



**Lee Road Action Plan
Public Meeting #1
Q&A**

Q. What are the statistics of fatalities of pedestrians on that area of Lee Road?

A. There are no pedestrian fatalities in that area of Lee Road.

Q. What metrics, tools, and decision-making rules will be used to ensure economic development is sustainable and equitable, and not bending too far to be "business friendly" in the face of demanding proposals?

A. The 2010 Economic Development Strategy for Shaker Heights called for a commitment to placemaking in and around commercial districts, making Shaker Heights a destination of choice for employers and their employees as well as providing access to retailers and restaurants by a variety of modalities. The Lee Road Action Plan will make targeted updates to the 2010 Economic Development Strategy, including (1) updating the economic opportunities analysis in the context of the Lee Road commercial district and changing economic dynamics; and (2) reviewing the City's current economic development incentive programs in the context of the Lee Road commercial district, particularly addressing the need to overcome current business challenges and create occupancy-ready buildings and re-invest in commercial properties, as identified in the 2010 Economic Development Strategy. The Lee Road Action Plan will also identify likely sites for redevelopment, which could include new construction and/or reuse of existing structures.

The consultant team includes Economic Development professionals who are analyzing macroeconomic changes, current occupations, workforce mobility, commercial opportunity space, income growth, unemployment rates, entrepreneurial culture, unmet business demand, economic incentives, economic growth, employment growth, innovation capacity, current site conditions, and supply and demand in the market area. This data will inform the overall Lee Road Action Plan, including the transportation and land use strategies that will be discussed and ultimately included in final plan recommendations. Future business growth and redevelopment activities and proposals that follow from this plan will be evaluated independently based on the facts and circumstances of each opportunity, all in the context of Lee Road Action Plan recommendations. Example metrics could include project team qualifications, whether the proposed project meets stated development objectives (including equity and sustainability), demonstrated market viability and financial ability, whether the project fulfills an unmet need in the community, and the overall community benefit and economic and/or tax benefit to the City of Shaker Heights.

Q. Also why aren't traffic lights held longer for pedestrian crossings and why does the traffic back up on Lee Road?

A. The consultant team includes traffic engineers who are studying the movement of automobile traffic, pedestrians, and cyclists, assuring that all can move safely and efficiently through the district. We acknowledge that Lee Road is not pedestrian-friendly—making it so is an important goal of this project. To that end, we are studying traffic lane reduction, automobile movement (including turn allowances and prohibitions), signalization (to improve traffic movement and safe crossing for pedestrians), improved crosswalks, streetscape, and other pedestrian-focused improvements.

Q. Is there any representation from SH Police Dept. to answer why traffic lights were not being held longer for pedestrian crossings and also why people are blocked from turning on Ashby during rush hour to cause the clogging of Lee Rd.

A. Commander Richard Mastnardo is part of the team working to improve Lee Road. The consultant team includes traffic engineers who are studying the movement of automobile traffic, pedestrians, and cyclists, assuring that all can move safely and efficiently through the district. We acknowledge that Lee Road is not pedestrian-friendly—making it so is an important goal of this project. To that end, we are studying traffic lane reduction, automobile movement (including turn allowances and prohibitions), signalization (to improve traffic movement and safe crossing for pedestrians), improved crosswalks, streetscape, and other pedestrian-focused improvements.