



Comprehensive Land Use Plan

April 2016

2016 COMPREHENSIVE LAND USE PLAN

VILLAGE OF MORELAND HILLS, OHIO

April 14, 2016

Prepared with assistance from

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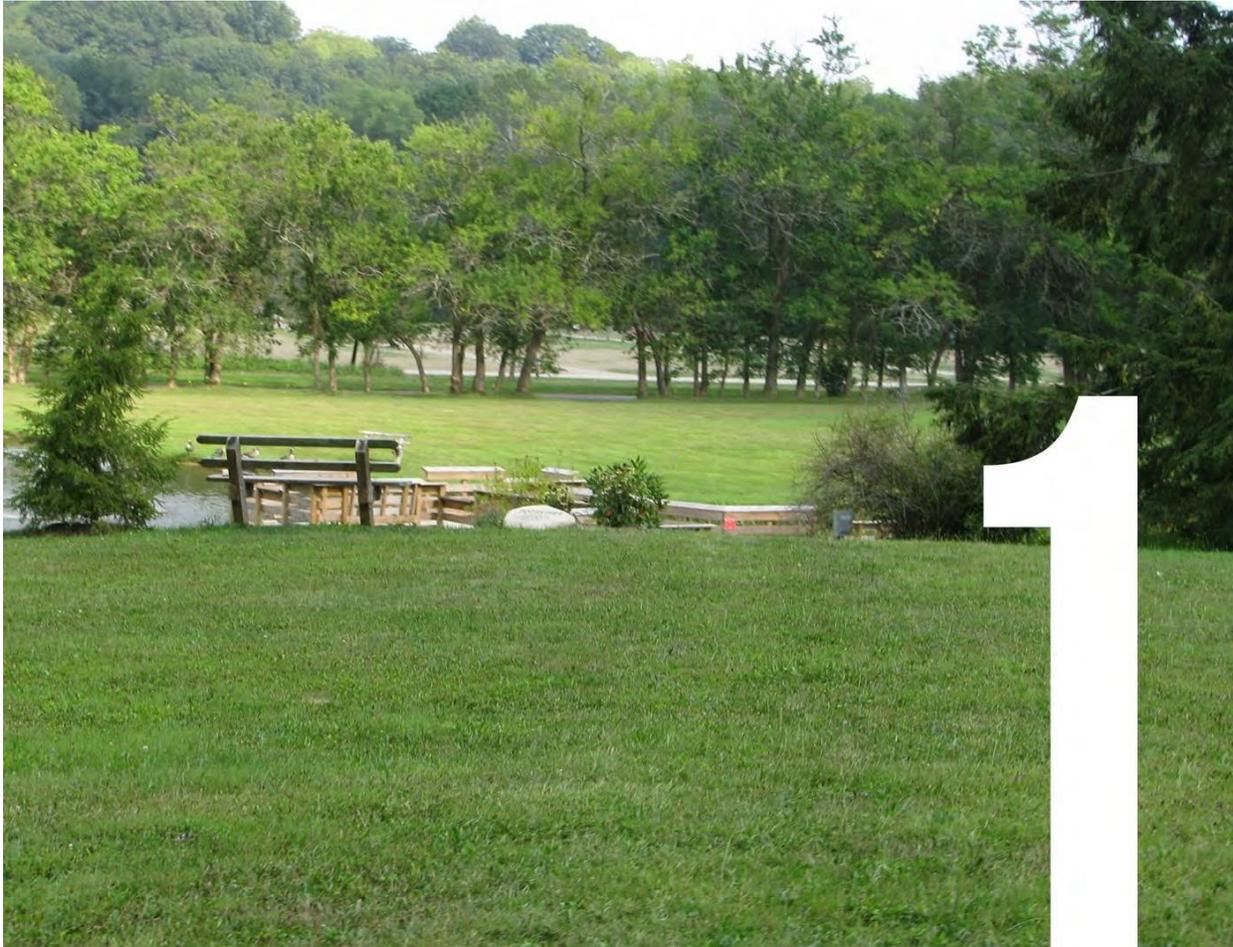
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Community Goals and Vision

This document represents the first comprehensive land use update for the Village of Moreland Hills since the *2003 Comprehensive Land Use Plan*. Since 2003, the character and land use conditions in the Village have not changed significantly. Moreland Hills is a quiet suburban community of large lots, wooded and sloping residential land with little non-residential development. Most easily developable parcels of land in the community have been built upon. While vacant land remains, it is mostly subject to development constraints.

This planning effort is intended to provide a vision for the community; a vision that characterizes the Village of Moreland Hills over the next 10 to 30 years. Clarification of a vision for the community makes it possible for municipal staff to focus their efforts on actions necessary to implement the vision, as well as to avoid actions that are contradictory. Further, this document provides a means to convey community policy to prospective developers and residents.



Vision

The Village of Moreland Hills desires to maintain its semi-rural character consisting of large lots and open spaces; to preserve and enhance parklands and historic resources; to foster careful growth that respects and reflects the community's character; and to do so in a manner that continues to promote health, safety and quality of life.

Community Goals

Community goals provide the focus for planning efforts. Goals have been developed through discussions within the Master Plan Review Committee, a group organized to facilitate plan development, and through community input gathered at public meetings or shared with Committee members.

Objectives represent specific actions which implement and support particular goals. Objectives are public policy measures influencing goal attainment. Effective objectives have a rational relationship to the goals as well as to health, safety, and welfare issues. The following are goals and objectives developed for this effort:

GOAL:

Preserve and protect the value of residential properties.

OBJECTIVES:

- Discourage land uses which conflict with existing uses and residential community character.
- Promote residential neighborhood development which is considerate of the scale and character of other residences in the neighborhood, as well as between the homes and their natural settings.
- Provide for compatible development of lands assembled at the rear of existing developed lots with particular attention to adjacent structure scale and safety of access.
- Promote the improvement of the Village's aging housing stock via code enforcement and maintenance programs.
- Promote the expansion of alternative housing stock options in order to accommodate aging in place.

GOAL:

Preserve environmental quality and natural beauty of Moreland Hills.

OBJECTIVES:

- Require single-family residential lots of sizes sufficiently large to provide for effective on-site waste water disposal where central sewers are not available.
- Eliminate development practices that produce short and long-term erosion, stream sedimentation, and water quality deterioration.
- Identify and acquire areas of unique environmental quality.
- Encourage practices which are in compliance with Phase II NPDES regulations.

- Encourage preservation of open space for public use benefits, environmental quality preservation, and preservation of community character.
- Encourage housing development practices that promote the harmonious relationship between homes and their settings.
- Encourage the expansion of local and regional trail and on-road bike lane connections.
- Draft a tree replacement policy.

GOAL:

Preserve historic and cultural resources.

OBJECTIVES:

- Maintain an inventory of historic and cultural resources such as historic cemeteries and the Garfield Birth Site.
- Include historic and cultural resources as an element in land development reviews.
- Preserve and enhance the Garfield Birth-site Park by allowing site improvements sensitive to the park's character.
- Identify and encourage preservation of habitat corridors.

GOAL:

Accommodate limited non-residential development.

OBJECTIVES:

- Encourage only locally-serving commercial uses.
- Encourage extension of sewer and water infrastructure only where necessary for compliance with National Water Quality Objectives and NPDES requirements.
- Adopt fiscal policies that recognize limited non-residential development and limited sources of non-residential public revenues.
- Encourage the development of non-residential vacant properties.



GOAL:

Promote efficient, safe, and non-motorized means of transportation.

OBJECTIVES:

- Encourage only limited non-residential land development.
- Encourage low-density residential development.
- Identify high accident locations and eliminate accident hazards.
- Maintain roads and bike paths.

Planning Process

The process to update this Comprehensive Land Use Plan (last updated in 2003) began in early 2015. The Village Council approved the hiring of McKenna Associates, a consultant that provided the Village with relevant data, meeting facilitation, community engagement, and Plan and document drafting. Additionally, a Master Plan Review Committee began to meet approximately monthly beginning in June 2015, until April 2016. This committee included the mayor, members of the Village Council, members of Planning Commission, and residents (some of whom are also developers). The goal was to have a diverse committee that represented a variety of neighborhoods and demographic groups.

A critical step to the process was the gathering of public input. The public was offered and encouraged to participate in the following ways:

- Attend Master Plan Committee Meetings
- Complete a detailed online survey (October 2015)
- Attend an Open House (November 2015)

Additionally, McKenna Associates facilitated a focus group of older residents and conducted telephone interviews. The findings of all community input efforts are summarized in this Plan. Further, McKenna's detailed reports of all community input efforts can be found online at www.morelandhills.com, or by request from the Village.

In addition to gathering community input, the Master Plan Review Committee considered relevant demographic and housing data and trends both locally, at the county, state and national level. The Committee did this to ensure the Village's Comprehensive Land Use Plan is based on an accurate picture of *who* lives in Moreland Hills and *what* housing preferences and options exist in the community. Additionally, the Plan contemplates potential future housing needs based on, among other factors, age, income, and current availability and type of housing stock.

The Committee also received comprehensive information from the Village Engineer with respect to factors such as septic systems, environmentally sensitive characteristics of the Village, and the current status of housing stock. This was the Committee's effort to look at the Village "from 10,000 feet above", or to take a big picture view of Moreland Hills.

Lastly, the Village Attorney provided legal information and analysis to the Committee. The Committee considered different types of typical legal challenges to zoning, as well as impacts of specific lawsuits in Moreland Hills and surrounding communities. The Committee also considered different types of planning tools that can be utilized to maximize Village control of development and minimize the risk of a legal challenge.

In summary, the Comprehensive Land Use Plan process involved a careful assessment of community input, demographic information, housing data and trends, as well as technical analysis by planning, engineering and legal advisors. At the heart of the effort was a good faith balancing of all critical considerations and factors.



Growth and Development

General

The Village of Moreland Hills lies within the area known as the "Western Reserve Territory." The Village was founded in 1929 when it separated from Orange Township. The Village grew slowly along arterial roadways serving the region. Earliest land subdivision activity occurred along major roads and in the vicinity of Wiltshire, Ellendale and Giles Roads.

Population of the Village increased gradually as the area was subdivided. In 1930 a total of 114 persons lived in the Village. A spurt of growth brought the total population to 561 persons by 1940. The next two decades each resulted in a doubling of the community's population and by 1970 a total population of 3,000 called the Village their home. Since 1970 the Village has experienced substantial subdivision but only increased slightly in total population to a 2013 American Community Survey figure of 3,319 residents.

A comprehensive plan prepared for the Village in 1973 indicated that 63 percent of the total land area of the community had been developed. Today, only remnants of vacant developable land exist. Most vacant parcels are parts of larger multiple parcel tracts owned by individuals who have a home on one of the tracts owned. Large land areas are devoted to public or institutional uses.

Moreland Hills has seen little change in its land use since the last Comprehensive Land Use Plan was adopted in 2003; however, efforts have been undertaken to ensure it retains its semi-rural character.

These changes include:

- **Creation of the Residential Open Space Conservation District.** In 2005, voters approved this new zoning classification. The purpose of this Residential Open Space Conservation District (also known as U-4) is to encourage environmentally sensitive residential development and other harmonious conditional uses in those portions of the community impacted by severe development constraints, including, but not limited to, severe slopes, unstable soils, wetlands, natural drainage courses, sensitive environments and floodplains. Development under the provisions of these regulations contributes to improved air quality, improved water quality, and enhanced biological diversity compared to development under traditional practices by enabling less soil exposure, less erosion, less sedimentation of natural drainage courses, and less disturbance of vegetation and sensitive environmental features. This new classification requires the same density found in most areas of the Village.
- **Creation of Forest Ridge Preserve.** In 2006, Moreland Hills Village Council approved the acquisition of 53 acres of land vulnerable to development. This land, adjacent to the South Chagrin Reservation of the Cleveland Metroparks, has grown to include 144 acres of protected land under the stewardship of Moreland Hills. In 2012, the Western Reserve Land Conservancy (a nationally recognized environmental advocacy and preservation organization) opened its headquarters near the Forest Ridge Preserve. This area is now representative of land preservation efforts on several fronts.
- **Brownfield cleanup.** In 2010, The Village purchased the former BP Gas Station property in the northwest corner of Miles and SOM Center Roads. The vacant property had been contaminated by leaching underground storage tanks and oil deposits from the former service station activities. The area is now improved with landscaping and is known as Veteran's Park. The park represents another acquisition in the Village's desire to maintain the semi-rural character.
- **Acquisition of a Pocket Park.** This park, located at the northwest corner of Ellendale Road and Chagrin Boulevard, represents another effort to preserve land within the Village. This dilapidated residential property was acquired by the Village in 2009 and cleared of all structures.
- **Zoning Rewrite.** In 2011, the Village conducted an exhaustive review and revision process of their zoning code. The Village's updated codes allow for the continued preservation of riparian corridors, sensitive hillside protection and development consistent with the desire to retain the semi-rural setting.

COMMERCIAL DEVELOPMENT

While very little undeveloped land exists that will accommodate commercial development in 2016, there has been some additional commercial development since 2003. Located at the northwest corner of Chagrin Boulevard and SOM Center Road, Moreland Towne Center was developed in 2011 and accommodates 6 retail businesses.

RESIDENTIAL DEVELOPMENT

The *2003 Moreland Hills Comprehensive Land Use Plan* identifies 18 undeveloped properties zoned for single-family residential development. The following changes have taken place since 2003 that relate to these identified residential properties:

- Four (4) of these parcels have been developed for their intended residential use.

- Three (3) of these parcels are subject to severe slope issues and remain vacant. These parcels were not rezoned as U-4 Residential Open Space Conservation District as they did not meet the criteria established by the village (10 contiguous acre minimum, access to sewers etc.).
- One (1) of the parcels was developed as a residential subdivision located in the Village's northern section off of South Woodland Road.
- One (1) border parcel was purchased by Village of Hunting Valley for conservation purposes.
- Four (4) parcels were acquired and absorbed into the Forest Ridge Preserve described earlier in this chapter.

In the Village of Moreland Hills, land has been developed almost exclusively for residential purposes. Very limited conservation development housing exists (see Land Use Plan). A few large institutionally owned properties exist. The Cleveland Metroparks, Chagrin Valley Country Club, Hiram House Camp and the Orange Board of Education represent the few remaining large land holders in the community. Recent trends suggest that it is not likely that the Orange Board of Education or Cleveland Metroparks land could be developed for other than their current open space uses. The remaining large tracts of land including Hiram House Camp and the Chagrin Valley Country Club were considered to be potential catalysts for significant change to the semi-rural nature of the village in the unlikely event that they were redeveloped for residential use. For this reason these two properties were rezoned as Open Space Residential Conservation Districts (U-4) in 2005. As described above, this classification allows for the current zoning density while embracing and protecting the sensitive environmental factors that have come to define the village.

Recent public input gathered during this process suggests that very strong support continues to exist for the continued classification of U-4 zoned properties. Except for these large parcels and some very limited commercial uses, the community is generally one of large lot, detached single-family residences. The large lots and existence of plentiful open space give the community its semi-rural character. Recently gathered public input suggests that residents heavily favor this character and distinguish it among their favored characteristics of the Village.

Demographic Characteristics

A demographic analysis, or the study of population characteristics, is a fundamental element of master planning. Planning for the future requires consideration of people who will need new Village services, potential for new housing construction, the population and income distribution, resident employment levels, comparisons to the previous decades, as well as other vital indicators. One must understand these existing conditions and past trends in order to appropriately anticipate and plan for the future needs of the community. This demographic analysis will paint a general picture describing the status and direction of the community. The analysis compares the Village of Moreland Hills to a nearby community, Pepper Pike, and to Cuyahoga County, the State of Ohio, and the United States of America as a whole. Differences in demographic characteristics and trends in contrast to comparison geographies may indicate issues or opportunities in which land use planning and public policy development are necessary.

The data presented was gathered from the US Census Bureau. The most recent data comes from the 2013 *American Community Survey 5-Year Estimate* and is compared to data from the *2000 Decennial Census*. The *American Community Survey* is conducted every year and statistically samples a percentage of the community on topics such as population, economics, housing, etc. The 5-year estimates for a given population are considered a reliable source that represents 60 months' worth of collected data for all geographic areas.

Population

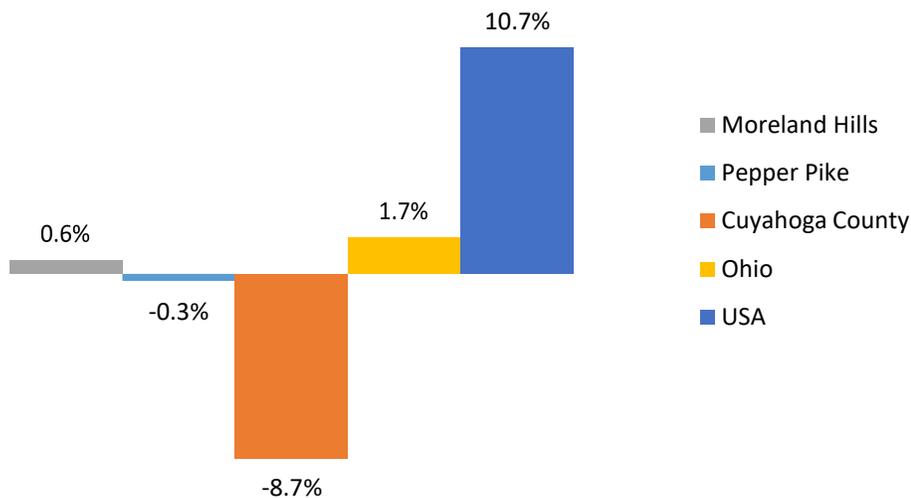
Changes in the number of people residing in a community are one of the most basic, yet vital indicators for community planning. Growing communities have different needs than do communities with stable or declining populations. The table below shows the relative populations of the Village of Moreland Hills and comparison communities, while Figure 1 compares the population trends over the study period.

Table 1. Population Totals for Moreland Hills and Comparison Communities (Persons)

Year	Moreland Hills	Pepper Pike	Cuyahoga County	Ohio	USA
2000	3,298	6,040	1,393,978	11,353,140	281,421,906
2013	3,319	6,020	1,272,533	11,549,590	311,536,594

Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Figure 1. Percent Change in Population from 2000 - 2013



Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

The Village of Moreland Hills has experienced a slight increase in its population since 2000, gaining approximately 21 residents. Population growth, be it minimal, deviates from the trends experienced by those in surrounding geographies. Both Pepper Pike and Cuyahoga County lost population, with Cuyahoga County losing nearly 8.7 percent of its population since the year 2000.

Because Moreland Hills wishes to remain a stable community and maintain its existing character, population growth is not necessarily a goal but a factor for planning consideration. Even with limited population growth, the aging of the population reflects a fundamental change in the character of the community that can be considered in planning and zoning decisions.

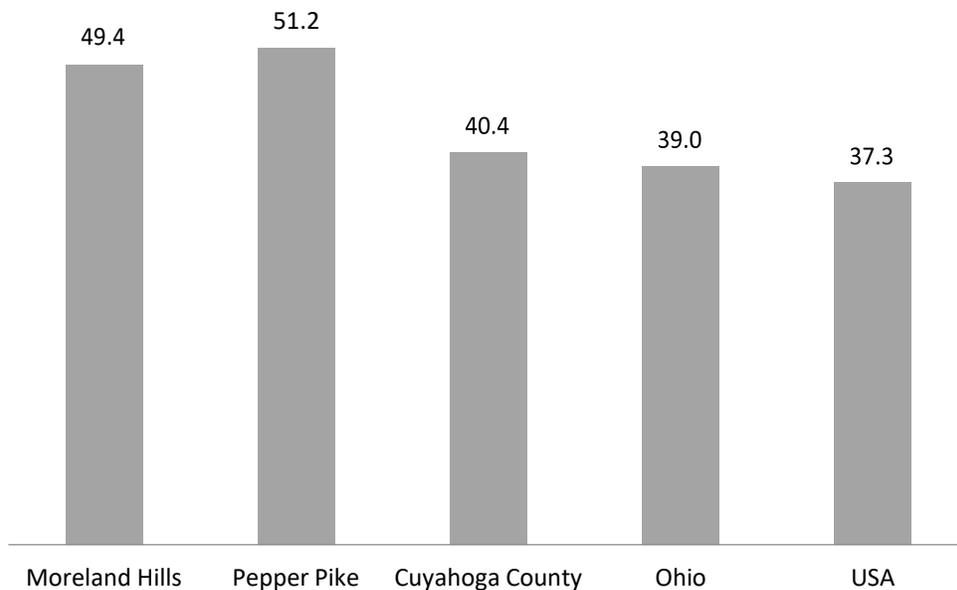
Age

The age of a community's population has very real implications for planning and development. Whether it is an increased or decreased need for schools, or a need for housing alternatives and services for empty nesters and older residents, it is the intent of the plan to anticipate these needs and recommend proper actions.

Figure 2 compares the median ages (the mid-point where half the population is younger and half is older) of Moreland Hills and comparison communities. Residents of Moreland Hills are slightly younger than those in Pepper Pike, though well above the median age for Cuyahoga County and other larger geographical areas. The more advanced age of the population likely means that the population total could potentially decrease in the coming years, as well as develop different service and housing needs than what is currently provided.

One example of these potential changes is the future need for housing options that accommodate an aging population. Public input gathered during this update suggests a significant portion of residents intend to "downsize" within the next 10 years and that many may wish to do so in Moreland Hills or in the Chagrin Valley.

Figure 2. Median Age of Moreland Hills and Comparison Communities



Source: US Census Bureau, 2000 Decennial Census and 2009–2013 American Community Survey

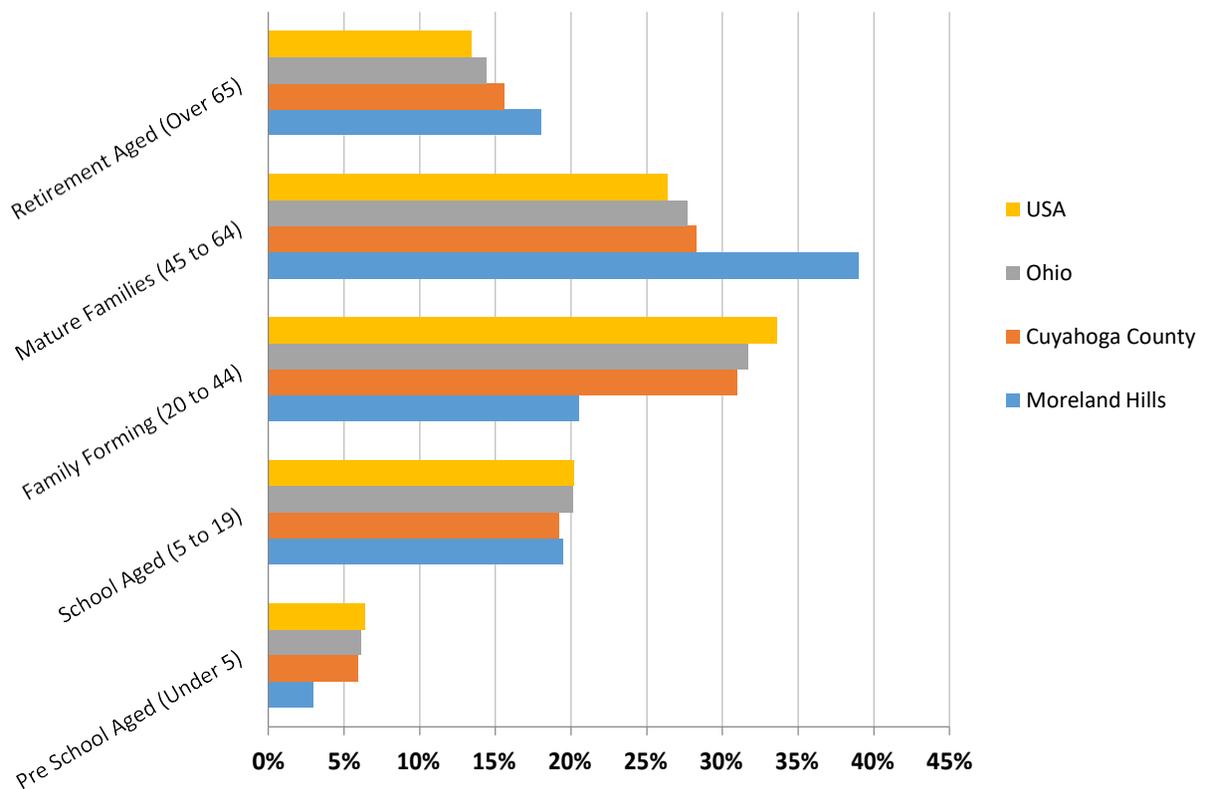
An age structure analysis, often known as a population pyramid, gives insight into the makeup of a community and its future population as it develops over time. The United States as a whole is an advanced and developed country, and typical characteristics of these types of countries are slower population growth due to decreasing birth rates and an age shift in the Baby Boomer Generation replacing the Greatest Generation (1910-1925) and Silent Generation (1923-1944) population. Even though this analysis does not look like a traditional population pyramid, because the traditional version separates the population by gender, the presented format describes the unique age characteristics of Moreland Hills and comparison geographies.

To compare age structure, the population is divided into the following groupings:

- Under 5 (Pre School)
- 5 to 19 (School Aged)
- 20 to 44 (Family Forming)
- 45 to 64 (Mature families)
- Over 65 (Retirement)

As Figure 3 shows, Moreland Hills' population is more heavily weighted with those in the Mature Families and Retirement age groups than those in the Family Forming through Pre School aged groups when compared to Cuyahoga County and larger geographies.

Figure 3. Age Distribution



Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Households

This section analyzes the composition and characteristics of households in the Village of Moreland Hills. Changes in the number of households in a community is an indication of changing demand for housing units, retail and office space, and community services. Tracking household changes ensures sufficient land is set aside at appropriate locations to accommodate future growth and demand for housing. Further, analyzing trends for average household size can assist in anticipating the types of households that make up the community and what density levels are desired by the residents.

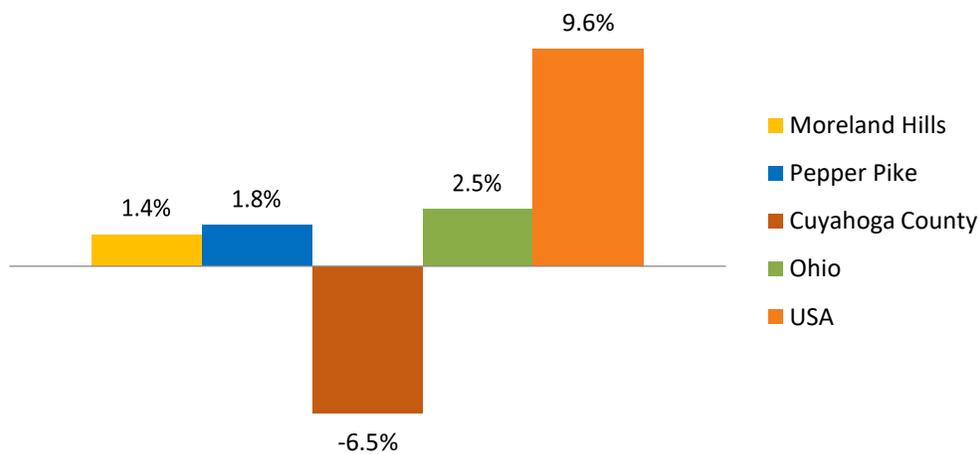
Table 2. Total Households from 2000 - 2013

Year	Moreland Hills	Pepper Pike	Cuyahoga County	Ohio	USA
2000	1,286	2,203	571,457	4,445,773	105,480,101
2013	1,304	2,243	534,476	4,557,655	115,610,216

Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Table 2 shows the total number of households in Moreland Hills as well as comparison communities. At 1,304 total households, Moreland Hills experienced a 1.4 percent increase in household totals since the year 2000, similar to Pepper Pike’s 1.8 percent growth rate. The growth in number of households is a consistent trend seen at the state and national level, though not true in Cuyahoga County where a 6.5 percent decrease was experienced since the year 2000. Further detail on growth rates can be seen in Figure 4 below.

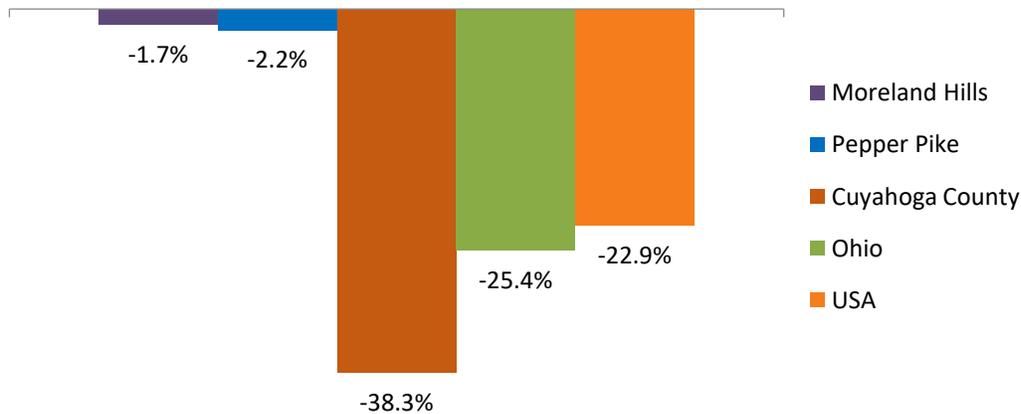
Figure 4. Household Growth Rate from 2000-2013



Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

The change in the composition of the households over the course of the 13 year study period varies by geographical area. Figure 5 depicts the nationwide trend in the declining number of family households. However, both Moreland Hills and Pepper Pike show relative stability in the number of Family Households, though Cuyahoga County and larger geographical areas show large double digit losses in that specific household type. This decrease, coupled with the increase in the number of households, indicates that the number of individuals living alone and in non-family arrangements is increasing.

Figure 5. Decline in the Number of Family Households



Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

As with population, Moreland Hills is not seeking significant growth in the number of households in the community. Household growth drives demand for new housing, which creates development pressure on the existing community and threatens the community character.

In order to preserve and guide future development, the Village would prefer that limited growth occur in a manner that is pedestrian friendly. Overall, low density community scaled patterns are preferred to remain harmonious with surrounding communities. Preserving the current level of average household size would be indicative of that kind of growth. Fortunately, average household sizes have remained virtually consistent over the course of the 13 year study period, and should remain consistent for the foreseeable future. This stable trend is reflective of what is being experienced in Pepper Pike, Cuyahoga County, and the state of Ohio.

Table 3. Average Household Size from 2000-2013 (Persons)

Year	Moreland Hills	Pepper Pike	Cuyahoga County	Ohio	USA
2000	2.56	2.62	2.39	2.49	2.59
2013	2.54	2.54	2.33	2.47	2.63

Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Housing Characteristics

According to US Census data, there are 1,354 housing units in Moreland Hills as of 2013. Each housing unit represents one single family dwelling unit (a house, condominium, etc.). Moreland Hills' housing stock growth rate is approximately 1 percent since the year 2000, a slower growth rate than every compared geography except for Cuyahoga County where a 0.5 percent growth rate was experienced.

Table 4. Total Housing Units in Moreland Hills and Comparison Communities from 2000-2013 (Housing Units)

Year	Moreland Hills	Pepper Pike	Cuyahoga County	Ohio	USA
2000	1,341	2,296	616,903	4,783,051	115,904,641
2013	1,354	2,414	620,028	5,124,221	132,057,804

Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Of the existing Moreland Hills housing stock, only 3.7 percent of housing units remain vacant, a decrease from 4.1 percent seen in the year 2000. This decrease in vacancies is a trend only experienced in Moreland Hills when compared to Pepper Pike and larger geographies. Table 5 sheds light on the statistic and what various comparison communities possess in vacant housing units.

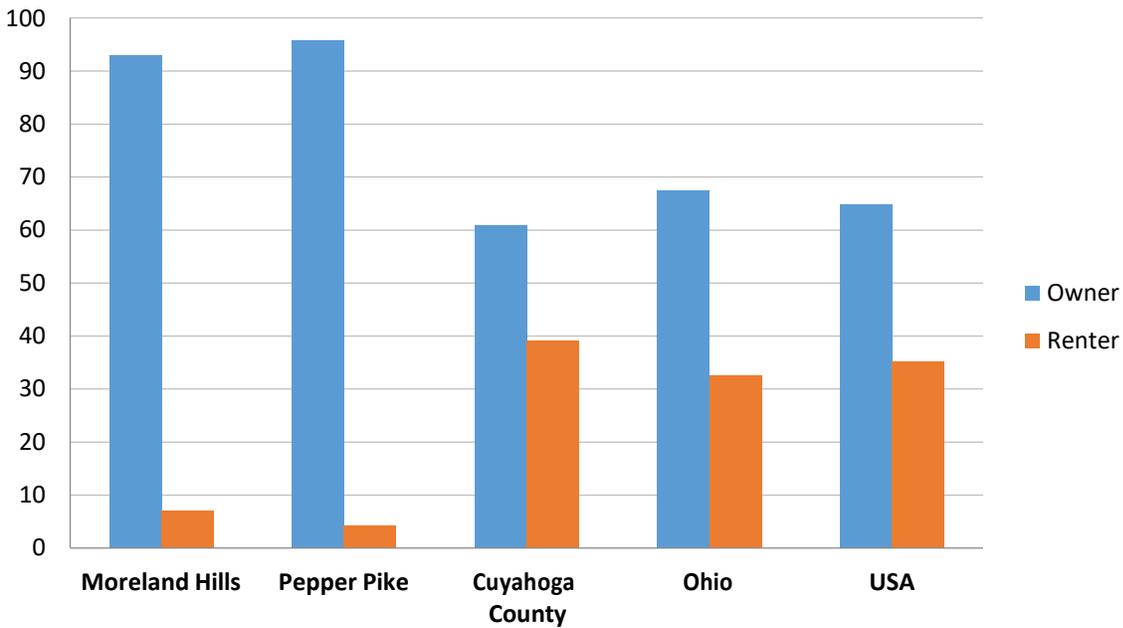
Table 5. Vacancy Rates from 2000-2013

Year	Moreland Hills	Pepper Pike	Cuyahoga County	Ohio	USA
2000	4.1%	4.1%	7.4%	7.1%	9.0%
2013	3.7%	7.1%	13.8%	11.1%	12.5%

Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

In Figure 6 below, owner and renter occupied housing units are divided into total occupied units to show a percent of the total. This statistic is typically associated with the number of residents vested in the community and how many comprise the Village or jurisdiction's property tax base. As Figure 6 shows, Moreland Hills consists of far more owner occupied units than renter occupied units, a similar trend to Pepper Pike. This is not a common distribution among the two types of tenure, as Cuyahoga County, the state of Ohio, and the United States of America all show much closer splits with consistent favor shown towards owner occupied units.

Figure 6. 2013 Owner Occupied vs. Renter Occupied Housing (Percent)



Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Housing Market Analysis

A 2014 survey called *Baby Boomers and Their Homes* conducted by *The Demand Institute (demandinstitute.org)*, which had more than 4,000 respondents, found that **18% of Baby Boomers** (those ages 51-70 as of 2015) **plan to “downsize” their housing** as their children move away and they retire. Nationally, this represents millions of households moving out of single family homes and into smaller housing units such as condos or townhomes. That same study indicated that over two-thirds of Baby Boomers would like to retire in the same communities where they currently live.

For Moreland Hills, this trend means a portion of its population will want to stay in the Village, but will be looking for a smaller housing type. Because Moreland Hills’ residents will want to retain the same quality they have come to expect in their homes and neighborhoods while reducing the size of their housing unit, they are creating an emerging market for **“Downsized Luxury Housing.”**

Downsized Luxury Housing units include denser, smaller configurations of housing, such as single-family bungalows, townhomes or garden cottages. These homes would have the same features and amenities as the single-family homes currently occupied by Moreland Hills’ Baby Boomers, but would be smaller and easier to maintain.

The table below shows a breakdown of Moreland Hills’ current housing stock, according to the *U.S. Census 2013 American Community Survey*. Rent data from the ESRI Business Analyst suggests that **44 of the 48 “single family attached” units would be considered “luxury” units** (defined for this study as either owner-occupied or renting for over \$1,000 per month).

Table 6. Housing Units by Type, Moreland Hills 2013

Housing Unit Type	Number of Units	Percentage
Single Family Detached	1,306	96.4%
Single Family Attached	48	3.6%
Multiple Family	0	0.0%
Other	0	0.0%

Source: US Census Bureau

Table 7. Downsized Luxury Housing Units in Moreland Hills

Housing Unit Type	Number of Units
Single Family Attached	48
Multiple Family	0
Total Units:	48
“Luxury” Units*	44

Source: US Census Bureau, ESRI

* *Luxury Units are defined as owner-occupied units for sale or rental units with contract rents over \$1,000 per month.*

To determine the demand for Downsized Luxury Housing in Moreland Hills, McKenna used ESRI’s “Tapestry Segment” analysis. Tapestry Segments are combinations of many demographic and economic factors (age, income, housing preferences, education, etc.) that classify households into one of over 40 categories. By combining demographic indicators into a single classification, tapestry segments give an at-a-glance description of a community.

ESRI classifies all 1,240 households in Moreland Hills in the “1A” tapestry segment (TS-1A). The description and national demographic breakdown for TS-1A is included in Table 8. TS-1A is described as “the wealthiest tapestry market... they have the purchasing power to indulge in any choice.” According to ESRI, socioeconomic traits of TS-1A include:

- **Highly Educated.** More than one in three TS-1A residents has a postgraduate degree.
- **High Income.** Annually, TS-1A residents earn more than three times the US median household income, primarily from wages and salary, but also self-employment income and investments.
- **Socially Responsible.** TS-1A consumers aim for a balanced lifestyle. They are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.
- **Seek Variety.** TS-1A residents take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.

- **Healthy.** TS-1A residents regularly cook their meals, are attentive to good nutrition, and prefer fresh organic foods.

It is important to understand that the TS-1A category is used as a tool for analyzing the market characteristics that influence housing in Moreland Hills and surrounding communities. It does not reflect individual income levels or housing profiles for residents in the area. **Tapestry segments and the TS-1A category are indicators and are not intended to accurately reflect the varying economic conditions or individual people that live in Moreland Hills.** As an example, the 2010-2014 American Community Survey (U.S. Census) 5 - Year Estimate states that Moreland Hills has 102 residents (3.1%) living below the poverty level and 298 residents living at 200% of the poverty level. The housing needs for these residents and many other residents with incomes below the 2014 median income estimate of \$121,875 are not fully captured by the Tapestry Segment analysis.

Table 8. Characteristics of TS-1A Tapestry Segment

Top Tier Segment	Population	Households	Household Size	Median Age	Median Income
Moreland Hills	3,252 (100%)	1,240 (100%)	2.54	49.4	\$119,194
State of Ohio	99,632 (0.9%)	36,320 (0.8%)	-	-	-
United States	5,860,000 (1.8%)	2,052,000 (1.8%)	2.82	46.2	\$157,000

Source: ESRI*

* *ESRI Disclaimer: ESRI, a private demographic and business information company, derives their data from several sources, including the Census Bureau’s sampling-based American Community Survey, records kept by the US Post Office, real estate analysis data, business data, and local sources. It also uses projections based on older information. For most geographic levels, ESRI data is considered very reliable, and has consistently been within 2% of Census headcounts. ESRI household counts for Moreland Hills are (1,240) lower than the 2013 U.S. Census estimates (1,306) and are used for comparability across adjacent communities.*

(-) Indicates data that is not available

The Median Age in the TS-1A category is 46.2 years, and that includes children, so it is likely that most householders are in the Baby Boomer age range described above. Using the assumption that 18% of the households will look to downsize their housing as they retire and their children move away (as found in the national survey), that means that **223 households in the Village will look for downsized housing** in the next decade or so. With only 44 potentially existing downsized luxury housing units, **Moreland Hills may need between 179 and 223 more units to ensure those residents can stay in the Village.** This analysis is not an exact prediction of future demand, but it does reflect a need for downsizing. While outside factors and local preferences will be a factor in future development, the analysis supports a conclusion that there will likely be a future demand for downsized housing in Moreland Hills. This conclusion is supported by the national trends reported by the 2014 *Demand Institute* study, noted above, which found 18% of Baby Boomers plan to downsize.

Table 9. Comparison of Supply and Demand, Moreland Hills

	Population
Households Seeking Downsized Housing	223 Households
Downsized Luxury Housing Units	0 to 44 Units
New Units Demanded	179 to 223 Units

Source: US Census Bureau, ESRI

McKenna performed a similar analysis with Moreland Hills’ peer communities (those communities in the eastern suburbs of Cleveland with households classified as TS-1A by ESRI). The communities are listed in the table below.

Table 10. Eastern Cleveland Suburban Communities with Similar Predominant Tapestry Segments to Moreland Hills

Community	Total Population	TS-1A Population	TS-1A Households
Moreland Hills	3,252	3,252 (100.0%)	1,306
Hunting Valley	669	669 (100.0%)	265
Russell Township	5,376	820 (15.3%)	347
Bentleyville	789	789 (100.0%)	281
Gates Mills	2,213	2,213 (100.0%)	909
Highland Heights	8,208	3,680 (44.8%)	1,408
Pepper Pike	6,186	4,661 (75.3%)	1,646
Orange	3,377	1,120 (33.2%)	445
Solon	23,505	2,162 (9.2%)	745
Bainbridge Township	11,460	3,279 (28.6%)	1,220
Total	65,035	22,645 (34.8%)	8,572

Source: US Census Bureau, ESRI

According to the ESRI data used for this analysis, Moreland Hills is one of several TS-1A communities on the east side of Cleveland. Moreland Hills, and its surrounding communities have over 65,000 people, just over 22,600 of whom are classified as TS-1A, representing 8,572 households. Again using the 18% estimate from the 2014 *Demand Institute* study, that means that potentially **1,543 households in Moreland Hills and its peer communities could be in the market for Downsized Luxury Housing** within the next decade.

Public input gathered during this study also suggests a significant portion of residents intend to “downsize” within the next 10 years and that many may wish to do so in Moreland Hills or in the Chagrin Valley. Although

the public input did suggest that the current density of one home per 2 acres is heavily favored by most residents, in the case of alternative housing, or “downsized” housing, some support is apparent for minimally increased density in harmony with existing residential properties.

The communities listed in Table 10 have a total of 2,885 “downsized” housing units (attached single family or multiple family). Of these, based on the ESRI tapestry segment data (Table 11), a little over half (1,567) could potentially be considered “luxury” units. However, those units are almost entirely occupied. This analysis suggests that new housing will likely be needed to accommodate the more than 1,500 households looking for Downsized Luxury Housing.

Table 11. Downsized Luxury Housing Units in Peer Communities Renting

Housing Unit Type	Number of Units
Single Family Attached	1,289
Multiple Family	1,596
Total Units:	2,885
“Luxury Units”	1,567

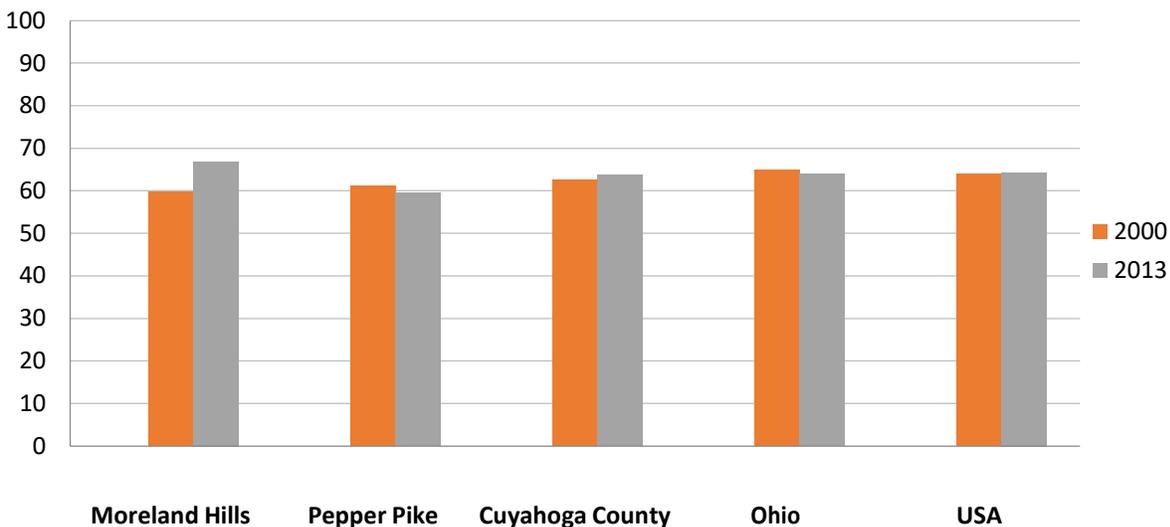
Source: US Census Bureau, ESRI

Economic Characteristics

This section analyzes the economic characteristics of the Village and comparison communities and geographies. The analysis consists of labor force details, commute times, median household income, income distribution, and predominant occupations within Moreland Hills and Cuyahoga County. By understanding the economic trends of the community, the Village may anticipate the housing, transportation, and service needs of its existing and future residents.

Since the year 2000, the Moreland Hills workforce has increased by nearly 7 percent. Growth at that level was not seen in any other comparison community over the 13 year study period. This trend is indicative of the shifting working age population, and residents who are working longer than previous generations. Interestingly though, the increase of labor force participation came with increased levels of unemployment in the community. The year 2000 saw only 1.2 percent unemployment, while it is estimated that the year 2013 saw 6.2 percent unemployment levels. This potentially means that there is a correlation between the number of new labor force participants and those who are now unemployed. It should be noted that there are many factors involved in employment figures and statistics, and that the numerical correlation can be influenced by a number of external forces. The figure and table below detail the various levels of labor force participants and the level of unemployment measured in Moreland Hills and comparison geographies.

Figure 7. Comparison Labor Force Participants from 2000-2013 (Percent of Labor Force)



Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Table 12. Unemployment Rates in Moreland Hills and Comparison Communities from 2000-2013

Year	Moreland Hills	Pepper Pike	Cuyahoga County	Ohio	USA
2000	1.2%	2.1%	3.9%	3.2%	3.7%
2013	6.2%	4%	12.1%	10%	9.7%

Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Median household income levels have risen across the nation, and that trend is consistent in Moreland Hills. Since the year 2000, Moreland Hills’ median income has risen 4.6 percent to \$119,194.00. This growth rate is slightly below that of Pepper Pike (6.4 percent), and well below the Cuyahoga County and national average (both in double digits). While the statistics are a bit dramatic, it should be noted that the median income of Moreland Hills more than doubles the county and national income level, thus the percentage increase may be larger in those geographies while the actual monetary value increase is very similar to Moreland Hills.

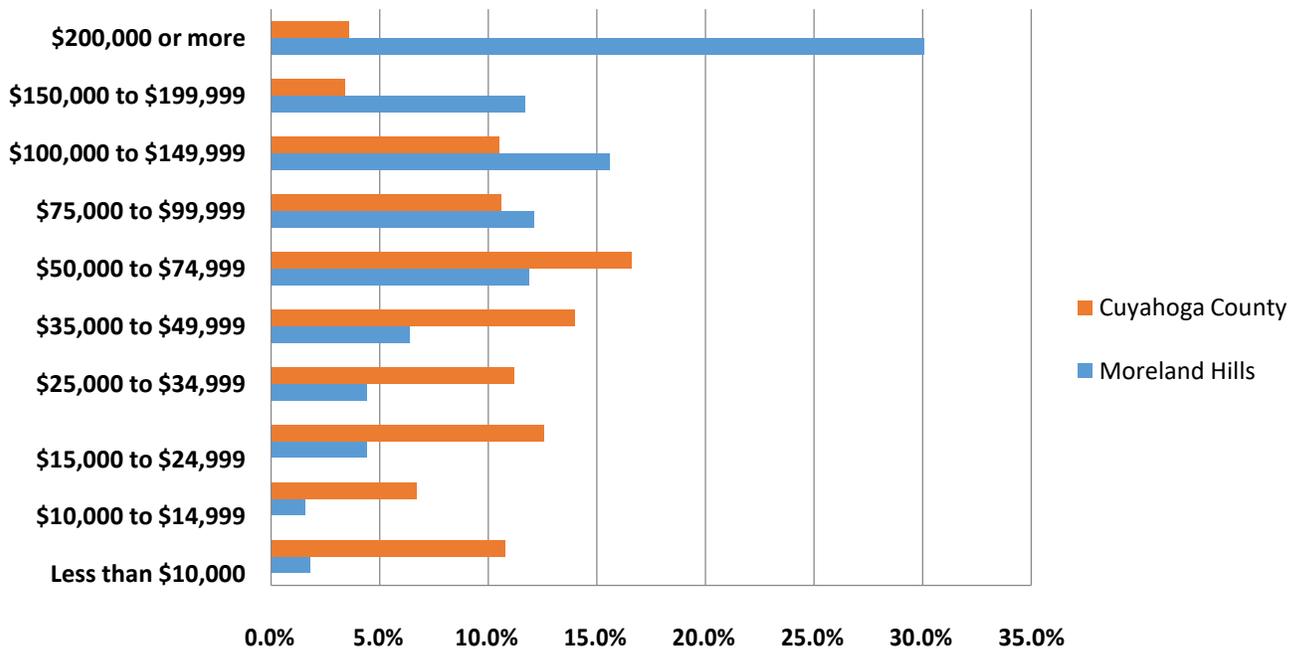
Table 13. Median Household Income Levels for Moreland Hills and Comparison Communities from 2000-2013

Year	Moreland Hills	Pepper Pike	Cuyahoga County	Ohio	USA
2000	\$113,977	\$133,316	\$39,168	\$40,956	\$41,994
2013	\$119,194	\$141,845	\$43,804	\$43,308	\$53,046
% Change	4.6%	6.4%	11.8%	5.7%	26.3%

Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

Figure 8 indicates the Village's income distribution as compared to Cuyahoga County. As is depicted, the Village has a greater portion of its residents above the national median income level than that of the county. Further, Moreland Hills' \$200,000 or more income bracket nearly triples the percentage of County residents earning more than \$100,000 per year. This analysis further supports the mature age distribution and developed nature of Moreland Hills, and identifies that the Village contains many financially successful residents.

Figure 8. 2013 Income Distribution for Moreland Hills and Cuyahoga County



Source: US Census Bureau, 2000 Decennial Census and 2009-2013 American Community Survey

The final economic analysis assesses the occupations the members of the community are employed in, and how long it takes them on average to commute to work. This analysis only includes commuters who work within and outside of Moreland Hills and does not include those who commute to Moreland Hills for work.

Major occupational sectors for Village residents include: management, business, science, and art (63.3 percent); and sales and office (21.1 percent). Each of the three remaining industry sectors are below double digit levels, including: service (8.4 percent), production, transportation and material moving (4.3 percent) and natural resources, construction, and maintenance (2.9 percent). At most, each of these sectors individually comprise approximately one-third of the second largest sector (sales and office).

The measurement of mean commute time can be an indicator for inefficient development patterns, strained transportation or roadway systems, and job-housing imbalance. Across the nation the mean commute time has generally remained the same, measured at 25.5 minutes in the years 2000 and 2013. Locally, Moreland Hills' commute time increased from 24.7 minutes in 2000 to 26 minutes in 2013. Pepper Pike's commute time increased from 21.8 minutes in 2000 to 22.7 minutes in 2013. The state of Ohio's commute time increased from 22.9 minutes in 2000 to 23 minutes in 2013. Cuyahoga County was the only jurisdiction which measured a decrease in mean commute time, by approximately 18 seconds between the years 2000 and 2013. The commute time in Moreland Hills falls within local, regional, and national norms, which contributes to the high quality of life in the community.



Community Character

Land Use

Table 14 provides a summary of land use in Moreland Hills, as well as a comparison to data from 1972 and the data presented in the last Comprehensive Land Use Plan (2003). Existing land use is illustrated in Figure 9. The bulk of land in the Village is developed for residential purposes and only limited vacant tracts remain.

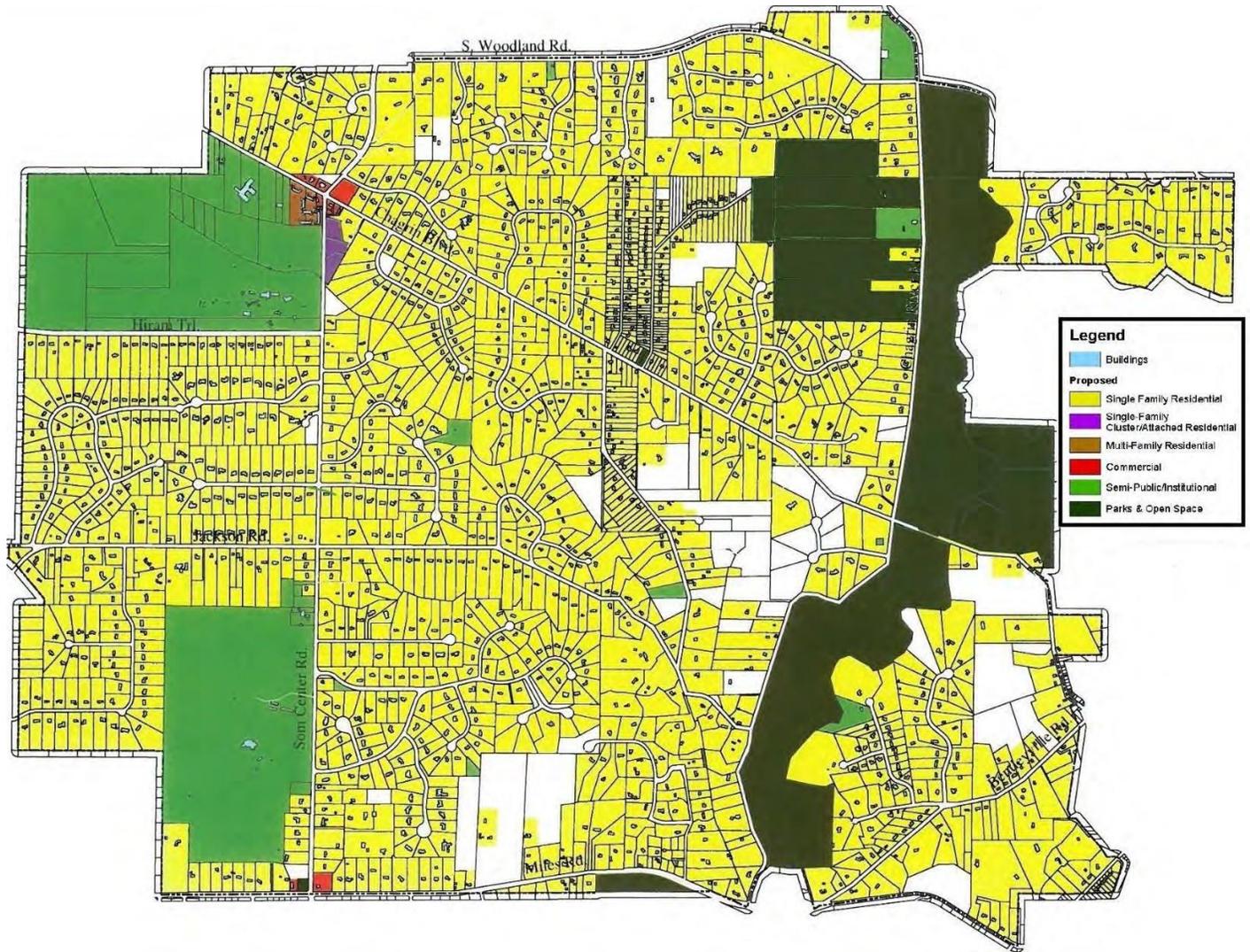
A comparison of 1972 land use statistics to those of 2015 reveals the nature of recent development practices. In 1972, a total of 3,000 residents were accommodated on 1,907 acres of residentially used land. This is a ratio of 1.57 persons per acre of residentially used land or 0.63 acres per person. By contrast, in 2015, a total of 2,942 acres of residential land accommodated approximately 3,300 residents. This represents about 1.13 persons per acre or 0.89 acres per person, or a 28 percent decrease in average density over this period.

Therefore, more land is being utilized to provide for fewer people.

Table 14. Land Use 1972 – 2015

Land Use Classifications	1972			2003			2015		
	Acres	% of Developed	% of Total	Acres	% of Developed	% of Total	Acres	% of Developed	% of Total
Single Family	1,900	64.5	40.8	3,071	73.6	66.1	2,942	80.4	65.7
Undeveloped Single Family	-	-		454	-	10.9	454	-	10.9
Multiple Dwelling	7	0.2	0.1	6	0.1	0.1	6	0.1	0.1
Retail / Service	4	0.2	0.1	9	0.2	0.2	9	0.2	0.2
Institutional / Semi- public	525	17.8	11.3	485	11.6	10.4	485	11.6	10.4
Orange School Dist.	101	3.5	2.2	103	2.5	2.2	103	2.5	2.2
Village Hall	7	0.2	0.1	4	0.1	0.1	4	0.1	0.1
Chagrin Valley C.C.	195	6.6	4.2	195	4.7	4.2	195	4.7	4.2
Other Village Prop.	-	-	-	28	0.1	0.1	28	0.1	0.1
Hiram House Camp	160	5.3	3.4	155	3.7	3.3	155	3.7	3.3
Moreland Hills G.C.	62	2.1	1.4	-	-	-	-	-	-
Parks & Open Space	267	9	5.7	351	8.4	7.6	475	12.1	10.2
Garfield Birth Site	-	-	-	3	0.1	0.1	3	0.1	0.1
Metroparks	267	9	5.7	348	8.3	7.5	348	8.3	7.5
Village Park & Open Space	-	-	-	-	-	-	124	3.3	2.7
Street Right-of-way	246	8.4	5.3	270	6.5	5.8	275	7.2	5.9
Total Developed Area	2,949	100	63.3	4,192	100	90.2	4,192	-	-
Undeveloped	1,701	-	36.7	454	-	9.8	454	-	9.8
TOTAL ACREAGE	4,650	-	-	4,646	-	-	4,646	-	-

Figure 9 – Existing Land Use 2015



Source: Village of Moreland Hills

Physical Characteristics

Flooding - The Village of Moreland Hills is located entirely within the Chagrin River watershed. Localized catchments drain directly to the Chagrin River or to Willey Creek, a tributary. Willey Creek has its confluence with the Chagrin River at the southeast edge of the Village.

Land immediately adjacent to the Chagrin River and Willey Creek is subject to occasional flooding. Figure 10 provides an illustration of the identified flood hazard area. The flood hazard area indicated is an area where a flood may be expected to occur at least once in any 100 year period. This area has been identified by the Federal Emergency Management Agency after careful examination of historic information, analysis of the cross-section of the stream channel, evaluation of land cover and runoff conditions in the watershed, climatological data and estimates of stream flows. Moreland Hills participates in flood insurance programs and has instituted appropriate land development regulations so residents can qualify for better insurance rates.

Riparian corridors - Riparian areas are those lands situated adjacent to rivers and streams that may be occasionally flooded. These lands possess site characteristics exemplifying a functional and physical relationship with the watercourse. Riparian areas perform many valuable functions and often contain wetlands, unique habitat, and unique flora and fauna. Preservation of riparian zones can result in improved surface water quality due to the ability of riparian vegetation to filter sediments and other pollutants, to shade and cool surface waters, and to mitigate stream channel erosion. Moreland Hills incorporates setback requirements in its development regulations to encourage preservation of riparian corridors. (Figure 10A)

Riparian corridors are associated with the Chagrin River and Willey Creek. The Chagrin River riparian corridor is contained almost entirely within lands owned as part of the South Chagrin Reservation of the Cleveland Metroparks. Its preservation is assured by its public ownership.

The Chagrin River has been designated an Ohio Scenic River by the Ohio Department of Natural Resources (ODNR). Chagrin River Road between Miles Road and South Woodland Road wends along the Chagrin River. It is bordered by the South Chagrin Reservation of the Cleveland Metroparks on the east side of the road. (Figure 10A) This area is described as a scenic corridor due to its natural beauty and historic significance.

The riparian corridor adjacent to Willey Creek is situated at the backs of privately owned single-family residential lots southeast of SOM Center Road. These are developed lots, many of which utilize the stream corridor as a visual and environmental amenity to their property. Slopes adjacent to streams often preclude accessing the stream corridor for development purposes.

West of SOM Center Road, Willey Creek runs through Hiram House Camp and Orange School Board property. Grades and slopes in this reach of the corridor are less extreme than those to the east. Because of the nature of Hiram House Camp, the open space provided by the corridor is an important asset. However, long-term pressures for development could someday result in site development.

That portion of the Willey Creek corridor running through the Orange School District site may be subject to development pressures as the need for expanded school facilities increases in the future. It might be expected that such a public entity would hold itself to a high standard in any future site development and voluntarily comply with minimal riparian corridor setbacks. Any future development in this area, and others, is required to conform to the Village's Riparian Protection Ordinance.

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Figure 10–FEMA Flood Hazard Areas



Source: Village of Moreland Hills, FEMA

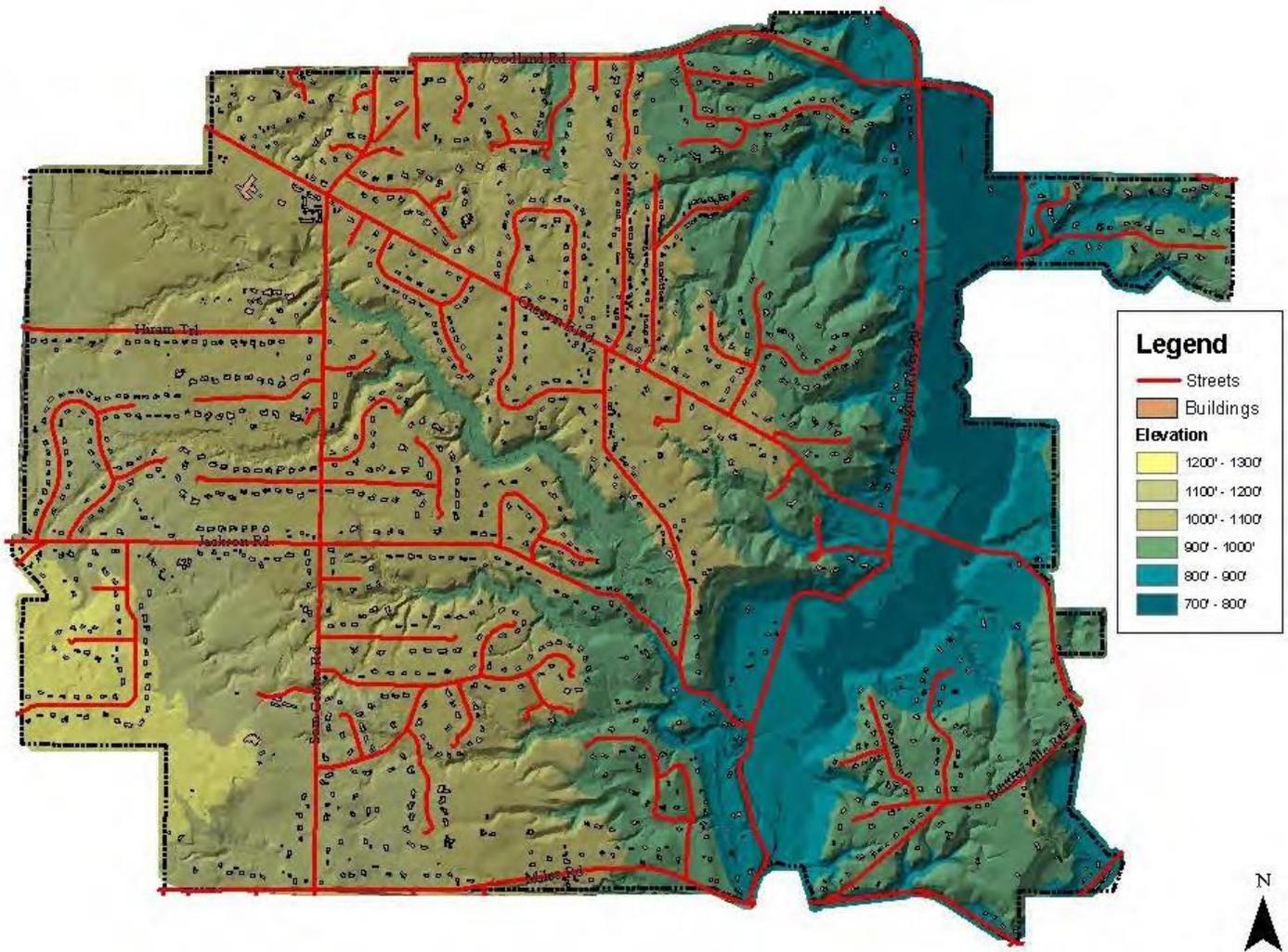
Topography - The Village is situated in the glaciated portion of Ohio on rolling land adjacent to the Chagrin River. The eroded valleys of the Chagrin River and its tributaries create both interest and challenge for land development.

Topographic relief varies by approximately 400 feet, changing from a low of about 811 feet to slightly over 1,200 feet. Topographic relief is illustrated in Figure 11.

The change in elevation is sometimes dramatic, exceeding 30% (30 feet of vertical change in 100 feet of lateral distance). Slopes exceeding 18% are generally considered not suited for development. Grades of more than 10% are generally not permitted in roads, parking areas and sidewalks. They are difficult to traverse in the winter when ice and snow covers the surface. Slopes exceeding 30%, or one foot of fall for every three feet of lateral distance, cannot be mowed and maintained without special equipment. Such steep grades exacerbate problems associated with soil stability, erosion, slippage, etc.

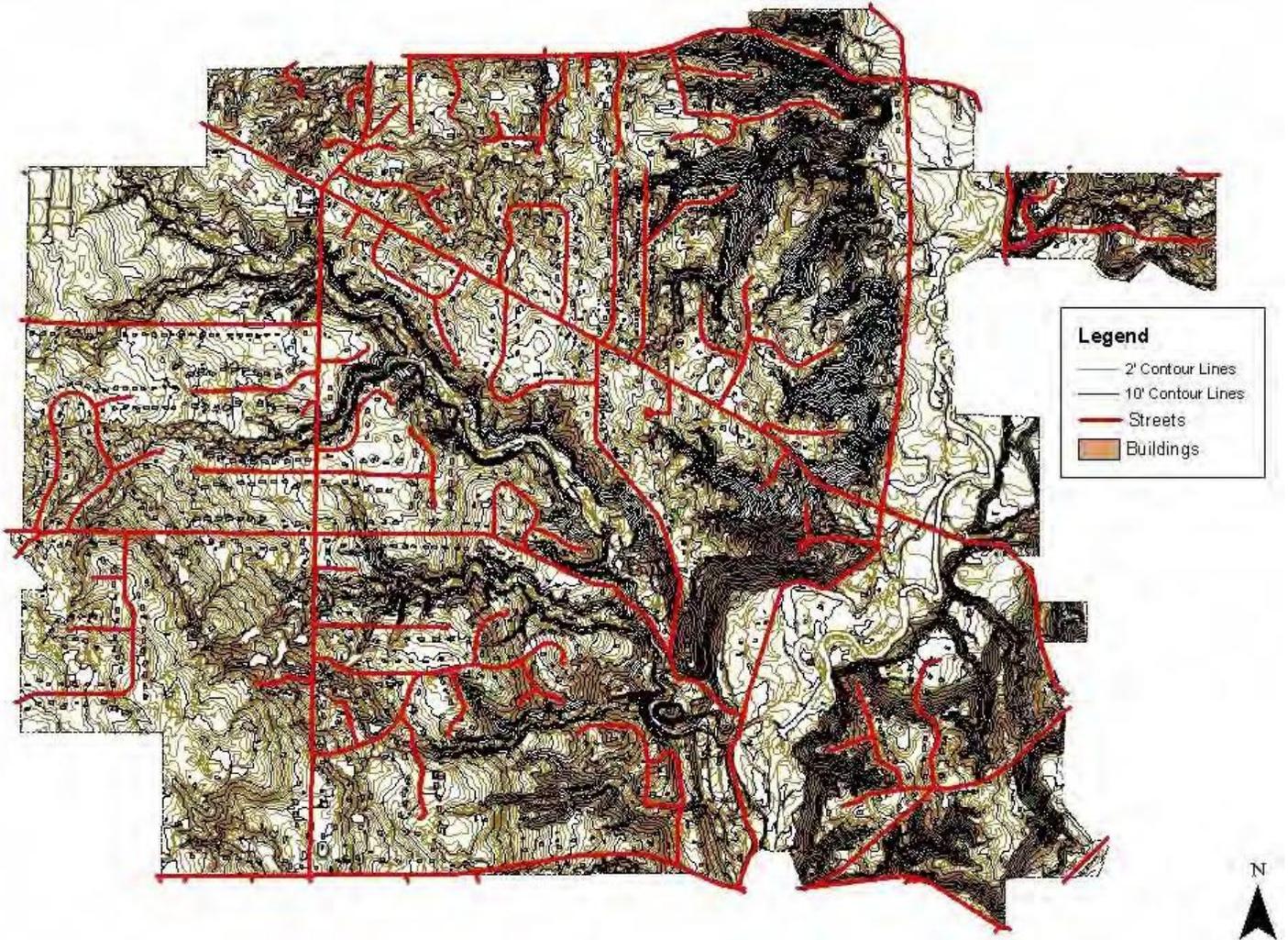
Figure 12 provides an illustration of topography in the Village. Steeply eroded hillsides adjacent to the Chagrin River and its major tributaries are evident in this map.

Figure 11 – Topography Relief Map



Source: Village of Moreland Hills, U. S. Geological Survey

Figure 12 - Topography



Source: Village of Moreland Hills, U. S. Geological Survey

Wetlands - Wetlands are areas where a combination of soil hydrology and soil morphology result in damp conditions for at least a portion of the growing season. These conditions result in the growth of vegetation uniquely suited to such an environment.

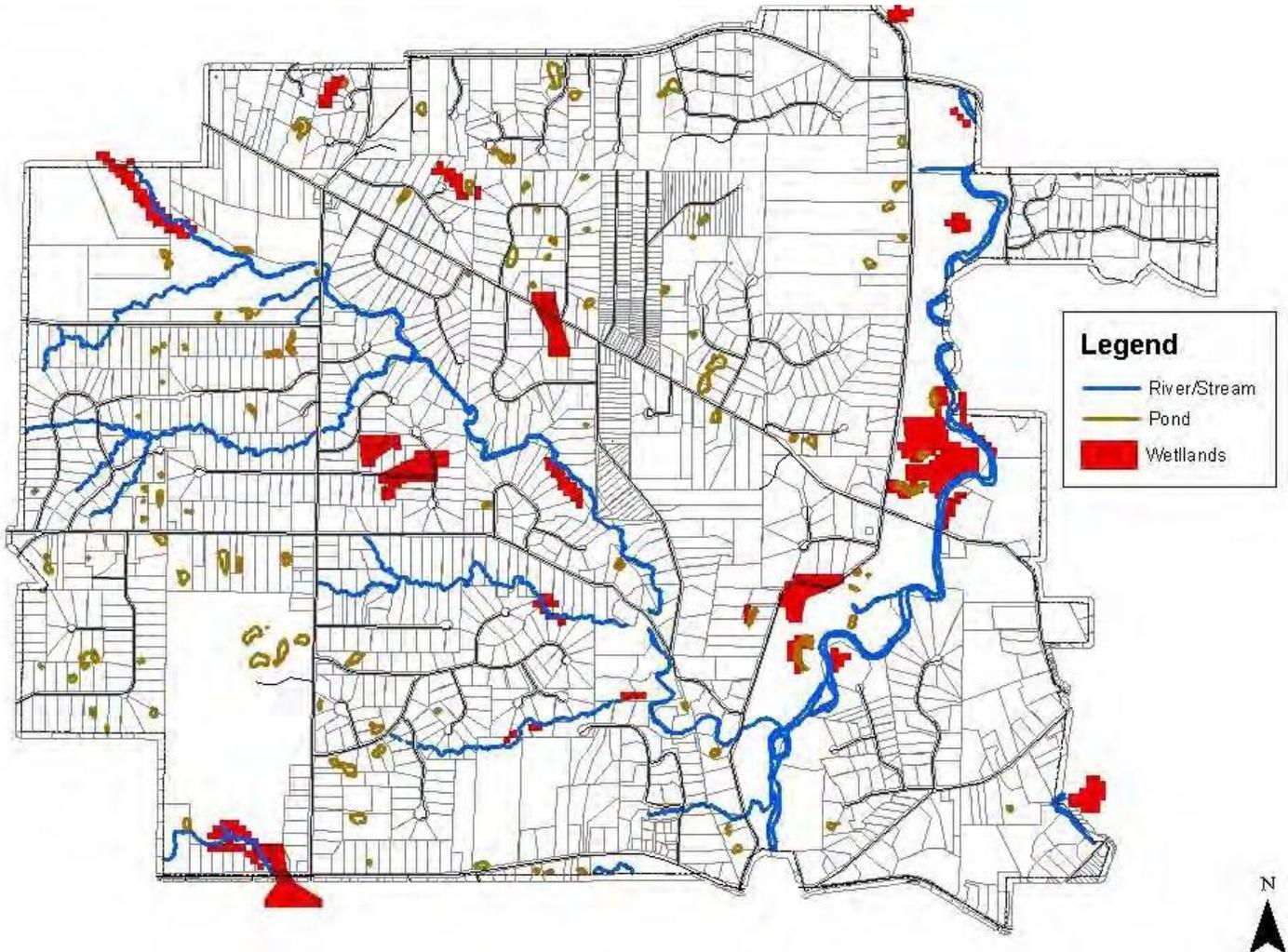
Wetlands perform a variety of important functions. They filter storm water, provide unique habitat, moderate storm water runoff and other functions. Wetlands are located throughout the Village. Figure 13 illustrates their locations.

Soils - Cuyahoga County lies entirely within the glaciated portion of the State of Ohio. Four broad categories of soils are located within the County. They include deep soils on upland sites and higher portions of lake plains; moderate depth soils located on upland sites and lake plains; deep soils on beach ridges, outwash terraces and lake plains; and, deep soils on flood plains and low stream terraces.

Individual soil types have been identified by the Soil Conservation Service, a branch of the U. S. Department of Agriculture. Figure 14 provides a visual display of soil types occurring in the Village. Some soils possess characteristics making them less than desirable for home-sites or roadway locations. Others have slow permeability or extreme soil wetness. These characteristics limit their ability to accommodate on-site wastewater treatment facilities (septic systems). Aside from extreme slope, which affects many portions of the Village including the majority of vacant remaining tracts, the most significant soils limitations relate to instability and slow permeability. The areas of Geeburg-Mentor silt loam have the highest potential for slope failures, as evidenced by several failures along the Chagrin River Valley.

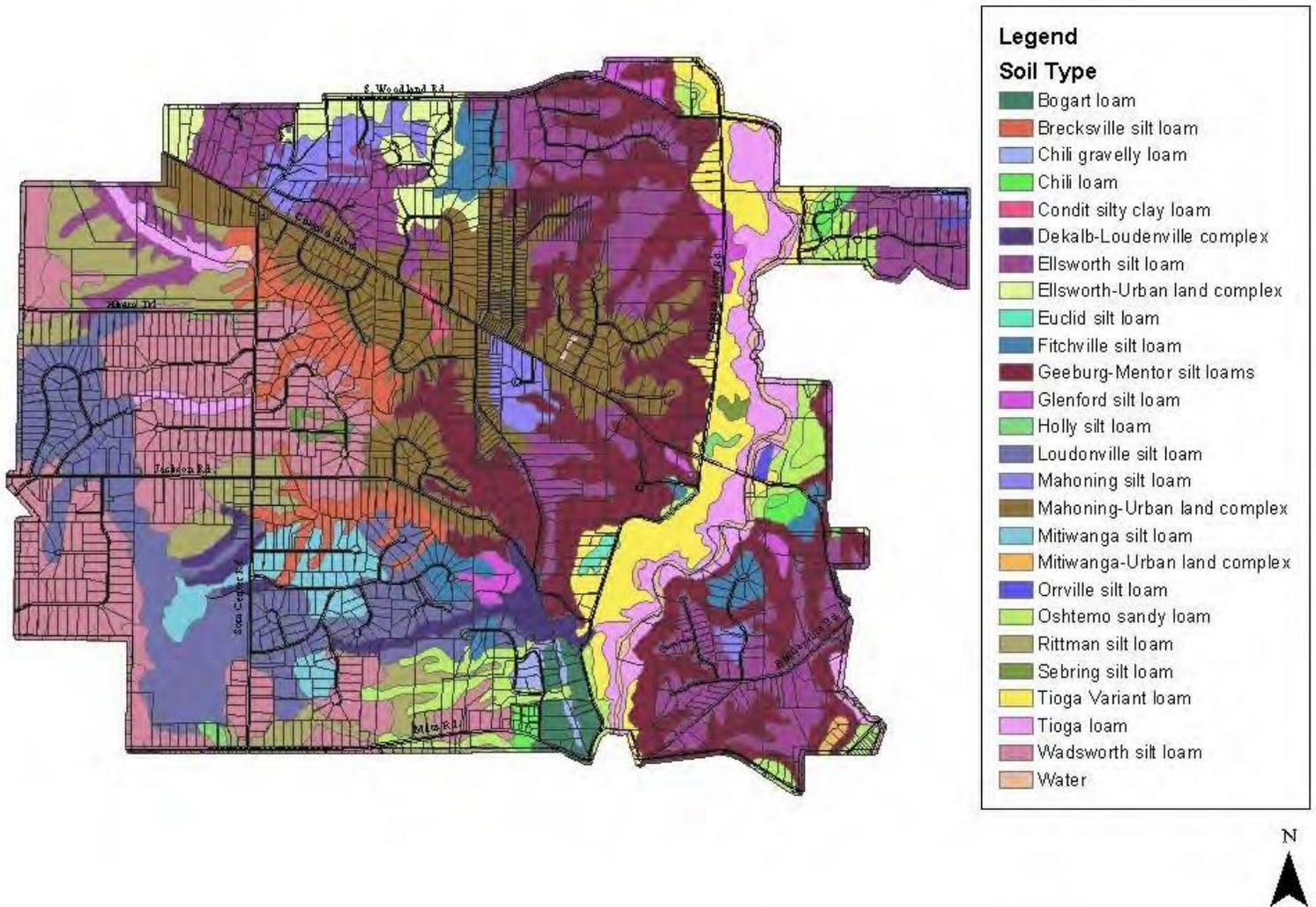
Because only small portions of the community are served by central wastewater collection and treatment, the nature of soils contributes significantly to the need for larger lots where on-site systems may be successfully operated. Figure 15 illustrates ground water pollution potential. This information is determined by examining various characteristics including soil permeability, depth to bedrock, soil wetness, flooding and other factors. Higher pollution potential ratings signify a higher potential for improper absorption and treatment of septic tank effluent. Higher pollution potential occurs in the sandy, highly permeable soils of the Chagrin River Valley.

Figure 13 – Surface Water Resources



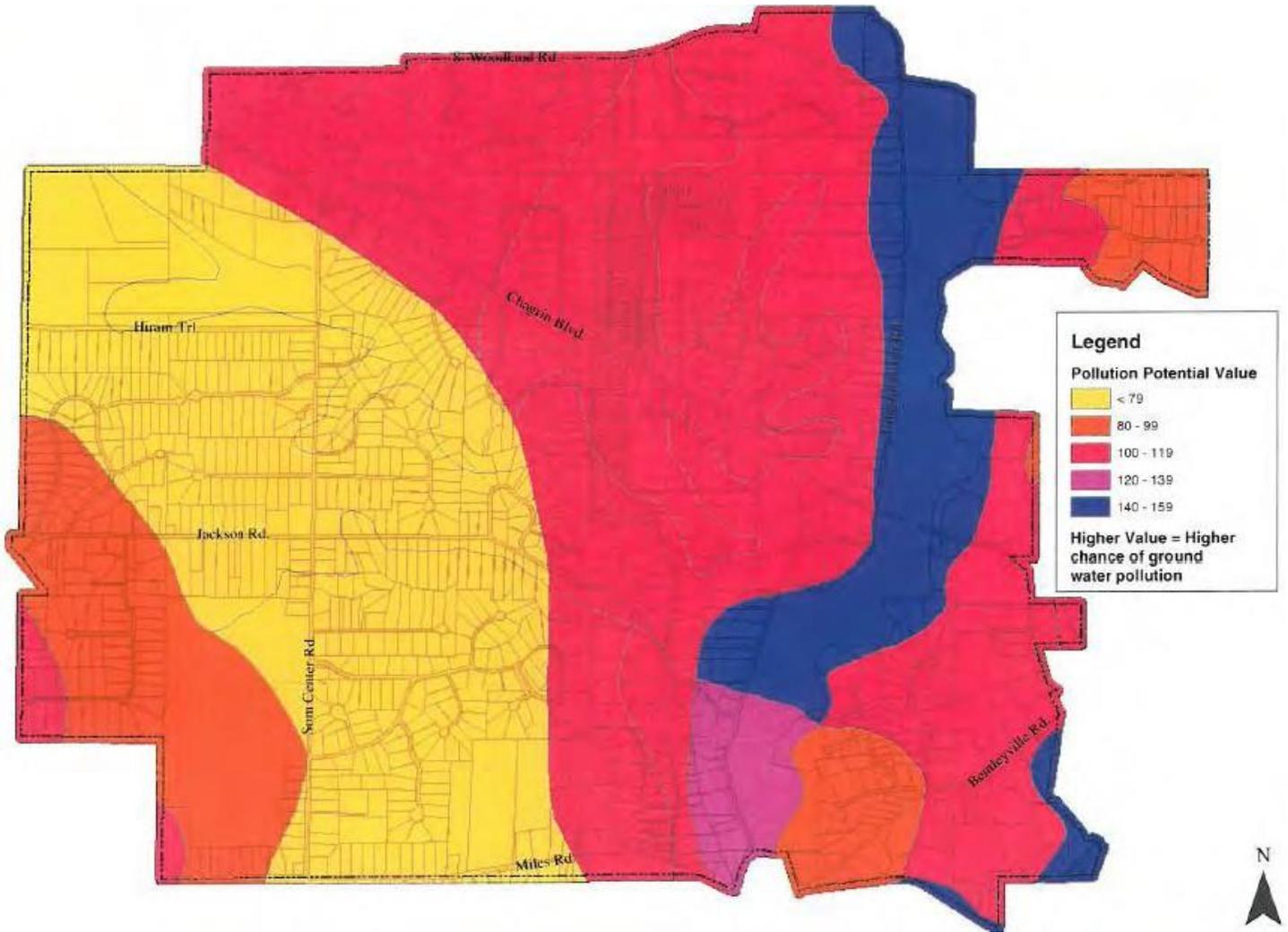
Source: Chagrin River Watershed Partners

Figure 14 – Soil Types



Source: Soil Conservation Service, U.S. Department of Agriculture, U. S. Geological Survey

Figure 15 – Ground Water Pollution Potential



Source: Soil Conservation Service, U.S. Department of Agriculture, U. S. Geological Survey

The following table provides a summary of soils with inherent characteristics that represent significant limitations for developed land uses.

Table 15. Soils with Significant Development Limitations

Soil name	Limiting Characteristic	Severity
Allis	Wetness, depth to bedrock, strength	Severe
Bogart	Wetness, slope	Severe
Brecksville	Slope, slippage, strength	Severe
Canadice	Wetness	Severe
Canadea	Wetness, strength	Severe
Carlisle	Flooding, wetness, strength	Severe
Chagrin	Flooding	Severe
Chili (12% +)	Slope, caving	Severe
Condit	Ponding, strength	Severe
Dekalb	Depth to bedrock	Severe
Ellsworth	Strength, slippage	Severe
Fitchville	Wetness	Severe
Geeburg-Mentor	Slippage, strength, slope	Severe
Glenford	Wetness, frost action	Severe
Holly	Flooding, wetness	Severe
Loudonville	Slope, depth to bedrock	Severe
Mahoning	Wetness, low strength	Severe
Mitiwanga	Wetness, depth to bedrock	Severe
Orville	Flooding, wetness	Severe
Oshtemo	Slope, slippage	Severe
Rittman	Wetness	Severe
Sebring	Low strength, ponding	Severe
Tioga	Flooding	Severe
Wadsworth	Wetness, strength	Severe

Source: Soil Survey of Cuyahoga County, Ohio, Table 8 - Building and Site Development.

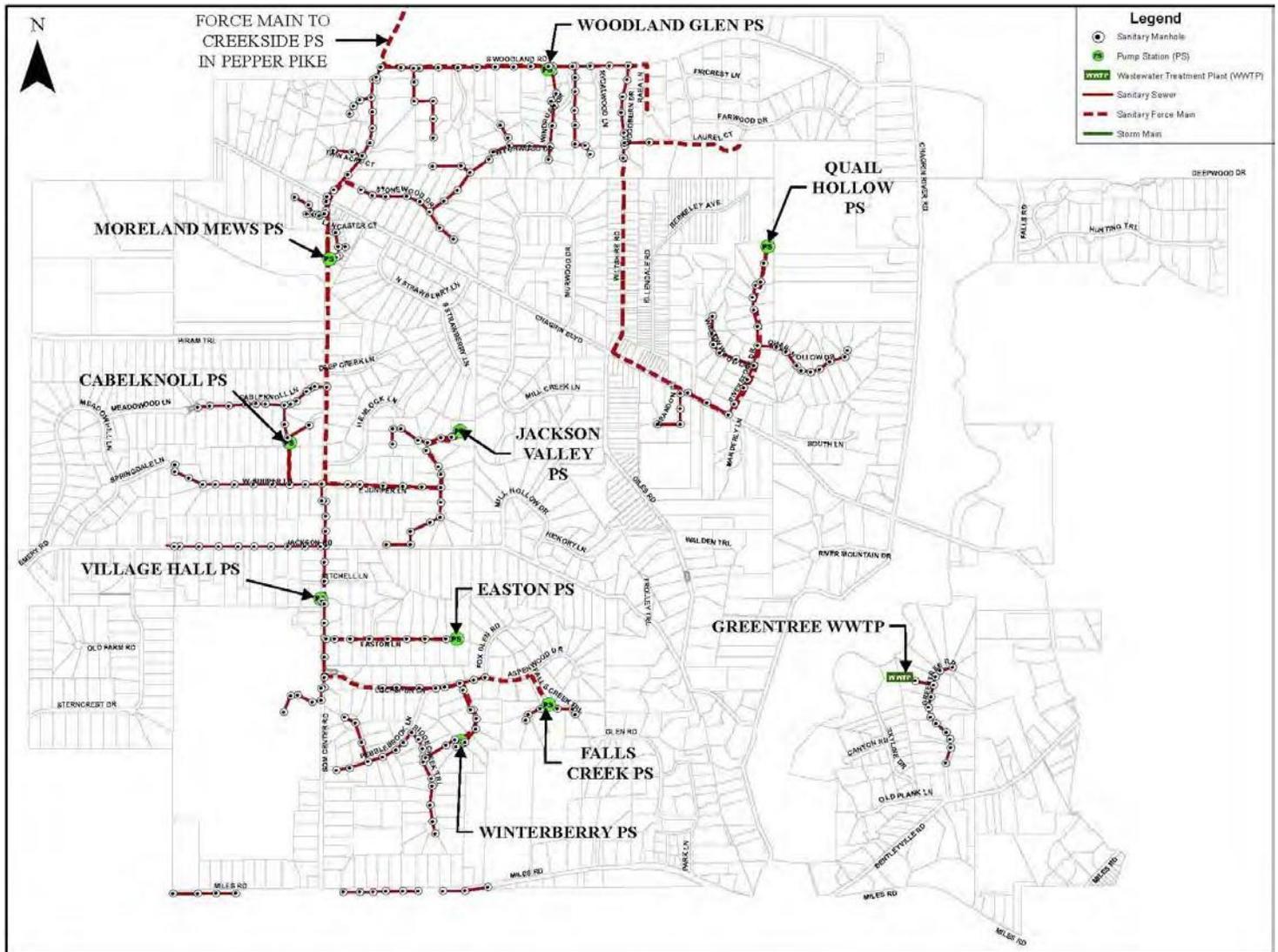
Infrastructure and Environment

Sanitary Sewers - Approximately 30% of the developed properties in the Village are connected to a publicly owned and operated sanitary sewer system. This system evolved over the years due to residential development. Developers installed sewers, wastewater treatment plants, and pump stations in order to serve the developments. Today, there are 11.5 miles of sanitary sewer and 6.7 miles of sanitary force mains in Moreland Hills.

The Village operates one wastewater treatment plant (WWTP) and nine pump stations. See Figure 16. They serve the following neighborhoods: Pebblebrook Development, Easton Lane, Jackson Valley Development, West Juniper Lane, Cableknoll Lane, Bernwood Drive, Jackson Road (portions), Twin Acre Court, Creek View Circle, Windrush Drive, Raea Lane, Woodburn Drive, Rydalwood Lane, Quail Hollow Development and Greentree Road. The sewer system also serves several commercial establishments and one property located outside the Village.

Future commercial or higher density residential developments must be constructed near the sanitary sewer system. Development that requires sewers but is located lower than the sewer system can be done with the use of pump stations.

Figure 16 – Manholes, Sanitary Sewers, Pump Stations, Waste Water Treatment Plants & Catch Basins



Source: Village of Moreland Hills

Water - The majority of the Village is served by City of Cleveland or Chagrin Falls' water through public water mains. See Figure 17 for the locations. The Greentree neighborhood has established its own private water system. Development in all areas of the Village has not been hampered by water availability.

All streets west of Chagrin River Rd. are served by public mains, except for Meadowhill Drive, off of Jackson Rd.

Properties not served by city water receive their water from individual wells. Ground water yielded from wells is provided at quantities generally sufficient for low density development. Figure 18 illustrates yields of wells in the Village.

Drainage and Storm Sewers - The Village is bisected by two major drainage courses, Willey Creek and the Chagrin River. Willey Creek runs northwest to southeast. Its ravines affect the placement of homes and streets for the neighborhoods in the central portion of the Village. The Chagrin River, its minor tributary and associated ravines affect land use patterns, both past and future, for the eastern 1/3 of the Village.

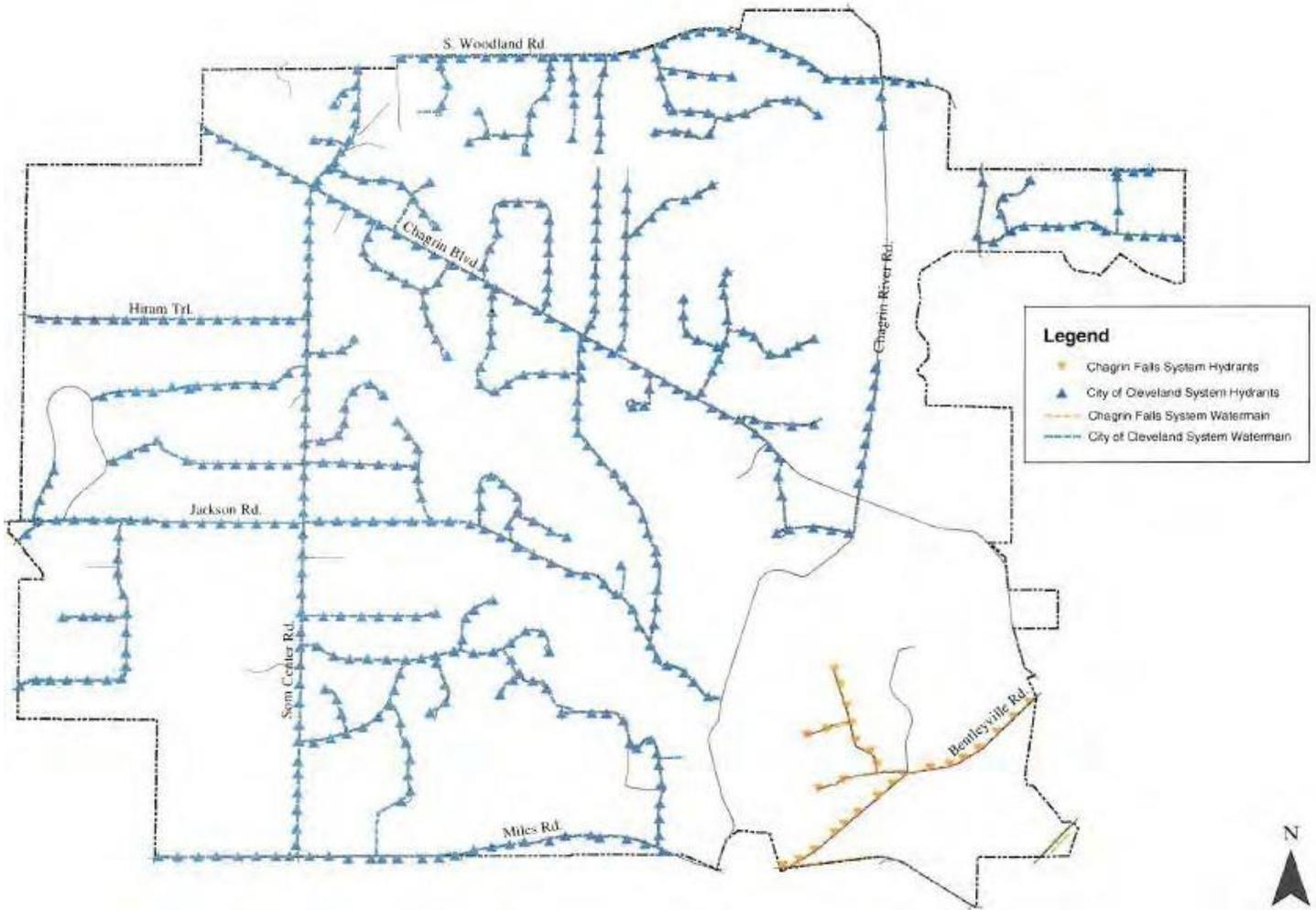
The majority of the drainage system consists of roadside ditches and shallow storm sewer systems. The storm sewers on the County roads were installed approximately 70 years ago. The newer subdivisions are typically constructed with roadside ditches, per the approved typical roadway section.

Storm water management is required from all development, from single homes to subdivisions and commercial development. The Village requires that the "critical storm" method be used to size storm water management ponds to restrict outflow rates. EPA Phase II Storm water Management Permits will require that the water quality be taken into consideration.

There are no constraints to future development based on drainage.

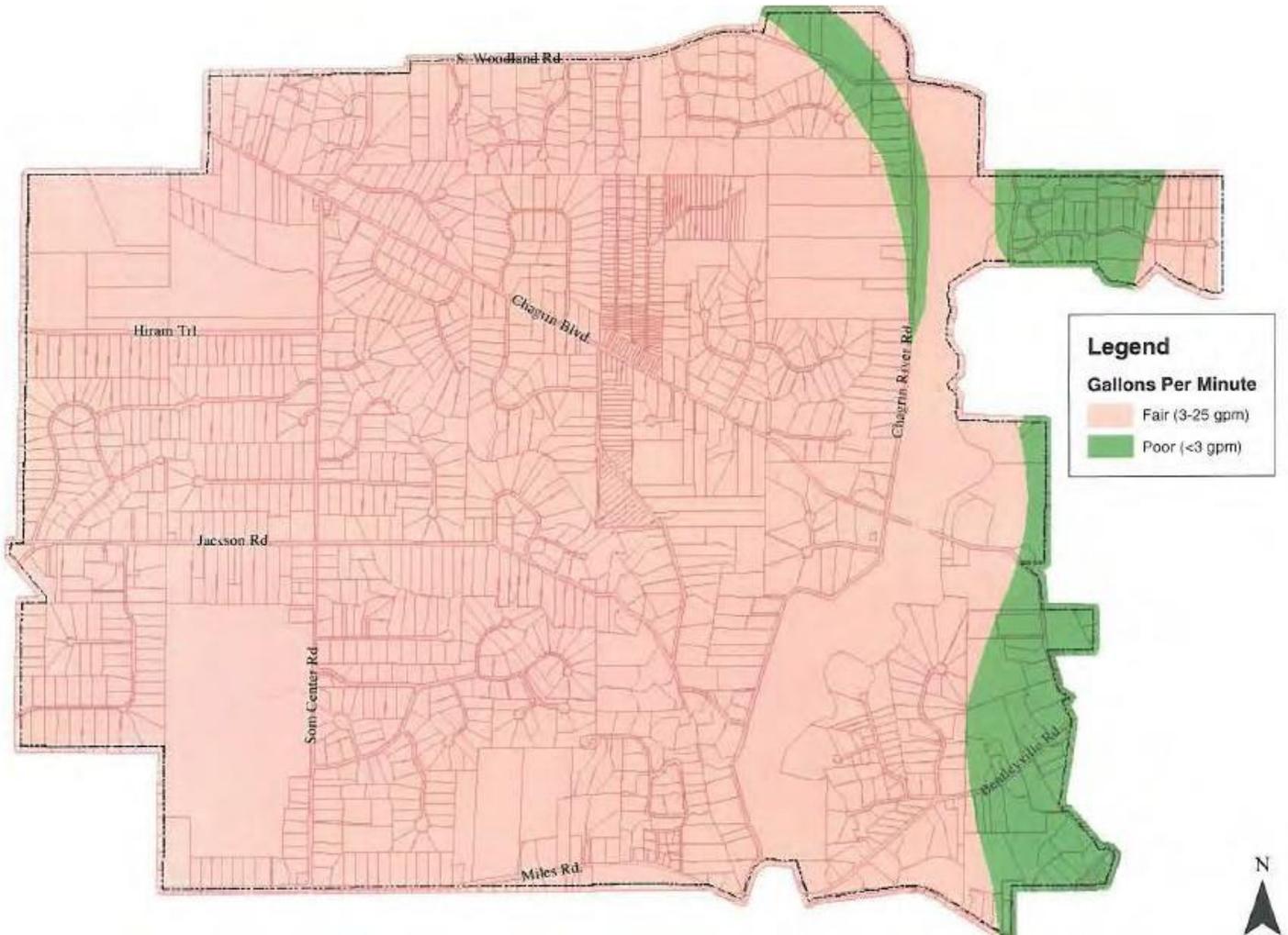
Environmental Quality - Relatively low development densities have enabled the Village to be developed with substantial tree and vegetation cover. Sites with slopes must be avoided and remain covered with vegetation. Wetlands are situated primarily in the riparian corridors which are mostly isolated by steep slopes.

Figure 17 – Water Distribution Mains



Source: Village of Moreland Hills

Figure 18 – Ground Water Resources



Source: Cuyahoga Soil & Water Conservation District, U. S. Geological Survey



Public Outreach

The public outreach process for this plan was designed to reach the maximum number of Moreland Hills' residents and facilitate community input in the plan's recommendations. Highlights include:

1. Community Open House conducted on November 18, 2015.
 - a. 57 verified and 75 observed participations.
2. Community Survey conducted from November 3 until November 30, 2015.
 - a. 187 participants.
3. Senior Focus Group conducted on October 7, 2015.
 - a. Six participants.
4. Phone interviews conducted throughout the month of November and into early December of 2015.
 - a. Six participants.

Overall, respondents strongly agreed that Moreland Hills is a very desirable place to live, particularly due to the community's open space, parks, and natural settings, as well as its geographic location near many

amenities, including the city of Cleveland, the airport, and high quality schools. Respondents would also like to see the trails and parks system be expanded, including the addition of bike trails through the parks, on- street bike lanes, and sidewalks where feasible.

Residents agreed on many other factors, including 2 to 5 acre lot minimums where feasible, no additional multi-family units, a renewed support for the U-4 conservation development district, and a strong desire to continue living in the Chagrin Valley area and Moreland Hills. Overall, there was an interest in exploring potential downsized housing for seniors or bungalow housing options. Residents were somewhat divided on the issue of what future housing options should look like in Moreland Hills. While many residents have a strong desire to age in place (64% of survey respondents), they were split on whether they would need to downsize their current housing (38% Yes / 27% No / 35% Maybe). Respondents who wished to downsize indicated they would like a small home that would require less work to maintain (32% preferred 'detached townhouses/condos' or 'single family bungalow lots'), while others simply stated that they would prefer to seek assistance to age in place at their current residences (focus group and open house). Of those who wished to downsize, 28% desire to do so in Moreland Hills, and 54% desire to do so in Chagrin Valley.

At focus groups, the public workshop, and in surveys, many Moreland Hills' residents expressed a preference for a "no change" approach. This sentiment may be tied to the overall satisfaction that residents expressed with the community and a desire to protect the community's quality of life. Additionally, a "no change" approach is not wholly supported by all preference questions, or demographic analysis. For instance, the demographic and market trends noted an increasingly aging population, a lack of new young families moving into Moreland Hills, and gaps in housing products available. The target residential market analysis estimates a future downsized luxury demand in the range of 1,500 households for Moreland Hills and its surrounding communities. While a clear consensus on future housing provision in Moreland Hills did not emerge from outreach activities, most residents acknowledged these trends and were generally open to ideas to address them.

Community Open House

Public engagement sessions were held on November 18, 2015 at the Moreland Hills Community building on SOM Center Rd. Fifty-seven (57) residents signed in for the open house, while estimated attendance was approximately 75. Residents provided feedback and participated in discussion while enjoying the activities.

The open house featured six station activities. At stations 1-3, residents were asked to write the location and details about the issue on a Post-It Note. The top three for each station were as follows;

- **Station 1 – Fix: Physical, social and economic elements you want to see improved or changed in Moreland Hills**
 - Chagrin & SOM
 - Blight/Maintenance Issues
 - Vacant Homes
- **Station 2 – Keep: Physical, social and economic elements you want to see maintained and kept in Moreland Hills.**
 - Green Space/Natural Beauty
 - Community Character/Small Town Feel/Rural Character
 - Village Services/Police & Fire
- **Station 3 – Aspire: Physical, social and economic elements you want to see in the future. What elements would make Moreland Hills a stronger community?**
 - Bike & Hiking Trails
 - Stronger Sense of Community
 - Walkability/Sidewalks

Station 4 and 5 were visual preference surveys on housing options. Participants in this activity were asked to vote for their preferred housing choice at both their current age (Station 4) and their retirement age, or in 2025 if they are already retired (Station 5). For current housing options, participants preferred bungalow courts for high density housing, townhouses for medium density, and farm houses for low density. For retirement age housing, participants similarly preferred bungalow courts, townhouses, and farmhouses for their respective categories. Ranch style housing was also a popular option for low density housing. Several participants voted 'none' as an alternative to all of the housing examples provided. This was interpreted as a 'no change' preference for the community as a whole.

Finally, at Station 6, residents were asked to look to the future to consider potential areas that might benefit from planned change. This activity was designed to assist in developing recommendations for changes to the Preferred Land Use Map. Residents were shown the existing land use map and the Preferred Land Use Map of the *2003 Moreland Hills Comprehensive Land Use Plan*. Participants' circled areas they felt could be modified and provided short descriptions to explain their recommendations. Of the fifty-one (51) comments, fourteen (14), double the next most common comment, expressed the desire to keep the current two-acre zoning or to change nothing in Moreland Hills.

These sessions fundamentally informed the recommendations included in this plan. Residents' ideas were used to revise Moreland Hills Goals and Objectives, and also were incorporated into the Implementation section. Finally, revisions to the Preferred Land Use Plan map resulted from information gathered at these sessions as well.

Community Survey

As part of the development of the 2015 Master Plan, Moreland Hills conducted a survey of residents within the community. 187 survey responses were collected, summarized in Table 16.

Table 16. Community Survey Response Summary

Category	Most Popular	%	Least Popular	%
Housing Development	Single family bungalow lots	22.7% (more)	Apartments / Rentals	87.1% (less & none)
Downsize Preference	Single family bungalow lots	52.9% (more)	Apartments / Rentals	79.4% (not all/not likely)
Transportation	Maintain existing roads and sidewalks	48.1%	Add parking	14.0%
15 Year Priorities	Preserve natural features	66.7%	Provide more affordable housing	61.9%
Most Positive Aspect of Moreland Hills	Rural / Private character	80.1%	Transportation and accessibility	7.7%
Negative Aspect of Moreland Hills	Lack of alternative transportation	37.5%	Distance to services	0.6%
Needs Improvement	Transportation options	35.2%	Education options	1.3%

Source: *Moreland Hills Comprehensive Land Use Plan Survey, Fall 2015*

The results of the survey were used to guide the planning process and create a shared vision for the community.

- **Distribution.** The survey was available online from November 3 to November 30 of 2015 on the Village’s website via Survey Monkey. The survey link was also distributed via email lists, the Moreland Hills newsletter, and fliers at the community open house.
- **Characteristics of Respondents.** There were 187 online responses to the survey. Respondents were generally middle aged and older, with 55.3% between the ages of 45 and 64, and 30.4% 65 and older. Only one respondent was under the age of 25.
- **Responses.** Respondents were asked a number of questions dealing with the present and future of Moreland Hills. The full results of the survey can be found later in the Appendix with key takeaways included here.

RESPONSE HIGHLIGHTS:

- Survey respondents indicated they are likely to stay in Moreland Hills over the next 10 years, with 64.2% indicating they are very likely, while an additional 18.8% are somewhat likely. Only 8.4% of respondents said they were somewhat unlikely (4.2%) or very unlikely (4.2%) to stay in Moreland Hills for the next ten years.
- Survey respondents stated that more affordable single family bungalow lots (22.7%) were needed, however, providing independent living senior facilities (22.6%), high-end single family on large lots, (20.4%) and detached townhouses/condos (19.9%) ranked high as well. However, many respondents were also against many of these same categories, including independent living senior facilities (58.1%), detached townhouses/condos (55.6%), and single family bungalows (48.7%). This suggests Moreland Hills is very strongly divided on the types of housing needed in the future, with many wanting nothing to change, and with others expressing some desire to see alternative housing options that would allow them to “age in place” within Moreland Hills. Many of the comments related to this question expressed a strong desire to preserve current large lot zoning in order to protect the sense of natural environment that is so strongly affiliated with living in Moreland Hills.
- 37.7% of respondents plan to downsize at some age or stage of their lives. An additional 35.3% indicated they may downsize, while 26.9% do not intend to downsize their living situation.
- Survey respondents indicated a desire to downsize in and around the Moreland Hills area. 53.8% of respondents indicated they want to downsize in Chagrin Valley, but it does not have to be Moreland Hills. 28.3% of respondents want to downsize specifically in Moreland Hills, if housing options were available that made it possible. 17.9% of respondents did not intend to remain in the area, with some indicating in the comments that they would like to retire to warmer weather climates.
- Those who expressed a desire to downsize were asked an additional question about preferred housing type when they do downsize. Survey respondents were most receptive to downsizing to single family bungalow lots, detached townhouses/condos, or independent living senior facilities. They were least receptive to high-end single family homes on large lots, high-end single family homes on small lots, and apartments. Most of the comments tied to this question raised concerns about ability to maintain their own properties as they age.
- Survey respondents supported maintaining existing roads above all other transportation priorities. Establish bicycle/walking trails (24.7%), provide bike lanes on roads (19.5%), and encourage Metroparks system to extend/expand trails (18.6%) also ranked high. Parking (69.3%), provide bus/community shuttle services (50.3%) and add sidewalks to neighborhoods (50.0%) rank lowest.

The full results of the survey are available in the appendix.

Senior Focus Group

As part of the development of the *2016 Comprehensive Land Use Plan*, Moreland Hills conducted a focus group of senior residents within the community. Six residents attended the meeting. The results of the focus group were used to guide the planning process and create a shared vision for the community.

The six members of the focus group took part in several exercises, including asset and change area mapping in Moreland Hills, a visual preference survey on different housing types, and answered specific questions related to priorities and desires when it comes to making housing decisions, including the desire to age in place. Overall, the focus group had very mixed opinions on their desires for the future of Moreland Hills. Several indicated a desire to age in place, particularly if they are currently living near their family. Some expressed concern that their children could not afford to live in Moreland Hills, so they would be required to move closer to them. However, many did not see the need to downsize their current homes as they had the financial means to hire others to maintain their properties.

Additional issues and ideas that were raised included:

- Prevent commercial expansion in Moreland Hills
- Expand the community and regional bike trail network
- Improve the community's code enforcement
- Advocate for reinstating bus service to Moreland Hills
- Moreland Hills lacks community amenities for children, which would help attract more young families

Phone Interviews

As part of the development of the *2016 Comprehensive Land Use Plan*, phone interviews of large landowners, real estate agents, and developers in and around the community were conducted. The results of the interviews are summarized below. Six phone interviews were conducted to get a sample of preferences among stakeholders. Interviews were targeted toward land-owners (large lots), real estate professionals, and developers. The Village selected a list of 12 people; six of twelve participated. No one declined but two numbers were disconnected and four people didn't respond to voicemail messages. Two additional people were identified at the open house.

Everyone agrees that Moreland Hills is currently a desirable place to live. The characteristics that make it a desirable place to live include:

- High status/attracts people with big money
- Well-run services
- Conveniently located
- Good school district
- Safe
- Small
- Quiet/lack of action

- Natural setting and surroundings/a lot of trees
- Large lot developments/2-acre lots

Many people think it would be more desirable to have some well-designed cluster housing, where the home sizes would remain large but the lots would be smaller and larger communal open spaces would be preserved. However, not everyone agreed that cluster housing would make Moreland Hills more desirable. Several people simply said Moreland Hills is a desirable community without any changes, and one person specifically said that smaller lot sizes would make the community less desirable.

People have mixed opinions about whether or not Moreland Hills is a comfortable place to retire. Most agree that the community is desirable, and that those who can afford to stay will stay. Many people wish that the community had some smaller housing or smaller lot sizes available for people who want to downsize but remain in Moreland Hills. Others thought the community should be aware of high taxes, especially with the larger lot sizes, and that people may or may not choose to stay here based on what services are provided from tax revenue.

One person cautioned against providing too many options for retirees that are too different from what is currently in Moreland Hills. Senior apartments and assisted living facilities don't fit the existing character of the community. These types of living spaces are available in the neighboring communities, and people will likely move there if they desire or if they need an advocate or caretaker close by.

Most people thought that cluster housing was missing from Moreland Hills and it would fit within the character of the community. With cluster housing, the density of housing and the size of the houses remain the same, but the lot sizes are smaller and a larger contiguous open space is preserved. Many people would likely enjoy the smaller yards with less maintenance needed. There may be an opportunity to build some housing like this at SOM Center Road near Jackson Road, and SOM Center Road at Chagrin Blvd.

Some people offered differing opinions on this idea. One person would like to live in a condo while staying in Moreland Hills, but acknowledged that most people here would not want to live in a condo. Someone else said that it would be a mistake for Moreland Hills to change its zoning laws from 2-acre minimum lot sizes, and that there were no housing gaps here. They want to ensure that Moreland Hills keeps its niche as an upscale, large-lot community.

Most people gave examples of cluster housing in nearby communities that can potentially work in Moreland Hills. Many people mentioned Chagrin Falls. Other communities included Pepper Pike (specifically the styles of housing in the larger Sterling Lakes development), the Village of Orange, Mayfield, and Solon (to a lesser extent).

Most people were satisfied with the amenities currently offered. One person mentioned a desire for leaf pickup in the fall for purposes of making mulch. One person also mentioned a lack of programming from the community, but that they shouldn't try to stretch their limits by offering too much (don't try to be like Beachwood, which is larger and can do more).

Most people are satisfied currently with working in and around Moreland Hills, though one person mentioned three specific challenges:

- Moreland Hills can sometimes make things difficult for developers
- There is a lack of developable land, especially for the types of housing being discussed
- There are a lot of duplicate services (e.g. schools, police, fire, etc.) given the numerous small villages and towns, which is a drain on taxes. Moreland Hills may want to look at possibilities for sharing services.



LAND USE PLAN

Preferred Land Use Plan

Existing land use patterns in Moreland Hills dictate the future for a number of reasons. First, the vast majority of available land in the Village has already been subject to development. Because of the investment and value it represents, existing land use patterns will not change in the immediate future. Second, any proposed land use patterns must be compatible with existing uses and with the land it is to be situated upon. As the predominant land use in the community is single-family detached residences on relatively large lots, and as vacant land tracts lie in areas not likely to be provided with central sewer services in the near future, this use will continue to dominate the community.

Existing park areas perpetuated by the plan include the Metroparks' South Chagrin Reservation, Forest Ridge, Veteran's Park and the Garfield Birth Site Park near Village Hall. Existing semi-public use areas perpetuated by the plan include the cemetery, Orange Schools and Village Hall. The preferred plan is consistent with the Community Goals and associated objectives outlined in Chapter 1.

A Preferred Land Use Plan is presented in Figure 19. This map does not vary significantly from the one generated in the *2003 Comprehensive Land Use Plan*. As was indicated in the "Community Input" Chapter, the

residents who participated in the outreach effort reported that they are largely happy with most aspects of the Village. This was interpreted as an indication that the residents desire to maintain the current character of the Village and thus, the committee chose not to recommend sweeping changes to the zoning map. Furthermore, as noted above, the lion's share of the land in the Village has been developed. However, the Committee deemed it prudent to examine existing potential development areas and to consider recommending fine-tuning the zoning code in response to changing demographic trends and developmental pressures.

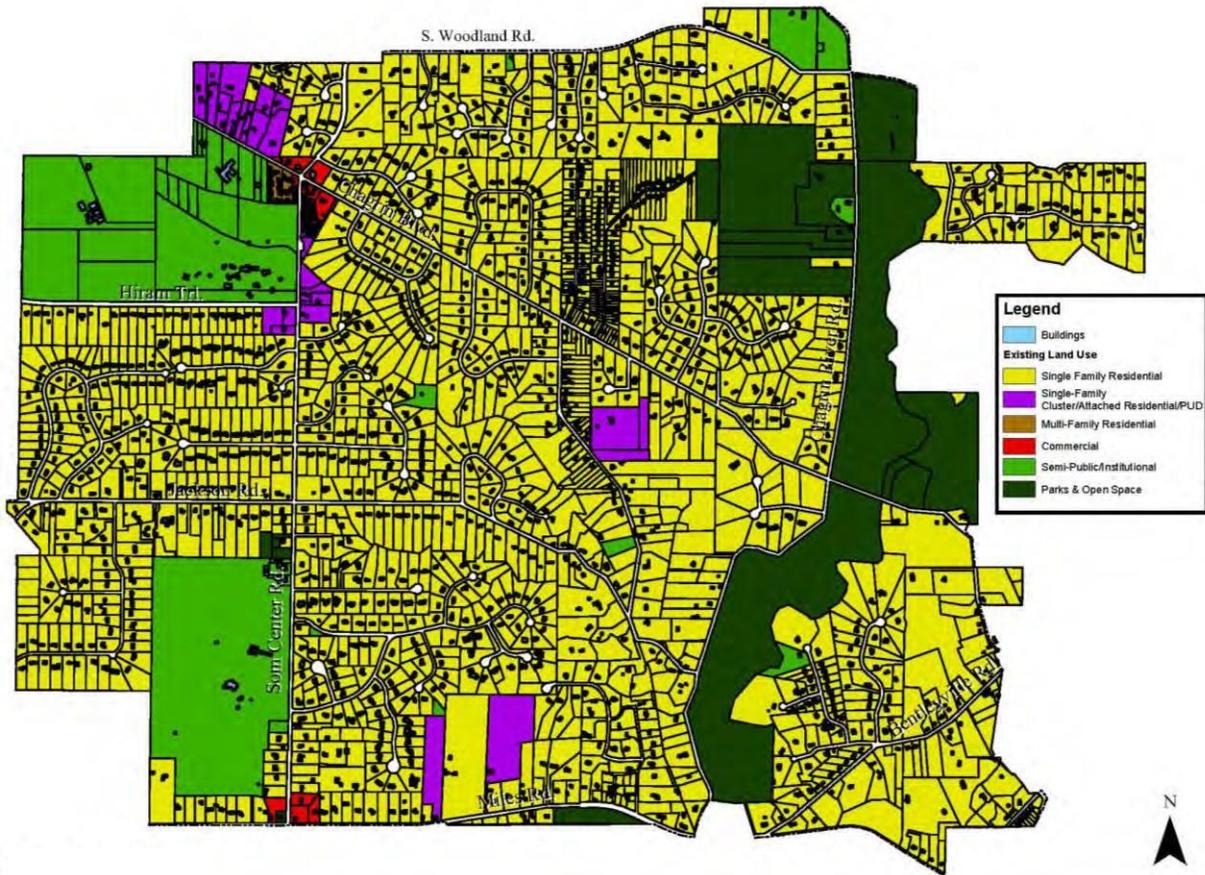
The Preferred Land Use Plan also provides for future protection of passive and active open space areas.

Characteristics of open space areas include:

- Severe topography
- Mature forests
- Dramatic eroded stream corridors
- Limited accessibility
- Unstable soils
- Unique habitat

Other recommendations reflected in the preferred land use plan include the perpetuation of semi-public use areas illustrated on the plan like Chagrin Valley Country Club, Hiram House Camp, cemeteries, Orange High School and the Village Hall.

Figure 19 – Preferred Land Use Plan



Source: Village of Moreland Hills

Potential Development Areas

The Village of Moreland Hills is a mature community of well-developed neighborhoods. It has a semi-rural character that is highly valued by its residents. While several individual undeveloped lots are scattered throughout the Village, large contiguous undeveloped tracts of land are limited. Most undeveloped parcels remain undeveloped because of severe site limitations such as slippage prone soils, flood hazard, and steep slopes. Furthermore, many large lots with one single family dwelling on them are scattered throughout the Village. The potential exists that these lots could be split in the future creating slightly more density than currently exists.

Figure 20 provides a graphic depicting larger vacant land tracts and tracts of land with some potential for residential or commercial development or redevelopment. These potential development areas (PDAs) represent those land tracts most likely to provide growth in the Village. The table that follows (Table 17a and b) provides a listing of Potential Development Areas, their current use, size and most significant limitations.

Residential PDAs were determined to exist at lots or areas of a minimum of 10 acres. With the exception of PDA 3, the Village's residential PDAs are generally a combination of large lots owned by individuals, where single-family residences are situated somewhere on the lot. The bulk of the lot is undeveloped and could provide the opportunity for subdivision.

PDAs 1 and 2 are sites with a high potential to redevelop through a Planned Unit Development (PUD). While a PUD is a departure from the Village's zoning code, this planning tool is very specific in nature and designed in a way that maximizes the Village's control over a very specific area. This development option would permit smaller lot configurations and smaller building types, which should be encouraged for these sites.

PDA 1 is uniquely situated at the edge of the Village and abuts Pepper Pike on three sides. It is composed of several lots on the north side of Chagrin Boulevard near SOM Center Road. The area is located in the highest travelled area of the Village, proximate to the school campus, the Orange branch of the Cuyahoga County Library and the retail business district at the SOM Center Road / Chagrin Boulevard intersection. Several vacant and /or rental homes currently exist on the property. The lots in this area have narrow frontage but are several hundred feet deep. This configuration limits access to Chagrin Boulevard and precludes the lots from being split to maintain a two-acre minimum if redeveloped. Furthermore, having multiple driveways access Chagrin Boulevard in this high traffic area could create a safety issue.

PDA 1 is located in close proximity to Heathermore Condominiums and Moreland Mews, a development on smaller lots. The density of the condominiums is nine units per acre and the density in Moreland Mews is three units per acre. Thus PDA 1 is close to higher density neighborhoods, the retail business district and several public use entities. Surrounded as it is by Pepper Pike and public use development, it is an isolated enclave within the Village.

Due to these unique characteristics, PDA 1 does not appear to be well suited for traditional two-acre single-family development. As this area is currently occupied by single-family residences, conversion to commercial uses will be discouraged. In addition, it should be noted that PDA 1 has high traffic volumes and will be subject to continued development pressures. In fact this area was called out in the 2003 Comprehensive Land Use Plan for possible commercial expansion. Although the committee did not recommend a zoning change at that time, this property has been and will continue to be subject to development pressures.

PDA 2 is located at the intersection of SOM Center Road and Hiram Trail. Due to the topography of this area and visibility issues associated with the hill as SOM Center Road approaches Hiram Trail, permitting an alternate configuration of these sites for residential development would support redevelopment with safe access to the roadways through driveway consolidations. As with PDA 1, this area is close to the retail

business district located at the SOM Center Road / Chagrin Boulevard intersection. Furthermore, it is proximate to smaller, non-conforming lots situated at the east end of Hiram Trail. Both PDA 1 and 2 are located in fairly close proximity to Heathermore Condominiums and Moreland Mews, higher density areas. There have been recent development pressures in this area.

PDA 1 and 2 currently do not have sewer service but could be linked into existing lines if developed. A single-family bungalow court development, could address some residents' desires for additional housing types in the Village, particularly as they downsize. This type of development is supported by the residential target market analysis, which noted a gap in smaller luxury units, a desirable housing type for retirees and empty nesters. A PUD development would permit a higher overall density than a U-4 Conservation Development, although common open space should be provided. Architectural ornamentation and variation in unit type should be encouraged. Development should be consistent with the diversity in residential design character that exists in the Village.

PDA 3 is the area of the Village commonly referred to as the WEB area, which references the properties fronting Wiltshire Road, Ellendale Road, and Berkeley Lane. This area currently does not conform to the 2-acre minimum lot size for new residential development in the Village. While this area is a highly valued neighborhood asset to the community, and an early settlement in the Village, the restrictions on lot size have encouraged disinvestment and prevented many residents from making desirable upgrades and property expansions. Furthermore, in some cases, building massing from recent construction in the WEB area seems out of character with the rest of the neighborhood. Redevelopment in this area can be made more flexible and reduce existing nonconformities by recommending text amendments to the zoning code to set forth different zoning requirements for the WEB area.

PDA 4 lies in a tract of land situated in the interior of the surrounding developed residential area. It is marginally affected by slope and slip-prone soils.

PDA 5 is the most suitable for land development. It is impacted only marginally by slope and slip-prone soils. However, as sewer service is not available here unless provided from Solon, the practicality of development at less than septic tank densities is questionable.

PDA 6 is sized at the smaller end of the scale at about 12 acres. This site is used as a single-family residential lot. Limited potential exists for more intense development of this area due to its physical characteristics which include the existence of moderate slope, stream and pond features, and a lack of sewers (unless accessed from Solon).

PDA 7 is the site of the Chagrin Valley Country Club. Redevelopment of this area is not likely so long as the Country Club remains financially solvent. At 196 acres, there may be some fringe development potential. However, the over-all site is impacted by slope, streams, wetlands and ponds, as well as slope-prone soils on the northern portions.

PDA 8 is Hiram House Camp. Development limitations on this 163-acre site include slope, slip-prone soils, flood hazard, wetlands and ponds. Redevelopment of this area is very unlikely.

Both PDA 7 and PDA 8 were rezoned to U-4 Open Space Conservation Development in 2005 by referendum as recommended in the 2003 Comprehensive Land Use Plan. This designation allows for clustering housing units while maintaining an overall one unit per two-acre density. The Village adopted U-4 conservation zoning in order to guide environmentally sensitive residential development in large tracts of land that are impacted by severe developmental constraints such as severe slopes, wetlands and/or surface water features, or unstable soils. U-4 development encourages development that concentrates housing units in one area and avoids disturbances in a unique or environmentally sensitive area. As discussed in Chapter 2, the criteria necessary for U-4 designation include a lot size of least 10 acres, severe slope, and the availability of central

sewer facilities. Thus, while the possibility exists that PDAs 7 and 8 may be redeveloped, they will most likely be redeveloped at a one unit per two-acre density. This committee reaffirms the use of the U-4 Zoning Classifications for PDAs 7 and 8 and elsewhere in environmentally sensitive areas of the Village.

Table 17a. Potential Residential Development Areas (PDAs)

Site No.	Use	Size (s. f.)	Acres	Site limitations
1	Res.	41,716,904	39.41	Some slope, no sewer, some slippage
2	Res.	705,234	16.19	Some slope, no sewer, some slippage
3	Res.	4,000,323	91.84	Some slope, no sewer, some slippage
4	Res.	897,433	20.60	slope, slippage
5	Res.	1,008,959	23.16	slope (50% of site)
6	Res.	533,708	12.25	Slope, stream, no sewer
7	Semi-Pub.	9,028,343	196.55	slope, stream, wetlands, slippage
8	Semi-Pub.	7,108,448	163.19	slope, stream, wetlands, f. p., slippage

Table 17b. Potential Commercial Development Areas (PDAs)

Site No.	Use	Size (s. f.)	Acres	Site limitations
1	Com. /Vacant	102,462	2.35	no sewer
2	Res./Vacant	80,694	1.85	slope, no sewer
3	Res./Vacant	79,698	1.83	slope, no sewer

Limitations noted in Table 17a and 17b are based on physical observation and data from the “Soil Survey of Cuyahoga County,” by the Soil Conservation Service.

Commercial PDAs are identified on Figure 20 by a hexagonal pattern and number. They are concentrated at the Miles Road and SOM Center Road intersection. Potential expansion of commercial uses could occur adjacent to this high traffic volume, high visibility location. Site size was not considered as a criterion for commercial PDAs. They were identified only as potential commercial areas due to their proximity to existing commercial uses and due to their highly accessible location. Commercial PDA 1, 2, and 3 are expansion opportunities for commercial uses currently situated at the north half of this intersection.

Currently 13 small, locally owned businesses and one small office building exist in the Village. Community outreach results indicate that residents do not favor any further commercial expansion. Given the lack of available large tracts of land and the residents’ desires, the Village will most likely experience only minor commercial expansion.

Figure 20 – Potential Development Areas (PDAs)



Source: Village of Moreland Hills

Recommendations

CHANGES TO THE ZONING CODE

Zoning changes are not recommended for the vast majority of the residential areas in the Village. However, the following changes are recommended:

1. **Mixed residential housing within PDA 1 is desirable.** A mix of housing types and densities is encouraged, including smaller homes on smaller lots and townhomes. This type of development would accommodate residents who wish to downsize and remain in the village and may attract younger residents. A PUD is a valuable development tool for this area.
2. **Text changes in WEB area are desirable.** Text updates in this area would allow for redevelopment in PDA 3 in keeping with the character of the neighborhood.
3. **Public Open Space Classification in the zoning code.** This classification would support the Village's planning goal of preserving environmental quality. The objectives of this goal include encouraging preservation of open space for public use benefits, and preservation of community character. This zoning classification can be used to recognize the perpetual public open space use of the South Chagrin Reservation, Forest Ridge, Veteran's Park, the Garfield Birth Site, and any public open space acquired in the future.

The Preferred Land Use Plan as presented in Figure 20 reaffirms the use of all current zoning classifications including U-1 Dwelling house district; U-2 Business Retail District; U-3 Townhouse district and U-4 Residential Open Space Conservation District. The Preferred Land Use Plan provides for limited expansion and/or redevelopment of commercial land uses at the intersection of Miles and SOM Center Roads. This potential commercial expansion supports community planning goals and objectives related to limited non-residential development.

Implementation

New zoning district regulations for PUDs and revised zoning text to encourage reasonable redevelopment in the WEB area are recommended. Changes to the zoning map may also be desired to specifically designate PDA 1 as a PUD site. New zoning regulations and map modifications would be required to institute the Public Open Space Classification.

Plan recommendations may be implemented through the zoning process. Certain zoning district regulations will need to be developed to permit the proposed plan to occur. In order for this Master Plan to be effective the Village Council should adopt the policies that are contained within the Plan. Furthermore, the Planning Commission should use the Plan as a framework to guide their decisions with respect to reviewing development proposals. Certain recommendations contained in this Plan will require public hearings before adoption and some will require both public hearings and an affirmative vote of the electorate.



Appendix

This appendix presents three sets of supporting information to the 2016 Moreland Hills Comprehensive Land Use Plan.

- Appendix 1: Online Survey Results
- Appendix 2: Community Open House Results
- Appendix 3: Community Wide Reference Maps

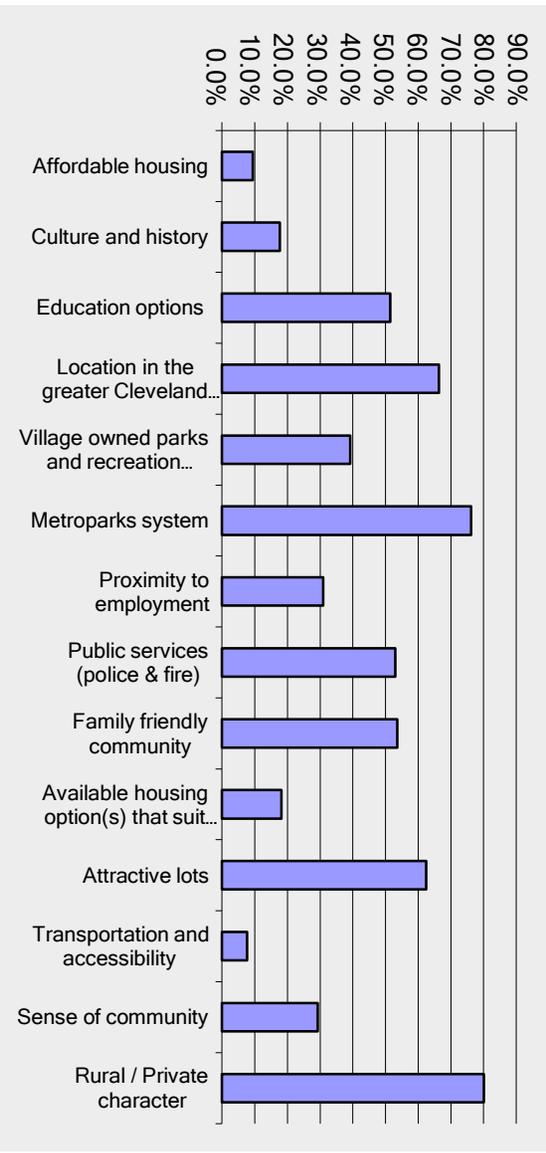
Appendix 1: Online Survey Results

QUESTION 1:

What are the most positive aspects of living in Moreland Hills? (check all that apply)

Answer Options	Response Percent	Response Count
Affordable housing	9.4%	17
Culture and history	17.7%	32
Education options	51.4%	93
Location in the greater Cleveland region	66.3%	120
Village owned parks and recreation options (Forest Ridge / Veteran's Park)	39.2%	71
Metroparks system	76.2%	138
Proximity to employment	30.9%	56
Public services (police & fire)	53.0%	96
Family friendly community	53.6%	97
Available housing option(s) that suit my stage in life	18.2%	33
Attractive lots	62.4%	113
Transportation and accessibility	7.7%	14
Sense of community	29.3%	53
Rural / Private character	80.1%	145
Other		21
answered question		181
skipped question		6

What are the most positive aspects of living in Moreland Hills? (check all that apply)



QUESTION 2:**What do you consider to be a negative aspect of living in Moreland Hills? (check all that apply)**

Answer Options	Response Percent	Response Count
Age of parks and recreation facilities	1.9%	3
Distance to employment opportunities	6.9%	11
Limited commercial development	8.8%	14
Lack of community center	20.0%	32
Cost of living	20.0%	32
Lack of alternative transportation options (transit, bike paths, hiking trails, sidewalks, etc.)	37.5%	60
The Village's rural / suburban environment	0.6%	1
Limited housing options / need for greater variety of housing	13.8%	22
Lack of shared community spaces / sense of community	15.6%	25
Public safety (police & fire)	2.5%	4
Road maintenance	15.0%	24
Distance to services (e.g. medical)	0.6%	1
Too many zoning restrictions	9.4%	15
Too few zoning restrictions	9.4%	15
None of the above	23.8%	38
Other		36
answered question		160
skipped question		27

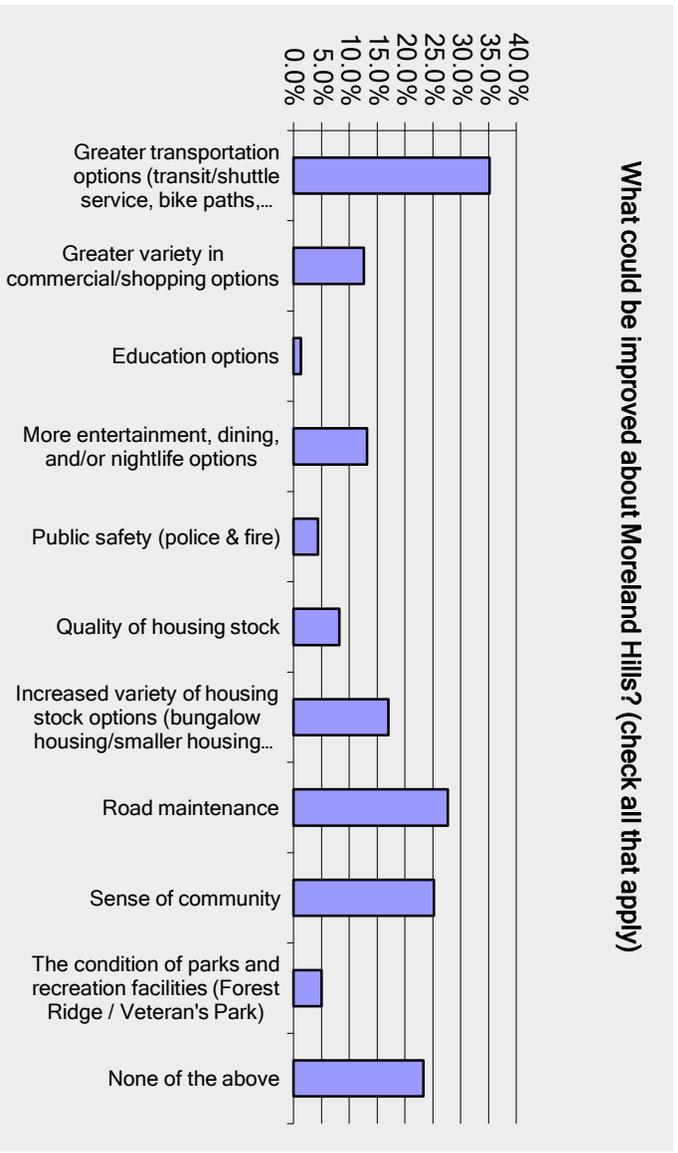
**What do you consider to be a negative aspect of living in Moreland Hills?
(check all that apply)**



QUESTION 3:**What could be improved about Moreland Hills? (check all that apply)**

Answer Options	Response Percent	Response Count
Greater transportation options (transit/shuttle service, bike paths, sidewalks, etc.)	35.2%	56
Greater variety in commercial/shopping options	12.6%	20
Education options	1.3%	2
More entertainment, dining, and/or nightlife options	13.2%	21
Public safety (police & fire)	4.4%	7
Quality of housing stock	8.2%	13
Increased variety of housing stock options (bungalow housing/smaller housing types)	17.0%	27
Road maintenance	27.7%	44
Sense of community	25.2%	40
The condition of parks and recreation facilities (Forest Ridge/ Veteran's Park)	5.0%	8
None of the above	23.3%	37
Other		51
answered question		159
skipped question		28

What could be improved about Moreland Hills? (check all that apply)

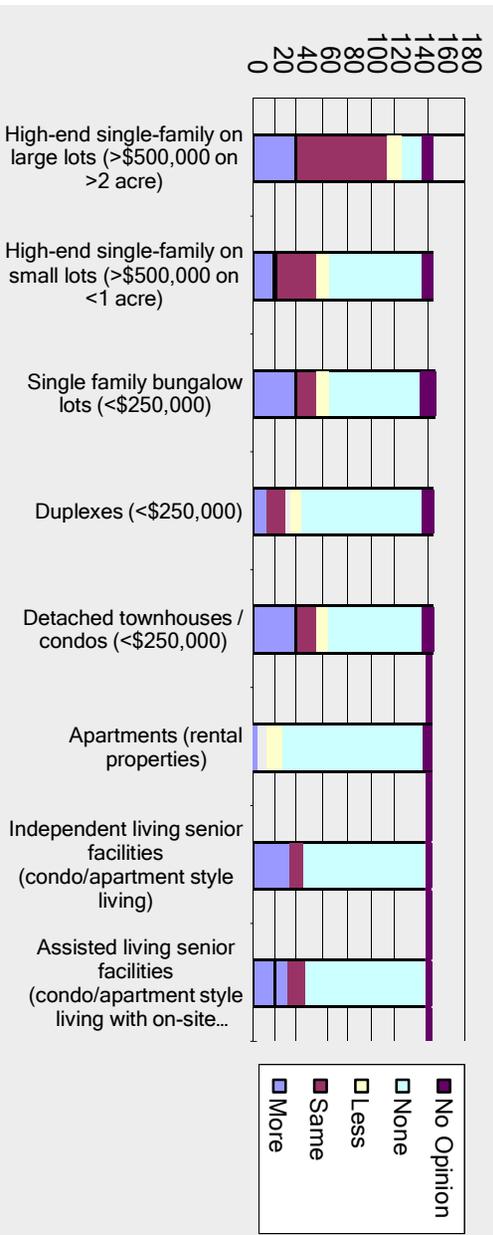


QUESTION 4:

For each type of housing listed below, please indicate how much new development you feel the Village needs in the next 10 year (see above pictures for housing type examples).

Answer Options	No Opinion	None	Less	Same	More	Response Count
High-end single-family on large lots (>\$500,000 on >2 acre)	10	26	12	81	33	162
High-end single-family on small lots (>\$500,000 on <1acre)	10	85	11	33	17	156
Single family bungalow lots (<\$250,000)	11	75	11	22	35	154
Duplexes (<\$250,000)	11	99	9	13	17	149
Detached townhouses / condos (<\$250,000)	11	84	10	16	30	151
Apartments (rental properties)	6	121	7	5	8	147
Independent living senior facilities (condo/apartment style living)	19	90	5	6	35	155
Assisted living senior facilities (condo/apartment style living with on-site professional staff)	20	94	6	9	25	154
Comment						44
answered question						168
skipped question						19

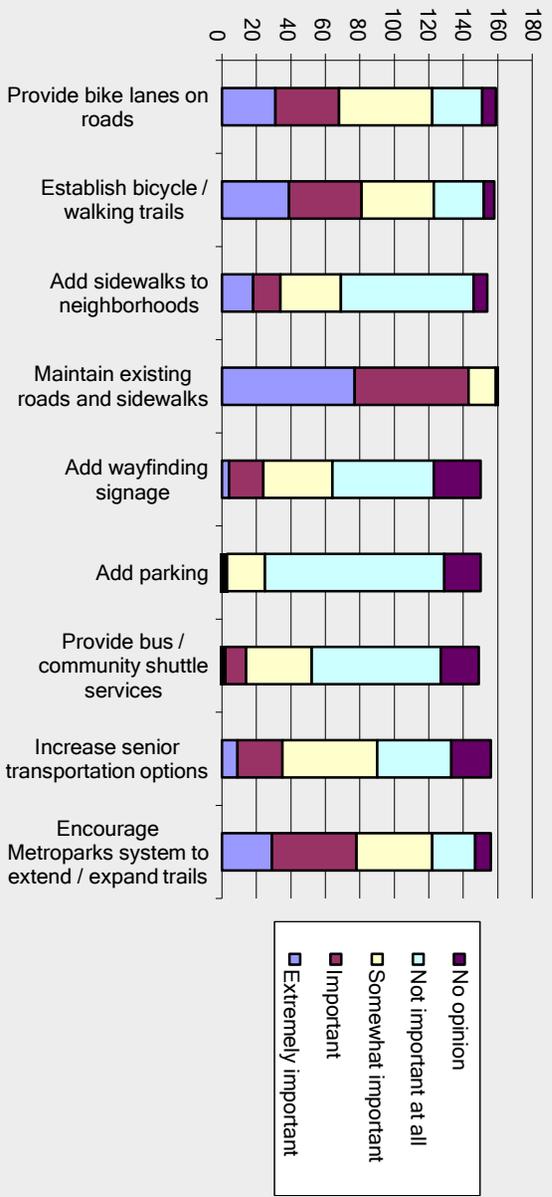
For each type of housing listed below, please indicate how much new development you feel the Village needs in the next 10 year (see above pictures for housing type examples).



QUESTION 5:**Please rate the following transportation goals.**

Answer Options	No opinion	Not important at all	Somewhat important	Important	Extremely important	Response Count
Provide bike lanes on roads	8	29	54	37	31	159
Establish bicycle /walking trails	6	29	42	42	39	158
Add sidewalks to neighborhoods	8	77	35	16	18	154
Maintain existing roads and sidewalks	0	1	16	66	77	160
Add wayfinding signage	27	59	40	20	4	150
Add parking	21	104	22	2	1	150
Provide bus / community shuttle	22	75	38	12	2	149
Increase senior transportation	23	43	55	26	9	156
Encourage Metroparks system to extend / expand trails	9	25	44	49	29	156
Comment						17
answered question						166
skipped question						21

Please rate the following transportation goals.



QUESTION 6:

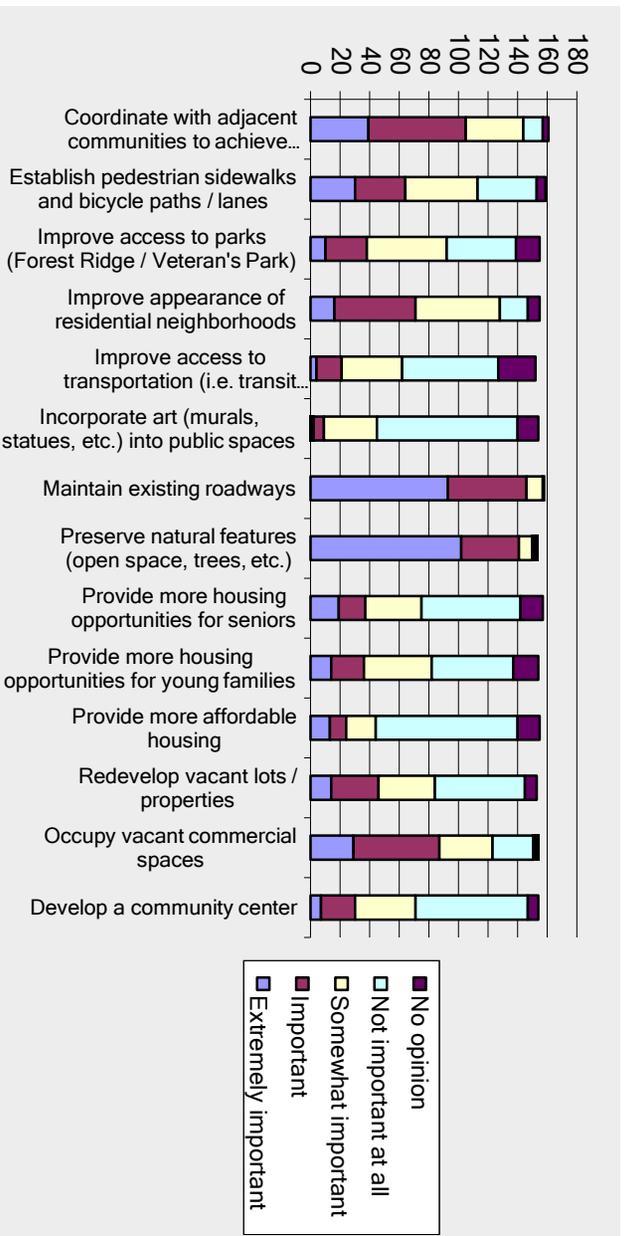
In your opinion, how important are each of the following priorities for Moreland Hills to address in the next 10 years?

Answer Options	No opinion	Not important at all	Somewhat important	Important	Extremely important	Response Count
Coordinate with adjacent communities to achieve shared objectives	4	13	39	66	39	161
Establish pedestrian sidewalks and bicycle paths/lanes	6	40	49	34	30	159
Improve access to parks (Forest Ridge / Veteran's Park)	16	47	54	28	10	155
Improve appearance of residential neighborhoods	8	19	57	55	16	155
Improve access to transportation (i.e. transit service)	25	65	41	17	4	152
Incorporate art (murals, statues, etc.) into public spaces	14	95	36	7	2	154
Maintain existing roadways	0	1	11	53	93	158
Preserve natural features (open space, trees, etc.)	2	1	9	39	102	153
Provide more housing opportunities for seniors	15	67	38	18	19	157
Provide more housing opportunities for young families	17	55	46	22	14	154
Provide more affordable housing	15	96	20	11	13	155
Redevelop vacant lots/properties	8	61	38	32	14	153
Occupy vacant commercial spaces	3	28	36	58	29	154
Develop a community center	7	76	41	23	7	154
Other						28

answered question
skipped question

165

22

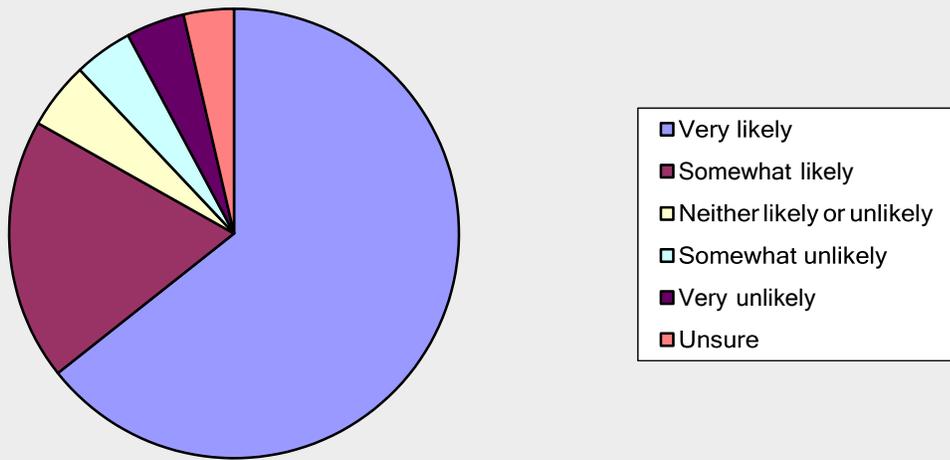


QUESTION 7:

How likely are you to stay in Moreland Hills over the next 10 years?

Answer Options	Response Percent	Response Count
Very likely	64.2%	106
Somewhat likely	18.8%	31
Neither likely or unlikely	4.8%	8
Somewhat unlikely	4.2%	7
Very unlikely	4.2%	7
Unsure	3.6%	6
Comment		26
answered question		165
skipped question		22

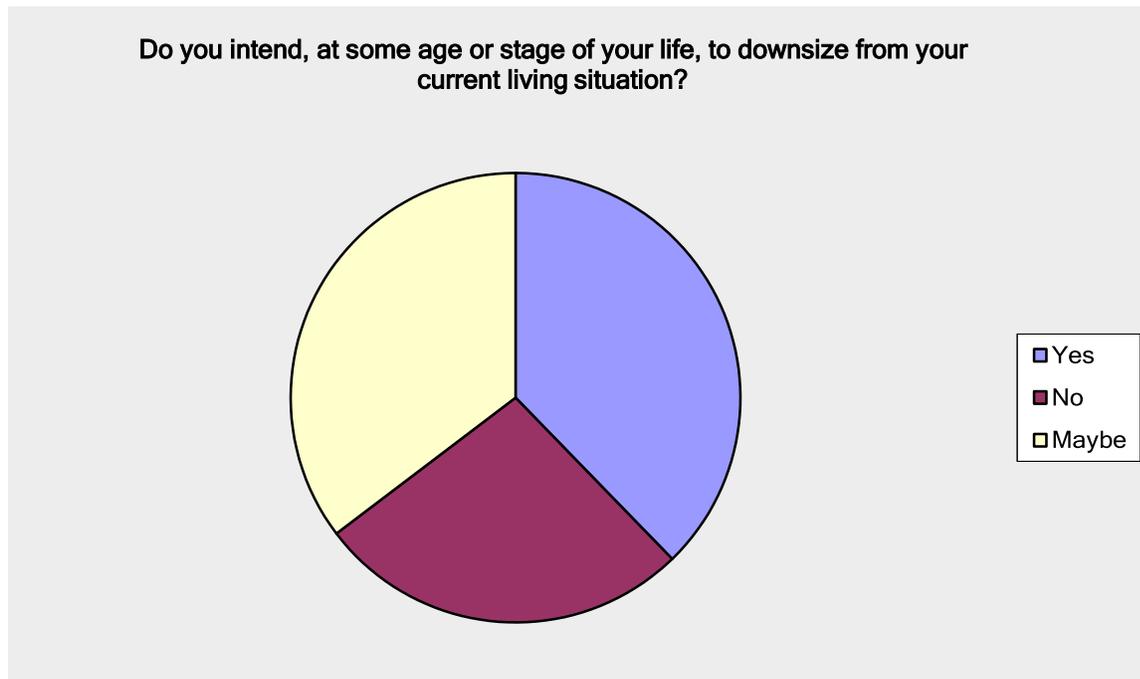
How likely are you to stay in Moreland Hills over the next 10 years?



QUESTION 8:

Do you intend, at some age or stage of your life, to downsize from your current living situation?

Answer Options	Response Percent	Response Count
Yes	37.7%	63
No	26.9%	45
Maybe	35.3%	59
Why / Why not		51
answered question		167
skipped question		20

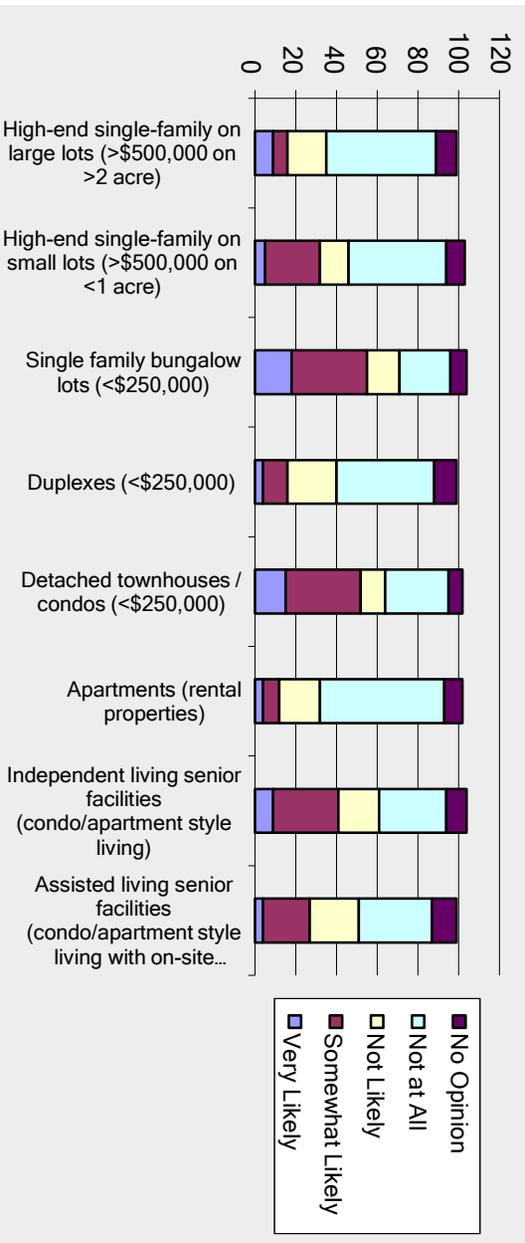


QUESTION 9:

If you were to downsize, how likely would you be to choose the following for your housing? (See above pictures for housing type examples).

Answer Options	No Opinion	Not at All	Not Likely	Somewhat Likely	Very Likely	Response Count
High-end single-family on large lots (>\$500,000 on >2 acre)	10	54	19	7	9	99
High-end single-family on small lots (>\$500,000 on <1 acre)	9	48	14	27	5	103
Single family bungalow lots (<\$250,000)	8	25	16	37	18	104
Duplexes (<\$250,000)	11	48	24	12	4	99
Detached townhouses / condos (<\$250,000)	7	31	12	37	15	102
Apartments (rental properties)	9	61	20	8	4	102
Independent living senior facilities (condo/apartment style living)	10	33	20	32	9	104
Assisted living senior facilities (condo/apartment style living with on-site professional staff)	12	36	24	23	4	99
Comment						12
answered question						112
skipped question						75

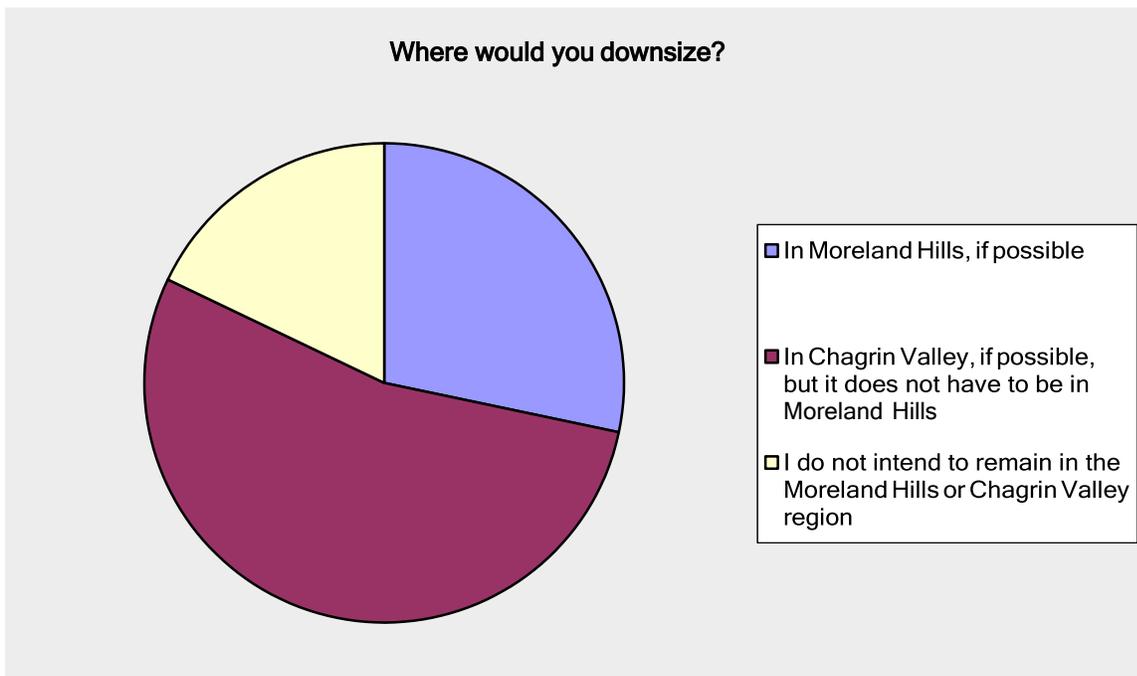
If you were to downsize, how likely would you be to choose the following for your housing? (see above pictures for housing type examples).



QUESTION 10:

Where would you downsize?

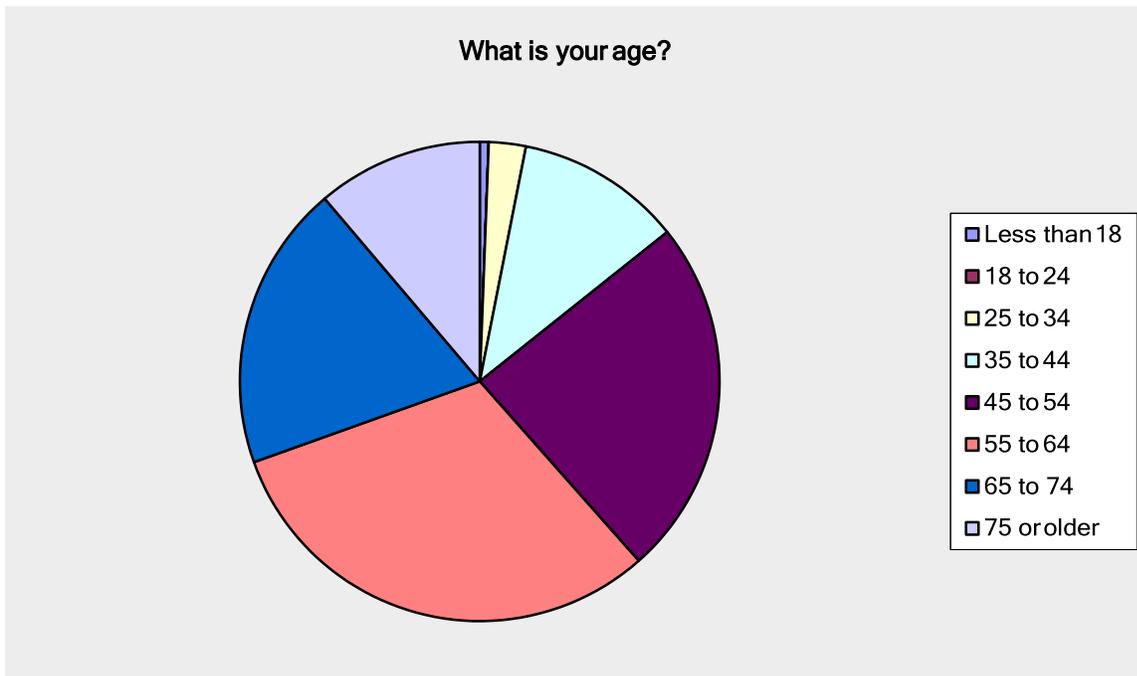
Answer Options	Response Percent	Response Count
In Moreland Hills, if possible	28.3%	30
In Chagrin Valley, if possible, but it does not have to be in Moreland Hills	53.8%	57
I do not intend to remain in the Moreland Hills or Chagrin Valley region	17.9%	19
Comment		15
answered question		106
skipped question		81



QUESTION 11:

What is your age?

Answer Options	Response Percent	Response Count
Less than 18	0.6%	1
18 to 24	0.0%	0
25 to 34	2.5%	4
35 to 44	11.2%	18
45 to 54	24.2%	39
55 to 64	31.1%	50
65 to 74	19.3%	31
75 or older	11.2%	18
answered question		161
skipped question		26



Appendix 2: Community Open House Results

STATION 1 – FIX COMMENTS

Original Text	Cleaned Text	Vote
Develop rest of 91 & Chagrin Blvd. corner	Chagrin & SOM	15
Corner of SOM and Chagrin	Chagrin & SOM	15
Nursery space needs a new face	Chagrin & SOM	15
Route 91/Chagrin intersection attractive commercial development	Chagrin & SOM	15
Remove Sunoco eyesore	Chagrin & SOM	15
Fix the corner of Chagrin and SOM – old nursery site	Chagrin & SOM	15
SOM and Chagrin Blvd. corner is eyesore! Mixed usage retail with condos (high end)	Chagrin & SOM	15
Eyesore – opposite Sunoco Station – fix	Chagrin & SOM	15
Gas station	Chagrin & SOM	15
Gas station U-Hall Rental Chagrin & 91 neglected – clean up or leave	Chagrin & SOM	15
Route 91 and Chagrin vacant commercial “neglected” property and ½ less gas stations	Chagrin & SOM	15
Commercial property on C. Blvd. and SOM	Chagrin & SOM	15
Sunoco station	Chagrin & SOM	15
Gas station	Chagrin & SOM	15
Route 91 – Chagrin S/E – SW corners – eyesore	Chagrin & SOM	15
Exterior housing violations	Blight	9

Un-kept housing	Blight	9
Upkeep of properties	Blight	9
The Village owns a building at Heather – more, where I live. The bldg. needs shutters. The area in front is never mowed, weeded or cared for. It looks awful! Barb Andrews 34114 Chagrin #8106	Blight	9
Heathermore condo's fix up the building you have, gutters, shutters and paint	Blight	9
Enforcement of exterior home maintenance	Blight	9
Enforce trash cans and recreational vehicles in front or side yard Skyline and Canyon	Blight	9
Enforce maintenance of vacant properties and payment of property taxes	Blight	9
Properties that are in poor repair or legal limbo (all unoccupied) can we improve appearances?	Blight	9
Make sure empty property is maintained	Vacancies	4
Vacant homes	Vacancies	4
Vacation nursery lot	Vacancies	4
Upkeep of vacant homes	Vacancies	4
Fix outfalls on properties where water is draining and creating erosion	Drainage	3
Drainage	Drainage	3
Clear drainage ditches on Wiltshire	Drainage	0
Walkability	Walkability	2
Love to see a nursery in the Village, Miss Lee Rd. Nursery	Commercial	2
Fix occupied commercial properties i.e. do not allow more commercial properties to be developed or occupied. Fix, do not increase!	Commercial	2
Physical: I think walking lanes would be important for safety on Jackson Rd. and Miles Rd. Biking not so much an issue	Walkability	2
House at corner of SOM & Jackson	SOM & Jackson	2
When existing houses are remodeled make sure it fits with the surrounding property	Sense of Community	2
Social – somehow work towards a stronger sense of community.	Sense of Community	2

Existing homeowners should be able to top into public sewers move liberally	Septic/Sewer System	2
Fix SOM and Jackson Rd. between Lander and SOM	SOM & Jackson	2
Septic systems	Septic/Sewer System	2
Corner of Bentleyville and Chagrin	Chagrin & Bentleyville	1
Less rules and regulations about the use and upkeep of properties	Less Regulations	1
Forest Ridge Trails expand and fix	Expand parks/trails	1
Bentleyville Rd. needs to be fixed	Bentleyville Rd	1
I wish Giles could go through from Chagrin to Jackson as the past	Giles Rd	1
Greater racial diversity	Diversity	1
Road paving	Road Repair	1
No housing for seniors	Senior Housing	1
Economic – I feel there is enough development now in neighboring communities	Economic	1
More accessible public transportation	Transit	1
Chagrin/Ellendale lot on NW corner, what is it besides a parking lot for utility vehicles	Chagrin & Ellendale	1
A large community center would be nice. Develop the nursery property – PLEASE!!! And also the Sunoco needs a facelift.	Community Center	1
Lighting along Miles Rd.	Lighting	1
Fewer Deer would be nice	Wildlife	1
There are some areas that do not “fit” the 2 acre bldg. requirement. Would like to see more variety.	Housing Variety	1
Hope the village can sell the property at the SW corner of SOM and Hiram	SOM & Hiram	1
TOTAL		57

STATION 2 – KEEP COMMENTS

Original Text	Cleaned Text	Vote
Green space	Green Space	20
Greenspace	Green Space	20
Greenspace, good schools, police and service depts.	Green Space	20
Lots of trees on everyone's property	Green Space	20
Trees	Green Space	20
Corner of Hiram Trail and SOM, wetland, keep 2 acre lot size	Green Space	20
Trees, trees, trees,	Green Space	20
Green Space	Green Space	20
Green space trees	Green Space	20
More conservation easements to protect large land areas	Green Space	20
Parks	Green Space	20
Natural Beauty – woodland and stream, wild creatures, birds, etc. that use habitats.	Green Space	20
Trees, green space	Green Space	20
Trees, natural beauty	Green Space	20
Green space	Green Space	20
Green space parks paths	Green Space	20
Good schools, lot size (green space), city services, law taxes	Green Space	20
Keep older houses, policy of limited development and four zero commercial structures, green spaces	Green Space	20
Keep strong schools, rec. association affiliations of neighboring communities, lots of trees	Green Space	20
Open space – keep; 2+ acres per home, lots of trees, quite neighborhoods	Green Space	20
I would like to keep everything the same...no sidewalks, very little retail, homes with large properties, economic status the same	Community Character	14
Semi-rural nature of Village	Community Character	14

Streets without traffic – smell buses etc.	Community Character	14
Character – semi-rural treed lots upscale housing	Community Character	14
Keep existing social elements	Community Character	14
Keep older houses, policy of limited development and four zero commercial structures, green spaces	Community Character	14
Quiet homey	Community Character	14
Rural, residential community	Community Character	14
Small town feel	Community Character	14
Keep strong schools, rec. association affiliations of neighboring communities, lots of trees	Community Character	14
Moreland Hills is a haven for contemporary style homes – one of very few in NE Ohio – this makes for a special niche	Community Character	14
Rural atmosphere	Community Character	14
Semi-rural flavor	Community Character	14
Open space – keep; 2+ acres per home, lots of trees, quite neighborhoods	Community Character	14
Excellent police and fire protection, safest community in NE Ohio	Services	10
Excellent schools and senior services. Very responsive police dept.	Services	10
Police and service department	Services	10
Village services	Services	10
City services	Services	10
City services	Services	10
Maintain forest ridge paths, Village services	Services	10
Police and service department services	Services	10
Good schools, lot size (green space), city services, law taxes	Services	10

Greenspace, good schools, police and service depts.	Services	10
Corner of Hiram Trail and SOM, wetland, keep 2 acre lot size	Zoning	9
Keep 2003 Plan (single family residential) on Giles Rd.	Zoning	9
Keep Giles Rd. – 81 acres for sale as single family plot	Zoning	9
Lot sizes	Zoning	9
Maintain minimum lot sizes and individual owned homes	Zoning	9
Open space – keep; 2+ acres per home, lots of trees, quite neighborhoods	Zoning	9
2 acres lots, no really big house on small lots	Zoning	9
2 acre zoning along with more protected wildlife areas/greenspace	Zoning	9
Keep the relatively “open spaces” feel-maintain 1.5 – 2.0 acre minimum for single homes. For multifamily, wide open acreage on margins	Zoning	9
Good schools	Schools	7
Good schools	Schools	7
Good schools	Schools	7
Greenspace, good schools, police and service depts.	Schools	7
Good schools	Schools	7
Good schools, lot size (green space), city services, law taxes	Schools	7
Keep strong schools, rec. association affiliations of neighboring communities, lots of trees	Schools	7
No sidewalks, no government control over everything	No Sidewalks	2
No sidewalks	No Sidewalks	2
Residents enjoy for bike, jogging etc.	Recreational Activities	1
Roads maintained	Roads	1
Safe	Safety	1
Good schools, lot size (green space), city services, law taxes	Low Taxes	1
TOTAL		66

STATION 3 – ASPIRE COMMENTS

Original Text	Cleaned Text	Vote
Bike paths	Bike/Trails	8
Bike paths and trails, dark sky compliance	Bike/Trails	8
Connect bike paths at near major routes and areas (library, schools, parks)	Bike/Trails	8
Hiking trails	Bike/Trails	8
I would use Forest Ridges if I could climb the hill. Can we organize to enter from the top?	Bike/Trails	8
Keep this a place where future families can enjoy the spread out living environment we enjoy now – add some bike paths	Bike/Trails	8
More bike paths	Bike/Trails	8
More hiking trails	Bike/Trails	8
Community feeling but maintaining the semi-rural	Sense of Community	7
Community sense	Sense of Community	7
Keep or make old fashion community days old fashion social	Sense of Community	7
More community events	Sense of Community	7
More community involvement in community events	Sense of Community	7
Yearly community pot luck	Sense of Community	7
Yearly Moreland Hills Community (low key) cookouts or clambakes	Sense of Community	7
Making MH easier to walk around – sidewalks to the school and library along busy roads (e.g. Chagrin)	Walkability	6
Sidewalks	Walkability	6
Sidewalks	Walkability	6
Sidewalks retirement housing (ex: cluster homes)	Walkability	6

Sidewalks without taxes	Walkability	6
Walkability senior housing higher taxes	Walkability	6
Additional development like Pebblebrook contained are with higher density, help lower property tax burden	Higher Density Housing	5
Condo – allow high density housing, more variety	Higher Density Housing	5
Detached, 1 story condo like Wellingford in Solon at Cannon and SOM	Higher Density Housing	5
Larger variety of housing stock i.e. Cluster, senior	Higher Density Housing	5
Townhomes – less than 250,000	Higher Density Housing	5
Educate residents on using non-toxic products to improve water quality	Environment	4
o Help with waterway erosion on private property i.e. WilleyCreek	Environment	4
Ordinance to address ponds owned by multiple owners and/or other water that feeds water onto other properties	Environment	4
Strive for dark sky compliance – too much upward landscape lighting	Environment	4
Retirement housing	Senior Housing	4
Retirement housing near public transportation and schools, recreation, parks and library	Senior Housing	4
Sidewalks retirement housing (ex: cluster homes)	Senior Housing	4
Walkability senior housing higher taxes	Senior Housing	4
Enforce upkeep of homes that are not up to code or are eyesores	Blight	2
Vacant homes left to deteriorate	Blight	2
Grocery store	Commercial	2
Some additional small commercial enterprises near existing ones on Chagrin and Miles to help with tax burden, e.g. restaurant,	Commercial	2

Community compos and bins	Community Services	2
Leaf pick-up and mulch, available to residents	Community Services	2
Acquire/set aside Moreland (such as acres for sale on Giles) for parks and conservation	Green Space	2
Community support of conservation efforts	Green Space	2
Although I appreciate increasing the diversity in residential zoning, I do believe a large minimum acre zoning makes Moreland Hills a unique and special place	No Change	2
None leave way it is	No Change	2
Help senior citizens with transportation and services	Transportation	2
Real public transportation on major roads	Transportation	2
Affordable housing esp. townhouses	Affordable Housing	1
A community center	Community Center	1
Need to attract younger families to Village	Demographic Diversity	1
I believe everything in the village is basically AOK except for maybe keeping the roads up to date	Maintenance	1
Forest Ridge, access from Berkley Ave. and adjacent areas	Parks and Rec	1
Keep schools better	Schools	1
TOTAL		52

STATION 4 & 5 – CURRENT VS RETIREMENT AGE HOUSING PREFERENCE

Sticker	C1	F1	C2	F2	C3	F3	Cnone	Fnone
Green1		1						
Green2							x	x
Green3		1,3	4		2,4	4		
Green4					4	4		
Green6	1	1			4	4		
Green7					1,2,4	4		x
Green8		1				4		
Green10			3	3				
Green12	1		2	2	4			
Green13	3	3	4	4				
Green14		3	3	3				
Green17	1				4	4	x	
Yellow3	4	4						
Yellow4	1		4					
Yellow5					2,4	2		
Yellow6							x	x
Yellow9	1	1	1	1		2		
Yellow10	1		1		4			
Yellow11	1	1	4	4	4			
Yellow14					4			x
Yellow15	1	1	3	4	4	4		
Yellow17							x	x
Blue1							x	x
Blue2					4	4		
Blue7	1							
Blue9	1	1	2	2	1			x

Blue10	1	1	3,4	3,4				
Blue11		1			2,4	1,4		
Blue12					4			x
Blue13							x	x
Blue14						4	x	
Blue16	1	1	1	4	4	4		
Blue20					4			x
Red1		3			4	3		
Red2		3	3	3	4			
Red3				4	2,4			
Red6		1			4			
Red8			3			1		
Red9			4		1			
Red11					4		x	x
Red12					1	1		
Red13					4	2		
Red14					1	1		
Red15							x	x
Red16		1	4		4			
TOTAL	14	19	18	13	33	19	9	12

C=current housing preference, F=future/retirement housing preference, None = prefer none of the housing choices. 1=High Density Housing (>4 units per acre), 2=Medium Density Housing (1-4 units per acre), and 3=Low Density Housing (<1 units per acre).

VISUAL PREFERENCE SURVEY

HIGH DENSITY USE
>4 UNITS PER ACRE



1



2



3



4

MEDIUM DENSITY USE
1-4 UNITS PER ACRE



1



2



3



4

LOW DENSITY USE
<1 UNIT PER ACRE



1



2



3



4

MCKenna CONSULTANTS

HOUSING STOCK

INSTRUCTIONS

Place dot in the gray box for your TOP CHOICE in each category according to your preference.

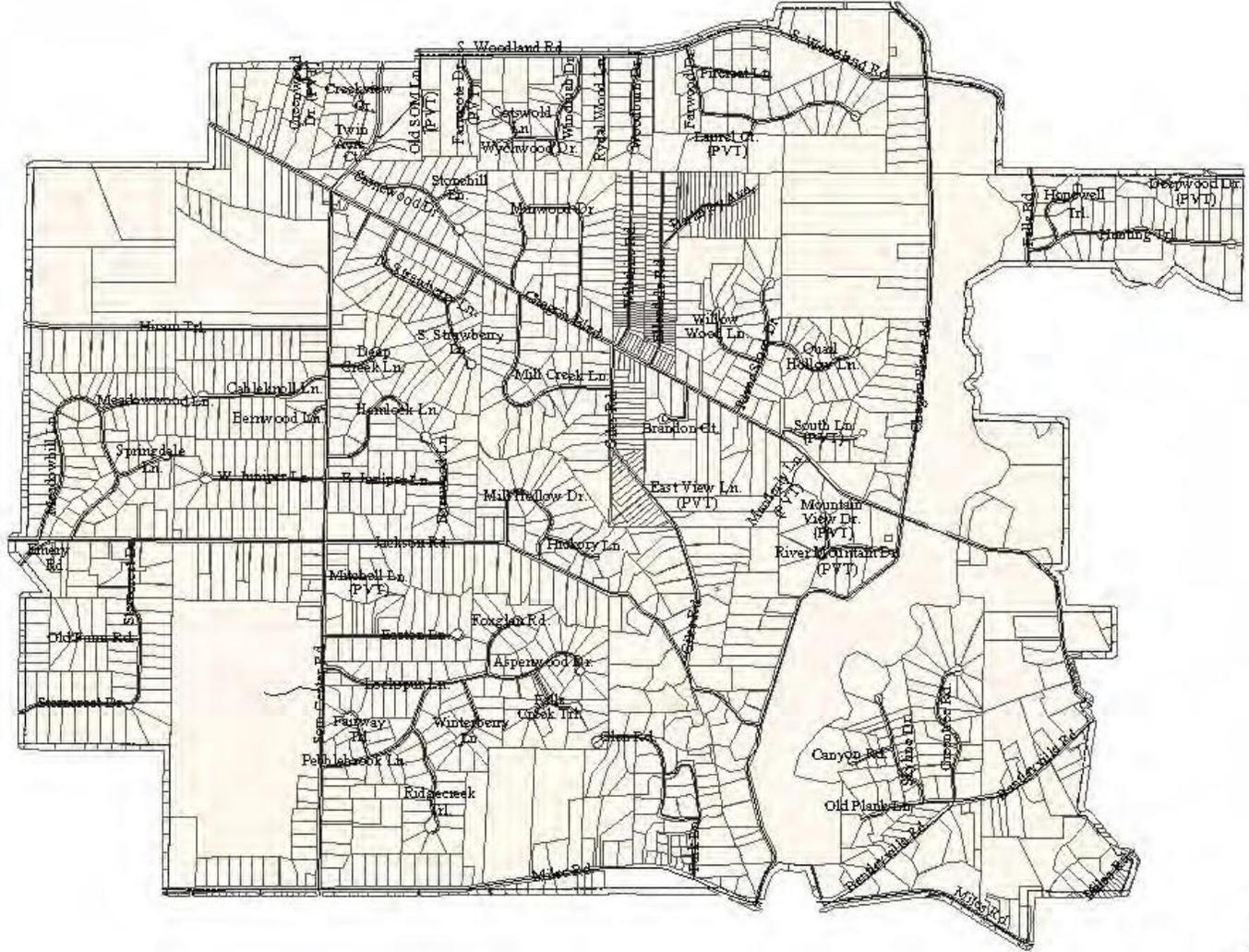
Top Choice

STATION 6 – CHANGE AREA EXERCISE

Change Area	Votes
Keep current zoning/no changes	14
More parks/conservation	7
Redevelop Chagrin and SOM Center intersection	6
No new commercial	4
Gateway project in NW corner of Moreland Hills	3
Redevelop gas station corners	3
Don't redevelop Hiram and SOM Center corner	3
Redevelop Hiram and SOM Center corner	2
Higher density near school	1
Upscale townhouses at east end of Chagrin	1
Community garden/compost	1
Improve drainage	1
Zoning that allows solar	1
Fix outfalls	1
Gateway project in SE corner of Moreland Hills	1
Acquire vacant properties for park land	1
Redevelop Chagrin and Bentleyville	1
TOTAL	51

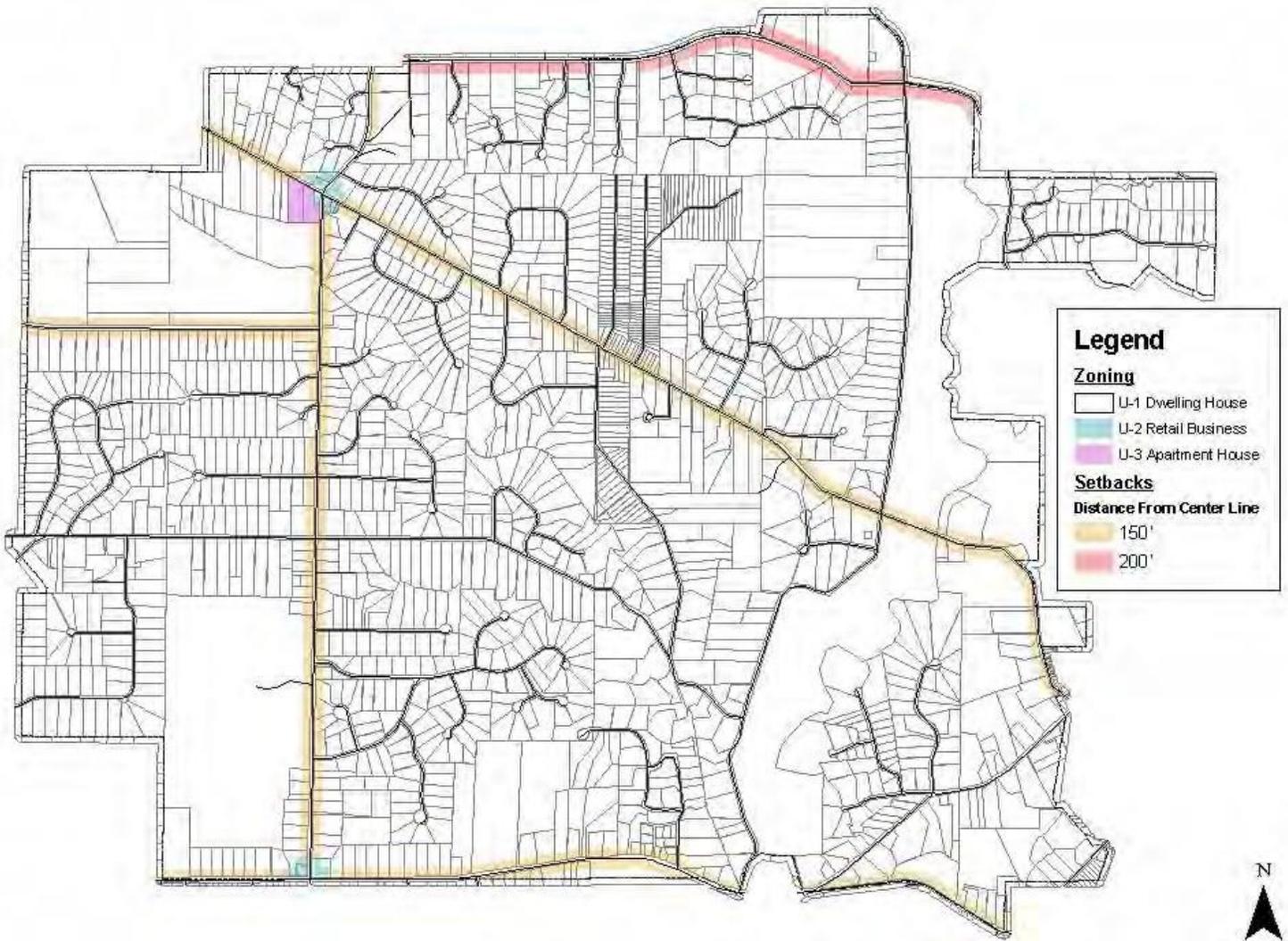
Appendix 3: Community Wide Reference Maps

Figure 21 – Streets and Parcels



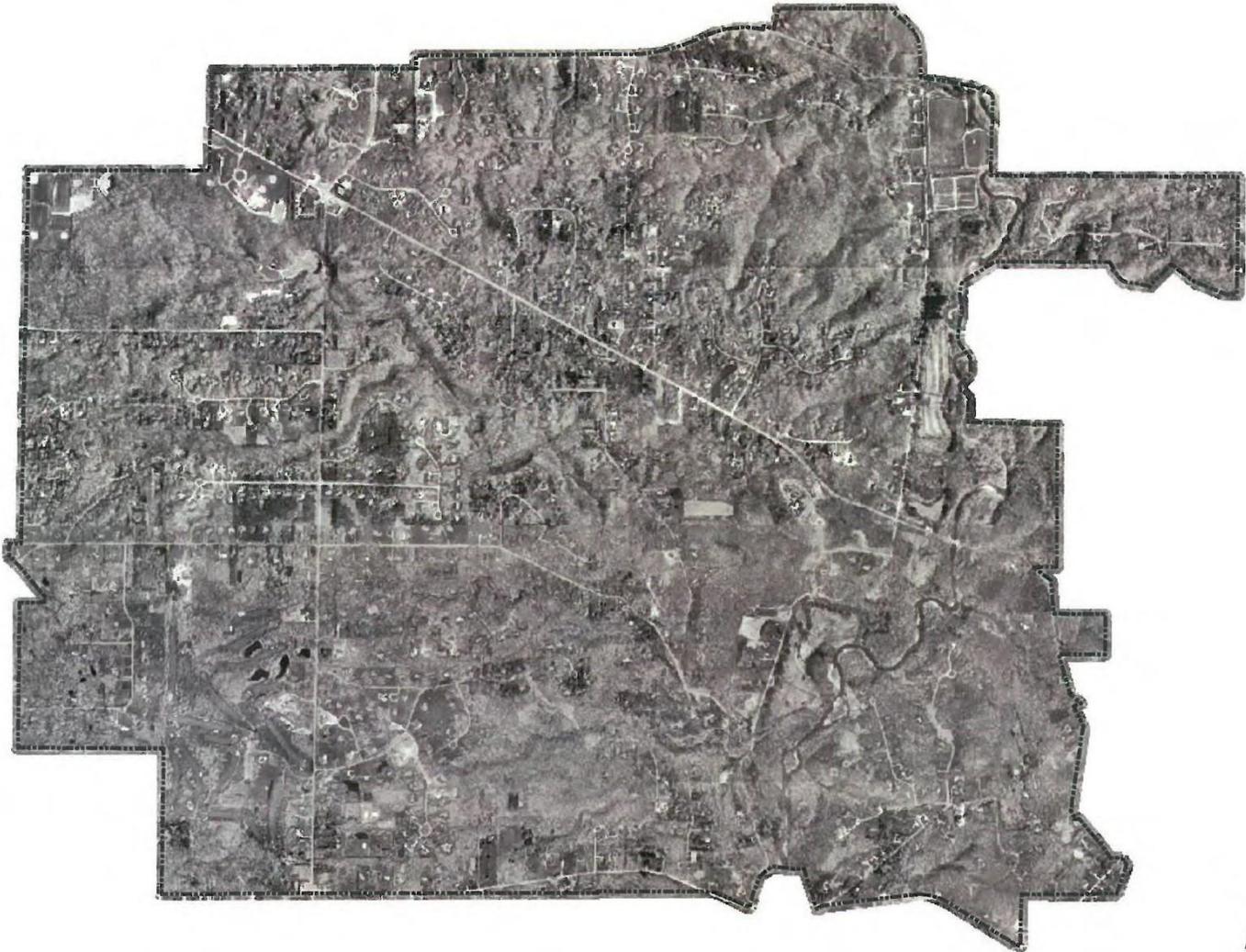
Source: Village of Moreland Hills

Figure 22 – Zoning Map



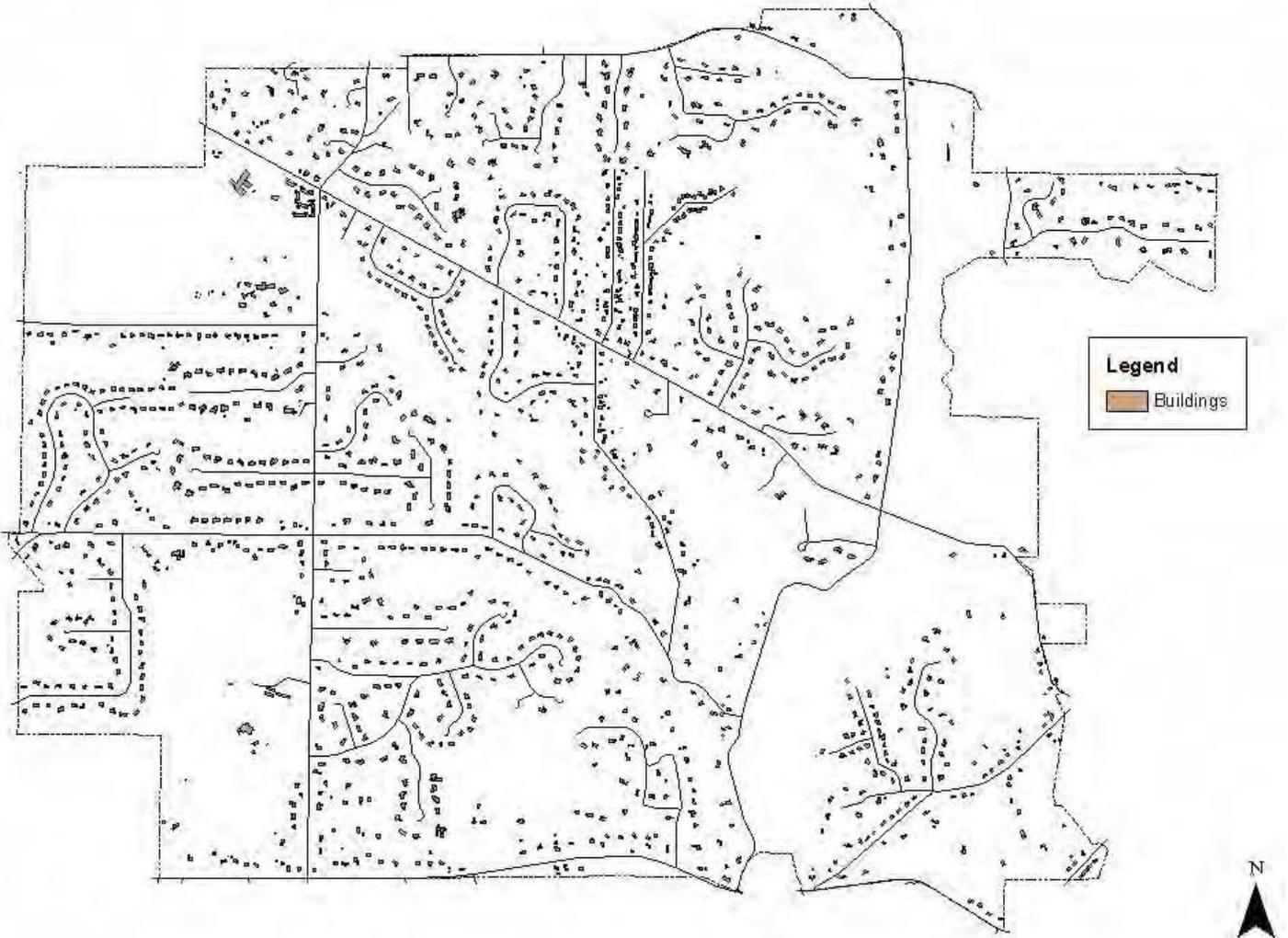
Source: Village of Moreland Hills

Figure 23 – Aerial Photo



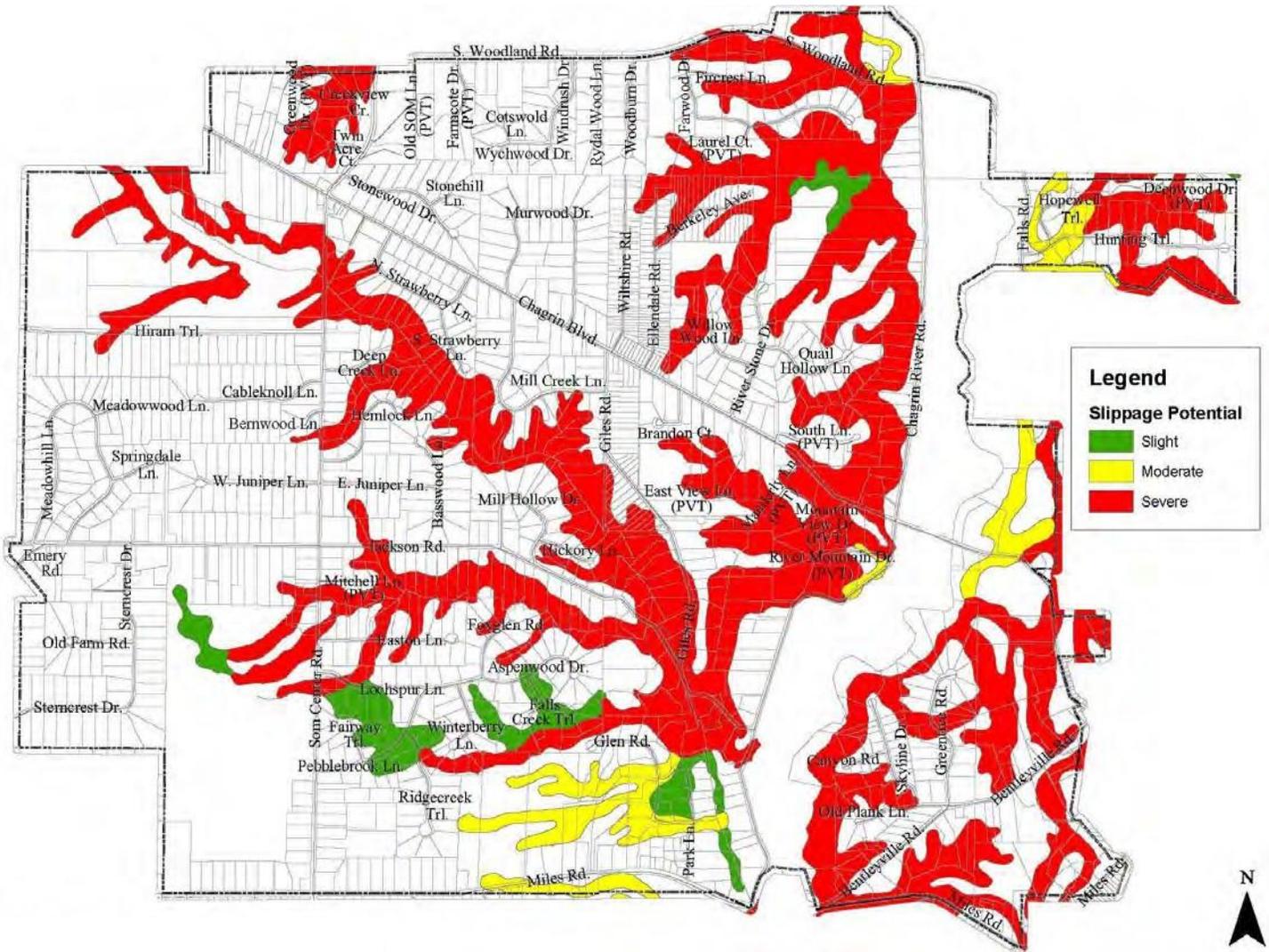
Source: Village of Moreland Hills

Figure 24 - Buildings



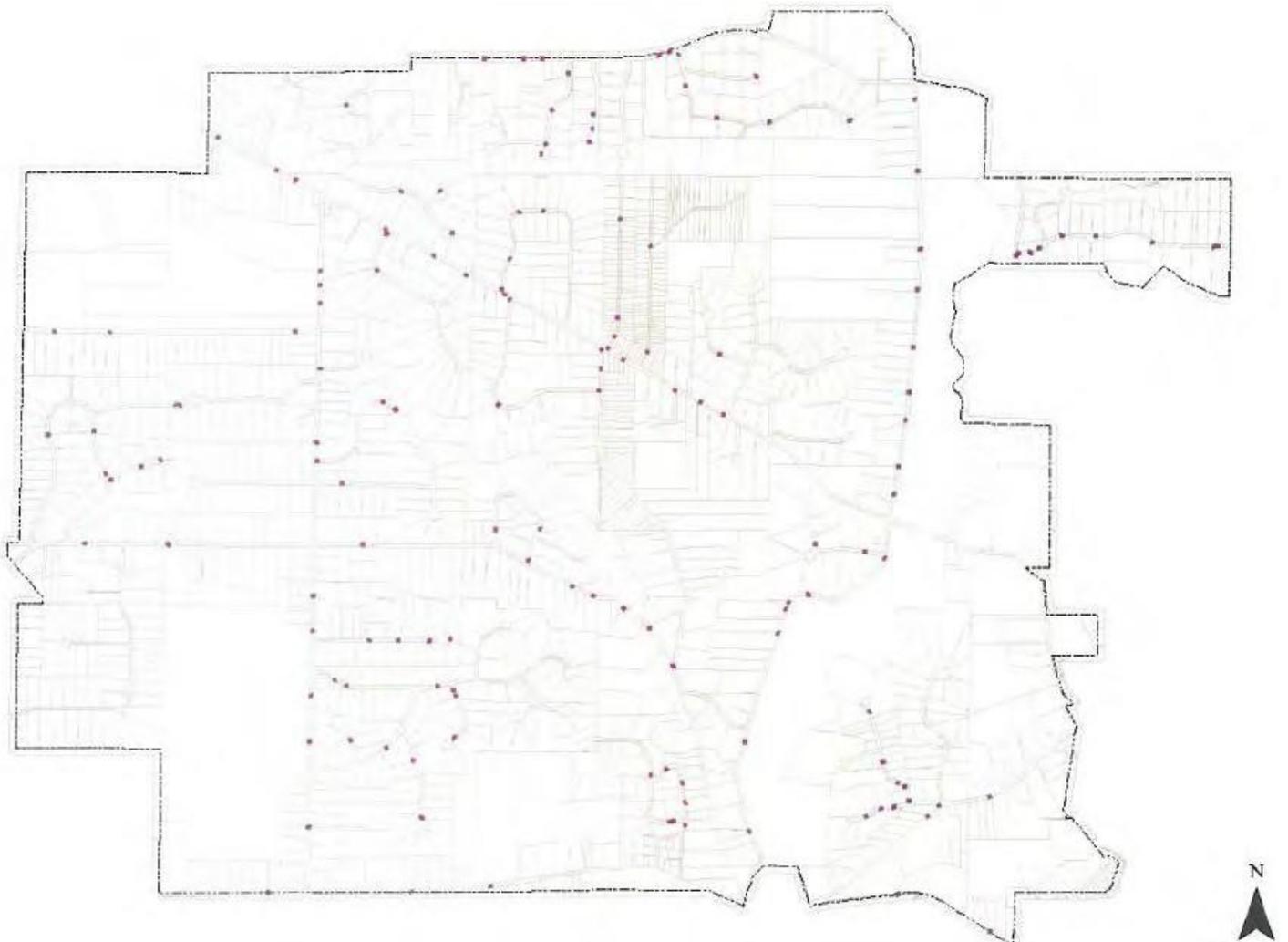
Source: Village of Moreland Hills

Figure 25 – Slippage Prone Soils



Source: Cuyahoga Soil & Water Conservation District

Figure 26 – Culvert Locations



Source: Village of Moreland Hills

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