



PUBLIC MEETING #1 RESULTS REPORT

INTRODUCTION

PUBLIC MEETING

The first Public Meeting for the Broadview Heights Master Plan was held on July 16, 2019 at the Broadview Heights Community & Recreation Center. The meeting consisted of a presentation by County Planning, questions from the public, and an activity to gather feedback.

The purpose of the meeting was to introduce the planning process, outline what has been accomplished thus far, and solicit input. The activity consisted of eight stations asking residents for their input on a variety of topics.

Following the Public Meeting, the materials were posted online and an online survey allowed for additional comment. The survey was open from July 16 to July 30.



Attendees at the public meeting participate in an activity to provide feedback.

Source: County Planning

COMMON THEMES & IMAGE SELECTIONS

Respondents' individual comments were categorized by the theme of the comment. The number of comments in each theme was summed to understand common trends among the comments.

Respondents were also asked to select the types of development they would like to see in certain areas. These themes and image selections are described in this report.

NUMBER OF ATTENDEES AND COMMENTS

The first Public Meeting was attended by more than 20 attendees who submitted approximately 140 written comments and more than 100 image selections on the boards at the meeting. The online survey was taken by 62 people and included more than 1,000 individual comments and nearly 400 image selections.

NEXT STEPS

This document and the comments provided by respondents were used to develop the Community Vision statement, goals, and actions. The most common topics helped inform the analysis, priorities, and recommendations of the Master Plan.

TOP 10 THEMES

Obtaining feedback from residents, stakeholders, and other community members is critical to the success of the Broadview Heights Plan. Feedback from the community is what will ultimately help shape policies and form recommendations, and only with this community input will the Plan be a successful guide for the City.

While this Results Report provides a snapshot of much of the input received, the following ten items were the most common among comments left by residents:

TOP 10 THEMES

- ❶ **Connections** – Residents strongly desire more sidewalks and trails to link neighborhoods to parks and business districts
- ❷ **Single-Family** – Residents do not want to see existing single-family neighborhoods change or be negatively affected by development
- ❸ **Housing Options** – Respondents are cautious about providing housing that are not single-family homes, but are open to certain housing options in business districts and outside existing subdivisions
- ❹ **Community & Recreation Center** – Respondents said the Community & Recreation Center is a high-quality amenity and an incredibly important addition to the City
- ❺ **Development Design** – Residents would like to see future development held to a high standard in both design and materials
- ❻ **Overdevelopment** – Respondents are concerned that overdevelopment will eliminate significant green spaces, add to traffic, and change the character of the community
- ❼ **Green Spaces and Trees** – Respondents believe trees and green spaces are vital to the City's identity and should be protected and enhanced
- ❽ **Town Center** – Respondents thought the Town Center has developed haphazardly and does not have aesthetically pleasing streets or buildings
- ❾ **Inconsistent Character** – Respondents describe the City as missing a common identity, feel, or design
- ❿ **Community** – Respondents agree that one of the City's biggest assets are its residents: the people that call Broadview Heights home

REACTIONS TO GOALS

The Public Meeting boards and online survey provided five goals and associated words and images to help explain those goals. Respondents were asked their thoughts on the goal and how it fit with their vision for the community. Below are the goals and the top responses for each.

GOAL 1: DEVELOPING CONNECTIONS

Respondents overwhelmingly said they desired additional bikeways and sidewalks throughout the community, especially to form critical connections to the community center, Town Center, Valley Parkway trail, and schools. Some respondents did want to ensure that new trails and sidewalks would be placed in locations that would be well-used.

Outside of new connections, other respondents discussed development and the ensuing congestion. Residents would like to reduce congestion and undertake traffic studies to understand how new development would impact roads.

Top Responses

More sidewalk and bikeway connections are desired

Traffic studies should be undertaken to reduce congestion

Connections needed to the community center, Town Center, Valley Parkway trail, and schools

GOAL 2: MAINTAINING DIVERSE HOUSING OPTIONS

Respondents were fairly split on the appropriateness of diverse housing options, with many saying the City should remain single-family and should limit new apartment buildings, while others said housing options were necessary so long as they were designed well and located away from single-family neighborhoods.

Others said the City was developing rapidly and that new housing should not eliminate all green space.

Top Responses

The City has enough apartments and more are not desired

Diverse housing is a good goal because it provides options for residents

The City should focus on single-family housing development

There is too much housing being built, removing wooded areas and green spaces

More options for seniors and more condos are needed

GOAL 3: ENHANCING COMMUNITY SPACES

Respondents generally said that community and green spaces were important components to a complete community and that additional spaces were desired. Improvements to the Fields park were the most commonly suggested, while many residents noted the high quality of the Community & Recreation Center.

Beyond general improvements, residents outlined specific items they would like to see added. The most commonly requested items included an outdoor pool, additional green spaces, a dog park, seating, and sports fields.

Top Responses
Green spaces are important and additional spaces are desired
The Community & Recreation Center is a very high-quality community asset
Improvements to the Fields are desired

GOAL 4: FOSTERING QUALITY DEVELOPMENT

The most common theme among respondents was that new development needed to be attractive, cohesive, and quaint, and that current development was not necessarily rising to this standard, even in the Town Center. While respondents would like to see new business, especially to expand the tax base, respondents are also wary about overdevelopment. Many respondents said they do not want excess traffic and would like to keep trees and green spaces.

Top Responses
Development should be attractive, cohesive, and quaint, possibly incorporating Western Reserve styles
Overdevelopment of the City is a concern
Attract more businesses, shops, and offices to expand the tax base
Large businesses should be limited to the Royalton and I-77 interchange
The City should maintain or add trees and green spaces to developments

GOAL 5: PROTECTING NATURAL FEATURES

Respondents noted that green spaces and trees were critical to community identity and should be protected, especially as development continues. When development does occur, residents discussed maintaining green spaces and natural features as part of the development, including incorporating green spaces that could be used by residents rather than inaccessible spaces. Similarly, respondents discussed the desire to better landscape public areas to make them more attractive and usable.

Respondents also discussed the need to reduce flooding and protect natural features and rivers.

Top Responses
Green spaces and trees should be protected
Natural features such as rivers, trees, and valleys should be incorporated into developments
Public spaces, including the Community & Recreation Center campus, should be well landscaped
Flooding and erosion are a concern

REACTIONS TO FOCUS AREA IMAGE EXAMPLES

AREA 1: TOWN CENTER

In general respondents value this area, but feel that it lacks a consistent identity. Respondents would like to see an aesthetically appealing Town Center area and would like it to merge with the strong Community Center Campus.

Respondents LIKE: the small businesses and the opportunities for new development

Respondents would CHANGE: the lack of character, walkability, family-friendly shops and restaurants, and a main focal point

Respondents would like BUILDINGS that: are not too big and have less of a physical impact, offer some residential options, provide quaint shopping experiences, have upscale designs and materials, have a "small town" feel, are walkable, and are visually appealing

Image Selection Exercise

Respondents were asked to select from the images below to show the design and scale of the buildings they would like to see in the Town Center. The bar chart shows how many respondents selected each image, with pink indicating the most popular options.

For the Town Center, respondents picked buildings that were two or three stories, brick, walkable, and of a traditional design.



AREA 2: NORTH END OF TOWN

In general respondents feel the North End of Town is tired and disjointed from the rest of the community. Respondents view this area predominately as a pass-through to other communities.

Respondents LIKE: the easy access to the region area via I-77 and the opportunities to bring in new businesses to fill vacancies

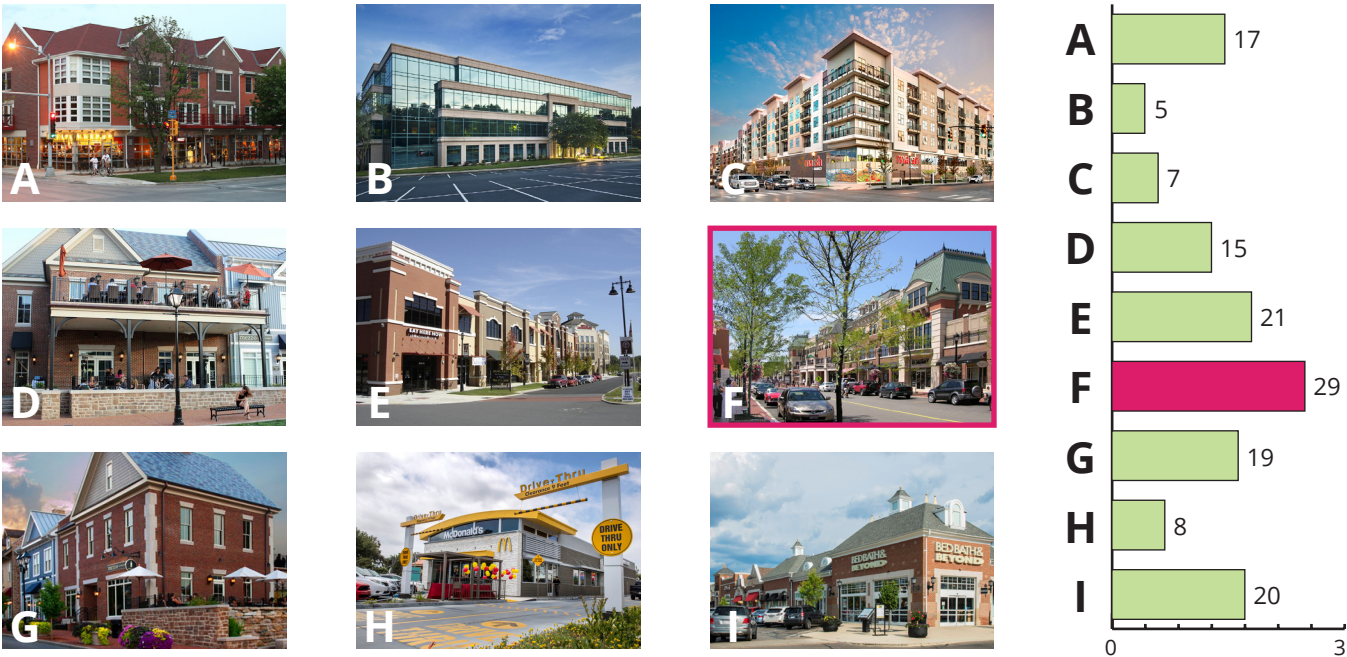
Respondents would CHANGE: the vacant buildings, the atmosphere to make it more enticing for businesses to come and stay, the appearance of buildings, the lack of greenery and trees, and the streetscape

Respondents would like BUILDINGS that: complement existing styles, are not too big or small, have a "small town" feel, are aesthetically pleasing and of a more modern design, enhance what is already there, provide a good location for slightly larger retail, and are enticing and family-friendly

Image Selection Exercise

Respondents were asked to select from the images below to show the design and scale of the buildings they would like to see in the North End of Town. The bar chart shows how many respondents selected each image, with pink indicating the most popular option.

For the North End of Town, respondents picked buildings of a greater variety, but the most common selection was three stories, highly designed, and in a walkable setting.



AREA 3: ROYALTON ROAD EAST

In general respondents feel this area should have a more welcoming feel for visitors and lets people know that they have arrived in the community. Respondents would like to see the style of newer development continue, but also focus on the future of residential properties in the area.

Respondents LIKE: the food options and restaurants, the tax revenue generated from this area, and the proximity of the hospital

Respondents would CHANGE: the quality of restaurants and fast food establishments, the traffic and congestion, the lack of trees, the lack of landscaped buffers for cohesiveness, and the proximity of industrial development to other uses

Respondents would like BUILDINGS that: fit with existing development, are not residential, balance green landscaping with pavement, are functional and innovative, are not fast food, and have a cohesive look

Image Selection Exercise

Respondents were asked to select from the images below to show the design and scale of the buildings they would like to see in Royalton Road East. The bar chart shows how many respondents selected each image, with pink indicating the most popular option.

For Royalton Road East, respondents picked buildings with strong materials, quality design, large scale, and retail-oriented rather than housing, office, or fast food.



AREA 4: COMMUNITY CENTER CAMPUS

Respondents highly value the Community Center Campus and would like to see this area and its offered amenities expanded. Additionally, a number of respondents view this area as a "Town Center" as it is a primary hub for activity instead of the intersection of Royalton Road and Broadview Road. Connecting the Town Center with the Community Center Campus is a goal of many respondents.

When asked what types of amenities they would like to see added to the Community Center Campus, respondents listed a variety, which are displayed below starting with the most commonly suggested.

Top Desired Amenities		
Trails and pathways	Indoor fields or a fieldhouse	A dog park
Wooded and natural areas	A community garden	Restrooms
An outdoor pool	Beautification and landscaping	Picnic or outdoor dining areas

CONNECTIVITY AND TRANSPORTATION

Respondents recognize the importance of balancing safe community connections for walking and biking with necessary infrastructure and roadway expansions. Many respondents strongly desire a more walkable community, but also understand the need of moving traffic efficiently.

Top ROADWAYS Needing Improvements	Top INTERSECTIONS Needing Improvements
Broadview Road	Broadview Road/Royalton Road
Harris Road	Avery Road/Royalton Road
Ledgemont Drive	Metropolitan Park Drive/Broadview Road
Oakes Road	Wallings Road/Wyatt Road
Sprague Road	Ledgemont Drive/Cherry Hill Lane/Royalton Road
Silverbrook Court	Oakes Road/Broadview Road
Wallings Road	Akins Road/Broadview Road

COMMUNITY CHARACTER

Respondents are deeply invested in the community and would like to see its streetscapes enhanced with such amenities as planters, trees, and cohesive designs. In general, respondents are proud of their community.

ONE WORD

One of the final questions asked respondents to describe the Broadview Heights community of today in one word. While residents provided dozens of different opinions, the following are examples of the words that came up most frequently.

Respondents describing the community in ONE word					
Average	Welcoming	Disjointed	Divided	Evolving	Quaint
Rural	Proud	Friendly	Safe	Growing	Suburban

NEXT STEPS

Thank you to all the residents, business owners, and stakeholders who participated in the Public Meeting or online survey. The Master Plan process is only beginning, and this feedback will shape policies of importance to the community.

Two additional Public Meetings will be held during the remainder of the planning process, and an online survey will follow each meeting. If you have questions about the process or would like to find out more about County Planning, please contact us at www.CountyPlanning.us/BroadviewHeights



County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE