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Village of
North Randall



Master Plan

Prepared by the Cuyahoga County Planning Commission

January, 1999

VILLAGE OF NORTH RANDALL

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Evelyn Santucci, Clerk/Treasurer

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Historical Notes

North Randall was incorporated as a village in 1908 and operates under the mayor-council form of government. Originally part of Warrensville Township, North Randall was known as Plank Road Station in the early 1800's. The construction of the Cleveland and Mahoning Railroad nearby in 1857 opened the farming community to neighboring areas and resulted in rapid growth and development. In 1908, the North Randall Park race track was opened; it soon became known as "the Saratoga of the West." From 1909-38, it was part of the Grand Harness Racing Circuit and gained a national reputation for its meets. Early in the 1900's, the Village of North Randall's major industry was the breeding and training of trotting horses. The Grand Circuit meets continued until 1938 when running races were introduced. Organized horse racing had come to Ohio in 1937 when thoroughbreds were recruited from Kentucky to race in Cincinnati. As the demand for the sport increased, North Randall provided an ideal site for northern Ohio racing enthusiasts at Thistledown Race Track, which originally opened as Thistledown Park in 1925. The track's reputation grew favorably, and it became home to the Ohio Derby, a major race held every June. In June 1951, the Edward J. DeBartolo Corporation of Youngstown Ohio acquired the site of Randall Park, and Randall Park Mall, one of the largest shopping and commercial complexes in the country, was constructed in 1975. North Randall had a population of over 1,100 in 1980. While it maintained its own fire and police services, it depended upon Warrensville Heights to provide social, recreational and educational facilities.

The Encyclopedia of Cleveland History

Compiled and Edited by David D. Van Tassel, Senior Editor

John J. Grabowski, Managing Editor

Case Western Reserve University, 1987

Chapter 1

Community Goals



Village of North Randall Master Plan

PURPOSE

First incorporated as a Village in 1908, North Randall has evolved over its 90 years of existence from a farming community to a center of horse breeding and training to one of the first major suburban regional commercial centers. Today, the Village faces the dual challenges of preserving the quality-of-life for its residents and maintaining its position as a successful commercial hub. In order to meet these challenges, the Village has initiated the preparation of a Master Plan. The Master Plan will set community goals, establish guidelines for future development and provide strategies to accomplish the set goals. As such, the purpose of the Master Plan is as follows:

- ✓ To inventory existing conditions within the Village including street-right-of way characteristics, storefront design, population and housing characteristics and land use;
- ✓ To provide recommendations to improve North Randall's image as a regional shopping destination; and
- ✓ To provide recommendations on the redevelopment of the hotel at Northfield and Emery Roads and for the development of vacant land behind Sun T.V. and Speedy Muffler on Warrensville Road.

COMMUNITY GOALS

Setting goals for the future of the Village is an important first step in the Master Planning process. As such, the Master Planning process began with a "Community Goals" public meeting, held on

January 26, 1998, and facilitated by representatives of the Cuyahoga County Planning Commission (CPC). At this meeting, residents, Village leaders and Village staff defined current Village *Strengths* and what *Challenges* the Village will face in the future. Based on these *Strengths* and *Challenges*, goals which preserve the Village's *Strengths* and work to address each *Challenge* were outlined.

Strengths and Challenges

At the Community Goals meeting, a variety of issues were offered by meeting participants. After a general listing of *Strengths* and *Challenges* was compiled, meeting participants were asked to prioritize the issues, ranking each on a scale from one to five, with one as the highest priority issue. As shown in **Tables 1-1 and 1-2**, CPC staff then used a weighted scoring system to produce a prioritized ranking of the Village of North Randall's *Strengths* and *Challenges*.

Overall, residents and community leaders were very pleased with the quality of service provided by the Village's Service Department, Police Department and Fire Department. Other community attributes that were ranked very high by meeting participants included those issues which can be grouped together to define "Quality-of-Life." A low crime rate, low taxes and a small town atmosphere combined with the reconstruction of key roads, the variety of goods and services nearby and the proximity of the Thistledown Racetrack all contribute to a high quality-of-life for Village residents. In addition, meeting participants were pleased with their overall property values. Nearby access to I-480 and I-271 was also seen as a benefit.

Village of North Randall Master Plan

Ranking	Community Strength
1	Service Department
2	Quality of Life (includes issues such as: low crime rate, low taxes, small town atmosphere, new roadways, tax base, variety of stores, and race track)
3	Police Department
4	Access to I480/I271
5	Fire Department
6	Community Leadership (includes accessibility of mayor, quality of council and relationship between mayor and council)
7	Property Value
8	Great Location for Business

Ranking	Community Challenge
1	Future of Hotel
2	No Grocery Store
3	Retail Business Retention/Attraction
4	Randall Mall Perception/Village Perception
5	Keeping Taxes Low
6	Flooding
7	Miles Road Repaving
8	Residents not Maintaining Their Property

The quality of local community leadership was also offered as a community Strength. Meeting participants were pleased with the accessibility of the Mayor, the quality of the City Council and the good relationship between the Mayor and Council.

Of major concern to meeting participants was the need to find a viable use for the vacant hotel located at the Northfield and Emery Road intersection. Participants felt that the blighting influence of the empty structure and unkempt grounds must be addressed. On a more personal level, meeting participants were interested in re-establishing a grocery store within the Village. The convenience of shopping for food nearby is clearly desired.

Meeting participants understood the connection between the need to retain and attract businesses by improving the image of the Randall Mall and the Village in general. As such, these issues were ranked high on the list of Challenges for the future. Also noted was the importance of keeping taxes low. Past flooding problems in the Derbyshire area was a concern. Some meeting participants were concerned with the aggravation and delays caused by the need to reconstruct Miles Road. The need to ensure that residents maintain their property was noted as a *Challenge*. Unkempt yards and exterior home and garage maintenance needs were cited as examples of property maintenance issues that must be addressed.

Community Goals

Based on the determination of *Strengths* and *Challenges*, community goals have been defined as follows:

- ✓ Maintain and enhance the existing high residential quality- of-life including excellent public services, low taxes, low crime rate, small town atmosphere and the proximity of a wide variety of goods and services.

Village of North Randall Master Plan

- ✓ Improve the region-wide image of the Village by improving overall appearance of road corridors and work with property owners to improve individual properties.
 - ✓ Diversify tax base by supporting the establishment of mixed use developments, office uses, up- scale restaurants, entertainment facilities and conference and banquet facilities.
 - ✓ Develop guidelines for commercial establishments which will create an identity for the Village to increase the Village's competitiveness with other regional shopping centers.
 - ✓ Pursue the construction of a grocery store to meet the needs of residents.
- ✓ Add to the quality-of-life of Village residents by establishing a park as a public gathering place.
 - ✓ Work with the Greater Cleveland Regional Transit Authority (GCRTA) to develop transportation strategies which diversify transportation alternatives to and within the Village.
 - ✓ Work to find a viable use for the vacant hotel at Northfield Road and Emery Road.
 - ✓ Improve the condition of Miles Road.
 - ✓ Work with regional agencies and neighboring communities to minimize flooding.

Chapter 2

Demographics



Village of North Randall Master Plan

Since its establishment as a Village in 1908, North Randall has been home to generations of families. This Chapter will study the characteristics of North Randall's residents in order to gain an understanding of current and future citizen needs. In addition, due to the Village's unique position as a community with such a large amount of land area devoted to commercial uses, an estimate of the Village's daytime population and the implications this large influx of people has on the Village's ability to provide services is discussed.

POPULATION

As shown in *Table 2-1*, North Randall Village's population peaked in 1970 at 1,212 persons. Similarly, the population of the surrounding communities of Warrensville Heights, Maple Heights and Cuyahoga County as a whole also peaked in 1970. The population of Bedford Heights peaked in 1980 at 13,214 persons.

Table 2-1, Population Change 1960-1990, North Randall & Surrounding Communities				
	1960	1970	1980	1990
North Randall	688	1,212	1,054	977
Warrensville Heights	10,609	18,925	16,565	15,889
Maple Heights	31,667	34,093	29,735	27,089
Bedford Heights	5,275	13,063	13,214	12,131
Cuyahoga County	1,647,895	1,720,835	1,498,400	1,412,140

SOURCE: U.S. Census Bureau; Population estimates provided by the U.S. Census Bureau through the Ohio Department of Development

Age Distribution

Approximately 10% of North Randall residents were children age 19 or younger in 1990. As shown on *Table 2-2 and Graph 2-1*, there were 99 children that lived in the Village. Young adults aged 20-29 and 30-39 comprised 31% of the population with 306 persons. Older adults, aged 40-49 and 50-59 comprised 20% of the Village's population in 1990 while senior citizens, 60-69 and 70 years and older made up 37% of the Village's residents. Local officials expect the percentage of the senior citizen population to grow in the near future.

Age Distribution, 1970-1990

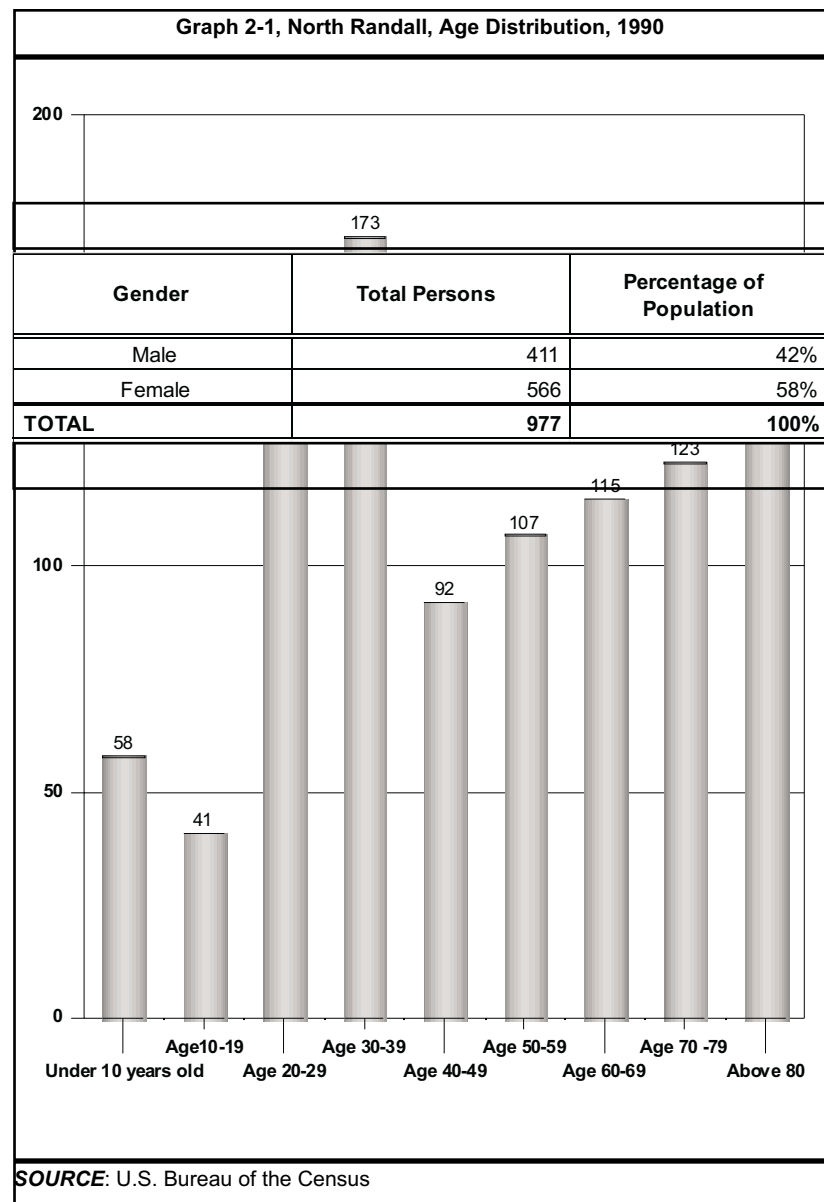
From 1970 to 1990, the number of children in the Village declined by half. As shown on *Graph 2-2*, 210 or 17% of the population in 1970 were children 18 years and under. By 1980, that number had dropped to 107 or 10%, where it remained in 1990. The percentage of adults, age 18-64 years also declined from 1970 to 1990. In 1970, there were 835 adults aged 18-64 years which comprised 69% of the population. In 1980, this age group made up 67% of the total population with 701 persons. By 1990, the number of persons in this age group consisted of 555 persons or 57% of the total population. In contrast, the senior citizen's percentage of the population increased between 1970 and 1990. In 1970, there were 167 senior citizens which made up 14% of the Village's population. By 1980, that number had grown to 243 persons or 23% and grew again to 323 persons or 33% by 1990. In 1990, the median age in North Randall was 49.10 years.

Gender

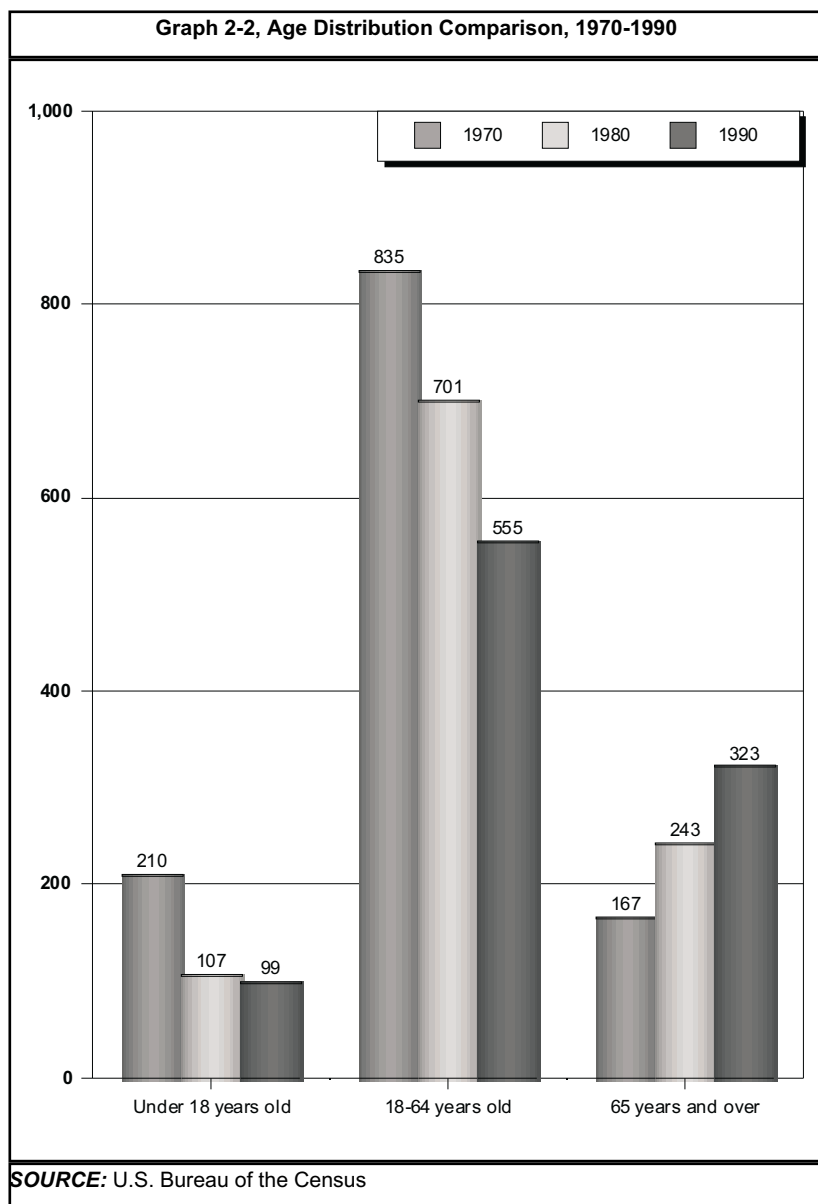
A majority of the Village's population was female in 1990. *Table*

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Table 2-2, North Randall, Age Distribution, 1990			
	Total Number	Male	Female
Children			
Under 10 years old	58	28	30
10-19 years old	41	18	23
Young Adults			
20-29 years old	133	50	83
30-39 years old	173	86	87
Older Adults			
40-49 years old	92	48	44
50-59 years old	107	50	57
Senior Citizens			
60-69 years old	115	52	63
70 -79 years old	123	49	74
Above 80 years old	135	30	105
Total Population	977	411	566
SOURCE: U.S. Bureau of the Census			



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2-3 shows that 58% of the population was female while 42% was male.

Table 2-3, 1990 North Randall Population Gender		
Gender	Total Persons	Percentage of Population
Male	411	42%
Female	566	58%
TOTAL	977	100%

SOURCE: U.S. Bureau of the Census

Persons Per Household

The number of persons per household in North Randall declined from 2.25 persons in 1970 to 1.74 persons in 1990, see *Table 2-4*. This follows the national trend toward smaller families. As shown in *Table 2-4*, the number of persons per household in communities surrounding North Randall and Cuyahoga County as a whole has also decreased.

Table 2-4, Persons Per Household, North Randall and Surrounding Communities, 1970-1990			
Community	1970	1980	1990
North Randall	2.26	1.78	1.74
Warrensville Heights	2.95	2.48	2.46
Maple Heights	3.36	2.75	2.55
Bedford Heights	3.07	2.41	2.26
Cuyahoga County	3.6	2.62	2.46

SOURCE: U.S. Bureau of the Census

Village of North Randall Master Plan

Race and Ancestry

Race

As shown in **Table 2-5**, 53.4%, 522 persons, were African American in 1990 while 45%, 440 persons, were white. There was only one person who reported their race as American Indian, Eskimo or Aleut. There were 11 persons who reported their race as Asian or Pacific Islander while three persons reported another race. Those who reported a Hispanic origin, of any race, comprised 1.6% of the population.

Table 2-5, Race Characteristics, North Randall, 1990

Race	Number of Residents	Percent of Population
African American	522	53.4%
White	440	45.0%
American Indian, Eskimo, Aleut	1	0.1%
Asian, Pacific Islander	11	1.1%
Other	3	0.3%
Hispanic Origin (of any race)	16	1.6%

SOURCE: U.S. Bureau of the Census

Ancestry

North Randall residents were also asked to report their ancestry as a part of the 1990 census. The *first* ancestry group reported by the residents is shown in **Table 2-6**. A majority of residents reported their race - African American, white or hispanic - as their ancestry. Almost 100 persons reported an Italian ancestry while 55 reported a Slovak ancestry. **Table 2-6** lists all the *first* ancestry groups and the number of residents who reported each ancestry group.

Table 2-6, North Randall Ancestry

First Reported Ancestry Group	Number of Persons
Race or Hispanic Origin Groups*	465
Italian	96
Slovak	55
German	49
Irish	46
Polish	43
English	32
Arab	20
Hungarian	19
Czech	15
United States or American	13
French (except Basque)	7
Yugoslavian	7
Lithuanian	5
Romanian	5
Dutch	4
Other	27
Unclassified or Not Reported	59
TOTAL	967

*These persons reported their "race" as their "ancestry"
SOURCE: U.S. Bureau of the Census

Educational Attainment

Table 2-7 shows that 65.5% of the Village's population has graduated from high school while 8.5% hold a Bachelor's Degree. **Table 2-8** compares the educational attainment of North Randall residents with those of surrounding communities and Cuyahoga County. These statistics show that the educational attainment of

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Table 2-7, Educational Attainment, North Randall, Persons 25 years and Over, 1990

Educational Attainment	Persons 25 Years and Over
Below High School	296
High School	243
Some College	153
Associate's Degree	57
Bachelor's Degree	73
Graduate Degree	36
% High School	65.6%
% Bachelor's Degree	8.5%

SOURCE: U.S. Bureau of the Census

Table 2-8, Educational Attainment, Persons 25 years and Older, Surrounding Communities and Cuyahoga County, 1990

Community	Percent with High School Diploma	Percent with Bachelor's Degree
North Randall	65.6%	8.5%
Warrensville Heights	77.0%	12.4%
Maple Heights	72.2%	8.1%
Bedford Heights	75.6%	12.8%
Cuyahoga County	74.0%	20.1%

SOURCE: U.S. Bureau of the Census

North Randall's population age 25 years and over is slightly lower than surrounding communities and the county as a whole.

Labor Force

As shown in *Table 2-9*, there were a total of 506 persons in the labor force in 1990. Just under 5% were unemployed while 482 persons were employed.

Table 2-9, North Randall Labor Force Characteristics, 1990

Total Civilian Labor Force	506
Employed Persons	482
Unemployed Persons	24
% Unemployed	4.74%

SOURCE: U.S. Bureau of the Census

Of those persons who were employed, 25.3% were employed in managerial or professional specialty occupations, see *Table 2-10*. The occupations employing the largest number of North Randall residents, 31.5%, are the technical sales and administrative support professions. Residents working in service occupations comprise 19.3% of the labor force while those working as operators, fabricator or laborers constitute 15.6% of the labor force. There were only four residents who were working in farming, fishing or forestry occupations.

Table 2-10, North Randall Resident Occupation Characteristics, 1990

Occupation	Number of Workers	Percent
Managerial/Professional Specialty	122	25.3%
Technical, Sales, Administrative Support	152	31.5%
Service	93	19.3%
Farming, Fishing, Forestry	4	0.8%
Precision Production, Craft Repair	36	7.5%
Operators, Fabricators, Laborers	75	15.6%
Total Workers	482	100.0%

SOURCE: U.S. Bureau of the Census

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Journey to Work

Table 2-11 shows that 17.7% of North Randall residents in the work force work in North Randall while a majority of workers, 82.3%, work outside the Village. Ninety-five percent of North Randall employed residents work in Cuyahoga County while 5% work outside the county.

Place of Work	Number of Workers	Percent of Workers
In North Randall	84	17.7%
Outside North Randall	392	82.3%
In Cuyahoga County	452	95.0%

SOURCE: U.S. Bureau of the Census

Means of Transportation to Work

Just over 80% of workers use their private vehicle to get to work as shown in **Table 2-12**. Approximately 11% of workers use public transportation while 15 workers, 3.2%, reported they work at home.

Mode of Transportation	Number of Workers	Percent
Private Vehicle	397	83.4%
Public Transportation	51	10.7%
Motorcycle/Bicycle	0	0.0%
Walk	11	2.3%
Other	2	0.4%
Work at Home	15	3.2%
Total Workers	476	100.0%

SOURCE: U.S. Bureau of the Census

Households

There were a total of 474 households in North Randall in 1990. **Table 2-13** shows a detailed listing of each type of household. Single- female households are the most prevalent type of household with 142 households of this type in North Randall. Married couples are the next most prevalent household type. Only 30 of married-couple households included children. As shown, there are 116 single-male households.

Household Type	Number of Households
Single-female household	142
Married couple family	130
With related children - 30	
No related children - 100	
Single-male household	116
Female householder with children	25
Non-family household	23
Female householder with no children	20
Male-Householder with children	8
Male householder with no children	10
TOTAL HOUSEHOLDS	474

SOURCE: U.S. Bureau of the Census

Household Income

The percentage of households in North Randall that had an income of below \$15,000 in 1989 directly corresponds with the overall percentage in Cuyahoga County as a whole. As shown in **Table 2-14**, 26.2% of the households in North Randall had an income of \$15,000 or less while in Cuyahoga County, 26.7% of households had the same income. North Randall's percentage of

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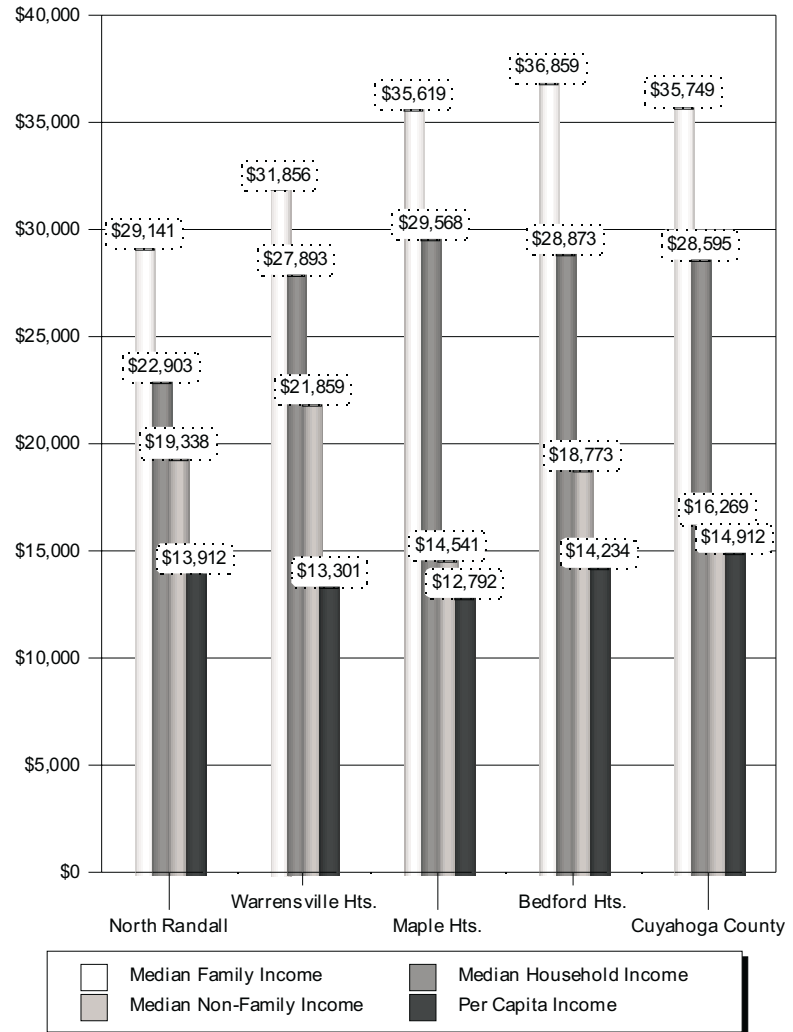
households that had an income of \$15,000 - \$24,000 is 29.1% and was higher than Cuyahoga County's percentage at 17.4%. The percentages of households with income ranges of \$25,000 - \$34,999 and \$35,000 - \$49,999 in North Randall and Cuyahoga County were somewhat similar. When considering the percentage of households with income over \$50,000, North Randall consistently had a lower percentage than Cuyahoga County as a whole in 1989.

Table 2-14, Household Income, 1989		
Income Range	North Randall	Cuyahoga County
Below \$15,000	26.2%	26.7%
\$15,000-\$24,999	29.1%	17.4%
\$25,000-\$34,999	19.6%	15.7%
\$35,000-\$49,999	13.7%	17.7%
\$50,000-\$74,999	8.0%	14.0%
\$75,000-\$99,999	3.0%	4.5%
Above \$100,000	0.4%	4.0%

Median Family and Median Household Income

North Randall's 1989 median family income and median household income, \$29,141 and \$22,903 respectively, were less than the median family income and median household income in surrounding communities and Cuyahoga County, see **Graph 2-3**. The median non-family income in North Randall was lower than that of Warrensville Heights but higher than Maple Heights, Bedford Heights and Cuyahoga County. Per capita income in North Randall was higher than that in Warrensville Heights and Maple Heights but lower than Bedford Heights and Cuyahoga County.

Graph 2-3, Household/Family Income, 1989, North Randall and Surrounding Communities



SOURCE: U.S. Bureau of the Census

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Poverty Rate

The most thorough analysis of local poverty trends has been conducted on an annual basis for the past 15 years by the Council for Economic Opportunities in Greater Cleveland (CEOGC). CEOGC measures poverty on an ongoing basis through a statistical method that estimates the incidence of poverty utilizing weighted Food Stamp Household Rates, adjusted for the 1980-1990 changes in population and household statistics. **Table 2-15** utilizes data from CEOGC to track the poverty rate in North Randall, surrounding communities and Cuyahoga County from 1988 to 1995.

Community	1988	1990	1992	1994	1995
North Randall	8.8%	7.6%	12.5%	4.3%	7.2%
Warrensville Heights	13.0%	14.5%	14.6%	15.7%	15.5%
Maple Heights	4.3%	4.5%	4.7%	6.1%	6.8%
Bedford Heights	6.1%	6.8%	8.6%	6.5%	7.4%
Cuyahoga County	18.0%	18.5%	19.3%	20.5%	19.9%

SOURCE: "Poverty Indicators", Cuyahoga County, Ohio, Vol. 12, 1995, Council for Economic Opportunities In Greater Cleveland

As shown, over this time period, North Randall's poverty rate peaked in 1992 at 12.5% then dropped to 4.3% of the population in 1994. In the immediate area, Warrensville Heights consistently had the highest poverty rate while Maple Heights had the lowest. Overall, North Randall's poverty rate is consistently much less than Cuyahoga County overall.

School Enrollment

North Randall is a part of the Warrensville Heights City School District. The District also includes the communities of Warrensville Heights and Highland Hills. **Table 2-16** indicates that enrollment in the school system showed slight declines in the 1980's and early 1990's but has increased consistently since 1994-95 school year.

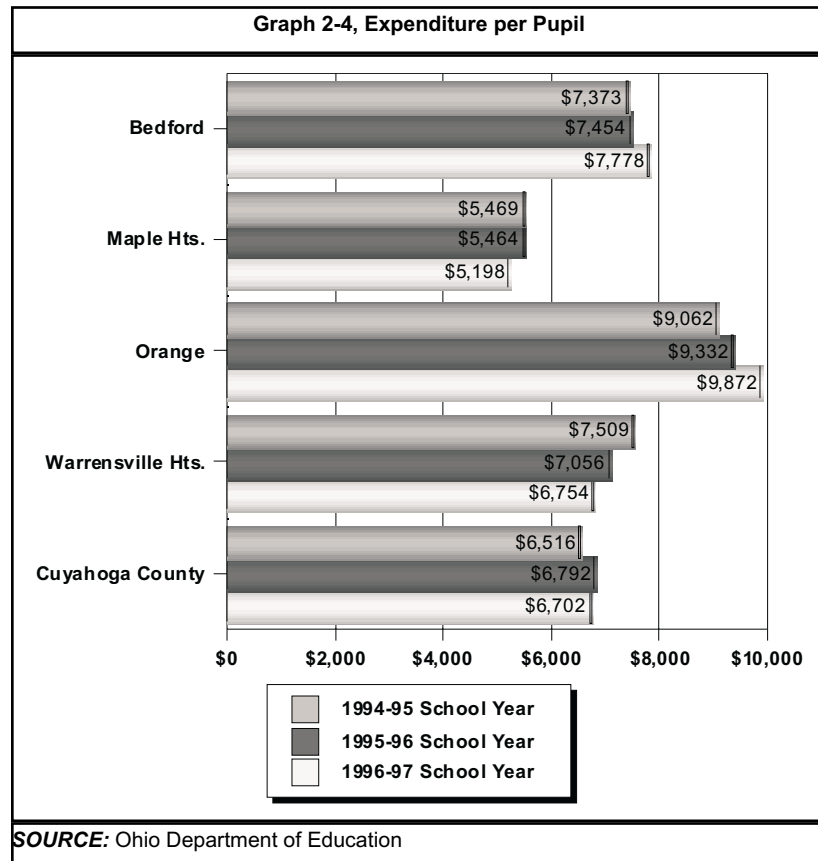
Year	Enrollment	% Change
1977-78	3,107	
1978-79	3,134	0.87%
1979-80	3,099	-1.12%
1980-81	3,113	0.45%
1981-82	3,239	4.05%
1982-83	3,148	-2.81%
1983-84	3,164	0.51%
1984-85	3,184	0.63%
1985-86	3,151	-1.04%
1986-87	3,076	-2.38%
1987-88	3,032	-1.43%
1988-89	3,023	-0.30%
1989-90	2,996	-0.89%
1990-91	2,991	-0.17%
1991-92	3,147	5.22%
1992-93	3,073	-2.35%
1993-94	3,056	-0.55%
1994-95	3,115	1.93%
1995-96	3,247	4.24%
1996-97	3,290	1.32%

SOURCE: Ohio Department of Education

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Expenditure Per Pupil

The Warrensville City School District spending per student is close to the Cuyahoga County average. **Graph 2-4** tracks expenditures per pupil in selected school districts. As shown, Warrensville Heights City School District expenditures per student went down between 1994 and 1997. Surrounding school districts are not experiencing this same decrease in expenditures per pupil nor is the county average decreasing.



Population Estimates

The Ohio Department of Development and the U.S. Census Bureau have prepared post census population estimates. As shown in **Table 2-17**, North Randall, as well as all surrounding communities and Cuyahoga County as a whole, are estimated to have slightly declined in population between 1990 and 1996.

Table 2-17, Population Estimates, North Randall, Surrounding Communities, Cuyahoga County, 1990-1996

Community	1990 Census	1992 Estimate	1994 Estimate	1996 Estimate	Percent Change
North Randall	977	964	967	950	-2.8%
Warrensville Heights	15,884	16,636	15,520	15,128	-4.8%
Bedford Heights	12,131	11,994	11,957	11,790	-2.8%
Maple Heights	27,089	26,712	26,497	25,971	-4.1%
Cuyahoga County	1,412,140	1,409,767	1,414,111	1,401,552	-0.7%

SOURCE: U.S. Bureau of the Census, Ohio Department of Development

Population Projections

The Northeast Ohio Areawide Coordinating Agency (NOACA) prepares population projections for each community in its jurisdiction. **Table 2-18** illustrates the population projections for North Randall, surrounding communities and Cuyahoga County. Using a starting point at the 1990 census, according to these forecasts, North Randall is estimated to have had 900 residents in 1995, a decrease of 77 persons from 1990. The population is expected to remain steady to 2020.

Warrensville Heights is forecasted to lose population until 2005, level off and then begin to gain population around 2015. Maple Heights is anticipated to lose population until 2000, then the total

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Table 2-18, Population Projections, North Randall, Surrounding Communities, Cuyahoga County, 1990-2020

Community	1990	1995	2000
North Randall	977	900	900
Warrensville Heights	15,745	15,700	15,400
Maple Heights	27,089	25,800	25,400
Bedford Heights	12,131	11,700	11,500
Cuyahoga County	1,412,140	1,395,900	1,373,000
Community	2010	2015	2020
North Randall	900	900	900
Warrensville Heights	15,300	15,600	15,600
Maple Heights	24,500	24,600	24,200
Bedford Heights	11,100	11,200	11,100
Cuyahoga County	1,365,900	1,392,900	1,392,900

SOURCE: NOACA

population is expected to fluctuate. Bedford Heights is forecasted to lose population until 2010 then have a slight population increase followed by a slight decline. Overall, Cuyahoga County is anticipated to lose population until 2005, then begin to increase, leveling off between 2015 and 2020.

Daytime Population

The daily influx of employees and shoppers into North Randall significantly raises the Village's daytime population. The CPC has prepared an estimate of the Village's daytime population based on the total amount of retail floor area in the Village as of October, 1997. *Appendix A* contains a detailed list of this retail floor area. Data used in estimating the daytime population comes from the Institute of Transportation Engineers' "Trip Generation Manual, 1991."

Daytime population includes employees and shoppers/visitors. *Table 2-19* lists each retail business category, the amount of floor area, and the estimated employees per 1,000 square feet of retail space. As shown, an estimated 5,191 persons work in North Randall. If the retail space that is currently vacant were occupied, 1,089 potential employees would be added, for a total of 6,280 employees. For comparison purposes, NOACA estimates the number of employees that work in North Randall at 4,775.

Table 2-19, Estimate of Employees

Business Type	Floor Area	Employees/1,000 sq.ft.	Total Employees
Other Food	7,002	9.92	69
Food Service	37,347	9.92	370
Other Convenience Goods	38,637	1.82	70
Convenience Services	28,620	1.82	52
Department Stores	887,271	1.82	1,615
Other General Merchandise	24,109	1.82	44
Clothing and Shoes	414,946	1.82	755
Other Shopping Goods	255,496	1.82	465
Furniture	147,819	1.82	269
Auto Repair	78,195	3.29	257
Gas Stations	2,906	1.82	5
Enclosed Amusements	131,800	6.6*	0
Hotel/Motel	46,930	**	103
Business Services	18,900	1.82	34
Local Office + Other	64,013	3.29	211
Vacant	362,911	0	0
TOTAL	2,546,902	42.8	4,321
Vacant	362,911	3***	1,089
TOTAL POTENTIAL EMPLOYEES			5,410

*Average office & restaurant
 **.9 employees/room 114 rooms
 ***Average of all employees/1000

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Tables 2-20 and 2-21 illustrate low and high estimates of shoppers that visit North Randall. These estimates project the number of people who might visit North Randall over the course of an entire day. The number of trips generated by the floor area in each retail category was calculated. These total trips were then reduced to derive “primary” trips, or the reason why a visitor has come to North Randall. Primary trips include a trip in and a trip out. Therefore, in order to estimate the actual number of vehicles generating these trips, the number of primary trips was divided in half to only count a trip “in”. This number of vehicles was then multiplied by 1.35 persons per car, which is the average number of persons per car in the NOACA region. Finally, low and high estimates of the number of persons who visit the Village was calculated.

Table 2-22 shows that a low estimate of the number of persons who visit North Randall on a given day is approximately 25,240 persons. *Table 2-23* indicates a high estimate of 67,469 persons per day. Currently, NOACA’s Transportation Model estimates that 30,700 persons visit North Randall per day.

Daytime Population Summary

All of these visitors to North Randall place a high demand on Village safety services. It is important to maintain the high level of safety service to shoppers as a way to help improve the Village’s image. In addition, the wear and tear on Village roads is a primarily a result of this number of visitors. Shoppers support the employees of North Randall businesses, which in turn pays income tax to the Village. Shoppers also generate considerable sales tax revenue. However, very little of this sales tax is returned to the Village from the State of Ohio.

Table 2-20, Low Estimate of Daytime Visitors

	Floor Area	Trips/ 1,000 Low	Primary Trips	Cars	Persons/ Car	Persons
Randall Park Mall Dept. Stores	887,271	21.3	13,229	6,615	1.35	8,930
Remainder of Mall	441,946	21.3	6,589	3,295	1.35	4,448
Food Service	29,715	112	361	180	1.35	244
Other Convenience Goods	10,110	330	86	43	1.35	58
Convenience Services	20,986	330	179	89	1.35	121
Other General Merchandise	22,762	21.3	339	170	1.35	229
Clothing and Shoes	38,593	21.3	575	288	1.35	388
Other Shopping Goods	274,343	21.3	4,090	2,045	1.35	2,761
Furniture	143,878	0.7	71	35	1.35	48
Auto Repair	60,531	1.54	1,289	645	1.35	870
Gas Stations	2,906	66.74	136	68	1.35	92
Enclosed Amusements*	131,800	NA	NA	NA	NA	4,370
Hotel/Motel**	46,930	68 rms., 5.3/rm	360	180	1.35	243
Business Services	18,900	21.3	403	201	1.35	272
Local Office + Other	53,320	5.3	1,136	568	1.35	767
TOTAL	2,183,991					23,840
*Thistle-down employees + estimates of daily attendance from track representative						
**Hotel 114 rooms at 60% occupancy low						

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Table 2-21, High Estimate of Daytime Visitors						
	Floor Area	Trips/ 1,000 High	Primary Trips	Cars	Persons/ Car	Persons
Randall Park Mall Dept. Stores	887,271	51	31,613	15,807	1.35	21,339
Remainder of Mall	441,946	51	15,747	7,873	1.35	10,629
Food Service	29,715	363	6,148	3,074	1.35	4,150
Other Convenience Goods	10,110	1,438	8,287	4,143	1.35	5,594
Convenience Services	20,986	1,438	12,071	6,036	1.35	8,148
Other General Merchandise	22,762	51	811	406	1.35	547
Clothing and Shoes	38,593	51	1,375	688	1.35	928
Other Shopping Goods	274,343	51	9,775	4,887	1.35	6,598
Furniture	143,878	13	1,259	629	1.35	850
Auto Repair	60,531	4	233	117	1.35	157
Gas Stations	2,906	234	476	238	1.35	321
Enclosed Amusements*	131,800	NA	NA		NA	5,620
Hotel/Motel**	46,930	102 rms., 9.5/rm	969	485	1.35	654
Business Services	18,900	51	962	481	1.35	649
Local Office + Other	53,320	36	1,902	951	1.35	1,284
TOTAL	2,183,991					67,469
*Thistle-down employees + estimates of daily attendance from track representative						
**Hotel 114 room; 90% occupancy high						

Table 2-22, Low Estimate Daytime Population	
Employees	5,191
Low Estimate of Visitors	25,240
Total Potential Daytime Population	30,431

Table 2-23, High Estimate Daytime Population	
Employees	6,280
High Estimate of Visitors	67,469
Total Potential Daytime Population	73,749

HOUSING

Housing Units

According to the 1990 census, there were 491 housing units in the Village of North Randall. *Graph 2-5* illustrates the number of housing units in North Randall from 1960 to 1990. As shown, the highest growth in housing units was between 1960 and 1970, an increase of 289 units or 120%. The number of housing units peaked in 1980 at 606 and decreased almost 19% between 1980 and 1990. Current Village records do not show a decline in housing units. As preparations are made for the 2000 Census, the Village should work with the Census Bureau to see that Census data is corrected.

Table 2-24 shows a more detailed analysis of when housing structures were built. Only 13% of the Village's housing units were built before 1940 while 6% were built between 1940-1949. A quarter of the Village's housing units were built between 1950-1959. Over one-third of the total housing units were built in the 1960's. Compared to previous decades, the construction of

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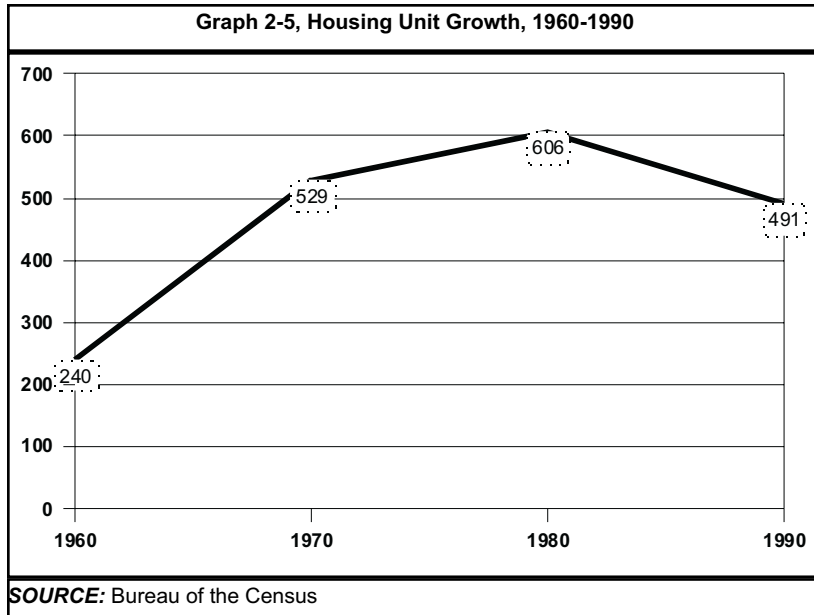


Table 2-24, Year Structure Built

Year Structure Built	Number	Percentage
Before 1940	62	13%
1940-1949	30	6%
1950-1959	121	25%
1960-1969	174	35%
1970-1979	89	18%
1980-1990	15	3%
Total 1990	491	100%

SOURCE: U.S. Bureau of the Census

housing units in the 1970's declined. This decline continued through the 1980's and, as shown in **Table 2-25**, in the 1990's.

Table 2-25, Building Permits Issued, 1985-1997

Year	Building Permits Issued
1895	2
1991	0
1992	0
1993	1
1994	1
1995	0
1996	0
1997	0

SOURCE: U.S. Bureau of the Census

Structure Type

Housing units in North Randall are made up of a wide range of structure types. **Table 2-26** shows that structures with 50 units or more comprise the largest percentage of the total housing units in the Village. Structures with over 50 units comprise 42.6% of the total units. The next most prevalent housing type are single-family homes which make up 28.1% of the Village's housing units. Structures which include 20-49 units make up 19.3% of the housing units.

Housing Unit Ownership

Due to the high number of the Village's housing units in structures comprised of 20-49 units and over 50 units, the rate of home ownership is low compared to surrounding communities and Cuyahoga County as a whole. As shown in **Table 2-27**, over 75%

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Table 2-26, Housing Units, Structure Type, North Randall, 1990

Structure Type	Number of Units	Percent of Total
1-unit, detached	138	28.1%
1-unit, attached	0	0.0%
2 units	2	0.4%
3-4 units	4	0.8%
5-9 units	5	1.0%
10-19 units	35	7.1%
20-49 units	95	19.3%
Over 50 units	209	42.6%
Mobile homes	1	0.2%
Other	2	0.4%
TOTAL	491	100.0%

SOURCE: U.S. Bureau of the Census

of the Village's occupied dwelling units are renter occupied compared to 51% in Warrensville Heights, 15% in Maple Heights, 47% in Bedford Heights and 38% in the county overall.

Table 2-27, Occupied Dwellings, North Randall and Surrounding Communities

Community	Occupied Dwelling Units	% Owner-Occupied	% Renter-Occupied
NORTH RANDALL	536	24%	76%
Warrensville Heights	6,677	49%	51%
Maple Heights	10,771	85%	15%
Bedford Heights	5,482	53%	47%
Cuyahoga County	563,243	62%	38%

Single-Family Home Sales

Single-family homes comprise 28% of the Village's housing units. Data which tracks the sales prices of these homes are an indicator of the quality-of-life in the single-family neighborhoods. **Table 2-28** shows that the average sales price of single-family homes has increased almost 60% between 1990 - 1997. This increase is indicative of the strong market for homes in North Randall and the high quality-of-life of single-family neighborhoods.

Table 2-28, Single-Family Home Sales, North Randall, 1990-1997

Year	Number of Sales	Average Sale Price	Median Sale Price	Percent Change Average Sale Price 1990-1997
1990	3	\$54,333	\$51,000	59.5%
1991	2	\$68,250	\$68,250	
1992	2	\$43,500	\$43,500	
1993	3	\$66,967	\$69,000	
1994	8	\$66,288	\$65,450	
1995	5	\$72,400	\$67,000	
1996	8	\$76,613	\$73,500	
1997	5	\$86,680	\$92,000	

SOURCE: Cleveland State University, Housing Policy Research Program and NODIS

Table 2-29 shows the average sale price change of surrounding communities and Cuyahoga County. A comparison of the data in **Table 2-28** and **Table 2-29** shows that although North Randall had many fewer sales due to the small number of single-family homes, the increase in the average sales price of homes in North Randall outpaced surrounding communities and the county.

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Table 2-29, Single-Family Home Sales, Cuyahoga County & Surrounding Communities, 1990-1993-1997

Year	Number of Sales	Average Sale Price	Median Sale Price	Percent Change Average Sale Price 1990-1997
Warrensville Hts.				
1990	91	\$58,160	\$59,900	17.34%
1993	92	\$59,662	\$60,000	
1997	97	\$68,245	\$70,000	
Maple Hts.				
1990	445	\$58,877	\$58,500	29.38%
1993	484	\$64,749	\$64,900	
1997	535	\$76,174	\$75,000	
Bedford Hts.				
1990	89	\$68,046	\$67,900	38.00%
1993	82	\$75,834	\$76,500	
1997	74	\$93,905	\$88,500	
Cuyahoga County				
1990	13,982	\$86,414	\$72,000	31.59%
1993	11,337	\$115,176	\$95,500	
1997	15,987	\$113,708	\$95,000	

SOURCE: Cleveland State University, Housing Policy Research Program and NODIS

Assessed Valuation

Cuyahoga County Auditor's data on the assessed valuation of properties between 1988 and 1997 in North Randall is shown in **Table 2-30**. A major component of the auditor's determination of assessed value is recent property sales data. North Randall's total assessed value increased from \$56,569,660 to \$60,220,320 between 1988 and 1997, an increase of 6%. **Table 2-31** compares

this increase in assessed valuation with that of many southeast Cuyahoga County communities and Cuyahoga County as a whole. As shown, North Randall's assessed valuation appreciation lags far behind these other communities.

Table 2-30, Assessed Valuation, North Randall, Surrounding Communities, Cuyahoga County, 1988-1997

Year	Agricultural/Residential	Commercial/Industrial	Property/Public	Total
1988	\$2,993,470	\$51,279,480	\$2,296,710	\$56,569,660
1989	\$3,069,920	\$54,879,570	\$2,409,420	\$60,358,910
1990	\$3,075,340	\$54,680,940	\$2,473,190	\$60,229,470
1991	\$3,493,660	\$56,833,830	\$2,529,630	\$62,857,120
1992	\$3,489,630	\$57,479,170	\$2,549,810	\$63,518,610
1993	\$3,495,230	\$57,597,330	\$2,505,670	\$63,598,230
1994	\$3,427,530	\$54,804,960	\$2,509,500	\$60,741,990
1995	\$3,427,530	\$55,180,690	\$2,389,070	\$60,997,290
1996	\$3,427,530	\$55,474,060	\$2,388,700	\$61,290,290
1997	\$3,796,170	\$54,145,850	\$2,278,300	\$60,220,320

SOURCE: Cuyahoga County Auditor

TAXES

Property Taxes

Graphs 2-6 and 2-7 illustrate North Randall's position relative to all Cuyahoga County communities with regard to rates of taxation for all purposes and rates of taxation for school purposes. As shown on **Graph 2-6**, when comparing the tax rates of North Randall versus all other taxing districts, North Randall is 31st out of 76. Sixty percent of the total taxing districts have taxes lower than North Randall. However, North Randall has lower taxes than nearby Warrensville Heights and Highland Hills.

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Table 2-31, Assessed Valuation, Percent Change, North Randall, Surrounding Communities, Cuyahoga County, 1988-1997

Community	% Change
NORTH RANDALL	6%
Bedford	28%
Bedford Heights	26%
Garfield Heights	27%
Maple Heights	24%
Oakwood Village	37%
Solon	45%
Walton Hills	22%
Warrensville Heights	13%
Cuyahoga County	34%

SOURCE: Cuyahoga County Auditor

Considering taxes for school purposes, those communities in the Warrensville City School District rank in the top one-third of all taxing districts in terms of school tax rate.

Income Tax

North Randall's income taxes, as well as Warrensville Heights' income taxes are collected by Central Collection Agency, (CCA). Bedford Heights and Maple Heights utilize the Regional Income Tax Authority, (RITA) to collect income tax. Data from these two sources regarding income tax rates can be found in *Table 2-32*. As shown, North Randall's income tax is higher than surrounding communities however, with a 100% tax credit for residents who pay income taxes elsewhere, North Randall offers more of a credit than Warrensville Heights and Maple Heights.

Table 2-32, Income Tax Rate Comparison, 1997-1998

	1997		1998	
	Income Tax Rate	Tax Credit	Income Tax Rate	Tax Credit
Central Collection Agency				
North Randall	2.25	100%	2.50%	100%
Warrensville Heights	1.75%	50%	1.75%	50%
1997-98				
Regional Income Tax Authority				
Bedford Heights	2%	100%		
Maple Heights	2%	80%		

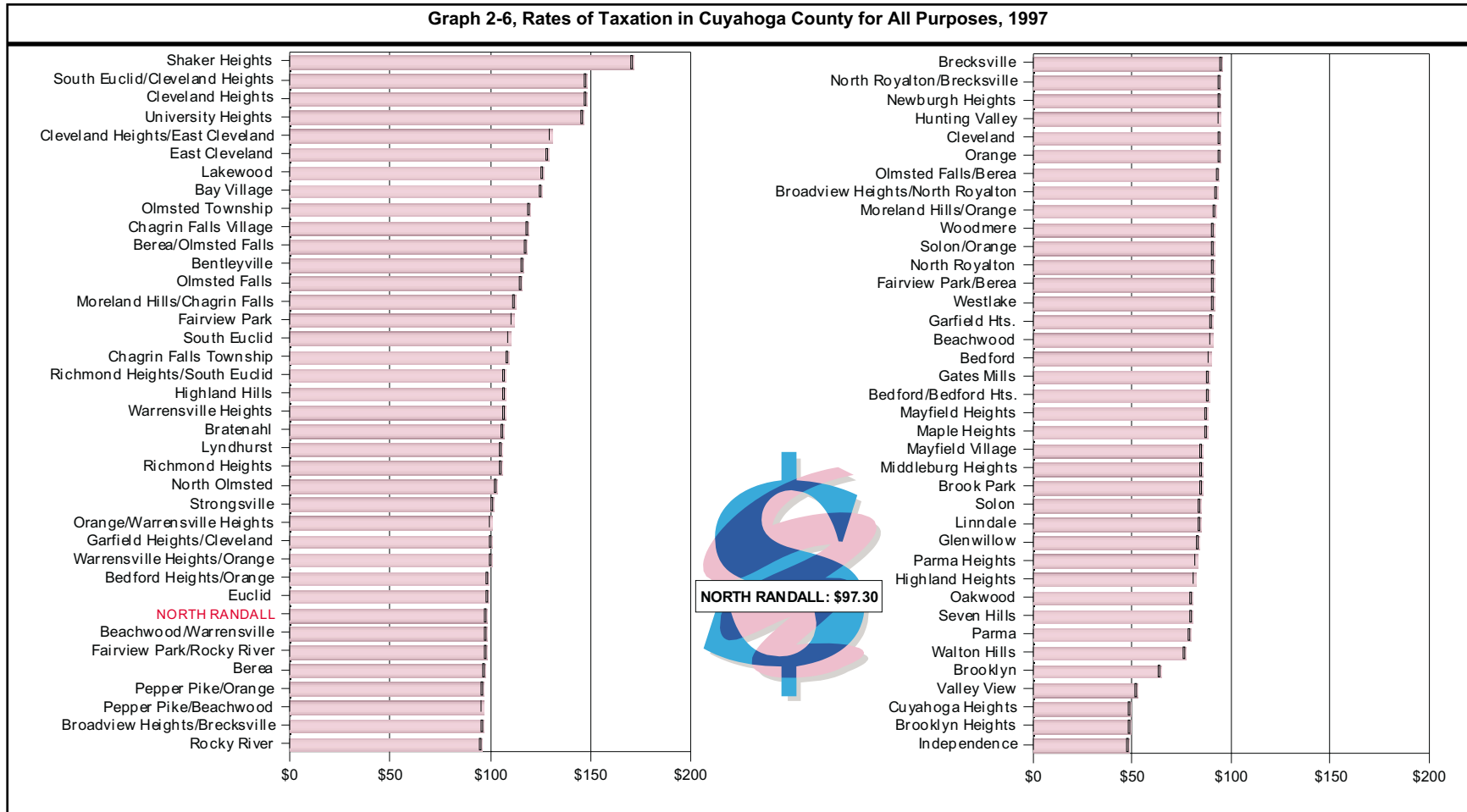
SUMMARY

A summary of the data presented is as follows:

- ✓ North Randall's population peaked in 1970 along with the remainder of Cuyahoga County. In general, households in North Randall are small and there are very few children. The most prevalent type of households are single- person households.
- ✓ North Randall is a racially mixed community.
- ✓ Overall, North Randall's population has somewhat lower levels of education and lower income than in the county and surrounding communities.
- ✓ The Village's unemployment rate is low. Residents work in technical sales, administrative support and managerial professional specialty occupations.

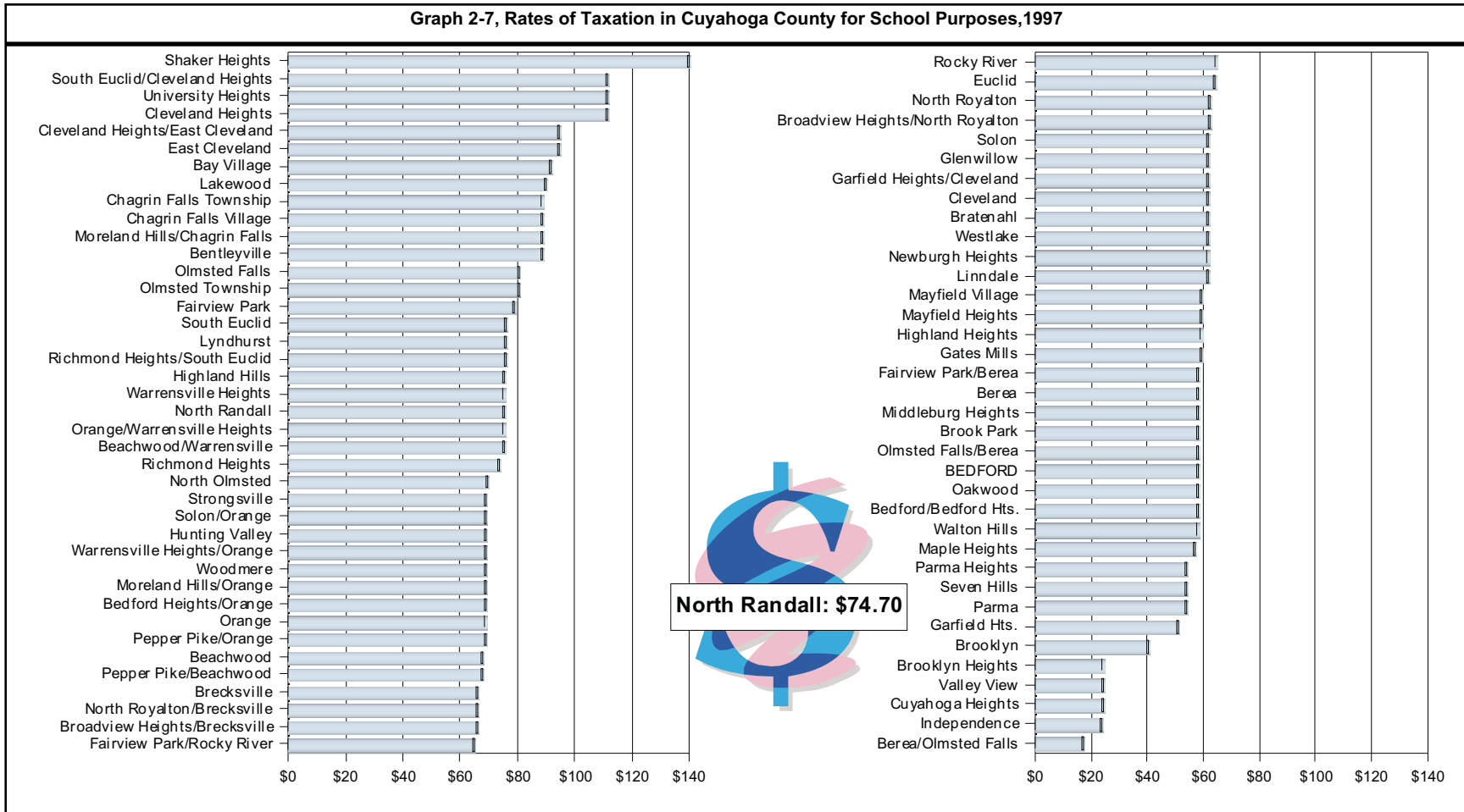
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Graph 2-6, Rates of Taxation in Cuyahoga County for All Purposes, 1997



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Graph 2-7, Rates of Taxation in Cuyahoga County for School Purposes, 1997



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- ✓ The current mix of housing units shows a concentration in apartments and rental units.
- ✓ Single-family areas appreciated in value. However, appreciation for commercial areas has been quite low compared to surrounding communities and Cuyahoga County as a whole.
- ✓ The median year structures were built in the Village is 1962 which makes the median age of the Villages

housing units 36 years. Upkeep and maintenance is required.

- ✓ Property taxes are in the high/middle range when compared with all Cuyahoga County communities.
- ✓ With a large influx of workers and visitors and shoppers, the Village's population grows dramatically every day. Planning for the mobility and safety of these visitors is important.

Chapter 3

Land Use



Village of North Randall Master Plan

INTRODUCTION

How land is used in a community in large part defines a community's character. This study will inventory the distribution of single-family, multi-family and commercial land uses within the Village. This information is needed to determine future development and redevelopment potential which will assist the Village in maintaining the vitality and quality of life in the community. An inventory of zoning will highlight where each land use is designated within the Village and how the zoning of land in the surrounding communities could affect residents and businesses in North Randall. Also discussed are the Village's environmental characteristics. Knowledge of the Village's environmental characteristics floodplains, wetlands and steep slopes is necessary in order to protect and enhance these elements through the development and redevelopment process.

Critical to a full understanding of North Randall's potential in terms of land use is knowledge of the Village's position within the Cleveland Metropolitan region. As such, prior to a review of land use and zoning, this Chapter will analyze North Randall's location and role in the region.

REGIONAL CONTEXT

The Village of North Randall is located in the southeast portion of Cuyahoga County bounded by the communities of Warrensville Heights and Bedford Heights and served by nearby Interstates 480 and 271 (see *Map 3-1*). The Village is one of the smallest communities in Cuyahoga County with less than 1,000 residents and is comprised of less than 1 square mile of land. However, since its establishment, this small community has continually played a major regional role in the Cleveland area, in-

cluding a railroad depot, horse racing hub and site of one of the largest malls in the United States, Randall Park Mall.

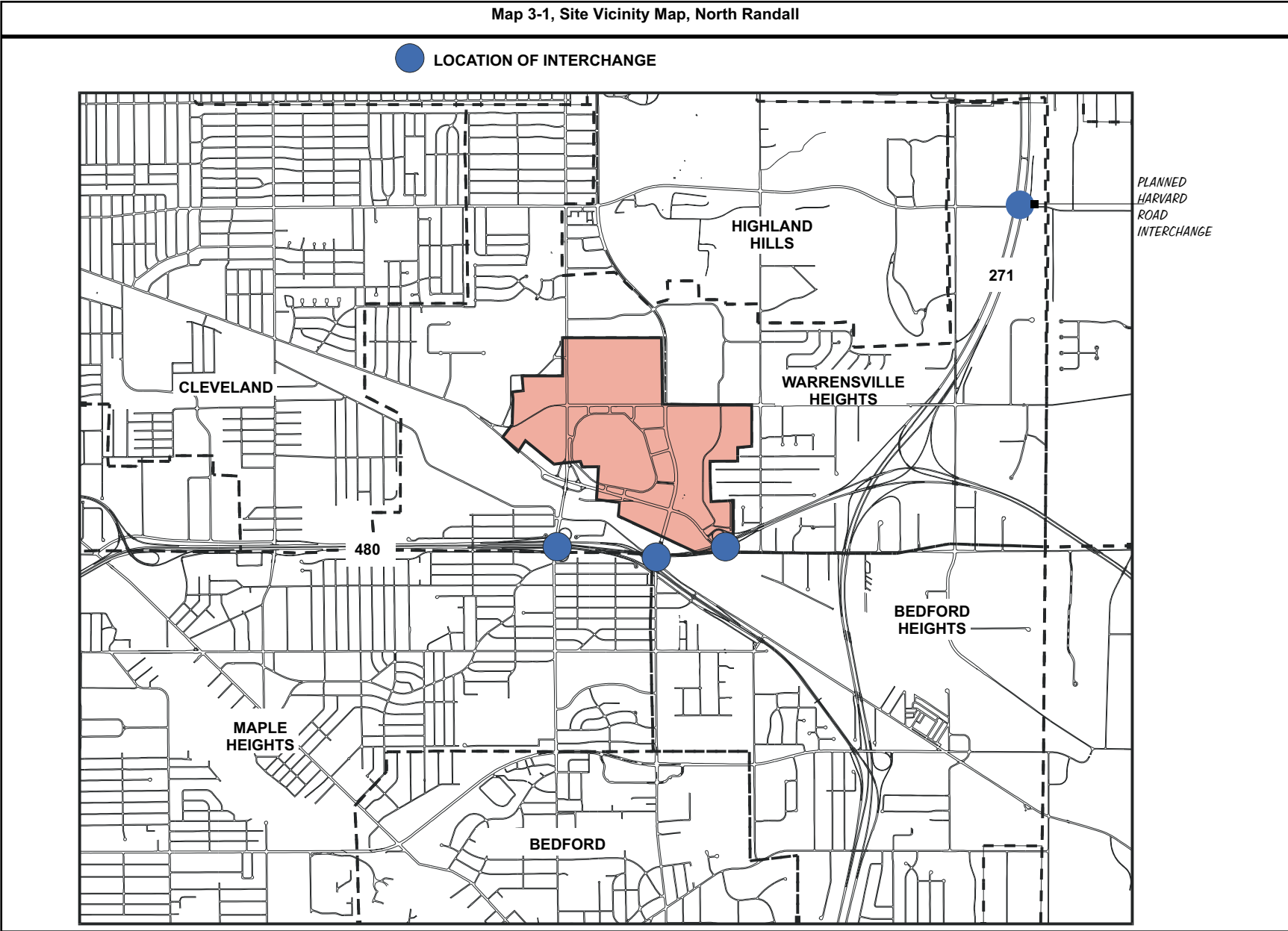
Superior access to the regional market has been North Randall's hallmark since the completion of I-480 and I-271. In addition to the Miles Road interchange at I-480 within the Village, there are two interchanges adjacent to the Village that provide easy access. The Northfield Road and Warrensville Center Road interchanges with I-480 are located in Warrensville Heights. Further, Warrensville Center Road and Northfield Road intersect with the east and west major roadways of Emery Road and Miles Roads to provide outstanding access to and within the Village. Northfield Road has an average daily traffic count of 57,000 cars per day and Warrensville Center Road has an average daily traffic count of 35,000 cars per day. Residents throughout Cuyahoga County and parts of Geauga, Portage and Summit Counties are just a 20 minute drive from North Randall's extensive retail corridors.

The Greater Cleveland Regional Transit Authority (GCRTA) provides bus service to the area. Eight bus routes currently serve the Village. Bus stops are currently located at the southwest portion of Randall Park Mall, along Warrensville Center Road and along Northfield Road. However, the existing system does not provide convenient connecting bus service between the routes that serve the Village. Therefore, GCRTA is planning to augment and reorganize bus service to the Village through the establishment of a Bus Transit Center at Randall Park Mall.

The Village is also tied to the region through the Conrail Randall Secondary rail line along the southern boundary of the Village. Previously, this line handled the last commuter train service into Cleveland, which ended in 1977. Currently, this rail line carries

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Map 3-1, Site Vicinity Map, North Randall



Village of North Randall Master Plan

local freight including steel, food products and petroleum. GCRTA's Long Range Plan, 1998 lists this line as a potential commuter rail line between Aurora and Cleveland.

Regional Dynamics

The number of people who will live and shop in North Randall in the future will be influenced by several local and regional factors. Local factors include the number and quality of housing units, what community amenities are provided, the type of stores in the community and the overall image the community projects. Regional factors include whether the population of the Cleveland Metropolitan region grows or declines and future state and federal transportation policies.

Many older suburbs of Cleveland are experiencing population decline and increased vacancy rates of commercial and office buildings. This is occurring because while the population of the Cleveland Metropolitan region remains stable, people and jobs continue to move farther out into the suburbs and rural areas. In order to capture the commercial market from this shift of population and jobs, new commercial centers continue to be built near the new outlying locations. These new commercial areas compete for the same shoppers as North Randall's stores.

LAND USE

How land is used within a community has a direct correlation with a community's image. A land use evaluation can help determine areas where the community may improve its image and quality of life. An analysis of existing land use and trends is essential in determining these issues. Data for this analysis was collected by a field inventory of land use in October 1997 and

examination of data from the Cuyahoga County Auditor's Office.

The Village of North Randall encompasses a land area of 506 acres (see *Map 3-2*). As shown, the predominant land use for North Randall is commercial, shown in red. *Table 3-1* shows that commercial land uses include 298.9 acres or 59.1% of total land coverage of North Randall. This commercial area includes the Randall Park Mall, Thistledown Race Track and the commercial areas along Northfield, Warrensville and Miles Roads. Appendix A lists all the retail businesses operating in the Village as of the fall of 1997.

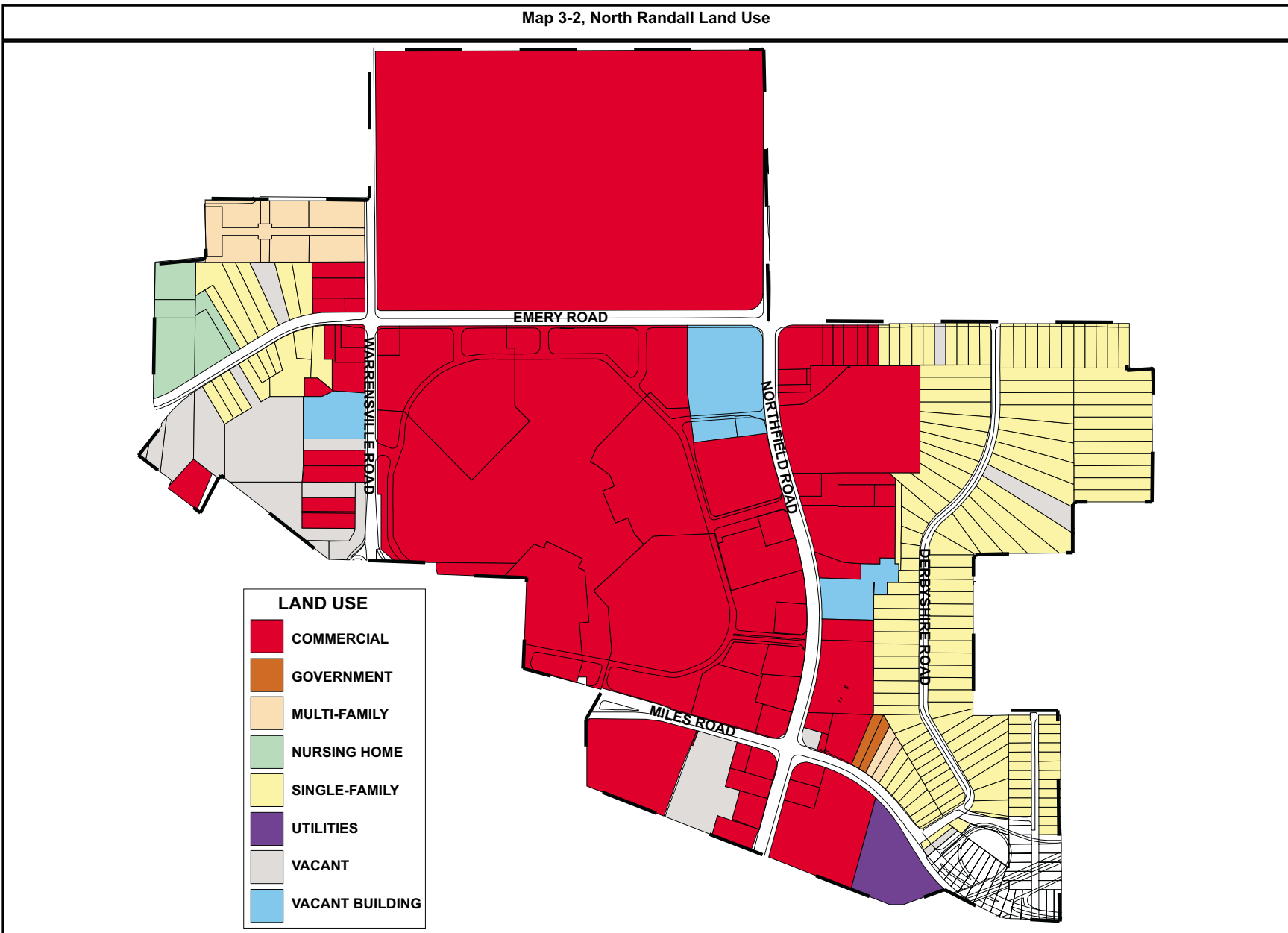
Table 3-1, North Randall Land Use

Land Use Category	Acreage	Percentage
Commercial	298.90	59.1%
Single-Family Residential	89.90	17.8%
Roads	54.07	10.7%
Vacant Land	26.90	5.3%
Government	1.03	0.2%
Vacant Building	11.30	2.2%
Multi-Family	10.80	2.1%
Nursing Home	7.90	1.6%
Utilities	5.20	1.0%
TOTAL	506.00	100.0%

The second most prevalent land use in North Randall is single-family residential. Single-family housing areas, shown on *Map 3-2* in yellow, consists of close to 18% of the total land coverage within the Village or 89.9 acres. This single-family housing was primarily built between 1950 and 1960 and continues to be a vi-

Village of North Randall Master Plan

Map 3-2, North Randall Land Use



Village of North Randall Master Plan

tal, well maintained part of the community. The residential areas have well- established shade trees which creates a positive image for the community.

Land area devoted to road right-of-way comprises just over 10% of the land area of the Village. This includes the area devoted to all roads within the Village and the Miles Road interchange with I-480.

Vacant land, shown in gray on *Map 3-2*, comprises just over 5% of the Village with 26.9 acres. A large portion of vacant land is located on the west end of the Village south of Emery Road. A portion of this area has steeply sloped areas and wetlands and also does not have direct access to a major arterial road. The second largest area of vacant land is along Miles Road west of Northfield Road. This is in the heart of the retail area of the Village with no physical constraints. While currently vacant, this land was recently rezoned from industrial to commercial to accommodate the potential for a “Pep Boys” auto parts store and for the establishment of an Aldi’s grocery store. The other areas of vacant land consist of areas where drainage-ways exist and would require dramatic grading of the land to accommodate commercial or housing development.

Land with totally vacant buildings consists of 14.4 acres of land in the Village. These vacant buildings currently include:

- ✓ the former Hotel at the corner of Emery and Northfield Roads; and,
- ✓ the former Sun T.V. appliance store located on Miles Road.

Other land uses, comprising less than 5% of the total area of the Village, include multi-family housing, nursing home, government facilities and utility company facilities. North Randall does not have any land used for offices, industrial firms or parks and recreational uses.

COMMERCIAL AREAS

Commercial parking lots and large commercial buildings dominate the landscape in North Randall. As shown on *Map 3-3 and Table 3-2*, there are currently 129 acres of parking area and approximately 169 acres of commercial buildings including walkways and loading areas. Further, when considering parking areas, building area and roads, nearly 70% of the Village is covered by commercial rooftops or pavement.

Land Use	Acreage	Percent of Village
Commercial Parking	129	25.4%
Commercial Buildings	169	33.3%
Roads	54	10.7%
TOTAL	352	69.4%

ZONING

The majority of the Village is zoned commercial and retail. These areas, as shown on *Map 3-4*, are along the major roadways. Areas east of Northfield Road and west of Warrensville Center Road are zoned single-family. There is also land zoned for multi-family uses on Warrensville Center Road north of Emery Road and next to Village Hall on Miles Road. As previously noted, the vacant lot on Miles Road, west of Northfield Road,

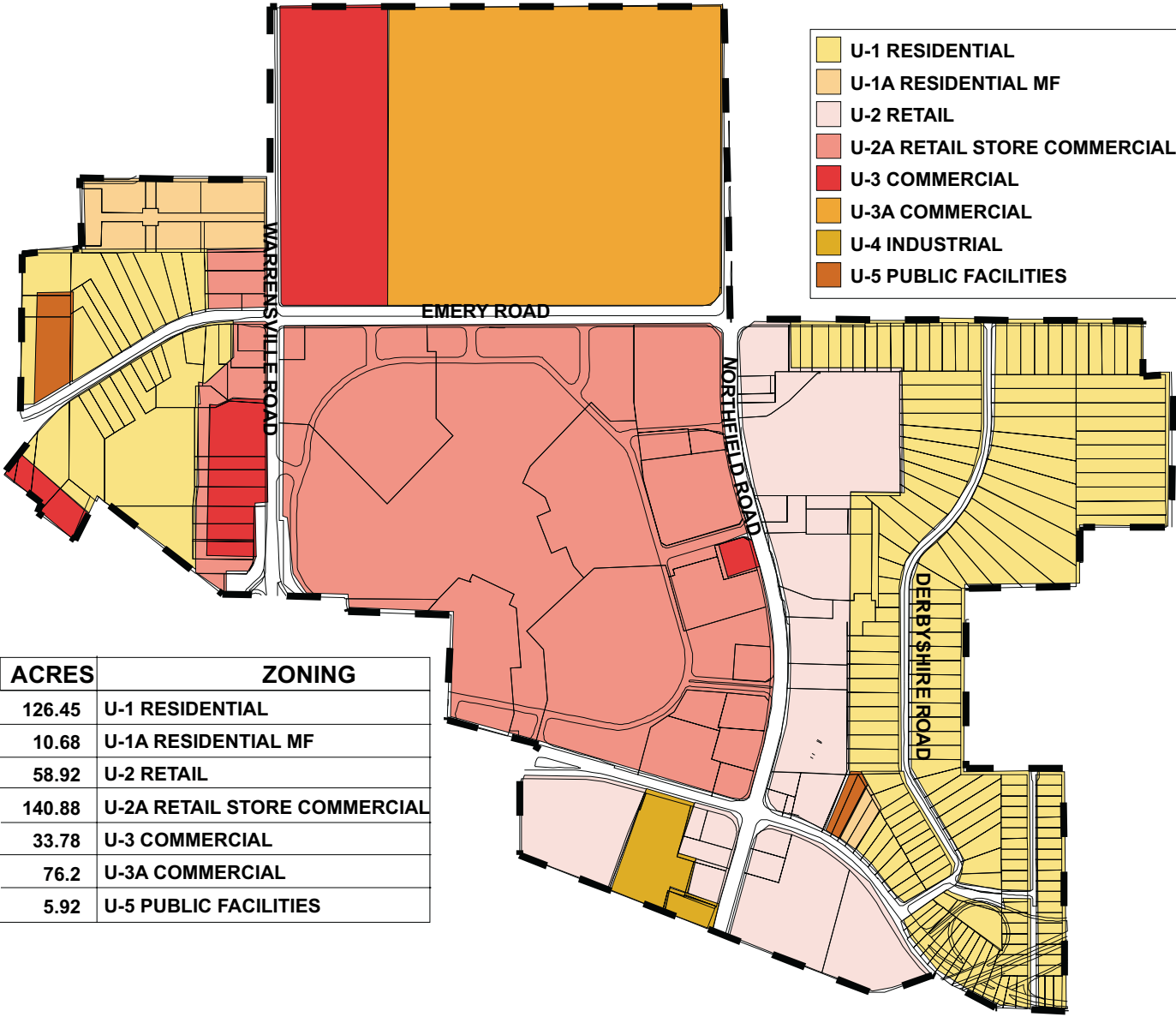
Village of North Randall Master Plan

Map 3-3, Parking Areas



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Map 3-4, North Randall Zoning



ACRES	ZONING
126.45	U-1 RESIDENTIAL
10.68	U-1A RESIDENTIAL MF
58.92	U-2 RETAIL
140.88	U-2A RETAIL STORE COMMERCIAL
33.78	U-3 COMMERCIAL
76.2	U-3A COMMERCIAL
5.92	U-5 PUBLIC FACILITIES

Village of North Randall Master Plan

was recently rezoned from industrial to commercial to accommodate the potential for a Pep Boys auto parts store and for the establishment of an Aldi's grocery store. There are no areas in the Village zoned for office purposes. The land zoned for Public Facilities only includes Village Hall and does not include land for any parks or recreation facilities.

ZONING IN SURROUNDING COMMUNITIES

The zoning and land use in communities adjacent to North Randall may impact the use of the land in the Village. *Map 3-5* shows the zoning of communities adjacent to North Randall. An analysis of the zoning in these communities can be found below.

Warrensville Heights

The City of Warrensville Heights almost fully surrounds North Randall. Along the southwest border of North Randall, generally along Miles Road, land is zoned for industrial purposes in Warrensville Heights. This industrial land abuts commercially zoned land in North Randall.

Along North Randall's western border, land zoned for industrial purposes in Warrensville Heights abuts land zoned for single-family uses in North Randall. Along North Randall's northern border, land is zoned for commercial uses in Warrensville Heights. For the most part, this commercially zoned land in Warrensville Heights abuts commercially zoned land in North Randall except for the location of the Randall Park Estates apartments on Warrensville Center Road.

Along Emery Road, a mixture of multi-family, single-family and commercially zoned land in Warrensville Heights abuts mostly single-family zoned land in North Randall. Along North Randall's eastern boundary, land is zoned for single-family uses. In this area, land in Warrensville Heights is also zoned for single-family uses.

Bedford Heights

A small portion of the City of Bedford Heights is adjacent to North Randall in the southeast corner of the Village. Bedford Heights has zoned the property adjacent to North Randall for industrial purposes. However, North Randall and Bedford Heights are separated by the interstate highway in this location which therefore minimizes the impact industrial activities in Bedford Heights will have on North Randall property.

NATURAL FEATURES

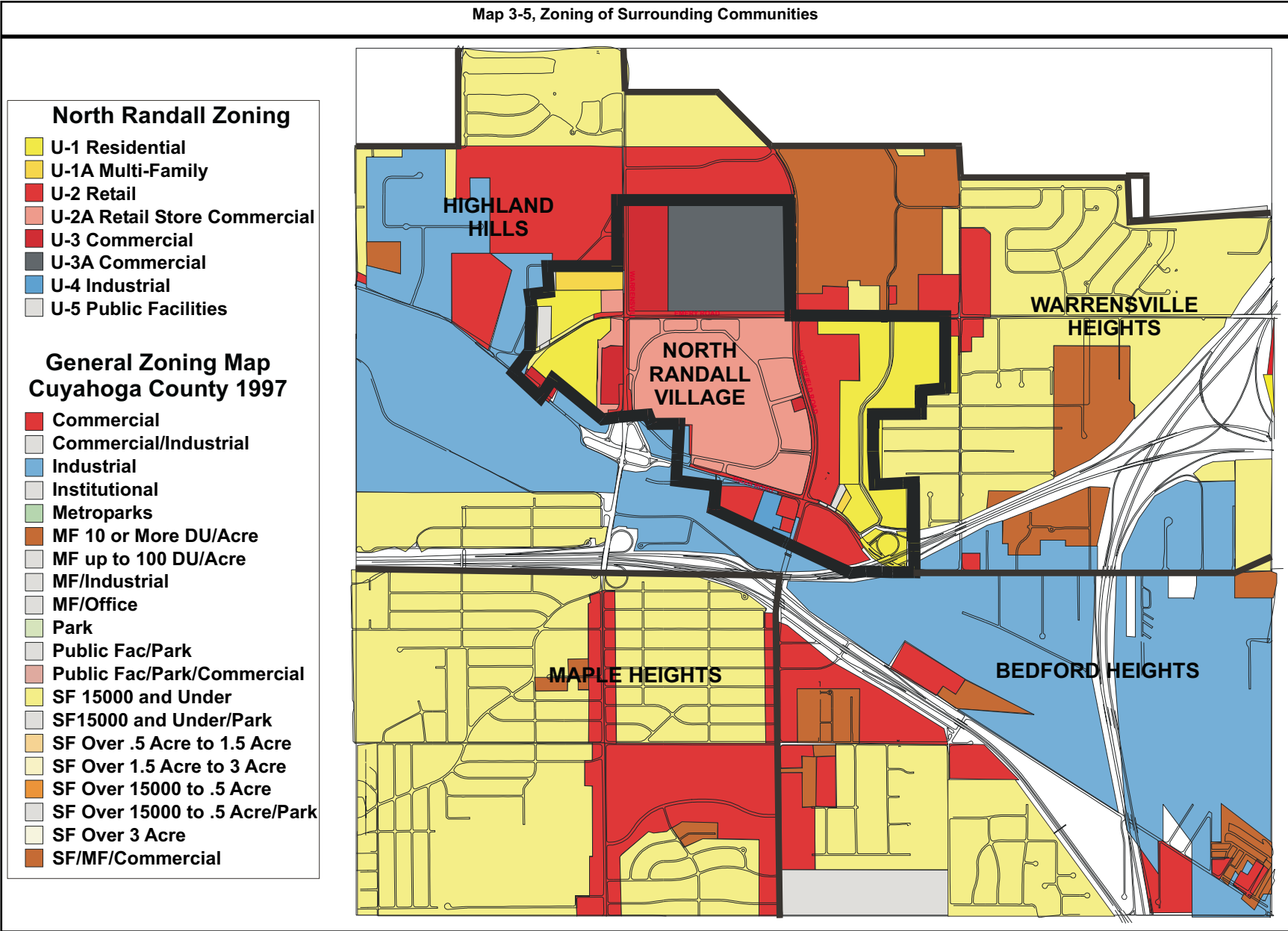
Knowledge of natural features - floodplains, wetlands and steep slopes - that exist within or adjacent to North Randall's borders is important to understand when considering development and re-development projects.

Floodplains

Floodplains are flat, low-lying bottom land areas along rivers and other drainage courses. Floodplains play an important role in the storm water management system. During periods of heavy or continuous rains, floodplains hold water that may otherwise flow to flood developed areas. Areas of a 100 year flood are defined as those areas with a 1% chance of being flooded in any given year.

Village of North Randall Master Plan

Map 3-5, Zoning of Surrounding Communities



Village of North Randall Master Plan

According to the Federal Emergency Management Agency's guidelines, there are no floodplains in North Randall.

Immediately adjacent to the Village's western boundary is an area of Tinkers Creek 100 year floodplain. Bear Creek, a tributary of Tinkers Creek, flows through North Randall parallel to and between Northfield Road and Derbyshire Road. This tributary is culverted at Emery Road and Miles Road. In the past, during heavy storms, flooding of basements in the Derbyshire area from water overflowing from this tributary has been a problem. Recently, the Village has worked to clean out the creek which has lessened this problem.

Wetlands

Wetlands are transitional areas between open water and dry land. The loss or degradation of wetlands can lead to serious consequences, including increased flooding, species decline, extinction, and decline in water quality. According to the Ohio Wetlands Task Force 1994 report, the State of Ohio has lost over 90% of its original wetland areas. Therefore, protecting remaining wetland areas is critical.

Wetlands range from infrequently flooded lands to lands that constantly flood. All wetlands have two things in common: a soil that is at least periodically saturated or covered with water, and plants that can tolerate such conditions. Water is the controlling factor in determining the type of plant and animal communities living in wetlands. The presence of certain water-loving plants is often used to identify wetlands.

Map 3-6 shows general areas where wetland conditions exist in the Village of North Randall. The dark blue indicates areas where small shrubs and grasses grow in wetland soil areas. The

light blue indicates shallow marsh areas. Most of the wetland areas are on the west side of the Village. Other areas can be found near Derbyshire Road and on the north side of the Thistledown property.

Slope

Map 3-7 shows that the Village of North Randall is relatively flat with gently sloping areas of 0-6% in the residential portions of the community. However, there is one wooded, vacant area in the western section of the Village which has slopes that have a range of 6-12%. Due to the existing urban conditions of the Village's commercial areas, much of the Village was not rated for slope conditions.

LAND USE SUMMARY

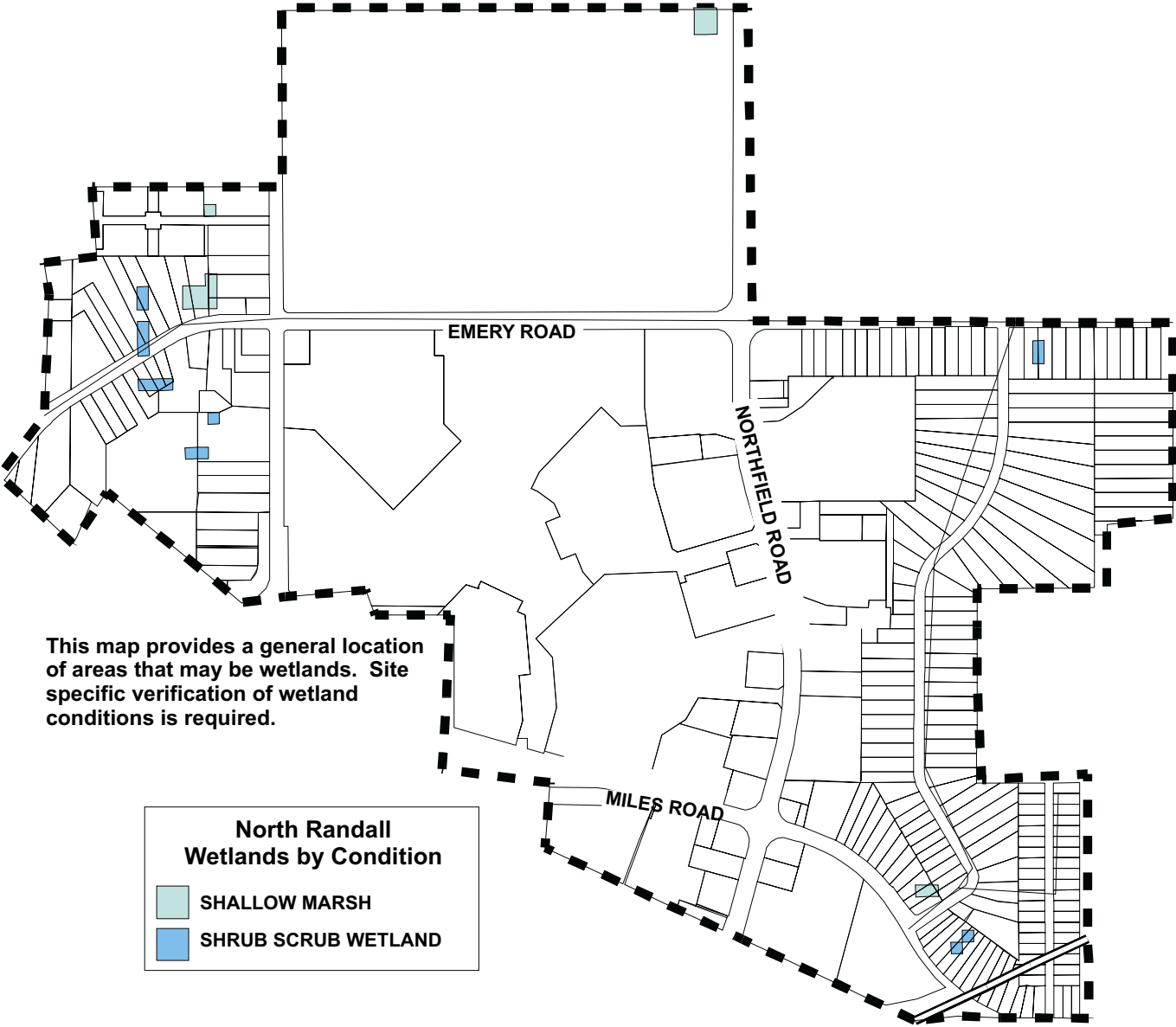
North Randall has continued to evolve since it's founding in 1908. Today, Greater Cleveland's regional market continues to grow and change through the application of new technology, expansion of the transportation system and continued movement to suburban and ex-urban areas. In order to stay competitive, North Randall must continue to evolve to maintain a healthy quality-of-life for its residents and meet the desires of the shopping public which support the Village's many businesses.

Current Trends

The Village of North Randall has already begun to address future *Challenges* of redevelopment and reuse of vacant buildings and stores through the direct participation and/or support of the following initiatives:

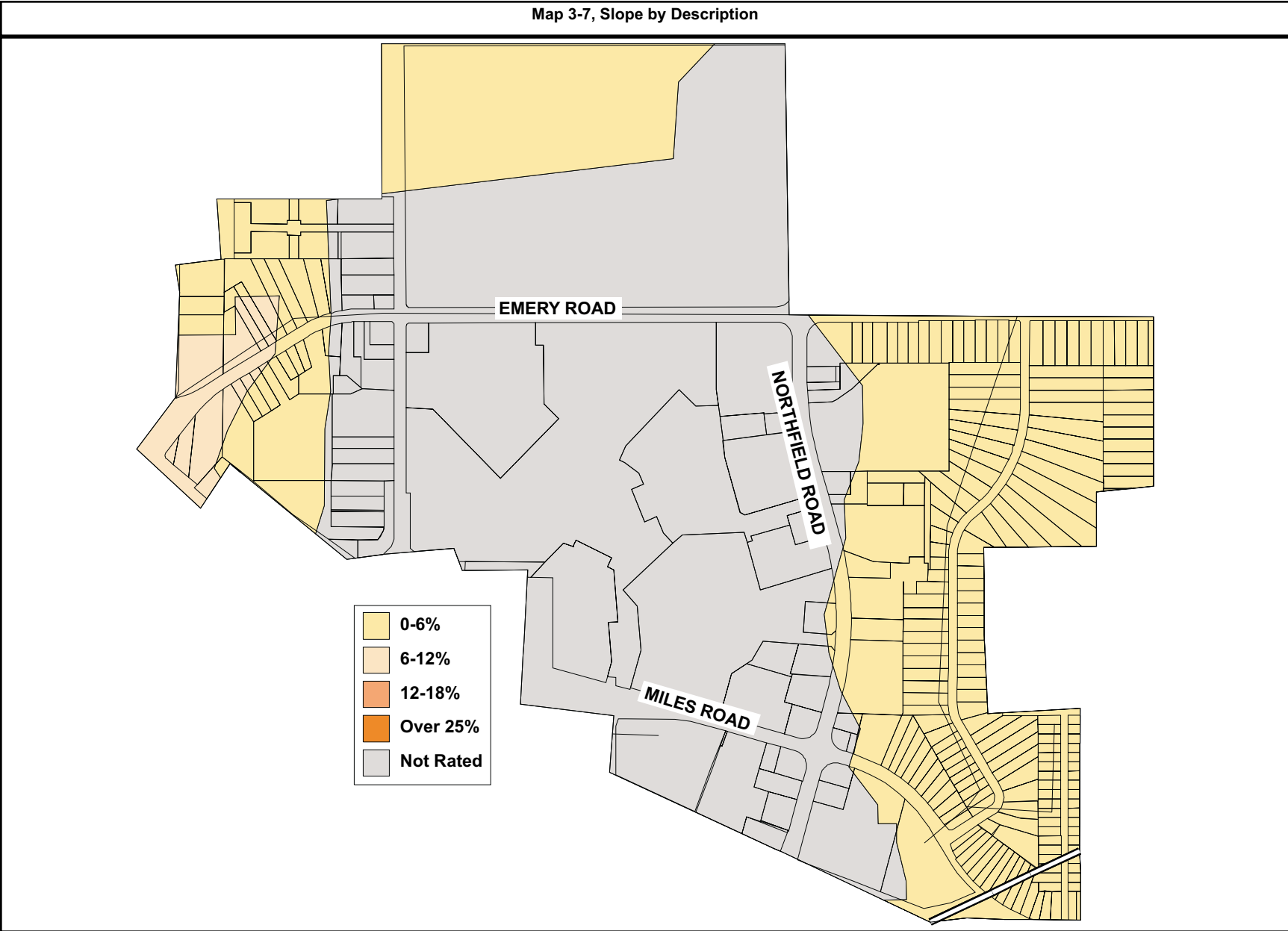
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Map 3-6, North Randall Wetlands



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Map 3-7, Slope by Description



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- ✓ Improvements to North Randall Mall, including a \$25 million interior renovation and the introduction of the Magic Johnson Theater Complex.
- ✓ The Village is actively pursuing a viable use for the vacant hotel at the corner of Emery and Northfield Roads. Currently, one strong proposal is to utilize the hotel for elderly housing and Village administrative offices. A feasibility study is being conducted for the housing to determine the demand for this in the region.
- ✓ Significant investments in surrounding communities will positively impact North Randall. OfficeMax will be developing a \$70 million, 350,000 square foot three building operations center in adjacent Highland Hills to be completed by April, 1999. Metropolitan Bank and Trust is constructing a 175,000 square foot office building at the southwest corner of Green and Harvard Roads. The Bank is expecting to house 185 employees in the building and lease the remaining portion of the building. Also, NCB is adding to their existing facility.
- ✓ The Greater Cleveland Regional Transit Authority (GCRTA) is currently working on a plan to construct a Bus Transit Center in North Randall near the south side of the mall. GCRTA defines a transit center as “a local transportation hub that provides a center from which to run suburban circulation routes and provide a convenient location between local, circulator, community, regional and downtown oriented transit service. Transit centers include a comfortable waiting

environment for passengers and allow for coordinated bus schedules which makes transferring between routes easier and more efficient. Transit centers also allow for economic development opportunities for the surrounding area.”

- ✓ The vacant Best Store has been acquired by the DSW shoe store.
- ✓ The vacant lot on Miles Road has been acquired and the land has been rezoned for the potential establishment of a Pep Boys Autocare and Aldi’s Grocery Store.
- ✓ The Vacant Sun T.V. store has been acquired by Amsdell Storage company.

Land Use Recommendations

Based upon the information gathered for this Chapter and discussions with Village leaders and staff, CPC offers the following future land use and redevelopment recommendations:

- ✓ Due to expanding competition of new regional shopping centers, dispersal of population, and the aging of the North Randall shopping district, improvements must be made to commercial properties in order for the Village to maintain its vitality and attractiveness.
- ✓ The appearance of parking lots and road right-of-way play a large role in defining North Randall’s character and have a direct impact on North Randall’s image. It is critical to improve the attractiveness of parking lots and road right-of-way with landscaping

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to create an attractive and cohesive area. This is discussed in greater detail in the Storefront Renovation and Street Right-of-Way Beautification sections of this report.

- ✓ Currently, the Village is heavily commercial/retail land uses. Capitalizing on opportunities to diversify the land use mix within the Village would be beneficial. The introduction of office uses would help support the community through various market cycles as well as provide potentially higher income tax revenue than retail businesses. Additional residential uses would cause the population of the Village to grow. Nationally, redevelopment of expansive commercial areas, including malls, is being done through the introduction of residential units to commercial areas. New residents are afforded the convenience of regional quality shopping and services in their own neighborhood.
- ✓ Except for Village Hall, all land within the Village is privately owned. While shoppers gather to patronize commercial establishments, there is no Village focal point. Creating a centralized “town square” or public gathering place would benefit the Village and help to establish an identity of North Randall as a special place, to live, work and shop, not just somewhere to go shopping. A public commons would provide a place for gatherings which could draw North Randall residents and visitors from the region.
- ✓ Throughout the Village, including the site of Randall Park Mall, pedestrian amenities including designated

walkways and waiting areas are lacking. The establishment of designated pedestrian walkways is recommended. Walkways are a critical part of ensuring shoppers comfort and support the use of public transportation which in turn reduces congestion and works to provide access to retail establishments from all segments of the population.

- ✓ For the most part, zoning of land in surrounding communities is compatible with land uses in North Randall. Where land uses conflict, an effort should be made to work with surrounding communities to reduce any adverse impacts through the establishment of buffering.
- ✓ There is very little undeveloped land in the Village, therefore, redevelopment and improvement of existing properties is crucial to remaining competitive in the regional market. However, by working with the property owners of the vacant property in the western portion of the Village an opportunity to develop the land in an environmentally and economically responsible manner that will benefit the community as a whole could be realized. This is discussed in greater detail in the Development Impact Analysis chapter.
- ✓ Maintain close contact with GCRTA regarding their plans for the bus transit center and potential for establishment of commuter rail. The fruition of commuter rail will mean that the Village should carefully consider it’s land use and zoning in order to fully capitalize on the potential of commuter rail.

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- ✓ The properties fronting on Warrensville Center Road, south of Emery Road are zoned for both U-3 Commercial and U2A Commercial. This mix of zoning should be eliminated.

Chapter 4
Commercial Corridor
Streetscape Beautification



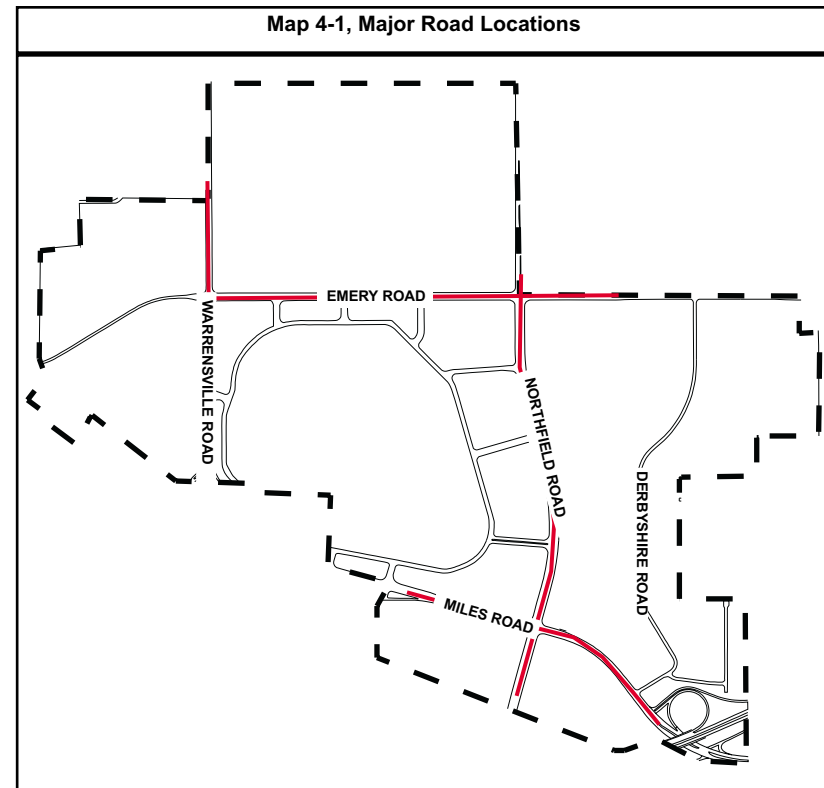
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INTRODUCTION

North Randall's commercial corridors, Northfield Road, Warrensville Center Road, Emery Road and Miles Road are the community's "faces" to the outside world (see *Map 4-1*). In large part, the images and views a visitor experiences while traveling along these roads defines the visitor's opinion of the area. The appearance of the streetscape helps the visitor answer questions such as: *Is this a safe community? Do people care about this place? Can I find what I need easily and safely? If I have a choice, would I want to return?* In order to ensure the visitors and shoppers return, it is crucial that the community's "face" portray a safe, well-maintained community that business people and residents care about. Therefore, due to the important role of street right-of-way appearance in defining North Randall's image, this Chapter will discuss existing right-of-way conditions and propose recommendations on how to improve and enhance the streetscapes of North Randall.

EXISTING CONDITIONS

In order to assess the potential for streetscape improvements, an inventory of the existing conditions within the right-of-way of the Village's commercial corridors was conducted. The inventory included an assessment of Village entrances, existing right of way width, road pavement width and the location of sidewalks. Other elements within the right-of-way that were located include driveways, utility poles, traffic signals and control boxes, traffic control signs, utility manholes, fire hydrants, bus shelters, telephones and existing landscaping. Just outside the right-of-way, the location of business signs, parking and existing landscaping were noted.



This inventory revealed several factors which impact the appearance of the streetscape. These factors are: village entrances, current use of right-of-way, driveway characteristics, existing landscaping, sign type and location and parking area characteristics. A summary of pertinent issues is below.

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Village Entrances

Entrances to the Village via Miles Road, Northfield Road, Emery Road and Warrensville Center Road lack a strong visual demarcation.

Existing Right-of-Way Utilization

Included within the rights-of-way of North Randall's commercial corridors, Warrensville Road, Northfield Road, Miles Road and Emery Road, are the road pavement, sidewalks, utility poles and overhead utility wires. For the most part, these elements utilize all the right-of-way width.

Driveway Characteristics

Numerous driveways are located along many areas of the roadway corridors. The abundance of driveways becomes confusing as drivers try to determine which driveway to use. In some cases, the broad width of driveways adds unnecessary pavement into an already extensively paved environment.

Existing Landscaping

Healthy street trees exist along some sections of the roadway corridors. These areas include the south side of Emery Road across from Thistledown, the east side of Warrensville Center Road at North Randall Mall and various sites along Northfield Road and Miles Road. Other landscaped areas include low growing shrubs and grass areas primarily on corner lots. While the existing street trees and landscaping provide many benefits, these benefits are overwhelmed by the large expanses of pavement and large buildings.

Signs

Existing signs are generally located with little or no setback from the right-of-way line. Pole signs dominate the streetscape and are out of scale from the driver's point of view.

Parking Areas

The views of large expanses of paving dominate the road corridor. Parking lots are not screened from the road. Due to the large overall size of parking areas, parking spaces and designated drives are not quickly distinguishable. At some locations, large parking areas dwarf storefront entrances and parking spaces near the road are underutilized. Generally, there is an abundance of empty parking spaces on a consistent basis.

Many of these observations are further illustrated and explained in *Exhibit 4-1*.

RECOMMENDATIONS

Based on these observations CPC offers the following recommendations to guide the redevelopment of the commercial streetscape.

- ✓ The entrances to the Village should be clearly marked with signage and landscaping. Landscaping should provide year-round visual interest including trees, shrubs, evergreens and seasonal flowers.
- ✓ In general, the entire right-of-way is currently being used for traffic travel lanes, sidewalks and utilities and traffic signs. In many cases, parking spaces near the road right-of-way are underutilized. In order to

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Exhibit 4-1, Signage, Existing Conditions



- SCALE OF SIGNS IS LARGE FOR ROADWAY AND PEDESTRIANS
- NUMEROUS POLE SIGNS COMPETE FOR VISUAL DOMINANCE AND CREATE A DISORGANIZED SETTING
- OVERLAPPING SIGNS DISTRACT FROM THE CORRIDOR
- SIGNS ARE INCOMPATIBLE WITH EACH OTHER IN SIZE, PLACEMENT AND DESIGN
- NO LANDSCAPING OF SIGN BASE
- NO VISUAL BREAK, SUCH AS LANDSCAPING, BETWEEN ROADWAY AND PARKING LOT IS PRESENT

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improve the overall appearance of the Village, it is crucial to introduce more landscaping to the roadway corridors. Therefore, garnering the cooperation of property owners to provide or allow for the landscaping of a 25-foot strip along the road is necessary. Two options are offered: 1) requiring, as properties redevelop, property owners to install landscaping along road right-of-way, or 2) obtaining a landscaping easement along the right-of-way which would allow the Village to install landscaping.

- ✓ Street trees should be planted along each roadway corridor.
- ✓ The number of driveways for each property should be controlled. Also, driveways should be limited to 36 feet in width.
- ✓ Each right-of-way should include sidewalks to allow for pedestrians.
- ✓ Existing areas of landscaping should be preserved and maintained.
- ✓ Landscaped ground signs are recommended. These signs should set back from the road a uniform distance. This will help to create a consistent and unified corridor. Signs would not overlap or be overwhelming in size.



- ✓ Overall, the large number of underutilized parking spaces may be indicative of excessive parking requirements. The Village should examine the Zoning Code with respect to this issue.

STREETSCAPE DESIGN PLANS

Accompanying this report are detailed streetscape design plans which have been developed utilizing the recommendations stated above. The drawings introduce street trees, low shrub, grass and flowered landscaped areas, ground signs and manage driveway locations and widths. A copy of these plans has been provided to the Building Commissioner. Also, *Exhibits 4-2 and 4-3* illustrate the application of the recommendations offered above.

The most important element in streetscape beautification is the establishment of street trees. Street trees are generally large trees, over 35 feet in height full grown. Street trees should have a tall canopy of at least 10-15 feet to ensure the visibility of ground signs. As noted earlier, trees can already be found along portions of each of the Village's four major commercial roads.

The proposed streetscape plans provided introduce many more new street trees along each road corridor. Due to lack of space in the right-of-way and the presence of overhead utility wires, the proposed streetscape plans show street trees on private prop-

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Exhibit 4-2, Streetscape, Existing Conditions



NO LANDSCAPING TO DEFINE
ROAD RIGHT-OF-WAY

NO VISUAL BREAK BETWEEN
ROAD AND PARKING LOTS

UNATTRACTIVE GUARDRAIL

LACK OF CONTINUITY
AND IDENTITY TO THE AREA

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Exhibit 4-3, Streetscape, Proposed Alternative



LANDSCAPING SEPARATES
RIGHT-OF-WAY FROM
PARKING AREA

LANDSCAPING MORE
PLEASANT TO LOOK AT
THAN GUARDRAIL

TREES HELP DEFINE
ROADWAY

LANDSCAPING CREATES
A CONSISTENCY AND
IDENTITY TO THE AREA

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erty adjacent to the right-of-way. Generally, these planting areas are 25 feet wide. This planting area width is necessary to ensure the trees survival by allowing ample area for root growth and to be of a size to truly make an impact in the extensively paved areas. Ultimately, long rows of mature street trees will create a well-unified corridor. Another element proposed in the streetscape plans are the establishment of landscaped areas around points of interest such as signs, driveway entrances and road intersections and to screen parking lots. Landscaping helps to define space and accentuate buildings and entrances. The landscape areas should include shrubs, ornamental grasses, and perennials that are low to the ground (3' maximum) to avoid obstruction of views but providing seasonal interest throughout the year. These areas will help accentuate and guide the motorist to destinations in a pleasing manner while screening the large expanses of pavement.

Another element proposed in the streetscape plans are the establishment of landscaped areas around points of interest such as signs, driveway entrances and road intersections and to screen parking lots. Landscaping helps to define space and accentuate buildings and entrances. The landscape areas should include shrubs, ornamental grasses, and perennials that are low to the ground (3' maximum) to avoid obstruction of views but providing seasonal interest throughout the year. These areas will help accentuate and guide the motorist to destinations in a pleasing manner while screening the large expanses of pavement.

Roadside ground signs are proposed throughout the streetscape plans to replace existing pole signs along the corridor. These new ground signs are placed 20 feet from the outside face of the curb to ensure proper sight distance for motorists entering or exiting driveways. Existing ground signs that are not setback 20

feet should be relocated or replaced to meet this guideline. Standard sign placement will create a unified appearance to the shopping district where motorists will be able to quickly identify where they wish to go. Proposed trees and landscaping will need to be placed a proper distance from the sign to ensure proper visibility for the motorist.

The proposed streetscape plans establish a standard width for driveways of 36 feet. Any existing driveway that is wider than 36 feet has been narrowed to 36 feet. Also, in instances where a property has three or more driveways, one driveway was eliminated. Minimizing the number and width of driveways will reduce driver distraction and allow space for landscaping.

Plan Implementation and Landscape Maintenance

The proposed streetscape design drawings should be used as a starting point to talk with property owners about overall streetscape beautification. At such time that the proposed plans are to be used for installation of plant material, CPC recommends the Village consult with a landscape architect or landscape contractor to discuss the installation process. Field verification of elements shown on the streetscape design plans is required. These drawings represent a general location for proposed shade trees, landscaping areas and grass areas. Further, a consultation by a certified arborist or nurseryman also is recommended to assist the Village or property owner in proper selection of plant species for the urban conditions of the corridor.

Plant material will need to be salt tolerant, able to grow in full sunlight, able to grow in areas with air pollution and able to grow in confined areas. Attention should be given to creating soil conditions which will support growth and to ensure proper drainage. New street trees should be 2-1/2 inch in caliper size at installa-

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tion to help ensure the tree's survival and to quickly and dramatically change the character of the streetscape. Suggestions for street tree species include Maple, Linden, Green Ash, and Honeylocust. The streetscape plans also utilize ornamental trees. This tree type usually has a maximum height of 15 feet. These trees should be 1-1/2 inch in caliper size or 10 feet in height to increase the chances of survival. Suggestions for ornamental trees are Crabapple and Cherry.

A commitment to long term maintenance is critical to the success of the landscaping plan. If proper plant selection and site preparation are conducted, the maintenance of the newly landscaped areas should be held to a minimum. Proper maintenance such as fertilization, watering and pruning should be discussed with a certified arborist to expedite the plan for long term success.

BENEFITS OF LANDSCAPING AND STREETScape IMPROVEMENTS

The introduction of street trees and other landscaping elements will produce substantial benefits for the community in addition to improvements in aesthetic appearance. Long term, the addition of landscaping will create a healthy and attractive place to live, work and shop. Landscaping will increase property value and reduce air pollution, noise levels, glare and surface water run-off.

Increased Property Value

The aesthetic value that trees, landscaping and green space bring to a place are positive for the community, property owner and the consumers that they serve. Studies have shown an increase in

property value by the presence of trees. (Urban Forestry, Miller, 1997)

Improved Air Quality

Due to the high traffic counts, particularly along Northfield Road and Warrensville Road, and the close proximity to Interstates 480 & 271, the air pollution generated by motorized vehicles greatly effects the air quality of the Village's neighborhoods and retail districts. The installation of additional trees along the road corridors would assist in absorbing some of these pollutants especially on warm temperature days. Air quality is important to the image and appearance of a community.

"Leaves from plants absorb carbon dioxide from the air to form carbohydrates that are used in the plant's structure and function. In this process leaves also absorb other air pollutants such as ozone, carbon monoxide, and sulfur dioxide." (U.S. Forest Service, 1991)

Decreased Summer Temperatures

The presence of trees and plants can significantly alter the temperature of an area, particularly where urban "heat islands" are present as a result of extensive areas of concrete, asphalt and other dark surfaces. The presence of additional tree canopies and increased areas of landscaping will decrease the amount of pavement exposed to direct sun and minimize the urban "heat island" effect.

"Temperature in the vicinity of trees is cooler than that away from trees due to water evaporating from the surfaces of tree leaves. The change from water to water vapor uses heat energy from the air. By using trees in the cities, we are able to moderate the heat island effect"

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caused by pavement and buildings in commercial areas.” (U.S. Forest Service, 1991)

Decreased Noise Levels

Due to the high volumes of traffic in and around North Randall, a significant noise frequency is present that greatly impacts visitors. Reducing the impact of auto oriented noise will help create a pleasant place where people will want to remain.

“Plants have been found to absorb and dissipate high frequencies at a greater rate than low frequencies. Human hearing is more sensitive to high frequencies, so plants selectively filter out the most bothersome frequencies.” (Urban Forestry, Miller 1997)

Decreased Glare

The North Randall shopping district consists of a large amount of building and pavement surfaces. The use of vegetation can reduce the intensity and amount of glare and reflection.

Decreased Stormwater Runoff

Additional landscaped areas will reduce the amount of stormwater runoff from parking areas. Because of the large parking lots and building roofs, there is currently substantial stormwater runoff. Newly landscaped areas, grass areas and trees will intercept stormwater and absorb it hence, reducing runoff. Landscaping will reduce the impact of stormwater on the Village’s stormwater collection system and may even reduce the need for potential expansion in years to come.

Chapter 5

Storefront Renovation and Site Improvement Guidelines



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Over the past decades, North Randall has evolved into a shopping district which draws customers from many parts of the Cleveland Metropolitan region. While North Randall's commercial properties were built according to the building and site improvement standards popular during their time of original construction, today, in order to maintain their customer base, many commercial properties must make storefront renovations and site improvements. The construction of new shopping centers in suburban, outlying locations will continue to draw away North Randall's customer base as shoppers become attracted to a modern, attractive and exciting shopping experience.

As noted in the Demographics Chapter, the assessed value of properties in North Randall only increased 6% between 1988 and 1997. North Randall's appreciation lags well behind that of surrounding communities and Cuyahoga County as a whole, which appreciated 34% over that same ten years. Therefore, in order to maintain and increase the number of shoppers to North Randall - which support overall property value - it is critical to make building and site improvements to create a new, fresh, exciting shopping experience in North Randall. This Chapter will offer several examples of improvements which, if implemented, will reward property owners with a higher property value, business owners with increased revenue and the Village with an improved overall image.

EXISTING CONDITIONS

In order to begin an analysis of existing property conditions, individual properties are used in an effort to show specific examples of the issues under consideration. It is the hope of the Cuyahoga County Planning Commission that an objective review of the examples offered will be of benefit to Village offi-

cial and property owners. As such, *Exhibit 5-1* shows a typical existing storefront that lack factors such as architectural building design consistency, clearly marked and highlighted building entrances as well as building and parking lot landscaping. This property is similar to many others in North Randall where large parking lots dominate the view. There is no clear definition between adjacent parking lots, leaving pavement to flow from one property to another. While this provides access between properties, thus reducing congestion on the arterial roads, the lack of parking lot demarcation contributes to the creation of a bleak, uninviting landscape. *Exhibit 5-2* illustrates that, with the introduction of similar building design and materials, compatible sign design, clearly highlighted entrances, uncluttered windows, and landscaping to define parking lots and reduce the large expanse of paving a property can be transformed.

DESIGN ELEMENTS

Improving the image of North Randall's shopping district involves consideration of the following elements: architectural character, store entrances, window design, sign design, landscaping and lighting.

Architectural Character

The determination of a general architectural character for the Village that can establish continuity and identity within the Village is recommended. Commercial buildings in the Village have been built over several decades and sometimes have conflicting architectural styles that create a somewhat disorganized appearance and little identity as a major shopping district. A basic level of architectural character and consistency can be achieved

Village of North Randall Master Plan

Exhibit 5-1, Storefront, Existing Conditions



- BUILDING FACADES ARE UNIQUE TO EACH BUILDING AND DO NOT CREATE A CONSISTENCY IN DESIGN FOR THE AREA
- ENTRANCES INTO THE BUILDING ARE LOST DUE TO THE SCALE OF THE PARKING LOT AND LACK OF LANDSCAPING
- SIGNAGE IN WINDOWS OR LACK OF WINDOWS DOES NOT CREATE AN INVITING OR PLEASANT LOOKING STOREFRONT
- LACK OF LANDSCAPING

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Exhibit 5-2, Storefront, Proposed Alternative



- SIMILAR BUILDING FACADES AND MATERIALS
- STORE ENTRANCES HIGHLIGHTED THROUGH USE OF LANDSCAPING AND AWNINGS
- SIMILAR SIGNAGE DESIGN
- UNCLUTTERED WINDOW TREATMENTS
- LANDSCAPING DEFINES PARKING SPACES AND REDUCES LARGE SCALE OF PARKING LOT

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through the careful consideration of the design of building storefronts, building materials, color and display windows.

Store Entrances

Many large commercial buildings are setback a considerable distance from the road. Due to this distance and the existence of expansive front parking lots, store entrances are “lost” and are uninviting to the customer. Store entrances can be improved by clearly marking and highlighting entrances with awnings, canopies, landscaping and alternative paving materials. Awnings should have a consistent appearance in color and style to establish an identity for a property. Foundation planting such as evergreen shrubs or small accent trees can complement the building structure and emphasize the store entrance in an attractive, effective manner. A paving material, different from the parking lot, can be used for pedestrian walkways to the store entrance and will increase pedestrian -shopper comfort.

Windows

Windows are an important element in the design of a storefront. Windows provide the customer with a comforting “pre-view” into a building before they enter. Windows provide high quality display areas to draw customers as well as improve security by offering employees a view of the parking lot and store entrance. The windows of a storefront should complement the building and provide an attractive appearance from the roadway. The overuse in number or in extended duration of temporary signs detract from the appearance of storefront windows by creating a cluttered appearance.



Signs

Signs are extremely important to any commercial establishment to advertise and attract customers. In order to ensure the success of each business as well as improve the overall image of the Village, several issues regarding signs and sign design must be considered. These issues include sign size and scale, sign design and sign placement of both storefront signs and roadside signs.

Sign Size/Scale

The size and scale of a storefront sign should complement the building on which it is located without overwhelming or dominating the building. Lettering and symbols should be visible from the roadway but not overpower the size of the building or be completely out of scale with other nearby signs. The size and scale of a road sign should draw the attention of a driver while not overwhelming the streetscape or dominating and overlapping other roadside signs. Sign size should also take into consideration the size of the lettering and symbols necessary to identify business establishments. Lettering and symbols should be large enough to be clearly read by the passerby but should not be oversized, exceeding the size necessary for effective advertising. The quantity of permanent and temporary signs for each establish-

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ment should also be managed to eliminate excessive visual clutter and obstructions in the commercial district.

Sign Design

Storefront signs should be compatible in design and materials with the building it is being placed upon. The use of uniformly placed ground signs and the elimination of pole signs will work to organize and unclutter the street scape. For each sign type, a business's unique advertising logo can be part of the overall design, but the use of similar building materials and style of the sign can create a cohesive appearance to the corridor.

Sign Placement

The placement of a storefront sign should be balanced with other building features and highlight the stores entrance. For roadside signs, a consistent placement of signs creates an organized setting for the motorist to easily find their destination.

Landscaping

Landscaping of buildings, parking lots and signs with trees, shrubs and lawn areas can change the appearance of the area significantly to a more welcoming environment for shoppers. In general, landscape material should be selected for the urban conditions of sun exposure, road salt and plant material viability in small, confined spaces. New plant material will take five to seven years to become well established and ***will require maintenance for long term survival.***



Landscaping Building Foundations and Entries

Building foundation landscaping can increase a building storefront's attractiveness and entry visibility.

Landscaping Parking Lots

Landscaping should be used to clearly define parking areas from road right-of-way. Parking lot entry drives should also be highlighted through the use of landscaping. Landscaping should clearly define one property's parking lot from another although access between parking lots should be maintained through the demarcation of specific driveway areas. Landscaping should define parking spaces and provide a sense of direction for drivers and pedestrians by defining driveways and pedestrian walkways.

Landscaping Roadside Signs

Landscaping roadside signs through the use of shrubs, grasses and flowers can make the sign more noticeable and attractive.

Lighting

Lighting design should be an integral part of the overall property design that identifies building. Lighting should be provided for store entryways, walkways and parking areas. Ensuring adequate lighting is critical to creating a comfortable atmosphere and ensuring customer and employee safety.

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RECOMMENDATIONS

In order to meet the goal of improving North Randall's image and ensure the future success of its businesses, the following recommendations are offered:

Storefront Renovation and Site Improvements Recommendations

- ✓ Develop architectural character guidelines for the Village including criteria for storefront design, window treatment, and sign design. Renovating existing buildings and constructing new buildings following these guidelines will establish a unique Village identity.
- ✓ Encourage the use of awnings, canopies and landscaping to highlight store entrances.
- ✓ Develop landscaping requirements for buildings and parking lots.
- ✓ Develop lighting guidelines which highlight signs, store entrances, walkways and parking areas compatible with Village overall design guidelines.
- ✓ Develop parking lot design guidelines including landscaping between parking lots and the road right-of-way, landscaping to define individual parking lots and landscaping to define driveways and parking spaces.
- ✓ Analyze the number of parking spaces provided on each property to determine if too much parking is

provided. Excess parking areas can be redeveloped into revenue producing buildings.

Sign Recommendations

Develop a Sign Ordinance to encourage appropriate sign design in terms of size, scale style and placement including:

- ✓ Guidelines to create storefront signs which are compatible in size, scale, design materials and placement with the building they are placed upon and with other signs.
- ✓ Requirements for the use of landscaped, roadside ground signs.
- ✓ Limits on the number and size of permanent and temporary signs on each property.
- ✓ Requirements that signs be maintained and that old, damaged or non-conforming signs be removed.
- ✓ Guidelines for the Village Planning Commission to review sign permits to determine conformity with intent of sign ordinance.

In order to assist the Village in the development of sign regulations, *Appendix B* includes recommendations for sign regulations for consideration.

Chapter 6

Development Impact Analyses



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Capitalizing on development and redevelopment opportunities is important. Therefore, this chapter will study the development potential of the vacant land south of Emery Road, west of Warrensville Center Road and the redevelopment potential of the vacant hotel at the corner of Emery Road and Northfield Road.

DEVELOPMENT POTENTIAL — VACANT LAND SOUTH OF EMERY ROAD AND WEST OF WARRENSVILLE CENTER ROAD

The site under consideration is located south of Emery Road and west of Warrensville Center Road. There are several parcels in this area that are currently vacant (see *Map 6-1*). At the request of Village leaders, the development potential of two parcels, 771-02-002 and 771-02-015 will be studied. This land is comprised of two parcels that total 9.75 acres. An impact analysis has been done in order to study alternative development scenarios. It is the intention of this impact analysis to assist the Village in making informed decisions on future development of the site and the impacts that new development may have on the Village, the neighborhood and environment. The components of this study include:

Site Inventory

- ✓ Property Ownership
- ✓ Existing Land Use
- ✓ Existing Zoning
- ✓ Access
- ✓ Environmental Inventory

Development Impact Analysis

- ✓ Potential Development Scenarios
- ✓ Impact Analysis
- ✓ Land Use Compatibility

Site Inventory

Property Ownership

Table 6-1 shows the permanent parcel number, property owner, current land use and acreage of each parcel under consideration in this analysis. As shown, the largest parcel, 771-02-002, is owned by the Jewish Community Federation of Cleveland, while the smaller parcel is owned by Greta Pickus.

Parcel Number	Owner	Land Use 1998	Acreage
771-02-002	The Jewish Community Federation of Cleveland	Vacant	6.63
771-02-015	Greta Pickus	Vacant	3.12
	TOTAL ACREAGE		9.75

Source: Cuyahoga County Auditor's Office data; Cuyahoga County Planning Commission

Existing Land Use

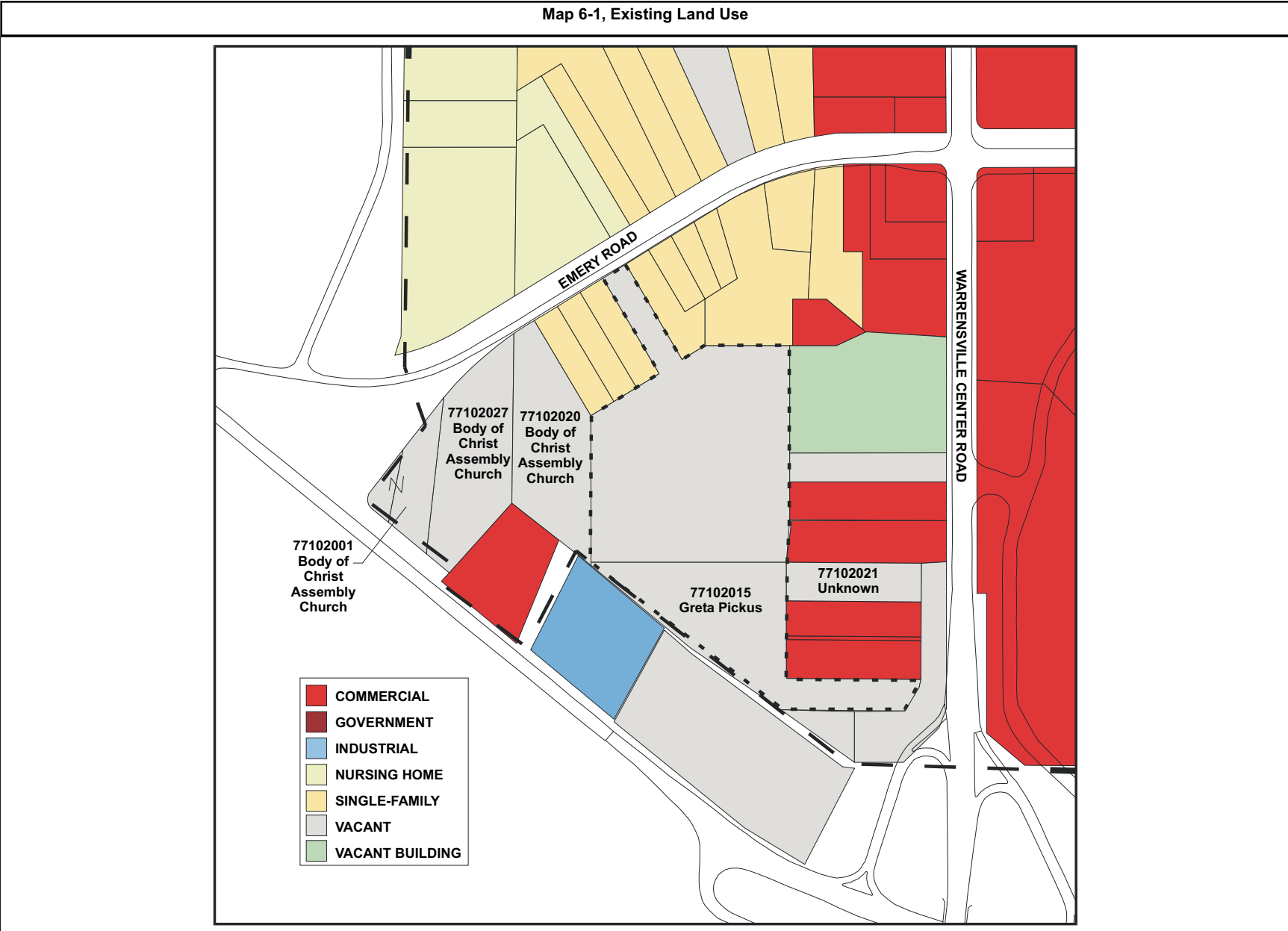
As noted in *Table 6-1*, currently, these parcels are vacant. As shown on *Map 6-1*, the site is bounded on the south by vacant land and industrial uses in Warrensville Heights. Vacant land, owned by the Body of Christ Assembly Church bounds this site to the west. North of the site are single-family homes which front on Emery Road. Commercial establishments which front on Warrensville Center Road exist east of the site.

Zoning

As shown in *Map 6-2* this site and the area north and west of the site are zoned **U-1, Single-Family House District**. The area east of the site is zoned **U-2A Retail Store Commercial** and **U-3,**

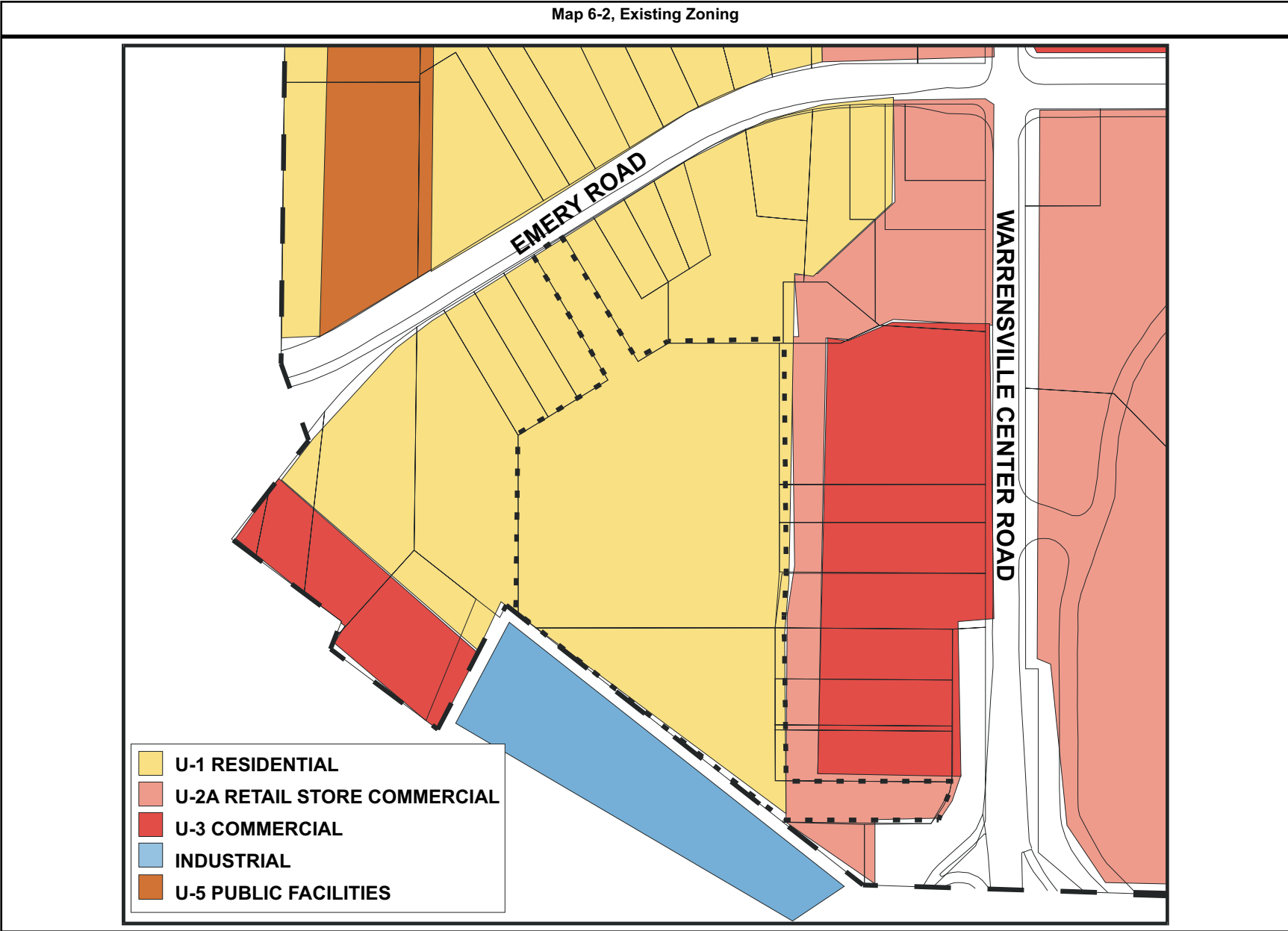
Village of North Randall Master Plan

Map 6-1, Existing Land Use



Village of North Randall Master Plan

Map 6-2, Existing Zoning



Village of North Randall Master Plan

Commercial. The area south of the site, along Miles Road in Warrensville Heights, is zoned industrial.

Access

Parcel 771-02-002 has direct access to Emery Road. Access to parcel 771-02-015 is provided to Warrensville Center Road through an auxiliary parcel adjacent to Warrensville Center Road. Further study of where access to parcel 771-02-015 could be located along Warrensville Center Road is required due to the location of the overpass over I-480.

Environmental Inventory

Map 6-3 illustrates the location of steep slopes and the potential location of wetlands on this site. Available data shows that there are potential wetland areas, classified as “emergent woody vegetation in water”, located on the site. Further on-site investigation is required to make a final determination on the existence of actual wetlands.

The site is heavily wooded. Generally, the site slopes at 4-6% from a high point along the eastern boundary. As *Map 6-3* shows, there are two steeply sloped areas in the north/central portion of the site and along the site’s access to Emery Road.

Data from the Soil Conservation Service classifies the soil type for this site as **MmB** (Mahoning-Urban land complex, undulating) and **EsC** (Ellsworth-Urban land complex, rolling). Soil type MmB has a slow permeability rate and a high seasonal water table. Grading of the site for buildings and roads will need to be carefully examined to properly drain the site due to the soil conditions. Soil type EsC is suited as a site for buildings, especially those without basements. The soil is limited mainly by slope,

slow or very slow permeability, low strength and seasonal wetness.

Development Impact Analysis

Potential Development Scenarios

Several potential site development options were developed to examine how alternative types of development may impact the site, the surrounding property and the Village’s ability to provide services. Three types of development were examined for this study: single-family residential, multi-family residential and office. Whenever possible, these alternatives were developed according to North Randall’s zoning code requirements. However, the City of Solon zoning regulations were used to guide the office development alternative because North Randall does not currently have an office zone. The methodology used in development these impact analyses can be found in *Appendix C*.

Impact Analysis

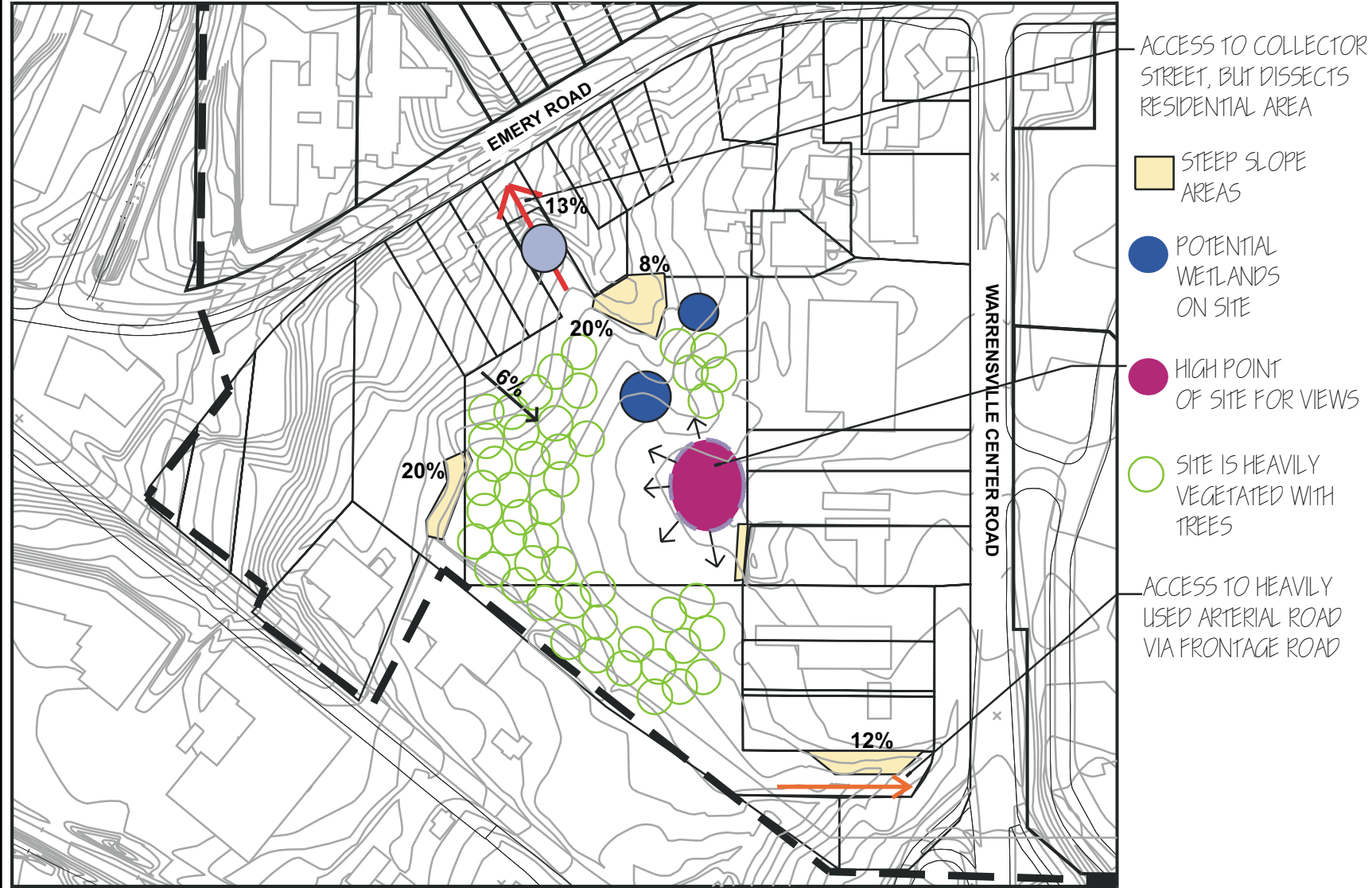
This impact analysis examines how many residents or employees would be generated and how many school children would be expected. Environmental impacts such as water consumption, solid waste production, sewage production and vehicle trips that would be generated is also examined. Potential property tax revenues and income tax revenues are studied. Details of the impact analysis for each development scenario are shown on *Table 6-2*.

Single-Family Residential

Development of this site as single-family would create approximately 16 lots on which to build new homes (see *Map 6-4*). These new homes would generate 41 new residents including 10 new school age children. Approximately 4,100 gallons of water per day would be consumed while 2,665 gallons of sewage would be gen-

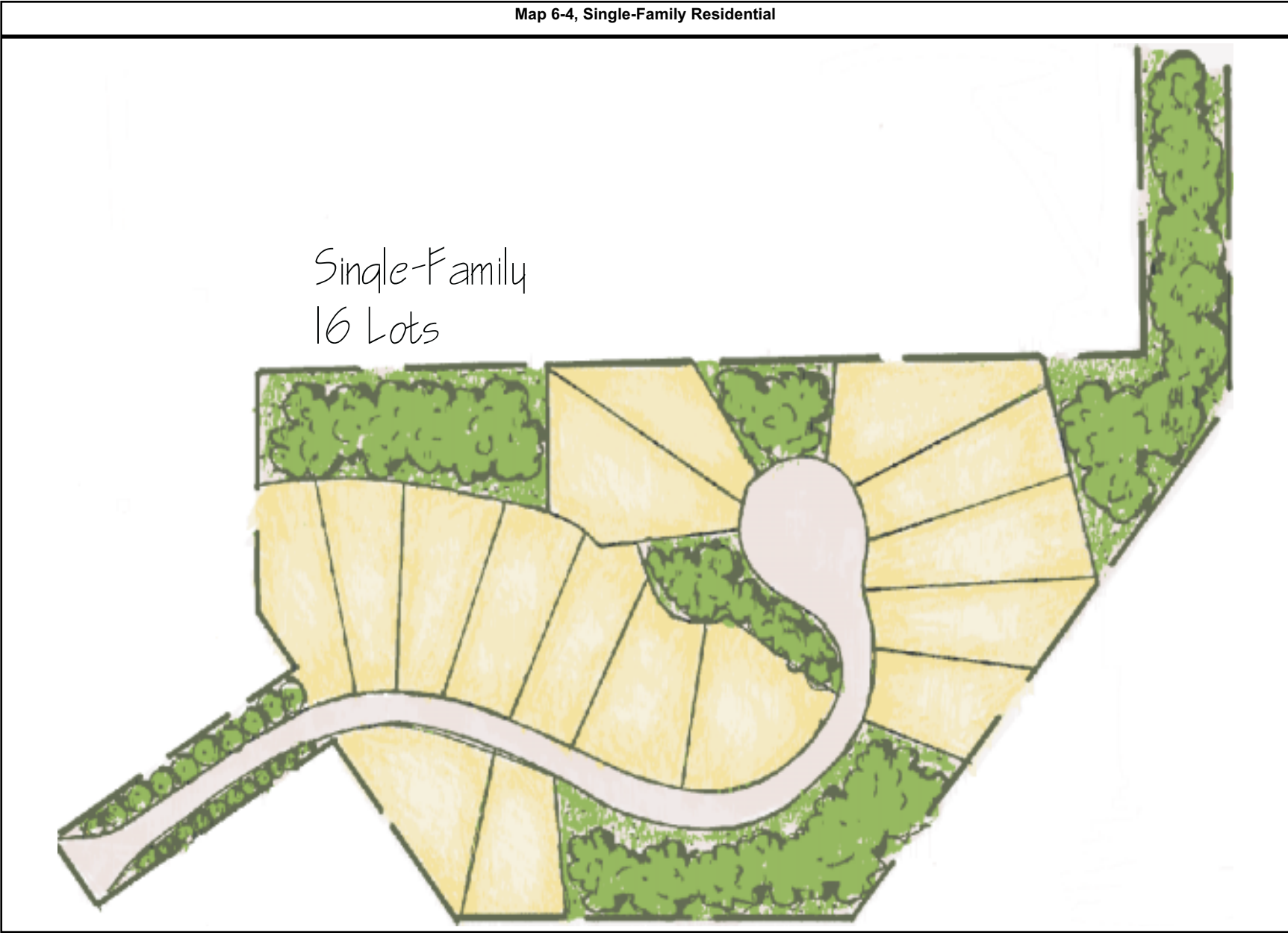
Village of North Randall Master Plan

Map 6-3, Potential Development Area, Existing Conditions



Village of North Randall Master Plan

Map 6-4, Single-Family Residential



Village of North Randall Master Plan

Table 6-2, Development Impact Analysis

	Single-Family Residential	Multi-Family Residential	Office
Site Acreage	9.75	9.75	9.75
New Units	16	128	297,297 sq. ft.
New Residents/Employees	41	179	978
New School Children			
K-6	8	3	NA
Junior High	2	4	NA
Senior High	0	0	NA
Environmental Impact			
Water Consumption	4,100 gal/day	13,425 gal/day	27,621 gal/day
Sewage Production	2,665 gal/day	11,635 gal/day	23,754 gal/day
Solid Waste Production	0.071 tons/day	0.313 tons/day	0.978 tons/day
Traffic Trips per Day	152 trips/day	843 trips/day	3,149 trips/day
Value per Unit	\$132,121	\$52.16/sq. ft.	\$70.47/sq. ft.
Value Site	\$2,113,936	\$5,341,726	\$20,953,091
Assessed Value 35%	\$739,877	\$1,869,604	\$7,333,581
Annual Property Tax			
School	\$34,182	\$86,375	\$445,515
Village	\$3,292	\$8,319	\$33,731
Annual Income Tax			
Estimated Income/Unit	\$29,141	\$29,141	\$31,980
Total Income Site	\$466,256	\$3,730,048	\$31,276,440
Total Village Income Tax 2.5%			\$781,911
Revenue			
All Tax Revenue	\$48,593	\$138,733	\$1,357,952
Village Tax Revenue	\$6,206	\$31,631	\$815,642

erated. Solid waste production is estimated to be 0.071 tons per day. Traffic trips per day are estimated at 152 trips per day.

The value of each single-family home was estimated using data obtained from Cuyahoga County Auditor's Of-

fice for newly constructed single-family lots of similar size. Based on this estimated value of \$132,121 per single-family home, the Village could expect \$3,292 per year from 16 new homes. Income tax from the new residents is estimated at \$2,914. Property tax to be paid to the school district is estimated at \$34,182.

Multi-Family Residential

Multi-family development of this site would create approximately 128 new housing units (see *Map 6-5* and *Table 6-2*). Based on 1990 census data for renter-occupied housing, 128 new multi-family units would generate 179 new residents. Approximately 13 new school age children would be generated. Water consumption is estimated to be 13,425 gallons per day. The amount of sewage that would be generated would be approximately 11,635 gallons per day. Solid waste production is estimated at 0.313 tons per day. These new residents, would generate 843 traffic trips per day.

The total site value for multi-family development was derived from data available in the *National Building Cost Data* for 1998 for low-rise apartments which estimates that a multi-family unit of this size would be \$5,341,726. A multi-family property with this value is estimated to pay \$86,375 to the school district, \$8,319 the Village in annual property taxes. Income tax revenue is estimated to be \$23,312.

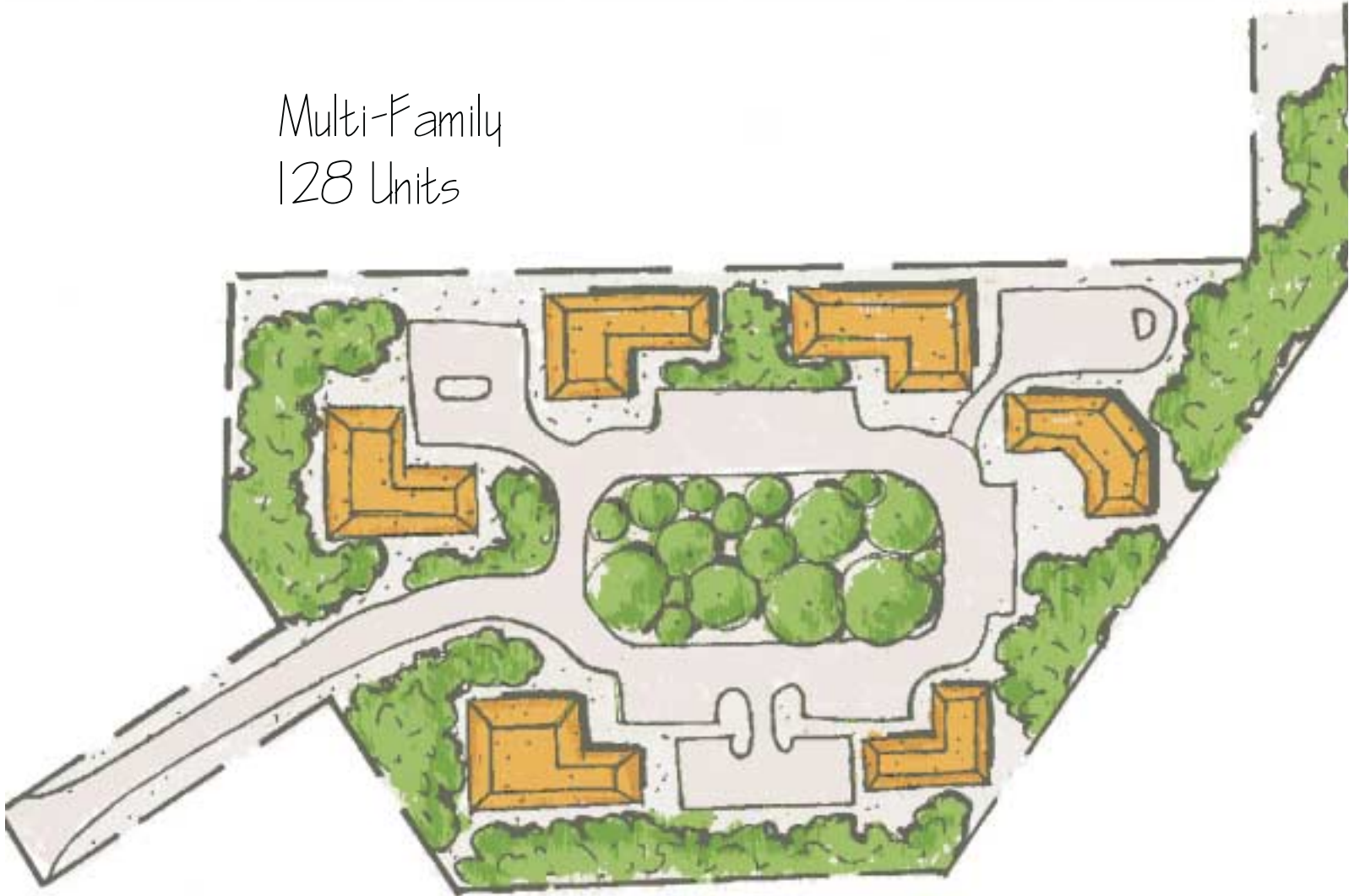
Office

The North Randall Zoning Code does not offer regulations for the development of a major office building. Therefore, an office development scenario was based on

Village of North Randall Master Plan

Map 6-5, Multi-Family

Multi-Family
128 Units



Village of North Randall Master Plan

the City of Solon zoning regulations. The City of Solon allows 35% of a development lot to be covered by office building. Using this lot coverage limit, the development of a three story office building is considered here for impact analysis, see *Map 6-6* and *Table 6-2*.

A three-story office building on this site would generate approximately 297,297 square feet of office space. This amount of office space would generate 978 employees and no new residents or school age children. Approximately 27,621 gallons of water per day would be consumed while 23,754 gallons of sewage would be generated. Solid waste production is estimated to be 0.978 tons per day. Traffic trips per day are estimated at 3,149 trips per day.

Based on *National Building Costs Data*, property value for a building of this size is estimated at \$20,953,091. This estimate would generate \$33,731 in Village property tax revenue and \$445,515 for the school district on an annual basis. The potential 978 new employees would generate \$781,911 in annual income tax revenue.

Land Use Compatibility

Land use compatibility is analyzed to compare the impact new development would have on existing land uses and how existing land use would impact new development. *Table 6-3* assesses the expected impact of the three development scenarios, single family residential, multi-family residential and office upon existing land uses that presently surround the site. *Table 6-4* assesses the expected impact of the existing land uses that adjoin the study site on the three development scenarios.

Table 6-3 indicates a potential negative impact on the single-family residential north of the site by the introduction of multi-family or office development to the site. Development of the land as single-family would be the most compatible with existing single-family land uses. *Table 6-3* indicates that developing the land for office uses would be most compatible to the land uses to the south and east.

Development Alternative	North	South	East	West	Total Compatibility Score
	Single-Family Residential	Industrial/Vacant	Commercial/Retail	Vacant	
Single-Family Residential	+	0	+	0	2
Multi-Family Residential	-	0	+	0	0
Office	-	+	+	0	1
+ = positive impact - = negative impact 0 = no impact					

Summary

Development of this land as single-family would have the least impact on existing nearby single-family homes. Development as multi-family would have a greater impact on existing homes adjacent to the property and a greater environmental impact than single-family development but, the Village should also realize greater revenue from the site. Development of a large office building would have the greatest impact on neighboring properties and the environment but would also generate the most revenue for the Village. Further comments regarding the development of this parcel are noted below.

Village of North Randall Master Plan

Map 6-6, Office Building

3-Story Office
297,000 Square Feet
300 Parking Spaces



Village of North Randall Master Plan

Table 6-4, Development Impact Analysis, Land Use Compatibility, Expected Impact of Adjoining Land Uses on Proposed Development Alternatives			
Surrounding Land Use	Single-Family Residential	Multi-Family Residential	Office
North: Single-Family Residential	+	+	0
South: Industrial/Vacant	-	-	+
East: Commercial/Retail	-	-	+
West: Vacant	0	0	0
Total Compatibility Score	-1	-1	2

- ✓ Any use other than single-family residential would require the land be rezoned. If development of an office building is pursued, a new zoning category must be created including new zoning text and a zoning map amendment.
- ✓ Buffering new non single-family development from existing single-family homes would ameliorate the impact of new development.
- ✓ Development of fewer multi-family units or a smaller office building would lessen its impact on surrounding single-family homes.
- ✓ Single-family development on this site would need to be buffered from existing land uses to the east and south.

REDEVELOPMENT POTENTIAL VACANT HOTEL

As the hotel at the corner of Emery and Northfield Roads continues to sit vacant, it becomes increasingly imperative to work towards finding a viable use to eliminate a potential blighting influence. Therefore, an impact analysis has been prepared to study the impacts of future development scenarios.

Current Conditions

The vacant hotel is 177,711 square feet, please see *Map 6.7*. According to the Cuyahoga County Auditor's records, this property is "delinquent." The property owner, Maharishi Vedic University of Pacific Palisades, California owes \$41,511 in back taxes. The building interior is in satisfactory condition and the building grounds remain viable for use but are in need of maintenance.

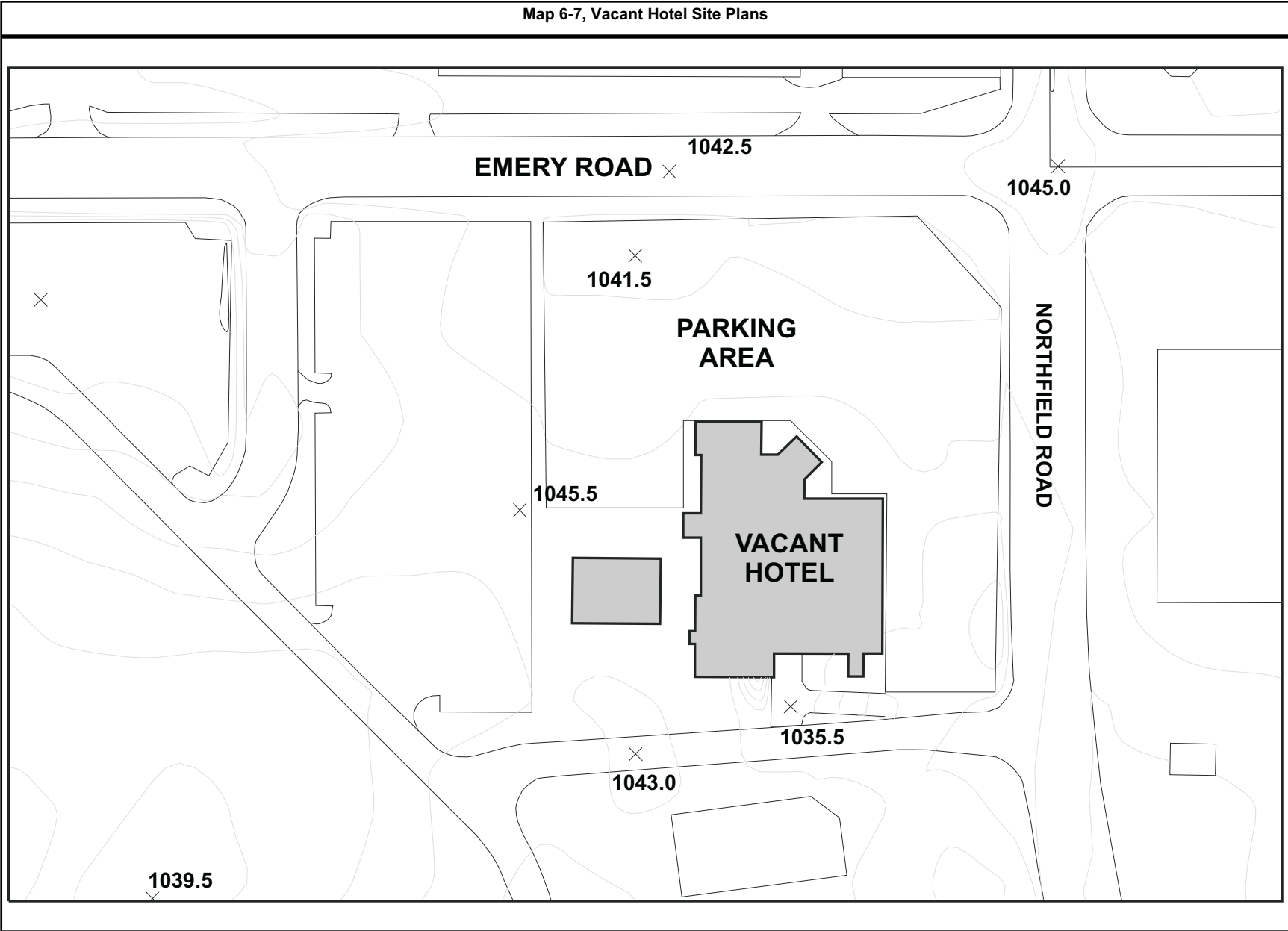
Redevelopment Impact Analysis

Three redevelopment alternatives are considered in this study. These alternatives are based on the following:

- ✓ Retail businesses are prevalent throughout the Village therefore, balancing the mix of land uses by introducing office uses within the hotel is considered beneficial;
- ✓ Designating a portion of the hotel for "for profit" enterprises could generate revenue for the village;
- ✓ The Cleveland Metropolitan Housing Authority has shown interest in studying using hotel for senior citizen housing. Depending upon the *ownership structure and federal program utilized*, property tax

Village of North Randall Master Plan

Map 6-7, Vacant Hotel Site Plans



Village of North Randall Master Plan

could be very little OR comparable to an apartment building;

- ✓ There is a considerable elderly population within a 3 mile radius of this site (see *Map 6-8*);
- ✓ There is not an estimate of exactly how many residential units would be created;
- ✓ The banquet rooms and restaurant areas are not considered in this analysis; and
- ✓ A portion of the hotel - the pool area - would be retained for Village purposes.

With consideration of the above, CPC has estimated the revenue associated with redeveloping the hotel for CMHA senior citizen housing, both as tax-exempt and as apartment rate, together with varying amounts of “for-profit” office area. The “for-profit” areas of the hotel can be analyzed to determine property tax and income tax revenue potential.

Alternative A

As shown on *Table 6-5*, Alternative A considers 30% of the hotel, or 46,660 square feet, to be redeveloped for “for-profit” offices. This scenario would utilize 69,305 square feet of the hotel for CMHA housing while 6,603 square feet, the pool area, would be used for Village purposes.

Under this scenario 225 medical/dental office workers were estimated. Medical/dental office workers would earn approximately \$23,411 each. Collectively, these workers would earn \$5,267,475 which would translate to \$131,686 in potential in-

come tax revenue for the Village. Property tax estimates for this development scenario are \$4,317 if the CMHA housing portion is considered tax-exempt and \$7,963 if CMHA housing is taxed similar to an apartment building. Total potential revenue for the Village with CMHA housing being tax exempt is estimated at \$136,003. Total potential revenue for the Village with CMHA housing being taxed similar to an apartment building is estimated at \$139,649.

Alternative B

As shown on *Table 6-5*, Alternative B considers 21% of the hotel or 32,799 square feet would be redeveloped for “for-profit” offices, 86,166 square feet of the hotel would be used for CMHA housing while, again, 6,603 square feet would be used for Village purposes.

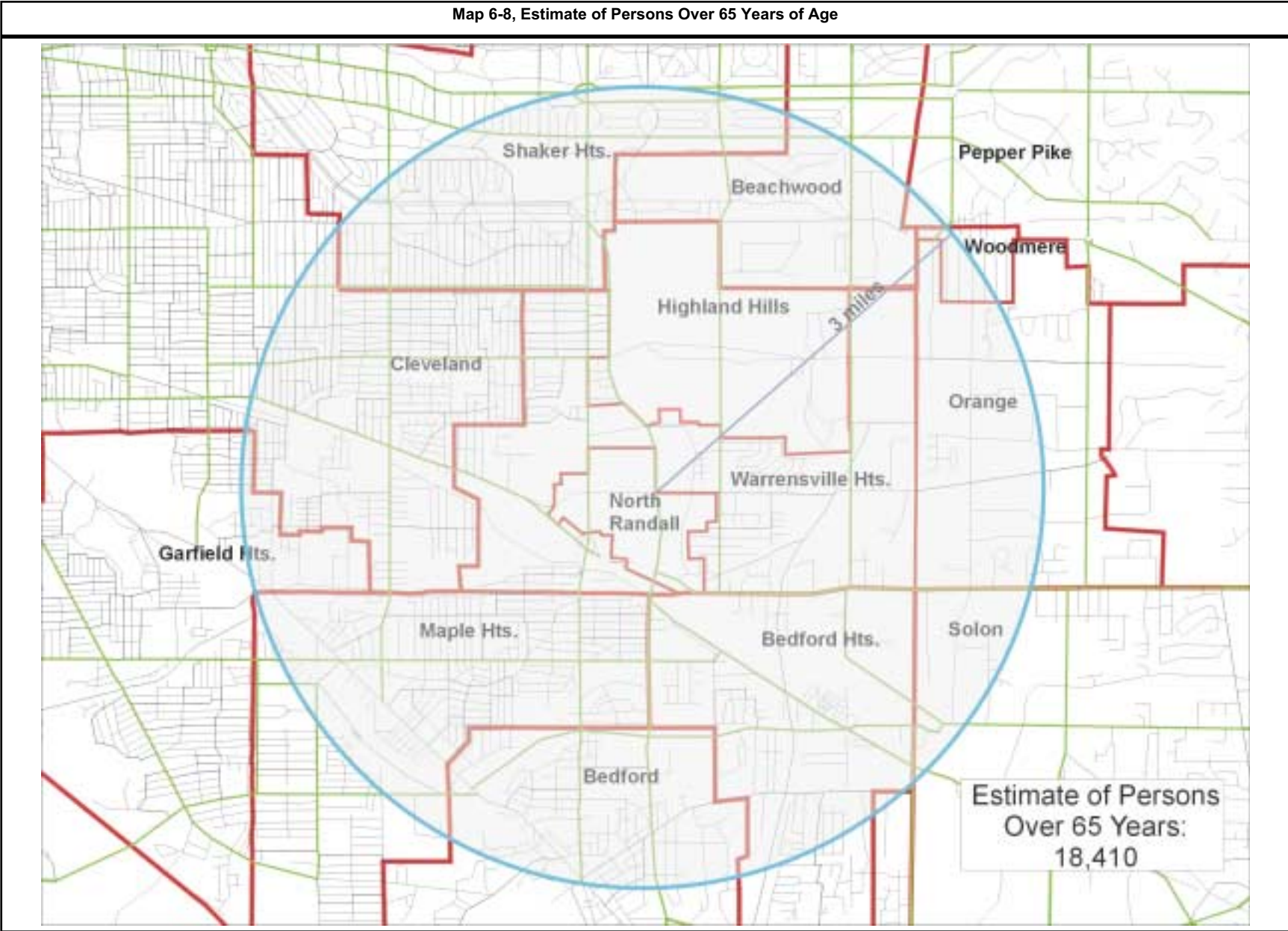
Under this scenario 158 medical/dental office workers were estimated. Medical/dental office workers would earn approximately \$23,411 each. Collectively, these workers would earn \$3,698,938 which would translate to \$92,473 in potential income tax revenue for the Village. Property tax estimates for this development scenario are \$3,033 if the CMHA housing portion is considered tax-exempt and \$7,661 if CMHA housing is taxed similar to an apartment building. Total potential revenue for the Village with CMHA housing being tax exempt is estimated at \$95,506. Total potential revenue for the Village with CMHA housing being taxed similar to an apartment building is estimated at \$100,649.

Alternative C

As shown on *Table 6-5*, Alternative C considers 12% of the hotel, 18,938 square feet, would be redeveloped for “for-profit” offices, 97,027 square feet of the hotel would be used for CMHA

Village of North Randall Master Plan

Map 6-8, Estimate of Persons Over 65 Years of Age



Village of North Randall Master Plan

housing while 6,603 square feet would be used for Village purposes.

Table 6-5, Vacant Hotel, Alternative Development Scenarios			
	Alternative A 30% "For Profit" Development High	Alternative B 21% "For Profit" Development Medium	Alternative C 12% "For Profit" Development Low
Office Floor Area	46,660 sq. ft.	32,799 sq. ft.	18,938 sq. ft.
Housing	69,305 sq. ft.	83,166 sq. ft.	97,027 sq. ft.
Village Office	6,603 sq. ft.	6,603 sq. ft.	6,603 sq. ft.
Number of Medical/Dental/ Office Employees Generated	225	158	91
Employee Average Income	\$23,411	\$23,411	\$23,411
Potential Payroll	\$5,267,475	\$3,698,938	\$2,130,401
Potential Income Tax Revenue @ 2.5%	\$131,686	\$92,473	\$53,260
Estimated Property Tax Revenue to Village (Tax Exempt CMHA Housing)	\$4,317	\$3,033	\$1,748
Estimated Property Tax Revenue to Village (Apartment Rate)	\$7,963	\$7,661	\$7,360
Total Potential Revenue to Village (Tax Exempt CMHA Housing)	\$136,003	\$95,506	\$55,008
Total Potential Revenue to Village (Apartment Rate)	\$139,649	\$100,134	\$60,620

Sources: Institute of Transportation Engineers, 1991, U.S. Department of Labor Employment and Earnings, April, 1997, Cuyahoga County Auditor, see Appendix C.

Approximately 91 medical/dental office workers were estimated. As previously noted, medical/dental office workers would earn approximately \$23,411 each. Collectively, these

workers would earn \$2,130,401 which would translate to \$53,260 in potential income tax revenue for the Village. Property tax estimates for this development scenario are \$1,748 if the CMHA housing portion is considered tax-exempt and \$7,360 if CMHA housing is taxed similar to an apartment building. Total potential revenue for the Village with CMHA housing being tax exempt is estimated at \$55,008. Total potential revenue for the Village with CMHA housing being taxed similar to an apartment building is estimated at \$60,620.

Summary

Considering the three alternatives presented, logically, the larger the "for-profit" section the more potential revenue for the Village. As Village officials further consider the future of the hotel CPC offers the following thoughts.

- ✓ Employees in offices generally make more money than retail clerks therefore, potential income tax revenue would be higher with office uses;
- ✓ Potential income tax revenue from senior citizens living in the CMHA housing would be minimal; and,
- ✓ An increase in elderly residents will increase the number of police, fire and EMS calls and may require the establishment of a Village Office of Senior Citizen Affairs.
- ✓ The banquet rooms and restaurant areas could be made into a conference center and generate income for the Village.

Chapter 7

Final Development Plan



Village of North Randall Master Plan

Critical to the success of making large scale improvements is the enlistment of support and cooperation of property owners and business owners. Ensuring that property and business owners understand the Village's intentions and the reasoning behind decisions being made concerning the future of the Village is crucial. Towards this end, a meeting was held on May 6, 1998 to introduce the Master Planning process, share findings of the planning process to date and to elicit input from the business community. Appendix D contains a record of this meeting for review.

Listed below are individual steps recommended to be carried out by the Village of North Randall. Throughout this process, it is important to maintain close ties with the business community to work together towards maintaining North Randall's position as a successful and competitive shopping/entertainment/business district. With the knowledge of the many improvements planned for Randall Park Mall and the press coverage this investment should generate, as many improvements as possible should be coordinated with the opening of the newly renovated mall.

The Cuyahoga County Planning Commission believes that all the following recommendations are important. However, beyond the first seven, the recommendations offered are not in priority order.

1. City staff and leaders review Master Plan and recommended needed changes or amendments.
2. The Cuyahoga County Planning Commission makes necessary amendments
3. City Council adopts Master Plan by resolution as the guide for the future of the Village

4. Establish a NEW IMAGE for North Randall through sign design. Review the sign ordinance evaluation provided in *Appendix B* of the Master Plan. Village Council should officially adopt new Sign Regulations and these regulations should be added to the Village's Codes.
5. Establish a NEW IMAGE for North Randall through building design and property landscaping. Convene a working committee, assign Village staff person and/or hire a consultant to develop storefront renovation guidelines, landscaping requirements for buildings and parking lots, including requirements for pedestrian walkways and lighting. After adoption of such guidelines by Village Council, the issuance of building permits for new construction, building renovation or new occupancy permits should be contingent upon the property owner and business owner working to make storefront improvements and add landscaping where necessary.
6. Establish a NEW IMAGE for North Randall through clearly marking Village entrances with signage and landscaping. Landscaping should provide year-round visual interest including trees, shrubs, evergreens and seasonal flowers.
7. Establish a NEW IMAGE for North Randall through a complete update of the the Zoning Code, Building Code and Subdivision Regulations to ensure these codes will guide development and redevelopment according to the vision set forth in the Master Plan.

Village of North Randall Master Plan

8. Establish a NEW IMAGE for North Randall through the installation of street trees and landscaping along Northfield Road, Miles Road, Emery Road and Warrensville Center Road.
9. Establish a NEW IMAGE for North Randall by planning to eliminate overhead utility lines during road reconstruction projects.
10. Establish a NEW IMAGE for North Randall through developing and adopting driveway requirements which limit the number of driveways for each property and limit the overall width of each driveway.
11. Establish a NEW IMAGE for North Randall through conducting a parking study to determine if there is excess parking within the Village. This land could then be redeveloped.
12. Establish a NEW IMAGE for North Randall through working with property owners to create a central community gathering place possibly with a clock tower. For example, an underutilized parking area could be transformed into a small town square or park. Also, any future use of the vacant hotel by the Village could include a redesign of the grounds to include a central community gathering place.
13. Establish a NEW IMAGE for North Randall through working with property owners in the redevelopment process to study the viability of mixed use development and potentially rezone commercial areas to introduce office and housing uses. Alter the allowable uses in the

U-3A Commercial Special Permit District and add development criteria, or create a new zoning district and rezone the Thistledown property to ensure a mixed use development.

14. Establish a NEW IMAGE for North Randall through working with GCRTA and Randall Park Mall management to ensure the installation of the Bus Transit Center meets Village needs.

FINANCIAL ASSISTANCE AND BUSINESS DISTRICT IMPROVEMENT PROGRAMS

Community Reinvestment Area

As discussed, ensuring the success of the improvement of the overall community will require a partnership between business and property owners and the Village. Improvements to individual properties are a critical component of this process. With this knowledge, the Village has established itself as a Community Reinvestment Area (CRA). CRA's are areas of land in which property owners can receive tax incentives for investing in real property improvements. Ohio's CRA program was created to promote the revitalization of areas where investment has been discouraged by offering property tax exemptions for any increased property valuation that would result from renovation of existing structures or new construction activities within the area. North Randall's CRA allows property owners who remodel or construct new facilities to avoid increases in real property tax for a specified period of time. To qualify, property owners must be in compliance with all zoning regulations and make certain minimum investments depending upon type of use. Interested prop-

Village of North Randall Master Plan

erty owners should contact Mr. Charles Horvath, North Randall Building Commissioner at (216)662-0430.

Cuyahoga County Storefront Renovation Program

The Cuyahoga County Storefront Renovation Program assists business and property owners make interior and exterior improvements to their commercial buildings. The program is administered by the Cuyahoga County Department of Development using federal Community Development Block Grant funds. Commercial buildings not located within designated Improvement Target Areas may be eligible for the program if the building has violations in need of corrective action. Buildings located in North Randall may be eligible to receive financial assistance when determine on a case-by-case basis. To request an application or to find out more information contact: Michael Federico, Department of Development, 112 Hamilton Court, Annex Building., 4th Floor, Cleveland, Ohio 44114, (216) 443-7267, TTY (216)443-8080.

Economic Development Loan Program

The Board of County Commissioner's Economic Development Loan Program assists qualified businesses to expand and create jobs for County residents, as well as to increase a community's tax base. For-profit commercial, retail, industrial or service businesses that expand or move to the County qualify for consideration if registered to do business in Ohio. Businesses are required to create one new, full time, permanent job for every \$35,000 loaned within three years of loan closing. For more information contact: Eric Bowles, Development Specialist with the Cuyahoga County Department of Development, 112 Hamilton Court, Annex Building., 4th Floor, Cleveland, Ohio 44114, (216) 443-8066, TTY (216)443-8080.

Community wide improvements might be financed through assistance from the Cuyahoga County Competitive Municipal Grant Program or through the establishment of a Business Improvement District.

Competitive Municipal Grant Program

The Board of County Commissioners receives federal Community Development Block Grant (CDBG) funds from the United States Department of Housing and Urban Development. The County allocates 40% of the funds to participating communities for eligible community development activities through the Competitive Municipal Grant Program. Funds can be used for a variety of activities ranging from infrastructure improvements and community facility renovation, to neighborhood service programs and master plans so that communities can tailor activities to meet local needs. For more information contact: Mary Holloran at the Department of Development, 112 Hamilton Court, Annex Building., 4th Floor, Cleveland, Ohio 44114, (216) 443-8075, TTY (216)443-8080.

Business Improvement Districts

Chapter 1710 of the Ohio Revised Code, effective September 28, 1994, permits petitioning property owners to create a non-profit corporation, governed by trustees elected by the property owners, for the purposes of planning, developing and undertaking improvements and services that benefit the properties governed by the non-profit corporation, and to fund the costs of these improvements and services through the existing self-assessment procedures. Chapter 1710 substantially broadens the purposes for which special assessments may be levied under existing law, while at the same time insuring that the rights and obligations of property owners and the municipal corporation are properly pro-

Village of North Randall Master Plan

tected and balanced. For more information contact Larry Finch
at North Randall Village Hall, (216) 662-0430.

Appendices



Appendix A
Retail Establishments
October, 1997

Village of North Randall Master Plan

Address		Name	Location
		Leather Inn	Randall Park Mall
		Vacant	Randall Park Mall
21501	Emery Rd	Thistledown Racing Club Inc	
20801	Miles Rd	Booklein	Randall Park Mall
20801	Miles Rd	Burlington Coat Factory	Randall Park Mall
20801	Miles Rd	DEB/Top n Bottoms	Randall Park Mall
20801	Miles Rd	Diamonds Mens Store Inc	Randall Park Mall
20801	Miles Rd	Dr Cooks-My Eye Doctor	Randall Park Mall
20801	Miles Rd	Finish Line	Randall Park Mall
20801	Miles Rd	Firestone Tire & Svc Ctr	Randall Park Mall
20801	Miles Rd	I J Fox	Randall Park Mall
20801	Miles Rd	Kims Jewelry	Randall Park Mall
20801	Miles Rd	Life Uniform Co	Randall Park Mall
20801	Miles Rd	Miriam's Original Connection	Randall Park Mall
20801	Miles Rd	SAM Goody Inc	Randall Park Mall
20801	Miles Rd	Stride Rite Bootery	Randall Park Mall
20801	Miles Rd	Things Remembered	Randall Park Mall
20801	Miles Rd	Wilsons The Leather Experts	Randall Park Mall
21200	Miles Rd	Kids R Us	
21200	Miles Rd	Toys R Us	
21201	Miles Rd	Accent Hair Salon	Randall Park Mall
21201	Miles Rd	Afterthoughts	Randall Park Mall
21201	Miles Rd	Alvins Jewelers	Randall Park Mall
21201	Miles Rd	Athletes Foot	Randall Park Mall
21201	Miles Rd	Avenue	Randall Park Mall
21201	Miles Rd	Bakers Shoe Store	Randall Park Mall
21201	Miles Rd	Breslers Ice Cream & Yogurt	Randall Park Mall
21201	Miles Rd	Charleys Steakery	Randall Park Mall
21201	Miles Rd	Claire's Boutique	Randall Park Mall
21201	Miles Rd	Corn Dog On A Stick	Randall Park Mall
21201	Miles Rd	Dillard's Department Store	Randall Park Mall
21201	Miles Rd	EYE Masters	Randall Park Mall
21201	Miles Rd	Express	Randall Park Mall
21201	Miles Rd	FUN & Games Assoc	Randall Park Mall
21201	Miles Rd	Famous Footwear	Randall Park Mall

Address		Name	Location
21201	Miles Rd	Fancy Nails	Randall Park Mall
21201	Miles Rd	Feminine Health Concerns	Randall Park Mall
21201	Miles Rd	Fifth Avenue Jewelers	Randall Park Mall
21201	Miles Rd	Five Star Car Audio Systems	Randall Park Mall
21201	Miles Rd	Florsheim Shoe Shop	Randall Park Mall
21201	Miles Rd	Foot Locker	Randall Park Mall
21201	Miles Rd	Footaction Usa	Randall Park Mall
21201	Miles Rd	GTE Mobilnet	Randall Park Mall
21201	Miles Rd	General Nutrition Ctr	Randall Park Mall
21201	Miles Rd	Heel Quik	Randall Park Mall
21201	Miles Rd	I J Fox Inc	Randall Park Mall
21201	Miles Rd	Imperial Sports	Randall Park Mall
21201	Miles Rd	J B Robinson Jewelers	Randall Park Mall
21201	Miles Rd	J C Penney Co	Randall Park Mall
21201	Miles Rd	J Riggings	Randall Park Mall
21201	Miles Rd	J W Jeans West	Randall Park Mall
21201	Miles Rd	Kamels Unique Gift Shop	Randall Park Mall
21201	Miles Rd	Kaufmanns	Randall Park Mall
21201	Miles Rd	Kay-A Leroy's Jewelers	Randall Park Mall
21201	Miles Rd	Kids Foot Locker	Randall Park Mall
21201	Miles Rd	Kinney Shoes	Randall Park Mall
21201	Miles Rd	Koenig Sporting Goods	Randall Park Mall
21201	Miles Rd	Lady Foot Locker	Randall Park Mall
21201	Miles Rd	Lane Bryant	Randall Park Mall
21201	Miles Rd	Leathers Inn	Randall Park Mall
21201	Miles Rd	Lechters Housewares	Randall Park Mall
21201	Miles Rd	Lens Crafters	Randall Park Mall
21201	Miles Rd	Lerner Shop	Randall Park Mall
21201	Miles Rd	Limited	Randall Park Mall
21201	Miles Rd	Milano Mens Wear	Randall Park Mall
21201	Miles Rd	Morrow Nut & Candy	Randall Park Mall
21201	Miles Rd	National Record Mart Inc	Randall Park Mall
21201	Miles Rd	Nu-Chic	Randall Park Mall
21201	Miles Rd	Orange Julius	Randall Park Mall
21201	Miles Rd	Original Cookie Co	Randall Park Mall

Village of North Randall Master Plan

Address		Name	Location
21201	Miles Rd	Morrow Nut & Candy	Randall Park Mall
21201	Miles Rd	National Record Mart Inc	Randall Park Mall
21201	Miles Rd	Nu-Chic	Randall Park Mall
21201	Miles Rd	Orange Julius	Randall Park Mall
21201	Miles Rd	Original Cookie Co	Randall Park Mall
21201	Miles Rd	Pattys Hallmark	Randall Park Mall
21201	Miles Rd	Payless Shoe Source	Randall Park Mall
21201	Miles Rd	Piercing Pogada	Randall Park Mall
21201	Miles Rd	Pretzel Time	Randall Park Mall
21201	Miles Rd	Quality Goldsmith	Randall Park Mall
21201	Miles Rd	Radio Shack	Randall Park Mall
21201	Miles Rd	Rave	Randall Park Mall
21201	Miles Rd	Rice Bowl	Randall Park Mall
21201	Miles Rd	Ritz Camera One Hour Photo	Randall Park Mall
21201	Miles Rd	Roffler At Randall-Trivellis	Randall Park Mall
21201	Miles Rd	Rogers Jewelers	Randall Park Mall
21201	Miles Rd	Sbarro At Randall	Randall Park Mall
21201	Miles Rd	Sears Roebuck & Co	Randall Park Mall
21201	Miles Rd	Spencer Gifts	Randall Park Mall
21201	Miles Rd	Sunglass Hut	Randall Park Mall
21201	Miles Rd	Thom Mc An Shoe Store	Randall Park Mall
21201	Miles Rd	Upscale Nail Salon	Randall Park Mall
21201	Miles Rd	Waldenbooks	Randall Park Mall
21201	Miles Rd	Wild Pair	Randall Park Mall
21201	Miles Rd	Winkelmans	Randall Park Mall
21250	Miles Rd	Dicks Clothing & Sporting	
21639	Miles Rd	Circuit City	
21640	Miles Rd	Eyeglass Factory	
21700	Miles Rd	AEMM PROPERTIES	
21700	Miles Rd	Dunkin Donuts	
21700	Miles Rd	Magic Stitch	
21700	Miles Rd	Ms. Que's Rib Factory	
21700	Miles Rd	Sharp Beauty	
21700	Miles Rd	Shop & Go Foods	
21800	Miles Rd	FIRESTONE TIRE & RUBBER CO	

Address		Name	Location
21700	Miles Rd	Sharp Beauty	
21700	Miles Rd	Shop & Go Foods	
21800	Miles Rd	FIRESTONE TIRE & RUBBER CO	
21801	Miles Rd	ADOR FRANCES WOODS	
21920	Miles Rd	SHELL OIL CO	
21921	Miles Rd	BOB Evans Restaurant	
21921	Miles Rd	MOTOR COURT CO	
21930	Miles Rd	SYMS CORP	
125	N Randall	Arbys	Randall Park Mall
	Northfield Rd	Vacant(hotel)	
	Northfield Rd	Vacant (next to NCB&furniture store)	
4601	Northfield Rd	Bigfellas Big & Tall Fashion	
4601	Northfield Rd	Do It Yourself Home Warehouse	
4601	Northfield Rd	Long John Silvers	
4601	Northfield Rd	Mr Hero	
4601	Northfield Rd	National City Bank	
4601	Northfield Rd	Sally's Beauty	
4603	Northfield Rd	Bilt-Rite Fabrics Inc	
4605	Northfield Rd	Office Max/Copy Max	
4610	Northfield Rd	Vacant	
4613	Northfield Rd	Ponderosa Steak House	
4620	Northfield Rd	Vacant	
4625	Northfield Rd	Burger King	
4626	Northfield Rd	Vacant	
4630	Northfield Rd	Rainbow Rentals	
4630	Northfield Rd	SHERWIN WILLIAMS PAINT	
4633	Northfield Rd	Salvation Army	
4635	Northfield Rd	Vacant	
4639	Northfield Rd	BIG Lots	
4639	Northfield Rd	Seaman's Furniture	
4645	Northfield Rd	Popeyes Famous Fried Chicken	
4651	Northfield Rd	NTB/Collision Auto Repair	
4659	Northfield Rd	Daniels Furniture & Appliance	
4680	Northfield Rd	Bakers Square Restaurant Inc	
4681	Northfield Rd	Auto Accents	

Village of North Randall Master Plan

Address	Name	Location
4751 Northfield Rd	Super 8 Motels	
4755 Northfield Rd	Casual Male Big & Tall	
4771 Northfield Rd	Subway Sandwiches & Salads	
4779 Northfield Rd	Blockbuster Video	
4836 Northfield Rd	City Loan	
4836 Northfield Rd	Hair De Elegance	
4836 Northfield Rd	Pearle Vision Ctr	
4840 Northfield Rd	DOC Optical Ctr	
4844 Northfield Rd	P S Plus Sizes Plus Savings	
4852 Northfield Rd	Quick Stitch	
4856 Northfield Rd	Computer Renaissance	
4860 Northfield Rd	U S Hair & Boutique	
4878 Northfield Rd	Golden Hunan Restaurant	
4880 Northfield Rd	Pier 1	
5220 Northfield Rd	Furniture Factory Showroom	
5400 Northfield Rd	Unique Thrift Store	
	Randall Park Mall	Fifth Ave Jewelers
	Warrensville Center Rd	Vacant
4550 Warrensville Center Rd	Vacant	
4552 Warrensville Center Rd	Laundry Room	
4556 Warrensville Center Rd	Vacant	
4562 Warrensville Center Rd	Dallas Shoes	
4574 Warrensville Center Rd	BON Kay Fashions	
4580 Warrensville Center Rd	Valvoline Instant Oil Change	
4606 Warrensville Center Rd	Nate's Shell	
4610 Warrensville Center Rd	Meineke Discount Mufflers	
4611 Warrensville Center Rd	Grays Bp	
4616 Warrensville Center Rd	Randall Dental	
4616 Warrensville Center Rd	Vacant	
4624 Warrensville Center Rd	Abracadabra Hair & Nail Salon	
4634 Warrensville Center Rd	Wild Irishman Printing	
4650 Warrensville Center Rd	Beneficial Mortgage Co	
4716 Warrensville Center Rd	Buggy Works	
4720 Warrensville Center Rd	Vacant	
4724 Warrensville Center Rd	Alpaul Auto Wash	

Address	Name	Location
4740 Warrensville Center Rd	Goodyear Tire & Svc Ctr	
4744 Warrensville Center Rd	Oak Express	
4748 Warrensville Center Rd	Speedy Muffler King	

Appendix B
Evaluation of Existing North
Randall Sign Code
Chapter 1333

Village of North Randall Master Plan

Listed below are summaries of the requirements stated in each section of North Randall's existing Sign Code, Chapter 1333. Where applicable, Cuyahoga County Planning Commission's comments and or questions are listed after the section summary in *italics*.

1333.01 SIGN BOARDS This section states that no sign boards shall be erected. *What is the definition of a sign board? If this regulation is still necessary, this definition should be added with all other definitions.*

1333.02 SIGNS; AREAS PERMITTED This section regulates the size of signs in residential districts. This section further states that signs, "incidental to the business conducted on the premises are permitted if located on the same building and lot." *No regulations for the type, size, location or landscaping of these business signs are listed. These regulations should be added to the Sign Code.*

1333.03 PERMIT FOR SIGNS This section requires that a sign permit be obtained prior to construction of a sign. This section also states that detailed plans may be required as part of an application. *Is Inspector of Buildings still the official title for the Building Commissioner? CPC recommends that applications and detailed plans always be required.*

1333.04 FEES FOR SIGN PERMITS This section sets fees only for signs which project over public property. *Are these signs which hang over the public right-of-way? If so, this type of sign should be eliminated. Or, are these signs which will be located anywhere the public might*

come in contact with them? This issue should be clarified.

1333.05 CONSENT OF PROPERTY OWNER NECESSARY This section requires business persons who are leasing the site of their business to obtain the permission of the property owner before erecting any sign. *This regulation should be retained. The permission of the property owner should become a part of the sign permit application.*

1333.06 AGREEMENT TO INDEMNIFY VILLAGE This section requires persons who erect signs to hold the Village harmless from damage to persons or property which may result by reason of the signs construction or it's falling down. This regulation should be retained. *The Law Director should be consulted to determine if the requirements of this section still meet the Village's needs.*

1333.07 SPECIFICATIONS FOR SUPPORTS This section gives detailed specifications regarding the support structures necessary for large signs. *These large signs should not be allowed.*

1333.08 PERIODIC INSPECTION This section requires that the Inspector of Buildings examine all signs, *from time to time*. How often signs should be inspected should be clearly defined - once a year, once every two years for example. This inspection may not be necessary if the very large signs which require extensive supports are eliminated.

Village of North Randall Master Plan

1333.09 NOTICE TO REPAIR OR REMOVE SIGNS DANGEROUS TO PUBLIC This section allows the Inspector of Buildings to require dangerous signs to be repaired or removed. *This requirement should be retained.*

1333.10 INSPECTION OF ELECTRIC SIGNS This section requires that any electric sign be inspected by the Inspector of Buildings prior to final construction and requires the owner of any electric sign to make any repairs deemed necessary by the Inspector of Buildings. This section also requires that every sign projecting over public property and all supports shall be painted at least once each year. This section allows the Inspector of Buildings to require the removal of any sign that is not painted each year. *Inspections of electrical signs should be required. The maintenance requirements for signs might be more appropriately located in a different section of the code. The power of the Inspector of Buildings to require the removal of any sign which is not maintained should be retained.*

1333.11 CLEARANCE AND SUPPORTS; PUBLIC SIGNS This section requires signs to be hung no less than eight feet above any sidewalk and fourteen feet above any driveway. This section also states that no sign shall swing from a bar, crane, awning or other sign. *The question over the definition of "public property" remains.*

1333.12 GENERAL NOTICE TO REPAIR; REMOVAL This section allows the Inspector of Buildings to give sign owners ten days to make necessary re-

pairs or the sign must be removed. *The requirements of this section should be retained.*

1333.13 AWNINGS AND MARQUEES This section describes what types of awnings and marquees are allowed. *These regulations may be more appropriate in another section of the Village's development code. If the intent here is to allow signs on canopies and marquees, regulations which define how signs can be used on canopies and marquees should be added. A definition of a canopy sign and marquee sign should be added to the definitions in the code.*

1333.99 PENALTY This section defines the punishment for those who violate the provisions of the chapter. *A review by the law director is recommended.*

POTENTIAL SIGN CODE AMENDMENTS

Listed below are recommended additions to the Village's Sign Code. Sign regulations for the Cities of North Royalton and North Olmsted are provided for reference. In some cases, commentary refers to how these cities codes may or may not apply to the Village's needs.

PURPOSE AND INTENT It is important to clearly state why signs are being regulated. *See North Olmsted Section 1163.01 and North Royalton 1284.01. These codes offer very similar purpose and intent sections. North Royalton's code refers to the need to eventually have every sign in violation of the code be altered or replaced.*

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COMPLIANCE/REGULATIONS ESTABLISHED

This section should require that all signs shall be subject to the regulations of the Chapter. *See North Olmsted Section 1163.02 and North Royalton Section 1284.*

DEFINITIONS There are many different types of signs. Definitions of each type of sign should be a part of the sign code. *See North Olmsted Section 1163.03 and North Royalton Section 1284.03*

Required definitions include:

Permanent Signs - Bulletin Board, Directional Sign, Identification Sign, Informational Sign, Organizational Sign, Nameplate

Temporary Signs - Political Sign, Project Sign, Real Estate Sign,

Building Signs - Canopy Sign, Projecting Sign, Wall or Panel Sign, Window Sign,

Free-Standing Signs - Ground Sign, Pole Sign, Pylon Sign, Portable Sign

The Village's existing sign code uses the term "sign board." This section should include a definition of sign board if it is still to be disallowed within the Village. Sketches to further illustrate the definitions of each type of sign are also recommended.

DESIGN STANDARDS This section should describe the design standards for each type of permitted sign. *See*

North Olmsted Section 1163.04 and North Royalton Section 1284.05

MEASUREMENT STANDARDS This section should describe what parts of the sign are measured to determine overall size. *See North Olmsted Section 1163.10 and North Royalton Section 1284.04*

BUSINESS SIGNS NUMBER, LOCATION AND AREA REGULATIONS This section should give the details regarding the area and location for signs in business districts. *See North Olmsted Sections 1163.09 and 1163.12 and North Royalton Sections 1284.09 and 1284.10*

North Olmsted's code states that ground signs are to set back 5 feet from the street right-of-way line. Depending upon how much space is left between the edge of the roadway pavement and the right-of-way line, there may be sight distance problems for drivers turning out of driveways. For example, if there is only 6-10 feet from the edge of pavement to the right-of-way line, a ground sign could be located 11-15 feet away from the edge of the roadway pavement. An alternative is to require ground signs to always setback a certain distance from the roadway pavement. North Royalton requires ground signs set back 25 feet from the edge of the pavement. The streetscape drawings prepared for the Master Plan set all proposed ground signs back 20 feet from the roadway pavement edge.

BUSINESS SIGNS - MAXIMUM AREA PERMITTED This section should clearly define how

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big a sign can be. *See North Olmsted Sections 1163.06 and 1163.11 and North Royalton Section 1284.10*

ILLUMINATION This section should control the direction and intensity of sign lighting. *See North Olmsted Section 1163.05 and North Royalton Section 1284.06*

SIGNS IN RESIDENTIAL DISTRICTS This section should define what types of signs and the size of those signs that are permitted in residential districts. *See North Olmsted Section 1163.07 and North Royalton Section 1284.07. North Randall's current sign code describes what types and sizes of signs are permitted in residential districts in Section 1333.02.*

SIGNS IN PUBLIC FACILITY DISTRICTS This section should describe the type, size and location of signs allowed in Public Facility Districts. *See North Olmsted Section 1163.08 and North Royalton Section 1284.08*

SIGNS IN INDUSTRIAL DISTRICTS This section should describe the type, size and location of signs allowed in Industrial Districts. *Since North Randall has no industrially zoned land a section of this type is not necessary.*

SIGN APPLICATION AND PERMITS This section should clearly describe what signs require a permit, what information is necessary in a permit application, who the sign permit application should be submitted to and what steps will be taken to consider and approve or disapprove

the permit. *See North Olmsted Section 1163.16 and North Royalton Sections 1284.13 and 1284.19*

MAINTENANCE This section should describe what level of maintenance is required for signs. *See North Olmsted Section 1163.18 and North Royalton Section 1284.14*

INSPECTIONS This section should clearly state that an inspection is required for all sign work which required a permit. *See North Royalton Section 1284.20*

VARIANCES This section should state how a variance from the sign code requirements may be obtained. *See North Royalton Section 1284.21*

SIGN SPECIFICATION PLATE Including this section would require a special plate with pertinent sign information be attached to each sign. *See North Olmsted Section 1163.21*

NONCONFORMING SIGNS This section should describe a nonconforming sign. *See North Olmsted Sections 1163.24, 1163.25, 1163.26 and North Royalton 1284.15*

Newly constructed signs should follow new regulations. Requiring property and business owners to comply with new sign regulations will take time. The Village Law Director should be consulted as to how best to implement new sign requirements. Strategies include 1) requiring all signs to comply within "x" years allowing for the existing signs to depreciate in value before being replaced

Village of North Randall Master Plan

2) based on the overall need to improve the shopping district's image in a timely manner to maintain property value, declaring nonconforming signs a "public nuisance" and requiring a much shorter time to have each sign comply with the new sign regulations.

REMOVAL OF ILLEGAL SIGNS This section should describe the process by which a sign, determined illegal by the Building Commissioner or Inspector of Buildings, can be removed. *See North Olmsted Section 1163.25 and North Royalton Section 1284.16*

ABANDONED SIGNS This section should state that abandoned signs shall be removed. *See North Olmsted Section 1163.20 and North Royalton 1284.14*

EXEMPTIONS TO REGULATIONS This section should define what types of signs are exempt from regulation. *See North Olmsted Section 1163.23*

REGULATIONS OF PAINTED WALL MURALS IN COMMERCIAL DISTRICTS Inclusion of a section of this type could describe what types of murals could be painted on the sides of commercial buildings. *See North Olmsted Section 1163.231*

BANNERS/PENNANTS IN BUSINESS DISTRICTS This section could include requirements for banners, pennants for temporary promotions. *See North Royalton Section 1284.18*

INDEMNIFICATION; INSURANCE This section should describe the Village's requirement for indemnifi-

cation regarding certain signs. *See North Royalton Section 1284.22*

REGULATIONS GOVERNING ADVERTISING ADJACENT TO HIGHWAYS AND THE INTERSTATE This section should refer applicants to applicable state regulations regarding advertising along an interstate highway. *See North Olmsted Section 1163.17*

PROHIBITED SIGNS This section should state what types of signs are not permitted in the Village. *See North Olmsted Section 1163.22 and North Royalton Section 1284.17*

POLITICAL SIGNS This section should describe the requirements regarding political signs. *See North Olmsted Section 1163.27 and North Royalton 1284.07(g)*

PERMIT REVOCATION This section should clearly state that the Building Commissioner has the power to revoke any sign permit upon failure of the owner to comply with the requirements of sign code. *See North Royalton Section 1284.23*

VIOLATIONS This section should clearly define who can determine when a sign is violating the requirements of the sign code and what steps must be taken to repair, alter or remove the sign. *See North Royalton Section 1284.24*

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RECOMMENDATIONS

Regulating signs is an important part of creating a pleasing, inviting streetscape. The goal of any sign code should be to adequately advertise businesses in a way that clearly and easily provides direction to a shopper. In order to achieve these goals, CPC recommends the existing North Randall sign code should be repealed and a new sign code be developed to replace it retaining those portions of the existing code as necessary.

While the sign codes for the Cities North Olmsted and North Royalton were provided to City Officials for reference of specific text language, the format of these codes may not be appropriate for North Randall. Therefore, the format of a new sign code should be designed to meet the needs of North Randall.

Appendix C
Methodology and Sources
Development Impact Analysis

Village of North Randall Master Plan

Development Acreage

Source: *Cuyahoga County Auditor Parcels Maps and Cuyahoga County Planning Commission acreage calculations.*

Dwelling Units Office Space Floor Area

Single-Family: Calculated using Village Zoning Code requirements of minimum lot size at 10,000 square feet with 60' lot frontage.

Multi-Family: Used 800' square feet/per unit which is an average of Village code requirements for multi-family units.

Office: Maximum coverage of 35% building coverage obtained from City of Solon zoning code.

New Residents/Employees

Single-Family: Number of units x 2.6 (North Randall owner occupied persons/household, 1990 Census)

Multi-Family: Number of units x 1.4 (North Randall renter occupied persons/household, 1990 Census)

Employees: Employees per 1,000 square feet gross floor area x 3.29 (Source: Institute of Transportation Engineers, 1991)

School Children

Estimate of new school age children = Number of new dwelling units x multiplier

Single-Family: (3 bedroom unit), K-6: 0.5305 students / unit; Jr. High: 0.1219 students/unit; Sr. High: 0.000 students/unit

Multi-Family: (garden apartment, two bedroom) K-6: 0.0236 students/unit; Jr. High: 0.0361 students/unit, Sr. High: 0.000 students/unit

Source: *Development Impact Assessment Handbook, Urban Land Institute, 1994.*

Environmental Impact

Water Consumption:

Single Family: 100 gallons/day per resident

Multi-Family: 75 gallons/day per resident

Office: 93 gallons per day per 1,000 square feet of office

Sewage Production:

All Residential: 65 gallons/day per resident

Office: 79.98 gallons/day per square feet of office

Solid Waste Production:

All Residential: 0.00175 ton/day per resident

Office: 0.001 ton/day per employee

Source: *Development Impact Assessment Handbook, Urban Land Institute, 1994*

Traffic Trips

Single-Family: number of dwelling units x 9.55 = traffic trips per day

Multi-Family: number of dwelling units x 6.59 = traffic trips per day

Office: Range based on number of employees x multiplier = traffic trips per day

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Source: Trip Generation, Institute of Transportation Engineers, 1991

Estimated Value of Site

Single-Family: Based on current construction costs of new development within the county obtained from Cuyahoga County Auditor's data with similar acreage. Average cost of similar lot sizes within the county in the past three years = \$132,121.

Multi-Family, New Construction: Estimate value obtained by 1998 Means Construction Cost Data, \$51.70/square feet x 100.9% weighted average for Cleveland. Multi-Family, Renovated Hotel: 72% of new construction value, \$37.22 per square foot.

Office, New Construction: Estimate value obtained by 1998 Means Construction Cost Data, \$69.85/square feet x 100.9% weighted average for Cleveland. Office, Renovated Hotel: Average value of existing office buildings in the area, \$50.72 per square foot.

Potential Value of Site

Single-Family: Number of new dwelling units x estimated value per unit = potential value of site

Multi-Family: Total square feet of total units x value per square feet = potential value of site

Office: Total new square feet of office space x value per square feet = potential value of site

Assessed Value (35%)

Potential value of site x .35 = Assessed Value

Annual Property Tax Millage

Residential

Assessed value/\$1,000 x effective millage

Effective 1998 millage for Residential/Agricultural Land in North Randall

School = \$46.20

Village = \$4.45

County = \$11.09

Office

Effective 1998 millage for Commercial/Industrial Land in North Randall

School = \$60.75

Village = \$4.60

County = \$13.20

Effective millage obtained from Cuyahoga County Auditor

Estimate Annual Income

Single-Family: North Randall Median Family Income, 1990 Census = \$29,141

Multi-Family: North Randall Median Family Income, 1990 Census = \$29,141

Office: \$31,980 per employee (Source: U.S. Department of Labor, Occupational Compensation Survey for Cleveland and Metropolitan Area, Mid-Level, General Accounting position)

Total Income Site

Single-Family: \$29,141 x number of dwelling units = Total site Income

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Multi-Family: \$29,141 x number of dwelling units = Total Site Income

Office: \$31,980 x number of employees = Total Site Income

Estimated Village Income Tax Revenue

Single-Family: Total Site Income x .25 (portion of North Randall workers who live and work in North Randall) x 0.025 (North Randall income tax rate) = Total Village Income Tax Revenue

Multi-Family: Total Site Income x .25 (portion of North Randall workers who live and work in North Randall) x 0.025 (North Randall income tax rate) = Total Village Income Tax Revenue

Office: Total Site Income x .025 (North Randall income tax rate) = Total Village Income Tax Revenue

Additional Sources: Time Saver Standards for Housing and Residential Development, National Building Cost Data, 1998

Appendix D
Town Meeting, May 6, 1998
Randall Park Mall
Community Room

Creating a *NEW IMAGE* for North Randall

REASON FOR MEETING

- ✓ New retail centers are increasing competition for customers
- ✓ Property values lagging behind many Cuyahoga County communities
- ✓ Area must stay competitive

ISSUES DISCUSSED

1. Master Plan Activities

Existing Streetscape Conditions: Excessive pavement, lack of landscaping, no definition of parking areas, numerous pole signs compete for visual dominance, signs overlap and are hard to distinguish from each other, store entrances difficult to find on some buildings, too many signs on some properties, some buildings need a “face-lift”

Master Plan Recommendations: Add landscaping within and along road right-of-way, establish landscaping requirements for parking lots, establish codes to create signs which are compatible in size, scale, design and placement, develop landscaping requirements for signs, work to develop an architectural character for the Village, develop store entrance guidelines

2. Randall Park Mall

- ✓ Mr. Jim Ottobre, Manager of Randall Park Mall, stated that Simon DeBartolo is planning major mall renovations totaling \$24 million.
- ✓ Negotiations continue for the construction of Magic Johnson Theaters.
- ✓ New landscaped ground signs or monument signs are planned for the Mall entrances.
- ✓ Mall staff, through a subsidiary *South East Services*, is offering to contract with area business/property owners for property maintenance services.
- ✓ The Mall is working with RTA to create a bus station and covered walkway into 2nd story of the Mall. From this bus station there will be local area circulator busses to serve area businesses.

3. Economic Development Programs

Storefront Renovation Program Through Chuck Horvath, Village of North Randall Building Commissioner (662-0430) or Mike Federico at the Cuyahoga County Department of Development (443- 7267) you can find out more about low interest loans that may be available to assist in storefront renovation projects.

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Community Reinvestment Area The Village has set up a Community Reinvestment Area (CRA) for the entire Village. This CRA allows property owners who remodel or construct new facilities to avoid increases in real property tax. To qualify, property owners must be in compliance with all zoning regulations and make certain minimum improvements depending upon type of use. Contact Building Commissioner Chuck Horvath at 664-0430 for more information.

BUSINESS REPRESENTATIVE'S ISSUES

General Comments

- ✓ Village is easy to work with, we don't want to see that go away.
- ✓ There is a high day-time population.
- ✓ The Village needs a grocery store.
- ✓ There needs to be a major restaurant, new to this market, to draw people to the area.
- ✓ Utility lines and poles detract from the streetscape yet the cost to put underground is prohibitive. The Village should plan to put poles underground as a part of future road renovation projects.
- ✓ What is going to happen to the vacant hotel? Village officials are working to find a use for the hotel.

Safety and Security Issues

- ✓ Safety and security perceptions are an issue. Police Chief Davis responded with statistics that show that North Randall Mall's safety issues are better than many other malls. The image of the area being unsafe is groundless. County representatives responded that when an area looks blighted, it's image will be that of unsafe.
- ✓ Police Sub-station in the mall may send the wrong message although, many malls have sub-stations now. The sub-stations send a message that this is a safe place and that law enforcement officials are nearby.
- ✓ Plan to keep out or control undesirables. Movies at the potential new theater will be first run movies; no \$1 shows. Security will be state of the art; police sub-station will be strategically located.

Perception of Village

- ✓ There is a need to create a Public Relations Plan and to work on media relations. There is a potential for a new weekly newspaper in the area.

New Regulations

- ✓ Recent road work has affected business. Excessive new regulations for signs and landscaping to could affect short term profits. New regulations will be implemented over time. Yet, success breeds success. With a coordinated effort to re-make North Randall's image to coincide with the Mall's renovation plan,

Village of North Randall Master Plan

positive attention can be drawn to the Village's businesses.

- ✓ Village will work to landscape the right-of-way.
- ✓ New codes shouldn't regulate sameness.
- ✓ Landscaping shouldn't block buildings. Landscaping creates problems with snow plowing. Mr. Ottobre

stated that the use of snow stakes within planting areas solves this problem.

- ✓ There is the potential to bring this area back to a leadership position in the retail market.
- ✓ Plan for meeting again.