The City of Brooklyn Master Plan

Steering Committee Meeting
Current Conditions Update & Introduction to Community Vision

July 2, 2019
Today’s Discussion

• Planning Process Review
• Current Conditions Report Updates
• Introducing the Community Vision
• Next Steps
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Planning Process Review
The Brooklyn Master Plan: Six Steps

Community Survey  Current Conditions  Community Vision  Goals & Actions  Implementation  Draft Master Plan
The Brooklyn Master Plan: Step 1

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: Step 2

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

Demographic, housing, land use, transportation, and services overview
The Brooklyn Master Plan: Step 3

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: Step 4

Goals and actions to achieve the community’s desired future
The Brooklyn Master Plan: Step 5

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

Partners, priorities, and responsibilities for undertaking actions
The Brooklyn Master Plan: Step 6

- Community Survey
- Current Conditions
- Community Vision
- Goals & Actions
- Implementation

Draft Master Plan

Combined and completed Master Plan document
Current Conditions
Document Update
Current Conditions: Document Updates

Overall Updates

- Changed colors of the graphs
- Updated maps with appropriate boundaries
- Updated Employment Sectors Map (heat map to highlight circles)
- Refined text and conclusion of City Finances section (updated credit rating, explanation of income tax revenue)
- Added NOACA local infrastructure project chart
Current Conditions: Document Updates

Retail Vacancy Analysis

- **Brooklyn** has **over 2 million square feet of retail space**
  - restaurants, gas stations, other retail, but not
  - commercial office, hotels, vacant lots or parcels
  - **43,275 sqft of vacant retail amongst 5 properties**

- Brooklyn’s Retail Vacancy is **5.0%**

- **Cleveland-area** Retail Vacancy Rate is **12.1%**
  - down from 12.7% in first half of 2018
Current Conditions: Document Updates

Retail Vacancy Analysis

- Retail is strong in Brooklyn
  - Regionally, there is a surplus of retail
- Current retail focuses on the “shopper experience” that is not easily found online
- City of Brooklyn should carefully consider any expansion of retail development
Local Business Survey

- April 2019, County Planning presented to the Brooklyn Chamber of Commerce
  - Overview of planning process & highlights from Brooklyn Current Conditions reports
  - 13 Questions targeted to gain insight on:
    - Why businesses locate in Brooklyn
    - What are the biggest issues facing businesses
    - What areas the City can help improve the economic growth and development of local businesses
  - 19 Businesses responded
Local Business Survey

Why do you choose to locate your business in the City of Brooklyn?
- Access to highways – 78.95%
- Central location in the Cleveland area – 63.16%
- The property costs fit business’ budget – 42.11%
- Our business is close to where our employees live – 31.58%

Why would you consider moving your business out of Brooklyn?
- I would not consider moving my business out of the City of Brooklyn – 63.16%
- For lower taxes – 26.32%
- For a newer building – 21.05%
- For economic incentives – 15.79%
Current Conditions: Document Updates

Local Business Survey

- **What are the biggest challenges to the growth and development your business in Brooklyn?**
  - Finding skilled workforce – 50.00%
  - Other (please specify) – 33.33%
  - Transportation or traffic issues – 22.22%
  - Slow regional growth – 22.22%

- **How important are the following issues to your business?**
  - Ensuring Public Safety
    - 90% Very important/Important
  - Improving Infrastructure
    - 74% Very Important/Important
  - Broadband capabilities/Fiber Optic Network
    - 74% Very Important/Important
Senior Center/ Senior Health Statistics

- In 2016 Study, Senior Center 16,000 square ft needs approx. $1 million in improvements

- Expenses exceed revenues by $300,000 to $400,000 per year

- In 2018, 397 regular users
  - totaled 16,000 visits
  - 50% decline since 1998

- 11% of Brooklyn’s seniors regularly used the Center
  - 2.2% of the total population
Senior Center/ Senior Health Statistics

- 28% of adults 50+ are physically inactive
  - Physical inactivity can worsen health & quality of life
  - Increases healthcare costs

- 2 in 3 adults 50+ had at least one chronic disease

- Physical activity reduces
  - Risk of premature death
  - Supports positive mental health & healthy aging

- 4 in 5 of the costliest chronic conditions among adults 50+ can be prevented or managed with physical activity
Current Conditions: Document Updates

Brooklyn Recreation Center Statistics

- Expenses exceed revenue
  - $1 million and $1.3 million per year
- Ice Rink is used more as a regional asset than a local asset
- 1,031 Annual Passes
  - 474 Brooklyn Residents
- 50 Monthly Passes
  - 17 Brooklyn Residents
- 4.5% of residents have monthly or annual passes
  - 48.5% Brooklyn Senior Residents
2016 Brooklyn Facilities Assessment

- Six (6) municipal structures evaluated
  - Municipal Center
  - Senior Center
  - John M. Coyne Recreation Center
  - Fire Department
  - City Garage
  - Animal Shelter

- Evaluation based on 23 building systems to help prioritize necessary repairs or validate the need for newer facilities

- Some costs have not been estimated due to:
  - Specific building systems being included under other areas
  - Need further study to establish an accurate budget
Current Conditions: Document Updates

2016 Brooklyn Facilities Assessment

- Six (6) municipal structures are in need of some kind of renovation

- Building Ranking based on repair needs:
  1. Municipal Center
  2. Recreation Center
  3. City Garage
  4. Senior Center
  5. Animal Shelter
  6. Fire Department (built 2006, needs the fewest repairs)

- Five (5) buildings have far exceeded lifespans of essential pieces of operating equipment, poor site conditions, and contain structural issues

- Majority of costs associated with heating systems, roofing, electrical systems, and general finishes
2017 City Services Survey Results

- **412 residents** completed the Community Survey that focused on City Services

- Residents were “**Satisfied**” or “**Very Satisfied**” with
  - Overall quality of services provided by the City
  - Ambulance services
  - Police services

- Factors impacting residents decision to live in Brooklyn
  - Safety and security – 63% respondents
  - Affordability of housing – 55% respondents
  - Nearness to family and friends – 34% respondents
Map Updates:

- Employment Centers Map
- Vacant Land Map
- Parks & Open Space Map
  - (Greenspace per capita)
- BUSTR & Septic Sites Map
Map Updates:

Employment Centers

- Clarified the presentation format to better reflect the data

- Most concentrated areas:
  - Tiedeman Road and I-480 interchange
    - 21% of jobs – Information-based
    - 21% of jobs – Management of Companies and Enterprises
  - 17.8% of jobs – Retail Trade
Map Updates:

Vacant Land

- **Added** a few **properties** that **were not** on the previous map

- **Removed** properties that **were not vacant** or **had been occupied**:
  - Menards property
  - Brooklyn Pointe
  - Fairfield Inn
Map Updates:

Parks & Open Space

- Greenspace
  - Areas within a community that offers passive and active recreation alternatives

- Greenspace per capita
  - Brooklyn has 14.3 acres of parkland per 1,000 residents
  - Above the national average of 10 acres, but less than some peer communities

In addition to community parks, residents have access to a section of the Cleveland Metropark Big Creek Reservation near Maymont Avenue in the eastern edge of the City. The Brooklyn segment of the reservation lies to the northeast of the Obion River and the Metropark's Gliding Hill. The Metropark's Park Area has a large, meadowstyle park setting. Residents also have convenient access to the nearby Cleveland Metropark Braddock Reservation and the Cleveland Metroparks Zoo.
Map Updates:

BUSTR & Septic Sites

• Nine (9) BUSTR sites
  • Primarily in the industrial areas along Tiedeman Road, Ridge Road, Memphis Avenue, and Clinton Road
  • Does not pose a threat to the community as they are constantly monitored
  • However, if redevelopment occurs, funding may be available to help study and perform remediation

• Three (3) Septic Permits issued
  • May be vestiges of a time in early development of the city or indicate local site constraints that prohibit connection to local sanitary sewer
Community Vision
Community Vision: What Is It?

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

The Community Vision is the **community’s desired future in words**

The Community Vision **creates a framework to structure the Master Plan recommendations**
Community Vision: INPUT

INITIAL INFORMATION
CURRENT CONDITIONS DRAFT
NOISE ANALYSIS RESULTS
INITIAL MEETINGS
COMMUNITY SURVEY
SERVICES SERVEY
LOCAL BUSINESS SURVEY

COMMUNITY VISION

VISION AREAS/THEMES
VISION STATEMENTS
GUIDING PRINCIPLES
VISION STATEMENTS
IMPORTANT ISSUES/FOCUS AREAS
Feedback from the Current Conditions document, NOISE responses, initial discussions, surveys, will be used to create a unified Community Vision.

- Overarching Vision Statement
- Unifying Themes/Focus Areas for the Plan
- Broad Principles to frame the development of actions
Community Vision: Framework

- Community Vision
- Themes
- Principles
- Actions (Next Phase)
Community Vision: Community Vision

A broad statement capturing the overarching desire for how the community wants to grow and develop in the future.
Community Vision: Framework

Community Vision

Themes

Principles

Actions
(Next Phase)
Community Vision: Themes

City development topics or focus areas used to summarize and frame the major issues which the Master Plan will address.
Community Vision: Themes

Such as:

- City Services
- Transportation
- Capital Improvements
- Livability
- Sustainability
- Economic Growth
Community Vision: Framework

- Community Vision
- Themes
- Principles
- Actions
  (Next Phase)
Community Vision: Principles

Policy statements that will serve as guides for crafting specific action recommendations and potential development examples
Community Vision: Principles

Such as:

• Promote local businesses
• Improve safety services
• Maintain home prices
• Facilitate aging in place
• Update recreation facilities
• Coordinate regionally
Community Vision: Framework

Community Vision

Themes

Principles

Actions
(Next Phase)
Community Vision: Actions (Next Phase)

The **framework created** by the Community Vision, Themes, and Principles will be **used in the next phase** of the Master Plan **to guide and organize** the **recommendation of specific actions**
Community Vision: Homework

We want you to identify the Themes and Principles that are important to you.
Community Vision: Homework

• We are asking you to help create a Community Vision and framework for Brooklyn.

• Following is a list of issues or development principles identified as being potentially important to the Master Plan.

• Through this Phase these issues will be refined and grouped into several categories or "Themes"

• This will help structure the Vision and to guide the development of recommended actions in the next phase.
Community Vision: Homework

We want you to use these ideas, or others you prioritize, to develop potential Themes and associated vision or policy statements to frame and support the Brooklyn Master Plan.
Community Vision: Homework

Select your most and least important issues & principles
Community Vision: Homework

Create your own Vision Themes and write visions or policy objectives for that theme.

**EXAMPLE:**

**VISION THEME NAME:** A Beautiful City

Write a mission statement or policy objective for this theme.

Brooklyn will be a City of attractive public spaces and cohesive commercial areas.

What specific issues or ideas for this Vision Theme are you most concerned about?
Remodel/Enhance exteriors of old commercial areas
Create a walking "look" for the City
Protect the small town feel of the City
We need an Architectural Review Board

Write specific visions or ideas for this Vision Theme that are most important to you.

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**VISION THEME NAME:**

Write a mission statement or policy objective for this theme.

**VISION THEME OBJECTIVE:**

Write specific visions or ideas for this Vision Theme that are most important to you.

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Community Vision: Homework

For Example:

CREATE VISION STATEMENTS FOR THE BROOKLYN MASTER PLAN

Use the listed issues or ideas, or add new ones, to develop Vision Themes to guide and structure the Brooklyn Master Plan. Use them to create common themes or purposes that you wish to include as a Vision Topic for the Brooklyn Master Plan. Then write a concise vision or policy statement for each Theme you create.

EXAMPLE:

VISION THEME NAME: A Beautiful City

Write a concise vision statement or policy objective for this Theme:

- Brooklyn will be a City of attractive public spaces and cohesive commercial areas

What specific issues or ideas for this Vision Theme are you most concerned about:

- Remodel/enhance exteriors of old commercial areas
- Create a unifying "look" for the City
- Protect the small town feel of the city
- We need an Architectural Review Board
Next Steps: Upcoming Meetings

- **Steering Committee Meeting #4**
  Community Vision & Introduce Policy and Actions Phase
  August 2019

- **Public Meeting #1**
  Current Conditions & Community Vision
  August/September 2019
Stay Up-To-Date

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

Questions & Discussion
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