



BROADVIEW HEIGHTS

MASTER PLAN

INTRODUCTION

2/26/2019



AGENDA

ABOUT COUNTY PLANNING
INTRODUCTION TO PLANS
PLANNING PROCESS
ROLES & RESPONSIBILITIES
REGIONAL TRENDS
ASSETS - ISSUES - OPPORTUNITIES
NEXT STEPS
PUBLIC COMMENT



ABOUT COUNTY PLANNING



OUR TEAM



- **Susan Infeld**, Interim Executive Director
- **James Sonnhalter**, Manager, Planning Services
- **Patrick Hewitt**, AICP, Senior Planner
- **Rachel Novak**, Planner
- **Nick Provenza**, Planning Intern



OUR MISSION



“To inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.”



OUR WORK: REGIONAL PLANS



County Greenprint

Online tool for identifying, preserving, and expanding environmental features



County Greenways

System of countywide trails and bikeways to connect neighborhoods, parks, and business districts



Economic Development Plan

Framework for economic development initiatives based on job concentrations



Housing Study

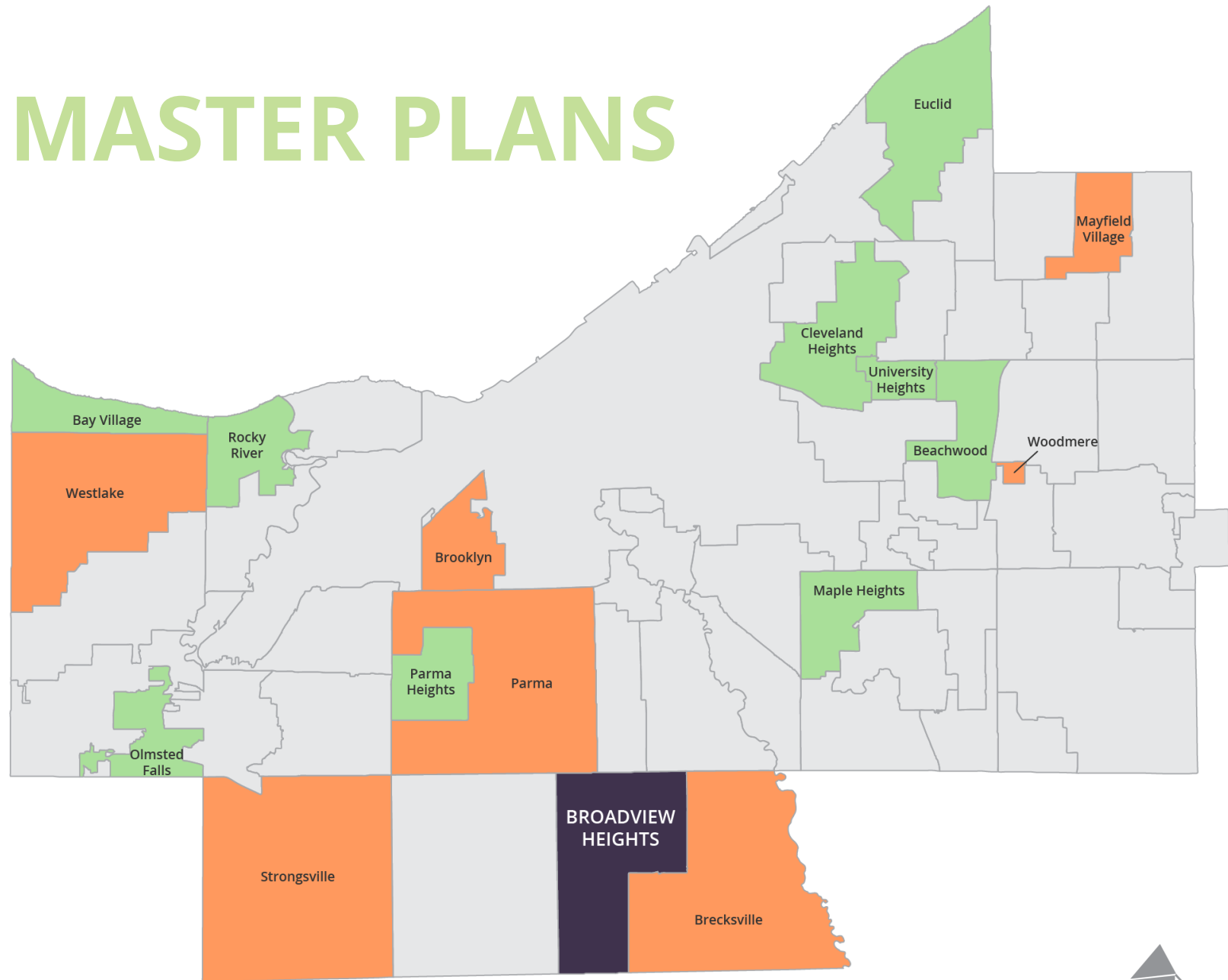
Plan to determine housing needs, market demand, and best practices



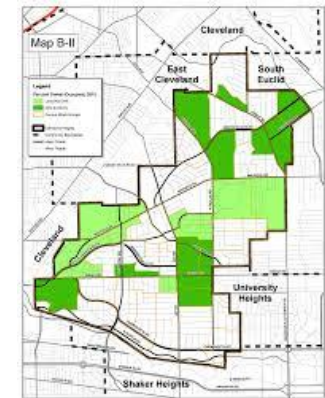
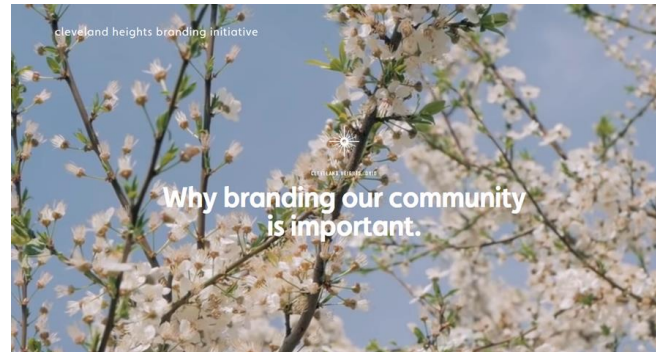
OUR WORK: MASTER PLANS

9 Recently Completed Plans

8 Plans Currently Underway (including Broadview Heights)



OUR WORK: IN ACTION



INTRODUCTION TO PLANS



THE WHAT

A long-term guide for how the community wants to grow and develop in the future



THE HOW

Inventories what **exists today** and outlines a **community's vision** for the future

Describes **concrete action steps** to achieve the vision



THE WHY

Provides the opportunity for **community input**

Prepares the City, residents, and businesses for the future

Shapes future development to match your priorities

Gives a **competitive advantage** when applying for grants and funding



WHAT IT COVERS

Land use and zoning

Housing

Parks and the environment

Transportation

Economic development

Business districts



PLANS VS ZONING

MASTER PLAN

- A general **policy** for future growth
- Describes recommendations for **what should happen** in the future
- Includes **broad recommendations** that can be undertaken by the City, residents, or partners
- A **flexible document** that is intended to be interpreted as conditions change

VS

ZONING ORDINANCE

- Specific **rules** for development
- Describes **what is and what is not allowed** today
- Includes **mandatory regulations** on development that are enforced by the City unless specifically waived
- Relatively **rigid set of regulations** that can only be changed by a legal process



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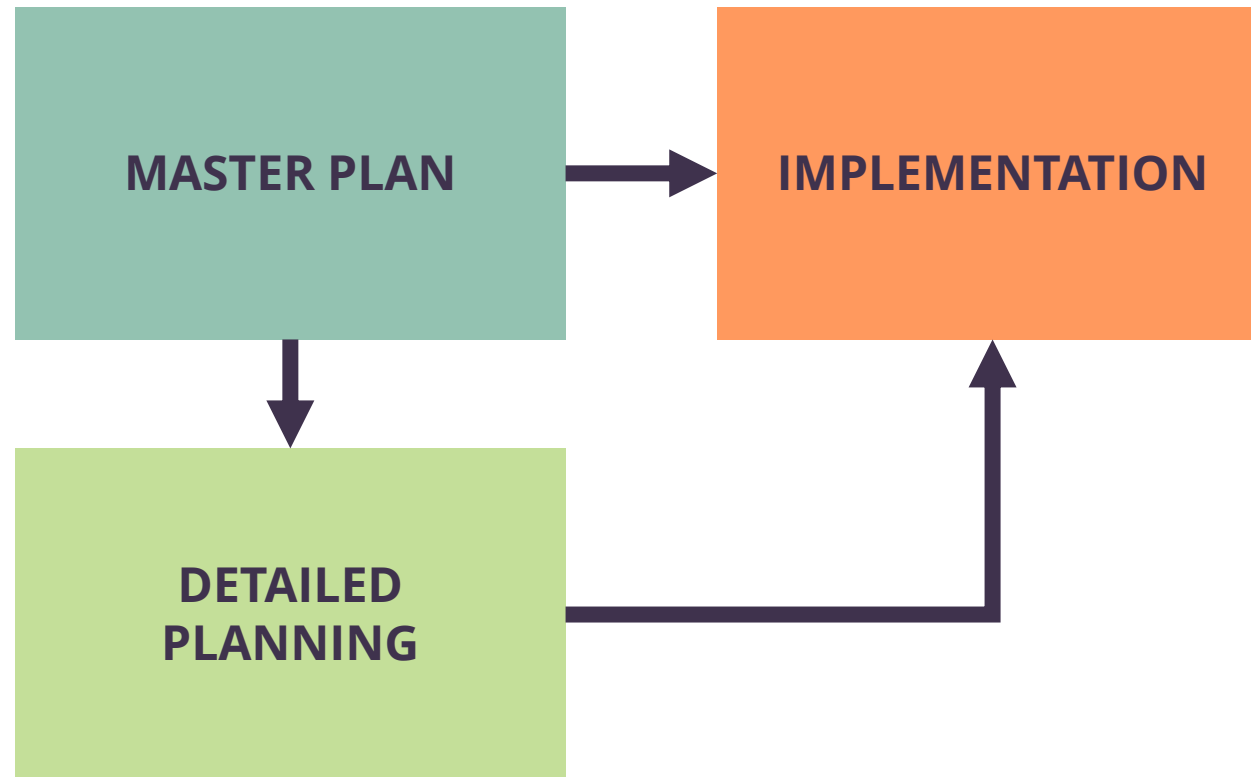
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IMPLEMENTATION



PLANNING PROCESS



OUR PROCESS



Current Conditions

Demographic, housing, business, land use, and transportation overview



Community Vision

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



Goals & Actions

Specific policies and actions to achieve the community's desired future



Implementation

Partners, priorities, and responsibilities for undertaking actions



Draft Master Plan

Combined and completed Master Plan document



OUR PROCESS



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OUR PROCESS



Current
Conditions

Target
Completion:
April, 2019



Community
Vision

Target
Completion:
May, 2019



Goals & Actions

Target
Completion:
Sept, 2019



Implementation

Target
Completion:
Nov, 2019



Draft Master
Plan

Target
Completion:
Dec, 2019



OUR PROCESS: **IN ACTION**



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan



OUR PROCESS: **IN ACTION**



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan



OUR PROCESS: IN ACTION



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan



OUR PROCESS: IN ACTION



Current Conditions



Community Vision



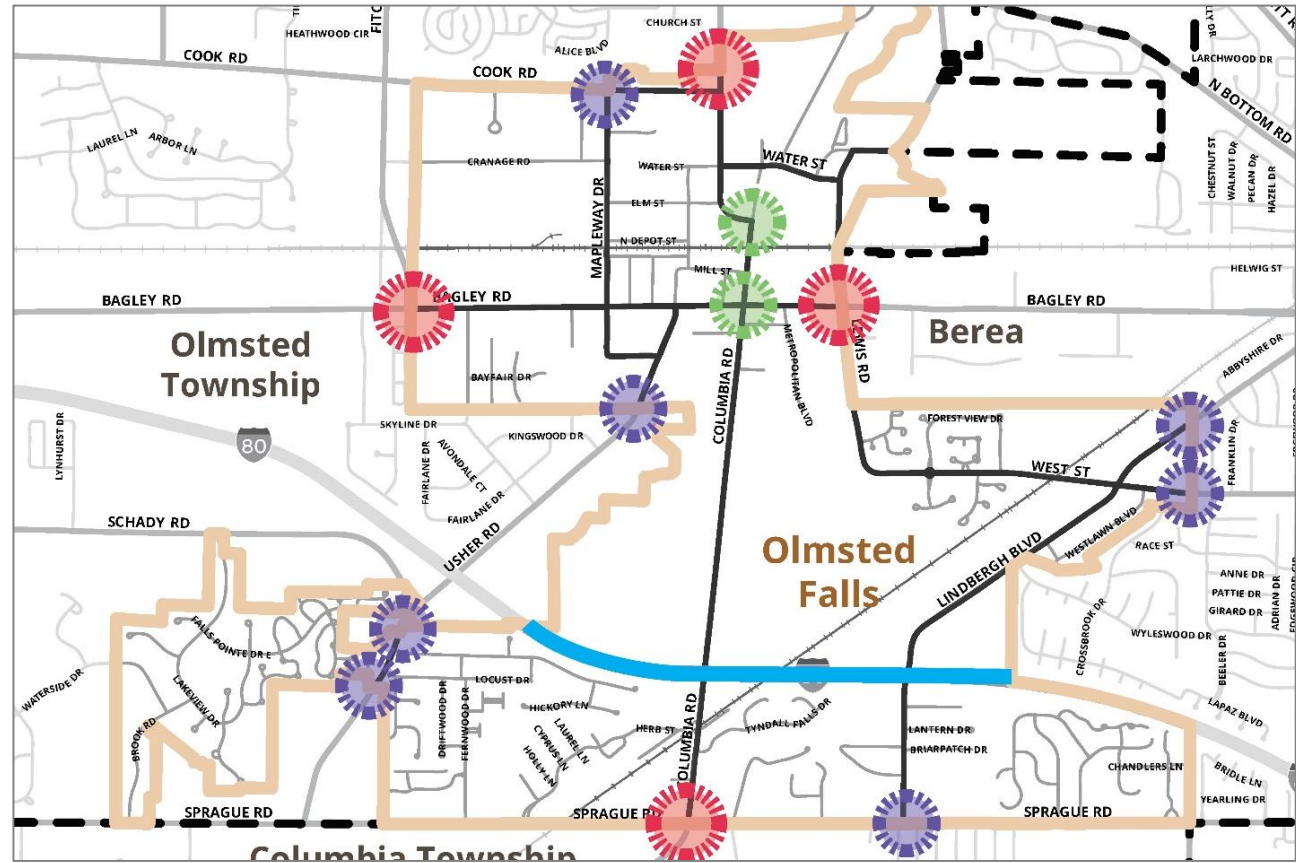
Goals & Actions



Implementation



Draft Master Plan



OUR PROCESS: IN ACTION



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan

Goals and Actions	Projected Timeline and Priority		Responsible Parties & Partners			Est. Cost	Potential Funding Sources
Invest in enhancements when new infrastructure is constructed, page 61	Ongoing	★★	S	P		Medium	—
Update the City's sign code to facilitate the construction of appropriate signage, page 61	1-2 Yrs	★	P	B	ED	—	—
Encourage a sense of place, page 62							
Design and install standardized wayfinding signage throughout Downtown and for public buildings and amenities, page 62	2-3 Yrs	★★★	S	P		Medium	National Endowment for the Arts "Our Town" Grant The Cleveland Foundation The Kresge Foundation Downtown Special Improvement District
Construct community gateways using the City's new logo, page 62	2-3 Yrs	★★★	S	P	ED CS	Medium	National Endowment for the Arts "Our Town" Grant The Cleveland Foundation The Kresge Foundation Downtown Special Improvement District



OUR PROCESS: **IN ACTION**



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan



OUR PROCESS: IN ACTION



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan



ROLES & RESPONSIBILITIES



INVOLVED GROUPS



Project Team

Public officials and
City staff



**Steering
Committee**

Larger group of
involved residents,
businesses, and
civic leaders



The Public

All interested
residents, business
owners, or
stakeholders



County Planning

Staff of the
Cuyahoga County
Planning
Commission



PROJECT TEAM



Public officials and City staff

Shares expertise and on-the-ground knowledge

Assists in the **collection of data**, images, and other City resources

Reviews in-depth documents before presentation to the Steering Committee



STEERING COMMITTEE



Larger group of involved residents, businesses, and civic leaders

Are **representatives** of the community

Share **expertise** and on-the-ground knowledge

Are **advocates for the plan** and its implementation

View **in-depth documents** before public meetings



THE PUBLIC



All interested residents, business owners, or stakeholders

Provides comment on the plan whether in person or online

Ensures the plan has the **endorsement of residents** and business owners



COUNTY PLANNING



Staff of the Cuyahoga County Planning Commission

Translates concerns and suggestions into plan documents

Offers **planning expertise** and innovative ideas

Consolidates various plans into a single, comprehensive document



INPUT: PROJECT TEAM



Current
Conditions

PT #1

PT #2



Community
Vision

PT #3



Goals & Actions

PT #4

PT #5



Implementation

PT #6



Draft Master
Plan

As Needed



INPUT: STEERING COMMITTEE



Current
Conditions

PT #1
SC #1
PT #2
SC #2



Community
Vision

PT #3
SC #3



Goals & Actions

PT #4
SC #4
PT #5
SC #5



Implementation

PT #6
SC #6



Draft Master
Plan

As Needed



INPUT: PUBLIC MEETINGS



Current
Conditions

PT #1
SC #1
PT #2
SC #2



Community
Vision

PT #3
SC #3

Public Meeting #1
+ Online Survey



Goals & Actions

PT #4
SC #4
PT #5
SC #5

Public Meeting #2
+ Online Survey



Implementation

PT #6
SC #6

Public Meeting #3
+ Online Survey



Draft Master
Plan

As Needed



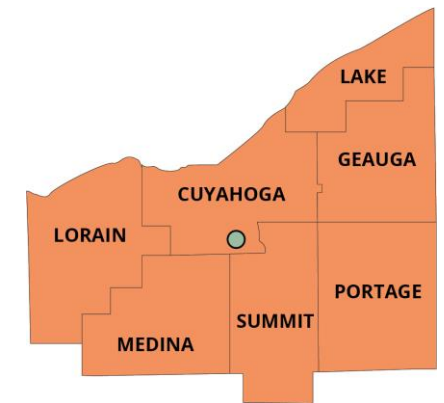
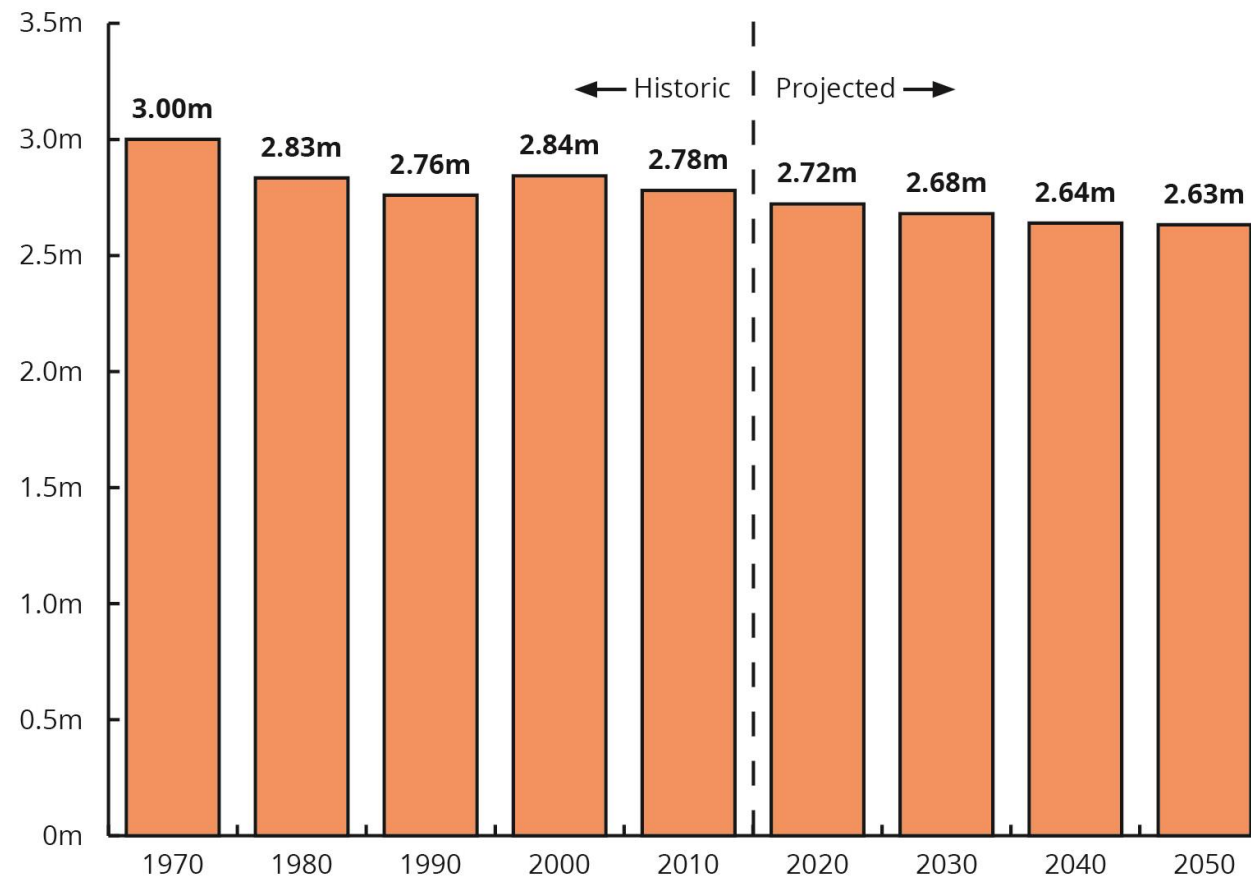
REGIONAL TRENDS



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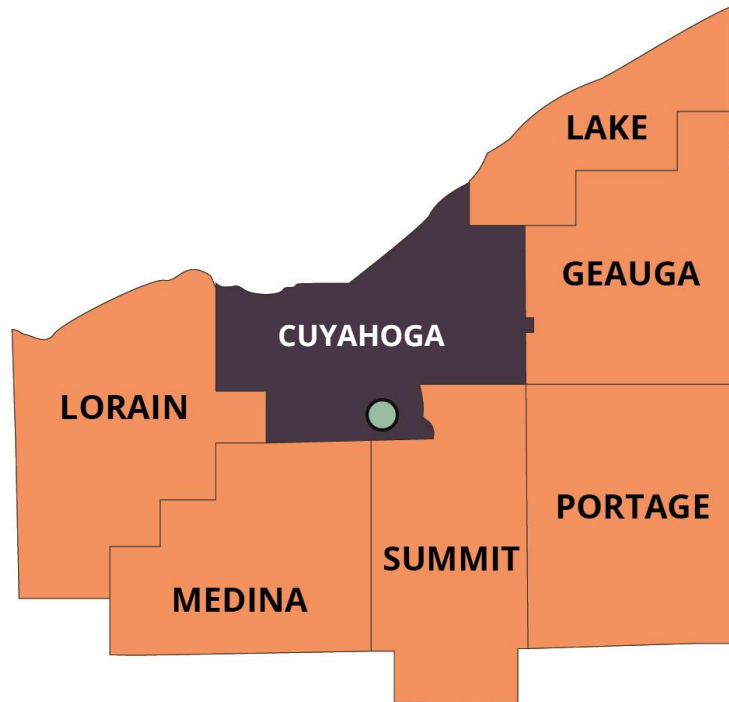
REGIONAL POPULATION IS SHRINKING



REGIONAL TRENDS



HOUSING CONTINUES TO SPREAD



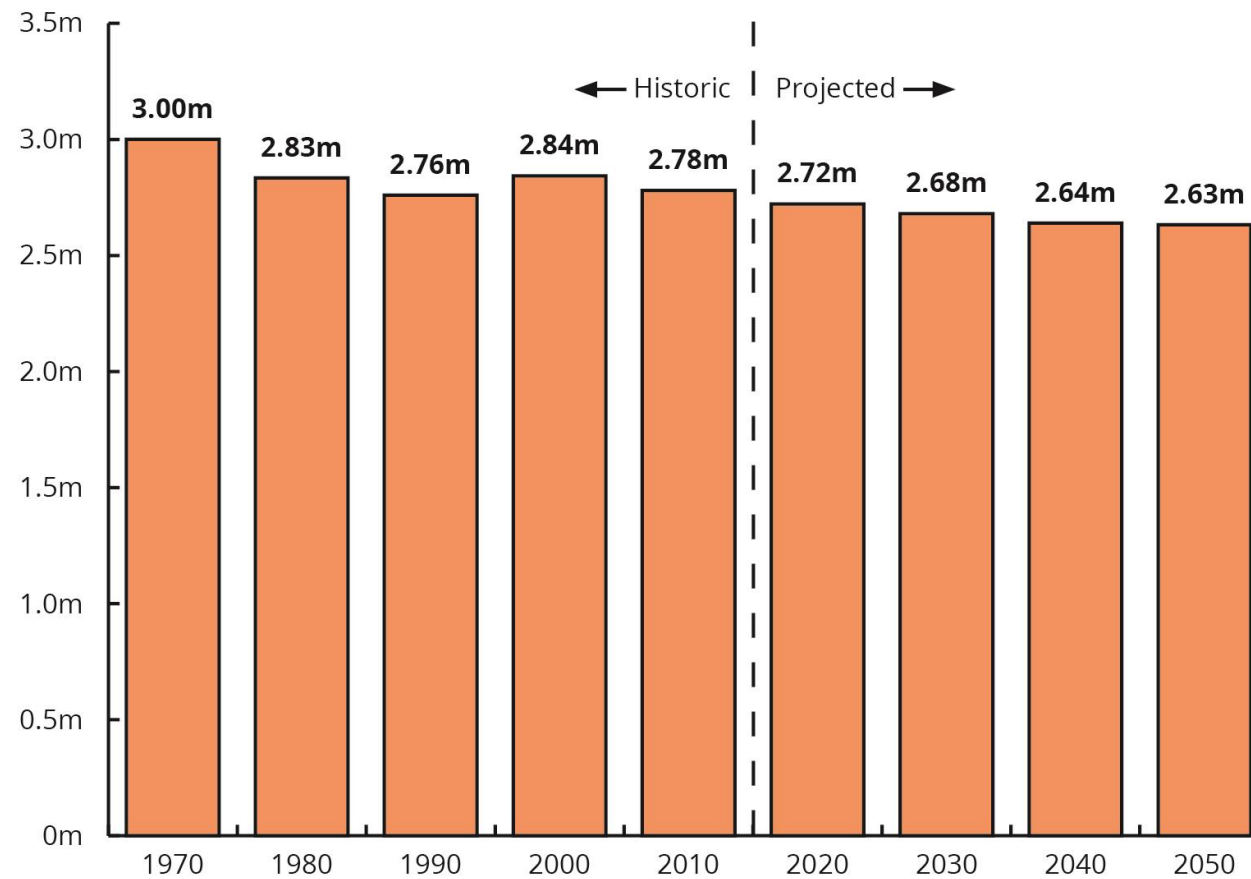
	2010-2050 Population Change
Cuyahoga County	-169,272
Suburban Counties	+21,162
Northeast Ohio	-148,110



REGIONAL TRENDS



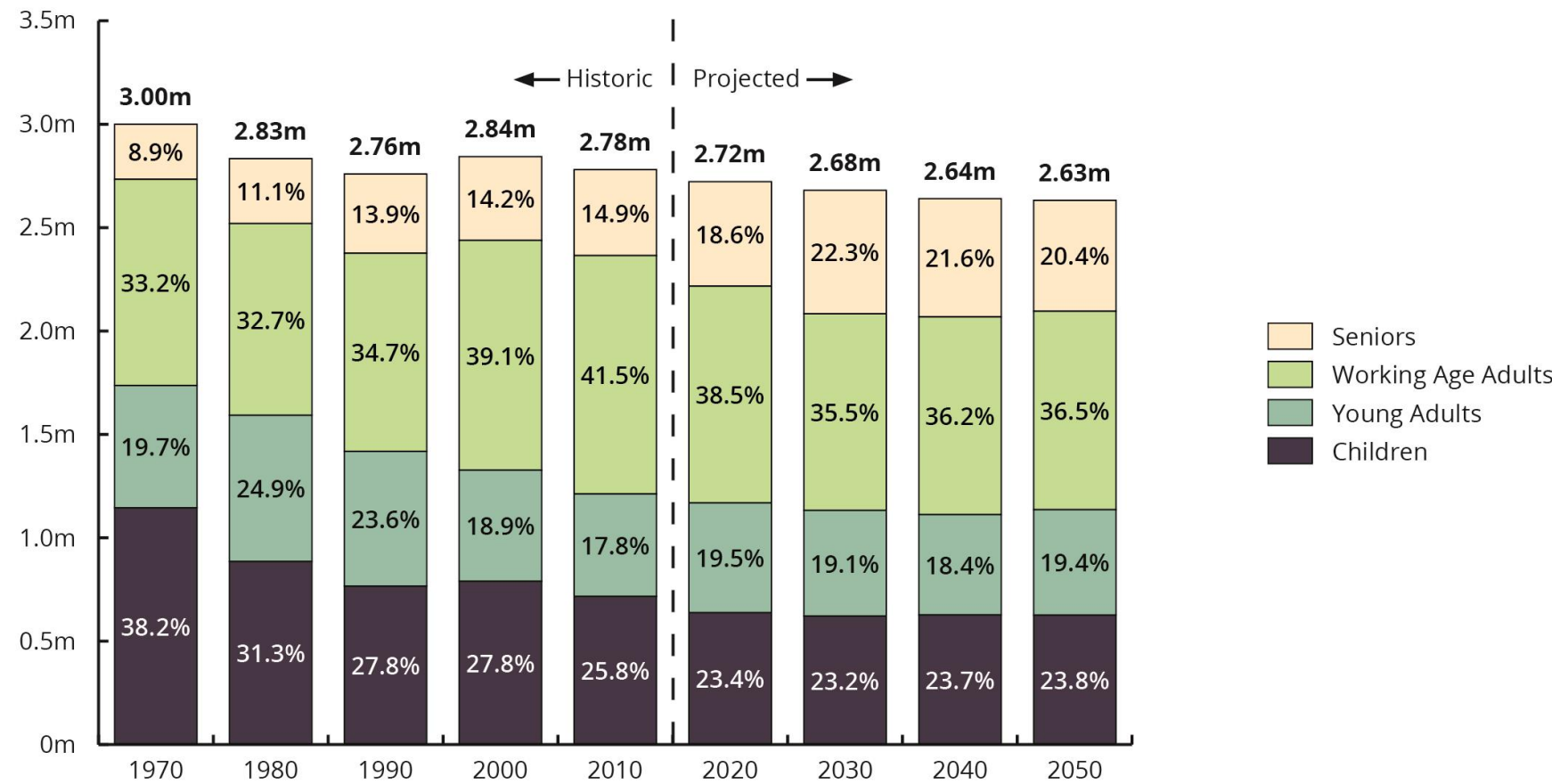
THE POPULATION IS GETTING OLDER



REGIONAL TRENDS



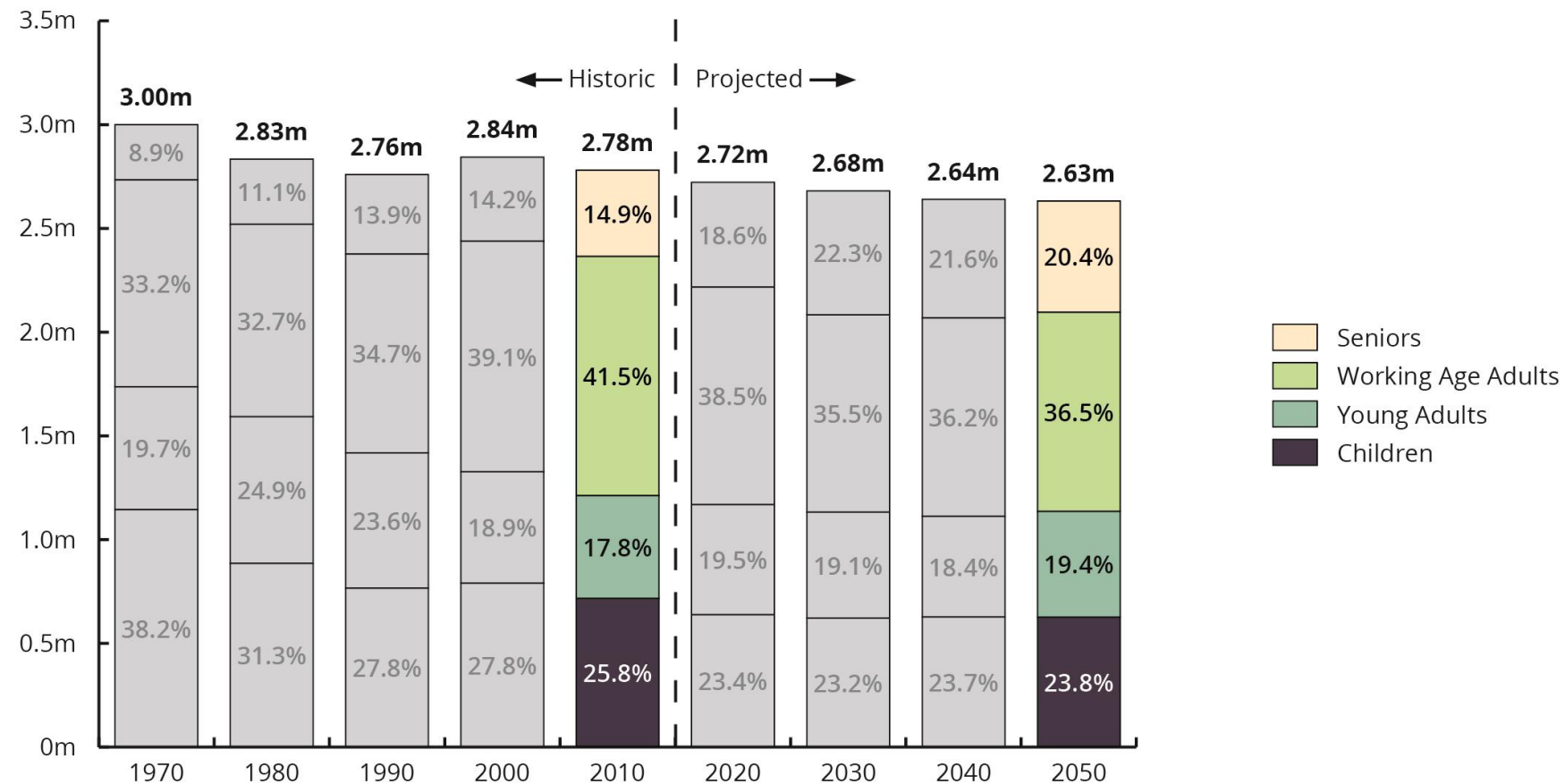
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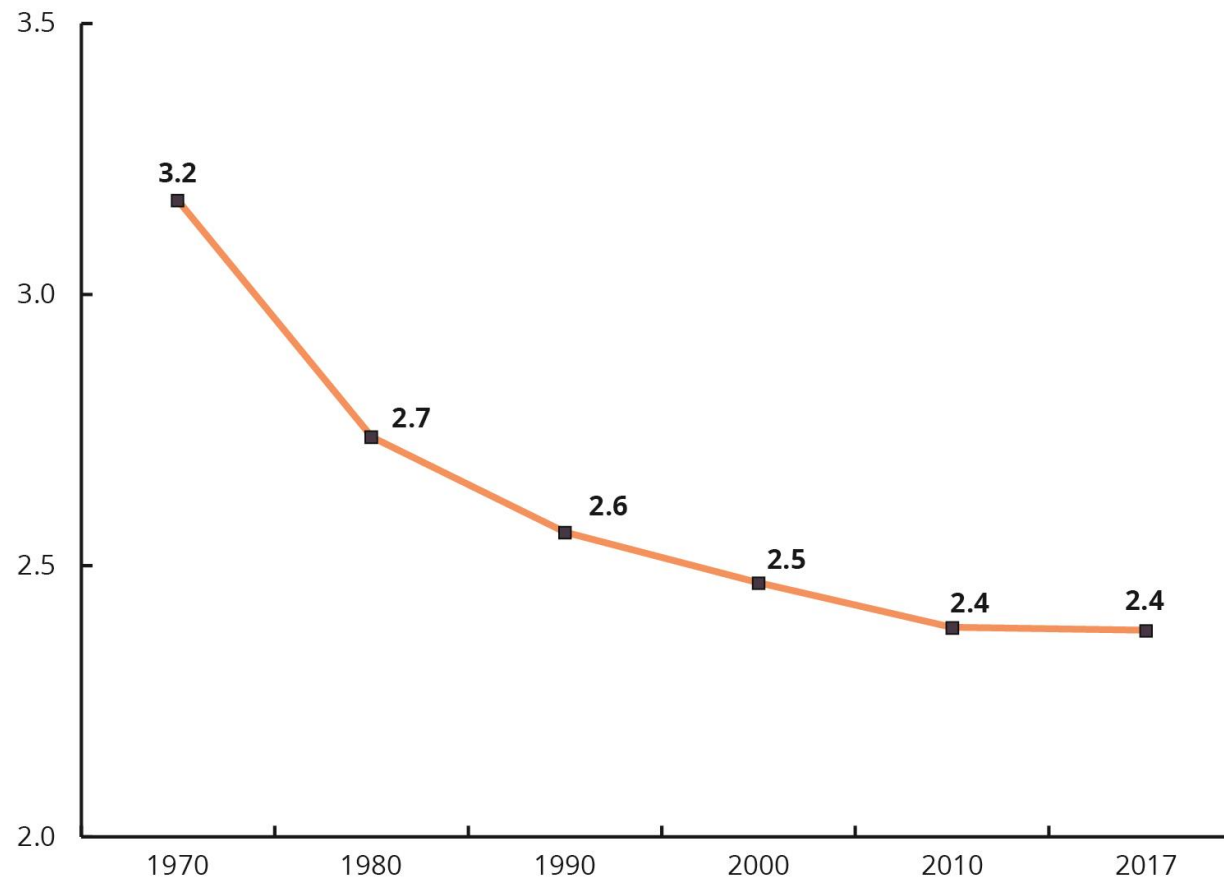
THE POPULATION IS GETTING OLDER



REGIONAL TRENDS



HOUSEHOLDS ARE GETTING SMALLER



REGIONAL TRENDS



NEW FORMATS ARE REDUCING TRADITIONAL RETAIL



REGIONAL TRENDS



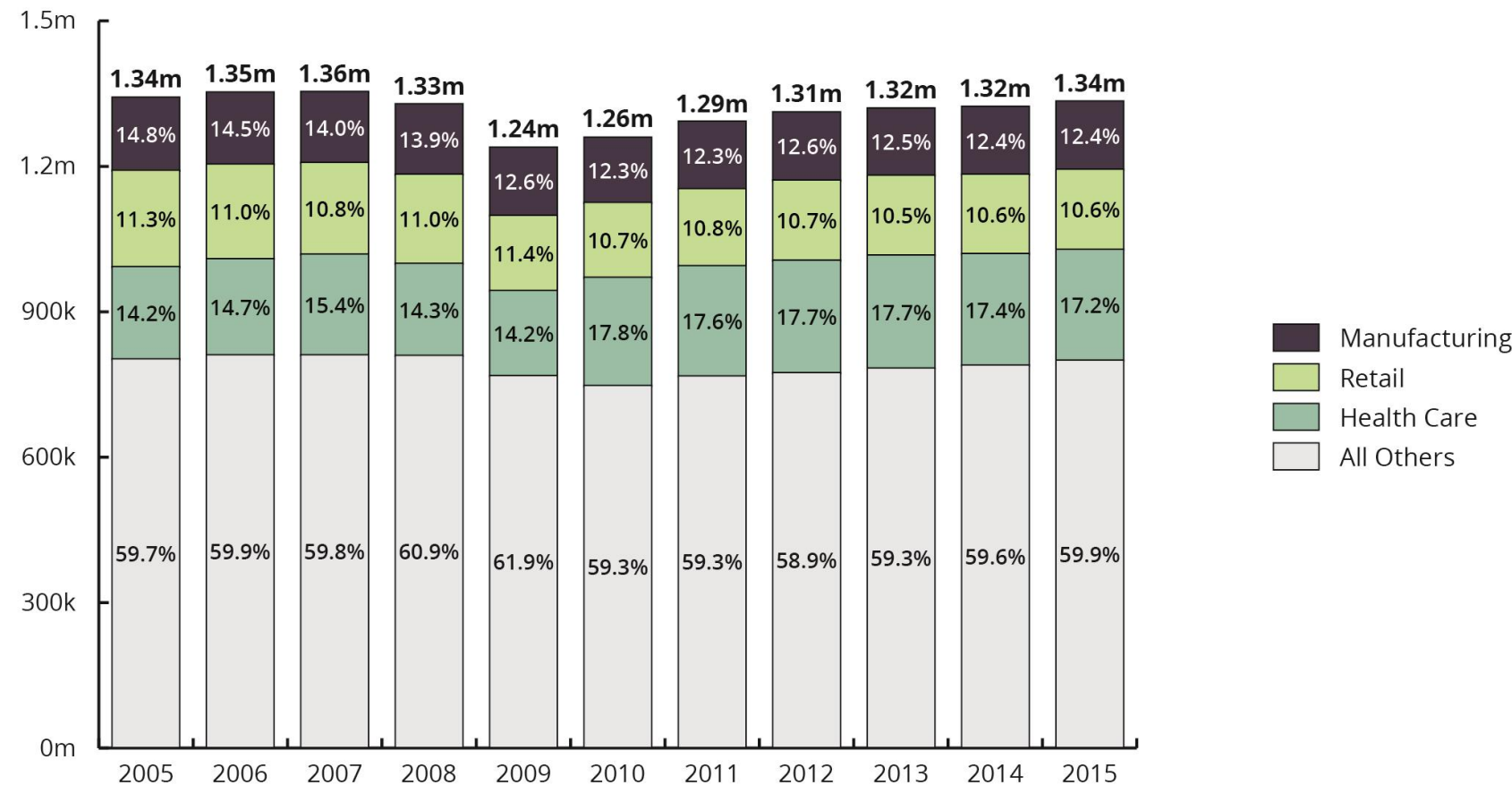
TECHNOLOGY CONTINUES TO RESHAPE DAILY TASKS



REGIONAL TRENDS



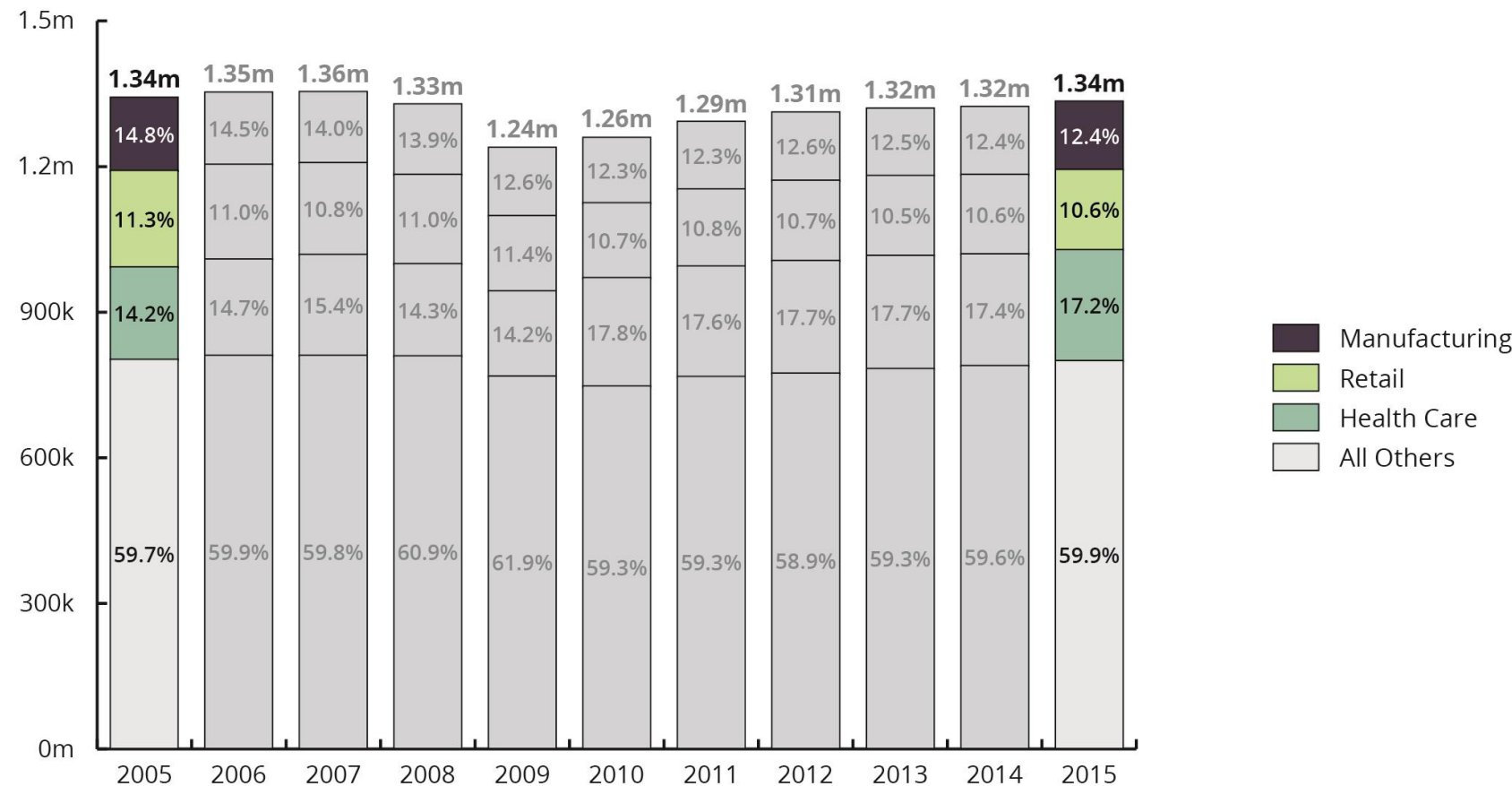
THE REGION IS TRANSITIONING TO NEW JOBS



REGIONAL TRENDS



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REGIONAL TRENDS



REGIONAL POPULATION IS SHRINKING

HOUSING CONTINUES TO SPREAD

THE POPULATION IS GETTING OLDER

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TECHNOLOGY CONTINUES TO RESHAPE DAILY TASKS

THE REGION IS TRANSITIONING TO NEW JOBS



ASSETS | ISSUES | OPPORTUNITIES



ASSETS

What are the assets to build upon?

- Strong community fundamentals
- High-quality School Districts
- New community center
- New or rebuilt infrastructure
- Safe community
- _____
- _____
- _____

ISSUES

What planning issues should be addressed?

- Historical lack of Town Center
- Referendum Zoning
- Development of I-77 interchange
- Lack of cohesive brand
- _____
- _____
- _____

OPPORTUNITIES

What are opportunities for the future?

- Recent approval of development on S.R. 82 corridor
- Royalton Road reconstruction
- Wallings Road reconstruction
- Redevelopment of north end of town
- _____
- _____
- _____



FOCUS AREAS

What areas should be a focus of the plan?

- North end of town
- Town Center
- Royalton Road (including highway interchange)
- Municipal Campus
- _____
- _____
- _____



Illustrative Master Plan

Broadview Heights — TOWN CENTER MASTER PLAN

Chapter V 3



NEXT STEPS



NEXT STEPS



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan

- **Project Team**
Current Conditions
Early April, 2019
- **Steering Committee**
Current Conditions
Late April, 2019



PUBLIC COMMENT



PUBLIC COMMENT

For members of the public, we are excited that you are in attendance and welcome your comments!

Please limit your comments to three minutes to ensure that we can hear from everyone

You are also welcome to provide written comments

Thank You!



THANK YOU

Write us an email!

- Patrick Hewitt, AICP, Senior Planner
phewitt@cuyahogacounty.us
- Rachel Novak, Planner
rnovak@cuyahogacounty.us



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE

