The City of Brooklyn Master Plan

Public Open House
Community Vision

December 12, 2019
Today’s Discussion

- About County Planning
- Planning Process
- Roles & Responsibilities
- Draft Community Vision
- 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
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
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
Planning Process
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 **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**: 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

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: Six Steps

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

Goals and actions to achieve the community’s desired future

Est. April 2020
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

Est. June 2020
The Brooklyn Master Plan: Six Steps

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

Combined and completed Master Plan document

Est. August 2020
Meetings To Date

• Project Team
  • 9/18/2018
  • 1/04/2019
  • 3/14/2019
  • 4/17/2019
  • 9/11/2019

• Steering Committee
  • 10/30/2018
  • 1/29/2019
  • 7/02/2019
  • 10/24/2019

• Focus Groups (by Thrive At Work)
  • July 1, 2019 – City Council
  • July 10, 2019 – PTA /Booster parents
  • July 11, 2019 – Business
  • July 15, 2019 – Students
  • July 17, 2019 – Young Professionals

• Chamber of Commerce
  • 4/11/2019

• Public Meeting
  • Open House, December 12, 2019
Process To Date

- **Community Survey** – Drafted 3/26/2019
- **Current Conditions** – Drafted 7/2/2019
- **Community Vision** – Drafted 11/25/2019
Draft Documents

http://www.countyplanning.us/projects/brooklyn-master-plan/
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 **local expertise** and on-the-ground knowledge
- Are **advocates for the plan** and its implementation
- **Review** documents **in-depth**
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
• Translates concerns and suggestions into plan documents
• Offers planning expertise and innovative ideas
• Consolidates various plans into a single, comprehensive document
CITY OF BROOKLYN, OHIO

Draft 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, Community Survey, NOISE responses, initial discussions, surveys, and Thrive At Work focus groups, were used to create a draft Community Vision.

- Overarching Vision Statement
- Unifying Themes for the Plan
- Key concepts to frame the development of actions
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.
Community Vision: Vision Statement

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

Through much of the initial phases of the Master Plan process, the idea of strengthening the identity of the community was a key issue. Many expressed the concern that the City is often confused with Old Brooklyn, a neighboring community in Cleveland. City boundaries are ill defined and the City lacks a true “center”. It was even pointed out that the City’s logo is out-dated, depicting agriculture and smokestacks. Actions that help define the City's identity, or further efforts to do so, are important for the City to stand out as a community within the Cleveland area.
Community Vision: Vision Themes

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 “Civic 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 GREENSPACES BY PROTECTING AND ENHANCING PARKS AND RECREATIONAL FACILITIES.

Access to parks, recreation classes, exercise and gym facilities, and other amenities are important for residents. Updating the City’s rec center, enhancing existing parks, and working with the schools on the future of Hurricane Alley were very important among the various stakeholder groups. With the City possessing the funds to address the rec center, it presents an excellent opportunity to address the recreational needs of residents for the future. The presence of the Metroparks, the opportunity with Hurricane Alley, and the Cuyahoga Greenways study present opportunities to collaborate locally and regionally.
Community Vision: Vision Themes

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.

Brooklyn has weathered the loss of American Greetings very well. Having moved past this hurdle, residents are now focusing on addressing the commercial developments in the City. Initial issues focus on storefront renovations of older centers. There was also a heavy focus on updating development and zoning standards to promote redevelopment and reuse of existing developments. This could include mixed-uses in appropriate locations. The business community was very focused on workforce recruitment and training. Businesses and residents alike supported developing strategies to reduce the impact of traffic, especially on Ridge Road.
Community Vision: Vision Themes

Key Concepts:

• Supporting Local Business
• Better utilization of existing commercial and industrial properties
• 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.

Services are at the core of any City. People live in Brooklyn for the safe, quiet neighborhoods and the quality of services the City provides. To continue to provide great services to the City, almost all were in agreement that an outdated City Hall, Police Station, and Recreational Center need to be replaced or updated. It is a great benefit that the City has funds to address these needs, so it should be a priority. The Cuyahoga County Library is also looking to update or replace their Brooklyn Branch. Replacing civic facilities presents great opportunities to update and improve services, but can be used to spur other public and private improvements in the City.
Community Vision: Vision Themes

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
• 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.

The overarching idea that came from the visioning process is that residents love Brooklyn and want it to remain a great place to live, and a place for residents of every age. Housing was a major issue identified in the process. Residents want to modernize existing homes so that they fit the needs for all stages of life. They want spaces for young professionals, families, and seniors. Seniors want to be able to stay in their homes as long as possible. Residents want to protect the neighborhoods while enhance connectivity to the region. Traffic solutions to promote flow and safety are a priority. As is cultivating an engaged, informed, and cooperative community.
Community Vision: Vision Themes

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
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.
- Each board shows a theme with Key Concepts.
- What Theme or Key Concepts are most important to you?
- Is something missing?
Community Vision: Feedback

We want you to go to the boards to respond to each Theme and answer these questions.
**EXCEPTIONAL SERVICES & FACILITIES**  
_BROOKLYN WILL BUILD MODERN, FUNCTIONAL FACILITIES WHILE PROVIDING EXCELLENT CITY SERVICES._

Are there any other Key Concepts that should be included?  

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Place a **GREEN** sticker if it is a top priority for you  

Place a **RED** sticker if you think it should be removed  

Place a **STICKY NOTE** if you have another idea or any questions.
Community Vision: Feedback

You can also go online and submit your feedback via our online survey at:

www.surveymonkey.com/r/brooklyncommunityvision
Next Steps
Next Steps: Upcoming Meetings

• Project Team Meeting #4 & #5
  Finalize Community Vision & Action Recommendations
  January & March 2020

• Steering Meeting #5
  Action Recommendations
  March/April 2020

• Public Meeting #2
  Action Recommendations
  April 2020
Stay Up-To-Date

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

Questions & Discussion
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