According to these standards, there is a deficit of

# City of Fairview Park Master Plan

Figure 5.3, Parks Located Within Fairview Park



## *City of Fairview Park Master Plan*

more than 100 acres of parkland in Fairview Park, which includes an 88-acre deficit in the community park category alone.

The report indicates that it is common for suburban areas located within larger metropolitan areas to have deficits of parkland due to the large amounts of developed land. Additionally, the consultant indicated that “the proximity of the Cleveland Metroparks system within and adjacent to the City of Fairview Park can be seen as satisfying most of the recommended demand for park space.”

While the Recreation Master Plan indicates overall park acreage is adequate, when the Metroparks’ acreage is included, differentiation of park types remains important. Acknowledgment of the deficit of community park space is critical when considering the future of the current City-owned parks; it is important that these parks be maintained and enhanced as open space. Additionally, while there is little land available for additional park space, any opportunity to add to the recreational land and facility inventory should be explored.

*Figures 5.4 through 5.8*, prepared by the architectural firm of Brandstetter, Carroll, Zofcin, Inc., illustrates the recommendations for each of the City’s parks as part of the Recreation Master Plan. *Appendix G* highlights the Recreation Commission’s final plan.

### **INFRASTRUCTURE INVENTORY**

The City of Fairview Park is responsible for the maintenance and replacement of much of the community’s infrastructure. A report compiled by the City Engineer for use by the Ohio Public Works Commission was used as the source for *Table 5.1*, which summarizes the infrastructure for which the City is responsible. Included in the listing are the overall quantities of each infrastructure component (e.g., miles of road, collection facilities, feet of sewer, etc.), the condition of each component, and estimated dollar amounts for either complete replacement or repair.

There are about 53 miles of roads maintained by the City. More than half of the road miles (39 miles) are in either excellent or good condition, while just less than 13 miles are in fair condition and .8 mile is in poor condition. The City Engineer has not identified any portions of roadway that are in critical condition. As indicated in the table, there are no bridges for which the City is accountable for upkeep and/or replacement. Of the seven culverts listed, one is in excellent condition, while six are considered to be in fair condition.

The City of Cleveland owns and maintains both the water supply and distribution systems. There are two wastewater facilities maintained by the City, however, and both are in fair condition. There are equal lengths of wastewater and stormwater collection lines. About 39% of the wastewater collection and 31% of the stormwater collection lines are in either excellent or good condition. Approximately one-third of both the wastewater (33%) and stormwater (36%) collection lines are in fair condition. Almost another third of the wastewater (28%) and stormwater (33%) collection lines are in poor or critical condition.

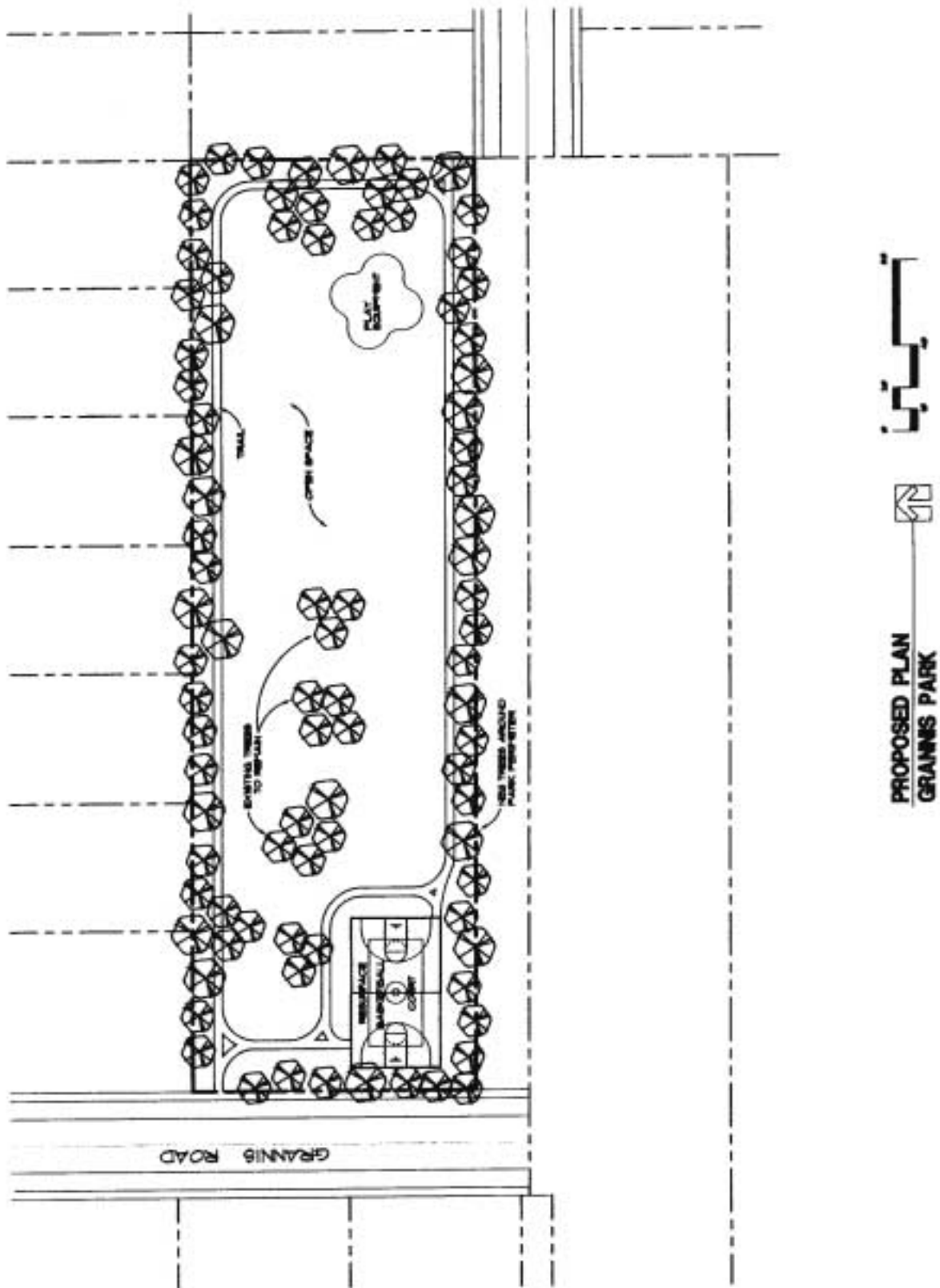






# City of Fairview Park Master Plan

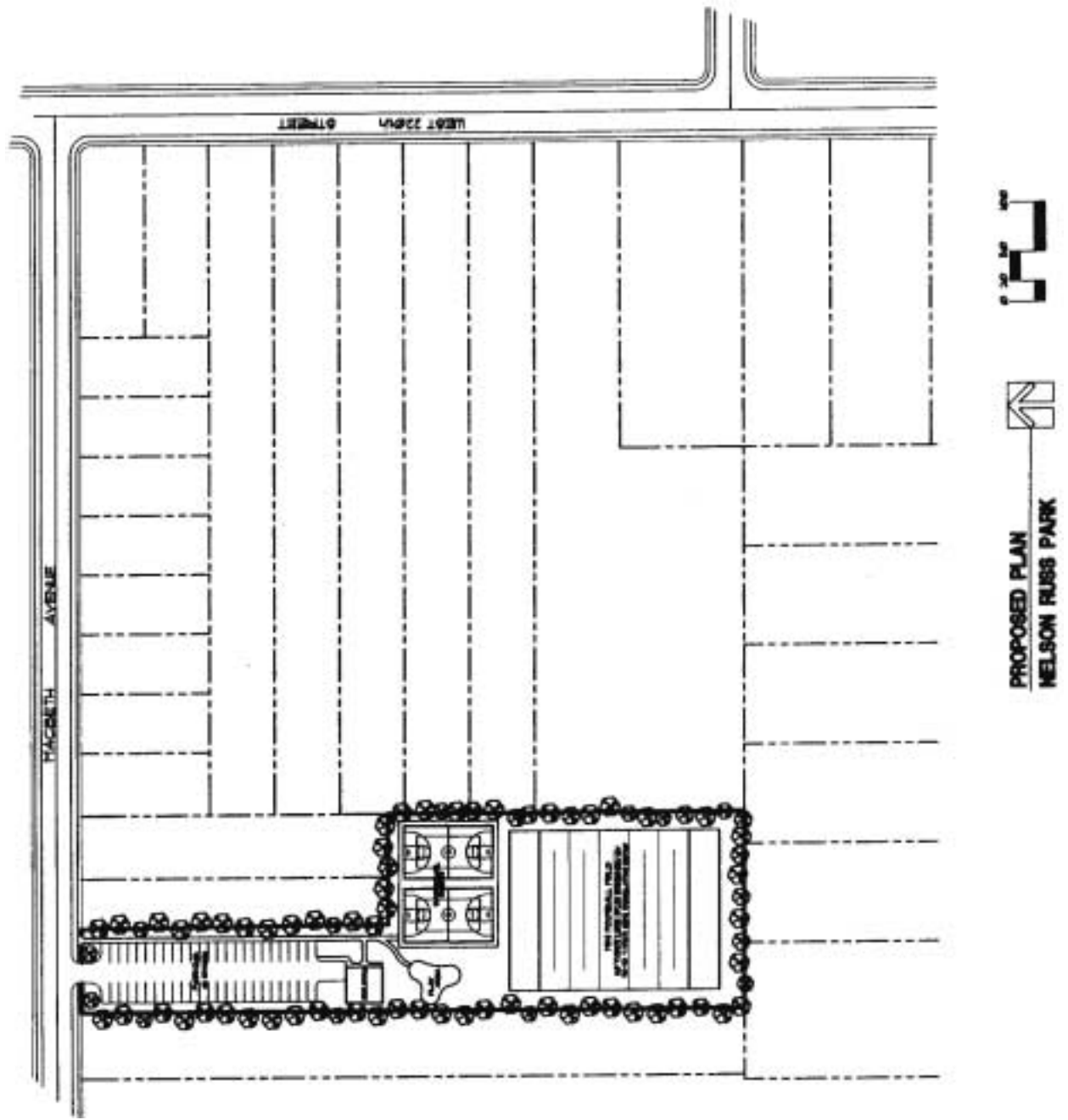
Figure 5.6, Grannis Park



ORIGINAL DRAWING PROVIDED BY BRANDSTETTER, CARROLL, ZOFCIN, INC.

# City of Fairview Park Master Plan

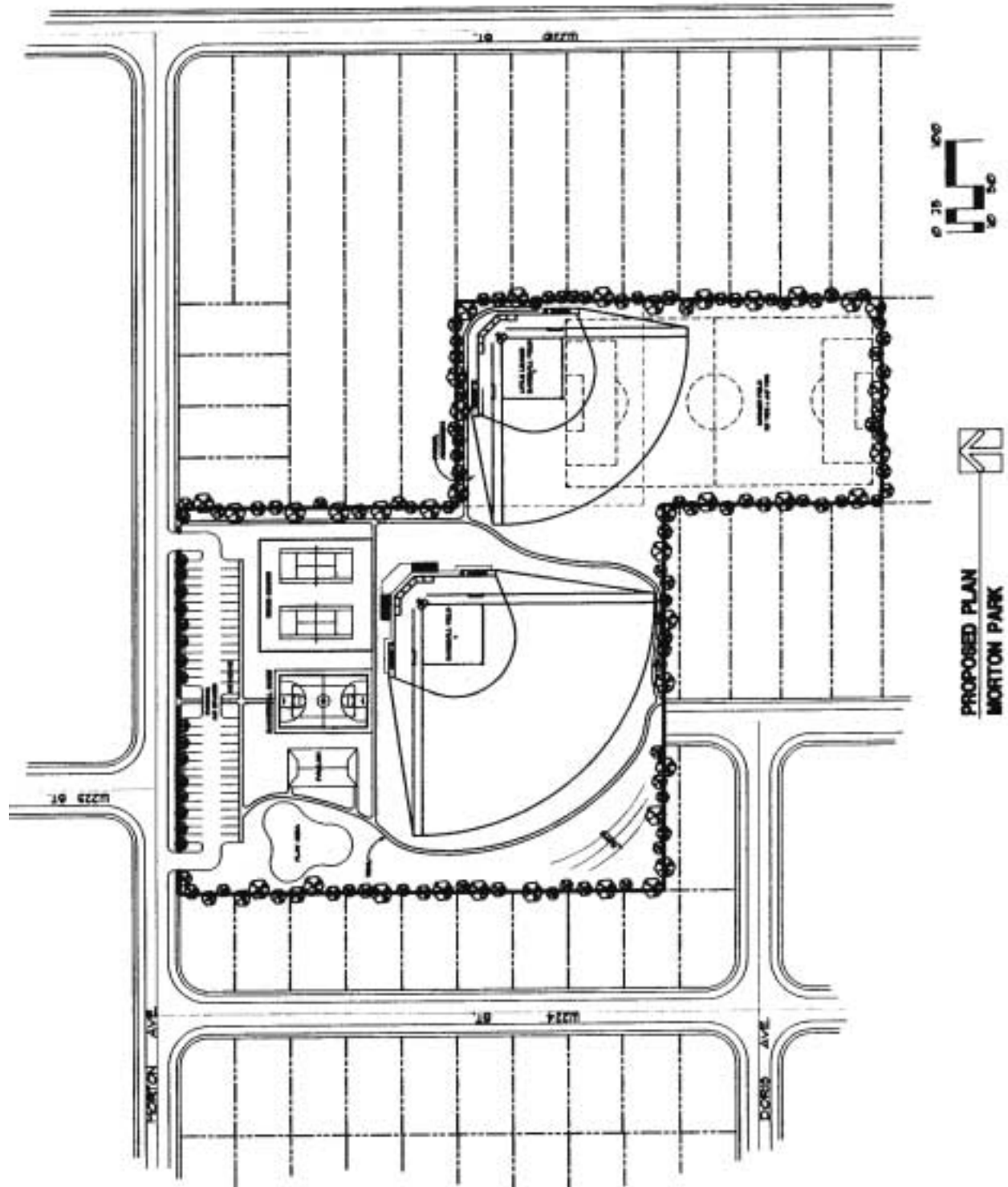
Figure 5.7, Nelson Russ Park



ORIGINAL DRAWING PROVIDED BY BRANDSTETTER, CARROLL, ZOFCIN, INC.

# City of Fairview Park Master Plan

Figure 5.8, Morton Park



ORIGINAL DRAWING PROVIDED BY BRANDSTETTER, CARROLL, ZOFCIN, INC.

## City of Fairview Park Master Plan

**Table 5.1, Fairview Park 1998 City Infrastructure Inventory**

Infrastructure Component	Total (Units)	Excellent	Good	Fair	Poor	Critical	Replacement Cost	Repair Cost
Roads	52.9 miles	11.56	27.88	12.65	0.81	0.00	\$61,093,000	\$39,062,500
Bridges	0	0	0	0	0	0	\$0	\$0
Culverts	7 culverts	1	0	6	0	0	\$700,000	\$100,000
Water Supply Systems	0	0	0	0	0	0	\$0	\$0
Water Distribution	0	0	0	0	0	0	\$0	\$0
Wastewater Systems	2 facilities	0	0	2	0	0	\$400,000	\$100,000
Wastewater Collection	265,000 feet	40,545	61,480	88,510	37,100	37,365	\$26,500,000	\$10,600,000
Stormwater Collection	265,000 feet	49,025	32,860	94,870	62,540	25,705	\$26,500,000	\$10,600,000
Solid Waste Disposal	70 ton capacity	0	1 truck	3 trucks	2 trucks	0	\$577,500	\$30,000
<b>TOTALS</b>							<b>\$115,770,500</b>	<b>\$60,492,500</b>

The total cost for replacement of all of these components would exceed \$115.7 million, while repair costs would total about \$60.5 million.

**Table 5.2** details capital improvement projects for the seven year period between 1996 and 2002. The projects and costs listed for 1996 and 1997 are actual costs, while those listed for the years between 1998 and 2002 are planned projects and costs. Actual costs for projects occurring in 1996 and 1997 total over \$3.5 million, while planned projects for 1998 through 2002 total over \$16.7 million. Projects with the greatest costs include rehabilitation of Mastick Road (\$5 million) and West 220<sup>th</sup> Street (\$2.8 million) as well as the Mastick Road hill slide project (\$2 million).

In addition to the projects listed in this table, the City MAY now need to maintain Lorain, Center Ridge, and Brookpark Roads. This is the result of a policy released by ODOT in 1997 stating that it may not be able to rehabilitate roads like these due to the high costs of interstate widenings and expansions in suburban and rural areas.

The City Engineer and Service Department have initiated sewer grouting and televising as a means of assessing their present condition. Issue 2 funds totaling \$1.3 million have been received by the City so that this process may continue throughout the community. House connections in these areas will be addressed as a means of preventing flooding. If these studies reveal the need for repair and replacement, the Capital Improvement Sewer Fund currently in place will be utilized.

As noted previously in this Plan, the vast majority of Fairview Park was developed prior to 1970. Consequently, the majority of the street network was in place by this time and, therefore, requires regular maintenance and repair. The City administers an annual street repair program which addresses these infrastructure needs, including public sidewalks and driveway aprons in addition to streets. The driveway apron and public sidewalk program addresses municipal properties first, followed by commercial areas, and, finally, residential areas. Funding for the projects comes from a levy which has recently been renewed for another eight years. **Table 5.3** lists the individual year program costs and number of projects from 1990 to 1998. A full project listing is found in **Appendix C** and illustrated in **Figure 5.9**.

## City of Fairview Park Master Plan

**Table 5.2, Fairview Park Five Year Capital Improvement Plan**

Project Description	1996	1997	1998	1999	2000	2001	2002	TOTAL
Annual Street Rehabilitation	\$793,000	\$309,966	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000	<b>\$3,602,966</b>
Valley Parkway Rehabilitation		\$800,000						<b>\$800,000</b>
Eaton Road Culvert Repair		\$100,000						<b>\$100,000</b>
Lorain Road Signalization	\$75,000	\$60,000						<b>\$135,000</b>
Georgette Ave. Sewer Repair		\$886,685						<b>\$886,685</b>
Sewer Rehabilitation	\$135,000	\$25,000	\$1,600,000	\$1,000,000	\$500,000	\$500,000	\$500,000	<b>\$4,260,000</b>
Mastick Road Rehabilitation	\$100,000				\$5,000,000			<b>\$5,100,000</b>
Mastick Road Hill Slide			\$2,000,000					<b>\$2,000,000</b>
W. 220th Street Interim Repair		\$170,000						<b>\$170,000</b>
W. 220th Street Rehabilitation					\$2,800,000			<b>\$2,800,000</b>
Pumping Station Rehabilitation	\$100,000							<b>\$100,000</b>
Lorain Road Bin Wall			\$200,000					<b>\$200,000</b>
Bohiken Park ADA Restrooms			\$95,000					<b>\$95,000</b>
Bain Park Masonry Step Restoration			\$25,000					<b>\$25,000</b>
<b>TOTAL</b>	<b>\$1,203,000</b>	<b>\$2,351,651</b>	<b>\$4,420,000</b>	<b>\$1,500,000</b>	<b>\$8,800,000</b>	<b>\$1,000,000</b>	<b>\$1,000,000</b>	<b>\$20,274,651</b>

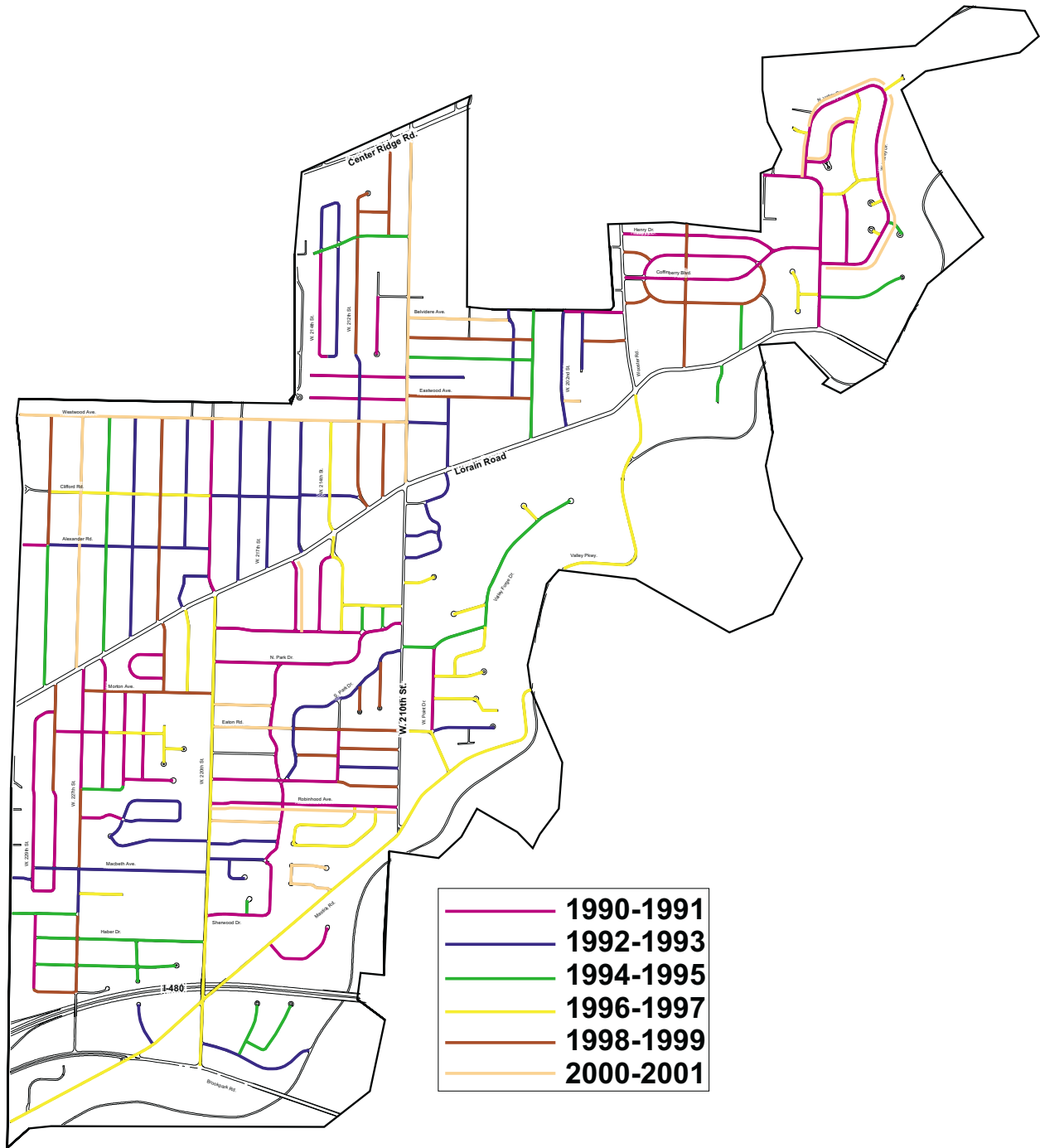
Those streets that are currently being addressed as well as those repaired in the early stages of the street repair program are being treated with “reclaimite” which extends the life of the streets.

**Table 5.3, Fairview Park Street Repair Program Summary, 1990-1998**

Year	Total Program Cost	Total Number of Projects
1990	\$1,118,779	15
1991	\$1,083,254	23
1992	\$488,735	15
1993	\$569,106	21
1994	\$539,575	9
1995	\$530,446	11
1996	\$430,925	20
1997	\$309,967	9
1998	\$852,537	10
<b>TOTAL</b>	<b>\$5,923,324</b>	<b>133</b>

# City of Fairview Park Master Plan

Figure 5.9, Street Repair Program, 1990-2001





# Chapter Six

## Focus Area Analysis

# City of Fairview Park Master Plan

## INTRODUCTION

As indicated in previous sections of this report, Fairview Park is almost completely developed. However, the fact that there is minimal undeveloped land available for new development does not mean that development cannot occur within the city. There may be areas which are occupied by land uses which are marginal, outdated, or, in a few instances, may still be vacant. These are areas that may have development or redevelopment potential. The Master Plan Steering Committee has identified twelve of these areas within Fairview Park. These areas are outlined on *Figure 6.1*.

This chapter involves the analysis of these areas for their development and redevelopment potential. A *Development Impact Analysis* is conducted for each of the twelve areas. Alternative land uses that are typically compatible with surrounding uses are identified. While recommendations are made in most cases, this chapter is intended to facilitate informed discussions about the different focus areas. The following chapter, the *Final Development Plan*, will summarize the findings of this chapter's analysis. The *Strategic Management Plan* chapter will outline the steps necessary to implement the recommendations made, including any potential zoning changes and financing options.

It is important to note that, while quantitative elements are the focus of this type of analysis, quality of life issues play an equally significant role in the decision-making process. For example, the fact that a new development may generate significant income tax revenue for the City may not mean it is the most appropriate development for this site. Another development alternative, though it may not have the desirable fiscal impacts, may enhance the quality of life of the City to such a point as to make it a more advantageous alternative.

## GENERAL

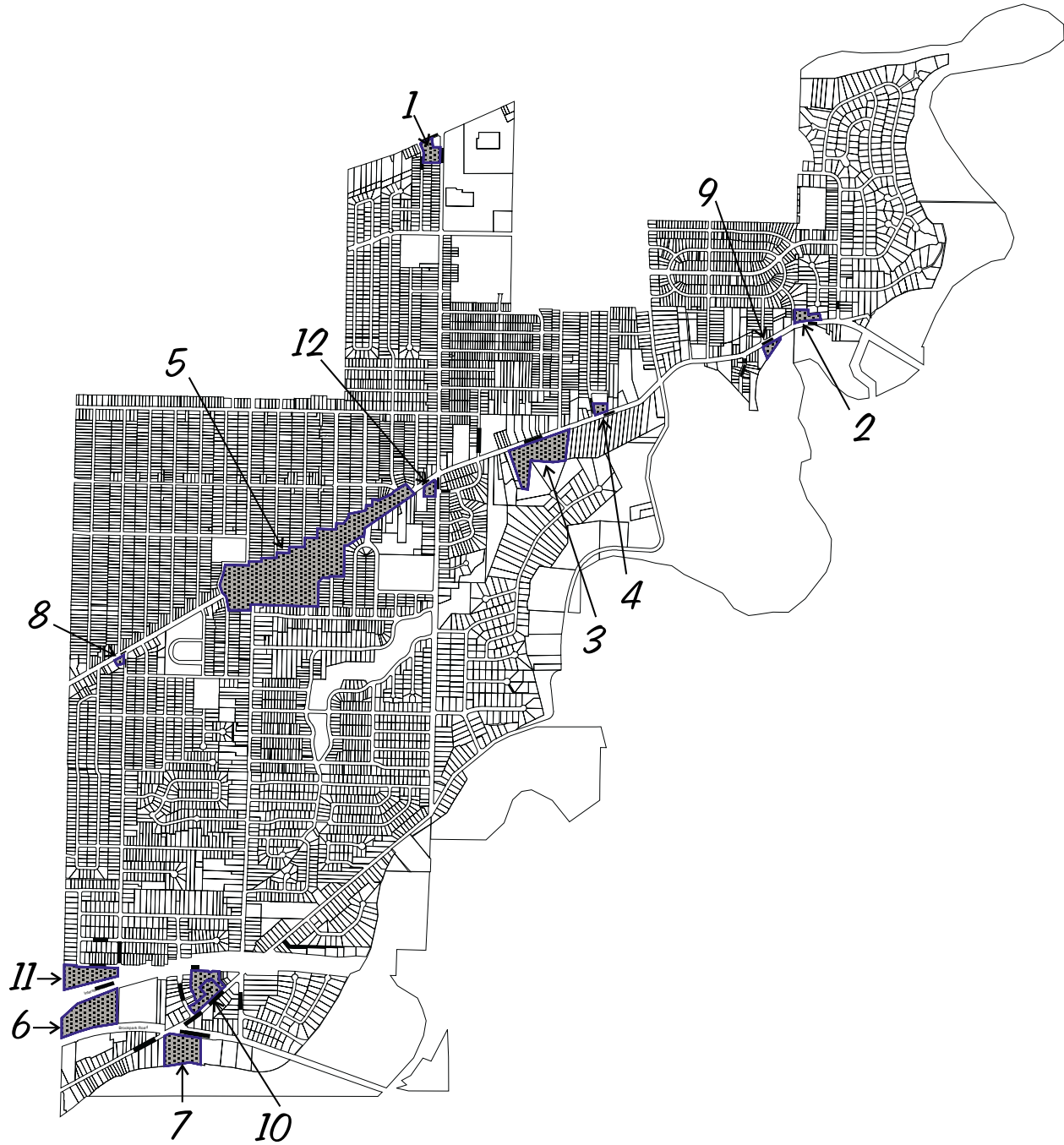
As previously noted, alternative land uses are identified for each focus area. The land use alternatives examined will include either one or a combination of the following: multi-family residential (garden apartments and townhouses), commercial retail, civic recreational, and local office. Since all of these focus areas are situated on a major arterial, single-family use was not considered appropriate for these locations. The fiscal and physical impacts of these uses are identified for each focus area. The Fairview Park Planning and Zoning Code was used to calculate the number of units, or total floor space for the different alternatives, based on the land area. The potential value of the site is then shown and the subsequent property taxes generated.

Estimates of new residents and employees are used to predict income tax generation. Annual City revenue is determined by combining municipal property tax estimates with income tax estimates. This figure is then compared to the approximate municipal service costs resulting in a net fiscal impact for the City. There are tables in the following sections including this and other data.

General planning standards are used for the calculations. This results in predictable impacts for the different land use alternatives. These are trends that remain consistent throughout each analysis. The trends are not without exception, however, as each development is unique and, once con-

# City of Fairview Park Master Plan

Figure 6.1, Fairview Park Focus Areas



## *City of Fairview Park Master Plan*

structed, may not strictly follow accepted planning standards. The following points summarize the consistencies and should be considered with each focus area:

- There will be about twice as many garden apartment units as townhouses.
- There will be more commercial retail floor space than office space due to the lot coverage standards used.
- The garden apartment multi-family alternative will consistently show the highest property value due to the density of the units; this translates to the highest property tax generation, as well.
- Income tax generation for residential uses will be lowest due to the fact that most employed residents work in communities outside of Fairview Park, and are at least partially exempted from paying additional taxes to Fairview Park.
- The total annual income (and therefore annual income taxes) from the local office alternative will typically exceed that of commercial retail due to higher average salaries earned from office workers, and a greater number of office employees per square foot in an office building.
- Municipal service costs are generally the greatest in residential uses, and typically result in a negative net fiscal impact for communities (mainly because these costs are not countered by income tax revenue).
- Commercial retail uses generate the most weekday traffic trips, followed by local office, garden apartments, and townhouses.
- Garden apartments have the greatest impact on the sewer system usage, followed by townhouses, commercial retail, and local office.

The following sections identify the individual focus areas and estimate the expected fiscal and physical impacts of the proposed development alternatives.

### **FOCUS AREA 1**

The cluster of adjoining parcels along Glenbar Drive, Center Ridge Road, and West 210<sup>th</sup> Street constitute this focus area. The parcel on the southwest corner of West 210<sup>th</sup> Street and Center Ridge Road is excluded from this analysis. There is a combination of commercial, single-family and vacant uses. These uses are shown in *Figure 6.2*. The zoning consists of “Business B”, “Two-Family”, and “Parking” and is shown in *Figure 6.3*.

This area is included in this chapter due to recent activities involving the potential consolidation of these parcels by a local merchant. The only development alternative considered for this location is

# City of Fairview Park Master Plan

Figure 6.2, Focus Area 1: Existing Land Use

- 1998 GENERALIZED LAND USE**
- COMMERCIAL
  - INSTITUTIONAL
  - MOBILE HOME PARK
  - MULTI-FAMILY
  - OFFICE
  - PARKS & RECREATION
  - SINGLE-FAMILY
  - UTILITIES
  - VACANT

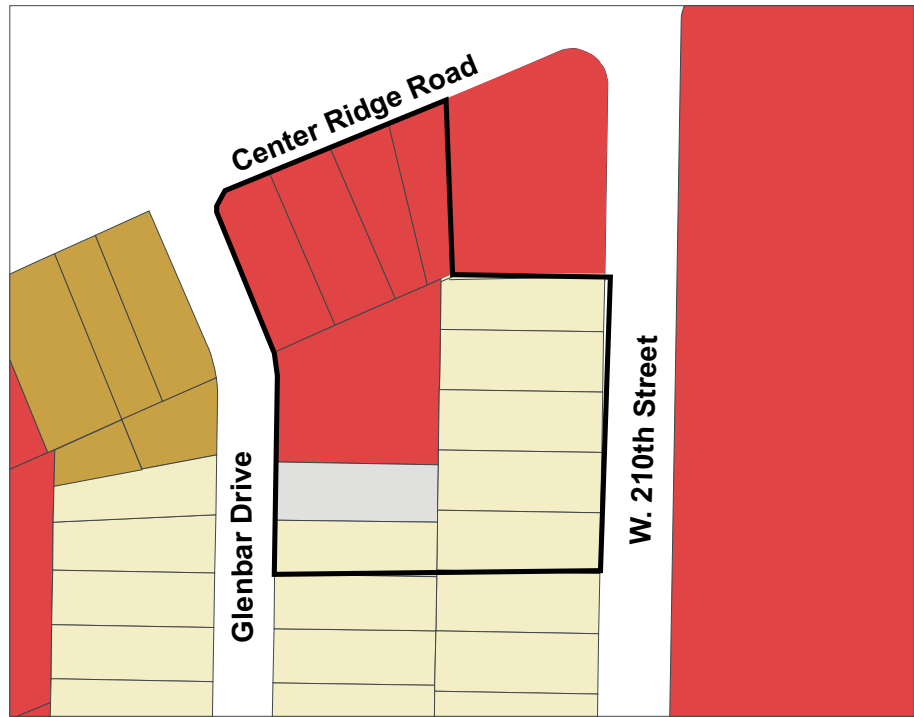
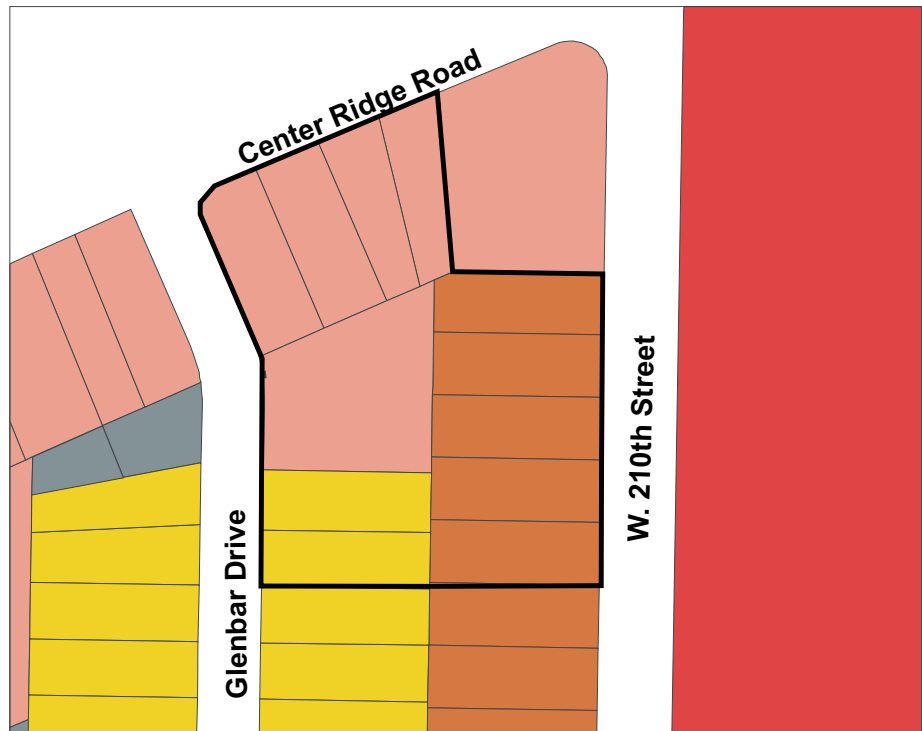


Figure 6.3, Focus Area 1: Existing Zoning

- ZONING**
- sf75
  - sf60
  - sf50
  - sf40
  - parking
  - mf high-rise
  - mf garden
  - metroparks
  - low-rise PD
  - civic/rec
  - business b
  - business a
  - 2f



## *City of Fairview Park Master Plan*

commercial retail. This is due to the existing commercial character of Center Ridge Road. While the parcels along Center Ridge Road are presently used for commercial retail purposes, there is a potential to redevelop for a commercial use which would utilize the parcels along Center Ridge Road as well as extend further south on West 210<sup>th</sup> Street and Glenbar Drive. **Table 6.1** identifies potential impacts of this type of redevelopment.

**Table 6.1, Focus Area 1: Development Impact Analysis**

	<b>Alternative A</b>
	<b>Commercial</b>
Development Acreage	2.04
Estimated Floor Area (square feet)	22,216
Potential Value of Site	\$1,528,732
Assessed Value	\$535,056
<b>Annual Property Tax Value</b>	
City	\$6,292
School	\$27,360
County	\$6,250
Library/Metroparks	\$1,490
<b>Annual Income Tax Generation</b>	
New Employees	40
Total Estimated Annual Employee Income	\$992,737
Total City Income Tax for Fairview Park	\$14,891
<b>Revenue</b>	
All Tax Revenue	\$56,283
City Revenue	\$21,183
<b>City Expenditures</b>	
Share of Municipal Service Costs	\$10,181
Net Fiscal Impact for City	\$11,002
<b>Physical Impacts</b>	
New Traffic Trips (daily)	904
Sewer System Total Usage (gal/day)	4,443

There are currently just less than 11,000 square feet of commercial retail space at this location and this redevelopment alternative could result in more than 22,000 square feet of commercial retail space. While this is not a relatively large development, it presents an opportunity for the development of a well-designed commercial use. This is in direct relation to previous portions of this Master Plan that have indicated a need for improvement of the commercial districts. Any redevelopment of these parcels should result in a well-designed, high quality commercial development. The layout of the parcels allows for commercial structures to be developed along Center Ridge Road and West 210<sup>th</sup> Street, with minimal setback, allowing room for parking in the rear of the structures. Attractive plantings and pedestrian amenities would create an attractive destination and potentially spur similar streetscape improvements, if not redevelopment, along this corridor.

## City of Fairview Park Master Plan

### FOCUS AREA 2

This focus area is comprised of four parcels located on the north side of Lorain Road between W. 192<sup>nd</sup> Street and Story Road. Each parcel contains a different land use type: a convenient store, an apartment building, an office building, and a gas station. The area is presently zoned "Business A." **Figures 6.4 and 6.5** illustrate the land use and zoning of both the focus area and the surrounding parcels, respectively.

This area is under consideration mainly due to the fact that the gas station is presently for sale and operating in a limited capacity. Its location is one that should be fully utilized due to the fact that it is on Lorain Road, the major commercial corridor of Fairview Park, and because it has views of the valley across Lorain Road to the south. It should be noted, however, that any gas station property undergoing redevelopment must undergo a Phase I Environmental Assessment to determine if any underground storage tanks have leaked into the soil.

In addition to the gas station property, it is possible that three parcels to the west could be consolidated and redeveloped. This analysis considers the potential for three different development types. These types are: multi-family residential, commercial retail, and local office. All three of these use types, since they reflect current uses, would be compatible with the surrounding area. **Table 6.2** compares and contrasts estimates for the fiscal and physical impacts for each of these development alternatives.

The site is almost an acre and a half in area. Therefore, any development would be relatively small. The site could be an ideal location for multi-family housing, commercial niche development or a local office due to its smaller scale and nearby scenic vistas. However, the City could take advantage of its scenic setting unique to the county and promote the site for a local office building to attract an occupant who may otherwise not consider Fairview Park.

### FOCUS AREA 3

The ten parcels totaling more than nine acres in area, to the east of the senior high-rise building adjacent to City Hall, comprise this focus area. The land is presently utilized for commercial purposes. The zoning is unconventional in that the northern portion of the site is zoned for "Business A," while the southern portion of the site is zoned for "Single-Family 75." The approximate dividing line of the parcels between the two classifications is the ridge line. **Figures 6.6 and 6.7** illustrate the land use and zoning.

This area is under examination for similar reasons as those for other Lorain Road focus areas: proximity to the Metroparks and its scenic vistas. The present uses have become marginal in nature and do not effectively utilize their locational advantages. The potential exists to develop this location for uses that would enhance not only the quality of development in this highly-traversed portion of Fairview Park, but also the quality of life for residents. The two development alternatives proposed for this site are a combination of a community center and a local office building, or local office by itself. **Table 6.3** illustrates the development impact analysis for these two alternatives. The acreage

# City of Fairview Park Master Plan

Figure 6.4, Focus Area 2: Existing Land Use

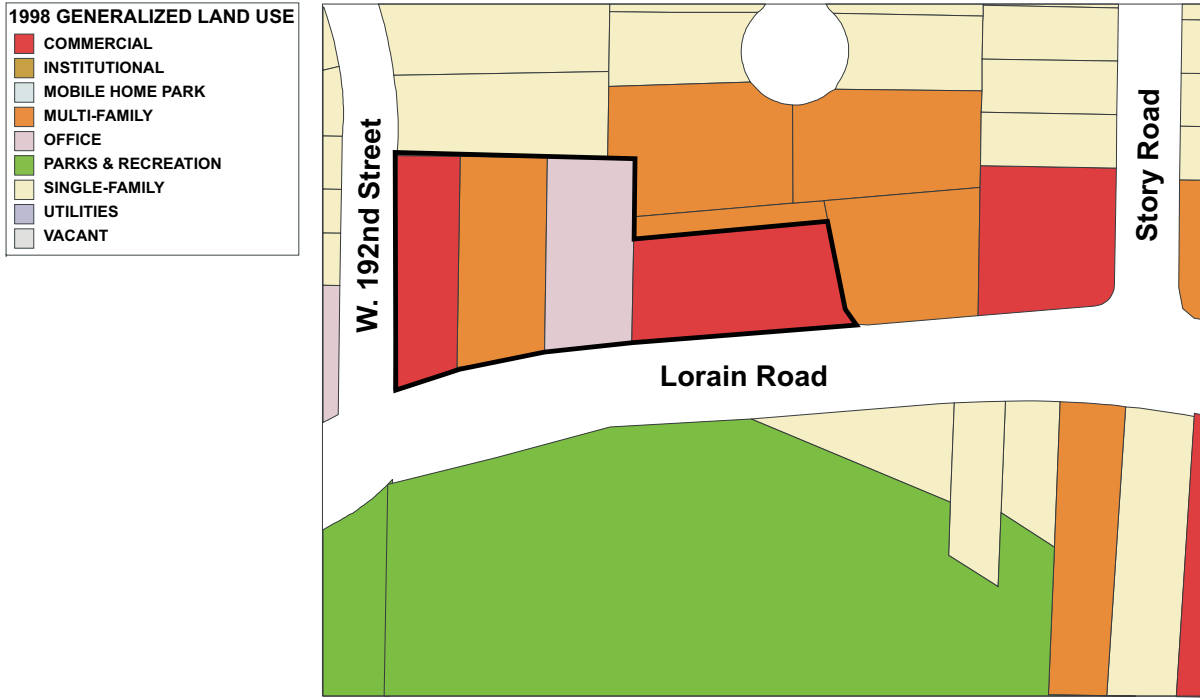


Figure 6.5, Focus Area 2: Existing Zoning





# City of Fairview Park Master Plan

Figure 6.6, Focus Area 3: Existing Land Use

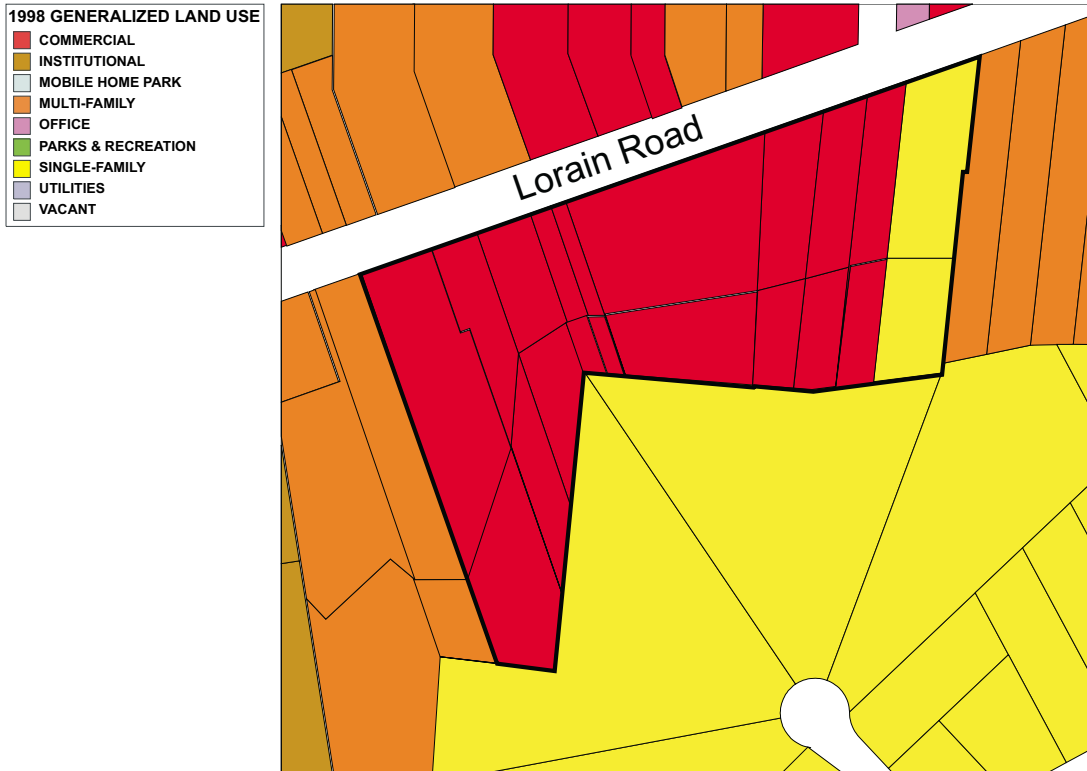
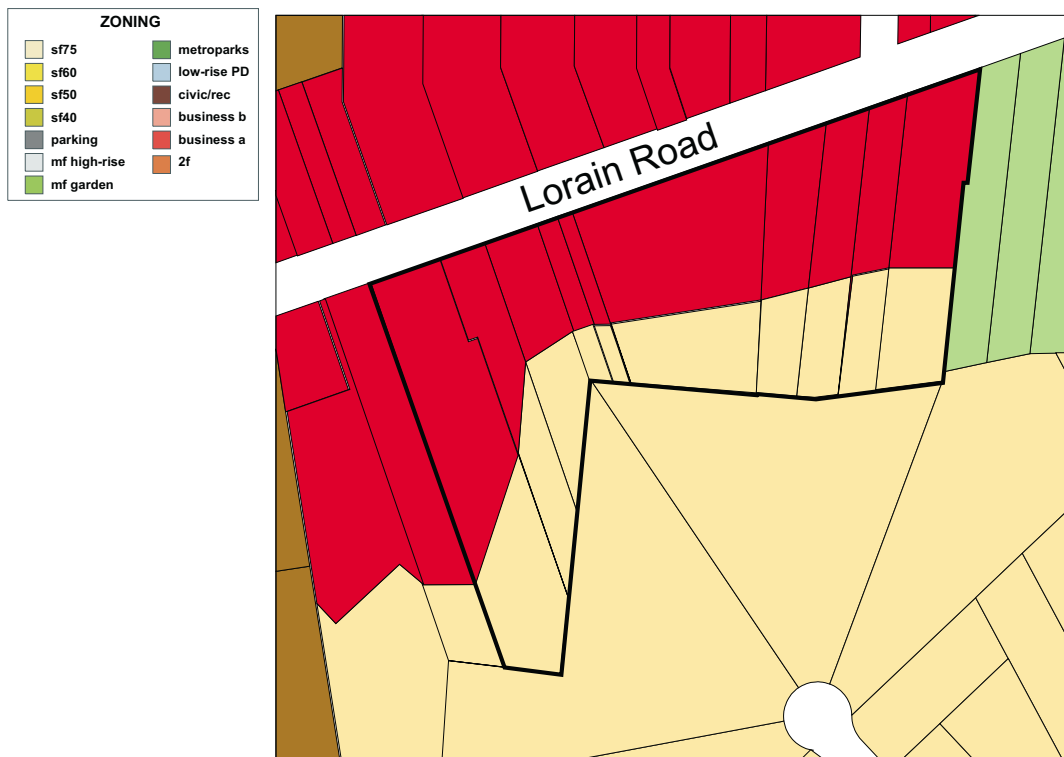


Figure 6.7, Focus Area 3: Existing Zoning



## City of Fairview Park Master Plan

**Table 6.2, Focus Area 2: Development Impact Analysis**

	Alternative A	Alternative A	Alternative B	Alternative C
	Multi-Family Residential Garden Apartments	Multi-Family Residential Townhouses	Commercial	Local Office
Development Acreage	1.4	1.4	1.4	1.4
Dwelling Units	30	15	n/a	n/a
Estimated Floor Area (square feet)	n/a	n/a	15,246	12,197
Potential Value of Site	\$1,382,975	\$1,025,084	\$1,049,130	\$1,143,369
Assessed Value	\$484,041	\$358,780	\$367,195	\$400,179
<b>Annual Property Tax Value</b>				
City	\$6,441	\$4,774	\$4,318	\$4,706
School	\$24,302	\$18,013	\$18,777	\$20,463
County	\$5,280	\$3,913	\$4,289	\$4,675
Library/Metroparks	\$1,423	\$1,055	\$1,023	\$1,114
<b>Annual Income Tax Generation</b>				
New Residents	46	23	n/a	n/a
New Employees	n/a	n/a	28	40
Total Estimated Annual Household/Employee Income	\$1,239,347	\$619,674	\$681,290	\$1,634,713
Total City Income Tax for Fairview Park	\$2,603	\$1,301	\$10,219	\$24,521
<b>Revenue</b>				
All Tax Revenue	\$40,048	\$29,056	\$38,626	\$55,479
City Revenue	\$9,043	\$6,075	\$14,537	\$29,226
<b>City Expenditures</b>				
Share of Municipal Service Costs	\$15,322	\$7,661	\$7,126	\$10,181
New Public School Aged Children	3	4	n/a	n/a
Expenditure Per Public School Pupil	\$6,768	\$6,768	n/a	n/a
Public School District Expenditures	\$19,048	\$24,346	n/a	n/a
Net Fiscal Impact for City	-\$6,279	-\$1,586	\$7,411	\$19,045
<b>Physical Impacts</b>				
New Traffic Trips (daily)	201	89	620	300
Sewer System Total Usage (gal/day)	9,148	4,574	3,049	803

in the table reflects developable acreage, as steep topography restricts development on the southern portions of the parcels.

As mentioned previously, local office uses typically result in a positive net fiscal impact for a city. In this case, the alternatives identified are estimated to generate between \$66,000 and \$191,000 in net revenue for Fairview Park. As noted previously, other factors need to be considered when evaluating development alternatives, such as quality of life issues. This is a site that, due to its unique physical characteristics and location within the city, should be examined for future uses that could have significant impacts on the community in addition to financial benefits.

## City of Fairview Park Master Plan

**Table 6.3, Focus Area 3: Development Impact Analysis**

	Alternative A	Alternative B
	Community Center (50,000 sq. ft.) & Local Office (40,000 sq. ft.)	Local Office
Development Acreage (useable)	4.9	4.9
Dwelling Units	n/a	n/a
Estimated Floor Area (square feet)	90,000	128,066
Potential Value of Site	\$7,408,476	\$10,019,089
Assessed Value	\$2,592,967	\$3,506,681
<b>Annual Property Tax Value*</b>		
City	\$13,104	\$41,234
School	\$56,984	\$179,314
County	\$13,018	\$40,963
Library/Metroparks	\$3,104	\$9,766
<b>Annual Income Tax Generation</b>		
New Employees	162	421
Total Estimated Annual Employee Income	\$6,284,971	\$17,164,486
Total City Income Tax for Fairview Park	\$94,275	\$257,467
<b>Revenue</b>		
All Tax Revenue	\$180,484	\$528,744
City Revenue	\$107,378	\$298,701
<b>City Expenditures</b>		
Share of Municipal Service Costs	\$41,227	\$107,141
Net Fiscal Impact for City	\$66,151	\$191,560
<b>Physical Impacts</b>		
New Traffic Trips (daily)	1,517	3,150
Sewer System Total Usage (gal/day)**	2,600	8,427

\*Property taxes for Alternative A reflect only those generated from the local office, as the community center would be exempt from these taxes.

\*\* Sewer system generation rates are unavailable for the community center.

Alternative A includes a community center, which would not only meet the current need for this type of facility, but improve the quality of life for City residents. Many other local communities have built impressive state-of-the-art community centers in recent years. The proposed facility in this alternative, while scaled-down, is comparable to the others and would help in retaining current and attracting potential residents who might otherwise consider moving to the outer suburbs. Few community centers are located on sites having such views or the potential for walking trails along the edge of the Metroparks. The addition of a local office building would contribute to economic development and potentially spur similar developments nearby.

### FOCUS AREA 4

The parcel on the northeast corner of W. 202<sup>nd</sup> Street and Lorain Road comprises this focus area. While the land is currently zoned “Multi-Family Garden”, its land use is commercial (gas station).

## City of Fairview Park Master Plan

Multi-family uses predominantly surround the parcel, with the exception of the frozen custard shop on the western corner of W. 202<sup>nd</sup> Street. **Figures 6.8 and 6.9** illustrate the land use and zoning of this focus area and surrounding parcels. As discussed in Focus Area 2, any redevelopment of a gas-line station would require a Phase I Environmental Assessment.

Proposed uses for the site include multi-family residential and commercial. A multi-family structure on this parcel would blend well with the surrounding uses, while a small retail establishment would provide an excellent location for a business providing goods and services to nearby residents and passers by. **Table 6.4** presents the development impact analysis.

The parcel is about three-quarters of an acre in size, and would allow for approximately 17 garden apartments, 8 townhouses, or 8,385 square feet of commercial retail space. While there would be a negative fiscal impact on the city, a multi-family residential use is recommended for this location as this type of development would complement other new multi-family residential development further east on Lorain Road. Higher quality residential opportunities will add diversity to the options available for present and future residents.

**Table 6.4, Focus Area 4: Development Impact Analysis**

	Alternative A	Alternative B	Alternative C
	Multi-Family Residential Garden Apartments	Multi-Family Residential Townhouses	Commercial
Development Acreage	0.77	0.77	0.77
Dwelling Units	17	8	n/a
Estimated Floor Area	n/a	n/a	8,385
Potential Value of Site	\$760,636	\$563,796	\$577,021
Assessed Value	\$266,223	\$197,329	\$201,957
<b>Annual Property Tax Value</b>			
City	\$3,542	\$2,626	\$2,375
School	\$13,366	\$9,907	\$10,327
County	\$2,904	\$2,152	\$2,359
Library/Metroparks	\$783	\$580	\$562
<b>Annual Income Tax Generation</b>			
New Residents	25	13	n/a
New Employees	n/a	n/a	15
Total Estimated Annual Household/Employee Income	\$681,641	\$340,821	\$374,709
Total City Income Tax for Fairview Park	\$1,431	\$716	\$5,621
<b>Revenue</b>			
All Tax Revenue	\$22,026	\$15,981	\$21,244
City Revenue	\$4,974	\$3,341	\$7,995
<b>City Expenditures</b>			
Share of Municipal Service Costs	\$8,427	\$4,214	\$3,817
New Public School Aged Children	2	2	n/a
Expenditure Per Public School Pupil	\$6,768	\$6,768	n/a
Public School District Expenditures	\$10,476	\$13,391	n/a
Net Fiscal Impact for City	-\$3,453	-\$872	\$4,178
<b>Physical Impacts</b>			
New Traffic Trips (daily)	111	49	341
Sewer System Total Usage (gal/day)	5,031	2,516	1,677

# City of Fairview Park Master Plan

Figure 6.8, Focus Area 4: Existing Land Use

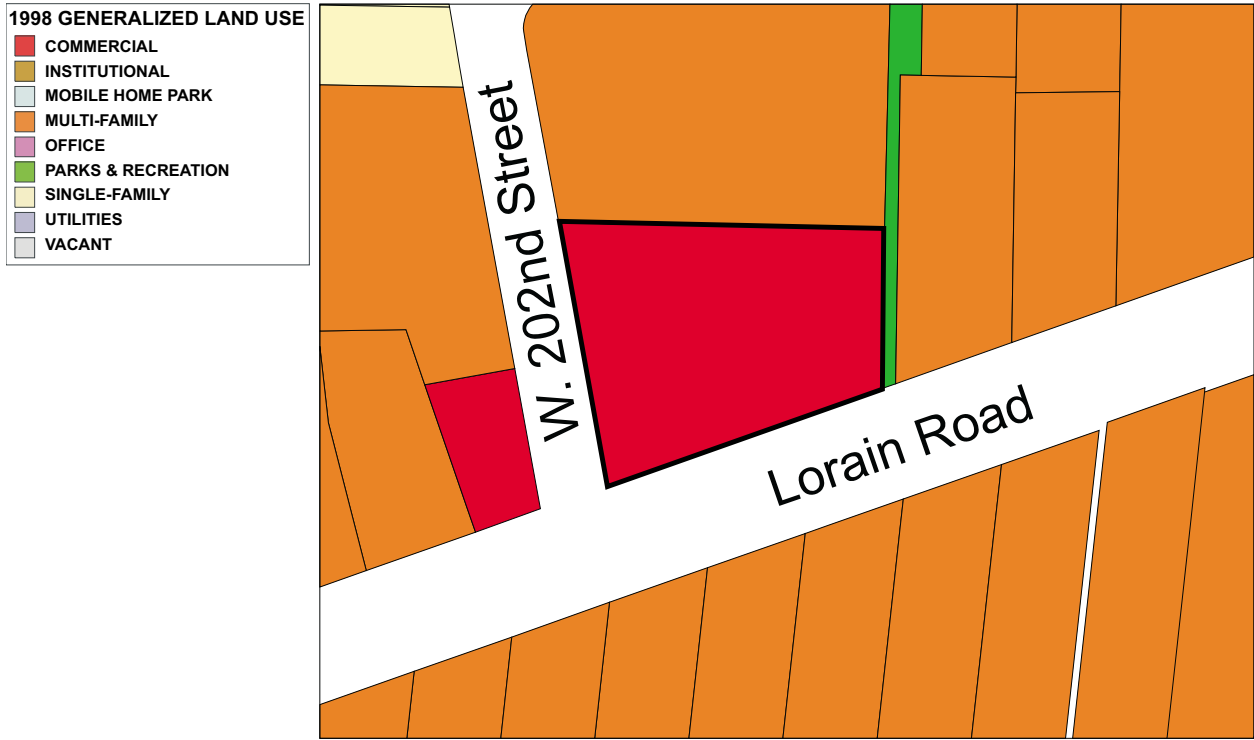
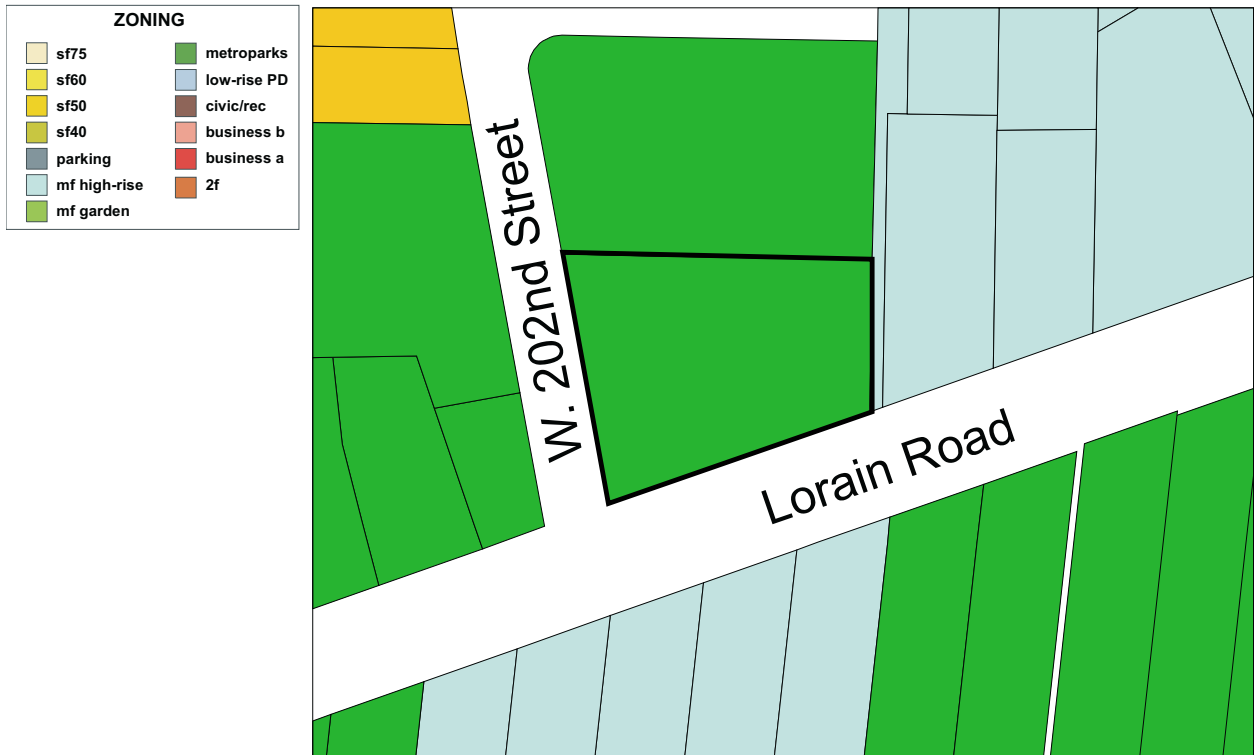


Figure 6.9, Focus Area 4: Existing Zoning



# City of Fairview Park Master Plan

## FOCUS AREA 5

Focus Area 5 consists of the Lorain Road Corridor between West 210<sup>th</sup> Street and West 220<sup>th</sup> Street. This area serves as the central activity area for retail, office and service businesses for the community and includes older local establishments and regional retail chain stores. This mixture creates a challenge for planners to develop a coordinated shopping district which has a separate and unique identity. The following paragraphs summarize the district's strengths and challenges to developing a more cohesive area.

### Strengths

This section of Lorain Road has several older buildings and storefronts with similar architectural scale and style that helps define the area. These buildings are occupied by a variety of specialty stores that are not typical of other retail shopping strips. The area also has a variety of regional retail chain stores and other services such as the post office, public library, school and churches that contribute to the functional viability of the area. The proximity of this area to the residential areas that surround it also creates an opportunity for increased pedestrian access to the adjacent shopping district. The variety and uniqueness of the businesses along with its accessibility to both pedestrian and motorist traffic, serve as the foundation for a successful shopping district.

### Challenges

In spite of these strengths, there are several challenges which hamper the ability to create a more unified business district. These include storefront condition, lack of landscaping and parking and circulation concerns (see *Figure 6.11*).

### Storefront Condition

Due to the variety of storefronts which were constructed over many years, there is a lack of cohesiveness and consistent architectural style. Improvements such as renovated store facades, awnings, and better signage could assist in establishing a unique shopping district that is attractive and can be easily identified. Instituting design guidelines for these elements could achieve a consistent appearance for new buildings and renovations within the shopping district.

### Lack of Landscaping

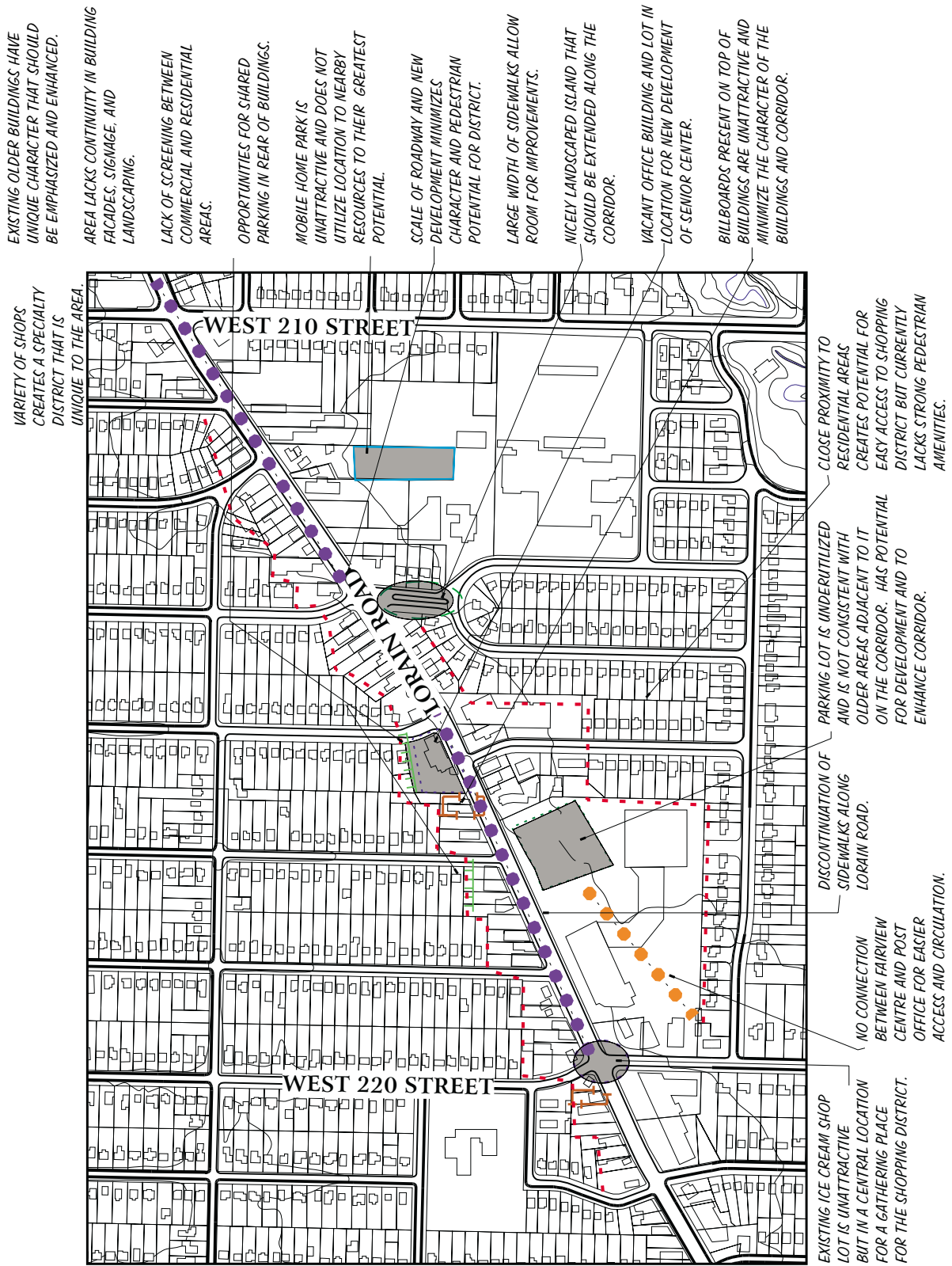
Most of the corridor lacks landscaping such as street trees and foundation planting along the storefronts, to beautify and define the area. The excessive width of Lorain Road severely impacts the character of the existing buildings and limits pedestrian opportunities in the area. The use of landscaped bump-outs with street trees for the existing parallel parking and foundation planting along the storefronts would help define the area in an attractive and more cohesive manner. Other elements that would contribute to improving the use and access of the area for pedestrians include seating areas, more defined crosswalks and additional sidewalks. By using consistent landscaping elements in the proper place, the corridor could become a much better defined and attractive area.

### Parking

The majority of the older stores have their parking in the rear of the stores, while more recently constructed buildings have large expansive parking lots in the front. Each of these situations have created problems. The rear parking areas lack screening from the adjacent residential uses which results in unattractive views for the residents. Proper buffering with landscaping or fencing would

# City of Fairview Park Master Plan

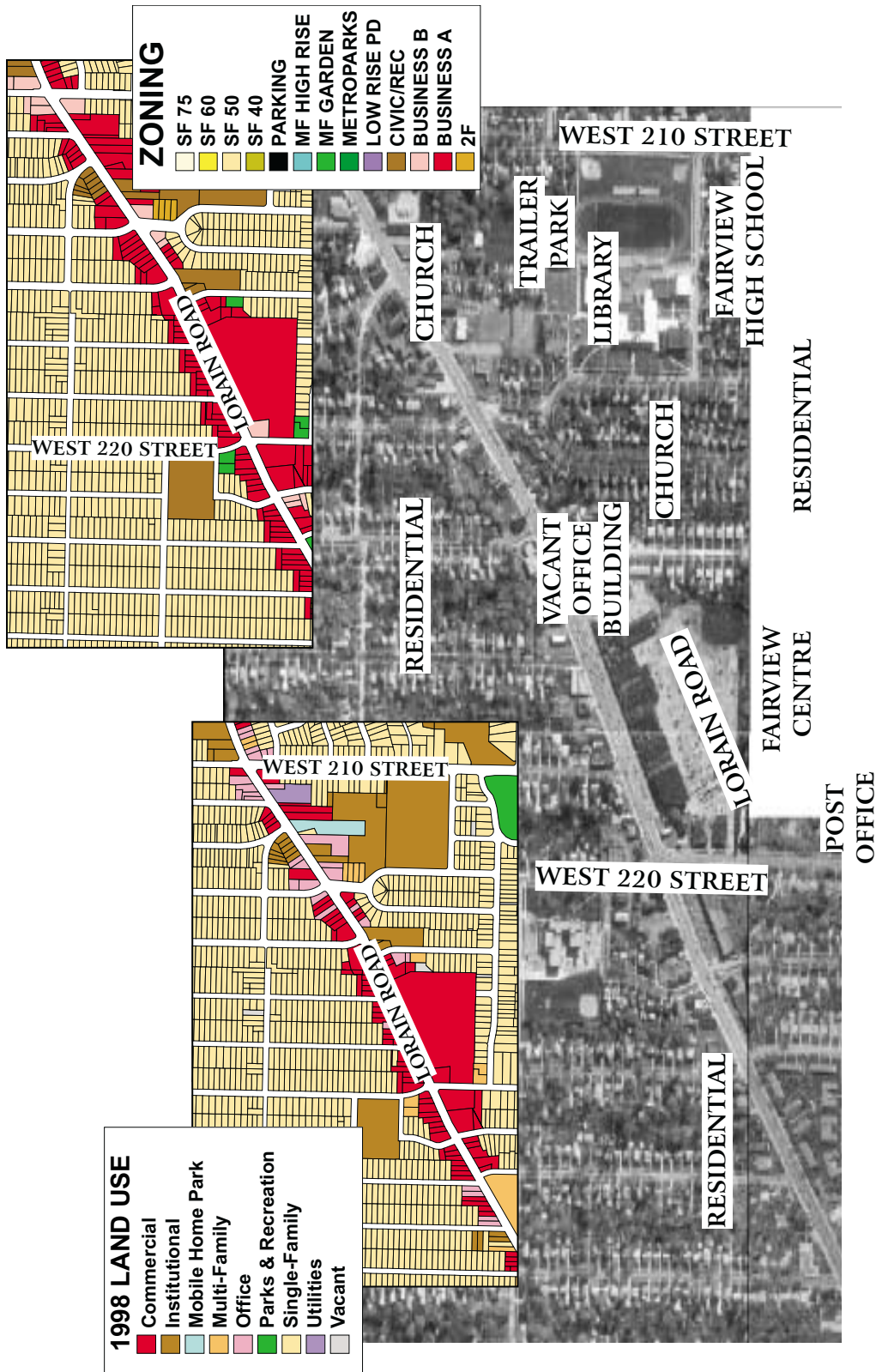
Figure 6.11a, Focus Area 5, Lorain Road Corridor - Existing Conditions





# City of Fairview Park Master Plan

Figure 6.11b, Focus Area 5, Lorain Road Corridor - Site Location & General Use Map





# City of Fairview Park Master Plan

help alleviate this concern. The second problem with rear parking areas is the lack of shared parking facilities among adjacent businesses. This creates a lack of maximum utilization of the parking lot as well as an increased demand for parking spaces. The institution of a shared parking plan could alleviate this demand and lessen requirements for parking spaces. Parking lots which are located in the front, mostly of newer development, contain underutilized parking areas which are unattractive and environmentally sterile. The addition of screening and buffering is important to minimizing this impact.

## Circulation

The lack of appropriate directional signage and poor parking lot design has created unsafe and unpleasant circulation routes for both pedestrians and motorists. Additional sidewalks and defined crosswalks would help establish safer and better defined pedestrian routes.

## Conclusion

The Lorain Road Corridor has a great potential to become a unique shopping district for both motorists and pedestrians. If the mechanisms are put in place to create a pleasant, convenient and safe place to shop and visit, a more vibrant shopping district will result. These mechanisms include instituting safer circulation routes, traffic calming measures and aesthetic improvements to the area. With these mechanisms in place, this focus area has a great potential for economic viability and vitality.

## FOCUS AREA 6

This is the only focus area considered in this analysis that is presently undeveloped. It is probably one of the most significant undeveloped sites in the City, due to its size and location near Interstate 480. It is nearly ten acres in area and adjacent to an extensive new multi-family residential development presently under construction to its east. It is presently zoned for "Single-Family 60", which, because of its isolation from other single-family areas and the fact that it fronts both I-480 and

Figure 6.10a



Figure 6.10b



*The lack of landscaping is apparent throughout the City's commercial district.*

# City of Fairview Park Master Plan

Figure 6.13, Focus Area 6: Existing Land Use

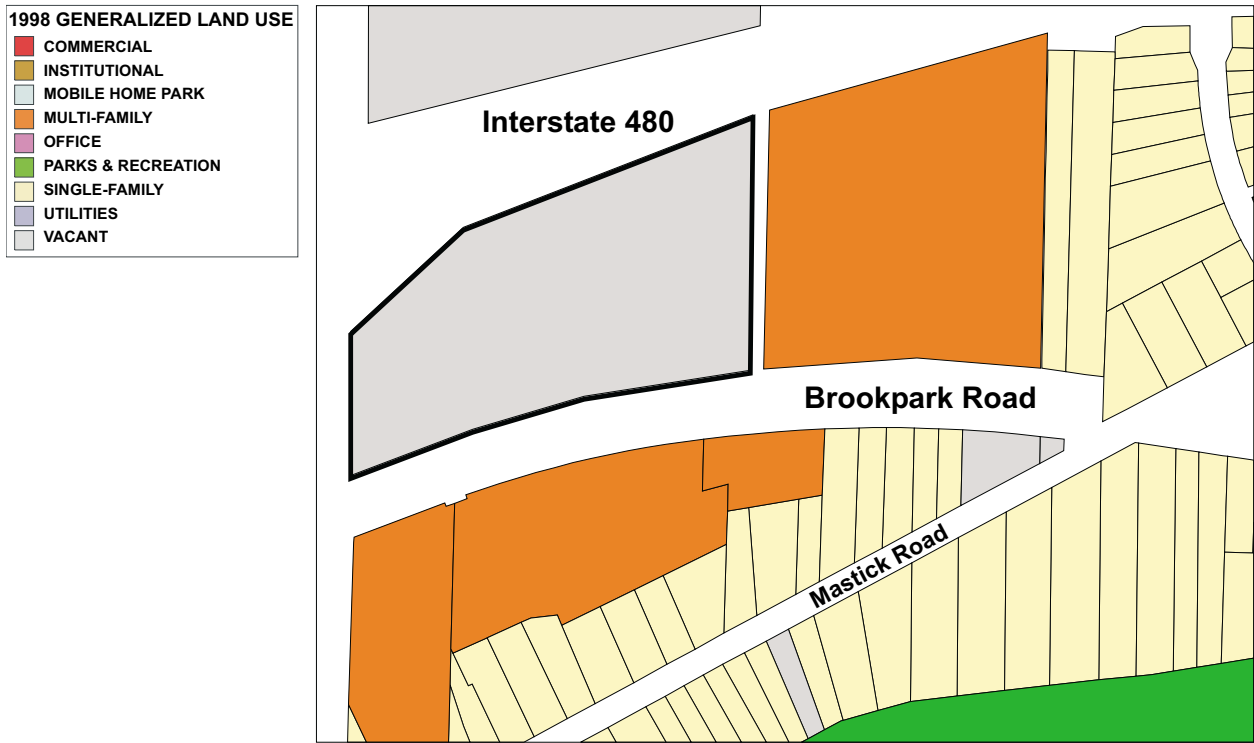
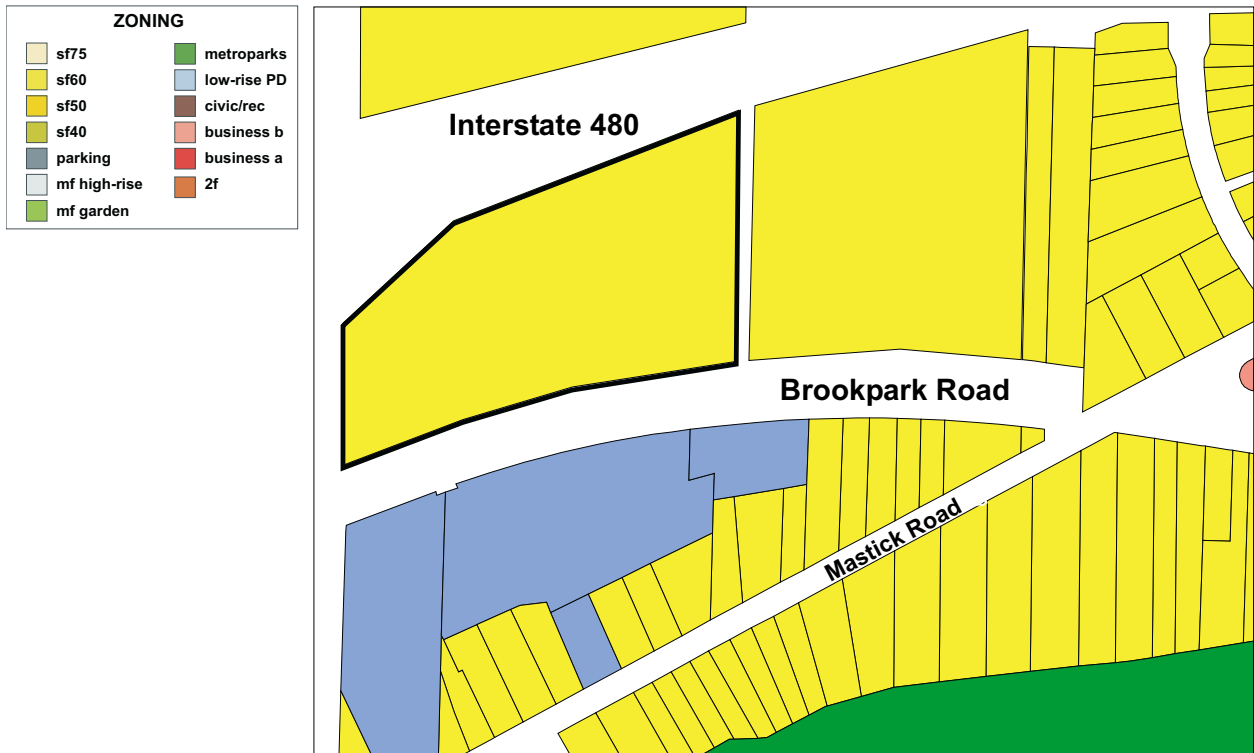


Figure 6.14, Focus Area 6: Existing Zoning



# City of Fairview Park Master Plan

**Table 6.5, Focus Area 6: Development Impact Analysis**

	Alternative A	Alternative B	Alternative C	Alternative D
	Multi-Family Residential Garden Apartments	Multi-Family Residential Townhouses	Local Office	Single Family
Development Acreage	9.62	9.62	9.62	9.62
Dwelling Units	210	105	n/a	18
Estimated Floor Area	n/a	n/a	125,714	n/a
Potential Value of Site	\$9,503,013	\$7,043,794	\$10,809,965	\$3,680,538
Assessed Value	\$3,326,055	\$2,465,328	\$3,783,488	\$1,288,188
<b>Annual Property Tax Value</b>				
City	\$44,256	\$32,803	\$44,489	\$17,141
School	\$166,990	\$123,776	\$193,468	\$64,676
County	\$36,280	\$26,891	\$44,196	\$14,051
Library/Metroparks	\$9,778	\$7,247	\$10,537	\$3,787
<b>Annual Income Tax Generation</b>				
New Residents	314	157	n/a	42
New Employees	n/a	n/a	414	n/a
Total Estimated Annual Household/Employee Income	\$8,516,087	\$4,258,043	\$16,849,220	\$731,610
Total City Income Tax for Fairview Park	\$17,884	\$8,942	\$252,738	\$1,536
<b>Revenue</b>				
All Tax Revenue	\$275,187	\$199,660	\$545,429	\$101,191
City Revenue	\$62,140	\$41,745	\$297,227	\$18,677
<b>City Expenditures</b>				
Share of Municipal Service Costs	\$105,286	\$52,643	\$105,359	\$13,990
New Public School Aged Children	19	25	n/a	10
Expenditure Per Public School Pupil	\$6,768	\$6,768	n/a	\$6,768
Public School District Expenditures	\$130,887	\$167,295	n/a	\$67,680
Net Fiscal Impact for City	-\$43,146	-\$10,897	\$191,868	\$4,687
<b>Physical Impacts</b>				
New Traffic Trips (daily)	1,381	614	2,084	17,226
Sewer System Total Usage (gal/day)	62,857	31,429	8,272	5,400

Figure 6.12



Focus Area 6 is the last significant undeveloped site in the City.

Brookpark Road, is no longer appropriate. *Figures 6.13 and 6.14* illustrate the land use and zoning of this focus area.

Development alternatives which could be feasible for this site are the two multi-family residential options and local office. The following development impact analysis compares and contrasts the estimated impacts of each of these developments.

Due to the size of this focus area and proximity to the interstate, local office is recommended. More than 125,000 square

## *City of Fairview Park Master Plan*

feet of office space could be developed and at least 400 jobs created by developing this site for local office. This type of development could significantly impact the City—the net fiscal impact is estimated to be \$191,000 annually. While this site would generate the most traffic, relative to the other alternatives, it would have a lesser impact on the sewer system than would the multi-family residential uses. In addition, most of the traffic would be generated between 9 A.M. and 5 P.M..

### **FOCUS AREA 7**

This focus area is comprised of nine parcels to the southeast of the Mastick and Brookpark Roads intersection. The parcels are presently developed for single-family uses and are zoned for “Single-Family 60”. *Figures 6.15 and 6.16* illustrate this focus area.

Multi-family residential and local office uses are proposed for this site due to its proximity to both new multi-family residential development further west, and office uses to the east, both on Brookpark Road. The proximity to Interstate 480 is a significant factor, as well. Unlike other single-family parcels in Fairview Park, these lots are of an adequate depth to accommodate local office development. Additionally, due to the lack of undeveloped land other than Focus Area 6, there are few areas within the community that could be developed for these types of uses. Therefore, existing, developed parcels need to be redeveloped if additional nonresidential developments of any significant size are favored by the City.

### **FOCUS AREA 8**

The parcel on the southwest corner of West 227<sup>th</sup> Street and Lorain Road is the focus of this development impact analysis. It is presently used for commercial purposes and is zoned for “Business A” as shown on *Figures 6.17 and 6.18*, respectively.

This parcel is being examined due to the marginal nature of the present use, which was established when Lorain Road was more of a major thoroughfare. Local office and commercial retail uses are the two most feasible options for this location, considering its present zoning and the surrounding land uses. *Table 6.7* identifies the results of the development impact analysis.

The parcel’s size restricts its development; therefore, commercial retail uses may be the most appropriate. While its present use is commercial (motel), the demand for this type of business may be superseded by a need to use the parcel for goods or services in greater demand by residents. This could be an ideal location for niche development or an upscale restaurant, as requested by residents polled in the Quality of Life Survey. Any additional traffic generated from a commercial retail use can utilize both Lorain Road and W. 227<sup>th</sup> Street, due to the fact that it is a corner parcel.

# City of Fairview Park Master Plan

Figure 6.15, Focus Area 7: Existing Land Use

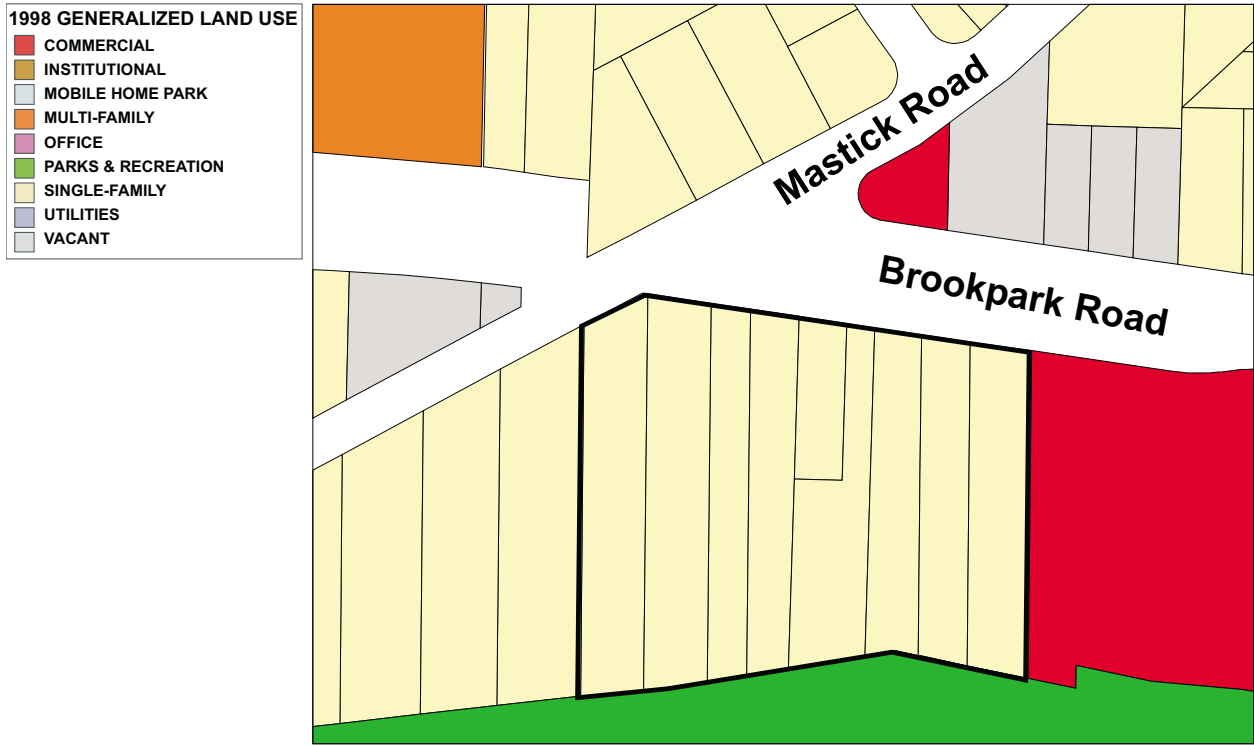
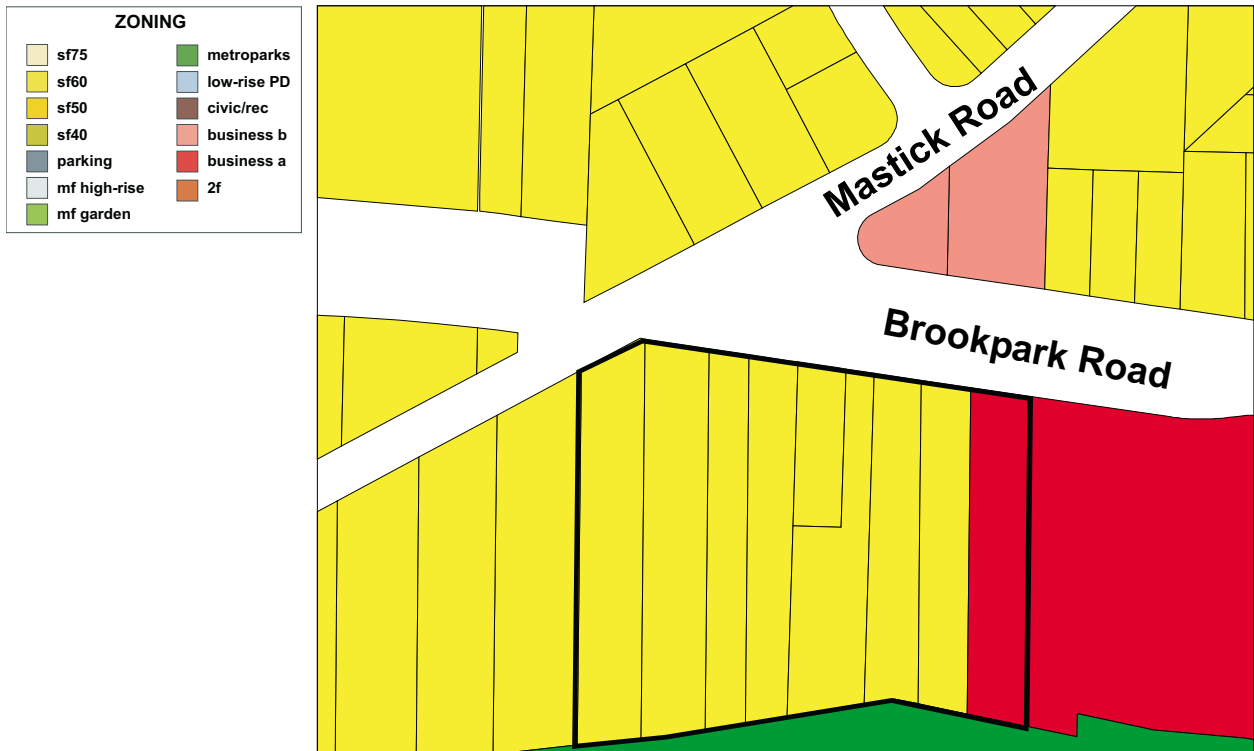


Figure 6.16, Focus Area 7: Existing Zoning



## City of Fairview Park Master Plan

**Table 6.6, Focus Area 7: Development Impact Analysis**

	<b>Alternative A Multi-Family Residential Garden Apartments</b>	<b>Alternative A Multi-Family Residential Townhouses</b>	<b>Alternative B  Local Office</b>
Development Acreage	6.22	6.22	6.22
Dwelling Units	135	68	n/a
Estimated Floor Area	n/a	n/a	108,377
Potential Value of Site	\$6,144,360	\$4,554,303	\$8,898,966
Assessed Value	\$2,150,526	\$1,594,006	\$3,114,638
<b>Annual Property Tax Value</b>			
City	\$28,615	\$21,210	\$36,624
School	\$107,971	\$80,030	\$159,267
County	\$23,457	\$17,387	\$36,383
Library/Metroparks	\$6,322	\$4,686	\$8,674
<b>Annual Income Tax Generation</b>			
New Residents	203	102	n/a
New Employees	n/a	n/a	357
Total Estimated Annual Household/Employee Income	\$5,506,243	\$2,753,122	\$14,525,592
Total City Income Tax for Fairview Park	\$11,563	\$5,782	\$217,884
<b>Revenue</b>			
All Tax Revenue	\$177,928	\$129,094	\$458,832
City Revenue	\$40,178	\$26,991	\$254,508
<b>City Expenditures</b>			
Share of Municipal Service Costs	\$68,074	\$34,037	\$90,853
New Public School Aged Children	13	16	n/a
Expenditure Per Public School Pupil	\$6,768	\$6,768	n/a
Public School District Expenditures	\$84,627	\$108,168	n/a
Net Fiscal Impact for City	-\$27,897	-\$7,046	\$163,655
<b>Physical Impacts</b>			
New Traffic Trips (daily)	893	397	1,521
Sewer System Total Usage (gal/day)	40,641	20,321	7,131

# City of Fairview Park Master Plan

Figure 6.17, Focus Area 8: Existing Land Use

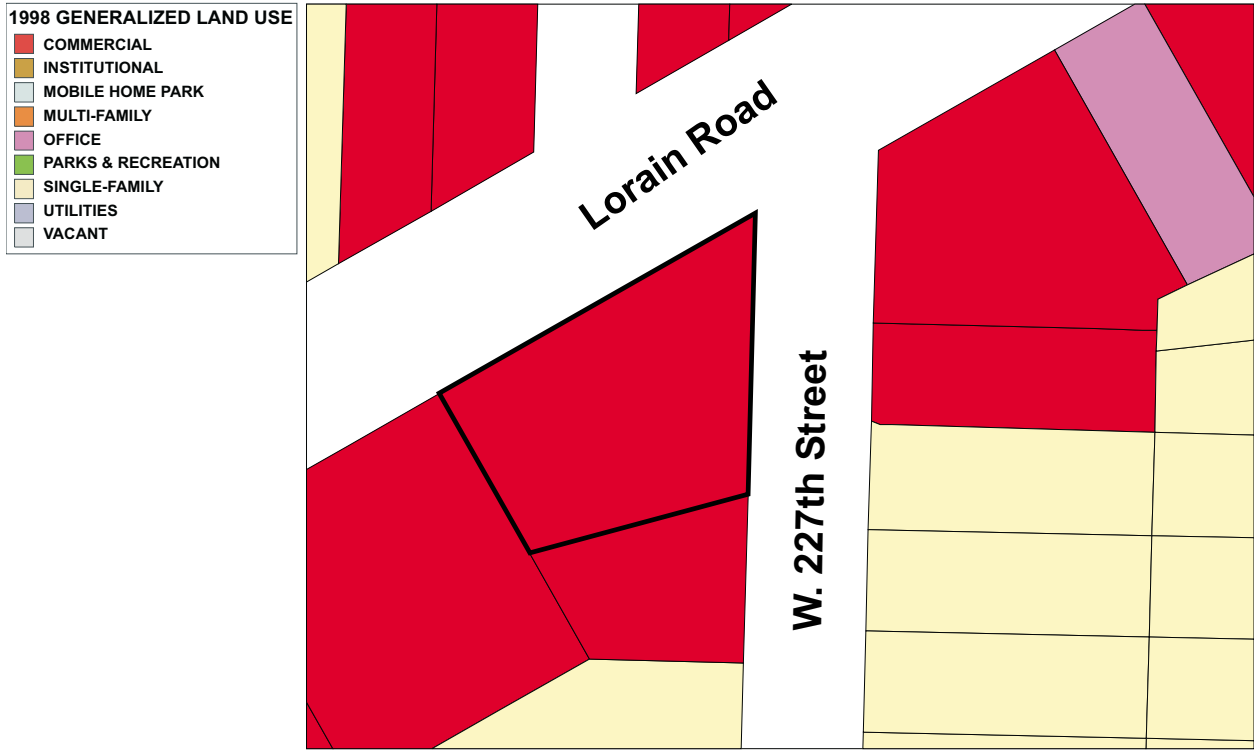
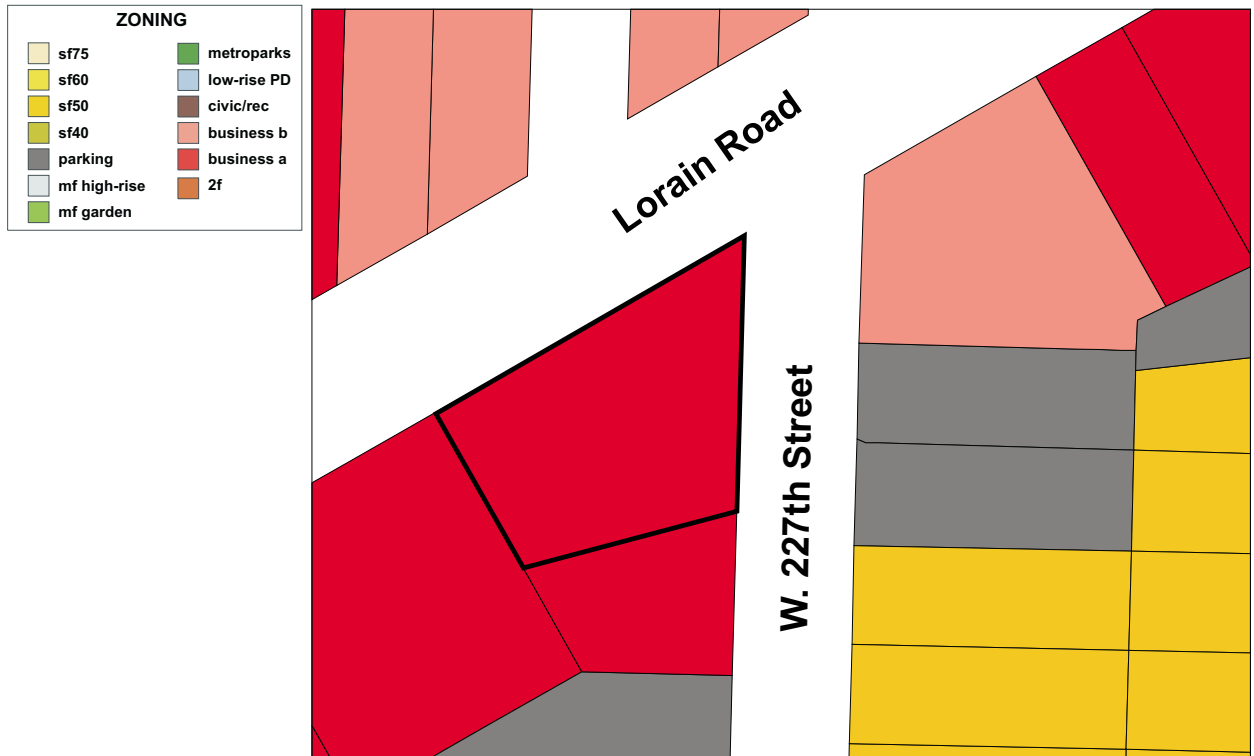


Figure 6.18, Focus Area 8: Existing Zoning



## *City of Fairview Park Master Plan*

**Table 6.7, Focus Area 8: Development Impact Analysis**

	<b>Alternative A</b>	<b>Alternative B</b>
	<b>Commercial</b>	<b>Local Office</b>
Development Acreage	0.36	0.36
Estimated Floor Area	3,920	3,136
Potential Value of Site	\$269,776	\$294,009
Assessed Value	\$94,422	\$102,903
<b>Annual Property Tax Value</b>		
City	\$1,110	\$1,210
School	\$4,828	\$5,262
County	\$1,103	\$1,202
Library/Metroparks	\$263	\$287
<b>Annual Income Tax Generation</b>		
New Employees	7	10
Total Estimated Annual Household/Employee Income	\$175,189	\$420,355
Total City Income Tax for Fairview Park	\$2,978	\$6,305
<b>Revenue</b>		
All Tax Revenue	\$10,283	\$14,266
City Revenue	\$4,088	\$7,515
<b>City Expenditures</b>		
Share of Municipal Service Costs	\$1,781	\$2,546
Net Fiscal Impact for City	\$2,307	\$4,969
<b>Physical Impacts</b>		
New Traffic Trips (daily)	159	77
Sewer System Total Usage (gal/day)	784	206



## *City of Fairview Park Master Plan*

### **FOCUS AREA 9**

The five parcels beginning at 19303 Lorain Road and extending eastward comprise this focus area. There is a combination of commercial and office uses found in this commercially-zoned (“Business A”) area, while at least part of the office building on the westernmost parcel is vacant. *Figures 6.19 and 6.20* illustrate this focus area.

The fact that at least the first floor of the commercial building located on the westernmost parcel of this focus area is vacant contributes to the study of this area. The sole use proposed for this relatively-small focus area is local office. This site is located along the edge of the valley and, similar to Focus Area 2, creates an opportunity to take advantage of the scenic vistas uncommon in other areas of the County. *Table 6.8* analyzes this use.

**Table 6.8, Focus Area 9: Development Impact Analysis**

	<b>Alternative A</b>
	<b>Local Office</b>
Development Acreage	0.83
Estimated Floor Area	7,231
Potential Value of Site	\$677,854
Assessed Value	\$237,249
<b>Annual Property Tax Value</b>	
City	\$2,790
School	\$12,132
County	\$2,771
Library/Metroparks	\$661
<b>Annual Income Tax Generation</b>	
New Employees	24
Total Estimated Annual Employee Income	\$594,794
Total City Income Tax for Fairview Park	\$8,922
<b>Revenue</b>	
All Tax Revenue	\$27,275
City Revenue	\$11,712
<b>City Expenditures</b>	
Share of Municipal Service Costs	\$6,108
Net Fiscal Impact for City	\$5,604
<b>Physical Impacts</b>	
New Traffic Trips (daily)	178
Sewer System Total Usage (gal/day)	476

Approximately 7,200 square feet of local office space could be developed on this site. The building should be designed to take advantage of the scenic vistas to the south, whereas the present buildings do not. Redevelopment of both this area and Focus Area 2 would greatly enhance this eastern portion of Lorain Road and potentially cause a ripple effect of other development and redevelopment projects in other areas of Fairview Park.

# City of Fairview Park Master Plan

Figure 6.19, Focus Area 9: Existing Land Use

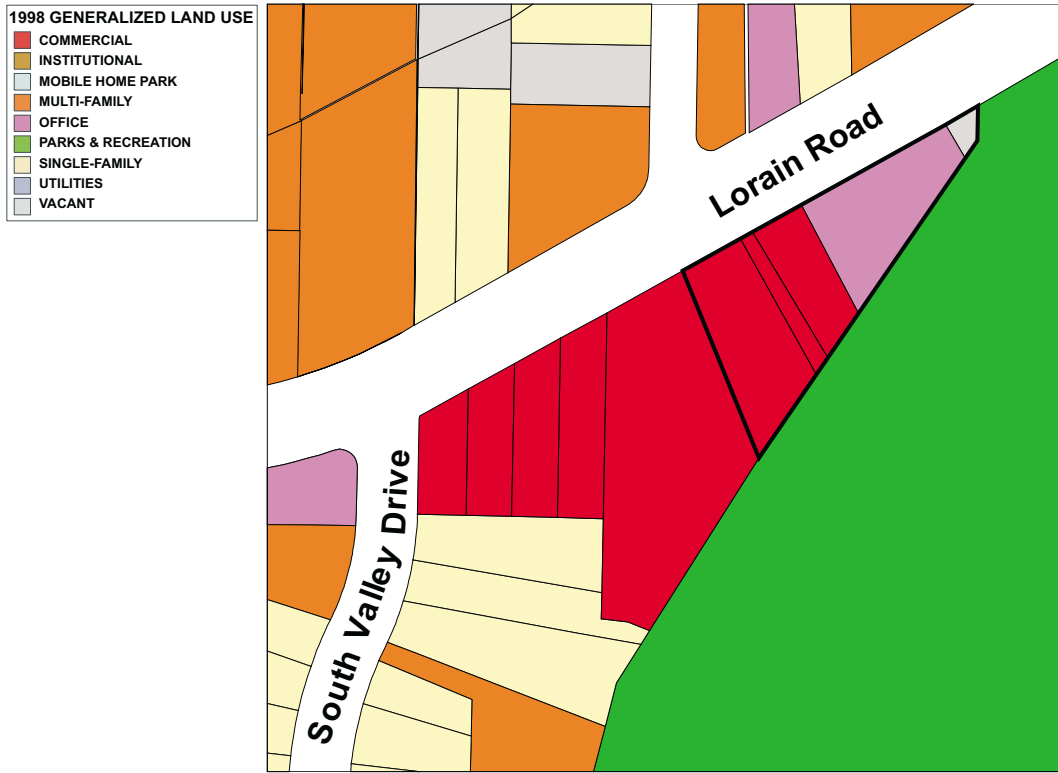
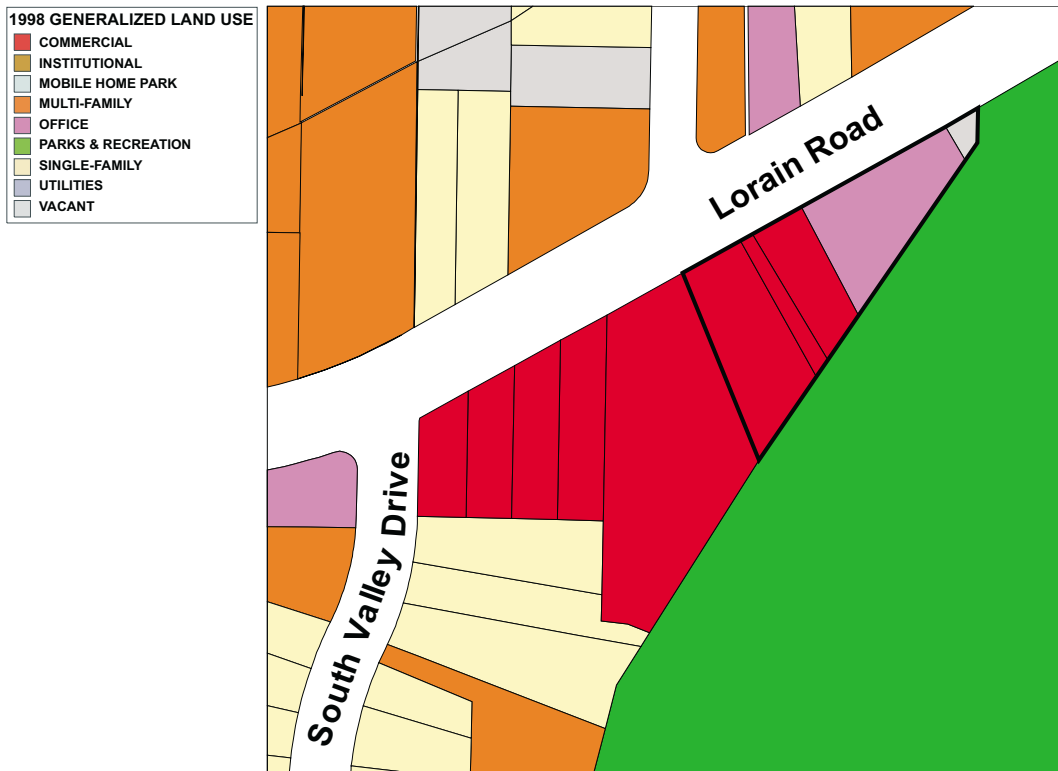


Figure 6.20, Focus Area 9: Existing Zoning



## City of Fairview Park Master Plan

### FOCUS AREA 10

A cluster of parcels on the north side of Mastick Road, east of West 224<sup>th</sup> Street, comprises this focus area. More than half of the parcels are vacant, while the others are occupied by single-family homes. *Figures 6.21 and 6.22* illustrate the current land use and zoning of the area.

Approximately 3.5 acres of the 5.5 acre site is vacant land. Access to this land is limited, as the majority of this undeveloped land is located in the rear of the site. The focus area has been divided into two subareas: Subarea A includes the vacant parcels in the rear of the site, while Subarea B encompasses the majority of the parcels which front on Mastick Road. The Development Impact Analysis includes a study of both the entire study area and Subarea A. Land use types include townhouses and local office. *Table 6.9* illustrates the impacts of these types of developments.

**Table 6.9, Focus Area 10: Development Impact Analysis**

	Alternative A	Alternative B	Alternative C
	Multi-Family Residential Garden Apartments	Multi-Family Residential Townhouses	Local Office
Development Acreage	5.50	3.10	5.50
Dwelling Units	60	34	n/a
Estimated Floor Area	n/a	n/a	47,916
Potential Value of Site	\$4,027,117	\$2,269,830	\$4,491,806
Assessed Value	\$1,409,491	\$794,440	\$1,572,132
<b>Annual Property Tax Value</b>			
City	\$18,755	\$10,571	\$18,486
School	\$70,766	\$39,886	\$80,391
County	\$15,374	\$8,666	\$18,365
Library/Metroparks	\$4,143	\$2,335	\$4,378
<b>Annual Income Tax Generation</b>			
New Residents	90	51	n/a
New Employees	n/a	n/a	158
Total Estimated Annual Household/Employee Income	\$2,434,432	\$1,372,135	\$6,422,087
Total City Income Tax for Fairview Park	\$5,112	\$2,881	\$96,331
<b>Revenue</b>			
All Tax Revenue	\$114,151	\$64,339	\$217,951
City Revenue	\$23,867	\$13,452	\$114,818
<b>City Expenditures</b>			
Share of Municipal Service Costs	\$30,097	\$16,964	\$40,209
New Public School Aged Children	14	8	n/a
Expenditure Per Public School Pupil	\$6,768	\$6,768	n/a
Public School District Expenditures	\$95,647	\$53,910	n/a
Net Fiscal Impact for City	-\$6,230	-\$3,512	\$74,609
<b>Physical Impacts</b>			
New Traffic Trips (daily)	351	198	528
Sewer System Total Usage (gal/day)	17,969	10,128	3,153

The three development alternatives include the development of the entire area for either townhouses or local offices, or the development of Subarea A, only, for townhouses. In this third alternative, the single-family homes in Subarea B would remain. Both of these types of uses are

# City of Fairview Park Master Plan

Figure 6.21, Focus Area 10: Existing Land Use

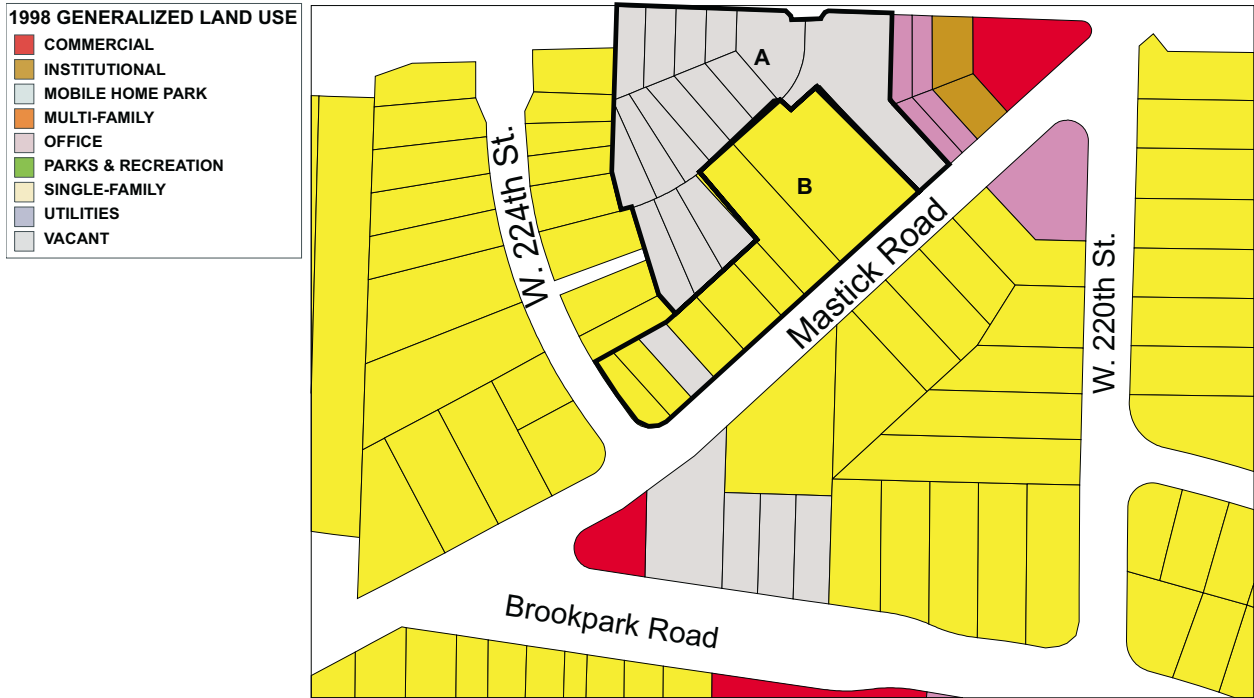
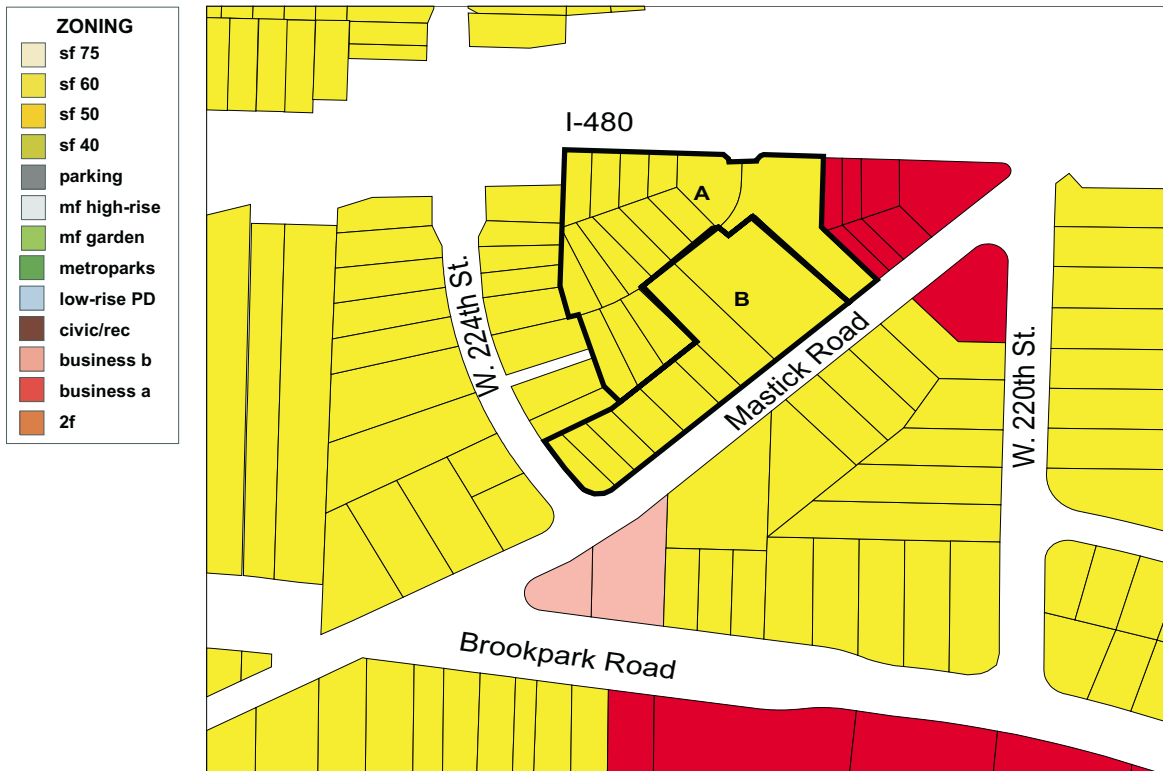


Figure 6.22, Focus Area 10: Existing Zoning



## *City of Fairview Park Master Plan*

appropriate for this area. The development of townhouses would be an efficient use of the land and would complement surrounding single-family homes. Developing the land for local offices, however, would continue the trend of office uses occurring on both sides of Mastick Road, to the northeast of the site. The proximity to the I-480 interchange at Clague Road, to additional office uses on Brookpark Road, and to Cleveland Hopkins Airport is conducive for office development at this location.

### **FOCUS AREA 11**

This focus area is composed of the land located between Maple Drive and Interstate 480. The area is presently owned by the Ohio Department of Transportation (ODOT). The City of Fairview Park uses the land for recreational purposes, specifically, as a soccer field. *Figures 6.23 and 6.24* illustrate the existing land use and zoning, respectively.

The potential for any future development of the land is limited due to both its location within a single-family residential neighborhood and its proximity to the interstate. Single-family homes, while located on surrounding parcels, are not encouraged on land abutting an interstate, as there would be minimal opportunities for buffering the homes. A nonresidential use is incompatible with surrounding uses, would conflict with the surrounding single-family homes, and would generate additional traffic volumes that may exceed the present capacity of the neighborhood's streets.

The land's present use as a recreation field should be maintained. While it is currently zoned for single-family uses, consideration should be given to rezoning it for recreation uses.

### **FOCUS AREAS 12**

Three parcels on the southwest corner of Lorain Road and West 210<sup>th</sup> Street, consisting of nearly an acre of land, comprise this focus area. Included are the corner parcel, the parcel to its west, and the parcel to its south. *Figure 6.25* illustrates the land use of the area, which includes a donut shop, an office, and a single-family home.

Each parcel contains a different zoning classification: Business A, Business B, and Single-Family 50. *Figure 6.26* illustrates this and the surrounding zoning.

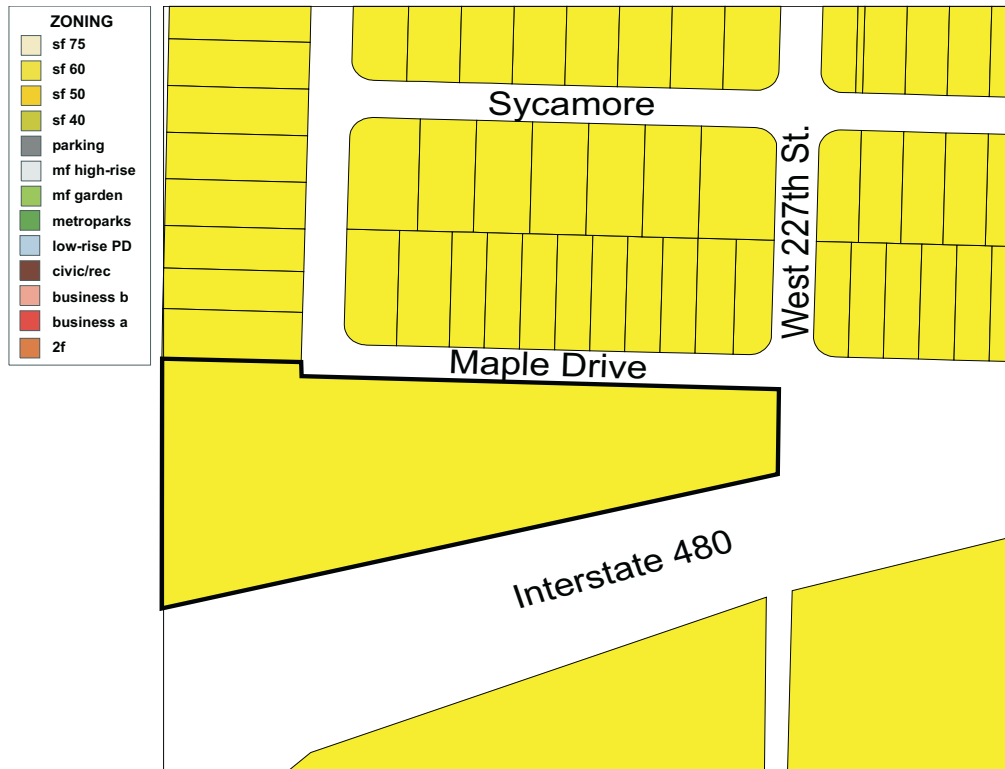
This site is under consideration due to interest in its redevelopment for a different retail use. This type of redevelopment would entail the need to acquire additional land to allow for parking to serve a larger retail building. The parcels to the west and south of the corner parcel would provide this additional needed space. *Table 6.10* illustrates the physical and fiscal impacts of a commercial retail development built on these three parcels.

# City of Fairview Park Master Plan

Figure 6.23, Focus Area 11: Existing Land Use



Figure 6.24, Focus Area 11: Existing Zoning



# City of Fairview Park Master Plan

Figure 6.25, Focus Area 12: Existing Land Use

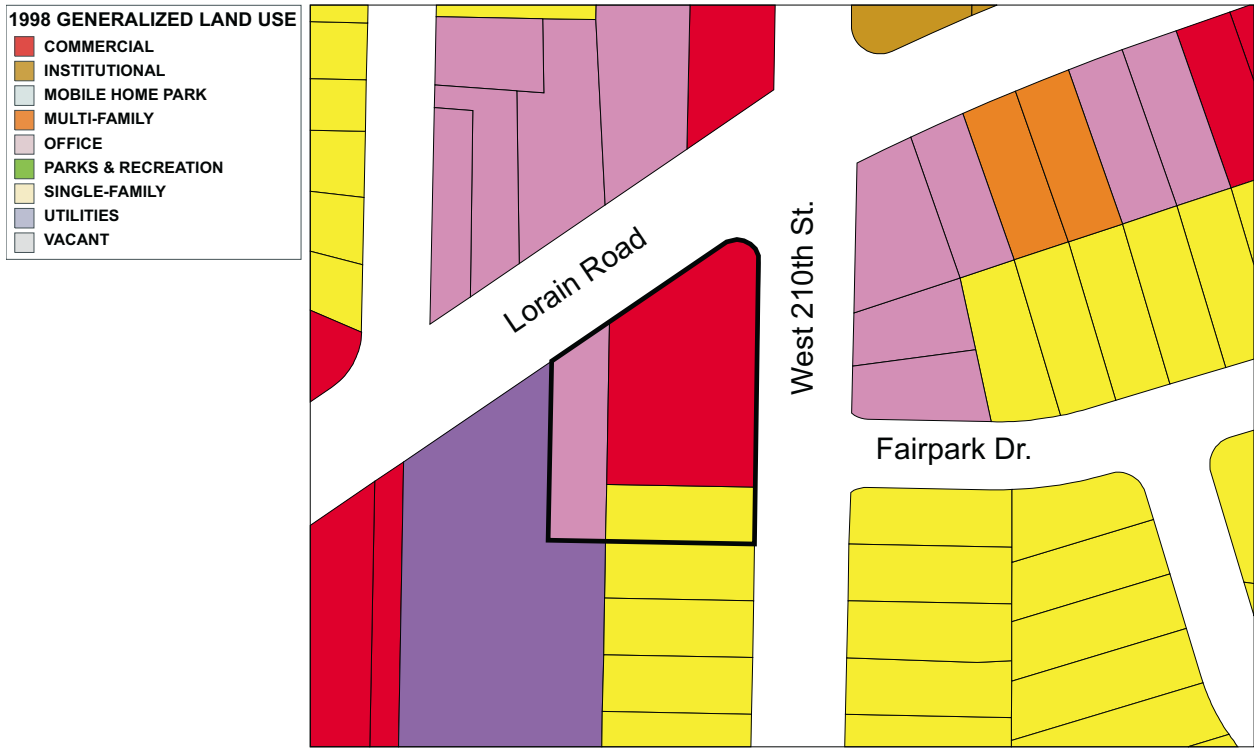
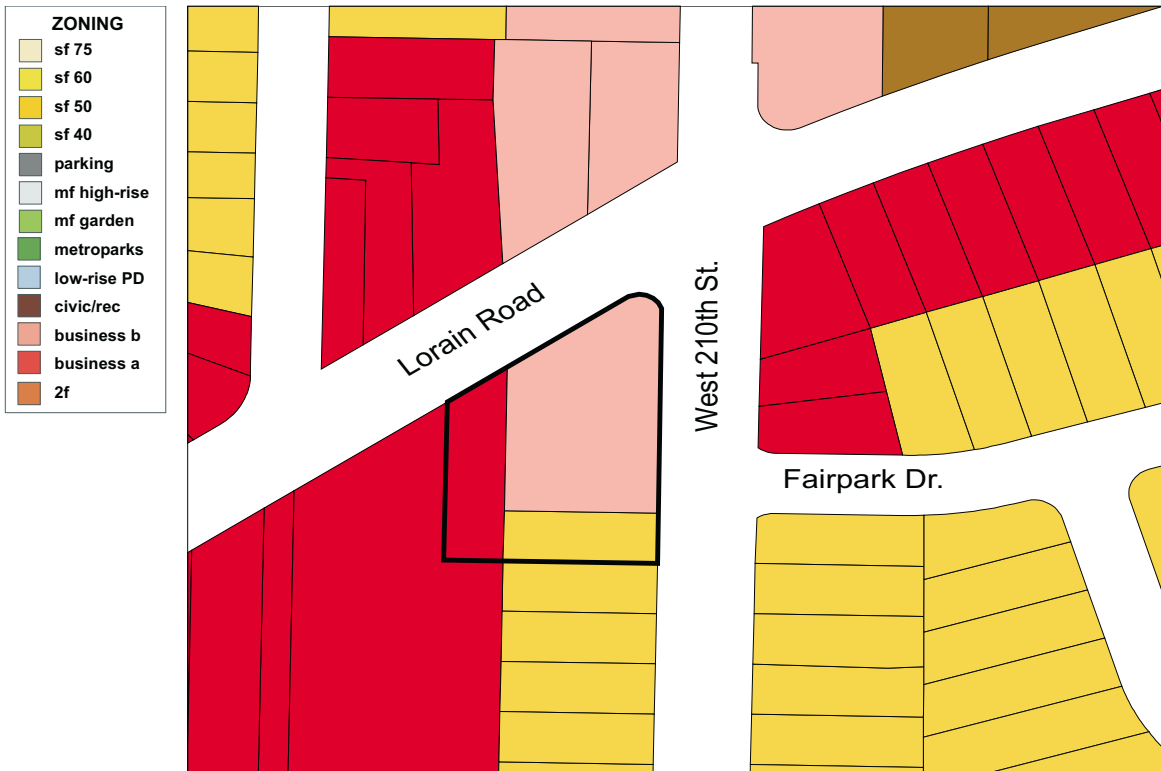


Figure 6.26, Focus Area 12: Existing Zoning



## City of Fairview Park Master Plan

**Table 6.10, Focus Area 12: Development Impact Analysis**

	<b>Alternative A</b>
	<b>Commercial</b>
Development Acreage	0.92
Estimated Floor Area (square feet)	10,019
Potential Value of Site	\$689,428
Assessed Value	\$241,300
<b>Annual Property Tax Value</b>	
City	\$2,837
School	\$12,339
County	\$2,819
Library/Metroparks	\$672
<b>Annual Income Tax Generation</b>	
New Employees	18
Total Estimated Annual Employee Income	\$447,705
Total City Income Tax for Fairview Park	\$6,716
<b>Revenue</b>	
All Tax Revenue	\$25,383
City Revenue	\$9,553
<b>City Expenditures</b>	
Share of Municipal Service Costs	\$4,581
Net Fiscal Impact for City	\$4,972
<b>Physical Impacts</b>	
New Traffic Trips (daily)	407
Sewer System Total Usage (gal/day)	2,004

The retail building on the corner parcel presently contains about 2,300 square feet of retail space. This amount of space would increase more than four times, to approximately 10,000 square feet, if the three parcels were developed for this type of use.

The location of this focus area is highly visible and presents an opportunity to create an attractive development. This corner is central to Fairview Park, and is one block west of the Fairview Park City Hall and the Fairview Park Board of Education. These civic uses as well as other adjoining and nearby uses are designed in a Western Reserve architectural style. This style is found scattered throughout the community. Consideration should be given to encouraging this style of design to any new development taking place on this corner.

### CONCLUSION

Comparisons between *property* taxes generated by existing and proposed uses are summarized in **Table 6.11**. The table compares the property taxes currently generated for the City and for the School district to those estimated for each focus area, should they be developed as proposed. Focus Area 5 is not included because there are no development or redevelopment recommendations made. Focus Area 11 is also not listed because the parcel is owned by the State of Ohio and does not generate any property taxes. Additionally, this table is not inclusive of all taxes generated either pres-



## City of Fairview Park Master Plan

**Table 6.11, Property Tax Comparisons, Existing Land Uses vs. Proposed Land Uses**

Focus Area	Existing Property Taxes - to City	Existing Property Taxes - to School	Proposed Property Taxes - to City	Difference from Existing	Proposed Property Taxes to School	Difference from Existing
1						
(W. 210/Center Ridge)	\$6,437	\$26,385	\$6,292	-\$145	\$27,360	\$975
2						
(W.192/Lorain)	\$4,291	\$18,002	\$4,706	\$415	\$20,463	\$2,461
3						
(Motels/Lorain)	\$13,355	\$55,793	\$13,104	-\$251	\$56,984	\$1,191
4						
(W.202/Lorain)	\$670	\$2,914	\$2,375	\$1,705	\$10,327	\$7,413
6*						
(Brookpark/W. 227)	\$0	\$0	\$44,489	\$44,489	\$193,468	\$193,468
7						
(Brookpark/Mastick)	\$4,939	\$18,637	\$20,906	\$15,967	\$90,915	\$72,278
8						
(W. 227/Lorain)	\$872	\$3,794	\$1,110	\$238	\$4,828	\$1,034
9						
(South Valley/Lorain)	\$1,904	\$8,282	\$2,790	\$886	\$12,132	\$3,850
10						
(W. 224/Mastick)	\$3,330	\$12,563	\$18,486	\$15,156	\$80,391	\$67,828
12						
(W. 210/Lorain)	\$2,317	\$9,841	\$2,837	\$520	\$12,339	\$2,498
<b>TOTAL</b>	<b>\$38,115</b>	<b>\$156,211</b>	<b>\$117,095</b>	<b>\$78,980</b>	<b>\$509,207</b>	<b>\$352,996</b>

ently or in the future, as income taxes are not included in this data. The addition of this data would be most significant in those focus areas for which local office uses were developed.

The differences between the existing and proposed property tax values are identified in the table. The majority of the recommended uses would generate a greater amount of property taxes if they were to be developed for the recommended uses. The focus area in which the greatest property tax differential is seen is Focus Area 6, for which office development is proposed. The main reason for this great difference is due to the fact that the property is presently owned by the State and is exempt from paying property taxes. Finally, all of the existing and proposed property tax is totaled, illustrating the cumulative difference in property taxes both the City and school would realize, if all of the focus areas were to be developed as proposed. In this case, the City would realize an additional \$78,000 per year, while the schools would realize an additional \$352,996 per year.

# Chapter Seven

## Special Issues Analysis

## *City of Fairview Park Master Plan*

During the course of preparing a Master Plan, certain issues that were not part of the original scope of work often arise. This chapter has thus been set aside to deal exclusively with any such issues which became apparent once the results of the community survey were analyzed and during discussions of the Master Plan Steering Committee. The three issues which have been identified and which are examined in this Chapter are the appearance of the commercial corridors, potential improvements to make Fairview Park a more livable community, and potential locations for a community center.

### **ISSUE 1: COMMERCIAL CORRIDOR APPEARANCE**

In the community survey, more than 81% of the respondents indicated their concerns regarding the poor appearance of the City's three commercial corridors, especially Lorain Road. In addition, this issue has frequently been discussed at meetings of the Master Plan Steering Committee. At one meeting, the County Planning Commission presented a slide program which addressed the revitalization process and illustrated examples of storefront renovation projects in Fairview Park and several other communities. Although aesthetic improvements alone do not directly improve a City's tax base, they are critical in upgrading residents' perceptions of the City and preserving community character, and therefore have an indirect impact on property values and the overall quality of life. While the recommendations in this section primarily pertain to Lorain Road, many suggestions can also be applicable to Brookpark and Center Ridge Roads as well.

The appearance of Lorain Road is of paramount importance to the City for a number of reasons:

- **It serves as the City's major gateway.** As a major thoroughfare, most of the City's neighborhoods have direct access to Lorain Road. In addition, over 25,000 vehicles per day use it, which includes not only residents but visitors, shoppers, employees and people just driving through. In many cases, it provides them with their first and sometimes only impression of Fairview Park; therefore, the street's physical appearance and its adjoining land uses are critical in projecting the City's image.
- **It is important in portraying the economic health of the City.** Main streets which are lined with vacant or marginal uses or are generally unattractive as a result of excessive signage, endless parking areas and little landscaping do little to encourage economic development. Also, buildings that are functionally obsolete or lack architectural integrity are difficult to market for re-use. While many sections of Lorain Road are attractive and demonstrate economic vitality, other areas have experienced physical deterioration that, if not checked, can spread to more stable areas.
- **It serves as the City's commercial district.** While Westgate Mall is an important commercial asset providing City residents with opportunities to purchase "shopping" type merchandise, such as clothes, shoes and household goods, Lorain Road serves as a focal point for providing "convenience" type goods and services, including food, medications and other day-to-day needs. Although the City has no defined downtown, it has begun to initiate actions that would create a more unified commercial district between

## City of Fairview Park Master Plan

Fairview Parkway and West 221st Street. This initiative is critical to the success of Lorain Road's revitalization.

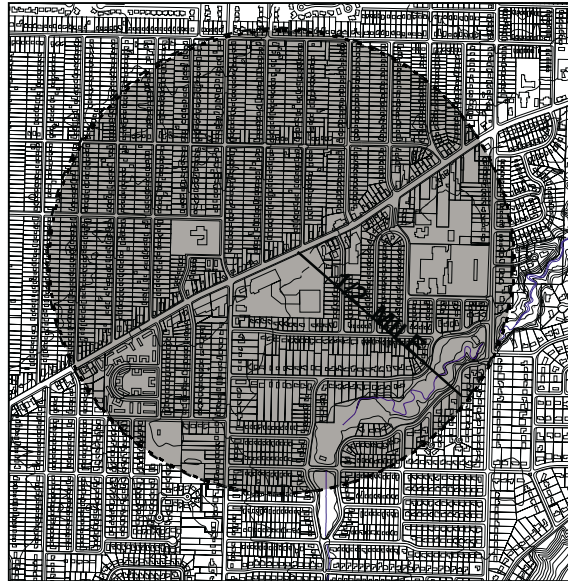
### Lorain Road Characteristics

In assessing Lorain Road and the land utilization patterns along its corridor, its strengths and weaknesses and concerns can be summarized as follows:

- **Strengths**

- ✓ **Location:** The corridor is relatively centrally located with respect to the rest of the City. Over one third of the City's residents live within a short walking distance (one-quarter of a mile) of Lorain Road. **Figure 7.1** illustrates how much of an area is located within a ten-minute walk of Fairview Centre.

Figure 7.1, Lorain Road Corridor, ½ Mile Radius from Fairview Centre



- ✓ **Land Use Diversity:** The fact that the four-mile long Lorain Corridor has so many diverse uses is a very strong asset. While the separation of land uses has traditionally been advanced through zoning, current thinking emphasizes the importance of mixed uses in an urban setting, as long as impacts are minimal. Mixed uses along major streets ensure vitality, diversity and are much more interesting than corridors that feature a single use. In addition, the fact that Lorain Road is the home of many institutional uses, including the library, City Hall, churches and schools, further enhances the mixed use character of the corridor.
- ✓ **Size:** Although Lorain Road extends four miles from Cleveland to North Olmsted, its main commercial district is less than two miles in length. Therefore,

## City of Fairview Park Master Plan

redevelopment projects will tend to have a major impact on the City's image due to their concentration in a relatively small area.

- ✓ **Strong Commercial Base:** Many of the 167 businesses currently located along Lorain Road have been in existence for many years and have contributed a great deal to the corridor's economic vitality. The redevelopment of Fairview Centre and the renovation and rehabilitation of several buildings and storefronts throughout the corridor are important indicators of community reinvestment.
- ✓ **Neo-Traditional Design:** In the past few years, a great deal of criticism has been leveled at the appearance of suburban communities throughout America by a broad coalition of planners, architects, environmentalists and the public in general. The continuing pattern of sprawl has resulted in main streets throughout the country looking like cloned images of one another, with long stretches of strip malls and big box stores set back long distances from the street and surrounded by endless seas of asphalt.

The concept of neo-traditionalism has been suggested as an alternative form of design to this sprawling type of environment. Fairview Park, particularly Lorain Road, features many of the characteristics of neo-traditionalism, including commercial buildings built right up to the sidewalk, side and rear yard parking, on-street parking and mixed use development. Therefore, since many new communities are striving to have their main streets take on the good features of Lorain Road, it is critical that the City follows these principles as future redevelopment proposals are considered.

- ✓ **Other Positive Features:** Lorain Road has a number of other features that should be considered important strengths. These include a defined architectural type (Western Reserve colonial), views of the Rocky River Valley, and a boulevard type of appearance along the eastern third of the corridor. All of these strengths should be taken into consideration when redevelopment is proposed along the street.

### • Weaknesses

- ✓ **Lack of Identity:** Since the City's commercial district is spread out over two miles along Lorain Road, it is difficult to identify with a "sense of place." The downtown portion of the corridor, from Fairview Parkway to West 221st, should have a particular identity that could become a true destination. This identity should be designated by a specific name, such as Fairview Town Center, and by quality streetscape design.

Figure 7.2



Buildings constructed up to the sidewalk are an attractive design feature which should be emulated throughout the Lorain Corridor.

## *City of Fairview Park Master Plan*

Ideally, a shopper should be able to park a car at one location and walk to several places.

- ✓ ***Lack of Expansion Opportunities:*** With a few exceptions, most of the properties along Lorain Road have shallow depths. Compounding this problem was the fact that many properties' rear yards were zoned for automobile parking, which prohibits their use for buildings. The rezoning of these areas to commercial zoning in November, 1998 now allows for business expansion in the affected areas. However, while business expansion should be encouraged, the razing of existing buildings along the sidewalk and replacing them with buildings set back from the street with front yard parking could have severe repercussions on the appearance and character of Lorain Road.
- ✓ ***Marginal Uses:*** Before the interstate system was completed in Cuyahoga County, state highways such as Lorain Road were the primary routes that were utilized for intercity travel. As a result, many businesses that catered to travelers sprang up along these thoroughfares. These included gas stations, motels and restaurants. Today, many of these businesses have shown signs of decline and deterioration or have been converted to other uses.
- ✓ ***Lack of Pedestrian Amenities:*** Unlike streets throughout the Cleveland area which feature points of interest that attract pedestrians as well as motorists, Lorain Road, in spite of its proximity to the surrounding neighborhoods, does not feature amenities that could make it more vibrant and interesting. The ambiance and character of streets like Coventry Road, Shaker Square, Detroit Road in Rocky River and the Chagrin Falls business district are greatly enhanced by such pedestrian amenities as benches, ornamental lighting, street trees and mini-parks.
- ✓ ***Parking Concerns:*** Since the automobile is the preferred mode of travel by Fairview Park residents, the provision of adequate and easily accessible parking is critical to the success of commercial establishments throughout the city. While some businesses have an overabundant supply of parking spaces, other establishments suffer from a parking shortage. Since the Lorain Corridor is hemmed in by residential areas on both sides, the acquisition of land for additional parking areas is severely limited.

In addition to the shortage of spaces in some areas, other concerns related to parking include:

- ✓ ***Lack of Shared Parking:*** Many businesses have erected barriers between adjoining parking lots to discourage shared parking and some have posted signs threatening to tow away non-patrons. Because peak demand varies significantly, some lots are empty when adjoining lots may be full.

# City of Fairview Park Master Plan

Figure 7.4



Many buildings in the City feature the colonial Western Reserve style of architecture, which serves as a unifying influence in some areas of the commercial district.

Figure 7.3



A system of coordinated parking signage, such as that shown here, can help direct customers to rear yard parking areas.

- ✓ **Lack of Directional Signage:** Since many businesses have rear yard parking, it is important for their customers to be directed to those lots through a system of coordinated signage.
- ✓ **Unattractive Rear Store Entrances:** Again, for businesses that have rear yard parking, it is important to maintain an attractive rear store entrance. Customers who must enter a store by walking past trash dumpsters or through unlit and unattractive areas are less likely to return.
- ✓ **Lack of Designated Employee Parking Areas:** If store employees occupy choice parking spots, customers will be forced to park farther away.
- ✓ **Better Definition of On-Street Parking:** While much of the north side of Lorain has on-street parking, the lack of island “bump-outs” discourages potential parallel parkers.
- ✓ **Outdated Parking Standards:** In light of new retail trends and the fact that existing standards are now thirteen years old, the City should consider updating its commercial parking regulations.
- ✓ **Need for Better Screening and Buffering for Parking Lots:** In many areas, the lack of screening of front and side yard lots has resulted in continuous seas of pavement that are unattractive and discourage pedestrian traffic. In other areas, rear yard lots have encroached on residential areas because of insufficient buffering.

## • Other Concerns

- ✓ **Lack of Landscaping:** Over half (52%) of the Fairview survey respondents who felt the City needed to improve its commercial corridors suggested that the addition of trees and landscaping would be important enhancements. Many other

## City of Fairview Park Master Plan

commercial districts throughout the county have greatly improved the aesthetic appearance of their corridors by planting street trees and screening their parking areas with landscaping. Trees benefit the urban environment in many ways, including providing a variety of color, softening architectural lines, providing shade for pedestrians and relieving the sterile monotony of concrete and asphalt. Presently, Fairview Park has no street trees in the right-of-way in the commercial district.

- ✓ **Unattractive Facades:** While the City's commercial corridors have a number of unattractive, outdated and uncoordinated facades, residents should be encouraged that several commercial property owners have undertaken major renovation projects, either at their own expense or through Cuyahoga County's Storefront Renovation Program, which provides low interest loans to interested property owners and merchants. In addition, the predominant architectural style that has dominated many of the City's larger buildings, particularly City Hall, churches and several businesses, has been emulated in some of the newer establishments. This style, known as colonial Western Reserve, utilizes light red colored brick and white trim as its predominant architectural features and is found in many communities throughout northeast Ohio. Unfortunately, the City's good architectural features are often overshadowed by negative characteristics such as rooftop billboards, excessive signage and uncoordinated setbacks.

- ✓ **Outdoor Storage:** Some businesses have used front and rear yards to store refuse or other materials, which is both unsightly and detrimental to the business corridor.

Mitigation of these factors over time is needed to dramatically improve the appearance of the commercial corridor.

### Recommendations

Because of the aesthetic concerns, the following recommendations are suggested to improve the appearance of the City's commercial corridors.

- **Storefront Renovation Program.** The City needs to continue its efforts to encourage local businesses to participate in the County's Storefront Renovation Program, which provides for architectural grants of up to \$2,000 and low interest loans up to \$75,000 for both exterior and interior building renovations. By improving commercial storefronts, merchants can significantly improve their business, as well as contribute to the overall appearance of the commercial corridor. Shopper surveys have demonstrated that

Figure 7.5



Rooftop billboards can detract from the architectural integrity of commercial buildings.



## *City of Fairview Park Master Plan*

renovated storefronts result in customers spending more time, more money and patronizing the establishments more frequently than before renovation.

- ***Establishment of Commercial Design Guidelines.*** Many communities throughout the United States have recognized that zoning codes alone are insufficient in encouraging attractive, high quality development in commercial areas. The use of design review guidelines has become an increasingly popular mechanism for improving the visual quality of commercial business districts. While zoning codes deal with specific quantitative standards, design review provides local officials with guidelines to assess such topics as overall site design, use of plant materials, building orientation, signage integration and public spaces.<sup>1</sup> The advantage of design review is that it would allow the City to determine what type of development is both appropriate and consistent with the community's existing architecture. More important, by adopting design guidelines, Fairview Park would establish standards for new commercial development that would ensure higher quality architecture and better visual quality along its commercial corridors. The new design guidelines should focus on five basic elements.<sup>2</sup>

- ✓ **Overall Site Design.** This should include access, parking lot appearance, location of accessory buildings or structures and their relationship to the surrounding area.
- ✓ **Landscaping.** This section would focus on the appropriate type of trees and landscaping which should be consistent throughout the commercial corridor and suitable for urban environments. The use of natural vegetation should also be encouraged wherever possible.
- ✓ **Building Orientation.** Two elements that have shaped the character of the City's commercial districts should be continued: the location of commercial buildings up to the sidewalk and the use of the colonial Western Reserve style of architecture. Conformity with these elements would be highly desirable in establishing a more unified and harmonious appearance as new buildings are added to the City's commercial corridors. In addition, this section can include specifications regarding store entrance location, scale with respect to surrounding buildings, window and roof form and awnings.
- ✓ **Signage.** Although the City's sign regulations stipulate the type and size of signs permitted in the commercial districts, design guidelines focus on the placement of signs with respect to the site plan and the surrounding area. In addition, since parking is often situated in the rear or side yards, directional signs are often needed to apprise customers of parking locations.

1 American Planning Association, *Design Review*, Planning Advisory Services, No. 454, Feb., 1995

2 Ibid

## City of Fairview Park Master Plan

Figure 7.6



The absence of proper design standards can result in a lack of architectural harmony between buildings.

✓ **Public Spaces.** The relationship of buildings and parking areas to sidewalks and tree lawns should also be an important consideration during design review. The opportunity to make these areas more pedestrian friendly for those who walk, bike or use mass transit should be addressed under this element.

Design guidelines should be clear and concise and be prepared as a document separate from the Zoning Code. The use of illustrations should be encouraged so that the developers and the Design Review Commission have a clear indication of what type of development is preferred and enough flexibility to allow for an acceptable

alternative (see *Appendix F*). Because different commercial areas of the City have their own particular character, the City may wish to develop specific criteria that reflect the elements of those districts.

The City could utilize its existing Planning and Design Commission or establish a new body. If so, the Design Review Commission should be comprised of representatives of different segments of the community. Potential members could include those representing the fields of architecture, development, planning, construction, city government and a citizen member. The procedure by which the Commission would operate should be clearly defined in the published guidelines.

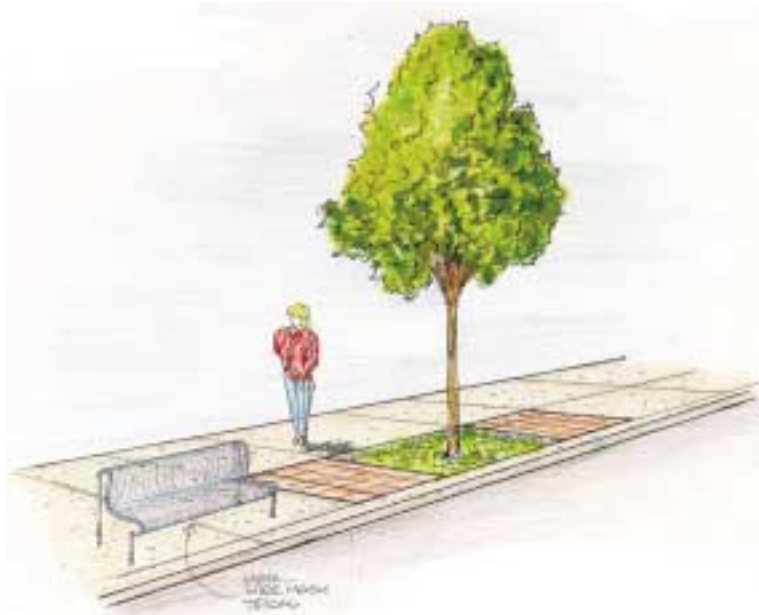
**Streetscape Improvement Plan.** As noted previously in this chapter, Fairview Park's commercial corridors are largely devoid of any pedestrian amenities which can help alleviate the harshness of the built environment. Amenities such as street trees, benches, decorative lighting and brick pavers can significantly improve the appearance of the commercial areas and encourage much more vitality by providing a more human scale environment.

In 1997, City Architect Jeffrey Grusenmeyer developed a Streetscape Plan for the commercial district of Lorain Road extending from West 221st to Fairview Parkway. The Plan was submitted to the County Department of Development for potential funding. Although the City's proposal was rejected, the City should explore other sources of funding to implement the recommendations of the Streetscape Plan as soon as possible. Elements of the Streetscape Plan are illustrated in *Figures 7.7, 7.8 and 7.9*

**Commercial Vibrancy.** If the downtown area of Fairview Park is to become more of a destination center for residents and visitors, it needs to add a dimension that generates much more excitement and vitality. This can be done by adding uses that foster diversity (more restaurants, coffee shops, bookstores, art galleries, antique shops, etc.) and draw crowds (art festivals, sidewalk sales, special events). In addition, redesigning existing activity centers such as the ice cream shop at W. 220th and Lorain to include a more park-like setting (see *Figure 7.11*) and encouraging more outdoor seating areas and public art can also add energy and vibrancy to the downtown area.

# City of Fairview Park Master Plan

Figure 7.7



Jeffrey Grusenmeyer's Streetscape Plan shows an example of pavement treatment around a street tree.

Drawing prepared by: Jeffrey A. Grusenmeyer, A/A, Architect  
Color added by the Cuyahoga County Planning Commission

Figure 7.8

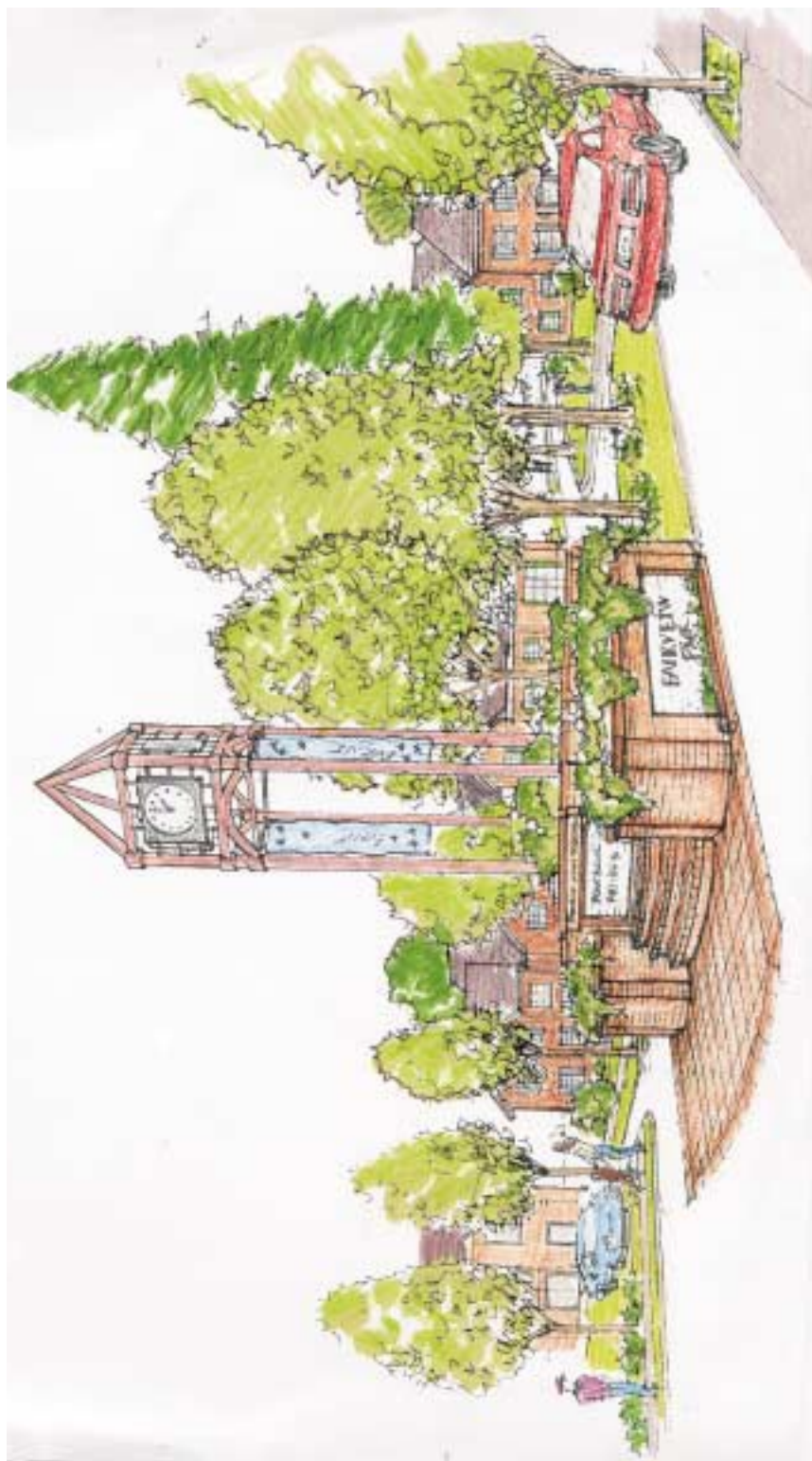


The Streetscape Design Plan for the southwest corner of West 220th and Lorain Road.

Drawing prepared by: Jeffrey A. Grusenmeyer, A/A, Architect  
Color added by the Cuyahoga County Planning Commission

# City of Fairview Park Master Plan

Figure 7.9



The Streetscape Plan proposes a clock tower for the island at Fairview Parkway and Lorain Road.

Drawing prepared by: Jeffrey A. Grusenmeyer, A/A, Architect  
Color added by the Cuyahoga County Planning Commission



# City of Fairview Park Master Plan

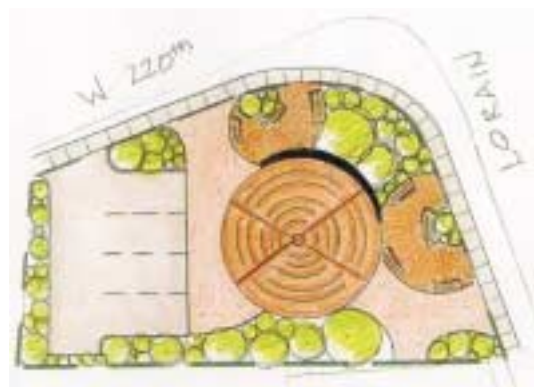
**Strengthening of Buffering Standards.** To protect residential areas from the impacts of commercial development, it is important to establish fair and consistent buffering standards between these adjoining uses. This is particularly critical now that automobile parking districts have been eliminated. Therefore, the City may wish to review and revise existing standards for protecting residential areas from adjoining commercial uses.

Figure 7.10



**Shared Parking/Access Drives.** In order to maximize parking efficiency without adding new parking areas, the City and local merchants should explore opportunities for shared parking, particularly when adjoining businesses have different peak periods of parking demand. Similarly, the sharing of access drives to parking areas significantly reduces the amount of pavement needed as well as the number of curb cuts, which would improve the flow of traffic by reducing points of egress.

Figure 7.11



Icecream stores, such as this one at West 220th Street and Lorain Avenue, add vibrancy and interest to the commercial district. Figure 7.11 shows that any renovation effort should include more pedestrian amenities.

**Updated Parking Standards.** As indicated earlier, the City should reassess its parking standards to determine whether the minimum standards are excessive and in need of revision.

**Mixed Use Development.** Although the Fairview Park Zoning Code discourages other uses in commercial districts, many storefronts in the City have attached residential dwellings. Ironically, current planning trends strongly encourage this type of mixed use development since it adds vitality and reduces traffic congestion by encouraging more pedestrian traffic. Therefore, the City may wish to revise its zoning regulations to permit mixed use development in certain commercial districts.

**Definition of Street Parking Areas.** While the north side of Lorain Road does have a lane designated for on-street parking, it is not well defined. The City may wish to consider the use of chicanes (small landscaped areas jutting out approximately 5 to 10 feet) which would beautify and physically define these parking areas (see **Figure 7.14**). Many communities, including Lakewood and Cleveland Heights, have used this technique successfully in their commercial areas. In addition, chicanes also have the effect of serving as traffic calming devices which makes the overall area more attractive to pedestrians and transit users.

**Continuation of Commercial Code Enforcement Program.** At the present time, commercial properties are inspected annually as part of the City's code enforcement program. These inspections should be continued to ensure compliance with the City's maintenance code.

## City of Fairview Park Master Plan

Figure 7.12

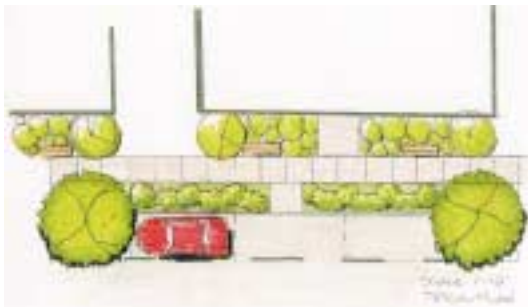


Figure 7.13



Proper screening, coupled with streetscape design, can have a dramatic impact on improving parking lot appearance.

Figure 7.14



Many commercial districts have utilized small landscaped bump-outs to better define their on-street

centrally located but poorly visible site.

**CRA Awareness Program.** The entire City has been designated as a Community Reinvestment Area under guidelines established in the Ohio Revised Code. As such, the City's commercial property owners are eligible for a seven-year tax abatement on building improvements over \$5,000.00.

**Fairview Centre.** While the Fairview Centre redevelopment has been a strong indicator of redevelopment and reinvestment in downtown Fairview and has resulted in the attraction of a major supermarket to the City, there is a need to make the Centre more pedestrian friendly. Discussions with the owner have been held to assess the possibility of improving pedestrian movement through the parking lot and to upgrading the landscaping and sidewalk areas.

Although progress in securing tenants for the Centre has been slow, it is anticipated that the future addition of several stores will bring the occupancy rate of the Centre to 95% by the summer of 1999. Unfortunately, the recently formulated policy of CVS to situate all of their drug stores in free-standing structures has resulted in the relocation of the Fairview Centre store to a new store in North Olmsted. Securing a new tenant for that space has become a priority for the owner of the shopping center.

Another concern regarding the Centre relates to the movement of transit riders from the RTA bus stop to the supermarket. At the present time, bus riders disembark from the stop along Lorain in front of the supermarket and then must navigate through a maze of access drives and parking areas, a dangerous and difficult situation. Two potential solutions to this problem include moving the bus stops approximately 400 feet westward, so that transit users could utilize the protected walkway in front of the stores or to bring the buses directly into the shopping center if smaller buses are utilized in the future.

One final issue concerning Fairview Centre is the underutilized parking area behind the stores. Once the post office reduces its space needs on West 220th, this area will be even less utilized than it is already. As such, the City may wish to assist the shopping center owner in developing alternative plans for this centrally located but poorly visible site.

# City of Fairview Park Master Plan

This program, which is an important incentive for building owners to expand and improve their businesses, needs to be publicized to a greater degree to maximize program participation.

**Establishment of a Community Development Corporation.** In many areas of the United States, communities have found that the establishment of a nonprofit 501(c)(3) organization is a valuable tool for implementing economic development and commercial revitalization projects. Community development corporations are important in assembling financial packages for public/private development activities. Many CDC's establish their own capital fund, using monies from foundations, local governments and other sources to leverage monies to enable businesses to secure funding for various projects. Among their functions, CDC's have the power to borrow and lend money and to purchase, lease and sell property.

Figure 7.15



Many Fairview Park businesses have participated in commercial revitalization projects in recent years.

## Brookpark Road Characteristics

While Brookpark Road through Fairview Park has significantly lower traffic volumes than does Lorain Road, it nonetheless is an important east-west connector through the southern portion of the City. Approximately one mile in length, it links Hopkins Airport and NASA with the Great Northern Area, which is located one mile west of the City's western border.

In addition to being one-fourth the length of Lorain Road through Fairview, it is also substantially different in land use and zoning characteristics. As the City's main commercial spine, Lorain Road serves as the center of retail activity for convenience goods and services, which are frequented by large numbers of the City's residents. Brookpark Road, on the other hand, is comprised of a mixture of residential and office uses which do not attract significant numbers of residents to the corridor (see *Figure 7.16*).

As noted in Chapter 6, two of the Focus Areas examined by the Master Plan Steering Committee are situated on Brookpark Road. If both of these areas are rezoned to Office Building, it is likely that they will begin to change the character of the corridor, particularly at the western end. It is therefore important to develop cohesive standards which will ensure compatible and high-quality development. The following recommendations will apply to three geographic divisions of the corridor: Rocky River Bridge to West 220th, West 220th to Mastick and Mastick to the North Olmsted corporate boundary.

## Rocky River Bridge to West 220th

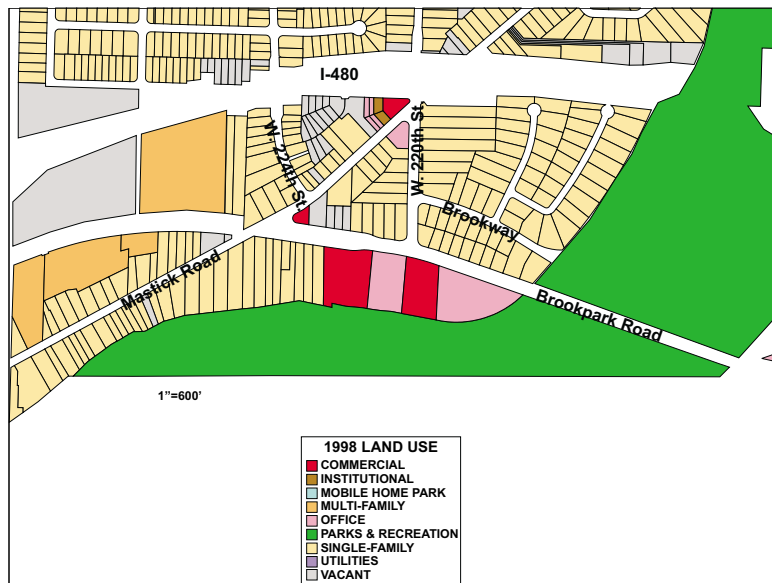
The bridge over the Rocky River ends approximately 900 feet east of Mastick Road. On the north side of the street, single-family homes with a lot depth of approximately 150 feet comprise the primary land use.

- **Recommendation**

Since the lot depths on this side are so shallow and the encroachment into the residential

# City of Fairview Park Master Plan

Figure 7.16, Brookpark Road Corridor



neighborhood to the north is undesirable, no zoning changes are recommended. Continued residential code enforcement, as with the rest of the City, is essential to maintaining high quality housing in this area.

The south side of the street in this area is occupied by an office building on the east and an institutional/commercial building located immediately to the west. Both buildings have buffered their front parking areas with landscaped strips near the sidewalk. The office building buffer has a mound, whereas the other building's buffer is flat.

- **Recommendation**

It is important to maintain the existing buffer strip and improve it with additional landscaping wherever possible. Although no zoning changes are being recommended for this section, any future commercial redevelopment on the institutional/commercial property should be consistent in design and setback with the building to the east.

### West 220th to Mastick Road

On the north side of Brookpark, the eastern half of the block is an extension of the residential area east of West 220th. The western half of the block consists of several small vacant parcels and a service station at the corner of Mastick. At the time of this writing, the United States Post Office has proposed relocating its operations center from downtown Fairview to the four vacant parcels at this location.

- **Recommendation**

Since most of this triangular shaped block is residential in nature, the Post Office operations center could negatively impact the character of this area unless specific measures are taken. These measures should include the installation of a ten-foot buffer



## City of Fairview Park Master Plan

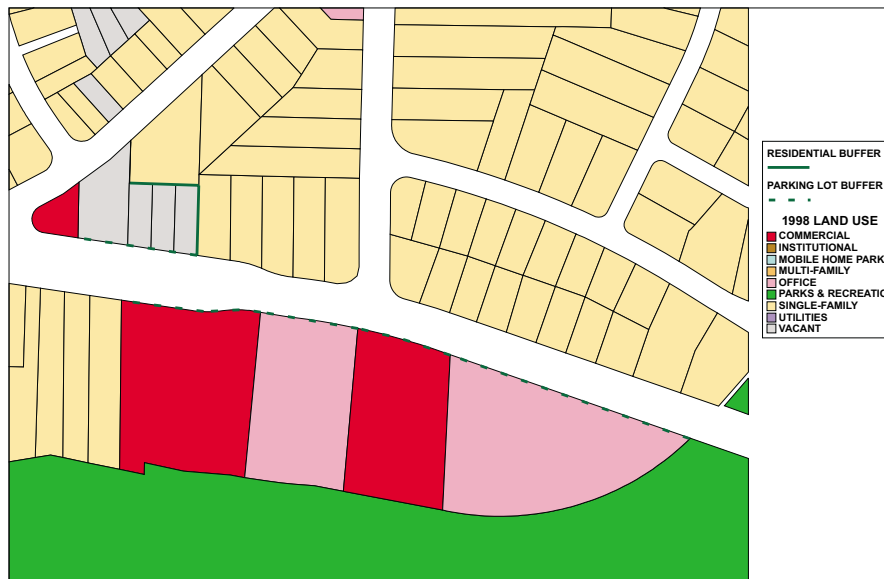
strip along the perimeter which abuts residential lots, with appropriate landscaping and fencing as deemed necessary by the Planning Commission. In addition, any parking areas should be screened with a five-foot landscaped buffer from the street, and any illumination should be shielded to protect adjoining residences.

The south side of Brookpark in this segment is comprised of another office building and a motel along the eastern half, and several residential properties along the western half. These houses were designated as Focus Area 7 by the Steering Committee, and the consensus among the group was to rezone these parcels to office building to take advantage of the deeper lots and proximity to other offices.

- **Recommendation**

The buffer strip which was discussed in the previous segment needs to be continued along this entire section. At the present time, the first office building, located just west of the bridge, is the only buffer that contains both a mound and landscaping. To be consistent, this prototype should be extended along the entire south side of Brookpark all the way to Mastick, once the area is developed for additional offices (see *Figure 7.17*).

Figure 7.17, Brookpark Road Buffer



The Brookpark Road Buffer along the south side of the street should be continuous along all four commercial properties and extended to the west if the area is redeveloped as offices. The properties next to the proposed post office facility should also be buffered.

### Mastick Road to the North Olmsted Corporate Line

The final segment of the corridor which needs to be addressed is a combination of mixed uses. The north side of the road consists of the new Lenox Square condominiums on the east side of West 227th and the vacant parcel designated as Focus Area 6 on the west side of W. 227th. The task force recommended that this parcel be rezoned to office building. The south side of the street is occupied mostly with the rear garage walls of apartment building located off Mastick Road.

## *City of Fairview Park Master Plan*

- Recommendation

Additional buffering on both sides of the street in this segment is recommended. On the north side of the street, the development of offices should be enhanced by a similar type of buffer recommended between the Brookpark Bridge and Mastick. The buffer should be heavily landscaped to soften the impact of the parking area. On the south side and in the median, the City should take the initiative to enhance and maintain the landscaping in this area, including a redesigned gateway to the City from the west.

### **ISSUE 2: IMPROVING LIVABILITY FACTORS**

Fairview Park has many assets that make it a very livable community. According to the community survey done as part of this Comprehensive Plan, residents felt that the City has many positive characteristics, including safe neighborhoods, a new regional library, proximity to the Metroparks system and convenient shopping. The City has a wide range of housing options, excellent city services, is close to Cleveland Hopkins Airport and has many churches and active civic organizations.

Fairview Park is also a very walkable community. This can be attributed to the fact that its streets are laid out in a modified grid pattern. Unlike many new developments and subdivisions in outlying communities that feature numerous cul-de-sacs and lengthy loop streets, Fairview's streets are shorter, intersect with each other and have direct access to the City's main street, Lorain Road. As a result, walkers and joggers are often seen throughout the City's neighborhoods. This factor gives even more credence for the need to make Lorain Road more pedestrian friendly.

There are many elements that contribute to the livability of any community. These elements may have varying levels of importance to different households, but together they are critical in how residents and visitors perceive the quality of life in that municipality. The following paragraphs describe several of these livability factors as they relate to Fairview Park and potential recommendations as to how they may be improved.

#### **Public Transportation**

The City is generally well served by the Greater Cleveland Regional Transit Authority. The City's three major east-west routes (Lorain, Center Ridge and Brookpark) all have service leading to downtown Cleveland, while a fourth (Westwood) has a route leading to Great Northern Shopping Center from Westgate Mall. In addition, the City's major north-south streets (West 210, West 220 and Wooster) all have bus routes as well. Frequency of service on these bus lines varies significantly with demand and time of day, with Lorain Road being serviced most frequently.

In 1998, GCRTA began the first phase of constructing a transit center on Center Ridge Road near Westgate Mall. The transit center should be completed by mid-1999 and will serve as the termination point for several aforementioned bus lines serving Fairview Park. In addition, it will become the major point of origin for the new Westshore Community circulator, which will use smaller jitney-sized busses to serve residents of Fairview Park, Rocky River, Bay Village and Westlake. Because of their convenience, frequency of service, and low fare, the circulator should particularly

## *City of Fairview Park Master Plan*

appeal to senior citizens of all four communities. In addition, RTA will establish a new circulator to include Lorain Road destinations in the year 2000. A map indicating the route of the circulator and all bus lines serving Fairview is shown in *Figure 7.18* and a map showing potential routes of the community circulator is indicated in *Figure 7.19*.

### **Tax Rates**

As noted in the community survey, residents cited their concern about tax rates in the City being higher than some of their neighboring communities, and that they are, therefore, an important livability factor. Fairview Park, like other mature developed communities, is impacted by a number of factors that lead to higher tax rates: little undeveloped land, no industry, aging infrastructure, increased demand for social services and a growing school enrollment. These factors, coupled with the fact that outlying suburbs are demanding new and wider roads, sewers, waterlines and public facilities that divert state tax dollars from older communities, are putting more of a financial burden on mature communities. In addition, many newer areas are offering tax abatement and other financial incentives to lure businesses and jobs from older communities. The City should monitor recently proposed state legislation which would modify state policies by placing more emphasis on funding projects in mature communities. The fact that Fairview Park schools do not receive any taxes from the City's largest employer, Westgate Mall due to a long-standing agreement with Rocky River, places even more of a burden on Fairview residents.

Some of the recommendations made in this Master Plan may require additional taxes, while others are meant to relieve the residential tax burden by improving the commercial tax base. By making improvements to the commercial corridors, for example, the community can present itself as being more attractive for reinvestment and redevelopment. Rezoning some of the focus areas for other uses would also significantly benefit the tax base, as will the City's policy of offering partial tax abatement for commercial and multi-family development, making it more competitive with many of its neighbors who have such incentives in place.

Nevertheless, while these improvements and recommendations will help improve the city's tax base, they will not result in a drastic reduction in taxes. Neighboring communities, some of which have lower rates, are experiencing similar problems with keeping their rates low as well. As new communities continue to develop, their residents will begin to demand the kind of services and facilities that cities such as Fairview already have. Therefore, it is paramount that Fairview Park continues to improve the quality of life for its residents and take initiatives to retain, expand and attract residents and businesses to ensure a healthy and viable community.

### **Public Safety and Service**

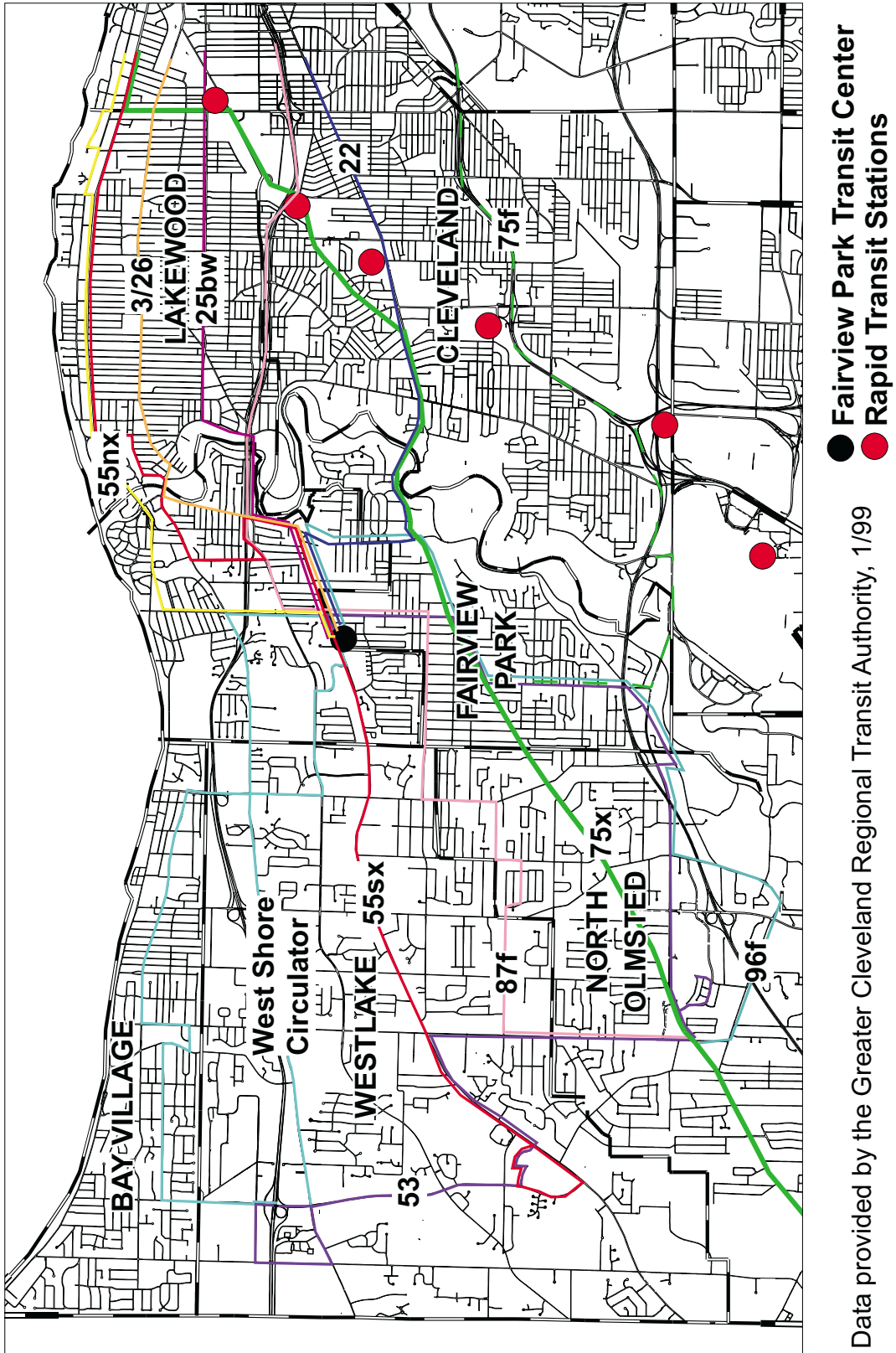
As indicated in the community survey, more than 90% of the respondents indicated they felt police, fire, EMS, recycling and trash crews were providing excellent or good services. It is anticipated that improved technology, training, equipment and mutual aid agreements will allow safety forces to continue to provide excellent services for all Fairview residents.

### **Sewer Improvements**

Although specific data with respect to infrastructure are presented in the capital improvement plan in Chapter 5, it should be noted that properly functioning sewer systems are an important livability factor that can have a significant impact on the quality of life. While most of the City's sanitary and

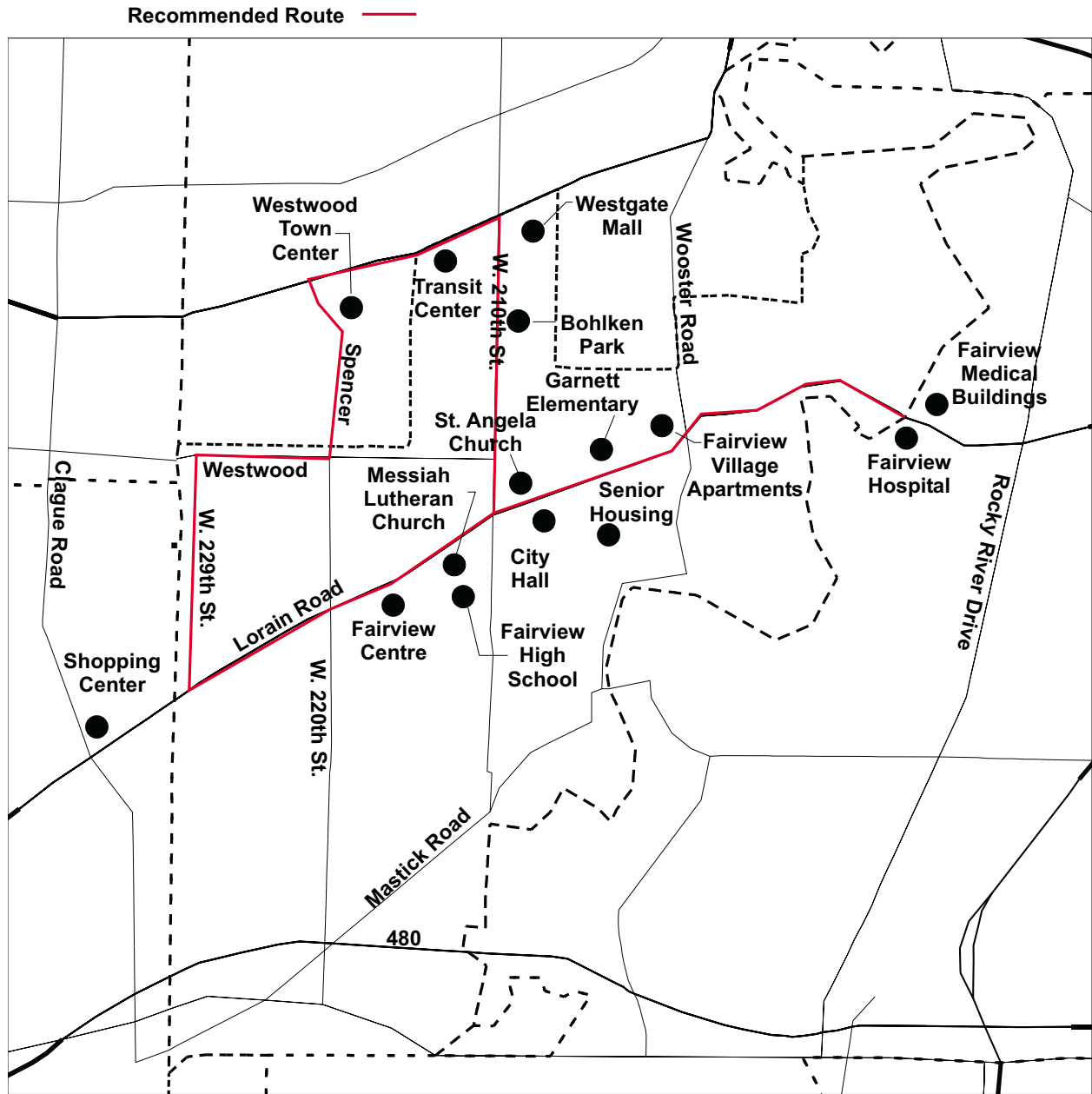
# City of Fairview Park Master Plan

Figure 7.18, RTA Routes Affecting Fairview Park



# City of Fairview Park Master Plan

Figure 7.19, Proposed RTA Circulator Routes, Fairview Park



## *City of Fairview Park Master Plan*

storm sewer systems have continued to function properly, the systems in Ward 5, in the southern portion of the City, have had persistent problems.

Historically, this area was developed when it was known as Parkview Village. When the homes in the village were constructed in the early 1950's, many of their downspouts were improperly connected to the storm sewers. In addition, over the years there has been an increase in the amount of infiltration of water from the storm pipes into the sanitary sewers. As a result of these two factors, there is a mixing of sanitary waste water and storm water in periods of heavy rainfall. Since the trunk lines along Esther Avenue, which are part of the North Olmsted sewer system, and the pumps at the two pump stations located on West 220th and West 227th are inadequate to handle such a large volume of water, the combined sewer/wastewater is forced to back up into many basements or is improperly discharged into Coe Ditch. The resulting effects are flooded basements, sewer gas and pollution of Coe Ditch.

The City Engineer has developed a multi-faceted plan to deal with the sewer problem in Ward 5. This approach consists of systematic smoke and dye testing to pinpoint specific problem areas, co-operating with the City of North Olmsted in widening the Esther Avenue trunk line, upgrading the capacity of the pumps at the two pumping stations and maintaining and cleaning Coe Ditch. In addition, the city has been encouraging many homeowners in the area to disconnect their downspouts from the sewer systems to permit the runoff to filter directly into the soil. This procedure can help prevent flooded basements by reducing storm sewer discharge.

The flooding problem in Ward 5 has been a long-term problem that the City inherited when it annexed Parkview Village. The lack of appropriate documentation and poor construction practices set the stage for this unfortunate situation. It is anticipated that the comprehensive approach developed by the City Engineer will result in corrective actions which will finally eliminate these problems.

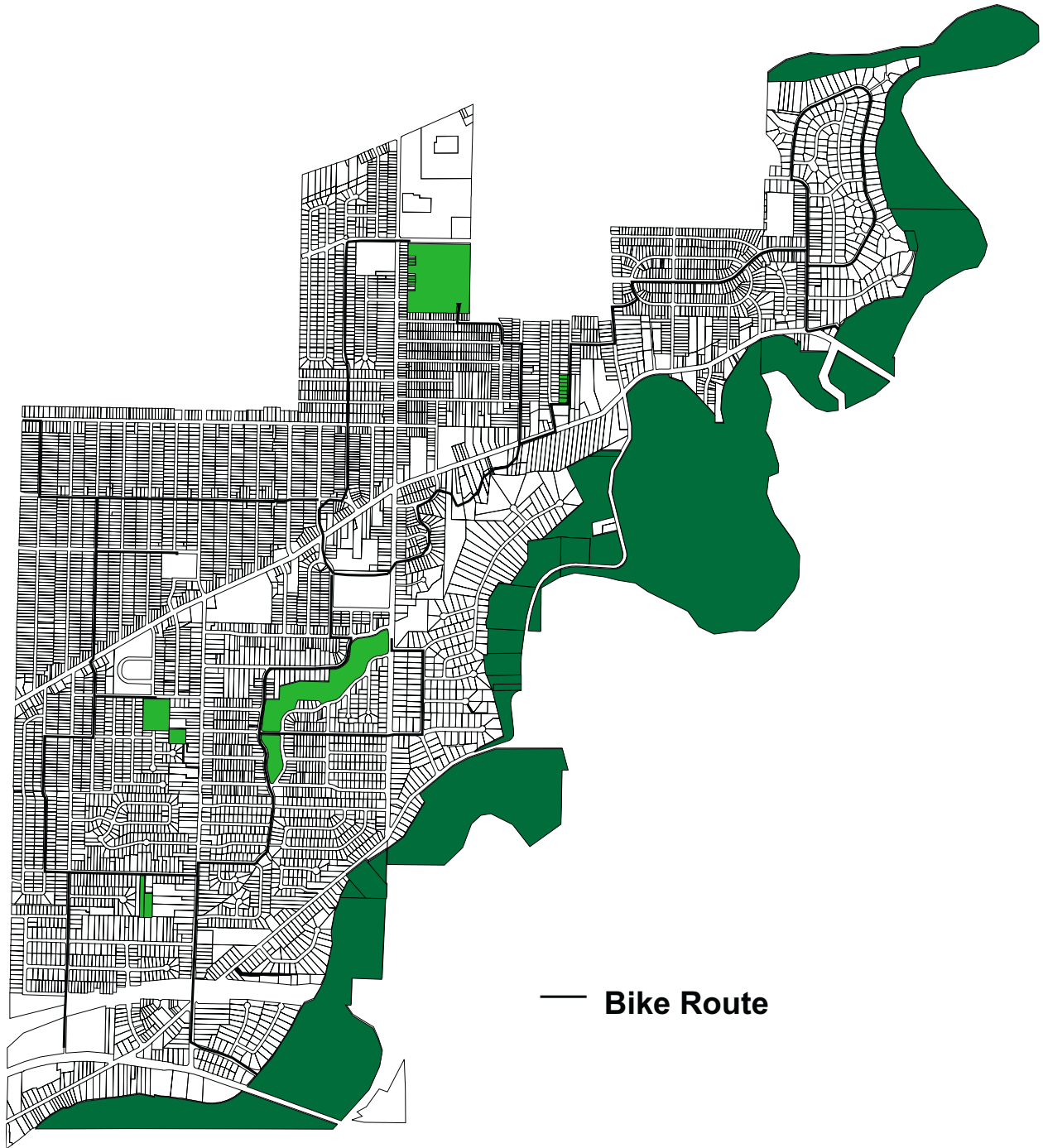
### **Bicycle Routes**

Several West Shore communities have recognized the value of the bicycle as both a recreational activity and as an alternative mode of transportation. This has been accomplished by constructing bike paths, restricting traffic lanes for bicycle travel or simply designating existing streets as viable bike routes. These communities include Rocky River, Bay Village, North Olmsted and Westlake. Unfortunately, outside of the Metroparks, Fairview Park does not provide such designations for bicycle travel.

However, since the City's street pattern is already conducive to bicycle travel, it would be a fairly simple and inexpensive task to establish a bike route throughout the City. A potential alternative for such a designation is illustrated in **Figure 7.21**. This alternative would link many of the City's neighborhoods with existing City parks, schools, the Metroparks and City Hall. A bike route simply requires posting signs designating the street as a route, thereby alerting motorists to the potential presence of bicyclists. The bike route could also be linked to those of the surrounding communities, thereby promoting greater connectivity to their routes. The only part of this proposed route which would require the construction of an off-road path would be along the ridge on the south side of Lorain between West 204th and City Hall. The remainder of the route would use existing streets.

# City of Fairview Park Master Plan

Figure 7.21, Potential Bike Route





# City of Fairview Park Master Plan

Figure 7.20

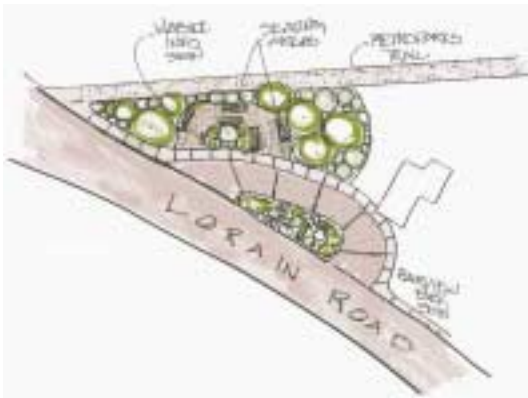


There are more than 600 acres of Metroparks land within the City of Fairview Park.

Figure 7.22



Figure 7.23



The small island west of the Lorain Road Bridge offers a unique opportunity for landscaping and a mini-park.

The City should also install bike racks in selected commercial areas to encourage cyclists to patronize local businesses.

## Metroparks Linkages

The Metroparks System is a significant resource for the City. Its network of trails, recreation facilities, golf courses and scenic vistas should be promoted as a major amenity for all current and future residents to enjoy.

Although the City's entire eastern boundary adjoins the northern portion of the Metroparks' Rocky River Reservation, there are very few points of public access. This is due primarily to two factors. First, almost all of the land abutting the Metropark is in private ownership. Second, the steep topography of the Rocky River Valley poses severe physical constraints. Currently, there are three points of vehicular access into the Metropark (Wooster Road, Mastick Road and Brookway Lane) and one pedestrian connector (Story Road).

Future pedestrian access points to the Metroparks from both Brookway and Mastick Roads are possible but dependent on the availability of funds. Metroparks officials have examined a Brookway connector but have indicated that it is not a high priority at this point in time since connectors are being developed at Cedar Point Road in North Olmsted and Rockcliff Drive in Rocky River.

Two options for a pedestrian connector at Mastick Road have also been discussed. A pedestrian/bikeway connector could be included in the plans to reconstruct Mastick Road into the valley, which would involve coordination with the Cuyahoga County Engineer's office. A second alternative would involve the Metroparks developing a connector from Eaton Road down the slope of the valley to the Mastick Road parking area. This option is dependent

on the resolution of the first alternative and then would require a commitment from the Metroparks to place it on a project list for potential funding. The City can assist in the implementation by expressing its interest in the development of the connector to the Metroparks.



# City of Fairview Park Master Plan

## Mini-parks

Outside of the City parks and Metroparks, the City could encourage more pedestrian activities and a better image by providing small public open spaces in a few select locations along its major corridors. Such spaces need only to provide a bench or two with appropriate landscaping. Many communities, including several in the Westshore area, have furnished these small urban oases for walkers, joggers and cyclists to rest and enjoy vistas or suburban commercial activity.

The locations for these mini-parks are generally adjacent to the street right-of-way on City land or on a small piece of privately owned land where an easement has been granted to the City. Potential sites could be near the Story Road Metroparks bike path on Lorain, in the vicinity of the new community center, near the library and in the heart of the commercial district at West 220th and Lorain.

## Gateways

In the past few years, the City has developed a coordinated system of entryway signage consistent with the City's Western Reserve architectural style. Since these signs represent the first opportunity to develop a positive impression of the community, it is important that they be maintained and where space permits, enhanced by landscaping. In addition, the sign along Brookpark Road at the North Olmsted border is worn and inconsistent with the other gateway signs. It should therefore be replaced as funding permits.

## Street Right-of-Way

An important and highly visible part of the public domain is the street right-of-way, which includes the street pavement, sidewalks and treelawns, which is often the location for directional signage, fire hydrants, utility poles and street trees. How a city cares for its rights-of-way is often perceived as a powerful indicator of its livability. Street signs which are bent or rusted, treelawns which are devoid of vegetation and telephone poles which are posted with unwanted signs may appear to be insignificant in themselves, but collectively they can significantly detract from the City's quality of life by sending a message that these elements are unimportant, which can lead to more serious concerns.

Figure 7.24



Figure 7.25



Cities such as Lakewood, Ohio (left) and Portland, Oregon (right) have emphasized the importance of making their streets more pedestrian friendly.

## *City of Fairview Park Master Plan*

Right-of-way elements are important because they form the urban passageways for both vehicular and pedestrian traffic. In this zone of convergence, the opportunity to provide human-scale elements is more appropriate than any other place in the City. Therefore, the City should strive not only to improve its street pavements, as it has through its Street Improvement Program, but its treelawns and sidewalks as well. Metal poles which support signs or lighting fixtures should be painted in a uniform earthtone color.

As an example, one of Fairview Park's strongest assets is its tree-lined streets. In this regard, the City has been designated as an official "Tree City" by the National Arbor Day Foundation every year since 1992. The City has planted numerous trees in neighborhoods and parks over the past several years. However, as noted earlier in this report, none have been planted along the four miles of the City's busiest corridor-Lorain Road.

The greening up of the City's main street could have a dramatic impact on improving the community's image in the eyes of both residents and visitors. The tree planting program should begin in the commercial district identified as Focus Area 5 (from Fairview Parkway to West 221st). Once this area has been planted, the City could expand into other appropriate locations along Lorain and Center Ridge Roads. The planting of trees along commercial corridors can place significant stress on the trees themselves, so proper selection, watering and maintenance will be required to ensure their health and vitality.

In addition to street trees, the commercial rights-of-way can be improved significantly with more pedestrian oriented human scale amenities such as brick pavers, benches and decorative street lighting as discussed earlier in this chapter. For safety purposes, the use of colored pavers or concrete can be used in crosswalks to help distinguish their presence. Removing utility wires and placing them underground is expensive but should be explored as an option in the future.

### **Housing Diversity and Maintenance Programs**

Fairview Park has a wide range of housing styles, options and prices and is therefore well suited to retain residents who have changing needs with respect to housing alternatives. As noted in the demographic chapter, this has indeed been the case as a fairly significant number of homeowners who sold their homes between 1992 and 1997 purchased another home in the City.

For mature communities such as Fairview Park, the maintenance of the housing stock is of paramount importance. The City's code enforcement program, which has been in effect since 1992, consists of an annual systematic exterior inspection of all housing units within the City. Property owners who have code violations are notified they have a specific time period in which to correct the situation, or are issued repeated warnings. While the vast majority of residents come into compliance within the allotted time, a few cases are ultimately referred to the Rocky River Municipal Court for judgement and final determination.

While the City does not have a point-of-sale inspection program for single family properties as some communities do, there is a requirement for such an inspection when two-family or multi-family properties are sold. Extending this program to include single family homes is an option the City may wish to consider in the future; however, it should be noted that the program would require additional inspectors which would drive up the cost of the program.

## *City of Fairview Park Master Plan*

Since Fairview Park is a member of the Cuyahoga County Urban County Consortium and does not receive federal Community Development Block Grant monies directly from the Department of Housing and Urban Development, income eligible residents may receive low interest loans for housing rehabilitation and weatherization through the County Development Department. In addition, the City may apply for funding of various improvement projects in specific geographically eligible areas as part of the County's Competitive Municipal Block Grant program.

One final housing rehabilitation incentive involves participation in the Community Reinvestment Area program. Under this program, any homeowner who wishes to improve his or her home by building an addition, porch, etc. costing at least \$2,500.00 can apply for a seven-year tax abatement of the increased value of the improvement. While this program is an important incentive to stimulate housing reinvestment, it should be much better publicized so residents can take advantage of its benefits.

### **Historic Preservation**

While most of the City's housing stock was developed after World War II, there are sixteen homes in the City that are over 100 years old. These homes have been designated as century homes by the Fairview Park Historical Society, and thirteen have received plaques that recognize this designation. *Figure 7.26* illustrates the location of these century homes.

All cities have homes, buildings or districts which have particular interest or significance. They form an important part of the community's historic and cultural heritage which, if lost, cannot be replaced. The value of preserving historic resources is in the ongoing private use of old buildings and the improvements made to them and is reflected in their continued appreciation in property values.<sup>3</sup>

Fairview Park should cooperate with the Historical Society in the preservation of its historic homes and should work with their owners to ensure that the integrity of these historic resources is preserved for future generations. Within the next decade, another fourteen homes in the City will achieve century home status. The City should begin a program to not only recognize these and all of its historic buildings, potentially through the installation of small plaques, but to promote an awareness program so that all residents begin to appreciate their civic heritage.

### **Environmental Improvements**

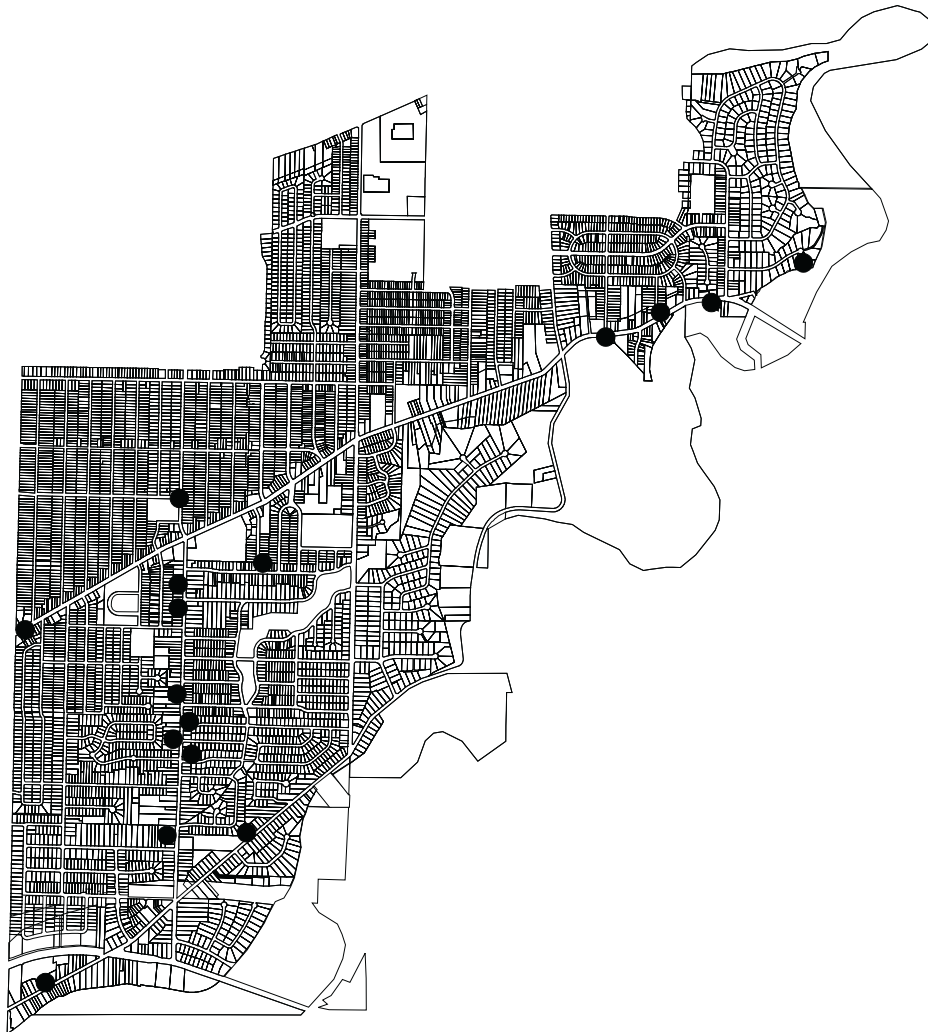
Outside of the City's flooding and pollution problem related to sewer concerns discussed earlier in this section, the City's primary environmental problems relate to the aircraft noise from Hopkins International Airport and the condition of the Coe Creek Valley between West 210th and Valley Parkway.

With the expansion of Cleveland Hopkins Airport, the potential for increased exposure to excessive noise levels in parts of Fairview Park will most likely increase. However, it is anticipated that under an agreement reached with suburban officials several years ago, aircraft takeoff and landing patterns will continue to be fanned out so that no one area is severely impacted by the noise. In addi-

3 American Planning Association, *Conservation of Historic and Cultural Resources*, number 224, 1969

## City of Fairview Park Master Plan

Figure 7.26, Designated Century Homes



tion, the aircraft industry has continued to engineer quieter jet engines so that in the future they will have less noise impact. Nevertheless, the City should continue to monitor airport expansion plans and work with other suburbs to ensure compliance with noise abatement procedures.

The second environmental issue involves the condition of the Coe Creek Valley. The creek winds its way from Bain Park eastward through a significant ravine all the way to Big Met Golf Course, where it enters the Rocky River. While most of the valley is private property, a significant portion (13 acres) of the western section is owned by the City, while the eastern end is part of the Metroparks reservation.

Throughout the valley, there has been substantial illegal dumping and litter accumulation. If the City is to take advantage of the scenic vistas at the top of the bluff, it should make a concerted effort to clean up and maintain this resource. Its proximity to City Hall, Willowood Manor and the pro-

# City of Fairview Park Master Plan

posed redevelopment area along Lorain, including a bike path, is indicative of its importance to the City.

## Traffic Calming

One of the concerns expressed during the formulation of community goals was the concern over cars exceeding the speed limit in residential neighborhoods, thereby endangering children playing nearby. Slowing traffic in these areas has a number of benefits, including safety, noise reduction and better road capacity. Generally, there are two types of techniques which can be used to reduce speed on neighborhood streets: active and passive controls.<sup>4</sup> If the City's use of passive controls such as warning signs and crosswalk markings are deemed insufficient to slow down motorists, the City could install more active measures such as rumble strips, speed tables or chicanes which are more expensive but can be very effective in slowing traffic. The other option is speed limit enforcement. While effective in the short term, this measure is not considered to be a long-term solution.

Figure 7.27



*Some communities have resorted to the construction of speed tables to slow traffic in residential areas. The slight rise in elevation is gradual enough so as not to interfere with snow plowing operations.*

## Schools

While the Fairview Park school system is beyond the jurisdictional scope of this Master Plan, it should be noted that academic achievement is a highly significant livability factor in every community. It is therefore extremely important for the City and the School District to continue to work together to maximize resources, share facilities and cooperate with respect to providing programs and services for all Fairview residents.

## ISSUE 3: LOCATION OF COMMUNITY RECREATION CENTER AND SENIOR CENTER FOR FAIRVIEW RESIDENTS

One of the major issues cited in the formulation of community goals during the early stages of the Master Plan was the need to improve recreation opportunities for all age groups in the City. More specifically, it was determined that the Master Plan should identify potential locations for both a community recreation center and a senior center, either at the same location or in separate facilities.

Community centers have become increasingly popular in providing recreation activities for residents in a number of communities throughout the State of Ohio. In Cuyahoga County, sixteen communities have constructed or are in the process of constructing community recreation centers, while another eight are in various planning stages. These recreation centers include a wide range of recreational facilities such as swimming pools, gymnasiums, weight training areas, aerobic exercise

4 American Planning Association, Traffic Calming, No. 456, July, 1995

## *City of Fairview Park Master Plan*

rooms and meeting areas. The centers have also become important quality-of-life issues as communities strive to maintain and attract residents.

During the course of discussions with the Master Plan Steering Committee, it was decided that the location of either or both facilities should not be within the confines of an existing city park, since the amount of parkland is already limited. In addition, it was felt that situating either or both facilities near existing civic buildings would be economically advantageous, since both facilities could take advantage of shared parking and program activities.

In October of 1998, the County Planning Commission presented two schematic plans indicating the use of two potential sites for a community/senior center. The sites included one just east of City Hall and Willowood Manor extending to West 204th Street, and one extending north of Fairview High School. Both were shown as campus-type layouts which would be connected with existing civic facilities through the use of trails, driveways and pedestrian enhancements.

Following this presentation, the City retained the services of City Architect Jeffrey Grusenmeyer to undertake a feasibility study of locating the community center at each site, as well as to assess the possibility of locating the senior center in a separate location behind City Hall. The report, which was presented to the Master Plan Steering Committee on January 20, 1999, is included in **Appendix D** of the Master Plan.

After evaluation of the different alternatives, the Steering Committee recommended that the senior center be constructed as a separate facility behind City Hall, and that a new community center of approximately 46,000 square feet should be located just east of Willowood Manor on a site currently occupied by two motels. The center would also require parking for approximately 125 cars and would be connected to City Hall via a driveway and pedestrian trail behind Willowood Manor.

By situating the community center at this location, the City would also have the opportunity to acquire and clear additional land for potential development east of the proposed center all the way to West 204th Street. This land could then be made available for office development, which could in turn yield significant tax revenues to both the City and School District once it is completed. The concept plan is illustrated in **Figure 7.28**.

While the senior center can be constructed behind City Hall without a tax increase, it is anticipated that the larger community center may require a tax levy or bond issue to raise sufficient revenue to acquire the land, demolish the existing buildings and construct the facility. The City will seek to minimize this additional cost by securing low interest loans, obtaining potential grants and eliminating excessive amenities which increase the facility's costs. Nevertheless, the Steering Committee has indicated that the construction of a high quality, first-class community center is a critical component of the revitalization plan for the Lorain Road corridor and the City of Fairview Park.



# City of Fairview Park Master Plan

Figure 7.28, Conceptual Plan for Focus Area 3



Conceptual Plan for Focus Area 3 based on Option 2 of the City Architect's report in Appendix D

# Chapter Eight

## Final Development Plan



# City of Fairview Park Master Plan

## INTRODUCTION

The focus areas identified in Chapter 6 are further discussed in this chapter in terms of issues identified and recommendations made by the Master Plan Task Force. Land use and zoning preferences are highlighted. The actions necessary to proceed with this portion of the Master Plan's implementation are discussed in the Strategic Management Plan chapter, which follows.

## Focus Area Recommendations

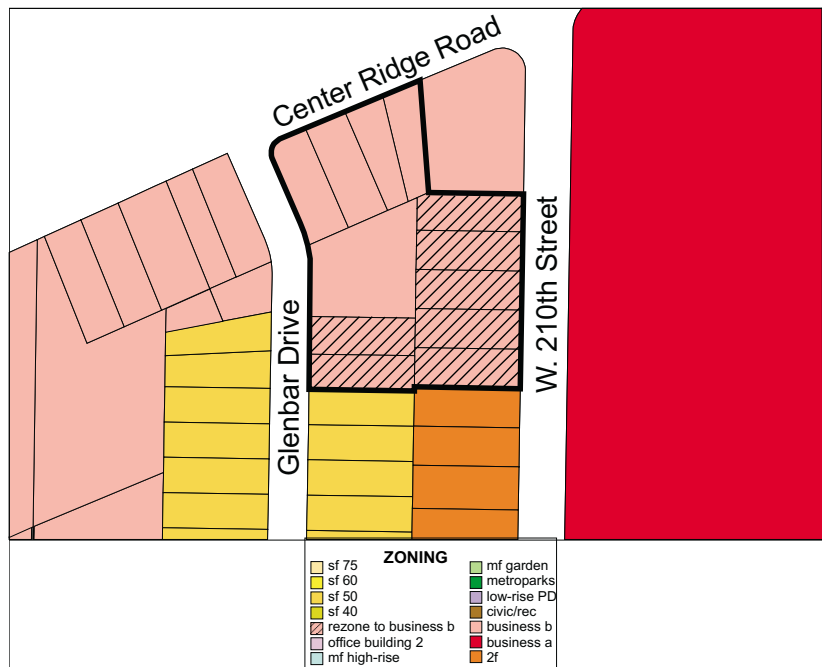
### Focus Area 1

Commercial uses were the only ones considered for this site due to its location along the Center Ridge Road commercial corridor and proximity to Westgate Mall and the new Fairview Park Transit Center. However, only the parcels along Center Ridge Road are zoned for commercial uses. The largest parcel was rezoned from Parking to Business B on the November 1998 ballot. The remaining parcels are zoned for either single-family or two-family uses.

Its location is ideal for a commercial development that could also serve as a well-designed gateway to the community due to the fact that there is frontage along both Center Ridge Road and West 210<sup>th</sup> Street. Redevelopment of this highly-visible location would improve the commercial district with high-quality design. There should be minimal building setback. Traffic could access the site from both Center Ridge Road and West 210<sup>th</sup> Street to parking areas on the sides and rear of the building, keeping additional traffic away from the residential neighborhoods connected to Glenbar Drive. The Steering Committee recommends that the entire area be zoned for commercial uses to prepare for redevelopment of the site for these types of uses.

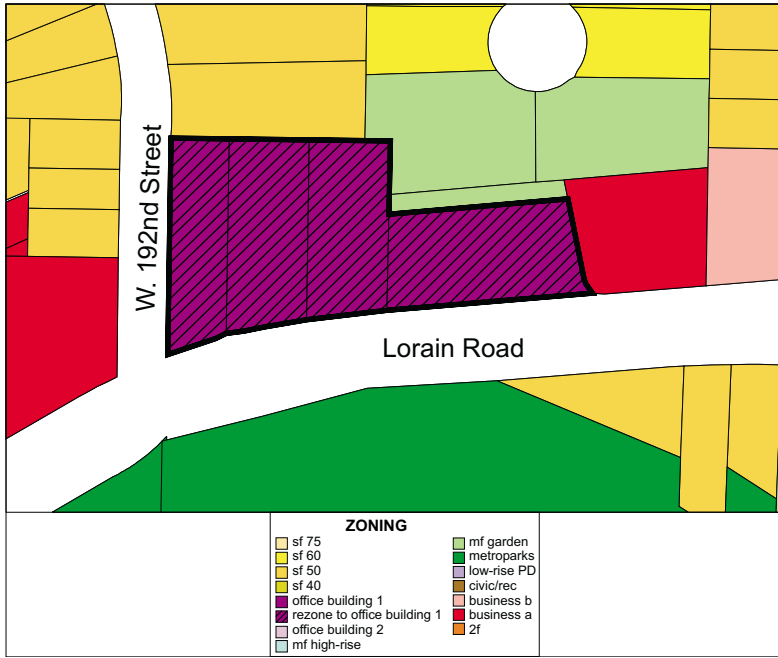
**Recommendation:** Maintain *Business B* zoning along Center Ridge Road, rezone remaining parcels to *Business B*.

Figure 8.1, Focus Area 1 Proposed Zoning



# City of Fairview Park Master Plan

Figure 8.2, Focus Area 2: Proposed Zoning



## Focus Area 2

The motivation for the review of this site is due to the fact that the easternmost parcel is presently a gas station which has recently closed, and the fact that several land uses are currently located on the rest of the site. Multi-family, commercial, and local office uses were considered for this site, as each of the parcels presently contains one of these three uses. The Steering Committee recognized that any future redevelopment of the gas station parcel should include the parcels to the west, up to West 192<sup>nd</sup> Street due to the fact that the gas station parcel is just less than a half

acre in area. This consolidation would result in just more than an acre of land for redevelopment. While this is a relatively small area, its redevelopment would still be encouraged due to its unique location on the Lorain Road corridor in that it is across from the Rocky River Valley and its scenic vistas.

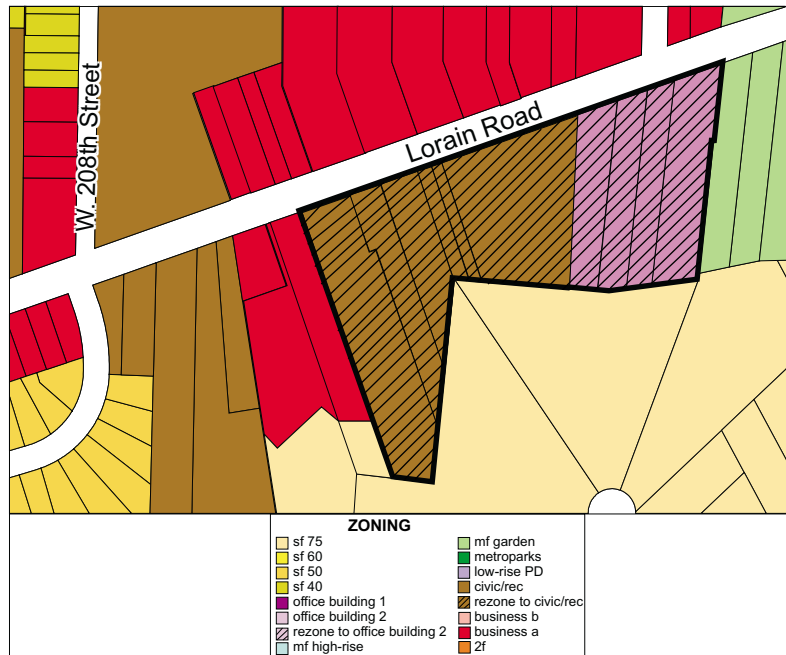
Three types of development were considered, and it was decided that an office use should be encouraged, due to the site's location along Lorain Road. The Steering Committee has recognized that developers may be attracted to such a unique site, and that this would be an important step in revitalizing this corridor.

**Recommendation:** Rezone parcels to *Office Building 1*

## Focus Area 3

Many of the focus area discussions included the idea that there is minimal vacant, developable land in the City,

Figure 8.3, Focus Area 3: Proposed Zoning



## *City of Fairview Park Master Plan*

that there are marginal uses in highly-visible areas, and that the scenic vistas overlooking the Valley are underutilized. The Steering Committee also recognized the facility needs of the City in terms of a community/recreation center and a senior center. This location was considered not only in this Plan, but in a report prepared by the City Architect, which was presented to the Steering Committee. In that report, the needs of the Fairview Park Schools were included in terms of athletic space. Different scenarios were identified regarding location options and combinations of uses.

In addition to this site, the Architect's report considered the Fairview Park High School location and adjoining parcels to its north. The feasibility of the sites was examined in terms of available land area, land acquisition and preparation costs, and required floor space and construction costs for each of the proposed uses. It was determined that the high school site was inadequate in terms of both land area and the fact that the additional traffic would be detrimental to nearby neighborhoods which are already disrupted by high school traffic. Additional concerns regarding conflicts arising from facility availability and scheduling conflicts between school and City activities contributed to this recommendation, as well.

It was determined by the Task Force that the focus area site was the more ideal location for the community center, that the senior center should be located in the rear portion of the City Hall property, and the additional school athletic facilities should be located at the high school. This decision was based both mainly on the practical concerns regarding the physical characteristics of the sites and the fact that more Community Goals (see Chapter 1) would be met with this site.

The first goal which would be met by this recommendation would be the goal of *economic development* (goal 1). Acquisition and development of this site would allow for development of office uses on the eastern half which would contribute significantly to the tax base, would provide for the redevelopment of marginal properties, and would act as a catalyst in spurring additional tax-generating redevelopment projects along this corridor. Another goal that would be addressed would be the *enhancement and redevelopment of the city's major commercial corridors* (goal 2). The redevelopment of these parcels would have a much more noticeable impact on Lorain Road than would the redevelopment of the parcels north of the high school whose main use would be for parking. The design of both the community center and office building could set an example for the type of high-quality design standards the City should encourage in terms of harmonious styles along Lorain Road. The *improvement of recreational activities for Fairview residents* (goal 3) would occur with both this development and the development of a bike path that would run along the edge of the Valley, to the rear of the parcels. An additional goal that is addressed is the *maintenance and enhancement of City infrastructure and services* (goal 4) in that the residents' quality of life will be enhanced by the additional community facilities and programs resulting from this development.

### ***Recommendation:***

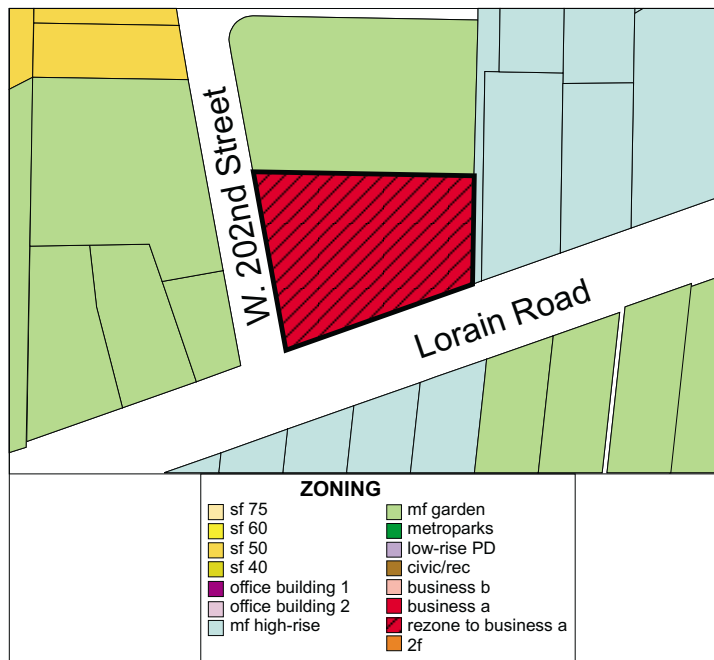
Rezone western half to *Civic and Recreational* and rezone eastern half to *Office 2*.

### ***Focus Area 4***

This single-parcel focus area is zoned for Multi-Family Garden residential uses but is utilized commercially as a gas station. It is mainly surrounded by multi-family residential uses, and its location on the corner of West 202<sup>nd</sup> Street and Lorain Road is convenient for nearby residents and

# City of Fairview Park Master Plan

Figure 8.4, Focus Area 4: Proposed Zoning



passers by. However, the parcel is too small to meet the zoning standards for multi-family development.

The Steering Committee has recommended the parcel be rezoned for commercial uses, in order to assure that any future redevelopment also be commercial. The design of any future development should take advantage of the parcel's highly-visible location to serve the nearby residents and should be designed in a way that enhances the Lorain Road streetscape.

**Recommendation:** Rezone to *Business A*.

## Focus Area 5

This focus area is the central commercial and office district for the City that extends from West 210<sup>th</sup> Street to West 220<sup>th</sup> Street on Lorain Road. This major thoroughfare, however does not create an identity to the City's central shopping and service district, due to a mix of new and old uses and a lack of consistency along the corridor.

The corridor has great potential to become a viable, unique central shopping district for the City, with the implementation of various initiatives and planning guidelines.

**Recommendation:** Initiate actions specified in the Commercial Corridor section of Chapter 7.

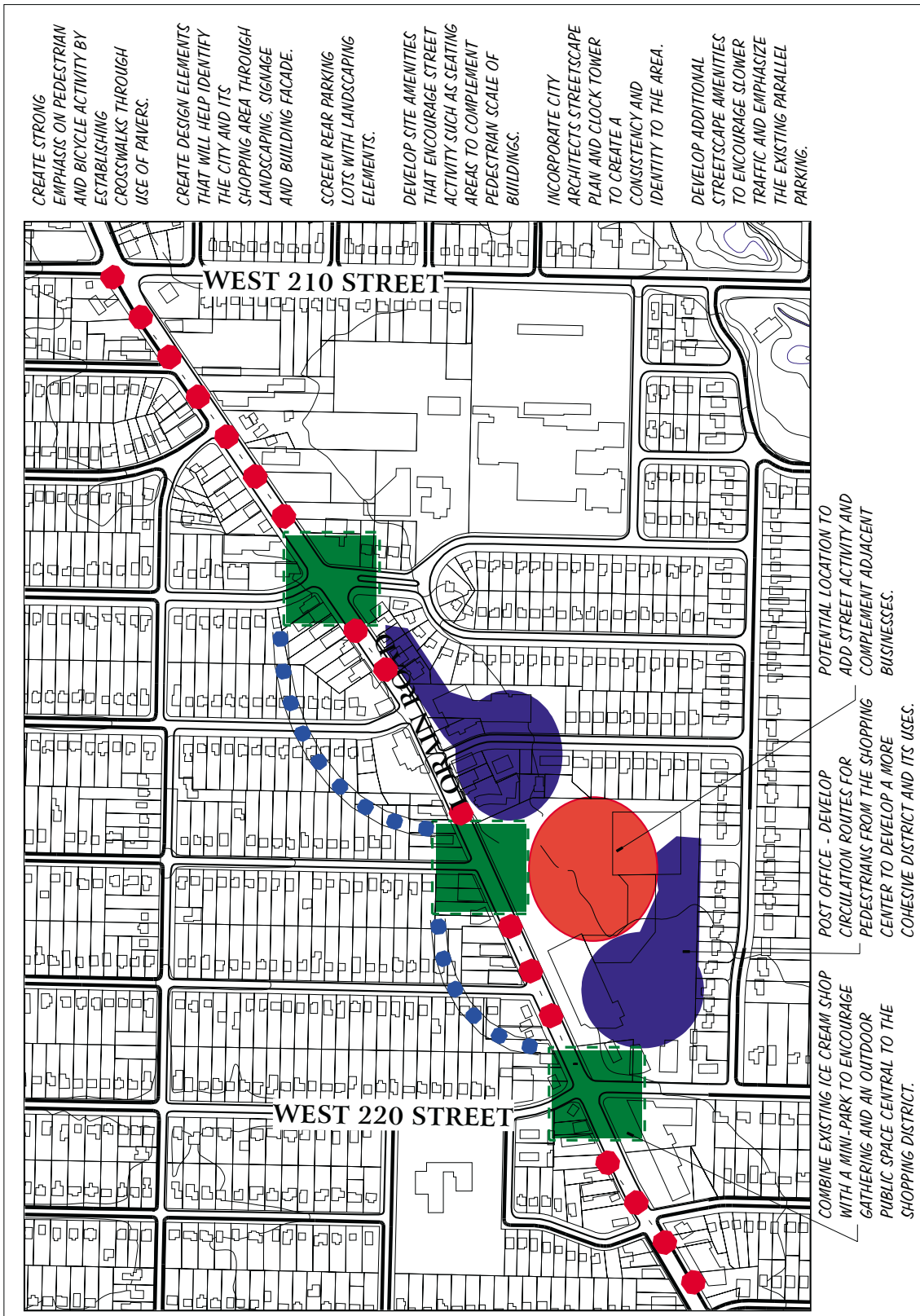
## Focus Area 6

The Task Force recognized that this vacant land is inappropriately zoned for single-family use due to its location in proximity to Interstate 480 and Brookpark Road, as well as the absence of adjoining single-family neighborhoods. Alternative zoning classifications were therefore considered for either multi-family residential development or for local office development. It was determined that this site is better suited for office development, especially with its proximity to Cleveland Hopkins Airport and other office developments to the east.

Office developments can contribute significantly to a city's tax base as a result of the higher incomes earned by office workers. This focus area is the largest considered, and also the largest vacant, developable parcel in the City. Contributions to the tax base would be significant both in terms of income tax, because as many as 400 new office jobs would be created. Significant additional property taxes will be generated, as the site is presently owned by ODOT and is,

# City of Fairview Park Master Plan

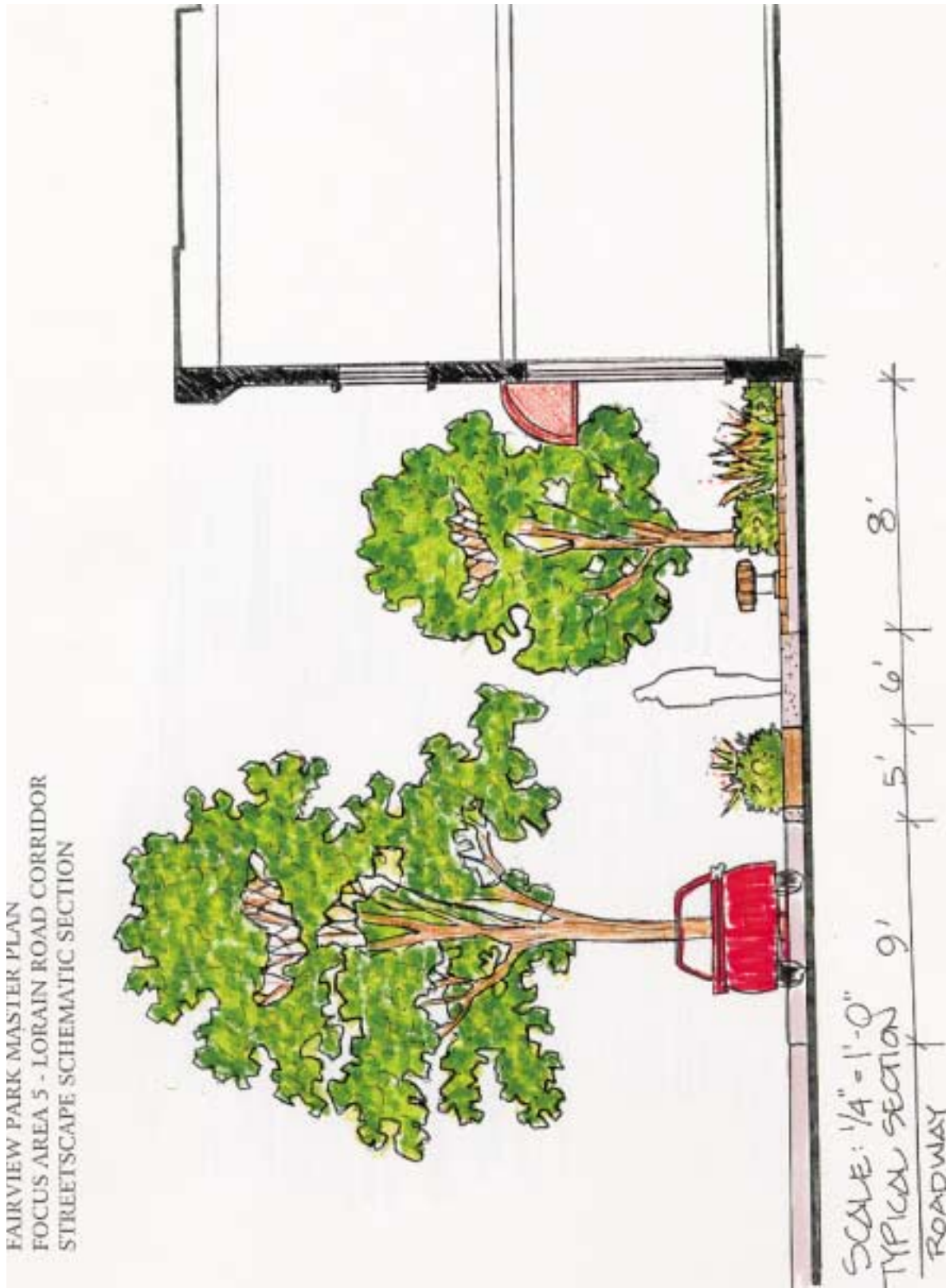
Figure 8.5, Focus Area 5, Lorain Road Corridor, Concept Plan





# City of Fairview Park Master Plan

Figure 8.6, Focus Area 5, Lorain Road Corridor, Streetscape Schematic Section



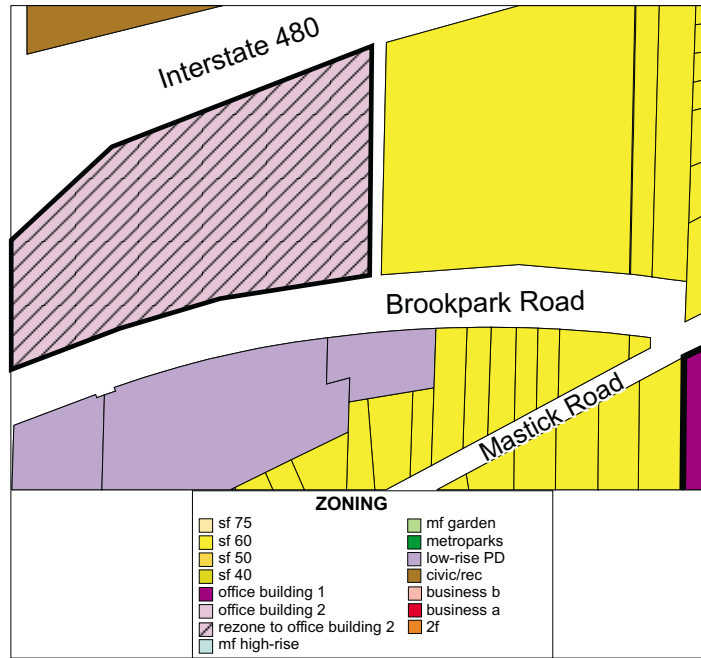
# City of Fairview Park Master Plan

therefore, not generating any property taxes. Both the City and, more notably, the schools will benefit from these taxes.

**Recommendation:** Rezone to *Office Building 2*.

The Task Force studied this focus area because of its unique combination of locational and physical characteristics. It is located along Brookpark Road, a major thoroughfare, and is near Interstate 480 and Cleveland Hopkins Airport. It is adjacent to commercial and office uses to the east and overlooks the Valley to the south. The parcels are also of significant depth. It is currently occupied by several single-family homes.

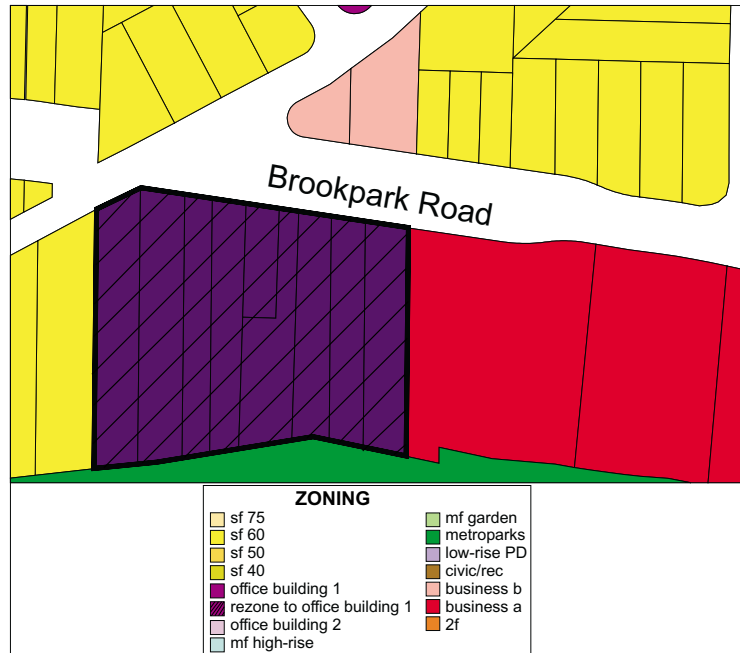
Figure 8.7, Focus Area 6: Proposed Zoning



## Focus Area 7

Multi-family and local office uses were considered due to both the multi-family development to the west on Brookpark Road, and the office developments to the east. The Steering Committee recognized a need to provide for future nonresidential development opportunities due to limits on developable vacant land. It was, therefore, decided that its location, combined with the positive overall fiscal impact, favor local office development, should any redevelopment be considered in the future. The site similarly would be attractive for new hotel development.

Figure 8.8, Focus Area 7: Proposed Zoning



**Recommendation:** Rezone to *Office Building 1*.

## Focus Area 8

This single parcel is both zoned for and used as a commercial business. The focus area analysis included an examination of both commercial and local office uses. It was

# City of Fairview Park Master Plan

decided by the Steering Committee that the parcel's zoning should remain as it is due to its relatively small size (approximately .36 acres) and the fact that any additional revenue generated by a local office that would be developed would be minimal.

**Recommendation:** Maintain *Business A* zoning.

## Focus Area 9

This focus area, located along the eastern end of the Lorain Road corridor, is presently zoned for commercial business uses. The site was examined due to the combination of the site's location overlooking the Valley and the fact that a portion of one of the commercial buildings is presently vacant. The development impact analysis included an examination of the study area for local office uses that could be designed to take advantage of the scenic vistas along the Valley.

The Steering Committee recognized that the total land area of the site is less than an acre and, therefore, any new development would be relatively small-scale. It was decided that since the site could be redeveloped for local office under its current zoning, the present zoning should be maintained. Any future redevelopment, however, should be designed to utilize the views of the Valley to the south.

Figure 8.9, Focus Area 8: Proposed Zoning

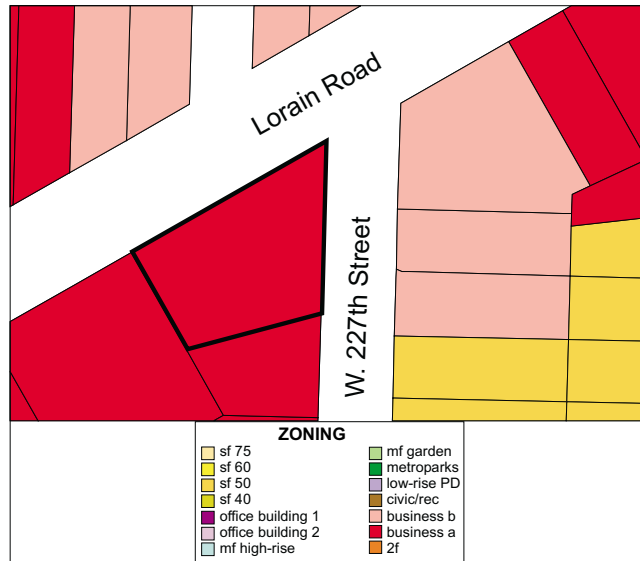
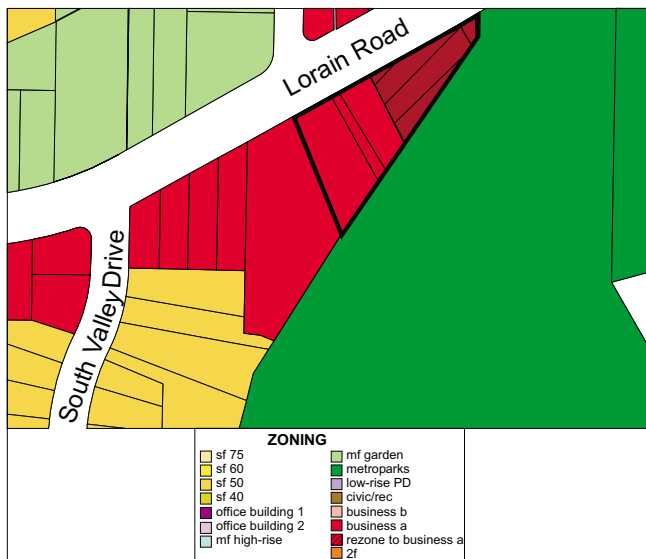


Figure 8.10, Focus Area 9: Proposed Zoning



**Recommendation:** Maintain *Business A* zoning.

## Focus Area 10

The Steering Committee determined that the two subareas should be combined and that the entire focus area should be rezoned for office uses. The Steering Committee has recognized that, due to the limited amount of vacant, developable land in the City, redevelopment projects will have to be pursued in order to attract additional development that would enhance the City's tax base. This focus area is a suitable location in that more than half of the land is currently vacant. It is also highly visible from Interstate 480.

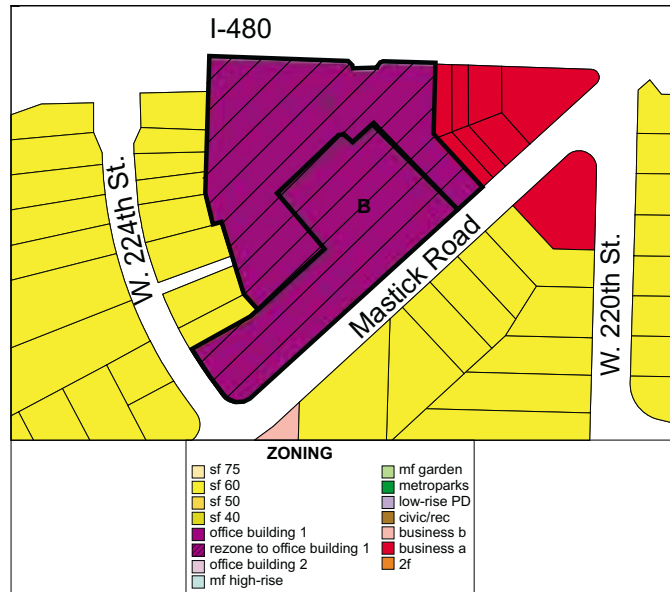


# City of Fairview Park Master Plan

The Steering Committee considered both multi-family residential and local office for proposed future uses and determined that the location of the site was more conducive to local office development. Local office developments generally result in a positive net fiscal gain for communities. There are few locations in the City in which a local office development of considerable size could be developed. This focus area exceeds five acres in area, and, would therefore allow ample room for a local office development.

**Recommendation:** Rezone to *Office Building 1*.

Figure 8.11, Focus Area 10: Proposed Zoning



## Focus Area 11

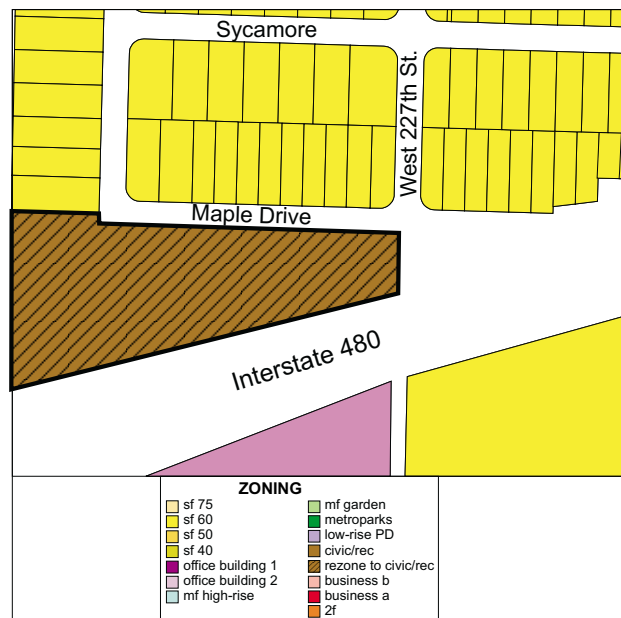
The Steering Committee chose to address this focus area due to the fact that its use is nonconforming recreational land within a single-family zoning district. It is used mainly as a soccer field and is owned by the State of Ohio. Its availability is valuable, in that recreation fields are at a premium within the City. The Steering Committee agreed that the purpose of this analysis was to create conformity between the land use and zoning. The focus area should be rezoned for recreational uses.

**Recommendation:** Rezone to *Civic and Recreational*.

## Focus Area 12

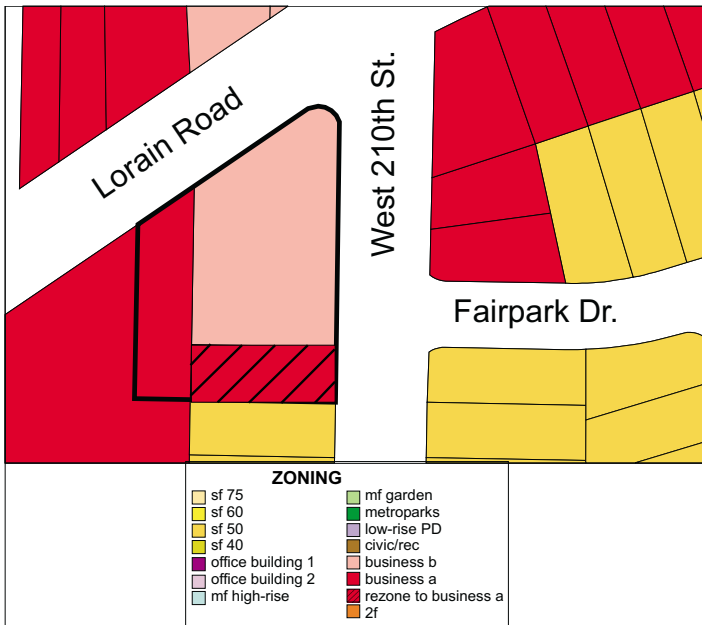
A proposal to redevelop this corner focus area for a new commercial retail establishment led to its discussion by the Steering Committee. The proposed development would require the acquisition of the parcels immediately to the west and south of the corner in order to provide necessary space for parking that would be required by a larger retail structure. The parcels are zoned for either business or single-family uses. The Steering Committee recognized the need to improve the quality of the Lorain Road commercial corridor both visually and in terms of the variety of goods and services offered. The location of this focus area is highly-visible

Figure 8.12, Focus Area 11: Proposed Zoning



# City of Fairview Park Master Plan

**Focus Area 12: Proposed Zoning**



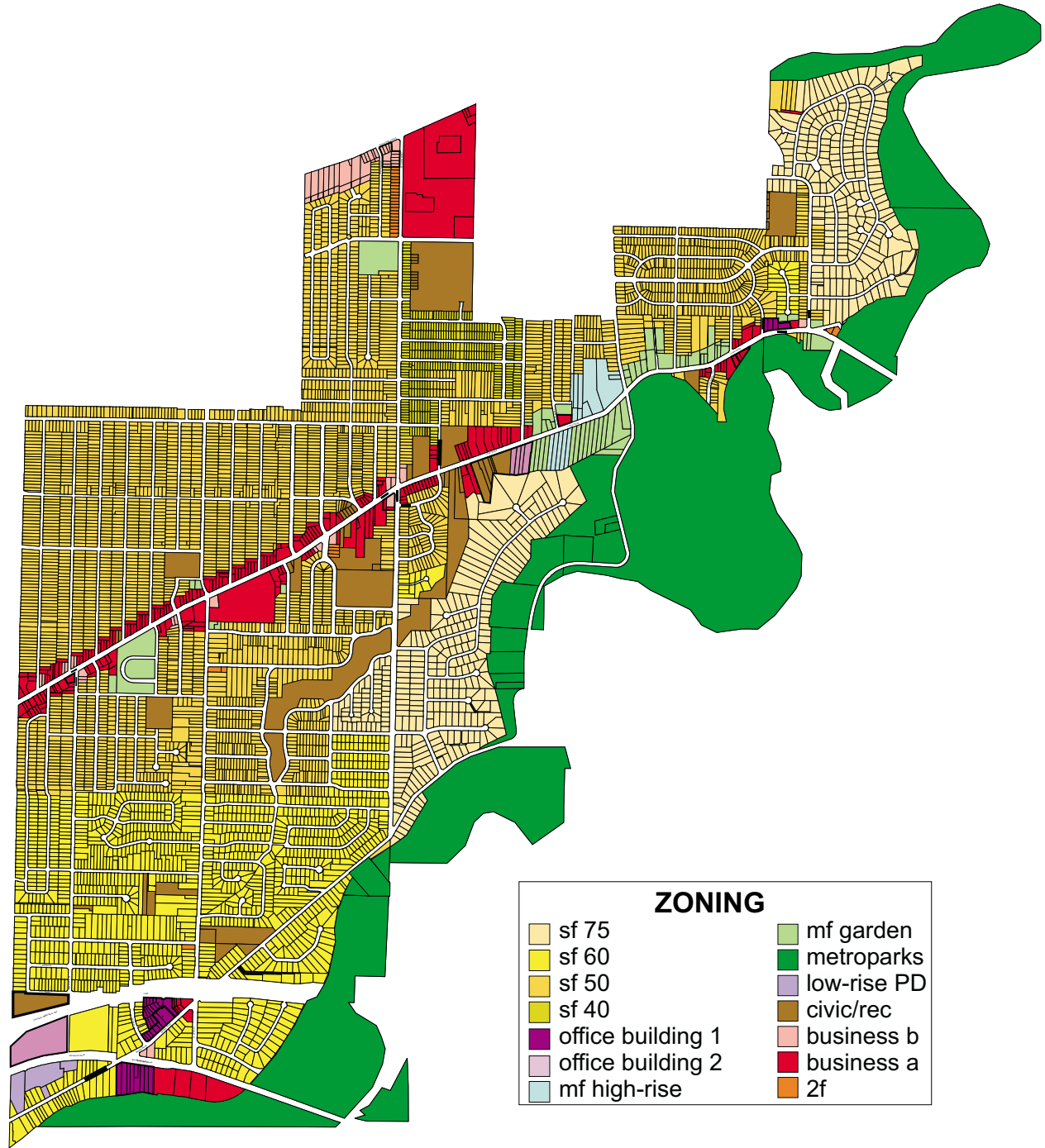
and central to the City. This focus area has the potential to create a noticeable impact on the corridor.

**Recommendation:** Rezone residential parcel to *Business A*.

**Figure 8.14** incorporates all of the zoning recommendations into a city-wide zoning map.

# City of Fairview Park Master Plan

Figure 8.14, Fairview Park Recommended Zoning Map



# Chapter Nine

## Strategic Management Plan

## *City of Fairview Park Master Plan*

The Master Plan has addressed a wide variety of issues identified through a survey of City residents and by the Master Plan Steering Committee at the beginning of the planning process. The majority of these issues were outlined in Chapter 1, in the identification of community goals. In addition, other issues arose while the planning process was under way. The intent of this chapter is to address all of these issues generally in terms of what implementation strategies are necessary in order to accomplish the recommendations made for each issue.

### **GENERAL**

- Formally begin the process of adopting the Master Plan.
- Implement the rezonings recommended in Chapter 8, which will require a City-wide ballot initiative . If City voters approve the rezonings, it will then be necessary to update the zoning map.
- Organize an Implementation Committee whose functions would be to:
  - ✓ Prioritize implementation strategies into short and long-term.
  - ✓ Determine funding mechanisms for each strategy.
- Review and update the Master Plan periodically every three to five years.
- Request input and advice of Fairview Park residents who possess professional and technical expertise with regard to specific elements of Plan implementation.

### **ECONOMIC DEVELOPMENT**

- Prepare a Fairview Park promotional brochure with the Fairview Park Chamber of Commerce. The brochure should:
  - ✓ Include identification of amenities such as: proximity to Cleveland Hopkins Airport, Interstate-480, North Olmsted office development, NASA, Fairview Hospital, the Rocky River Valley and the Metroparks System.
  - ✓ Focus on the improvements recommended in the Master Plan
- Utilize the Commercial Market Analysis and the Quality of Life Survey.
  - ✓ Address the specific business types lacking in Fairview Park listed in the two sections above, and continue efforts to attract businesses which provide convenient types of goods and services, such as: upscale restaurants, bookstores, cof-

## *City of Fairview Park Master Plan*

fee shops, and specialty stores. This would ensure commercial vibrancy, particularly in the downtown area.

- ✓ Focus on attracting new businesses to the city by sending Requests for Proposals to businesses identified in the Market Analysis as lacking in the City or contacting businesses which are in an expansion mode.
- ✓ Identify, with assistance from the Chamber of Commerce, opportunities to attract residents of surrounding west shore communities to downtown Fairview Park for special events such as art and craft fairs and sidewalk sales. This would enhance Fairview Park's ability to become more of a regional shopping destination.
- Continue discussions with Fairview Hospital and NASA with respect to expansion opportunities in the City.
- Continue to work with the Chamber of Commerce to provide needed assistance to local merchants and to develop a contact program with local businesses to offer advice, determine any expansion needs and solicit input on improvements in City services.
- Utilize the Internet via the City's web site to promote the City as a good business location.
- Support the Chamber of Commerce's "Buy Fairview" program.
- Continue to explore opportunities for regional cooperation.
  - ✓ The City should explore additional opportunities (beside mutual aid agreements) in which west shore communities could combine efforts as a means of utilizing communities' limited financial resources to their fullest.
  - ✓ Monitor state and federal legislation on out-migration issues and inner ring suburban concerns which could provide additional funding mechanisms for the City.
  - ✓ Support state initiatives which promote economic re-development in mature communities.
- Continue City efforts to attract public funds to the community to leverage private investment (including: Brownfields Redevelopment Fund, Community Development Block Grants (CDBG), Storefront Renovation Program, and other federal and state funds).
- Publicize the City's Community Reinvestment Area (CRA) program through such venues as:
  - ✓ City-sponsored workshops

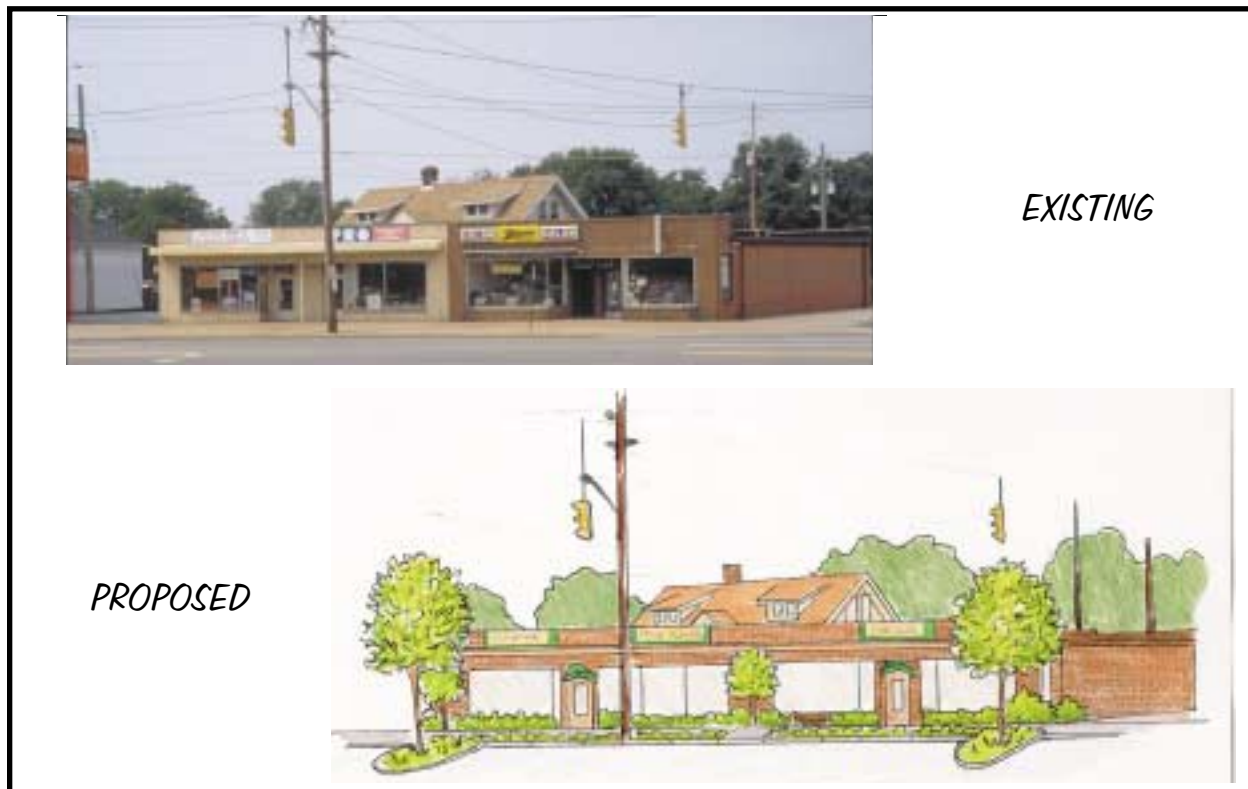
## City of Fairview Park Master Plan

- ✓ Cable television public access channel
- ✓ Brochure distribution
- ✓ Community newsletters
- Utilize the resources and programs of state and regional entities (Growth Association, Cleveland Tomorrow, County and State Development departments) to further economic development initiatives.
- Examine potential modification of the City's referendum zoning requirement in order to reduce its impact on discouraging development.

### ENHANCEMENT AND REDEVELOPMENT OF THE CITY'S MAJOR COMMERCIAL CORRIDORS

- Publicize and encourage merchant participation in Cuyahoga County's storefront renovation program.

Figure 9.1, Storefront Renovation Alternative



*Future storefront renovations should include compatible signage and landscaping improvements*

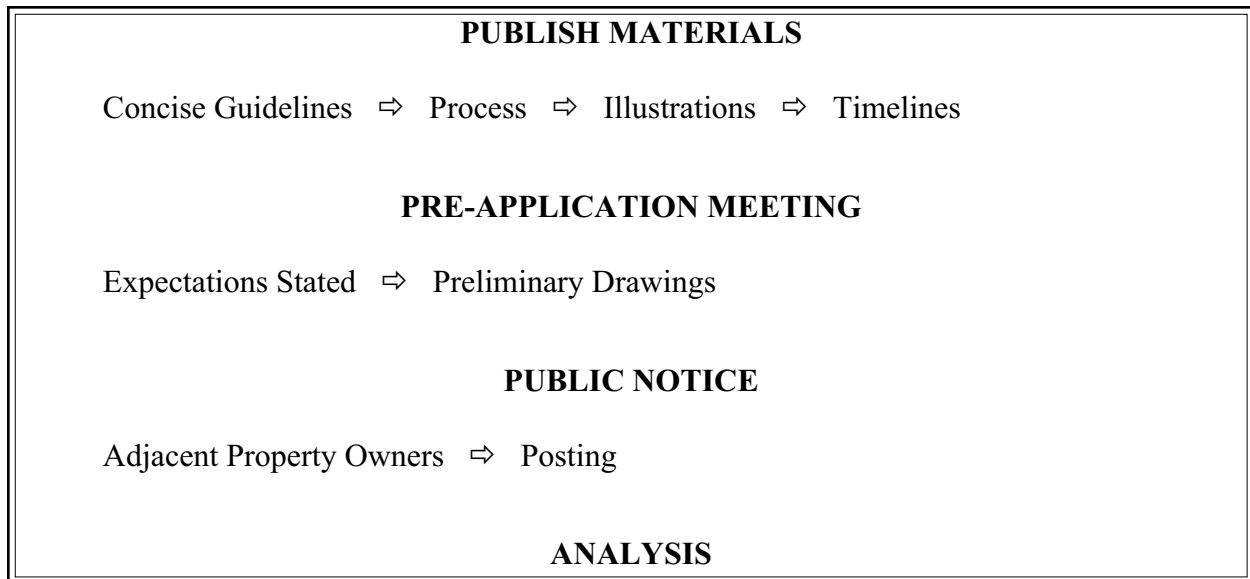
## *City of Fairview Park Master Plan*

- Discuss specific project improvements outlined in the Master Plan with property owners.
- Determine the priorities for streetscape options and then organize them into phases.
- Develop funding strategies for the streetscape plan developed by the City Architect for the downtown area, as well as for expansion of the plan to other areas of the community. Potential funding sources include TEA-21, CDBG and local revenues.
- Encourage new commercial buildings to be built close to the sidewalk in order to develop consistency with existing development and stimulate more human scale architecture.
- Upgrade City-wide landscaping and maintain the City's gateways, most notably:
  - ✓ Island on the eastern end of Lorain Road.
  - ✓ Brookpark Road gateway: upgrade to be compatible with others.
- Examine opportunities for better utilization of parking area behind Fairview Centre if the Post Office reduces operations.
- Work with Post Office officials to ensure appropriate screening measures are adopted to protect adjacent residences.
- Work with civic organizations to get them involved in landscaping project development and maintenance along the major corridors.
- Encourage property owners along the south side of Brookpark Road to install appropriate landscaped strip along the front parking lots as specified in Chapter 7.
- Promote pedestrian activity and the use of RTA's transit facilities through introduction of site amenities and outdoor public spaces as outlined in Chapter 7.
- Develop Commercial Design Guidelines to ensure compatibility with existing structures and the proposed streetscape plan as outlined in Chapter 7. The City may wish to retain the services of a professional consultant for preparation of the Guidelines.
- Develop procedures to implement guidelines and establish a Design Review Commission.
- Explore funding mechanisms for improvements, in addition to CDBG monies.
  - ✓ **Business Improvement District (BID) option:** 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, collected by the municipality are returned in full to the BID and are used for physical and service improvements previously mentioned.



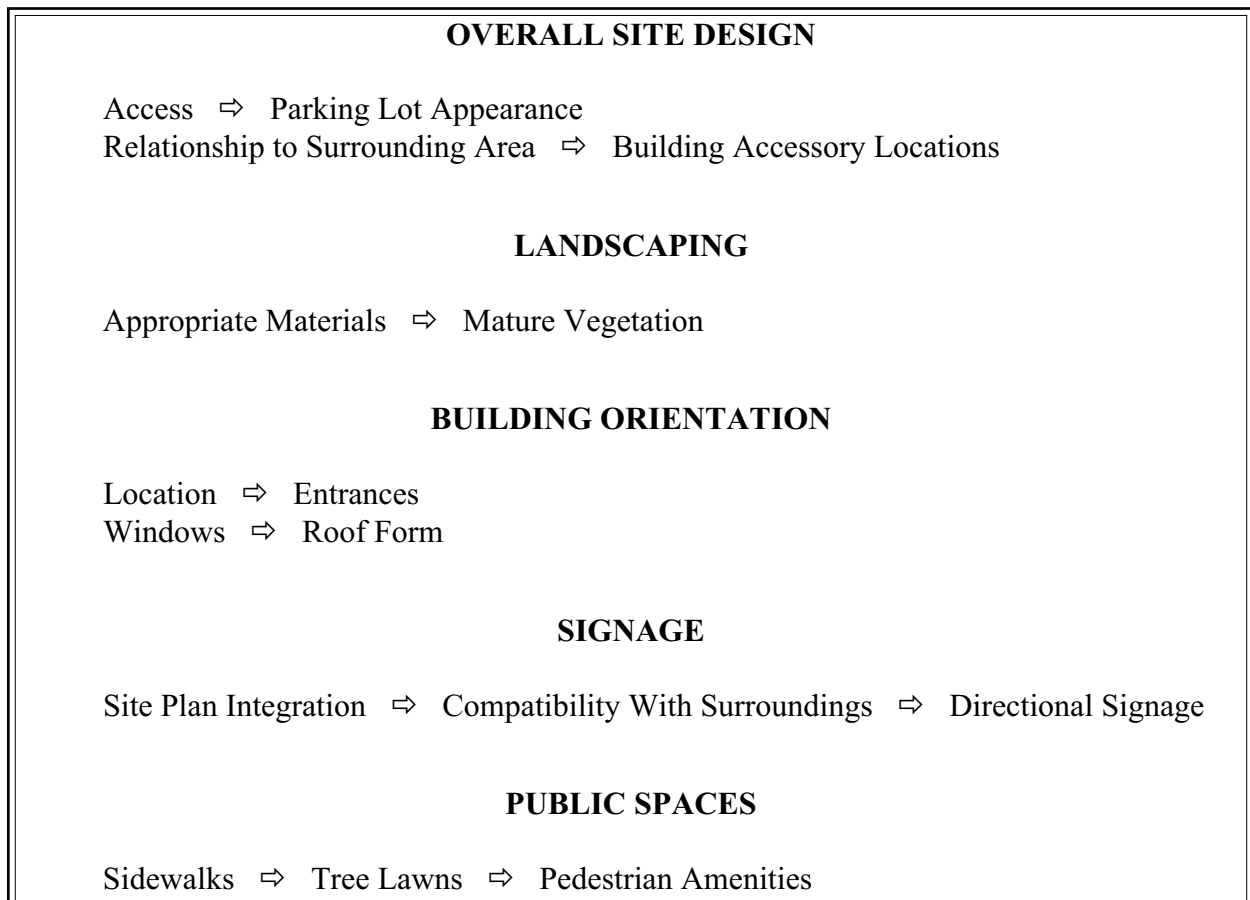
# City of Fairview Park Master Plan

Figure 9.2, Design Review Process



*The seven stages of the design review process*

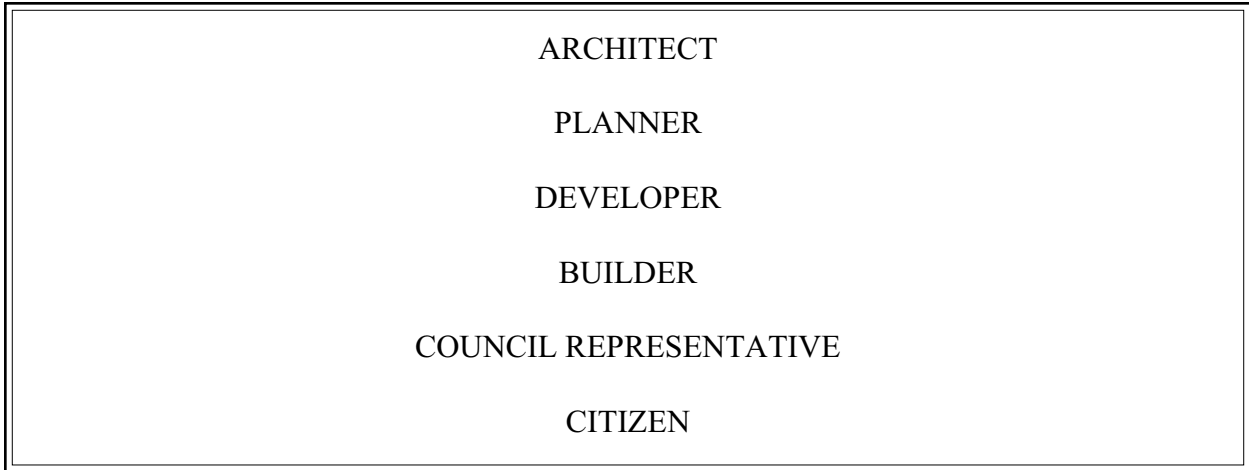
Figure 9.3, Design Guidelines: Elements



*Design elements need to include review of five basic elements*

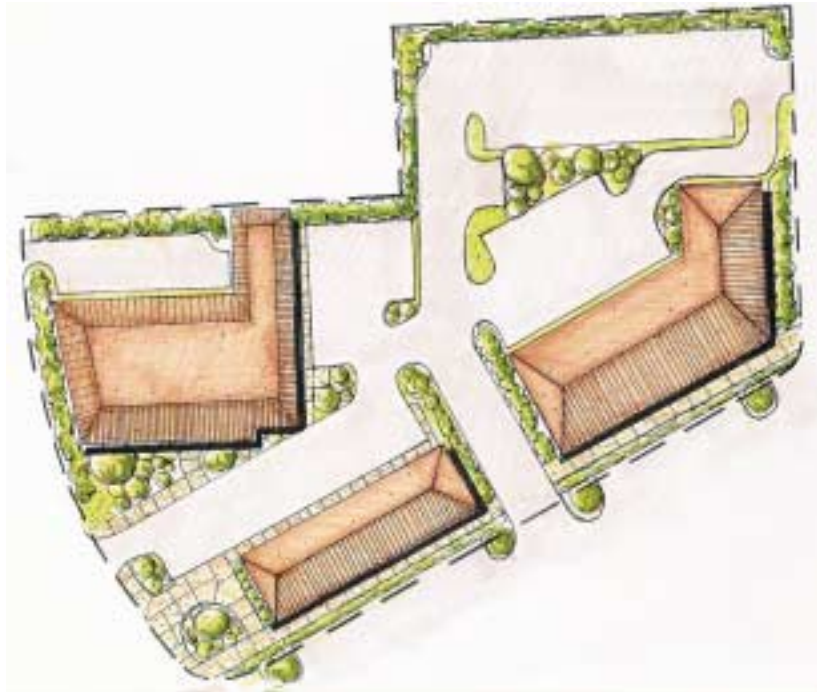
# City of Fairview Park Master Plan

Figure 9.4, Design Review: Composition



*Although the City can appoint any resident to the Design Review Commission, it is advantageous to include professionals with experience in design and construction.*

Figure 9.5, Developing Design Guidelines



*In developing design guidelines, emphasis should be placed on locating new buildings up to the sidewalk, with parking behind. Shared access drives reduce the number of curb cuts and improve safety.*

## City of Fairview Park Master Plan

Figure 9-6, Landscaping Improvements Alternative



*EXISTING*



*PROPOSED*

*The addition of landscaping elements could significantly improve the appearance of the commercial district.*

- ✓ **Community Development Corporation (CDC):** Establishment of a five to seven member study subcommittee comprised of the individuals with the necessary expertise (legal, financial and etc.) to evaluate and move forward on the development of a foundation as a tool for future economic development.
- ✓ **Storefront Renovation Program,** Cuyahoga County Department of Development: Assist business and property owners to make interior and exterior improvements to their commercial buildings. Grants are distributed for architectural services (grants are up to \$2,000 or 8% of material costs). Loans are available for exterior and interior building improvements (up to \$75,000 per parcel at negotiated interest rates for twelve years with monthly payments, beginning six months after closing).

## City of Fairview Park Master Plan

- ✓ Additional state and local funding opportunities.
- Determine legal options for rooftop billboard removal.
- Update the Zoning Code in terms of parking, buffering, landscaping, and signage standards for commercial districts.
- Request City Architect to design a parking sign which can be reproduced by the City signshop to designate commercial parking areas.
- Conduct a survey of merchants regarding parking problems, and develop strategies to address them.
- Continue discussions with First Energy's lighting consultant to develop a decorative lighting program.
- Continue discussions with the owner of Fairview Centre to secure appropriate tenant mix and pedestrian improvements.

Figure 9.7



The redevelopment of Focus Area 3 could significantly improve the City's tax base.

### IMPROVEMENT OF RECREATIONAL AREAS AND ACTIVITIES FOR FAIRVIEW RESIDENTS

- Implement the recommendations of the Recreation Facilities Master Plan (summarized in Chapter 5).
- Complete the funding package for the proposed Senior Center and begin construction.
- Continue with plans for development of the proposed Community Center in Focus Area 3. Steps include:
  - ✓ Acquire funding for Phase I environmental assessment.
  - ✓ Conduct a Phase I environmental assessment.
  - ✓ Identify funding for purchase of land (e.g., Brownfields Redevelopment Fund etc.)
  - ✓ Initiate land acquisition procedures.

## City of Fairview Park Master Plan

- ✓ Secure access through the rear of the Willowood Manor property to create pedestrian linkages with City Hall and the Senior Center.
- ✓ Determine the funds necessary and potential funding sources for construction of the Community Center.
- ✓ Secure funding and begin construction.
- Assess the feasibility of putting up small signs designating the bike route proposed in Chapter 7, and bike racks in commercial centers.
- Pursue the establishment of more Metroparks Trails Connectors.
  - ✓ Develop legislation for adoption that would request the Metroparks to pursue additional connector routes, notably at Mastick or Eaton, and eventually at Brookway.

Figure 9.8



*The Metropark's Rocky River reservation is a valuable community asset which occupies the City's eastern boundary.*

### **MAINTENANCE AND ENHANCEMENT OF CITY INFRASTRUCTURE AND SERVICES**

- Complete the implementation of the Street Repair Program and determine future street improvement needs and funding.
- Utilize the services of NOACA's Pavement Management System to help prioritize future street improvements.
- Work with local churches, schools, Senior Citizens and other civic groups to promote the use of the new community circulator buses.
- Continue discussions with the Greater Cleveland Regional Transit Authority to implement the community circulator route through the City.
- Implement City's Sewer Plan recommendations.
  - ✓ Implementation of the sewer plan will ameliorate flooding problems in Ward 5.
- Contact the Ohio Department of Transportation to initiate discussions regarding the resurfacing of Lorain Road.

# City of Fairview Park Master Plan

Figure 9.9



*The City's residential neighborhoods continue to demonstrate high rates of property appreciation in the Westshore area.*

Figure 9.10



*Fencing, landscaping and mounding are important elements in buffering commercial properties from residential*

- Contact utility providers regarding the feasibility of removal of utility poles in the downtown Fairview commercial district.

## **PRESERVATION OF RESIDENTIAL NEIGHBORHOODS**

- Continue the existing exterior code enforcement program.
  - ✓ Identify the residential streets having the greatest traffic enforcement problems and develop strategies to address them.
  - ✓ Assess potential traffic calming measures (warnings, speed tables).
  - ✓ Involve apartment complex owners in enforcement of codes and enhancement of facilities.
  - ✓ Improve buffering standards between commercial and residential properties by amending the Zoning Code.
- Conduct home repair workshops.
  - ✓ Coordinate with the schools regarding conducting workshops that would instruct residents on the basics of home repair.
- Promote residential areas through activities such as Garden and Historic Home Tours in the neighborhoods.

## *City of Fairview Park Master Plan*

### **ENCOURAGE COMMUNICATION BETWEEN THE CITY AND SCHOOL DISTRICT**

- Work with the school district to publicize educational achievements and cooperative efforts.
  - ✓ Continue programming for recreation activities.
  - ✓ Continue discussions to maximize resources and facilities.

### **IMPROVEMENT OF QUALITY OF LIFE FACTORS**

- Promote historic preservation activities:
  - ✓ Promote historic properties and the Fairview Park Historical Society.
  - ✓ Continue the use of plaques to identify century homes.
  - ✓ Promote historic properties as assets reflecting the heritage of the City through publications and outreach programs.
- Upgrade and maintain street signs.
  - ✓ Create uniformity among City street signs.
  - ✓ Paint and repair street signs/poles where necessary to create consistency.
  - ✓ Develop ongoing maintenance/replacement programs for the public rights-of-way.
- Encourage mixed use development district.
  - ✓ Assess the Zoning Code for flexibility with respect to creating a mixed use district (e.g., Zoning Code prohibits residential uses in commercial districts, yet these uses are found in upper stories of commercial buildings and should be maintained).
- Develop environmental awareness programs.
  - ✓ Replace all references to *Coe Ditch* with *Coe Creek*.
  - ✓ Promote preservation of older trees.

## *City of Fairview Park Master Plan*

- ✓ Restore the Coe Valley through the development of a Watershed Plan, focusing on cleanup, awareness programs and water quality improvements.
- ✓ Continue to promote Adopt-A-Tree program.
- Monitor Cleveland Hopkins Airport expansion plans.
- Develop a Landbanking Program.
  - ✓ Establish a landbanking program in order to enhance future recreational;( i.e., mini-parks) and redevelopment opportunities.
  - ✓ Develop miniparks at the appropriate locations.
- Continue Total Quality Management efforts with respect to human resource needs.
  - ✓ Increase communication efforts among City departments to eliminate either gaps or overlaps in responsibilities.
  - ✓ Assess City manpower needs with respect to the delivery of City services.
  - ✓ Conduct Total Quality Management seminars for City employees to further enhance the City's mission to serve City residents.
  - ✓ Continue to respond to residents' concerns and make proactive efforts to prevent problems before they arise.
  - ✓ Continue programs which provide assistance and services to all Fairview residents, particularly those with special needs (congregate meals, youth recreation, senior citizen activities, etc.).





*Bain Park*