

City of Brunswick



Comprehensive Plan:
Designing Our Future



*City of Brunswick
Comprehensive Plan: Designing Our Future*

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PART 1 - IMPLEMENTATION





1.0 The Brunswick Comprehensive Plan

1.1 Introduction to the Plan

The City of Brunswick is located in the northeastern portion of the Medina County. It is surrounded by Brunswick Hills Township to the south and west, Hinckley Township to the east and the City of Strongsville, in Cuyahoga County, to the north. The area now known as the City of Brunswick was originally part of the Connecticut Western Reserve land grant from King James I of England to the Plymouth Company on November 3, 1630. In 1795 the Connecticut Land Company purchased over three million acres of land from the federal government and the land was surveyed and laid out in townships. Unrest among the area's Native American inhabitants and the War of 1812 forestalled the arrival of European settlers in the Township of Brunswick until 1815. Brunswick remained a primarily farming and agricultural community until the mid 1950's when it started to experience significant growth. One factor that contributed to Brunswick's growth was the establishment of Chevrolet and Ford plants in the area.

Brunswick was incorporated as a Village in January 1960 but by October of the same year Brunswick's form of government changed again and it was established as a City under the provisions of the Ohio Revised Code. The City of Brunswick functioned under a mayor-city council form of government from 1960 until January 1975 when changed to a city manager-city council structure. Brunswick's location, equidistant between the Cities of Cleveland and Akron, and within close proximity to major interstate highways, Cleveland Hopkins Airport and the Port of Greater Cleveland, has also contributed to the City's industrial and residential growth.

Over the years, community leaders have strived to accommodate a balance of residential, commercial and industrial activity within the City. Three industrial parks have been developed that provide approximately 440 acres for industrial uses within the City. The industrial parks are located close to I-71 and Center Road (SR 303). Within the City, Center Road has been reconstructed into a five-lane highway and is credited with helping to increase commercial and industrial development.

The intersection of Pearl Road and Route 303 was the historic town center. At one time two general stores, a post office, churches, a blacksmith and several other stores were located there and provided all the goods and services that farmers and their families needed. The area was also the site where important news was obtained and popular social events were held.



However, as the City grew into a suburban community, development patterns changed and the town center became obscured. In 1997 and 1999, the City purchased 143 acres about 1.5 miles east of the historic town center and is in the process of developing the Brunswick “Town Center” Project. Brunswick Lake will be the centerpiece of the development and the new “Town Center” will provide retail and residential opportunities, offices, and civic establishments.

1.2 How the Comprehensive Plan Will Be Implemented

All aspects of a community are tied together and are considered as goals, policies and actions are prepared for the City of Brunswick. The City’s Comprehensive Plan considers the potential impacts of all aspects of the community – as is evidenced in the detailed inventory included in this Plan. The future land use plan and goals, policies and actions in the Plan were prepared with the this inter-relationship as a key driving force

With the adoption of the Comprehensive Plan for the City of Brunswick, the elected officials are demonstrating their commitment to maintaining the quality of life that residents have come to expect. The Comprehensive Plan targets specific actions to maintain and improve the City of Brunswick. The City’s elected officials will use the plan as a guide for future decisions as the Plan outlines the resident’s vision for the future. All decisions, local laws and regulations will reflect the goals, policies and actions stated in the plan. This document will be used as the blueprint for implementing the specific recommendations in Brunswick.

The Comprehensive Plan will guide local appointed board members as they review development applications; this will ensure implementation continues on a consistent basis over the life of the Plan. The vision and actions outlined by the residents should always be the top priority as decisions are made on new proposed development to ensure they conform to the goals and policies outlined in this Plan.

City employees are also responsible for the implementation of the Plan. The goals and policies will be the “measuring stick” for employees as they advise and work with residents in Brunswick. Municipal employees can also use the plan when interpreting legislative mandates, making administrative decisions, enforcing development related codes and prioritizing work efforts.

Additionally, local residents and community groups in the City of Brunswick can use the plan to ensure that they are aware of the future direction desired by the residents. Residents may also use the plan as a reference when making residential relocation choices, evaluating the effectiveness of local government, lobbying for financial or legislative support and when choosing political representation.



2.0 Smart Growth Principles of the Comprehensive Plan

There is a growing concern among municipalities throughout North America that growth patterns are “out of control.” Commonly referred to as “sprawl,” this growth has led to numerous adverse economic, social and environmental impacts on communities. Sprawl is a pattern of scattered and poorly planned development that impacts both urban and rural areas. Some of the common impacts of “sprawl” include gridlock throughout the road network, increased pressures on open space, agricultural and environmentally sensitive areas and a disproportional use of land for urban population growth. “Smart Growth” is simply “a better way to grow.”¹ The one common, underlying theme of all “Smart Growth” efforts is enhancing the quality of life.

The Comprehensive Plan for the City of Brunswick documents the City’s characteristics and trends regarding population, land use, the environment, economic opportunities and community services. The Plan serves as a “blueprint” for the future and includes information needed to measure progress as future updates are completed. The Plan provides a vision and illustrates this vision to future residents and business opportunities. Funding agencies will also have a clear indication of the future efforts of the City as they secure state and federal funding.

The Plan includes a “future land use” plan that will be used to guide decisions in a way that the community agrees is the part of the City’s vision. The characteristics of the City – residential neighborhoods, parks and open spaces, destination commercial, good quality of life – will be maintained and protected when decisions are based on the Comprehensive Plan.

Smart Growth Principles in the Comprehensive Plan are a set of guidelines that form the basis, or assumptions, for the Plan in the City of Brunswick. These fundamental, key principles represent the themes that were voiced throughout the planning process and the input received from the public, special interest groups, elected/appointed officials and City staff. The method of realizing these Principles may vary and recommendations are provided in the Comprehensive Plan.

¹ www.smartgrowth.org.



The following Principles underlie many of the Plan’s recommendations:

- Principle 1 – The Residential Neighborhoods in Brunswick are One of the Greatest Assets
- Principle 2 – The “Town Center” Creates An Identity for Brunswick Residents
- Principle 3 – Offering a Clean Environment to Brunswick Residents is Important
- Principle 4 – Residents’ Involvement and Cooperation is Essential as Future Decisions are Made in the City
- Principle 5 – Cooperation and Coordination with Surrounding Communities and Agencies will Improve our City
- Principle 6 – Our Economy Offers Opportunities for Business Growth
- Principle 7 –Traffic in the City of Brunswick Must Be Managed

Principle 1 – The Residential Neighborhoods in Brunswick are One of the Greatest Assets

The residential neighborhoods in the City of Brunswick are often what attract people to the City. The sense of community that is felt in the neighborhood is important to existing residents and will continue to attract new people to the City. Residents throughout the City seem to agree that neighborhoods are essential to the quality of life they enjoy. Protecting these neighborhoods is important to the future of the City of Brunswick. Neighborhoods in Brunswick are often characterized by common open spaces, parks or schools that draw residents together and these aspects should be strengthened as the Plan is implemented. Providing trails is also important to provide safe and convenient alternatives to the increasingly crowded roadways. To summarize:

- Maintain Residential Neighborhoods
- Maintain Existing Open Spaces within Neighborhoods
- Link Neighborhoods with Trails and Sidewalks
- Promote Neighborhood Activities



Principle 2 – The “Town Center” Creates An Identity for Brunswick Residents

Over the years, residents of the City of Brunswick have enjoyed safe neighborhoods, high quality education, access to shopping areas, but no central feature was available to draw residents together. The development of a “Town Center” has the potential to create an identity for the City. Asked, “where is Brunswick”, the “Town Center” will provide a location Brunswick residents can identify with and gather around. This sense of community is something that many residents believe is missing from the City and something they believe should be pursued. A summary of ways to improve the identity in Brunswick includes:

- Promote Further Development in the “Town Center”
- Program activities in and around Brunswick Lake
- Promote Mixed-uses in the “Town Center” that appeal to a Variety of Users
- Ensure Quality Development that offers a Pedestrian Scale

Principle 3 – Offering a Clean Environment to Brunswick Residents is Important

The traffic in the City of Brunswick is an issue as the one exit off I-71 puts traffic on Center Road. Noise and air pollution are potential issues as traffic continues to increase in Brunswick from this exit and from people commuting throughout the region. The City of Brunswick also faces issues with storm and sanitary sewer as new development continues and impervious surfaces increase. The protection of open space, wetlands, ground water, wildlife habitats and other environmental features in the City are important as the Comprehensive Plan is implemented to ensure the clean, safe environment that residents enjoy is protected. A summary of points that make up this Principle include:

- Ensure impacts of Noise and Air Pollution Are Considered as improvements occur
- Protect natural resources in the City including, but not limited to, open space, wetlands, ground water and wildlife habitats
- Continue to Plant Trees along Major Corridors and within Neighborhoods



Principle 4 – Residents’ Involvement and Cooperation is Essential as Future Decisions are Made in the City

The high response rate to the Community Survey serves to confirm that residents in Brunswick are interested in being involved when decisions are made that will impact their lives. But more needs to be done to encourage residents to be a part of the decision making process in the City. The public access television is an important step that has been taken. Residents care very deeply about decisions that could potentially impact their ability to enjoy the lifestyle they envisioned when they chose to make Brunswick their home. The Principle of involving the public is important as the City moves forward with any plans. City officials should consider:

- Ways to Improve Communication with Residents
- Alternative/innovative opportunities for Resident Involvement
- Encourage Neighborhood Level Involvement through the development of Block Clubs

Principle 5 – Working with Surrounding Communities and Agencies will Improve our City

The City of Brunswick recognizes the importance of working with the Townships of Brunswick Hills and Hinckley and the City of Strongsville. Because the City does not sit in isolation, decisions made in the City impact surrounding communities and vice versa. The City recognizes the need to work cooperatively with the surrounding communities to coordinate decisions for the good of the entire region. The City also understands the importance of coordinating with the County, State and Federal agencies to improve the quality of life for residents. Summarizing these points:

- Improve Communications among Communities in the Region
- Coordinate and Cooperate with Surrounding Communities
- Work with County, State and Federal agencies to Improve the Quality of Life for Residents



Principle 6 – Our Economy Offers Opportunities for Business Growth

There are limited industrial expansion opportunities within the City of Brunswick boundaries, but the industrial base is important to the future. A regional approach to industrial growth is essential for the City to maintain a healthy economy that attracts residents. Residents are also interested in having high quality commercial development to meet their shopping needs; this offers entrepreneurial opportunities for those in Brunswick. The need to create opportunities for infill commercial development and redevelopment of vacant commercial buildings would also promote and spark future economic growth in the City. By increasing commercial and light industrial development, employment opportunities would increase for all residents and is an important Principle to guide future decisions in the City. Summarizing these points:

- Ensure a Business Friendly Environment for Existing and Future Enterprises
- Promote Regional Industrial Development
- Promote High-end Commercial Development
- Encourage Small Businesses within Brunswick
- Redevelop Vacant Commercial Areas to Attract New Business

Principle 7 –Traffic in the City of Brunswick Must Be Managed

The movement of traffic in the City of Brunswick is an issue as the one exit off I-71 puts traffic on Center Road where most commercial businesses are located. Combined with the numerous curb cuts along this corridor, traffic is often backed up. Pearl Road, the major north south corridor in the City, also experiences high volumes of traffic from local commuters. The City, through the implementation of recommendations from the recently completed Center and Pearl Road Corridor study, is addressing this issue and must continue to do so. A summary includes:

- Implement Appropriate Recommendations from Corridor Study
- Determine Traffic Management Techniques that should be Implemented
- Promote Alternative Forms of Transportation
- Provide Trails as An Alternative to Increasingly crowded roadways





3.0 Future Land Use Plan

3.1 Regional Context

By examining how the City fits within the entire region, Brunswick will gain a better understanding of how future growth in and around the City could impact the overall quality of life for residents. The Comprehensive Plan was prepared to ensure that the existing and proposed development patterns within the City are compatible with the existing and proposed development plans of the contiguous municipalities. The Brunswick Hills Township islands within the City are also a consideration for future development impacts on the City and have to be examined.

The Regional Context map illustrates the City of Brunswick's position in the overall Cleveland Metropolitan Area. Regionally, the City lies on the fringe of suburban development for the City of Cleveland. Brunswick is located halfway between Cleveland and Akron. With access to I-71, the City is in an ideal position for distribution operations serving the two larger cities, as well as the Northeast Ohio and beyond.

In looking at development surrounding the City, much of the land in Hinckley (to the east) has the potential for industrial development and currently is interspersed with low density residential. Brunswick Hills Township (to the south and west) is generally rural, open space interspersed with low density residential. In Strongsville to the north of Brunswick, the primary land uses are pockets of commercial, particularly along Pearl Road and Boston Road, interspersed with residential.

The City of Brunswick is generally a single-family residential community; single-family residential neighborhoods should be protected in the City while improving the aesthetics and market opportunities along the commercial corridors. The vast park and open space system is an important asset that should continue to be expanded within the City limits. This includes both the City-owned parks and the parks/open spaces that are currently under the jurisdiction of the various Homeowners Associations.

Commercial development in Brunswick is generally located along Pearl Road and Center Road. Center Road, at the intersection of Interstate 71, is a regional commercial area that accommodates travelers and should include large-scale, service oriented commercial development (hotels, restaurants, gas stations).



Figure 1-1 Regional Context Map
City of Brunswick





3.2 Potential Land Use Needs

Land use in a community will help determine the overall character and quality of life for residents. The vision of a community is often dictated by the land uses and their relationship among each other. A “balance” of residential, commercial and industrial uses, combined with essential services and green space, helps to create an attractive community; more important, the community can ensure that they are able to support the new development in terms of infrastructure and other service costs.

This section reviews land use projections and the future land use for the City of Brunswick. Land uses considered include residential, commercial, industrial and parkland. In general, the percentages of various land uses in the City include:

Table 1-1 Existing Land Use - 2000
City of Brunswick

Land Use	Acres	Percent
Residential LD*	3,982	56.9
Residential HD	299	4.3
Commercial	345	4.9
Light Industrial	332	4.7
Community/Public Service	483	6.9
Park / Open Space	557	8.0
Vacant	856	12.2
“Town Center”	144	2.1
TOTAL	6,998	100.0

* Includes Single-Unit Dwellings
Source: peter j. smith & company, inc.

3.2.1 Residential

The Population Chapter of this Plan illustrates that by the year 2030, the City’s population will increase to approximately 46,000 residents. The number of households is projected to increase to 16,640 households with an average household size of 2.74.

Based on much of the public input, residents would like to see additional opportunities for higher density housing that could include apartments, garden apartments and/or townhouses for seniors, empty nesters and young adults. In Medina County, the renter-occupied rate is approximately 19%. This is comparable to the rate in Brunswick, but lower than the Cities of Medina, Wadsworth and Cleveland.



Additional housing is being developed as part of the “Town Center”. Special needs users, such as the elderly or disabled, should be targeted for additional housing. The density of housing, both in terms of number of units and heights, would be greater in the area surrounding the “Town Center”. Lowest density housing should be protected in the existing neighborhoods in the City of Brunswick.

3.2.2 Commercial

Throughout the United States, changes in land use patterns over the past decade have had a great impact on the percentage of land designated for commercial use within a municipality. While the number of commercial establishments often does not increase considerably, the amount of land designated to commercial uses increases. This is due, in part, to the “big box” phenomenon, the large, expansive parking lots in many retail complexes and strip development that lines major corridors; these factors seem to inflate the acreage required for commercial uses.

Establishing specific criteria for how much land should be designated for commercial use in a community will vary considerably. Factors such as the community’s character (urban vs. suburban vs. rural), the regional land uses surrounding a community, agricultural protection issues or the extent of the transportation network will greatly dictate how much commercial land use is needed in a community.

In 1992, the Planning Advisory Service (PAS) prepared an analysis of updated land use ratio information for communities. According to this information, approximately 10% of all land in an urban or suburban community could be designated for commercial uses. This percentage has risen from 2% in 1955 to 7% in 1983 to 10% in 1992 because of the changes in commercial land use development².

² www.stow.oh.us/demographics_and_land_use.htm



According to the land use analysis, approximately 5% of land in the City of Brunswick is currently used for commercial uses; this is a total of 345 acres. The 10% standard would indicate that approximately 700 acres be dedicated for commercial use. This is probably excessive for the City and would negatively impact the rural, open character and quality of life. A 5% goal seems more appropriate for the City because in looking at the regional context, there are several destination commercial areas in Strongsville and Medina. In addition, the City is trying to implement “smart growth” principles that would minimize the commercial sprawl effect and promote commercial development with shared parking, access and more green space.

Large-scale mixed-use development should be limited to the “Town Center” and Gateway Area of the City. This would include nodal development that accommodates commercial, light industrial, residential and open space uses. Smaller nodes of commercial could be accommodated in strategic locations throughout the City. New commercial development must be an asset and improvement to the overall quality of life for residents in the community and negative impacts must be minimized.

3.2.3 Industrial

The American Planning Association and the Planning Advisory Service have also provided information on industrial land use percentages. These guidelines are based on various communities throughout the country to create a balance of uses. Generally, 7% of a community is used for industrial uses in a community³. This would indicate that in Brunswick, approximately 490 acres should be dedicated for industrial uses. Currently, 280 acres are designated for industrial uses; this indicates a shortage of land in this classification. Because of the limited space for industrial expansion in the City of Brunswick, the City must look on a regional basis for industrial growth opportunities. If possible, the City should encourage this industrial development within the Brunswick School District to provide tax benefits to the School.

Future industrial development should be accommodated in the City and region in the area concentrated along W. 130th Street. This would include light industrial opportunities with the design of these industrial areas strictly controlled to ensure that any development enhances the character of Brunswick.

³ Ibid.



3.2.4 Parks

To determine the adequacy of the City’s recreation system, an inventory of existing parks and recreation facilities in Brunswick was prepared. The inventory included facilities that are owned, leased, maintained or programmed by the City and Homeowners Associations. A variety of standards have been developed by professional and trade associations that are used throughout the country. Over time, the figure of 10 acres per 1,000 people came to be the commonly accepted standard used by a majority of communities.⁴ This figure has been adopted as part of the City’s Subdivision Regulations, which includes the 10acres/1000 people standard.

Based on these standards, the City of Brunswick should have approximately 460 acres of parkland for its projected 2030 residents. Currently, there are 520 acres of parkland in the City of Brunswick. This would include neighborhood parks, community parks and homeowner association facilities. Overall, it appears that the City has adequate parkland and that linking them through a comprehensive trail system would be desirable.

3.3 Future Land Use Plan

The future land use plan for the City of Brunswick focuses on protecting the residential neighborhoods and “Town Center” development currently underway. Medium density housing continues to be focused in and around the “Town Center” to provide access to needed services.

Redevelopment of Center Road and Pearl Road into mixed-use neighborhoods, that allows for market flexibility, is essential to promote diverse commercial uses (office, retail, restaurants) and residential uses to locate in appropriate locations and improve the visual character of the two corridors.

Single-family Residential

The residential neighborhoods are the most important characteristic of the City of Brunswick and the aspect of the community that all residents love and want to protect. All of the existing neighborhoods are protected in the future land use plan to ensure this important asset of the City is not jeopardized. The vast majority of the City is classified as single-family residential to accomplish this goal.

⁴ www.prm.nau.edu/prm423/recreation_standards.htm



Medium Density Residential

These areas would include single-family attached housing, garden apartments and multi-family housing to accommodate a variety of users. This could include seniors, empty-nesters or the disabled. These areas are located in and around the “Town Center” and other mixed-use nodes to provide easy access to services and minimize the number of vehicle trips along Center Road. Housing for all income levels, that includes smaller units, smaller yards and/or rental units, would also be included in this category to provide opportunities for those currently unable to move in to Brunswick the chance to find appropriate housing. This would provide a concentration of people that would live near the “Town Center” and would access the services within this area.

Mixed-use

Mixed-use is designated along both Pearl Road and the western portion of Center Road in the City. These areas are currently commercial corridors, but by providing for mixed-uses, market forces would drive the development. The City should eliminate the 350 foot limit for commercial development and strive to create mixed-use developments along these corridors. Development should be controlled using strict design standards – to ensure the public realm is attractive and safe – but the uses could include retail, restaurant, residential or other uses as market forces change. Public enhancements, such as sidewalks, street trees, varied paving patterns at crossings, should continue to be developed along these two corridors to improve their appearance. The mixed-use corridors should be linked with the “Town Center” and the community-based areas through a comprehensive green system that includes a comprehensive pedestrian circulation system (both sidewalks and trails).

Neighborhood Mixed-Use

Like the mixed-use along Pearl Road and Center Road, the neighborhood mixed-use areas would provide for nodal commercial/mixed-use development at key intersections; the primary objective is to reduce the number of vehicles on Pearl Road and Center Road that are traveling for everyday needs (convenience items). These small nodes, located at Grafton Road/Carpenter Road and Boston Road/W. 130th Street, which is existing, would provide small areas where mixed-uses would be allowed.



“City Center”/Civic Areas

The “Town Center” project is currently being developed and the future land use plan expands this concept in to a “City Center” that would encompass both sides of Center Road. Regional or destination type commercial would be located in this area, which is proximate to the interchange for I-71. The “City Center” would include the library, community center, school and a proposed new location for the post office in one of the vacant buildings in the K-Mart plaza; this creates two Civic Areas, or anchors, for the development on the north side of Center Road. A large gathering space for Citywide events would also help create an identity for the City of Brunswick.

Industrial Park

The industrial area designated in the City of Brunswick would include the existing industrial parks. There is limited land for future industrial expansion within the City limits, although approximately 81 acres are available for development. The City must look at industrial development on a regional basis and work with surrounding communities in locating and attracting future industrial development. Ideally, areas that benefit the Brunswick School District should be targeted.

Gateways

The gateway areas of the City of Brunswick include the interchange with I-71, the intersection of Boston Road/Pearl Road and the intersection of Pearl Road with the Township boundary. These areas are the gateways in to the City and should make a bold and announcing statement welcoming visitors and residents to the City of Brunswick. Signage and landscaping should be added to the gateway areas to create an inviting and attractive entry in to the City. The gateways should not allow for strip development, but rather should promote nodal commercial development that enhances the City of Brunswick.

Figure 1-2 Future Land Use Plan
City of Brunswick





4.0 Goals, Policies and Actions

The process of preparing the Comprehensive Plan for the City of Brunswick included a vision session with the Committee, regular Committee meetings, a random community survey, focus group sessions and several interactive public forums. The information collected through the process was used to develop the goals, policies and actions included in this Plan.

The following goals address the various aspects of the City of Brunswick and will guide future decision making for the City to ensure that the residents are able to maintain the high quality of life they have come to enjoy.

Below each goal are policy statements, which further define the goal. The policies will help the City implement the vision that has been articulated through the various input methods.

Finally, the policies are accompanied by actions that identify specific ways the residents and City can achieve the stated goal. The actions include information on responsibilities, estimated costs and time frames. The costs and time frame should be a guide and additional information may be required before implementation. Implementation of the plan will ensure the desired character and quality of life expressed by residents through the planning process is the end result of the Plan.



4.1 Population

GOAL 1 - *To develop a unique identity for the City of Brunswick*

Policy 1 Promote coordination of improvements between the City, Township, County, State, Federal and other agencies

Action 1 - Adopt The Comprehensive Plan

The City Council should adopt this Comprehensive Plan, which incorporates many of the ideas and concepts that have been obtained from residents. The Plan has been prepared with input opportunities for all residents and businesses to ensure that all concerns could be identified and addressed in its development. The Plan is the culmination of an on-going planning process that includes a clear direction and vision for the City of Brunswick.

Oversight of the implementation of the Plan is essential and the City should maintain the Comprehensive Plan Committee in this capacity. The Committee could spearhead, monitor and report on the activity of implementation. Reports would be submitted and presented to the City Council on a quarterly basis. This Committee could also spearhead future updates of the plan. As a legal basis for any land use regulation changes, the Comprehensive Plan should be revisited every three to five years to ensure the direction and vision is updated to meet changing conditions.

Responsibility: City Council
Comprehensive Plan Committee

Cost: N/A

Time Frame: Immediate – Adopt
3-5 Years – Update



Action 2 - Actively Participate in Regional Efforts

Because the City of Brunswick does not sit in isolation, the City should participate in regional efforts to promote the region’s unique resources in conjunction with Medina County, Brunswick Hills Township, other surrounding communities and regional groups such as NOACA. Marketing efforts could be completed to promote economic opportunities that includes regionally based industrial development or unique tourism opportunities within the “Town Center”.

Responsibility: City Council
Department of Community Development
Department of Economic Development
Planning Board
Surrounding Communities
Medina County Planning

Cost: N/A

Time Frame: On-Going



Action 3 - Strengthen Ties with Brunswick Hills Township

City officials should continue to work with officials from surrounding communities, especially Brunswick Hills Township to determine potentials for an economic development strategy that could build on the physical relationship of the two communities. The Township islands could have a detrimental impact on the City if the quality of development is not controlled in an appropriate manner. The City and Township must work together to ensure that development of the “islands” does not negatively impact the quality of life for City residents. Both government agencies have a responsibility to outline and determine ways they can cooperate in creating a better quality of life for both City and Township residents. Each Board could include a member from the other community at their meetings to improve communication and begin better cooperation in decision-making.

Responsibility: City Council
City Manager
Brunswick Hills Township

Cost: N/A

Time Frame: On-Going



Action 4 - Retain a Grant Writer to Seek Funding for Programs and Facilities Recommended in the Comprehensive Plan

Many of the recommendations in the Comprehensive Plan could be eligible for funding once the Plan is adopted. The City should retain a professional grant writer to seek and submit applications for various projects outlined in this Plan. Funding could be sought for open space/trail improvements, higher density housing development – especially for seniors and the disabled, developing physical plans or other planning efforts outlined in the Plan.

Responsibility: City Council
Grant Writer

Cost: Varies by Grant Being Sought

Time Frame: Immediate



Policy 2 Continue with the establishment of the “Town Center” that results in an improved image for the City of Brunswick

Action 5 - Develop an expanded “City Center” Master Plan for the City

The City has completed a comprehensive master plan for the “Town Center”; the development continues and the “Town Center” is becoming a reality. The City should expand the “Town Center” to the north side of Center Road to include the library, community center and school. The vacant commercial lands should be included in the “City Center” and the City should negotiate with the post office to relocate to this area and determine the need for an additional facility. This would provide the needed anchor for development on the north side and relieve many of the traffic issues at the existing site further down Center Road. In the long-term, City Hall should be moved to this location and a reuse plan developed for the existing building.

Responsibility: City Council
Department of Economic Development
US Postal Service

Cost: \$100,000 “City Center” Master Plan
Varies – Relocation of Post Office and New City Hall

Time Frame: Immediate



Action 6 - Develop Streetscape Plan

In order to create a sense of arrival and a “sense of place” in the City of Brunswick, the City should work with a design team to prepare a Streetscape Improvement Plan for the Center Road from the I-71 interchange to the “City Center”. Detailed working plans that include bicycle lanes, sidewalk improvements, a specialty paving pattern, landscaping, the addition of street amenities such as benches, lighting fixtures and trash cans, as well as banners, would help to highlight the this corridor as a destination in the City of Brunswick. This would build upon the existing Corridor Plan recently completed for the City.

Responsibility: City Council
Department of Community Development

Cost: \$50,000-\$60,000

Time Frame: 3-5 Years



Policy 3 Continue to recognize the role of Brunswick in the Cleveland-Akron metropolitan area

Action 7 - Develop a Coordinated Plan for Pearl Road

Pearl Road is an important north-south corridor that links Brunswick to the City of Medina and Strongsville. Many commuters use this route on a daily basis. The City should work with Medina and Strongsville to develop a coordinated plan for future development along Pearl Road. A coordinated planning effort will help ensure that the quality of development is maintained and that public improvements are made along the entire corridor (bicycle lanes, sidewalks, landscaping, street furniture). This would include developing a master plan for the entire corridor and updating the zoning codes to reflect the findings of the master plan.

Responsibility: City Council
City Manager
Department of Community Development
Brunswick Hills Township
Medina Township
City of Medina
City of Strongsville

Cost: \$25,000 for Brunswick's portion of Inter-municipal study examining corridor

Time Frame: 1-3 Years



Action 8 - Continue to Coordinate with ODOT

The City of Brunswick should continue to coordinate planning efforts with the Ohio Department of Transportation on future improvements to roads under their jurisdiction, especially along Center Road, Pearl Road and the I-71, with the potential for an additional interchange near Boston Road. A gateway should be developed at the I-71 and Center Road interchange to welcome people to Brunswick; this effort should be coordinated with ODOT.

Responsibility: City Council
City Manager
Department of Community Development
ODOT

Cost: N/A

Time Frame: On-Going



Policy 4 Ensure that decision-making promotes the public health and safety of City residents

Action 9 - Maintain Role as an Attractive Residential Community

The City of Brunswick is primarily a residential community that identifies itself with its neighborhoods. This provides high quality housing and a wonderful quality of life. Commercial uses and higher-density housing could be accommodated in the “City Center” proposed in the Future Land Use Plan and along the major commercial corridors. The remainder of Brunswick would be designated for residential land use. As such, the City will continue its role as a residential community for the region. Land use regulations and codes should reflect this role that is desired by residents and local officials. The residential districts in the zoning code should preserve the existing residential neighborhoods. This would be assessed as part of the overall zoning code revisions as recommended in this Plan.

Responsibility: City Council
Department of Community Development

Cost: N/A – Part of Updating Zoning Ordinance

Time Frame: On-Going



Policy 5 Provide access to necessary services for all residents in the City of Brunswick

Action 10 - Consider Implementing Impact Fees

The build-out examines and illustrates that there could be significant costs associated with both residential and commercial growth in the City of Brunswick. The City should consider implementing impact fees to offset the impacts of increased traffic, increased school enrollment, increased cost for stormwater management, etc. The City should examine the specific impacts associated with each proposed development to determine the costs and impact fees.

Responsibility: City Council
Department of Community Development Department
of Economic Development
Developers

Cost: N/A

Time Frame: On-Going

Action 11 - Ensure Brunswick is Open to All residents

The City should promote development that is accessible for all residents regardless of age, disability or income levels; this would include housing and commercial development that is fully accessible for these special user groups.

Responsibility: City Council
All Residents

Cost: N/A

Time Frame: On-Going



Policy 6 Encourage resident involvement in City decision making

Action 12 - Continue to Inform all Residents

The City has done a tremendous job of distributing newsletters and informing residents of upcoming meetings/events. Using a variety of multi-media opportunities, the City should work to ensure that residents are informed of meetings and events in Brunswick. This could include mailings for meetings (which could be done electronically) and events or postings on the website to advertise information that could impact the overall quality of the community. These activities could supplement the list-serve (Action 13) that is recommended and would serve those without computer access.

Responsibility: City Council
City Manager
Department of Community Development
Residents

Cost: Varies for each Mailing

Time Frame: On-Going



Action 13 - Improve Public Involvement

The residents in the City clearly care about their future as is evidenced through the public input process completed as part of this Plan. The City has a comprehensive website where they try to keep residents up-to-date on various projects and initiatives that are being undertaken; the City should consider developing a list serve to inform residents of upcoming meetings and events in the City.

Responsibility: City Council
City Manager
City Webmaster
Residents

Cost: \$4,000-5,000 To Create List-Serve
Continued Support Once Developed

Time Frame: Immediate - Develop List-Serve
On Going - Support



4.2 Housing

GOAL 2 - *To maintain the high quality of life that City of Brunswick residents have come to know and expect while meeting the needs of future residents*

Policy 7 Promote neighborhood excellence and resident involvement in Brunswick

Action 14 - Provide Zoning Incentives for Higher-end Housing Development

The City should provide incentives to ensure future high-quality housing developments occur in the City of Brunswick. The City should entice new people to live in Brunswick by providing opportunities for higher-end housing that would allow people to buy larger houses as families expand, have larger lots or purchase houses with more amenities that are desired by this portion of the market.

Responsibility: City Council
Department of Community Development
Planning Board

Cost: N/A - Part of Updating Land Use Regulation

Time Frame: On-Going



Action 15 - Maintain Existing Housing Stock

The housing stock in the City is relatively new – over 65% of homes were built after 1970. Nevertheless, in order to maintain a high quality housing stock, mechanisms to encourage proper maintenance of existing homes should be considered. These mechanisms may include implementing and actively enforcing nuisance laws as they pertain to the visual character of individual properties. “Point of Sale Inspections” is another option widely used in Ohio to preserve the quality of housing.

Responsibility: City Council
Planning Board
Code Enforcement

Cost: N/A

Time Frame: On-Going

Policy 8 Encourage diversity in housing types and densities

Action 16 - Continue to Permit the Development of a Variety of Housing Types in and around the expanded “City Center”

The City of Brunswick should continue to permit the development of a variety of housing types. This could include both rental and ownership (single-family homes or townhouses) opportunities in the “City Center” area along Center Road. By diversifying housing types, recent graduates, seniors and “empty nesters” would have the opportunity to live in Brunswick when smaller homes or lower maintenance homes are desired. The City should designate areas for this type of housing in the “City Center” area and housing developers should be encouraged to provide a variety of housing types.

Responsibility: City Council
City Manager
Department of Community Development

Cost: N/A

Time Frame: On-Going



Action 17 - Develop Design Guidelines and Standards for Residential Development

The City should utilize and integrate design guidelines and standards into their zoning requirements to address issues of residential building design, siting, massing, vehicular ingress and egress, pedestrian movement, densities, landscaping and parking. These regulations would help maintain the residential character of the community.

Responsibility: City Council
 Department of Community Development

Cost: \$35,000-\$40,000

Time Frame: Immediate

Policy 9 Ensure that affordable housing that provides universal access is available in the City of Brunswick

Action 18 - Promote the Development of Housing for All Income Levels

The City should allow for both rental and ownership units that are fully accessible for new residents whom might have the opportunity to live in Brunswick only if these types of accessible and lower maintenance homes are built. These areas would be close to the “City Center” as outlined in the future land use plan.

Responsibility: City Council

Cost: N/A

Time Frame: Immediate



Policy 10 Improve the linkages among neighborhoods in the City of Brunswick

Action 19 - Develop a Comprehensive Sidewalk Installation Plan

The City should develop a comprehensive sidewalk installation plan that would link all neighborhoods in the City. Currently, there are several “sidewalk districts” that provide this amenity. The City should include the remainder of the City in a district and build sidewalks in all neighborhoods; there are approximately 32 miles of road where sidewalks should be installed. All neighborhoods in the City should be serviced with sidewalks to ensure pedestrian safety and link neighborhoods.

Responsibility: City Council
City Manager
Department of Community Development

Cost: \$2.0 million for remainder of City (\$13.00/linear foot for 5 foot sidewalk) – Sidewalk on One Side

Time Frame: 5-10 Years



4.3 Land Use

GOAL 3 - *To allow growth and development in a way that protects the City’s amenities and promotes sustainable development*

Policy 11 Coordinate land use decision making with Brunswick Hills Township

Action 20 - Annex Township Islands

The City of Brunswick and Brunswick Hills Township should allow for the annexation of the Township Islands within the City boundaries. These islands cause disjointed development in the City. Negotiations should begin immediately on this. These islands are located in an area that is urban in nature and rural, uncontrolled development is inappropriate in these areas. The Township has been unable to establish appropriate land use regulations to control the development of the islands and the City would be able to exert more control. This is important to the future of the City, in protecting their character and the development within their boundaries.

Responsibility: City Council
City Manager
Brunswick Hills Township

Cost: N/A

Time Frame: Immediate



Policy 12 Ensure future development conforms to the Future Land Use Plan and incorporates potential build-out findings

Action 21 - Update Land Use Regulations

The City of Brunswick should update their Land Use regulations to reflect the findings of this Comprehensive Plan to ensure that all elements work together and there are no contradictions. The zoning should reflect the recommendations of the future land use plan and the designations outlined in that portion of the Plan. Issues to consider in the regulations include, but are not limited to: design based zoning along Center Road and Pearl Road, an expanded “City Center”, higher density housing near the expanded “City Center”, mixed-use nodes at Grafton/Carpenter and Boston/W. 130th Street. A gateway should be developed off of the I-71 to access a new “City Center” that would be located on both sides of Center Road. The City should also make a commitment to re-examine its land use regulations each time the Comprehensive Plan is updated in the future.

Responsibility: City Council
City Manager
Department of Community Development
Planning Board
Zoning Board

Cost: Zoning - \$75,000 - \$80,000
Design Standards (Center and Pearl) - \$60,000-\$80,000

Time Frame: Immediate



Policy 13 Maintain land use regulations that implement the City’s vision and minimize land use conflicts

Action 22 - Develop Gateways at Primary Entry Points

Detailed plans and implementation of Gateways should be completed in Brunswick; this, too, would build on the existing Corridor Plan. The City should develop gateways into Brunswick at the following locations:

- o I-71 and Center Road – Primary Gateway
- o Boston Road and Pearl Road – Secondary Gateway
- o Pearl Road and southern City Boundary – Secondary Gateway

These gateways should include attractive signage, landscaping, specialty paving patterns and banners that welcome people into the City and reflect the local character and “flavor” of the community.

Responsibility: City Council

Cost: Primary - \$30,000 (Design and Build)
Secondary - \$15,000-\$20,000 each (Design and Build)

Time Frame: 3-5 Years



Policy 14 Promote nodes of mixed-use development to service residential areas within the City

Action 23 - Develop Specific Area Plans for Neighborhood Commercial Nodes

Most people in the City of Brunswick utilize the services and businesses along Center Road and Pearl Road. This translates into many vehicular trips on the City’s roads and adds congestion to this retail area. The City should consider developing neighborhood commercial nodes that promote mixed-uses at primary intersections and in strategic locations in Brunswick. These nodes should be zoned as design-based areas rather than strict uses as in traditional zoning ordinances; this would allow the market to drive the uses in these areas. The City should consider developing specific area plans for each of these nodes that outline possible building and site design, coordinated circulation patterns and pedestrian linkages. Design guidelines should be developed as part of these specific area plans for the commercial nodes.

Responsibility: City Council
City Manager
Department of Community Development

Cost: \$15,000 – 25,000 per Commercial Node

Time Frame: 1-3 Years



Action 24 - Promote Development In Neighborhood Commercial Nodes

The City of Brunswick should develop two mixed-use nodes at Grafton/Carpenter and Boston/W. 130th Street to allow for neighborhood services. These areas could provide the needed services to neighborhoods and alleviate some traffic from the two main commercial corridors.

Responsibility: City Council
Planning Board

Cost: N/A – Part of Updating Land Use Regulation

Time Frame: Immediate



4.4 Parks and Recreation

GOAL 4 - *To provide a unique park, recreation and open space system for all residents in the City of Brunswick*

Policy 15 Develop a system of open spaces in the City of Brunswick and the Region that includes a network of parks and trails

Action 25 - Develop a Comprehensive Open Space and Trail System

The City should begin developing a detailed Open Space and Trail Master Plan that illustrates exact locations of existing trails and linkages for new trails and sidewalks. In developing the trail system, Brunswick should focus on creating a matrix of major trails. The focus should be to loop and link all trails. The Trail Master Plan would illustrate different cross-sections for trails (on-road separated from vehicles, on-road at shoulder, off-road) that include materials, widths and other amenities to be located along the trail. The Trail Master Plan should identify easements that should be sought and the location of trails on undeveloped land where new housing development may occur. The City should also work with surrounding communities to link with appropriate amenities.

Responsibility: City Council
Department of Parks and Recreation
Surrounding Communities

Cost: \$30,000 – 40,000

Time Frame: 1-3 years



Policy 16 Promote the “Town Center” for City-wide events and activities

Action 26 - Encourage “Town Center” to Include a Weekly Farmer’s Market

The “Town Center,” or expanded “City Center,” provides an excellent opportunity to provide gathering opportunities for residents in Brunswick. An activity that should be considered is the development of a farmer’s market. Regionally grown and produced goods could be promoted at the farmer’s market to bring people to the Center and encourage purchasing local goods.

Responsibility: City Manager
Department of Economic Development
“Town Center”/“City Center” Developer

Cost: N/A

Time Frame: Immediate



Policy 17 Ensure the diverse needs of all City residents are met through offering appropriate programs

Action 27 - Continue to Ensure Services for Growing Population Meet Specific Needs of Residents

The City of Brunswick should continually monitor the demographic make-up of the population to ensure that any special needs are being met. The 2000 census information shows that the under 18-year old age group made up 27% of the population and the 35-49 year olds were 25%. This would indicate that families with small children are living in the community. As such, there may be a greater need for day-care programs, park facilities, additional summer recreational programs and after school programs for children. Sport or small group programs may be needed for the parents of these children. The City Council will have to be sensitive to the changing needs of the residents and the requests for these types of additional services and programs.

Responsibility: City Council
City Manager
Department of Parks and Recreation

Cost: N/A

Time Frame: On-Going



Policy 18 Provide additional recreational facilities for City residents as needed

Action 28 - Require Recreation Fee and Facilities for New Housing Development

The City should ensure that new subdivision developments pay a recreation fee or provide appropriate recreational facilities; in addition, playgrounds and pocket parks are required as part of the subdivision approval. Current policies have allowed the City to ensure that park needs are being met for all new residents while not overburdening the existing park system. The City should continue to implement this policy for all new subdivisions. The pocket parks should be linked to the overall trail system developed for the City.

Responsibility: City Council
Department of Community Development
Department of Parks and Recreation

Cost: N/A

Time Frame: On-Going

Action 29 - Develop a Sensory Garden as Part of Park System

The City should consider developing a sensory garden as part of the “Town Center” development that would be accessible to all users. The sensory garden would provide plants and other items which stimulate all of the senses: sight, sound, touch, smell and taste. The garden could be used by both children and adults and would act as an attraction to the “Town Center.”

Responsibility: City Council
“Town Center”/”City Center” Developer

Cost: \$300,000-\$500,000

Time Frame: 5-10 Years



4.5 Natural Resources

GOAL 5 - *To allow growth and development in a way that protects community assets and promotes sustainable development*

Policy 19 Promote access to the natural assets in the City in a responsible manner that will not be detrimental to the resource or its ecosystem

Action 30 - Protect Natural Environment as New Development Occurs

There are natural resources within the City where development should continue to be restricted; this would include wetlands, open spaces, floodplains, and other environmentally sensitive areas. These areas should be avoided to the greatest extent possible as new growth occurs.

Responsibility: City Council
Planning Board

Cost: N/A

Time Frame: On-Going

Policy 20 Recognize that open space is an important non-renewable resource and protect this limited resource

Action 31 - Consider Alternatives for Land Conservation

The City of Brunswick should consider alternatives for land conservation to protect limited open spaces in the community. There is the potential for land-banking significant parcels or obtaining conservation easements throughout the community to help maintain its open character. As the Open Space and Trail System plan is developed, key parcels should be identified for future protection and then a mechanism determined for potential third-party assistance in acquisition of the land conservation areas.

Responsibility: City Council

Cost: N/A

Time Frame: On-Going



Action 32 - Develop Tree Planting Plan

The City should prepare a Tree Planting to ensure that new trees are continually planted to help maintain the “tree city” identity that residents believe is important. This Plan would require that trees be planted in new developments and along all streets to create this identity. A potential species list should be developed and included as part of the Plan.

Responsibility: City Council

Cost: Varies

Time Frame: On-Going



4.6 Community Facilities

GOAL 6 - *To deliver and provide access to community services for all residents and improve the quality of life within Brunswick*

Policy 21 Promote the cultural resources in the City of Brunswick

Action 33 - Support Brunswick Art Works

Brunswick Art Works is a local organization that is promoting the visual performing arts in the City of Brunswick. The organization is hoping to provide a venue for local artists to display and perform. The City should continue to support this group as they grow and bring arts to the community.

Responsibility: City Council
Brunswick Art Works

Cost: N/A

Time Frame: On-Going

Action 34 - Support the Brunswick Area Historical Society

The Brunswick Area Historical Society should be supported in their efforts to protect significant historic and cultural resources within the City. The Historical Society should work with the City to ensure that materials are protected. The Region's history should be protected and documented for future generations to understand and study.

Responsibility: City Manager
Brunswick Area Historical Society

Cost: N/A

Time Frame: On-Going



Action 35 - Continue to Support the Library

The Library service in Brunswick is an important resources for all age groups in the City. The library provides a valuable supplement to educational resources provided by the school districts. In addition to literary resources the library also provides access to computer technology that may not be available in the home. The City’s continued support is essential to the continued provision of this valuable resource.

Responsibility: City Council

Cost: N/A

Time Frame: On-Going



Policy 22 Ensure cost effective emergency services (fire, police, ambulance) continue to be available for all City residents

Action 36 - Ensure Funding is Available to Meet the Needs of the Fire Department

The City should continue to assist the Fire Department in Brunswick in providing for their future needs. In looking at communities of similar size, the Fire Department is understaffed. The Division of Fire has expressed a need for increased staffing levels. New facilities are also necessary for the Division to effectively provide fire and emergency services. This is an important service to residents and should not be overlooked as future population growth occurs.

Responsibility: City Council
Brunswick Division of Fire

Cost: N/A

Time Frame: 1-3 years

Action 37 - Ensure Funding is Available to Meet the Needs of the Police Department

The Brunswick Division of Police has indicated that they require a facility expansion to meet their growing needs. The Division has completed a detailed Five-Year Strategic Plan, which outlines the need for more police officers and communication specialists. Police protection is an important service in the City of Brunswick and should be monitored as future population growth occurs.

Responsibility: City Council
Brunswick Police Department

Cost: N/A

Time Frame: 1-3 years



Policy 23 Maintain and improve the high-quality education for Brunswick children

Action 38 - Work with the School District to Identify Needs Based on Possible Population Growth

The City of Brunswick and the School District will have to work together to ensure that future population is accommodated in an excellent school district. While the two entities are separate, cooperation is important to the success of the Schools. Each Board should consider sending a representative to meetings to ensure that the members are kept up to date on proposed developments, improvements and changes that are being considered.

Responsibility: City Council
School District

Cost: N/A

Time Frame: On-Going



Policy 24 Promote life-long learning for all residents in the City

Action 39 - Work with the School District to Identify and Implement Programs That Benefit the Entire Community

The City of Brunswick should take an active role in continuing to work with the School to develop programs that benefit all age groups. The School District has many facilities (auditorium, sports fields, library) that could be used for programs that target students, senior citizens and others residing in the City of Brunswick. The School District has an excellent reputation, which could be promoted, along with other desirable City qualities, in promotional materials that advertise and market the City as a great place to live, do business and recreate. Promotional materials could include such things as a calendar of events or a brochure that publicizes activities and special events in both the City and at the Schools. The City and school should also continue to promote a “University Presence” in Brunswick by attracting classes from various Universities including, but not limited to, Akron University, Case and Cleveland State.

Responsibility: City Council
School District
Area Universities

Cost: N/A

Time Frame: On-Going



Policy 25 Encourage the use of municipal facilities for community functions

Action 40 - Continue to Promote the Use of City Hall and Other Municipal Buildings for Community Events

The City of Brunswick should promote the use of City Hall and other public buildings for community events; this could include the school buildings that are often used for community events. There are ample resources in the City and utilizing these buildings on a continuous basis is a proactive step to promoting community activities.

Responsibility: City Council
School District

Cost: N/A

Time Frame: On-Going



4.7 Growth Management and Economy

GOAL 7 - *To ensure the City of Brunswick is a viable place to begin or maintain a business*

Policy 26 Support new industrial development, on a regional basis, that provides employment opportunity for Brunswick residents

Action 41 - Provide Opportunities for New Industrial Activities

Areas in the City where light industries would be appropriate are limited and the City must consider expansion on a regional basis. As such, the City must work with the surrounding communities to identify specific areas for expansion. The City could offer servicing to these areas while the surrounding communities could offer land for development or expansion. The City should promote areas for industrial activity to increase employment opportunities and, if located within the Brunswick School District, could benefit the school district with an increased tax base.

Responsibility: City Council
Surrounding Communities
Planning Board

Cost: N/A

Time Frame: 1-3 Years



Policy 27 Promote the City of Brunswick for future business opportunities by recognizing potential market forces

Action 42 - Maintain and Update the Separate Design Standard for the Center Road, Pearl Road and “City Center” to Distinguish their Unique Characters

Design standards, that are design based rather than use based, should be developed for Center Road, Pearl Road and “City Center”. These design standards would ensure that the public realm is enhanced, while the market would dictate the uses within the buildings. Rather than restricting uses, the design standards would restrict building placement, materials, window coverage and other design elements. This allows for a changing market to be accommodated in the City of Brunswick.

Responsibility: City Council
City Manager
Department of Community Development
Local Businesses

Cost: N/A – Part of Updating Zoning Ordinance

Time Frame: 1-3 Years



Policy 28 Provide opportunities for new businesses by projecting a business-friendly attitude

Action 43 - Project a Business Friendly Image

The City should coordinate efforts with the Chamber of Commerce and existing business organizations to promote the area as one that welcomes businesses and helps to protect their investment in order to attract new businesses and industries. Together, the City and these organizations could develop marketing materials, develop marketing themes, outline ways to market on the internet and develop other mechanisms to improve the local business environment. The City should also meet with prospective businesses and offer tours to develop a working relationship and cultivate relationships.

Responsibility: City Council
Department of Economic Development
Chamber of Commerce

Cost: N/A

Time Frame: On-Going

Policy 29 Support existing businesses to maintain the positive business climate

Action 44 - Meet Regularly with Existing Business Owners

The City should work with existing business owners to promote and ensure their retention, development and expansion. The local business owners are essential to the character and livelihood of the community and discussion should take place to ensure their continued success. The City should establish a committee that meets regularly with the businesses. This will not only allow the City to understand their needs, but will also allow businesses in the City to develop better working relationships among themselves.

Responsibility: City Council
Department of Economic Development

Cost: N/A



Time Frame: On-Going



4.8 Transportation

GOAL 8 - *To develop and promote a coordinated approach to transportation improvements in Brunswick*

Policy 30 Ensure unencumbered access to the City of Brunswick by offering an efficient, effective and well maintained transportation system

Action 45 - Update the Corridor Management Plan

The City has completed a corridor management plan and many of the recommendations are being implemented. Potentials for improving circulation in the City are outlined in the corridor plan and this Comprehensive Plan. Both should be revisited regularly to ensure that traffic is adequately managed in Brunswick.

Responsibility: City Council
City Manager
Department of Community Development

Cost: N/A

Time Frame: 3-5 years



Policy 31 Cooperate with other local communities, County, the State and regional agencies to monitor and prioritize improvements to the transportation system

Action 46 - Implement Techniques to Mitigate Traffic Volume

The City should consider implementing initiatives to mitigate traffic volume and to reduce conflicts with vehicular traffic along Center Road and Pearl Road as outlined in the Corridor Plan. This could include streetscape improvements and development guidelines, as part of the updated zoning, applied to new developments that may have the potential to increase traffic. Techniques such as shared parking, service roads and gateways could be used to manage additional traffic as the result of new development in the “City Center”. Constructing attractive and accessible commercial corridors will make Brunswick more marketable to future commercial and light industrial enterprises.

Responsibility: City Council
City Manager
Department of Community Development

Cost: Included In Land Use Regulations Update

Time Frame: 1-3 Years



Policy 32 Improve Center Road and Pearl Road to reflect their prominence in the City’s transportation network

Action 47 - Prepare a Detailed Streetscape Plan/Working Drawings for Center Road and Pearl Road

A detailed streetscape plan and working drawings should be prepared for Center Road and Pearl Road that specifically outline improvements for the road. These improvements, which build upon the Corridor Plan, would include road improvements, sidewalk improvements, location and choice of specialty paving pattern to help facilitate pedestrian movements, landscaping, location and selection of street amenities such as benches, lighting fixtures and trash cans. The plan should conclude when working drawings are completed for the improvements necessary for the two corridors.

Responsibility: City Council

Cost: \$250,000-\$300,000

Time Frame: 1-3 Years



Policy 33 Promote choices in the forms of transportation that residents have access to in the City of Brunswick

Action 48 - Develop Linked Trail System

The City should develop a system of pedestrian/cycling trails and sidewalks for residents as outlined in the Open Space and Trail Plan. The trail system should include a continuous trail, linked with sidewalks as appropriate. Linking the entire City will improve the sense of community and spirit of residents and provide both recreation and alternative means of transportation.

Responsibility: City Council
Department of Parks and Recreation

Cost: Varies

Time Frame: 5-10 Years

Action 49 - Replace Road Signs

The City has invested in road signs that are unique to the City of Brunswick. Unfortunately, they are hard to see and read. The City should redesign the signs and replace them throughout the City.

Responsibility: City Council
Service Department

Cost: Varies

Time Frame: Immediate



4.9 Infrastructure

GOAL 9 - *To coordinate the delivery of infrastructure and utilities in Brunswick while protecting the residential character*

Policy 34 Ensure future development appropriately addresses on site storm water

Action 50 - Continue to Require Storm Water Management for Development

Brunswick should require that all new development manage storm water runoff; this could include using wooded areas or play areas as detention ponds and preserving existing vegetation. Development could impact communities downstream and, given the topography and the watershed characteristics, increases in impervious surfaces, could contribute to future flooding. By requiring that pre-development run-off rates be maintained following new construction, the City can help to minimize these impacts. The City should also enforce stricter regulations to minimize soil erosion during development. Downstream sedimentation is one of the greatest problems affecting the watershed. Erosion during construction was identified as a major contributor to this problem.

Responsibility: City Council
City Engineer

Cost: N/A

Time Frame: On-Going



Policy 35 Work to better manage the maintenance of storm water facilities in the City and ensure that solutions are accepted regionally.

Action 51 - Develop a Systematic Plan for Maintaining Storm Water Infrastructure

The City of Brunswick faces some issues with storm water runoff as witnessed in the Spring of 2004. Several storm events resulted in flooding. Clogged drainage ditches were identified as a major contributor to the problem. The City has recently purchased equipment for cleaning these facilities. The City should take over responsibility for cleaning all storm water infrastructure and set up a schedule so that the entire system gets maintained on a three year cycle.

Responsibility: City Council
Department of Public Services

Cost: N/A

Time Frame: On-Going

Action 52 - Complete Storm Water Improvement Projects

The City of Brunswick has hired an engineering consultant to assess the storm water system. Several improvement projects were recommended to improve the efficiency of the system. The City should follow through with these improvements when it is economically feasible.

Responsibility: City Council
Department of Public Services

Cost: \$3,000,000

Time Frame: 1-5 years



Policy 36 Maintain and provide necessary sewer and water services and facilities for all land uses in the City of Brunswick

Action 53 - Monitor Servicing Needs and Changes

The City should develop long-range inventory and implementation plans for all utilities (sewer, water and storm) provided to residents of Brunswick and determine, in a systematic and appropriate manner, where these should be improved or expanded. Changing needs should be monitored to ensure future residents and businesses are adequately served.

Responsibility: City Council
City Manager

Cost: N/A

Time Frame: On-Going



Policy 37 Determine appropriate mechanisms to provide sewer and water on a regional basis

Action 54 - Determine mechanism to Annex Township Islands

At this time, there appear to be few issues with servicing (sewer and water) in the City except for the conflict with providing servicing to the Township islands. The City and Township should coordinate and determine a way to better serve the islands; this could include annexing the islands to the City, which are “urban in nature” and not the rural character of the Township outside the City limits. The Township should be approached about this possibility and the pros and cons specifically outlined. An agreement could be reached to annex the islands in exchange for providing servicing to lands that abut the City that are not in the City limits.

Responsibility: City Council
City Manager
Brunswick Hills Township

Cost: N/A

Time Frame: On-Going



Policy 38 Coordinate with utility providers to ensure that new technologies are available to all residents and businesses

Action 55 - Ensure that Future Communication Facilities are Available

The City of Brunswick should continue to work with local communications providers to determine the potential for updating and upgrading available communication services. Any new telecommunications towers should be regulated through the City’s zoning to ensure co-location, and other appropriate limits as allowed by the FCC. Internet connections should be upgraded when possible to ensure that current technology is used in the best possible way.

Responsibility: City Council
City Manager
Local Providers

Cost: N/A
Telecommunications – Part of Land Use Regulations

Time Frame: Immediate



4.10 Summary Matrix

The following matrix outlines the recommendations, responsibilities, costs and time frames for the City of Brunswick:

Table 1-2 Summary of Actions
City of Brunswick

Recommendation	Responsibility	Estimated Cost	Time Frame
POPULATION			
<i>Action 1 – Page 22</i> Adopt The Comprehensive Plan	City Council Comprehensive Plan Committee	N/A	Immediate
<i>Action 2 – Page 23</i> Actively Participate in Regional Efforts	City Council Department of Community Development Department of Economic Development Planning Board Surrounding Communities Medina County Planning	N/A	On-Going
<i>Action 3 – Page 24</i> Strengthen Ties with Brunswick Hills Township	City Council City Manager Brunswick Hills Township	N/A	On-Going
<i>Action 4 – Page 25</i> Retain a Grant Writer to Seek Funding for Programs and Facilities Recommended in the Comprehensive Plan	City Council Grant Writer	Varies by Grant Being Sought	Immediate



Recommendation	Responsibility	Estimated Cost	Time Frame
<p><i>Action 5 – Page 26</i> Develop an expanded “City Center” Master Plan for the City</p>	<p>City Council Department of Economic Development US Postal Service</p>	<p>\$100,000 “City Center” Master Plan Varies – Relocation of Post Office and New City Hall</p>	<p>Immediate</p>
<p><i>Action 6 – Page 27</i> Develop Streetscape Plan</p>	<p>City Council Department of Community Development</p>	<p>\$50,000-\$60,000</p>	<p>3-5 Years</p>
<p><i>Action 7 – Page 28</i> Develop a Coordinated Plan for Pearl Road</p>	<p>City Council City Manager Department of Community Development Brunswick Hills Township Medina Township City of Medina City of Strongsville</p>	<p>\$25,000 for Brunswick’s portion of Inter-municipal study examining corridor</p>	<p>1-3 Years</p>
<p><i>Action 8 – Page 29</i> Continue to Coordinate with ODOT</p>	<p>City Council City Manager Department of Community Development ODOT</p>	<p>N/A</p>	<p>On-Going</p>
<p><i>Action 9 – Page 30</i> Maintain Role as an Attractive Residential Community</p>	<p>City Council Department of Community Development</p>	<p>N/A - Part of Updating Zoning Ordinance</p>	<p>On-Going</p>



Recommendation	Responsibility	Estimated Cost	Time Frame
<i>Action 10 – Page 31</i> Consider Implementing Impact Fees	City Council Department of Community Development Department of Economic Development Developers	N/A	On-Going
<i>Action 11 – Page 31</i> Ensure Brunswick is Open to All residents	City Council All Residents	N/A	On-Going
<i>Action 12 – Page 32</i> Continue to Inform all Residents	City Council City Manager Department of Community Development Residents	Varies	On-Going
<i>Action 13 – Page 33</i> Improve Public Involvement	City Council City Manager City Webmaster Residents	\$4,000-5,000 To Create List-Serve Continued Support Once Developed	Immediate - Develop List-Serve On Going - Support
HOUSING			
<i>Action 14 – Page 34</i> Provide Zoning Incentives for Higher-end Housing Development	City Council Department of Community Development Planning Board	N/A - Part of Updating Land Use Regulation	On-Going



Recommendation	Responsibility	Estimated Cost	Time Frame
Action 15 – Page 35 Maintain Existing Housing Stock	City Council Planning Board Code Enforcement	N/A	On-Going
Action 16 – Page 35 Continue to Permit the Development of a Variety of Housing Types in and around the expanded “City Center”	City Council City Manager Department of Community Development	N/A	On-Going
Action 17 – Page 36 Develop Design Guidelines and Standards for Residential Development	City Council Department of Community Development	\$35,000-\$40,000	Immediate
Action 18 – Page 36 Promote the Development of Housing for All Income Levels	City Council	N/A	Immediate
Action 19 – Page 37 Develop a Comprehensive Sidewalk Installation Plan	City Council City Manager Department of Community Development	\$2.0 million for remainder of City	5-10 Years
LAND USE			
Action 20 – Page 38 Annex Township Islands	City Council City Manager Brunswick Hills Township	N/A	Immediate
Action 21 – Page 39 Update Land Use Regulations	City Council City Manager Department of Community Development Planning Board Zoning Board	Zoning - \$75,000 - \$80,000 Design Standards (Center and Pearl) - \$60,000-\$80,000	Immediate



Recommendation	Responsibility	Estimated Cost	Time Frame
<i>Action 22 – Page 40</i> Develop Gateways at Primary Entry Points	City Council	Primary - \$30,000 (Design and Build) Secondary - \$15,000-\$20,000 each (Design and Build)	3-5 Years
<i>Action 23 – Page 41</i> Develop Specific Area Plans for Neighborhood Commercial Nodes	City Council City Manager Department of Community Development	\$15,000 – 25,000 per Commercial Node	1-3 Years
<i>Action 24 – Page 42</i> Promote Development In Neighborhood Commercial Nodes	City Council Planning Board	N/A – Part of Updating Land Use Regulation	Immediate
PARKS AND RECREATION			
<i>Action 25 – Page 43</i> Develop a Comprehensive Open Space and Trail System	City Council Department of Parks and Recreation Surrounding Communities	\$30,000 – 40,000	1-3 Years
<i>Action 26 – Page 44</i> Encourage “Town Center” to Include a Weekly Farmer’s Market	City Manager Department of Economic Development “Town Center”/”City Center” Developer	N/A	Immediate
<i>Action 27 – Page 45</i> Continue to Ensure Services for Growing Population Meet Specific Needs of Residents	City Council City Manager Department of Parks and Recreation	N/A	On-Going



Recommendation	Responsibility	Estimated Cost	Time Frame
<i>Action 28 – Page 46</i> Require Recreation Fee and Facilities for New Housing Development	City Council Department of Community Development Department of Parks and Recreation	N/A	On-Going
<i>Action 29 – Page 46</i> Develop a Sensory Garden as Part of Park System	City Council “Town Center”/”City Center” Developer	\$300,000-\$500,000	5-10 Years
NATURAL RESOURCES			
<i>Action 30 – Page 47</i> Protect Natural Environment as New Development Occurs	City Council Planning Board	N/A	On-Going
<i>Action 31 – Page 47</i> Consider Alternatives for Land Conservation	City Council	N/A	On-Going
<i>Action 32 – Page 48</i> Develop Tree Planting Plan	City Council	Varies	On-Going
COMMUNITY FACILITIES			
<i>Action 33 – Page 49</i> Support Brunswick Art Works	City Council Brunswick Art Works	N/A	On-Going
<i>Action 34 – Page 49</i> Support the Brunswick Area Historical Society	City Manager Brunswick Area Historical Society	N/A	On-Going
<i>Action 35 – Page 50</i> Continue to Support the Library	City Council	N/A	On-Going
<i>Action 36 – Page 51</i> Ensure Funding is Available to Meet the Needs of the Fire Department	City Council Brunswick Division of Fire	N/A	1-3 Years



Recommendation	Responsibility	Estimated Cost	Time Frame
<i>Action 37 – Page 51</i> Ensure Funding is Available to Meet the Needs of the Police Department	City Council Brunswick Police Department	N/A	1- 3 Years
<i>Action 38 – Page 52</i> Work with the School District to Identify Needs Based on Possible Population Growth	City Council School District	N/A	On-Going
<i>Action 39 – Page 53</i> Work with the School District to Identify and Implement Programs That Benefit the Entire Community	City Council School District Area Universities	N/A	On-Going
<i>Action 40 – Page 54</i> Continue to Promote the Use of City Hall and Other Municipal Buildings for Community Events	City Council School District	N/A	On-Going
GROWTH MANAGEMENT AND ECONOMY			
<i>Action 41 – Page 55</i> Provide Opportunities for New Industrial Activities	City Council Surrounding Communities Planning Board	N/A	1-3 Years
<i>Action 42 – Page 56</i> Maintain and Update the Separate Design Standard for the Center Road, Pearl Road and “City Center” to Distinguish their Unique Characters	City Council City Manager Department of Community Development Local Businesses	N/A – Part of Updating Zoning Ordinance	1-3 Years
<i>Action 43 – Page 57</i> Project a Business Friendly Image	City Council Department of Economic Development Chamber of Commerce	N/A	On-Going



Recommendation	Responsibility	Estimated Cost	Time Frame
<i>Action 44 – Page 57</i> Meet Regularly with Existing Business Owners	City Council Department of Economic Development	N/A	On-Going
TRANSPORTATION			
<i>Action 45 – Page 58</i> Update the Corridor Management Plan	City Council City Manager Department of Community Development	N/A	3-5 Years
<i>Action 46 – Page 59</i> Implement Techniques to Mitigate Traffic Volume	City Council City Manager Department of Community Development	N/A- Included In Land Use Regulations Update	1-3 Years
<i>Action 47 – Page 60</i> Prepare a Detailed Streetscape Plan/Working Drawings for Center Road and Pearl Road	City Council	\$250,000-\$300,000	1-3 Years
<i>Action 48 – Page 61</i> Develop Linked Trail System	City Council Department of Parks and Recreation	Varies	5-10 Years
<i>Action 49 – Page 61</i> Replace Road Signs	City Council Service Department	Varies	Immediate
INFRASTRUCTURE			
<i>Action 50 – Page 62</i> Continue to Require Storm Water Management for Development	City Council City Engineer	N/A	On-Going



Recommendation	Responsibility	Estimated Cost	Time Frame
<i>Action 51 – Page 63</i> Develop a Systematic Plan for Maintaining Storm Water Infrastructure	City Council Department of Public Services	N/A	On-Going
<i>Action 52 – Page 63</i> Complete Storm Water Improvement Projects	City Council Department of Public Services	\$3,000,000	1-5 years
<i>Action 53 – Page 64</i> Monitor Servicing Needs and Changes	City Council City Manager	N/A	On-Going
<i>Action 54 – Page 65</i> Determine mechanism to Annex Township Islands	City Council City Manager Brunswick Hills Township	N/A	On-Going
<i>Action 55 – Page 66</i> Ensure that Future Communication Facilities are Available	City Council City Manager Local Providers	N/A Telecommunications – Part of Land Use Regulations	Immediate





5.0 Build-out Analysis

5.1 Introduction

The City of Brunswick is going through changes that will impact its future character. The development of the “Town Center” and the commercial development along Center Road and Pearl Road have increased traffic in the City; this impacts the quality of life for residents in the City. The City will, in all likelihood, continue to grow. The question is, how will the residents and officials ensure that growth is consistent with the vision developed for the City. To help answer these questions, the Comprehensive Plan update includes 3 build-out scenarios that illustrate how potential growth in the City could incur.

The build-outs were developed to illustrate how Brunswick could develop given various scenarios. Because there are infinite variations for future growth in the City, three likely scenarios were documented based on specific planning assumptions and grounded in planning principles. Assumptions for each scenario are clearly defined in the introduction to each scenario. These scenarios have been developed for demonstration purposes only and should not be considered as the future development patterns that will occur in the City, but only as possibilities.

In determining potential build-outs, land is assumed to be a finite resource in the City. The land carrying capacity will dictate the amount of development – residential, commercial/industrial – that could occur in Brunswick. The three scenarios further discussed in this Comprehensive Plan include:

- Scenario 1 – Continued Growth Patterns based on Current Zoning
- Scenario 2 – Mixed-Use Development and Smart Growth Principles
- Scenario 3 – Mixed-Use Development and Smart Growth Principles with Lower Residential Densities



5.2 Assumptions for All Scenarios

To complete the build-out for the City, several assumptions were made to determine the amount and type of land that could be built-out. These include:

- Each parcel within the City limits was assigned a land use based on the land use analysis.
- For the build out scenarios, the following general assumptions were made.
 - Land use will change to the “highest and best” land use allowed in each district.
 - Commercial square footage is based on building floor plate times the number of floors allowable in the district.
 - Industrial buildings will occupy 30% of the parcel.
- The fixed land area in the City is 7,002 acres (exclusive of roads, sidewalks, etc.)
- Land in flood hazard areas were eliminated as potential development areas (181 acres).
- Wetland areas could not be eliminated based on the type of data available. However, wetland issues were considered when appropriate for build out potential.
- All residential units (single-family, apartments, attached housing) are assumed to have the same type of impact on the community.
- All open space, community service and public services were eliminated as potential land (965 acres).
- A total of 5,856 acres are used in each of the build-out scenarios.

5.3 Types of Impacts Considered

The decisions made today for the City of Brunswick will influence its future. Understanding the potential impacts that each of the build-out scenarios can have, will help shape land use decisions for the City of Brunswick. This section outlines the various aspects of the City of Brunswick and potential impacts for each of the scenarios. The following categorizes the potential quality of life (which includes environmental issues), land use, transportation and economic impacts. When available, standards have been used to quantify the impacts in each of these categories.



Quality of Life Impacts

Each individual living in the City would define “quality of life” as something different; in fact, no two residents would necessarily agree on what the Brunswick “quality of life” is or how it should be protected. Over and over again, throughout the planning process, residents have stated that “quality of life” is one of the attractions to the City of Brunswick.

Quantifying the “quality of life” aspects would result in different definitions and thresholds; this challenge has resulted in the following being considered as part of this analysis. Several aspects of “quality of life” to be considered include:

- Residential Neighborhoods – The residential neighborhoods are one of the most important, and attractive, characteristics of the City of Brunswick. These neighborhoods are the character of Brunswick and are how many residents define the quality of life.
- Access to Parks/Open Space/Natural Resources – The City offers a park system that includes both public and homeowner association spaces. The parks/open spaces vary in size and intensity in use. As more residents move in to the City, linking these spaces with a comprehensive network of trails/sidewalks influences the quality of life.
- Schools – The quality of schools in Brunswick influences people’s decisions to move or relocate in to the City.

Land Use Impacts

Land use impacts are probably the easiest to control through the adoption and implementation of the Comprehensive Plan and complementary zoning/land use regulations. The Comprehensive Plan offers the legal basis for any regulations that the City is interested in adopting.

Land uses in the City are primarily residential with the two commercial corridors that attract shoppers to Brunswick. This has caused an increase in traffic that often impacts the residents in the City, and the Brunswick visitor. In looking at land use impacts, the following were considered.

- Sense of Place – Throughout the planning process, there have been discussions about the need to create an identity for the City of Brunswick. Many people that live in the City are looking for the “connection” that binds them together with other residents. Creating this sense of place is one way that residents and visitors can identify Brunswick and the community of which they are a part.



- Location of Commercial Uses – As is typical throughout the Country, the majority of commercial uses are locating where most people are driving; for the City of Brunswick, this is Center and Pearl Roads. This sometimes creates traffic congestion and conflicts that residents in the City are beginning to experience.
- Quality of Development – Most of the development occurring in the City is attractive and blends in well with the character of Brunswick. There are, however, ways to ensure quality development occurs with all new proposals. This will help maintain the character of the City and its attractiveness to both residents and visitors.

Transportation Impacts

More people living and shopping in the City of Brunswick means more traffic on the existing road network; people already have the sense that the roads are too congested and are seeking alternative routes. The transportation impacts of development will have to be addressed as the future of the City is defined. The balance between adding more lanes or a new interchange and the protection of the existing character is a challenge for the City and residents. Widening Pearl or Center Roads could have a tremendous impact on the City and the image it presents.

- Number of cars – More people living and working in the City will mean that more people are using the roads. The number of Average Annual Daily Trips on the two main corridors has increased significantly since 1990 and will probably continue to do so. Managing this traffic is important to the City of Brunswick.
- Visual Impacts of Wider Roads - As the number of cars increase on Center and Pearl Road, the number of lanes may have to increase. This would visually impact the character of the City and must be considered in addressing traffic congestion and ways to deal with the number of cars on the road.
- Public Transportation – Given the population of the City today, the density does not exist to implement a comprehensive public transportation system. This could change as the population continues to grow and population densities are targeted to specific areas of the City. The location of new population growth, and the need for density to make the system economically feasible, should be considered for future development.



Economic Impacts

There are many ways to calculate the fiscal impacts of new development in the City. As more people move into Brunswick, the City will be required to provide additional services. These include, but are not limited to, fire protection/emergency/medical, parkland, recreational facilities, transportation and/or storm water/sewer/water services. Many methods of calculating the impacts of population growth have been completed.

In 1997, Energy & Environment Planning Associates completed a study “The Real Costs of Growth in Oregon”⁵ which estimated the per capita public cost of population growth based on a typical/hypothetical house within the community. The organization Minnesotans for Sustainability⁶ has extended this analysis to determine a potential cost of population growth for various communities throughout the country and an estimated national average. They estimate the following as a per household cost (one time), which are used for the City of Brunswick⁷:

Table 1-3 Growth Cost Summary
New Single-Family House

Cost Item	Amount
School Facilities	\$11,377
Sanitary Sewerage	\$ 5,089
Transportation Facilities	\$ 4,193
Water System Facilities	\$ 2,066
Parks and Recreation Facilities	\$ 797
Storm Water Drainage	\$ 510
Fire Protection/EMS Facilities	\$ 470
Total	\$24,502

Source: http://www.mnforsustain.org/pop_per_capita_cost_of_population_growth_appendix_a_ccn..htm

*This is a summary of the costs reviewed in this study and is not a complete listing of growth-related costs.

* This is an estimate per new house built and includes the entire household

- Cost of New Services – New residents in the City will mean new costs for services as described in the three. This being said, the actual cost of new fire, police, emergency, roads, sewer, water, etc. will vary. These costs are important to consider as future decisions are made.
- New Job Opportunities – Most residents in the City commute to Cleveland or Akron for employment. The potential to attract new businesses and industries would help create new job opportunities in Brunswick for City residents. The City can be

⁵ www.mnforsustain.org

⁶ Ibid

⁷ http://www.mnforsustain.org/pop_per_capita_cost_of_population_growth_appendix_a_ccn..htm



proactive in the placement and potential impacts to ensure they are positive for City residents and businesses.

- Potential Tax Revenues – As new development occurs, the City will realize an increase in tax revenues. Balancing these tax revenues with the cost of services that the development would require is a challenge that will face the City of Brunswick.



5.4 Scenario 1 – Continued Growth Patterns based on Current Zoning

5.4.1 Assumptions

The first scenario completed for the City of Brunswick assumes that the current conditions and trends will continue and the existing zoning will dictate the form of the City. This scenario envisions commercial development along Pearl Road and Center Road, industrial development in the industrial parks, the development of the “Town Center” as approved and residential neighborhoods continuing as primarily single-family detached units. The following summarizes the assumptions made for this scenario:

- Commercial and Industrial development will include one third building, one third parking and third open space
- Each parcel was assigned a zoning district. Some parcels with 2 districts were assigned the district with the most “land area”
- For each zoning district, the existing and potential development for each district was summarized based on the following assumptions:
 - Rural Residential
 - Zoning allows 1 unit/2 acres (0.5 units/acre)
 - Existing Land Uses
 - Single unit dwellings
 - Vacant
 - Existing Residential Units = Number of Parcels
 - Potential Residential Units = Vacant Land (acres) x 0.5 units/acre
 - Low Density Residential
 - Zoning allows 2 units/acre
 - Existing Land Uses
 - Single unit dwellings
 - Vacant
 - Existing Residential Units = Based on single unit dwellings in 2004 Community Profile Report – single unit dwellings counted in other districts.
 - Potential Residential Units = Vacant Land (acres) x 2 units per acre



- Medium Density Residential
 - Zoning allows 8 unit/ acre
 - Existing Land Uses
 - Single unit dwellings
 - Multi-unit dwellings
 - Vacant
 - Existing Residential Units = Multiple unit dwellings from 2004 Community Profile minus units estimated in the G-C district. Single unit dwellings based on the number of parcels.
 - Potential Residential Units = Land occupied by single-unit dwellings and Vacant Land (acres) x 8 units/acre

- Special Planning Districts
 - Number of Residential units, Open Space acreage and Commercial square footage based on pre-approved plans

- General Commercial
 - Zoning allows for 4 stories
 - Existing Land Uses
 - Single unit dwellings
 - Multi-unit dwellings
 - Commercial
 - Manufacturing
 - Vacant
 - Existing Commercial SF - obtained from property assessment data
 - Existing multi-unit residential – estimated at 8 units x number of acres.
 - Existing single unit residential based on number of parcels
 - Potential Commercial SF – Based on 30% building coverage x number of stories (4).



- Highway Commercial
 - Zoning allows for 6 stories
 - Existing Land Uses
 - Single unit dwellings
 - Commercial
 - Manufacturing
 - Vacant
 - Existing Commercial SF - obtained from property assessment data
 - Existing Manufacturing SF – derived using aerial photo measurements.
 - Potential Commercial SF - Based on 30% building coverage x number of stories (6).

- Commercial-Office
 - Zoning allows 2 stories
 - Existing Land Uses
 - Single unit dwellings
 - Commercial
 - Existing Commercial SF – derived from assessment data.
 - Potential Commercial SF – Based on 30% building coverage x number of stories (2).

- Neighborhood Commercial
 - Zoning allows 2 stories
 - Existing Land Uses
 - Single unit dwellings
 - Commercial
 - Vacant
 - Existing Commercial SF – based on assessment data.
 - Existing residential units based on # of parcels.
 - Potential Commercial SF – Based on 30% building coverage x number of stories (2).



- Light Industrial
 - Zoning allows 30 feet – assume one story
 - Existing Land Uses
 - Single unit dwellings
 - Commercial
 - Manufacturing
 - Vacant
 - Existing Manufacturing SF – derived using aerial photo measurement.
 - Potential Manufacturing SF
 - 30% building coverage
 - Only 81 acres of the existing vacant acres (total of 164) can be developed due to environmental constraints.

5.4.2 Summary of Build-Out

After removing the environmentally sensitive areas and land that is designated as open space/recreation and community services, the amount of vacant land that can be developed in the City of Brunswick, under this scenario, is 971 acres. The number of residential units is approximately 13,600 and there is a potential for 15,200 if all land zoned for residential uses was developed residentially. This means the City could see an increase of 1,634 new residential units for an increase of 10%.

The existing square footage of commercial space is approximately 1.6 million. There is a potential of 30 million square feet if all commercial areas were developed as commercial to the maximum number of stories allowed in the zoning. This is an increase of 1700% that could potentially occur in the City if the zoning that is in place was built-out.

The existing industrial building space in the City of Brunswick is approximately 1.7 million square feet. If the existing industrial properties as well as the developable vacant properties in the industrial area were completely built out, there is a potential for a total of 5.4 million square feet for an increase of 3.7 million square feet; this is an increase of 200% based on the current zoning and the wetland constraints currently found in the industrial parks.



The following table summarizes this information by zoning district:

Table 1-4 Scenario 1 – Summary of Potential Development
City of Brunswick

Zone	R-R	R-L	R-M	SPD	C-N	C-O	G-C	H-C	L-I	TOTAL
Vacant Land (acres)	49	231	42	343	2	0	106	36	162	971
Existing										
Residential units	5	10,880	1,328	129	1	16	1,205	2	11	13,577
Commercial SF	0	0	0	315,000	9,200	9,600	1,209,000	80,200	22,000	1,645,000
Industrial SF	0	0	0	0	0	0	17,900	24,800	1,683,700	1,726,400
Potential										
Residential units	30	11,342	1,772	859	0	0	1,208	0	0	15,211
Commercial SF	0	0	0	390,000	186,800	259,300	23,963,100	5,555,499	22,036	30,376,735
Industrial SF	0	0	0	0	0	0	0	0	5,457,618	5,457,618
Net Increase										
Residential units	25	462	444	730	-1	-16	3	-2	-11	1,634
Commercial SF	0	0	0	75,000	177,600	249,700	22,754,100	5,475,299	36	28,731,735
Industrial SF	0	0	0	0	0	0	-17,900	-24,800	3,773,918	3,731,218

Source: peter j. smith & company, inc.



5.4.3 Impacts

In Scenario 1, the existing growth patterns would continue based on the current zoning. The number of housing units could increase by 1,634 in this scenario. Using the existing household size of 2.79, this could translate to approximately 4,500 new residents in the City of Brunswick or an increase of 13%. Approximately 28 million new square feet of commercial space is possible and is assumed to continue on Center Road and Pearl Road. Industrial square footage is expected to increase by 4.7 million square feet. The following summarizes the potential impacts as defined in this Plan.

Quality of Life

- Residential Neighborhoods – This scenario, and all scenarios considered in the build-out, protect the residential neighborhoods in the City because they are viewed as one of the most important assets in Brunswick. The housing units in the R-L district would be single-family detached and would make up almost 30% of the new units; in the R-M district, approximately 28% would be added and include single-family detached units. In the SPD's, approximately 730 units would be added and would include a mixture of housing units
- Access to Parks/Open Space/Natural Resources – An increase in population of 4,500 people would put additional usage demands on the parks system in the City. Additional neighborhood parks may be required, as new housing developments occur to meet the needs of the new residents. Community parks may be adequate to accommodate the growth as 16 acres may be required to meet the standard, and the current surplus would accommodate this need.
- Schools – The schools could see an increase in students with a population increase; currently, 27% of residents are under the age of 18, which, if this remains constant, could include an additional 1,200 students at build-out. Because the schools are an attraction to the City, this could impact the quality of life for residents in Brunswick.



Land Use

- Sense of Place – The sense of place in this scenario would continue to be identified in the current “Town Center”.
- Location of Commercial Uses – Commercial uses would likely locate along Center Road and Pearl Road in this scenario. This would result in individual curb cuts that produce vehicular conflicts along major roads, potentials for uncoordinated signage and parking lots that line the gateway corridors of Brunswick.
- Quality of Development – Quality development is a subjective matter; what one person thinks is attractive, others may think is unattractive. The quality of development would continue to be attractive in this scenario, but no additional measures would be made to ensure coordinated development, especially in the Township islands.

Transportation

- Number of cars – According to International Transportation Engineers estimates⁸, a multi-family home generates approximately 6.6 trips per day and a single-family home generates approximately 9.5 trips per day. This could mean that the 1,600 new housing units could generate approximately 10,500 - 15,200 trips per day in this scenario. These trips would originate from within the residential neighborhoods. Commercial/industrial development would occupy approximately 31 million new square feet of commercial/industrial space. This could mean an additional 744,000 new vehicular trips. These would be primarily located along Center Road, Pearl Road and W. 130th Street.
- Visual Impacts of Wider Roads - With the additional traffic generated based on this scenario, there could be a need to further widen Center Road, Pearl Road and W. 130th Street. There is already concern with the congestion on the roads and more development will cause more traffic. As roads are widened, there will be visual impact in the City of Brunswick.
- Public Transportation – Public transportation in the City may be more feasible in this scenario because the population base would be higher. The exact routes would have to be focused near the “Town Center” and along Center Road.

⁸ Trip Generation – 5th Edition. ITE 1991.



Economic

- Cost of New Services – With this scenario, there would be additional costs necessary to service the population growth (approximately 1,600 new households would require fire, schools, emergency and transportation services). If the cost for services is estimated at \$24,000 per household, this cost could reach over \$40 million dollars of initial capital costs for the projected growth.
- New Job Opportunities – New job opportunities would become available in this scenario as more commercial and industrial development occurred; approximately 28 million square feet of space could be added.
- Potential Tax Revenues – As new development occurs, the City’s property tax base would increase. The size of the increase is difficult to estimate. In addition to the quantity of new development adding to the property tax base, the increased demand for real property would increase existing property values. While the City only receives a small percentage of its revenue from property tax, the School District would see a significant increase in revenue. Since schools are included in the cost of new development, the increase in revenue from property tax would contribute to deferring these costs. The commercial development would generate commercial payroll tax revenue that would help offset the costs of new residential development. The City currently has 1.6 million in commercial space and 1.7 million in industrial space; because the industrial spaces tend to be large with few employees per square foot, this type of space is not further considered because it would skew the numbers. The City generated \$4.0 million in payroll taxes and corporate earnings tax in 2003. This translates to approximately \$2.50/square foot. Assuming this number remains constant, the City could generate \$70 million annually for the additional 28 million square feet of commercial space at full build-out. The 12% increase in residential development would translate into nearly \$1/2 million annually in additional residential income tax.



5.5 Scenario 2 - Mixed-Use Development and Smart Growth Principles

5.5.1 Assumptions

The Second Scenario, based on the Future Land Use Plan, completed for the Comprehensive Plan implements “smart growth” principles of mixed-use, nodal development and concentrated commercial development. Mixed-use development is envisioned along Pearl Road and much of Center Road to allow for people to live and work in close proximity to minimize the number of vehicle trips. The existing “Town Center” on the south side of Center Road is expanded to the north side of the corridor to create a node of activity that becomes the focus of the City of Brunswick. Residential neighborhoods are protected and mixed-use neighborhood development is encouraged at key locations. The following summarizes the assumptions made for this scenario:

- All non-single-family housing would stay and remain unchanged
- The expanded “City Center” would develop at densities that are similar to those approved for the “Town Center”.
- Where the center of the parcel is within 350 feet of the corridor, these parcels are included in the mixed-use area.
- The mixed-use area will include:
 - 30% building and will include 4 stories: two floors are commercial and two floors are residential.
 - Residential units are assumed to be 1,500 square feet – this includes all common areas.
- The neighborhood mixed-use will include
 - 30% building and will include 2 stories: one commercial and one residential
 - Residential units are assumed to be 1,500 square feet – this includes all common areas.
- Residential areas will develop at 2 units/acre
- Medium density residential includes areas currently developed as multi-unit dwellings
- The scenario includes an analysis of land with the Township islands both included and excluded.



5.5.2 Summary of Build-Out

Like the first scenario, the environmentally sensitive areas and land designated as open space/recreation were removed from available land in Scenario 2; this results in approximately 1,400 acres of vacant land for development. The Township islands were considered in the second of the two potentials for this scenario. The information is summarized with and without the islands included.

There are approximately 13,600 residential units in the City of Brunswick. Under this scenario, there is a potential for approximately 21,000 units excluding the Township islands and 23,000 if the islands are included; this is an increase of almost 8,000-10,000 residential units or an increase of 54-69%.

The existing square footage of commercial space is approximately 1.6 million. There is a potential of 15 million square feet if all commercial areas were developed as commercial as outlined in the future land use plan; this increases to 16 million square feet if the Township islands are included. This is an increase of 680-900% that could potentially occur in the City if the future land use plan was implemented.

The existing industrial space in the City of Brunswick is approximately 1.7 million square feet. Because none of the Township islands are included in the proposed industrial area, the numbers are the same in both of the potentials outlined in this scenario. There is a potential for a total of 6.4 million square feet for an increase of 4.7 million square feet; this is an increase of 270% based on the future land use plan and the wetland constraints currently found in the industrial parks.



The following outlines the information for the areas defined in the future land use plan:

Table 1-5 Scenario 2 – Summary of Potential Development
City of Brunswick

	City Center	Gateway	Mixed-use	Neigh. Mixed-use	Industrial	Low Density Residential	Medium Density Residential	Totals	Including Township Islands	Total With Islands
Vacant Land (acres)	150	25	82	22	178	514	0	971	432	1,403
Existing										
Residential units	5	2	81	2	86	10,997	2,404	13,577	0	13,577
Commercial SF	630,000	85,300	816,800	9,200	75,100	28,600	0	1,645,000	0	1,645,000
Industrial SF	0	24,800	17,900	0	1,683,700	0	0	1,726,400	0	1,726,400
Potential										
Residential units	343	0	6,447	261	0	12,023	2,404	21,478	1,589	23,067
Commercial SF	1,000,000	3,906,000	9,670,000	392,000	0	30,000	0	14,998,000	1,228,426	16,226,426
Industrial SF	0	0	0	0	6,430,000	0	0	6,430,000	0	6,430,000
Net Increase										
Residential units	338	-2	6,366	259	-86	1,026	0	7,901	1,589	9,490
Commercial SF	370,000	3,820,700	8,853,200	382,800	-75,100	1,400	0	13,353,000	1,228,426	14,581,426
Industrial SF	0	-24,800	-17,900	0	4,746,300	0	0	4,703,600	0	4,703,600

Source: peter j. smith & company, inc.



5.5.3 Impacts

In Scenario 2, smart growth principles would be implemented to create mixed-use corridors where people could live near to places they shop. The number of housing units could increase by 9,490 in this scenario. Using the existing household size of 2.79, this could translate to approximately 26,500 new residents in the City of Brunswick or an increase of 80%. Approximately 14 million new square feet of commercial space is possible and is assumed to continue on Center Road and Pearl Road. Like Scenario 1, industrial square footage is expected to increase by 4.7 million square feet. The following summarizes the potential impacts as defined in this Plan.

Quality of Life

- Residential Neighborhoods – Like the first scenario, the residential neighborhoods and character are protected in this scenario; this is especially true of the single-family detached unit neighborhoods. Higher density housing is expected in the expanded “City Center”, which would be located on both the north and south sides of Center Road; approximately 388 units would be built in this area. Most of the additional housing (6,800) would be located in the mixed-use areas along Center and Pearl on the upper stories of commercial buildings built in this area. An additional 1,000 single-family units would be built in the single-family neighborhoods.
- Access to Parks/Open Space/Natural Resources – An increase in population of 26,500 people would put additional usage demands on the parks system in the City; this would be true of the areas that surround Center Road and Pearl Road as most of the housing units are expected to be apartments above commercial development. Additional neighborhood parks may be required in these areas. Additional community parks would also be needed as 1,000 additional acres would be needed to accommodate the projected population and the current surplus would not meet this demand.
- Schools – The schools could see an increase in students with a population increase; currently, 27% of residents are under the age of 18, which, if this remains constant, could include an additional 7,500 students in this scenario which would double the current enrollment. This would significantly impact the quality of life for residents.



Land Use

- Sense of Place – The “Town Center” would be expanded into a “City Center” that encompasses both sides of Center Road in this Scenario. The “City Center” would include a mix of uses: commercial, residential and civic. This would tie the existing community center, library and school into the “Town Center” design and create an anchor on the north side of Center Road.
- Location of Commercial Uses – Like Scenario 1, commercial uses would likely locate along Center Road and Pearl Road; these would likely include the first two stories of buildings proposed along these two roads. With proper design guidelines and restrictions, new development should require shared curb cuts, reduced and coordinated signage and minimal parking located between the buildings and the corridors.
- Quality of Development – The quality of development would be improved in this scenario because the regulations would be design based, rather than use based to allow for flexibility in the market while still protecting the quality of development.

Transportation

- Number of cars – As outlined in the first scenario, the number of trips per housing unit could range from 6.6 to 9.5; this could mean an additional 62,000-90,000 trips per day in this scenario. These trips would originate from the mixed-use areas (Pearl and Center Road) and would likely impact these corridors. Commercial/industrial development would occupy approximately 31 million new square feet of commercial/industrial space. This could mean an additional 360,000 new vehicular trips. These would be primarily located along Center Road, Pearl Road and W. 130th Street.
- Visual Impacts of Wider Roads – Like Scenario 1, additional traffic generated could mean that further widening of Center Road, Pearl Road and W. 130th Street could be necessary. There is already concern with the congestion on the roads and more development will cause more traffic. As roads are widened, there will be visual impact in the City of Brunswick.
- Public Transportation – Public transportation in the City may be more feasible in this scenario because the population densities along Center Road and Pearl road would increase and provide for a focused need for public transportation.



Economic

- Cost of New Services – With this scenario, there would be additional costs necessary to service the population growth (approximately 7,900-9500 new households would require fire, schools, emergency and transportation services). If the cost for services is estimated at \$24,000 per household, this cost could reach over \$190-230 million for the projected population growth in capital improvements necessary.
- New Job Opportunities – New job opportunities would become available in this scenario as more commercial and industrial development occurred
- Potential Tax Revenues – new residential and commercial development will add significant revenue to the school’s budget from property tax. Based on the assumptions in Scenario 1, the commercial growth could generate \$36 million annually in payroll and corporate income tax. Residential income tax would increase by 70% or \$2.8 million annually.



5.6 Scenario 3 - Mixed-Use Development and Smart Growth Principles with Lower Residential Densities

5.6.1 Assumptions

The final scenario completed for the Comprehensive Plan implements “smart growth” principles of mixed-use, nodal development and concentrated commercial development, but uses lower densities to reflect the current residential character and commercial development that is located in the City of Brunswick. Like Scenario 2, the Future Land Use Plan is used as a model and mixed-use development is envisioned along Pearl Road and much of Center Road to allow for people to live and work in close proximity to minimize the number of vehicle trips. The existing “Town Center” on the south side of Center Road is again expanded to the north side of the corridor to create a node of activity that becomes the focus of the City of Brunswick. The low-density residential neighborhoods are protected with nodes of mixed-use neighborhood development at key intersections. The following summarizes the assumptions made for this scenario:

- All non-single-family housing would stay and remain unchanged
- The expanded “City Center” would develop at densities that are similar to those approved for the “Town Center”.
- Where the center of the parcel is within 350 feet of any mixed-use area, these parcels are included in the mixed-use area.
- The mixed-use area will include:
 - 25% building and will include 2 stories: one floor commercial and one floor are residential.
 - Residential units are assumed to be 1,500 square feet – this includes all common areas.
- The neighborhood mixed-use will include
 - 25% building and will include 2 stories: one commercial and one residential
 - Residential units are assumed to be 1,500 square feet – this includes all common areas.
- Residential areas will develop at 2 units/acre
- Medium density residential includes areas currently developed as multi-unit dwellings
- The scenario includes an analysis of land with the Township islands both included and excluded.



5.6.2 Summary of Build-Out

In the third scenario, like the second, the potentials are considered with both the Township islands included and excluded. The environmentally sensitive areas and land designated as open space/recreation were removed from available land, which results in approximately 1,400 acres of vacant land for development.

There are approximately 13,600 residential units in the City of Brunswick. Under this scenario, there is a potential for approximately 17,600 units excluding the Township islands and 18,600 if the islands are included; this is an increase of almost 4,000-5,000 residential units or an increase of 29-36%.

The existing square footage of commercial space is approximately 1.6 million. There is a potential of 13 million square feet if all commercial areas were developed as commercial as outlined in the future land use plan; this increases to 14 million square feet if the Township islands are included. This is an increase of 680-720% that could potentially occur in the City if the future land use plan was implemented.

The existing industrial space in the City of Brunswick is approximately 1.7 million square feet. Like Scenario 2, none of the land area in the Township islands is included in the proposed industrial area; therefore, the numbers are the same in both of the potentials outlined in this scenario. There is a potential for a total of 6.4 million square feet for an increase of 4.7 million square feet; this is an increase of 270% based on the future land use plan and the wetland constraints currently found in the industrial parks.



The following outlines the information for the areas defined in the future land use plan:

Table 1-6 Scenario 3 – Summary of Potential Development
City of Brunswick

	City Center	Gateway	Mixed Use	Neigh. Mixed Use	Industrial	Low Density Residential	Medium Density Residential	Totals	Including Township Islands	Total With Islands
Vacant Land (acres)	150	25	82	22	178	514	0	971	432	1,403
Existing										
Residential units	5	2	81	2	86	10,997	2,404	13,577	0	13,577
Commercial SF	630,000	85,300	816,800	9,200	75,100	28,600	0	1,645,000	0	1,645,000
Industrial SF	0	24,800	17,900	0	1,683,700	0	0	1,726,400	0	1,726,400
Potential										
Residential units	343	0	2,686	219	0	12,023	2,404	17,675	1,011	18,686
Commercial SF	1,000,000	3,906,000	8,058,000	327,000	0	30,000	0	13,321,000	1,024,000	14,345,000
Industrial SF	0	0	0	0	6,430,000	0	0	6,430,000	0	6,430,000
Net Increase										
Residential units	338	-2	2,605	217	-86	1,026	0	4,098	1,011	5,109
Commercial SF	370,000	3,820,700	7,241,200	317,800	-75,100	1,400	0	11,676,000	1,024,000	12,700,000
Industrial SF	0	-24,800	-17,900	0	4,746,300	0	0	4,703,600	0	4,703,600

Source: peter j. smith & company, inc.



5.6.3 Impacts

Scenario 3 is similar to Scenario 2, but lower densities are used for residential and commercial development to allow for additional landscaping and other site amenities as development occurs; many of the impacts are similar. The number of housing units could increase by 5,100 in this scenario. Using the existing household size of 2.79, this could translate to approximately 14,000 new residents in the City of Brunswick or an increase of 43%. Approximately 12 million new square feet of commercial space is possible and is assumed to continue on Center Road and Pearl Road. Like Scenarios 1 and 2, industrial square footage is expected to increase by 4.7 million square feet. The following summarizes the potential impacts as defined in this Plan.

Quality of Life

- Residential Neighborhoods – Like the first two scenarios, the residential neighborhoods and character are protected in this scenario. Higher density housing is expected in the expanded “City Center”, which would be located on both the north and south sides of Center Road; approximately 330 units would be built in this area. Most of the additional housing (2,600) would be located in the mixed-use areas along Center and Pearl on the upper story of commercial buildings built in this area. An additional 1,000 single-family units would be built in the single-family neighborhoods.
- Access to Parks/Open Space/Natural Resources – An increase in population of 14,000 people would put additional usage demands on the parks system in the City. Like Scenario 2, this would be true of the areas that surround Center Road and Pearl Road as most of the housing units are expected to be apartments above commercial development. Additional neighborhood parks may be required in these areas. Additional community parks would also be needed as 500 additional acres would be needed to accommodate the projected population and the current surplus would not meet this demand.
- Schools – The schools could see an increase in students with a population increase; currently, 27% of residents are under the age of 18, which, if this remains constant, could include an additional 3,700 students in this scenario. This would significantly impact the quality of life for residents.



Land Use

- Sense of Place – Like Scenario 2, the “Town Center” would be expanded in to a “City Center” that encompasses both sides of Center Road in this Scenario. The “City Center” would include a mix of uses: commercial, residential and civic. This would tie the existing community center, library and school into the “Town Center” design and create an anchor on the north side of Center Road.
- Location of Commercial Uses – Commercial uses would likely locate along Center Road and Pearl Road; these would likely include the first story of buildings proposed along these two roads. With proper design guidelines and restrictions, new development should require additional landscaping/screening, shared curb cuts, reduced and coordinated signage and minimal parking located between the buildings and the corridors.
- Quality of Development – The quality of development would be improved in this scenario because the regulations would again be design based, rather than use based to allow for flexibility in the market while still protecting the quality of development.

Transportation

- Number of cars – As outlined in the first scenario, the number of trips per housing unit could range from 9.5 to 6.6; this could mean an additional 22,800-15,800 trips per day in this scenario. These trips would originate from the mixed-use areas (Pearl and Center Road) and would likely impact these corridors. Commercial/industrial development would occupy approximately 12 million new square feet of commercial/industrial space. This could mean an additional 280,000 new vehicular trips. These would be primarily located along Center Road, Pearl Road and W. 130th Street.
- Visual Impacts of Wider Roads – Like Scenario 1 and 2, additional traffic generated could mean that further widening of Center Road, Pearl Road and W. 130th Street could be necessary. There is already concern with the congestion on the roads and more development will cause more traffic. As roads are widened, there will be visual impact in the City of Brunswick.
- Public Transportation – Public transportation in the City may be more feasible in this scenario because the population densities along Center Road and Pearl road would increase and provide for a focused need for public transportation.



Economic

- Cost of New Services – There would be additional costs necessary to service the population growth (approximately 4,000-5,000 new households). If the cost for services is estimated at \$24,000 per person, this cost could reach over \$96-120 million dollars for the projected population growth in capital improvements necessary.
- New Job Opportunities – New job opportunities would become available in this scenario as more commercial and industrial development occurred
- Potential Tax Revenues – New residential and commercial development will add significant revenue to the schools budget from property tax. Based on the assumptions in Scenario 1, the commercial growth could generate \$30 million annually in payroll and corporate income tax. The 40% increase in residential growth could add \$1.6 million annually in residential income tax



5.7 Comparison of Build Out Scenarios

The build out scenarios presented in this analysis are based on maximum growth patterns. As a result, they all present an increase in tax revenues and job opportunities as well as increased demand for services and increased traffic along Pearl Road and Center Road. Other characteristics, such as quality neighborhoods are unchanged by any of the scenarios. The following chart illustrates the advantages and disadvantage that each of these scenarios has over one or both of the other scenarios.

Table 1-7 Comparison of Build Out Scenarios

Scenario	Advantages	Disadvantages
Scenario 1	<ul style="list-style-type: none"> • Increased tax revenues 	<ul style="list-style-type: none"> • Increased traffic conflicts
Scenario 2	<ul style="list-style-type: none"> • Improved quality of development • Stronger “sense of place” 	<ul style="list-style-type: none"> • Increased cost for services
Scenario 3	<ul style="list-style-type: none"> • Improved traffic flow • More pedestrian friendly • Improved quality of development • Stronger “sense of place” • Increased open space 	

The build-out analysis demonstrates how land use controls can influence development. While the first scenario generates greater tax revenues, design controls are not in place to address traffic congestion. The current zoning regulations dictate the quality of design on any given site, but there is little coordination with the surrounding developments. The first scenario also limits the “Town Center” to its present location.

The second and third build-out scenarios expand the “Town Center” creating a larger sense of place. Design standards would create uniform attractive development regardless of use. The third scenario reduces the density of development, which increases the amount of open space and decreases traffic generation. Since these are important attributes for the City of Brunswick, the third scenario is the most attractive.



The third scenario most closely establishes the character and density desired by the City of Brunswick. The City can tailor the design and intensity of development to meet their growing needs. Design standards should include shared access roads and internal circulation to minimize traffic impacts along Pearl and Center Road. A design plans for the two corridors and the expanded “City Center” should be developed to establish the desired character. Different characters can be achieved along separate segments of the corridors as outlined in the Pearl Road and Center Road Management Plan. Once a character is established, design standard, written in to zoning code, will control the development. Standards can range from architecture to building materials and colors. The amount of open space and parking lot designs should also be controlled in the zoning ordinance. Design control over the Township Islands is critical to establish a unified character. The improved character along these corridors will make them more marketable to developers. The market should dictate the type of use along these corridors. However, undesirable uses can be restricted. The number of housing units can be limited to control large-scale apartment complexes.



PART 2 - INVENTORY





1.0 Population Characteristics

A demographic analysis is an important tool in determining future policies and decisions relative to land use, infrastructure and community services. With the information provided by this analysis, population trends can be assessed and the City of Brunswick can properly allocate future resources to maintain the quality of life that its residents have come to expect.

The following inventory examines population, gender, age, race, educational attainment and other demographic characteristics of the City of Brunswick, and selected surrounding communities based on U.S. Census information. The Brunswick Hills Township, the other cities within Medina County, Cleveland (the major City within the MSA), Medina County and the State of Ohio are included as comparison areas.

1.1 Changes in Population

Between 1990 and 2000 Brunswick experienced an 18% increase in population. In 1990 the City had a population of 28,230 and by 2000 that figure had grown to 33,388. The other two other cities located within Medina County also experienced significant population increases during this time period. Medina saw a 31% population increase while Wadsworth saw a more modest increase of 17%. In 2004, the population of the City of Brunswick is estimated to have increased to 35,880.⁹

While Medina County and the three Cities within its boundaries all showed significant increases in population, the much larger city of Cleveland, in neighboring Cuyahoga County, had a 5% decrease in population and the State as a whole grew at a slower rate (5%). These figures reflect a shifting in the State's population away from older population centers into newer suburban communities.

Table 2-1 Change in Population 1990 - 2000
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
2000	33,388	5,466	25,139	18,437	478,403	151,095	11,353,140
1990	28,230	4,328	19,231	15,718	505,616	122,354	10,847,115
Percent Change	18.3%	26.3%	30.7%	17.3%	-5.4%	23.5%	4.7%

Source: US Bureau of the Census

⁹ ESRI Business Information Solutions, 2004



1.2 Age and Gender Characteristics

In 2000 the median age of all residents of the City of Brunswick was 34.6 years of age. However, the median age of all residents in Brunswick in 1990 was 31.2, which indicates an aging population in Brunswick. Among the male segment of the population the median age was slightly lower at 33.9 and among females the median age was higher at 35.2. The median age of residents in Brunswick was lower than both Medina County (36.6) and the State (36.2).

Women accounted for 50.9% of the population in the City of Brunswick, in 2000, while men accounted for 49.1%. There were more women than men in all comparison areas, with Cleveland having the highest percentage (52.6%) and Brunswick Hills Township having the lowest percentage (50.1%). In 1990 women accounted for 50.6% of Brunswick population and men accounted for 49.4

Table 2-2 Gender and Age Characteristics – 2000
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Male:	49.1%	49.9	47.9%	48.0%	47.4%	49.3%	48.6%
Female	50.9%	50.1	52.1%	52.0%	52.6%	50.7%	51.4%
Under 18 Years	27.7%	27.7	29.9%	26.3%	28.5%	27.5%	25.4%
18 to 34 Years	23.0%	20.6	23.3%	19.3%	24.5%	19.7%	22.7%
35 to 49 Years	25.1%	29.5	24.5%	23.1%	21.8%	25.9%	23.3%
50 to 64 Years	15.9%	15.0	12.0%	15.0%	12.7%	16.4%	15.3%
65 Years and Older	8.2%	7.2	10.2%	16.3%	12.5%	10.5%	13.3%
Median Age							
Both Sexes	34.6	36.1	33.2	37.7	33.0	36.6	36.2
Male	33.9	35.5	32.3	36.2	31.6	36.0	34.9
Female	35.2	36.7	34.1	39.0	34.3	37.2	37.5

Source: US Bureau of the Census – 2000

An understanding of the breakdown of age cohorts within the community will assist the municipality in the provision of appropriate programs and services. It can also highlight changes that should be addressed in order to maintain a stable population. The largest percentage of the population (27.7%) in Brunswick was under 18 years of age and the lowest percentage (8.2%) were 65 years and older. A similar pattern was observed among most comparison areas with the exception of Brunswick Hills Township whose largest population group were 35 to 49 year olds.

Although the City of Brunswick had a lower percentage of residents 65 years and older than most comparison areas in 2000, it had a higher percentage than it did in 1990 (6.2%). The larger percentage of residents 65 years and older and lower percentages of residents under



18 years of age and 18 to 34 years of age, (30.0% and 27.1% respectively in 1990) are reflected in the increased median age of the population.



1.3 Race/Ethnicity

Race refers to the physical characteristics of residents while ethnicity refers to their cultural origin. For our analysis individuals of Hispanic or Latino ethnic origin were subtracted from all other racial groups and treated as a racial group. As the over all population has grown, the number of its minority residents has also grown. In 1990, 98.6% of the population was White and by 2000 that figure had decreased to 96.2%. According to the 2000 Census, the category “other”, which includes Asians, Pacific Islanders and people of two or more races, was the largest minority categories. This category accounted for 1.6% of the population followed closely by those of Hispanic origin who accounted for 1.4% of the population.

A similar pattern of increased number of minority residents was observed in all comparison areas. The City of Cleveland had the most racially diverse community, with over 60% of its residents being non-White.

Table 2-3 Racial and Ethnic Profile – 2000
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
White*	96.2%	94.3%	93.9%	97.4%	38.8%	96.6%	84.0%
Black*	0.7%	0.3%	2.7%	0.4%	50.5%	0.9%	11.4%
Hispanic or Latino	1.4%	1.9%	1.0%	0.7%	7.3%	0.9%	1.9%
Native American*	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
Other*	1.6%	3.3%	2.2%	1.3%	3.2%	1.5%	2.5%

Source: US Bureau of the Census – 2000
* Does not include individuals of Hispanic Origin



1.4 Education

Education enrollment and attainment levels are important and useful community characteristics. Businesses can use these statistics as indicators of the age and skill levels of the community’s workforce while City officials and school districts can use these numbers to identify current and future service needs.

1.4.1 School Enrollment

In 2000 about 29% of the residents in the City of Brunswick were enrolled in school. While enrollment rates were generally similar to those of comparison areas, Brunswick had a higher percentage of residents enrolled in grades 5-12 than all comparison areas except Brunswick Hills Township. The City’s college enrollment rate (4.3%) was higher than the County’s (4.0%) but lower than the State’s (5.9%). An examination of private school enrollment rates showed that 4.3% of Brunswick’s residents, who attended Nursery to grade 12, were in private schools. This rate was higher than most comparison areas including the County (3.8%) and the State (3.5%).

Table 2-4 School Enrollment – 2000
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Nursery School; Preschool	2.1%	3.0%	3.3%	2.3%	2.1%	2.3%	1.9%
Kindergarten	1.9%	0.9%	1.8%	1.7%	1.9%	1.6%	1.5%
Grades 1 to 4	6.4%	5.4%	7.9%	6.2%	7.6%	6.5%	6.2%
Grades 5 to 8	7.0%	6.7%	6.5%	6.9%	6.7%	6.8%	6.1%
Grades 9 to 12	6.8%	7.7%	5.4%	5.2%	5.9%	6.6%	5.9%
College – Undergraduate	3.7%	4.4%	2.8%	2.7%	4.2%	3.1%	4.9%
Graduate or Professional School	0.6%	0.8%	1.4%	1.0%	1.0%	0.9%	1.0%
Nursery to 12 Private School	4.3%	4.3%	3.8%	3.0%	4.1%	3.8%	3.5%
Not Enrolled in School	71.4%	71.1%	70.8%	74.0%	70.7%	72.2%	72.4%

Source: US Bureau of the Census – 2000



1.4.2 Educational Attainment

According to the US Census 48.5% of residents of Brunswick who were 25 years or older had obtained some level of college education and 26.4% had obtained an associates degree or higher. Among comparison areas Cleveland had the lowest percentage of degree holders (15.8%) and Medina had the highest percentage (39.0%). Brunswick had a higher rate of associate degree earners than all comparison areas and its percentage of bachelor’s degree holders (15.2%) was higher than the State’s (13.7%). However, Medina and Wadsworth had significantly higher rates of bachelor’s degree holders (24.3% and 19.8% respectively). Medina also had the highest rate of graduate or professional degrees (8.2%), which was almost double that of Brunswick (4.2%).

The following table summarizes this information:

Table 2-5 Educational Attainment – 2000
City of Brunswick and Comparison Areas

	Brunswick	Brunswick Hills Township	Medina	Wadsworth	Cleveland	Medina County	Ohio
No Schooling Completed	0.5%	0.5%	0.4%	0.4%	1.3%	0.3%	0.6%
Nursery to 8 th Grade	2.0%	1.8%	1.4%	2.2%	6.2%	2.2%	3.9%
9 th thru 12 th Grade (No Diploma)	10.2%	7.4%	7.6%	9.0%	23.5%	8.7%	12.6%
High School Graduate (Includes Equivalency)	38.9%	34.8%	30.6%	35.1%	33.2%	36.4%	36.1%
Some College (No Degree)	22.1%	25.3%	21.0%	21.5%	20.0%	21.4%	19.9%
Associate Degree	7.0%	6.1%	6.5%	4.9%	4.3%	6.3%	5.9%
Bachelor’s Degree	15.2%	17.5%	24.3%	19.8%	7.6%	17.8%	13.7%
Master’s, Professional or Doctorate Degree	4.2%	6.1%	8.2%	7.0%	3.8%	6.9%	7.4%

Source: US Bureau of the Census – 2000

1.5 Number of Households

A household includes all of the people who occupy a housing unit. Individuals not living in a household are classified as living in group-quarters (nursing homes, college dormitories, correctional facilities etc.). According to the US Census, 99.2% of Brunswick’s population lived in households and 0.8% occupied group quarters. These figures were similar to those of comparison areas.



Of the 11, 883 households in the City, 78% (9, 277) were family households and 22% (2,606) were non-family households (one person living alone or two or more people residing together and who are not related by birth, marriage, or adoption). Based on 2004 estimates, the number of household in the City of Brunswick has increased to 13,164.¹⁰ Among comparison communities only Brunswick Hills Township had a lower percentage of non-family households than the City of Brunswick. Cleveland had the highest percentage of non-family household (41%), which was significantly higher than the State as a whole.

Table 2-6 Percentage of Population in Household
And Household Types – 2000
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Population in Households	99.2%	100.0%	97.9%	99.1%	97.2%	99.0%	97.4%
Population in Group Quarters	0.8%	0.0%	2.1%	0.9%	2.8%	1.0%	2.6%
Total Households	11,883	1,891	9,467	7,276	190,638	54,542	4,445,773
Family Households	78.1%	82.4%	70.6%	70.7%	58.7%	77.4%	67.3%
Non-Family Households	21.9%	17.6%	29.4%	29.3%	41.3%	22.6%	32.7%

Source: US Bureau of the Census – 2000

1.6 Household Size

Two person households (32%) were the most prevalent size of household in Brunswick, and was followed by three and four-person households, each of which accounted for about 19%. Over 70% of households in Brunswick were two, three or four person size. Brunswick had the largest percentage of three, four and five-person households among all comparison areas.

¹⁰ ESRI Business Information Solutions, 2004



Cleveland was the only comparison community that had a higher percentage of one-person households (35%) than two-person households (27%). In all other comparison areas two-person households were the most prevalent size. Brunswick had an average household size of 2.79 persons, which was higher than all comparison areas except Brunswick Hills Township (2.89).

Table 2-7 Household Size (Family and Non-Family Households) – 2000
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
1-person household	17.7%	16.3%	25.1%	25.7%	35.2%	18.9%	27.3%
2-person household	32.1%	30.2%	30.8%	33.7%	27.1%	33.8%	33.4%
3-person household	19.4%	21.9%	16.9%	16.6%	15.7%	18.1%	16.4%
4-person household	19.4%	18.1%	17.2%	15.3%	11.1%	17.9%	13.8%
5-person household	8.3%	9.5%	7.3%	6.3%	6.1%	7.8%	6.1%
6-person household	2.4%	2.7%	2.1%	1.8%	2.7%	2.5%	2.0%
7-person household	0.7%	1.1%	0.6%	0.6%	2.0%	1.0%	1.0%
Average Household Size	2.79	2.89	2.60	2.51	2.44	2.74	2.49

Source: US Bureau of the Census – 2000

1.7 Migration

Migration patterns of residents within a community provide an indication of the stability of the population. In 2000, approximately 59% of Brunswick’s residents aged 5 years and over lived in the same house as they did in 1995 and an additional 16% who had a different house resided in the same county. Although this represents a slight decrease from 1990, when those percentages were 61.2% and 14.1% respectively, Brunswick’s same house residency rate in 2000 was comparable to that of Medina County (60.1%) and higher than the State (57.5%) and in the nation as a whole (54.1%).

The following chart summarizes the 2000 place of residency data for the City of Brunswick.

Table 2-8 Place of Residency – 2000
City of Brunswick

Geography	Percent
Residence in 1995	100.0%
Residence in 1995; Same house	59.2%
Residence in 1995; Different house in the US; Same county	15.7%
Residence in 1995; Different house in the US; Different county; Same State	20.1%
Residence in 1995; Different house in the US; Different county; Different State	4.2%
Residence in 1995; Elsewhere in 1995	0.7%

Source: US Bureau of the Census – 2000



1.8 Population Projections

The Northeastern Ohio Areawide Coordinating Agency (NOACA) has prepared population projections for all the municipalities in Medina County that is based on 2000 Census data. Using county projections issued by the Ohio Department of Development (ODOD) the county total was then allocated to sub-county areas. County projections were obtained by averaging the results of four techniques: linear, exponential, share and shift. According to NOACA, Brunswick population is expected to increase by approximately 33.4% (11,532 residents) between 2000 and 2030. This growth rate was slower than the County (36.8%), Medina City (58.1%), and Wadsworth (38.3%) but significantly higher than the State as a whole (8.5%).

Table 2-9 Population Projections
City of Brunswick and Comparison Areas

	1990	2000	Projected 2030	Percent Change 2000 to 2030
City of Brunswick	28,230	34,481	46,013	33.4%
Brunswick Hills Township	4,328	4,376	4,440	1.5%
City of Medina	19,231	27,479	43,453	58.1%
City of Wadsworth	15,718	19,788	27,371	38.3%
City of Cleveland	505,616	477,459	381,225	-20.2%
Medina County	122,354	151,095	206,770	36.8%
Ohio	10,847,120	11,353,140	12,317,610	8.5%

Source: NOACA – April 2004

Between 2000 and 2030, all comparison areas were projected to have a larger number of households. Brunswick was expected to have 4,399 additional households, a 35.9% increase. The addition of 4,399 households could impact the delivery of services (water, sewer etc.), traffic volumes and the amount of open space in the community. Although the number of households was expected to increase, person per household was expected to decrease, with Brunswick’s average household size falling from 2.80 to 2.74. The trends toward an older population and smaller household sizes indicate a need for the encouraging of smaller housing types.

Table 2-10 Projected Number of Household
City of Brunswick and Comparison Areas

	Number of Households 2000	Household Size 2000	Projected Number of Households 2030	Projected Household Size 2030
City of Brunswick	12,241	2.80	16,640	2.74
Brunswick Hills Township	1,556	2.79	1,620	2.74
City of Medina	10,243	2.63	16,532	2.58
City of Wadsworth	7,717	2.53	10,872	2.48
City of Cleveland	190,638	2.44	150,832	2.39
Medina County	54,542	2.74	76,097	2.69



Source: NOACA – April 2004



2.0 Housing

This section provides an assessment of the existing housing stock within the City of Brunswick through an examination of the number of housing units, units in a structure, occupancy, age of structures, monthly costs, and housing values. Through an examination of housing characteristics appropriate measures can be taken to develop or maintain the municipality’s housing stock and ensure that all residents have access to adequate housing.

2.1 Total Housing Units and Occupancy

According to the US Census, the City of Brunswick had 12,263 housing units in 2000 which represented an approximately 30% increase from 1990, when the City had 9,444 units. Most comparison areas experienced an over 20% increase in housing units between 1990 and 2000. The exceptions were the State, which experienced a 9% increase and the City of Cleveland which had a 4% decrease in housing units.



Table 2-11 Housing Units and Occupancy
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Total Housing Units	12,263	1,959	9,788	7,618	215,844	56,793	4,783,051
Occupied	97.1%	97.1%	96.1%	95.7%	88.3%	96.0%	92.9%
Vacant	2.9%	2.9%	3.9%	4.3%	11.7%	4.0%	7.1%
Tenure of Occupied Housing							
Total Occupied Housing	11,904	1,903	9,407	7,290	190,633	54,542	4,445,773
Owner Occupied	80.9%	89.3%	66.6%	73.5%	48.5%	81.2%	69.1%
Renter Occupied	19.1%	10.7%	33.4%	26.5%	51.5%	18.8%	30.9%

Source: US Bureau of the Census SF 3– 2000



Of the 12,263 housing units within the City of Brunswick, 11,904 (97%) were occupied and 359 (3%) were vacant. The City of Brunswick and Brunswick Hills Township had the highest occupancy rates of comparison communities. Most comparison areas had a 92% or greater occupancy rate but the City of Cleveland was lower at 88%. The low vacancy rate in Brunswick suggests that houses spend a short time on the market when they are put up for sale and that there may also be competition for rental units.

Most of the homes in Brunswick were owner occupied (80.9%). Only Brunswick Hills Township (89.3) and the County (81.2%) had higher owner occupancy rates than the City of Brunswick. The City of Cleveland had the lowest owner occupancy rate (48.5%).

2.2 Units in Structure

The number of units in housing structure can give an indication of a community’s character and density of development. Approximately 75% of the City of Brunswick’s housing units were single-family detached homes and an additional 7% were single-family attached units.

Table 2-12 Units in Structure
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Total Housing Units	12,263	1,959	9,788	7,618	215,844	56,793	4,783,051
1-Unit detached	75.2%	80.1%	60.7%	71.0%	44.3%	78.5%	67.4%
1-Unit attached	7.1%	12.5%	8.3%	7.7%	8.5%	6.0%	3.8%
2 Units	0.7%	0.4%	3.2%	8.5%	19.6%	2.6%	5.2%
3 or 4 Units	1.6%	4.5%	4.5%	3.6%	7.7%	2.2%	4.8%
5 to 9 Units	2.6%	0.3%	8.3%	2.2%	5.2%	3.0%	4.8%
10 to 19 Units	9.6%	0.0%	6.0%	1.6%	3.9%	3.7%	3.9%
20 to 49 Units	1.1%	0.0%	2.8%	1.8%	2.9%	1.1%	2.2%
50 or More Units	1.8%	0.0%	4.1%	3.0%	7.4%	1.7%	3.3%
Mobile Home	0.1%	2.1%	2.1%	0.6%	0.5%	1.2%	4.6%
Boat; RV; Van; etc.	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%

Source: US Bureau of the Census SF 3 – 2000

The most prevalent multi-unit structures in Brunswick had 10 to 19 units. Brunswick had the highest percentage (9.6%) of these types of structures among comparison areas. Mobile homes (0.1%) and two-family (0.7%) homes were the least prevalent types of structures within Brunswick.



2.3 Age of Housing

According to the 2000 US Census, among comparison areas only Brunswick Hills Township (71.5%) had a higher percentage of homes constructed after 1970 than City of Brunswick (67.6). The largest percentage of homes in Brunswick was built between 1970 and 1979 (35%) and another significant percentage was built between 1990 and 2000 (24%). A similar building pattern was seen in the County and the City of Medina. Although both the County and City of Medina had a larger percentage of homes built between 1990 and 2000 (25% and 27% respectively), less than 4% of Brunswick’s homes were constructed prior to 1950 as compared to 17% in the County and 14% in the City of Medina.

The percentage of homes in Brunswick constructed prior to 1950 was relatively small, but steps should still be taken to ensure that older housing stock are properly maintained in order to maintain their value and the municipality’s tax receipts.

Table 2-13 Age of Housing
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Total Occupied Housing	11,904	1,903	9,407	7,290	190,633	54,542	4,445,773
1990 to 2000	23.8%	31.0%	27.2%	19.5%	2.6%	25.0%	13.3%
1980 to 1989	8.9%	19.9%	16.0%	7.6%	2.1%	12.0%	9.7%
1970 to 1979	34.9%	20.6%	23.3%	18.2%	5.3%	23.9%	16.0%
1960 to 1969	12.9%	6.5%	9.3%	9.3%	8.9%	10.5%	14.4%
1950 to 1959	15.6%	11.7%	9.8%	15.4%	15.5%	11.3%	15.9%
1940 to 1949	2.3%	2.9%	2.9%	8.8%	16.8%	3.7%	8.8%
1939 or earlier	1.6%	7.4%	11.5%	21.2%	48.7%	13.5%	22.0%
Median Year Structure Built	1975	1980	1977	1965	1940	1975	1962

Source: US Bureau of the Census SF 3 – 2000

2.4 Selected Monthly Costs

Examining residents’ monthly costs for housing and other items can provide an indication of the affordability of living in a particular community. The U.S. Department of Housing and Urban Development (HUD) considers monthly housing costs (including utilities) of 30 percent or more to be burdensome or unaffordable. The table that follows summarizes housing costs for owners and renters in Brunswick and comparison areas.



Table 2-14 Household Income Spent on Housing
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Owner Occupied Units							
Less than 20 percent	50.8%	48.6%	45.4%	60.3%	49.0%	51.9%	57.4%
20 to 24 percent	18.3%	21.5%	19.7%	16.5%	12.9%	16.9%	14.2%
25 to 29 percent	11.9%	10.2%	12.9%	8.2%	8.9%	10.9%	9.1%
30 to 34 percent	5.1%	5.1%	7.3%	3.8%	5.9%	6.0%	5.5%
35 percent or more	13.2%	13.1%	14.4%	11.1%	21.6%	13.8%	13.2%
Not computed	0.6%	1.5%	0.4%	0.2%	1.6%	0.5%	0.7%
Renter Occupied Units							
Less than 20 percent	33.0%	39.9%	30.7%	36.7%	29.9%	34.6%	35.8%
20 to 24 percent	17.1%	19.7%	16.1%	10.8%	10.8%	15.2%	12.8%
25 to 29 percent	14.2%	8.5%	9.4%	10.9%	10.2%	10.6%	10.1%
30 to 34 percent	6.4%	8.0%	8.9%	11.8%	6.8%	8.8%	6.9%
35 percent or more	24.0%	16.0%	30.9%	22.5%	33.8%	24.5%	27.4%
Not computed	5.3%	8.0%	4.0%	7.3%	8.3%	6.3%	7.0%
Median Selected Monthly Cost							
With Mortgage	\$1,125	\$1,183	\$1,218	\$1,032	\$806	\$1,177	\$963
Without Mortgage	\$319	344	\$371	\$308	\$274	\$336	\$289
Median Contract Rent							
	\$536	\$519	\$525	\$470	\$379	\$521	\$423

Source: US Bureau of the Census SF 3 – 2000

Most (69%) Brunswick residents who owned their own homes spent less than 25% of their gross income on housing, which included mortgage, property taxes and utilities. About 18% of homeowners spent over 30% of their gross income on housing. Among comparison areas both Wadsworth and the State had higher percentages of residents spending less than 25% of their income on housing (77% and 72% respectively).

Renters in Brunswick and all comparison areas devoted a larger share of their income to housing. Approximately 50% of Brunswick renters paid less than 25% of their gross income for housing while about 30% of renters paid over 30% of their income for housing. Other than Brunswick Hills Township, The City of Brunswick had the highest percentage of residents that paid less than 25% of their income.

2.5 Housing Trends

In 2000 the greatest percentage of homes in Brunswick were valued between \$125,000 to \$149,999 (29%) and \$100,000 to \$124,999 (24%). Among comparison communities Brunswick had the lowest percentage (0.4%) of homes valuing less than \$50,000. The median value of homes in Brunswick was \$136,000, which was higher than Wadsworth (\$128,400), the State (\$103,700) and Cleveland (\$72,100). Cleveland’s significantly lower median housing value is probably a reflection of its much older housing stock.



Table 2-15 Housing Values
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Less than \$50,000	0.4%	0.3%	0.5%	1.3%	19.7%	0.7%	8.5%
\$50,000 to \$99,999	13.1%	17.4%	13.8%	23.6%	64.9%	14.4%	39.3%
\$100,000 to \$124,999	23.6%	9.8%	19.5%	22.3%	8.8%	18.2%	15.5%
\$125,000 to \$149,999	29.4%	21.6%	24.0%	20.7%	3.3%	21.4%	12.4%
\$150,000 to \$174,999	14.7%	19.8%	16.8%	14.3%	1.2%	15.4%	7.9%
\$175,000 to \$199,999	8.8%	14.5%	12.1%	8.0%	0.7%	10.4%	5.0%
\$200,000 or more	10.0%	16.6%	13.3%	9.8%	1.4%	19.4%	11.4%
Median value	136,000	151,100	141,900	128,400	72,100	144,400	103,700

Source: US Bureau of the Census SF 3 – 2000

2.5.1 Housing Starts

Housing starts in the City of Brunswick are reflected in building permit activity. Building permits are issued for all types and levels of construction – from minor projects such as sheds and additions to new industrial and commercial. Building permit numbers can serve as an indicator of the overall health of a community and illustrate trends in investment levels within the community, the desirability of the community as a place to live and resident’s willingness to update their homes. As indicated in the following table between 1994 and 2003 there were 2,283 residential units constructed in Brunswick.

Table 2-16 Residential Construction
City of Brunswick

Year	Number of Units	Value
2003	123	20,664,100
2002	138	20,632,075
2001	244	33,483,486
2000	227	31,844,663
1999	270	46,940,508
1998	310	51,842,393
1997	255	37,682,439
1996	276	43,797,645
1995	222	35,407,401
1994	218	30,888,811

Source: City of Brunswick Division of Permits and Inspections



2.5.2 Home Sales and Assessments

Home Sales data was obtained from Melissa Data, an online database that provides a monthly listing of the number of homes that were sold and the average price. The database reflected information that was obtained from the local County Recorder office. Information was provided by zip code. The 44212 zip code covers all of the City of Brunswick, parts of the township of Brunswick and a small portion of Medina Township.

According to Melissa Data, in 2002, 773 homes were sold in the 44212 zip code area and average purchase prices ranged between \$149,000 and \$165,000. In 2003, 862 homes were sold average sale prices ranged between \$142,000 and \$229,000. Assessment totals have risen steadily between 1994 and 2003. In 1994 the City's total assessed value was \$310,784, 988 and in 2003 it was \$637,239,316

2.6 Housing Programs

The Ohio Department of Development operates a variety of state and federally funded housing programs through its Community Development Division and the Ohio Housing Finance Agency. The Community Development Division administers programs that primarily provide grants to local governments, non-profit and for-profit housing development organizations. The Ohio housing Financing Agency offers programs that primarily provide loans or tax credits for first-time homebuyers and rental housing developers. Housing assistance is also available through several Medina County programs.

The following summarizes programs that are available.

Office of Housing and Community Partnerships Programs

- Community Housing Improvement Program (CHIP) – Provides grants to eligible communities interested in undertaking housing-related activities, including necessary infrastructure improvements for low- and moderate-income persons.
- Emergency Shelter Grant Program – Provides funding to eligible nonprofit organizations and non-entitlement counties and cities to assist homeless persons and families.
- Supportive Housing for the Homeless Program (SHH) – Provides funding for operations and supportive services for housing designed for homeless persons.



- Housing opportunities for Persons With AIDS Program – Provides eligible nonprofit organizations and units of local government with funds to devise long-term, comprehensive strategies for meeting the housing and supportive service needs of persons with AIDS or HIV-related diseases.
- Ohio Housing Trust Fund Request for Proposal Program – Nonprofit organizations, units of local government and public housing authorities are provided grants or loans of up to \$400,000 during a 24-month period for housing services and/or home repair/down payment. The maximum request (categories 1 and 2 combined) is \$500,000.

Office of Energy Efficiency Programs

- Home Weatherization Assistance Program – a federally funded low-income residential energy efficiency program. The program reduces low-income households' energy use, through attic, wall and basement insulation; blower door guided air leakage reduction; heating system repairs or replacements; and health and safety testing and inspections.

Office of Community Services Programs

- Community Services Block Grants – Federal funds are granted to non-profit Community Action Agencies (CAA) for a range of services including housing.
- Home Energy Assistance Program (HEAP) – A federally funded program that helps low-income residents meet the high cost of home heating. Regular HEAP pays a portion of winter heating bills. Emergency HEAP provides a one-time payment to restore or retain home heating services to households that have had utilities disconnected, face the threat of disconnection, or have a 10-day supply or less of bulk fuel. Percentage of Income Payment Plan (PIPP) is an extended payment plan that requires regulated gas and electric companies to accept payments based on a percentage of household income for qualifying customers.

The Ohio Housing Finance Agency Single-family Homeownership Program

- First-Time Homebuyer Program - Offers a 30-year, fixed-rate mortgage at a below-market interest rate to first-time homebuyers or persons purchasing homes in economically distressed areas.
- Mortgage Credit Certificate Program - Allows a qualified buyer to claim 10% (20% in targeted areas) of the mortgage interest as a tax credit - a dollar-for-dollar reduction of income tax liability for the life of the loan. The remaining mortgage interest continues to qualify as an itemized tax deduction for the homebuyer.



The Ohio Housing Finance Agency Rental Housing Development Programs

- Housing Credit Program – Federal income tax credits provide the private housing developers with incentives to develop affordable housing by offsetting building acquisition, new construction or substantial rehabilitation costs.
- Housing Development Loan Program – Offers five types of loan financing for the development or rehabilitation of affordable housing for low- and moderate-income individuals and families. The program receives its funding through unclaimed funds from the Ohio Department of Commerce.
- Housing Development Assistance Program (HDAP) – Provides loans or grants to eligible nonprofit and for-profit organizations for eligible housing projects to expand the supply of affordable housing for very low-income persons.
- Multifamily Bond Program – Focuses on financing multifamily housing through the issuance and sale of tax-exempt development bonds.
- Loan Guarantee Program – Provides a guarantee from OHFA to a lending institution for the development of housing for low- to moderate-income households, if a default situation were to occur that allows the borrower to obtain a larger loan, receive a lower interest rate, or develop a project that would not happen “but for” the OHFA loan guarantee.

Medina Metropolitan Housing Authority Programs

- Section 8 Rental Assistance – Provides rental subsidies for low-income individuals and families including the elderly and handicapped that meet HUD-approved income, selection criteria, age and disability requirements. Residents’ portion is approximately 30% of their adjusted monthly income utilities.
- Housing Choice Vouchers Program – An individual or family that has an income of 50% or less of the county median income is eligible to have the MMHA pay the difference between the contract rent and the client's portion (generally 30 percent of monthly income) via funds from the federal government.
- Family Self-Sufficiency Program – Assists Section 8 families to achieve economic independence through referrals to training and social services programs.
- Home Ownership Made Easy (H.O.M.E.) Program – Helps Southwick Place families buy their own homes through training in money management, credit report cleanup strategies and a savings match up to a \$1000.



3.0 Land Use

3.1 Existing Land Use

An inventory of the existing land use patterns by parcel reveals how development has occurred in the City of Brunswick as well as where future development is likely to occur. The inventory is also helpful in assessing open space and commercial needs. Parcel mapping and land use information was initially obtained from the Medina County Auditors Office. Land uses were verified by field observation and consultation with City officials. Land Use classification from the Auditor’s Office was fairly specific. For simplification, these land uses were generalized into the following categories:

- Residential – Low Density
- Residential – High-Density
- Commercial
- Light Industrial
- Community / Public Service
- Parks / Open Space
- Vacant
- “Town Center”

An explanation for each of these land uses will be described in the subsequent sections. The “Town Center” is still in development and was separated out as its own “mixed-use” land use classification. The areas of the parcels were calculated using a geographical information system (GIS) program. The areas of these parcels were then summarized by their land use. The following table presents a summary of land uses by area and percent of the City. Land use areas represent only parcels. They do not include the area occupied by road right-of-ways.



Table 2-17 Summary of Land Use
City of Brunswick

Land Use	Acres	Percent
Residential LD	3,982	56.9
Residential HD	299	4.3
Commercial	345	4.9
Light Industrial	332	4.7
Community/Public Service	483	6.9
Park / Open Space	557	8.0
Vacant	856	12.2
“Town Center”	144	2.1

Source: Medina County and peter j. smith & company, inc.

3.1.1 Residential – Low Density

Low-density residential land uses include single-family detached dwellings and two family duplexes. More than half (56.9%) of the City of Brunswick is dedicated to this use and these uses spread across the entire community. Almost all of this land area is occupied by single-family neighborhoods. However, there is a duplex development off of Stony Creek Drive. Other two-family dwellings are intermittently located along major corridors. The typical lot size for single-family dwellings in the City of Brunswick are between a quarter and half an acre. In areas where the lot sizes are smaller than this, a single owner often owns two or three contiguous parcels. Larger lots are found along major corridors. Open space areas surrounding single-family developments are not included in the land area figure for this land use.

3.1.2 Residential – High-density

High-density residential property consists of apartment complexes, townhouses and condominiums and the common areas that surround them. Most of these developments are located behind commercial property along Center Road and Pearl Road. Other multi-family developments can be found on Laurel Road and Carpenter Road. This type of land use accounts for 4.3% of the area of the City of Brunswick.



3.1.3 Commercial

Commercial uses include retail sales and services, auto sales and service, hotels, food and beverage establishments, financial institutions and offices. Land devoted to these uses make up 4.9% of the City of Brunswick. Commercial properties are concentrated along Center Road and Pearl Road. Several office complexes are present on Industrial Parkway. There are also some commercial properties along W. 130th Street. Retail spaces in some of the plazas are not completely occupied.

3.1.4 Light Industrial

Light Industrial land uses are small manufacturing operations that are completely contained within a structure. Warehousing operations are also classified as a light industrial use in this analysis. These uses, which occupy 4.7% of the City of Brunswick, are exclusively located east of I-71 around Center Road. The industrial park area is strategically isolated from the rest of the City by I-71 in the southeast corner of the City.

3.1.5 Community / Public Services

Community and public services are organizations that provide public goods. These uses include government agencies, police and emergency services, schools, churches, cemeteries and utilities. In most cases, the lands on which these uses operate are exempt from taxes. Community and public services occupy 6.9% of the land in the City of Brunswick. Most of this area is devoted to schools. The largest of these properties is the Brunswick High School and Middle School complex on Center Road. Elementary schools are spread out throughout the community and are located in residential neighborhoods. The community center and public library are located adjacent to the high school campus. Government agencies are also located on Center Road. Churches are situated throughout the community. Some churches sit on large parcels of land. A cemetery is located on Grafton Road, east of I-71. The public service area consists of a water tower, communication tower and an electrical substation.



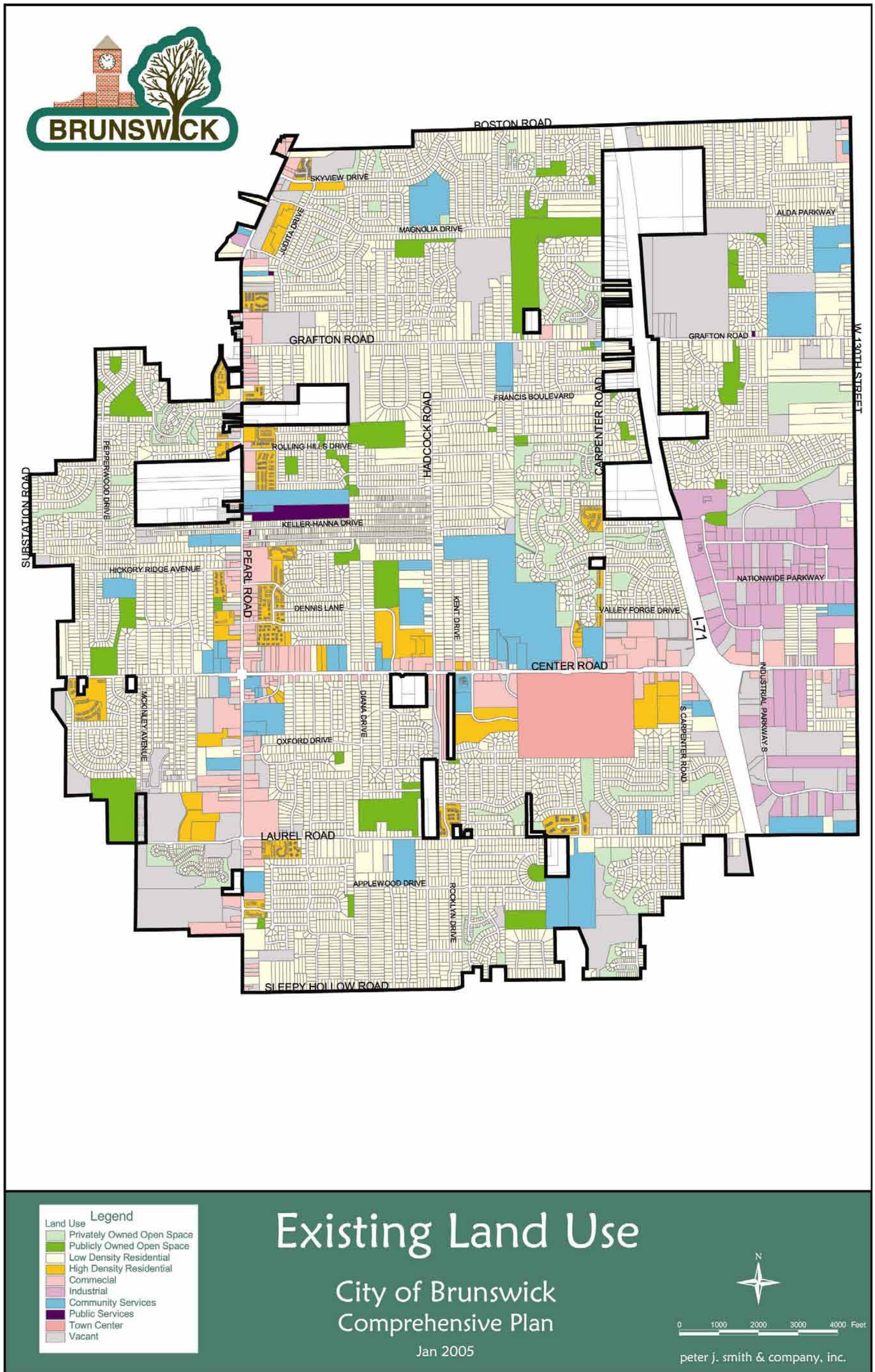
3.1.6 Parks / Open Space

Parks and open space areas are land areas dedicated to recreation or environment preservation. They can include both active and passive parks, storm water retention ponds, and common open space areas within subdivisions. These uses account for 8.0% of the land area in the City of Brunswick. Just over half of this type of land area is owned and maintained by the City. These areas are either community parks, or neighborhood parks and open spaces that are no longer managed by a homeowners association. Homeowners associations operate the remainder of these areas. These neighborhood parks and common open space areas were created as part of subdivision development. Open space properties differ from vacant properties in that they are dedicated to being undeveloped. Nearly all of the neighborhoods have some open space associated with it.

3.1.7 Vacant

Vacant land is any land that is currently not being used and is not set-aside for the purpose of preserving open space. Vacant land has a potential for future development, even if that development requires the mitigation of environmental hazards such as wetlands. There are 856 acres of vacant land accounting for 12.2% of the land use in the City of Brunswick. The largest vacant area is located on Grafton Road, east of I-71. Another large vacant property is located next to North Park. There are two vacant areas, south of Laurel Road, which are associated with residential developments that are in the process of being built. The industrial park also contains a number of vacant properties. While some of these parcels have development potential, much of this area has environmental constraints that limit development. Several vacant properties are located along Center Road and Pearl Road. These properties are the result of old commercial properties or parcels that have not been developed for commercial use.

Figure 2-1 Existing Land Use Characteristics
City of Brunswick





3.1.8 “Town Center”

The “Town Center” project was designated as its own separate land use because it is still under development as a single parcel. The 143-acre project will provide a mixture of commercial properties and residential development that is centered around the Brunswick Lake. The original design of the project was that of a neo-traditional community with street oriented business, residential development with rear yard street access and common open space with trails and meeting spaces. Subsequent alterations to the plan allowed for the development of two large retail anchors in order to make the project economically viable. To date, the core commercial area has been completed along with the retail anchors. Development of the Brunswick Lake and common open space is on going and residential properties are to be built in the near future. The project should be completed by 2005. When completed, the “Town Center” is intended to serve as a community focal point for the City of Brunswick.

3.1.9 Township Islands

There are 536 acres of land divided among 15 separate areas, which are under the jurisdiction of Brunswick Hills Township. The largest of these areas is along I-71 in the northern half of the City. Two more large properties exist on Pearl Road, south of Grafton Road. Smaller Township ‘islands’ are found along Center Road and Laurel Road. These areas are not serviced by the City and are largely undeveloped. However, some of these areas are being developed with various types of uses that do not require City services.



3.2 Land Use Regulations

3.2.1 Current Zoning Law

A zoning ordinance establishes permitted uses, minimum lot sizes, minimum front, side and rear setbacks for principal and accessory buildings, maximum building heights, maximum building and lot coverage, and minimum floor areas. A zoning ordinance is a critical tool for controlling the type, density and appearance of development within a municipality. The zoning ordinance of the City of Brunswick was updated in 1997. Since its update, the code has been amended on several occasions. The zoning code for the City of Brunswick establishes ten zoning districts. The districts are as follows:

- R-R Rural Residential
- R-L Low Density Residential
- R-M Medium Density Residential
- C-N Neighborhood Commercial
- C-H Highway Interchange Commercial
- C-G General Commercial
- C-O Office Commercial
- I-D Industrial Distribution
- L-I Light Industrial
- SPD Special Planned District

The following table summarizes the area in each of the districts.

Table 2-18 Existing Zoning Districts
City of Brunswick

Zoning District	Total Area (Acres)	Percent	Vacant Area (Acres)
C-G	811	10.1	107
C-H	126	1.6	37
C-N	10	0.1	2
C-O	14	0.2	0
L-I	579	7.2	164
R-L	5,648	70.6	256
R-M	241	3	42
R-R	182	2.3	49
SPD	386	4.8	199

Source: City of Brunswick and peter j. smith & company, inc.



R-R Rural Residential

The Rural Residential District provides for single-family development on two-acre lots. The District was created for areas without water service and is reserved as a holding zone for recently annexed properties until a more suitable zoning district is submitted by the property owner(s). Sometimes these areas are converted into parks and the zoning is allowed to stand. Currently, the district makes up 2.3% of the land area in the City of Brunswick. Properties that are owned by the City of Brunswick that are in the Rural Residential District include North Park, Heritage Farm and Huntington School. Recently annexed properties on Laurel Road (east of I-71) and around the Apple Farm on Pearl as well as a property in the southwest corner of the City are also in this district.

R-L Low Density Residential

The Low Density Residential District consists of 70.6% of the land area of the City of Brunswick. The District provides for single-family detached dwellings on half-acre lots. Smaller lots are allowed up to a density of 2.2 families per acre in cluster developments with open space provisions. Churches, schools and other public facilities are allowed in this district by special use permits. With a few exceptions, this district occupies almost the entire area outside of the industrial southeast corner and not adjacent to Pearl Road and Center Road.

R-M Medium Density Residential

The Medium Density Residential District was designed to allow a variety of attached and detached dwellings with a density of up to eight units per acre. Multifamily developments are subject to design standards and open space requirements and must go through site plan review. The district is often located as a buffer between the commercial zone on Pearl and Center Roads and the low-density residential district. Some areas of the M-R district on Laurel Road, Carpenter Road and Substation Road are surrounded by low-density development, with the exception of Brunswick Hills Township property. Most of the 241 acres in this district have already been developed as multifamily residential developments. However, there is an area behind several properties on Pearl Road, south of Center Road that is not yet developed.



C-N Neighborhood Commercial

The Neighborhood Commercial District is intended for establishments that provide retail sales and services for a local geographic area. Permitted uses include convenient stores, professional offices, banks, restaurants and taverns. Site plan review is required for all uses within this district. Currently, there is only one 10-acre area on Boston Road and W. 130th Street that is designated as neighborhood commercial.

C-H Highway Interchange Commercial

The Highway Interchange Commercial District was established for high visibility commercial businesses that will benefit by the visibility from and access to I-71 at the interchange of Center Road and I-71. Businesses within this district are intended to reflect positively upon the community. Site plan approval is required for all development within this district. While 126 acres of land are within the highway interchange district, much of this area is the right-of-way for the I-71/Center Road interchange.

G-C General Commercial

The General Commercial District provides for the location of businesses providing common goods and services for the general community. Uses allowed in this district include retail outlets, financial institutions, offices, clinics, restaurants and nightclubs. Conditional permits can be issued for automobile related business, cemeteries, religious and public buildings. The district also allows the location of apartment complexes, as long as they don't detract from the commercial potential of other properties within the district. The district generally consists of the properties fronting Pearl Road and Center Road except at the I-71 interchange and areas west of Pearl Road on Center Road. In some areas, the General Commercial District includes parcels removed from these corridors. Site plan review is required for all new developments within this district. The General Commercial District occupies 811 acres, or 10.1% of the area of the City of Brunswick. There are several single-family dwellings that exist as non-conforming uses along these two corridors.



C-O Commercial Office

The Commercial Office District is a specialized district specifically designed as a transitional district for properties on the south side of Center Road between Pearl Road and Hadcock Road. This is an area where single-family homes are predominant on a commercial corridor. The district permits single-family dwellings and small scale commercial and office buildings as long as they maintain a residential scale and character. A site plan review is required for the conversion of a residential structure to a commercial structure or any changes to a previously approved commercial structure. The Commercial Office District only occupies 14 acres of land.

I-D Industrial Distribution

The zoning ordinance for the City of Brunswick created an Industrial Distribution District. However, no land area in the City has been designated for this district. The uses differ from the Light Industrial District in that they are smaller operations that don't require separation from residential property. The district was established in anticipation of a need to accommodate industrial growth beyond the limits of the three existing industrial parks.

L-I Light Industrial

The Light Industrial District is established in the southeast corner of the City of Brunswick, east of I-71. Its location provides separation from residential properties as well as access to I-71. The district occupies 4.0% of the City's land area. Uses allowed in this district include small scale manufacturing industries, warehouses, storage facilities, contractor equipment yards, and corporate offices. Design standards insure that the industrial parks are developed in an attractive manner, even though it is isolated. Site plan review is required.



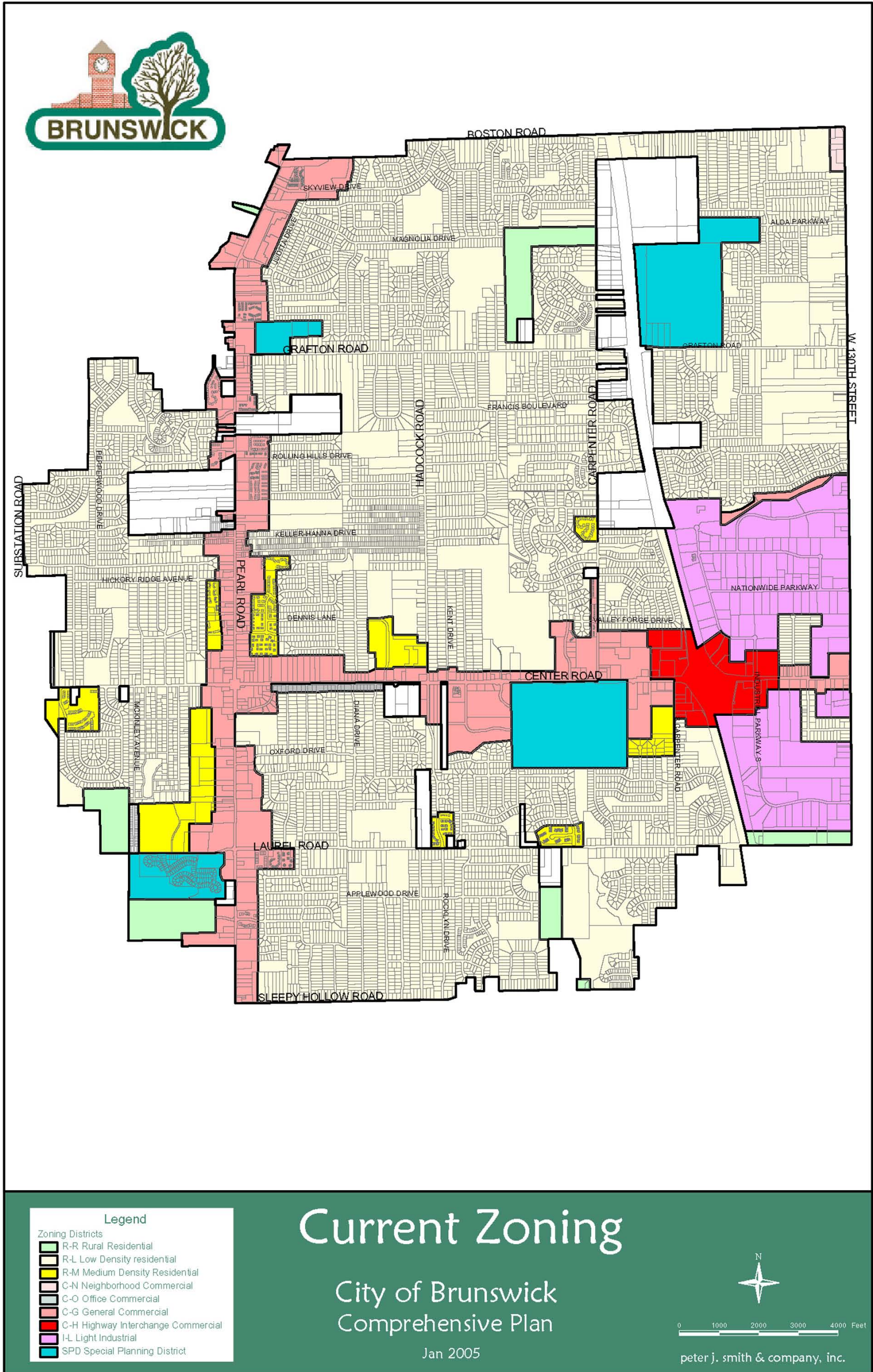
SPD Special Planning Districts

Special Planning Districts were created to accommodate alternative forms of development that would not be possible under any one single zoning district. They promote a mixture of high and low-density residential development and commercial uses while maintaining environmentally sensitive open space. There are four special planning districts in the City of Brunswick. Two of these districts are presently being developed including the “Town Center” project on Center Road. Site plan review and approval by the City Council is required for these developments. Once the plans are approved by the City Council, the development guidelines within the plan become the zoning regulations for the district. The City Council, the Planning Commission, or property owners can initiate a Special Planning District.

3.2.2 Township Islands

There are several large and small properties within the City of Brunswick’s boundaries that are within the jurisdiction of Brunswick Hills Township. The City of Brunswick has no control over the type and design of development on these properties. However, based on a 1977 Judgment Order, “The City of Brunswick shall not be obligated to provide water service to those areas until such time as those properties are annexed to the City of Brunswick.”

Figure 2-2 Existing Zoning
City of Brunswick





3.3 Development Trends

An analysis of developmental trends is based on field observation and discussion with City officials.

3.3.1 Residential Development

There continues to be a strong demand for residential development in the City of Brunswick. Two subdivisions are in the process of being built as well as residential properties in conjunction with the “Town Center”. There are two vacant areas on Grafton Road that provide additional space for single-family residential development. Land is available for multi family development near Pearl Road, south of Center Road. All of the neighborhoods are in good condition. Redevelopment of the older neighborhoods is unlikely in the near future.

3.3.2 Industrial Development

Light industrial developments are still being constructed in the industrial park. While there is vacant land within the park, much of the land is constrained by environmental factors. If the City of Brunswick wants to expand its industrial base, additional land will be needed for industrial development.

3.3.3 Commercial Development

While the City of Brunswick is able to maintain some commercial development, it is having trouble drawing commercial development that is more regionally focused. The commercial corridors are filled with a mixture of old and new commercial developments. There are plazas with unoccupied space as well as undeveloped properties along these roads. Space is available to accommodate future demand for commercial development.



4.0 Parks and Recreation

The following provides an inventory and analysis of parks and recreation resources in the City of Brunswick. Information was obtained from City representatives, various user groups and on-site observations. The inventory includes: City Owned Parks and Open Space, Homeowner Association Parks and Open Space, Regional Parks and Open Spaces, City Owned Recreational Facilities, School Owned Recreational Facilities and Regional Recreational Facilities. While all these resources were inventoried a full analysis was only conducted on parks and open spaces and recreational facilities that are owned by the City.

4.1 Parks and Open Space Inventory

4.1.1 City Owned Parks and Open Space

The City of Brunswick had 16 park sites for a total of 286 acres. Parks are divided into three categories - community parks, neighborhood parks and undeveloped open space. There are five community parks, eight neighborhood parks and three undeveloped open spaces.



According to the National Parks and Recreation Association a community park is a large natural area and/or landscaped area (15 - 100 acres) that serves all ages and is designed to accommodate a large number of people and a wide variety of activities, including both intensive use and passive use. Typical facilities include swimming facilities, picnic tables, paths, game courts, gardens, and natural areas, pavilion, parking, and sanitary facilities.

Neighborhood parks are smaller (5 - 8 acres) and are found in residential neighborhoods. They provide both passive and active areas and may contain the following: open lawn space, shrubbery, small picnic areas, drinking fountain, miniature paths or nature walks, area for court games, off-street parking, and lighting.

Undeveloped open spaces are passive areas in landscaped or natural state in or near urban areas that may be converted to more intensive recreational use when needed. They can provide recreational experiences, environmental quality, or act as a land bank and buffers.



The following is a description of the various parks within the City of Brunswick:

Community Parks

Hopkins Park

Hopkins Park is situated on 32.0 acres at 3089 Laurel Road and 1721 Diane Drive. This park offers room for active recreation as well as wooded areas for passive use. The park has seven soccer fields, a basketball court, paved walkway, two pavilions, a concession stand and restrooms. The fields in Hopkins Park are the most widely used fields in the City. The Brunswick Youth Soccer Association as well as the Men's, Women's and Co-Ed Leagues hold their games and practices in this park. The park's facilities are also used by a six-team summer co-ed league and by over 30 tee ball (intro to baseball for 3-6 year olds) teams during the spring and summer. Practices are held during the week and games are played on the weekends from 8:30 am to approximately 9 pm.

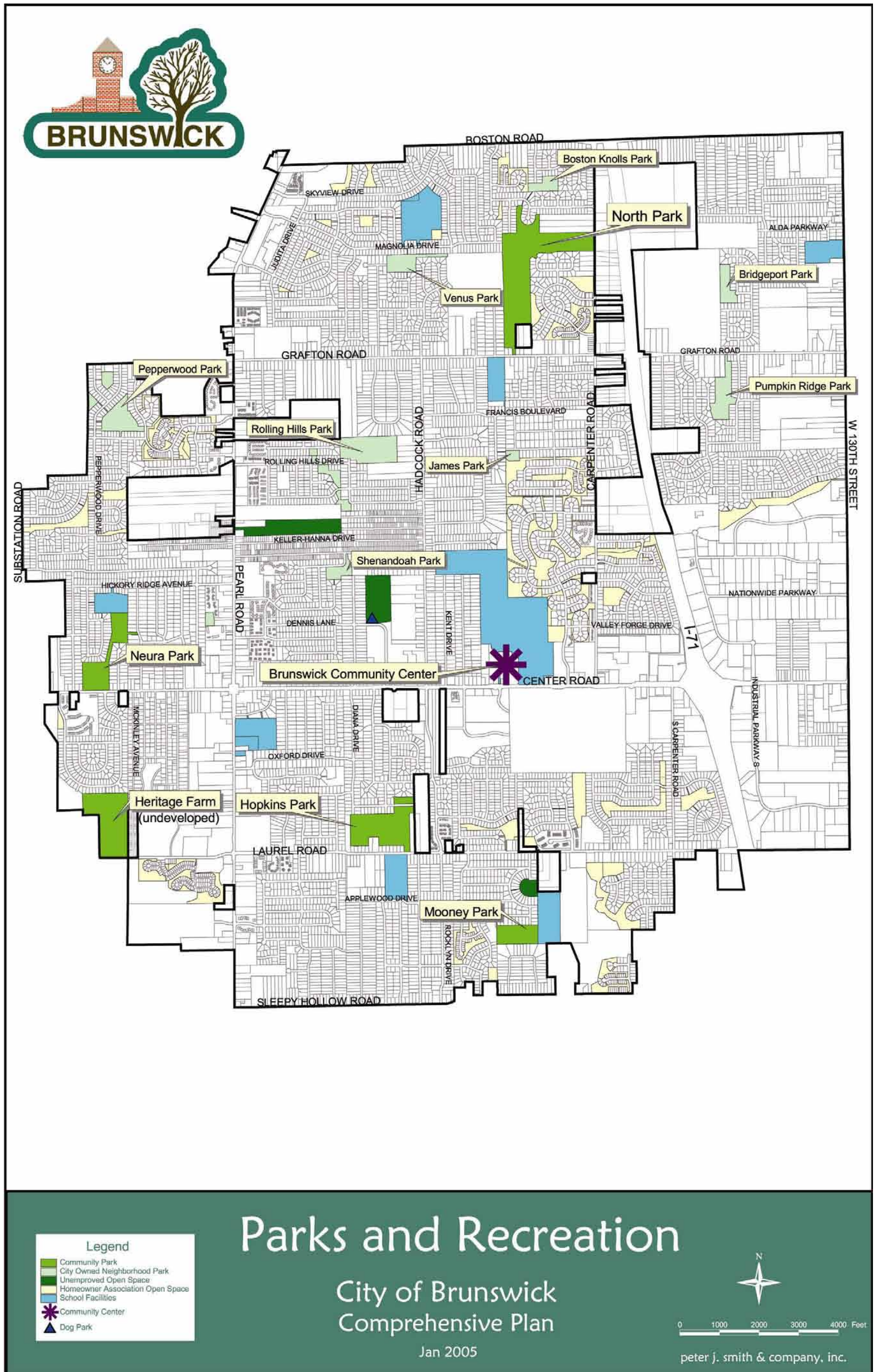
Despite their heavy use, fields are generally in good condition. Ruts could be minimized if the fields were "rolled" after heavy usage when the ground is soft and bare spots could be minimized if fields were rotated after each season. Parking is an issue during the first few weeks of the season.

Mooney Park

Located at 1980 Windsor Drive and consisting of 11.3 acres, Mooney Park is maintained by the City and used by Brunswick Youth Sports, Inc. (BYS) for games. One baseball field, three softball fields and restroom facilities are located at this site.

The four ball fields in this park are in good condition. However, they are unlit fields, which limits their use. The BYS organization has been allowed to use the women's field at Neura Park on Mondays and Fridays and the men's field on Saturdays to provide them access to lighted fields. The BYS also use some school fields.

Figure 2-3 Parks and Recreation Resources
City of Brunswick





Neura Park

Neura Park is the oldest park in Brunswick. Its 19.8 acres are located at 4637 Center Road. Park equipment includes a playground with swings and a climbing rope, two soft ball diamonds, 5 tennis courts, two sand volley ball courts, a paved basketball court and a lighted pavilion that seats 100. Paved walkways, restrooms facilities and a payphone are also available on the site. Tennis courts are lighted and are in excellent condition. The high school teams use the tennis courts. During the summer, the courts are used for youth tennis lessons. Classes are scheduled Monday to Friday from 8 am to 12:30 pm and classes generally have about 12 participants.

There are several issues at this park that needs to be addressed. They include the following: new fencing around the ball diamonds have been damaged and will need repair; there are ongoing drainage problems in the outfield areas; complaints have been made about inadequate lighting in the softball and baseball fields; the park is not in compliance with Americans with Disabilities Act (ADA) standards for access to fields and restrooms and the cement pads for the dugouts are too small and a three inch dip has developed on the sides of the pads which could cause ankle injuries.

North Park

At 63.9 acres, North Park is Brunswick's largest park and is located at 3595 Grafton Road. The park provides passive recreation uses. The park has two lakes. The larger, 4-acre, lake has a fishing pier and provides opportunities for aquatic studies, birds and reptiles/amphibian studies and more. Fishing is allowed without a license and ice fishing and ice-skating are allowed when the ice is at least four inches thick. There are two miles of walking/biking trails through a beech-maple forest, 0.4 miles of paved walkway surround the lake and a new connector trail to Boston Knolls Park. A playground, tot lot, restrooms and sledding hill are some amenities at the park. A fee is assessed for the use of the pavilion that seats 80.

South Park/Heritage Farm

South Park/Heritage Farm is located on 35 acres at Laurel Road. On four acres of the site sits the Heritage Farm Museum, a typical mid-19th century farm of the Ohio Western Reserve, which has been restored and preserved. Heritage Farm was opened to the public on July 1, 2000 and includes a house, privy, carriage house, corncrib, granary, equipment shed, barn, milk house, and chicken house. A community park with active recreation uses was also envisioned for the site but those plans have been placed on hold for the immediate future.



Neighborhood Parks

Boston Knolls Park

Boston Knolls Park is located at 107 Weathervane Lane. This 5.1-acre park has a forested trail that connects it to North Park. Other features include a playground with swings, a softball diamond, a tennis courts and opportunities for wildlife viewing.

The softball field is located too close to homes in the surrounding area, which has resulted in many instances of balls hitting homes. This year it was determined that the field would not be used by the men's and youth baseball leagues. The tennis court needs to be resurfaced and the net replaced.

Bridgeport Park

Situated on 5.0 acres at 404 Winchester Lane, Bridgeport Park offers a playground with swings, a basketball court and a pavilion with four tables and a grill. The park's 2.5 acres of open space allows users to observe grassland birds such as sparrows, bluebirds and hawks.

James Park

James Park, the smallest park in the City, is located on 1.6 acres at 3602 James Blvd. James Park provides a playground and swings, a large playing field for active recreation, a picnic table and a paved walkway through the park. The park features a creek and wildlife viewing opportunities.

Pepperwood Park

Pepperwood Park consists of three different parcels of land, totaling 17.1 acres, which are located at 555 Linden Drive, 625 Pepperwood Drive and 630 Pepperwood Drive. The largest parcel has several large open areas, a playground with swings, a tennis court, a basketball court, two picnic tables, paved walkways and a 3-acre lake that is being stocked with largemouth bass, bluegill and catfish. Fishing is allowed in the lake without a license and ice fishing and ice-skating is allowed with the ice is at least four inches thick. Adjacent to the lake is a 3-acre wooded area with mature trees. The other two park sites are maintained as open green space for play.



Pumpkin Ridge Park

Pumpkin Ridge Park is located at 3062 Grafton Road. The park's 8.2 acres mainly consists of open playing areas except for a small wooded area, which offers wildlife viewing. Amenities include two playgrounds, a softball diamond and a basketball court. Three travel teams use the softball diamond for practices and games. The field is in good condition but it lacks fencing.

Rolling Hills Park

Rolling Hills is a 30.0-acre park located at 831 Ambrose Dr (lake), 4092 Rolling Hills Dr, 787 Westminster Dr. The park is situated on four parcels, two of which have facilities. The "largest parcel" primarily consists of wooded areas with older growth beech and maple trees but also includes a playground, tot lot, a tennis court, basketball court, two picnic tables, two grills and paved sidewalks. Trails are planned for this area in the near future. The other parcel consists of a .25-acre lake, fishing pier, crushed limestone path and two picnic tables.

Shenandoah Park

Shenandoah Park is situated on 7.4 acres at 4036 Roanoke Drive and provides both active and passive uses. The park sits adjacent to natural areas that attract a variety of birds and provide wildlife viewing opportunities. Amenities include a playground with swings, open space for playing fields, a basketball court, a pavilion with six tables and paved walkways throughout the park.

Venus Park

Venus Park is located at 3901 Venus Drive and occupies 9.0 acres. A creek divides the park into two and two footbridges provide connections. Park amenities include a playground and swings, a tot lot, open space playfield, a basketball court and paved walkways throughout the park.



Undeveloped Open Spaces

Cross Creek Park

Cross Creek Park on Cross Creek Drive has no facilities and the park is divided into two sections by a drainage ditch. The park's 17.0 acres are mainly grassland that provides needed habitat for a variety of bird species (sparrows, juncos, hawks) and other wildlife.

Huntington Circle Park

Located at 1870 Berkshire Drive next to Huntington Elementary School, Huntington Circle Park consists of 4.0 acres of undeveloped open space that is mowed twice a year. Students of Huntington Elementary School planted a butterfly garden in the park in 1999.

“Town Center” Park

“Town Center” Park is currently under construction. When completed, it will consist of approximately 71.5 acres located on Center Road between Hadcock and South Carpenter Roads. The park will provide passive recreation uses and include a 14-acre lake.

Water Tower Park

Water Tower Park consists of 19.2 acres of undeveloped green space.

4.1.2 Special Parks and Open Space

Brunswick Dog Park

The Brunswick Dog Park opened May 2004 and is located on Cross Creek Road. The dog park is situated on approximately $\frac{3}{4}$ acre of the southwestern portion of Cross Creek Park. The fenced park has picnic tables, benches, bag stations, a double gate, a main area, a smaller area for small dogs and parking lot. This park is open daily from dawn to dusk.



4.1.3 Homeowners Association Parks and Open Space

Several homeowners associations own and maintain parks and open space areas in the City of Brunswick. The following table summarizes the homeowners association and the resources they own and maintain.

Table 2-19 Homeowner Association Park and Open Space
City of Brunswick

Homeowners Association	Parks /Open Space Acres
Benjamin Farm	15.7
Cherry Hills	17.3
Concord Meadows &Greenbelt	16.3
Coventry	7.0
Creek Run	6.4
Eagle Oaks	14.4
Fairways	1.2
Forest Hills	8.0
Heritage Park	5.2
Hickory Hill	5.5
Laurel Creek	17.9
Laurel Glen	15.0
Mesa Grande	11.2
Mueller Creek	9.3
Old Mill Village	43.0
Presidential Estates-Brunswick	9.7
Presidential Estates-Shady Nook	5.9
Quail Hollow	7.3
Stone Creek	15.4
Waterford Village	5.7
Total	237.4

Source: City of Brunswick and peter j. smith & company, inc.

4.1.4 Regional Parks and Open Space

County Parks

County Parks within two miles of the City of Brunswick include the following:

Plum Creek Park

Plum Creek Park is located south of the City of Brunswick on approximately 162 acres. The park has two ponds, a nature trail, a play structure, an all season enclosed shelter and two open shelters.



Cleveland Metroparks

Cleveland Metroparks within 10 miles of the City of Brunswick include the following:

Hinckley Reservation

Hinckley Reservation is situated on over 2,250 acres in Hinckley Township just three miles southeast of Brunswick. The reservation is known for the annual return of the buzzards, which is celebrated by Cleveland Metroparks. Every March buzzards lay eggs in the cracks, crevices and caves of ledges and hunt in nearby fields.

Other attractions include the 90-acre Hinckley Lake; Whipp's Ledges, which were formed millions of years ago and rise about 350 feet; Worden's Ledges, which has unique carving that were made in the 1940's and three miles of all purpose trails. The reservation provides opportunities for boating, swimming, fishing, biking, hiking, picnicking, sledding, ice skating and bird watching.

Mill Stream Run Reservation

Approximately one mile north of the City of Brunswick is the Mill Stream Run Reservation. Mill Stream Run Reservation is located in the municipalities of Berea, Middleburg Heights, North Royalton and Strongsville. The reservation covers 3,189 acres and includes Baldwin and Wallace Lakes. This reservation connects to Rocky River, Big Creek and Brecksville Reservations.

With the reservation boundaries are 8.5 miles of the Valley Parkway Trail and a physical fitness trails that consists of 18 exercise stations (each station provides a different type of exercise) spaced over 1.2 miles. Activities in the park include picnicking, hunting, bicycling, fishing, hiking, swimming, boating, sledding, and ice-skating.



Rocky River Reservation

Rocky River Reservation is located about three miles north of Brunswick and spans the municipalities of Berea, Brook Park, Cleveland, Fairview Park, Lakewood, North Olmsted, Olmsted Township and Rocky River. This long and narrow reservation follows the flow of the Rocky River and it is one of the largest reservations in the Metroparks system.

The Rocky River Nature Center interprets the wildlife, geology and fossils of the area. Thirteen miles of the Valley Parkway Trail are located in the reservation and connects to the Mill Stream Run Reservation in the south. Three golf courses (Big Met, Little Met and Mastic Woods), Frostville Museum and an equestrian center are all located within on the reservation. Recreational opportunities include visiting historic sites or the museum, picnicking, bicycling, canoeing, kayaking, hiking, fishing, golfing, horseback riding, sledding, ice skating and cross country skiing.

National Parks

National Parks within 10 miles of the City of Brunswick include the following:

Cuyahoga Valley National Park

Cuyahoga Valley National Park is approximately nine miles east of the City of Brunswick and consists of 33,000 acres of forests, hills and wetlands that surround 22 miles of the Cuyahoga River. Cuyahoga Valley was named a national recreation area in 1974 and declared a national park in 2000.

Cuyahoga Valley National Park offers yearlong opportunities for active and passive recreation. Park activities include over 125 miles of trails for hiking, skiing, bicycling, horseback riding and wildlife viewing. Other summer activities at the park include golfing (there are four golf courses in the park), fishing, canoeing, kayaking and picnicking. Winter activities include sledding, tobogganing, hiking, snow-shoeing, cross-country skiing, ice skating and ice fishing. The Cuyahoga Valley Scenic Railroad allows passengers to see the recreation area while enjoying a historic train ride. Coaches built around 1939-1940 take passengers from Cleveland to Akron and pass through some of the most scenic areas in northeastern Ohio. Visitors to the recreation area may also enjoy an array of music and art activities, performances and festivals, which are held in the park.



4.2 Recreation Facilities Inventory

4.2.1 City Owned Recreation Facilities

Brunswick Community Recreation Center

The Brunswick Community Recreation Center is a 50,000 square-foot facility located at 3637 Center Road that serves both residents and those in surrounding communities. The Center provides a variety of fitness and recreational opportunities. The state-of-the-art facility includes a double gymnasium; indoor track; fitness center; cardio-vascular room; an aerobic, dance and exercise studio; whirlpool; saunas; a batting/golf cage room; sand volleyball courts; two meeting rooms; an arts and crafts room; and a kitchen. The Center also has an indoor swimming pool with an outdoor sundeck, outdoor raindrop, outdoor wading pool, and a snack bar.





4.2.2 School Owned Recreation Facilities

Recreational facilities at all the local schools are used for City Programs. The table that follows highlights the various school owned facilities and the City programs that they accommodate.

Table 2-20 School Owned Facilities Used for City Programs
City of Brunswick

Facility	User Group	Area Used
Applewood Elementary	Brunswick Youth Sports	Baseball Field 1
Crestview Elementary	Brunswick Youth Soccer Association	Soccer Field 1
Hickory Ridge Elementary	Brunswick Youth Football	Grounds
	Brunswick Youth Sports	Gym
Huntington Elementary	BYS Rec. Basketball	Baseball Fields 1 & 2
	Brunswick Youth Soccer Association	MPR/Gym
	Brunswick Youth Football	Baseball Fields 1 & 2
Kidder Elementary	Brunswick Youth Sports	Baseball Fields 1 & 2
	Brunswick Youth Football	Baseball Fields 1 & 2
Memorial Elementary	Brunswick Youth Soccer Association	Soccer Field
Towslee Elementary	Brunswick Youth Soccer Association	Gym
	Cross County Youth Football	Grounds
Edwards Middle School	BYS Rec. Basketball	Gym Basketball Courts 1 & 2
	Cross County Youth Football	Football Stadium Field
	Brunswick Youth Football	Football Stadium Field
	Brunswick Youth Soccer Association	Track/Soccer Field
Visintainer Middle School	BYS Rec. Basketball	Gym
	Brunswick Youth Sports	Baseball Fields 2 & 4
Willets Middle School	BYS Travel	Gym
	Brunswick Youth Sports	Softball Field
	Cross County Youth Football	Softball Field
Brunswick High School	Brunswick Youth Soccer Association	Field 5
	Youth Traveling Wrestling	Wrestling Room
	Youth Traveling Girls Basketball	West Gym
	Youth Traveling Boys Basketball	West Gym
	Brunswick Youth Sports	Fields 3 & 4
	Brunswick Youth Football	Field 4
Cross County Youth Football	Stadium, Fields 2, 4 & 7	

Source: Brunswick City Schools



4.2.3 Regional Recreational Facilities

Within three miles of Brunswick are six public golf courses that City residents can use. They include the following:

Brunswick Hills Golf Course

Brunswick Hills Golf Course is located at 4900 Center Road and features an 18-hole course. Fees start under \$20.00.

Bunker Hill Golf Course

Bunker Hill Golf Course was established in 1927. It is located at 3060 Pearl Road in Medina and provides a challenging 18-hole course. Also available are golf simulators, dining facilities, pool tables, multiply television sets, foosball and darts. Course fees range from \$5.00 to \$36.00.

Cherokee Hills Golf Club

Cherokee Hills Golf Club is located at 5740 Center Road in Valley City. The public facility has an 18-hole course along tree-lined fairways. Course fees range from \$10.00 to \$45.00.

Pine Hills Golf Course

Pine Hills Golf Course is located at 433 W. 130th street in Hinckley. This 18-hole course was built in 1957. Amenities at the club include dining facilities and a pro shop. Course fees range from \$12.50 to \$48.00.

Pleasant Valley Country Club

Pleasant Valley County Club was founded in 1970. It is located at 3830 Hamilton Road in Medina and has an 18-hole course. A pro shop is available on site. Fees range from 11.25 to \$27.00.

Skyland Golf Course

Skyland Golf Course is an 18-hole facility that was founded in 1932. It is located at 2085 Center Road in Hinckley and offers a variety of amenities including a pro shop,



lighted pavilions for outdoor gatherings and a clubhouse with dining facilities. Basic course fees range from \$12.00 to \$27.50.



Valleaire Golf Club

Valleaire Golf Club is located at 6969 Boston Road in Hinckley, Ohio. This 18-hole course was founded in 1963.

4.3 Parks and Recreation Facilities Analysis

4.3.1 City Standards

A variety of standards for park and recreation facilities have been developed and used by professional and trade associations throughout the country. Standards should be viewed as a guide since they address minimum, not maximum, goals to be achieved and they should be interpreted based on the particular situations and needs of local communities.

The City of Brunswick incorporated the 10 acres per 1,000 people, parks and open space standard into its Recreational Impact Fee that was implemented in 1979. The purpose of the Impact Fee is to provide funding for the acquisition and development of new park, recreational and open space facilities as residential growth occurs. In 1995 the City of Brunswick adopted the Development Policy Plan Update in which it was recommended that future development should incorporate the following ratios which would support the City’s overall parks and open space standard of 10 acres/1000 persons upon which the Recreation Impact Fee is based:

Neighborhood Parks	2.5 Acres/1000 Persons
Community Parks	4.0 Acres/1000 Persons
<u>Undeveloped Open Space</u>	<u>3.5 Acres/1000 Persons</u>
Total Parks and Open Space	10.0 Acres/1000 Persons



Using the 2000 Census population of 33,388 and the ratios suggested by the Development Policy Plan Update the following surplus/deficiency were identified. City owned land included 84 acres of neighborhood parks, 162 acres of community parks and 40 acres of open space. Based on the ratio recommended by the Development Policy Plan Update, Brunswick has a deficiency in open space and a surplus in neighborhood and community parks. When “Town Center” Park is completed there will be an additional 72 acres of undeveloped open space.

Table 2-21 Park Types and Acreage Needed Based on Development Policy Plan Ratios
City of Brunswick

Park Type	Acres Needed	Current Acreage	Surplus/Deficiency
Neighborhood Park	83	84	1
Community Park	134	162	28
Undeveloped Open Space	117	40	-77
Total	334	286	-48

Source: peter j. smith & company, inc. and Development Policy Plan Update

Although not included in the above needs analysis, Homeowners Associations provide approximately 250 acres of park and open space and there are over 30,000 acres of active and passive regional recreational areas within 10 miles of the City.



4.3.2 National Recreation Facilities Standards

In addition to the park standards, there are standards that guide the general delivery of recreation facilities that a community should offer. These standards are based on population within a community and should be tailored to the specific needs and trends within a community. The following outlines the general recreation standards for a variety of uses.

Table 2-22 Recreation Standards¹¹
Community Standards

Activity/Facility	Recommended Space Requirements	Units Per Population	Service Radius	Location Notes
Basketball Youth High School Collegiate	2400-3036 sq. ft 5040-7280 SF 5600-7980 SF	1 per 5000	¼ to ½ mile	Outdoor courts in neighborhood and community parks, plus active recreations areas in other park settings
Handball (3-4 wall)	800 SF for 4-wall 1000 for 3-wall	1 per 20,000	15-30 minute travel time	4-wall usually indoor as part of multi-purpose facility. 3-wall usually outdoor in park or school setting
Ice Hockey	22,000 SF including support area	Indoor – 1 per 100,000 Outdoor – depends on climate	½ - 1 hour travel time	Climate important consideration affecting no. of units. Best as part of multi-purpose facility
Tennis	Minimum of 7,200 SF single court (2 acres for complex)	1 court per 2000	¼ to ½ mile	Best in batteries of 2-4. Located in neighborhood/community park or adjacent to school
Volleyball	Minimum of 4,000 SF	1 per 5000	¼ - ½ mile	Same as other court activities (e.g. badminton)
Baseball Official Little League	3.0-3.85 A minimum 1.2 A minimum	1 per 5000 Lighted 1 per 30,000	¼ - ½ mile	Part of neighborhood complex. Lighted fields part of community complex.
Football	Minimum 1.5 A	1 per 20,000	15-30 minutes travel time	Same as field hockey.
Soccer	1.7 – 2.1 A	1 per 10,000	1-2 miles	Number of units depends on popularity. Youth soccer on smaller fields adjacent to schools or neighborhood parks.
Softball	1.5 to 2.0 A	1 per 5,000 (if also used for youth baseball)	¼ - ½ mile	Slight differences in dimensions for 16" slow pitch. May also be used for youth baseball.
Swimming Pools	Varies on size of pool and amenities. Usually ½ to 2 A site.	1 per 20,000 (Pools should accommodate 3 to 5% of total population at a time.)	15 to 30 minutes travel time	Pools for general community use should be planned for teaching, competitive and recreational purposes with enough depth (3.4m) to accommodate 1m and 3m diving boards. Located in community park or school site.
Trails	N/A	1 system per region	N/A	

Source: NRPA Park Standards

¹¹ Lancaster, R.A. (Ed.). (1990). *Recreation, Park, and Open Space Standards and Guidelines*. Ashburn, VA: National Recreation and Park Association.



Basketball

The NRPA standards suggest that there should be at least 6 basketball courts in the City of Brunswick based on its population. The City currently has 10 basketball courts, which are located in various City owned parks. The City Programs also uses five courts at Hickory Ridge Elementary, Edwards Middle School, Visintainer Middle School and Brunswick High School.

Based on use of existing facilities there appears to be a need for additional basketball courts. According to a Brunswick Recreation Center representative additional basketball courts at the Recreation Center would improve scheduling during basketball season. With the recent introduction of basketball teams in the middle schools between October and March both school teams and community program teams are vying for use of school basketball courts. Thus, courts are not available for use by the community programs teams until after 8 pm when school teams have concluded their practices.

Handball

The national standard for handball indicates that there should be at least one court in a community the size of Brunswick. The City currently does not offer any handball courts.

According to a Brunswick Recreation Center representative there has not been a demand for this type of facility.

Skating/Arena

The national standards suggest that a skating rink/arena is needed for each 100,000 residents. With a 2000 Census population of approximately 33,000 the City of Brunswick does not have the population to support a skating rink/arena. Hockey facilities are located in the nearby community of Strongsville (about 5 minutes away). Brunswick residents are charged a higher non-resident fee for the use of that facility.

According to a Director of Parks and Recreation while the community could not afford a skating arena the addition of a skateboard park would be useful for youngsters.



Tennis

According to the NRPA standard a community the size of Brunswick should have at least 16 tennis courts. Brunswick residents have access to seven tennis courts, which are located in four different City parks – Boston Knolls, Neura, Pepperwood and Rolling Hills.

According to a Brunswick Recreation Center representative existing facilities are appropriate to meet the needs of the community.

Volleyball

The NRPA standard for volleyball courts suggests that the City should have six courts. Brunswick currently has a total of four sand volleyball courts – two each at Brunswick Recreational Center and Neura Park.

According to a Brunswick Recreation Center representative existing facilities are appropriate to meet the needs of the community.

Baseball

The NRPA suggests that there should be one unlit baseball field for each 5,000 residents within a community and one lit field for each 20,000 residents. This would indicate that Brunswick should have six unlit baseball fields and one lit field. The City has two unlit baseball fields – one each at Mooney and Pumpkin Ridge Parks. Also used for City programs are fields at the following schools: Applewood Elementary (1), Huntington Elementary (2), Kidder Elementary (2), Visintainer Middle School (1), and Brunswick High School (1).

There are a large number of adult and youth leagues that use the baseball and softball fields in the community and while there are several fields in the community they are all unlit. According to the Director of Parks and Recreation there is a need for a least one lighted field in the community.



Football

The national standard for football fields recommends that a community the size of Brunswick should have one football field. The City does not own any football fields but it does use the football stadium at Edwards Middle School and the football stadium and two other football fields at Brunswick High School.

According to a representative of the Brunswick Youth Football and Cheerleading Inc., having to use school facilities limits their access to fields as they have to scheduled activities based on the school's use of those fields. The organization would prefer that the City obtained its own football facilities.

Soccer

According to the NRPA one soccer field is needed for each 10,000 residents. Indicating that Brunswick should have three soccer fields. The City has seven soccer fields, which are all located in Hopkins Park. City programs also use the soccer fields at Crestview Elementary, Memorial Elementary and Edwards Middle School.

According to the a representative of the Brunswick Youth Soccer Association while the soccer fields in Hopkins Park are well maintained two or three additional fields would improve scheduling and position the City to accommodate increased needs as the community grows. Currently fields are in use from dawn to dusk in order to accommodate the large number of teams.

A representative of the Brunswick Recreation Center indicated that two additional fields would greatly improve scheduling and would enable one field to be designated for adult league use. According to the Director of Parks and Recreation the number of younger participants in the sport of soccer have increased while the number of older youngsters have remained stable or declined indicating the potential to reconfigure a large field to two smaller fields. He also indicated that a lighted soccer field would be useful.



Softball

The national standard for softball field recommend that there be at least six softball fields in a community the size of Brunswick. The City has three softball fields in Mooney Park, two in Neura Park and one in Boston Knolls Park. Only the fields in Neura Park are lit which limits their use. The softball fields at Willetts Middle School, Visintainer Middle School and Brunswick High School are also used for City Programs. These fields are also unlit.

Swimming Pools

The national standard for swimming pools indicates that a community the size of Brunswick should have one swimming pool. The community has an indoor pool and an outdoor wading pool at the Brunswick Community Recreation Center.

According to the Director of Parks and Recreation outdoor pools provided by several Homeowner Association assist in meeting the current demand for outdoor pools however, in the future, a need may develop for a public outdoor pool.

Trails

There are small hiking and biking trails within several of the City's parks however, there is not a comprehensive trail system that links the neighborhoods and recreational resources in the City. There is a proposed trail that would like the City owned park and open spaces.





4.3.3 Summary of Needs

A variety of recreational facilities are available for resident use in the City of Brunswick. NRPA standards were presented as a reference point and general guide for assessing the adequacy of existing facilities. However, to be most useful standards should be used in conjunction with an understanding of local trends and participation rates.

Both municipal and school owned facilities were included in the assessment of recreational facility. According to representatives of various user groups existing facilities are well maintain but one or two additional soccer fields, additional basketball courts and a lighted baseball/softball field would be useful. Additional soccer, basketball and softball facilities were included in the amenities proposed for South Park. If these additional recreational facilities and a trail system were brought to fruition existing deficiencies within the community would be addressed.

4.4 Program Inventory and Analysis

This section of the Parks and Recreation Plan evaluates existing recreation programs in the City of Brunswick and assesses the needs of the community with respect to different programming. The evaluation is based on an examination of the services provided, participation levels, user fees, seasonal offerings and age groups targeted for each activity. Recreational programs are provided by the City of Brunswick and also by private organizations. The Brunswick Parks and Recreation Department provided information on recreational programs.

4.4.1 City Programs

The Brunswick Parks and Recreation Department provides programs for all ages using park and school facilities, as well as the Brunswick Recreational Center. The Brunswick Community Recreation Center has approximately 8000 members in three categories (resident, school district and non-resident) and membership rates are based on these classifications. Proof of residency is required to receive resident or school district rates. About 85% of members are residents. There are also individual program fees that are assessed based on member, non-member resident, and non-member non-residents classifications. However, some activities and programs are free.



Exercise classes and aquatic programs are among the most popular activities that are offered. Sports programs are offered at both the adult and child levels. Activities provided by the Parks and Recreation Department fall into the following general categories: Special Events and Programs, Concerts and Theater, Children’s Programs, Adult Programs, Senior Programs, Parks and Nature Programs and Aquatic Programs.

Special Events and Programs

Special events and programs are scheduled through out the year at the Brunswick Recreational Center. Activities include annual events such as the “Swim for Diabetes” fundraiser, the Easter Egg Stravaganza and the Kids Halloween Costume Contest as well as family activities such as Parent-Children Sports Days and Dad Daughter Dances.

Concerts and Theater

The Brunswick Recreational Center sponsors a series of indoor and outdoor concerts from early July to Labor Day weekend. Families can bring blankets and lawn chair and relax and enjoy great music. Most concerts are free and but free will donations are accepted. A variety of theatrical productions are also offered by the Recreational Center.



Children's Programs

A variety of children's programs are available at the Brunswick Recreational Center. Everything from fun and games to organized sports are available. The following chart indicates the large selection of programs that are offered to youths in the community as well as the member rate for associated fees.

Table 2-23 2003-2004 Children's Recreational Programs
Activities Sponsored by the City of Brunswick

Programs	Age Group	Fees*
Camps		
Spring Break	Grades 1-6	\$75.00
Summer Camp	Ages 5-9	\$75.00-95.00
Drama Mini Camp	Grades 1-7	\$50.00
Dance and Music		
Jazzy Ballet	Ages 5 and up	\$44.00
Fairy Tale Ballet	Ages 3-4	\$48.00
Hip Hop	Ages 6-10; 11 and up	\$44.00
Beginner Tap	Ages 5 and up	\$50.00
Twirling	Co-Ed Ages 4 and up	\$54.00
Cheerleading Fundamentals	Ages 4-7 and Ages 8-12	\$22.00
Cheer-Dance	Ages 8-12	\$20.00
Fitness and Exercise		
Yoga	Ages 16 and up	\$42.00
Karate	Ages 6-12; 13 and up	\$47.00
Fun and Games		
Recreation Club	Grades 1-5	\$12/mo.
Pony Camp	Ages 6-12	\$75.00
Junior Pony Camp	Ages 2-6	\$30.00
The Zone	Grades 4-8	\$7.00
Magic and Balloon Art	Ages 5 and up	\$32.00
Indoor Playground	Ages 10 months to 4 yrs.	Free
Gymnastics		
Tiny Tumblers	Ages 4-5	\$32.00
Girls-Beginners, Advanced Beginners, Intermediate	Ages 5 and up	\$42.00
Sports		
Tee Ball League	Ages 3-4	\$25.00
Pre-School & Advanced Pre-School Sports	Ages 3-4, 4-5	\$27.00
Tucker Neale Basketball Clinic	Grades 3-7	\$75.00
Brunswick Co-Ed Summer Volleyball Camp	Grades 5-12	
Miniature Golf	Ages 7-10	\$25.00
Youth Golf	Co-Ed Ages 11-18	\$65.00
Summer Tennis Lessons (Beginners, Intermediate)	Ages 7-9, 10-12, 13-15	\$25.00
Cross Country League	Grades 3-6	\$25.00
Basketball League	Grades 4-8	\$35.00
Little League Baseball Hitting Clinic	Boys 8-10, 11-13	\$23.00

Source: City of Brunswick Parks and Recreation Department

*Indicates member fee, not including specific supply costs; nonmember fees are higher



Adult Programs

Adults are also offered a wide variety of programs at the Brunswick Recreational Center. The selection includes workshops, personal exercise trainers, fitness and exercise classes and numerous arts and craft and sports programs to challenge the mind and body. Adult programs are generally open to individuals that are 16 or older but younger students may be allowed to participate under circumstances. Over 650 men and women in 41 different teams participate in the various adult softball leagues. The adult soccer leagues consist of 32 teams with over 500 participants.

The table that following indicates the programs offered and associated fees for residents.

Table 2-24 2003-2004 Adult Recreational Programs
Activities Sponsored by the City of Brunswick

Programs	Age Group	Fees*
Arts and Craft		
Basket Classes		\$10.00
Learn to Knit	Ages 12 and up	\$30.00
Winter Scarf Project	Ages 12 and up	\$20.00
Rubber Stamp Classes		\$8.00
Dance		
Hip-Hoppin Exercise	Ages 18 and up	\$44.00
Social Dancing	Ages 16 and up	\$32.00
Line Dancing	Ages 12 and up	\$30.00
Workshops		Free
Fitness and Exercise		
Yoga	Ages 16 and up	\$42.00
Karate	Ages 13 and up	\$47.00
Tai Chi Chuan	Ages 13 and up	\$47.00
3D Fitness		\$23.00
Yoga Ball		\$27.00
Pilates Mat Science		\$48.00-\$53.00
50/50 Cardio Ball		\$23.00
Power Hour Power Bar		\$45.00
Thighs, Butt and Guts Plus		\$48.00-\$53.00
20/20/20 Step Aerobics		\$45.00
Sports		
Co-Ed Summer Sand Volleyball League		\$50.00/Team
Beginner Golf	Ages 18 and up	\$37.00
Beginner Parent/Child Golf	Ages Adult/Child 8 yr and up	\$25.00
Men's Summer Basketball League		\$150.00/Team
Tennis Singles League		\$23.00
Pick-Up Tennis		Free
Softball Leagues (Men's, Women's, Co-Ed 40+)		\$200.00-\$250.00/Team
Soccer Leagues (Men's, Women's, Co-Ed, 30+)		\$150.00/Team
Running Class		\$5.00

Source: City of Brunswick Parks and Recreation Department



*Indicates member fee, not including specific supply costs; nonmember fees are higher



Senior Programs

The Brunswick Recreational Center offers many programs and events that are tailored for residents who are 50 years and older and many of them are free. Activities include, movie matinees, dinner and night out groups, mini-bus and tour bus trips, book and games groups, dance and exercise classes, exercise for arthritis sufferers, hiking groups, discussion groups, fishing club and a speaker series.

Medina County serves lunch to seniors at the Recreational Center Wednesday and Friday of each week. To participate senior must contact the Office for Older Adults.

Seniors wishing to contribute to the planning of events and activities for seniors may join the Senior Citizen Recreation Center Board. Meetings are the first Friday of each month.

Parks and Nature Programs

Residents of all ages can learn about nature through discovery walks, stories, and a variety of activities offered at local parks. Children can explore the great outdoors through hands-on activities, hikes, live animals, campouts, crafts and more. There are also opportunities to explore the universe and gaze at the stars.

Educators and civic groups can take advantage of the education programs and field studies that are available through the park naturalist. These programs can be tailored to meet the needs of participants. Possible topics include: reptiles, amphibians, pond studies, forest ecology, endangered species, Native American and pioneer life, etc.

Several campouts are scheduled at North Park during the summer months. During these campouts families and groups can participate in games, night prowls (explore how animals and people function at night), story telling, fishing, crafts, and campfires. The Brunswick Astronomy Club also provides telescopes for viewing the stars.

Those interested in using park facilities for private family or company gathering may rent park pavilions for a small fee.



Aquatic Programs

Aquatic Programs for all ages and skill levels are available at the Brunswick Recreational Center. Whether an infants or a senior, everyone will be able to find an aquatic program to meet their need. Aquatic programs for those in third grade or younger are very popular and tend to have a waiting list. There are also programs for those who have physical or mental disabilities as well as instructor and lifeguard training programs.

Children, ages 6 and older, are introduced to competitive level swimming through The Brunswick Recreation Swim Team. Coaching staff is available to assist young swimmers in becoming organized, strong and motivated athletes.

Table 2-25 2003-2004 Aquatic Programs
Activities Sponsored by the City of Brunswick

Programs	Age Group	Fees*
Special Olympics Swim Team and Easter Seals Adaptive Swim		\$20.00
Water Safety Instructor	Ages 17 and up	\$125.00
American Red Cross Lifeguard Training	Ages 15 and up	\$145.00
American Red Cross Guardstart Program	Ages 11-14	\$43.00
Current Lifeguard Review and Challenge		\$35.00
CPR Recertification		\$25.00
Arthritis Foundation Aquatic Program	Ages 16 and up	\$29.00
Shallow Water Aerobics	All ages	\$26.00-\$29.00
Deep Water Aerobics	All ages	\$26.00-\$29.00
Infant Swim	Ages 6-18 months	\$30.00-\$31.00
Toddlers	Ages 18-36 months	\$30.00-\$31.00
Pre-School and Advanced Pre-School	Ages 3-4	\$30.00-\$31.00
Levels I to Level VII	Ages 5 and up	\$40.00
Snorkeling	Ages 8 and up	\$25.00
Scuba Diving	Ages 12 and up	\$200.00
Discover Scuba	Ages 12 and up	\$30.00

Source: City of Brunswick Parks and Recreation Department

*Indicates member fee, not including specific supply costs; nonmember fees are higher



4.4.2 Private Programs

Brunswick Youth Football & Cheerleading Inc.

Flag, Junior Varsity and Varsity Football as well as Cheerleading for youths 5-13 years of age are provided by the Brunswick Youth Football organization. The program runs from the beginning of August to mid November and has approximately 500 participants annually. The registration fee for Cheerleading, Junior Varsity and Varsity Football is \$75.00 and the fee of Flag Football is \$50.00. The organization uses facilities at Hickory Ridge Elementary, Huntington Elementary, Kidder Elementary, Edwards Middle School, and Brunswick High School for their activities.

According to the organization representative having to use school facilities means having to plan around the school's use of those facilities and requests have been made for the City to obtain land for football fields.

Brunswick Youth Soccer Association (BYSA)

The Brunswick Youth Soccer Association administers the youth soccer program. The program is designed to be fun with an emphasis on sportsmanship and team play. Outdoor games are held at Hopkins Parks and indoor games are held in the Brunswick Recreational Center. There is a six game indoor season and a six game spring season and an eight game fall season. Approximately 1000 youngsters participate in this program annually. All divisions during the indoor season are co-ed while the spring season has separate boys and girls divisions except for participants under 6 years old who play on co-ed teams. Parent volunteers serve as coaches, officers and staff for the organization. Fees range from \$28.00 to \$40.00 for residents.

According to an organization representative two or three additional soccer fields would be ideal. The additional fields would make it easier to accommodate the many teams in the organization and would accommodate growth over the next five years or more. The Fall 2004 program has 80 teams. The Spring 2004 program had the largest participation rate to date, 1250 youngsters. Teams are usually full with a waiting list. Games are held on Saturday and usually run from 10 am to 5 pm.



Brunswick Youth Sports (BYS)

Brunswick Youth Sports organizes the Little League Baseball and Softball programs in Brunswick for youths aged 5-17. Approximately 2,500 youths participate in this program annually on both boys and girls teams. Practices start in mid April and the playing season begins in mid May and concludes at the end of July. There is a \$55 fee for each participant. The BYS uses six City fields and 12 school fields for their games and practices.

According to an organization representative both the City fields and school fields the organization uses are well maintained. The BYS hires staff to maintain the school fields that they use. The number of participants in the program has been relatively stable in recent years. They would like to have one additional large, regulation size field that can be used by the older boys.

Baseball Travel Teams

The Brunswick Barracudas, Knights and Wildcats are three independent travel baseball teams that are part of the Cuyahoga Valley Baseball Association (CVBA) and youngsters play against teams from all over Northeast Ohio. The three teams have a total of approximately 40 boys participating, who are between the ages of 12 and 13. All players are residents of Brunswick.

The season begins in late April and ends the second week of July. The CVBA registration fee is \$235 per team. The three teams use the baseball field at Pumpkin Ridge for their games and practices. Half of the teams' scheduled 26 games as well as a minimum of two practices per week are held at Pumpkin Ridge. Thus, the field is used 39 times for games and 75-80 dates for practices between the three teams. According to a representative from the Brunswick Barracudas there are no major issues with the field and when problems arise the Director of Parks quickly handles them.

4.4.3 Regional Programs

Cross County Youth Football & Cheerleading Inc.

Cross County Youth Football & Cheerleading Inc. organizes football and cheerleading for youths from 5 to 13 years of age. Facilities at Towslee Elementary School, Edwards



Middle School, Willetts Middle School and Brunswick High School are used for practices and games.



4.5 Parks and Recreation Development Concept Plan

The Parks and Recreation Concept Plan establishes the goals for the City of Brunswick. Recommendations in the concept plan should be provided as the population demands and when it is economically viable. The location of proposed facilities on the plan are general and are not intended to represent specific location. Land and easement acquisition will dictate the location of future facilities.

The Town Center Community Park is currently under development. The park will be passive and serve as a central gathering space. It should include trails, interpretive signage and meeting venues. A sensory garden should be established as part of the Town Center Community Park. South Park is currently undeveloped. As the population demands, this land can be developed as a community park that provides both active and passive recreation.

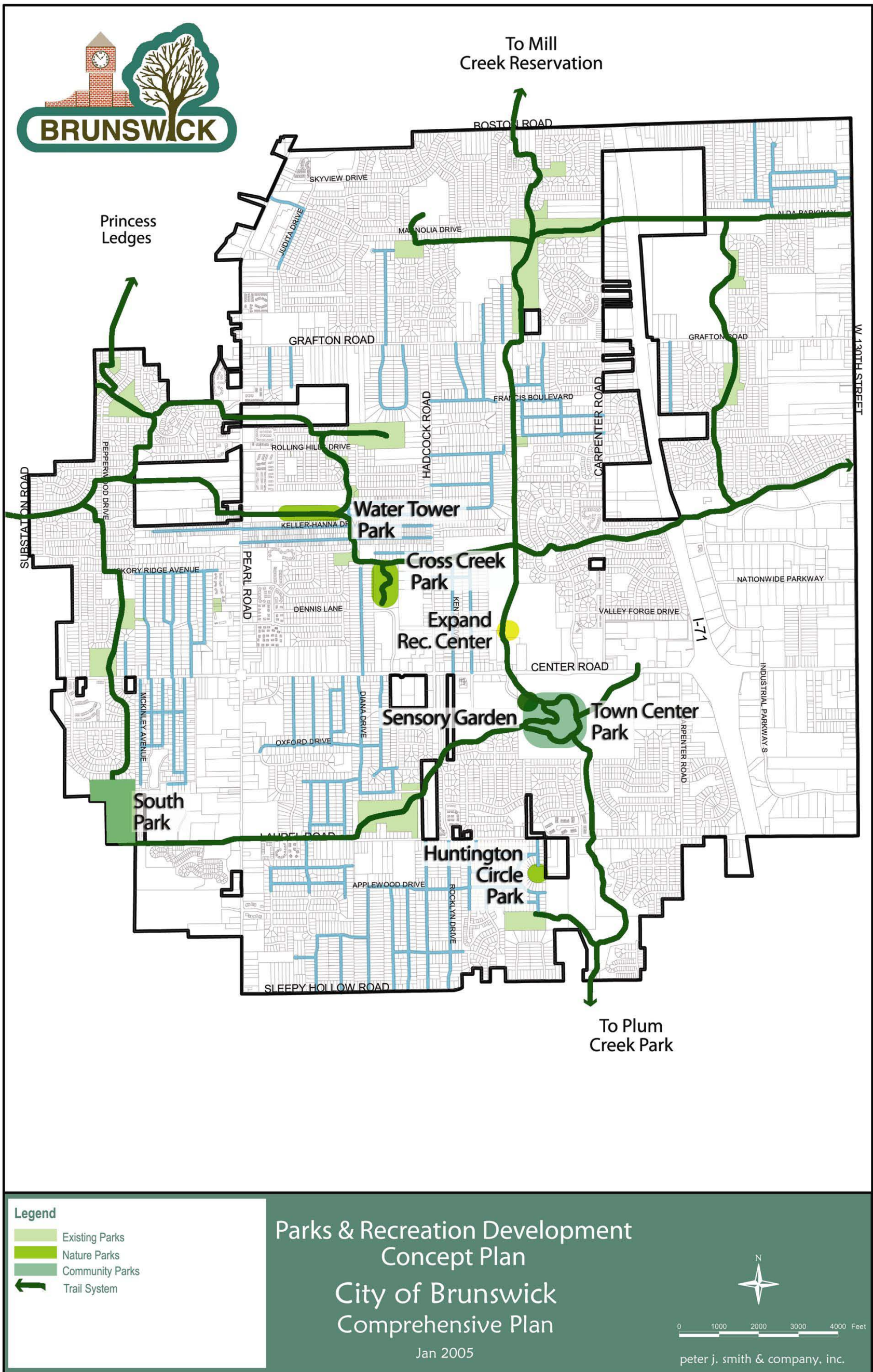
The City of Brunswick owns three parcels of undeveloped open space. These properties should remain wild, but could be developed into nature parks by adding trails and interpretive signage to observe plants and wildlife.

A network of multi-use trails should connect the public parks. Development of these trails will require easements property owners and homeowner associations. The trails depicted on the Concept Plan makes are an attempt to follow water courses and use public property when possible. Ultimately the Brunswick Trail System should connect to regional trail systems of Medina County and the Cleveland Metro Parks.

The Recreation Center provides a variety of activity. The facility is often crowded and should be expanded either in its present location or by an additional facility.

Facilities in existing parks should be well maintained. The appearance of playground and athletic fields impacts the quality of Life in the community. Additional athletic fields may be required as the population demands.

Figure 2-4 Park and Recreation Concept Plan





5.0 Natural Resources

5.1 Geology and Topography

5.1.1 Geology

The City of Brunswick lies on the edge of the physiographic region Killbuck-Glaciated Pittsburgh Plateau. The Killbuck-Glaciated Pittsburgh Plateau is a glaciated portion of the Allegheny plateau. This region is characterized by ridges and flat uplands covered with thin drift and steep valleys. The valley segments are either broad-filled or narrow rock walled reaches. The Wisconsin age drift, deposited about 14,000 years ago, is a clay to loamy till that covers Mississippian-Pennsylvanian age shales, sandstones, conglomerates, and coals, which date back 320 million years. The Allegheny Escarpment delineates the edge of this region. The escarpment is most visible on the west side of Pearl Road in the northern half of the City of Brunswick.¹²

The glacial deposits left by the Wisconsin Glaciers took the form of ground moraines and end moraines in the City of Brunswick. Ground moraines are level layers of till formed by advancing glacial ice. End moraines are linear ridges of till formed where the advance of ice was halted for a period of time. Lake deposits created by ice trapped between two end moraines formed the area around Plum Creek. These deposits often contain more silt size particles than glacial till.

5.1.2 Topography

The City of Brunswick is relatively flat. Elevation ranges from 1,210 feet along Pearl Road to 1,070 feet along Plum Creek. On the eastern side of the City, the elevation rises back to 1,210 feet. Slopes are generally less than 10%. Slopes greater than 10% can be found along some streams and drainage channels. On the western side of Pearl Road, at the Allegheny Escarpment, the elevation decreases at a greater rate. Some of these slopes can exceed 25%, although the steepest slopes occur outside of the City boundaries.¹³

¹² Ohio Department of Natural Resources, Division of Geological Survey

¹³ US Geological Survey



5.2 Soils

Melting glacial ice left behind the soils that cover the City of Brunswick. According to the Medina County Soil Survey, more than 50% of the City is classified as Mahoning silt loam with a low to moderate slope (less than 6%). Mahoning soils along with Condit silt loam and Ellsworth silt loam make up more than 90% of the City's soil.

Mahoning and Ellsworth soils are moderate to poorly drained soils with low permeability. These soils are subject to seasonally high water tables. The wetness of these soils creates limitations to building structures and roads; by providing proper drainage and base materials for buildings and roads, these limitations can be minimized. If properly drained, these soils can be prime agricultural soils.

Condit soil is a hydric soil, which are usually associated with wetlands. Hydric soils are poorly drained and susceptible to periods of wetness that create anaerobic conditions during the growing season. Wildlife and vegetation in these soils must be able to adapt to these conditions. The seasonal wetness of all of these soils creates limitations on septic tank absorption fields.¹⁴

The different soil types are irregularly dispersed throughout the City, which creates difficulty with drainage during storm events. Because the soils tend to be saturated and poorly drained, the potential for flooding is greatly increased. Proper identification of soils is essential because of the limitations they present for future development.

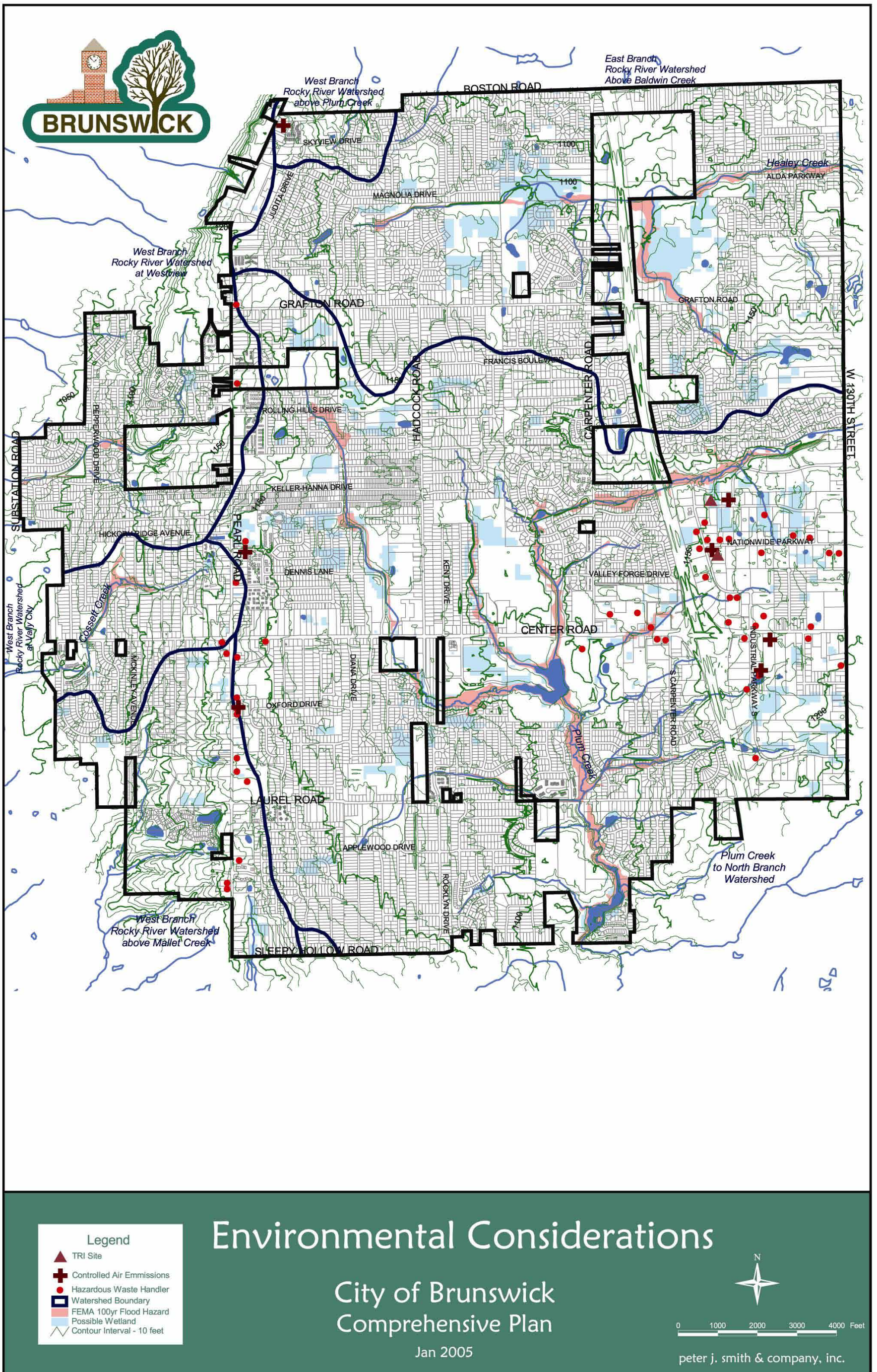
5.3 Climate

Climate is best defined as the long-term effect of the sun's radiation on the rotating earth's varied surface and atmosphere. Climate can be understood most easily in terms of annual or seasonal averages of temperature and precipitation. Land and water areas are variable and react in many different ways to the atmosphere, which is constantly circulating in a state of dynamic activity. Day-to-day variations in a given area constitute the *weather*, whereas climate is the long-term synthesis of such variations.¹⁵ Weather is measured on a daily basis by thermometers, rain gauges, barometers and other instruments. A long-term study of weather changes and analysis of daily, monthly and yearly patterns helps in understanding climate.

¹⁴ USDA-Natural Resource Conservation Service, Ohio Department of Natural Resources

¹⁵ <http://Encarta.msn.com/encnet/refpages/RefArticle.aspx?refid=761567994>

Figure 2-5 Natural Resources
City of Brunswick





The City of Brunswick, as well as all of Ohio has a humid continental climate where airflows are dominated by the continental sources. Warm pleasant summers and long cold winters generally characterize the humid continental climate.

The following climate information was obtained from the National Weather Service Cleveland-Hopkins Airport Station. The Airport is located approximately eight miles north of the City of Brunswick. Normal readings were collected between 1971 and 2000. Extreme readings were gathered between 1896 and 2001.

In January, the normal temperature ranges from 18.8°F to 32.6°F, with a mean of 25.7°F. The normal July temperature ranges from 62.3°F to 81.4°F, with a mean of 71.9°F. The lowest recorded temperature at the Hopkins airport was -20°F in 1994. In 1988, the temperature rose to a high of 104°F.

Normal precipitation totals are fairly evenly distributed throughout the year. The area normally receives 38.7 inches of precipitation annually. Monthly normal precipitation amounts range from 2.3 inches in February to 3.9 inches in June. The average annual snowfall for the area is 63.3 inches. Snow events greater than 5 inches are rare, occurring on average between 2 to 3 times per year.

5.4 Hydrology

5.4.1 Streams and Watersheds

The City of Brunswick lies in the middle of the major watershed of the Rocky River. The creek systems within the City deliver water to the Rocky River via several different routes. Water west of Pearl Road flows westward and is



collected by Cossett Creek and other unnamed tributaries, which flow into the West Branch of the Rocky River. The West Branch flows north into the Main-stem of the Rocky River and then into Lake Erie. Water flowing roughly south of Grafton Road and East of Pearl Road is collected by Plum Creek, which flows south into the North Branch and eventually into the West Branch of the Rocky River. Water that flows in the northern third of the City of Brunswick, east of Pearl Road is collected by Healey



Creek. Healey Creek flows east to the Eastern Branch, which flows north to the Mainstem of the Rocky River.

The Rocky River watershed faces many issues, many of which originate outside the City. These problems include increased sedimentation from soil erosion caused by unmanaged storm water run-off and uncontrolled development, point source pollution and contamination from animals, farming practices and raw sewage from septic tanks. These factors led to the creation of the Rocky River Watershed Council, which was established by the Northeast Ohio Area-wide Coordinating Agency (NOACA) to manage the health of the watershed.

The Rocky River Watershed Council prepared a report on the environmental health of the watershed in 2002. The report included data collected by the Ohio Environmental Protection Agency (EPA). The Ohio EPA assessed the streams that contribute to the Rocky River Watershed and rated them based on the levels of macro-invertebrates and fish that inhabited the streams. Simplified, their rating system of 'good', 'fair' and 'poor' is based on the healthy presence of both, one or neither of these animal groups respectively. The original testing was completed in 1997. Subsequent testing of the waters was carried out in 2001.

Cossett Creek was evaluated as 'marginally good'. The less than 'good' rating of this creek is based simply on its small size, which limited the types of organisms present within it. Plum Creek was rated as poor in 1997. Field observations showed that excess siltation from urban run-off was the major cause for the low rating. Excess silt was filling in gaps where organisms would hide from predators. The stream quality of the North Branch, in which Plum creek empties, was good due to increased water flow. Recent data on Plum Creek has not been evaluated. Healey Creek was also rated as poor. Due to the intermittent nature of the creek there was a lack of organisms in the creek. However, chemical tests of the creek were good and the East Branch was in good condition. The tests conducted in this review were based on the existence of aquatic life. The creeks within Brunswick did not show any signs of contamination due to a point source within the City.

5.4.2 Wetlands

The Ohio wetland inventory was completed by the Ohio Department of Natural Resources. The data is based on satellite imaging. The inventory represents areas that require further investigation on a location specific basis. According to the Ohio wetland inventory, wetland areas cover 612 acres within the City of Brunswick. The wetlands account for 7.6% of the area of the City.



The largest areas of wetlands appear around Brunswick Lake, in and around North Park, the now drained Sleepy Hollow Lake and on the large vacant parcel on Grafton Road, east of I-71. There are several wetland areas in the industrial parks both north and south of Center Road. Other wetlands in the inventory are the result of storm water retention and detention basins. There are many other smaller wetland areas in the inventory throughout the City of Brunswick. Many of these areas have already been developed upon.

5.4.3 Ground Water

With a glacial till sub-stratum on top of a sandstone layer of bedrock, the City of Brunswick sits on top of an aquifer. In most of the City, ground water yields are only adequate for private use. Wells in these areas yield less than 25 gallons per minute. Along Pearl Road, yields can range from 25 to 100 gallons per minute. Higher yields of up to 350 gallons per minute may be possible with short periods of pumping. Since the City has a closed sanitary sewer system, very little sewage can seep into the ground water. Although the City has a water system, the potential exists for tapping into the ground water supply.¹⁶

5.4.4 Flood Hazard Areas

The Federal Emergency Management Agency (FEMA) inventories areas where flooding is likely to occur. The 100-year flood hazard areas, established by FEMA, are areas where there is a 1% chance that the area will flood in any given year. Any buildings constructed in these areas require additional flood insurance to be taken out on the property. Many municipalities including the City of Brunswick require stricter building codes in these areas.

In the City of Brunswick, 246 acres of land have been designated as 100-year flood hazard areas. These flood hazard areas are found adjacent to the drainage channels of Plum Creek, Healey Creek and Cosset Creek. Most of these areas are located in municipal parks or are open space areas that are owned by Homeowner's Associations within each subdivision.¹⁷ Medina County believes that the FEMA map should be updated.

¹⁶ Ohio Dept. of Natural Resources

¹⁷ FEMA, Ohio Dept. of Natural Resources



5.5 Wooded Areas

Woodland areas are an important community resource. Woodland areas store water, generate oxygen, provide wildlife habitat, create recreational opportunities, buffer adjoining uses and provide scenic views. Data on wooded areas within the City of Brunswick was obtained from the Medina County Natural Inventory Mapping Project completed in 2002.

Based on that data there are 1,192 acres of wooded land in the City of Brunswick, accounting for almost 15% of the City's area. Most of these wooded areas are found in public parks and common open space areas of subdivisions. Other large wooded areas are found in the undeveloped section of the industrial park area and large vacant parcels that will soon be developed.

5.6 Plants and Wildlife

The US Fish and Wildlife Services define endangered species as any animal or plant in danger of extinction within the foreseeable future throughout all or a significant portion of its range. A threatened species is any species, which is likely to become an endangered species within the foreseeable future throughout all or a significant portion of its range. The Ohio Rare Plant Species List includes species that are listed as either endangered, threatened, or potentially threatened.



A comprehensive study of wildlife in the City of Brunswick has not been completed. However, the Brunswick Parks and Recreation Naturalist conducted a study of the Brunswick Lake area and the following plants and wildlife were identified. None of the plant and animal species found at Brunswick Lake were listed on the Ohio’s Endangered Wildlife List or the Ohio Rare Plant Species List. In addition to the species listed below the Indiana Bat has also been seen by residents in the Brunswick area.

Wildflowers

- | | |
|-------------------------|-------------------------|
| Beechdrops | Partridgeberry |
| Black Cohosh | Pink Knotweed |
| Cardinal Flower | Poison Ivy |
| Chickory | Pokeweed |
| Common Blue Violet | Purple Loosestrife |
| Cut-leafed Toothwort | Rue Anemone |
| Dandelion | Sesile-leaved Bellwort |
| Downy Yellow Violet | Sharp-lobed Hepatica |
| Dwarf Ginseng | Skunk Cabbage |
| Early Buttercup | Solomon’s Seal |
| Forget-me-not | Spring Beauty |
| Grass-leaved Arrowhead | Spring Cress |
| Indian Pipe | Squirrel Corn |
| Ironweed | Stinging Nettle |
| Jack-in-the-Pulpit | Toothwort |
| Jewelweed | Trout Lily |
| Joe-pye Weed | Turtlehead |
| Jumpseed | Virginia Creeper |
| Lady’s Thumb | Wild Gernanium |
| Large-flowered Trillium | Wild Leek |
| Lizard’s Tail | Wild Lily of the Valley |
| Marsh Marigold | Wild Strawberry |
| Mayapple | Wood Anemone |

Ferns/Club Mosses/Lichens

- Running Pine
- Various Unidentified Ferns



Birds

American Goldfinch
Belted Kingfisher
Black-capped Chickadees
Red-winged Blackbirds
Canada Goose
Cardinal
Catbird
Cedar Waxwing
Dark-eyed Junco
Double-crested Cormorant
Downy Woodpeckers
Eastern Meadowlark (3/4/00)

Great Blue Heron
Hooded Merganser
Mallard Duck
Northern Oriole
Pileated Woodpecker
Red-bellied Woodpeckers
Red-tailed Hawk
Rufous-sided Towhee
Song Sparrow
Starling
White-breasted Nuthatch
Wood Duck

Mammals

Beaver (removed in 2002)
Coyote
Eastern Chipmunk
Eastern Gray Squirrel
Muskrat
Red Fox
White-tailed Deer

Reptiles

Garter Snake
Painted Turtle
Snapping Turtle

Amphibians

American Toad



According to the Medina County Natural Resource Mapping Project Summary Report for the Medina County Park District the following species that have been listed by the State as endangered (E), threatened (T) or potentially threatened (P) have been recorded in Medina County. In addition to the species listed below, it was noted that two federally listed species were also known to range over Medina County: the Indiana bat and the eastern massasauga snake (a candidate for listing), however, no records of either of these species had been made.

Plants

American chestnut – P
Blunt Mountain-mint – P
Butternut – P
Clasping-Leaf Dogbane – P
Closed Gentian – P
Highbush-cranberry – T
Leathery Grape-fern – T
Long Beech-fern – P

Necklace Sedge – T
Nodding Rattlesnake-root – T
Northern White Cedar – P
Prairie False Indigo – P
Swamp Cottonwood – P
Thin-leaf Sedge – E
Weak Sedge – P

Animals

Bigmouth Shiner – T
Blacknose Shiner – E
Magnolia Warbler – E



5.7 Hazardous Materials

According to the Comprehensive Environmental Response, Compensation and Liability Information System (CERCLIS), no sites in the City of Brunswick have ever been listed on the US Environmental Protection Agency's (EPA) National Priorities List (NPL)¹⁸. The NPL is a list of sites or releases that the EPA believes warrant further investigation and/or remedial action.

The Toxics Release Inventory (TRI) is an EPA database that contains information on toxic chemical releases and other waste management activities that are reported annually by certain covered industry groups as well as federal facilities. According to 2002 TRI Data that was released June 2004 two sites in the City of Brunswick reported toxic releases:

- Columbia Chemical Corp – 3097 Interstate Parkway
- Safety Kleen Systems – 1169 Industrial Parkway

According to the EPA's Aerometric Information Retrieval System (AIRS), a computer-based repository for information about air pollution in the United States, 2004 data, the following eight sites in the City of Brunswick reported air emissions:

- Automax – 1539 Pearl Road
- BOCO Enterprise Inc. – 1030 Western Drive
- Goodyear CT and SC Wingfoot LLC – 2948 Center Road
- Medina Supply Company – 4500 W. Laurel Road
- Medina Supply Company – 1501 Industrial Parkway
- Parma Tire Service – 1145 Pearl Road
- Rapid Cleaners – 69 Pearl Road
- Safety Kleen Systems – 1169 Industrial Parkway

The Office of Solid Waste (OSW) regulates all solid and hazardous waste generated by industrial and manufacturing processes under the Resource Conservation and Recovery Act (RCRA). As of September 2004, 51 sites in the City were reported as handlers of hazardous waste.

¹⁸ US Environmental Protection Agency CERCLIS Database accessed 17 August 2004



5.8 Air Quality

The Clean Air Act requires the US Environmental Protection Agency (EPA) to establish National Ambient Air Quality Standards (NAAQS). Pollutants monitored under NAAQS include ozone, sulfur dioxide, particulate matter, nitrogen dioxide, carbon monoxide, and lead. Strict regulations and technological advances have greatly reduced the risk of pollution due to sulfur dioxide, particulate matter, nitrogen dioxide, carbon monoxide, and lead. However, in some areas sulfur dioxide levels are still high. Eastern Cuyahoga County is still in non-attainment of sulfur dioxide NAAQS. Other than this area, these pollutants no longer pose a threat to the people of Northeast Ohio.

Ozone levels remain a problem for the Cleveland Metropolitan Area. Ozone is created by a chemical reaction between oxygen and nitrogen oxides or hydrocarbons in the presence of heat, sunlight, and stagnant air. Because environmental factors play an important role in the presence of ozone, the EPA is in the process of adjusting the standards. Based on the old standards, the Cleveland MSA was in non-attainment for ozone levels. The new standards are based on three-year averages. The new standards provide more stable readings, but are harder to obtain. Unlike the other pollutants, ozone non-attainment applies to the whole region. When the EPA creates guidelines for areas in non-attainment, they apply to the whole region. Some areas within the MSA have complained that they should not have to face the same consequences when ozone levels in their area are in attainment.

The closest ozone monitoring sites to the City of Brunswick are in Berea (Cuyahoga County) and Lafayette Township (Medina County). Based on the new standards, the Berea site has exhibited a decrease in ozone levels and is slightly below the National Ambient Air Quality Standards. The Lafayette site has also displayed a decrease in ozone levels, but ozone levels slightly exceed the National Ambient Air Quality Standards.¹⁹

Although ozone levels have decreased, the EPA designated the Cleveland MSA as being in moderate non-attainment June 15, 2004. According to the a representative of the Ohio Environmental Protection Agency, the area has three years to develop a control strategy to get into attainment with ozone standards and strategies will begin to be tested next year. Several options are being investigated to address the situation. Among the options being considered is use of “cleaner fuels” such as Reformulated Gas (RFG) and Low Reid Vapor Pressure (LowRVP) gas. The emission levels of these fuels will be tested to determine if they improve air quality sufficiently to warrant their inclusion into a strategy to achieve summer ozone attainment status.

¹⁹ Northeast Ohio Areawide Coordinating Agency, Air Quality Trends in Northeast Ohio 2002 Update





6.0 Community Facilities

6.1 Educational Resources

Brunswick's public school system consists of one preschool, seven elementary schools (grades K-5), three middle schools (grades 6-8), and a high school (grades 9-12). The preschool is housed in C. R. Towslee Elementary School. Additional educational resources available to City of Brunswick residents include vocational training programs for high school students at Medina County Career Center and several universities in the surrounding area for advanced education. There are also two parochial schools in the City: St. Ambrose (Catholic) and St. Marks (Lutheran).

6.1.1 Facilities

The Board of Education for the Brunswick City School District is located at 3643 Center Road. Non-educational facilities owned by the district include a maintenance building adjacent to C. R. Towslee Elementary School and a transportation building adjacent to Edwards Middle School. According to the Brunswick School Superintendent, existing facilities are sufficient to meet current needs and no facility changes are planned for the next five years. He also indicated that an updated enrollment projection is expected this year that may result in a need for a facility study. The following school buildings are owned and operated by the school district:



- Brunswick High School - 3581 Center Road
- Edwards Middle School - 1497 Pearl Road
- Visintainer Middle School - 1459 Pearl Road
- Willetts Middle School - 1045 Hadcock Road
- Applewood Elementary - 3891 Applewood Road
- Crestview Elementary - 300 West 130th Street
- Hickory Ridge Elementary - 4628 Hickory Ridge,
- Huntington Elementary - 1931 Huntington Circle
- Kidder Elementary - 3650 Grafton Road
- Memorial Elementary - 3845 Magnolia Drive
- C. R. Towslee Elementary - 3555 Center Road



6.1.2 Enrollment

During the 2003-2004 school year the school district had an enrollment of 7,252 students and employed 491 teachers. According to the district's latest enrollment projections a student population of 7,477 is expected for the 2007-2008 school year.

6.1.3 Teaching Staff

According to Ohio Department of Education data, during the 2003 fiscal year classroom teachers in the Brunswick School District had an average salary of \$45,943. The district's average salary was comparable to the statewide average of \$45,959. The total expenditure per pupil was \$7,738, which was lower than the state average of \$8,435.

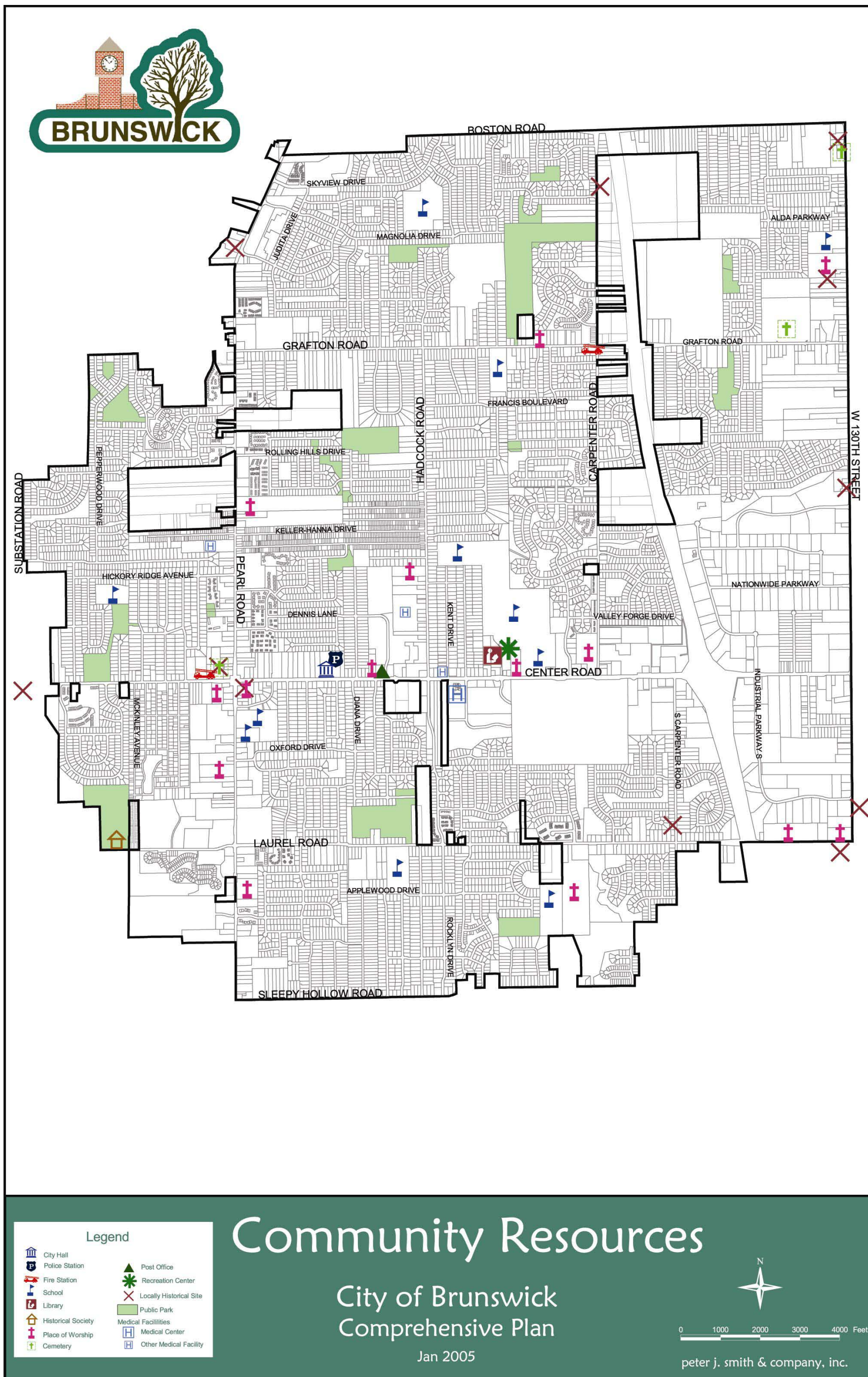
Teachers in the district had an average of 13 years of experience, which was slightly lower than the state average of 14 years of experience. The district's pupil teacher ratio for students in kindergarten to 12th grade was slightly higher (16.34) than the state as a whole (15.46).

6.1.4 Student Performance

The State of Ohio has an evaluation system that rates schools and districts based on 18 indicators that examine students' performance on standardized proficiency tests, attendance rates and graduation rates. The State Board of Education's standard for 4th, 6th, and 9th grades is that 75% of students be at and above the proficient level on state assessments. The standard for students taking the 9th grade proficiency test at the end of 10th grade is that 85% of students be at and above the proficient level. The attendance rate standard is 93% and the graduation rate standard is 90%.

Recently, three additional measures were added: a performance index, a performance index growth calculation and the federal Adequate Yearly Progress requirements. The performance index is a weighted average of performance levels (advanced, proficient, basic and below basic) across each subject and each tested grade. The index has a scale of 0 to 120 points and the goal is 100. The performance index growth calculation is a measure that rewards Academic Watch, or Academic Emergency schools and districts that make strong improvement. If a school or district improves by a least 10 points in a two-year period it can move up one designation. Adequate Yearly Progress is a federal mandate that holds schools responsible for all students and subgroups. The goal is to have 100% of all students at or above proficient by 2013-14 in reading and math.

Figure 2-6 Community Resources
City of Brunswick





Based on these measures, schools and districts are given a designation of Excellent, Effective, Continuous Improvement, Academic Watch, or Academic Emergency. The Brunswick School District received a rating of Excellent for the 2003-2004 school year. This was an improvement from its rating of Effective for the 2002-2003 school year. The district met 17 of the 18 performance standards and received a performance index score of 95.9. However, the district did not meet the federal Adequate Yearly Progress requirement. The state as a whole met 8 of the 18 indicators, had a performance index score of 86.6.

Between 2000 and 2004 improvement was made in the district’s rating as well as the attendance rate. The graduation rate and performance index also showed an overall increased although there were periods of a slight decrease.

Table 2-26 Brunswick School District Performance Evaluation
Brunswick School District

School Year	District Rating	Number of Performance Standards Met	Attendance Rate	Graduation Rate	Adequate Yearly Progress	Performance Index
2003-2004	Excellent	17	95.8	94	Not Met	95.9
2002-2003	Effective	17	95.3	94.5	Not Met	90.9
2001-2002	Effective	19	95.3	91.2	N/A	91.0
2000-2001	Continuous Improvement	20*	94.9	88.6	N/A	88.4

* In 2001 there were 27 standards to be met.
Source: Ohio Department of Education

6.2 Library Resources

The Brunswick Community Library is located at 3649 Center Road next to the Brunswick Recreation Center in the Brunswick High School complex. Brunswick’s first library was established in 1961 but the library has been at its current location since 1980.

The Brunswick Community Library belongs to the Medina County District Library system and provides a large number of reading, audio and visual material. Internet access is available using the library’s 17 computer stations. Computer stations allow patrons to access the Medina County Library system online as well as the Cleveland Public Library’s databases. Several computer stations are also equipped with Microsoft Word, Excel and PowerPoint software. The library also provides over 500 programs for patrons of all ages. In 2003 almost 16,000 individuals participated in these programs.



In May 2003, a \$42.3 million bond was issued to cover the cost of major renovations and expansions to facilities within the Medina County District Library system. For Brunswick that means that its current 19,000 square foot facility will be expanded to 29,000 square feet at a cost of approximately \$6.8 million. According to a library representative the expansion is greatly needed as the existing structure was built to hold a collection of 75,000 and the current collection size is over 172,000. The library is much used with about 1,000 clients served daily. As of December 2004 the expansion project was still in the planning stage.

6.3 Emergency Resources

In 1995, the Development Policy Plan Update, also known as the Comprehensive Plan, reviewed the fiscal impact of development in the community. The conclusion of the study included: “Brunswick’s high concentration of residential land use combined with the fact that current governmental expenditures are expected to exceed revenues from residential development..” Brunswick continues to experience primarily residential development, which while considered to be a positive attribute of the community, can also be considered a burden on City Services.

Another statement included in the 1995 plan explains the current situation: “Brunswick has functioned in a conservative, pay as you go approach. While this has kept costs down for residents, it has not allowed for accumulation of funds necessary for addressing long term potential costs.” A review by the City Finance Department confirms that which was true ten years ago remains true in 2005. This is particularly relevant for the City’s safety forces.

Finally, the 1995 plan recommended: “Outside of land planning alternatives, it is recommended that Brunswick carefully revue its millage structure as various levies come up for renewal. Replacing rather than simply renewing levies will have a substantial positive effect on municipal cash flow, while impacting individual home owners on a minimal manner,” The fact of the matter is that there has been no tax increase in the City of Brunswick since 1995.

6.3.1 Police

Established in the early the 1960’s, the Brunswick City Division of Police is located at 4095 Center Rd. The Division has 40 full-time officers, 3 part-time officers, 12 full-time and 2 part-time communication specialists and is equipped with 20 marked and 6 unmarked vehicles.



In 1995, the Division of Police and City Administration presented a Community Oriented Policing philosophy and operational program to City Council. City Council reviewed, approved, and funded the transition of the Division of Police to Community Policing. The Ohio Revised Code 737.11 defines the role of the Division within the community. By law, the Division of Police is responsible for preserving the peace, protecting persons and property, and to enforce laws and ordinances.

The Brunswick Division of Police primarily provides service to the City and it also provides mutual aid to surrounding communities. The Division has developed a positive relationship with the Brunswick Hills Township Police Department and the Hinckley Township Police Department as indicated by some of the shared programs. In addition to every day policing activities, the Division of Police is actively involved in the following Community Policing Activities:

- School Liaison Program
- Business Liaison Program
- Neighborhood and Homeowner Association Block Watches and Meetings
- Apartment Liaison Program
- Family Assistance Coalition Team
- Battered Women's Outreach
- Senior Focus/Senior Service
- Visitation Center
- Multi-jurisdictional Supplemental Traffic Enforcement Program
- Member of the National Alliance for the Mentally Ill (NAMI)
- Citizens Police Academy and Volunteer Program

The Division of Police has completed a 5-year Strategic Plan that outlines the Division's current and future manpower, facility and financial needs. The plan is a work in progress as it is being constantly changed to reflect current or anticipated issues or trends.

Financial

The Division's cost for providing policing services continue to increase as reflected by the current Division 2005 Budget. A fiscal analysis of the Divisions future costs associated with current staffing and equipment is being done. Past trends show that while the Divisions budget has increased 47% over the last five years, revenues have decreased by 3%.



Facility

The Division of Police building was built in 1992. Due to cost constraints during planning and construction, the building barely met the needs of the Division at the time of occupancy. A preliminary expansion plan along with anticipated costs were presented to City Council in 2004. This plan covers three areas; 1) Remodeling, 2) New Construction, 3) Renovation. The next step in the process will need the assistance of a building design professional.

Equipment

The equipment needed for policing operations is vast. The costs associated with the purchase of new technology and replacement equipment continues to increase. The 2003, 2004, and the 2005 budgets were reflective of this. Equipment is now being kept beyond its normal replacement cycle, which increases the costs in repair and maintenance.

Police Manpower

The Division has identified eight policing performance objectives that can be used to determine if it is meeting community needs and standards. The police manpower levels tie directly into meeting performance objectives. The Divisions manpower levels have not changed significantly in the past five years.

The Division of Police has estimated that ten additional police officers are needed to continue to meet their performance objectives within their priorities of community, division, and personnel. The detailed rationale for the additional officers is outlined in the Division's 5-year Strategic Plan. The Division has used three models to assist in determining manpower resources needed for policing operations. These models are:

- Northwestern University Manpower Allocation Model
- The Division's Committed to Available Time Ratio
- The International Association of Chiefs of Police- Police Officer to Citizen Ratio

The Northwestern University Manpower Allocation Model is a complex model that uses over 250 variables to calculate the number of police officers necessary to effectively provide services. At the time these calculations were computed, the model recommended that an additional ten officers for the 2004 budget year.



With the Committed to Available Time Ratio Model, it has been determined that the optimum committed time for police operations is 60%. This means that 60% of the total police man hours be committed to emergency and non-emergency calls for service, investigations, traffic enforcement, and other police activity. This allows 40% to be used for responding to new calls, routine patrols, and breaks. In 2003, the percentage of committed time was at 67%. The committed time of the police force will only continue to increase unless the Division reduces their amount of proactive activity or if manpower resources are increased.

The International Association of Chiefs of Police (IACP) has developed, through research, the Police Officer to Citizen Ratio as a guide to help determine optimum manpower strengths of police agencies. There is an idealistic recommendation of 1.8 to 2.1 police officers per 1,000 citizens. The City of Brunswick is the largest community in Medina County with 35,000 people and a police officer to citizen ratio of 1.14. In comparison, the City of Medina, with a population of 27,000 and 38 police officers has a 1.41 ratio. The City of Wadsworth, with 36 officers for a population of 19,000, has a 1.89 ratio. Using the minimum IACP standards, the City of Brunswick needs an additional 23 officers for the present population.

Communication Operations Manpower

The Division of Police provide police, fire, EMS, EMD, emergency and non-emergency dispatching services for the City, Brunswick Hills and Hinckley Townships. The operation center handles about 110,000 phone calls per year, as well as handling in-person citizen reports and other duties. The Division identified that the most efficient and effective dispatching services are provided when there are a minimum of three communication specialists on duty. There are times when four communication specialists are necessary. In the past year, the Division was only able to meet this goal of a minimum of three communication specialists less than 30% of the time. In order to meet this goal most of the time, an additional four personnel will be needed.

6.3.2 Fire

The City of Brunswick Division of Fire was established in 1960. The Division of Fire has evolved from a volunteer department to part-time and in 1996 established the beginning of a career department. Since 1996, the Division has continued to hire full-time personnel to meet the increasing needs of the growing City. The Division is a member of the Southwest Emergency Response Team and Division members are also involved at various levels of the Medina County Hazardous Materials Response Team and the Local Emergency Planning Commission.



During the 1970's, the City of Brunswick was one of the fastest growing communities in the nation. Today, although the growth is not as rapid as it was years ago, the City continues to grow. Commercial development brings additional visitors into the City. The increased visitor population causes increased traffic throughout the community. Essentially, this continued growth translates into increasing requests for service from the Division of Fire.

Staffing

The current staff consists of twenty-four full-time firemedics. Three shifts of eight members provide twenty-four hour service to the community. Minimum staffing on a daily basis consists of six personnel. The administration consists of a Chief and Assistant Chief assisted by two clerical personnel. Four part-time firemedics assist the operation as needed. All part-time staff meet minimum State of Ohio requirements for both Fire and Emergency Medical Services (EMS) and most are certified well beyond minimum levels. Total payroll costs for a calendar year were approximately \$2.4 million.

In comparison to cities of similar population and requests for service, the City of Brunswick Division of Fire is clearly understaffed. Current trends have indicated that when a first request for service is received, a second request for service is right behind. With a staffing level of six, the Division is only able to respond to two calls simultaneously. The Division of Fire would not be able to respond to a third or subsequent requests for service. Requests for service aside, the Division of Fire is also responsible for meeting training requirements, conduct fire safety inspections of commercial facilities and provide fire education opportunities to the public. It is becoming difficult to maintain the needed level of service to these requirements due to short staffing levels.

As needs are projected into the future, it is the goal of the Division of Fire to begin to increase staff during calendar year 2006. Upon completion of the implementation of increased staff, the Division would have twelve members on each of the three shifts with a minimum staffing requirement of eight on duty. A minimum staff requirement of eight would translate into the ability to provide coverage of up to three simultaneous service requests. Additionally, the training requirements, as well as inspections and education programs would benefit due to the increased staff assistance.



The projected cost of hiring one individual translates into approximately \$76,000 per year. The cost of twelve new members translates into \$912,000 per year. The cost, based upon a population of 35,000, breaks down to about \$26 per person annually. Cost based upon approximately 11,000 homes would be in the area of \$83 per home each year.

Facilities

The Division of Fire currently operates two fire stations. Station 1 is located at 4383 Center Road and Station 2 at 3410 Grafton Road. Equipment includes 10 fire/EMS vehicles – 3 pumpers, 1 ladder/pumper, 1 grass fire unit, 4 ALS rescue vehicles and 1 spill/hazardous material unit. An assessment of the current facilities has concluded the following:

- Natural and continued deterioration of the current facilities
- Compromised technological installation
- Inadequate storage for equipment and today's new apparatus
- Accumulated minor issues over time become major issues
- Current facilities were built to maintain a volunteer service
- Facilities do not meet ADA or OSHA requirements

The study identified the following needs for new facilities:

- Ability to safely store newer apparatus and equipment
- Adequate living quarters
- Need for a training facility (classroom)
- Administrative office space.

Two options have been presented for future study, evaluation and recommendation. The first option consists of three stations. Station #1 would house the headquarters, as well as serve as the training facility. The station would need to adequately house up to six members, a fitness area, and provide storage for six pieces of apparatus. Station #2 and #3 would be satellite stations capable of housing four members and three pieces of apparatus. The estimated cost for this proposal is \$3.9 million.

Another proposal consists of two stations. Station #1 would house the headquarters, as well as serve as the training facility. The station would need to adequately house up to ten members, a fitness area, and provide storage for eight pieces of apparatus. Station #2 would need to adequately house four members and four pieces of apparatus. The estimated cost for this proposal is \$3.5 million.



6.4 Health Services

City of Brunswick residents have access to one health care facility located within the City (Brunswick Medical Care Center) and three others that are located within 10 miles of the City (Medina General Hospital, Southwest General Health Center and Cleveland Clinic Strongsville Family Health Center).

6.4.1 Brunswick Medical Care Center

The Brunswick Medical Care Center (BMCC) is a satellite facility of Medina General Hospital located at 3724 Center Road. Purchased in 1985, the facility houses several physician offices and provides outpatient care services through the following entities:

The Brunswick Immediate Care Center

Provides medical care for adults and children with minor injuries or illnesses, on a walk-in basis, seven days per week, from 9 a.m. to 10 p.m.

On The Clock Care

Provides occupational health services

Rehabilitation Services

Provides physical and occupational therapy services

Radiology

Provides several procedures including mammography and general X-ray. Service hours are Monday-Friday, 8:30 a.m. to 8:30 p.m.

Silver Express

A free community service that assists seniors who need help understanding and filing medical insurance claims. Volunteers, trained and certified by the Ohio Department of Insurance offer confidential, reliable assistance regardless of where medical care is received. Service is available by appointment from 9 a.m. to 1 p.m. every Wednesday



6.4.2 Medina General Hospital

Medina General Hospital (MGH) is located 8 miles south of Brunswick in Medina City at 1000 East Washington Street. The hospital was established in 1944 as the Medina Community Hospital. At that time it was a 35-bed, 20,000 square-foot facility with eight physicians and 30 employees. Today the Hospital has 118 beds, 950 employees and 36 departments. MGH also has a satellite facility, the Brunswick Medical Care Center. Hospital services include a 24-hour Emergency Department, a full-service family birthing center, high-tech surgical procedures like total hip and knee replacement, small-incision cataract surgery and many operations which utilize laser equipment are also performed at Medina.

6.4.3 Southwest General Health Center

Southwest General Health Center is a 340-bed, private, not-for-profit facility at 18697 Bagley Rd in Middleburg Heights. Situated 10 miles north of Brunswick, the facility offers a wide range of clinical, ancillary and support services to southwestern Cuyahoga, eastern Lorain and northern Medina counties. Founded in 1920 as The Community Hospital, the hospital has grown significantly from its start as a 32-bed facility located in Berea. The facility has been at its current location since 1975.

6.4.4 Cleveland Clinic Strongsville Family Health Center

The Cleveland Clinic Strongsville Family Health Center is one of several health and surgery centers that are associated with the Cleveland Clinic. This facility is located north of Brunswick in the City of Strongsville, at 16761 SouthPark Center. The facilities primary care staff includes family practitioners, general internal medicine staff, obstetricians and gynecologists as well as pediatricians. The center also offers an extensive array of specialty care services including outpatient surgery and diagnostic testing.



6.5 Social Services

6.5.1 Business Organizations

Brunswick Area Chamber of Commerce

The stated mission of the Brunswick Area Chamber of Commerce is to strengthen the community by providing economic opportunities and support through leadership and ongoing communication for members doing business in the Brunswick area.

Christian Businessmen's Association

The Christian Businessmen's Association is a worldwide network of business and professional men who are committed to reaching business and professional men with the gospel of Jesus Christ. Meetings are held every Wednesday at 7:15 am, in the Bob Evans Restaurant located on Center Road and I-71.

6.5.2 Fraternal Organizations

Brunswick Eagle Club No. 3505 and Eagle Club No. 3505 Auxiliary

The Brunswick Eagle Club No. 3503 is a private men's club and the Eagle Club No. 3505 Auxiliary is its sister organization. Both clubs have fundraisers and contribute to various charitable organizations. Eagle Club meetings are held at 7 pm on the 2nd and 4th Thursday of the month at 349 Pearl Road. Eagle Club Auxiliary meetings are held at the same location at 7 pm on the 1st and 3rd Wednesday of the month.

Isabella Guild

The Isabella Guild supports the Knights of Columbus organization of St. Ambrose Church. Meetings are held at 7:30 pm on the 4th Tuesday of the month from September to May at the Lehner Center, St. Ambrose Church, 929 Pearl Rd.

Knights of Columbus

The Knights of Columbus is an organization of Catholic men, 18 years of age and older, who are committed to making their community a better place, while supporting their Church. Meetings are held at 7:30 pm, on the 1st and 3rd Tuesday of the month from September to May at the Lehner Center, St. Ambrose Church, 929 Pearl Rd.



6.5.3 Political Organization

Citizens for a Better Brunswick

The Citizens for a Better Brunswick organization is an oversight group whose goal is to provide residents of Brunswick with an opportunity to become more involved in their local City government. Membership is open to anyone 16 years of age or older but voting rights are only granted to members who are also residents or business owners of Brunswick. The one-year membership fee is \$10-\$13. Meetings are held at the Brunswick Recreation Center at 10 am on the 1st Saturday of the month.

Northern Medina County Republican Club

The Northern Medina County Republican Club (aka Brunswick Republican Club) promotes Republican Party policies, programs, and candidates. Meetings are held at the Brunswick Public Library at 7:30 pm on the 1st Tuesday of the month.

6.5.4 Service Organizations

Boys Scouts of Great Trail Council

The Boys Scouts program is for young men and provides yearlong leadership development and growth opportunities. Youngsters in grades 1-5 can join cub Scout Packs and those in grades 6 to 18 years of age can join Boy Scout Troops. There are several Troops and Packs in the Brunswick area that meet in various local churches.

Brunswick Board of Commemorative Affairs

The Brunswick Board of Commemorative Affairs is a 10-12-member committee of registered voters and City of Brunswick representatives that meets three to four times per year at Brunswick Community Recreation Center to discuss and plan the Old Fashioned Days Parade, the Children's Halloween Costume Contest and the Christmas Parade.

Brunswick Kiwanis

The Kiwanis Club is open to anyone 18 and older who has an interest in their community. Meetings are held the 1st, 2nd, 4th and 5th Tuesday of the month, 7 pm, and on the 3rd Tuesday at 7:15 am in Holy Trinity Lutheran Church, 1600 Pearl Road.



Brunswick Optimist Club

The Brunswick Optimist Clubs conducts positive service projects aimed at providing a helping hand to youths in the community. Meetings are held at the Brunswick Community Recreation Center, 3637 Center Road, at 7 pm, on the 2nd and 4th Wednesday of the month.

Brunswick Rotary Club International

The Brunswick Rotary Club International, a civic organization, has members that work on an international level to eliminate polio and are also involved in many local charitable and fun events. The organization has about 26 members and meetings are held every Thursday at 7:15 a.m. at Mapleside Restaurant, 294 Pearl Road.

Brunswick Salvation Army Unit

The Salvation Army is an international Christian movement, whose stated mission is to preach the gospel of Jesus Christ and meet human needs without discrimination. The local organization is located at 4274 Manhattan Avenue.

Friends of the Library

The Friends of the Library organization raises funds to benefit the library and accepts donations of used books and magazines. Meetings are held in the Brunswick Community Library, located at 3649 Center Road, at 1:15 pm on the 3rd Thursday of the month.

Girl Scouts, Western Reserve Council

The Girl Scouts programs encompass several groups open to young women of various ages (Daisy Scouts – kindergarten, Brownies – 1st to 3rd grade, Junior Scouts – 4th to 6th grade, Cadets – 7th to 9th grade and Senior Scouts – 10th to 12th grade). Troops are established at various schools, churches and business establishments.



Old Fashioned Days Festival Committee

The Old Fashioned Days Festival Committee is a volunteer, non-profit organization that sponsors the Brunswick Old Fashioned Days Festival; an annual family-oriented event that attracts over 25,000 visitors during a five-day period in June. Organizers return all net profits back to the Brunswick community through charitable organizations. In addition to the festival, volunteers organize other fundraising activities. Meetings are held at Diamond Event Center and Catering, 1480 Pearl Road on the 3rd Wednesday of the month.

6.5.5 Social Service Agencies

Oaks Family Care Center

Oaks Family Care Center is a non-profit, non-political social service agency created to serve Medina County, Ohio. Located at 4196 Center Road, this agency offers material, emotional and spiritual support for women and men concerned about pregnancy and/or life style issues.

6.5.6 Veterans Organizations

American Legion Post 234

The American Legion is the world's largest veteran organization. Post 234 has approximately 154 members and they provide honor guards at funeral services for area veterans, participate in local parades and school-sponsored activities and well as sponsor youngsters to participate in the Boy State and Girl State program. Meetings are held on the 1st Wednesday of the month at 7 pm in the VFW Hall, 1439 South Carpenter Road.

Brunswick VFW Post 9520 and VFW Post 9520 Auxiliary

VFW Post 9520 is a community service organization for veterans of foreign wars. Meetings are held at 7 pm on the 2nd Monday at the VFW Hall, 1439 South Carpenter Rd. VFW Post 9520 Auxiliary, the sister organization, holds its meetings at 7 pm on the 2nd Tuesday of the month at the VFW Hall. The two groups have a combined roster of 744 members.



6.6 Historic and Cultural Resources

6.6.1 Historic Resources

The City of Brunswick does not have any nationally designated historic properties but it does have several sites that have local historic significance. The following is a list of significant historic resources located in the City of Brunswick and surrounding communities according to the Brunswick Area Historical Society.

Located in the City of Brunswick

- **Benjamin House** located at 922 West 130th Street is almost 150 years old.
- **Brunswick United Methodist Church** located at 1395 Pearl Road was built in 1872 and is still used for church services.
- **Brunswick Westview Cemetery** located at Center Road West.
- **District V Schoolhouse** located at 47 West 130th Street, the last one-room schoolhouse, is part of the Bennetts Corners Community Church Parsonage.
- **Fadner House** located at 4821 Center Road is over 150 years old and has features such as doric columns with Greek revival front doorway and second floor eyebrow windows.
- **Grant Chidsey House** is located at 1748 South Carpenter Road. The center section of the house is over 120 years old.
- **Mary Rogers House** located at 402 West 130th Street is almost 150 years old.
- **Tillotson Well and Bicentennial Black Oak Tree** located at 294 Pearl Road is where travelers during the 1800's stopped for a drink of cool water and rested under the nearby black oak tree.

Located outside the City of Brunswick

- **Bennett House** located at 198 Pearl Road was the residence of William Bennett, a former township trustee and president of the Medina County Agricultural Society.
- **Mamie Waite Residence** located at 153 North Carpenter Road is a typical farmhouse of the mid 1800's period.
- **Mt. Pleasant United Methodist** located at West 130th Street and Laurel Road was built in the early 1870's.
- **Norman Chidsey House** located at 2050 West 130th Street was built in 1835 by its namesake.
- **Princess Ledges Park** located northwest of Chestnut and Jeanette Streets provides a nature trail through an old hardwood forest.



- **Underground Railroad Marker** located at West 130th Street north of Mt. Pleasant Church, commemorates Hiram Miller's assistance to run-away slaves before the Civil War.

6.6.2 Cultural Resources

Brunswick Area Historical Society

The Brunswick Area Historical Society is located at 4613 Laurel Road on Heritage Farm. The Society's mission is to encourage a knowledge and appreciation of the Brunswick area. The organization has approximately 200 members and meetings are held on the 4th Thursday of every month at noon at Heritage Farm.

Heritage Farm was an active farm until 1994 and in 1995 the City purchased the 32.5-acre property, restored many of the farm related structures and created a farm museum on 4 acres. The historical society leases and operates the farm museum as an example of a typical Ohio farm in the 1800's. The farm buildings are furnished with items donated by the community that are reflective of the period prior to 1930. Heritage Farm was opened to the public in 2000.

Brunswick Alumni Community Theater

The Brunswick Alumni Community Theater (BACT) is an adult community theater that was established in 1987. What began as a fundraiser to assist the high school theatre program has grown into an incorporated organization that offers four to five productions per year. Participants are given an opportunity to develop knowledge and skills in performance, production, interpretation and criticism of the art form as well as an understanding of the role of theater.

The BACT's all volunteer cast offers a range of presentations – from small Christmas productions to large-scale musicals such as 1776 and Oliver. The BACT does not have a dedicated performance facility. Depending on the size and nature of the production, performances are held in either: the Brunswick High School Performing Arts facility, the Concord Room in the Brunswick High School, the multi-purpose room in the Brunswick Community Recreation Center, or in several outdoor areas within the community.



6.7 Community Facilities Concept Plan

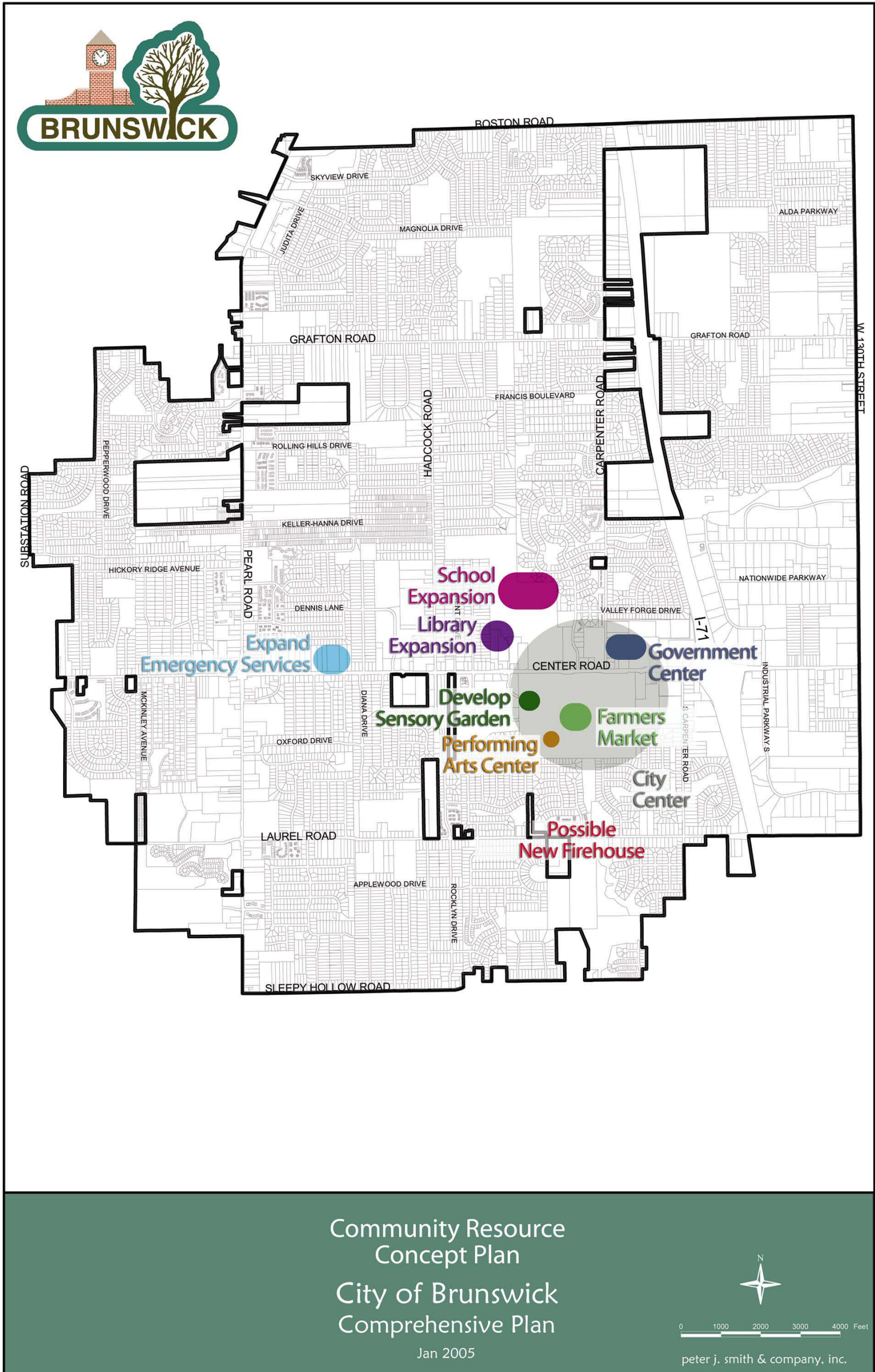
Facilities recommended in the Community Facilities Concept Plan represent future objectives of the City of Brunswick. They should be established when economically feasible and required by the growing population. The location of facilities that are depicted on the plan are general.

The City of Brunswick is currently developing a “Town Center.” This development should be expanded to both sides of Center Road. The expanded “City Center” should include a government or civic center. The “government center” would provide a place for the relocation of City Hall and the Post Office. A performing arts center and sensory garden should be incorporated into the Town Center Park. A farmers market should be held in the “City Center” as a means of bringing the community together.

The Police Department and Fire Department officials should occupy the entire existing City Hall in an expanded Emergency Services facility. A new firehouse will soon be necessary and should be located in the south-east corner of the City.

The Library currently plans to expand its facility. An increasing population of the City and Township will eventually require the expansion of school facilities.

Figure 2-7 Community Facility Concept Plan





7.0 Growth Management and Economic Characteristics

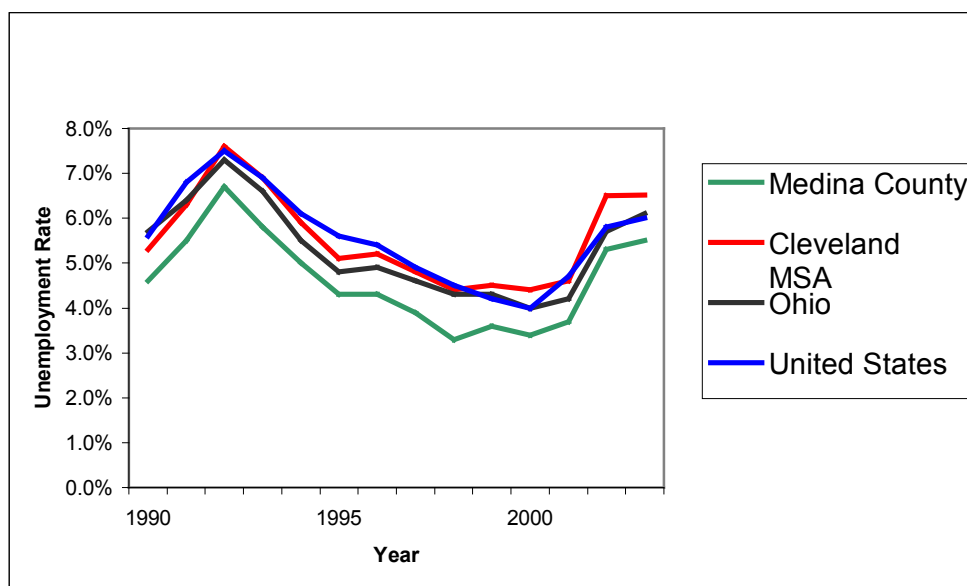
7.1 Economic Characteristics

This section provides an economic inventory and analysis of the City of Brunswick as it compares to other cities in Medina County, Medina County and the State of Ohio and serves as a basis for future economic policy in the Town. Employment and income are important elements of this economic analysis. Employment characteristics are useful when targeting commercial activity within a community. Income characteristics are an indicator of the financial stability of a community and suggest how much a community is able to pay for municipal services. Since no one statistic can accurately portray the economic character of a community, a variety of income characteristics will be examined.

7.1.1 Regional Unemployment trends

Economic trends experienced at the county and state levels often impact the economy of lower level municipalities, especially since many residents work outside the municipalities in which they reside. The following chart illustrates the trend in unemployment rate for Medina County, the Cleveland MSA, the State of Ohio and the United States.

Figure 2-8 Unemployment Rate 1990-2003
 Medina County, Cleveland MSA, Ohio State and United States





Source: US Department of Labor – Local Area Unemployment Statistics – 2002

The unemployment rate for Medina County has consistently been lower than the Cleveland MSA, the State of Ohio and the national rate. Unemployment rates have increased sharply since 2000 at all levels. With unemployment rates of 6.5% for the last two years, the Cleveland MSA has been the most affected among comparison areas. Unemployment rates leveled off between 2002 and 2003. In 2003, the unemployment rate in Medina County was a half percent lower than the state and national rates and a full percentage below that of the Cleveland MSA.

7.1.2 Labor Force

The labor force is a reflection of the number of people who are willing and able to work. The size of the labor force can be affected by the number of people who have retired, the number of single income families and to some extent by the number of people who are discouraged by a failure to obtain employment and have dropped out of the workforce. The size of the labor force is an important consideration for employers who are seeking a location for their business. The following table depicts the labor force characteristics in the City of Brunswick as well as the other communities used for comparison. It should be noted that these statistics were collected in 2000, when unemployment rates were at their lowest.

Table 2-27 Labor Force Characteristics
Persons 16 Years and Older

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Total above 16 yrs	25,066	4,134	18,193	14,158	354,854	114,163	8,788,494
In Labor Force	18,084	3,190	12,866	9,299	203,545	80,564	5,694,708
% In Labor Force	72.1%	77.2%	70.7%	65.7%	57.4%	70.6%	64.8%
Unemployed	551	127	368	396	22,847	2,690	282,615
% of Labor Force Unemployed	3.0%	4.0%	2.9%	4.3%	11.2%	3.3%	5.0%

Source: US Bureau of the Census, SF3 – 2000

In 2000, 72.1% of the City of Brunswick’s population over the age of sixteen was in the labor force. The high percentage of people in the workforce can most likely be attributed to the low percentage of the population over the age of 65. At 3.0%, unemployment in the City of Brunswick was slightly lower than Medina County as a whole (3.3%) and only 0.1% higher than the City of Medina. These unemployment rates were considerably lower than the State of Ohio (5.0%).



7.1.3 Industry of Employment

The industry of employment by place of residence is an indicator of the quality and type of jobs held by the residents of Brunswick. This statistic also characterizes the labor pool, which is useful to perspective employers. The following table summarizes the percentage of employed persons in each of the industry sectors in each of the comparison areas.

Table 2-28 Industry of Employment – 2000
Persons 16 Years and Older

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Agriculture, forestry, fishing and hunting, and mining	0.1%	0.2%	0.4%	0.2%	0.2%	0.9%	1.1%
Construction	7.0%	7.0%	4.8%	6.8%	4.5%	7.5%	6.0%
Manufacturing	20.5%	19.2%	20.6%	22.1%	18.2%	20.4%	20.0%
Wholesale trade	4.6%	4.9%	5.0%	3.0%	3.1%	4.5%	3.6%
Retail trade	12.9%	12.4%	13.3%	13.8%	10.0%	12.4%	11.9%
Transportation and warehousing, and utilities	5.5%	6.1%	4.0%	3.2%	6.0%	5.2%	4.9%
Information	2.3%	3.1%	1.7%	2.2%	2.5%	2.1%	2.4%
Finance, insurance, real estate and rental and leasing	7.6%	7.2%	6.3%	7.4%	6.8%	6.9%	6.3%
Professional, scientific, management, administrative, and waste management services	9.1%	10.7%	9.9%	7.3%	8.5%	8.8%	8.0%
Educational, health and social services	15.9%	16.0%	20.0%	18.6%	20.9%	17.4%	19.7%
Arts, entertainment, recreation, accommodation and food services	7.2%	6.6%	7.4%	7.5%	9.0%	6.7%	7.5%
Other services (except public administration)	4.3%	4.1%	3.7%	4.9%	4.8%	4.2%	4.5%
Public administration	2.9%	2.5%	2.9%	2.8%	5.4%	3.1%	4.1%

Source: US Bureau of the Census, SF3 – 2000

The largest percentage of the Brunswick workforce (20.5%) worked in the manufacturing industry. The percentage of workers in the manufacturing industry was slightly lower than in the City of Wadsworth (22.1%), but was equivalent to State and County rates. Educational, health and social services (15.9%) was another significant industry of employment in Brunswick although it accounted for a lower percentage in Brunswick than in the other areas examined. The City of Brunswick had a higher percentage of workers in the finance and related industries (7.6%) than any of the comparison areas.



7.1.4 Occupation

Occupation of employment is similar to industry of employment in that it is an indicator of the quality and type of workforce. Occupation is a greater determinant of income levels, where as industry of employment is a greater indicator of the types of business in the area. The following table shows the proportion of working individuals by type of occupation in each of the comparison areas.

The City of Brunswick, the County and the State had similarities in the distribution of occupation types within their populations. Professional and related occupations were the predominant job types (18.0%, 18.7% and 18.6% respectively) followed by office and administrative support occupations (17.6%, 15.8% and 15.6% respectively). Among comparison areas, only in the City of Cleveland did the pattern differ with office and administrative support (17.8%) being the largest employment area followed by professional and related occupations (14.3%).

Table 2-29 Occupation – 2000
Persons 16 Years and Older

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Management, business, and financial operations occupations	13.0%	13.1%	15.0%	15.3%	8.2%	14.3%	12.3%
Professional and related occupations	18.0%	18.6%	21.2%	19.7%	14.3%	18.7%	18.6%
Healthcare support occupations	1.7%	1.3%	1.1%	2.7%	3.7%	1.6%	2.2%
Protective service occupations	1.4%	0.8%	1.3%	1.4%	3.0%	1.4%	1.8%
Food preparation and serving related occupations	5.3%	4.8%	5.0%	5.0%	6.0%	4.9%	5.2%
Building and grounds cleaning and maintenance occupations	2.4%	2.6%	2.1%	1.9%	5.3%	2.5%	3.0%
Personal care and service occupations	1.8%	2.4%	2.6%	3.2%	2.9%	2.5%	2.4%
Sales and related occupations	10.5%	11.4%	14.1%	11.6%	8.9%	11.4%	10.8%
Office and administrative support occupations	17.6%	18.0%	15.7%	14.1%	17.8%	15.8%	15.6%
Farming, fishing, and forestry occupations	0.1%	0.2%	0.1%	0.1%	0.1%	0.3%	0.3%
Construction and extraction occupations	5.6%	4.4%	4.0%	5.2%	4.1%	5.7%	4.9%
Installation, maintenance, and repair occupations	5.5%	8.4%	3.5%	4.0%	3.4%	5.3%	3.9%
Production occupations	10.9%	7.8%	8.5%	10.6%	13.9%	9.6%	11.8%
Transportation and material moving occupations	6.2%	6.2%	5.8%	5.0%	8.4%	5.9%	7.2%

Source: US Bureau of the Census, SF3 – 2000



7.1.5 Income Characteristics

Per capita income and median household income are two ways of measuring prosperity within a community. Per capita income is determined by dividing the total income of residents by the population and is a better indicator of the wealth of the community. Median household income is the level at which the number of households with a higher income is equal to those with a lower income and it is an indicator of how income is distributed in the community. The income levels of residents reflect the community’s ability to pay taxes as well as its ability to support local commercial activity.

The City of Brunswick had a per capita income of \$21,937 and a median household income of \$56,288 in 1999. The City had a higher per capita income and median income than the State and a higher median income than comparison Cities and the County. Households with extremely high or extremely low incomes can skew the per capita income of a community. This influence is reflected in the fact that although the City of Brunswick had a higher median income than both the City of Wadsworth and the County, those two municipalities had significantly higher percentage of households with incomes over \$200,000 which gave them higher per capita incomes than the City of Brunswick.

Table 2-30 Income Distribution – 1999
 City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Less than \$25,000	15.0%	12.3%	21.9%	23.5%	48.4%	16.5%	28.9%
\$25,000 to \$49,999	27.7%	22.7%	27.7%	28.2%	29.9%	26.6%	30.9%
\$50,000 to \$74,999	28.8%	31.1%	23.8%	23.4%	13.4%	26.0%	20.4%
\$75,000 to \$99,999	17.7%	16.3%	14.1%	14.2%	4.9%	16.0%	10.0%
\$100,000 to \$199,999	10.1%	16.8%	11.5%	9.2%	2.7%	13.0%	8.1%
\$200,000 or more	0.7%	0.7%	1.0%	1.5%	0.7%	2.1%	1.7%
Median household income in 1999	\$56,288	\$59,784	\$50,226	\$48,605	\$25,928	\$55,811	\$40,956
Per Capita Income	\$21,937	\$23,655	\$21,709	\$22,859	\$14,291	\$24,251	\$21,003

Source: US Bureau of the Census, SF3 – 2000



Only the Brunswick Hills Township (88.1%) had higher real earnings income (wages, salary and self employment) than the City of Brunswick (86.0%) among comparison areas. The City also had a lower percentage of income from public sources (social security, supplemental security and public assistance) than the other Cities, the County and the State.

Table 2-31 Income Source 1999 (Percent Dollars)
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Wage or salary income	83.6%	85.3%	80.9%	72.2%	74.1%	79.3%	75.1%
Self-employment income	2.4%	2.8%	4.5%	4.4%	2.4%	4.8%	4.7%
Interest, dividends, or net rental income	3.9%	4.5%	4.0%	8.0%	4.0%	5.6%	6.0%
Social Security income	3.8%	3.5%	4.2%	7.1%	7.3%	4.1%	5.7%
Supplemental Security Income	0.2%	0.3%	0.3%	0.3%	1.6%	0.2%	0.5%
Public assistance income	0.1%	0.1%	0.0%	0.0%	0.9%	0.1%	0.2%
Retirement income	4.4%	3.2%	4.3%	6.3%	7.3%	4.5%	6.0%
Other types of income	1.6%	0.4%	1.8%	1.7%	2.4%	1.5%	1.8%

Source: US Bureau of the Census, SF3 – 2000

7.1.6 Poverty

The poverty rate is the proportion of people living in households with incomes below the poverty threshold. The poverty level indicator evaluated a household’s ability to provide basic food needs. Poverty income thresholds are based on national standards, which take into account the household income as well the number of people living in the household.

In 1989, the City of Brunswick and Medina County had the same poverty rate, 4.6%, which was lower than the other cities within Medina County and significantly less than the state level of 10.6%. Brunswick Hills Township had the lowest poverty rates among the areas that were examined. In 1999, the poverty rate decreased in the City of Brunswick to 4.2% and in the Brunswick Hills Township the rate increased to 4.2%. During the same time period, the poverty rates of other cities in Medina County increased by more than 2%. The poverty rate of Medina County also increased from 4.6% to 5.5%. The State of Ohio poverty rate increased to 12.5%.



The following summarizes the information:

Table 2-32 Poverty Status 1989 –1999
City of Brunswick and Comparison Areas

	City of Brunswick	Brunswick Hills Township	City of Medina	City of Wadsworth	City of Cleveland	Medina County	Ohio
Below Poverty Level 1989	4.6%	1.2%	5.7%	5.4%	26.3%	4.6%	10.6%
Below Poverty Level 1999	4.2%	4.2%	8.4%	7.8%	28.7%	5.5%	12.5%

Source: US Bureau of the Census, SF3 – 2000

7.1.7 Commuting to Work

In 2000, 18% of employed members of the labor force in the City of Brunswick worked from home. Of those who worked outside their home 68% worked outside of Medina County. The City of Brunswick had more residents working outside their county of residence than all comparison areas.

Table 2-33 Place of Work – 2000
*City of Brunswick and Comparison Places**

Place worked	City of Brunswick	City of Medina	City of Wadsworth	City of Cleveland
Worked in place of residence	18.1%	36.1%	33.1%	55.9%
Worked in county of residence	31.9%	58.0%	50.9%	93.8%
Worked outside county of residence	68.1%	42.0%	49.1%	6.2%

Source: US Bureau of the Census, SF3 – 2000

*Place is a US Census designation for an individual municipality

As indicated in the following table, most residents (32%) who worked outside had a travel time of 15 to 29 minutes and another 29% had a travel time between 30 and 45 minutes. Less than 5% traveled for more than an hour.

Table 2-34 Travel Time to Work – 2000
City of Brunswick and Comparison Areas

Travel Time	City of Brunswick	City of Medina	City of Wadsworth	City of Cleveland
Worked at home	2.4%	2.9%	3.5%	1.6%
Less than 15 minutes	20.9%	34.1%	33.4%	21.7%
15-29minutes	31.9%	24.8%	42.5%	44.2%
30-44minutes	29.4%	21.0%	12.2%	20.4%
45 to 59 minutes	10.8%	11.3%	4.8%	5.5%
60 minutes or more	4.6%	5.8%	3.7%	6.6%

Source: US Bureau of the Census, SF3 – 2000



7.2 Business Activity

A positive reflection on the business environment in the City of Brunswick was the presentation of the "Business Friendly Community" award to the City of Brunswick in early 2004. The Business Friendly Community Partnership of the Greater Cleveland Growth Association, which represents seven northeast Ohio counties, gave the award. Brunswick is the 16th community to earn the "Business Friendly Community" designation.

7.2.1 Major Employers

The following table indicates the major public and private employers in the City of Brunswick.

Table 2-35 Major Employers 2004
City of Brunswick

Employers	Industry Type	Number of Employees
Brunswick City Schools	Education	800
City of Brunswick	Government	250
Giant Eagle	Grocery	250
Transitional Living Center	Human Services	212
Tops Friendly Market	Grocery	200
Superior Pool Products	Distribution	150
Brunswick Auto Mart	Auto Dealership	100
CarQuest	Auto Parts	100
Inflatable Images	Manufacturing	100
Integrated Marketing Technologies	Marketing	90
Tinnerman-Palnut	Manufacturing	81
Legacy Ford	Auto Dealership	72
TruGreen - Chemlawn	Landscaping	70
Designer Showcases	Home Remodeling	69
Destiny Manufacturing	Manufacturing	60
I D Images	Manufacturing	60
Williams Detroit Diesel	Distribution	48
Mullinax Lincoln Mercury	Auto Dealership	43
International Machining	Manufacturing	40

Source: Chamber of Commerce Phone Survey



The major employers were personally contacted to gain an understanding of the local business climate within the City and the issues businesses face. The following is a summary of the responses that were obtained.

Brunswick City School District

The administrative office of the Brunswick City School District is located at 3643 Center Road. Its facilities include 11 school buildings, a maintenance building and a transportation building. The School District is the largest employer in the City of Brunswick with over 800 employees serving about 7,250 students. Teachers account for about 60% of the School District's total staff. Approximately 25% of the Brunswick City School District's employees are residents of the City. No facility improvements are planned for the next five years but enrollment projections are expected to be updated this year and that may necessitate a facility study.

City of Brunswick

Approximately 250 permanent full and part time employees are employed by the City of Brunswick. The City also employs a varying number of seasonal employees. City employees provide police and fire protection, emergency medical services, street maintenance, public improvement and general administration services to City residents. Many of the management/administrative level employees hold a bachelors degree or higher.

Destiny Manufacturing

Destiny Manufacturing designs and manufactures progressive dies, metal stampings and assemblies at 2974 Interstate Parkway. The company had been in Brunswick over five years since relocating from Cleveland. Most of the company's 60 employees are State certified journeymen in their chosen trade.

According to a company representative business had improved over the last three years and the facilities were expanded last year. A central location to access customers and ready access to transportation were identified as benefits to being located in Brunswick. The company ships approximately 80% of its products to locations outside the State of Ohio.



Fremar Industries

Fremar Industries is located at 2808 Westway Drive and it manufactures plastic injection molds and die cast dies. The company has been in Brunswick since 2000 and has approximately 30 full-time employees. Most employees are technicians or engineers with education levels higher than a high school diploma.

A company representative indicated that facilities were recently expanded and no additional expansions are contemplated for the next five years. The majority of the company's customers are located outside the City of Brunswick. Business had decreased over the past three years and global outsourcing was identified as a cause.

Giant Eagle

Giant Eagle is a supermarket chain that operates in Ohio, Pennsylvania, and West Virginia. The local Giant Eagle is located at 3440 Center Road in a new 80,000-square-foot facility in the Brunswick "Town Center" that is nearly double the size of the company's previous location. The supermarket had been in Brunswick for approximately six years and now employs approximately 250 individuals. Approximately 70 employees are employed on a full-time basis. Employees have varying levels of education. Although a college degree is not required for employment, it is desired for higher-level positions.

According to a company representative, business has improved over the last three years. This is due in part to population growth within the community, economic development activities within the City and the company's move to a new and larger facility. Being located within close proximity to the I-71 was also seen as a benefit. Most of the company's customers live within the City of Brunswick but some customers are also drawn from outside the City.



Integrated Marketing Technologies

Integrated Marketing and Technologies is a sales marketing support agency for large food manufacturers that is located at 2945 Carquest Drive. The company has been located in the City of Brunswick for approximately two years and has about 90 full-time employees. Most positions do not require a college degree with the exception of those in the Information Technology department.

According to a company representative none of their customers are located in the City of Brunswick or the State of Ohio. The tax abatement program and available land were cited as reasoning for locating in the City. The company is growing and expects to outgrow current facilities as well as the expansion that is in progress within the next 12 months. Increased building permit costs and decreased efficiency in the building development process were cited as deterrents to the company developing additional facilities within the community.

Superior Pool Products (Light House)

The Superior Pool Products Company located at 1120 W. 130th Street distributes pools, spas and other recreational products to retailers within northeastern Ohio. Approximately 25% of Superior Pool Products' 150 employees are seasonal and the others are full time staff. Although most jobs are in warehouse distribution and receiving or drivers and do not require education higher than a high school diploma there are upper level positions that have higher educational requirements.

According to a representative, Superior Pool Products relocated to the City of Brunswick from Strongsville about five years. Very few of the company's customers are located in the City of Brunswick. A central location, close proximity to the I-71, available property that could accommodate the operation and lower taxes were cited as benefits to locating in the City of Brunswick.



TruGreen - Chemlawn

TruGreen-Chemlawn provides lawn and landscape services to residential and commercial customers. The company is located at 2988 Nationwide Parkway and has been in the City of Brunswick since 1985. TruGreen-Chemlawn employs approximately 70 full-time and seasonal employees. Most jobs do not require more than a high school diploma. Managers are not required to have a college degree, but a college degree is preferred.

According to a company representative access to transportation and a central geographic location to its customer base, which is predominantly outside of the City of Brunswick, were reasons for selecting its location. Business has increased over the last three years and it is credited to the company's aggressive management policy.

Vetovitz Masonry Systems

Vetovitz Masonry Systems is a wholesale and retail distributor of concrete building products located at 2786 Center Road. The company had been located in the City of Brunswick for approximately 50 years. At one point the company manufactured as well as distributed concrete products but the manufacturing element of the business has been discontinued. There area a total of about 10 employees including seasonal workers.

A company representative cited easy access to transportation as a benefit of its location. While the company has some local retail customers its company's customer base extends to the northern Ohio region and Canada and most of their customers are from outside the City of Brunswick. Recent renovations to company facilities included the remodel of the showroom and the extension of their storage yard. Business had been steady but the rate of growth has declined since the attack on the World Trade Center.



7.2.2 “Town Center”

The City of Brunswick purchased approximately 144 acres of land that is situated on the south side of Center Road about 1 mile from Interstate 71 for the Brunswick Lake project. The master plan for this land includes the resale and development of about 77 acres and the development of a “Town Center” that features a downtown market atmosphere.

Phase one of the development began in 2003 and included the construction of the two anchor businesses: Home Depot and Giant Eagle. Future phases will involve residential housing and additional commercial development. In 2004 the following businesses opened at the Brunswick “Town Center”:

- Home Depot
- Giant Eagle
- Starbucks Coffee
- Carvel Ice Cream
- Gamestop
- Great Clips
- Q Nails
- Nextel
- My Salon and Spa
- General Nutrition Center (GNC)
- Buckeye Bread & Bagel
- Fashion Bug
- Applebee’s Restaurant
- Cici’s Pizza
- Bruno Brother Music
- Love & Laughter Cards & Gifts
- South Lake Homes at Brunswick “Town Center”



As of December 2004, Tony Roma’s and Steak & Shake were under construction and a 75,000-square foot Cleveland Clinic facility had not started construction. Lots in the Southwest Neighborhood were being sold and construction was expected to begin in early 2005. Construction work on the dam and refill of lake was completed.



7.2.3 Proposed Projects

The Planning Commission approved \$20,256,021 of building activity between January and early November 2004. This included approximately \$15,600,000 worth of commercial building and alterations and about \$4,700,000 worth of industrial building, additions and alteration. Multi-family building projects account for approximately \$11,000,000 of the approved commercial building and alterations activities.

Other recent and pending development projects in Brunswick include Greenbriar Colony, Rosewood and Fairways. Greenbriar Colony is a detached cluster home development on Grafton Road that is currently in the infrastructure development stage. Total costs for improvements (not including homes) in Phase 1 of the project are estimated at \$775, 203. Phase 1 of the project will include 67 homes and Phase 2 will create an additional 30 units.

The Rosewood development project is also on Grafton Road and is preliminarily approved for a total 330 units. The project will include both conventional single-family and cluster units. Phase 1 of the project includes 54 conventional lots that should take 1-3 years to develop and has a construction guarantee of \$1,217,980.

The Fairways is a single-family development on Center Road. The subdivision began about 10 years ago and they are about to begin Phase 8, the final phase. Phase 8 includes 23 lots and has a construction estimate of \$845,000.

7.2.4 Northeast Ohio Regional Retail Analysis

In August of 2000, The Cuyahoga County Planning Commission, in conjunction with other area county planning commissions, completed a retail analysis for the Northeast Ohio region for the Northeast Ohio Areawide Coordinating Agency (NOACA). The study was an in depth analysis of retail trends, detrimental impacts of large-scale retail and a geographic concentrations of retail. While the study provided a series of recommendations, its main purpose was to serve as a reference for municipalities that were zoning for and trying to attract retail business.



The Northeast Ohio Regional Retail Analysis found that the region was saturated with convenience and shopping goods and any new retail center constructed in the area would directly compete with existing retail establishments for market share. However, the report recognized that some areas, mostly urban neighborhoods are underserved. At the time of the report, there were 37 square feet of retail floor space per capita. National averages ranged between 20 and 30 square feet per capita for metropolitan areas. The City of Strongsville had 59 square feet of convenience and shopping floor space per capita and the City of Medina and Medina Township combined had 58 square feet of floor space per capita. The City of Brunswick combined with Brunswick Hills Township had 23 square feet of retail floor space per capita. These numbers suggested that the City of Brunswick was situated between two regional market areas and still provided the national average of retail floor space for its own population.

According to the report retail development trends are resulting in large-scale or “big box” developments. These large super-center structures present a number of problems. These structures require large parking areas. There are adverse effects on the environment in that they consume large areas of open space, while also increasing surface runoff. While the rate of the runoff can be controlled, pollutants entering the water from automobiles and litter are still present. Closure of one of these super centers creates a structure with very little reuse opportunities. Multi-purpose structures force the closure of smaller businesses in the area often resulting in a net decrease in jobs. Municipalities must have a plan to deal with these closings and vacated retail space.

Future trends in the retail sector are getting away from enclosed malls. “Town Center” type developments supplemented by anchors are a new form of development that creates a better atmosphere for shoppers. The City of Brunswick is currently developing a “Town Center” development. While this type of development will have the ability of drawing the new generation of shoppers, the over-extended market share will result in the closing of other retail locations. Many of these retailers may be within the City of Brunswick.



7.3 City Budget

7.3.1 Revenue Sources

According to the 2004 Budget and actual activity, The City of Brunswick received \$28.4 million in revenue. Income tax accounts for \$8.2 million, or 29% of the total revenue. Of this amount, 51.6% is collected from residential income tax. Another 43.8% comes from corporate payroll withholdings. Corporate income tax accounts for 4.6% of the income tax collected by the City. With such a large share of revenue dependant upon the income tax base, the City is strongly impacted by the local and regional job market. The past four years have seen a weakening in the job market resulting in a stagnation of city revenues.

Property tax provided the City of Brunswick \$1.9 million. This income source accounts for 7% of the total budget revenue. The City collects \$3.35 per thousand dollars of assessed value on property. While property owners still pay county and school taxes, their City property tax rates are among the lowest in the county.

The City collected 7.2 million from a variety of sources including fees, permits, refuse charges, interest and other charges. The sale of assets (land) added another \$1.3 million in revenue to the 2004 budget. The City plans to receive more revenue from the sale of land as the “Town Center” project is developed. Intergovernmental transfers contributed 15% of the total revenue, or \$4.4 million (including grants).

To continue with the improvement projects that are being made with regard to Laurel Road, Waterline Maintenance Replacement, various Storm Sewer replacements/installations and the Brunswick Lake dredging and Dam reconstruction, the City rolled over existing notes totaling \$6.7 million. Essentially, the City had issued this debt in previous years and renewed the obligations in 2004 in order to continue with the improvements to the community.



7.3.2 Expenditure

The City of Brunswick spent \$29.4 million in 2004. The following depicts how these expenditures were divided:

Administration	25%
Police & Fire	23%
Capital Projects	23%
Debt Service	15%
Refuse Collection	6%
Recreation	5%
Community/Environment	2%

Debt service expenditure includes payment towards retiring notes in addition to regular debt service payments. In 2004, the City expenditures exceeded revenue by nearly \$1 million. This occurs occasionally because the City has amassed over \$20 million in cash balances. These cash balances are the result of savings for capital improvements. When a capital project is completed, the expenditure comes out of the budget against the cash balance. The deficit was also partially the result of an unexpected increase in liability insurance (which has doubled from previous years) and increased employee benefits such as hospitalization and workers' compensation premiums.

7.3.3 Budget Stability

While the lagging economy has affected revenues, the City of Brunswick has maintained fiscal responsibility. The City has an A-1 credit rating. The City also has available resources in the form of year-end cash balances in excess of \$20 million. The City is currently being conservative with their appropriations until economic conditions improve. The Brunswick Lake project will soon pay revenue in the form of land sales and increased residential development. Economic conditions are also showing signs of improvement. However, the City is currently examining staffing levels of its Police and Fire Departments in relationship to the population. The City may have to increase funding to these departments in order to remedy staffing concerns.



7.4 Economic Development Funding Program

The matrix below lists potential sources for funding and technical assistance to support implementation of projects in the City of Brunswick. This list should be considered advisory in character — while every effort has been made to ensure these sources are up-to-date, funding opportunities and strategies can change and the priorities of grant providers can change. Where available, web addresses are included for additional research



Program	Funded Activities	Eligibility	Site
Bonds, Loans and Loan Guarantees			
Ohio Enterprise Bond Fund	Land and building acquisition, construction, expansion or renovation, and equipment purchases for commercial or industrial projects between \$1.5 million and \$10 million in size	Must show repayment and management capabilities, be able to document job creation or retention and provide Ohio prevailing wage rate	odod.state.oh.us/EconomicDevelopment.htm
Ohio Qualified Small Issue Bond Program	Low-interest financing for up to 100% of the cost of land, buildings and equipment in new construction, expansion or rehabilitation of industrial facilities	Small manufacturing facilities locating or expanding in Ohio and must be or be able to qualify for the volume cap program	odod.state.oh.us/EconomicDevelopment.htm
166 Direct Loan	Loans for land and building acquisition, expansion or renovation, and equipment purchase	Must show repayment and management capabilities, create or retain 1 job for every \$35,000 received and provide Ohio prevailing wage rate	odod.state.oh.us/EconomicDevelopment.htm
Capital Access Program	Establishes a unique loan “guarantee” reserve pool at the lending institution. Funds may be used for working capital or the purchase, construction of fixed assets such as buildings and equipment or refinancing of other lenders’ loans	Small business with annual sales of less than \$10 million and have its principal place of business in Ohio.	odod.state.oh.us/EconomicDevelopment.htm



Minority Direct Loan	Loans for the purchase or improvement of fixed assets for state-certified minority-owned businesses	Company must be at least 51% minority owned and controlled, be a state-certified minority business, show repayment ability and management capabilities, create 1 job for every \$35,000 received and provide prevailing wage rates apply for construction	odod.state.oh.us/EconomicDevelopment.htm
Ohio Mini-Loan Guarantee Program	Loan guarantees for fixed assets for small business (start-up or existing business expansion) for projects of \$100,000 or less	Small businesses with fewer than 25 employees; 50% of guarantee funds are targeted to minority- or women-owned businesses	odod.state.oh.us/EconomicDevelopment.htm
Basic 7(a) Loan Guaranty	Loan guarantee for proceeds to be used for working capital, machinery and equipment, furniture and fixtures, land and building (including purchase, renovation and new construction), leasehold improvements, and debt refinancing (under special conditions)	Start-up and existing small businesses	sba.gov/financing
Certified Development Company (504) Loan Program	Provides growing businesses with long-term, fixed-rate financing for major fixed assets, such as land and buildings	Business must be operated for profit and must not have a tangible net worth over \$7 million and an average net income in over \$2.5 million after taxes for the preceding two years	sba.gov/financing
Micro-Loan Program	Short-term loans of up to \$35,000 to	Small businesses and not-for-profit	sba.gov/financing



	small businesses and not-for-profit child-care centers for working capital or the purchase of inventory, supplies, furniture, fixtures, machinery and/or equipment	child-care centers needing small-scale financing and technical assistance for start-up or expansion	
Grants			
Ohio Investment in Training Program Grant	Grant covers up to 50% of instructional costs, materials and training-related activities especially for manufacturing and selected employment sectors that have significant training and capital investment related to creating and retaining jobs	Supports training for employees of new and expanding businesses	enterpriseohio.org/
Targeted Industries Training Grants	Grant cover up to 75% of training costs for eligible companies with 100 employees or less. Larger employers can receive up to 50% reimbursement for training costs	Supports training for employees of new and expanding businesses	enterpriseohio.org/
Special Districts /Zones and Tax Incentives			
Ohio Enterprise Zone Program	Designated areas of land in which businesses can receive tax incentives in the form of tax exemptions on eligible new investments	Business must make a substantial investment in either real or personal property.	odod.state.oh.us/edd/ez/



Ohio Job Creation Tax Credit	Corporate franchise or state income tax credit for businesses that expand or locate in Ohio	Businesses must create at least 25 net new full-time positions at a facility in Ohio and pay a minimum of 150% of federal minimum wage	odod.state.oh.us/EconomicDevelopment.htm
Ohio Job Retention Tax Credit	Corporate franchise or state income tax credit for businesses that commit to retain a significant number of full-time jobs	Businesses that currently employ at least 1,000 full-time employees and make a fixed investment of at least \$200 million	odod.state.oh.us/EconomicDevelopment.htm
Training Tax Credit	Tax credits for employers that train existing employees who are at risk of losing their jobs primarily due to skill deficiencies	Businesses must conduct an eligible training program to correct identified skill deficiencies in its existing workforce	odod.state.oh.us/EconomicDevelopment.htm
Ohio Manufacturing Machinery & Equipment Investment Tax Credit	Corporate franchise or state income tax credit for manufacturer located in Ohio that purchases qualified new or retooled machinery and equipment that is used in manufacturing	Corporations, partnerships, limited liability companies or proprietorships are eligible. Machinery and equipment must be new to Ohio and new investment must exceed business' annual average county investment in machinery and equipment as determined by the filing year	odod.state.oh.us/EconomicDevelopment.htm
Technology Investment Tax Credit	Reduces state tax of investor by up to 25% of amount invested in the purchase of common stock, preferred stock, membership interest, partnership or other equity position that does not exceed \$150,000	Businesses primarily focused on research and development, technology transfer, or the application of a new technology and having a gross revenues less than \$1 million, or net book value of less than \$1 million, at the end of most	odod.state.oh.us/EconomicDevelopment.htm



		recent fiscal year	
Research and Development Sales Tax Exemption	Exemption from the state and county sales tax for companies that purchase equipment used primarily for research and development activities	Research and development activity in both direct (creation of new or better products, equipment or processes) and pure (inquiry and experimentation in the physical sciences) research	odod.state.oh.us/EconomicDevelopment.htm
Manufacturing Machinery & Equipment Sales Tax Exemption	Exemption from state and county sales tax for companies that purchase machinery and equipment for manufacturing activities	Machinery, equipment, supplies and fuel used primarily in a manufacturing operation to produce tangible personal property for sales	odod.state.oh.us/EconomicDevelopment.htm
Warehouse Machinery & Equipment Sales Tax Exemption	Exemption from state and county sales tax for companies that purchase eligible warehousing machinery and equipment	Machinery and equipment used primarily (51%) in storing, transporting, mailing or handling inventory in a warehouse, distribution center or similar facility	odod.state.oh.us/EconomicDevelopment.htm
Miscellaneous			
Ohio's Small Business Innovation Research Program	Proposal writing tips, cost proposal tips, administrative proposal review (format, forms, budget, etc.) and post-award support to assist small businesses in competing for federal research and development awards	Small (500 employees or less), for profit business, located in US, primarily owned and control by a US citizen and who is the employer of the principal investigator	odod.state.oh.us/OSB.htm
Small Business Development Centers of Ohio	Free, confidential, in-depth business consulting; a clearinghouse of federal, state and local regulation information affecting small businesses	Pre-venture, start-up, and existing small business in Ohio	odod.state.oh.us/OSB.htm



Ohio Tech Angel Fund	Supports Ohio-based technology investment opportunities by facilitating risk sharing on early opportunities with high potential	Ohio-based opportunities, primarily in life sciences, information technology, and physical sciences but opportunities in consumer retail, distribution and innovative service will also be considered	



7.5 Economic Development Concept Plan

The Economic Development plan illustrates where future economic activity should be placed in the City of Brunswick. Boundaries of these areas presented on the plan are not definite.

The Industrial area is an excellent location for light industrial activity. Environmental constraints limit the amount of new development that can occur in this area. As the residential neighborhoods in this area age, they should eventually be converted to light industrial use. The City would benefit from industrial expansion on the east side of W 130th Street, as this area would generate property tax for the Brunswick School System.

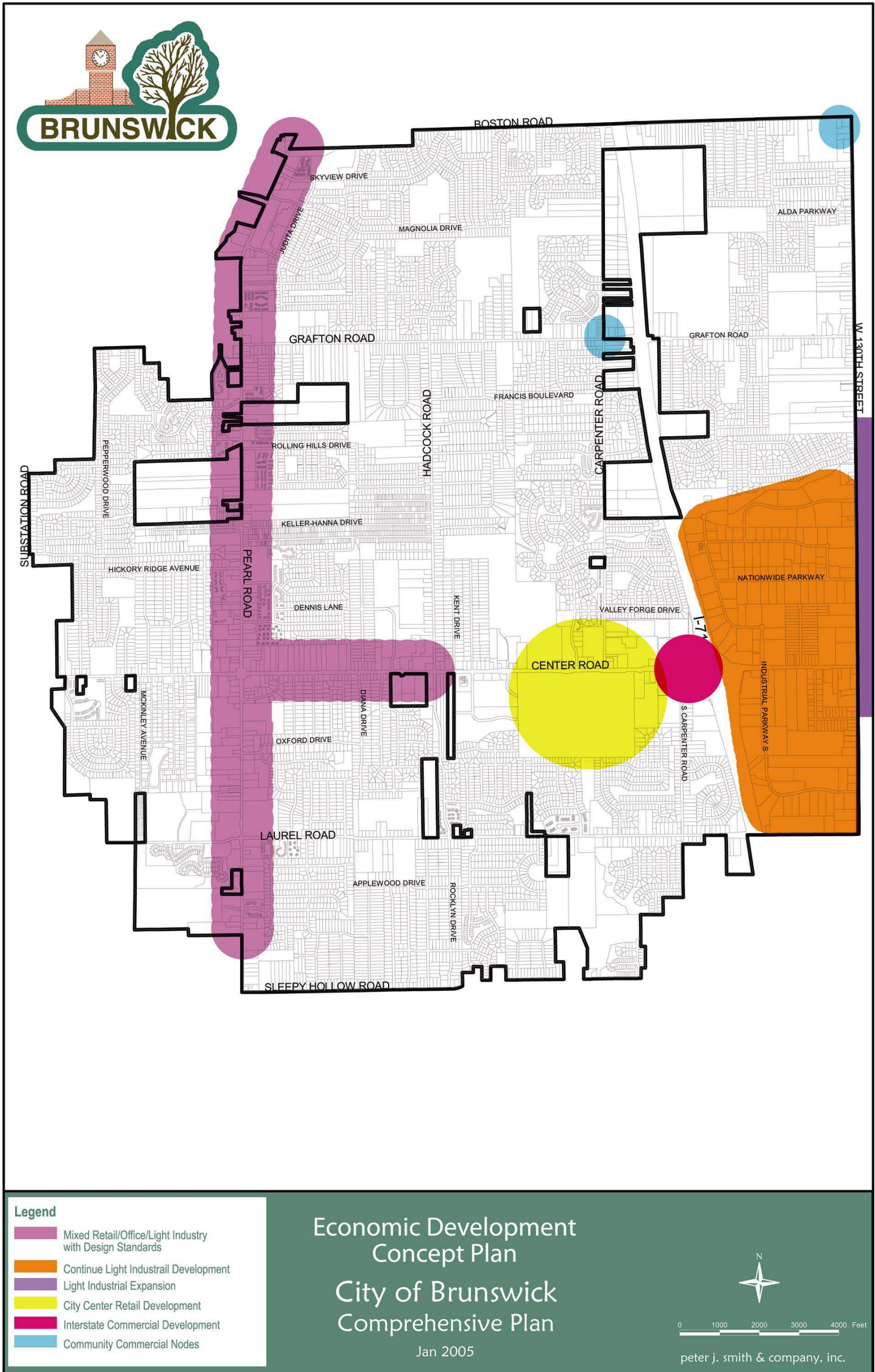
Travel oriented commercial establishments should be located on the area immediately adjacent to the I-71 Interchange. The expanded “City Center” area, is identified for mixed-use development and should concentrate on attracting retail commercial establishments.

The remainder of Center Road and all of Pearl Road should allow a mixture of retail, office space, and low impact industrial development. The appearance of businesses locating along these corridors should comply with design standards.

Smaller neighborhood oriented business can be located in mixed use nodes at the intersection of Boston Road and W 130th Street and at the intersection of Grafton road and North Carpenter Road.



Figure 2-9 Economic Development Concept Plan





8.0 Transportation

8.1 Roads and Traffic

How easily people and goods move into, out of and around a community is determined by the effectiveness of its transportation network. To assess the existing transportation network in the City of Brunswick and identify areas of deficiency the following elements were examined: roads, bus service, air service, rail service, and bicycle and pedestrian circulation.

8.1.1 Road Classification

Streets and highways are given a functional classification based on travel patterns and typical use. As the functional classification of a road drops from Expressway, Principal Arterial, Minor Arterial, Collector and then to Local, so does the corresponding importance of the type and in most cases lower traffic volumes are also observed.



Expressways are designed for higher speeds and traffic volumes for moving traffic through an area with limited access. Interstate 71 passes through the City of Brunswick with an interchange at Center Road. I-71 runs from Cleveland to Columbus and beyond. There are connections to Akron via I-271, as well as the rest of the interstate system.

Arterials are designed for higher traffic volumes, which serve as connections between municipalities or to the interstate system. Arterials are divided into principal and minor routes. Pearl Road (US 42) is the only principle arterial in the City of Brunswick. Its principle classification is based on its length and connections to other cities. Minor arterials include: Center Road (SR 303) and W. 130th Street (CR 17) from Center Road to Boston Road.



Collectors are designed for lower speeds and shorter distances. They are typically two-lane roads that collect and distribute traffic to and from the arterial system and connect them with residential neighborhoods. The following eight roads are classified as collectors in the City of Brunswick: Boston Road (CR 13), Grafton Road (CR 42), Hadcock Road, Laurel Road (Pearl Road to W. 130th Street), North Carpenter Road (CR 103), W. 130th Street (CR 17) from Center Road to Sleepy Hollow Road, Sleepy Hollow Road (CR 136), Substation Road (CR 38) from Grafton Road to Center Road.

Local roads are all roadways not included in a higher-level classification. They provide basic access between residential and commercial properties as well as connections to higher classification roads. They usually are the largest element of the road network in terms of mileage.

8.1.2 Traffic Volume and Safety

The I-71, which carries traffic in a north-south direction and Center Road, which carries traffic in an east-west direction were the two most heavily traveled routes according to the most recent traffic counts, Annual Average Daily Traffic (AADT). The recently completed Pearl and Center Roads Corridor Plan²⁰ indicated that neither Center Road or Pearl Road were experiencing poor Levels of Service (LOS) and improvements had given Center Road surplus capacity compared to current traffic volumes. However, during peak traffic hours, Center Road has been known to be crowded and slow moving.

Although Pearl Road was in better condition than many major corridors in the Greater Cleveland area, it had a high level of deterioration, which impaired the roads operation and prevented traffic from traveling at optimal design speed. The Corridor Plan also identified access management as an issue relative to maintaining capacity on these two corridors because of the large number of driveways and other access points located along the two corridors.

²⁰ Pearl and Center Roads Corridor Plan, Edwards and Kelcey April 2004



Table 2-36 Traffic Volumes
City of Brunswick

Route No.	Road Name	AADT Range
I-71	Interstate 71	43,640-55,980
US 42	Pearl Road	16-410-18,510
SR 303	Center Road	9,815-32,210
CR 17	W 130th Street	10,954-13648
CR 42	Grafton Road	7,511-9,371
	Laurel Road	2,384-5,939

Source: ODOT, NOACA (2000-2002)

Since 1999, the City of Brunswick has compiled a database of traffic accident reports. There has been an average of 1,000 accident reports annually. An average of 87 of the accident reports involved injuries. Accidents were reported from all over the City, but there were concentrations of accidents found on Center Road near the I-71 interchange and around Hadcock Road. There were also concentrations of accidents on Pearl Road, both north and south of Center Road and at the intersection of Grafton Road.

8.1.3 Planned Improvements

The firm of Adache Ciuni Lynn Associates, Inc., consulting engineers has been retained by the City of Brunswick to prepare a Citywide traffic and signal study. To date, a data collection of traffic volume has been completed.

According to the Transportation and Improvement Program (TIP) 2004 funding list, improvements are planned for Boston Road and North Carpenter Road. Reconstruction is planned for Boston Road from Pearl Road to W. 130th Street. It is identified as a high cost project requiring a financial plan. Reconstruction is also slated for North Carpenter Road from Center Road to Boston Road.

8.1.4 Pearl and Center Road Corridor Plan

The firm of Edwards and Kelcey prepared the Pearl and Center Roads Corridor Plan in 2004. The goal of the Corridor Plan was to identify opportunities and strategies for the revitalization of the commercial strips on Pearl and Center Roads. The study area included Pearl Road from the intersection of Sleep Hollow Road to the intersection of Boston Road and Center Road from the intersection of Substation Road to the intersection of W. 130th Street.



The Corridor Plan included recommendations for the enhancement of economic development, urban design as well as zoning and land use regulations along Pearl and Center Roads. According to the Corridor Plan, Brunswick has a wide array of small businesses and should focus its economic development strategies on increasing a homegrown base of small businesses and entrepreneurs. Economic development strategies included the following:

- Pursue proactive approaches to economic development
- Develop a coordinated program of business recruitment and retention
- Use traditional and non-traditional incentives, strategically
- Emphasize mixed-use development, and place priority for incentive or support on developments that offer more than on type of business
- Establish a cooperative economic development agreement with Brunswick Hills Township to develop a shared economic development approach
- Develop the best possible high technology infrastructure, including high-speed data transmission and other technologies that may become available

Urban design recommendations included the following:

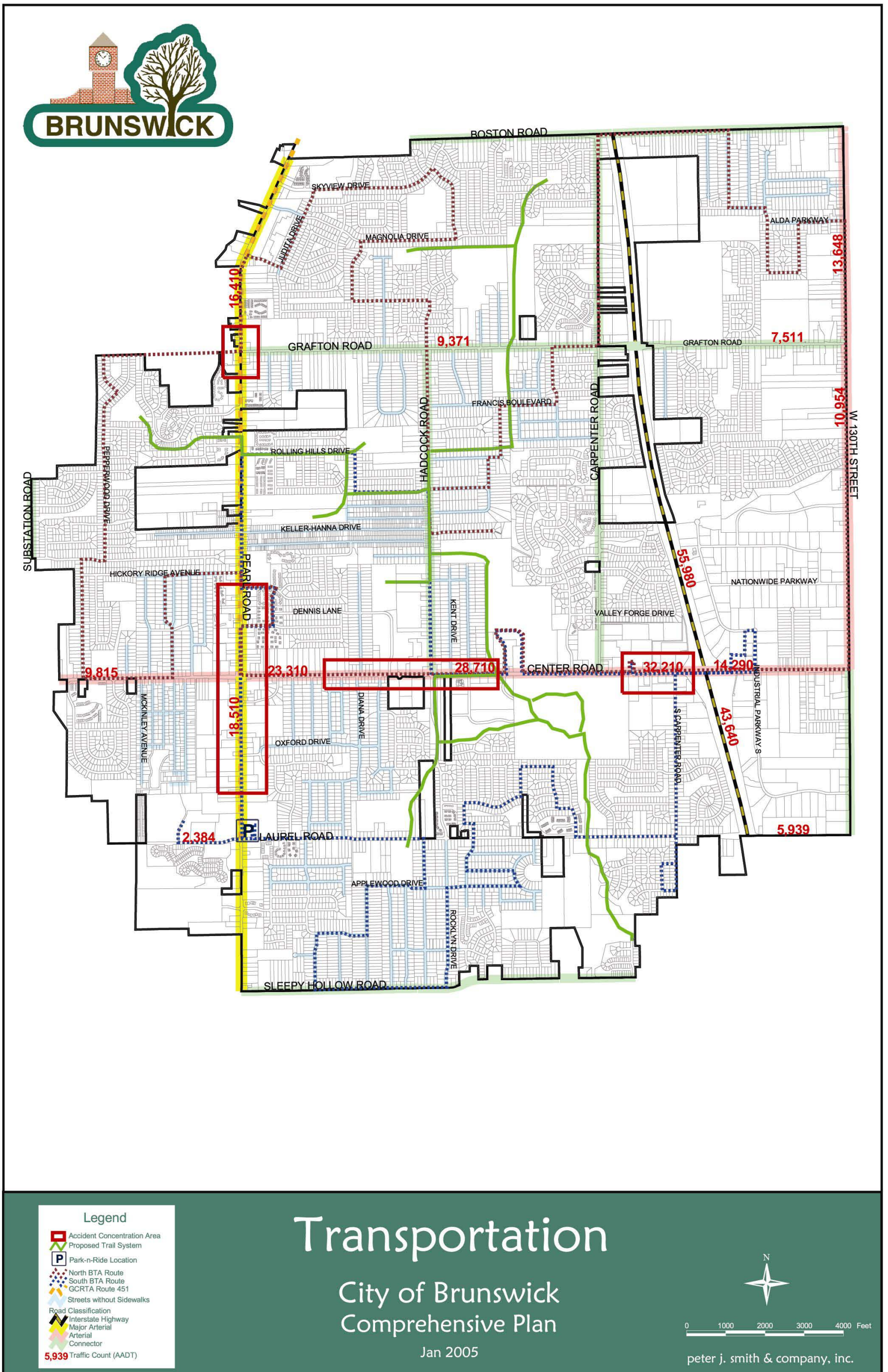
- Use streetscape improvements to create a system of unifying visual elements with design continuity
- Minimize the visual clutter of overhead utility services
- Revise the City's site development standards to support the desired characteristics of the Corridors as a whole and the Concept Areas

In regards to Zoning and Regulatory Strategies the following were recommended:

- Establish an overlay design review district with a series of sub-districts to specifically address the Corridor's physical appearance needs
- Remove incompatible land uses from the list of permitted or conditionally permitted land uses
- Strengthen the existing sign ordinance
- Reduce minimum parking requirements
- Incorporate access management requirements
- Consider implementing an impervious surface ratio or maximum lot coverage

The Corridor Plan noted that different parts of the Corridors had different characteristics and six Concept Areas were identified as a framework for understanding those similarities and differences. Strategies were also provided to address economic development, urban design and zoning in each of the Concept Areas.

Figure 2-10 Transportation Characteristics
City of Brunswick





8.2 Bus Service

The Brunswick Transit Alternative (BTA), operated by Buckeye Transit, Inc. with assistance from NOACA, serves the City of Brunswick. The transit system includes two bus routes that complete a loop starting and ending at the K-mart Plaza on Center Road. One bus services the northern part of the City while the other accommodates the southern portion. Buses run between 6:20AM and 6:20PM during school months and between 7:20AM and 7:20PM during the summer. On Saturday, the buses operate between 10:20AM and 4:20PM. Fares for the service are \$0.50. Senior citizens and handicapped individuals only pay \$0.25 per ride.

8.3 Air Service

Air service for the Greater Cleveland Metropolitan Area is provided out of the Cleveland Hopkins International Airport. The airport is located in the City of Burke just twelve miles north of Brunswick on I-71. The Cleveland Hopkins International Airport is the 38th busiest airport in the world serving more than 10 million passengers each year. The airport is a major hub for Continental Airlines. Ten other passenger carriers also stop at Hopkins International.

The Burke Lakefront Airport, located in the City of Cleveland, serves as a relief airport for Hopkins International and also handles private and charter flights.

Freedom Field Community Airport, located 9 miles south of Brunswick accommodates short commuter flights and private aircraft.

Akron Canton Airport is located in North Canton about 40 miles southeast of the City of Brunswick. The airport sits on 2,700 acres and has three intersecting runways, a 24-hour tower, a terminal, a business lounge, concessions and 78 arrival/ departure flights on seven airlines.



8.4 Rail Service

No railroad corridors or sidings pass through the City of Brunswick. All freight must be transported in or out of the City by truck. Commuter rail service for the Greater Cleveland Area stops at the Cleveland Hopkins Airport in the City of Berea.

Am-track services the City of Cleveland. The train station is located in the City of Cleveland. Three Amtrak trains serve the Cleveland Metropolitan Area. These trains are the Capitol Express, which runs from Chicago to Washington; The Lake Shore Limited, which runs from Chicago to Boston or New York via Buffalo and Albany; or the Pennsylvanian, which connects Chicago to New York City via Pittsburgh and Philadelphia. Connections to other parts of the country are possible from stops along the way to these routes. Train fares vary by destination.

North East Ohio Commuter Rail Feasibility Study

The Northeast Ohio Areawide Coordinating Agency (NOACA) partnered with Akron Metropolitan Area Transportation Study (AMATS) and Stark County Area Transportation Study (SCATS), to commission the Northeast Ohio Commuter Rail Feasibility Study (NEORail), which examined the feasibility of commuter rail service in the Cleveland metropolitan area. The study area included the counties of Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, Stark and Summit, and encompassed the metropolitan areas of Cleveland, Akron and Canton. In 1998, at the conclusion of Phase I of the Study, seven corridors were identified as being potentially feasible for commuter rail service. The Southwest Corridor (Cleveland-Medina), which would follow the CSX Cleveland Branch line, had available capacity for commuter trains but required that three mile of new rail be constructed and required a new right-of-way. The relatively high cost of this connection made it the least cost-effective of the seven potentially feasible routes. Phase II of the Study was undertaken to obtain recommendations on financing options, capital and operating cost scheduling, and governance options.

8.5 Bicycle and Pedestrian Circulation

There is no comprehensive, interconnecting bicycle and pedestrian trail system in the City of Brunswick. Sidewalks are present throughout much of the City of Brunswick, although some of the older neighborhoods do not have sidewalks. Sidewalks along the major corridors are often narrow, intermittent and in poor repair. Some of the areas along major corridors that do not have sidewalk are a part of the Township of Brunswick.



According to the Pearl and Center Roads Corridor Plan a major concern for pedestrian circulation is that few cross walks are provided for crossing these heavily traveled corridors. Traffic signals and cross walks are provided at most major intersections but there are long distances between crossings. Pedestrian crossings also do not allow sufficient time for slow moving pedestrians to cross the roadways. This is particularly true at the Pearl and Center roads intersection which is extremely wide, with multiple through and turn lanes at all four corners.

Trails

There are small hiking and biking trails within several of the City's parks however, there is not a comprehensive trail system that links the neighborhoods and recreational resources in the City. There is a proposed trail that would link the City owned parks and open spaces.

8.6 Transportation Concept Plan

The Transportation Concept Plan points out improvements to the road and circulation network that the City of Brunswick should pursue when the funds become available. North Carpenter Road and Boston Road are already scheduled for reconstruction.

The City of Brunswick should continue to push for an interchange at Boston Road. The interchange will help reduce of the traffic on Center Road.

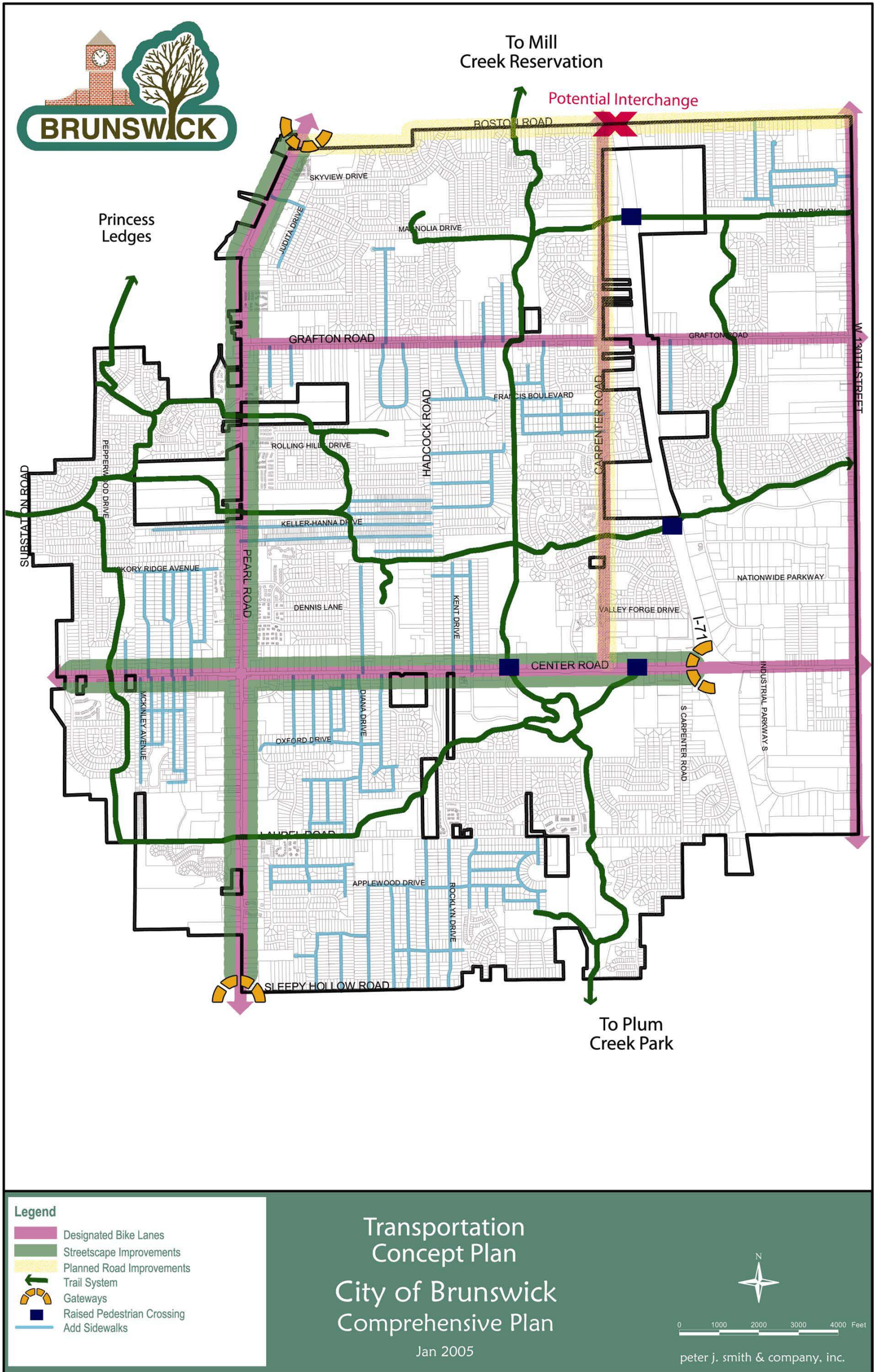
Streetscape plans for Pearl Road and Center Road should be drawn up and implemented. The streetscape designs should be consistent with the character of development proposed for each of these corridors. Gateways should be placed at both ends of Pearl Road and on Center Road at the I-71 Interchange to welcome people to the City of Brunswick.

A multi-use trail connecting the parks should be constructed for pedestrian circulation as recommended in the Parks and Recreation Concept Plan. Above or below grade walkways will need to be constructed to traverse I-71 and Center Road. Designated bike lanes will also improve non-motorized circulation. These bike lanes should be placed on Pearl Road, Center Road, W130th Street, Grafton Road and North Carpenter.

Many of the neighborhoods in Brunswick currently do not have sidewalks. The City should implement a City-wide sidewalk installation program. The sidewalks will improve pedestrian circulation as well as enhance the character of the neighborhoods.



Figure 2-11 Transportation Concept Plan





9.0 Infrastructure and Utilities

9.1 Water

The City of Cleveland-Division of Water serves the City of Brunswick. The Cleveland Division of Water serves 1.5 million people in an area of 640 square miles including the City of Cleveland and 70 surrounding suburbs. The Cleveland Division of Water is the largest water system in the state and one of the largest in the country. The water system was awarded the American Water Works Association National Award of Excellence for its efforts of continually improving the system.



Receiving its water from Lake Erie, the water works can produce over 100 billion gallons of water per year from its four water-processing plants. The City of Brunswick uses only 1.6% of the water produced by the water system. Water is pumped from three of the processing plants to Brunswick via pumping stations in Strongsville and North Royalton. Water is then stored in a water tower on Keller-Hanna Drive where it is allowed to flow into the Brunswick system. In 2002, the average Brunswick customer (including business) paid \$390 for the year for water.

There have been complaints that residents east of I-71 occasional experience low water pressure. The Cleveland Division of Water acknowledged and indicated that it was due to periods of increased demand. In 2008, the water works plans on constructing another water tower on W. 130th Street to alleviate the problem.

Township Islands within the City of Brunswick do not receive any water service. Based on a 1977 Judgment Order, "The City of Brunswick shall not be obligated to provide water service to those areas until such time as those properties are annexed to the City of Brunswick." In addition to the Township islands, there is an area within the Township of Brunswick Hills, northwest of the City limits that is subject to the same agreement. Two undeveloped parcels in the southwest corner of the City are to be serviced by the Medina County water.



9.2 Sanitary Sewer

The Medina County Sanitary Engineering Department operates the sanitary sewer system in the City of Brunswick. The sanitary sewer system is completely separate from the storm water system. The Medina County system is serviced by three sewage treatment plants capable of treating 19.5 million gallons of sewage per day. Currently the plants are treating 10 million gallons of sewage daily. The City of Brunswick is served by two of them. The northern third of the City uses the Hinckley Facility while the southern two-thirds of the city is serviced by the Liverpool facility.

Medina county residents that are serviced by the sanitary sewer system pay a flat rate of \$25.25/month. Other sanitary systems in the area charge their customers an average of \$38.21/month based on a water usage of 7,500 gallons.

9.3 Storm Water Management

The storm water management system in the City of Brunswick is separate from the sanitary sewer system. Since 1980, strict storm water management guidelines have been enforced through subdivision regulations. These regulations limit post development run-off of a 100-year flood event to be no more than before development. The City Engineer must approve plans for development. More importantly, the regulations ensured that successful homeowner associations would be responsible for the upkeep of storm water facilities such as drainage channels, detention basins and retention basins. Before 1980, similar storm water practices were in place. However, homeowner associations were not bonded. Many of the homeowner associations failed, leaving the City responsible for the upkeep of open space and storm water management facilities. Before subdivision development, storm water was allowed to run off through a series of drainage ditches and natural channels. Until recently, these facilities went unchecked.

In 2003, a series of heavy rain events exposed the failure of the neglected storm water system. Heavier rain events were experienced in 2004 and flooding was wide spread. Many of the neglected channels became clogged with leaves, twigs and debris. In 2004, the public service director purchased a leaf vacuum and a vactor for cleaning sewer drains and ditches. During the summer of 2004, the service department began clearing many of these clogged channels. A heavy rain event in October, while not as severe as the events earlier in the year showed that these efforts seemed to be effective.



In addition to clearing channels, the City of Brunswick hired Chagrin Valley Engineering to evaluate the storm water system. The firm identified several projects where improvements can be made to the storm water system. The following is a list of projects identified by Chagrin Valley Engineering:

- Ashleigh, Briarleigh & Oakleigh area
- Boston Rd. between I-71 & Oakleigh Dr.
- Bettie Lane & Robert Parkway area
- Canterbury Dr. area
- Old Mill area
- Grafton & N. Carpenter area
- Aster Place & Magnolia Drive area
- Keller-Hanna area
- Francis Blvd. Area
- Venus Dr. area

The total cost of these projects approaches \$4 million. The city is currently researching funding sources for these projects.

9.4 Environmental and Aesthetic Storm Water Practices

The City has regulations in place to ensure that post development run-off does not exceed pre-development levels. While regulations identify slopes and detention basin specifications, few address the environmental and aesthetic quality of these facilities. The following is a list of practices and guidelines that can enhance the environmental and aesthetic quality of storm water management facilities:

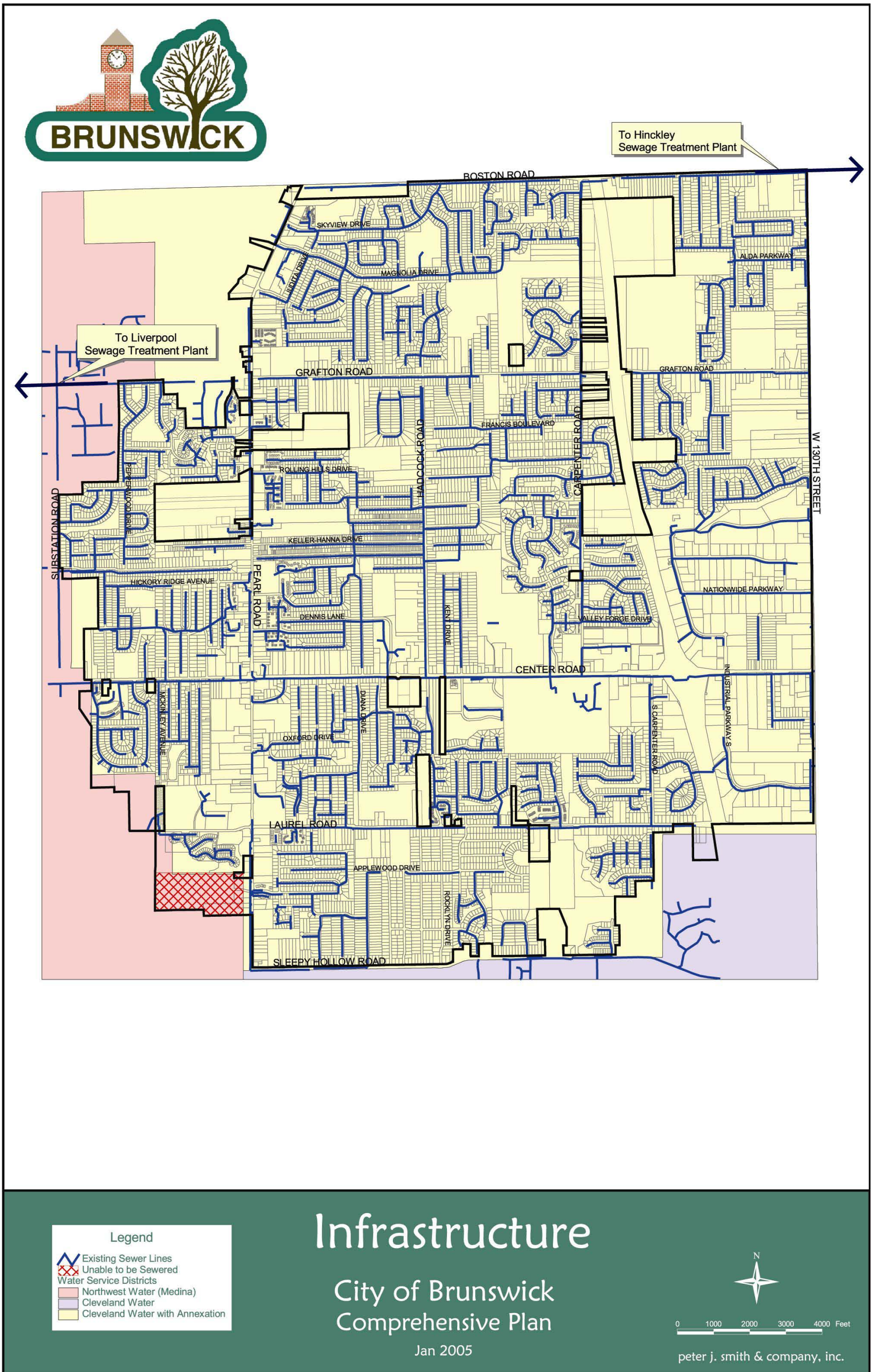
- Increase landscaped areas to increase the percentage of surface absorption and develop below grade infiltration areas.
- Promote the use of porous paving materials such as asphalt, concrete, aggregate, or turf stone to decrease the percentage of impervious surfaces.
- Do not allow roof drain connections to off-site subsurface systems.
- Prohibit the installation and use of surface irrigation systems.
- Promote the use of drywells.
- Promote development and preservation of swales and flow retardant devices in swales – Do not allow concrete or other impervious swales or conveyance systems.
- Promote the use of natural vegetation as a water purification system. (e.g. vegetated swales from parking lots or grass filter strips in medians.
- Allocate “flood areas” that accept water during high flows to decrease the potential for flooding critical areas.



- Provide incentives to urban wetland creation.
- Promote the planting of trees to dissipate rain and increase transpiration.
- Use filtration devices around construction sites and steep slopes to slow surface flow.
- Minimize compaction of soil during construction
- Encourage increased permeability of soils and aeration in lawns.
- Promote “green” roofs (where applicable.)
- Capture building runoff in rain barrels or water gardens.
- Promote the use of gray water cisterns.
- Discharge downspouts into vegetative areas.
- Redirect site surface flow over landscaped areas.
- Promote highly vegetated channels to decrease runoff rates.
- Encourage tree planting beside swales and water channels.
- Restore historic streambeds by excavating culverts and creating naturalized open channels.

In addition to these practices, there are several steps that a community can take to raise public awareness of storm water and storm water facilities. Storm water basins can be highlighted with logos or graphics that display where the water goes. Watersheds can be delineated with signage to convey water flows and divides. These interpretive measures can be used in neighborhoods as well as parks. The signage can increase the aesthetic nature of the storm water facilities while drawing public attention to them. Public awareness of storm water and storm water facilities can affect the way people treat their watershed.

Figure 2-12 Infrastructure Characteristics
City of Brunswick





9.5 Utilities

9.5.1 Natural Gas

Columbia Gas of Ohio owns and operates the natural gas supply infrastructure for the City of Brunswick. The State of Ohio is transitioning to allow competition among gas suppliers. The Public Utilities Commission of Ohio (PUCO) oversees the process. PUCO is responsible for informing the public of their rights as consumers. PUCO allows informs the public of different prices charged by each of the suppliers. Columbia Gas of Ohio remains the leading supplier as well as the distributor of Gas in the City of Brunswick. Columbia Gas customers pay about \$1,184/year based on an estimated annual usage of 989 ccf/year.

9.5.2 Electric

Ohio Edison provides electric service in the City of Brunswick. Once the Ohio Electric Choice program is developed customers will be able to choose the company that supplies the generation of their electricity. Even if a customer gets a new electric supplier the local electric utility will continue to deliver the electricity and maintain and repair the poles and wires. According to PUCO the average price of electricity paid by full service customers during the first quarter of 2004 was \$0.09/KWh, which represented a 2.58% increase from the first quarter of 2003.

The City of Brunswick has joined the Northeastern Ohio Public Energy Council (NOPEC). NOPEC is an aggregation of costumers from nearly 100 communities. The purpose of this organization is to negotiate for long-term energy savings. Brunswick residents will have the option of joining this plan or pursuing their own electric provider.



9.5.3 Cable

Adelphia of the Midwest, Inc., provides cable service in the City of Brunswick and most of Brunswick Hills Township. Public Access to television is provided through Brunswick Area Television (BAT), which offers free training, equipment loans and editing systems to residents of Brunswick and Brunswick Hills Township to produce their own programs which is aired on Pub21. Brunswick Area Television also host two other stations for Brunswick costumers. Government related functions are aired on Channel 23 and Recreation News is shown on channel 24.Telephone

Verizon North is the Incumbent Local Exchange Company for the City of Brunswick. The company maintains and operates the infrastructure for the local telephone service. Recently, other providers were allowed to offer local service to residents of the City of Brunswick. These companies must first be registered to do business in a specific area by PUCO. Several companies have since been certified for service in the City of Brunswick.

9.5.4 Internet Access

Adelphia Cable supplies the City of Brunswick with fiber optic cable. Adelphia leases the City a few stands of fiber for school and government use only. Residential users can purchase internet access through Adelphia for around \$50/month. The amount of space on the Adelphia network is limited. During peak cable viewing and internet traffic hours, the speed of access is compromised. The industrial parks area is not connected to Adelphia network.

DSL internet access is also available through Verizon for roughly \$30/month. However, only about 25% of the City is able to receive this service. Availability is affected by distance from server and the presence of cable. Residential costumers can call or go on line to find out if DSL is available at their house. DSL speed is also affected by distance from the server.

Bonsai Pipeline is a private wireless internet provider. The company is currently making internet access available in the industrial parks area. Around 30 businesses are now taking advantage of this service.



For the last two years, the City of Brunswick has actively participated in the Medina County Fiber Optic Task force under the direction of the Medina County Economic Development Corporation (MCEDC). The City's Coordinator of Economic Development serves as a trustee and active participant for the MCEDC in this and other county-wide economic development activities.

The task force has been charged with studying and recommending directions and approaches to solve the problem of limited fiber based, competitively priced, broadband services throughout the industrial areas of Medina County, including the three industrial parks of Brunswick. The committee has devised a plan that will deploy a network of 96 fiber optic strands bundled and installed as a rough ring of about 75 miles that will serve business, industry, institution, governments and schools in Medina County. The goal is to provide a locally owned and controlled fiber system that will offer unlimited access as a *vendor neutral* platform.

The project is currently in the funding phase and has recently completed a comprehensive Business Plan, which is being used as a basis to secure private business, state and federal funds for this approximately \$6.5 million project. It is anticipated that the system would be constructed and operated through the Medina County Port Authority without the use of any new public monies. Construction is expected to begin the first quarter of 2006 and be completed by late 2006 or early 2007.

9.5.5 Community Radio Station

The City of Brunswick, along with Brunswick Hills Township have installed a community radio station on AM 1700. The primary purpose of the radio station is to warn residents in the case of emergencies such as traffic accidents and weather alerts. The radio station will be available for community service announcements such as school activities, closings, and road construction locations. Community groups can also broadcast upcoming events.



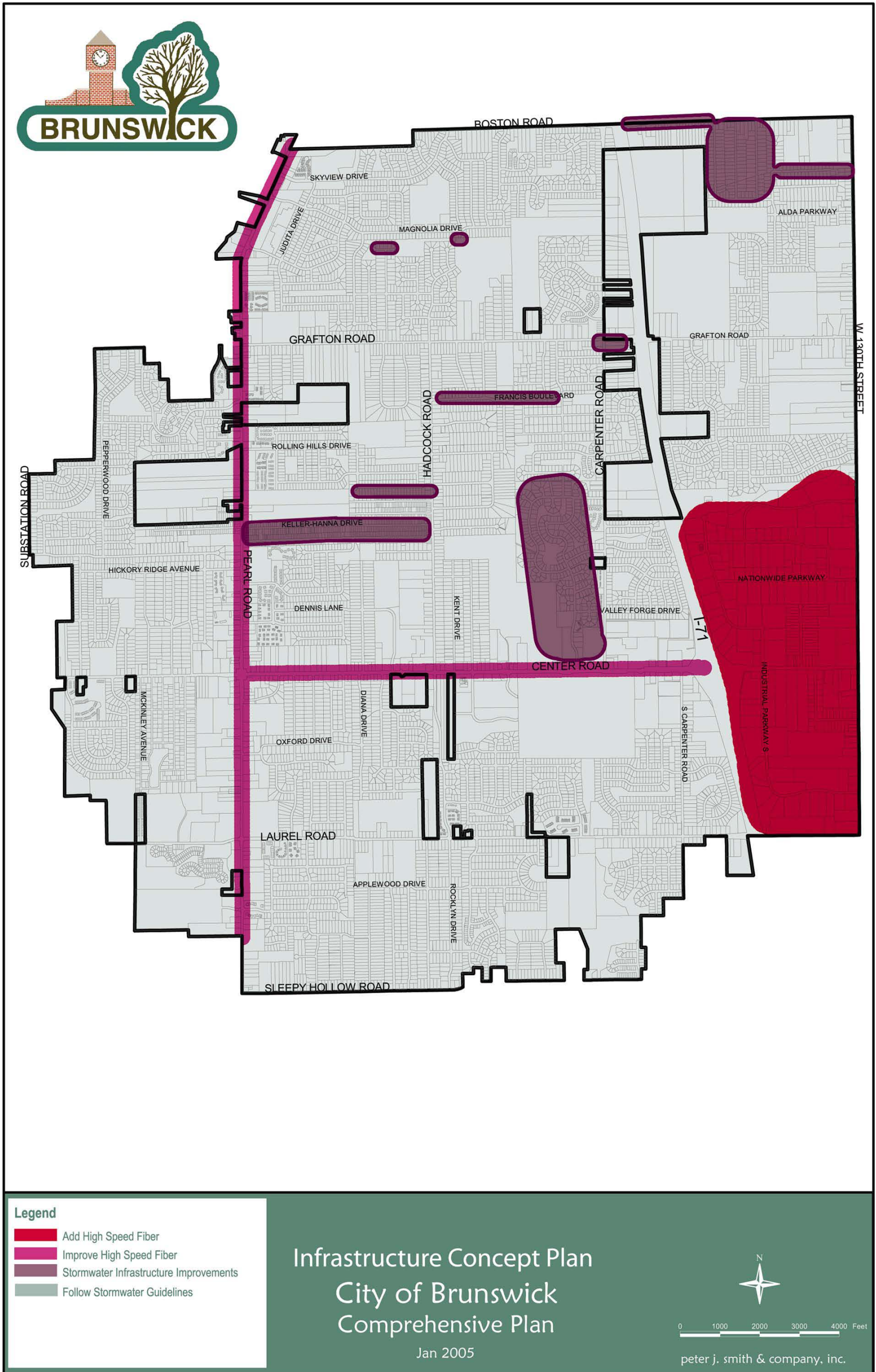
9.6 Infrastructure Concept Plan

The Infrastructure Concept Plan proposes several recommendations to improve high-speed internet access and storm water management facilities.

More fiber optic internet cable should be installed along Pearl and Center Road to increase the quantity of high-speed internet access to these commercial corridors. Fiber optic cable should also be made available to the industrial area. The broadband ring proposed by the Medina County Fiber Optic Task Force could make this improvement a reality. Unlimited high-speed internet access will help make these areas more marketable to businesses.

Storm water management has been an important issue to the City of Brunswick. Several projects were recommended to resolve flooding issues. These projects should be completed in the near future. The City should take responsibility for maintaining the entire storm water system on a routine basis. Storm water guidelines should be implemented for new development as well as existing facilities that improve the aesthetic nature of the storm water system.

Figure 2-13 Infrastructure Concept Plan







PART 3 - PUBLIC INPUT





1.0 Committee Meetings

1.1 Vision Session

In June 2004, a vision session was held with the Committee to identify issues that would be considered and addressed in the Comprehensive Plan. The vision session included a two hour brainstorming session where participant identified strengths and weaknesses in Brunswick. The following summarizes the meeting.

Date: June 1, 2004

Attendees: Tom Arnold, Director of Economic Development
Jeanne Bystricky, Stormwater Commission
Murry McDade, Greater
James Norman
Krista Mihacevich
John Mihacevich, Planning Commission
Kathleen Scheutzow, Brunswick Hills Township Trustee
John Wasylo, Brunswick School District
Gary Werner, City Council
Chris Wolfe

What are the three strengths about Brunswick you would never want to change?

- Neighborhood communities (6)
- Quality Schools (5)
- Small town character (5)
- Young evolving community (2)
- Park system – green space (2)
- Good shopping
- Good traffic circulation
- Pedestrian friendly
- Resident services
- Brunswick Lake
- Local businesses
- Access to I-71
- Affordability



The top three from the group include:

1. Neighborhood communities (6)
 2. Quality Schools (5)
 3. Small town character, quality of life (5)
-
1. How does the City capitalize on the first strength? What would have to change to better utilize this strength?

Neighborhood Communities

- Need for high end housing
- Greater diversity
- Opportunities for small lots
- No “affordable housing”
- Sidewalks
- Unique identity for neighborhoods (signs)
- Link neighborhoods
- Mixed-use development within neighborhood (neighborhood commercial)
- Need nicer homes, not 70’s style – low income
- Neighborhoods are close to parks/activities
- Neighborhood picnics, block parties
- Block watch
- Slow traffic at pedestrian access points
- More sidewalks
- Connect neighborhoods
- Prevent traffic shortcuts through neighborhoods
- Neighborhood community groups
- Improve parks, playground equipment
- Need higher end housing
- Connect parks (paths)
- Create neighborhood communities
- Zoning emphasis on economic and community development



2. How does the City capitalize on the second strength? What would have to change to better utilize this strength?

Quality Schools

- Involvement of community
- Close to excellent rating
- Market school, facilities
- Support from government
- Good programs
- Expand interaction with neighborhoods
- Blend – use for adult education
- School is more than a report card
- Report cards do matter – celebrate the quality of ours
- Use of school for regional and state wide events
- School is part of community life
- More diversity in schools
- Greater emphasis on extra curricular activities
- Display board – events scheduled and accomplishments
- School Board members at community meetings
- Class sizes could be smaller
- Improve pedestrian access to schools from all directions
- Greater publicity
- Greater family involvement in schools
- Neighborhood gardening activities



3. How does the City capitalize on the third strength? What would have to change to better utilize this strength?

Quality of life

- Keep green space
- Neighborhood connections
- Quality of schools
- Create a culture community togetherness
- Parks and playgrounds are important
- Improve equipment at parks
- Playground programs
- Bike trails/ pedestrian circulation
- Fountains/ landscapes
- Maintain “tree city” goal
- Resist temptation to expand
- Create a gathering space



What are the three constraints you would like to change?

- City/Township relationship (6)
- Traffic/street signs (5)
- Poor self image, Aesthetics (4)
- Lack of destination/big retail (2)
- Diversity of people/housing (2)
- Maintenance –updating neighborhoods (2)
- Retaining population
- Lack of advertising
- Police involvement
- Public involvement in communities
- Money
- Park facilities
- Senior services

The top three from the group include:

1. Transportation
2. Self Image
3. Relationship of City and Township

1. What would have to change to minimize or eliminate the first constraint? Can this constraint be turned into an asset? How?

Transportation

- Improve street signs (more visible, reflective)
- New exits off 71 (Boston, Laurel)
- N/S corridors – hard to get back on 303
- Turning lane on 303
- Improve handicap accessibility
- Pedestrian/ bike trails – Pedestrian walkovers
- Trails linking parks
- Shared access/driveways
- Some intersection improvements – Grafton/N. Carpenter
- Sidewalks
- Improve lighting



2. What would have to change to minimize or eliminate the second constraint? Can this constraint be turned into an asset? How?

Self Image

- Get rid of distressed housing (home inspections) enforcement of repairs
- Fill empty stores
- Keep school quality (athletics and academics)
- Advertise – There is a lot here
- Improve how people perceive the City
- Increase maintenance
- Fix image of less sophistication
- Better housing stock
- Where do kids hang-out
- Not a place to raise kids
- Point of sale inspections – not required
- Need to market new perception of community
- Proactive image – high standards
- Improve commercial stock – City and Township
- Senior services

3. What would have to change to minimize or eliminate the third constraint? Can this constraint be turned into an asset? How?

City – Township relationship

- Consolidate services
- Water- deed restriction mechanisms?
- Township perceives that the City wants to annex
- Township doesn't want to be part of City
- Some never want to live in the City
- Codes are more restrictive in City
- Income tax to City vs. services
- Improve senior City services
- Create ordinances to cater to township areas (Zoning for rural areas)
- Present the economic benefits of consolidation
- Compromise to benefit both governmental entities – explore political climate
- Self determination
- Economic development – Community partnership



How would you describe your vision for the City of Brunswick? For example, what would like Brunswick to look like in 100 years? What type of people would live here? What type of parks/open space would be here?

- Shopping, attractive, diversity, “Town Center”, gathering places, community connections, balance of green space
- Young families, ample housing, less traffic, bicycle and pedestrian friendly, walk-able, neighborhood commercial, tax base that reduces the residential pressure
- Neighborhoods alive with kids, mixed with parents, racial diversity, commercial availability, supports families
- 40 years-great City, better place to live, consolidated
- “West Lake upscale shopping, active neighborhoods, “Town Center” – very active, vibrant, destination
- United image, everything beautiful, fix-maintenance
- Less hurdles than last plan, diverse shopping, linked neighborhoods, bike/pedestrian friendly, “Tree City”, people friendly City
- Progress & change – towards a better community, fitting objectives, good relationships
- City continues to be surrounded by rural township

1.2 Meeting 2 – July 6, 2004

In early July 2004, the Committee once again met to discuss the chapters completed to date for the Comprehensive Plan. The inventory reviewed at the meeting included the population, housing, land use and parks/open space; additionally, analysis completed to date was discussed. Comments and corrections were offered for the information presented.

The committee also discussed the community survey to be randomly distributed in the City. Suggested changes were discussed and final consensus was reached on changes to be made to the survey. In addition, the logistics of distribution were discussed.

The focus group sessions and public meeting that were conducted in early July were also discussed and the logistics reviewed. The Committee set the next meeting date for August 31, 2004.



1.3 Meeting 3 – August 31, 2004

The Committee met to discuss the chapters completed to date for the Comprehensive Plan. This included the natural resource, infrastructure and transportation chapters. Several aspects of the public input process were also reviewed. The community survey, focus group sessions and first public input session were discussed and the results presented.

The next public meeting was discussed and a date set (October 19, 2004). Additional advertising is going to be completed and refreshments will be served to try to attract more people to the session. The Committee set the next meeting date for October 20, 2004.

1.4 Meeting 4 – October 20, 2004

The Committee met to discuss the chapters completed to date for the Comprehensive Plan. This included the economic and community facilities chapters. The preliminary smart growth principles were discussed as the overall guiding themes of the comprehensive plan and the recommendations that would come forth from the analysis. The preliminary goals and policies, based on the various chapters of the plan, were also discussed and revisions made.

The public meeting held on October 19th was discussed. With over 50 participants from the public, the committee was pleased and confident that people were able to provide valuable input in to the plan.

The Committee set the next meeting date for December 8, 2004 to discuss the build-out and recommendations.

1.5 Meeting 5 – December 8, 2004

The Committee met to discuss the chapters completed to date for the Comprehensive Plan. The following items were discussed: the Future Land Use Plan, the Build-Out Analysis and the recommended Goals, Policies and Actions. Comments and corrections were offered for the information presented.

The Committee set the next meeting date for January 26, 2005 to discuss the Final Draft Document



1.6 Meeting 6 – January 26, 2005

The Committee met to review and comment on the Public Input Presentation and Final Draft Document. The Committee previewed the Powerpoint Presentation that would be used by the consultant at the public meeting on January 27, 2005. Comments and corrections were also provided in regards to the Final Draft Document.





2.0 Random Community Survey

Without input from the public, a Comprehensive Plan would be incomplete. Public participation is important because the City officials will make decisions based upon the Plan; this will have a direct effect on the lives of the people that live in Brunswick. In addition, the public provides pertinent information and ideas on numerous issues.

One way to ensure that a true cross-section of residents is reached and that all voices are heard is to implement a random community survey. Statistics show that survey distribution to a sample of the entire population allows for a fairly accurate assessment of people's attitudes; officials can be fairly confident that the sample results would be similar to the results obtained if the entire population were surveyed.

The City of Brunswick population is approximately 35,880 people (2004 estimate). A sample of this population was surveyed to find out their opinions on the various aspects of living in the City. A total of 634 surveys were distributed in the City of Brunswick. 27 surveys were returned because of address changes meaning that a total of 611 surveys reached their destination. While sampling error is always possible, this sample size was chosen to increase the confidence in the results and decrease the amount of sampling error in the results of the survey.

In July/August 2004, a random community survey was distributed to residents in the City of Brunswick; this included both homeowners and renters. The survey was designed to be simple to understand and answer to allow residents to finish the survey in 10-15 minutes and encourage their participation. For those interested in providing additional information, additional space was included for them to write in comments. The survey package mailed included a stamped, self-addressed return envelope to further encourage residents to answer and mail back the survey.

Of the surveys distributed, 218 were returned by the August 13th deadline; 14 were returned after the deadline and are not included in this analysis. This is a response rate of 34%. For a random survey to be considered statistically significant, a response rate of only 15 to 20% is required. This sample size allows for a 95% confidence interval +/- 6%.²¹ The response rate for this survey exceeds that necessary for the survey to be considered statistically significant. This would infer that the results of the survey represent the general sentiment of the residents within the City of Brunswick.

²¹ Levin, Jack and James Alan Fox. Elementary Statistics in Social Research: 5th Edition. 1991.



In the results presented, the highest percentage of people answering the question is highlighted in light green. The second highest percentage is highlighted in grey. The no opinion box is not highlighted in either case. The no opinion response could include those that do not have enough information about the issue, are not impacted by the issue or are neutral on the issue.

Community Identity

Several questions were asked about the identity of the City of Brunswick and what residents would like it to be in the future. Almost 59% disagreed with the statement that the City should encourage only residential growth and be a second ring suburb of Cleveland. Over 80% agreed that the City should maintain an individual identity that focused on a renewed “Town Center” and residential neighborhoods. Approximately 80% agreed the City should encourage more commercial and industrial development.

Table 3-1 Community Identity Public Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The City of Brunswick should encourage only future residential growth that functions as a second ring suburb of the City of Cleveland	3.9%	17.9%	19.3%	43.0%	15.9%
The City of Brunswick should maintain our individual identity that focuses on a renewed “Town Center” and residential neighborhoods	38.8%	43.5%	9.1%	5.7%	2.9%
The City of Brunswick should encourage more commercial and industrial development , in appropriate areas throughout the City to complement the residential development that exists.	38.6%	41.0%	4.8%	12.4%	3.3%

Source: peter j. smith & company, inc.



Community Design

The questions on community design were developed to obtain public opinion on the overall character of the City. Asked if the City was a good place to live, over 93% agreed or strongly agreed with this statement. Approximately 80% agreed they liked the residential character and that future development should complement this character. The respondents were split on whether the City should center future residential and commercial development around the “Town Center” with approximately 31% agreeing and 31% disagreeing.

According to 62% of respondents, the City should develop smaller parks and gathering places within neighborhoods. Approximately 55% of respondents agreed that the “Town Center” creates a stronger sense of community in Brunswick. Over 80% of respondents agreed that the City should promote a “green and tree” City, while 68% agreed that there is a need to create a “green” streetscape along Center Road. More trees are needed in the City’s residential neighborhoods according to just over 70% of respondents.

Table 3-2 Community Design Public Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The City of Brunswick is a good place to live and raise a family	38.1%	55.7%	3.8%	2.4%	0.0%
I like the residential character of Brunswick and future development should complement my unique neighborhood character	26.8%	53.6%	14.8%	2.9%	1.9%
The City of Brunswick should center future residential and commercial development around the “Town Center”	9.6%	30.1%	22.0%	31.6%	6.7%
The City should develop smaller parks and gathering places within individual neighborhoods	22.4%	40.0%	18.1%	16.7%	2.9%
The “ Town Center ” creates a stronger sense of community in Brunswick	15.2%	40.0%	21.4%	17.1%	6.2%
We should continue to promote a “ green and tree ” City to people within and outside our community	34.0%	46.9%	16.7%	1.4%	1.0%
There is a need to create a “ green ” streetscape along Center Road	34.4%	34.0%	17.5%	11.3%	2.8%
More trees need to be planted in residential neighborhoods	33.5%	37.3%	17.5%	9.9%	1.9%

Source: peter j. smith & company, inc.



Community and Governmental Services

According to over 77% of survey respondents, the police protection is excellent. Approximately 78% agreed that the fire and emergency rescue services were excellent. Basic needs, such as snow plowing and road maintenance, are being met according to 76% of survey respondents. 64% of respondents agreed or strongly agreed that the City and Township should consolidate services to be more efficient. Over 60% of survey respondents are not willing to pay more for additional services provided by the City.

According to 54%, the schools in Brunswick are outstanding and add to the quality of life. Most respondents had no opinion on the level of communication between the school and City officials, although 19% agreed with this statement.

Table 3-3 Community and Governmental Services Public Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
We have excellent police protection in the City of Brunswick	25.4%	52.1%	13.6%	7.0%	1.9%
Our fire protection and emergency rescue services are excellent in Brunswick	22.0%	56.1%	16.4%	4.7%	0.9%
My basic needs – for example, snow plowing or road maintenance – are met by the City of Brunswick	18.0%	58.3%	5.2%	14.7%	3.8%
The City of Brunswick and Brunswick Hills Township should consolidate services in order to be more efficient	27.2%	37.1%	19.2%	12.2%	4.2%
I would be willing to pay more for additional City services (e.g. better road maintenance, new sidewalks) provided by the City	3.8%	18.3%	17.4%	37.6%	23.0%
The schools in Brunswick are outstanding and add to the quality of life in our City	15.1%	39.2%	26.9%	13.2%	5.7%
There is good communication between school and City officials	7.0%	19.2%	61.5%	9.9%	2.3%

Source: peter j. smith & company, inc.



When looking at the ages of those that believe the schools are outstanding, 53% of residents between 35-49 agree with the statement, while 45% between 50-64 agree and over 72% over age 65 agree. 25% of residents between 35-39 disagree with the statement.

Table 3-4 Schools Outstanding by Age
Random Community Survey – August 2004

		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Age	Age 20-34	10.0%	23.3%	50.0%	6.7%	10.0%
	Age 35-49	13.8%	40.0%	21.3%	20.0%	5.0%
	Age 50-64	19.2%	37.2%	24.4%	12.8%	6.4%
	Age 65 plus	18.2%	54.5%	21.2%	6.1%	0.0%

Source: peter j. smith & company, inc.

In assessing the relationship between those that strongly agree Brunswick is a good place to live and those that believe the school district is outstanding, over 75% of respondents that believe the City is a good place to live also believe the school districts are outstanding. Approximately 45% who agree that Brunswick is a good place to live, agree that the schools are outstanding. This would indicate a relationship between the two questions.

Table 3-5 Schools Outstanding by Brunswick is a Good Place to Live
Random Community Survey – August 2004

		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Good Place to Live	Strongly Agree	31.8%	44.7%	14.1%	5.9%	3.5%
	Agree	5.9%	39.0%	33.1%	17.8%	4.2%
	No Opinion	9.1%	9.1%	27.3%	36.4%	18.2%
	Disagree	0.0%	20.0%	40.0%	0.0%	40.0%

Source: peter j. smith & company, inc.



Land Use

Asked if the current zoning code meets the growing needs of Brunswick, approximately 28% of respondents agreed and 14% disagreed; the majority had no opinion on this question. 70% of respondents agreed that the new residential development is appropriate for the neighborhoods. 42% agreed that pedestrian linkages were needed; 38% disagreed with this statement. 42% of respondents agreed that higher-end housing was needed in Brunswick, while 35% disagreed with this statement. According to 49% of respondents, a variety of housing should be offered in Brunswick.

Industrial development opportunities are needed in Brunswick according to 65% of respondents. Focusing commercial development around Center Road and the “Town Center” was agreed to by 51% of respondents. The “Town Center” plans are excellent and should be further developed according to 56%. 65% of respondents agreed that the City and Township should better coordinate and negotiate development on Township land within the City’s municipal border. 62% of respondents agreed that the City and Township should develop a mechanism to annex property and eliminate the islands.

Table 3-6 Land Use Public Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
The existing zoning code is effective and meets our growing population and commercial development	2.8%	28.4%	50.7%	14.2%	3.8%
The appearance of new residential development is appropriate for our neighborhoods	6.6%	64.0%	15.6%	10.0%	3.8%
Pedestrian linkages (sidewalks and trails) meet our growing needs	1.9%	40.3%	19.0%	30.8%	8.1%
There is a need for more higher-end housing in Brunswick to attract new residents to our community	15.1%	27.8%	22.2%	24.1%	10.8%
We should offer a variety of housing types (single-family, patio homes, apartments) within the City of Brunswick	10.0%	49.0%	14.8%	19.0%	7.1%
More opportunities for industrial development are needed in the City	23.1%	42.8%	14.9%	12.5%	6.7%
Commercial development should be focused around Center Road and the “Town Center”	14.2%	37.9%	13.3%	29.4%	5.2%
The “Town Center” plans are excellent and should be further developed	17.5%	39.3%	21.3%	14.2%	7.6%
There is a need to better coordinate and negotiate with the Brunswick Hills Township on land developed within the municipal boundaries that is still part of the Township	21.2%	43.4%	30.7%	2.4%	2.4%
The City and Township should develop a mechanism to allow the City to annex property within our municipal borders to eliminate “islands” of Township land	30.7%	31.6%	26.4%	7.5%	3.8%

Source: peter j. smith & company, inc.

Transportation



Approximately 82% of survey respondents agreed that another access off I-71 is needed to improve access to the City of Brunswick. Approximately 72% agreed that Brunswick should develop a network of trails that link parks, open spaces and other destinations; sidewalks are needed to link neighborhoods according to 69% of respondents.

Table 3-7 Transportation Public Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Another interchange off I-71 is needed to improve access to Brunswick	64.3%	18.6%	5.2%	8.6%	3.3%
Brunswick should develop a network of trails (both pedestrian and cycling) that link the parks, open spaces and the “Town Center”	39.3%	33.6%	17.1%	8.5%	1.4%
We need sidewalks in Brunswick to link neighborhoods	28.8%	41.0%	14.2%	12.3%	3.8%
The conditions of the roads in the City of Brunswick are good	7.5%	66.5%	5.7%	16.5%	3.8%
Street signs need to be more visible	25.5%	31.1%	22.2%	18.9%	2.4%
The City is adequately served by public transportation	5.3%	40.4%	40.4%	11.5%	2.4%
Traffic volumes along major roads are an issue in the City of Brunswick	51.9%	36.7%	6.7%	4.8%	0.0%
Pedestrian safety is an issue at some intersections	14.0%	29.0%	44.0%	13.0%	0.0%
I work within Brunswick	Y	14.6%	N	85.4%	
	0-15 min	15-30 min	30-45 min	45-60 min	60+ min
What is your travel time to Work?	31.2%	31.8%	28.9%	8.1%	0.0%

Source: peter j. smith & company, inc.

Between 40% and 50% of all respondents, in all age groups, strongly agree or agree that public transportation is adequate in the City of Brunswick. The largest percentage of those that disagree are between the ages of 35-39 where 17% disagree that public transportation is adequate.

Table 3-8 Public Transportation is Adequate by Age
Random Community Survey – August 2004

		Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Age	Age 20-34	6.7%	36.7%	50.0%	6.7%	0.0%
	Age 35-49	2.5%	35.0%	46.3%	11.3%	5.0%
	Age 50-64	9.2%	44.7%	31.6%	11.8%	2.6%
	Age 65 plus	3.2%	48.4%	35.5%	12.9%	0.0%

Source: peter j. smith & company, inc.



According to 64% of respondents, the road conditions in the City are good. Street signs need to be more visible according to 56% of respondents. 40% agree that the City is adequately served by public transportation; the same percentage had no opinion on this question. Traffic volumes are an issue in the City according to 88% of respondents. Asked for specific areas with traffic volume issues, the highest responses included:

Table 3-9 Traffic Volume and Issue Public Input Results
Random Community Survey – August 2004

Traffic Volumes an Issue...	Number of Respondents
Center Road	125
Pearl Road	82
N Carpenter Road	28
Center Road and N Carpenter	18
Grafton Road	17
Center Road and Pearl Road	10

Source: peter j. smith & company, inc.

According to 44% of respondents, pedestrian safety is an issue at some intersections; 44% had no opinion on this question. Specific intersections cited by survey respondents included I-71 at S. Carpenter, N. Carpenter and Center, North Carpenter and Boston, North Carpenter and Grafton, Pearl and Boston, Pearl and Beverly Hills and, in general, where there are no sidewalks.

Asked if they worked in Brunswick, over 85% responded they did not work in Brunswick; approximately 32% travel 15-30 minutes, 32% travel 0-15 minutes, 29% travel 30-40 minutes and 8% travel 45-60 minutes.



Recreational Services

According to 35% of respondents, there is not a need for a larger, community park in Brunswick; 30% agreed and 12% strongly agree that such a facility was needed. 31% do not agree that passive recreational opportunities are needed; more passive recreational opportunities are needed according to 29%. Parks and playgrounds are well maintained according to 45% of respondents while 18% disagree with this statement. There is a need for additional parks and playground equipment according to 42% of respondents. Sports fields are adequate according to 46%. Sports fields needed include baseball, softball, football, soccer, tennis and a hockey rink.

Parks and recreation facilities are accessible to handicapped individuals according to 18% of respondents; over 72% had no opinion on this question. Recreational facilities are adequate for youths according to 44% of respondents, for teens according to 31% and for seniors according to 31%. Facilities needed include outdoor pool, stand alone senior facility, teen center, tennis courts and volleyball courts. 60% of respondents are not willing to pay more for additional recreation services.

Table 3-10 Recreational Services Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
There is a need for larger, community parks in the City of Brunswick	12.3%	29.7%	23.1%	32.5%	2.4%
More passive recreational opportunities (bird watching, interpretation, nature watching) are needed in the City of Brunswick	7.0%	22.1%	39.4%	27.7%	3.8%
Park and playground equipment is well maintained	3.3%	41.5%	36.8%	15.1%	3.3%
There is a need for additional parks/playground equipment	9.0%	33.6%	39.8%	15.6%	1.9%
Sports fields are adequate in the City of Brunswick	5.7%	40.0%	38.1%	12.4%	3.8%
Parks and recreational facilities are accessible to handicapped individuals (adequate ramping, facilities designed specifically for wheelchairs, opportunities for deaf or blind residents)	2.9%	18.3%	72.6%	4.3%	1.9%
There are adequate recreational facilities for youths (under 13) in Brunswick	1.4%	42.0%	38.7%	15.6%	2.4%
There are adequate recreational facilities for teens (13-19) in Brunswick	0.5%	30.8%	42.7%	21.8%	4.3%
There are adequate recreational facilities for seniors in Brunswick	3.8%	27.0%	52.6%	14.2%	2.4%
There are a wide variety of activities/programs for youths (under 13) in Brunswick	4.3%	46.9%	43.1%	4.7%	0.9%
There are a wide variety of activities/programs for teens (13-19) in Brunswick	2.4%	32.5%	52.8%	9.4%	2.8%
There are a wide variety of activities/programs for seniors in the City	3.8%	31.0%	58.6%	6.2%	0.5%
I would be willing to pay more for additional recreational services provided by the City	3.8%	18.4%	17.0%	37.7%	23.1%



Source: peter j. smith & company, inc.



Environment

Industrial and commercial development does not cause an environmental hazard according to 56% of survey respondents. 40% of respondents are not concerned with air and noise pollution at Center Road and I-71. Approximately 45% agreed that the City should consider using the purchase of development rights technique to preserve open space. Existing wetlands in industrial parks should not be disturbed according to 65% of respondents. 47% disagree that litter and debris are a problem in the City of Brunswick.

Table 3-11 Environment Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Industrial and commercial development in Brunswick creates an environmental hazard	6.2%	13.3%	24.3%	46.2%	10.0%
I am concerned with the air and noise pollution created by the traffic on Center Road and I-71	10.3%	26.8%	22.1%	34.7%	6.1%
We should consider using the Purchase of Development Rights technique , which involves the sale of a property's development rights to another entity, to preserve open spaces in Brunswick	8.2%	36.5%	39.4%	10.1%	5.8%
Existing wetland areas in the current industrial parks should not be disturbed to accommodate future development	29.2%	35.8%	18.4%	11.3%	5.2%
There is a problem with litter and debris in the City of Brunswick	7.5%	24.9%	20.2%	44.1%	3.3%

Source: peter j. smith & company, inc.



Economy and Business Services

According to 54% of respondents, the City should consider tax abatements and other incentives to encourage new businesses in the City. More large-scale retail is needed according to 55% of respondents. Approximately 50% believe small-scale retail should be pursued for Brunswick. Neighborhood oriented businesses are needed for Brunswick according to 45% of respondents. According to 62% of respondents, they do not do a majority of their retail shopping in Brunswick.

Table 3-12 Economy and Business Services Survey Results
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
We should consider tax abatement and other incentives to encourage new businesses in the City of Brunswick	10.4%	43.9%	14.2%	22.2%	9.4%
More large scale retail centers are need in Brunswick	18.6%	37.1%	7.6%	23.8%	12.9%
More small scale retail establishments should be pursued for Brunswick	11.9%	39.0%	12.4%	27.1%	9.5%
Neighborhood oriented businesses are needed in Brunswick	10.2%	35.1%	26.3%	20.5%	7.8%
I do a majority of my retail shopping in the City of Brunswick	6.1%	26.9%	4.2%	45.8%	17.0%

Source: peter j. smith & company, inc.

Asked what types of stores, specifically, they would like to see in Brunswick, the respondents indicated the following:

Table 3-13 Specific Store Types Identified
Random Community Survey – August 2004

Type of Store	Percentage
Clothing	34.1%
Shoes	23.8%
Furniture	14.5%
Department	61.7%
Other	35.0%

Source: peter j. smith & company, inc.



According to over 84% of respondents, they do their grocery shopping in the City of Brunswick. Asked how much they would be willing to pay for a meal, 41% indicated they would be willing to pay between \$10-15, while 30% indicated they would be willing to pay between \$15-20.

Table 3-14 Economy and Business Services Survey Results - 2
Random Community Survey – August 2004

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
I do a majority of my grocery shopping in the City of Brunswick	49.0%	35.0%	0.5%	9.0%	6.5%
	\$5-10	\$10-15	\$15-20	\$20-25	Over \$25
What would you be willing to pay for a meal at a restaurant?	12.0%	40.7%	30.1%	11.0%	6.2%

Source: peter j. smith & company, inc.

Growth and Development

Asked what type of population growth they would like to see, respondents indicated they would like moderate growth or slow growth.

Table 3-15 Growth Rates Survey Results
Random Community Survey – August 2004

	Minimal Growth 0-1%	Slow Growth 1-2%	Moderate Growth 2-5%	Moderately Fast Growth 5-9%	Fast Growth 10% plus
The 2000 Census population of the City is approximately 33,400. What type of annual population growth would you prefer to see in the next 10 years: (Circle One)	24.1%	34.0%	36.9%	4.4%	0.5%

Source: peter j. smith & company, inc.

Asked how the City of Brunswick should raise additional revenue for services, the following outlines the responses from respondents. Most agreed that new light industrial and more commercial development was the best way to generate additional revenue.

Table 3-16 Ways to Raise Additional Revenue Survey Results
Random Community Survey – August 2004

Method to Raise Revenues	Percent Indicated
No additional revenue	12.1%
Raise property tax	3.7%
Raise Income tax	7.5%
Encourage more residential development	24.8%
Encourage new light industrial development	60.7%
Encourage new commercial development	56.5%



Source: peter j. smith & company, inc.



General Demographic Information

General demographic information obtained from the survey respondents reveals the following characteristics. Most households included between 3-5 people. The largest percentage of respondents are between the ages of 35-49 or 50-64. All respondents were owners. These characteristics are similar to the characteristics of residents in the City of Brunswick.

Asked how long they had lived in the City, the majority had been in Brunswick for over 15 years. Almost 71% had no plans to move, while the highest percentage of those that did have plans were looking beyond 5 years. Reasons for moving included retirement, moving to a warmer climate, taxes too high and the potential for the City to get too big.

Table 3-17 General Characteristics Survey Results
Random Community Survey – August 2004

	1	2	3-5	6 plus	
How many people are in your household?	9.8%	35.5%	53.7%	0.9%	
	20-34	35-49	50-64	65 plus	
What is your age ?	12.7%	36.2%	35.7%	15.5%	
	Own	Rent			
Do you own your home or rent ?	100.0%	0.0%			
	0-2	3-5	6-10	11-15	Over 15
How long have you lived in the City?	7.9%	10.7%	16.4%	12.6%	52.3%
	No Plans	0-1	1-2	2-5	Beyond 5
Do you have plans to move from Brunswick in the next:	70.8%	3.3%	3.3%	7.5%	15.1%

Source: peter j. smith & company, inc.





3.0 Focus Group Sessions

A series of focus groups were held with special interests in the City of Brunswick. These groups brought people with similar interests together to discuss issues and potential solutions that should be considered. The meetings focused on three topics: Economic Development and Design, Recreation, Open Space and Natural Resources and Transportation.

Approximately 8-12 people were invited to the meeting to discuss the topics. The consultant facilitated the discussion to allow the participants an opportunity to hear other's views and express their own. The following summarizes the comments made during the meeting, as they occurred. These comments were not "consensus" items, but were the opinion of one or more of the participants as the discussion occurred. The following summaries represent the notes taken during the meeting as the stream of thought occurred.



Date: July 6, 2004

Focus Group: Economic Development and Design

Attendees: Greg Crane – Marks Construction
Evelyn Czyz, Zoning Inspector - Brunswick Hills Township
Jim Hayas - Brunswick Schools
Ward Lawson - Ponderosa
Bob Knight – Knight Development
Marsha Pappalardo - Planning Commission
Nathan Zaremba – Zaremba

Mary Kopaskie, RPP, MCIP, AICP – peter j. smith & company, inc.
Peter Smith, AICP, RLA – peter j. smith & company, inc.
Jim Wagner, MUP – peter j. smith & company, inc.

List some of the unique assets that make Brunswick an attractive place to locate a business.

- 12 years ago – relocated – looked at many areas – economy improved
- Specific – size of the City – population base
- Geographically convenient
- Economically - vibrant
- School – good district
- Labor force
- Strong demographics/buying power
- School system – education of youngsters is excellent
- Diversity of people – young, old, new residents, old timers – explore
- Rural character close by – Brunswick Hills Township, Hinkley
- Has been changing – regionally
- Want to maintain “semi-rural” small, town flavor
- Small town with City amenities within reach – cows, suburban development
- Community fellowship – want to help each other – small business
- Competitors yet work together – offer help
- Long term businesses welcome new businesses
- Community involvement
- Ideal location
- Growing population
- Income levels improving
- Sophisticated approach to development – care about how things look
- People ask the right questions – right motivation



- Strengthen the businesses – helping those that make decisions
- Not suburban
- Development friendly – good planning staff and commission
- Focus on quality – needs more tools
- “Town Center” – green nature – save half the site
- Loss of landscape – City has good resources
- Safety Services – good department – joint fire districts/studies
- Good residential growth – focus on residential – quality of life
- Good economic opportunities
- Challenge – affordable housing – economic viability
- Industrial park and growth – expanded
- Development needs to be capped off – Township/City
- Focus areas – Township has interest in evolution
- Almost built out – future is with the Township – not able to separate the two communities
- Need for small lot, cluster development
- There is little land left to develop – City has little place left to develop
- What are the remaining development opportunities – in real numbers – the City needs to know this – what is the build-out
- Limited residential opportunities in the City
- Corridor issues – limitations along main corridors – zoning needs to be updated to allow for mixed-use development
- Better streetscape – pedestrian friendly neighborhoods
- Commercial development – saturation – many tenants from existing buildings
- Remaking of Routes 42 and 303 – impose process to ensure quality development
- Dictate the quality – creative solutions – of development
- Enduring development
- Brunswick – future of growth is in redevelopment
- Not a lot of potential for growth in the City – more redevelopment
- Infrastructure
- Interstate access
- Access to Cleveland and Akron
- Good schools
- Recreation is evolving – lack of facilities – City, Township and Hinkley
- There are a lot of activities for all age groups
- Brunswick Lake Property – great asset for community – development
- Chamber of Commerce – active and organized - effective



List your top Business Issue in the City of Brunswick (e.g. retail development, big box development, new industry, character of development, small business development)

- Routes 42 and 303 Corridor – economic viability – need strong industrial base – not strip development – cluster and coordinate development – regional approach – “missing teeth”
- New businesses – moving from other areas rather than new businesses – leaving empty/vacant buildings - not business creation
- Quality of retail development – getting Brunswick people to buy Brunswick – people don’t shop locally
- Character of development – quality of redevelopment – reinventing the two corridors with quality development – “tweener” marketplace – quality development will help attract high quality retail/services but not the only issue – market will also dictate
- Redevelopment of commercial properties – how will they provide economic assistance – success breeds success
- Tax abatement – not the solution – multi-family in commercial zones – not the solution – most people come in to develop and do not know the system or how to get through the system efficiently – small guy needs help with the process and approvals
- Need to have creative economic opportunities – attract industrial and commercial enterprises

What can you do to help resolve the issue?

- Participation by all business owners
- Residents and businesses need to be involved
- Set example – business people in Town – promote and market the City – use local businesses and restaurants
- Market and promote to national retailers – offer quality space
- Improve perception of City and Township
- Someone on staff to help them through the process
- Support tax abatements



What can the City do to help resolve the issue?

- City needs to take ownership in developing the vision
- Market to and attract upscale business opportunities
- Promote and market local products – new image
- Cooperation between City/Developers – rethink what “Main Streets” look like – dictate through land use regulations without infringing on property owner rights – improve streetscape and other public realms
- Possible tax abatements for redevelopment – City taxes – funds available – City needs to tap in to these – cross-sections (typical) and follow them – create value in all commercial pockets – zone areas along Pearl Road for residential opportunities – rigid design guidelines – pedestrian scale – access between properties to improve accessibility
- City could make the process and system friendly – help small scale developers with the process – education and assistance
- Stronger industrial base is needed



What role does design play in the current business climate? Does the City project a positive business image? What role should it have?

- Loss in the City – no real leadership – tackling the issues not a priority
- So many issues for the new administration
- Drainage issues - Planning – grappling with planning issues
- Could project a better image – start at City Hall – project a business friendly image – has to take place
- Need the tools in place – this Plan is so important
- Lack of a Brunswick – identity has just happened – what is the tangible Brunswick
- Streetscape, Design – “Town Center” and beyond
- Things happened rather than planning
- Evolved – did not really plan how they would look
- How do you turn the tide – develop a vision for the City
- What tools do they need – has to be efficient
- Design is important to the future
- Brunswick – low self esteem – inferiority complex
- Regional attitude
- Think they are not worth the “big vision”
- Corridors underutilized – has great potential
- Worth the pursuit of the vision
- Have to fight for good development and design
- Stake out future and develop within the vision created
- Long term vision is empowering – owned by commercial and residential community – gives people a “backbone”
- Gives guidelines for enforcement
- There is not a lot of commercial need – needs to be high-end



What issues should the Comprehensive Plan address to ensure the healthy development of business in the City of Brunswick?

- Limiting future development and redevelopment
- Good land use regulations
- Recommendations are usually superficial – need good perspective and recommendations
- Good, honest, professional objective recommendations of the future
- Corridor report – build from here
- “Town Center” report – build from here
- Free enterprise – with design restrictions
- Independent thinkers
- Other incentives – creative conversation on incentives – what can happen
- Design is important – everyone has to follow the same rules – protects investments
- Need better cooperation among the City and Brunswick Hills Township



Date: July 7, 2004

Focus Group: Recreation, Open Space and Natural Resources

Attendees: Tom Callahan
Amy Marrelli
Rory Robinson – National Park Service
David Shepley
Debbie Vallier – Youth Soccer Association
John Williams

Mary Kopaskie, RPP, MCIP, AICP – peter j. smith & company, inc.
Peter Smith, AICP, RLA – peter j. smith & company, inc.
Jim Wagner, MUP – peter j. smith & company, inc.

How would you describe your vision for the City of Brunswick?

- More City involvement in outdoor activities – leagues, tournaments (bocce ball – older, Italian heritage)
- Horseshoe pits would be helpful
- More fishing activities
- Stocking ponds and lakes
- City stocks ponds – local organizations
- Walking trails need to be improved – not always maintained – trees, debris
- Biking trails are needed – separated
- Open space – Pepperwood Park – growing wild – rodents – need to plant not just have tall grass – privacy issues
- Tennis courts – evening lighting
- Accessibility issues – parking especially – not wide enough – abuse of parking
- More natural resources around shopping – less pavement
- More trees
- Trails wider – to accommodate 2 cyclists
- More parks – less stores
- More programs for the community - More for children and adults
- Wildlife opportunities within the parks- natural areas
- Observation/interpretive facilities
- Naturalist should be better used
- Metro park trails – asphalt – 12 feet
- National park trails – limestone – 14 feet
- Dispersal and amount of parks – build on this
- Increase as City grows and disperse



- Lacks – connected system of parks



- Interconnected – parks, sidewalks, trails – schools, community services, retail areas
- Federal programs and funding available
- Preserve and enhance existing greenways and stream corridors – alleviate the issues of flooding
- Keep natural – floodways – natural systems
- Keep parks clean, safe, thriving
- Could use more parks
- New administration – proactive about issues and resolve problems
- City – new business, housing – goals – have to balance with parks that exist
- Drainage is an issue – for all land uses
- Could use more activities – horseshoes
- Trails – North Park – fairly well maintained
- Some more user friendly
- Naturalists for City not included in meeting
- Hope to be considered an all American City
- Inferiority complex
- Well managed – financially sound
- Financial standpoint – City Manager – good job
- Are we reaching out to right type of retail
- Need to promote industrial base more
- Increase tax base – create jobs in the City
- Brunswick Lake System – start to connect the parks

What are some of challenges facing the City relating to recreation, open space and natural resources?

- Running out of land
- Not a lot of places to put “things”
- Has led to flooding and drainage issues
- City is trying to make everyone happy – cutting themselves short because not everyone can be happy
- Schools could become overcrowded – where would new schools locate – City, Township and some Hinkley students
- Seniors would like to have a separate facility – from general recreation center
- Outdoor workout stations – circuits
- Strongsville has them – well used
- City is looking to build one
- Fishing – growing sport – ponds and lakes not well set up – not managed as fishing facility
- Facility within City – children/handicapped – fishing pier
- Money is the constant problem – how are they financed



- Good, qualified people – those that look at the big picture



- Broad overview – everything is interrelated
- Competing land uses
- Attitudes – quick buck not always the answer
- Quality of life issues are important and cannot be ignored
- Beginning to change
- Open space, recreation make a community a better place
- Attitudes – parks, open space are a necessity not just a nicety
- Green infrastructure
- NIMBY is prevalent – especially with trails – perceptions (crime, property values)
- Health and wellness challenge – obesity – lack of physical activity
- Communities don't provide safe opportunities for activity
- City/Township relationship – relationship needs to be fostered – and beyond to the County and Metro
- Parking is an issue at all parks – access to the parks
- Brunswick Hills – property areas – pockets of Township land within the City
- Maintenance – upkeep and landscaping
- Storm damage – sometimes takes a while to get maintenance if at all
- Communication to the residents – Access Channel could be better used
- Needs to be improved
- Part of the City's website – could be updated to include
- Let outsiders know what a great community the City really is
- Dog park opening – representation from all over
- Good PR at the opening
- Involvement from local organizations – Boys Club, Girls Club, Schools
- Education of people
- Adaptive sports opportunities
- Adaptive equipment – camping, cycling
- People without cable don't have access to Access Channel
- Only a few publications
- Local newspaper – The Sun Newspaper
- List Serve would be a great way to communicate
- Better registration process
- Some programs – limited space so the programs fill fast



What are the greatest assets relating to recreation, open space and natural resources in the City of Brunswick?

- The amount of park and park space in the community – great asset
- Effort to spread parks around the entire community
- Sidewalks – great community
- Can walk from place to place – connected
- Recognition and commitment to open space in the City
- Recreation Center – great asset
- Could increase some existing facilities – accommodate – good mix of uses at the Center
- More of what there is
- Programming is excellent – quantity and quality
- There is a tremendous variety of recreational activities
- Biggest need – increase natural space and make connections
- Good parks throughout
- Attitudes of current administration – outdoor and green space commitment
- Recreation Center – the pool is used a lot – limited schedule for different types of uses
- Education for children – get them out in to the parks – get them more physical
- More appreciation for the outdoors
- Tree planting programs could be beneficial
- Recreation – run for convenience of employees not the people of the community – need expanded “off hours” – need to accommodate people in the City
- Senior center would be great – financially has to make sense
- Use the Recreation Center – 8am-2pm
- People are the most important asset in the program
- Job descriptions and responsibilities – proactive – conduct and behavior
- Who runs/operates? Board of Directors?
- Video game monitoring – money and content
- Lockers – how is this money monitored
- Weekend and day camps at the Recreation Center
- People that manage Recreation Center – no formal way to address issues
- Level of responsibility
- Number of parks and green space - sidewalks
- Recreation Center – asset
- Use these as a selling point
- Bocce, horseshoe pits
- Need an outdoor community pool
- Outdoor swimming is popular and should be considered
- Connect trails/sidewalks



- More trees in open spaces



- Keep park feel around “Town Center” – City Logo – tree
- Programs – varied and amount
- Parks – great asset
- Soccer – needs more fields – have 9 fields (1 is separated in to 3) – could use 2 more fields
- Spring season – 1000 children – 10am to 6pm
- Biggest draw – young children – older children have more interests
- Hopkins Park – more parking
- Recreation Center – more opportunities
- There are always activities and some times hard to use pool
- Open gym areas that are open all the time
- There are a lot of activities at the Recreation Center
- Sometimes they conflict
- Other groups use facilities which conflict with City residents use of the facilities

How can the Comprehensive Plan address these challenges and use these assets?

- Needs to be an educational tool
- APA – urban parks initiative
- Proactive approach to parks and open spaces
- These are essential services – quality of life – long term issues
- Plan should assess specific community needs
- Outdoor Recreation Plan – Ohio
- Assets and needs outlined
- Funding – what is available – identify opportunities
- A lot of federal and state funding opportunities – private sector support
- Impact fees – are these a potential
- Plan has to address parks and open space comprehensively – everything is related
- Relationship of other issues, land uses
- Accessibility (blind, wheelchair, deaf) – disabled have to be considered in parks
- ADA requirements have to be considered
- Creative funding and grants
- Use people in the community
- Education
- Service projects
- Give back to the City – business, organizations and individuals
- Need a good management structure for the program



Date: July 7, 2004

Focus Group: Transportation

Attendees: Patrick Beyer - Safety Director/BTA
Jim Douth - Medina County Economic Development
Leslie Farley, ODOT – District 2
Steve Hambley - Medina County Commissioner
John Jones – Medina County Public Transit
Rose Kepke, Manager – BTA
Mike Salay – Medina County Engineering Office
Mike Vhall - NOACA

Mary Kopaskie, RPP, MCIP, AICP – peter j. smith & company, inc.
Peter Smith, AICP, RLA – peter j. smith & company, inc.
Jim Wagner, MUP – peter j. smith & company, inc.

In the City of Brunswick, there are several “major” corridors in the community (e.g. Center Road, Pearl Road). What issues -- both positive and negative -- (i.e. strip development, protection of character, quality commercial development) does this present to the City and its future?

- Center Road congestion – Route 42 to I-71 – peak hours are terrible
- Limited abilities for pedestrians to get across
- Not a lot of opportunities to cross – significant pedestrian constraints – not pedestrian friendly
- W. 130th Street – Capacity issues – trucks, cars – inadequately designed – sidewalks in disrepair
- Industrial area for Brunswick and Hinkley
- New development – migrating to I-71 along Route 303
- City needs to work towards redevelopment of Route 42 – towards Strongsville
- Viable corridor – Pearl and could be redeveloped
- South of 303 – Route 42 could use some widening
- Access management is crucial in Brunswick
- Will not build out of congestion
- Capacity issues on Center and Pearl – no other real corridors
- One E-W and one N-S
- Some other roads alleviate some problems
- Concern – as we build future access, buildings – room for other amenities
- High traffic count – positive and negative
- Good for retail – focuses heavy traffic from residential areas



- Heavy traffic – ingress/egress



- Long term success stories – evident to new people – empty storefronts
- Needs to be addressed through aggressive marketing
- Corridors robbed City of identity – new “Town Center” – gravitate new development there
- Township and the City – issue with the islands – residential mixed in with commercial
- Access management – issue – on both main corridors
- Important to incorporate ODOT, Medina, City – Route 42 Study – utilize these solutions – look for funding to implement – safety congestion study
- Access management – shared drives, access roads, re-signal
- Bicycle lanes on Route 42 to Medina
- Widening – 5 lanes, signal coordination, widen road, eliminate driveways – right of way based
- Traffic on Center Road – detour from Strongsville – bring traffic from 71 to 303 – heavier traffic is the result
- Building in the Township – brings people to the City
- Brunswick – built-out
- Lighting re-signal – buses take a long time to make movements
- Timing issue along Center Road – “Town Center” Light – impact on traffic flow
- Access management – benefit Pearl Road Corridor
- Comprehensive Plan – transit, pedestrian, bicycle access
- Congestion along Route 303 – not as bad as Pearl Road
- Transit oriented development
- Older commercial development needs renovation
- Would help fill store fronts – existing doesn’t meet current needs
- Lack of communication – high speed internet
- Route 303 has a lot of traffic – Pearl is OK most of the time
- New commercial – has to be pedestrian friendly – more pedestrian access
- Reutilize parking – more efficient use
- Township islands
- Utility exposure – eliminate overhead wires when possible
- Pearl Road – other roads are taking some pressure off of these – but these are residential streets
- Carpenter (especially South) would alleviate problems
- No real grid in the City
- Grafton serves as a bypass as do other roads
- Future improvements could encourage more of this
- Not adequately improved for the capacity
- Signal projects are the easiest to implement
- Council – City wide signalization study
- Study does not make changes – cost to implement
- Intersection improvements may be needed



- Other roads in City are used by locals for by-pass
- Land use changes could impact traffic
- Township islands – not developed – potential for changes on these islands
- Commercial development could occur on these Islands
- City/Township must work together
- Township control – not in conformance with the City’s “vision” for the corridors
- Pedestrian circulation – Pearl Road offers little
- More crosswalks are needed
- Pedestrian destination study – what are the shopping patterns/pedestrian patterns
- Grade change crossings
- Link “Town Center” to southern residential areas – these linkages would alleviate some traffic issues

In the City of Brunswick, there is an interchange for I-71. From your perspective (state, county, local), what do you and those you represent view as the future of these interchange areas (land use, economic, etc.)?

- Transit Systems
- Service areas for trucks
- Transit stations – into metro system
- Hotel/motel
- Restaurant development
- Properly signalized
- Mitigate what occurs there
- Kiosk – information
- On-off quickly – without adding to congestion
- Get people off and improve access to existing businesses
- Better design of the interchange
- Challenge of interchanges – traffic counts radiate from intersections
- Interchange lifeline of City – cause congestion and offer best retail services
- Access management is important
- Traffic back-ups on Route 71 – shows amount of traffic on Center Road
- People have to get off highway safely
- Profile of Industrial Parks is excellent – don’t change
- Some vacant land and building – owned by developers
- Demand has dropped in the last few years – recession
- Businesses in Park are viable – some new activity
- Medina County sends people that need good access to Brunswick
- Access at interchange could be improved
- North bound entrance ramp recently improved – traffic flow
- To the east – in the future the City will develop this way – needs good access



- Traffic is backed up – cannot get off at Strongsville – backs up a little – last few months really bad
- Intersection should stay as it is – there is enough development there
- Park and ride lot by interchange
- Brunswick – ideal location – industrial park off interstate – commercial off interstate the other way – not a mixture of conflicting uses
- Expand on these and grow with these patterns
- Freight delivery – through trucks - clogs roads with large trucks – another access or by-pass – “Medina by-pass” talked about for decades
- Southeast of the Township/City is still open for development – what will happen here will impact I-71 and W. 130th Street – narrow and line of sight problems
- Recently rezoned commercial – Township decisions impact the City
- Hotels east of northbound ramp
- Needs gateway improvements
- Capacity has to be added to interchange
- With all the development in Township – impacts City – traffic is going to increase
- Or there could be an additional interchange – Boston Road – costly – 2 Cities, 2 ODOT Districts
- Funding of new interchanges – costly to the City (50%)
- Upgrade interchange to meet the needs – 2 lanes off – signaling changes
- Brunswick Hills – second fastest growing community in County

What are the greatest assets relating to transportation (access/visibility, road maintenance, circulation) in the City of Brunswick?

- City is creative in using resources
- Even uses the high school as a resource
- Efforts to bring community together
- Gateway improvements considered
- Interchange is an important area and cannot be ignored
- Access – corridors and improved access
- Improved access to City
- Improved access to industrial park
- Gathering – 3 public transit systems
- Meeting place – Laurel Square – closer to I-71 – service is express so the service could be faster and more buses could be run
- Compared to surrounding communities – functioning grid system
- Road maintenance is outstanding
- Continued investment
- Planning Commission – connector streets are required – good for the City and circulation



- Combined with continued investment – good road system



- Maximize investment dollars
- Heavy circulation around “Town Center” will attract more money and development
- More consumers will come here
- Reduction of residential development in “Town Center”
- Urban transit system is good – political support is important
- There is a commitment to public transit
- Provides good interconnection of subdivisions
- Center Road is an asset – City showed foresight and allows for a lot of traffic moving through the area
- Township – new residential development – challenge to the City
- Grid system – able to get around – Grafton, Laurel, Carpenter, Boston
- Location is an important plus
- Proximity to metro areas, airport, I-71
- Interchange is an asset for Brunswick – has to be a gateway to the community – signature
- Travel north or south – unlike anything else as you come off and enter the City
- Roadways are well maintained
- 85,000 riders per year to Cuyahoga County – 26,000 commute per day – little capture rate – potentials are good
- 3 transit systems – regional bus fare
- Seamless transportation
- Bus system is good – ridership down a bit – but building back up – schools are important to the bus system
- Brunswick a great place to live
- Township is growing – extend route to these areas
- Main arterials – lead to interstate
- More work to collectors – limited capacity
- Good trails, multi-modal – bike, pedestrian, transit
- Road maintenance
- Township development – positive for the Township – combine residential with commercial



How can the Comprehensive Plan use these assets to address challenges?

- Where is the money – improvements cost money – Signaling Study – funding has to be identified – how will this be paid for
- Experienced growth – money is often diverted because of immediate issues
- Safety forces are low – there are major funding issues
- Growth equates to impacts – concerns are stormwater and traffic
- How are the impacts managed – impacts to quality of life
- People are concerned about these issues – have to plan for them
- There is funding that is needed – impact fees – educational, safety, transportation
- New growth causes impacts
- Trail system – comprehensive
- Local culture – primarily recreational not transportation – some do use as transportation route but most use them for recreational purposes
- Trails not the answer to transportation issues – management of vehicular traffic
- Rank projects or improvements based on needs
- Get developers to invest in appropriate improvements and to address the impacts they create
- Impact fees based on location
- Trip generators should be responsible for their development
- City responsible for making sure that traffic moves – changes in federal/state regulations
- Legislative authority but from economic development point of view – negative impacts
- Moratoriums – also have negative impacts
- Would impact “business friendly” identity
- Create incentives for developers – build roads to specifications, add trails
- Determine ways to work with the Township – collaborate and communicate
- Reconcile issues between City and Township – change one thing and it would be to have better relationship between the two communities



4.0 Public Meetings

4.1 First Public Meeting – July 7, 2004

The first public meeting was held on July 7, 2004. Approximately 12 residents attended the meeting. All participants were homeowners and had lived in the City for over 11 years. Ages of participants varied from 18-64. The meeting was moderated by Peter J. Smith & Company, Inc. and provided another venue through which residents could indicate their vision for the future and identify issues/areas of concern. The meeting included an explanation of the planning process, activities that had been completed to date as part of the planning process, a presentation of inventory findings and an interactive segment.

During the interactive segment, participants used workbooks to identify issues of concern and they also worked in groups to identify areas on a map that corresponded to the issues raised by the questionnaire. Finally, each group was asked to identify the three issues that were of the greatest concern. The issues were broken down into four categories; Land Use, Economic Development, Community Services and Transportation. The following information was gathered from the questionnaires and group exercise.



Land Use

On questions concerning land use, approximately 33% agree and 27% disagree that stricter land use should be developed and enforced to protect the City. Over 63% did agree that there is a need to develop design standards and guidelines for Center Road. High-end housing should be pursued according to 53% of attendees. Over 73% do not agree that affordable housing should be developed in the City of Brunswick. 72% of attendees agree that the City should consider purchasing unique natural features in Brunswick to ensure their protection. 54% believe that alternative mechanism should be considered to protect open space in the City.



The following table summarizes the results.

Table 3-18 Land Use Questionnaire Results
Public Input Meeting

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	TOTAL
Stricter Land Use Regulations	9.1%	27.3%	36.4%	27.3%	0.0%	100.0%
Better Regulations for Center Road	36.4%	27.3%	18.2%	9.1%	9.1%	100.0%
High End Housing	36.4%	18.2%	27.3%	0.0%	18.2%	100.0%
Affordable Housing	27.3%	0.0%	0.0%	36.4%	36.4%	100.0%
Purchase Unique Features	54.5%	18.2%	18.2%	0.0%	9.1%	100.0%
Alternative Mechanisms to Protect Open Space	45.5%	9.1%	27.3%	9.1%	9.1%	100.0%

Source: peter j. smith & company, inc.

Economic

Several questions on economic and development needs of the City were asked. When asked if neighborhood commercial development was needed for residents to purchase frequently used goods, over 54% agreed. Promoting industrial growth, including potential tax incentives, was agreed to by over 64% of attendees. Asked if more restaurants were needed, 45% disagreed while 45% agreed. Industrial growth is needed according to 64% of attendees. 63% agreed that the “Town Center” should continue to be promoted by creating and implementing additional marketing techniques with the developer.

Table 3-19 Economic Questionnaire Results
Public Input Meeting

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	TOTAL
Neighborhood Commercial Development	27.3%	27.3%	18.2%	9.1%	18.2%	100.0%
Provide Tax Incentives	36.4%	27.3%	18.2%	9.1%	9.1%	100.0%
More Restaurants Needed	36.4%	9.1%	9.1%	27.3%	18.2%	100.0%
Industrial Growth Needed	54.5%	9.1%	18.2%	9.1%	9.1%	100.0%
“Town Center” Promoted	18.2%	45.5%	18.2%	0.0%	18.2%	100.0%

Source: peter j. smith & company, inc.



Community Services

When asked about community services in the City of Brunswick, approximately 63% of attendees agreed that more community parks are needed in the City. Approximately 45% agreed that some park equipment and facilities in the City are in need of repair. Multiuse trails are needed according to 72% of attendees and 72% also agree that the City of Brunswick and the Brunswick Hills Township should consolidate services to improve efficiency. There is a need for additional recreation facilities in the City according to 63% of attendees.

Table 3-20 Community Service Questionnaire Results
Public Input Meeting

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	TOTAL
More Community Parks Needed	18.2%	45.5%	9.1%	9.1%	18.2%	100.0%
Park Equipment and Facilities Need Repair	9.1%	36.4%	45.5%	0.0%	9.1%	100.0%
Multi-use Recreation Trails Needed	54.5%	18.2%	9.1%	0.0%	18.2%	100.0%
Consolidate Services with Township	54.5%	18.2%	0.0%	0.0%	27.3%	100.0%
Need for Additional Recreation Facilities	18.2%	45.5%	18.2%	0.0%	18.2%	100.0%

Source: peter j. smith & company, inc.



Transportation

The attendees were asked several questions on the transportation characteristics of the City. Asked if they were concerned with the volume of traffic in the City, almost 82% of attendees strongly agreed that they were concerned. Approximately 54% agreed that traffic conflicts and safety were an issue. When asked about another interchange on I-71 being added to access the City of Brunswick, the attendees were split with 45% agreeing and 45% disagreeing. Approximately 63% of attendees agreed that there is a need for additional sidewalks in the City of Brunswick. Asked if the road and street name signs are difficult to read, approximately 64% disagree with this statement.

Table 3-21 Transportation Questionnaire Results
Public Input Meeting

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	TOTAL
Concerned with Volume of Traffic	81.8%	0.0%	0.0%	9.1%	9.1%	100.0%
Traffic Conflicts and Safety an Issue	36.4%	27.3%	27.3%	0.0%	9.1%	100.0%
Another Interchange is Needed	27.3%	18.2%	9.1%	18.2%	27.3%	100.0%
Need for New Sidewalks	45.5%	18.2%	18.2%	9.1%	9.1%	100.0%
Signs Difficult to See	9.1%	9.1%	18.2%	36.4%	27.3%	100.0%

Source: peter j. smith & company, inc.



Community Character and Identity

Attendees were asked to rank (on a scale of 1-3) what they would like the future of the City of Brunswick to be. Half of attendees ranked “the City should encourage more commercial and industrial development, in appropriate locations throughout the City, to complement the residential character that exists” as how they would like to see their future. Almost all attendees ranked “encourage only future residential growth and function as a second ring suburb of the City of Cleveland” as their 3rd choice regarding the future of Brunswick. The following summarizes the rankings:

Table 3-22 Community Character and Identity Questionnaire Results
Public Input Meeting

	Ranked 1 st	Ranked 2 nd	Ranked 3 rd
Encourage Future Residential	1	0	9
Maintain Individual Identity Focusing on “Town Center”	4	5	1
Encourage More Commercial/Industrial	5	5	0

Source: peter j. smith & company, inc.



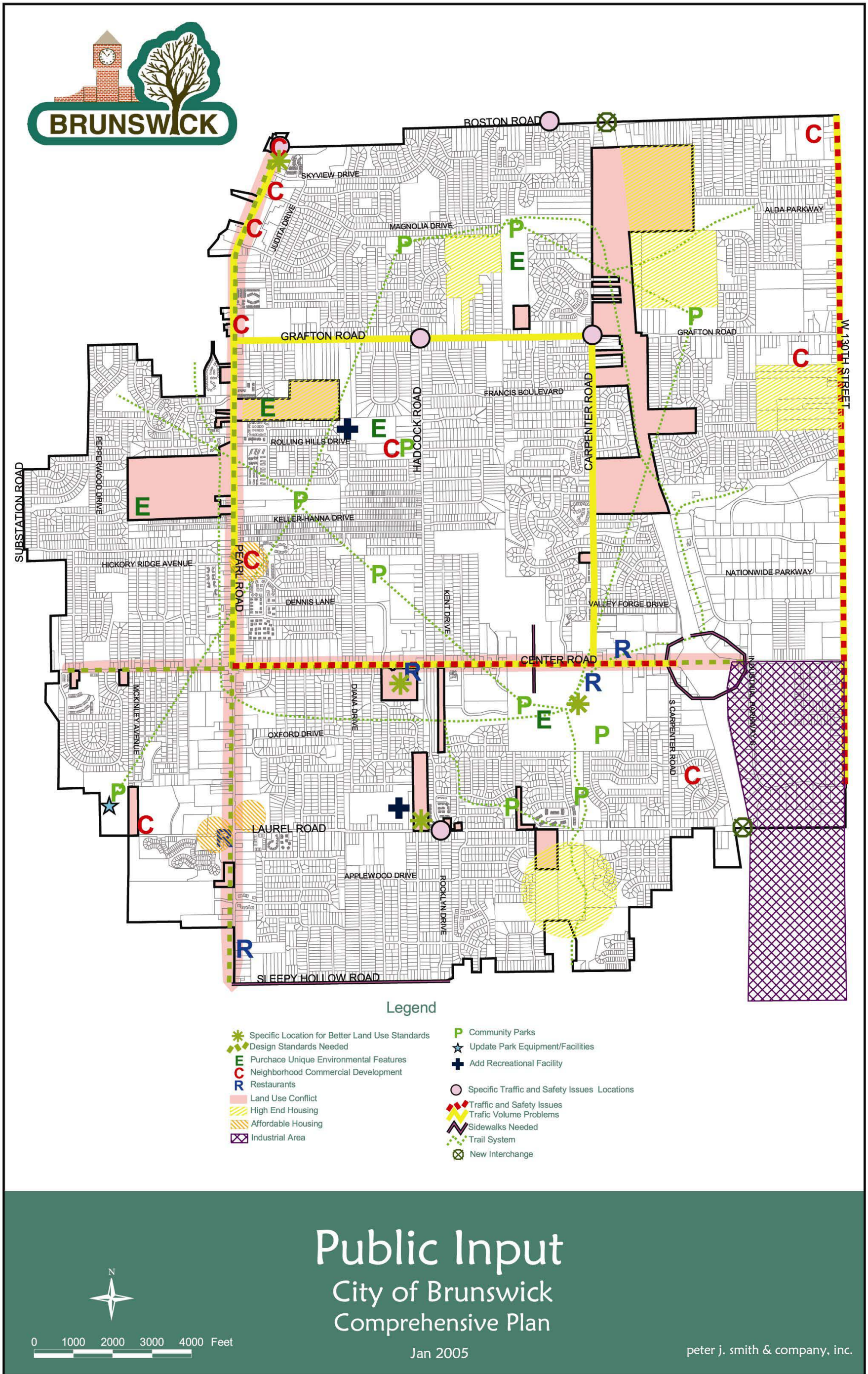
When asked how they would describe the City of Brunswick, the following were chosen:

- Friendly Neighborhoods - 6
- Suburban - 3
- “Tree City” - 6
- Urban Center - 0
- Small Town - 4

Other words used to describe Brunswick include: Culturally Under-developed, Community Connected, Sleeping Giant and Nice Place to Live. Other issues identified for the City include:

- Improved Gateway to the City
- Control Development Impact
- We need to Pin the People’s Park and City Property
- Keep Peninsula Pristine
- Large Farmer’s Market at I-71 and 303
- Need for Additional Recreation Facilities – Decentralized around Community
- We need a Street Sweeper
- Shade Trees Planted on Tree Lawn on Main Streets
- Community Pools – Expanded Recreation
- Need Community College
- City and Township Cooperation
- Lights, Interesting, Welcoming, Business Friendly, Disc Golf, Climbing Wall, Fun, Flowers, Diverse

Figure 3-1 Public Input Session – Issues Identified
City of Brunswick





4.2 Second Public Meeting – October 19, 2004

On October 19, 2004, the second public meeting to discuss the Comprehensive Plan was held in the City of Brunswick. The meeting was held at the Willetts Middle School. Approximately 50 residents attended and participated in the interactive input session that was designed to allow residents to identify solutions to issues that had been discussed throughout the planning process.

Each resident was asked to individually answer questions on how to address the issue. Following the individual portion of the meeting, tables of 8-10 residents discussed the issues/solutions and identified additional issues. The following summarizes the results of the meeting. The percentages may exceed 100% because residents could choose more than one solution.



1. Residential Neighborhoods —The Residential Neighborhoods in Brunswick Are An Important Aspect of Our Community and Must Be Protected

- 6% Do Nothing – our residential neighborhoods are established and will not change
- 46% Minimize the Types of Housing allowed in the City to only Single-family Detached
- 24% Allow Attached Single-family and Apartments within existing neighborhoods
- 12% Allow Higher Density Housing (Attached Single-family, Apartments) Only Around the “Town Center”
- 20% Other: _____



46% of the residents that attended the meeting agreed that only single-family detached housing should be developed in the City. 24% indicated that attached single-family and apartments should be allowed within existing neighborhoods. Open-ended responses to “Other” include the following:

- Add more sidewalks
- Allow free standing single-family houses
- I don't think we need more housing
- Less homes & increased lot sizes
- Parks, open land, less congestion
- Senior housing (2)
- Set goals for smart planning, attend OML NLC seminar
- With few attached clusters, more high end housing

2. “Town Center” —The “Town Center” Should Continue to Be Developed

- 18% Do Nothing – the current plan is adequate
- 2% The “Town Center” Plan should be abandoned
- 52% The Towns Center Plan should be expanded to encourage higher intensity Mixed-Use Development
- 26% Other: _____

Of those attending the meeting, 52% indicated that the “Town Center” Plan should be expanded to encourage higher intensity mixed-use development. Open-ended responses to “Other” include the following:

- Better marketing, high end retail, offices, 2nd story development
- Consider how this concept has worked in Columbus, Cleveland
- Don't like the plan
- I'm not happy with current plan
- Keep land for public use, park land
- Lease to higher end retail
- Like west lake
- Maintain quality
- Needs flexibility to attract the type of retailers needed
- Revised to encourage new business to Brunswick
- Slowly, family centered, green space
- “Town Center” should be finished
- What happened to the lake



3. Town Gathering Area – Brunswick Needs A Large Gathering Space for Town-Wide Events

- 4% Do Nothing – a gathering area is not needed for any type of events
- 76% The “Town Center” is the appropriate location for special activities, such as farmers market or festivals, and they should be programmed for the “Town Center”
- 16% Another Location is more appropriate for such events
- 0% There is no need for a Town-wide gathering area; events should take place within the neighborhoods
- 2% Other: _____

Of the residents that attended the meeting, 76% believe the “Town Center” is the appropriate location for special activities in the City of Brunswick. 16% indicated that other locations are more appropriate; these include:

- Outskirts of city
- High schools, parks, abandoned shopping centers
- Field
- Rec center
- School grounds

The “Other” comment was: “A nice open park area around lake.”

4. City Identity — The City of Brunswick Has No Unique Identity

- 2% Do Nothing – our identity is fine
- 52% Continue to Plant Trees Along Major Corridors and throughout neighborhoods to Create a “Tree City” Identity
- 38% Use the “Town Center” to Help Create a Commercial Destination Identity
- 6% Neighborhood Identity is more important than a City-wide Identity
- 18% Other: _____

The City should continue to plant trees along major corridors and within neighborhoods to create a “tree city” identity according to 52% of those attending the meeting. 38% agreed that the “Town Center” should be used to create a commercial destination identity for the City of Brunswick. Responses to “Other” were as follows:

- Business should be more inventive in creating ID
- Clean up empty plaza centers
- Improve appearance with township
- Is "Tree City" the identity resident's want?
- Select high profile businesses, schools quality
- Something unique to Brunswick
- Township is a leach
- We need more business



5. Township Islands —The Township Islands within The City’s Boundaries Create Conflicts

- 4% Do Nothing – the Township islands are not an issue
- 54% City should negotiate with the Township/Owners to Annex all Islands
- 44% City and Township should cooperatively develop land use regulations for the Township Islands to ensure quality development within the City limits that is comparable to what exists today
- 16% The City should provide water to the Township Islands with or without annexation
- 2% Other: _____

According to 54% of those attending the meeting, the City should negotiate with the Township to annex all Township islands. 44% agreed that cooperatively developing land use regulations would help ensure quality development occurs within the City limits on the islands. 16% agreed that the City should provide water to the Township with or without annexation. The “Other” comment was: “No water or other services.”

6. Regional Cooperation — The Need for a separate City and Township is an Antiquated Concept

- 16% Do Nothing – the existing situation is appropriate
- 18% The City and Township should Consolidate Services (Snow Plowing, Road Maintenance, Police, etc.) but remain separate
- 66% The City and Township should Merge into One Community and Government
- 8% Other: _____

According to 66% of attendees, the City and Township should merge into one community and government. 18% agreed that there should be consolidation of services and 16% indicated that the existing situation was appropriate. Responses to “Other” were as follows:

- Both should come to amicable agreement
- It will be difficult to do
- Joint economic development program to save city/township \$
- No services unless they annex



7. Relationship with School District – The School District And City Must Work Cooperatively

- 18% Do Nothing – the level of cooperation is adequate
- 74% The School Board and City Council should formally agree to send representatives to each other’s meetings
- 6% Other: _____

74% of those attending the meeting indicated that the school board and City Council should formally send representatives to each other’s meetings. 18% indicated the level of cooperation was adequate. Open-ended responses to “Other” include the following:

- Get students involved in local government
- No need for city council
- Something approximating

8. Traffic On Center Road — The Traffic on Center Road Creates Hazards in Brunswick

- 4% Do Nothing – the traffic is not an issue
- 58% Work with ODOT to secure and develop a second interchange in the North end of the City
- 32% Implement signaling improvements along Center Road
- 18% Develop a Service Road Parallel to Center Road to Eliminate Traffic Movement Conflicts
- 20% Require Shared Curb Cuts and Parking for Development along Center Road and Require Those with Existing Curb Cuts to Consolidate with Adjoining Uses as New Permits are Sought
- 30% Sidewalks and Signalized Crosswalks are needed along the entire length of Center Road
- 14% Other: _____

Working with ODOT to secure and develop a second interchange was agreed to by 58% of those attending the meeting. 32% indicated that the signaling improvements, being studied, should be implemented along Center Road. 30% indicated that sidewalks and signalized crosswalks are needed along the entire length of Center Road. 10% indicated that shared curb cuts should be required and that consolidation should occur as new permits are sought. “Other” comments included:

- Encourage median strip development
- Get trucks off Center Rd
- Its terrible, but I don't know
- Widen Center Road, turning lanes (3)



9. Traffic on Pearl Road – Pearl Road Traffic Creates Hazards in Brunswick

- 6% Do Nothing – the traffic is not an issue
- 10% Change Land Uses Allowed along Pearl Road to Reduce Density of Development
- 16% Develop a Service Road Parallel to Pearl Road to Eliminate Traffic Movement Conflicts
- 28% Require Shared Curb Cuts and Parking for Development along Pearl Road and Require Those with Existing Curb Cuts to Consolidate with Adjoining Uses as New Permits are Sought
- 34% Sidewalks and Signalized Crosswalks are needed along the entire length of Pearl Road
- 12% Other: _____

34% of those attending the meeting agreed that sidewalks and signalized crosswalks are needed along the entire length of Pearl Road. 28% indicated that shared curb cuts and parking should be required along Pearl Road. 16% agreed with the concept of developing a service road parallel to Pearl Road to eliminate traffic movement conflicts. Individuals who responded “Other” all said that Pearl Road should be widened.



10. Pedestrian Circulation — Neighborhoods Have to Be Better Linked to Encourage People to Walk

- 6% Do Nothing – neighborhood linkages are adequate
- 44% The City should construct Sidewalks in All Existing Neighborhoods
- 12% Residents should be required to install sidewalks in front of their homes
- 56% A City-wide trail system, including paths and sidewalks, should be developed with the cooperation of developers, the City and residents
- 6% Other: _____

56% of those at the meeting agreed that a City-wide trail system should be developed in Brunswick. The City should construct sidewalks in all existing neighborhoods according to 44% of those in attendance at the meeting. “Other comments include:

- Encourage perhaps with city assistance
- Require residents with city assistance and oversight
- Sidewalks along major roads

11. Neighborhood Parks — A System of Parks is Important in the City

- 54% Do Nothing – the neighborhood parks system, that includes both City owned and Homeowner Association owned lands, is satisfactory
- 22% The City should take over all Homeowners Association Lands and Improve them even if it requires additional fees for City Residents
- 14% All Neighborhood Parks should be under the management of Homeowners Associations
- 14% Other: _____

54% of those attending the meeting agreed that the neighborhood parks system is satisfactory and that nothing more should be done. 22% indicated that the City should take over the homeowner associations’ parks and improve them even if additional fees are required. “Other” comments were as follows:

- City parks should be updated
- Improve conditions of ball fields
- Keep land for parks, parks in neighborhoods
- Encourage HOA upkeep with city oversight
- Township people should not be allowed to use
- Work with associations
- Work with Medina County Park District



12. Vacant Commercial Buildings – There is An Excessive Amount of Vacant Space in Brunswick

- 6% Do Nothing – the vacant buildings will fill as demand dictates
- 50% Infill Development Should Be Encouraged by Offering a Streamlined Permit Process for new Commercial Enterprises
- 44% Tax incentives should be offered to Encourage Redevelopment
- 12% Other: _____

Infill development should be encouraged by offering a streamlined permit process of new commercial enterprises according to 50% of those at the meeting. 44% agreed that tax incentives should be offered to encourage redevelopment. The “Other” comments were:

- Aged empty business (across from “Town Center”) takes away from Brunswick’s Center
- More aggressive negotiations for better retail
- P-R promotion programs to sell the community
- Something needs to be done
- Stop building more stores
- Work with chamber to identify businesses that can use vacant space, assist with plans, permits etc.

13. Future Light Industrial Development—Improve Industrial Tax Base and Opportunities

- 6% Do Nothing – there are adequate industrial land in Brunswick
- 22% The Existing Industrial Areas should be allowed to expand even if some residential encroachment occurs
- 12% The wetlands within the Industrial Areas should be developed and the wetlands recreated elsewhere through wetland banking programs
- 54% Industrial Development is a Regional Issue and Brunswick Should work Cooperatively with Brunswick Township and Hinckley to Designate Appropriate Areas
- 0% Other: _____

54% of those at the meeting indicated that industrial development is a regional issue and that Brunswick should work cooperatively with surrounding communities to designate appropriate areas for future industrial growth. 22% indicated that the existing industrial areas should be allowed to expand even if residential encroachment occurs.



14. Quality of Development – High Quality Development is Important to Brunswick

- 2% Do Nothing – the development we are getting is satisfactory
- 46% The Development we have in Brunswick can look better and stringent design standards are needed to achieve this
- 32% Design Guidelines should be developed to guide how development will look, but not force applicants to follow them
- 10% Applicants should be able to determine what their developments look like and the City should develop less stringent land use regulations
- 8% Other: _____

46% of meeting attendees agreed that development in Brunswick can look better and that stringent design standards are needed to achieve better design. 32% agreed that design guidelines should be developed to guide, not force, applicants in their design. The “Other” comments include the following:

- Architectural review
- Fix #12 first
- Senior apartments on 303
- Stringent but not ridiculous

15. Public Participation — Our Residents Should Be More Involved

- 6% Do Nothing – there are plenty of opportunities to participate
- 50% The City should form a Citizen Committee that reaches out to neighborhoods and acts as a liaison with the City Council
- 56% More needs to be done to advertise meetings of the various City Boards (information on the internet, TV advertising, paper advertising)
- 6% Other: _____

56% of meeting attendees agreed that more needs to be done to advertise meetings and that a variety of media outlets should be used. 50% agreed that the City should form a Citizen Committee to act as a liaison with City Council. The “Other” comments were:

- Foster HOAs and equivalent entities
- Make this event a yearly thing
- Work in progress



4.3 Third Public Meeting – January 27, 2005

On January 27, 2005, the third public meeting to discuss the Comprehensive Plan was held in the City of Brunswick. The meeting was held at City Hall, 4095 Center Road. Eighteen residents attended and participated in the informational session that summarized the process that used to prepare the Comprehensive Plan, significant research findings, the Build-Out Analysis and the proposed recommendations for the City. Participants were able to ask questions and provide comments on the information that was provided



4.4 On-line Questionnaire Results

In July 2004, following the first public meeting, the City of Brunswick placed the Issue Identification questionnaire on their website to solicit additional input. **Seven** questionnaires were returned by the due date and the results are summarized below.

The highest percentage of respondents were between the ages of 35-49 (57%) while the age group between 18-34 (29%). Over 58% of the respondents had lived in the City for over 11 years. All respondents were homeowners.

Asked if stricter land use regulations should be developed and enforced in the City, 71% of respondents agreed with this statement. 71% also agreed that there is a need for better land use regulations for Center Road that should include design standards and guidelines. An equal percentage agree and disagree that high-end housing is needed in the City. 86% agree that affordable housing is needed in Brunswick and 71% agree that the City should continue alternative mechanisms to protect open space.

According to 72% of respondents, there is not a need for neighborhood commercial development in the City. 43% agree that the City should provide tax incentives to new employees and enterprises in the Cit. 72% agree that more restaurants are needed in Brunswick and the same percentage agree that industrial growth is needed to diversify the tax base. 57% agree that the “Town Center” should continue to be promoted by creating and implementing additional marketing techniques.

According to 43% of respondents, there is not a need for community parks in the City of Brunswick. 58% also do not believe that the facilities are in need of repair. 53% agree that multi-use trails are needed in Brunswick. 86% agree that Brunswick and Brunswick Hills Township should consolidate services. According to 58%, there is a need for additional recreational facilities in the City.

71% of respondents are concerned with the volume of traffic in the City. An equal percentage agree and disagree that traffic conflicts and safety are a concern. 71% agree that another interchange is needed in Brunswick. 43% agree that there is a need for sidewalks in Brunswick and 43% also agree that the road signs in Brunswick are hard to read.

In ranking the future character of the City of Brunswick, the highest percentage agree that Brunswick should maintain its individual identify that focuses on a renewed “Town Center”. Respondents also agreed that the City should encourage commercial and industrial development in appropriate locations. In describing Brunswick, words used included friendly neighborhoods, suburban, small town and tree city.

