AGENDA

PLANNING PROCESS UPDATE
SWOT ANALYSIS RESULTS
COMMUNITY VISION
FOCUS AREAS & CORRIDORS
NEXT STEPS
PUBLIC COMMENT
AGENDA

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PLANNING PROCESS UPDATE
BRECKSVILLE MASTER PLAN
BRECKSVILLE MASTER PLAN: SIX STEPS
Resident Survey

Create, mail, and summarize survey findings to be incorporated into the Current Conditions document
BRECKSVILLE MASTER PLAN: STEP TWO

Current Conditions
Develop demographic, land use, and housing overview
BRECKSVILLE MASTER PLAN: STEP THREE

Community Vision

Vision for how the community wants to grow and develop in the coming decade
BRECKSVILLE MASTER PLAN: STEP FOUR

Goals & Actions

Goals and action steps to achieve the community’s desired future
BRECKSVILLE MASTER PLAN: STEP FIVE

Implementation

Partners, priorities, and responsibilities for undertaking actions
BRECKSVILLE MASTER PLAN: STEP SIX

Draft Master Plan

Combined and completed Master Plan document
A number of updates and new data points have been added to the Current Conditions document, and include:

- Reviewed and summarized both Balanced Growth Initiative Plans (Chippewa Creek and Furnace Run)
- Outlined successes of previous plans
- Updated text, maps, and data based on feedback from the project team and steering committee
- **New discussions:** group quarters and how they affect population change, tourism as an economic driver, labor force
- **New map data and data points:** regional populations and projections, transit ridership by route, police/fire call volumes, City tree plantings, crash data, septic tank locations

The updated Current Conditions document has been uploaded to Dropbox
SWOT ANALYSIS RESULTS
BRECKSVILLE MASTER PLAN
SWOT ANALYSIS | CITYWIDE

STEERING COMMITTEE MEETING #2

- April 24, 2018
- Discussed the Current Conditions document
- Performed a SWOT exercise with four map boards
- What places, intersections, streets, buildings, or areas are strength, weakness, opportunity, or threat areas?
- Placed dots on each of the maps around the room
- Encouraged to write down any comments on the boards as well
SWOT ANALYSIS | CITYWIDE

STRENGTHS

MAP EXERCISE
- Regional Parks
- Veterans Affairs Site
- Community Center
- Cuyahoga Valley Scenic Railroad

WRITTEN COMMENTS
- Attractive Commercial Development
- Strong City Services
- Highway and Transit Access
- Strong Housing Market
SWOT ANALYSIS | CITYWIDE

WEAKNESSES

MAP EXERCISE
- Town Center Intersection
- I-77 Interchange
- Cuyahoga Valley Scenic Railroad Station

WRITTEN COMMENTS
- Lack of Sidewalk Connections
- Sidewalk Safety
- Housing Options
- Food Options
- Condition of Town Center Buildings
- Bike Amenities
- Traffic
SWOT ANALYSIS | CITYWIDE

CITYWIDE SWOT

LEGEND

- Strengths
- Weaknesses
- Opportunities
- Threats

MAP EXERCISE

- Veterans Affairs Site
- Blossom Hill
- Community Center
- School Sites
- Cuyahoga Valley Scenic Railroad Station

WRITTEN COMMENTS

- Wellness Initiatives
- Affordability
- Tourism
- New Retail
- New Infrastructure
- Connections to Natural Features
SWOT ANALYSIS | CITYWIDE

MAP EXERCISE

THREATS

- I-77 Interchange and Royalton Road
- Neighboring Development
- Intersection of Royalton/Chippewa and Brecksville Road
- Flooding
- Veterans Affairs Site
- Town Center
- Cuyahoga Valley Scenic Railroad Station

WRITTEN COMMENTS

- Population Changes
- Housing Affordability
- Traffic
- Aging or Inadequate Utilities
- Natural Features and Development
COMMUNITY VISION & OBJECTIVES

• **Broad ideas** for how the community wants to grow in the next **five to ten years**

• The vision & objectives are the community’s **desired future** in words

• They represent initial **draft ideas** for discussion, changes, and additions
COMMUNITY VISION & OBJECTIVES

• Based on the inputs thus far:
  • Current Conditions document
  • SWOT Responses
  • Resident Survey
  • Project Team & Steering Committee brainstorm
COMMUNITY VISION & OBJECTIVES

• 1980 Goal:

“To provide direction to the development of a physical environment that will maximize the well-being of all of Brecksville’s residents and the opportunities for social, economic and intellectual development, aesthetic enjoyment, and individual choice of its residents.”
COMMUNITY VISION & OBJECTIVES

• 1980 Objectives:

1. To preserve and enhance those elements of the natural environment that give Brecksville its essential character

2. To provide an attractive, quality environmental character with a definite sense of place and a strong independent small-town community identity

3. To provide and encourage the development of adequate public and private facilities essential to the well-being of Brecksville's residents

4. To improve and broaden the City's tax base and provide opportunities for economic activity in Brecksville

5. To increase accessibility of frequently-used facilities for Brecksville's residents
The City of Brecksville will be a tight-knit community of rich traditions and small-town charm in a well-preserved natural setting, supported by attractive streets that link life-long neighborhoods to vibrant business districts, expansive parks, and innovative employment centers.
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COMMUNITY VISION OBJECTIVES

TOP ISSUES | HOUSING

Variety of Price Points
- Project Team: 5
- Steering Committee: 5
- Total: 10

Variety of Housing Types
- Project Team: 1
- Steering Committee: 6
- Total: 7

Universal Design/Aging in Place
- Project Team: 2
- Steering Committee: 4
- Total: 6
COMMUNITY VISION OBJECTIVES

**Housing**

**Provide a Broad Range of Housing Options**

Our objective is to provide more options of housing types and prices that allow residents of any age to find the home that fits their needs, while maintaining Brecksville as a high-quality and predominantly single-family City.
COMMUNITY VISION OBJECTIVES

TOP ISSUES | TRANSPORTATION

- Maintain What We Have/Good Roads: 6 (Project Team) + 9 (Steering Committee) = 15
- Better Access to I-77 (Miller Road): 2 (Project Team) + 3 (Steering Committee) = 5
- Support Economic Development: 3 (Project Team) + 3 (Steering Committee) = 6

Legend: ■ Project Team  ■ Steering Committee
COMMUNITY VISION OBJECTIVES

Transportation
Maintain the Roads We Have

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

TOP ISSUES | CONNECTIVITY

- More Sidewalks/Trails: 3 (Project Team), 13 (Steering Committee) = 16
- Link to Activity Hubs/Cultural Hubs/Town Center: 8 (Steering Committee)
- Link to Recreation: 1 (Project Team), 3 (Steering Committee) = 4
- Existing Network is Good: 4 (Project Team), 4 (Steering Committee) = 4

Legend:
- Project Team
- Steering Committee
COMMUNITY VISION OBJECTIVES

Connectivity
Connect People to Walkable Places

Our objective is to improve walkability and provide access for people on foot or bike via a network of trails and sidewalks along the City’s major spines.
### COMMUNITY VISION OBJECTIVES

#### TOP ISSUES | CHARACTER

<table>
<thead>
<tr>
<th>Issue</th>
<th>Project Team</th>
<th>Steering Committee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maintain Charm/Feel</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Maintain Western Reserve Style</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Fill Downtown Retail/Restaurants</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Allow Non-Western Reserve Style</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Promote Forestation</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

- **Total Responses:** 11
COMMUNITY VISION OBJECTIVES

Character
Reinforce Brecksville’s Sense of Place

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

TOP ISSUES | COMMUNITY

- Maintain Existing Traditions/Great Job Already: 7 (Project Team) | 7 (Steering Committee) | Total: 14
- Events that Emphasize Small-Town/Community: 4 (Project Team) | 4 (Steering Committee) | Total: 8
- Diverse Offerings and Spaces for all Ages: 2 (Project Team) | 2 (Steering Committee) | Total: 4
COMMUNITY VISION OBJECTIVES

Community

Strengthen Connections between Residents

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

TOP ISSUES | GOVERNANCE

- **Continue/Expand Regionalism/Shared Services**: 6
  - Project Team
  - Steering Committee

- **Maintain High Level of Service**: 7
  - Steering Committee

- **Fiscal Conservatism**: 2
  - Project Team
  - Steering Committee
COMMUNITY VISION OBJECTIVES

Governance

Lead the Region in High-Quality Governance

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

TOP ISSUES | ECONOMIC DEVELOPMENT

- Mixed-Use VA Site is Key
  - Project Team: 5
  - Steering Committee: 4
  - Total: 9

- Welcomes Businesses/Offer Opportunities
  - Project Team: 3
  - Steering Committee: 5
  - Total: 8

- Attracts Lab/Office/Tech/Medical
  - Project Team: 1
  - Steering Committee: 3
  - Total: 4
Economic Development
Build upon Assets to Grow Employment Opportunities

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

TOP ISSUES | RETAIL

- Revitalize Downtown/Fill Vacancies
- More Restaurants
- Destination/Tourism/Place-Making

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<td></td>
<td>5</td>
</tr>
</tbody>
</table>

7 total issues
Retail
Enliven Our Unique Places

Our objective is to enliven our existing and proposed retail centers with the events and features that attract people, develop authentic and enjoyable places, and prepare for the changing retail environment.
COMMUNITY VISION OBJECTIVES

TOP ISSUES | ENVIRONMENT

- Protect/Expand Tree Canopy/Natural Beauty: Project Team: 2, Steering Committee: 7
- Protect Environment from Development: Project Team: 6
- Continued Maintenance on Waterways: Project Team: 1, Steering Committee: 1
- Maintain Woodsy Feel: Project Team: 2

Total:
- Project Team: 10, Steering Committee: 21
COMMUNITY VISION OBJECTIVES

Environment
Protect our Natural Features

Our objective is to use innovative techniques to preserve and enhance those elements of the natural environment that give Brecksville its essential character, while balancing the need for new development.
COMMUNITY VISION OBJECTIVES

TOP ISSUES | PARKS

1. Use Parks as Attractors
   - Project Team: 1
   - Steering Committee: 4
   - Total: 5

2. Protect Natural Resources
   - Project Team: 2
   - Steering Committee: 2
   - Total: 4

3. Make Access Easy
   - Project Team: 1
   - Steering Committee: 3
   - Total: 4

4. Continue/Enhance Partnerships
   - Project Team: 2
   - Steering Committee: 1
   - Total: 3
COMMUNITY VISION OBJECTIVES

Parks

Embrace our World-Class Amenities

Our objective is to capitalize on the expansive park spaces that exist in Brecksville by developing clear connections between our parks and our neighborhoods.
The City of Brecksville will be a tight-knit community of rich traditions and small-town charm in a well-preserved natural setting, supported by attractive streets that link life-long neighborhoods to vibrant business districts, expansive parks, and innovative employment centers.
Are these objectives correct?

Are there objectives we missed?
FOCUS AREAS & CORRIDORS

• Places where additional analysis and more detailed transportation, land use, and design analysis will take place

• Focus areas include major mixed-use hubs or recreational areas that have the potential for changes

• Focus corridors include the primary transportation spines of the City

• Unique and specific strategies and policies will be outlined to guide development for those areas
FOCUS AREAS

1) Brecksville Town Center
   *Including Central School Site
2) Blossom Hill
3) Former Veterans Affairs Hospital Area
4) Riverview Road and the Cuyahoga Valley Scenic Railroad
FOCUS CORRIDORS

5) Brecksville Road Corridor
6) Royalton/Chippewa Road Corridor
7) Royalton Road West Corridor
8) Miller Road Corridor
### APPLYING THE OBJECTIVES

For each focus area and corridor, a blue box was placed to show which objectives might be able to be accomplished within that specific portion of the community.
Are these areas and corridors correct?

Are there areas and corridors we missed?
NEXT STEPS
BRECKSVILLE MASTER PLAN
PUBLIC MEETING #1

Current Conditions and Community Vision
September 11, 2018; 6:30 PM
City Council Chambers

- Brief presentation introducing the process (10 min)
- Introduction to Current Conditions & Community Vision (30 min)
- Question & Answer (10 min)
- Activities & Feedback (40 min)
PUBLIC MEETING #1

Current Conditions and Community Vision
September 11, 2018; 6:30 PM
City Council Chambers

- There will be stations around the room with activities for feedback from the public
PUBLIC MEETING #1

Current Conditions and Community Vision
September 11, 2018; 6:30 PM
City Council Chambers

▪ Eight Stations:
  ▪ Vision Statement
  ▪ Objectives
  ▪ Focus Areas
  ▪ Focus Corridors
  ▪ Brecksville Town Center
  ▪ VA Site
  ▪ Housing
  ▪ Transportation
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Current Conditions and Community Vision
September 11, 2018; 6:30 PM
City Council Chambers

- We need your help in advertising the meeting and assisting with the boards—if able, please arrive early to help
PUBLIC MEETING #1

Current Conditions and Community Vision
September 11, 2018; 6:30 PM
City Council Chambers

- We will rely on the City of Brecksville and Steering Committee to notify residents and advertise the meeting
PUBLIC MEETING
CITY OF BRECKSVILLE
MASTER PLAN | COMMUNITY VISION

Public Open House & Presentation
Tuesday, September 11, 2018 at 6:30PM
Brecksville City Hall, 9660 Brecksville Road, Brecksville, OH 44141

The City of Brecksville and County Planning will be hosting a Public Meeting to kick-off the Brecksville Master Plan. At the meeting, County Planning will give a brief overview of who we are, discuss the process, describe what planning is, and outline what has been accomplished thus far in the Master Planning process. Then, the public will have an opportunity to provide feedback on the community’s vision through an interactive exercise and discussion with County Planning.

Please share your input on the vision and suggest their improvements. Your feedback is vital! Please take some time to consider your input and any other thoughts you may have.
Goals & Actions

Goals and action steps to achieve the community’s desired future
STAY UP TO DATE

http://www.countyplanning.us/brecksville
PUBLIC COMMENT IS WELCOME!

• To ensure that we can hear from everyone, please limit your comments to **three minutes**

• If you have additional comments, please write them down
Thank you!

Call or write us an email:

**Patrick Hewitt**
phewitt@cuyahogacounty.us

**Rachel Novak**
rnovak@cuyahogacounty.us

216.443.3700