

The City of **BRECKSVILLE** MASTER PLAN

STEERING COMMITTEE MEETING
AUGUST 28, 2018



AGENDA

PLANNING PROCESS UPDATE
SWOT ANALYSIS RESULTS
COMMUNITY VISION
FOCUS AREAS & CORRIDORS
NEXT STEPS
PUBLIC COMMENT

A decorative graphic on the left side of the slide, consisting of several overlapping translucent blue polygons of various shades, creating a modern, abstract geometric shape.

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FOCUS AREAS & CORRIDORS

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A blue geometric graphic consisting of several overlapping triangles and polygons, creating a faceted, crystalline shape that points towards the right. It is located on the left side of the slide.

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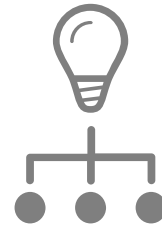
PLANNING PROCESS UPDATE
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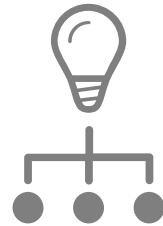
PLANNING PROCESS UPDATE

BRECKSVILLE MASTER PLAN

BRECKSVILLE MASTER PLAN: SIX STEPS



BRECKSVILLE MASTER PLAN: STEP ONE



Resident Survey

Create, mail, and summarize survey findings to be incorporated into the Current Conditions document

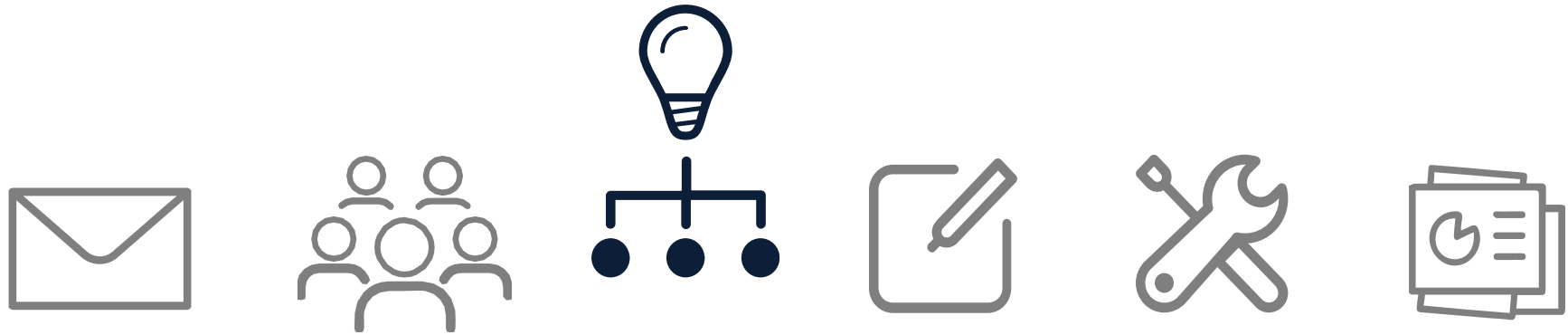
BRECKSVILLE MASTER PLAN: STEP TWO



Current Conditions

Develop demographic, land use, and housing overview

BRECKSVILLE MASTER PLAN: STEP THREE



Community Vision

Vision for how the community wants to grow and develop in the coming decade

BRECKSVILLE MASTER PLAN: STEP FOUR



Goals & Actions

Goals and action steps to achieve the community's desired future

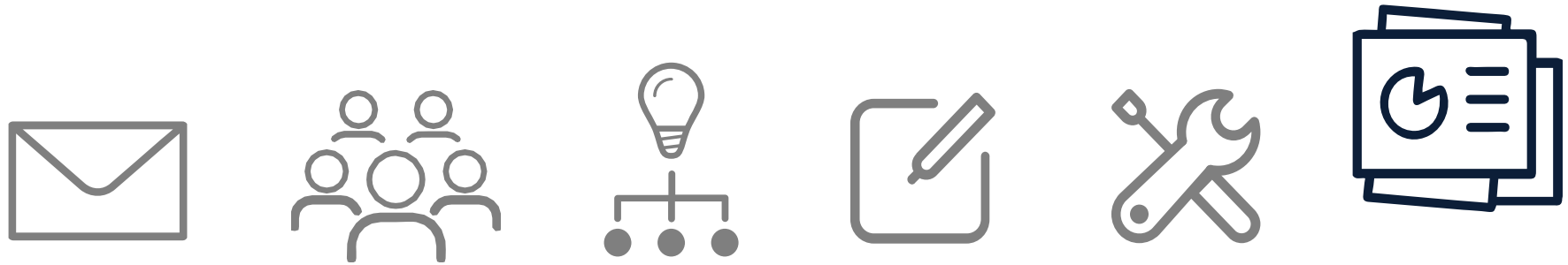
BRECKSVILLE MASTER PLAN: STEP FIVE



Implementation

Partners, priorities, and responsibilities for undertaking actions

BRECKSVILLE MASTER PLAN: STEP SIX



Draft Master Plan

Combined and completed Master Plan document

CURRENT CONDITIONS



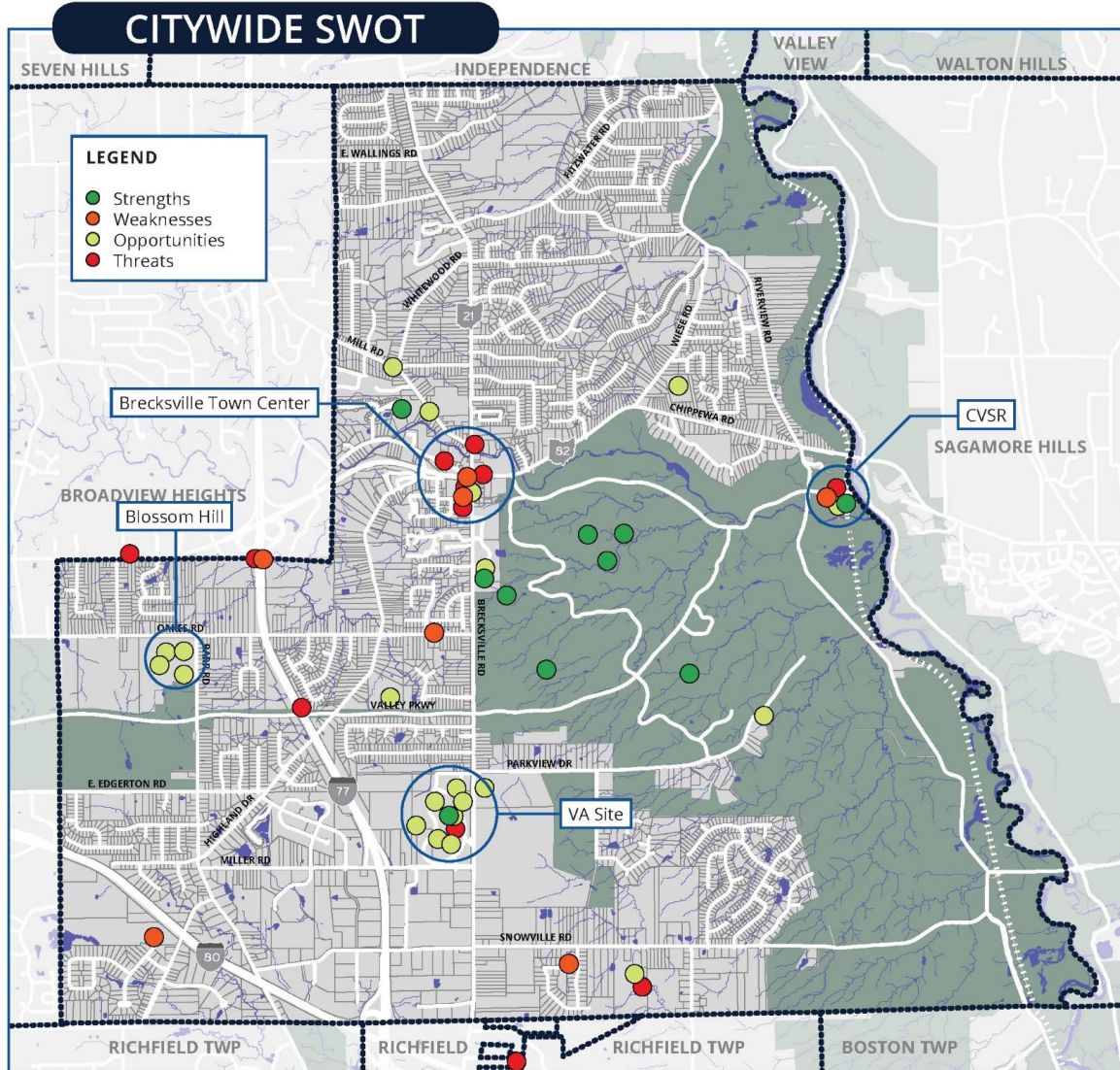
- ✓ A number of updates and new data points have been added to the Current Conditions document, and include:
 - ✓ Reviewed and summarized both Balanced Growth Initiative Plans (Chippewa Creek and Furnace Run)
 - ✓ Outlined successes of previous plans
 - ✓ Updated text, maps, and data based on feedback from the project team and steering committee
 - ✓ New discussions: group quarters and how they affect population change, tourism as an economic driver, labor force
 - ✓ New map data and data points: regional populations and projections, transit ridership by route, police/fire call volumes, City tree plantings, crash data, septic tank locations
- ✓ The updated Current Conditions document has been uploaded to Dropbox



SWOT ANALYSIS RESULTS

BRECKSVILLE MASTER PLAN

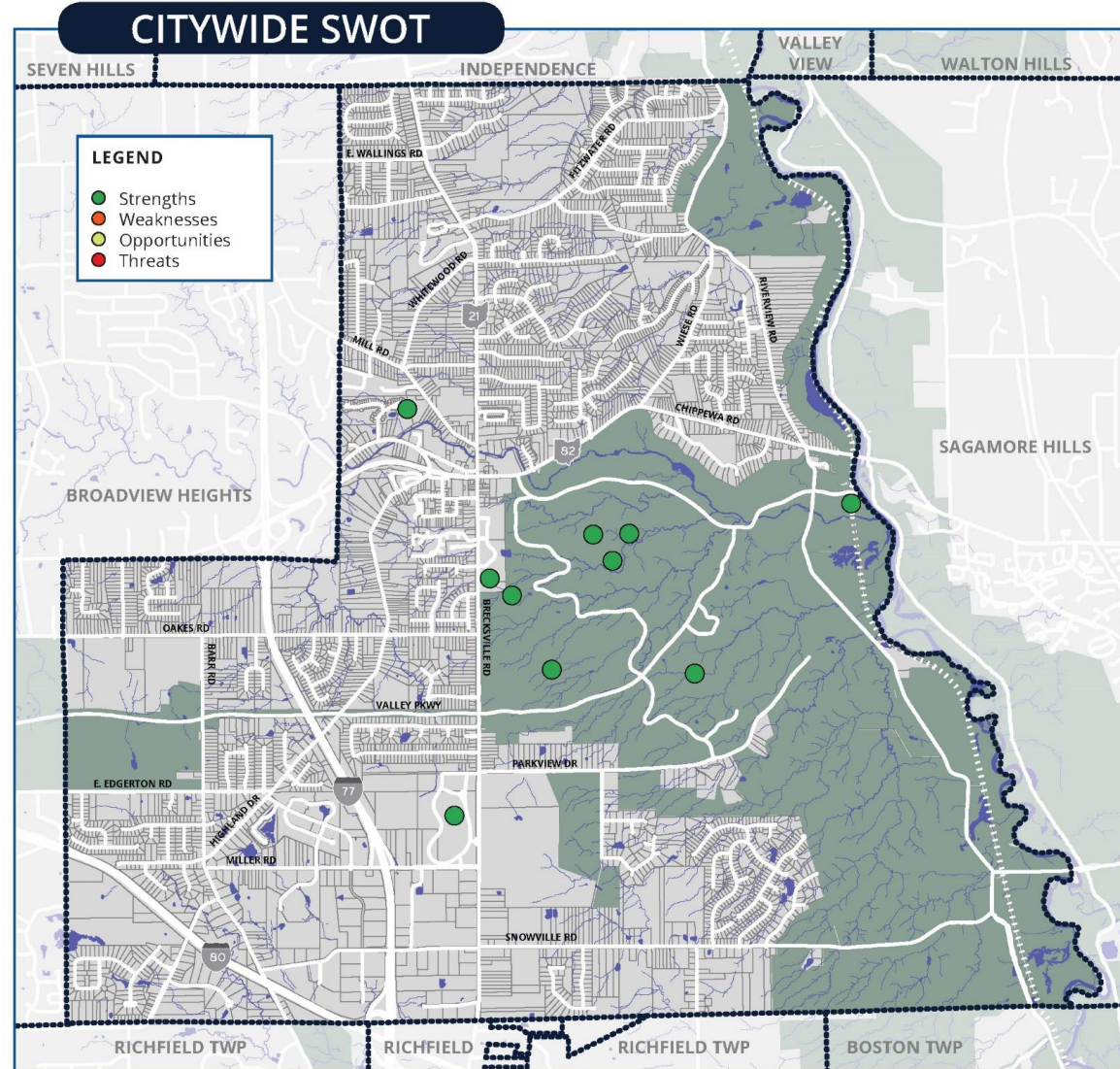
SWOT ANALYSIS | CITYWIDE



STEERING COMMITTEE MEETING #2

- April 24, 2018
- Discussed the Current Conditions document
- Performed a SWOT exercise with four map boards
- What places, intersections, streets, buildings, or areas are strength, weakness, opportunity, or threat areas?
- Placed dots on each of the maps around the room
- Encouraged to write down any comments on the boards as well

SWOT ANALYSIS | CITYWIDE



STRENGTHS

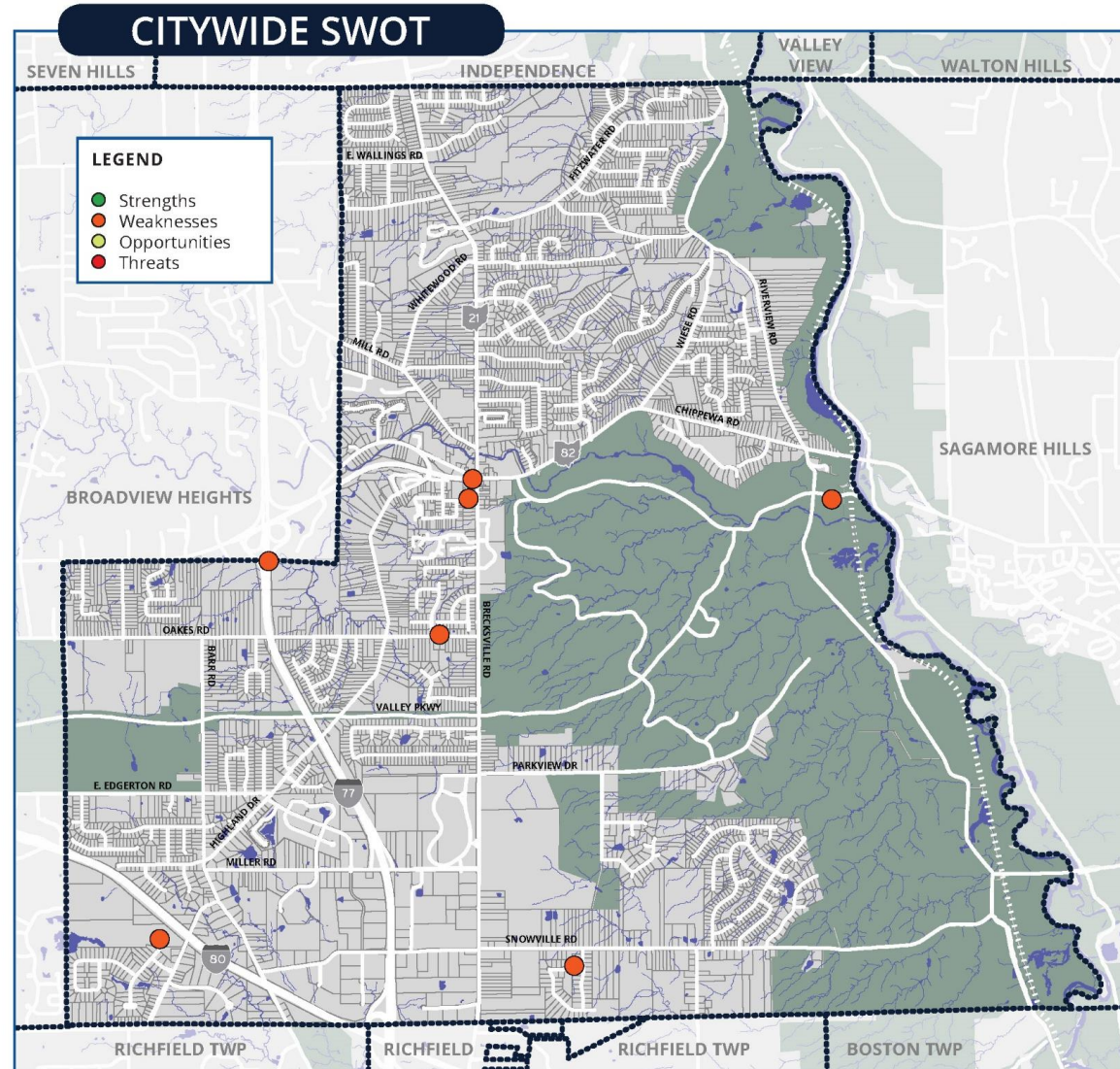
MAP EXERCISE

- Regional Parks
- Veterans Affairs Site
- Community Center
- Cuyahoga Valley Scenic Railroad

WRITTEN COMMENTS

- Attractive Commercial Development
- Strong City Services
- Highway and Transit Access
- Strong Housing Market

SWOT ANALYSIS | CITYWIDE



WEAKNESSES

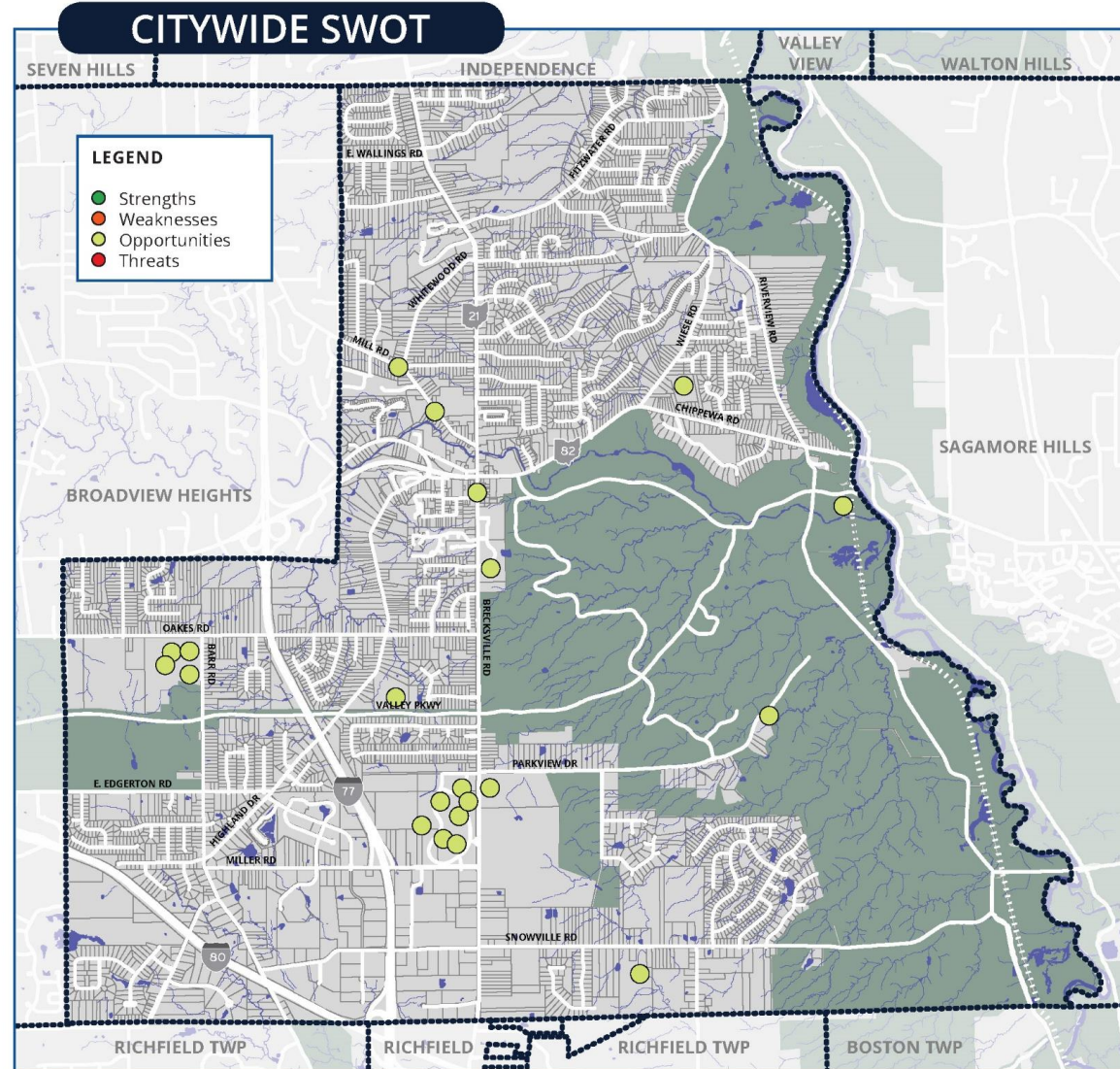
MAP EXERCISE

- Town Center Intersection
- I-77 Interchange
- Cuyahoga Valley Scenic Railroad Station

WRITTEN COMMENTS

- Lack of Sidewalk Connections
- Sidewalk Safety
- Housing Options
- Food Options
- Condition of Town Center Buildings
- Bike Amenities
- Traffic

SWOT ANALYSIS | CITYWIDE



OPPORTUNITIES

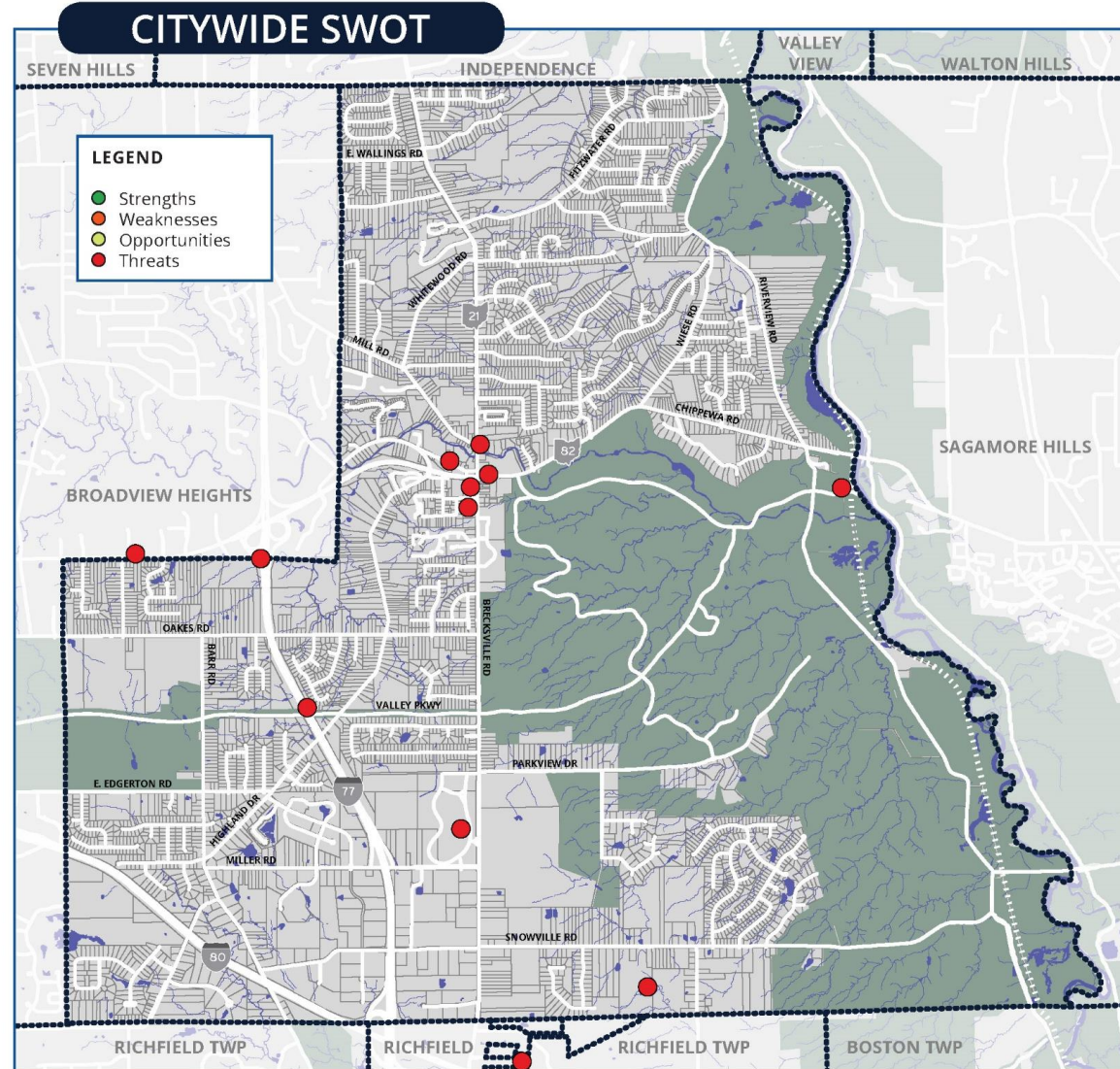
MAP EXERCISE

- Veterans Affairs Site
- Blossom Hill
- Community Center
- School Sites
- Cuyahoga Valley Scenic Railroad Station

WRITTEN COMMENTS

- Wellness Initiatives
- Affordability
- Tourism
- New Retail
- New Infrastructure
- Connections to Natural Features

SWOT ANALYSIS | CITYWIDE



THREATS

MAP EXERCISE

- I-77 Interchange and Royalton Road
- Neighboring Development
- Intersection of Royalton/Chippewa and Brecksville Road
- Flooding
- Veterans Affairs Site
- Town Center
- Cuyahoga Valley Scenic Railroad Station

WRITTEN COMMENTS

- Population Changes
- Housing Affordability
- Traffic
- Aging or Inadequate Utilities
- Natural Features and Development



COMMUNITY VISION

BRECKSVILLE MASTER PLAN

COMMUNITY VISION & OBJECTIVES

- **Broad ideas** for how the community wants to grow in the next **five to ten years**
- The vision & objectives are the community's **desired future** in words
- They represent initial **draft ideas** for discussion, changes, and additions

COMMUNITY VISION & OBJECTIVES

- **Based on the inputs thus far:**
 - **Current Conditions document**
 - **SWOT Responses**
 - **Resident Survey**
 - **Project Team & Steering Committee brainstorm**

COMMUNITY VISION & OBJECTIVES

- **1980 Goal:**

“To provide direction to the development of a physical environment that will maximize the well-being of all of Brecksville’s residents and the opportunities for social, economic and intellectual development, aesthetic enjoyment, and individual choice of its residents.”

COMMUNITY VISION & OBJECTIVES

- **1980 Objectives:**

1. To preserve and enhance those elements of the natural environment that give Brecksville its essential character
2. To provide an attractive, quality environmental character with a definite sense of place and a strong independent small-town community identity
3. To provide and encourage the development of adequate public and private facilities essential to the well-being of Brecksville's residents
4. To improve and broaden the City's tax base and provide opportunities for economic activity in Brecksville
5. To increase accessibility of frequently-used facilities for Brecksville's residents

COMMUNITY VISION

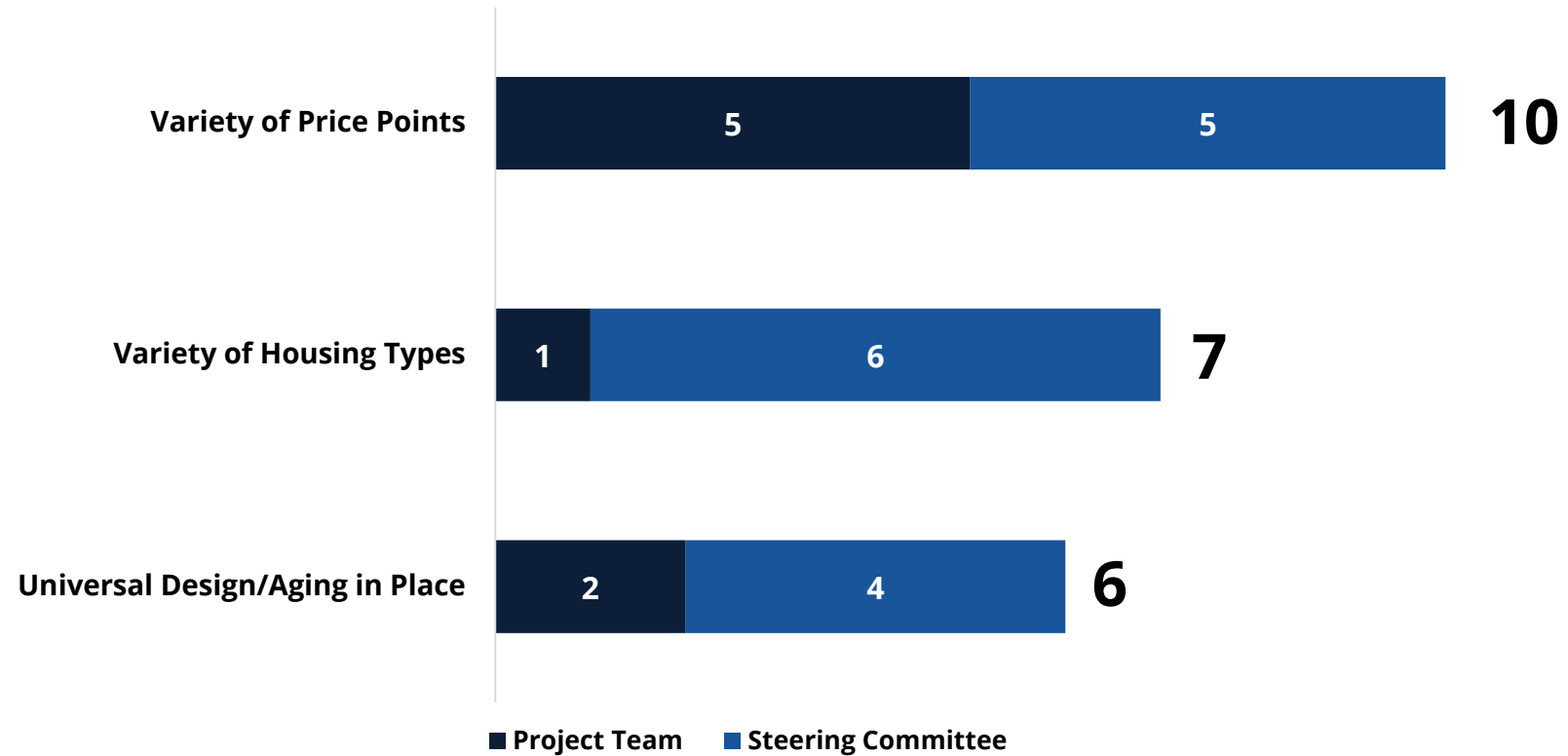


COMMUNITY VISION OBJECTIVES



COMMUNITY VISION OBJECTIVES

TOP ISSUES | HOUSING



COMMUNITY VISION OBJECTIVES



Housing

Provide a Broad Range of Housing Options

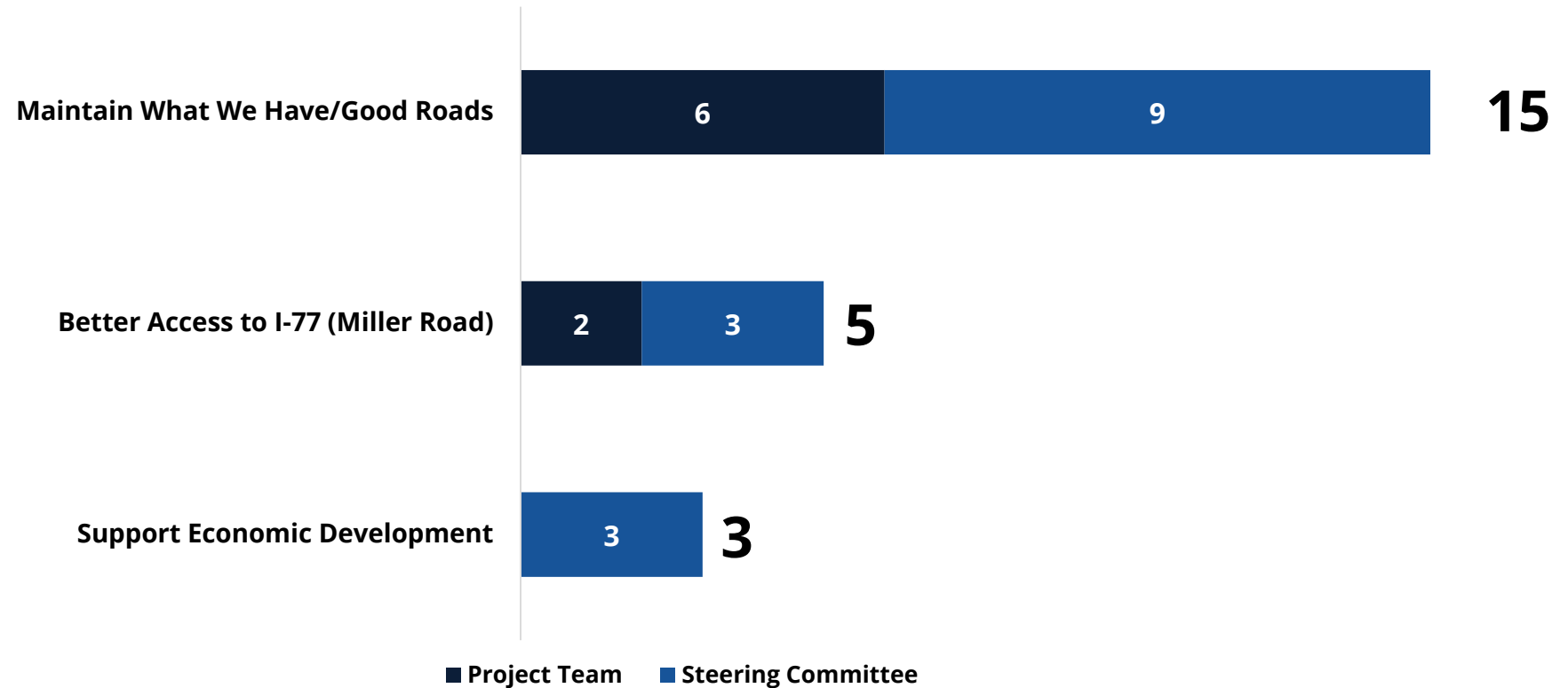
Our objective is to provide more options of housing types and prices that allow residents of any age to find the home that fits their needs, while maintaining Brecksville as a high-quality and predominantly single-family City.



COMMUNITY VISION OBJECTIVES



TOP ISSUES | TRANSPORTATION



COMMUNITY VISION OBJECTIVES



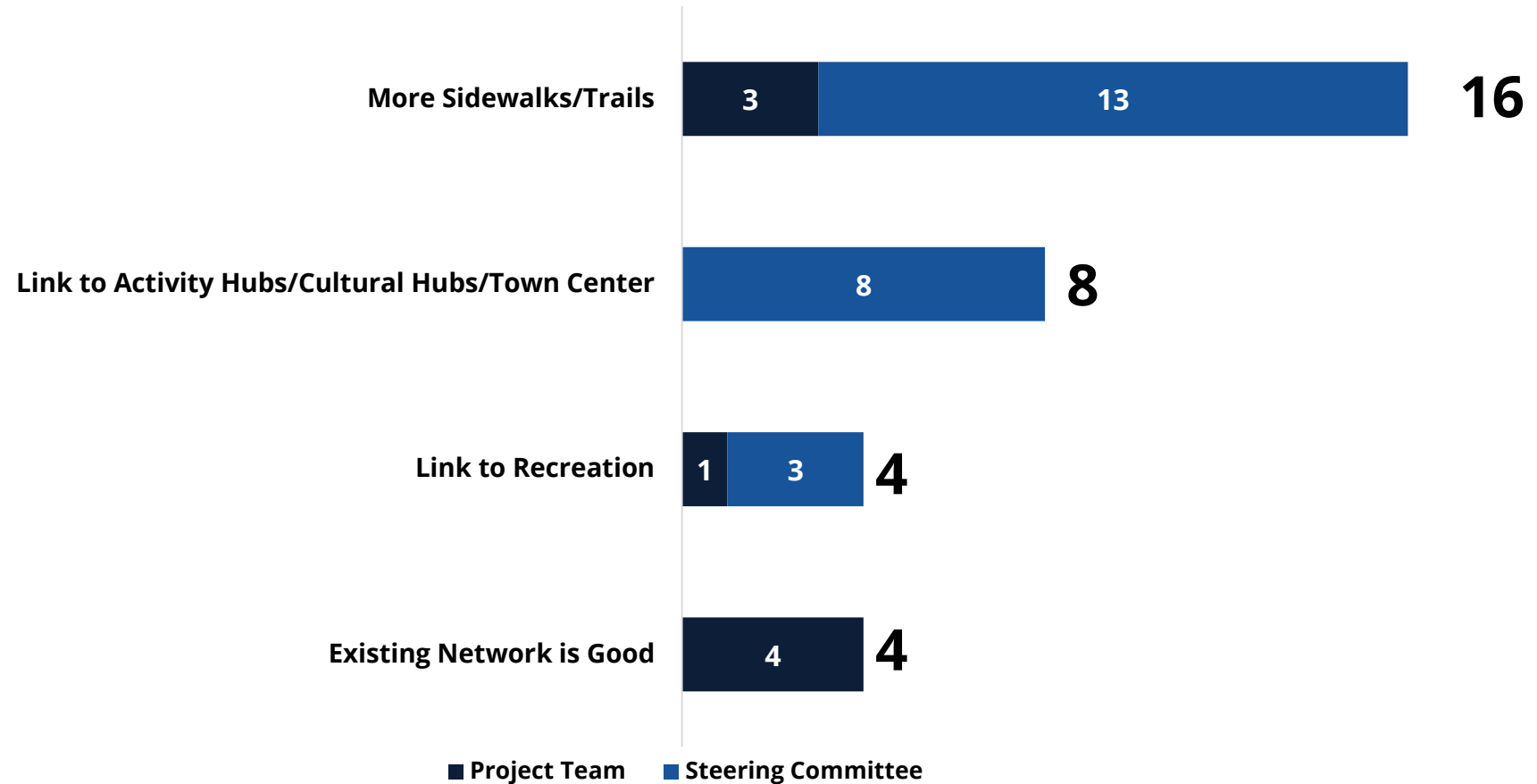
Transportation **Maintain the Roads We Have**

Our objective is to provide a well-maintained system of roads that meets the needs of the community today, anticipates how our rights of way should best serve our residents, and embraces the transportation technologies of the future.



COMMUNITY VISION OBJECTIVES

TOP ISSUES | CONNECTIVITY



COMMUNITY VISION OBJECTIVES



Connectivity

Connect People to Walkable Places

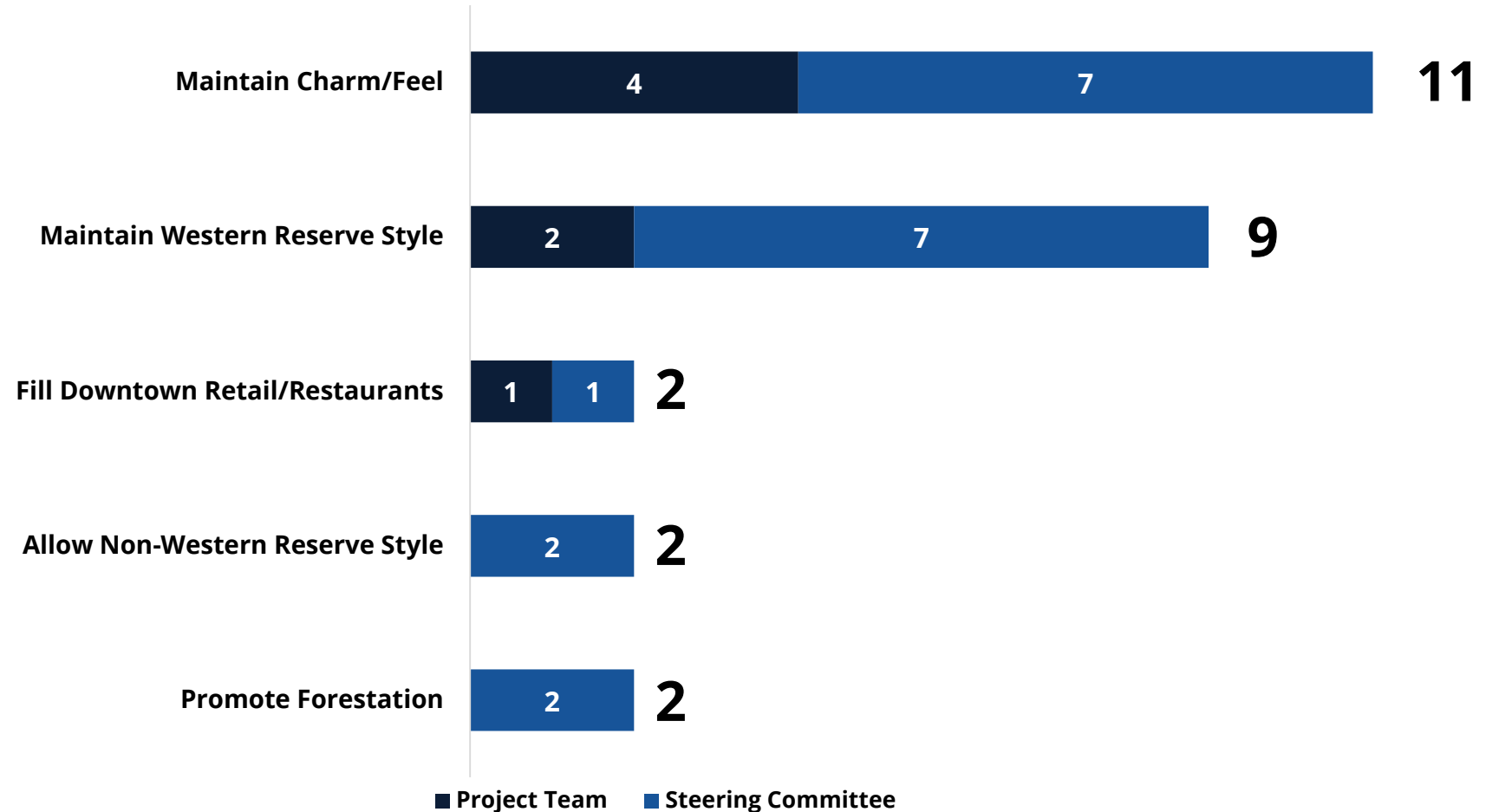
Our objective is to improve walkability and provide access for people on foot or bike via a network of trails and sidewalks along the City's major spines.



COMMUNITY VISION OBJECTIVES



TOP ISSUES | CHARACTER



COMMUNITY VISION OBJECTIVES



Character

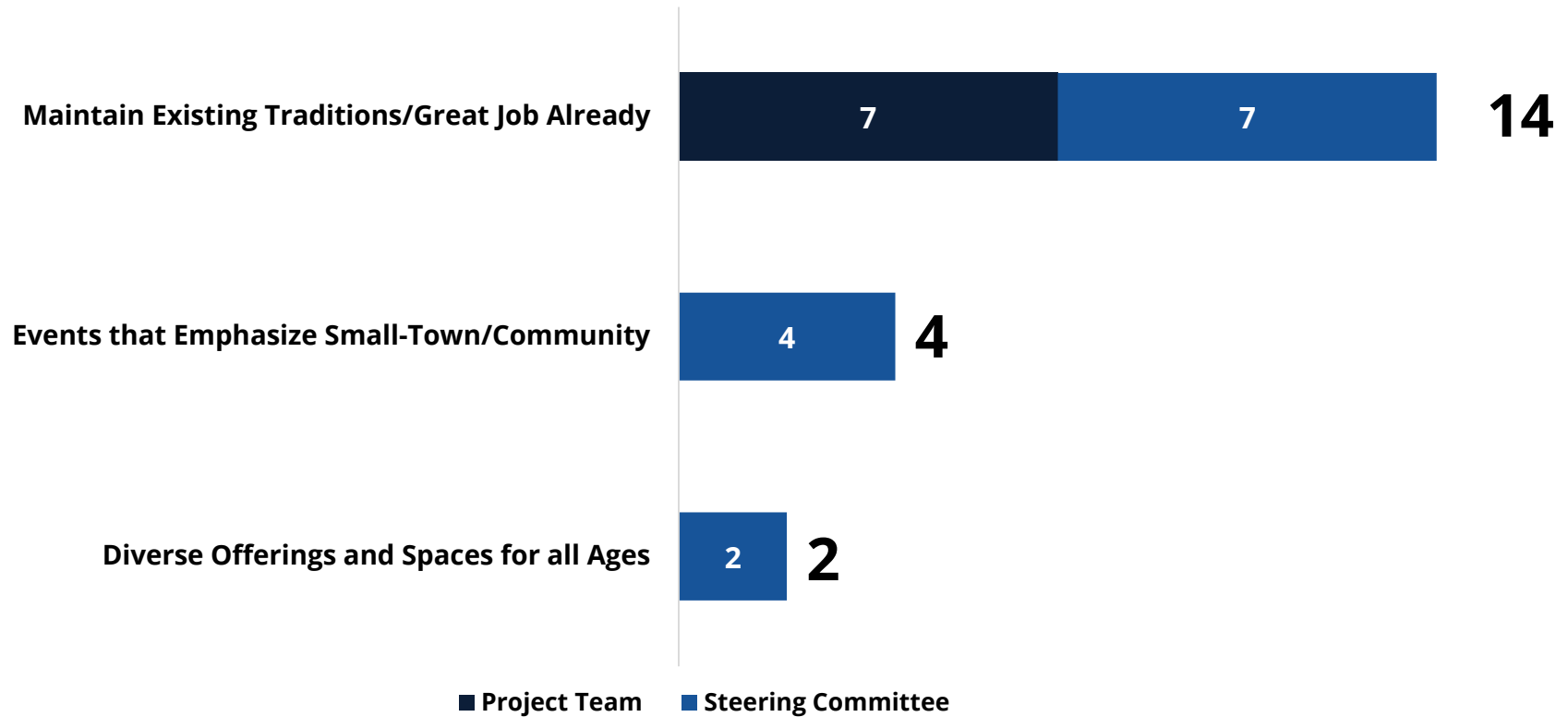
Reinforce Brecksville's Sense of Place

Our objective is to support development that fits Brecksville's unique history and reinforces its small-town community identity.



COMMUNITY VISION OBJECTIVES

TOP ISSUES | COMMUNITY



COMMUNITY VISION OBJECTIVES



Community Strengthen Connections between Residents

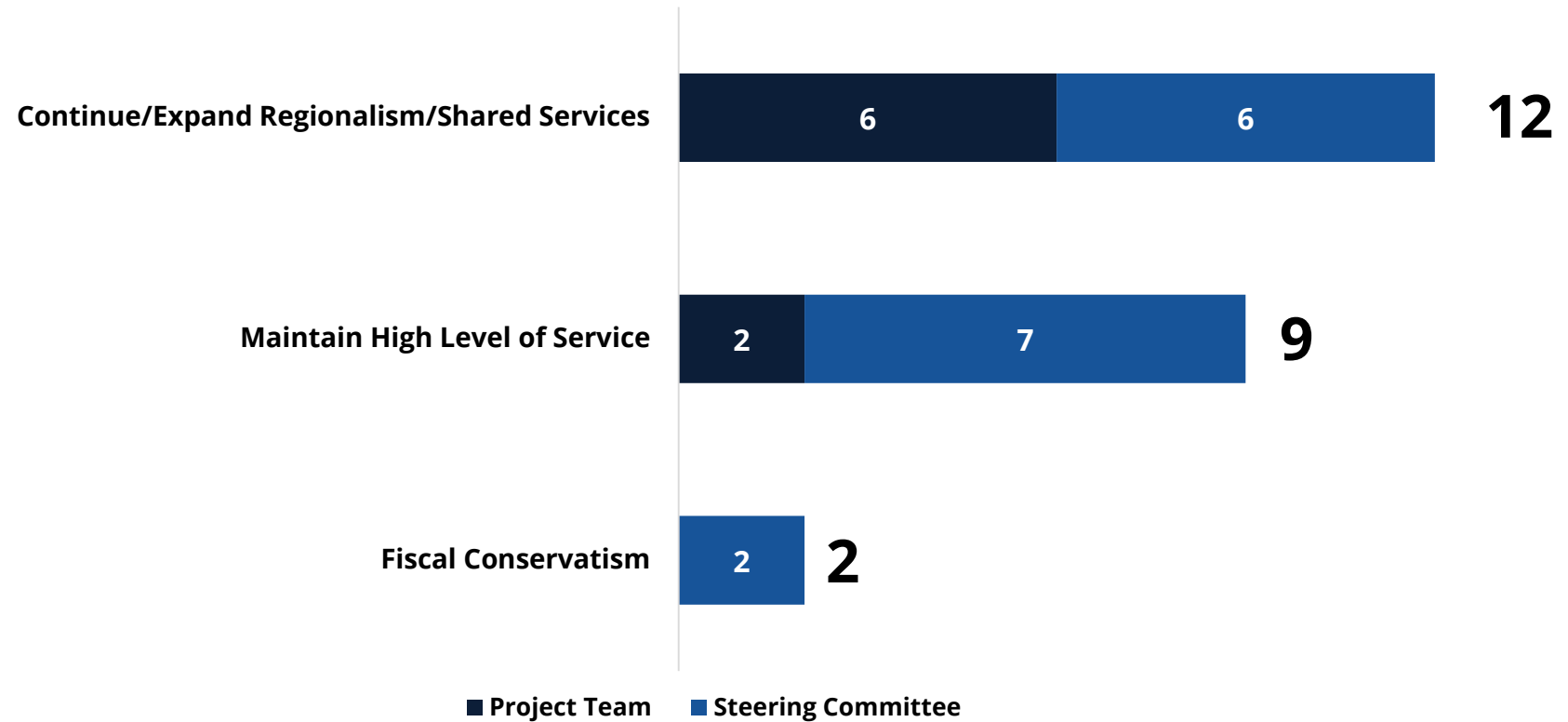
Our objective is to use events and outreach to strengthen existing connections among neighbors and increase pride among both long-term and new residents.



COMMUNITY VISION OBJECTIVES



TOP ISSUES | GOVERNANCE



COMMUNITY VISION OBJECTIVES



Governance

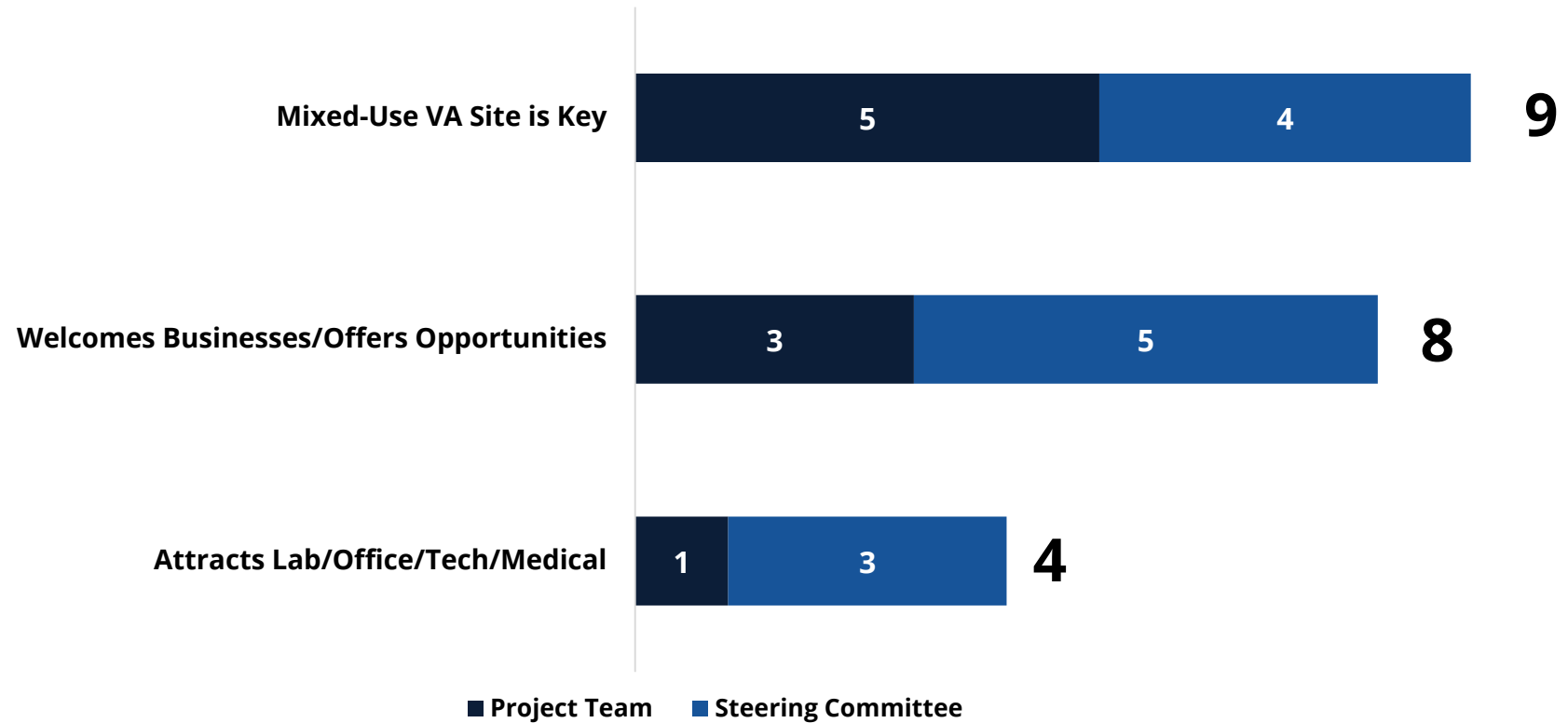
Lead the Region in High-Quality Governance

Our objective is to continue to be a regional leader in providing superior services and facilities to residents and businesses in a streamlined and accessible manner.



COMMUNITY VISION OBJECTIVES

TOP ISSUES | ECONOMIC DEVELOPMENT



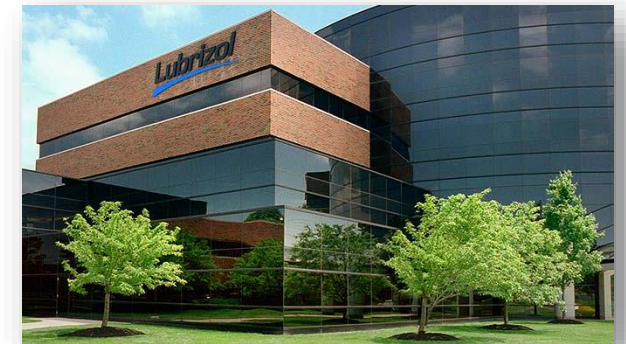
COMMUNITY VISION OBJECTIVES



Economic Development

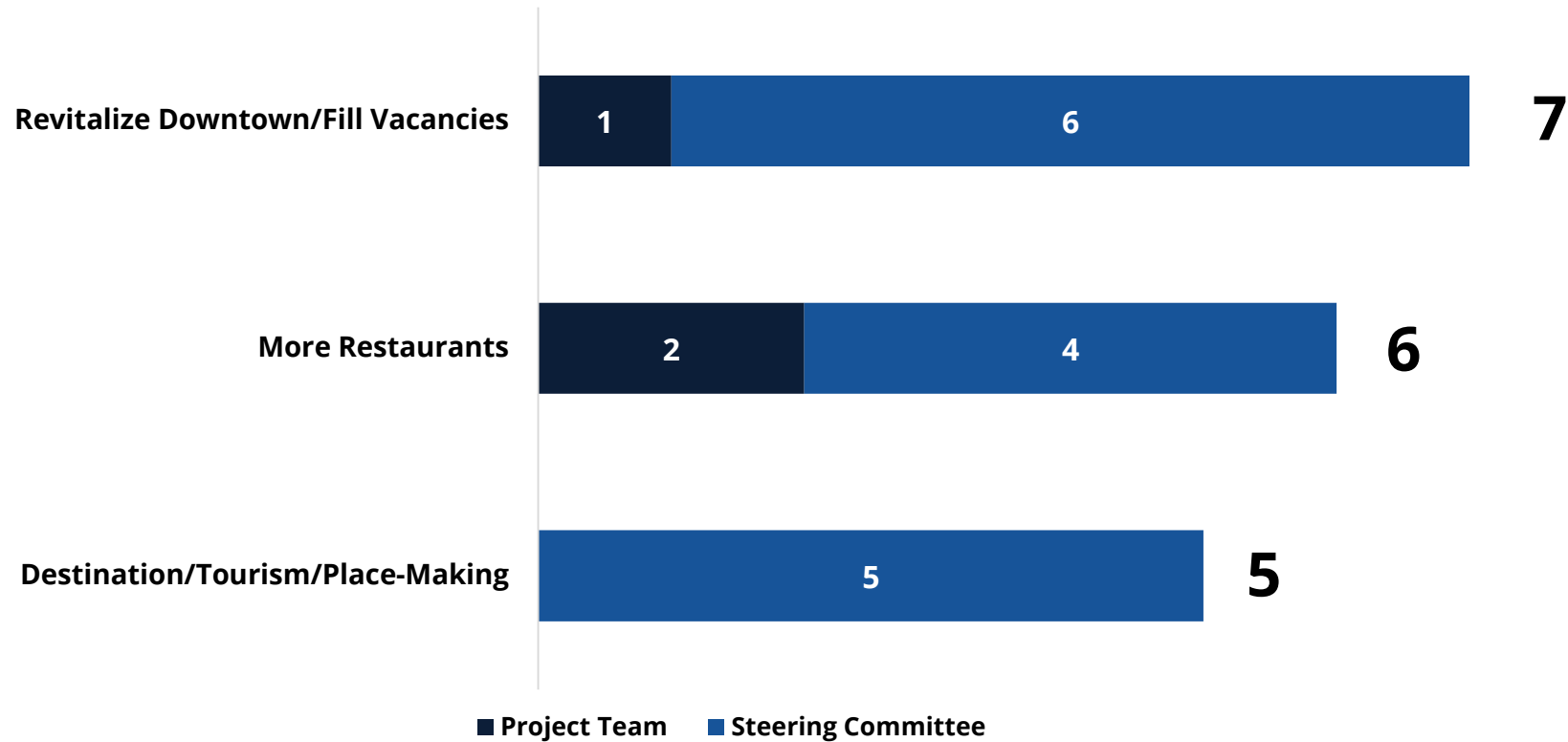
Build upon Assets to Grow Employment Opportunities

Our objective is to leverage assets like the strong workforce, proximity to regional parks, access to highways, and existing employers to attract and grow employers, provide opportunities for economic activity, and broaden the City's tax base.



COMMUNITY VISION OBJECTIVES

TOP ISSUES | RETAIL



COMMUNITY VISION OBJECTIVES



Retail Enliven Our Unique Places

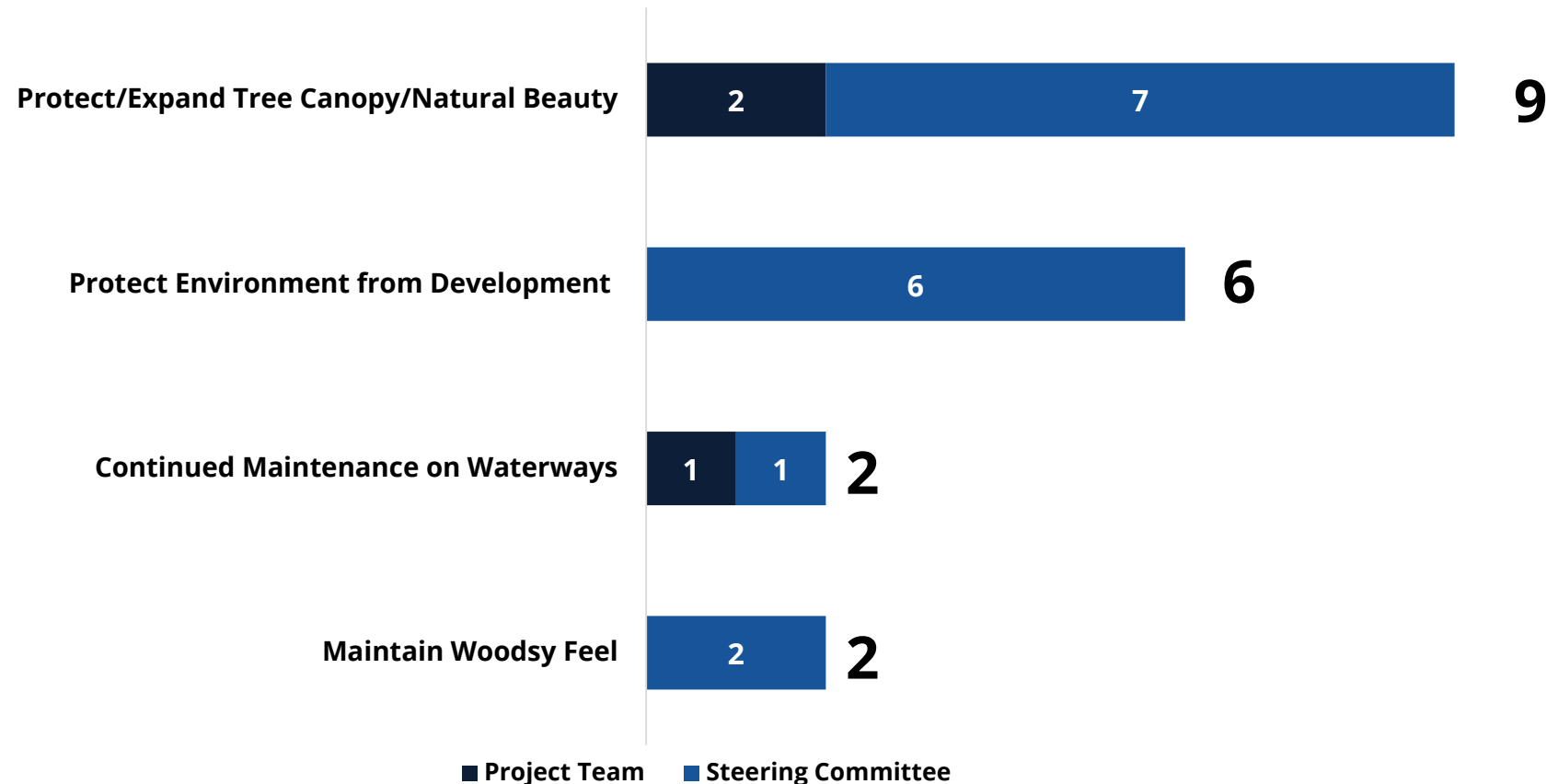
Our objective is to enliven our existing and proposed retail centers with the events and features that attract people, develop authentic and enjoyable places, and prepare for the changing retail environment.



COMMUNITY VISION OBJECTIVES



TOP ISSUES | ENVIRONMENT

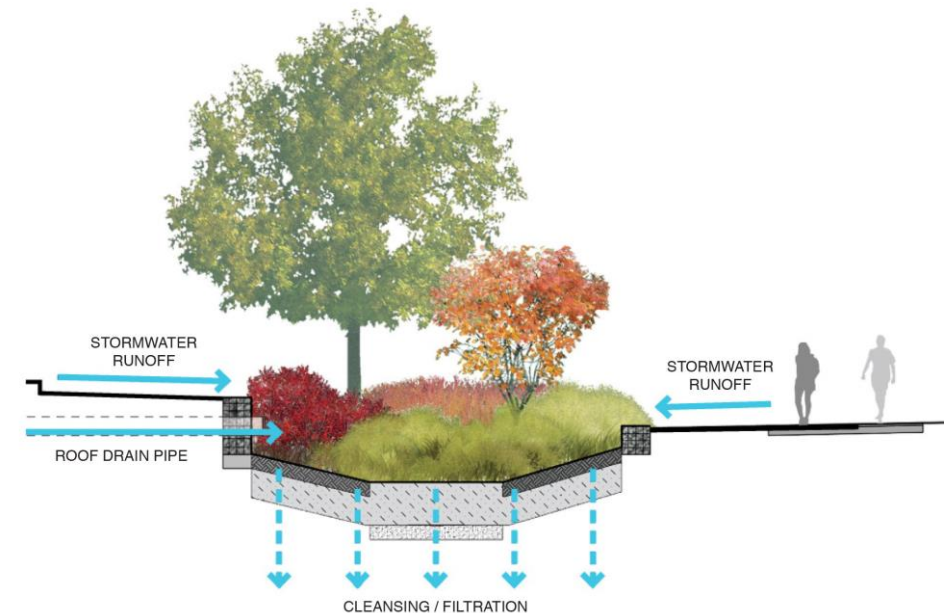
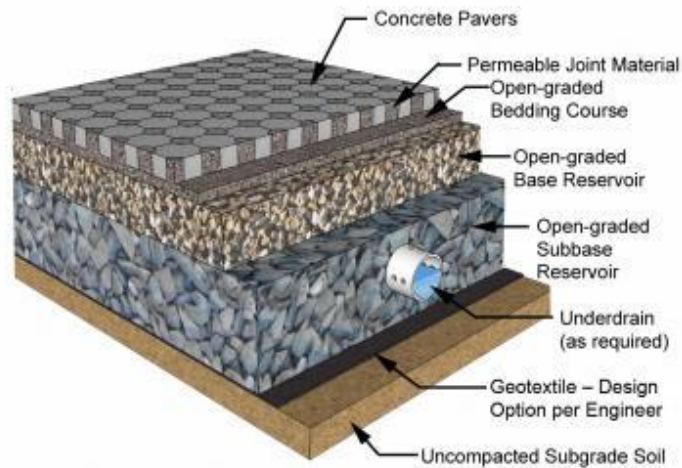


COMMUNITY VISION OBJECTIVES



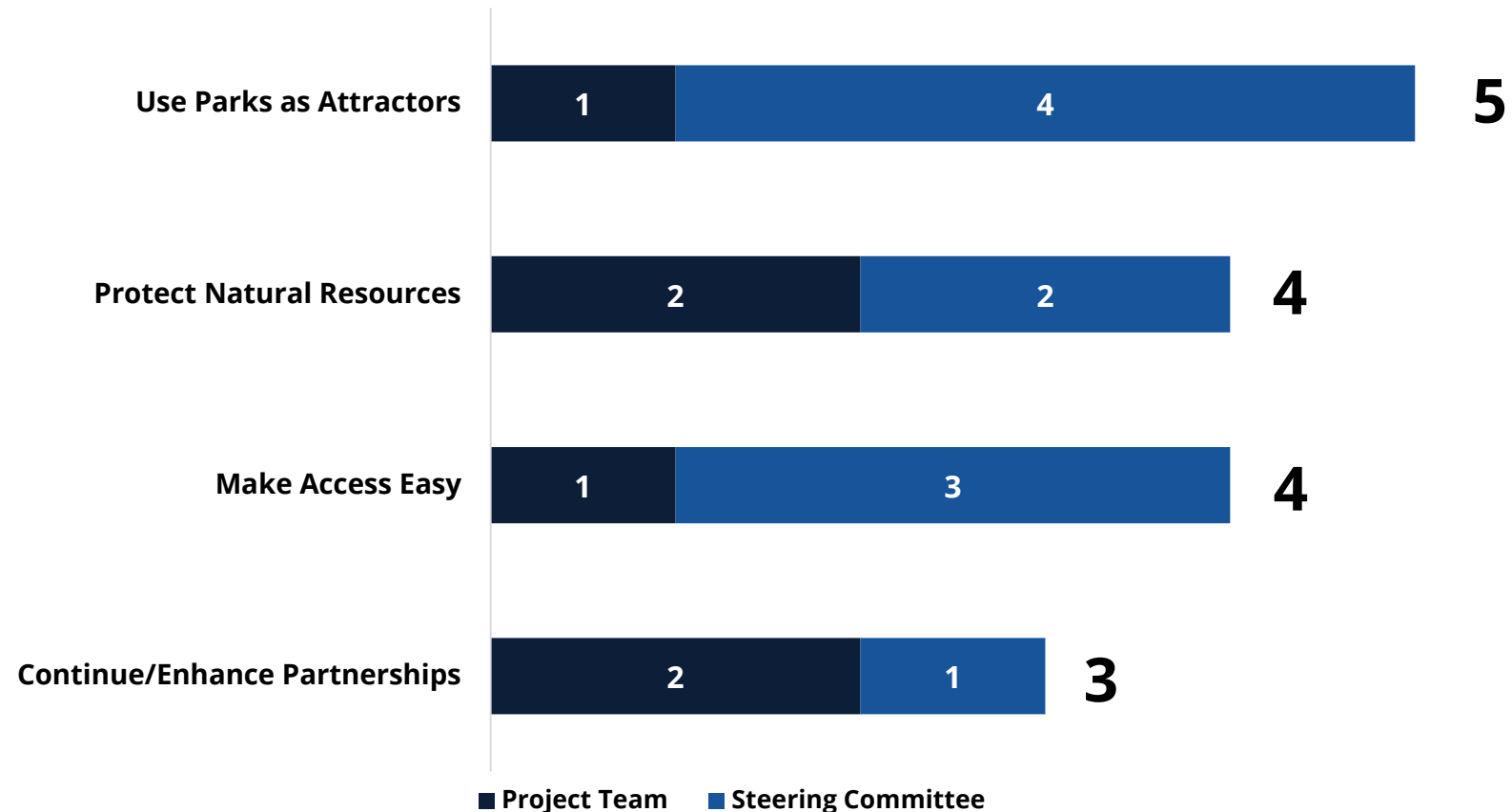
Environment Protect our Natural Features

Our objective is to use innovative techniques to preserve and enhance those elements of the natural environment that give Brecksville its essential character, while balancing the need for new development.



COMMUNITY VISION OBJECTIVES

TOP ISSUES | PARKS



COMMUNITY VISION OBJECTIVES



Parks

Embrace our World-Class Amenities

Our objective is to capitalize on the expansive park spaces that exist in Brecksville by developing clear connections between our parks and our neighborhoods.



COMMUNITY VISION OBJECTIVES



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Are these objectives correct?

Are there objectives we missed?



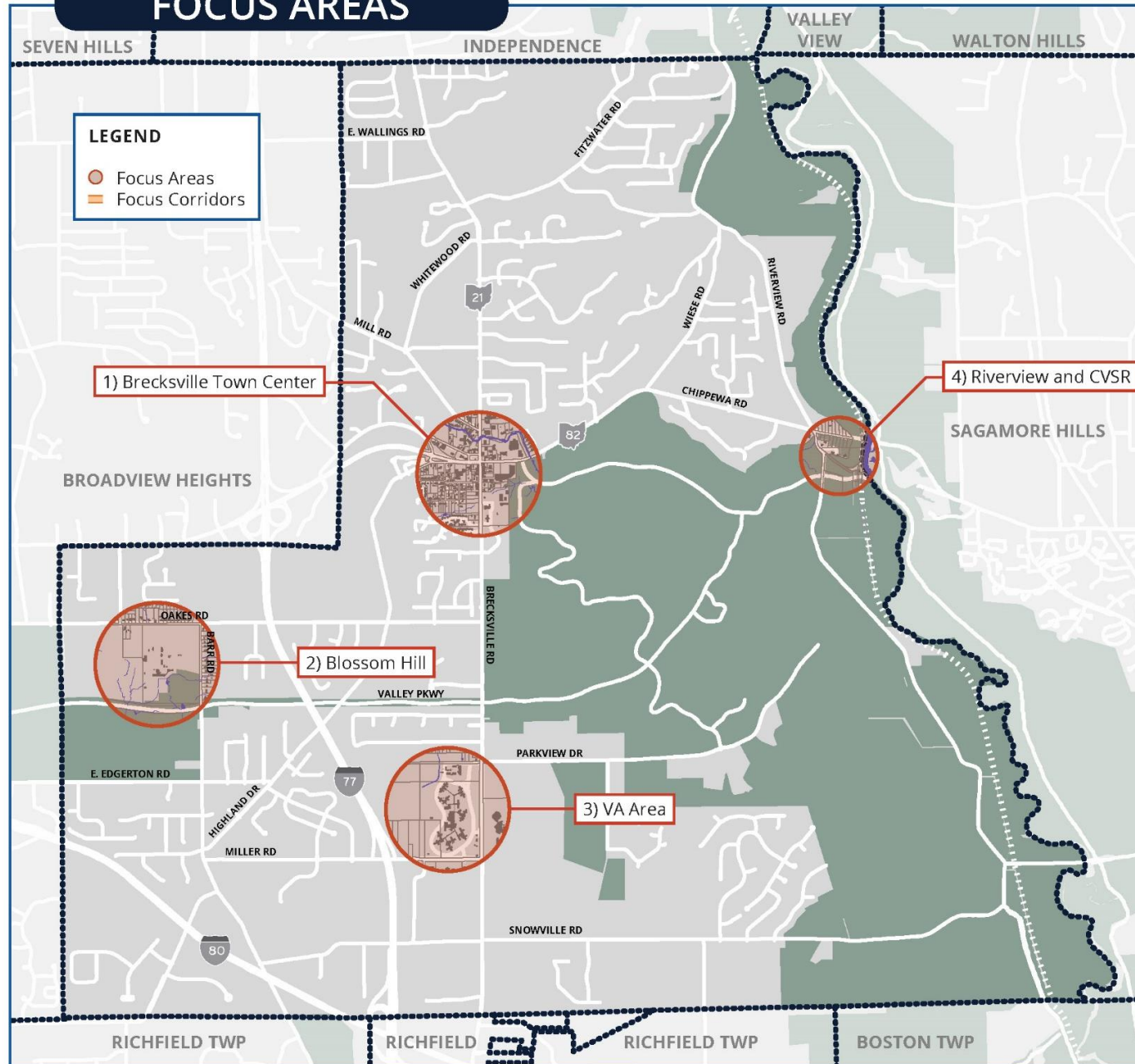
FOCUS AREAS & CORRIDORS

BRECKSVILLE MASTER PLAN

FOCUS AREAS & CORRIDORS

- Places where **additional analysis** and more detailed transportation, land use, and design analysis will take place
- Focus areas include **major mixed-use hubs or recreational areas** that have the potential for changes
- Focus corridors include the **primary transportation spines** of the City
- Unique and specific **strategies and policies will be outlined to guide development** for those areas

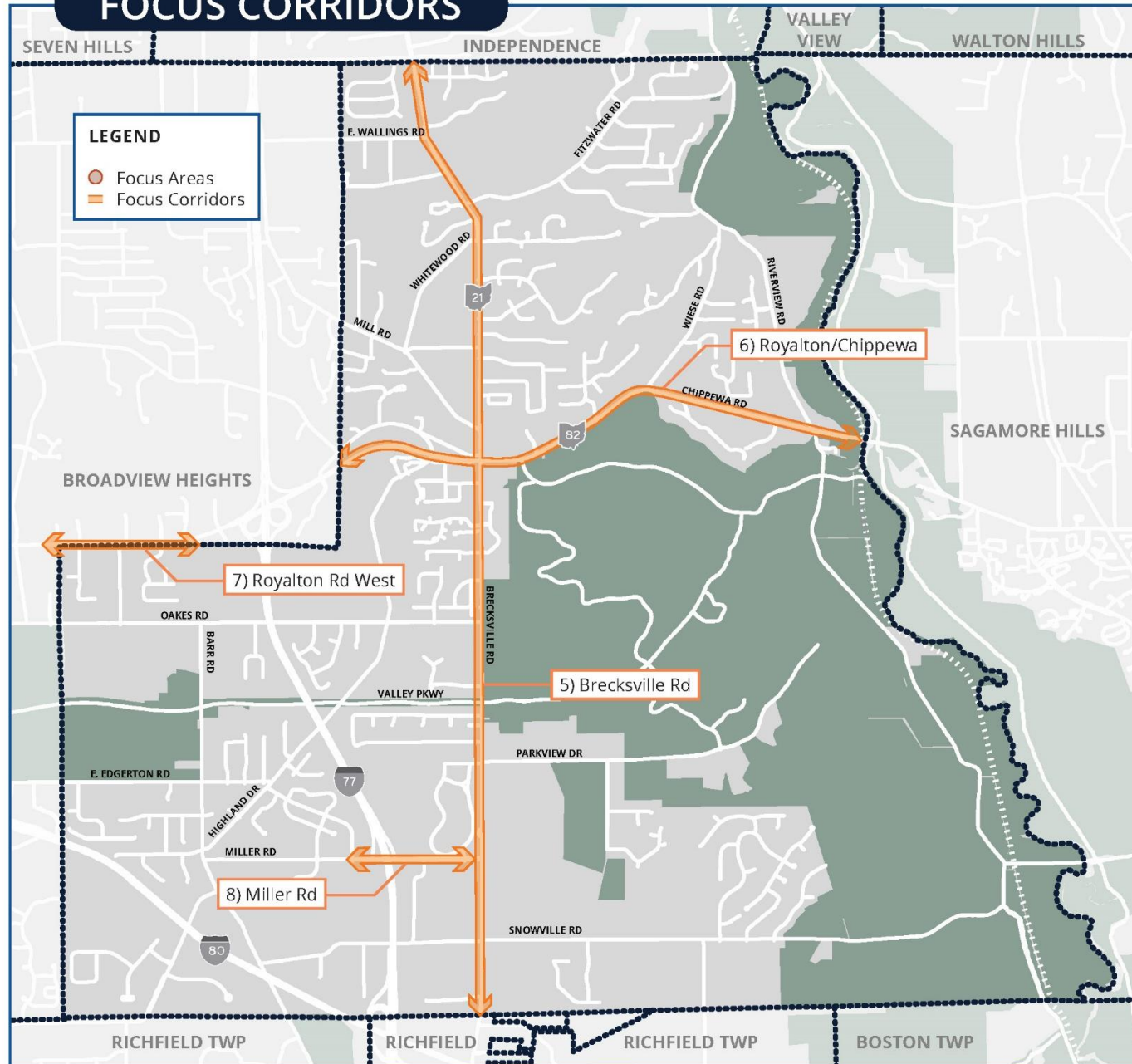
FOCUS AREAS



FOCUS AREAS

- 1) **Brecksville Town Center**
*Including Central School Site
- 2) **Blossom Hill**
- 3) **Former Veterans Affairs Hospital Area**
- 4) **Riverview Road and the Cuyahoga Valley Scenic Railroad**

FOCUS CORRIDORS



FOCUS CORRIDORS

- 5) Brecksville Road Corridor
- 6) Royalton/Chippewa Road Corridor
- 7) Royalton Road West Corridor
- 8) Miller Road Corridor

-  **Housing**
Provide a Broad Range of Housing Options
-  **Transportation**
Maintain the Roads We Have
-  **Connectivity**
Connect People to Walkable Places
-  **Character**
Reinforce Brecksville's Sense of Place
-  **Community**
Strengthen Connections between Residents
-  **Governance**
Lead the Region in High-Quality Governance
-  **Economic Development**
Build upon Assets to Grow Employment Opportunities
-  **Retail**
Enliven Our Unique Places
-  **Environment**
Protect our Natural Features
-  **Parks**
Embrace our world-class amenities

	Brecksville Town Center	Blossom Hill	VA Area	Riverveiw and CVSR	Brecksville Road	Royalton/Chippewa	Royalton Road West	Miller Road
Housing	■	■		■		■	■	
Transportation				■	■	■	■	
Connectivity	■	■	■	■	■	■	■	■
Character	■	■	■	■	■	■	■	■
Community	■	■	■					
Governance	■	■		■				
Economic Development	■		■	■				
Retail	■		■					
Environment	■	■	■	■	■	■	■	■
Parks	■	■		■	■	■	■	■
	Focus Areas			Focus Corridors				

APPLYING THE OBJECTIVES

- ✓ For each focus area and corridor, a blue box was placed to show which objectives might be able to be accomplished within that specific portion of the community

A decorative graphic on the left side of the slide, consisting of several overlapping translucent blue polygons of various shades, creating a modern, abstract look.

Are these areas and corridors correct?

Are there areas and corridors we missed?



NEXT STEPS BRECKSVILLE MASTER PLAN

PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM

City Council Chambers

- Brief presentation introducing the process (10 min)
- Introduction to Current Conditions & Community Vision (30 min)
- Question & Answer (10 min)
- Activities & Feedback (40 min)

PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM

City Council Chambers

- There will be stations around the room with activities for feedback from the public

PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM

City Council Chambers

- **Eight Stations:**

- Vision Statement

- Objectives

- Focus Areas

- Focus Corridors

- Brecksville Town Center

- VA Site

- Housing

- Transportation

PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM

City Council Chambers

- Eight Stations:
 - Vision Statement
 - Objectives
 - Focus Areas
 - Focus Corridors
 - Brecksville Town Center
 - VA Site
 - Housing
 - Transportation

PUBLIC MEETING #1

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City Council Chambers

- **Eight Stations:**

- Vision Statement
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- Focus Areas
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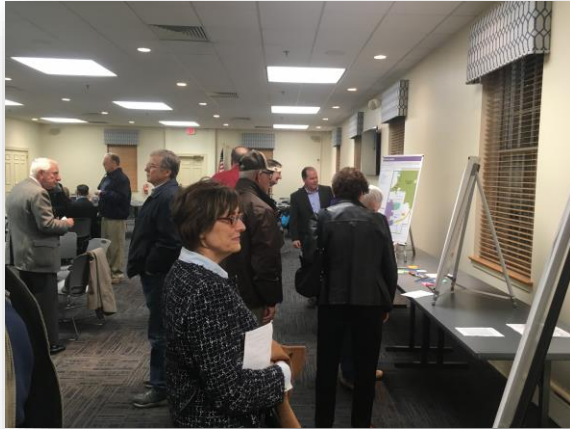
- **Brecksville Town Center**
- **VA Site**
- **Housing**
- **Transportation**

PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM

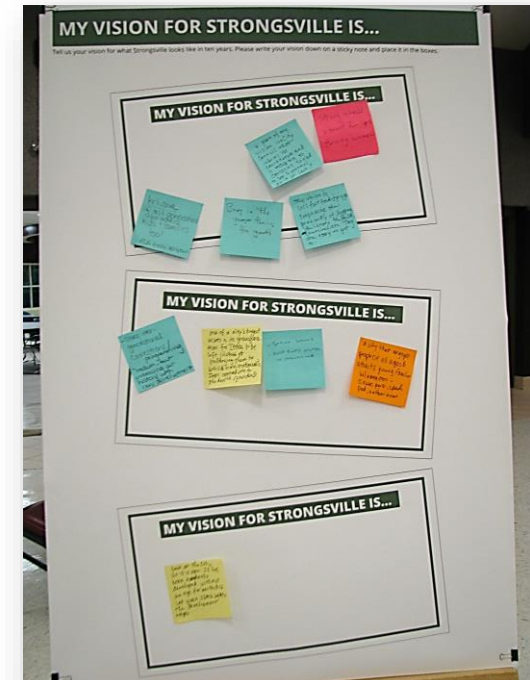
City Council Chambers



PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM
City Council Chambers



PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM

City Council Chambers

- We need your help in advertising the meeting and assisting with the boards—if able, please arrive early to help

PUBLIC MEETING #1

Current Conditions and Community Vision

September 11, 2018; 6:30 PM

City Council Chambers

- We will rely on the City of Brecksville and Steering Committee to notify residents and advertise the meeting

PUBLIC MEETING

Current
September
City Council

- We will re
Steering Co
advertise th



PUBLIC MEETING CITY OF BRECKSVILLE MASTER PLAN | COMMUNITY VISION

Public Open House & Presentation
Tuesday, September 11, 2018 at 6:30PM
Brecksville City Hall, 9069 Brecksville Road, Brecksville, OH 44141

The City of Brecksville and County Planning will be hosting a Public Meeting to kick-off the Brecksville Master Plan. At the meeting, County Planning will give a brief overview of who we are, discuss the process, describe what planning is, and outline what has been accomplished thus far in the Master Planning process. Then, the public will have an opportunity to provide feedback on the community's vision and future through an interactive exercise and discussion with County Planning.

provide feedback on the vision and suggest their
Your input is vital! Please take some time to
the future of Brecksville.

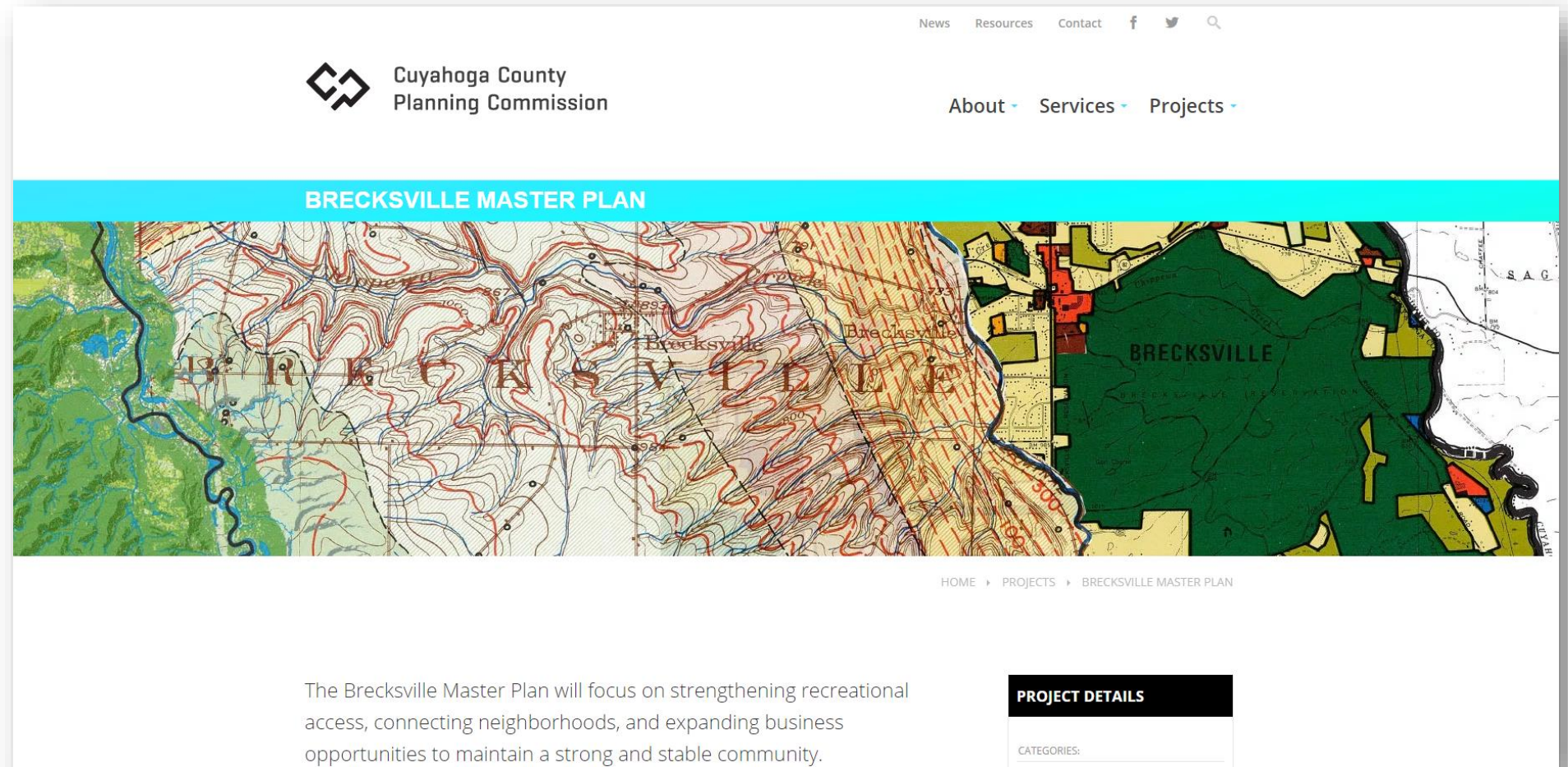
NEXT PHASE | GOALS & ACTIONS



Goals & Actions

Goals and action steps to achieve the community's desired future

STAY UP TO DATE



The screenshot displays the Cuyahoga County Planning Commission website. At the top, the navigation bar includes links for News, Resources, Contact, and social media icons for Facebook, Twitter, and a search icon. The Cuyahoga County Planning Commission logo is on the left, and a menu with About, Services, and Projects is on the right. A prominent cyan banner reads "BRECKSVILLE MASTER PLAN". Below this is a large map of Brecksville, Ohio, showing topographical features like hills and valleys, and urban areas. A breadcrumb trail at the bottom of the map area reads "HOME > PROJECTS > BRECKSVILLE MASTER PLAN". Below the map, a text block states: "The Brecksville Master Plan will focus on strengthening recreational access, connecting neighborhoods, and expanding business opportunities to maintain a strong and stable community." To the right of this text is a black box with the text "PROJECT DETAILS" and a "CATEGORIES:" label with a dropdown menu.

Cuyahoga County
Planning Commission

News Resources Contact f t Q

About ▾ Services ▾ Projects ▾

BRECKSVILLE MASTER PLAN

HOME > PROJECTS > BRECKSVILLE MASTER PLAN

The Brecksville Master Plan will focus on strengthening recreational access, connecting neighborhoods, and expanding business opportunities to maintain a strong and stable community.

PROJECT DETAILS

CATEGORIES:

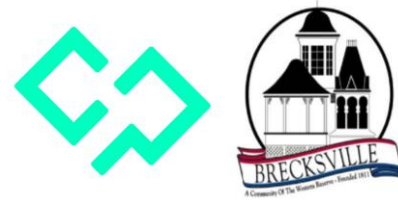
<http://www.countyplanning.us/brecksville>

PUBLIC COMMENT

PUBLIC COMMENT IS WELCOME!

- To ensure that we can hear from everyone, please limit your comments to **three minutes**
- If you have additional comments, please write them down

Thank you!



Call or write us an email:

Patrick Hewitt

phewitt@cuyahogacounty.us

Rachel Novak

rnovak@cuyahogacounty.us

216.443.3700



County Planning

Cuyahoga County Planning Commission

2079 East 9th Street, Suite 5-300

Cleveland, Ohio 44115

Telephone: 216.443.3700

Fax: 216.443.3737