



**ADVANCE
BRUNSWICK**
Comprehensive Plan Update

City of Brunswick, Ohio
2020
Comprehensive Plan
Update



**City of Brunswick
Comprehensive Plan Update**

Final Version
January 27, 2020

City of Brunswick Planning Commission recommended adoption on October 17, 2019.

Adopted by the City of Brunswick City Council on January 27, 2020.

Prepared by:



Envision

2249 Elm Street
Suite 419
Cleveland, OH 44113
www.envisiongroupllc.com

With assistance by:



inSITE Advisory Group

3421 Ridgewood Road
Suite 200
Fairlawn, OH 44333
www.insiteadvisorygroup.com



GPD Group

520 South Main Street
Suite 2531
Akron, Ohio 44311
www.gpdgroup.com

Acknowledgments

City of Brunswick

City Officials

Carl DeForest

City Manager

Ron Falconi

Mayor

City Council

Mike Abella (Ward 1, Vice Mayor/President of Council)

Nick Hanek (Ward 2)

Andrea Rodriguez (Ward 3)

Anthony Capretta (Ward 4)

Joe Delsanter (at Large)

Patricia Hanek (at Large)

Brian Ousley (at Large)

Planning Commission

Voting Members

Joe Shirilla, Chairman

Jeff Arona, Vice Chairman

John Rocha, Recording Secretary

Abbas Hasan

Brad Saeger

Non-Voting Members

Grant Aungst, Community & Economic Development Director

Nick Hanek, Council, Ward 2

Patricia Hanek, Council, at Large

Matt Jones, City Engineer

Brian Ousley, Council, at Large

Pamela A. Plavecski, Planning & Zoning Coordinator

City Staff

Grant Aungst, Community & Economic Development Director

Paul Barnett, Public Service Director

Tom Keppler, Information and Public Communications Manager

Betsy Lehky, Administrative Assistant to the City Manager

Julie Murawski, Administrative Services Manager

Acknowledgments

City of Brunswick

Steering Committee

Maryann Chandler, Citizen / Brown, Amodio & Chandler, A Legal Professional Association

Kelly Clement, Mapleside

Greg Crane, Citizen

Bethany Dentler, Medina County EDC

Mike Esber, Brunswick Hills Twp

Terri Greene, Leadership Medina County

Bobby Knight, Knight Development

Michael Mayell, Brunswick City Schools

Bob Murawski, Citizen

Pastor Richard Powers, Grace Baptist Church

Richard Prospal, Citizen

Father Bob Stec, Saint Ambrose Church

Economic Development Working Group

Jim Burns, Hinckley Township

Bethany Dentler, Medina County EDC

Ed Gonzales, Pilot Signs / FASTSIGNS

Al Matyas, Southwest General Hospital

Mark Priebe, Proximity Marketing

Active Transportation Working Group

Nate Eppink, Medina County Park District

Leslie Farley, ODOT District 3

Phil Gabel, ODOT District 3

Tom James, Medina County Park District (retired)

Mike Salamone, Medina County Public Transit

Melissa Thompson, NOACA

Infrastructure Working Group

Jared Bartley, Rocky River Watershed

Leslie Farley, ODOT District 3

Phil Gabel, ODOT District 3

Ed Kelly, Rocky River Watershed

Melissa Thompson, NOACA

Consultant Team

Emil Liszniansky, Envision

Ryan Smalley, Envision

Jennifer Syx, inSITE Advisory Group

Janie Hanna, inSITE Advisory Group

Kevin Westbrook, GPD Group

Ivan Valentic, GPD Group

Contents

- Executive Summary 6**

- Introduction 8**

- Key Findings 10**

- Desired Outcomes 52**

- Focus Areas 76**

- Implementation Strategy 90**

- Conclusion 120**

- Glossary of Terms 122**

Executive Summary

In January 2018, the City of Brunswick embarked on an update of its Comprehensive Plan from 2005. The nearly year-long planning process included several rounds of public and stakeholder engagement, including a series of four Steering Committee meetings, three Public Forums, and two rounds of Stakeholder Working Groups. In addition to meetings, an online community survey and traveling comment boards, posted at the municipal building, library, and recreation center, were utilized to gauge community desires and preferences.

The public and stakeholder feedback gathered was used, in conjunction with an assessment of existing and future conditions, to develop the recommendations summarized in this Executive Summary and detailed within the plan. Recommendations were grouped in two categories:

1. Overarching community-wide **Universal Themes** that applied across the entire City; and
2. Site-specific **Planning Initiatives** corresponding to a series of geographic Focus Areas.

Universal Themes

The following broad themes emerged across the community as a whole:



Update Development Regulations - The City's Zoning Ordinance would benefit greatly from an update that modernizes the code to encourage desired development. The update would also provide flexibility for private market conditions through the use of modern zoning tools for overlay districts, access management, parking requirements, and sustainability.



Continue Business-Friendly Approach - Given the City is approaching buildout, it is critical that the City continue its ongoing efforts to attract new businesses and retain those businesses that already call Brunswick home and encourage them to expand in the City.



Strengthen Public-Private Partnerships - Recent partnerships with regional partner agencies should continue and new opportunities for collaboration should be explored to leverage outside assistance and resources to reduce the burden on municipal finances.



Brand and Market a Cohesive Identity - The City would benefit greatly from the development of a fresh, energetic brand representative of the transformation that has taken place in Brunswick over the last two decades as part of a proactive approach to marketing the community.

Planning Initiatives

Planning strategies within targeted geographic Focus Areas present opportunities for catalytic development City-wide:



Enhance the Brunswick Lake Town Center through targeted investments in the Brunswick Lake area that: (1) attract and retain an appropriate mix of commercial tenants; (2) leverage the partnership with the Medina County Park District to provide greenspace and recreational upgrades; (3) promote and market as centerpiece of new community branding effort; and (4) extend placemaking efforts north of SR 303.



Revitalize corridors and neighborhoods by: (1) sparking reinvestment along the Pearl Road commercial corridor; (2) locating multi-family residential uses in areas of limited commercial development potential and/or existing blight in close proximity to business districts to create walkable neighborhoods; (3) allocating sufficient resources to code enforcement; (4) enhancing Community Gateways to create positive first impressions of the community for visitors; and (5) leveraging Mapleside as a Northern Gateway anchor.



Connect community assets by: (1) establishing a Plum Creek Greenway linking Brunswick Lake Town Center to Medina County Park District's Plum Creek Park, North Park, schools and local neighborhoods; (2) creating trail spurs, sidewalks, and on-street bike routes that radiate east-west to other bicycle/pedestrian generators; (3) enhancing Pearl Road as a pedestrian corridor; and (4) providing safe routes to schools.



Strengthen the municipal tax base by: (1) implementing overlay districts to stimulate infill redevelopment along Pearl Road and at the North Town Center; (2) exploring creation of a Community Improvement Corporation (CIC) to facilitate economic development; (3) refining the industrial area zoning to ensure the highest and best use of remaining available commercial properties; (4) facilitating neighborhood-scale gateway commercial development at Bennett's Corners; and (5) building partnerships with neighboring Townships as the City approaches buildout.

Introduction

Establishing a Cohesive, Long-Term Vision

This Comprehensive Plan Update provides the City of Brunswick a vision for the future with input from residents, the administration, and City Council. It serves as a guide for the City, and informs City officials and administrators, governmental agencies, organizations, and private individuals. The Plan Update is long-range and is intended to provide a framework for future land use decisions and ensure future development is consistent with community goals.

The Plan Update is broken down into four sections:

- **Key Findings** - The Plan Update opens with an in-depth inventory and analysis of current conditions in the City with an examination of key topic areas including demographics, housing, economy; environmental features; transportation, community facilities and infrastructure; and existing land use. In these sections of the Plan, existing conditions in the City are described and mapped, trends are analyzed, and emerging issues are discussed.
- **Desired Outcomes** - Based on existing and future needs identified through the Key Findings assessment, a series of recommendations section outlines citywide “Universal Themes” and area-specific “Planning Strategies.”
- **Focus Areas** - While some guiding policies will encompass the entire City, this section delineates targeted geographic focus areas (e.g. neighborhoods, corridors, districts, etc.) that warrant special attention when addressing planning strategies.
- **Implementation Strategies** - The Plan Update concludes with a series of toolkits outlining strategies that address planning issues through a combination of relevant programs, funding sources, and incentives that may be utilized to facilitate implementation of plan recommendations. The toolkits are intended to be flexible rather than prescriptive so that Administration and Council may select programs/projects during each year’s annual budget process based on available funding levels.



**KEY
FINDINGS**



**DESIRED
OUTCOMES**



**FOCUS
AREAS**



**IMPLEMENTATION
STRATEGIES**



KEY FINDINGS



Regional Context

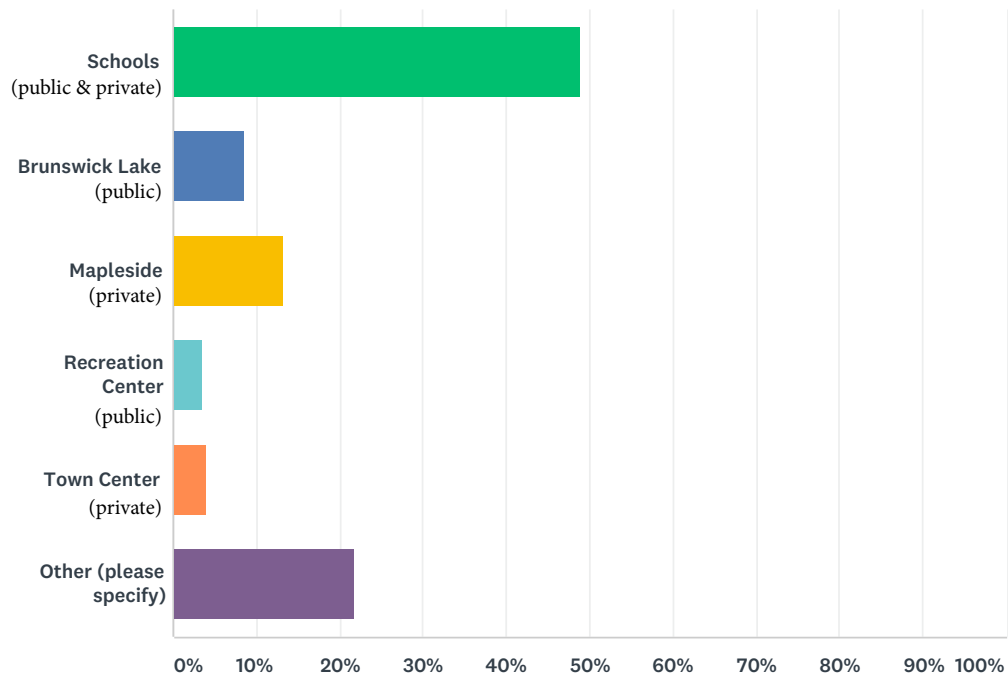
Excellent Access

Central Location in Northeast Ohio Market

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 business operations serving the two larger cities, as well as 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.

Community Survey
What is Brunswick’s greatest asset?





Growth in Outer Ring Suburbs

Outward Migration from the Region's Urban Core

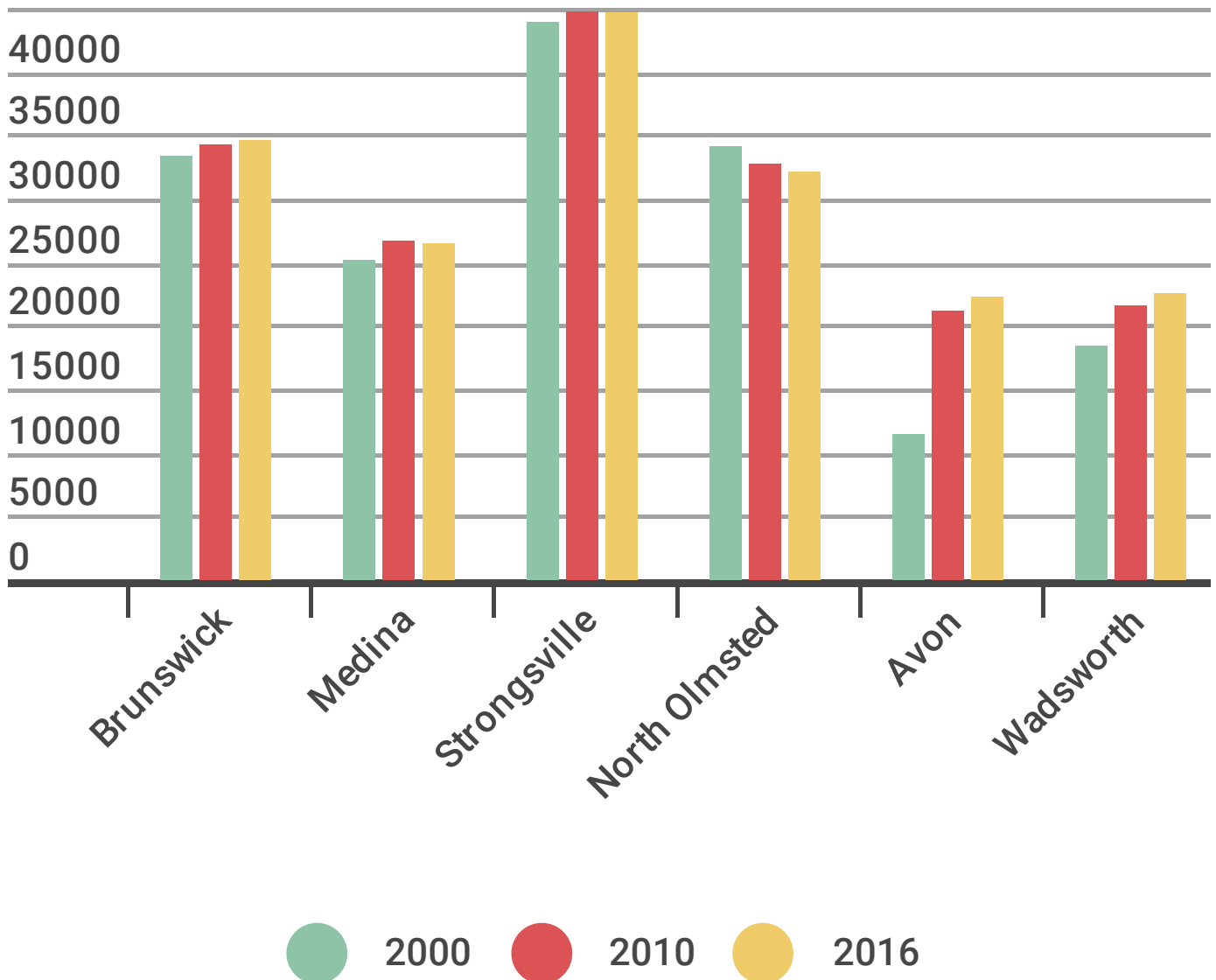
The City of Brunswick, like many other outer ring Cleveland suburban and exurban communities, has experienced steady residential growth over the past several decades. The City's population was estimated to be 34,578 according to the U.S. American Community Survey (ACS) 5-year Estimates, which represents a 1.0% increase since the 2010 Census and a 3.4% increase since the 2000 Census.

This increase in population contrasts with an overall regional decrease in population over the same time period within the Cleveland-Elyria-Mentor, OH Metropolitan Statistical Area (MSA), which includes Cuyahoga, Geauga, Lake and Medina Counties. Population within the MSA decreased (-1.0%) across the same time period.

According to the Northeast Ohio Areawide Coordinating Agency (NOACA), this outward population migration during the last 20 years is reflected in local land development patterns. The NOACA region's core cities, including Cleveland, experienced typical outward migration to adjacent suburban and exurban areas that experienced significant housing development during the last 20 years. The most significant movement roughly followed the region's Interstate Highway network—along I-90 through Lorain and Lake Counties and along I-71 through Medina County.

Population

Brunswick's population has slowly increased over the last two decades, in line with other NE Ohio suburban communities.



Source: ACS 5-year Estimates

Demographics

Wealth Indicators

Increased Buying Power

Heightened Wealth & Educational Attainment Present Opportunities

Median household income in Medina County in 2016 was \$69,319 according to ACS 5-year Population Estimates. Countywide, the median value of owner-occupied housing units was \$182,100.

Median household income in the City of Brunswick in 2016 was \$64,706 according to ACS 5-year Population Estimates. Citywide, the median value of owner-occupied housing units was \$159,400.

Interestingly, median household income levels in Brunswick fall between Strongsville (\$80,323) and Medina (\$60,706), two cities Brunswick is often compared and contrasted with given their relative proximity and commercial retail amenities.

Educational Attainment: Population 25+ (Source: ACS 5-Year Estimates)

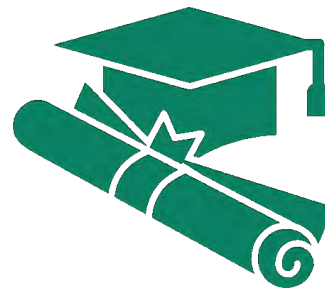
2010



21.2%
BACHELORS
DEGREE OR
HIGHER



2017



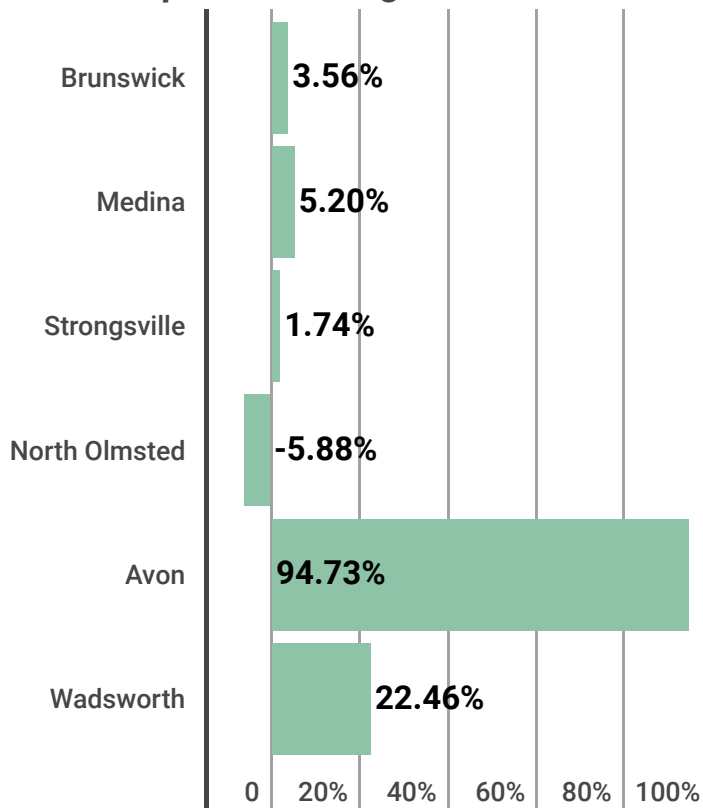
23.5%
BACHELORS
DEGREE OR
HIGHER

Key Findings

Population

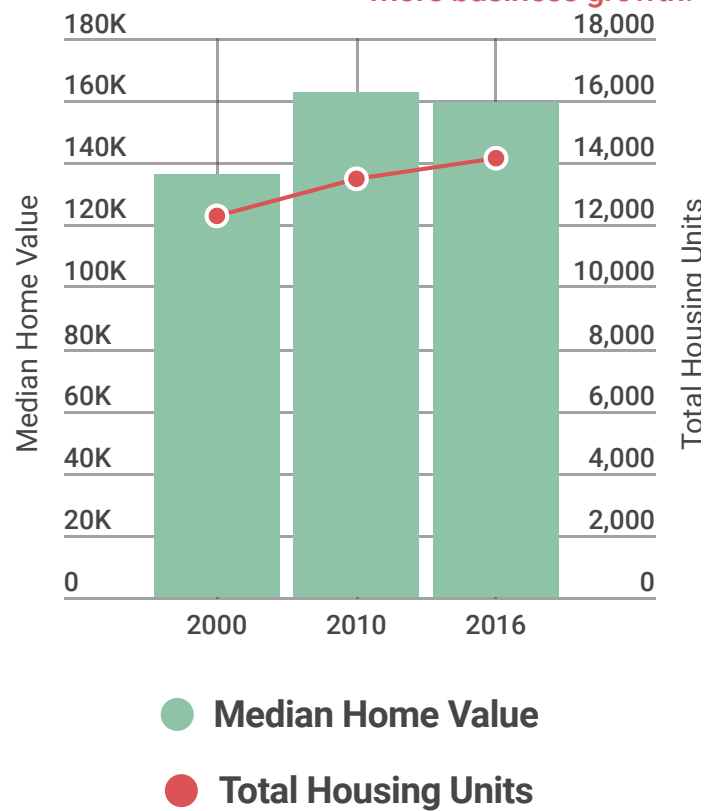
Brunswick has maintained steady growth since 2000 in line with its immediate neighbors.

Population Change 2000 to 2016



Housing

Home values have risen significantly along with housing units, which indicates more local buying power and could aid in attracting more business growth.



Source: ACS 5-year Estimates

Diversity in Housing Stock

Multi-generational Changes in Living Preferences

A Citywide moratorium on multi-family housing went into effect in 2018. City officials agreed that with a growing number of multi-family complexes being built in the City, and more requests to construct new complexes coming in on a regular basis, City officials wanted to steady construction on such dwellings in order to have time to review both the approval process for multi-family dwellings as well as determine a long-term strategy for multi-family complexes in the City.

Home ownership has long been positively correlated with having a higher propensity to maintain one's home, being more civically engaged, and living in safer neighborhoods. The table on the next page compares the owner occupancy rates of housing units in other outer ring cities across the southwestern Cleveland metropolitan area. Brunswick has a higher percentage of owner-occupied housing units than all of the peer cities examined except for Strongsville. In order to maintain Brunswick's level of home ownership as a competitive advantage in the regional market, the City should consider not allowing multi-family dwellings as a conditional use in the General Commercial zoning classification.

Recent nationwide trends housing have shown an increasing desire across multiple age cohorts for walkable neighborhoods in a mixed-use setting. Per the Urban Land Institute, 52% of Americans would prefer to live in an area where they are not forced to use a car often. Given this growing preference towards live-work-play environments, the City should encourage different housing types that diversify the local housing stock and help fill the gap in housing choices that exist between detached single-family homes and larger apartment complexes. Some potential examples include townhomes or upper-floor residential units above ground floor retail as part of a walkable, mixed-use development. Both of these denser housing types are attractive to young professionals looking to "step in" to the housing market, and seniors looking to "step down" into smaller and easier to maintain homes.

Home Ownership Comparison

Outer Suburbs Southwest Cleveland Metropolitan Area

City	Owner-occupied housing unit rate, 2014-2018
Strongsville	81.40%
Brunswick	78.60%
North Olmsted	75.10%
Westlake	73.20%
North Royalton	72.80%
Medina	66.10%

Source: ACS 5-year Estimates

Workforce

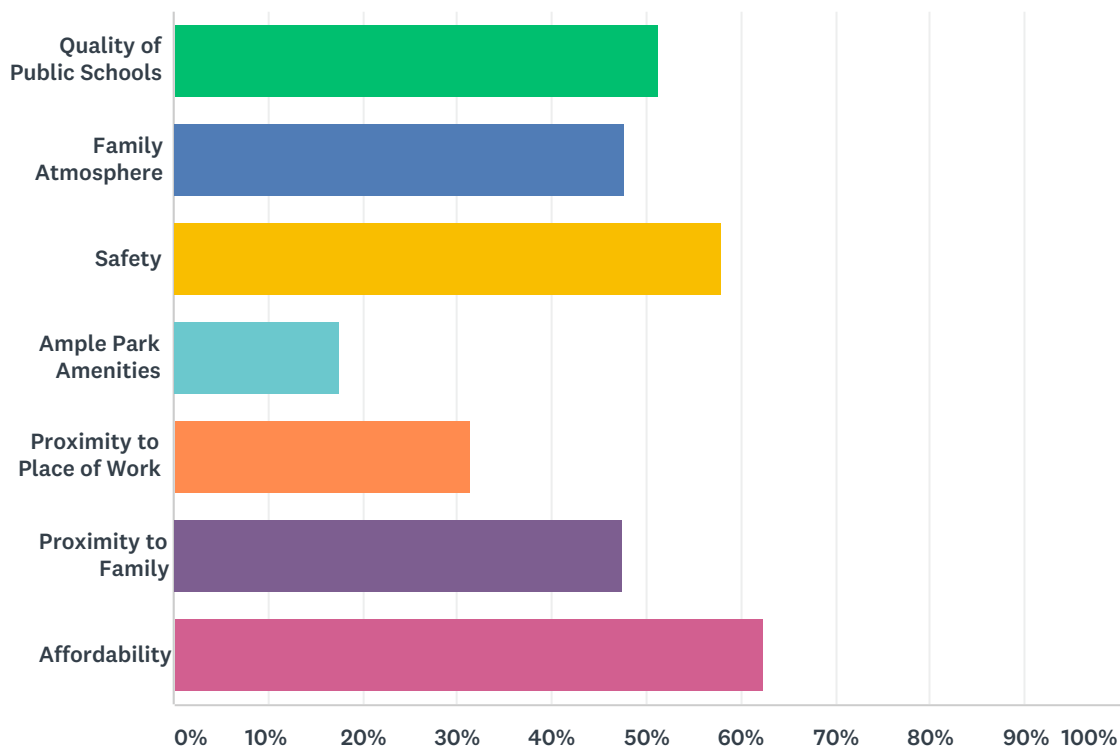
Commuting

A Bedroom Community

A Net Exporter of Workers

Commuter studies show that people make decisions about where to live and work by considering the tradeoffs of wages, housing prices, and commuting costs. School quality, transportation network quality, crime levels, and the local unemployment rates are additional factors that influence why people choose to commute rather than to live closer to their place of employment. With Brunswick boasting excellent interstate freeway access, having affordable housing relative to the surrounding market, and being a safe community with quality schools, it is a very attractive location for families to live.

Community Survey: Why do you choose to reside in Brunswick?



A Bedroom Community



1,656

People who work and live in Brunswick



Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD)

Workforce

Employment in Brunswick

Major Industry Sectors

Per U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD) data, five major industry sectors in Brunswick combine to account for over 60% of the City's employment base: retail trade (19%), manufacturing (12%), food services (11%), educational services (11%), and health care (10%). Maintaining a strong employment base is critical to the overall financial health of the City, as income tax is the largest revenue source of the City comprising 69% of its receipts. As of January 1, 2018, the City income tax rate is 2.0% with a tax credit of 1.0% for wages taxed and paid to another city or entity. The majority of City income taxes collected for 2019 will be allocated towards police and fire services.

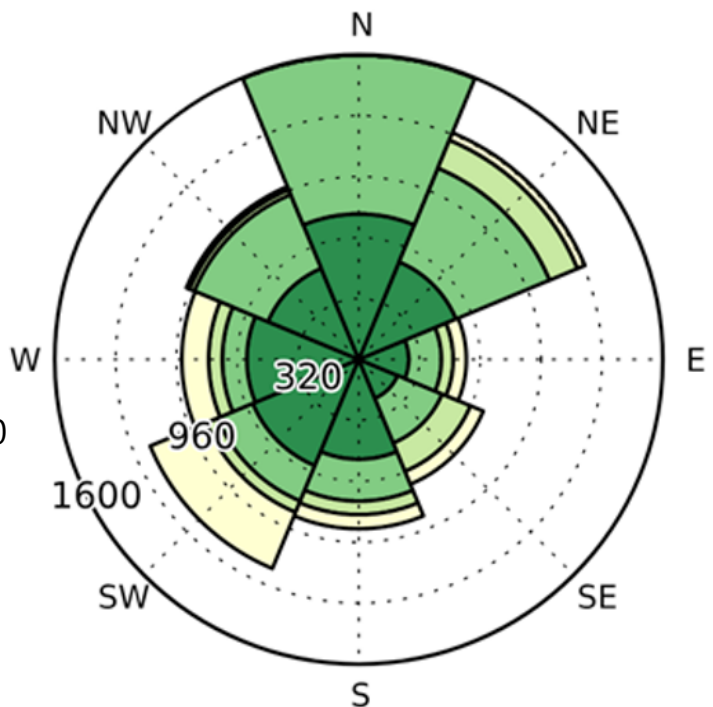
Residents Working Outside the City

Commute Patterns

Brunswick residents working outside the City limits have fairly well-dispersed commute patterns with 50% commuting 10-miles or less. 34% commuted 10-25 miles, with half of those trips to jobs in Cleveland or Akron. Of the remaining 16% of commutes, 7% were in the 25 to 50-mile range. Commutes longer than 50 miles (10%) were mostly southwest along I-71 or west along the Ohio Turnpike.

Overall, the vast majority of Brunswick residents work in either:

- Cuyahoga County (46.5%)
- Medina County (24.1%) or
- Summit County (10.3%).



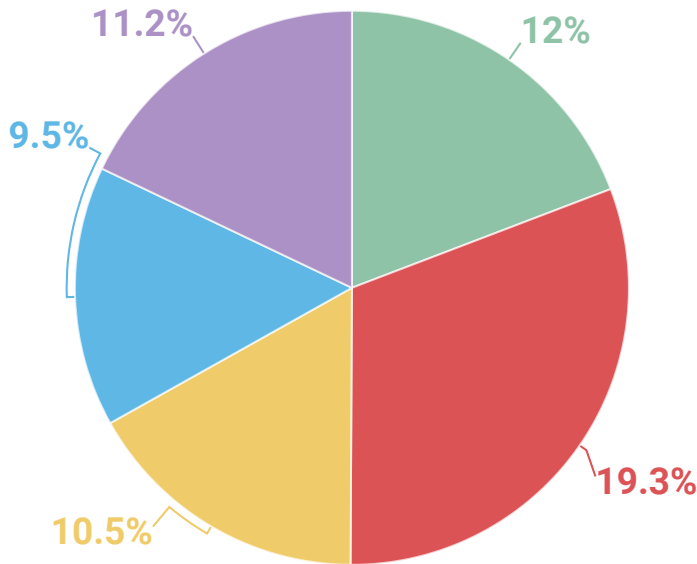
Brunswick resident work commute direction (Source: U.S. Census LEHD)



Brunswick Workforce

The 5 major industry sectors shown below account for over 60% of the jobs within Brunswick.

Major Industry Sectors in Brunswick



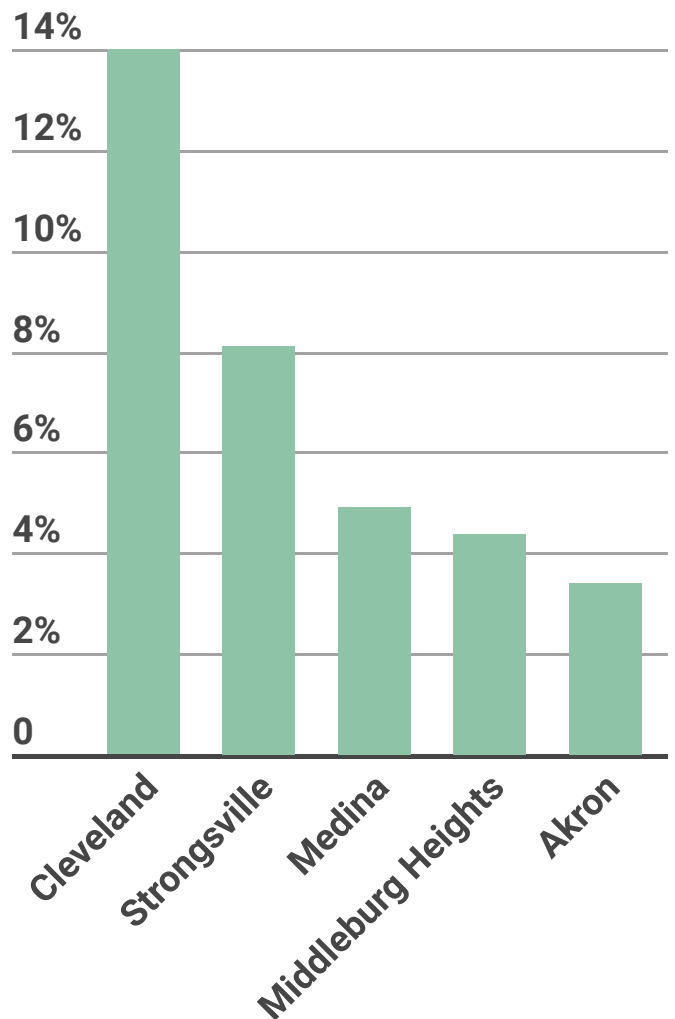
- Manufacturing
- Retail Trade
- Educational Services
- Health Care
- Food Services

Source: U.S. Census LEHD



Where Brunswick Residents Work

While generally scattered throughout NE Ohio, over 22% work in Cleveland or Strongsville.



Land Use & Mobility

Suburban Development Patterns

Car-Centric Community

Nearly half (49%) of Brunswick is occupied by property classified as Single Family Residential. While the street grid varies by residential subdivision, generally older subdivisions constructed in the 1950s between Sleepy Hollow Road and Laurel Road exhibit a more connected, traditional urban block street grid, while newer subdivision constructed since the 1970s contain a combination of curvilinear streets with many cul-de-sacs which inhibit connectivity and walkability. This street grid pattern and the concentration of commercial uses on the City's two primary thoroughfares, Center Road and Pearl Road, create a community that is very auto-centric with limited convenience retail within walking distance of most residents.

Walkability in Brunswick ranks similarly to neighboring Strongsville, but lower than Wadsworth and Medina based on the City's Walk Score. Walk Score measures the walkability of any address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a five-minute walk (0.25 miles) are given maximum points. A decay function is used to give points to more distant amenities, with no points given after a 30-minute walk.

High Traffic Volumes

SR 303 (Center Road) has highest non-freeway traffic volume in Medina County with over 40,000 vehicles per day.

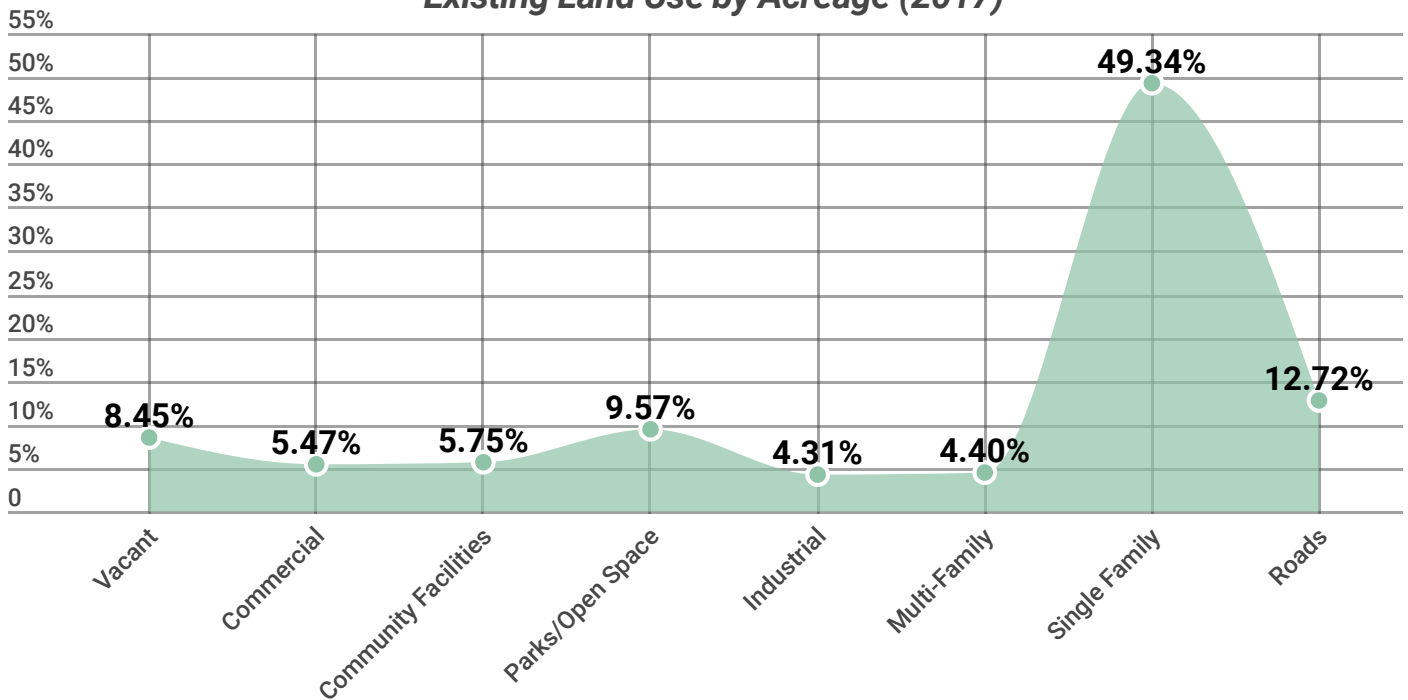
Source: ODOT TIMS



Land Use

Brunswick is Primarily Residential.

Existing Land Use by Acreage (2017)



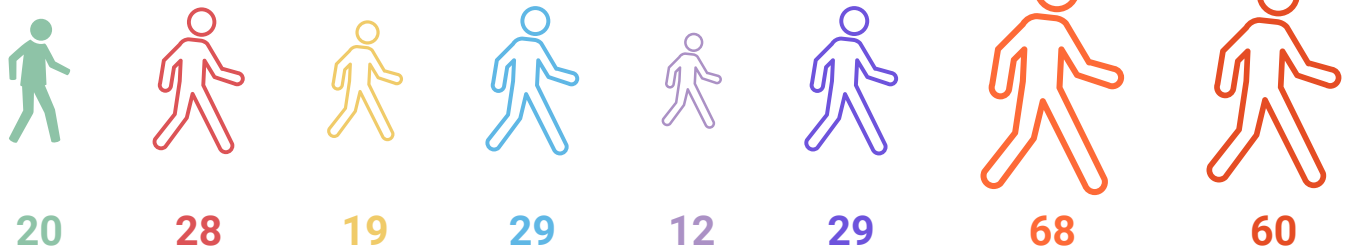
Source: Medina County GIS, Aerial Mapping & Field Observations

Walkability

Brunswick is a Car-Centric Community.

Walk Score measures a community's walkability based on criteria including accessibility to parks, schools, jobs, public transit & businesses along with quality of infrastructure including sidewalks & trails. Source: www.walkscore.com

Walk Score (out of 100)



- Brunswick
- Medina
- Strongsville
- North Olmsted
- Avon
- Wadsworth
- Lakewood
- Cleveland

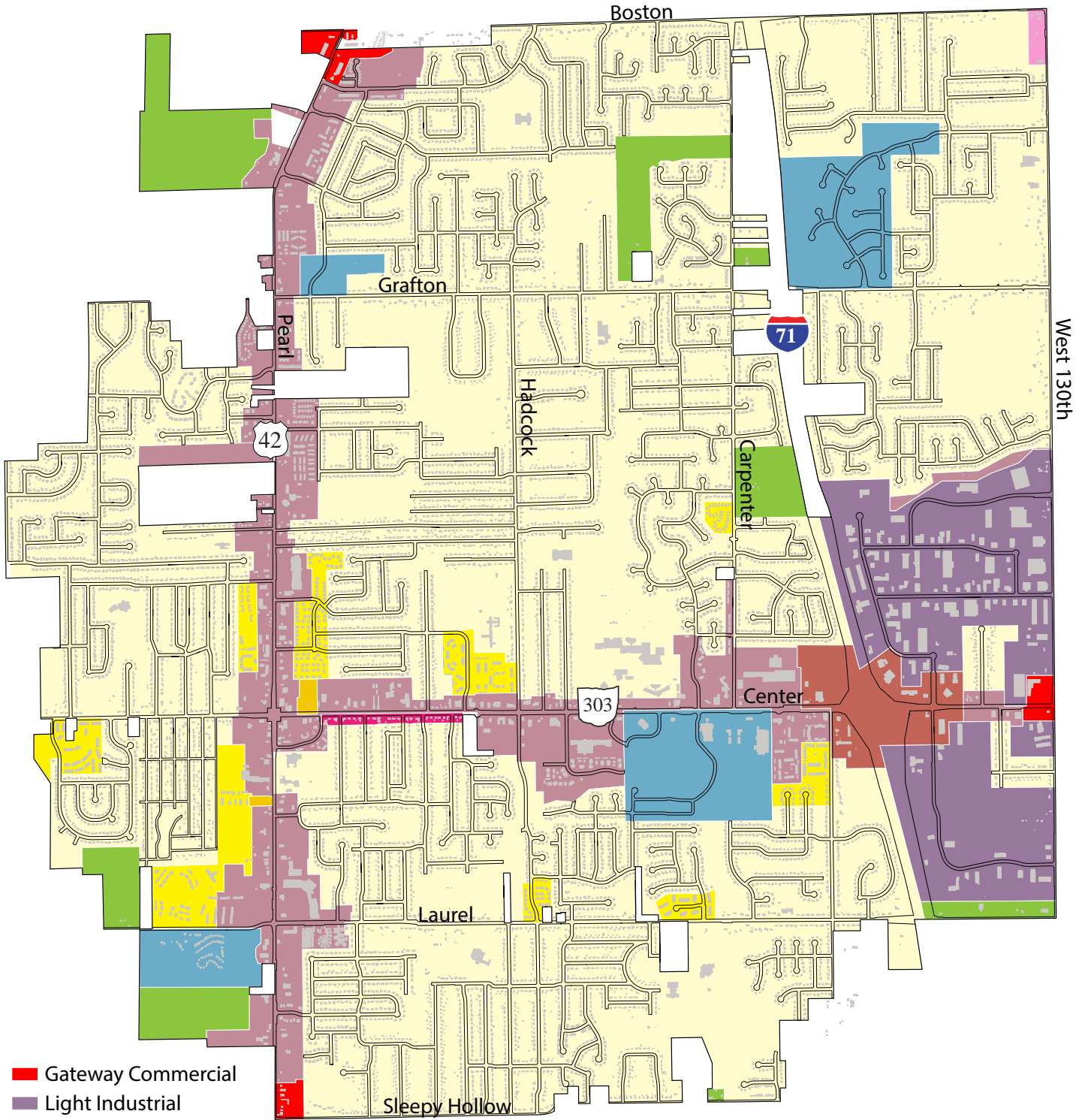
Source: WalkScore.com

Zoning

The City of Brunswick is comprised of a mostly Euclidean form of zoning where uses of land are separated into distinct geographic districts. While the City currently has 11 zoning classifications, the vast majority of land in Brunswick falls into one of the following three districts:

- The **Low Density Residential District** consists of 71% 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 district and not adjacent to Pearl Road and Center Road.
- 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 multi-family housing 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. In this district several single-family dwellings exist as non-conforming uses.
- The **Light Industrial District** is established in the eastern portion of the City, between I-71 and West 130th Street from just north of Laurel Road to south of the Benjamin Farms subdivision. 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, fabricating, research and development, food processing, contractor equipment yards, and corporate offices. Design standards ensure that the industrial parks are developed in an attractive manner and site plan review is required.

Existing Zoning



- | | | |
|--|--|---|
| ■ Gateway Commercial | ■ Low Density Residential | ■ Special Planning District |
| ■ Light Industrial | ■ Senior Residence District | ■ Highway Interchange Commercial |
| ■ Office Commercial | ■ Medium Density Residential | |
| ■ Rural Residential | | |
| ■ General Commercial | | |
| ■ Neighborhood Commercial | | |

Community Facilities

Schools

Brunswick’s public school system consists of one preschool, seven elementary schools (grades K-5), currently three middle schools (grades 6-8) moving into a single middle school, 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 is also a K-8 parochial school in the City at St. Ambrose Catholic Parish.

An extension of Cuyhoaga Community College’s Western Campus, the Brunswick University Center, offers affordable and convenient options for obtaining an education to residents of southern Cuyahoga County and Medina County. Tiffin University and Franklin University also offer extended learning options at the Brunswick University Center, which provides many on-site services to help guide students on their educational paths. At Brunswick University Center, students can take classes to complete an Associate’s degree or earn transfer credits to a four-year institution. The Brunswick University Center also offers workforce development, career training and personal enrichment programs for senior citizens in the community.



Scholastic Achievement

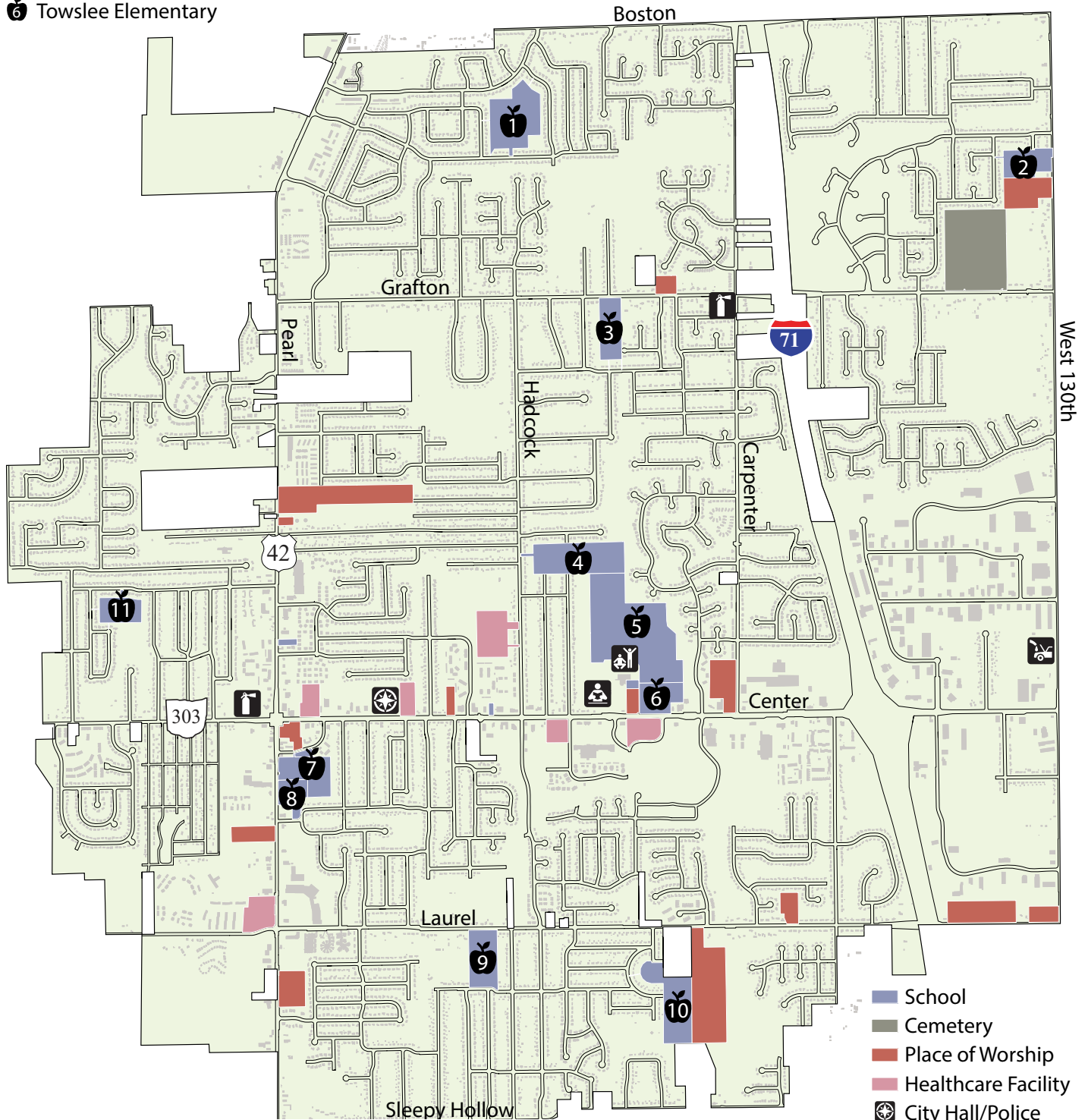
Brunswick City Schools

Brunswick High School was among the top Ohio Public High Schools included in the U.S. News and World Report Best High Schools list. Brunswick High School ranked 96th in the state, earning the high school a silver medal award. The U.S. News rankings include data on more than 22,000 public schools in 50 states and the District of Columbia. Schools were awarded based on their performance on state assessments and how well they prepare students for college.

Source: Brunswick City Schools 2017 Quality Profile

Brunswick City Schools

- 1 Brunswick Memorial Elementary
- 2 Crestview Elementary
- 3 Walter Kidder Elementary
- 4 Willetts Middle School
- 5 Brunswick High School
- 6 Towslee Elementary
- 7 Visintainer Middle School
- 8 Edwards Middle School
- 9 Applewood Elementary
- 10 Huntington Elementary
- 11 Hickory Ridge Elementary



- School
- Cemetery
- Place of Worship
- Healthcare Facility
- City Hall/Police
- Fire Station
- Service Center
- Library
- Recreation Center

Community Facilities

Parks & Recreation

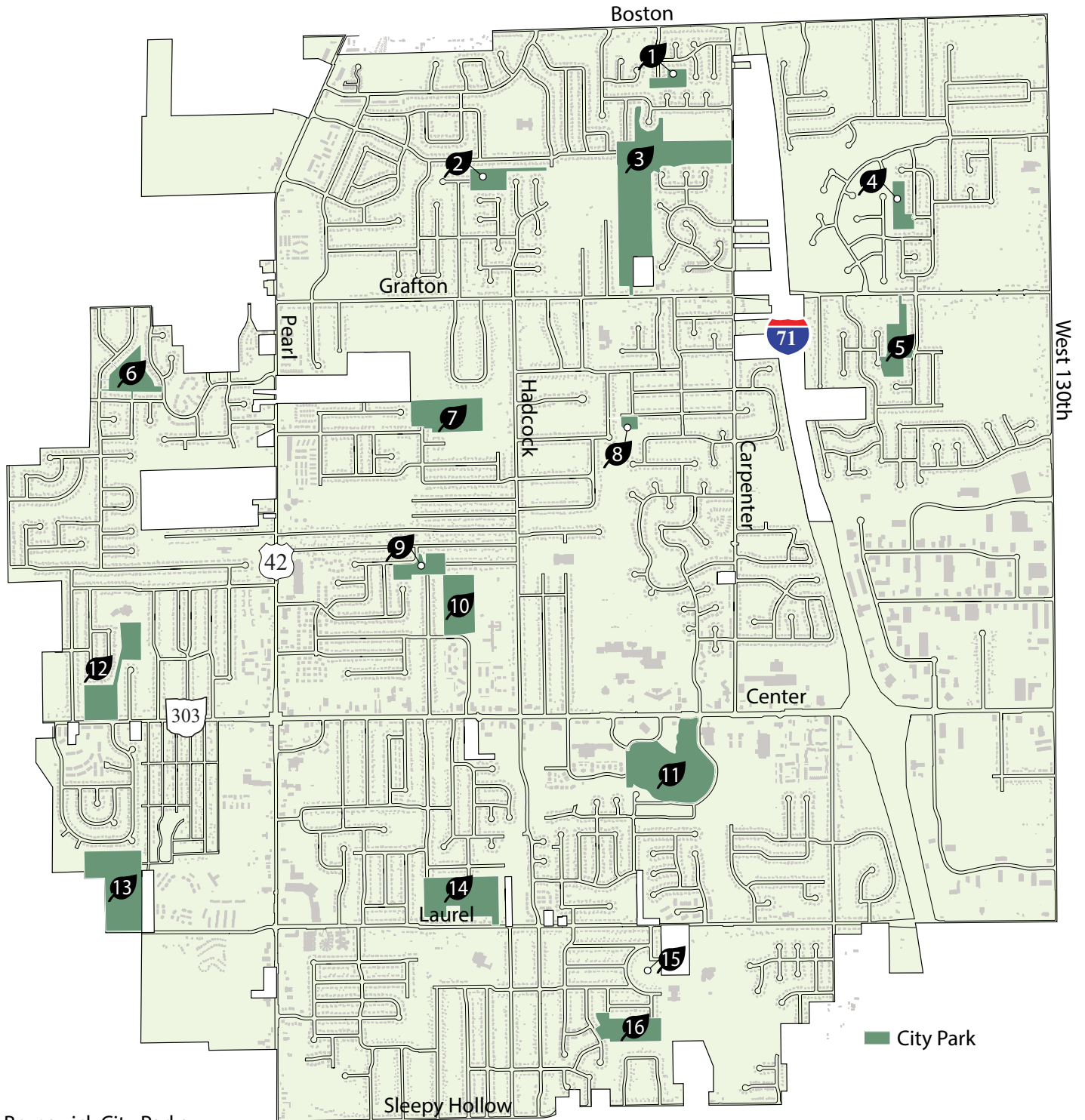
City Parks

The mission of the Brunswick Parks and Recreation Department is to improve the quality of life for all Brunswick residents by providing an opportunity for individuals to spend time on leisure, culture, social, educational and recreational activities that encourage health, relaxation, fitness, enjoyment and learning. The park system of the City of Brunswick has been created for the use and enjoyment of City residents and their guests. There are presently a total of 335 acres of parkland within the City. Parks are divided into three categories:

- A **community park** is a larger site, 15-100 acres in size, serving the entire community with both active and passive use. Amenities may include athletic fields, play equipment, tennis courts, basketball courts, walking trails, picnic areas and pavilions as well as undeveloped natural areas.
- A **neighborhood park** is typically smaller, 3-10 acres in size, and found within a residential neighborhood. These sites serve a 0.5-1 mile radius and the amenities are similar to those found in a community park.
- The final category is **undeveloped open space**, which is land dedicated to remaining mostly undeveloped.

Community Parks	Neighborhood Park	Undeveloped Open Space
City Dog Park	Boston Knolls	Huntington Circle
Heritage Farm	Bridgeport	
Hopkins	James	
Mooney	Pepperwood	
Neura	Pumpkin Ridge	
North	Rolling Hills	
Brunswick Lake	Shenandoah	
	Venus	

City Parks



Brunswick City Parks

- | | | | |
|----------------------|----------------------|-------------------|----------------------|
| 1 Boston Knolls Park | 5 Pumpkin Ridge Park | 9 Shenandoah Park | 13 Heritage Park |
| 2 Venus Park | 6 Pepperwood Park | 10 City Dog Park | 14 Hopkins Park |
| 3 North Park | 7 Rolling Hills Park | 11 Brunswick Lake | 15 Huntington Circle |
| 4 Bridgeport Park | 8 James Park | 12 Neura Park | 16 Mooney Park |

Ecological Resources

Wetlands

The Ohio wetland inventory was completed by the Ohio Department of Natural Resources using data that 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 potentially over 7% (over 600 acres) of the City of Brunswick.

The largest areas of wetlands appear around Brunswick Lake, along Healey Creek, northeast of Hopkins Park, and the now drained Sleepy Hollow Lake. 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 which have already been mitigated.

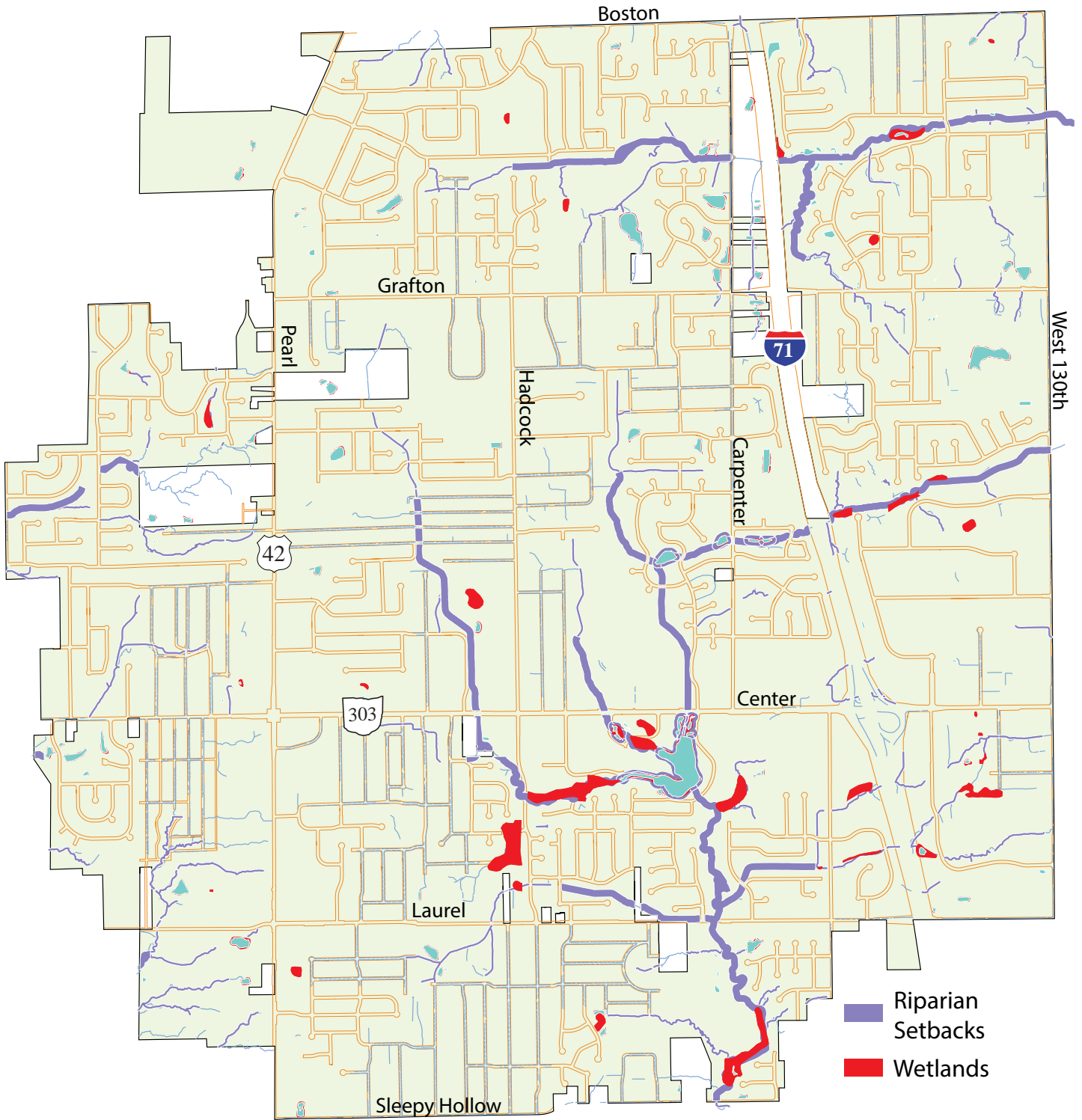
Ground Water

With a glacial till substratum 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.

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 may require additional flood insurance.

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 Cossett Creek. Most of these areas are located in municipal parks or are open space areas that are owned by homeowners associations within each subdivision.



Streams & Wetlands

Watersheds

Rocky River Watershed

Part of Great Lakes Basin

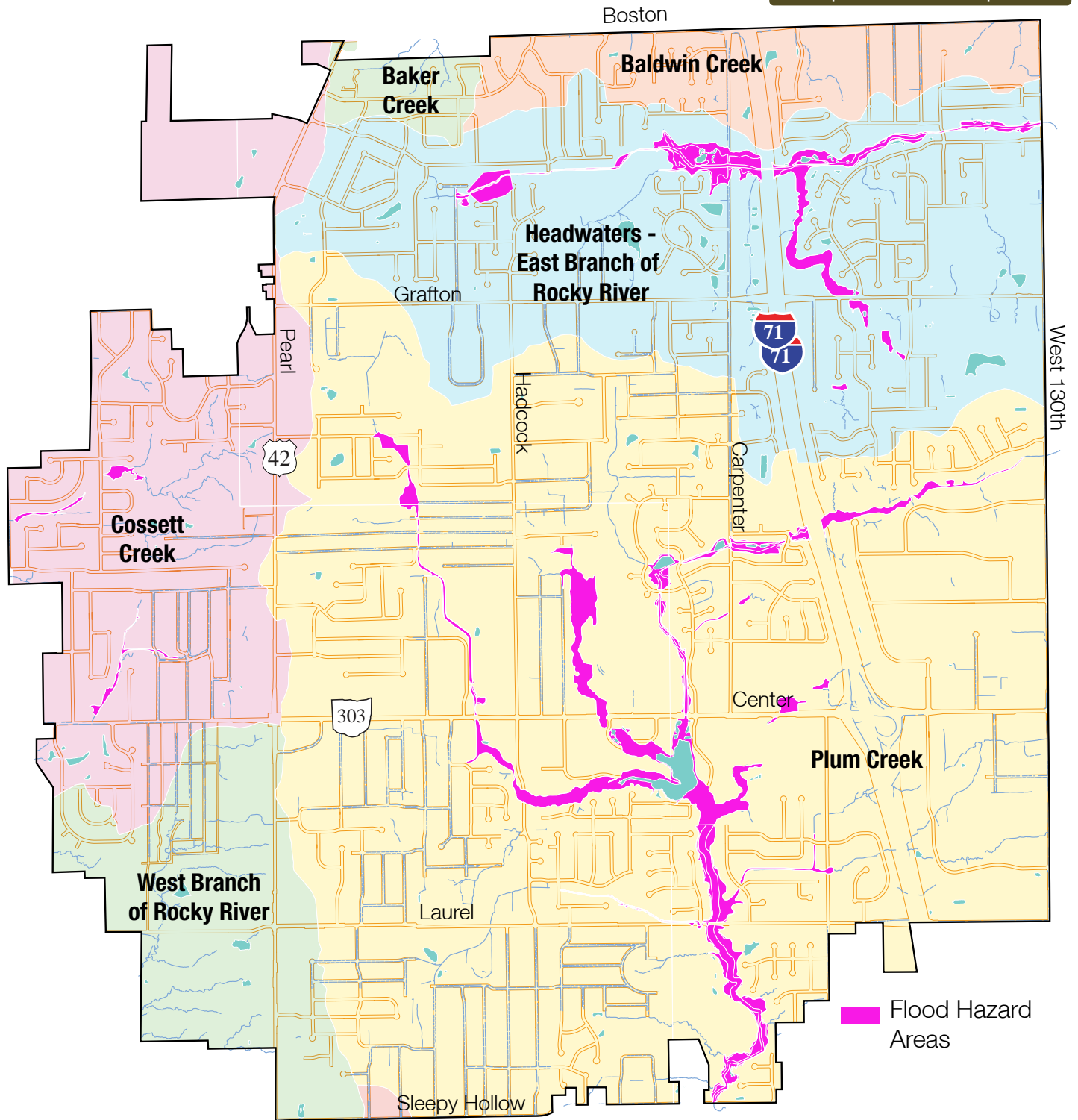
The City of Brunswick lies in the middle of the major watershed of the Rocky River with several creek systems (as shown on the next page) within the City, delivering water to the Rocky River via several different routes which all eventually drain into Lake Erie.

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 runoff 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 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 as follows:

- **Cossett Creek** was evaluated as '**marginally good**' 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 runoff 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, subsequent 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.



NOTE: The Federal Emergency Management Agency (FEMA) inventories areas where flooding is likely to occur. The 100-year flood hazard areas, established by FEMA and shown in the above map, are areas where there is a 1% chance that the area will flood in any given year. Any buildings constructed in these areas may require additional flood insurance.

Watersheds

Transportation

Roadways

Functional Classification

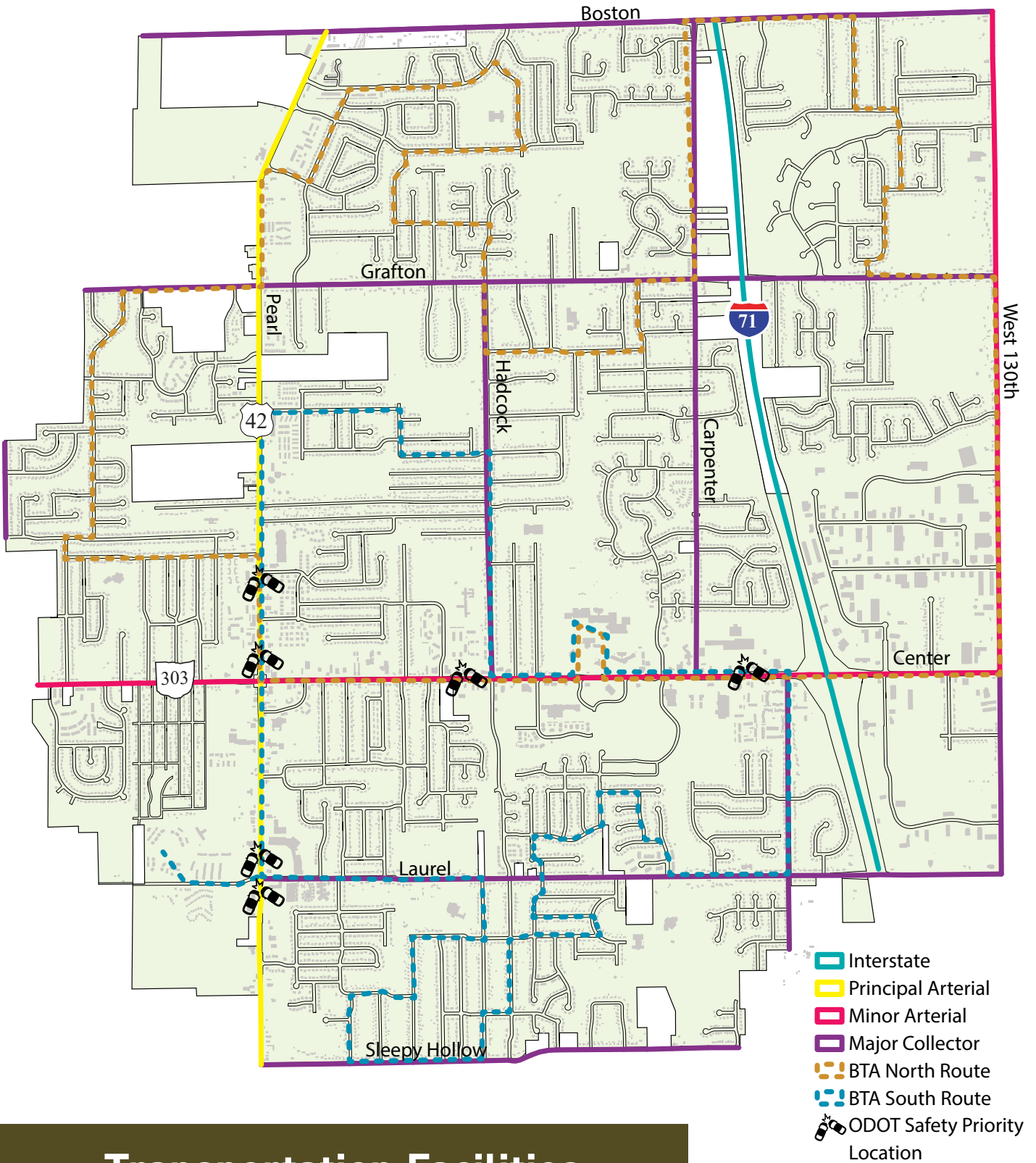
Streets and highways are given a functional classification based on travel patterns and typical use. As the functional classification of a road drops from expressway, principal arterial, minor arterial, collector and then to local, so does the corresponding importance of the type, and in most cases lower traffic volumes are also observed.

Expressways are designed for higher speeds and traffic volumes for moving traffic through an area with limited access. I-71 passes through the City of Brunswick with an interchange at Center Road (SR 303). I-71 runs from Cleveland through Columbus and beyond, while also providing access to the Ohio Turnpike (Interstate 80) and Cleveland-Hopkins International Airport.

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 principal arterial in the City of Brunswick 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 West 130th Street), North Carpenter Road (CR 103), West 130th Street (CR 17) from Center Road to Sleepy Hollow Road, Sleepy Hollow Road (CR 136), and Substation Road (CR 38) from Grafton Road to Center Road.

Local roads include public 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. Local roads are not part of the Federal-Aid System and thus not eligible to receive federal transportation funds.



Transportation Facilities

Utility Infrastructure

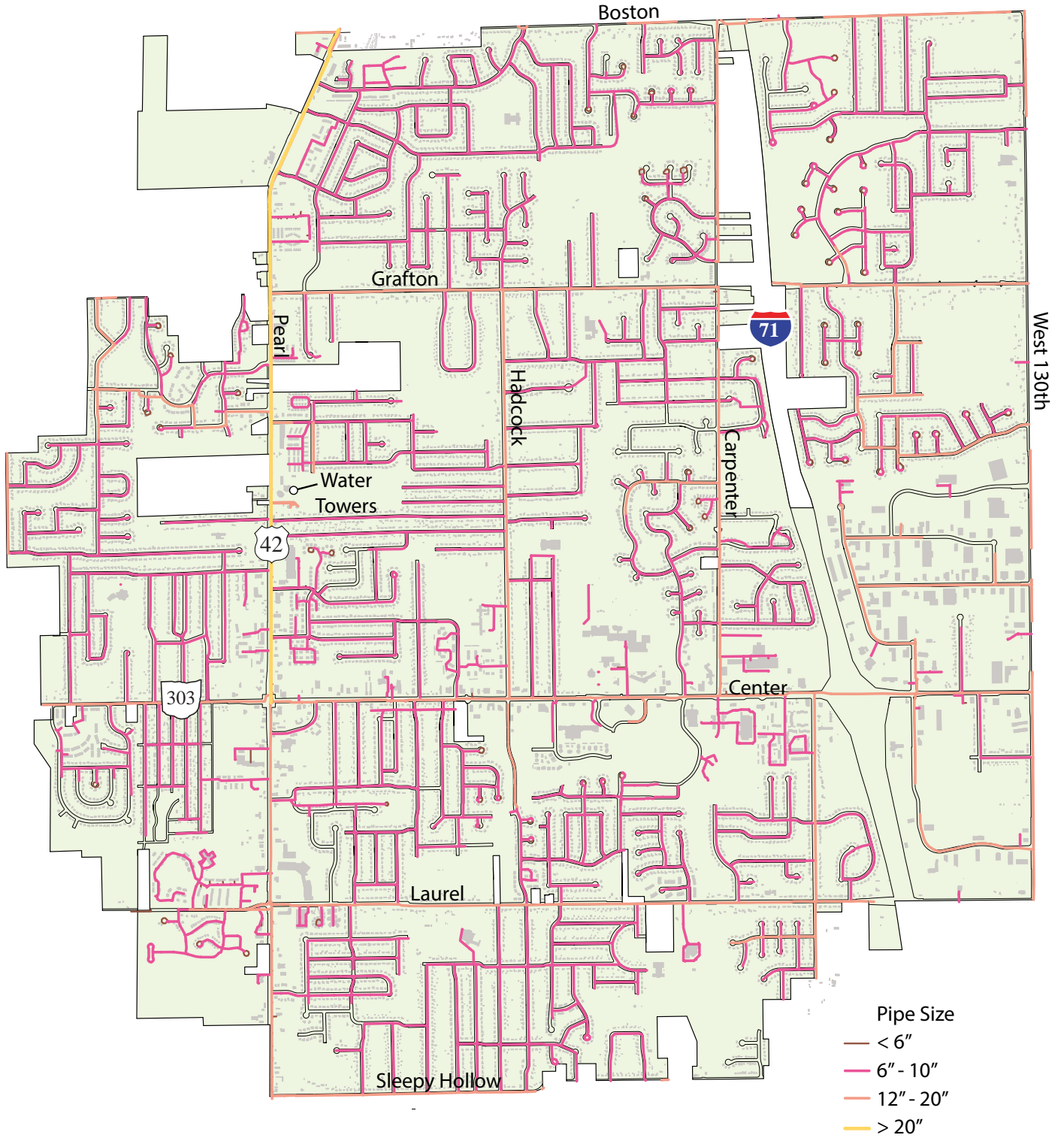
Water

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 two water towers on Keller-Hanna Drive where it is allowed to flow into the Brunswick system.

There have been complaints that residents east of I-71 occasionally experience low water pressure. The Cleveland Division of Water acknowledged and indicated that it was due to periods of increased demand.

Unincorporated areas of Brunswick Hills Township within the City of Brunswick corporation limits cannot receive new Cleveland 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 Department.



Water Lines

Utility Infrastructure

Sanitary

The Medina County Sanitary Engineer (MCSE) operates the sanitary sewer system in the City of Brunswick. The sanitary sewer system is completely separate from the storm water system. The MCSE 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.

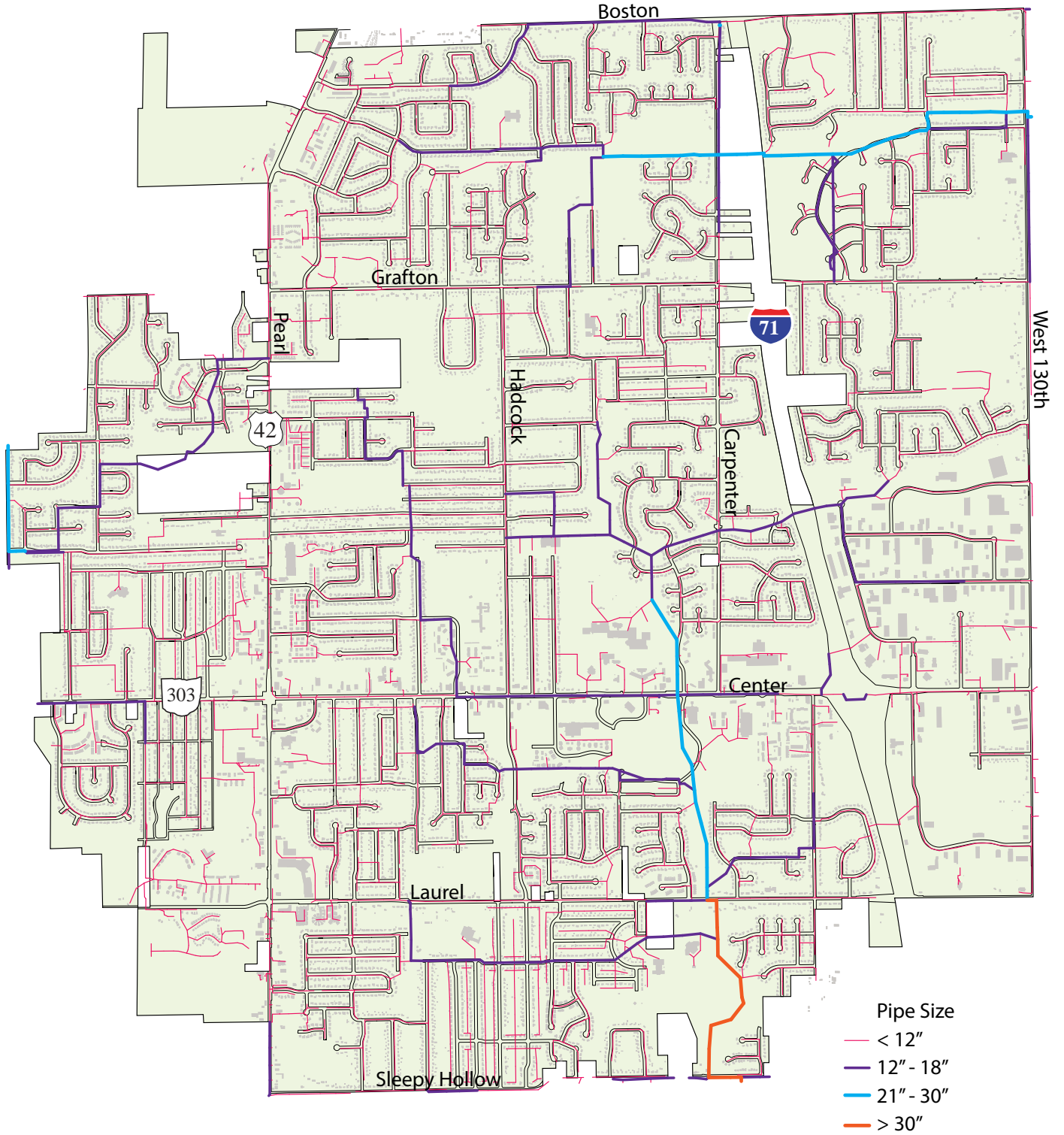
Medina County residents that are serviced by the sanitary sewer system pay a flat rate each month. MCSE is responsible for the maintenance, repair, and replacement of the sanitary sewer main and the laterals within the public right-of-way. The homeowner is responsible for the maintenance (i.e. snaking) of the entire sanitary lateral from the home plumbing to the MCSE sanitary sewer main; however, MCSE is responsible for the repair and replacement of the portion of the lateral within the public right-of-way.

Flooding Concerns

Basement flooding during high intensity rainfall events was cited as concern by several Brunswick residents participating in stakeholder and public meetings. Wet weather flooding may be caused by backups in the public storm sewers or private storm sewer service lateral backups.

Public or mainline storm sewer backups can be caused by a number of factors. Heavy or intense rainfall events can overwhelm the storm sewer system. A blockage in the main sewer line may be caused by breaks in the pipe, intrusion of tree roots, or downstream restrictions. Grass clippings, leaves, branches, newspapers and trash that enter the storm drain can also cause blockage.

Private property piping can also contribute to excess flows. The foundation drainage pipes, the sanitary lateral and the storm lateral are the main components of the private property piping network. These pipes, which include deficient storm and sanitary laterals, often settle as they age. During intense rainfall events this settling can increase and allow migration or exfiltration from the perimeter storm sewer system around the home to the foundation drain, which is located at or near the basement floor slab. The reason that deficiencies develop is that these storm pipes receive little preventive maintenance and as a result begin to deteriorate from the time of their installation.



Sanitary Sewers

Utility Infrastructure

Storm Water

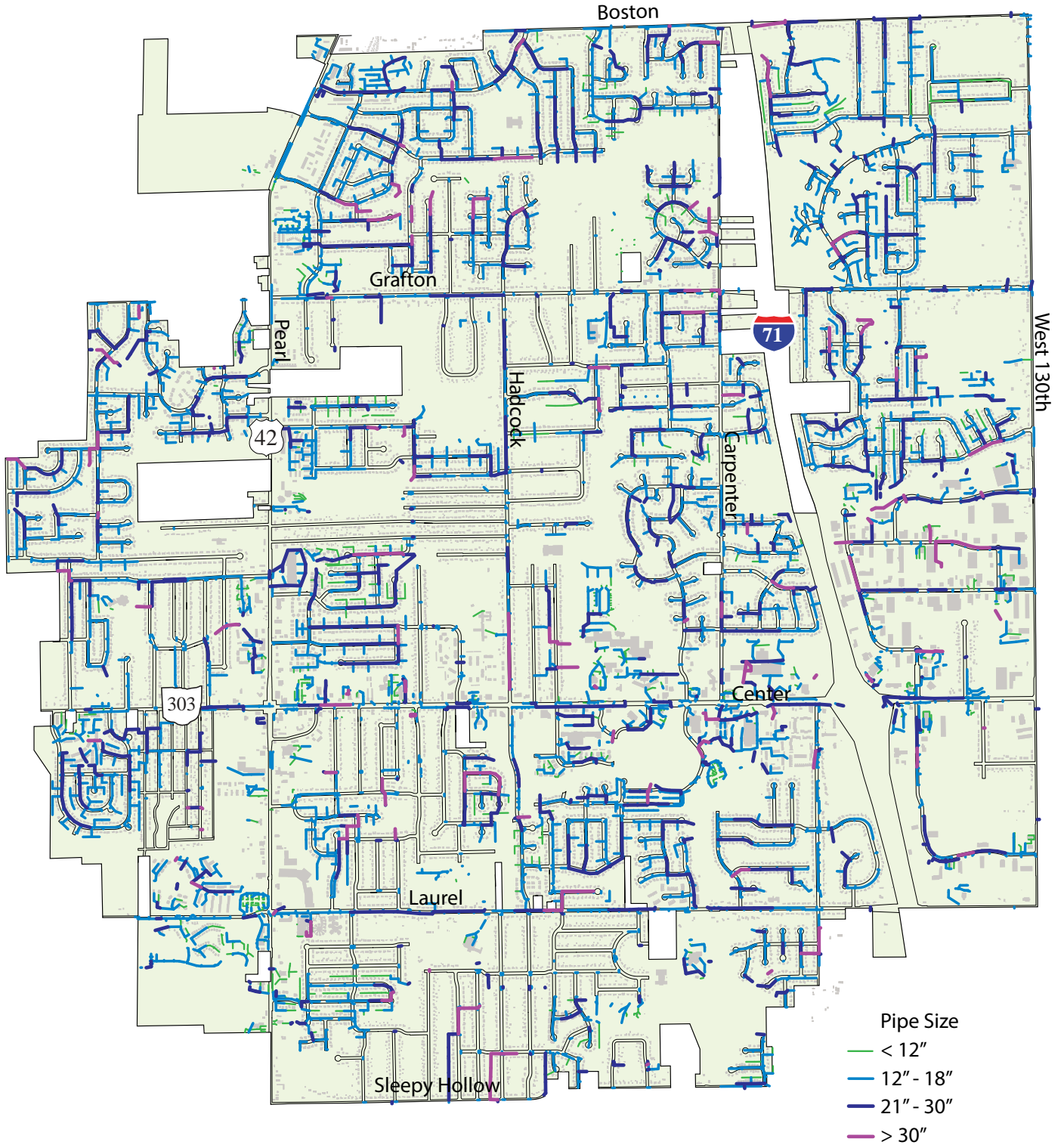
The storm water management system in the City of Brunswick is separate from the sanitary sewer system. Since 1980, strict storm water management guidelines have been enforced through subdivision regulations. These regulations limit post development runoff of a 100-year flood event to be no more than before development.

In 2011, Brunswick City Council adopted an ordinance establishing Chapter 1050 of the Brunswick Codified Ordinances which created a Storm Water Management Utility. The ordinance established equitable rates and charges and an administrative structure to provide for funding the utility's programs.

The Storm Water Management Utility service fee is necessary to pay for:

- The costs of the utility's programs for the operations, maintenance, repair and replacement of the capital facilities of the City's storm water drainage system;
- The planning, design, acquisition, construction, reconstruction, improvement and extension of capital facilities of that system;
- Debt service on obligations incurred and anticipated to be incurred for capital facilities of that system; and
- Maintaining adequate fund reserves to provide for reasonable expected variations in the collection of service fees, in the cost of providing services, and in the demand for services.

Effective January 1, 2012, each lot of parcel of real property within the City corporate limits is charged an Equivalent Residential Unit (ERU) pursuant to Chapter 1050 of the Brunswick Codified Ordinances.



Storm Sewers

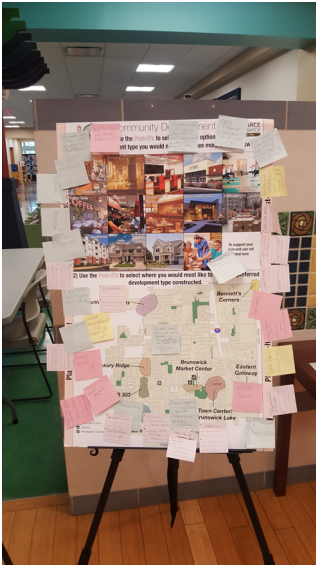
Building Community Consensus

Stakeholder Outreach

The consultant team facilitated four meetings with a Steering Committee comprised of citizen representatives, local organizations, institutions and businesses, along with regional agency partners. The Steering Committee participants were established at the start of the planning process in a joint effort between the City and the consultant in order to gather a wide range of representative community viewpoints.

Smaller meetings of stakeholders, with common interests, were organized into a series of three Working Groups by common planning area, with representation from corresponding City department heads, local and regional public agency stakeholders, and local business and institutional partner representatives. The three Working Groups each met twice during the planning process. The Working Groups were:

- **Economic Development** - Public agency stakeholders and private business representatives;
- **Active Transportation** - Potential project partners and funding agencies for bicycle and pedestrian connectivity enhancements; and
- **Infrastructure** - Potential project partners and funding agencies for roadway, utility and stormwater improvements.



Public Engagement

Public Feedback

Public Forums

The first public meeting served as an introduction to the planning process. Attendees were asked to give feedback at comment boards in three themed workstations:

1. development,
2. transportation, and
3. parks & bicycle/pedestrian connectivity.

At the second public meeting recommendations were shared regarding mixed-use development and streetscape enhancements along Pearl Road, and community-wide pedestrian and bicycle connections. Attendees were asked to comment on recommendations at comment boards where the consultant team facilitated small breakout group discussions.

The third public meeting shared the draft recommendations categorized by planning initiative and geographic Focus Area. Attendees were asked to provide feedback on each issue through a comment form.

Public Forums

The City of Brunswick hosted three interactive Public Forums during the planning process to solicit public feedback at themed stations during the assessment, recommendations, and implementation phases of the planning process.





Community Development

Traveling Board Summary

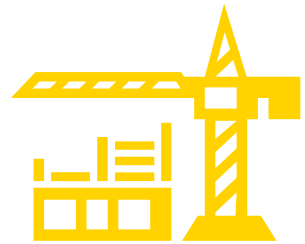
Develop Where?

Responses were spread evenly throughout three areas....

Hickory Ridge (Along Pearl Road)

Town Center/Brunswick Lake

East End (Along SR 303 East of I-71)



Develop What?



NOTE: Results illustrated above were gathered from community input on traveling boards that were posted at various locations throughout the City in the summer of 2018.

Connectivity & Parks

Traveling Board Summary

3 out of 4 Respondents



Want improved connectivity to
Brunswick Lake
North Park
Hopkins Park



Desired Park Improvements



NOTE: Results illustrated above were gathered from community input on traveling boards that were posted at various locations throughout the City in the summer of 2018.



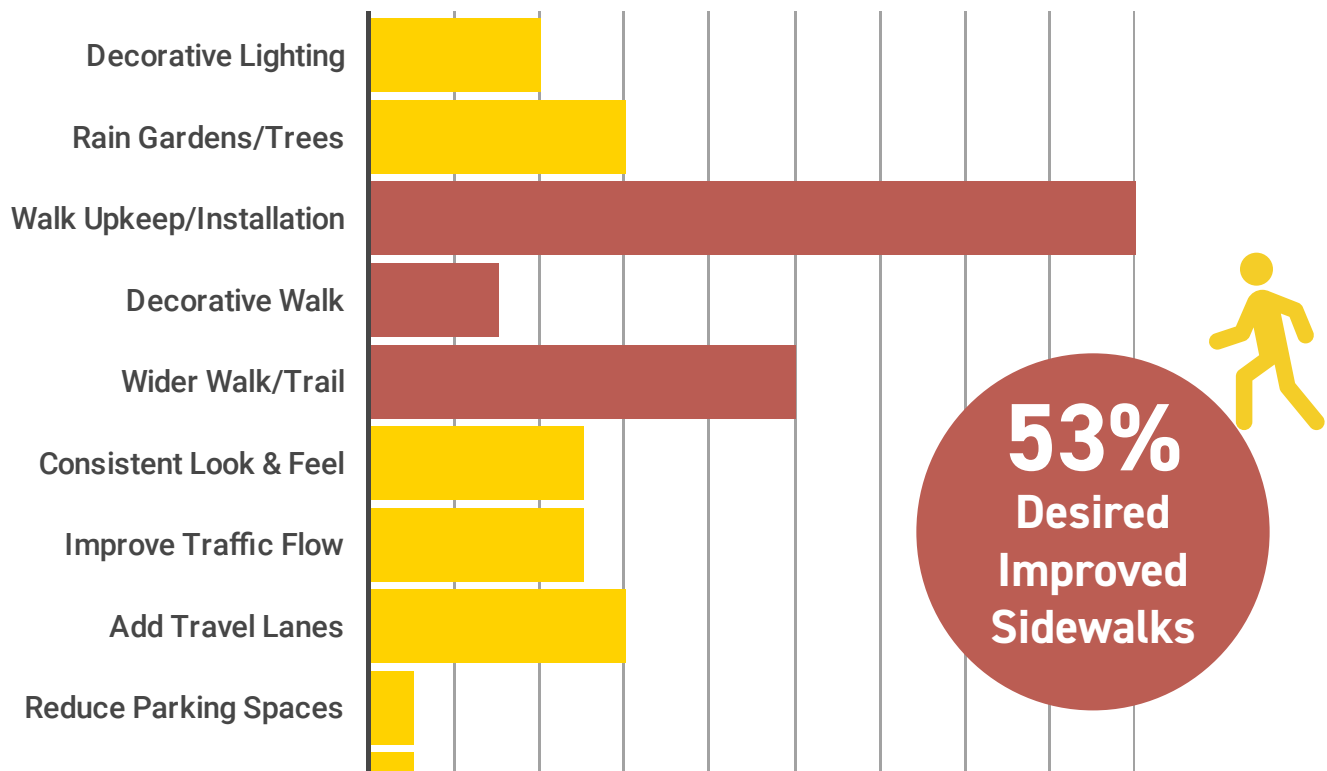
Transportation - Pearl Rd.

Traveling Board Summary

Where to Improve?

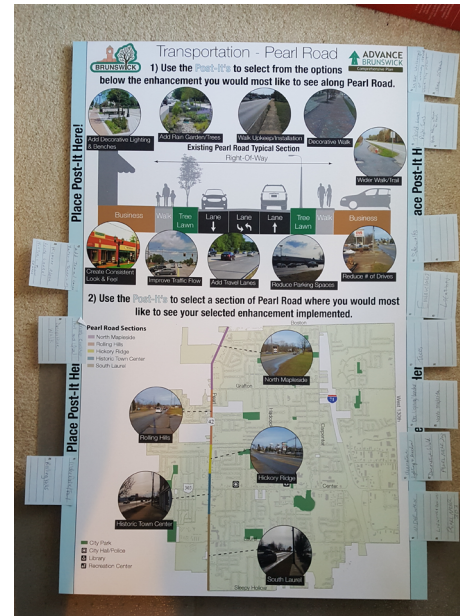
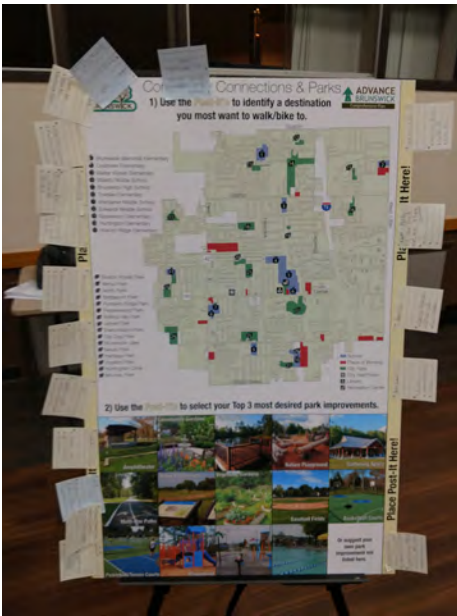
Public feedback largely focused on enhancing the Pearl Road corridor in the Historic Town Center Districts and Hickory Ridge between Oxford Drive and Keller-Hanna Drive. This corridor encompasses Brunswick Plaza, the 2020 Middle School Complex, the SR 303 intersection, and the Hickory Ridge Shopping Center.

What to Improve?

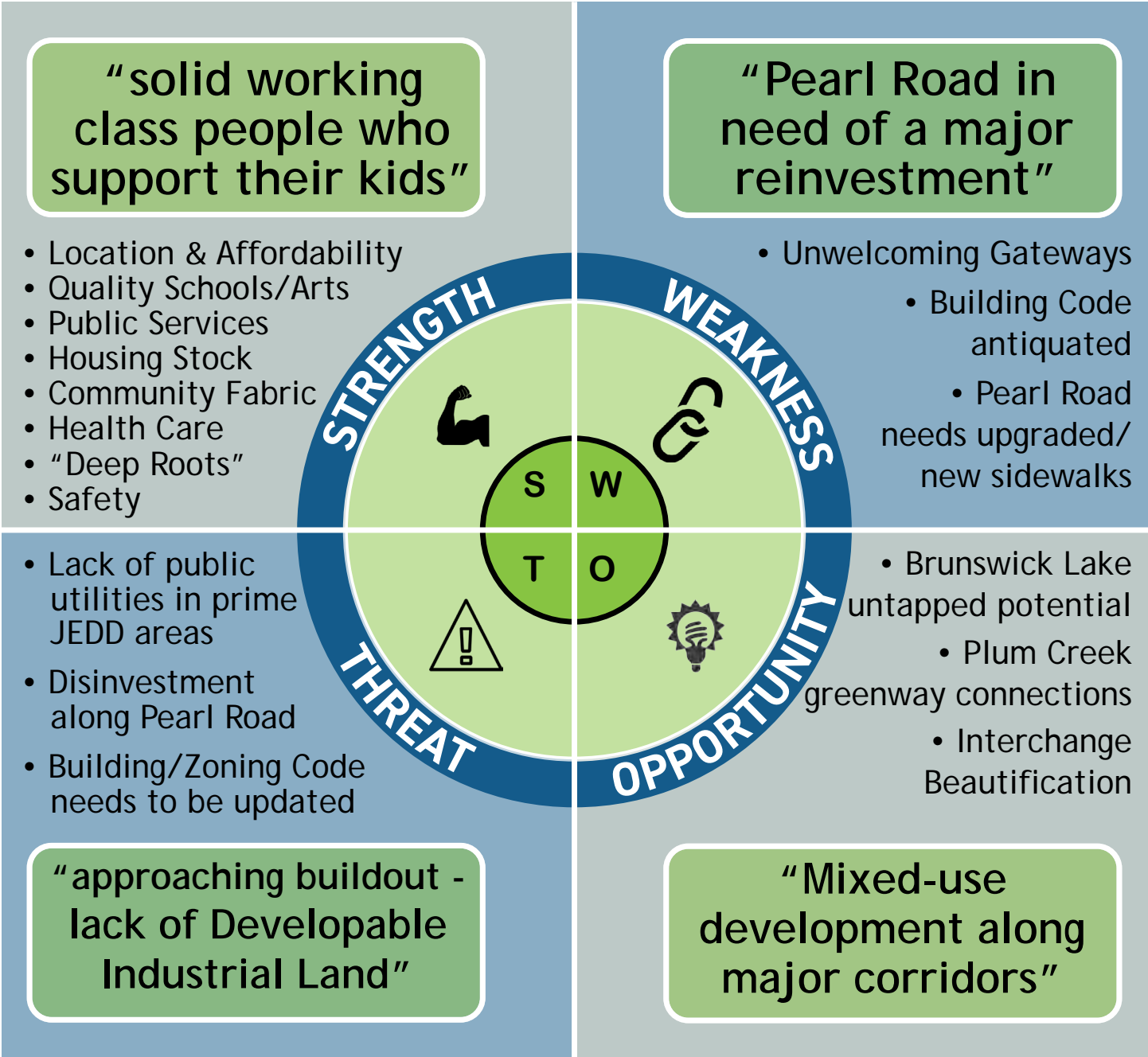


NOTE: Results illustrated above were gathered from community input on traveling boards that were posted at various locations throughout the City in the summer of 2018.

Public Engagement



SWOT Analysis





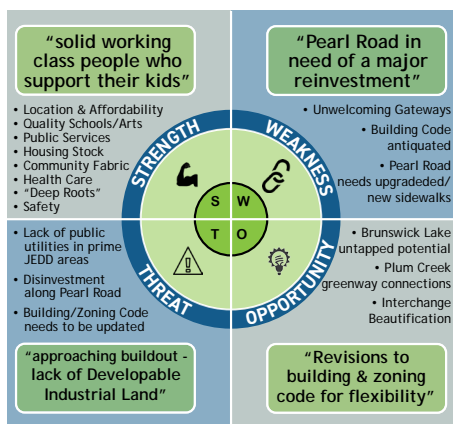
DESIRED OUTCOMES



Universal Themes & Planning Initiatives

Based on stakeholder feedback and public input, goals were established and classified as either (1) **universal themes** that applied across the entire City or (2) more specific **planning initiatives** corresponding to a series of geographic Focus Areas that include corridors and business districts.

Stakeholder Feedback



Public Input



Universal Themes

- Update Zoning Code
- Continue Business-Friendly Approach
- Develop Cohesive Identity
- Expand Local Partnerships

+

Planning Initiatives



Enhance Town Center



Revitalize Corridors & Neighborhoods



Connect Community



Strengthen Tax Base



Enhance Town Center

- Target Brunswick Lake neighborhood
- Attract & retain appropriate mix of retail tenants
- Leverage new hotel as corporate draw
- Partner with Medina County Park District on recreational and facility upgrades
- Promote and market as centerpiece of community branding effort
- Extend placemaking north of SR 303

Focus Area: Brunswick Lake/Interchange Area



Revitalize Corridors & Neighborhoods

- Spark reinvestment along Pearl Road commercial storefronts
- Feature Mapleside area as Gateway anchor
- Position multi-family uses by commercial nodes to create walkable neighborhoods
- Instill placemaking at Community Gateways
- Allocate resources to Code Enforcement especially for rental properties

Focus Areas: Pearl Road Corridor & Gateways



Connect Community

- Establish Plum Creek Greenway linking Brunswick Lake Town Center to Plum Creek Park, North Park, Schools & Local Neighborhoods
- Create trail spurs, sidewalks, and on-street bike routes that radiate east-west to other bike/pedestrian generators
- Enhance Pearl Road as pedestrian corridor
- Provide safe routes to schools

Focus Area: Plum Creek Greenway



Strengthen Tax Base

- Explore partnerships with Townships
- Implement Overlay Districts to stimulate infill redevelopment on Pearl and Center Roads
- Neighborhood-Scale Commercial Development at Bennett's Corners
- Refinement of Industrial Area zoning
- Explore creating Community Improvement Corporation (CIC) to facilitate Economic Development

Focus Area: Interchange Area & West 130th

Balancing Desired Development with Flexibility

Many communities are finding that traditional Euclidean zoning with discrete residential, commercial, and industrial districts is not sophisticated enough to address complicated growth and development issues. To address this issue and attract quality development, local governments are applying zoning regulations that offer increased flexibility, aimed at targeted development areas, in order to spark private reinvestment in their community.

Overlay Districts

Overlay districts are applied in these situations as additional layers of regulation that are superimposed over the underlying existing districts to address these special conditions. Overlay districts can also be appropriate for economic development purposes, to create community character, to implement a specific plan, or for infrastructure protection, such as roadway access and level of service standards.

Overlay districts can also be used to create flexibility within an underlying zone. This flexibility can come in the form of relaxed setbacks, density bonuses, or other development techniques that may not be permitted under a typical zoning district. This flexibility is sometimes essential when promoting redevelopment or when dealing with a challenging development site.

An explicit purpose and intent statement for design standards that apply to the overlay district helps to clarify the legal and policy basis if they are challenged in court. These statements confirm the policy intent of language within the regulations. They also provide direction for interpretation and discretionary decisions. These purpose statements should be tailored to support the community's vision and objectives for development within the corridor.

Brunswick, like most conventional suburbs that developed rapidly in the later half of the 20th century, had its development patterns governed and shaped by a traditional Euclidean zoning code which segregated land uses.

Implementation of overlay districts may be used to achieve desired form-based flexibility of use without changing the underlying zoning classifications. Several potential applications of overlay districts are detailed in the Focus Areas discussion and include:

- The Hickory Ridge District along Pearl Road (US 42);
- SR 303/I-71 Interchange Area (North Town Center); and
- The Central Intersection of Center Road (SR 303) and Pearl Road.

Overlay Districts

A Valuable Tool for Defining Place

What is an Overlay District?

An overlay district is zoning tool that creates a special zoning district, placed over an existing base zone(s), which identifies special provisions in addition to those in the underlying base zone. An overlay district may or may not match the boundaries of an underlying zoning district(s). Overlay districts typically provide a higher level of regulation than the existing base zoning classification, but they can also permit exceptions or be less restrictive. In cases where standards imposed by an overlay district and the underlying base zoning classification conflict, those of the overlay district typically control.

Where is it Valuable?

In an area with multiple underlying base zones (e.g. commercial office, retail, industrial or multi-family residential) an overlay district can provide flexibility to create uniform regulations in the area without the need to adjust all of the base zones within the district. As shown to the right, there are many examples where the use of an overlay district effectively regulates future development.

Examples of Overlay District Uses

- Preserve integrity of historic districts
- Enhance streetscape & drive access management along commercial corridors
- Improve pedestrian environment
- Apply form-based regulations
- Guide placement of parking
- Provide transition between non-compatible districts
- Regulate & define architectural standards in a specific district
- Develop riparian buffers along lakes or rivers
- Create height restrictions around airports

Creating the District

Creating an overlay district is a simple four-step process that includes identifying goals, defining the limits of the district, developing regulations, and the approval process for the district.



Questions to Consider when Developing Regulations

- How will the new standards guide development in a way that reflects the vision and/or policy?
- What will the overlay district regulate and how is it different from the base zoning?
- Should incentives be tied to the overlay district (e.g. density bonuses)?

Administering the District

An overlay district can be integrated into the administration of the existing zoning ordinance. Additional reviewer training will be needed. Depending on existing staff capacity and size/complexity of the overlay district, additional code reviewers and/or inspectors may be needed. A well-written ordinance and clear delineation of boundaries will simplify compliance.

Parking Standards

An updated Zoning Ordinance should consider revising the current parking standards which are based on a traditional regulation of minimum required number of spaces per floor area of use. Several potential modern best practices are described below:

- **Abolishing Parking Minimums** - Minimum parking requirements make assumptions about what types of cars people drive, how long they park them and how far they are willing to walk — assumptions that are often false. These standards promote driving rather than other forms of transportation, resulting in higher development costs and rents, as well as increased storm water runoff, urban heat islands and water pollution. Parking lots created by minimum requirements have resulted in huge gaps between buildings, making communities far less walkable and bikeable, in order to ensure that every building is completely self-sufficient in the unlikely event of a parking catastrophe. Land use has thus become financially inefficient, as largely unused asphalt precludes more income-producing development opportunities.
- **Shared Parking Credits** - Spread-out parking requirements assume that each business has its own separate parking supply and that it must be large enough to accommodate the peak hour of the peak day of the year. That assumption results in excessive parking. Different parking uses peak at different times of day—office parking in the middle of the day, retail in late afternoon and on weekends, restaurants in the evening. Shared parking provisions allow developers to reduce parking supply requirements when different uses can share the same parking spaces.
- **On-Street Parking** - The most valuable parking in most commercial and mixed-use places is parking on the street in front of businesses. Yet many cities are careless about keeping on-street parking or do not do enough to ensure the maximum number of spaces per block. Shifting from parallel to diagonal parking can increase parking supply by up to 30 percent per block face.
- **Fee-In-Lieu System** - In places where the City is providing public parking facilities or where a parking district has been created, provisions can be written that allow a developer to pay a set fee in lieu (FIL) of providing parking supply directly. The money from FIL payments is then used to expand public parking supply. It is important that any FIL fee schedule be realistic about actual costs of parking.

Case Study:

Managing Parking Standards Marlborough, Massachusetts

Marlborough is a medium-sized city located near the intersection of the Massachusetts Turnpike and Interstate 495. To accommodate its workforce and residential parking needs, Marlborough has enacted three zoning measures to improve parking standards to encourage development. The City has taken steps to decrease the oversupply of parking through provisions for shared parking, compact car spaces, and temporary reserve parking.

Marlborough's shared parking provision has been primarily used within the mixed-use town center and is focused on taking advantage of the differing parking needs among its residential and commercial uses. As Marlborough's parking needs grew, the City enacted a provision for shared parking to relieve the pressure on developers to account for 100% of their parking requirements in an already limited environment.

The compact car regulation is straightforward in its approach as it allows up to 33% of a site's required parking spaces to be reduced by one foot in width and two feet in length. This reduces the footprint needed to hold the same amount of cars.

The temporary reserve parking regulation in Marlborough is primarily used within industrial park areas where the demand for parking on a daily basis falls significantly short of the required number of spaces. However, to accommodate increased parking demand on select occasions, it is important to provide a reserve supply of parking that can be left in a grassy or earthen state. This regulation allows developers to reduce the amount of on-site paved parking spaces, yet does not limit the total number of space available for temporary use.



Universal Theme

Update Development Regulations

Access Management

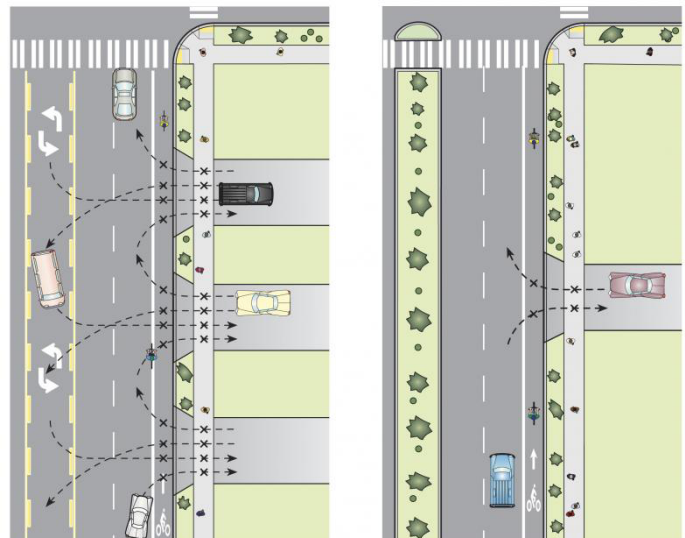
Traffic circulation is always important when planning for development or redevelopment. The traffic demands that are created by development along major roadways can be dramatically affected by multiple curb cuts and uncoordinated access points. Access management involves planning and coordinating the location, design and operation of driveways together with internal roadway design features. Access management techniques such as driveway spacing requirements, shared access drives, cross access easements, right in/right out only access, frontage roads, and medians can provide automobile access to businesses along the corridor in a safe and efficient way. These techniques can also help maintain capacity of the roadways and drastically improve safety. Some communities adopt access management as a separate part of the zoning or subdivision ordinance that applies to all roadways within the community. Several state departments of transportation and local county engineer offices have additional standards for access management which can also be consulted.

ODOT recently completed a safety study along the Pearl Road corridor from SR 303 to Keller-Hanna Drive. The study identified the long-term need for a formal access management plan for the corridor that recommends driveways be closed or consolidated to provide the spacing recommended in the ODOT State Highway Access Management Manual. As properties redevelop, access management improvements should be considered as part of the site plan approval process by the City of Brunswick.

Driveway Consolidation

Fewer driveways spaced further apart reduce vehicular conflict points and allow for more orderly merging of traffic presenting fewer challenges to drives.

Source: Live-active.org



Green Building

Brunswick has made great strides in recent years in conserving and protecting ecological resources and has an opportunity to become a leader in setting policies and practicing service delivery innovations that promote environmental sustainability. Implementing green building provisions into the City's development regulations would promote a sustainable future that meets today's needs of a stable, diverse and equitable economy without compromising the ability of future generations to meet their needs by protecting the quality of the air, water, land and other natural resources.

Green buildings have been shown to improve the bottom line for property owners as energy cost savings translate to increases in occupancy rates, rents, building values, and return on investments. Municipal benefits include a reduced demand for utility infrastructure such as water supply, storm sewers, and transportation development and roadway maintenance burden. The City should consider establishing a green building program that:

- Improves the economic and environmental health of the City through measurable objectives;
- Tracks and analyzes key indices to measure performance and monitor success;
- Commits the jurisdiction to achieve benchmark targets;
- Educates the community of benefits of green building from a triple bottom line perspective that results in cost savings and increased values for property owners;
- Provides incentives for voluntary compliance; and
- Establishes a long-term phased approach for adoption of mandatory compliance.

In the US
**GREEN
BUILDINGS**
have prevented:



Universal Theme

Continue Business-Friendly Approach

Attracting and Retaining Business

Brunswick has made a concentrated effort to seek out and assist businesses looking to remain, expand or potentially locate in the City. New economic incentives have attracted substantial commercial and residential investments in recent years, with more development planned in the near future. Forward-thinking business people are discovering the “can do” spirit prevalent in Brunswick. With economic development incentives and a business cooperative government, the City is proactively assisting businesses to grow and expand in the City.

Economic Development

The Division of Economic Development’s objective is three-fold: retain our current multi-dimensional business offerings in Brunswick, engage them to grow in Brunswick, and encourage organic growth of new business in Brunswick. Additional priorities include workforce development, direct communication and engagement, and creating a multi-tiered approach to grow in the Brunswick community. Economic Development works cooperatively with stakeholders, private partnerships, along with local, national and international concerns to accomplish their objectives.

Future Trends

The City anticipates continued growth at multiple levels in the service, manufacturing, corporate office, and development sectors in the coming years. While growth is anticipated, Brunswick will remain cautiously optimistic, as many raw material sectors remain soft and some of the financial markets continue to fluctuate. The City should continue to reach out to the community, schools and businesses, to enhance and engage in communication, with the objective of expanding their network, translating into the common goal of increasing economic opportunities for Brunswick and the region. As the City meets the objectives of growth, funding requests will be commensurate to the opportunities presented to the City while exercising fiscal responsibility. As the growth and interaction with businesses enhances, the workload for the Community and Economic Development Department will continue to expand requiring Administration to engage and support this growth and work closely across all departments in the City.



Universal Theme

Strengthen Public-Private Partnerships

Explore Further Regional Partnerships

The City's focus on partnerships, particularly with surrounding communities, safety forces and the Brunswick City Schools, has been a key component in the City's ranking as one of the safest communities of its size in several national studies.

The City's continuing partnerships include the Brunswick Hills Township Police Department's addition of a full-time school resource officer in the district, joining two full-time Student Resource Officers from the Brunswick Division of Police; the City's agreement with the Medina County Park District for operation of Brunswick Lake Park; collaboration with the Medina County Economic Development Corporation and Northern Medina County Chamber Alliance; its continued Community Housing Impact and Preservation (CHIP) grant partnership with the City of Medina; and Southwest General Hospital's renewed sponsorship agreement with the Brunswick Recreation Center.

The City is in partnership with the Medina County Park District to assist in operating the Susan Hambley Nature Center at Brunswick Lake. The City should continue to look for opportunities to expand this relationship to other passive City parks. The Park District is well versed in preservation and connectivity via multi-use trails. This partnership could lower the City's costs to own and operate the City parks and in turn be able to reallocate funds for other, much needed park improvements.



Universal Theme

Brand & Market Cohesive Identity

Changing Public Perception

Brunswick's Image in the Regional Market

For residents of not only the City but also Hinckley, Valley City and Brunswick Hills, as well as parts of Granger and Medina Townships, Brunswick is the commercial and institutional center of Northern Medina County.

Evolving Beyond a Bedroom Community

For many years Brunswick suffered from a stigma that it was just a sprawling suburb without any real identity or defined sense of place. Dominated by two heavily traveled commercial corridors along Center Road and Pearl Road, Brunswick traditionally satisfied most of the basic commercial needs of its residents. Over time as the community grew and newer subdivisions brought increased wealth and purchasing power many residents began to desire additional dining and shopping options within the City. Development of the Brunswick Town Center satisfied some of these longings, while extension of the City's Industrial Parkway south of SR 303 to West 130th Street helped strengthen and diversify the municipal tax base.

Untapped Potential

The Brunswick of today has grown and capitalized on its core strengths - strong neighborhoods and excellent public schools - while adding numerous amenities that help continue to make the City a community of choice and a great place to raise a family. While some relics of the past are gone like the old car show, other unique attractions like Mapleside Farms and Scene 75 have grown to become true regional tourist draws. The Plan represents an opportunity to better connect the assets the City already has in place, revitalize existing commercial corridors through thoughtful design and placemaking, and position for future, managed growth reflective of community desires.



Planning Initiative

Enhance Town Center

Context

Historically the intersection of Pearl Road and Center Road (SR 303) was the original town center with two general stores, a post office, churches, a blacksmith and several other stores providing farmers and their families needed goods and services. Subsequent construction of I-71 and widening of the Center Road (SR 303) corridor shifted development away from this community focal point creating a void in the civic realm that was left unfilled until the opening of the Brunswick Lake Town Center in 2006. As an emerging neighborhood nestled around Brunswick Lake Park and anchored by a regional shopping center along with a four-story hotel, the new Town Center is firmly established as the focal point of the community.

Opportunities

The Town Center has an ideal commercial location, strategically situated in a master planned community along Brunswick's main retail corridor on SR 303, with close proximity to I-71. It is home to a highly visited shopping center with grocer Giant Eagle drawing an average of 38,000 customers per week and features a strong lineup of national tenants including The Home Depot, Great Clips, GNC, Chipotle Mexican Grill & Applebee's. In addition, a Choice Suites hotel and assisted living center in the rear of the development should serve to anchor smaller retail spaces in the lifestyle portion in the center of the development.



Residential Neighborhoods

Brunswick is primarily a bedroom community full of relatively new, large homes that many young families are attracted to. Coupled with the excellence of the Brunswick City School District, the quality of newer homes and neighborhood amenities are among the City's greatest assets. Maintaining and enhancing the City's housing stock is paramount for the City's continued growth and success.

As the City continues to grow and age, prioritizing neighborhood maintenance, diversifying the housing stock and ensuring high quality development are critical.

Maintenance Code

With over half of the homes in Brunswick over 30 years old, consideration should be given to enhancing the maintenance code to aid in the upkeep of the existing housing stock. This would provide a minimum standard for the visual character and general safety of residential properties while maintaining home values. Point of sale inspections is another option to maintain the City's housing stock.

Continue to Diversify Housing Stock

Though the majority of the housing stock offered in Brunswick are single family homes, recently there have been multiple new housing developments that are focused on diversification. The developments include: Harbor Woods Living, Danbury Senior Living, and townhouses at The Enclave at Autumn Reserve. Continued focus should be given to diversifying the housing stock to attract different ages of residents to allow for continued growth.

Strategic Placement of Multi-Family Residential

Given the limited amount of undeveloped land available within the City, efforts should be made to preserve commercial viable properties for uses that host jobs and expand the City's municipal tax base. Strategic placement of multi-family housing in areas with limited development potential or existing blight located in close proximity to business districts will help create walkable neighborhoods and serve to help meet workforce needs for local employers.

Planning Initiative

Connect Community Assets

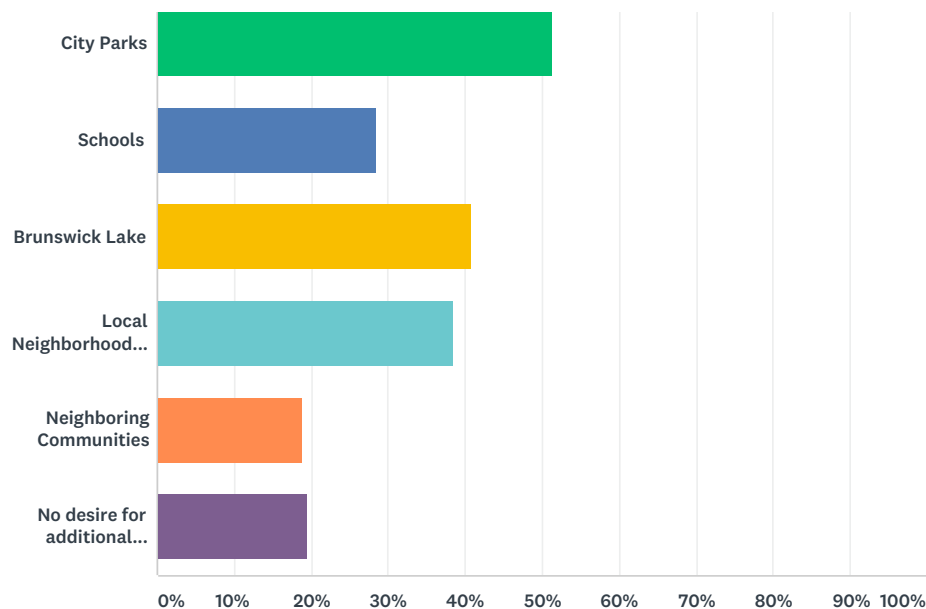
Multimodal Connectivity

Enhancing Livability

Brunswick has a well-connected roadway network with Center Road (SR 303) providing east-west connectivity to I-71 and Pearl Road (US 42) connecting north to Strongsville and south to Medina. With these two arterial corridors, and several collector roadways servicing them, the City has a limited need for new roadway connections but could benefit from the provision of additional non-motorized transportation facilities (e.g. sidewalks and trails) that serve pedestrians and cyclists.

The City boasts a large municipal park system, while greenspace is also preserved through several homeowner association spaces. The parks/open spaces vary in size and intensity in use, and would benefit from enhanced connections between recreational facilities and surrounding neighborhoods. There are small hiking and biking trails within several of the City's parks, however there is not a comprehensive trail system linking the neighborhoods and recreational resources in the City. Constructing a multi-purpose trail linking City-owned park and open spaces, schools, and neighborhoods would enhance livability and offer public health benefits. As more residents move to the City, linking these spaces with a comprehensive network of trails/sidewalks improves the local quality of life.

Community Survey:
Where would you like to see bike/pedestrian facilities connect to?



Planning Initiative

Strengthen Tax Base

Leveraging Private Investment

Utilizing Economic Development Tools

Though the entire City currently is included in either a residential or commercial Community Reinvestment Area (CRA), other economic development tools should be considered with this plan to assist the City and/or local business owners in attraction and revitalization efforts. To improve infrastructure or add streetscape enhancements, a Tax Increment Financing (TIF) Incentive District could be considered to facilitate projects that create quality, long-term employment opportunities that expand the municipal tax base. The City may wish to assess desire from business owners for a Business Improvement District (BID), particularly along US 42 or within the Town Center. A BID could assist the City and business owners with the maintenance and upkeep of any infrastructure improvements in the area.

Community Reinvestment Areas

The City of Brunswick has both residential and commercial Community Reinvestment Areas (CRA):

Residential CRA is citywide and offers percentages of tax abatement depending upon the type of building construction or improvement made to the residential structure, based on a tiered system according to age of structure.

Commercial CRA is citywide and offers percentages of tax abatement as an economic development tool to attract new quality commercial/industrial projects.



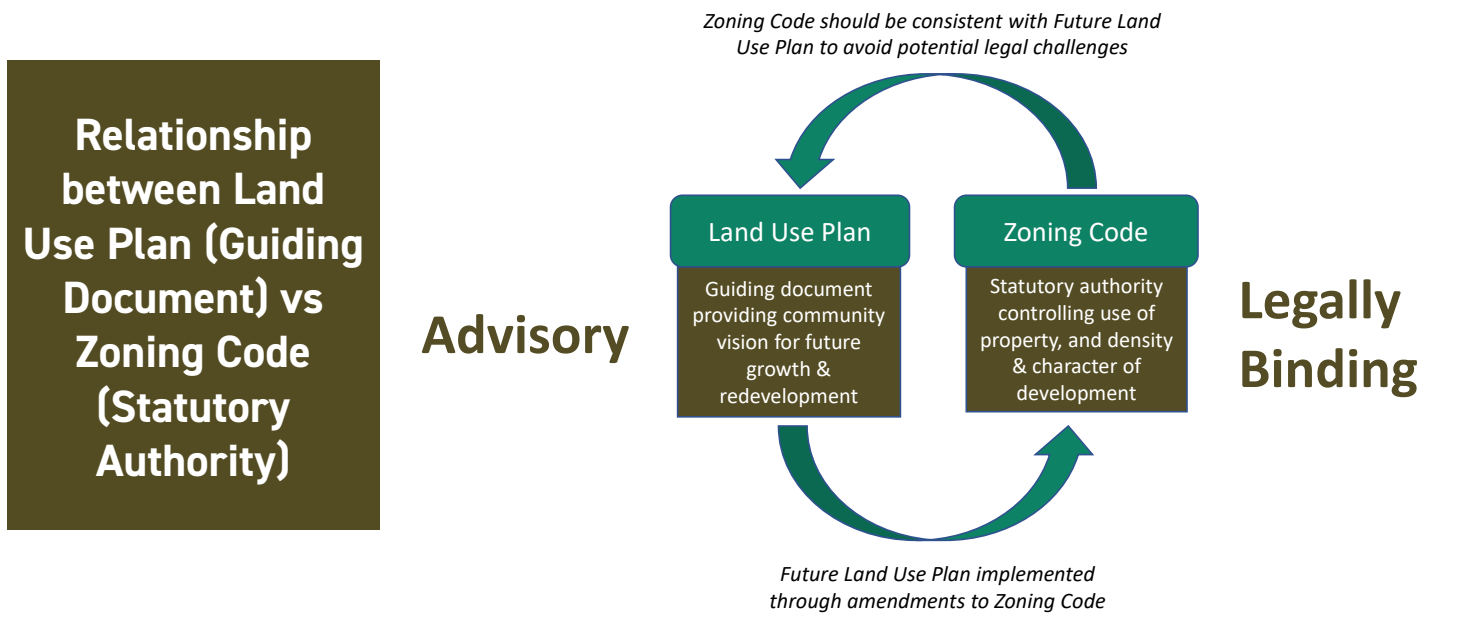
Future Land Use Plan

A Guide for Future Development

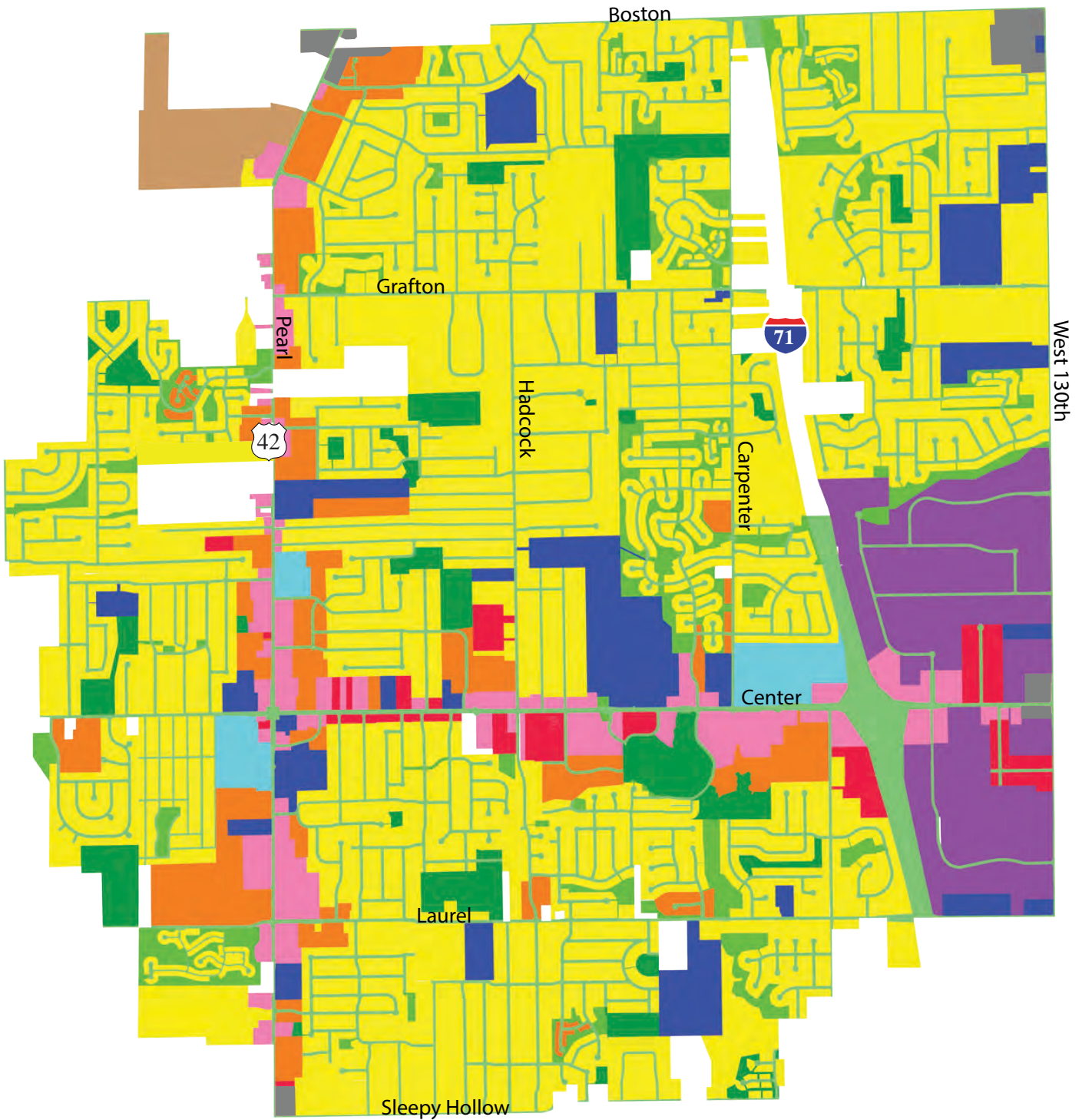
Ensuring the Highest and Best Use of Land

One of the most important components of the Comprehensive Plan Update is the Future Land Use Plan. The Future Land Use Map (see next page) shows a vision of future land use in Brunswick based on public input gathered throughout the planning process and input from City Administration and staff. The City of Brunswick has relatively little residential and commercial land remaining for development. As a result, the Future Land Use Plan should guide both development and redevelopment within the City. The Future Land Use Map should be used as a tool to guide future land use policies and decisions, and reflects responsible use and reuse of land that is consistent with the community’s visions.

It is important to note the distinction between the Future Land Use Map and the Zoning Map. The Future Land Use Map is a guiding, advisory document that provides a community vision for future growth and development. The Zoning Map is the legally binding statutory authority controlling the use of a property and the density and character of development. The Future Land Use Map has no legal authority and any change to the Zoning Map must be approved through an amendment to the City’s Zoning Ordinance by Council Resolution.



Future Land Use Plan



- Mixed Use Retail/Office
- Retail Commercial
- Gateway Commercial
- Office/Professional
- Industrial
- Community Facilities
- Parks and Recreation
- Open Space

- Single Family Residential
- Multi-Family Residential
- Farm
- Roadway Right of Ways
- Unincorporated



FOCUS AREAS



Focus Areas

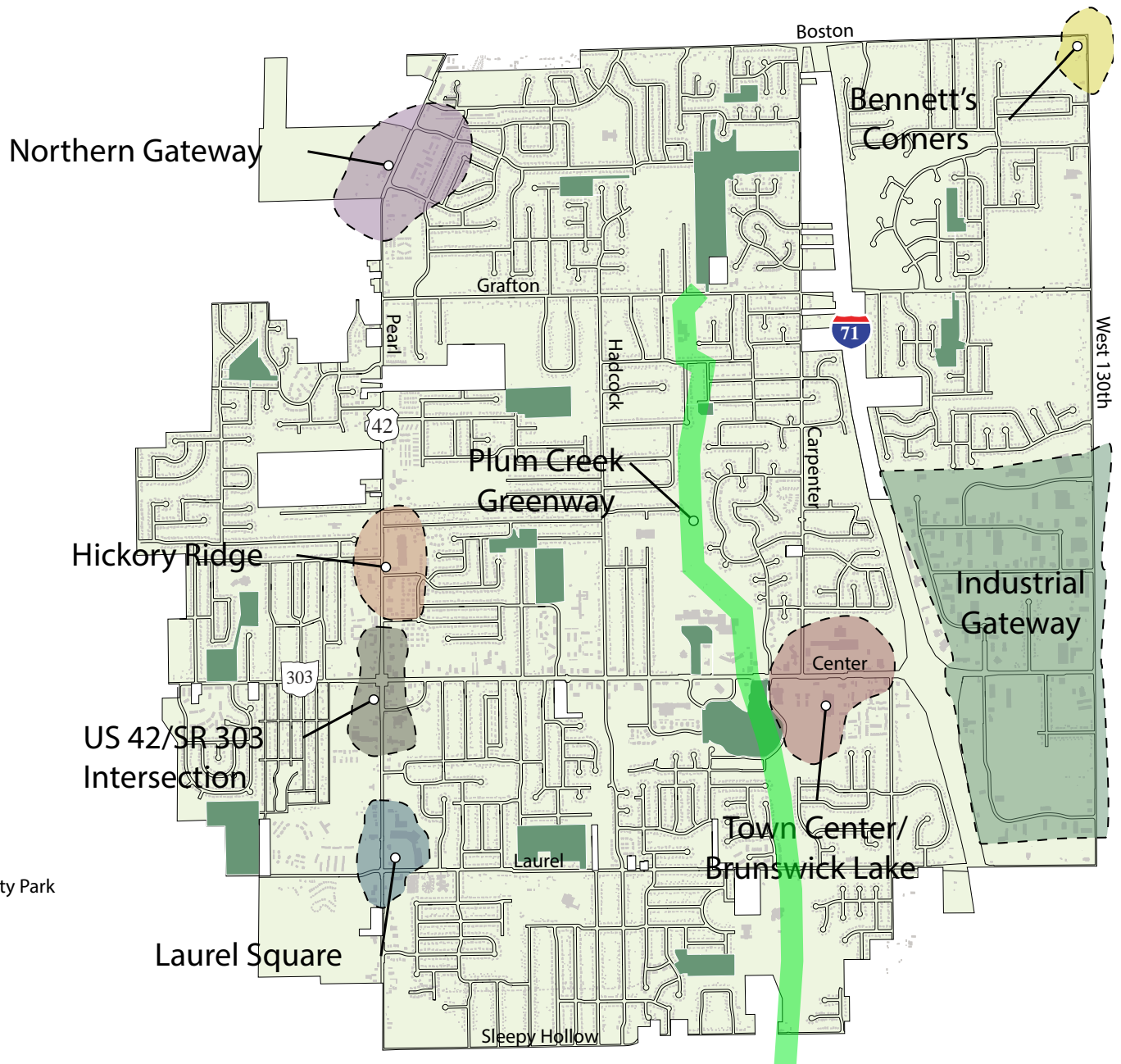
Strategic Implementation Areas

The Universal Themes established in this plan are broadly applicable to the City of Brunswick as a whole, but to maximize impact it is necessary to concentrate strategically within geographic Focus Areas tailored to fit particular neighborhoods, as well as overarching City priorities. As such, this plan has identified four strategy-based Focus Areas most ripe for investment based on existing/future needs and their respective potential to promote citywide revitalization extending beyond their respective boundaries.

It should be noted that the Focus Area recommendations are only one dimension of the Plan Update. The Comprehensive Plan Update also includes unifying elements, which are necessary to ensure that the development nodes complement one another and do not consist of disjointed locations that have no visual or functional relationship to each other. The City's primary corridors must project a cohesive identity for Brunswick as a whole, while the Focus Areas will help determine how those unifying elements are carried out in each physical setting.

The plan's primary Focus Areas are pictured to the right with their characteristics and primary planning ideas outlined on the following pages as follows:

- Brunswick Lake
- SR 303/I-71 Interchange Area (North Town Center)
- Pearl Road Corridor
- Community Gateways
- Plum Creek Greenway
- Industrial/Business Area
- West 130th Street Corridor



Focus Areas

Focus Area

Brunswick Lake

Through much investment and development that is occurring within the Town Center development, the City has made great strides in creating a “City Center” on the shores of Brunswick Lake. In many respects Brunswick is a “Corridor City” with commercial and institutional land uses along Center Road (SR 303) and Pearl Road (US 42) serving as a city center for varying aspects of community life. The intersection of SR 303 and US 42 once served as the historic city center, though the widening of SR 303 removed the former town square configuration from the City’s primary intersection. Further to the east down SR 303 City Hall acts as the civic center, the Recreation Center and high school act as the activity center and the Brunswick Lake Town Center development is the new center of retail and shopping. The City should continue to work towards investing in Brunswick Lake as a mixed-use activity center anchored by the 3Rs - Residential, Recreation and Retail. Attraction of viable retail tenants for vacant lifestyle center spaces will be crucial to establishing the overall vibrancy of the entire development.

Leveraging Catalytic Development

The four-story Comfort Suites hotel and Danbury Senior Living complex at the south end of the Brunswick Lake Town Center help anchor adjacent retail shopping areas and provide additional foot traffic for existing and future tenants.



Focus Area

Brunswick Lake

In 2018, Brunswick City Council passed legislation authorizing the City Manager to enter into a lease agreement that turns over operations of Brunswick Lake Park to the Medina County Park District until 2043. The City is currently engaged with the Medina County Park District in their development of an operations master plan for the Brunswick Lake Park. This collaboration is actively seeking opportunities to partner on the creation of a regional trail connection from Plum Creek Park just south of the Brunswick City limits to Brunswick Lake Park.

Continued partnership with the Medina County Park District will allow the City to focus its recreational resources on the Recreation Center and municipal parks while letting Medina County Park District lend its natural park managerial capacity and technical expertise to ensure Brunswick Lake Park serves as the crown jewel of the future Plum Creek Greenway.



Focus Area | SR 303/I-71 Interchange Area (North Town Center)

The big box shopping plaza and surrounding commercial parcels north of Center Road between North Carpenter Road and I-71 once served as the City's regional retail center, but suffer from a lack of anchor drawing power as newer, more desirable retail has gravitated south to Brunswick Lake Town Center.

The creation of a North Town Center Overlay District would serve as the logical extension of the Brunswick Lake Town Center and represents the City's most viable location for higher-density mixed use development that incorporates office uses.

The North Town Center is one location where the City or future Community Improvement Corporation (CIC) may wish to acquire some strategic parcels. The purpose of land acquisition in this concept area will be primarily to maintain some measure of control over the future development of the area. As a property owner, the City or future CIC will be able to choose the conditions under which the property becomes available for development and make targeted use of incentives. Due to the size and complexity of the existing and future properties in this location, partnering with other communities in the provision of incentives will be essential.

Changes in Retail

Changing preferences in traditional bricks and mortar retail have shifted from autocratic suburban shopping plazas to experience retailing where civic amenities and spaces increase social interaction. This trend provides an opportunity to repurpose the shopping center at the northeast corner of Center Road and North Carpenter as a vibrant, mixed-use setting.



Case Study: Liberty Center (pictured above) along I-71 in Southwest Ohio is an example of a modern lifestyle center with a civic gathering space.

Focus Area

Pearl Road Corridor

Revitalization Zone

Dated Retail & Aging Infrastructure

Pearl Road's economic function is impaired by several factors, including the continuation of a rural character that does not reinforce the idea of a commercial corridor, large physical distances between businesses in existing, rural-scale buildings, poor property appearance, low traffic volumes (compared to SR 303), lack of major destinations, and deferred road maintenance.

Brunswick's retail sector must be differentiated from the Medina and Strongsville sectors by either focusing on local needs or by using specialty offerings to draw customers with specific interests from a wide trade area. Pearl Road will be particularly problematic for retail because of its low traffic counts and lopsided housetop counts. Pearl Road, however, has relatively calm traffic, good access from Strongsville and (to some extent) Medina, and many attractive features, including available land and buildings in a variety of sizes and exceptional views.

Perhaps most significantly, Pearl Road suffers from a lack of consistent visual identity. Without well-known destinations or other distinguishing features, Pearl and Center Roads looked like little more than variations on a theme: two of the many outdated, nondescript commercial strips that can be found throughout Greater Cleveland.

Consideration should be given to creating an overlay district along portions of SR 303 and/or US 42 to enhance existing shopping centers and streetscapes along those corridors. An overlay district would allow for the implementation of "look and feel" changes to the buildings and streetscape without the need for rezoning. The district would help establish the "sense of place" along the main commercial corridors in Brunswick that they currently lack.

With many malls and shopping centers around Cleveland struggling and increased pressure on traditional retail stores from online marketplaces, the need for additional retail space in the future may be limited. Brunswick has a number of shopping centers that are struggling to keep tenants and, with competition from both Strongsville (big box stores) and Medina (small boutique stores downtown), Brunswick needs to establish a niche in the regional marketplace.

Focus Area

Gateways

Community Entrances

Creating Positive First Impressions

The City's numerous entryways need to be treated as marketing opportunities that send signals to prospective homeowners or investors and this cannot be limited to a simple welcome sign at the City line.

Creating a sense of place is important for promoting the assets of your City as well as attracting new residents. Cities that are successful in placemaking are able to build off their unique assets and promote these advantages regionally. Brunswick has many wonderful assets including: Brunswick Lake, Mapleside Farms, great neighborhoods, wonderful business parks, and a convenient location to both Akron and Cleveland. The City needs to enhance these assets to continue to attract new residents and diversity.



Gateway Corridors

The City has wisely invested in gateway signage at several prominent entry points to the community. Future consideration should be given to extending these welcoming themes down the gateway corridors (Center Road and Pearl Road) through aesthetic streetscape treatments.

Examples of potential gateway streetscape treatments along Pearl Road are detailed on Page 94-97.

Focus Area

Plum Creek Greenway

Creating a Regional Greenway

Though the City has many trails and walking paths within parks and in neighborhoods, there are few connections between neighborhoods or to the City's major assets. Linking these assets together would encourage a more frequent use of assets, enhance neighborhoods, promote a healthy lifestyle, and provide an alternative mode of transportation to avoid congested roadways.

Critical Gaps

There are significant gaps in the existing trail and sidewalk networks. One focus is to identify locations to create potential trail improvements within the City that would connect both bikes and pedestrians to Brunswick Lake and the Town Center area.

Sidewalk Inventory

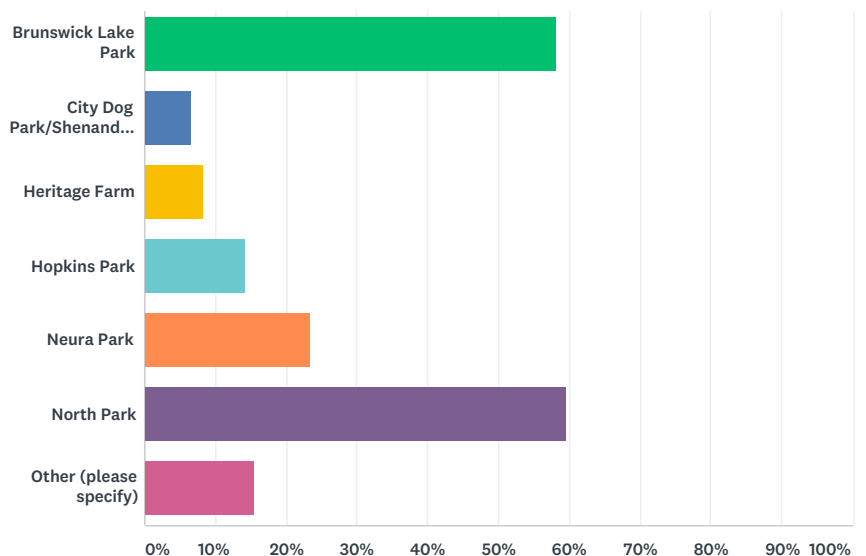
Some of the City roads (particularly south of Laurel Road) are rural in nature and lack any pedestrian facilities. This discourages residents from walking outside of their neighborhood. The City should develop a sidewalk inventory and prioritize locations where new sidewalks would best connect residents to City assets.

Economic Benefits

In addition to ecological benefits and enhanced trail connectivity, there are many recent studies that show positive property value increases with proximity to park land. A connected and comprehensive park system also attracts millennials who are attracted to live, work, and play environments.

Community Survey

Residents cited North Park, Brunswick Lake, and Hopkins Park as three of the top four most visited parks which makes a potential Plum Creek Greenway a logical connection between these recreational nodes of bicycle and pedestrian activity.



Focus Area

Plum Creek Greenway

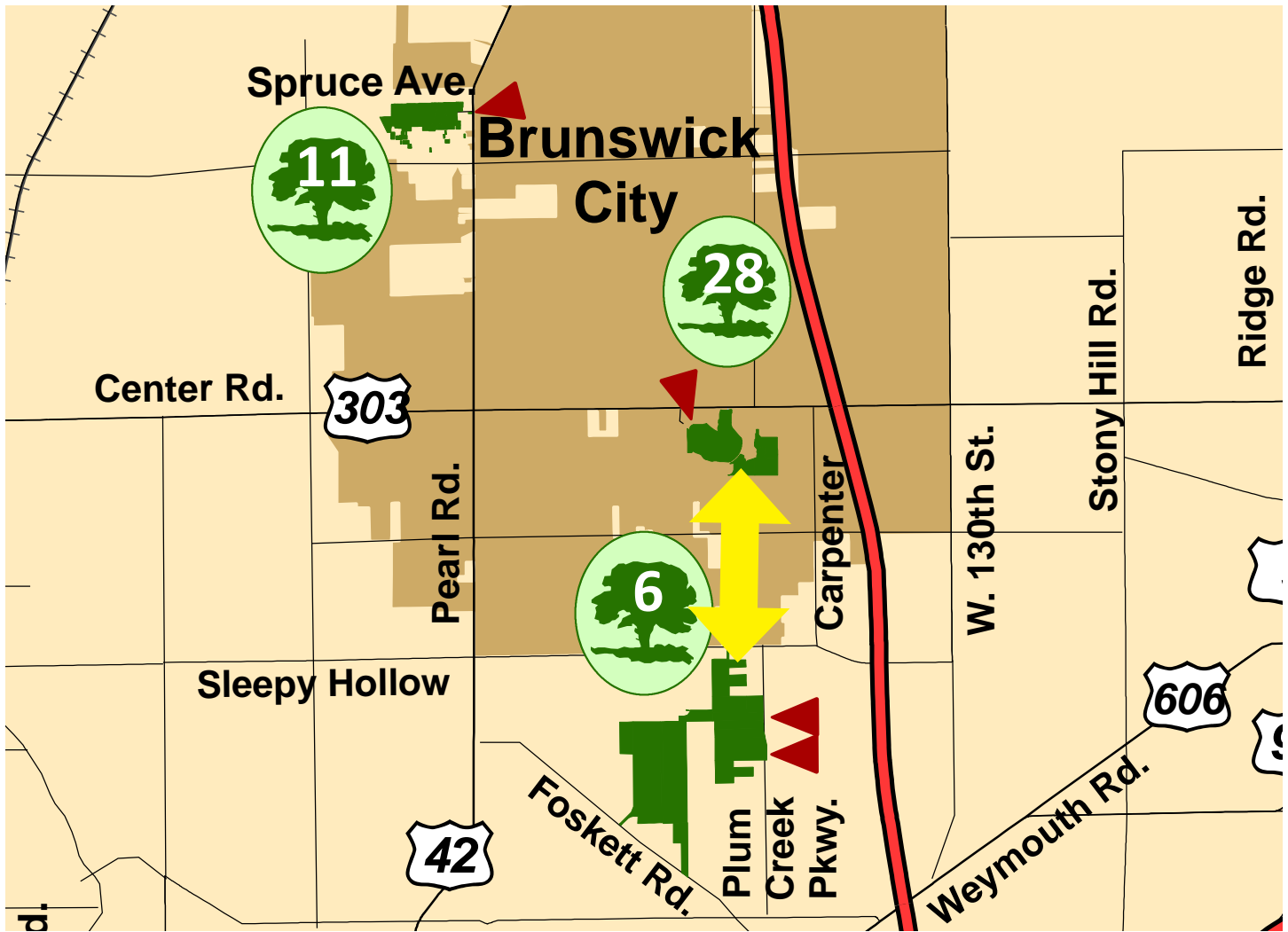
Opportunity exists to create a central greenway spine through the community linking the City's three most utilized parks - North Park, Brunswick Lake Park and Hopkins Park - along the Plum Creek Greenway. In the future the trail system should connect as many City neighborhoods as possible to "The Spine" and ultimately the greenway should tie to Cleveland Metroparks Mill Stream Run Reservation to the north in Cuyahoga County in the long-term. In the short-term existing sidewalk gaps should be filled as part of programmed roadway reconstruction projects.

Future trail development may include connector bike/pedestrian routes radiating off of the north-south Plum Creek Greenway and spur off east-west to connect neighborhoods, schools, institutions, and businesses to maximize trail accessibility and usage at a community-wide level.

On-street bicycle facilities (e.g. future bike lanes) could provide east-west connections along Grafton Road and Laurel Road, while on-street signed routes with sharrow pavement markings could extend connections along low-volume streets within residential subdivisions.

Collaboration will be critical in realizing the ultimate vision for the Plum Creek Greenway with key partners including:

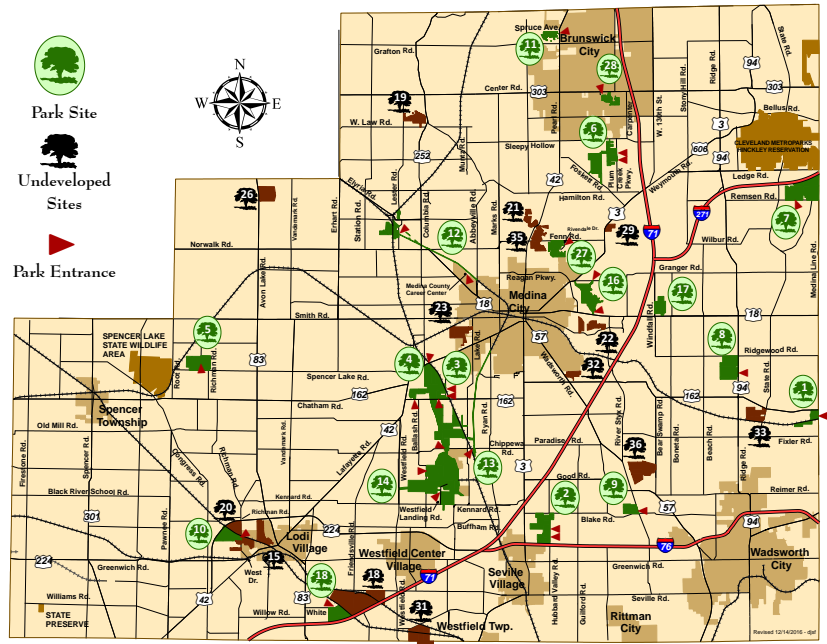
- **Medina County Park District** - operators of the Brunswick Lake Park, owner/operators of Plum Creek Park to the south of the City limits;
- **Brunswick City Schools** - Safe Routes to Schools are a critical piece of any non-motorized travel plan, with both the high school and Towslee Elementary adjacent to Plum Creek;
- **Local Home Owners Associations** - HOAs possess an abundance of dedicated greenspace property along Plum Creek and should be proactively engaged in the trail alignment discussion; and
- **Local Institutions** - stakeholders engaged in the outreach effort indicated a willingness to partner with potential trail enhancements including the voluntary dedication of an easement for the trail by Grace Baptist Church on Laurel Road.



Creating Regional Linkages

Establishing a greenway along Plum Creek would connect two major parks in Northern Medina County (Brunswick Lake Park and Plum Creek Park), and serve as a potential first step in creating a larger trail network that connects to other communities across the County.

Medina County Park District



Focus Area

Industrial Area (East Gateway)

The City of Brunswick's Eastern Gateway along Center Road (SR 303) is home to three industrial/business parks that collectively comprise the light industrial area of the City:

- Industrial Park North is 260 acres nearing full buildout, but with a few ready-to-build lots still available;
- Commerce Center is 85 acres adjacent to North Industrial Park and it is the newest industrial park;
- Brunswick South Business Park is 79 acres located across from the North Industrial Park south of SR 303 and east of I-71.

All three industrial/business parks are in the City's Community Reinvestment Area (CRA) in which property tax abatements are possible.

Future Challenges

With available space limited within the industrial parks, emphasis must be placed on ensuring the highest and best use of undeveloped land in order to maximize its economic potential to increase the City's municipal revenue streams. As the City approaches buildout and seeks to increase earnings, it must attract a diverse, yet complementary mix of businesses.

While the City possesses a multitude of local businesses, especially in the industrial and retail sectors, Brunswick does generally lack office space and employment consistent with an outer ring suburb with solid demographics, excellent interstate freeway access, and affordable property values and reasonable tax rates. The presence of high speed fiber is also attractive for prospective end users and should continue to be marketed aggressively along with the City's growing innovation ecosystem evidenced by the presence of Cuyahoga Community College, Southwest General, and Cleveland Clinic campuses along Center Road.

Focus Area

West 130th Street Corridor

West 130th Street serves as the City's eastern most border with neighboring Hinckley Township, as well as the eastern bookend to the City's three industrial/business parks. With close proximity to I-71, West 130th Street has the potential to accommodate additional future commercial/industrial development especially where opportunities may exist to extend partnerships beyond the City's boundaries.

Hinckley Township's 2015 Comprehensive Plan recommends expanding commercial development opportunities outside of the Township's existing CRA to grow new economic opportunities by supporting:

- limited manufacturing and commercial at the southeast corner of West 130th Street and Babcock Road;
- limited manufacturing and commercial on West 130th Street, south of Sleepy Hollow Road to the southern portion of the township.

Furthermore, the Hinckley Township Comprehensive Plan recommended collaborating with neighboring communities to promote development along the western boundary of the Township through creative economic development strategies including the potential implementation of Joint Economic Development District (JEDD).

The City of Brunswick is approaching buildout and limited geographically by locations that can accommodate future light industrial growth. Conversely, Hinckley Township has an abundance of developable land, but being unincorporated, cannot collect local income tax, has limited revenue, and faces growing residential development pressure which is straining services and infrastructure needs. Both local governments could potentially benefit from a Joint Economic Development District (JEDD) which would allow for the levying of a district-wide income tax and the provision of municipal services in unincorporated areas.



IMPLEMENTATION STRATEGY



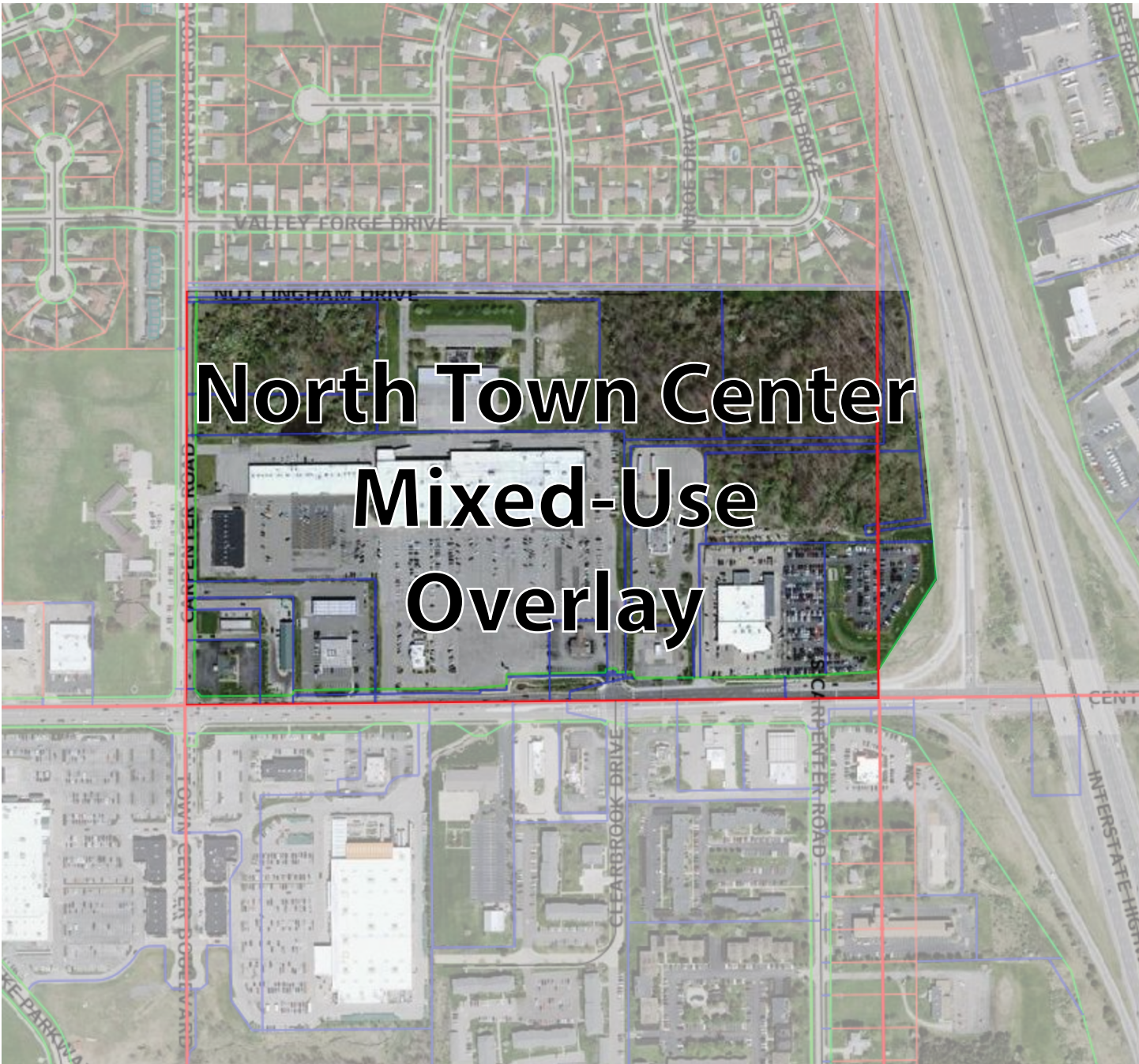
Implementation Strategy | North Town Center Overlay District

The implementation of an overlay district would help stimulate infill redevelopment within the shopping plaza at the northeast corner of Center Road and North Carpenter Road. This area is a logical northern extension of Town Center across Center Road, and the City's most logical location for higher density, infill mixed-use development in proximity to interstate access, high traffic volumes, and freeway visibility developers covet.

Allowing for vertical development of office space would present an opportunity to increase the City's tax base by repurposing again and/or obsolete commercial parcels.

The North Town Center should also provide an opportunity to increase building heights to maximize space and density in an effort to acquire corporate office tenants as the City currently does not have a large amount of office space. With the Greater Cleveland market and the Midwest in general offering a lower cost of living and a relative lack of natural disasters, the local market has become increasingly desirable to host the back office operations of tech companies headquartered on the Atlantic and Pacific coasts. Emphasis should be placed on ensuring flexible spaces that can be reconfigured as changes in technology are constantly redefining traditional needs for both retail and office space in an increasingly technologically advanced setting where online purchasing, telecommuting, and virtual conferencing are becoming more commonplace.

The north edge of the North Town Center may be an ideal location for development of single family townhomes within walking distance of the Town Center while forming a gradual transition between higher density mixed-use development to the south and existing single family detached homes in the Heritage Park residential subdivision to the north located in the Low Density Residential District.



Implementation Strategy

Upgrade Pearl Road Streetscape

The Pearl Road corridor north of Center Road and south of Keller-Hanna Drive presents a deteriorated appearance in terms of the physical character of the roadway making this segment of Pearl Road a logical choice for investment through targeted placemaking and pedestrian and streetscape enhancements. The Hickory Ridge District and Historic Town Center were identified as priority areas by residents through the public engagement process reinforcing the notion that the older commercial segment of Pearl Road between Center Road and Keller Hanna Drive is in need of functional enhancements (e.g. access management, sidewalks, etc.) and a cosmetic overhaul.

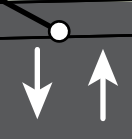
Not only does this segment of Pearl Road present an opportunity to improve safety, beautify the streetscape, and encourage walkability, it also provides a chance to create a consistent corridor typology that can be transposed and used as a model for other segments of Pearl Road in the future when funding becomes available.

Many enhancements along this segment of the corridor can be performed at a relatively low capital cost (e.g. tree planting, drive consolidation with voluntary work agreements), but ideally these improvements would be coupled with a major reconstruction that addresses safety issues along an ODOT-identified high crash location route with known safety concerns while also remedying drainage issues and upgrading sidewalks. The future construction of Brunswick Middle School to the south along Pearl Road reinforces the need for safe and accessible pedestrian facilities to provide safe routes to schools. Efforts should be made to integrate pedestrian-scale development into the Hickory Ridge Overlay District.

Challenges to implementation include funding constraints due to the existing maintenance of roadway pavement citywide, the abundance of overhead utility poles within a limited existing right-of-way, unincorporated parcels with different Township zoning, and business/private property owner buy-in to the value of drive access consolidation.

Promote Shared Parking to Reduce # of Drives

R
L



See Typical Section Below

R
L

Add Pedestrian Scaled Lighting

R
L

Remove Drives/
Create Access Management Guidelines

R
L

Add Street Trees

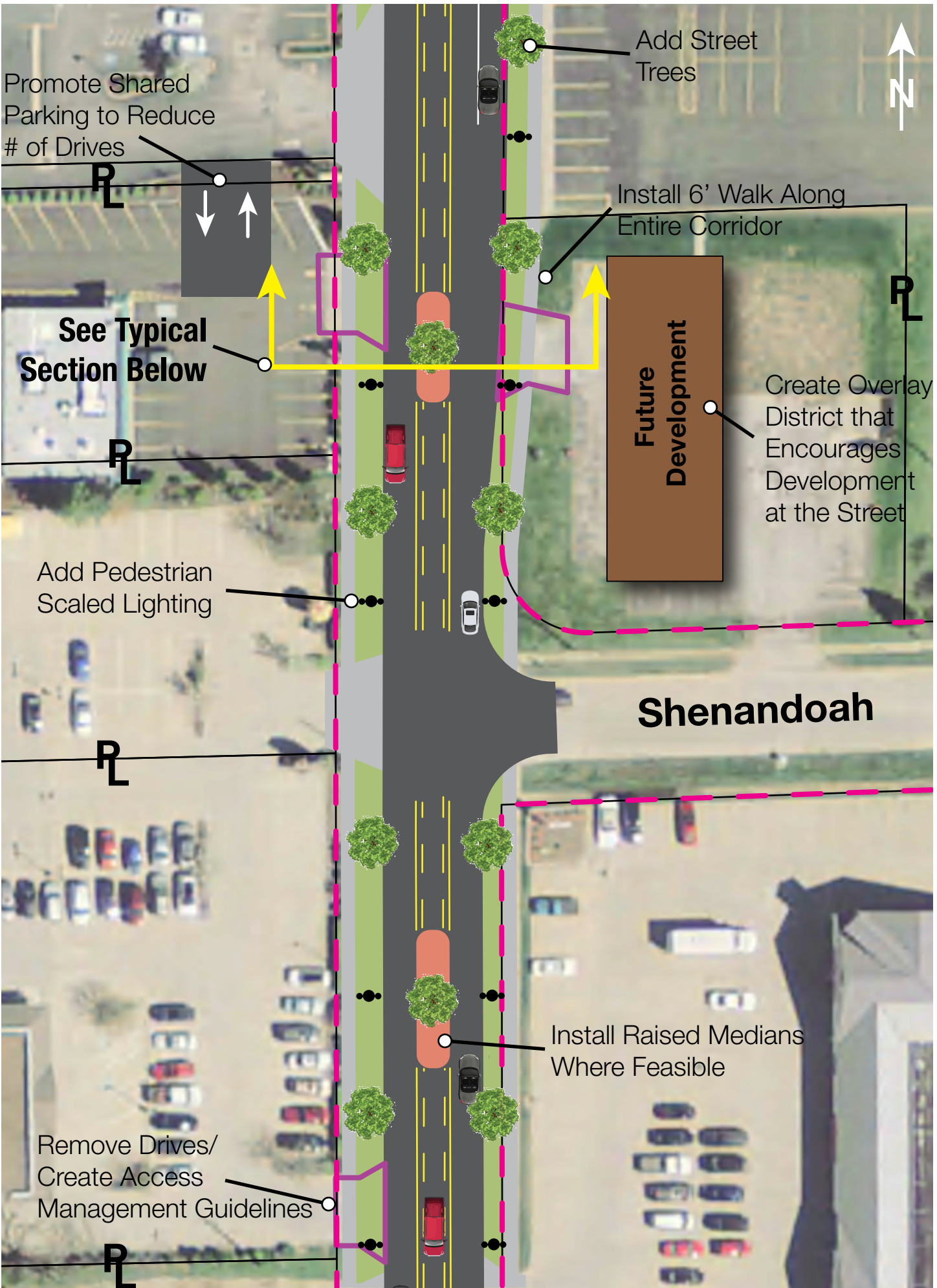
Install 6' Walk Along Entire Corridor

Future Development

Create Overlay District that Encourages Development at the Street

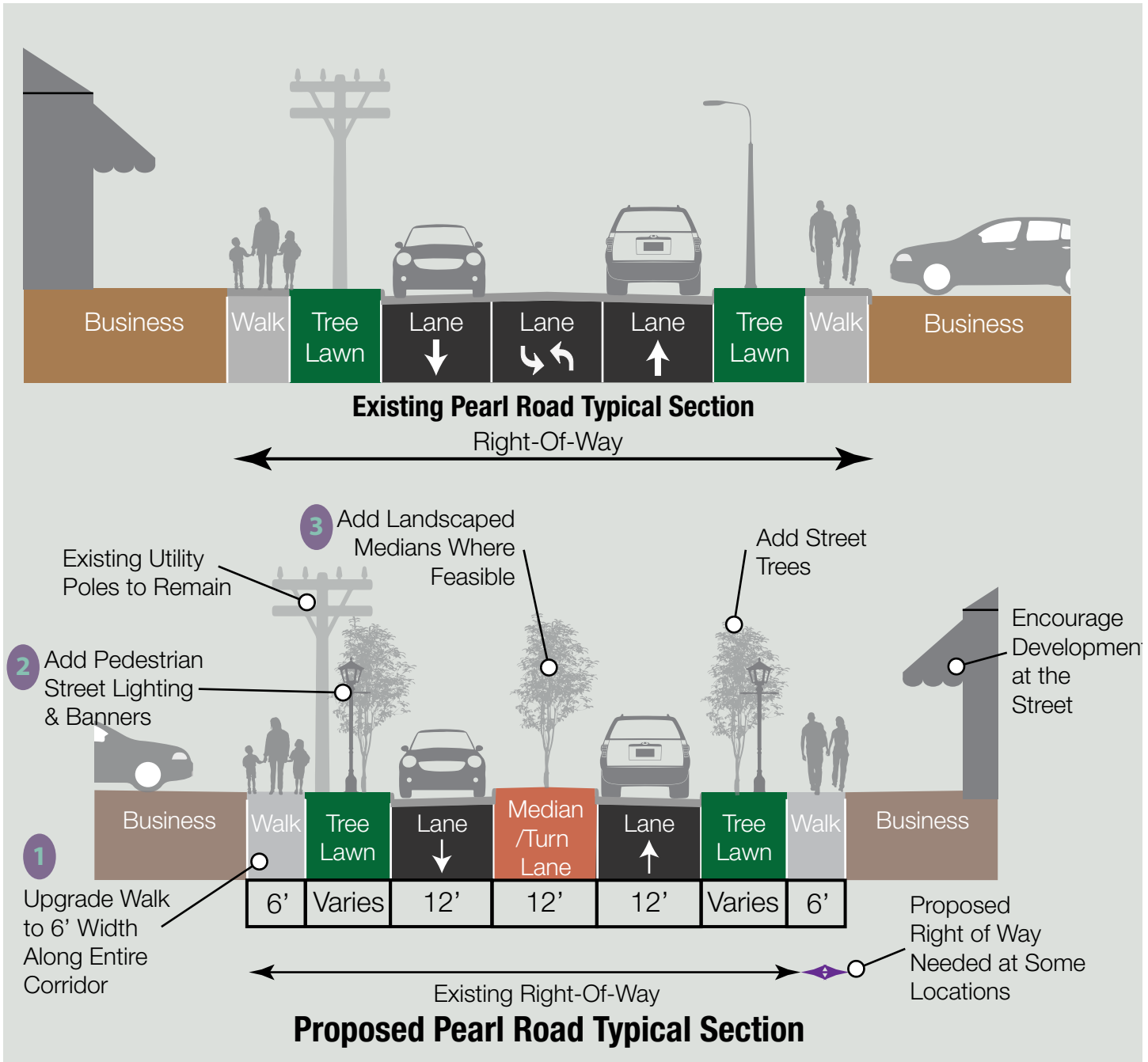
Shenandoah

Install Raised Medians Where Feasible



Implementation Strategy

Upgrade Pearl Road Streetscape



1 Sidewalk Ideas



2 Treelawn Ideas



3 Median Ideas



Implementation Strategy

Complete Sidewalk Inventory

To effectively prioritize sidewalk needs throughout the City a sidewalk inventory study should be conducted. The inventory study will assess various criteria, as well as gather public opinion to determine which sidewalk connections are most critical to construct. Each of these criteria can be weighted to distinguish which are most critical to improving overall walkability. Once prioritization is complete, preliminary cost estimates for each sidewalk section will also be completed as part of the study. Finally, the study should include applicable grant funding sources and an anticipated implementation schedule for the highest priority sidewalk segments.

The Northeast Ohio Areawide Coordinating Agency (NOACA) recently completed a sidewalk inventory for Chardon, Ohio. Sidewalk prioritization criteria, select criteria methodology, and the final sidewalk prioritization map from that study are below and on the following page.



Sidewalk Prioritization Criteria

- **Proximity to Schools (30 points)**
- Proximity to Parks (20 points)
- Proximity to Chardon Square (30 points)
- Proximity to Maple Highlands Trail Entrances (20 points)
- **Proximity to Major Destinations (30 points)**
- Land Use (25 points)
- Zoning (5 points)
- Population Density (20 points)
- **Elderly Population (15 points)**
- Child Population (15 points)
- Vehicle Volume (20 points)
- Speed Limit (20 points)
- Pedestrian and Bicycle Crashes (20 points)
- Vehicle Crashes (20 points)
- Sidewalk Presence Across the Street (15 points)
- Existing Surface (50 points)
- Closing a Gap (15 points)
- Public Feedback

Select Criteria Methodology

Proximity to Schools (30 points)

Criterion	Description	Score Criteria	Score
Proximity to Schools	Is the segment within a certain distance of a school?	Within 1/4 Mile from School	30
		Within 1/2 Mile from School	15
		More than 1/2 Mile from School	0

Proximity to Major Destinations (30 points)

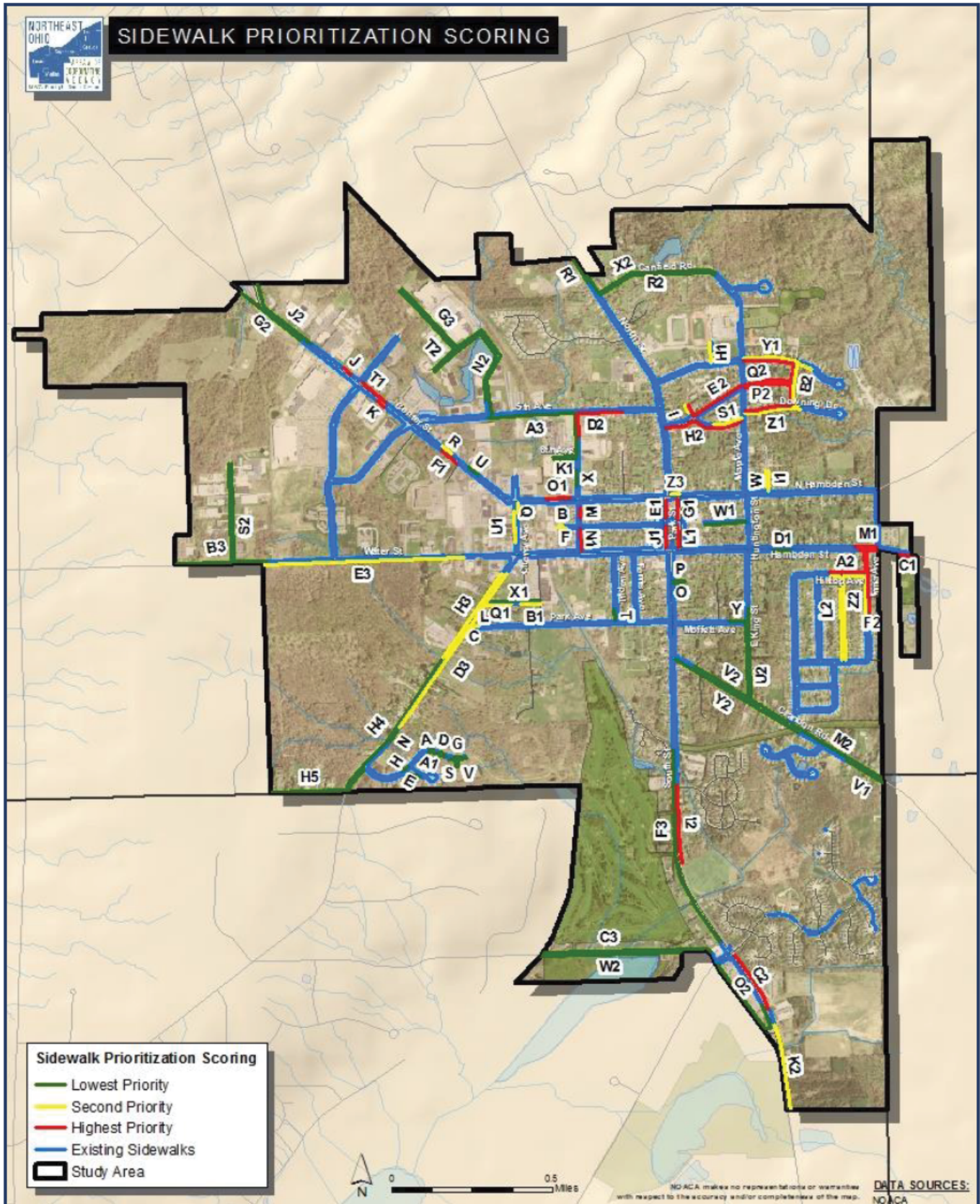
Criterion	Description	Score Criteria	Score
Proximity to Major Destinations	Is the segment within a certain distance of major destinations?	Within ¼ mile of more than 5	30
		Within ¼ mile of less than 5	15
		More than ¼ mile from any	0

Elderly Population (15 points)

Criterion	Description	Score Criteria	Score
Older Population	Will it serve many elderly residents?	Density is more than 1,200 people per square mile	15
		Density is 200-1,200 people per square mile	10
		Density is less than 200 people per square mile	0

Case Study: City of Chardon Sidewalk Prioritization Scoring

Source: NOACA



Targeted Placemaking

Model Overlay District “Test Site”

The City’s main commercial corridors (SR 303 and US 42) lack cohesion, where many locations have varying land uses and intensities directly adjacent to each other. This plan needs to address these issues and incorporate land use policy that begins to create a unified sense of place. Hickory Ridge and the Historic Town Center (intersection of Center Road and Pearl Road) were both identified as priority reinvestment areas by residents, with opportunities for complementary infrastructure investments that improve safety, encourage walkability, and beautify the corridor.

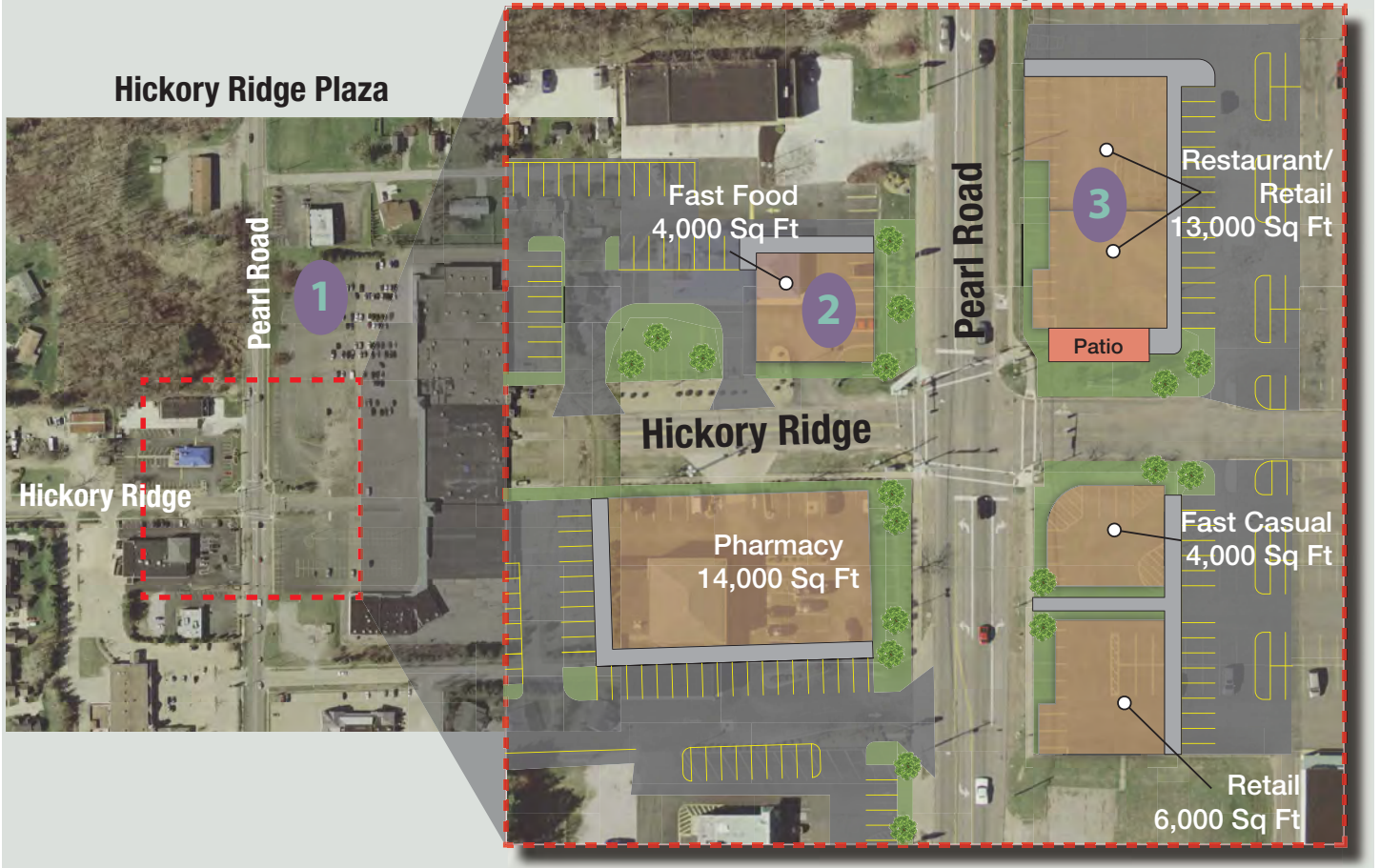
Overlay District

Consideration should be given to creating an overlay district along portions of SR 303 and/or US 42 to enhance existing shopping centers and streetscapes along those corridors. An overlay district would allow for the implementation of “look and feel” changes to the buildings and streetscape without the need for rezoning. The district would help establish the “sense of place” along the main commercial corridors in Brunswick that they currently lack.

Purpose of Overlay District

- To Create a “Place” or Destination along Pearl Road
- Use as a Model for other Segments of Pearl Road in Future
- Extensive Underutilized Parking (Shared Parking)
- Encourage Pedestrian Scale Development
- Develop Theming (Wayfinding, Landscaping, etc.)
- Pairing Roadway/Infrastructure Improvements with Overlay District

Example Site Development



Northside Gateway

Leveraging Mapleside Farms as a District Anchor

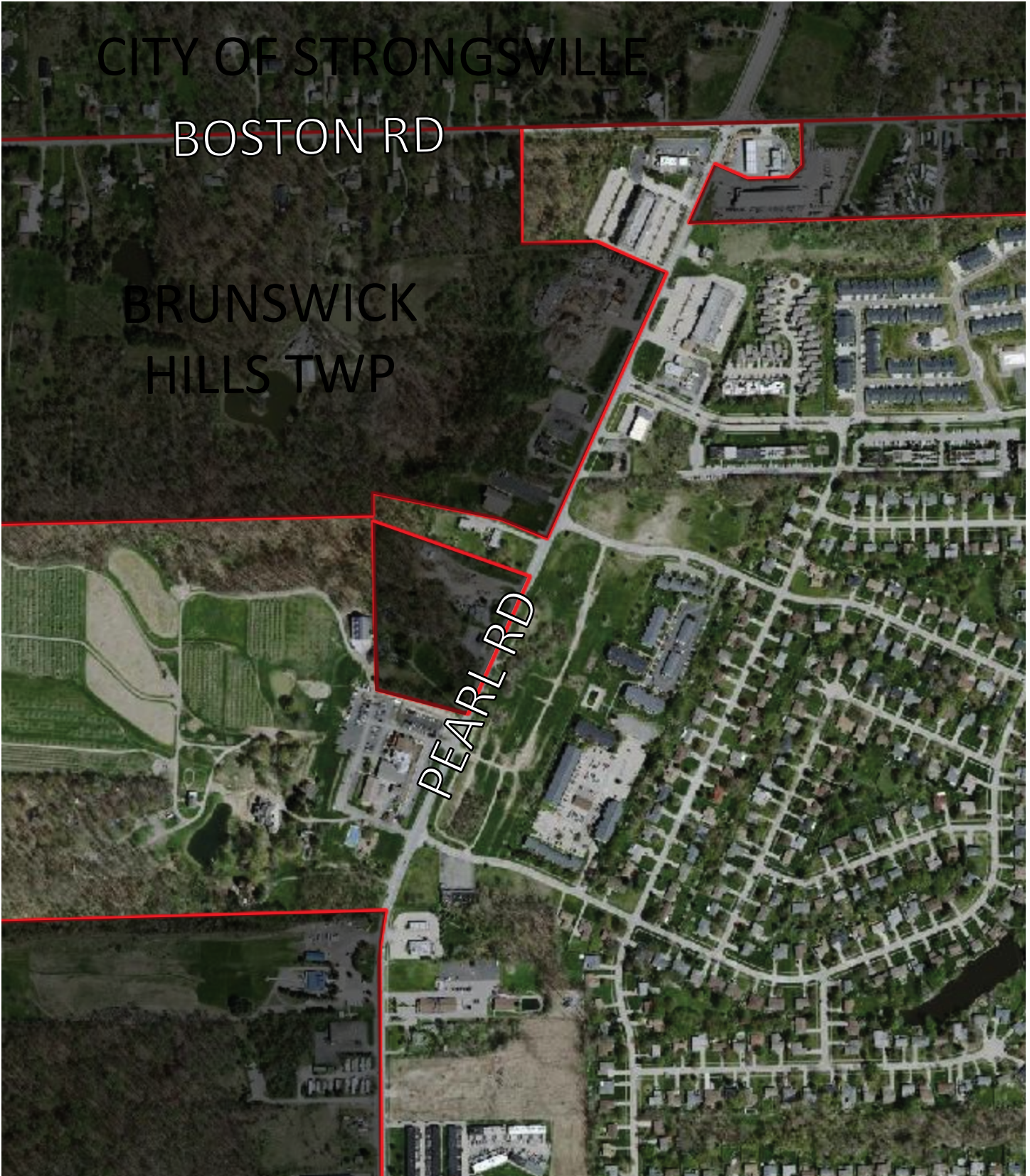
Community and stakeholder input cited the North Gateway/Mapleside Farms district along Pearl Road, south of Boston Road, and Laurel Square as gateway areas with opportunities for community-scaled retail centers and potential for increased placemaking beyond standard “Welcome to the City” signage.

Opportunities for gateway placemaking include:

- Enhanced gateway signage & wayfinding;
- Branding of districts in conjunction with promotion of local businesses; and
- Concentration of future multi-family housing around these mixed-use development nodes to foster a sense of community and increase walkability.

Challenges to achieving welcoming gateways include:

- Large portions of unincorporated land, especially at North Gateway/Mapleside Farms, limit City control of development patterns so a constructive dialogue with Brunswick Hills Township is critical;
- Compatibility with adjacent uses is a challenge along the more rural portions of the corridor, particularly along the south edge of the City just north of Sleepy Hollow Road where the transition to a suburban setting is rather abrupt; and
- The suburban form of existing development (e.g. Laurel Square) poses a challenge due to the expansive sea of pavement, yet this excess parking provides opportunities to promote desirable infill development at a walkable scale if planned properly.



Implementation Strategy

Gateway Commercial

Bennett's Corners

Providing Symmetry at the Northeast Gateway

Gateway Commercial Development at Bennett's Corners provides an opportunity to:

- Encourage the creation of new and the enhancement of existing commercial districts serving adjacent residential neighborhood areas;
- Encourage the creation of neighborhood activity centers as focal points along transportation corridors; and
- Encourage quality and variety in building and landscape design as well as compatibility in use and form, where appropriate.

The Gateway District (GW-C) is established to provide for needs for both convenience goods and the more common recurring shopping goods, personal services and household services.

Providing a Consistent Gateway

Gateway Commercial development at Bennett's Corners would provide consistency with the City's other gateway districts, as well as neighboring communities' development patterns at the adjacent intersection corners.





Implementation Strategy

Transitional Residential Overlay

Creation of a Multi-Family Residential Transitional Overlay would focus multi-family development at strategic development areas that provide density at walkable neighborhood scales with New Urbanist principles. Concentrating townhome and multi-family development around nodes of commercial activity will foster a sense of place within the community and provide a logical transition between higher intensity uses and single-family residential neighborhoods. A potential application at the edge of Bennett’s Corners (see next page) could be replicated at similar locations in the City where businesses and residents would dually benefit.

Property Maintenance & Code Enforcement

Dedicating resources to increased code enforcement for aging apartment complexes and single-family rentals will help ensure that aging multi-family housing units are kept in quality condition and preserve surrounding property values. Rental housing is an essential part of the housing supply so the goal of code enforcement and inspection strategies is not to drive landlords out of business, but to set standards and raise the housing quality bar. Good landlords are a community asset who can successfully partner with local government to stabilize neighborhoods and reuse problem properties.

Case Study

Housing Permit - Bay Village

In the City of Bay Village all rental properties must be registered with the Building Department. There is an annual Housing License fee of \$75.00. Fees are not prorated. Rental properties are inspected annually.

The owner will be notified of any violations and shall correct the violations within a period of time as prescribed by the inspector. All violations will be re-inspected prior to issuing the Housing License.

City of Bay Village
350 DOVER CENTER ROAD
BAY VILLAGE, OH 44140

Application For Housing License

SAFEbuilt
Building Department
(440) 899-3400

Rental Property Address: _____

Property Owner's Name: _____

Property Owner's Address: _____

Email Address (Required): _____

FEES: In accordance with Section 1365.09 (a) of the Codified Ordinances of the City of Bay Village:

An application for a HOUSING LICENSE shall be accompanied by a non-refundable fee of **\$100.00 per year, per dwelling unit**. The Building Department accepts cash or checks. **Checks should be made payable to the City of Bay Village**. Return this application and fee to the Building Department, 350 Dover Center Road, Bay Village, OH 44140. Per C.O. 1363 (a), inspections are required, as determined by the Building Department.

License will be valid upon the completion of the Annual Inspection and any violations are corrected. All electrical, heating, ventilating, air conditioning, plumbing work **MUST** be completed by a registered and licensed contractor.

Return this application and fee no later than April 1, 2015, or an additional late fee of \$100.00 will be imposed.

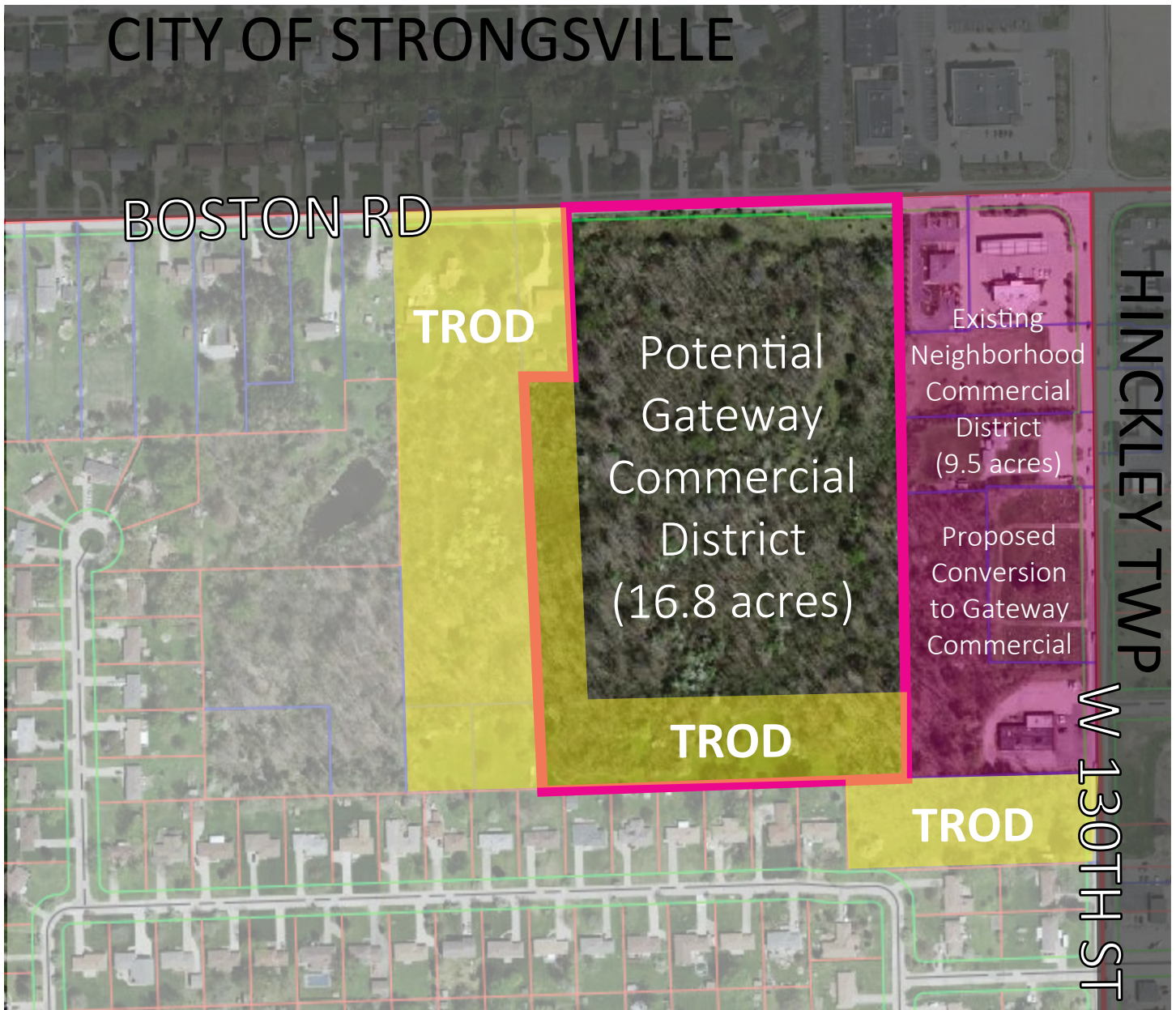
I declare, under penalties for perjury, that this application has been examined by me and is true, correct, and complete.

Name (Type or Print)

Signature (For Permission to Inspect Property)

Transitional Residential Overlay (TRO): Potential Application

Providing a TRO as a “step-down” in development intensity from dense commercial uses to single-family residential neighborhoods would provide opportunities to provide more housing types (e.g. townhomes) currently lacking in the Brunswick market.



Transitional Residential Overlay District (TROD)

Implementation Strategy

Plum Creek Greenway Trail

Building the Spine of the Trail Network

A Phased Approach

Sleepy Hollow Section

This section completes the final link to Medina County Park District's Plum Creek Park and connects the Greenway to The Buckeye Trail. Though the least developed section of the Greenway, the future alignment must allow for future development to occur. Partnerships will play a major role as portions of the Greenway are in Brunswick Hills Township and within the Medina County Park District.

Brunswick Lake Section

This section will connect the existing Brunswick Lake Trail to the City's southern neighborhoods and ultimately Medina County Park District's Plum Creek Park. The Greenway mimics the creek alignment, making this section very wooded and scenic. The many implementation challenges along this segment include private property acquisition, floodplain impacts, steep grades and the need for multiple bridges/culverts.

Old Mill Village Section

This section provides opportunities to link critical City assets including multiple schools, recreation center, library and athletic fields to Brunswick Lake. Minimizing impacts to the Plum Creek Floodplain as well as outreach and approval from The Old Mill Village Home Owners Association (HOA) and Brunswick City Schools is imperative.

POTENTIAL TOOLS FOR IMPLEMENTATION

(to be determined based on funding levels, fiscal constraints, preliminary engineering and environmental considerations):



Primary Funding Sources

- ODNR Land & Water Conservation Funds
- ODNR Clean Ohio Trails Funds
- NOACA TLCI Implementation Funds
- ODNR Recreational Trails Funds



Secondary Funding Sources

- OPWC Greenspace Conservation Funds
- Congestion Mitigation and Air Quality (CMAQ) Funds
- Transportation Alternatives (TA) Funds



Partnerships

- Medina County Parks
- Brunswick City Schools
- Grace Baptist Church
- Rocky River Watershed Council
- Local Home Owners Associations



Match Funding

- \$200k SCIP Funding for Plum Creek Improvements
- \$600k Brunswick Lake Fund for Improvements within Brunswick Lake Park

Plum Creek Greenway



The proposed 4.5 mile Greenway will be the first of its kind in Brunswick. Linking key regional assets via a 10 foot-wide multi-use trail. The Greenway will begin at Plum Creek Park and head northward, crossing into Brunswick City limits and ultimately connecting Brunswick Lake, Brunswick High School, Willetts Middle School and North Park together. Along the way multiple residential subdivisions will also be linking to the Greenway via spur trails. The Plum Creek Greenway will act as a spine for future multi-modal development within Brunswick.

Legend

- Preliminary Greenway Alignment
- Alternative Greenway Alignment
- Existing Trail
- City or School Owned Property
- Home Owner's Association Property
- Church Property
- Brunswick Hills Township

Opportunities

The Greenway provides a unique opportunity within the City to construct an off-road trail network that links major city assets. The majority of this Greenway could be constructed within public or quasi-public (Home Owner's Association) property. When fully constructed, the Plum Creek Greenway can connect further to other regional trails including the Cleveland Metro Parks and provide Brunswick with a direct multi-modal link to the region.

Directly Connects

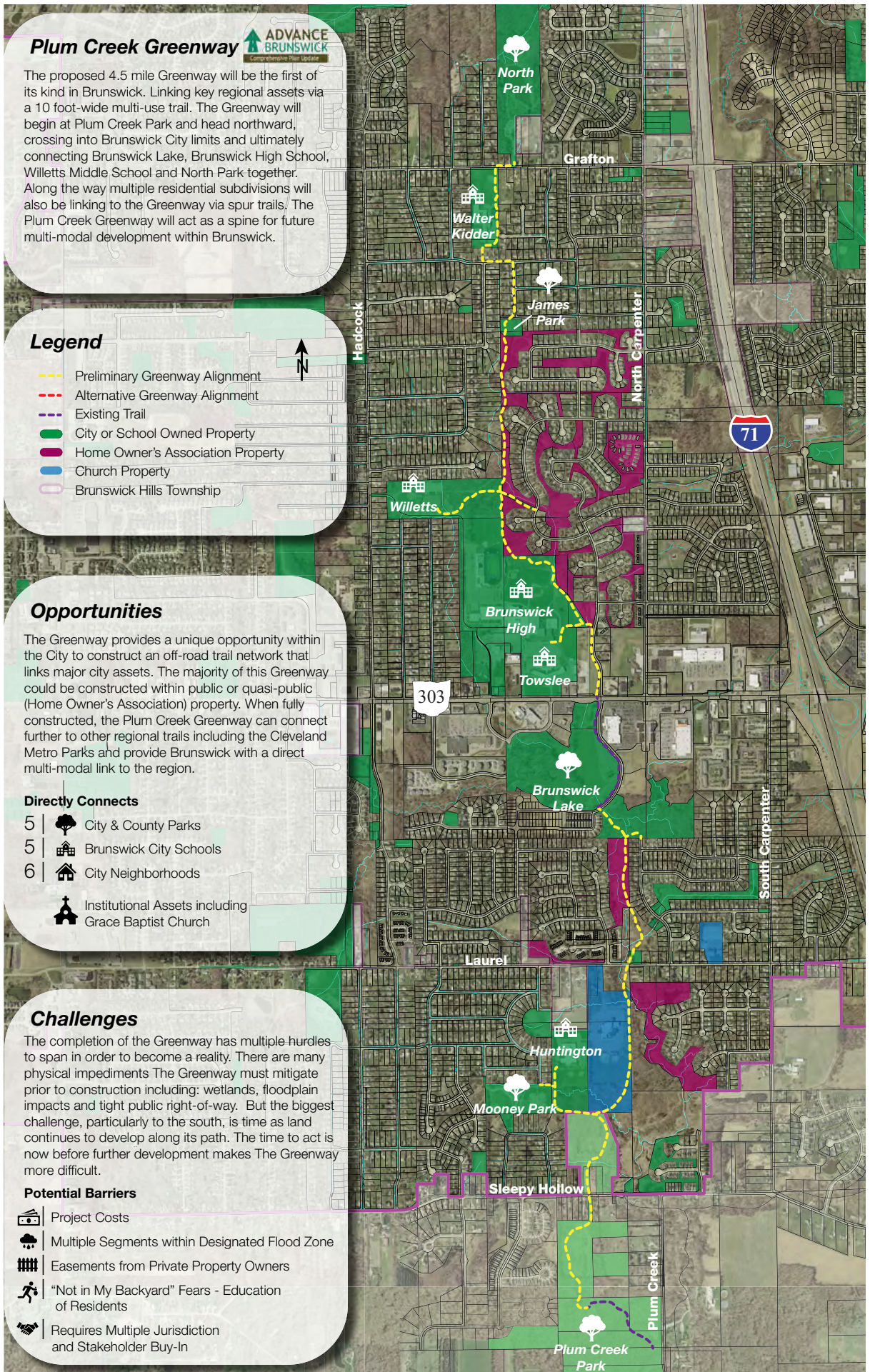
- 5 City & County Parks
- 5 Brunswick City Schools
- 6 City Neighborhoods
- Institutional Assets including Grace Baptist Church

Challenges

The completion of the Greenway has multiple hurdles to span in order to become a reality. There are many physical impediments The Greenway must mitigate prior to construction including: wetlands, floodplain impacts and tight public right-of-way. But the biggest challenge, particularly to the south, is time as land continues to develop along its path. The time to act is now before further development makes The Greenway more difficult.

Potential Barriers

- Project Costs
- Multiple Segments within Designated Flood Zone
- Easements from Private Property Owners
- "Not in My Backyard" Fears - Education of Residents
- Requires Multiple Jurisdiction and Stakeholder Buy-In



Implementation Strategy

Greenway Connectors

Enhanced Property Values

Increased Tax Revenue

Study after study has shown that parks and trails have a positive impact on nearby residential property values. All things being equal, most people are willing to pay more for a home close to a nice park or trail. The property value added by park and trail areas is separate from the direct use value gained by accessing the recreational amenity as property values increase even if the resident never visits the park or trail.

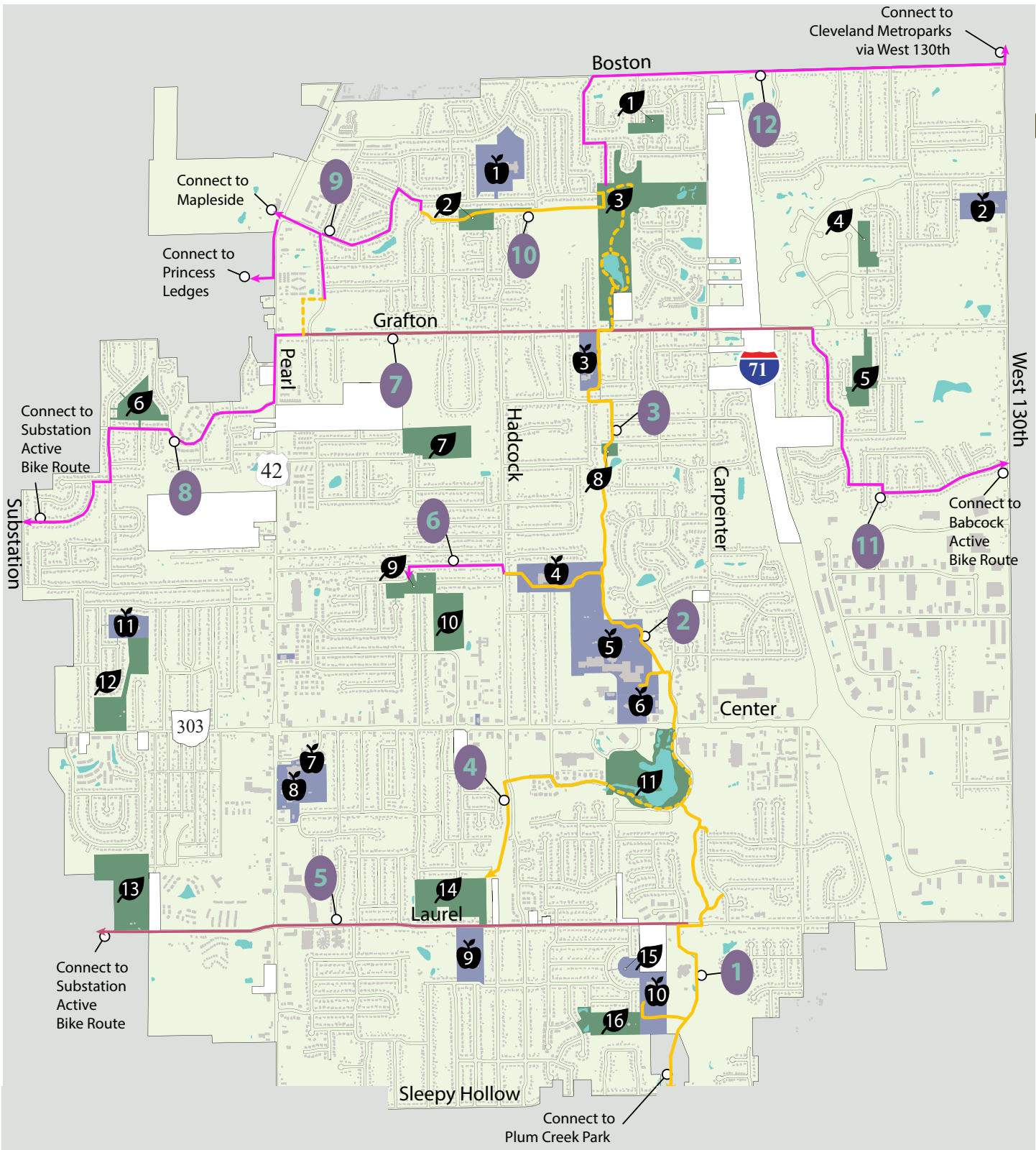
Property value is affected primarily by two factors: the distance from, and the quality of, the park or trail. While proximate value can be measured up to 2,000 feet from a park or trail, most of the value is within the first 500 feet.

In addition to increasing property values, the provision trail networks and park areas attract visitors both locally and regionally bringing outside dollars into the Brunswick economy as many recreational users will inevitably support local businesses during their trips. Imagining the future Plum Creek Greenway as a spine that eventually connects the Medina County Park District to Cleveland Metroparks and beyond poses substantial economic benefits to the community.

Economic Impact of Recreation: Case Studies

According to a 2013 report by the Trust for Public Land entitled “The Economic Benefits of Cleveland Metroparks” the State of Ohio’s recreational facilities are a major driver for economic activity. Key findings included:

- 2.3 million annual visitors to Cuyahoga Valley National Park (CVNP)
- Spending by non-local visitors to CVNP supports 530 jobs alone
- Statewide the U.S. Department of the Interior reports activities in Ohio’s recreation sector supported 1,170 jobs in 2012
- Ohio’s 74 state parks annually attract 48.9 million day-use visits and 2.3 million overnight visits
- Inclusive of direct and indirect effects, these 2009 visitors generated \$15.4 million in state taxes and \$12.8 million in local taxes



Legend

- Future Bike Trail
- Future Bike Lanes
- Future Signed Route/Sharrows
- - - Existing Trail
- City Park
- School

Taking a Proactive Role in Development

Facilitating Site Assembly

While Brunswick is home to several sites with catalytic development potential, private ownership of discrete parcels poses challenges in establishing site control of a property with critical mass for viable development. Exploring creation of a Community Improvement Corporation (CIC) allows the City to address this issue and take a more proactive approach in development as it nears buildout. Under Ohio law, municipalities face strict limitations on their abilities to participate in land acquisition, disbursal and development processes, including open records requirements that can make delicate negotiations with property owners or potential developers all but impossible.

Establishing a CIC is an effective way to streamline the development process and facilitate a wide range of development scenarios that enhance the municipal tax base. CIC's are non-profit corporations that are enabled under Ohio law to carry out economic development initiatives on behalf of the municipality. CIC's can:

- Conduct negotiations in confidence;
- Buy, hold and sell land, including at a loss if necessary;
- Assemble lands for resale, and land bank if necessary;
- Function as a master developer;
- Offer incentives, such as low-interest loans or strategic grants; and
- Conduct other economic development initiatives, including public relations and advertising.

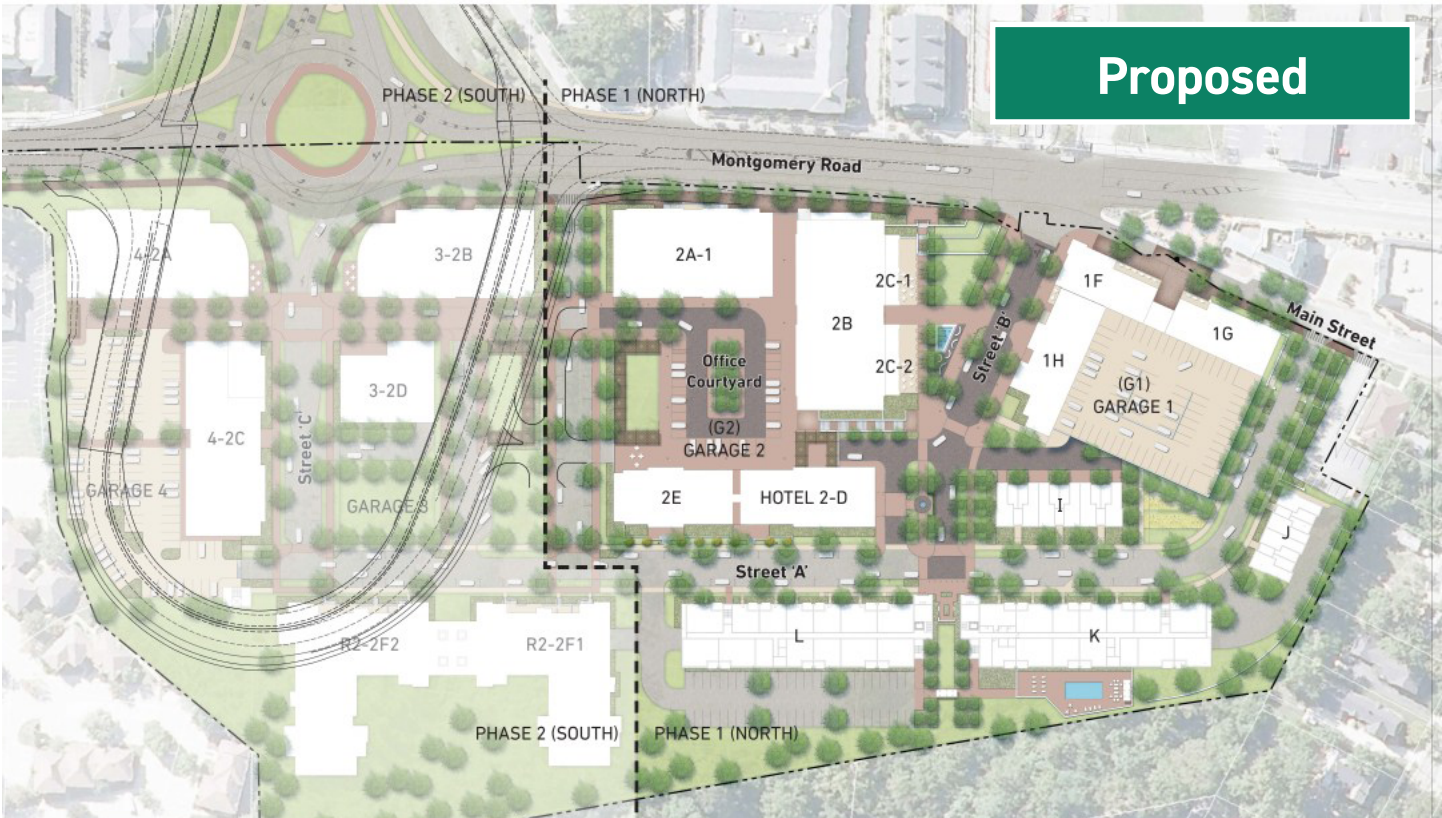
A CIC is governed by a code of regulations that outlines its relationship to the municipality and defines its purpose as the advancement of the municipality's economic development. The CIC is governed by a Board of Directors that may include residents, business owners, and City officials, and it may be supported by City staff or a contract employee.

Establishing a CIC would allow the City to take a more active role in ensuring that limited land available for development within Brunswick is put to its highest and best use in order to maximize municipal revenue streams.

Case Study: Using a CIC to Spur Catalytic Redevelopment

Montgomery Community Improvement Corporation (CIC)

The City of Montgomery, Ohio is leveraging its CIC to redevelop a vacant car dealership lot along US 22/SR 3 as part of a \$150 million mixed-use development (see below). Blighted and underperforming properties were strategically purchased by the CIC and gradually assembled into a site with critical mass for development. The CIC then issued a Request for Proposals (RFP) to prospective developers, resulting in the proposed project which broke ground in 2019.



Source: City of Montgomery, OH

Implementation Strategy

Establish a CIC



STEPS TO CREATE CIC



Board of Directors

A CIC board of directors may have any number of members, but if the CIC is a "designated agency" for a municipality then at least 40% of the board members must be elected or appointed officials of the political subdivision.

Funding

A CIC usually has a variety of funding sources in order to maintain staff and operate. The funding usually includes a combination of public and private sources of revenue and fees for services:

- Donations from companies (which may be tax exempt depending on the federal tax classification of the CIC);
- Membership fees to business and industry that become members of the CIC and participate in its affairs (often proportional to the size of the business or industry);
- State and federal grants;
- Proceeds from property sales;
- Fees for contracts for services; and
- Municipal general fund monies and other in-kind services.

Annual Reporting

A CIC shall prepare an annual financial report that conforms to rules prescribed by the Auditor of State pursuant to ORC 117.20. The annual financial report must be prepared according to generally accepted accounting principles and certified by the CIC board of directors, treasurer, or chief fiscal officer.

Enhancing the Tax Base

Ensuring the Highest & Best Use of Land

The dedicated provision of sufficient and strategically zoned industrial space within a City is critical to the long-term vitality of the municipal tax base and ensures that Brunswick will be able to:

- Promote and preserve manufacturing areas as significant industrial generators;
- Facilitate the necessary infrastructure to accommodate a wide variety of corporate office, manufacturing, and technology uses;
- Accommodate existing traditional industries, while anticipating new technologies and business service uses; and
- Preserve appropriate location of industries that may have the potential to generate off-site impacts, while providing compatibility in use and form.

Careful refinement of the Light Industrial District zoning classification should be conducted as part of the future zoning code update, with an emphasis on precluding any uses that deprive the City of the highest and best economic use of the limited amount of undeveloped industrial property within its corporation limits. Currently permitted uses within the Light Industrial District include distribution/transfer facilities which bring minimal payroll, increased freight traffic on streets that are inadequate to handle additional truck volume (e.g. West 130th Street) while also posing a potential nuisance to adjoining residences, particularly in the neighborhood at the southwest corner of Center Road and West 130th Street along Fox Drive and Michael Drive.

Implementation Strategy

Partner with Brunswick Hills Township

Mitigating Political Fragmentation

Working Across Local Government Boundaries

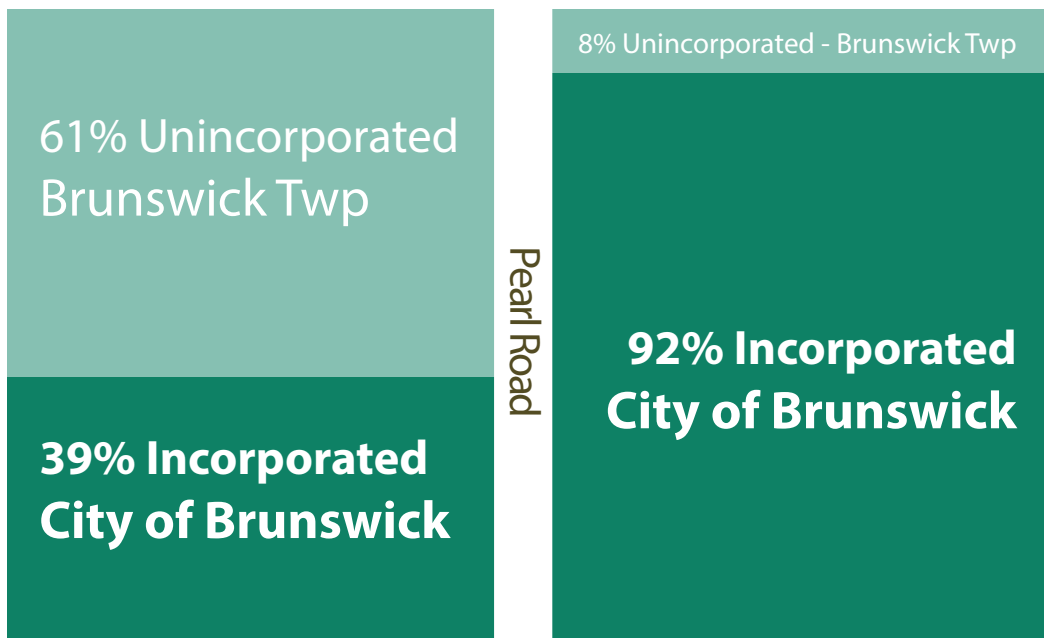
Strengthening and expanding partnerships with Brunswick Hills Township is crucial as the City and Township are intertwined not just geographically, but also through a common identity and shared public school district.

Both communities will need to give special focus to the Pearl Road corridor to ensure it is developed in a fashion that jointly enhances civic pride while also building the local tax base. Consistency in land uses, access standards, sidewalk facilities, and visual appearance will not occur in the absence of careful coordination and open communication. Without this level of collaboration, piecemeal development will continue to occur and prevent this major arterial from performing to its full potential as the economic engine for future growth along the western edge of the City.

FRONTAGE: Keller-Hanna Drive to Boston Road

WEST

EAST

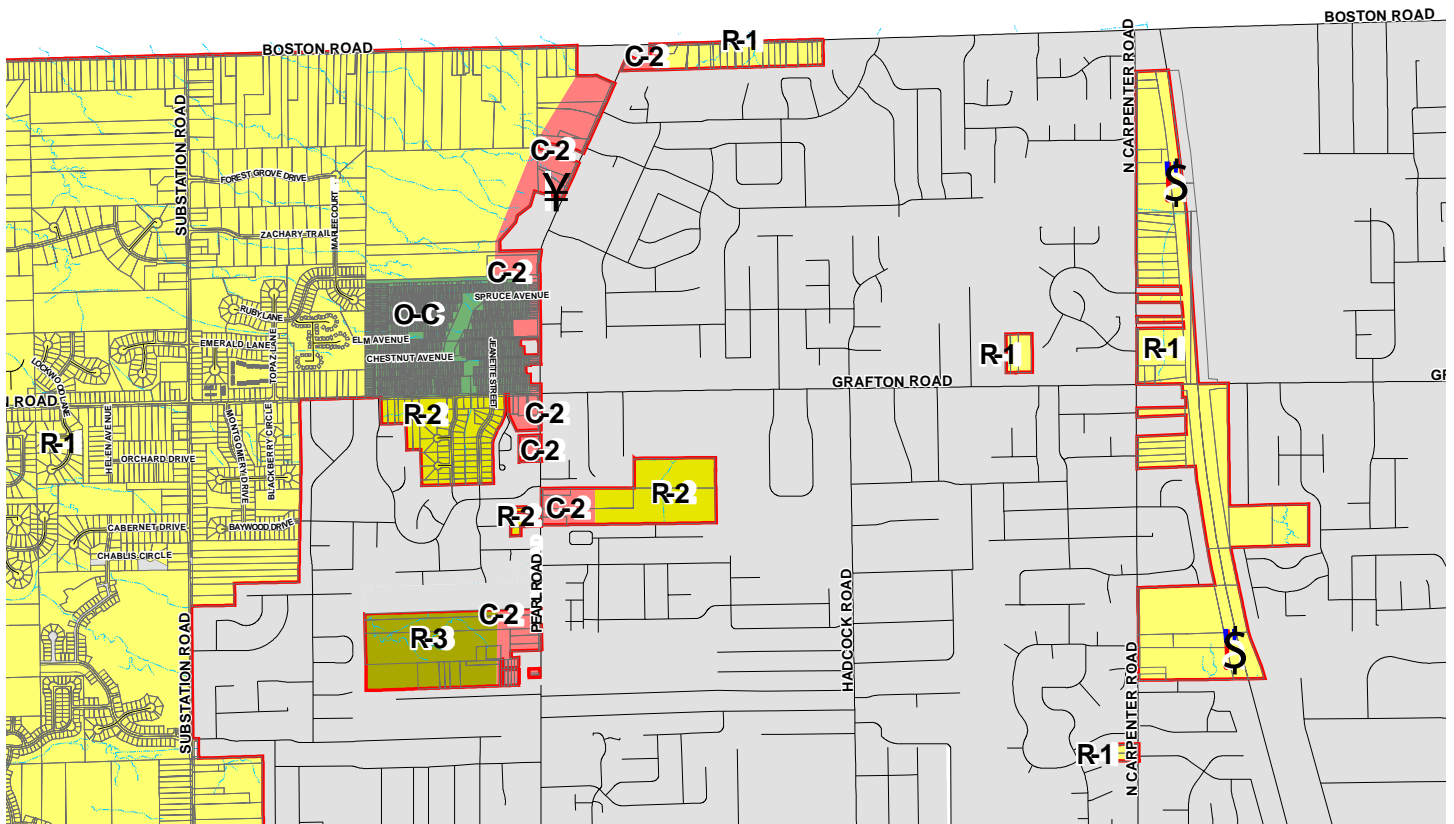


Asymmetrical Corporation Limits along Northern Pearl Road Corridor

The City of Brunswick and Brunswick Hills Township should collaborate to achieve a consistent feel and appearance along shared bordering segments of the northern Pearl Road Corridor.

Zoning Districts Map

Brunswick Hills Township, Medina County, Ohio



Legend

- | | | |
|--|---|---|
| Existing Township Zoning |  C-1 Local Commercial and Multifamily District |  Brunswick Hills Township |
|  R-RR Rural Residential |  C-2 Community Commercial |  City of Brunswick |
|  R-1 Residential |  C-3 Highway Arterial Commercial District |  Park |
|  R-2 Residential |  I-1 Industrial District | |
|  R-3 Residential |  O-C Open Space Conservation District | |
| |  PMUO Planned Mixed Use Overlay District | |

New Development Opportunities

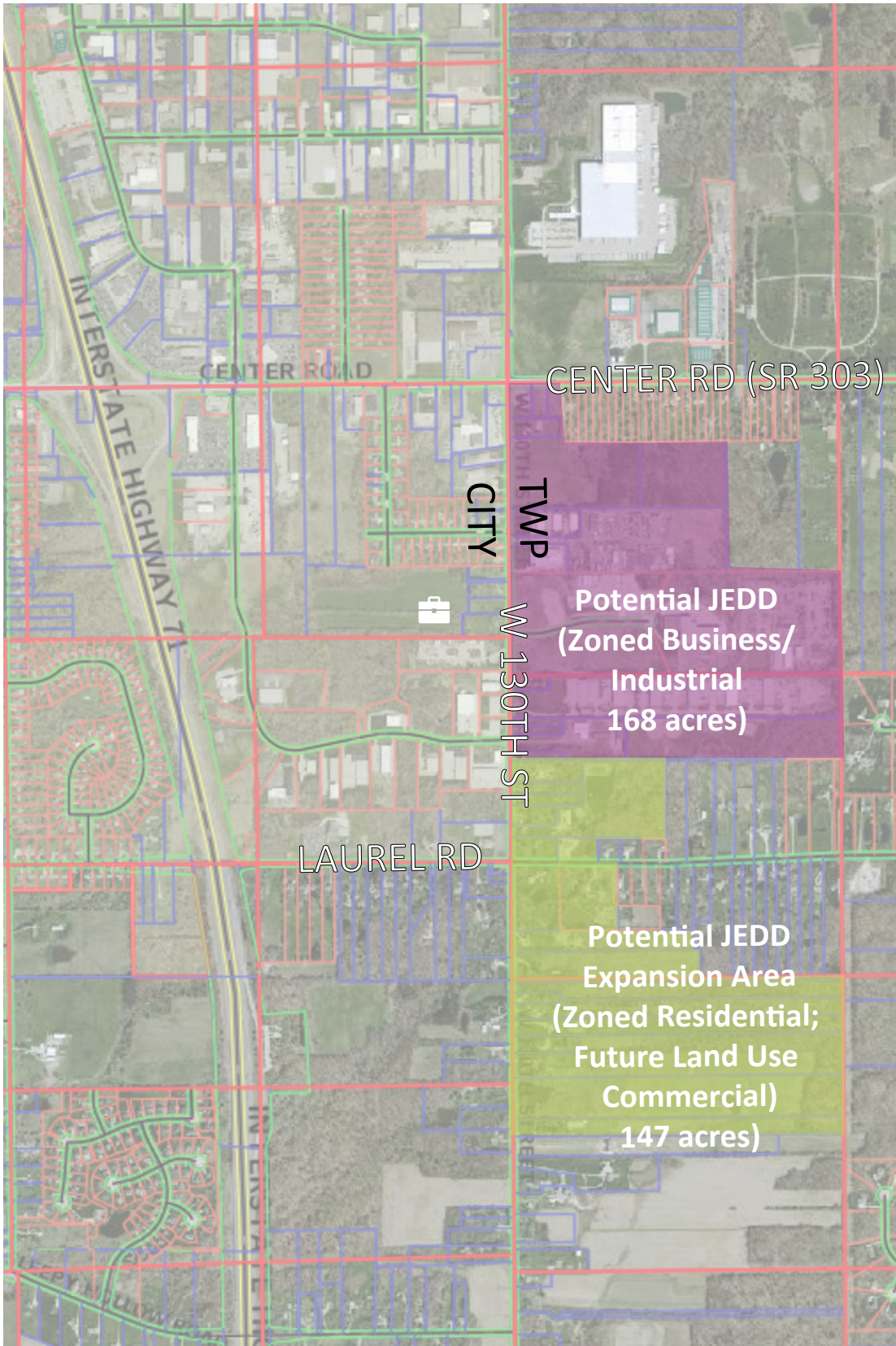
Approaching Citywide Buildout

Economic Development opportunities exist along West 130th Street within and beyond the City's boundaries. Potential for a JEDD with Hinckley Township is being explored at a cursory level. If such a cooperative economic development agreement could be implemented in a mutually beneficial manner, the JEDD could facilitate improvements in infrastructure and public services to facilitate desired growth by:

- Upgrading "Unimproved" segments of West 130th Street that currently consist of open ditches and no sidewalks by increasing pavement buildup and lane width to accommodate truck freight;
- Providing shared emergency response and public safety services;
- Serving as the applicant for infrastructure projects; and
- Offering technical staff expertise for planning, zoning, legal services, and marketing.

To create a JEDD, there must first be a public inspection of the contract and the economic development plan for the JEDD, which consists of a schedule of the new, expanded or additional services, facilities or improvements to be provided, and a schedule for the collection of any income tax to be levied within the JEDD. There must also be a description of the area to be included within the JEDD, including a map. Next, a public hearing must be held to promote public discussion of the contract and the JEDD. Each contracting party must then adopt legislation approving the contract. Finally, the contract must be executed.

Business owners located in a proposed JEDD area may "opt out" of the JEDD by filing an action in a court of common pleas on or before six months after the effective date of the JEDD contract. The owner must show: (1) that it operated within the JEDD area before the effective date of the JEDD contract; (2) that it did not sign a petition in support of the JEDD; and (3) that neither the business nor its employees has derived or will derive any material benefit from the new, expanded, or additional services, facilities, or improvements described in the economic development plan for the district, or the material benefit that has, or will be, derived is negligible in comparison to the income tax revenue generated from the net profits of the business and the income of employees of the business." The Court of Common Pleas must render a decision within 60 days of receiving the complaint, unless the parties agree to a longer period of time.



Conclusion

Next Steps

The Comprehensive Plan Update marks the culmination of a year-long planning process that included several rounds of public and stakeholder engagement including Steering Committee meetings, Public Forums, stakeholder Working Groups, an online community survey, and traveling comment boards. This robust, multi-level public participation process serves as the foundation of a cohesive community vision representative of a cross section of the City's residents, businesses, institutions, and partners. Ultimately the relationships forged and strengthened during development of the Plan will be crucial in realizing the desired outcomes and leveraging public and private investment.

The success of any plan is ultimately determined by how it is implemented. This update of the Comprehensive Plan takes place at a time of growth and opportunity in the City of Brunswick. Timely action is required to achieve the full potential of the implementation strategies to capitalize on current momentum and lay a strong foundation for long-term realization of the Plan. To achieve this potential requires a continued commitment from City leadership to leverage the Plan to pursue funding assistance, foster partnerships, structure incentives, and enact development regulations that advance the community vision.

The Plan should be considered a living document and will need to be revisited, evaluated, and updated in order to respond to changes in the market, development, regulatory, or other contexts. While the Plan details many Implementation Strategies to facilitate realization of the community vision, it is inevitable that new tools will emerge in the future that can aid in implementing the plan in the form of additional funding sources, programs or incentives, advancements in technology, and emerging best practices. The Plan is intended to be flexible and it is important for the City to capitalize on new opportunities as they arise.

Finally, the Plan and the City's commitment to its implementation should be marketed to public and private partners at the local, regional, state, and national levels to demonstrate the City of Brunswick's status as a community on the rise. The City should continue to capitalize and build on its core assets and advantages in the regional marketplace including its accessible and convenient location, a family-friendly and business-friendly environment, its centers of education, and emerging medical hub. Building off these competitive advantages through targeted investments in the Focus Areas and Implementation Strategies identified in the Plan will position Brunswick for sustained success as a community of choice in Greater Cleveland and Northeast Ohio.



Glossary of Terms

Access Management - Access management is a term for a set of techniques that control several elements of a street, such as the spacing, design, and operation of driveways, turns, medians, and intersections. It serves as an effective congestion reduction technique as it controls where vehicles may enter and leave the road.

American Community Survey (ACS) – The American Community Survey (ACS) is an ongoing survey by the U.S. Census Bureau. It regularly gathers information previously contained only in the long form of the decennial census, such as ancestry, citizenship, educational attainment, income, language proficiency, migration, disability, employment, and housing characteristics. These data are used by many public-sector, private-sector, and not-for-profit stakeholders to allocate funding, track shifting demographics, plan for emergencies, and learn about local communities.

Business Improvement District (BID) – A business improvement district (BID) is a defined area within which businesses are required to pay an additional tax (or levy) in order to fund projects within the district's boundaries. The BID is often funded primarily through the levy but can also draw on other public and private funding streams. These districts typically fund services which are perceived by some businesses as being inadequately performed by government with its existing tax revenues, such as cleaning streets, providing security, making capital improvements, construction of pedestrian and streetscape enhancements, and marketing the area. The services provided by BIDss are supplemental to those already provided by the municipality.

Community Improvement Corporation (CIC) – Community Improvement Corporations (CIC's) are established under Ohio Revised Code for the purpose of advancing, encouraging, and promoting the industrial, economic, commercial, and civic development within a municipality. The CIC has great latitude in pursuing those goals, including offering low interest loans, equipment leases, land acquisition and assemblage, and land banking.

Community Reinvestment Area (CRA) – Community Reinvestment Areas are areas of land designated within a City in which property owners can receive tax incentives for investing in real property improvements. The CRA program is a direct incentive tax exemption program benefiting property owners who renovate existing or construct new buildings.

Euclidian Zoning – Is the process of dividing land in a municipality into zones (e.g. residential, industrial) in which certain land uses are permitted or prohibited. Euclidean Zoning does not allow for the mixing of multiple land uses on one property (e.g. first floor retail and second floor residential).

Joint Economic Development District (JEDD) – A Joint Economic Development District (JEDD) is an arrangement where one or more municipalities and a township agree to work together to develop township land for commercial or industrial purposes. One benefit to the municipality is that they receive a portion of the taxes levied in the JEDD without annexation. The revenue split between the municipality and township is negotiated through the JEDD agreement.

Livability – Livability is the sum of the factors that add up to a community’s quality of life including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.

Mixed-Use Development – Development projects may be classified as “mixed-use” if they provide more than one use or purpose within a shared building or development area. Mixed-use projects may include any combination of housing, office, retail, medical, recreational, commercial or industrial components.

These projects might vary in scale from a single building occupied by a retail shop on the ground floor with an upstairs apartment to a comprehensive “urban village” development with multiple buildings containing separate but compatible uses such as a retail center, office building, and medical clinic located adjacent to a multi-family housing complex.

Regardless of the form it takes, mixed-use development is an integral part of most communities, creating unique places where people can live, work, play and meet everyday shopping and lifestyle needs within a single neighborhood.

Glossary of Terms

Overlay District – An overlay district is a zoning tool that creates a special zoning district, placed over an existing base zone(s), which identifies special provisions in addition to those in the underlying base zone. An overlay district may or may not match the boundaries of an underlying zoning district(s). Overlay districts typically provide a higher level of regulation than the existing base zoning classification, but they can also permit exceptions or be less restrictive. In cases where standards imposed by an overlay district and the underlying base zoning classification conflict, those of the overlay district typically control.

Parking Minimums – Parking minimums are defined within a municipality's zoning code and mandate new buildings include a fixed number of off-street parking spaces based on an assumed demand for parking generated by the building's use.

Placemaking – Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating spaces that promote people's health, happiness, and well-being. Placemaking is both a process and a philosophy that makes use of urban design principles. It can be either official and government-led, or community-driven grass roots tactical urbanism, such as extending sidewalks with chalk, paint, and planters, or open streets events. Sound placemaking makes use of underutilized space to enhance the urban experience at the pedestrian scale.

Streetscape - A streetscape includes the visual elements of a street, including the road, adjoining buildings, footpaths (sidewalks), street furniture, trees and open spaces, that combine to form the street's character.

Tax Increment Financing (TIF) – Tax Increment Financing (TIF) is an economic development mechanism available to local governments in Ohio to finance public infrastructure improvements and, in certain circumstances, residential rehabilitation. TIFs are implemented at the local level and may be created by a township, municipality or county.

Payments derived from the increased assessed value of any improvement to real property beyond that amount are directed towards a separate fund to finance the construction of public infrastructure defined within the TIF legislation.

Traveling Boards – Traveling boards are a community engagement tool designed to gather targeted feedback on critical community issues where residents live, work, and play. Many residents do not have time to attend a public meeting so additional community engagement tools are needed to gather broad feedback from the community. Three themed traveling boards were displayed around the City during the summer of 2018 asking basic questions about desired types of development, future bicycle and pedestrian connections, and improvements to the Pearl Road corridor. Feedback gathered from the traveling boards was summarized and used to help guide recommendations within the Plan.

Walkability – Walkability is a measure of how inviting and conducive an area is to walking. Walkability has health, environmental, and economic benefits. Factors influencing walkability include the presence or absence and quality of footpaths, sidewalks or other pedestrian rights-of-way, traffic and road conditions, land use patterns, building accessibility, and safety, among others.