

**SHAKER HEIGHTS**

# Lee Road Action Plan

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STAKEHOLDER MEETING #3

NOVEMBER 7, 2022

# Agenda

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1. Welcome & Introductions
2. Project Purpose
3. Phase 3 Meeting Goals
4. Community Input
5. Economic & Market Analysis
6. Draft Plan
  - Transportation
  - Public Realm
  - Land Use
  - Corridor by Segments
7. Next Steps



# Project Purpose

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## Reimagine Lee Road corridor – Van Aken south into the City of Cleveland

❖ Create Lee Road commercial district that is:

- Commercially vibrant
- Aesthetically attractive
- Equitable
- Sustainable
- Safe, connected, and accessible to all

❖ Develop District to successfully integrate:

- Transportation
- Land use
- Economic development
- Engaged community



# Plan Development Process

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# Phase 3: Finalize Plan

## **MEETING GOALS**

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### **REVIEW PLAN AND RECOMMENDATIONS**

- ❖ **Transportation & public elements**
  - Roadway configuration
  - Bicycle & pedestrian infrastructure
  - Kenyon intersection
  - Parking
  
- ❖ **Land use and related elements**
  - Development nodes
  - Land use types & density
  - Public realm spaces & features
  
- ❖ **Importance & relevance of economic & market analysis**

# Corridor Themes & Community Preferences

## DEVELOPMENT TYPE & DENSITY



### MODERN MAIN STREET

- ❖ Traditional walkable main street
- ❖ Smaller scale, infill redevelopment
  - 1-2 story commercial uses



### NEIGHBORHOOD CENTER

- ❖ Create central core mixed-use area
  - Expanded community services
  - Retail
  - Outdoor dining and/or food trucks
  - Activity center(s)
- ❖ Redevelopment of bus garage site
  - Expand Chelton Park
  - Public parking area
  - Neighborhood connection



### DENSITY-DRIVEN TRANSFORMATION

- ❖ High-density mixed-use district
- ❖ Transform Lee over time
- ❖ 5+ story mixed-use development
  - Commercial + Residential + Office + Retail

# Corridor Elements & Community Preferences

## **ROADWAY RECONFIGURATION**

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**MEDIAN SECTION**



**OFF-ROAD TRAIL**

# Corridor Elements & Community Preferences

## **PARKING – PROVIDE MIX**

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**SHARED PARKING STRUCTURE**



**SHARED SURFACE PARKING LOT(S)**

# Corridor Elements & Community Preferences

## **PEDESTRIAN-RELATED TREATMENTS**

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**MID-BLOCK CROSSING**

# Economic & Market Analysis

## TRENDS & TAKEAWAYS – NATIONAL

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National trends impacting economic conditions and development

### ECONOMIC DEVELOPMENT ANALYSIS – NATIONAL

#### ❖ POLITICAL

- Local income **tax changes drive need for balance** of housing, work-from-home amenities, office locations
- **Federal stimulus dollars** drive local investment opportunities

#### ❖ ECONOMIC

- **Inflation, rising interest rates, looming recession creating hesitancy** in ground-breakings, a need for risk-sharing for developers and businesses, and migration to lower-cost markets
- Midwest and other lower-cost markets are experiencing a **migration of venture capital dollars from coasts**
- **Workforce challenges** are straining retail development

#### ❖ SOCIOCULTURAL

- **“Great Resignation”** created shift in talent mobility and attraction
- Companies aspiring for more **diversity, equity and inclusion**; prioritizing environments to embrace.
- Emphasis on **sustainability / carbon footprint**
- Desire for many to **work from home** (full-time or hybrid)

#### ❖ TECHNOLOGICAL

- COVID-19 pandemic and increased **need for residential broadband** investment

# Economic & Market Analysis

## TRENDS & TAKEAWAYS – LOCAL

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### ECONOMIC DEVELOPMENT ANALYSIS – LOCAL

- ❖ **Post-pandemic decrease in business vacancies**
  - Lower vacancies than neighbors
  - Lower vacancies than County and State averages
- ❖ **Income tax revenue growth while employment steadily declined** in some income brackets
  - This may be consistent with wage growth
- ❖ **Resident wage growth outpacing National growth** in the fastest growing occupations
  - Architecture & Engineering, Art & Design, Food Preparation, Health Technicians, Healthcare Support, Maintenance, Office & Administrative Support, Sales and Office
- ❖ **Significant increases in headcount for these occupations:**
  - Computer and Mathematics, Computer Engineering and Science, Health Technician
- ❖ **Decreases in these occupations:**
  - Healthcare Support, Physical and Social Sciences, Sales

# Economic & Market Analysis

## TAKEAWAYS - OFFICE

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### OFFICE MARKET

- ❖ **Short-term demand** for Class B and Class C office with market coming out of COVID-19 pandemic
- ❖ **Demand for Class A** office space (currently 1.1 mil sq ft)
- ❖ VAD Phase 1 has **64,000 SF of Class A Office space**
  - Represents 5.8% of citywide office space (*total = 1,094,521 SF*)
  - Estimated 100,000 SF will be added in future phases at VAD
  - Need anchor tenant to spur initial construction
- ❖ Demand for these identified office uses (business, government, household):
  - Advertising, PR & Related Services, Computer Systems Design, Office Administrative Services, Software Publishers, Funds/Trusts & Other Financial Services, Educational Services.

### RECOMMENDATIONS

- ❖ **Add Class A** office space for any new office development
- ❖ **Increase distribution of Class A** office
  - 1) Increase to 15% of Shaker Heights office product (164,000 SF in total) over next ten years
  - 2) Add 100,000 SF in additional space citywide, averaging 10,000 SF per year



# Economic & Market Analysis

## TAKEAWAYS - RESIDENTIAL

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### RESIDENTIAL MARKET – OWN

- ❖ **Surplus of single-family** under \$100,000 and \$200,000-\$400,000
- ❖ **Shortage of single-family** \$100,000-\$200,000 and over \$750,000
- ❖ Shortage of higher-value homes may mean:
  - 1) Homeowners accumulated savings/wealth on original home and prefer to remain in place
  - 2) Homeowners looking to upgrade may not have preferred step-up housing options.

### RESIDENTIAL MARKET – RENT

- ❖ **Decrease in home ownership** for ages 15-24, 25-34 and 45-55
- ❖ **Surplus of rental housing** units within rent ranges of \$729-\$1,562
- ❖ **Shortage of rental housing** units **below \$729** and **above \$1,562**
  - VAD Phase 2 adds 200 units at \$1500+

### RECOMMENDATIONS

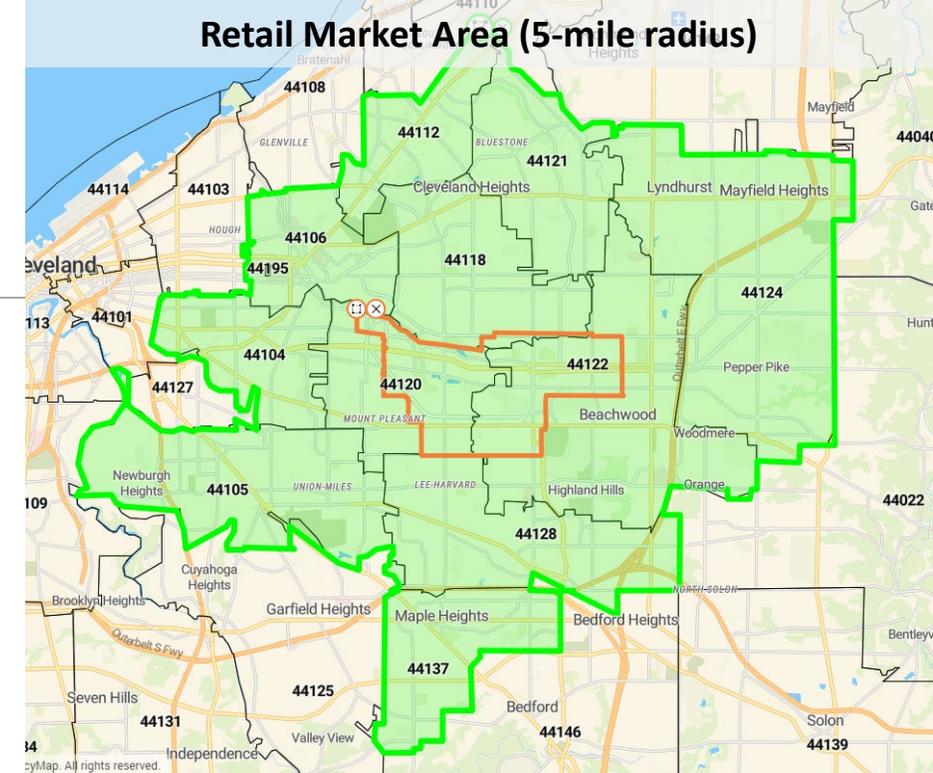
- ❖ **Right-size housing** product offerings
  - 1) Provide step-up housing options
  - 2) Accommodate mixed incomes
  - 3) Cater to desired occupations
- ❖ **Conduct housing study** to match available product to step-up / step-down housing price options

# Economic & Market Analysis

## TAKEAWAYS - RETAIL

### RETAIL MARKET

- ❖ City's **\$73,500 annual expenditure per household** among highest consumer expenditure rates in region
  - County average is \$56,600
  - Varies along Lee Road: \$54,200 - \$75,300 per household
- ❖ Numerous commodities needed to meet local demand
- ❖ **50,000-80,000 SF of retail** needed in the city, could be accommodated along Lee Road corridor
- ❖ Commodities currently not meeting area demand:
  - Arcade/Amusements, Car Wash, Clothing & Accessories, Drinking Places (Bars), Full-Service Restaurants, Furniture, General Merchandise, Home Improvement, Personal Care Services, Pharmacy



### RECOMMENDATIONS

- ❖ **Program Lee Road with retail** that draws consumer spending potential from the entire City and nearby municipalities
- ❖ Emphasize a **mixture of brands** that allows for economic and price-point flexibility

# Economic & Market Analysis

## TRENDS & TAKEAWAYS – LOCAL OPPORTUNITIES

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### IDENTIFICATION OF INITIAL OPPORTUNITIES

- ❖ With a changing site location landscape and lack of available large-scale office space, the City should **emphasize home-growing business and entrepreneurship opportunities**
  - Include incubation of retail into "Headquarters Retail"
- ❖ Capture City's overall household **spending potential along Lee Road** corridor in imagining retail uses
- ❖ Continue to **add distribution of Class A office space** while riding the wave of Class B and Class C price-point demand
- ❖ Evolve **economic incentive package to a partnership model** that meets business demand while driving public policy outcomes
- ❖ **Invest in work-from-home** infrastructure and work-from-home Wi-Fi locations

# Land Use & Redevelopment

## COMMUNITY PREFERENCES & MARKET DEMAND



### COMMUNITY PREFERENCES

1. Restaurants & Retail
  - Food trucks
2. Outdoor Recreation, Parks & Public Space
  - Expand Chelton Park
3. Indoor Recreation & Entertainment
  - New indoor recreation (indoor basketball)
4. Residential
  - Multi-Family Housing
  - Variety of types
5. Maker-Space
6. Office

### MARKET DEMAND

1. Restaurants & Retail (unmet demand in retail area, zip codes around corridor)
  - Full-service restaurants (\$6.5M)
  - Bars/other food & drink (\$9.7M)
  - General merchandise & pharmacy (\$16M & \$14M)
2. & 3. Recreational Space Programming (indoor+outdoor)
  - Rec sports (indoor & outdoor)
  - Performing Arts
  - Bowling
  - Arcade / Amusement
4. Residential (Shaker lacks bottom & top end options)
  - Step-up housing options
  - Allow for mixed incomes
  - Cater to desired occupations

# Land Use & Redevelopment

## COMMUNITY PREFERENCES & MARKET DEMAND

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### MARKET DEMAND

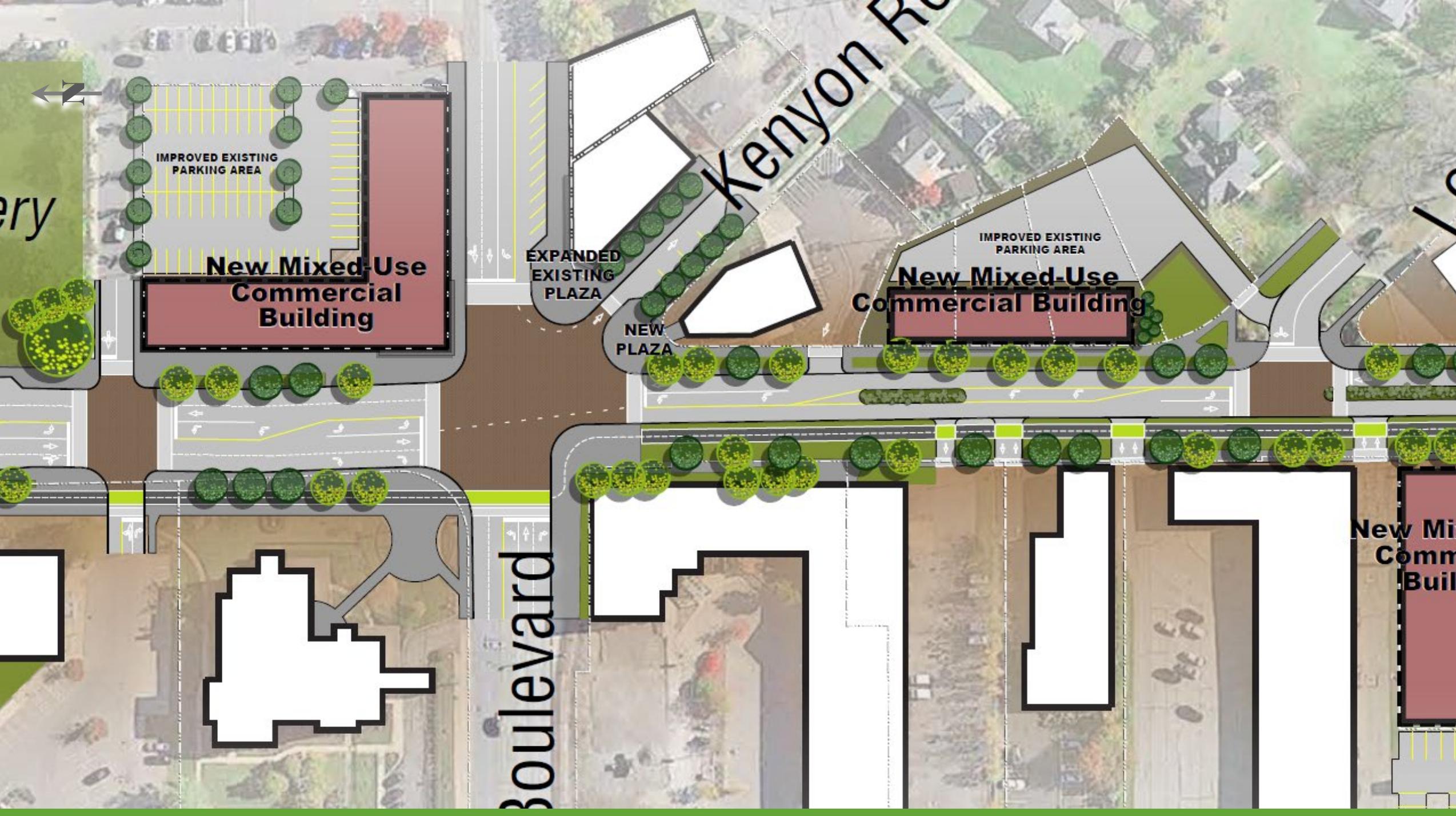
5. Incubator Space (Maker-Space)
  - Shaker support/home-grow businesses
  - Strong consumer market to test ideas
  - Incubator uses & growth potential
  - Rental office space
6. Class A Office
  - Add 100KSF over 10 years (citywide)
7. Additional Uses  
*(driven by govt & business demands)*
  - IT services
  - Advertising & PR
  - Office admin help
  - Educational training services

# Draft Plan

## TRANSPORTATION OVERVIEW

- ❖ Reconfigure roadway
  - One travel lane in each direction
  - Center turn lane with raised median sections
- ❖ Streetscape & public realm transformation
  - Minimize impact to trees
- ❖ Off-road (sidewalk level) bike trail
- ❖ Enhanced mid-block crossing, 1 location
  - New neighborhood center at Chelton Park
- ❖ Reconfigure Kenyon intersection one-way inbound
  - Business operations considerations





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IMPROVED EXISTING  
PARKING AREA

**New Mixed-Use  
Commercial  
Building**

EXPANDED  
EXISTING  
PLAZA

NEW  
PLAZA

Kenyon Road

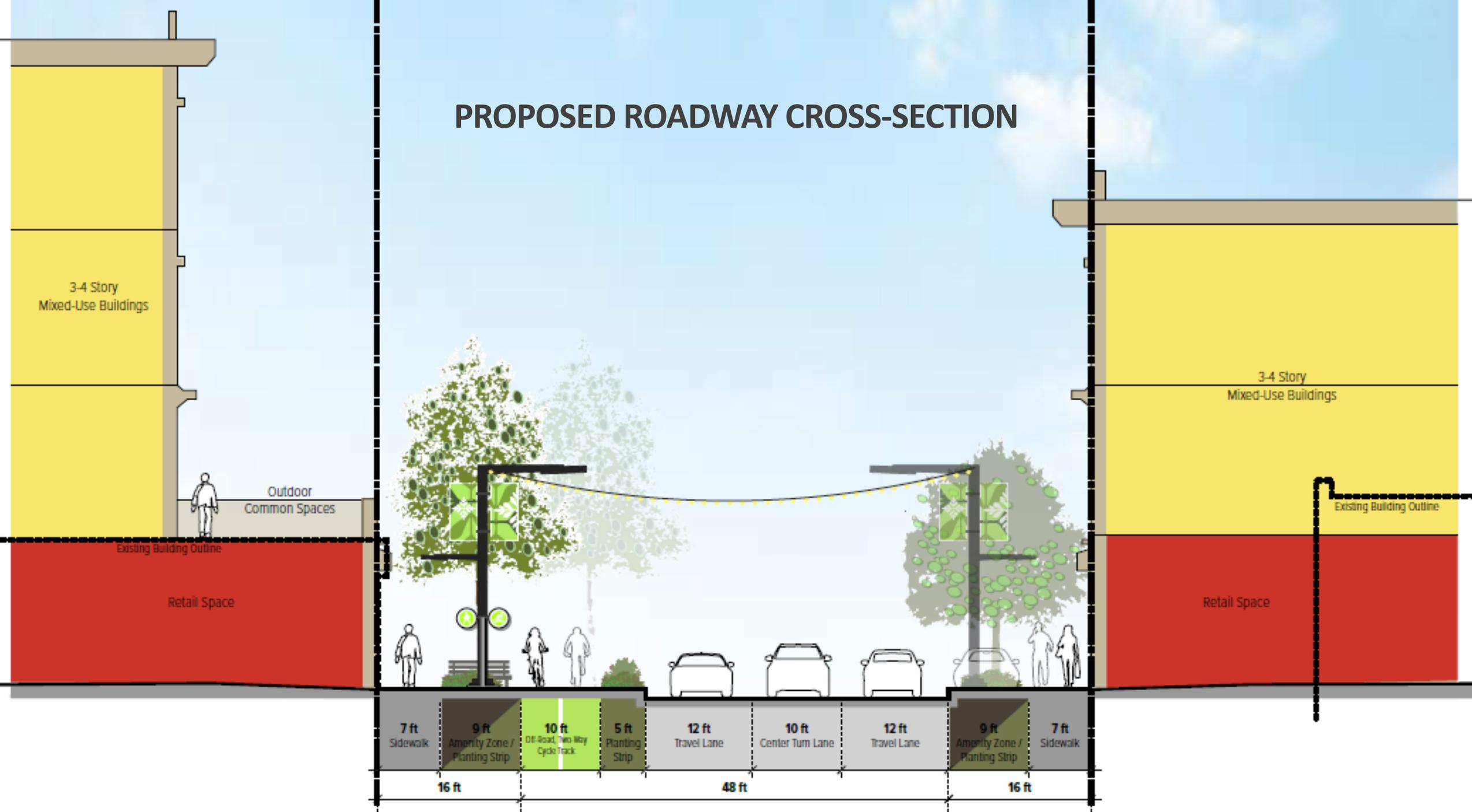
IMPROVED EXISTING  
PARKING AREA

**New Mixed-Use  
Commercial Building**

**New Mi  
Comm  
Build**

Boulevard

# PROPOSED ROADWAY CROSS-SECTION



# Draft Plan

## PUBLIC REALM OVERVIEW

- ❖ Parking
  - Shared surface lot(s)
  - Parking (internal to new developments)
- ❖ Preferred public realm treatments
  - Sidewalks & seating
  - Amenity zone
  - Lighting
- ❖ Secondary public realm treatments
  - Sustainable stormwater management
  - Transit Waiting Environment (TWE)
  - Public art
  - Pedestrian connections to neighborhood



# Draft Plan

## LAND USE OVERVIEW

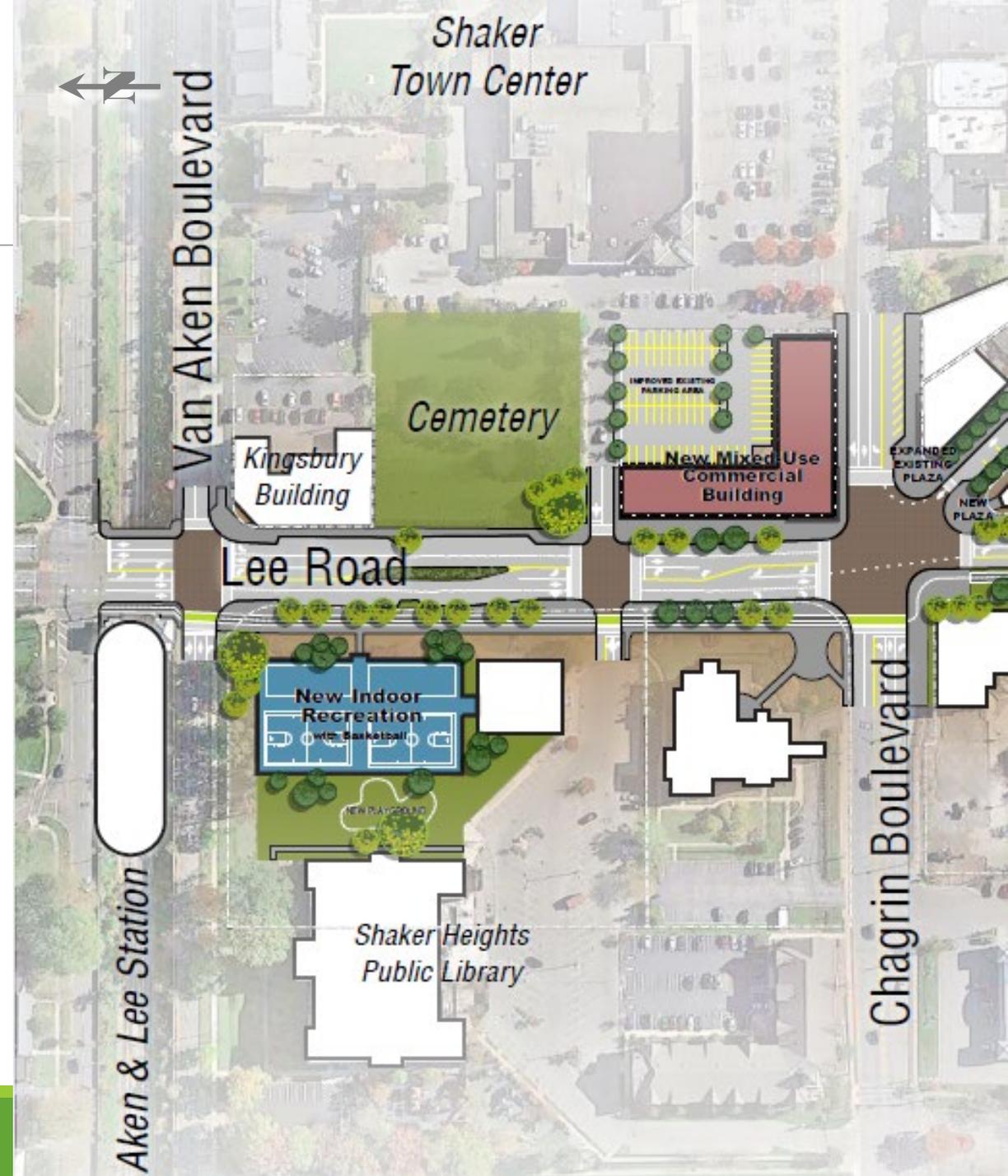
- ❖ Incorporate new development nodes
  - 2-4 stories
- ❖ Integrate with existing businesses
- ❖ Shared parking opportunities
- ❖ Expand Chelton Park
  - Park & plaza areas
  - Food trucks along Hampstead
  - Amphitheater
- ❖ Trail connections to Moreland & Lomond



# Draft Plan CORRIDOR BY SEGMENTS

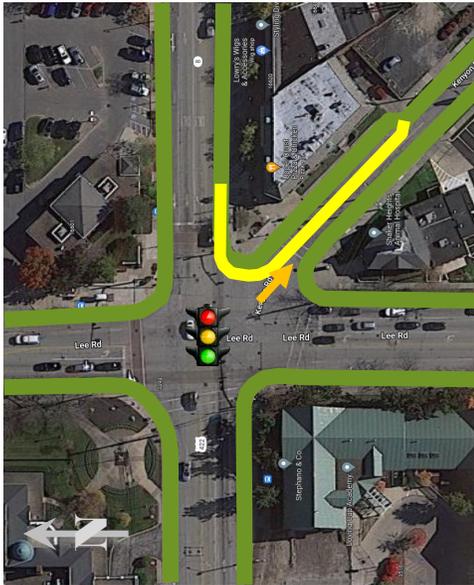
## VAN AKEN TO CHAGRIN

- ❖ New indoor recreation
  - Indoor basketball
  - Outdoor playground
- ❖ Enhanced pedestrian crossings at signalized intersections
- ❖ Potential redevelopment at Chagrin/Lee
  - Optimize parking layout and capacity



# Draft Plan CORRIDOR BY SEGMENTS

## KENYON INTERSECTION



Convert to  
Open Inbound Only



## INTERSECTION

- Convert to one-way inbound
- Reduce pedestrian crossing distance at Kenyon
- Simplify signal operations

## EAST SIDE

- Expand existing plaza
- Add outdoor dining area

## WEST SIDE

- Create new public plaza
- Provide on-street parking

# Draft Plan

## CORRIDOR BY SEGMENTS

### CHAGRIN TO HAMPSTEAD

- ❖ Integrate new buildings with existing buildings
  - New mixed-use commercial opportunities
- ❖ Upgrade pedestrian crossings at signalized intersections
  - Chagrin/Lee
  - Lomond/Lee
- ❖ Install raised medians
- ❖ Shared parking opportunity

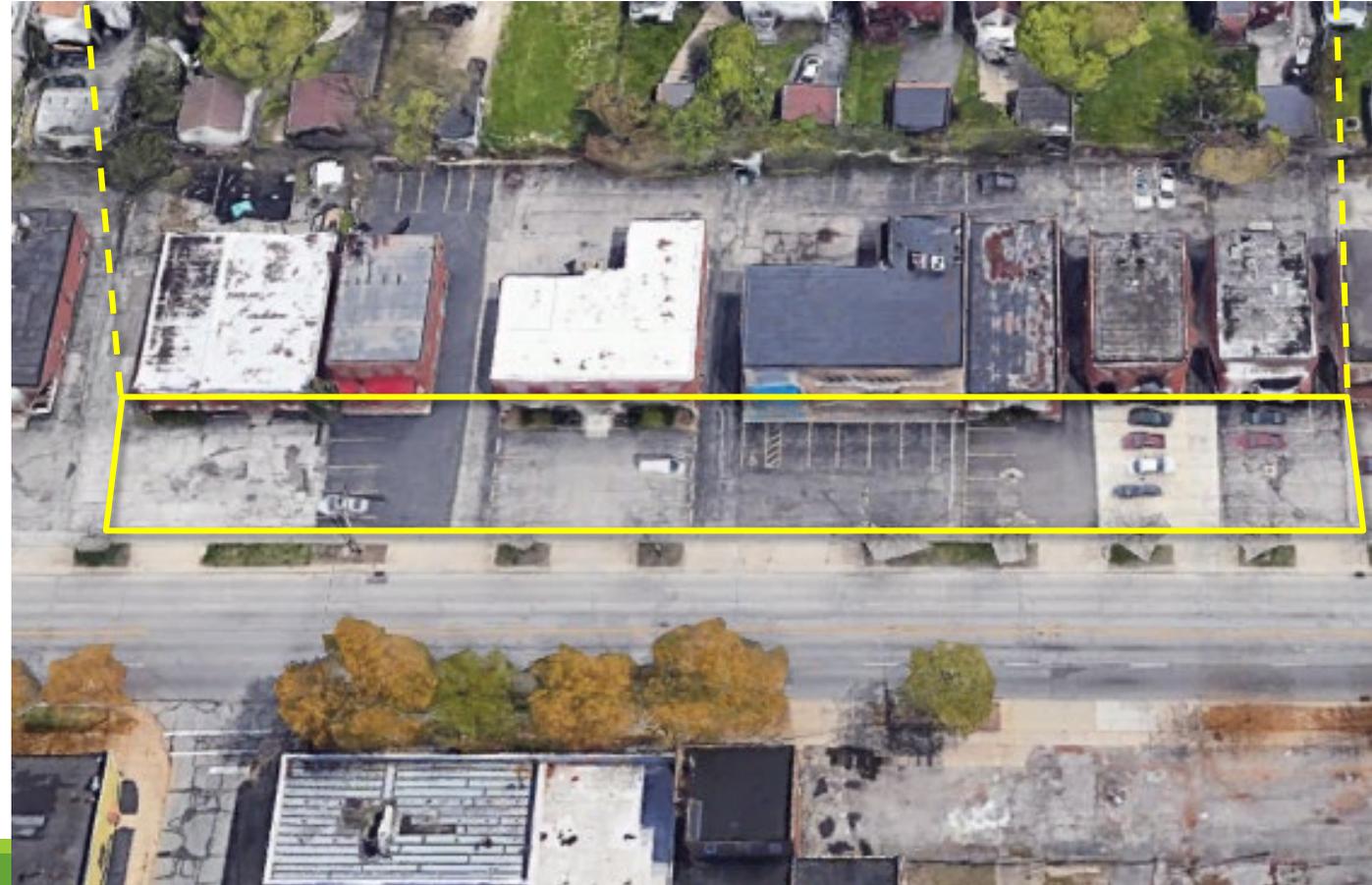


# Draft Plan

## SHARED PARKING

### SHARED PARKING OPPORTUNITY

- ❖ Existing parking on 6 individual parcels
  - 41 spaces
  - Non-standard parking spaces
- ❖ Shared parking combines individual parking lots
  - 43 spaces
  - Standard dimension parking spaces
- ❖ Shared parking opportunity improves access and circulation
- ❖ Fewer curb cuts improves pedestrian safety & comfort
- ❖ Existing buildings not impacted by shared parking



# Draft Plan

## CORRIDOR BY SEGMENTS

### NEIGHBORHOOD CENTER

- ❖ Core development – Shaker Bus Garage site
- ❖ Variety of mixed-use development
  - 3-4 stories
  - Mixed-use residential
  - Mixed-use office
- ❖ Expansion of Chelton Park
  - Enlarged park
  - Plaza area at Lee
  - Food truck area
  - Potential amphitheater
  - Neighborhood connections
- ❖ Mid-block crossing
- ❖ Median sections





**NEIGHBORHOOD CENTER – TODAY**

# NEIGHBORHOOD CENTER



# Draft Plan

## CORRIDOR BY SEGMENTS

### SOUTHERN GATEWAY

- ❖ Variety of mixed-use development
  - 3-4 stories
  - Mixed-use residential
  - Mixed-use commercial
- ❖ Integrate new with existing buildings
- ❖ Median sections
- ❖ Enhanced pedestrian crossing treatments
  - Scottsdale/Lee
  - Invermere/Lee
  - Throckley/Lee
- ❖ Integrate corridor enhancements across corp line
- ❖ Formalize on-street parking south of Invermere





**SOUTHERN GATEWAY – TODAY**

# SOUTHERN GATEWAY



# Lee Road Corridor Plan

## NEXT STEPS

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- ❖ Community Engagement
  - Stakeholder Meeting, Nov 7, 2022
  - Business Focus Group Meeting, Nov 10, 2022
  - Community Open House, Nov 10, 2022  
5:30-7:30 p.m. at The Dealership, 3558 Lee Road
- ❖ Presentation to Planning Commission and City Council
  - Adopt Plan (early 2023)
- ❖ Funding Update
- ❖ Design reconfiguration of Lee Road
  - 3-lane corridor
  - Bicycle & pedestrian facilities
  - Public realm improvements
- ❖ Construct new Lee Road (begin 2027)



Direct questions / comments to:

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