

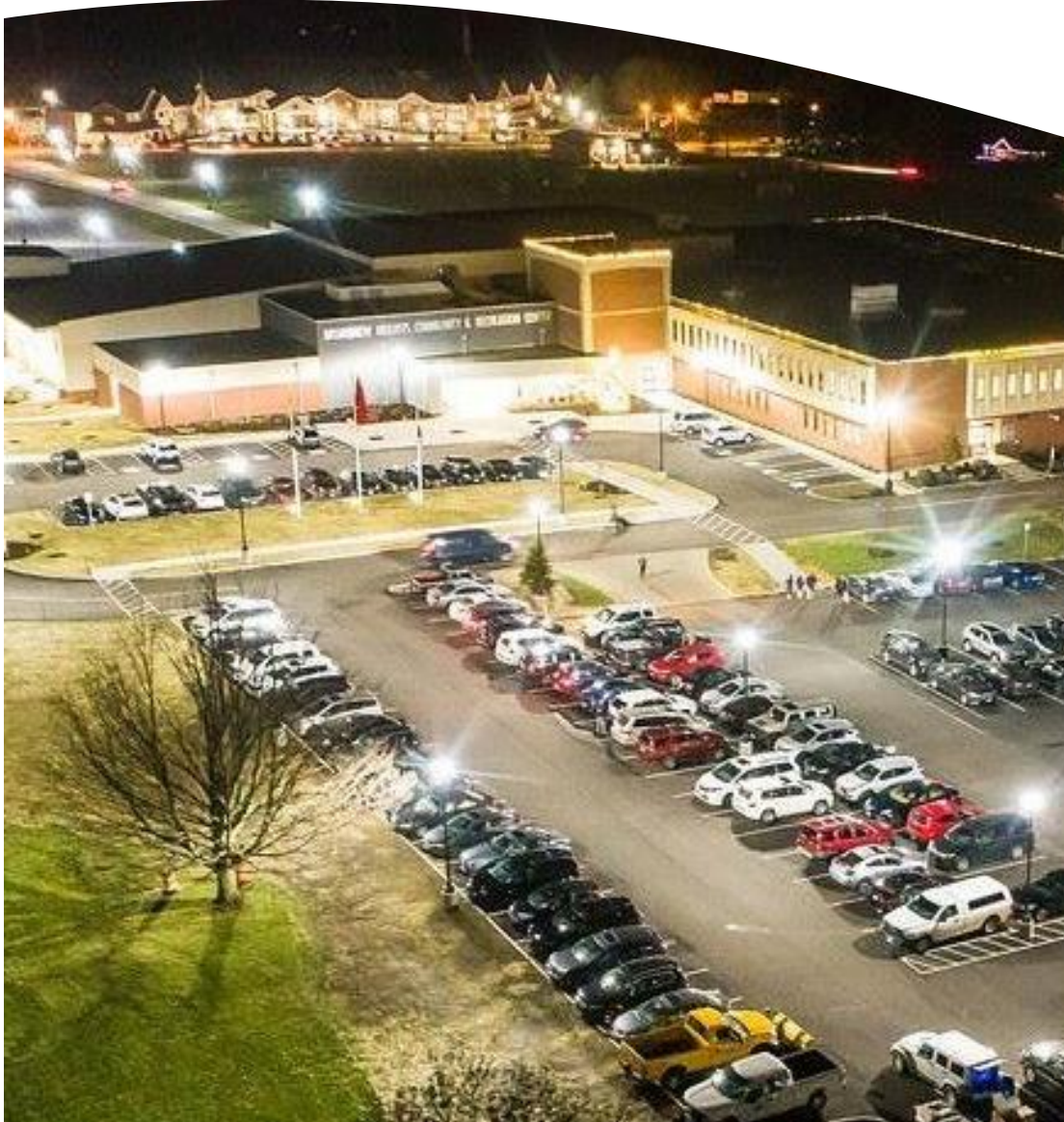


# BROADVIEW HEIGHTS

## MASTER PLAN

CITY COUNCIL PRESENTATION

MAY 24, 2021



# AGENDA

- 1) PLANNING PROCESS REVIEW
- 2) COMMUNITY ENGAGEMENT
- 3) OVERVIEW OF MASTER PLAN PHASES
- 4) NEXT STEPS



# AGENDA ITEM ONE: PLANNING PROCESS REVIEW



# WHAT'S THE DIFFERENCE?

## 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

OR

## 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



# HOW DO WE PLAN?

- Establish a **current snapshot** of the community
- Outline a **vision** that will drive the Plan forward and shape policies
- Formulate **goals and actions** that help the community achieve its vision
- **Prioritize** goals to assist City officials in allocating resources for future endeavors



# WHY PLAN?

- Provides the opportunity for **community input**
- **Prepares the City**, residents, and businesses for the future
- **Shapes future development** to match your priorities
- Gives a **competitive advantage** when applying for grants and funding



# HOW DO WE USE THE PLAN?

The Plan is meant to outline the goals and aspirations of the community

- ✓ **ADOPT** the Plan to make it official policy
- ✓ **USE** the Plan as a tool and reference when considering actions and applying for grant funding
- ✓ **UPDATE** the Plan over time and when circumstances change



# OUR PROCESS: MEETINGS



Phase 1  
Current  
Conditions



Phase 2  
Community  
Vision

**Public Meeting #1**  
+ Online Survey  
07/16/2019



Phase 3  
Goals & Actions

**Public Meeting #2**  
+ Online Survey  
01/28/2020



Phase 4  
Implementation

**Virtual Public  
Meeting #3**  
+ Online Survey  
June-July 2020



Phase 5  
Draft Master  
Plan

**CURRENT PHASE**

**Presentation to  
Planning  
Commission + City  
Council**





# OUR PROCESS: PHASES



## Phase 1 Current Conditions

Demographic, housing, business, land use, and transportation overview



## Phase 2 Community Vision

Vision for how the community wants to grow and develop in the coming decade



## Phase 3 Goals & Actions

Specific policies and actions to achieve the community's desired future



## Phase 4 Implementation

Partners, priorities, and responsibilities for undertaking actions

## CURRENT PHASE



## Phase 5 Draft Master Plan

Combined and completed Master Plan document



# AGENDA ITEM TWO: COMMUNITY ENGAGEMENT



# PUBLIC MEETINGS

PM #1	PM #2	PM #3 (virtual)
July 16, 2019	January 28, 2020	June - July, 2020
Approximately 20+ residents, business owners, community representatives, and public officials in attendance + 62 online surveys	Approximately 25+ residents, business owners, community representatives, and public officials in attendance + 132 online surveys	Due to COVID-19 and public gathering restrictions, meeting in person for the final community engagement exercise was not an option
1,100+ individual comments 500+ image selections	580 individual comments 1,600+ preference selections	1,507 individual priority ratings
Online Survey: July 16, 2019 – July 30, 2019	Online Survey: January 28, 2020 – February 18, 2020	Online Survey: June 26, 2020 – July 19, 2020



*Thank you!*



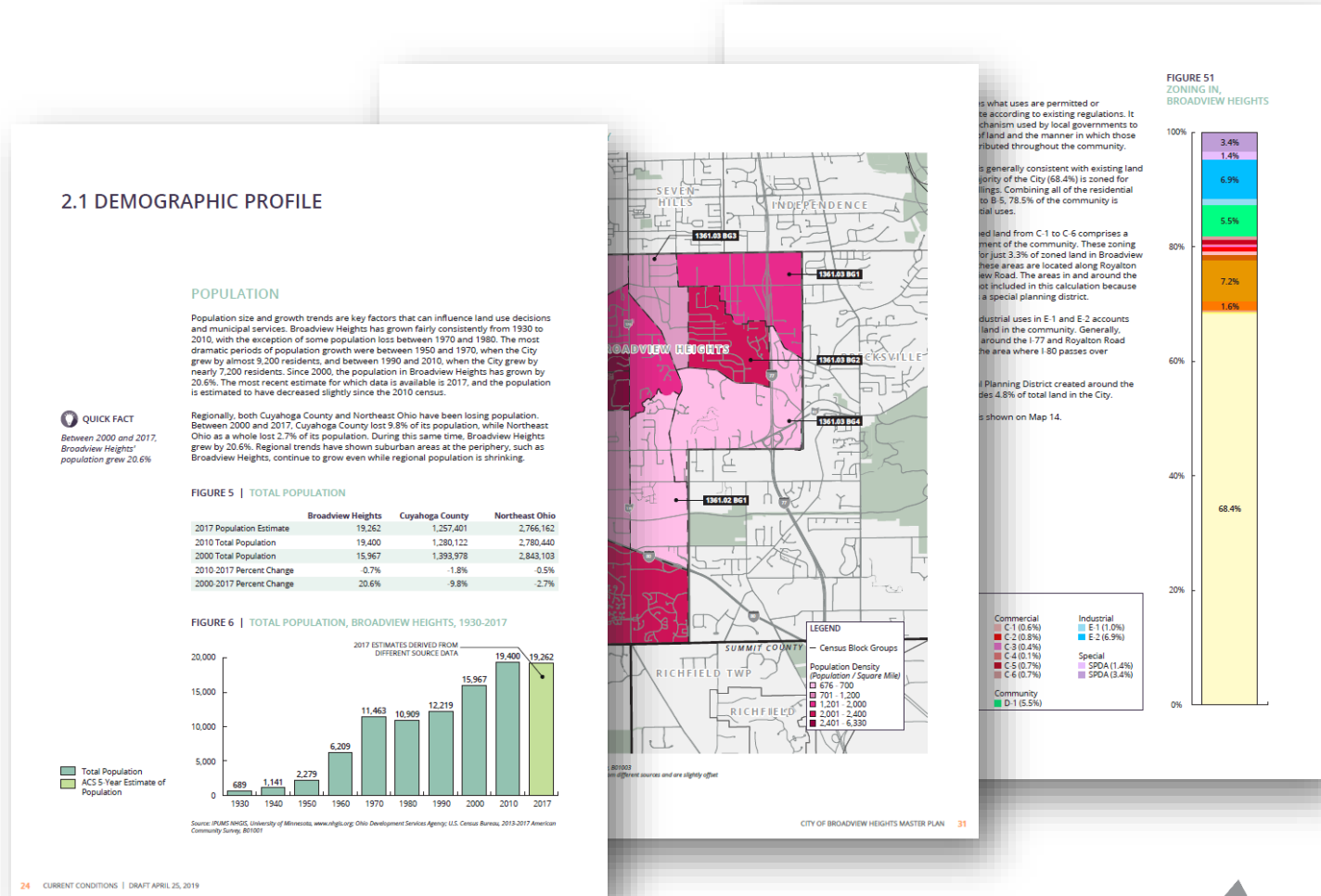
# AGENDA ITEM THREE: OVERVIEW OF MASTER PLAN PHASES



# PHASE ONE: CURRENT CONDITIONS



- Established a current “snapshot” of the community
- Compared trends within Cuyahoga County and the seven county region
- Created five profiles of the City:
  - Demographic Profile
  - Business Profile
  - Housing Profile
  - Transportation & Infrastructure Profile
  - Land Use Profile



# PHASE TWO: COMMUNITY VISION



- Established a unified direction for the plan
- Included broad themes to frame the development of actions
- Included a vision for important areas in the community:
  - Community Center Campus
  - Town Center
  - North End of Town
  - Royalton Road East





# PHASE THREE: GOALS & ACTIONS



- Established a series of five goals and four planning concept areas to help accomplish the community's vision
- 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

## BRANDING AND SIGNAGE

### 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

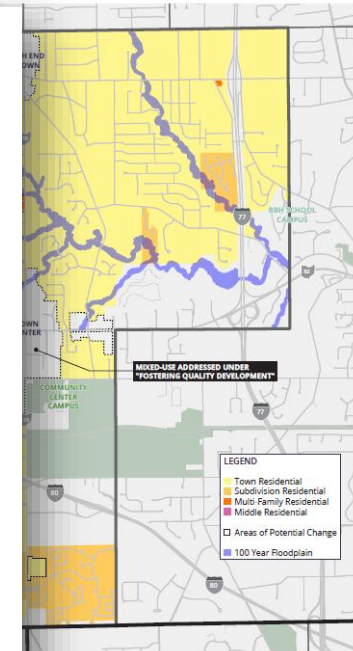
#### GOAL 5: EMBRACE ENVIRONMENTAL ASSETS

**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

MAP 4 | RESIDENTIAL DEVELOPMENT FRAMEWORK



place, provides visitors with an enjoyable and memorable experience for users. Consistency in location, design, and content is key to

### SIGNAGE

to better capture the spirit of the community and modernize the signage. The following shows how this new logo could be incorporated into entry signs to the community.

Materials and design elements could be used to identify the signs would be unique to each district such as the Town Center, use common elements to establish a consistent look.

Entry signage that could be used for City facilities such as the Community Center and other municipal locations.



with a consistent choice of brick, colors, logos, and base for a cohesive look, and general aesthetics of the community.

CITY OF BROADVIEW HEIGHTS MASTER PLAN 31

CITY OF BROADVIEW HEIGHTS MASTER PLAN 11



# PHASE THREE:

## GOALS & ACTIONS



### FIVE MASTER PLAN GOALS

#### 1) Develop Connections

Looks at connections between neighborhoods and key destinations, making sure streets balance the safety of all users and moves cars efficiently, and improve the look and feel of the City's main corridors

#### 2) Strengthen Neighborhoods

Looks to protect and strengthen existing single-family neighborhoods, ensure new residential development is well-buffered from other uses, provide higher-density options in appropriate areas, and encourage maintenance and reinvestment of existing homes

#### 3) Enhance Community Life

Looks to enhance key community spaces and program them to meet the needs of residents, communicate the City's logo through consistent wayfinding and branding, and continue to strengthen community pride with high-quality services and amenities

#### 4) Foster Quality Development

Looks at zoning and development regulations to encourage and promote high-quality development, and create a balance between new development to ensure fiscal responsibility and strong revenue streams

#### 5) Embrace Environmental Assets

Looks to foster sustainable development, incorporate green features into both existing and new development, and protect the City's extensive environmental assets

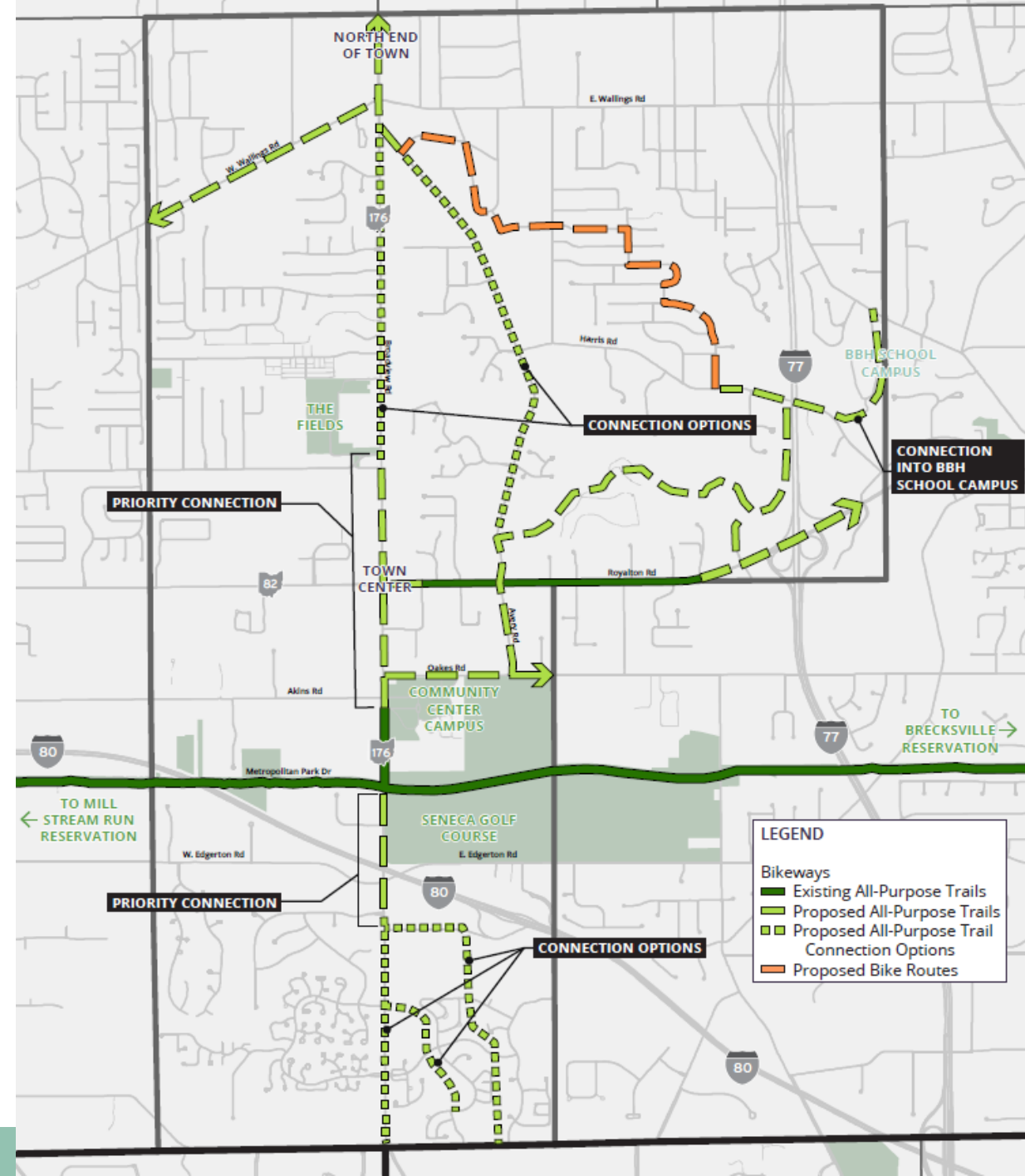




# GOAL 1: DEVELOP CONNECTIONS

## Strategies

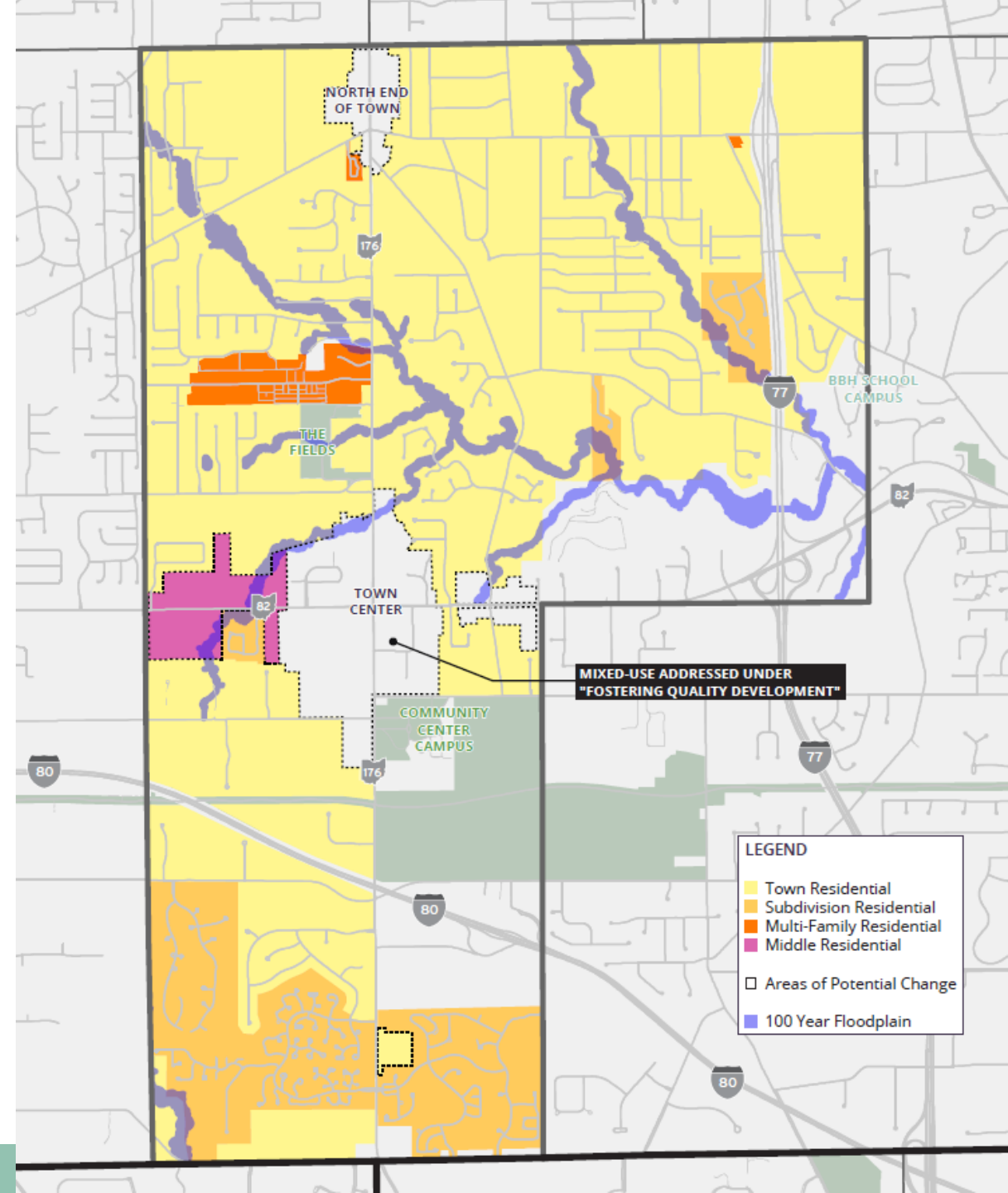
- 1) Provide strategic bikeway and sidewalk connections between neighborhoods and key destinations including the Town Center, North End of Town, parks, schools, and the Community Center Campus
- 2) Construct streets that balance the safety of all users and the capacity needed for efficient traffic flow
- 3) Improve the look, feel, and safety of major streets, especially Broadview and Royalton Roads



# GOAL 2: STRENGTHEN NEIGHBORHOODS

## Strategies

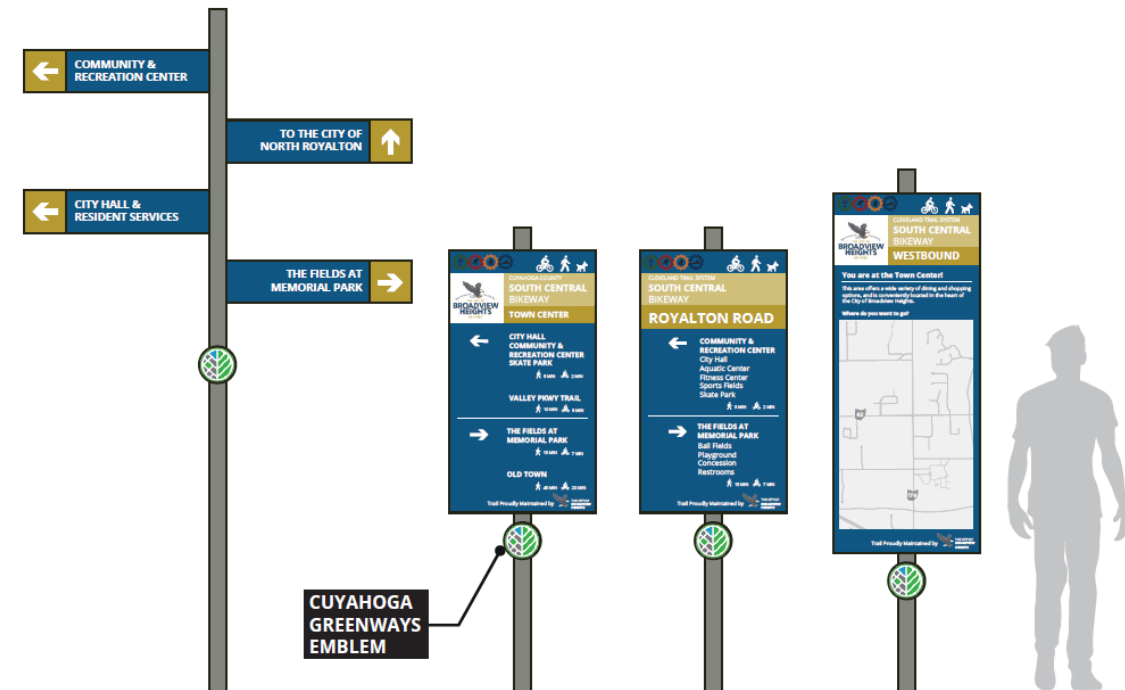
- 4) Ensure existing and new single-family neighborhoods are well-designed and buffered from nearby uses
- 5) Support the construction of compact, walkable developments and mixed-use residential buildings in limited areas to provide housing options for people of all ages, family structures, and abilities
- 6) Encourage ongoing maintenance and reinvestment in housing as less vacant land is available



# GOAL 3: ENHANCE COMMUNITY LIFE

## Strategies

- 7) Continue to enhance the Community Center Campus as the hub of the Broadview Heights community
- 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
- 9) Communicate the Broadview Heights identity with the City's updated logo and expanded brand features
- 10) Continue to develop community pride by providing amenities, services, and spaces for all residents and age groups





# GOAL 4: FOSTER QUALITY DEVELOPMENT

## Strategies

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

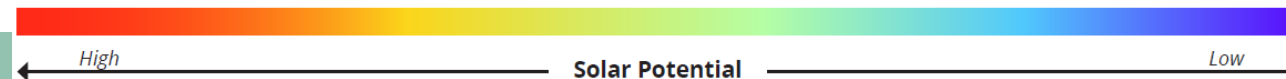
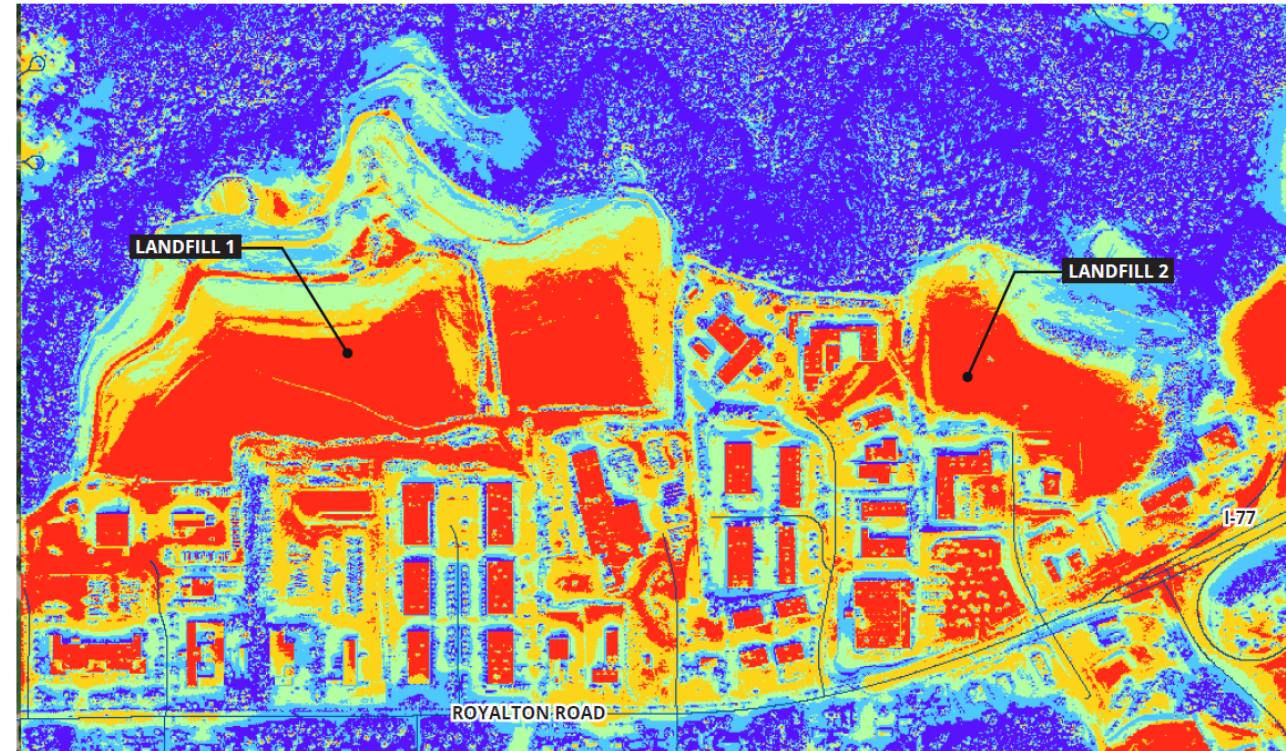




# GOAL 5: EMBRACE ENVIRONMENTAL ASSETS

## Strategies

- 13) Conduct a sustainability audit of existing codified ordinances to identify changes that could foster sustainable development
- 14) Incorporate green features into existing neighborhoods, future development, and public improvements
- 15) Protect the City's extensive environmental assets



# PHASE THREE:

## GOALS & ACTIONS



### FOUR PLANNING CONCEPT AREAS

#### 1) 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

#### 2) 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

#### 3) Community Center Campus

Shows how moving some of the sports 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

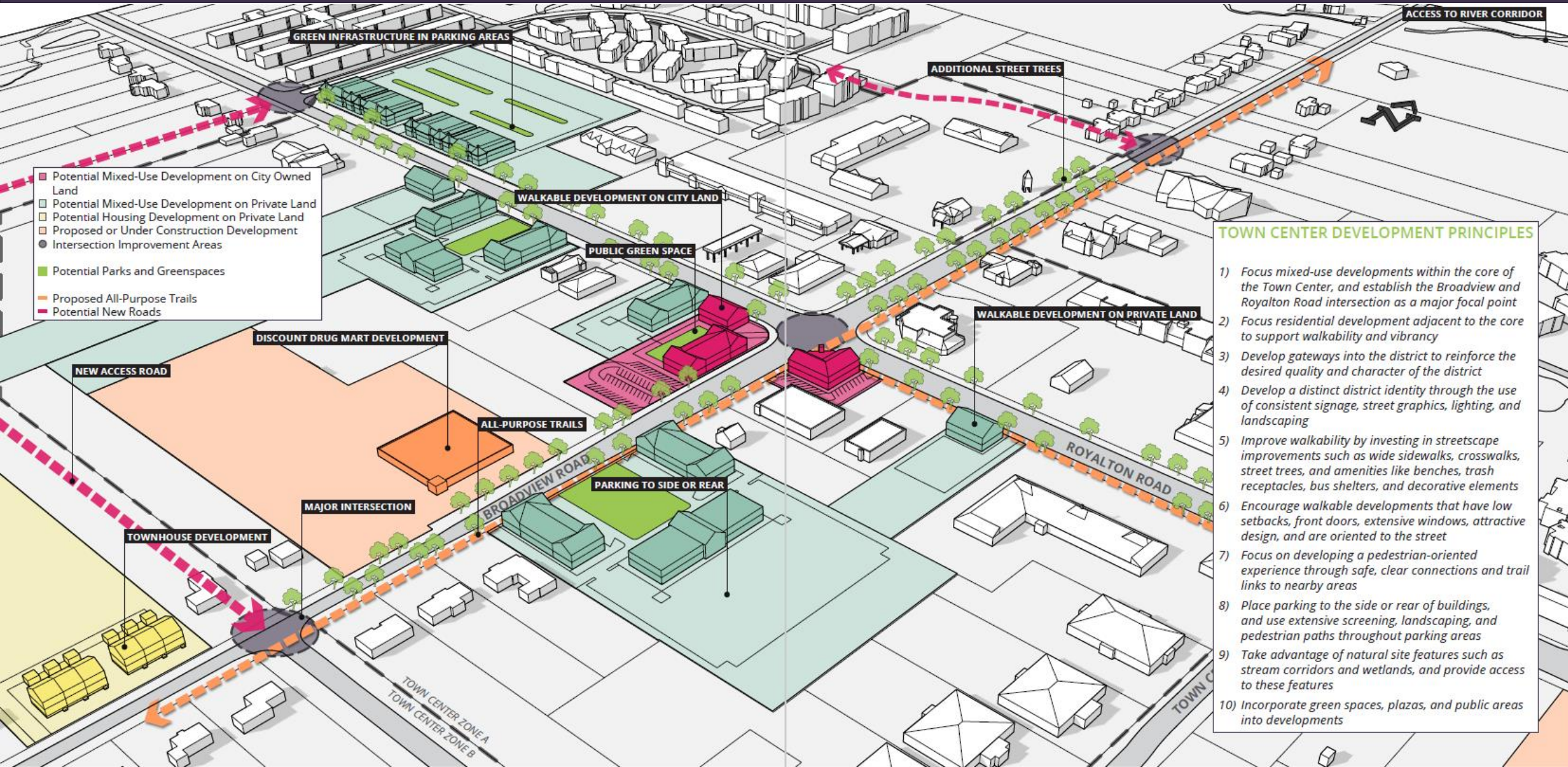
#### 4) Royalton Road East

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



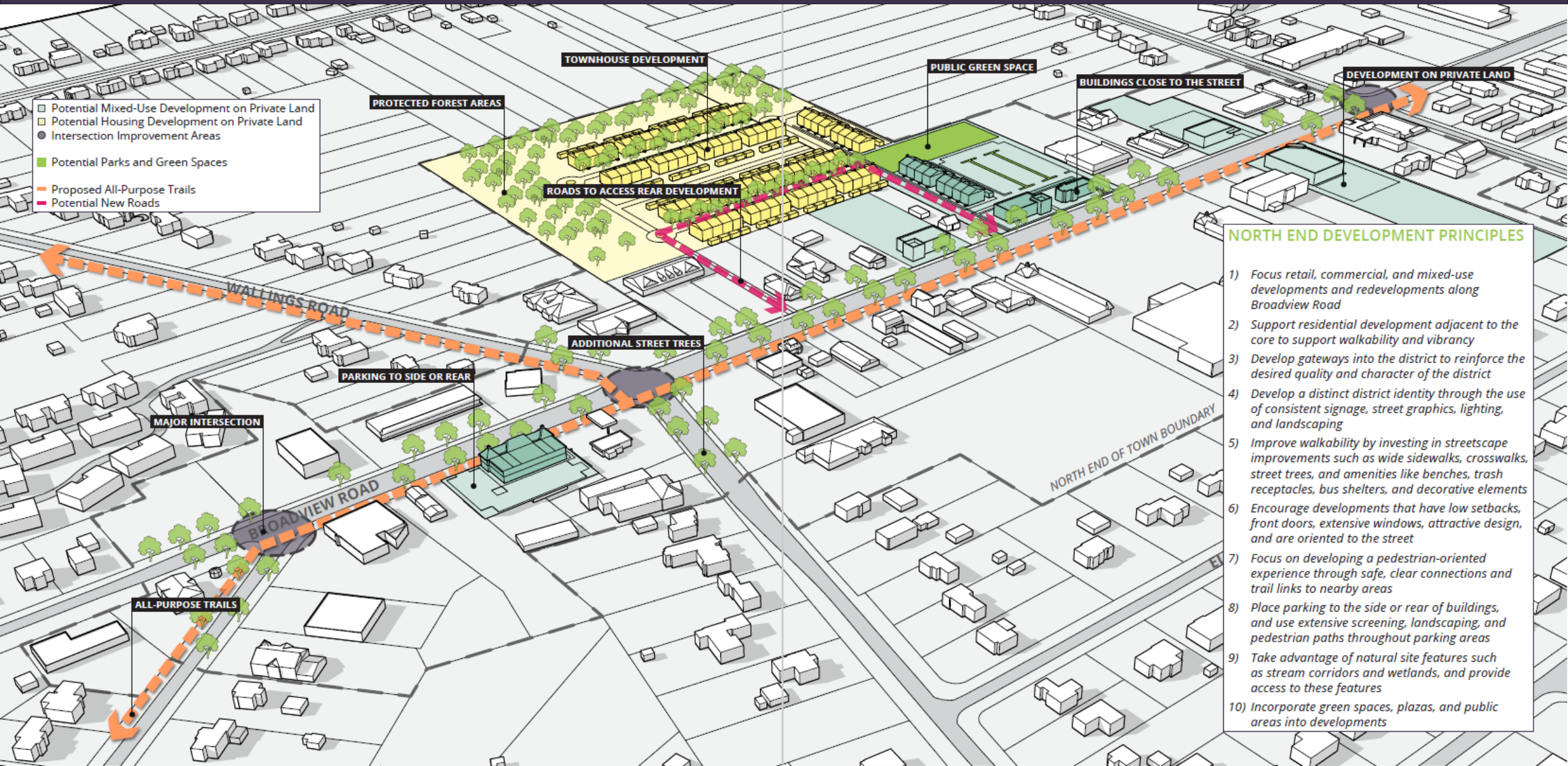


# TOWN CENTER





# NORTH END OF TOWN

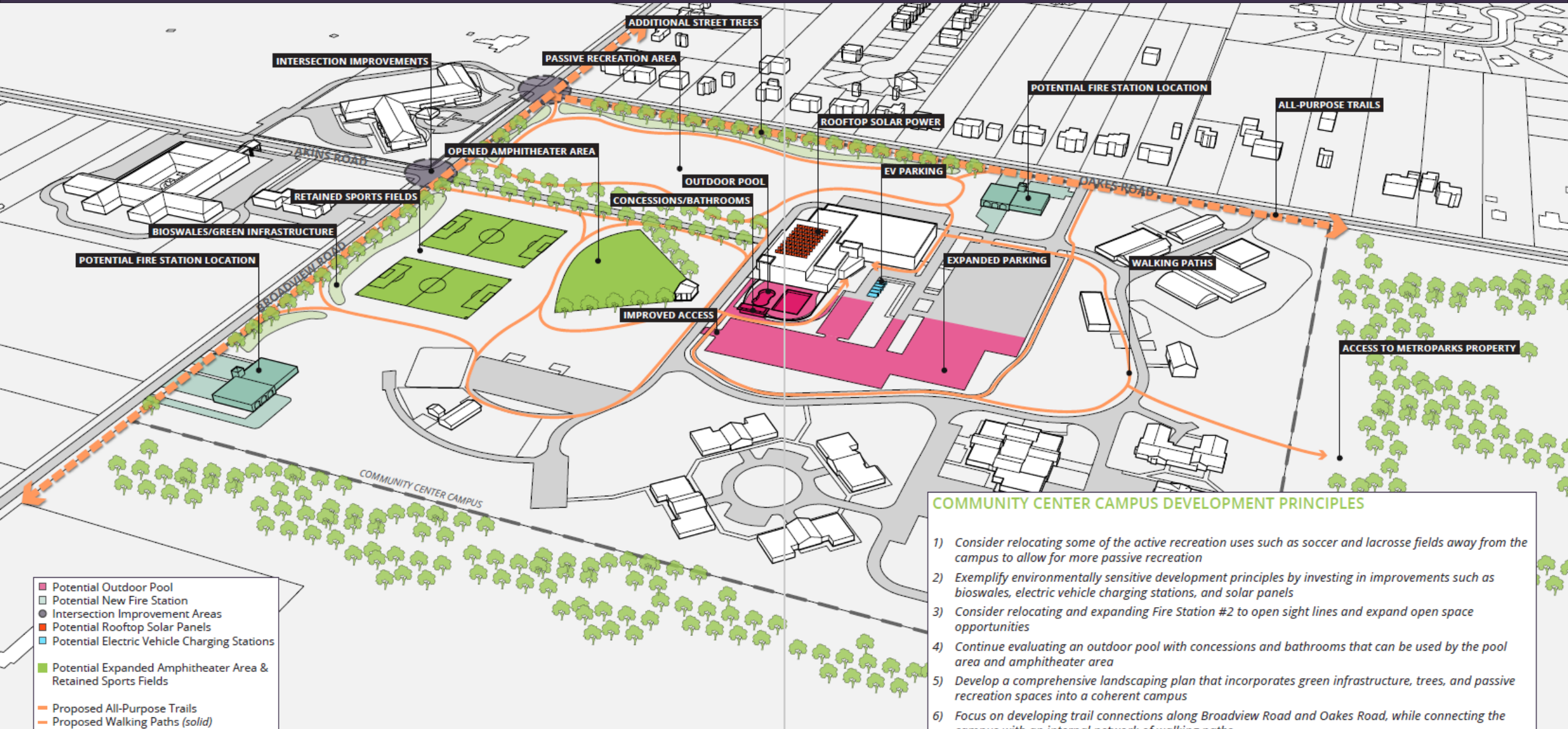


## NORTH END DEVELOPMENT PRINCIPLES

- 1) Focus retail, commercial, and mixed-use developments and redevelopments along Broadview Road
- 2) Support 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 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

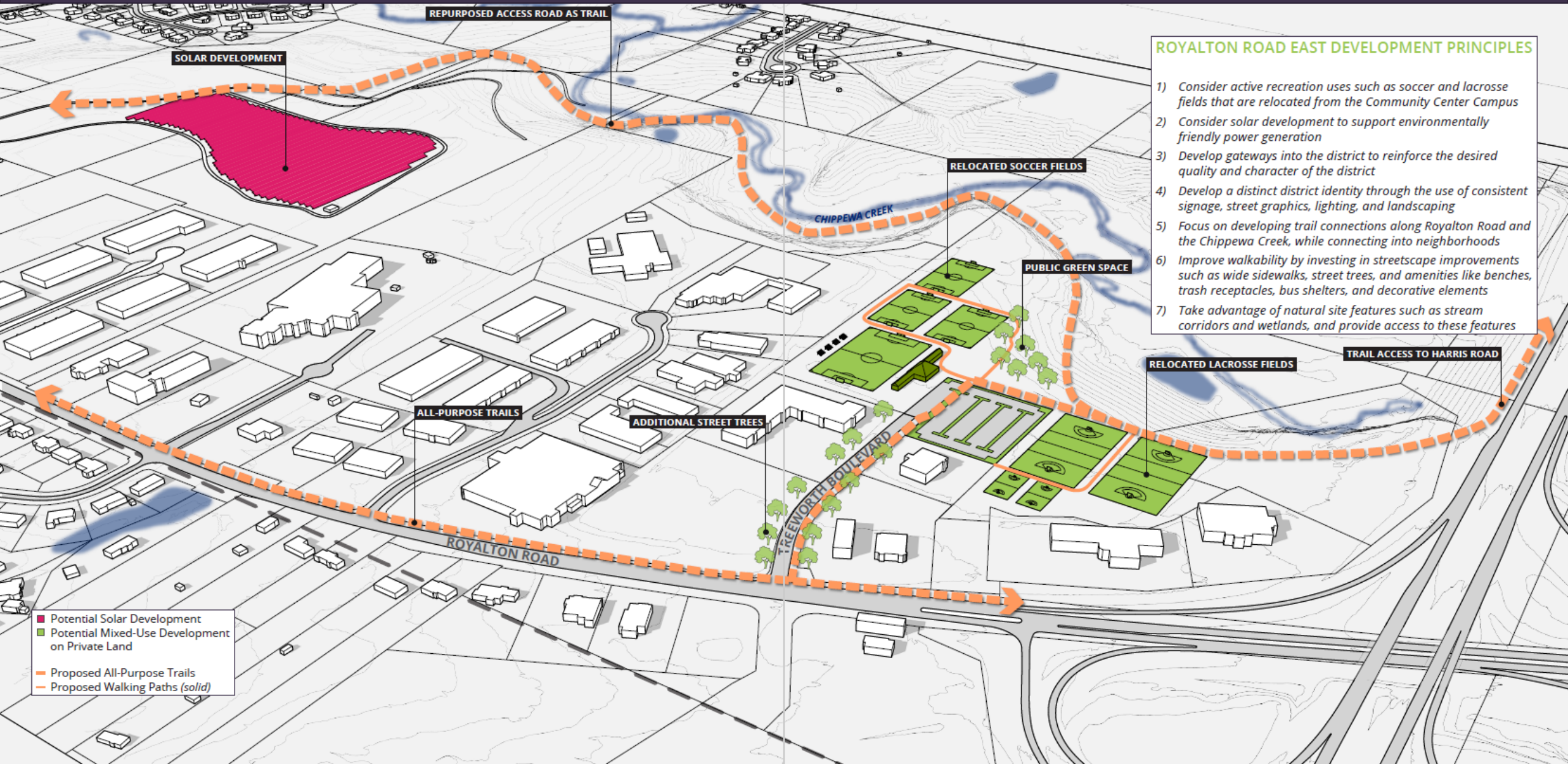


# COMMUNITY CENTER CAMPUS





# ROYALTON ROAD EAST



# PHASE FOUR: IMPLEMENTATION



- Includes tables that correspond to each goal, strategy, and action from previous phases
- Includes estimated cost ranges, priority levels, and a list of potential partners and responsible parties for undertaking each action
- A list of available funding sources is also provided

# POTENTIAL FUNDING SOURCES

ions of different grant programs, loan programs, and other funding  
munities to implement infrastructure and other programming. The  
table funding for a specific topic.

se of the funding, a brief description of the program or what projects are

tion infrastructure, particularly those projects that have significant local or

(NR)  
with a special focus on completing regional trail systems, linking population  
preserving natural corridors, and providing links in urban areas

in specific areas of focus, including: Arts & Culture, Economic & Workforce  
nan Services, Leadership Development, Neighborhood Revitalization &  
Development, Recreation, Housing, Historic Preservation, Health

nd environmental initiatives, and well-being initiatives including active healthy

Foundation  
GRAM (CMAQ)  
ENCY (NOACA)  
aims including capital investments in transportation infrastructure, congestion  
jects that reduce transportation emissions in order to achieve air quality

estion-mitigation air-quality program

CITY OF BROADVIEW HEIGHTS MASTER PLAN 13

## IMPLEMENTATION TABLES

### POTENTIAL PARTNERS

The Responsible Parties / Potential Partners listed below and in the following tables describe types of governmental, non-profit, private, and civic organizations that might assist in completing an action. In all cases, the changing scope of an action may warrant new partners not listed and current partners may no longer be appropriate.

#### City of Broadview Heights

- City of Broadview Heights Government - General
- BZ Building & Zoning HS Human Services
- ED Economic Development PR Parks & Recreation
- EN Engineering S Service
- School Districts
- Emergency Services

#### Private and Non-Profit Entities

- Bike Cleveland/Bike Brecksville
- Chamber of Commerce in Broadview Heights
- Land and Water Conservation Groups
- Local Businesses
- Neighborhood Groups
- Private Property Owners/Developers
- Proposed Special Improvement District
- Qualified Design Professionals
- Qualified Non-Profits
- Transit Advocates

#### Other Governmental Agencies

- Cleveland Metroparks
- County Planning
- Cuyahoga Arts and Culture
- Cuyahoga County Board of Health
- Cuyahoga County Department of Development
- Cuyahoga County Department of Sustainability
- Cuyahoga County Land Bank
- Cuyahoga County Public Works
- Cuyahoga Soil and Water Conservation District
- Greater Cleveland Regional Transit Authority
- Neighboring Cuyahoga County Communities
- Northeast Ohio Area-wide Coordinating Agency
- Northeast Ohio Regional Sewer District
- Ohio Department of Health
- Ohio Department of Natural Resources
- Ohio Department of Transportation
- Ohio Development Services Agency
- Ohio Environmental Protection Agency
- TeamNEO

Priority Level	Years to Complete	Responsible Parties / Potential Partners	Est. Cost	Status
Walkways connections between neighborhoods and key destinations including the schools, and the Community Center Campus				
5+ Yrs	EN S	EN S	\$\$\$	
5+ Yrs	BZ	BZ	\$	
3-5 Yrs	BZ EN S	BZ EN S	\$	
5+ Yrs	BZ EN S	BZ EN S	\$\$\$	
5+ Yrs	EN S	EN S	\$\$\$	
Safety of all users and the capacity needed for efficient traffic flow				
Ongoing	EN S	EN S	---	
5+ Yrs	EN S	EN S	\$\$\$	
5+ Yrs	EN S	EN S	\$\$\$	
5+ Yrs	EN S	EN S	\$\$\$	
1-2 Yrs	BZ EN S	BZ EN S	\$	

CITY OF BROADVIEW HEIGHTS MASTER PLAN 7

6 IMPLEMENTATION | DRAFT APRIL 22, 2020



# IMPLEMENTATION BEST PRACTICES







































Use the implementation table to **pick the top actions** that will be undertaken each year and **assign personnel responsible for those actions**

Establish a **Plan Implementation Committee that meets every quarter** to review the actions that are underway

**Publish an Annual Results Report** detailing what has been accomplished so far



## Sample Implementation Table

Goal 1: Develop Connections	Priority Level	Years to Complete	Responsible Parties / Potential Partners	Est. Cost	Status
<b>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</b>					
<b>Action A</b> ( <i>Action Type: Proactive</i> ) Seek funding to construct bikeways and sidewalks according to the Trails & Bikeways Framework and the Sidewalk Priority Framework	★★★	5+ Yrs	 EN S          	\$\$\$	
<b>Action B</b> ( <i>Action Type: Proactive/Responsive</i> ) 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	★★	5+ Yrs	 BZ    	\$	
<b>Action C</b> ( <i>Action Type: Proactive/Responsive</i> ) Ensure safe bicycle parking by installing bike racks and updating zoning to require bike racks in new developments	★★★	3-5 Yrs	 BZ EN S     	\$	
<b>Action D</b> ( <i>Action Type: Proactive/Responsive</i> ) Connect existing and proposed cul-de-sac streets where possible and limit new cul-de-sacs by requiring connected street patterns in new developments	★★	5+ Yrs	 BZ EN S    	\$\$\$	
<b>Action E</b> ( <i>Action Type: Proactive</i> ) Partner with the Brecksville-Broadview Heights School District to finalize and implement the Safe Routes to Schools Plan	★★	5+ Yrs	 EN S          	\$\$\$	








Goal 1: Develop Connections	Priority Level	Years to Complete	Responsible Parties / Potential Partners	Est. Cost	Status
<b>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</b>					
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<b>Action E</b> ( <i>Action Type: Proactive</i> ) Partner with the Brecksville-Broadview Heights School District to finalize and implement the Safe Routes to Schools Plan	★★	5+ Yrs		\$\$\$	

The Responsible Parties / Potential Partners describe types of governmental, non-profit, private, and civic organizations that might assist in completing an action



## Goal 1: Development

### City of Broadview Heights











-  City of Broadview Heights Government – General
- BZ** Building & Zoning **HS** Human Services
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- EN** Engineering **S** Service
-  School Districts
-  Emergency Services

### Private and Non-Profit Entities

-  Bike Cleveland/Bike Brecksville
-  Chamber of Commerce in Broadview Heights
-  Land and Water Conservation Groups
-  Local Businesses
-  Neighborhood Groups
-  Private Property Owners/Developers
-  Proposed Special Improvement District
-  Qualified Design Professionals
-  Qualified Non-Profits
-  Transit Advocates

### Other Governmental Agencies







































-  Cleveland Metroparks
-  County Planning
-  Cuyahoga Arts and Culture
- CCBH** Cuyahoga County Board of Health
-  Cuyahoga County Department of Development
-  Cuyahoga County Department of Sustainability
-  Cuyahoga County Land Bank
-  Cuyahoga County Public Works
-  Cuyahoga Soil and Water Conservation District
- RTA** Greater Cleveland Regional Transit Authority
-  Neighboring Cuyahoga County Communities
-  Northeast Ohio Areawide Coordinating Agency
-  Northeast Ohio Regional Sewer District
-  Ohio Department of Health
-  Ohio Department of Natural Resources
-  Ohio Department of Transportation
-  Ohio Development Services Agency
-  Ohio Environmental Protection Agency
- neio** TeamNEO

Parties / Owners	Est. Cost	Status
and key destinations including the		
  	\$\$\$	
	\$	
	\$	
	\$\$\$	
      	\$\$\$	

Links to a  
Symbol Legend



## Sample Implementation Table

Goal 1: Develop Connections	Priority Level	Years to Complete	Responsible Parties / Potential Partners	Est. Cost	Status
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<b>Action E</b> ( <i>Action Type: Proactive</i> ) Partner with the Brecksville-Broadview Heights School District to finalize and implement the Safe Routes to Schools Plan	★★	5+ Yrs	 EN S          	\$\$\$	

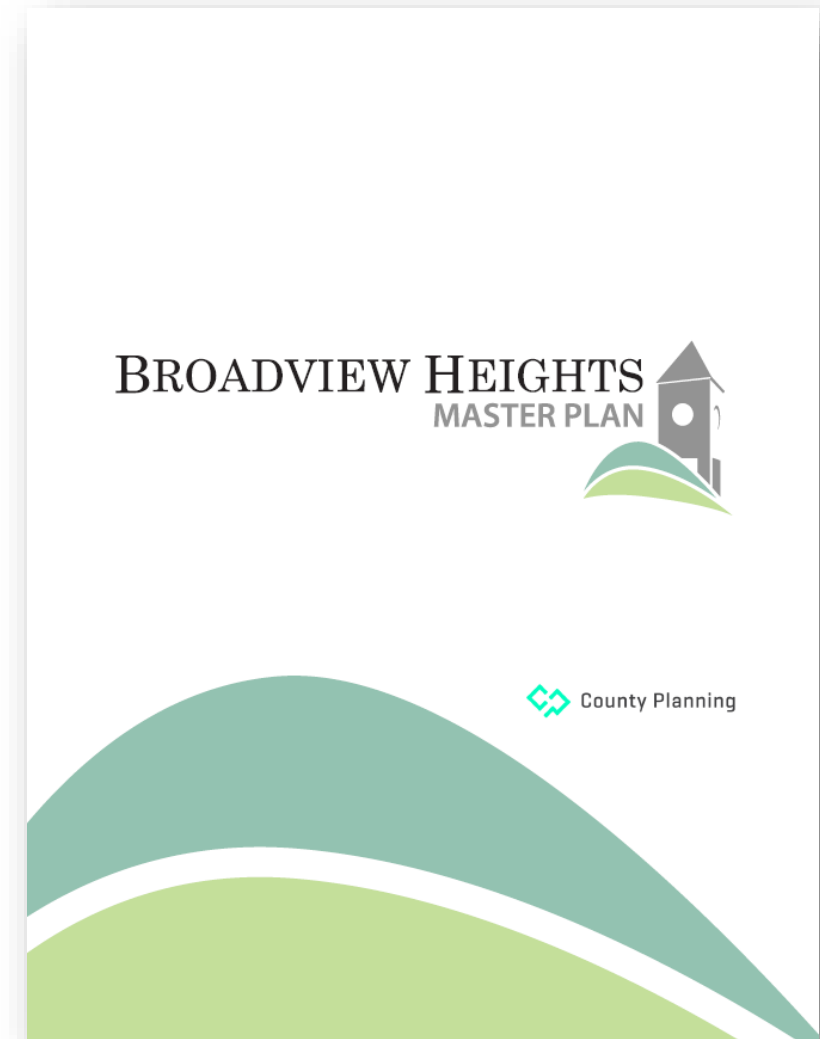




# PHASE FIVE: DRAFT MASTER PLAN



- Combines all previous phases and sections into a complete and comprehensive Master Plan to be adopted by the City



# AGENDA ITEM FOUR: NEXT STEPS



# NEXT STEPS



Current Conditions



Community Vision



Goals & Actions



Implementation



Draft Master Plan

## Approval Process:

Official motion for adoption by the City

## Ongoing Maintenance & Implementation:

Create an Implementation Committee, assign tasks, ensure accountability, and update as needed



# Thank you Project Team and Steering Committee members, stakeholders, and members of the public!



# THANK YOU

## Write us an email!

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