AGENDA

INTRODUCTIONS
HOW WE PLAN FOR THE FUTURE
ROLES & RESPONSIBILITIES
WHAT WE HAVE LEARNED SO FAR
COMMUNITY VISION
GATHERING FEEDBACK
NEXT STEPS
QUESTION & ANSWER
INTRODUCTIONS
OUR TEAM

• Susan Infeld, Interim Executive Director
• James Sonnhalter, Manager, Planning Services
• Patrick Hewitt, AICP, Senior Planner
• Rachel Novak, Planner
• Marcus Strong, Planning Intern
• Laura Mendez Ortiz, Planning Intern
BROADVIEW HEIGHTS | MASTER PLAN

OUR ORGANIZATION

The Cuyahoga County Planning Commission is an independent public agency that provides professional planning services to municipalities of Cuyahoga County.
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.”
OUR WORK: MASTER PLANS

10 Recently Completed Plans

7 Plans Currently Underway (including Broadview Heights)
OUR WORK: REGIONAL PLANS

- **County Greenprint**: Online tool for identifying, preserving, and expanding environmental features.
- **County Greenways**: System of countywide trails and bikeways to connect neighborhoods, parks, and business districts.
- **Economic Development Plan**: Framework for economic development initiatives based on job concentrations.
- **Housing Study**: Plan to determine housing needs, market demand, and best practices.
OUR WORK: IN ACTION
HOW WE PLAN FOR THE FUTURE
CHANGING CONDITIONS

Conditions in Broadview Heights and in the region are constantly changing.

We need to think about the future and what it could mean for the community.
WHO ARE WE?

BROADVIEW HEIGHTS

DEVELOPMENT  SAFETY  CONNECTED  WALKING  BIKING
RETAIN  WALKING  BIKING  RIVERS
PEOPLE  WESTERN RESERVE  TRAILS  SIDEWALKS
POPULATION  SCHOOLS  PARTNERS  LEADERSHIP
HOME  SMALL TOWN  VALLEY PARKWAY  NATIONAL PARK
HOUSING  SMALL TOWN  VALLEY PARKWAY  NATIONAL PARK
RENT  ATTAINABILITY  REGIONAL  CONSERVATION
ATTAINABILITY  METROPARKS  SUSTAINABLE  TOWN CENTER
FAMILY  WESTERN RESERVE  LEADERSHIP  SCENIC
HILLS  TREES  WILDLIFE  ECOLOGY

WHO ARE WE?
WHERE DO WE SEE OURSELVES?
WHERE DO WE SEE OURSELVES?
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HOW DOES BROADVIEW HEIGHTS LOOK IN 10 YEARS?
HOW DO WE PLAN?

• Establish a **current snapshot** of the community

• Outline a **vision** that will drive the Plan forward and shape policies

• Formulate **goals and actions** that help the community achieve its vision

• **Prioritize** goals to assist City officials in allocating resources for future endeavors
## OUR PROCESS

<table>
<thead>
<tr>
<th>Current Conditions</th>
<th>Community Vision</th>
<th>Goals &amp; Actions</th>
<th>Implementation</th>
<th>Draft Master Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic, housing, business, land use, and transportation overview</td>
<td>Vision for how the community wants to grow and develop in the coming decade</td>
<td>Specific policies and actions to achieve the community’s desired future</td>
<td>Partners, priorities, and responsibilities for undertaking actions</td>
<td>Combined and completed Master Plan document</td>
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OUR PROCESS

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

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

Goals & Actions
Specific policies and actions to achieve the community’s desired future

Implementation
Partners, priorities, and responsibilities for undertaking actions

Draft Master Plan
Combined and completed Master Plan document
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**OUR PROCESS**

- **Current Conditions**: Demographic, housing, business, land use, and transportation overview
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- **Goals & Actions**: Specific policies and actions to achieve the community’s desired future
- **Implementation**: Partners, priorities, and responsibilities for undertaking actions
- **Draft Master Plan**: Combined and completed Master Plan document
OUR PROCESS: TIMELINE

Current Conditions
Target Completion: April, 2019

Community Vision
Target Completion: July, 2019

Goals & Actions
Target Completion: Oct, 2019

Implementation
Target Completion: Dec, 2019

Draft Master Plan
Target Completion: Feb, 2020
OUR PROCESS: MEETINGS

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

Public Meeting #1
+ Online Survey

Public Meeting #2
+ Online Survey

Public Meeting #3
+ Online Survey

Presentation to Planning Commission + City Council
USING THE MASTER PLAN

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

✓ ADOPT the Plan to make it an official policy
✓ USE the Plan as a tool and reference when considering actions and applying for grant funding
✓ UPDATE the Plan over time and when circumstances change
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
OUR PROCESS: OLMSTED FALLS

- Current Conditions
- Community Vision
- Goals & Actions
- Implementation
- Draft Master Plan
OUR PROCESS: IN ACTION

- Current Conditions
- Community Vision
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OUR PROCESS: IN ACTION

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OUR PROCESS: IN ACTION

Current Conditions
Community Vision
Goals & Actions
Implementation
Draft Master Plan
## OUR PROCESS: IN ACTION

### Current Conditions

### Community Vision

### Goals & Actions

<table>
<thead>
<tr>
<th>Goals and Actions</th>
<th>Projected Timeline and Priority</th>
<th>Responsible Parties &amp; Partners</th>
<th>Est. Cost</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invest in enhancements when new infrastructure is constructed, page 61</td>
<td>Ongoing</td>
<td>S P</td>
<td>Medium</td>
<td>—</td>
</tr>
<tr>
<td>Update the City’s sign code to facilitate the construction of appropriate signage, page 61</td>
<td>1-2 Yrs</td>
<td>S P B</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

### Implementation

### Draft Master Plan
OUR PROCESS: IN ACTION

- Current Conditions
- Community Vision
- Goals & Actions
- Implementation
- Draft Master Plan
OUR PROCESS: IN ACTION

- Current Conditions
- Community Vision
- Goals & Actions
- Implementation
- Draft Master Plan
ROLES & RESPONSIBILITIES
INVOLVED GROUPS

Project Team
Public officials and City staff

Steering Committee
Larger group of involved residents, businesses, and civic leaders

The Public
All interested residents, business owners, or stakeholders

County Planning
Staff of the Cuyahoga County Planning Commission
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 moving forward
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

Staff of the Cuyahoga County Planning Commission

Translates concerns and suggestions into plan documents

Offers planning expertise and innovative ideas

Consolidates various plans into a single, comprehensive document
WHAT WE HAVE LEARNED SO FAR
GETTING TO KNOW THE COMMUNITY

• Conducted 14 interviews with stakeholders
• Held two Project Team meetings
• Held two Steering Committee meetings
• Conducting first Public Meeting
• Developed an overview of the Current Conditions of the community
CURRENT CONDITIONS SECTIONS

FIVE PROFILES

2.1 Demographic Profile  population, households, race and ethnicity, education, and density

2.2 Business Profile  employment, income, market, property taxes

2.3 Housing Profile  types of housing, occupancy, tenure, housing sales, market strength, and construction activity

2.4 Transportation & Infrastructure Profile  roadway network, commuting, vehicle ownership, traffic, crashes, and connectivity

2.5 Land Use Profile  current land use, zoning, community facilities, parks, environmental features, and vacant land
COMPARISON GEOGRAPHIES

BROADVIEW HEIGHTS

CUYAHOGA COUNTY

NORTHEAST OHIO
SECTION 2.1
DEMOGRAPHIC PROFILE
POPULATION
LONG-TERM GROWTH

Total Population

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
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<tbody>
<tr>
<td>1930</td>
<td>689</td>
</tr>
<tr>
<td>1940</td>
<td>1,141</td>
</tr>
<tr>
<td>1950</td>
<td>2,279</td>
</tr>
<tr>
<td>1960</td>
<td>6,209</td>
</tr>
<tr>
<td>1970</td>
<td>11,463</td>
</tr>
<tr>
<td>1980</td>
<td>10,909</td>
</tr>
<tr>
<td>1990</td>
<td>12,219</td>
</tr>
<tr>
<td>2000</td>
<td>15,967</td>
</tr>
<tr>
<td>2010</td>
<td>19,400</td>
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</table>
AGE

WORKING AGE ADULTS AND CHILDREN ARE LARGEST AGE GROUPS
AGE

LONG TERM INCREASES IN SENIORS AND WORKING AGE ADULTS
AGE

LONG TERM INCREASES IN SENIORS AND WORKING AGE ADULTS
AGE

LONG TERM INCREASES IN SENIORS AND WORKING AGE ADULTS
HOUSEHOLD SIZE
SMALLER HOUSEHOLDS ARE BECOMING MORE COMMON
EDUCATIONAL ATTAINMENT

RESIDENTS ARE VERY WELL-EDUCATED

[Bar chart showing educational attainment]
EDUCATIONAL ATTAINMENT
RESIDENTS ARE VERY WELL-EDUCATED
QUICK FACTS

BROADVIEW HEIGHTS IS:

• A COMMUNITY WITH MANY FAMILIES WITH CHILDREN
• AGING AND HOUSEHOLDS ARE GETTING SMALLER
• VERY HIGHLY EDUCATED
SECTION 2.2
BUSINESS PROFILE
INCOME
MORE THAN HALF OF HOUSEHOLDS IN BROADVIEW HEIGHTS EARN MORE THAN 75K ANNUALLY
INCOME
MORE THAN HALF OF HOUSEHOLDS IN BROADVIEW HEIGHTS EARN MORE THAN 75K ANNUALLY
JOB DENSITY
THE HIGHEST CONCENTRATION OF JOBS IS LOCATED ALONG ROYALTON ROAD
QUICK FACTS

BROADVIEW HEIGHTS IS:

• A CITY WITH HIGH INCOMES

• HOME TO MANY JOBS CONCENTRATED AROUND THE HIGHWAY INTERCHANGE
SECTION 2.3
HOUSING PROFILE
HOUSING UNITS

HOUSING UNITS CONTINUE TO INCREASE

Decennial Census Housing Units

<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
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<tbody>
<tr>
<td>1970</td>
<td>3,307</td>
</tr>
<tr>
<td>1980</td>
<td>4,023</td>
</tr>
<tr>
<td>1990</td>
<td>5,010</td>
</tr>
<tr>
<td>2000</td>
<td>6,803</td>
</tr>
<tr>
<td>2010</td>
<td>8,237</td>
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TYPES OF HOUSING
THE MAJORITY OF HOMES ARE SINGLE-FAMILY, BUT THE CITY HAS OTHER OPTIONS
YEAR BUILT
THE CITY HAS A STRONG MIX OF HOUSING UNITS BY DECADE
SINGLE-FAMILY HOME SALES
SINGLE-FAMILY HOME SALES HAVE FULLY RECOVERED FROM THE GREAT RECESSION
QUICK FACTS

BROADVIEW HEIGHTS IS:

• CONTINUING TO ADD RESIDENTIAL UNITS ON VACANT LAND
• A SINGLE-FAMILY CITY WITH HIGH HOMEOWNERSHIP
• A CITY WITH HOUSING OPTIONS AND A MIX OF BUILDING AGES
• FULLY RECOVERED FROM THE GREAT RECESSION
SECTION 2.4
TRANSPORTATION & INFRASTRUCTURE PROFILE
MEANS OF TRANSPORTATION TO WORK

WORKING FROM HOME HAS INCREASED IN RECENT DECADES

88.5% 90.7% 92.4% 92.9% 91.5% 91.3%


- Car, Truck, Van
- Walked
- Public Transit
- Other
- Worked at Home
ROADWAYS & TRAFFIC

TWO-LANE ROADS ARE THE CITY’S MOST COMMON TYPE
CRASHES

MOST CRASHES ARE CONCENTRATED ON ROYALTON ROAD
SIDEWALKS
MORE THAN HALF OF CITY STREETS HAVE SIDEWALKS ON AT LEAST ONE SIDE
BIKEWAYS

THE CITY HAS MORE THAN 4 MILES OF EXISTING BIKEWAYS AND TRAILS
QUICK FACTS

BROADVIEW HEIGHTS IS:

• A CAR-ORIENTED COMMUNITY
• A CITY WITH A STRONG ROADWAY NETWORK AND MULTI-MODAL OPTIONS
SECTION 2.5
LAND USE PROFILE
TREE CANOPY
THE CITY HAS THE 16TH HIGHEST TREE CANOPY
COVERAGE IN THE COUNTY
PARKS & RECREATION
MOST PARK AMENITIES ARE CONCENTRATED AT THE CITY’S COMMUNITY CENTER
LAND USE
THE MAJORITY OF LAND IN BROADVIEW HEIGHTS IS DEDICATED TO SINGLE-FAMILY RESIDENTIAL USES
ENVIRONMENT
CHIPPEWA CREEK AND ITS VALLEY ARE THE LARGEST ENVIRONMENTAL FEATURES IN THE CITY
FUTURE DEVELOPMENT

ONLY 7.9% OF LAND IS BROADVIEW HEIGHTS IS VACANT AND UNCONSTRAINED BY ENVIRONMENTAL FEATURES
QUICK FACTS

BROADVIEW HEIGHTS IS:

• A RESIDENTIAL COMMUNITY WITH POCKETS OF RETAIL AND INDUSTRY
• A LEAFY COMMUNITY CROSSED BY VALLEYS AND STREAMS
• APPROACHING FULL BUILD-OUT
COMMUNITY VISION
BUILDING THE VISION

• Feedback from the Current Conditions document, Project Team meetings, Steering Committee meetings, and Stakeholder Interviews have provided a basis for a Community Vision statement

• We need your input to define what the Community Vision is
A VISION STATEMENT

• A unifying direction for the Plan
• Includes broad themes to frame the development of actions
• Includes a vision for important areas in the community
EXAMPLE: STRONGSVILLE

“Our vision is for a community that embraces innovation, adaptation, and regional leadership, while being committed to preserving vibrant neighborhoods for families, excellent services for residents, economic growth for business, financial stewardship for the community, and open space for the region.”
FOCUS AREAS

1. North End of Town
2. Town Center Area
3. Royalton Road East Area
4. Community Center Area
GATHERING FEEDBACK
EIGHT STATIONS

MEETING BOARD STATIONS

There are EIGHT stations covering community visions, goals, focus areas and key topics. These stations are identified by the colors displayed below. There is no specific order to the boards, so please visit the stations that you are most interested in. Thank you!

MY VISION FOR BROADVIEW HEIGHTS (1 BOARD)
We want to hear YOUR vision for the City of Broadview Heights. What does Broadview Heights look like in the future?

GOALS (2 BOARDS)
We want to hear YOUR opinions about the types of goals the Broadview Heights Master Plan should focus on. Do the listed goals fit your vision for the community?

TOWN CENTER (3 BOARDS)
We want to hear YOUR vision for the Town Center Plaza. We’ve taken a look at what you’ve said and plotted them on sticky notes in the coloring area. Please help us to identify the types of buildings you would like to see in this area.

NORTH END OF TOWN (4 BOARDS)
We want to hear YOUR vision for the North End of Town! Please write down any ideas or thoughts you have and place them on sticky notes in the coloring area. Please help us identify the types of buildings you would like to see in this area.

ROYALTON ROAD EAST (5 BOARDS)
We want to hear YOUR vision for the Royalton Road East area. Please write down any ideas or thoughts you have and place them on sticky notes in the coloring area. Please help us identify the types of buildings you would like to see in this area.

COMMUNITY CENTER CAMPUS (6 BOARDS)
We want to hear YOUR vision for the Community Center Campus. Please write down any ideas or thoughts you have and place them on sticky notes in the coloring area. Please help us identify the types of buildings you would like to see in this area.

CONNECTIVITY & TRANSPORTATION (7 BOARDS)
We want to hear YOUR vision for how the community connects and moves. Please write down any ideas or thoughts you have and place them on sticky notes in the coloring area. Please help us identify the types of transportation you would like to see in this area.

COMMUNITY CHARACTER (8 BOARDS)
We want to hear YOUR vision for community character. Please write down any ideas or thoughts you have and place them on sticky notes in the coloring area. Please help us identify the types of community characteristics you would like to see in this area.
STATIONS 1 & 2

STATION 1 | COMMUNITY VISION

What is YOUR vision for the future of Broadview Heights?

What are your thoughts on the Master Plan vision for the community?

STATION 2 | GOALS

What are the goals of the Master Plan?

Developing Connections

Maintaining Diverse Housing Options

Enhancing Community Spaces

What are YOUR ideas about new or improved infrastructure?

What are YOUR ideas for enhancing community spaces?

DEVELOPING CONNECTIONS

The development Committee will review the Master Plan and make recommendations to the City Council. The City's responsibilities are to implement effective public transportation systems that are sustainable and maintainable.

MAINTAINING DIVERSE HOUSING OPTIONS

The Master Plan Committee is focusing on encouraging diverse housing options and ensuring that the community is inclusive and sustainable. The City's responsibilities are to review the Master Plan and make recommendations to the City Council.

ENHANCING COMMUNITY SPACES

The Master Plan Committee will review the Master Plan and make recommendations to the City Council. The City's responsibilities are to enhance community spaces and ensure they are sustainable and maintainable.

BROADVIEW HEIGHTS | MASTER PLAN

Connecting to Metroparks

Better Building Design

Fostering Quality Development

Protecting Natural Features

What are YOUR ideas about new or improved community spaces?
STATIONS 3, 4, and 5

• Town Center
• North End of Town
• Royalton Road East
STATIONS 3, 4, and 5

- Town Center
- North End of Town
- Royalton Road East
STATION 7
OTHER IDEAS?

• Write down any thoughts, comments, or suggestions on Comment Sheets

• Leave Comment Sheets in the box near the entrance or with a County Planning representative
ONLINE SURVEY

www.surveymonkey.com/r/BH_PM1
ONLINE SURVEY
www.surveymonkey.com/r/BH_PM1

Survey closes Tuesday, July 30th
NEXT STEPS
NEXT STEPS

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

*Current Phase*
NEXT STEPS

- **Goals & Actions**
  Goals and action steps to achieve the community’s desired future

*Next Phase*
STAY UP TO DATE

www.CountyPlanning.us/BroadviewHeights
QUESTION & ANSWER
QUESTION & ANSWER

We will now take 5-10 minutes to answer questions about the planning process
THANK YOU

Write us an email!

• Patrick Hewitt, AICP, Senior Planner
  phewitt@cuyahogacounty.us

• Rachel Novak, Planner
  rnovak@cuyahogacounty.us