



BROADVIEW HEIGHTS

MASTER PLAN

STEERING COMMITTEE #2

4/30/2019



AGENDA

PLANNING PROCESS REVIEW
CURRENT CONDITIONS
NEXT STEPS
PUBLIC COMMENT



PLANNING PROCESS REVIEW



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



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OUR PROCESS: 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



OUR PROCESS: **TIMELINE**



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



CURRENT CONDITIONS



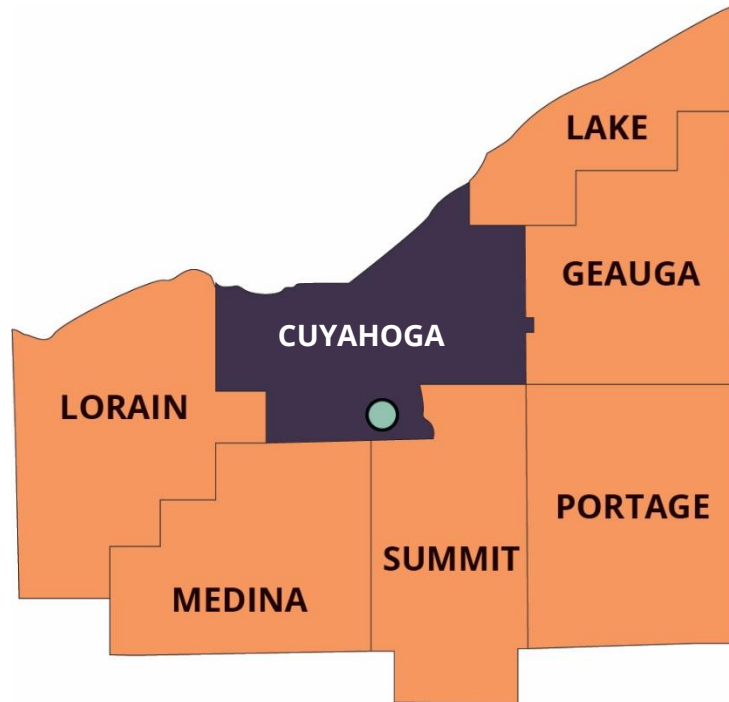
CURRENT CONDITIONS SECTIONS

FIVE PROFILES

2.1 Demographic Profile	population, households, race and ethnicity, education, and density
2.2 Business Profile	employment, income, market, property taxes
2.3 Housing Profile	types of housing, occupancy, tenure, housing sales, market strength, and construction activity
2.4 Transportation & Infrastructure Profile	roadway network, commuting, vehicle ownership, traffic, crashes, and connectivity
2.5 Land Use Profile	current land use, zoning, community facilities, parks, environmental features, and vacant land



COMPARISON GEOGRAPHIES



BROADVIEW HEIGHTS

CUYAHOGA COUNTY

NORTHEAST OHIO



DATA SOURCES

- | | |
|--|---|
| 1. U.S. Decennial Census | Ten-year Census data (2000 and 2010) |
| 2. American Community Survey | Five-year survey data (2017) |
| 3. Longitudinal Employer-Household Dynamics | Job data based on tax information |
| 4. National Historic Geographic Information System | Historic Census data using modern geographies (1970-1990) |
| 5. Cuyahoga County | Tax and land use data |



QUESTIONS TO ASK

Does this match what you see on a daily basis?

What are your biggest take-aways?

Have we covered all of the necessary topics?



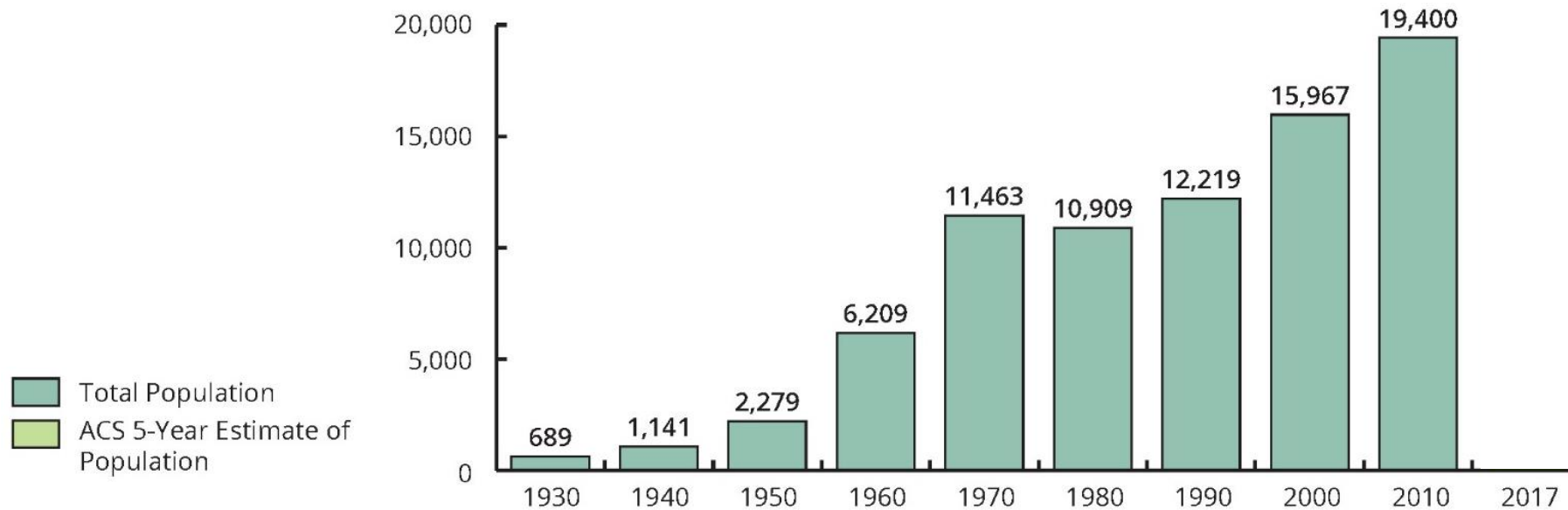
SECTION 2.1

DEMOGRAPHIC PROFILE



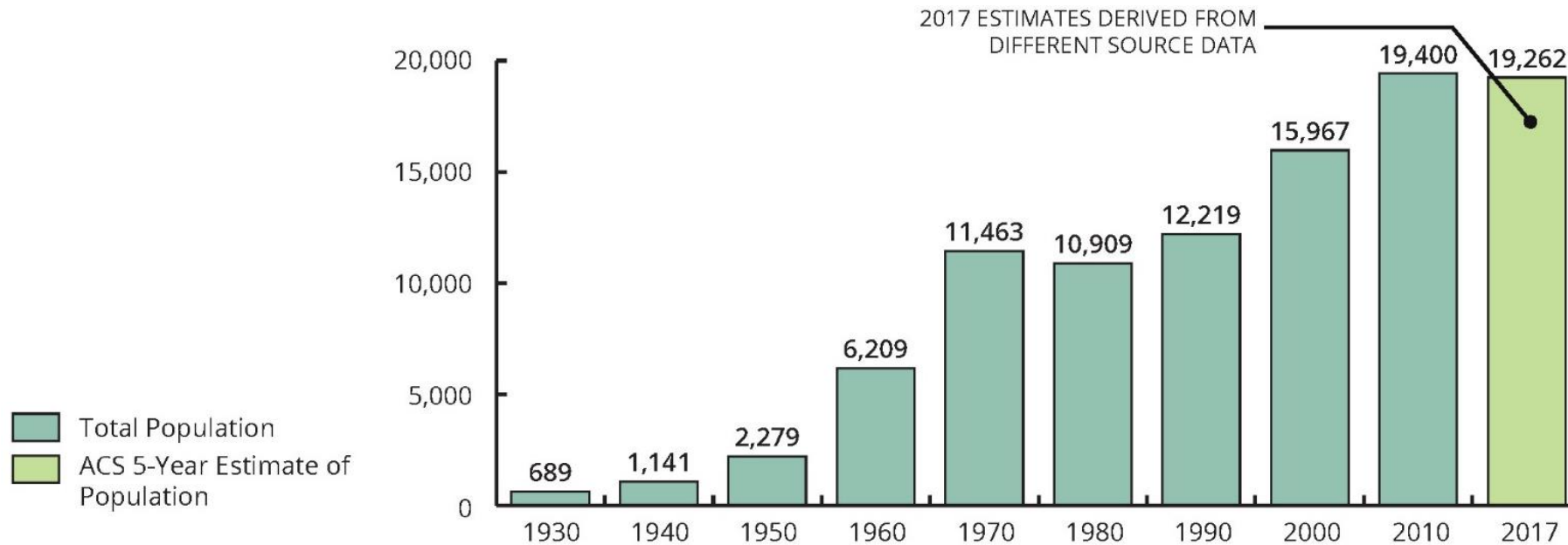
POPULATION

LONG-TERM GROWTH



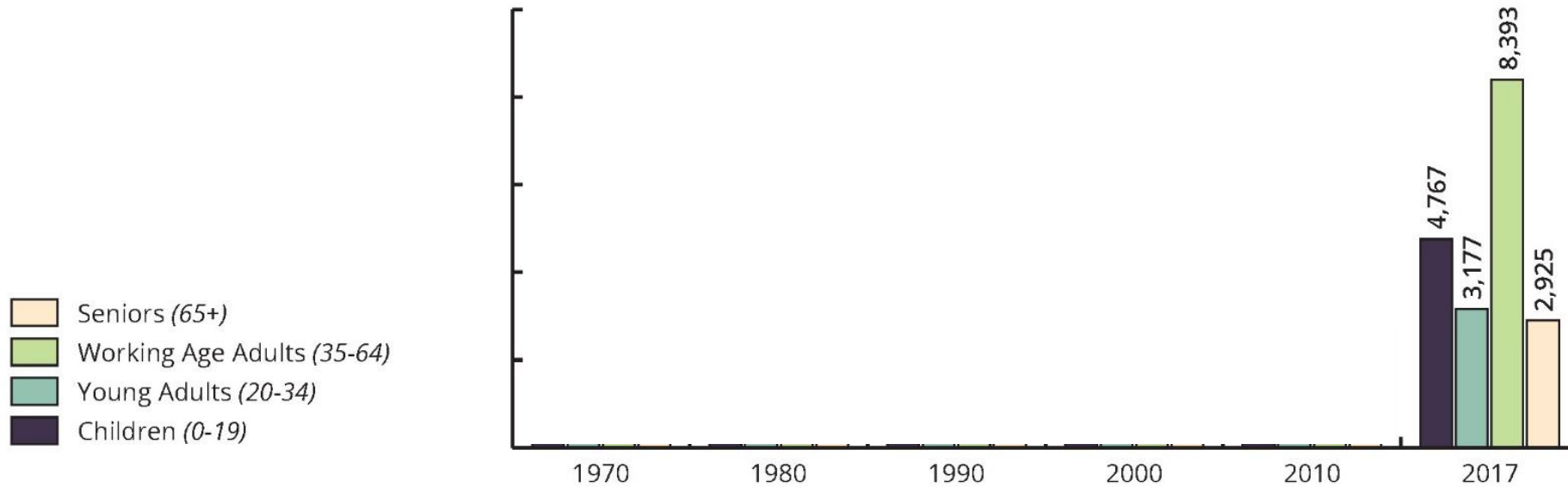
POPULATION

LONG-TERM GROWTH THAT MAY BE SLOWING



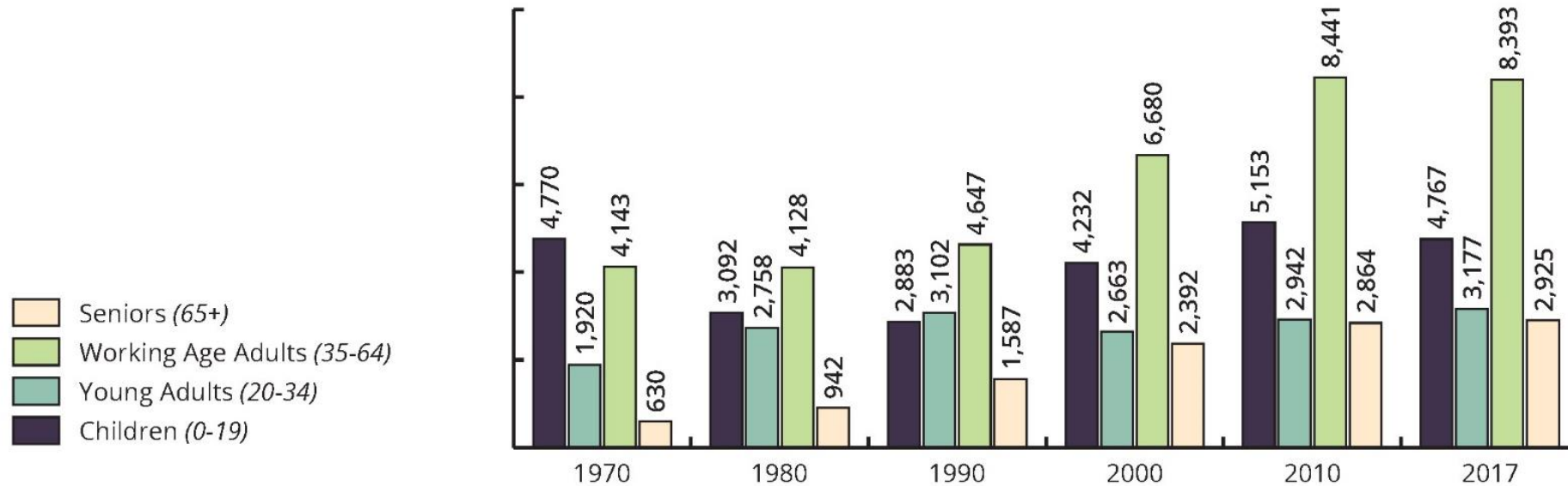
AGE

WORKING AGE ADULTS AND CHILDREN ARE LARGEST AGE GROUPS



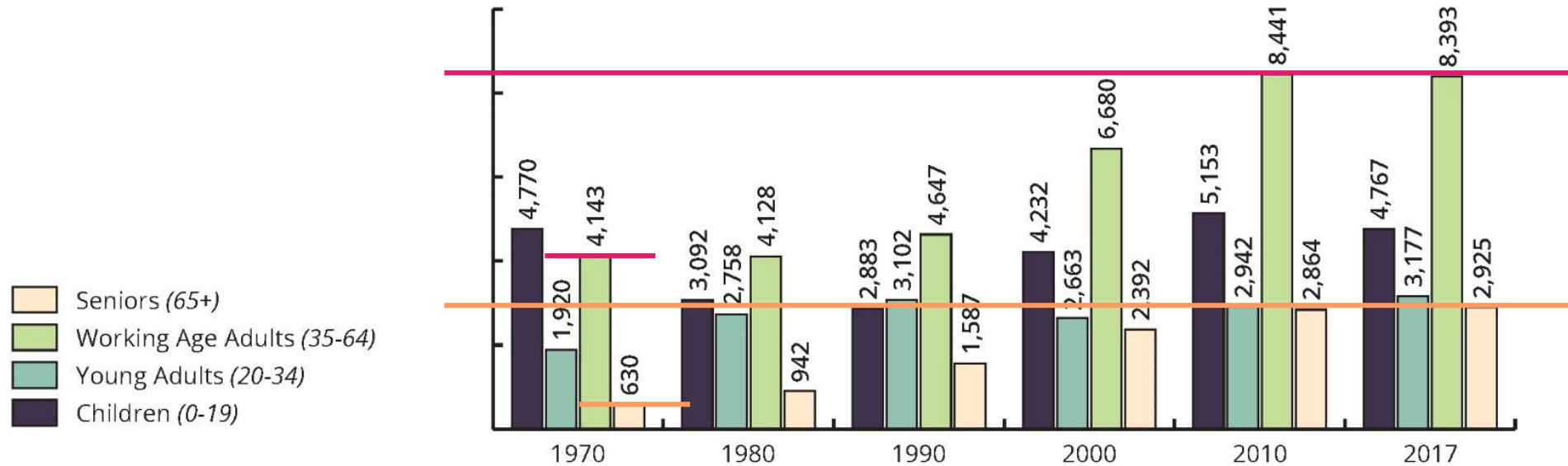
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LONG TERM INCREASES IN SENIORS AND WORKING AGE ADULTS



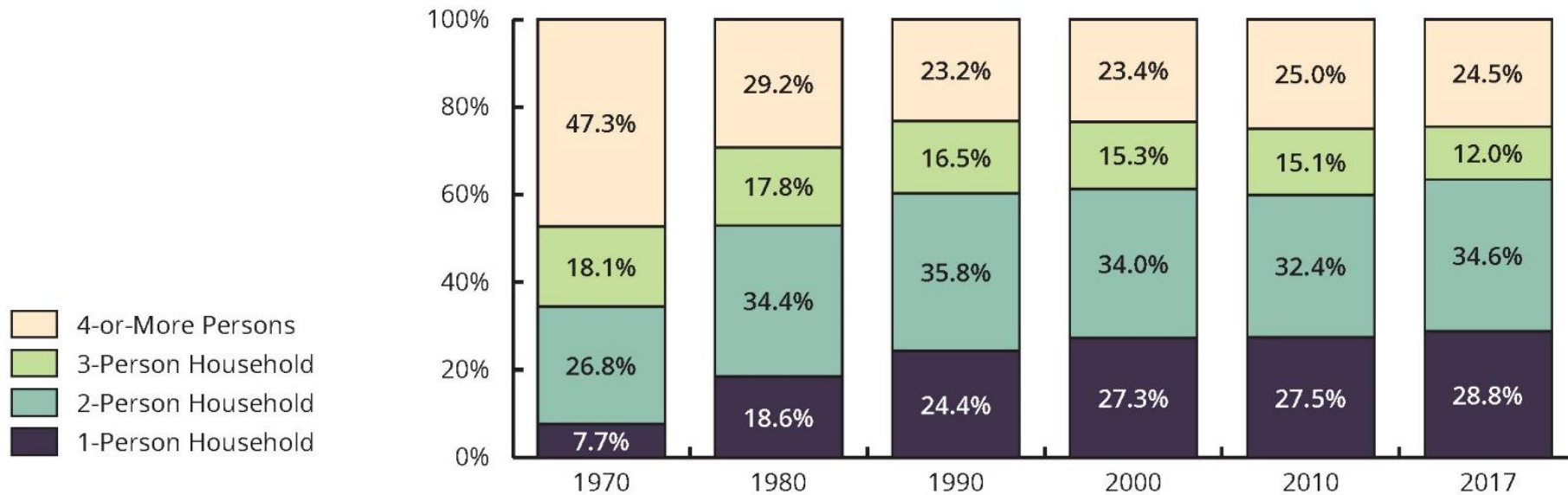
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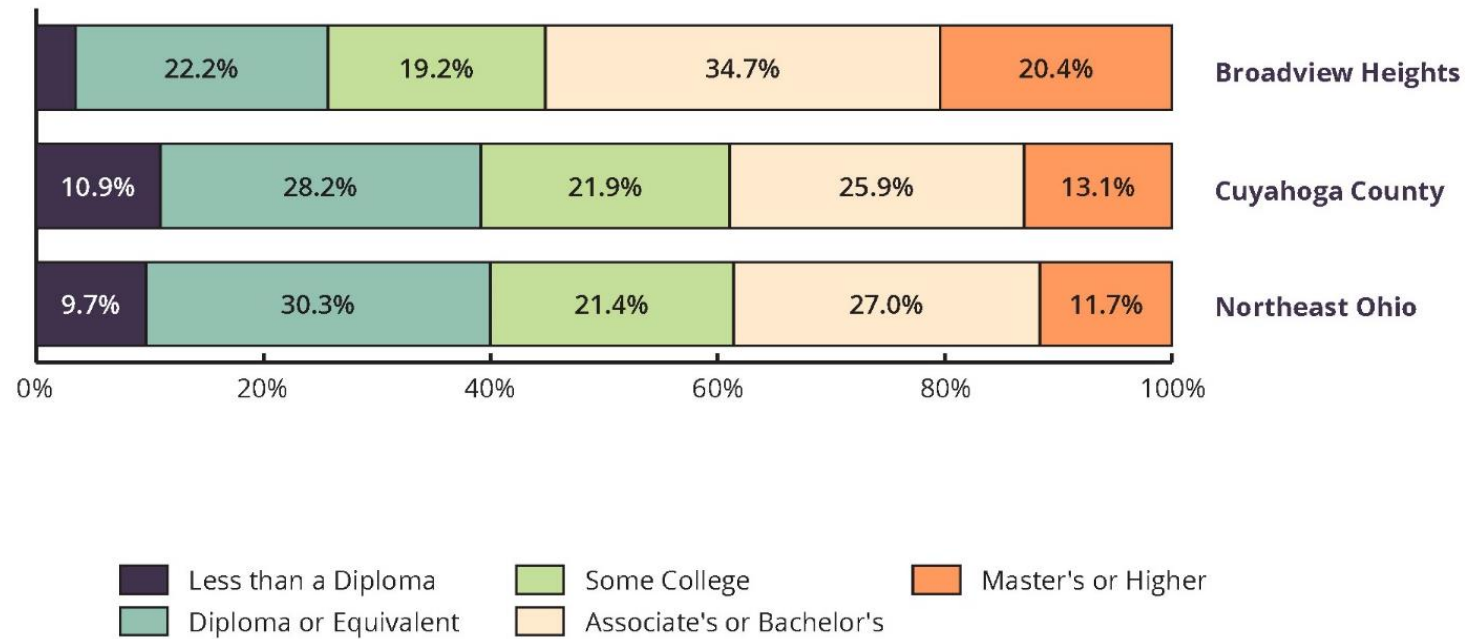
HOUSEHOLD SIZE

SMALLER HOUSEHOLDS ARE BECOMING MORE COMMON



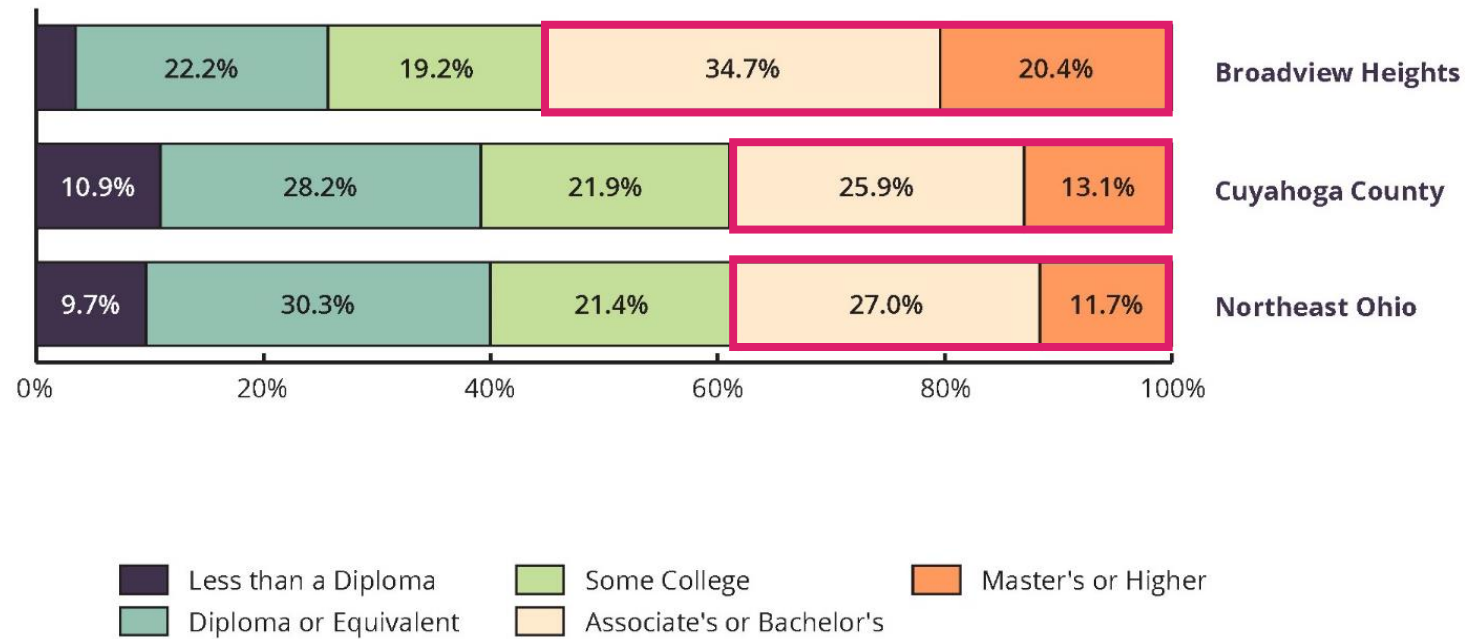
EDUCATIONAL ATTAINMENT

RESIDENTS ARE VERY WELL-EDUCATED



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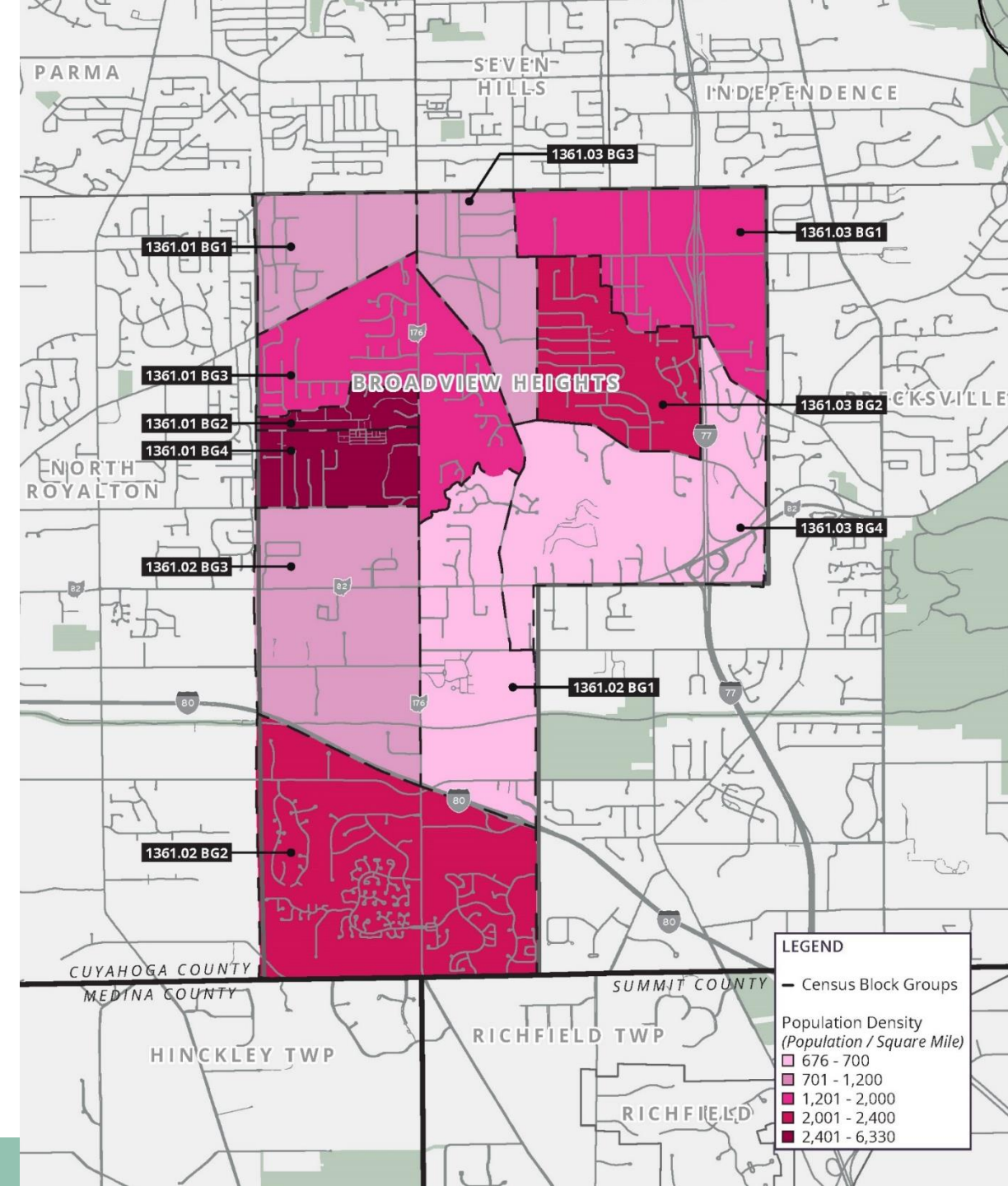
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DENSITY

THE LEAST DENSE CENSUS TRACTS NEIGHBOR THE TOWN CENTER

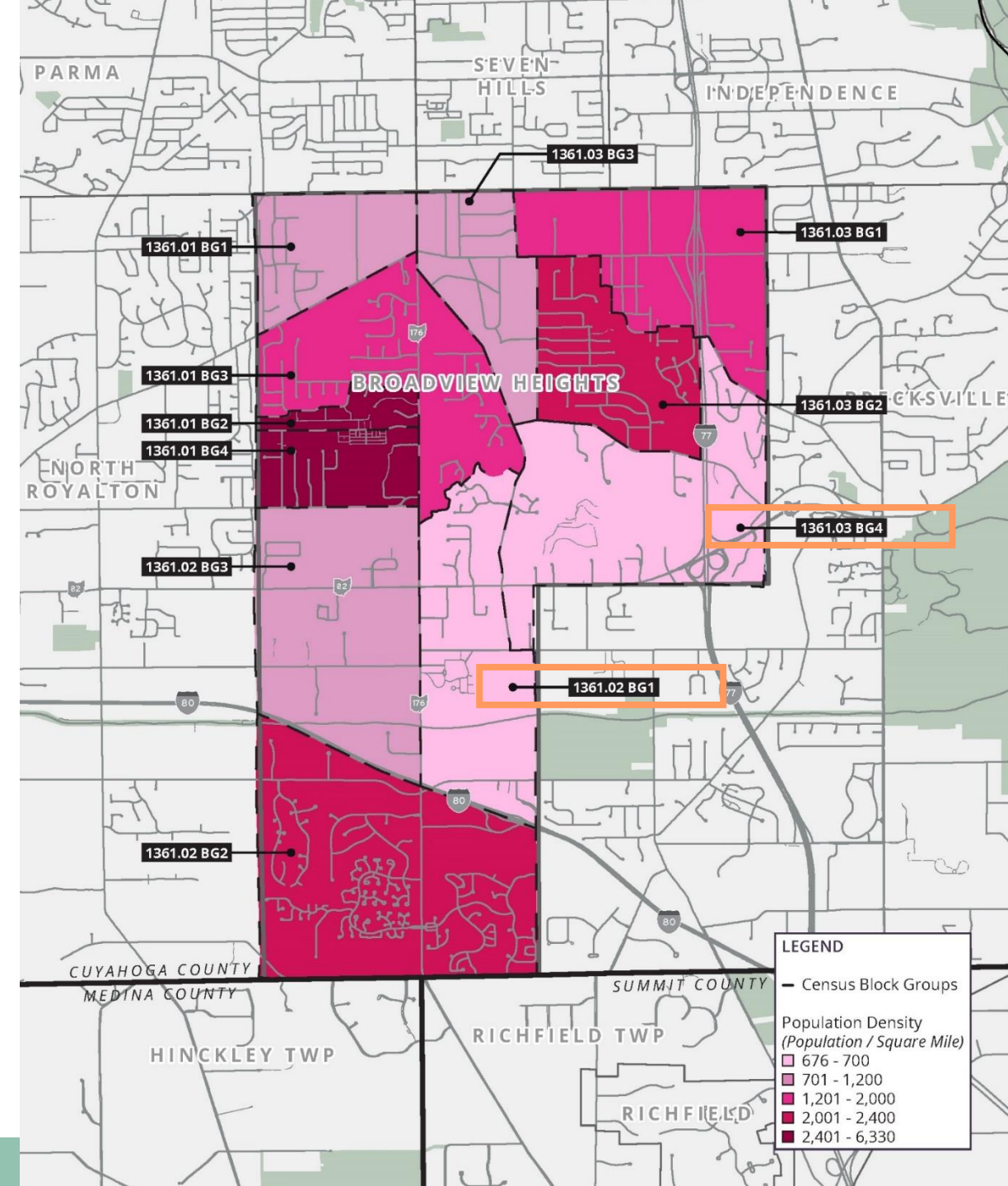
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Tract 1361.01, Block Group 1	778	0.7	1,145
Tract 1361.01, Block Group 2	1,261	0.2	6,330
Tract 1361.01, Block Group 3	2,340	1.4	1,718
Tract 1361.01, Block Group 4	1,284	0.5	2,417
Tract 1361.02, Block Group 1	938	1.3	695
Tract 1361.02, Block Group 2	4,816	2.4	2,022
Tract 1361.02, Block Group 3	1,835	1.7	1,089
Tract 1361.03, Block Group 1	1,614	1.3	1,221
Tract 1361.03, Block Group 2	2,292	1.0	2,346
Tract 1361.03, Block Group 3	863	0.7	1,158
Tract 1361.03, Block Group 4	1,241	1.8	676
City of Broadview Heights	19,262	13.07	1,474



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QUICK FACTS



BROADVIEW HEIGHTS IS:

- A COMMUNITY WITH MANY FAMILIES WITH CHILDREN
- AGING AND HOUSEHOLDS ARE GETTING SMALLER
- VERY HIGHLY EDUCATED
- LEAST DENSE AROUND THE TOWN CENTER



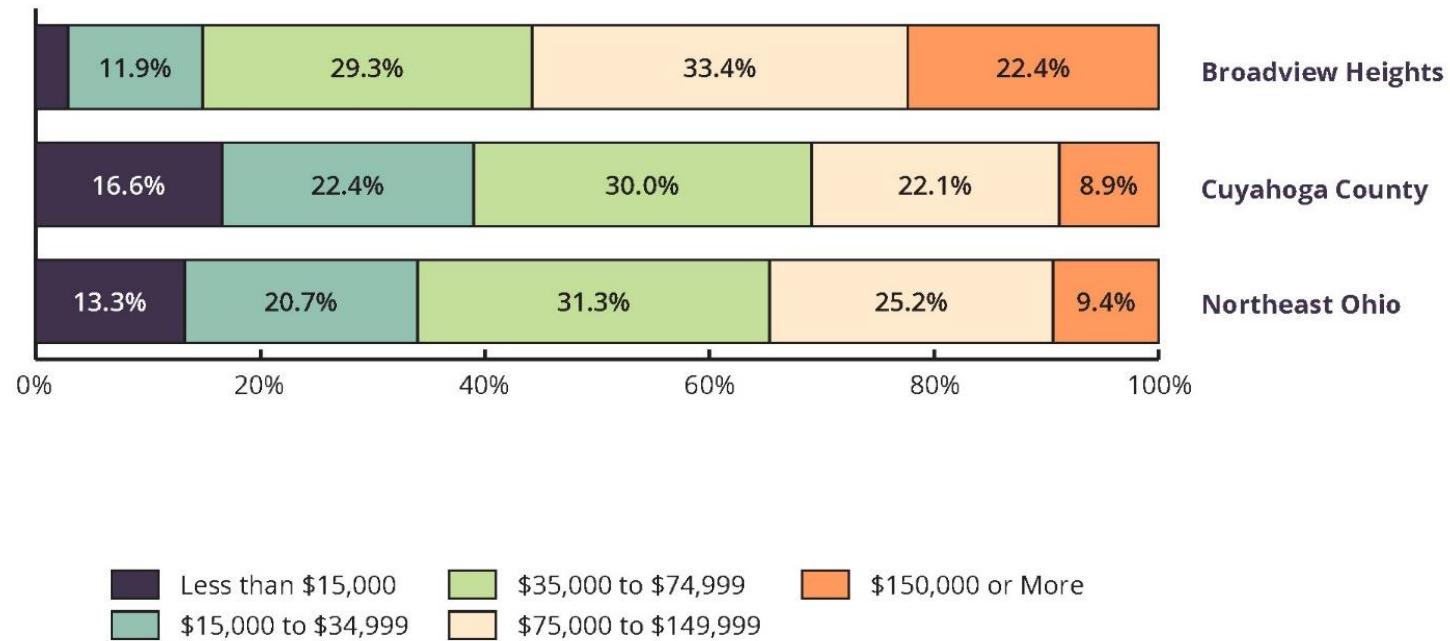
SECTION 2.2

BUSINESS PROFILE



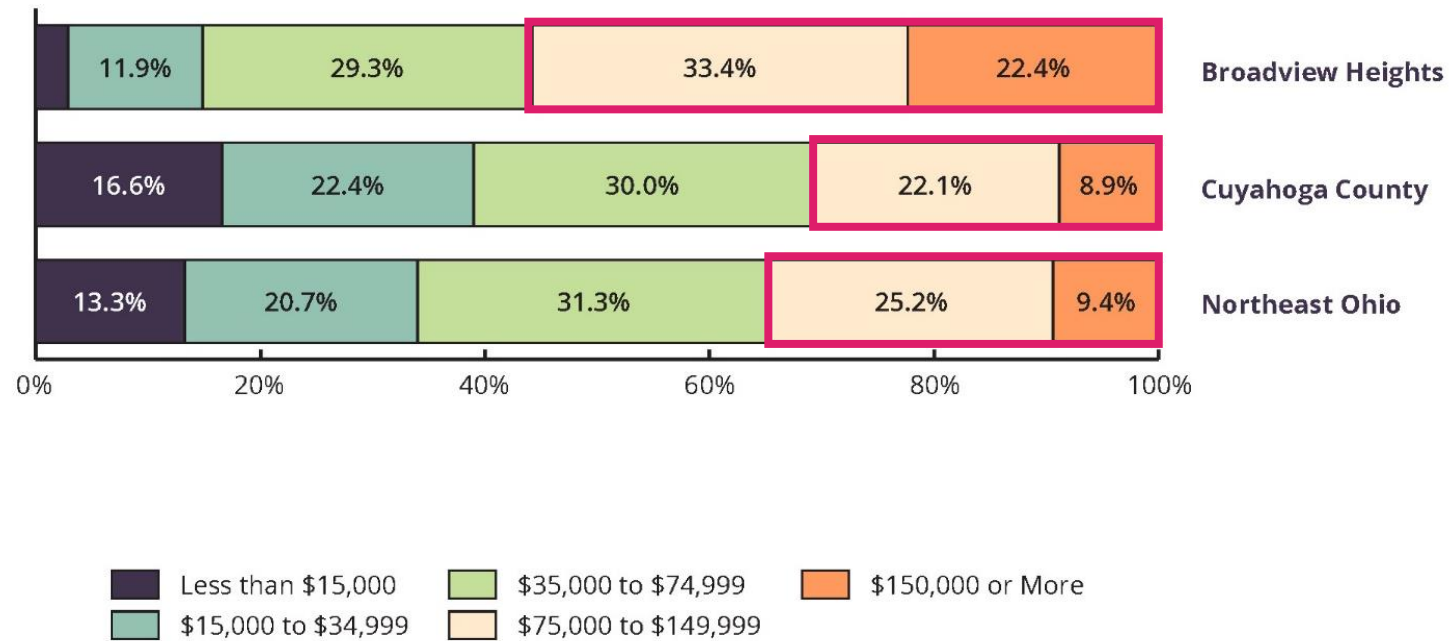
INCOME

MORE THAN HALF OF HOUSEHOLDS IN BROADVIEW HEIGHTS EARN MORE THAN 75K ANNUALLY



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JOBS

JOBS HAVE INCREASED BY 4.0% SINCE THE END OF THE GREAT RECESSION

	Broadview Heights		Cuyahoga County		Northeast Ohio	
	Total Jobs	% Change from 2009	Total Jobs	% Change from 2009	Total Jobs	% Change from 2009
2005	6,116	—	745,362	—	1,343,664	—
2006	6,094	—	748,690	—	1,354,078	—
<i>Beginning of Recession</i>						
2007	6,161	—	751,333	—	1,355,299	—
2008	6,003	—	723,340	—	1,329,798	—
2009	5,699	—	667,100	—	1,240,048	—
<i>End of Recession</i>						
2010	5,756	+1.0%	694,272	+4.1%	1,260,505	+1.6%
2011	5,477	-3.9%	713,581	+7.0%	1,293,792	+4.3%
2012	5,664	-0.6%	724,575	+8.6%	1,312,988	+5.9%
2013	5,859	+2.8%	730,150	+9.5%	1,321,067	+6.5%
2014	5,735	+0.6%	725,457	+8.7%	1,324,658	+6.8%
2015	5,927	+4.0%	733,499	+10.0%	1,335,347	+7.7%



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MORE THAN 61% OF JOBS IN BROADVIEW HEIGHTS ARE IN THREE CATEGORIES

	Broadview Heights		Northeast Ohio		Regional Change		Location Quotient, 2015
	Total Jobs, 2015	Percent of Total Jobs, 2015	Total Jobs, 2015	Percent of Total Jobs, 2015	Total Change in Jobs, 2009-2015	Average Annual Percent Change in Jobs, 2009-2015	
1. Natural Resources and Mining	17	0.3%	3,855	0.3%	-179	-0.7%	1.0
2. Construction	394	6.6%	47,039	3.5%	+3,380	+1.4%	1.9
3. Manufacturing	89	1.5%	165,640	12.4%	+9,882	+1.0%	0.1
4. Trade, Transportation, and Utilities	1,627	27.5%	259,969	19.5%	+1,132	+0.1%	1.4
<i>a. Wholesale Trade*</i>	1,131	19.1%	70,544	5.3%	+1,827	+0.5%	3.6
<i>b. Retail Trade*</i>	473	8.0%	140,835	10.5%	+46	+0.0%	0.8
5. Information	410	6.9%	23,191	1.7%	-4,200	-2.7%	4.0
6. Financial Activities	502	8.5%	74,485	5.6%	-4,287	-0.8%	1.5
7. Professional and Business Services	969	16.3%	205,727	15.4%	+25,641	+2.3%	1.1
8. Education and Health Services	1,059	17.9%	334,971	25.1%	+47,934	+2.8%	0.7
<i>a. Educational Services*</i>	591	10.0%	105,693	7.9%	-5,552	-0.8%	1.3
<i>b. Health Care and Social Assistance*</i>	468	7.9%	229,278	17.2%	+53,486	+5.0%	0.5
9. Leisure and Hospitality	499	8.4%	133,568	10.0%	+14,938	+2.0%	0.8
10. Other Services	259	4.4%	40,650	3.0%	+611	+0.3%	1.4
11. Public Administration	102	1.7%	46,252	3.5%	+447	+0.2%	0.5
Total Employment	5,927	100.0%	1,335,347	100.0%	+95,299	+1.2%	—



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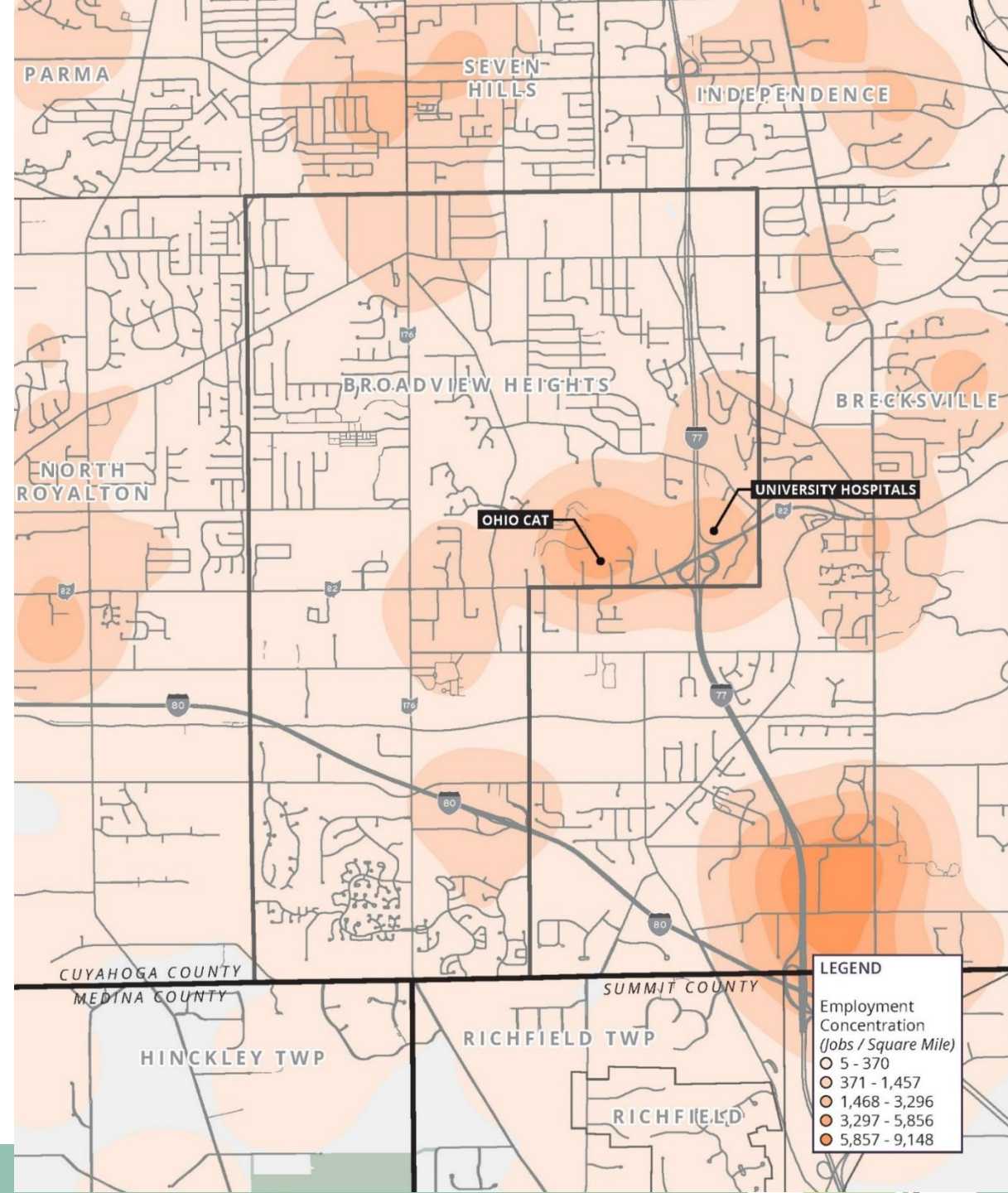
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3. Manufacturing	89	1.5%	165,640	12.4%	+9,882	+1.0%	0.1
4. Trade, Transportation, and Utilities	1,627	27.5%	259,969	19.5%	+1,132	+0.1%	1.4
<i>a. Wholesale Trade*</i>	1,131	19.1%	70,544	5.3%	+1,827	+0.5%	3.6
<i>b. Retail Trade*</i>	473	8.0%	140,835	10.5%	+46	+0.0%	0.8
5. Information	410	6.9%	23,191	1.7%	-4,200	-2.7%	4.0
6. Financial Activities	502	8.5%	74,485	5.6%	-4,287	-0.8%	1.5
7. Professional and Business Services	969	16.3%	205,727	15.4%	+25,641	+2.3%	1.1
8. Education and Health Services	1,059	17.9%	334,971	25.1%	+47,934	+2.8%	0.7
<i>a. Educational Services*</i>	591	10.0%	105,693	7.9%	-5,552	-0.8%	1.3
<i>b. Health Care and Social Assistance*</i>	468	7.9%	229,278	17.2%	+53,486	+5.0%	0.5
9. Leisure and Hospitality	499	8.4%	133,568	10.0%	+14,938	+2.0%	0.8
10. Other Services	259	4.4%	40,650	3.0%	+611	+0.3%	1.4
11. Public Administration	102	1.7%	46,252	3.5%	+447	+0.2%	0.5
Total Employment	5,927	100.0%	1,335,347	100.0%	+95,299	+1.2%	—



JOB DENSITY

THE HIGHEST CONCENTRATION OF JOBS IS
LOCATED ALONG ROYALTON ROAD



MARKET STRENGTH

THE LOCAL RETAIL MARKET HAS THE LOWEST VACANCY RATE IN THE NEO REGION

	Retail (vacancy rate)	Office (vacancy rate)	Industrial (vacancy rate)
Local Submarket	1.5%	14.3%	4.7%
Regional Market	13.3%	18.1%	4.0%



QUICK FACTS



BROADVIEW HEIGHTS IS:

- A CITY WITH HIGH INCOMES
- ADDING JOBS POST-RECESSION
- CONCENTRATED IN CERTAIN INDUSTRIES AND ALONG MAJOR ROADS



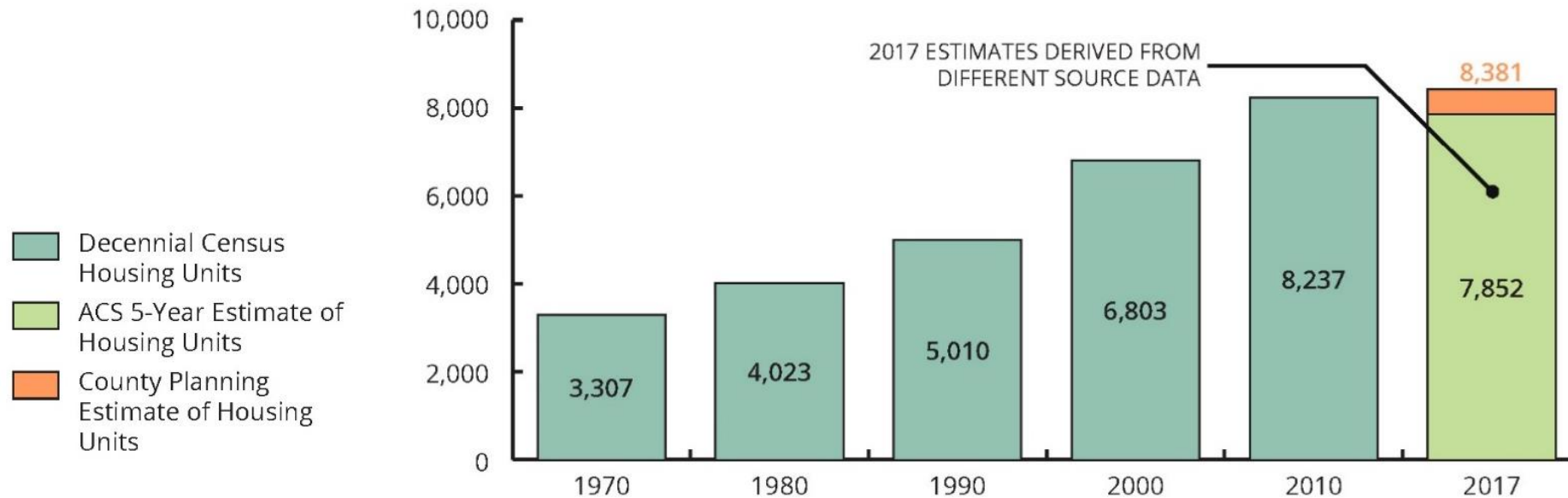
SECTION 2.3

HOUSING PROFILE



HOUSING UNITS

HOUSING UNITS CONTINUE TO INCREASE

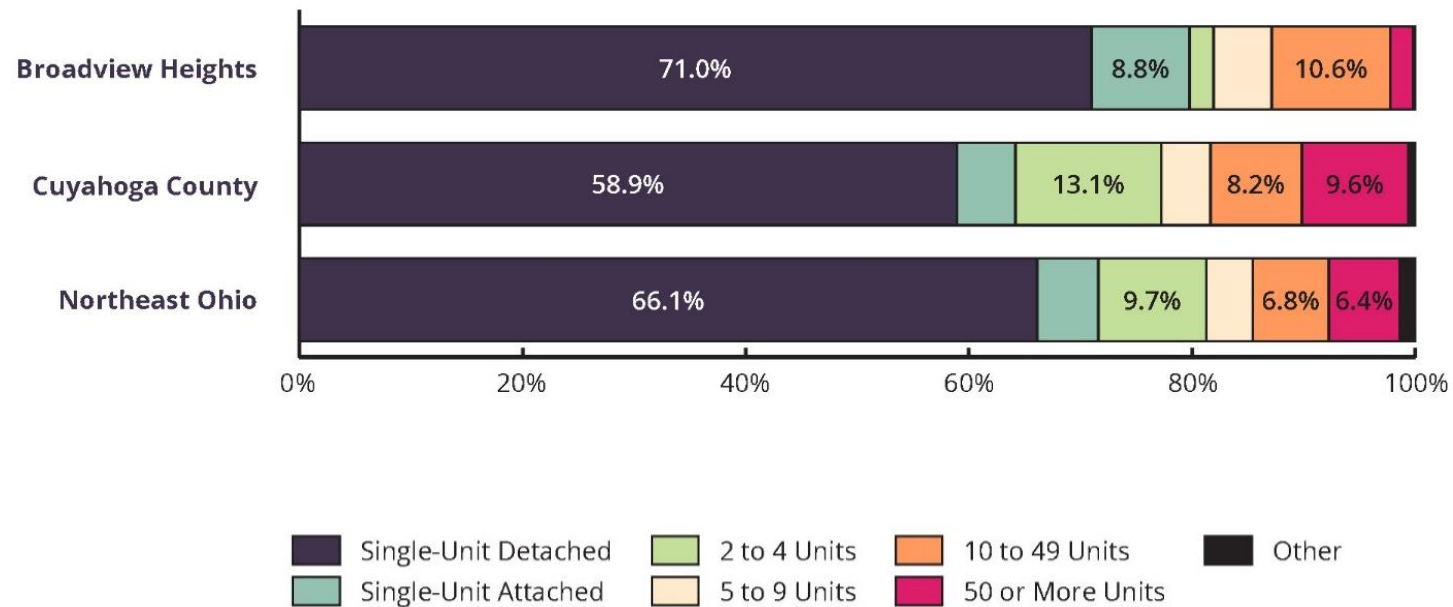


*County Planning estimate based on City-supplied demolition and housing permits



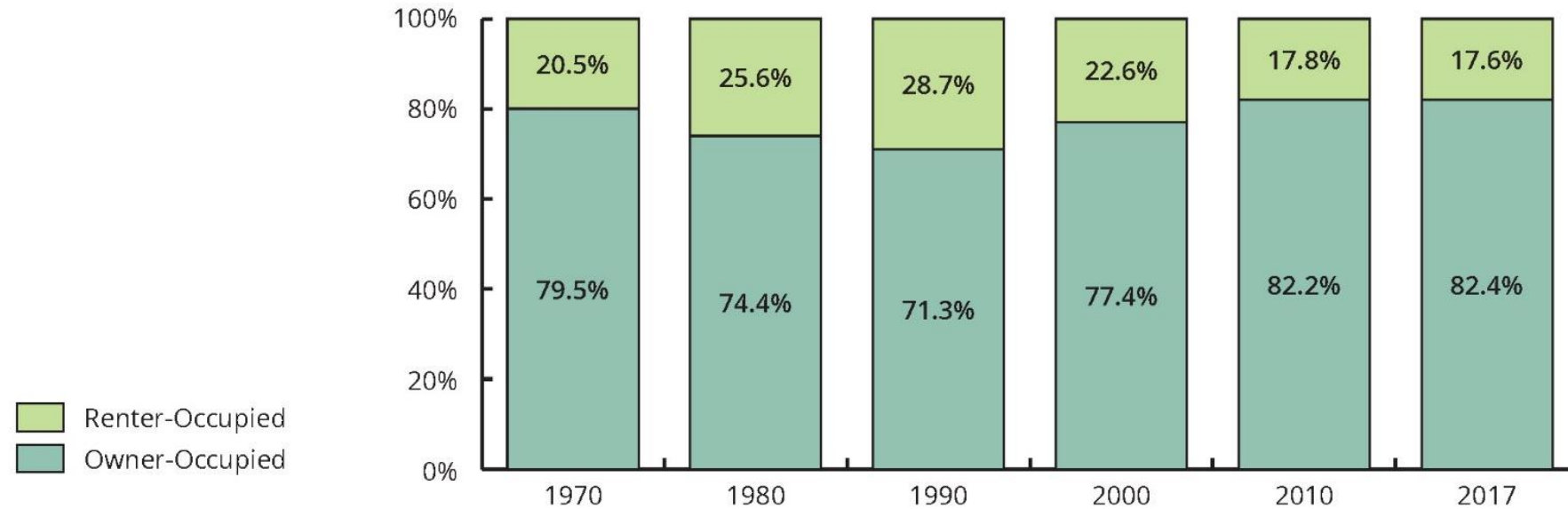
TYPES OF HOUSING

THE MAJORITY OF HOMES ARE SINGLE-FAMILY, BUT THE CITY HAS OTHER OPTIONS



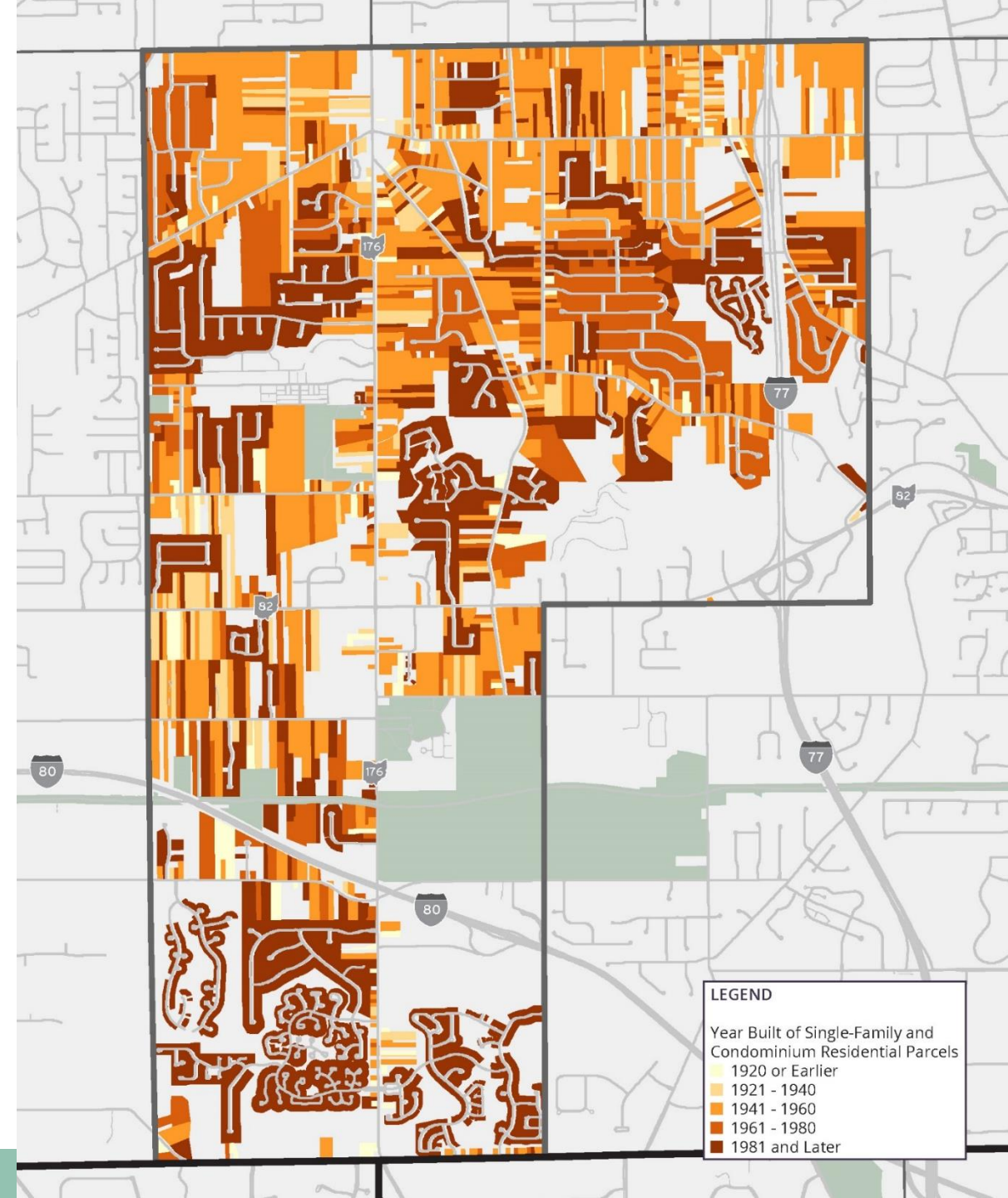
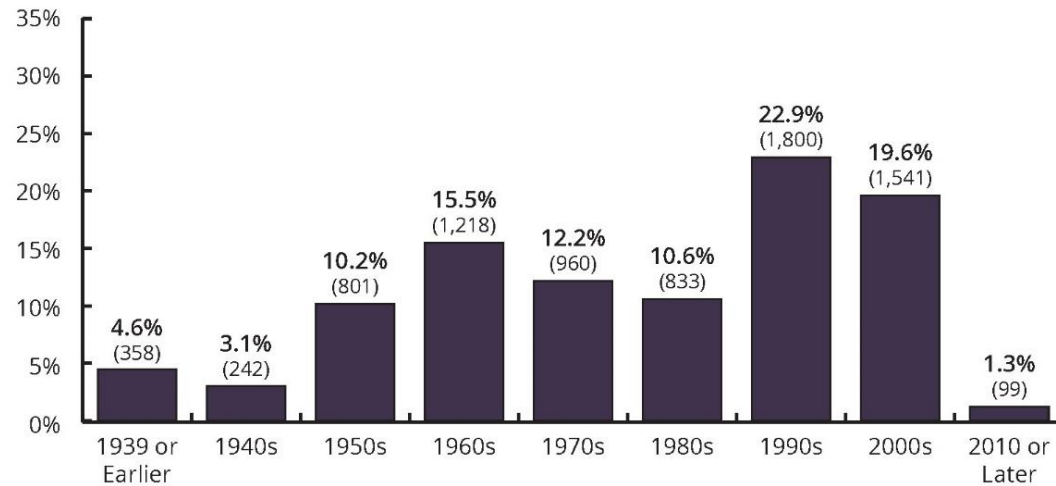
TENURE

RENTER-OCCUPIED UNITS HAVE DECREASED AS A PERCENT OF ALL UNITS



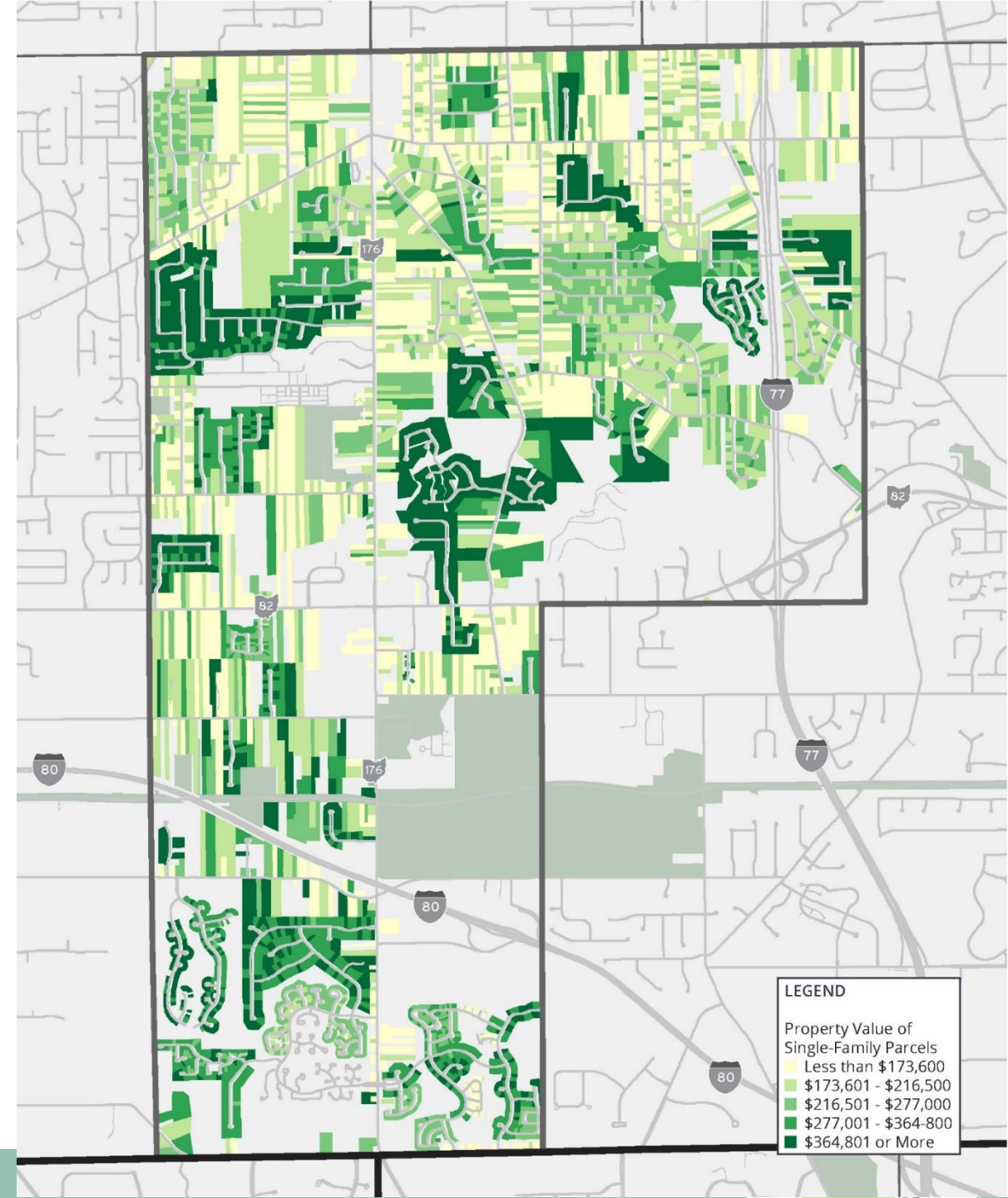
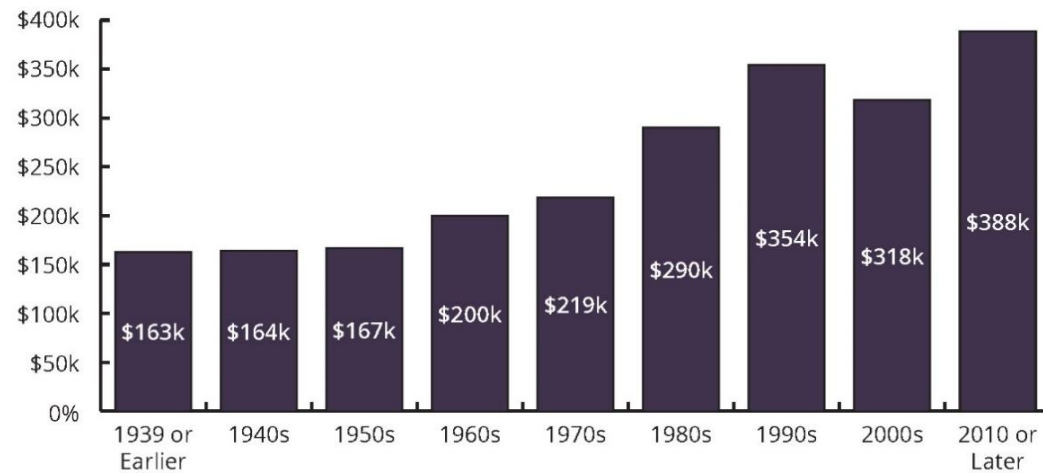
YEAR BUILT

THE CITY HAS A STRONG MIX OF HOUSING UNITS BY DECADE



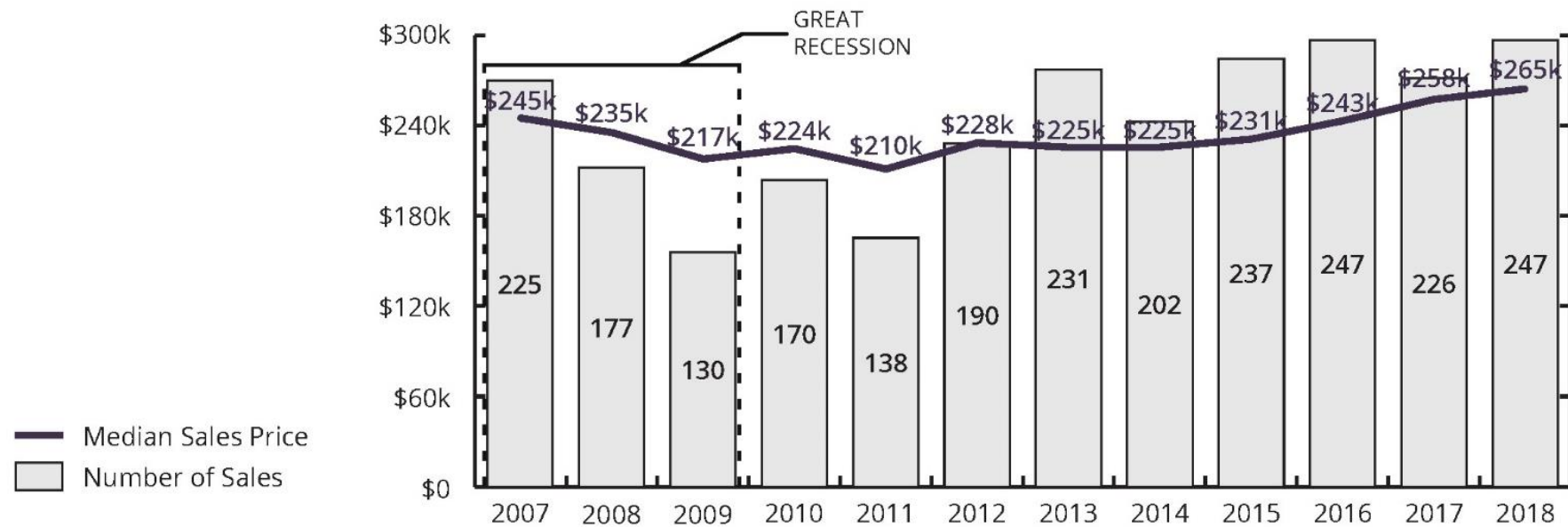
PROPERTY VALUE

THE HIGHEST VALUE RESIDENTIAL PROPERTIES ARE LOCATED IN NEWER SUBDIVISIONS



SINGLE-FAMILY HOME SALES

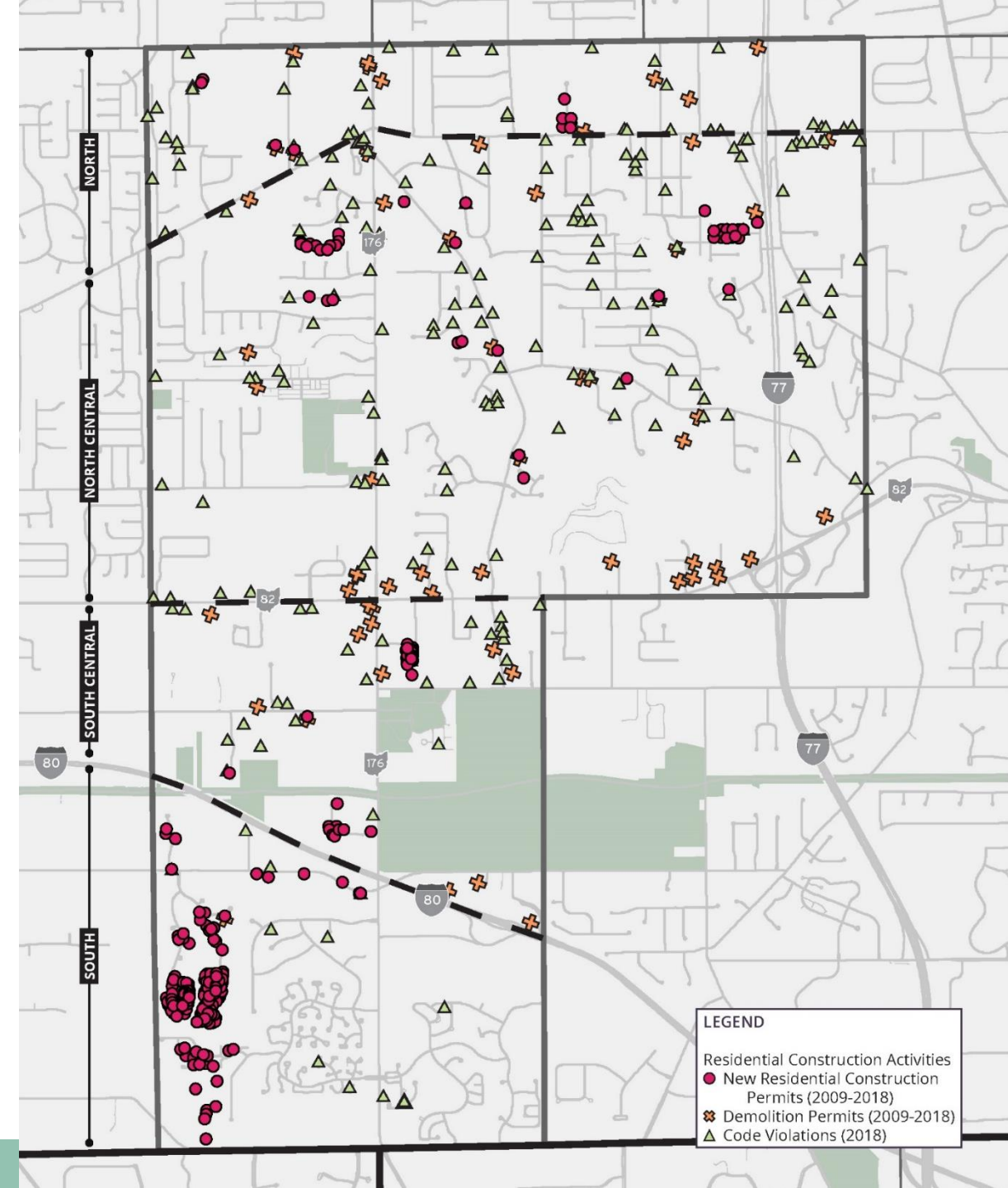
SINGLE-FAMILY HOME SALES HAVE FULLY RECOVERED FROM THE GREAT RECESSION



CONSTRUCTION

NEW HOUSING CONSTRUCTION IS CONCENTRATED IN THE SOUTHERN END OF TOWN

	Residential Construction Permits		Demolition Permits		Code Violations	
	#	%	#	%	#	%
North Section	10	4.4%	11	18.0%	68	15.6%
North Central Section	39	17.0%	36	59.0%	283	65.1%
South Central Section	34	14.8%	13	21.3%	63	14.5%
South Section	146	63.8%	1	1.6%	21	4.8%
Total	229	100.0%	61	100.0%	435	100.0%



QUICK FACTS



BROADVIEW HEIGHTS IS:

- CONTINUING TO ADD RESIDENTIAL UNITS ON VACANT LAND
- A SINGLE-FAMILY CITY WITH HIGH AND INCREASING HOMEOWNERSHIP
- A CITY WITH HOUSING OPTIONS AND A MIX OF BUILDING AGES
- FULLY RECOVERED FROM THE GREAT RECESSION



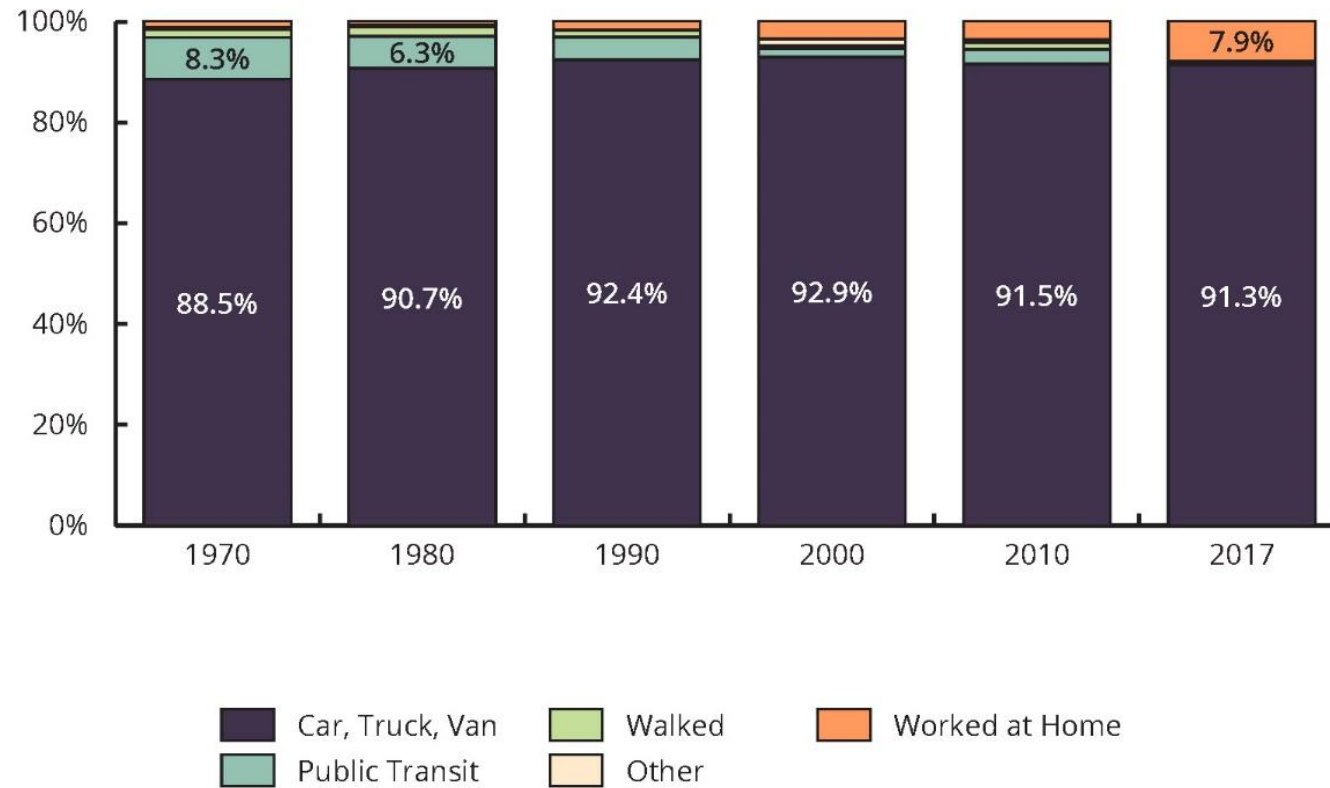
SECTION 2.4

TRANSPORTATION & INFRASTRUCTURE PROFILE



MEANS OF TRANSPORTATION TO WORK

WORKING FROM HOME HAS INCREASED IN RECENT DECADES



ROADWAYS & TRAFFIC

TWO-LANE ROADS ARE THE CITY'S MOST COMMON TYPE

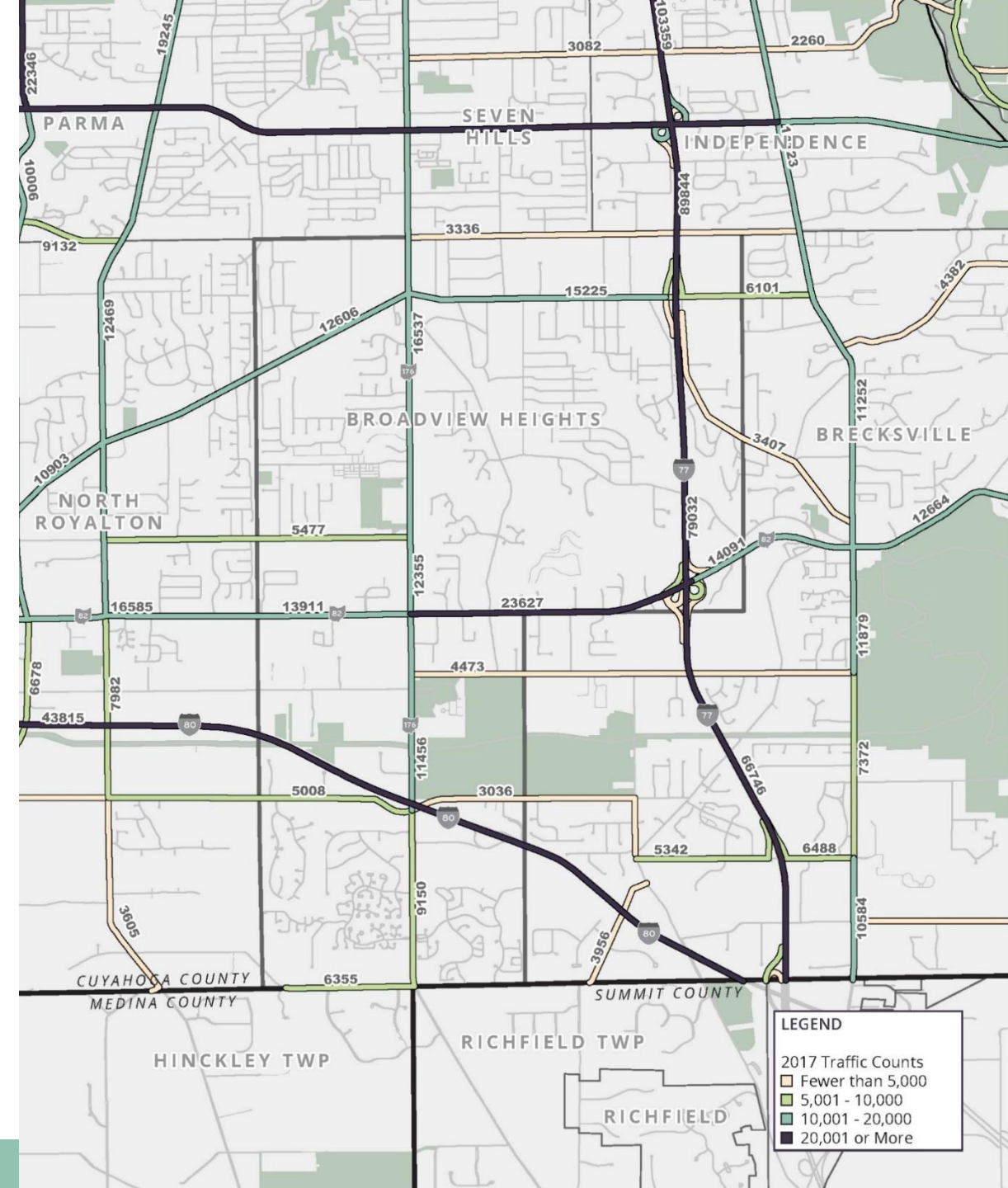
		Traffic Count (AADT)	Number of Lanes			Pavement Rating	Pavement Width
			Drive	Turn	Bike		
Sprague Road E		3,336	2	0	0	C- to F	27 ft
Wallings Road W		12,606	2	0	0	B	29 ft
Wallings Road E		15,225	2	0	0	D to F	26 ft
Royalwood Road W		5,477	2	0	0	B	29 ft
Royalton Road W		13,911	2	0 or 1	0	C-	44 ft
Royalton Road E		23,627	2*	1	0**	B	45 ft
Oakes Road E		4,473	2	0	0	C- to D	26 ft
Edgerton Road W		5,008	2	0	0	C to C-	25 ft
Edgerton Road E		3,036	2	0	0	D	28 ft
Boston Road W		6,355	2	0	0	C to C-	21 ft
Broadview Road	Sprague to Wallings	16,537	4	1	0	C+	55 ft
	Wallings to Royalwood	16,537	2	0	1	B	30 ft
	Royalwood to Royalton	12,355	2	0	1	C	30 ft
	Royalton to Edgerton	11,456	2	0	0***	B to C	25 ft
	Edgerton to Boston	9,150	2	0	0	C+	32 ft

*Royalton Road is being expanded to four drive lanes and one turn lane

**The Royalton Road expansion will include an all-purpose trail

***Broadview Road includes an all-purpose trail between Valley Parkway and the Community Center

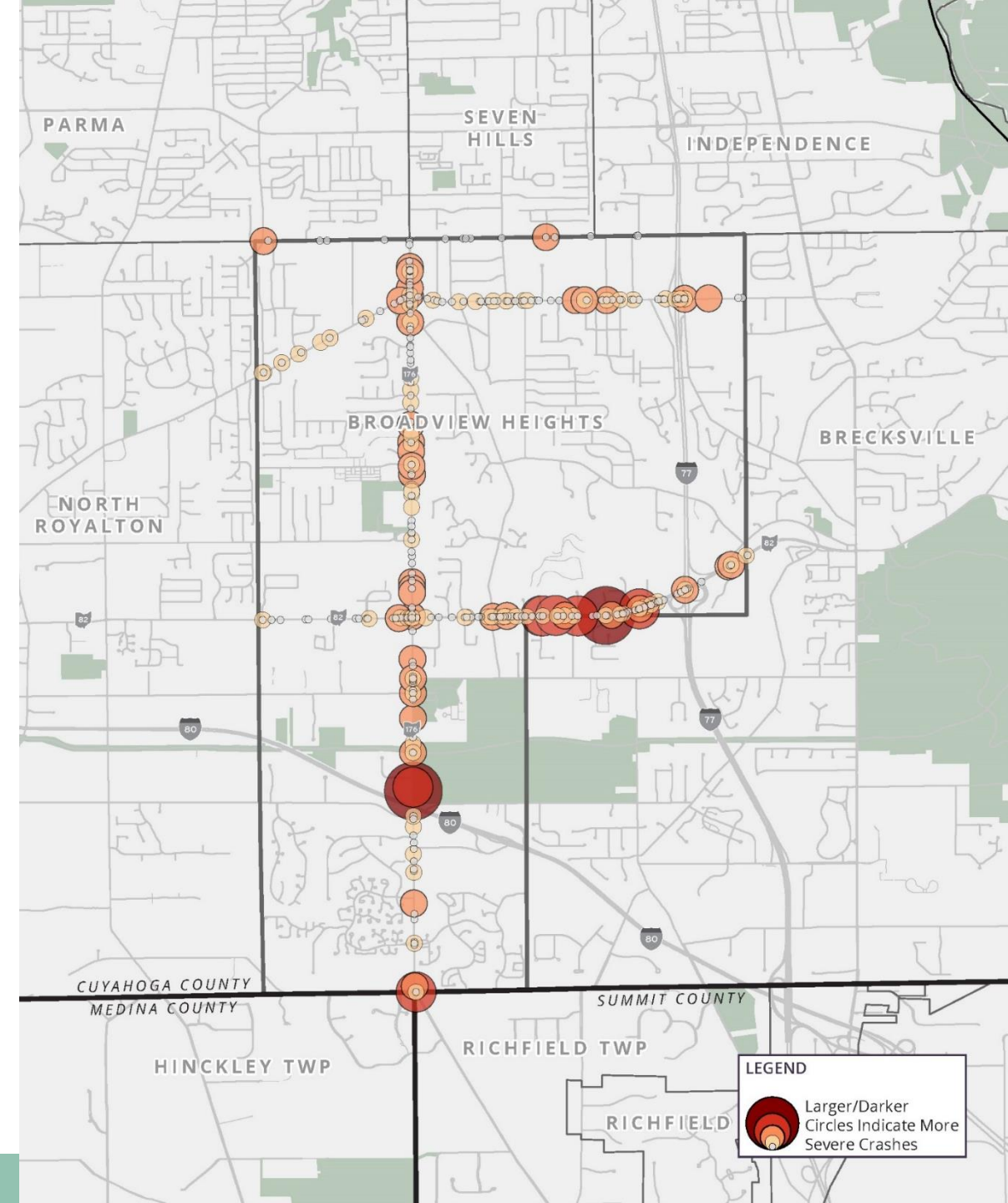
Source: Ohio Department of Transportation, Transportation Information Mapping System; City of Broadview Heights; ODOT TIMS & Google Earth Aerial Review



CRASHES

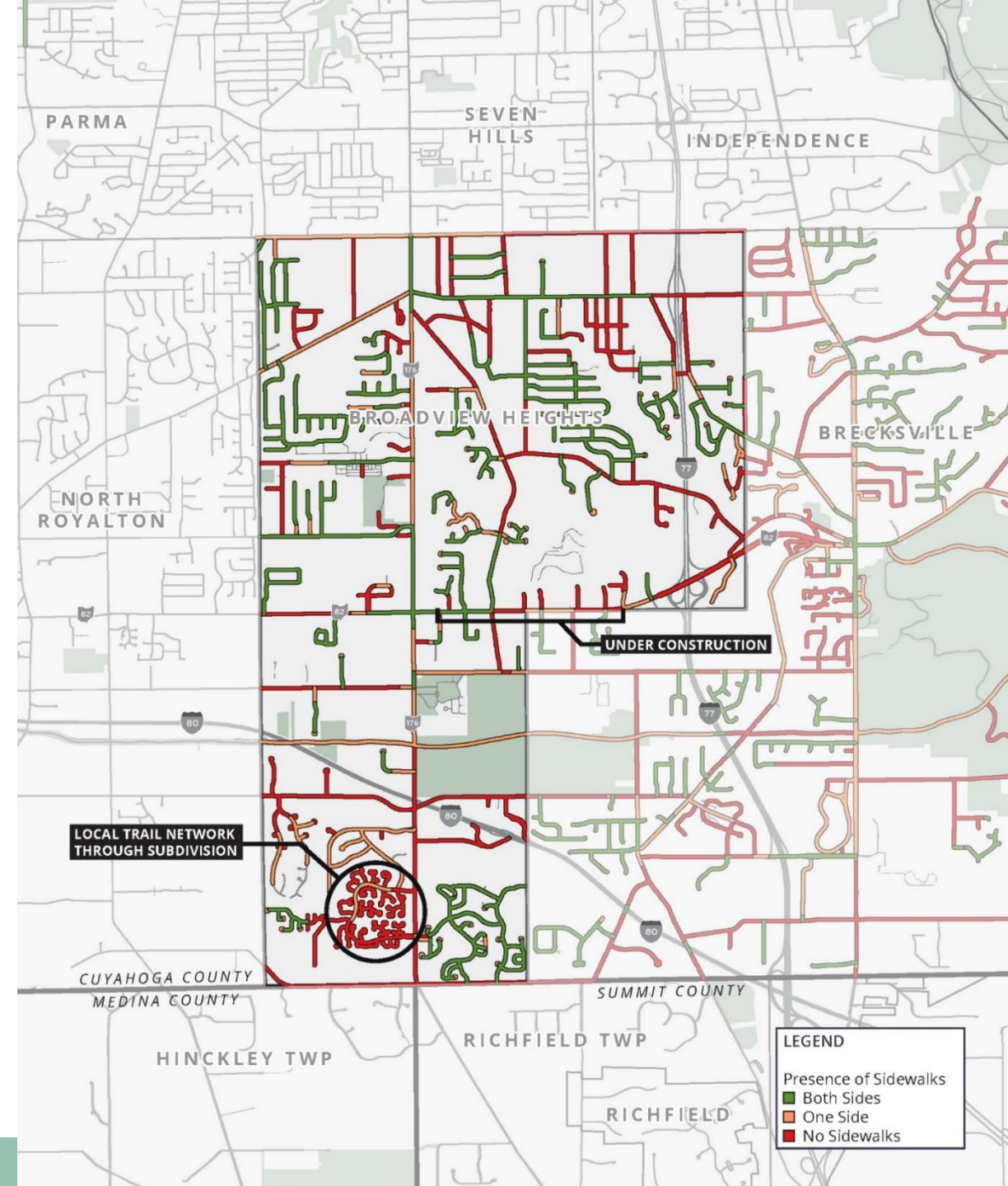
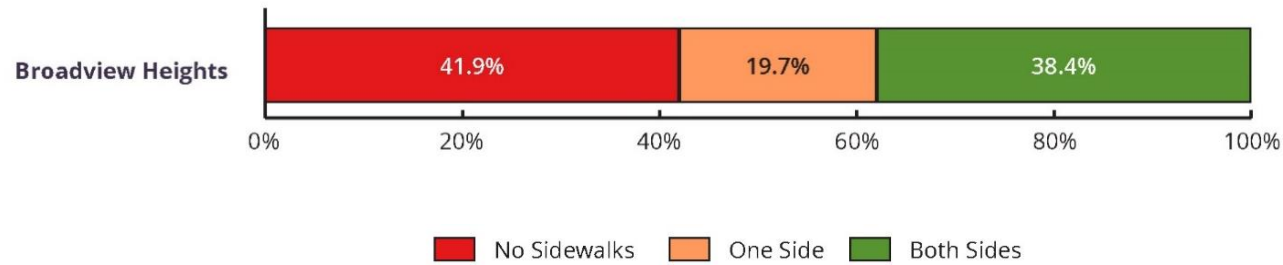
MOST CRASHES ARE CONCENTRATED ON ROYALTON ROAD

		Royalton Road	Broadview Road	Wallings Road	Sprague Road	Total
Severity	Fatal	1	1	0	0	2
	Injuries—Incapacitating	5	2	0	0	7
	Injuries—Non-Incapacitating	12	28	6	2	48
Type	Rear End	170	126	88	8	392
	Left Turn	42	35	12	0	89
	Fixed Object	16	27	13	2	58
	Sideswipe - Passing	21	18	7	2	48
	Angle	19	27	2	0	48
Total Crashes (% of total)		299 (41.9%)	258 (36.1%)	139 (19.5%)	18 (2.5%)	714 (100%)



SIDEWALKS

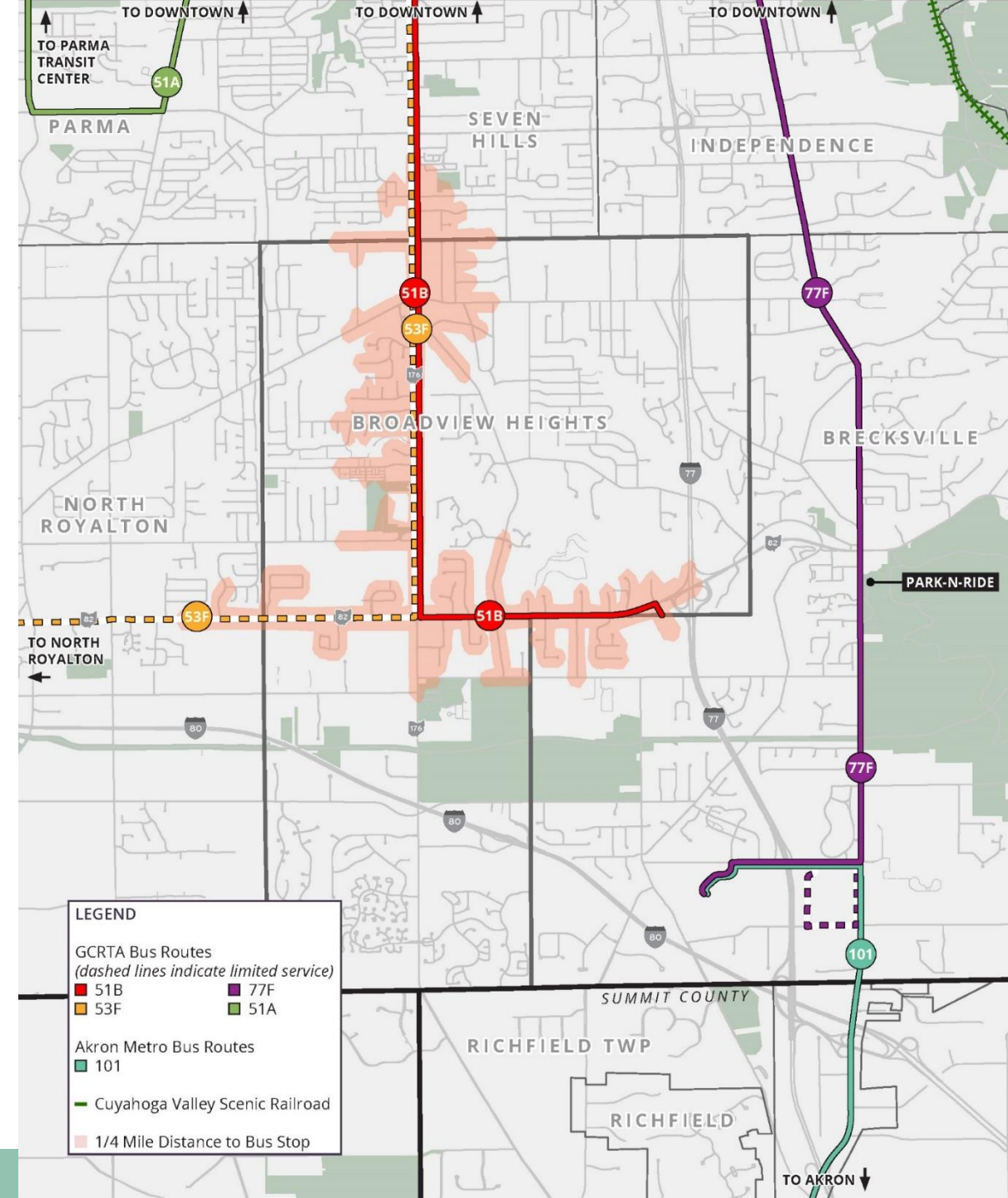
MORE THAN HALF OF CITY STREETS HAVE SIDEWALKS ON AT LEAST ONE SIDE



TRANSIT

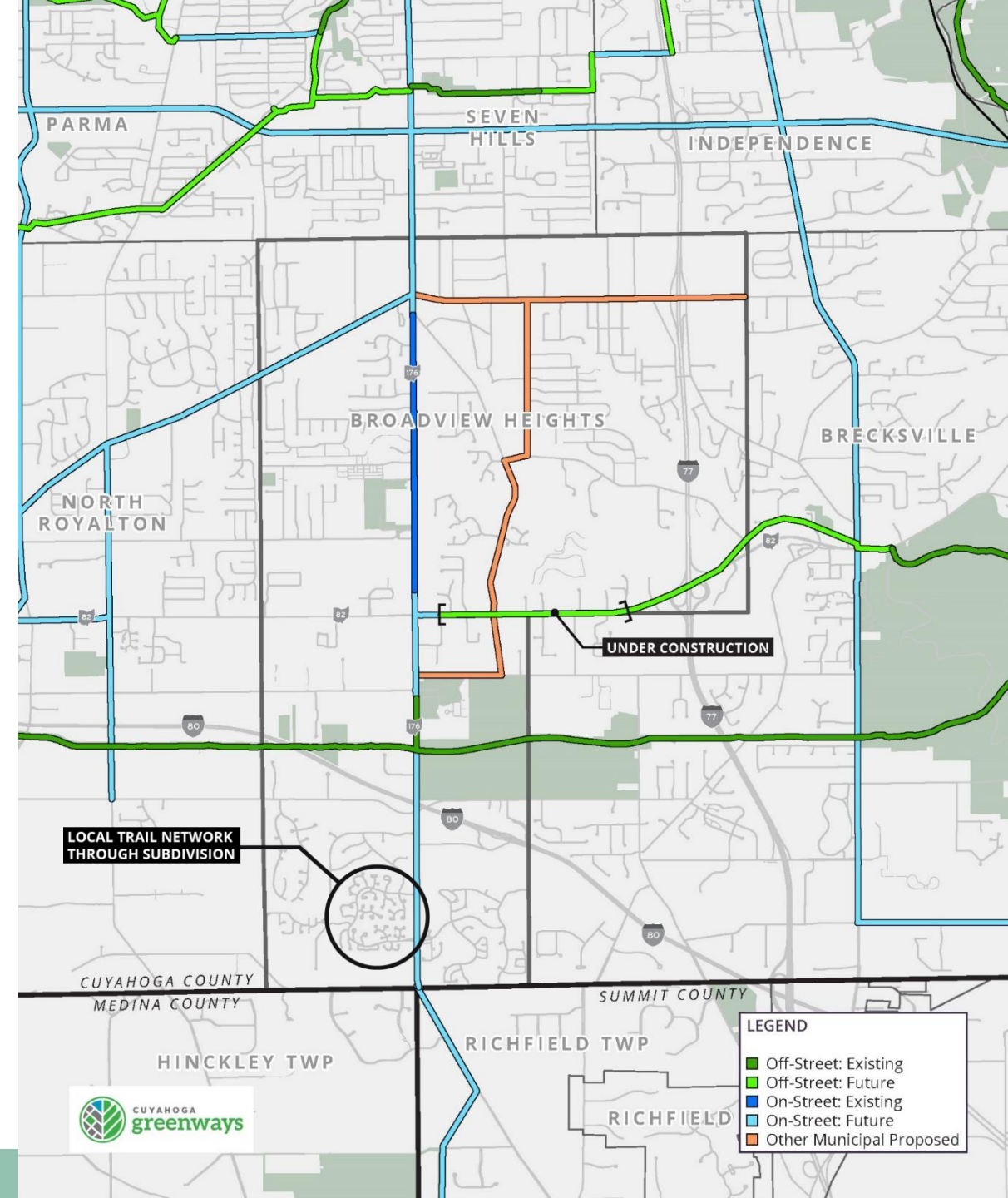
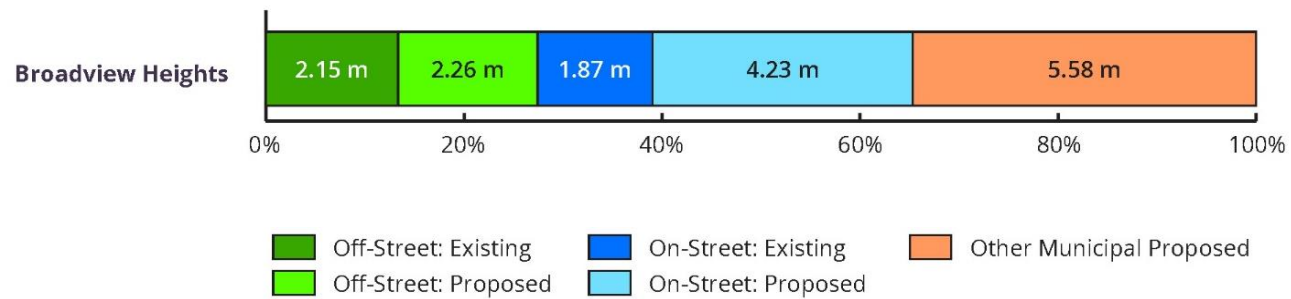
TRANSIT ACCESS IS LIMITED TO THE NORTH
END OF THE CITY

	Route 51B*	Route 53F
Ridership - October 2016 - March 2017	1,042,597**	38,486
Type of Service	Standard	Commuter
Weekday Hours of Operation	5 AM to Midnight	Rush Hour
Weekday Frequency	Hourly	Every 30 Minutes
Saturday Hours of Operation	5 AM to Midnight	—
Saturday Frequency	Hourly	—
Sunday Hours of Operation	6 AM to Midnight	—
Sunday Frequency	Hourly	—



BIKEWAYS

THE CITY HAS MORE THAN 4 MILES OF EXISTING BIKEWAYS AND TRAILS



QUICK FACTS



BROADVIEW HEIGHTS IS:

- A CAR-ORIENTED COMMUNITY
- A CITY WITH A STRONG ROADWAY NETWORK AND MULTI-MODAL OPTIONS



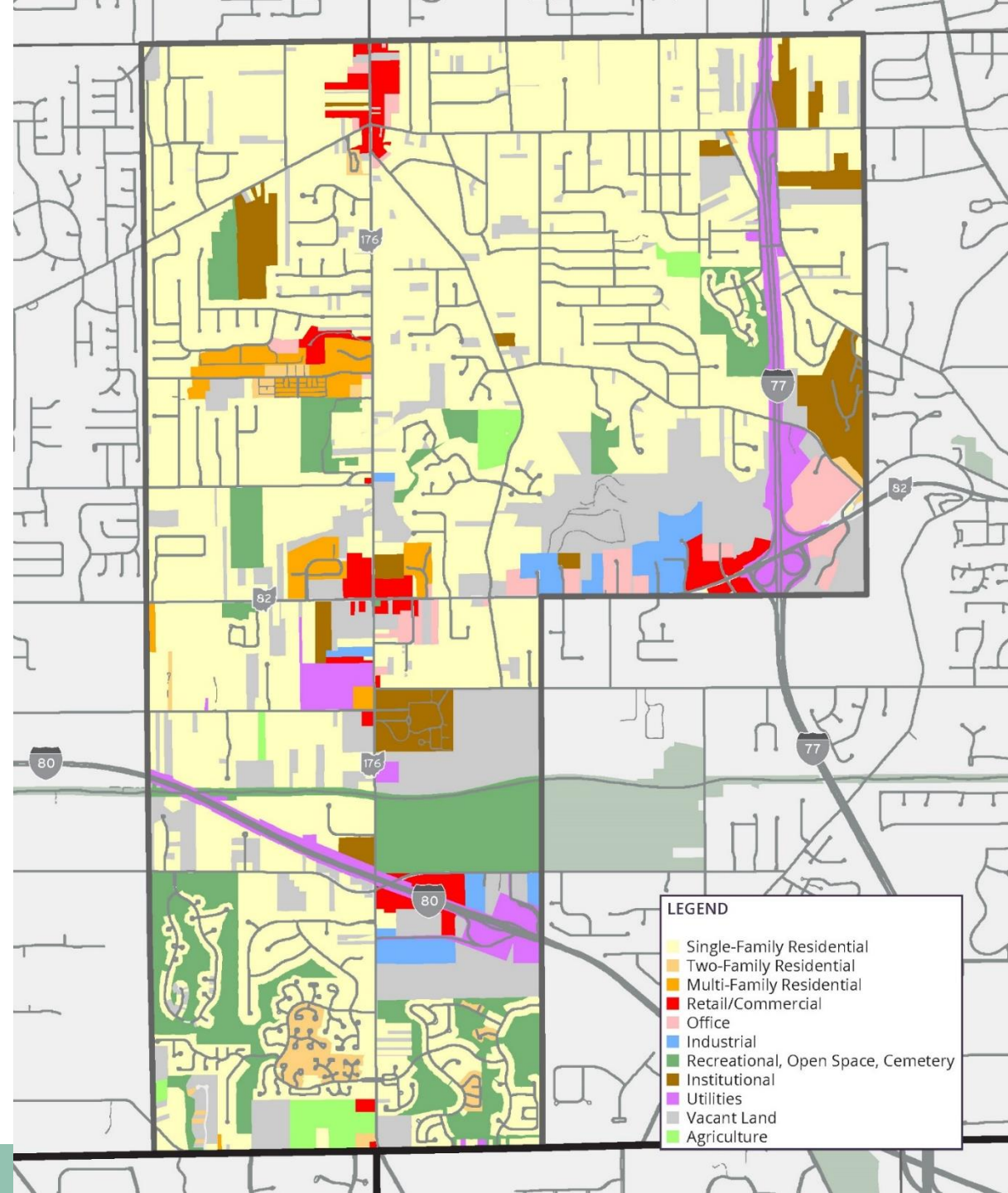
SECTION 2.5

LAND USE PROFILE



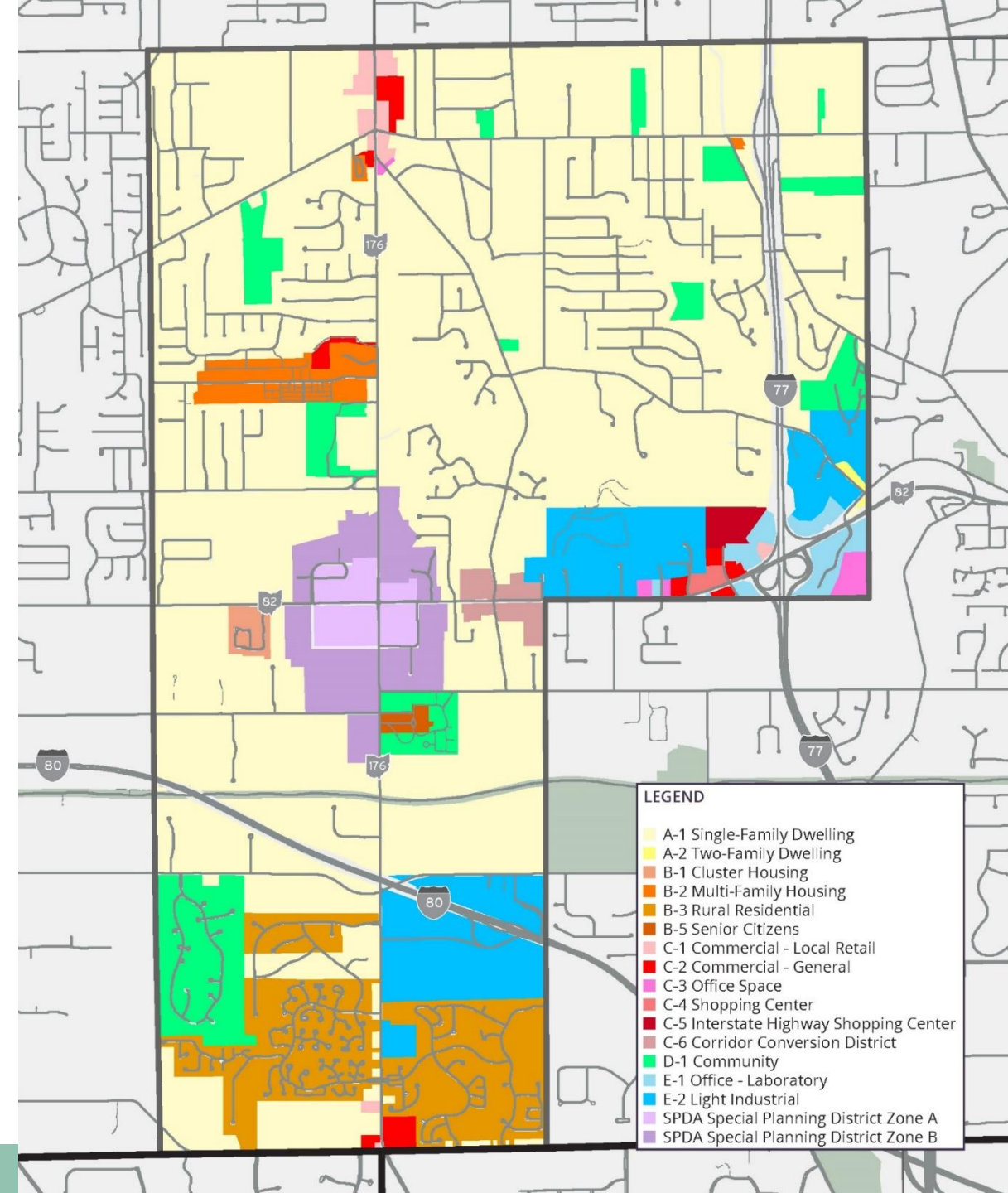
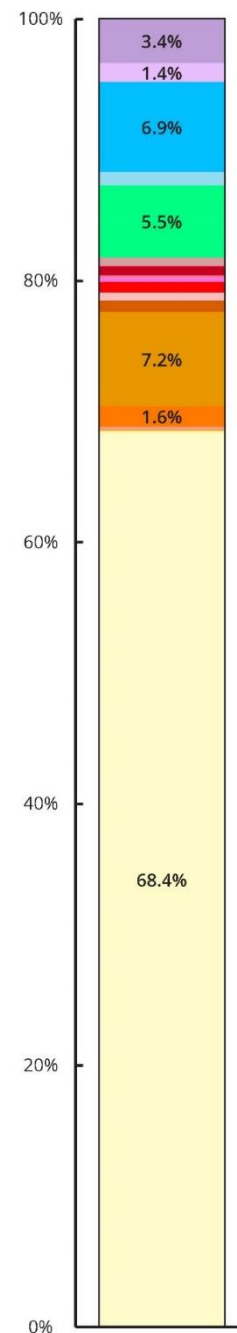
LAND USE

THE MAJORITY OF LAND IN BROADVIEW HEIGHTS IS DEDICATED TO SINGLE-FAMILY RESIDENTIAL USES



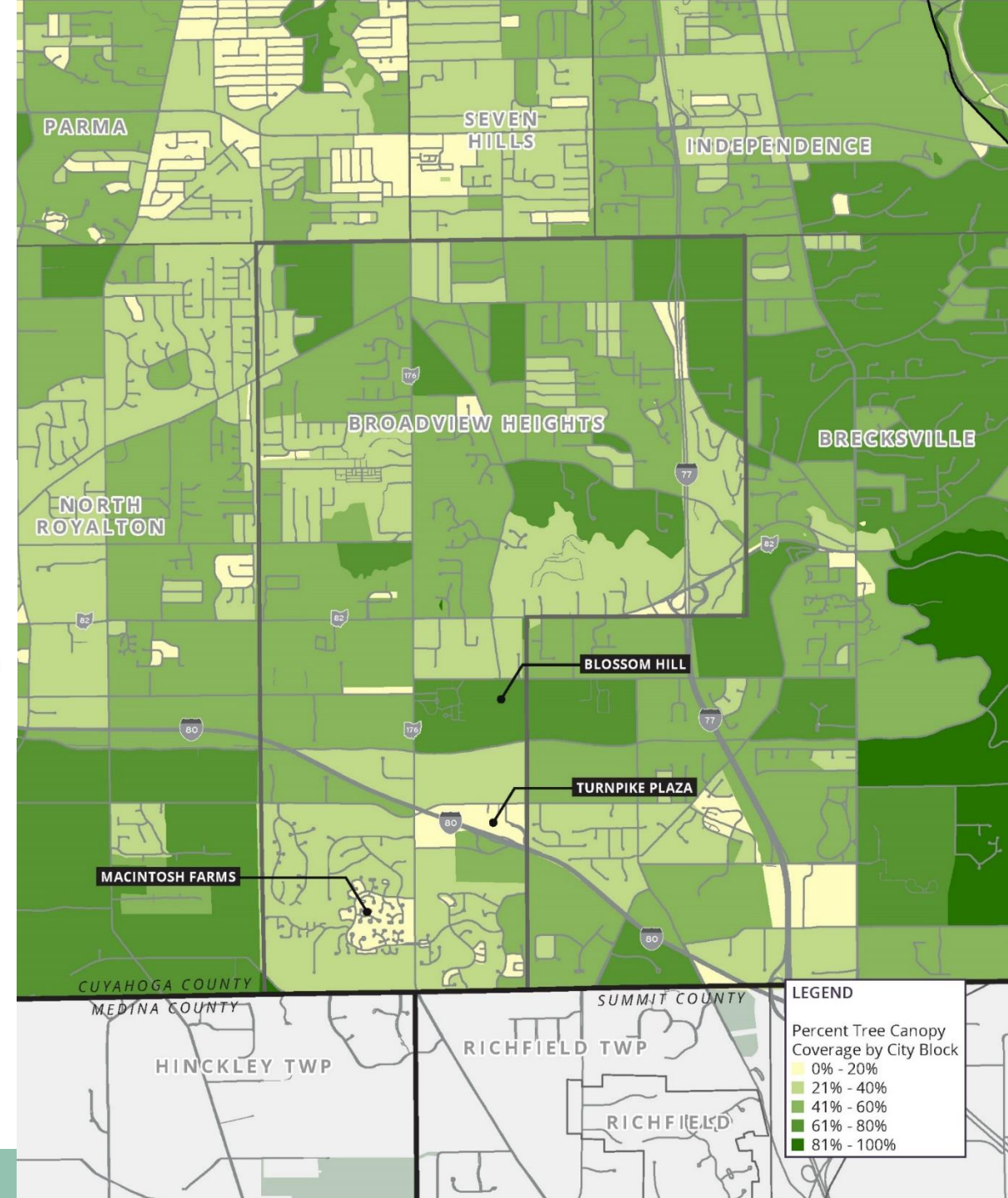
ZONING

MORE THAN 80% OF THE CITY IS
RESIDENTIALLY ZONED



TREE CANOPY

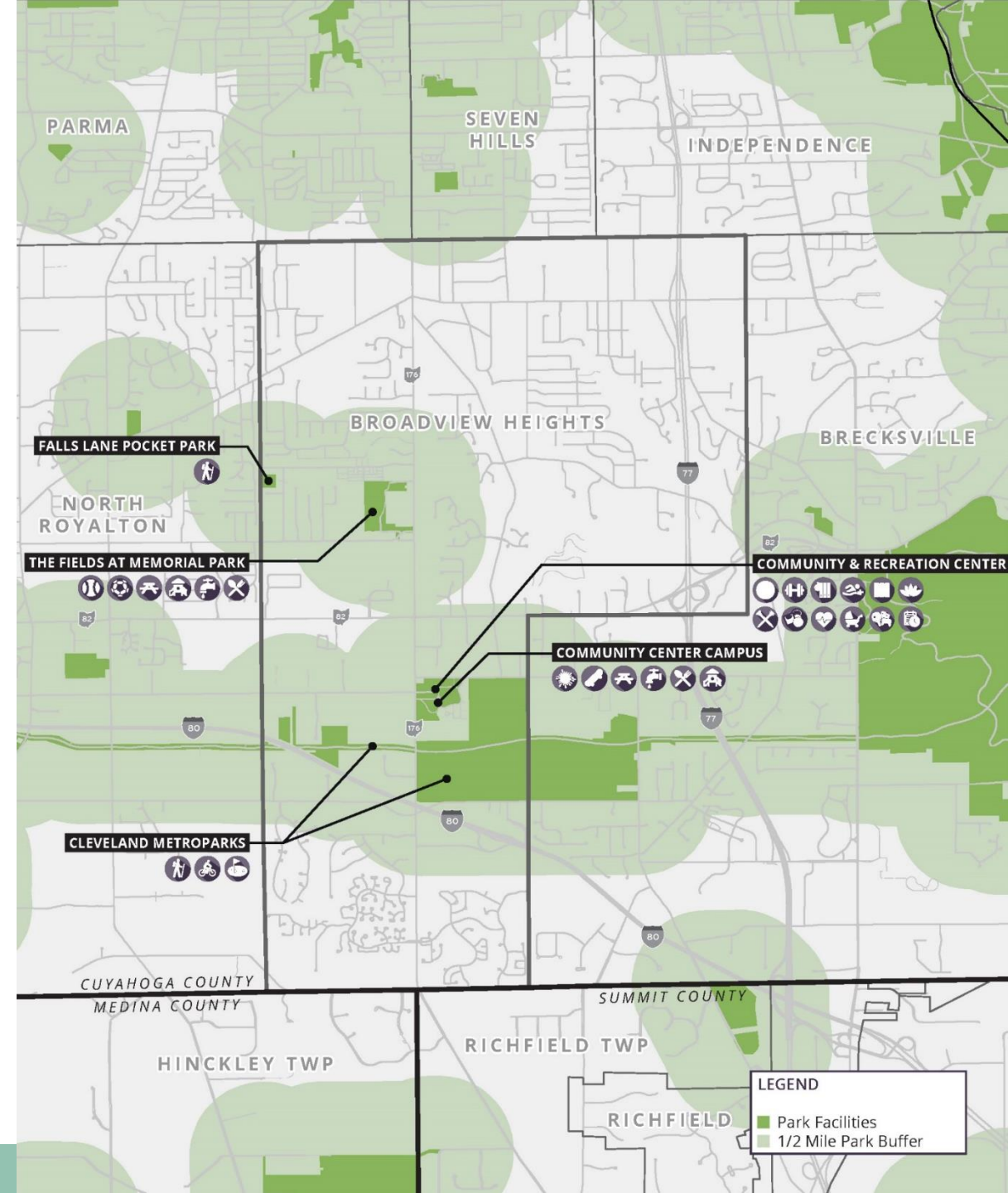
THE CITY HAS THE 16TH HIGHEST TREE CANOPY COVERAGE IN THE COUNTY



PARKS & RECREATION

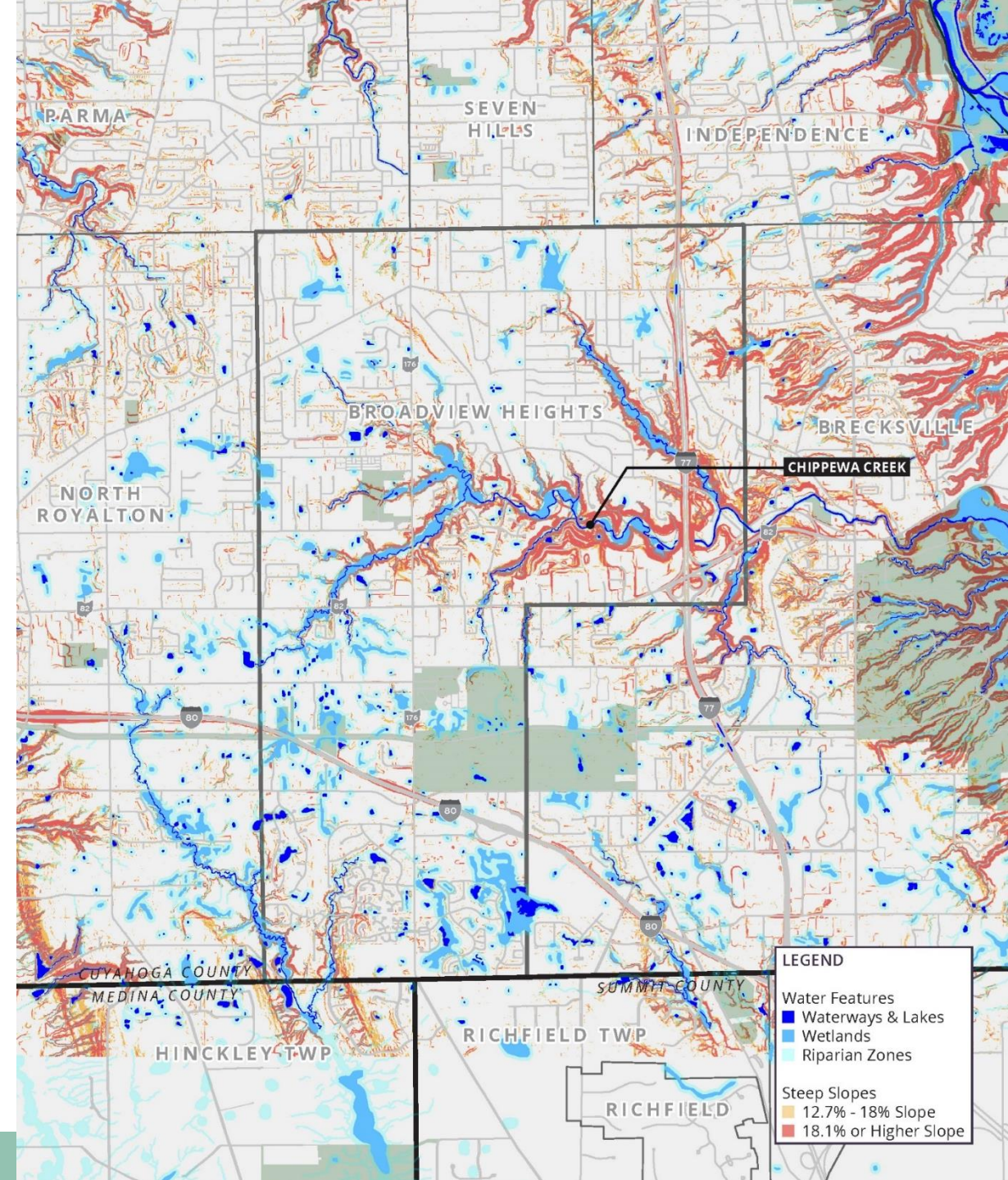
MOST PARK AMENITIES ARE CONCENTRATED AT THE CITY'S COMMUNITY CENTER

	Community & Recreation Center	The Fields at Memorial Park	Cleveland Metroparks	Falls Lane Pocket Park
Soccer Fields		■		
Baseball/Softball Fields		■		
Rentable Pavilion	■	■		
All-Purpose Trails		■	■	
Wooded Trails			■	■
Splash Park	■			
Playground	■	■		
Skate Park	■			
Restrooms	■	■		
Concession Stand	■	■		
Meeting Rooms	■			
Multi-Purpose Rooms	■			
Gymnasium	■			
Indoor Track	■			
Fitness Center	■			
Group Exercise Rooms	■			
Child Care	■			
Game Room	■			
Relaxation Room	■			
Indoor Driving Range	■			
Natatorium*	■			
Locker Rooms	■			
Golf Course			■	



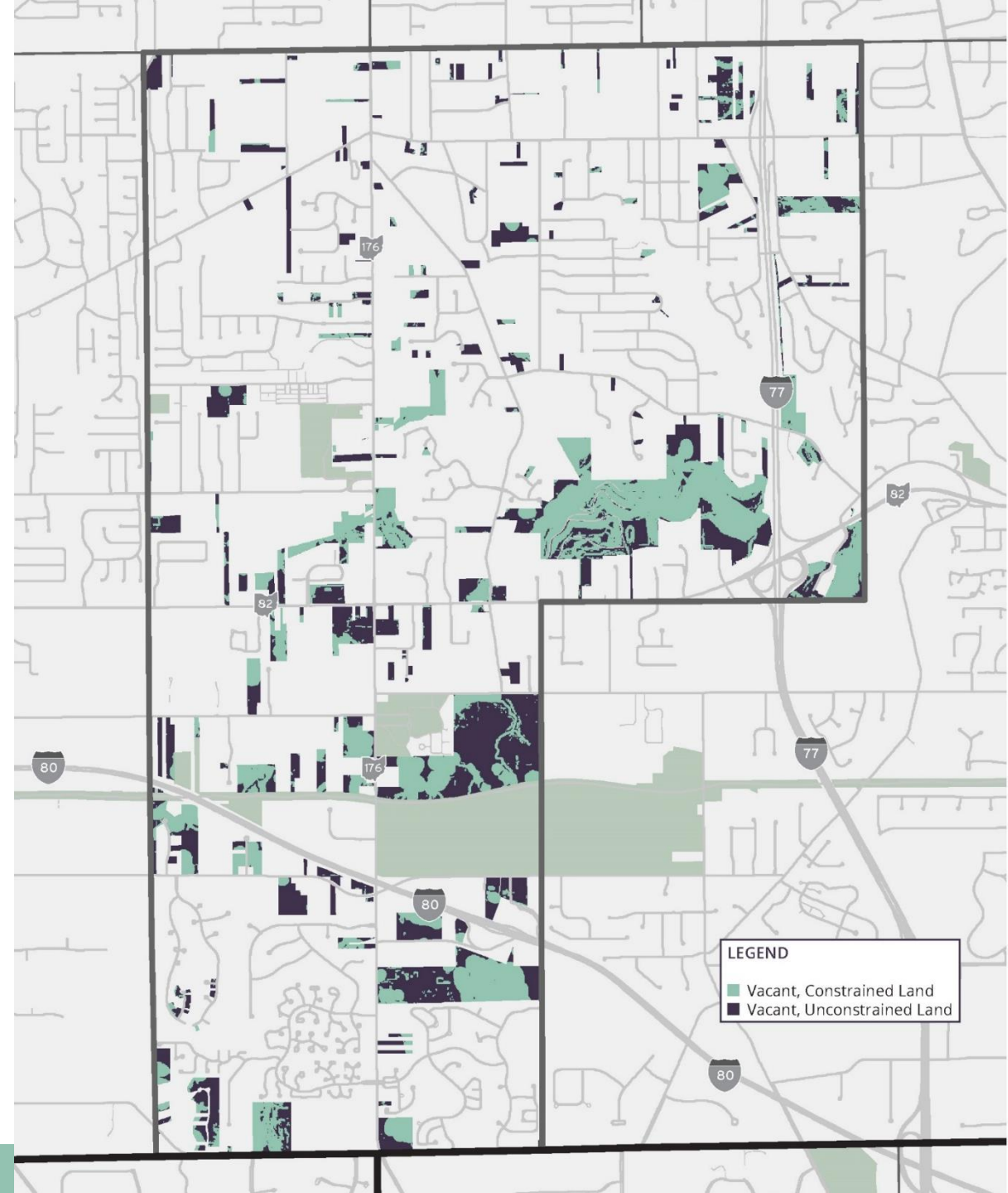
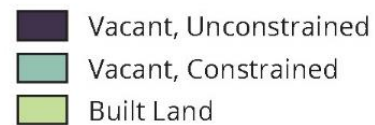
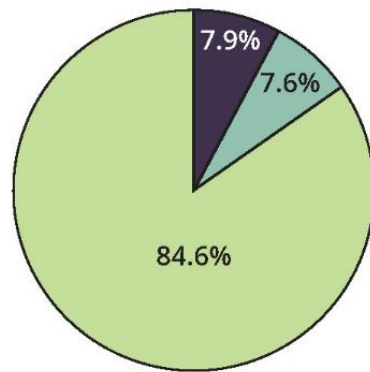
ENVIRONMENT

CHIPPEWA CREEK AND ITS VALLEY IS THE LARGEST ENVIRONMENTAL FEATURE IN THE CITY



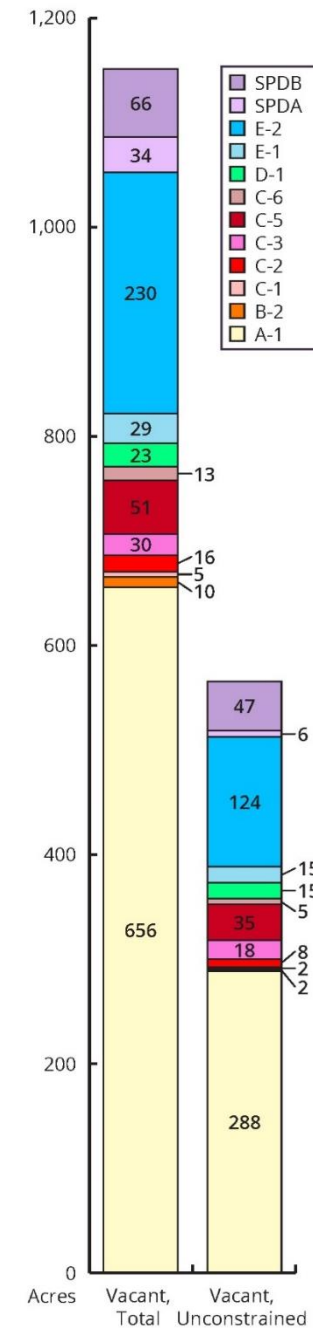
FUTURE DEVELOPMENT

ONLY 7.9% OF LAND IN BROADVIEW HEIGHTS IS VACANT AND UNCONSTRAINED BY ENVIRONMENTAL FEATURES



FUTURE DEVELOPMENT

THE MAJORITY OF VACANT LAND IS ZONED FOR RESIDENTIAL USES, FOLLOWED BY INDUSTRIAL USES



QUICK FACTS



BROADVIEW HEIGHTS IS:

- A RESIDENTIAL COMMUNITY WITH POCKETS OF RETAIL AND INDUSTRY
- A LEAFY COMMUNITY CROSSED BY VALLEYS AND STREAMS
- APPROACHING FULL BUILD-OUT



QUESTIONS TO ASK

Does this match what you see on a daily basis?

What are your biggest take-aways?

Have we covered all of the necessary topics?



NEXT STEPS



NEXT STEPS



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan

Current Conditions Follow-Up

What have we missed?

What is happening in focus areas?



NEXT STEPS



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan

Current Conditions Follow-Up

What have we missed?

What is happening in focus areas?

Return your notes or send us an email!



NEXT STEPS



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan

- **Stakeholder Interviews**
Early May

- **Steering Committee**
Community Vision
Late May



NEXT STEPS



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan

Community Vision Questions

What is your vision for the future of Broadview Heights?

What would you like to see protected, changed, or improved?



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 on the **comment sheets** provided



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

