





4.0 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 IN THIS SECTION?

This section describes the type of future that residents and community leaders want based on conversations and analysis done previously. This future is described in a vision statement and series of objectives. These are broad descriptions of how the community would like to look and function in five to ten years.

HOW DO I USE IT?

The Community Vision section describes the desired future for Brecksville. The vision and objectives should be used as the basis for undertaking future actions and to evaluate whether specific actions or projects meet the goals of the Master Plan.

The vision and objectives are the foundation for all of the recommendations that are outlined in the Plan.

4.1 OUR WORDS

Below are direct quotes from Steering Committee members describing their visions for the future of Brecksville. These statements helped form the vision and objectives for the Plan.

“ ENSURE THAT YOUNG FAMILIES CAN AFFORD TO LIVE
IN BRECKSVILLE BY PROVIDING HOUSING WITH A VARIETY OF
PRICE POINTS ”

“ MAINTAIN CURRENT TRAFFIC LEVELS
AND PATTERNS, AND ENHANCE THROUGH
BEAUTIFICATION AND CALMING ELEMENTS ”

“ MORE SIDEWALKS AND SAFE
BIKE TRAILS FOR KIDS
TO GET TO SCHOOL ”

“ BRECKSVILLE WILL CONTINUE TO HAVE THE
SMALL-TOWN FEEL THAT ALLOWS OUR
CITIZENS TO FEEL
INVOLVED IN THEIR
COMMUNITY ”

“ MAINTAIN THE TRADITIONS OF A QUAIN
COMMUNITY WHILE ALLOWING NEW TRADITIONS TO FORM ”

“ SMALL TOWN WITH MODERN FLAIR ”

“ A HOUSING INVENTORY THAT ATTRACTS NEW
RESIDENTS AND ALLOWS EXISTING
RESIDENTS DIFFERENT OPTIONS
IF THEY WANT TO STAY IN OUR COMMUNITY ”

“ BRECKSVILLE WILL CONTINUE ITS TRADITION OF STRONG
LEADERSHIP AND FISCAL RESPONSIBILITY
WHILE PROVIDING SERVICES AND FACILITIES THAT MAKE OUR
CITIZENS PROUD TO LIVE HERE ”



“ CONTINUE PARTNERSHIPS AMONG LOCAL
GOVERNMENT AGENCIES AND EXPLORE
OTHER WAYS TO WORK COLLABORATIVELY ”

“ BRECKSVILLE WILL ACTIVELY REVITALIZE THE
DOWNTOWN AREA BY **FILLING UP EMPTY**
STOREFRONTS WITH DESIRABLE RETAIL SHOPS
AND SERVICES ”

“ PROMOTE CONSISTENT AND FLEXIBLE SPACE, TO
ATTRACT TECHNOLOGY-BASED FIRMS,
CONSISTENT WITH UP-AND-COMING “SMART”
MARKETS ”

“ THE **CHANGING PATTERNS OF RETAIL**
ACTIVITY TO E-COMMERCE WILL NEED TO BE
ADDRESSED ”

“ RETAIL SPACE NEEDS TO HAVE A **SENSE OF**
WALKABILITY FOR THE ALLURE OF WINDOW
SHOPPING ”

“ BRECKSVILLE RESIDENTIAL AREAS WILL
MAINTAIN THE WOODSY FEELING
THAT OUR RESIDENTS AND VISITORS ENJOY AND
EXPECT ”

“ [PARKS ARE] ONE OF OUR **GREATEST**
OFFERINGS AS A COMMUNITY
IN WHICH WE SHOULD EMBRACE THE PEOPLE
THAT ARE COMING HERE TO ENJOY IT. ”

4.2 OUR VISION

The vision for the future on the following page is a broad, aspirational view of Brecksville in ten years. It describes generally what Brecksville looks and feels like for the people that live, work, and visit the City. Much of what the vision describes matches what Brecksville is today—it has character, tradition, and charm that residents see as the bedrock of the community. These qualities and characteristics of the City are foundational and should not change. They are reinforced in this vision for the future.

The vision for the future also describes physical attributes of the City, such as a preserved natural environment, attractive streets, neighborhoods for all ages, walkability, and large parks. Some of these physical attributes exist today while others describe a Brecksville to which we can aspire.

HOW IT WORKS

The vision for the future is broad and bold, but it does not describe specific action steps or policies to undertake. The vision is a foundation to ensure that we agree on a future goal. In the next phases, we will add recommendations on how to accomplish this vision and its objectives. The agreed upon vision and objectives are the benchmark against which these goals and actions are measured.

HOW IT WAS FORMED

The vision and objectives on the following pages were developed based on the Current Conditions analysis, Resident Survey, and input from the Project Team and Steering Committee. The Project Team and Steering Committee were especially helpful in developing the statements with their brainstorm on visions in ten topic areas, samples of which are displayed on the previous page.

1980 PLAN: VISION

The goals and objectives from the 1980 Master Plan were a critical starting point for developing the updated Master Plan's vision for the future. The 1980 vision is below.

GOAL

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

OVERALL OBJECTIVES

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

VISION FOR THE FUTURE

IN TEN YEARS...



4.3 OUR OBJECTIVES



HOUSING MAINTAIN HIGH-QUALITY HOUSING OPTIONS

Our objective is to provide high-quality and well-maintained single-family neighborhoods with a range of housing prices and sizes, while providing additional housing options within mixed-use areas that allow residents of any age to find the home that fits their needs.



TRANSPORTATION MAINTAIN THE ROADS WE HAVE

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



CONNECTIVITY CONNECT PEOPLE TO WALKABLE PLACES

Our objective is to improve the connectivity within community destinations and provide access to those destinations via a strategic network of trails and sidewalks along the City's major transportation corridors.



CHARACTER REINFORCE BRECKSVILLE'S SENSE OF PLACE

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



COMMUNITY STRENGTHEN CONNECTIONS BETWEEN RESIDENTS

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



GOVERNANCE
LEAD THE REGION IN HIGH-QUALITY GOVERNANCE

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



ECONOMIC DEVELOPMENT
BUILD UPON ASSETS TO GROW EMPLOYMENT OPPORTUNITIES

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



RETAIL
ENLIVEN OUR UNIQUE PLACES

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



ENVIRONMENT
PROTECT OUR NATURAL FEATURES

Our objective is to use innovative techniques to preserve and enhance those elements of the natural environment that give Brecksville its essential character.



PARKS
EMBRACE THE WORLD-CLASS PARK AMENITIES

Our objective is to embrace the expansive park spaces that exist in Brecksville and enhance connections between our parks and our neighborhoods.