The City of Brooklyn Master Plan

Steering Committee Meeting #2
Current Conditions

January 29, 2019
Today’s Discussion

- Planning Process Review
- Current Conditions Report
- Community Survey Results Update
- NOISE Exercise Review & Discussion
- Next Steps
Planning Process Review
What is a Master Plan?

A long-term plan for how the community wants to grow and develop in the future.
Why Plan?

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

- Community Survey
- 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

Statistical survey of the community’s opinions on City issues including development, land use, housing, and transportation.
The Brooklyn Master Plan: Six Steps

1. Community Survey
2. Current Conditions
3. Community Vision
4. Goals & Actions
5. Implementation
6. Draft Master Plan

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

Community Vision

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

**COMMUNITY SURVEY**
- Summarize results & identify key findings
- Present findings to project team
- Finalize document

**CURRENT CONDITIONS**
- Identify data needs (if any)
- Present findings to project team
- Finalize document

**COMMUNITY VISION**
Current Conditions Report
What is the Current Conditions Report?

- A description of where the community is today
- Data and maps describing local conditions and issues
- Inventories what exists to highlight or support identified strengths and concerns.
Data Sources

- 2000 United States Census
- 2012: American Community Survey, 2008-2012 Five Year Estimates
- Case Western Reserve University Center of Urban Poverty and Community Development
- Center for Disease Control & Prevention
- City of Brooklyn
- Cleveland Metroparks
- Cuyahoga County Fiscal Office
- Cuyahoga County GIS
- Cuyahoga County Planning Commission
- Greater Cleveland Regional Transit Authority
- Longitudinal Employer–Household Dynamics
- Northern Ohio Data and Information Service
- Northeast Ohio Areawide Coordinating Agency
- Ohio Department of Education
- Ohio Environmental Protection Agency
- US Department of Agriculture
Peer Communities

MAP 1 — REGIONAL CONTEXT

LEGEND
- City of Brooklyn
- Peer Communities
- City of Cleveland
- Other Communities
- County Border

[Map showing various communities and counties around Lake Erie]
# What is in the Current Conditions Report?

<table>
<thead>
<tr>
<th>Section</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 - PEOPLE</strong></td>
<td>Population, Density, Households, Race &amp; Ethnicity, Educational Attainment, Income</td>
</tr>
<tr>
<td><strong>2 - HOUSING</strong></td>
<td>Occupancy &amp; Vacancy, Tenure, Rent, Affordability, Housing Units, Housing Market, Home Sales</td>
</tr>
<tr>
<td><strong>3 - EMPLOYMENT &amp; ECONOMY</strong></td>
<td>Employment, Employment Centers, Commute, Property Tax, City Finances</td>
</tr>
<tr>
<td><strong>4 - TRANSPORTATION &amp; INFRASTRUCTURE PROFILE</strong></td>
<td>Capital Improvements, Infrastructure Projects, Sidewalk Inventory, Trails &amp; Bike Routes, Transit Coverage, Traffic Counts</td>
</tr>
<tr>
<td><strong>5 - COMMUNITY SERVICES PROFILE</strong></td>
<td>City Hall, Parks &amp; Recreation, Senior Center, Schools, Library, Public Safety &amp; Security, Police, Fire &amp; Emergency Services, Health Services, 2017 City Services Survey</td>
</tr>
<tr>
<td><strong>6 - COMMUNITY HEALTH</strong></td>
<td>Life Expectancy, Chronic Disease, Food Access</td>
</tr>
<tr>
<td><strong>7 - LAND USE PROFILE</strong></td>
<td>Land Use, Zoning, Vacant Land, Parks &amp; Open Space, Tree Canopy, Waterways &amp; Slopes, Environmental Health, BUSTR Sites, Septic Sites</td>
</tr>
</tbody>
</table>
Questions To Ask

• Does this *match what you see* on a daily basis?
• What are your *biggest take-aways*?
• Have we covered all of the *necessary topics*?
1 - People
KEY FINDING:

The City has experienced a slow decline in population since 1970.
The City is primarily comprised of adults, with significant cohorts of young and older adults.
**KEY FINDING:** The fastest growing age groups are young adults and seniors
KEY FINDING: Significant Growth in 3-person households with significant decline in 4 person households
KEY FINDING: Population is less likely to have a bachelor’s or advanced degree than the county or peer communities, but...
KEY FINDING: ...The City has experienced greater growth in college attainment over the past 5 years.
Figure 12  Households by Income Category, 2015

Brooklyn  Cuyahoga County  Peer Communities

- Less than $15,000
- $15,000 to $34,999
- $35,000 to $74,999
- $75,000 to $149,999
- $150,000 or more

KEY FINDING:

Brooklyn has a good base of middle income earners, but few high-end earners
2 - Housing
KEY FINDING: Brooklyn has a significant renter population that has remained steady over time.
KEY FINDING:
Brooklyn remains affordable to residents
Housing Units

**KEY FINDING:**
Relatively few housing units have been built in the City since 1980.
KEY FINDING: While mostly single-family (66%), Brooklyn has a significant number of large rental unit complexes.
MARKET STRENGTH MEASURES:
1. POVERTY
2. TAX DELINQUENCY
3. MORTGAGE FORECLOSURE
4. DEMOLITIONS
5. VACANCY
6. CHANGE IN VALUATION
7. UNEMPLOYMENT RATE
KEY FINDING:
Brooklyn has an average to above average housing market strength
KEY FINDING: Home sales prices have steadily improved back towards its pre-recession average.
3 – Employment & Economy
KEY FINDING: Employment in Brooklyn has grown at stronger rates than the County or peer communities since 2005.
KEY FINDING: **Brooklyn has a balanced distribution of jobs in different sectors**
Employment Centers

Top Employers:

- Keybank National Association - 2,995
- Wal-Mart Associates, Incorporated – 976
- Victory Capital Management, Inc. – 590
- Arrow International, Incorporated – 586
- Plain Dealer Publishing Company - 429
- Cognizant Technology Solutions - 341
- City of Brooklyn - 321
- Vendors Exchange International - 281
- USF Holland Incorporated - 244
- Brooklyn City Board of Education - 218
KEY FINDING:

Downtown Cleveland and the industrial valley are the most common commuter destinations.
KEY FINDING: Brooklyn’s tax millage is effectively on par with surrounding communities. 61% of property taxes go to the local schools.
City Finances

KEY FINDING:
Brooklyn has consistently kept a budget surplus and income tax receipts have generally grown since 2008.
4 – Transportation & Infrastructure
Local Infrastructure Projects

KEY FINDING:
Brooklyn has maintained a consistent street repaving program
KEY FINDING:
Brooklyn has broad coverage by RTA, though many residential areas are more than ¼ mile from a stop.
5 – Community Services
Community Services

- **CITY HALL**
  - Houses Police Department & Mayor’s Court
- **PARKS & RECREATION**
  - John M. Coyne Recreation Center
    - Ice Rink – local hockey partnerships
    - Indoor/Outdoor Pools – swimming teams
    - Weight/cardio equipment
  - Local Parks
    - Veterans Memorial Park
    - Cpl. Knight Commons
    - James P. Brock Memorial Playground
    - Marquardt Park
- **SENIOR CENTER**
  - Recreation classes & programs
  - Door-to-door transportation service
  - Health Screenings
- **SCHOOLS**
  - City of Brooklyn School System
  - Heritage Christian School & St. Thomas More School
  - Adult Activities Center, County Board of Developmental Disabilities
- **LIBRARY**
  - CUYAHOGA COUNTY PUBLIC LIBRARY SYSTEM BRANCH
Community Services

• **POLICE DEPARTMENT**
  - Located in City Hall
  - 2017 – 22,290 service calls, increase of 2.3%
  - Community Engagement
    - Senior Center Drop-ins
    - Coffee With a Cop
    - Bicycle Detail – Safe Routes to School, Summer Bicycle Patrol
    - School Resource Officer – Anti-Bullying Program
  - Southwest Emergency Response Department & Southwest Enforcement Bureau

• **FIRE DEPARTMENT**
  - 2017
    - 2,942 emergency calls
    - 987 fire alarms
    - 2017 – 1,956 EMS calls
    - 9.8% increase
  - Southwest Emergency Response Department
  - Complimentary smoke detectors
  - Ready Notify
  - CPR/AED Classes
  - Safety Town
  - Community Emergency Response Team

• **DISPATCH**
  - Parma Regional Dispatch Center
2017 City Services Survey

• **High Priority Services:**
  
  • **City Services:**
    • Overall maintenance of City streets, buildings & facilities
  
  • **Parks & Recreation**
    • Maintenance of Parks
    • Youth rec programs
    • Maintenance of Recreation Center
    • Senior rec programs
    • Indoor pool & Programs
    • Rec Center programs & Activities
  
• **Code Enforcement:**
  
  • Cleanup of debris
  
  • Exterior maintenance on residential property
  
  • Cutting of weeds & tall grass

• **Public Safety:**
  
  • Crime Prevention

• **City Maintenance**
  
  • Maintenance of streets in neighborhoods
  
  • Maintenance of Major Streets
6 – Community Health
KEY FINDING: The life expectancy in Brooklyn is significantly less than Fairview Park and Middleburg Heights.
KEY FINDING: North and Northwest Brooklyn, an industrial/transportation focused area, has the worst results for chronic disease.
**Food Access**

**KEY FINDING:**

36% of the population of Brooklyn lives in an area considered a food desert.
7 – Land Use & Environment
KEY FINDING: Industrial and commercial land makes up over 30% of land use in the City.
KEY FINDING:
The City has a simple, but dated zoning code
Zoning

• **Boards & Commissions**
  
  • Zoning Inspector
    • Administers and enforces the Zoning Ordinance
  
  • Zoning Board of Appeals
    • Hears and decides appeals of the Zoning Ordinance
  
  • Planning Commission
    • Reviews and recommends approval/disapproval of applications based on compliance with substantive provisions of the zoning ordinance
  
  • No Historic Preservation Board or Architectural Review Board
Vacant Land

KEY FINDING:
Vacant land in Brooklyn consists of mostly small to medium-sized parcels. Though in some areas they are grouped together.
Development Initiatives

• **Special Districts**
  - **Community Reinvestment Area** – Community-wide
    - Tax incentive for investment in value-added real property improvements
  - **Community Improvement Corporation**
    - Works to convert challenged land into marketable and ready-to-build land
KEY FINDING:

Brooklyn has access to some significant park spaces in the City but also just outside the City.
KEY FINDING:
Brooklyn has a tree canopy coverage of 20.6% (Ranking 52nd out of 59 communities)
Waterways & Steep Slopes

KEY FINDING:
Steep slopes and waterways follow Big Creek and the interstate highways
BUSTR & Septic Sites

**BUSTR** = Bureau of Underground Storage Tank Regulations (Ohio EPA & Ohio Dept. of Commerce)

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**LEGEND**

- **BUSTR Site**
- Septic Permits Issued
- Higher Income Neighborhood or Low Population
- Non-residential or Civic Tracts
Questions To Ask

- Does this match what you see on a daily basis?
- What are your biggest take-aways?
- Have we covered all of the necessary topics?
Community Survey

• Process

• Initial Takeaways
Process

Formulated Questions
October 2018

Mailed Surveys
October 31, 2018

Follow-Up Postcard
November 15, 2018

Return Deadline
November 30, 2018

Tabulated Results
December 2018 - January 2019

Produced Report
January - February 2019
Community Survey Process

Surveys Returned: 340
Surveys Mailed: 1400
Percent: 24.3
## Survey Response Rate

**Response Rate and Statistical Error Rate**

<table>
<thead>
<tr>
<th></th>
<th>2019 Survey</th>
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<tbody>
<tr>
<td>Universe</td>
<td>5,153 Households</td>
</tr>
<tr>
<td>Mailed Surveys</td>
<td>1,400 Surveys</td>
</tr>
<tr>
<td>Returned Surveys</td>
<td>340 Surveys</td>
</tr>
<tr>
<td>Response Rate</td>
<td>24.3%</td>
</tr>
<tr>
<td>Confidence Level</td>
<td>95%</td>
</tr>
<tr>
<td>Margin of Error</td>
<td>+/- 5.14</td>
</tr>
</tbody>
</table>
Demographics of Respondents

Figure 30
Respondent Age, 2018 survey and 2017 ACS

- 18 to 34 Years Old: 6.8% (Brooklyn Survey) vs. 29.9% (ACS Data)
- 35 to 44 Years Old: 4.3% (Brooklyn Survey) vs. 14.0% (ACS Data)
- 45 to 54 Years Old: 16.7% (Brooklyn Survey) vs. 15.4% (ACS Data)
- 55 to 64 Years Old: 17.0% (Brooklyn Survey) vs. 24.7% (ACS Data)
- 65 to 74 Years Old: 13.8% (Brooklyn Survey) vs. 25.6% (ACS Data)
- 75 Years or Older: 9.9% (Brooklyn Survey) vs. 21.9% (ACS Data)
Detailed Findings

- Quality of Life
- Economic Development & Land Use
- Community Identity
- Transportation & Infrastructure
- Housing
- Parks & Recreation
- Community Amenities
- Residing In Brooklyn
- Demographics
Initial Takeaways

**Figure 1**
Overall Quality of Life

- Poor: 0.9%
- Very Poor: 0.0%
- Average: 23.3%
- Excellent: 16.3%
- Good: 59.5%

**Figure 4**
Would You Recommend Others Live In Brooklyn?

- Yes: 86.6%
- No: 13.4%
Initial Takeaways

Figure 12
Opinions On Connectivity, Stormwater, & Infrastructure Within The City

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree Or Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can easily find my way around the City with existing wayfinding signage</td>
<td>20.1%</td>
<td>55.1%</td>
<td>17.2%</td>
<td>0.5%</td>
<td>0.1%</td>
</tr>
<tr>
<td>The City has a good program for street maintenance and repair</td>
<td>11.0%</td>
<td>47.7%</td>
<td>22.3%</td>
<td>15.8%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Existing infrastructure cannot control roadway runoff during heavy storm events</td>
<td>13.5%</td>
<td>29.4%</td>
<td>36.3%</td>
<td>13.5%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Trails and bikeways can get me where I need to go</td>
<td>5.5%</td>
<td>20.5%</td>
<td>53.9%</td>
<td>16.4%</td>
<td>3.8%</td>
</tr>
<tr>
<td>I have experienced flooding in my home and/or yard in the last 10 years</td>
<td>9.9%</td>
<td>13.6%</td>
<td>16.6%</td>
<td>31.5%</td>
<td>28.5%</td>
</tr>
<tr>
<td>I would be willing to pay an assessment for sidewalk maintenance in front of my property</td>
<td>2.3%</td>
<td>12.3%</td>
<td>24.2%</td>
<td>25.8%</td>
<td>35.5%</td>
</tr>
</tbody>
</table>
Initial Takeaways

Figure 21
Opinions on The Quality Of Parks And Recreation Facilities

<table>
<thead>
<tr>
<th>Park</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Poor</th>
<th>Very Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterans Memorial Park</td>
<td>15.8%</td>
<td>53.5%</td>
<td>27.5%</td>
<td>1.2%</td>
<td></td>
</tr>
<tr>
<td>Big Creek Reservation</td>
<td>20.1%</td>
<td>47.1%</td>
<td>30.4%</td>
<td>2.1%</td>
<td></td>
</tr>
<tr>
<td>James P. Brock Memorial Playground</td>
<td>9.1%</td>
<td>44.8%</td>
<td>44.4%</td>
<td>1.7%</td>
<td></td>
</tr>
<tr>
<td>John M. Coyne Recreation Center</td>
<td>13.1%</td>
<td>38.7%</td>
<td>32.5%</td>
<td>10.6%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Cpl. Knight Commons</td>
<td>8.4%</td>
<td>43.4%</td>
<td>45.6%</td>
<td>2.7%</td>
<td></td>
</tr>
<tr>
<td>Marquardt Park</td>
<td>6.7%</td>
<td>36.9%</td>
<td>49.3%</td>
<td>4.9%</td>
<td></td>
</tr>
</tbody>
</table>
Initial Takeaways

Figure 23
Preferences For The Future of The John M. Coyne Recreation Center

- Renovate and expand the existing structure: 44.1%
- Maintain existing rec center: 35.2%
- Demolish and rebuild at same location: 10.5%
- Demolish and relocate Rec Center to allow for new development at the current location: 9.2%
- Demolish and develop public greenspace: 1.0%
Figure 29
Considerations For Moving Out of Brooklyn

- For lower taxes: 32.4%
- I would not move out of Brooklyn: 30.9%
- For less traffic congestion: 27.6%
- For a retirement friendly community: 22.4%
- For a safer community: 21.2%
- For a different climate: 17.6%
- For a more rural environment: 17.1%
- For a better school district: 17.1%
- For a newer house: 15.3%
- To be closer to family and/or friends: 14.4%
- For a higher quality of municipal services: 14.1%
- For better community facilities: 12.9%
- To be able to walk to more places: 11.5%
- For townhomes/condos/clustered homes: 11.2%
Demographics of Respondents

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Respondent Age, 2018 survey and 2017 ACS

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- 75 Years or Older: 21.9% (Brooklyn Survey), 9.9% (ACS Data)
Demographics

**Figure 31**
Length Of Residency in Brooklyn?

- Under 2 years: 4.3%
- 2-5 years: 8.1%
- 6-10 years: 8.7%
- 11-20 years: 17.1%
- 21-30 years: 18.6%
- More than 30 years: 43.2%

**Figure 32**
Respondent Tenure

- Renter: 17.6%
- Homeowner: 82.4%

**Figure 33**
Respondent Planned Tenure In 5 Years

- Renting: 16.6%
- Owning: 83.4%
Final Steps

• **In Progress:** Cross-tabulations will allow us to look in finer detail at results based on age group or tenure of respondents

• We will report on the complete findings at our next Steering Committee Meeting
Questions & Discussion?
NOISE Analysis Areas

- Needs
- Opportunities
- Exceptions
- Improvements
- Strengths
NOISE Results

NOISE Exercise

NEEDS
- Communication within the city. Between the City and businesses.
- Bringing in new businesses. Increase tax base. Redevelopment - American Greetings, Gold Circle
- Utilization of available office & retail space at American Greetings, Ridge Park, NorthShore Ave
- For the city and school system to continue to work together.
- Community + Safety services to be top notch.
- Neighborhood Watch
- Create efficient traffic flow. Address rush hour gridlock: Ridge and Tiedeman Rds at 1480
- Larger selection of types of homes available for home ownership.
- New construction, housing, upscale housing stock that is modern.
- Attract young families.
- New Police station, City Hall, rec center (possibly combine with senior center)
- Develop Hurricane Alley: City/School Rec area with park access and trails.
- Support a strong school system.
- Update rec. facilities beyond just the rec. center
- Have amenities that attract young families.
- Develop a more diverse housing stock.
- Highlighting the city's attributes: proximity to downtown, world-class health resources, the arts, major highways, affordable housing.
- Update parking code, stream setbacks, increase tree laws.

IMPROVEMENTS
- Police Department
- Businesses that have moved out or vacant: Perkins, Shopping, Center ridge park (H & T Memo/Training/Concourse)
- We have Giant Eagle/Alld/Dollar General/Mark's
- Allow the police to do law enforcement - they are not a 'social group'
- Improve the traffic flow. Tiedeman Rd, Ridge Rd, & Ridge Park Square
- City hall building needs updated/new
- Facilities like rec and library are dated and no longer gems
- Update/Improve exterior of existing businesses in need
- Improve water drainage at Tiedeman & Brookpark Road to address flooding issues
- Street paving/street repair
- Public Transportation
- Rec Center - Update it or replace it
- Physical Amenity: Recreational Center, parks, common areas, new CCPL Library
- Park & Cemetery Maintenance: Clear dead trees from memorial park, Improve St. Theodosius Cemetery
- Improve size of parking on Biddolph, Ridge Park.
- Community Events: parade, picnic, Fall Fest, Santa, walk/bike to school, etc
- Trail connections: parks, rec Center, St. Theodosius cemetery

BROOKLYN MASTER PLAN STEERING COMMITTEE RESULTS

EXCEPTIONS
- Traffic lines on Ridge and Tiedeman Road at 1480
- Speed enforcement on 1480
- Enforcement of speed and Stop Signs on city streets.
- Increase efforts to bring in new businesses into empty business buildings: Part time vs full time Business Development Person.
- Bring in a qualified manager for Rec Center.
- Updating buildings of older businesses.
- Involve Corporations & Businesses.
- Safety in the Ridge Park area.
- Development standards for better land use.
- Expand greenspace.
- Embrace & Celebrate Brooklyn's Diversity.
- Establish non-profit Community Development Corp.
- Expanded senior transportation services.
- Strengthening of School System. Collaboration between city and schools.

STRENGTHS
- Excellent Services: police + Fire, snow removal, street repairs, trash
- Senior center and activities.
- Schools - report card + student opportunities are better than neighboring districts.
- First responders are strong (Police and Fire)
- Senior Driveway planning
- Police, Fire and City Services
- Location to downtown.
- Access to freeways
- Connections between city, schools, businesses.
- Law enforcement.
- City Hall communications, City Hall response to citizens concerns.
- Brookpark is close to everything: close to Hospitals, 10 minutes to airport, 15 minutes; to downtown.
- Various denominations of churches.
- City Services - Consistent - Garbage Services.
- Personal touch - Special pick-ups.
- Parks
NOISE Results

NEEDS

• Bringing in new businesses, Increase tax base, Redevelopment - American Greetings, Gold Circle
• Utilization office & retail space at American Greetings, Ridge Park, etc
• Community + Safety services to be top notch
• New constructions housing, upscale housing stock that is modern
• New Police station, City Hall, rec center Support a strong school system
• Update parking code, stream setbacks, increase tree lawns
NOISE Results

OPPORTUNITIES

• Specific Locations - American Greetings, Gold Circle, Memphis Drive in land, Clinton Road, and others
• Brooklyn School property by Hurricane Alley
• Accentuate the proximity to Downtown Cleveland & to other areas
• Accentuate the small town feeling in a place near urban amenities
• City Hall area developed into city center, small retail, medical services, etc
• Pilot program to convert ranch houses into colonials
• Unifying “Look”, define the city limits (welcome gateways)
NOISE Results

Improvements

• Improve the traffic flow: Tiedeman Rd, Ridge Rd, & Ridge Park Square
• Facilities like rec and library are dated and no longer gems, New City Hall
• Update/improve exteriors of existing businesses in need
• Improve water drainage at Tiedeman & Brookpark Road to address flooding issues
• Improve seas of parking on Biddulph, Ridge Park
• Trail connections: parks, rec Center, St. Theodosius cemetery
STRENGTHS

• Excellent Services: Police + Fire, snow removal, street repairs, trash
• Senior center and activities
• Location to downtown
• Access to freeways
• Connections between city, schools, businesses
• Parks
NOISE Results

Exceptions

• Traffic on Ridge and Tiedeman Road at I-480
• Increase efforts to bring in new businesses into empty business buildings
• Involve corporations & businesses
• Development standards for better land use
• Expand greenspace
• Strengthening of School System, Collaboration between city and schools
Project Team Ideas

- New Zoning Ordinance
- Engaging Public Participation
- Reduce Vacant Properties
- Implementing the Master Plan (flexible, amendable)
- Affordable Senior Living
Project Team Ideas

- New Police Station & City Hall
- More Involvement with the Schools
- Regional Partnerships
- Grow the Tax Base
- Long Term Capital Planning
- Upgrade Parks
Questions & Discussion?
Next Steps
Tentative Schedule

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

Duration:
~ Drafting Final Report

Community Survey

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
Meetings:
- Project Team #7 & #8
- Public Meeting #3
- Present to City Council

Next Meeting

Community Survey
- Duration: ~ Drafting Final Report
- Meetings:
  - Project Team #1 & #2
  - Steering Committee #2
Step Three: Community Vision

COMMUNITY SURVEY
- COMPLETED FINDINGS

CURRENT CONDITIONS
- DRAFT DOCUMENT
- NOISE ANALYSIS RESULTS
- MEETING DISCUSSIONS

COMMUNITY VISION
- VISION AREAS
- MOST IMPORTANT ISSUES
- GUIDING PRINCIPLES
- VISION STATEMENTS
Community Vision

• **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

• Based on the inputs thus far:
  • Current Conditions document
  • NOISE Analysis
  • Community Survey
  • Project Team & Steering Committee Discussion
Community Vision

- **Visioning will** start by **synthesizing the different issues and ideas** identified so far into **distinct categories**, or **Vision Areas**.

- **Vision statements & guiding principles** will then be developed **for each Vision Area**

- The **Vision Areas** will then be used to **structure the Policies and Actions** Phase of the document and **guide the development** of the Plan’s **recommendations**
For Example:

• After looking through the NOISE analysis, Current Conditions, and Initial Survey Results you notice there are many ideas and issues related to **HOUSING**
For Example:

**NOISE Exercise**

**NEEDS**
- Communication within the city: Between the City and businesses
- Bringing in new businesses, Increase tax base, Redevelopment - American Greetings, Gold Circle
- Utilization of available office & retail space at American Greetings, Ridge Park, Northcliffe Ave
- For the city and school system to continue to work together
- Community + Safety services to be on top notch
- Neighborhood Watches
- Create efficient traffic flow, Address rush hour grid-lock: Ridge and Tiedeman Rds at I480
- Larger selection of types of homes available for home ownership
- New constructions housing, upscale housing stock that is modern
- Attract young families
- New Police station, City Hall, rec center (possibly combine with senior center)
- Develop Hurricane Alley: City/School Rec area with park access and trails
- Support a strong school system
- Update rec facilities beyond just the rec center
- Have amenities that attract young families
- Develop a more diverse housing stock
- Highlighting the city’s attributes: proximity to downtown, world class health resources, the arts, major highways, affordable housing.
- Update parking code, stream setbacks, increase tree laws

**OPPORTUNITIES**
- Specific Locations - American Greetings, Gold Circle, Memphis Drive in land, Clinton Road, Develop Memphis Ave area west of Tiedeman, Brooklyn Acres Property on Ridge Road
- What could be brought into vacant businesses.
- **Accentuate the proximity to Downtown Cleveland, convenience of Brooklyn to other areas**
- Accentuate the small town feeling a place that has urban, center city amenities.
- Better allocation/implementation of greenspace/parks
- Connection with Metroparks as inner-ring suburb, connect Big Creek to Brookside Reservation
- Brooklyn School property by Hurricane Alley
- Allow library to expand at current location on Ridge Road
- City Hall area developed into city center, small retail, medical services, etc.
- Pilot program to convert ranch houses into colonials (Example on Ide/wood)
- Integrate new UH Medical Center with Recreation Center
- **Area around the memorial park or Hurricane alley would be good for townhouses/ condos**
- With the opening of the Assisted Living Facility on Northcliffe Ave additional medical personnel may be needed at the medical building
- Use of parks + recreational facilities + community center for old + young = school
- Unifying “Look”, define the city limits (welcome gateways)
- Combine sports fields & playgrounds

**EXCEPTIONS**
- Traffic lines on Ridge and Tiedeman Road at I480?
- Speed enforcement on I480
- Enforcement of speed and Stop Signs on city streets
- Increase efforts to bring in new businesses into empty business buildings (Part time vs Full time Business Development Person)
- Bring in a qualified manager for Rec Center
- Updating buildings of older businesses
- Involve corporations & businesses

**IMPROVEMENTS**

**STRENGTHS**

November 2018
For Example:

Figure 20  Year Built

<table>
<thead>
<tr>
<th>Year Range</th>
<th>Brooklyn</th>
<th>Cuyahoga County</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939 or earlier</td>
<td>-40%</td>
<td>-20%</td>
</tr>
<tr>
<td>1940 to 1949</td>
<td>-20%</td>
<td>0%</td>
</tr>
<tr>
<td>1950 to 1959</td>
<td>0%</td>
<td>20%</td>
</tr>
<tr>
<td>1960 to 1969</td>
<td>20%</td>
<td>40%</td>
</tr>
<tr>
<td>1970 to 1979</td>
<td>40%</td>
<td>0%</td>
</tr>
<tr>
<td>1980 to 1989</td>
<td>-20%</td>
<td>0%</td>
</tr>
<tr>
<td>1990 to 1999</td>
<td>0%</td>
<td>-20%</td>
</tr>
<tr>
<td>2000 to 2009</td>
<td>20%</td>
<td>0%</td>
</tr>
<tr>
<td>2010 or later</td>
<td>40%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Figure 18  Opinions on Priority For Housing Type Needs

- Maintaining existing housing and neighborhoods
  - Very High: 38.7%
  - High: 33.9%
  - Average: 23.3%
  - Low: 3.5%

- More housing options for seniors looking to remain within the City
  - Very High: 27.0%
  - High: 29.2%
  - Average: 32.6%
  - Low: 7.8%

- More single-family, detached homes
  - Very High: 16.9%
  - High: 28.7%
  - Average: 39.5%
  - Low: 9.5%

- More housing with modern floorplans and design
  - Very High: 15.8%
  - High: 28.9%
  - Average: 37.8%
  - Low: 10.9%

- More affordable housing
  - Very High: 21.9%
  - High: 22.2%
  - Average: 29.9%
  - Low: 11.3%

- Matching the size and design of existing homes in new construction
  - Very High: 17.4%
  - High: 26.4%
  - Average: 36.7%
  - Low: 12.5%

- More housing options within walking distance to amenities (restaurants, parks...)
  - Very High: 14.8%
  - High: 25.8%
  - Average: 40.3%
  - Low: 12.9%

- More townhouses/condos in appropriate locations
  - Very High: 10.2%
  - High: 18.1%
  - Average: 32.9%
  - Low: 23.4%

- More housing with 4+ bedrooms
  - Very High: 6.9%
  - High: 13.4%
  - Average: 28.2%
  - Low: 33.8%

- More apartments in appropriate locations
  - Very High: 6.8%
  - High: 9.4%
  - Average: 23.1%
  - Low: 29.3%

- Very Low: 31.3%

Legend:
- Very High
- High
- Average
- Low
- Very Low
For Example:

- **Vision Area = HOUSING**
  - **Issues:**
    - Maintain safe, quality neighborhoods
    - Increase new & modern housing options
    - Diverse housing: Housing for families, Housing for Seniors
    - Maintain small town feel with big city access

- **Vision Statement =** The City of Brooklyn will create safe and pleasant neighborhoods with a variety of housing options that provide residents access to Northeast Ohio’s amenities.
Community Vision Homework

- We need your help in crafting Vision Statements

- Based on the NOISE Analysis, Current Conditions analysis and Survey Results, what is your vision for the future

- Prior to our next meeting you will be sent:
  - Draft Survey Results
  - Online Survey link to Visioning Exercise
Upcoming Meetings

• **Steering Committee Meeting #3**
  Survey Results/Community Visioning
  Middle/Late March 2019

• **Public Meeting #1**
  Community Vision
  April/May 2019
Stay Up-To-Date

http://www.countyplanning.us/projects/brooklyn-master-plan/

With quiet neighborhoods, commercial corridors, industrial centers, and access to two major interstates, the City of Brooklyn is a diverse community with strong foundations and engaged citizens. A Master
Thank you!

Questions & Discussion
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Nichole Laird: nlaird@cuyahogacounty.us

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