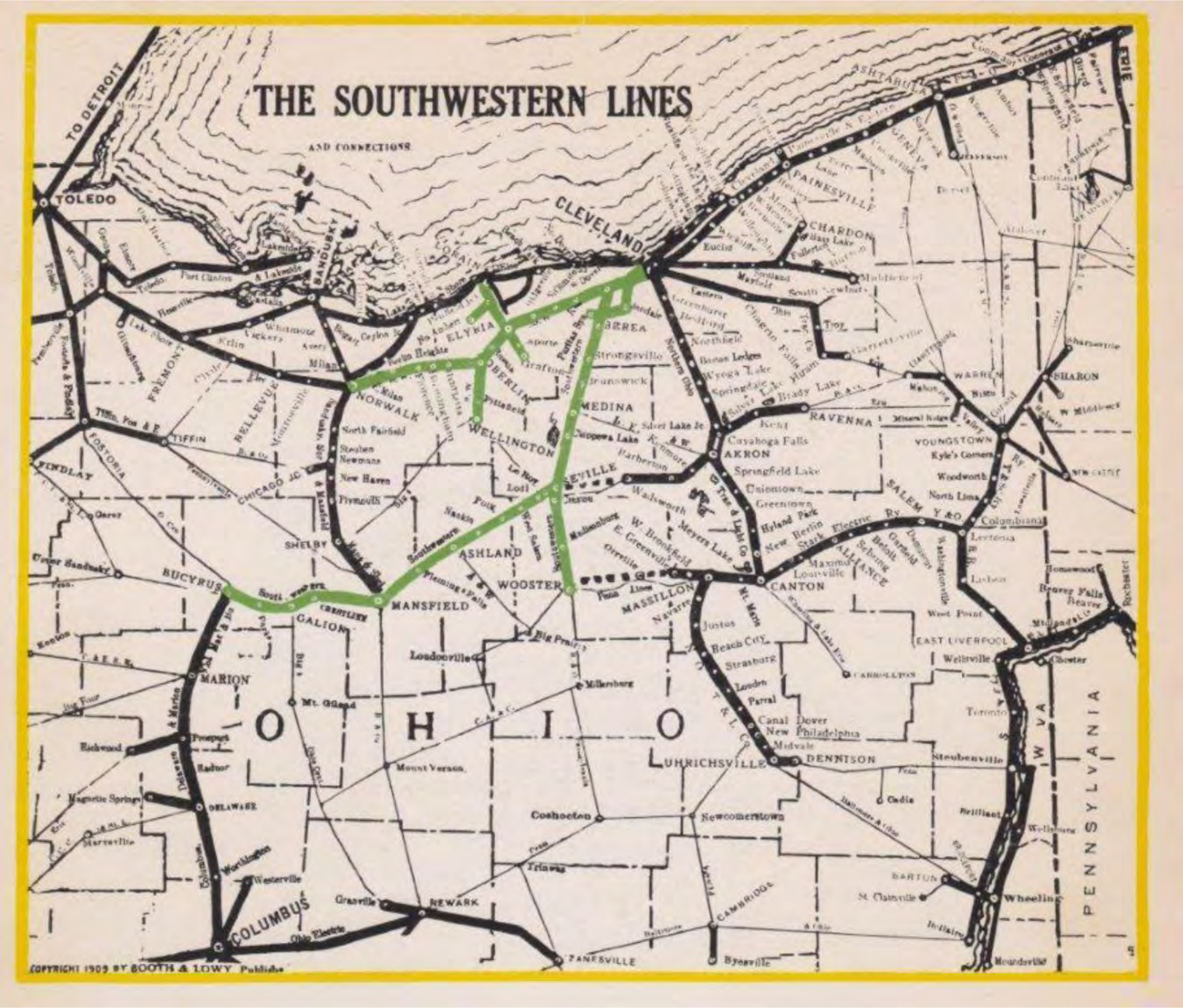
Great Northern Re-Birth

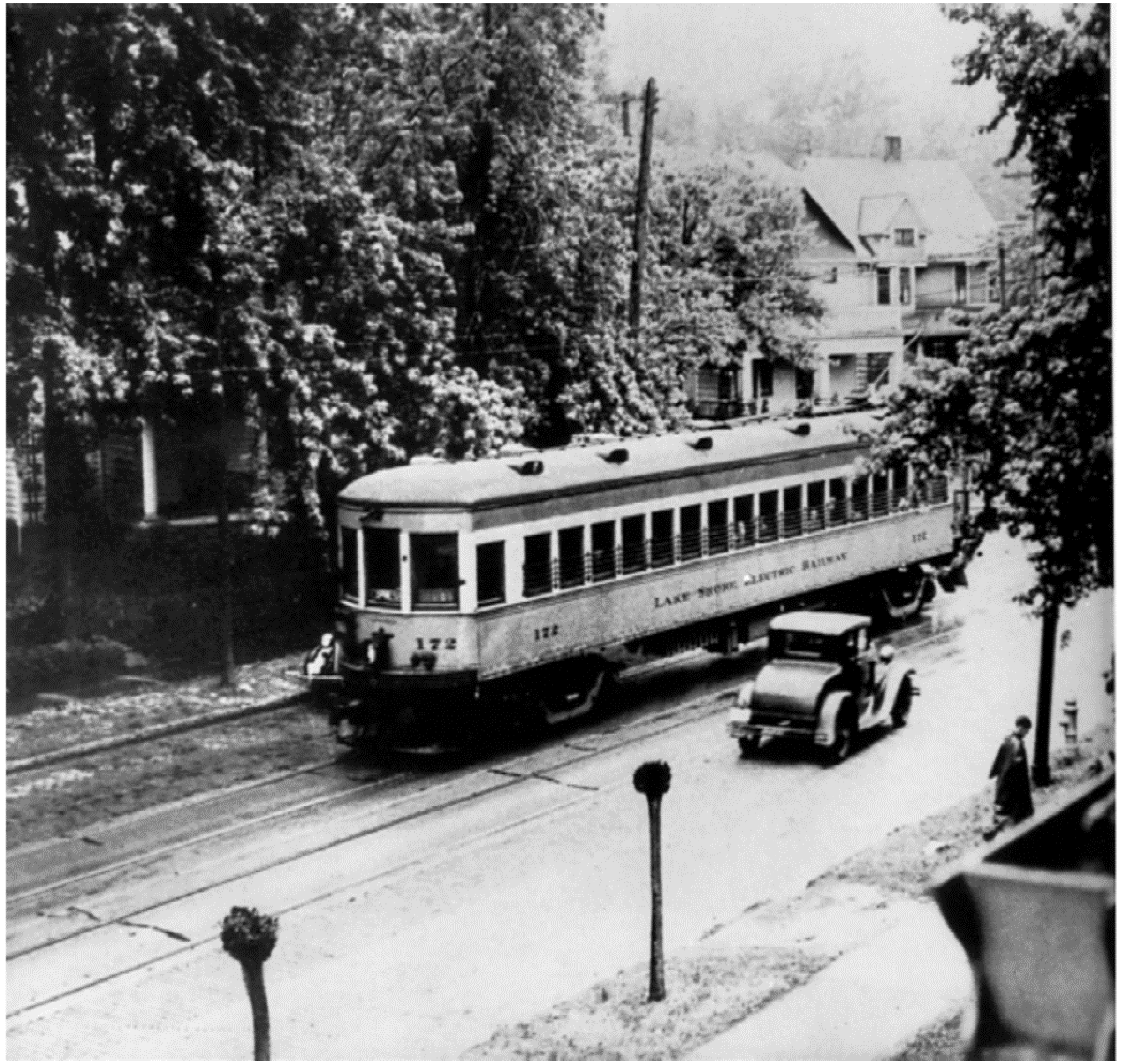
Presented By: Max Upton, Director of Economic and Community Development

Micah Stryker, AICP Senior Planner
Cuyahoga County Planning Commission

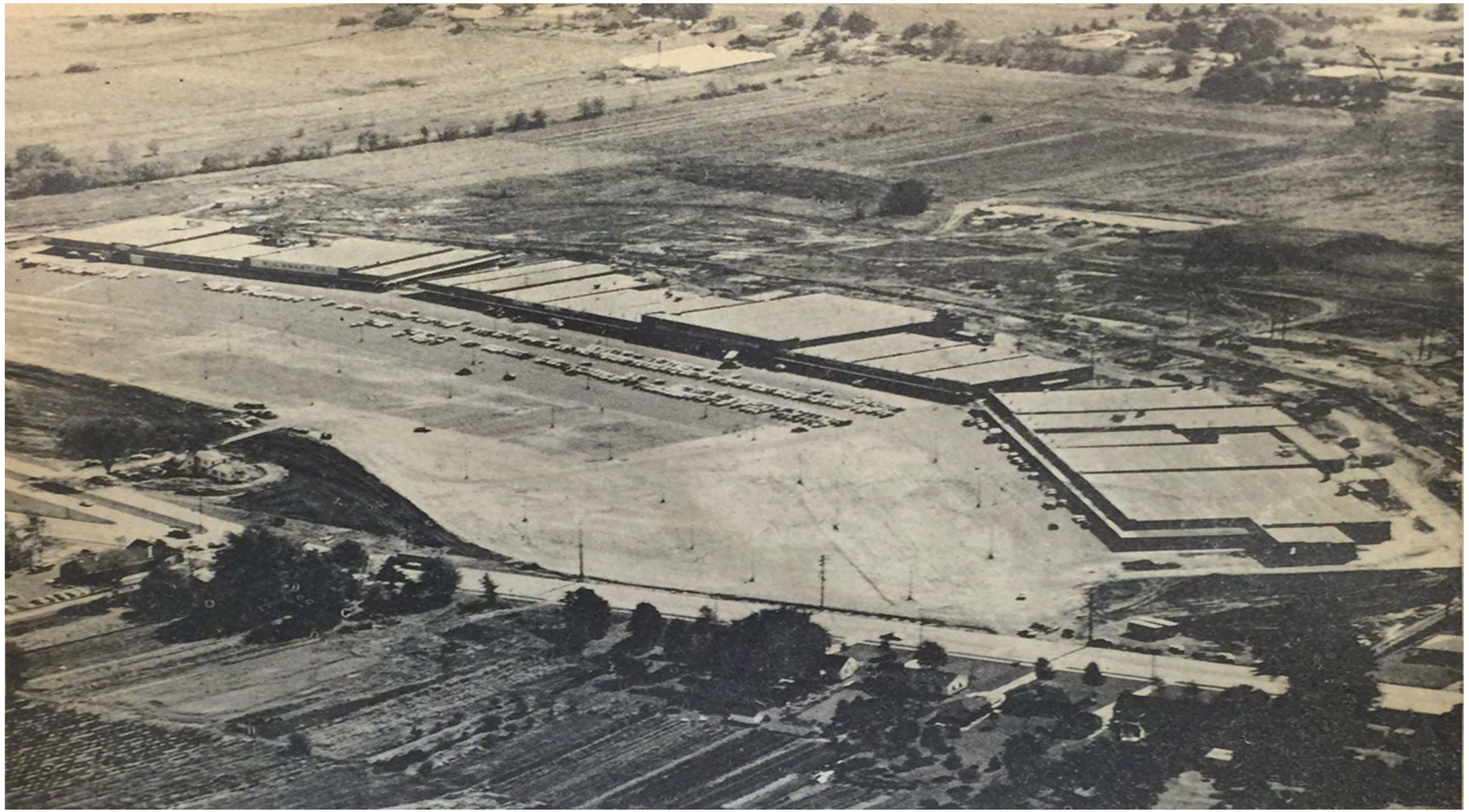
May 15, 2025

Lorain Road, The Past





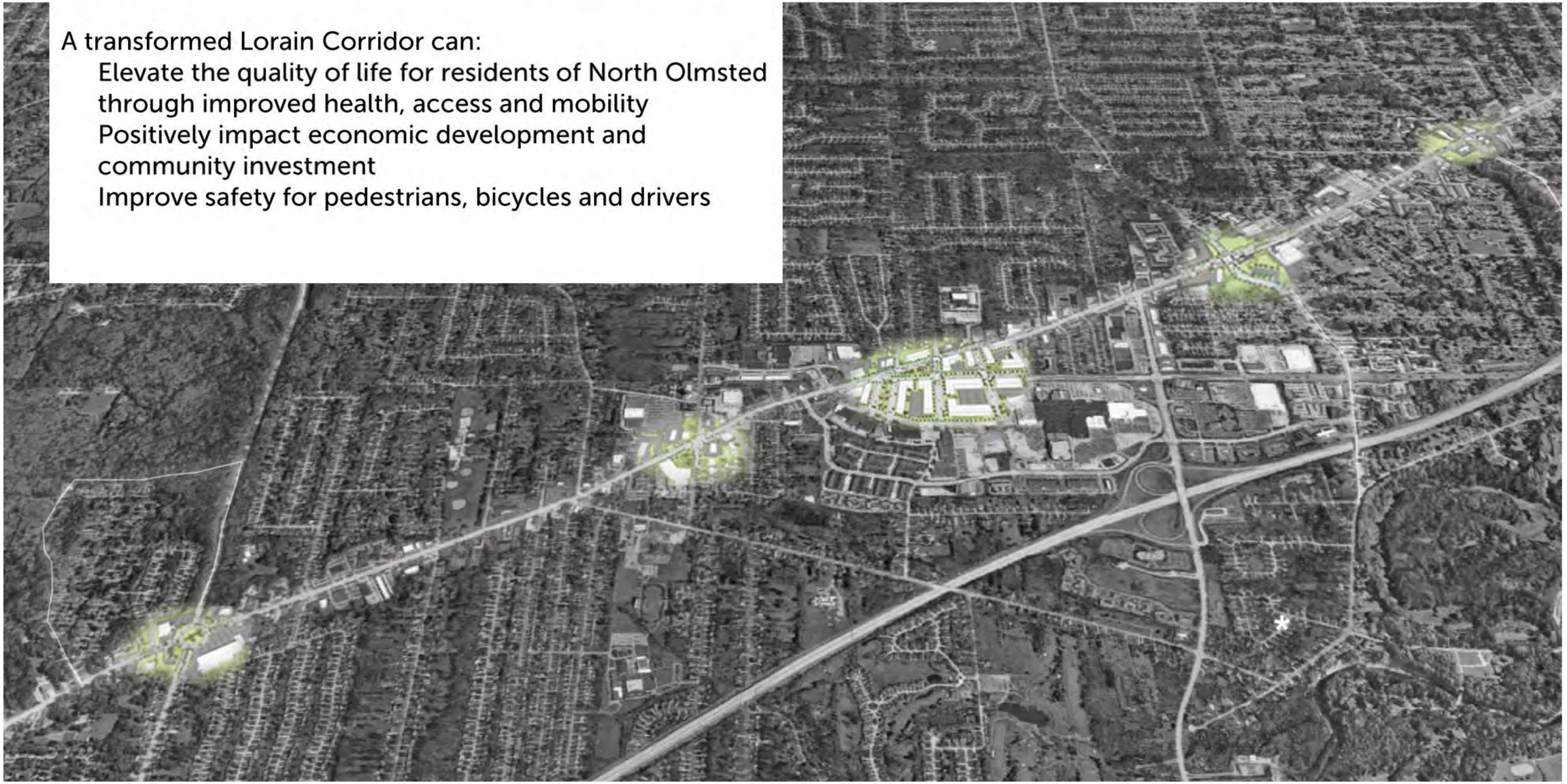
Great Northern, The Past



TRANSFORMING THE CORRIDOR

A transformed Lorain Corridor can:

- Elevate the quality of life for residents of North Olmsted through improved health, access and mobility
- Positively impact economic development and community investment
- Improve safety for pedestrians, bicycles and drivers



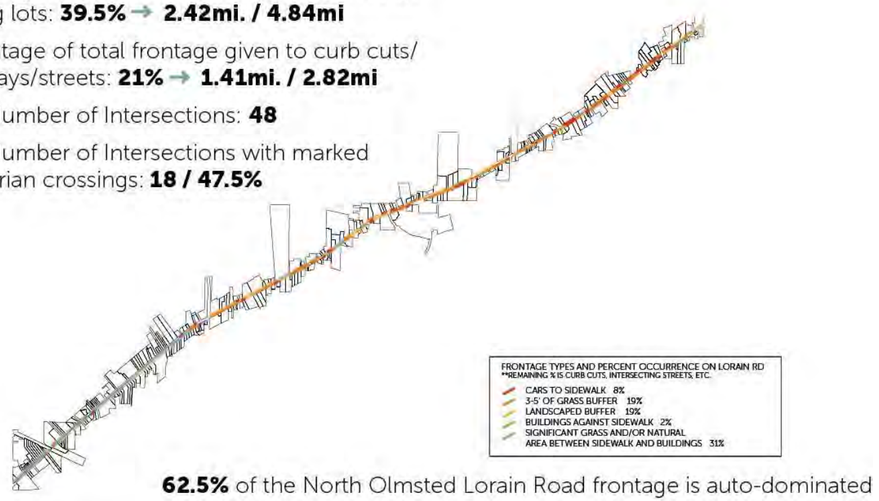
What Does This Mean...

Percentage of total frontage along Lorain Rd. as parking lots: **39.5%** → **2.42mi. / 4.84mi**

Percentage of total frontage given to curb cuts/ driveways/streets: **21%** → **1.41mi. / 2.82mi**

Total Number of Intersections: **48**

Total Number of Intersections with marked pedestrian crossings: **18 / 47.5%**



62.5% of the North Olmsted Lorain Road frontage is auto-dominated

62.5% of the North Olmsted frontage (approx. 7.63 miles) is auto-dominated

- 2015 percent of retail sales online
- 6.8%
- 2023 Percent of retail sales online
- 15.6%

- 2015 Amazon’s total Revenue
- $107,000,000,000.00
- 2023 Amazon total revenue
- $575,000,000,000.00

Cuyahoga County Indoor Mall Quick Facts

- Great Northern has lost 65% of Valuation
  - Property Tax Revenue produced
    - 2019: $3,544,226
    - 2024: $1,319,577

- South Park Mall has lost 64% of Valuation
  - Property Tax Revenue Produced
    - 2019: $4,707,974
    - 2024: $1,476,900

- Severance Town Center (Fully closed/ vacant)
  - Property Tax revenue produced
    - 2015: $1,378,231
    - 2024: $186,245

PROJECT FOCUS AREA

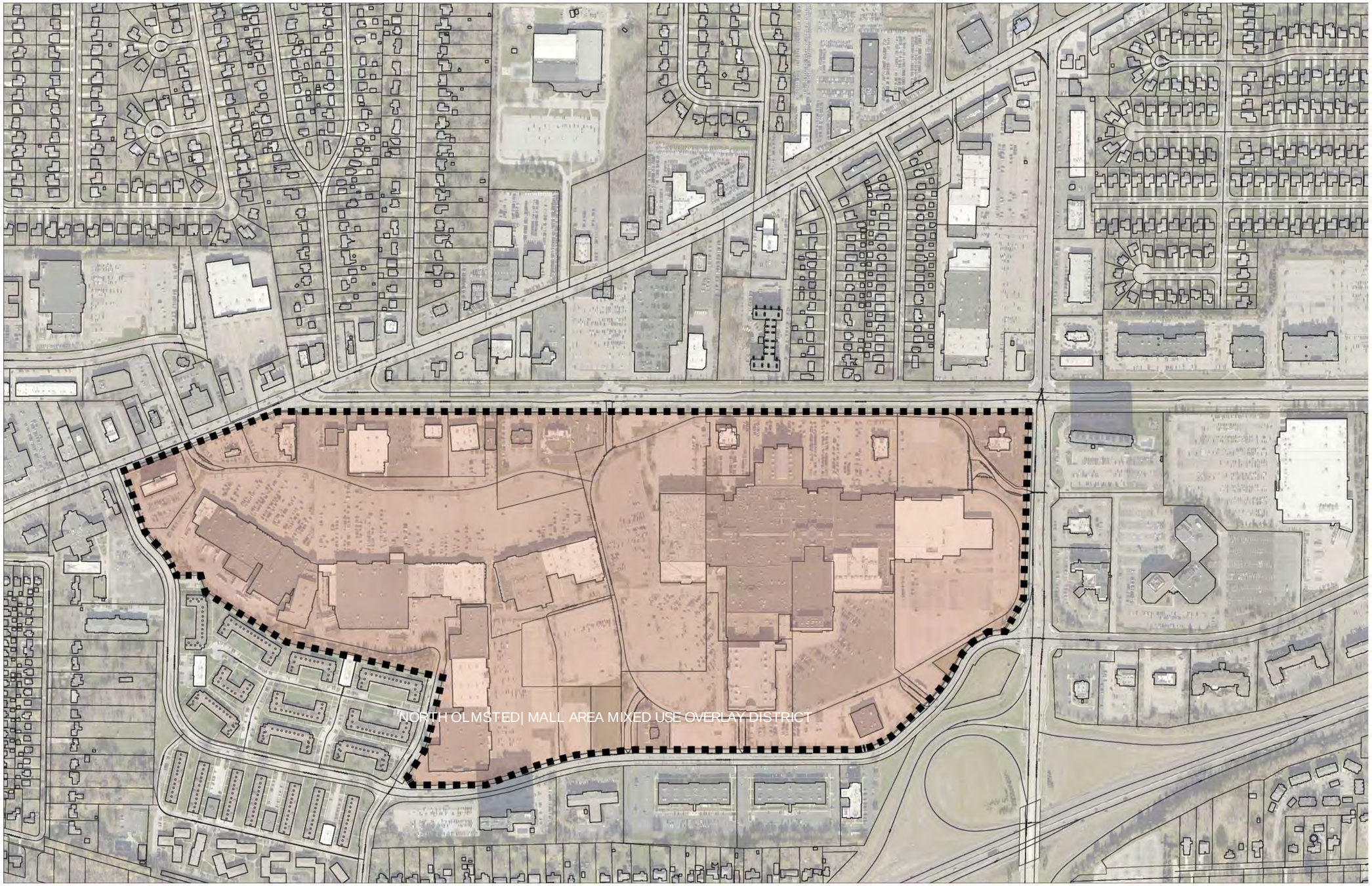
AREA
Approx. 6,046,128 sf
Approx. 138.8 acres

COMMERCIAL SPACE
Approx. 2,229,112 sf

COMMERCIAL FOOTPRINT
Approx. 1,689,805 sf
Approx. 38.8 acres

PARKING & SERVICE
Approx. 3,101,472 sf
Approx. 71.2 acres

CIRCULATION
Approx. 1,254,528 sf
Approx. 28.8 acres



AREA COMPARISON

GREAT NORTHERN MALL AREA

Approx. 6,046,128 sf
Approx. 138.8 acres

SOUTHLAND MALL: MIDDLEBURG HEIGHTS

CROCKER PARK: WESTLAKE

PINECREST: SHAKER HEIGHTS

VAN AKEN: SHAKER HEIGHTS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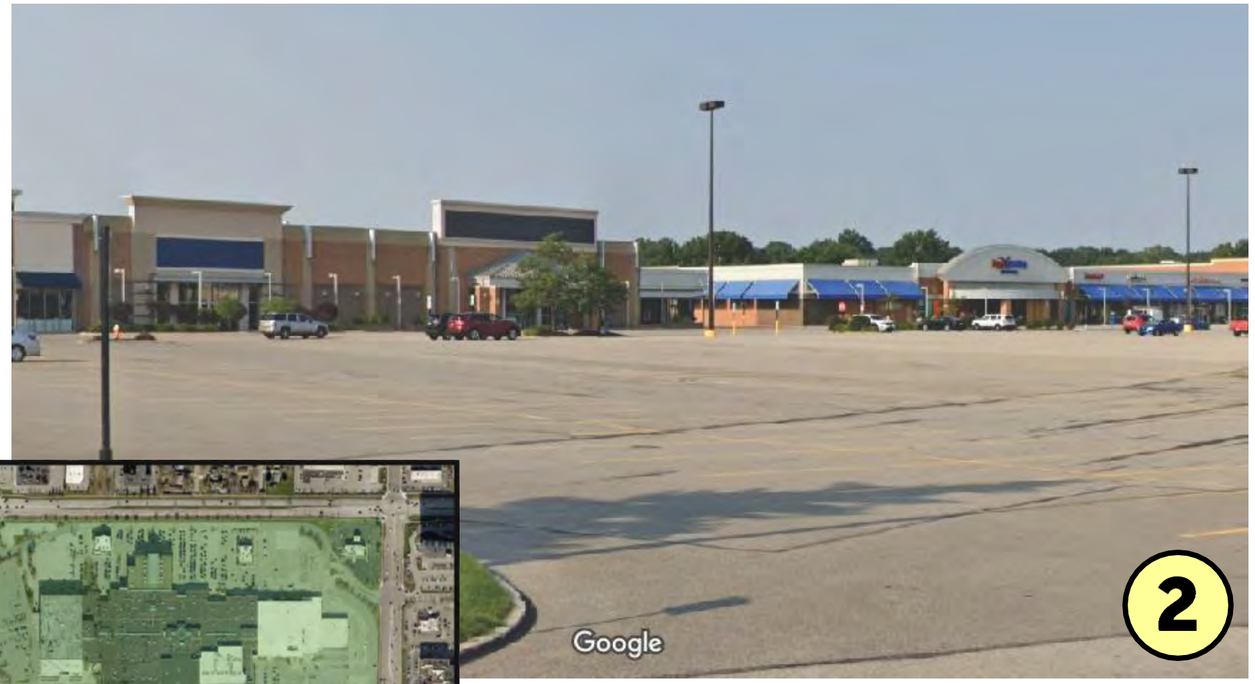
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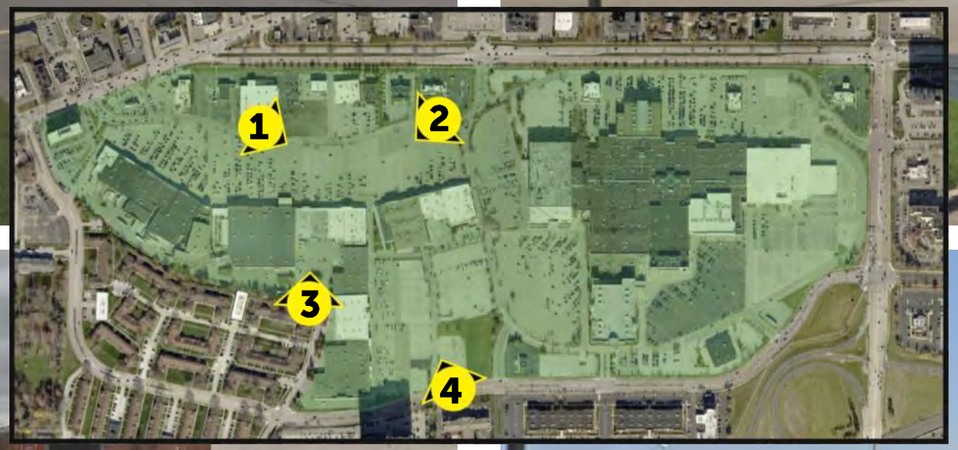
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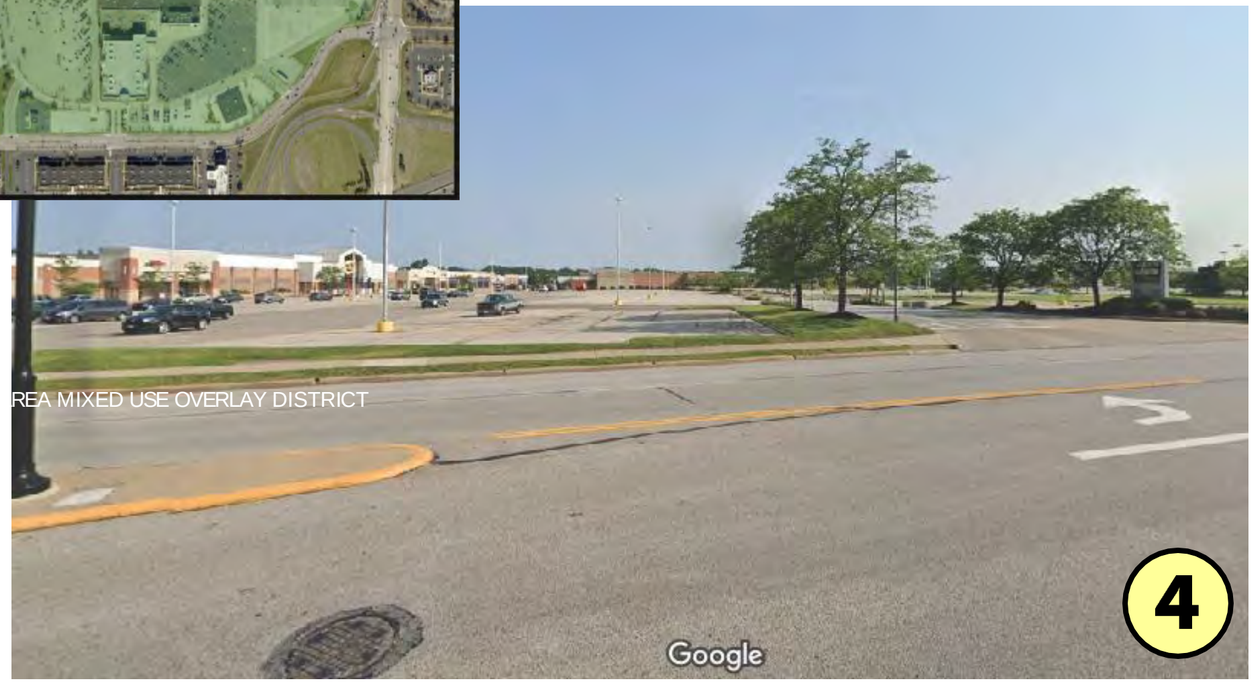
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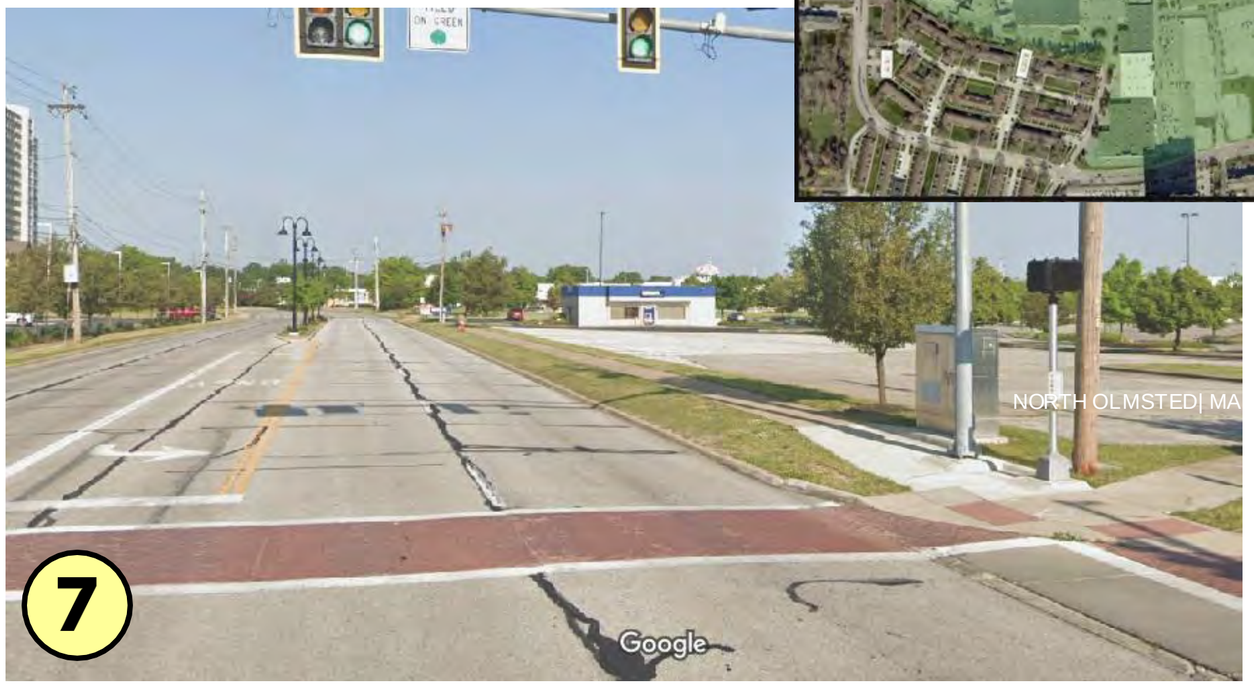
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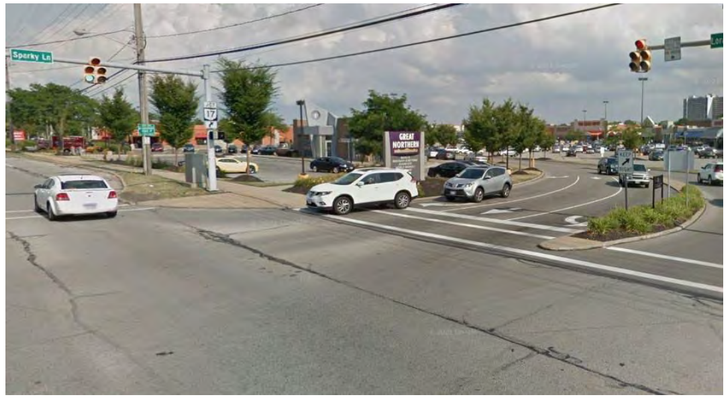
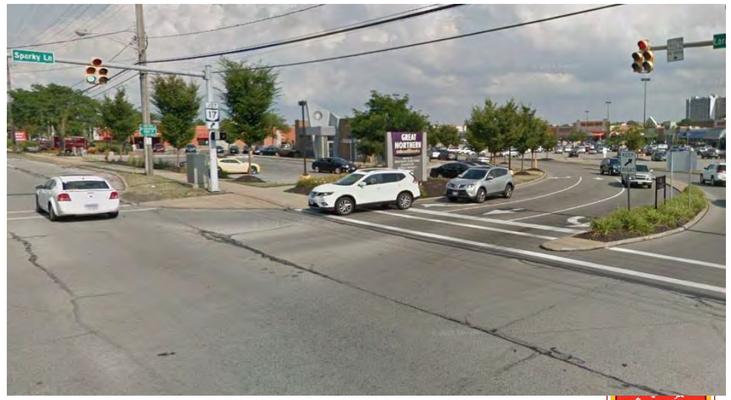
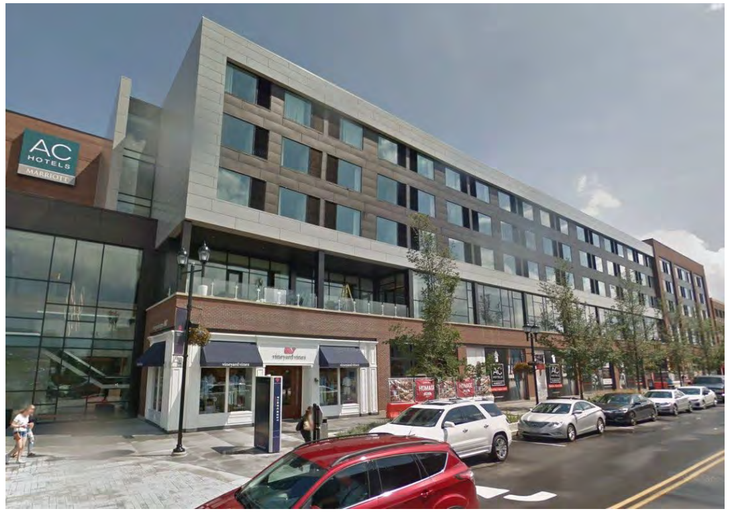




NORTH OLMSTED
EST. 1815



NORTH OLMSTED
EST. 1815

North Olmsted Associates

Bridge 33 Capital Partners

Higbee (Dillards)

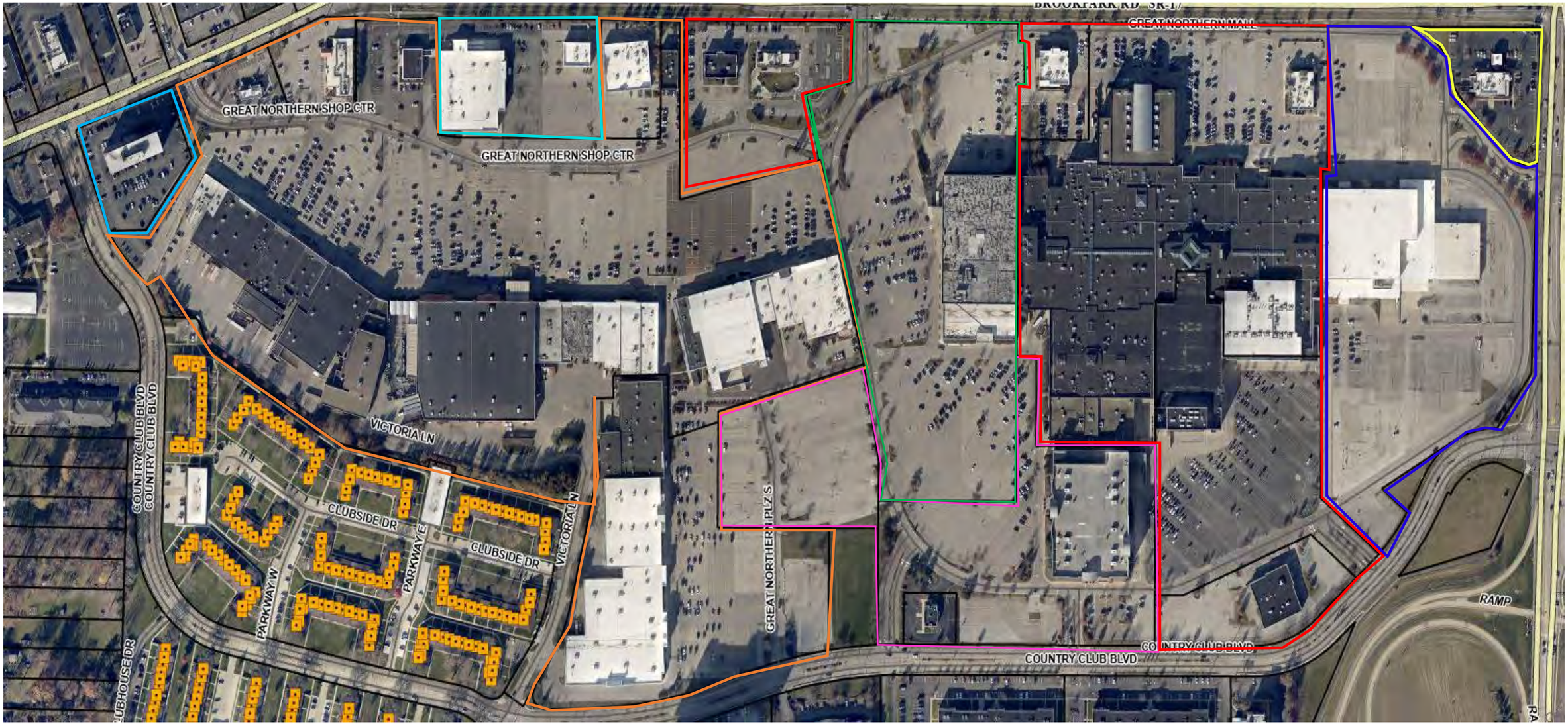
Macy's

Star-West Great Northern LLC (Mall Ownership)

National Retail Properties LP

Joe Dave LLC (Tony George)

Rafih Auto Group (R6 Motors)



SITE CONCEPT OPTION D:

AREA

Approx. 6,046,128 sf
Approx. 138.8 acres

DEVELOPMENT STATISTICS:

COMMERCIAL

Approx. 888,756 sf

OFFICE / TECH

Approx. 318,750 sf

RESIDENTIAL

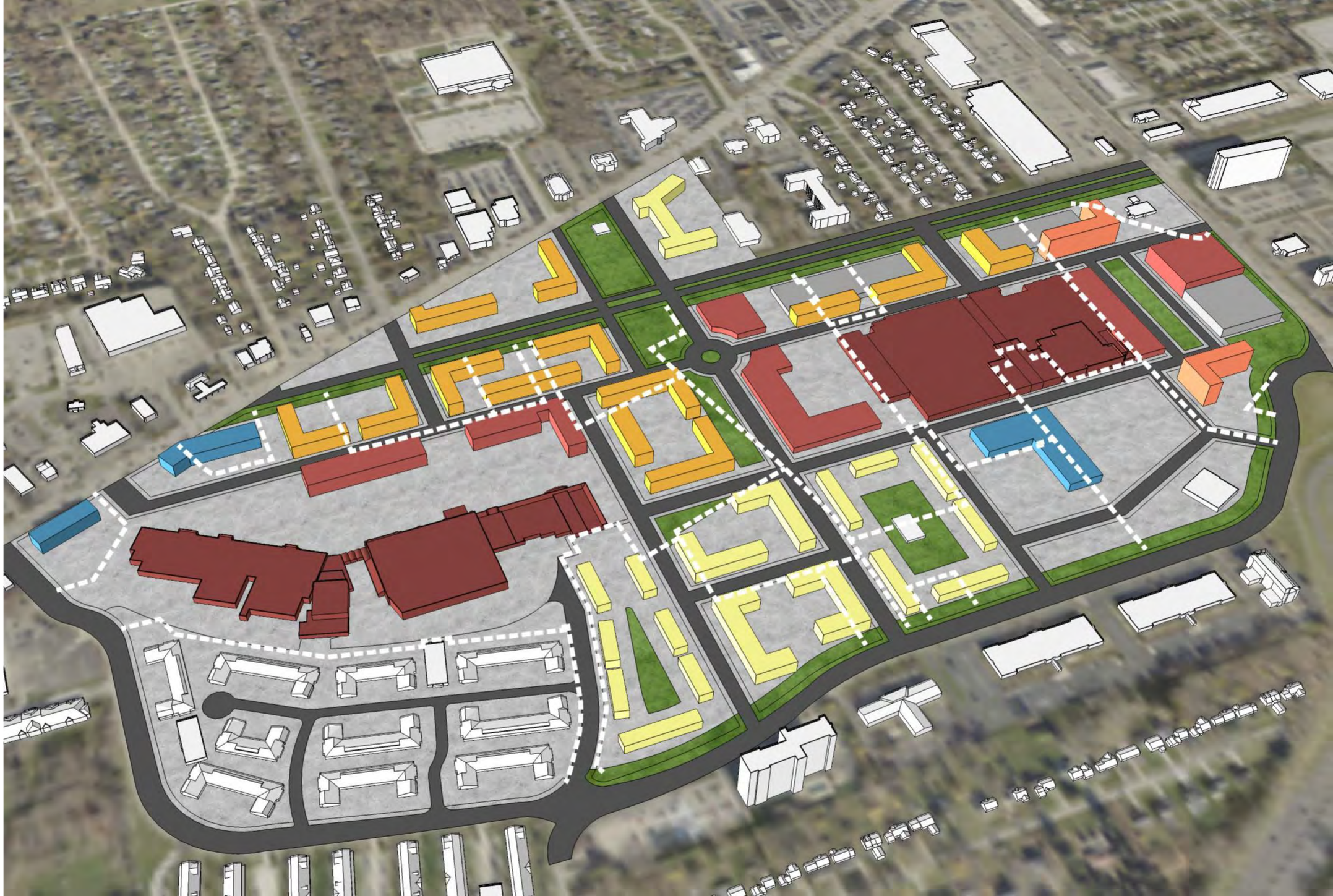
Approx. 1,952 units
Multi-family: 1,837
Townhome: 115
Single family: 0
Hotel: 2 – 200 rooms

PARKS / PUBLIC SPACE

Approx. 19.1 acres

MALL RE-USE

Approx. 521,800 sf



PLANTING SEEDS: A NEW TOWN CENTER VISION

POTENTIAL DEVELOPMENT STATISTICS

AREA:
Approx. 139 acres

COMMERCIAL:
Existing:
approx. 2,232,300 sf
Remove:
approx. 287,450 sf
New:
approx. 165,600 sf
Total:
approx. 2,110,450 sf

RESIDENTIAL:
Multi-family (apts.):
733 units
Townhomes:
115 units
Total:
848 units

HOTEL:
1@ 100 rooms

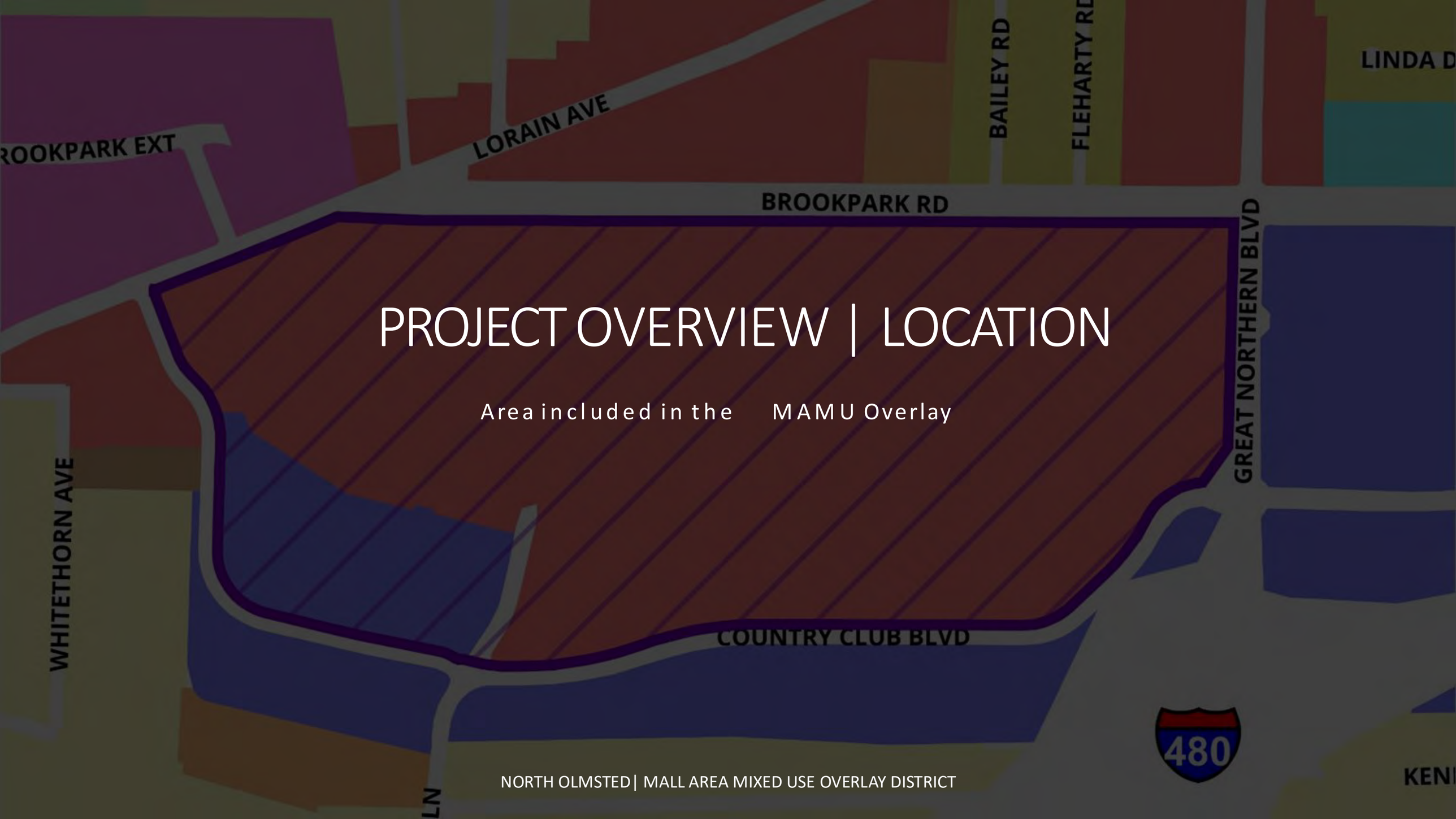
PARK / PUBLIC SPACE:
Approx. 10.5 acres

MAMU OVERLAY | PROJECT ORIGIN

- Project was selected for funding through County Planning's Community Planning Services Program.
- Meshed well with our current work on Transit-Oriented Development Zoning in the County
- Our TOD Model Zoning Ordinance was a starting point (https://www.countyplanning.us/projects/tod-zoning-study/)

MAMU OVERLAY | PROJECT PROCESS

- Collaborative process with the Project Team
- Had a standing monthly meeting to discuss drafts and update the process
- Wrote and reviewed several sections at a time
- Performed a general review of the entire document once a full draft was completed



PROJECT OVERVIEW | LOCATION

Area included in the MAMU Overlay

MAMU OVERLAY | NEEDS & DESIRED OUTCOMES

- An overlay district that is:
  - ✓Permissive
  - ✓Flexible
  - ✓Prescriptive
  - ✓Descriptive

MAMU OVERLAY | NEEDS & DESIRED OUTCOMES

- Facilitate “evolution in place”
- Provide for a new street grid/site connectivity
- Incorporate zoning for residential uses
- Increase greenspace
- Reduce large parking areas
- Facilitate Transit-Oriented Development

MAMU OVERLAY | CODE OVERVIEW

- UPDATES TO SUPPORT WALKABLE, MIXED-USE REDEVELOPMENT
  - Modern residential, retail, entertainment uses as well as technology focused office and light industrial uses
  - Increased landscaping and streetscaping requirements
  - Open space and public space requirements
- IMPROVEMENT OVER TIME
  - Realize that redevelopment will happen over time in multiple separate projects
  - Provide flexibility to create good development in a suburban context

MAMU OVERLAY | CODE OVERVIEW

- USES
  - Updated uses provide for modern uses desired in mixed use, walkable developments.
  - Restricts or eliminates unwanted uses, such as secondhand retailers and smoke/vape shops.
  - Allows apartments and townhomes and requires active first floor uses
- USE STANDARDS
  - Some uses have additional requirements that must be met for their use either by right or as a conditional use.

MAMU OVERLAY | CODE OVERVIEW

- DEVELOPMENT STANDARDS
  - Requires buildings be built up to the street
  - Moderate height to promote more dense development
  - Greater lot coverage permitted
  - Stricter requirements for “Primary Streets” to facilitate walkability

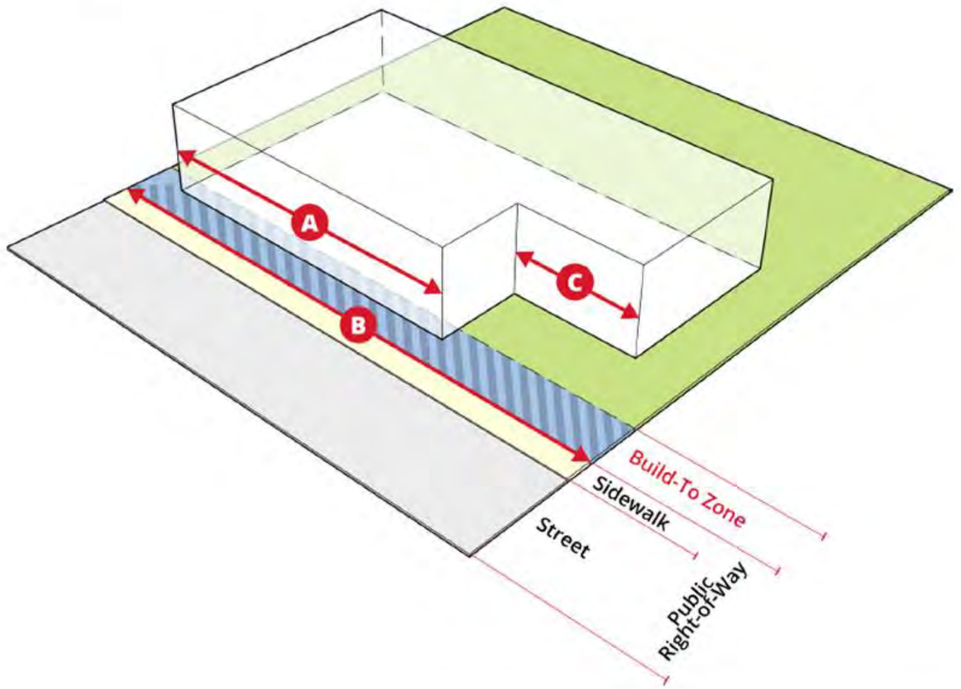
MAMU OVERLAY | CODE OVERVIEW

TABLE 1150.06(B): MAMU OVERLAY DISTRICT DEVELOPMENT STANDARDS

DEVELOPMENT STANDARDS	METRIC
LOT DIMENSIONS	
Minimum Lot Area (square feet)	None
Minimum Lot Width (feet)	None
YARD DIMENSIONS	
Minimum Front Yard Setback of Principal Building (feet)	0
Maximum Front Yard Setback of Principal Building (feet)	20
Min. Side Yard Setback of Principal Building Abutting Non-Residential Dist. (feet)	0
Min. Side Yard Setback of Principal Building Abutting Residential Dist. (feet)	20
Min. Rear Yard Setback of Principal Building Abutting Non-Residential Dist. (feet)	5[a]
Min. Rear Yard Setback of Principal Building Abutting Residential Dist. (feet)	20[b]
LOT COVERAGE REQUIREMENTS[b]	
Minimum Lot Coverage (Impervious Surface)	60%
Maximum Lot Coverage (Impervious Surface))	90%
HEIGHT DIMENSIONS	
Minimum Height of Principal Building (feet)	35
Maximum Height of Principal Building (feet)	6 stories/75 feet[c]
Minimum Height of the first story	15

DEVELOPMENT STANDARDS	METRIC
BUILDING WIDTH	
Minimum Building Frontage, primary street *(See Figure 1150.06(A))*	60%
Minimum Building Frontage, secondary street *(See Figure 1150.06(A))*	50%

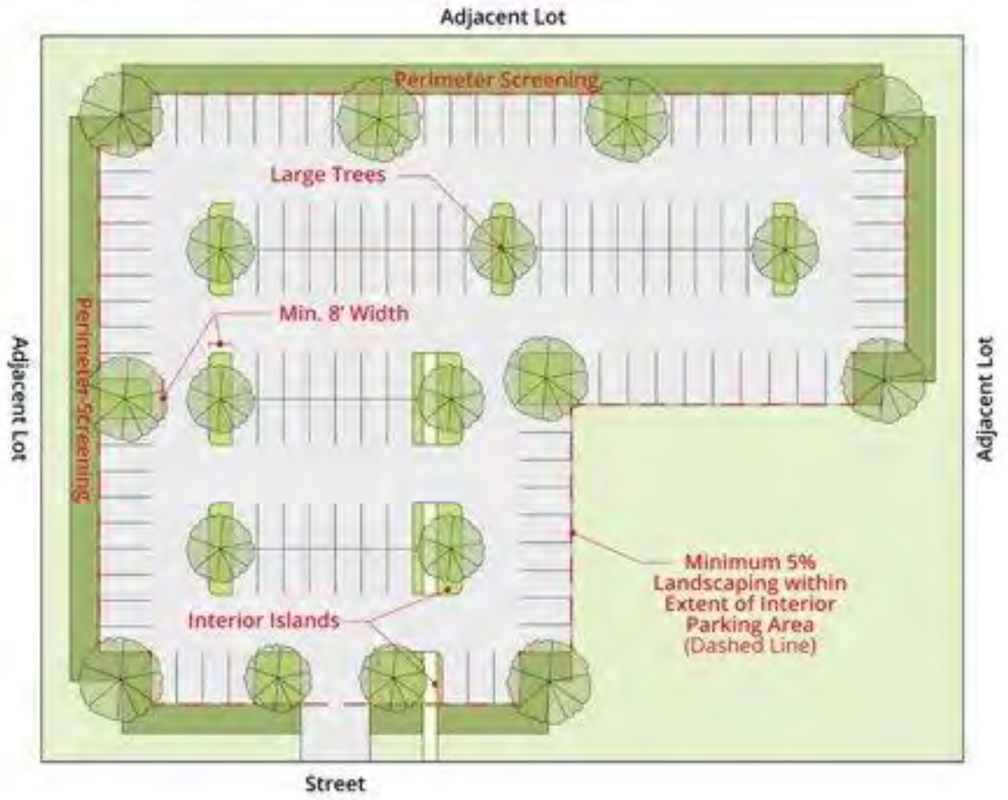
FIGURE 1150.06(A): MINIMUM BUILDING FRONTAGE



MAMU OVERLAY | CODE OVERVIEW

- PARKING
  - Eliminates minimum requirements and institutes parking maximums
  - Applicants must provide a parking plan that demonstrates that the parking they are providing is required for the development
  - Provides a building height bonus to developments that include structured parking

FIGURE 1150.10(G): INTERIOR LANDSCAPING



MAMU OVERLAY | CODE OVERVIEW

- ACCESS, CIRCULATION, & CONNECTIVITY
  - Generally, seeks to reduce excessive curb cuts by limiting access drives
  - Provides requirements for the creation of new blocks and street grid for large development sites
  - Includes requirements for pedestrian spaces and connections for both larger and smaller developments

MAMU OVERLAY | CODE OVERVIEW

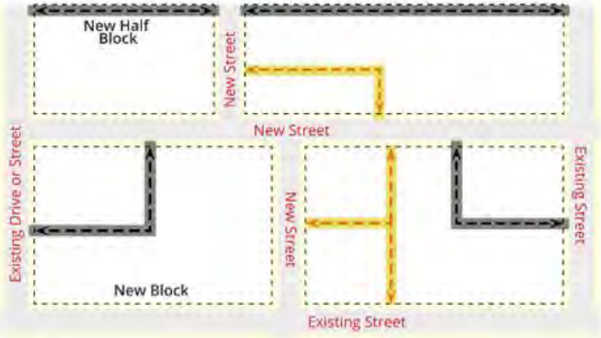
TABLE 1150.09(F): CONCEPT PLAN REQUIREMENTS FOR DEVELOPMENT SITES 3 ACRES OR LARGER

REQUIREMENT: IDENTIFY THE DEVELOPMENT SITE

The development site is the entire site within the scope of the development, which may include one or more parcels. The overall development site is delineated through a survey and must identify the existing public realm.

REQUIREMENT: IDENTIFY AND EXTEND THE PUBLIC REALM TO CREATE NEW BLOCKS

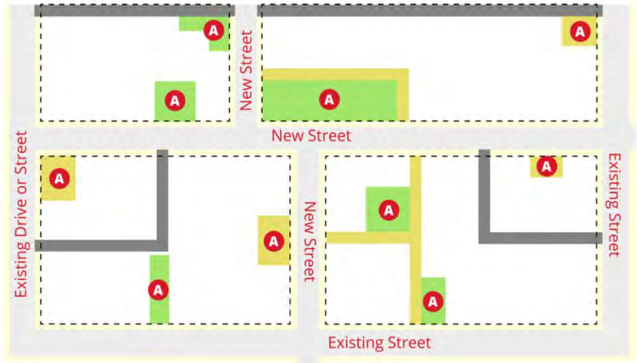
Extend the public realm into the development site to create new blocks per the standards of Section 1150.09(D)(5). All new and existing street frontages 300 feet or greater in length must incorporate the requirements of Section 1150.09(D)(3) and indicate them on the Concept Plan.



REQUIREMENT: LOCATE OPEN SPACE

On the Concept Plan, indicate open space(s). Open Space must meet the requirements of Section 1150.10 Open space Landscaping, and Screening.

A Open Space



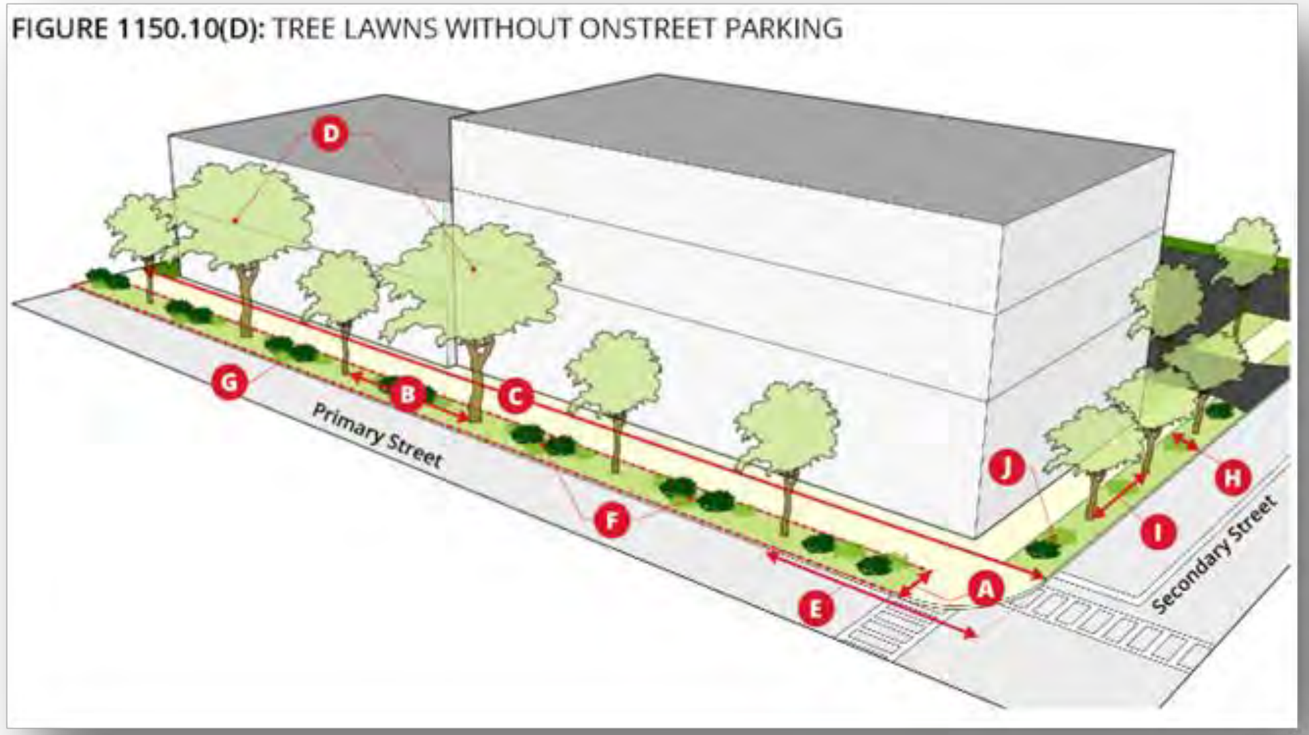
REQUIREMENT: PLACE BUILDINGS PER OVERLAY DISTRICT STANDARDS

On the Concept Plan, locate buildings and parking per all standards in Chapter 1150 Mall Area Mixed Use Overlay District. Development of each block may occur in phases. Any parcel line adjacent to a pedestrian circulation, open space, or new street will be treated as a front or side street parcel line. Setbacks along streets will be determined by if the street is classified as a primary or secondary street. Building footprints shall conform to massing and modulation standards set forth in Section 1150.07 Design Standards.

MAMU OVERLAY | CODE OVERVIEW

- OPEN SPACE, LANDSCAPING, & SCREENING
  - Requirements to increase landscaping, greenspace, and green infrastructure in parking areas
  - Streetscaping and Open Space requirements to provide for street trees and promote the creation of active pedestrian spaces

MAMU OVERLAY | CODE OVERVIEW



2. Tree lawns. All streets shall have a tree lawn that separates the sidewalk from the roadway. Tree lawns shall be the primary location of trees and landscaping features. Different requirements exist between primary streets, secondary streets, and existing MAMU Overlay District boundary streets and are identified below:

   a. MAMU Overlay District Boundary Streets and Primary Streets. Tree lawns shall be at least eight feet (8') in width (A in Figure 1150.10(D)) and shall be planted or landscaped according to the following:

      i. Street Trees:

         (1) At least five (5) different types of approved shade trees shall be used.

         (2) A minimum of one shade tree shall be planted every thirty feet (30') on-center (B), on average, regardless of driveways or curbs cuts along the street front (C).

         (3) A minimum of two (2) large tree shall be planted for every one hundred and twenty feet (120') of street frontage for the development site (D).

         (4) Where overhead utilities exist, one small tree shall be planted every twenty feet (20') on-center, on average.

         (5) Street trees shall be at least twenty feet (20') from street intersections (E) and ten feet from fire hydrants or utility poles.

      ii. Two (2) shrubs or one (1) ornamental tree shall be planted for every twenty feet (20') of frontage, on average (F). Fifty percent (50%) of these should be evergreen.

      iii. Spacing is measured as an average to account for driveways, utilities, bus boarding and alighting areas, and other potential conflict points.

      iv. At least twenty-five percent (25%) of the tree lawn area, at ground level and exclusive of the area devoted to required street trees and shrubs, shall be landscaped (G). Landscaping can be in-ground or in planters. If the tree lawn cannot accommodate this requirement, landscaping may be introduced in other areas of the pedestrian zone, so long as a minimum of four feet (4') is maintained for pedestrian travel.

MAMU OVERLAY | CODE OVERVIEW

- **DESIGN STANDARDS**
  - This includes the “shall” regulations for new development
    - Type and quality of materials (e.g., EIFS prohibited)
    - Building modulation required
    - Fenestration requirements
  - Provides for the Planning and Design Commission to adopt a Design Manual

- **DESIGN MANUAL**
  - Provides goals and desired design outcomes for developments
  - Gives visual examples of concepts and their desired application
  - Provides guidance but allows flexibility to approve designs and address issues that meet the intended design purposes.

MAMU OVERLAY | CODE OVERVIEW

3.1 MASSING & SCALE

Massing and scale generally refer to the visual perception, form, and size of a structure. Massing and scale are directly affected through the footprint, lot coverage, and height of a building. The arrangement of different materials and parts of a building can also affect the perceived mass of a structure.

(A) The height and bulk of proposed buildings and structures should be in scale and proportion with each other and not visually dominate the site or street.

(B) Large scale commercial and mixed-use buildings shall include architectural or material-based articulation to reduce the perceived mass of the building. Consider the following techniques to achieve this:

- **(1)** To break up the building vertically and distinguish the different levels of a building, add elements such as cornices, string course/ band course, molding or projections, or vary between the levels the fenestration types, building materials, trim, paint, or ornamentation or other treatments approved by the Design and Planning Commission.
- **(2)** Distinguishable horizontal planes or bays can be accomplished with the following treatments: projections or recessions, changes in materials, pilasters or colonnades, varying heights, or other treatments approved by the Design and Planning Commission.

(C) Different techniques can be used to visually transition between buildings of different scales, including:

- **(1)** Stepping back upper stories or adjusting the roof pitch of larger massed buildings on the side where they are adjacent to smaller massed buildings.
- **(2)** Including additional buffer space between larger massed buildings and smaller massed buildings.
- **(3)** Including horizontal architectural details such as cornices and window frames on larger massed buildings that align with the roofline of the adjacent smaller massed buildings.
- **(4)** Using trees and other greenery to soften hard edges between differently massed buildings.

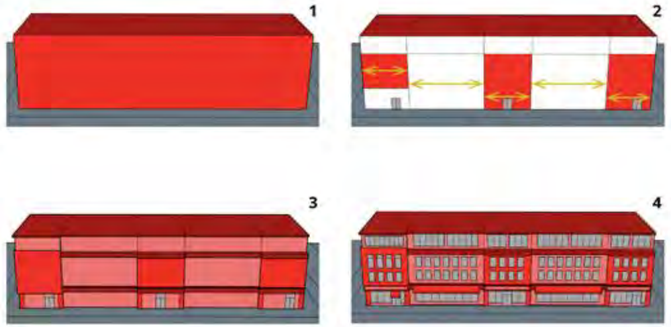


FIGURE 4 | ACHIEVING BUILDING MODULATION

1. From a plain box, the size and scale of a new building can be broken down in a variety of ways.
2. Horizontal facade modulation can be achieved through the use of a variety of materials and breaking the mass into bays.
3. Facade elements such as cornices break the facade up vertically.
4. Windows, storefronts, and doors further articulate the facade and break down the mass of the building to better relate to the human scale.

FIGURE 5 | MULTIPLE BUILDINGS WITHIN A SINGLE PROJECT

Despite being a single building, the building is designed in a way that reduces its scale from street level by utilizing different materials and architectural breaks to create the appearance of multiple buildings.

FIGURE 6 | EXAMPLES OF BUILDING MODULATION

The use of different materials, horizontal bays, differing setbacks, cornices, roof lines, entrances, windows, awnings, balconies, and other architectural elements break up the mass and scale of building facades both vertically and horizontally to create more interesting and human scale developments.

MAMU OVERLAY | CODE OVERVIEW

- OTHER SECTIONS
  - Where existing regulations were strong, we redirected the code and enhanced with any desired regulations to address specific needs
  - SIGNS, EXTERIOR LIGHTING, DEVELOPMENT PLAN REVIEW & APPROVAL

Contact Information

Max Upton

Director of Economic and Community Development

uptonm@north-Olmsted.com

Phone 216-938-1198

Micah Stryker, AICP | Senior Planner
Email: mstryker@cuyahogacounty.gov
Phone: 216.443.3708