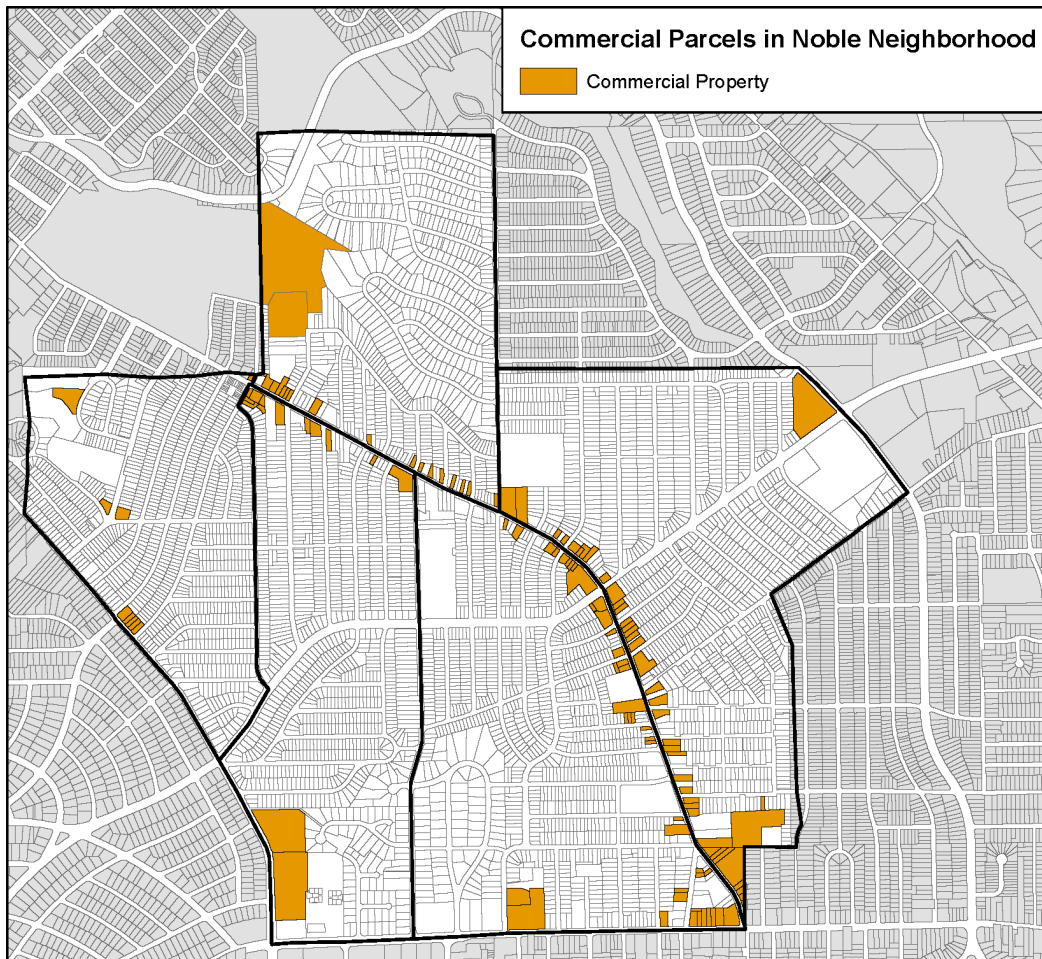


BUSINESS AND RETAIL FINDINGS

QUANTITATIVE DATA

The Noble Neighborhood has one of a nine commercial districts in the city of Cleveland Heights. Noble Road is a long retail district that has both assets and challenges. The following map highlights the designated commercial properties in the five Noble neighborhood census tracts (1401.0, 1403.01, 1403.02, 1404.0, and 1405.0), according to the Cuyahoga County Fiscal Office. All properties are highlighted, regardless of vacancy.



In total, the neighborhood has 129 commercial-designated parcels (outlined in the above map). These commercial-designated lots include 54 parcels with apartment buildings. A listing of all commercial-designated properties is available in Appendix E.

Of these parcels, 18 (19%) are vacant or vacant lots according to the parcel survey. Fifteen of these vacant parcels are located on the neighborhood's main thoroughfare, Noble Road. Based off the listing of commercial-designated properties in the neighborhood, there are 60 commercial properties along Noble Road (the large concentration of commercial properties in the neighborhood is along this road). These 60 commercial properties **do not include apartment**

buildings. Noble Road is a major road both for Cleveland Heights and for the neighborhood, running through the middle of the neighborhood and connecting the rest of Cleveland Heights to East Cleveland and the freeway (Route 2/Interstate 90 to the north).

In addition to serving as a main traffic artery for the neighborhood, Noble Road serves as a major bus route. The 41-41F bus route runs along Noble Road and connects public transportation users to the Stokes-Windermere RTA rapid stations in East Cleveland.

Many individuals ride the 41-41F bus and many drivers use Noble Road as their primary route to connect to various parts of the city. This might serve to attract investors and customers to a business district along Noble Road. As previously noted, 15 of the 60 commercial properties on Noble Road are classified as vacant (25% vacancy). In order to capture the attention of potential customers using Noble Road as a main thoroughfare and create foot traffic that will create a thriving commercial district, it is critical that Cleveland Heights and neighborhood residents recognize this potential and address the issue of vacancy along this road.

QUALITATIVE DATA

Recurrent Themes from Interviews

The following themes arose throughout interviews with neighborhood residents and stakeholders:

No definable character to the business district Residents commented that other business districts in Cleveland Heights have a discernable identity that draws and maintains businesses and customers. Noble is non-descript with no anchor or shared identity.

Residents desire a welcoming, safe gathering place in the community. There is a market for business that has not been exploited; numerous residents spoke of the need for a coffee shop, bakery, local restaurant or some other type of business that would serve as a regular gathering place for local residents.

Safety is a key concern in the business district. While crime rates are lower than the City of Cleveland and many of its neighborhoods, there is significant concern among residents about crime. The fear of crime is driven by high profile violent crimes and a number of property crimes associated with vacant property.

Successful businesses are involved in the community. Residents, merchants and city officials all recognize that while there are significant vacancies, there are businesses that are an asset to the community.

External appearances of buildings need to be cleaned up/beautified to be more welcoming. The maintenance of buildings and retail sidewalks contributes to the sense that the neighborhood is in decline. This is an area where a small amount of maintenance could make a significant difference in community perceptions.

Residents want to be able to walk to their local businesses. Residents want a bakery or place to gather and eat, like a pizza shop that is affordable but nice. The Noble Road businesses are in close proximity to many residents yet there are few places for residents to gather and enjoy each other's company. Specifically, residents over 50 do not find the smaller businesses as meeting their needs.

Need for a place for young people to go and be active so they do not loiter. Residents expressed concerns that there are few places in the neighborhood for young people to go and be together. This problem has only gotten worse with the closing of Regal Cinemas and decrease in retail at Severance Town Center.