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BROADVIEW HEIGHTS MASTER PLAN



County Planning

CITY OF BROADVIEW HEIGHTS

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OUR MISSION

The Cuyahoga County Planning Commission's mission is to inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.



BROADVIEW HEIGHTS

MASTER PLAN



CONTENTS

INTRODUCTION		7
CURRENT CONDITIONS		17
COMMUNITY VISION		27
GOALS, STRATEGIES, & ACTIONS		31
PLANNING CONCEPT AREAS		75
IMPLEMENTATION		85



BROADVIEW HEIGHTS MASTER PLAN



OUR THANKS

A special thank you to all the residents, groups, public officials, business owners, and community representatives that participated in the Master Plan process. Your input at public meetings, through online surveys, in stakeholder interviews, and as part of one-on-one conversations ensured that this document included the thoughts, opinions, hopes, and goals of those who call Broadview Heights home.

Thank you especially to those members of City Council, the Project Team, and the Steering Committee that dedicated their time, energy, and expertise in crafting a plan for the City.



SECTION 1

INTRODUCTION

THE BROADVIEW HEIGHTS MASTER PLAN

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 evolves. 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.

WHAT'S IN THIS SECTION?

The Introduction section outlines the history of Broadview Heights, a summary of the planning process, the planning documents that were completed prior to this Master Plan, and an overview of public involvement.

HOW DO I USE IT?

The Introduction section is an overview of the Master Plan process and the City. Use it to understand previous studies and plans and how they fit into the current Master Plan.

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.

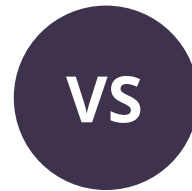
Residents are encouraged to use the Master Plan to see what changes may occur in their neighborhoods and assist implementation by developing community groups or volunteer organizations to support it. Business owners are encouraged to use the Master Plan to find where the City is focusing business expansion 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 was 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 provided 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 was formed
- **Recommendations:** In this phase, specific action steps were outlined that can be taken to achieve the community's desired future
- **Implementation:** In this phase, priorities, timelines, and responsibilities were attached to each action to show how to accomplish them
- **Master Plan Document:** In this final phase, the previous components were combined into a complete, final Master Plan document

PROCESS



CURRENT CONDITIONS



COMMUNITY VISION



RECOMMENDATIONS



IMPLEMENTATION



MASTER PLAN DOCUMENT

OUR COMMUNITY

The area today known as Broadview Heights originally consisted of rolling hills and deep river valleys inhabited by the Chippewa Indians. Its commanding views at one of the highest elevations in Cuyahoga County earned the area its nickname "The Highest of the Heights."



EARLY SETTLEMENT

The land of Broadview Heights was given to Colonel John Breck in the early 1800s to allot and sell, and it was known then as Brecksville Township. Today, the area of Brecksville Township includes the Cities of Brecksville, Broadview Heights, and North Royalton.

Colonel Breck sent Seth Paine to survey Broadview Heights in 1811. The Paine family traveled to the area from Massachusetts over the course of 42 days, and they were the first permanent settlers in Broadview Heights. Paine was given 200 acres of land, and he chose an area in the southwest corner of the township, where he built the area's first log cabin.

Throughout the 1800s, additional settlers came to the area of Broadview Heights. A well-known businessman named Ezra Wyatt established a home and business in the township, and the path to his home eventually became Wyatt Road. A stone school building was constructed at the corner of Broadview and Avery Roads, the large stones of which can still be seen in the landscaping there. Residents of Broadview Heights also participated in the War of 1812 and Civil War.

Over many years, the original area of Brecksville Township was divided and renamed. In 1818 the west end of Brecksville Township was split and renamed Royalton Township by the settlers there. In 1921, the Village of Brecksville was incorporated. Finally in 1926, the west section of the township petitioned the State of Ohio for the right to incorporate as the Village of Broadview Heights.

SUBURBANIZATION

When Broadview Heights was incorporated in 1926, the community had a population of 300. This had doubled to 600 by 1928 and risen to more than 2,000 shortly after World War II in 1950. The post-War period saw rapid population expansion in Broadview Heights as housing spread to new

A GROWING POPULATION

1940: 1,141

1950: 2,279

1960: 6,209

suburbs surrounding central cities. Broadview Heights nearly doubled in population between 1960 and 1970.

The City of Broadview Heights saw another wave of suburbanization beginning in the 1990s and 2000s as the population increased from 12,000 to nearly 20,000.

Population growth was accompanied by new businesses, infrastructure, and highways. The Federal Government also constructed the Brecksville Veterans Administration Hospital, a sprawling state-of-the-art hospital that opened in Broadview Heights in 1940.



PARKS AND THE ENVIRONMENT

With the suburbanization taking place, many of the environmental features that comprised Broadview Heights were threatened with development. In response to these issues, efforts were made to conserve green spaces.

One of the most prominent green spaces in the region sits just outside Broadview Heights: the Cuyahoga Valley National Park. While the park sits beyond the borders of the City, Broadview Heights is home to Metropolitan Park Drive and the Valley Parkway Trail, which are both part of the Cleveland Metroparks system that links Broadview Heights to the regional park system.

RECENT INVESTMENTS

With the eventual closing of the Brecksville VA Hospital, the City acquired the property and invested in new public facilities there, including the Community & Recreation Center. The site is now home to City Hall, an indoor pool, community meeting rooms, and other amenities that form the heart of an expanding and successful community.

2010: 19,400

2000: 15,967

1990: 12,219

1980: 10,909

1970: 11,463

BROADVIEW HEIGHTS TODAY

The City of Broadview Heights continues to flourish with continued population growth, new businesses, and expansive parks. The community has a renewed sense of pride following the recent investments made to the City's Community and Recreation Center. Today, Broadview Heights truly lives up to its nickname as "The Highest of the Heights."

PREVIOUS PLANNING EFFORTS

EARLY PLANNING EFFORTS

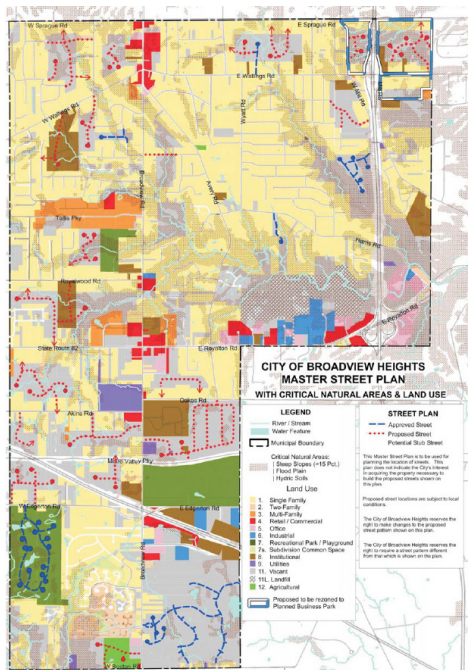
The City of Broadview Heights conducted planning studies throughout the 1990s to help inform development in the City. Some of those planning efforts include the following:

- **Downtown Master Plan (1988):** This Plan mapped out the future land use for both the downtown area at Broadview and Royalton Roads and the area surrounding the Royalton Road interchange with I-77
- **What Residents Think About Broadview Heights as a Place to Live (1996):** Conducted by the Broadview Heights Chamber of Commerce, this survey found that the two most desirable features of Broadview Heights are the rural atmosphere and the City's central location
- **Downtown Plan & Architectural Design Standards (1998):** This Plan made recommendations for building codes and design standards, right-of-way design, streetscape details and greenspace requirements in Downtown

MASTER PLAN UPDATE 2002

In 2002, Broadview Heights retained the Cuyahoga County Planning Commission to prepare a Master Plan Update. The plan considered the entire community through the study of existing land use, natural features, and potential locations for redevelopment.

MASTER STREET PLAN



The 2002 Plan Update provided a detailed analysis of the City's existing demographics, land use, and environmental features. In addition to providing a contextual background of the community, the Plan also evaluated sites for specific uses and developed a detailed Master Street Plan for the City.

SITES FOR SPECIFIC LAND USES

This chapter of the 2002 Plan Update examined four (4) land uses in particular: planned business parks, community parks, senior citizen housing, and cemeteries. Specific sites and general locations were considered for each of these four land use classifications and an impact analysis was performed for each, in addition to site selection criteria and development guidelines.

MASTER STREET PLAN

This chapter of the 2002 Plan Update used the City's existing zoning and district regulations to devise a proposed roadway network throughout undeveloped portions of the community. The Plan not only took zoning and district regulations into account, but also existing infrastructure, natural features, land use, and property ownership.

TOWN CENTER MASTER PLAN 2010

The 2010 Town Center Master Plan was a highly illustrative plan with maps and graphics to demonstrate existing conditions, market opportunities, and physical recommendations for the Broadview Heights Town Center. The Plan had one (1) main goal and nine (9) objectives to guide future development. The nine objectives are listed below:

- 1) *The District's Design must be "Market Driven" and responsive to economic realities.*
- 2) *The District's Design should permit a mix of uses, with a substantial portion of the retail mix devoted to meeting existing community needs. The design should limit convenience and off price retail.*
- 3) *The District's Design should encourage a mixed use environment with a strong pedestrian scale along with enough critical mass to sustain it.*
- 4) *The District's Design should be coordinated with the existing retail development on the adjacent quadrants of the intersection.*
- 5) *The District's Design should create a strong sense of local identity, allowing small shops to co-exist with national retail chains. The District should adopt quality architectural standards to give the Town Center District the proper sense of scale and place.*
- 6) *The District's Design should include a clearly defined public area within the proposed retail center linked to restaurants and entertainment uses and should include strong pedestrian connections to other city facilities.*
- 7) *The District's Design should encourage a broad mix of residential opportunities intended to reach singles, young couples, empty nesters and others not interested in traditional single family home ownership.*
- 8) *The District's Design should create a small office environment for local business services such as insurance agents, legal, medical, real estate firms and other such businesses typically owned and operated by residents of the community.*
- 9) *The District's Design should provide for sufficient parking and vehicular traffic circulation, but should also provide appropriate pedestrian connections between land uses and adjacent neighborhoods.*

The Plan also analyzed regional access, competition, zoning considerations, and gaps in retail. The retail gap analysis estimated retail spending potential for the Town Center retail trade area based upon population, income, and consumer spending patterns. Overall, the Plan provided forward thinking concepts for the coordinated development of a community Town Center.

PLAN GOAL

Create a dynamic, easily identifiable Town Center District that can accommodate daytime, evening, and weekend activity, incorporating a mix of uses that are easily accessible and pedestrian friendly.

ILLUSTRATIVE TOWN CENTER PLAN



INVOLVEMENT OVERVIEW

The Master Plan process included multiple opportunities for public involvement to ensure that the plan reflected the concerns, ideas, and priorities of residents.

INVOLVED GROUPS

The planning process involved the input of three groups: the Project Team, the Steering Committee, and the public. The Project Team was comprised of City staff and public officials with an in-depth knowledge of the day-to-day operations of the City. The Steering Committee was comprised of a small group of residents, business owners, and stakeholders that represented a cross-section of the City. Finally, the public included any interested residents or parties that wanted to be involved in the process.

The Project Team and Steering Committee each met six times throughout the planning process, and the public had three engagement opportunities that covered the most important parts of the plan.

The inclusion of these groups was important in reviewing that the data, ideas, and policies were appropriate for Broadview Heights. The involvement of the Project Team and Steering Committee also assisted in identifying areas of the plan that should be presented to the public for further feedback.



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

Source: County Planning

PUBLIC ENGAGEMENT AND ONLINE FEEDBACK

The Broadview Heights Master Plan included three public engagement opportunities throughout 2019 and 2020 to allow community members the opportunity to provide input. A summary of the three meetings is provided on the following page.

Meeting information was posted on the City's website, announced at City Council meetings, and posted on social media. Following each in-person meeting, an online survey mirroring the activity at the public meeting was open for at least a week to allow those unable to attend the meeting to participate.

USING THE RESULTS

After presenting information to the public, the Master Plan documents were changed and updated to incorporate feedback from the public. At the second and third public engagement opportunities, County Planning outlined the results of the previous meeting and showcased the changes that were made to ensure the public was aware of how the plan was responsive to their comments.

PUBLIC ENGAGEMENT



PUBLIC MEETING #1 CURRENT CONDITIONS AND COMMUNITY VISION JULY 16, 2019

At the first Public Meeting, representatives from County Planning introduced residents to the planning process, presented Current Conditions information, and gave an overview of the Community Vision goals and focus areas. Members of the public were asked to review boards that included potential goals and example development types for focus areas, comment on what they like or would change about those goals, and vote for their preferred development type.



PUBLIC MEETING #2 RECOMMENDATIONS JANUARY 28, 2020

At this meeting, County Planning described the results of the first Public Meeting, introduced conceptual plans for focus areas, and outlined proposed citywide goals, strategies, and actions to help the community accomplish their vision. Residents were asked to place a dot on each Goal and Planning Concept Area indicating whether they "Support" it as presented, "Support with Changes," or "Do Not Support." If residents wanted to change the proposed action, they were asked to write down their suggestions.



ONLINE MEETING #3 IMPLEMENTATION AUGUST, 2020

Due to COVID-19 and public gathering restrictions, a final in-person public meeting was not possible. The City of Broadview Heights and County Planning hosted a virtual public meeting in which a presentation and survey were posted online to solicit feedback. The presentation covered updates from the previous public meeting, an overview of the Implementation section, and next steps. The survey asked residents to prioritize goals, strategies, and planning concept area to determine the most important to undertake first.

