



Little Italy Master Plan

Cleveland, Ohio

Exploring our heritage, envisioning our future

Little Italy Redevelopment Corporation
cityarchitecture

July 5, 2005



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Introduction



Participants

Little Italy Redevelopment Corporation would like to thank the Task Force, planning team and all those who contributed with energy and commitment to this master plan, including:

The Master Plan Task Force

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- Steve Bucchieri
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- Father Phil Racco
- Rosetta Vercellino
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Bob Brown – Planning Director – City of Cleveland

Bob Kaiser – Secretary – Cleveland Landmarks Commission

Rose Zitiello – City of Cleveland – Department of Community Development

University Circle Inc.

Gail Eovito – The Triangle Apartments

Kenneth Basch – CWRU

David Deming – Cleveland Institute of Art

John Goodworth – RTA

Diana Golob – Montessori School

The business owners who participated in the commercial survey and attended the business owner's meeting.

The residents and attendees of the community meetings who participated in the creation of this plan.

City Architecture Planning Team

- Paul Volpe
- Michelle Bandy-Zalatoris
- Matt Schmitt



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Introduction - The Purpose of the Plan

A Special Place With A Unique History

Little Italy is a unique and thriving neighborhood on Cleveland's east side that is known throughout the region for its strong cultural heritage and sense of place. The community is characterized by one-of-a-kind, locally-owned businesses, restaurants and art galleries that attract visitors and patrons from throughout northeast Ohio and beyond. However, it is the residents of the neighborhood that remain critical to the retention of Little Italy's defining characteristics and responsible for the neighborhood's long-term success. A strong sense of ethnic pride and an unyielding commitment to the community are prevalent throughout.

Many of the current neighborhood residents are descendants from the original Italian immigrant families that moved to this area of Cleveland in the late 1800s. Italian masons were drawn to the area by a large stoneworks company that concentrated primarily on ornate monuments and headstones erected in the adjacent Lakeview Cemetery. The simplistic charm that characterizes the architecture of Little Italy's residential streets is a direct result of the rapid growth of immigration to the area, and the need for immediate housing within close proximity to the stoneworks. Along with this influx of Italian families came a strong sense of Italian pride and values that have remained intact through the generations that have followed.

Why The Neighborhood Has Worked

The density of the Little Italy neighborhood, and the tightly-knit physical framework of buildings and streets that has resulted, has allowed the community to remain strong and vibrant since its inception. The scale of the architecture, its walkable village atmosphere and diversity of uses all represent a type of place reminiscent of older European towns, something that can not be found in the newly developed American suburb.

The neighborhood's density has also helped in other ways. Over time Little Italy has remained an extremely safe neighborhood, largely due to the concept of 'eyes on the street.' This is the belief that within an active and diverse neighborhood there is constant interaction between neighbors, business owners and visitors that unknowingly watch the streets and are aware when an undesirable situation is developing. To this day, the reputation for social interaction and neighborhood involvement combined with its special character, has made Little Italy highly desirable for residents of many age groups and all walks of life.



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A Growing Community

Recent trends are showing a renewed interest in building renovations and new investments within the neighborhood, both residential and commercial. The addition of modern, unique housing types has introduced many new residents to the neighborhood. New townhomes, such as Villa Carabelli at the Alta House and the Edgehill development, have created residential units that have drawn families, young professionals and empty-nesters back into the neighborhood from the surrounding suburbs. People desiring home ownership are also drawn to Little Italy through the addition of loft condominiums, such as the newly constructed Random Road Lofts and the conversion of the Murray Hill Schoolhouse into condominiums. Additionally, the population has further diversified due to the adjacency of Case Western Reserve University and the increasing number of student renters.

The planning process for Little Italy is designed to take a proactive approach in neighborhood growth to ensure that the needs of the community are met, while maintaining a long-term neighborhood agenda. In too many cases once-strong urban neighborhoods suddenly find themselves with measurable declines in population, local businesses and property values. Increased competition from suburban sprawl and a highly competitive regional approach to retailing have made it necessary for places like Little Italy to take the opportunity to plan for their sustainable future in an effort to prevent these negative outside influences from dictating their fate.

Why Develop A Master Plan

Little Italy Redevelopment Corporation, the neighborhood's non-profit community development corporation, recognized the growing need to provide a framework for which to both regulate and attract new investment. In response to this, and in coordination with the City of Cleveland's Department of Community Development guidelines, Little Italy Redevelopment commissioned the preparation of a neighborhood master plan. Little Italy Redevelopment, along with the planning team, are committed to ensuring that the resultant master plan retains the social and cultural traditions and characteristics that have made Little Italy a great urban neighborhood.

The plan is designed to place quality controls and regulations on new development while encouraging renovation and preservation of historic structures to ensure the needs and desires of residents and business owners are met. This master plan has been conceived as a means of encouraging positive growth and continued reinvestment within Little Italy, while maintaining the intrinsic values of the neighborhood. As Little Italy is an existing, land-locked urban environment, the plan conducts a critical analysis of privately owned vacant and underutilized buildings and parcels of land. The Little Italy Master Plan also focuses a great deal of attention on public spaces within the neighborhood and how these can be developed to best serve the needs of residents while providing a welcoming atmosphere for the many visitors that use and enjoy this wonderful Cleveland asset.



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The Public Process

The planning process that has led to the development of the Little Italy Master Plan has been a very open, public and collaborative one, governed by a Task Force of neighborhood representatives. The Task Force is comprised of long-term residents, new residents, business owners and participants from such institutions as the Alta House and the Montessori School at Holy Rosary. A series of four community meetings were held throughout the various stages of the project at Holy Rosary Church to ensure that residents, business owners and other community stakeholders were given the opportunity to voice their opinion on the issues addressed and the final recommendations of the plan. Additionally, in an effort to gain a complete understanding of the businesses within the neighborhood a commercial survey was distributed to all of the local businesses, and a business owners meeting was held to discuss specific issues and needs.

During the first meeting, “Understanding Our Neighborhood,” the planning team presented a group of existing conditions materials to the attendees, including information on the changing demographics of the neighborhood. Attendees were then given the opportunity to express their feelings on the neighborhood and what issues they felt should be addressed within the plan. The second community meeting, “Rediscovering Our Neighborhood,” took a more analytical approach to discussing physical districts within the neighborhood in relation to the key priorities that resulted from the first meeting. Within this meeting attendees were divided into separate groups to study one district or a specific issue governing the overall plan. The result of this meeting was the development of key areas in which to focus the final master plan. It was not until the third community meeting, “Envisioning Our Neighborhood,” that any redevelopment proposals were presented to the group. The proposals were based on the results of the first two community meetings. Public feedback was collected on each of the proposals, and changes were made to incorporate the public’s responses. The final plan, guided by review from Little Italy Redevelopment Corporation’s Board, was then presented in a fourth community meeting.

The board of Little Italy Redevelopment held a series of meetings following this final community meeting in which they made any final changes to the master plan and approved the following document. As a result of this highly collaborative process, the Little Italy Master Plan is intended to be truly reflective of the community’s goals and aspirations.



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Summary of Community Master Planning Involvement

The process of developing the Little Italy Master Plan relied heavily on input from the community and the many stakeholders within and surrounding the neighborhood. It is the belief of the planning team that in order for a master plan to act as a tool for which to govern the future of a neighborhood it must reflect the values, needs and aspirations of the residents and business owners. Based on this belief the process by which the following plan was developed has remained open and collaborative.

The master plan process has involved:

- Four Community Meetings.....
 - With approximately 407 attendants.....
 - 171 surveys received.....
 - and 252 dots placed on the map (attendees indicated where they lived)
 - 235 represented neighborhood residents and 17 dots represented attendees outside of the neighborhood
- 25 responses to the Business Owner Survey of the 83 distributed
- 4 Task Force meetings
- 2 Little Italy Redevelopment Corporation progress meetings
- A meeting of our institutional neighbors and other stakeholders
- An additional meeting with RTA
- A Business Owners meeting
- Multiple progress meetings with the City
- 2 Little Italy Redevelopment Board meetings for final plan content approval
- Numerous one-on-one discussions



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Analyzing the Neighborhood

A Study of Current Conditions

Little Italy as a Part of the Greater Region

The Little Italy neighborhood, characterized by its well defined edges, is bounded physically by a series of railroad lines, Lakeview Cemetery and a steep hillside leading to a neighborhood of Cleveland Heights above. When combined with a unique and authentic cultural base, these strong boundaries have allowed the neighborhood to remain a safe, vibrant community while other similar neighborhoods have experienced significant amounts of neglect and deterioration.

The Little Italy neighborhood lies within the greater University Circle boundary, and four miles from Downtown Cleveland. The neighborhood is uniquely positioned to take advantage of the region's top cultural, educational and institutional amenities. The cultural institutions of University Circle, University Hospitals, Case Western Reserve University and the Cleveland Institute of Art provide a foundation of residents, visitors, employees and students who pass through, live in and utilize the services found within the neighborhood.

Accessibility and connectedness are very important to the past success and continued sustainability of Little Italy. Major traffic corridors such as Euclid Avenue, Carnegie Avenue, Chester Avenue, Mayfield Road, Cedar Road and Martin Luther King Jr. Boulevard not only link the neighborhood to surrounding communities, but to downtown Cleveland and the greater region through the interstate system. Furthermore, public transportation plays a major role in linking Little Italy to its surroundings. Beyond the bus routes and local community circulator that service the neighborhood, two RTA commuter rail train stations lie at the north and south edges of the neighborhood.

Finally, when studying Little Italy within the broader context of the region, the role of the business district must be understood as a part of an increasingly competitive and expanding number of commercial areas within the region. Greater competition from new retail areas in the suburbs have the potential to lure business away from Little Italy and highlight the need for a proactive neighborhood plan to ensure its long-term sustainability.

The following maps demonstrate the role that Little Italy plays within the greater region.

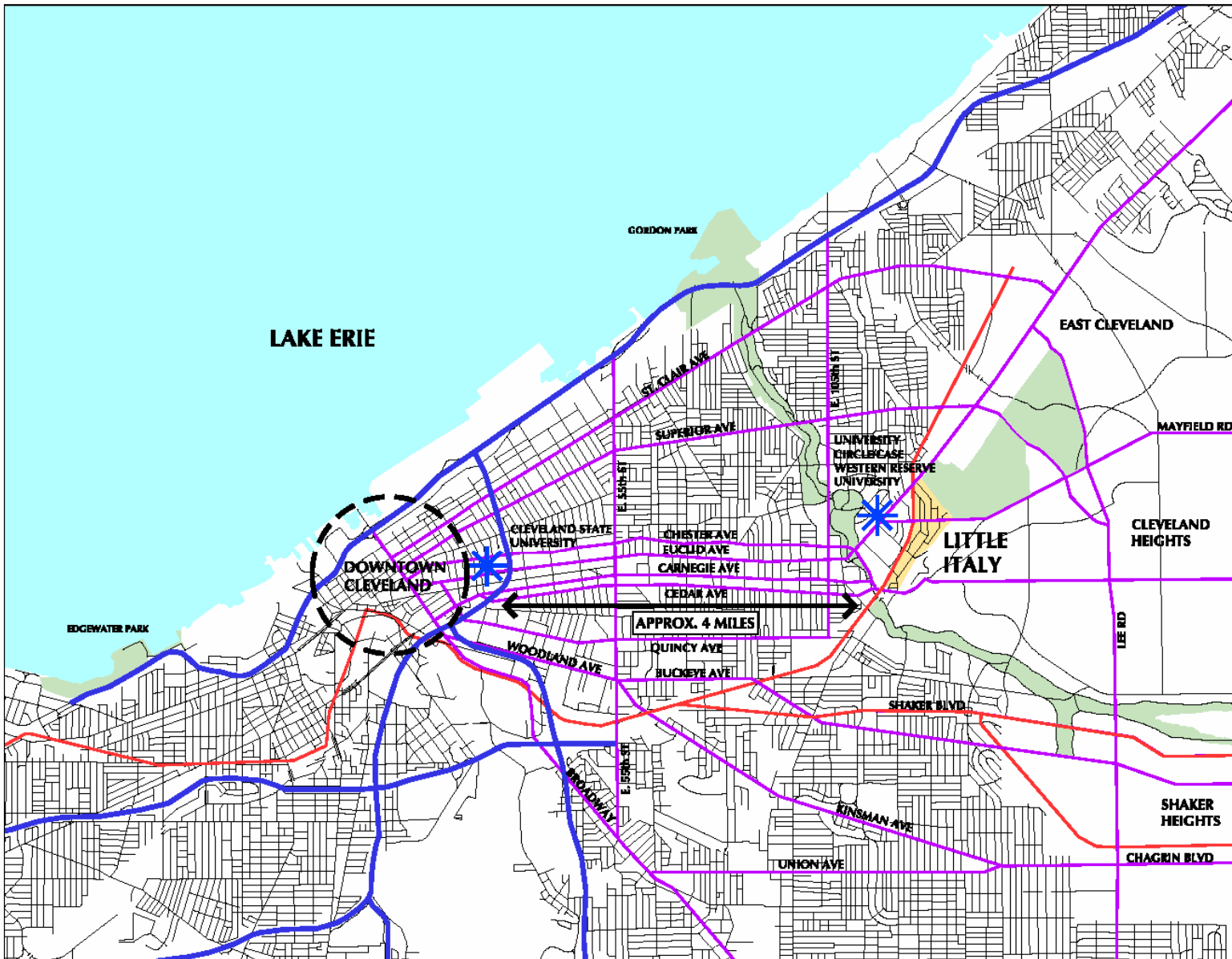


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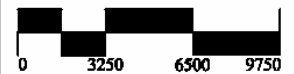


Close to
everything



DRAWING KEY

- LITTLE ITALY
- PARK/PUBLIC SPACE
- HIGHWAYS
- MAJOR ROADS
- RAPID TRANSIT LINES



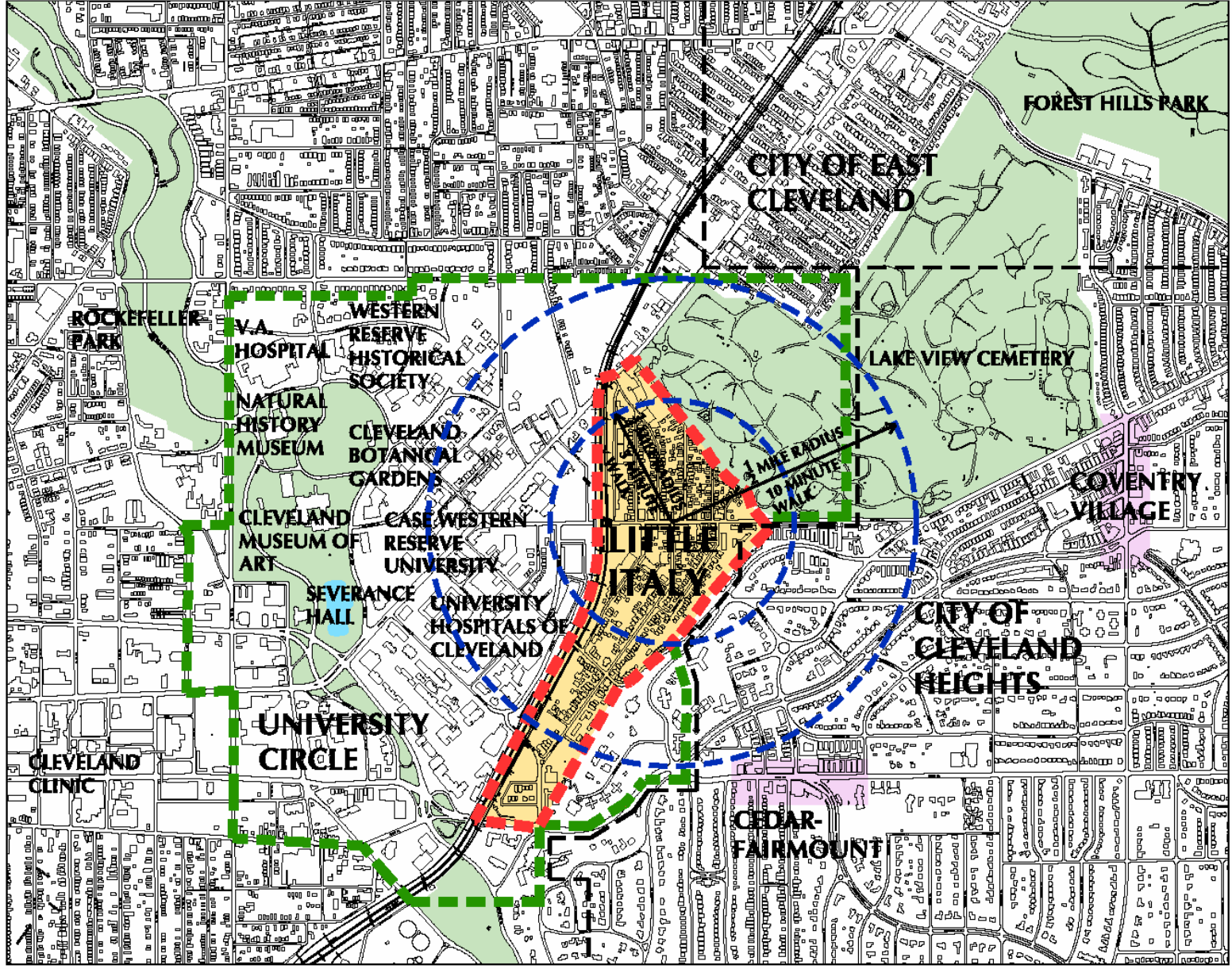
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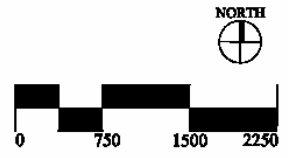
NEIGHBORHOOD CONTEXT



Little Italy:
123 Acres
0.19 sq. miles

City of Cleveland:
76 sq. miles

-- Little Italy's
land area
represents 0.25%
of the City of
Cleveland's land
area.



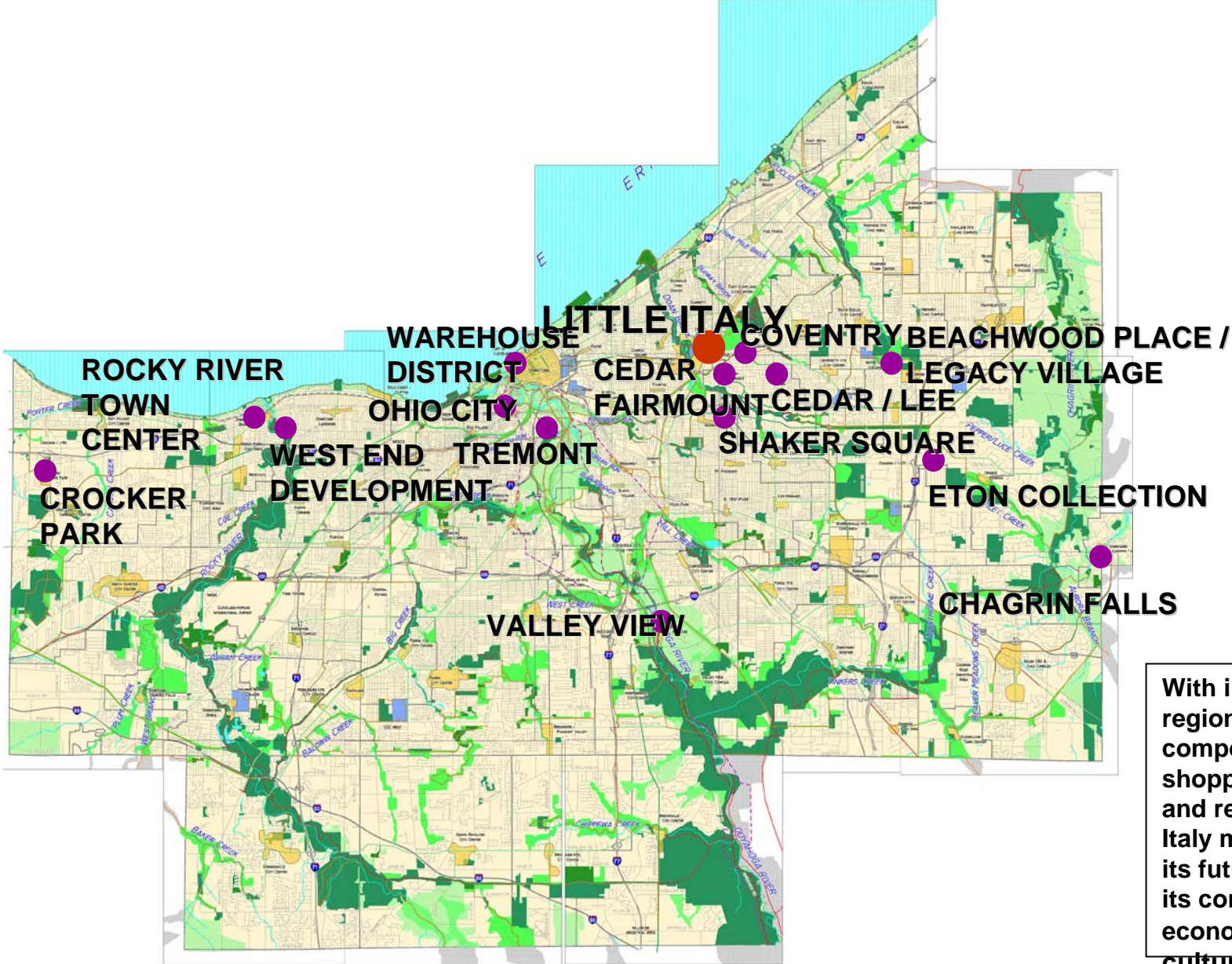
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With increased regional competition for shoppers, diners and residents, Little Italy must plan for its future to ensure its continued economic and cultural sustainability.

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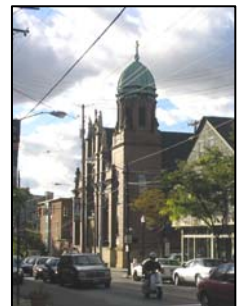
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The Neighborhood as Experienced by Visitors

The development of the Little Italy master plan must focus on how two distinct groups utilize the neighborhood. Visitors and business patrons know Little Italy primarily for the strong business districts centered on Mayfield and Murray Hill Roads. The traditional Main Street atmosphere, with its historic buildings, open storefronts, restaurants, shops and art galleries draws a multitude of visitors to the neighborhood. Art Walks place a focus on the neighborhood's art studios and galleries, during which they remain open later into the evening to allow shoppers and diners the opportunity to spend an entire evening experiencing the many facets of the neighborhood. Annually, the Feast of the Assumption attracts a significant amount of visitors. The four day religious festival attracts people from throughout the region to experience the ethnic foods and entertainers that fill Mayfield Road and the surrounding open spaces. Strong neighborhood institutions such as Holy Rosary Catholic Church and the Montessori School have also contributed to the reputation that the neighborhood has established within the region.

However, there is much more to the neighborhood than the public face that visitors know...



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The Neighborhood as Defined by its Residents

For the residents of Little Italy the character and attraction goes beyond its commercial districts and festivals. Strong and thriving residential streets define the core of what makes Little Italy a great neighborhood for raising families and for residents of all ages and backgrounds. Tightly spaced, dense, streets are lined with a mixture of housing types that create a character not found in new, placeless subdivisions being built in suburban neighborhoods. These residential streets combine a mixture of modest, well kept homes, large historic homes, houses with storefront additions for family-run businesses and multi-family apartment buildings. Additionally, two public parks, Tony Brush Park and Ambler Park, provide residents with green space for strolling, sitting and playing. The Alta Social Settlement House provides community and senior services as well as summer bocce leagues.



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Our Neighbors

As an integral part of the University Circle area, the importance of collaboration between the various entities within the district is essential in creating a unified approach to establishing and accomplishing common goals within the region. Early in this planning process a meeting was held with the neighboring institutions to discuss the various goals and projects that each was currently undertaking. Representatives from Case Western Reserve University, the Cleveland Institute of Art, University Hospitals, RTA, University Circle Incorporated and the Triangle Apartments attended the meeting.

This meeting was essential to understand and balance the needs of the City's second largest employment center with those of an adjacent residential community. Of particular concern is the developing CWRU master plan, and the future role that Little Italy will play as it relates to the plan. Two groupings of dorms currently exist within the southern portion of the neighborhood, as well as three large parking lots. There is the potential that future consolidation of the University's facilities could open this land for redevelopment and, in turn, the ability to expand the residential base of the neighborhood. The Cleveland Institute of Art, in collaboration with RTA, is also completing a campus expansion plan adjacent to the railroad bridge at Mayfield Road that would include a public parking structure.



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An Analysis of Existing Neighborhood Characteristics

As a method of understanding the existing characteristics of the neighborhood a series of maps were prepared to address such items as neighborhood boundaries, land-use, zoning, existing building conditions, neighborhood businesses and parking counts. This information was presented at the first of four community meetings, at which point responses were gathered from residents regarding their feelings towards the current state of the neighborhood, as well as any specific items they would like to see addressed through the planning process.

Existing land-use within the neighborhood is predominantly residential in nature, with concentrated pockets of commercial activity along Mayfield Road and at the intersection of Murray Hill and Cornell Roads. A series of industrial uses exist along the northern and western boundaries of the neighborhood, abutting the residential districts. The southern tip of the neighborhood is dominated by University facilities, interwoven with small pockets of residences and a public park. The existing zoning follows land-use, with the majority of the neighborhood zoned multi-family. This type of residential zoning has resulted in a number of single-family homes being converted to multi-family apartments due to the large demand for student rental housing within the neighborhood.

Parking is a particularly challenging issue within the neighborhood. Parking permits are currently required by the City for on-street residential parking on all streets except Mayfield Road. These permits allow visitors to park on the streets for one hour during the business day, and restrict non-permitted vehicles from parking in the evening when residents would typically return home. However, there is little enforcement of the permits, resulting in frequent violations by students and employees of local institutions that park on the street all day, and patrons of local businesses in the evening. Additionally, parking for business patrons is extremely limited, and in great demand.

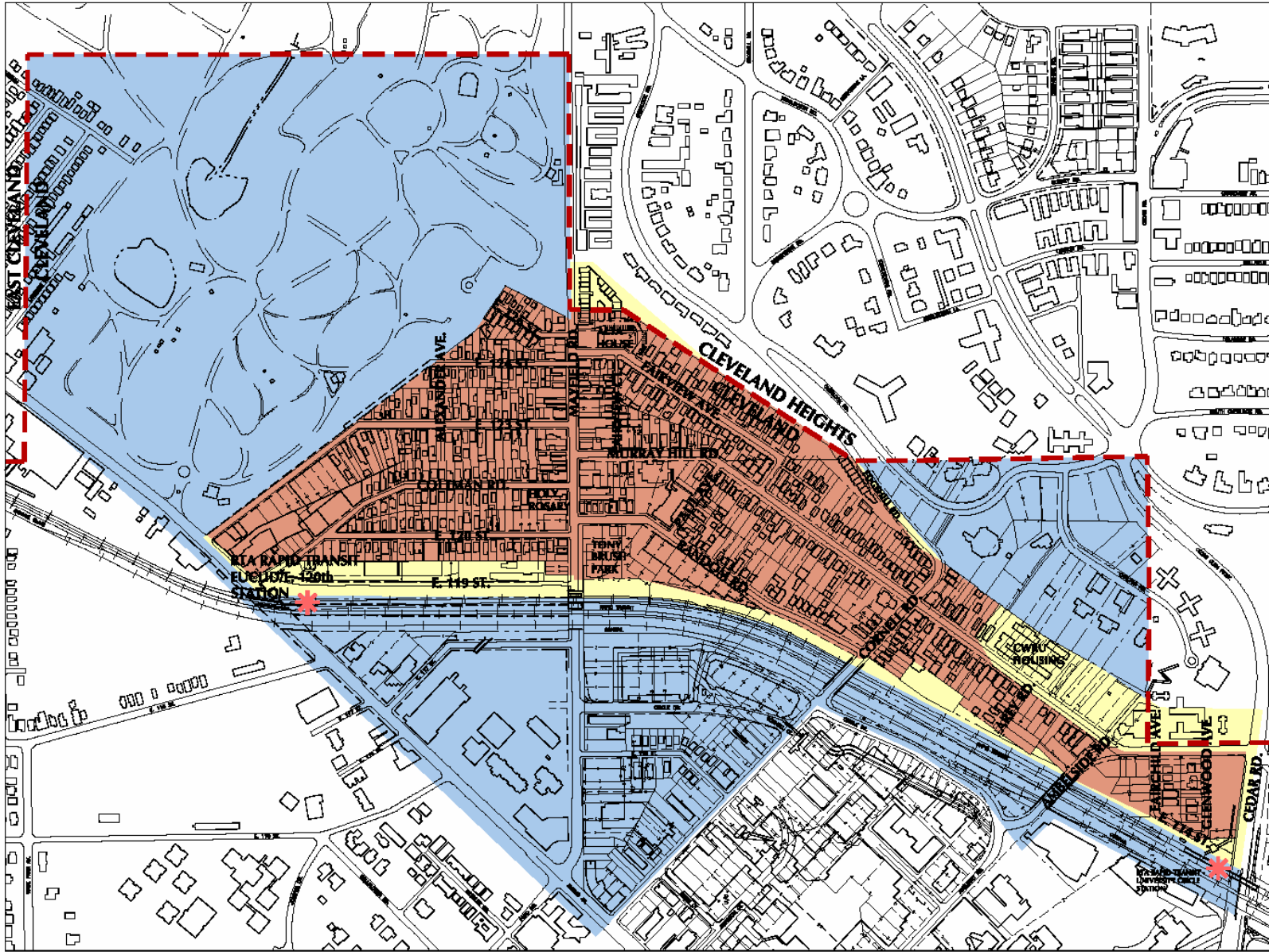
The following drawings depict the range of analysis that was undertaken to gather an understanding of the current characteristics and issues facing the Little Italy neighborhood.



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- DRAWING KEY**
- TRADITIONAL NEIGHBORHOOD BOUNDARY
 - CITY BOUNDARY
 - CENSUS TRACT BOUNDARY
 - LOCAL LANDMARK DSITRICT



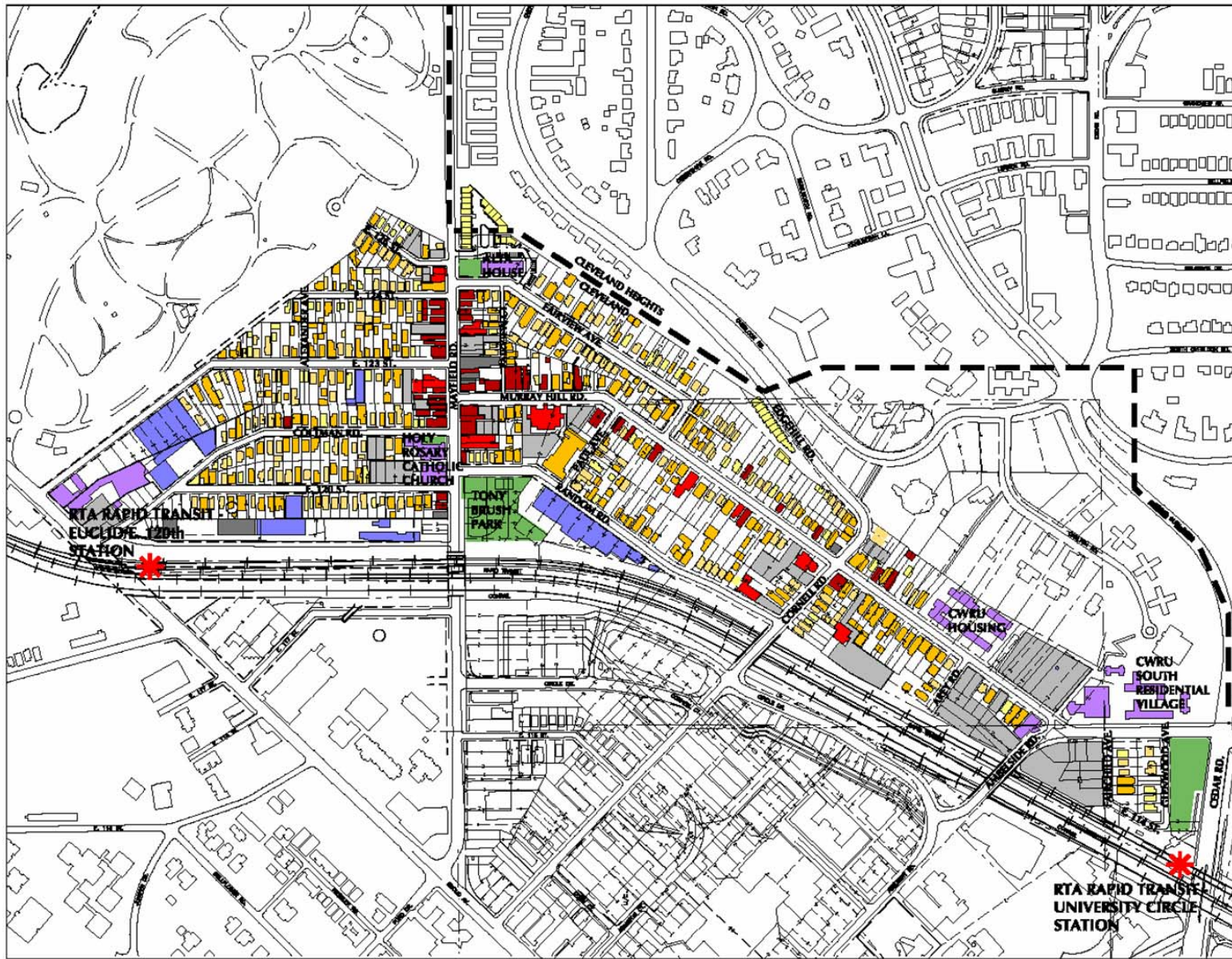
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-- 550 structures exist within the neighborhood.



DRAWING KEY

- COMMERCIAL
- INSTITUTIONAL
- MANUFACTURING
- MIXED USE
- MULTI-FAMILY
- TWO-FAMILY
- SINGLE-FAMILY
- OFFICE
- PARK/PUBLIC SPACE
- PARKING
- VACANT



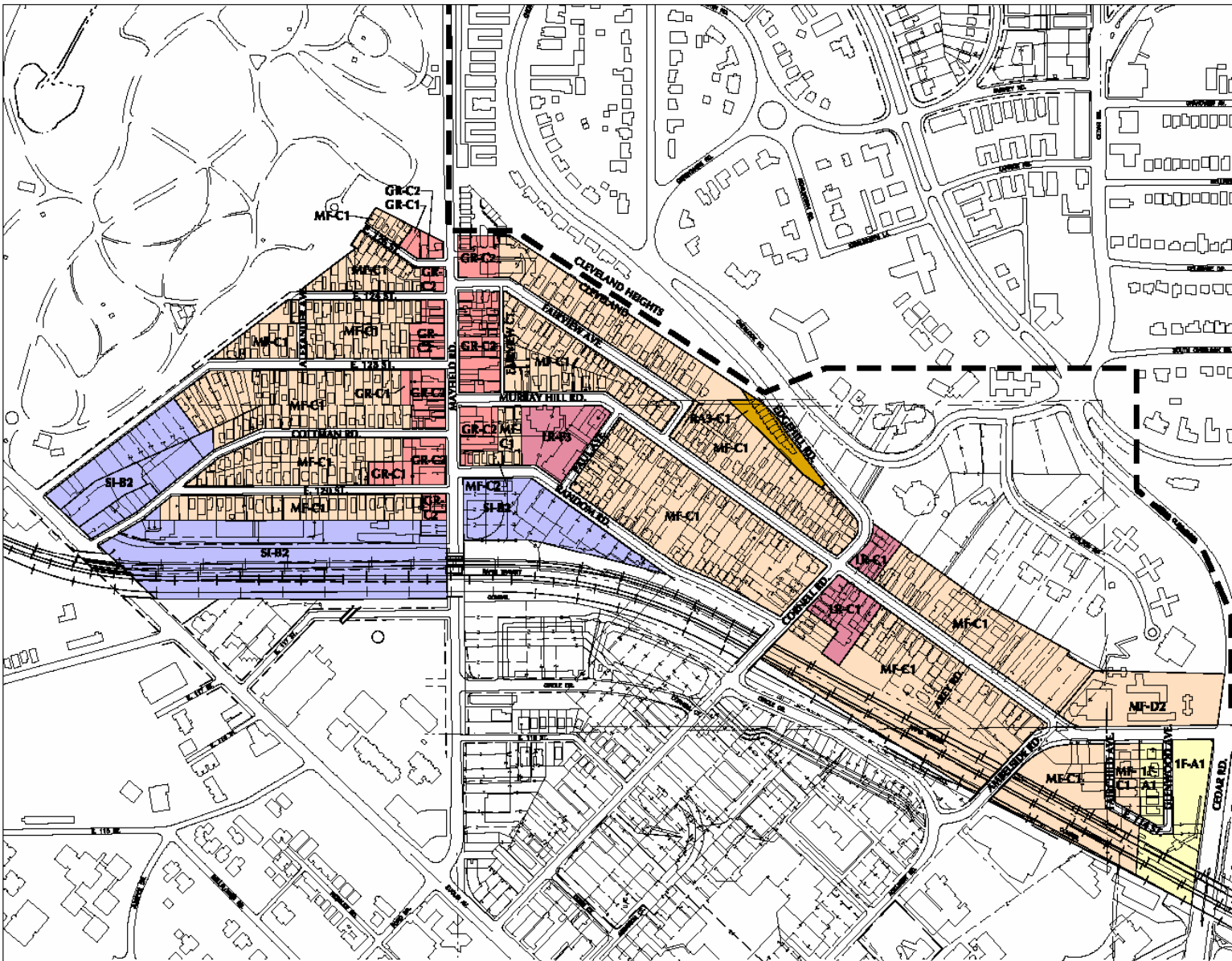
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ZONING INFORMATION



ZONING KEY

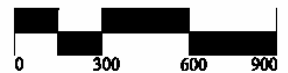
- ONE-FAMILY (1F)
- MULTI-FAMILY (MF)
- TOWNHOUSE (RA)
- LOCAL RETAIL (LR)
- GENERAL RETAIL (GR)
- SEMI-INDUSTRY (SI)

MAX. FLOOR AREA

- A - ½ LOT AREA
- B - ¾ LOT AREA
- C - 1 LOT AREA
- D - 1 LOT AREA
- E - 1½ LOT AREA
- F - 2 LOT AREA

BUILDING HEIGHT RESTRICTIONS

- 1 - 35' HEIGHT LIMIT
- 2 - 60' HEIGHT LIMIT
- 3 - 115' HEIGHT LIMIT

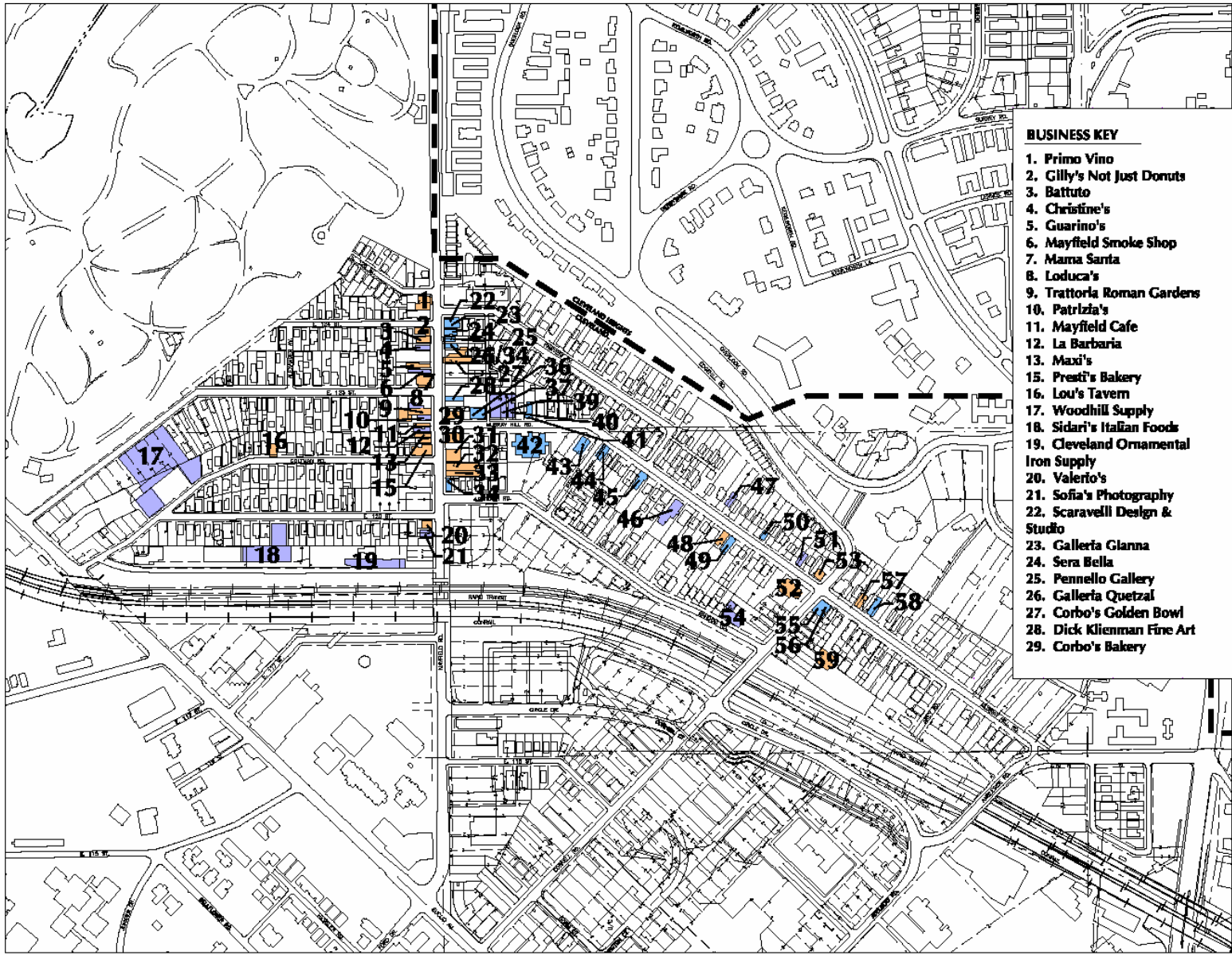


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BUSINESS KEY

- 1. Primo Vino
- 2. Gilly's Not Just Donuts
- 3. Battuto
- 4. Christine's
- 5. Guarino's
- 6. Mayfield Smoke Shop
- 7. Marna Santa
- 8. Loduca's
- 9. Trattoria Roman Gardens
- 10. Patrizia's
- 11. Mayfield Cafe
- 12. La Barbaria
- 13. Maxi's
- 15. Presti's Bakery
- 16. Lou's Tavern
- 17. Woodhill Supply
- 18. Sidari's Italian Foods
- 19. Cleveland Ornamental Iron Supply
- 20. Valento's
- 21. Sofia's Photography
- 22. Scaravelli Design & Studio
- 23. Galleria Gianna
- 24. Sera Bella
- 25. Pennello Gallery
- 26. Galleria Quetzal
- 27. Corbo's Golden Bowl
- 28. Dick Klienman Fine Art
- 29. Corbo's Bakery
- 30. La Dolce Vita
- 31. Gusto
- 32. Nido Italia
- 33. Anthony's
- 34. Lee Hehen Studio
- 36. La Bella Vita Arte
- 37. Arte
- 39. David J. Rossi Attorney's
- 40. Speed Wash Laundry
- 41. Cultura Collection
- 42. Murray Hill Galleries
- 43. Avante Gallery
- 44. Fiori Gallery
- 45. Venetian Merchant
- 46. Conit-Vitantonio Funeral Home
- 47. Hair In Motion
- 48. Algebra Tea House
- 49. Art Etc.
- 50. The Kiss of the Hands
- 51. Lenzo Beverage
- 52. The Baricelli Inn
- 53. Tutto Giorno
- 54. Goose Acres Folk Music Center
- 55. Murray Hill Art & Craft
- 56. Kathy Lynn Painting
- 57. Valentino's
- 58. Verne Gallery
- 59. Filomena's

DRAWING KEY

- RESTAURANTS - 23
- GALLERIES - 39
- BUSINESSES - 21



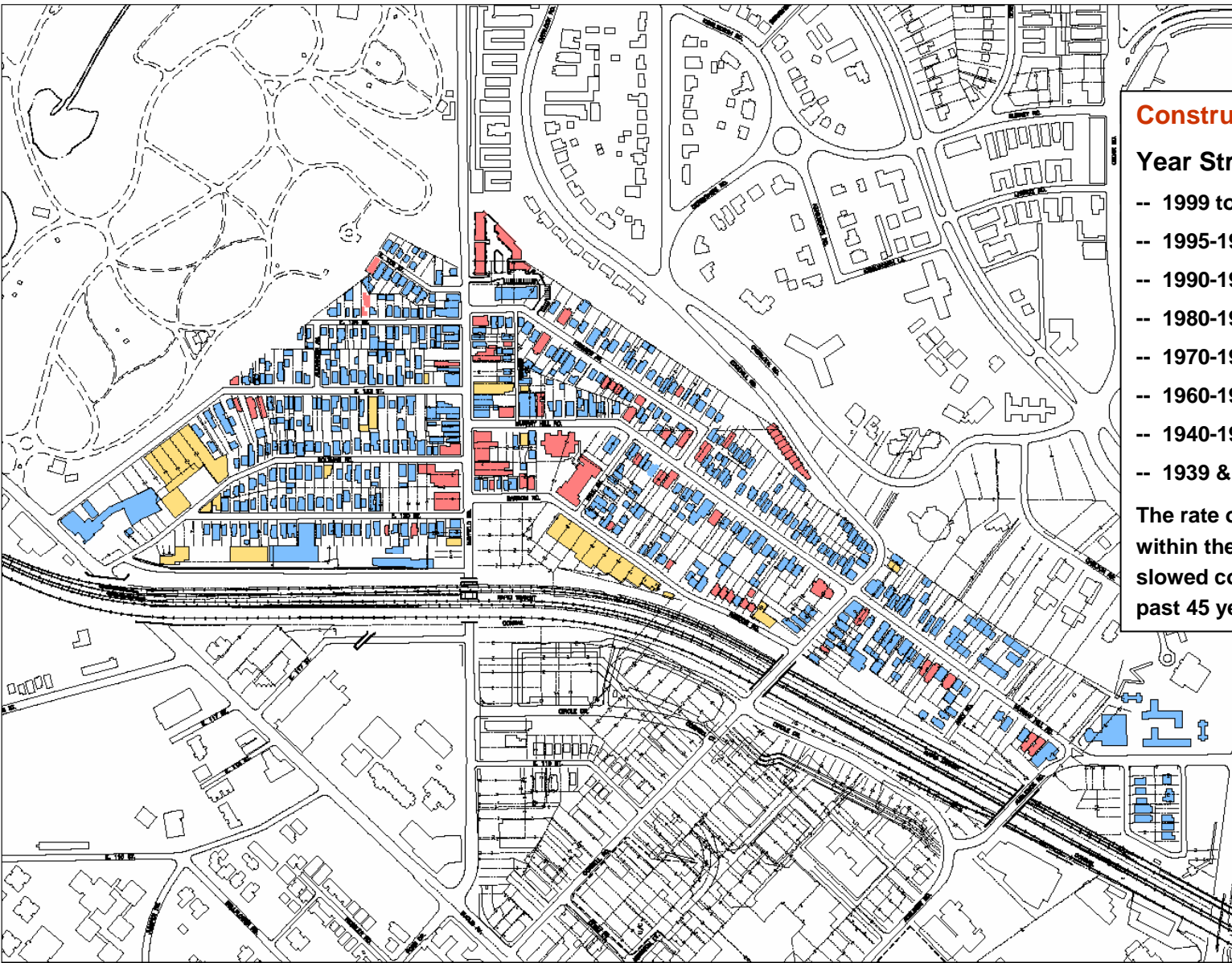
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BUILDING CONDITIONS



Construction Dates

Year Structure Built	No.
-- 1999 to March 2000	8
-- 1995-1998	35
-- 1990-1994	70
-- 1980-1989	207
-- 1970-1979	221
-- 1960-1969	235
-- 1940-1959	401
-- 1939 & earlier	1067

The rate of new construction within the neighborhood has slowed considerably over the past 45 years.

DRAWING KEY

- EXCELLENT - 61
- FAIR - 472
- POOR - 17



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Conditions Analysis Examples



Excellent



Fair



Poor



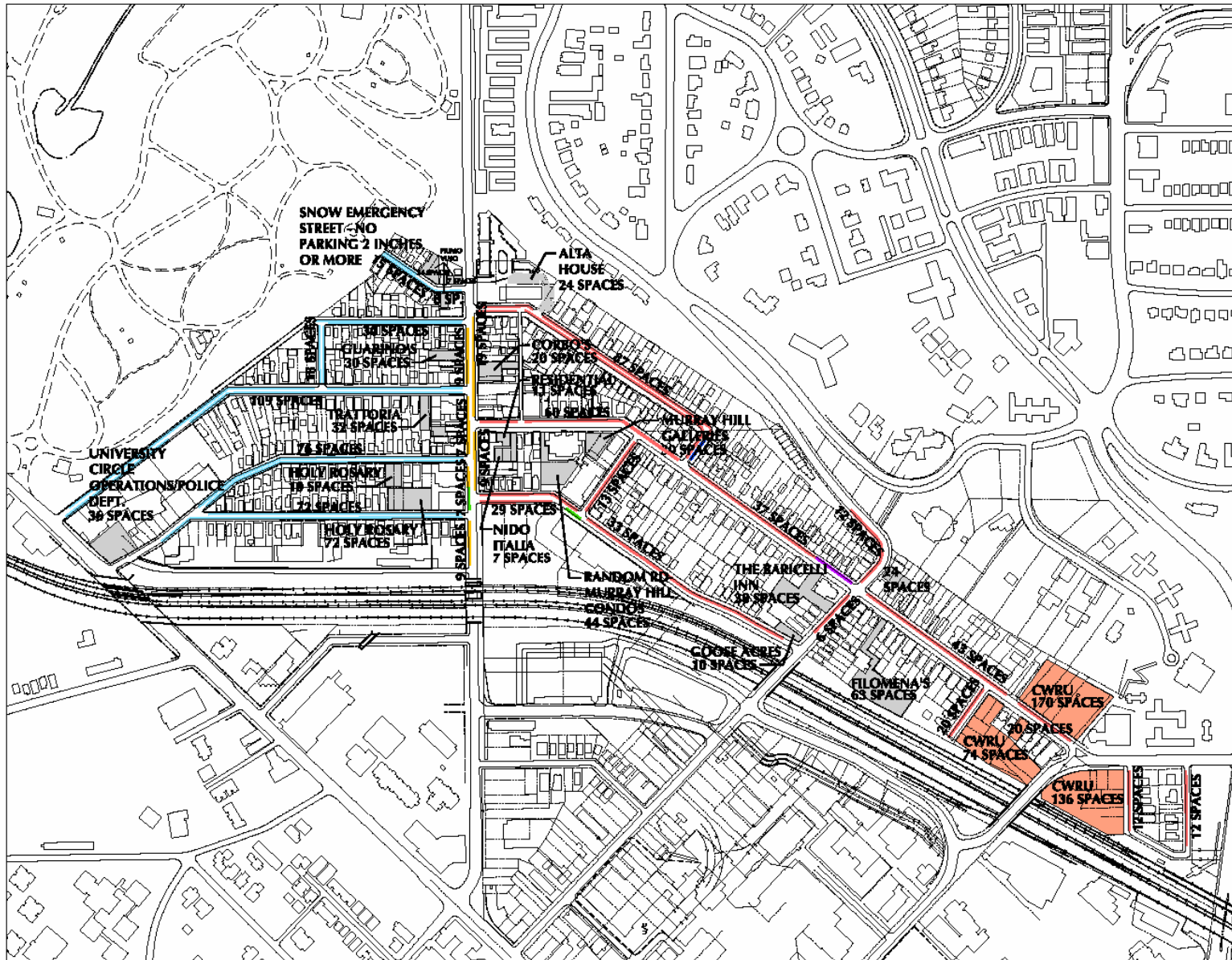
The majority, 86%, of the structures in the neighborhood are considered to be in fair condition. These are structures that contribute positively to the overall character of the neighborhood, but have not been recently renovated, newly constructed or are considered historic. It is vital to the neighborhood that property owners continue routine upkeep and maintenance so that older structures retain the character that current residents have expressed a great appreciation for. Little Italy Redevelopment Corporation is currently working with residents to utilize programs offered by the City and the Cleveland Restoration Society.

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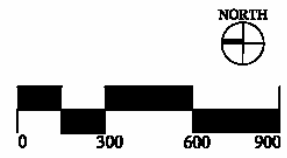
PARKING ANALYSIS



DRAWING KEY

- RESIDENTIAL PERMIT PARKING
1 HR PARKING W/O PERMIT
MON THRU FRI 7 a.m. to 5 p.m.
352 SPACES
- 1 HR PARKING
MON THRU FRI 7 a.m. to 6 p.m.
54 SPACES
- NO RESTRICTIONS
320 SPACES
- 15 MIN. PARKING ZONE
8 SPACES
- NO PARKING ZONE
MON THRU FRI
7 a.m. to 6 p.m.
6 SPACES
- NO PARKING ZONE
MON THRU FRI
7 a.m. to 5 p.m.
4 SPACES
- PARKING LOTS
466 SPACES
- CASE WESTERN RESERVE PARKING
400 SPACES

TOTAL PARKING:
ON STREET - 744 SPACES
LOTS - 866 SPACES
1610 SPACES



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Neighborhood Demographic Analysis

An integral part of the planning process is the understanding of who occupies the neighborhood and who will ultimately benefit from the development of the master plan. To accomplish this an analysis of the neighborhood demographics was completed through the use of U.S. Census data from the 1990 and 2000 Census. Two census tracts comprise the Little Italy land area. Although these two census tracts go beyond the boundary of the neighborhood (as can be seen on the following map), the additional land included has little impact on the outcome of the data. For example, the southern tract includes an area outside the traditional boundary of Little Italy that is occupied by University facilities that do not count towards the census numbers. The northern tract includes an area to the north-east of the neighborhood that is Lakeview Cemetery and to the north-west that includes institutional land and the Triangle Apartment complex. Residents of this complex, although outside the traditional neighborhood boundary, rely on the neighborhood for the provision of their daily needs and social services, such as those provided at the Alta House.

The following pages demonstrate the findings from the analysis of the census data. From this, important conclusions can be drawn that affect neighborhood planning:

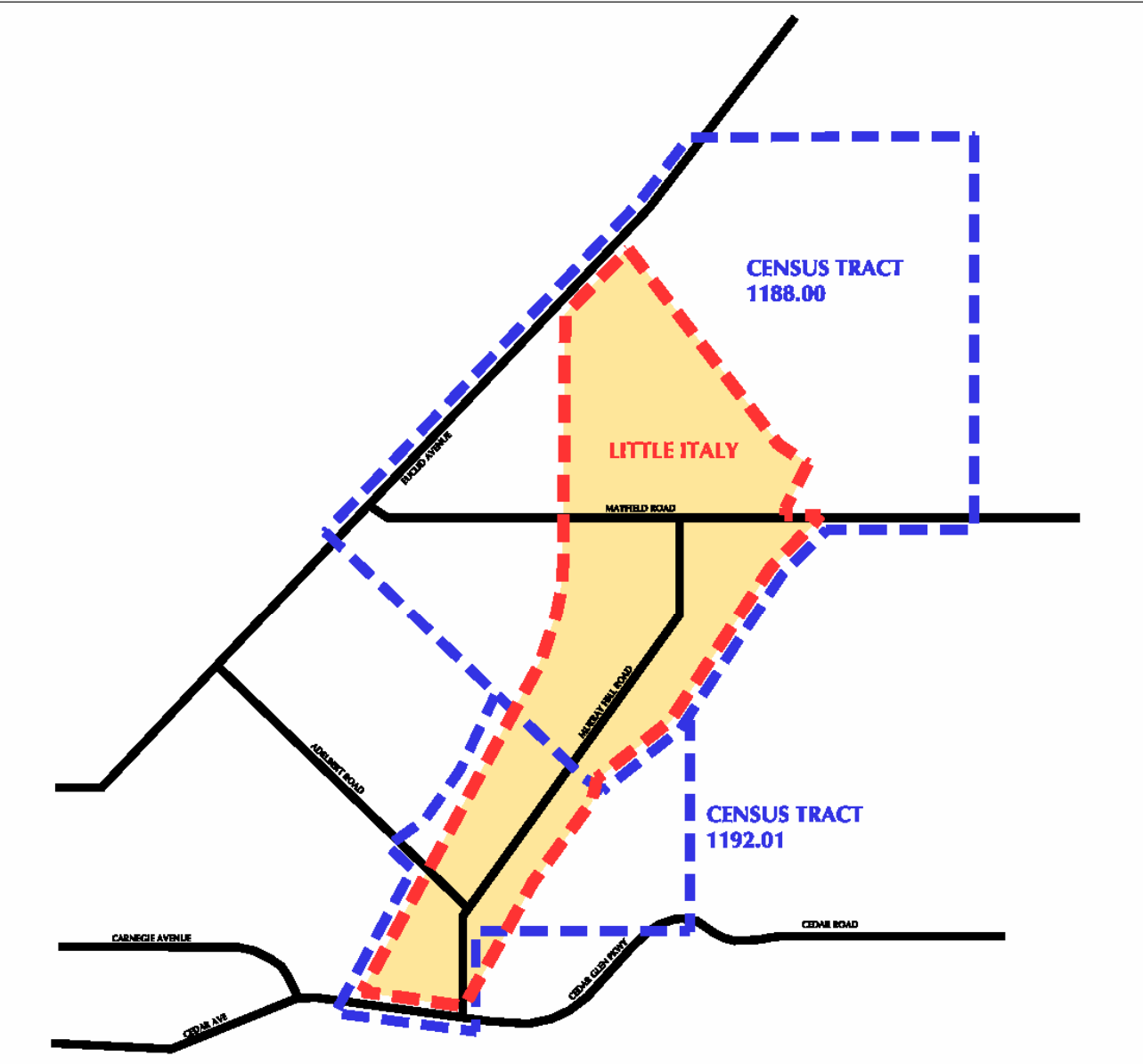
- Very little population growth has occurred since 1990
- There has been a large rise (41%) in the number of households – most are non-family households due to the increase in homes being converted to apartments
- Owner-occupied units have decreased, whereas renter-occupied units have increased dramatically (48%) creating a disproportionate and undesirable number of rental units
- Vacant units have decreased, demonstrating a demand for housing in the neighborhood
- In terms of race, the biggest increase (72%) is people of Asian decent – most likely CWRU graduate students
- The age of residents supports the hypothesis that the student rental market is growing disproportionately – the largest age group in the neighborhood is young adults ages 20-24
- Neighborhood population is half the number from 1950, meaning the neighborhood is half as dense as it once was



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Little Italy Neighborhood Demographics

	<u>1990</u>	<u>2000</u>	
-- Total Population	3,088	3,544	+14.8%
-- Males	1,606	1,760	+9.6%
-- Females	1,482	1,784	+20.4%
-- Total Households	1,453	2,057	+41.6%
-- Family	459	516	+12.4%
-- Nonfamily	994	1,541	+55%
-- Total Housing Units	1,765	2,244	+27.1%
-- Occupied Units	1,514	2,057	+35.9%
-- Vacant Units	210	187	-11.9%
-- Owner-Occupied	300	263	-12.3%
-- Renter-Occupied	1,214	1,794	+47.8%
-- Median Income	\$20,919	\$20,922	+0.01%



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1990

2000

-- Race

-- White	4,501	5,233	+16.3%
-- Black	3,219	2,873	-10.7%
-- American Indian	40	15	-62.5%
-- Asian Pacific	644	1,112	+72.7%
-- Hispanic	131	181	+38.2%
-- Mixed race		158	
-- Other	40	78	+95%

-- Population

Little Italy

Cleveland

-- 1950:	18,298	914,808	1.9% of pop.
-- 2000:	9,469	478,403	1.9% of pop.



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-- Population Age

-- Ages 0-9:	479
-- Ages 10-19:	1,916
-- Ages 20-29:	3,382
-- Ages 30-39:	917
-- Ages 40-49:	618
-- Ages 50-59:	471
-- Ages 60-69:	528
-- Ages 70-79:	599
-- Ages 80+:	756

-- Residents between the ages of 20-24 represent the group with the highest population in the neighborhood with 2,390 people.



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Mayfield Road, Little Italy's Main Street

Mayfield Road and the encompassing business district, represent Little Italy's front door to the community. Characterized by its unique and dynamic atmosphere, a walk along the street yields an array of scents wafting from the restaurants and cafes, the sound of music piped into the street from neighborhood stores and a colorful visual array of storefronts and people strolling up and down the street.

As a part of this planning process a group of Task Force members walked the length of Mayfield Road to analyze the various elements that make up its total composition. When a more critical look was taken at the streetscape many potential improvements were addressed in the resulting discussion.

Some of the comments include:

- Street trees line the length of the street, but are not at regular spacings and with little relation to their surroundings
- The sidewalk is in disrepair and feels narrow in places – especially where outdoor dining occurs
- The street lighting is directed towards the roadway and the automobile, with no attention paid to pedestrian lighting along the sidewalk
- There is a lack of plantings along the street
- Narrow alleys or walkways between the buildings are often used for garbage collection, and are unsightly
- An exorbitant number of valet zones exist along the street
- The utility poles and overhead wires are not pleasing to look at

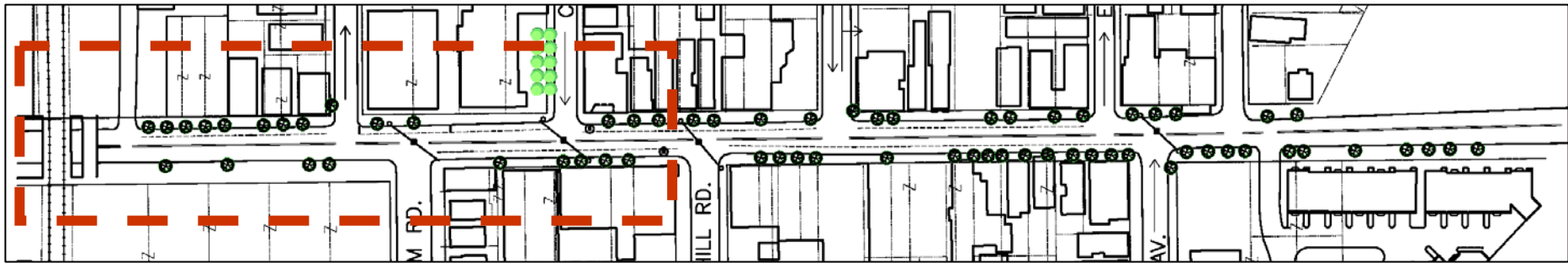
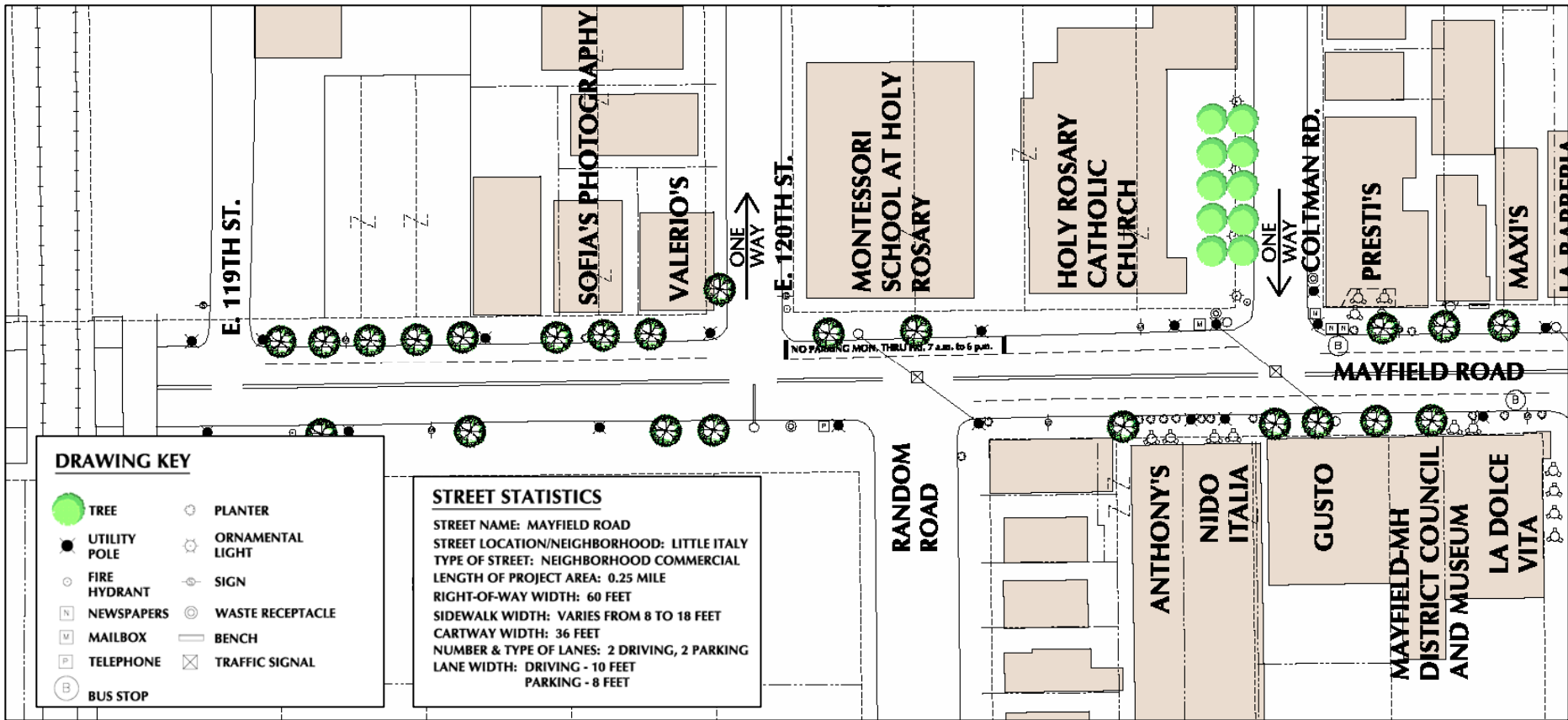
The following pages show the existing conditions along Mayfield Road. A detailed proposal for separate improvements will follow later in this report.



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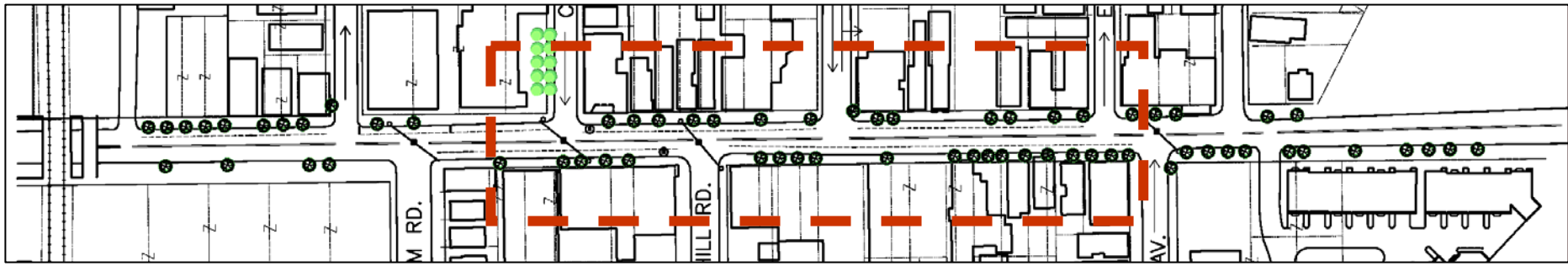
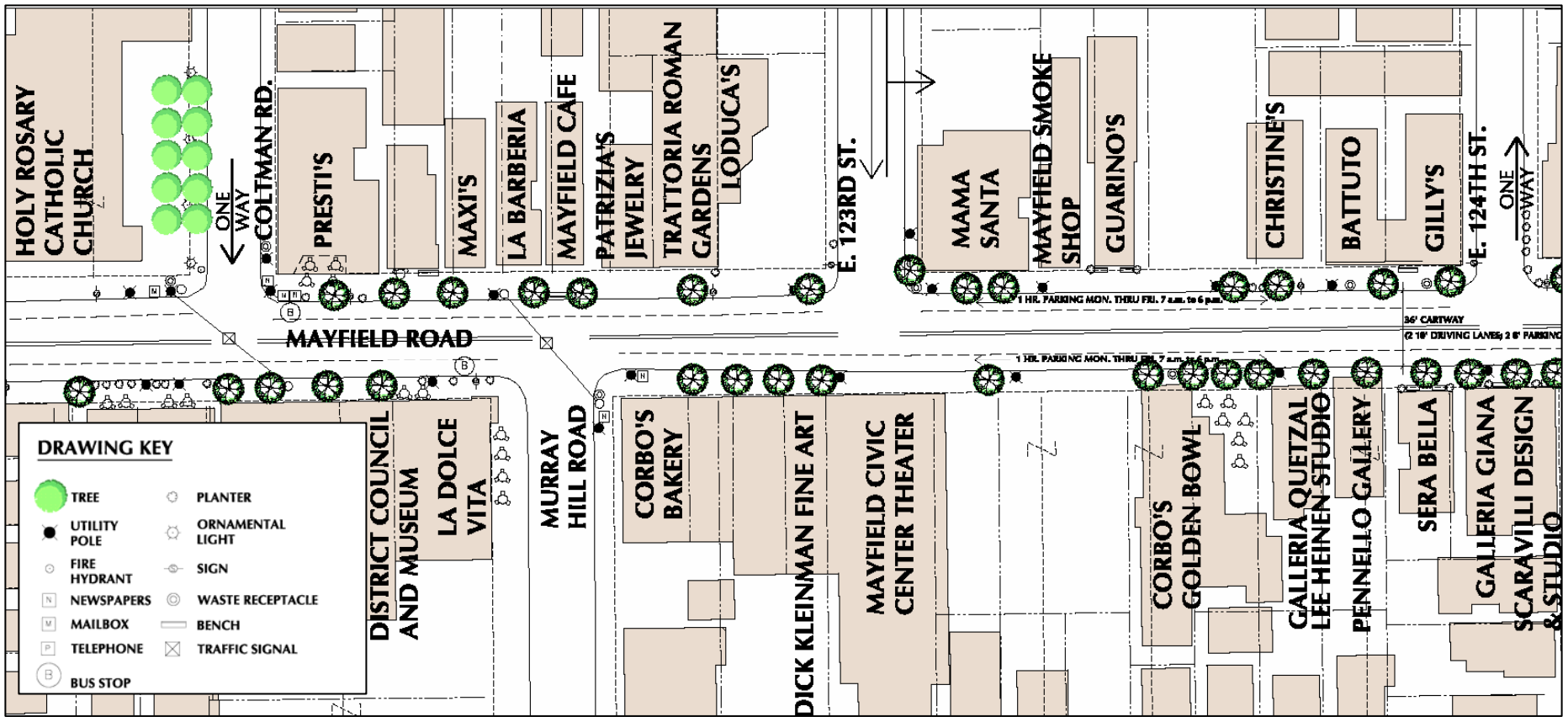




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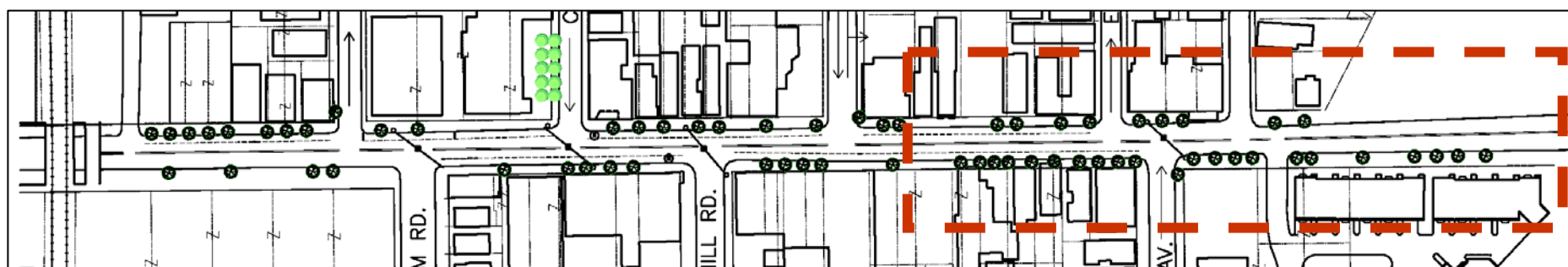
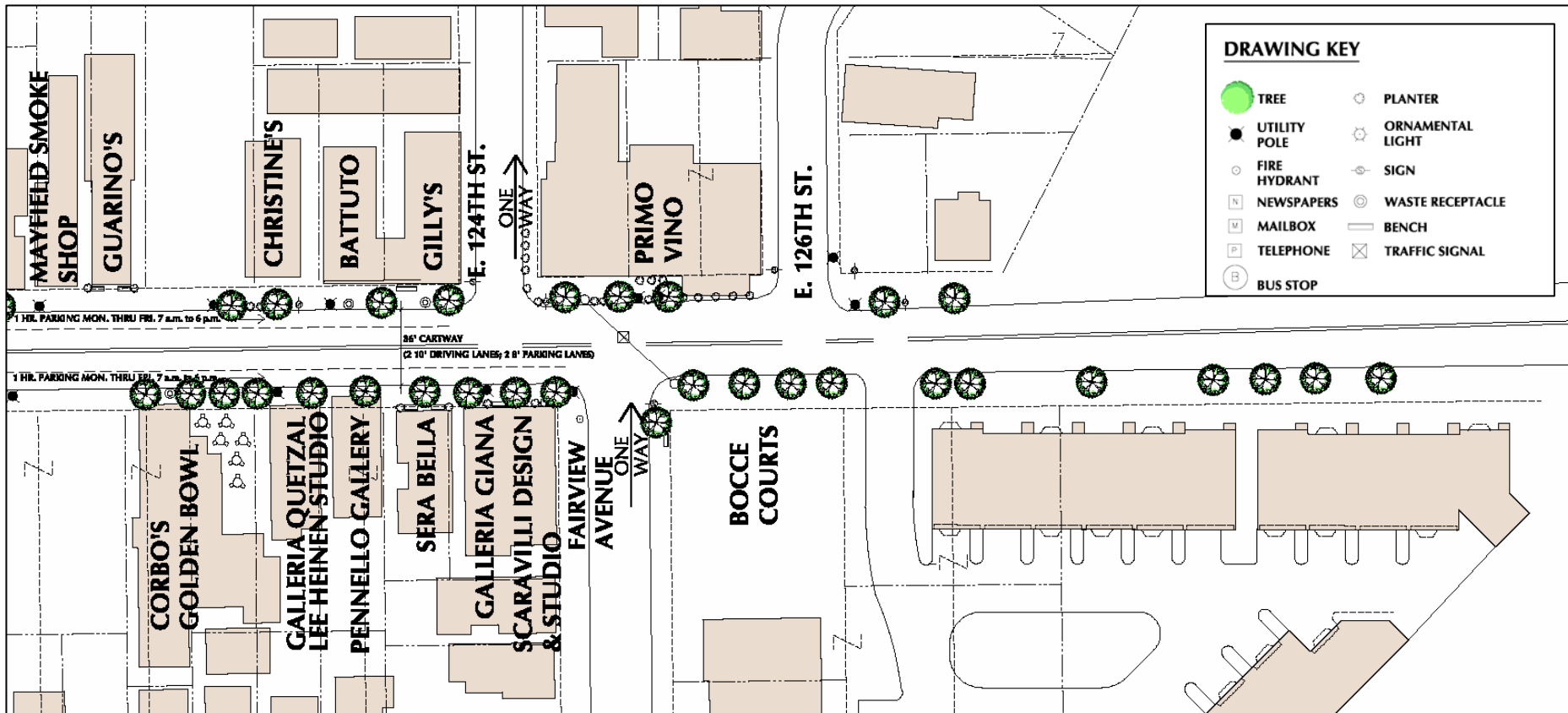




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Case Studies, Little Italy's Around the Country

To understand the potential opportunities that exist for the neighborhood, it is helpful to study examples of other successful places. In this master plan a series of Little Italy neighborhoods from around the country were analyzed, and compared to Cleveland's Little Italy. The study involved neighborhoods in cities of various sizes ranging from Boston's North End (the country's largest Little Italy), Manhattan (one of the most well known examples) to Wilmington, Delaware (a smaller city with a thriving Italian cultural district). The Little Italy neighborhood in San Diego is taking a particularly aggressive approach to redeveloping underutilized properties and promoting the neighborhood businesses and institutions.

Throughout the study a series of common characteristics became apparent that include:

- Extensive marketing of the neighborhood's unique character
- The creation and enhancement of existing public space
- The development of programming that promotes the ethnic diversity of the neighborhood as well as the attraction of consumers
- The renovation of existing buildings and construction of new buildings to expand the residential offerings within these urban neighborhoods

The following pages demonstrate a sampling of the neighborhoods studied, as well as examples of the various programs and initiatives that are being undertaken within them.



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Little Italys Around the Country



Toronto, Canada
Manhattan, New York
Brooklyn, New York
The Bronx, New York
Queens, New York
Boston, Massachusetts
Chicago, Illinois
Baltimore, Maryland
St. Louis, Missouri
Philadelphia,
Pennsylvania
San Diego, California
San Francisco,
California
Los Angeles, California
Wilmington, Delaware
New Orleans, Louisiana
Newark, New Jersey
Paterson, New Jersey

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Little Italy – Manhattan



Mulberry Street
 - Tree planting program
 - 36 new street trees
 - Extensive signage and business advertisement

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Little Italy – The Bronx



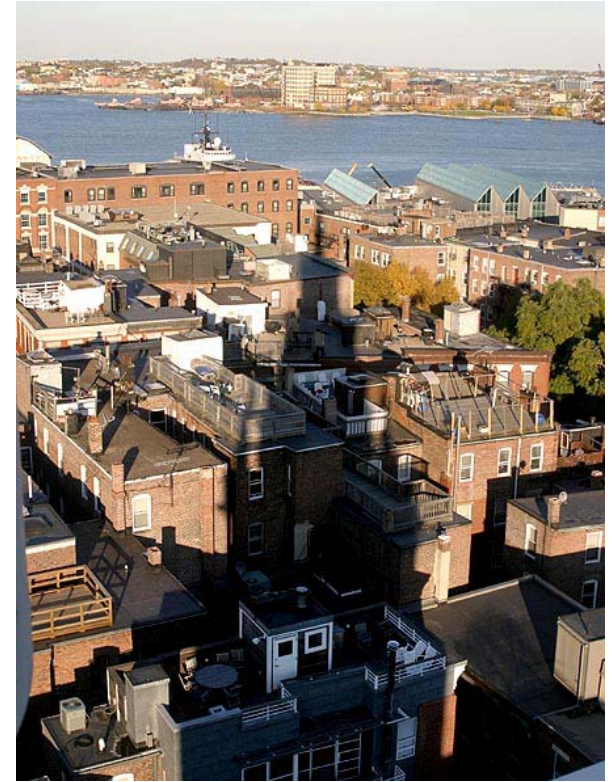
- Arthur Avenue Market
- The Belmont Italian

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Little Italy – Boston



- Fisherman's Feast
- Feast of the Assumption
- New Urban Terraces and urban housing

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Little Italy – Baltimore



- Friday night cinema al fresco
- St. Anthony Festival – June
- St. Gabriel Festival – August
- Taste of Little Italy – September



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Little Italy – Wilmington, Delaware



- New gateway arch
- St. Anthony's Festival
- June
- Community Clean-up
- Streetscape project
 - \$3 million investment
 - public art – arch

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Little Italy – San Diego



- Construction of Piazza Basilon (\$350,000)
- Fir Street streetscape
- Veteran's Memorial
- Fountain
- Flags, gardens, benches
- Festa
- Holiday tree lighting
- Art Walk
- Chalk la Strada
- Hotels and inns
- New live/work lofts, lofts, and 200 apartment building
- Alfa Romeo car show
- Bocce Tournament



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Little Italy – San Diego



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Community Meeting Number 1 – Break-out Group Feedback

The preceding information, “Understanding Our Neighborhood,” was the topic of the first community meeting for the Little Italy Master Plan. At the conclusion of a presentation of this material the attendees broke into smaller discussion groups and were asked to answer the following questions:

- What do you feel are the strengths of the Little Italy neighborhood?
- What are its weaknesses / challenges?
- What would make Little Italy a better place to live, work, shop, etc.?
- What things might be considered in this planning process to stabilize, strengthen and enhance the Little Italy neighborhood?

Based on the community’s answers to the previous questions a series of “top priorities” were established. The full list of comments can be read in the Appendix to this document.



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Our Top Priorities

- A strong sense of community and culture exists in Little Italy which must be preserved and enhanced.
- Through a mixture of code enforcement and zoning changes the upkeep of property, buildings, streets and sidewalks must be addressed
- The perception of Little Italy as a safe/secure neighborhood is essential to its survival.
- Parking has become a problem throughout the neighborhood. A comprehensive strategy should be developed that will meet the needs of residents, visitors, businesses and students.
- The filling of vacant properties, buildings and storefronts is essential in creating a seamless community.
- Affordable family housing should be developed within the neighborhood as one method to promote an increase in the percentage of owner-occupied housing.
- Carefully planned and programmed green space opportunities should be explored as part of the plan.
- A set of streetscape standards should be developed for Mayfield Road.
- Neighborhood identity should be strengthened through a variety of means, such as signage.
- The uniqueness of the neighborhood and its various attractions and businesses should be marketed throughout the region.



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Discovering Neighborhood Potential



Opportunities for Change

District Analysis

Within the context of the second community meeting the Little Italy neighborhood was subdivided into a series of smaller districts to be analyzed by groups of neighborhood residents in attendance. Two groups also focused on the broader issues of housing (both new and renovated) and parking considerations within the neighborhood.

Each of the districts fall primarily along commercial / business corridors and the places in which they transition into the surrounding residential streets. For each the character of the district was first discussed in terms of its existing land-use and building stock. This included areas in which recent investment was taking place through building renovations and new construction.

Districts were then reviewed in terms of their redevelopment opportunities, with particular attention placed on vacant / underutilized parcels and buildings, parking lots, and properties where land-use adjacencies come in conflict with one another.

The idea of sustainability became the primary theme of this working group session, and was defined through the meeting using the following quotes:

- *“Sustainable development meets the needs of the present without compromising the ability of the future generations to meet their own needs”*
 - United Nations World Commission on Environment and Development
- *“Certain places, through the peculiar combination of physical, cultural, and perhaps, spiritual characteristics, inspire people to care for their community. These are the places where sustainability has the best chance of taking hold.”*
 - Martin Muscoe, “A Sustainable Community Profile,” from Places Magazine, Winter 1995



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Each group was then asked to consider the planning districts in terms of the following concepts, and asked to recognize:

- the neighborhood and its sustainable future
- how we make decisions for the common good
- it's okay to consider things on other people's property
- big ideas – now's the time to think out of the box
- and respect the past, while anticipating the future
- we're all in this together...we share this neighborhood, this city, this world.

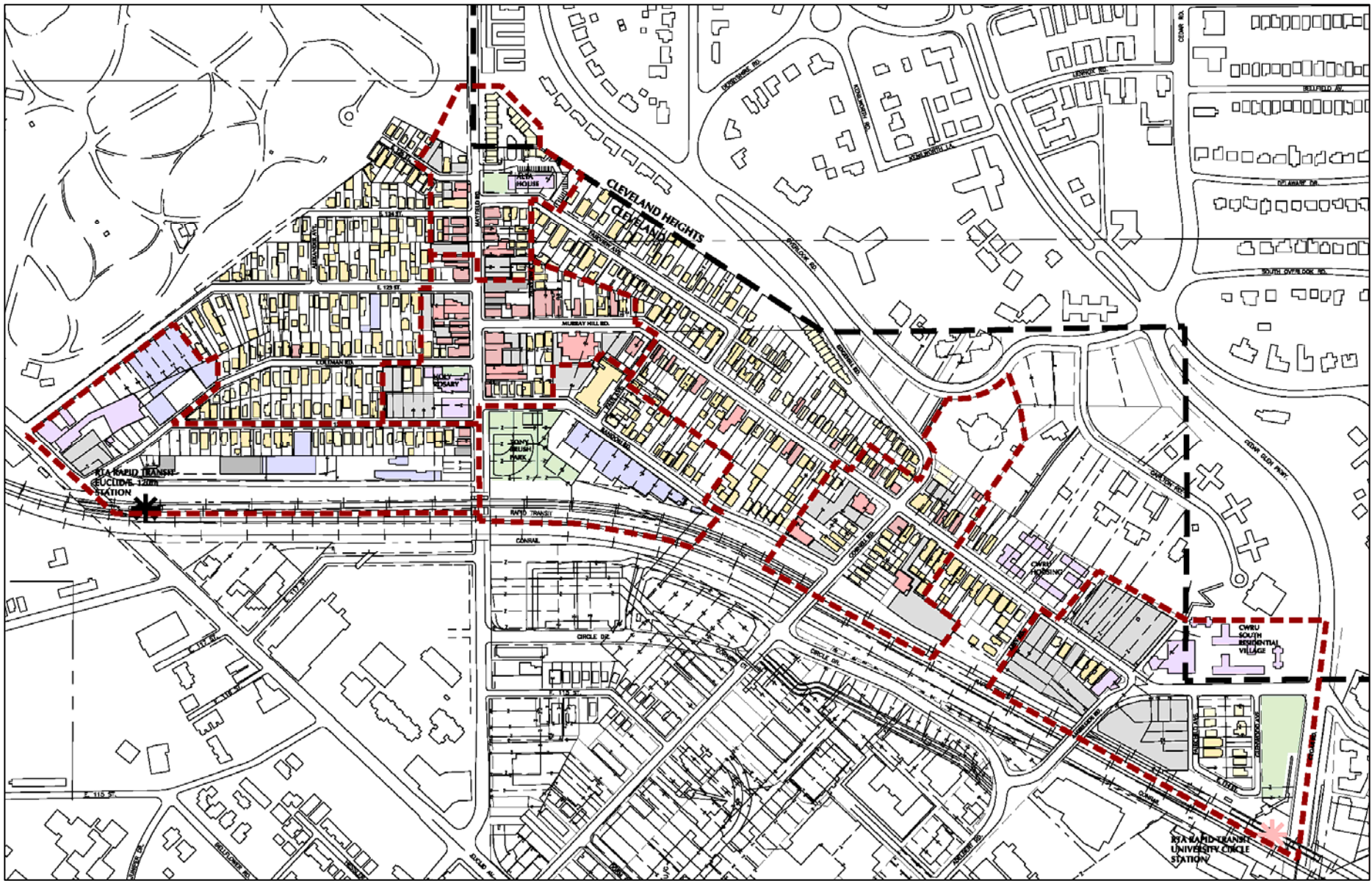
The following pages demonstrate the study districts, as well as the resulting comments used to guide the development proposals outlined within this master plan.



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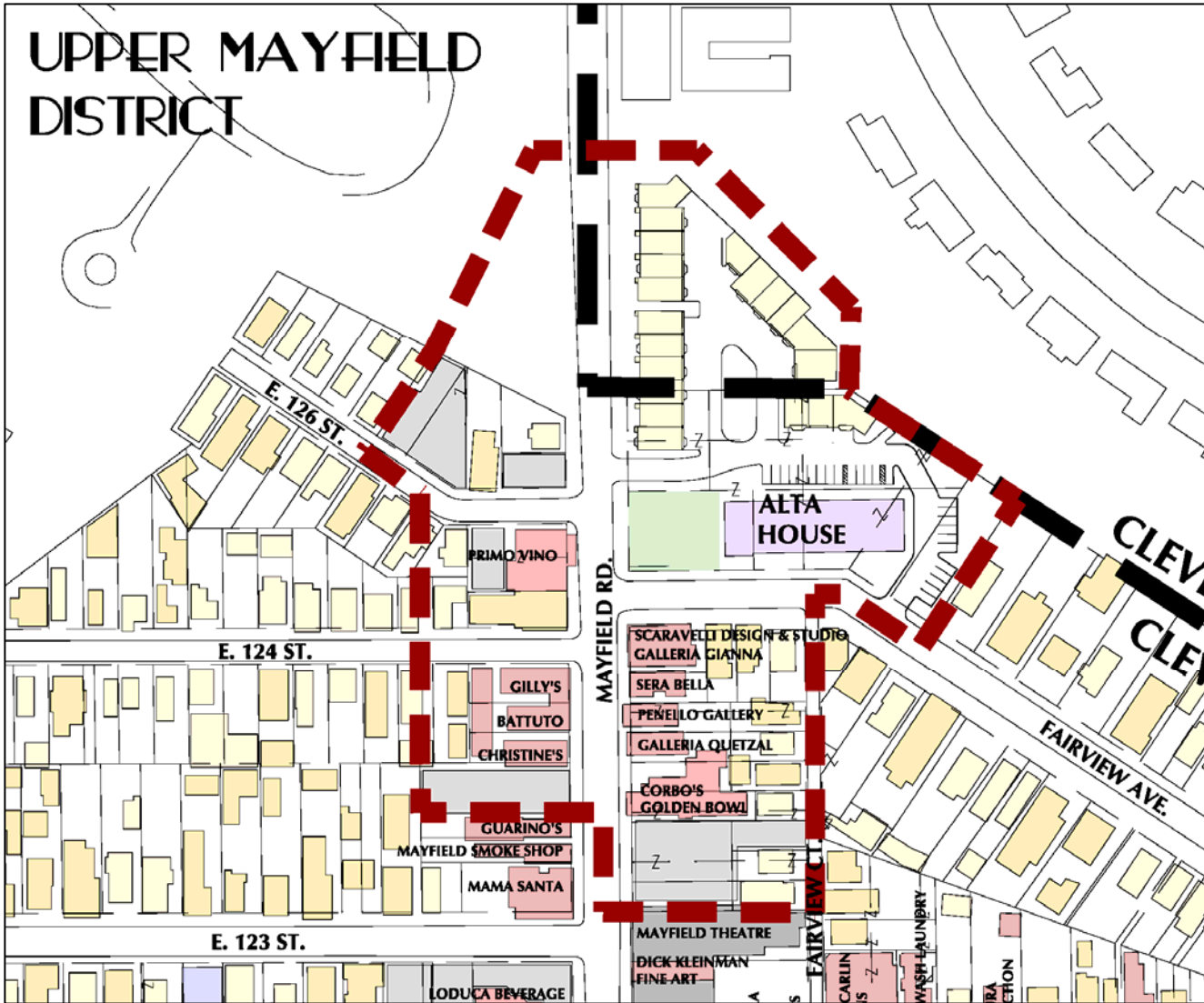


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UPPER MAYFIELD DISTRICT



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Community Meeting 2: Upper Mayfield Break-out Group Discussion Synopsis

- The garages that line the hill from above in Cleveland Heights are not an attractive gateway into the neighborhood. We could:
 - Plant street trees
 - Add pedestrian lights
 - Repair the cemetery wall
 - Put lights in the tree
- Other gateway features could include a clock, fountain, and old style light fixtures. These light fixtures could possibly resemble old style gas lights that would give off a different color glow.
- Many of the storefronts along Mayfield Rd. could have bigger windows to interact with and enliven the street more. Paper coverings on existing windows should be taken down.
- Parking strategies:
 - UCI should help to alleviate congestion – possibly by providing some kind of trolley service
 - A parking deck could be considered for the Corbo's parking lot
- Yes, there should be guidelines/standards for storefronts.
 - Hose down sidewalks in front of buildings
 - Possibly change the texture/paving to give individuality to each store
 - Trash containers must stay behind buildings until trash day
- Traffic management must be addressed along Mayfield Rd.
 - Block off Mayfield Road from all traffic – pave in cobblestones
 - Eliminate on-street parking to expand sidewalks and allow for outdoor displays
 - Add more crosswalks
- Outdoor movies could be projected against the walls of the Alta House
- A space should be created where musical performances can occur – possibly create a dedicated structure.



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Community Meeting 2: Lower Mayfield / Murray Hill Break-out Group

Discussion Synopsis

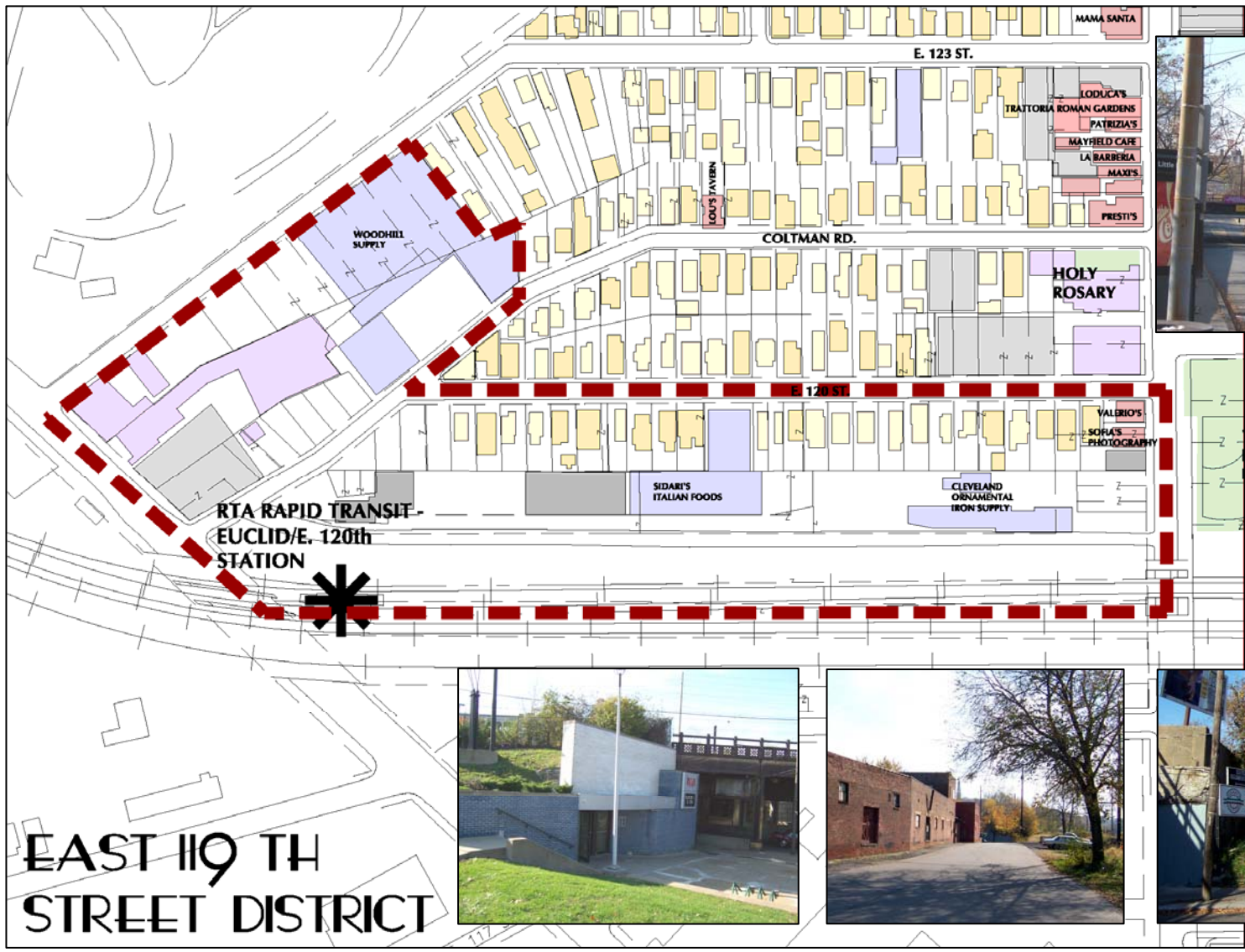
- The Mayfield Road streetscape could be enhanced by:
 - Lighting trees
 - Adding more trash receptacles
 - Placing flower boxes in the windows
 - Placing benches along the street
 - Building an archway at the beginning and end of the street
 - Requiring proper and regular maintenance of the street
- A turning arrow should be added to the traffic light and Mayfield and Murray Hill.
- At certain times traffic along Mayfield Road should be rerouted, parking along the road should be eliminated (necessitating other arrangements be made), and the road should be transformed into a pedestrian street with a piazza in the center.
- Signage should be designed to display alternate routes for traffic to flow through the neighborhood.
- Empty sidewalks should be revitalized, dressed up, and regular maintenance required.
- The current businesses are appropriate, but could be supplemented with:
 - Travel agencies
 - Banks
 - Pharmacy
 - Dry Cleaners
 - Grocery Store
- The Mayfield Theatre could be converted to:
 - An indoor market
 - A community theatre with live performances
 - An educational facility – partnered with the museums and schools in University Circle
 - A new home for the CIA Cinematheque
- An under ground parking deck could be created below the Holy Rosary parking lot.
- Basic storefront standards should be written to address safety and sanitation.
- Pedestrian activity is limited along Murray Hill Road and could be improved by:
 - Creating better lighting
 - Placing lights in the street trees
 - Maintaining clear sidewalks for safety in the winter months – possibly heated



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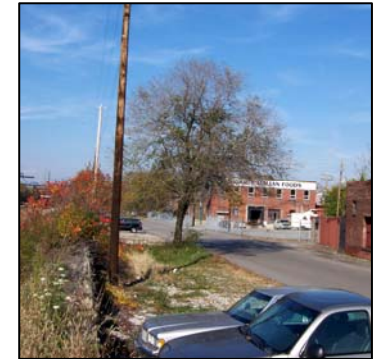
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Community Meeting 2: East 119th Street Break-out Group Discussion Synopsis

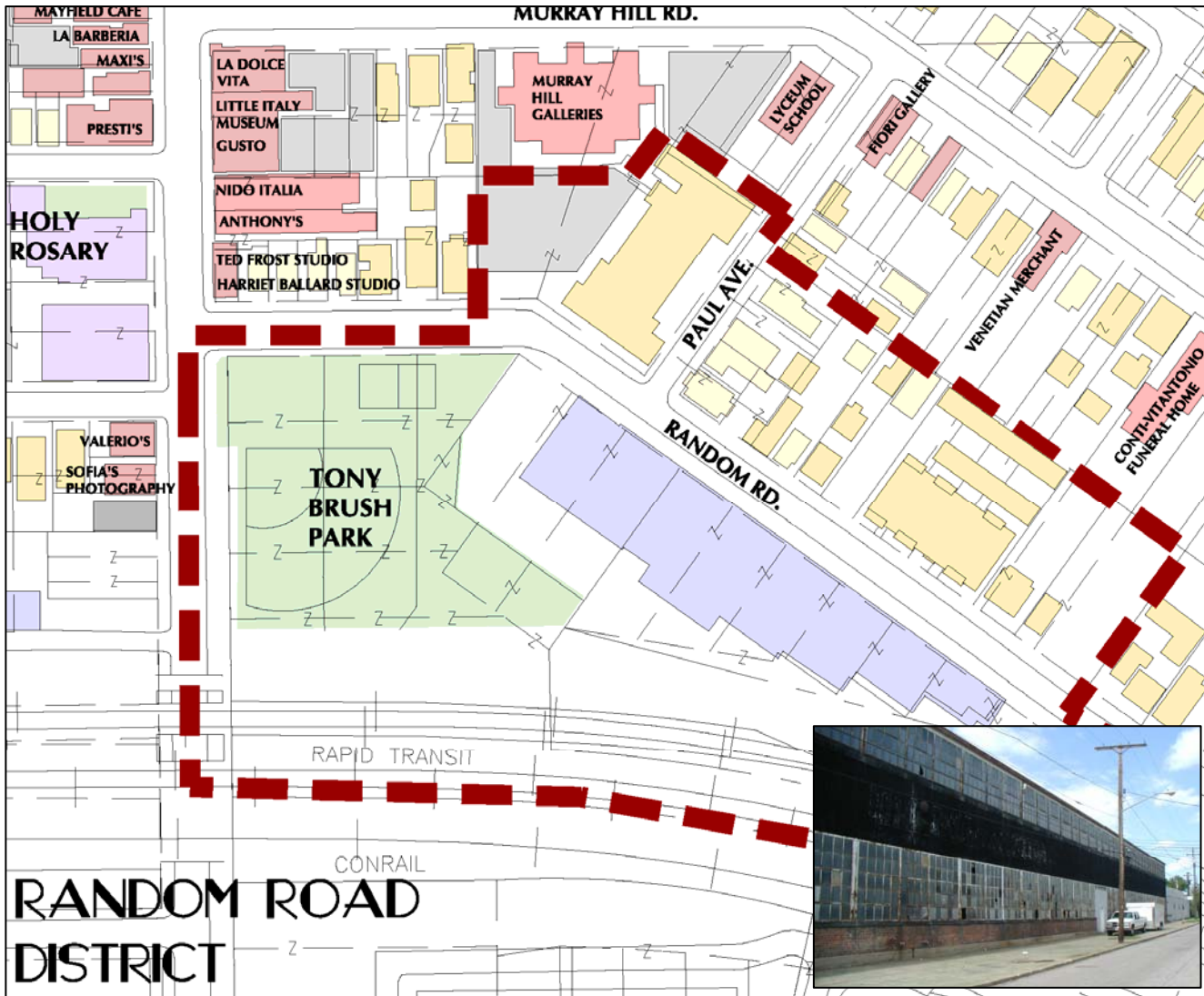
- It would be good to relocate the RTA stop so that it can be accessed by both CIA students and the neighborhood, preferably with entrance on either side of the tracks.
- Possible uses for the district could include:
 - Market
 - Bank
 - Pharmacy
 - Dry cleaner
 - Housing (condos and townhomes)
- The district should be rezoned for height restrictions
- East 119th Street should become a dedicated street – talk to City and railroad about this.
- A parking garage could be located adjacent to the railroad bridge.
- Any new development must provide for its own parking.
- Something must be done to improve the drainage at the railroad overpass. It floods too often.



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Community Meeting 2: Random Road Break-out Group Discussion Synopsis

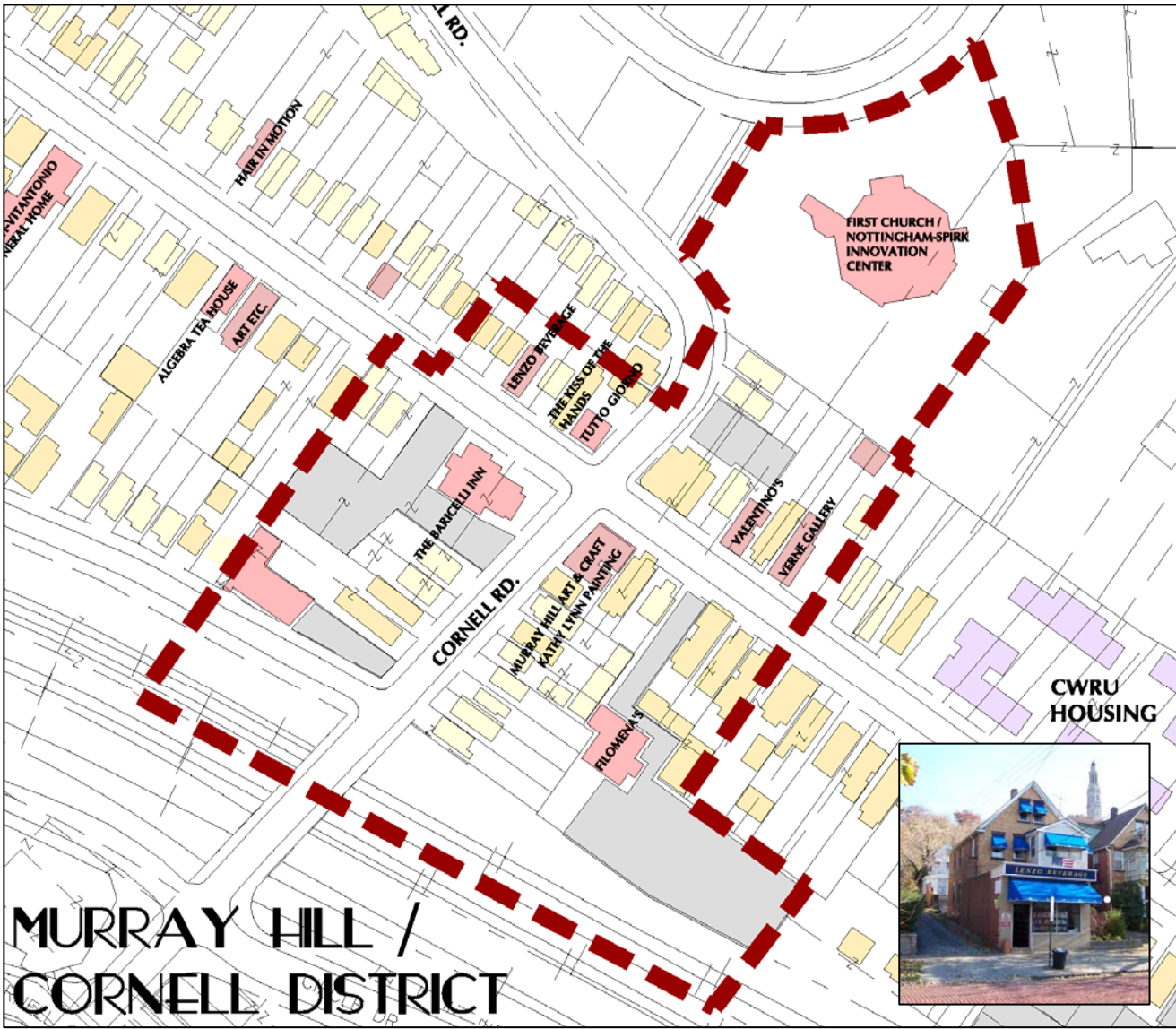
- The gateway to the neighborhood is marked by the railroad bridge. However, the bridge is:
 - Prone to constant flooding – needs better drainage
 - Not safe
 - Lit Poorly
 - Unattractive
- Improvements to the overpass could include:
 - Lower the elevation of the street
 - Possibly eliminate the bridge
 - Beautify the area through the addition of signage and lighting
 - Improve communication with the railroad
 - Rebuild the walls/structure and ensure continued maintenance
 - Fix the sidewalks under the bridge
- Elements to that could improve this gateway to Little Italy could include:
 - Another mural on the bridge, as well as its general beautification
 - New signage and lighting – possible historic looking gas lamps
 - Increase the amount of space dedicated to banner that will identify this as an entrance to the neighborhood
- Possible improvements to Tony Brush Park could include:
 - Making the park a venue for community events – could include a gazebo, outdoor movies, and concerts
 - Modernize the playground
 - Program the activities within the park to allow it to be multifunctional and support a wide group of ages
 - Other uses could include a wading pool and a farmers market
 - Utilize all unused land around the edges of the park
 - Close Random Road between Paul and Mayfield to increase the size of the park
 - Create a group to work with the Montessori School, Little Italy Redevelopment, and the City to manage and program the park
 - Work with Parks and Recreation to get money for improvements
- The group was pleased with the current proposal for the reuse of the Singer Steel building.
- The railroad tracks should be utilized as a gateway into Little Italy, and green space would be an appropriate use to be placed along the edges of the tracks to act as a buffer for the neighborhood.
- Some members of the group felt that the Random Road Lofts are too dense and too tall for the street.



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Community Meeting 2: Murray Hill / Cornell Break-out Group

Discussion Synopsis

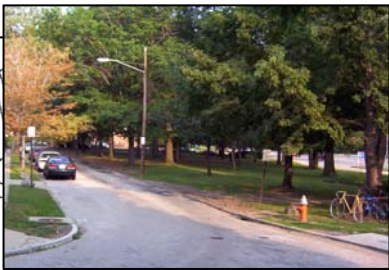
- It was believed that the original Italian residents of the neighborhood should be involved in promoting the strengths of the neighborhood.
- The Theresa's building could be an Italian Cultural Center to celebrate theatre, the arts, and Italian music.
- Streetscape elements such as better signage and graphics, street lighting, and hanging baskets should be incorporated to strengthen the district as a gateway and unify the neighborhoods on either side.
- A manned Visitor's Center booth could be created at Cornell and Random Roads.
- A multi-level parking deck could occur either behind Valentino's or in the Filomena's parking lot.
- The railroad property should be cleaned up and lined with decorative fencing, vegetation, and new trees.
- An Italian themed trolley-bus service should run from various parking lots to the business districts.
- The people of the neighborhood make the community. Both the residents and visitors to the neighborhood should be welcomed, respected, and work to control litter and vandalism.



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UNIVERSITY /
CEDAR DISTRICT

RTA RAPID TRANSIT
UNIVERSITY CIRCLE
STATION

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Community Meeting 2: University / Cedar Break-out Group Discussion Synopsis

- The group felt that green space was good for the neighborhood, and that Ambler Park should be retained as green space.
- New housing should be targeted at young families, and should be priced to accommodate these new potential residents.
- It is believed that new housing within the neighborhood is targeted at too high a price point.
- Case Western Reserve University should be involved in the economic redevelopment of this portion of the neighborhood and should contribute to the funding of projects.
- Absentee landlords and building code enforcement is a big concern for this district to preserve the small amount of original housing that is left in the area.
- This group believes that a bandstand could be developed at Tony Brush Park.
- A better streetscape and more signage opportunities would be helpful to unite this district with the rest of Little Italy.
- Underground parking opportunities could be explored within redevelopment projects.



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Community Meeting 2: Housing Break-out Group Discussion Synopsis

- Companies like Sherwin Williams could start an "adopt a neighborhood" program that would provide incentives for rehabilitation of older housing.
- A regular and systematic inspection process should be implemented to control the upkeep of various properties, particularly targeting rental units.
- Code enforcement has not been effective so far, and consequences for negligence should be developed as a method of dealing with this problem.
- Deteriorated buildings and houses should be torn down and replaced with new housing options.
- City Hall must play a key role in the development and enforcement of building codes and standards.
- Green space within the neighborhood, such as Tony Brush Park and Ambler Park, should be preserved and enhanced.
- Guidelines should be developed for the Historic District to ensure properties remain well kept.
- The continued clean up of properties on East 119th and East 120th Streets should be pursued and new housing be developed on the land.
- Parking in the Singer Steel Building and the development of new housing across Random Road should incorporate "old world charm."
- New housing should be targeting the 25-40 year old segment of the population that are first time home owners.
- There is no current accommodation for affordable senior housing within the neighborhood.
- We must rely on and promote the attractions of the neighborhood and its surroundings to draw new families to the neighborhood, the school system's reputation will do this.
- New housing must be "affordable" to a broad spectrum of the population.
- A dual use, live/work housing option could be very well suited to this neighborhood.



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Community Meeting 2: Parking Break-out Group Discussion Synopsis

- A parking garage could be constructed on the back lot of Tony Brush Field, and possibly connect with a relocated RTA station to act as both an amenity for the neighborhood and as a money maker for the RTA as a park and ride lot during the day.
- Parking could be created by utilizing the space above the railroad tracks to create multi-story decks at the Cornell and Ambelside bridges.
- Business needs could be consolidated to free up space to construct a multi-level parking structure to serve the immediate business district.
- We should encourage the railroad to develop parking along East 119th Street and along the tracks. City backing would be beneficial to accomplishing this.
- The East 120th Street RTA Station could be moved closer to Mayfield Road and incorporated into a parking/transportation hub.
- In the short term:
 - There should be an increase in the enforcement by CWRU, UCI, and the City of Cleveland to stop violators in the residential parking zones.
 - Parking for business patrons and visitors to the neighborhood could be accommodated in the CWRU lots along Mayfield (across from Abington Arms) with an ethnically-inspired shuttle service between the lot and the business district.
- The neighborhood should work with Case Western and University Hospital to develop an overall parking strategy for the area that will accommodate the needs of everyone.
- Parking could be developed on the site of the deteriorated houses along Murray Hill Road near Mayfield Road.



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Task Force Planning Recommendations

Following the second community meeting, a Task Force meeting was held to review the information gathered throughout the planning process. Their comments, along with those gathered at the first and second community meetings, formed the basis upon which the development plans in the following section were generated. The following is a synopsis of key issues and concerns identified at that meeting.

PUBLIC SPACE FOCUS GROUP

STREETSCAPE

- Eliminate electric poles and overhead wiring.
- Utilize pavers in the streetscape that could have exposed aggregate, and consider scoring the concrete sidewalks differently.
- Eliminate parking along Mayfield Road between E123rd and Coltman to allow room for a left turn lane onto Murray Hill.
- Provide electricity to the trees along the street for special lighting.
- Create a planting strip or tree lawn along Murray Hill to replace the concrete strip that exists now.
- Bump out curbs at the corners of the side streets and Mayfield Road for expanded sidewalk area.
- Accentuate crosswalks with special pavers and illumination.
- Maintain and preserve brick streets within the neighborhood.
- Establish a truck delivery zone.
- Establish a standard to screen alleys between buildings (ornamental gates, fences, etc.)
- Provide street furniture such as trash receptacles, recycling bins, bike racks, uniform planters and other amenities.
- Add hanging baskets, poles for banners and uplights in the tree pits.
- Open up vacant storefronts and storage spaces along Mayfield. (Murray Hill to the theater)
- Consider angled parking along Random Road facing Tony Brush Park.



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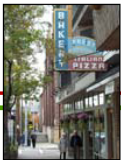
- Bump out the curb at both ends of the handicapped zone in front of the church.
- Run a cobblestone strip in the street along the edge of the curb.
- Create standards for outdoor patio seating.
- Develop a different way to approach signage – not on a post. (Add business signage)

TONY BRUSH PARK

- Expand the park to incorporate the East End Woodworking site into the design.
- Design the park to function as a community gathering space.
- Keep a baseball diamond, but decrease its size.
- Eliminate the basketball courts.
- Incorporate new adult uses/activities along the street edge.
- Provide new playground equipment and play space.
- Incorporate new lighting throughout the park for evening use.
- Include bocce courts that are visible from the street.
- Provide an outdoor space for entertainment, such as a gazebo.
- Relocate Columbus statue to park to tie in with an educational / neighborhood history theme.

AMBLER PARK

- Provide a new gateway element at the corner to announce the entry to Little Italy.
- Introduce lighting and benches into the park space.
- Provide bocce courts.
- Allow park to operate as an activity center for the neighborhood where special events could occur (weekly farmers market, craft show, etc.)
- Reconfigure sidewalks throughout park to improve use and accessibility.



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PARKING FOCUS GROUP

RESIDENTIAL PARKING

- Enforcement is the key to solving parking problems. Violators should be towed, not ticketed.
- Increase the price for residential permits.
- Make it more difficult to obtain official residential parking permits.
- Permits should be permanently affixed to the car, should have the license plate number and should change color every year.
- Renters in the neighborhood should be required to have their landlords verify the validity of the application, proving the necessity of the permit.

COMMERCIAL PARKING

- Install parking meters along Mayfield Road, with 15-minute meters where appropriate.
- Provide stickers to Montessori School employees to ease the transition between daytime and evening (paid) use of the church's parking lot.
- Consolidate valet areas on Mayfield to two zones along the street – one at each end of the commercial district.
- Organize the Merchant's Association to work with a single valet company for the neighborhood.
- Consider using Singer Steel, the vacant Woodhill Supply lot and a designated section of the church parking lot for valet parking areas.
- Utilize the vacant Hemisphere property for temporary valet parking.
- Provide metered, head-in parking abutting the railroad tracks on East 119th for business patrons and visitors.
- Construct a parking garage at East 119th Street and Mayfield Road.



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DEVELOPMENT FOCUS GROUP

- The RTA should move the rapid station closer to Mayfield Road.
- A new station house should work in conjunction with a new parking garage at East 119th Street and Mayfield Road (market for park and ride to tie the neighborhood to rest of the city).
- Keep affordable housing in the neighborhood for older residents.
- Consider affordable senior housing at the Woodhill Supply or Hemisphere sites.
- Clean up UCI, Woodhill Supply and Hemisphere properties to create a positive gateway to the neighborhood.
- Consider a new commercial use at the Corbo's parking lot and Mayfield Theater to include retail at the street level, parking behind and residential above.
- We must make significant changes to blighted areas.
- Investigate an addition to Sidari's along East 119th Street to allow the eventual redevelopment of the East 120th Street property into residential.
- Redesign Tony Brush park to act as a stronger gateway to the neighborhood.
- Incorporate parking for the University RTA stop into new developments on Case lots at the corner of Murray Hill and Adelbert.
- Consider a mixed-use building adjacent to the Barricelli Inn with retail, parking and residential.



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The background image shows a city street scene. On the left, there are trees and a utility pole with signs. In the center, a tall vertical sign reads 'BAKE' in white letters on a blue background. To its right, a rainbow-colored archway contains the word 'REST' in white. Below the archway, a sign for 'PIZZA' is partially visible. The street is paved, and a few people are walking in the distance. The overall scene is bright and clear.

Proposing Neighborhood Initiatives

The Emergence of a Sustainable Future

Priorities / Planning Principles

To guide the development of this master plan, a series of priorities and planning principles have been established by the Master Plan Task Force and the Little Italy Redevelopment Board in response to the community's feedback. **The following statements serve as the basis for the development of a vision for the future of Little Italy.**



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Recommended Principles to Guide the Plan and the Neighborhood

The neighborhood agrees that:

- It is critical to preserve and enhance the strong sense of community, heritage and culture that exists in Little Italy.
- Parking is a problem throughout the neighborhood. A comprehensive strategy should be developed to provide additional public parking wherever possible that will meet the needs of residents, visitors, businesses, and students. The University should provide parking for their faculty and students on existing university owned property within Little Italy.
- Through a mixture of code enforcement, rehabilitation and zoning changes the upkeep of property, buildings, streets, and sidewalks must be addressed in accordance with guidelines.
- Vacant buildings and storefronts need to be filled to create a seamless and vibrant community, and reduce signs of neglect.
- The perception of Little Italy as a safe/secure neighborhood is essential to its survival.
- Neighborhood identity must be strengthened through a variety of means, such as signage, public art, defined gateways, etc.
- Carefully planned and programmed green space opportunities are an important part of the neighborhood's livability.
- A set of streetscape standards must be developed for Mayfield Road to beautify the street while enhancing the pedestrian experience.
- New development should respect the scale, character and quality of the neighborhood.
- Diverse housing opportunities should be developed within the neighborhood as one method to promote an increase in the percentage of owner-occupied units and provide for a variety of price points, lifestyle options, and age groups.
- Development opportunities should be studied for either side of the railroad overpass along Mayfield Road to better link Little Italy with its surrounding neighborhoods.
- The surface parking lots owned by Case Western Reserve University along Murray Hill Road should be considered for redevelopment in a way that is beneficial to, and not adverse to, the neighborhood and its parking needs.
- As a Historic Landmark District designated by the City of Cleveland, new development and rehabilitation within the neighborhood must follow guidelines established by the Landmarks Commission.



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Development Opportunities

A series of initial design proposals for the neighborhood master plan were developed by the planning team in accordance with the directives of the community participants, the Little Italy Master Plan Task Force and the Little Italy Redevelopment Corporation Board. These initial proposals were presented in a third community meeting, at which point the attendees were given the opportunity to make comments and suggestions. A summation of the community comments can be found in the appendix to this report. Proposed development schemes were then modified per the recommendations of the community, the Task Force, and the Little Italy Redevelopment Board, and presented in our fourth and final community meeting. The plan proposals included within this document reflect the modifications made for the fourth community meeting. Finally, prior to inclusion in the final master plan each proposal was reviewed and approved by the Little Italy Redevelopment Corporation Board.

The following demonstrate a series of proposals for property identified as having redevelopment potential. The planning studies included within this section represent a minimal amount of disruption to the existing neighborhood. The proposals lie mostly around the periphery of Little Italy, in places where the neighborhood edge is beginning to break down. It is the recommendation of the planning team to encourage continued renovation of the existing housing stock, and to promote an increase in owner-occupied housing. The following redevelopment initiatives have been developed to build upon and strengthen the characteristics of Little Italy that have made it a unique and thriving neighborhood. These proposals are consistent with the principles previously described and represent the exciting potential that exists for focused and complementary neighborhood growth.

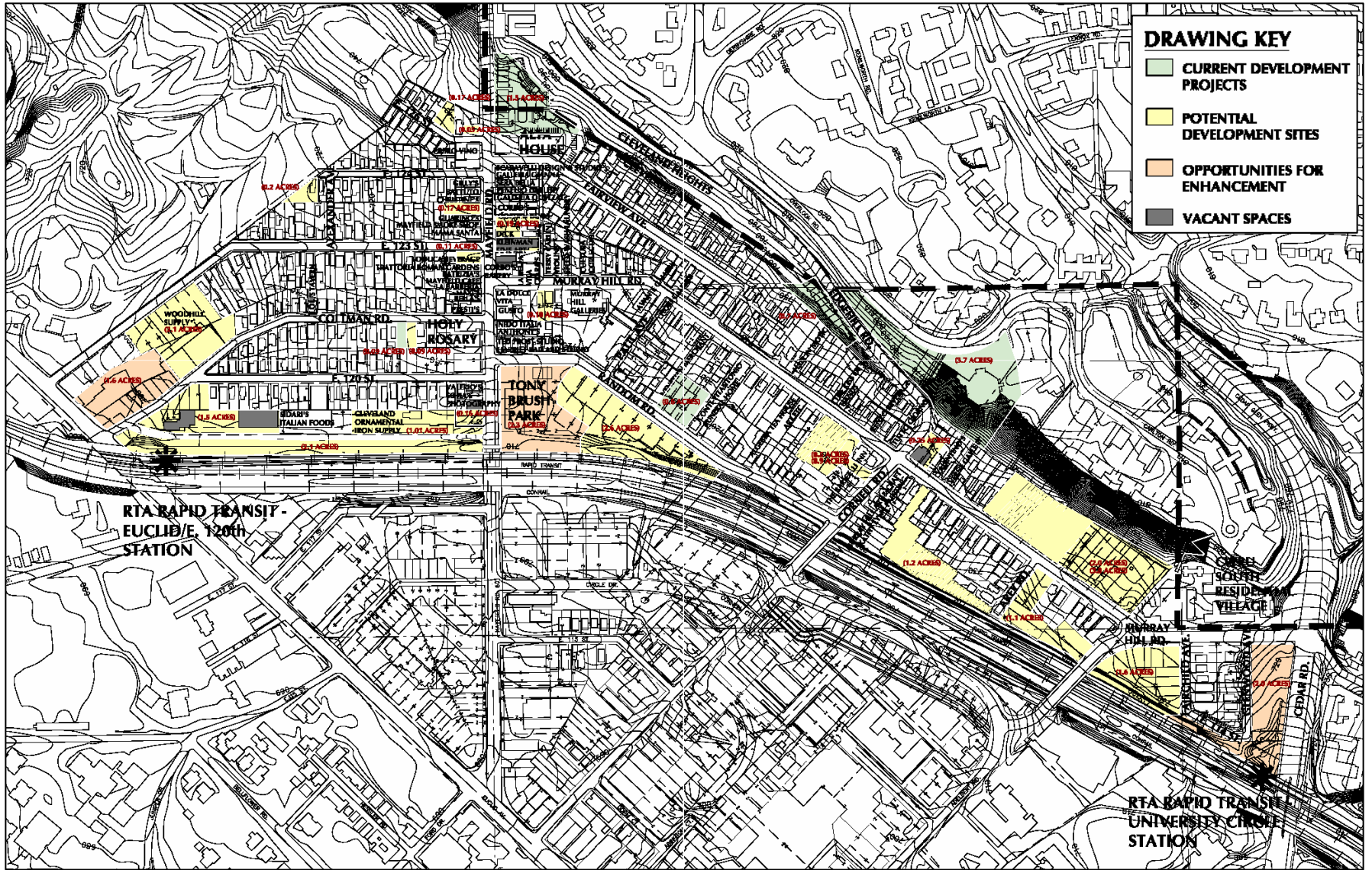
For each of the following development proposals, information has been provided on existing property conditions and context followed by proposed designs and imagery demonstrating successful projects of a similar nature.



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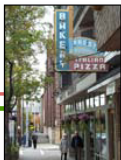
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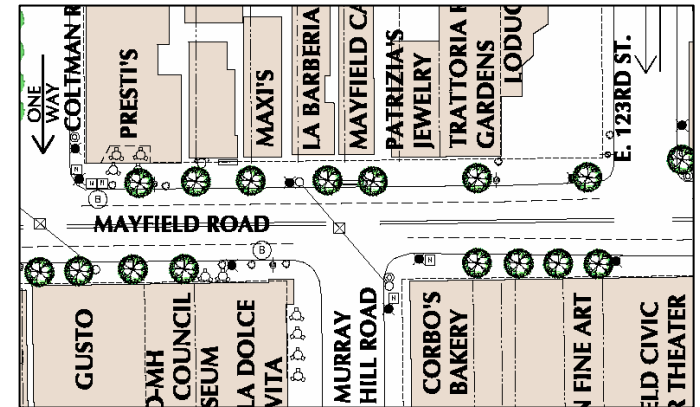
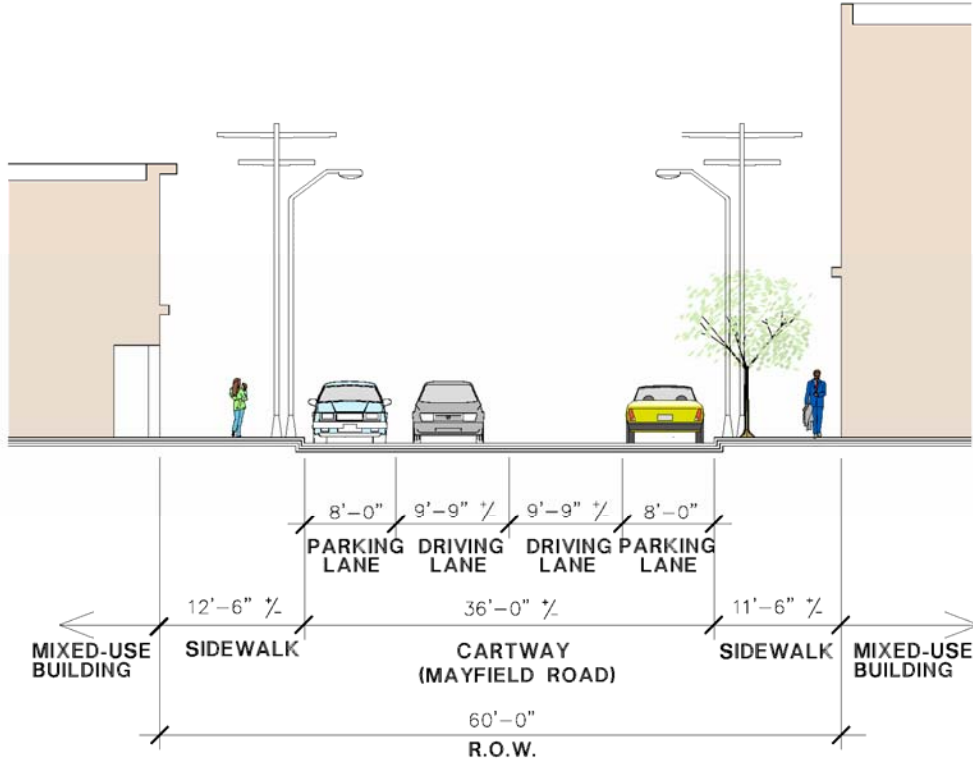


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Mayfield Road Streetscape



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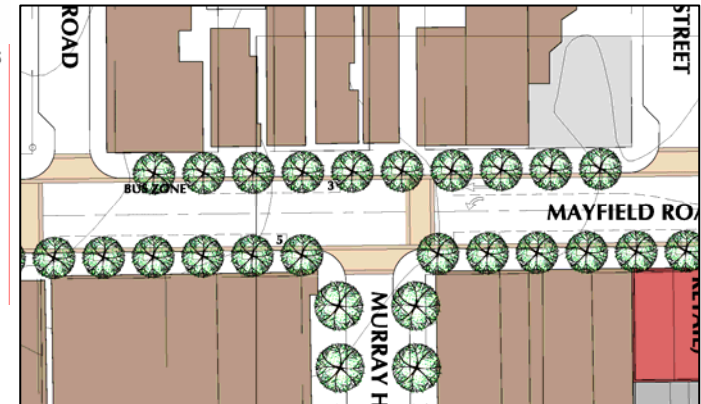
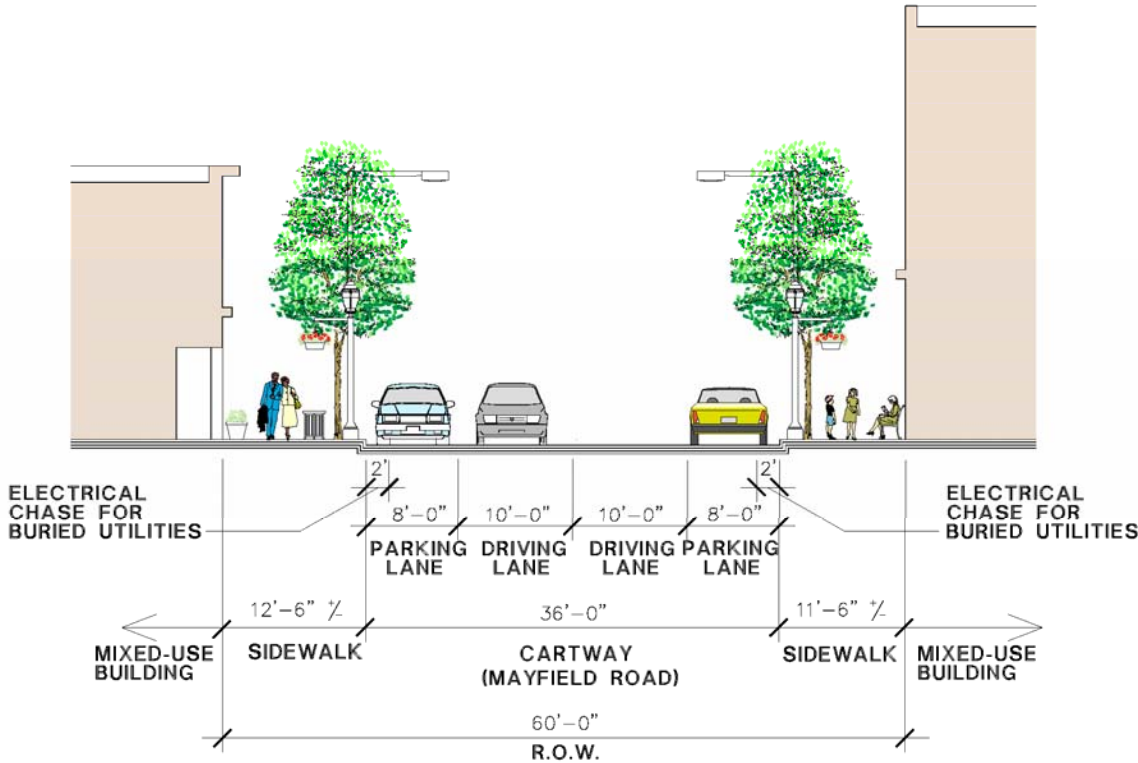
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Mayfield Road Streetscape

- Complete street and sidewalk reconstruction
- New street trees to be planted along entire length of street
- Intersections to be narrowed at cross streets
- New pedestrian style lighting to be added
- Utilities to be buried along street edge with special paving along the curb edge and in cross walks
- Fencing to screen alleys between buildings



City Architecture

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Mayfield Road Streetscape Examples



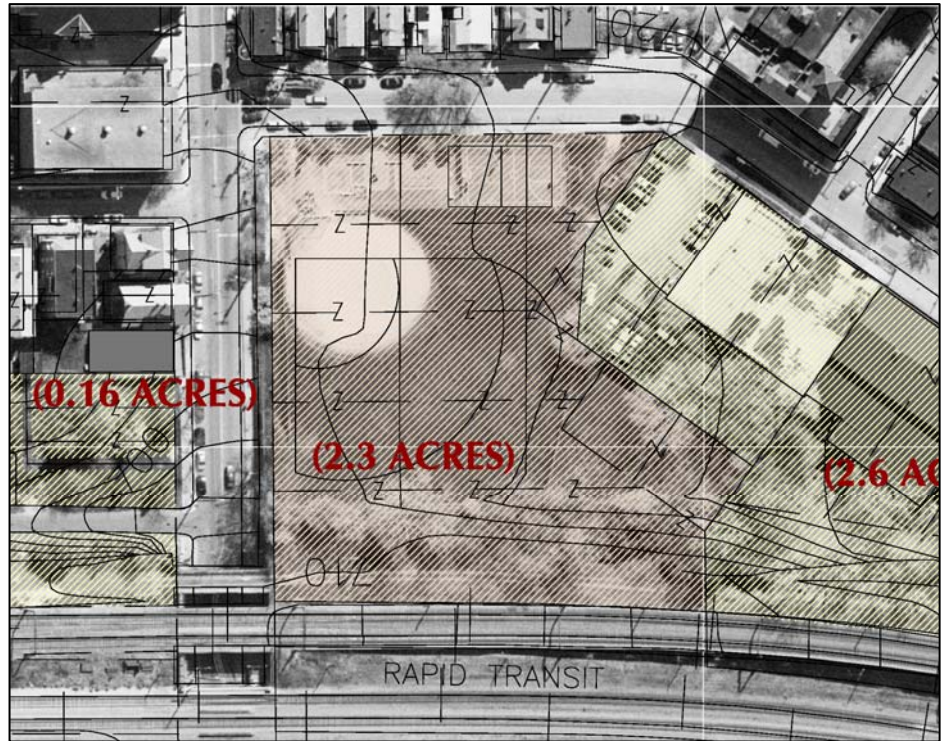
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Tony Brush Park

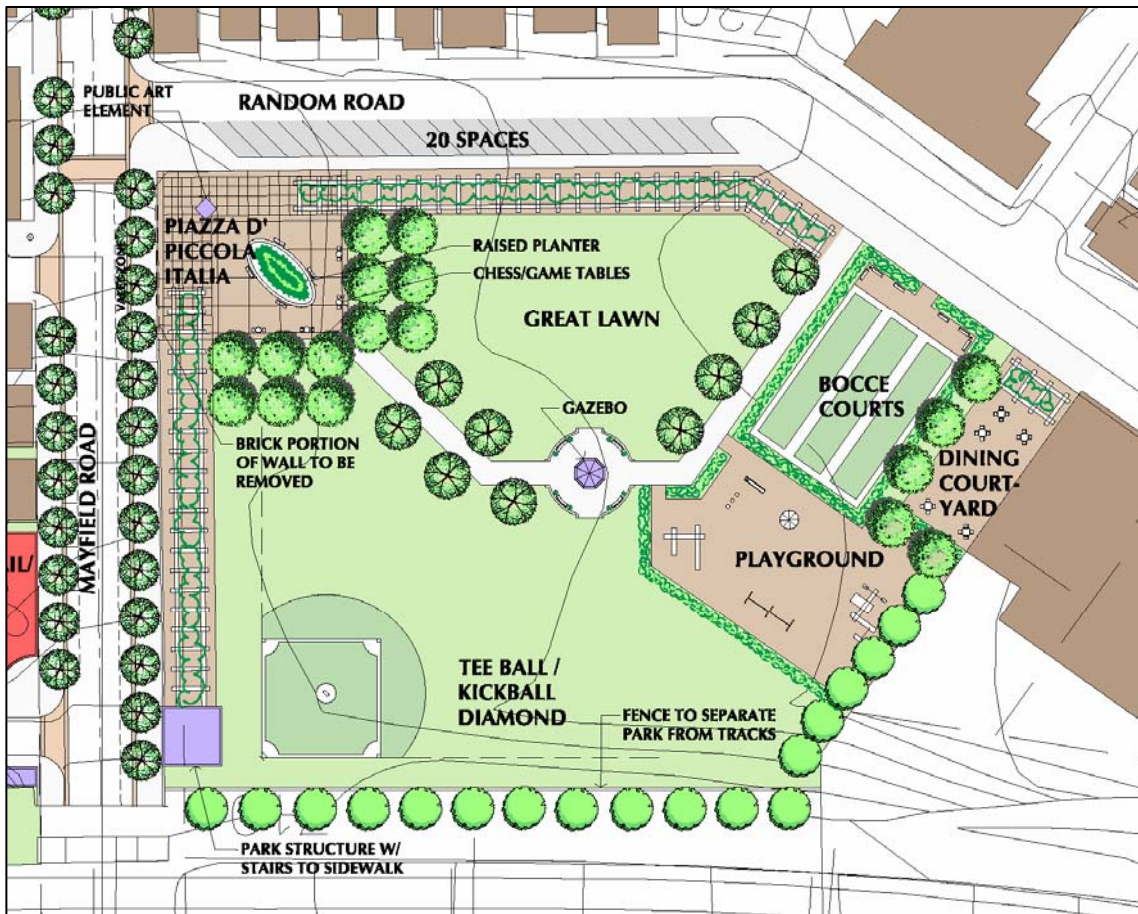


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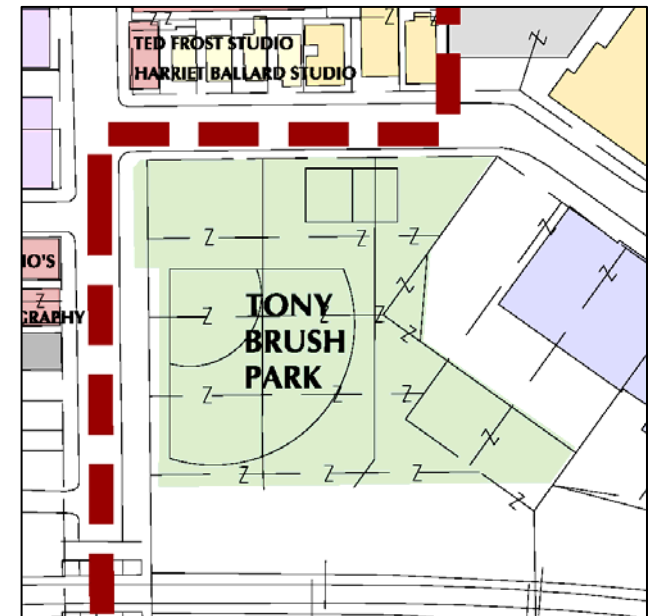




- New gazebo and great lawn for outdoor performances
- New bocce courts and outdoor dining courtyard
- New children's tee ball diamond and playground

Tony Brush Park

- Park expansion to include the East End Woodworking property
- New piazza space at the intersection of Mayfield and Random Roads with a public art element, raised planting beds, and chess tables
- Grape arbors to line park edges



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Tony Brush Park Examples

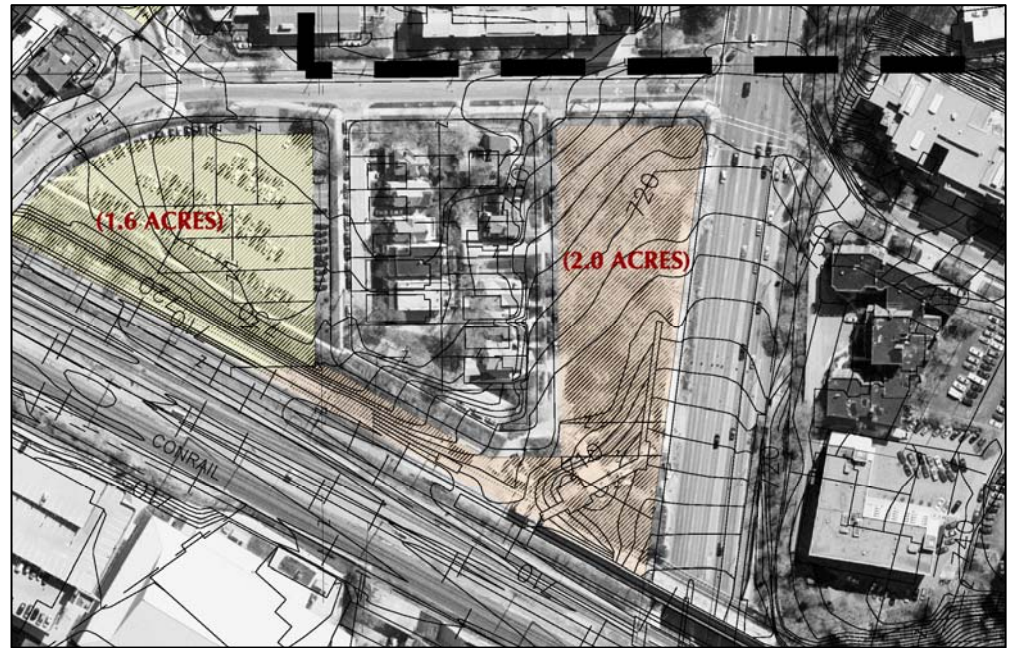


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Ambler Park



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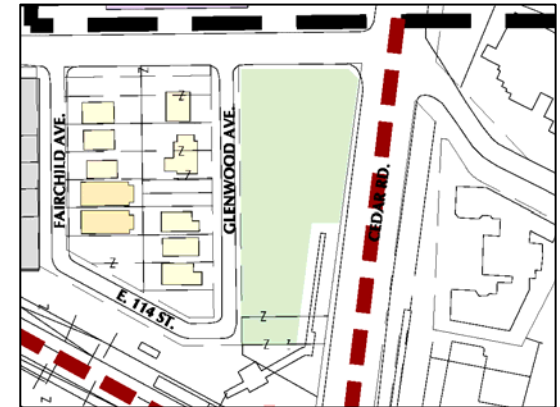
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Ambler Park

- New Little Italy Neighborhood historical / special events park
- 23 new head in parking spaces that can be used for an outdoor market
- Kiosk/monuments depicting the history of Little Italy
- A range of outdoor spaces, activity and seating areas
- Renovated RTA station to include outdoor plaza and arbor at drop-off road
- New public bocce courts



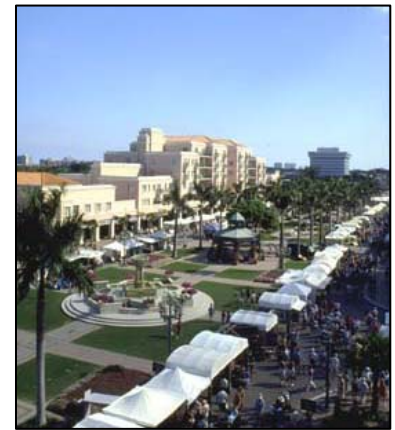
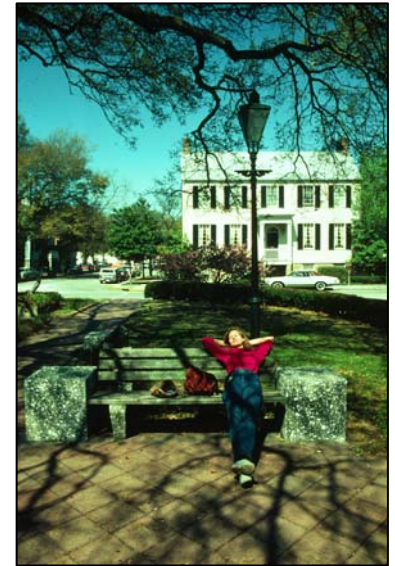
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Ambler Park Examples



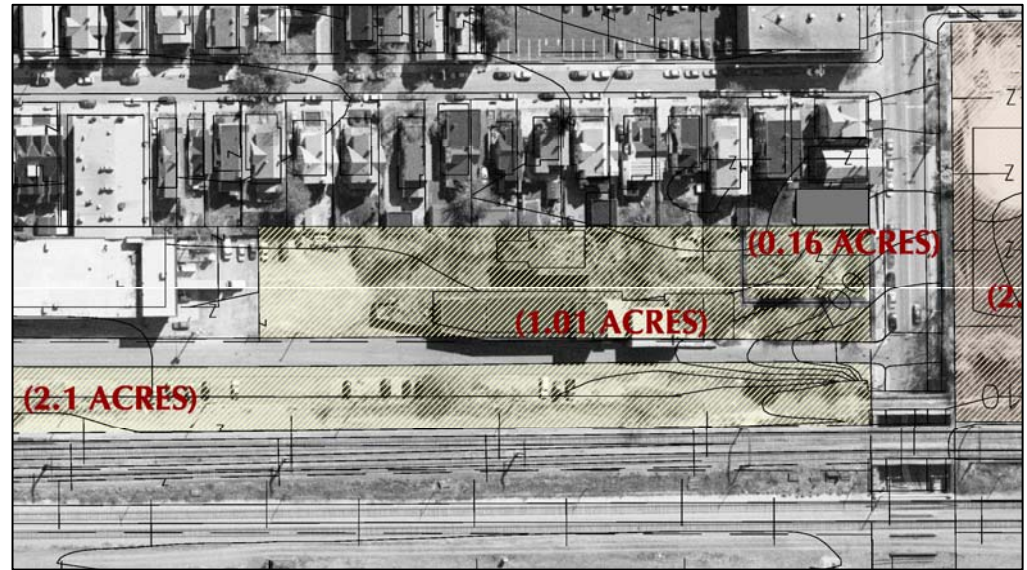
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Mayfield Rd. Retail Development



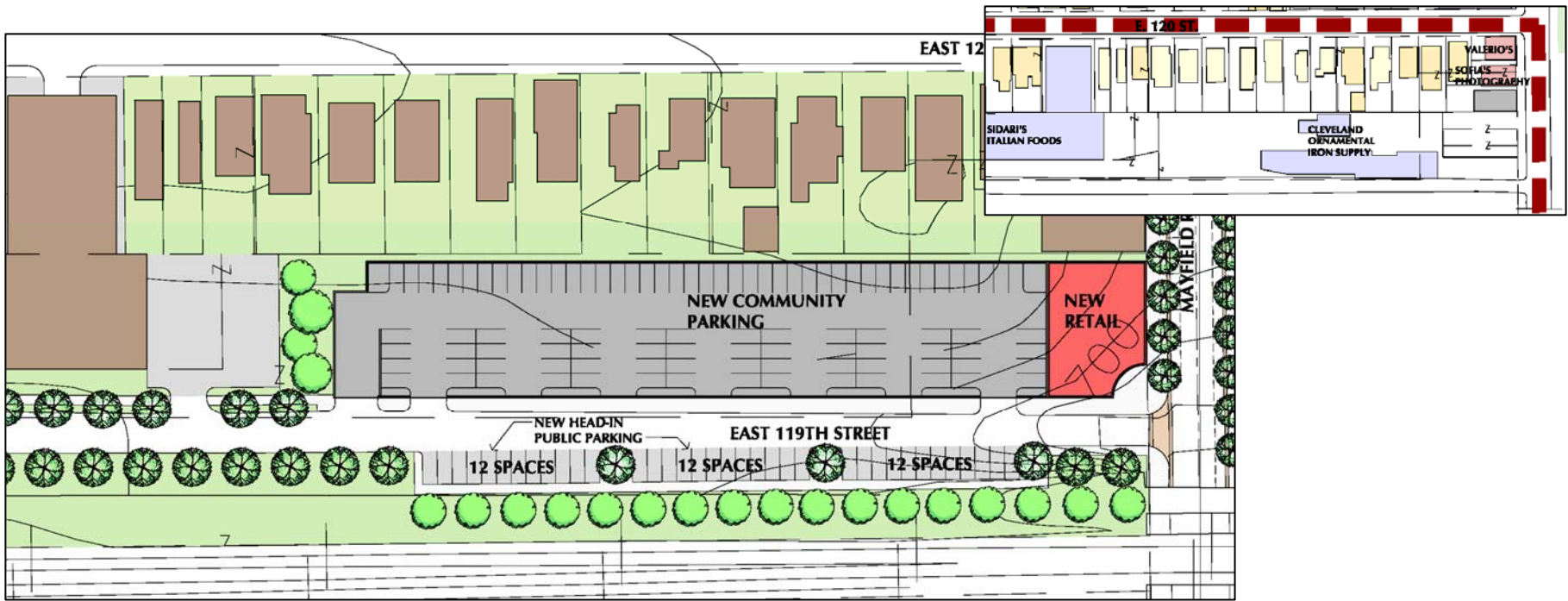
City Architecture



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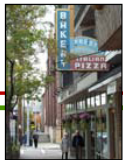
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Mayfield Rd. Retail Development

- New 4,600 s.f. Mayfield Road commercial space
- New community parking
- New E119th St streetscape with new metered parking spaces



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Mayfield Rd. Retail Development – Development Examples



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Corbo's Parking Lot / Mayfield Theatre



City Architecture

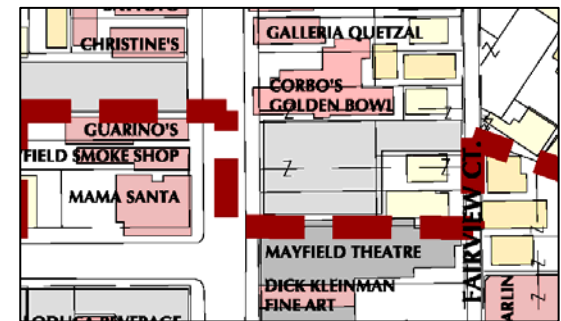
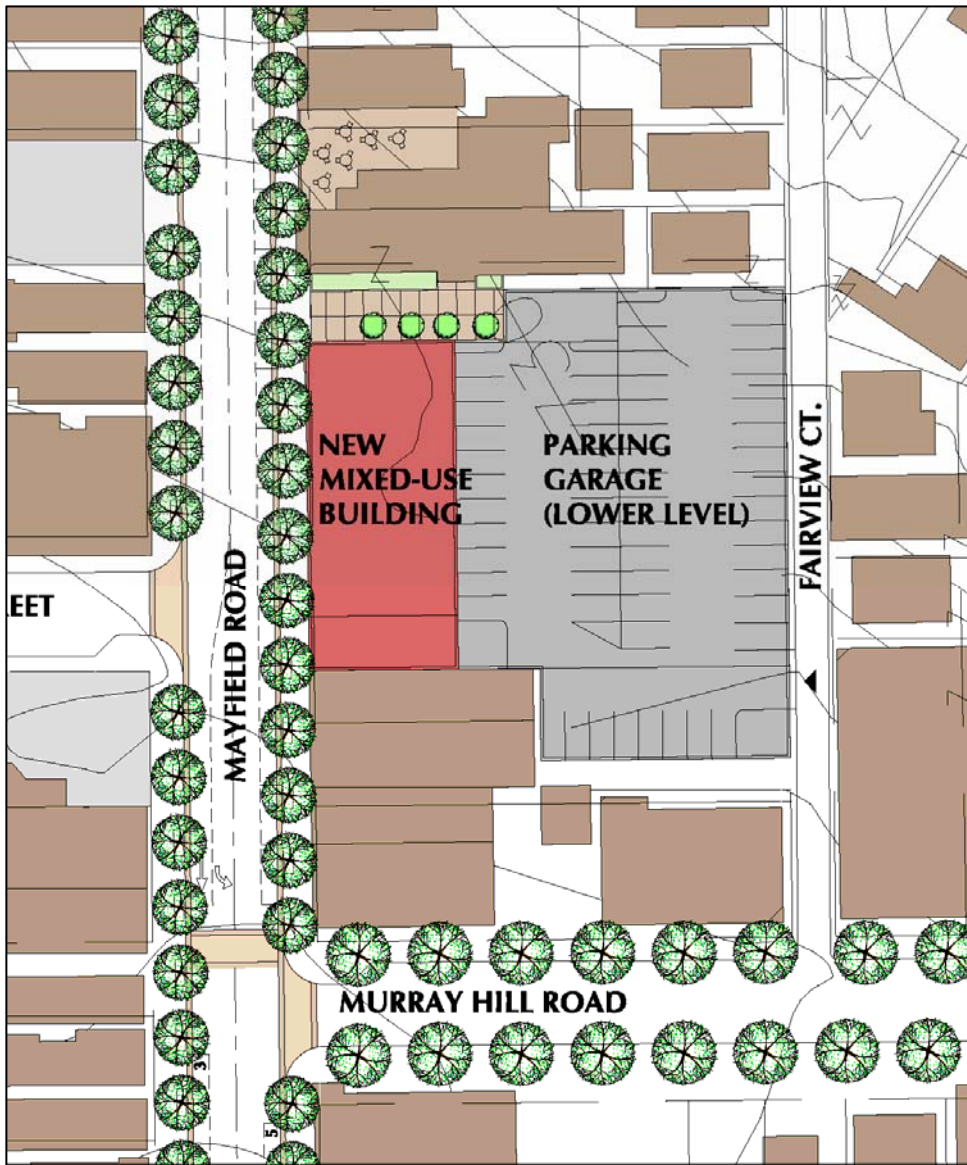
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Corbo's Parking Lot / Mayfield Theatre

- Maintain historic theatre marquee and portions of the façade
- A new mixed-use building containing new retail space along Mayfield Road
- New residential apartments above retail
- A new parking garage accessed from the rear with spaces for residents, Corbo's, employees of local businesses, and visitors
- A new entry garden court for Corbo's Golden Bowl and the new parking garage



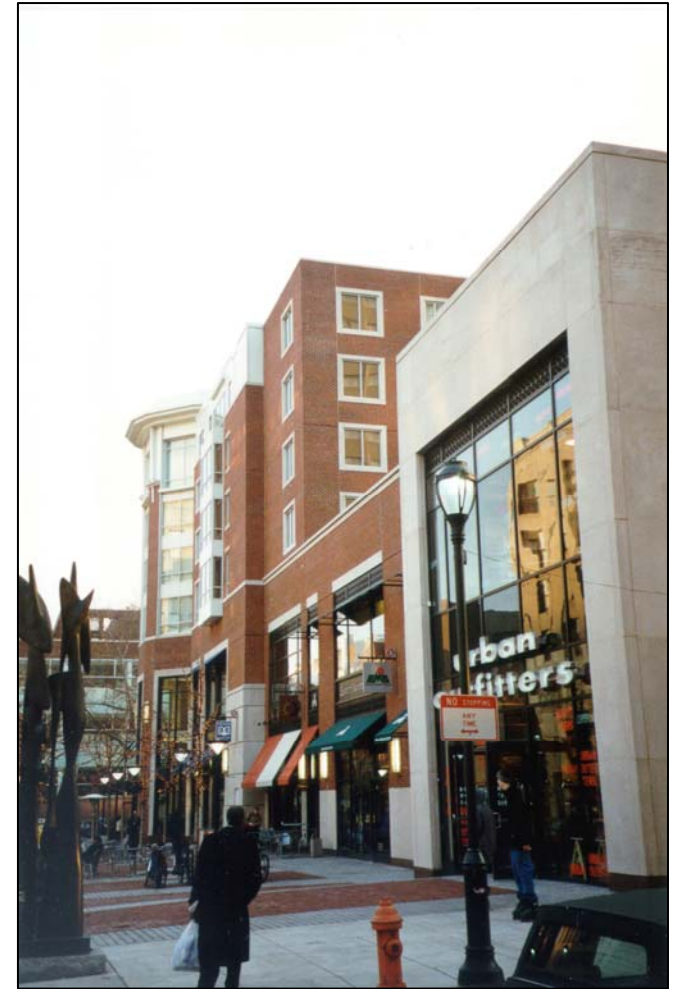
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Corbo's Parking Lot / Mayfield Theatre – Development Examples



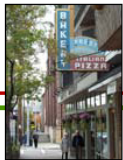
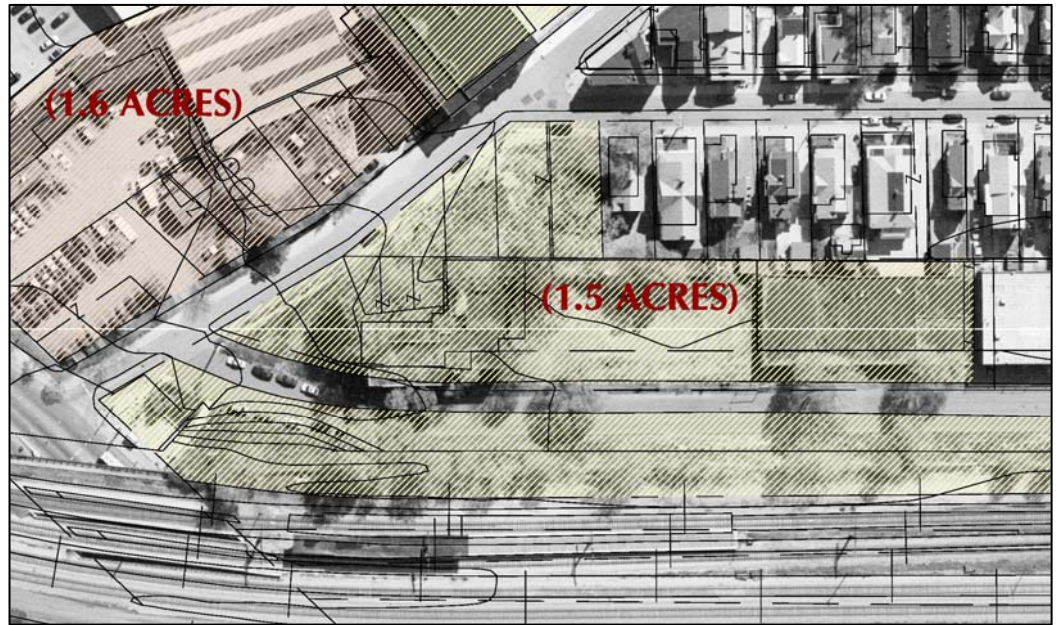
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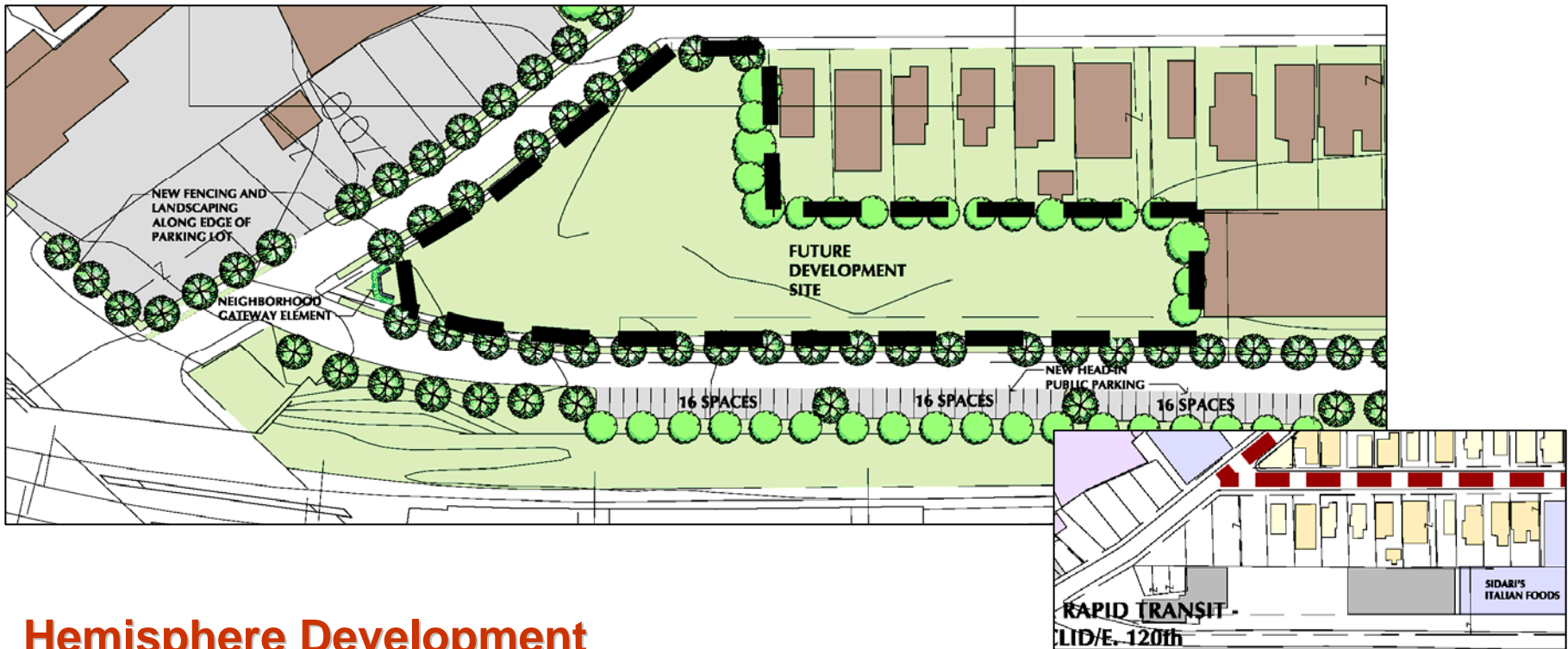
Hemisphere Development



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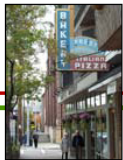
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Hemisphere Development

- Future development site – potential institutional or bio-research facilities
- New E119th St streetscape along reclaimed railroad right-of-way with metered parking spaces
- Fencing, landscaping, and beautification elements along the UCI property parking lot
- The creation of a gateway element at the corner of E119th and Cornell



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Hemisphere Development – Examples



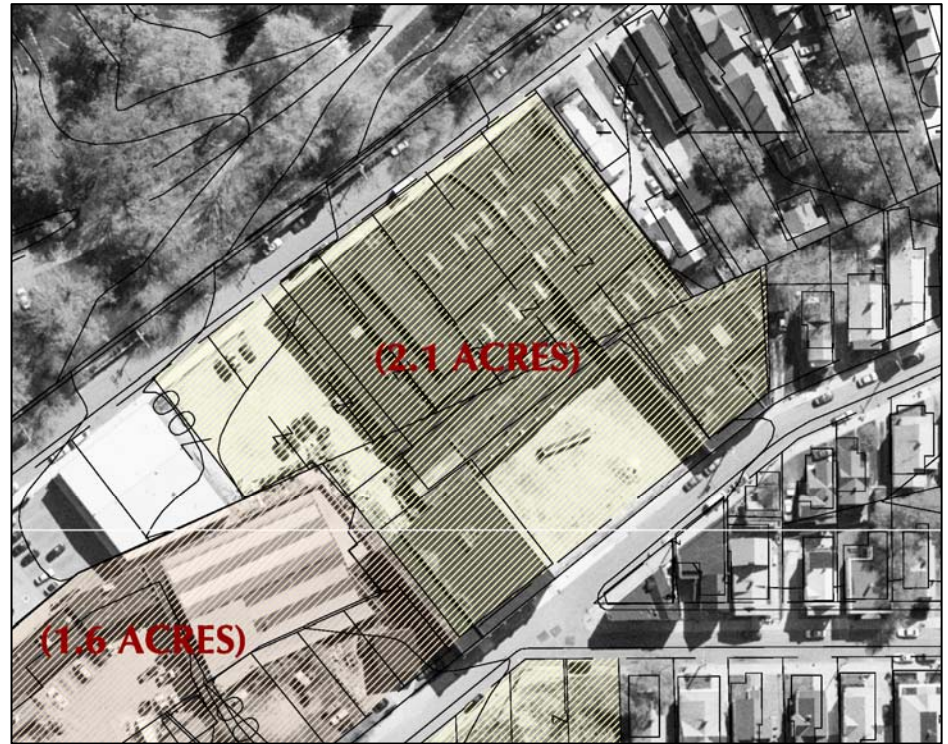
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Woodhill Supply Site



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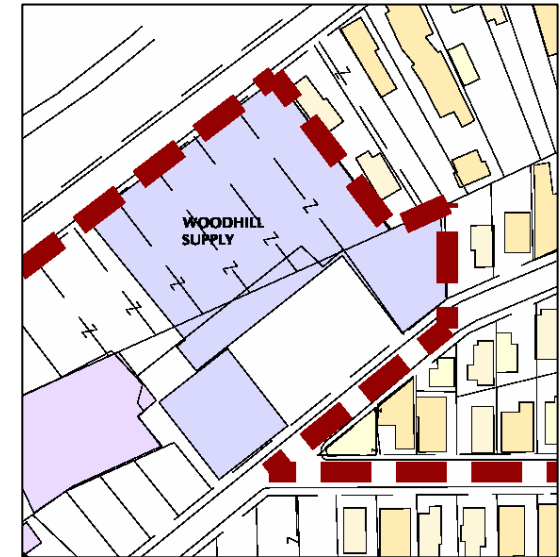
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Woodhill Supply Site

- New low density residential buildings
- Ground floor enclosed parking and additional outdoor parking – two spaces per unit.
- New community building
- Community gardens / green spaces
- Potential to accommodate live-work spaces



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Woodhill Supply Site – Development Examples

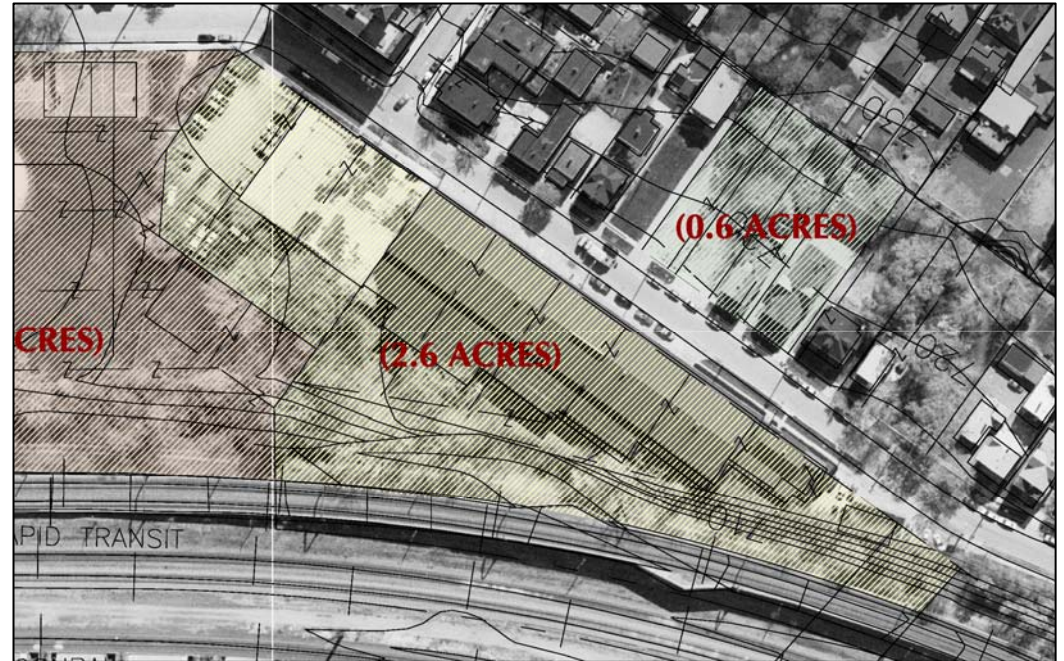


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Singer Steel Redevelopment



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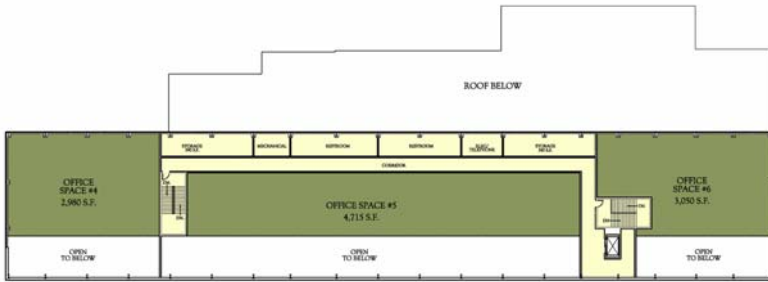
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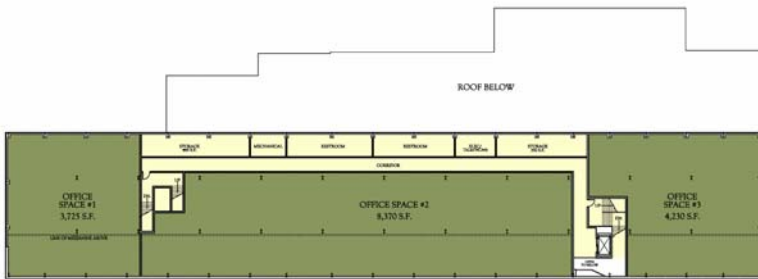


Singer Steel Redevelopment

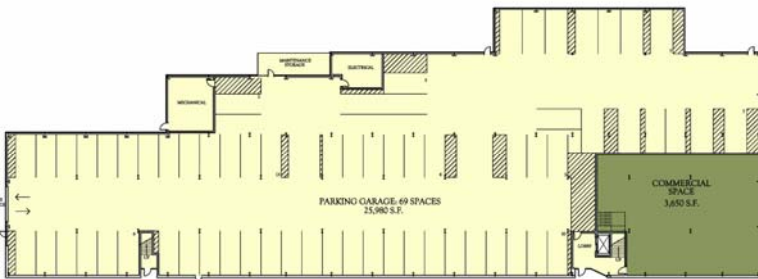
- Renovate existing steel structure
- 30,700 s.f. of new office/commercial space
- 70 new garage parking spaces
- New restaurant/coffee shop space



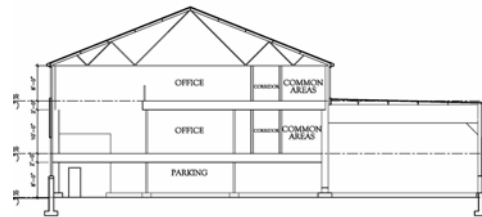
THIRD FLOOR PLAN



SECOND FLOOR PLAN



GROUND FLOOR PLAN



CROSS SECTION



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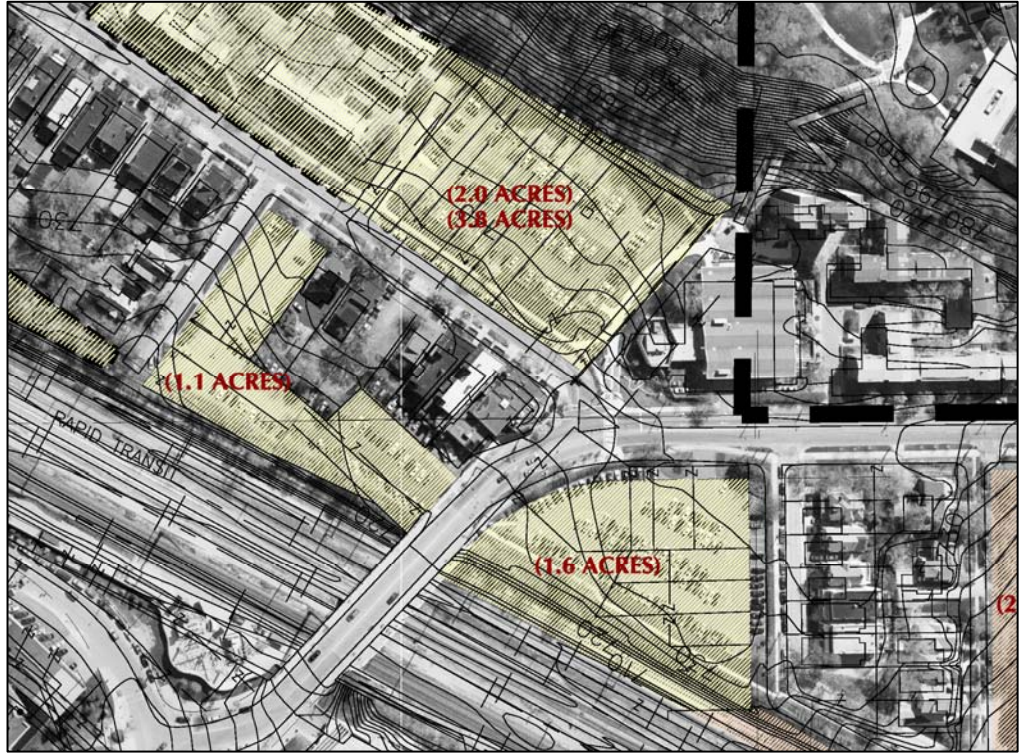
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CWRU Parking Lots

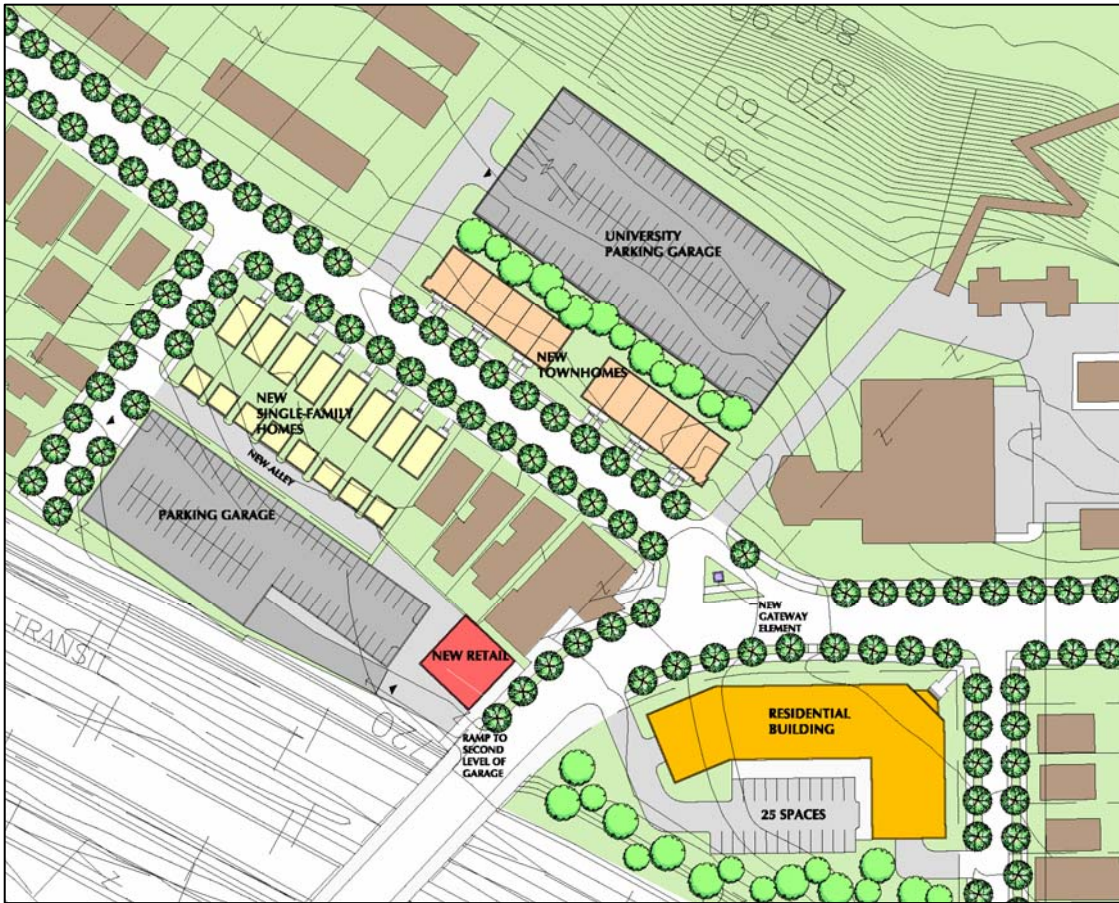


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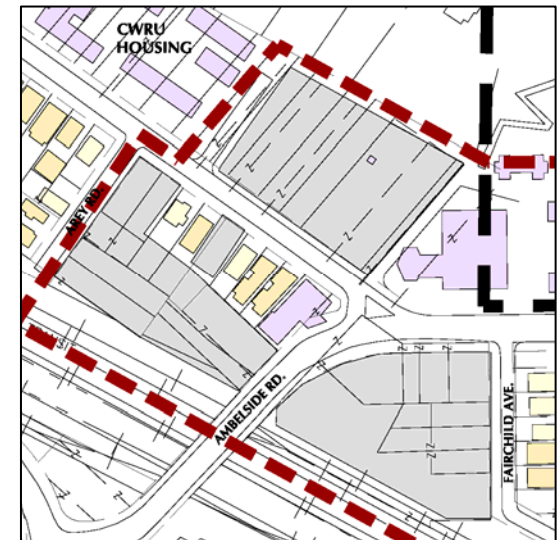
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CWRU Parking Lots

- New three-story University garage
- New owner-occupied fee-simple townhomes
- New low density apt/condo building with garage and exterior parking spaces
- New neighborhood gateway element at Murray Hill and Cedar



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- New single-family homes
- New two-story parking garage
- New commercial building

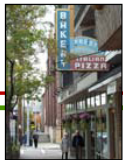


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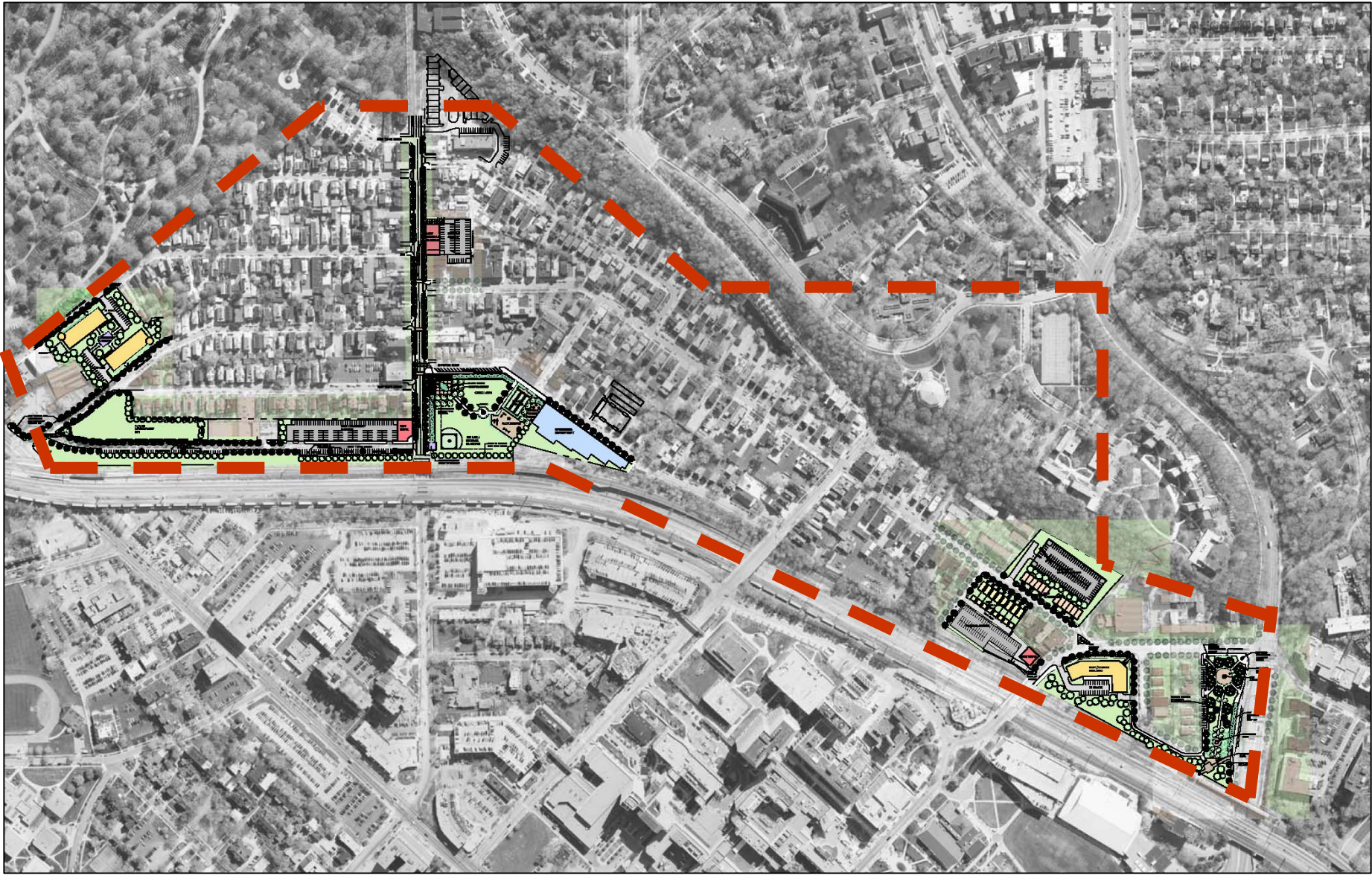
CWRU Parking Lots – Development Examples



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The redevelopment initiatives presented in the preceding pages represent a very carefully planned approach to neighborhood redevelopment in which proposals are concentrated at major gateway/access points at the periphery of the neighborhood. Minimal land acquisition from private owners is required with each of the proposed plans. In the cases where acquisition is required, it occurs solely where a new/varying use would represent an increase in the quality of life for the entire neighborhood, such as the land required for the public parking garages at the Corbo's/Mayfield Theatre site and on East 119th Street. Additionally, in many cases these are sites on which viable neighborhood uses and building fabric has been eroded over time, and on which minimal demolition is necessary. Based on the redevelopment initiatives proposed within this master plan the following lists quantify what would be lost in relation to what can be gained should the developments occur.

Redevelopment Plan Results – What do we lose?

- Three business relocations (property to be redeveloped)**
 - Woodhill Supply**
 - Cleveland Ornamental Iron Works**
 - East End Woodworking**
- Two vacant commercial and one vacant residential property to be redeveloped**
 - The Mayfield Theatre (keep historic façade if possible)**
 - Two Hemisphere buildings**
- Five residential buildings to be removed**
 - One single-family house**
 - Three duplexes**
 - One multi-family houses**
 - All five residential structures are in fair condition and are both owner- and renter-occupied**



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Redevelopment Plan Results – What do we gain?

-- *Proposed Residential Units:*

- New single-family homes
- New townhomes
- New apart/condo/loft units

-- *New Commercial/Office Space:*

52,800 s.f.

-- *Parks and Open Space:*

4.9 Acres

- Renovated park space: **3.5 Acres**
- New/expanded park space: **0.7 Acres**
- New community greens/gardens: **0.7 Acres**

-- *Infrastructure Improvements*

approx. 3,000 l.f.

- Mayfield Road reconstruction: **approx. 1,600 l.f.**
- Reclaimed Railroad R.O.W. –
(East 119th Street) **approx. 1,400 l.f.**



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Redevelopment Plan Results – What do we gain?

-- *New / Reconfigured Parking Potential*

-- On street parking:	158 Spaces
Mayfield Road (reconfigured):	54 Spaces
East 119 th Street:	84 Spaces
Random Road (reconfigured):	20 Spaces
-- Residential parking lots:	55 Spaces
-- New garages with public use potential:	616 Spaces
East 119 th Street garage:	297 Spaces
Mayfield Road garage:	115 Spaces
Murray Hill garage:	134 Spaces
Singer Steel garage:	70 Spaces
<i>(Potential public garage spaces:</i>	<i>432 Spaces)</i>
-- University parking garage:	<u>336 Spaces</u>
Total New / Reconfigured Parking:	1,165 Spaces
-- Total for private / new development use:	575 Spaces
-- Total for public use:	590 Spaces



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Drawing Conclusions

Lessons Learned From the Planning Process

Conclusions

Through this process and this plan, the planning team has attempted to identify a range of reality-based strategic initiatives with which to guide the Little Italy neighborhood's growth in a sustainable manner. Redevelopment concepts and recommendations have been generated in a manner consistent with the planning priorities determined by the public at the onset of the process. These priorities and values have been applied to physical change, policy-making, public investment planning and pursuit of an improved and sustainable quality-of-life for the neighborhood.

As Little Italy faces the challenges of competition from suburban commercial and residential development, changing demographics, outdated land uses, and aging buildings and infrastructure strategic investment in the community can minimize the impact of these concerns. Little Italy, with its strong cultural ties and the commitment of its residents to its future, can act as a model neighborhood within the City of Cleveland as it continues to grow and thrive.

Little Italy is an extremely unique and important neighborhood for both the City and the region. Typical short-term approaches to development as found elsewhere are not good enough for this neighborhood. Opportunities for change must continue to be addressed proactively, and with an eye toward long-term results and benefits. The neighborhood must continue to approach development and marketing in the context of the plan recommendations to ensure the highest quality of redevelopment occurs.

The Little Italy Master Plan is a tool for current and future community leaders and residents. While the recommendations are specific, the plan is intended to provide flexibility and continue to evolve with the community. Its true potential resonates from the care and creativity with which the many community members approached its creation.



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Implementation Strategies

The following represent initial strategies for Little Italy Redevelopment to begin implementation of this master plan. A series of short-term, immediately feasible initiatives have been proposed for the neighborhood as well as a set of steps to achieve and support longer-term visions. **The neighborhood's objective is to plan wisely and work diligently to make it a reality.**

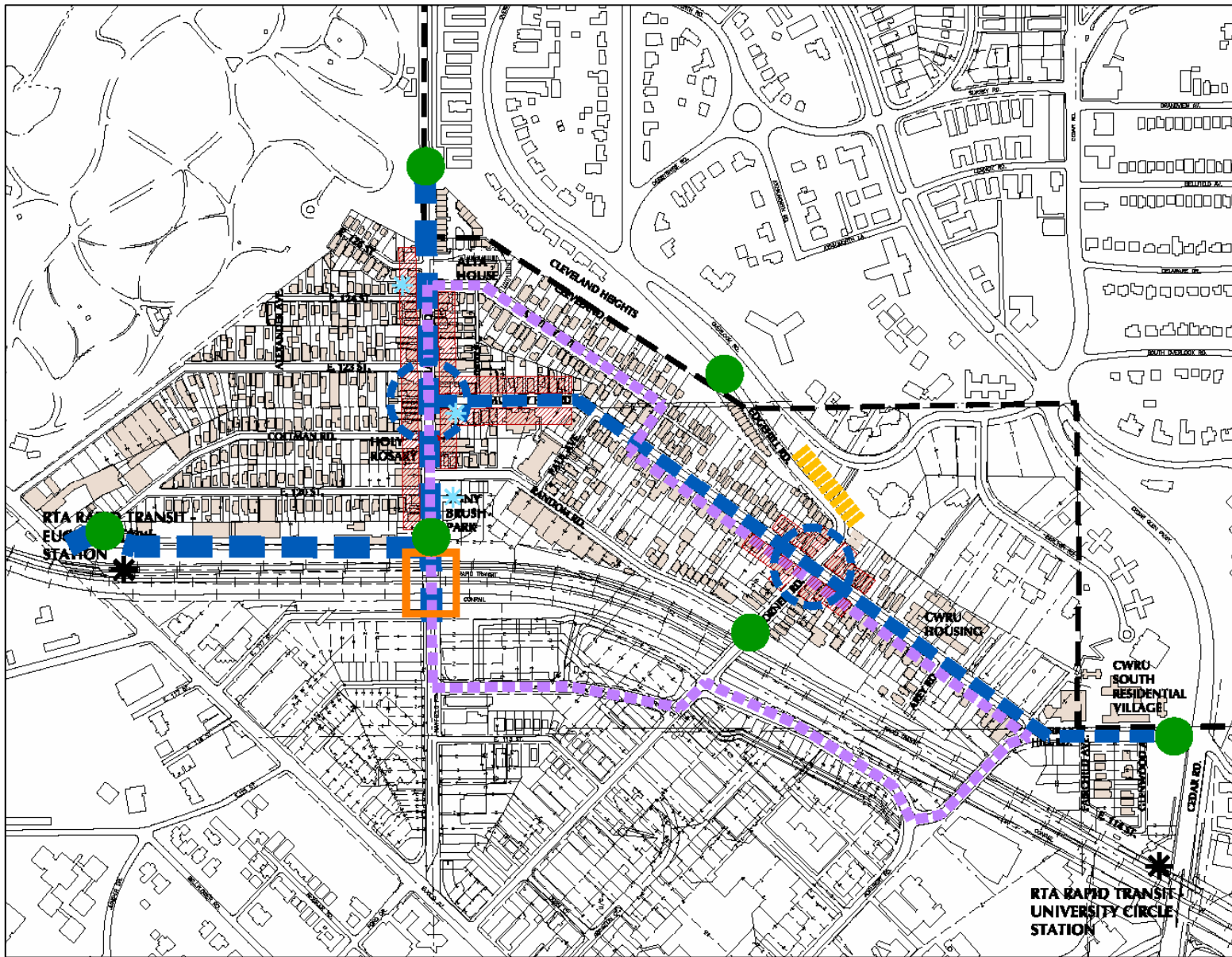


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SHORT TERM INITIATIVES



DRAWING KEY

- IMPLEMENT STREETScape ENHANCEMENTS
- CREATE UNIQUE NEIGHBORHOOD GATEWAYS AND SIGNAGE
- ▨ CONSTRUCT SCENIC OVERLOOK AND STAIRCASE
- ▨ TARGET AREAS FOR STOREFRONT RENOVATION PROGRAMS
- - - POTENTIAL NEIGHBORHOOD TROLLEY ROUTE
- DEVELOP LIGHTING AND ART PROGRAM FOR BRIDGE UNDERPASS
- ★ CONSOLIDATE VALET ACTIVITY IN SPECIAL VALET ZONES



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Implementation Strategies

Little Italy Redevelopment Corporation shall:

- Immediately begin implementation of near term development strategies.
- Fully identify and market to the community, financing incentive programs to rehabilitate the existing housing stock provided by the City of Cleveland, the County, and others.
- Identify funding and initiate a community process for the planning and design of Tony Brush Park.
- Identify funding resources for the reconstruction of Tony Brush Park.
- Work with the City of Cleveland to develop a stronger set of criteria for renters to obtain residential parking permits based on need. The actual permits issued should be made so that they are impossible to reproduce illegally.
- Pursue stronger enforcement of the use of residential parking permits along restricted streets.
- Work with the City of Cleveland to develop a strategic plan for code enforcement to prevent further deterioration of residential and commercial properties.
- Conduct a more detailed visual inspection of residential properties to generally identify deficiencies, with a policy to notify the owner of the areas of concern.
- Conduct a visual inspection of storefronts on commercial streets to determine condition, and utilize information to encourage property owners to improve commercial properties.
- Pursue resource allocation possibilities to secure funding for a detailed study including streetscape design, traffic control, and the engineering required for a complete reconstruction of Mayfield Road.
- Explore funding opportunities for various streetscape and beautification improvements along Murray Hill Road.



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- Initiate talks with the City of Cleveland and the railroad to transfer ownership of the East 119th Street right-of-way to the City, allowing it to become a dedicated street.
- Initiate discussions and create a task force with business owners to stimulate the development of a strong, unified Merchant's Association with the potential of creating a Special Improvements District.
- Work with the City to encourage current landowners and/or potential developers to redevelop vacant land or underutilized property pursuant to the neighborhood plan.
- Develop a regional marketing strategy that promotes the Little Italy neighborhood, existing businesses, and encourages new investment.
- Draft an economic development plan to quantify the impact of new neighborhood development and encourage subsequent reinvestment consistent with the master plan.
- Work with Case Western Reserve University to develop a strategic plan and timeline for the replacement of surface parking lots along Murray Hill with new development compatible with the neighborhood's vision.
- Establish an open phone line for the reporting of code enforcement issues for deteriorating properties that require City intervention.
- Provide a community update on the master plan implementation and new initiatives at least once a year, possibly in conjunction with Little Italy Redevelopment's annual meeting.
- Pursue talks with RTA, Case Western Reserve University, UCI, and other stakeholders to develop land acquisition and development strategies for the construction of public parking facilities.
- Identify funding and initiate a community process for the planning and design of Ambler Park.
- Identify funding resources for the reconstruction of Ambler Park.



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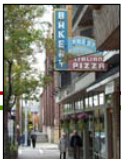


Home Rehabilitation and Restoration – Preserving Our Assets

Of critical importance is the implementation of an aggressive program to enhance, repair, restore and preserve the residential units in the neighborhood. As discussed previously in this master plan, the majority of the housing in the Little Italy neighborhood was built over 70 years ago in the 1920s and 1930s, and in many cases is in need of general upkeep and maintenance. It is a goal of this master plan to retain as much of the existing structures within the neighborhood as possible to preserve the history and character that have defined Little Italy for nearly a century. As a result of this planning process it has become apparent that a great deal of focus must be placed on the renovation and rehabilitation of existing homes within the neighborhood.

The Little Italy Redevelopment Corporation has worked with numerous businesses throughout the neighborhood that have participated in initiatives such as the City's storefront renovation program. However, there have been a limited number of housing renovations that have occurred. In many cases only general maintenance and upkeep are necessary for some homes and apartment buildings. In a few instances buildings have become significantly deteriorated and unsightly, resulting in problems that if not addressed could be detrimental to their continued use.

Previous renovations to some of the neighborhood's houses have stripped them of their historical architectural integrity. This is a practice that should be discouraged in an effort to preserve the values and heritage of the neighborhood. Such decisions as painting versus the use of vinyl or aluminum siding, the retention of porches, the sizing and proportion of replacement windows, and the preservation of interior and exterior ornamental detailing are crucial to a successful rehabilitation effort. Homeowners are strongly encouraged to participate in home renovation programs and improvement loan funding sponsored by the City and the Cleveland Restoration Society. Additionally, The Restoration Society has published *The Boulevard Neighborhoods Of Cleveland: Guidelines For Preserving Historic Architecture* and the Ohio City Near West Development Corporation has published a book in conjunction with Alan Charles Fodor, AIA entitled *Those Wonderful Old Homes: A Handbook for Homeowners* that provide a series of guidelines and pictorial descriptions of various architectural housing typologies and renovation techniques.



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Appendix

Appendix A: Community Meeting 1 - Agenda

Appendix B: Community Meeting 1 – Break-out Group Feedback

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Appendix F: Community Meeting 4 – Attendee Survey and Feedback

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Appendix H: Commercial Survey

Appendix I: Commercial Survey – Response Summary

Appendix A: Community Meeting 1 - Agenda

LITTLE ITALY MASTER PLAN
COMMUNITY MEETING NO. 1

OCTOBER 6, 2003

GOAL: To discover the nature of Little Italy as a neighborhood, to facilitate discussion about community priorities and goals for Little Italy and to begin to generate a set of values to guide Little Italy in the future.

I. Introduction – *What is a master plan and why is it important?*

- The Master Plan process
- Introduction of Task Force members
- Little Italy Redevelopment Corporation's role
- What we hope to accomplish in this planning process

II. Neighborhood Analysis – *Where we are today* (Power Point presentation / discussion)

- Neighborhood conditions, characteristics and patterns
 - Little Italy's role within the greater region
 - Land-use analysis
 - Neighborhood attractions
 - Mayfield Road as our front door
 - Building conditions analysis
 - Neighborhood parking analysis
 - Business survey review
- Demographic trends
 - What is our character / culture?
 - Who are the neighborhood's residents?
 - How has the neighborhood changed?

III. Strengths / Weaknesses / Opportunities / Challenges – *Understanding Neighborhood Priorities* (Break-out group discussion)

- Questions for consideration – *Neighborhood priorities*
 - What do you feel are the strengths of the Little Italy neighborhood?
 - What are its weaknesses / challenges?
 - What would make Little Italy a better place to live, work, shop, etc?
 - What things might be considered in this planning process to stabilize, enhance, and strengthen the Little Italy neighborhood?

IV. Conclusion – *Where do we go from here?*

- Discussion of next steps
- Next Community Meeting – Monday November 17th at 6:30

Little Italy Redevelopment Corporation

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Appendix B: Community Meeting 1 – Break-out Group Feedback

LITTLE ITALY MASTER PLAN
COMMUNITY MEETING NO. 1
BREAK-OUT GROUP FEEDBACK

OCTOBER 6, 2003

– What do you feel are the strengths of the Little Italy neighborhood?

The friendliness and warmth of the residents (5)
Faithful and loyal residents (2)
People have a commitment to the neighborhood
There is a strong sense of diversity
People in Little Italy help and support each other
People in Little Italy have dignity and pride

A strong sense of community (2)
A great deal of nostalgia and history (2)
A neighborhood that celebrates tradition / heritage (4)
Little Italy has a European flavor

The walkability of the neighborhood (2)
The affordability of the neighborhood
Little Italy is a safe neighborhood (3)
It has a great deal of potential

The neighborhood has a great deal of visibility
Little Italy is a destination / tourist attraction
Access to the arts and Case Western University (5)
An abundance of historic buildings (3)
The neighborhood is contained within boundaries

Conveniences exist within the neighborhood
The Alta House as a community hub (2)
The galleries are assets to the neighborhood (4)
The heights of the buildings (No. of stories)
Little Italy has a strong relationship to the cemetery
It's a great place to get a haircut
The Montessori School / Lyceum
There is a good mix of residences and businesses
Holy Rosary and The Feast of the Assumption (4)
Public transportation options (3)

– What are its weaknesses / Challenges?

There is a lack of participation / communication from some residents and businesses (3)
Lack of cooperation between merchants and residents (2)

There is no Merchant's Association
Neighborhood communications need to be improved (2)

There is a lack of neighborhood spirit
Absentee landlords need to fix up properties (5)
There is excess noise at night (2)
Old image of racial prejudice
Safety and protection - police response (2)
The University is not committed to Little Italy

There is no decent grocery store (2)
There is no drugstore (2)
The closing of the public schools

Parking is a huge issue (5)
The traffic on Mayfield Road (3)
There are too many traffic lights
The Mayfield Road underpass (3)
- Disrepair of sidewalks
- Flooding of roadway
- Better lighting

Speed needs to be controlled
Non-permit parkers (college students) (2)
The RTA shelters are in poor condition

The lack of cleanliness of the sidewalks and streets
Trash cans and garbage clean up (2)
Train / helicopter noise (3)
Lack of upkeep on buildings / sidewalks / streets
Code enforcement needs to take precedence
Zoning changes must be addressed
Building codes need to be looked at
Handicapped accessibility should be studied

Too many utility poles (need buried wiring) (4)
There is a lack of streetscape amenities (2)
The neighborhood needs more identity (flags, etc)
Lack of urban architecture / clutter
There needs to be security lighting

Vacant areas need to be cleaned up (2)
Vacant buildings / storefronts need to be dealt with (2)
There is a lack of affordable family homes
There is a lack of green space

The Singer Steel property
E. 119th Street (Cutting) property (2)
The back of Woodhill Supply is run down
The Mayfield Theatre needs an occupant
Residential parking areas should be expanded

What would make Little Italy a better place to live, work, shop, etc?

(Addressing) all of the above
(Weaknesses / challenges)

Promotion of Italian culture

Broaden horizons – think outside the box
Neighborhood identity and signage
Neighborhood cooperation
Planning and city cooperation
Stricter code enforcement is necessary
More events linking Little Italy to UCI
Greater police presence

New construction should respect the historic char.

New affordable housing (2)
Home renovations should be increased
Greater awareness of where money can be obtained for home renovations
Environmental clean up – govt. assistance
Enhance parks / preserve green space (2)

Specialty shops – grocery store
Promote private / family businesses

A parking garage
Shared parking strategies btw. institutions (3)
Eliminate large truck traffic

What things might be considered in this planning process to stabilize, strengthen, and enhance the Little Italy neighborhood?

Money, money, money

Commit to the process – envision
Continued input / participation of residents (3)
- Bring a friend to the next meeting
- Include absentee landlords
Community leadership / build consensus
Cooperation with City Council to implement plan

Take pride in houses and buildings (2)
- Clean property, streets, sidewalks
Respect tradition and build on it
Keep the church parish strong
Identify uniquenesses and market them (3)
- Create a neighborhood brochure
- more internet exposure
Adopt an Italian "Sister City" (2)

New development vs. green space
Increase owner-occupied residences (2)
Create affordable housing
Encourage housing revitalization (2)
Tighten up on absentee landlords (2)
Develop strategy for dealing with student housing
Analyze in relation to Case and UC plans
Encourage stronger code enforcement

Develop a parking strategy (3)
Establish streetscape standards (2)
- Attractive street lights
Update RTA station – E120th St. Stations

Specialty shops – grocery store
Entertainment
Update playground at Tony Brush Park

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Appendix C: Community Meeting 2 – Agenda

LITTLE ITALY MASTER PLAN

COMMUNITY MEETING NO. 2

REDISCOVERING THE NEIGHBORHOOD

NOVEMBER 17, 2003

GOAL : To discover the nature of Little Italy as a neighborhood, to begin building consensus on community priorities and goals and to evaluate opportunities for neighborhood change, growth, and development.

I. Review of Community Meeting 1 – *Understanding our neighborhood*

- Summary of break-out group discussion

II. Further Discussion of Little Italy's Around the Country – *What can we learn from other places?*

III. Discussion of Planning Concepts – *Ideas to guide the plan*

- Defining "sustainability" – Thinking for our future
- Addressing an aging neighborhood
- The nature of decision making

IV. Neighborhood Activity Centers – *Where can development and growth take place?*

- Upper Mayfield District
- Lower Mayfield / Murray Hill District
- East 120th Street District
- Random Road District
- Murray Hill / Cornell District
- University / Cedar District
- Parking
- Housing

V. Break Out Groups – *Discussion of Activity Centers; Ideas, Opportunities, Challenges*

VI. Review Break Out Group Conclusions – *How can we maintain, sustain, and grow the neighborhood?*

VII. Conclusion – *Where do we go from here? Envisioning our neighborhood*

- Discussion of next steps
- **Next Community Meeting – Monday _____ at 6:30**



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Appendix D: Community Meeting 3 – Agenda

LITTLE ITALY MASTER PLAN

COMMUNITY MEETING NO. 3

ENVISIONING OUR NEIGHBORHOOD

MARCH 23, 2004

GOAL : To review opportunities for growth and change within the neighborhood, explore design and development solutions and discuss their role in creating a sustainable future for the neighborhood.

I. Review of Community Meetings 1 & 2 – *Understanding and rediscovering our neighborhood*

- Summary of key information and group discussion points
- Defining "sustainability" – Thinking for our future
- Addressing an aging neighborhood
- The nature of decision-making

II. Discussion of Design Objectives / Planning Principles

III. Review of Task Force / Board Workshops – *Key neighborhood issues*

- Streetscape, parks and public space
- Neighborhood development
- Parking

IV. Overview of Potential Development Sites – *Where can change occur?*

- Current development projects
- Potential development sites
- Opportunities for enhancement

V. Envisioning the Neighborhood – *What are the possibilities?*

VI. Break Out Groups – *What you like...What you don't like...and why*

VII. Review Break Out Group Conclusions – *What makes sense for our neighborhood?*

VIII. Conclusion – *Formulating our Master Plan*

- Discussion of next steps



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Appendix E: Community Meeting 3 – Break-out Group Feedback

LITTLE ITALY MASTER PLAN
COMMUNITY MEETING NO. 3
ENVISIONING THE NEIGHBORHOOD

March 23, 2004

Community Meeting No. 3

GROUP RESPONSES

General Redevelopment

- Renovate Woodhill, but not with current ideas
- Singer Steel is an eyesore – good to renovate
- Redevelopment in the 119th Street area is a plus
- 119th Street is a possible location for a day care
- How do you protect houses from not being torn down to make way for development?

- Woodhill Nipple – would like to see commercial barrier to neighborhood or another solution instead of housing
- Find a better use for Mayfield Theatre
- Keep Mayfield Theater (strong feelings toward this)
- Keep existing theatre

Residential Development

- Like new owner occupied housing plans
- Upkeep of rental property must take place
- The location is good for empty nesters and seniors
- Senior living, assisted living, nursing home facilities would be good uses to incorporate
- How do you keep houses termed as 'fair' from deteriorating?

- E. 124th St. development is a bad idea
- 124th St. development seems too small
- More single family homes and less condos
- Affordable small homes
- Density of new housing units for this size neighborhood is in question
- Is there a demand for all the housing?
- What is the price range?
- Build for the people who want to live here

Commercial / Business

- Want strong merchant association
- Merchants assoc. needs to communicate and work together
- Can we incorporate other businesses on Mayfield?

Streets / Parks / Public Spaces

- Cedar Glenn- preserve, beautify, and keep traffic minimal
 - Monuments in park to founders
 - Enhance entrance
- Like new Green Space, Streetscapes, and lighting
- Bury electric along Mayfield Road
- Street cleaning is a good idea

- Pavers in the street and crosswalks would be nice
- Parks are a good thing - renovate
- Glad that playground will be renovated
- Beautify Mayfield Rd. (signage, poles, trees, greenery)
- Can lighting be on sides of buildings instead of sides of roads
- A turning lane on Mayfield would relieve congestion
- The farmers market is a good idea
- Left turn arrow to turn onto Murray Hill is a good idea

Parking

- Valet stations are a good idea
- Likes consolidating valet parking and one vendor
- Valet parking- 2 opposite ends, 1 in the center (3 total)
- Towing cars would help the parking situation
- RTA- railroad property is a good location for a parking garage
- Parking in the center of Mayfield would be best for businesses
- Short term parking on Murray Hill for pick-ups
- Mayfield Rd.- long and short term parking
- Employee parking- centralized?
- Agree with garages and underutilized space- Mayfield Theatre and Corbo's- win-win for everyone

- No parking meters!
- Parking must be tied to housing- what happens if housing goes through and not parking?
- What about weather concerns for valet and customers?
- Handicapped parking?

General / Theoretical

- Don't want to lose integrity of Little Italy
- Keep community alive (sense of community)
- Bring Italian music/art back into neighborhood
- Passion is good
- Promotion of Italian Arts- create market for art gallery owners to fight to put business in Little Italy (Premium)- Market Plan- driven by art gallery owners, restaurants, merchants...
- Codes should be enforced
- Alta House- can it maintain itself?
- Filling in empty spaces mean safety
- UCI, CWRU- cooperation?
- Problem of absentee landlords

- Don't go overboard on design
- Fear of over-development
- Old residents adversely affected by newer residents

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Appendix F: Community Meeting 4 – Attendee Survey & Feedback

LITTLE ITALY MASTER PLAN
COMMUNITY MEETING NO. 4
PARTICIPANT SURVEY

JUNE 28, 2004

Please take a few minutes to provide us with your thoughts on the community meeting and any additional ideas or questions you may have. We appreciate your participation in this exciting opportunity for Little Italy. Please complete and return this questionnaire as you leave the meeting.

Name (optional, but encouraged): _____

Do you live in the neighborhood? Yes No

If not, what brought you here? _____

Do you think it's important to plan for the neighborhood's future? Yes No

Do you think sustainable design is an important concept to address for our neighborhood? Yes No

Do you think this community meeting was a successful next step in the planning process for Little Italy?

Yes No

Are there any subjects or issues that you'd like to discuss at our next meeting? _____

As a result of tonight's discussion do you have any further thoughts or ideas for the areas in question?

Your attendance and participation in this process is greatly appreciated. Thank you for your support and commitment to the future of our great neighborhood!

LITTLE ITALY MASTER PLAN
COMMUNITY MEETING NO. 4
ENVISIONING THE NEIGHBORHOOD
SURVEY RESPONSES / MEETING FEEDBACK

June 28, 2004

Total number of respondents: 62

Number of un-named respondents: 3

Do you live in the neighborhood?

Yes: 47

No: 17

Do you have a business in the neighborhood?

Yes: 15

No: 46

Do you own property in the neighborhood?

Yes: 44

No: 18

Do you agree with the planning principles presented?

Yes: 19

No: 19

Some: 9

Blank: 14

How many meetings have you attended?

1: 26

2: 9

3: 9

4: 10

Are you a member of Little Italy Redevelopment Corporation?

Yes: 12

No: 46

Would you consider being a member?

Yes: 28

No: 10

Maybe: 7

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Is there anything in the plan that you strongly agree with?

- Beautifying the neighborhood: 2
- Streetscape improvements: 5
- The additional parking solutions: 9
- The CWRU parking solutions: 3
(and subsequent redevelopment of the existing parking lots)
- Corbo's parking garage: 4
- Moving the RTA station: 4
- Renovate existing RTA station: 1
- More residential parking permits: 3

- Expansion of green space: 2
- Tony Brush Park renovation: 5

- Code enforcement: 6
- Eliminate neglect: 1
- Clean up vacant parcels: 1

- New residential proposals: 1
- Mixed-income housing: 2
- Singer Steel Development: 6
- Mayfield Theatre Development: 4
- Woodhill Development proposal: 1

- Everything: 4
- Nothing: 4

Is there anything in the plan that you strongly disagree with?

- Proposed parking solutions: 5
(do not feel they will benefit the existing residents)
- Corbos's parking garage: 1
- Moving the RTA station: 7
- Location of new RTA station: 1
(thinks it should be moved, but to the other side of the railroad bridge)

- Tearing down existing homes: 6

- Too much new construction: 1
- All additional housing: 2
- Too many condominiums: 6
- Want more affordable housing: 3
- Lack of residential offerings: 1
(would like to see assisted living facilities worked into the plan to retain older residents)
- Singer Steel Development: 2
- Mayfield Theatre Development: 4
- E. 119th Street transformation: 2
- E. 119th Street parking garage: 1
- Woodhill Development: 4
- Hemisphere Development: 3
- Baracelli Inn Development: 1

- Nothing: 4
- Everything: 2

Additional Comments

- Don't lose flavor of neighborhood: 1
- No "cookie-cutter" homes: 1
- Does not want commercialism: 1
- Leave Little Italy the way it is: 1
- Increasing signage: 1
- Create jobs: 1



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Appendix G: Neighbors & Stakeholders Meeting - Agenda

LITTLE ITALY MASTER PLAN

NEIGHBORS AND STAKEHOLDERS MEETING

NOVEMBER 4, 2003

ATTENDEES: University Circle Incorporated, Case Western Reserve University, Cleveland Institute of Art, University Hospitals, Greater Cleveland Regional Transit Authority, Abbingdon Arms, The Triangle, City of Cleveland, Little Italy Redevelopment, City Architecture

I. Introduction – *What is our master plan and why is it important?*

- The Master Plan process
- Little Italy Redevelopment Corporation's role
- What we hope to accomplish in this planning process

II. Neighborhood Analysis – *Where we are today* (Power Point presentation / discussion)

- Neighborhood conditions, characteristics and patterns
 - Little Italy's role within the greater region
 - Land-use analysis
 - Neighborhood attractions
 - Mayfield Road as our front door
 - Building conditions analysis
 - Neighborhood parking analysis
 - Business survey review
- Demographic trends
 - What is our character / culture?
 - Who are the neighborhood's residents?
 - How has the neighborhood changed?

III. Discussion of Neighbors / Stakeholders (all attendees) Relationships to Little Italy – *How can we work together?*

- Current projects and their impact on the Little Italy neighborhood
- Explanation of master plans (if any exist)
- Discussion of how we can work together to accomplish our goals and meet our needs

IV. Conclusion – *Where do we go from here?*

- Discussion of next steps
- **Next Community Meeting – Monday November 17th at 6:30**
 - Holy Rosary Church Hall

Little Italy Redevelopment Corporation

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Appendix H: Commercial Survey

September 12, 2003

Dear Neighborhood Merchant,

As you may be aware, Little Italy through the Little Italy Redevelopment Corporation, has begun a community master planning process for the neighborhood, an opportunity made possible by funding from Councilwoman Britt. As a part of this effort a multitude of issues will be reviewed and discussed about the neighborhood, with special consideration being focused on the continued success of the business district. We are asking you, as business owners, to please respond to this survey and provide us with the vital information necessary to evaluate your needs. We ask that you please take the time to be as thorough and honest with your answers as possible. The more information that you are able to provide in your responses, the more we will be able to help both your business and our neighborhood continue to thrive.

Please return a copy of this form to the Little Italy Redevelopment Corporation by October 1, so we can keep the process moving. We appreciate your time.

Regards,

Raymond M. Kristosik
Executive Director – Little Italy Redevelopment Corporation

LITTLE ITALY PLAN COMMERCIAL SURVEY

BACKGROUND / HISTORY

Name of business: _____

Business owner's name: _____

Location / address: _____

What type of business do you operate / services do you provide? (Please be as specific as possible)

How long have you been in business? _____

How large is your facility (approx. square feet)? _____

Do you lease or own your building/property? _____

Associated land (parcel #'s and size of property): _____

Why did you choose to locate your business in Little Italy? _____

Do you see your business remaining in the area for the long-term? _____

Is there anything that could change your commitment to stay? _____

BASIC OPERATIONS

How many full and part-time employees do you have? _____

What days are you open for business? _____

What are your typical hours of operation? _____

When are you busiest during a typical day? _____

Are there certain days of the week that are busier than others? Which days are they?

Are there certain times of the year that are busier for you than others?

How many customers do you normally serve in a typical week (estimate)? _____

Approximately how many normally come during the week (estimate)? _____

Approximately how many normally come during the weekend (estimate)? _____

Where do the majority of your customers come from? _____

Approximately what percentage of your customers live in the neighborhood? _____

Approximately what percentage of your customers are regular customers? _____

Approximately what percentage of your employees live in the neighborhood? _____

Does your business receive regular deliveries? _____

When do your deliveries normally occur (day and/or time)? _____

Do you have a special loading area for deliveries or do they come through the front door?



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BUSINESS NEEDS

Does your business have any on-site parking spaces? _____

If yes, how many? _____

Do your customers utilize any off-site parking spaces? _____

Where do they generally park? _____

Do you need any additional private parking spaces? _____

If yes, approximately how many? _____

Would you be willing to share parking spaces with another business or organization? _____

Do you currently have any renovation / expansion projects planned for your business? _____

If yes, what is the timeline for your project? _____

What does your project involve? _____

If someone was available to provide assistance to your business on design-related issues, is this something that you would be interested in?

Have you utilized any City or neighborhood funded assistance programs in the upkeep of your building? (i.e. storefront renovation programs, paint program, etc.) _____

If so, which program(s)? _____

If not, would you be interested in this? _____

Was the improvement program helpful to you? Why or why not? _____

Is there anything else that we should know about your business? _____

If you happen to have a plan of your facilities (existing building and site layout and any planned expansion) in an 8-1/2" x11" or 11"x17" format, we would appreciate it if you could include a copy when you return this questionnaire. This will enable us to have a better understanding of

your physical facilities needs, and will supplement the information that you are providing through your answers.

GENERAL ENVIRONMENT

What sort of changes would you like to see in the neighborhood? _____

What about the neighborhood should stay the same? _____

Are there any types of public improvements near your facility that you feel would be helpful to your business or organization? (i.e. more attractive streets, better signage, etc.) Please describe.

What aspects of Little Italy are beneficial to your business? _____

Are there any features of Little Italy that hinder your business? If yes, please describe. _____

Are there other types of businesses/organizations that would be beneficial to have in the neighborhood? _____

Are there things you've seen in other neighborhoods or cities that you would like to see in Little Italy? If yes, please describe. _____

What does Little Italy need to be a better place to live and work? _____



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Appendix I: Commercial Survey – Response Summary

LITTLE ITALY MASTER PLAN BUSINESS OWNER SURVEY RESPONSES SUMMARY

SURVEY RESPONSES SUMMARY (BUSINESSES)

Out of the 19 surveys received from business owners:

- 7 were from galleries
- 5 were from restaurants
- 4 were from general retail establishments
- 2 were from offices
- 1 was from a museum

The responses have been broken down into business types to clarify specific responses and needs.

GALLERIES

Out of the 7 surveys received from gallery owners:

- They have been in the neighborhood an average of 9.5 years
- 6 out of 7 lease their space
- Most (5) said they are here because of the presence of other galleries
- 3 are committed to stay in the neighborhood, 3 will most likely stay
- They have an average of 1-2 employees

On average -

- Their busiest day is Saturday
- Their busiest time is weekend afternoons
- Their busiest time of year is fall through pre-Christmas
- Over 90% of their customers come from outside of the neighborhood
- 1/3 – 1/2 of their customers are regulars
- Most (4) have at least one parking space
- All utilize on-street parking
- 5 said they could use more parking spaces
- All would be willing to share parking with other businesses
- 2 have renovations planned
- Most cited the presence of other galleries and walkable scale as benefits to business
- Most cited parking and the lack of signage as a hindrance to business

RESTAURANTS / FOOD-RELATED RETAIL

Out of the 5 surveys received from restaurant owners:

- They have been in the neighborhood an average of 15.6 years (Mama Santa @ 42 years!)
- 3 out of 5 lease their space
- There were a range of reasons for being here
- 4 are committed to stay in the neighborhood, 1 might stay

- They have an average of 15 employees
- On average -
- Their busiest days are weekends
- Their busiest time is late afternoons / evenings
- Their busiest time of year are holidays and the Feast
- Over 80% of their customers come from outside of the neighborhood
- 1/3 – 3/4 of their customers are regulars
- 3 out of 5 do not have parking
- 4 utilize on-street parking
- 4 said they could use more parking spaces
- 4 would be willing to share parking with other businesses
- 3 have renovations planned or underway
- Most cited the presence of other restaurants and galleries and the safety of the neighborhood as benefits to business
- Most cited the lack of parking as a hindrance to business

GENERAL RETAIL

Out of the 4 surveys received from store owners:

- They have been in the neighborhood an average of 11.5 years
- 3 out of 4 lease their space
- The presence of other stores and restaurants and convenience were reasons for being here
- 3 are committed to stay in the neighborhood
- They have an average of 2 employees

On average -

- Their busiest days are weekends
- Their busiest time is late afternoons / evenings
- Their busiest times of year are summer and the holiday season
- Over 90% of their customers come from outside of the neighborhood
- 50% of their customers are regulars
- 3 out of 4 do not have parking
- All utilize on-street parking
- All said they could use more parking spaces (average of 8 spaces)
- All would be willing to share parking with other businesses
- None of the stores have renovations planned
- Most cited the presence of tourists and visitors as benefits to business
- Most cited the lack of parking and empty or dirty storefronts as hindrances to business

OFFICE

Out of the 2 surveys received from offices:

- They have been in the neighborhood an average of 17.5 years
- 1 owns, 1 leases their space
- The neighborhood environment and convenience were reasons for being here
- Both are committed to stay in the neighborhood
- They have an average of 1 employee



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On average -

- They are open during normal office hours, Monday through Friday
- Over 90% of their customers come from outside of the neighborhood
- 90% of their customers are regulars
- 1 has parking, 1 does not have parking
- Both utilize on-street parking
- 1 office said they could use more parking
- Neither of the offices have renovations planned
- Both cited the presence of restaurants and cafes as benefits to business
- The perception of racial prejudice was noted as a hindrance to business

MUSEUM

- The Council has been in existence for 40 years, the museum has been in its current location for 15 years
- The museum leases its space
- They are here because it's a great location
- They are committed to stay in the neighborhood
- They have 2 employees (volunteers)

On average -

- Their busiest days are Thursday, Friday and Saturday
- Their busiest time is early afternoons
- Their busiest times of year are during the Feast
- 75% of their visitors come from outside of the neighborhood
- 40% of their visitors are regulars
- They do not have parking
- They utilize on-street parking
- They do not have renovations planned
- The good reputation of businesses and institutions was cited as a benefit to business
- The lack of parking was cited as a hindrance to business

These represent general information taken from the surveys. There is much more specific information that has been provided and that will inform long-term planning for the neighborhood. Thank you for taking the time to provide this very valuable information.

At the second community meeting seven additional business responses were received, bringing the total number of completed surveys to 25.



LITTLE ITALY MASTER PLAN

CLEVELAND, OHIO

