



cedar taylor district

streetscape and neighborhood identity improvements

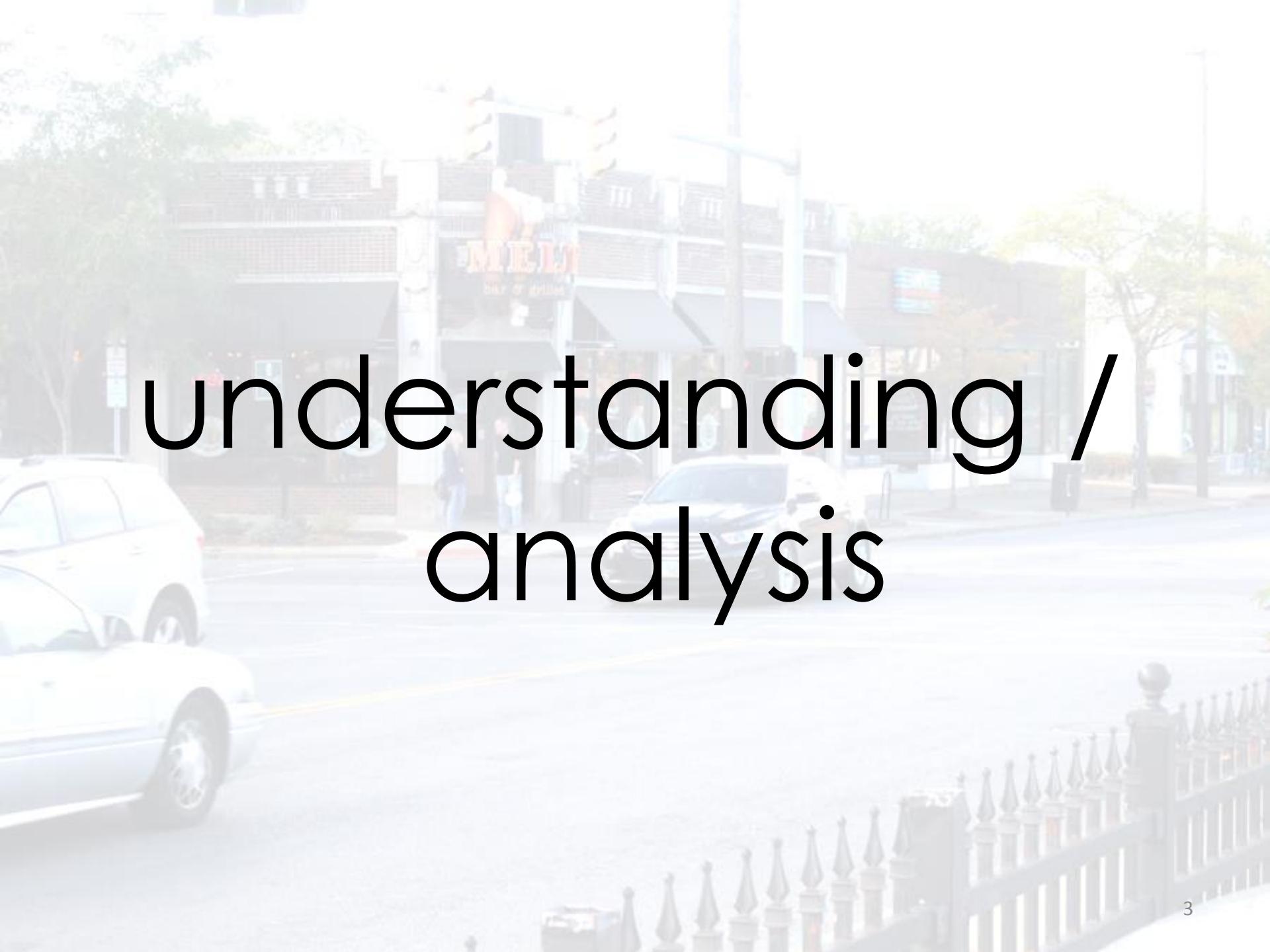
Cedar Taylor Development Association
Michelle Bandy-Zalatoris, AICP, LEED AP

City of Cleveland Heights
City of University Heights



Livable neighborhoods
with a vibrant street life
will stimulate our
economic life as well.

- Gavin Newsom

A blurred background image of a city street. In the foreground, the front of a white car is visible. In the middle ground, there are several multi-story buildings, some with signs that are partially legible. A person is walking on the sidewalk in front of one of the buildings. The background is out of focus, showing more of the city's architecture and possibly a park area with trees.

understanding /
analysis

Merchant Survey

Your responses

- The district's businesses are busy at various times throughout the day and the week, serving a wide range of customers from in and out of the neighborhood.
- The majority of respondents have been in the district for 10 years or more, and most anticipate staying for the foreseeable future.
- The 17 businesses that responded generate approximately 7,000 customers on a weekly basis.
- Nearly all customers arrive by automobile, creating a need for convenient, safe and accessible parking.
- There is a perception from customers that the district is deteriorating and unsafe. Maintenance issues and parking add to the challenges.
- The lack of cohesive identity makes it hard to market the district as a special place.
- The district's convenient location, visibility and traffic volumes are important.
- Special activities, better lighting and visual improvements would be helpful for supporting business.

Existing conditions

Aerial photograph



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analysis

Existing conditions

District businesses



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analysis

Existing conditions

Municipalities: Cleveland Heights and University Heights

Zoning district: C-2 Local retail

District length:

South Taylor – 1,440' = .27 miles
Cedar – 890' = .17 miles

Right-of-way width (average):

South Taylor – 60'
Cedar – 60' – 72'

Cartway width:

South Taylor – 40' – 44'
Cedar – 50'

Lane widths:

South Taylor – 10', 11'
Cedar – 12', 13'

Sidewalk widths (average):

South Taylor – 10'-12'
Cedar – 11'

Parking:

On-street parking (meters):

South Taylor - 24 spaces
Cedar – 17 spaces

Lot parking (private): 433 spaces

Lot parking (public): 74 spaces (with limited daytime availability)

Transit:

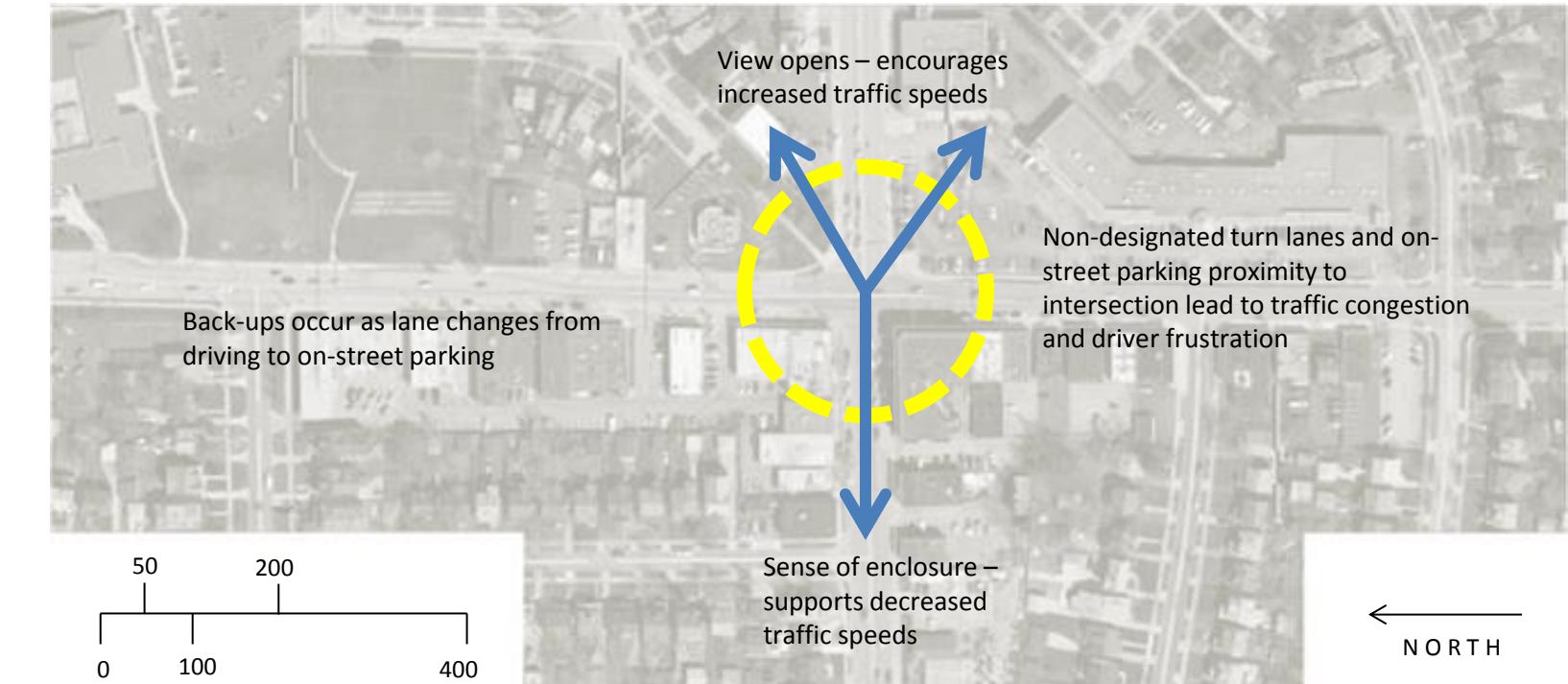
Bus shelters: 3

Bus routes: 32, 37

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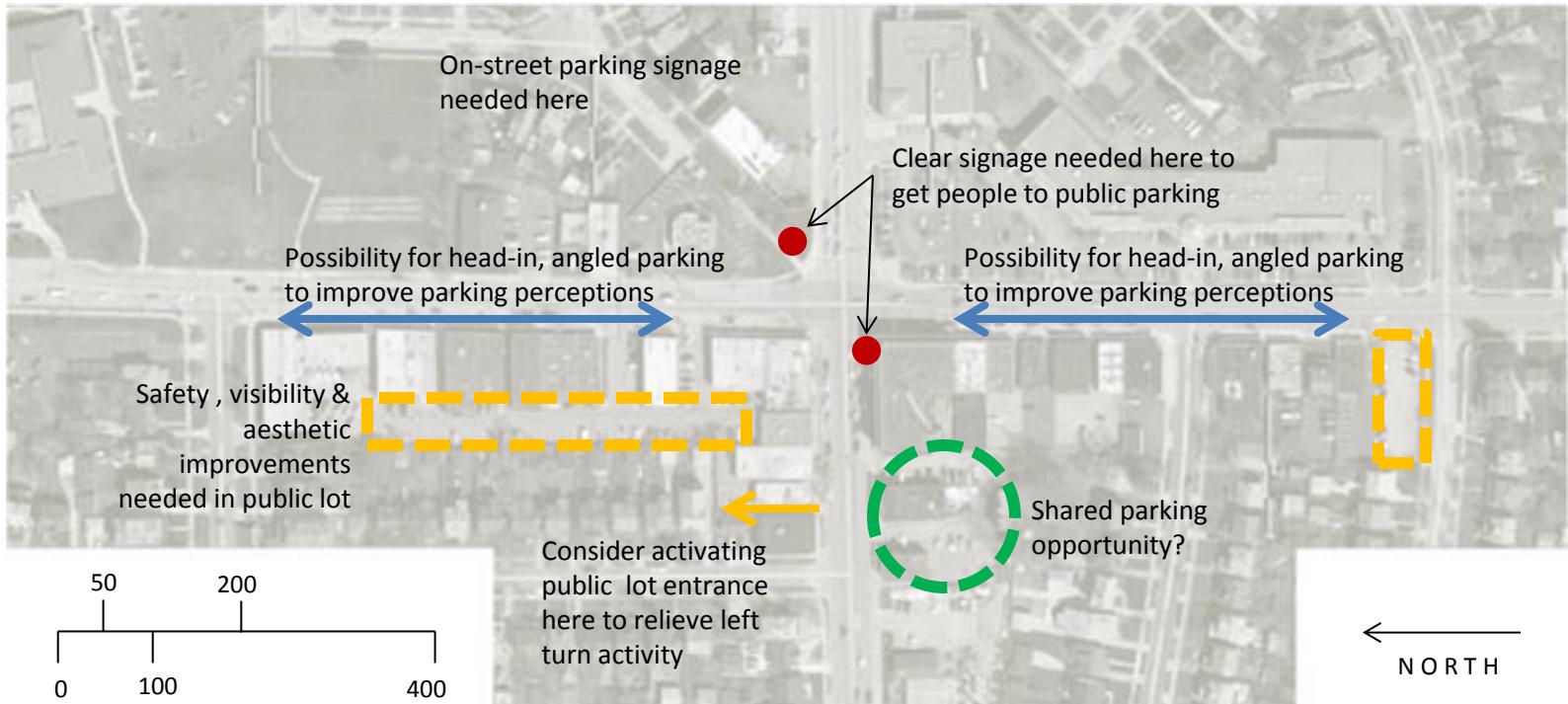
analysis

Existing conditions



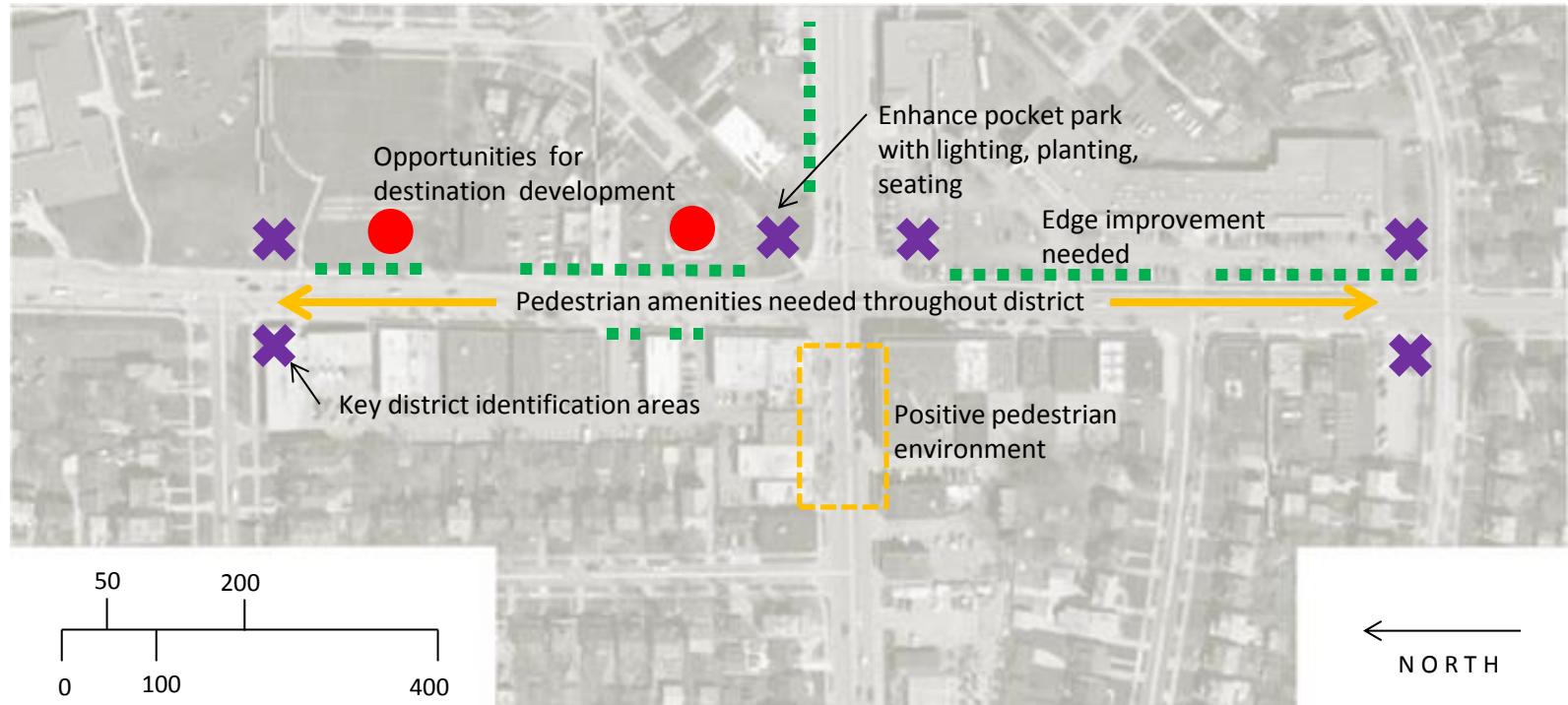
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Existing conditions



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analysis

Existing conditions



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analysis

Existing conditions

District strengths

- The district supports a large amount of independently-owned, local businesses.
- Large portions of the original physical fabric remain.
- Much of the district has an authentic feel – something that has evolved naturally.
- There is a large amount of parking for business support.
- Many of the businesses / property owners have undertaken recent reinvestment and/or renovations for their property – demonstrating a fairly engaged set of stakeholders.
- The district supports many of the smaller, service-oriented businesses that many neighborhood districts lack.
- The district is extremely compact and walkable.
- The district is well-connected to surrounding neighborhoods.
- A significant amount of pass-through traffic creates an opportunity for great visibility.

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analysis

Existing conditions

District strengths



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analysis

Existing conditions

District weaknesses

- Current traffic patterns create frustration at heart of district.
- The intersection of South Taylor Road and Cedar Road feels congested.
- There is a perceived lack of parking for existing businesses.
- Current public parking feels removed and/or unsafe.
- Dramatic differences between spatial enclosure east and west of South Taylor Road create a sense of imbalance, disconnect and discomfort.
- Few pedestrian amenities exist within the district to support walking, lingering, etc.
- The presence of public parking lots is not clear to the first-time visitor.
- Complex rules for public parking in municipal lot add to discomfort – “is it okay to park here right now?”
- Lack of maintenance at key properties detracts from overall perceptions of district.

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analysis

Existing conditions

District weaknesses



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Existing conditions

District challenges

- The district is primarily service-oriented with a strong neighborhood focus. Many of the current businesses do not necessarily support a multi-stop visit. Consider additional complementary businesses for future tenants, i.e. – coffee shop, bank/atm machine, hardware, mini library/book drop-off, recycling center, etc.
- The district needs to feel convenient for a range of uses while incorporating elements that will slow traffic, encourage longer, multi-stop stays and encourage alternate modes of transportation. It is a delicate balance, but the character of the overall environment will make a significant impact on the success of this approach.
- Critical corner properties can make or break perceptions of the district. Encouraging a few more well-maintained destination businesses or activities will have a tremendous impact.
- The configuration and visibility of parking will be an important component of the district's growth and success.
- The encouragement of stakeholder partnerships and working together for the good of the entire district will be critical.

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Existing conditions

District challenges



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Existing conditions

District opportunities

- Provide simple, key elements to tie district together visually.
- As a gateway area for both cities, this district plays an important role in creating positive first impressions. What type of welcome mat is being provided here? The opportunity exists to create a unique and engaging identity that will serve both cities well.
- The district could serve as an experimental area for both cities to test new ideas. Its visibility can support the idea that both are forward-thinking and proactive.
- Wider sidewalks in portions of district allow for the inclusion of a range of elements to support a positive pedestrian environment.
- Alleys between buildings can be activated with additional amenities to turn them into assets. No 'leftover' spaces.
- Strengthening district identity and environment will not only support existing businesses, but will help to attract new ones.
- The green spaces along South Taylor Road are tremendous assets that can help to activate the district.

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analysis

Existing conditions

District opportunities



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analysis

A blurred background image of a city street. In the foreground, a white car is on the left, and a dark car is in the center. There are buildings with signs for "BECU" and "beer & grill" in the background, along with trees and a traffic light.

envisioning / ideas

Infrastructure

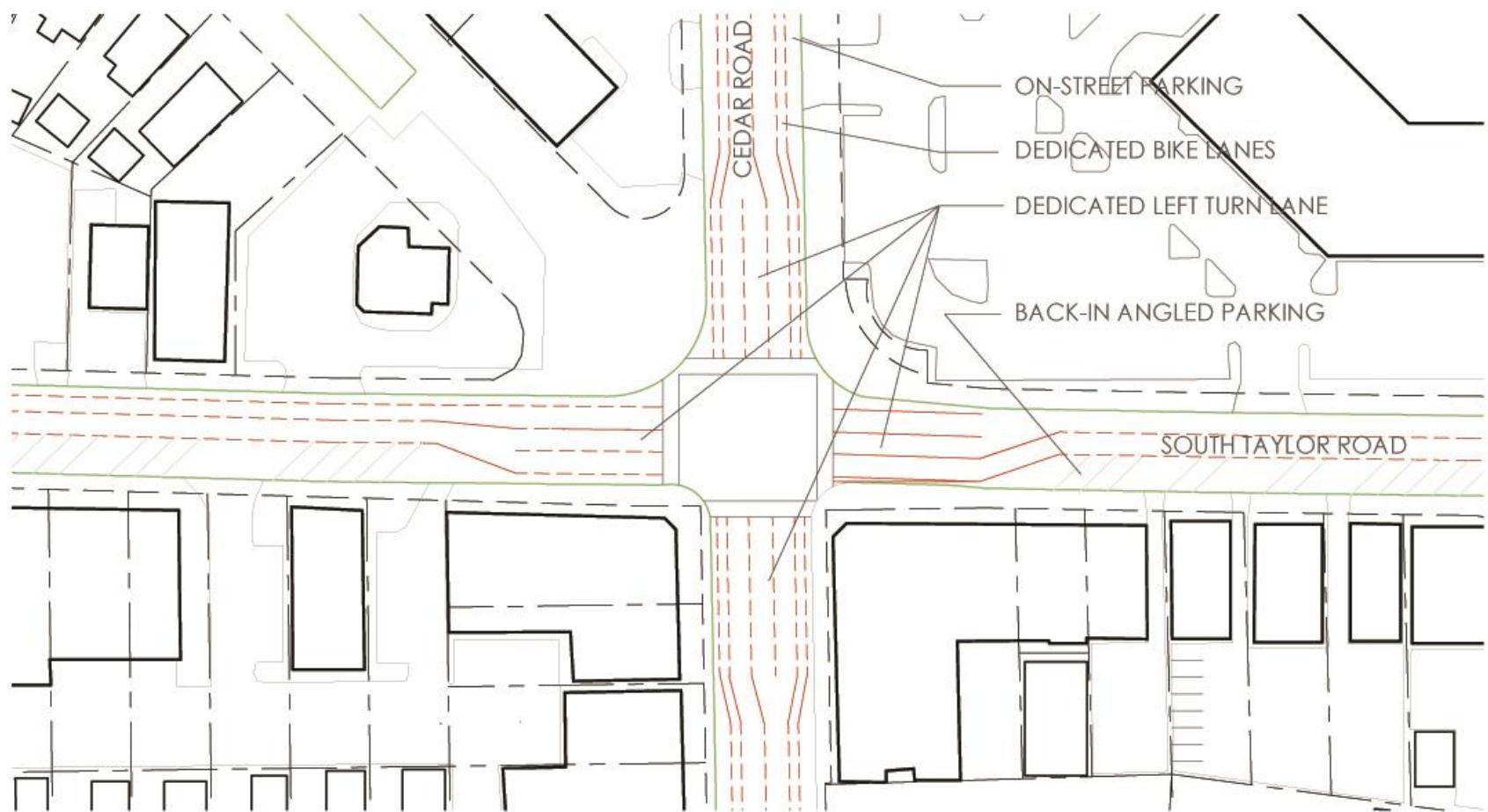
Concepts for consideration

- Dedicated left turn lanes in all directions
- Rear angled parking along South Taylor Road
- Bike lanes along Cedar Road / sharrows or painted bike lanes
- Pedestrian light fixtures (solar or LED)
- Public parking lot improvements
- Power line to tree pits
- Updated bus stops
- Posted bus routes, bike routes and maps
- Bike safety signage / share the road reminders

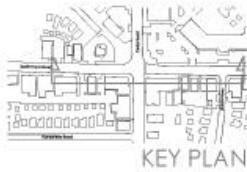


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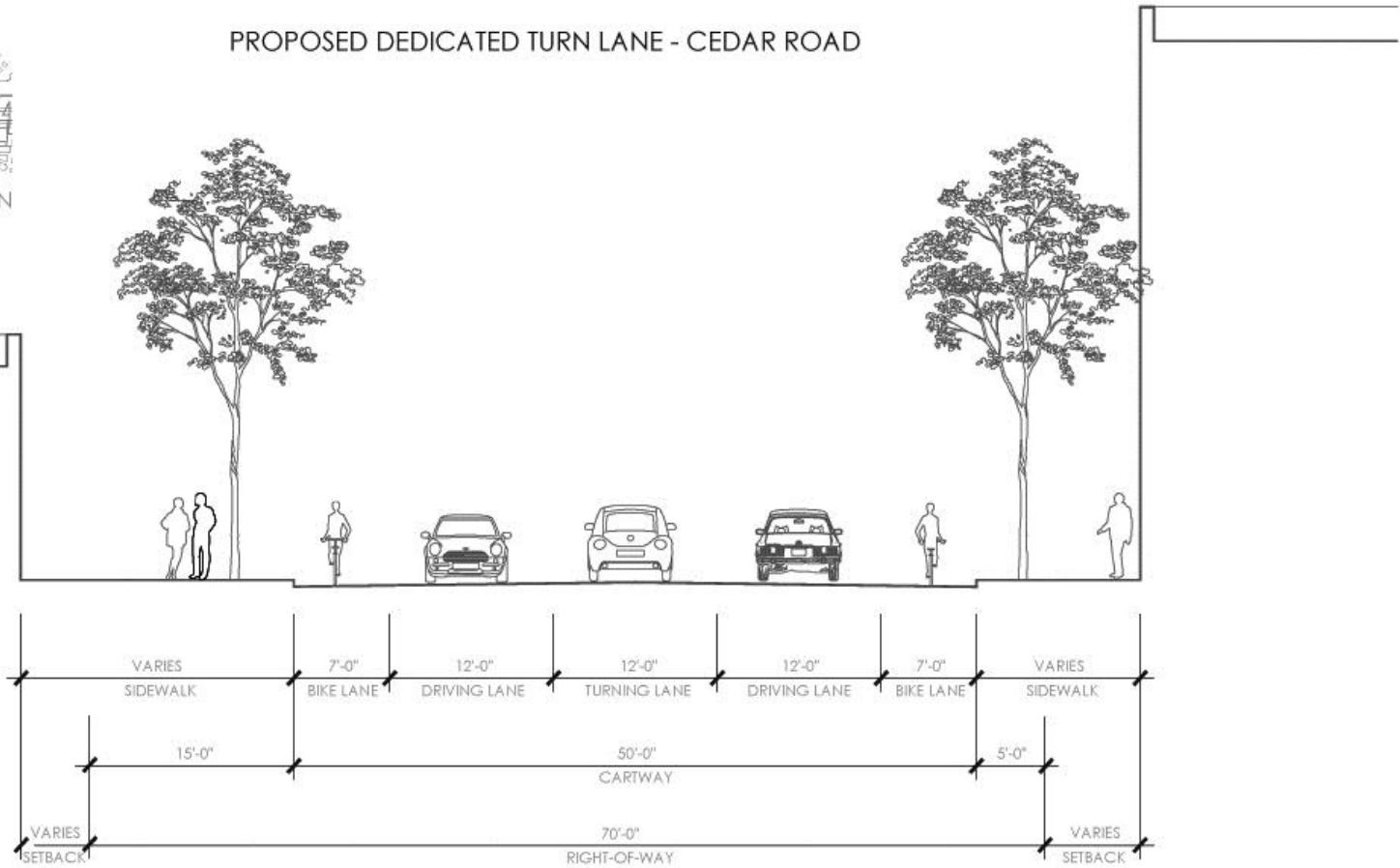
idea book



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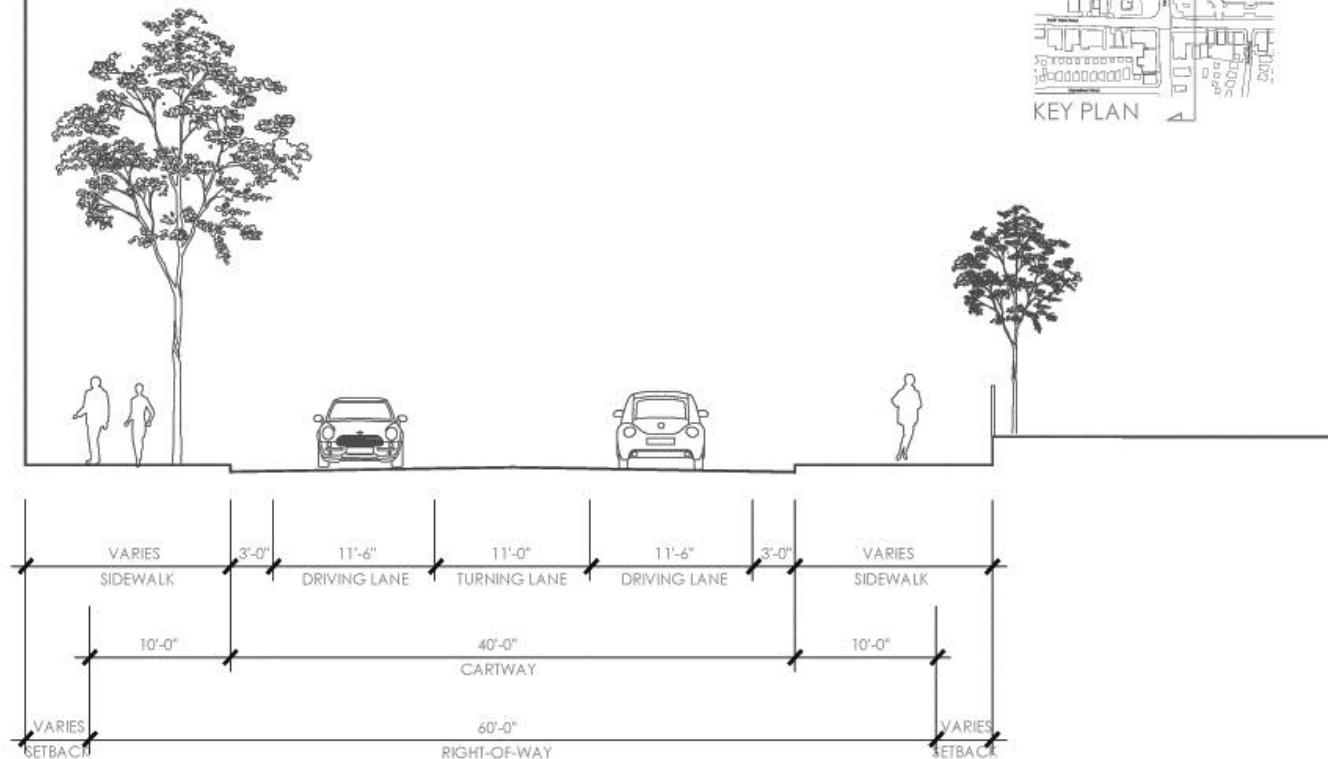
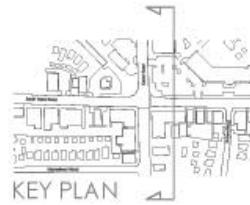


PROPOSED DEDICATED TURN LANE - CEDAR ROAD

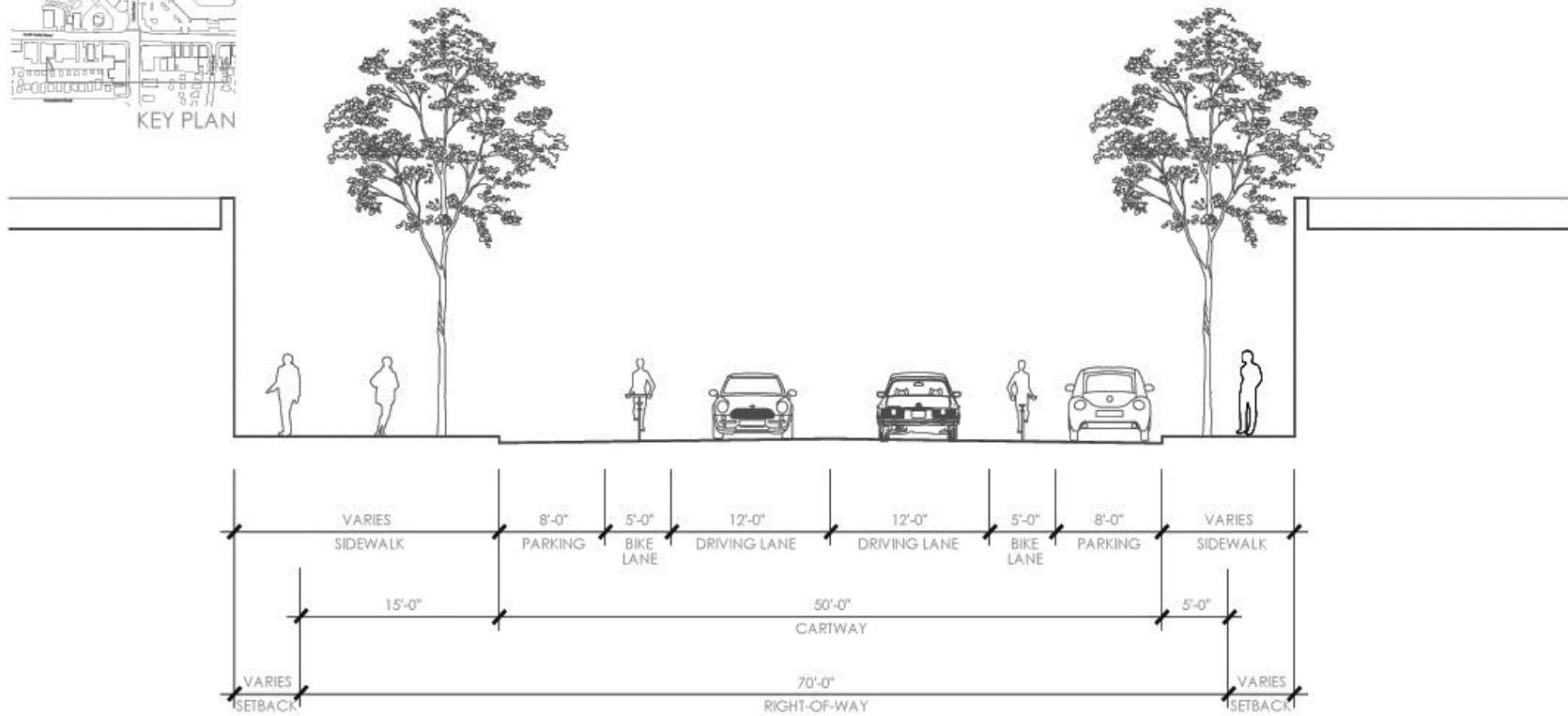


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PROPOSED DEDICATED TURN LANE - SOUTH TAYLOR ROAD

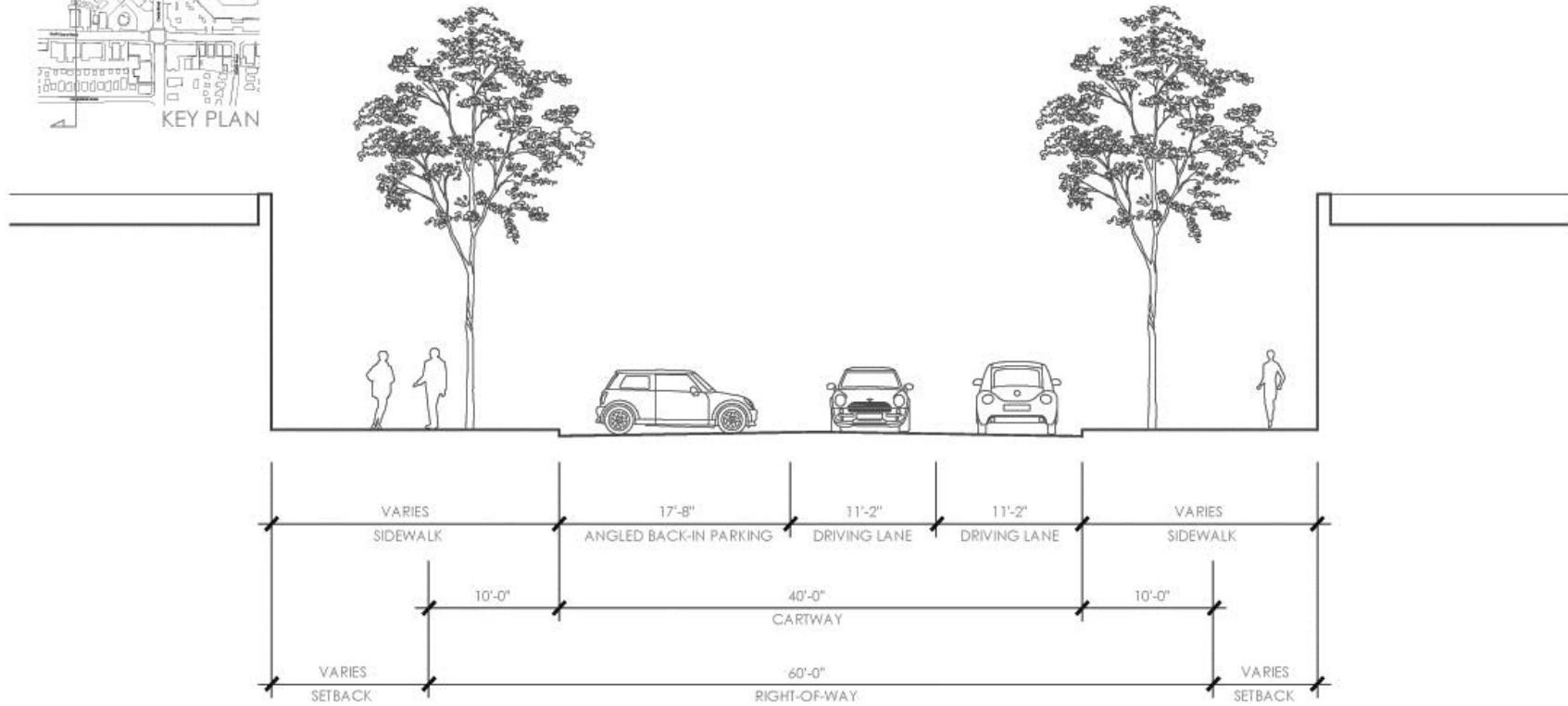


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PROPOSED BIKE LANES - CEDAR ROAD

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PROPOSED ON-STREET PARKING - SOUTH TAYLOR ROAD

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Infrastructure

Concepts for consideration



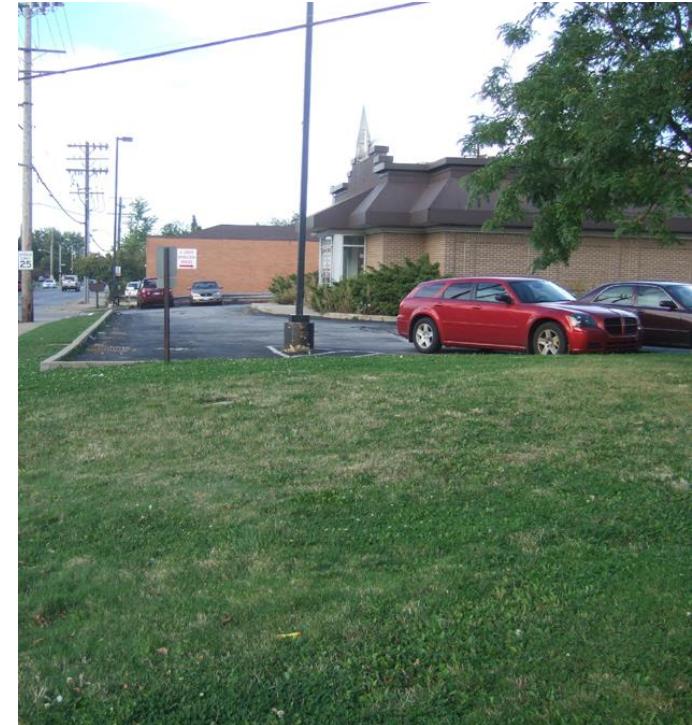
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Development

Concepts for consideration

- Playground / skate park
- Coffee shop
- Ice cream store
- Consolidated parking areas
- Additional 'destination' uses
- Bank branch / ATM
- Bike valet
- Coordinated storefront improvements
- Corner pocket park improvements
- Book box at bus stops



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Development

Concepts for consideration



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Design/Streetscape

Concepts for consideration

- Additional street trees
- Coordinated tree pit plantings
- Coordinated planters
- New street furniture
 - Benches
 - Trash cans
 - Bike racks
- Ornamental lighting
- Custom crosswalks & intersection art
- District signage
- Bike box @ shopping center



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Design/Streetscape

Concepts for consideration

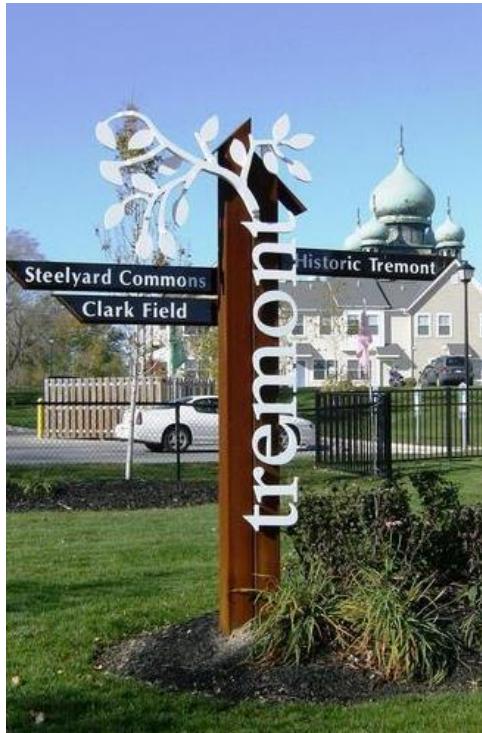


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Design/Streetscape

Concepts for consideration



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Design/Streetscape

Concepts for consideration



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Programming

Concepts for consideration

- Pancake breakfast fundraiser
- Bike Day – parade, swap meet, safety clinics
- Art walk
- Jazz festival in rear parking area
- Chalk festival
- Mural competition for alleys & parking lot wall
- Balloon sculpture festival
- Winter festival/holiday street lighting



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Programming

Concepts for consideration



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A blurred background image of a city street. In the foreground, the dark silhouette of a car is visible on the left. The middle ground shows a street with buildings, trees, and a person walking. The background is a soft-focus view of more buildings and foliage.

next steps / implementation

Priority Projects

Listed in order of priority by type of project

Infrastructure

Near Term

- Dedicated left turn lanes
- Rear angled on-street parking
- Public parking lot improvements
- Updated bus stops

Longer Term

- Bike lanes
- Power lines to tree pits

Development

Near Term

- Coordinated storefront improvements
- Playground / skate park at northern edge

Longer Term

- Consolidated parking areas
- Coffee shop
- Bank branch / ATM
- Corner park improvements
- Bike valet service

Design

Near Term

- District signage
- New benches, trash cans & bike racks
- Coordinated tree pit plantings / planters
- Additional street trees

Longer Term

- Ornamental / pedestrian lighting

Programming

Near Term

- Jazz festival in rear parking area
- Holiday lighting / winter festival
- Bike day – parade, swap meet, safety clinic

Longer Term

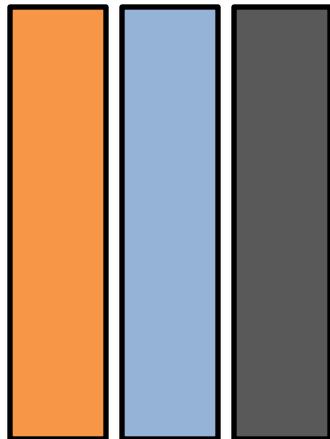
- Mural competition for alleys and parking areas
- Farmer's market

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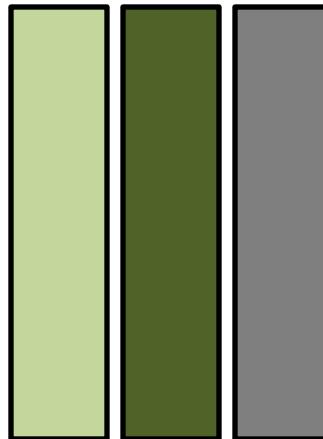
project sheet

District Identity

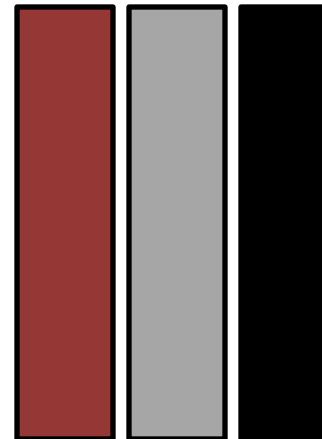
Color Considerations



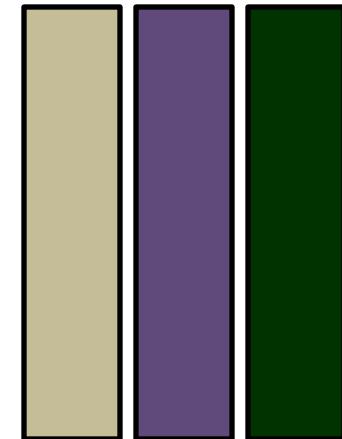
Option A



Option B



Option C



Option D

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District Style

Classic / Simple



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District Style

Historic



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District Style

Modern



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District Style

Eclectic

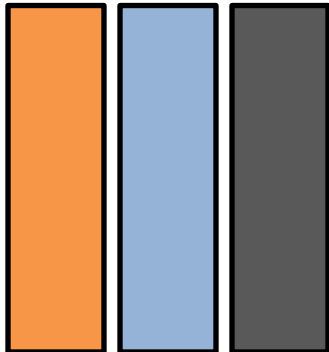


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District Style

Preferred elements



Basic color palette



Modern composite wood and metal benches



Continue with City standard trash receptacles, painted orange



Modern, tapered square concrete planters



Custom bike racks

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project sheet



your thoughts,
ideas & feedback

Project credits

Special thanks to the following for making this project possible:

City of Cleveland Heights – *for project funding, review and planning support*

City of University Heights – *for project review and support*

The stakeholders of the Cedar Taylor District – *for their time, energy and ideas*



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