



Cleveland Heights

A look book guiding a new neighborhood in Moore, Oklahoma.

SPRING 2026





A new neighborhood vision for Moore, Oklahoma.

Grounded in community, shaped by
open space, and designed for people
at every stage of life.

Introduction

The Cleveland Heights planning effort represents a collaborative partnership between the Association of Central Oklahoma Governments (ACOG), the University of Oklahoma Institute for Quality Communities (OU IQC), and the City of Moore. Through the Community Economic Resiliency Initiative, ACOG provides the regional planning framework and support for communities pursuing transformative local projects, while OU IQC contributes placemaking, urban design, community engagement, and planning expertise. The City of Moore brings local leadership, site knowledge, public investment, and long-term commitment to implementation. Together, these partners are helping translate Cleveland Heights from a long-standing redevelopment opportunity into a thoughtful, community-centered vision for Moore's next great neighborhood.

HOW TO USE THIS BOOK

This book is a shared vision and reference guide for the future of Cleveland Heights. It explains the site's history, the community's priorities, the planning principles behind the concept, and the strategies needed to transform the area into a complete neighborhood.

The first sections describe why Cleveland Heights matters and why redevelopment is possible now. The middle sections outline the vision, including housing choices, green space, trails, stormwater, public amenities, and phased retail. The final sections focus on implementation, economic value, and next steps.

City leaders, development partners, community organizations, and residents can use this book to understand the project's goals and guide future decisions. As the plan moves forward, it should serve as a touchstone for keeping Cleveland Heights aligned with its larger promise: creating Moore's next great neighborhood — a place for everyone to land.



CHRISTOPHER C. GIBBS COLLEGE OF ARCHITECTURE
INSTITUTE FOR QUALITY COMMUNITIES
The UNIVERSITY of OKLAHOMA



Table of Contents

THE OPPORTUNITY.....	8
NEIGHBORHOOD DESIGN.....	16
HOUSING VISION.....	30
RETAIL STRATEGY.....	44
ECONOMIC DEVELOPMENT.....	54







The Opportunity

A New Chapter for Cleveland Heights

Cleveland Heights is a 160-acre redevelopment opportunity located at the southwest corner of N. Sunnyside Road and NE 12th Street. Once platted as a residential subdivision in 1960, the area never fully developed because streets, water, sewer, and other basic public improvements were not completed. Today, the site offers Moore a rare opportunity: a large, mostly undeveloped tract of land with strong regional connections and the potential to become a complete mixed-use neighborhood.

The proposed vision reimagines Cleveland Heights as a walkable, green, and socially vibrant place with diverse housing options, neighborhood-serving retail, stormwater amenities, trails, gardens, public gathering spaces, and a strong sense of identity.

**From a dormant paper
subdivision to Moore's next great
neighborhood.**



A Blank Slate with Great Connections

Cleveland Heights offers the scale, location, and flexibility to create a new kind of neighborhood in Moore. At approximately 160 acres, the site is large enough to support a complete redevelopment vision, with room for a thoughtful mix of housing, commercial activity, open space, and civic amenities.

The site also appears to have few major development constraints, allowing planning to focus on a comprehensive neighborhood framework rather than simply responding to limitations. This creates an opportunity for Cleveland Heights to become a connected, mixed-use district that supports Moore's growth while establishing a distinct sense of place.

Its location strengthens that potential. Cleveland Heights is approximately 8 minutes from Old Town Moore, 9 minutes from I-35, 10 minutes from the shopping and dining along 19th Street, 15 minutes from downtown Oklahoma City, and 22 minutes from the University of Oklahoma. This proximity positions the site as both locally connected and regionally accessible.

At the same time, Cleveland Heights sits along N. Sunnyslane, where commercial and light industrial uses shape the and eastern edges of the site. Because of this context, the plan must carefully balance livability, economic activity, and compatibility with surrounding uses.

The goal is not to ignore the area's existing conditions, but to design a neighborhood that responds to them. Thoughtful buffering, access management, land use transitions, and a strong frontage strategy can help address the industrial edge while still allowing the site to support active commercial uses. Within the site, the residential core should feel protected, walkable, and connected, with the public realm helping to soften transitions and create a lasting identity for Cleveland Heights.



Located near major destinations, Cleveland Heights has the potential to serve both future residents and the broader Moore community.

Site History

Cleveland Heights was originally platted in 1960 with 651 residential lots and commercial frontage along N. Sunnyside Road and NE 12th Street. However, the infrastructure needed to support the subdivision was never fully completed. Without streets, water, sewer, and other public improvements, most of the lots remained unbuildable. Only seven homes were constructed over the past 60 years.

For many Moore residents, the site has become part of local memory and lore — a reminder of unrealized development and a long-standing gap in the city's urban fabric. Redevelopment offers the chance to bring that story full circle.

The moment for redevelopment has arrived.

Cleveland Heights is not just vacant land. It is unfinished civic potential.

Stakeholder Values

Community	Nature	Walkability	Shared Spaces
Outdoor Life	Safety	Vibrancy	Mixed Use

Stakeholder input pointed toward a neighborhood that is more than a collection of homes. Residents and stakeholders described a desire for community, nature, vibrancy, walkability, mixed use, safety, shared spaces, shared activities, and outdoor gathering places. These priorities shape the Cleveland Heights vision as a neighborhood that supports daily life, creates opportunities for connection, and gives residents meaningful access to nature and public space.



The background of the page is a photograph of a natural landscape. In the foreground, there is a field of tall, green grass. Behind the grass is a dense line of trees and shrubs. The sky above is a deep, dark teal color, suggesting an overcast day or dusk. The overall tone is moody and naturalistic.

Neighborhood Design

A Neighborhood with Two Complementary Characters

The Cleveland Heights concept is guided by two complementary identities that will serve as a framework for design decisions moving forward. One identity is calm, open, and restorative: a neighborhood shaped by green space, trails, native planting, and everyday access to nature. The other is lively, neighborly, and social: a place animated by front porches, shared amenities, public gathering spaces, and activities that bring people together.

Together, these identities will help define the physical character, programming, and public realm of Cleveland Heights. Decisions about streets, open spaces, architecture, landscape, amenities, and community gathering areas should reinforce this balance — creating a neighborhood that feels connected to nature and residents feel connected to one another.

Serene / Open / Fresh

A landscape-forward neighborhood with trails, gardens, bioswales, shade, and green space.



Vibrant / Neighborly / Social

A people-centered neighborhood with porches, shared spaces, programming, and everyday destinations.



Homes designed to promote walkability

The Cleveland Heights plan is organized around a simple but powerful promise: **every home should be walkable to trails and green space.**

Instead of treating open space as leftover land, the plan uses trails, greens, and stormwater areas as the structure of the neighborhood. Walkability is about proximity, comfort, shade, destinations, safety, and visual interest.

Access to trails

Daily recreation and mobility.

Access to green space

Outdoor access for every resident.

Access to neighbors

Spaces that support casual connection.

Access to activity

Programming, retail, gardens, and gathering.



MASTER SITE PLAN

The Framework for a Complete Neighborhood

The master site plan establishes a complete neighborhood framework for Cleveland Heights, bringing together a mix of housing types, retail, public parking, recreation, stormwater detention, trails, shared green spaces, and a central park into one connected vision. Across the 160-acre site, these elements are organized to support a range of lifestyles, daily needs, and community activities.

The plan is shaped around a varied residential fabric, with different housing types creating options for households at different stages of life. Shared greenspace, trails, open spaces, and a central park provide the connective tissue of the neighborhood, giving residents places to gather, recreate, and move through the site comfortably.

The street network provides the structure for the plan, balancing vehicular and pedestrian movement through the site with a neighborhood-scaled experience. Major roads create clear organization and access, while smaller streets, paths, and trails support local connectivity and make walking, biking, and access to amenities part of everyday life.

Retail should evolve as an incremental part of the neighborhood's growth rather than a single, fixed built-out destination from the start. Over time, small-scale commercial activity can activate key street frontages and community gathering areas, supporting daily needs while adding energy and identity to Cleveland Heights.

A fundamental principle of the Cleveland Heights vision is that parking should support the neighborhood without defining it. Streets, porches, greenspace, trails, and shared spaces should remain the visible heart of the community, creating a place that feels open, welcoming, and connected.



KEY:

- OFF SITE EXISTING ROADS
- ON SITE PROPOSED ROAD
- GREEN SPACES
- STORMWATER DETENTION
- CENTRAL PARK
- TRAILS
- RETAIL
- PUBLIC PARKING
- REC. CENTER

HOUSING TYPOLOGY:

- 750-1000 SQ. FT. LOTS (45 NOS.)
- 1000 -1600 SQ. FT. LOTS (300 NOS.)
- 4000 SQ. FT. LOTS (175 NOS.)
- 5500-5800 SQ. FT. LOTS (160 NOS.)



PUBLIC REALM STRATEGY

Greenspace as the Organizing Framework

Greenspace is not a secondary consideration at Cleveland Heights. It is the foundation of the neighborhood experience. Parks, trails, gardens, native landscapes, and stormwater areas work together to shape a place that feels active, beautiful, accessible, and deeply tied to the land.

A connected trail system makes walking, biking, and everyday movement part of daily life, linking homes to parks, open spaces, retail, and neighborhood gathering areas. At the heart of the plan, the Central Green becomes a major landmark and shared front yard for the community, a place for events, informal play, quiet afternoons, and everyday connection.

Smaller greens and community gardens extend that experience throughout the neighborhood, creating places where residents can gather, grow food, and build local identity. Native landscaping and integrated stormwater areas add beauty while supporting a more resilient, low-impact landscape. Together, these spaces do more than soften development. They give Cleveland Heights its character, rhythm, and sense of place.

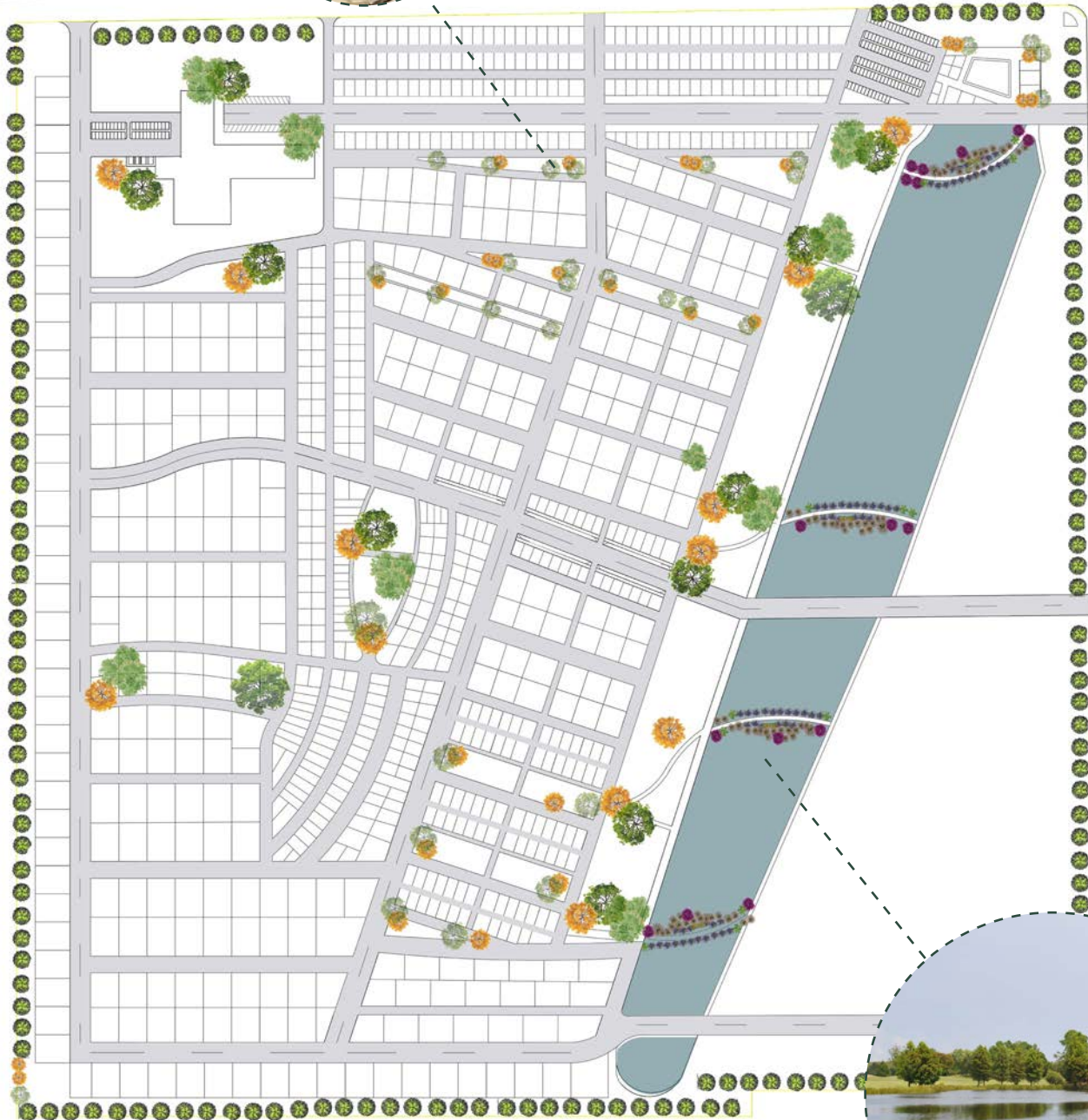


PUBLIC REALM STRATEGY

Stormwater & Resilience: Infrastructure That Feels Like an Amenity

The plan makes stormwater detention part of the neighborhood experience, integrating bioswales, native planting, and green infrastructure into the public realm. Rather than hiding drainage infrastructure, Cleveland Heights can turn it into an asset that adds visual interest, supports ecological function, and strengthens the neighborhood's green identity.

Bioswales and native plantings can help manage water while creating a more resilient and attractive landscape. These areas can also serve a public purpose, doubling as open-space features that soften streets, frame trails, and add character to everyday movement through the neighborhood.



AMENITIES & PROGRAMMING

A Neighborhood Designed for Daily Life

The plan includes amenities that support recreation, gathering, and social interaction. Site programming can include spaces to socialize, neighborhood activities, outdoor movies, fire pits, markets, gardens, and seasonal events.

Cleveland Heights should include both comfortable outdoor spaces where neighbors can gather and regular neighborhood activities that create routine, community identity, and a sense of belonging. Gardens and greenspace can support shared stewardship and outdoor life, while recreation amenities can promote health, family activity, and daily use. Together, these elements show that a successful neighborhood needs both physical amenities and curated programming. Amenities provide the places, while programming brings them to life.







Housing Vision

Housing for every stage of life.

One of the central opportunities for Cleveland Heights is to diversify Moore's housing stock. There is a need to create attainable housing options for everyone from young families to retirees.

By including a range of lots and housing types, Cleveland Heights can support first-time buyers, families with children, single-person households, empty nesters, downsizers, and older adults who want to remain connected to community.



Young Families



Retirees and
Downsizers



Singles and Couples



Multigenerational
Community

A range of lots, a range of choices.

The master plan identifies several lot-size categories: 5,800 sq. ft., 4,000 sq. ft., 1,000–1,600 sq. ft., and 750–1,000 sq. ft. lots. These lot sizes support a variety of housing types, from traditional single-family homes to townhomes, duplexes, fourplexes, higher-density single-family homes, and cottage courts.



5,800 sq. ft. lots

Larger single-family homes with a traditional neighborhood pattern.



4,000 sq. ft. lots

Compact single-family homes that preserve detached living while improving land efficiency.



1,000–1,600 sq. ft. lots

Townhomes, duplexes, fourplexes, and other compact neighborhood forms.



750–1,000 sq. ft. lots

Cottage courts and small homes organized around shared outdoor space.

SINGLE FAMILY HOUSING

Familiar Homes, Stronger Neighborhood Form

Traditional single-family homes remain an important part of the Cleveland Heights housing mix. These homes can provide yards, porches, family-sized units, and a familiar residential character while still contributing to a more connected, walkable neighborhood.

Front-facing homes

Homes should address the street and public realm.

Porches and entries

Create a welcoming transition between home and neighborhood.

Tree-lined streets

Strengthen shade, comfort, and identity.

Connected sidewalks

Link homes to trails, greens, school, and retail.



TOWNHOMES, DUPLEXES, AND FOURPLEXES

Gentle Density for Attainable Living

Townhomes, duplexes, and fourplexes can add housing choice while maintaining a neighborhood scale. These types are especially useful near retail, open space, and major internal connections, where more residents can support walkability and local business activity.

More attainable price points

Smaller units and lots can support broader access.

Supports local retail

More residents with proximity to neighborhood destinations.

Fits neighborhood character

Small-scale multifamily can look and feel residential.

Good transition type

Useful between commercial areas and lower-density residential areas.



HIGHER-DENSITY SINGLE-FAMILY

Compact Homes with Neighborhood Character

Higher-density single-family homes can provide detached or semi-detached living on smaller lots. This housing type helps Cleveland Heights offer more choices without losing the intimacy, front-door rhythm, and residential character of a traditional neighborhood.

Smaller footprint

Supports efficient land use.

Front-door identity

Each home still contributes to the street.

Lower maintenance

Appeals to downsizers, young professionals, and smaller households.

Accessible placement

Works well near trails, greens, and retail.



COTTAGE COURTS

Small Homes Around Shared Greenspace

Cottage courts are one of the most character-defining housing opportunities in Cleveland Heights. Small homes arranged around shared gardens, paths, and greens can create a strong sense of community while offering smaller-scale housing options.

Shared green space

Creates daily interaction and a sense of belonging.

Human-scaled homes

Supports charm, intimacy, and identity.

Community-oriented layout

Front doors face shared outdoor space.

Great for downsizers and small households

Offers privacy without isolation.



NEIGHBORHOOD CHARACTER STANDARDS

What Makes It Feel Like Cleveland Heights

To protect the vision over time, Cleveland Heights should be guided by design standards that reinforce the neighborhood's desired character. These standards should address front porches, parking placement, building frontage, setbacks, open space, landscaping, street trees, trails, and transitions between housing types.

Porches and visible front doors

Encourage neighborly streets.

Parking behind, beside, or screened where possible

Reduce visual dominance of cars.

Connected sidewalks and trails

Make movement practical and comfortable.

Native planting and tree canopy

Support the serene, open, fresh identity.

Transitions between uses

Buffer residential areas from industrial and commercial edges.

Shared open space requirements

Ensure green space remains central to development.





A landscape photograph of a field with tall grass and a line of trees under a dark, overcast sky. The text "Retail Strategy" is overlaid in white.

Retail Strategy

Retail That Grows with the Neighborhood

Cleveland Heights' commercial strategy is phased: begin with activation, expand into neighborhood-serving businesses, then establish destination uses.

Start with activity. Grow into permanence. Build toward destination.

Phase 01 — Activation

Temporary uses that generate early buzz.

Phase 02 — Expansion

Neighborhood-serving businesses for daily life.

Phase 03 — Establishment

Destination uses that strengthen identity.



1. ACTIVATION

Start with Energy

The first phase focuses on low-impact programming that can bring people to the site early in the development phase. Food truck courts, farmers' markets, pop-up stalls, and seasonal markets can create activity before full buildout, helping residents and visitors begin to see Cleveland Heights as a real place. This phase is especially useful for testing demand. It can help identify what types of retail, food, and programming people actually respond to before committing to permanent spaces.

Food truck court

Quickly creates dining activity and evening energy.

Farmers market

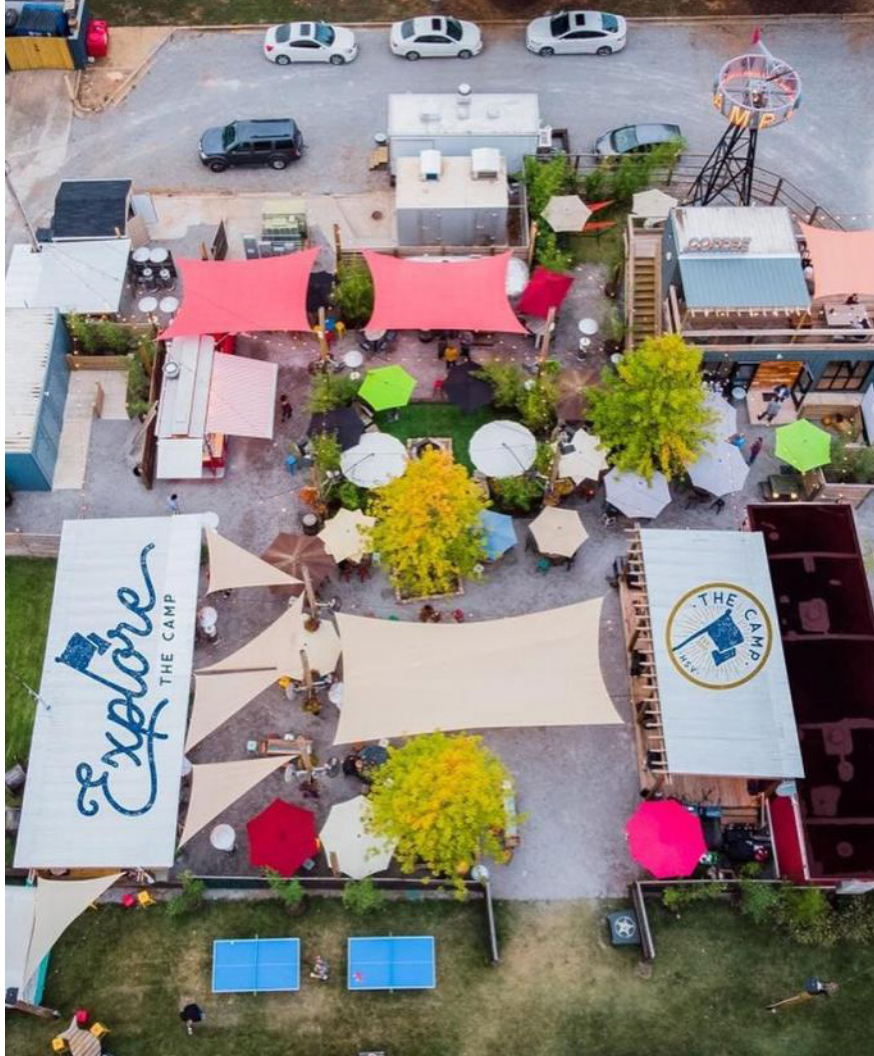
Connects food, community, and local producers.

Pop-up stalls

Supports makers, small businesses, and entrepreneurs.

Seasonal market

Creates recurring reasons to visit.



2. EXPANSION

Build the Neighborhood Main Street

As residential development grows, Cleveland Heights can support more permanent neighborhood-serving commercial uses such as a neighborhood café, brewery or beer garden, local grocer or general store, and live/work or appointment-based commercial as strong possibilities.

Neighborhood café

A daily gathering place and informal community hub.

Beer garden

A social destination for evenings, weekends, and events.

Local grocer / general store

Convenience retail that supports daily life.

Live/work commercial

Flexible space for small businesses, services, and entrepreneurs.



3. ESTABLISHMENT

Create a Memorable Destination

The final phase establishes Cleveland Heights as a destination within Moore. Farm-to-table dining, an event venue, outdoor dining, and experience-based programming can make the neighborhood recognizable beyond its residents.

Farm-to-table dining

Connects the retail strategy to gardens, landscape, and local food.

Event venue

Supports weddings, civic events, markets, celebrations, and community gatherings.

Outdoor dining

Activates public space and strengthens the neighborhood atmosphere.

Destination identity

Gives Cleveland Heights a reason to be remembered.







Economic Development

A New East-Side Economic Engine

Cleveland Heights can help Moore convert a long-underutilized site into a productive neighborhood that supports housing choice, local business activity, private investment, and long-term public value. This report identifies increased commercial activation and sales tax revenue on Moore's east side as one of the project's major opportunities.

The redevelopment of Cleveland Heights can strengthen Moore's east side by adding needed housing options for different households and life stages, while creating new places for residents and visitors to shop, dine, work, and gather. This commercial activation can increase the east side's contribution to Moore's economy through future sales tax potential, while a clear and coordinated economic development plan can help attract aligned development partners and encourage private reinvestment. Beyond the economic benefits, Cleveland Heights can also improve quality of life by providing public spaces, amenities, and neighborhood destinations that create value for the community beyond tax revenue alone.





A shared civic priority.

Cleveland Heights has support across public, educational, economic development, and civic partners.

Letters of support from Moore Public Schools, the Moore Chamber of Commerce, the Cleveland County Economic Development Coalition, and the Moore Urban Renewal Authority consistently describe the site as a long-standing opportunity for a connected, safe, economically productive, community-serving neighborhood.

MOORE CHAMBER OF COMMERCE

“Placemaking is the foundation for long-term economic vitality on Moore’s east side.”

CLEVELAND COUNTY EDC

“A workforce housing, commercial vitality, and private investment opportunity.”

MOORE URBAN RENEWAL AUTHORITY

“A model for smart, inclusive urban redevelopment.”

From vision to action.



Cleveland
Heights