

BROADVIEW HEIGHTS MASTER PLAN



RECOMMENDATIONS



CITY OF BROADVIEW HEIGHTS

Samuel J. Alai, *Mayor*
9543 Broadview Road
Broadview Heights, OH 44147
440.526.4357
www.broadview-heights.org

BROADVIEW HEIGHTS CITY COUNCIL

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George Stelmaschuk, *President Pro-Tem*
Tom Pavlica, *Council Member Ward 1*
Brian Wolf, *Council Member Ward 2*
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Jennifer Mahnic, *Council at Large*
Joe Price, *Council at Large*
Helen Dunlap, *Council Clerk*

PROJECT TEAM

Samuel J. Alai, *Mayor*
Kristina Sorensen, *Economic Development*
Dave Schroedel, *Public Service*
Michael Skvasik, *Building Commissioner*
Gary Yelenosky, *City Engineer*
Paula Horner, *Parks & Rec Director*

STEERING COMMITTEE

Amy Gonet	Marty Camloh
Jeff Kahn	Tom Pavlica
Matt Ciocca	Krystina Thomas
Mike Ciocca	Steve Maltry
Tom Longo	Carol Maitland
Ken Emling	

CUYAHOGA COUNTY PLANNING COMMISSION

2079 East 9th Street
Suite 5-300
Cleveland, OH 44115
216.443.3700

www.CountyPlanning.us
www.facebook.com/CountyPlanning
www.twitter.com/CountyPlanning

PLANNING TEAM

Shawn Leininger, *Executive Director*

Patrick Hewitt, AICP, *Senior Planner*
Susan Infeld, *Manager, Special Initiatives*
Kevin Leeson, *Planner*
Dan Meaney, GISP, *Manager, Information and Research*
Michael Mears, ASLA, PLA, *Senior Planner*
Rachel Novak, *Planner*
James Sonnhalter, *Manager, Planning Services*
Robin Watkins, *Geographic Information Systems Specialist*

Kayla Kellar, *Planning Intern*
Nick Provenza, *Planning Intern*
Ryland West, *Planning Intern*

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BROADVIEW HEIGHTS MASTER PLAN



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SECTION 1

INTRODUCTION

WELCOME TO THE MASTER PLAN RECOMMENDATIONS DOCUMENT

The City of Broadview Heights Master Plan is a collection of community aspirations that aim to inspire and guide City officials and residents as the community moves into the future. By writing down these aspirations, we memorialize the hopes of the Broadview Heights community and, importantly, we outline the steps necessary to achieve our goals.

The City of Broadview Heights Master Plan examines the current conditions throughout the community. Developing this profile is essential to determining the demographic trends that are shaping the City today in order to determine which trends should be fostered for the future and which need to change. These trends are combined with public input to determine a vision for the future. This vision is uniquely tailored to the community of Broadview Heights and residents' goals for the future.

Based on the current conditions, input, and vision for the future, the Master Plan outlines specific steps that can be taken citywide and in focus areas to deliver the outcomes residents wish to see. These ideas range from small adjustments that can improve daily life in Broadview Heights, to large changes that will take time to implement.

The Master Plan is the beginning of this process of transformation as it is intended to guide changes over many years. Only with the dedicated work of residents, business owners, and City staff can the Master Plan's goals be achieved. Together, we can work to realize a greater Broadview Heights.

CURRENT PROGRESS

The City of Broadview Heights Master Plan is presently in the Recommendations phase. This is the third phase of the plan and outlines recommendations for what the City and its partners can do to help achieve the community's vision for the future of Broadview Heights.

NEXT STEPS

Following completion of the Recommendations phase, the Master Plan will begin the Implementation phase. In this phase, residents and stakeholders will be asked to prioritize the strategies and actions of the plan.

1.1 OUR PLAN & PROCESS

A Master Plan is a policy guide created by the City of Broadview Heights in collaboration with residents, business owners, stakeholders, and interested groups. It is a long-term plan for how the community wants to grow and develop in the future, and it is intended to look five to ten years from present day.

Generally, a Master Plan inventories what exists today, outlines a community's vision for the future, and describes concrete action steps to achieve that vision. Developing a plan provides the community an opportunity to give input on the general direction of the City. It prepares residents and business owners for changes, shapes future development, and gives a competitive advantage when applying for grants and funding.

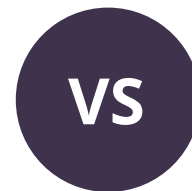
Residents are encouraged to use the Master Plan to see what changes may occur in their neighborhoods and assist implementation by developing community groups or volunteer organizations to support it. Business owners are encouraged to use the Master Plan to find where the City is focusing business expansion efforts, and to see what land may be available. The City is encouraged to use the Master Plan when deciding what infrastructure investments to make or what grants to apply for. These are substantive ways that members of the community can use the Master Plan to guide their decisions.

MASTER PLAN AND ZONING

The Master Plan is particularly related to land development because it provides a guide for how the community would like to see new uses arranged and developed. While the Master Plan describes potential land use changes, it does not alter any zoning or regulations. Existing zoning remains the same until the City or a property owner seeks to change zoning through a rezoning or an update to existing City codes.

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



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

PHASES OF THE MASTER PLAN

The Master Plan for the City of Broadview Heights is organized into five phases. These phases are described in more depth below:

- **Current Conditions:** In this initial phase, demographic, land use, housing, business, and transportation profiles provide an overview of the City of Broadview Heights
- **Community Vision:** In this phase, a vision for how the community wants to grow and develop in the coming decade is formed
- **Recommendations:** In this phase, specific action steps are outlined that can be taken to achieve the community's desired future
- **Implementation:** In this phase, priorities, timelines, and responsibilities are attached to each action to show how to accomplish them
- **Master Plan Document:** In this final phase, the previous components are combined into a complete, final Master Plan document

PUBLIC INPUT

The planning process involves the input of three groups: the Project Team, the Steering Committee, and the public. These three groups are intended to review the Master Plan at various phases to ensure the goals and recommendations in the plan fit what the community would like to see.

The Project Team is comprised of City staff and public officials with an in-depth knowledge of the day-to-day operations of the City. The Steering Committee is comprised of a small group of residents, business owners, and stakeholders that represent a cross-section of the City. Finally, the public includes any interested residents or parties that would like to be involved in the process. Each group meets throughout the planning process, with three public meetings that cover the most important parts of the plan.

PROCESS



CURRENT CONDITIONS



COMMUNITY VISION



RECOMMENDATIONS (Current Phase)

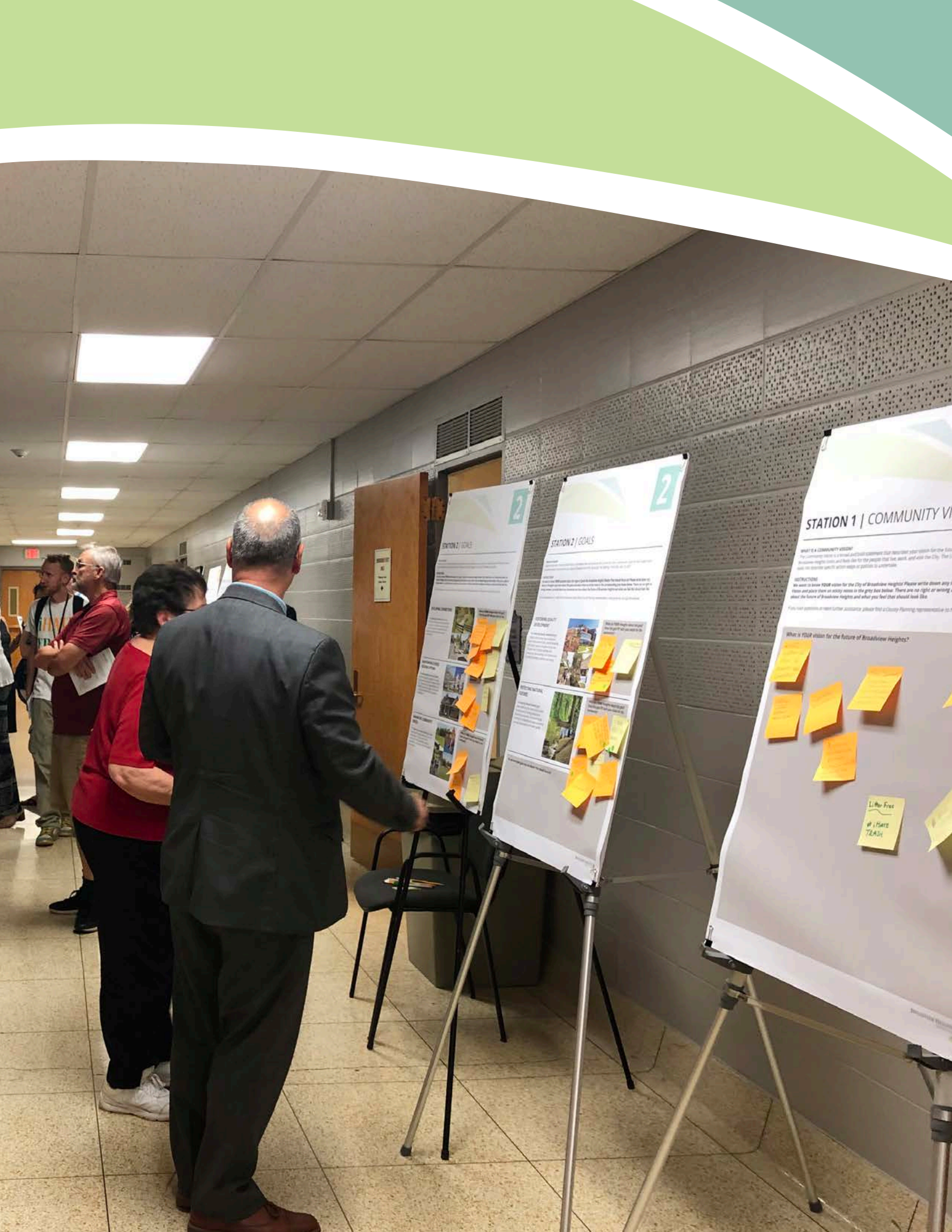


IMPLEMENTATION



MASTER PLAN DOCUMENT

NEXT PHASES



STATION 1 | COMMUNITY VISION

WHAT IS A COMMUNITY VISION?
The Community Vision is a shared and coordinated plan that describes what the future of the City of Broadview Heights should look like. It is a plan that guides the city's growth and development.

INSTRUCTIONS:
We want to know YOUR vision for the City of Broadview Heights. Please write down any ideas and place them on sticky notes in the grey box below. There are no right or wrong answers. We want to hear from everyone.

What is YOUR vision for the future of Broadview Heights?

Liberty First
at PLATE
TRAIL

STATION 2 | GOALS

GOALS
The City of Broadview Heights has several goals that guide its growth and development. These goals are designed to ensure that the city is a safe, healthy, and vibrant place to live and work.

GOAL 1: ECONOMIC GROWTH
The City of Broadview Heights will continue to attract new businesses and industries to the city, creating jobs and increasing the city's tax base.

GOAL 2: INFRASTRUCTURE
The City of Broadview Heights will invest in infrastructure projects that improve the city's transportation system, including roads, bridges, and public transit.

GOAL 3: ENVIRONMENTAL PROTECTION
The City of Broadview Heights will protect and enhance the city's natural resources, including parks, forests, and waterways.

GOAL 4: COMMUNITY DEVELOPMENT
The City of Broadview Heights will promote a diverse and inclusive community, providing opportunities for all residents to thrive.

GOAL 5: PUBLIC SAFETY
The City of Broadview Heights will ensure the safety and security of its residents and visitors, working closely with law enforcement and emergency services.

GOAL 6: QUALITY OF LIFE
The City of Broadview Heights will enhance the quality of life for its residents by providing high-quality public services, including education, healthcare, and cultural programming.

GOAL 7: SUSTAINABILITY
The City of Broadview Heights will promote sustainable development practices, reducing the city's carbon footprint and preserving resources for future generations.

GOAL 8: AFFORDABLE HOUSING
The City of Broadview Heights will ensure that there is a sufficient supply of affordable housing for all residents, regardless of income level.

GOAL 9: HISTORIC PRESERVATION
The City of Broadview Heights will preserve and protect the city's historic landmarks and buildings, ensuring that the city's rich history is visible to all.

GOAL 10: COMMUNITY ENGAGEMENT
The City of Broadview Heights will encourage active participation from all residents in the city's planning and decision-making process.

SECTION 2

COMMUNITY VISION

The Community Vision section covers a wide range of topics, describing how a community and its residents would like to get around, where they would like to recreate, how they would like to interact with government, and what types of new investments they would like to see.

WHAT'S INSIDE

This section describes the type of future that residents and community leaders want for Broadview Heights. The vision is described in a statement: a broad description of how the community would like to look and function in five to ten years. The vision is then broken out into individual goals and strategies that describe in greater detail the way the community would like to move forward.

HOW DO I USE IT?

The vision statement describes the desired future for Broadview Heights in broad terms. It should be used to evaluate whether specific actions or projects meet the goals of the Master Plan.

OUR VISION

BROADVIEW HEIGHTS TODAY

Broadview Heights is a growing suburban community defined by the strong relationships among residents. It is a place of outstanding recreation spaces anchored by the Community Center Campus, where neighbors interact, recreate, and grow. The City is comprised of winding residential neighborhoods of well-maintained homes on large lots.

Set above deep valleys, Broadview Heights is a community of wooded areas and natural stream corridors that set it apart from other communities. Located at the center of a corridor connecting Cleveland to Akron, Broadview Heights is a centrally located City with direct access to the region via a network of highways and direct access to large parks via a dedicated trail network. With a fledgling but still unfinished Town Center and areas ready for renewal, today's Broadview Heights is poised for future growth and redevelopment that builds on its assets.

BROADVIEW HEIGHTS' VISION FOR THE FUTURE

Broadview Heights will be a community centered around pristine residential neighborhoods in which residents live safely and comfortably, and where they can find the types of housing that will allow them to age in place. It will be a community anchored by a Community Center Campus that is the hub of civic life and provides amenities and recreational opportunities in a well-landscaped setting. The Community Center Campus will flow seamlessly to a vibrant and walkable Town Center in which public spaces and shops are intertwined in a setting that is friendly and quaint, and provides an identity for the City.

The community's streets will communicate this identity by providing sidewalks, trails, trees, and amenities that make moving between neighborhoods and business districts enjoyable. Its business districts will be compact, landscaped, and well-designed places providing opportunities for working, shopping, and recreating. Broadview Heights will use its remaining vacant areas responsibly to maintain the natural setting and environmental features that make Broadview Heights unique. Together, this vision is for a future where Broadview Heights truly is the Highest of the Heights.

OUR GOALS

GOAL 1: DEVELOP CONNECTIONS

STRATEGY 1: Provide strategic bikeway and sidewalk connections between neighborhoods and key destinations including the Town Center, North End of Town, parks, schools, and the Community Center Campus

STRATEGY 2: Construct streets that balance the safety of all users and the capacity needed for efficient traffic flow

STRATEGY 3: Improve the look, feel, and safety of major streets, especially Broadview and Royalton Roads

GOAL 2: STRENGTHEN NEIGHBORHOODS

STRATEGY 4: Ensure existing and new single-family neighborhoods are well-designed and buffered from nearby uses

STRATEGY 5: Support the construction of townhouses, condos, and mixed-use residential buildings in limited areas to provide housing options for people of all ages, family structures, and abilities

STRATEGY 6: Encourage ongoing maintenance and reinvestment in housing as less vacant land is available

GOAL 3: ENHANCE COMMUNITY LIFE

STRATEGY 7: Continue to enhance the Community Center Campus as the hub of the Broadview Heights community

STRATEGY 8: Establish outdoor community spaces in the Town Center and North End of Town, and program them to meet the needs of residents and add vibrancy to business districts

STRATEGY 9: Communicate the Broadview Heights identity with the City's updated logo and expanded brand features

STRATEGY 10: Continue to develop community pride by providing amenities, services, and spaces for all residents and age groups

GOAL 4: FOSTER QUALITY DEVELOPMENT

STRATEGY 11: Update the City's Zoning Code to foster consistent, walkable, and high-quality developments in the community, especially the Town Center and North End of Town

STRATEGY 12: Maintain a balance between new residential, commercial, and industrial development to ensure fiscal stability and continued strong revenue streams

GOAL 5: EMBRACE ENVIRONMENTAL ASSETS

STRATEGY 13: Conduct a sustainability audit of existing codified ordinances to identify changes that could foster sustainable development

STRATEGY 14: Incorporate green features into existing neighborhoods, future development, and public improvements

STRATEGY 15: Protect the City's extensive environmental assets



SECTION 3

GOALS, STRATEGIES, & ACTIONS

To accomplish the community's vision, there are many individual strategies and actions the City can undertake. The Goals, Strategies, & Actions section lists each of the steps recommended to complete the vision.

WHAT'S INSIDE

The section includes a series of goals that help accomplish the community's vision. Each goal is described in detail followed by a series of specific strategies and action steps that can be undertaken to accomplish each of these goals.

The strategies and actions were developed with data from the Current Conditions document, input from the City of Broadview Heights Master Plan Project Team and Steering Committee, and public input. Together these strategies are meant to advance the collective vision of the community.

While the Recommendations document outlines many items to undertake, they are only meant as an initial list of potential actions. These actions will be updated, changed, and prioritized through public input. The final plan document will include priorities, funding sources, and partner groups to assist in undertaking actions, as not all actions will be able to be accomplished immediately.

HOW DO I USE IT?

The Goals, Strategies, & Actions section informs the types of actions the City and its partners should undertake in the coming years. It should be used as a guide for implementing the community's vision.



Source: County Planning



GOAL 1 DEVELOP CONNECTIONS

IN OUR WORDS

"I'd like to see the entire Blossom Hill facility, new school, [Community Center] campus, and Metroparks all linked up with safe paths for walking [and] biking."

—Online Survey Respondent

"Improving the City's walkability and bike-ability is important to my family and my young children."

—Online Survey Respondent

WHAT WE ASPIRE TO

We aspire to be a community where residents can walk or bike from their neighborhoods along safe paths to the Community Center Campus, parks, and business districts;

Where roads are well-maintained and provide the capacity needed to move people efficiently; and

Where the design of streets conveys the values of our community and helps develop a sense of place and identity.

Broadview Heights is situated at the region's center approximately midway between Downtown Cleveland and Downtown Akron. The community is home to two highway interchanges and within close proximity to four others. It is also adjacent to the Cuyahoga Valley National Park and sits along the Valley Parkway trail, which connects Broadview Heights to the Cleveland Metroparks regional trail and park system. Beyond its central location, the City is home to parks, community spaces, and business districts.

Residents have expressed a desire to forge better connections to these key places whether driving a car, biking, walking, or taking a bus. Residents would like direct, safe, and comfortable connections between their homes and the places they want to go.

MULTI-MODAL CONNECTIONS

Connecting people to places via sidewalks and trails has long been a City goal. Broadview Heights worked with Cleveland Metroparks to finish the Valley Parkway trail, built a trail connection from Valley Parkway to the Community Center Campus, and is constructing a trail as part of the Royalton Road expansion. These trails continue to provide safe and direct connections for residents on foot or bike.

Public input during the planning process showed a clear desire to expand the City's sidewalk and bikeway network in places where they can form the best connections. While nearly 60% of City streets have sidewalks and there are almost five miles of bikeways, residents want to fill critical network gaps and improve existing bikeways. Residents want to improve the walkability of destinations by ensuring sidewalks connect to the front doors of businesses. They also expressed the need for general enjoyment of places to walk around and emphasized a desire to better connect their homes and neighborhoods to parks and the Community Center Campus.

It is a clear community priority to fill missing gaps in the City's sidewalk and bikeway network. Beyond priority locations, the Broadview Heights Master Plan recommends linking to the regional trail network and adding amenities such as bike racks and benches. It is also a goal of the plan to enhance the street network with subdivisions that connect to adjacent neighborhoods.

ROAD IMPROVEMENTS

Broadview Heights has grown dramatically in the past few decades, with the construction of many new subdivisions for a population that has more than tripled since 1960. Having been a largely rural community prior to this explosive



All-purpose trails such as this one provide opportunities for running, walking, and biking.

Source: County Planning



The sidewalk running through the center of this image shows how cul-de-sacs can be connected.

Source: Pictometry

growth, most City roads were built with just two lanes. Many major roads remain two lanes wide to this day, including Wallings, Sprague, Edgerton, and parts of Broadview and Royalton Roads.

The City has widened many of its main streets to handle increased traffic. The most substantial improvements have taken place along Broadview Road and Royalton Road, where lanes have been added to improve traffic flow. Road widenings assist in moving vehicles efficiently, but they can also increase speed and noise and add to the number of vehicles using streets. Wider, faster roads can also make walking or biking less safe and less enjoyable.

Public input from residents showed concerns about over-development, the amount of traffic on City streets, and how road widenings could change the character of the community. Striking a balance between improving traffic flow and providing attractive, safe, and enjoyable streets for users is a goal of this Master Plan. Few roads in Broadview Heights are currently functioning over capacity, so there are not many major needed improvements. This plan targets particular streets that need capacity additions and left turn lanes, as displayed on the Road Improvement Framework on page 22.

STREETSCAPES

Streets and their rights-of-way comprise almost 11% of the City's total land area and are essential components of the public realm. The look and feel of streets, how attractive they are, and the elements they include can communicate character and values. Attractive streets can also lay the foundation for what the public expects from private developers.

Streetscaping is a term describing improvements to a street's look and feel, including wider sidewalks, street trees, benches, decorative elements, lighting, and other amenities. These improvements can establish a standard for nearby development, but they are also costly additions to a typical street and must be targeted to strategic areas. Streetscapes for Broadview Road and Royalton Road encompass this plan's priorities as they constitute the City's main thoroughfares. A special emphasis should be placed on business areas including the Town Center and North End of Town, which can become high-quality places if streetscapes are paired with attractive developments.

STRATEGIES & ACTIONS

STRATEGY 1

Provide strategic bikeway and sidewalk connections between neighborhoods and key destinations including the Town Center, North End of Town, parks, schools, and the Community Center Campus

- A. Seek funding to construct bikeways and sidewalks according to the Trails & Bikeways Framework on page 19 and the Sidewalk Priority Framework on page 21
- B. Improve pedestrian access to businesses and places of interest by constructing and requiring complete and direct sidewalk access from the street to the front entrances of businesses
- C. Ensure safe bicycle parking by constructing bike racks and updating zoning to require bike racks in new developments
- D. Connect existing and proposed cul-de-sac streets where possible and limit new cul-de-sacs by requiring connected street patterns in new developments
- E. Partner with the Brecksville Broadview Heights School District to finalize and implement the Safe Routes to Schools Plan

STRATEGY 2

Construct streets that balance the safety of all users and the capacity needed for efficient traffic flow

- A. Continue to monitor traffic patterns for needed road improvements, especially the addition of left turn lanes, according to the Road Improvement Framework on page 22
- B. Upgrade the Wallings Road overpass to provide additional road capacity as well as pedestrian and bicycle access
- C. Partner with GCRTA to identify the most heavily used transit stops and improve them to provide comfortable waiting environments for transit riders
- D. Improve major pedestrian and bicycle crossings to ensure they are safe
- E. Update subdivision requirements in the Town Center to provide for grid pattern streets
- F. Coordinate with surrounding communities, NOACA, and the City Engineer to review timing of traffic signals (NOACA's Signal Timing Optimization Program) and the use of new traffic technologies to make the existing system more efficient

STRATEGY 3

Improve the look, feel, and safety of major streets, especially Broadview and Royalton Roads

- A. Target streetscape improvements to Broadview and Royalton Roads according to the Road Improvement Framework on page 22
- B. Partner with NOACA to conduct TLCI plans for areas with proposed Major Streetscapes
- C. Finalize and adopt specific streetscape standards and require their incorporation in new developments
- D. Partner with ODOT to consider noise-reduction strategies for neighborhoods along I-77

TRAILS & BIKEWAYS FRAMEWORK

The Trails & Bikeways Framework identifies existing and proposed trails and bikeways that will allow people to connect to important places on foot or on bike.

TYPES OF CONNECTIONS

Bikeways can take many forms, from trails to bike lanes to on-street routes. In general, paths that are completely separated from vehicular traffic are safer and more comfortable for persons of any age or ability to use; however, there is not always enough street right-of-way to accommodate separate facilities such as trails. In those cases on-street bike lanes or marked bike routes can provide some level of safety for riders.

Examples of various types of bikeways are displayed below, with all-purpose trails on the left being the safest and most comfortable bikeway for users.



QUICK FACT

All-purpose trails provide the safest bike facility for persons of all ages and abilities

All-Purpose Trails



Grade-separated, two-way facility for walking, biking, or running

Source: County Planning

Bike Lanes



Marked, on-street lanes, separate from car traffic and only for use by bicyclists

Source: PedBikeImages.org user Carl Sundstrom

Marked Bike Routes



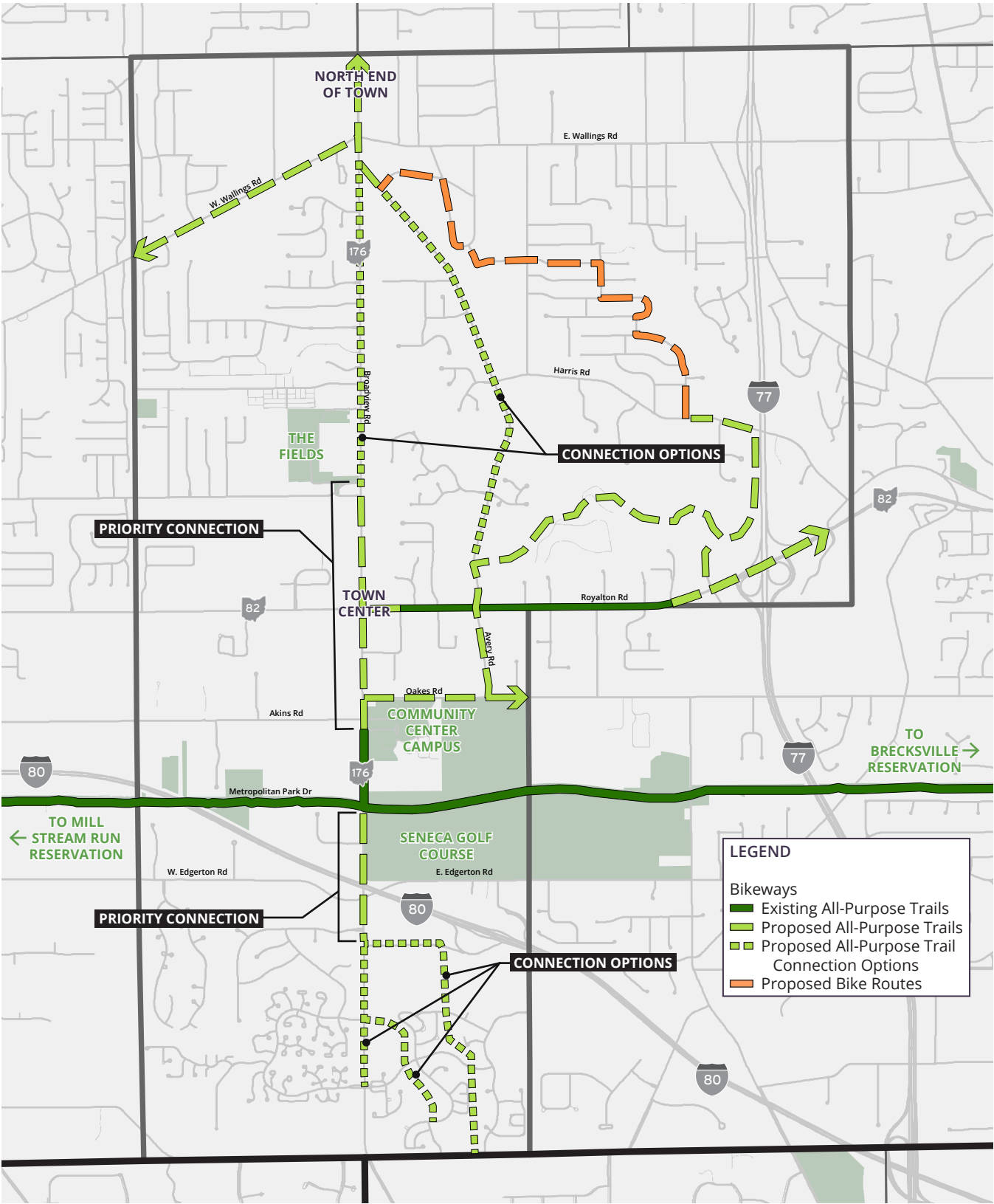
Signed, marked routes on slow-speed roads for use by both cars and bicyclists

Source: Portland State University

Map 1 shows the locations of proposed bikeways in the City. The map identifies only trails and marked bike routes. However, if bike lanes are more easily accommodated, they are recommended over no bikeways.

Priority trails which close current gaps in the system are labeled on the map. In two places, options are shown for how to extend the trail system north and south from the Town Center area.

MAP 1 | TRAILS & BIKEWAYS FRAMEWORK



Source: County Planning

SIDEWALK PRIORITY FRAMEWORK

The Sidewalk Priority Framework identifies existing sidewalks and trails as well as priority locations for potential sidewalks.

DETERMINING PRIORITIES

While sidewalks on both sides of every street is a goal for Broadview Heights, funding and constructing sidewalks in areas where they were not originally built can be challenging. The Sidewalk Priority Framework identifies key missing connections in the sidewalk network that could be built to provide a connected network without prioritizing all locations.

The priorities identified in dark pink on Map 2 were selected based on the following criteria:

- proximity to a school
- proximity to a park
- proximity to a business district
- a major street
- a residential street that connects other residential areas



Sidewalks provide connections for all ages to use in daily life, such as walking to school.

Source: [PedBikeMaps.org](https://www.pedbikemaps.org/) user Brandon Whyte

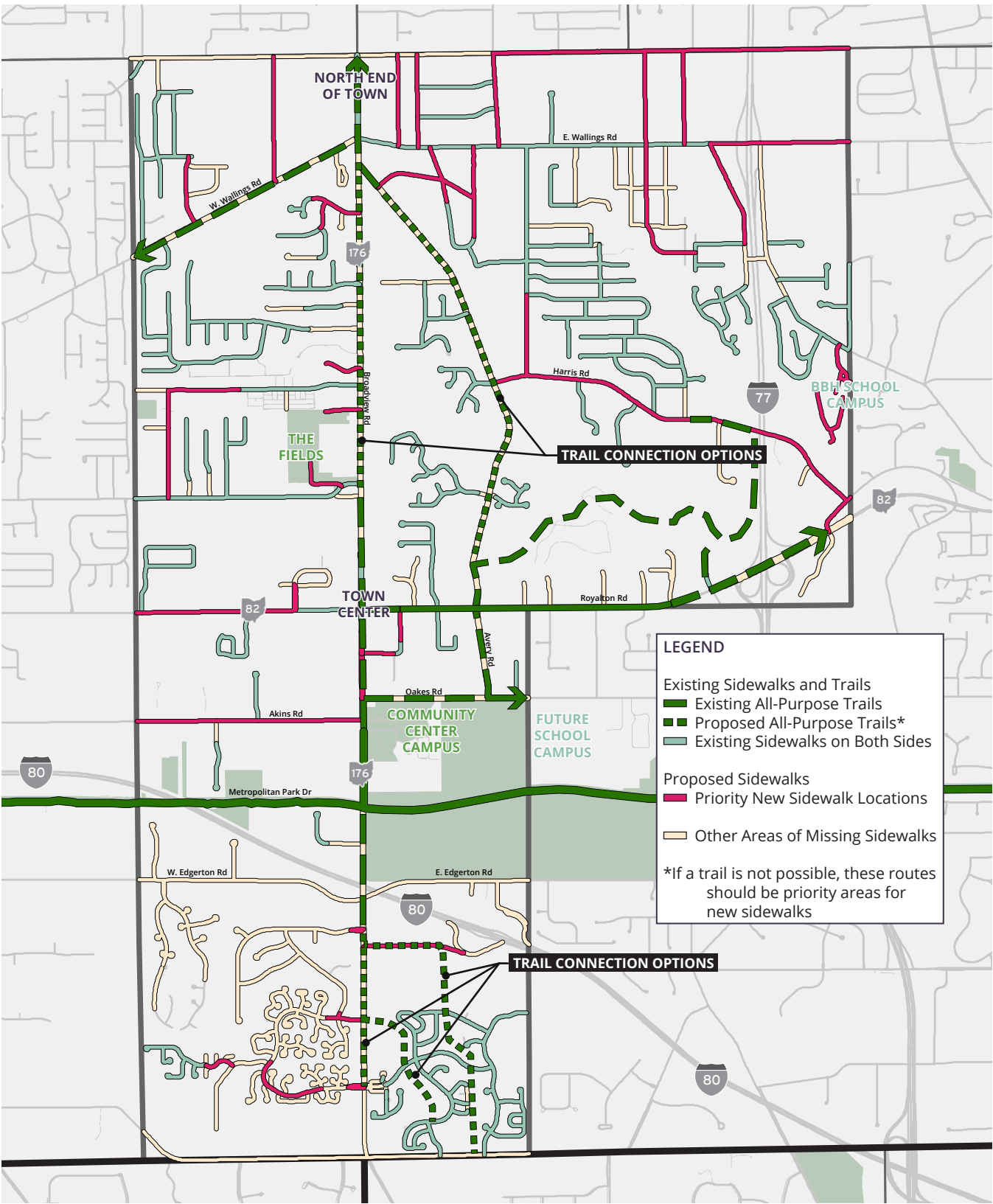
Streets that only connect small neighborhoods, cul-de-sac streets, neighborhoods with internal trail connections, and areas where sidewalks on one side of the street are sufficient are not included as priority sidewalk locations. These are identified in tan.

SIDEWALK CONNECTIONS

The streets highlighted in dark pink on Map 2 indicate priority areas for new sidewalks. Existing or proposed trails are shown in dark green. In areas near business districts where walkability is a goal, such as the Town Center and North End of Town, a sidewalk or trail is favored on both sides of the street.

If a trail is not built as shown, sidewalks are favored in those locations.

MAP 2 | SIDEWALK PRIORITY FRAMEWORK



Source: County Planning

ROAD IMPROVEMENT FRAMEWORK

The Road Improvement Framework identifies previously planned capital improvements to the road network, improvements that are proposed as part of the Master Plan, and intersections that should be monitored for potential future improvements.

DETERMINING PRIORITIES

Priorities for the Road Improvement Framework were developed based on current plans, results from public meetings, and an analysis of traffic volumes. Current traffic volumes generally appear to be accommodated by the existing number of road lanes throughout the community, therefore few major road expansions are proposed.

PLANNED CAPITAL IMPROVEMENTS

The City and regional transportation agencies have already identified major transportation improvements for Broadview Heights, including the widening of the Wallings Road interchange and improvements to the Broadview/Oakes Road and Broadview/Metropolitan Drive intersections. Improvements to Avery Road are anticipated to be included among the transportation improvements for the proposed school campus on Oakes Road at Blossom Hill.

PROPOSED ROAD IMPROVEMENTS

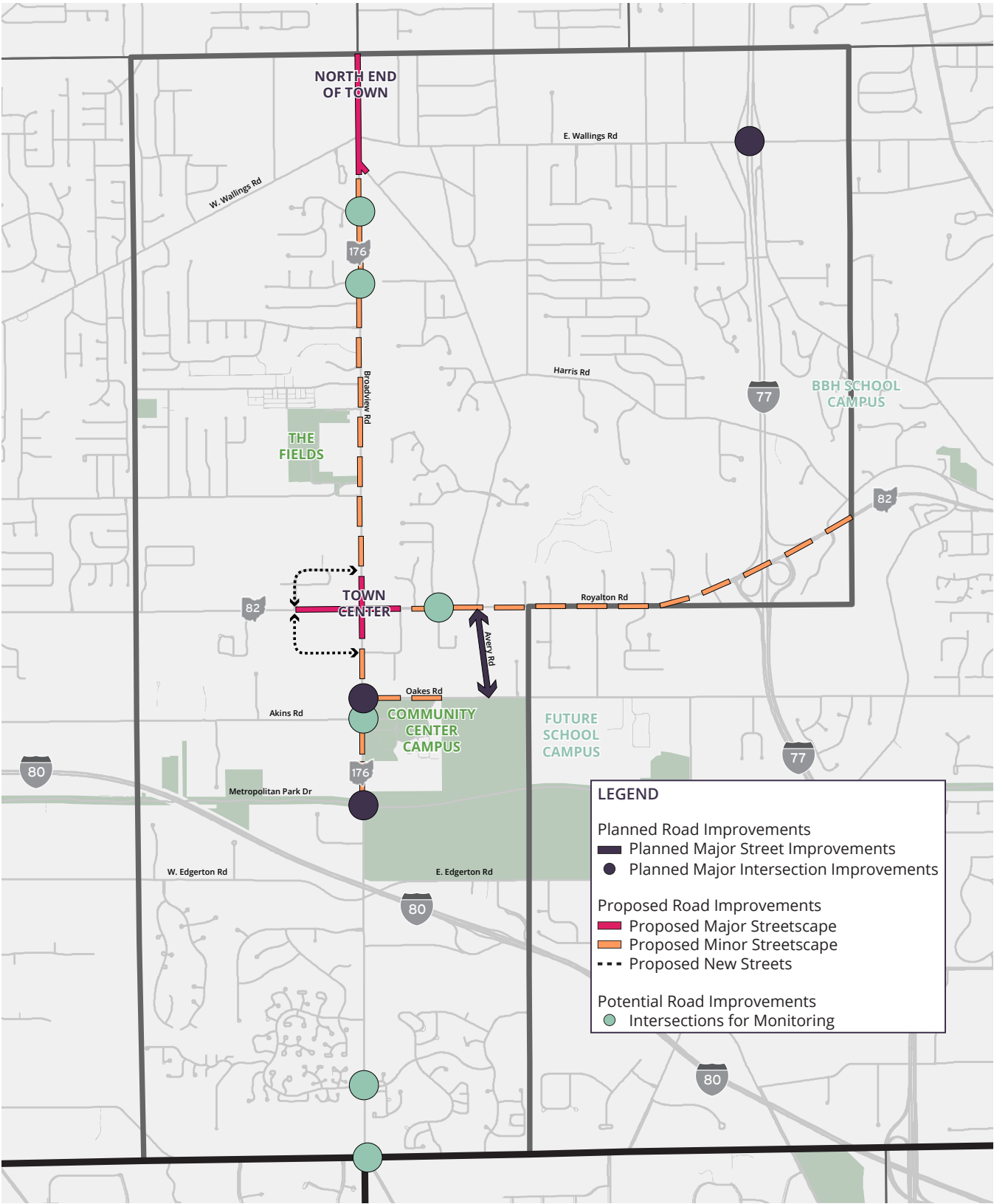
The framework identifies proposed streetscape improvements for Broadview Road and parts of Royalton Road, to showcase these main streets. The streetscapes are shown as either minor or major, with the intensity of investment differing between the two. The types of streetscape features for possible inclusion are described on the pages 24 and 25.

The previous Town Center Master Plan (2010) and associated Zoning Code updates described a proposed ring road around the Town Center west of Broadview Road. Parts of the road would include existing streets and right-of-way. This proposed set of new streets is identified on Map 3.

POTENTIAL ROAD IMPROVEMENTS

Because the existing number of through lanes are largely adequate for current traffic volumes, the potential road improvements identified on the map are major intersections in which residents identified issues. These are locations where the addition of a light or turn lane would make entering or exiting a subdivision easier.

MAP 3 | ROAD IMPROVEMENT FRAMEWORK



Source: County Planning

MAJOR STREETScape

Major streetscape improvements entail large changes to existing infrastructure to incorporate features that can remake a street and improve the experience and safety of users, especially pedestrians. The goal of a streetscape is to make a place feel more inviting, welcoming, interesting, and safe in order for those on foot to feel comfortable walking around the area.

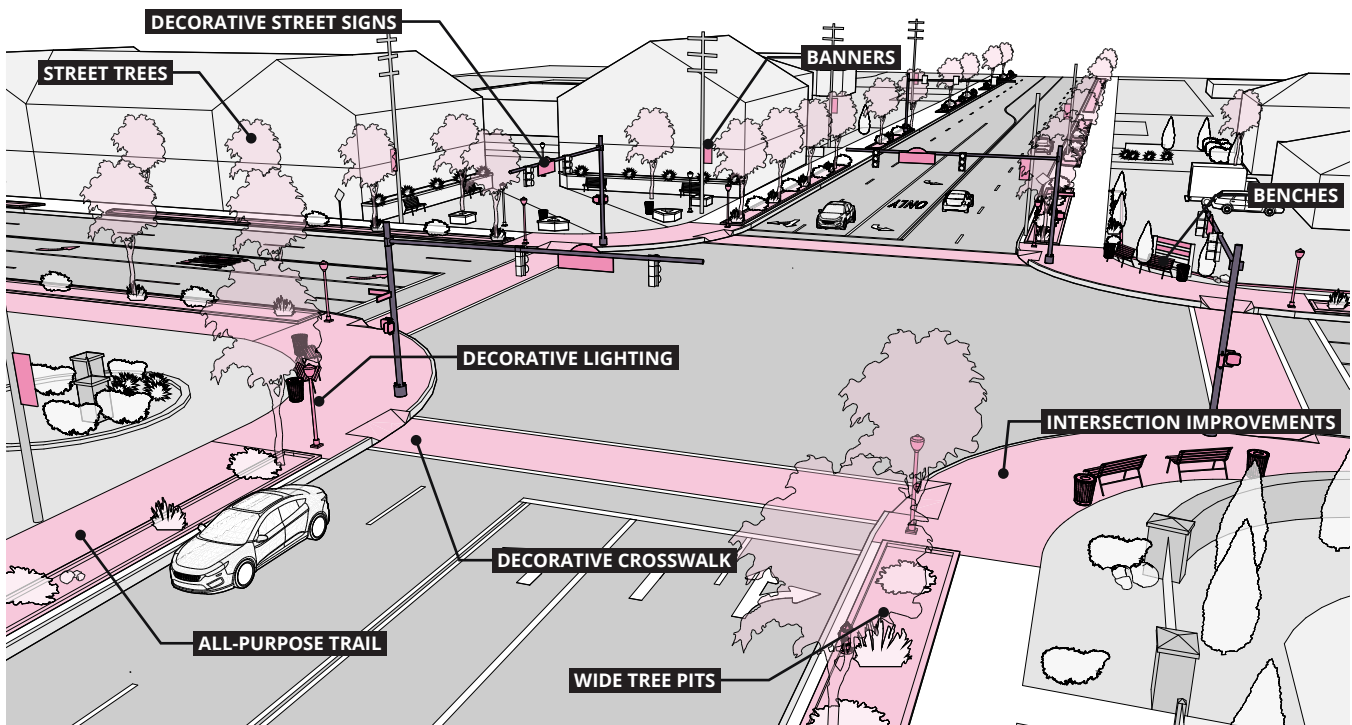
Because of the cost of a major streetscape, potential improvements are limited to the core of the City's major business districts. This includes the Town Center and the North End of Town.

The graphic below shows one conceptual design of what a major streetscape could include. The graphic depicts elements that significantly improve the pedestrian experience, including the following:

- Street trees to provide shade and reduce noise
- Wide tree pits to separate pedestrians from traffic
- Decorative lighting, benches, trash cans, and other amenities to provide a more enjoyable experience
- Decorative street signs and banners to form a district identity
- Decorative crosswalks to slow traffic and improve pedestrian safety
- Wider sidewalks to be used as all-purpose trails that connect to a citywide network

These elements work together to create a safer, more vibrant, and more economically viable area. The image below showcases this concept as it would work at the main intersection of Broadview and Royalton Roads.

CONCEPTUAL MAJOR STREETScape



Source: County Planning

MINOR STREETScape

Minor streetscape improvements entail additions to existing infrastructure to enhance the experience and safety of users without undertaking large-scale changes to the infrastructure of the street. The goal of a minor streetscape is to make a street more attractive and safer while not investing significant capital in moving infrastructure.

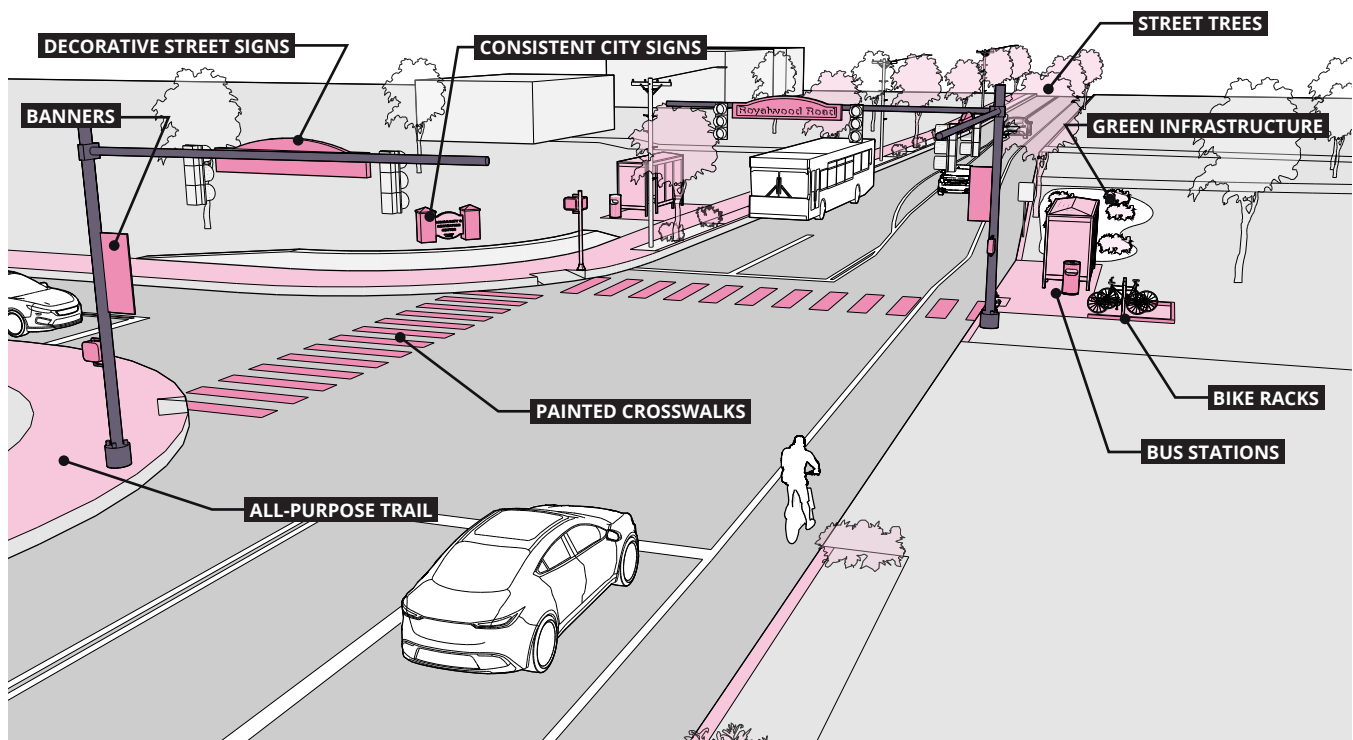
Minor streetscapes are proposed along the City's main thoroughfares in the areas between major business districts. These include Broadview and Royalton Roads in the areas between the Town Center and North End of Town.

The graphic below shows one conceptual design of what a minor streetscape could include:

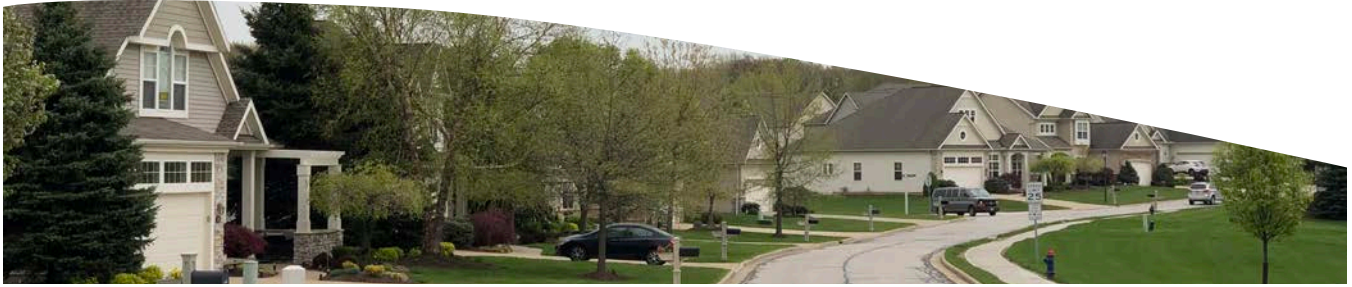
- Street trees to provide shade and reduce noise
- Green infrastructure to better manage stormwater
- Decorative street signs and banners to communicate the City's identity
- Painted crosswalks to slow traffic and improve pedestrian safety
- Wider sidewalks to be used as all-purpose trails that connect to a citywide network
- Complete bus stations with shelters and waiting areas

These changes would provide a safer experience for users and would clearly communicate the City's brand to residents and visitors. The image below showcases this concept as it would work at the intersection of Broadview and Royalwood Roads.

CONCEPTUAL MINOR STREETScape



Source: County Planning



Source: County Planning



GOAL 2 STRENGTHEN NEIGHBORHOODS

IN OUR WORDS

"I would encourage more single-family homes to attract younger families."

—Online Survey Respondent

"Absolutely we should have diverse housing as long as it heightens our curb appeal compared to surrounding cities."

—Online Survey Respondent

WHAT WE ASPIRE TO

We aspire to be a premier community where residents take pride in well-maintained neighborhoods consisting primarily of single-family homes;

Where residents at any stage in life can find housing options within the community that fit their needs; and

Where the design and layout of new homes and subdivisions reinforces the history and semi-rural character of the community.

Residential neighborhoods are a community's backbone, and Broadview Heights has many tight-knit and well-maintained neighborhoods. These neighborhoods provide attractive housing on tree-lined streets, thus creating highly desirable places to live.

Goals suggested by residents in public meetings are to maintain the City's strong neighborhoods, attractive housing, and natural settings for current and future generations. Residents are also interested in providing additional housing options in places such as the Town Center and North End of Town to allow families at any age to find a home that fits their needs.

SINGLE-FAMILY NEIGHBORHOODS

The vast majority of Broadview Heights residents live in single-family homes on tree-lined streets where residents know their neighbors. Spacious lots provide ample open space and access to natural features. These neighborhoods are the core of Broadview Heights.

Public input during the planning process showed the importance of these neighborhoods to the community's sense of place. This plan prioritizes existing single-family neighborhoods with tools to ensure they remain single-family in the future. It is a goal of this plan to establish that existing zoning continues to protect single-family neighborhoods and provides guidelines for new housing construction to complement existing community character.



Single-family homes like this one in Broadview Heights provide quality housing in pristine neighborhoods.

Source: County Planning

HOUSING CHOICE

Broadview Heights is and will remain a predominantly single-family community, however, local and regional demographic changes necessitate additional housing options. Among the most rapid demographic changes are the increasing number of seniors and single-person households living in Broadview Heights. Smaller and older households will require smaller and more accessible living facilities for residents to remain in Broadview Heights.

To ensure that families of any size can find housing, residents suggested providing housing choices within the community. These housing types could include townhouses, condos, and mixed-use buildings, as long as they are appropriately designed. Resident feedback favored placement of these housing types to be located outside of existing single-family neighborhoods. Providing housing options that can allow people to find the housing they need, especially within walking distance of the Town Center and North End of Town would allow residents to stay in the community while also accessing nearby amenities.

While new buildings can provide needed housing for different ages and family sizes, basic changes to existing housing can also improve accessibility. Features



Features such as no-step entries and lever handles make homes more easily accessible for those with mobility issues. These features are part of a system of building called Universal Design.

Source: AARP and Sharon and Howard Johnson (top), Flickr user Jesus Rodriguez (bottom)

such as no-step entries and lever handles for doors are part of Universal Design. The intent of Universal Design is to make homes more accessible for those with limited mobility. The plan identifies ways of encouraging Universal Design in existing homes and newly constructed units to provide life-long living spaces for residents.

LONG-TERM MAINTENANCE

Broadview Heights residents are justifiably proud of their community and their homes, as evidenced by well-maintained properties and the strong housing market. Ongoing construction provides new homes that are modern and up-to-date; however, as the community reaches full build-out, fewer new homes will be built and the average age of housing will continue to get older.

Ongoing maintenance of older homes is a commitment and requires reinvestment and diligence. Residents have indicated a desire to ensure homes are well-maintained. Ongoing code enforcement is a mechanism the City can use to ensure homes are kept up. Continued strong enforcement of property maintenance codes so that homes are maintained over the long term will reinforce the already strong community pride of Broadview Heights residents.

GOALS & ACTIONS

STRATEGY 4

Ensure existing and new single-family neighborhoods are well-designed and buffered from nearby uses

- A. Protect existing single-family neighborhoods and encourage policies to continue their use as single-family districts
- B. Use the Residential Development Framework and Principles on pages 30 to 33 to guarantee that future homes are properly designed, use high quality construction materials, and complement the surrounding neighborhood
- C. Require green spaces in new housing subdivision developments to be centrally located, accessible, and usable by residents

STRATEGY 5

Support the construction of townhouses, condos, and mixed-use residential buildings in limited areas to provide housing options for people of all ages, family structures, and abilities

- A. Consider updating zoning requirements to allow a variety of housing types in and around the Town Center and North End of Town to support housing choice and walkable retail areas
- B. Update the City's B-1 Zoning District to allow the development of well-designed townhomes and condominiums in limited areas identified on the Residential Development Framework map on page 31
- C. Consider a cluster housing overlay to allow small scale cluster housing development
- D. Encourage development of universally designed homes that make aging in place possible, and review zoning and building codes to determine potential changes
- E. Partner with non-profits to assist seniors in remaining in their homes

STRATEGY 6

Encourage ongoing maintenance and reinvestment in housing as less vacant land is available

- A. Prepare for full build-out with a robust building code and proactive methods of identifying code violations
- B. Strengthen enforcement of property maintenance code with dedicated code enforcement staff

RESIDENTIAL DEVELOPMENT FRAMEWORK



The Residential Development Framework helps identify the types and design of homes that are appropriate in different parts of the community.

Source: County Planning

The Residential Development Framework as shown on Map 4 is meant to illustrate the community's desired types and designs of housing. The map does not represent the current legal use of the land, but instead seeks to describe the best use for land in the future.

Because Broadview Heights is largely built-out, there are limited opportunities for new residential construction on vacant land. A number of recent subdivisions have redeveloped previously developed parcels, including long, narrow lots that were combined and redeveloped as a larger housing subdivision.

As the City continues to grow and develop, this Residential Development Framework can provide the basis for the type and layout of housing that will be most appropriate in these limited development areas. This can be helpful during potential rezonings, development reviews, or Zoning Code updates.

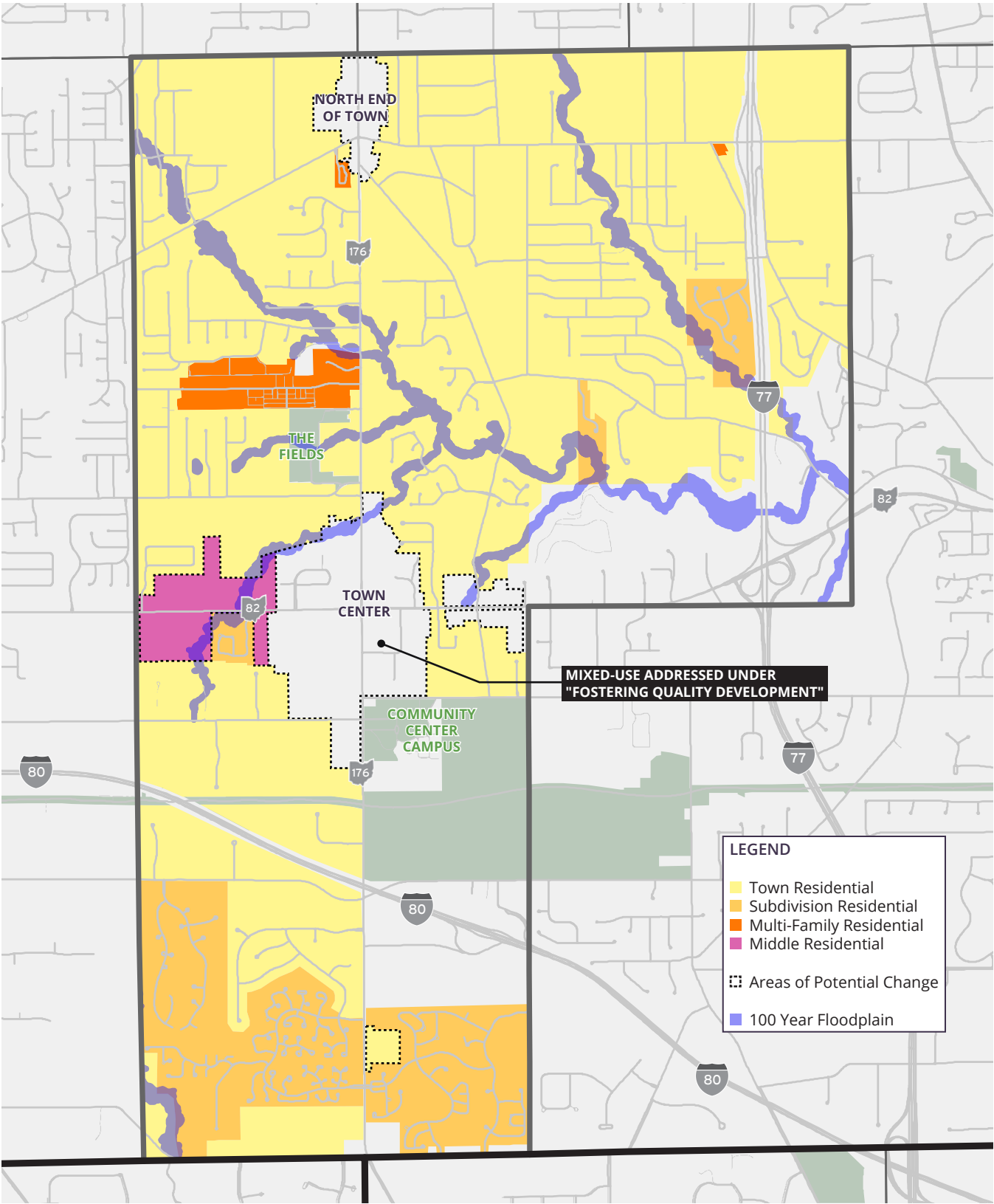
Map 4 shows four residential areas, which are described on the following pages. Development principles for each area describe the ways in which new homes should be designed and constructed. The map also includes the 100-year floodplain, which will limit development due to environmental constraints.

The General Residential Development Principles below describe methods of designing and constructing buildings that should be followed in all districts to foster the highest quality future development that will contribute positively to the City's neighborhoods.

GENERAL RESIDENTIAL DEVELOPMENT PRINCIPLES

- Preserve the City's natural features by incorporating them into residential design
- Use high-quality materials and design
- Integrate new neighborhoods into existing neighborhood fabric
- Encourage sustainability features in new residential homes
- Complement the design character of the community and nearby homes

MAP 4 | RESIDENTIAL DEVELOPMENT FRAMEWORK



Source: County Planning

RESIDENTIAL DEVELOPMENT PRINCIPLES

TOWN RESIDENTIAL



Town Residential areas form the vast majority of the community and consist of single-family neighborhoods. Generally, these neighborhoods have connected streets and vary in building style and design.

DEVELOPMENT PRINCIPLES

- Neighborhoods should be maintained as predominantly single-family
- Cul-de-sacs are discouraged and right-of-way should be maintained for potential future connections
- Cluster development patterns should be considered to preserve natural features
- Buildings should face and address the street, with clear front entrances and windows
- Garages should be on the side or rear, and should be set behind the main facade of the house

Source: Flickr user Brett VA

SUBDIVISION RESIDENTIAL



Subdivision Residential areas are generally found in the south end of Broadview Heights and are large, planned communities that are separate from other areas. Generally, they have reserved open spaces, pedestrian networks, consistent design standards, and may include attached homes and multi-family dwellings in addition to single-family homes.

DEVELOPMENT PRINCIPLES

- Neighborhoods should maintain their existing mix of single-family and attached homes
- Cul-de-sacs are discouraged and right-of-way should be maintained for potential future connections
- Existing trail and sidewalk connections/networks should be maintained
- Cluster development patterns should be considered to preserve natural features
- Existing green spaces should be maintained for use as passive recreation space or natural areas
- Building designs should maintain the distinct features and characteristics of the subdivision

Source: Montgomery County Planning Commission

MULTI-FAMILY RESIDENTIAL



Multi-Family Residential areas are largely limited to the area along Tollis Parkway. In general, they have varying building design and layout, and ample green space.

DEVELOPMENT PRINCIPLES

- Neighborhoods should consist of townhouses, two-family, and small multi-family buildings
- Cul-de-sacs are discouraged and right-of-way should be maintained for potential future connections
- Existing trail and sidewalk connections/networks should be maintained
- Buildings should face and address the street, with clear front entrances and windows
- Garages should be on the side or rear, and should be set behind the main facade of the house or accessed from a rear alley
- Green spaces should be central to the development and publicly accessible

Source: Sightline Institute: *Missing Middle Homes*

MIDDLE RESIDENTIAL



Middle Residential areas are proposed west of the Town Center along Royalton Road. These areas are largely single-family homes on long, narrow lots presently; some have been bought, consolidated, and redeveloped as subdivisions. If these properties redevelop in the future, a mix of single-family homes and townhouses in more walkable patterns could be considered to enhance Town Center development.

DEVELOPMENT PRINCIPLES

- Neighborhoods should consist of single-family housing with the potential for townhouses
- Cul-de-sacs are discouraged and right-of-way should be maintained for potential future connections
- Interconnected street and trail systems are highly encouraged
- Buildings should face and address the street, with clear front entrances and windows
- Garages should be on the side or rear, and should be set behind the main facade of the house or accessed from a rear alley
- Green spaces should be central to the development and publicly accessible

Source: Montgomery County Planning Commission



Source: Broadview Heights Parks & Recreation Department Facebook



GOAL 3 ENHANCE COMMUNITY LIFE

IN OUR WORDS

"This is an active community with lots of parks, [recreation], and civic resources, so additional public spaces would be put to good use. It would be nice to see a community space in the north end of town."

—Online Survey Respondent

"The City is doing well with public spaces at our current [community center] campus especially for children."

—Online Survey Respondent

WHAT WE ASPIRE TO

We aspire to be a community where neighbors feel connected to one another;

Where engaging spaces bring the community together;

Where our identity is proudly displayed and communicated to visitors; and

Where residents of all ages can find the amenities and services needed to lead fulfilling lives.

Broadview Heights is a vibrant community with deep connections among residents, as evidenced by the annual Home Days weekend of events and the programs popular at the Community & Recreation Center. Residents have repeatedly said that the City's people are the most important part of the community, and the spaces where people can mingle and interact are essential to community life.

Residents aspire to build upon the existing sense of community by providing and enhancing spaces that allow people to get to know one another, by defining the community's identity and sharing it, and by providing the amenities and services that allow any person to socialize in the City.

VIBRANT COMMUNITY SPACES

Broadview Heights has invested significantly in developing high-quality public places, especially at the Community Center Campus and at The Fields. To expand this legacy of quality spaces, residents and stakeholders identified other types of spaces they feel are missing. These included more natural park space and additional fields for the increasing number of lacrosse and other field-based sports. Residents also expressed a desire for amenities such as an outdoor pool, a community garden, landscaping, and trails.

To address these needs, this plan suggests shifting existing fields at the Community Center Campus to new park space on the former landfill areas as part of a larger reuse concept. The space at the Community Center Campus could be reconfigured to include more natural park spaces and new amenities.

Residents have also prioritized vibrant business districts where people can gather and enjoy themselves. Public plazas and parks in the Town Center and North End of Town can help accomplish this goal. These spaces could include smaller amenities such as splash pads or fountains with benches and seating surrounded by development.

IDENTITY

Throughout the planning process, residents noted that the split school district and separated subdivisions were not conducive to a consistent identity. Broadview Heights has taken steps to develop a more cohesive community character by updating the City's logo and constructing gateway signs at entrances into Broadview Heights. These efforts help form a unifying community identity.



Interesting public spaces like this plaza in Downtown Dublin, Ohio provide places for people to meet, sit, and enjoy the area.

Source: VisitDublinOhio.com



Designing a community that is friendly to people of all ages is a value expressed by residents of Broadview Heights.

Source: Flickr user Michael Coghlan

In many cases, actions identified throughout this plan will help formalize the community's identity. Improving streetscapes will provide quaint roads. Adding decorative lighting or other infrastructure elements will signify important places. Providing additional well-programmed community spaces will bring residents together. These types of actions can foster a community identity by bolstering a sense of place.

Based on resident input, this plan identifies additional ways to solidify the community's identity. It discusses continuing the City's sign program and adding new brand elements for the City's business districts, thoroughfares, and trail system. By designing these brand elements, the City can create a complete identity for the community.

ALL-AGES COMMUNITY

Enhancing community life also means enhancing the ability of all residents to participate in community life. Broadview Heights has a number of age groups with distinct needs. Children comprise more than 25% of residents and the Broadview Heights senior population is growing. It is important to provide opportunities for these groups when considering public spaces and amenities.

The City has invested in a Senior Center, facilitated the construction of senior living facilities, has high-quality school systems, and is home to numerous parks and recreation facilities targeted to children.

This plan identifies additional ways the City can continue to build upon its legacy of investment to benefit residents. The plan prioritizes the review of existing and future spaces, buildings, and programs to ensure they are accessible to all generations and meet the needs of all residents.

Intercept Survey Worksheet

Date: _____ Time: _____

- Why did you come here today? (Check all that apply)
 - ☐ Just passing through
 - ☐ Waiting for transit
 - ☐ An event (which one?) _____
 - ☐ Food and/or drink
 - ☐ Active recreation (walking, bicycling, exercise, sports, etc)
 - ☐ Meeting family and/or friends
 - ☐ Spending time by myself
 - ☐ Other (please explain) _____
- How often do you visit this park or outdoor space?
 - ☐ Daily
 - ☐ Weekly
 - ☐ Monthly
- How did you get here today? (Check all that apply)
 - ☐ Walk
 - ☐ Bike
 - ☐ Transit
 - ☐ Other (please explain) _____
- How was your trip here?
 - ☐ Very good
 - ☐ Good
 - ☐ Fair

Why? _____
- If you walked, how would you rate the sidewalks you used?
 - ☐ Very good
 - ☐ Good
 - ☐ Fair
- If you bicycled, how would you rate the bicycle lanes or paths?
 - ☐ Very good
 - ☐ Good
 - ☐ Fair
- If you took public transit, how would you rate the nearest stop?
 - ☐ Very good
 - ☐ Good
 - ☐ Fair
- If you drove, how would you rate the parking situation?
 - ☐ Very good
 - ☐ Good
 - ☐ Fair
- Have you ever actively supported or helped maintain this park or outdoor space?
 - ☐ Yes
 - ☐ No

If yes, please explain: _____
- Overall, how would you rate this park or outdoor space?
 - ☐ Very good
 - ☐ Good
 - ☐ Fair

26

Creating Parks and Public Spaces for People of All Ages

A Step-by-Step Guide

AARP Red Possibilities
Available at AARP.org/LivableParks

880 cities Green

AARP provides free resources, such as this guide and toolkit, for reviewing existing spaces and parks to ensure they are accessible and usable by people of all ages.

Source: AARP Livable Communities

STRATEGIES & ACTIONS

STRATEGY 7

Continue to enhance the Community Center Campus as the hub of the Broadview Heights community

- A. Use the Community Center Campus conceptual plan on page 60 to develop a final plan for the development of the campus
- B. Consider the inclusion of recreational fields at the former landfill site to shift sporting facilities away from the Community Center Campus
- C. Consider relocating the existing Fire Station #2 elsewhere on the Community Center Campus to better organize public space and provide a modern fire station facility
- D. Continue seeking ways to add an outdoor aquatic center to the Community Center Campus

STRATEGY 8

Establish outdoor community spaces in the Town Center and North End of Town, and program them to meet the needs of residents and add vibrancy to business districts

- A. Add public spaces in the Town Center area and North End of Town that can act as community hubs for each district
- B. Use events to activate spaces and attract shoppers to business districts
- C. Consider ways to add park space in the northern half of the community, as shown on page 40

STRATEGY 9

Communicate the Broadview Heights identity with the City's updated logo and expanded brand features

- A. Update existing gateway signage with the City's new logo, as shown in concepts on page 38
- B. Develop a brand for the Town Center, North End of Town, and major thoroughfares and incorporate it into infrastructure improvements
- C. Develop a Broadview Heights trail signage system in coordination with the Cuyahoga Greenways Plan, as shown in concepts on page 39
- D. Continue to use the community's logo and brand in other community materials and advertising

STRATEGY 10

Continue to develop community pride by providing amenities, services, and spaces for all residents and age groups

- A. Review public buildings, spaces, sidewalks, and parks to ensure they are accessible by everyone
- B. Evaluate population needs to determine if there are unmet needs among certain population groups, such as younger seniors
- C. Use Universal Design techniques to build accessible new community spaces
- D. Partner with the school districts on community access to recreational facilities on school properties
- E. Consider opportunities for a public cemetery within the community

BRANDING AND SIGNAGE

Consistent branding and signage defines a place, provides visitors with an enjoyable and memorable experience, and adds a level of predictability for users. Consistency in location, design, and content is key to creating an intuitive wayfinding system.

CONCEPTUAL COMMUNITY SIGNS

Broadview Heights recently updated its logo to better capture the spirit of the community and modernize its look. The conceptual image on the left below shows how this new logo could be incorporated into gateway signage that is similar to existing entry signs to the community.

The middle sign is an example of how similar materials and design elements could be used to identify entrances to the City's major districts. These signs would be unique to each district such as the Town Center, North End, and Royalton Road, but would use common elements to establish a consistent look.

The sign on the right shows potential secondary signage that could be used for City facilities such as the Community & Recreation Center, parks, and other municipal locations.

CONCEPTUAL COMMUNITY SIGNS



The images above represent conceptual sign designs with a consistent choice of brick, colors, logos, and base for a cohesive look. Landscaping and fencing further enhance the look, feel, and general aesthetics of the community.

CONCEPTUAL TRAIL SIGNS

Broadview Heights is home to numerous bikeways, a nationally recognized park system, and natural trails that residents greatly value. Signage can affect how people interact and use these amenities by making them easier to access and navigate. Having effective signage can improve trail use. Therefore, it is important that trail signage is visible; is consistent in terms of scale, design, materials, and information; and does not obstruct the views of drivers, pedestrians, or other users.

Below are conceptual renderings showing trail signage for Broadview Heights. The signage design is based on signage developed for the Cuyahoga Greenways system of trails. Each section of trail signage is unique to the communities in which they are located, but have common elements and layouts, which makes navigation easy. The images use the City's color scheme within the Greenways sign framework.

CONCEPTUAL TRAIL SIGNS



The images above represent conceptual ideas for trail signs in the Broadview Heights community. Consistent materials, colors, logos, icons, and information placement result in a sign that is easy to understand and allows users to quickly gather information. A small medallion with the Cuyahoga Greenways trail emblem could be placed on each sign to inform riders that they are on the trail network.

PARK FRAMEWORK

The Park Framework displayed on Map 5 identifies the location of existing parks, potential new parks, general areas where new parks and green spaces could be considered, and parks with investments proposed.

Conceptual Fire Station Park



The conceptual plan above shows one way a park could be created on the land behind Fire Station #1. The park features natural walking trails, a small picnic area, and a playground. Access from Sprague Road could provide vehicle parking and a pedestrian connection from Wallings to Sprague.

POTENTIAL NEW PARKS

The Park Framework identifies two potential new parks: a park on the unused land behind Fire Station #1 and a park on the former landfill area northwest of the Royalton Road and Interstate 77 interchange. A conceptual design for the fire station park is displayed to the left and a conceptual design for the landfill area is displayed on page 62.

The former landfill is proposed as a location for new sports fields that could be moved from the Community Center Campus, freeing space on the campus for other types of amenities.

PRIORITY NEW PARK AREAS

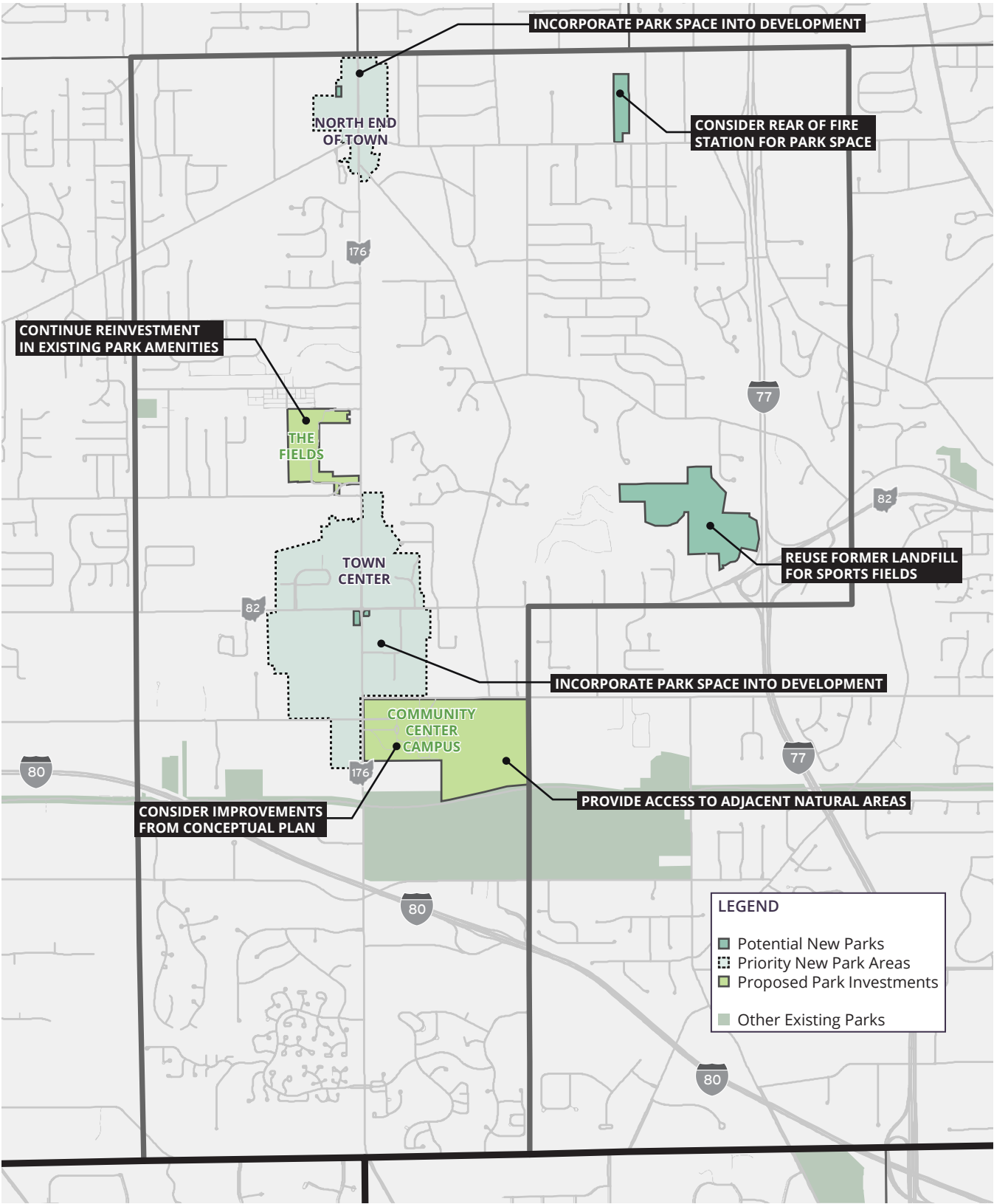
Besides specific parcels identified as potential parks, the Park Framework map displays the Town Center and North End of Town, where parks and plazas could be incorporated into new developments. These outdoor spaces can be developed and programmed to enliven these business districts.

New park spaces in these areas are identified in conceptual plans, however, these locations are only potential spaces and could be changed based on specific development plans.

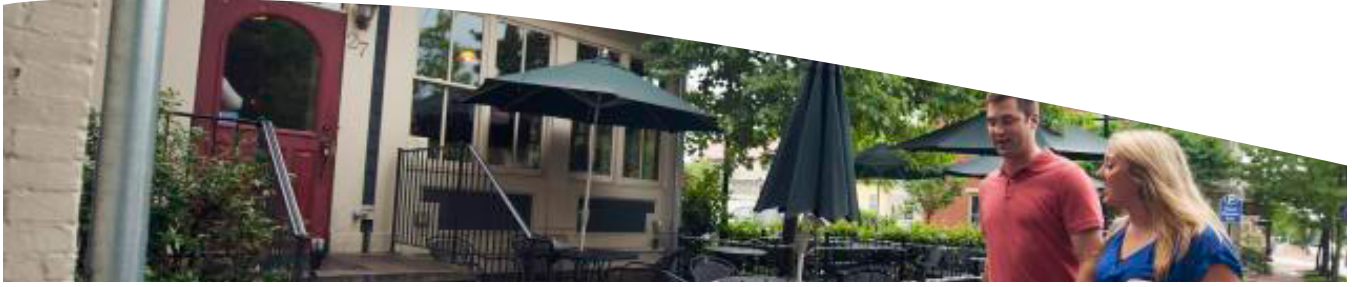
PROPOSED PARK INVESTMENTS

Investments have already been proposed for the Fields and the Community Center Campus. Additional investments have been identified as part of the community engagement process, especially for the Community Center Campus, as displayed in the conceptual plan on page 60.

MAP 5 | PARK FRAMEWORK



Source: County Planning



Source: Dublin Convention & Visitors Bureau



GOAL 4 FOSTER QUALITY DEVELOPMENT

IN OUR WORDS

"I would love to see new developments that include mixed-use buildings."

—Online Survey Respondent

"We need more quality development in the area that helps support the tax base."

—Online Survey Respondent

WHAT WE ASPIRE TO

We aspire to be a community comprised of attractive buildings that work together harmoniously to create charming places;

Where our regulatory guidelines provide a strong framework for developing well-designed and constructed buildings;

Where we attract new office and industrial developments in appropriate areas to provide jobs and enhance the tax base; and

Where we use our remaining vacant land effectively while preparing for a time when the re-use of land becomes necessary.

Broadview Heights has numerous places in the community where residents can interact, shop, and dine, especially along Broadview and Royalton Roads. These business districts provide space for commercial uses, but they have been developed over time and lack consistency in terms of design, building placement, and scale.

Residents would like to see business districts that reflect the strong community of Broadview Heights; that are attractive and walkable; and that provide taxes, job opportunities, and shopping experiences for residents.

CONTEXTUAL ZONING

Broadview Heights has a history of proactively updating the City's Zoning Code to prepare for changes and to match City planning documents. These include the rezoning of the Town Center area and the zoning changes along parts of Royalton Road. This type of proactive zoning action is one of the most effective ways of shaping development.

The Master Plan process provides residents the opportunity to identify the types of development they desire for specific areas of the City. The results have shown that the type of development most favored by residents is not currently allowed or required by the City's zoning. Walkable development with quality materials and consistent design characteristic of small-town charm were the types of development they would desire in the Town Center and North End of Town. The current Zoning Code does not require this type of development, and in many ways makes it nearly impossible to build.

A priority of the plan is to update the City's Zoning Code to better reflect the type of development desired by residents. This includes reexamining the zoning of the City's business districts. This would analyze door placement, design standards, landscaping requirements, and site plans that prioritize pedestrians.

WESTERN RESERVE DESIGN

The City's location along Route 82 connects it to the communities on the southern end of Cuyahoga County, including Brecksville and North Royalton. Many of the places along Route 82 have a distinct aesthetic, resulting from its history as part of the Connecticut Western Reserve. The design elements associated with this historical era include the use of red brick, decorative fencing, extensive green space, white trim, and classic design elements such as pediments and cupolas.

Broadview Heights has not uniformly embraced elements of the Western Reserve Design; however, some buildings have elements of this style. Residents



This restaurant example from Westerville, Ohio shows how suburban developments can use quality materials, extensive windows, and low setbacks to provide a more attractive and walkable environment.

Source: Google Earth

SPECIAL IMPROVEMENT DISTRICTS

A Special Improvement District (SID) is a physical area in which property owners elect to pay an additional assessment in order to fund public improvements and services that benefit the district.

The purpose of a SID is to support the growth and development of a business district through services that enhance the area's vibrancy, improve its safety and cleanliness, and attract investment.

Common SID services include safety patrols, sidewalk cleaning, litter removal, streetscape improvements, landscape maintenance, and event planning.



The Ohio City Special Improvement District (SID) provides cleaning, maintenance, and safety services for the Ohio City neighborhood.

Source: Ohio City Inc.

have expressed a desire to reinforce Western Reserve architecture in new structures, especially in the Town Center and North End of Town.

This plan identifies elements of Western Reserve architecture and provides those designs as examples of how various features can be included in new architecture. To incorporate these elements in future development, the plan encourages the adoption of specific design guidelines that can be applied to new development and redevelopment.

VARIED TAX BASE & FUNDING

The taxes associated with commercial, industrial, and mixed-use development provide significant resources for the City and School Districts. While these land uses account for 16% of the City's total parcel area, they also account for a higher percentage of the City's vacant land. As the City of Broadview Heights nears full build-out, these remaining commercial, industrial, and mixed-use areas should be maintained for these uses to support a robust and diverse tax base.

These non-residential land uses often require infrastructure improvements to support development. For instance, industrial areas may need wider turn radii, and mixed-use areas may seek event spaces and streetscape improvements that support retail and commercial development. To fund these improvements, Tax Increment Financing (TIF) and Special Improvement Districts (SID) are tools that can help, as described below:

- TIF districts divert the increase in tax revenues from a project to fund other improvements such as infrastructure and public services that support that project.
- SIDs are geographic areas where property owners elect to pay an additional assessment in order to fund public improvements and services within the district.

This plan identifies these tools as potential methods of funding improvements.

STRATEGIES & ACTIONS

STRATEGY 11

Update the City's Zoning Code to foster consistent, walkable, and high-quality developments in the community, especially the Town Center and North End of Town

- A. Update the Town Center zoning regulations to improve walkability and design, including setbacks and design character (see page 46)
- B. Develop new zoning regulations or adapt existing regulations to improve the walkability and design of the North End of Town (see page 46)
- C. Update the City's sign code to shift toward context-sensitive signage that limits electronic signs and refocuses on well-designed, monument-style signs
- D. Adopt design guidelines for new construction that guide the community toward a more consistent design aesthetic that embraces elements of Western Reserve style architecture, as described on page 47
- E. Anchor the Town Center with a high-quality development on City-owned land, as shown in the conceptual design on page 56

STRATEGY 12

Maintain a balance between new residential, commercial, and industrial development to ensure fiscal stability and continued strong revenue streams

- A. Attract office and industrial developments to existing industrially zoned land to provide job opportunities and municipal revenue
- B. Improve the City's partnership with the County Land Bank to ensure vacant parcels are put back into productive use
- C. Explore the Tax Increment Financing (TIF) and Special Improvement District (SID) funding models in the City's business districts to pay for enhancements and their maintenance

ZONING CODE COMPARISON

The Broadview Heights Zoning Code is the City's primary tool for shaping development. While the City has undertaken a number of code amendments to improve design and allow the mixing of uses, especially in the Town Center, issues such as setbacks and lack of clarity on design guidelines still limit the ability of the City to achieve its desired development goals.

This plan outlines actions to modernize the Zoning Code with graphics and tables for ease of use by residents and developers while also updating regulations in the Town Center and North End of Town to require the type of walkable development preferred by residents.

The chart below shows existing regulations in the Town Center and North End of Town compared to best practices for walkable developments. A mix of commercial and residential uses, limited auto-oriented uses, low setbacks, extensive design guidelines, and rear parking are all best practices for developing walkable business districts. Updating the Zoning Code to reflect these best practices will foster these desired elements.

RECOMMENDED ZONING BEST PRACTICES

Standards		Town Center Zoning (Current)	North End of Town Zoning (Current)	Recommended Best Practices
Permitted Uses		Mixed-Use (Extensive Percentage System)	Retail	Mixed-Use
Auto-Oriented Uses		Some Permitted	Conditional	Limited
Residential Uses		Some Permitted	Not Permitted	Permitted
Front Setback	Min	50-110+ Feet (Varies Depending on Use, Height, & Location)	50-110+ Feet (Varies Depending on Use, Height, & Location)	---
	Max	----	---	Very Low (~15 Ft)
Height	Min	---	---	Medium (~2 Stories)
	Max	35 Feet or 2 Stories	35 Feet or 2 Stories	Medium (~3 Stories)
Design Guidelines <i>*see page 47 for details</i>		Extensive, No Given Style	No Requirements	Extensive, Specific Style
Parking Location		20% to 40% Minimum of Parking Must Be Placed to Side or Rear	No Requirements	All Parking Must Be Placed to Side or Rear

The chart above outlines a number of common standards that can help shape a walkable district. The items in black show what the standard is, the items in pink show current regulations for the Town Center area and the North End of Town, and the purple items show recommended best practices to achieve more walkable developments.

DESIGN GUIDELINES

Design guidelines are standards for development that ensure consistent architectural styles and promote a sense of place. Guidelines cover a variety of elements, but typically discuss materials, styles, and design. For Broadview Heights, existing design guidelines for the Town Center could be clarified while being expanded to include guidelines for the North End of Town. These guidelines can reinforce the City's Western Reserve history while positively contributing to walkability.

WESTERN RESERVE STYLE

With its history as part of the Western Reserve, Broadview Heights and other southern Cuyahoga County communities have sought to embrace this historical style. The Western Reserve style blends many colonial influences, such as Georgian, Queen Anne, Greek Revival, and Federal styles. Common elements typically include the following:

- Red brick as a predominant feature
- Horizontally lined wood siding
- White framed windows and structural trim
- Sparingly used and ornately carved stone
- Decorative elements such as balustrades, domes, friezes, spires, colonnades, pediments, etc.
- Typically two-story height

DESIGNING FOR WALKABILITY

Developing places that are enjoyable to walk around requires designing structures to support walkability. To accomplish this, many communities have adopted guidelines that address walkability standards. These include a variety of treatments, but typically cover some of the following:

- Extensive, transparent windows
- Front entrances
- Architectural details
- Buildings close to the sidewalk
- Active first floors such as retail stores
- Landscaping, benches, and amenities



This historic structure in Brecksville, Ohio provides a strong example of Western Reserve style with its red brick, white trim, limited stonework, and formal cupola.

Source: Flickr user Doug Kerr



This storefront shows strong elements of walkable design: extensive windows, front door, architectural detailing, and landscaping.

Source: Flickr user Ted



Source: County Planning



GOAL 5 EMBRACE ENVIRONMENTAL ASSETS

IN OUR WORDS

"Ensuring greenery around our community spaces shows we have pride in our [city]."

—Online Survey Respondent

"We should maintain as much land as possible in a natural state."

—Online Survey Respondent

WHAT WE ASPIRE TO

We aspire to be a community where our guidelines reinforce our admiration of nature by protecting and preserving natural assets;

Where we conscientiously use land and open space to enhance the quality of life for residents; and

Where we look to our regulations as a tool to foster a sustainable community.

Broadview Heights has a diverse landscape of densely forested areas, deep ravines, and natural spaces that not only provide natural beauty but also are critical elements of the City's water system. These community assets continue to be a highly valued component of what makes Broadview Heights both a rewarding place to call home and a memorable place to visit.

Residents would like to see natural assets protected, including the City's trees, sensitive ecosystems, and rivers.

SUSTAINABLE ZONING

The Master Plan process has provided residents the opportunity to discuss how various goals fit with their vision for the City. The results showed that residents desire to keep Broadview Heights a beautiful place to call home by protecting its natural features. Specifically, they desire stronger protections for trees and better stormwater management to reduce flooding.

In many ways, the current Zoning Code and regulations do not require environmentally friendly development and in some cases do not allow it. Some examples of a disconnect include the following:

- Parking requirements yield large parking lots and may not allow permeable pavements, thereby increasing stormwater runoff that can overwhelm sewers and streams
- Landscaping standards are not extensive and may limit the types of plants allowed to be planted
- Disconnecting downspouts, using rain barrels, or building rain gardens can be difficult or burdensome
- Regulations may limit or may not allow solar panels on homes or in industrial areas where they would be appropriate
- Steep slopes are not protected from development and disturbing these areas can increase soil instability and erosion

The environmentally sensitive areas in Broadview Heights have already been categorized and mapped in various planning processes, including this Master Plan, Balanced Growth Plans, and the Cuyahoga County Greenprint.

The priority of the plan is to update the City's Zoning Code to reflect the environmentally friendly solutions desired by residents. This includes reviewing codified ordinances to update permitted uses; adjust policies and regulations to accommodate enhanced conservation efforts of trees, natural features, and native plants; and expand guidance for alternative energy systems.



This green infrastructure example from Mequon, Wisconsin shows how innovative solutions to stormwater management can seamlessly integrate into an existing roadway framework, in addition to beautifying streetscapes and parking lots.

Source: Flickr user Aaron Volkening

STEEP SLOPES

Steep slopes are hillsides with a grade of 12% or more. When development takes place on or near steep slopes, vegetative cover is greatly reduced, significantly increasing soil instability and erosion.

Soil erosion and sedimentation into waterways poses several threats to public health and safety, including increased potential for flooding, that are difficult and expensive to correct. Property damage is also commonly associated with development on steep slopes.

To address steep slopes, local watershed plans have suggested the following:

- Conserve these resources to the maximum extent possible for health, safety, property, and environmental concerns; and
- Implement steep slope setbacks to reduce development on or near them



This graphic from the Washington State Department of Transportation shows the end result of repair work for a hillside on a state route in 2016. The project provided much needed stabilization to the slope and will help reduce the severity of failures or landslides for this particular area in the future.

Source: Flickr user Washington State Department of Transportation

INCORPORATING GREEN FEATURES

Broadview Heights has significant opportunity to incorporate green features in existing neighborhoods and on publicly owned land as part of planned or potential infrastructure improvements. By incorporating these features as development occurs, the City can make incremental steps toward a more environmentally friendly future.

The City has multiple locations in which green features could be located, especially the Community Center Campus, the Fields, and the former landfill sites north of Royalton Road at I-77. In addition, the City has the opportunity to make small changes as roads are rebuilt, development proposals are reviewed, and infrastructure changes are made.

This plan suggests that the City could lead on environmental improvements by adding features on City-owned land. This could include bioswales, solar energy systems, and electric vehicle charging stations at the Community Center Campus. Likewise, the City could partner with the current owners of the landfill sites to explore alternative uses, such as solar fields, that could use land that would likely otherwise remain vacant.

PROTECTING EXISTING ENVIRONMENTAL ASSETS

Residents continue to be concerned with environmental issues like flooding, erosion, and how communities upstream affect Broadview Heights and how Broadview Heights affects communities downstream. In recent years, the City of Broadview Heights has established various requirements to limit development in close proximity to waterways and wetlands as a way to address these concerns and improve the health of waterways.

While current regulations are strong, it is critical to continue enforcement of these regulations, acquire land or waterways where necessary to protect features, and consider other regulations to supplement existing ones. This plan identifies a goal of protecting the City's extensive environmental assets to preserve the community's stream corridors, steep slopes, and wetlands.

STRATEGIES & ACTIONS

STRATEGY 13

Conduct a sustainability audit of existing codified ordinances to identify changes that could foster sustainable development

- A. Review parking and impervious surface standards to consider regulations for reducing impervious surfaces and improving stormwater management
- B. Review landscaping and water conservation standards to consider regulations for expanding and diversifying landscaping to help maintain native habitats and treat stormwater
- C. Review permitted uses to consider updating codified regulations to allow community gardens within the Community Center Campus
- D. Review solar energy standards to consider regulations for solar installations within light industrial districts and residential districts
- E. Review steep slope protections to consider adding guidelines for reduced land disturbance as a result of development

STRATEGY 14

Incorporate green features into existing neighborhoods, future development, and public improvements

- A. Add green stormwater features where possible and as part of infrastructure improvements to reduce the burden on existing sewer and natural systems
- B. Partner with the Department of Sustainability to evaluate a solar field on former landfill sites, as described in the conceptual plan on page 62
- C. Develop a citywide tree plan to expand the community's tree canopy
- D. Incorporate green features, such as bioswales, solar panels, and Electric Vehicle (EV) charging stations on City-owned land including the Community Center Campus and The Fields

STRATEGY 15

Protect the City's extensive environmental assets

- A. Continue to protect critical waterways by limiting nearby development and preserving stream corridors, steep slopes, wetlands, and riparian areas

SOLAR ENERGY POTENTIAL

Capturing and using energy from the sun is not a new technology; however, using capped landfill sites for alternative energy systems is a relatively new trend. Capped landfill sites offer an opportunity for communities to explore new uses, such as solar fields, due to their unique topographic features.

In many circumstances, capped landfill sites occupy large tracts of land that are typically not suitable for development. Renewable energy can be a beneficial way to use these vacant spaces because they tend to have several key characteristics in common:

- Mostly flat;
- Mostly unhindered by vegetation or trees;
- Located in easily accessible areas;
- Minimal or no conflicts with tall buildings; and
- Optimal solar exposure.

The City of Broadview Heights has two capped landfill sites within the community. Located just off of Interstate 77 and Royalton Road, these sites offer nearly 160 acres of flat and highly exposed areas for exploring solar potential within the community.

SOLAR OPTIONS

There are many options for solar installation and power distribution that the City of Broadview Heights could consider. These might include the City establishing its own municipally owned utility, creating a partnership with a private energy developer, or installing a community solar facility.

This plan recommends that the City evaluate the future uses of its capped landfill sites for solar potential and open spaces. A conceptual site plan for the City's landfills and solar development can be found on page 62.

THE CITY OF BROOKLYN, OHIO LANDFILL SOLAR ARRAY

Winner of Solar Builder's 2018 Gold Project of the Year, the new solar array on the former Cuyahoga County Landfill in Brooklyn, Ohio is a testament to the feasibility of solar development on landfill sites.

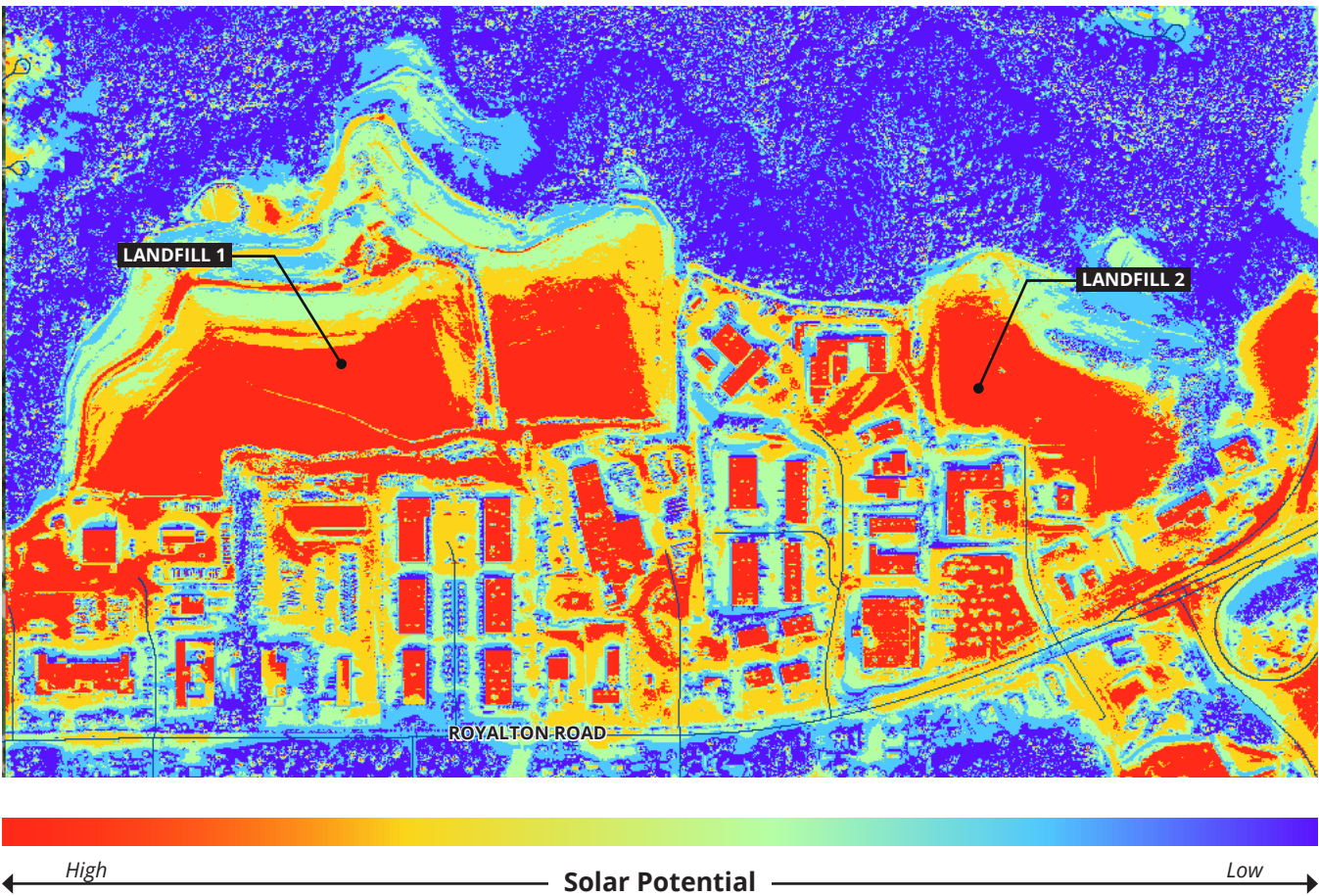
This solar array sits on 17 acres and consists of more than 35,000 solar panels, which are expected to generate 5 million kilowatts of electricity per year. The solar array is also planned to save the County roughly \$3 million over 25 years, and will offset about 7%-8% of the load for 14 county buildings.



This image shows the solar array atop the closed Cuyahoga County landfill in the City of Brooklyn. The array is large enough to provide the electricity needed to power the equivalent of 500 residential homes.

Source: Enerlogics

MAP 6 | SOLAR POTENTIAL



The solar potential map above was created using a high-resolution 3D digital surface model of all features at or above ground. Using a GIS-based Area Solar Radiation tool, a measure of Kilowatt-hours per square meter was generated for the entire surface of Cuyahoga County. The measure is largely based on a surface's direction and slope, and accounts for shadows from nearby trees, buildings, and other tall features. More generally, the tool accounts for our region's latitude and sun angle throughout each day of the year.

Brighter reds, oranges, and yellows show where there are areas that have greater solar potential. Darker purples, blues, and teals show areas that have less solar potential. The map indicates that the former landfill sites in Broadview Heights have a high potential for solar development.

Source: County Planning

Broadview



Commons

CATAN FASHIONS

Pucher's

FLOORS • PAINT
WINDOW COVERINGS

Cozumel
Mexican Restaurant

NEW HEIGHTS
IN HAIR

SWORD FURS
& Fine Outerwear

SECTION 4

PLANNING CONCEPT AREAS

To visualize how actions from the previous section can impact the community of Broadview Heights, the Planning Concept Areas section provides renderings of potential development scenarios for four major areas in the City.

WHAT'S INSIDE

This section includes conceptual designs for areas in Broadview Heights which have been a focus of the planning process: the Town Center, the North End of Town, the Community Center Campus, and Royalton Road East. Each conceptual design shows potential development scenarios for the four areas and outlines key development principles to consider when making improvements or reviewing proposals.

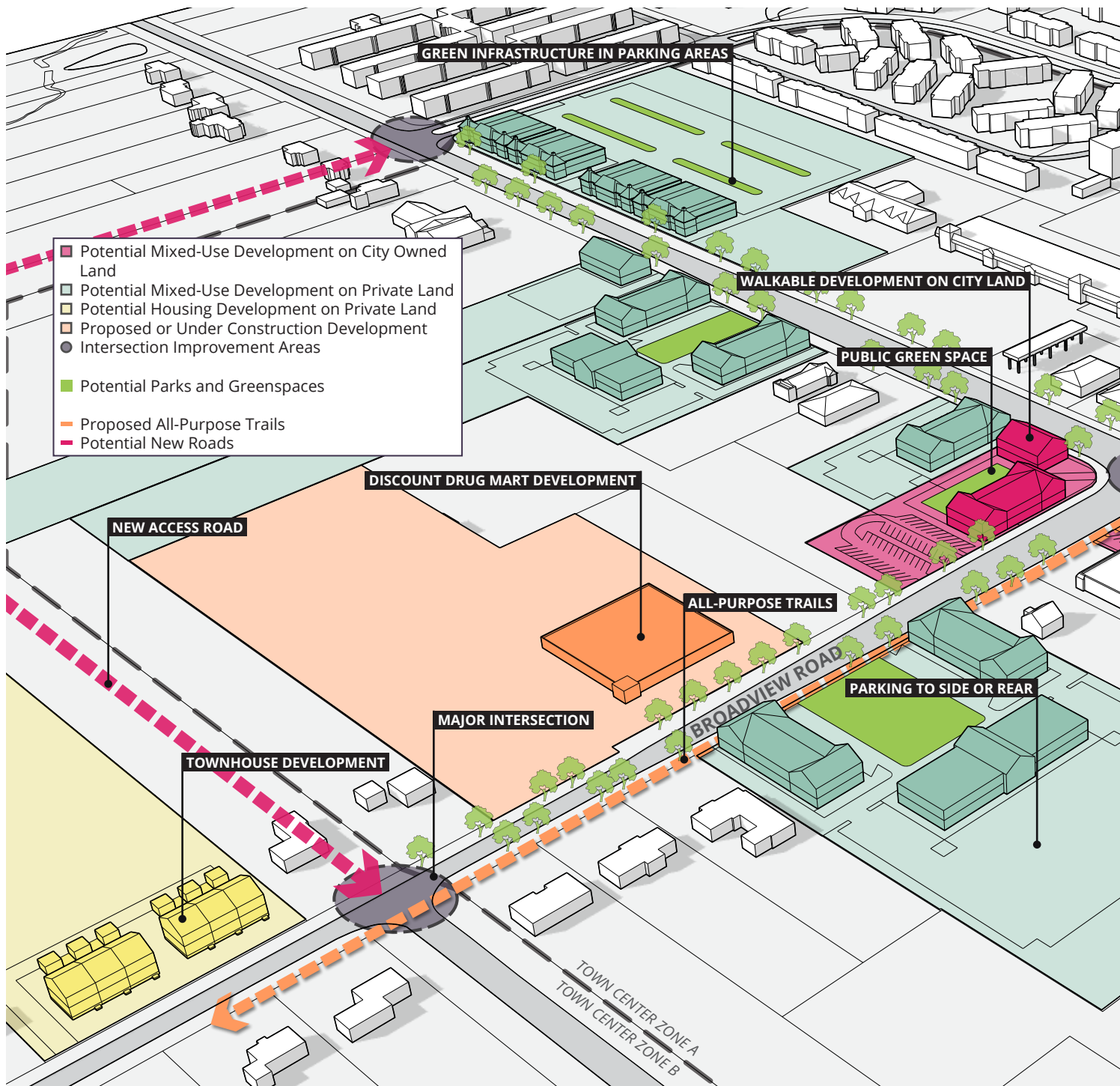
The Planning Concept Areas were developed using input received throughout the planning process. This included the Project Team, Steering Committee, public, and regional entities.

It is important to note that the conceptual designs are not final designs. Rather, these conceptual designs are meant to illustrate how ideas discussed throughout the planning process could be achieved. Each spread includes development principles that should be used to guide development, and the conceptual designs reflect just one example of how these principles could be applied.

HOW DO I USE IT?

The Planning Concept Areas section showcases how four key areas in Broadview Heights could take shape over time. It should be used as an example of how best practices could be applied.

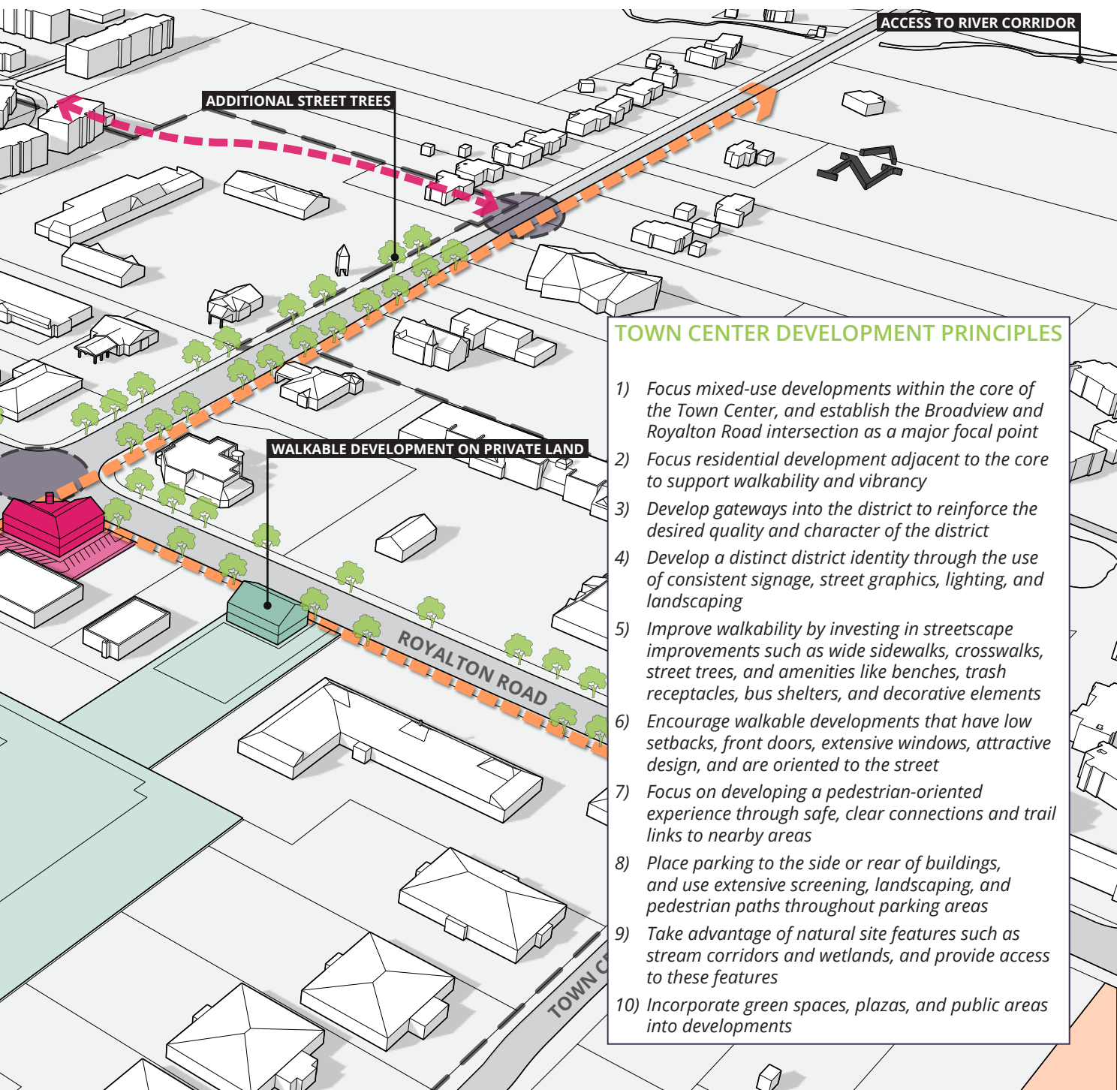
PLANNING CONCEPT AREA: TOWN CENTER



Source: County Planning

This conceptual plan for the Broadview Heights Town Center shows how walkable development on City-owned land and on privately owned vacant land could come together with new trails and streetscapes to form the basis of a vibrant, walkable district that acts as a community gathering space for all.

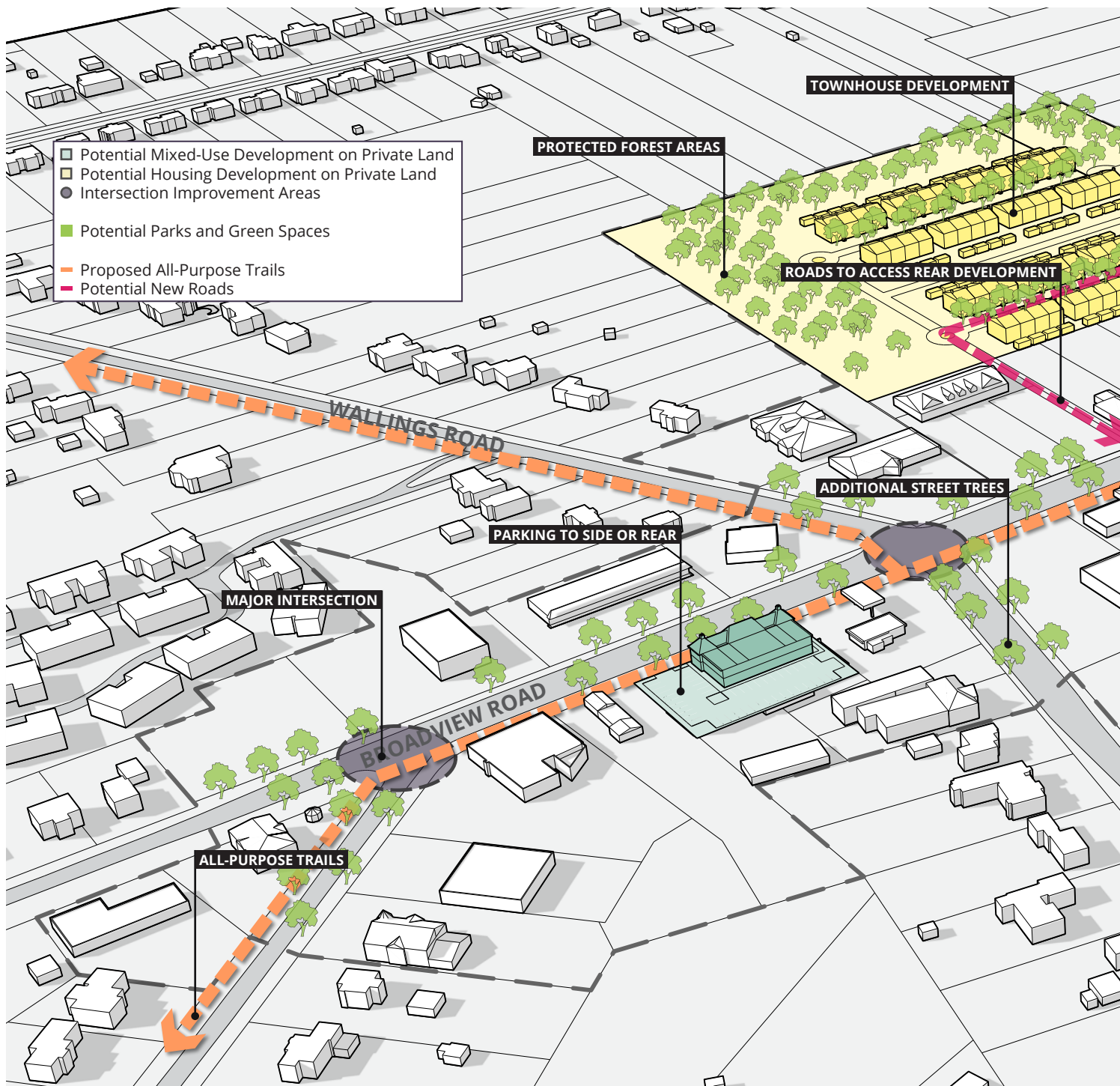
The designs and developments below are strictly conceptual and are intended to display how developments *could* be arranged to form a walkable Town Center district.



TOWN CENTER DEVELOPMENT PRINCIPLES

- 1) Focus mixed-use developments within the core of the Town Center, and establish the Broadview and Royalton Road intersection as a major focal point
- 2) Focus residential development adjacent to the core to support walkability and vibrancy
- 3) Develop gateways into the district to reinforce the desired quality and character of the district
- 4) Develop a distinct district identity through the use of consistent signage, street graphics, lighting, and landscaping
- 5) Improve walkability by investing in streetscape improvements such as wide sidewalks, crosswalks, street trees, and amenities like benches, trash receptacles, bus shelters, and decorative elements
- 6) Encourage walkable developments that have low setbacks, front doors, extensive windows, attractive design, and are oriented to the street
- 7) Focus on developing a pedestrian-oriented experience through safe, clear connections and trail links to nearby areas
- 8) Place parking to the side or rear of buildings, and use extensive screening, landscaping, and pedestrian paths throughout parking areas
- 9) Take advantage of natural site features such as stream corridors and wetlands, and provide access to these features
- 10) Incorporate green spaces, plazas, and public areas into developments

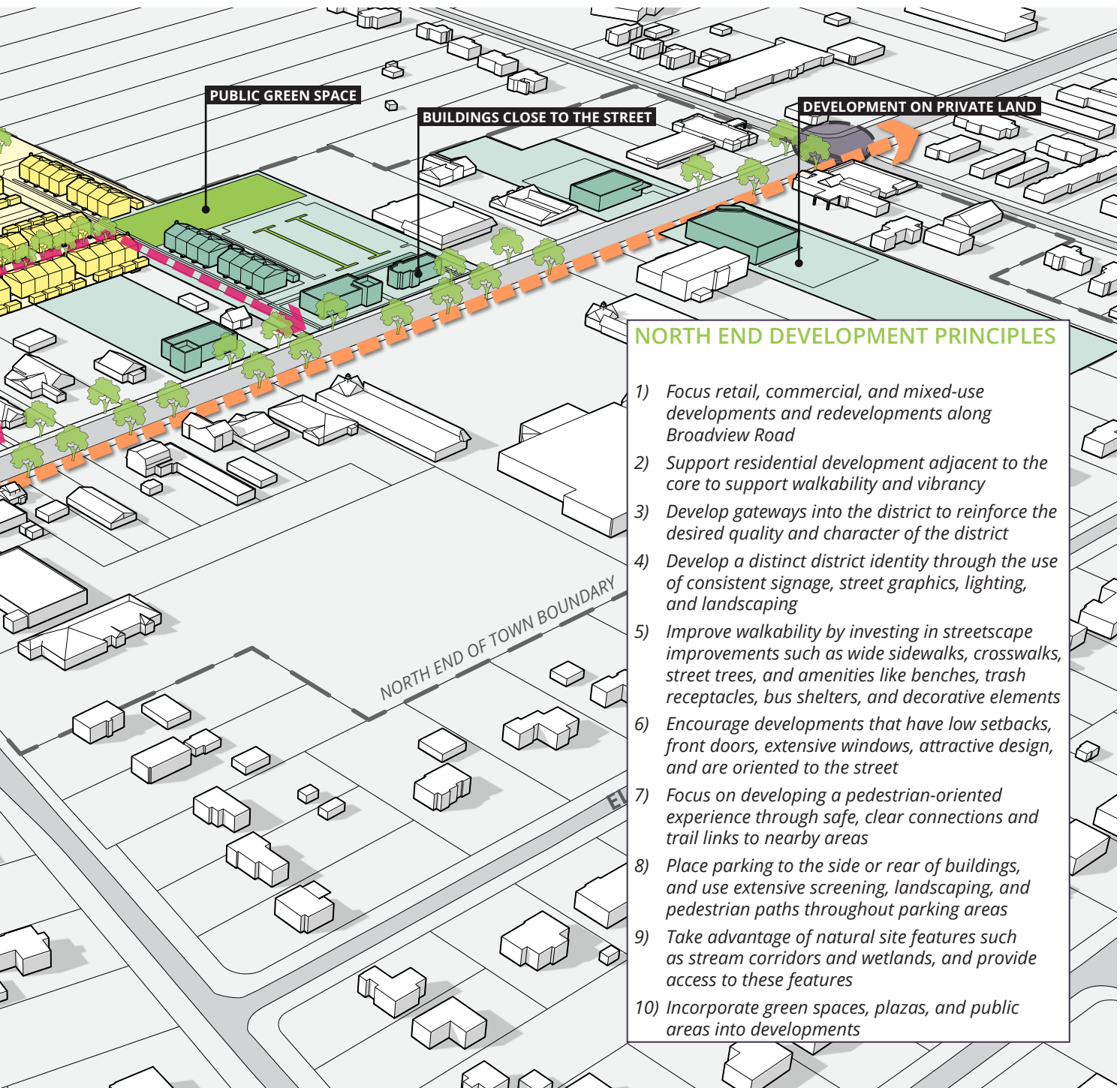
PLANNING CONCEPT AREA: NORTH END OF TOWN



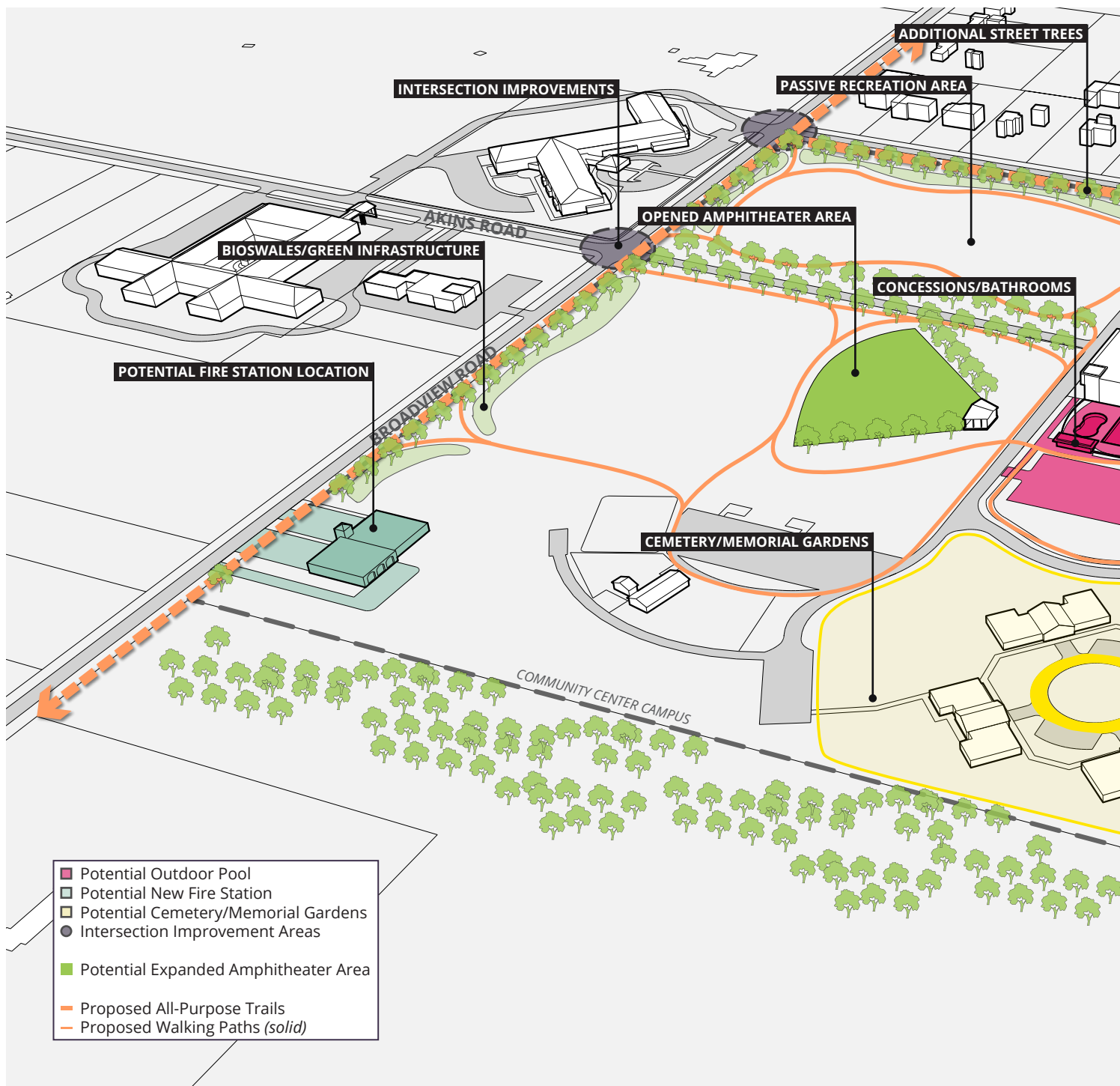
Source: County Planning

This conceptual plan for the North End of Town shows how updated zoning regulations could support more walkable development along Broadview Road, while opening access to rear parcels for townhouse development. Combined with streetscapes, trails, and intersection improvements, these changes could facilitate the development of a more cohesive district.

The designs and developments below are strictly conceptual and are intended to display how developments *could* be arranged to form a cohesive North End of Town district.



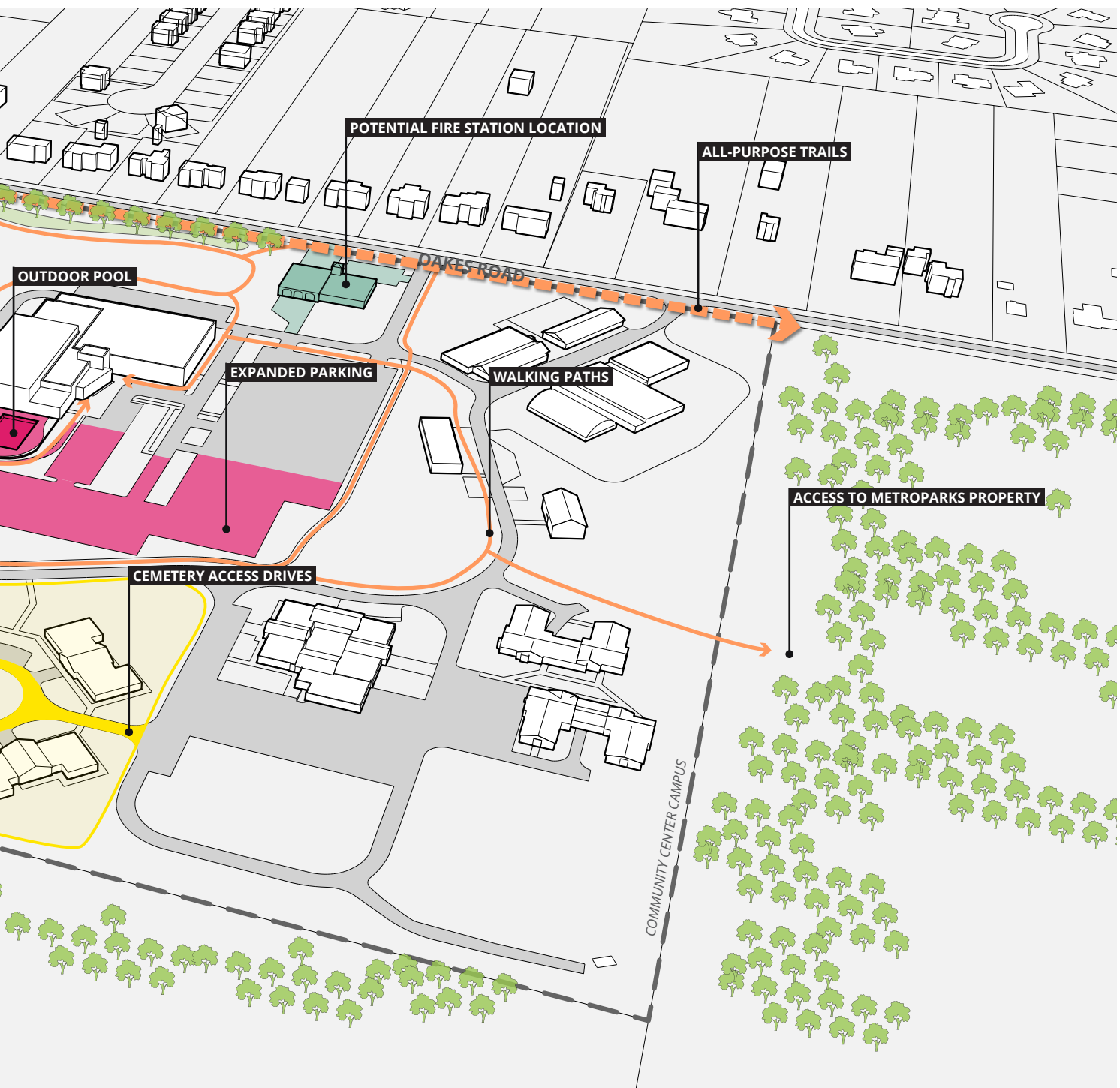
PLANNING CONCEPT AREA: COMMUNITY CENTER CAMPUS



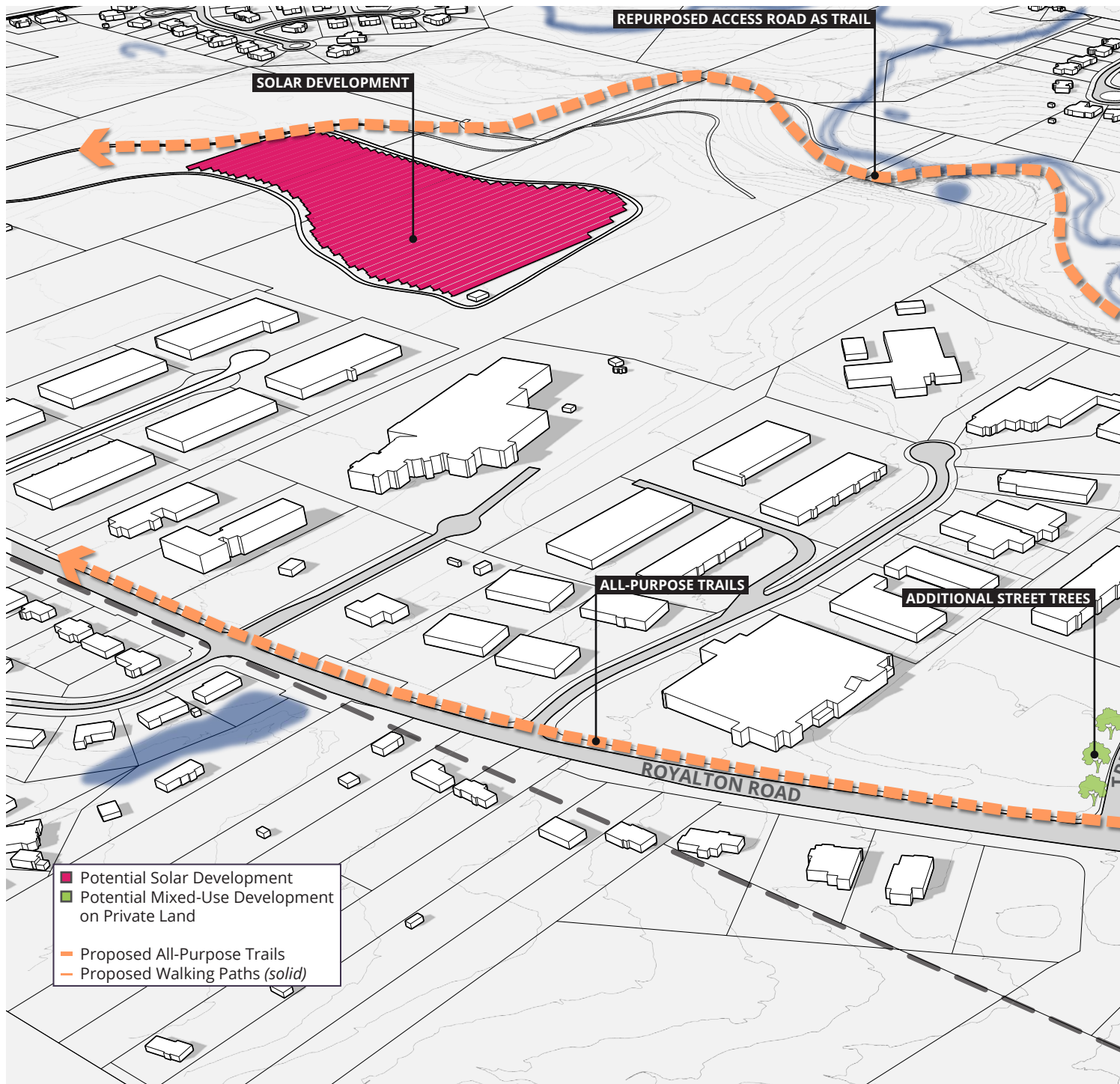
Source: County Planning

This conceptual plan for the Community Center Campus shows how moving fields off the Community Center Campus and relocating the existing Fire Station could allow for a better arrangement of passive recreational uses on the western half of the Community Center Campus.

The designs and developments below are strictly conceptual and are intended to display how developments *could* be arranged to form a cohesive Community Center Campus.



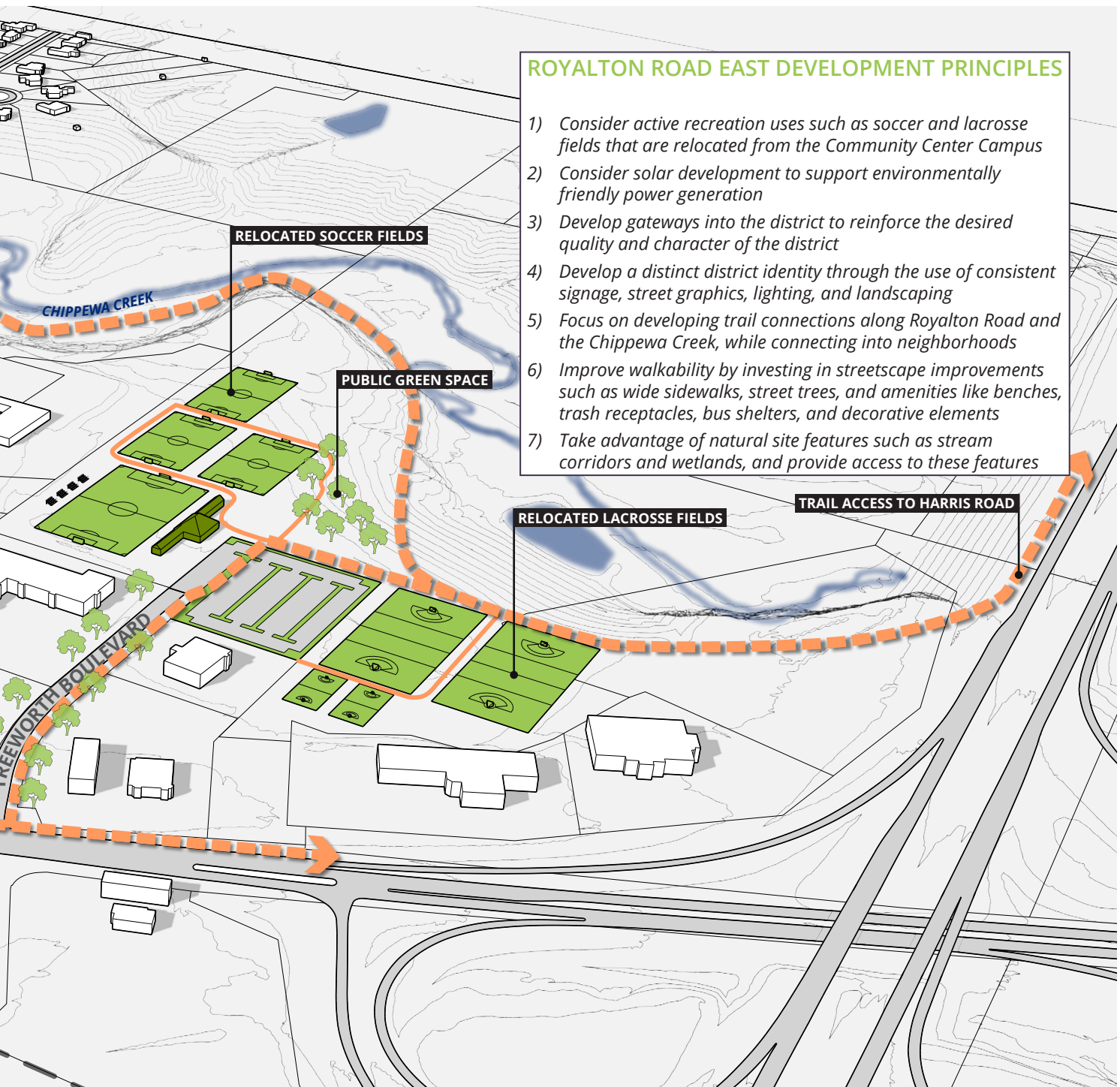
PLANNING CONCEPT AREA: ROYALTON ROAD EAST



Source: County Planning

This conceptual plan for the Royalton Road East area shows how former landfills could be reused for park space and solar fields, while linking these amenities with nearby neighborhoods and business districts via trails.

The designs and developments below are strictly conceptual and are intended to display how developments *could* be arranged to reuse former landfill sites.





County Planning

FOR OUR COMMUNITY
FOR OUR REGION
FOR OUR FUTURE