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CITY OF BROOKLYN
MASTER PLAN UPDATE

2026



ACKNOWLEDGMENTS



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OUR VISION

Inspiring all of our communities to thrive

OUR MISSION

To advance Cuyahoga County's social, economic, and environmental health through equitable community planning



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INTRODUCTION

WELCOME!

This is the 2025 strategic Master Plan Update for the city of Brooklyn. This document identifies the community's vision for the future and the key policies and actions the community should pursue towards reaching that vision.

WHAT IS A STRATEGIC MASTER PLAN UPDATE?

Brooklyn's current Master Plan was adopted in 2020. It was developed through a comprehensive public process to develop a broad community vision and identify specific goals and actions for the community to pursue the vision. The city immediately began implementing the recommendations from plan. Their successful implementation strategy included the redevelopment of the civic center on Memphis Avenue—including a new city hall/police station and branch of the Cuyahoga County Public Library—as well as adopting a new zoning code, creating a new website, updated branding, and installing new gateway and wayfinding signage.

A typical Master Plan looks ten years into the future but having completed many of the recommendations from the 2020 Master Plan, the city wanted to update their plan to reaffirm the community's vision for the future and identify new actions to pursue. This strategic Master Plan Update was a less intensive planning process and focused on refining community needs and identifying challenges and opportunities that have appeared in the last five years.

WHY UPDATE THE MASTER PLAN?

Updated actions will allow the city to best prioritize its spending to address the desires and emerging issues residents are most concerned with. It will also allow the city to maintain the positive momentum it has achieved to this point.

HOW DO I USE IT?

This is a tool for elected officials, staff, and community members to guide and support decision making, relationship building, and funding efforts. Decision makers should use it to inform their decisions to align actions with the desired community vision. Community members should use it to find ways to get involved and to shape discussions with elected officials and hold them accountable.

THE MASTER PLAN UPDATE PROCESS

The strategic Master Plan Update was performed through a five phase process:



PHASE 1: IMPLEMENTATION REVIEW & CURRENT CONDITIONS UPDATE

Review and highlight progress from implementation of the 2020 Master Plan. Update current trends in demographics and development conditions.



PHASE 2: COMMUNITY ATTITUDES SURVEY & VISION CALIBRATION

Perform a robust online survey to gather public opinion on community needs, development opportunities, and policy priorities. Use the results to update the community vision and inform action recommendations.



PHASE 3: STRATEGIC PLANNING RECOMMENDATIONS

Develop a menu of updated action recommendations for the community to pursue.



PHASE 4: IMPLEMENTATION PLAN

Identify priorities and easy wins for the community to continue the successful implementation of recommended actions.



PHASE 5: FINAL PLAN

Synthesize results of all phases into a singular “Master Plan Update”.

PLANNING CONTEXT

IMPLEMENTATION SCORECARD & CURRENT CONDITIONS

Understanding how Brooklyn has changed since the 2020 Master Plan provides essential context for updated recommendations. The Implementation Scorecard evaluates progress on every 2020 action, highlighting accomplishments, remaining needs, and items that may no longer be relevant. The Current Conditions Update summarizes key regional and local trends shaping Brooklyn today. *The full report is available in Appendix A.*

HIGHLIGHTS

- **Significant Progress:** A lot of the actions have either been completed, budgeted for, or are ongoing with significant progress. Goals 1 and 2 have had the most progress.
- **(Brooklyn) Increase in Jobs & Tax revenue growth:** Brooklyn's income tax revenue has increased along with increases in number of jobs.
- **(Regionally) Employment:** Northeast Ohio's employment is stable with moderate growth in the next 5 years

GOAL 2: ENHANCE PARKS & RECREATION

VISION STATEMENT:

Brooklyn will continue to be a city that values greenspaces by protecting and enhancing parks and recreational facilities.

OVERVIEW

The City has made significant enhancements to local parks and recreation facilities around the civic campus, with plans to improve the natatorium also currently underway. Strategies to better utilize the ice rink, especially for Brooklyn residents, is a needed next step. Long-term improvements for bicycle-pedestrian connections between city amenities is also important.

PLAN ACTIONS		STATUS
CREATE A NEW PARK ON THE CITY-OWNED WOODED AREA BEHIND THE FIRE STATION		
ENHANCE MARQUARDT PARK TO IMPROVE ACCESSIBILITY AND RECREATIONAL OPPORTUNITIES		
CONSIDER THE IMPLEMENTATION OF NEW AMENITIES WHEN ENHANCING EXISTING CIVIC SPACES OR CREATING NEW GREENSPACES		
IMPLEMENT RECOMMENDED ACTIVE TRANSPORTATION ALIGNMENTS AND FACILITIES FROM THE CUYAHOGA GREENWAYS PLAN		
CONTINUE TO MAINTAIN THE CURRENT ICE RINK AND INVEST IN PROGRAMMING WHILE FURTHER STUDYING THE COMMUNITY'S DESIRE AND ABILITY TO KEEP SUCH A FACILITY LONG-TERM		

KEY IMPLEMENTATIONS: Impacts in support of recommended actions

KINGDOM TRAIL IMPROVEMENTS	VETERANS MEMORIAL PARK	NEW DOG PARK
Phase 1 of the Kingdom Trail has been completed. Phase 2 is underway, with \$100,000 in funding from State Capital Funds.	\$3 Million project, with \$500,000 from the State, to update the park including a pavilion, sports courts, playground, walking paths and other features.	The city has budgeted \$490,000 in its Capital Improvement Funds. Construction has begun and will be completed in 2025.

Implementation Scorecard page related to progress related to Goal 2

REGIONAL KEY TRENDS

DECREASING POPULATION

Greater Cleveland's population has **decreased by 0.6%** since 2020. With the largest population loss in the Greater Cleveland region, Cuyahoga County's population is projected to **decrease by 18% by 2050**. Influxes of international immigration in recent years have slowed population decline in the region.

Source: US Census Bureau, March 2025; State of Ohio Population Projections Report 2023

RISING HOME PRICES AND RENTS

Housing sales prices and rents continue to rise across the region. The region had one of the **highest yearly increases** in home sales prices nationally in March 2025. As households move out of Cuyahoga County, traditionally affordable counties are seeing rising home prices and rents.

Source: Ohio Capital Journal, September 2024

EMPLOYMENT SEEING MODERATE GROWTH

Northeast Ohio total employment is projected to remain stable, with moderate growth in the next 5 years. The region's fastest growing employment sectors are **Education/Health Services**, and **Professional/Business Services**.

Source: Team NEO Competitive and Prosperous Report, 2023; US Bureau of Labor Statistics, 2025

TRANSIT-ORIENTED DEVELOPMENT (TOD)

In 2024, **\$298 million** was invested in development along Cuyahoga County's most frequent transit corridors, a record since 2019. However, only **8% of development** was located outside the city of Cleveland. TOD is necessary in a region where currently **fewer than one-third** of all jobs are accessible within a 90-minute one-way transit trip.

Source: Cuyahoga County Planning Commission, 2025; Federal Reserve Bank of Cleveland, 2021

POST-COVID OFFICE VACANCY RECOVERY

Post Covid, the Cleveland metro area's office market is showing signs of recovery with falling vacancy rates from 27.8% in 2024 to 22.7% in 2025. However, there has been minimum new office construction since 2024, suggesting a shrinking office foot print from demolitions and office conversions.

Source: Newmark, 2021, 2025; JLL, 2024

RENEWABLE ENERGY PROJECTS

In 2024, Cuyahoga Green Energy (CGE) received a **\$129 million federal grant** to remediate brownfield sites and develop solar energy farms in the Greater Cleveland area. Municipalities throughout the region, including Cleveland, Painesville, and Brooklyn, received funding to develop solar energy resources.

Source: Cuyahoga County, 2024

DRAFT BROOKLYN MASTER PLAN UPDATE | AUGUST 21, 2025 17

Regional Trends as part of the current conditions update

6 DRAFT

COMMUNITY ENGAGEMENT OVERVIEW

The primary public outreach for the Master Plan Update consisted of a Community Attitudes Survey and a student survey conducted from September to October 2025. These efforts helped evaluate the continued relevance of the community vision and informed updated recommended actions. The Community Attitudes Survey assessed the community’s perspective on progress made on the original Master Plan goals and identified current issues and opportunities, while the student survey captured youth perspectives through a brief questionnaire. *The full report is available in Appendix B.*

KEY THEMES

- **Overall Satisfaction:** The majority of respondents were satisfied with city progress on the Master Plan Goals, but saw room for improvement
- **Maintenance/Cleanliness:** Desire for better maintenance of streets and commercial and residential properties
- **Safety:** Public safety and traffic safety were priorities
- **Recreation:** Desire for more recreation opportunities for all ages & community-wide events

COMMUNITY ATTITUDES SURVEY

397 Total Respondents



AGE: 59% of respondents for this question, reported being **55 years or older**



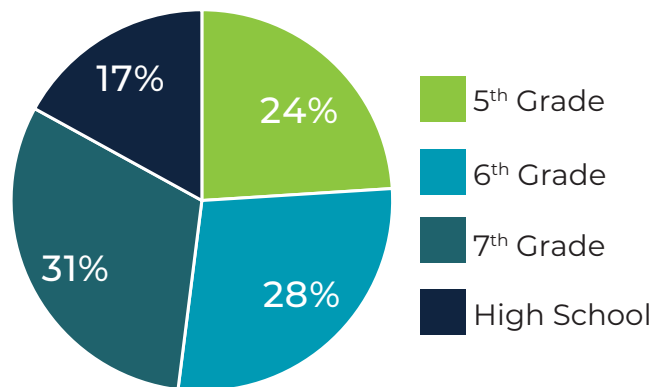
TENURE: 91% of respondents for this question, reported being **homeowners**



RESIDENCE: 57% of respondents to this question, reported having lived in Brooklyn for **20 or more years**

STUDENT SURVEY

264 Total Respondents



UPDATED RECOMMENDATIONS

FRAMEWORK

The Brooklyn Master Plan Update builds on the foundation of the 2020 Master Plan rather than creating a new plan from the ground up and therefore follows a similar but more streamlined framework.

While much progress has been made since 2020, the community vision statement and goals remain relevant. The update preserves the original vision and goal statements while introducing refreshed recommendations for each goal, along with updated focus area and corridor strategies.



COMMUNITY VISION & GOALS

VISION STATEMENT

Brooklyn will be a city that strives to maintain a balanced community by providing residents with opportunities for recreation, high quality services, and civic engagement while utilizing best practices for managing economic growth and redevelopment in targeted areas.

VISION GOALS

GOAL 1: STRENGTHEN BROOKLYN'S IDENTITY

Brooklyn will continue to refine its distinct identity to distinguish the city within the Region to maintain a strong community and a growing economy.

GOAL 2: ENHANCE PARKS & RECREATION

Brooklyn will continue to be a city that values greenspaces by protecting and enhancing parks and recreational facilities.

GOAL 3: PROMOTE A STRONG LOCAL ECONOMY

Brooklyn will pursue economic development strategies to strengthen local businesses and improve existing commercial properties.

GOAL 4: MAINTAIN EXCEPTIONAL SERVICES & FACILITIES

Brooklyn will build modern, functional facilities while providing excellent city services.

GOAL 5: FOSTER A LIVABLE COMMUNITY

Brooklyn will be a city for all ages and abilities where you can grow, raise a family, and retire with access to housing, services and amenities that provide an excellent quality of life.

COMMUNITY GOALS & UPDATED ACTIONS

A list of the updated recommended actions for each Goal in the Master Plan Update.

GOAL 1: STRENGTHEN BROOKLYN'S IDENTITY

- 1) Continue enhancing existing corridors, streetscapes, and gateways with modern infrastructure and design elements to maintain attractive and safe public spaces
- 2) Continue creating engaging and inviting public gathering spaces around community assets and institutions
- 3) Continue enhancing the Civic Campus on Memphis Avenue to support a vibrant community center
- 4) Ensure the cleanliness and upkeep of sidewalks and streetscapes, commercial parking lots, and parks
- 5) Maintain and expand the city's tree canopy and track progress over time

GOAL 2: ENHANCE PARKS & RECREATION

- 6) Continue enhancing the Recreation Center
- 7) Continue developing Kingdom Trail behind the Fire Station
- 8) Expand recreational offerings and programming to better serve all ages and abilities
- 9) Maintain, enhance, and promote Brooklyn's park system
- 10) Implement recommended active transportation alignments and facilities from the Cuyahoga Greenways Plan
- 11) Continue to include new amenities when enhancing existing civic spaces or creating new greenspaces
- 12) Promote the creation of additional pocket parks and publicly accessible greenspaces
- 13) Protect natural habitats, greenspaces, and wildlife

GOAL 3: PROMOTE A STRONG ECONOMY

- 14) Retain and attract businesses
- 15) Ensure commercial properties are well maintained and attractive
- 16) Incentivize and educate property owners to implement green infrastructure and reduce impervious surfaces
- 17) Continue efforts to acquire underutilized and constrained properties to encourage and guide development
- 18) Work with the city of Cleveland and the Ohio Department of Transportation to improve the area surrounding the Ridge Road/I-480 interchange with traffic management and safety best practices
- 19) Maintain the Future Character Areas Framework map to ensure it coordinates with the city's Zoning Map and helps guide development decisions
- 20) Continue refining the new zoning map, zoning code, and design guidelines by identifying any needed amendments and updating them accordingly

GOAL 4: MAINTAIN EXCEPTIONAL SERVICES & FACILITIES

- 21)** Continue to invest in the Police & Fire Departments to best serve public needs
- 22)** Maintain high-quality city services and expand services where possible
- 23)** Continue to address flooding issues and prioritize green infrastructure improvements
- 24)** Incorporate sustainable building practices and technologies in city facilities to reduce long-term maintenance costs and protect the environment
- 25)** Promote and sustain civic engagement
- 26)** Maintain transparency regarding city finances with residents
- 27)** Host more community-wide events to bring residents together (e.g. Home Days and Trunk or Treat)

GOAL 5: FOSTER A LIVABLE COMMUNITY

- 28)** Prioritize housing code enforcement and maintain transparency
- 29)** Promote programs and policies that help with updating and/or expanding housing stock
- 30)** Identify opportunities for new residential construction
- 31)** Maintain ongoing collaboration with the Brooklyn City School District to identify cost sharing strategies that enhance community services, expand recreational offerings, and address safety needs
- 32)** Implement pedestrian and bicycle safety improvements along major corridors and residential streets to promote safe and active transportation
- 33)** Evaluate and update the Traffic Calming Plan started in 2023
- 34)** Improve road safety along key corridors by increasing traffic enforcement and upgrading roadway and traffic signal infrastructure
- 35)** Prioritize enhancing personal and public safety

GOAL 1: STRENGTHEN BROOKLYN'S IDENTITY

Shortly after the completion of the 2020 Master Plan, the city prioritized strengthening its identity by updating the city logo, which was incorporated into new city signage at municipal gateways and facilities, and a new city website. Another accomplishment under this goal was enhancing the Civic Campus which included a new city hall/police station, a new Cuyahoga County Public Library Brooklyn Branch facility across the street, and a reconfigured Memphis Avenue.

Community members rated city buildings and city branding & gateways as some of the top improvements in the past five years and were generally satisfied with the city's progress on this goal. They expressed wanting to see upkeep of the new improvements, better litter clean up, and protection and expansion of tree canopy.

PROGRESS SINCE 2020



- NEW BRANDING & GATEWAY SIGNAGE
- NEW CITY HALL/POLICE STATION & NEW LIBRARY
- MEMPHIS ROAD DIET

BROOKLYN CITY HALL/POLICE STATION



Image Source: County Planning

2025 COMMUNITY FEEDBACK

60% Were **very satisfied/satisfied** with progress on Goal 1

78% Thought the **city's branding & gateways** had **greatly improved/improved**

85% Thought the **city's buildings** had **greatly improved/improved**

UPDATED PRIORITIES:

- MAINTENANCE AND UPKEEP OF BEAUTIFICATION EFFORTS
- LITTER AND TRASH CLEAN UP AROUND THE CITY
- TREE CANOPY PRESERVATION AND ENHANCEMENT

GOAL 1 RECOMMENDATIONS

1. Continue enhancing existing corridors, streetscapes, and gateways with modern infrastructure and design elements to maintain attractive and safe public spaces

- A. Complete city gateway projects on Memphis Avenue at the Linndale entrance, Memphis & Ridge intersection, and I-480/Ridge. (landscaping is done and signage will be installed in 2026)
 - *Ensure new gateway landscaping and signage are well placed and maintained*
 - *Prioritize the installation of native and pollinating landscaping*
- B. Enhance streetscapes in commercial areas located at Ridge Park Square, Biddulph Plaza, and Memphis & Ridge to make them attractive, walkable, and safe
 - *Enhance existing concrete medians with elevated planters; Add enhanced pedestrian and bicycle safety features, such as pedestrian refuges, islands, or curb bump-outs; Add enhancements to ensure ADA compliance; Consider High-Intensity Activated Crosswalk (HAWK) signals in appropriate locations to connect to commercial areas; Enhance street and crosswalk striping to increase visibility*
 - *Add other amenities such as seating, trees, planting strip, and elevated planting beds within street rights-of-ways*
- C. Continue work with adjacent communities to implement the 2022 Brookpark Road Corridor Study and ensure cohesive development of Brookpark Road.

2. Continue creating engaging and inviting public gathering spaces around community assets and institutions

- A. Consider installing public art and decorative elements in key areas that celebrate local identity
- B. Explore adding seasonal decorative elements such as lighting, signage, and hanging flowers baskets to evoke a welcoming environment, especially around the Civic Campus area
- C. Require public gathering spaces or greenspaces to be a part of new developments

3. Continue enhancing the Civic Campus on Memphis Avenue to support a vibrant community center

- A. Finish Natatorium upgrades and explore other improvements. (See Action 6 and Focus Area 1 recommendations)

GOAL 1 RECOMMENDATIONS (CONTINUED)

4. Ensure the cleanliness and upkeep of sidewalks and streetscapes, commercial parking lots, and parks

- A. Address litter by installing more trash/recycling receptacles
- B. Involve residents and businesses in clean-up initiatives such as public campaigns, annual community clean-up days, or formalizing group volunteer clean up opportunities
- C. Promote and partner with the “Keep Brooklyn Beautiful” organization that currently leads community clean-up efforts
- D. Establish an “Adopt a Spot” program that allows community groups, businesses and residents to volunteer and take responsibility for maintaining an area
- E. Work with businesses to resolve issues with trash and shopping carts along commercial corridors

5. Maintain and expand the city’s tree canopy and track progress over time

- A. Regularly update the tree inventory & management plan
- B. Continue applying to the Cuyahoga County Healthy Urban Tree Canopy Program to support canopy expansion
- C. Promote street tree plantings in commercial areas and throughout neighborhoods
- D. Support residents and community members in planting trees by providing educational resources and establishing a tree planting program
- E. Publicize progress in tree canopy growth and celebrate achievements such as the recognition from the Arbor Day Foundation Tree City USA Program
- F. Strengthen city’s development regulations to ensure that new housing developments, including small-scale residential developments, incorporate adequate tree plantings and landscaping

GOAL 2: ENHANCE PARKS & RECREATION

The city has made significant investments in its parks and recreational amenities over the past five years, such as upgrading existing parks with new amenities and developing new recreational opportunities. The city is now in process of upgrading the natatorium and has several planned park and greenspace opportunities as shown in Map 1 on the next page.

Among the five master plan goals, community members were most satisfied with the city's progress on this goal, and also rated city parks as the second most improved area in the city. However, community members rated city recreation offerings last in terms of level of improvement and emphasized their desire for updates to the recreation center—which the city is in process of addressing as part of the natatorium improvements. A big takeaway from student feedback is the need for more programming for older kids and teens, who were the least likely to visit the parks or use the recreation center.

PROGRESS SINCE 2020



- UPGRADES TO VETERAN'S MEMORIAL PARK, MARQUARDT PARK, AND BROCK MEMORIAL PARK
- NEW DOG PARK
- NEW TRAIL

VETERAN'S MEMORIAL PARK MASTER PLAN



Image Source: city of Brooklyn, Behnke LA

2025 COMMUNITY FEEDBACK

72% Were **very satisfied/satisfied** with progress on Goal 2

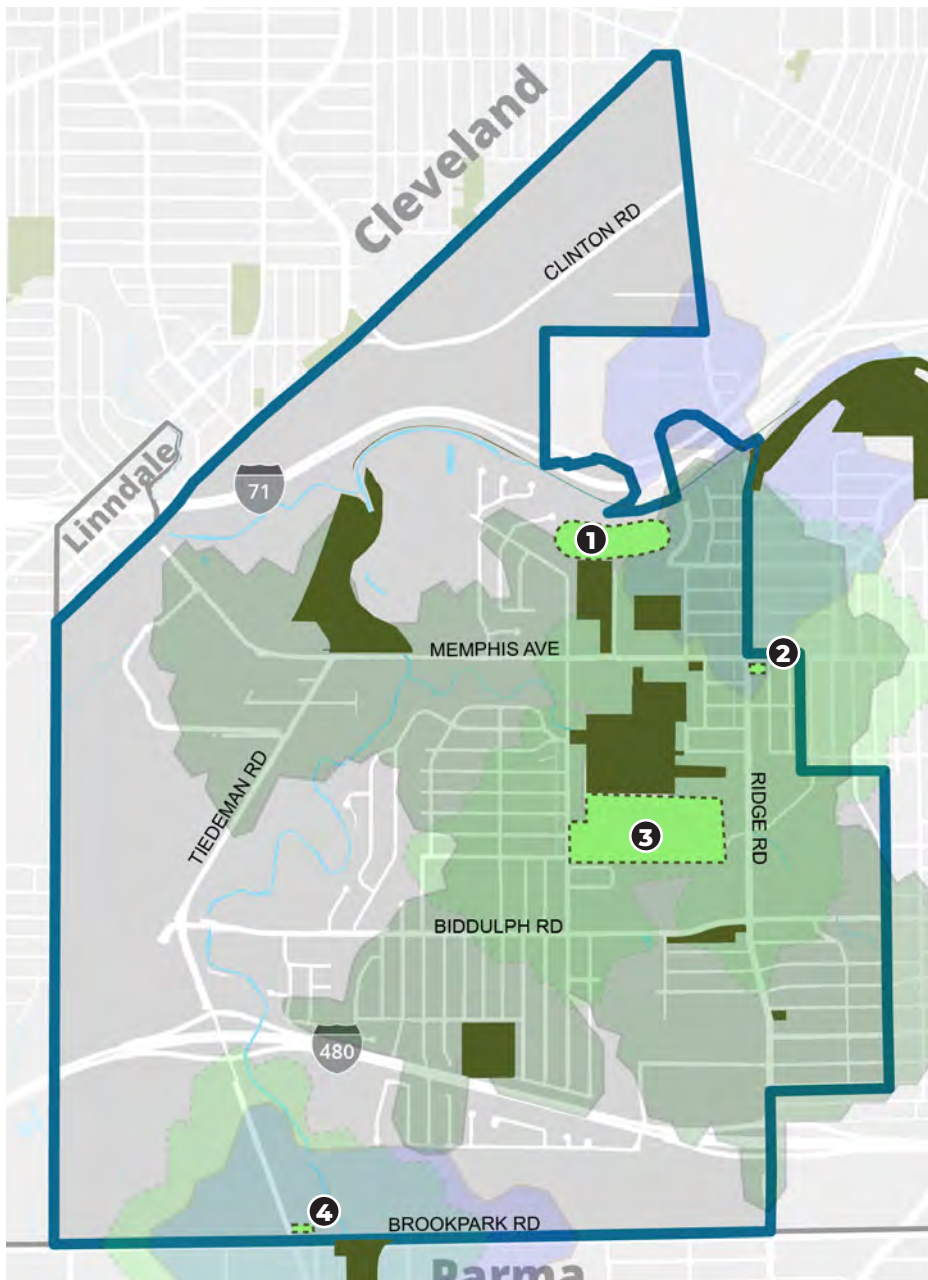
80% Thought the **city's parks** had **greatly improved/improved** since 2020

42% Stated that improvements to the parks made them **visit more often**

UPDATED PRIORITIES:

- RECREATION CENTER UPDATES AND OTHER PLANNED PARK IMPROVEMENTS/ADDITIONS
- PROGRAMMING ACROSS AGES, SPECIFICALLY OLDER KIDS/TEENS AND WORKING ADULTS
- CUYAHOGA GREENWAYS PLAN

MAP 1 EXISTING & FUTURE PARK ACCESS



This map highlights all of Brooklyn’s existing parks and recreation areas, along with both planned improvements and potential future opportunities. It also shows the areas served by different types of parks, including those within Brooklyn, those that border the city, and proposed future park and greenspace areas.

As the map illustrates, most of Brooklyn is within a 10-minute walk of a park. In fact, according to Trust for Public Land’s ParkScore criteria, more than 80% of Brooklyn residents live within a 10-minute walk of a park—well above the national average.

LEGEND

Parks/Recreation

- Existing
- Future (Planned/Potential)

10-Minute Walksheds

- From existing parks bordering Brooklyn
- From existing parks within Brooklyn
- From future/potential parks

Future Park Improvements

1. Kingdom Trail Phase 2
2. Planned Memphis & Ridge pocket park
3. Hurricane Alley Trails (*connected to Veteran’s Memorial Park*)
4. Potential Brookpark & Tiedeman pocket park

GOAL 2 RECOMMENDATIONS

6. Continue enhancing the Recreation Center

- A. Implement planned natatorium upgrades at the Recreation Center; begin construction of Phase 1 (2026) and start budgeting and planning for Phase 2
- B. Evaluate the feasibility of building a new multi-use indoor facility or field house behind the John M. Coyne Recreation Center

7. Continue developing Kingdom Trail behind the Fire Station

- A. Finish Phase 2 of the Kingdom Trail (originally budgeted for 2026, but planned for 2027)
 - Consider connections to the adjacent neighborhood as well as to future greenways trails

8. Expand recreational offerings and programming to better serve all ages and abilities

- A. Evaluate existing recreational offerings & classes and usage by age group to address gaps and ensure there is adequate programming for all
- B. Work with the Cuyahoga County Public Library, Brooklyn City Schools, and Brooklyn Recreation Department to provide more recreational offerings to older kids and teens
- C. Identify additional partners (e.g., YMCA or other non-profits, or regional institutions) to develop programming and events to increase utilization of the parks for all ages
- D. Use student and community feedback to determine programming and additional amenities.

9. Maintain, enhance, and promote the city of Brooklyn's park system

- A. Develop routine maintenance schedule and periodic evaluations of park spaces and equipment
- B. Develop an online parks feedback form—accessible via QR codes at the park or on the city website—that allows residents to easily report park maintenance concerns or share feedback on their park experience.
- C. Develop a park ambassador program that trains community volunteers to welcome and support visitors, promote park resources, and help ensure a safe and enjoyable park experience
- D. Explore memberships to organizations such as the National Recreation and Park Association (NRPA) for technical support, additional funding opportunities, best practices for programming and community outreach, and recognition for park efforts

GOAL 2 RECOMMENDATIONS (CONTINUED)

10. Implement recommended active transportation alignments and facilities from the Cuyahoga Greenways Plan

- A. Support regional partners in implementing the Greenways Plan by providing local expertise, garnering local support, engaging and informing residents and local stakeholders, and raising supplemental funding
- B. Attend regular meetings and maintain regular communication with interested regional partners: Cuyahoga Greenways Partners, Cleveland Metroparks, CEI, Northeast Ohio Regional Sewer District (NEORS D)
- C. Ensure proposed greenways routes align with city priorities and connect to upcoming city projects and local destinations
 - *Planned city projects to consider: Brookpark & Tiedeman intersection improvements and Kingdom Trail Phase 2*
 - *Address stormwater management along trail development, especially around the Brookpark & Tiedeman intersection*
- D. Implement neighborhood greenways standards along the pedestrian/bicycle path that connects to Marquardt Park and other existing paths, to eventually be incorporated in the Greenways Plan

11. Continue to include new amenities when enhancing existing civic spaces or creating new greenspaces

- A. Work closely with Brooklyn City School District to enhance the Hurricane Alley property for public access
 - *Ensure Implementation of proposed walking trails that connect to the Veteran's Memorial Park (construction planned for 2026)*
- B. Consider adding amenities such as additional seating, shade structures, trash/recycling receptacles, lighting to make spaces comfortable for all age groups

12. Promote the creation of additional pocket parks and publicly accessible greenspaces

- A. Develop the planned pocket park at Ridge Road and Memphis Avenue and continue evaluating the city property at the Brookpark and Tiedeman Road intersection for potential dedicated greenspace
- B. Prioritize additional greenspace or recreation amenities in neighborhoods with limited park access or limited park acreage.

13. Protect natural habitats, green spaces, and wildlife

- A. Educate residents on wildlife interaction, invasive species, etc.
- B. Ensure use of native pollinators for all landscaping in city parks and streetscapes
- C. Identify greenspaces/ natural areas for protection by acquiring properties or placing protective easements
- D. Consider the addition of wetlands protection and riparian setbacks in the zoning code

GOAL 3: PROMOTE A STRONG ECONOMY

The city has successfully attracted major employers such as Medical Mutual and Amazon, helping to fill the gap left by the departure of American Greetings. Another significant accomplishment that will benefit the city long-term is the adoption of the new zoning code and map. Many of the recommended actions from the 2020 Master Plan continue into this Update, with some adjustments and added emphasis, as these initiatives often require sustained coordination with private property owners and other partners.

Community members expressed strong interest in attracting more local businesses. However, with limited available land, the city will need to be strategic and creative in identifying redevelopment opportunities that support smaller, locally oriented enterprises. Safety within commercial areas also emerged as a major concern, highlighting the need for continued collaboration with property owners to address these issues.

PROGRESS SINCE 2020



- NEW ZONING CODE & MAP
- RELOCATION AND IMPROVEMENTS OF MEDICAL MUTUAL HQ
- NEW AMAZON FACILITY

MEDICAL MUTUAL HEADQUARTERS



Image source: www.medmutual.com

2025 COMMUNITY FEEDBACK

58% Were **very satisfied/satisfied** with progress on Goal 3

49% Thought there had been **no change** in **city local business support** since 2020

68% Rated **city purchasing underutilized properties for redevelopment** as a **very high/high priority**

UPDATED PRIORITIES:

- LOCAL BUSINESS EXPANSION & SUPPORT
- STOREFRONT IMPROVEMENTS
- IMPROVED SECURITY AND LIGHTING OF COMMERCIAL AREAS
- TRAFFIC IMPROVEMENTS

GOAL 3 RECOMMENDATIONS

14. Retain and attract businesses

- A. Promote and collaborate with the Chambers of Commerce to attract membership and maintain relationships with businesses
- B. Formalize a local business council to encourage collaboration, identify needs, and maintain communication
- C. Promote and recognize local businesses through city media/newsletter and community events and annual recognition events
- D. Promote workforce trainings and other resources offered by regional partners such as Cuyahoga Community College, Cuyahoga County Department of Housing and Community Development, and other regional agencies
- E. Continue quarterly meetings with the city's largest employers to maintain open communications on needs, challenges, and opportunities for the city to support employment and growth.
 - *Regularly invite these large employers to be a part of the Chamber of Commerce and the local business council from 14B above.*

15. Ensure commercial properties are well maintained and attractive

- A. Continue to address chronically neglected commercial buildings, properties, and vacant land
- B. Explore funding sources to establish a supplemental grant or revolving loan fund to assist property owners and small businesses with eligible storefront renovations
- C. Encourage property owners to incorporate security measures, provide adequate lighting, and address parking lot maintenance issues by establishing requirements and offering incentives or technical assistance
- D. Showcase enforcement efforts led by the new Housing Manager and create promotional materials that emphasize the city's commitment to code enforcement for property owners

16. Incentivize and educate property owners to implement green infrastructure and reduce impervious surfaces

- A. Work with and incentivize property owners to extend right-of-way easements onto private property for greenspace expansion and stormwater management by highlighting tax and stormwater fee savings. (See Focus Area 3 and 5 recommendations)

GOAL 3 RECOMMENDATIONS (CONTINUED)

17. Continue efforts to acquire underutilized and constrained properties to encourage and guide development

- A. Continue to bolster the Community Improvement Corporation (CIC) by promoting their work and services
- B. Identify and promote available spaces for businesses looking to expand or relocate to Brooklyn
 - *Continue utilizing economic and community development programs to help facilitate acquiring or improving commercial properties acquired by the city*
- C. Work with Team NEO to help promote available spaces and connect potential investors

18. Work with the city of Cleveland and the Ohio Department of Transportation to improve the area surrounding the Ridge Road/I-480 interchange with traffic management and safety

- A. Finalize and implement agreements with the city of Cleveland and the Ohio Department of Transportation to improve the Ridge Road/I-480 interchange
- B. Improve traffic through new striping/ reconfiguration and traffic signal synchronization

19. Maintain the Future Character Areas Framework map to ensure it coordinates with the city's Zoning Map and helps guide development decisions

- A. Refer to the Future Character Areas Framework map on pages 30 and 31

20. Continue refining the new zoning map, zoning code, and design guidelines by identifying any needed amendments and updating them accordingly

- A. Maintain regular communication with the Planning Commission and the Board of Zoning Appeals to ensure continued alignment and consistency in decisions, and to proactively identify opportunities for additional member education or for updates and clarifications to the code.
- B. Evaluate specific topics for potential updates including pedestrian-bicycle connections, greenspace design, trees and landscaping for small-scale residential, applicability of design standards to substantial building modifications, and alignment of land use patterns with new zoning districts

GOAL 4: MAINTAIN EXCEPTIONAL SERVICES & FACILITIES

Brooklyn has made concerted efforts to increase services to residents. For example, the city implemented a senior grass cutting pilot program that had wide participation. This could serve as a model for other resident services that were requested through the Community Attitudes Survey. Services can also support beautification efforts for Goal 1 through maintenance and improvements of sidewalks, trees, and streetscapes. Stormwater management and sustainability continue to be important for the city and continue to be addressed as part of this update.

The city has also made significant investment in safety personnel; however, residents stated a desire for increased police presence in the community. Community members also expressed a desire for more community-wide events and opportunities to be involved and informed.

PROGRESS SINCE 2020



- SENIOR GRASS CUTTING PILOT PROGRAM
- HIRED 4 NEW POLICE OFFICERS
- NEW WEBSITE AND IMPROVED ONLINE PRESENCE

MAYOR SWEARS IN NEW FIREFIGHTER



Image source: city of Brooklyn - Facebook

2025 COMMUNITY FEEDBACK

70% Were **very satisfied/satisfied** with progress on Goal 4

55% Thought **city communication with residents** had **greatly improved/improved** since 2020

UPDATED PRIORITIES:

- INCREASED POLICE PRESENCE IN THE COMMUNITY
- SENIOR SERVICES EXPANSION
- STORMWATER MANAGEMENT & SUSTAINABILITY
- COMMUNITY-WIDE EVENTS & CIVIC ENGAGEMENT

GOAL 4 RECOMMENDATIONS

21. Continue to invest in the Police & Fire Departments to best serve the public

- A. Enhance police presence, especially in key areas of concern in terms of pedestrian-bicycle safety, traffic control, theft, etc.
- B. Continue to support the Police and Fire Departments in community building efforts and expand outreach programs
- C. Establish a Citizen's Police Academy
- D. Support efforts to increase diversity in the police and fire departments

22. Maintain high-quality city services and expand services where possible

- A. Identify areas where Brooklyn can engage with neighboring communities to expand services and improve efficiencies
- B. Continue senior grass cutting services and incorporate lessons learned from pilot year
- C. Explore additional community desired services: tree trimming/tree maintenance, snow shoveling, and garbage can service
- D. Seek strategies for addressing seasonal workforce shortages to expand seasonal services
- E. Evaluate eliminating income eligibility requirements or change to an income-based sliding-scale for services (e.g. grass cutting services)

23. Continue to address flooding issues and prioritize green infrastructure improvements

- A. Incorporate green infrastructure and other best management practices into Capital Improvement Projects to reduce long-term and maintenance costs
- B. Identify short and long-term gray infrastructure improvements to help increase upstream retention and reduce overall stormwater runoff
- C. Address flooding especially along Big Creek (*See Focus Area 6 recommendations*)
 - *Funding sources to consider: Ohio Department of Natural Resources (ODNR) Clean Ohio Trails Fund and Northeast Ohio Regional Sewer District (NEORS) Green Infrastructure Grant Funding*

24. Incorporate sustainable building practices and technologies in city facilities to reduce long-term maintenance costs and protect the environment

- A. Seek Leadership in Energy and Environment Design (LEED) certification, and require other sustainable construction methods and best practices for new buildings
- B. Incorporate green infrastructure & and sustainable infrastructure on city property/parking lots such as bioswales, permeable pavers, solar panels, electric charging stations, etc.

GOAL 4 RECOMMENDATIONS (CONTINUED)

25. Promote and sustain civic engagement

- A. Continue “Meet with the Mayor” events and explore strategies for increasing attendance
- B. Provide information and guidance to encourage residents to form residential block groups/club
- C. Continue and promote the Governmental Youth Committee to increase youth engagement
- D. Update and continue to promote the Good Neighborhood Guide to new residents
- E. Promote opportunities for volunteering on city website, newsletter, and social media

26. Maintain transparency regarding city finances with residents

- A. Continue to share planned and ongoing municipal expenditures regarding large projects in the city newsletter and city website
- B. Use townhall-type meetings to further explain plans and expenses, especially before projects that are anticipated to cause disruption or great expense

27. Host more community-wide events to bring residents together (e.g. Home Days and Trunk or Treat)

- A. Work with partners such as the Brooklyn Chamber of Commerce, Brooklyn Senior Center, John M. Coyne Recreation Center, Cuyahoga Public Library, Brooklyn City School District, and Brooklyn Police & Fire Departments
- B. Provide opportunities for sponsorship and partnerships

GOAL 5: FOSTER A LIVABLE COMMUNITY

This Goal focuses on strengthening the city's housing stock and ensuring safe streets, which both play a major role in overall quality of life.

The city has worked hard to improve its housing options and the quality of its neighborhoods. For example, it has actively supported new residential development after decades without new construction. These efforts help attract new residents and provide existing residents with housing choices that better match their needs as their circumstances change. In addition, the city has implemented a traffic-calming program that is already showing progress in reducing speeding and making residential streets safer.

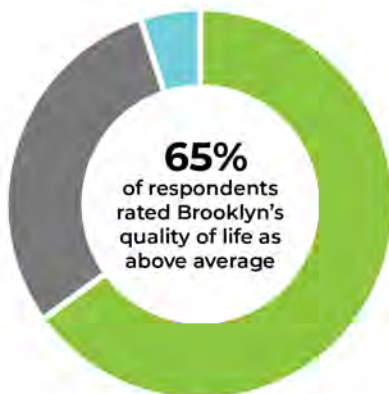
While community members generally feel that Brooklyn offers a good quality of life, they emphasized the importance of prioritizing safety and code enforcement. Students, in particular, expressed strong concerns about pedestrian safety.

PROGRESS SINCE 2020



- HIRED A HOUSING MANAGER FOR CODE ENFORCEMENT
- 62 NEW HOUSING UNITS IN CONSTRUCTION
- NEIGHBORHOOD TRAFFIC CALMING INFRASTRUCTURE

COMMUNITY RATING OF BROOKLYN'S QUALITY OF LIFE



- Above Average (Good/Excellent)
- Average
- Below Average (Poor/Very Poor)

2025 COMMUNITY FEEDBACK

65% Were **very satisfied/satisfied** with progress on Goal 5

57% Thought **road & intersection quality** had **greatly improved/improved**

49% Thought **overall community safety** had **greatly improved/improved**

46% thought **city maintenance & code enforcement** in the community had **greatly improved/improved**

UPDATED PRIORITIES:

- FAIR AND TRANSPARENT APPLICATION OF PROPERTY CODE ENFORCEMENT
- IMPROVED TRAFFIC AND PEDESTRIAN SAFETY - ESPECIALLY FOR STUDENTS

GOAL 5 RECOMMENDATIONS

28. Prioritize housing code enforcement and maintain transparency

- A. Restructure and modernize the Street Walk Program (periodic inspection program)
 - *Hire and train interns and staff to conduct audits*
 - *Ensure consistent inspection methods and use tablets or other digital forms to improve accuracy and efficiency*
 - *Promote the program and share the results publicly*
- B. Identify priority areas and develop targeted enforcement strategies
 - *Use Street Walk program results and other relevant data (i.e. vacancy rates, health/safety concerns, etc.) to inform priority areas and strategies*
 - *Show code enforcement activity and track progress through a public live map or dashboard*
- C. Provide clear guidance on enforcement protocols and available resources for property owners
- D. Communicate the city's commitment to code enforcement through city newsletter, city website, and the New Resident Guide
- E. Develop and readily provide landlord and tenant handbooks to outline rights and responsibilities

29. Promote programs and policies that help with updating and/or expanding housing stock

- A. Promote the Exterior Home Repair Grant Program's impact in upgrading Brooklyn's housing stock
- B. Partner with institutional partners to provide volunteer programs to help seniors with home maintenance
- C. Continue to host and promote informational meetings on housing programs
- D. Work with partners to provide technical assistance and equipment rentals for home improvements
- E. Reevaluate and explore updates to existing Community Reinvestment Area (CRA) program
- F. Continue to enhance the Housing Resources webpage with city, county, and other housing resources

30. Identify opportunities for new residential construction

- A. Explore opportunities in commercial areas to diversify housing stock such as townhomes or condominiums
- B. Prioritize senior-friendly housing (i.e., first-floor bedroom suites and/or single-story, low-maintenance, universal design, wide doorways etc.)

31. Maintain ongoing collaboration with the Brooklyn City School District to identify cost sharing strategies that enhance community services, expand recreational offerings, and address safety needs

GOAL 5 RECOMMENDATIONS (CONTINUED)

32. Implement pedestrian and bicycle safety improvements along major corridors and residential streets to promote safe and active transportation

- A. Apply for ODOT Safe Routes to School (SRTS) funding
- B. Conduct a city-wide sidewalk and crosswalk audit to identify missing sidewalk links, sidewalk pavement quality issues, and other obstructions
 - Consider using interns to do both the sidewalk audit and the Street Walk Program
 - Look towards Safe Routes to Parks for technical support and best practices for conducting audit
- C. Prioritize pedestrian/bicycle improvements such as high visibility markings, signage and other safety measures at high bike/ped crash areas and busy commercial intersections
- D. Work with GCRTA to replace outdated transit stop signage, explore bus shelter wraps featuring local art, and evaluate the installation of additional bus shelters
- E. Work with commercial property owners to assist with litter control around transit stops

33. Evaluate and update the Traffic Calming Plan started in 2023

- A. Analyze and promote the results from the traffic calming interventions to educate residents on the benefits and impacts of speed tables and chicanes to support future interventions
- B. Meet with residents on site and conduct a walk-through to gather additional feedback
- C. Identify and publicly share the city's goals and strategies moving forward, such as interventions that will be employed, streets to be addressed, and timelines and cost
- D. Continue providing opportunities for residents to petition to the city for traffic calming interventions through the Police Department
- E. Continue working with the police department to use devices to collect traffic data to track impacts of traffic calming interventions

34. Improve road safety along key corridors by increasing traffic enforcement and upgrading roadway and traffic signal infrastructure

- A. Explore the feasibility and applicability of different interventions such as road signage improvements, lane reconfigurations, restriping, signalization, lighting/ visibility of intersections, and pavement quality

35. Enhance personal and public safety

- A. Work with partners and engage community members to develop a comprehensive safety action plan
- B. Invest in public campaigns and educational materials about safety
- C. Provide technical support and incentives to property owners to install security systems and other safety measures
- D. Ensure developments follow principles of Crime Prevention Through Environmental Design (CPTED), such as maximizing visibility, encouraging ownership and responsibility, providing proper access, and maintaining the space.

UPDATED FOCUS CORRIDORS & AREAS

The 2020 Brooklyn Master Plan identified key areas for targeted investment. These Focus Corridors and Focus Areas support local and regional transportation and economic development goals and have a significant impact on local neighborhoods and the overall quality of life for residents. This process has revisited those areas to provide updates to locations, goals, and recommended improvements to continue enhancements throughout the community.

Several of the Focus Corridors and Focus Areas have carried over from the 2020 Brooklyn Master Plan. Unless specifically stated, the recommendations for these areas from that plan remain relevant and should be considered with any additional recommendations added here. *(See pages 91-115 of the 2020 Brooklyn Master Plan for more information related to these)*

FOCUS CORRIDORS

Memphis Avenue, Ridge Road and Brookpark Road were identified in the 2020 Brooklyn Master Plan as Focus Corridors and remain a priority in this update.

FOCUS AREAS

This update identifies six Focus Areas along the three corridors, four of which are continued from the 2020 Master Plan. This includes two “In Progress” areas that have seen significant investment over the past five years. It also includes two “Retained” areas that were identified in the 2020 plan, but have not yet experienced significant investment or change. Finally, two “New” areas have been identified for targeted improvements based on current needs and future opportunities.

Focus Corridors

- A) Ridge Road
- B) Memphis Avenue
- C) Brookpark Road

Focus Areas

In Progress

- 1) Civic Campus
- 2) Memphis & Ridge

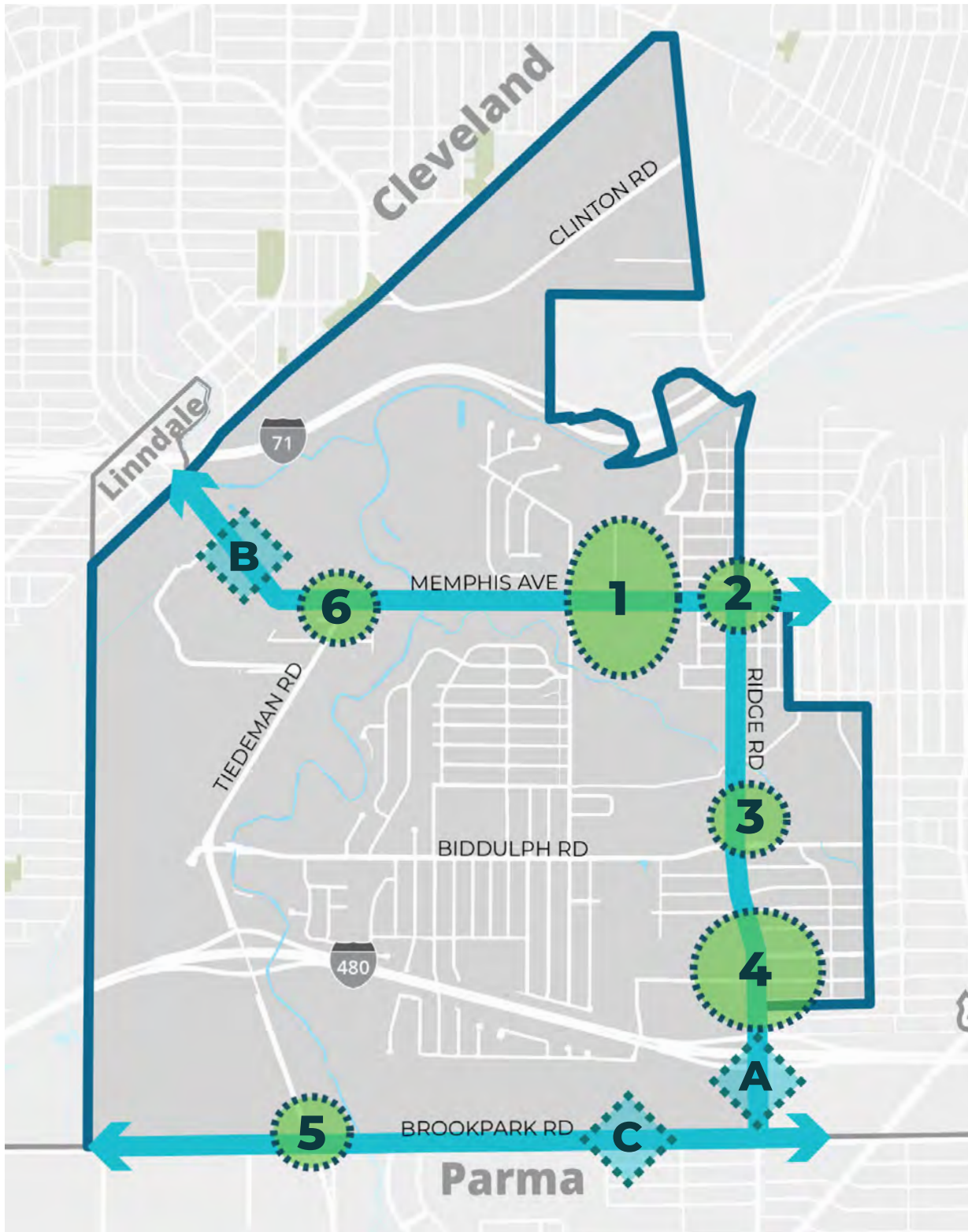
Retained

- 3) Biddulph Plaza
- 4) I-480 & Ridge Park Square

New

- 5) Brookpark & Tiedeman
- 6) Memphis & Tiedeman

MAP 2 FOCUS CORRIDORS & FOCUS AREAS



LEGEND



Focus Corridors



Focus Area

FOCUS CORRIDOR A: RIDGE ROAD

Ridge Road serves as a major corridor in the city, connecting key commercial centers, established residential neighborhoods, recreation and civic destinations and the I-480 interchange. It is an important transit route (GCRTA bus route 45) and is designated by County Planning and partners as a Transit Oriented Development (TOD) corridor. Improving traffic flow, strengthening connections for alternative transportation modes, and enhancing overall safety along this corridor remain important priorities.

The city continues to address traffic concerns on Ridge Road, with particular focus on the I-480 interchange area, where safety and beautification improvements are planned. Despite ongoing efforts, challenges persist in making the corridor more comfortable and accessible for pedestrians, cyclists, and transit users.

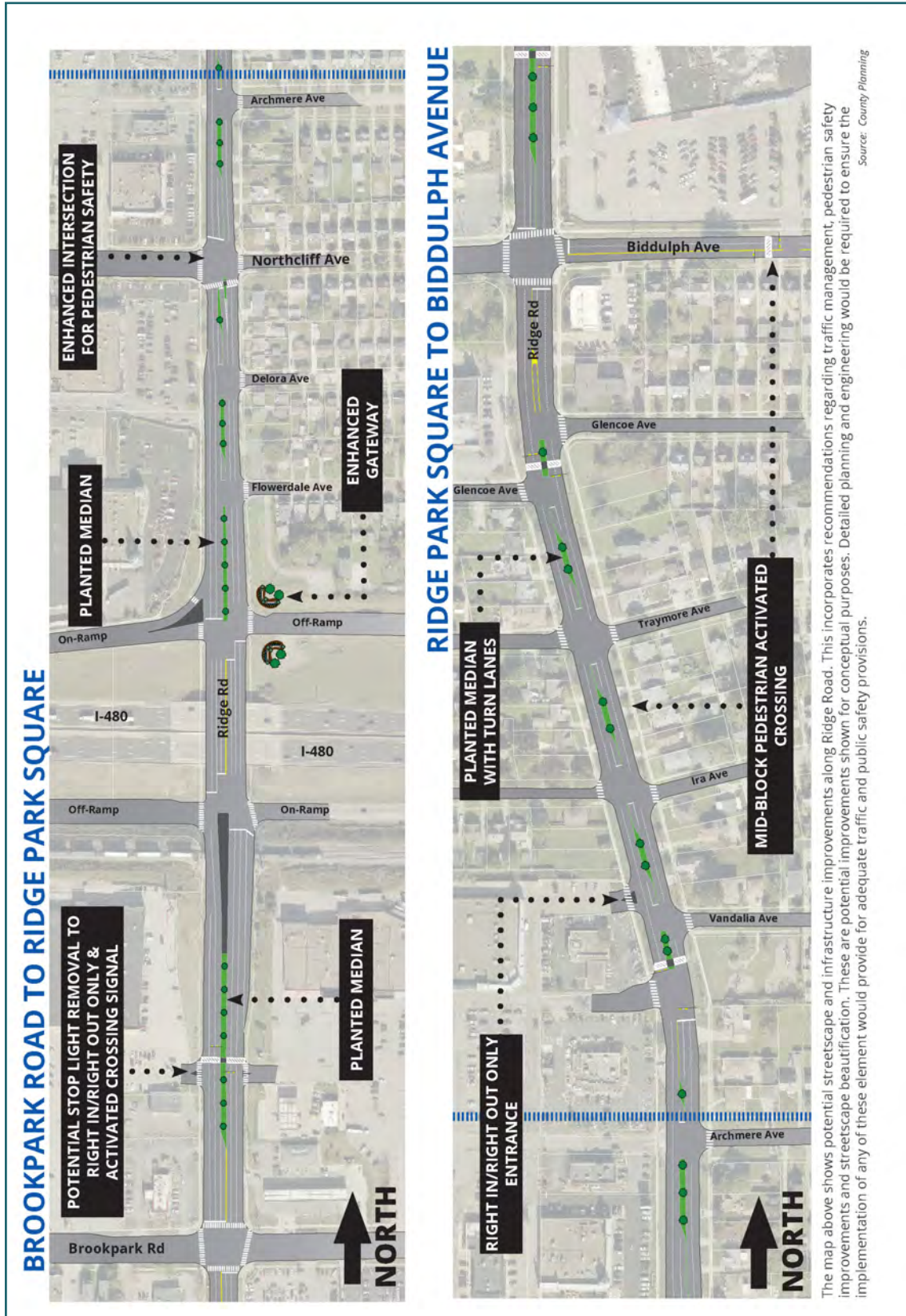
Bike and pedestrian safety along Ridge Road was a concern identified through the Community Attitudes Survey and was especially important to students who walk frequently to community amenities along the corridor. Enhancements along Ridge Road must also be coordinated with improvements in the corridor's three Focus Areas: Ridge Park Square, Biddulph Plaza, and Memphis & Ridge.

The graphic on the following page, is from the 2020 Brooklyn Master Plan, and illustrates proposed improvements for strengthening pedestrian and cyclist connectivity and safety throughout the corridor.

Focus Corridor A Recommendations

- A. Address high bike/ped crash areas with bike/ped improvements
 - Prioritize the following intersections: W 66th Street, Biddulph Avenue, Northcliff Avenue, Vandalia Avenue, Memphis Avenue
 - Ensure desired improvements are coordinated with any future road plans
- B. Work with GCRTA to replace outdated transit stops and explore installing bus shelters
- C. Advertise available properties on Ridge as opportunities for Transit-Oriented Development (TOD)

FIGURE 1 RIDGE ROAD PROPOSED ENHANCEMENTS FROM THE 2020 MASTER PLAN



FOCUS CORRIDOR B: MEMPHIS AVENUE

Memphis Avenue underwent significant improvements as recommended by the 2020 Brooklyn Master Plan. The combination of a road diet, resurfacing, planted center medians, mid-block crossing, and space for cyclists resulted in improved safety and multimodal connectivity along the corridor. The city should continue evaluating the outcomes of these recent upgrades to determine whether further enhancements are needed to improve safety and strengthen connections for all users.

While most improvements have been concentrated within the Civic Campus (Focus Area 1), future upgrades should also be explored in the other two Focus Areas: Memphis & Ridge and Memphis & Tiedeman.

Focus Corridor B Recommendations

- A. Conduct a post-road-diet implementation evaluation to ensure improvements are effective and identify additional needs
- B. Address high pedestrian/bicycle crash areas with pedestrian/bike improvements such as Westbrook Drive and the Civic Campus



Image source: County Planning

FOCUS CORRIDOR C: BROOKPARK ROAD

Brookpark Road presents a unique challenge for implementing improvements because it is shared by Brooklyn, Parma, and Cleveland. Recognizing the need for a coordinated approach, the three communities collaborated with County Planning to complete the 2022 Brookpark Road Streetscape Improvement Plan. Brooklyn should continue working with its partners to advance the recommendations from that study. In addition, the city should consider any projects that improve traffic flow, enhance the streetscape, reduce expansive surface parking, strengthen connectivity, or support redevelopment, whether or not they were included in the plan.

A main area of concern was stormwater management and flooding concerns related to Big Creek, particularly near Brookpark and Tiedeman. These issues, combined with other planned improvements in this area, makes the Brookpark & Tiedeman intersection a new Focus Area as part of this Update.

Focus Corridor C Recommendations

- A. Revisit the Brookpark Road Plan with adjacent communities and identify recommendations to prioritize in the near future.
- B. Continue to prioritize stormwater management and reducing the amounts of impervious surface/parking lot space improvements along Brookpark Road
- C. Consider the impact of the new Cleveland Browns stadium being built in the city of Brook Park near the Brookpark Road corridor to prepare for and anticipate any challenges and opportunities this may present.

02.1 A COORDINATED VISION FOR THE FUTURE

CORRIDOR THEME:
WELCOMING & SAFE ENVIRONMENT

As both a local and regional shopping and employment destination, the Brookpark Road corridor accommodates thousands of visitors each day. Creating an attractive and inviting atmosphere through cohesive design, consistent branding, and physical amenities can strengthen the corridor as a place where residents, workers, and visitors identify with the destination, and want to visit and spend money. Public investment in these types of amenities can turn a monotonous thoroughfare into a diverse and exciting commercial destination.

KEY PRINCIPLES:

Beautifying the Streetscape
 There is a real need for all businesses within a defined area when more and more storefronts undergo facade and streetscape enhancements. Attractive and inviting streetscapes that provide a safe built environment for pedestrians can also help spur local economic activity, increase private investment, and support the development of a strong business district. The Brookpark Road corridor and its numerous businesses can greatly benefit from a coordinated beautification effort.

Place-Making Enhancements
 Strengthening the connections between people and the places they share, place making refers to a collaborative process by which we can shape our public realm to maximize shared value. The Brookpark Road corridor project study area is largely devoid of true community spaces. However, there is a tremendous opportunity to create and re-imagine how public spaces are used in the future along the corridor.

Improved Safety of all Users
 From pedestrians to heavy trucks, Brookpark Road serves a wide variety of users, each with their own unique needs. The corridor must accommodate multiple forms of transportation to ensure equitable services safely accommodated. The opportunities for improvements that will enhance the experience of users as they move along Brookpark Road will continue to be a priority for the invested communities.

Integrated Wayfinding Systems
 An effective wayfinding and signage program is essential to help roadway users reach their destinations, having a consistent appearance in signage along the Brookpark Road corridor is important for users. It would have a crucial role in creating the experience users have in the built environment.

Source: PDK users Center for Neighborhood Technology (Cermak Road Sustainable Streetscape - Chicago) images (top left and bottom); Kirsana D.C. Huppner (Bench on Queen Street in Auckland [2017] Branding and Design (left) images)

44 | BROOKPARK ROAD STREETScape IMPROVEMENT PLAN

FOCUS AREA 1: CIVIC CAMPUS

Brooklyn’s Civic Campus has experienced significant investment since the completion of the 2020 Master Plan, and includes the city Hall and Police Station, a new library, the realignment of Memphis Avenue, and large-scale improvements to Veteran’s Memorial Park. Access into Veteran’s Memorial Park will be further enhanced with the planned trails connecting from the Hurricane Alley. The ice rink was also re-evaluated as part of the Master Plan process, and based on community feedback, the city chose to keep and continue maintaining it.

Another key update from the original Master Plan was the decision not to combine the Senior and Recreation Centers. Instead, the city chose to improve each facility separately, and both are now slated for updates. Additionally, the previously proposed out-parcel commercial development on the Civic Campus property is no longer desired. Moving forward, it will be important to address the large municipal parking lot by incorporating green infrastructure and other sustainable features. Because so many important community assets are located in this area, continued investment is essential to support residents’ needs and enhance overall quality of life.

Focus Area 1 Recommendations

- A. Complete Phase 1 Natatorium improvements and begin planning for Phase 2
- B. Incorporate green infrastructure and sustainable infrastructure such as bioswales, permeable pavers, solar panels, electric charging stations, etc.
- C. Continue to update the Senior Center
- D. Improve the mid-block crossing with high visibility markings and other supporting pedestrian features
- E. Continue working with Brooklyn City School District to ensure the implementation of the trails connecting Veterans Park to Hurricane Alley property and to continue enhancing the greenspace with community desired amenities.



Brooklyn City Hall

Image source: County Planning



John M. Coyne Recreation Center

FOCUS AREA 2: MEMPHIS & RIDGE

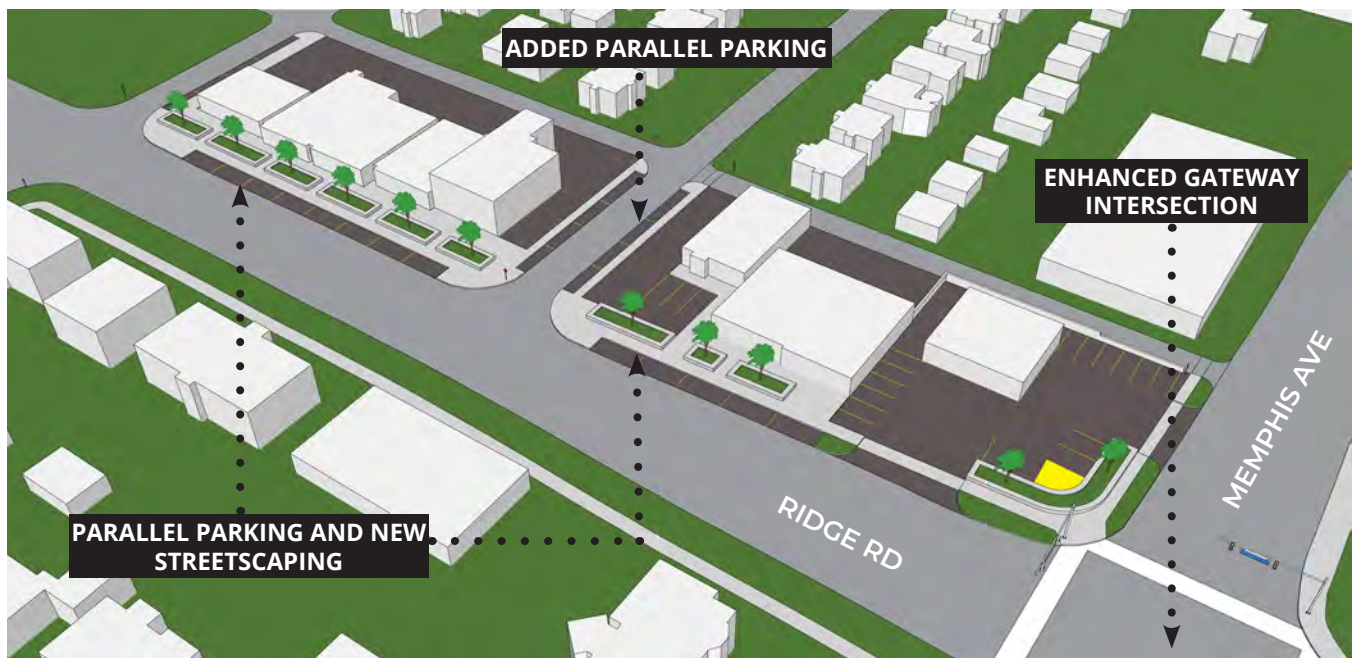
This area is an important neighborhood-scale commercial node and gateway into the city. Significant improvements have been made to the streetscape on Memphis Road including new curbs, tree lawns, street trees, and landscaping. Continued efforts to improve the streetscape along Ridge Road remain a priority. Additionally, there are plans to develop a greenspace at this node as well.

Below is a proposed development scenario for this Focus Area from the 2020 Master Plan that is still relevant and desired. See pages 104-106 in the 2020 Master Plan for a more in-depth discussion of this area and potential for future enhancements.

Focus Area 2 Recommendations

- A. Complete gateway enhancement project including new signage & landscaping
- B. Work with the CIC to develop the greenspace at the southeast corner with community desired amenities
- C. Continue to work with local businesses to help enhance storefronts and streetscapes
- D. Continue to explore the redevelopment scenarios originally published in the 2020 Master Plan

FIGURE 2 CONCEPTUAL REDEVELOPMENT OF MEMPHIS & RIDGE



The above graphic from the 2020 Brooklyn Master Plan shows how targeted interventions to the Ridge Road streetscape can improve this area and take advantage of commercial spaces and local connections. Improved curbs and streetscaping along Memphis Avenue has already been accomplished. Parking realignment, improved curb cuts, gateway signage, and increased landscaping would help create a more attractive streetscape and visually connect the Ridge and Memphis corridors.

FOCUS AREA 3: BIDDULPH PLAZA

Biddulph Plaza remains a major concern for many community members, especially students, who expressed the need for better maintenance and improved safety in the parking lot.

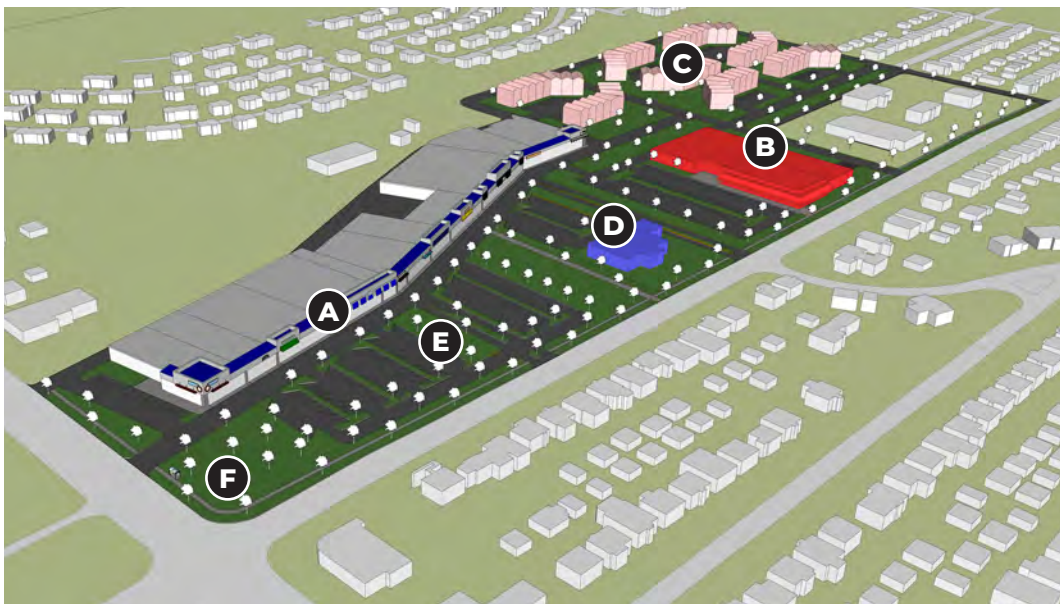
Redevelopment of the site also continues to be a priority for the city. The city incorporated new zoning code language to support the redevelopment goals outlined in the 2020 Brooklyn Master Plan, including opportunities for mixed-use development. The 2020 Plan explored several conceptual redevelopment options, and the figure below builds on the scenario that best aligns with the community's and city's priorities. Key additions include repurposing portions of the parking lot to create more dedicated greenspace and tree canopy, as well as introducing desired senior-friendly housing at the rear of the site.

While full redevelopment would be ideal, targeted improvements to existing site elements remain feasible and realistic in the near term.

Focus Area 3 Recommendations

- A. Work with the property owner to address public safety, such as improving parking lot lighting and pedestrian access
- B. Work with the property owner to explore the desired proposed development scenario (shown below) from the 2020 Master Plan.
- C. Acquire part of the parking lot fronting Biddulph Avenue for streetscape beautification and greenspace development.
- D. Improve the Biddulph & Ridge Intersection with a high visibility crosswalk.

FIGURE 3 CONCEPTUAL REDEVELOPMENT OF BIDDULPH PLAZA



Proposed Improvements:

- A) Facade improvements to the existing strip-commercial building
- B) New, small-format grocery store brought up to the street
- C) New residential such as senior-friendly housing
- D) Out-parcel development
- E) Landscaped parking lot
- F) Dedicated greenspace

FOCUS AREA 4: I-480 & RIDGE PARK SQUARE

A key priority for this Focus Area is a reduction of impervious surfaces and improved site connectivity for pedestrians. Reducing surface parking through the installation of dedicated greenspace or green infrastructure could help improve attractiveness, reduce stormwater runoff, and can enhance pedestrian connectivity.

Long-term site redevelopment should be supported through zoning regulations, incentives, and continued investment in traffic and streetscape enhancements to Ridge Road.

Focus Area 4 Recommendations

- A. Work with private property owners to retrofit parking lots to enhance pedestrian access and safety, reduce impervious surfaces, and integrate green infrastructure
- B. Work with GCRTA to replace outdated transit stops and explore installing bus shelters
- C. Continue working with ODOT to finalize agreement to improve I-480 & Ridge Road area



Green infrastructure project for a public parking lot in Kamm's Corners funded by the Northeast Ohio Regional Sewer District

Image source: NEORSRD



Bioretention and porous pavement walkway at Cozad-Bates House in University Circle. Paid for with grant funding from the Northeast Ohio Regional Sewer District.

FOCUS AREA 5: BROOKPARK & TIEDEMAN

Brookpark Road continues to experience flooding around Big Creek. The city should continue to work with property owners and the Northeast Ohio Regional Sewer District to mitigate these flooding events by reducing impervious surfaces and implementing green infrastructure.

The city is currently preparing to implement a dedicated right turn lane on Brookpark Road (westbound) to Tiedeman Road (northbound) to improve traffic flow at the intersection. The city has also acquired the corner property and should explore dedicating it as greenspace. The city should also consider installing high visibility crosswalks and other pedestrian-bicycle improvements to improve connectivity between the Cleveland Metroparks Big Creek and Brookside Reservations, as illustrated on page 49, to align with the Cuyahoga Greenways Plan.

Focus Area 5 Recommendations

- A. Continue working with NEORSRD to address stormwater management a long Big Creek.
- B. Acquire underutilized parcels and explore applying protection easements for stormwater management and for potential dedicated greenspace
- C. Implement the recommended road configuration in the Brookpark and Tiedeman Road Traffic Study
- D. Ensure greenway trail intersection improvements

FIGURE 4 PROPOSED RIGHT TURN LANE ON BROOKPARK ROAD



Key Elements:

- A)** Proposed dedicated right turn lane with easement
- B)** Recently city-acquired property and potential future greenspace
- C)** Underutilized property for future city consideration
- D)** Big Creek
- E)** Big Creek Trail & potential Greenways connection

The drawing above is from the Brookpark Road at Tiedeman Road Intersection Study produced by Chagrin Valley Engineering LTD in December of 2025.

FOCUS AREA 6: MEMPHIS & TIEDEMAN

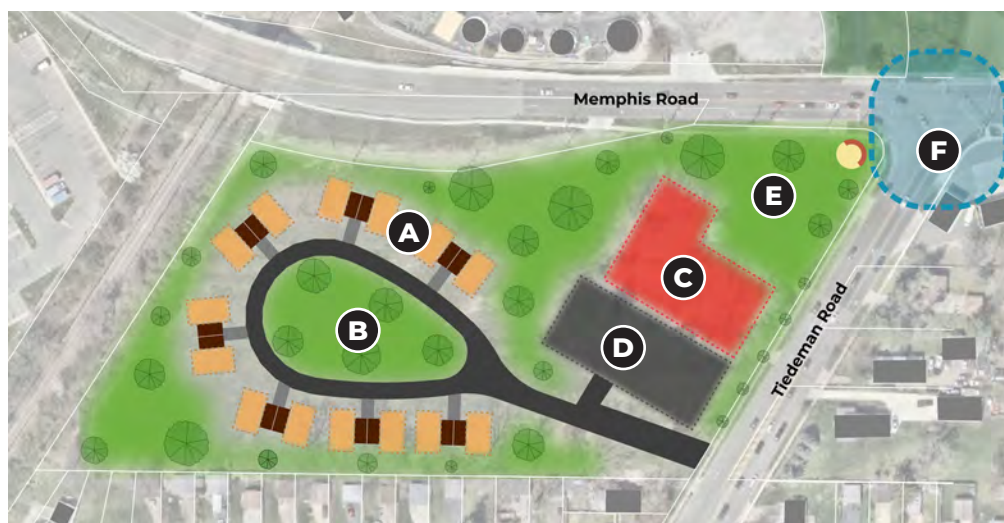
The city-owned 6.7-acre site at the southwest corner of the Memphis and Tiedeman Road intersection represents a significant opportunity for redevelopment. The 2025 Community Attitudes Survey showed residents' mixed preferences for how this land should be used: 36% prioritized mixed-use development, while 30% favored single-family housing. Overall, 66% of respondents identified greenspace as an important element for any city-owned property.

Given the site's size and strategic location, it has the capacity to accommodate each of these priorities. The conceptual plan below illustrates one potential approach for integrating community-identified elements—including residential options, commercial uses, and dedicated greenspace—all within a cohesive development framework.

Focus Area 6 Recommendations

- A. Consider releasing a Request for Proposals (RFP), highlighting the development components desired for this city-owned site.
 - *Desired development components include: ample greenspace and tree canopy; small-scale neighborhood retail; and small scale multi-family such as townhomes or clustered single-family homes*
- B. Improve the Memphis & Tiedeman Intersection with high visibility crosswalks
- C. Conduct a traffic study to ensure the new development does not negatively contribute to traffic

FIGURE 5 CONCEPTUAL DEVELOPMENT FOR MEMPHIS & TIEDEMAN



Proposed Improvements:

- A) Small-scale multi-family
- B) Shared greenspace
- C) Small-scale, neighborhood retail frontage (*i.e., cafes, lunch restaurants*)
- D) Parking placed behind the development
- E) Public greenspace
- F) Bike/ pedestrian improvements

Mixing uses horizontally (across the site) rather than vertically (within the same building) would balance the community's desires for the development of the site. Note: This is a conceptual drawing and the actual number of housing units and sizes of commercial buildings will need further study to determine the best development scenario.

FUTURE CHARACTER AREAS

WHAT IS A FUTURE CHARACTER AREA FRAMEWORK MAP

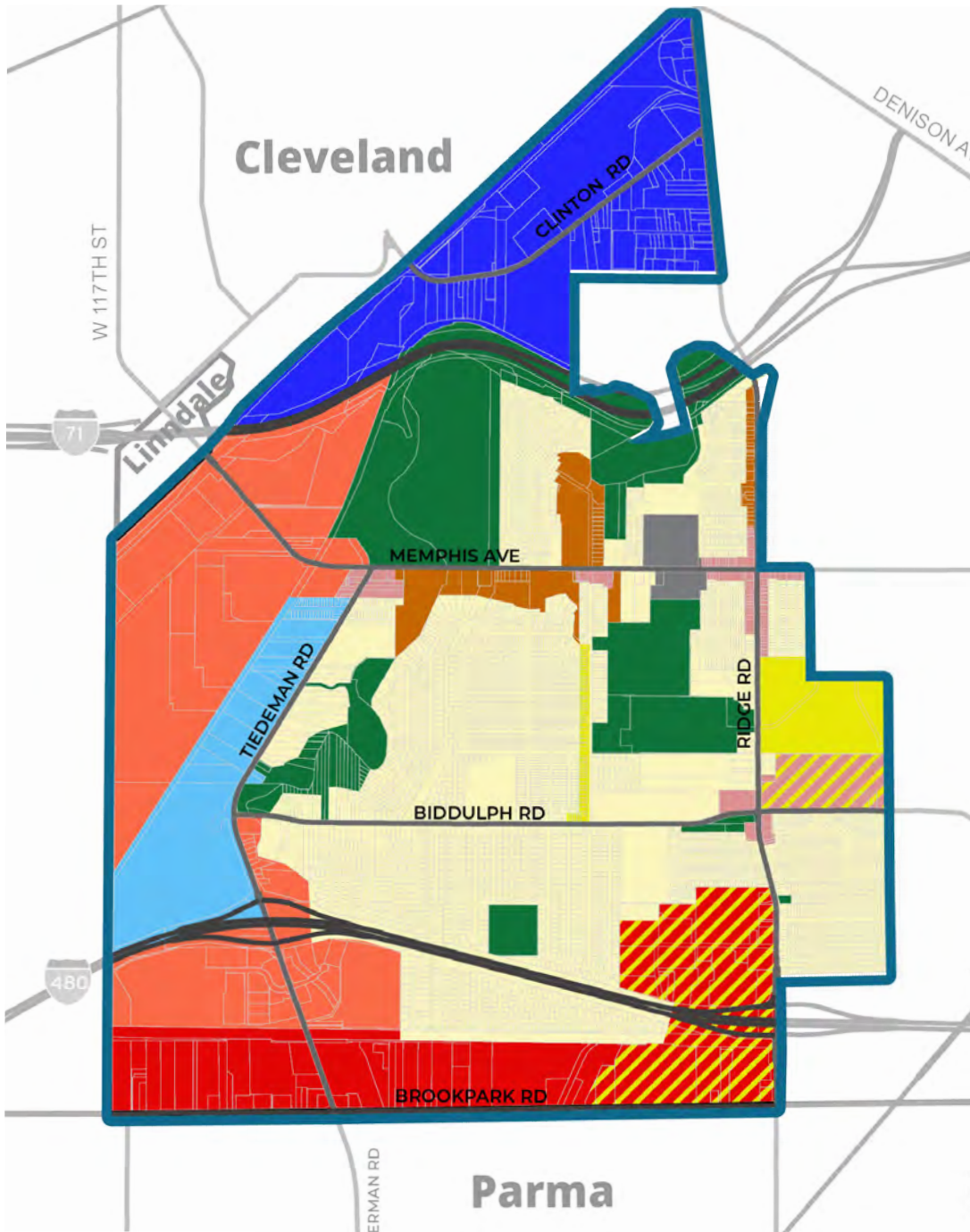
The Future Character Areas Framework map was developed as part of the 2020 Master Plan and considered the zoning, land uses, development pressures, and desired future development. The Future Character Areas map was ultimately used to inform the updated Zoning Map which was adopted in May 23, 2023. The Future Character Areas Framework map is also referred to in Section 1103.05 of the Zoning Code.

The city of Brooklyn was originally categorized into 12 different Future Character Areas to describe the desired development types for different area. One category that has been removed as part of this update is the Mixed-Use Civic Campus as commercial out-parcel development within the Civic Campus is no longer desired.

HOW TO USE IT

The Future Character Area Framework Map does not legally permit or prohibit specific uses, density or intensity of uses, or other development on properties. Rather, it is meant to supplement the Zoning Map and be used as a tool to guide land use policy decisions. The Future Character Areas Framework map should be regularly reviewed to ensure that it continues to promote the desired land use and development patterns and is coordinated with the Zoning Map. Ideally, in 10-20 years, parcels containing incompatible uses will be redeveloped.

MAP 3 FUTURE CHARACTER AREA FRAMEWORK



LEGEND

- General Industrial
- Light Industrial
- General Commercial & Industrial
- Interstate Commercial
- Neighborhood Commercial
- Civic Campus
- Multi-Family Residential
- Townhouse/Duplex
- Single Family
- Greenspace
- Mixed Interstate Commercial
- Mixed Neighborhood Commercial
- Parcel Lines (2021)

IMPLEMENTATION

OVERVIEW

Brooklyn has been very successful in implementing actions from the 2020 Master Plan. The number of recommendations in this Update requires a disciplined and targeted approach, and this section provides guidance on how the community can support continued implementation through prioritizing strategies and identifying early wins. It also provides key examples of successful projects and programs as well as an overview of funding opportunities and strategies.

COLLABORATION

It is important to recognize that there are factors that impact implementation beyond the city's control. It is critical to forge and maintain supportive partnerships with local and regional stakeholders who can provide support.

Additionally, with cities across the County and State facing declining resources, it is becoming more important than ever to engage local employers, public institutions, and private citizens to collaborate in the work of local government.

IMPLEMENTATION ACCOUNTABILITY

A formal implementation structure can help maintain momentum, track progress, and report successes. It is important to create a system that works for the city and that can be maintained over time. This will ensure the Plan is continually followed, reviewed, and updated over the next decade. Maintaining communication and collaboration between the Mayor, key city staff, and City Council is key for distributing responsibility, as well as coordinating funding through capital improvement planning and budgeting.



The city of Brooklyn has been persistent in implementing the recommendations of the 2020 Master Plan. This includes significant upgrades to local parks and recreation amenities, as well as investing in local police, fire, and safety services

Photo Source: city of Brooklyn, Ohio Facebook

FUNDING & RESOURCES GUIDEBOOK

The Funding & Resources Guidebook is a user-friendly resource that targets supplemental funding opportunities for communities and eligible nonprofits. It was developed by the Cuyahoga County Planning Commission to assist with the operations of communities and eligible non-profit organizations by highlighting sources of grant dollars that can supplement the operating budgets of Cuyahoga County communities. The information in the Guidebook is grouped by topic with a description of each resource and a link to its website. The funding resources are current as of the date of publication and updates will occur at regular intervals.

USING THE GUIDEBOOK

The information within the Guidebook is presented by topic, with a description that includes the funding sponsor or agency, a brief description of the funding opportunity, the types of eligible projects each program typically funds, and a web-link to take applicants directly to the funder's website. As seen in the table to the right, the Guidebook is organized into seven overall sections, which are then broken down into smaller, more specific categories. This helps users focus their searches and streamlines the application processes and timelines.

The Guidebook also lists resources that provide or fund technical expertise that can support the success of a program or project. Using these resources could refine grant requests and help avoid application issues.



First published in December 2021, the Funding and Resources for Communities Guidebook provides nearly 80 pages of funding opportunities available to the communities and eligible nonprofits of Cuyahoga County.

GUIDEBOOK FUNDING CONTENTS

Community Life: Arts, Community Development, COVID Relief, Human Health

Economic Growth: Economic Development, Energy Efficiency, Small Business Development, Workforce Development

Environmental Health: Recycling, Toxic Clean Up

Housing: Financial Assistance for Dwelling Occupants, Funding & Incentives for Developers, Repair & Rehabilitation, Various Housing Resources & Funding

Natural Environment: Conservation, Parks, Recreation, Trees

Transportation: Emerging Technology, Equity & Mobility, Road & Bridge Infrastructure, Safety, Transit Providers, Various Purpose Transportation Funding

Water Resources: Boating, Shorelines & Streams, Stormwater Management, Water & Sewer Infrastructure

To learn more about the Funding & Resources Guidebook and other County Planning resources go to:

[CountyPlanning.us/resources/guidebooks/funding-and-resources-guidebook/](https://www.countyplanning.us/resources/guidebooks/funding-and-resources-guidebook/)

PRIORITIES & EARLY WINS

NEED FOR PRIORITIZATION

Simultaneously pursuing all the recommended strategies in this plan would be impractical, if not impossible. Staffing, funding, timing, and opportunity will dictate the efforts that can be made and projects pursued. Some actions can be completed quickly; however, some may take years to fully implement. Some must wait for other strategies to be completed first or for funding to become available. Strategies that can have the biggest impacts on community goals can be quickly and easily addressed and prioritized to best utilize resources.

PRIORITY MATRIX

To assist in prioritizing strategies and actions for implementation, the Strategy Prioritization Matrix on the following page has been developed. It identifies which strategies are the highest priority and the generally expected timeline for completion. Strategies in the top left corner are the highest priority and should take only 1 to 2 years to complete. Moving further right

and down the matrix, the priority of the actions decreases and the time frame for implementation increases.

Timeframes for actions can be affected by multiple factors. Some actions can be pursued right away and serve as quick wins; others may take several years and involve multiple phases to be completed. Some actions cannot be pursued until after other actions are completed, or if other conditions are met. However, just because some actions are further down the matrix, it does not mean that those strategies should be ignored until that time frame arrives. Planning, engineering, consensus building, funding, and other intermediary steps will need to be addressed in the short-term so that other implementation steps can be performed.

Finally, this matrix should be flexible to adapt to opportunities that arise. Priorities can change over time, and if a funding or development opportunity presents itself, it should be considered even if it is a lower priority.

IMPORTANCE OF RECOMMENDATION

		HIGH	MEDIUM	LOW
TIMEFRAME FOR GOAL	SHORT-TERM 1-2 Years	<ul style="list-style-type: none"> 1. Continue enhancing existing corridors, streetscapes, and gateways with modern infrastructure and design elements 6. Continue enhancing the Recreation Center 21. Continue to invest in the Police & Fire Departments to best serve the public 33. Evaluate and update the Traffic Calming Plan started in 2023 35. Prioritize enhancing personal and public safety 	<ul style="list-style-type: none"> 3. Continue enhancing the Civic Campus on Memphis Avenue to support a vibrant community center 4. Ensure the cleanliness and upkeep of sidewalks and streetscapes, commercial parking lots, and parks 7. Continue developing Kingdom Trail 26. Maintain transparency regarding city finances with residents 28. Prioritize housing code enforcement and maintain transparency 	<ul style="list-style-type: none"> 26. Maintain transparency regarding city finances with residents 27. Host more community-wide events to bring residents together 29. Promote programs and policies that help with updating and/or expanding housing stock
	MID-TERM 3-5 Years	<ul style="list-style-type: none"> 2. Continue creating engaging and inviting public gathering spaces 15. Ensure commercial properties are well maintained and attractive 34. Improve road safety along key corridors by increasing traffic enforcement and upgrading infrastructure 	<ul style="list-style-type: none"> 5. Maintain and expand the city's tree canopy and track progress over time 8. Expand recreational offerings and programming to better serve all ages and abilities 18. Work with the city of Cleveland and ODOT to improve the Ridge/I-480 interchange with traffic management and safety 32. Implement pedestrian and bicycle safety improvements along major corridors and streets 	<ul style="list-style-type: none"> 11. Continue to include new amenities when enhancing existing civic spaces or creating new greenspaces 12. Promote the creation of additional pocket parks and publicly accessible greenspaces 16. Incentivize and educate property owners to implement green infrastructure and reduce impervious surfaces
	LONG-TERM EFFORT 5+ Years	<ul style="list-style-type: none"> 9. Maintain, enhance, and promote Brooklyn's park system 14. Retain and attract businesses 17. Continue efforts to acquire underutilized and constrained properties to encourage and guide development 22. Maintain high-quality city services and expand services where possible 23. Continue to address flooding issues and prioritize green infrastructure improvements 	<ul style="list-style-type: none"> 13. Protect natural habitats, green spaces, and wildlife 10. Implement recommended active transportation alignments and facilities from the Cuyahoga Greenways Plan 20. Continue refining the new zoning map, zoning code, and design guidelines and updating them accordingly 30. Identify opportunities for new residential construction 	<ul style="list-style-type: none"> 19. Maintain the Future Character Areas Framework map to ensure it coordinates with the city's Zoning Map and helps guide development decisions 24. Incorporate sustainable building practices and technologies in city facilities 31. Maintain ongoing collaboration with the Brooklyn City School District to identify cost sharing strategies that enhance community services

EARLY WINS

Early wins are actions or projects that are already in progress, budgeted for, or can be implemented more quickly following this Plan's completion to deliver tangible improvements within the community. Early wins will allow the city to sustain the momentum created through its successful implementation efforts from the 2020 Master Plan.

This list is intended to give the community guidance and inspiration on where to start. It should not preclude the city or community members from pursuing other actions as new opportunities arise.



EARLY WIN ACTIONS TO PURSUE

- 1-A.** Complete city gateway projects on Memphis Avenue at the Linndale entrance, Memphis & Ridge intersection, and I-480/Ridge Road interchange.
- 2-B.** Explore adding seasonal decorative elements such as lighting, signage, and hanging flower baskets to evoke a welcoming environment, especially around the Civic Campus area
- 4-B.** Involve residents and businesses in clean-up initiatives such as public campaigns, annual community clean-up days, or formalizing group volunteer clean up opportunities
- 5-B.** Continue applying to the Cuyahoga County Healthy Urban Tree Canopy Program to support canopy expansion
- 6-A.** Implement planned natatorium upgrades at the Recreation Center; begin construction of Phase 1 (2026) and start budgeting and planning for Phase 2
- 7-A.** Finish Phase 2 of the Kingdom Trail (originally budgeted for 2026, but planned for 2027)
- 8-D.** Use student and community feedback to determine programming and additional amenities.
- 11-A.** Work closely with Brooklyn City School District to enhance the Hurricane Alley property for public access.
- 12-A.** Develop the planned pocket park at Ridge Road and Memphis Avenue and continue evaluating the city property at the Brookpark and Tiedeman Road intersection for potential dedicated greenspace
- 14-A.** Promote and collaborate with the Chambers of Commerce to attract membership and maintain relationships with businesses
- 15-D.** Showcase enforcement efforts led by the new Housing Manager and create promotional materials that emphasize the city's commitment to code enforcement for property owners
- 18-A.** Finalize and implement agreements with the city of Cleveland and the Ohio Department of Transportation to improve the Ridge Road/I-480 interchange
- 21-A.** Enhance police presence, especially in key areas of concern in terms of pedestrian-bicycle safety, traffic control, theft, etc.
- 21-C.** Establish a Citizen's Police Academy
- 22-B.** Continue senior grass cutting services and incorporate lessons learned from pilot year
- 22-C.** Explore additional community-desired services: tree trimming/tree maintenance, snow shoveling, and garbage can service
- 25-D.** Continue and promote the Governmental Youth Committee to increase youth engagement
- 26-B.** Use townhall-type meetings to further explain plans and expenses, especially before projects that are anticipated to cause disruption or great expense
- 28-A.** Restructure and modernize the Street Walk Program
- 28-C.** Provide clear guidance on enforcement protocols and available resources for property owners
- 32-B.** Conduct a city-wide sidewalk and crosswalk audit to identify missing sidewalk links, sidewalk pavement quality issues, and other obstructions
- 33-A.** Analyze and promote the results from the traffic calming interventions to educate residents on the benefits and impacts of speed tables and chicanes to support future interventions
- 35-A.** Work with partners and engage community members to develop a comprehensive safety action plan

PROJECT HIGHLIGHTS

CUYAHOGA GREENWAYS

The Cuyahoga Greenways Plan, completed in 2019, is a blueprint for linking neighborhoods, parks, Lake Erie, the Cuyahoga River, and public transit through a comprehensive countywide network of on-street and off-street active transportation facilities (e.g. bike lanes and trails) that are safe and welcoming for people of all ages and abilities. Cuyahoga Greenways expands the mobility options available to residents and visitors throughout Cuyahoga County, and provides connections for all 59 cities, villages, and townships to each other and to the region (see www.cuyahogagreenways.org).

The 2019 plan originally identifies 69 proposed projects, categorized into three levels of prioritization:

- **Critical Gaps (CG)** are short sections of future greenways or urban trails that fill “gaps” in the existing regional trail network and typically connect to existing trails or other non-motorized facilities at both ends.
- **Regional Links (RL)** are longer sections of the regional network that typically connect existing regional trails on at least one end and link to major destinations.
- **Key Supporting Routes (KR)** serve a local links that were found through public engagement or technical evaluations.

Brooklyn holds a strategic position in the Greenways network as it has a Regional Link (RL-07) along Memphis Avenue and a Critical Gap (CG-02) mainly along Tiedeman Road and Biddulph Road. Of the 13 miles of Critical Gaps identified in the

Plan, nearly 4 miles lie within the city of Brooklyn. The proposed critical gap route (CG-02) would fill the missing connection between the Cleveland Metroparks Big Creek and Brookside Reservations, ultimately linking Brooklyn to existing facilities leading to both Lake Erie and the Towpath Trail.

CUYAHOGA GREENWAYS UPDATE

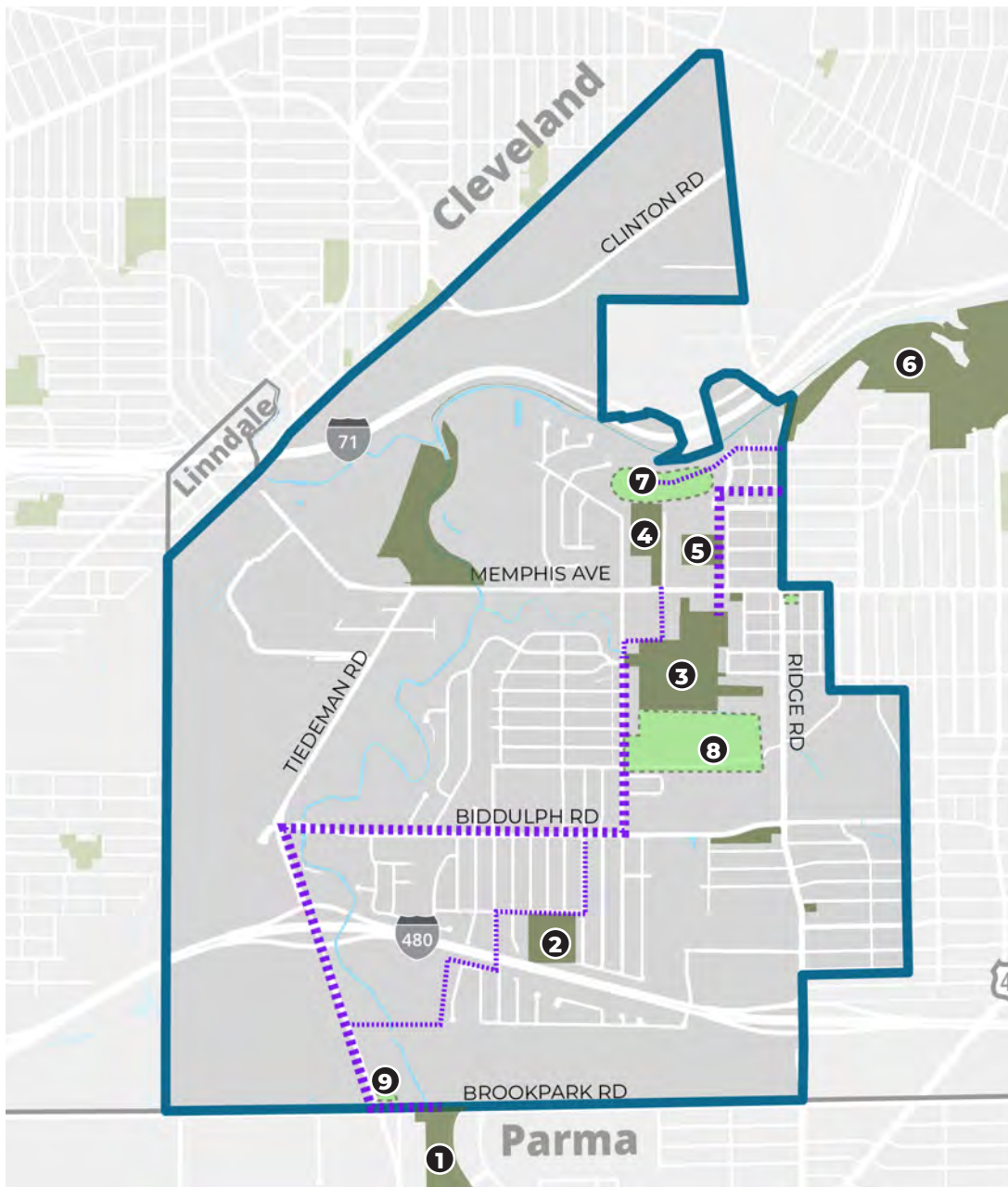
County Planning, in collaboration with the Cuyahoga Greenways Partners and local communities, is updating the 2019 Plan to incorporate new data and mapping. This work will help track progress across the county and identify potential adjustments to the originally proposed trail alignments.

In Brooklyn, for example, the originally proposed (CG-02) route is undergoing further evaluation due to several obstacles, including Brookpark Road, Tiedeman Road, I-480, the railroad tracks, and overhead utility corridors. Possible route alignments are still conceptual, with one alternative example shown on the next page. This alternative takes a more “neighborhood greenways” approach, though it would require substantial engagement with nearby property owners.

NEXT STEPS

As the city undertakes roadway and greenspace improvements, it will be important to coordinate closely with County Planning and the Greenways Partners to ensure alignment and determine the most feasible options for creating a safe, all-ages-and-abilities active transportation connection through the city and to regional destinations.

MAP 4 CUYAHOGA GREENWAYS



LEGEND

Greenways proposed CG-02 Route

- 2019 proposed alignment
- Alternative alignment

Parks/Recreation

- Existing
- Future (Planned/Potential)

Existing Parks along proposed Greenways alignment

1. Cleveland Metroparks Big Creek Reservation
2. Marquardt Park
3. Veteran's Memorial Park
4. Kingdom Trail
5. John M. Coyne Recreation Center
6. Cleveland Metroparks Brookside Reservation

Future/potential parks along proposed Greenways alignments

7. Kingdom Trail Phase 2
8. Hurricane Alley Trails (*connected to Veteran's Memorial Park*)
9. Potential Brookpark & Tieleman pocket park

CROSSWALK IMPROVEMENTS

A continuous theme throughout the Master Plan Update is the need for safer streets, including safer intersections, for pedestrians, cyclists, and drivers. Below is some initial guidance for how to make Brooklyn’s streets safer for all. For more technical guidance on how to make a road truly safe for all modes, visit the [Ohio Department of Transportation \(ODOT\) Multimodal Design Guide](#).

When deciding which roads to prioritize for enhancements, the following characteristics should be considered: high traffic volumes, moderate speeds, wide roadways, bike/ped crash history and concentration of destinations have a lot of pedestrian demand. Currently, the city has standard crosswalk markings along all its priority corridors but could be candidates for more extensive interventions, especially on Ridge Road.

RIDGE ROAD CHARACTERISTICS

- High traffic & moderate speed - 16,582 AADT (2025), 35 mph
- Wide roadway - Four lanes and a center lane, 60 feet of Right-of-Way (ROW)
- High concentration of bike/ped accidents at intersections with Hurricane Alley, Biddulph Rd, Vandalia Ave, and Northcliff Ave,
- High pedestrian demand - commercial areas, schools nearby, parks, residential neighborhoods

LOW-LEVEL INTERVENTIONS

- High visibility crosswalk (for mid-block crossings or signalized crossings)
- Enhanced Signage

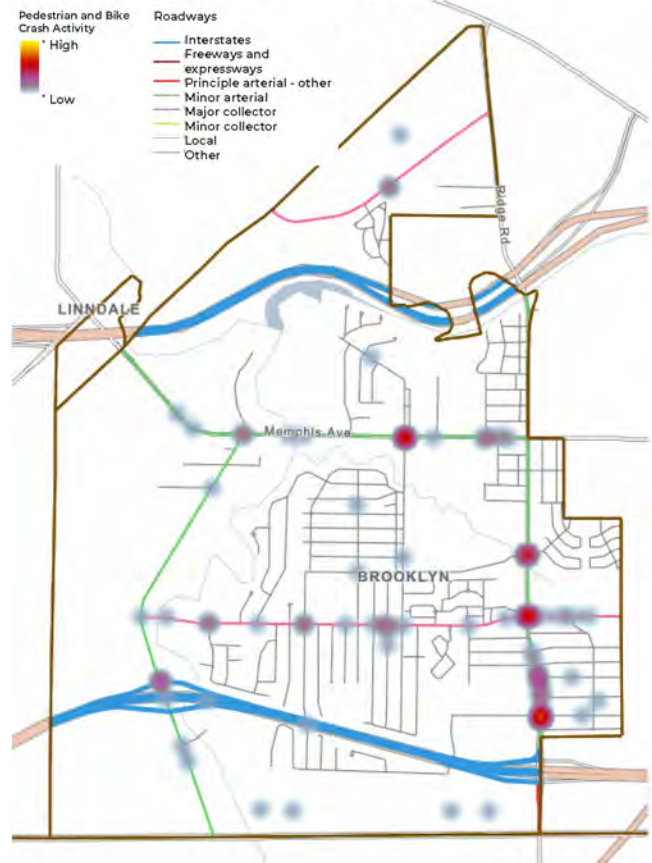
MEDIUM-LEVEL INTERVENTIONS

- Pedestrian Refuge Island (for mid-block crossings or signalized crossings)
- Rectangular Rapid Flashing Beacon (RRFB)(for mid-block crossings)

HIGH-LEVEL INTERVENTIONS

- Pedestrian Hybrid Beacon (PHB)/High Intensity Activated Crosswalk (HAWK) (for mid-block crossings)
- Full intersection redesign

FIGURE 8 PEDESTRIAN AND BICYCLE CRASH HEAT MAP, 2020-2022



Crash map from the Brooklyn Implementation Scorecard & Current Conditions report, page 21. County Planning

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The background features a series of overlapping, wavy lines in shades of teal and green, creating a sense of movement and depth. The lines are dense and layered, with some areas appearing more solid than others, giving the overall design a textured, organic feel.

APPENDIX A

**IMPLEMENTATION SCORECARD &
CURRENT CONDITIONS UPDATE**

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INTRODUCTION

IMPLEMENTATION SUCCESS

The city of Brooklyn's current Master Plan was adopted in 2020, and the city immediately began implementing the recommended actions. The city's successful implementation strategy included the redevelopment of the Civic Center on Memphis Avenue that included a new City Hall/Police Station, renovations to the Recreation Center, a new branch of the Cuyahoga County Public Library, and a road diet with streetscaping along a portion of Memphis Avenue. The city has also implemented other recommendations such as adopting a new zoning code, creating a new website, updated branding, and installing new gateway and wayfinding signage.

Having completed many of the recommendations in the Master Plan, the city is undertaking this Strategic Master Plan Update to identify new recommended actions. Updated actions will allow the city to best prioritize its spending to address the desires and emerging issues residents are most concerned with. It will also allow the city to maintain the positive momentum it has achieved to this point

NEXT STEPS

The first step in identifying new action recommendations is to thoroughly review the actions accomplished to this point in order to identify the relevance of any remaining unfinished actions and potential follow-up actions to reinforce the work already completed. This will be accomplished through an Implementation Scorecard showing the progress made for each Goal from the 2020 Master Plan. This Plan will then also review and update the current conditions in Brooklyn to identify any significant local or regional trends that are impacting the community and will need to be addressed.

IMPLEMENTATION SCORECARD

WHAT IS AN IMPLEMENTATION SCORECARD?

The Implementation Scorecard provides a review of each action recommended in the 2020 Brooklyn Master Plan and identifies how much progress has been made towards completion. The Scorecard rates progress on actions as well as on each goal overall. It also provides a page highlighting the major projects and policies completed to address actions and goals.

This review provides an understanding of the city's progress towards meeting its stated goals. It also helps identify areas where progress is still required or where actions are no longer relevant.

NOTES ON THE SCORECARD

In the interest of clarity and format, actions may be slightly edited from how they appear in the 2020 Master Plan to allow them to fit better into the Scorecard; however, they still accurately represent the purpose and intent of the original action.

Also, actions that were deemed no longer pertinent for the city were not included on the Scorecard, however they were considered when ranking the overall progress on the Goal.

SCORECARD LEGEND

The following icons are used in the Scorecards to indicate the status actions and the extent to which they have been implemented by the city.

ACTION COMPLETED



ACTION IN PROGRESS



SIGNIFICANT



MODERATE



LOW

ONGOING ACTION*



SIGNIFICANT



MODERATE

* Ongoing Actions are open ended and reflect continual relevance toward approaching key areas of the city. Therefore, they will never actually be completed but can have significant impact on city decisions and projects.

GOAL 1: STRENGTHEN BROOKLYN'S IDENTITY

VISION STATEMENT:

Brooklyn will continue to refine its distinct identity to distinguish the city within the Region to maintain a strong community and a growing economy.

OVERVIEW

A new civic campus, new branding and signage, and a new website has refreshed the look and feel of the city. Leveraging this new look as well as regional assets and partners can help Brooklyn expand its regional recognition to draw business and visitors.

PLAN ACTIONS

UNDERTAKE A COMMUNITY BRANDING PROCESS THAT CAPTURES THE CITY'S UNIQUE CHARACTERISTICS AND DEVELOPS CIVIC DESIGN AND MARKETING ELEMENTS TO BE USED THROUGHOUT THE CITY

STATUS



ENHANCE EXISTING CORRIDORS, STREETSCAPES, AND GATEWAYS WITH MODERN INFRASTRUCTURE AND DESIGN ELEMENTS TO MAINTAIN ATTRACTIVE AND SAFE PUBLIC SPACES



CREATE ENGAGING AND INVITING PUBLIC GATHERING SPACES AROUND COMMUNITY ASSETS



REDEVELOP AND EXPAND THE CIVIC CAMPUS ON MEMPHIS AVENUE TO CREATE A VIBRANT COMMUNITY CENTER



KEY IMPLEMENTATIONS IN SUPPORT OF 2020 RECOMMENDED ACTIONS

NEW CIVIC CAMPUS

\$25 Million investment, including over \$1.8 Million in grant funding, to build a new City Hall and Police Station.

NEW CITY SIGNAGE

\$249,000 invested to update city signage at gateways, city facilities, and at other locations across the city.

MEMPHIS ROAD ENHANCEMENTS

\$1.4 Million road diet & beautification project funded by Tax Increment Financing from the opening of the Amazon Distribution Center.

PROJECT HIGHLIGHTS

NEW CITY BRANDING & SIGNAGE



OLD SEAL



NEW LOGO

TAGLINE USAGE - GRAPHIC

When used as a stand-alone graphic element the tagline should be set in all capital letters using the brand font Montserrat. Also, the word TOGETHER should be in a bolder font weight than MOVING FORWARD

MOVING FORWARD. **TOGETHER.**

TAGLINE USAGE - BODY COPY

When used in body copy the tagline should always be set with initial capital letters and include periods after "Forward" and "Together".

Moving Forward. Together.

Style guidance for the city tag line as part of their rebranding (City of Brooklyn.)



Signage standards developed by Guide Studio (GuideStudio.com.)



Gateway signage at Tiedeman Road (City of Brooklyn.)

In 2022, the city began its rebranding efforts by developing a new logo, a tagline, and branding standards that have since been applied to signage throughout the city. For example, the new branded signage has been installed at City parks, City buildings, and gateways such as the Tiedeman Road/I-480 interchange. Gateway signage has been accompanied with landscape beds, trees and other enhancements. Similar beautification projects are underway at other key gateways

NEW CIVIC CAMPUS



New City Hall/Police Station next to the Recreation Center (City of Brooklyn.)



Memphis Avenue after installation of road diet and beautification project (City of Brooklyn.)

A new City Hall/Police Station and Cuyahoga County Public Library building create a transformed civic campus along with a road diet on Memphis Avenue and in-progress updates to Veteran's Memorial Park and the recreation center's natatorium.

GOAL 2: ENHANCE PARKS & RECREATION

VISION STATEMENT:

Brooklyn will continue to be a city that values greenspaces by protecting and enhancing parks and recreational facilities.

OVERVIEW

The city has made significant enhancements to local parks and recreation facilities around the civic campus, with plans to improve the natatorium also currently underway. Strategies to better utilize the ice rink, especially for Brooklyn residents, is a needed next step. Long-term improvements for bicycle-pedestrian connections between city amenities is also important.

PLAN ACTIONS

CREATE A NEW PARK ON THE CITY-OWNED WOODED AREA BEHIND THE FIRE STATION

STATUS



ENHANCE MARQUARDT PARK TO IMPROVE ACCESSIBILITY AND RECREATIONAL OPPORTUNITIES



CONSIDER THE IMPLEMENTATION OF NEW AMENITIES WHEN ENHANCING EXISTING CIVIC SPACES OR CREATING NEW GREENSPACES



IMPLEMENT RECOMMENDED ACTIVE TRANSPORTATION ALIGNMENTS AND FACILITIES FROM THE CUYAHOGA GREENWAYS PLAN



CONTINUE TO MAINTAIN THE CURRENT ICE RINK AND INVEST IN PROGRAMMING WHILE FURTHER STUDYING THE COMMUNITY'S DESIRE AND ABILITY TO KEEP SUCH A FACILITY LONG-TERM



KEY IMPLEMENTATIONS: Impacts in support of recommended actions

KINGDOM TRAIL IMPROVEMENTS

Phase 1 of the Kingdom Trail has been completed. Phase 2 is underway, with \$100,000 in funding from State Capital Funds.

VETERANS MEMORIAL PARK

\$3 Million project, with \$500,000 from the State, to update the park including a pavilion, sports courts, playground, walking paths and other features.

NEW DOG PARK

The city has budgeted \$490,000 in its Capital Improvement Funds. Construction has begun and will be completed in 2025.

PROJECT HIGHLIGHTS

PARKS AND RECREATION ENHANCEMENTS

Brooklyn has prioritized improvements to its parks and recreation facilities. These include improvements to Veteran's Memorial Park, Marquardt Park, Brock Memorial Park, and the natatorium. They have also scheduled construction of new pools, splash pads, and a new dog park. Trail improvements in Veteran's Memorial Park and the adjacent Brooklyn Schools property, as well as realignment of Memphis Road to include bike lanes, has also increased bike and pedestrian connections to and through the civic campus.

TRAILS IN VETERAN'S MEMORIAL PARK



City of Brooklyn

VETERAN'S MEMORIAL PARK MASTER PLAN



- PHASE I
- 1- ENTRY DRIVE IMPROVEMENTS
 - 2- ADD ACCESSIBLE PLAY SPACE
 - 3- ADD NEW FEATURES/FENCE
 - 4- COMMUNITY GARDEN
 - 5- ALL-WEATHER PAVILLON
 - 6- NEW MAINTENANCE BUILDING
 - 7- NEW WALKS
 - 8- 1/4 MI. ALL-PURPOSE TRAIL
 - 9- GREAT LAWN 1.2 ACRES
 - 10- LAWNS AND PLANTINGS

City of Brooklyn, Behnke LA

VETERAN'S MEMORIAL PLAZA



City of Brooklyn

NEW PLAYGROUND AT MARQUARDT PARK



City of Brooklyn

GOAL 3: EXCEPTIONAL SERVICES & FACILITIES

VISION STATEMENT:

Brooklyn will build modern, functional facilities while providing excellent City services.

OVERVIEW

The city has maintained high quality services. With a new civic campus, new website, and increased tax revenue, opportunities for expanded services and amenities are available. However, flooding along Brookpark Road continues to be a concern and working with properties to address this issue remains a top priority for the city.

STATUS

PLAN ACTIONS

CONTINUE TO INVEST IN THE POLICE & FIRE DEPARTMENTS	
BUILD NEW PUBLIC FACILITIES AS PART OF THE NEW CIVIC CAMPUS TO CREATE A VIBRANT COMMUNITY CENTER THAT PROVIDES MODERN AMENITIES AND EFFICIENT SERVICES	
MAINTAIN HIGH-QUALITY SERVICES & EXPAND SERVICES WHERE POSSIBLE	
CONTINUE WORKING WITH THE NORTHEAST OHIO REGIONAL SEWER DISTRICT TO ADDRESS FLOODING ISSUES OF BIG CREEK	
CONTINUE TRANSPARENCY REGARDING CITY FINANCES WITH RESIDENTS	
ENHANCE THE CITY'S ONLINE PRESENCE AND CAPABILITIES TO BETTER SERVE RESIDENTS AND BUSINESSES	
INCORPORATE SUSTAINABLE BUILDING PRACTICES AND TECHNOLOGIES IN CITY FACILITIES TO REDUCE LONG-TERM MAINTENANCE COSTS	
ASSIST THE CUYAHOGA COUNTY PUBLIC LIBRARY IN SUPPORT OF RELOCATING THE BROOKLYN BRANCH TO THE CIVIC CAMPUS	

KEY IMPLEMENTATIONS: Impacts in support of recommended actions

SENIOR GRASS CUTTING SERVICE

Trial program for the year 2025. Available to 340 applicants at a cost of \$100 per applicant.

NEW SAFETY SERVICES STAFF

Hired 4 new police officers through a \$500,000 US Department of Justice grant. Also added 3 firefighter positions.

NEW CITY WEBSITE

New branding, newsletter, and use of CitizenServe for online services have all been added to the city website to improve functionality.

PROJECT HIGHLIGHTS

NEW PUBLIC LIBRARY

Cuyahoga County Public Library built an updated Brooklyn branch across the street from the new civic campus. The updated library includes an interactive children's play area, a makerspace, and a testing center.



City of Brooklyn newsletter

SENIOR GRASS CUTTING PROGRAM

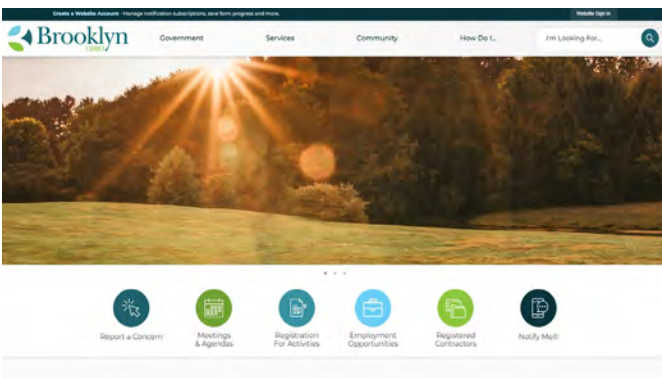
The city of Brooklyn has brought back the Senior Grass Cutting Program on a trial basis- 340 eligible applicants received weekly lawn cutting services from May 12 to August 19.



City of Brooklyn newsletter

STRENGTHENED ONLINE PRESENCE

Brooklyn has strengthened their online presence and communication with an upgraded website, a monthly newsletter, and a weekly podcast with the mayor.



City of Brooklyn website

CONTINUED INVESTMENTS IN SAFETY SERVICES

In addition to the new police station, there have been significant investments in the city's Police and Fire Departments, including updated police vehicles, repairs to the fire station, and updated equipment.



Cuyahoga County Planning Commission

GOAL 4: PROMOTE A STRONG LOCAL ECONOMY

VISION STATEMENT:

Brooklyn will pursue economic development strategies to strengthen local businesses and improve existing commercial properties.

OVERVIEW

A new zoning code and “Future Character Areas” map help to guide new development. Analyzing its effectiveness over its first few years can identify key improvements. Addressing traffic along Ridge Road at I-480 and Brookpark Road is an ongoing concern, as is addressing the amount of paved, impervious surfaces, which cause flooding issues.

STATUS

PLAN ACTIONS

ENSURE COMMERCIAL BUILDINGS ARE WELL MAINTAINED AND ATTRACTIVE	
CONTINUE EFFORTS TO ACQUIRE UNDERUSED AND CONSTRAINED PROPERTIES TO HELP FOSTER AND GUIDE DEVELOPMENT	
UPDATE THE CITY’S ZONING CODE AND ZONING MAP TO CREATE MODERN AND EASILY UNDERSTOOD DEVELOPMENT REGULATIONS	
ADOPT A “FUTURE CHARACTER AREAS” MAP IDENTIFYING WHERE REDEVELOPMENT COULD OCCUR AND THE NATURE OF REDEVELOPMENT	
CODIFY DESIGN GUIDELINES FOR COMMERCIAL CENTERS TO HELP GUIDE REDEVELOPMENT OF FUTURE DEVELOPMENT IN THOSE AREAS	
WORK WITH THE CITY OF CLEVELAND AND THE OHIO DEPARTMENT OF TRANSPORTATION TO IMPROVE THE RIDGE ROAD/I-480 INTERCHANGE	
INCORPORATE GREEN INFRASTRUCTURE, ACTIVE TRANSPORTATION, SEWER, AND OTHER INFRASTRUCTURE INTO CAPITAL IMPROVEMENT PROJECTS TO REDUCE CONSTRUCTION AND MAINTENANCE COSTS	

KEY IMPLEMENTATIONS: Impacts in support of recommended actions

NEW ZONING CODE

The city adopted a new zoning code in 2023, replacing their previous code adopted in 1992.

MEDICAL MUTUAL HEADQUARTERS

Medical Mutual moved its HQ into the former American Greetings building in 2022 and has invested over \$30 Million in improvements.

AMAZON FACILITY

An Amazon Distribution Center was built on 15 acres of land with an investment of \$30 Million.

PROJECT HIGHLIGHTS

ZONING CODE UPDATE

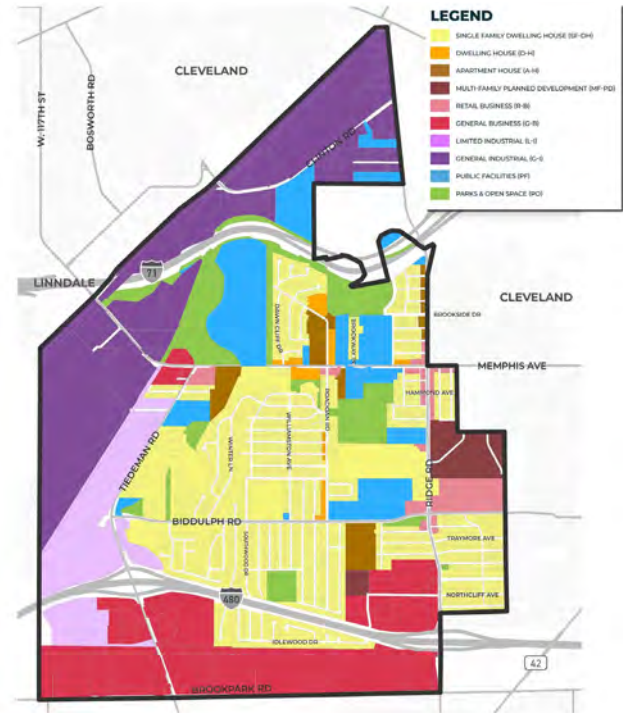
In 2023, the city of Brooklyn updated its zoning code and map. The prior zoning code had dated back to the 1990s.

Changes to the zoning code included:

- The creation of Parks and Open Space and Public Facilities Districts.
- The expansion of the General Business District along Brookpark Road.
- New bicycle parking, buffering, and landscaping requirements.
- Reductions in parking, setback, and minimum lot size requirements.

RENEWED INDUSTRIAL CAMPUS

After American Greetings Corp. moved out of Brooklyn in 2015, the facility was replaced by Medical Mutual, Progressive, an Amazon distribution facility, and several industrial tenants, bringing hundreds of jobs to Brooklyn.



City of Brooklyn



Cuyahoga County Planning Commission



Cuyahoga County Planning Commission

GOAL 5: A LIVABLE COMMUNITY








VISION STATEMENT:

Brooklyn will be a city for all ages and abilities where you can grow, raise a family, and retire with access to housing, services and amenities that provide an excellent quality of life.

OVERVIEW

The city has implemented many quality of life improvements for neighborhoods such as speed tables to control traffic and improved park spaces. Continued focus on improving pedestrian and bicyclist safety on major corridors is important. Expanding housing options and opportunities remains a significant community need.

PLAN ACTIONS

	STATUS
CONTINUALLY PROMOTE PROGRAMS AND POLICIES THAT PROVIDE ASSISTANCE FOR UPDATING AND/OR EXPANDING EXISTING HOUSING STOCK	
IDENTIFY POTENTIAL AREAS FOR TOWNHOMES OR CONDOS IN EXISTING COMMERCIAL AREAS TO MODERNIZE AND DIVERSIFY THE HOUSING STOCK	
IDENTIFY OPPORTUNITIES FOR THE DEVELOPMENT OF SENIOR-FRIENDLY HOUSING	
IMPLEMENT PEDESTRIAN SAFETY IMPROVEMENTS ALONG MAJOR CORRIDORS TO PROMOTE SAFE AND ACTIVE TRANSPORTATION	
MAINTAIN DIALOGUE WITH THE BROOKLYN LOCAL SCHOOL DISTRICT TO IDENTIFY AND COLLABORATE ON COMMUNITY DEVELOPMENT ISSUES	
PRIORITIZE INVESTMENTS IN PARKS, TRAILS, COMMUNITY FACILITIES, AND PUBLIC SPACES	
CONTINUE TO INVEST IN AND PROTECT LOCAL NEIGHBORHOODS	

KEY IMPLEMENTATIONS: Impacts in support of recommended actions

NEW HOUSING

60+ new townhome units are planned for three locations on Rabbit Run & along Memphis Avenue

TRAFFIC CALMING

Infrastructure to calm local traffic is being added on Southwood & Idlewood Avenues and the neighborhoods east of Ridge Road

HOUSING MAINTENANCE

The city hired a Housing Manager position to focus enforcement of building maintenance violations.

PROJECT HIGHLIGHTS

NEW TOWNHOMES ON MEMPHIS AVENUE

The city of Brooklyn is working with a local developer to build 62 townhomes on three lots totaling over four acres along Memphis Avenue and Rabbit Run Drive. This is the first major residential construction in Brooklyn in decades which will introduce new housing options to the city.



City of Brooklyn Newsletter

TRAFFIC CALMING MEASURES INSTALLED

Responding to speeding complaints, the city developed a Traffic Calming Plan in 2023 and installed traffic collecting equipment to identify problem areas. The city is now in the process of installing traffic calming interventions such as speed tables along Idlewood Drive and Archmere Avenue and chicanes along streets east of Ridge Road.



City of Brooklyn

EXTERIOR HOME REPAIR GRANT

Since 2019, Brooklyn has helped homeowners make exterior repairs and improvements through an annual grant. Homeowners who qualify can receive up to \$7,500 in funding.



City of Brooklyn Newsletter

CURRENT CONDITIONS UPDATE

WHAT IS A CURRENT CONDITIONS UPDATE?

The Current Conditions Update provides a brief overview of regional and local trends affecting Brooklyn, providing a necessary context for the Master Plan Update. Understanding how Brooklyn has changed since the adoption of the 2020 Master Plan helps inform and lay the groundwork for updated recommendations.

WHERE DOES THE DATA COME FROM?

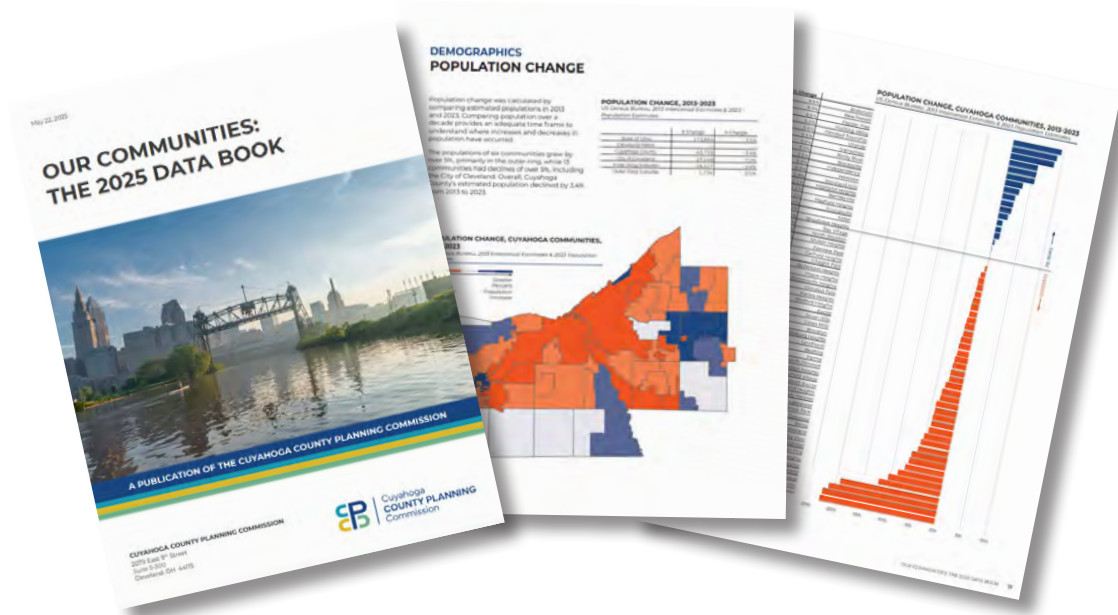
The Current Conditions Update is based on variety of local, regional and national data sources. Sources are listed at the bottom of each section. All tables, charts, and maps are produced by the Cuyahoga County Planning Commission unless cited otherwise.

Several findings in the Current Conditions Update were sourced from the Community Data Book Series. The Data Book Series is published annually by the Cuyahoga County Planning Commission, making city and regional-level information on a variety of relevant topics easily accessible. The complete Data Book Series and interactive community tables and maps can be found on our website: www.countyplanning.us/databook.

Findings sourced from the Data Book Series include:

- Population size
- Median household income
- Number of jobs
- Employment by sector
- Median home sales price and rent

Annual reports produced by the city of Brooklyn's Department of Buildings and Department of Finance were also referenced to inform the Current Conditions Update.



REGIONAL KEY TRENDS



DECREASING POPULATION

Greater Cleveland's population has **decreased by 0.6%** since 2020. With the largest population loss in the Greater Cleveland region, Cuyahoga County's population is projected to **decrease by 18% by 2050**. Influxes of international immigration in recent years have slowed population decline in the region.

Source: US Census Bureau, March 2025; State of Ohio Population Projections Report 2023



RISING HOME PRICES AND RENTS

Housing sales prices and rents continue to rise across the region. The region had one of the **highest yearly increases** in home sales prices nationally in March 2025. As households move out of Cuyahoga County, traditionally affordable counties are seeing rising home prices and rents.

Source: Ohio Capital Journal, September 2024



EMPLOYMENT SEEING MODERATE GROWTH

Northeast Ohio total employment is projected to remain stable, with moderate growth in the next 5 years. The region's fastest growing employment sectors are **Education/Health Services**, and **Professional/Business Services**.

Source: Team NEO Competitive and Prosperous Report, 2023; US Bureau of Labor Statistics, 2025



TRANSIT-ORIENTED DEVELOPMENT (TOD)

In 2024, **\$298 million** was invested in development along Cuyahoga County's most frequent transit corridors, a record since 2019. However, only **8% of development** was located outside the city of Cleveland. TOD is necessary in a region where currently **fewer than one-third** of all jobs are accessible within a 90-minute one-way transit trip.

Source: Cuyahoga County Planning Commission, 2025; Federal Reserve Bank of Cleveland, 2021



POST-COVID OFFICE VACANCY RECOVERY

Post Covid, the Cleveland metro area's office market is showing signs of recovery with falling vacancy rates from 27.8% in 2024 to 22.7% in 2025. However, there has been minimum new office construction since 2024, suggesting a shrinking office foot print from demolitions and office conversions.

Source: Newmark, 2021, 2025; JLL, 2024



RENEWABLE ENERGY PROJECTS

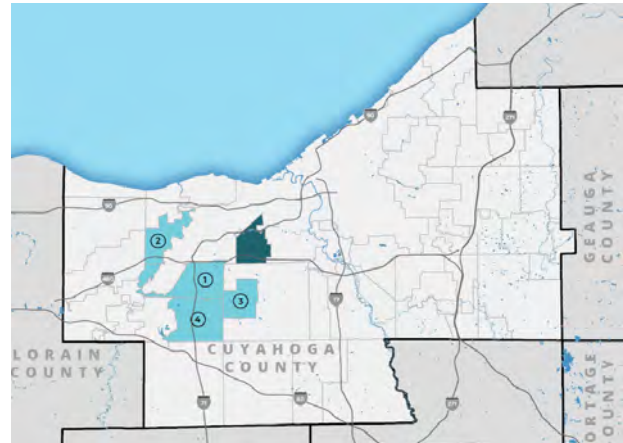
In 2024, Cuyahoga Green Energy (CGE) received a **\$129 million federal grant** to remediate brownfield sites and develop solar energy farms in the Greater Cleveland area. Municipalities throughout the region, including Cleveland, Painesville, and Brooklyn, received funding to develop solar energy resources.

Source: Cuyahoga County, 2024

BROOKLYN KEY TRENDS

Brooklyn is a suburb on the west side of Cuyahoga County, right outside the city of Cleveland.

In this Current Conditions, Brooklyn is compared to four neighboring communities: Brook Park (1), Fairview Park (2), Parma Heights (3), and Middleburgh Heights (4). These communities were chosen due to their comparable location and size.



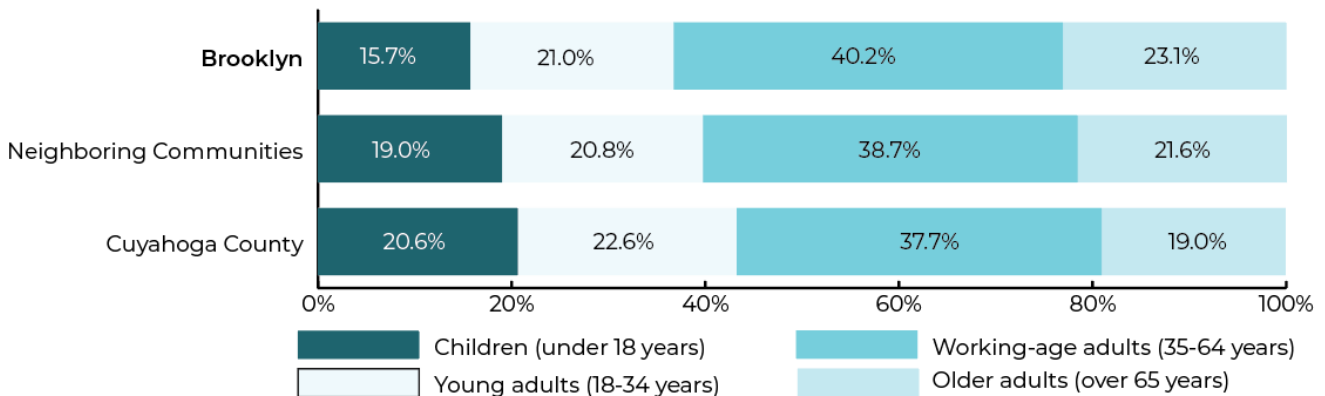
POPULATION DEMOGRAPHICS

Small population loss: Brooklyn’s population, as of 2023, was **11,074**. Brooklyn’s population had a 2.3% decrease between 2020 and 2023. Neighboring communities’ populations decreased between 1.4-2.4% in the same period.

Rising median household income: In 2023, Brooklyn’s median household income was \$69,535. The city’s median income grew by 19.4% since 2018, a significant increase compared to neighboring communities, where median income changed by an average of 6%.

Aging population: In 2023, the median age of Brooklyn’s population was 46.1, compared to 40.5 in Cuyahoga County. Between 2018 and 2023, Brooklyn’s younger age groups slightly decreased in size while older age groups increased slightly.

FIGURE 1 AGE OF POPULATION IN BROOKLYN AND NEIGHBORING COMMUNITIES, 2023



Source: City and Town Population Totals, US Census Bureau, 2020-2024; ACS 2019-2023 5-Year Estimates, US Census Bureau.

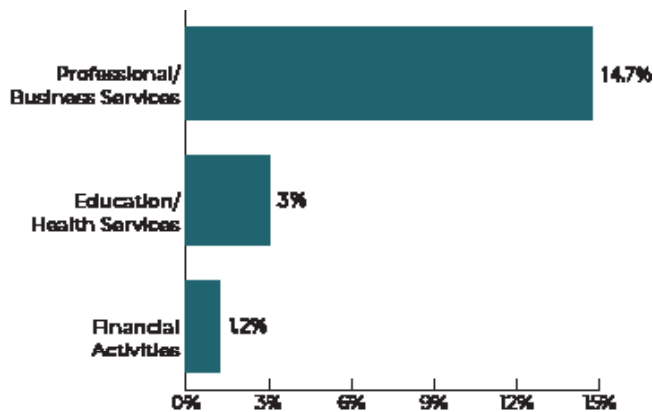
ECONOMY

Brooklyn’s job market: In 2022, the total number of jobs in Brooklyn was 12,528. Following American Greetings Corp.’s move out of Brooklyn in 2015, the total number of jobs decreased by 17% up until 2020, when the downward trend began to reverse. Between 2020 and 2022, the number of jobs has increased by 12% as new office and industrial tenants moved into Brooklyn. Many of Brooklyn’s jobs are concentrated in the city’s southwest corner.

Tax revenue growth: Brooklyn’s income tax revenue has increased along with increases in number of jobs. Between 2022 and 2023, Brooklyn’s income tax revenue grew by 18.4% and its property tax revenue grew by 24%. In 2023, Brooklyn’s total income tax and property tax revenues were \$18.7 million and \$2.46 million respectively.

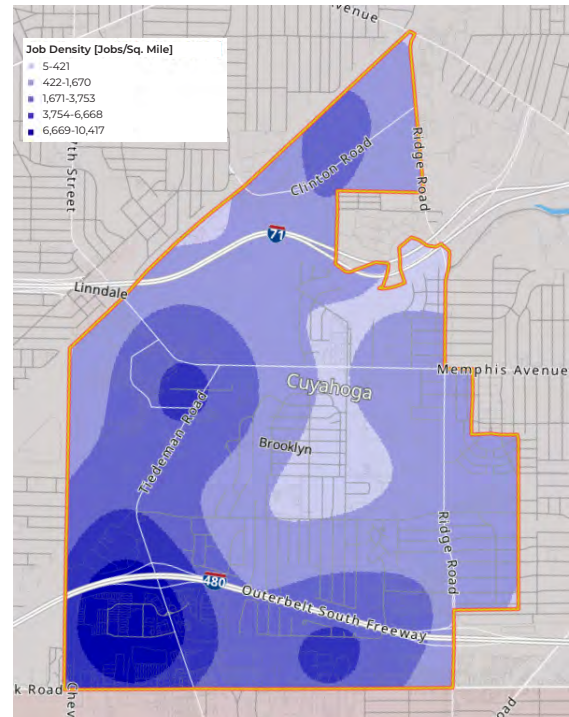
Resident occupation: Between 2019 and 2022, residents’ occupations in Brooklyn shifted towards white-collar work. Resident occupation sectors with the largest percent increases were professional and business services, educational and health services, and financial activities.

FIGURE 4 RESIDENT OCCUPATION SECTORS WITH LARGEST PERCENT INCREASE, 2019-2022



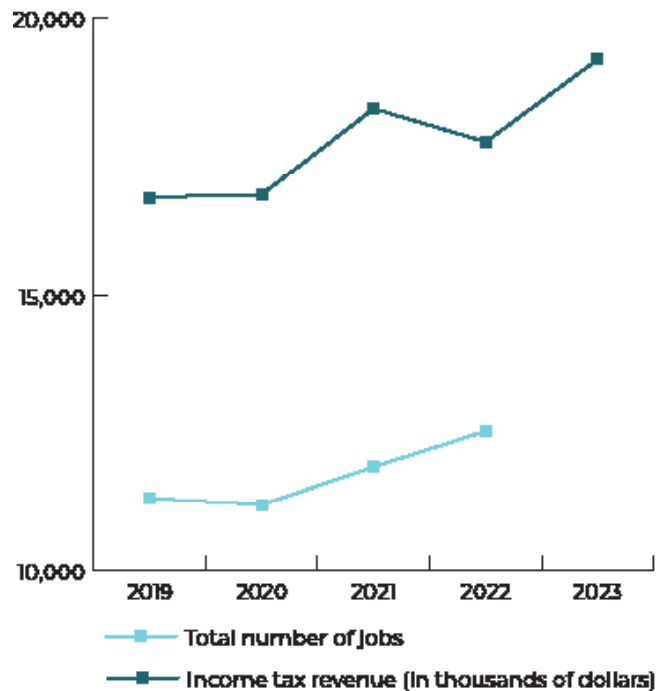
Source: On The Map, LEHD, 2019-2022

FIGURE 2 JOB CONCENTRATION MAP



Source: On The Map, LEHD, 2022

FIGURE 3 TOTAL INCOME TAX REVENUE AND NUMBER OF JOBS, 2019-2023



Source: Annual Comprehensive Financial Report, City of Brooklyn, 2023; LEHD, OnTheMap, US Census Bureau, 2019-2022.

VACANCY & CONSTRUCTION

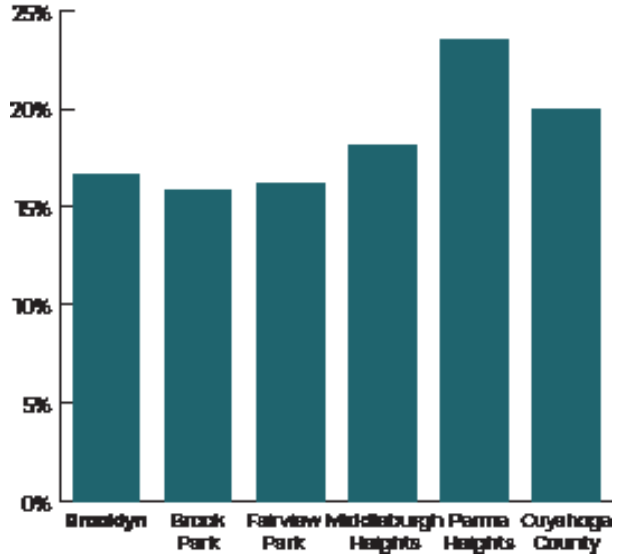
Brooklyn's vacancy rates in 2025 are:

- Office space: 15%
- Retail space: 2%
- Industrial space: 2%

Between 2019 and 2025, office vacancy increased from 5.1% to 15.8%. However this increase is explained by Key Bank listing space for lease within its Tiedeman Road building, not the loss of any businesses. Also, the city's office vacancy remains in-line with its peer communities while retail vacancies decreased over 5% and industrial vacancies remained stable in the same period.

High construction activity: Between 2020 and 2024, a total of 4,236 building permits were issued by the city of Brooklyn. In particular, 2021 was a record year for building, with a total of 1,086 building permits issued. Between 2020-2024, Brooklyn had the sixth highest added taxable building value among all municipalities in Cuyahoga County, with a total of \$80.6 million.

FIGURE 5 OFFICE VACANCY RATES IN BROOKLYN AND NEIGHBORING COMMUNITIES, 2025



Source: Historical Property Records, Costar, 2019-2024; USPS Administrative Data, 2025 Q2; Annual Report, City of Brooklyn Building Department, 2024; Cuyahoga County Fiscal Office, 2020-2024.

HOUSING

As **sales prices and rents increased** across the region, Brooklyn's housing costs rose at a similar rate compared to neighboring communities. Brooklyn's total number of housing units increased by 174 units between 2018-2023, with a 1% decrease in the city's residential vacancy rate.

Brooklyn's median home sales price increased by 40.5% (\$91,800) between 2019 and 2024. Median rent increased by 7% (\$138) between 2018 and 2023.

FIGURE 6 MEDIAN HOME SALES PRICE IN BROOKLYN AND NEIGHBORING COMMUNITIES

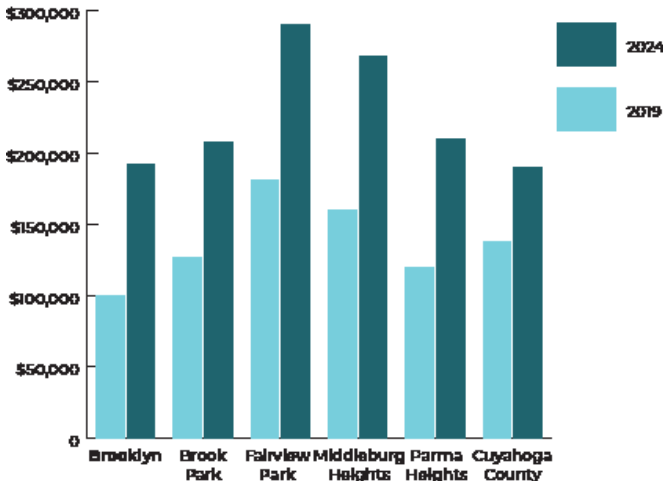
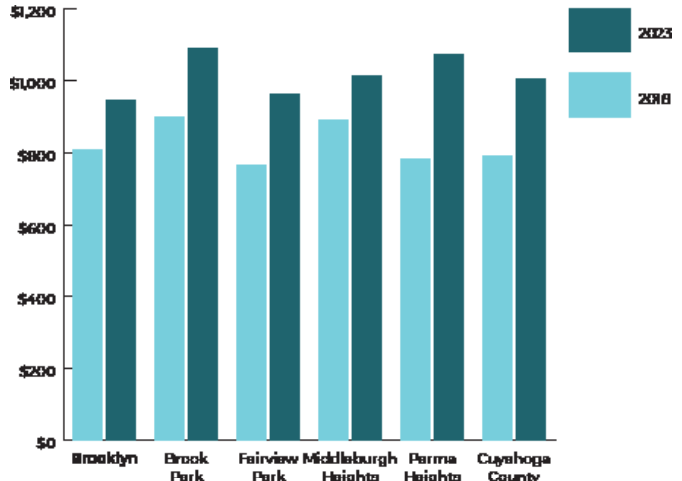


FIGURE 7 MEDIAN RENT IN BROOKLYN AND NEIGHBORING COMMUNITIES



Source: NEOMDR, 2019-2024; ACS 2018, 2023 5-Year Estimates, US Census Bureau.

TRANSPORTATION

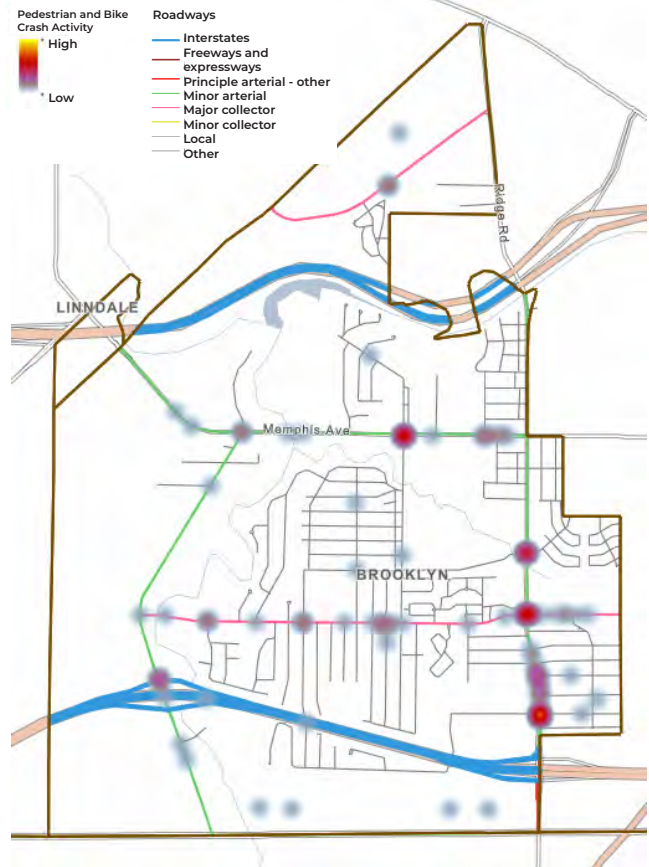
Traffic counts: Following drastic changes in traffic during the Covid-19 pandemic, traffic counts on most of Brooklyn's main roads have returned to normal levels with 1-2% annual growth in 2023 and 2024. Ridge Road has had the largest change in traffic, with a 24% decrease in average traffic counts between 2019 and 2023. This change is likely the result of NOACA's Signal Timing and Optimization Program (STOP), which was implemented along Ridge Road in 2021.

Annual crashes: The average number of annual automobile crashes on Memphis Avenue decreased by 25.5 between 2019 and 2023, while northern Ridge Road and Tiedeman Road experienced increases of 7.5 and 28 annual crashes respectively.

According to the heat map, pedestrian and bicycle crashes were most common along Ridge Road and the intersection of Memphis Avenue and Westbrook Drive between 2020-2022.

Source: Traffic Viewer, ODOT; Community Safety Report, NOACA; TIMS Rest Services, ODOT.

FIGURE 8 PEDESTRIAN AND BICYCLE CRASH HEAT MAP, 2020-2022

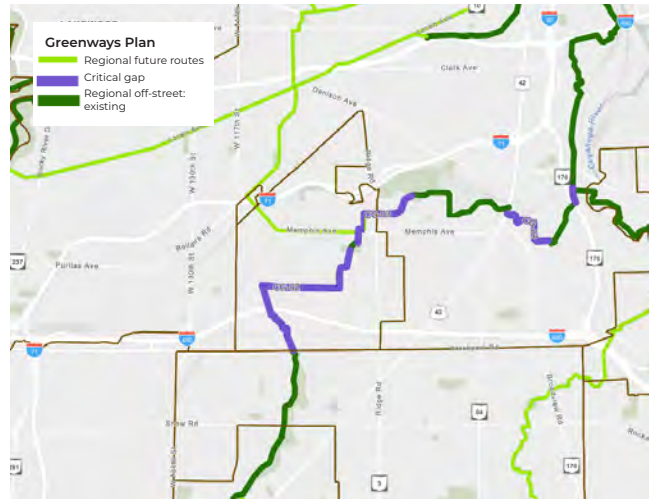


The Critical Gap: The Cuyahoga County Greenways Plan, completed in 2019, envisions a comprehensive, county-wide network of pedestrian and bike-friendly trails that connect neighborhoods, parks, Lake Erie, the Cuyahoga River, and public transit.

Critical gaps are missing sections of the existing regional trail network that typically connect to existing trails or other non-motorized facilities at both ends. Currently, Brooklyn presents a critical gap between existing and future regional trails in the Greenways Plan. A challenge in removing Brooklyn's critical gap is the obstruction of Interstate 480.

Source: Cuyahoga Greenways Framework Plan; Cuyahoga County Planning Commission

FIGURE 9 CUYAHOGA COUNTY GREENWAYS PLAN



The background features a series of overlapping, wavy lines in shades of teal and green. These lines create a sense of depth and movement, resembling a stylized landscape or a series of interconnected paths. The lines are most prominent on the left side and curve towards the right, creating a dynamic and modern aesthetic.

APPENDIX B

COMMUNITY ATTITUDES SURVEY

CONTENTS

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- COMMUNITY SURVEY RESULTS84**
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INTRODUCTION

OVERVIEW

As part of Brooklyn’s update to the 2020 Master Plan, the city chose to undertake a community-wide survey to gather insight into the community. This survey sought feedback on implementation of recommendations from the 2020 Master Plan, with the goal of determining current issues and opportunities the city will need to address. The online form was thoroughly tested to ensure that the questions and layout were clear and concise, and covered critical topics.

The Brooklyn Community Attitudes Survey was hosted online through County Planning’s SurveyMonkey platform, with paper copies available by request at Brooklyn City Hall and Senior Community Center. The survey opened on September 3rd, 2025, and was made available for all residents and business owners. The survey closed on October 31st, 2025—following an extension from the original closing date of October 17th, 2025.

RELATIONSHIP TO THE MASTER PLAN UPDATE

This five-year update to the current Master Plan is much more limited in scope and budget than the full master plan process. It was determined that to best meet the needs of the project, this Community Attitudes Survey would serve as the major public outreach effort for the Master Plan Update. The results of the survey will significantly inform the development of an updated vision and will articulate new actions for the community to pursue.

There will still be additional opportunities for the community to review and comment on those pieces, of the Master Plan Update, however they will be held either on-line, as part of scheduled presentations to City Council, or both.

The city and County Planning took great effort to advertise and promote the survey to maximize the number of responses from the Brooklyn Community. An overview of public engagement, promotional activities, and events can be found on pages 6 and 7.

STATISTICAL METHODS

In a self-selecting survey instrument such as Survey Monkey, statistical measurements of confidence intervals typically associated with a random sample survey are not appropriate. County Planning have compared available demographic responses to corresponding community data from the U.S. Census Bureau’s American Communities Survey data to show how representative of the community the respondents are.

TOTAL SURVEY RESPONSES

397

SURVEY PROCESS

The Brooklyn Community Attitudes Survey consisted of three phases. Each included meetings with the Project Team to ensure that the survey process was thorough and comprehensive and would yield actionable results for the city. An overview of the survey process is shown below.



PHASE 1: SURVEY DESIGN & QUESTIONS

County Planning presented the Project Team with a set of draft questions based off previous Brooklyn Survey. The Project Team reviewed, confirmed, and finalized the topics and questions for the 2025 Community Attitudes Survey. The draft survey was shared with City Council for comments and additions prior to going live.



PHASE 2: SURVEY ADMINISTRATION

County Planning created the final survey in SurveyMonkey with a link on a project webpage and the city website; further County Planning worked with the Project Team to design and disseminate advertising materials. This included the city newsletter, Mayor's podcast, fliers, and social media. County Planning tabled community events and the city undertook a city-wide postcard mailing.



PHASE 3: SURVEY ANALYTICS & REPORT

County Planning collected, filtered, and tabulated survey responses, and summarized the results. County Planning worked with the Project Team to interpret the results and finalize this report.

NEXT STEPS

The results of this survey will be used as needed to revisit and recalibrate the Community Vision from the 2020 Master Plan. They also mark the starting point for the development of new and updated recommendations for the community outlined in the next Phase of the plan. The responses will also be available to guide community decisions in the future.

GETTING THE WORD OUT

County Planning worked closely with the city of Brooklyn, the Brooklyn Senior Center and the Brooklyn City School District Superintendent to advertise the Community Attitudes Survey through various in-person and online methods.

The survey was launched through the city Fall Newsletter, which was mailed to all households, and on the Mayor's Podcast where County Planning Staff joined the mayor to discuss the Master Plan Update. Throughout the engagement process, paper materials were made available at City Hall and the Senior Center. The survey was also advertised on different social media platforms, and fliers were distributed at various events.

Near the end of the engagement period, County Planning Staff attended the Halloween Trunk or Treat Event; in addition, a postcard was sent out to all households which helped significantly increase survey participation.

Survey Advertisement Materials

- Advertisement Boards
 - *Set up at City Hall and Senior Center*
- Survey Paper Copies with Project Overview
 - *Available at City Hall and Senior Center*
- City Fall Newsletter
 - *Mailed to all households*
- City Survey Postcard
 - *Mailed to all households*
- Survey Fliers
 - *Distributed at Parent/Teacher Conferences and at Brooklyn Home Days*

Online Advertisement

- City of Brooklyn website and social media
- Mayor's Podcast
- County Planning social media and October newsletter
- Brooklyn City Schools social media

In-Person Engagement

- Tabling at the Senior Center
- Brooklyn Trunk or Treat
- Brooklyn Chamber of Commerce meeting

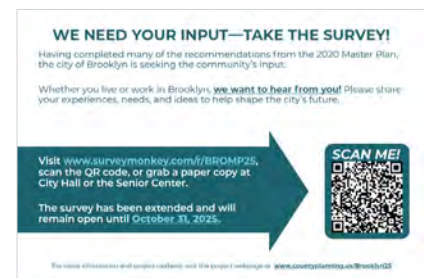
BROOKLYN FALL NEWSLETTER,
SEPTEMBER 2025



MAYOR'S PODCAST,
SEPTEMBER 2025



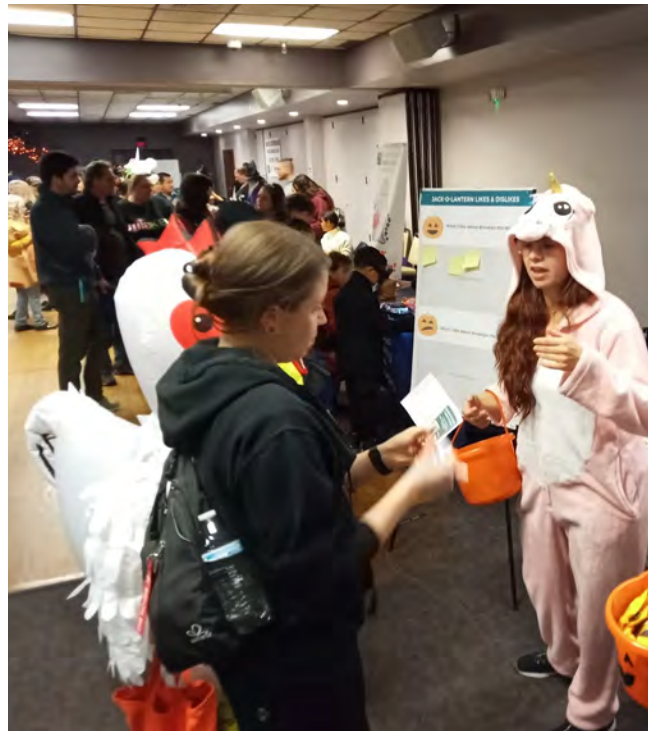
POSTCARD MAILER,
OCTOBER 2025



TABLING AT THE SENIOR CENTER, OCTOBER 2025



BROOKLYN TRUNK OR TREAT, OCTOBER 2025



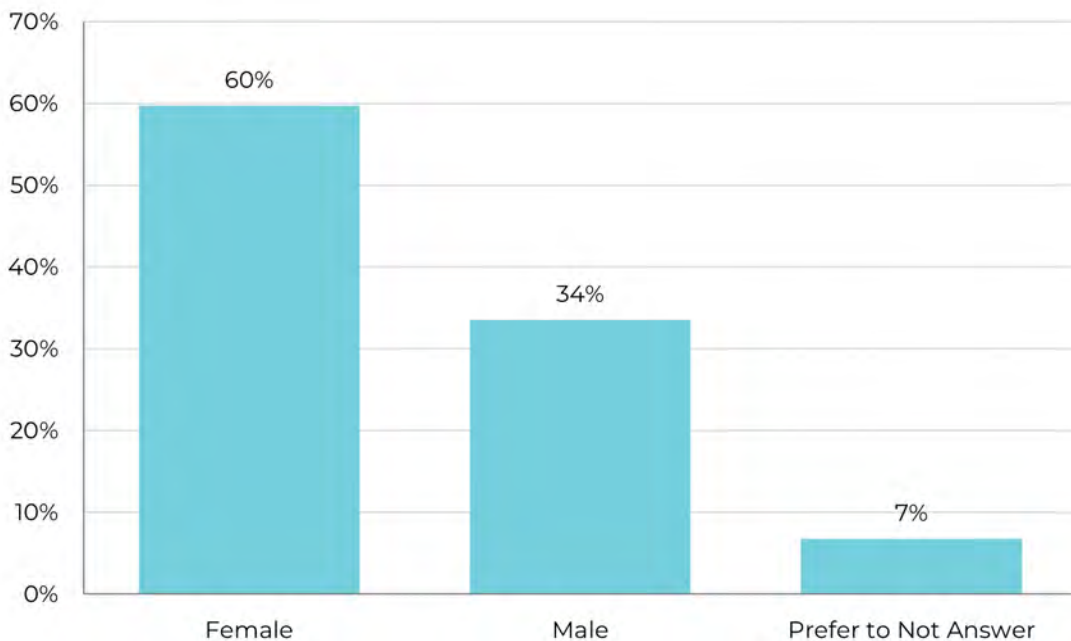
RESPONDENT OVERVIEW

There was a total of 397 respondents. Several questions related to demographics were asked to generally understand who has responded. This information will help provide context to the results and indicate areas where certain groups may be over- or under-represented in the data. In some instances, demographic data may be cross tabulated to show how certain groups responded to specific questions. Areas where this provides interesting insight or shows significant variation in the response data will be highlighted with in the report.

Respondents were also asked to identify the closest intersection to which they live. This information allows us to generally identify the neighborhoods where respondents live. Again, this information allows us to identify neighborhoods that may be over- or under-represented in the data. It can also be used by the city to study issues brought up in the survey. For instance, if general complaints about sidewalks, traffic, or other issues are mentioned often, this question could provide a starting point to look into the issue.

WHAT IS YOUR GENDER? *RESPONSES: 340*

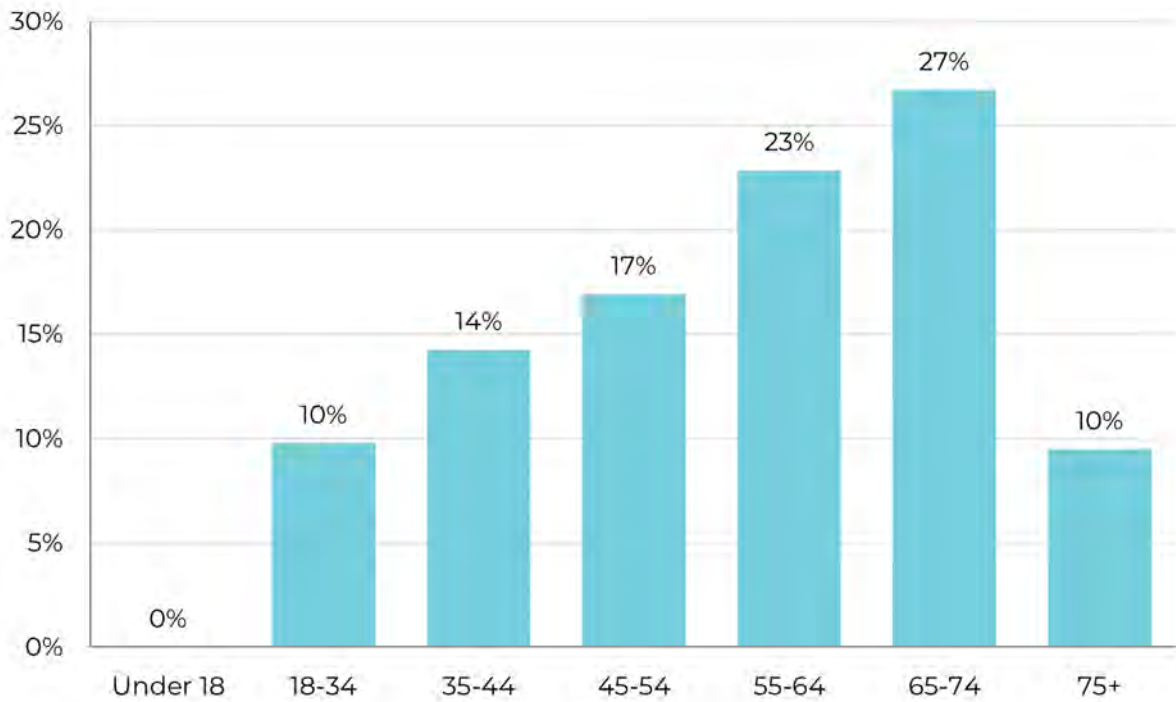
Sixty percent of respondents were female, 34% were male, and 7% preferred not to answer. The U.S. Census' American Community Survey indicates that 50.4 % of Brooklyn residents are female (with a 2.7% margin of error). Women were significantly more likely to take the survey and are overrepresented compared to the community's overall demographics.



WHAT IS YOUR AGE? RESPONSES: 337

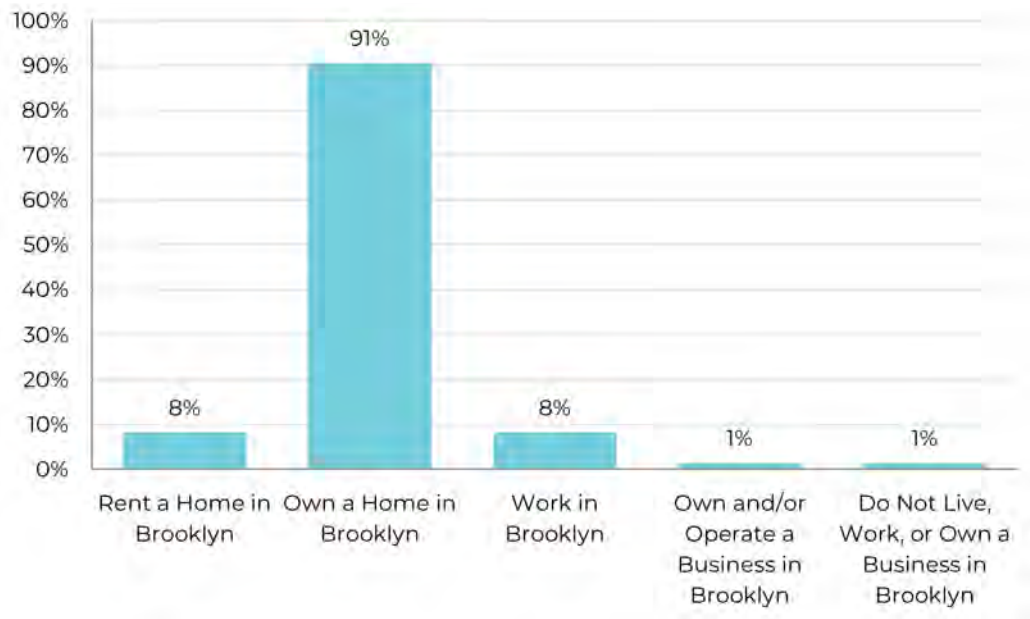
Survey respondents skewed older. The largest age groups among respondents were 65-74 years old (27%) and 55-64 years old (23%). According to the American Community Survey residents 55 and older make up approximately 35% of Brooklyn's population. However, that demographic made up 60% of survey respondents. Residents 18-44 make up approximately 33% of Brooklyn's population yet only accounted for 24% of respondents. The 45-54 age range accounted for 17% of responses which closely matched estimates. Survey results are likely to over represent the senior population while under-representing young adults.

The voices of Brooklyn's under-18 population were heard in a separate survey that was distributed to students in elementary, middle, and high school classrooms. The results of the student survey are summarized starting on page 36.



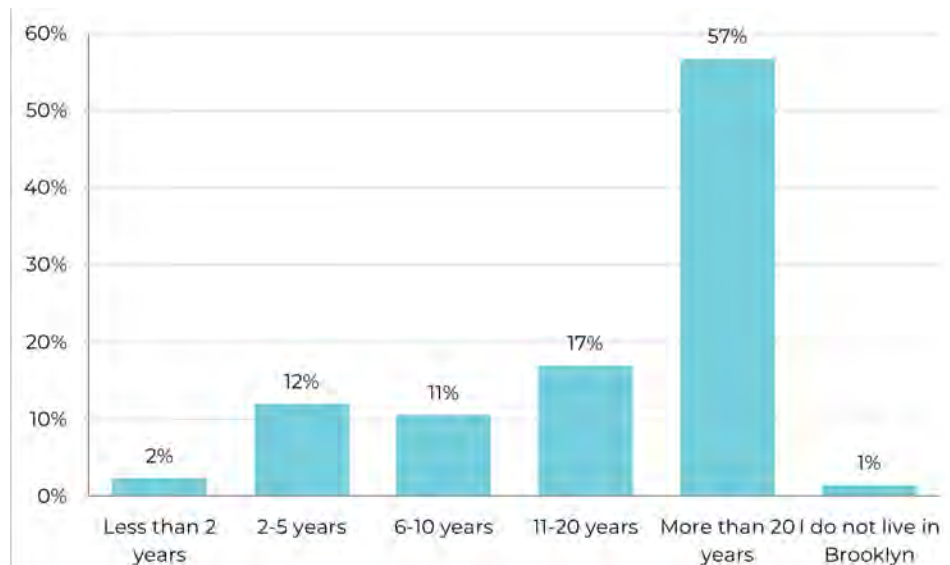
WHAT IS YOUR RELATIONSHIP TO BROOKLYN? *RESPONSES: 340*

Ninety-one percent of respondents own a home in Brooklyn. 8% of respondents rent a home in Brooklyn, 8% work in Brooklyn, and 1% own a business. Only 1% of respondents do not live, work, or own a business in Brooklyn. According to the American Community Survey approximately 56% of housing units in Brooklyn are owner occupied. 91% of survey respondents indicated they own a home in Brooklyn while only 8% indicated they were renters. The opinions of renters will be heavily underrepresented in the data.

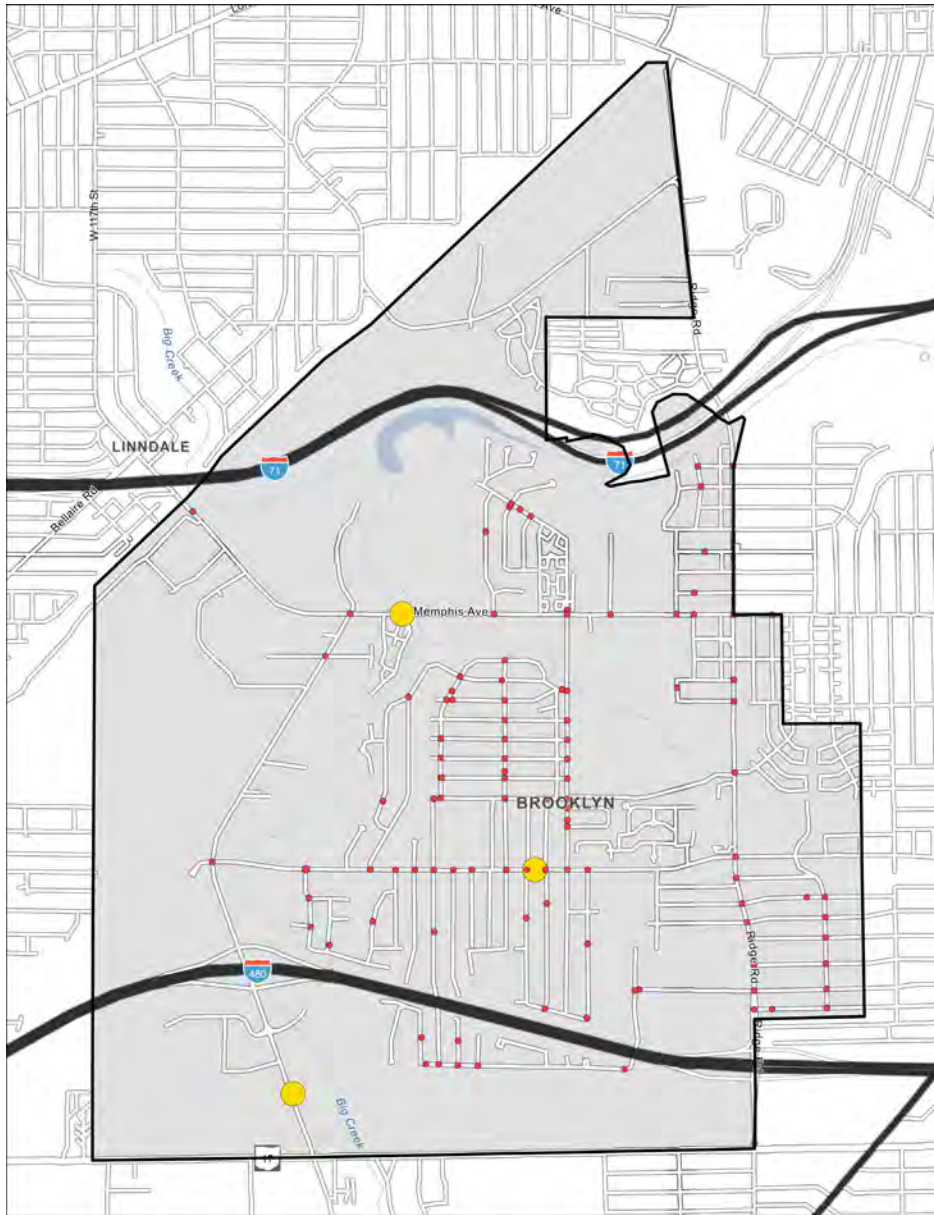


HOW MANY YEARS HAVE YOU LIVED IN THE CITY OF BROOKLYN? *RESPONSES: 342*

Among survey takers who live in Brooklyn, 57% have lived in Brooklyn for over 20 years. Forty percent of respondents have lived in the community for 2-20 years and only 2% have lived in Brooklyn for less than 2 years, meaning that respondents had a wealth of experience to draw on when answering the survey questions.



IF YOU ARE A BROOKLYN RESIDENT, PLEASE INDICATE THE STREET INTERSECTION YOU LIVE CLOSEST TO: RESPONSES: 312

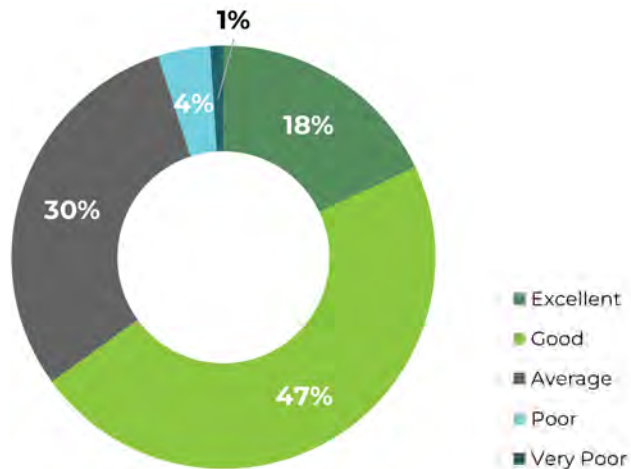


Areas with significant participation included neighborhoods around Biddulph Avenue, those along Outlook Drive, Williamstown Avenue, and Rodoan Road, as well as areas near the intersection of Ridge Road and Memphis Avenue. The neighborhoods west of Ridge Road near Ridge Park Square were also well represented.

Several respondents only listed the major road on, or near, which they lived. For shorter roads this does not create an issue. However, for Memphis Avenue, Biddulph Avenue, and Tiedeman Road it does affect accuracy. Responses listing just those three roads were all placed at the same location and are shown as the larger yellow dots on the map.

SURVEY KEY TAKEAWAYS

A GOOD QUALITY OF LIFE WITH OPPORTUNITIES TO IMPROVE



47% of respondents rated the quality of life in Brooklyn as **Good**, 18% rated it as **Excellent**, 30% as **Average**.

SAFETY AND POLICE PRESENCE:

Public safety, especially regarding property crime and traffic enforcement, was a common theme from write-in responses. There was a general sense that a more visible police presence in neighborhoods was important to many.

GREENSPACE & TREES:

Respondents brought up the desire to protect and provide greenspaces, especially regarding trees.

66% of respondents prioritized greenspace for development on city owned or underutilized properties.

NOTICEABLE PROGRESS ON IMPROVEMENTS TO:

- **City buildings:** This includes the city hall, police station and the library.
- **City's parks and recreational facilities:** Brooklyn has invested heavily in these widely used community assets.
- **City branding:** New signage with updated logo throughout the city.
- **Improvements to road infrastructure:** Implementation of speed tables and other traffic calming methods, as well as improvements to Memphis Avenue. Though some respondents expressed dissatisfaction with these.

42% of respondents said that park improvements have encouraged them to use the parks more often.

HOUSING PRIORITIES:



71% of respondents want the city to pursue **single-family housing**
53% would like to see more **housing for seniors**

TRANSPORTATION PRIORITIES:

69% of respondents walk **daily or weekly**, more than biking or transit. Respondents **favor investments** that would support walking including **improved sidewalks, pedestrian lighting, and traffic calming and enforcement.**

Respondents split on implementing traffic calming infrastructure:

35% YES **36% NO** **20% MAYBE**

Write in comments suggest speed table are more effective and several asked for implementation at specific locations

51% of respondents say the city should prioritize the planning and implementation of the Cuyahoga Greenways connections.

IMPROVE THE RECREATION CENTER:

47% of respondents identified the John M. Coyne Recreation Center as one of their most visited recreation facilities.

Write in responses indicated a desire for modern recreation center with amenities including new workout equipment, splash pad, sports courts, and expanded programming.

COMMUNITY SURVEY RESULTS

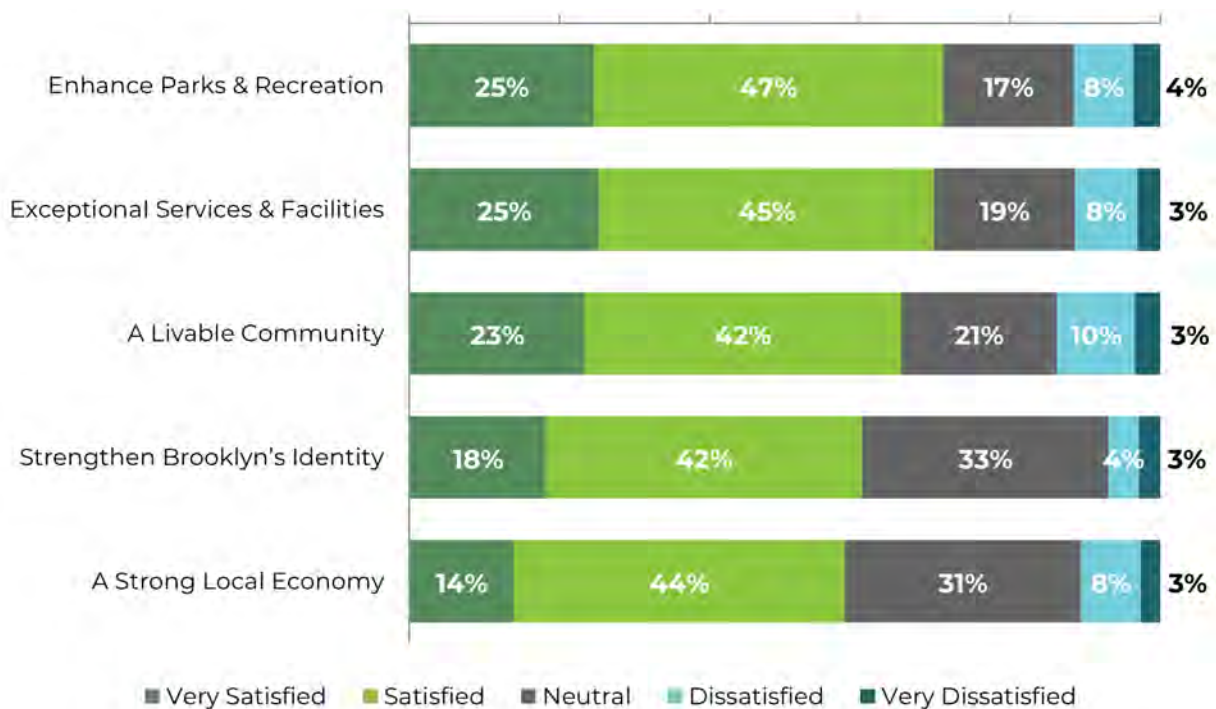
CITY'S PROGRESS

The first five questions asked how respondents viewed the progress made on the goals, actions, and improvements from the 2020 Master Plan. This provides important feedback on where the city has been successful as well as where they can focus future efforts.

Q1 HOW SATISFIED ARE YOU WITH THE CITY'S PROGRESS ON EACH OF THE FOLLOWING GOALS? *RESPONSES: 391*

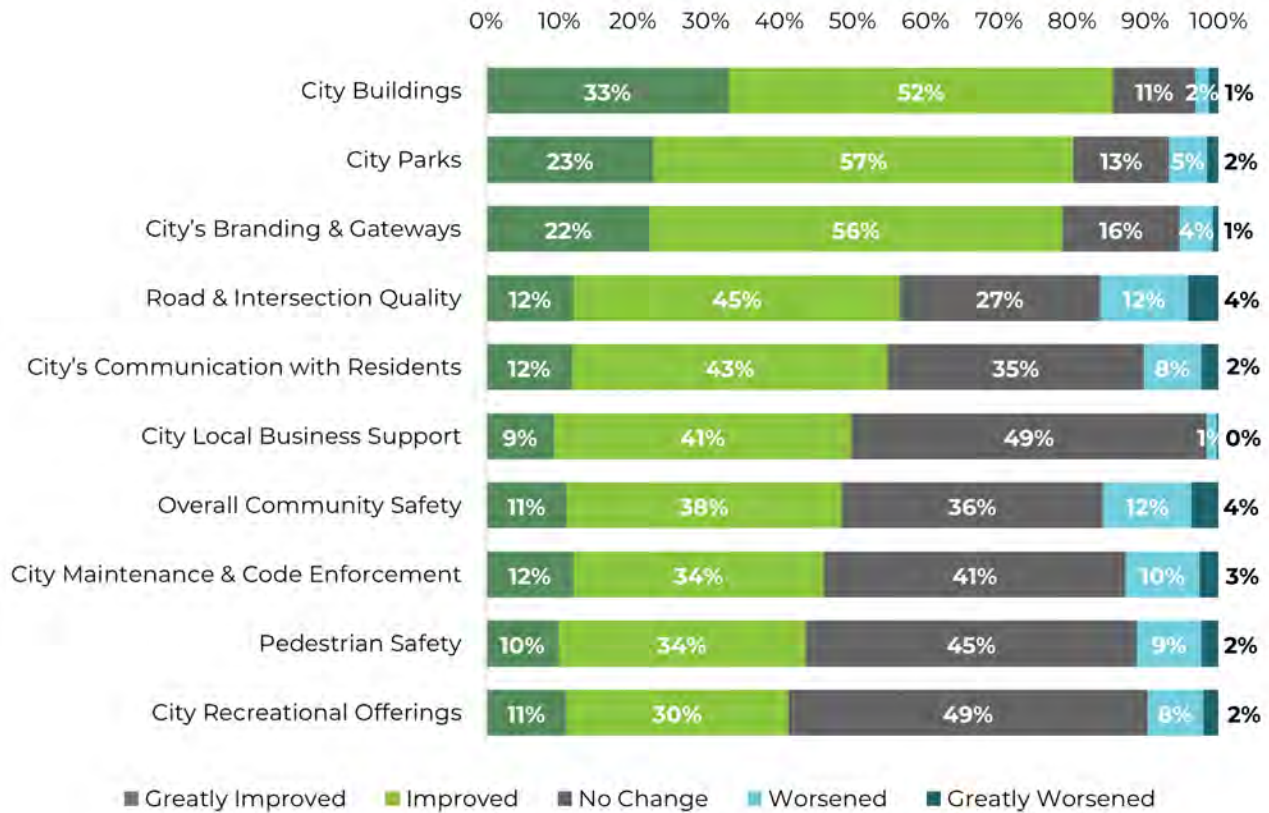
OVERVIEW

Respondents were **mostly Satisfied with the city's progress** on each of the Master Plan's goals. **Those who selected Dissatisfied or Very Dissatisfied** were offered an opportunity to explain their responses. Explanations frequently mentioned **issues with the John M. Coyne Recreation Center and Biddulph Plaza**.



For Question 2 (*graph on following page*), residents felt that the areas identified had generally improved in the past 5 years. **Areas with the highest levels of improvement were City Buildings, Parks, Branding & Gateways**. The area with the lowest level of improvement was Recreational Offerings. **Those who selected Worsened or Greatly Worsened** were offered an opportunity to explain their responses. Explanations frequently mentioned **crime, housing code enforcement, traffic, and the need for a stronger police presence in Brooklyn**.

Q 2 INDICATE THE CITY’S LEVEL OF IMPROVEMENT OVER THE PAST 5 YEARS IN THE FOLLOWING AREAS: *RESPONSES: 391*



Q 3 FROM YOUR EXPERIENCE, WHERE HAVE YOU SEEN THE CITY MAKE THE MOST PROGRESS IN THE PAST FIVE YEARS? *RESPONSES: 284*

The area where residents indicated they have seen the most progress include:

- **Improvements to City Buildings:** This includes the city hall, police station and the library. This is followed closely by the
- **Improvements to the city’s Parks and Recreational Facilities:** Brooklyn has invested heavily in these widely used community assets. Several park improvements have just completed (new dog park) or are still underway (Veterans Memorial Park improvements).
- **Improvements to City Branding:** New city signage and gateways at I-480 exit ramps
- **Improvements to Infrastructure:** Respondents noted the implementation of speed tables and other traffic calming methods and how they have reduced speeding in some areas. Improvements to the Memphis Avenue corridor were also noted, though some responses reflected a negative view of the improvements.

Adding new retail and filling commercial vacancies, and improved communication with residents were other areas of progress noted by residents. Finally, several respondents mentioned the loss of trees through new development and view this as a negative impact on the community.

Q 4 ARE THERE OTHER CHANGES OR IMPROVEMENTS YOU WOULD LIKE TO SEE PRIORITIZED BY THE CITY? *RESPONSES: 283*

Respondents would like to see the city improve in the following areas:

- **Updated Recreation Center:** Residents would like to see updated equipment and facilities, as well as expanded hours and programming, especially for working adults.
- **Property Maintenance:** Stronger enforcement of property maintenance regulations, especially for single-family rental properties and apartments.
- **Public Safety:** Respondents desire more resources towards policing and more visible patrols in neighborhoods to increase safety and reduce crime.
- **New Housing:** There is a desire for new housing in the community, potentially targeted towards seniors and young families. However, some express concerns over planned townhomes.
- **General Community Beautification:** Some respondents want more attention to general cleanliness of the community, more trash cans, litter pick up, street sweeping, etc.
- **Traffic and Infrastructure Improvements:** Respondents show concern for traffic in the community, especially around I-480 and Ridge Road, and for safety enhancements within neighborhoods. There is also a desire for improved sidewalks.
- **Local Economic Development:** Respondents want to see improvements to the city's commercial areas, especially Biddulph Plaza and Ridge Park Square. This includes property maintenance and the variety of businesses. Respondents cite a desire for higher-quality and more varied retail and restaurant options as well as support for more small, local businesses.
- **Community Engagement:** Better communication between the city and residents is desired as well as more community events.

Q 5 HOW WOULD YOU LIKE TO SEE BROOKLYN EVOLVE IN THE NEXT 5, 10, OR 20 YEARS? *RESPONSES: 248*

A synthesis of the issue and ideas regarding what respondents' vision for the future of the community reveals several key themes:

- **Safe:** Respondents want to feel safe and protected in the community. This would include more police officers and a more visible police presence in neighborhoods.
- **Quality Housing:** This includes options for all ages and stages of life, well maintained and regulated rental housing, and concerns for housing costs and property taxes.
- **Parks and Recreation:** An updated recreational building with modern facilities and equipment is important. Respondents also want a broad range of programs for teens, families, working adults, and seniors. A continued focus on parks and greenspace.
- **Infrastructure & Services:** Better traffic flow along major travel arteries as well as safer local streets, including sidewalk improvements, are desired. Well maintained utilities and expanded services, especially for seniors, is desired.
- **Strong Local Economy:** Improved local shopping areas that provide a variety of national and local retail, dining, and entertainment. An emphasis on local small businesses.
- **Public Engagement:** A more informed and engaged community. More community events such as a 5K run, youth volunteer opportunities, a community garden.

QUALITY OF LIFE/CITY SERVICES

Questions 6 through 9 asked specifically about how respondents rated the quality of life and City services in Brooklyn.

Q 6 HOW DO YOU RATE THE OVERALL QUALITY OF LIFE IN THE CITY OF BROOKLYN?

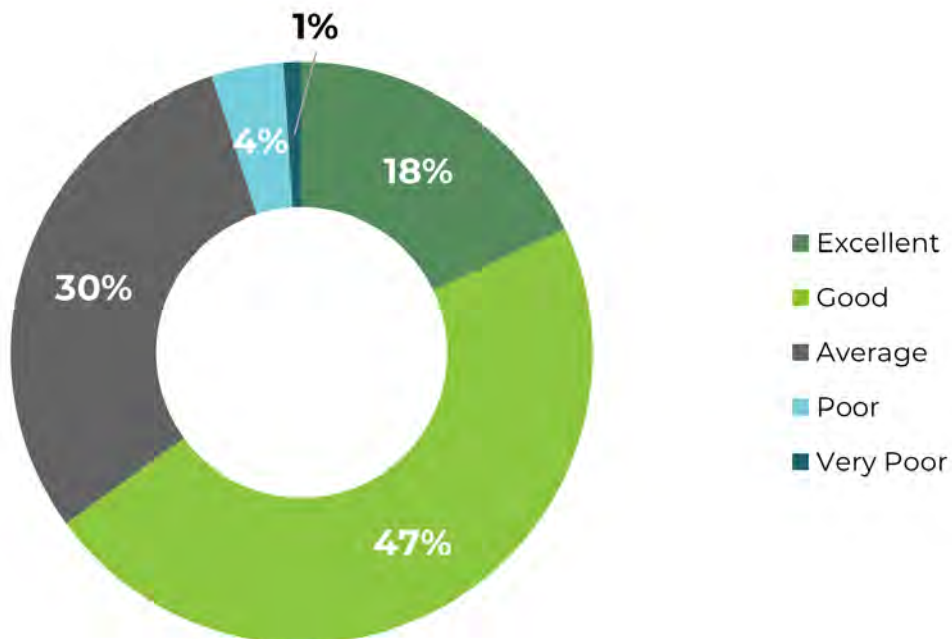
RESPONSES: 382

OVERVIEW

The majority of respondents rated the quality of life in Brooklyn as either **Excellent** (18%) or **Good** (47%). Almost one-third of respondents identified it as **Average** (30%). Only 5% of respondents identified the Quality of Life as Poor or Very Poor. This is an increase over those viewing the Quality of Life as 'Poor' or 'Very Poor' from the results of the 2018 survey; however, the different survey methodologies used (random-sample vs. SurveyMonkey) would preclude and 'apples to apples' comparison of results. Generally, the **Quality of Life is considered good; however, responses show there is room for improvement.**

BY AGE GROUP

The majority of all age groups identified the quality of life in Brooklyn as either **Excellent** or **Good**. However, residents **aged 35-44** were more likely to identify the Quality of Life as either **Poor** or **Very Poor**. However, this only accounts for **4 total responses**



Q 7 ARE THERE OTHER SERVICES THE CITY OF BROOKLYN SHOULD CONSIDER OFFERING? *RESPONSES: 223*

Desired services identified by respondents include:

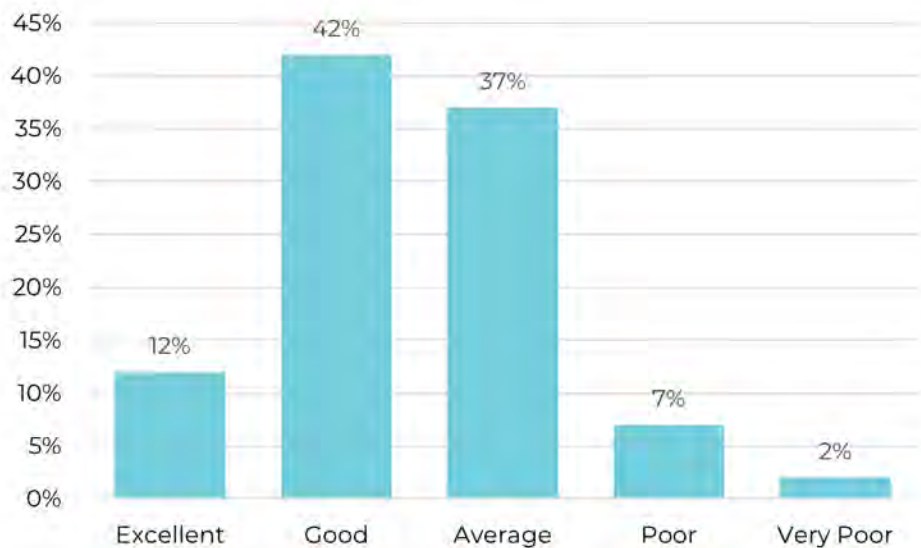
- **Grass Cutting:** Expand current program to all seniors and disabled regardless of income. For all other residents, income-adjusted fee for service.
- **Snow Removal for Seniors/Disabled:** Offer to all seniors and disabled regardless of income. For all other residents, income-adjusted fee for service.
- **Tree Maintenance/Trimming/Removal:** Safer and more attractive streetscapes. Offer services to seniors/disabled, or to others for a fee.
- **Trash Garbage Collection:** Service to pull cans to street, more trash/recycle receptacles around town.
- **Sidewalk Maintenance and Repairs:** Offer assistance in repairing sidewalks. Expand snow removal services to include sidewalks, especially for seniors
- **Police:** More police officers, police patrols, and enforcement
- **Home Maintenance Assistance:** Provide small loans or grants to homeowners to make repairs to homes, certify or provide a list of home repair professionals and handymen for residents, organize a volunteer opportunity to provide assistance for elderly to clean up properties and provide minor repairs.
- **Recreation Center:** Improve/modernize the John M. Coyne Recreation Center and its offerings.

Overwhelmingly, responses mentioned **offering or improving services for seniors and those with disabilities**. Some mentioned the potential for offering lawn, tree, and snow plowing **services to all residents charged on a sliding scale based on income**. As the responses skewed towards older residents, their interests are well represented here.

Q 8 HOW DO YOU RATE THE CITY’S COMMUNICATION WITH RESIDENTS? *RESPONSES: 382*

OVERVIEW

The majority of respondents rated the city’s communication as **Good** (42%) or **Average** (37%). 12% rated it as **Excellent**. Only 7% of respondents rated communication as Poor with 2% saying it is Very Poor. This shows that though the city generally communicates effectively with residents, there is room for improvement.



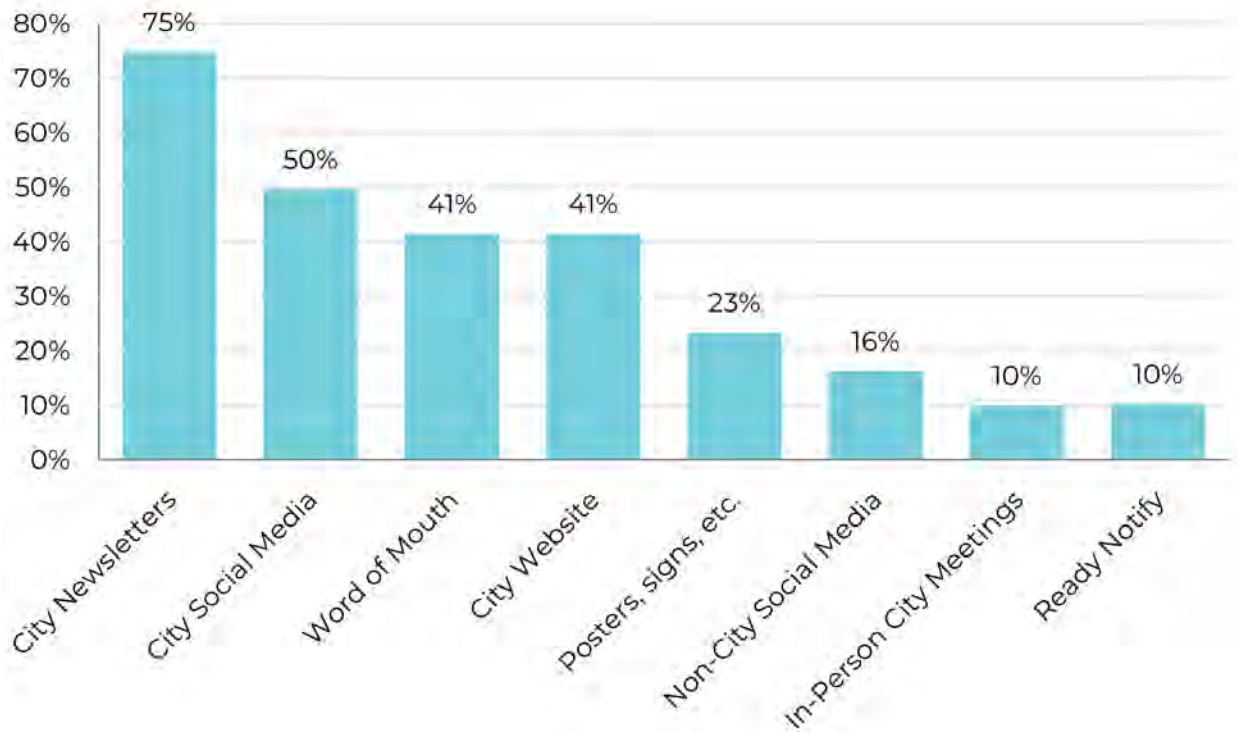
Q 9 HOW DO YOU STAY INFORMED ABOUT CITY NEWS, ACTIVITIES, SERVICES? (SELECT ALL THAT APPLY) RESPONSES: 381

OVERVIEW

The most common way respondents stay informed about the community is through the **city Newsletter** (75%) which is mailed out quarterly to every household. **City social media** (50%) and the **city Website** (41%) were the next most used methods showing the importance of making information available online and having quality online tools. **Word-of-Mouth** (41%) and **Posters, Signs, etc.** were the only other method above 20%. In-person meetings and Ready Notify were the least used sources of communication, with 10% each.

BY AGE GROUP

Respondents **under the age of 65** were more likely to get their information **through City Social Media** than older respondents. Respondents **over the age of 45** were more likely to get information through **Word of Mouth** than other age groups. **Word of Mouth** was the **second highest method** for residents **age 64-75**. Surprisingly, residents **age 18-35** were the **least likely** to get their information through the **city Website** than all other age groups.



PARKS AND RECREATION

Questions 10 through 14 asked about respondents' views on existing parks and potential parks and recreation opportunities in Brooklyn.

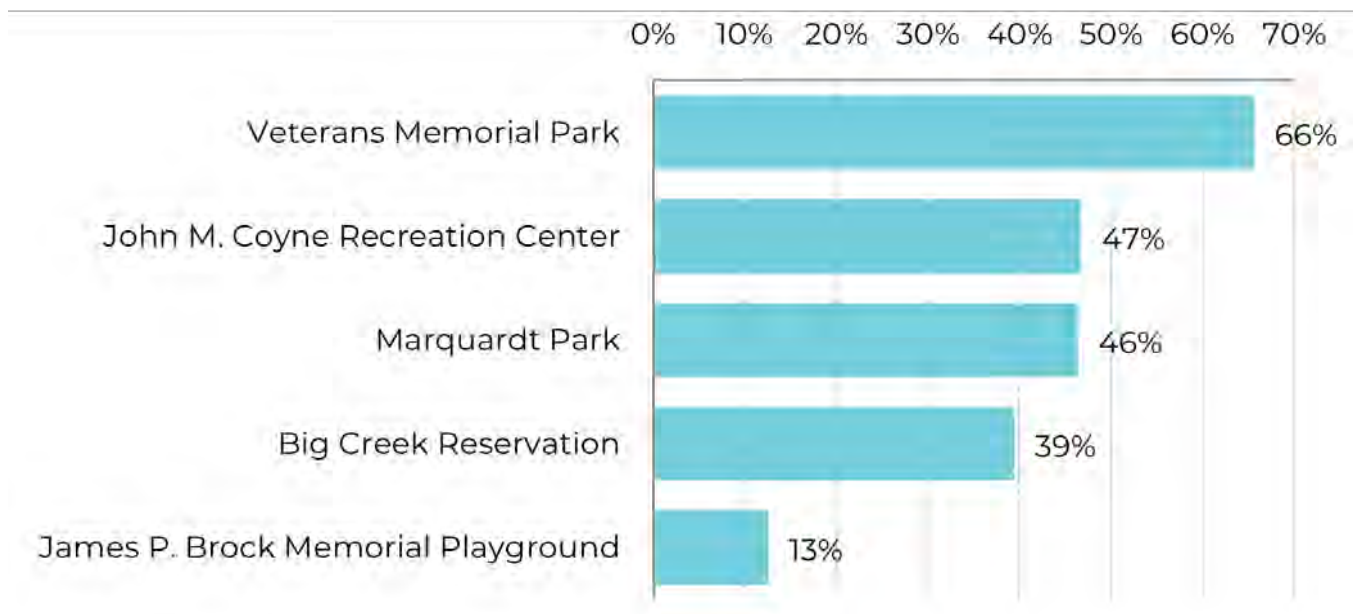
Q 10 WHICH PARKS/RECREATION FACILITIES DO YOU VISIT MOST FREQUENTLY? (SELECT YOUR TOP THREE) RESPONSES: 317

OVERVIEW

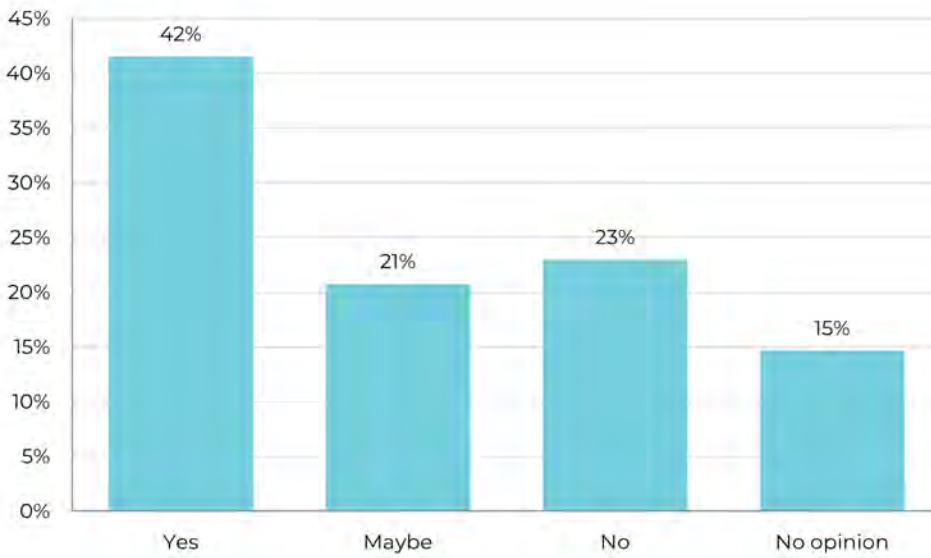
Respondents **most frequently visit Veterans Memorial Park (66%)**, followed by **John M. Coyne Recreation Center (47%)**, **Marquardt Park (46%)**. Only 13% of respondents selected James P. Brock Memorial Playground as the park they visit most often. Respondents were given the opportunity to explain their selection. Those who selected Marquardt Park, Veterans Memorial, or Big Creek Reservation referred to the **walking paths and proximity to their homes**. Respondents who selected the **Recreation Center enjoyed programming and the swimming pool**.

BY AGE GROUP

The **John M. Coyne Recreation Center** was the **most used** park/facility for **respondents 75 years and older**. Respondents **aged 18-34** were the **least likely** to identify that they frequently use the **Recreation Center**. Respondents **18-44** were **more likely** to use the **Brock Memorial Playground** than other age groups.



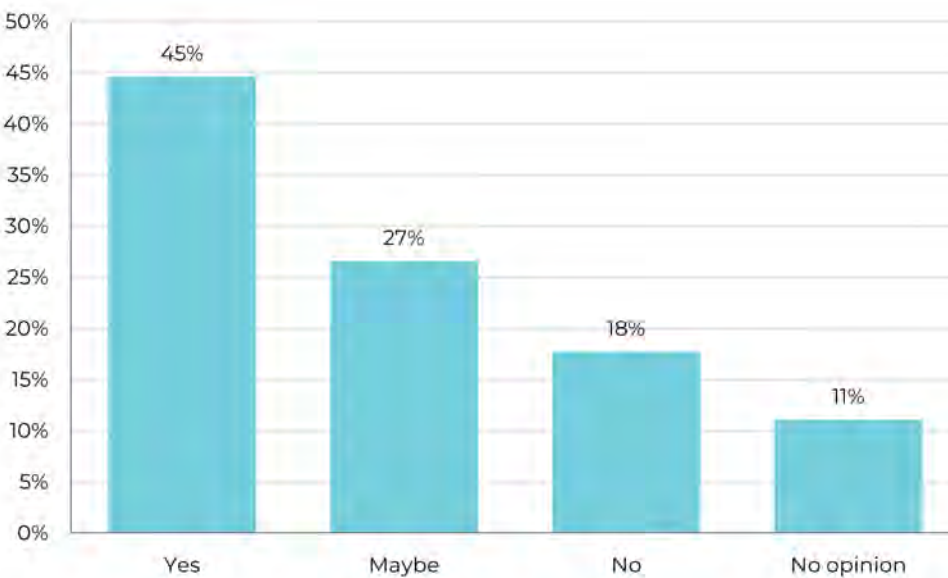
Q 11 HAVE THE CITY'S PARK IMPROVEMENTS IN THE PAST FIVE YEARS ENCOURAGED YOU TO VISIT THE PARKS MORE OFTEN? RESPONSES: 361



OVERVIEW

42% of respondents felt that the city's park improvements had encouraged them to visit the parks more often. There was a similar response rate between those who answered Maybe (21%), No (23%), and No Opinion (15%).

Q 12 SHOULD THE CITY INVEST IN DEVELOPING NEIGHBORHOOD POCKET PARKS OR OPEN SPACES? RESPONSES: 361



OVERVIEW

Almost 45% of respondents felt that the city should develop neighborhood pocket parks or open spaces.

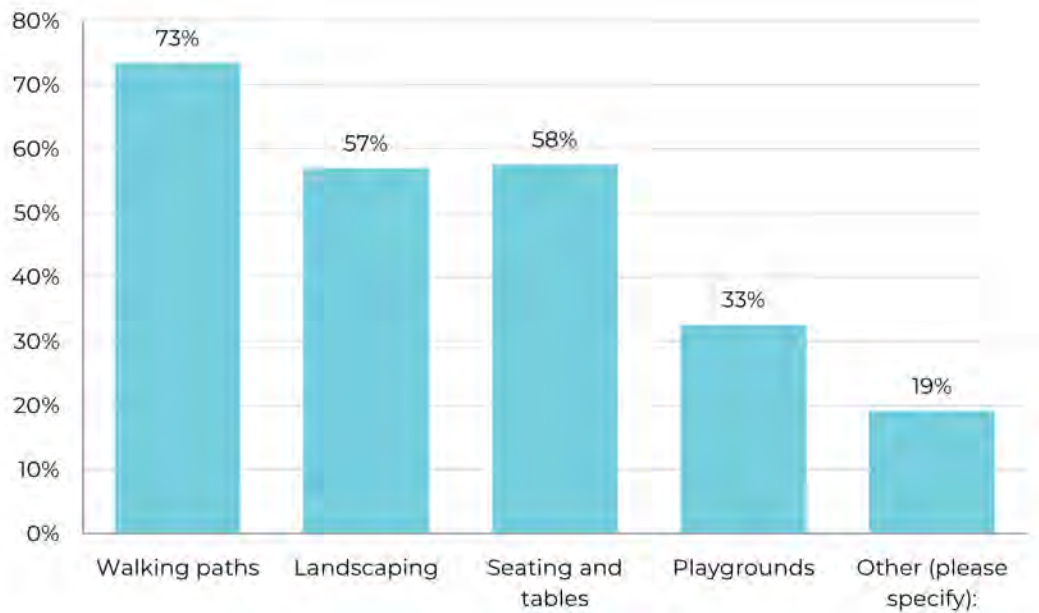
BY AGE GROUP

While **all age groups** had **Yes** as the most common response, respondents **18-34** answered **Yes** at **almost 70%**. Respondents **over age 55** were more likely to answer **Maybe**.

Q 13 IF THE CITY WERE TO DEVELOP NEIGHBORHOOD POCKET PARKS, WHAT AMENITIES SHOULD THE CITY PRIORITIZE? (SELECT ALL THAT APPLY) RESPONSES: 328

OVERVIEW

Respondents most **wanted** to see **walking paths** (73%), **seating and tables** (58%), and **landscaping** (57%) prioritized in pocket parks. Thirty-three percent of respondents wanted playgrounds and 19% selected Other. Among those who selected Other, common responses stated preferences for dog parks and water fountains.



Q 14 WHAT ADDITIONAL RECREATIONAL OPPORTUNITIES OR FACILITIES SHOULD BROOKLYN PURSUE? RESPONSES: 154

Recreational opportunities popular among respondents include:

- **Upgrading the John M. Coyne Recreation Center:** Expand programming and upgrade facilities, including workout equipment, locker rooms, and separate gender saunas.
- **Outdoor splash pad:** Respondents look to other community’s recreational water facilities as potential models for Brooklyn.
- **Sports facilities:** Interest in basketball, pickleball, tennis, and volleyball courts. Programs that loan sports equipment to residents.
- **Walking tracks:** Walking is a popular form of exercise for Brooklyn residents. Respondents demonstrated interest in both indoor and outdoor walking tracks. One respondent suggested opening access to the Hurricanes track to the general public during off-hours.

HOUSING

Questions 15 through 17 asked about respondents' views on housing and housing needs in Brooklyn.

Q 15 HOW SHOULD THE CITY PRIORITIZE ITS HOUSING POLICIES AND PROGRAMS? (RANK EACH CHOICE) *RESPONSES: 363*

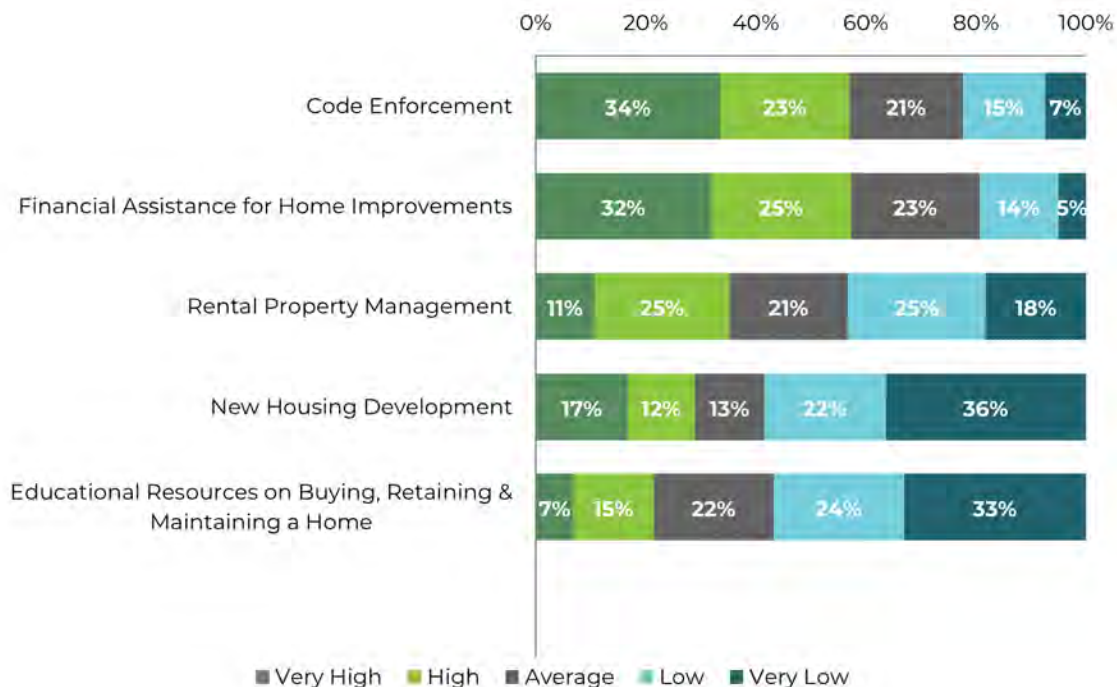
OVERVIEW

Respondents prioritized **Code Enforcement** and **Financial Assistance for Home Improvements** (57% Very High or High for both). **Rental Property Management** was the next highest priority (36% Very High or High). Code enforcement and rental property issues have **also featured prominently in write-in responses** throughout the survey and indicate that they play a significant role in neighborhood appearance and livability. **New Housing Development** had 29% indicate it as a **Very High or High** Priority, however, 58% of respondents indicated it as a **Low or Very Low** priority.

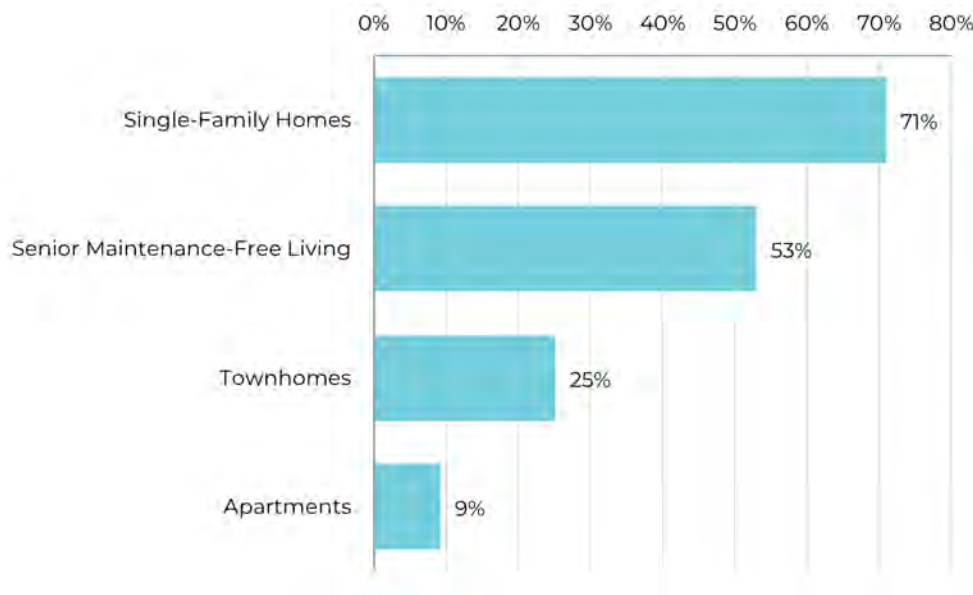
The results are a reflection that **91% of respondents are already homeowners** with a focus on **maintaining existing homes**. However, the responses **prioritizing New Housing Development may indicate** that a portion of current homeowners in the community **may be looking for a housing type** that doesn't currently exist, such as senior-focused housing. They may **feel that new housing is important** for the future health of the city.

BY AGE GROUP

Respondents **55 and older** indicated **Code Enforcement** as their top housing priority while respondents **18-54** said **Financial Assistance for Home Improvements** as their priority.



Q 16 WHAT TYPE OF NEW HOUSING SHOULD THE CITY PURSUE? (SELECT ALL THAT APPLY) RESPONSES: 334



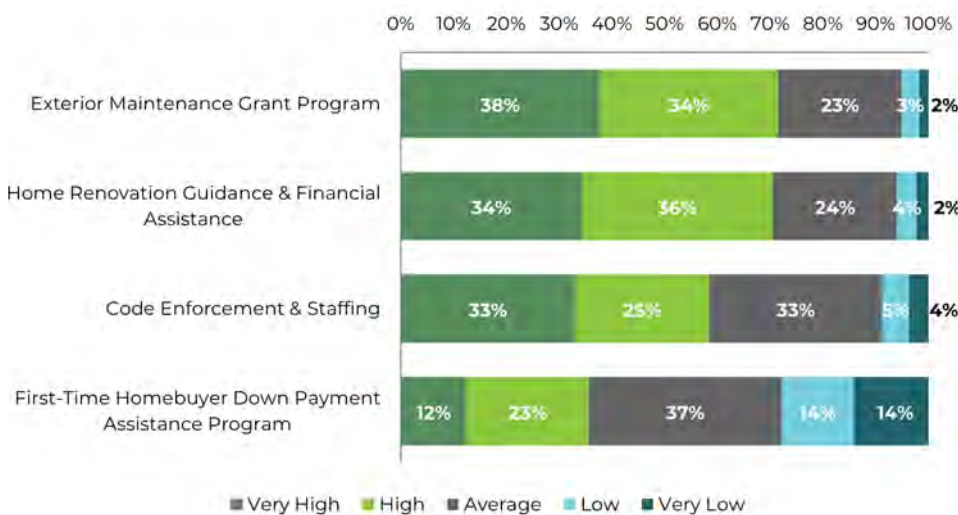
OVERVIEW

Respondents overwhelmingly want new housing to be single-family homes (71%). There is also a significant desire for housing for seniors or requiring less maintenance (53%). Townhomes were supported by 25% of respondents as they often offer reduced or maintenance-free options that would appeal to seniors.

BY AGE GROUP

67% of respondents aged 65-75 and 77% of aged 75+ identified Senior Maintenance Free Living as a type of housing the city should pursue

Q 17 INDICATE YOUR PRIORITY LEVEL FOR SPENDING CITY RESOURCES ON THE FOLLOWING HOUSING PROGRAMS: RESPONSES: 360



OVERVIEW

Like Q15, respondents prioritize exterior maintenance and financial assistance for home renovation. Code enforcement is also a significant priority and is supported by responses to other questions. While not a high priority, first-time buyer assistance would be important for current renters looking to buy homes to stay in Brooklyn.

ECONOMIC DEVELOPMENT

Questions 18 through 23 asked about respondents' views on economic development programs and redevelopment of vacant and underutilized properties in Brooklyn.

Q 18 INDICATE YOUR PRIORITY LEVEL FOR SPENDING CITY RESOURCES ON THE FOLLOWING ECONOMIC DEVELOPMENT PROGRAMS: *RESPONSES: 345*

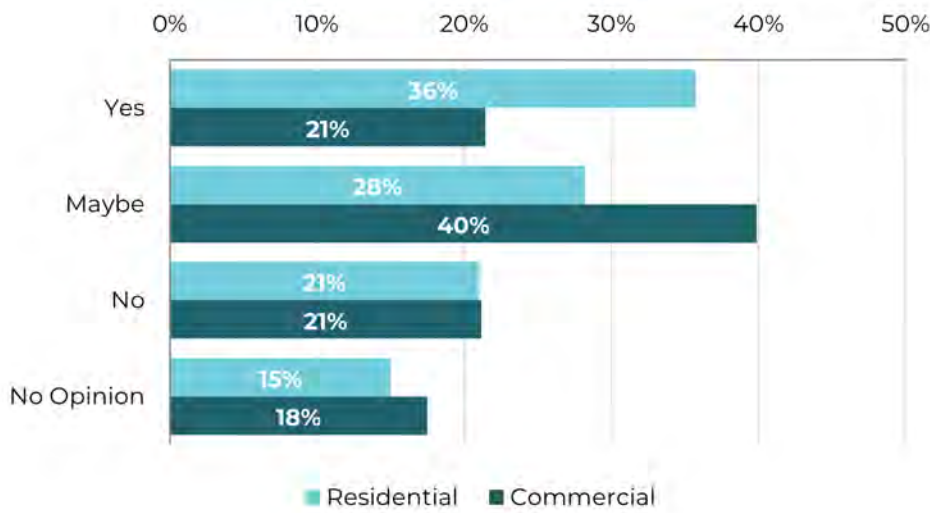
OVERVIEW

Among economic development programs, **respondents prioritize the city Purchase of Underutilized Properties for Redevelopment** (68% selected Very High or High) **and Incentives to Attract Employers** (66% selected Very High or High). Storefront Renovation Programs (54% selected Very High or High), Small Business Financial Assistance (48% selected Very High or High), and a Business Corridor Improvement program (48% chose Very High or High) had similar levels of interest from respondents.

Incentives to Attract Employers would **provide local tax revenues to fund city services** that are mentioned by respondents throughout the survey. Support for **redevelopment of underutilized property** would also **support the city's tax base** but would also **provide more modern and attractive commercial areas**. **Storefront renovation and small business assistance** would also help **address these same issues**, though they were **not as highly prioritized**.



Q 19 SHOULD THE CITY EXPAND PROPERTY TAX ABATEMENT THROUGH THE COMMUNITY REINVESTMENT AREA BY INCREASING TERM AND EXEMPTION PERCENTAGE? RESPONSES: 334

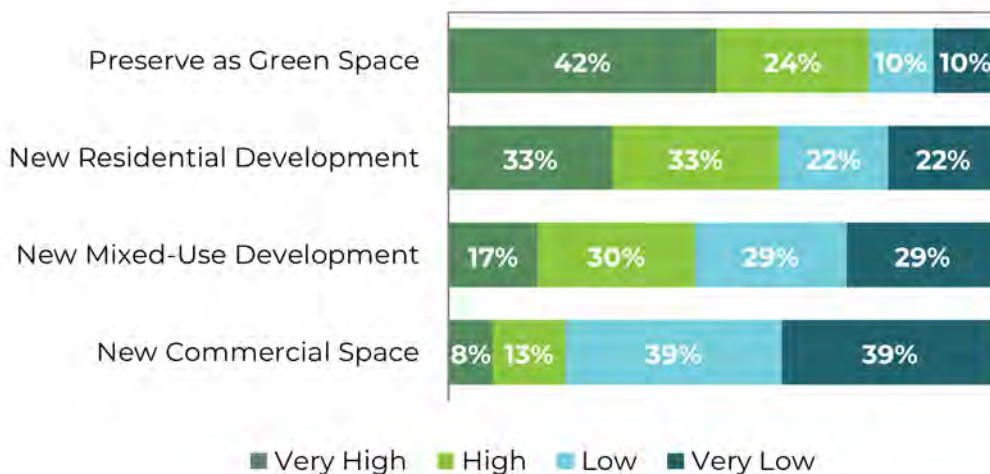


OVERVIEW

More respondents felt that the city **should expand residential** property tax **abatement** (36% of respondents) **than commercial** property tax abatement (21%), although **21%** of respondents indicated that **neither** residential nor commercial tax abatements **should be expanded**. Further, **58%** of respondents selected **Maybe or No Opinion** for

a **commercial** tax abatement, compared to **43%** for a **residential** tax abatement. This **may indicate** that Community Reinvestment Areas are either **not fully understood**, or their use is **dependent on their specific implementation**. Further **outreach** would be **required** for expansion.

Q 20 WHAT TYPE OF DEVELOPMENT SHOULD THE CITY PURSUE ON CITY-OWNED VACANT AND UNDERUTILIZED LOTS? (RANKED CHOICE) RESPONSES: 332



OVERVIEW

Respondents **prioritized Preserve as green Space** on city-owned vacant and underutilized lots, with **42%** of respondents selecting **Very High**. **New Residential Development** was the **second most popular** option, with **33%** of respondents selecting **Very High**.

Respondents **selected Very High or High** priority **57%** for **New Mixed-Use Development**. **New Commercial Space** had the **lowest** priority, with **only 9%** selecting **Very High or High**.

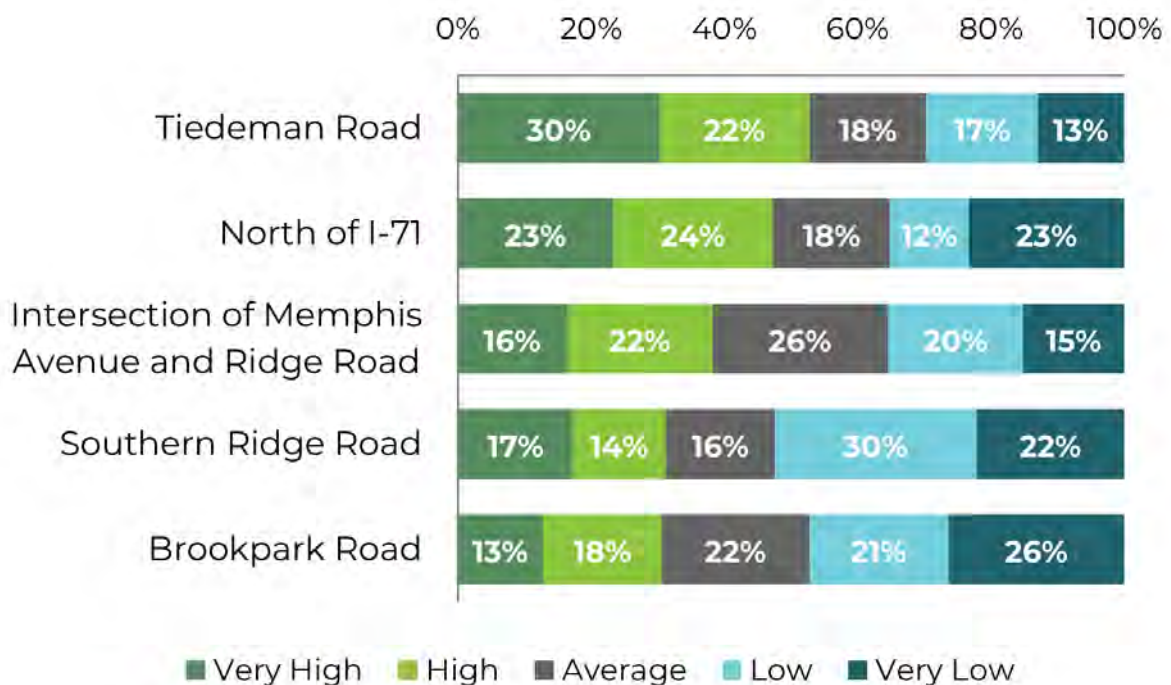
Q 21 WHICH AREAS SHOULD BE PRIORITIZED FOR REDEVELOPMENT? (RANK EACH CHOICE) *RESPONSES: 330*

OVERVIEW

Respondents demonstrated the **most interest** in redeveloping **Tiedeman Road** with **55%**, indicating it a **High or Very High** priority. The area **North of I-71** received **47%**, indicating it as **High or Very High** priority. The **Intersection of Memphis Avenue and Ridge Road** was the third highest priority with **38%** indicating it as a High or Very High priority. Respondents feel redeveloping **Southern Ridge Road and Brookpark Road** were not priorities and identified them as **Low or Very Low** priority at **52% and 47%, respectively**.

BY AGE GROUP

Over **25%** of respondents in the age groups **18-34, 45-54, and 55-64** all indicated the area **North of I-71** as their **lowest priority** for redevelopment. However, it was the **first or second highest** priority for **45%** of respondents age **45-54, 44%** of those aged **55-64, 50%** of those aged **65-74, and 60%** of those aged **75+**. This indicates that there is a **significant split** between respondents as they typically **feel that it is either a significant priority or not one at all**. This also reinforces that survey respondents were generally older and so their preferences have a significant impact on the overall result.

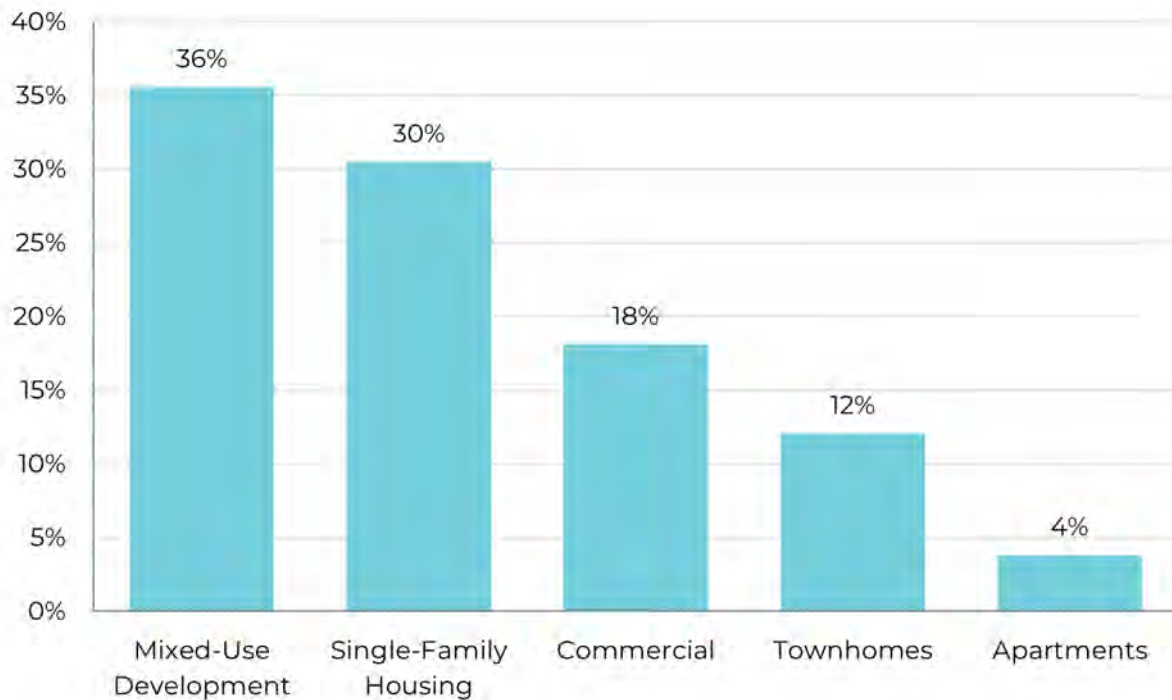


Q 22 THE CITY OF BROOKLYN OWNS A SEVEN-ACRE PROPERTY AT THE CORNER OF MEMPHIS AND TIEDEMAN. WHAT TYPE OF DEVELOPMENT SHOULD BE PRIORITIZED ON THIS PROPERTY? *RESPONSES: 315*

OVERVIEW

Respondents identified **Mixed-Use Development** (36%) or **Single-Family Housing** (30%) as their **desired development type** on this property. Fewer respondents selected Commercial (18%) and Townhomes (12%) as the preferred type of development. Respondents were **least interested in** developing **Apartments** (4%).

The question allowed respondents to share their reasoning or additional thoughts. The most common theme in the comments was a desire to **preserve it as a greenspace**. Respondents voiced concerns over the **existing traffic in the area** and **proximity to commercial centers** such as the Amazon distribution center. Comments also called for **moderately priced housing** affordable to middle-income households.

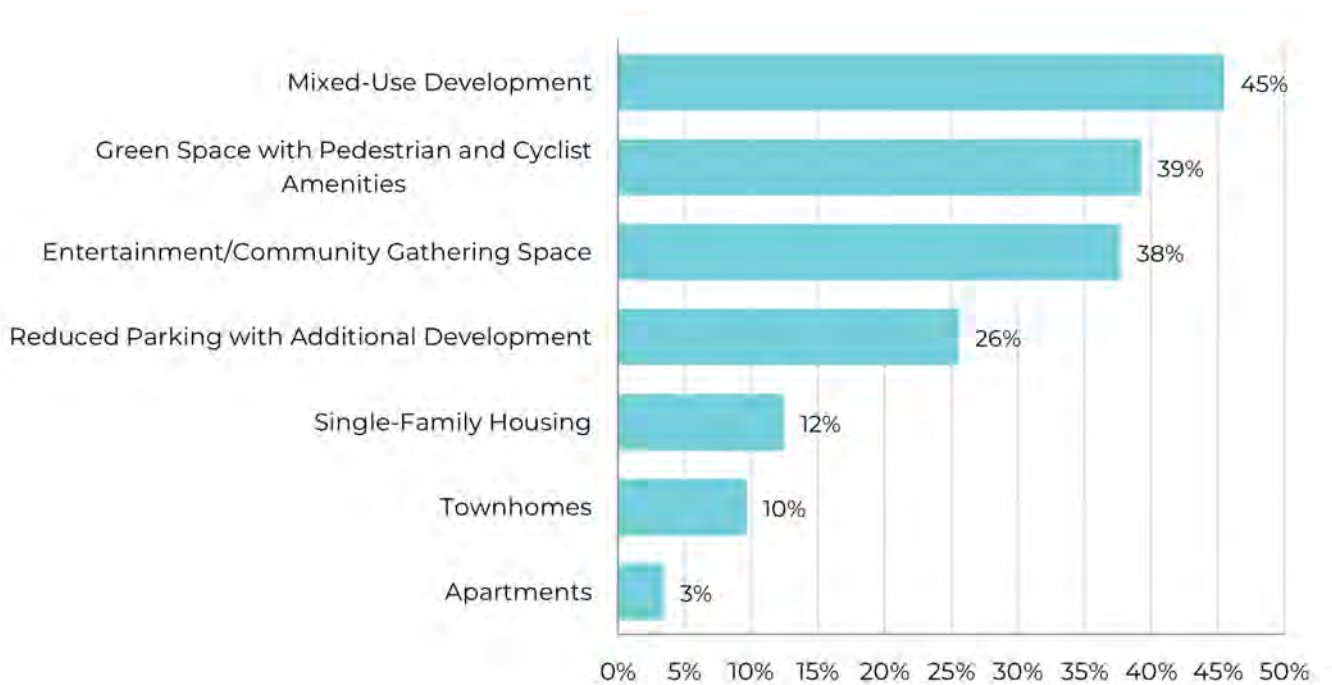


Q 23 IF THERE WERE AN OPPORTUNITY TO REDEVELOP BIDDULPH PLAZA IN THE FUTURE, HOW WOULD YOU LIKE THIS AREA TO BE REIMAGINED? (SELECT ALL THAT APPLY) RESPONSES: 321

OVERVIEW

In previous open-ended responses, respondents described the current state of Biddulph Plaza as an issue. If Biddulph Plaza were to be redeveloped in the future, respondents are **most interested in seeing Mixed-Use Development (45%)**, a **Green Space with Pedestrian and Cyclist Amenities (39%)**, or an **Entertainment/Community Gathering Space (38%)**. Similar to Question 22, respondents are **least interested** in developing **Apartments** on Biddulph Plaza (3%).

A comment box beneath the question allowed respondents to share their reasoning or additional thoughts. Many respondents were interested in **maintaining Biddulph Plaza** as a commercial space while **improving the parking lot design and quality and attracting higher-end businesses**.



TRANSPORTATION

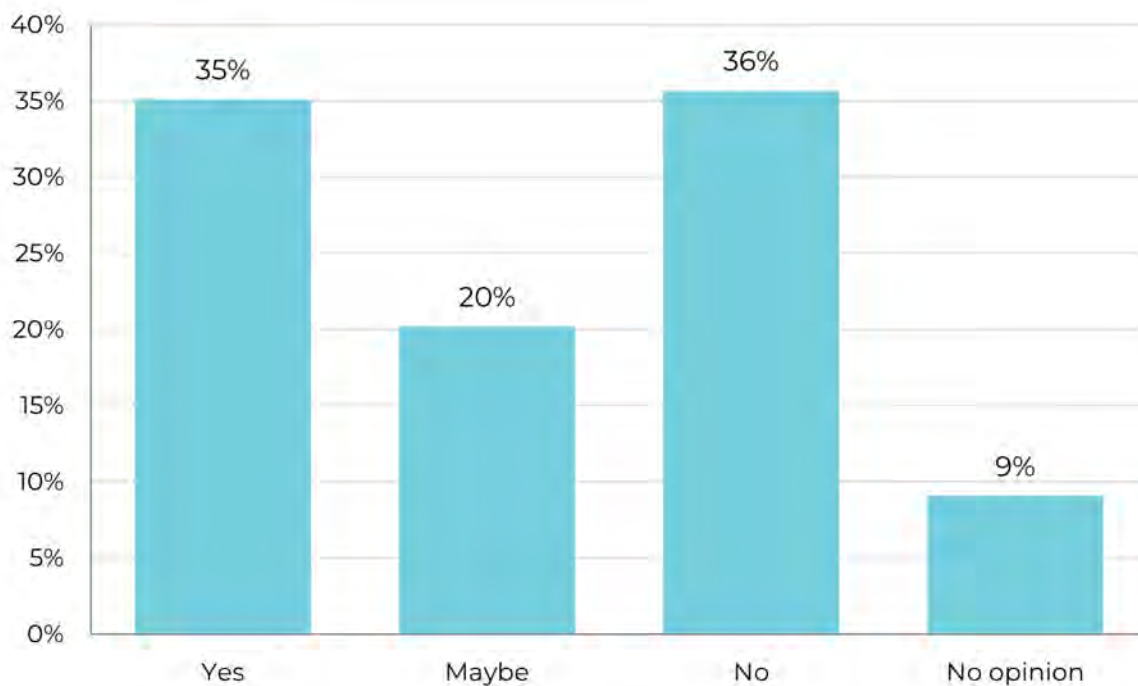
Questions 24 through 29 ask about respondents' transportation habits and how they prioritize potential transportation enhancements and projects.

Q 24 SHOULD THE CITY INSTALL SPEED REDUCTION INTERVENTIONS ELSEWHERE IN THE COMMUNITY? *RESPONSES: 342*

OVERVIEW

The city has installed speed reduction interventions (e.g., speed tables, chicanes) on Idlewood Drive, Archmere Avenue, and several side streets east of Ridge Road. When asked whether speed interventions **should be expanded** within Brooklyn, there was a nearly even split between respondents who answered **Yes (35%)** and those who answered **No (36%)**. A total of **29%** of respondents selected either **Maybe** or **No opinion**.

This mixed reaction is supported by many of the write-in responses throughout the survey. Many respondents suggested that they are successful in controlling speeding, and several request that they be placed in new locations. Others indicate they feel that they are either ineffective or would prefer to see increased police enforcement rather than these methods. Providing data to demonstrate their effectiveness, comparing costs versus police enforcement, and a well-defined strategy for implementation would be helpful.



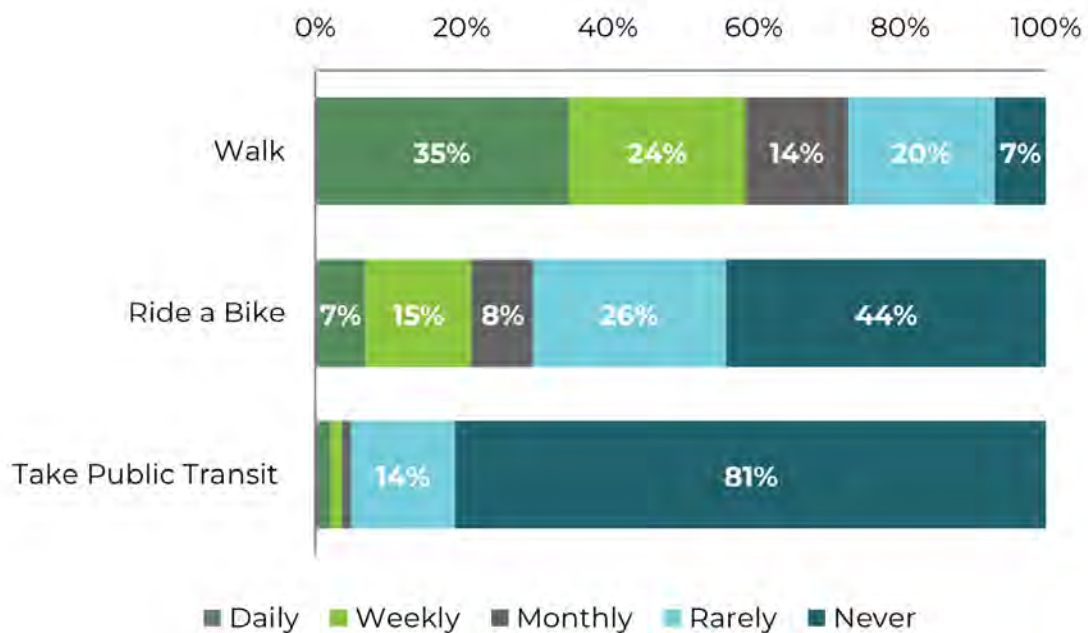
Q 25 HOW OFTEN DO YOU RIDE A BIKE, WALK, OR TAKE TRANSIT THROUGHOUT THE COMMUNITY? *RESPONSES: 343*

OVERVIEW

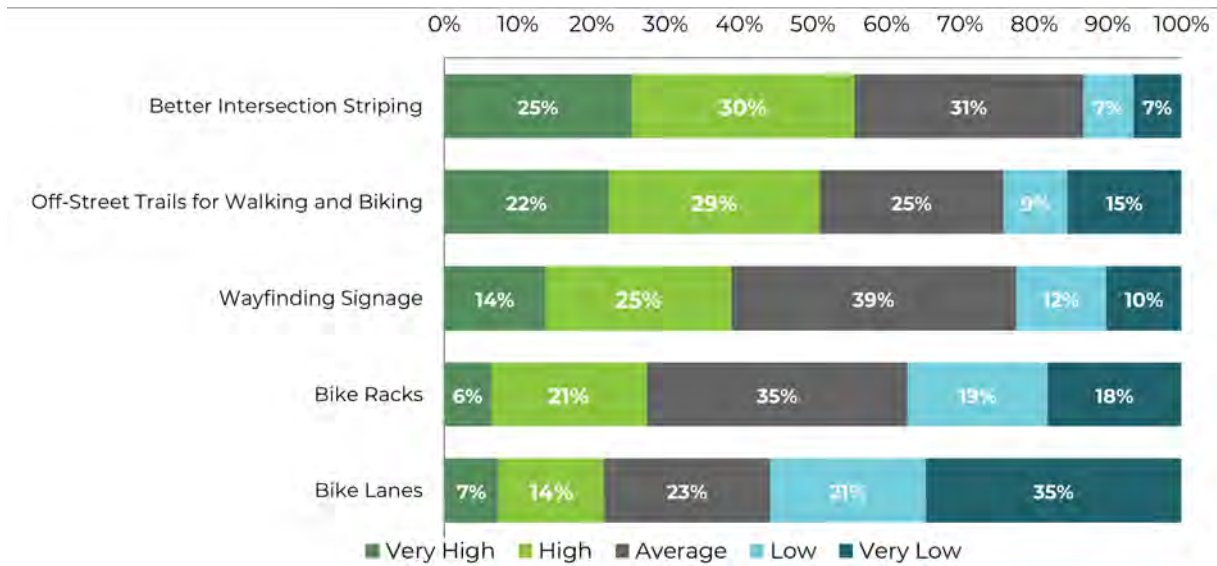
Among non-automobile transportation modes, respondents most frequently walk throughout the community and use public transit least frequently. Many respondents **walk daily (35%)** in Brooklyn, compared to **7% who bike daily**, and **just 2% who use public transit daily**. Another **24%** of respondents **walk weekly**, compared to **15% who bike weekly** and **2% who use public transit weekly**. Conversely, only 41% of respondents walk throughout the community monthly or less, compared to 78% of respondents who bike monthly or less, and 96% who use public transit monthly or less.

BY AGE GROUP

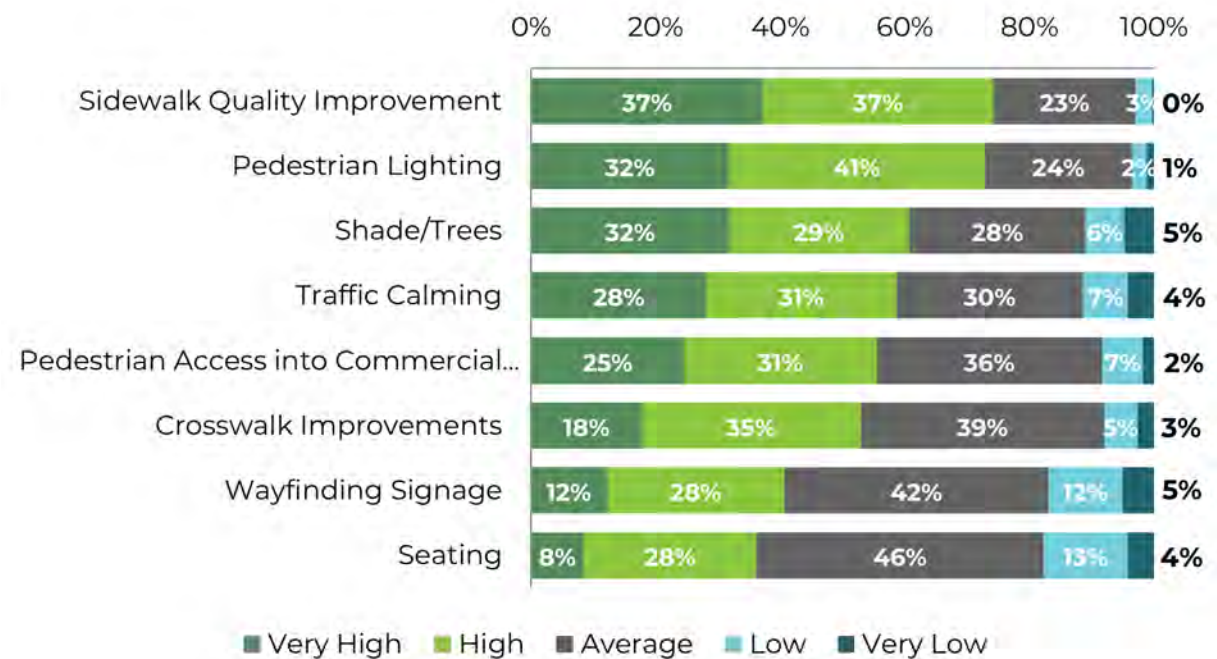
Younger residents (18-54) are **more likely to take transit daily** in the city, however this **still accounts for only a small percentage** of respondents.



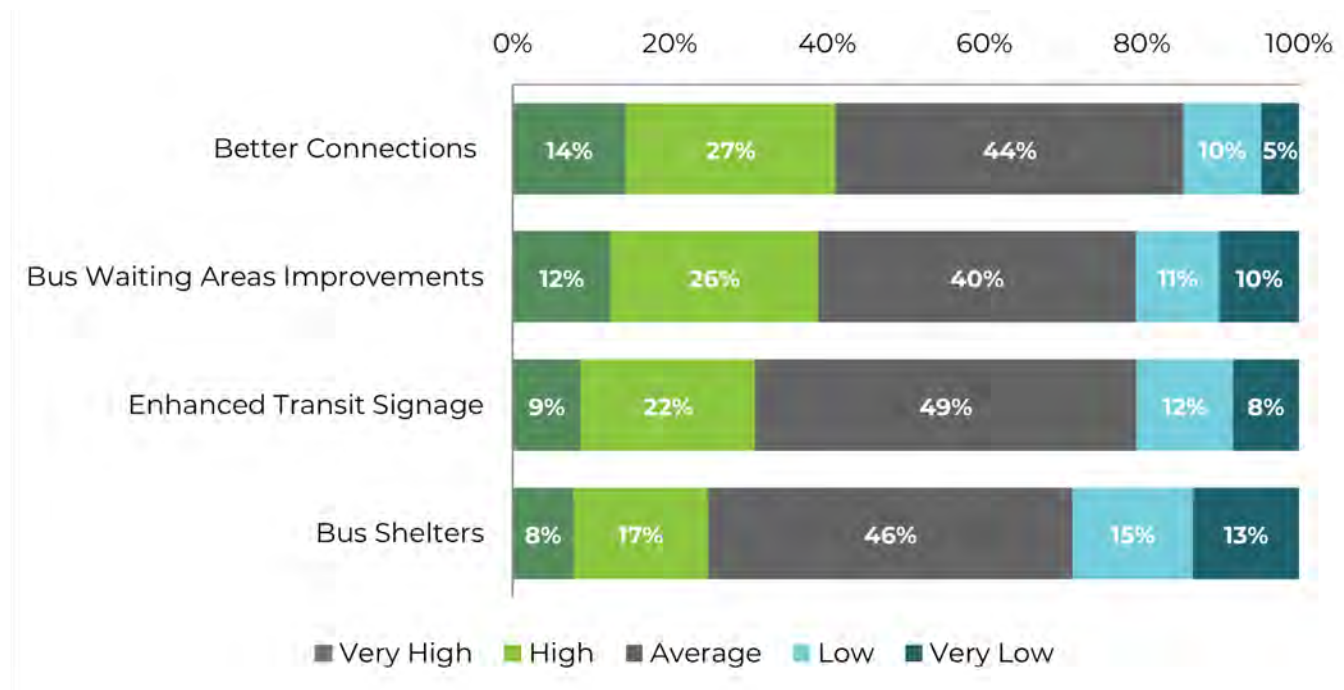
Q 26 INDICATE YOUR PRIORITY LEVEL FOR SPENDING CITY RESOURCES ON THE FOLLOWING BIKING ENHANCEMENTS: *RESPONSES: 343*



Q 27 PRIORITY LEVEL FOR PEDESTRIAN ENHANCEMENTS *RESPONSES: 346*



Q 28 PRIORITY LEVEL FOR TRANSIT ENHANCEMENTS *RESPONSES: 338*



OVERVIEW

For **biking enhancements**, respondents **prioritized Improved Intersection Striping and Off-Street Trails**. Respondents were **least interested** in installation of **Bike Racks or Bike Lanes** (*opposite, top*).

Among pedestrian enhancements, **respondents prioritized Sidewalk Quality Improvements and Pedestrian Lighting most highly**. Respondents were **least interested** in **Seating and Wayfinding Signage** (*opposite, bottom*).

Improvements in Bus Waiting Areas and Better Connections were prioritized over improvements in Bus Shelters and Enhanced Transit Signage by respondents (*top*).

Overall, **respondents showed higher priority levels for pedestrian enhancements** compared to cyclist and public transit enhancements.

BY AGE GROUP

Generally, for these questions responses among different age groups showed no significant trends except for a few options under Question 27 regarding Pedestrian Enhancements. Respondents **aged 18-34** were much **more likely to identify Pedestrian Access into Commercial Areas as Very High in importance** (42%) while those in the age groups **65-74 and 74+** were **more likely to identify Seating as being a High priority** (31% and 50%, respectively). Generally, respondents over 45 were more likely to indicate pedestrian lighting as a High priority.

Q 29 SHOULD THE CITY OF BROOKLYN PRIORITIZE THE PLANNING AND DEVELOPMENT OF THE PROPOSED CUYAHOGA GREENWAYS TRAILS IN BROOKLYN? RESPONSES: 339

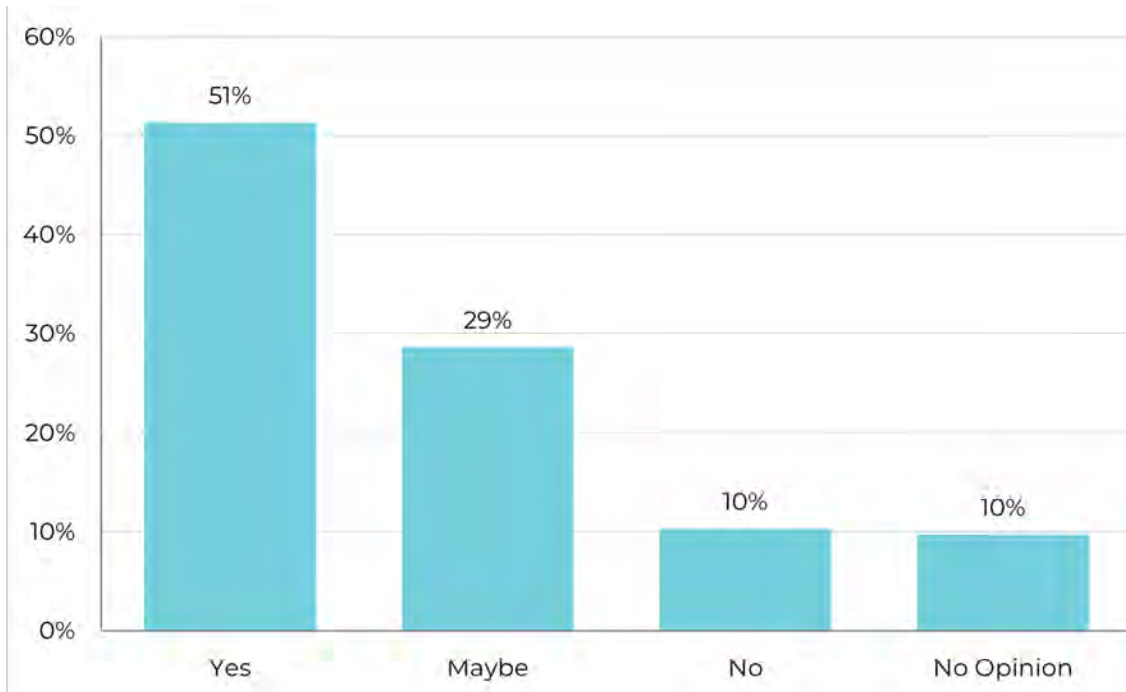
OVERVIEW

The majority of respondents (51%) felt that the city of Brooklyn should prioritize the planning and development of the proposed Cuyahoga Greenways Trails in Brooklyn, compared to 10% of takers who answered No and 39% who selected Maybe or No Opinion.

Question 29 included a comment section for respondents to explain their answers. Common themes were safety concerns and concerns about trails interfering with private property. The theme of safety included concerns about the existing state of connections for pedestrians and cyclists, concerns about the ability of bike lanes to keep cyclists safe, and concerns about outsiders coming into Brooklyn.

BY AGE GROUP

Respondents aged 55-64 were the most likely to indicate No, but still at over 13% overall. Respondents 65-74 and 75+ were more likely to indicate Maybe. This could indicate a need for more clarification or more detailed ideas or plans in order to support their implementation. As older respondents were less likely to bike in the city, their responses may also be influenced by their ability or desire to use such improvements.



ADDITIONAL COMMENTS

Q 30 IF YOU HAVE ANY ADDITIONAL COMMENTS, IDEAS, OR QUESTIONS, PLEASE SHARE BELOW: *RESPONSES: 119*

Many respondents shared enthusiasm for life in Brooklyn and asked the city to maintain a safe, clean community. Many were thankful for the opportunity to provide input. Some mentioned dissatisfaction with particular issues or an overall concern with the direction of the city. Most concerns mentioned here echoed previous open-ended responses:

GREENSPACE PRESERVATION

- Protect and enhance greenspace, especially trees

SAFETY & CRIME PREVENTION

- Concern over crime, especially property crime
- Desire for a more visible police presence

TRAFFIC CONTROL & CALMING

- Better traffic flow especially on Brookpark Road and I-480 at Ridge & Tiedeman Roads
- Some prefer police enforcement over safety infrastructure (speed tables and chicanes)
- Some request implementation of safety infrastructure at specific locations
- Preference for speed tables over chicanes

RECREATION CENTER UPDATES

- Respondents want a modern recreation center with new equipment and more programming

HOUSING MAINTENANCE & CODE ENFORCEMENT

- More oversight into rental properties
- Vigorous but fair application of enforcement
- Additional resources to all homeowners (not just seniors) for maintenance and upkeep

WALKABLE & CONNECTED

- Better sidewalks and street lighting
- Connections to city amenities

CLEAN & ATTRACTIVE

- Clean trash, maintain trees and landscaping, enforce code violations

FOCUS ON SERVICES

- Noticeable improvements in infrastructure, shift focus to safety and services for residents
- Some don't see value in expenditures on beautification or things that only benefit a small section of residents (signage/branding/dog park/trails/road medians)
- Concerns with deer population in some areas

STUDENT SURVEY RESULTS

Although there was widespread participation in the Community Survey, the survey did not receive responses from residents under 18 years old. Therefore, in November of 2025, a brief student survey was developed to intentionally engage the youth of the Brooklyn community and ensure their concerns and desires are considered in the plan.

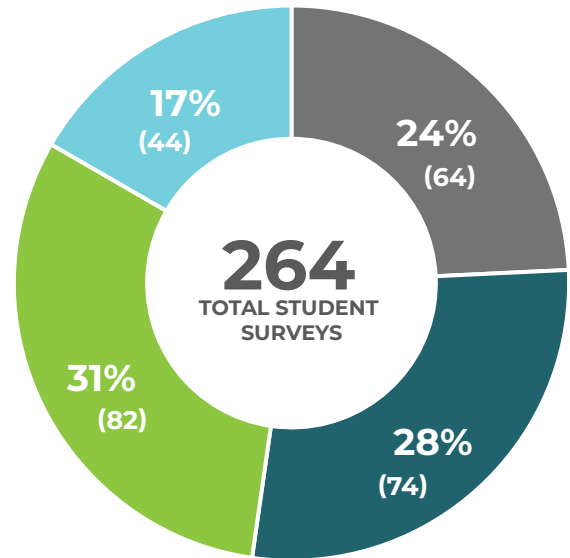
PARTICIPATION

Brooklyn City Schools Superintendent Caleris distributed the paper student surveys to selected teachers who dedicated class time to filling out the survey. A total of 264 completed student surveys were returned, and included responses from students in 5th, 6th, and 7th grades as well as High School students. The largest group of respondents were in 7th grade, and the smallest group of respondents were from the high school.

SURVEY FORMAT

The one-page survey contained five simple questions:

- 1) What do you like about living in Brooklyn? (*open-ended*)
- 2) What places do you like to visit? (*multiple-choice*)
- 3) Do you feel safe walking or biking in Brooklyn? (*multiple-choice & open ended*)
- 4) What activities, programs, or events do you wish were available in Brooklyn? (*open-ended*)
- 5) If you could improve one thing about Brooklyn, what would it be? (*open-ended*)



■ 5th ■ 6th ■ 7th ■ High School



Q1 WHAT DO YOU LIKE ABOUT LIVING IN BROOKLYN?

TOP THEMES

<p>1. Lots of Destinations/ Things to Do</p>	<ul style="list-style-type: none">▪ Respondents generally appreciated that there were a lot of things to do and places to go.▪ The places listed most were stores, restaurants, parks, and the library.▪ A few respondents mentioned the Recreation Center.
<p>2. Proximity/ Walking Distance</p>	<ul style="list-style-type: none">▪ Respondents listed they liked that everything was close together or within walking distance.▪ Respondents liked being close to the school, destinations, and friends and family.▪ Some respondents described liking that the community was small.
<p>3. Community</p>	<ul style="list-style-type: none">▪ Respondents generally stated they liked the community and described they liked that people were friendly/nice.▪ Respondents listed their friends and family.▪ High School respondents appreciated the diversity.
<p>4. Overall Safe and Nice Neighborhoods</p>	<ul style="list-style-type: none">▪ Respondents described liking that there was a general sense of safety.▪ Respondents also described Brooklyn as calm, peaceful, quiet.▪ Some respondents mentioned liking the nice neighborhoods.

Q 2 WHAT PLACES DO YOU LIKE TO VISIT?

Ridge Park Square was overwhelmingly the most popular place for respondents in 6th grade and above, with over 80% of respondents in each of these grades selecting it, whereas less than 60% of 5th grade respondents selected Ridge Park Square.

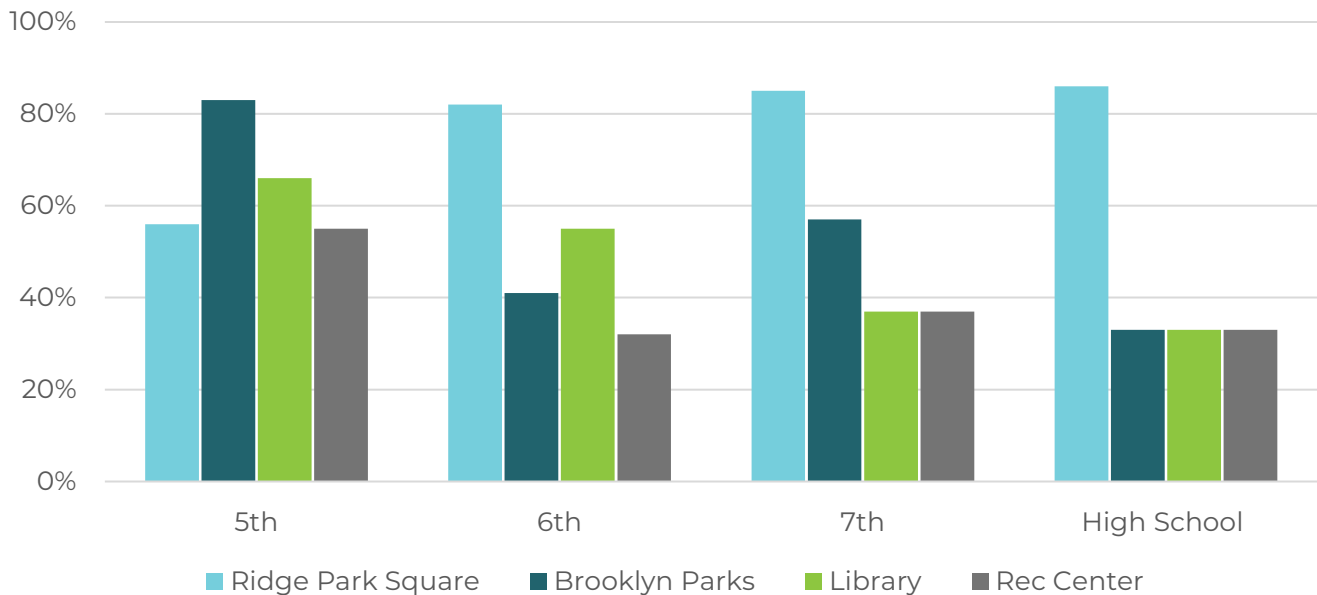
In comparison to the other grades, 5th grade respondents were more likely to like visiting Brooklyn parks and the Brooklyn Branch Public Library.

Brooklyn Parks was the most popular destination for 5th grade respondents, making up over 80% of their selections. It was also the second most popular

destination for 7th grade respondents. Across the grades, Marquardt Park and Memorial Park were the most listed.

The Brooklyn Branch Public Library was the second most popular destination for 5th grade and 6th respondents. It was tied for least popular for 7th grade and high school respondents.

The Brooklyn Recreation Center was the least liked among respondents of all grades.



Students were allowed to select one or more of the following answer choices: Ridge Park Square, Brooklyn Parks, Library, Recreation Center, Other. Only a few students filled out the "Other" answer choice, so it is not displayed in the graph. Students who selected "Brooklyn Park" were asked to write in the specific park they like. Percentages are based on the total number of respondents per grade: 5th grade (64), 6th grade (74), 7th grade (82), High School (44)

Q 3 DO YOU FEEL SAFE WALKING OR BIKING IN BROOKLYN?

Most respondents in 6th grade and above feel safe walking and biking in Brooklyn. In contrast, less than 50% of 5th graders feel completely safe, with 45% selecting they sometimes feel safe, which was strongly dependent on whether they were with a parent/adult.

For many respondents, the presence of other people made them feel safest including designated safety personnel (police and crosswalk guards), people they know (friends, family, neighbors), and generally friendly people in the community.

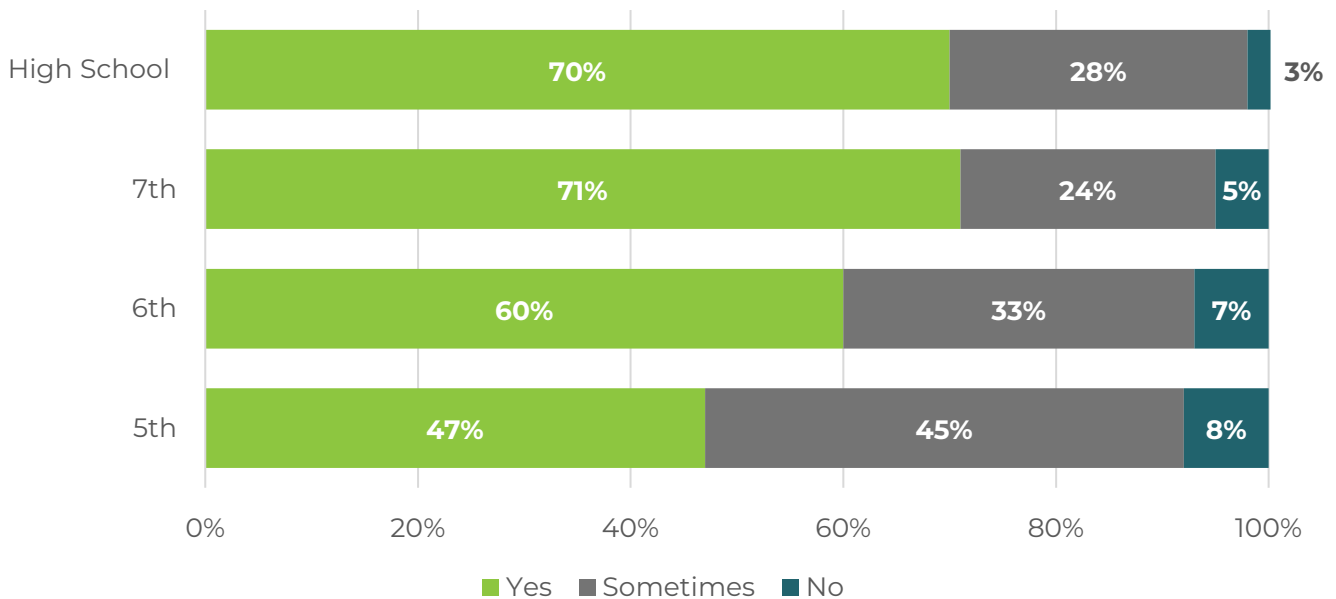
However, the most frequently cited and biggest negative influences on their sense of safety were traffic related. Some students even stated instances of nearly getting hit by a car.

Top Reasons For Feeling Safe

- General sense of safety or no negative experience
- Police presence
- Being accompanied by friends, parents, or adults
- Friendly and familiar people and neighbors
- Experience walking or biking frequently
- Presence of crosswalk guards

Top Reasons For Not Feeling Safe

- General fear or caution, especially when alone
- Traffic-related reasons (reckless and distracted driving, speeding, cars not stopping for pedestrians, crosswalk buttons not functioning)
- Incidents of being followed or watched going home or at the park
- Some places don't feel safe such as Biddulph Plaza or Ridge Road



Students were given the following answer choices: Yes, Sometimes, No. Student were then given space to explain their answer choice. Percentages are based on the total number of respondents per grade. Percentages are based on the total number of respondents per grade: 5th grade (64), 6th grade (74), 7th grade (82), High School (44)

Q 4 WHAT ACTIVITIES, PROGRAMS, OR EVENTS DO YOU WISH WERE AVAILABLE IN BROOKLYN?

TOP THEMES

1. Sports	<ul style="list-style-type: none">▪ More club sports were overwhelmingly desired by students of all grades.▪ The sports most listed include basketball, volleyball, soccer, swimming, tennis.▪ Other sports listed include gymnastics, golf, dance, baseball.▪ Some students described wanting more indoor facilities, specifically basketball and volleyball courts.
2. Community-Wide Events	<ul style="list-style-type: none">▪ Respondents generally stated wanting to see more community events.▪ The most listed community events include fairs/festivals, holiday events, music/ concert events, drive-in movies.
3. Places for Kids	<ul style="list-style-type: none">▪ Generally, respondents mentioned needing more places intended for kids, specifically for older kids/ teens.▪ Top desired places listed include water park/splash pad, mall, trampoline park, and gaming center.▪ Some respondents described a desire for existing places, like the library and the park, to be better programmed for kids.
4. After-School Program & Clubs	<ul style="list-style-type: none">▪ Respondents (especially 5th and 6th grade respondents) desired more after school programs.▪ Some programs that were listed include: tech/coding, art, educational, cooking, and animal shelter volunteering.

Q 5 Q.5 IF YOU COULD IMPROVE ONE THING ABOUT BROOKLYN, WHAT WOULD IT BE?

TOP THEMES

<p>1. More Places or Things To Do</p>	<ul style="list-style-type: none"> ▪ Respondents listed wanting more stores, restaurants, and experiential places like a trampoline park or gaming center. ▪ Respondents wanted more things meant for kids such as after-school programs, events, and places. ▪ High School respondents mentioned needing more spaces for teens that are free or reduced cost. ▪ 6th and 7th grade respondents described wanting more parks or outdoor spaces.
<p>2. Improve Roads and Sidewalks</p>	<ul style="list-style-type: none"> ▪ Respondents wanted roads and streets to be safer and cleaner by addressing speeding and potholes. ▪ Respondents want better pedestrian safety by improving sidewalks, street lighting, and crosswalks. ▪ Specific roads were listed as needing improvement such as Ridge (including Ridge Park Square intersection), Memphis and Tiedeman.
<p>3. Improve Safety</p>	<ul style="list-style-type: none"> ▪ Respondents listed generally that safety was important to them. ▪ Respondents wanted more police presence and some high school respondents wanted better police response time.
<p>4. Protect the Outdoors</p>	<ul style="list-style-type: none"> ▪ 5th and 6th grade respondents wanted the city to be cleaner and for litter to be better managed. ▪ Some high school respondents wanted better protection of natural areas and trees.
<p>5. Improve Existing Recreational Offerings</p>	<ul style="list-style-type: none"> ▪ Respondents wanted the Recreation Center to be improved visually and to offer better programs and amenities. ▪ 6th grade respondents wanted the parks to be improved visually and to offer better programs and amenities.
<p>6. Improve the School</p>	<ul style="list-style-type: none"> ▪ Respondents generally listed wanting the school to be improved. ▪ The most listed specific reasons included school lunches, High School A/C, and teachers & staff.

