

Parma Mayor's
Town Center
Task Force



Action Plan



The City of Parma

6611 Ridge Road
Parma, Ohio 44129
Phone: 440-885-8000

December 1, 2014



The City of Parma Town Center Task Force Action Plan

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Parma, Ohio 44129
Phone: 440-885-8000

Elected Officials

Timothy DeGeeter, <i>Mayor</i>	Allan Divis
Sean Brennan, <i>Council President</i>	Lawrence J. Napoli
Kenneth Ramser, <i>Clerk of Council</i>	Brian Brochetti
Vito Dipierro	Scott Tuma
Deborah Lime	Jeffrey Crossman
Mark Casselberry	
Brian Day	

Task Force

Kathy O'Connor	Katherine Holmok	John Thomas
Scott Morgan	John Skory	Scott Tuma
John Kolinchak	Derek Schafer	Pat Hyland
Barry Axelrod	Stefan Stefaniuk	Maribeth Feke
Ruth Fay	Mary Mayse	
Joann Mason	Michele Ridella	

Facilitator

Glenn Coyne, Cuyahoga County Planning Commission through the Loaned Executive Program, the Office of the County Executive, Ed FitzGerald

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Contents

Our City	6
Our Team	9
Our Plan	15

On the first day of my new administration in January of 2012, I received a call that Macy's at the mall was going to close its doors. I immediately realized the importance of securing a buyer for the mall that would understand the retail potential still available in Parma. I was thrilled when I was introduced to the principals at Phillips-Edison who assured me that the area was still viable for retail and that they were experienced in rejuvenating shopping centers similar to ours.

The new branch of the Cuyahoga County Public Library was completed in the fall of 2013, and then Parma Hospital announced its intention to partner with University Hospitals so that we could continue to have our local hospital that so many of our residents rely on for quality medical care.

Byers Field remains the home field for all three Parma City Schools high schools as well as the home field for St. Ignatius. Those games are amazingly well-attended, bringing folks from distant areas to Parma.

Parma's own Stearns' Farm, operated by the Parma Area Historical Society, is a gem. Last year we announced that Cleveland Crops, a non-profit organization that provides an urban farming experience for developmentally challenged County residents, will be farming at Stearns beginning this year. We started to try to draw more attention to the Farm with the new route for the Parma Jaycee's Christmas Parade last year.

It soon became obvious that the area around Ridge and Day is going to be a destination point for many people. We are already seeing some redevelopment on the south side of Day Drive.

So I then began to wonder what we could do to make the area even more attractive and pedestrian friendly. What could we do to designate the area as a Town Center? And the idea of the Parma Mayor's Town Center Task Force was born.

We began this effort with our Mission Statement: To develop a targeted-area Master Plan for what will create Parma's City Center, in the geographic area surrounding the Shoppes of Parma, Parma City Hall and UH Parma Medical Center.

Our Task Force members represented important stakeholders in the area and in the future of Parma. The hospital, the Shoppes, the schools, the library, First Energy and all our community groups believe in Parma and are most certainly the right folks to have on board to plan for the future of Parma. As this Task Force moved forward, we had several opportunities for the public to provide their input as plans were being developed.

We reached out to Cuyahoga County with our idea for a Task Force and asked if they could provide a facilitator under their Loaned Executive Program. I am excited that Glenn Coyne, Executive Director of the County Planning Commission, was given permission to serve as that facilitator. Thank you County Executive Fitzgerald for our second utilization of this program.

This Action Plan is the result of the hard-working and dedicated Task Force members and includes both short- and long-term action items for the area. I am excited about working with City Council to bring about these possibilities. It remains very important to me that our Town Center for Parma is designed around the ideas presented by our community partners and residents. Join with me in bringing about these recommendations and seeing this Action Plan become reality. This is just the beginning...

Thank you.

Our City

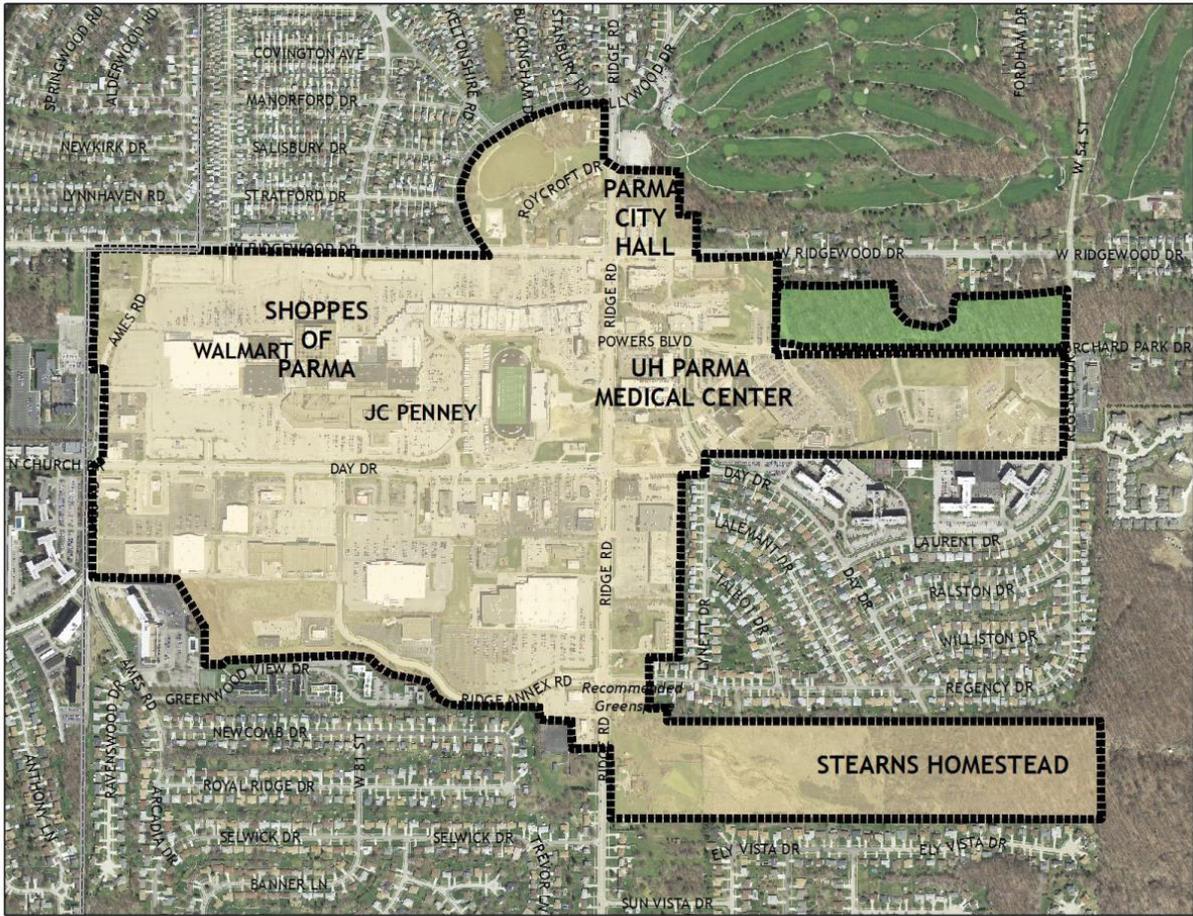
Parma is the seventh largest city in Ohio and the second largest city in Cuyahoga County. Parmatown Mall originally built as an outdoor shopping plaza in 1956 was expanded and enclosed in the mid-1960s. Over the past decade Parma residents have witnessed a gradual decline in the Parmatown Mall area. Several anchor stores closed and the buildings remain empty. The mall itself fell into disrepair and its largest tenant, Macy's, left in January 2012. Parmatown Mall is now under new ownership (Phillips Edison, Cincinnati, Ohio) and they have engaged with the City administration from the beginning to redevelop the area as The Shoppes at Parma, and their plans are very promising. The Shoppes at Parma is the city's biggest building project. Phillips Edison is expected to spend about \$75 million to redevelop the old Parmatown Mall. In addition to the redevelopment of Parmatown Mall significant investment has been made including the construction of the new Cuyahoga County Public Library branch and the start of Parma Hospital's partnership with University Hospitals and the City.

The City administration would like to develop a professional Master Plan that encompasses a designed vision for the surrounding area, as well as brand and strategize the redevelopment of the area as Parma's City Center.

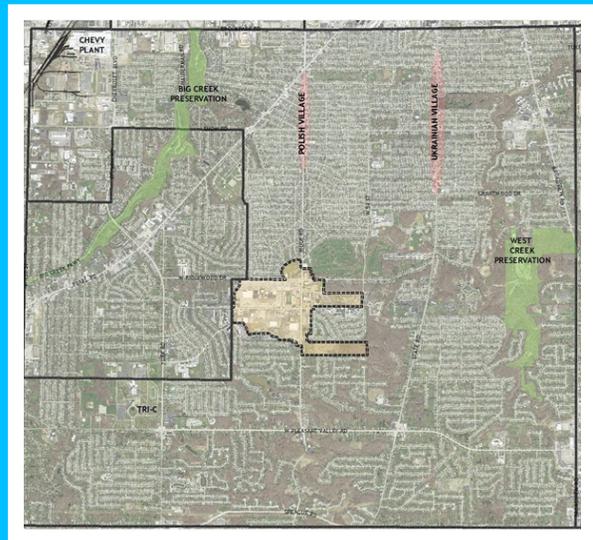
Study Area

The area under consideration is loosely defined as Ridge Road from the Ridgewood Golf Course south to Stearns' Homestead and the Day Drive corridor. The south side of Day Drive, to the south of mall, is also ripe for redevelopment. Central to the area is The Shoppes at Parma, which will convert the enclosed mall into an area that emphasizes exterior storefronts and offers both shopping and dining options. The surrounding area is comprised of single family residences and higher density housing. Restaurants, retail, recreational, educational and medical facilities will all be located within a very finite 'downtown' area. Parma's City-owned golf course, the Stearns Homestead historical site, and Byers Field are also local landmarks that can provide additional framework for the development of a life-style city center that could provide a walkable place-based destination.

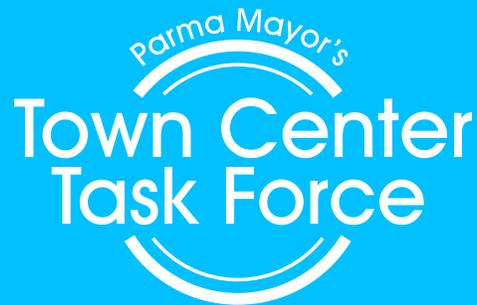
The goal is to create a concentration of neighborhood oriented stores, restaurants and other service oriented businesses, office uses, residential units, civic/institutional uses and public open spaces that will serve as a gathering place for the city. Furthermore it is imperative to advocate for enhanced connectivity from the town center to surrounding residential districts as well as regional assets such as Cuyahoga County Community College West, City owned parks, as well as Cleveland Metroparks Big Creek Reservation to the west and West Creek Reservation in the east.



Map 1. Study Area



Map 2. Regional Context



Mission Statement: To develop a targeted-area Master Plan for what will create Parma's City Center—the geographic area surrounding the existing Parmatown Mall, Parma City Hall and UH Parma Medical Center.

Our Team

To develop a cohesive vision for a vibrant town center, the Mayor formed the Parma Mayor's Town Center Task Force (Task Force). The Task Force consisted of fifteen (15) members representing the stakeholders of the area. Representatives from University Hospitals (UH) Parma Medical Center Hospital, the Parma Branch of Cuyahoga County Library, Parma City Schools, the Parma Area Historical Society, Greater Cleveland Regional Transit Authority (RTA), The Shoppes, Polish Village, Ukrainian Village, the Parma Area Chamber of Commerce, The Illuminating Company, West Creek Conservancy and Proud of Parma will join with other residents to help devise a set of recommendations to create a town center that links all the major destination points located within the defined area. Ward 8 Council Representative, Scott Tuma, also served on the Task Force. (See a complete roster in the Appendix.)

Two (2) public meetings were arranged to update businesses and residents on the progress of the Task Force and committees. These public meetings allowed for more input and feedback from the community. At the first meeting on May 14, 2014, the Task Force presented the work to date and invited the public to visit each of the four (4) stations set up around the room, one station for the first four committees.

The second public meeting took place on August 6, 2014. At this meeting the Task Force recommendations were presented and the public

was asked to highlight the action items they would prioritize and submit comments. (See the priority exercise table in the Appendix.)

Committees

The Task Force members were assigned to five (5) committees:

- Zoning and Land Use
- Building and Site Design
- Roadway and Streetscape Design
- Business Attraction, Retention, Marketing and Events
- Funding and Implementation

Based on the work of the first four committees and public feedback, a preliminary set of strategies have been compiled and prioritized as short- or long-term goals for the area. (See the Action Plan Section on page 16.) The following pages contain all of the outcomes and recommendations as a result of the initial committee work and public meeting.



ZONING AND LAND USE RECOMMENDATIONS

- Create a Planned Use District that establishes flexibility, stronger review and encourages unified land development
- Clean up current zoning to address use variances and other zoning agreements
- Include Stearns Homestead, all of Powers Boulevard and the Ridgewood Lake area into the study area
- Incorporate current and future trail/sidewalk connections
- Discuss best land use for parcels in the study area that are currently vacant
- Place Trail Around Stearns Homestead and maintain green space
- Finish pathway around Ridgewood Lake to continue flow of movement
- Include All Saints Episcopal Church who want to develop a community garden
- Paint the gazebo at Ridgewood Lakes all one color, white or gold
- Area around Byers Field needs improvement
- Better use of Ridgewood Lakes



BUILDING AND SITE DESIGN RECOMMENDATIONS

- Architectural Style/Materiality/Constitution: In order to create a recognizable urban/civic ensemble, there needs to be a distinct style/constitution/disposition/materiality common to all projects in the district
- Walkways that bring the areas of Day Drive, Ridge and Ridgewood together with a similar feel. We would like to see the sidewalks look the same as far as brick (or no brick), stamped concrete, lighting and signage
- Parking and designation of parking
- Decorative Lighting. Lamping, like type lighting output
- Greenery and park like settings
- Sidewalks – Convenient and accessible (promotes activity; health and wellness)
- Extensive Tree Planting (enhances pedestrian experience; provides aesthetic appeal)
- New Green Space (excess front parking could be converted to pocket parks)
- Alternative transit-oriented approach (Trolley/Shuttle service; Revive the “Dinky” name; bike lanes)
- Public Art (Cows, painted horses, flamingos, etc.)
- Bury utilities and make frequent use of pedestrian-friendly lighting
- Use the Shoppes at Parma design guidelines as a potential base for surrounding Town Center area
- Design criteria for site and buildings, to include public safety considerations



ROADWAY AND STREETScape DESIGN RECOMMENDATIONS

- Entrances to the town center area need to be clear, and marked with features such as arches, signage, and lighting
- There should be an overall theme or image of the town center identified, which would drive the design of roadway and streetscape features, as well as other elements of the town center. Signage and lighting throughout the area should be complementary to the overall theme
- Entrances and streetscapes could be tiered in scale, with Ridge Road given the highest level. Painted or stamped concrete could be used to give emphasis to certain intersections or zones.
- The town center should be family oriented; roadways and streetscape should encourage ease of use by families
- Safe pedestrian and bicycle traffic into and throughout the area should be encouraged. A fitness walking route could be incorporated. Special attention should be paid to wheelchair crosswalks
- Circulation within the area could be improved by shuttle transportation, which would need further development
- Trees and plantings should be incorporated, with special attention to maintenance issues
- Public art should be incorporated. The 9/11 World Trade Center beam currently within Shoppes of Parma property should be featured in an area of public access



BUSINESS ATTRACTION, RETENTION AND MARKETING AND EVENTS RECOMMENDATIONS

Parma City Center: “Where the Old World meets the New”

- Provides identification for the town center
- Embraces our past while focuses on our future
- Create family style events to attract home owners and families
- Focus on immigrants of the past and suggests an emphasis on attracting new immigrants
- Parma is known for its immigrants (Eastern European, Italian etc...) Embrace that and use it to draw more families to the area. Old fashion values, etc

Events and Activities

- Create a mini West Side Market initially using temporary accommodations (like a tent and then if proven successful, a more permanent home could be considered.) Ideally, this would lean heavily on “old world food”
- Stearns Homestead is underutilized. More events such as hay rides, egg hunts, etc
- Byers Field is underutilized. More events should be considered here as well



FUNDING AND IMPLEMENTATION RECOMMENDATIONS

- The City of Parma will review all recommendations to match to potential funding sources
- Cuyahoga County Public Library has offered the services of its grant writer to explore private foundation funding

Our Plan

Overall there are three (3) major themes that emerge from the recommendations by Task Force:

Transportation: A community's transportation network is a critical factor in determining quality of life. A safe and adequate system of roads, as well as infrastructure that accommodates and promotes walking and biking help promote connections among neighborhoods, activity nodes and job centers. The transportation recommendations serve to improve traffic circulation and connectivity throughout the City and improve the aesthetics and safety for all modes of transportation.

Design Guidelines: Community character and attention to good design enhance not only the appearance but also the reputation of the City. A strong correlation exists between community character and economic vitality. These recommendations focus on the various aspects of the appearance of buildings, landscaping, signs and parking areas along the major streets that can be enhanced and marketed to establish a strong reputation as a well-designed and aesthetically pleasing town center.

Branding: Through deeper understanding of its character and identity a community can flourish civically and economically. The recommendations regarding branding the town center district will help to develop a better sense of place in Parma, along with a strong identity, that is welcoming and inviting throughout the whole City.

The Action Plan includes strategies directly from the Task Force Committees as well as general strategies that address the major themes. The strategies are ordered according to overall Task Force priority.

The Action Plan

The Action Plan builds upon the recommended strategies to create a series of steps for implementation and identifies specific projects that help advance the recommended strategies. Each project has a brief project description, a suggested timeframe for implementation, and is categorized by responsible entities.



Regulatory: Adopting/revising regulatory measures and enforcement procedures – primarily zoning regulations



Administrative: Enacting new or expanded City Administrative Actions; and



Collaborative: Taking intentional action on collaborating with residents and other organizations.

The Action Plan is intended to be a living document to aid in implementation. Each year, every project on the Action Plan should be reviewed and its status updated. It is also appropriate to add additional projects or subtract projects from the Action Plan on an annual basis, as opportunities arise or projects that were previously a priority are completed or become less feasible. The Action Plan becomes useful through its continual use and regular updates by City of Parma staff.

The following Action Plan includes recommendations to be used by the City - as well as property owners and developers - when deciding where, when and how to make investments in the Town Center. This section consolidates the various action steps from the wide array of recommendations discussed in the committees. The resulting Action Plan has seven (7) primary action items, with several detailed action steps

under each. The timeline developed for the action items is based on three months increments and identifies longer-term and ongoing projects.

Plan Priorities

At the second public meeting, the action items in the table were presented. The Action Plan was consolidated into a poster for a priority voting exercise and the public identified their top three priorities by placing stickers next to the action step. As a result of that meeting the public identified the following top three (3) priorities:

- Increasing collaborative programming between the School District, Library, Stearns Homestead and local parks.
- Utilize the Parma Community Improvement Corporation (PCIC) to strengthen the town

center area to be the commercial and civic hub of the community.

- Create attractive streetscapes and retail areas that focus on pedestrians.

Action Item	Category
1. Create a comprehensive set of illustrated design guidelines that depict desired building massing, building character, landscaping and streetscapes; as well as, for gateways and specific districts, including the town center area.	
a. Use pedestrian oriented design to create attractive streetscapes and retail areas that draw people in and create an inviting environment.	
b. Entrances to the town center area need to be clearly marked with features such as arches, signage, and lighting.	
c. Identify places where there could be more or bigger crosswalks or medians.	
d. Install wider sidewalks, pedestrian access and promote safe bike access within/to town center & surrounding areas.	 
2. Create a Planned Use District that establishes flexibility, stronger review and encourages unified land development	
a. Initiate process to address use variances and other zoning agreements on properties in the town center area.	
3. Promote discussions with the School District, Library, Stearns Homestead and local parks to identify common goals and priorities and to increase programming that can complement each other.	
a. Provide assistance to foster temporary small scale sales, festivals or entertainment events to bolster the local business environment especially utilizing Byers Field and Stearns Homestead.	 
4. Plan for transportation improvements, including locations to increase connectivity among neighborhoods.	 
a. Invest in facilities for alternative modes of transportation – e.g. bike lanes on heavily traveled roads.	
b. Implement alternative transit-oriented approach including Trolley/Shuttle service; consider reviving the “Dinky” name.	
5. Create a committee or volunteer organization that can spearhead a branding campaign.	
a. Implement a branding strategy for town center with the following: Crossroads of Parma - “Where the Old World meets the New”	
6. Establish a Public Art Commission/ Initiative.	 
a. Utilize the Parma Area Fine Arts Council (PAFAC) to advise/enhance the aesthetic of public spaces in the area.	
b. Incorporate public art, including the 9/11 World Trade Center beam currently within Shoppes of Parma property, featured in an area of public access.	 
7. Market vacant and underutilized properties throughout the town center district including south side of Day Drive.	
a. Utilize the Parma Community Improvement Corporation (PCIC) to enhance the industrial, economic, commercial and civic development of the area.	 



Administrative



Regulatory



Collaborative

	1-3 Months	3-6 Months	6-9 Months	9-12 Months	12-15 Months	15-18 Months	Long Term	Ongoing
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Action Plan Appendix



December 1, 2014

Contents

Appendix A: Parma Mayor's Town Center Task Force.....	4
Appendix B: Task Force Committee Outcomes.....	7
Appendix C: Public Comment On Recommendations	11

Appendix A: Parma Mayor's Town Center Task Force

Mayor DeGeeter's Opening Remarks from the Initial Meeting January 14, 2014:

Welcome to all! I am so grateful to all of you for agreeing to participate on this important task force. I realize it is a time commitment over the next six months or so and that we are all busy, so I value your participation.

The first day of my new administration in January of 2012 I received a call that Macy's at the mall was going to close its doors. I immediately realized the importance of securing a buyer for the mall that would understand the retail potential still available in Parma and I was thrilled when I was introduced to the principals at Phillips-Edison who assured me that the area was still viable for retail and that they were experienced in rejuvenating shopping centers similar to ours.

The new branch of the Cuyahoga County Public Library was completed in the fall of 2013, and then Parma Hospital announced its intention to partner with University Hospitals so that we could continue to have our local hospital that so many of our residents rely on for quality medical care.

Byers Field remains the home field for all three Parma City Schools high schools and the home field for St. Ignatius. Those games are amazingly well-attended, bringing folks from distant areas to Parma.

Parma's own Stearns' Homestead, operated by the Parma Area Historical Society, is a gem. Last year we announced that Cleveland Crops, a non-profit organization that provides an urban farming experience for developmentally challenged County residents, will be farming at Stearns beginning this year. We started to try to draw more attention to the Farm with the new route for the Parma Jaycee's Christmas Parade last year.

It soon became obvious that the area around Ridge and Day is going to be a destination point for many people. We are already seeing some redevelopment on the south side of Day Drive. The new Dunkin Donuts is under construction, and I am sure there is more to come! So I then began to wonder what we could do to make the area even more attractive and pedestrian friendly. What could we do to designate the area as a Town Center? And the idea of the Parma Mayor's Town Center Task Force was born. My staff and I are excited about the possibilities.

You are all here because you represent an important stakeholder in the area and in the future of Parma. The hospital, the Shoppes, the schools, the library, First Energy and all our community groups believe in Parma and are most certainly the right folks to have on board to plan for the future of Parma. As this task force moves forward there will also be opportunities for the public to provide input as plans are developed. Hopefully further meetings of this group will be held at the various venues within the designated area so that you will all see the exciting places and projects that surround us here at City Hall.

We reached out to Cuyahoga County with our idea for a task force and asked if they could provide a facilitator under their Loaned Executive Program. I am excited that Glenn Coyne, Executive Director of the County Planning Commission, was given permission to serve as that facilitator. Thank you County Executive Fitzgerald for our second utilization of this program.

Scott Tuma, as ward Council, will represent Parma's elected officials. Additionally, Shelley Cullins from my staff will serve as a liaison and a resource for the group, as will Paul Deichmann and his engineering assistants.

Again, thank you so much for your commitment. This task force will be asked to produce both short- and long-term goals for the area and I am excited about the possibilities. It is important to me that a new town center for Parma is designed around ideas presented by our community partners and residents.

PARMA MAYOR'S TOWN CENTER TASK FORCE COMMITTEE MEMBERS

Ms. Kathy O'Connor	UH Parma Medical Center
Mr. Scott Morgan	Cuyahoga County Public Library
Mr. John Kolinchak	The Shoppes at Parma
Mr. Barry Axelrod	Axelrod GMC
Ms. Ruth Fay	Parma Area Historical Society
Ms. Joann Mason	Proud of Parma
Ms. Katherine Holmok	Parma Planning Commission
Mr. John Skory	The Illuminating Company
Mr. Derek Schafer	West Creek Conservancy
Mr. Stefan Stefaniuk	Polish Village
Ms. Mary Mayse	Parma City School District
Ms. Michele Ridella	Parma Board of Building Appeals
Mr. John Thomas	Parma Civil Service Commission
Mr. Scott Tuma	Parma City Council
Mr. Pat Hyland	Architect
Ms. Maribeth Feke	GCRTA

PARMA MAYOR'S TOWN CENTER TASK FORCE TIMELINE AND SCHEDULE	
December 2013	Mayor appoints Task Force participants; Cuyahoga County assigns Loaned Executive
January 15, 2014	First meeting held to outline generalized desired outcome based on mission statement, designate official geographic study area, and to select committees
January – February , 2014	Committee meetings; Task Force met a a group on Goals and Focus Areas
April 2014	Committees finalized Goals and Initial Recommendations; Task Force met as a group on Goals and Recommendations
May 13, 2014	Public Forum to seek input on recommendations for Draft Plan
May – July 2014	Task Force meets to modify and approve Plan, begin looking for available funding for implementation
August , 2014	Public Meeting to introduce Plan

Appendix B: Task Force Committee Outcomes

Zoning and Land Use:



Here are the comments from the Zoning and Land Use map:

Positive:

- make the house north of Stearns Homestead green space
- trail around Stearns
- (north side of Powers Blvd.) Like this to remain green space with a trail
- (north side of Powers Blvd.) This is important green space
- (Stearns Homestead) Put a sign explaining conservation efforts

Suggestions:

- finish pathway around Ridgewood Lake to continue flow of movement
- include All Saints Episcopal Church who want to develop a community garden
- paint the gazebo at Ridgewood Lakes all one color, white or gold
- better use of Ridgewood Lakes area
- area around Byers Field needs improvement

December 1, 2014

Negative:

- owner of property north of Stearns does not like recommendation of property being green space
- [two red dots on CEI substation]
- [two dots each green and red at property north of Stearns]

Building and Site Design Recommendations:

Most supportive:

- Day Drive streetscape
- Name & area markers, bike paths, racks, benches, median, plants, etc.
- Maybe close ingress and egress on Day Dr and only enter shopping from Ridgewood or Target/Kohls
- Green and sustainable
- Public art
- Welcoming of diversity
- New slogans and tag line. Parma needs a new identity. I like the idea of bike lanes and better crosswalks

Lower Priority:

- None – all things deserve attention right now

Additional ideas:

- Another anchor store that is not around close by. Menard's Home Improvement store
- Possible movie theater/bowling
- Dave & Buster's Entertainment Center
- Move Illuminating Co. transformer station – valuable corner
- Utilize Byers Field for other functions
- Need to tie Target & Kohl's better with roadway connection to Day Drive
- Include All Saints Episcopal Church in plan
- What about a kids area (playground)? Holland, MI has a real nice street with shops and places to eat. I really like its look and feel. I think its the main street downtown. Check it out, you might get some new ideas.

Roadway and Streetscape Design Recommendations

Bicycle Options - Most people in favor of bike lanes. One person registered dislike of the bicycle concept. A comment was added to incorporate trolley cars or mini busses during peak times. A Parma

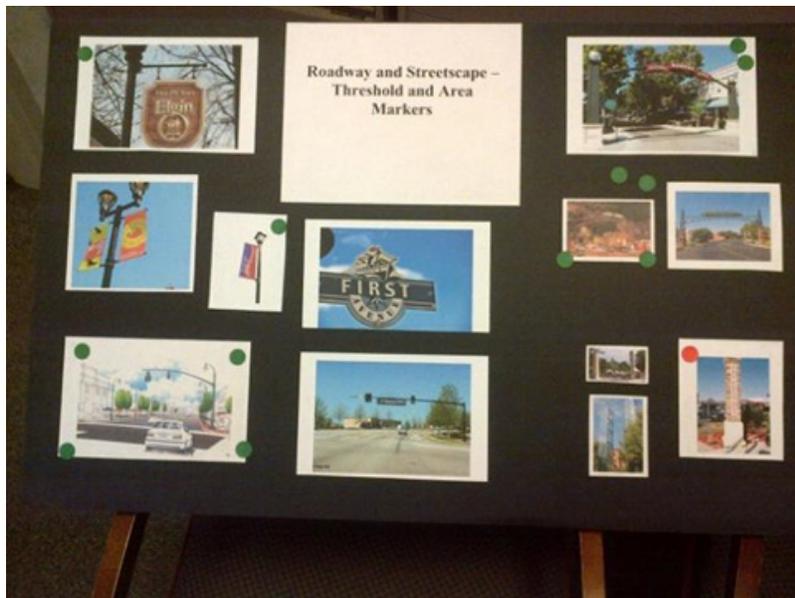
Heights resident was very interested in whether we could tie bike lanes into Parma Heights bike lanes. Apparently they have received a grant to study bike lanes.

Pavement Features - only a few green dots, they seem to like the red brick crosswalk treatments. Some support shown for ADA accessible crosswalks.

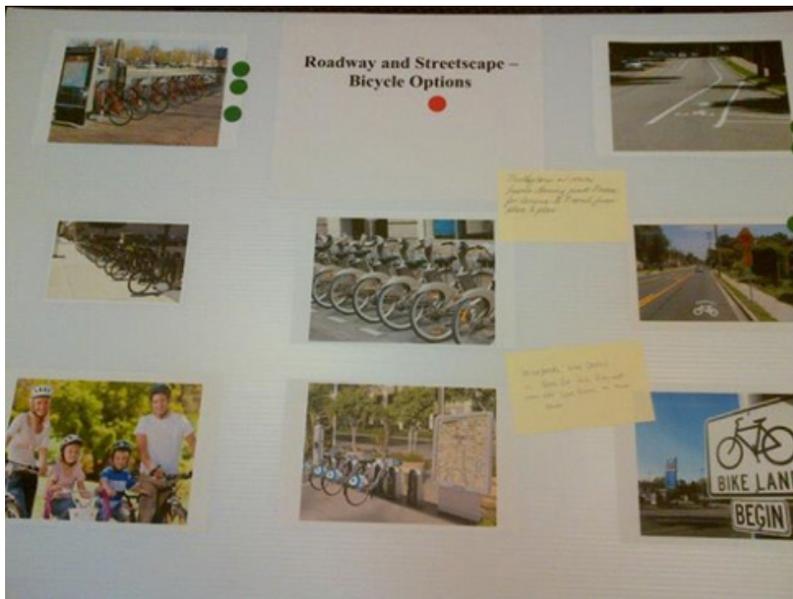
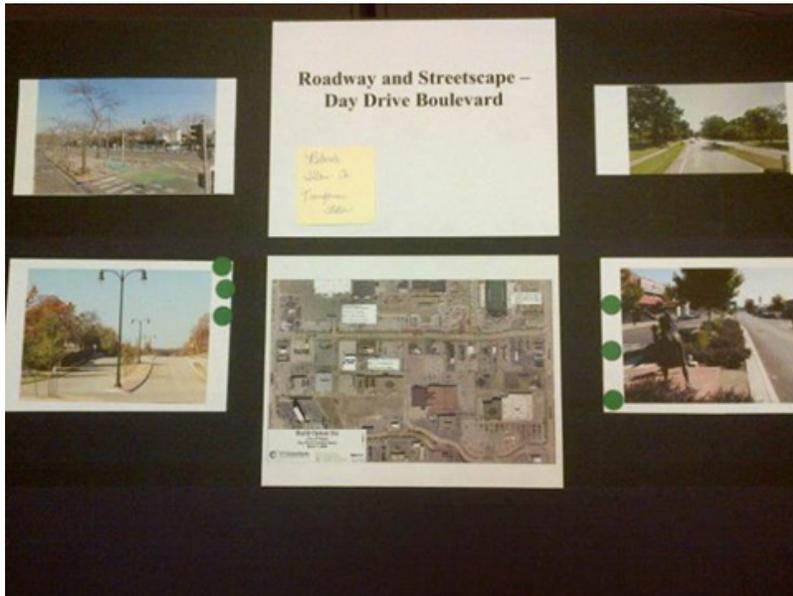
Day Drive Boulevard concept - Most people liked the landscape median strip shown. One comment suggested moving the CEI transformer station.

Threshold and Area Markers - Arches received the most support, followed by decorative light pole/traffic signal option. One dislike for stone monument markers.

Pictures of the boards:

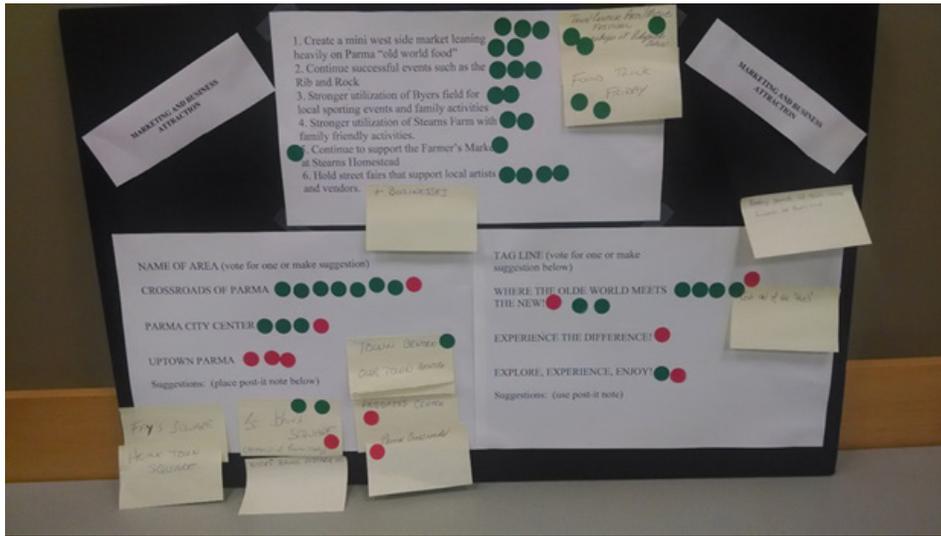


December 1, 2014



Business Attraction, Retention and Marketing and Events Recommendations:

The first public forum, I believe was very successful. There were some clear cut winners as you will see above. Green dots represented ideas people liked. Red dots represented ideas people did not like.



Names for the area:

People really liked Crossroads of Parma. This was by far the overwhelming favorite. Second favorite was Parma City Center, but people felt it was more a governmental name for the area and that there wasn't much emotion behind it. People did not like Uptown Parma. In order of popularity is:

1. Crossroads of Parma
2. Parma City Center
3. St. Johns square (this is the Patron Saint of Parma Italy)
4. Towne Center
5. Home town square
6. Our town square
7. Our Towns center
8. Faye's Square
9. Progress Center (a play-off of the cities logo)
10. Parma Crossroads
11. Uptown Parma

I would recommend that we narrow the names down, and maybe provide a couple of variations of the most liked and get public opinion at the next public forum.

Taglines

The overwhelming favorite was "Where the olde world meets the new!". The suggestion was made to remove the word "the" to cut the wording down so it would be "Where olde world meets new!" In order of popularity is:

1. Where old world meets new!

December 1, 2014

2. Explore Experience Enjoy! (liked because it was short)
3. Experience the Difference! (was not liked)

I would recommend we adopt some version of #1.

Marketing Events

All of the events were liked and additional suggestions were made as well. The Challenge would be to find groups who would be willing to put on the events. In order of Popularity is:

1. Hold street fairs that support local artists, vendors and businesses.
2. Create a mini west side market leaning heavily on old world food.
3. Continue successful events such as the “rib n rock”
4. Town center arts/music festival
5. Stronger utilization of Stearns Homestead with family friendly events.
6. Food Truck Friday
7. Stronger utilization of Byers field for both sports and family activities.
8. Continued support of Homesteaders market at Stearns Homestead.

All of these events were well received. I recommend that we discuss this in more detail and recommend that we meet with some of the well-established groups such as Byers field foundation, Stearns Homestead etc... and gage their willingness to take on more events. Could Stearns Homestead do an event each Quarter? Could we engage the Parma School system to add events and Byers Field?

Again all in all I thought the night went very well and gave us more focus. We should meet in early June to discuss moving forward. It would be great if we can get an email chain going with everyone's thoughts!

Potential Funding

GRANT FUNDING

POTENTIAL GRANT FUNDING	Education/Monitoring	Brownfields	Transportation	Green Infrastructure	Recreational	Ecological	Construction	Restoration	Planning	Design	Acquisition
USEPA Brownfield Assessment	●						●				
Jobs Ohio - Brownfields, 629,	●	●	●				●	●	●		
Great Lakes Restoration Initiative (GLRI)	●		●	●	●	●	●	●	●		
OEPA Surface Water Improvement Fund (SWIF)	●		●	●	●	●	●	●			
Water Resources Restoration Sponsor Program				●	●	●	●	●			
Coastal Management Assistance Grant (CMAG)	●	●	●	●			●				
OEPA 319	●		●	●	●	●	●	●	●		
Natureworks/Land & Water Conservation Fund				●	●	●	●	●	●		
Clean Ohio Trails Fund		●	●	●	●	●	●	●	●		
Clean Ohio Conservation Fund				●	●	●	●	●	●		
ODNR Recreation Trails		●	●	●	●	●	●	●	●		
ODNR - Watercraft Infrastructure (Big P)			●	●	●	●	●	●			
Transportation for Livable Communities Initiative (TLCI)	●	●	●	●			●				
Transportation Enhancement (TE)/Map21	●	●	●	●	●	●	●	●	●		
Congestion Mitigation and Air Quality(CMAQ)		●	●	●	●	●	●	●			
GCRTA Transit Waiting Environment Funding		●				●	●	●			
USDOT Tiger Grant	●	●	●	●	●	●	●	●	●		
CDBG		●	●	●	●	●	●	●	●	●	
Ohio Public Works (SCIP/LTIP)		●	●		●	●	●	●			
Certified Local Government Grant (OHPO)	●					●	●				

Appendix C: Public Comment On Recommendations

Parma Mayor's Town Center Task Force Public Comment Form – RESPONSES (5 forms turned in)

1. The Action Items for the future of the Town Center that I am most supportive are:

- Streetscape, lighting, arches
- Items 3, 4 (b) and 7
- Items 1, 3 and 7
- Item 3: Developing a better working relationship with other parks, etc. in the area. We have a lot of good things going on in Parma and the success of the events depend on the support of all people and organizations
- Utilizing what we now have for other events when needed

2. The Action Items that I feel should be a lower priority in the Town Center are:

- None
- 6, 5
- 4
- 2, The zoning should be the same for all areas – otherwise the appearance will not reflect the changes being made
- Alternate transportation modes – bike lanes
- Fine arts

3. Some additional ideas I have for the Town Center are:

- It looks like all areas of importance are being worked on – Great job
- Please no gaudy chandelier
- I am most interested in measures being taken to provide and maintain security. I work downtown and usually take public transportation. It was wonderful when we had the #145 bus that bypasses the neighborhoods, but having gone that route for years. I've noticed that since the mall has been coming down, there has been a significant reduction in the # of derelicts (for lack of a better word) riding into Parma. Continuing to promote the Town center as a "family-oriented" area would be beneficial for residents of and visitors to Parma.
- Signage for construction that will take place, i.e. future site of _____ restaurant or store. Make the public aware of what is going on in these new and remodeled buildings.

December 1, 2014



Action Plan Checklist

Action Item	Category	Completed
Create a comprehensive set of illustrated design guidelines.	First 9 Months	<input type="radio"/>
Create attractive streetscapes and retail areas that focus on pedestrians.	9 Months - Long Term	<input type="radio"/>
Clearly mark entrances to the town center area with features such as arches, signage, and lighting.	9 Months - Long Term	<input type="radio"/>
Identify places where there could be more or bigger crosswalks or medians.	First 9 Months	<input type="radio"/>
Install wider sidewalks, pedestrian access and promote safe bike access.	Long-term	<input type="radio"/>
Create a Planned Use District.	3 - 9 Months	<input type="radio"/>
Initiate process to address non-conforming zoning on properties.	First 6 Months	<input type="radio"/>
Increase collaborative programming between the School District, Library, Stearns Homestead and local parks.	First 9 Months Ongoing	<input type="radio"/>
Provide assistance to foster temporary small scale "Pop-Up" shops, festivals or entertainment events utilizing Byers Field and Stearns Homestead.	3 - 12 Months Ongoing	<input type="radio"/>
Plan for transportation improvements, including locations to increase connectivity among neighborhoods.	3 - 18 Months	<input type="radio"/>
Invest in alternative modes of transportation – e.g. bike lanes.	9 - 18 Months Ongoing	<input type="radio"/>
Implement alternative transportation options including Trolley/Shuttle service; consider reviving the “Dinky” name.	Long-Term Ongoing	<input type="radio"/>
Create a committee or volunteer organization to spearhead a branding campaign.	First 6 Months Ongoing	<input type="radio"/>
Implement a branding strategy for town center with the following: Crossroads of Parma - “Where the Old World meets the New”	6 - 15 Months	<input type="radio"/>
Establish a Public Art Commission/Initiative.	First 6 Months Ongoing	<input type="radio"/>
Coordinate with the Parma Area Fine Arts Council (PAFAC) to advise/enhance the aesthetic of public spaces in the area.	First 9 Months Ongoing	<input type="radio"/>
Incorporate public art, including the 9/11 World Trade Center beam currently within Shoppes of Parma property, featured in an area of public access.	9 - 15 Months Ongoing	<input type="radio"/>
Market vacant and underutilized properties throughout the town center district.	3 - 12 Months Ongoing	<input type="radio"/>
Utilize the Parma Community Improvement Corporation (PCIC) to strengthen the town center area to be the commercial and civic hub of the community.	First 9 Months Ongoing	<input type="radio"/>

