Today’s Discussion

- Planning Process Update
- Draft Community Vision
- Next Steps
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Planning Process Update
The Brooklyn Master Plan: Six Steps

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

- Community Survey
- Current Conditions
- Community Vision
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Demographic, housing, land use, transportation, and services overview
The Brooklyn Master Plan: Current Step

- 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: Next Step

Goals and actions to achieve the community’s desired future
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: Framework

**Feedback** from the Current Conditions document, NOISE responses, initial discussions, surveys, and Thrive At Work focus groups, were used to create a unified Community Vision.

- Overarching **Vision Statement**
- Unifying **Themes** for the Plan
- **Key concepts** to frame the development of actions
• **Focus Groups** were *facilitated* to gather more feedback from groups *whose views had not yet been represented* in the process.

  - Business Community
  - Young Professionals
  - Parents & Families
  - Young Adults
  - City Council
Community Vision: Framework

Community Vision

Themes

Key Concepts

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
- Key Concepts
- Actions (Next Phase)
Community Vision: Themes

Most significant **focus areas** used to **summarize and frame** the **major issues** which **the Master Plan will address**
Community Vision: Framework

Community Vision

Themes

Key Concepts

Actions (Next Phase)
Community Vision: Principles

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

- Community Vision
- Themes
- Key Concepts
- 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**
Our Vision:

*Brooklyn will be* a City that strives to balance regional growth and development within a vibrant, livable community that provides urban access and amenities while maintaining a personal level of service.
Community Vision: Vision Themes

A UNIQUE IDENTITY

BROOKLYN WILL DEVELOP A DISTINCT IDENTITY TO DISTINGUISH THE CITY WITHIN THE REGION TO CREATE A STRONG COMMUNITY AND A GROWING ECONOMY

Key Concepts:
- Undertake a Community Branding process
- Accentuate the City’s proximity to downtown Cleveland, the airport, and other major urban amenities
- Create a new “Town Center” on Memphis Avenue
- Create attractive corridors, streetscapes, and gateways
- Promote neighborhood scale live, work, play development
Community Vision: Vision Themes

ENHANCED PARKS & RECREATION AMENITIES

BROOKLYN WILL BE A CITY THAT VALUES ITS GREENSPACES BY PROTECTING AND ENHANCING ITS PARKS AND RECREATIONAL FACILITIES.

Key Concepts:
- Enhance amenities in existing parks
- Expand parks and greenspace in the community
- Expand programs and recreational offerings
- Increase trails and trail connections throughout the City
- Improve access to parks and recreational amenities
- Build a new Recreation Center
- Increase community use of recreational programs and facilities
- Cooperation with local schools on recreational amenities centered on Hurricane Alley
Community Vision: Vision Themes

STRONG LOCAL ECONOMY

BROOKLYN WILL PURSUE ECONOMIC DEVELOPMENT EFFORTS TO STRENGTHEN LOCAL BUSINESSES AND IMPROVE EXISTING COMMERCIAL PROPERTIES.

Key Concepts:
- Supporting Local Business
- Better utilization of existing commercial and industrial properties
- Increase the local tax base
- Remodel/enhance exteriors of outdated or rundown commercial centers
- Update land use and development standards
- Grow the tax base
- Support workforce recruitment and workforce training programs
- Improve traffic flow and interstate access in the City
- Update City infrastructure
- Create a unique Brooklyn “Identity”
Community Vision: Vision Themes

EXCEPTIONAL SERVICES & FACILITIES

BROOKLYN WILL BUILD MODERN, FUNCTIONAL FACILITIES WHILE PROVIDING EXCELLENT CITY SERVICES.

Key Concepts:
- High quality safety services
- Build new City facilities (Police, city hall)
- Maintain City services
- Improve neighborhood safety
- Maintain personal levels of service in city government
- Transparent and responsive government
- Maintain financial stability & transparency
- Outline long term capital planning projects and objectives
- Incorporate new or “smart” technologies into infrastructure
- Work with the Library on new and updated facilities
Community Vision: Vision Themes

LIVABLE COMMUNITY

BROOKLYN WILL BE A CITY WHERE YOU CAN GROW, RAISE A FAMILY, AND RETIRE WITH ACCESS TO SERVICES AND AMENITIES THAT PROVIDE AN EXCELLENT QUALITY OF LIFE.

Key Concepts:
- Work cooperatively with the local schools
- Support residents' efforts to maintain or modernize existing homes
- Expanded housing options and opportunities
- Develop amenities to attract and maintain young families
- Protect the small town feel of Brooklyn
- Create an engaged and informed community
- Continually implement and update the Master Plan
- Invest in technology to connect residents and support businesses
- Implement safe and efficient transportation infrastructure
- Improve traffic flow around interstates and commercial corridors
Community Vision
Feedback
We have drafted a Vision and Themes based on all feedback to this point.

We want your feedback to help complete & refine the Vision, Themes, and Concepts.
Community Vision: Feedback

• We are asking you to **respond to the Community Vision and Themes** for Brooklyn.

• The first board has **key questions** for each theme we want **your reactions** to.

• The second board shows a theme **with Key Concepts. Is something missing?**

• What Theme or Key Concepts are **most important to you?**
We want you to go to the boards to respond to each Theme and answer these questions.
Next Steps
Next Steps: Upcoming Meetings

• Project Team Meeting #3
  Finalize Community Vision
  November 2019

• Public Meeting #1
  Current Conditions & Community Vision
  November/December 2019
Stay Up-To-Date

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

Questions & Discussion
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