The City of Brooklyn Master Plan

Steering Committee Meeting #1
Project Introduction

October 30, 2018
Today’s Discussion

• About County Planning
• Planning Process
• Roles & Responsibilities
• Thinking Regionally
• NOISE Exercise (Brainstorming Activity)
• Next Steps
Our Mission

To inform and provide services in support of the short and long term comprehensive planning, quality of life, environment, and economic development of Cuyahoga County and its cities, villages and townships.
Community Master Plans

2015: Beachwood, Cleveland Heights, Olmsted Falls, Parma Heights, University Heights

2016: Bay Village, Euclid, Richmond Heights, Rocky River

2017: Parma, Brecksville, Maple Heights, Mayfield Village, Strongsville

2018: Brooklyn, Broadview Heights, Westlake, Woodmere
Community Surveys 2013-2018

1. City of Bay Village
2. Village of Orange
3. City of Beachwood
4. City of University Heights
5. City of Rocky River
6. City of Euclid
7. Mayfield Village
8. City of Brecksville
9. City of Brooklyn
Countywide Housing Study
Plan to determine housing needs, market demand, and best practices

Place-Based Economic Development Plan
Countywide economic development framework

County GreenPrint
Tool for identifying, preserving, and expanding environmental features
# First Suburbs Site Analysis

<table>
<thead>
<tr>
<th>Site</th>
<th>Acreage</th>
<th>City</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southgate Shopping Center</td>
<td>81</td>
<td>Maple Heights</td>
<td>Master Plan</td>
</tr>
<tr>
<td>The Shoppes at Parma</td>
<td>64.5</td>
<td>Parma</td>
<td>Master Plan</td>
</tr>
<tr>
<td>Severance Town Center</td>
<td>57</td>
<td>Cleveland Heights</td>
<td>Master Plan</td>
</tr>
<tr>
<td>Randall Park Mall</td>
<td>115.1</td>
<td>Warrensville Heights and North Randall</td>
<td>Amazon Distribution Center (Portion)</td>
</tr>
<tr>
<td>Meadowbrook Shopping Center</td>
<td>40.8</td>
<td>Bedford</td>
<td></td>
</tr>
<tr>
<td>American Greetings Site</td>
<td>181.3</td>
<td>Brooklyn</td>
<td>Master Plan</td>
</tr>
<tr>
<td>Greenbriar Commons</td>
<td>33.8</td>
<td>Parma Heights</td>
<td>Master Plan</td>
</tr>
<tr>
<td>Euclid Square Mall</td>
<td>70.9</td>
<td>Euclid</td>
<td>Amazon Distribution Center</td>
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Cleveland Metroparks

- Greenway origins trace back to the Metroparks system
- Metroparks celebrated Centennial in 2017
- Original plan begun in 1917
- Almost fully implemented
- Now, looking toward the next century of connectivity in Cuyahoga County
Existing Network
Overall Proposed Network = 820 miles

Regional network
- 122 miles of existing trail
- 47 miles of proposed trail
- 122 miles of proposed on-street routes
- 291 miles total

Supporting network
- 63 miles of existing trail
- 102 miles of proposed trail
- 364 miles of proposed on-street routes
- 529 miles total
What is a Master Plan?

A long-term plan for how the community wants to grow and develop in the future
• Inventories what **exists today** and outlines a **community’s vision** for the future

• Describes **concrete action steps** to achieve the vision
Why Plan?

- Provides the opportunity for \textit{community input}
- \textbf{Prepares the City}, residents, and businesses for the future
- \textbf{Shapes future development} to match your priorities
- Gives a \textit{competitive advantage} when applying for grants and funding
The Brooklyn Master Plan: Six Steps

1. Community Survey
2. Current Conditions
3. Community Vision
4. Goals & Actions
5. Implementation
6. Draft Master Plan
The Brooklyn Master Plan: Six Steps

- **Community Survey**
  - Statistical survey of the community’s opinions on City issues including development, land use, housing, and transportation

- **Current Conditions**
- **Community Vision**
- **Goals & Actions**
- **Implementation**
- **Draft Master Plan**
The Brooklyn Master Plan: Six Steps

Community Survey

Current Conditions

Community Vision

Goals & Actions

Implementation

Draft Master Plan

Demographic, housing, land use, transportation, and services overview
The Brooklyn Master Plan: Six Steps

Community Survey  Current Conditions  Community Vision  Goals & Actions  Implementation  Draft Master Plan

Vision for how the community wants to grow and develop in the coming decade
The Brooklyn Master Plan: Six Steps

- Community Survey
- Current Conditions
- Community Vision
- Goals & Actions
- Implementation
- Draft Master Plan

Goals and actions to achieve the community’s desired future
The Brooklyn Master Plan: Six Steps

- Community Survey
- Current Conditions
- Community Vision
- Goals & Actions
- Implementation
- Draft Master Plan

Partners, priorities, and responsibilities for undertaking actions
The Brooklyn Master Plan: Six Steps

Community Survey | Current Conditions | Community Vision | Goals & Actions | Implementation | Draft Master Plan

Combined and completed Master Plan document
How does it get implemented?

- **Responsible parties** assigned to each action
- Assists in **aligning funding streams** and developing **grant applications**
- Actions are **organized** into **Implementation Tables** included in the final document.
- **Updated** as circumstances and **priorities** change
This is the community’s plan.
Roles & Responsibilities
Involved Groups

- The Project Team
- The Steering Committee
- The Public
- County Planning
The Project Team
Public officials and City staff

• Shares expertise and on-the-ground knowledge
• Assists in the collection of data, images, and other City resources
• Reviews in-depth documents before presentation to the Steering Committee
The Steering Committee
Larger group of involved residents, businesses, and civic leaders

- Are representatives of the community
- Share expertise and on-the-ground knowledge
- Are advocates for the plan and its implementation
- View in-depth documents before public meetings
The Public

All interested residents, business owners, or stakeholders

- Provides comment on the plan whether in person or online
- Ensures the plan has the endorsement of residents and business owners
County Planning
Facilitators of the planning process

- Translates concerns and suggestions into plan documents
- Offers planning expertise and innovative ideas
- Consolidates various plans into a single, comprehensive document
Brainstorming Exercise
NOISE Analysis Areas

- NEEDS
- OPPORTUNITIES
- EXCEPTIONS
- IMPROVEMENTS
- STRENGTHS
• “The NOISE analysis is a planning technique of looking at what is working and determining areas to improve. [An alternative to the question] What places, intersections, streets, buildings, or areas are strength, weakness, opportunity, or threat areas?” – Mike Cardus, Organizational Developer
NOISE Analysis

Brainstorming Exercise

• We provided you a NOISE sheet in advance

• If you have completed it, please hand it in at the end

• If not, please return it to us by November 6
• What places, intersections, streets, buildings, development opportunities, or areas are Need, Opportunity, Improvement, Strength, or Exception areas in the City of Brooklyn?

<table>
<thead>
<tr>
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<tr>
<td>What do you think the biggest needs are for the City of Brooklyn?</td>
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<th>OPPORTUNITIES</th>
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<tr>
<td>Do you have any ideas or focus areas that could be specifically targeted for implementation or development opportunities?</td>
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<th>IMPROVEMENTS</th>
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<tr>
<td>Are there any existing infrastructure or City services that should be targeted for improvement?</td>
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<td>What are the things that Brooklyn has or does better than its neighboring communities?</td>
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<td>Are there any issues or ideas that fall outside of the other questions?</td>
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## NOISE Analysis Areas

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NOISE Analysis Areas

NEEDS

What do you think the biggest needs are for the City of Brooklyn?

- New Police Station and New City Hall
- Focal point for the City
## OPPORTUNITIES

Do you have any ideas or focus areas that could be specifically targeted for implementation or development opportunities?
NOISE Analysis Areas

OPPORTUNITIES

Do you have any ideas or focus areas that could be specifically targeted for implementation or development opportunities?

• Acquiring land for development at:
  • Tiedeman Road and Memphis Avenue
  • Memphis Avenue and North Amber Drive

• Work with Brooklyn Schools on Hurricane Alley Athletic Complex as a joint community recreation facility
### IMPROVEMENTS

Are there any existing infrastructure or City services that should be targeted for improvement?

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## NOISE Analysis Areas

### IMPROVEMENTS

Are there any existing infrastructure or City services that should be targeted for improvement?

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<tr>
<td><strong>• Update City’s Zoning Code</strong></td>
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<tr>
<td><strong>• Connectivity to existing City amenities such as City Parks and Metroparks</strong></td>
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NOISE Analysis Areas

**STRENGTHS**

What are the things that Brooklyn has or does better than its neighboring communities?

________________________________________

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NOISE Analysis Areas

STRENGTHS

What are the things that Brooklyn has or does better than its neighboring communities?

- **Quality of City services**
- **Quality of the neighborhoods**
NOISE Analysis Areas

EXCEPTIONS

Are there any issues or ideas that fall outside of the other questions?

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NOISE Analysis Areas

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<td>• Updates to the City’s Recreation Center (Opportunity and Improvement)</td>
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<tr>
<td>• Quality housing (Strength) that has a lack of 4 bedroom/2 bath homes (Need and Opportunity)</td>
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</table>
• If you were able to complete the homework, please return your NOISE results to us before you leave.

• You may transfer your notes, or add any new topics or issues you may think of, onto the NOISE Boards.
NOISE Analysis Areas

• Use the colored dots to indicate specific locations that you feel correspond to the different NOISE categories.
Next Steps
Tentative Schedule

**Kickoff Meetings**
- Project Team – Sept. 18, 2018
- Steering Committee #1 – Oct. 30, 2018

**Community Survey**
Duration: ~10 weeks

**Current Conditions**
Duration: ~12 weeks
Meetings:
- Project Team #1 & #2
- Steering Committee #2

**Community Vision**
Duration: ~8 weeks
Meetings:
- Project Team #3
- Steering Committee #3
- Public Meeting #1

**Goals & Actions**
Duration: ~16 weeks
Meetings:
- Project Team #4 & #5
- Steering Committee #4 & #5
- Public Meeting #2

**Implementation**
Duration: ~8 weeks
Meetings:
- Project Team #6
- Steering Committee #6
- Present to City Council

**Draft Master Plan**
Duration: ~8 weeks
Upcoming Meetings

- **Steering Committee Meeting #2**
  Current Conditions & Survey Results
  Mid-December 2018 or Early January 2019

- **Steering Committee Meeting #2**
  Community Vision
  February/March 2019

- **Public Meeting #1**
  Community Vision
  April/May 2019
Thank you!

Questions & Discussion
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