

## Implementation

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"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." ~

Margaret Mead

A successful planning effort is one that achieves general consensus, is practicable and is actually used as a functioning guide plan for development. A viable implementation program, one that sets forth specific action items, is a valuable tool to ensure that the recommendations are acted upon. This chapter includes an Implementation Table that sets forth a number of Action Steps that illustrate how specific actions can be taken to attain the stated goals and strategies identified in Chapters 5 and 6. Each Action Step statement identifies whether it is a current effort that should be continued, a current effort that should be expanded or a new initiative that should be created; whether is it to be implemented on a short, medium, or long-term timeframe; who the potential lead organizations are; and who the potential partners might be.

Adoption of the Master Plan by action of the Cleveland City Planning Commission is a critical objective to be achieved once the Plan is finalized. Adoption institutionalizes the Master Plan so that future elected officials, OBCDC staff, board members, residents, and other stakeholders will have a guide to direct their decisions. By referencing this Plan, their decisions will be in response to thoughtful consideration of issues related to the development and redevelopment of the community in order to

achieve the shared “vision” of the future of Old Brooklyn and Brooklyn Centre.

The ultimate success of the Plan, however, will be measured by the community’s implementation of the recommended strategies and action steps summarized in this Chapter. Strategies to help ensure that identified action steps are implemented include:

- 1) Create public awareness of the Plan’s goals, recommendations, and other findings to foster understanding of and build support for its implementation;
- 2) Identify a “coordinator” within the OBCDC who will be charged with the ongoing management of the Plan; and
- 3) Review the Plan periodically.

The action steps in the Implementation Table are grouped according to their corresponding goals, and take the a variety of forms. The types of action steps identified include recommendations for adopting Regulatory Measures such as amending the City’s zoning ordinance; enacting new or expanded City Administrative Actions; and creating new Public/Quasi-Public Services, undertaken by either the OBCDC or another non-profit organizations.

## Regulatory Measures

During the course of this Master Plan process, a number of zoning and regulatory items were discussed. Zoning is the fundamental tool through which land use goals and policies can be implemented. Adopting regulatory changes likewise represents new laws and standards that require compliance on the part of the private sector.

Land use regulations are direct and clear cut, the basis for enforcement is well established, and approval is mandatory before construction can begin. One example of a recommended regulatory measure is the adoption of a Hillside Overlay Ordinance.

The suggested regulatory amendments listed in the Implementation Table below are intended to serve as guides. Further evaluation will be required by the Cleveland City Planning Commission, in consultation with the Ward Council Members and the OBCDC.

## Administrative Actions

Administrative Actions include recommendations for revising, expanding, promoting or creating new programs or services conducted by the City, OBCDC administration, or other local nonprofit organization. Some of these items recommend improvements, such as installing banners along major streets, that will require spending public money and will require further efforts to secure funding.

Some items such as traffic recommendations will require additional studies that are more appropriately conducted by the experts in each particular field and therefore are beyond the scope of this project. These studies are identified for future consideration.

Such administrative actions recommended in the Plan include: continuing to manage the database of landlords and rental properties in the neighborhoods; and promoting the home ownership and assistance programs.

## Private Sector Actions

The combined force of the private sector—neighborhood businesses, institutions, industry and the workforce they bring into the area—can have a huge impact on an area. Some of the action steps outlined in the table below are expected to be carried out, at least in part, by the private sector, in terms of individual initiative, forming partnerships, or sponsoring larger-scale community improvements. Such action include: landscaping improvements within private parking lots to create an inviting pedestrian experience; partnering with other private enterprises to achieve mutual goals such as community health, buying local goods, or marketing initiatives.

## **Two Neighborhoods** Preserving Our Past, Planning Our Future **Together**

The future is not completely beyond our control. It is the work of our own hands.  
Robert F. Kennedy

Residents are the cornerstone of any community. Without buy-in and concerted effort to build or enhance a community on the part of the citizens, some of these actions will not be achieved. Action Steps for the residential sector include participating in home renovation programs, block club activities such as crime watch or national night out; and implementing environmentally-friendly practices at home such as installing rain gardens and tending to street trees.

### **Plan Adoption, Implementation and Review**

Completion of the Master Plan process is only the beginning of the journey to achieving the community's goals. Additional steps include:

#### **Adopt the Master Plan**

The timely formal adoption of the Master Plan by the Cleveland City Planning Commission is a critical initial step to the successful implementation of its policies and recommendations. Changes to the zoning code, and other implementation strategies will not occur without the endorsement of the City Administration and use of the Plan as a reference by the Cleveland City Planning Commission, Board of Zoning Appeals, Council, the Mayor and any other entity that makes decisions regarding land uses and development.

Adoption of the Old Brooklyn/Brooklyn Centre Neighborhood Master Plan will officially incorporate the Neighborhood Plan as part of the *Connecting Cleveland, 2020 Citywide Plan*.

#### **Create Public Awareness and Conduct Local Review of the Master Plan**

The Plan's effectiveness depends upon the extent to which it is seen, read, understood, embraced, and respected. Continue to create public awareness by:

1. Circulating and Promoting the Master Plan. Enable residents and businesses to have easy access to the Plan by making it available for public review at the Old Brooklyn Community Development Corporation and on the OBCDC's website, as well as at other area locations including the two library branches.
2. Publish articles about the Plan's contents in the OBCDC Newsletter that inform and update all stakeholders regarding any upcoming activities and events associated with implementation of the Plan's policies.
3. Issue Press Releases. Newspaper notices and articles offer yet another means of raising public awareness of the Master Plan and public meetings where residents' input is encouraged.

**Commit to Accomplishing the Policies in the Plan**

1. Establish a Master Plan Implementation Committee or assign a “coordinator” within the OBCDC. Such a committee or coordinator would ensure Plan implementation of those strategies and actions for which OBCDC is the lead organization:
  - Prioritize and further define action steps as part of OBCDC’s strategic planning process.
  - Recommend the assignment of implementation responsibilities.
  - Identify needed resources and funding mechanisms.
  - Develop a more detailed implementation schedule.
  - Develop “benchmarks” with which to measure progress and community impacts.
2. Commit Financial Resources. The City and OBCDC must designate and commit resources to ensure the successful implementation of the Master Plan.

**Review the Master Plan Periodically**

The Master Plan is part of a continuous and dynamic comprehensive planning process that must be continually responsive to the neighborhood’s changing circumstances and needs. The Plan is not a static document, and is not exempt from future change. A comprehensive review of the Master Plan should be conducted at least every five years and should consider input of all stakeholders, conducted in a public fashion.

**Table of Action Steps**

On the following pages is a table that lists the Action Steps that can be taken to attain the stated goals and strategies identified in Chapters 5 and 6. Each Action Step statement identifies whether it is a current effort that should be continued (C), a current effort that should be expanded (E) or a new initiative that should be created (N); whether is it to be implemented on a short (one to two years), medium (three to five years), or long-term (more than five years) timeframe; who the potential lead organizations are; and who the potential partners might be. A list of the various organizations is included on the page 143 at the end of this Chapter.

## Two Neighborhoods Preserving Our Past, Planning Our Future Together

ACTION STEPS For Neighborhood Wide Strategies - Chapter 5	C, E, Or N	TIMEFRAME			Potential LEAD ORGANIZATION	Potential PARTNERS
		Short	Med	Long		
<b>HOUSING AND NEIGHBORHOOD CHARACTER</b>						
<b>1. <u>Ensure that neighborhood properties are solid investments.</u></b>						
1.1. <u>Property Maintenance</u>						
1.1.a. Promote renovation, restoration, maintenance of existing housing stock using existing programs that provide financial incentives, advice and technical assistance, workshops, etc	C	X			City, OBCDC	NPI, CRS, County Treasurer and Auditor, Ward Council Members
1.1.b. Prepare best practices brochure for maintenance/renovation and distribute it through block clubs	C	X			CRS, OBCDC	Block Clubs
1.1.c. Establish annual awards program to honor exemplary home improvements	N	X			OBCDC, Civic Associations	CRS
1.1.d. Continue management of database of landlords and rental properties	N	X			City	
1.1.e. Encourage residents and block clubs to participate in code compliance	E	X			OBCDC	Block Clubs
1.1.f. Expand exterior building inspections to cover systematic inspections of multi-family properties	N	X			City	Block Clubs
1.2. <u>Impact of Vacant Properties</u>						
1.2.a. Demolish vacant and/or abandoned houses that are in disrepair with little chance of rehabilitation	C	X			City	OBCDC
1.2.b. Market vacant lots for side yard expansion through Cleveland's Land Bank Program and the Cuyahoga County Land Bank	C	X			City, OBCDC	County
1.2.c. Purchase and rehabilitate residential properties in targeted locations	E	X			City, OBCDC	
1.2.d. Maintain unkempt vacant properties	C	X			City, OBCDC	
1.2.e. Recruit volunteers to paint murals/scenes on boarded up windows and doors of vacant buildings	N	X			OBCDC, City	CIA
1.3. <u>Owner-Occupancy</u>						
1.3.a. Promote existing programs that offer home ownership classes and assistance programs	C	X			OBCDC, City	Block Clubs
1.3.b. Establish home-owner incentive program to help renters become homeowners	N		X		City, OBCDC	NHS, CHN
1.4. <u>Architectural Preservation – see #12.3</u>						
1.5. <u>Compatible Design</u>						
1.5.a. Expand residential design review in appropriate locations	E	X			City, Neighborhood Historical Associations, Civic Associations, OBCDC	
1.5.b. Educate property owners about preservation and principles of good design	C	X			CRS, OBCDC	
<b>2. <u>Promote the neighborhoods as great places to live.</u></b>						
2.1. <u>Marketing Campaign</u>						
2.1.a. Develop marketing campaign, create and distribute promotional materials, etc to attract new home buyers	E	X			OBCDC, City	Walk and Roll
2.1.b. Recruit neighborhood ambassadors	N	X			OBCDC, City	

C = Continue current efforts    E = Expand current efforts    N = Create new initiative

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ACTION STEPS For Neighborhood Wide Strategies - Chapter 5	C, E, Or N	TIMEFRAME			Potential LEAD ORGANIZATION	Potential PARTNERS
		Short	Med	Long		
2.1.c. Organize events in neighborhoods	C	X			OBCDC	City, Ward Council Members, Block Clubs
2.1.d. Conduct seminars for realtors to highlight neighborhood assets	N	X			OBCDC, City	
2.2. Install neighborhood identification signs	N		X		City, OBCDC, Ward Council Members	
<b>3. <u>Ensure an adequate supply of housing stock with range of housing choices.</u></b>						
3.1. Promote adaptive reuse of vacant or underutilized non-residential buildings	E		X		City, OBCDC, CRS Developer(s)	Catholic Diocese, Ward Council Members
3.2. Promote new residential construction in select locations – See Opportunity Sites						
3.3. <u>Housing Choice and Affordability</u>						
3.3.a. Continue to promote programs that make housing more affordable – see also #1.1.	C	X			City, OBCDC, CNDC	
3.3.b. Promote green building practices and energy efficiency programs	C	X			City, OBCDC, CGBC	
3.4. <u>Housing for Elderly</u>						
3.4.a. Promote programs to assist elderly residents so they can age in existing home	C	X			OBCDC, MetroHealth	
3.4.b. Establish incentive program to encourage universal design in targeted areas	N		X		City, OBCDC,	Financial Institutions
<b>RETAIL SERVICES</b>						
<b>4. <u>Create unique shopping and entertainment destinations.</u></b>						
4.1. Conduct a concerted recruitment campaign to attract desired establishments to appropriate locations, See #6.3						
4.2. Create public gathering places or plazas – see Opportunity Sites						
4.3. Install streetscape and gateway enhancements and public art in designated retail nodes	N		X		City, BID	
<b>5. <u>Ensure attractive and convenient shopping environments.</u></b>						
5.1. Establish Business Improvement District to increase security and maintenance.	N		X		Area Businesses, City, OBCDC,	
5.2. Adopt Design Guidelines for BRDs – for safety, parking lot landscaping, bioswales, etc	N		X		City, OBCDC	
<b>6. <u>Ensure robust retail and commercial environments in appropriate locations.</u></b>						
6.1.a. Consolidate retail and commercial uses in selected nodes – see also Opportunity Sites	N		X		City, OBCDC	
6.1.b. Adopt Pedestrian Overlay Zoning District in Selected Locations– see also Opportunity Sites						
6.2. <u>Upgrade buildings</u>						
6.2.a. Promote the Storefront Renovation Program in targeted areas	C	X			OBCDC, City	
6.2.b. Establish a program to install temporary uses/displays in key properties	N	X			OBCDC, UDC	
6.3. Conduct a recruitment and retention campaign to ensure establishments provide goods and services to meet needs of neighborhoods	N		X		OBCDC, BID	

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6.4. Increase visibility and access to parking	N	X			City, OBCDC	
6.5. <u>Marketing campaign</u>						
6.5.a. Continue / expand marketing materials and post on multiple venues	E	X			OBCDC	CNDC, Local businesses, Cleveland Plus
6.5.b. Encourage mutually beneficial relations among retail, restaurants and institutions/employers	E	X			OBCDC, Area Businesses, Area Institutions	
6.5.c. Conduct “buy-it-local” campaigns	E	X			OBCDC, CNDC	
6.6. Promote increased residential densities - see Opportunity Sites						
6.7. Promote pedestrian access to retail nodes	E		X		OBCDC, City	
<b>COMMUNITY FACILITIES AND SERVICES</b>						
<b>7. <u>Keep Old Brooklyn and Brooklyn Centre safe neighborhoods with low crime rates.</u></b>						
7.1. <u>Increase police presence and visibility in neighborhoods</u>						
7.1.a. Lobby for more police officers in the neighborhoods	E	X			Block Clubs	City, OBCDC
7.1.b. Re-establish “mini-stations”	E			X	Cleveland Police, OBCDC	Neighborhood Civic Associations, NPI
7.1.c. Expand/strengthen auxiliary police stations	E		X		Cleveland Police, OBCDC	Civic Associations
7.2. <u>Continue to encourage participation in Neighborhood Crime Watch and Prevention Programs</u>						
7.2.a. Establish a crime blotter network	N		X		Cleveland Police, Block Clubs, OBCDC	
7.2.b. Encourage participation in Citizens Police Academy Classes	C	X			Block Clubs	
7.2.c. Increase circulation of educational materials; distribute through block clubs	N	X			OBCDC, Block Clubs	
7.2.d. Organize events and activities to provide community interaction	E	X			OBCDC, Block Clubs	
7.3. <u>Reduce visual indicators that create a perception of an unsafe environment</u>						
7.3.a. Discourage graffiti and use of rolling shutters and exterior bars on windows and doors	E	X			OBCDC, Block Clubs	NPI
7.3.b. Conduct community art projects to improve visual appearance	E	X			Art House, CMSD, CIA, Cleveland Police, OBCDC, NPI	Civic Associations, Boy Scouts and Girl Scouts of America, Religious Institutions
<b>8. <u>Ensure excellent municipal and support services.</u></b>						
8.1. Continue liaisons between neighborhood and appropriate departments in local government	C	X			OBCDC, County, City, Council Members	Civic Associations, Cleveland Police
8.2. <u>Promote Responsible Behavior</u>						
8.2.a. Educate residents about responsible property stewardship	N	X			City	OBCDC
8.2.b. Create a recognition program honoring citizens and business owners who contribute to neighborhood improvement programs	N	X			OBCDC	

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		Short	Med	Long		
<b>9. <u>Encourage collaboration of diverse neighborhood organizations.</u></b>						
9.1. <u>Continue to partner with MetroHealth to conduct health outreach to community</u>						
9.1.a. Continue to distribute informational material	C	X			MetroHealth	Cleveland Bd of Health, County Bd of Health, Area Farmers, OBCDC
9.1.b. Create weekly, bi-weekly or monthly farmers market during Northeast Ohio's growing season	N	X			OBCDC, MetroHealth	OSU, City Fresh, Gardening Clubs
9.1.c. Encourage liaisons between area schools and other community entities	N	X			MetroHealth, CMSD	
9.2. Establish community-based mentoring and tutoring programs	N		X		CMSD	Area Schools, Big Brothers Big Sisters Organization, Religious Institutions
9.3. Encourage community-building events	E	X			OBCDC, Religious institutions	Block clubs, other social and senior agencies
9.4. Provide educational and internship opportunities for persons of all ages	N		X		Area businesses, OBCDC, CMSD	MetroHealth, OCC, Friends of Big Creek, City
<b>COMMUNITY HERITAGE AND IDENTITY</b>						
<b>10. <u>Integrate community identity and assets of Old Brooklyn/Brooklyn Centre with that of Ohio &amp; Erie Canalway America's Byway</u></b>						
10.1. Create a web-based map highlighting attractions and points of interest along the Byway.	N	X			OECA, OBCDC	
10.2. Participate in the kiosk program of the Ohio & Erie Canalway Association to tell important neighborhood stories.	N	X			OCC, OECA, OBCDC, Civic Associations	
10.3. Create programming based on neighborhood heritage and architecture.	E	X			OECA, OBCDC, Civic Associations	Neighborhood historical organizations
<b>11. <u>Ensure widespread awareness of community assets</u></b>						
11.1. Create public relations, promotion, and advertising materials.	N	X			OBCDC	
<b>12. <u>Encourage the recognition and preservation of historically, architecturally and/or culturally significant structures, places and districts.</u></b>						
12.1. <u>Undertake research to identify areas and structures with the potential to be historic districts and buildings.</u>						
12.1.a. Investigate expansion of Cleveland Landmark District in Brooklyn Centre	N	X			City	OBCDC
12.1.b. Conduct research for potential for Cleveland Landmark District designation in South Hills neighborhood	N	X			Civic Associations	OBCDC
12.2. Continue to promote existing programs that provide financial incentives and technical assistance for historic structures.	C	X			CRS, City, OBCDC	County Treasurer
12.3. Establish an architectural salvage process for buildings to be demolished.	N		X		OBCDC	CRS, Habitat for Humanity, Civic Associations, Antique Dealers

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ACTION STEPS For Neighborhood Wide Strategies - Chapter 5	C, E, Or N	TIMEFRAME			Potential LEAD ORGANIZATION	Potential PARTNERS
		Short	Med	Long		
<b>13. Promote place-making efforts that recognize each neighborhood's distinctiveness.</b>						
13.1. <u>Identify neighborhoods with physical improvements.</u>						
13.1.a. Install signage at the gateways of each neighborhood.	N	X			City, OBCDC	
13.1.b. Install street banners identifying specific neighborhoods along commercial corridors.	E	X			OBCDC	Civic Associations, CM, MetroHealth
13.1.c. Install streetscape improvements that compliment the surrounding built environment.	N		X		City, OBCDC	
13.1.d. Develop/finance/implement a plan to install underground utilities along Pearl Rd.	N		X		City, OBCDC	Various utility companies
13.2. Install art that reflects the identity of the neighborhoods in highly visible locations.	N		X		CPA, OBCDC	Art House
<b>14. Honor and respect diverse cultural heritages of Brooklyn Centre and Old Brooklyn.</b>						
14.1. <u>Strengthen existing and create new community events that celebrate local heritage.</u>						
14.1.a. Encourage interdenominational events to promote cultural understanding and appreciation of religious architecture.	E	X			OBCDC, Various event sponsors	Neighborhood historical organizations, Area Religious Institutions
14.1.b. Sponsor community events and cultural activities.	E	X			OBCDC, Various event sponsors	Neighborhood historical organizations, Area Religious Institutions
14.2. <u>Record, preserve and publish local history.</u>						
14.2.a. Continue the oral history project to interview community members and preserve neighborhood history.	E	X			Neighborhood historical organizations	Schools
14.2.b. Install historical markers where appropriate.	N		X		Neighborhood historical organizations	OBCDC, OCC
<b>ECONOMIC DEVELOPMENT</b>						
<b>15. Attract and encourage public and private investment in a systematic manner that builds upon community strengths.</b>						
15.1. <u>Alleviate vacancies along major corridors:</u>						
15.1.a. Recruit nonretail tenancies	E	X			City, OBCDC, BID	
15.1.b. Acquire, demolish and reuse lots when vacant buildings are beyond repair	N	X			City, OBCDC	Cleveland Land Bank, Cuyahoga County Land Bank
15.1.c. Reuse vacant properties for green infrastructure	N	X			City	OSU, NEORS, Gardening Clubs
15.2. <u>Identify important infill sites and rezone to encourage successful infill</u>						
15.2.a. Adopt interim zoning regulations to encourage appropriate uses	N	X			City	Ward Council Members
15.2.b. Assemble land to create more useable parcels	N		X		City	
15.3. Improve infrastructure and amenities to make infill sites more appealing	N		X		City	
15.4. <u>Market available buildings and sites aggressively</u>						

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		Short	Med	Long		
15.4.a. Create and maintain a comprehensive inventory of commercial space available for rent	E	X			OBCDC, CNDC	
15.4.b. Produce development profile brochures	N		X		OBCDC, CNDC	
15.5. <u>Provide support for local entrepreneurs</u>						
15.5.a. Promote participation in regional business incubator programs	N		X		City, CNDC	WIRENet, WECCO, SBA, JumpStart, Team NEO, ShoreBank Enterprise, Greater Cleveland Partnership
15.5.b. Conduct regular seminars for business owners on a variety of business improvement strategies	E	X			CNDC, OBCDC	
<b>16. <u>Ensure that new development fits appropriately into the neighborhood while meeting the needs of contemporary businesses.</u></b>						
16.1. <u>Establish high standards for public and private development</u>						
16.1.a. Expand the BRD in targeted locations	E	X			OBCDC, City	
16.1.b. Develop and adopt design guidelines – see # 5.2						
16.2. Promote the establishment of a wireless network	E	X			OBCDC, Area Institutions, City	
<b>17. <u>Foster environmentally-friendly building practices and processes</u></b>						
17.1. Encourage new development to incorporate green building principles	E	X			City, OBCDC	
17.2. Encourage businesses to use renewable energy and become more energy efficient	E	X			City, OBCDC	
<b>RECREATION</b>						
<b>18. <u>Build connections to the Towpath Trail to provide access to the neighborhoods.</u></b>						
18.1. Pursue trail connectors through the Lower Big Creek Valley	N	X			City, OBCDC, OCC	Cleveland Metroparks
18.2. Assist in efforts to complete a trail connection through the Upper Big Creek Valley in Brooklyn	N			X	City of Brooklyn, FOBC	Cleveland Metroparks, City, OBCDC
<b>19. <u>Create recreation destinations in/adjacent to the Lower Big Creek Valley.</u></b>						
19.1. Pursue the adventure sports, camping and other outdoor activities in LBC – See Opportunity Sites	N	X			City, OBCDC	Cleveland Metroparks
19.2. Encourage compatible uses of buildings within/overlooking the valley	C	X			City, OBCDC	
19.3. Improve Wildlife Way intersection at Pearl Road	N			X	City	Cleveland Metroparks
<b>20. <u>Promote recreational facilities and programs for all residents.</u></b>						
20.1. <u>Increase use of recreation facilities and parks through programming and accommodating multiple uses</u>						
20.1.a. Increase amenities such as shelters, pavilions, benches and tables at area parks to increase range of uses	E		X		City	Cleveland Metroparks
20.1.b. Assess current programs to determine popularity of existing ones, need for new ones	N		X		City	
20.1.c. Coordinate city programs with school district to use facilities for community recreation	E	X			City, CMSD	

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20.1.d. Organize recreational activities and events	C	X			City, CMSD, OBCDC	
20.2. <u>Increase number of and access to neighborhood parks</u>						
20.2.a. Develop vacant parcels for mini-parks when parcels become available in targeted locations	E		X		City, OBCDC	Block Clubs
20.2.b. Create more neighborhood connections to park and recreation facilities	E		X		City, OBCDC	Cleveland Metroparks
20.3. <u>Promote area's natural and recreational amenities</u>						
20.3.a. Provide online community calendar	E	X			OBCDC	
20.3.b. Create informational brochure	E	X			OBCDC	
<b>ENVIRONMENTAL PROTECTION AND NATURAL RESOURCES</b>						
<b>21. <u>Protect and improve the health of the Lower Big Creek and Cuyahoga River</u></b>						
21.1. <u>Reduce threats to the ecological integrity of the Lower Big Creek and the Cuyahoga River</u>						
21.1.a. Work with industries in the Lower Big Creek Valley to minimize their ecological footprint	N		X		City, OBCDC	OCC, FOBC
21.1.b. Encourage best management practices for industrial users	N	X			City	OEPA
21.1.c. Educate residents on ways to reduce residential pollutants that enter the Lower Big Creek	C	X			CSWCD	NEORS, County, FOBC
21.1.d. Increase pervious surfaces to reduce quantity and velocity of storm water runoff	E		X		City, CSWCD	
21.1.e. Eliminate combined sewer overflows	C		X		NEORS	
21.2. <u>Adopt regulations and guidelines to protect ecologically sensitive areas</u>						
21.2.a. Adopt hillside overlay district regulations	E	X			City	Ward Council Members
21.2.b. Enforce storm water regulations and guidelines	C	X			City	Ward Council Members
21.2.c. Draft and enact riparian corridor protection regulations	E	X			City	Ward Council Members
21.2.d. Rezone land targeted for recreation once properties are acquired by public entity	N		X		City	Ward Council Members
21.3. <u>Continue remediation efforts in the Lower Big Creek Valley</u>						
21.3.a. Restore habitat and create ecological diversity in LBC Valley	N		X		City, OBCDC, OCC, FOBC	Civic Associations, Cleveland Museum of Natural History, Cleveland Botanical Gardens
21.3.b. Continue removal of debris	C	X			OCC, FOBC, OBCDC	Block Clubs
21.4. <u>Protect ecologically sensitive lands – See Opportunity Sites</u>						
21.5. <u>Educate residents and visitors about the importance of a healthy waterways</u>						
21.5.a. Prepare and install educational signs about the Lower Big Creek regarding history, influence, protection/restoration efforts	N	X			OCC, FOBC	CMSD, OBCDC
21.5.b. Invite watershed and water quality experts to public events and community meetings	E	X			FOBC, CSWCD	OBCDC
21.5.c. Incorporate stream ecology in high school science classes	E	X			CMSD	OCC, FOBC, NEORS

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		Short	Med	Long		
<b>22. <u>Improve air quality in Old Brooklyn and Brooklyn Centre</u></b>						
22.1. Maintain and increase trees and vegetation in neighborhoods	E		X		City, ODOT, OBCDC	Arbor Day Foundation, Trust for Public Land
22.2. Encourage active participation in air quality citizen action groups, disseminate information etc	N	X			OBCDC, DAQ, Civic Associations	Ohio Environmental Council, Earth Day Coalition, Earth Watch Ohio, Ohio Citizen Action
22.3. Educate residents and businesses about actions to improve air quality	C	X			NOACA, DAQ	OBCDC
<b>23. <u>Encourage the development of an environmental stewardship ethic in residents, businesses, visitors</u></b>						
23.1. <u>Promote appreciation of green space</u>						
23.1.a. Conduct/sponsor community events in green space, including Riversweep, other Big Creek and Stickney Creek clean-up events, supplemental Earth day events, etc	C	X			OBCDC, OCC, FOBC, Civic Associations	SWCD, Cleveland Metroparks
23.1.b. Promote community gardening	C	X			OBCDC, OSU Extension	Civic Associations
23.1.c. Educate residents and business owners about economic and social benefits of healthy environment	C		X		OCC, FOBC, OSU Extension	OBCDC, CMSD
23.1.d. Create awards program to honor environmentally friendly businesses	N		X		OBCDC, FOBC	
23.1.e. Promote the establishment of scenic overlooks into the LBC and Cuyahoga River Valleys	N			X	City, OCC, OBCDC	FOBC, Clev Metroparks
23.2. Promote compliance with environmental regulations	C	X			City	OEPA, NEORS, CSWD
<b>TRANSPORTATION CONNECTIONS</b>						
<b>24. <u>Design streets with all users in mind</u></b>						
24.1. Install streetscape improvements along Pearl Road – See also TLCI	N	X			City, OBCDC	Ward Council Members
24.2. Enhance the pedestrian and bicycling environment on the Brooklyn Brighton Bridge - See also TLCI	N		X		City, NOACA	Ward Council Members
24.3. Enhance the Transit Waiting Environments throughout the neighborhoods - See also TLCI	E	X			GCRTA	City, OBCDC, Ward Council Members
24.4. Create connections to area amenities for bicyclists and pedestrians	N		X		City, OBCDC	Ward Council Members
24.5. Establish on-street bike lanes/sharrows according to Cleveland Bike Master Plan	N		X		City, NOACA	OBCDC, Ward Council Members, Cleveland Bikes
<b>25. <u>Make streets safer for all travelers</u></b>						
25.1. <u>Maintain, restore and enhance condition of sidewalks and street pavement</u>						
25.1.a. Conduct detailed inventory of existing sidewalk, curb and pavement conditions and develop priority list for repairs	E	X			City	OBCDC, Ward Council Members
25.1.b. Establish a BID– See # 5.1						

## Two Neighborhoods Preserving Our Past, Planning Our Future **Together**

ACTION STEPS For Neighborhood Wide Strategies - Chapter 5	C, E, Or N	TIMEFRAME			Potential LEAD ORGANIZATION	Potential PARTNERS
		Short	Med	Long		
25.2. <u>Maintain and augment street lighting</u>						
25.2.a. Continue to upgrade street lights	E	X			Cleveland Public Power, City	OBCDC, Ward Council Members, Neighborhood organizations, Residents, Auxiliary Police
25.2.b. Recruit volunteers to inventory street lighting problems	N	X			OBCDC	Block Clubs, Residents
25.2.c. Install decorative lighting in commercial areas	N		X		City, OBCDC	Area Businesses
25.3. Upgrade traffic lights and signalization on all major thoroughfares	N		X		City	OBCDC, Ward Council Members, NOACA, Block Clubs
25.4. Upgrade crosswalks	N		X		City	OBCDC, Ward Council Members
25.5. Institute traffic calming measures in neighborhoods	N			X	City	OBCDC, NOACA
<b>26. Promote use of multiple modes of transportation</b>						
26.1. <u>Encourage increased walking and cycling</u>						
26.1.a. Promote the use of "safe routes to school" and "healthy lifestyle" programs to encourage walking and bicycling	E	X			OBCDC, CMSD	MetroHealth, Cleveland Bikes, Ohio Bicycle Federation, Ohio City Bicycle Co-Op
26.1.b. Provide information on benefits of alternative modes of transportation	C	X			OBCDC, NOACA	MetroHealth, Cleveland Bikes, Ohio Bicycle Federation, Ohio City Bicycle Co-Op
26.2. <u>Promote increased transit ridership</u>						
26.2.a. Provide up-to-date information and products (schedules, sale of bus passes, etc...)	C	X			GCRTA	OBCDC Area Businesses, City, Ward Council Members
26.2.b. Support the re-establishment of an Old Brooklyn/Brooklyn Centre circulator	N	X			OBCDC, Ward Council Members	GCRTA, MetroHealth, Block Groups, Residents, Local Businesses and Institutions

## **Two Neighborhoods** Preserving Our Past, Planning Our Future **Together**

<b>ACTION STEPS For Focus Areas/Opportunity Sites - Chapter 6</b>	<i>TIMEFRAME</i>			<i>Potential LEAD ORGANIZATION</i>	<i>Potential PARTNERS</i>
	Short	Med	Long		
<b>A. State/Pearl Triangle</b>					
A.1. Encourage relocation of automotive repair shops	X			City, OBCDC	
A.2. Promote expansion of the South Brooklyn Branch of the Cleveland Public Library		X		CP Library, City	OBCDC
A.3. Promote construction of new retail building		X		City, OBCDC	
A.4. Encourage higher density residential development			X	OBCDC	
A.5. Rezone area to encourage retail and multi-family, and limit incompatible uses	X			City	Ward Council Members
A.6. Explore the possibility of using the GCRTA Bus Garage as "Incubation Space" to foster business start-ups for interim	X			OBCDC, City	Ward Council Members
<b>B. Fulton/Memphis Shopping Area</b>					
B.1. Install streetscape improvements in the Memphis/Fulton intersection area	X			City, OBCDC	
B.2. Improve parking areas on both sides of Fulton Avenue	X			Area businesses	OBCDC
B.3. Explore parking lot sharing between selected businesses on the west side of Fulton Avenue	X			Area businesses, OBCDC	
B.4. Remove large pole signs and replace with ground signs on the west side of Fulton Avenue	X			Area businesses	OBCDC
B.5. Update storefront designs and signage on the west side of Fulton Avenue		X		Area businesses	OBCDC
B.6. Add new commercial space between Unique Thrift and Discount Drug Mart			X	Area businesses	OBCDC
B.7. Consolidate commercial uses and develop new housing on both sides of Fulton Avenue			X	Developers	OBCDC
B.8. Redevelop area with mixed-use development and senior housing		X		Developers	OBCDC
<b>C. Old Brooklyn Downtown Focus Area</b>					
C.1. Establish a comprehensive marketing program to promote Downtown as a destination	X			OBCDC, BID	City, MetroHealth
C.2. Establish a Business Improvement District to maintain and improve aesthetics		X		Area businesses, OBCDC, City	
C.3. Relocate automobile-oriented uses from the heart of the Downtown		X		City, OBCDC, BID	
C.4. Promote residential and office uses on second floor spaces of retail buildings		X		OBCDC, BID	
C.5. Promote townhouses/multi-family residential in select locations			X	City, OBCDC	
C.6. Bury utility lines along Pearl and Broadview Roads			X	City, CPP	OBCDC
C.7. Establish a senior-friendly housing rehab program to target units within a ¼ mile radius of Downtown	X			OBCDC, MetroHealth	City, NPI
<b>D. Pearl Road – Wildlife Way to State Road</b>					
D.1. Concentrate existing/new business here to ensure a critical mass of retail and restaurants		X		OBCDC, City,	Area businesses
D.2. Adopt a Pedestrian Retail Overlay District	X			City	OBCDC
D.3. Relocate industrial uses			X	City, OBCDC	Area industries
D.4. Extend W.33rd north to Henninger Road.			X	City	OBCDC
D.5. Create a destination public space to provide a community gathering location		X		City, OBCDC	
D.6. Improve the Wildlife Way - Pearl Road intersection		X		City	Cleveland Metroparks
<b>E. Broadview Road – Pearl Road to Valley Road</b>					
E.1. Adopt policy - redevelopment/rehab opportunities of existing buildings will not be sacrificed for new retail construction	X			OBCDC, City	Historical Society
E.2. Encourage a mix of retail/office buildings and multifamily uses	X			OBCDC, City	Developers
E.3. Redevelop structures that are in poor condition or are not architecturally significant			X	OBCDC, Developers	City

## Two Neighborhoods Preserving Our Past, Planning Our Future Together

<b>ACTION STEPS For Focus Areas/Opportunity Sites - Chapter 6</b>	<i>TIMEFRAME</i>			<i>Potential LEAD ORGANIZATION</i>	<i>Potential PARTNERS</i>
	Short	Med	Long		
<b>F. Pearl Road – Brooklyn Centre Downtown</b>					
F.1. Remove excess utility poles	X			Utilities, City	OBCDC
F.2. Encourage visual consistency of building set-backs, sidewalks and landscaping	X			OBCDC, City	
F.3. Encourage façade enhancements of existing single-story commercial buildings	X			OBCDC, City	Area Businesses
F.4. Adopt the pedestrian-oriented overlay district on Pearl Road north of Selzer Avenue	X			City	OBCDC
F.5. Redesign and reorient bus stops to appear safer and more welcoming		X		GCRTA, City	OBCDC
F.6. Reduce the presence of billboards where appropriate		X		City, OBCDC	Area businesses
F.7. Encourage infill development on all corners of Pearl-Denison intersection for retail			X	OBCDC, City	
F.8. Encourage relocation of automotive repair shops near Pearl/Denison intersection to less pedestrian-oriented areas		X		City, OBCDC	
F.9. Encourage reoccupancy of YMCA building	X			OBCDC, City	Nonprofit Organizations
F.10. Encourage development of vacant land at the southeast corner of the Pearl/Denison and corner of Pearl/Selzer		X		City, OBCDC	
F.11. Enhance the Brooklyn-Brighton Bridge to be a gateway between neighborhoods	X			OBCDC	Block groups
F.12. Restore architecturally and historically significant structures	X			Historical society	
<b>G. Former Memphis School Site OPTIONS</b>					
G.1. Encourage residential development that is designed for a niche group to create a “village”			X	OBCDC, City, Developers	Block Clubs
G.2. Establish a neighborhood park/playground		X		City, OBCDC, Residents	Parkworks
G.3. Establish an urban farm/ community garden	X			OBCDC, Block Clubs	OSU Extension
<b>H. Henninger Landfill Site</b>					
H.1. Redevelop landfill for recreation/open space		X		City, OBCDC, Developer	Clev Metroparks
H.2. Establish a visitor center			X	City, OBCDC	Clev Metroparks, OCC
H.3. Relocate nearby industrial uses out of the area		X		City, OBCDC	
H.4. Promote offices and multi-family condos and/or townhouses in nearby locations	X			OBCDC, City	Developers
<b>I. Lower Big Creek Valley</b>					
I.1. Construct trail connectors through the Lower Big Creek Valley		X		City, OBCDC	Clev Metroparks, OCC
I.2. Establish a riparian zone and enhanced floodplain along the Lower Big Creek.	X			City, OBCDC	Ward Council Members
I.3. Relocate selected industrial uses from environmentally sensitive land areas in the Valley		X		City, OBCDC	Ward Council Members
I.4. Establish a camping facility on the north side of the Lower Big Creek		X		City, OBCDC	Clev Metroparks
<b>J. Harvard/Jennings Area</b>					
J.1. Promote adaptive reuse of the selected existing buildings			X	City, OBCDC	Clev Metroparks
J.2. Restore portions of the site to native meadow		X		City, OBCDC, CSWCD	
<b>K. Pearl/Oakpark Area</b>					
K.1. Encourage current owners to undertake moderate exterior improvements, such as façade improvements, landscaping, new signage, parking lot improvements, and lighting improvements	X			OBCDC, City	Ward Council Member

## Two Neighborhoods Preserving Our Past, Planning Our Future Together

<b>ACTION STEPS For Focus Areas/Opportunity Sites - Chapter 6</b>	<i>TIMEFRAME</i>			<i>Potential LEAD ORGANIZATION</i>	<i>Potential PARTNERS</i>
	Short	Med	Long		
K.2. Rezone the Oakpark Auto Sales parcel from Semi-Industrial to a classification more compatible with the neighborhood	X			City, OBCDC	Ward Council Member
K.3. Encourage redevelopment of parcels for low-rise housing		X		OBCDC, City	
K.4. Daylight the culverted portions of Stickney Creek to create an open space area			X	City, OBCDC, CSWCD	FOBC
K.5. Implement TLCI Study recommendations for Pearl Road, including reducing travel lanes and adding bike lanes		X		City, OBCDC, NOACA	
<b>L. Pearl and Brookpark</b>					
<b>L.1. Pearlbrook Shopping Center</b>					
L.1.a. Encourage storefront renovations including façade improvements, roofline modifications, awning installation	X			OBCDC, City	Ward Council Member
L.1.b. Encourage parking area improvements including landscaped islands, lot lighting, and redesign of lot circulation		X		OBCDC, City	Ward Council Member
L.1.c. Rezone to General Retail Business zoning to promote the parcel as a future retail center	X			City	Ward Council Member
L.1.d. Replace existing pole signs on Pearl and Brookpark Roads with ground-mounted signs		X		Area businesses	
<b>L.2. Pearl Plaza</b>					
L.2.a. Rezone to General Retail Business zoning to promote the parcel as a future retail location	X			City, OBCDC	Ward Council Member
L.2.b. Explore the potential of uniting both properties under a single owner				Area businesses	OBCDC
L.2.c. Update storefronts to create matching designs with large glass windows				Area businesses	OBCDC
L.2.d. Update signage to create coordinated designs for the building and with Pearlbrook Shopping Center				Area businesses	OBCDC
L.2.e. Upgrade parking area with new paving, installation of wheel stops, lighting, striping, and landscaping				Area businesses	
L.2.f. Remove billboard at northeast corner of property		X		City, OBCDC	Area business, Ward Council Member
<b>M. Broadview and Brookpark – Brookside Shopping Center</b>					
M.1. Rezone parcel to direct future development toward light industrial/flex space in case the site loses its viability as a retail center	X			City, OBCDC	Ward Council Member
M.2. Update storefronts to create matching designs with large glass windows	X			Area businesses	OBCDC
M.3. Upgrade all parking areas with new paving, installation of wheel stops, and striping	X			Area businesses	OBCDC
M.4. Relocate and redesign US Bank ATM island installation		X		Area businesses	
M.5. Remove two existing pole signs		X		Area businesses	OBCDC
M.6. Remove billboard at northeast corner of property		X		City, OBCDC	Area business, Ward Council Member
<b>N. Brookpark – Broadview Road to Ridge Road</b>					
N.1. Rezone parcels to direct future development toward light industrial/flex space	X			City, OBCDC	Ward Council Member

## **Two Neighborhoods** Preserving Our Past, Planning Our Future **Together**

### List of Partners for Action Steps

	Arbor Day Foundation	CPP	Cleveland Public Power	NEORSD	Northeast Ohio Regional Sewer District
	Area Businesses/Merchants	CRS	Cleveland Restoration Society		Ohio Bicycle Federation
	Area Farmers	UDC	Cleveland Urban Design Collaborative	OCC	Ohio Canal Corridor
	Area Institutions	CCS	Community Court Service		Ohio Citizen Action
	Area Religious Institutions		County Auditor		Ohio City Bicycle Co-Op
	Area Schools		County Board of Health	ODOT	Ohio Department of Transportation
	Art House	CSWD	County Solid Waste District		Ohio Environmental Council
	Auxiliary Police		County Treasurer	OEPA	Ohio Environmental Protection Agency
	Big Brothers Big Sisters Organization		Cuyahoga County Land Bank	OBCDC	Old Brooklyn Community Development Corporation
	Block Clubs	CSWCD	Cuyahoga Soil and Water Conservation District	OSU	OSU Extension Community Gardening
	Boy Scouts and Girl Scouts of America	DAQ	Cleveland Department of Public Health, Division of Air Quality		ParkWorks
BID	Business Improvement Districts	RAP	Cuyahoga River RAP		Residents
	Catholic Diocese		Department of Housing and Urban Development (HUD)		Services for Independent Living
City	City of Cleveland		Developer(s)		South Hills Civic Association
	Civic Associations		Earth Day Coalition		Southwest Citizens' Area Council
	Cleveland Bikes		Earth Watch Ohio		Team Neo
	Cleveland Board of Health,		Facility developer	TPL	Trust for Public Land
CBG	Cleveland Botanical Gardens		Financial institutions		Various event sponsors
	Cleveland Division of Police	FOBC	Friends of Big Creek		Various utility companies
CGBC	Cleveland Green Building Coalition	GCRTA	Greater Cleveland Regional Transit Authority		Ward Council Members
CHN	Cleveland Housing Network		Habitat for Humanity		Walk and Roll
CIA	Cleveland Institute of Art		Living in Cleveland Center	WECO	WECO Fund, Inc
	Cleveland Land Bank		MetroHealth Systems		WIRE-Net
CM	Cleveland Metroparks		Neighborhood historical organizations		
CMSD	Cleveland Metropolitan School District	NHS	Neighborhood Housing Services		
CMNH	Cleveland Museum of Natural History	NPI	Neighborhood Progress, Inc		
CNDC	Cleveland Neighborhood Development Corporation	NOACA	Northeast Ohio Areawide Coordinating Agency		
	Cleveland Plus				
CPA	Cleveland Public Art				

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