

Broadview Heights



TOWN CENTER MASTER PLAN

ACKNOWLEDGMENT

This focused town center master plan study would not have been possible without the support and contributions of many people. G2M Design Collaborative wishes to express our gratitude to Mayor Samuel J. Alai for his leadership and guidance throughout the process. We are also extremely grateful for the assistance provided by Economic Development Director David Schroedel and City Engineer Eugene Esser. They, along with their staff, provided the necessary resources to help us complete the work.

Sincere gratitude is also conveyed to the members of the City Council, Planning Commission and Master Plan Steering Committee. This study could not have been completed without their participation and commitment to the process.

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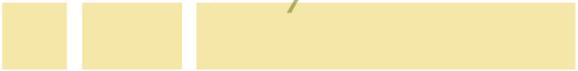
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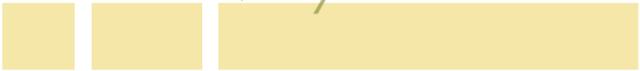
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EXECUTIVE SUMMARY

For more than twenty years, the City of Broadview Heights has been focused on defining a vision for its Town Center District. This focused Town Center study defines a new vision for the district and describes the expectations for future development. To start this process, the City assembled a committed group of individuals to direct the effort, and this group, along with city staff, planning commission and council members tackled the challenge of developing a workable plan that would both stimulate economic development and preserve and enhance the image of Broadview Heights.

The planning process began by examining the previous planning studies and became a collaborative effort between the G2M planning team and the Town Center Master Plan Steering Committee. The City must now adopt the plan's recommendations, promote them to the larger community, and insure that the guiding principles outlined in the Master Plan are followed.

One of the first tasks of the Steering Committee was to finalize a list of goals and objectives to guide the development of the Master Plan. After reviewing the previous goal statements from the 1988 and 1998 Town Center Master Plans and gathering feedback from committee members and other interested parties, the planning team developed nine new planning objectives and established a single overriding goal for the Town Center. The Steering Committee then adopted the goal and nine objectives for the Town Center as shown at right.

The planning team evaluated the previous master planning studies, reviewed existing zoning and evaluated topographic data provided by the City of Broadview Heights. In addition, the planning team reviewed

commercially available demographic data from ESRI Business Analyst Online, which is a Web-based solution that combines GIS technology with extensive demographic, consumer spending, and business data for the entire United States.

After analyzing the existing conditions and market data, the planning team developed a series of Guiding Principles for Future Development and constructed a Desired Framework Diagram. Those two documents then became the foundation for all of the subsequent recommendations.

The Desired Framework Plan and the Guiding Principles for Future Development, shown on the following page, are the building blocks of the Town Center Master Plan. They should be used as a benchmark for evaluating future proposals. All of the work prepared by the consultant planning team after the Desired Framework Diagram was created is based on that framework diagram and will aid in the future decision-making process. For example, the Outline Design Guidelines presented in Chapter 6 are based on the framework diagram and guiding principles. Those guidelines, once fully developed, will more clearly articulate what the community expects from developers and property owners. In contrast, the Illustrative Master Plan presented in this report represents just one of the possible solutions that would achieve the desired planning outcome. It is simply an interpretation of the guiding principles and is not intended to be the final solution for creating a dynamic and active Town Center.

The primary tools to be used to help direct private development within the District are the Desired Framework Diagram and the associated Guiding Principles for Future Development. Together they reflect the community's view of what the town center district should become. They are based on a synthesis of the existing physical conditions of the area and an understanding of the market opportunities that exist. In addition, the stated goals and objectives and the community's expressed desires are incorporated into an Illustrative Master Plan.

PLAN GOAL

Create a dynamic, easily identifiable Town Center District that can accommodate daytime, evening, and weekend activity, incorporating a mix of uses that are easily accessible and pedestrian friendly.

OBJECTIVES

1. The District's Design must be "Market Driven" and responsive to economic realities.
2. The District's Design should permit a mix of uses, with a substantial portion of the retail mix devoted to meeting existing community needs. The design should limit convenience and off price retail.
3. The District's Design should encourage a mixed use environment with a strong pedestrian scale along with enough critical mass to sustain it.
4. The District's Design should be coordinated with the existing retail development on the adjacent quadrants of the intersection.
5. The District's Design should create a strong sense of local identity, allowing small shops to co-exist with national retail chains. The District should adopt quality architectural standards to give the Town Center District the proper sense of scale and place.
6. The District's Design should include a clearly defined public area within the proposed retail center linked to restaurants and entertainment uses and should include strong pedestrian connections to other city facilities.
7. The District's Design should encourage a broad mix of residential opportunities intended to reach singles, young couples, empty nesters and others not interested in traditional single family home ownership.
8. The District's Design should create a small office environment for local business services such as insurance agents, legal, medical, real estate firms and other such businesses typically owned and operated by residents of the community.
9. The District's Design should provide for sufficient parking and vehicular traffic circulation, but should also provide appropriate pedestrian connections between land uses and adjacent neighborhoods.

GUIDING PRINCIPLES FOR FUTURE DEVELOPMENT

- Emphasize Royalton and Broadview roads as the major east west and north south transportation corridors for the Town Center and establish the Broadview and Royalton Road intersection as a major focal point for the district.
- Develop focal points at the end of the proposed Town Center Loop Roads to visually anchor the street and reinforce the desired quality and character that will allow it to be successful as a dynamic retail and commercial district. This can be accomplished through the use of decorative paving, landscaping or other architectural elements.
- Design internal circulation to encourage pedestrian interaction and activity by providing wide sidewalks, numerous small gathering places, and interesting landscape and hardscape.
- Establish gateways (or an appropriate Town Center entry experience/identity) at the boundaries of the town center district, including the area south to Akins road and the Municipal Campus, North to Royalwood and east and west along Royalton road from Town Center Drive to Seneca Boulevard.
- Create a distinct district identity through the use of consistent signage, street graphics, lighting, and landscaping.
- Develop opportunities for a variety of multi-family residential housing types, primarily focused on market rate, for sale product.
- Develop opportunities for professional and low density office space within the district, well connected to the retail core.
- Improve intersection appeal and pedestrian safety by establishing distinctive cross walks and by making the major access points emphasize the Town Center Identity.
- Provide extensive parking area landscaping and visual screening of vehicles from the major transportation corridors.
- Take advantage of natural site features such as stream corridors and

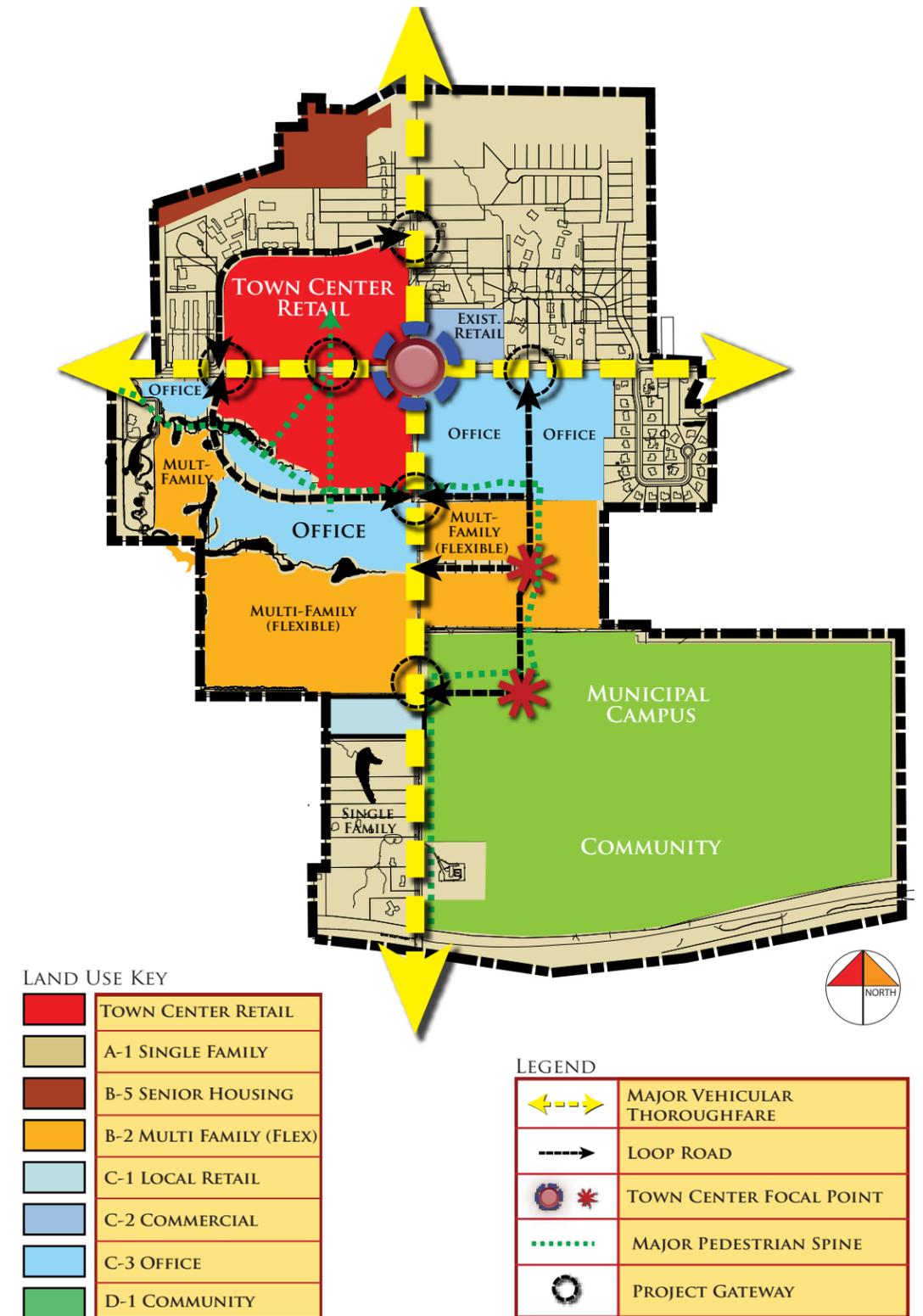
wetlands and provide integrated pedestrian gathering places and nature walks as appropriate.

- Encourage sidewalk activity by developing outdoor seating, cafes and other retail displays that are visible and accessible from the public streets.
- Incorporate appropriate and attractive pedestrian amenities into all major pedestrian areas. These amenities should include coordinated street furniture, trash and recycling containers, bus shelters, paving, landscaping and lighting.

KEYS TO STIMULATE DEVELOPMENT

By commissioning this Master Plan for the Town Center, the City of Broadview Heights has exhibited the leadership and vision that is the necessary first step in repositioning an important area of Broadview Heights. To follow-up this effort, the City's leadership will need to partner with civic groups and private developers to insure that this vision for the Town Center is achieved. The foundation or conceptual vision for the Town Center Master Plan is captured in the Desired Framework Diagram; however, several other tools will be necessary to help the City of Broadview Heights evaluate actual development proposals and redevelopment strategies. Those tools include the creation of a Town Center Planned Zoning District and the development of Comprehensive Town Center Design Guidelines, and represent the next steps in moving forward.

In addition, to prepare the district for future development, The City of Broadview Heights should secure funding to improve the Broadview and Royalton Road streetscapes, construct the Town Center loop roads and secure any wetland and stream channel relocation permits required to facilitate loop road construction.



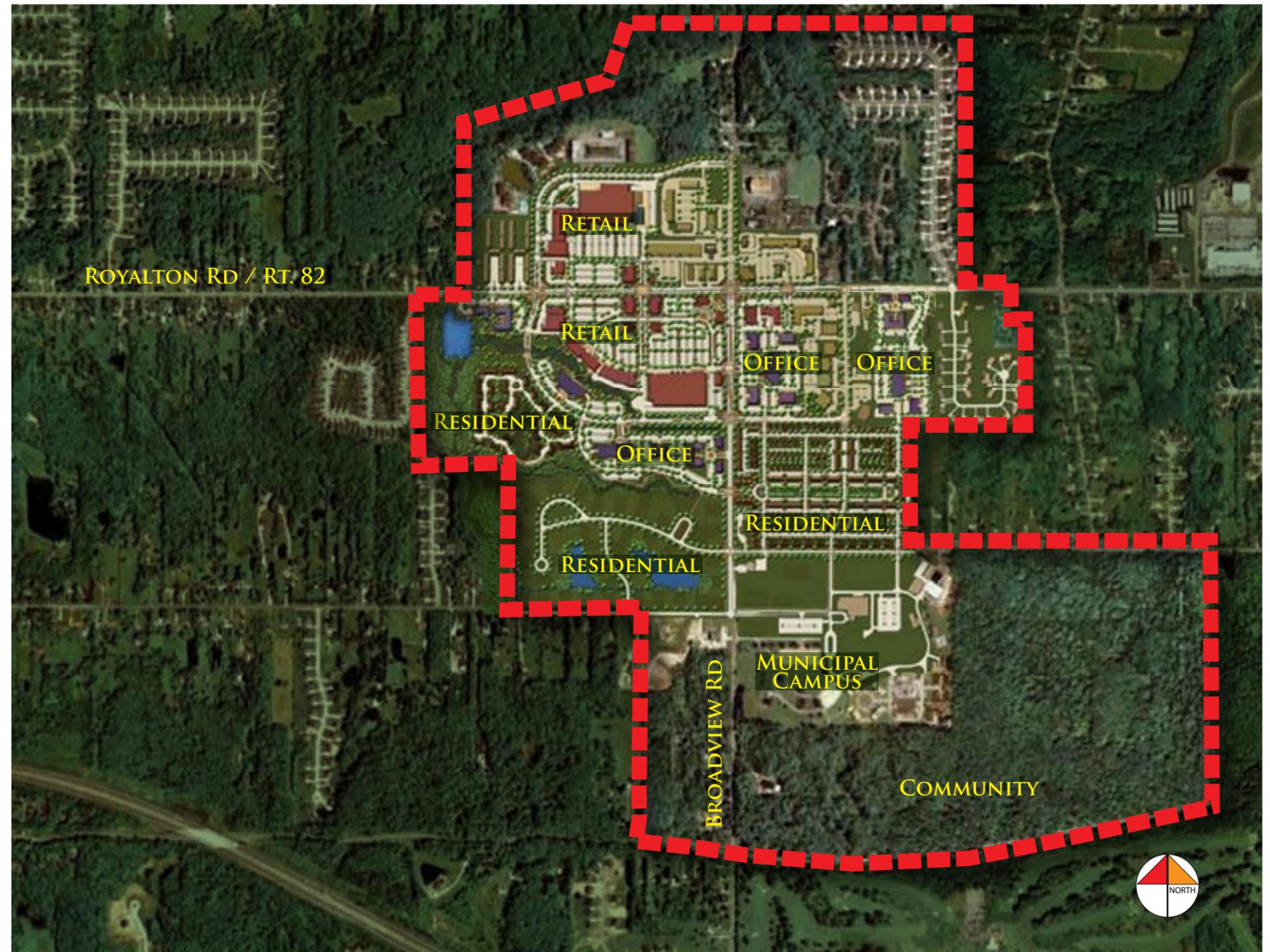
Desired Framework Diagram

FIGURE 1

THE ILLUSTRATIVE MASTER PLAN

The Illustrative Master Plan included in this document is not intended to be the final solution; it is simply the context plan by which future development proposals can be measured. As future development proposals are submitted, the City of Broadview Heights should use this plan as a guide for evaluating those proposals.

The Illustrative Master Plan presents one potential solution for the future of the Town Center. This illustrative plan is intended to demonstrate a possible alternative to show how the policies outlined in the Master Plan could be implemented, and should only be used as a tool for evaluating future projects within the Town Center. The Illustrative Master Plan is not intended to be viewed as a final site plan, but rather as a concept of potential development that may result from the application of the policies and principles outlined in this plan. The purpose of the illustrative plan is to show how proposed infrastructure changes, street and traffic modifications and building arrangements can work with the available land, existing conditions and market opportunities.



Illustrative Master Plan

FIGURE 1A

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PLANNING PROCESS

The Broadview Heights Town Center Master Plan is the result of a four month process designed to determine how to best plan the undeveloped area at the intersection of Royalton and Broadview Roads and the surrounding commercial areas. The City of Broadview Heights secured a Community Development Grant to update the previous Town Center Master Plans originally prepared in 1988 and updated in 1998. The Town Center study area is generally defined as the area surrounding the Royalton and Broadview Road intersection, extending south from Royalwood Road to Valley Parkway, and west from Town Center Drive to Seneca Boulevard. See Figure 2 for the boundaries of the Town Center Study Area.

Additionally, the City of Broadview Heights requested that the Consultant look at several specific parcels of land outside of the Town Center Study Area and provide recommendations relative to zoning changes that may be appropriate based on land use adjacencies. Please refer to Chapter VII for a discussion of that work.

This chapter is intended to present a summary of the planning process and its findings, focusing primarily on issues identified and the implications of those issues on the final Town Center District plan recommendations.



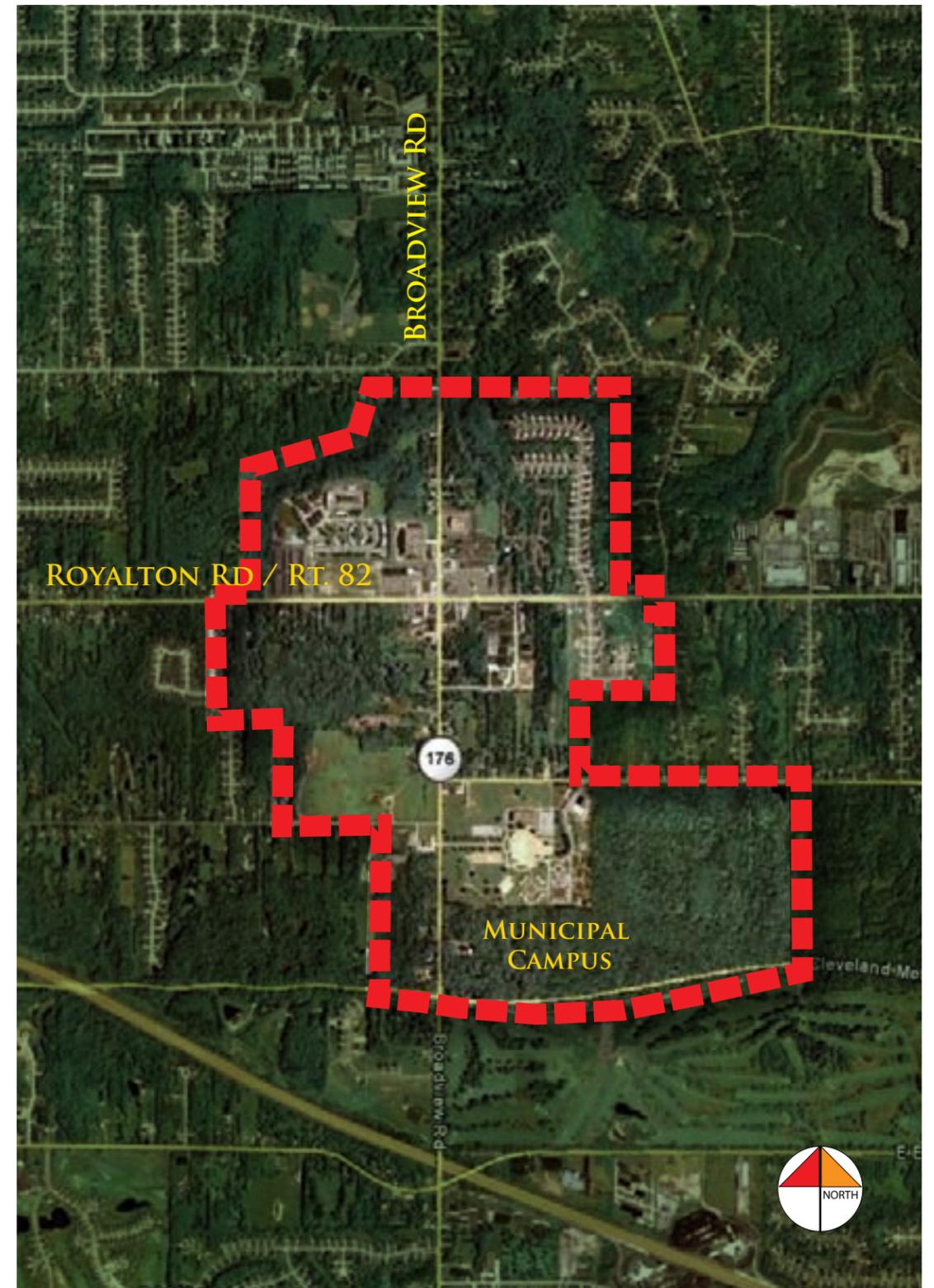
PLANNING PROCESS TOOLS

The planning team began by forming a Steering Committee comprised of City Officials, Staff and Residents. The committee met biweekly and discussed topics such as the goals and objectives of the community, land use relationships, parking and traffic circulation, pedestrian access and interconnectivity, strength of the retail, residential and office markets; community demographics, building form and design criteria.

BACKGROUND AND DATA COLLECTION

To understand the development opportunities within the Town Center Study Area, the planning consultant started by reviewing the previous land use studies that were prepared for the Town Center District. The consultant reviewed both the 1988 and the 1998 studies and each was discussed with the Steering Committee. Members of the Steering Committee made it very clear that any new planning recommendations must be reality based and should reflect both the physical opportunities and constraints of the land and market realities.

The planning team needed to understand two critical things in order to develop an appropriate framework plan. Those issues revolved around the land available for development and the economic realities of the market place. Simply put, the Committee needed to understand “What the land was telling us and what the market was telling us.” Without a clear understanding of those two issues the plan would be meaningless.



Town Center Study Area

FIGURE 2

WHAT IS THE LAND TELLING US?

In order to develop a practical approach to planning, the consultant reviewed the physical characteristics of the land, including wetland locations, topography, stream channels, transportation systems and adjacent land uses to determine what land was actually available for development. After analyzing the existing condition data, an opportunity diagram (see figure 5) was developed to identify specific development parcels and clarify what physical limitations would impact future development. From there, the planning team developed a Desired Framework Diagram which identified potential gateways, major circulation routes, focal points, and key pedestrian and vehicular access points. Suggested land uses were then assigned to each development parcel, and the resulting framework plan was reviewed by the Steering Committee. The Framework Plan was revised based on Committee comments and is reproduced in Chapter V - Physical Plan.



WHAT IS THE MARKET TELLING US?

In order to understand the retail market, the planning consultant retained the services of Mr. Mark Bulmash, President and founder of Bulmash Real Estate Advisors to evaluate the retail opportunities in Broadview Heights. Mr. Bulmash consults with Developers, Municipalities and Institutions on real estate matters, and his insights were invaluable in helping the planning team develop a reality based framework plan. While understanding the commercial and residential market opportunities was

important to develop a working framework plan, the need to understand the retail market was critical, because the type of retail tenants available to Broadview Heights would have a major influence on the retail form that could be developed. Some of the topics explored included the following:

How will retailers and developers look at this site?

What are the demographic trends in Broadview Heights and the associated retail trade areas?

What competition exists in the market?

How do traffic volumes, roadway capacity and access impact the development opportunity?

What does the Retail Gap Analysis indicate?

Detailed information on the retail analysis can be found in Chapter IV – Market Opportunities.

PUBLIC MEETINGS

Members of the consultant planning team had the opportunity to meet with the City of Broadview Heights Planning Commission on several occasions to provide progress updates and receive additional guidance on the goals of the master plan.

The first meeting was a brief introductory discussion at the February 24th, 2010 Planning Commission Meeting, where the Planning Consultant provided background on the previous planning studies and discussed the planning process and expectations. The Consultant team discussed several parcels of land outside of the Town Center District that City Planning Staff believed needed to be evaluated because of changes in land use or inconsistencies relating to zoning of adjacent land. On March 24th, 2010 the planning team members attended a second meeting of the Planning Commission to present and discuss demographic data and its relationship to the retail market. The goal of the meeting was to insure

that the community had an understanding of the type of retail component that could be planned in the Town Center District. The Demographic and Retail analysis is discussed in detail in Chapter IV. This information allowed the Steering Committee to develop a Desired Development Framework Plan for the Town Center. The framework plan is the tool for illustrating how the major organizational pieces (gateways, focal points, pedestrian and vehicular thoroughfares, etc.) of the Town Center should be organized. These thoughts and ideas were incorporated into the final Desired Framework Diagram that is described in Chapter V. The Steering Committee also met with Planning Commission and Council to present the final report.



MARKET OPPORTUNITIES & LIMITATIONS

In analyzing the development opportunities in the Town Center, the Steering Committee recognized that, in addition to professional office and retail, some additional housing types were needed in the community. The Committee stressed that any additional housing types should focus on the need for market rate, for sale property, with emphasis on single family and attached single family dwelling types. In addition there was a strong desire for a significant amount of retail and low density professional office space in the Town Center District. From a retail perspective, the market opportunity analysis suggests a community center format is most appropriate, but the committee emphasized that any retail development must focus on utilizing quality materials and landscaping and should de-emphasize parking through the use of appropriate landscape screening.

DENSITY EXPECTATIONS & DESIRES

Through the course of meetings and discussions, it became apparent that there was a desire for the development to include a Traditional Downtown “Main Street” component with upscale Lifestyle tenants. Several participants expressed concern regarding the traditional placement of parking in front of retail buildings and the need to minimize convenience and off price retail. The planning team attempted to address the concerns by developing a framework plan that was heavily pedestrian focused with high quality landscape and public amenities. The Steering Committee recognized that in order to market a viable plan to the development community, the framework plan needed to be market driven and reflective of realistic development opportunities. The Town Center District had to be responsive to economic realities. After considerable discussion of the retail market opportunities the Steering Committee recognized that a community scale retail center with high quality architecture, landscaping and pedestrian amenities, as opposed to a main street project, would be most appropriate. See chapter IV for a discussion of market opportunities.

GOALS & OBJECTIVES

One of the first tasks of the Steering Committee was to finalize a list of goals and objectives to guide the development of the Master Plan. The consultant collected the goal statements from the previous planning studies; and each was discussed in detail to determine if the previous goals for the Town Center were still valid. After gathering feedback from the committee, the planning team developed a single overarching goal for the Town Center and formulated nine planning objectives as outlined at right.

These objectives are further reflected in the **GUIDING PRINCIPLES FOR FUTURE DEVELOPMENT** presented in the executive summary and later in this report. By drafting and adopting these objectives early in the process, the Steering Committee communicated their priorities to the planning team. These objectives, in conjunction with ongoing feedback from the Steering Committee, then guided the work and recommendations of the planning team throughout the Master Plan process.



PLAN GOAL

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OBJECTIVES

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6. The District’s Design should include a clearly defined public area within the proposed retail center linked to restaurants and entertainment uses and should include strong pedestrian connections to other city facilities.
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STUDY AREA BOUNDARIES

The Town Center study area is generally defined as the area surrounding the Royalton and Broadview Road intersection, extending south from Royalwood Road to Valley Parkway, and west from Town Center Drive to Seneca Boulevard. See Figure 2 for the District Boundaries. This area, known as the Town Center Planning Area, was established by previous master plans, and expanded in this study to include the Municipal Campus.



PHYSICAL CONDITIONS

The 720 acres that comprise the entire Town Center study area contain a number of properties that can generally be described as falling within one or more of the following categories:

- *Motor vehicle-oriented commercial uses.*
- *Public and institutional uses, such as churches and quasi-government uses.*
- *Single family residential neighborhoods.*
- *Single family homes being used as office uses.*
- *Convenience retail.*
- *General commercial and office uses.*

CORE TOWN CENTER AREA

The major focus of this study will concentrate on the Town Center Core area, which generally consists of the land area in the four quadrants of the Broadview and Royalton Road intersection, as illustrated in Figure 3.

The northeast quadrant contains the existing Wellpointe shopping center and is fully developed. The southeast quadrant contains a limited amount of retail commercial buildings along with a low density office development. On the northwest quadrant there are several small convenience retail centers and other commercial properties. There is also a large parcel of undeveloped land and a small multi-family apartment development. The southwest quadrant is generally undeveloped with the exception of the northeast corner of the quadrant. The parcels in the southwest quadrant are also encumbered by significant topography and a small stream and several delineated wetlands. The stream channel and wetlands form a natural boundary and will serve to define the limits of development parcels.

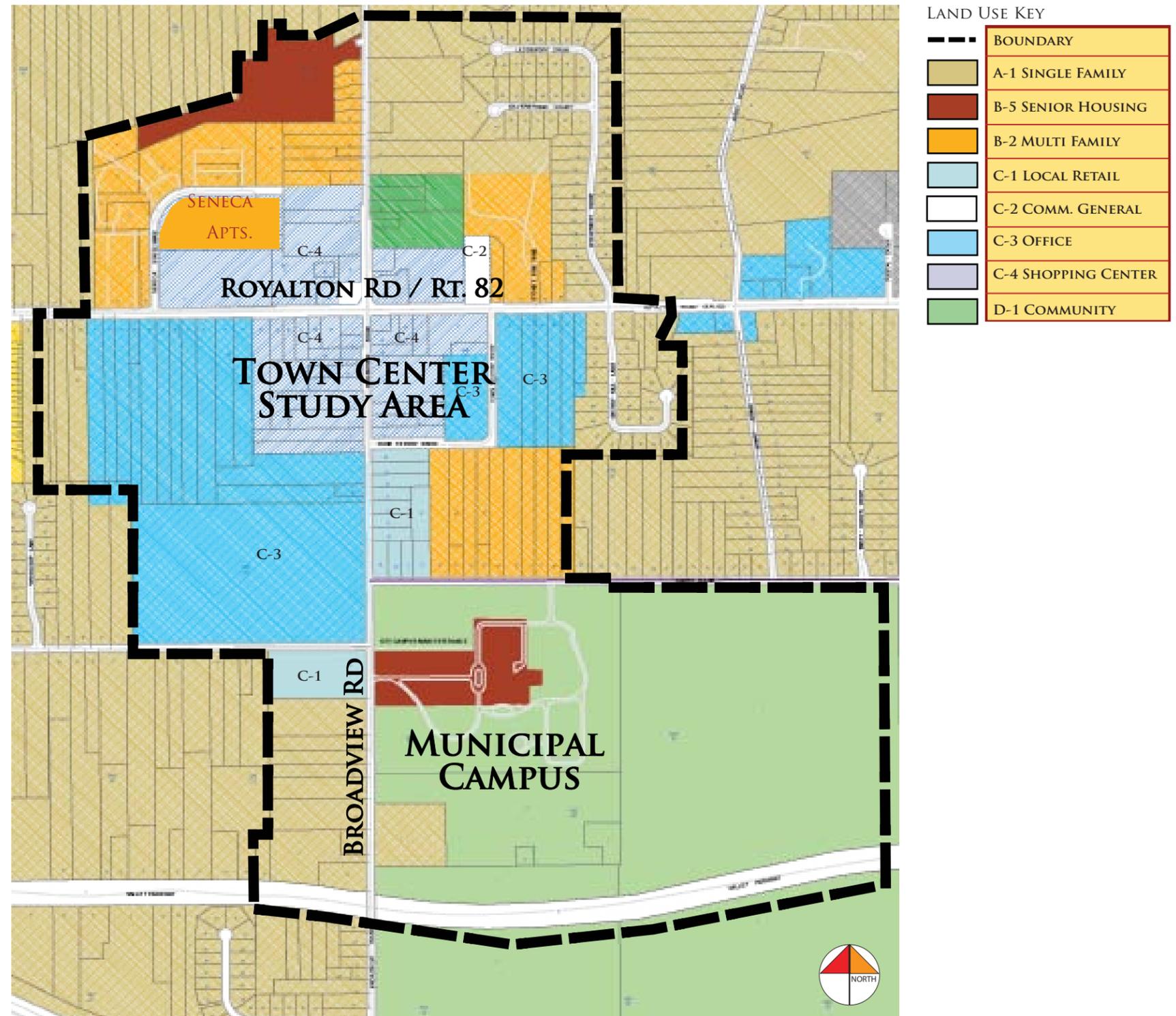


Town Center Core Study Area

FIGURE 3

As evident on the Existing Zoning Map, *Figure 4*, commercial properties of all types (office and retail) are scattered throughout the study area. However, the greatest concentrations of auto-oriented commercial retail occur to the north of Royalton Road, on the east and west side of Broadview Road. There is also a significant low density office development in the southeast quadrant of the intersection along with several individual commercial buildings occupying the southwest and southeast quadrants. These areas are primarily oriented toward vehicular travelers along Route 82 / Royalton Road. Significant retail - commercial projects exist along the north side of Royalton Road in the northeast and northwest quadrants and will need to be incorporated into the retail component of the Town Center District.

Several pockets of multi-family apartments also exist within the study area, primarily on the northwest edge of the Town Center District, including the Seneca Apartments, west of Seneca Boulevard and north of the existing Crossings Shopping Center.



Existing Zoning Map

FIGURE 4

TRAFFIC PATTERNS AND ACCESS

The District is bisected by Royalton Road and Broadview Road, establishing the intersection as the major focal point for commercial activity. At the present time this intersection has not been developed to its full potential. An existing garden center on the southwest quadrant and vacant and under utilized store fronts on the southeast quadrant visually detract from the intersections development potential.

The previous master plans contemplated the creation of a loop road connecting the district. The initial section of the loop road, Town Center Drive, has been constructed in the southeast quadrant of the intersection. The Steering Committee expressed a strong desire to extend the loop road through all four quadrants; however, topography and existing development in the northeast quadrant will prohibit the road extension in that quadrant. The Committee also expressed a desire to improve connectivity between existing land uses and between the retail core of the Town Center District and the Municipal Campus to the south. The location of the proposed loop road along with connectivity opportunities to the Municipal Campus are illustrated on the Desired Framework Plan, Figures 1 and 19.

PARKING

Existing conditions in the Broadview Heights Town Center area could not be adequately described without some mention of parking availability and its impact on development activity. The provision of parking has been an ongoing issue in the town center district because adequate parking is a necessary component of any successful development in the District. Additional parking is presently required to support activity in the Crossings Shopping Center. Any new development must address the parking needs of the end users. Consideration must also be given to any shared parking opportunities that may exist.



Existing signage typical of the District. - Coordinated signage, graphics and landscaping would help property owners reinforce the district identity.

EXISTING SIGNAGE AND GRAPHICS

The existing signage within the district appears uncoordinated and fails to establish any district identity. A wide variety of sign types, colors and shapes have been used throughout the district. While the newer retail developments have attempted to coordinate some signage and landscape detail, property owners simply do not have a framework plan to guide them. Coordinated signage, graphics, landscaping and architectural design standards would help reinforce the district's identity.



The WellPointe Shopping Center is shopping center is an example of vehicle oriented commercial uses in the Town Center Planning Area.

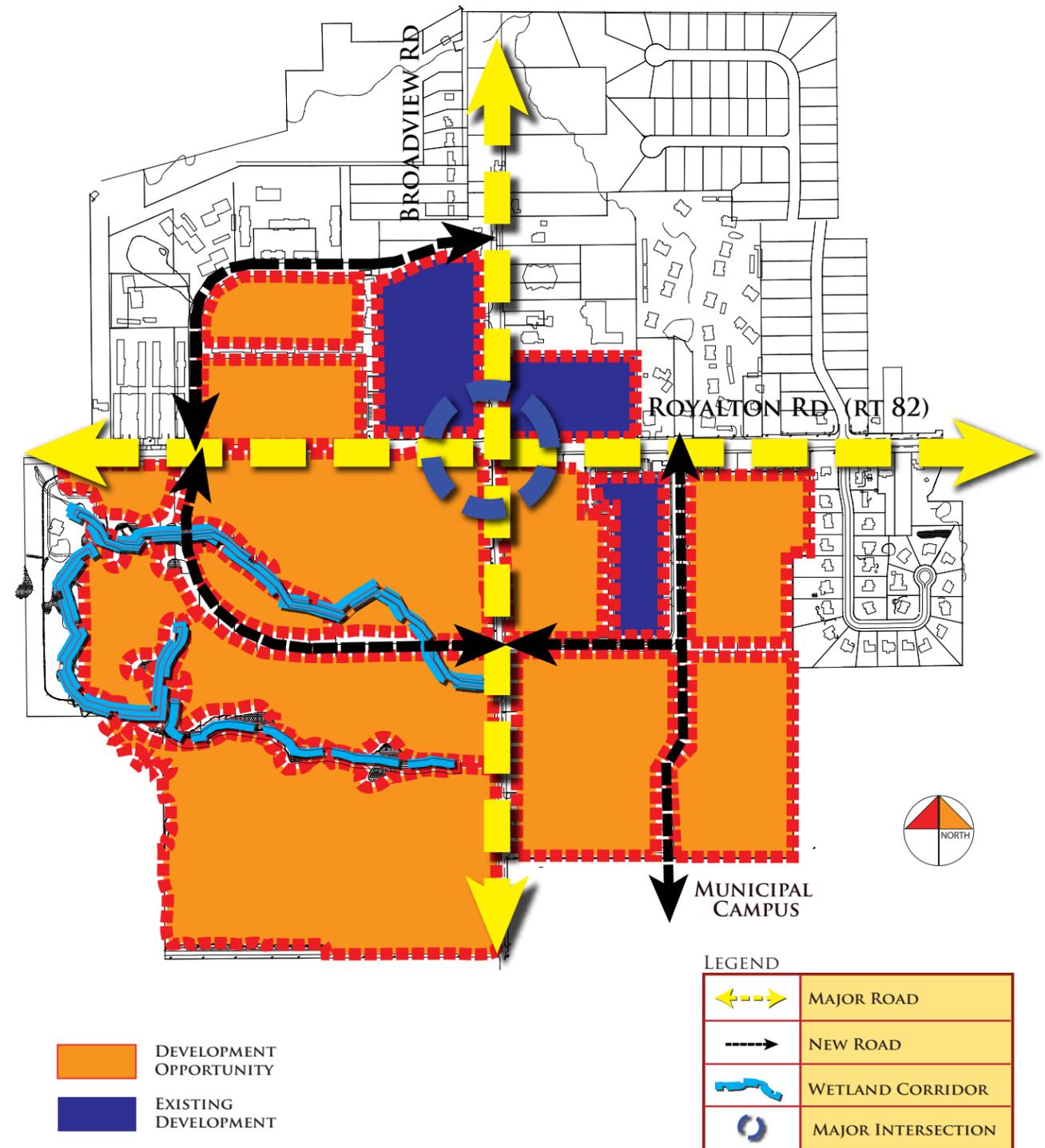


Existing Del Corpo Landscaping Operation on the southwest corner of Route 82 and Broadview Road.

PHYSICAL OPPORTUNITY DIAGRAM

To summarize the predominant existing conditions in the Town Center, the consultant planning team prepared an Existing Opportunity Diagram (Figure 5) which highlights several key defining features of the study area. The Physical Opportunity diagram is a tool that illustrates how the major organizational pieces (major roads, stream channels and vehicular thoroughfares) come together to define opportunities in the Town Center.

The Physical Opportunity Diagram is the foundation for the creation of the Desired Framework Diagram described in Chapter 5, Physical Plan. The Framework Diagram is the tool that communicates the conceptual or “Big Idea” that was developed during discussions with the Steering Committee.



Physical Opportunity Diagram

FIGURE 5

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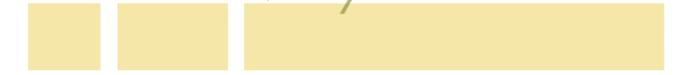
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MARKET OPPORTUNITIES

Understanding market trends and opportunities is a critical component of a successful plan. Also, one of the primary development objectives for this planning exercise is “that the master plan solution be market driven.” This chapter highlights key findings relating to the market potential for the Broadview Heights Town Center. While it is important to understand the office and residential market potential, the planning for any retail component requires that the City of Broadview Heights have a clear understanding of the retail market opportunities. The type of retail tenants that can be attracted to Broadview Heights will dramatically affect the architectural form and influence the Master Plan’s physical organization. In order to understand the retail market, the consultant team retained the services of Bulmash Real Estate Advisors, LLC. The following summarizes some of the concepts the Steering Committee discussed with Bulmash Real Estate Advisors and includes a discussion of how developers and retailers will look at this site. This understanding will provide valuable insight into what type of retail project is feasible in Broadview Heights.

HOW DEVELOPERS AND RETAILERS ANALYZE OPPORTUNITY

Typically, retailers and developers look at five key areas when attempting to predict the viability of a market. Those include income levels, population trends, competition, transportation, and retail demand within a particular trade area. Retailers and developers look at certain key indicators when they are searching for retail opportunities. Typically, a developer or retailer looks at a “trade area,” which is the geographic area where potential retail customers reside. For example, the typical trade area for a regional mall would be the area within a twenty minute driving distance from the potential site. In the absence of other competition, the area within twenty minute drive will generate between 70 and 80 percent



of the customers for the shopping center. The other customers are visitors to the marketplace and those who drive even longer distances from the site. For other types of centers, the drive times will be shorter. Actual trade areas will vary depending on competition and other physical barriers such as rivers, valleys and freeways that may separate trade areas.

Developers and retailers will also look at the competition and will evaluate demographics, transportation and access. Finally, developers and retailers will perform a Retail Gap Analysis, which evaluates the economic demand for goods and services, and determines if that demand is currently being satisfied in the market place.

THE RETAIL OPPORTUNITY

In order to understand the retail opportunities in Broadview Heights, we looked at the market the way a developer or retailer would. For the purposes of our study, we analyzed the demographics of potential trade areas within 10-minute, 15-minute and 20-minute drive times from the intersection of Broadview Road and Route 82. While some retailers simply look at trade areas in terms of “miles from the site,” looking at the drive time takes into consideration what geography and roads do to the trade area, which is more realistic. The trade area data was compiled from ESRI Business Analyst, a private demographic and data vendor. *The Demographic Data is available as a supplement to this report.*

OFFICE AND RESIDENTIAL OUTLOOK

Looking at the Office and Apartment market nationwide, we find that both market sectors are suffering from the uncertain economic conditions. While growth in these markets is unpredictable, we believe that the Town Center District should be positioned to respond to future opportunities in these markets.

Nationwide, Office vacancy rates stood at 19.7 percent in the fourth quarter of 2009, up from 19.1 percent in the third quarter and 300 basis points above the same quarter a year ago. Completions in the fourth quarter of 2009 were stable as a percentage of inventories, remaining at 0.3 percent, but below the 0.7 percent historic average. The absorption of –19.8 million square feet was about the same as absorption in the third quarter. Rents fell slightly in the third quarter of 2009 and are off 8.3 percent from the same quarter a year ago.

Apartment vacancy rates stood at 8.6 percent in fourth-quarter 2009, up from 8.3 percent in the third quarter and 140 basis points above the same quarter a year ago. Completions as a percentage of inventory remained the same as third-quarter 2009 at 0.2 percent, below the 0.4 percent historic average. Rents fell slightly in third-quarter 2009 and are off 6.3 percent from the same quarter a year ago.

SOURCE: Property & Portfolio Research



The International Council of Shopping Centers (ICSC) provides descriptions of each type of center along with information on their typical size and trade area requirements. The following types of projects are discussed in this section of the report.

REGIONAL MALL

General merchandise or fashion-oriented offerings. Typically enclosed with inward facing stores connected by a common enclosed walkway. Parking surrounds the outside perimeter.

Typical GLA (Gross Leasable Area) Range: 400,000 - 800,000 square feet

Trade Area Size: 5-15 miles (20-minute drive time)

LIFESTYLE CENTER

Upscale national-chain specialty stores with dining and entertainment in an open-air outdoor setting.

Typical GLA Range: 150,000 - 300,000 square feet

Trade Area Size: 8-12 miles (15- to 20-minute drive time)

POWER CENTER

Category-dominant anchors, including discount department stores, off-price stores and wholesale clubs. Generally contains few small tenant stores.

Typical GLA Range: 250,000 - 600,000 square feet

Trade Area Size: 5-10 miles (10- to 15-minute drive time)

COMMUNITY CENTER

General merchandise or convenience oriented offerings - Wide range of apparel and other soft goods offerings.

Typical GLA Range: 100,000 - 300,000 square feet

Trade Area Size: 3-6 miles (5- to 10-minute drive time)

DEMOGRAPHICS & TRADE AREAS

In order to understand population trends and income levels, we looked at the demographic data for the two closest trade areas (10-minute and 15-minute drive times) from Broadview Heights and compared them to the trade areas for several major regional and lifestyle projects in the area. By comparing Broadview Heights to those other locations, we can see if the Broadview Heights demographics are consistent to what is required to support a major retail project.

Figures 6 and 7 on the following page illustrate the comparative 10-minute and 15-minute drive time trade area demographic conditions and show that Broadview Heights has better than average household income; however, the community has relatively low density compared to the competition. The analysis also indicates there is no growth in short to medium term. More significantly, there is limited density in the higher income households. The typical upscale tenants found in a lifestyle center project are looking for a trade area with a significant number of households with annual income over \$100,000. In Broadview Heights, the number of households with more than \$100,000 is much lower than the number found in the Beachwood Place and Crocker Park trade areas. While the Broadview Heights income levels are strong, upscale retailers focus on the number of higher income households when developing their location strategy. Each retailer is unique, but there is a high correlation between the number of household incomes over \$100,000 and the success of a lifestyle center and its retailers. While this is somewhat problematic, the greater problem is that the area is already served by competitive projects within the general trade area.



“Reality Based Planning”

2009 COMPARATIVE DEMOGRAPHICS

	Broadview Heights	Beachwood Place	South Park Mall	Summit Mall	Crocker Park
Summary					
Population	229,348	562,152	317,219	271,064	357,883
Households	94,323	234,284	127,965	112,054	148,253
Median Age	43.00	39.90	40.70	38.30	39.60
Trends 2009-2014					
Population	-0.53%	-0.88%	-0.24%	-0.24%	-0.29%
Households	-0.43%	-0.79%	-0.17%	-0.15%	-0.22%
Median HH Income	0.24%	1.76%	0.18%	2.02%	0.69%
Household Income					
Median	\$59,271	\$45,258	\$60,682	\$46,135	\$56,908
Average	\$71,927	\$63,740	\$72,107	\$61,801	\$72,656
Per Capita	\$29,784	\$26,932	\$29,313	\$25,904	\$30,299
HHs over \$100,000	18,030	35,137	24,439	15,477	28,369
Source: ESRI					

15 Minute Drive Time

FIGURE 6

	Broadview Heights	Beachwood Place	South Park Mall	Summit Mall	Crocker Park
Summary					
Population	68,038	204,360	107,035	99,341	106,582
Households	27,008	86,941	41,692	41,805	43,752
Median Age	44.7	42.1	41.1	40.7	43.4
Trends 2009-2014					
Population	-0.43%	-0.82%	-0.19%	-0.11%	-0.04%
Households	-0.30%	-0.74%	-0.08%	-0.04%	0.01%
Median HH Income	-0.10%	0.39%	0.18%	1.42%	0.17%
Household Income					
Median	\$69,101	\$58,312	\$69,324	\$51,668	\$71,255
Average	\$85,908	\$80,874	\$83,449	\$72,520	\$97,275
Per Capita	\$34,074	\$34,860	\$32,638	\$30,833	\$40,193
HHs over \$100,000	7,185	19,635	10,829	8,293	13,303
Source: ESRI					

10 Minute Drive Time

FIGURE 7

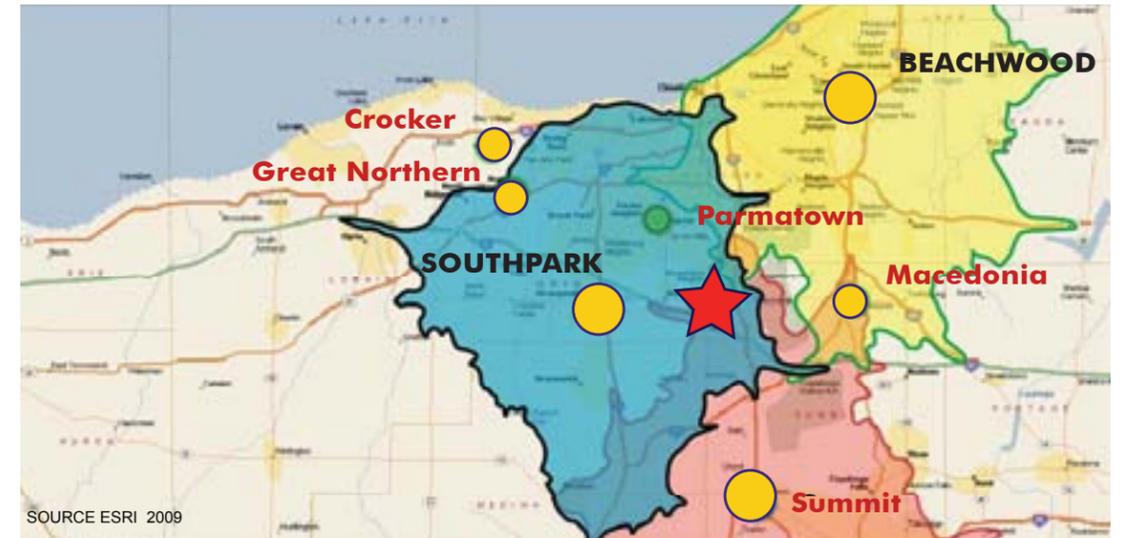
COMPETITION

Sophisticated retailers and developers analyze trade areas to understand the market and develop strategies for improving sales and marketing performance. In recent years, retailers have really worried about cannibalization, the situation where adding new stores takes away sales from their existing stores and thus makes each store less profitable. Especially given today's weak economic environment, retailers will not locate in an area that is already saturated by the competition and will not add stores where they will negatively impact their own existing stores.

As one can see from the trade area maps illustrated in figures 8 through 15, Southpark Center in Strongsville absolutely dominates the southwestern part of the Cleveland metropolitan area; and Beachwood Place dominates the east side. Both projects have trade areas that extend into and significantly overlap each other in Broadview Heights. Additionally, the 20-minute trade areas for both Summit Mall and Macedonia Commons overlap in Broadview Heights. Due to this competition and the strength of their market draw, we do not believe that there is an opportunity for a regional center, including a lifestyle or large main street type project in Broadview Heights. The opportunity for a power center is also limited by both the competition and the land available for development. Large power centers adjacent to Southpark Mall, Summit Mall and Parmatown Mall, along with Macedonia Commons severely restrict the opportunity to attract the number of large tenants that would be required to develop a successful power center. However, when we look at the trade area map illustrated in figure 9, we see that there is an opportunity for a retail project serving the 10-minute trade area. This would suggest that Broadview Heights may offer a geographic opportunity for a Community Center, provided that there is enough retail demand.

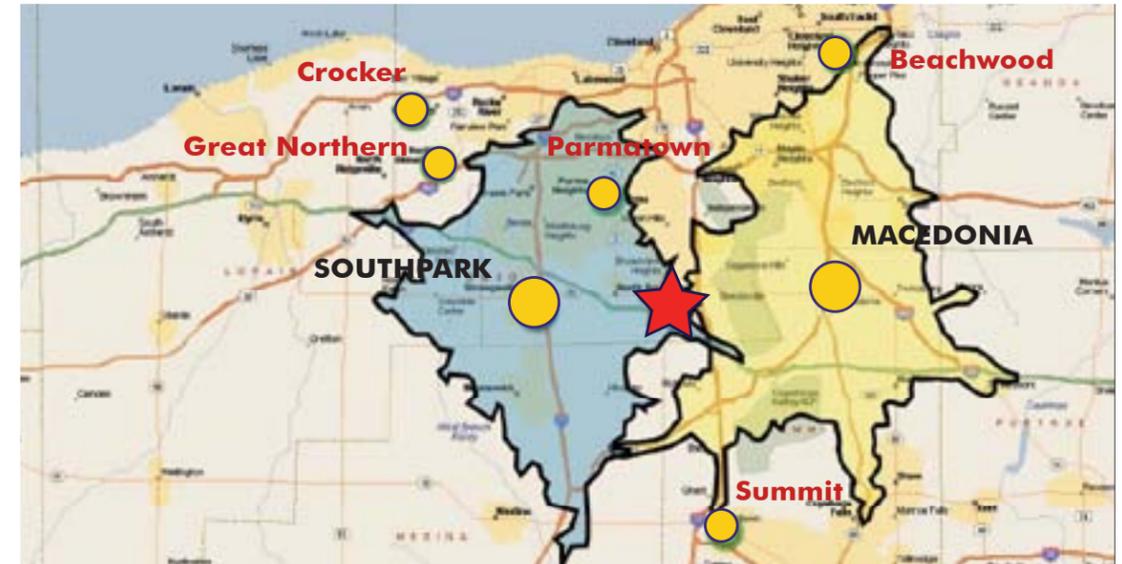
TRAFFIC CAPACITY & ACCESS

Retail establishments are significant traffic generators; therefore, having an adequate transportation network is critical to their success. Regional and Lifestyle projects, as well as large power centers, require a transportation system consisting of interstate highways and high capacity collector roads to provide the required accessibility. While Broadview and Royalton Roads are adequate to serve the needs of the community, the Broadview Heights Town Center District is more than 1.7 miles from the Interstate Highway system and the existing arterial roads are generally limited to two and three lanes. By comparison, competitive regional projects are generally served by roadways with a minimum of 5 lanes and are located within a mile of a major freeway interchange. While there may be adequate roadway capacity for a community-type center within the Town Center District, the distance from the freeway and limited capacity on adjacent roadways suggests that the transportation system would not support a large regional or lifestyle center. It is likely that both Broadview and Royalton roads will need to be improved to accommodate even limited retail expansion within the district. *A detailed Traffic study is beyond the scope of this report.*



20 Minute Drive Time Trade Area

FIGURE 8

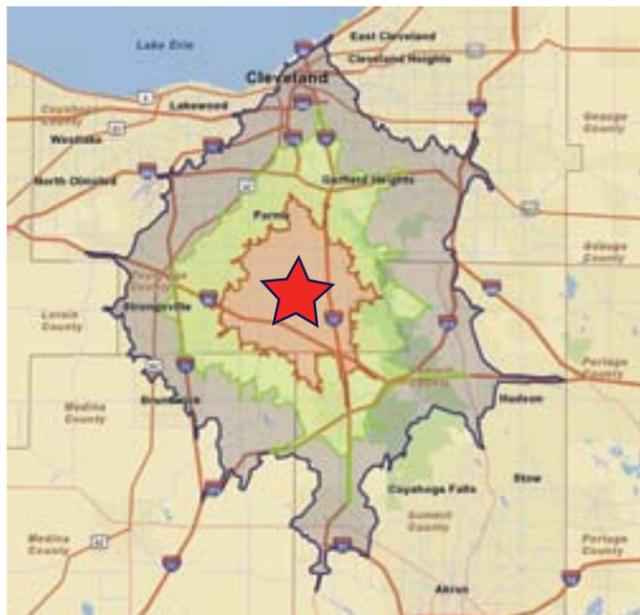


15 Minute Drive Time Trade Area

FIGURE 9

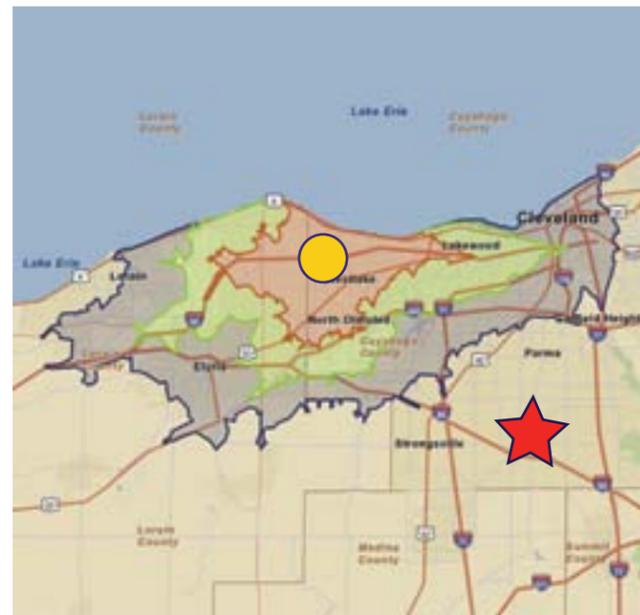
LEGEND	
	BROADVIEW HEIGHTS
	COMPETITION

10, 15 & 20 MINUTE TRADE AREA MAPS



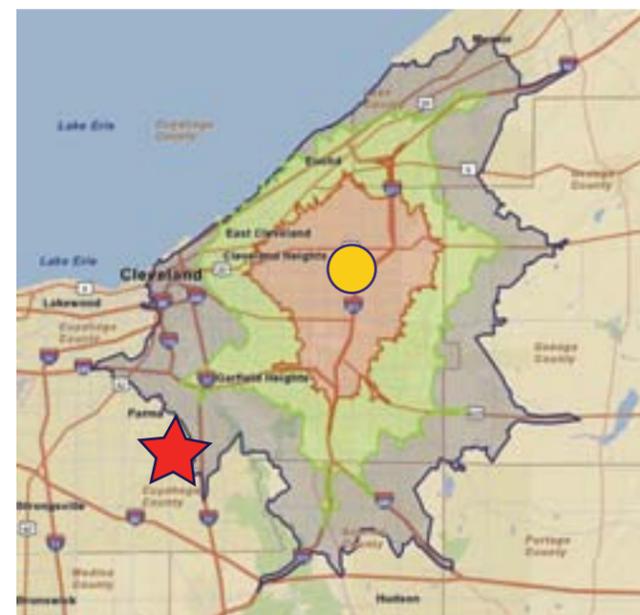
BROADVIEW HEIGHTS

FIGURE 10



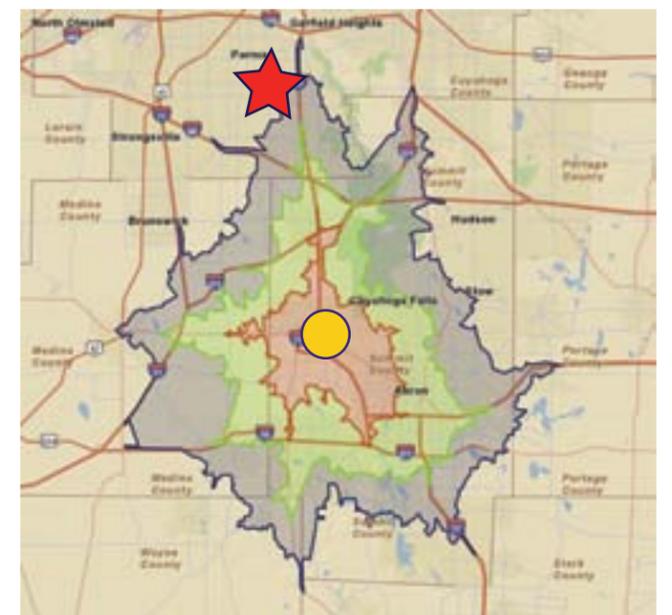
CROCKER PARK

FIGURE 11



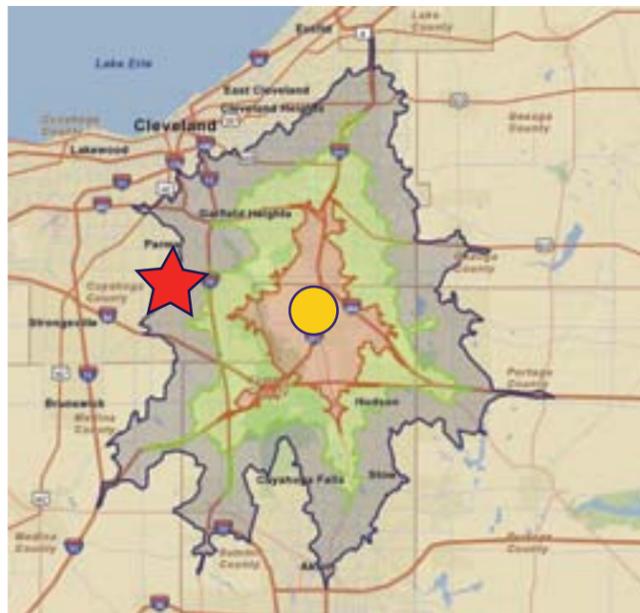
BEACHWOOD PLACE

FIGURE 12



SUMMIT MALL

FIGURE 13



MACEDONIA COMMONS

FIGURE 14



SOUTHPARK

FIGURE 15

LEGEND

	BROADVIEW HEIGHTS
	COMPETITION
	20 MINUTE DRIVE TIME
	15 MINUTE DRIVE TIME
	10 MINUTE DRIVE TIME

RETAIL GAP ANALYSIS

Perhaps the most important information contained in the demographic data is the retail gap analysis. The retail gap analysis estimates retail spending potential for a retail trade area based upon population, income, and consumer spending patterns. By analyzing this data, one can determine the extent to which a community is or is not capturing its sales potential.

Understanding the pattern of retail spending within the Broadview Heights Trade Areas will help us determine which retail sectors are exhibiting “surplus” and which sectors are exhibiting “leakage.” Retail sales surplus indicates that a community pulls consumers and retail dollars in from outside the trade area, thereby serving as a regional market. Conversely, when local demand for a specific product is not being met within a trade area, consumers are going elsewhere to shop, creating retail leakage. Retail strategies can be developed for specific retail sectors by analyzing the estimated amount of retail surpluses and leakages, giving retailers a snapshot of a community’s retail market potential. Generally, attraction or surplus categories signal particular strengths of a retail market, while leakage categories signal particular weaknesses. We have taken the income data for all the households within the three trade areas (10-minute drive times, 15-minute drive times and 20-minute drive times) and looked at people’s propensity to spend on certain items, then looked at the supply of those various retail uses within that trade area.

A Retail Gap Analysis is not designed as a detailed plan of action, nor is it an exact science. Rather, it provides the necessary input for the most important aspect of a retail development strategy – in our case, understanding the type of retailers that can be recruited to the district, which will determine the type of retail project that can be planned.

We started by looking at the 20-minute drive time, which is the trade area for a regional or lifestyle type project. As indicated by the chart in

figure 16, there is not an opportunity for a regional type project within the twenty minute trade area. Retail demand is satisfied by the competition in almost every retail category. There are a few notable exceptions including: furniture stores; beer, wine & liquor; and florists. Those segments of the market are not being fully serviced.

However, as we start to look at the 15-minute trade area, certain gaps begin to occur (See Figure 17). Opportunities are no longer limited to furniture stores and beverage as opportunities for building materials and some general merchandise retailers start to emerge. Additionally, an opportunity for specialty food stores, restaurants and entertainment start to develop. Those retail gaps increase significantly as we look at the 10-minute trade area. While there seems to be some capacity to add a book store, the volume is not large enough to justify one of the national book stores, which would be essential if the City was to attempt the development of a Lifestyle-type center. Based on the retail gap analysis, we believe there is a strong opportunity to develop a high quality Community Center. The project could be anchored by a large format general merchandise department store like Kohl’s, Target or Penney’s and could also contain a home improvement store like Lowes or Home Depot. In addition, a small specialty grocery store and a collection of full and limited service restaurants and small retail tenants, including health & personal care and apparel stores can be supported. Finally, we believe that some limited professional service office could be included within the core retail area to take advantage of the convenience nature of this type of retail.

MARKET CONCLUSION

The existing demographic data provides useful information to help us determine the type and scale of retail project that can be developed in the Broadview Heights Town Center District. While it is unrealistic to expect to attract a large regional center or upscale lifestyle center to Broadview Heights, we can still capitalize on the district’s location and

offer the Broadview Heights resident a convenient and compelling Community Center with the tenants that are needed to support the existing retail demand. By coordinating development of the entire district and establishing design criteria, the City can encourage the creation of a dynamic, easily identifiable Town Center District that can accommodate daytime, evening and weekend activity, incorporating a mix of uses that are easily accessible and pedestrian friendly.



RETAIL GAP ANALYSIS

DRIVE TIME: 20 MINUTES

Industry Summary				Industry Group			
	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap		Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$5,991,044,159	\$8,427,905,481	\$-2,436,861,322	Clothing and Clothing Accessories Stores (NAICS 448)	\$235,670,623	\$366,881,744	\$-131,211,121
Total Retail Trade (NAICS 44-45)	\$5,096,190,006	\$7,141,912,935	\$-2,045,722,929	Clothing Stores (NAICS 4481)	\$189,035,269	\$307,803,562	\$-118,768,293
Total Food & Drink (NAICS 722)	\$894,854,153	\$1,285,992,546	\$-391,138,393	Shoe Stores (NAICS 4482)	\$22,803,697	\$28,570,758	\$-5,767,061
				Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$23,831,657	\$30,507,424	\$-6,675,767
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$85,225,458	\$107,305,901	\$-22,080,443
Motor Vehicle & Parts Dealers (NAICS 441)	\$1,239,027,950	\$1,677,183,645	\$-438,155,695	Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$40,408,416	\$61,357,866	\$-20,949,450
Automobile Dealers (NAICS 4411)	\$1,065,998,086	\$1,451,049,892	\$-385,051,806	Book, Periodical, and Music Stores (NAICS 4512)	\$44,817,042	\$45,948,035	\$-1,130,993
Other Motor Vehicle Dealers (NAICS 4412)	\$94,506,802	\$91,046,770	\$3,460,032	General Merchandise Stores (NAICS 452)	\$568,191,955	\$971,691,878	\$-403,499,923
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$78,523,062	\$135,086,983	\$-56,563,921	Department Stores Excluding Leased Depts.(NAICS 4521)	\$315,852,156	\$525,686,062	\$-209,833,906
Furniture & Home Furnishings Stores (NAICS 442)	\$178,844,195	\$193,426,333	\$-14,582,138	Other General Merchandise Stores (NAICS 4529)	\$252,339,799	\$446,005,816	\$-193,666,017
Furniture Stores (NAICS 4421)	\$113,523,471	\$94,898,954	\$18,624,517	Miscellaneous Store Retailers (NAICS 453)	\$130,782,382	\$135,376,841	\$-4,594,459
Home Furnishings Stores (NAICS 4422)	\$65,320,724	\$98,527,379	\$-33,206,655	Florists (NAICS 4531)	\$17,520,491	\$11,563,038	\$5,957,453
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$178,044,856	\$275,367,811	\$-97,322,955	Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$33,408,162	\$40,308,692	\$-6,900,530
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$210,764,114	\$343,781,456	\$-133,017,342	Used Merchandise Stores (NAICS 4533)	\$8,098,871	\$10,615,518	\$-2,516,647
Building Material and Supplies Dealers (NAICS 4441)	\$194,554,224	\$318,109,829	\$-123,555,605	Other Miscellaneous Store Retailers (NAICS 4539)	\$71,754,858	\$72,889,593	\$-1,134,735
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$16,209,890	\$25,671,627	\$-9,461,737	Nonstore Retailers (NAICS 454)	\$304,426,540	\$718,757,128	\$-414,330,588
Food & Beverage Stores (NAICS 445)	\$931,756,316	\$1,084,920,207	\$-153,163,891	Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$203,179,910	\$608,661,448	\$-405,481,538
Grocery Stores (NAICS 4451)	\$855,938,990	\$1,027,021,708	\$-171,082,718	Vending Machine Operators (NAICS 4542)	\$50,234,936	\$60,988,686	\$-10,753,750
Specialty Food Stores (NAICS 4452)	\$31,665,225	\$37,229,668	\$-5,564,443	Direct Selling Establishments (NAICS 4543)	\$51,011,694	\$49,106,994	\$1,904,700
Beer, Wine, and Liquor Stores (NAICS 4453)	\$44,152,101	\$20,668,831	\$23,483,270	Food Services & Drinking Places (NAICS 722)	\$894,854,153	\$1,285,992,546	\$-391,138,393
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$192,982,764	\$253,804,601	\$-60,821,837	Full-Service Restaurants (NAICS 7221)	\$454,213,290	\$489,586,737	\$-35,373,447
Gasoline Stations (NAICS 447/4471)	\$840,472,853	\$1,013,415,390	\$-172,942,537	Limited-Service Eating Places (NAICS 7222)	\$303,957,327	\$506,892,020	\$-202,934,693
				Special Food Services (NAICS 7223)	\$100,172,193	\$151,711,691	\$-51,539,498
				Drinking Places - Alcoholic Beverages (NAICS 7224)	\$36,511,343	\$137,802,098	\$-101,290,755

FIGURE 16

RETAIL GAP ANALYSIS

DRIVE TIME: 15 MINUTES

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$2,533,969,307	\$2,289,354,500	\$244,614,807
Total Retail Trade (NAICS 44-45)	\$2,157,618,083	\$1,899,650,041	\$257,968,042
Total Food & Drink (NAICS 722)	\$376,351,224	\$389,704,459	\$-13,353,235

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Motor Vehicle & Parts Dealers (NAICS 441)	\$524,025,529	\$260,542,574	\$263,482,955
Automobile Dealers (NAICS 4411)	\$452,810,588	\$196,757,206	\$256,053,382
Other Motor Vehicle Dealers (NAICS 4412)	\$39,399,297	\$28,408,919	\$10,990,378
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$31,815,644	\$35,376,449	\$-3,560,805
Furniture & Home Furnishings Stores (NAICS 442)	\$78,342,731	\$41,475,250	\$36,867,481
Furniture Stores (NAICS 4421)	\$49,494,527	\$17,953,240	\$31,541,287
Home Furnishings Stores (NAICS 4422)	\$28,848,204	\$23,522,010	\$5,326,194
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$76,871,323	\$119,079,436	\$-42,208,113
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$92,526,234	\$76,754,001	\$15,772,233
Building Material and Supplies Dealers (NAICS 4441)	\$85,735,781	\$65,713,685	\$20,022,096
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$6,790,453	\$11,040,316	\$-4,249,863
Food & Beverage Stores (NAICS 445)	\$394,405,831	\$385,429,423	\$8,976,408
Grocery Stores (NAICS 4451)	\$362,129,790	\$372,058,767	\$-9,928,977
Specialty Food Stores (NAICS 4452)	\$13,693,168	\$7,148,898	\$6,544,270
Beer, Wine, and Liquor Stores (NAICS 4453)	\$18,582,873	\$6,221,758	\$12,361,115
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$78,840,503	\$91,801,794	\$-12,961,291
Gasoline Stations (NAICS 447/4471)	\$351,444,481	\$372,134,792	\$-20,690,311

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Clothing and Clothing Accessories Stores (NAICS 448)	\$100,578,912	\$102,882,983	\$-2,304,071
Clothing Stores (NAICS 4481)	\$81,411,231	\$83,506,609	\$-2,095,378
Shoe Stores (NAICS 4482)	\$9,448,149	\$8,786,629	\$661,520
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$9,719,532	\$10,589,745	\$-870,213
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$34,761,350	\$33,588,054	\$1,173,296
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$16,836,295	\$20,839,754	\$-4,003,459
Book, Periodical, and Music Stores (NAICS 4512)	\$17,925,055	\$12,748,300	\$5,176,755
General Merchandise Stores (NAICS 452)	\$233,983,073	\$314,833,894	\$-80,850,821
Department Stores Excluding Leased Depts.(NAICS 4521)	\$134,083,677	\$149,221,982	\$-15,138,305
Other General Merchandise Stores (NAICS 4529)	\$99,899,396	\$165,611,912	\$-65,712,516
Miscellaneous Store Retailers (NAICS 453)	\$55,515,463	\$41,076,482	\$14,438,981
Florists (NAICS 4531)	\$7,943,635	\$4,065,472	\$3,878,163
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$14,142,242	\$14,060,890	\$81,352
Used Merchandise Stores (NAICS 4533)	\$3,312,045	\$1,789,592	\$1,522,453
Other Miscellaneous Store Retailers (NAICS 4539)	\$30,117,541	\$21,160,528	\$8,957,013
Nonstore Retailers (NAICS 454)	\$136,322,653	\$60,051,358	\$76,271,295
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$92,943,872	\$32,472,232	\$60,471,640
Vending Machine Operators (NAICS 4542)	\$21,497,852	\$21,359,353	\$138,499
Direct Selling Establishments (NAICS 4543)	\$21,880,929	\$6,219,773	\$15,661,156
Food Services & Drinking Places (NAICS 722)	\$376,351,224	\$389,704,459	\$-13,353,235
Full-Service Restaurants (NAICS 7221)	\$185,673,332	\$156,743,003	\$28,930,329
Limited-Service Eating Places (NAICS 7222)	\$131,473,333	\$169,999,351	\$-38,526,018
Special Food Services (NAICS 7223)	\$44,427,476	\$33,352,200	\$11,075,276
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$14,777,083	\$29,609,905	\$-14,832,822

FIGURE 17

RETAIL GAP ANALYSIS

DRIVE TIME: 10 MINUTES

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$860,117,136	\$434,612,788	\$425,504,348
Total Retail Trade (NAICS 44-45)	\$732,938,720	\$344,576,501	\$388,362,219
Total Food & Drink (NAICS 722)	\$127,178,416	\$90,036,287	\$37,142,129

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Motor Vehicle & Parts Dealers (NAICS 441)	\$180,460,813	\$40,794,686	\$139,666,127
Automobile Dealers (NAICS 4411)	\$156,681,983	\$36,481,283	\$120,200,700
Other Motor Vehicle Dealers (NAICS 4412)	\$13,329,140	\$2,341,625	\$10,987,515
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$10,449,690	\$1,971,778	\$8,477,912
Furniture & Home Furnishings Stores (NAICS 442)	\$28,023,697	\$7,819,400	\$20,204,297
Furniture Stores (NAICS 4421)	\$17,758,668	\$1,352,532	\$16,406,136
Home Furnishings Stores (NAICS 4422)	\$10,265,029	\$6,466,868	\$3,798,161
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$26,767,111	\$22,160,071	\$4,607,040
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$32,524,055	\$7,861,028	\$24,663,027
Building Material and Supplies Dealers (NAICS 4441)	\$30,358,016	\$4,684,217	\$25,673,799
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$2,166,039	\$3,176,811	\$-1,010,772
Food & Beverage Stores (NAICS 445)	\$132,964,031	\$129,470,818	\$3,493,213
Grocery Stores (NAICS 4451)	\$121,912,577	\$120,042,689	\$1,869,888
Specialty Food Stores (NAICS 4452)	\$4,729,464	\$5,100,207	\$-370,743
Beer, Wine, and Liquor Stores (NAICS 4453)	\$6,321,990	\$4,327,922	\$1,994,068
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$25,476,363	\$14,332,994	\$11,143,369
Gasoline Stations (NAICS 447/4471)	\$116,902,517	\$70,544,314	\$46,358,203

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
Clothing and Clothing Accessories Stores (NAICS 448)	\$34,542,419	\$4,886,584	\$29,655,835
Clothing Stores (NAICS 4481)	\$28,113,904	\$2,362,866	\$25,751,038
Shoe Stores (NAICS 4482)	\$3,177,012	\$10,832	\$3,166,180
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$3,251,503	\$2,512,886	\$738,617
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$11,640,693	\$4,138,923	\$7,501,770
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$5,700,420	\$3,169,755	\$2,530,665
Book, Periodical, and Music Stores (NAICS 4512)	\$5,940,273	\$969,168	\$4,971,105
General Merchandise Stores (NAICS 452)	\$77,098,199	\$34,349,574	\$42,748,625
Department Stores Excluding Leased Depts.(NAICS 4521)	\$45,602,203	\$2,746,314	\$42,855,889
Other General Merchandise Stores (NAICS 4529)	\$31,495,996	\$31,603,260	\$-107,264
Miscellaneous Store Retailers (NAICS 453)	\$18,695,367	\$7,308,943	\$11,386,424
Florists (NAICS 4531)	\$2,776,053	\$1,138,692	\$1,637,361
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$4,748,421	\$2,096,190	\$2,652,231
Used Merchandise Stores (NAICS 4533)	\$1,079,772	\$549,038	\$530,734
Other Miscellaneous Store Retailers (NAICS 4539)	\$10,091,121	\$3,525,023	\$6,566,098
Nonstore Retailers (NAICS 454)	\$47,843,455	\$909,166	\$46,934,289
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$33,346,718	\$0	\$33,346,718
Vending Machine Operators (NAICS 4542)	\$7,412,889	\$382,734	\$7,030,155
Direct Selling Establishments (NAICS 4543)	\$7,083,848	\$526,432	\$6,557,416
Food Services & Drinking Places (NAICS 722)	\$127,178,416	\$90,036,287	\$37,142,129
Full-Service Restaurants (NAICS 7221)	\$60,908,099	\$38,960,599	\$21,947,500
Limited-Service Eating Places (NAICS 7222)	\$45,658,206	\$35,585,729	\$10,072,477
Special Food Services (NAICS 7223)	\$15,737,413	\$11,388,193	\$4,349,220
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$4,874,698	\$4,101,766	\$772,932

FIGURE 18

Chapter One
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PHYSICAL PLAN

The following chapter sets the direction, tone, and intent for the Master Plan. The Desired Framework Diagram represents the understanding and synthesis of the existing and planned physical conditions, market opportunities, the Master Plan Goal and Objectives, as well as community desires. These elements can be interpreted as the ‘building blocks’ of the Town Center Master Plan. They should be used as a benchmark for evaluating future development and design proposals.

GUIDING PRINCIPLES, GOALS AND OBJECTIVES

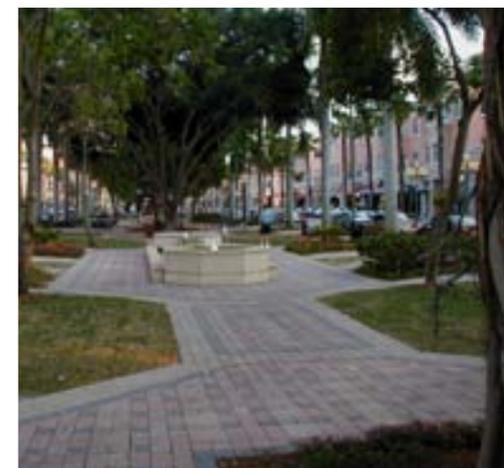
Critical to the formulation of the Desired Framework Diagram is the establishment of Guiding Principles for Future Development that can be used to evaluate future development proposals. Those principles form the baseline upon which the planning recommendations, land use recommendations, zoning and design guidelines should be based. As future development projects are planned and reviewed, it is fundamental that they adhere to the guiding principles set forth by this Master Plan. The nine key objectives outlined in Chapters I and II should be used to guide future development in The Broadview Heights Town Center District. Starting with the Royalton Road – Broadview Road intersection and extending outward to the four quadrants, future development must be coordinated to establish a strong district identity and sense of place.

While it is unlikely that the district will be developed under a single ownership, the district development guidelines will serve as a unifying force encouraging quality development. Partnerships between property owners, businesses, citizens, civic associations, governmental entities, and other groups must be actively encouraged and supported. These groups should help support the implementation of the plan’s goals and

objectives. Additionally, these groups can continue to be involved in future activities by providing comments, observations, support, and encouragement.

DESIRED FRAMEWORK DIAGRAM

The Desired Framework Diagram represents a culmination of analysis and discussion within the community regarding the ‘big picture’ or conceptual physical ideas behind the Town Center Master Plan. The Desired Framework Diagram is a tool for showing how the major physical pieces of the Town Center, such as connections, gateways, and neighborhood zones, should be organized in relation to each other and to the adjacent community. It highlights areas with predominantly similar development characteristics and patterns, and suggests a hierarchy between those spaces.



GUIDING PRINCIPLES FOR FUTURE DEVELOPMENT

- Emphasize Royalton and Broadview Roads as the major east west and north south transportation corridors for the Town Center and establish the Broadview and Royalton Road intersection as a major focal point for the district.
- Develop focal points at the end of the proposed Town Center Loop Roads to visually anchor the street and reinforce the desired quality and character that will allow it to be successful as a dynamic retail and commercial district. This can be accomplished through the use of decorative paving, landscaping or other architectural elements.
- Design internal circulation to encourage pedestrian interaction and activity by providing wide sidewalks, numerous small gathering places, and interesting landscape and hardscape.
- Establish gateways (or an appropriate Town Center entry experience/identity) at the boundaries of the town center district, including the area south to Akins road and the Municipal Campus, North to Royalwood and east and west along Royalton road from Town Center Drive to Seneca Boulevard.
- Create a distinct district identity through the use of consistent signage, street graphics, lighting, and landscaping.
- Develop opportunities for a variety of multi-family residential housing types, primarily focused on market rate, for sale product.
- Develop opportunities for professional and low density office space within the district, well connected to the retail core.
- Improve intersection appeal and pedestrian safety by establishing distinctive cross walks and by making the major access points emphasize the Town Center Identity.
- Provide extensive parking area landscaping and visual screening of vehicles from the major transportation corridors.
- Take advantage of natural site features such as stream corridors and

wetlands and provide integrated pedestrian gathering places and nature walks as appropriate.

- Encourage sidewalk activity by developing outdoor seating, cafes and other retail displays that are visible and accessible from the public streets.
- Incorporate appropriate and attractive pedestrian amenities into all major pedestrian areas. These amenities should include coordinated street furniture, trash and recycling containers, bus shelters, paving, landscaping and lighting.

FLEXIBILITY

It must be noted that the land use boundaries (sub areas) illustrated on the attached framework diagram are intended to be flexible and may be adjusted in the final development site plans. The sub area boundaries may be expanded or contracted, provided that the general relationships between uses and adjacent roads and natural features remain consistent. Additionally, land uses may be mixed within the same sub area (residential and office over retail) provided that the final site development plan reflects the general plan intent.

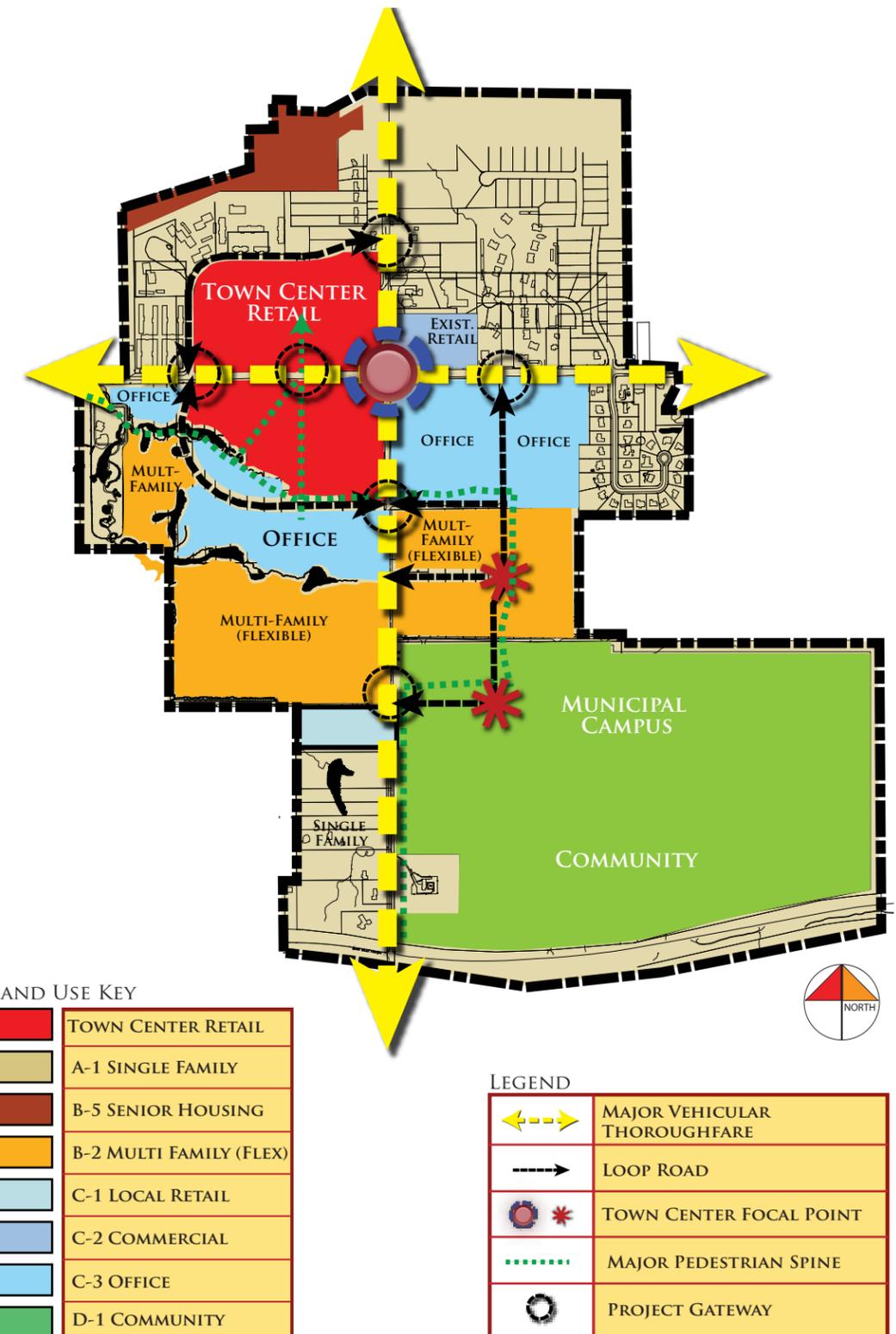


FIGURE 19

THE ILLUSTRATIVE MASTER PLAN

The Master Plan illustration represents the planning concept for the Town Center and provides one potential solution for the future of the Town Center. This illustrative plan is intended to demonstrate a possible alternative showing how the policies outlined in the Master Plan could be implemented and should be used as another tool for evaluating future projects within the Town Center. The Illustrative Plan is not intended to be viewed as a site plan, but rather a concept of potential development resulting from policies and principles outlined as part of the overall plan. The purpose of this graphic is to illustrate how proposed infrastructure changes, street and traffic modifications and building arrangements can work with the available land and market conditions.

The Illustrative Plan drawing also provides a guide for physical improvements, showing concepts for new development and redevelopment opportunities by both public agencies and the private sector. The private sector is encouraged to work together with the public sector to develop alternative conceptual plans that support the Guiding Principles for Future Development. It is important to understand that before any final decisions are made regarding new development proposals within the Town Center, a great deal of attention will be necessary for the detailed planning, design and review of those projects. A new Town Center Zoning Ordinance along with Design Guidelines must also be developed to establish clear specifications for future development..



Illustrative Master Plan

THE NORTHWEST NEIGHBORHOOD

It is anticipated that the Master Plan will need to respond to changing market conditions and dynamics, and therefore, the organization of the physical development graphically depicted in the Illustrative Plan will change. However, the principles and policies from which they were founded must remain intact in order to preserve the underlying conceptual vision for the Town Center. The design concepts shown in the Illustrative Plan represent a synthesis of the consultant planning team's understanding of existing physical conditions, market analysis, and extensive feedback by many participants throughout the planning process. Several recommendations shown in the Illustrative Plan will require specific studies from both an engineering and legal standpoint. Issues such as land acquisition, common drainage facilities and road alignment will need to be evaluated.

RETAIL/ENTERTAINMENT DEVELOPMENT

Potentially 500,000 square feet at the following locations:

- *In the southeast quadrant along Royalton road.*
- *In the southwest quadrant, north of the wetland buffer.*
- *In the northwest quadrant.*



Northwest Neighborhood

THE SOUTHWEST NEIGHBORHOOD



Southwest Neighborhood

RESTAURANT AND ENTERTAINMENT OPPORTUNITIES



Restaurant and Neighborhood Opportunities

MAJOR INTERSECTION OPPORTUNITIES



Major Intersection Opportunities



Residential Development

RESIDENTIAL DEVELOPMENT

Potentially 500 Units at the following locations:

- *In 2-3 story attached town homes in the southwest quadrant.*
- *In a new multifamily neighborhood north of the Municipal Campus.*
- *In a new single family, conservation development west of Broadview Road.*



OFFICE DEVELOPMENT

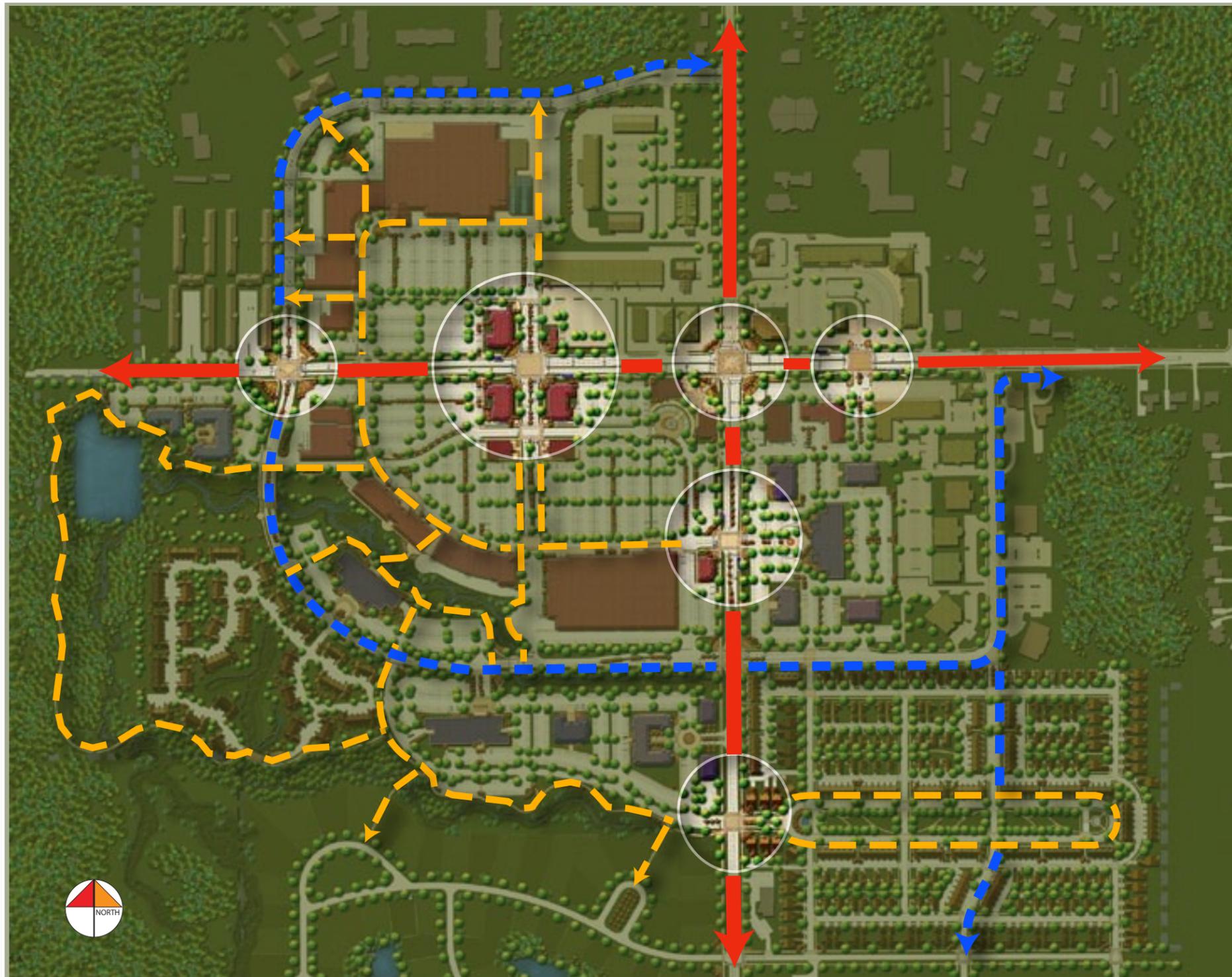
Potentially more than 450,000 square feet. At the following locations:

- *On upper floors of mixed-use buildings in the southwest quadrant.*
- *Within the Southeast quadrant, expanding the existing low density office development.*
- *South of the wetland corridor in the southwest quadrant.*



Office Development

Office Development



LEGEND

	MAJOR PEDESTRIAN CONNECTION
	ALL PURPOSE TRAILS
	MAJOR ROADS

Pedestrian Connectivity Plan

DESIGN ELEMENTS / POLICIES

It is important that the Town Center establish a unique identity that is unlike anywhere else in Broadview Heights. The Town Center would benefit in many ways from features that promote a distinctive identity. These elements can also help to make the Town Center a cohesive district that is easily recognizable. A series of signature focal points, open spaces and gateways would help to reinforce this identity. The following are some key design features that should be included:

- Improve the Royalton and Broadview Road intersection by introducing decorative cross walks and paving patterns to strengthen the district identity.
 - Reserve the property in the northwest and southwest quadrants of the Broadview and Royalton Road intersection for a well coordinated Community Retail Shopping Center (or centers.) The retail development should contain the appropriate collection of tenants and must be of sufficient size to establish the critical mass required to sustain a community retail center.
 - Develop focal points at the end of the proposed Town Center Loop Roads to visually anchor the street and reinforce the desired quality and character that will allow it to be successful as a dynamic retail and commercial district. This can be accomplished through the use of decorative paving, landscaping or other architectural elements.
 - Integrate mass transit opportunities into the town center by coordinating with the Regional Transit Authority. Bus stops should be provided on both Royalton and Broadview Roads.
 - Provide architectural elements, such as sculpture, public art and unique signage into the Town Center streetscapes to establish a strong district identity.
 - Create small, urban ‘pocket parks’ to enhance the pedestrian environment throughout the Town Center and to provide transitions between structures. They can also serve to link the project to existing natural site features.
- Develop a small public gathering place on the southwest corner of the Broadview / Royalton Road intersection with strong pedestrian connections to the public sidewalks.
 - Design internal circulation to encourage pedestrian interaction and activity by providing wide sidewalks, numerous small gathering places, and interesting landscape and hardscape.
 - Screen blank building walls and parking lots from the public streets by using appropriate landscaping and building articulation, especially along Royalton Road.
 - Encourage sidewalk activity by developing outdoor seating, cafes and other retail displays that are visible and accessible from the public streets.
 - Incorporate appropriate and attractive pedestrian amenities into all major pedestrian areas. These amenities should include coordinated street furniture, trash and recycling containers, bus shelters, paving, landscaping and lighting.
 - Incorporate facilities for cyclists into street improvements and open space plans. Facilities should include appropriately designed bike lanes along with bike racks and storage opportunities.



PHYSICAL PLAN RECOMMENDATIONS

The Master Plan for Broadview Heights's Town Center strives to describe a potential vision for the downtown that maximizes economic opportunities in a manner that is conducive to community goals and objectives. As such, a variety of uses serving local residents, employees and area visitors are included. Also incorporated into the plan are sites for new residential development that could increase the local resident population.

A significant amount of new development is anticipated by the Master Plan recommendations. The following summary incorporates the physical plan recommendations and anticipates the potential types of uses that would be provided if 'full build-out' proceeded according to the Illustrative Plan drawing; however, this is only one of many possible scenarios for the Town Center.

OFFICE DEVELOPMENT

Potentially more than 450,000 square feet. At the following locations:

- On upper floors of mixed-use buildings in the southwest quadrant.
- Within the Southeast quadrant, expanding the existing low density office development.
- South of the wetland corridor in the southwest quadrant.

RESIDENTIAL DEVELOPMENT

Potentially 500 Units at the following locations:

- In 2-3 story attached town homes in the southwest quadrant.
- In a new multifamily neighborhood north of the Municipal Campus.
- In a new single family, conservation development west of Broadview Road.

RETAIL/ENTERTAINMENT DEVELOPMENT

Potentially 500,000 square feet at the following locations:

- In the southeast quadrant along Royalton road.
- In the southwest quadrant, north of the wetland buffer.
- In the northwest quadrant.

OPEN SPACE

Although it is recommended in the design guidelines that open space amenities be incorporated and encouraged within all new private developments, the Master Plan proposes possible public open space at the following locations, if feasible:

- At the southeast and southwest corners of the Broadview and Royalton Road Intersection.
- Along the existing wetland and stream corridor separating the Office and Retail Uses.
- At key pedestrian areas integrated into the commercial and residential areas of the district.

KEYS TO STIMULATE DEVELOPMENT

By commissioning this Master Plan for the Town Center, the City of Broadview Heights has exhibited the leadership and vision that is the necessary first step in repositioning an underachieving area. To follow-up this effort, the City's leadership will need to be coupled with involvement of other groups and private developers if the vision for the Town Center that is described in this Plan is to be achieved. As the foundation for the Town Center Master Plan, the Desired Framework Diagram provides a conceptual vision for the future of the Town Center; however, several tools are necessary to evaluate actual development proposals and redevelopment strategies. These tools include the creation of a Town

Center Planned Zoning District and the development of Comprehensive Town Center Design Guidelines. A proposed Design Guideline Outline has been included in Chapter 6 of this report.

In addition, in order to prepare the district for development, The City of Broadview Heights should secure funding to improve Broadview and Royalton Roads, construct the Town Center loop roads and secure any wetland and stream channel relocation permits required to facilitate loop road construction.



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EXECUTIVE SUMMARY

Chapter Two



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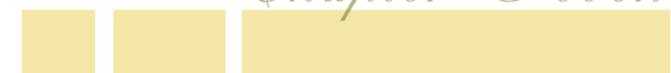
PHYSICAL PLAN

Chapter Six



OUTLINE DESIGN GUIDELINES

Chapter Seven



ADDITIONAL ZONING RECOMMENDATIONS

Chapter Six

OUTLINE DESIGN GUIDELINES

SITE ISSUES AND RECOMMENDATIONS

A comprehensive set of Design Guidelines to specifically address site development issues that may be encountered within the Broadview Heights Town Center District should be developed. Having a set of design standards will assist the community in assessing future development proposals and will insure that the City's vision is fulfilled. The City should use the following outline as the foundation for establishing development standards to be incorporated into the Broadview Heights Town Center Planned Zoning District. The Town Center District Design Standards should take precedence over all other standards when considering site development within the Planned District.

The specific areas that should be addressed in the Design Criteria can be divided into four sections:

- *Site Design*
- *Building Design*
- *Landscape Design*
- *Signage and Graphics*

SITE DESIGN

PARKING SETBACKS

Minimal setbacks for parking lots create traffic stacking issues and leave minimal space for landscaping. By defining an appropriate parking setback, traffic safety and district aesthetics will be improved. To create a consistent setback, the city should establish parking setbacks that provide adequate area for parking lot screening, street trees and lighting. The City should also work to acquire all right-of-way necessary to establish a consistent right-of-way along the major corridors and proposed loop roads within the District.

RECOMMENDATIONS

A minimum ten (10) foot setback should be adopted to provide an adequate landscape buffer. This setback should only be permitted where the desired right-of-way width has been established. Larger setbacks should be required along parcels where additional right-of-way acquisition is anticipated by the city. Parking should be encouraged to the side and/or rear of buildings; however, the standards must recognize that adequate parking adjacent to the primary retail tenant entrance is critical for the successful operation of a community retail project. The impact of large parking fields should be mitigated through the use of parking lot landscaping and screening along with generous pedestrian spaces.



BUILDING SETBACKS AND ORIENTATIONS

On many existing sites, the significant building setbacks from the road allow broad expanses of parking areas that dominate the view. On other sites, the buildings are oriented in such a way that vehicular circulation is too close to the major roadways with poor traffic circulation and sight lines to maintain public safety.

RECOMMENDATIONS

A minimum 20' setback for buildings is recommended. This setback should only be permitted where the desired right-of-way width has been established. Larger setbacks should be required along parcels where additional right-of-way acquisition is anticipated by the city.

Where feasible, minimize parking in front of retail uses to reduce building setback. Along Broadview and Royalton Roads, parking for small parcels such as restaurants, small offices and freestanding retail, should be located at the sides and rear of the building only, not between the Right of Way and the building. This is especially critical in the Northwest and Southwest quadrants of the District when placing freestanding buildings along the street edge. This should not apply to larger tenant buildings where parking fields will be required between the storefront and the right-of-way. Commercial sites and community shopping centers should be organized to create shared parking opportunity.



While most buildings along Royalton Road will maintain a deeper building setback, freestanding retail, restaurants, small offices and elements of larger buildings or retail centers can address the street with minimal setbacks.



PARCEL ACCESS AND CURB CUTS

Numerous curb cuts exist along both Broadview and Royalton Roads providing each individual parcel with access. The curb cuts are often spaced too close together, creating circulation and safety problems. Standards should be adopted which address specific design criteria including shared entrances, spacing between entrances, and spacing from intersections.

RECOMMENDATIONS

Full access curb cuts should be established as indicated on the Illustrative Master Plan. Where possible, shared curb cuts are to be created, and overall circulation within each quadrant should be designed concurrently so that access drives and internal circulation is coordinated. Larger sites (e.g. retail centers) will be permitted more than one curb cut with a minimum spacing as indicated on the Illustrative Master Plan.

Buildings with drive-through service may be permitted to have two curb cuts depending on site layout. Shared access between adjoining properties should be encouraged to minimize curb cuts. Pad sites should share access with larger retail centers for simplified on-site circulation. Curb cuts should be spaced at least 125' from any major intersection, edge of pavement to edge of pavement. Right-in/Right-out only access should be encouraged when secondary access is necessary. Appropriate stacking distances should be designed for individual sites.

BUILDING DESIGN

BUILDING ARTICULATION

Building articulation, which is the expression or outlining of parts of the building by its architectural design, shall be provided in order to achieve the following:

- Create a complementary pattern or rhythm, dividing large buildings into smaller, identifiable portions.
- Break up the building mass through offsets and other methods that articulate the horizontal and vertical building planes.
- Incorporate details that create shade and cast shadows to provide visual relief.
- Provide vertical reveals and projections to express a rhythmic pattern across the elevation.
- Provide other architectural details including texture, pattern, vertical and horizontal relief and other treatments that will reduce the visual impact of long blank walls. Foundation landscaping (where appropriate outside of Town Center Streets) designed to complement the building architecture is encouraged but not required.
- Emphasize building entrances through the use of appropriate accent materials, building massing, facade offsets and by developing dramatic combinations of architectural forms.

Building articulation shall be provided as specified in the following:

- All nonresidential structures fifty thousand (50,000) square feet in size or greater, except department stores, shall incorporate architectural variation of at least three feet in depth for every twenty-five feet (25') in façade length.
- All nonresidential structures less than fifty thousand (50,000) square feet shall incorporate architectural variation of at least one foot in depth for every twenty feet (25') in façade length.



BUILDING MATERIALS

Eighty Five percent (85%) of all building walls that are not transparent, including parking structures, visible from any specified public street, shall be covered with masonry, or any of the following materials:

- *Natural and synthetic stone,*
- *Cement board siding,*
- *Precast concrete,*
- *Cast and cultured stone,*
- *Glass Fiber Reinforced materials such as Concrete and Gypsum,*
- *Exterior Insulation and Finishing Systems (EIFS),*
- *Synthetic Stucco.*

Corrugated metal and exposed fasteners are prohibited. Architectural metals are prohibited except for miscellaneous trim work unless they are approved by the City.

Any exterior building wall that is closer than 60' to the right-of-way line of any specified major thoroughfare or collector street shall be required to be twenty five percent (25%) transparent.

All facades of an individual building, multiple buildings in a shopping center, or integrated business development, and all roofing in a shopping center of integrated business development shall have similar architectural design, color, and materials as specified above.

BUILDING FORM

A variety of architectural details, materials and building forms shall be permitted throughout the development. All portions of a structure shall have a unified design treatment, appropriate in scale and harmonious with other structures in the development.



ROOF FORM / TYPE

Permitted roof forms include, flat, pitched, arched and shed roofs. There shall be no restriction on the type of roof system incorporated into the design.



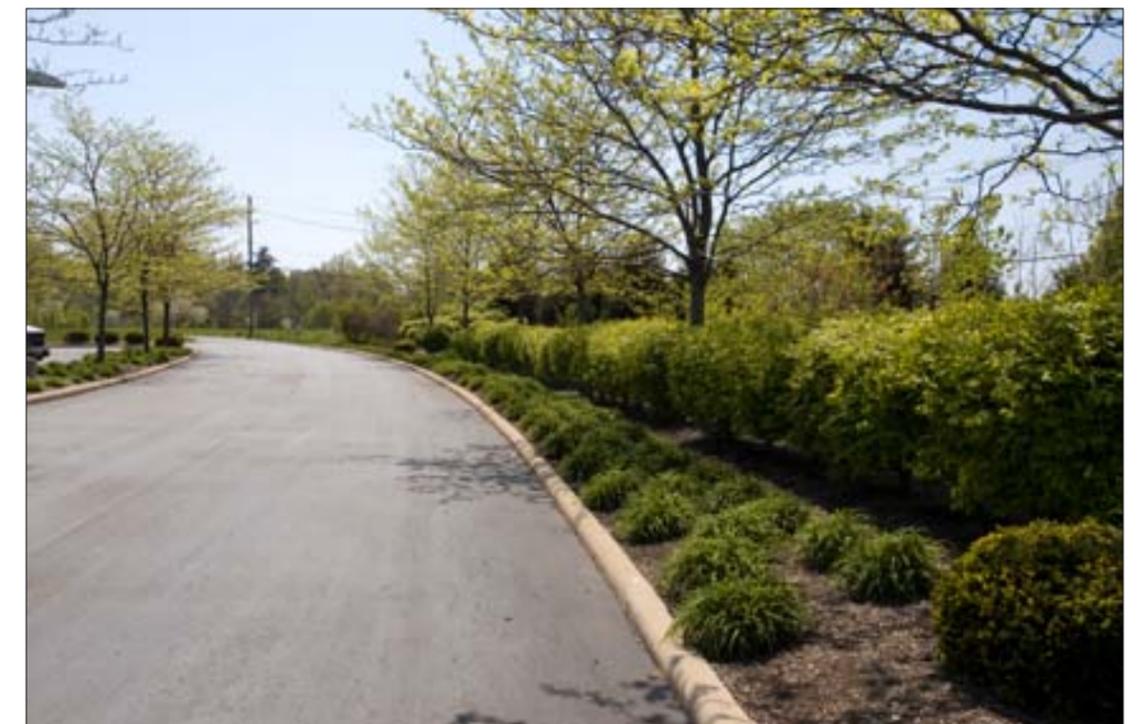
LANDSCAPE DESIGN

PARKING LOT SCREENING

Parking areas adjacent to the major corridors should be adequately screened and should have appropriate interior landscaping.

RECOMMENDATIONS:

Screen surface parking lots with a minimum 3' high continuous evergreen or deciduous hedge, earth mounding, or masonry wall (hedge size at installation = 24" height and 30" spacing). A creative combination of these elements is encouraged for longer frontages to avoid visual monotony.



PARKING LOT LANDSCAPING

Provide interior landscaping to improve the overall visual quality of large parking fields. Guidelines for improving the aesthetic quality of parking areas and the site should address breaking up large expanses of pavement and providing shade, buffering, and screening from adjacent properties and roadways.

RECOMMENDATIONS

Any surface parking lot over 6,000 sq. ft. or 20+ parking spaces shall provide interior landscaping with a minimum of 5% of parking area designated as green space.

No parking area should exceed 20 parking spaces in a row without breaking up the pavement with a landscape island whose outside curb dimension is 36 feet X 9 feet, excluding appropriate curve radii to accommodate vehicle maneuvering.

A minimum of one shade or ornamental tree should be planted per parking island.

Parking lot trees (at installation) should be large growing, deciduous shade trees 2" - 2 1/2" cal. and 12-14' height.

SIGHT DISTANCE

Sight distance at major intersections and curb cuts is critical for driver and pedestrian safety.

RECOMMENDATIONS

The lowest branches of trees should be 8' and shrubs should not exceed 36" in height. A sight line triangle should be established at all curb cuts onto public streets as recommended by the city engineer, with shrubs not exceeding 24" height.

SELECTION OF PLANT MATERIAL

Minimum plant sizes at installation and suggested materials should be established. The use of ornamental grasses and seasonal color should be encouraged.

RECOMMENDATIONS

Minimum standard plant sizes at installation are as follows:

- *Shade Trees.* 2" cal. 12-14' ht.
- *Ornamental Trees.* 8-10' ht. Multi stem, 2" cal.
- *Evergreen and Deciduous Shrubs.* 24" ht.
- *Evergreen Trees.* 6' - 8' ht.

A listing of approved plant materials should be included in the Design Criteria. An overall landscape street tree plan should be developed for the district and included with the District Design Criteria.



SIGNAGE AND GRAPHICS

Inconsistent sign types, sizes, colors and locations currently litter the Broadview/Royalton Road corridors. The following recommendations for signage modifications should apply to all new signs. In addition, the City of Broadview Heights should consider implementing a program that would require existing non-conforming signs within the Town Center District to be modified or removed over a designated period of time.

TYPE AND LOCATION

Many signs along the corridor are too tall or large for the business that they represent and the scale of the District. Appropriately sized signs in visible and appropriate locations are the key to the success of business and the visual appeal of the District.

RECOMMENDATIONS

TOWN CENTER IDENTIFICATION SIGNS

One ground monument Town Center identification sign shall be permitted for each of the major driveway entrances to the development in any quadrant. The Ground signs may be mirrored on both sides of each entry driveway to create a gateway entry feature. Each sign shall be limited to 10' height and shall not exceed 100 square feet per face, per side of entrance. In the event Town Center identification is incorporated into any proposed entry wall or landscape feature, only the actual area of sign text and any logo identifying the development shall be measured.

Additional ground monument identification signs shall be permitted adjacent to both Broadview and Royalton Roads provided they are coordinated with the design of the ground monument signs at the major entry drives.

GENERAL RETAIL WALL SIGNS

All tenant stores located within the Town Center shall be permitted an exterior building sign for each separate exterior “customer” entrance. Tenant signs shall not exceed 70% of the store front length on which the sign is placed. Letter height shall not exceed 36” in height except major retail tenants which shall be permitted 60” high letters. Blade signs, canopy signs and three dimensional signs are also permitted, provided the total tenant signage does not exceed the maximum calculated square footage available based on tenant frontage.

FREE STANDING OUT PARCEL BUILDINGS SIGNS

The maximum allowable number of signs per free standing building is one (1) sign for each Public Street or circulation drive frontage. Signs must be contained in one area on the facade and shall not exceed 70 % of length of the building face to which it is attached. Letter height shall not exceed 36” in height except major retail tenants which shall be permitted 60” high letters. One detached ground monument sign shall be permitted for each individual building and such sign shall not exceed five (5’) feet in height and not exceed 45 square feet in surface area per face. Monu-

ment sign base shall match the primary exterior building materials, and shall conform to a standardized ground monument sign detail to coordinate with the Town Center Identification signs.

Signs shall be composed of individual, free standing letters. No “belt” or “box” type signs or “pillow” signs will be permitted unless they are part of a tenants national identity. All necessary sign supports and electrical connections shall be concealed.

All signs must be illuminated and shall derive light from a concealed source. No exposed lamps, globes or tubes will be permitted. Minimum return depth for illuminated signs shall be 5”. Illuminated signs may be “pegged out” from mounting surface for silhouette effects.

Lettering on all store signs shall be limited to business or trade name of the premises. No sign manufacturer’s name, union labels, or other lettering shall be visible. Logo signs will be reviewed on an individual basis by Developer, but in general, national tenants with recognizable logos within or adjacent to their trade name are acceptable. All logos shall adhere to the requirements of these criteria.



LIGHTING STANDARDS

GENERAL LIGHTING CRITERIA

A parking lot lighting system using Metal Halide or LED lighting shall be installed to provide a minimum illumination of 1.0 foot candle average between poles on all paved areas during business hours. Higher light levels are permitted at entrances and other significant pedestrian and vehicular areas as determined by developer, consistent with standard industry practice.

All lighting must be arranged or shielded (dark sky fixtures) to avoid excessive glare onto any portion of the Town Center or adjacent properties or city R.O.W. Flood light type fixtures are prohibited, except in service areas, provided light source is not visible by the general public during business hours. Architectural accent lighting of any type is permitted throughout the District.

Parking lot areas shall have round tapered poles and concrete bases throughout Town Center with a maximum height of forty (40') feet. Light standards and fixtures may be varied in design, color and height to provide different lighting for different situations. Bollard, accent and pedestrian scale lighting shall be permitted, as well as directional lighting to accent architectural features and amenities. Light fixtures shall be selected to complement building architecture. Finishes of any externally exposed fixtures must match the adjacent surface finish.

Security lighting for all paved areas shall be provided. The use of building mounted fixtures to illuminate parking areas is prohibited except for parking within receiving areas. Wooden light poles are not permitted.

VEHICULAR ROADS & PARKING AREAS:

Metal Halide or LED fixtures shall be used with no direct glare onto adjacent properties or public streets. The glare from such fixtures shall be shielded from adjacent properties and/or public streets.

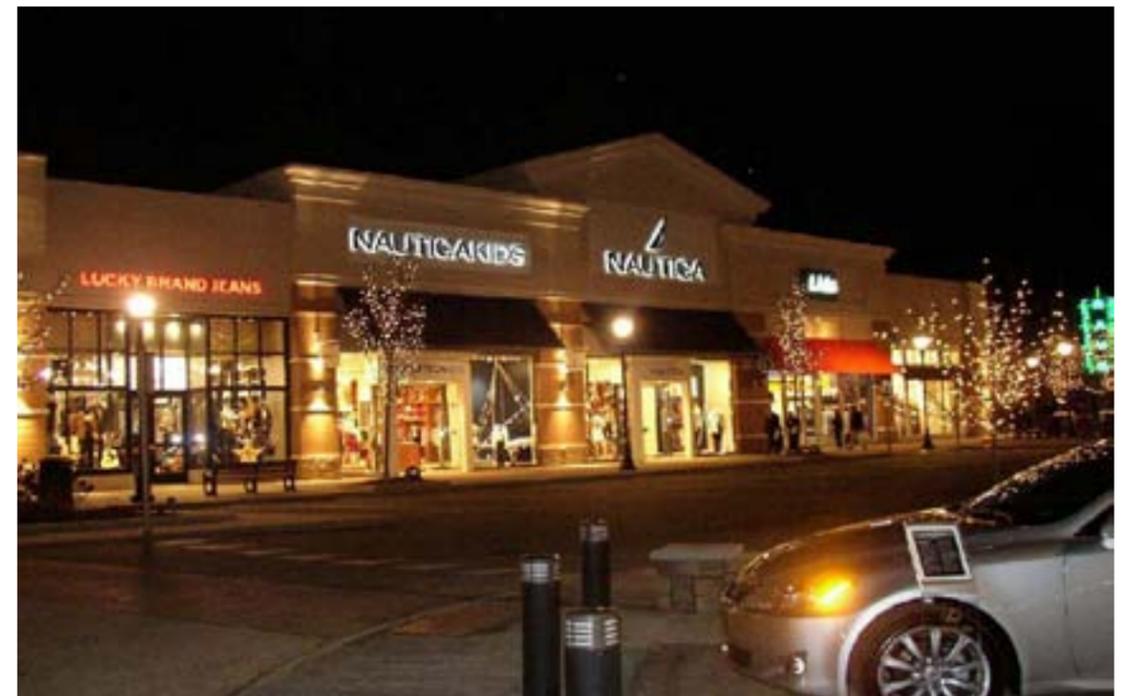
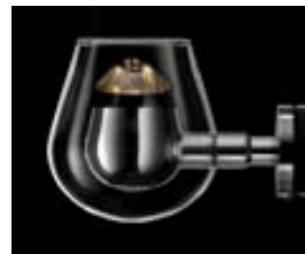
Standards, poles, and fixtures shall be compatible in color and in design throughout the site and no greater than 40' in height. Accent and pedestrian lighting may be included with maximum pole height of 16'.

WALKWAY LIGHTING:

Walkway lighting comprised of standard, pole, bollard and wall mounted fixtures shall be no greater than sixteen feet (16') above grade.

ACCENT LIGHTING:

Up lighting shall be concealed or positioned to screen the light source from adjacent property. Floodlighting or spotlighting of architecture, graphics, or natural features shall not create spillage of light onto adjacent property or public streets.



Chapter One



EXECUTIVE SUMMARY

Chapter Two



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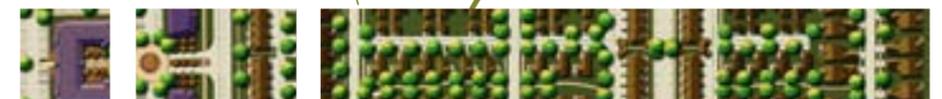
PHYSICAL PLAN

Chapter Six



OUTLINE DESIGN GUIDELINES

Chapter Seven



ADDITIONAL ZONING RECOMMENDATIONS

Chapter Seven

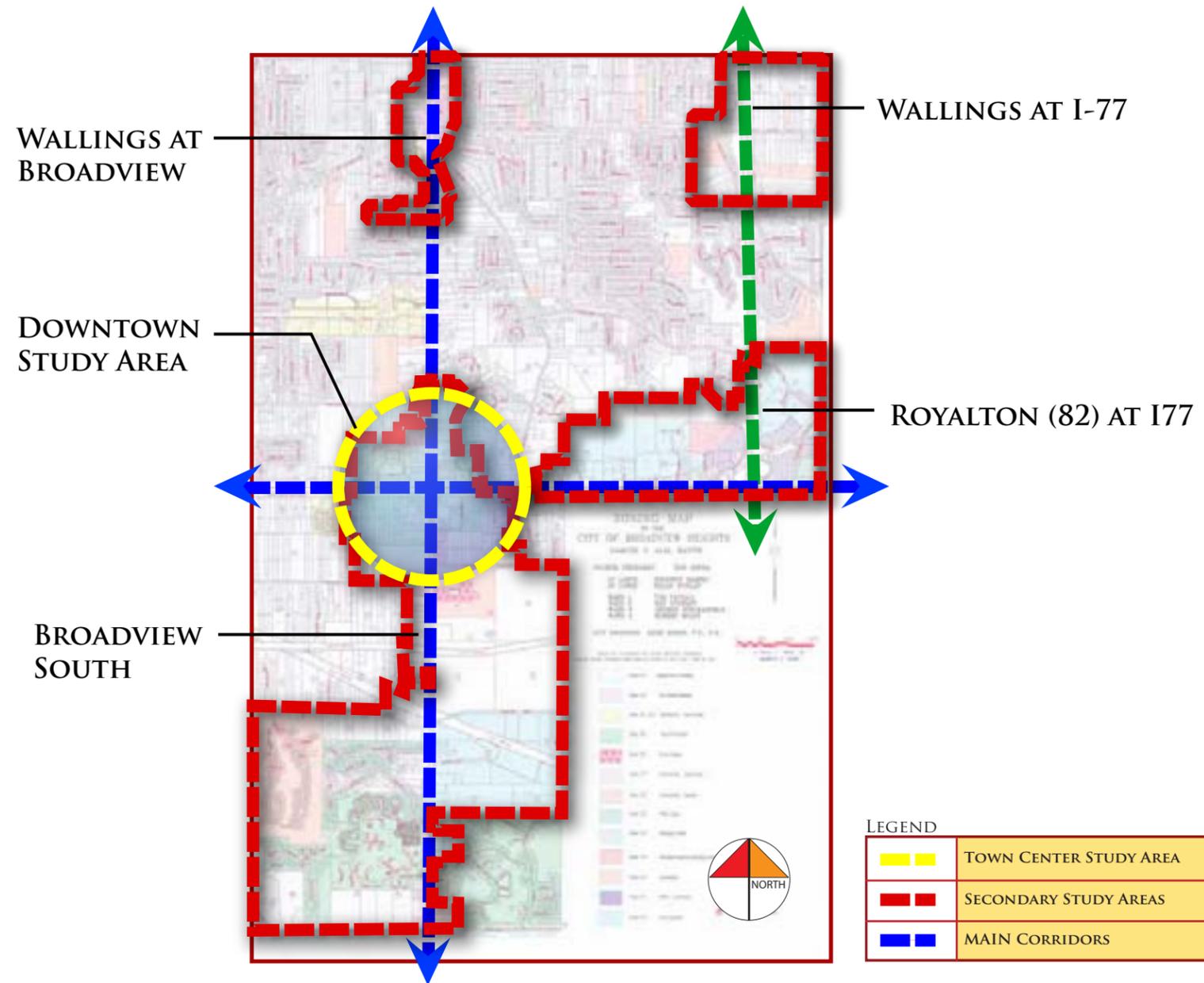
OTHER ZONING CONSIDERATIONS

LAND USE RECOMMENDATIONS

As part of the Town Center Master Plan work, the City of Broadview Heights requested that the Planning Consultant look at several specific parcels of land outside of the Town Center Study Area and provide recommendations relative to zoning changes that may be appropriate based on land use adjacencies and other factors that influence zoning. This Chapter addresses those specific parcels and provides recommendations based on a preliminary review of the existing land uses. The consultant was not tasked with preparing a detailed economic land use evaluation and was not asked to prepare any detailed site assessments, ownership or feasibility studies. The recommendations that follow are based solely on discussions with the Steering Committee and City Staff along with a review of the current zoning map. (Figure 20)

The Planning Consultant looked at the following four areas at the request of the City of Broadview Heights:

- *Broadview Road at Wallings.*
- *Broadview Road South of the Municipal Campus.*
- *Royalton Road at Interstate 77.*
- *Wallings Road at Interstate 77.*



Land Use Recommendations

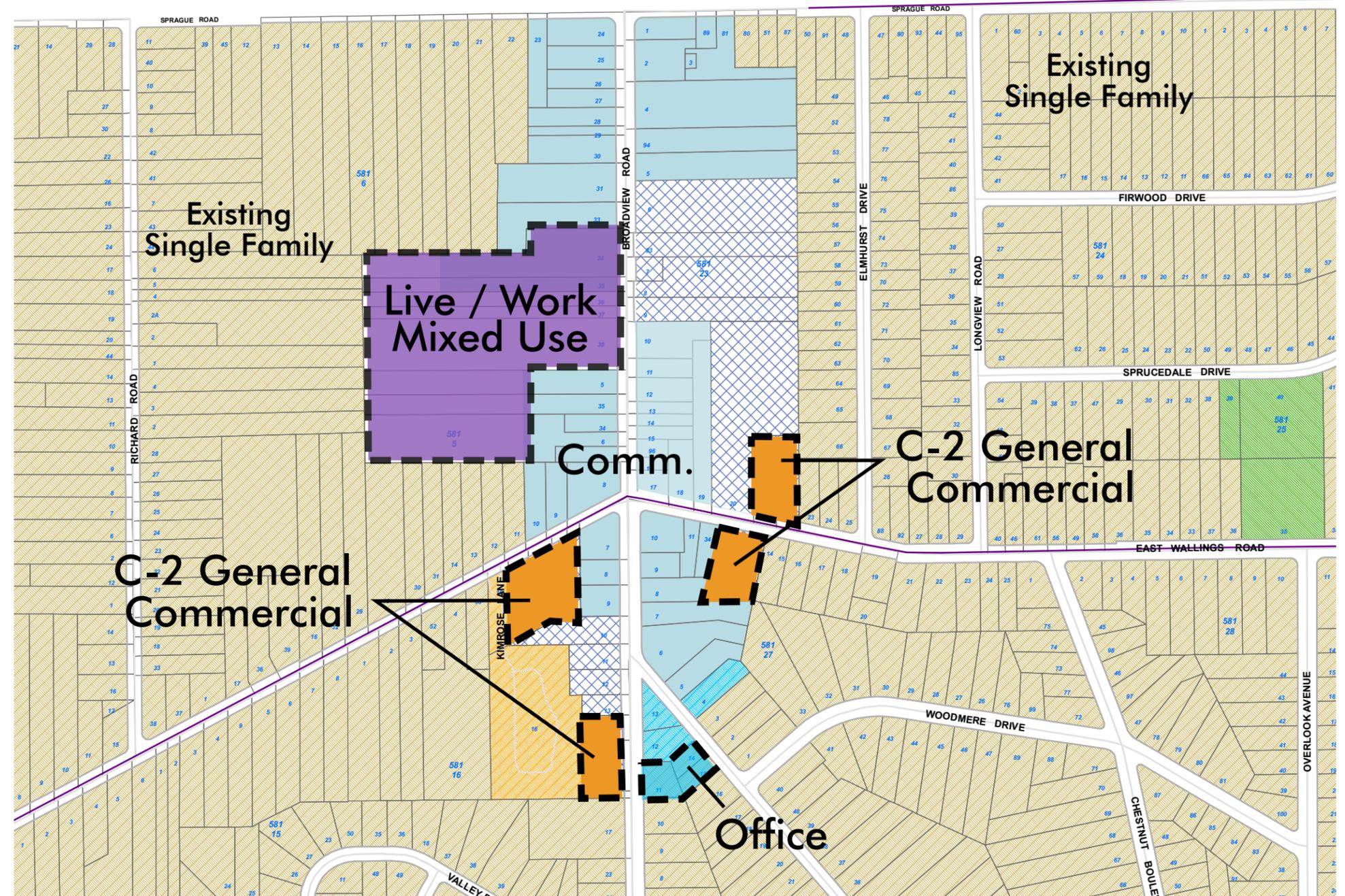
FIGURE 20

BROADVIEW AT WALLINGS ROAD

Broadview Road, in the vicinity of Wallings Road, contains a collection of commercial and residential properties. While land uses are generally consistent throughout the district, several parcels were identified that could be rezoned based on either existing function or land use adjacencies.

There are eight parcels along Wallings Road and three parcels on the west side of Broadview Road that are currently zoned single family residential. Those parcels are highlighted on the adjacent map with the recommendation that they be rezoned to C-2 General Commercial. All of the parcels are directly adjacent to commercial zoning districts and would establish a logical limit to commercial zoning in those locations. Extending commercial zoning beyond those properties is not recommended. There are also three parcels located between Broadview Road and Avery Road that are currently zoned single family but are being used as professional office and parking. The office use is compatible with the land use to the north and west and would mark a logical southern limit to the commercial zoning; therefore, we recommend that the zoning be changed to office.

Finally, there is a fairly large area of single family zoned land fronting on the west side of Broadview Road. While it would be logical to rezone those parcels to a commercial or retail use, there may be an opportunity to develop a small mixed use project with on street retail and integrated residential. This property could be combined with the existing automobile dealership to the north (should that become available) to create a more dynamic project. This type of mixed use project could act as a catalyst to stimulate investment in the district and may be eligible for CDBG funding. A new Mixed Use Zoning Classification would need to be developed. In addition, the entire district could benefit from improved streetscape, signage and graphic design standards.



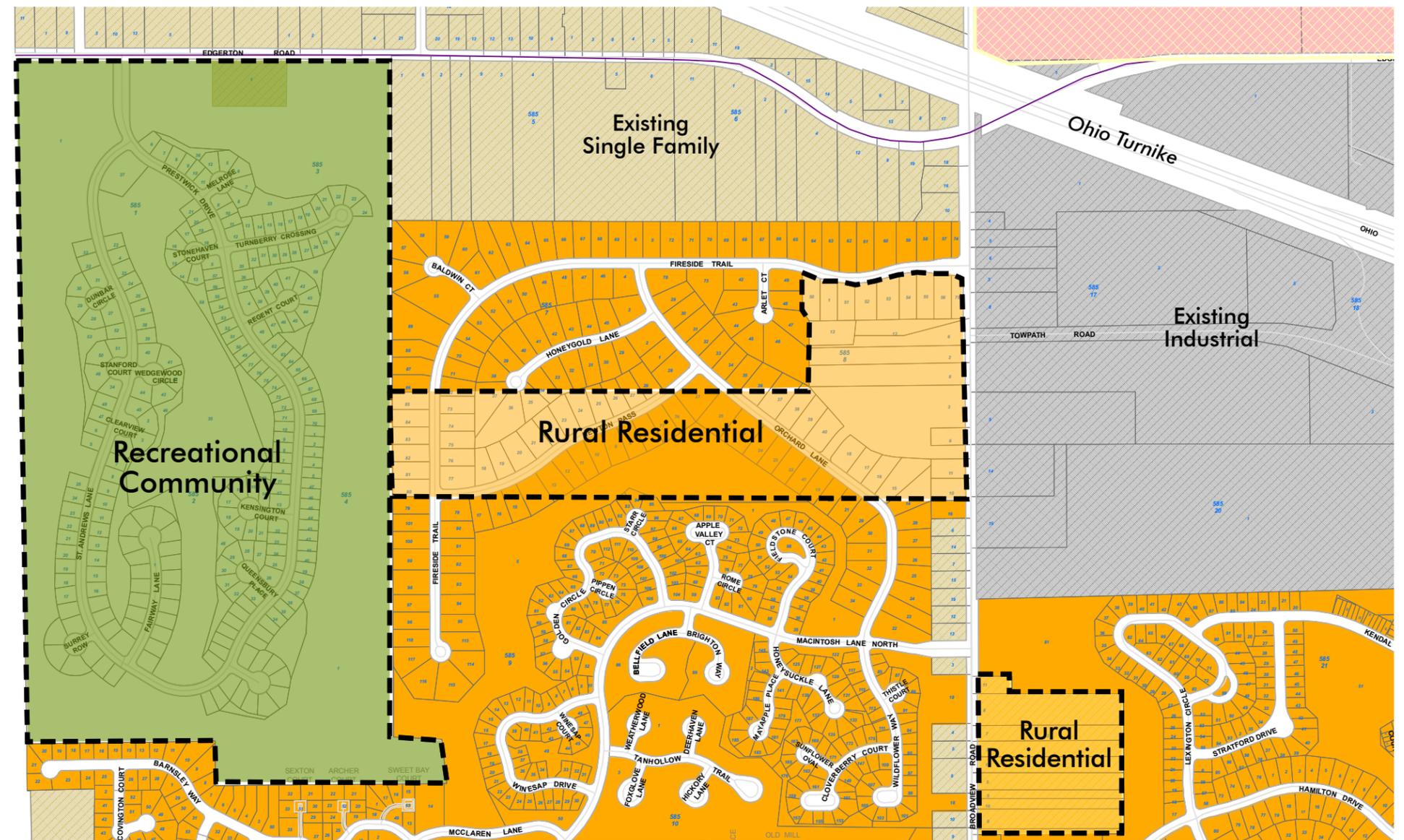
Broadview Road / Wallings Zoning Recommendations

BROADVIEW ROAD SOUTH

The planning team did not find any major zoning issues in the area south of the Ohio Turnpike along Broadview Road with the exception of some minor housekeeping issues. The largest of which is the Wiltshire Golf Course Community. The existing zoning map indicates that the site is zoned community; however, it is our understanding that development was permitted by special ordinance approved through planning and City Council. While this does not present a land use issue, it is our recommendation that the City of Broadview Heights adopt a “Golf Course Community” or “Recreation Community” Zoning Classification and re-zone this site accordingly. A new zoning classification would establish strict standards for future developments of this type.

A second zoning inconsistency was noted in the Macintosh Farms subdivision, where a large parcel of land remained single family while the surrounding land was zoned Rural Residential. While this is not a significant departure from the adjacent rural residential zoning, those parcels should be rezoned to rural residential so the entire Macintosh Farms subdivision operates under consistent zoning regulations.

Finally, there are ten parcels of land on the east side of Broadview Road that are currently zoned industrial. These parcels are surrounded by residential zoning to the north, south and east along with residential zoning on the west side of Broadview Road. The City of Broadview Heights should consider rezoning those parcels to rural residential or cluster development to be consistent with, and protect adjacent development.



Broadview Road South Zoning Recommendations

ROYALTON ROAD AT INTERSTATE 77

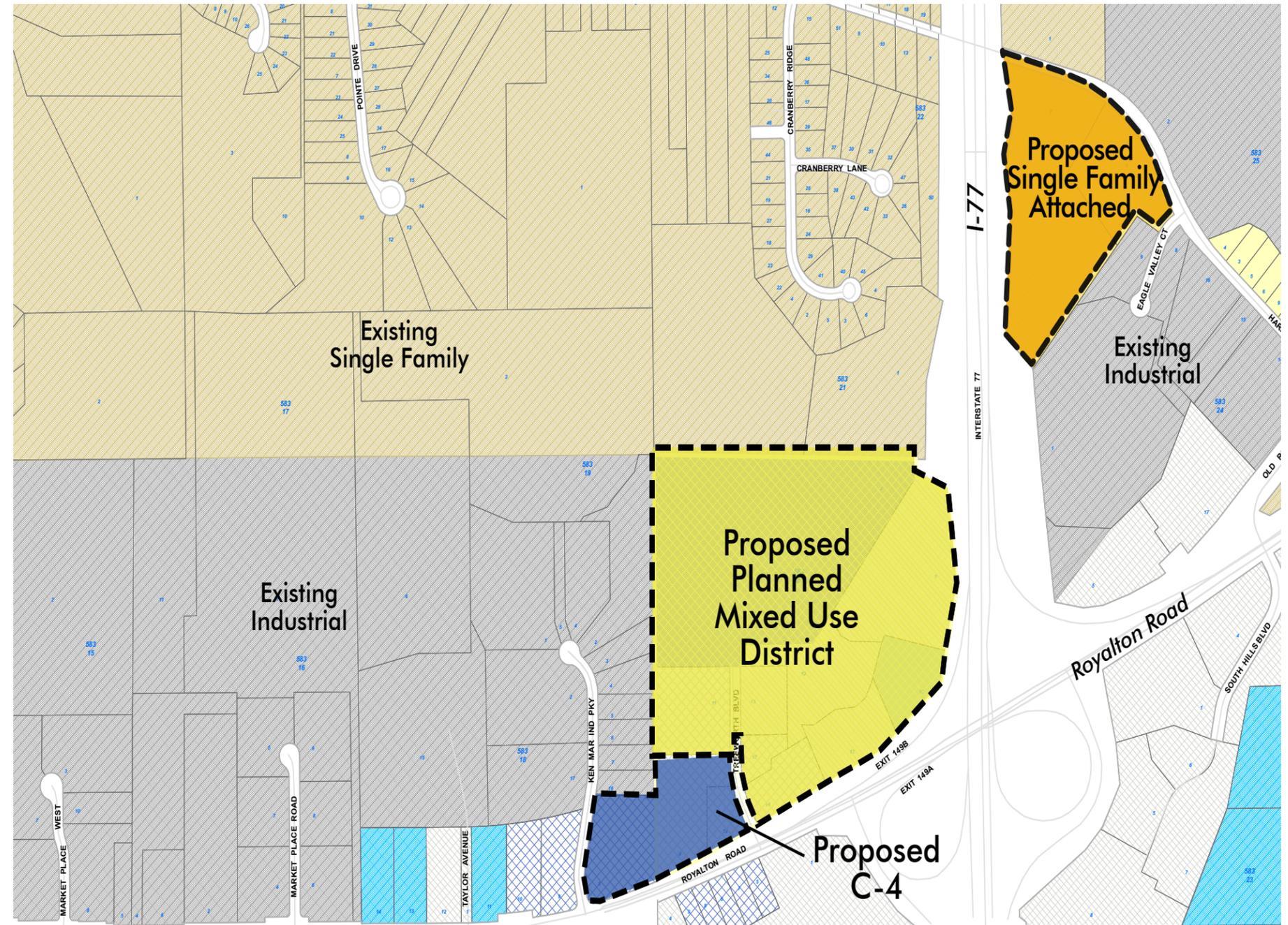
NORTHWEST QUADRANT

The development along the north side of Royalton Road in the vicinity of Interstate 77 is a mix of Interstate Highway Shopping Center, Local Retail, Office Laboratory and General Commercial. Due to the area's proximity to Interstate 77 and proposed interchange improvements in the district, the area has significant development potential. Office, Retail and Highway Commercial uses are all appropriate. The importance of this district as a gateway into the community cannot be overstated.

Existing development in the district, especially in the northwest quadrant of the interchange, is haphazard and uncoordinated and would benefit from the creation of a planned development district. The development of a comprehensive plan for the northeast quadrant would create opportunities for medical office, large format retail, hotels and other commercial uses in a planned environment that would enhance the district's visual appeal and provide development opportunities that do not currently exist anywhere else in Broadview Heights. However, there are several parcels fronting directly on the north side of Royalton Road between Ken Mar Industrial Parkway and Treworth Boulevard that would benefit from the C-4 Shopping Center zoning classification. Those parcels could be developed independent of the larger planned district and would provide a consistent land use pattern along that portion of Royalton Road.

HARRIS ROAD PROPERTY

The final recommendation in this area relates to the two large parcels east of Interstate 77 on Harris Road. These parcels are currently zoned Light Industrial but could be rezoned to permit attached single family or townhome style development. The future zoning of these parcels should be evaluated based on the strength of any specific development proposal that may be submitted. The existing Light Industrial zoning is appropriate absent any new development proposal.

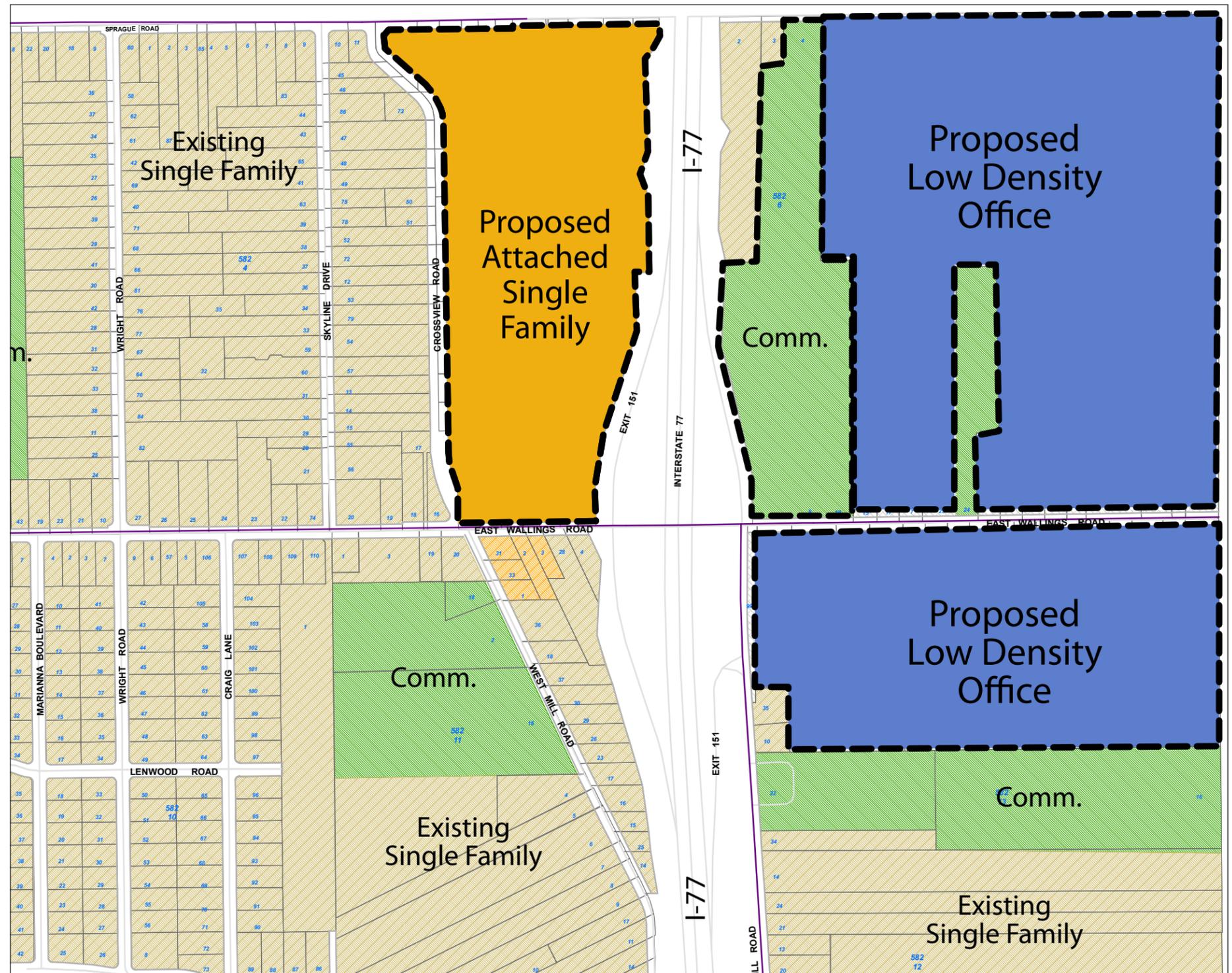


Royalton Road / I-77 Zoning Recommendations

WALLINGS ROAD AT INTERSTATE 77

The area along Wallings Road at Interstate 77 is perhaps the District that has the most development opportunity. The land use characteristics of the area surrounding the Wallings Road / I-77 interchange make it strong candidate for rezoning to an office type use. Currently, this area is occupied by single-family homes which front on Wallings, Sprague and Mill Roads. The Wallings Road interchange provides access to the regional transportation network and is accessible from both the Cleveland and Akron markets. Discussions with the Steering Committee revealed that there was a strong desire to balance the rural character of the area with the opportunity for office development. Transitional land uses should be provided as a buffer between existing single family land uses and office development. Additionally, lower density buildings and extensive landscape buffers and setbacks are desirable to help maintain the rural character. Any new development in this area will require improvements to the Wallings Road bridge over Interstate 77. The existing two lane cross-section is not adequate to safely handle the existing traffic during certain peak hours and will need to be improved if additional development is to take place. Assuming transportation improvements are implemented, the planning team recommends the following zoning modifications:

- Rezone the area west of Interstate 77, north of Wallings to permit attached single family or townhome style development to serve as a buffer between single family land uses and the freeway.
- Rezone the land area east of the Interstate and north of Wallings Road to Low Density Office, with building heights limited to two and three story heights with a maximum density of 20,000 SF per acre. The existing parcels zoned community should remain as is.
- Rezone the land area east of the Interstate and north of Wallings Road to Low Density Office, with building heights limited to two and three story heights with a maximum density of 20,000 SF per acre.



Wallings / I-77 Zoning Recommendations

Prepared for the City of Broadview Heights by G2M Design Collaborative, LLC.

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